



Office of Recreation & Park Resources
"Helping Build Healthy Communities"

FRANKFORT SQUARE PARK DISTRICT



Attitude & Interest Community Survey
January 17, 2013

Submitted By: The Office of Recreation & Park Resources

104 Huff Hall
1206 S. Fourth St
Champaign, Illinois 61820



University of Illinois
www.orpr.illinois.edu

FRANKFORT SQUARE PARK DISTRICT

ATTITUDE & INTEREST COMMUNITY SURVEY

FINAL REPORT

Completed For

The Frankfort Square Park District

Report Prepared By

Office of Recreation & Park Resources
University of Illinois
Champaign, IL 61820

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
INTRODUCTION	10
OVERVIEW	10
PURPOSE.....	11
OBJECTIVES.....	11
STUDY PROCEDURES.....	12
STUDY POPULATION.....	12
QUESTIONNAIRE DEVELOPMENT	12
INITIAL MEETINGS	12
QUESTIONNAIRE DEVELOPMENT	12
DATA COLLECTION	13
QUESTIONNAIRE RESPONSE RATE.....	13
STUDY FINDINGS	14
CURRENT PARTICIPATION PATTERNS & ATTITUDES	14
FRANKFORT SQUARE PARK DISTRICT RECREATION PROGRAMS	14
FRANKFORT SQUARE PARK DISTRICT RECREATION FACILITIES	15
FRANKFORT SQUARE PARK DISTRICT PARK AREAS	16
PARTICIPATION RATES AMONG OTHER LEISURE SERVICE PROVIDERS....	17
PRIVATE/COMMERCIAL AGENCIES	18
NEIGHBORING PARK DISTRICTS.....	19
COUNTY FOREST PRESERVE DISTRICTS	20
CHURCH AFFILIATED RECREATION ACTIVITIES	21
PUBLIC OR PRIVATE SCHOOL.....	22
OTHER RECREATION AGENCIES.....	23
FRANKFORT SQUARE PARK DISTRICT'S MARKETING & PUBLICITY	
METHODS.....	25
MARKETING AND PUBLICITY PREFERENCES	25
BROCHURE ACCESS PREFERENCES	26
SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT'S	
OPERATIONS	27
GENERAL SATISFACTION WITH THE FRANKFORT SQUARE PARK	
DISTRICT	27
SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT	
FACILITIES AND PARK AREAS	29
SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT	
MAINTENANCE.....	31

SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT PERSONNEL	33
CUSTOMER SERVICE AND EFFECTIVENESS WITHIN THE FRANKFORT SQUARE PARK DISTRICT	35
CUSTOMER SERVICE WITHIN THE FRANKFORT SQUARE PARK DISTRICT	35
EFFECTIVENESS OF THE FRANKFORT SQUARE PARK DISTRICT	36
OPINIONS CONCERNING RECREATIONAL ISSUES & OPPORTUNITIES WITHIN THE FRANKFORT SQUARE PARK DISTRICT	38
FUTURE RECREATION FACILITY & PROGRAM NEEDS	39
FUTURE RECREATION FACILITY NEEDS	39
FUTURE RECREATION PROGRAM NEEDS	41
NARRATIVE FEEDBACK REGARDING FUTURE PROGRAMMING AND/OR FACILITY NEEDS	43
RANKING & FINANCIAL SUPPORT FOR FACILITY DEVELOPMENT WITHIN THE FRANKFORT SQUARE PARK DISTRICT	47
RANKING OF FACILITY DEVELOPMENT/EXPANSION PROJECTS	47
FINANCIAL SUPPORT OF FACILITY DEVELOPMENT/EXPANSION PROJECTS	49
DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS	54
HOUSEHOLD CHARACTERISTICS	55
RESPONDENT CHARACTERISTICS	56
APPENDIX A: ATTITUDE & INTEREST QUESTIONNAIRE.....	57

EXECUTIVE SUMMARY

The Frankfort Square Park District contacted the Office of Recreation & Park Resources at the University of Illinois to assist the agency with an assessment of the district's needs and recreation planning. Meetings with the Frankfort Square Park District administration were conducted to assist in the development of a community-wide recreation attitude and interest questionnaire. Researchers within the Office of Recreation & Park Resources worked alongside members of the district to develop a questionnaire that met the needs of all parties. Once developed, the questionnaire was mailed to every household within the Frankfort Square Park District. The intent of the questionnaire was to gather residents' opinions, attitudes, and preferences regarding Frankfort Square Park District's park areas, programs, and facilities.

A mailing of approximately 7,400 questionnaires was sent to residents during the months of October and November 2012. A total of 588 usable (completed) questionnaires were returned for a response rate of 8% producing a precision of at least +/- 5% (i.e., the true population value is within +/- 5% of the sample value). The questionnaires were analyzed for the development of the report between December 20, 2012 and January 14, 2013.

Objectives for the study were established during the initial stages of the project by the Frankfort Square Park District in cooperation with the Office of Recreation and Park Resources. Questions in the survey were developed to meet the following objectives:

- Identify resident/ member priorities toward potential improvement projects.
- To investigate the willingness of the Frankfort Square Park District residents to support or spend for recreational services.
- Evaluate the overall performance of and demand for parks, facilities, programs and cultural arts/fine arts opportunities.
 - Evaluate for what purpose the parks, programs and facilities are being used.
 - Measure overall satisfaction with parks, programs and facilities.
- Draw awareness to parks and facilities that are in need of updates.
- To determine how residents are being made aware of the Park District's offerings and opportunities and to determine how to most effectively reach Park District residents with information.

The following is a brief overview of the results of the data analysis regarding the objectives.

RESIDENTS' CURRENT PATTERNS OF PARTICIPATION

Key findings from the study include:

- During the past year, 49% of the households had participated in at least one Frankfort Square Park District recreation program.
- 65% of the households had visited a Frankfort Square Park District recreation facility within the last 12 months.
- 77% of the households had visited a Frankfort Square Park District park area within the last 12 months.

Consultant Notes

Data from the Frankfort Square Park District's 2007 community-wide recreation needs and interests study was compared to the results of the 2012 study. The 2012 participation rates within the three areas were nearly identical with the results from the 2007 study. Specifically, program participation rates were found to be 51.5% in 2007 (compared to 49% in 2012); facility visitation rates were 65.4% in 2007 (compared to 65% in 2012), and park area visitation rates were 76% in 2007 (compared to 77% in 2012).

RESIDENTS' PREFERENCES WITH THE VILLAGE OF FORSYTH'S MARKETING/PUBLICITY

Key findings from the study include:

- The Frankfort Square Park District's brochure (89.6%) is the most widely utilized method to learn about recreation programs and services.
- The Frankfort Square Park District's website (33.9%) was the second most utilized marketing medium by households.
- Almost 9 out of 10 (89.8%) of households prefer to have a copy of the brochure mailed to their home.

Consultant Notes

The brochure is, far and above, the most preferred marketing tool for the residents of the Frankfort Square Park District. The brochure's popularity and utility has remained consistent over the past five years as the 2007 study's results also found strong support for the brochure (93% in 2007). Despite the brochure's stable popularity, the Frankfort Square Park District's website witnessed a significant increase in usage as a marketing tool over the past five years. In particular, the website was utilized by 33.9% of households (to learn about the district's programs and services) in 2012 compared to only 15.9% in 2007.

RESIDENTS' SATISFACTION WITH EXISTING PARKS, PROGRAMS, FACILITIES MAINTENANCE, & STAFF

Key findings from the study include:

- An overwhelming majority of residents (90.7%) are satisfied with the Frankfort Square Park District's recreation programs, facilities, and park areas.
- 90.4% of residents expressed an overall satisfaction (satisfied or very satisfied) with the existing programs provided by the Frankfort Square Park District.
- Nearly 95% of households are satisfied or very satisfied with the Frankfort Square Park District's facilities and park areas.
- 96.1% of Frankfort Square Park District households are satisfied or very satisfied with the maintenance activities within the district.
- Over 95% of households are satisfied with the personnel within the Frankfort Square Park District.

Consultant Notes

Satisfaction levels across the Frankfort Square Park District's programs, facilities, park areas, maintenance, and staff have remained high over the past 5 years. Comparisons between the 2007 and 2012 findings indicate the residents' overall satisfaction with the Frankfort Square Park District has remained consistent.

SERVICE QUALITY, PERCEIVED EFFECTIVENESS, & OPINIONS CONCERNING ISSUES/OPPORTUNITIES OF THE FRANKFORT SQUARE PARK DISTRICT

Key findings from the study include:

- Of those respondents who had visited a Park District facility area, a very strong majority of households (+93%) felt the quality of customer service was excellent or good.
- When asked about the effectiveness of the Frankfort Square Park District, residents identified "Working cooperatively with local school districts" (97.2%) and "Working cooperatively with other units of local government" (96.5%) as the top two most effective areas of the district's operations.
- 90.4% of the respondents agreed or strongly agreed that the Frankfort Square Park District program and service fees are a good value for the money. Almost 95% of respondents agreed (or strongly agreed) the registration system is convenient for their household (93.6%) and the park and facility locations are convenient for use (95.8%).

Consultant Notes

Customer service quality appears to be high among all of the Frankfort Square Park District's facility and service areas. Ten out of the eleven operational statements listed in the questionnaire received 90% or higher effectiveness ratings (i.e., effective or highly effective). The only area to receive less than a 90% effectiveness rating was the statement, "Involving the community in the planning of future projects." which received an 82.1% effectiveness rating.

FUTURE RECREATION FACILITY AND PROGRAMMING NEEDS WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Key findings from the study include:

- Nearly half (46.4%) of the respondents identified walking/biking trails as their household's first, second, third, or fourth choice for a new/expanded recreation facility in the Frankfort Square Park District.
- Over 1/3 of the respondents recommended an outdoor swimming pool (36.8%) first, second, third, or fourth choice for a new/expanded recreation facility in the Frankfort Square Park District.
- Indoor fitness and exercise facilities (34.3%) and nature center and trails (24.5%) were the third and fourth most popular selection for a new or expanded facility area within the Frankfort Square Park District.
- 41.8% of the respondents identified summer concerts as their household's first, second, third, or fourth choice for a new/expanded recreation program in the Frankfort Square Park District. Adult fitness/wellness programs were next with 40.2% followed by adult educational opportunities (33.0%) and senior programs (27.9%).

Consultant Notes

The top four facility choices identified in the 2007 study were walking/bike trails (52.9%), indoor fitness and exercise facilities (44.9%), an outdoor swimming pools (41.6%) and nature center and trails (28.5%). The 2007 findings appear very consistent with the 2012 findings with the same four facility areas identified as the most desired areas of development within the Frankfort Square Park District over the past 5 years. The top four programming choices in 2007 were adult fitness/wellness programs (63.9%), water fitness programs (34.5%), adult educational opportunities (32.4%), and senior programs (27.9%). "Summer concerts" was not a programming option for respondents to select in the 2007 questionnaire. However, a line item, "special events" was provided with 24.2% of households identifying it as their 1st, 2nd, 3rd, or 4th choice. Taken collectively, the 2007 and 2012 findings appear to have some consistency with three of the top four programming areas (adult fitness/wellness programs, adult educational opportunities, and senior programs) remaining popular areas for program development over the past 5 years. The 2012 findings also suggest special events such as summer concerts appear to be quickly gaining popularity among the residents.

RANKING AND FINANCIAL SUPPORT FOR FACILITY EXPANSION/DEVELOPMENT PROJECTS WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Key findings from the study include:

- 49.4% of the respondents ranked walking/biking trails as their household's first, second, third, or fourth choice for a new/expanded recreation facility in the Frankfort Square Park District. An outdoor swimming pool was next with 35.8% followed by indoor fitness and exercise facilities (33.8%) and nature center and trails (27.0%).
- When asked about their level of financial support, 61.7% of the respondents indicated that they were not able or willing to financially support any development or expansion projects.
- Analysis among those respondents who indicated an ability and/or willingness to financially support the development or expansion of projects within the Frankfort Square Park District yielded the following results:
 - **Walking/Biking Trail Development:** 76.6% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 12% would be willing to provide \$5-\$20; 6.8% were willing to provide \$21-\$50; 2.5% would provide \$51-\$75, and; 2.3% would provide \$76-\$100.
 - **Outdoor Swimming Pool:** 82.3% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 4.9% would be willing to provide \$5-\$20; 4.3% were willing to provide \$21-\$50; 1.9% would provide \$51-\$75, and; 6.6% would provide \$76-\$100.
 - **Indoor Fitness & Exercise Facilities:** 83.1% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 5.2% would be willing to provide \$5-\$20; 4.5% were willing to provide \$21-\$50; 2.9% would provide \$51-\$75, and; 4.3% would provide \$76-\$100.
 - **Nature Center & Trails:** 87.3% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 6.1% would be willing to provide \$5-\$20; 4.2% were willing to provide \$21-\$50; 1.1% would provide \$51-\$75, and; 1.3% would provide \$76-\$100.

Consultant Notes

The facility areas identified in this area (i.e., question 12 of the questionnaire) were consistent with the findings obtained from question 9 of the questionnaire providing evidence of the increased reliability in the facility area priority rankings. In particular, it appears residents most desired facility areas are walking/biking trails, an outdoor pool,

indoor fitness & exercise facilities, and a nature center and trails. However, when examining the level of financial support, it appears a majority are not willing and/or able to support facility development/expansion.

INTRODUCTION

OVERVIEW

The availability and quality of a community's park and recreation programs, facilities, and parks represents one of the most important criteria individuals consider when relocating. Visitors and residents want opportunities for participation in quality recreation programs, attractive parks, and effective and safe recreation facilities. Local government provides the primary opportunity for many people, and sometimes the only available opportunity, for access to recreational facilities such as parks, recreation centers, tennis courts, softball and baseball diamonds, swimming pools, and other specialized facilities. In remaining accountable for expenditures and to meet residents' needs, public park and recreation agencies are responsible for accurately identifying the park and recreation interests within the community.

Frankfort Square Park District is interested in identifying the park and recreation interests within the district to remain accountable for these expenditures in addition to meeting the community's needs. The first step in identifying the district's recreation interests is through the use of a recreation interest survey. A recreation interest survey is intended to provide the Frankfort Square Park District with valid insight into the participation patterns, attitudes, and future recreation needs of the district's residents. The results of this study will provide the Frankfort Square Park District with multiple benefits, including:

- 1.) A research-driven foundation of data describing the community's recreation participation patterns, attitudes, and future needs that can be accessed and referenced in the planning and operation of the district's parks, programs, and facilities.
- 2.) A systematic survey that is valid and reliable that ensures planning decisions are based on community-wide input as opposed to the opinions of special interest groups or other biased perspectives.
- 3.) The results of this study can provide the Frankfort Square Park District with accurate information to be used in their short-term and long-range planning efforts.
- 4.) The data collected from the survey can be shared with other local leaders and groups for improved service delivery and collaboration throughout the community.

In completing this study, the Office of Recreation and Park Resources at the University of Illinois partnered with the Frankfort Square Park District to identify the specific purpose, techniques, and procedures of the community-wide survey to obtain a clear planning direction for the future recreational services within the community.

PURPOSE

The purpose of this project was to conduct a recreation attitude and interest survey for the Frankfort Square Park District. The recreation attitude and interest study assessed households' attitudes, perceptions, experiences, and future preferences with the district's parks, programs, and facilities. Every household in the Frankfort Square Park District was invited to participate in the study by completing a questionnaire. The results of the study provide the Frankfort Square Park District a clear and distinct planning direction based upon the needs of the district's residents. The results will also guide the development of the Frankfort Square Park District's master plan and assist the district in identifying strategic priorities, goals, and objectives over the next three to five years.

OBJECTIVES

Based on the purpose of the study, the following project goal and objectives were established:

To design, develop, and administer a recreation attitude and interest survey to assess the Frankfort Square Park District's park and recreation services. It is expected that the study will provide insight into the following areas:

- Identify resident priorities toward potential improvement projects.
- To investigate the willingness of the Frankfort Square Park District residents to support or further invest in recreational services.
- Evaluate the overall performance of and demand for parks, facilities, and programs.
 - Evaluate for what purpose the parks, programs and facilities are being used.
 - Measure overall satisfaction of parks, programs, and facilities.
- Draw awareness to parks and facilities that are in need of updates.
- To determine how residents are made aware of the Park District's offerings and opportunities in addition to determining the most effective methods of informing Park District residents.

STUDY PROCEDURES

All of the households in the Frankfort Square Park District were selected to participate in the study. A mail-back questionnaire served as the primary data collection method for the study. An overview of the study population, questionnaire development, and response rate is presented in the following sections.

STUDY POPULATION

The population will consist of the ~7,400 households that are located within the boundaries of the Frankfort Square Park District. The attitude & interest community survey was mailed to each of the households. An adult member of each household was asked to complete the survey.

QUESTIONNAIRE DEVELOPMENT

A six-page questionnaire was developed to collect information to meet the study's objectives. Information within the questionnaire included participation rates, satisfaction with services, marketing, future programming and facility preferences, and demographic characteristics. The Office of Recreation and Park Resources, worked closely with the Frankfort Square Park District in developing the questionnaire to ensure the needs of the district were addressed. A detailed overview of the specific procedures is provided in the following sections.

INITIAL MEETINGS

Jim Randall, Executive Director of the Frankfort Square Park District, and Audrey Marcquenski, Director of Recreation and Administration, met with Robin Hall, Director of the Office of Recreation and Park Resources, and Jarrod Scheunemann, Community Services & Education Coordinator, to discuss the district's interests. In an effort to address the Frankfort Square Park District's needs, the Office of Recreation and Park Resources partnered with the district to identify the specific purpose, techniques, and procedures of the community-wide survey to obtain a clear planning direction for the future recreational services within the community. In particular, it was agreed that the Office of Recreation and Park Resources would work with the Frankfort Square Park District in the development of a community-wide attitude & interest survey instrument; conduct survey data collection and analysis; and generate a report and presentation of the survey results.

QUESTIONNAIRE DEVELOPMENT

The Office of Recreation & Park Resources project team visited with the Executive Director of the Frankfort Square Park District and toured the district's facilities and park areas. A questionnaire was developed to collect information that would meet the stated objectives of the study based upon the information collected during the meetings and

tour. The Office of Recreation and Park Resources developed a draft of the questionnaire that was reviewed by the Frankfort Square Park District. The final community-wide needs assessment questionnaire was developed based upon the feedback obtained from the Frankfort Square Park District reviewers (Appendix A).

DATA COLLECTION

The data collection involved the use of a mailing to all (~7,400) households in the Frankfort Square Park District. The mailing included a cover letter, the questionnaire, and a postage-paid return envelope. A raffle for three (\$100) cash prizes was awarded to three respondents in an effort to increase the response rate. The mailing was sent out during the final week of October, 2012. The cover letter and questionnaire are provided in Appendix A.

