

# *Community Survey*

## Summary Report



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Submitted to the

# *Sycamore Park District, Illinois*

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by

**Leisure Vision**

**(a division of ETC Institute)**

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# *Community Survey*

## Executive Summary Report

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### **Overview of the Methodology**

The Sycamore Park District conducted a Community Survey as part of a Strategic Plan during the spring of 2011. The purpose of the survey was to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Sycamore Park District. The survey was administered by a combination of mail and phone.

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.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the Sycamore Park District. 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 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 from Sycamore Park District households. This goal was far exceeded, with a total of 451 surveys having been completed. The results of the random sample of 451 households have a 95% level of confidence with a precision of at least +/-4.6%.

The following pages summarize major survey findings.

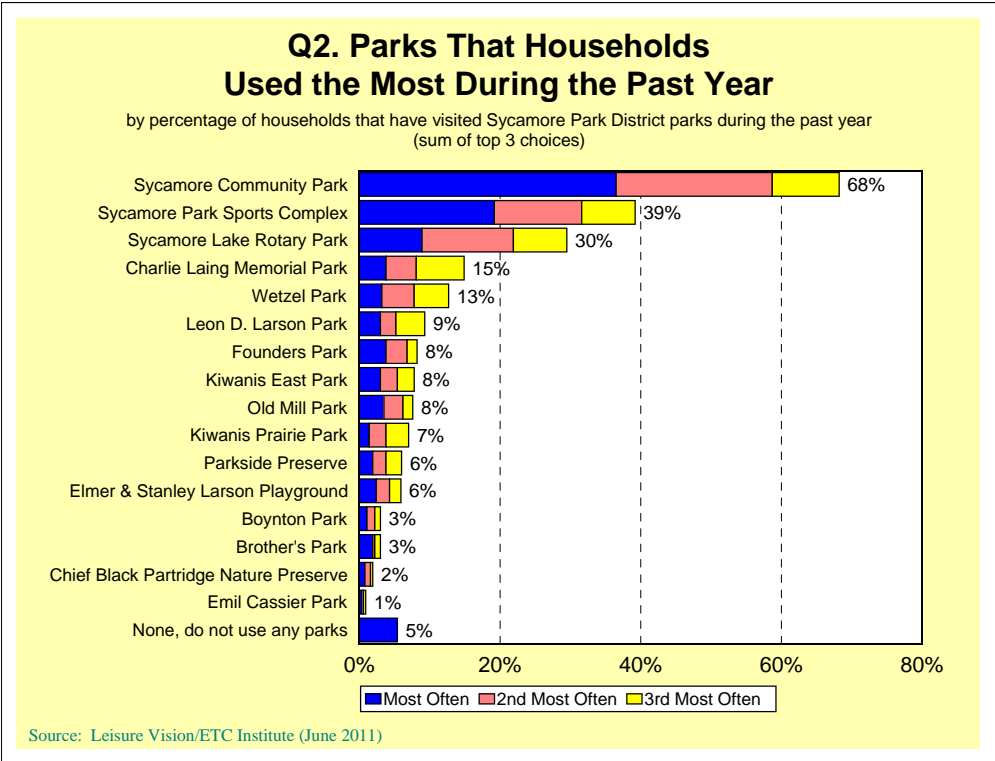
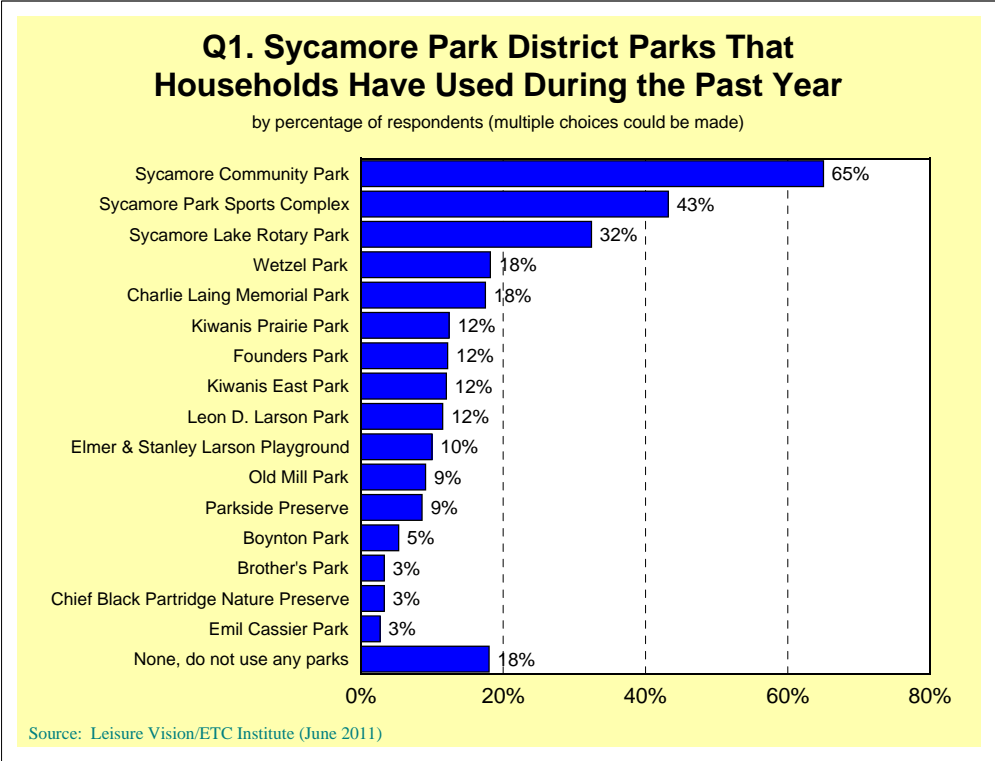
## Major Survey Findings

- **Visiting Sycamore Park District Parks.** Eighty-two percent (82%) of households have visited Sycamore Park District parks during the past year. The Sycamore Park District parks visited by the highest percentage of households during the past year are: Sycamore Community Park (65%), Sycamore Park Sports Complex (43%), and Sycamore Lake Rotary Park (32%).
- **Recreation Facilities Used at Sycamore Park District Parks.** Of the 82% of households that have visited Sycamore Park District parks during the past year, 54% have used walking trails, 49% have used playgrounds, and 47% have used shelters and picnic areas.
- **Physical Condition of Park District Parks and Recreation Facilities.** Of the 82% of households that have visited Sycamore Park District parks during the past year, 84% rated the physical condition of the parks and recreation facilities as either excellent (29%) or good (55%). In addition, 14% of households rated the parks and recreation facilities as fair, and only 2% rated them as poor.
- **Participation in Sycamore Park District Programs.** Thirty-five percent (35%) of households have participated in Sycamore Park District programs during the past 12 months. Of the 35% of households that have participated in Park District programs during the past 12 months, 87% rated the quality of the programs as either excellent (25%) or good (62%). In addition, 12% of households rated the programs as fair, and only 1% rated them as poor.
- **Ways Respondents Learn about Park District Programs and Activities.** The Sycamore Park District Brochure (77%) is by a wide margin the most frequently mentioned way that respondents learn about Sycamore Park District programs and activities. Other frequently mentioned ways that respondents learn about Park District programs and activities are: newspaper articles (39%), from friends and neighbors (31%), and Sycamore Park District website (28%).
- **Reasons Preventing Households from Using Park District Parks, Facilities & Programs.** The most frequently mentioned reasons preventing households from using Sycamore Park District parks, recreation facilities and programs more often are: “program times are not convenient” (17%), “fees are too high” (16%), and “program or facility not offered” (11%).
- **Kiswaukee YMCA Members.** Twenty-two percent (22%) of households are members of the Kiswaukee YMCA.

- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: walking and biking trails (67%), large community parks (57%), nature center and trails (55%), greenspace and natural areas (53%), and small neighborhood parks (52%).
- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking and biking trails (49%), small neighborhood parks (23%), outdoor swimming pool (22%), and 18-hole golf course (20%).
- **Level of Satisfaction with Various Services Provided by the Park District.** The Sycamore Park District services that the highest percentage of households are very satisfied or somewhat satisfied with are: Park District efforts to keep residents informed about programs and services (74%), image of the Park District in the community (61%), and quality of services provided by the Park District (60%).
- **Use of Hopkins Pool.** Twenty-seven percent (27%) of households have used the Hopkins Pool in Dekalb during the past 12 months.
- **Use of Sycamore Pool.** Twenty-six percent (26%) of households have used Sycamore Pool during the past 12 months. The most frequently mentioned reasons that households have not used Sycamore Pool are that members of their household don't swim.
- **Aquatic Features That Households Would Use at a New Sycamore Swimming Pool.** The aquatic feature that the highest percentage of households would use at a new Sycamore swimming pool are: deck area (49%), concessions area (43%), bath house (43%), and zero depth entry into pool with waves (40%).
- **Use of Potential Indoor Programming Spaces.** The indoor programming spaces that the highest percentage of households would use if developed by the Park District are: walking and jogging track (61%), weight room/cardiovascular equipment area (42%), aerobics/fitness/dance class space (35%), and leisure pool (31%).
- **Importance of Partnering Organizations for Park and Recreation Services.** Seventy-six percent (76%) of households feel it's very important or somewhat important to partner with the Sycamore School District 427 in providing parks and recreation services, and 60% feel it's very important or somewhat important to partner with the Kishwaukee YMCA in providing parks and recreation services.

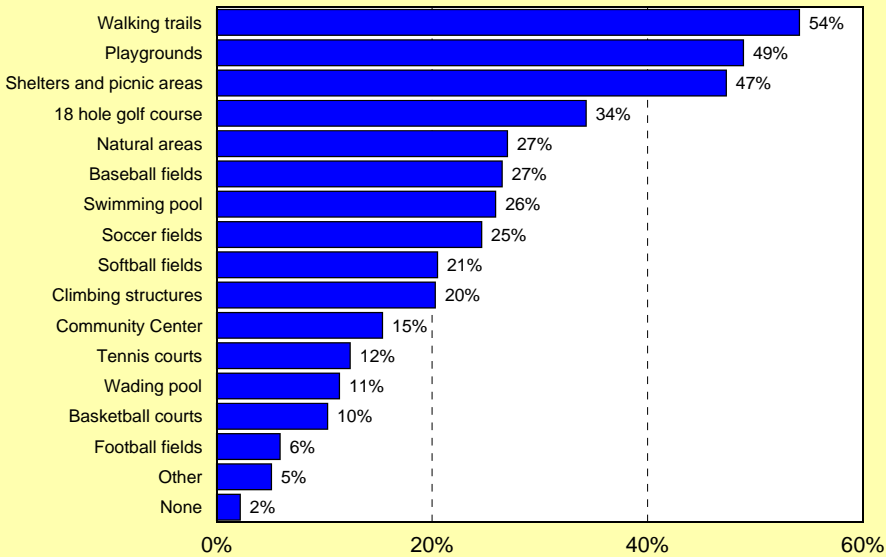
- **Park District Actions Most Willing to Fund.** Based on the sum of their top four choices, the Park District actions to improve the parks and recreation system that respondents are most willing to fund with tax dollars are: build a new indoor community center (52%), improve existing parks (43%), develop additional walking and biking trails (42%), and build a new Sycamore swimming pool (42%).
- **Paying Additional Property Taxes to Fund Parks and Recreation Facilities.** Fifty-eight percent (58%) of respondents would pay some amount of additional property taxes to build and operate the types of parks, trails, aquatics, sports and recreation facilities that are most important to their household. This includes 16% that would pay at least \$25 per month, 14% that would pay \$20 per month, and 28% that would pay \$15 per month.
- **Voting to Fund Parks, Trails, Fitness, Sports and Recreation Facilities.** Fifty-six percent (56%) of respondents would either vote in favor (31%) or might vote in favor (25%) of a tax increase to pay to construct and operate the types of parks, trails, aquatics, sports and recreation facilities that are most important to their household. In addition, 25% of households would vote against the referendum, and 19% indicated “not sure”.
- **Level of Satisfaction with the Overall Value Received from the Park District.** Fifty percent (50%) of households are either very satisfied (14%) or somewhat satisfied (36%) with the overall value their household receives from the Sycamore Park District. Only 14% of households are either somewhat dissatisfied (10%) or very dissatisfied (4%) with the Park District. In addition, 26% of households rated the Park District as “neutral”, and 10% indicated “don’t know”.

# Community Survey for the Sycamore Park District



### Q3. Recreation Facilities That Households Have Used or Visited in Sycamore Park District Parks During the Past Year

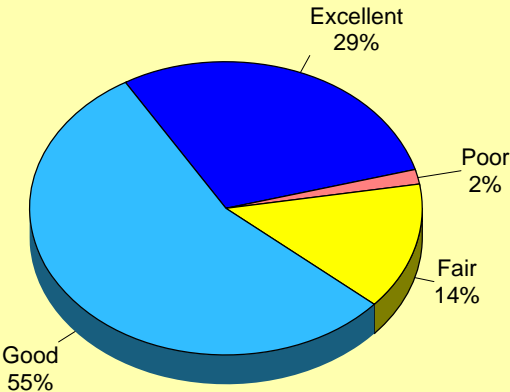
by percentage of households that have visited Sycamore Park District parks during the past year



Source: Leisure Vision/ETC Institute (June 2011)

### Q4. How Respondents Rate the Physical Condition of All of the Parks and Recreation Facilities Visited in the Sycamore Park District

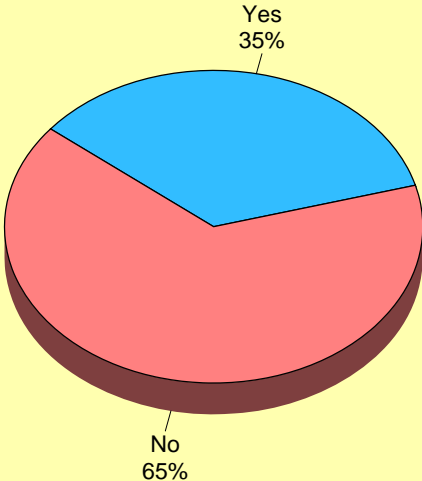
by percentage of households that have visited Sycamore Park District parks during the past year



