

Service
Pride
Dedication

*Findings Report for
A Community Interest and Opinion Survey*

Submitted to
Sycamore Park District, Illinois

by
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November 2013

Section 1:
Executive Summary

Sycamore Park District

Community Interest and Opinion Survey **Executive Summary Report**

Overview of the Methodology

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

Leisure Vision worked extensively with Sycamore Park District officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

A five-page survey was mailed to a random sample of 2,000 households within the Sycamore Park District Boundaries. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed Leisure Vision began contacting households by phone. Those who had indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 400 completed surveys. ETC/Leisure Vision went above and beyond that goal to reach a total of 785 surveys completed. The results of the random sample of 785 households have a 95% level of confidence with a precision rate of at least +/-3.5%.

The following pages summarize major survey findings.

- **Respondent Level of Support for the Sycamore Park District to Develop Walking and Biking Trails Within the Park District Boundaries:** Sixty-three percent (63%) of respondents were “very supportive” of the Sycamore Park District to develop walking and biking trails within Park District boundaries. Twenty-four percent (24%) of respondents were “somewhat supportive” of the development of walking and biking trails. Of the remaining, (7%) of respondents were “not supportive” and (6%) of respondents were “not sure” how they felt about the development of the Sycamore Park District developing walking and biking trails.
- **Respondent Level of Support for the Sycamore Park District to Develop an Outdoor Water Splash Pad at the New Park:** Forty-one percent (41%) of respondents were “very supportive” of the Park District to develop an outdoor water splash pad at the new park. Other levels of support include: Thirty percent (30%) of respondents were “somewhat supportive,” (16%) are “not supportive” and (13%) are “not sure.”
- **Respondent Level of Support for the Sycamore Park District to Develop Additional Sports Fields on 80 Acres of Property Immediately South of the Existing Sports Complex:** Forty-three percent (43%) of respondents were “very supportive” of the Sycamore Park District to develop additional sports fields on the 80 acres of land immediately south of the existing sports complex. Other levels of respondent support to develop these new sports fields include: Thirty-two percent (32%) were “somewhat supportive,” (12%) were “not supportive” and (12%) were “not sure” how they felt about the Park District developing additional sports fields on the 80 acres of land immediately South of the existing sports complex.
- **Respondent Level of Support for the Sycamore Park District to Replace the Existing Irrigation System at the Sycamore Golf Course:** Thirty-three percent (33%) of respondents were “somewhat supportive” of the Sycamore Park District replacing the existing irrigation system at the Sycamore Golf Course. Other levels of respondent support include: Twenty-one percent (21%) of respondents were “very supportive,” (24%) were “not supportive” and (22%) of respondents were “not sure.”
- **Program Features Respondents Would Use at the New Indoor Community Center:** Seventy-four percent (74%) of respondents would use the *indoor running and walking track*. Other program features that respondents would use include: Sixty-one percent (61%) would use the *fitness center*, (51%) of respondents would use *classroom space*, (41%) would use the *multipurpose gymnasium* and (41%) would use the *aerobics and fitness dance space for classes*.
- **Respondent Level of Support for the Sycamore Park District to Develop a New Indoor Community Center:** Forty-seven percent (47%) of respondents were “very supportive” of the Sycamore Park District to develop a new indoor community center. Other support levels include: Thirty percent (30%) were “somewhat supportive,” (13%) were “not supportive” and (10%) were “not sure.”

- **Respondent Support for Major Improvements the Sycamore Park District Could Take:**
Based on the sum of respondent top three choices, (73%) of respondents most support improvements made to *additional walking and biking trails*. Other respondent levels of support for improvements the Sycamore Park District could take include: Sixty-six percent (66%) of respondents support the development of a *new indoor community center*, (46%) of respondents support the development of new *sports fields*, (44%) *development of an outdoor water splash pad*, (26%) *replacing the existing irrigation system at the Sycamore Golf Course*.

- **Respondent Level of Support for Tax Increases to Improve Programs or Facilities Most Important to Their Household:**
 - **\$14 a Month Increase:** Thirty percent (30%) of respondents would not vote in favor of a \$14 a month tax increase. Other responses include: Twenty-five percent (25%) would “vote in favor” of this tax initiative, (24%) “might vote in favor” of the \$14 a month tax increase and (22%) of respondents are “not sure” how they would vote.

 - **\$12 a Month Increase:** Fifty-nine percent (59%) of respondents would “not vote in favor” of a \$12 a month tax increase. Other responses include: Thirty-seven percent (37%) are “not sure” if they would vote in favor or not, (4%) “might vote in favor” and (1%) would vote “in favor.”

 - **\$10 a Month Increase:** Forty-nine percent (49%) of respondents would “not vote in favor” of a \$10 a month tax increase. Other responses include: Twenty-six percent (26%) are “not sure” if they would or would not vote in favor, (17%) “might vote in favor” and (8%) would vote in favor of the \$10 a month tax increase.

- **Reasons Respondents are not Sure or Would Vote Against the Tax Increase:** Forty-eight percent (48%) of respondents stated that “*they do not support any tax increase for Parks and Recreation projects.*” Twenty-two percent (22%) of respondents stated that “*they need more information.*” Seventeen percent (17%) of respondents stated that they were not sure or would vote against because of “*other*” reasons. Thirteen percent (13%) of respondents would support a “*smaller tax increase.*”

- **Respondents who Support a Smaller Tax Increase are Willing to Support an Additional Tax Amount of Smaller Increment:** Based on the sum of respondents who indicated they would support a “smaller tax increase,” (73%) of respondents would support a tax increase of between \$4.00-\$5.99. Other amounts respondents are willing to support include: Thirteen percent (13%) of respondents are willing to support additional taxes of between \$6.00-\$7.99, (10%) are will to increase their monthly taxes by \$8.00-\$10.00 and (3%) of respondents are willing to increase their monthly tax amount between \$2.00-\$3.99.

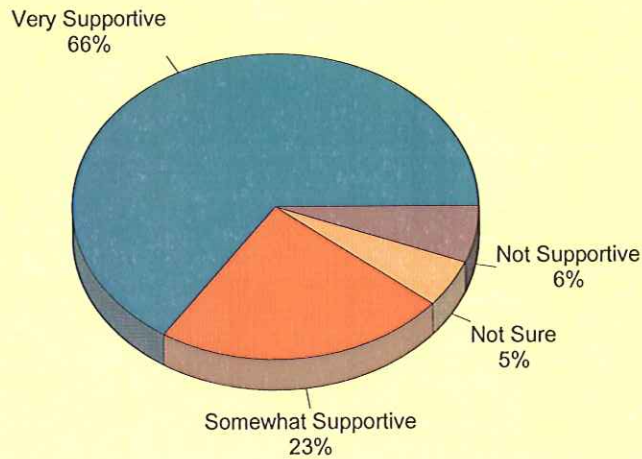
- **Respondent Level of Support for the Sycamore Park District to Develop an Outdoor Dog Park on 1-2 Acres in the New Park:** Thirty-six percent (36%) of respondents were “very supportive” of the Sycamore Park District to develop an outdoor dog park on 1-2 acres of the new park. Other levels of support include: Twenty-six percent (26%) of respondents were “not supportive”, (24%) were “somewhat supportive” and (13%) of respondents were “not sure.”
- **Respondent Level of Support for the Sycamore Park District to Develop a Sled Hill at the New Park:** Forty-five percent (45%) of respondents were “very supportive” of the Sycamore Park District to develop a sled hill at the new park. Other levels of support include: Twenty-nine percent (29%) of respondents were “somewhat supportive,” (13%) of respondents were “not supportive” and (13%) of respondents were “not sure.”
- **Where Respondents Feel the New Park Would Best be Located:** Thirty-two percent (32%) of respondents feel that the new park would best be located *near the sports complex*. Other locations respondents feel the new park would best be located include: Twenty-four percent (24%) in the Old Browns Country Market Store, (20%) along Peace Road, (10%) along Bethany Road near Sangamon, (8%) along Route 64 and (6%) along Route 23.
- **Whether or not Respondents Agree with the Following Statements:**
 - **I Think Building a New Outdoor Pool is More Important Than Developing a New Community Center:** Fifty-three percent (53%) of respondents “disagree” with this statement and (47%) of respondents “agree” that building an outdoor pool is more important than the development of a new community center.
 - **I Think Building a New Outdoor Pool is More Important Than Adding Walking and Biking Trail Connections:** Fifty-three percent (53%) of respondents “disagree” with this statement and (47%) of respondents “agree” that building an outdoor pool is more important than adding walking and biking trail connections.
 - **I Think Building a New Outdoor Pool is More Important Than Making Sports Field Improvements:** Fifty-four percent (54%) of respondents “agree” and (47%) “disagree” that building a new outdoor pool is more important than making improvements to sports fields.