Data collection was terminated on December 19, 2012. Once the questionnaires were received, the Office of Recreation and Park Resources staff checked the data for completeness and accuracy prior to analysis.

QUESTIONNAIRE RESPONSE RATE

Following the procedures outlined above, a mailing of ~7,400 households was selected to participate in the study. The data collection process yielded 588 usable questionnaires (8% response rate), producing a precision of at least +/-5% (e.g., the true population value is within +/-5% of the sample value). This response rate is slightly lower for similar studies that utilize a similar mailing method.

STUDY FINDINGS

The findings of the study are presented in this section. A copy of the attitude and interest survey can be found in Appendix A. The findings of the study are presented in the following sections:

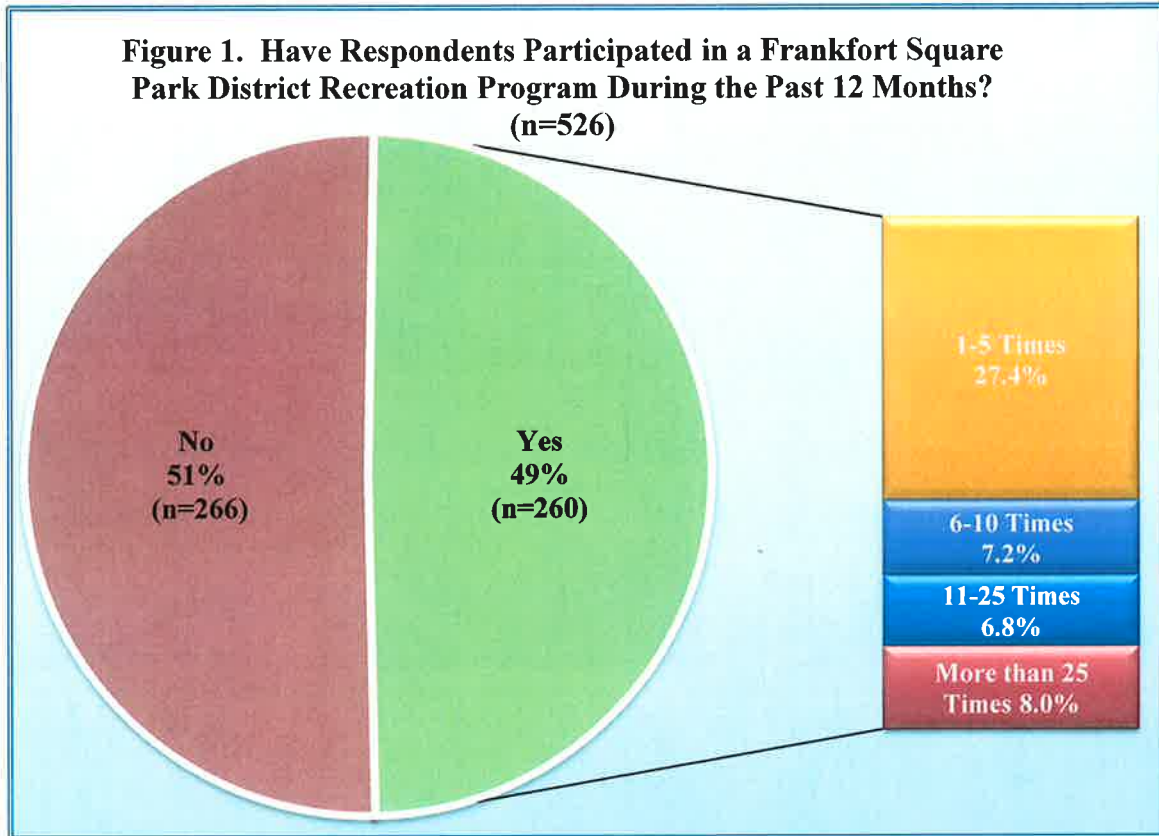
CURRENT PARTICIPATION PATTERNS & ATTITUDES

The first question on the interest and attitude survey asked households how many times (in the past 12 months) members of their household visited or participated in Frankfort Square Park District recreation programs, facilities, or park areas. The results to this item are provided in the following sections.

FRANKFORT SQUARE PARK DISTRICT RECREATION PROGRAMS

Respondents were asked, “During the last 12 months, approximately how many times have members in your household visited or participated recreation programs at the Frankfort Square Park District?” The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

During the past 12 months, 49% (n=260) of the respondents had participated in at least one recreation program delivered by the Frankfort Square Park District. Of the 49% who have participated in Frankfort Square Park District recreation programs, 27.4% of them had participated in 1-5 programs over the past 12 months; 7.2% had participated in 6-10 times; 6.8% participated 11-25 times, and 8.0% participated more than 25 times. Complete results are provided in Figure 1.



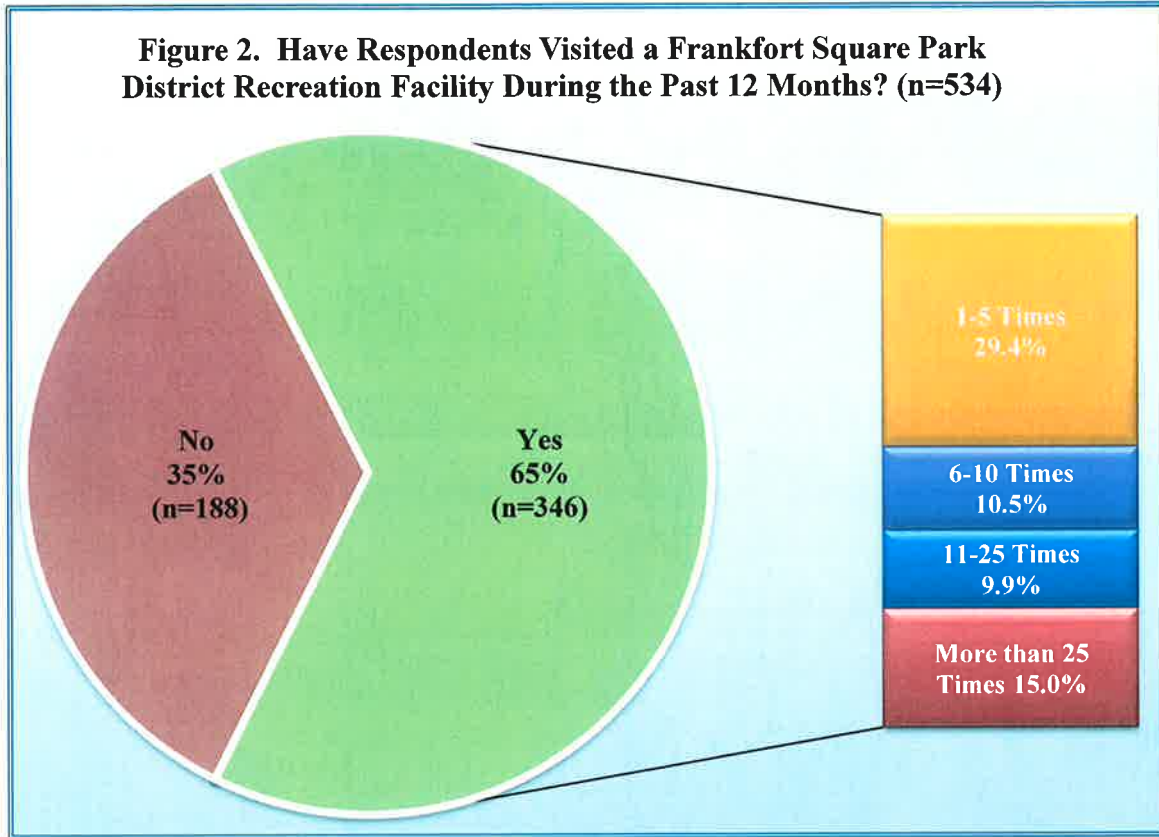
Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district’s 2007 community-wide interest survey and results indicated 51.5% of the respondents had participated in at least one Frankfort Square Park District recreation program within the last 12 months. Taken collectively, the results between the 2007 and 2012 suggest general consistency in residents’ program participation rates over the past 5 years.

FRANKFORT SQUARE PARK DISTRICT RECREATION FACILITIES

Question 1 of the recreation interests and attitude survey also asked, “During the last 12 months, approximately how many times have members in your household visited a recreation facility at the Frankfort Square Park District?” The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.”

The results indicate 65% (n=346) of respondents had visited at least one of the Frankfort Square Park District’s recreation facilities during the past 12 months. Of the 65% who had visited a Frankfort Square Park District facility, 29.4% of them had visited 1-5 times over the past 12 months; 10.5% had visited 6-10 times; 9.9% visited 11-25 times; and 15% visited more than 25 times. Complete results are provided in Figure 2.

Figure 2. Have Respondents Visited a Frankfort Square Park District Recreation Facility During the Past 12 Months? (n=534)



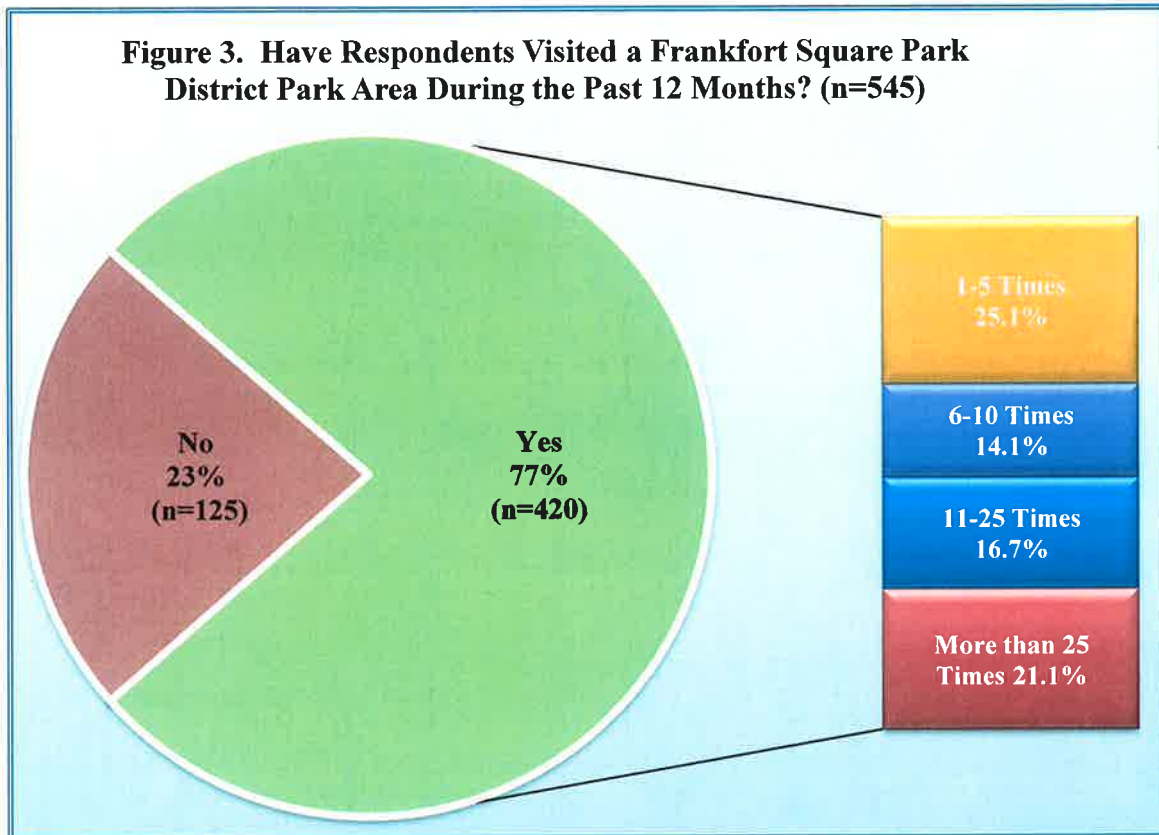
Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district’s 2007 community-wide interest survey and results indicated 65.4% of the respondents had visited at least one Frankfort Square Park District recreation facility within the last 12 months. Taken collectively, the results between the 2007 and 2012 suggest consistency in residents’ recreation facility usage rates over the past 5 years.

FRANKFORT SQUARE PARK DISTRICT PARK AREAS

The final section of question 1 of the recreation interests and attitude survey asked, “During the last 12 months, approximately how many times have members in your household visited a park area at the Frankfort Square Park District?” The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 77% (n=420) of respondents had visited at least one of the Frankfort Square Park District’s park areas during the past 12 months. Of the 77% who had visited a Frankfort Square Park District park, 25.1% of them had visited 1-5 times over the past

12 months; 14.1% had visited 6-10 times; 16.7% visited 11-25 times, and; 21.1% visited more than 25 times. Complete results are provided in Figure 3.



Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district’s 2007 community-wide interest survey and results indicated 76% of the respondents had visited at least one Frankfort Square Park District park area within the last 12 months. Taken collectively, the results between the 2007 and 2012 suggest consistency in residents’ park area visitation rates over the past 5 years.

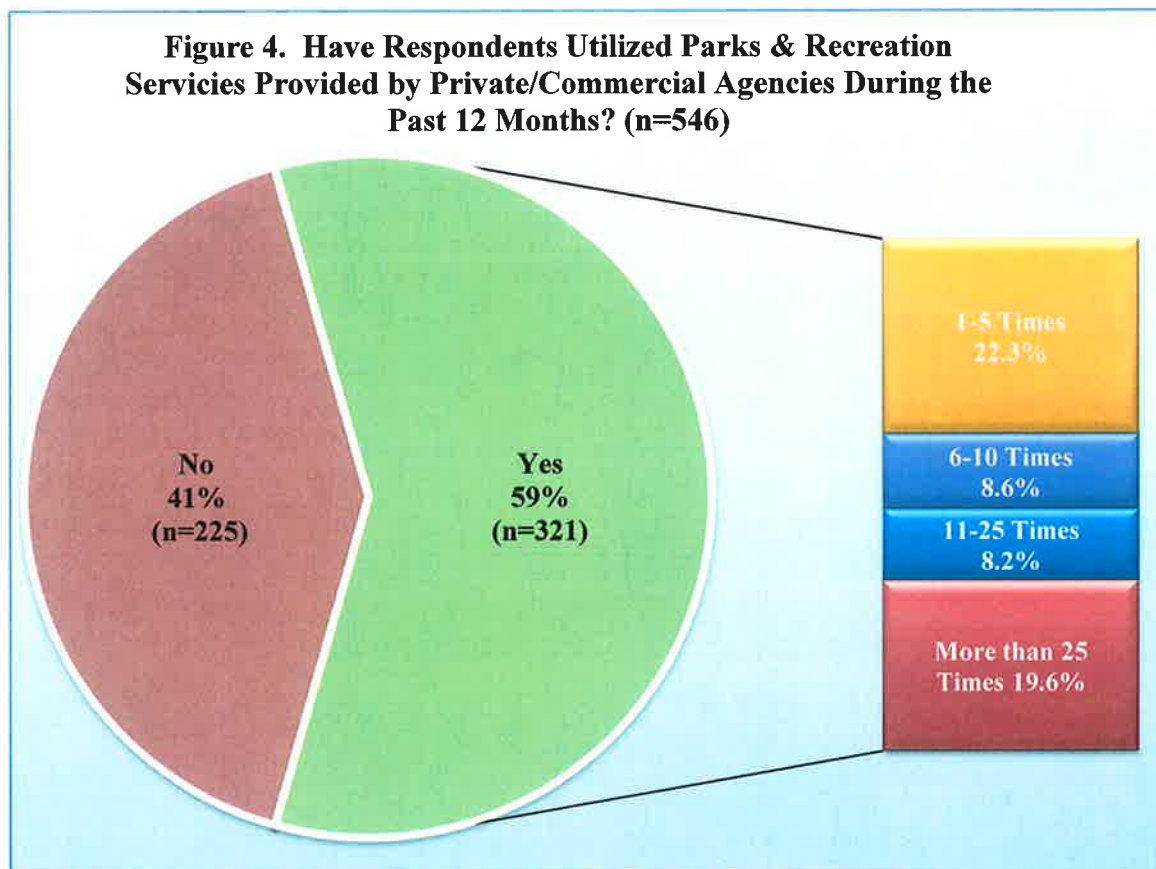
PARTICIPATION RATES AMONG OTHER LEISURE SERVICE PROVIDERS

The second question of the recreation interests and attitude survey sought to obtain insight on the residents’ participation patterns among other area leisure service providers. Specifically, the question asked households how many times (during the past 12 months) members of their household utilized services provided by the following other agencies: private/commercial, neighboring park districts, county forest preserve districts, church affiliated activities, public/private school-based recreation activities, and other agencies. A summary of the results to this question are provided in the following sections.

PRIVATE/COMMERCIAL AGENCIES

Respondents were asked, “During a typical year, about how many times do you or members in your household utilize private or commercial agencies (e.g., golf course, private fitness center, day care, etc.) for parks and recreation services?” Respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 59% (n=321) of respondents had utilized parks and recreation services provided by private or commercial agencies during the past 12 months. Of the 59% who had utilized a private or commercial recreation service, 22.3% utilized them 1-5 times over the past 12 months; 8.6% visited/utilized them 6-10 times; 8.2% visited/utilized 11-25 times; and 19.6% visited/utilized more than 25 times. Complete results are provided in Figure 4.



