



III Community-Wide Survey

The Wood Dale Park District (WDPD) commissioned a Community-wide survey to gather input, impressions, and direction from District residents.

The District Board, staff, and the Consultant Team developed the questions for the survey. In addition to the District and Consultants feedback received during focus group, stakeholder, and community leader meetings provided additional input during the formulation of the survey questions.

The purpose of the survey was to gather use and opinions of facilities and programs currently

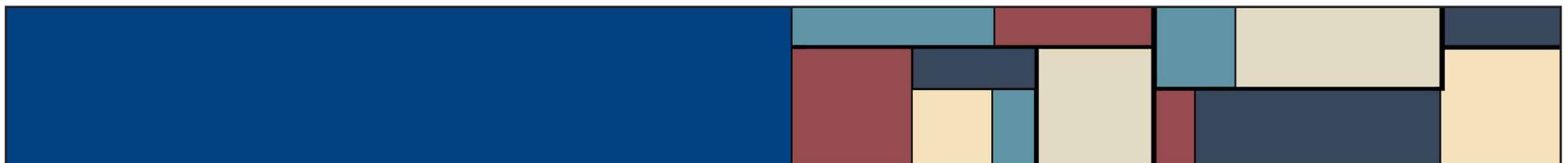
available in the District, as well as provide information and direction for future changes and growth.

A randomly selected sample of 2,000 residents from within the Wood Dale Park District corporate limits as furnished by the DuPage County Election Commission (DCEC) received a mail survey with a return postage envelope. Additionally, sample members were given the option to receive a Spanish or Polish version of the survey instrument.

Separately, the District received an additional 250 surveys for distribution in the main office

of the Recreation Center. Wood Dale residents and visitors were allowed to complete the survey and return it via a business reply envelope. These surveys were compiled separately to avoid contamination of the random mail survey data.

Survey data was collected from October 17, 2014 to November 12, 2014. The survey period closed for tabulation with 250 usable responses from the mailing – a 13% response rate. The data includes nineteen responses received from surveys distributed through the WDPD offices. There were no returned Spanish or Polish language surveys.



The data collected during the mail survey was tabulated for analysis, with the entire report includes as a separate volume to this plan.

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non response and thus, the more stable the results.

The margin of error for percentages based on 250 tabulated responses is ± 6.0 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

The questions targeted parks and programs, and included general questions addressing facilities, funding, pools, and future planning.

Survey results provide insight into the public's desires for recreation and how well the Wood Dale Park District was meeting those recreational desires. The survey contained eighteen (18) questions with a number of opportunities to write in additional comments, which presented opportunities for respondents to convey input not addressed by the provided questions. The last five questions collect demographic information on the survey respondents.

Analysis of the survey data results in the following charts and graphs illustrating respondent's opinions regarding parks, open space, facilities, programs, communications, and funding.

RESPONDENT DEMOGRAPHICS

The Wood Dale Park District was divided into five distinct neighborhoods based on a graphic map included in the survey. Wood Dale Road was used as the east-west divider, while Thorndale Avenue and the railroad tracks were used as north-south dividers.

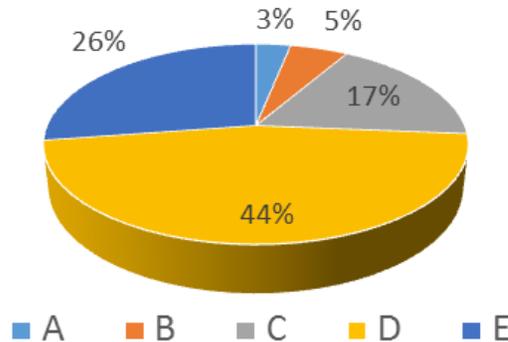


Figure 1: Neighborhood Distribution

The percentage of respondents from the different neighborhood areas helps create an understanding of how each geographical area perceives or views the Park District.

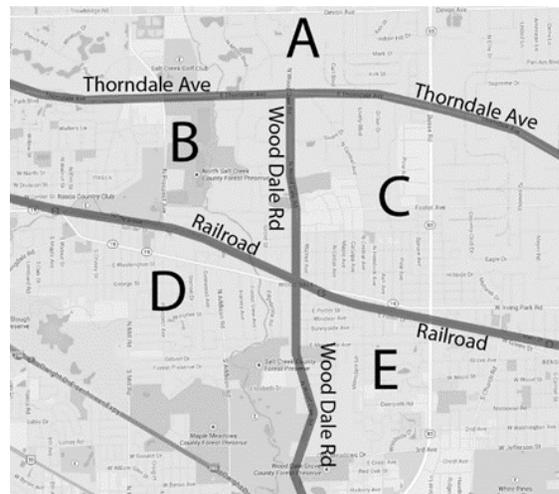


Figure 2: Neighborhood Map

The defined neighborhoods are:

- Neighborhood A – North of Thorndale Avenue
- Neighborhood B – Between Thorndale and the railroad west of Wood Dale Road
- Neighborhood C – Between Thorndale and the railroad east of Wood Dale Road
- Neighborhood D – South of the railroad west of Wood Dale Road
- Neighborhood E – South of the railroad east of Wood Dale Road

In addition to neighborhood area, the gender and age of the respondents can provide additional insight into the perceptions of the District's programs and activities.

Females responded to the survey by a better than a 2.5:1 ratio. Based on our previous experience it is not unusual to have this type of disparity.