Source: Leisure Vision/ETC Institute (June 2011)

**Q5. Have Households Participated in Any Recreation or Sports Programs Offered by the Sycamore Park District During the Past Year?**

by percentage of respondents

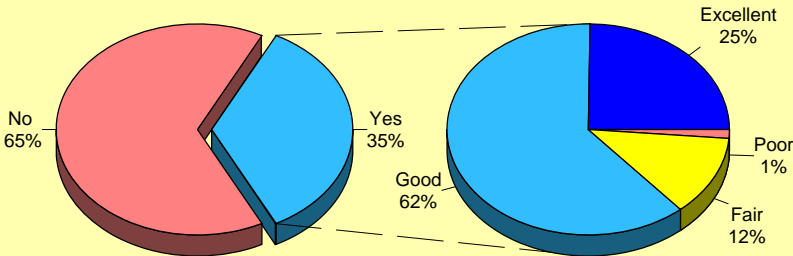


Source: Leisure Vision/ETC Institute (June 2011)

**Q5. Have Households Participated in Any Recreation or Sports Programs Offered by the Sycamore Park District During the Past Year?**

by percentage of respondents

**Q5a. How Would You Rate the Overall Quality of the Recreation or Sports Programs that You and Members of Your Household Have Participated In?**



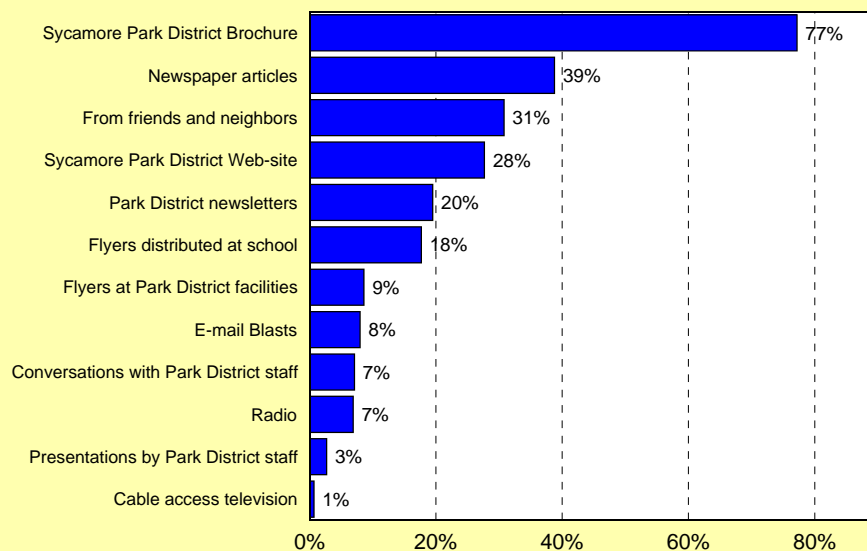
Source: Leisure Vision/ETC Institute (June 2011)



# Community Survey for the Sycamore Park District

## Q6. Ways Respondents Learn About Sycamore Park District Programs and Activities

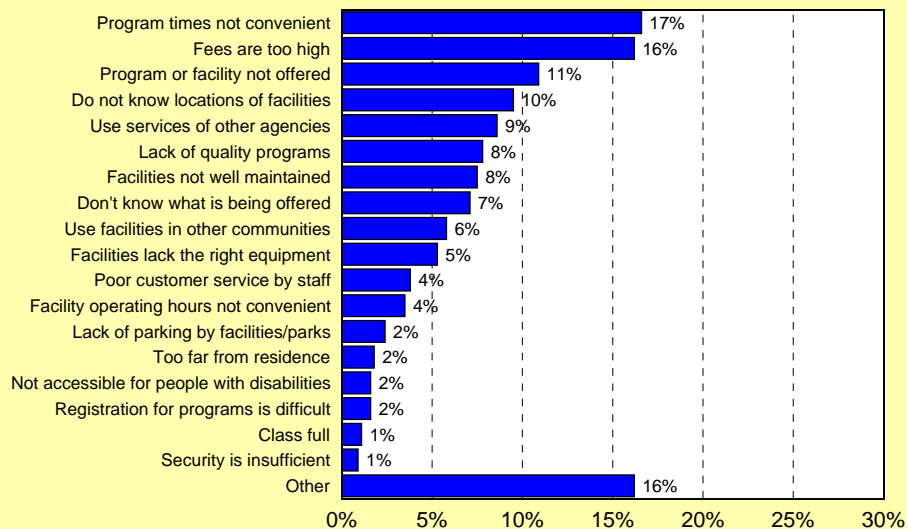
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2011)

## Q7. Reasons that Prevent Households From Using Parks, Recreation, Golf Course, Aquatics and Sports Facilities or Programs of the Sycamore Park District More Often

by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2011)

**Q8. Are You or Members of Your Household Members of the Kishwaukee YMCA?**

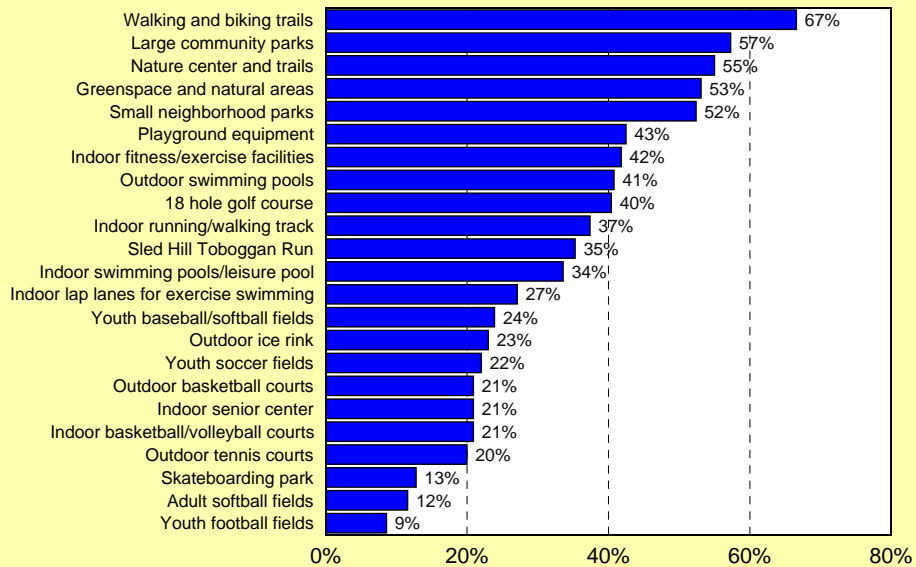
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q9. Households That Have a Need for Various Parks and Recreation Facilities**

by percentage of respondents (multiple choices could be made)