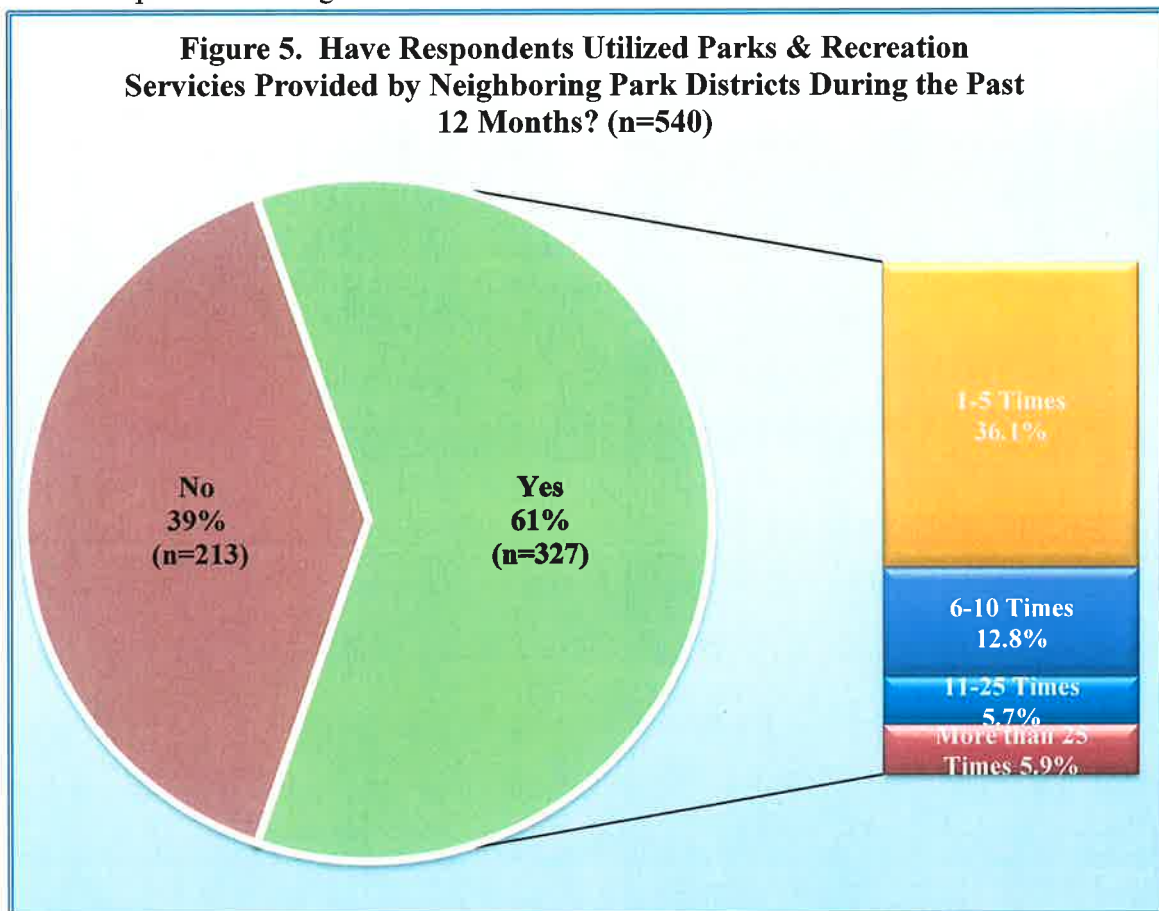
Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district’s 2007 community-wide interest survey and results indicated 51% of the respondents had visited or utilized at least one private or commercial agency for parks and recreation services within the last

12 months. Taken collectively, the results between the 2007 and 2012 suggest an ~8% increase in private/commercial usage by Frankfort Square Park District residents over the past 5 years.

NEIGHBORING PARK DISTRICTS

Respondents were asked, “During a typical year, about how many times do you or members in your household utilize neighboring park districts (e.g., Mokena, Frankfort, Tinley Park etc.) for parks and recreation services?” Respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 61% (n=327) of respondents had utilized parks and recreation services provided by neighboring park districts during the past 12 months. Of the 61% who had utilized neighboring park districts’ recreation service, 36.1% utilized them 1-5 times over the past 12 months; 12.8% visited/used them 6-10 times; 5.7% visited/used 11-25 times, and; 5.9% visited/used more than 25 times. Complete results are provided in Figure 5.



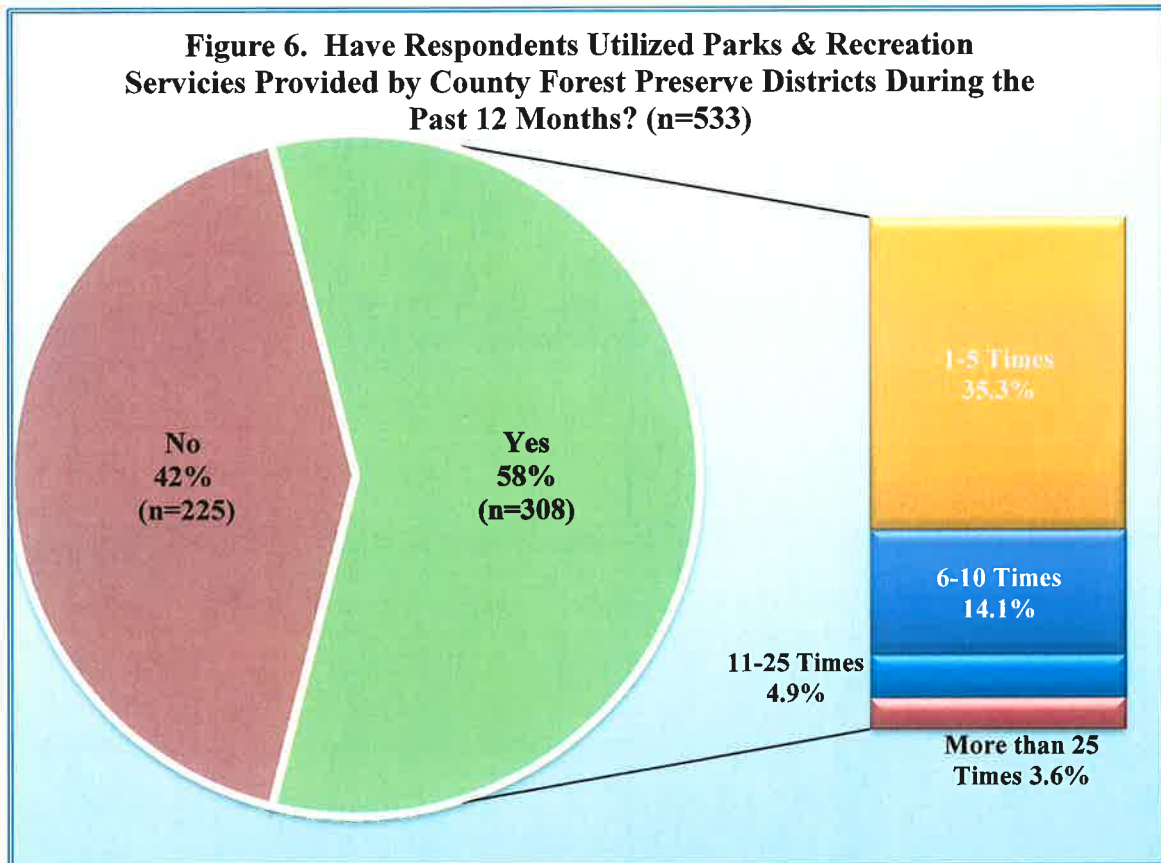
Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A question from the district’s 2007 community-wide interest survey asked respondents participation rates for neighboring park districts AND county forest

preserve districts. The results indicated 73% of the respondents had visited or utilized at least one neighboring park district and/or county forest preserve district for parks and recreation services within the last 12 months. Due to the slight inconsistency between the content of the question on the 2007 study (i.e., inclusion of neighboring park districts & county forest preserve districts) and 2012 study (i.e., neighboring park districts only) caution is expressed when examining potential trends in this area.

COUNTY FOREST PRESERVE DISTRICTS

Respondents were asked, “During a typical year, about how many times do you or members in your household utilize county forest preserve districts (Cook, Will, etc.) for parks and recreation services?” Respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 58% (n=308) of respondents had utilized parks and recreation services provided by county forest preserve districts during the past 12 months. Of the 58% who had utilized county forest preserve districts’ recreation service, 35.5% utilized them 1-5 times over the past 12 months; 14.1% visited/used them 6-10 times; 4.9% visited/used 11-25 times; and 3.6% visited/used more than 25 times. Complete results are provided in Figure 6.



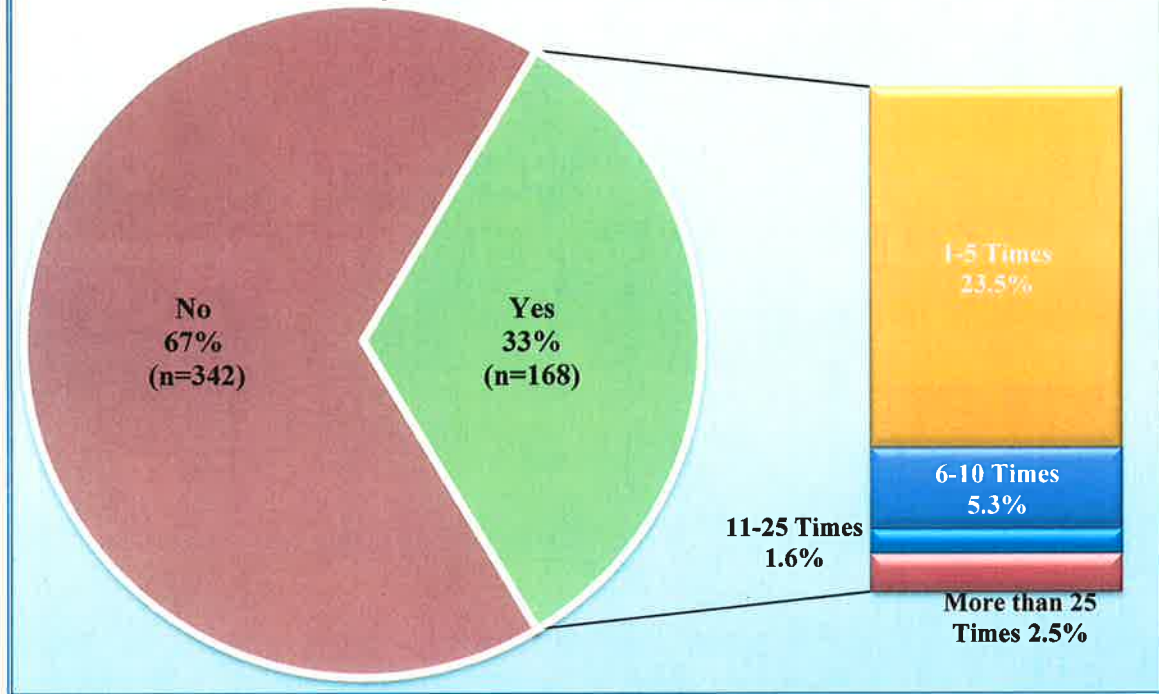
Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A question from the district's 2007 community-wide interest survey asked respondents participation rates for neighboring park districts AND county forest preserve districts. The results indicated 73% of the respondents had visited or utilized at least one neighboring park district and/or county forest preserve district for parks and recreation services within the last 12 months. Due to the slight inconsistency between the content of the question on the 2007 study (i.e., inclusion of neighboring park districts & county forest preserve districts) and 2012 study (i.e., county forest preserve districts only) caution is expressed when examining potential trends in this area.

CHURCH AFFILIATED RECREATION ACTIVITIES

Respondents were asked, "During a typical year, about how many times do you or members in your household utilize church affiliated recreation activities for parks and recreation services?" Respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 33% (n=168) of respondents had utilized church affiliated recreation activities during the past 12 months. Of the 33% who had utilized church affiliated recreation activities, 23.5% utilized them 1-5 times over the past 12 months; 5.3% visited/utilized them 6-10 times; 1.6% visited/utilized 11-25 times; and 2.5% visited/utilized more than 25 times. Complete results are provided in Figure 7.

Figure 7. Have Respondents Utilized Parks & Recreation Services Provided by Church Affiliated Recreation Activiteis During the Past 12 Months? (n=510)

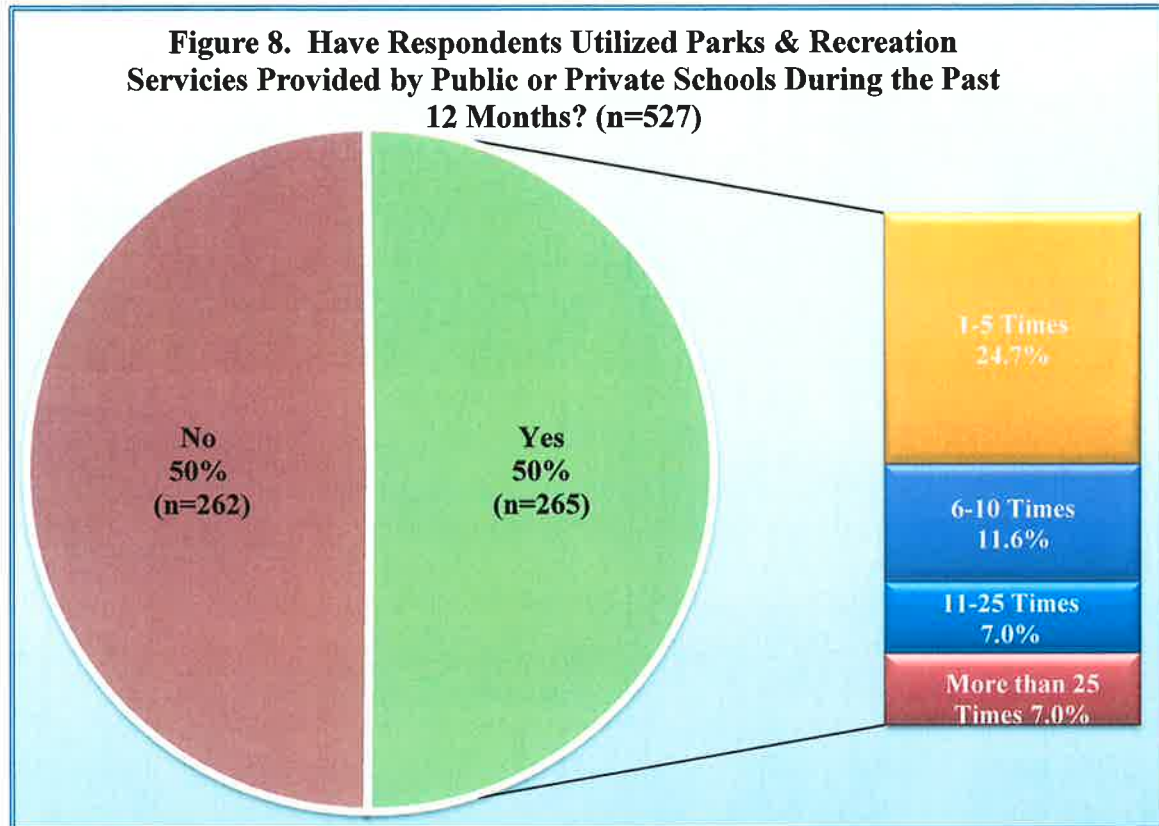


Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district’s 2007 community-wide interest survey and results indicated 46% of the respondents had visited or utilized at least one church affiliated recreation activity within the last 12 months. Taken collectively, the results between the 2007 and 2012 suggest a ~13% decrease in church affiliated recreation activity usage by Frankfort Square Park District residents over the past 5 years.

PUBLIC OR PRIVATE SCHOOL

Respondents were asked, “During a typical year, about how many times do you or members in your household utilize public or private school-based recreation activities for parks and recreation services?” Respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 50% (n=265) of respondents had utilized public or private school-based recreation activities during the past 12 months. Of the 50% who had utilized public or private school-based recreation services, 24.7% utilized them 1-5 times over the past 12 months; 11.6% visited/utilized them 6-10 times; 7.0% visited/utilized 11-25 times, and; 7.0% visited/utilized more than 25 times. Complete results are provided in Figure 8.



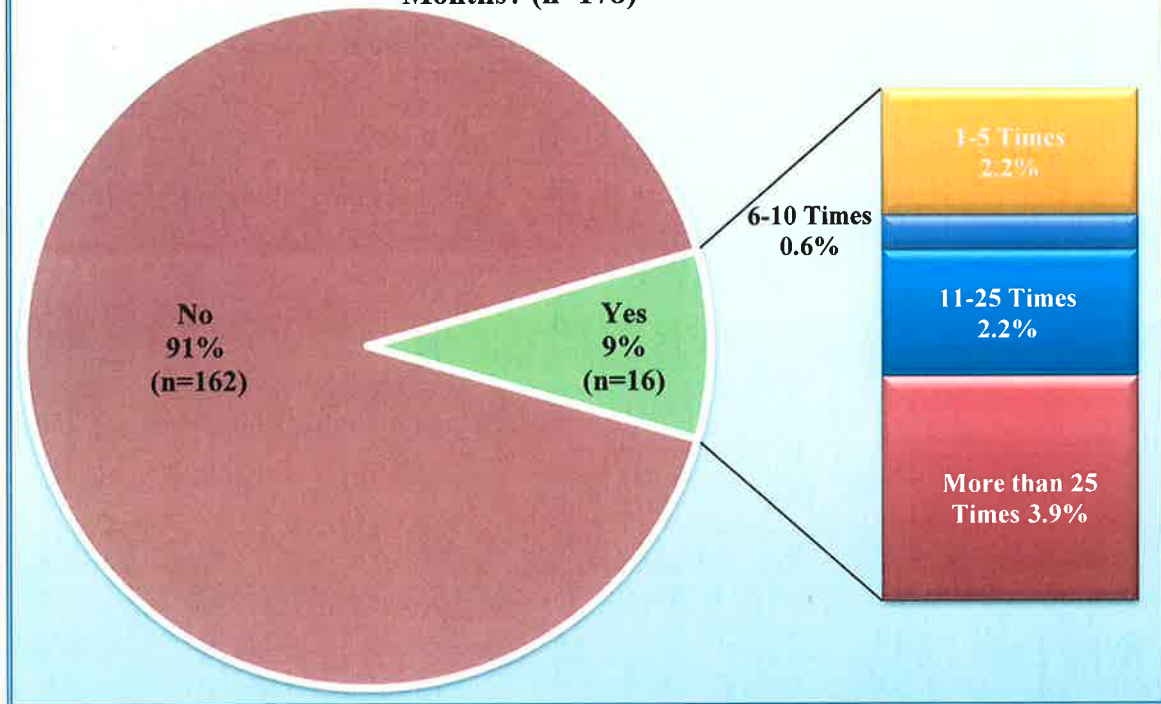
Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

OTHER RECREATION AGENCIES

Respondents were asked, "During a typical year, about how many times do you or members in your household utilize other providers for parks and recreation services?" Respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

The results indicate 9% (n=16) of respondents had utilized other providers for parks and recreation services during the past 12 months. Of the 9% who had utilized other providers, 2.2% utilized them 1-5 times over the past 12 months; 0.6% visited/utilized them 6-10 times; 2.2% visited/utilized 11-25 times; and 3.9% visited/utilized more than 25 times. Complete results are provided in Figure 9.