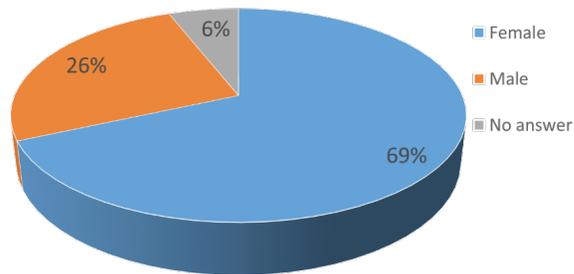


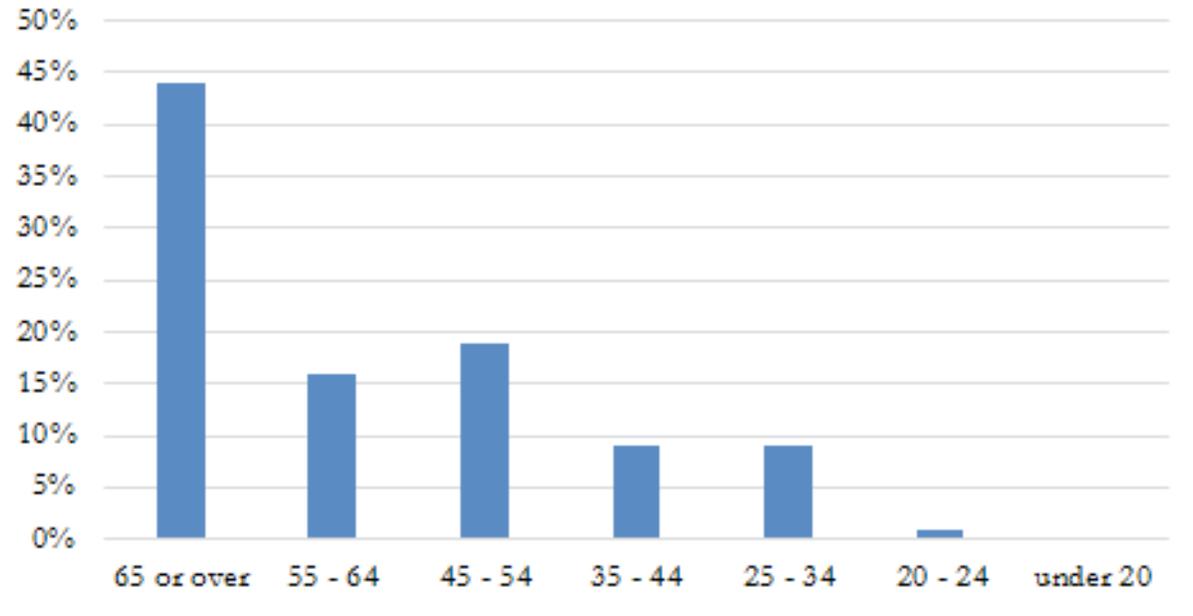
Figure 3: Gender Distribution

Sixty percent of survey respondents are over 55 years old with only ten percent of the respondents less than thirty five years old. This age disparity is important when analyzing questions such as program and activity frequency, information delivery assessment, aquatic facility use, future planning.

The data tables are cross tabulated to allow an analysis of this age distribution bias.

Figure 4: Age Distribution

Respondents by Age



PROGRAM SATISFACTION

Question #7 asked “What is your household’s overall satisfaction with each of the current recreational programs and facilities offered by the District?”

The areas assessed included the following general program areas. When analyzing the following chart the age bias is quite evident. Satisfaction with programs targeting youth and early childhood is not very high for the +65 or the 45-64 age groups while those same programs meet the needs of the <45 age groups.

The assumption is that the +45 age group does not have children at home and therefore do not have a need for programs targeting youth, while the <45 age group is likely to have children at home, and therefore youth programs would be important to those households. The District’s current youth programs are meeting or somewhat meeting the needs of the <45 age group while the programs targeting the adults have a lower satisfaction threshold for the under 45 age groups. The corollary is adult programs are meeting or somewhat meeting the needs of the >45 age group.

Figure 6 also confirms the expectation that youth programs do not meet or somewhat do not meet the needs of the >45 age group.

Figure 5

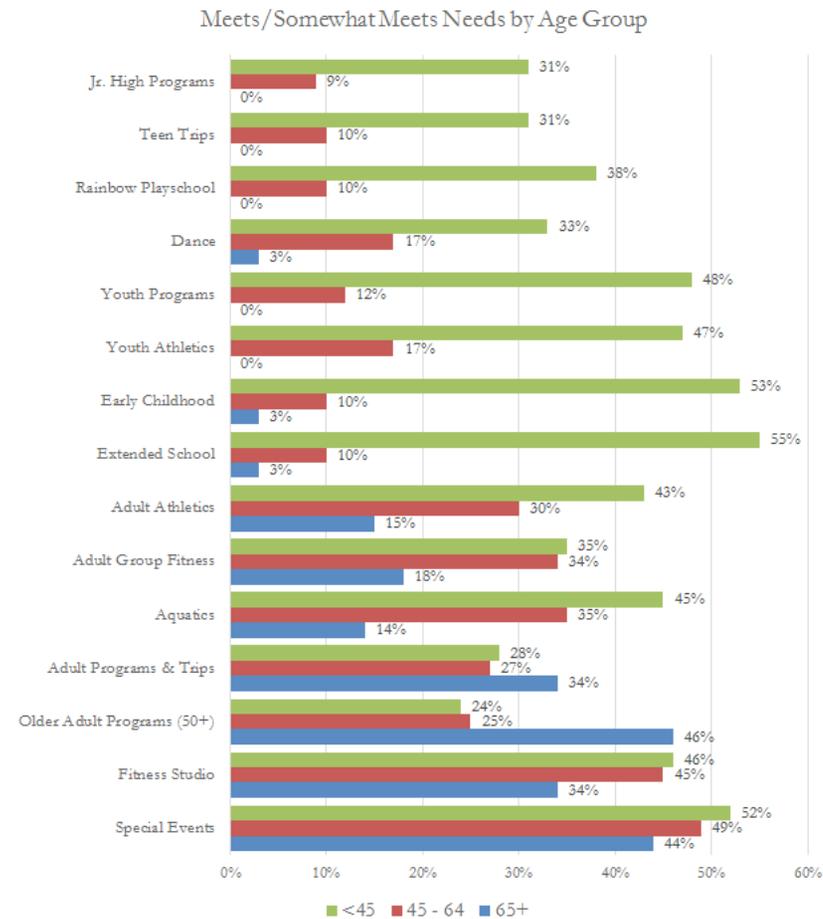
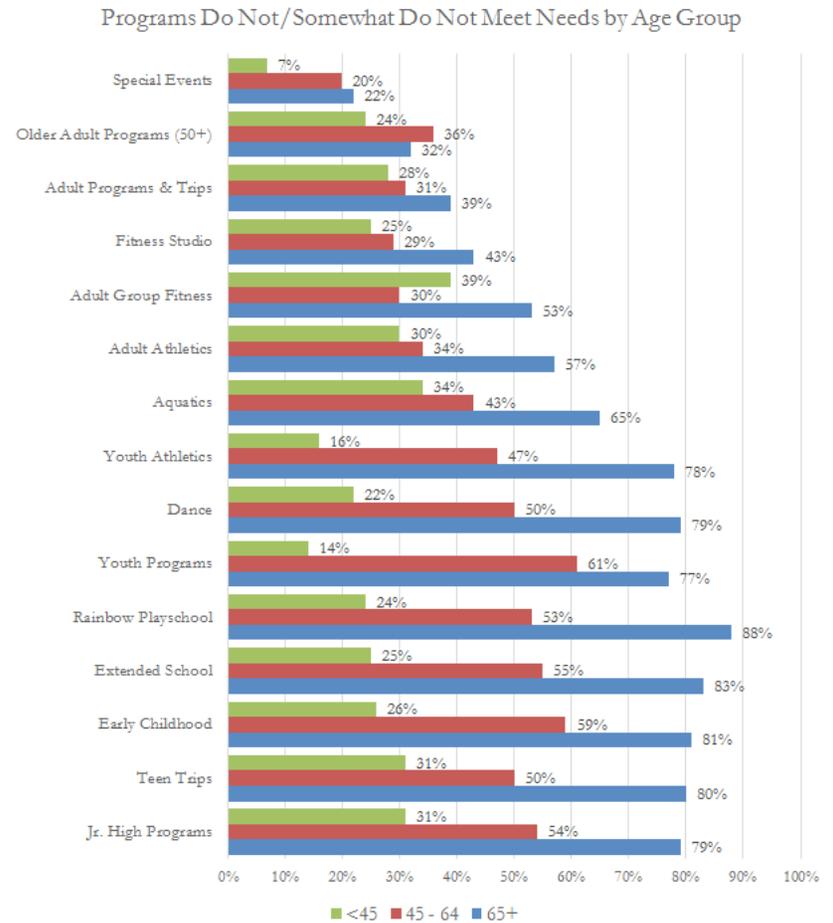