Section 2:
Charts, Graphs and Maps

Sycamore Park District 2013 Community Survey

Q1. Respondent Level of Support for the Sycamore Park District to Develop Walking and Biking Trails

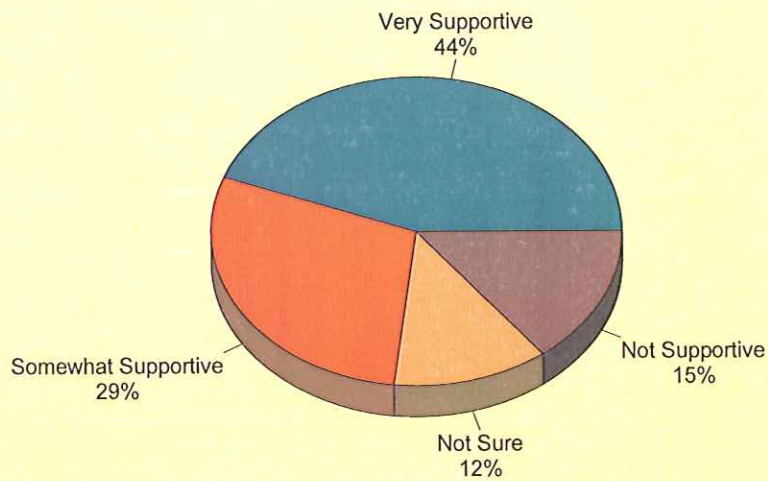
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q2. Respondent Level of Support for the Sycamore Park District to Develop an Outdoor Water Splash Pad at the New Park

by percentage of respondents

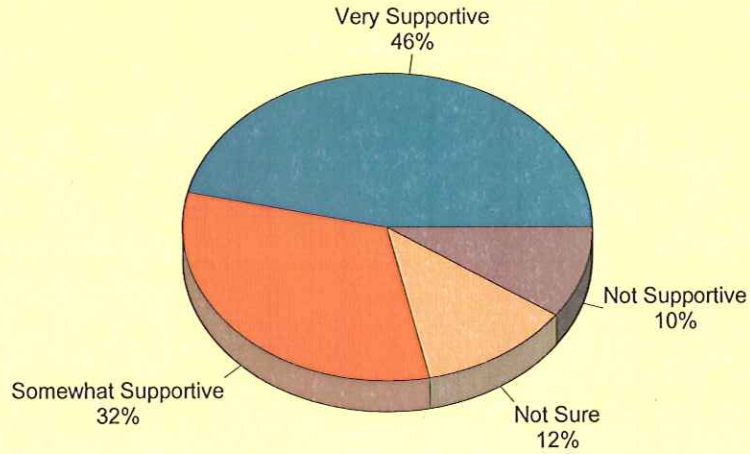


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q3. Respondent Level of Support for the Park District to Develop Additional Sports Fields on 80 Acres of Property Immediately South of the Existing Sports Complex

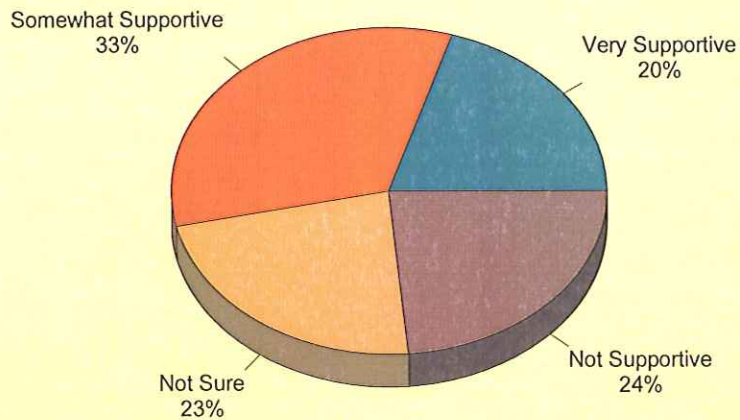
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q4. Respondent Level of Support for the Park District to Replace the Existing Irrigation System at the Sycamore Golf Course

by percentage of respondents

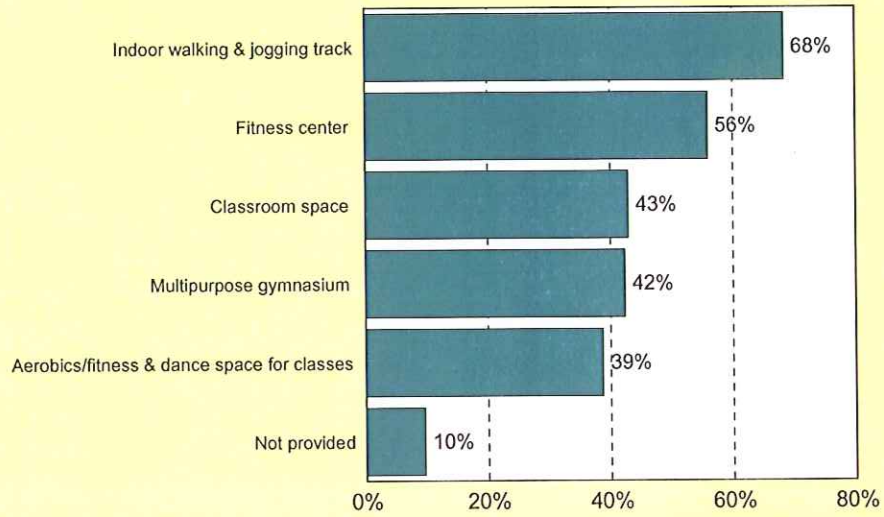


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q5. Program Features Respondents Would Use at the New Indoor Community Center

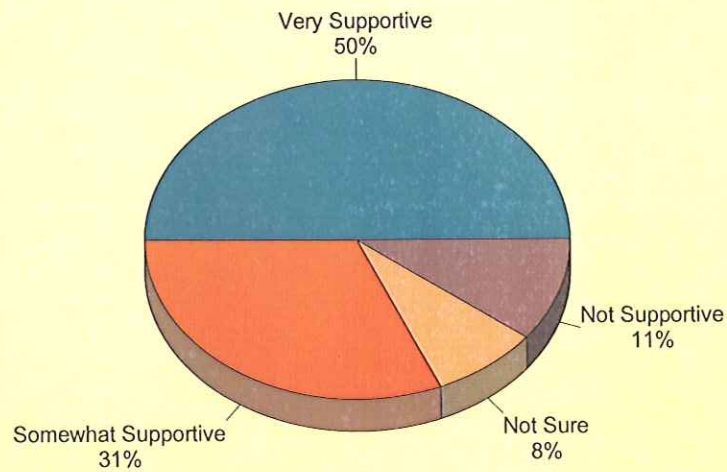
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (December 2013)