Figure 9. Have Respondents Utilized Parks & Recreation Services Provided by Other Providers During the Past 12 Months? (n=178)



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

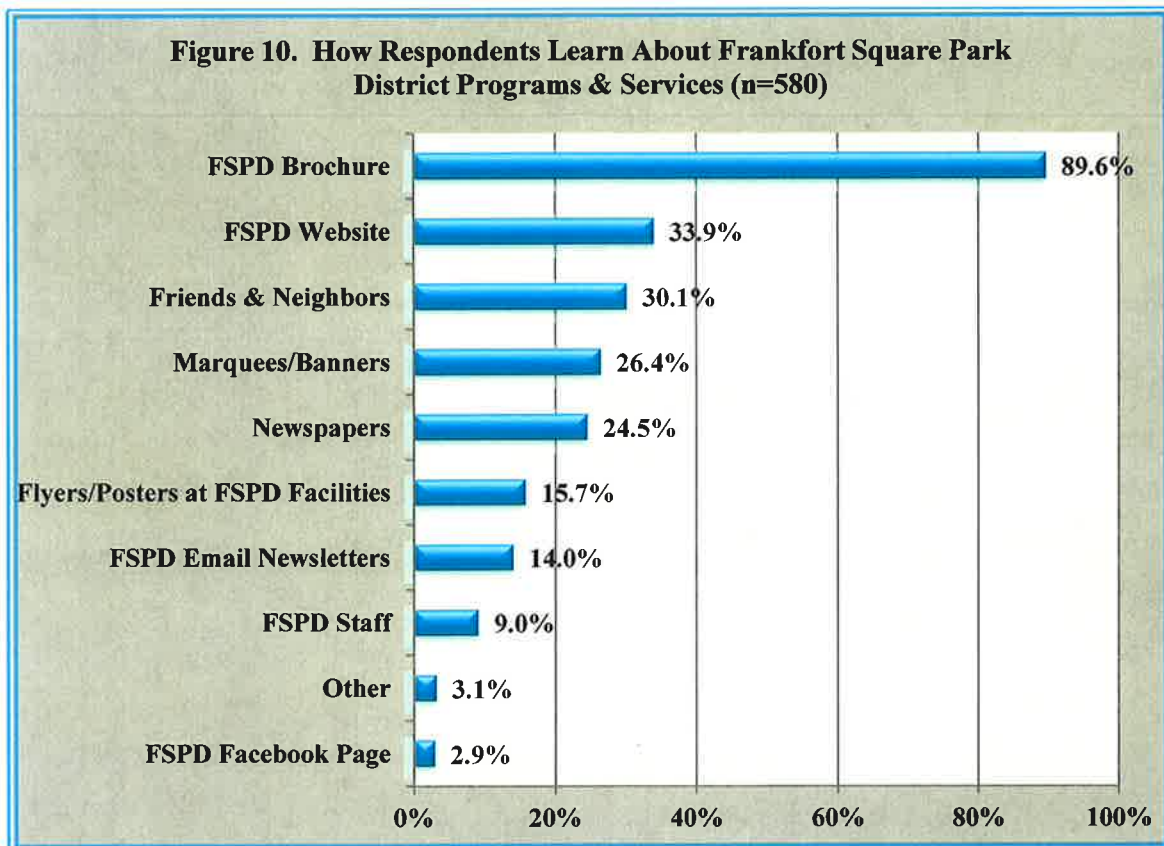
FRANKFORT SQUARE PARK DISTRICT'S MARKETING & PUBLICITY METHODS

Questions 3 and 4 of the recreation attitude and interest survey sought to obtain information regarding household's preferences with the Frankfort Square Park District's marketing and publicity methods. Question 3 asked respondents to identify all the ways they learned about the Frankfort Square Park District's programs and services. Question 4 asked respondents to indicate their preferred method for receiving the district's programming and service brochure. The key findings to these questions are provided in the following sections.

MARKETING AND PUBLICITY PREFERENCES

Respondents were asked, "How have you or members of your household found out about the programs and services offered by the Frankfort Square Park District?" A list of 10 options was provided with respondents being asked to indicate all the ways they have learned about the district's programs and services.

The results indicated almost 90% of respondents utilized the Frankfort Square Park District brochure for learning about the district's recreation programs and services. A significant difference was identified between the most popular marketing method (FSPD brochure) and the other nine options. Complete results are provided in Figure 10.

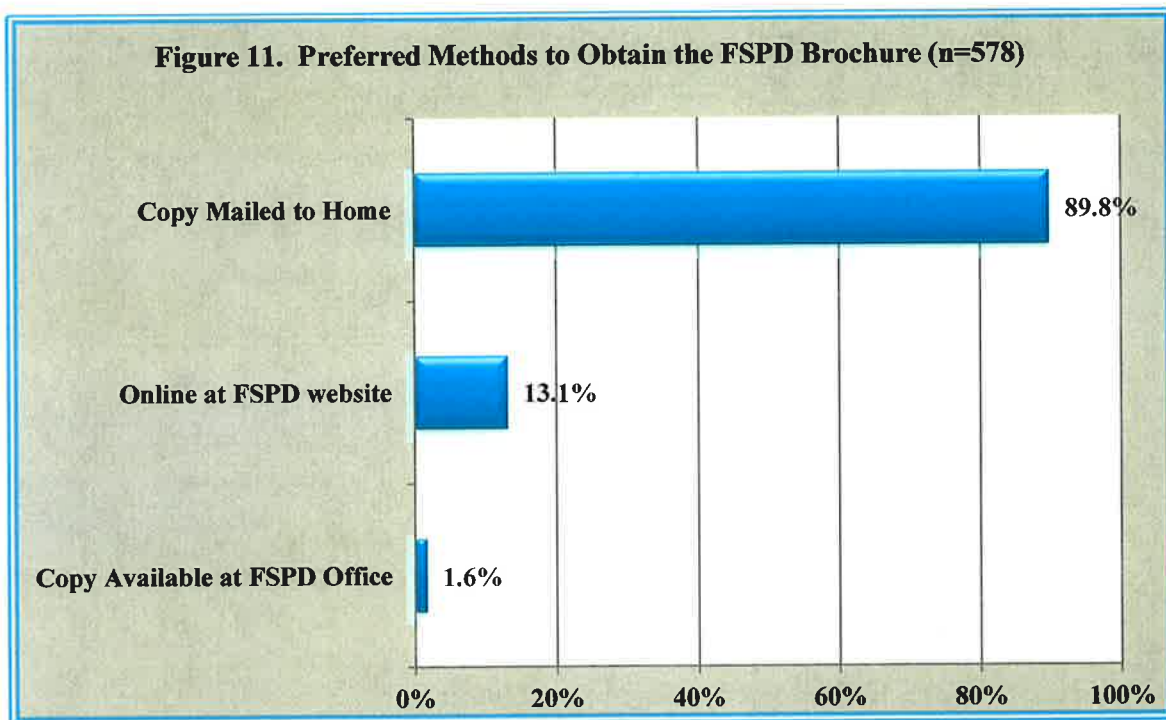


Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district's 2007 community-wide interest survey and results indicated 93% of the respondents utilized the district's brochure to learn about recreation programs and services within the Frankfort Square Park District. Most marketing areas were consistent between the 2007 and 2012 studies with one exception, the Frankfort Square Park District's website. In particular, the utilization of the district's website as a way to learn of recreation programs and services witnessed a significant increase from 15.9% in 2007 to 33.9% in 2012.

BROCHURE ACCESS PREFERENCES

Respondents were asked, "How do you prefer to access brochure information?" A list of 3 options (copy mailed to your home, copy available at Frankfort Square Park District Administrative Office, and online at the Frankfort Square Park District website) was provided with respondents being asked to indicate their household's most preferred option.

The results identified unanimous support for mailing the brochure to the residents' homes. In particular, 89.9% of respondents preferred to have the brochure mailed to their home; only 1.6% preferred to have a copy of the brochure available at the Frankfort Square Park District Administrative Office, and; 13.1% preferred to have a copy of the brochure available at the Frankfort Square Park District's website. Complete results are provided in Figure 11.



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT'S OPERATIONS

Question 5 of the attitude and interests survey examined household's satisfaction with the Frankfort Square Park District's operations. Eight items assessed respondents' satisfaction with the general operations of the district; twenty-three items assessed respondents' satisfaction with existing park areas and facilities; six items assessed respondents' satisfaction with the district's maintenance; and eight items assessed respondents' satisfaction with the district's personnel. The following sections summarize key findings.

GENERAL SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT

Eight items from question 5 were used to assess households' overall satisfaction with the Frankfort Square Park District's operations. Respondents rated each item on a 5-point satisfaction scale (1 = very unsatisfied, 2 = unsatisfied, 3 = satisfied, 4 = very satisfied, and 5 = don't use/don't know). In an effort to accurately represent households' satisfaction levels for each item, the "don't use/don't know" responses were removed from subsequent analysis. For example, within the item, "Courtesy and helpfulness of the FSPD staff", 134 respondents selected "don't use/don't know". These 134 respondents were removed from the frequency analysis (for this item only) resulting in a sample size of 438 for this particular item. Before examining the data for the next item, the 134 respondents were re-integrated back into the study sample. This process was repeated for each of the eight items.

The findings identified +90% satisfaction levels (satisfied or very satisfied) for five of the eight items. Two of the items, "Level of safety at the FSPD parks, facilities, and programs" and "Courtesy and helpfulness of FSPD staff", received satisfaction ratings of +95%. Complete results are provided in Figures 12 & 13.

Figure 12. General Satisfaction w/the FSPD's Operations

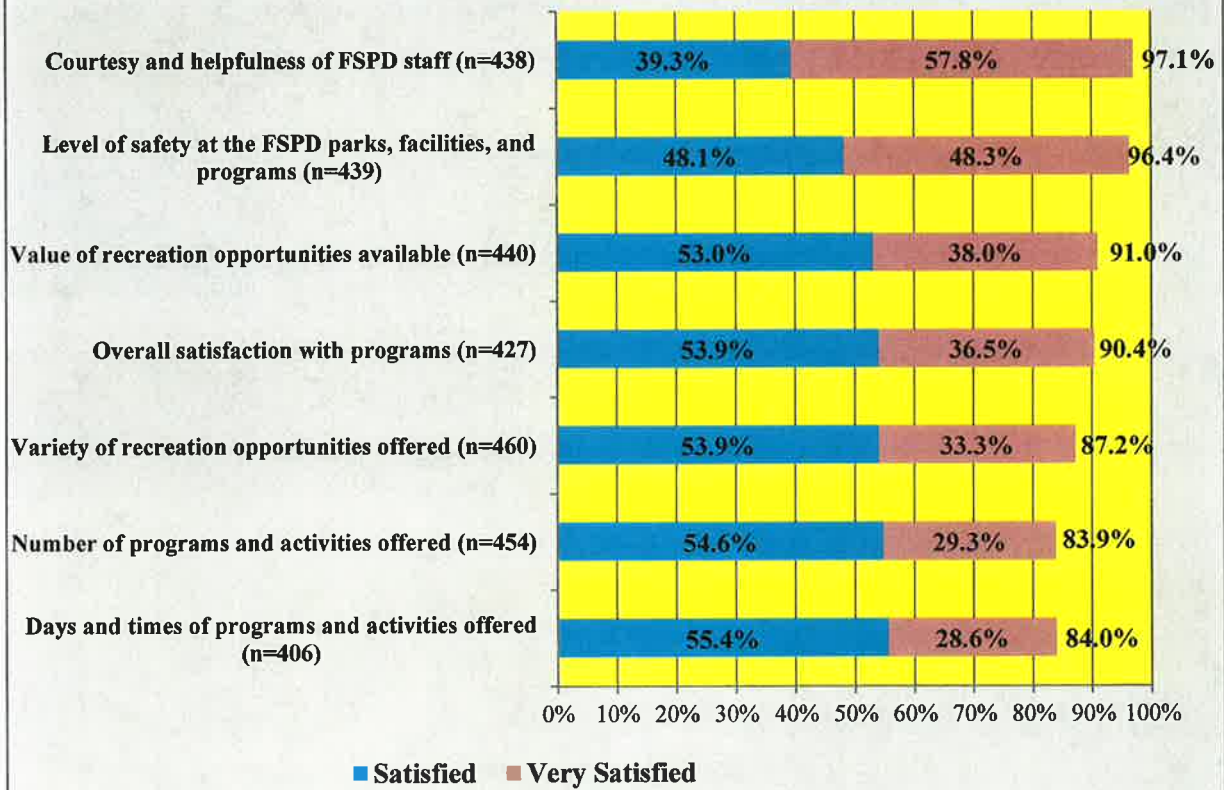
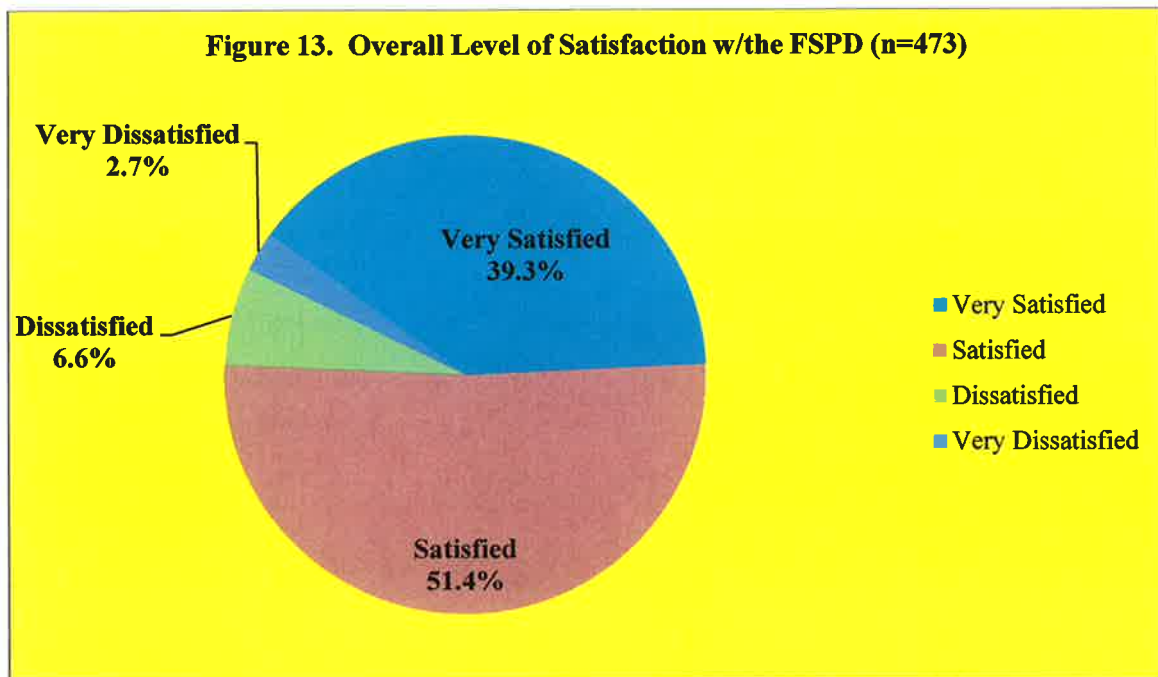


Figure 13. Overall Level of Satisfaction w/the FSPD (n=473)



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. Three of the eight items were also asked on the district's 2007 community-wide interest survey: "Overall satisfaction with programs", "Number of programs and activities offered", and "Overall level of satisfaction with the FSPD". Taken collectively, the results of the three items between the 2007 and 2012 studies were very consistent with less than 2% differences between each item from 2007 and 2012. These findings suggest consistency in residents' general satisfaction levels over the past 5 years.

SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT FACILITIES AND PARK AREAS

Twenty-three items from question 5 were used to assess respondents' satisfaction with existing park areas and facilities. Respondents rated each item on a 5-point satisfaction scale (1 = very unsatisfied, 2 = unsatisfied, 3 = satisfied, 4 = very satisfied, and 5 = don't use/don't know). In an effort to accurately represent households' satisfaction levels for each item, the "don't use/don't know" responses were removed from subsequent analysis. For example, within the item, "Golf course", 305 respondents selected "don't use/don't know". These 305 respondents were removed from the frequency analysis (for this item only) resulting in a sample size of 258 for this particular item. Before examining the data for the next item, the 305 respondents were re-integrated back into the study sample. This process was repeated for each of the twenty-three items.

The findings identified all but three facilities and/or park areas (tennis courts, basketball courts, and softball fields) received ~90% (or higher) satisfaction levels (satisfied or very satisfied). 94.5% of the respondents expressed an overall satisfaction (satisfied or very satisfied) with the Frankfort Square Park District's facilities and park areas. Complete results are provided in Figures 14 & 15.

Figure 14. Satisfaction w/the FSPD's Facilities & Park Areas

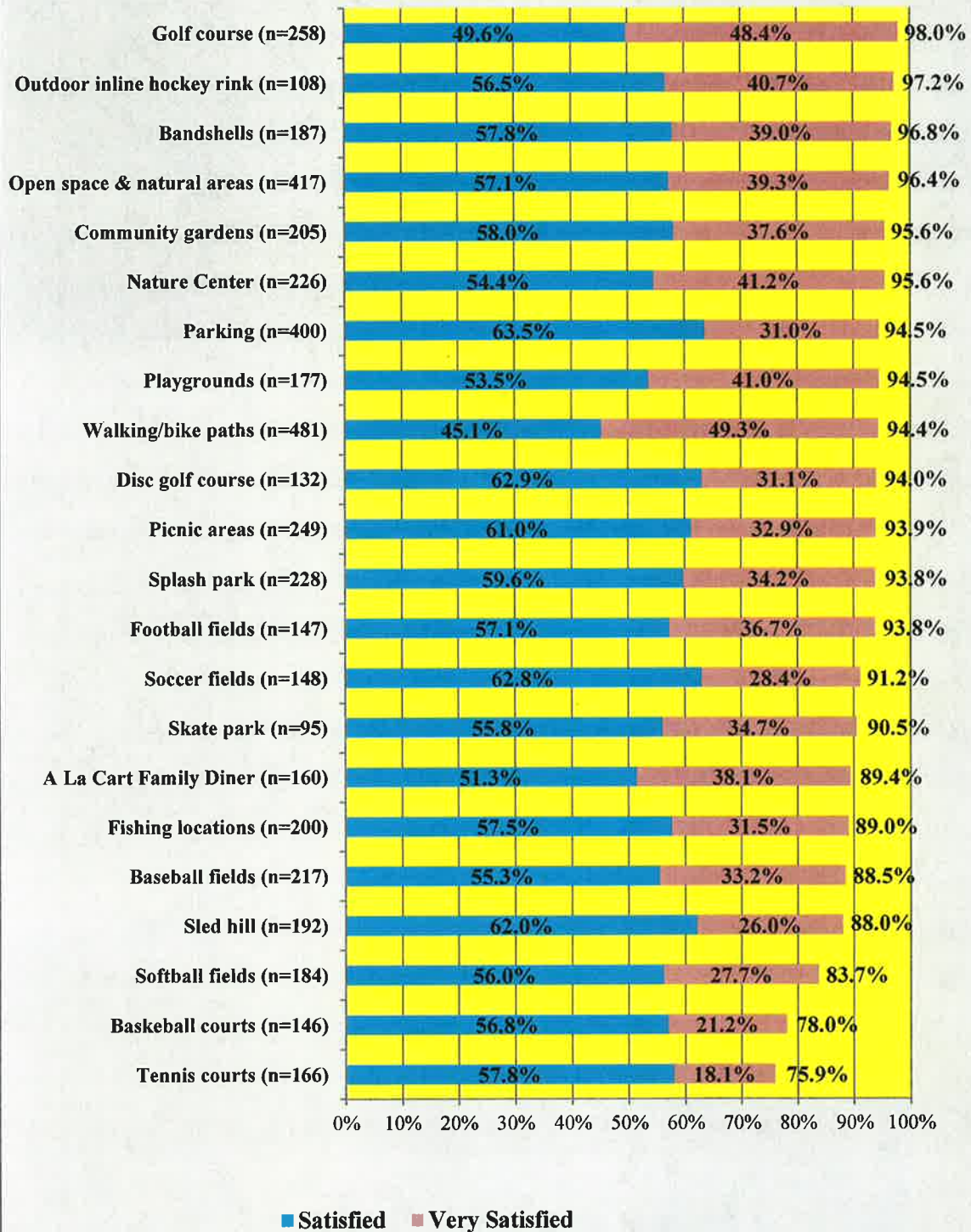


Figure 15. Overall Level of Satisfaction w/the FSPD's Facilities & Park Areas (n=341)