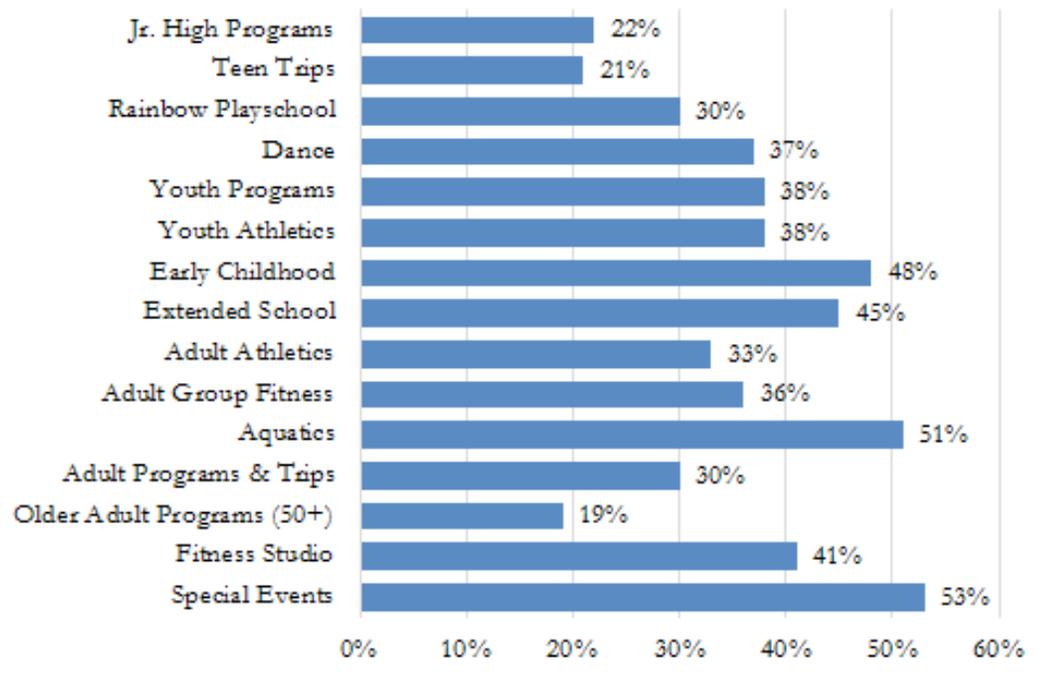
Figure 6



Program satisfaction varies by respondent age. The following figure depicts program satisfaction opinions that meet or somewhat meet needs in households with children under the age of 20 years. As might be expected the households with children under 20 years may not consider Adult Programs & Trips or Older Adult Programs (50+) as “meeting or somewhat meeting” their needs, whereas there is a fairly high satisfaction rating for Youth Program categories.

Figure 7: Meets/Somewhat Meets Needs Households with Children <20

Program Satisfaction: Meet/Somewhat Meets Needs Households with Children <20-Yrs Old



FREQUENCY OF USE

The Wood Dale Park District determined it would be valuable information to determine how often residents used District facilities as well as where they participated in recreational activities if they did not use Wood Dale Park District Facilities.

The Community wide survey included a series of questions to collect this information for analysis.

1. *On average, how often do you and/or members of your household (here after referred to as "household") use the following Wood Dale Park District (the District) parks and facilities: (please mark on box in each row)*

Figure 8 depicts "At Least Once a Month" usage of the various targeted facilities by respondent age group.

At least 34% of seniors (+65 age group) frequented the Recreation Complex at least once per month, while 44% of the 45-64 respondents visited and the <45 age group visited 38% of the time.

Once per month usage of Neighborhood Parks and Playgrounds shows a slightly different picture, where 66% of the <45 age group visited Neighborhood Parks and Playgrounds at least once per month with only 19% of the >65 age group visited the Parks and Playgrounds at least once per month.

Figure 9 further breaks participation by age group to identify how frequently respondents visit the various park facilities. Over 15% of the <45 age group visited Neighborhood Parks and Playgrounds at least 3+ times per week with over 32% visiting more than once a week. This indicates the parks and playgrounds are getting fairly heavy use and park and playground condition should be an important factor in the

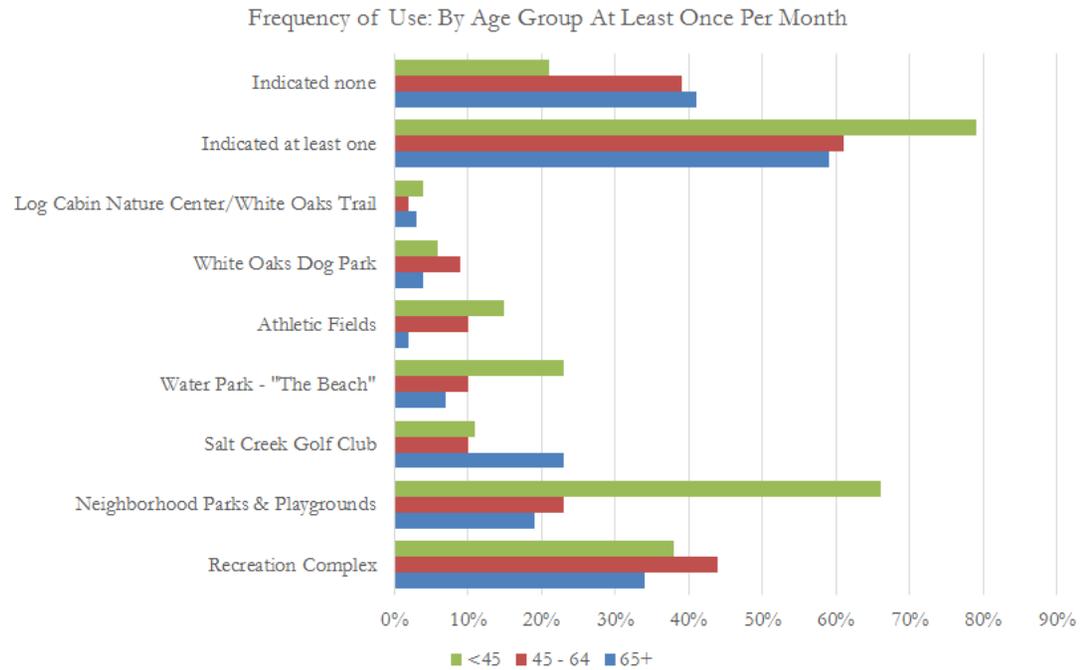
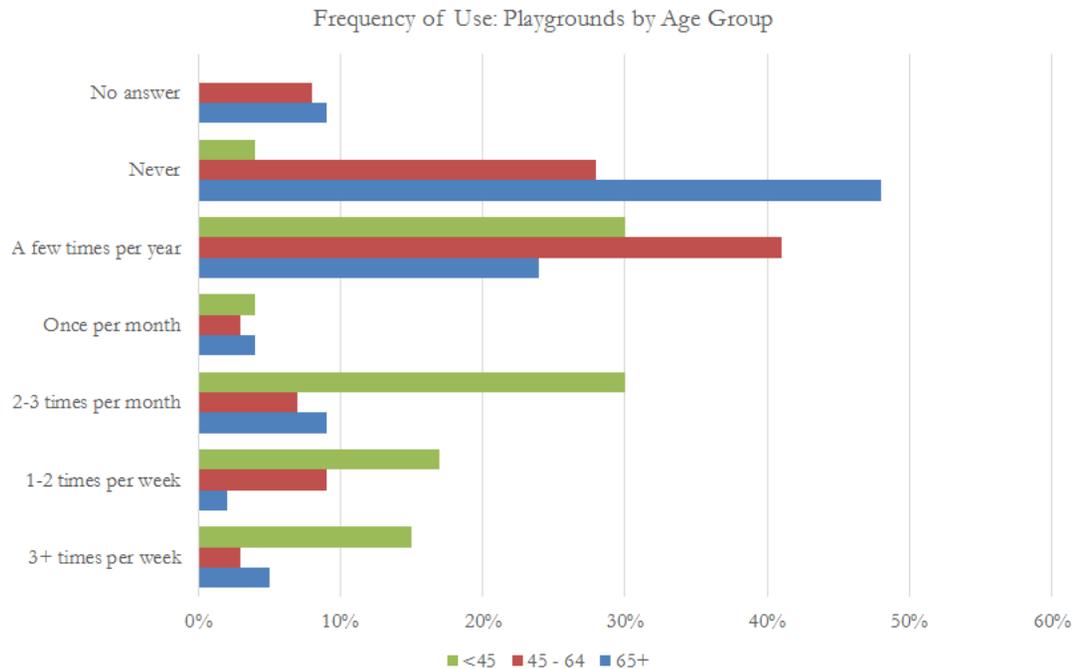