Q6. Respondent Level of Support for the Park District to Develop an Indoor Community Center

by percentage of respondents

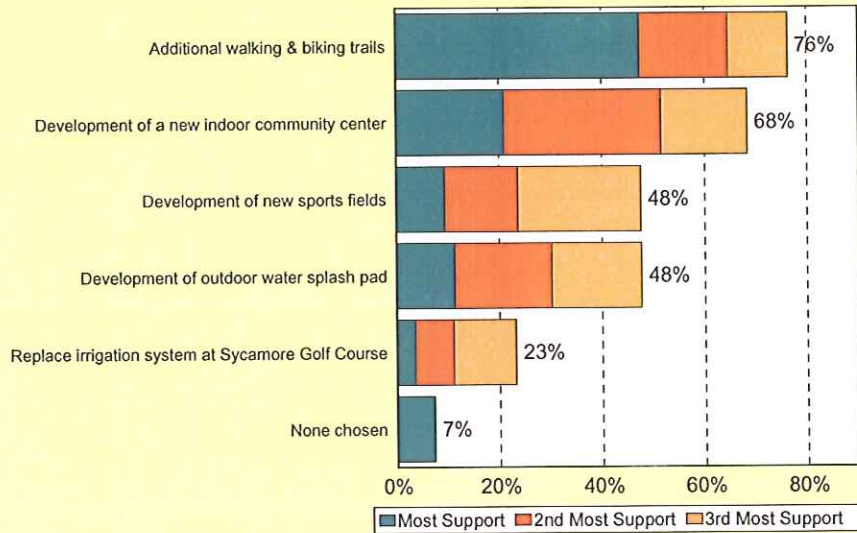


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q8. Respondents Support for Major Improvements Sycamore Park District Could Take

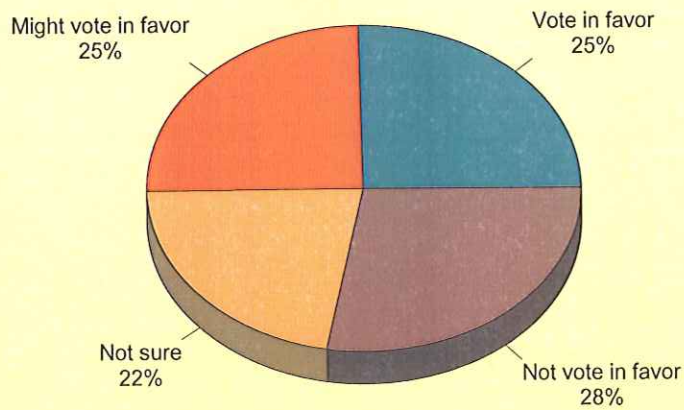
by percentage of respondents (top three choices)



Source: Leisure Vision/ETC Institute (December 2013)

Q9. How Households Would Vote on a Tax Increase of \$14 Per Month (for a \$200,000 Home) to Develop and Operate the Parks and Recreation Projects They Most Support

by percentage of respondents

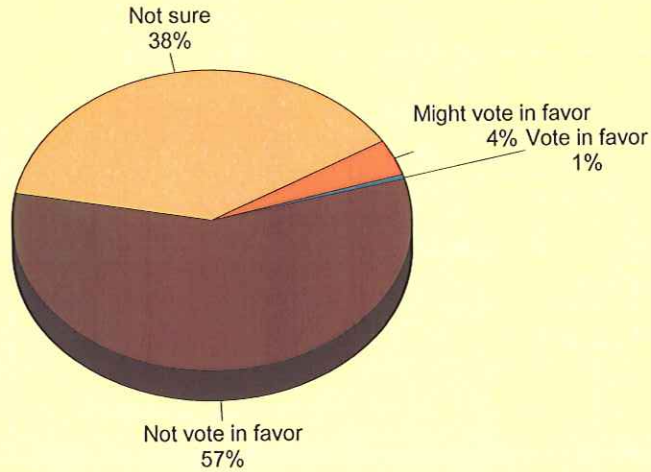


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q9a. How Households Would Vote on a Tax Increase of \$12 Per Month (for a \$200,000 Home) to Develop and Operate the Parks and Recreation Projects They Most Support

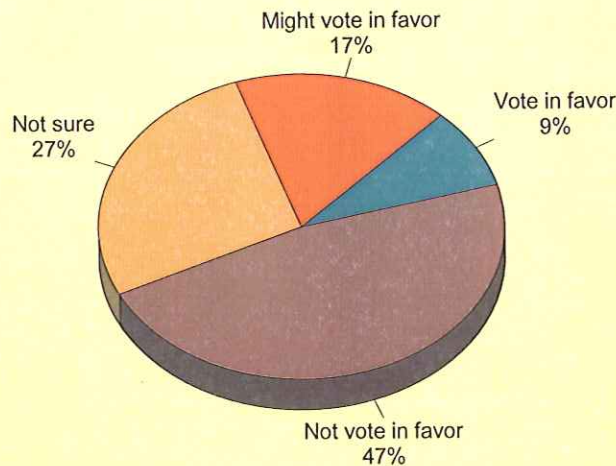
by percentage of respondents who are "not sure" or "not supportive" of a \$14 tax increase



Source: Leisure Vision/ETC Institute (December 2013)

Q9b. How Households Would Vote on a Tax Increase of \$10 Per Month (for a \$200,000 Home) to Develop and Operate the Parks and Recreation Projects They Most Support

by percentage of respondents who are "not sure" or "not supportive" of a \$12 tax increase

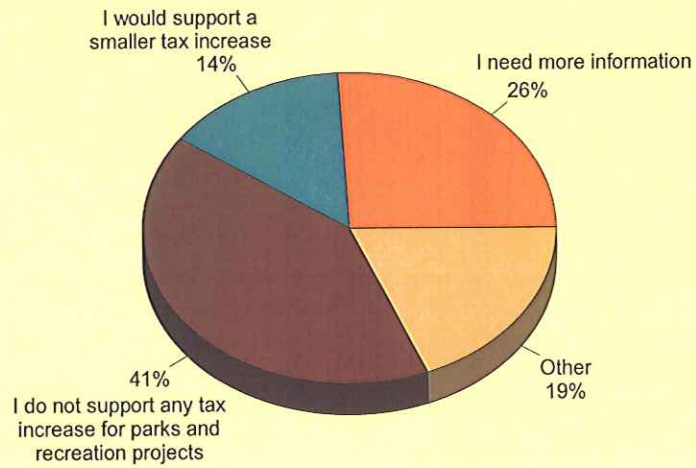


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q9c. Primary Reasons Respondents Are Not Sure or Would Vote Against the Tax Referendum

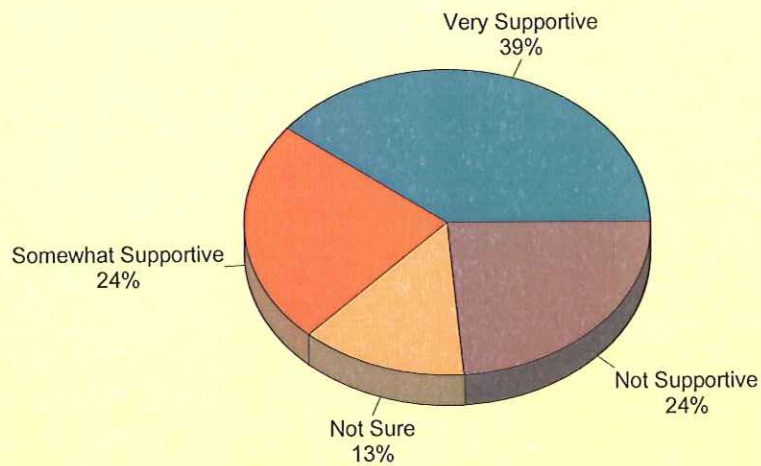
by percentage of respondents who are "not sure" or "not supportive" of a \$10 tax increase



Source: Leisure Vision/ETC Institute (December 2013)