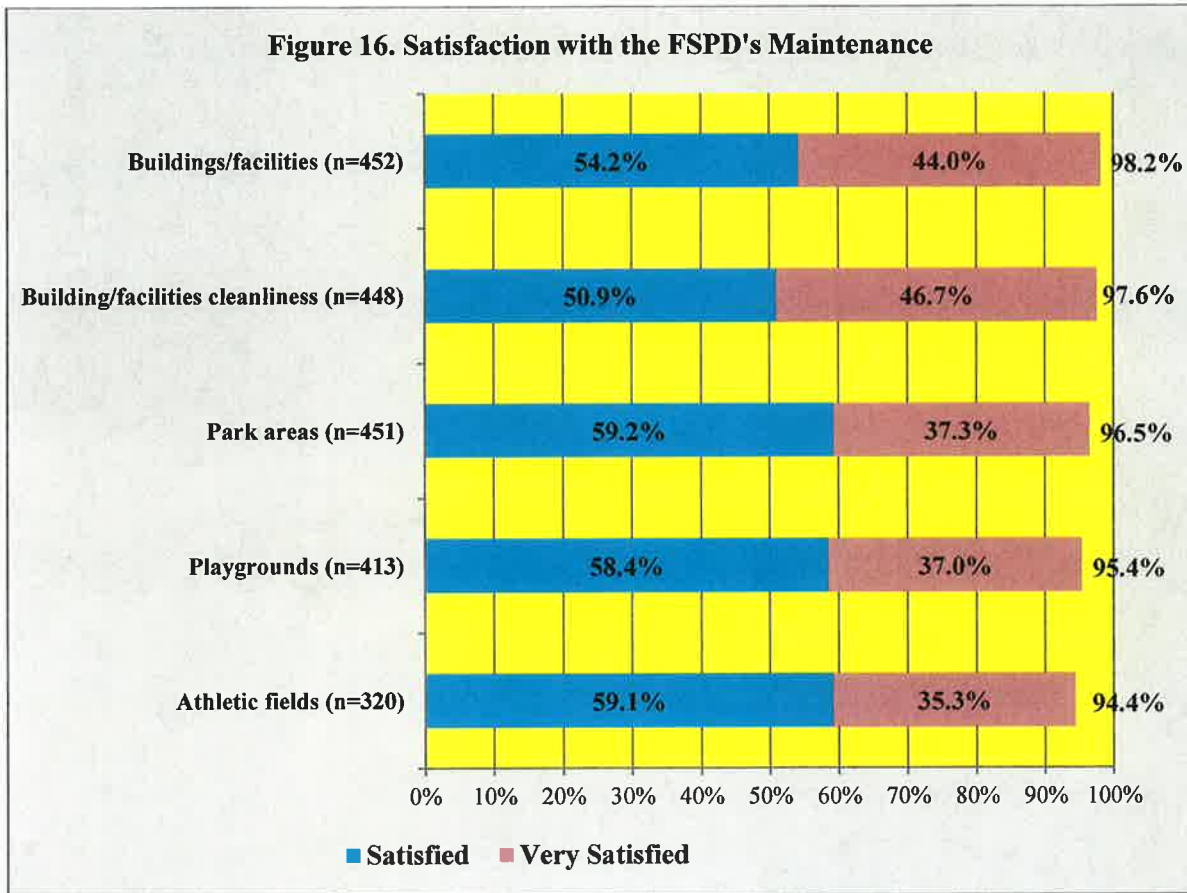
Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. Several of the twenty-three items were also asked on the district's 2007 community-wide interest survey. Individual facility/park area comparisons between the 2007 and 2012 survey indicated moderate consistency with the largest satisfaction level differences occurring within basketball courts (~10% decrease in satisfaction ratings from 2007 to 2012), tennis courts (7.3% decrease from 2007 to 2012), and softball fields (6.3% decrease from 2007 to 2012). However, taken collectively, these findings suggest consistency in residents' facility and park area satisfaction levels over the past 5 years.

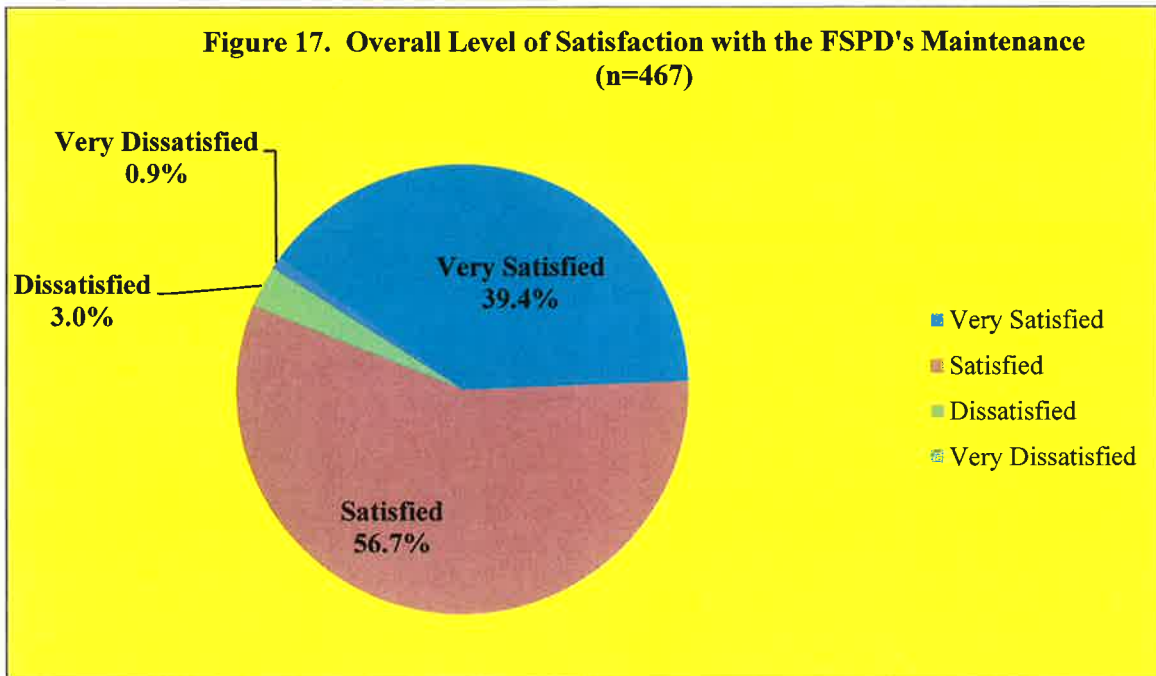
SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT MAINTENANCE

Six items from question 5 were used to assess households' satisfaction with the district's maintenance. Respondents rated each item on a 5-point satisfaction scale (1 = very unsatisfied, 2 = unsatisfied, 3 = satisfied, 4 = very satisfied, and 5 = don't use/don't know). In an effort to accurately represent households' satisfaction levels for each item, the "don't use/don't know" responses were removed from subsequent analysis. For example, within the item, "Buildings/facilities", 119 respondents selected "don't use/don't know". These 119 respondents were removed from the frequency analysis (for this item only) resulting in a sample size of 452 for this particular item. Before examining the data for the next item, the 119 respondents were re-integrated back into the study sample. This process was repeated for each of the eight items.

Over 90% of households are satisfied or very satisfied with the Frankfort Square Park District's maintenance program. Specifically, the findings identified nearly 95% or higher satisfaction levels (satisfied or very satisfied) for each of the individual items.

96.1% of the respondents expressed an overall satisfaction (satisfied or very satisfied) with the Frankfort Square Park District's maintenance. Complete results are provided in Figures 16 & 17.





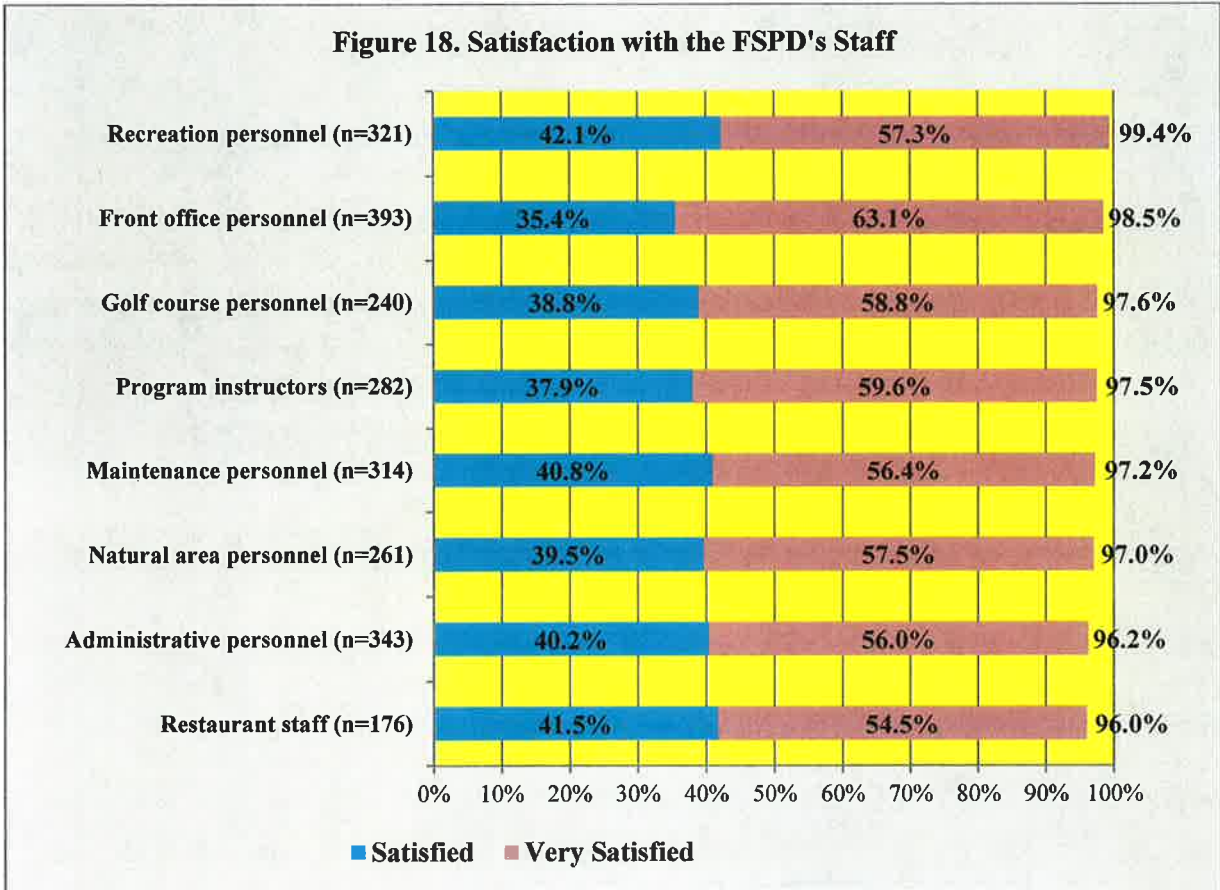
Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. Two of the six items were also asked on the district's 2007 community-wide interest survey: "Building/facilities" and "Athletic fields". Taken collectively, the results of the three items between the 2007 and 2012 studies were very consistent with a 1.9% increase in satisfaction levels of "Buildings/facilities" from 2007 to 2012 and a 0.3% increase in satisfaction levels of "Athletic fields" from 2007 to 2012.

SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT PERSONNEL

Eight items from question 5 were used to assess household satisfaction with the park district staff. Respondents rated each item on a 5-point satisfaction scale (1 = very unsatisfied, 2 = unsatisfied, 3 = satisfied, 4 = very satisfied, and 5 = don't use/don't know). In an effort to accurately represent households' satisfaction levels for each item, the "don't use/don't know" responses were removed from subsequent analysis. For example, within the item, "Recreation personnel", 237 respondents selected "don't use/don't know". These 237 respondents were removed from the frequency analysis (for this item only) resulting in a sample size of 321 for this particular item. Before examining the data for the next item, the 237 respondents were re-integrated back into the study sample. This process was repeated for each of the eight items.

Over 95% of households are satisfied or very satisfied with the Frankfort Square Park District's personnel. Specifically, the findings identified nearly 95% or higher

satisfaction levels (satisfied or very satisfied) for each of the individual items. Complete results are provided in Figure 18.



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. Six of the eight items were also asked on the district's 2007 community-wide interest survey: "Recreation personnel", "Front office personnel", "Golf course personnel", "Program instructors", "Maintenance personnel", and "Administrative personnel". Taken collectively, the results of the six items between the 2007 and 2012 studies were very consistent with less than 1% increase/decrease within each staff area from 2007 to 2012. These findings suggest consistency in residents' attitudes toward the Frankfort Square Park District's personnel over the past 5 years.

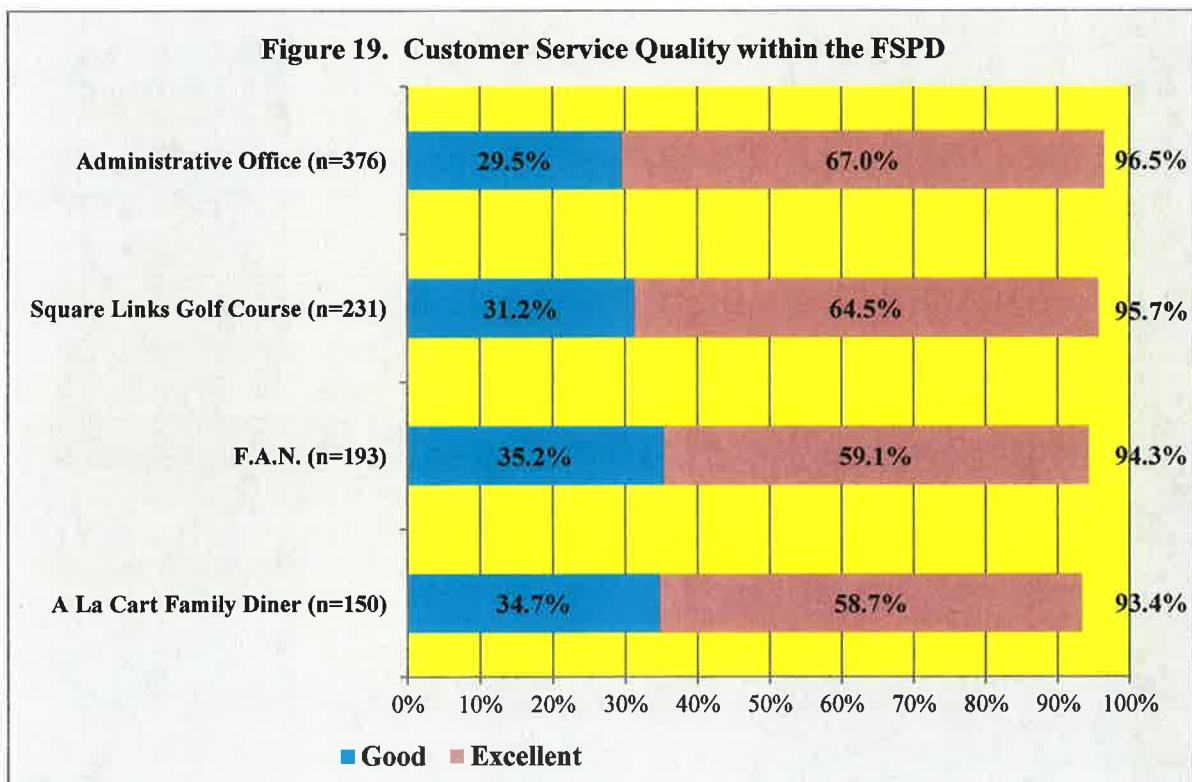
CUSTOMER SERVICE AND EFFECTIVENESS WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Questions 6 & 7 of the attitude and interests survey examined household perception of customer service and operational effectiveness within the Frankfort Square Park District’s operations. Four items were developed to assess the customer service levels within the district and eleven items assessed the Frankfort Square Park District’s effectiveness. The following sections summarize key findings.

CUSTOMER SERVICE WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Respondents were asked to rate the quality of customer service within four areas of the Frankfort Square Park District: The Administrative Office, Square Links Golf Course, F.A.N., and the A La Cart Family Diner. To assess customer service quality, respondents were asked to “Rank the quality of customer service within each Frankfort Square Park District facility area.” Respondents rated the quality of customer service on a 5-point service quality scale (0 = don’t use, 1 = poor, 2 = fair, 3 = good, and 4 = excellent). In an effort to accurately represent the households’ perceived customer service levels for each area, the “don’t use/don’t know” responses were removed from subsequent analysis.

Of those respondents who had visited a Park District facility area, a very strong majority of households (+93%) felt the quality of customer service was excellent or good. Complete results are provided in Figure 19.