Figure 8: Frequency of Use by Age Group

Figure 9: Frequency of Use: Playgrounds by Age Group



District's maintenance efforts.

When reviewing frequency of use information for the Recreation Center, Figure 10 identifies almost 1 in 5 >65 age group respondents visit the Recreation Center at least once per week; while almost 1 in 3 of the <45 and 45 to 64 age groups visit at least once per week.

This data assists the District in identifying potential markets for expanding use of the facility as well as begins to identify the consumers of the services provided at the Recreation Center.

The Log Cabin Nature Center/White Oaks Trail has been a focus of the District over the past several years. The Community-wide survey provides the District the opportunity to determine the frequency of use as well as a supplementary question to identify potential future renovation alternatives for the Log Cabin.

Figure 11 identifies the Log Cabin Nature Center frequency of use by age group and the potential alternatives for renovation of the Log Cabin.

Visitation at the Log Cabin Nature Center is very infrequent. More than 80% of the >65, 66% of 45-64; and more than 55% of the <45 age groups never visit. There may be several reasons for this phenomena, such as residents are not familiar of what is available; facility is closed to the public due to the condition of the facility; or programs that are offered not marketed or advertised sufficiently to attract use. An in-depth analysis of why respondents do not visit the Log Cabin was outside of the scope of the Community-wide survey. If additional information regarding the specifics of use is desired, options such as an on-line or supplemental survey should be considered.

Figure 12 looks at the respondent's perception of the condition of the Log Cabin Nature Center.

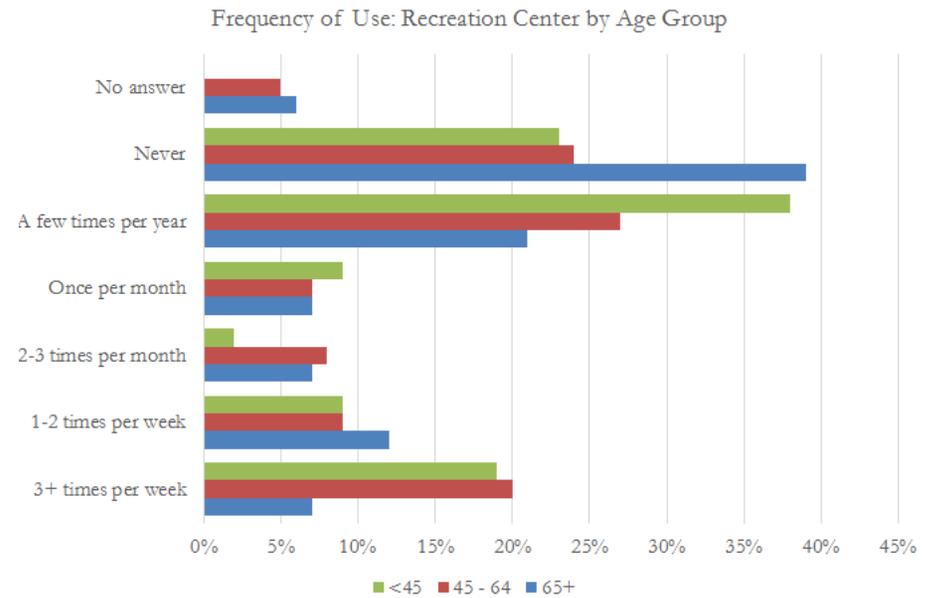
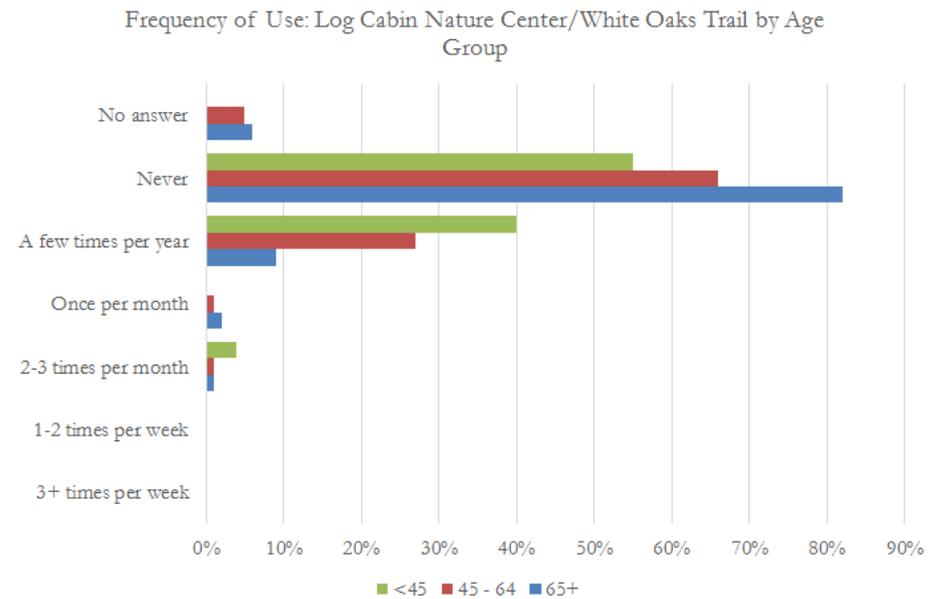


Figure 10: Frequency of Use: Recreation Center by Age Group

Figure 11: Frequency of Use: Log Cabin/Nature Center by Age Group



The important take-away from this more than 6 of 10 respondents are either not familiar with the Nature Center or provided No Answer. Overall age group respondents 60% rated the Log Cabin Nature Center as Good or Excellent. It is our opinion that the respondent assessment is disconnected from the actual condition of the facility and responses may have been biased based on the remainder of the District's facilities.