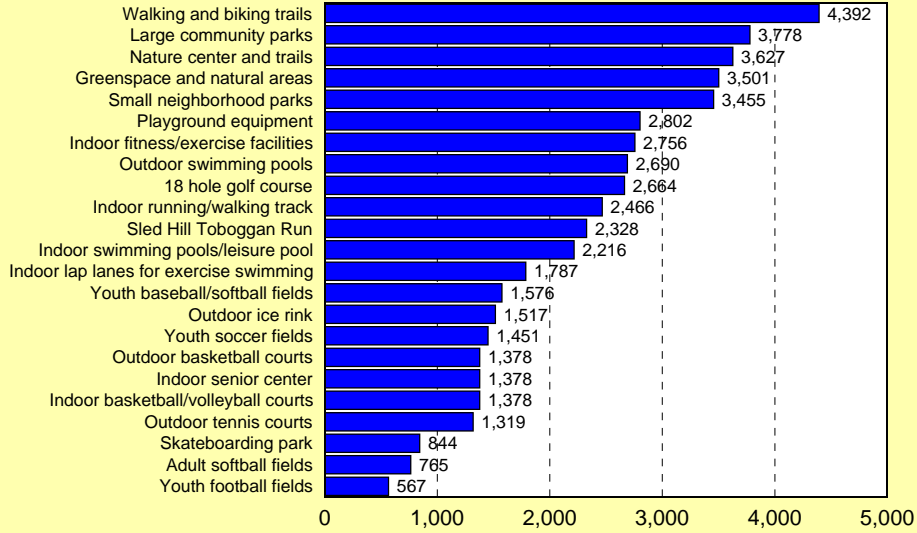


Source: Leisure Vision/ETC Institute (June 2011)

# Community Survey for the Sycamore Park District

## Q9a. Estimated Number of Households in the Sycamore Park District That Have a Need for Various Parks and Recreation Facilities

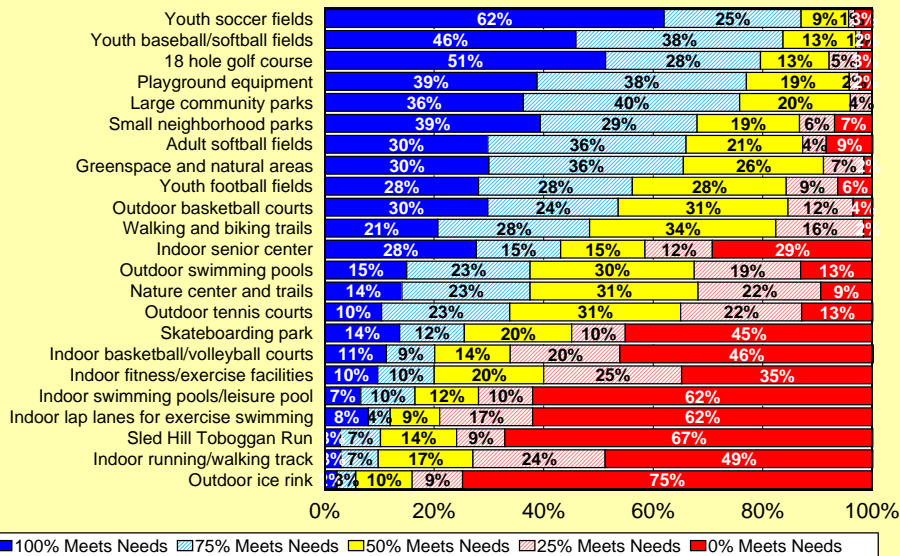
by number of households based on 6,594 households in the Sycamore Park District



Source: Leisure Vision/ETC Institute (June 2011)

## Q9b. How Well Parks and Recreation Facilities in the Sycamore Park District Meet the Needs of Households

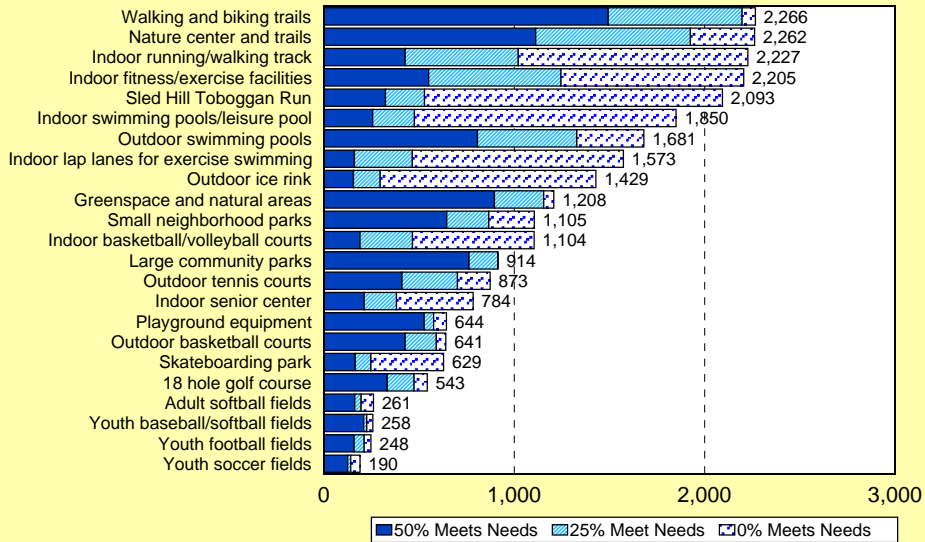
by percentage of respondents with a need for parks/facilities



Source: Leisure Vision/ETC Institute (June 2011)

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

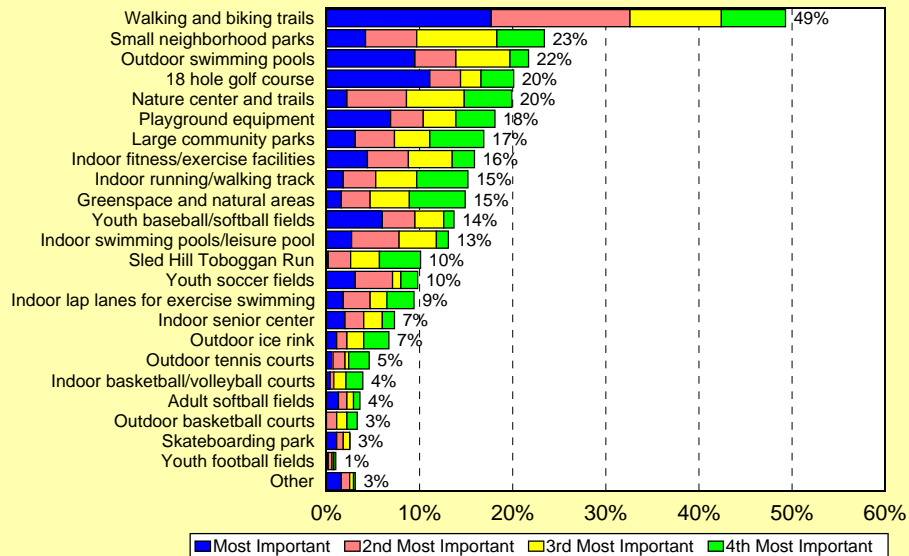
by number of households based on 6,594 households in the Sycamore Park District