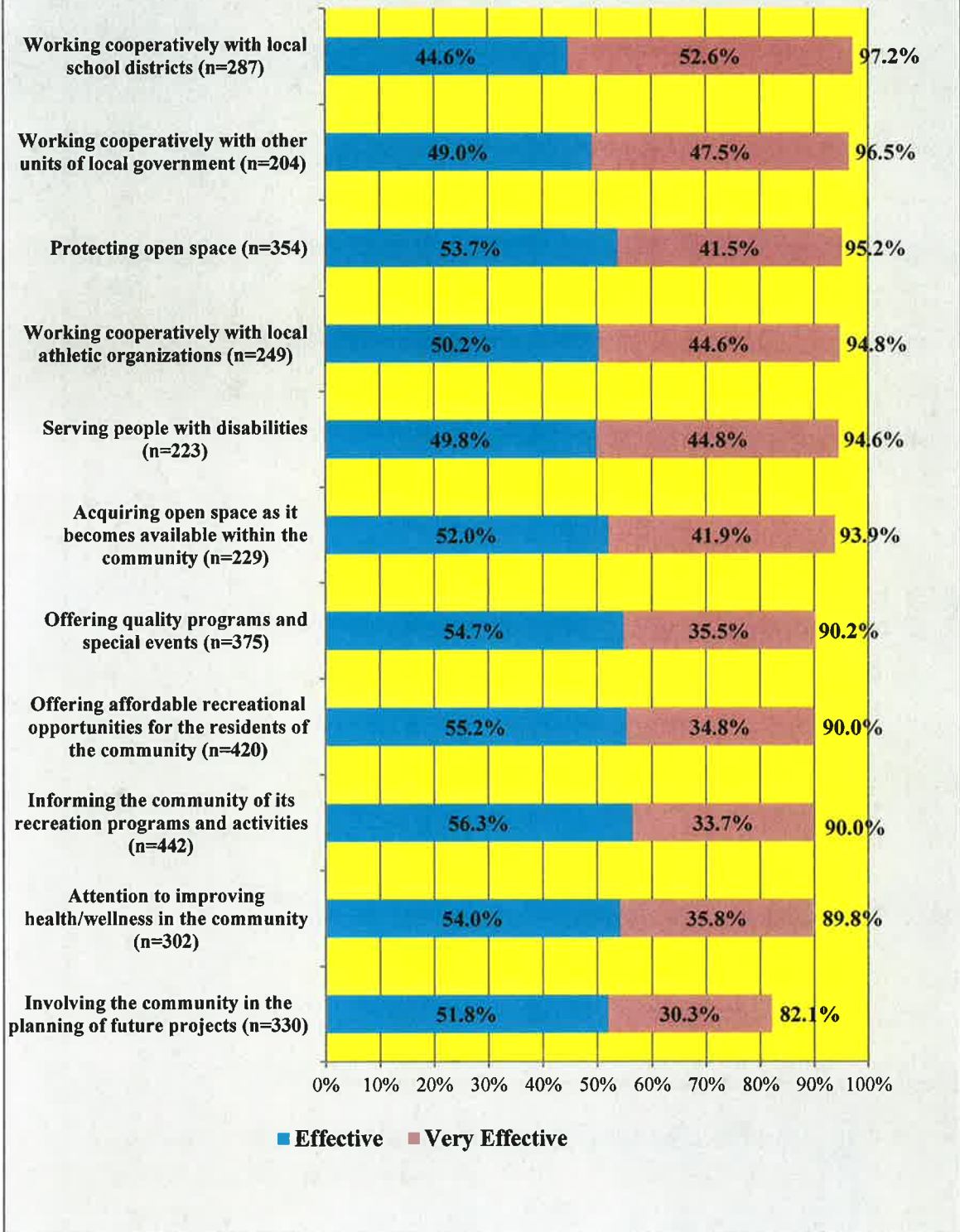
Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

EFFECTIVENESS OF THE FRANKFORT SQUARE PARK DISTRICT

Respondents were asked to rate the effectiveness of the Frankfort Square Park District in key areas of operation. Specifically, respondents were asked, "How effective is the Frankfort Square Park District as it relates to:". Respondents rated the District's effectiveness on a 5-point effectiveness scale (0 = don't know, 1 = very ineffective, 2 = ineffective, 3 = effective, and 4 = very effective). In an effort to accurately represent the households' perceptions of effectiveness for each item, the "don't use/don't know" responses were removed from subsequent analysis.

Two areas receiving the highest effectiveness ratings were "Working cooperatively with local school districts" (97.2%) and "Working cooperatively with other units of local government" (96.5%). Complete results are provided in Figure 20.

Figure 20. Perceived Effectiveness of the FSPD

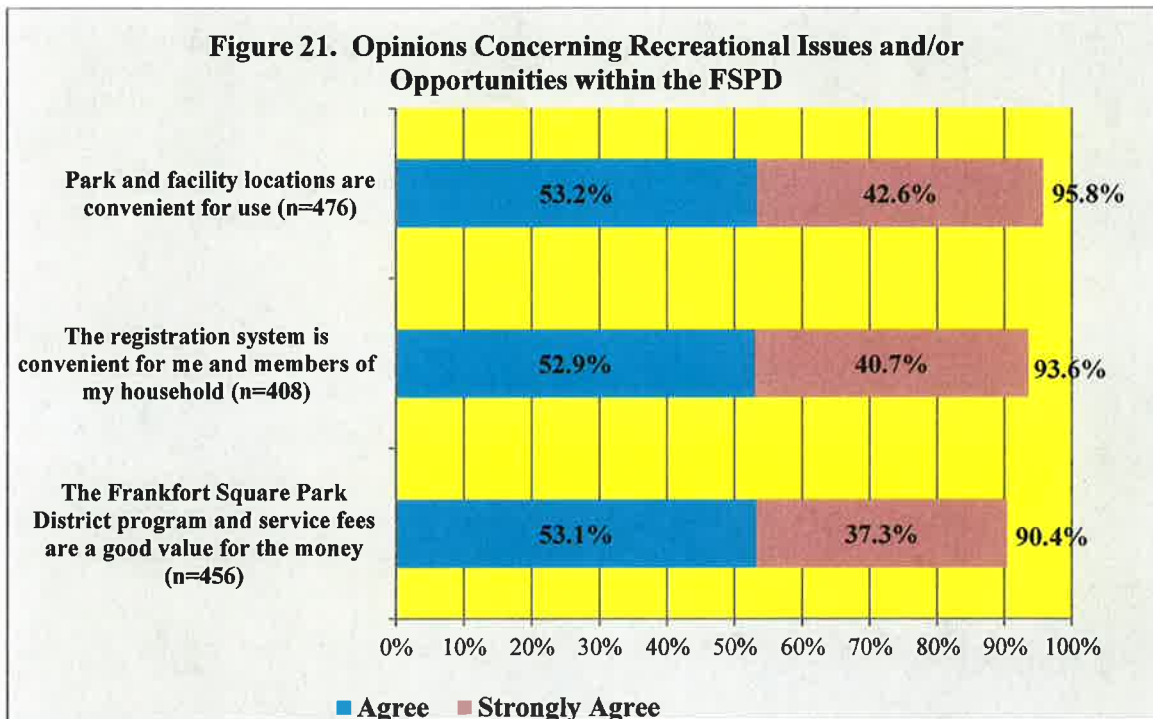


Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

OPINIONS CONCERNING RECREATIONAL ISSUES & OPPORTUNITIES WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Question 8 of the attitude and interests survey asked respondents for their “opinion concerning the recreational issues and opportunities within the Frankfort Square Park District.” Respondents were presented with three issues and/or opportunities and asked to indicate their level of agreement with each statement. Respondents rated each issue and/or opportunity on a 5-point agreement scale (0 = don’t use/no opinion, 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree). In an effort to accurately represent the households’ perceptions of effectiveness for each item, the “don’t use/don’t know” responses were removed from subsequent analysis.

90.4% of the respondents agreed or strongly agreed that the Frankfort Square Park District program and service fees are a good value for the money. Almost 95% of respondents agreed (or strongly agreed) the registration system is convenient for their household (93.6%) and the park and facility locations are convenient for use (95.8%). Complete results are available in Figure 21.



Comparison to Frankfort Square Park District’s 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District’s 2007 community-wide interest survey making comparative data unavailable.

FUTURE RECREATION FACILITY & PROGRAM NEEDS

Questions 9 and 10 on the attitude and interests survey asked households to identify and prioritize recreation facility needs (question 9) and program needs (question 10) within the Frankfort Square Park District. Respondents were asked to select from a list of 28 various park and recreation facilities and identify which ones were of need to their household. Specifically, respondents were asked to rank the top four facilities they felt were the most needed for their household.

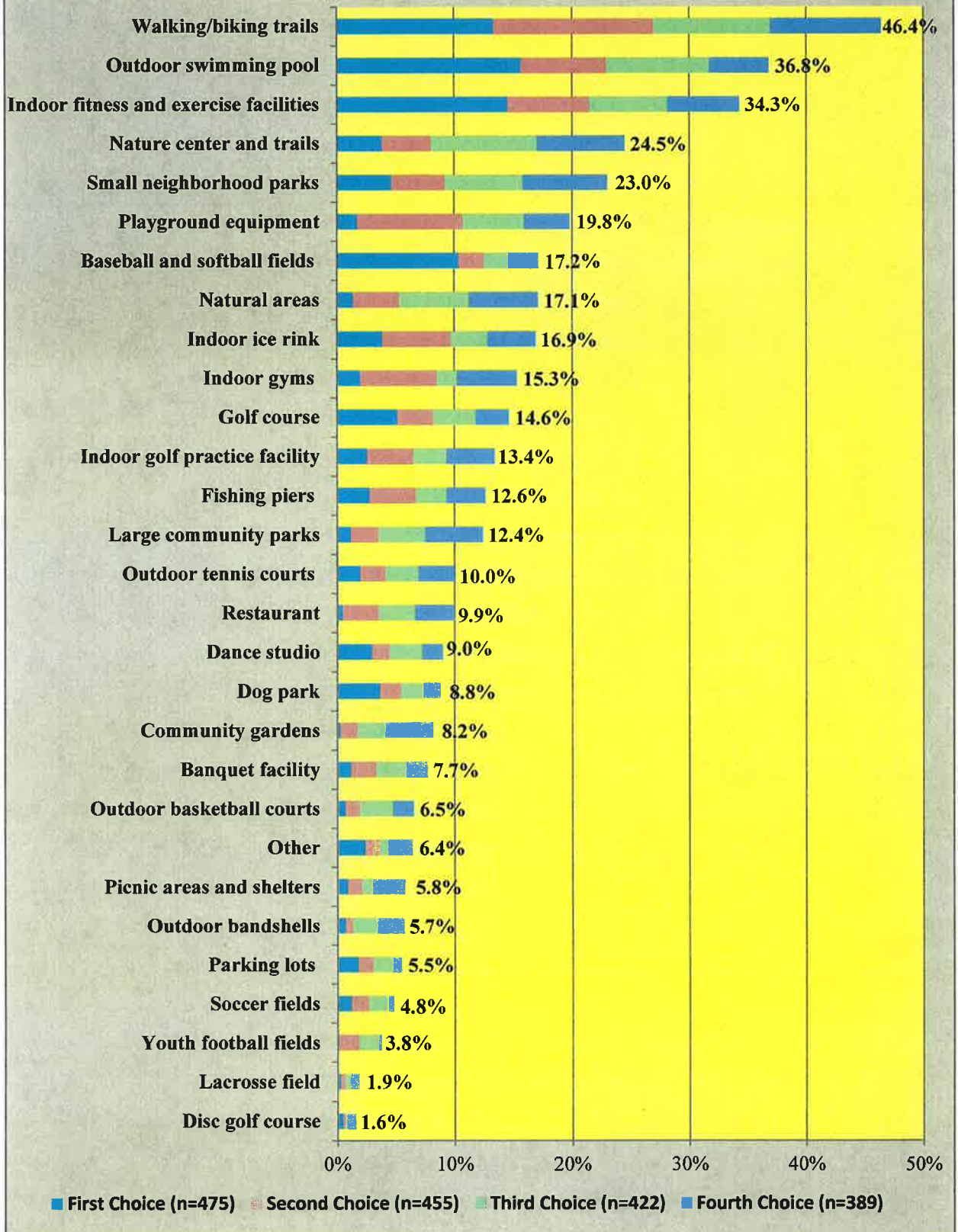
Respondents were asked to select from a list of 23 programs and identify the programs of need to their household. Then the respondents were asked to rank these top four programs according to their perceived level of need to the household. The following sections summarize the key findings:

FUTURE RECREATION FACILITY NEEDS

46.4% of the respondents identified walking/biking trails as their household's first, second, third, or fourth choice for a new/expanded recreation facility in the Frankfort Square Park District. An outdoor swimming pool was next with 36.8% followed by indoor fitness and exercise facilities (34.3%) and nature center and trails (24.5%). Complete aggregate results are provided in Figure 22.

Figure 22. Future Recreation Facility Needs - Aggregate Summary

% of respondents selecting facility as household's 1st, 2nd, 3rd, or 4th choice



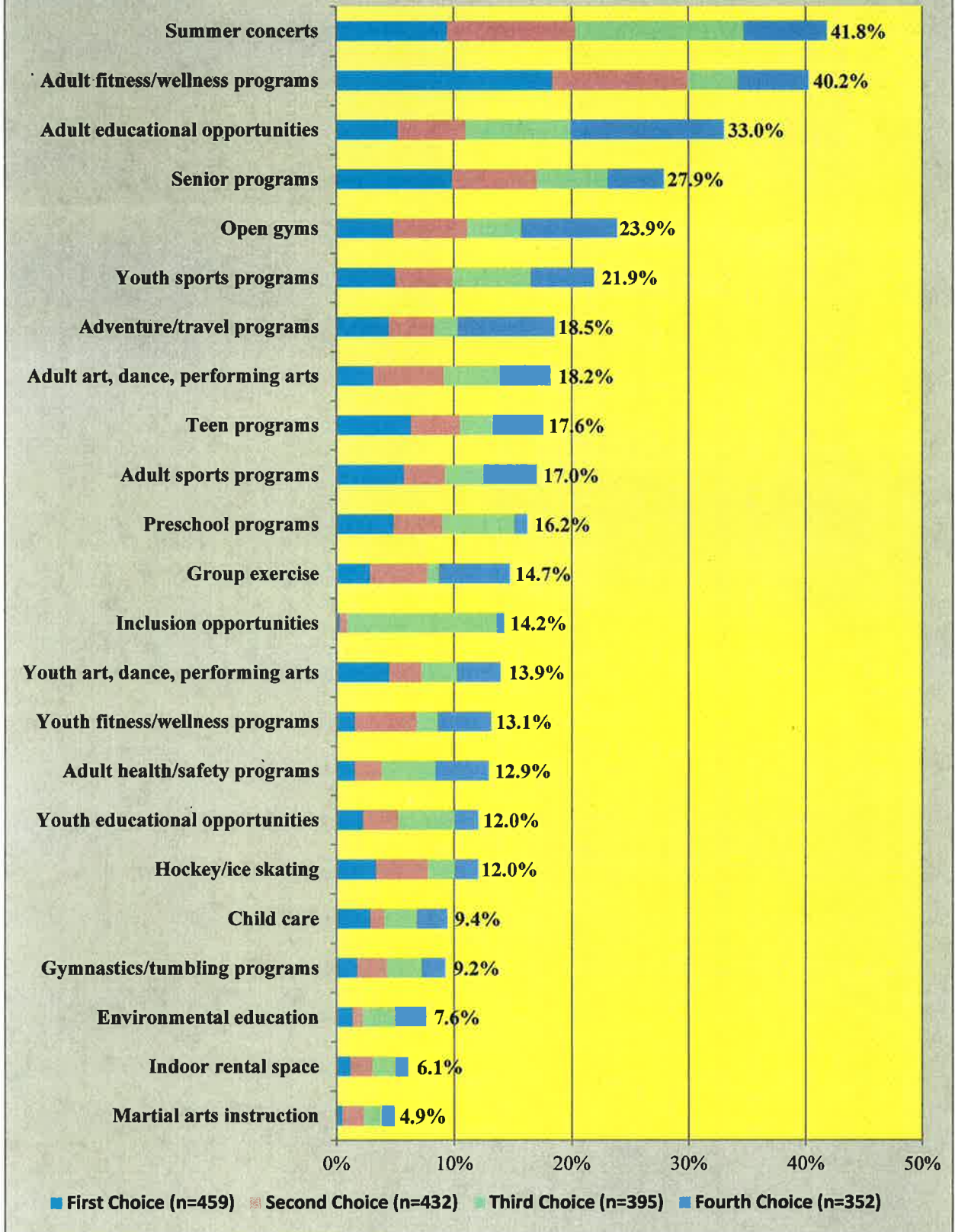
Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district's 2007 community-wide interest survey. The top four facility choices in 2007 were walking/bike trails (52.9%), indoor fitness and exercise facilities (44.9%), an outdoor swimming pool (41.6%), and nature center and trails (28.5%). The 2007 findings appear very consistent with the 2012 findings with the same four facility areas identified as the most desired areas of development within the Frankfort Square Park District over the past 5 years.

FUTURE RECREATION PROGRAM NEEDS

Over 40% of the respondents identified summer concerts (41.8%) as their household's first, second, third, or fourth choice for a new/expanded recreation program in the Frankfort Square Park District. Adult fitness/wellness programs were next (40.2%) followed by adult educational opportunities (33.0%) and senior programs (27.9%). Complete aggregate results are provided in Figure 23.

Figure 23. Future Recreation Program Needs - Aggregate Summary

% of respondents selecting program as household's 1st, 2nd, 3rd, or 4th choice



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was also asked on the district's 2007 community-wide interest survey. The top four programming choices in 2007 were adult fitness/wellness programs (63.9%), water fitness programs (34.5%), adult educational opportunities (32.4%), and senior programs (27.9%). "Summer concerts" was not a programming option for respondents to select in the 2007 study. However, a line item, "special events" was provided with 24.2% of households identifying it as their 1st, 2nd, 3rd, or 4th choice. Taken collectively, the 2007 and 2012 findings appear to have some consistency with three of the top four programming areas (adult fitness/wellness programs, adult educational opportunities, and senior programs) remaining popular areas for program development over the past 5 years. The 2012 findings also suggest special events such as summer concerts appear to be quickly gaining popularity among the residents.