In addition to frequency of use and condition the Community wide survey asked respondents to identify the importance of expanding/improving the Log Cabin Nature Center. More than 1 in 3 of the respondents were neutral on the topic of expanding/improving the Nature Center, while almost 40% of the <45 age group felt it was somewhat or very important to expand/improve the Nature Center. This is identified in figure 13.

The final question related to the Log Cabin Nature Center asked *“if the District were to make changes to the Log Cabin Nature Center, what do you think they should be?”*

We do not feel that any one alternative is the clear front runner in determining the direction or option the District should consider for the Log Cabin Nature Center. The most favorable options identified Adventure Playground, environmental playground, picnic pavilion with restrooms or no changes needed.

Since the Dog Park is closely associated with the Nature Center site, the Community wide survey investigated the frequency and condition of the Dog Park as well.

Many respondents were not familiar with the condition of the Dog Park, (approximately half of all age groups) When reviewing the condition, 53% of 65+, 43% of 45-54, and over 63% of the <45 age groups rated the dog park as good or

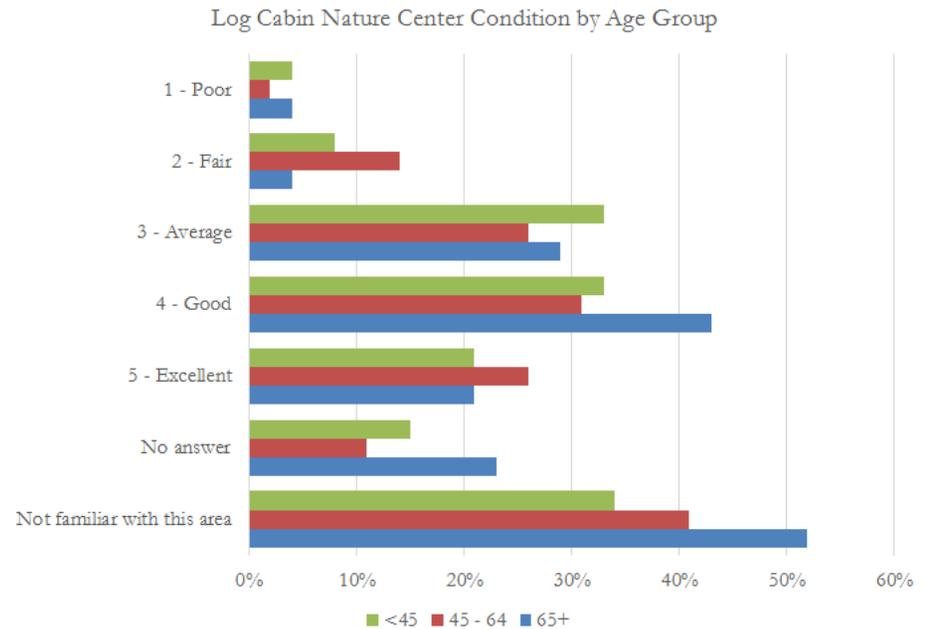
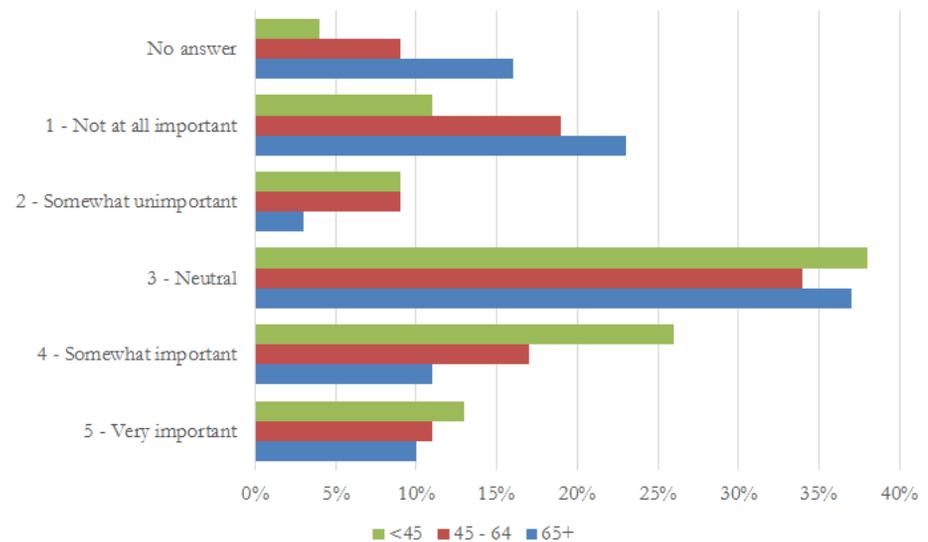


Figure 12: Log Cabin/Nature Center Condition by Age Group

Figure 13: Importance of Expanding/Improving Log Cabin/Nature Center Condition by Age Group



excellent.

When asked how important is it for the District to expand/improve the Dog Park, only 25% of respondents indicated it would be somewhat or very important.