Source: Leisure Vision/ETC Institute (June 2011)

### Q10. Parks and Recreation Facilities That Are Most Important to Households

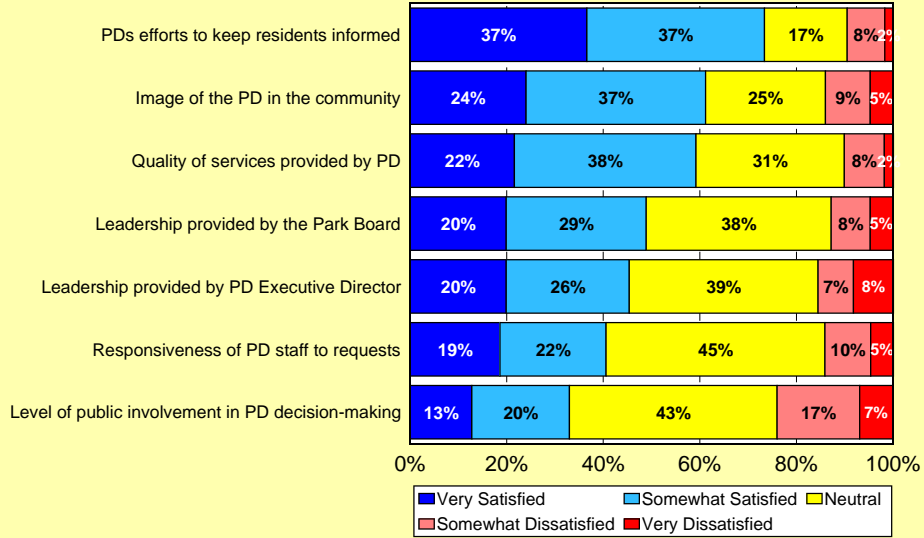
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (June 2011)

**Q11. Level of Satisfaction with Various Services Provided by the Sycamore Park District**

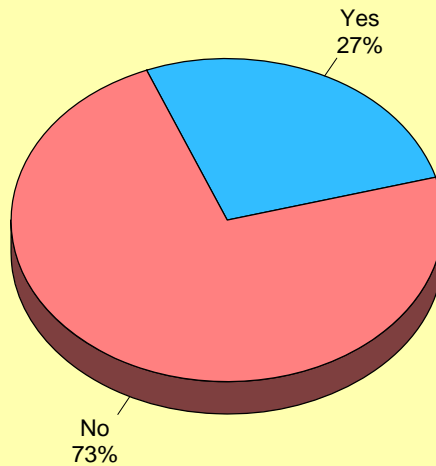
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q12. Have You or Members of Your Households Used the Hopkins Pool in DeKalb During the Past Year?**

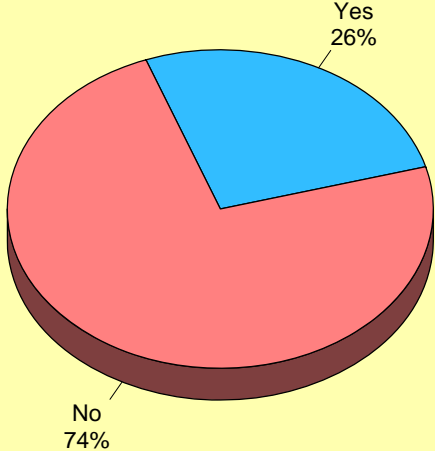
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q13. Have You or Members of Your Household Used the Sycamore Pool During the Past Year?**

by percentage of respondents

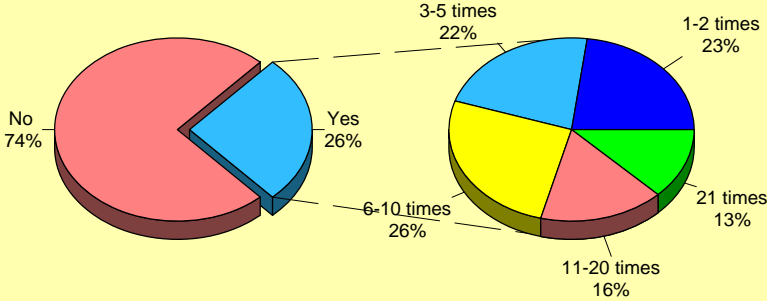


Source: Leisure Vision/ETC Institute (June 2011)

**Q13. Have You or Members of Your Household Used the Sycamore Pool During the Past Year?**

by percentage of respondents

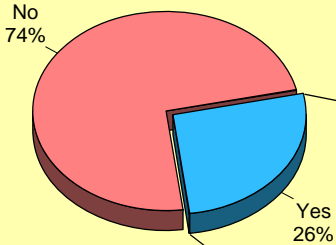
**Q13. How many times have you or members of your household used the Sycamore Pool during the past year?**



Source: Leisure Vision/ETC Institute (June 2011)

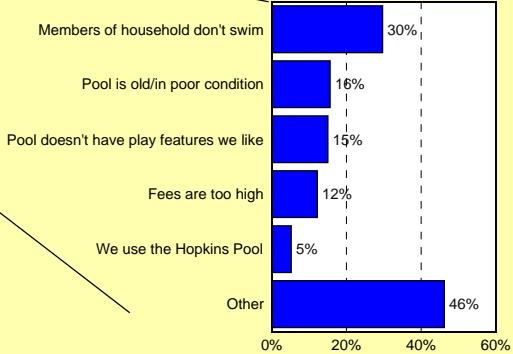
**Q13. Have You or Members of Your Household Used the Sycamore Pool During the Past Year?**

by percentage of respondents



**Q13a. Reasons That Households Have Not Used the Sycamore Pool**

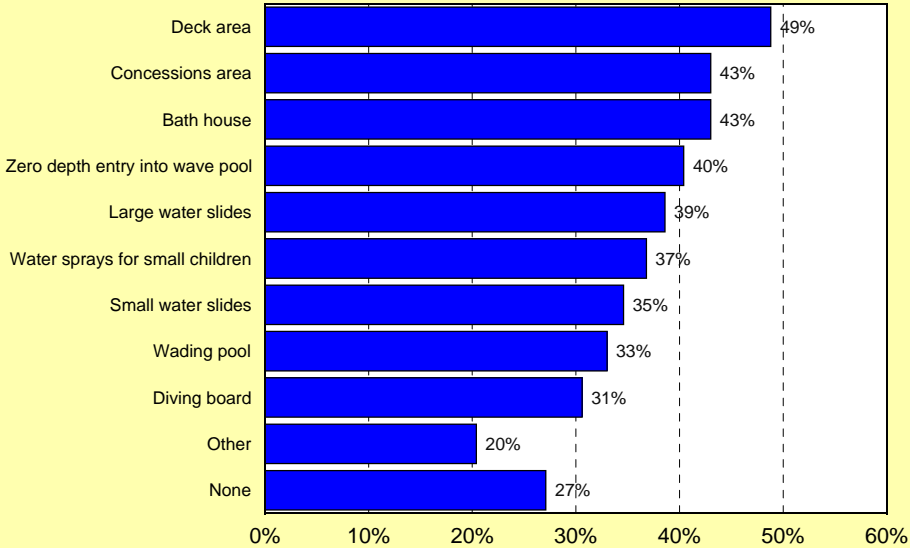
multiple choices could be made



Source: Leisure Vision/ETC Institute (June 2011)