Q10. Respondent Support of the Park District Developing an Outdoor Dog Park on 1-2 acres in the New Park

by percentage of respondents

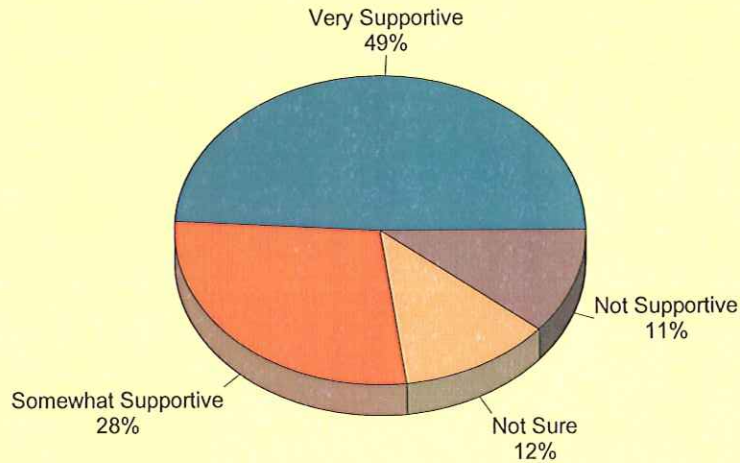


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

Q11. Respondent Support of the Park District Developing a Sled Hill in the New Park

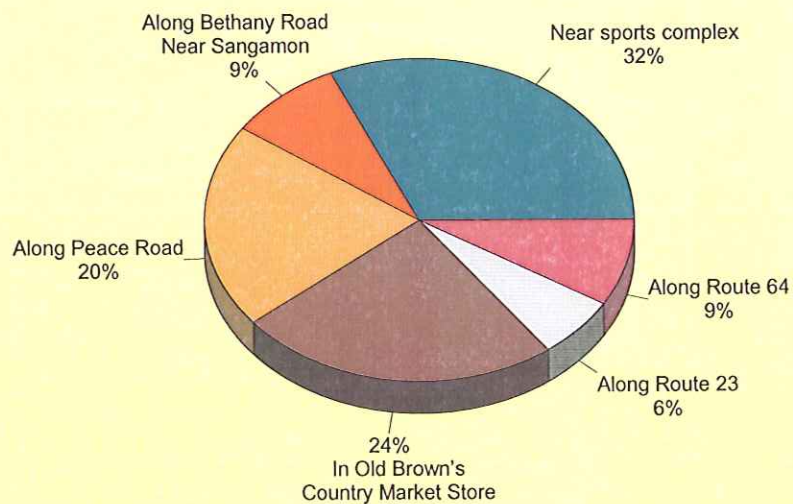
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q12. Where Respondents Feel is the Best Area for the new Park to be Located

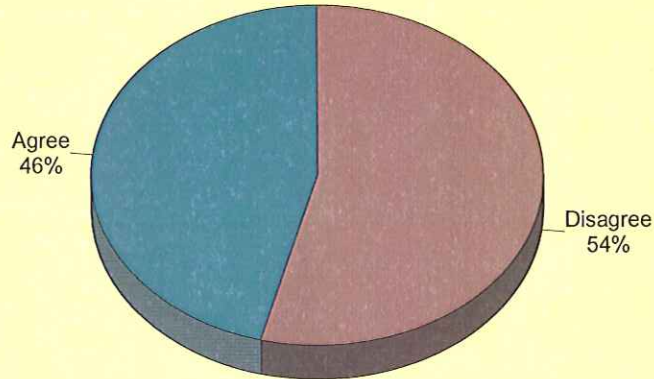
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q13a. Whether or not Respondents Agree with the Following Statements: I Think Building a New Outdoor Pool Is More Important Than Developing a New Community Center.

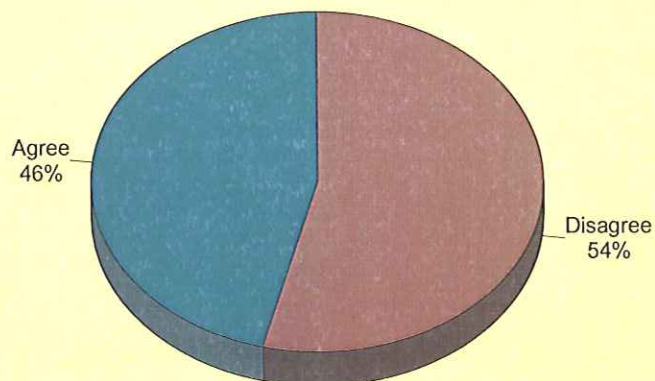
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q13b. I Think Building a New Outdoor Pool Is More Important Than Adding Walking and Biking Trail Connections.

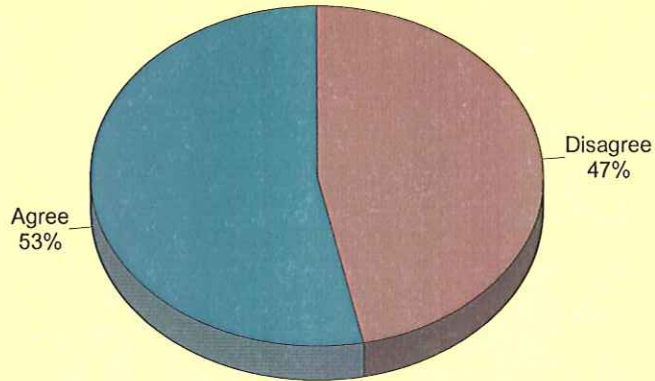
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

Q13c. I Think Building a New Outdoor Pool Is More Important Than Making Sports Field Improvements.

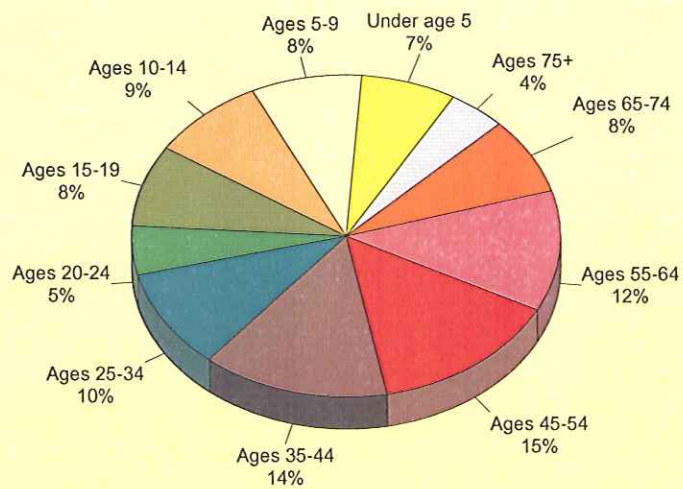
by percentage of respondents



Source: Leisure Vision/ETC Institute (December 2013)

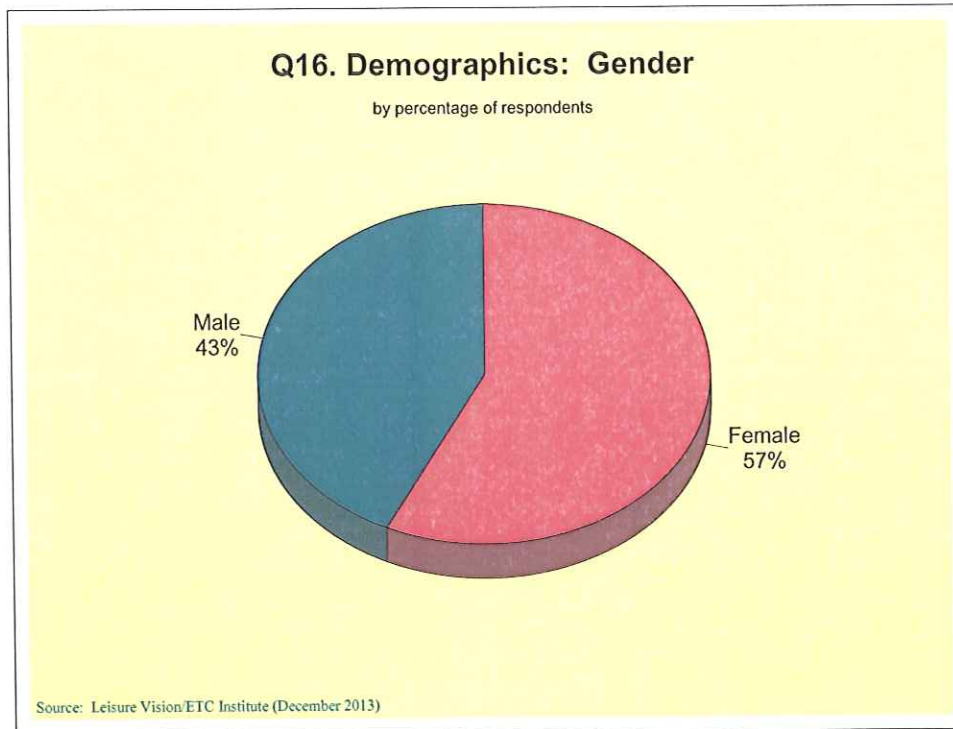
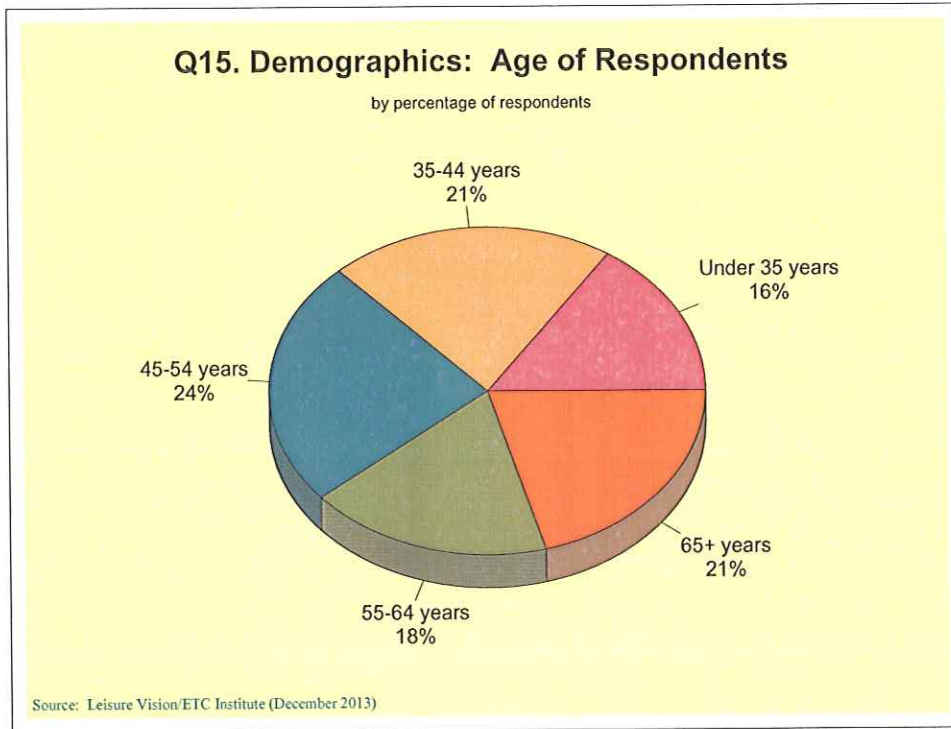
Q14. Demographics: Ages of People in Household

by percentage of household occupants

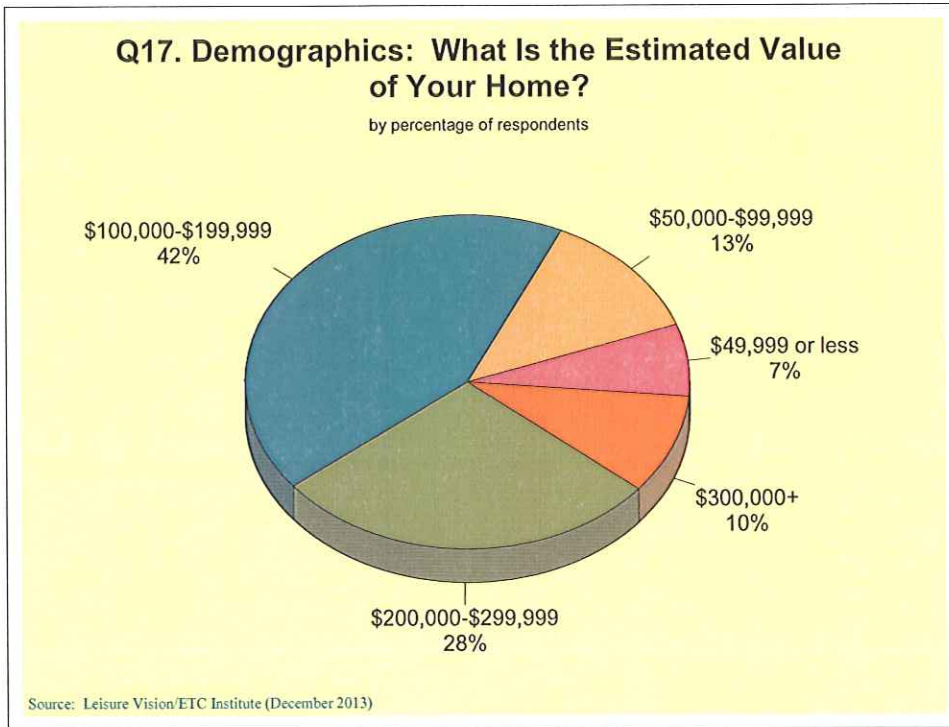


Source: Leisure Vision/ETC Institute (December 2013)

Sycamore Park District 2013 Community Survey

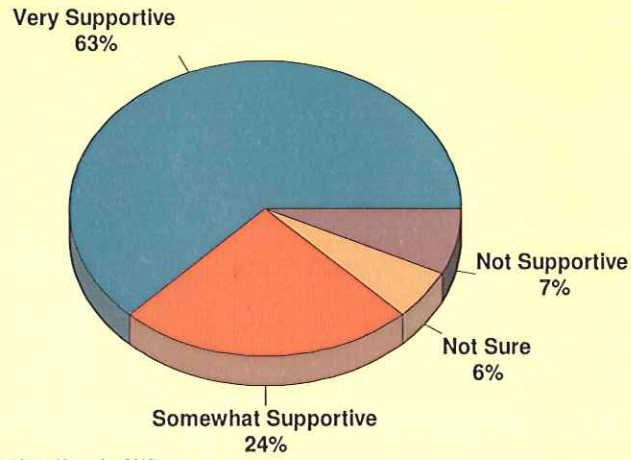


Sycamore Park District 2013 Community Survey



Q1. Respondent Level of Support for the Sycamore Park District to Develop Walking and Biking Trails

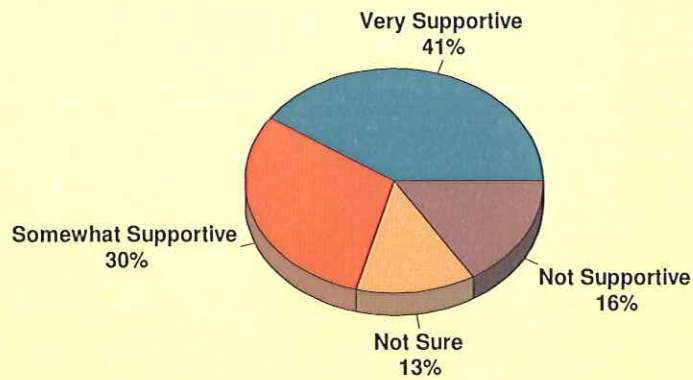
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q2. Respondent Level of Support for the Sycamore Park District to Develop an Outdoor Water Splash Pad at the New Park

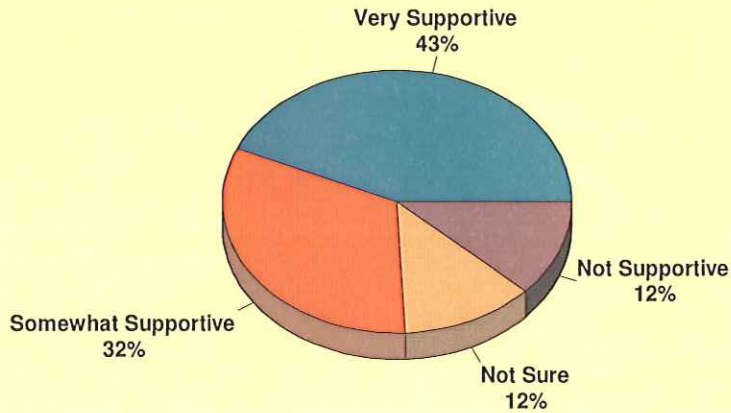
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q3. Respondent Level of Support for the Park District to Develop Additional Sports Fields on 80 Acres of Property Immediately South of the Existing Sports Complex

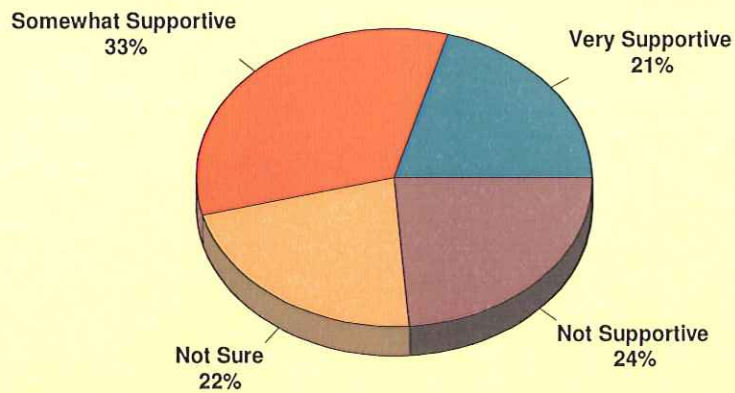
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q4. Respondent Level of Support for the Park District to Replace the Existing Irrigation System at the Sycamore Golf Course

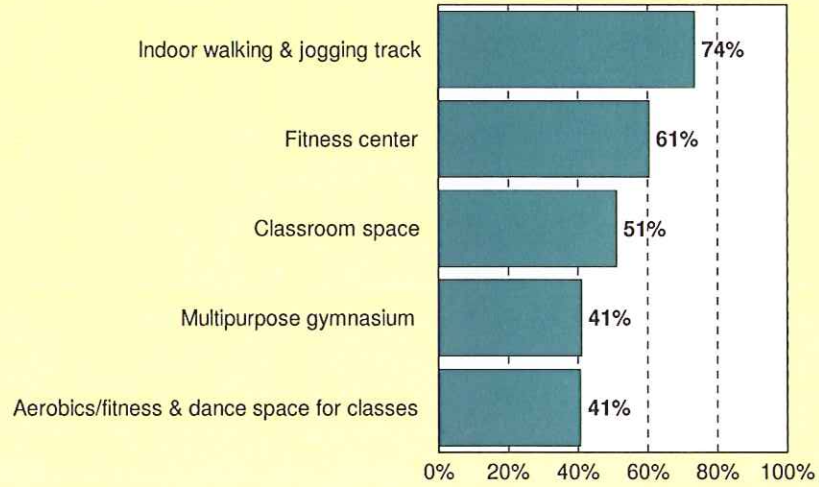
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q5. Program Features Respondents Would Use at the New Indoor Community Center

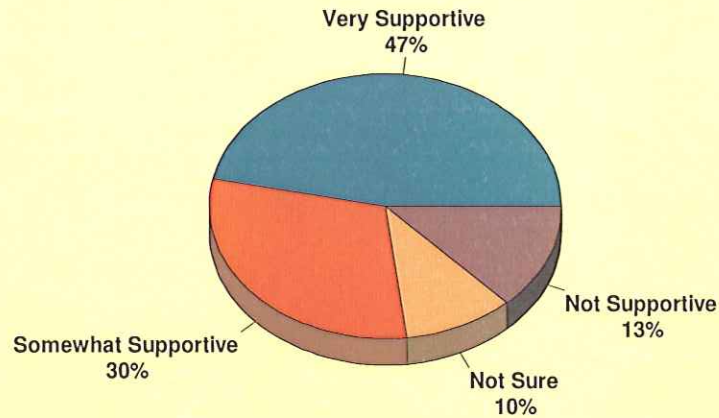
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q6. Respondent Level of Support for the Park District to Develop an Indoor Community Center

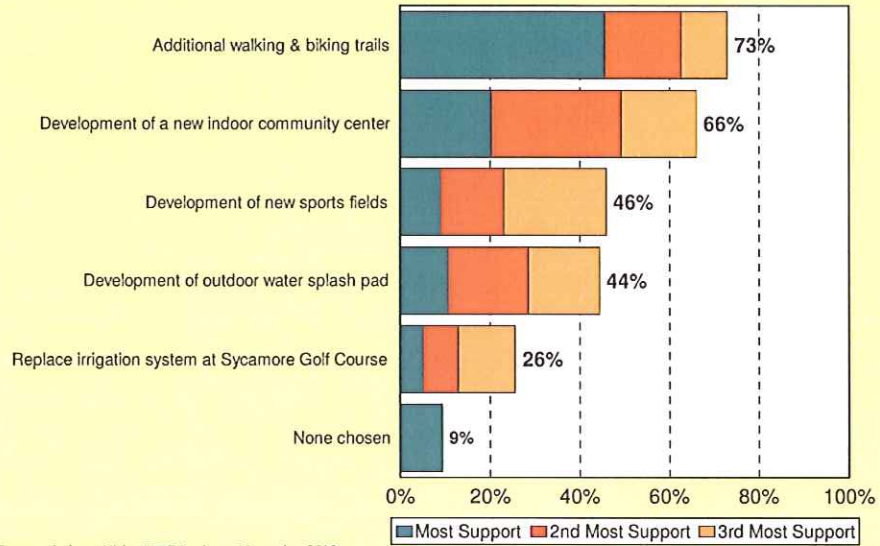
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q8. Respondents Support for Major Improvements Sycamore Park District Could Take

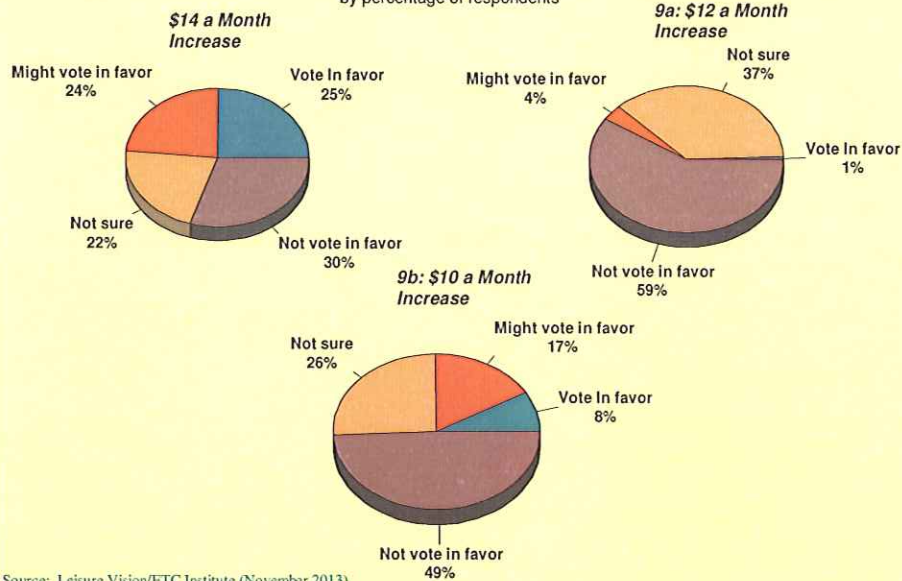
by percentage of respondents (top three choices)



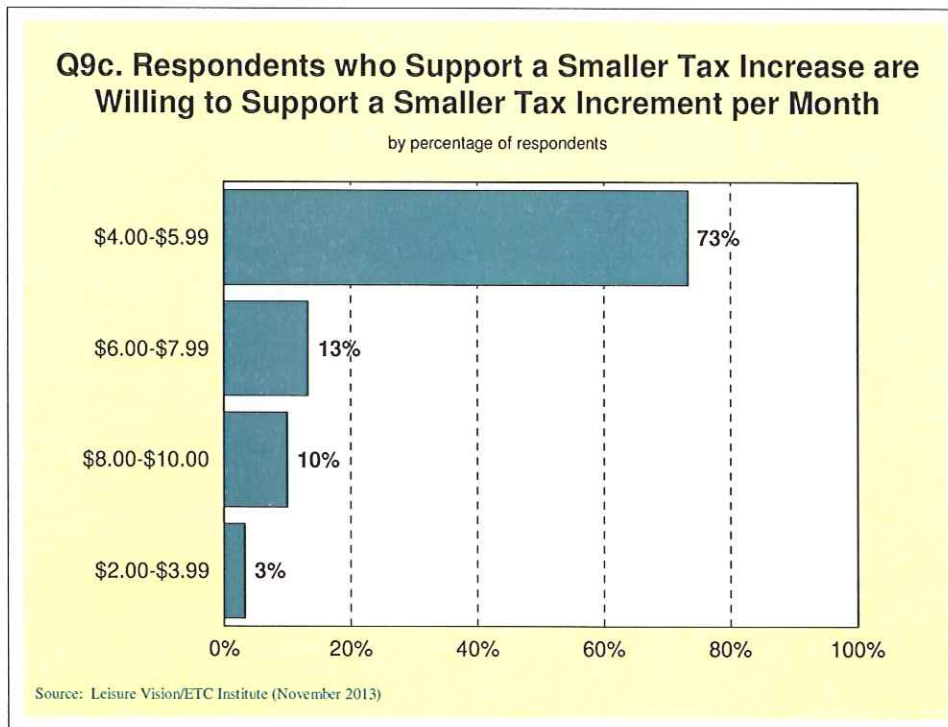
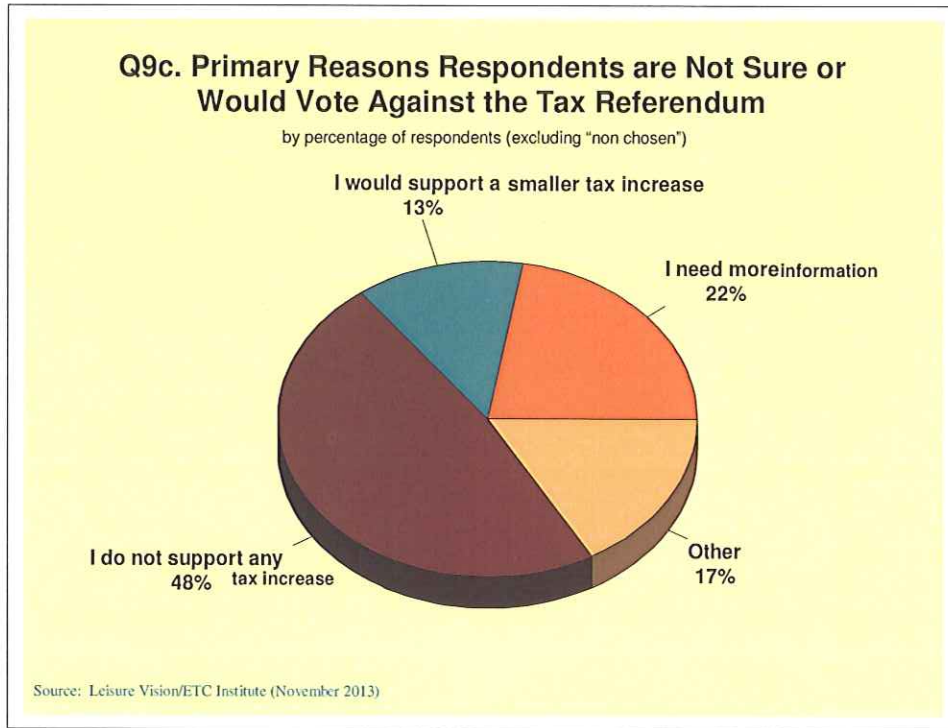
Source: Leisure Vision/ETC Institute (November 2013)

Q9. Whether or not Respondents Would Vote for a Tax Increase to Improve Programs and Facilities They Most Support

by percentage of respondents

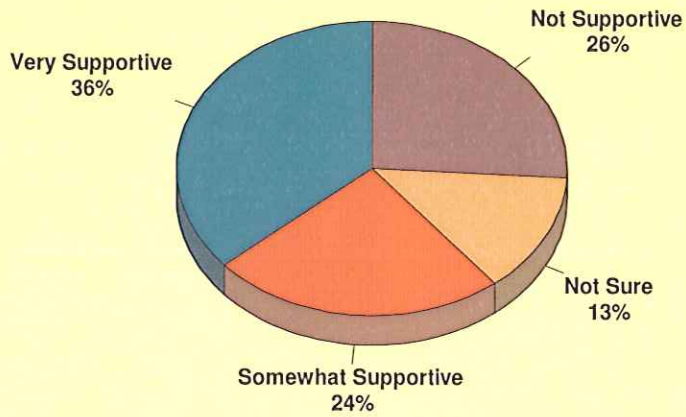


Source: Leisure Vision/ETC Institute (November 2013)



Q10. Respondent Support of the Park District Developing an Outdoor Dog Park on 1-2 acres in the New Park

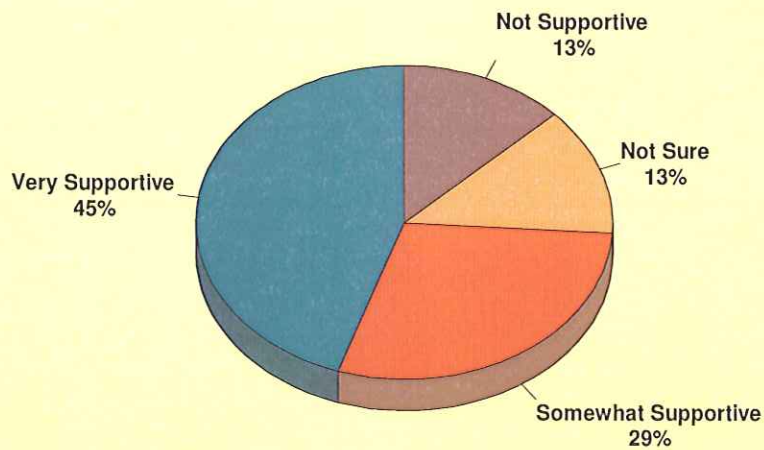
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q11. Respondent Support of the Park District Developing a Sled Hill at the new Park?

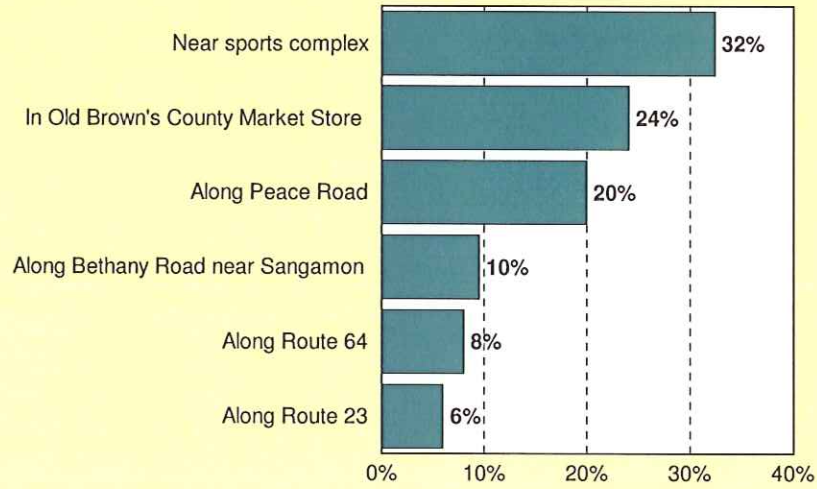
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q12. Where Respondents Feel is the Best Area for the new Park to be Located

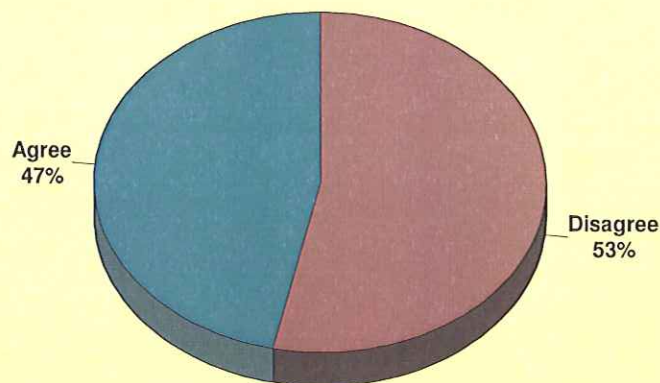
by percentage of respondents (based on top 3 choices)



Source: Leisure Vision/ETC Institute (November 2013)

Q13a. Whether or not Respondents Agree with the Following Statements: I Think Building a new Outdoor Pool is More Important Than Developing a new Community Center.

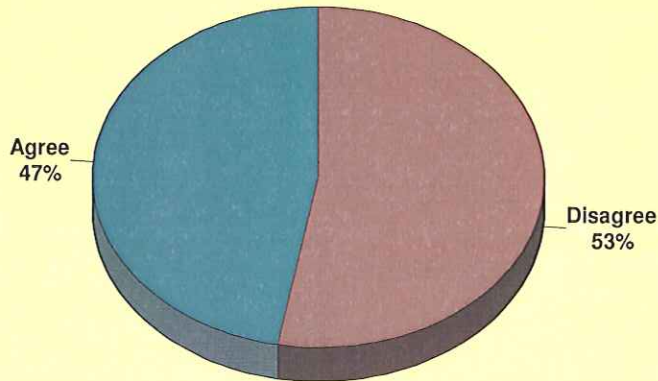
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q13b. I Think Building a new Outdoor Pool is More Important Than Adding Walking and Biking Trail Connections.

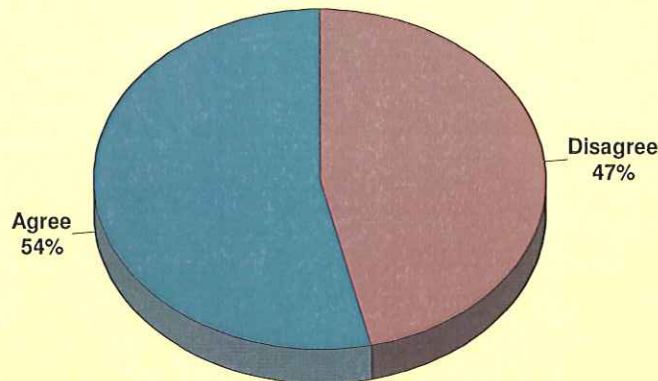
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q13c. I Think Building a new Outdoor Pool is More Important Than Making Sports Field Improvements.

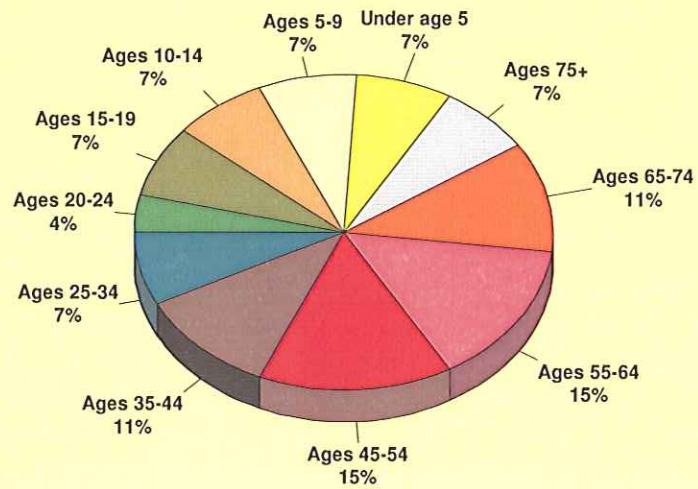
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q14. Demographics: Ages of People in Household

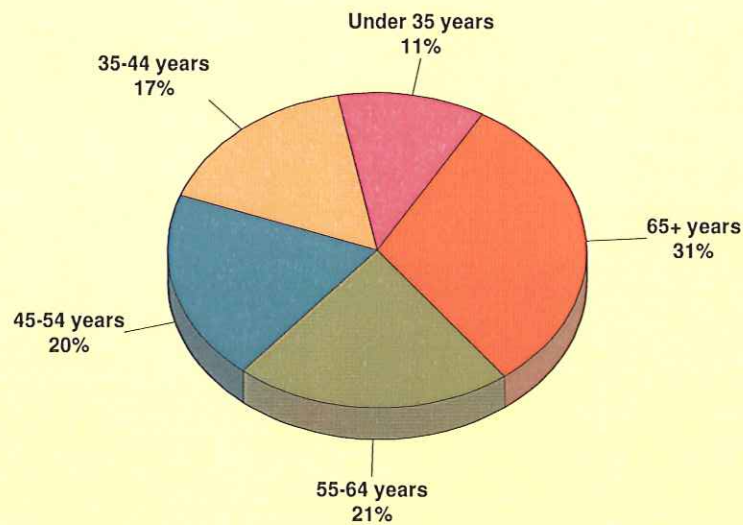
by percentage of (household occupants)



Source: Leisure Vision/ETC Institute (November 2013)

Q15. Demographics: Age of Respondents

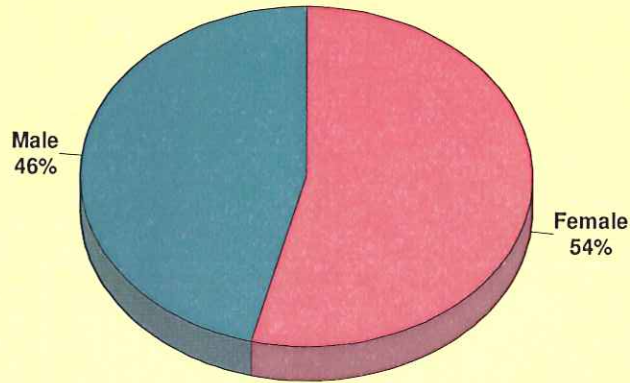
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q16. Demographics: Gender

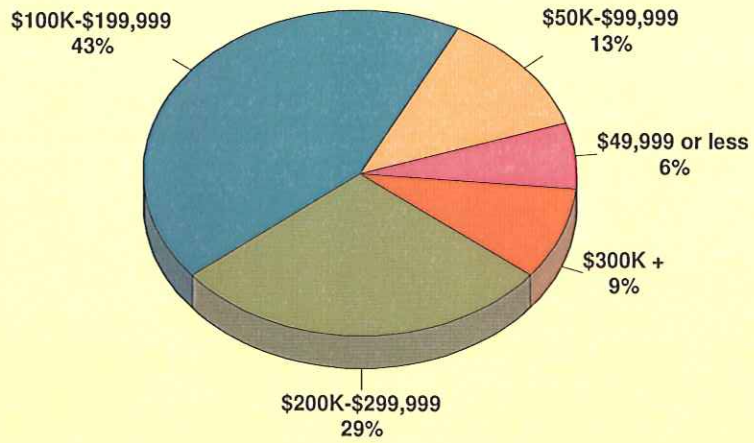
by percentage of respondents



Source: Leisure Vision/ETC Institute (November 2013)

Q17. Demographics: Household Income

by percentage of respondents (without "not provided")



Source: Leisure Vision/ETC Institute (November 2013)