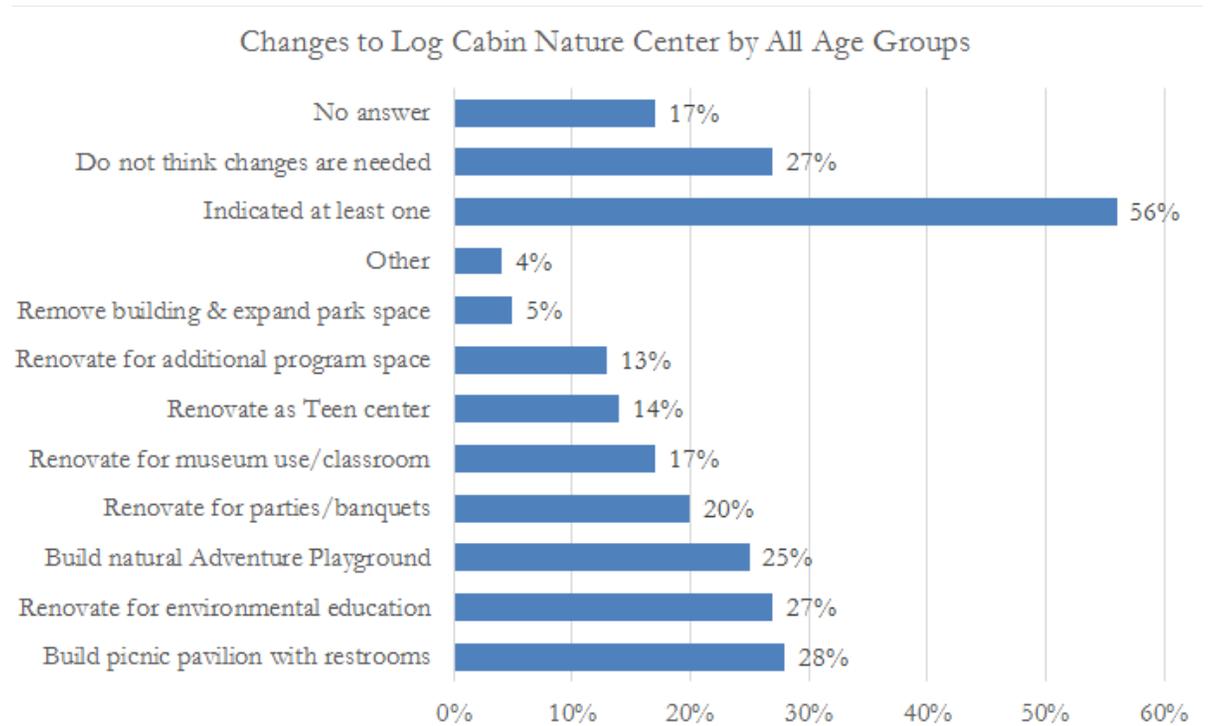


Figure 14: Changes to Log Cabin/Nature Center Condition by Age Group

SALT CREEK GOLF CLUB

The Salt Creek Golf Club is one of the District's major facilities. The Community-wide survey targeted frequency of use, condition, and importance to renovate or expand as related to the Salt Creek Golf Club.

The Golf Club is the topic of concern as it relates to its future as golf participation declines and the economy adversely affects the District's golf and banquet businesses.

The responses to the question "When asked how often you or members of your household use Salt Creek Golf Club" can be found in Figure 15.

Only 6% of respondents visited Salt Creek Golf Club more than 1 time per week and 46% have never visited the course. The finding that 5% of the respondents visited 1-2 times per week is not unexpected since golf is typically a one time per week type of activity. However, the question did not ask the respondent to identify if they visited the golf course to play golf, visit the restaurant, or both. This would be an area where additional surveys may be conducted to determine how many visitors are there for golf, restaurant or both.

The condition of the golf course was rated good to excellent by a significant portion of the respondents. In all areas investigated including Outdoor Amenities, Cleanliness, Landscaping, and Outdoor Lighting. Additional detail by age group is located in the Community wide survey that is included as a separate Appendix to this plan.

The respondents familiar and responding to the question as to how satisfied are they with the Salt Creek Golf Club fees 64% responded they were

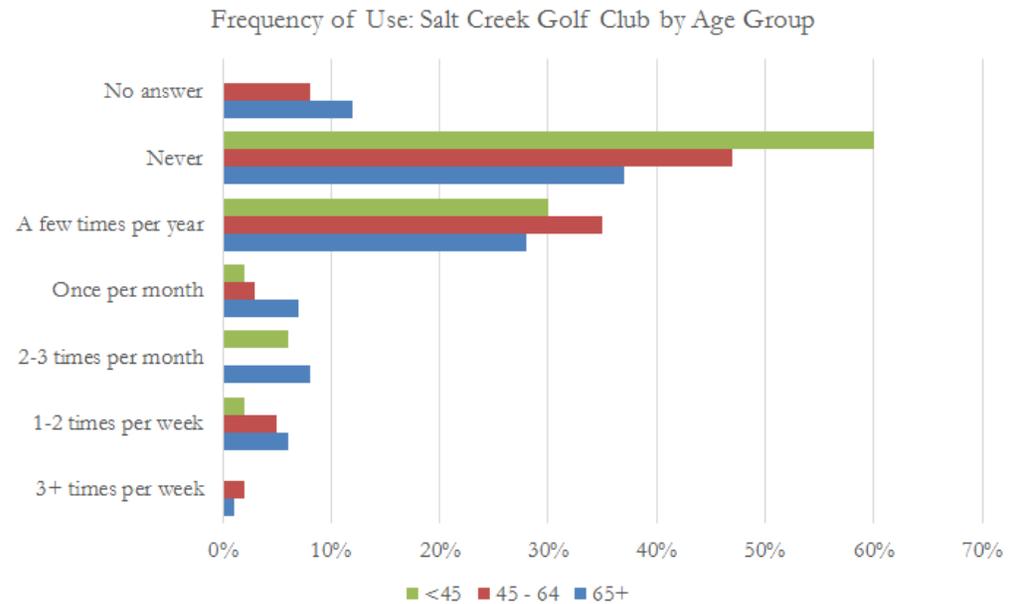
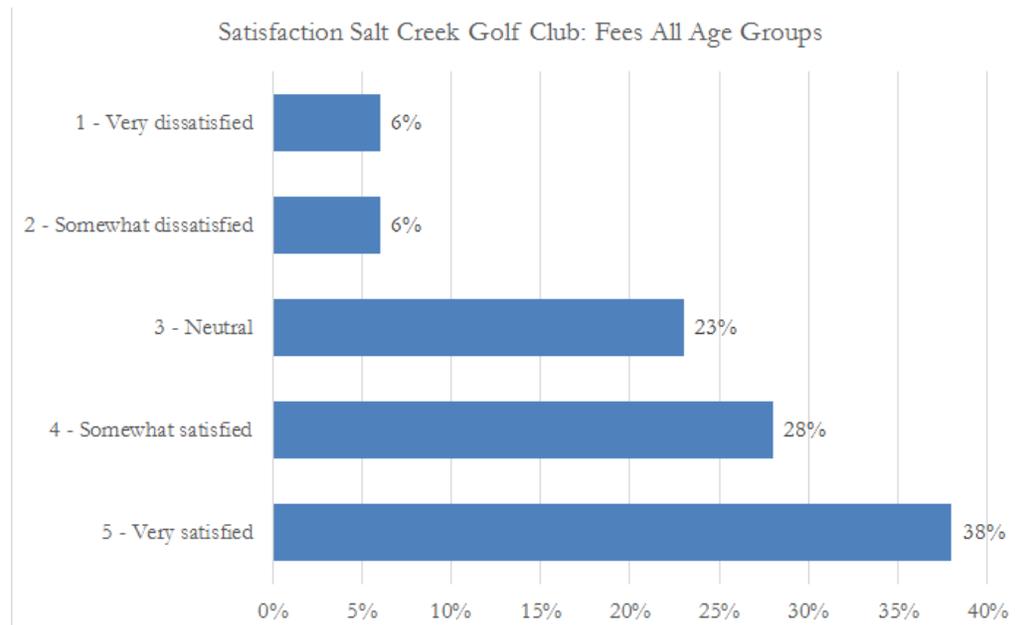


Figure 15: Frequency of Use- Salt Creek Golf Club by Age Group

Figure 16: Satisfaction - Salt Creek Golf Club



very or somewhat satisfied with only 12% were very or somewhat dissatisfied.

Additional data regarding fee satisfaction is available in the Community wide survey Appendix.

The banquet function is a major component of the Salt Creek Golf Club business model. The respondents were asked to rate their satisfaction with the Banquets. Almost 3 of 4 respondents rated banquets as somewhat or very satisfied, while less than 10% were very or somewhat dissatisfied.

DISTRICT INFORMATION

Communication of information is critical for the District’s success and accomplishing its mission. The Community-wide survey asked questions to determine how constituents rated the information and mechanisms the District utilized to deliver its message. Figure 18 summarizes Excellent/Good ratings by age group.

Generally, the +65 age group rates printed and hard copy data excellent/good while the electronic medium methods are rated higher by the <45 age group. This is not unexpected. The senior age group is not always that familiar with or have ready access to computers or electronic devices.

In addition to evaluating the excellent/good responses the fair/poor responses were reviewed. This analysis assists the District in identifying specific needs of various age groups and helps ascertain alternative delivery methods to best meet these residents.

When comparing the excellent/good by age group with the fair/poor by age group, in many instances if an age group rates the area as excellent/good a smaller percentage of that age

Salt Creek Golf Club: Banquets Satisfaction All Age Groups

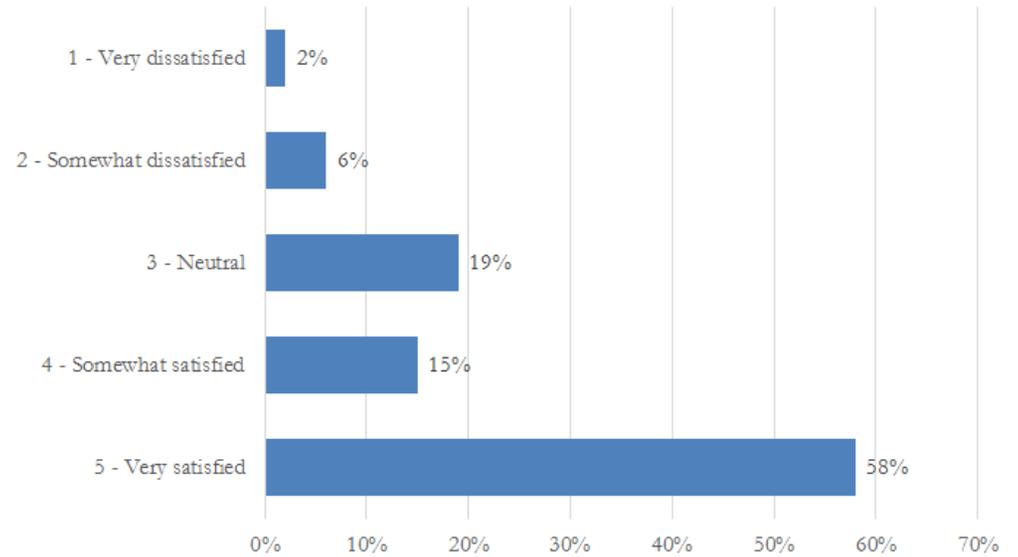
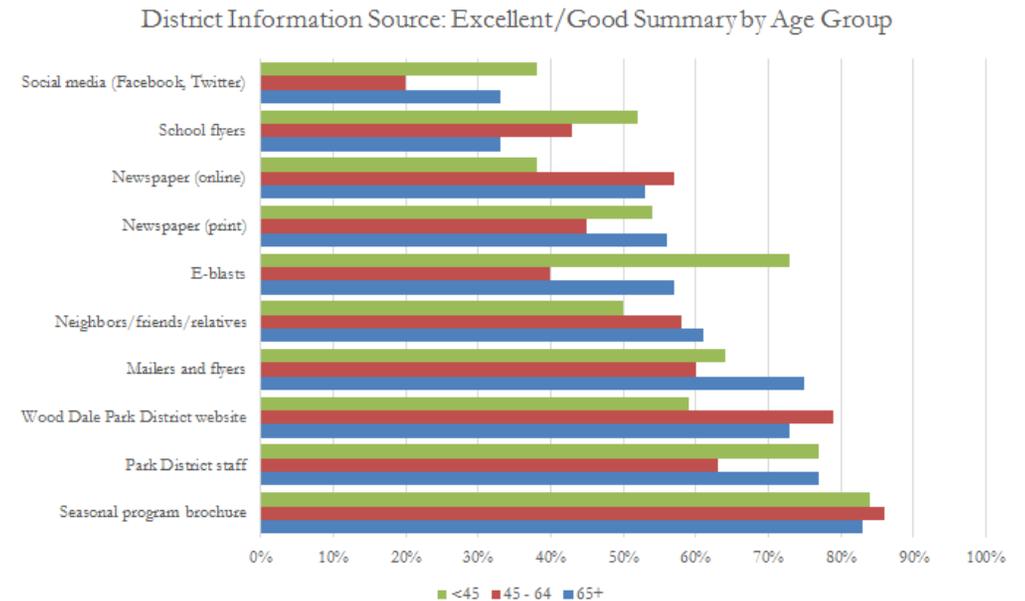


Figure 17: Salt Creek Golf Club - Banquet Satisfaction

Figure 18: District Information: Excellent/Good Summary by Age Group



group rates that area as fair/poor. The exception is noted in the social media (Facebook™ and Twitter™). Approximately 40% of the <45 age group rates the District’s social media efforts as excellent/good, yet that same age group rates the social media as fair/poor. The District should explore this disconnect in more detail.

AQUATICS “THE BEACH” WATER PARK

The aquatic facility known as “the Beach” Water Park also is a facility the District desired to review and assess. In addition to the facility assessments identified elsewhere in this plan, the Community wide survey included questions to evaluate user satisfaction and potential competition for aquatic recreation.

The District indicates that participation at “The Beach” has been flat over the last several years. The District staff indicated they felt the need to assess opportunities at “The Beach” as well as determine area facilities that might be competing with the WDPD facility.

As identified in the above chart, over 1 in 3 of the <45 age group’s needs are not being met or somewhat not being met and over 6 ½ in 10 of the 65+ age group needs are not being met.

The following chart identifies user frequency by age group. This data will be valuable when designing improvements to the Water Park. A high percentage almost 70% of 65+ and 42% of 45-64 and 36% of the <45 age group never visit “The Beach”. There are likely multiple reasons for this non-participation which should be the subject of additional user and non-user feedback.