**Q14. Aquatic Features That Households Would Use at a New Sycamore Swimming Pool**

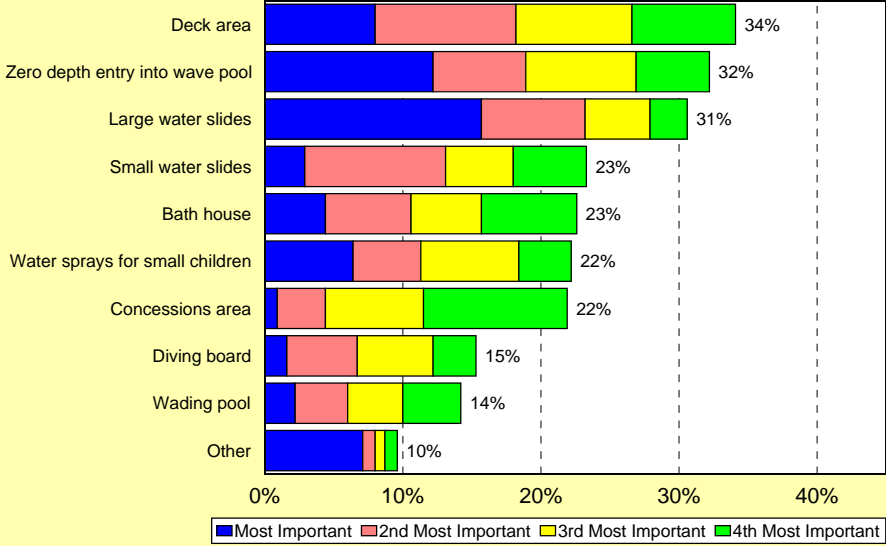
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2011)

**Q15. Aquatic Features That Respondents Indicated Are Most Important to Their Household**

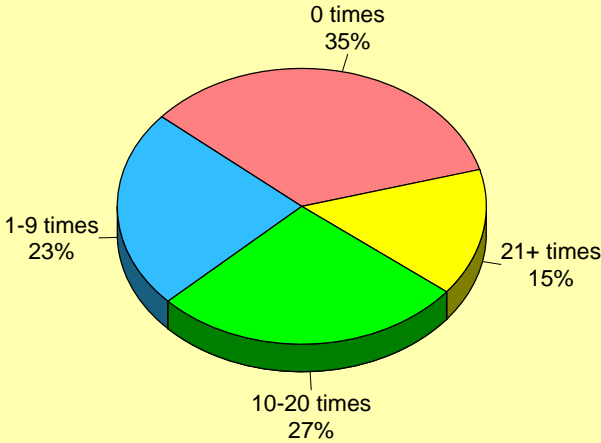
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (June 2011)

**Q16. Approximate Number of Times Per Year That Households Would Visit Swimming Pool if the Sycamore Park District Built a New Swimming Pool with Aquatic Features Most Important to Household**

by percentage of respondents

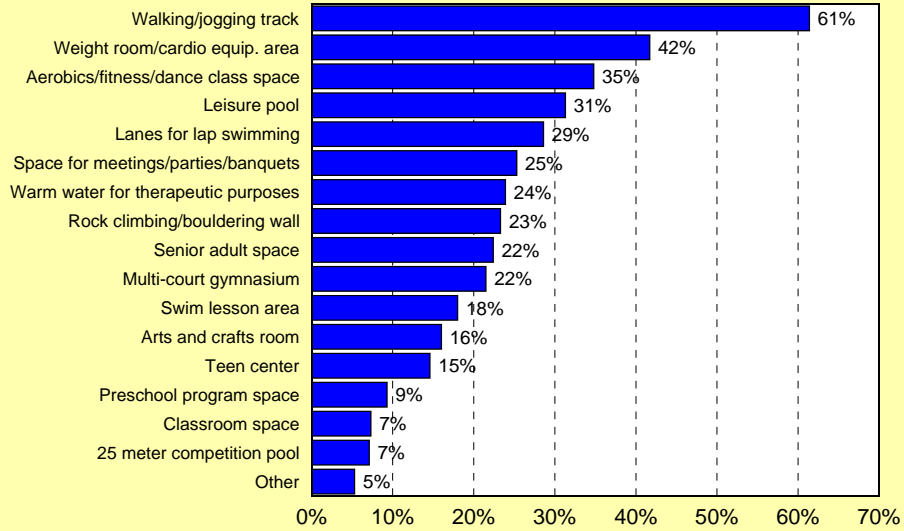


Source: Leisure Vision/ETC Institute (June 2011)



### Q17. Potential Indoor Programming Spaces That Households Would Use If the Sycamore Park District Developed New Indoor Programming Spaces

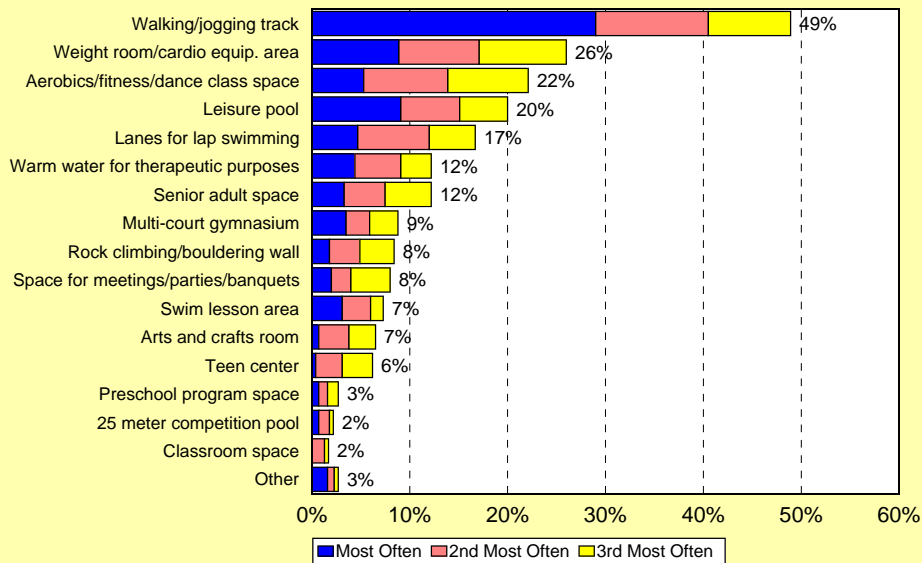
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (June 2011)