NARRATIVE FEEDBACK REGARDING FUTURE PROGRAMMING AND/OR FACILITY NEEDS

In addition to the list of twenty-eight (28) facility areas and twenty-three (23) programs, respondents were provided an opportunity to provide narrative comments/feedback regarding future facility and/or programming needs within the Frankfort Square Park District. Specifically, question 11 of the attitude and interests survey asked, "Are there programs/facilities NOT LISTED above that you would like the Frankfort Square Park District to offer for you or members of your household? If so, please list here:"

The open ended question yielded a total of 97 facility and programming recommendations. Subsequent analyses identified recommendations for 73 programming improvements and 24 facility areas. Complete results of the 97 recommendations/feedback are provided in the following sections:

Narrative Feedback Regarding Future Programming Needs. 73 respondents identified a variety of programming needs for the Frankfort Square Park District. The complete list is provided below (In an effort to avoid misrepresenting the respondents' views, the comments have been checked for spelling but no additional copy editing has been performed):

- Activities/programs for autistic and disabled children and adults
- Adult floor hockey
- Adult sewing classes, computer classes
- Adult walking groups, trips to local events
- Adult wind ensemble or jazz band
- Adults programs in general
- After school/volunteering/community service for tweens/teens- in conjunction with PAWS, shelters, food drives, etc.
- Arts and crafts
- Arts/drawing/painting for kids

- Bilingual education/ Spanish for grammar school kids and adults. CPR for kids and adults
- Bingo
- Cake decorating - tole painting
- Classes for seniors- crocheting, quilting, sewing, exercise for seniors
- Classes need pizzazz
- Climbing class for 0-4 (Example: Lockport PD)
- Cooking Classes for adults & kids
- Couples golf league
- Day trips or excursions
- Deer hunting
- Drawing classes during regular season (not summer)
- Duathlon
- Eliminate the Lincoln Way North homecoming parade!
- Everything ok
- Family activities, performances, programs
- Fishing derby
- Floor hockey league- not just instructional
- Game night, board & card games
- I have no comment because I feel there is plenty of options no complaints
- I know several members of the community that would be interested in an adult photography class :)
- I would like tennis leagues
- I would like to see a lot more senior programs day/night offered.
- In general the offerings and facilities are great. I would like to see myself of park district programs more often. However it seems as if few classes are offered in the evening. I want to take yoga and aerobics classes
- Infant programs that begin after 5pm for working moms
- Jazzercise or aerobics
- Kids karate with belt levels
- Knitting classes
- Major concerts such as what New Lenox has done the past 3 yrs. for its residents (Heart, Southerners, Cheap Trick) or like what Frankfort does with its Sunday night Briend free concerts - family entertainment night
- More adult crafts like clothes transfers, stain glass, decorating classes
- More adult program
- More adult programs
- More evening programs for preschool-aged kids
- More open swim
- More open swim, patrol walk paths
- More outdoor fitness programs (i.e. boot camp)
- More senior programs
- Morning hours on the weekend for LWN track
- Music lessons, group or private

- Music programs- fine art programs for 6-15 year olds
- Musical program
- Need more adult programs
- One day bus trips for adults
- Open gyms with basketball & volleyball
- Programs for 3 year olds sports
- Running club
- Self defense classes, jazzercise classes
- Senior trips
- Senior volleyball
- Softball leagues
- Some programs need larger size so there is no waiting list
- Step or zumba classes in pm
- Summer swim lessons for kids!!
- Toddler programs
- Toddler programs
- Very limited kids programs - noticeably baby to toddler; fitness classes for adults; summer events
- Volleyball programming/leagues--youth/adult
- Walking and/or light exercise for seniors
- When my child was a young teen there were very few programs offered for teens
- Would like a map sent out of all areas to utilize with a wheelchair
- Yoga/adult dance
- Youth baseball/tee ball for ages 5 and up
- Youth dances - junior high
- Youth foreign language classes- Frankfort P.D. & Tinley P.D. has these
- Zumba, day trips to places, movie in the park

Narrative Feedback Regarding Future Facility Needs. 24 respondents identified several facility needs for the Frankfort Square Park District. The complete list is provided below (In an effort to avoid misrepresenting the respondents' views, the comments have been checked for spelling but no additional copy editing has been performed):

- Adult fitness center 18 or older
- Community outdoor pool
- Dog park
- Dog park - water in park area not outside
- Golf, indoor pistol range
- Indoor dog walking/playing area for winter and summer days that are too hot/rainy etc.
- Indoor racquet club
- Indoor walking facility w/ gym like the Oaks in Mokena

- Indoor walking trail for people with breathing disorders and have trouble walking
- Indoor walking/exercise equip that can be used during day
- Indoor water park/fitness center
- Lincoln Way North Fieldhouse. 2 to 4 hours a week for rental.
- More tennis opportunities for children and adults. A backboard for tennis at courts on north ave.
- Outdoor pool
- Outdoor pool - water park
- Outdoor pool/waterpark/ice-skating/roller-skating
- Outdoor tennis courts
- Public pool
- Recreation Center
- Tear down the buildings and return the land to its original state.
- Water park for people older than 3
- Water park/pool
- Workout center/lap walking - too often not available had to join health club
- Yucca, adults volleyball sand courts, & gym

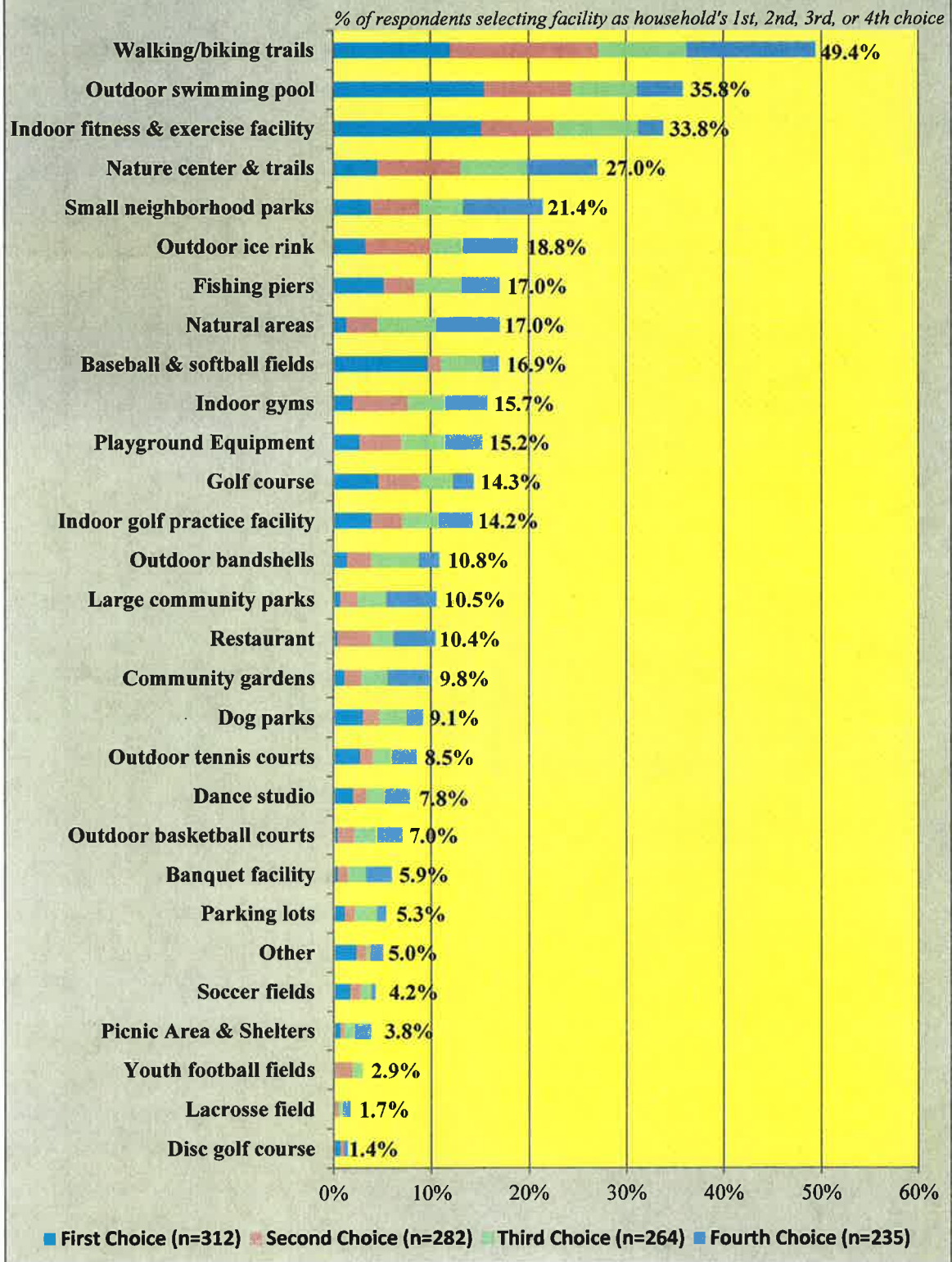
RANKING & FINANCIAL SUPPORT FOR FACILITY DEVELOPMENT WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Question 12 of the attitude and interests survey asked respondents to rank the top four development and expansion projects and indicate the level of financial support their household would be willing to provide. A list of 28 facility areas/projects was provided. Respondents were first asked to rank their top four facility areas/projects they would like to see developed or expanded. Next, respondents were asked to indicate their level of financial support for each of the four facility areas/projects using the following scale: 1 = \$5-\$20, 2 = \$21-\$50, 3 = \$51-\$75, and 4 = \$76-\$100. An additional checkbox was also provided for respondents to select the statement, "Please check here if you are unable to financially support any development or expansion projects."

RANKING OF FACILITY DEVELOPMENT/EXPANSION PROJECTS

Nearly identical to question 9, almost 50% (49.4%) of the respondents ranked walking/biking trails as their household's first, second, third, or fourth choice for a new/expanded recreation facility in the Frankfort Square Park District. An outdoor swimming pool was next (35.8%) followed by indoor fitness and exercise facilities (33.8%) and nature center and trails (27.0%). Complete aggregate results are provided in Figure 24.

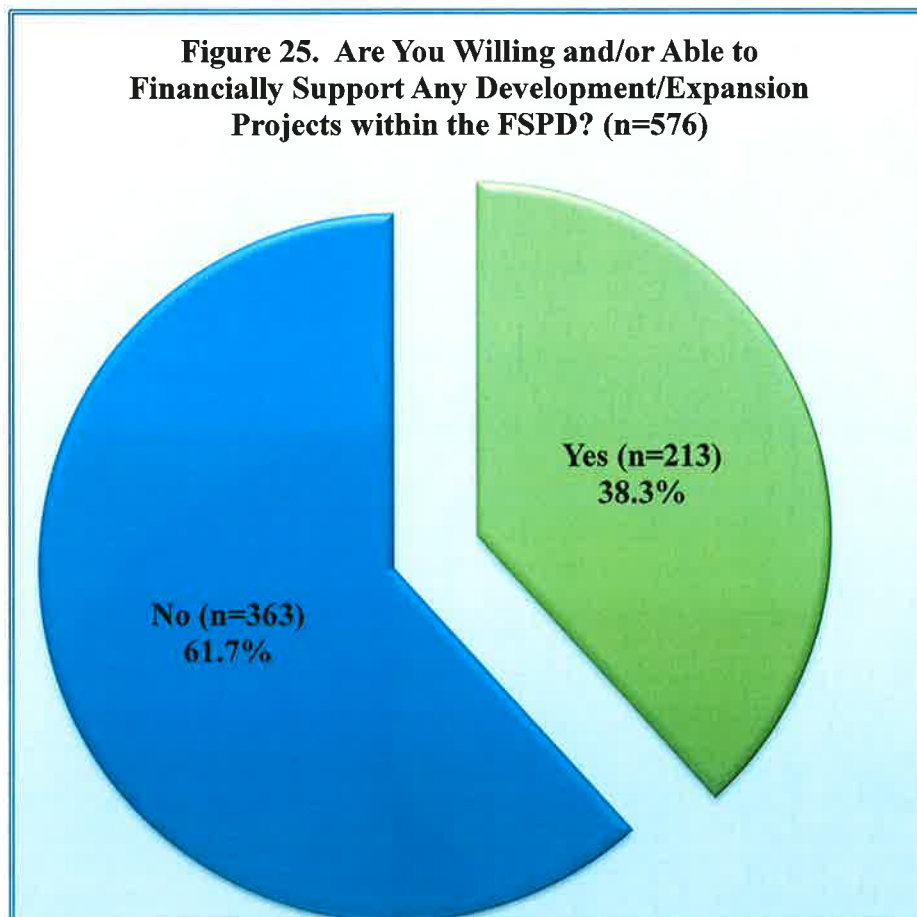
Figure 24. Future Recreation Facility Needs - Ranked Choices



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

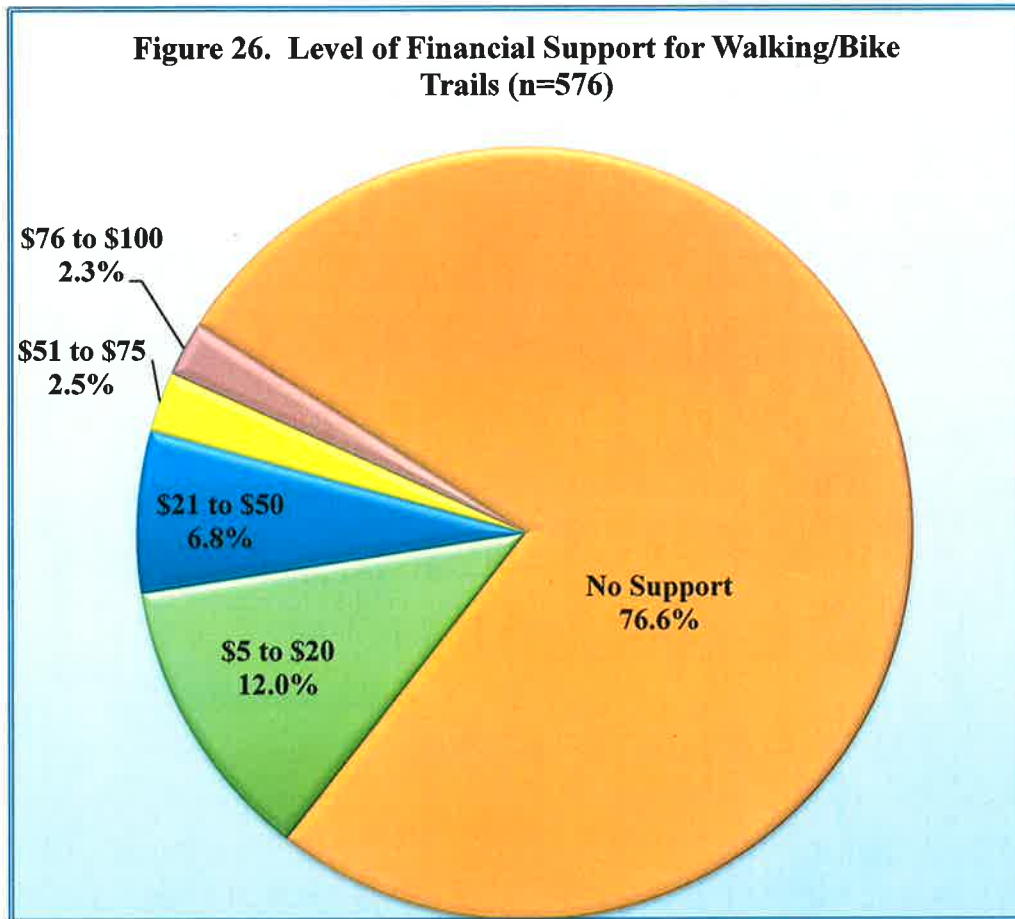
FINANCIAL SUPPORT OF FACILITY DEVELOPMENT/EXPANSION PROJECTS

When asked about their level of financial support, 61.7% of the respondents indicated that they were not able or willing to financially support any development or expansion projects (see Figure 25). See Figure 25 for complete results.



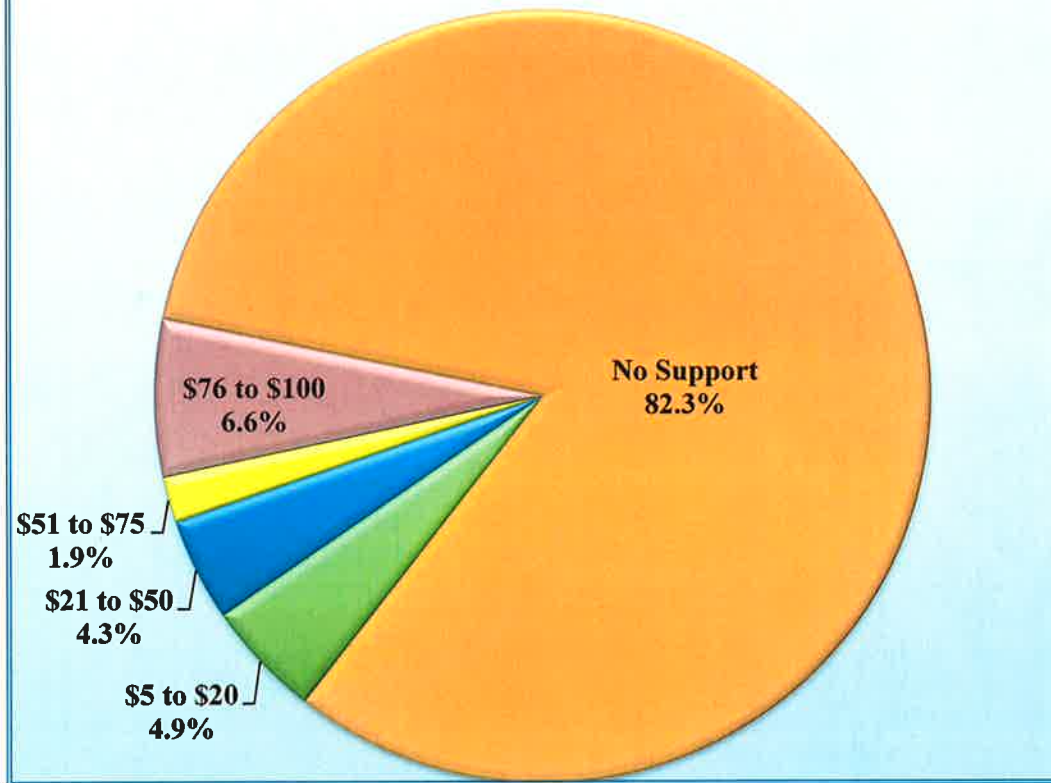
Additional analyses were conducted among to determine the specific levels of financial support for the top four ranked facility areas (walking/bike trails, outdoor swimming pool, indoor fitness & exercise facilities, and nature center & trails). For the top ranked facility area, walking & bike trails, 76.6% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 12% would be

willing to provide \$5-\$20; 6.8% were willing to provide \$21-\$50; 2.5% would provide \$51-\$75, and; 2.3% would provide \$76-\$100. Results are provided in Figure 26.