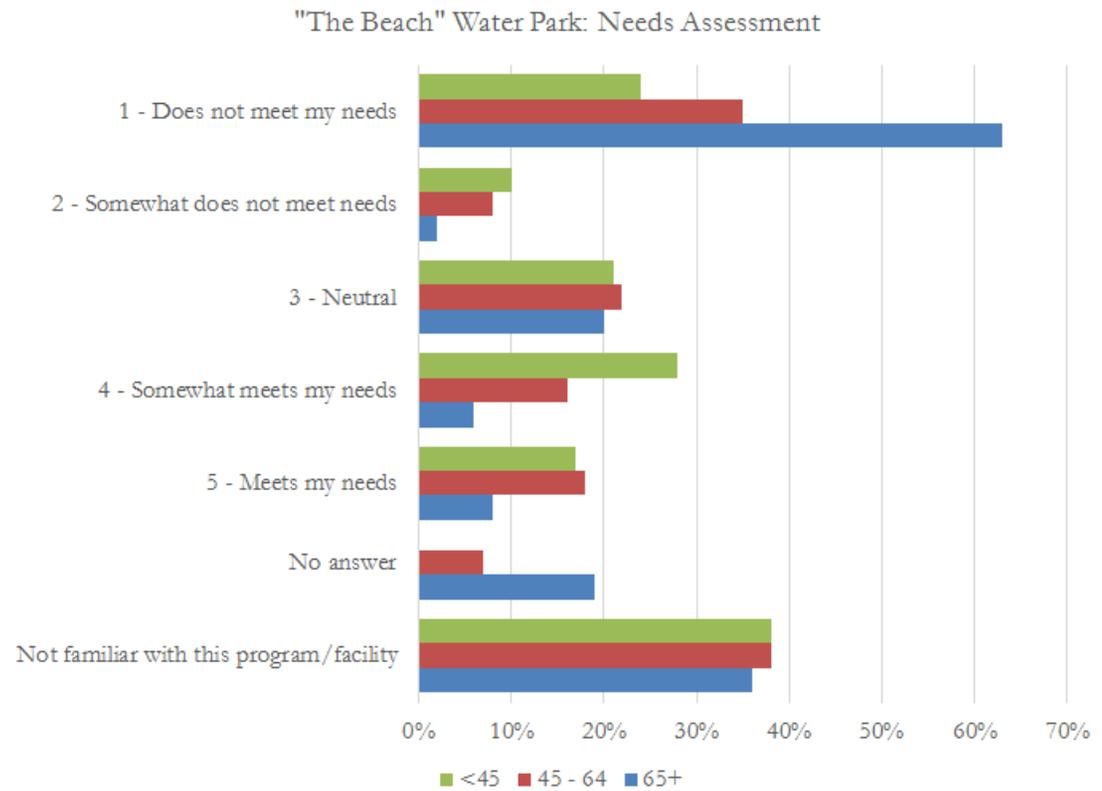


Figure 19: “The Beach” Water Park Needs Assessment

In addition to user frequency the survey included questions to target satisfaction with three critical components including fees, hours, amenities, and concessions.

The Community wide survey included in the Appendix details each of these areas. In general 52% of respondents were satisfied or somewhat satisfied with fees, while fees were a very or somewhat dissatisfied to less than 18% of respondents.

Respondents said they were very or somewhat satisfied with hours over very or somewhat dissatisfied users by an almost 2 to 1 margin. Almost 75% of respondents were satisfied or very satisfied with amenities. While respondents were either very satisfied or somewhat satisfied with the Beach’s concessions.

The survey specifically asked if the respondent did not use the Water Park, what was the reason. The respondents listed, not interested as the number one reason they didn’t go followed by No time to go as the second. The third largest response was Other, which could be a variety of reasons that were not explored further.

This information will be valuable in future planning for the facility. Any future plans for renovation or reconstruction could include items to “capture the interest” of those that indicate they just aren’t interested. Very little generally can be done to capture the “No Time to Go” individuals.

The Beach’s attractions are also important to identify. The respondents were asked to select from a list of facilities offered at the Beach to identify the reasons that they visited the Water Park.

Recreational swimming, water slides and exercise

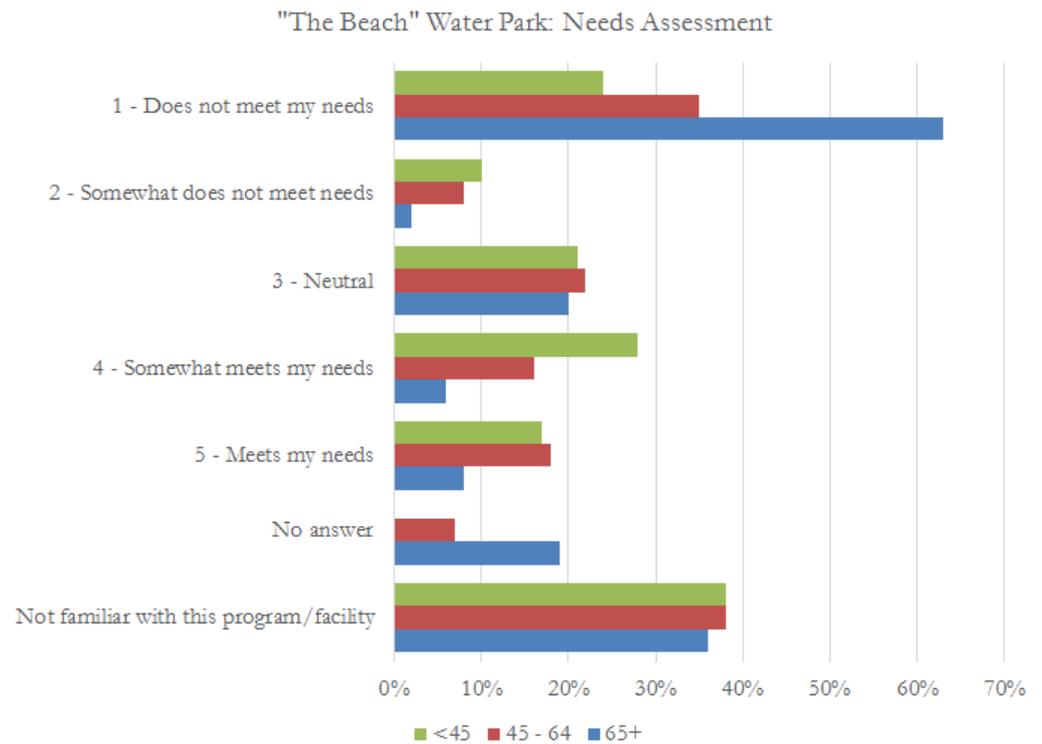


Figure 20: “The Beach” Water Park - Frequency of Use by Age Group

were the top three reasons with 30% selecting more than one reason.

Understanding and knowing what facilities provide competition to the Water Park is also important. The respondents were asked to select indoor and outdoor aquatic facilities they had used in the last 2 years. Identification of the primary completion assists in identifying what attracts the users and what facilities or amenities may be missing from the WDPD facility.

Generally, the primary competition for “The Beach” is Elk Grove Park District, Itasca Park District Water Park, followed by private fitness clubs/pools and pool at home. Over 55% indicated they visited more than one competing facility.