### Q18. Indoor Programming Spaces That Households Indicated They Would Use the Most Often

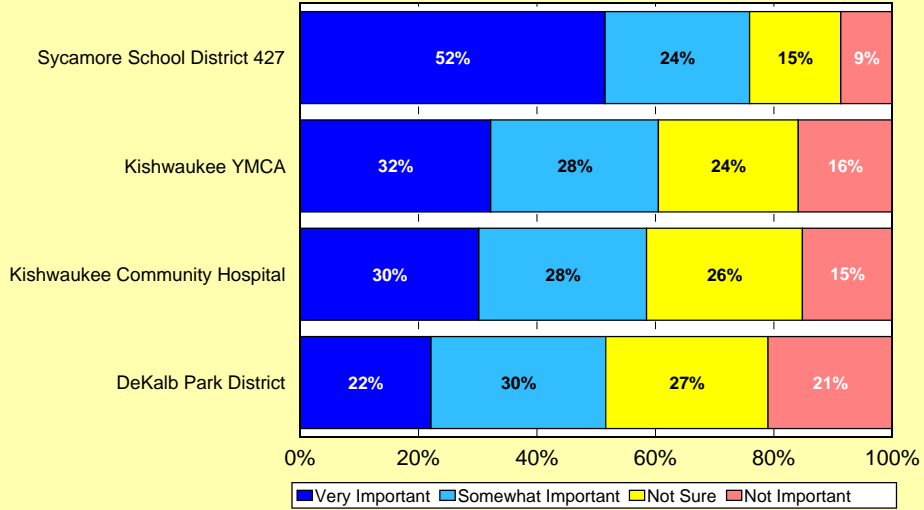
by percentage of respondents who selected the item as one of their top three choices



Source: Leisure Vision/ETC Institute (June 2011)

**Q19. How Important Respondents Think It Is for the Sycamore Park District to Partner with Various Organizations in Providing Parks & Recreation Services**

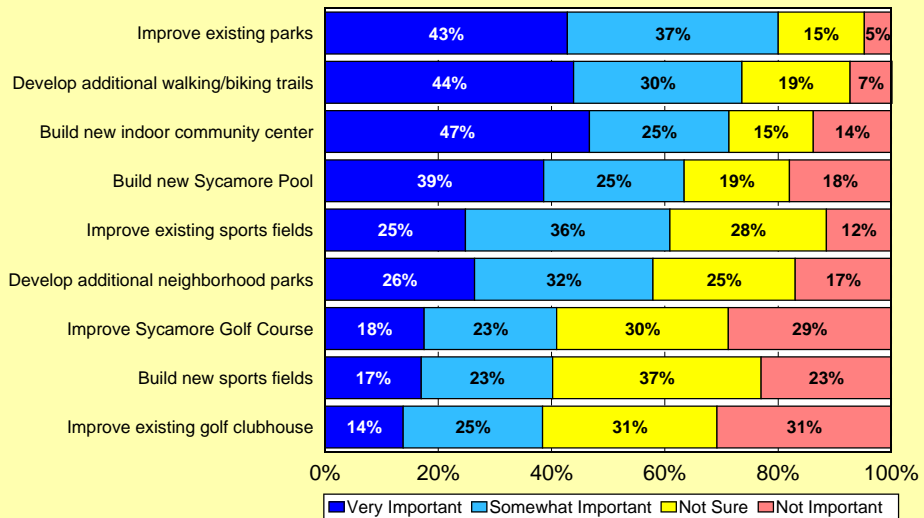
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q20. Level of Support for Actions that the Sycamore Park District Could Take to Improve the Parks and Recreation System**

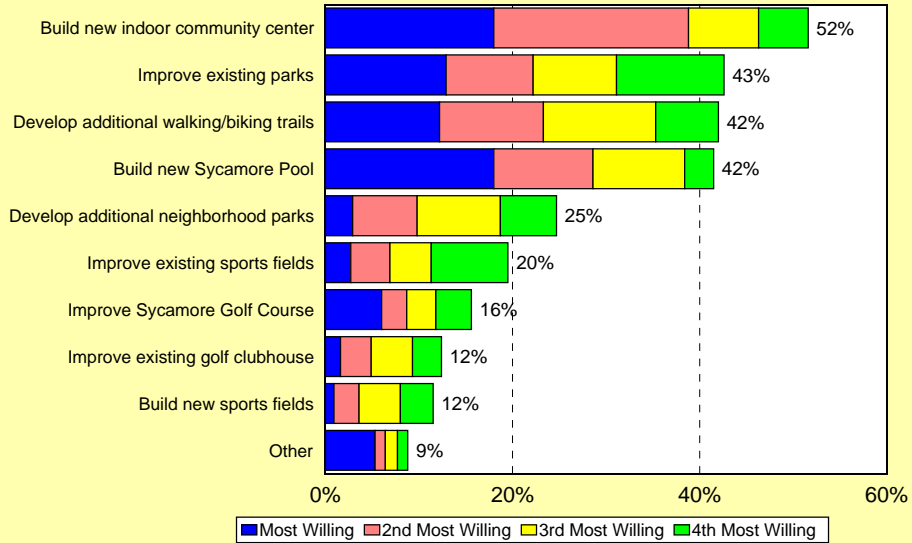
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q21. Actions That Respondents Would Be Most Willing to Fund with Park District Tax Dollars**

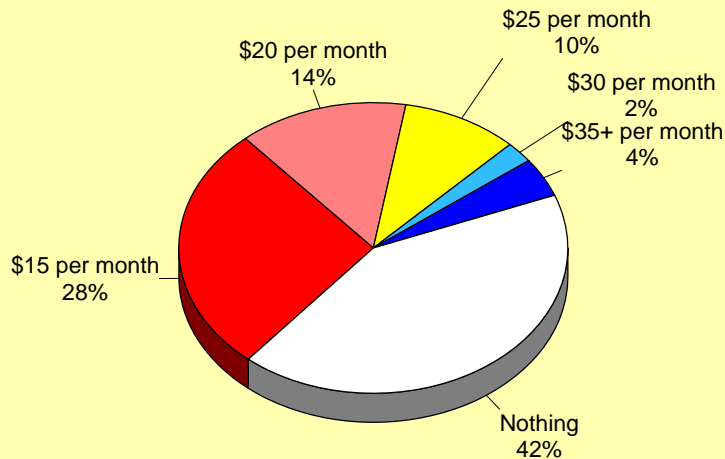
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (June 2011)

**Q22. MAXIMUM Amount Respondents Would Pay PER MONTH in Additional Property Taxes to Build and Operate the Types of Parks, Trails, Aquatics, Sports and Recreation Facilities Most Important to Their Household**

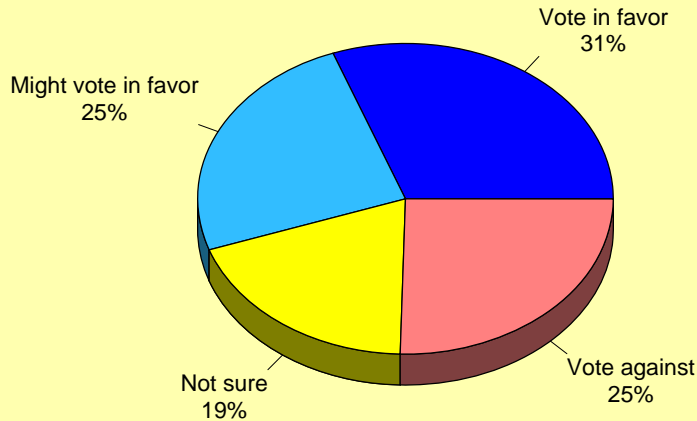
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q23. How Respondents Would Vote If a Tax Increase They Would Support Was Included in a Future Vote and the Funds from the Tax Were to Be Used to Pay to Construct & Operate the Types of Parks, Trails, Aquatics, Sports, and Recreation Facilities Their Household Most Prefers**

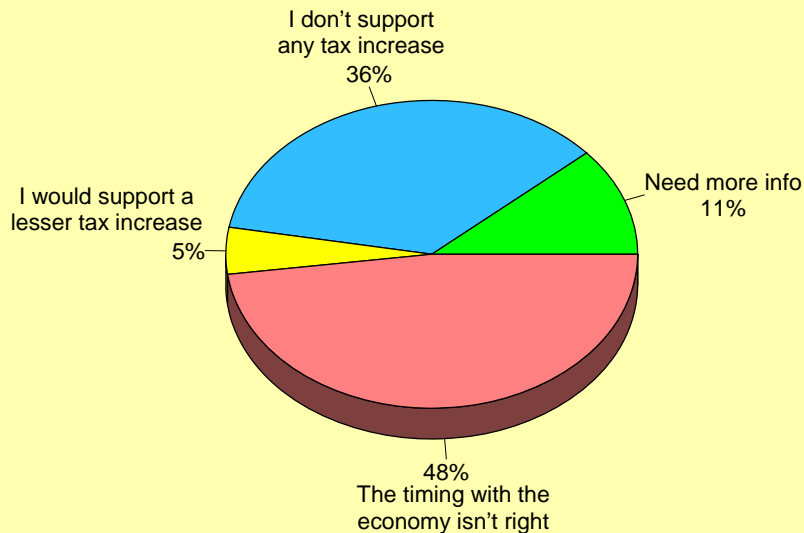
by percentage of respondents (excluding those who didn't give a response)



Source: Leisure Vision/ETC Institute (June 2011)

**Q23a. What Is the Major Reason You Indicated that You are "Not Sure" or Would "Vote Against" a Tax Increase?**

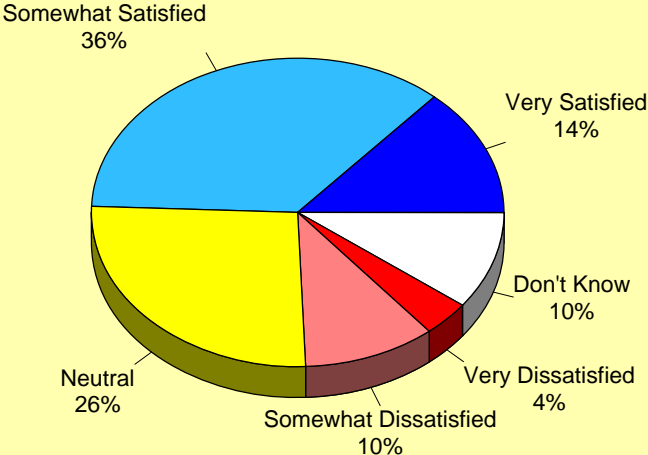
by percentage of respondents who indicated that they would vote "not sure" or would "vote against" (excluding "don't know" responses)



Source: Leisure Vision/ETC Institute (June 2011)

**Q24. Level of Satisfaction with the Overall Value That Households Receive From the Sycamore Park District**

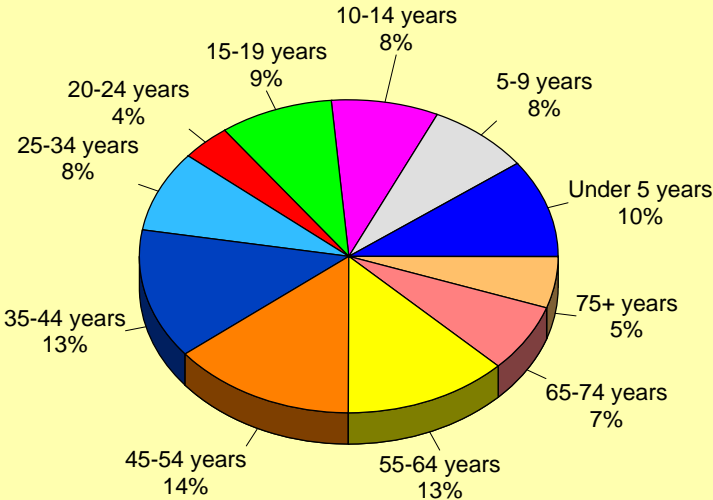
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q25. Demographics: Ages of People in Household**

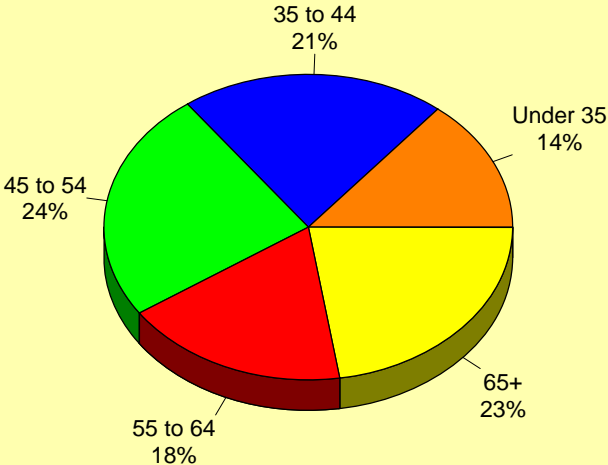
by percentage of household occupants



Source: Leisure Vision/ETC Institute (June 2011)

**Q26. Demographics: Age of Respondents**

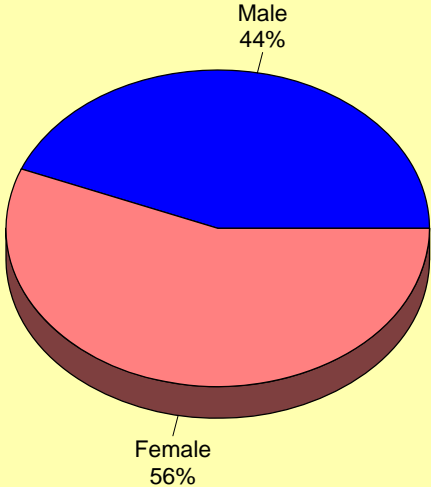
by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)

**Q27. Demographics: Gender**

by percentage of respondents



Source: Leisure Vision/ETC Institute (June 2011)