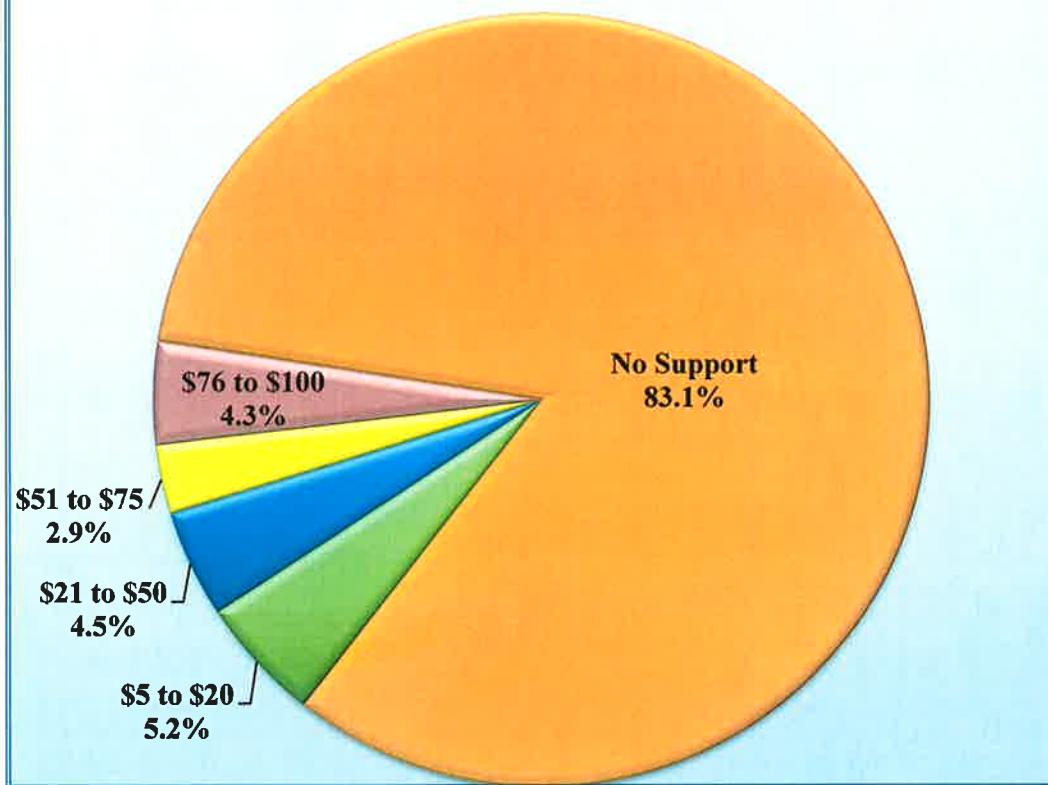
For the second ranked facility area, outdoor swimming pool, 82.3% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 4.9% would be willing to provide \$5-\$20; 4.3% were willing to provide \$21-\$50; 1.9% would provide \$51-\$75, and; 6.6% would provide \$76-\$100. Complete results are provided in Figure 27.

**Figure 27. Level of Financial Support for Outdoor Pool
(n=576)**



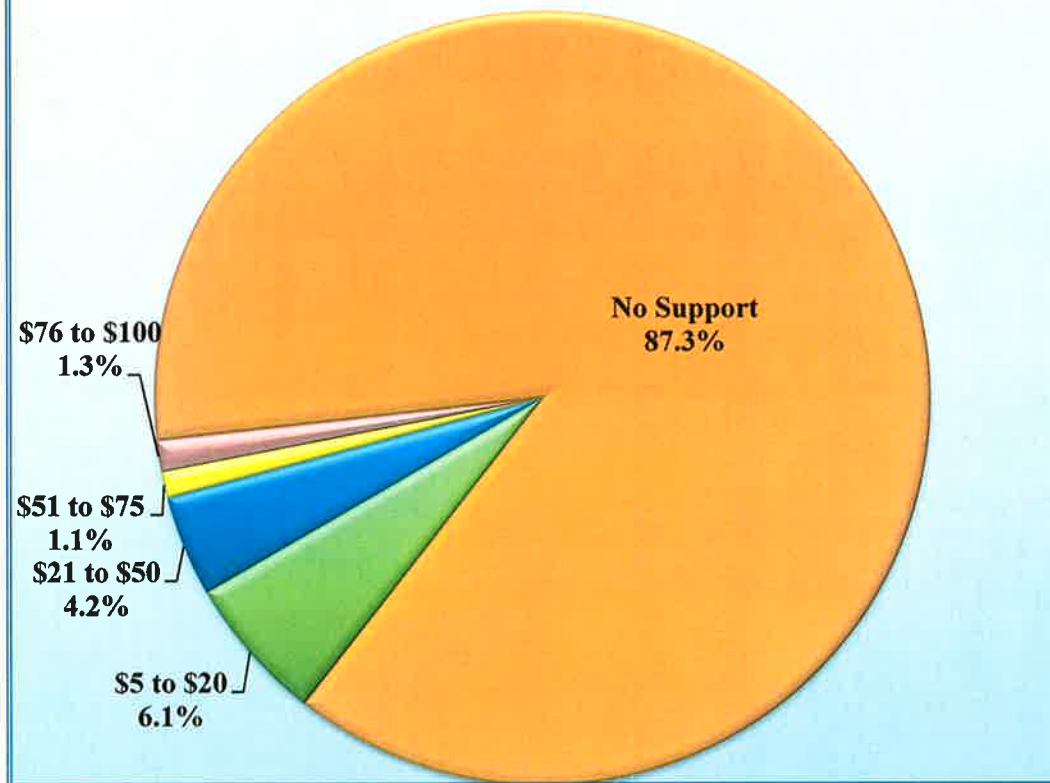
For the third highest ranked facility area, indoor fitness and exercise facilities, 83.1% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 5.2% would be willing to provide \$5-\$20; 4.5% were willing to provide \$21-\$50; 2.9% would provide \$51-\$75, and; 4.3% would provide \$76-\$100. Complete results are provided in Figure 28.

Figure 28. Level of Financial Support for Indoor Fitness/Exercise Facilities (n=576)



For the fourth highest ranked facility area, nature center and trails, 87.3% of the respondents indicated they would not be willing to provide support for development/expansion projects in this area; 6.1% would be willing to provide \$5-\$20; 4.2% were willing to provide \$21-\$50; 1.1% would provide \$51-\$75, and; 1.3% would provide \$76-\$100. Complete results are provided in Figure 29.

Figure 29. Level of Financial Support for Nature Center & Trails (n=576)



Comparison to Frankfort Square Park District's 2007 Community-Wide Interest Survey Results. A similar question was not asked on the Frankfort Square Park District's 2007 community-wide interest survey making comparative data unavailable.

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Questions 13 thru 19 of the community-wide attitude and interest survey assessed respondent and household characteristics. The following sections summarize the key findings:

HOUSEHOLD CHARACTERISTICS

Household characteristics obtained with this study included: type of family unit, number of people in the household and total household income. A majority of the respondents were married/couple, with children (58.6%). Over a quarter of respondents (28.0%) had a total household annual income between \$100,001 and \$150,000. The household characteristics are provided in Table 1.

Table 1. Household Characteristics (n=588)	
Household Characteristic	Respondent/Sample Value
Family Unit	
Single, no children	10.7%
Single, with children	4.1%
Married/Couple, no children	26.7%
Married/Couple, with children	58.6%
Total Household Income	
Less than \$20,000	3.3%
\$20,001 to \$40,000	10.0%
\$40,001 to \$60,000	12.1%
\$60,001 to \$80,000	19.5%
\$80,001 to \$100,000	16.1%
\$100,001 to \$150,000	28.0%
More than \$150,000	11.1%
Number in Household	
Under 2 years old	0 = 91.8% 1 = 7.1% 2 = 1.1%
Pre-School age	0 = 85.2% 1 = 12.5% 2 to 3 = 2.4%
K – 2 nd Grade	0 = 83.2% 1 = 14.7% 2 = 2.2%
3 rd – 5 th Grade	0 = 83.9% 1 = 14.8% 2 to 3 = 1.3%
Middle School	0 = 84.2% 1 = 13.2% 2 to 4 = 2.6%
High School	0 = 82.2% 1 = 14.5% 2 to 3 = 3.3%
Over 18 Years	0 = 79.9% 1 = 13.2% 2 to 3 = 6.9%

RESPONDENT CHARACTERISTICS

Respondent characteristics obtained with this study included: gender, age, race/ethnicity, and years lived in the Frankfort Square Park District. Over 50% of the respondents were between the ages of 35 and 54 and had lived in the Frankfort Square Park District for 14.2 years. The respondent characteristics are provided in Table 2.

Table 2. Respondent Characteristics (n=588)	
Respondent Characteristic	Respondent/Sample Value
Gender	
Male	30.3%
Female	69.7%
Age	
	18 to 34 = 11.8%
	35 to 44 = 25.0%
	45 to 54 = 27.6%
	55 to 64 = 17.5%
	+65 = 18.2%
Years Lived in the Frankfort Square Park District	
	Mean: 14.2 years
	Standard Deviation: 9.8 years
Race/Ethnicity	
Asian/Pacific Islander	3.1%
White	92.4%
American Indian	0.6%
Middle Eastern	0.0%
Black/African American	1.7%
Hispanic/Latino	2.6%
Other	0.9%

APPENDIX A: ATTITUDE & INTEREST QUESTIONNAIRE

Time Sensitive – Please complete and return ASAP *Thank you very much!*



**The Frankfort Square
Park District
2012
Attitude & Interest Survey**

Section 1: Current Participation Patterns & Attitudes

1. During the last 12 months, approximately **HOW MANY TIMES** have you or members in your household visited or participated in the following: (Please check the box that best applies for each service area.)

Household Participation	26+	11-25	6-10	1-5	0
Frankfort Square Park District Recreation Programs					
Frankfort Square Park District Facilities					
Frankfort Square Park District Park Areas					

2. During a typical year, about **HOW MANY TIMES** do you or members in your household utilize the following **other providers** for parks and recreation services? (Please check one box for each service provider.)

Service Provider	26+	11-25	6-10	1-5	0
Private/Commercial (e.g., golf course, private fitness center, day care, etc.)					
Neighboring Park Districts (Mokena, Frankfort, Tinley Park, etc.)					
County Forest Preserve Districts (Cook, Will, etc.)					
Church affiliated recreation activities					
Public or private school-based recreation activities					
Other (please list):					

3. **HOW** have you or members of your household found out about the programs and services offered by the Frankfort Square Park District? (Please circle all that apply.)

- | | |
|--|---|
| 1 Frankfort Square Park District brochure | 6 Flyers/posters at Frankfort Square Park District facilities |
| 2 Frankfort Square Park District website | 7 Frankfort Square Park District staff |
| 3 Frankfort Square Park District Facebook page | 8 Newspapers |
| 4 Frankfort Square Park District email newsletters | 9 Friends and neighbors |
| 5 Marquees/banners | 10 Other (please specify) _____ |

4. **HOW** do you prefer to access brochure information? (Please check the box that best applies)

- Copy mailed to your home
- Copy available at Frankfort Square Park District Administrative Office
- Online at the Frankfort Square Park District website

5. How **SATISFIED** are you or members of your household with the Frankfort Square Park District programs, facilities, park areas, and staff. For each of the following statements, please indicate your household's general level of satisfaction. (Please check one box for **EACH** statement.)

General Statements about the Frankfort Square Park District	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Variety of recreation opportunities offered for me and members of my household					
Number of programs and activities offered for me and members of my household					
Overall satisfaction with programs					
Days and times of programs and activities offered					
Level of safety at Frankfort Square Park District parks, facilities, and programs					
Value of recreation opportunities available					
Courtesy and helpfulness of Frankfort Square Park District staff					
What is your overall level of satisfaction with the Frankfort Square Park District?					

Frankfort Square Park District Facilities and Park Areas	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Baseball fields					
Softball fields					
Tennis courts					
Basketball courts					
Soccer fields					
Football fields					
Walking/bike paths					
Playgrounds					
Disc golf course					
Splash park					
Open space & natural areas					
Outdoor inline hockey rink					
Skate Park					
Golf course					
A La Cart Family Diner					
Nature Center					
Picnic areas					
Fishing locations					
Sled hill					
Community gardens					
Parking					
Bandshells					
What is your overall level of satisfaction with the Frankfort Square Park District's Facilities & Park Areas?					
Frankfort Square Park District Maintenance	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Building/facilities					
Building/facilities cleanliness					
Athletic fields					
Park areas					
Playgrounds					

<i>What is your overall level of satisfaction with the Frankfort Square Park District's Maintenance?</i>					
Frankfort Square Park District Staff	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Front office personnel					
Maintenance personnel					
Administrative personnel					
Recreation personnel					
Golf course personnel					
Program instructors					
Natural area/beautification personnel					
Restaurant staff					

If you indicated that you are dissatisfied or very dissatisfied with any of the Park District programs, facilities, park areas, staff or maintenance, please tell us why.

6. Using the following scale, please **RANK THE QUALITY OF CUSTOMER SERVICE** within each of the Frankfort Square Park District's facilities. (Please check one box for each facility.)

Park District Facility	Excellent	Good	Fair	Poor	Don't Use/ Don't Know
Administrative Office					
Square Links Golf Course					
F.A.N.					
A La Cart Family Diner					

7. How **EFFECTIVE** is the Frankfort Square Park District as it relates to (Please check one box for **EACH** statement.)

Statement	Very Effective	Effective	Ineffective	Very Ineffective	Don't Know
Working cooperatively with other units of local government					
Working cooperatively with local school districts					
Attention to improving health/wellness in the community					
Protecting open space					
Serving people with disabilities					
Informing the community of its recreation programs and activities					
Involving the community in the planning of future projects					
Offering affordable recreational opportunities for the residents of the community					
Acquiring open space as it becomes available within the community					
Offering quality programs and special events					
Working cooperatively with local athletic organizations					

10. Are there **PROGRAMS** at the Frankfort Square Park District that you or members of your household feel should be **DEVELOPED OR EXPANDED**? Please indicate which programs your household would like to see developed or expanded. Please **RANK THE TOP FOUR PROGRAMS** you feel are most important to your household. (Using the space next to each program, place a "1" next to your top choice; "2" for your 2nd choice; "3" for your 3rd choice, and; a "4" for your 4th choice.).

- | | | | |
|----------------------|-------------------------------------|----------------------|-------------------------------------|
| <input type="text"/> | A Adult art, dance, performing arts | <input type="text"/> | N Summer concerts |
| <input type="text"/> | B Inclusion opportunities | <input type="text"/> | O Youth art, dance, performing arts |
| <input type="text"/> | C Adult fitness/wellness programs | <input type="text"/> | P Youth educational opportunities |
| <input type="text"/> | D Adult sports programs | <input type="text"/> | Q Youth fitness/wellness programs |
| <input type="text"/> | E Adventure/travel programs | <input type="text"/> | R Youth sports programs |
| <input type="text"/> | F Gymnastics/tumbling programs | <input type="text"/> | S Environmental education |
| <input type="text"/> | G Group exercise | <input type="text"/> | T Child care |
| <input type="text"/> | H Martial arts instruction | <input type="text"/> | U Open gyms |
| <input type="text"/> | I Preschool programs | <input type="text"/> | V Adult health/safety programs |
| <input type="text"/> | J Senior programs | <input type="text"/> | W Adult educational opportunities |
| <input type="text"/> | K Indoor rental space | | |
| <input type="text"/> | L Hockey/ice skating | | |
| <input type="text"/> | M Teen programs | | |

11. Are there programs/facilities **NOT LISTED** above that you would like the Frankfort Square Park District to offer for you or members of your household? If so, please list here: _____

12. Rank the top 4 development and expansion projects and indicate the level of financial support you or members of your household would be willing to provide. (Using the **RANK** column next to each facility, place a "1" next to your top choice; "2" for your 2nd choice; "3" for your 3rd choice, and; a "4" for your 4th choice.) (Using the **\$ SUPPORT** column next to each facility, place a "1" to indicate \$5-\$20; "2" for \$21-50; "3" for \$51-\$75; a "4" for \$76-\$100.)

<u>Rank</u>	<u>Support \$</u>		<u>Rank</u>	<u>Support \$</u>	
<input type="text"/>	<input type="text"/>	A Baseball & softball fields	<input type="text"/>	<input type="text"/>	P Small neighborhood parks
<input type="text"/>	<input type="text"/>	B Fishing piers	<input type="text"/>	<input type="text"/>	Q Soccer fields
<input type="text"/>	<input type="text"/>	C Indoor fitness & exercise facility	<input type="text"/>	<input type="text"/>	R Outdoor swimming pool
<input type="text"/>	<input type="text"/>	D Indoor gyms	<input type="text"/>	<input type="text"/>	S Youth football fields
<input type="text"/>	<input type="text"/>	E Large community parks	<input type="text"/>	<input type="text"/>	T Walking/biking trails
<input type="text"/>	<input type="text"/>	F Nature center & trails	<input type="text"/>	<input type="text"/>	U Natural areas
<input type="text"/>	<input type="text"/>	G Outdoor bandshells	<input type="text"/>	<input type="text"/>	V Dog parks
<input type="text"/>	<input type="text"/>	H Outdoor tennis courts	<input type="text"/>	<input type="text"/>	W Golf course
<input type="text"/>	<input type="text"/>	I Outdoor basketball courts	<input type="text"/>	<input type="text"/>	X Community gardens
<input type="text"/>	<input type="text"/>	J Parking lots	<input type="text"/>	<input type="text"/>	Y Restaurant
<input type="text"/>	<input type="text"/>	K Disc golf course	<input type="text"/>	<input type="text"/>	Z Banquet facility
<input type="text"/>	<input type="text"/>	L Lacrosse field	<input type="text"/>	<input type="text"/>	AA Dance studio
<input type="text"/>	<input type="text"/>	M Picnic Area & Shelters	<input type="text"/>	<input type="text"/>	BB Indoor golf practice facility
<input type="text"/>	<input type="text"/>	N Playground Equipment	<input type="text"/>	<input type="text"/>	CC Other
<input type="text"/>	<input type="text"/>	O Outdoor ice rink			

Please check here if you are unable to financially support any development or expansion projects.

Section 3: Demographics

The following information is helpful in providing us with the ability to describe different groups of households for better management and planning. Your answers will be used for statistical purposes and classification only. The data will not be identified with you personally.

13. Your Gender: (Circle one number) 1 Male 2 Female

14. What is your age? (Please circle one number)

18-24 years 25-34 years

35-44 years 45-54 years

55-64 years 65+

15. How would you describe your race/ethnicity? [please circle all that apply]

Asian/Pacific Islander	Black/African American
White	Hispanic/Latino
American Indian	Other: _____
Middle Eastern	

16. Which best describes your household? (circle one)

- 1 Single, no children
- 2 Married/living with partner, no children
- 3 Single, with children
- 4 Married/living with partner, with children

17. If you have children living in your home, please indicate the number of children you have under each category.

Under 2 years old	_____	Preschool age	_____	K – 2 nd Grade	_____
3 rd – 5 th Grade	_____	Middle School	_____	High School	_____
				Over 18 years old	_____

18. How long have you lived within the area serviced by the Frankfort Square Park District? _____ years (approximate)

19. What is your approximate **TOTAL HOUSEHOLD INCOME** before taxes in 2012? (Circle one number)

- | | |
|-----------------------|------------------------|
| Less than \$20,000 | \$20,001 to \$40,000 |
| \$40,001 to \$60,000 | \$60,001 to \$80,000 |
| \$80,001 to \$100,000 | \$100,001 to \$150,000 |
| \$150,001 or more | |

Thank you for your input! All participating households will be entered into a raffle, and three (3) \$100 cash prizes will be awarded to survey participants.

RAFFLE
To enter the raffle, please add your name and return address to the enclosed business reply envelope when returning the survey. NOTE: Personal information is being collected for the SOLE purpose of the raffle. Survey responses are kept anonymous and personal information will be shredded after raffle winners are drawn. *Entering the raffle is OPTIONAL.*

Please feel free to share any additional feedback below: