

COMMUNITY-WIDE RECREATION STUDY: FRANKFORT SQUARE PARK DISTRICT



Report Prepared By

Robin Hall, Director
Michael Mulvaney, Ph.D.
Office of Recreation & Park Resources
University of Illinois
Champaign, IL 61820

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EXECUTIVE SUMMARY

The Frankfort Square Park District contacted the Office of Recreation and Park Resources at the University of Illinois to assist with an assessment of community needs and recreation planning. Focus group interviews with board members, staff, and key stakeholders within the Frankfort Square Park District were conducted to assist in the development of a community-wide questionnaire. The Office of Recreation and Park Resources worked alongside the board and staff of the Frankfort Square Park 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 the Frankfort Square Park District's park areas, programs, and facilities.

Two mailings of 7,004 questionnaires were sent to residents during the months of December 2007 and January 2008. A total of 1,131 usable (completed) questionnaires were returned for a response rate of 16%. This response rate is above average for similar studies that utilize similar mailing methods. The questionnaires were analyzed for the development of the report between February 29 and March 13, 2008.

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:

- **Objective #1:** To determine current participation rates with existing parks, programs, and facilities.
- **Objective #2:** To determine the residents' satisfaction with current programs, facilities, parks, maintenance, and personnel services.
- **Objective #3:** To determine the most effective form of publicity.
- **Objective #4:** To encourage input from residents on needs for expansion or development of new parks, facilities, and/or programs.
- **Objective #5:** To identify areas of improvement and possible support for those improvements within the Frankfort Square Park District.
- **Objective #6:** To obtain demographic and personal characteristics of Frankfort Square Park District residents.

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:

- An overwhelming majority of residents are utilizing the Frankfort Square Park District's park areas, programs, and facilities.
- The Frankfort Square Park District's park areas experienced the heaviest use with 76% of the respondents indicating they or a member of their household had visited a park area at least once within the last 12 months.
- During the past 12 months, 65.4% of the respondents or members of their household had visited at least one Frankfort Square Park District recreation facility within the last 12 months.
- Fifty-one percent (51.5%) of the respondents or members of their household had participated in at least one Frankfort Square Park District recreation program within the last 12 months. When asked about specific program participation, respondents identified Lincoln-Way Area Park facilities (24.6%), youth sport (ages 6-11) programs (21.6%), middle school dances (16.1%), youth recreation (ages 6-11) programs (15.5%), and seasonal special events (i.e., lunch w/Santa) (14.3%) as the most popular programs.
- Over 73% of households also indicated they utilized neighboring park districts and/or forest preserves within the past 12 months.

RESIDENTS' SATISFACTION WITH CURRENT PROGRAMS, FACILITIES, PARKS, MAINTENANCE, & PERSONNEL

Key findings from the study include:

- An overwhelming majority of residents (91.1%) are satisfied with the Frankfort Square Park District's recreation programs, facilities, and park areas.
- 87% of residents are satisfied with the number of existing programs and activities offered by the Frankfort Square Park District. Over 90% of (91.3%) households expressed an overall satisfaction (satisfied or very satisfied) with the existing programs provided by the Frankfort Square Park District. When asked about specific programs, households were highly satisfied with all of them (+80%). Programs receiving the highest satisfaction levels included tiny tot (ages 5 and below) programs (97.1%), Lincoln-Way Area Park facilities (95.7%), preschool programs (95.4%), youth recreation (ages 6-11) programs (94.6%), open gyms (94.3%), and youth sport (ages 6-11) programs (94.0%).

- A very strong majority of households (+80%) are satisfied with the facilities managed by the Frankfort Square Park District. Facilities receiving the highest satisfaction levels (+90%) include the golf course (95.9%), community center (93.8%), walking/bike paths (93.0%), inline hockey rink (92.4%), baseball fields (91.5%), picnic shelters (90.8%), splash park (90.6%), and gazebos (90.0%).
- A very strong majority of households (+88%) are also satisfied with the park areas and park district maintenance. Park areas and maintenance receiving the highest satisfaction levels (+90%) include the maintenance of park district buildings/facilities (96.3%), athletic field maintenance (94.3%), play equipment (93.0%), park landscaping (92.9%), park maintenance (92.5%), natural areas/wetlands/prairies (91.7%), and picnic areas (91.1%).
- An overwhelming majority of households (+95%) are satisfied with the park board and staff.

RESIDENTS' PREFERENCES WITH THE FRANKFORT SQUARE PARK DISTRICT'S MARKETING/PUBLICITY

Key findings from the study include:

- The Frankfort Square Park District brochure (92.7%) is the most widely utilized method to learn about park district recreation programs and services.
- Friends and neighbors (26.3%), newspaper advertisements (24.1%), school flyers (22.9%) and marquees in the parks (22.5%) were also utilized by households to learn about the Frankfort Square Park District's recreation programs and services.

NEEDS FOR EXPANSION OR DEVELOPMENT OF NEW PARKS, FACILITIES, AND/OR PROGRAMS

Key findings from the study include:

- Over half of the households (52.9%) identified walking and biking trails as their household's first (23.9%), second (10.8%), third (10.5%), or fourth (7.7%) choice for a new/expanded recreation facility in the Frankfort Square Park District. Other popular choices include an indoor fitness/exercise facility with 44.9% (1st Choice=12.5%; 2nd Choice=15.6%; 3rd Choice=9.1%; 4th Choice=7.7%) followed by an outdoor swimming pool with 41.6% (1st Choice=18.9%; 2nd Choice=9.8%; 3rd Choice=8.4%; 4th Choice=4.5%).
- 63.9% of the households identified adult fitness/wellness programs as their household's first (26.2%), second (15.4%), third (11.1%), or fourth (11.2%) choice. The second most popular recreation program choice was water fitness programs with 34.5% (1st Choice=7.0%; 2nd Choice=12.2%; 3rd Choice=9.1%; 4th Choice=6.2%) followed by

adult educational opportunities with 32.4% (1st Choice=4.6%; 2nd Choice=8.3%; 3rd Choice=9.9%; 4th Choice=9.6%).

IDENTIFY AREAS OF IMPROVEMENT AND POSSIBLE SUPPORT FOR THOSE IMPROVEMENTS WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Key findings from the study include:

- 46.1% of the households would like to see the Frankfort Square Park District develop an outdoor community pool. The next most popular choice for improvement or development was the development of walking/biking trail (42.6%), followed by the development of more wildlife and natural areas (30.6%), renovation/improvement to fishing ponds and natural areas (25.7%), and renovation/improvement to existing neighborhood parks (23.1%).
- When asked to rank improvements/developments they are most willing to support, 41.1% of households identified the development of a new outdoor community pool as the #1 priority and development they would support. Other improvements/developments receiving a large amount of the #1 ranking included the acquisition and development of walking and biking trails (32.2%) and the improvements of existing parks, playgrounds and facilities (19.5%).

INTRODUCTION

OVERVIEW

Today, the provision of recreation services and facilities is recognized as an essential component of a community's comprehensive plan. Citizens want opportunities for participation in quality recreation programs, attractive parks, and effective and safe recreation facilities. Only through local government provisions can recreation truly be made available to all citizens. Local government sponsorship provides the major opportunity for many people, and the only opportunity for some of the people, 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 these community needs, the Frankfort Square Park District is interested in identifying the park and recreation interests within the district. The first step in identifying the district's recreation interests is through the use of a community-wide survey. The purpose of the community survey is to provide accurate insight of community attitudes, opinions, and perceptions toward possible park and recreation programming, facilities and services. The data collected from the survey will be used by the park district to more accurately plan for the provision of programs, resources, and facilities to best meet the interests of their residents. However, to ensure the results of the survey were valid indicators of the residents' recreation attitudes and behaviors, proper survey methods and procedures were needed. In response to this need, 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 community-wide recreation study for the Frankfort Square Park District. The community-wide 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 were (and will be) used to provide the Frankfort Square Park District with accurate information for the short-term and long-range recreation planning within the community.

OBJECTIVES

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

To design, develop, and administer a community-wide 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:

- The current participation rates with existing parks, programs, and facilities.
- The residents' satisfaction with current programs, facilities, parks, maintenance, and personnel services.
- The most effective form of publicity.
- Input from residents on needs for expansion or development of new parks, facilities, and/or programs.
- Identify areas of improvement and possible support for those improvements within the Frankfort Square Park District.
- The demographic and personal characteristics of Frankfort Square Park District residents.

STUDY PROCEDURES

All of the households in the Frankfort Square Park District were selected to participate in the study. The primary data collection instrument for the study was a mail-back questionnaire. Specific information regarding the study population, questionnaire development, and response rate is presented in the following sections.

STUDY POPULATION

The population consisted of all 7,004 households that are located within the boundaries of the Frankfort Square Park District. A community survey was mailed to each of the households. An adult member of the household was asked to complete the survey.

QUESTIONNAIRE DEVELOPMENT

A five-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, met with Robin Hall, Director of the Office of Recreation and Park Resources, and Michael Mulvaney, Assistant Professor in the Department of Recreation Administration at Eastern Illinois University, 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: conduct interviews with the board of commissioners, staff, and community leaders; work with the Frankfort Square Park District in the development of a community-wide survey instrument; coordinate the printing and mailing of the survey instrument; conduct survey data collection and analysis, and; generate a report and presentation of the survey results.

Board, Staff, and Community Leader Interviews

In an effort to collect background information on current issues, anticipated needs, and future trends impacting the Frankfort Square Park District, interviews with the Board of Commissioners, staff, and community leaders were conducted by the Office of Recreation and Park Resources. Individual interviews with staff of the Frankfort Square Park District were conducted on August 1, 2007. An outline of the interview and questions is provided in Appendix A. An interview with the Board of Commissioners was conducted on August 16, 2007. An outline of the interview and questions is provided in Appendix B. Interviews with community leaders were conducted between August 1 and August 16, 2007. Community leaders

interviewed included the Superintendent of Lincoln-Way High School (Lawrence Wyllie), Superintendent of School District 161 (Keith Pain), Executive Director of the South Suburban Special Recreation Association (Shannon Porter), Village Manager of Tinley Park (Scott Niehaus), Village Administrator of Frankfort (Jerry Ducay), Executive Director of the Frankfort Park District (Jeff Boubelik), and Executive Director of the Mokena Park District (Connie Eskoff). An outline of the interview and questions is provided in Appendix C.

Questionnaire Development

Based upon the information collected during the board, staff, and community leader interviews, a questionnaire was developed to collect information that would meet the stated objectives of the study. The Office of Recreation and Park Resources developed a draft of the questionnaire that was submitted to the Frankfort Square Park District for review. Based upon the feedback obtained from the Frankfort Square Park District reviewers, a final community-wide needs assessment questionnaire was developed (Appendix D).

Data Collection

The data collection involved the use of a mailing to all 7,004 households in the Frankfort Square Park District. The mailing included a cover letter, the questionnaire, and a postage-paid return envelope. In an effort to increase the response rate, four \$50 cash prizes were given at random to four respondents. The mailing was sent out during the second week of December, 2007. Due to unexpected circumstances, a significant portion of the mailing experienced extensive delivery delays resulting in several households receiving the questionnaire after the deadline or not receiving the questionnaire at all. As a result of this situation, a second mailing was prepared and sent to all 7,004 households in the Frankfort Square Park District during the second week of January, 2008. The second mailing was identical to the first mailing with the exception of a revised cover letter that described the problem encountered and offered an extended deadline of February 29, 2008. The cover letter that accompanied the questionnaire is provided in Appendix E.

Data collection was terminated on March 7, 2008. 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 7,004 households was selected to participate in the study. Of these households, 1,131 usable questionnaires were returned for an overall response rate of 16%. This response rate is slightly above average for similar studies that utilize a similar mailing method.

STUDY FINDINGS

The findings of the study are reported in this section. Frequency distributions for the items on the questionnaire can be found in Appendix D. The findings are organized into six sections based on the study objectives:

- The current participation rates with existing parks, programs, and facilities.
- The residents' satisfaction with current programs, facilities, parks, maintenance, and personnel services.
- The most effective form of publicity.
- Input from residents on needs for expansion or development of new parks, facilities, and/or programs.
- Identify areas of improvement and possible support for those improvements within the Frankfort Square Park District.
- The demographic and personal characteristics of Frankfort Square Park District residents.

CURRENT PATTERNS OF PARTICIPATION WITH EXISTING PARKS, PROGRAMS, AND FACILITIES

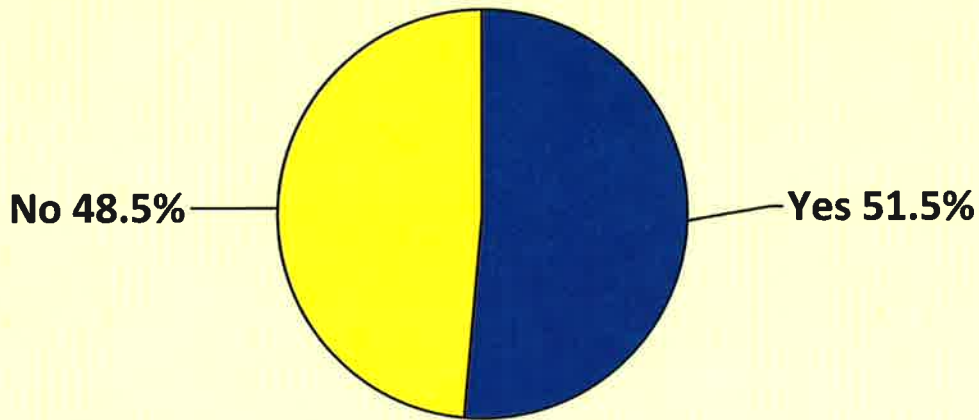
Question 1 of the community-wide questionnaire asked households how many times (in the last 12 months) members of their household visited or participated in Frankfort Square Park District park areas, programs, or facilities. The following summarizes key findings:

FRANKFORT SQUARE PARK DISTRICT RECREATION PROGRAMS

Respondents were asked the following question, “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.

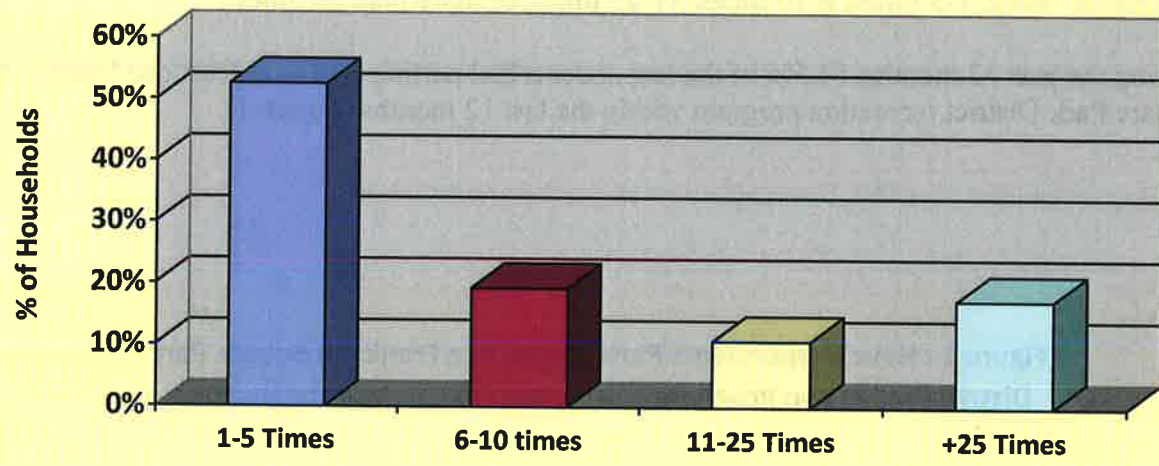
During the past 12 months, 51.5% of the respondents had participated in at least one Frankfort Square Park District recreation program within the last 12 months (Figure 1).

Figure 1. Have Respondents Participated in a Frankfort Square Park District Recreation Programs During the Past 12 Months (n=1064)



Of the 51.5% who have participated in Frankfort Square Park District's recreation programs, 52.5% participated 1-5 times in the last year; 19.3 % participated 6-10 times; 10.8% participated 11-25 times, and; 17.4% participated more than 25 times during the past 12 months (Figure 2).

Figure 2. How Often Have Participants Participated in Frankfort Square Park District Recreation Programs During the Past 12 Months (n=548)



Participation Rates by Specific Frankfort Square Park District Recreation Program

A part of question 3 on the community-wide questionnaire asked respondents if a member of their household had participated in specific Frankfort Square Park District recreation programs during the past 12 months. The respondents were asked to select from two response categories – yes or no. Respondents identified Lincoln-Way Area Park facilities (24.6%), youth sport (ages 6-11) programs (21.6%), middle school dances (16.1%), youth recreation (ages 6-11) programs (15.5%), and seasonal special events (i.e., lunch w/Santa) (14.3%) as the most popular programs. Frequencies and percentages for each program are provided in Table 1.

Table 1. Frequencies and Percentages of Households Who Have Participated in Specific Frankfort Square Park District Recreation Programs

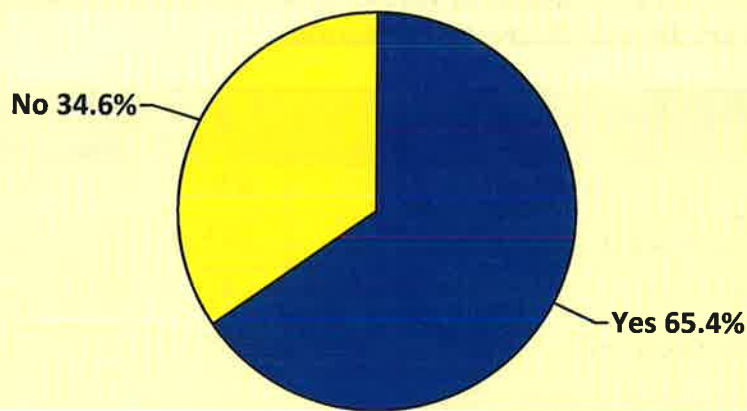
| Frankfort Square Park District Recreation Program | n | % of Households Who Have Participated |
|--|----------|--|
| Lincoln-Way Area Park facilities(L.A.P) | 276 | 24.6% |
| Youth sports (ages 6-11) | 243 | 21.6% |
| Middle School dances | 181 | 16.1% |
| Youth programs (ages 6-11) | 174 | 15.5% |
| Seasonal special events (Lunch w/Santa, etc.) | 161 | 14.3% |
| Tiny tot programs (ages 5 and below) | 143 | 12.7% |
| Youth sports (ages 12 and up) | 128 | 11.4% |
| Open gyms | 125 | 11.1% |
| Preschool | 110 | 9.8% |
| Adult programs (ages 18 and up) | 106 | 9.4% |
| Junior High dances | 93 | 8.3% |
| Adult sports (ages 18 and up) | 76 | 6.8% |
| Youth programs (ages 12 and up) | 74 | 6.6% |
| Dance classes | 64 | 5.7% |
| Gymnastics | 61 | 5.4% |
| Special recreation services | 49 | 4.4% |
| Other programs | 43 | 3.8% |
| Teen programs | 35 | 3.1% |

FRANKFORT SQUARE PARK DISTRICT RECREATION FACILITIES

Respondents were asked the following question, “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.

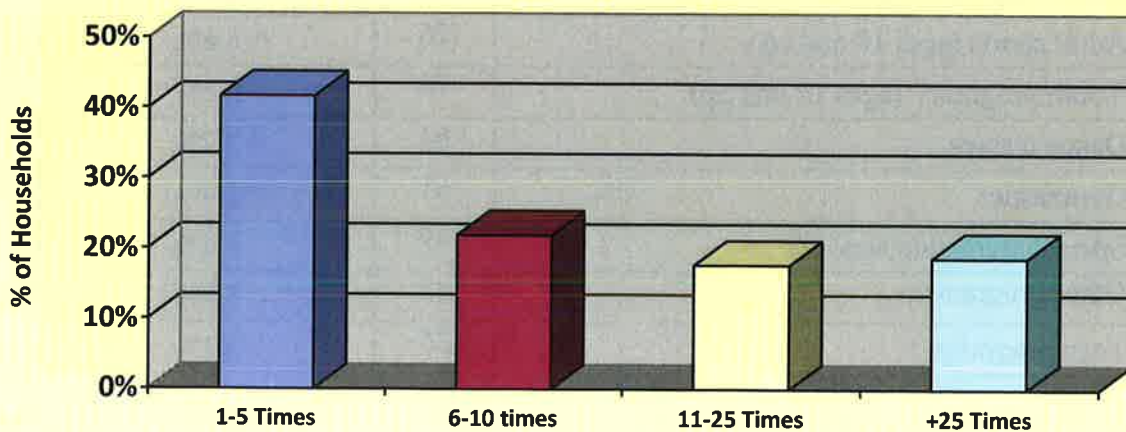
During the past 12 months, 65.4% of the respondents had visited at least one of the Frankfort Square Park District’s recreation facilities within the last 12 months (Figure 3).

Figure 3. Have Respondents Visited A Frankfort Square Park District Recreation Facility During the Past 12 Months (n=1063)



Of the 65.4% who had visited a Frankfort Square Park District recreation facility, 41.7% visited 1-5 times; 21.9% visited 6-10 times; 17.7% visited 11-25 times, and; 18.7% visited more than 25 times during the past 12 months (Figure 4).

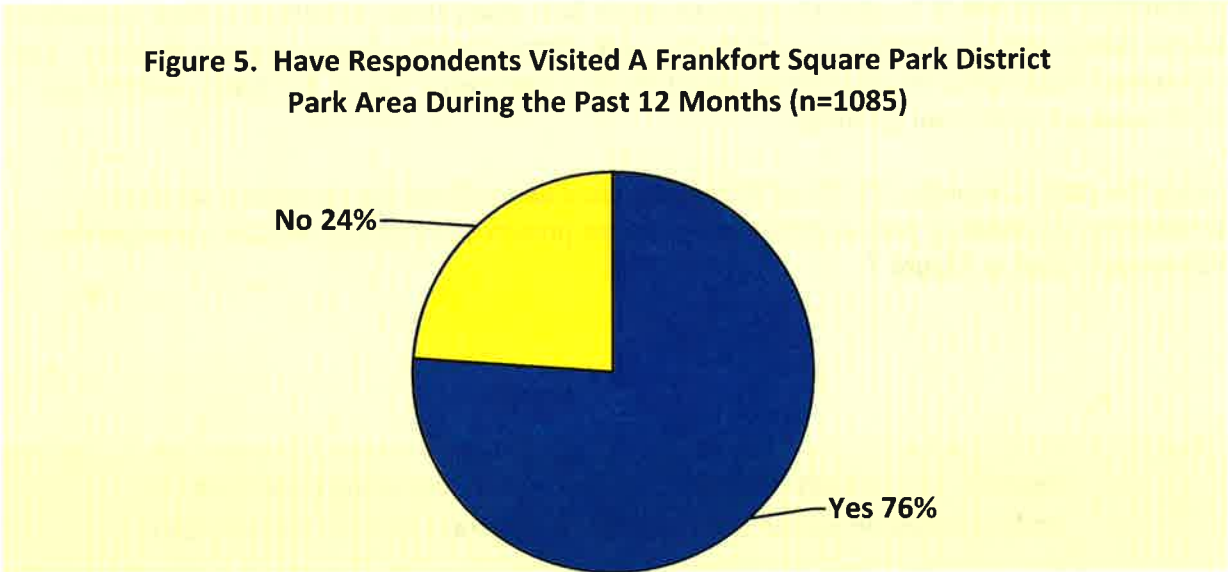
Figure 4. How Often Have Participants Visited A Frankfort Square Park District Recreation Facility During the Past 12 Months (n=695)



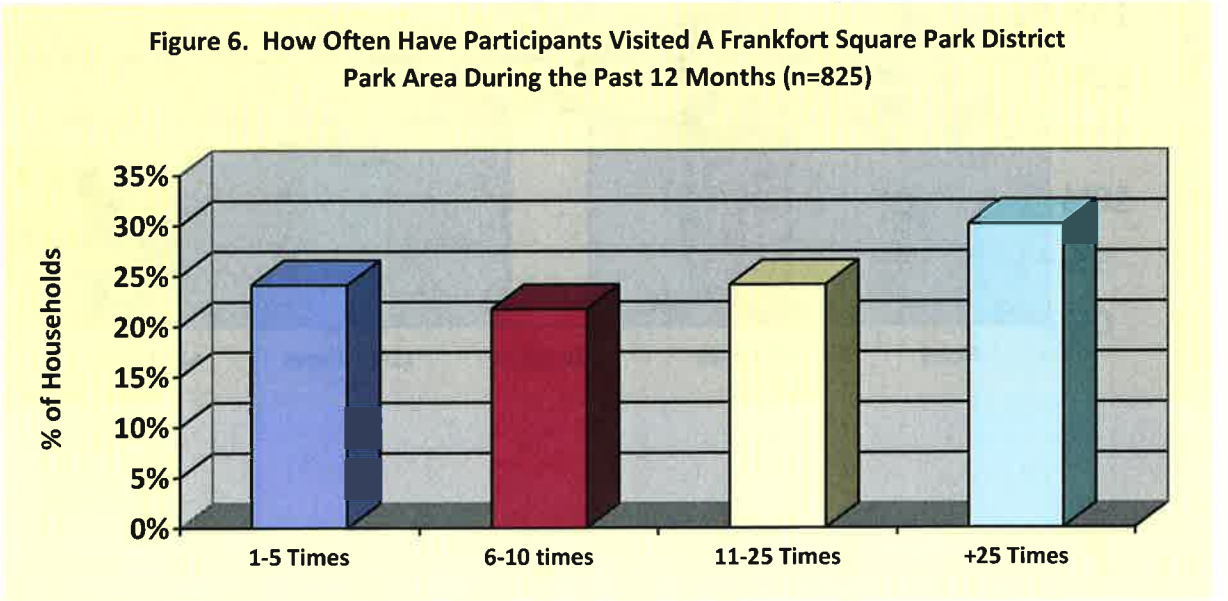
FRANKFORT SQUARE PARK DISTRICT PARK AREAS

Respondents were asked the following question, “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.

During the past 12 months, 76% of the respondents had visited at least one of the Frankfort Square Park District’s park areas within the last 12 months (Figure 5).



Of the 76% who had visited a park area, 24.1% visited 1-5 times; 21.7% visited 6-10 times; 24.1% visited 11-25 times, and; 30.1% visited more than 25 times during the past 12 months (Figure 6).



PARTICIPATION IN RECREATION SERVICES BY OTHER PARK AND RECREATION PROVIDERS

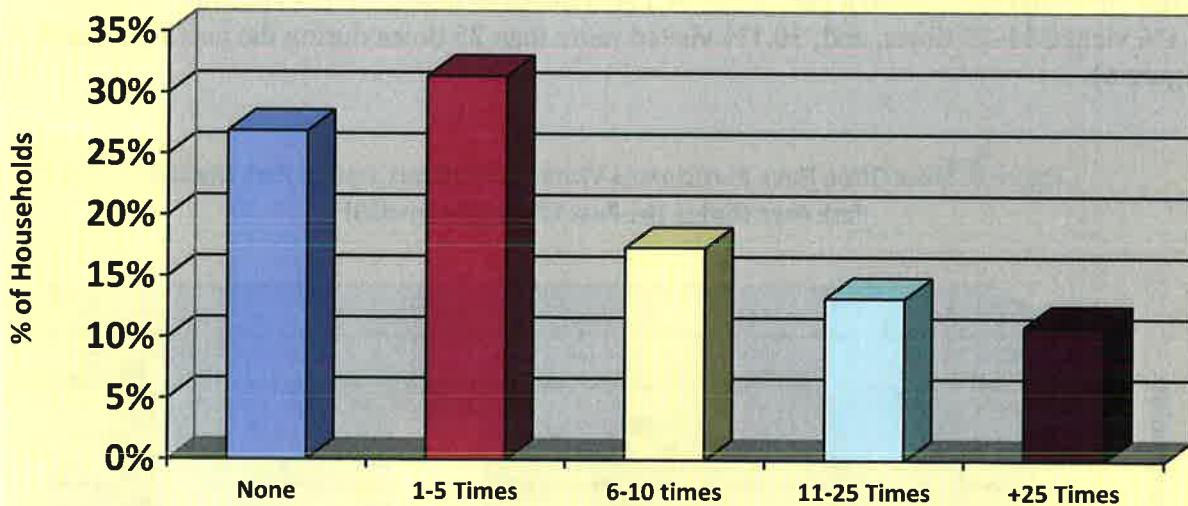
Question 2 of the community-wide questionnaire asked households how many times (in the last 12 months) members of their household visited or participated in recreation services and programs offered by other providers (i.e., neighboring park districts, forest preserves, private agencies, non-profit, churches, etc.). The following summarizes key findings:

Neighboring Park Districts & Forest Preserves

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of neighboring park districts and/or forest preserve districts. 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, 73.1% of the respondents had utilized the recreation services provided by neighboring park districts and/or forest preserve districts. Detailed participation rates are provided in Figure 7.

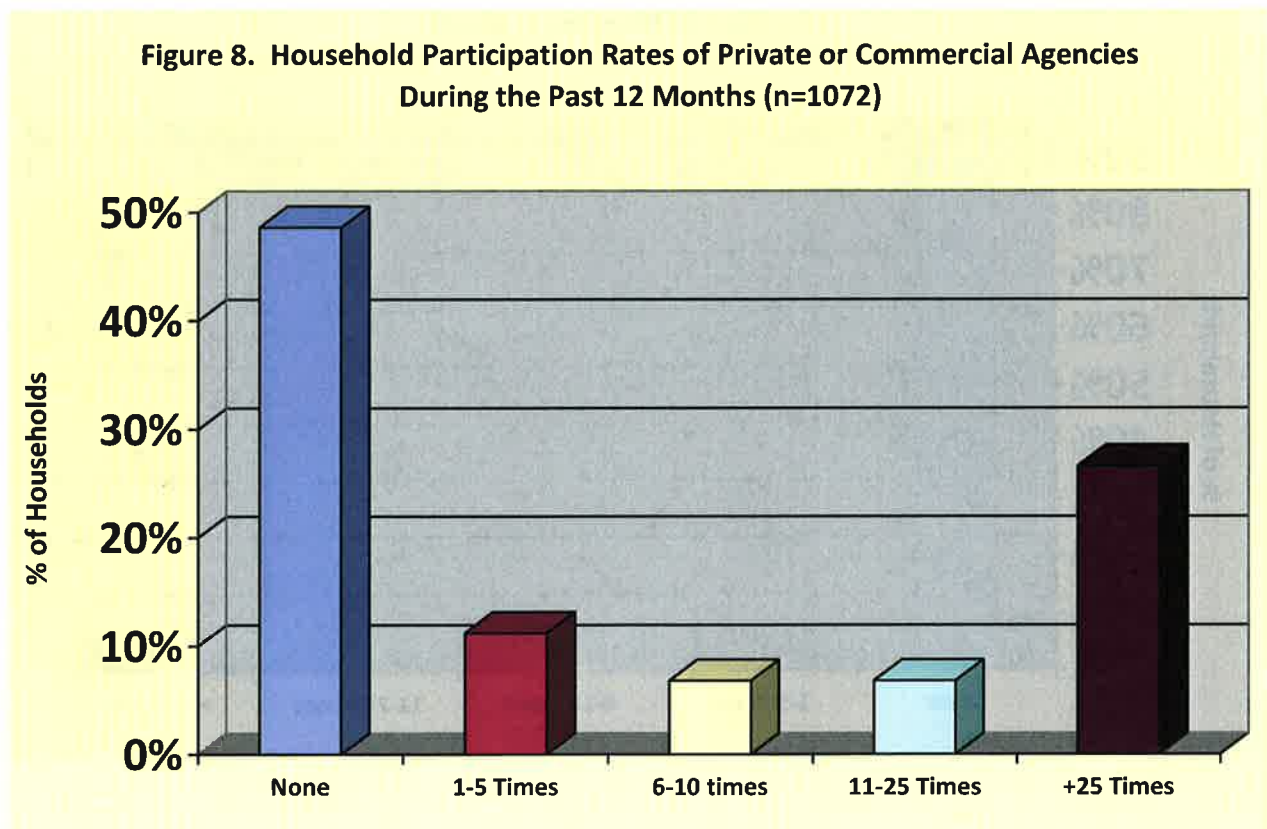
Figure 7. Household Participation Rates of Neighboring Park Districts and/or Forest Preserve Districts During the Past 12 Months (n=1094)



Private/Commercial (i.e., Country Clubs, Private Fitness Centers, etc.)

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of private or commercial agencies (e.g., country clubs, fitness centers, etc.) during the past 12 months. 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.

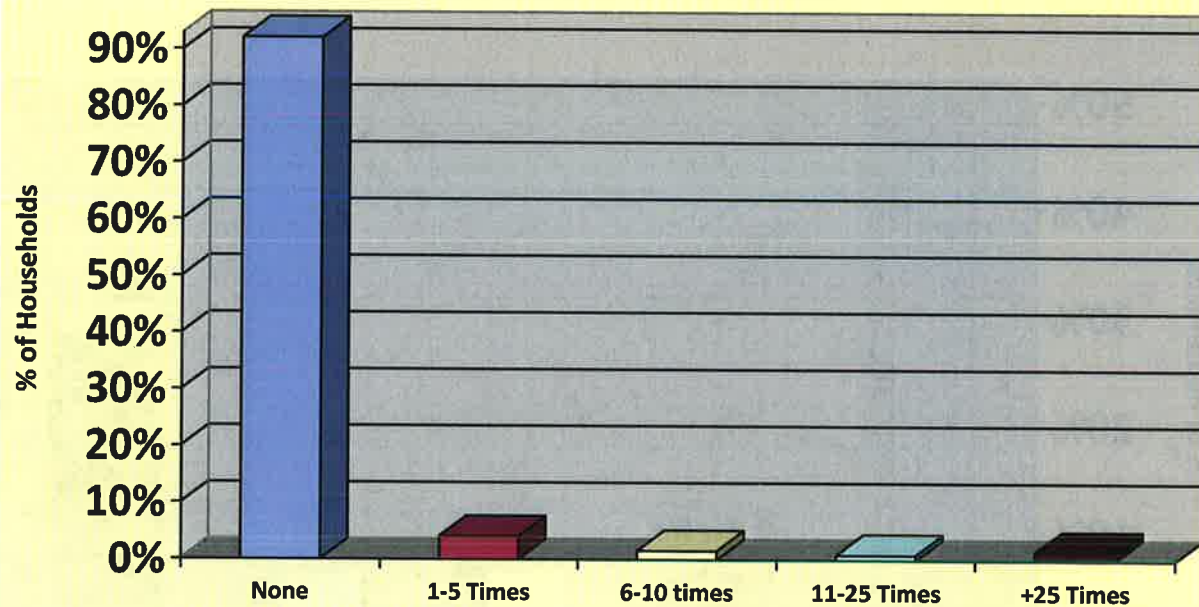
During the past 12 months, 51.4% of the respondents had utilized the recreation services provided by private or commercial agencies. Detailed participation rates are provided in Figure 8.



Non-Profit (i.e., YMCA/YWCA, Boys/Girls Club, etc.)

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of non-profit agencies (e.g., YMCA/YWCA, Boys/Girls Club, etc.) during the past 12 months. 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, 7.9% of the respondents had utilized the recreation services provided by non-profit agencies. Detailed participation rates are provided in Figure 9.

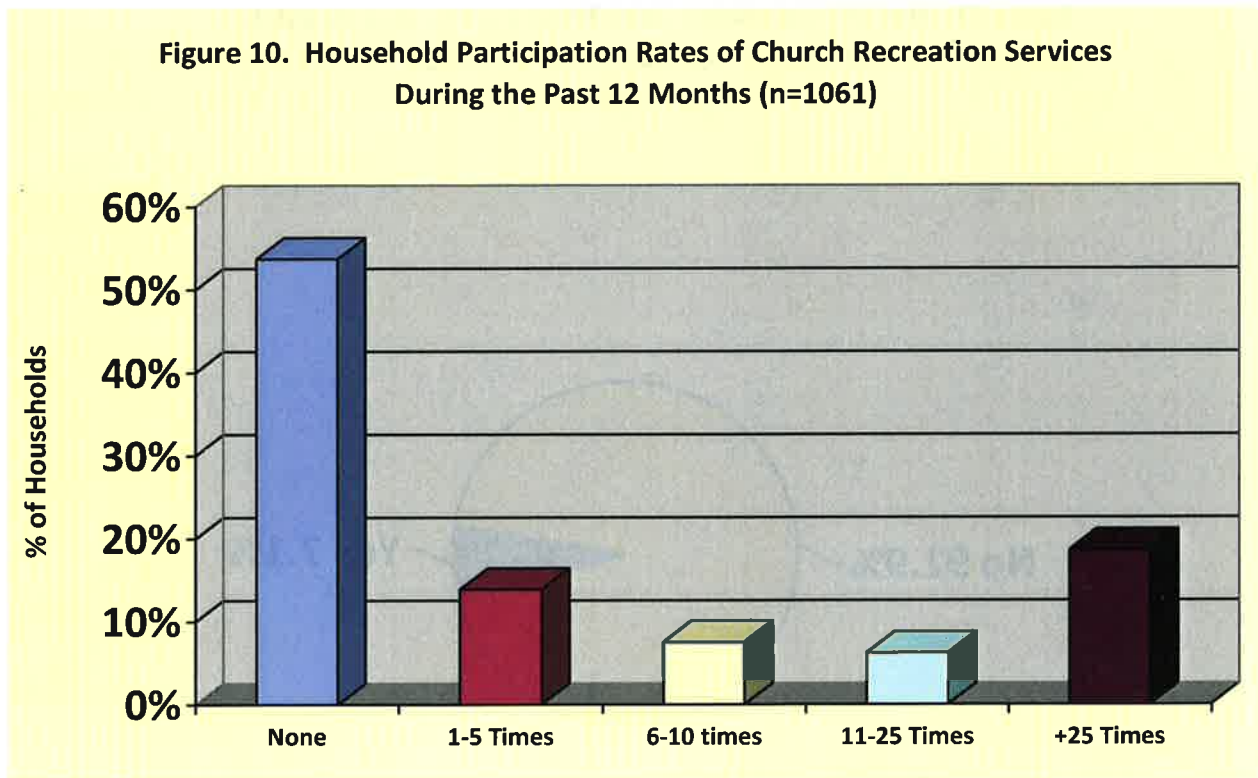
Figure 9. Household Participation Rates of Non-Profit Agencies During the Past 12 Months (n=1032)



Church

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of a church during the past 12 months. 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.

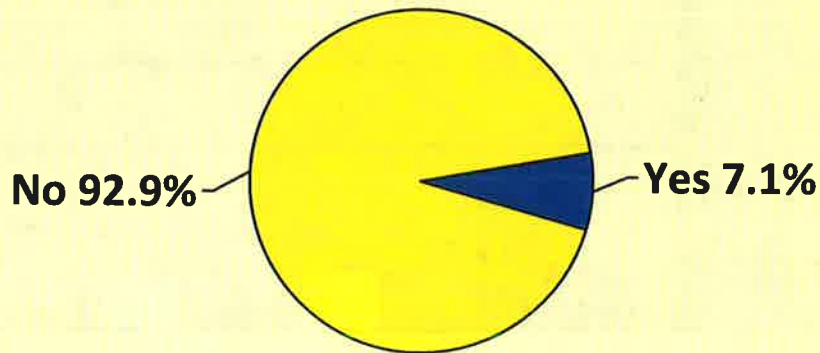
During the past 12 months, 46.3% of the respondents had utilized the recreation services provided by a church. Detailed participation rates are provided in Figure 10.



PARTICIPATION IN SOUTH SUBURBAN SPECIAL RECREATION ASSOCIATION

Question 7 of the community-wide questionnaire asked households if they used services provided by the South Suburban Special Recreation Association (SSSRA) or other inclusion programs offered within existing Frankfort Square Park District. The respondents were asked to select from two response categories – yes or no. The findings indicated 7.1% of households’ utilized services provided by SSSRA (Figure 11).

Figure 11. Have Respondents Used Services Provided By SSSRA or Inclusion Within Existing Frankfort Square Park District Recreation Programs (n=1032)



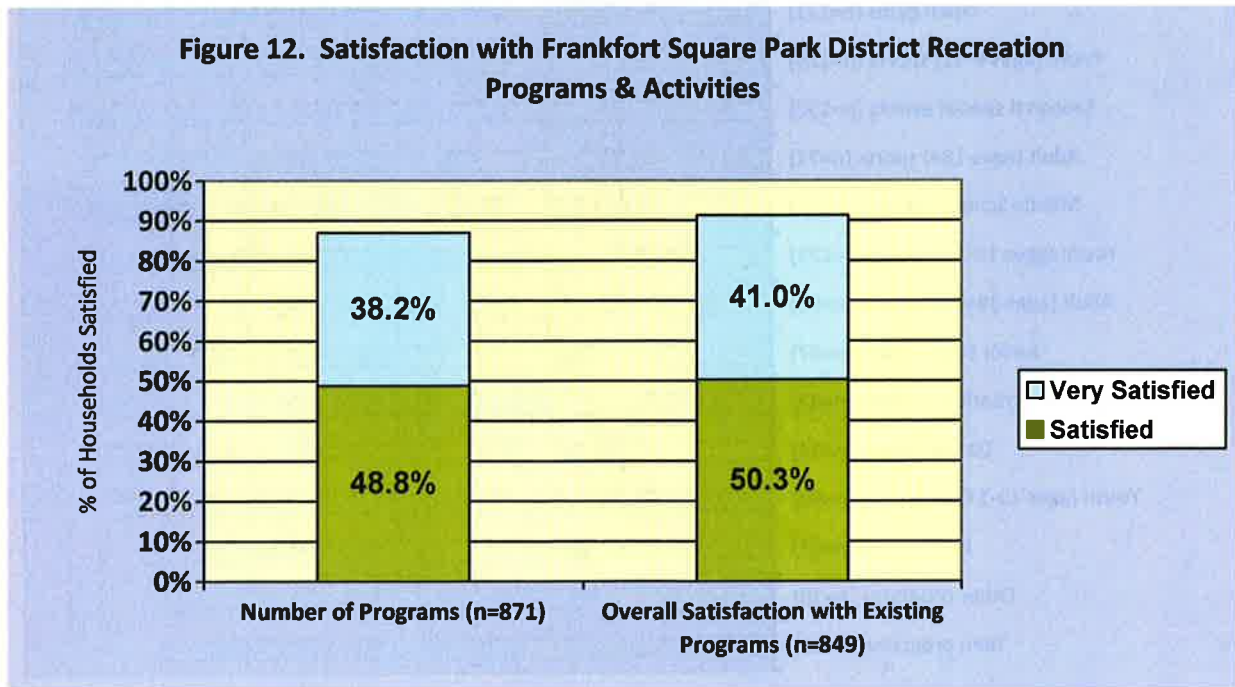
RESIDENTS' SATISFACTION WITH CURRENT PROGRAMS, FACILITIES, PARKS, MAINTENANCE, AND PERSONNEL

Questions 5, 6 and part of question 3 of the community-wide questionnaire asked respondents how satisfied their household was with the Frankfort Square Park District's programs, facilities, park areas, maintenance, and personnel. Twenty items were used to assess the respondents' satisfaction with park district programs; fourteen items were used to assess park district facilities; five items were used to assess park district park areas; three items were used to assess park district maintenance, and; seven items were used to assess park district personnel. The following sections summarize the key findings:

SATISFACTION WITH FRANKFORT SQUARE PARK DISTRICT RECREATION PROGRAMS

Two items from question 5 were used to assess households' overall satisfaction with Frankfort Square Park District's recreation programs. First, respondents were asked, "How satisfied is your household with the number of programs and activities?" Next, respondents were asked, "What is your household's overall satisfaction with existing programs?" Respondents rated each item on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

The findings indicate 87% of residents are satisfied or very satisfied with the number of existing programs and activities offered by the Frankfort Square Park District. Furthermore, 91.3% of residents expressed an overall satisfaction (satisfied or very satisfied) with the existing programs provided by the park district. Complete results are provided in Figure 12.



Satisfaction Levels by Specific Frankfort Square Park District Recreation Program

A part of question 3 on the community-wide questionnaire asked respondents to evaluate specific recreation programs offered by the Frankfort Square Park District. In particular, respondents were asked their level of satisfaction with eighteen different recreation programs. Respondents rated each facility area on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

According to the findings, households were highly satisfied (+80%) with each of the eighteen recreation programs listed on the questionnaire. Programs receiving the highest satisfaction levels (satisfied or very satisfied) included tiny tot (ages 5 and below) programs (97.1%), Lincoln-Way Area Park facilities (95.7%), preschool programs (95.4%), youth recreation (ages 6-11) programs (94.6%), open gyms (94.3%), and youth sport (ages 6-11) programs (94.0%). Complete results are provided in Figure 13.

Figure 13. Satisfaction with Specific Frankfort Square Park District Recreation Programs & Activities

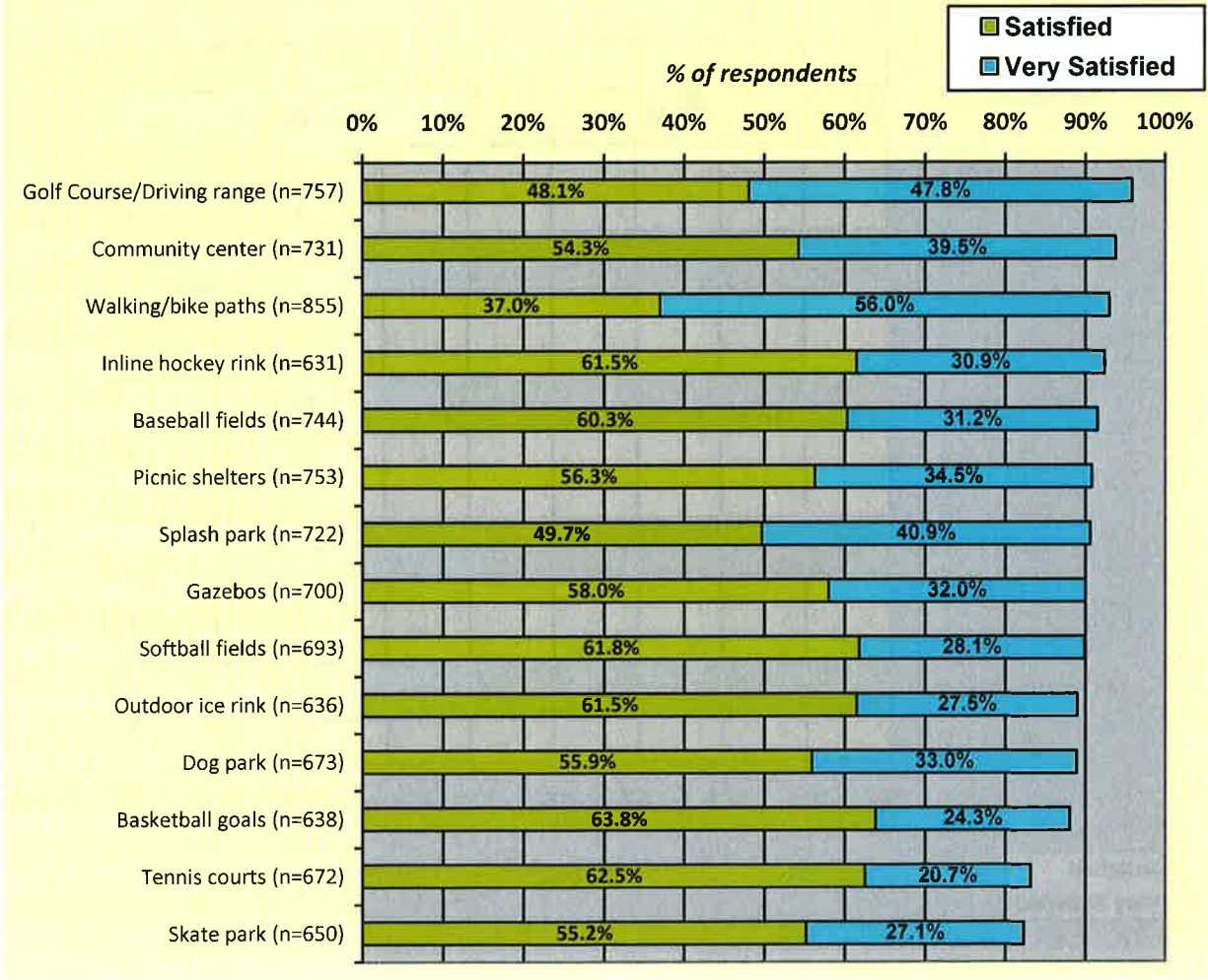


SATISFACTION WITH FRANKFORT SQUARE PARK DISTRICT RECREATION FACILITIES

Fourteen items were used to assess households’ satisfaction with Frankfort Square Park District’s recreation facilities. In particular, respondents were asked their level of satisfaction with fourteen facility areas: baseball fields, softball fields, tennis courts, community center, golf course/driving range, skate park, inline hockey rink, outdoor ice rink, dog park, splash park, walking/bike paths, basketball goals, picnic shelters, and gazebos. Respondents rated each facility area on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

According to the findings, a large majority of households are satisfied or very satisfied (+80%) with the facilities managed by the Frankfort Square Park District. Facilities receiving the highest satisfaction levels (+90%) include the golf course (95.9%), community center (93.8%), walking/bike paths (93.0%), inline hockey rink (92.4%), baseball fields (91.5%), picnic shelters (90.8%), splash park (90.6%), and gazebos (90.0%). Complete results are provided in Figure 14.

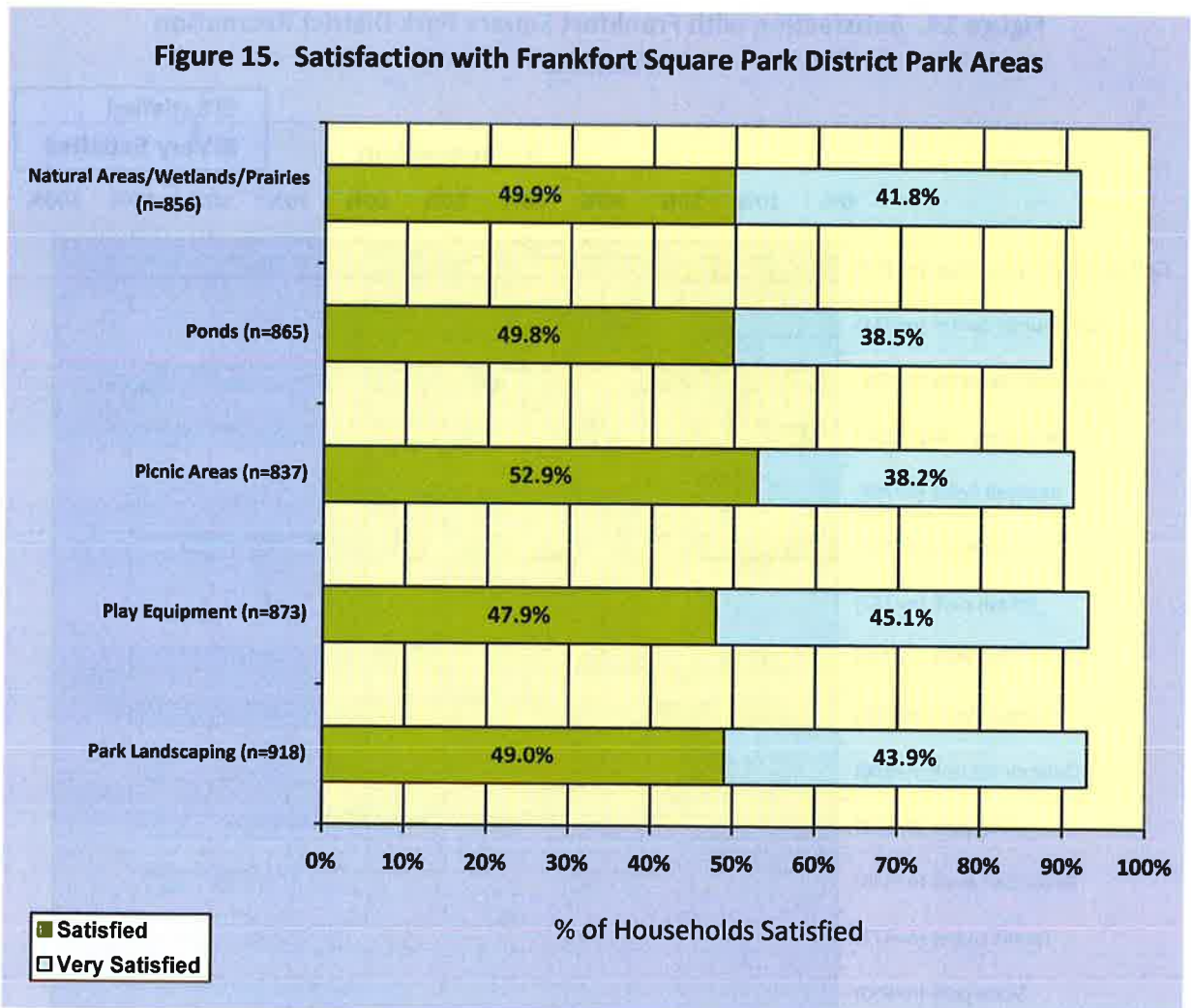
Figure 14. Satisfaction with Frankfort Square Park District Recreation Facilities



SATISFACTION WITH FRANKFORT SQUARE PARK DISTRICT PARK AREAS

Five items were used to assess households' satisfaction with Frankfort Square Park District's park areas. In particular, respondents were asked their level of satisfaction with five elements of the Frankfort Square Park District's park areas: park landscaping, play equipment, picnic areas, ponds, and natural areas/wetlands/prairies. Respondents rated each aspect of the park areas on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

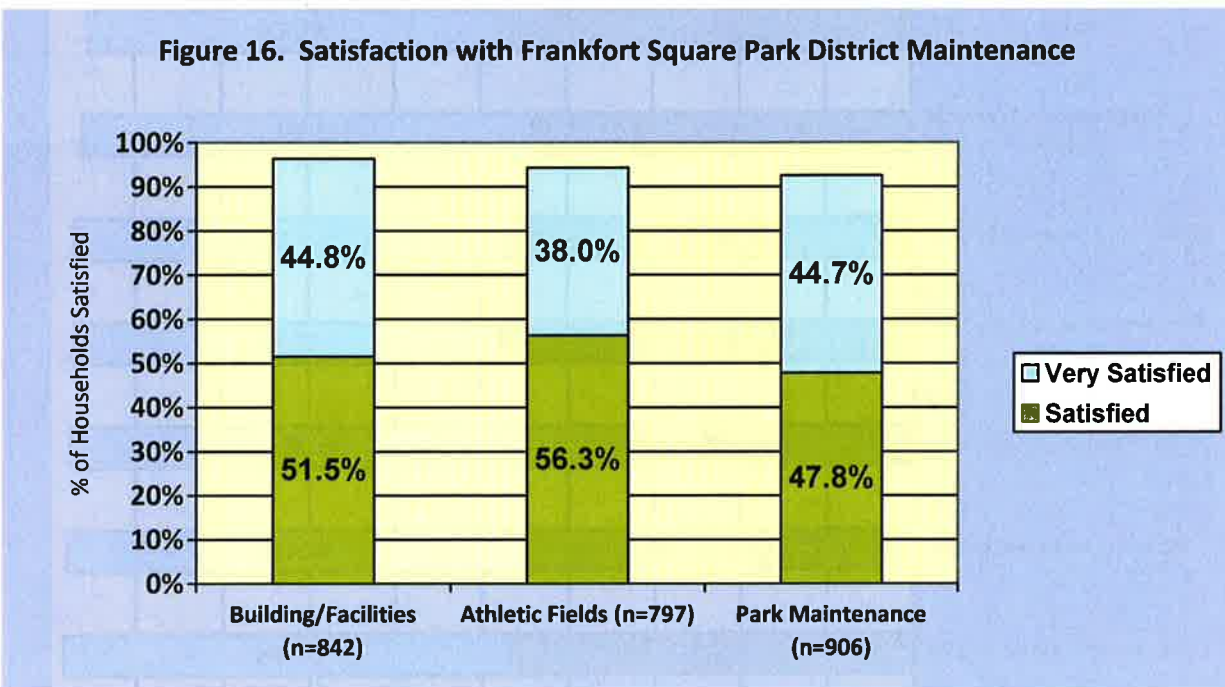
Similar to Frankfort Square Park District's facilities, a large majority of households are satisfied or very satisfied (+84%) with the park areas. Park areas receiving the highest satisfaction levels (+90%) include the maintenance of park district buildings/facilities (96.3%), play equipment (93.0%), park landscaping (92.9%), natural areas/wetlands/prairies (91.7%), and picnic areas (91.1%). Complete results are provided in Figure 15.



SATISFACTION WITH FRANKFORT SQUARE PARK DISTRICT MAINTENANCE

Three items were used to assess households' satisfaction with Frankfort Square Park District's maintenance. In particular, respondents were asked their level of satisfaction with three elements of the Frankfort Square Park District's maintenance program: building/facility maintenance, athletic field maintenance, and park maintenance. Respondents rated each aspect of the maintenance on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

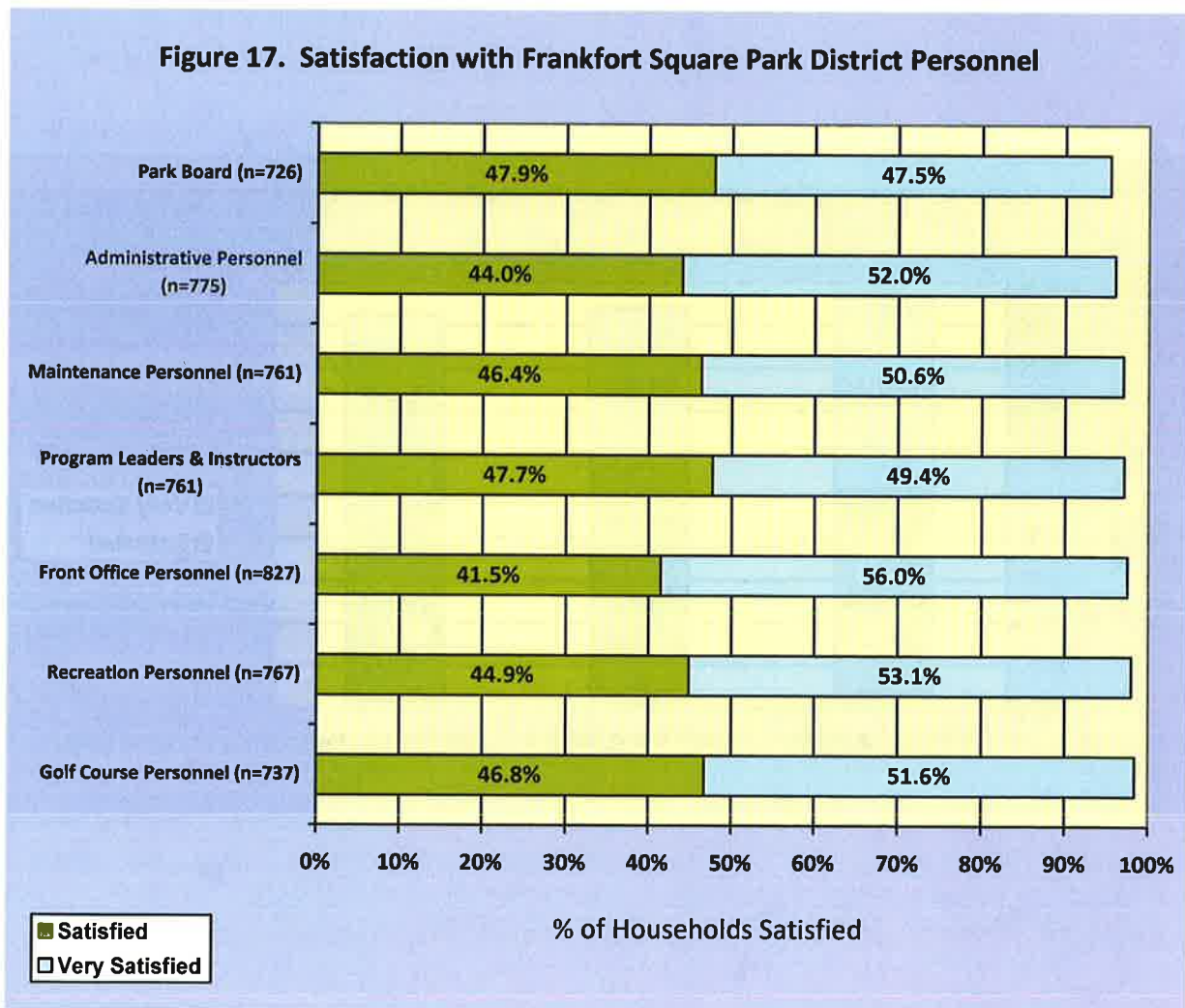
Over 80% of households are satisfied or very satisfied with the Frankfort Square Park District's maintenance program. Specifically, the findings indicate 96.3% of residents are satisfied or very satisfied with the maintenance of Frankfort Square Park District buildings and facilities. Furthermore, 94.3% of residents expressed an overall satisfaction (satisfied or very satisfied) with the maintenance of the district's athletic fields and 92.5% are satisfied with park maintenance (Figure 16).



SATISFACTION WITH FRANKFORT SQUARE PARK DISTRICT PERSONNEL

Seven items were used to assess households' satisfaction with Frankfort Square Park District's personnel. In particular, respondents were asked their level of satisfaction with seven staffing levels within the Frankfort Square Park District: front office personnel, maintenance personnel, administrative personnel, recreation personnel, golf course personnel, program leaders and instructors, and park board members. Respondents rated each staffing level on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

An overwhelming majority of households (+95%) are satisfied or very satisfied with the park board and staff. Complete results are provided in Figure 17.

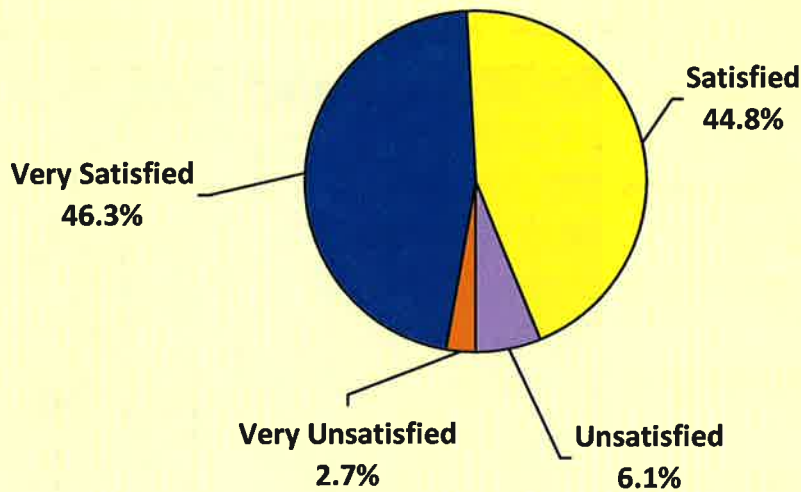


OVERALL SATISFACTION WITH THE FRANKFORT SQUARE PARK DISTRICT

Question 6 was used to assess households' overall satisfaction with the Frankfort Square Park District. Respondents were asked, "Overall, how satisfied is your household with the Frankfort Square Park District?" Respondents rated their level of satisfaction on a 4-point satisfaction scale (1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

Approximately nine out of ten households are satisfied or very satisfied with the Frankfort Square Park District (91.1%) (Figure 18).

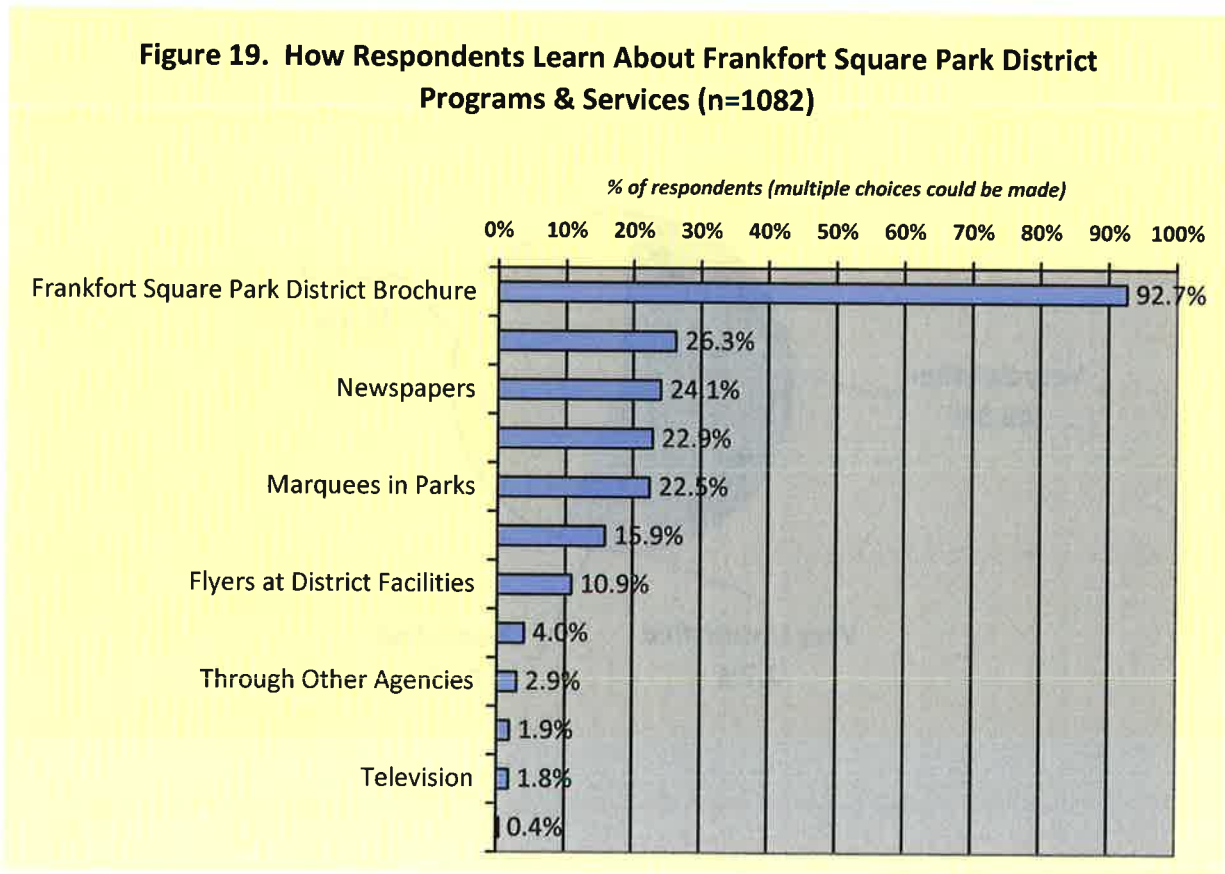
Figure 18. Overall, How Satisfied is your Household with the Frankfort Square Park District (n=993)



PREFERENCES WITH FRANKFORT SQUARE PARK DISTRICT'S MARKETING AND PUBLICITY METHODS

Question 4 of the community-wide questionnaire asked respondents about the marketing and publicity methods of the Frankfort Square Park District. From a list of 12 options, respondents were asked to indicate all of the ways they have learned about the Frankfort Square Park District's programs and services. The following summarizes key findings:

Respondents identified Frankfort Square Park District brochures (92.7%) as the most widely utilized method for learning about park district recreation programs and services. A substantial drop off occurred between the first (Frankfort Square Park District brochures) and second (friends and neighbors) highest marketing/publicity method. Four other popular methods included friends and neighbors (26.3%), newspaper advertisements (24.1%), school flyers (22.9%) and marquees in the parks (22.5%). Complete results are provided in Figure 19.



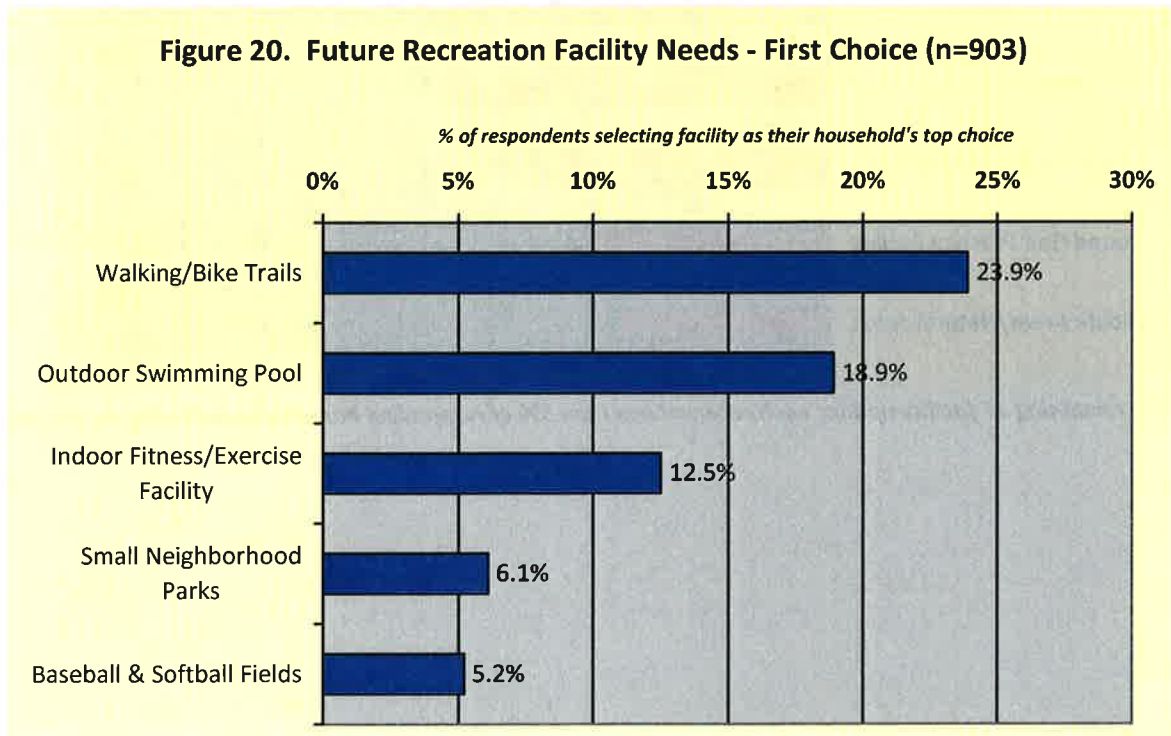
FUTURE RECREATION NEEDS WITHIN THE COMMUNITY

Questions 9 and 10 on the community-wide questionnaire 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 24 various park and recreation facilities and identify which ones were of need to their household. Respondents were asked to identify “all that apply” to their household. Respondents were then 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 18 programs and identify which ones were of need to their household. Respondents were asked to identify “all that apply” to their household. Respondents were then asked to rank the top four programs they felt were the most needed for their household. The following sections summarize the key findings:

FUTURE RECREATION FACILITY NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – FIRST CHOICE

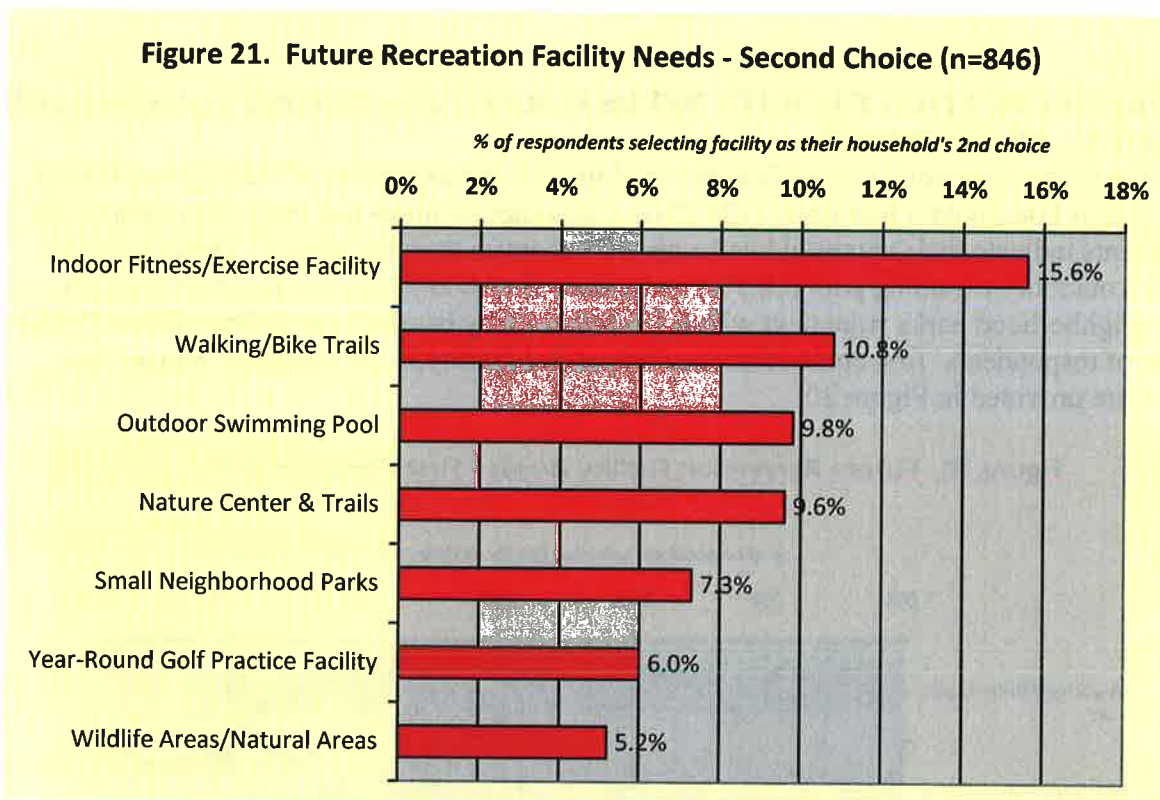
Almost ¼ of the respondents identified the development and expansion of walking and biking trails as their household’s first choice (23.9%). Two other facilities had more than 10% of the respondents indicate their household had a need for them as their top choice. These facilities include: outdoor swimming pool (18.9%) and indoor fitness and exercise facilities (12.5%). Small neighborhood parks were next with 6.1% followed by baseball and softball fields (5.2%). Results of respondents’ first choice for a new/expanded facility in the Frankfort Square Park District are provided in Figure 20.



Note: The remaining 19 facility options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION FACILITY NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – SECOND CHOICE

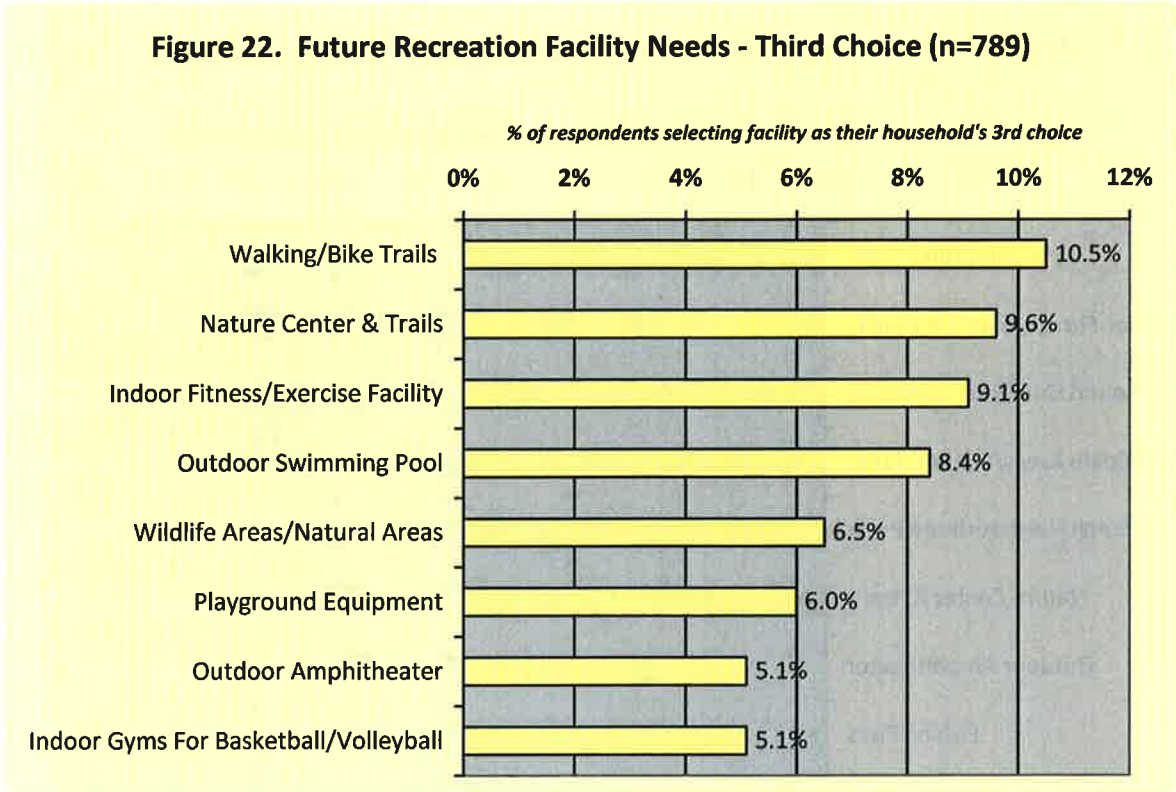
Fifteen percent (15.6%) of the respondents identified indoor fitness and exercise facilities as their household’s second choice for a new/expanded recreation facility in the Frankfort Square Park District. Walking and biking trails were next with 10.8% followed by an outdoor swimming pool (9.8%), nature center and trails (9.6%), small neighborhood parks (7.3%), year-round golf practice facility (6.0%), and wildlife areas/natural areas (5.2%). Results of respondents’ second choice for a new/expanded facility in the Frankfort Square Park District are provided in Figure 21.



Note: The remaining 17 facility options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION FACILITY NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – THIRD CHOICE

Ten percent (10.5%) of the respondents identified walking and biking trails as their household’s third choice for a new/expanded recreation facility in the Frankfort Square Park District. Nature center and trails were next with 9.6% followed by indoor fitness and exercise facilities (9.1%), outdoor swimming pool (8.4%), wildlife areas/natural areas (6.5%), playground equipment (6.0%), outdoor amphitheater (5.1%), and indoor gyms for basketball/volleyball (5.1%). Results of respondents’ third choice for a new/expanded facility in the Frankfort Square Park District are provided in Figure 22.

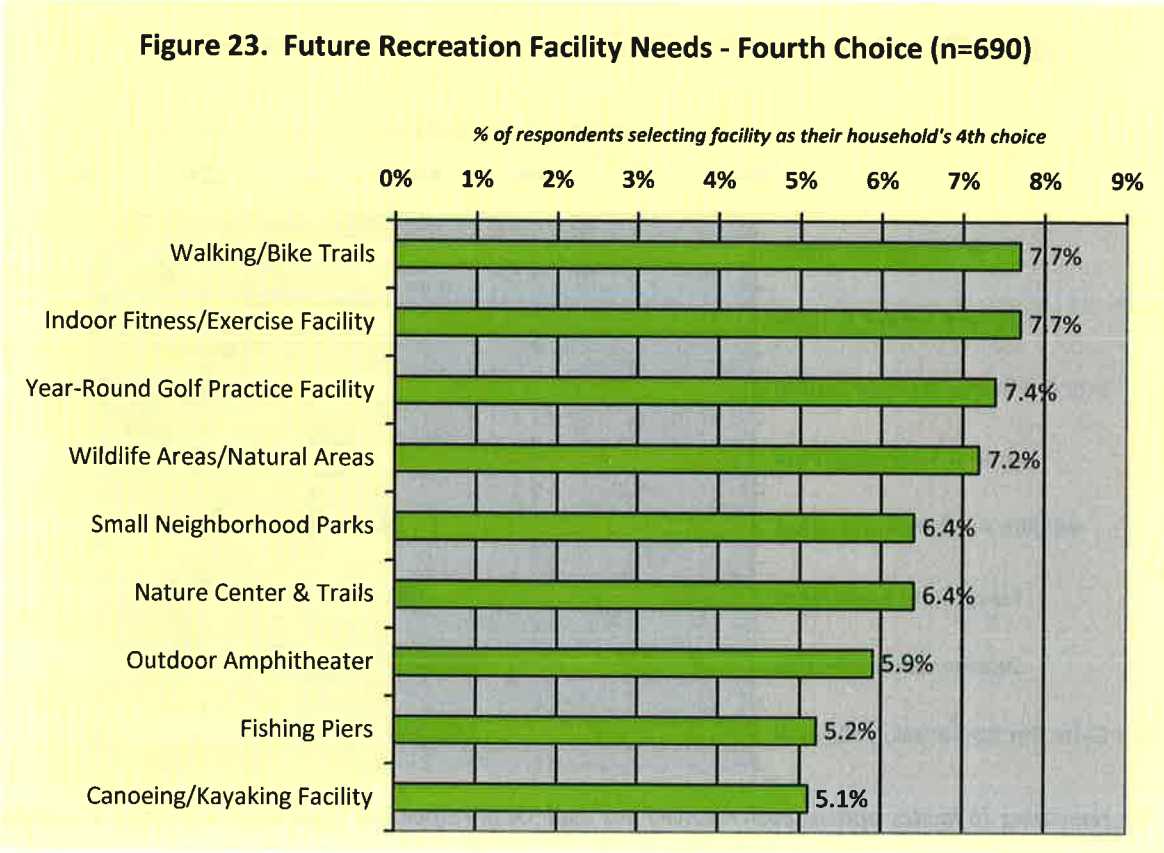


Note: The remaining 16 facility options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION FACILITY NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – FOURTH CHOICE

Almost 8% of the respondents identified walking and biking trails (7.7%) and indoor fitness and exercise facilities (7.7%) as their household’s fourth choice for a new/expanded recreation facility in the Frankfort Square Park District. A year-round golf practice facility (7.4%) was next followed by wildlife areas/natural areas (7.2%), small neighborhood parks (6.4%), nature center and trails (6.4%), outdoor amphitheater (5.9%), fishing piers (5.2%), and canoeing/kayaking facilities (5.1%). Results of respondents’ fourth choice for a new/expanded facility in the Frankfort Square Park District are provided in Figure 23.

Figure 23. Future Recreation Facility Needs - Fourth Choice (n=690)

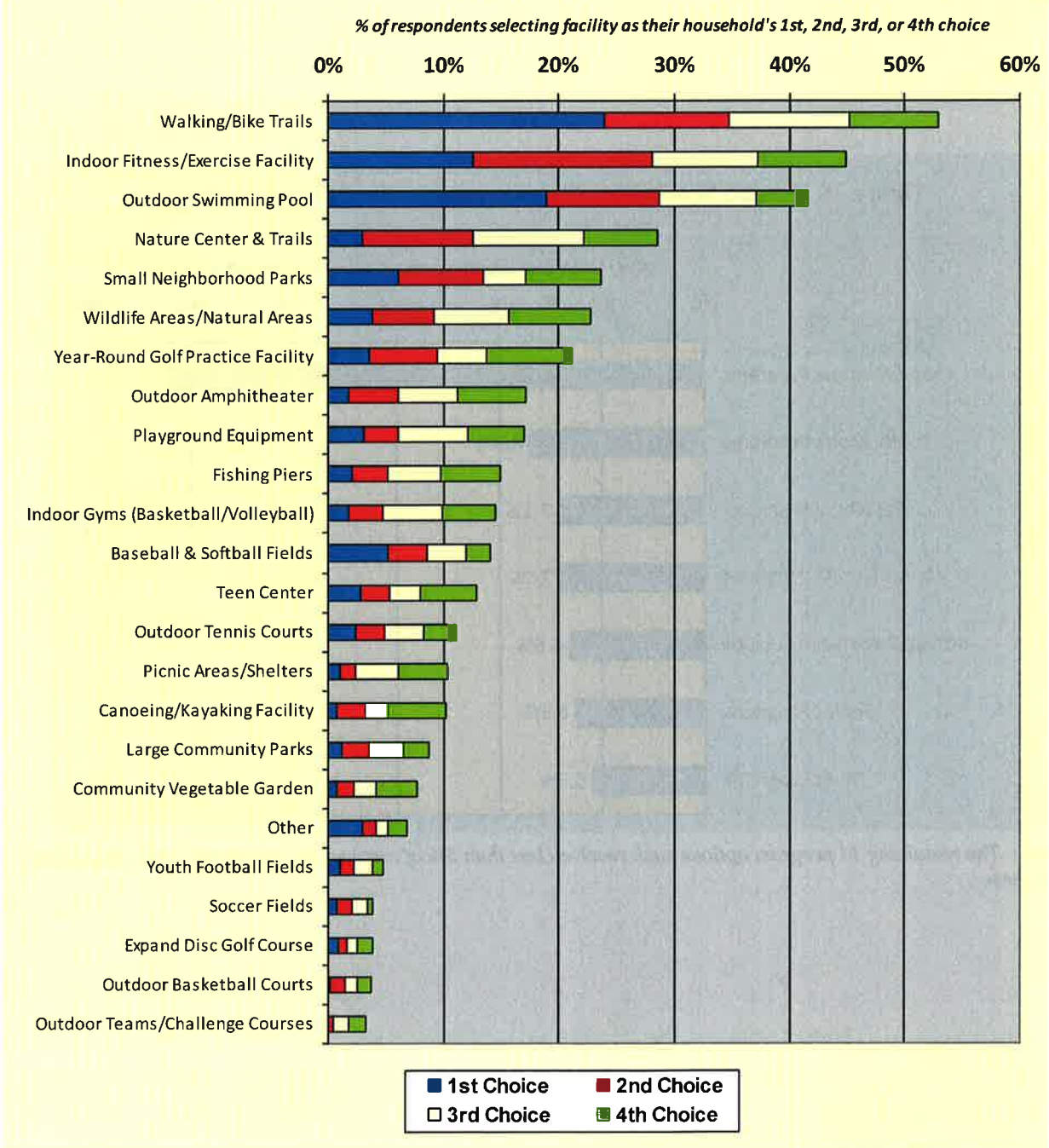


Note: The remaining 13 facility options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION FACILITY NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – AGGREGATE SUMMARY

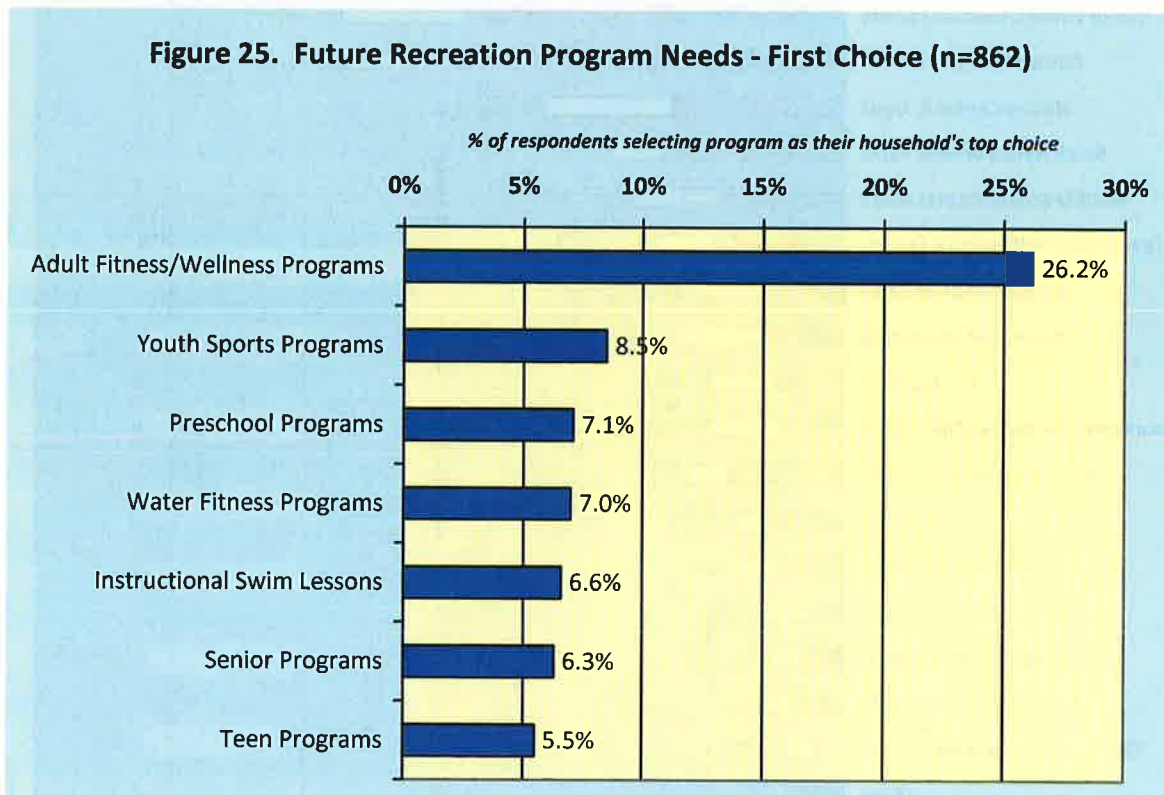
Over 52% (52.9%) of the respondents identified walking and biking trails as their household's first, second, third, or fourth choice for a new/expanded recreation facility in the Frankfort Square Park District. An indoor fitness/exercise facility was next with 44.9% followed by an outdoor swimming pool (41.6%). Complete aggregate results are provided in Figure 24.

Figure 24. Future Recreation Facility Needs - Aggregate Summary



FUTURE RECREATION PROGRAM NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – FIRST CHOICE

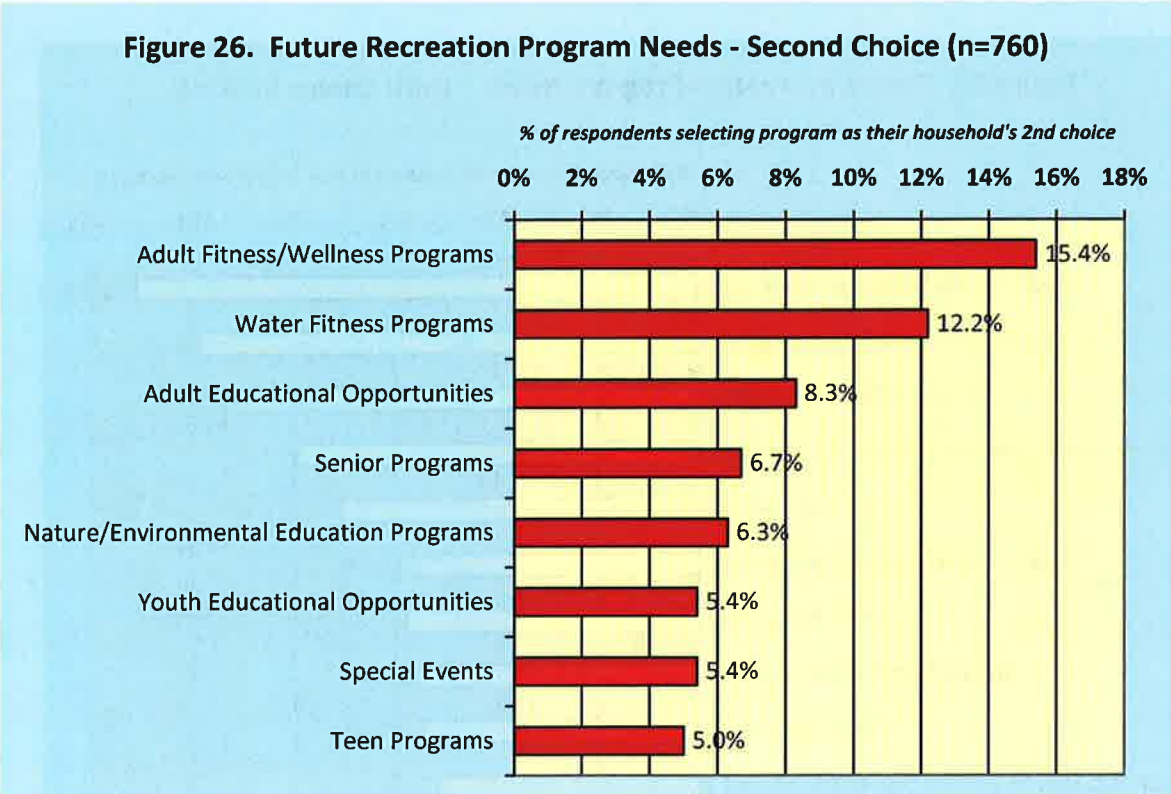
Twenty-six percent (26.2%) of the respondents identified adult fitness/wellness programs as their household's first choice for new or improved programs at the Frankfort Square Park District. Six other program areas had more than 5% of respondents indicate their household had a need for it as their top choice. These programs included: youth sports programs (8.5%), preschool programs (7.1%), water fitness programs (7.0%), instructional swim lessons (6.6%), senior programs (6.3%), and teen programs (5.5%). Results of respondents' first choice for a new/expanded recreation programs at the Frankfort Square Park District are provided in Figure 25.



Note: The remaining 11 program options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION PROGRAM NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – SECOND CHOICE

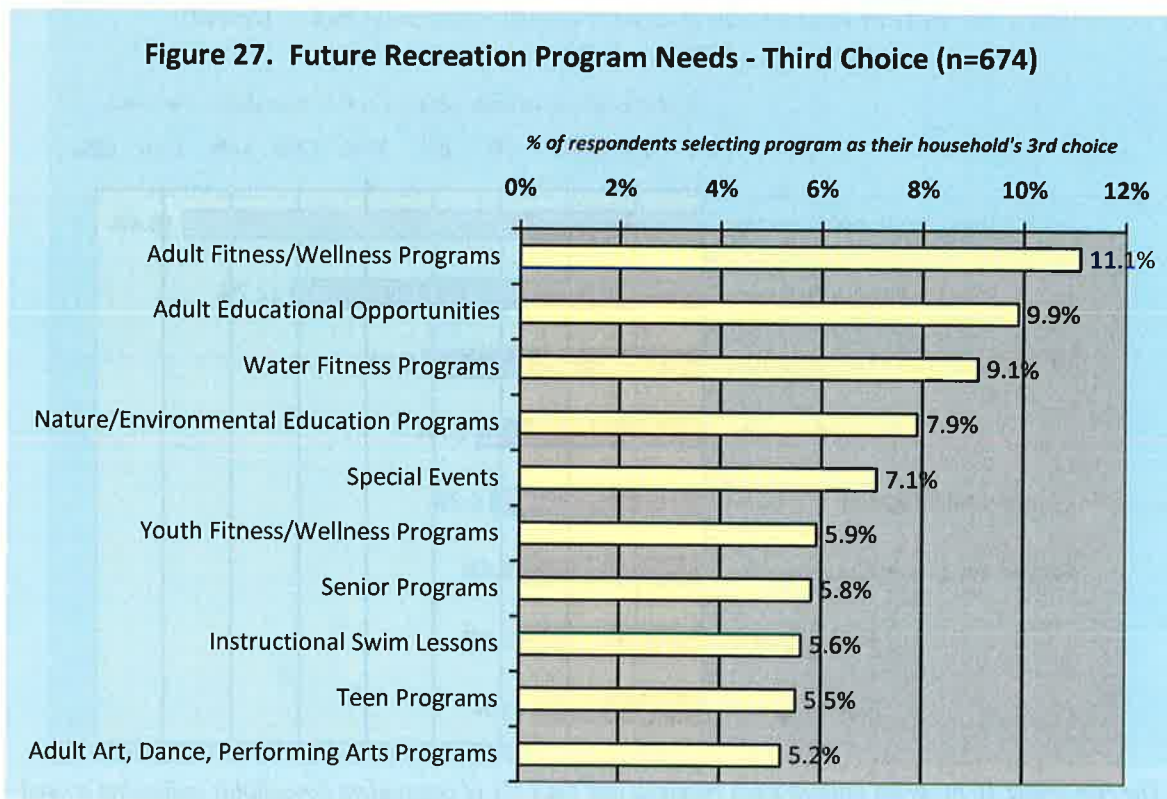
Fifteen percent (15.4%) of the respondents identified adult fitness/wellness programs as their household’s second choice for a new/expanded recreation program at the Frankfort Square Park District. Water fitness programs were next with 12.2%, followed by adult educational opportunities (8.3%), senior programs (6.7%), nature/environmental education programs (6.3%), youth educational opportunities (5.4%), special events (5.4%) and teen programs (5.0%). Results of respondents’ second choice for a new/expanded recreation program at the Frankfort Square Park District are provided in Figure 26.



Note: The remaining 10 program options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION PROGRAM NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – THIRD CHOICE

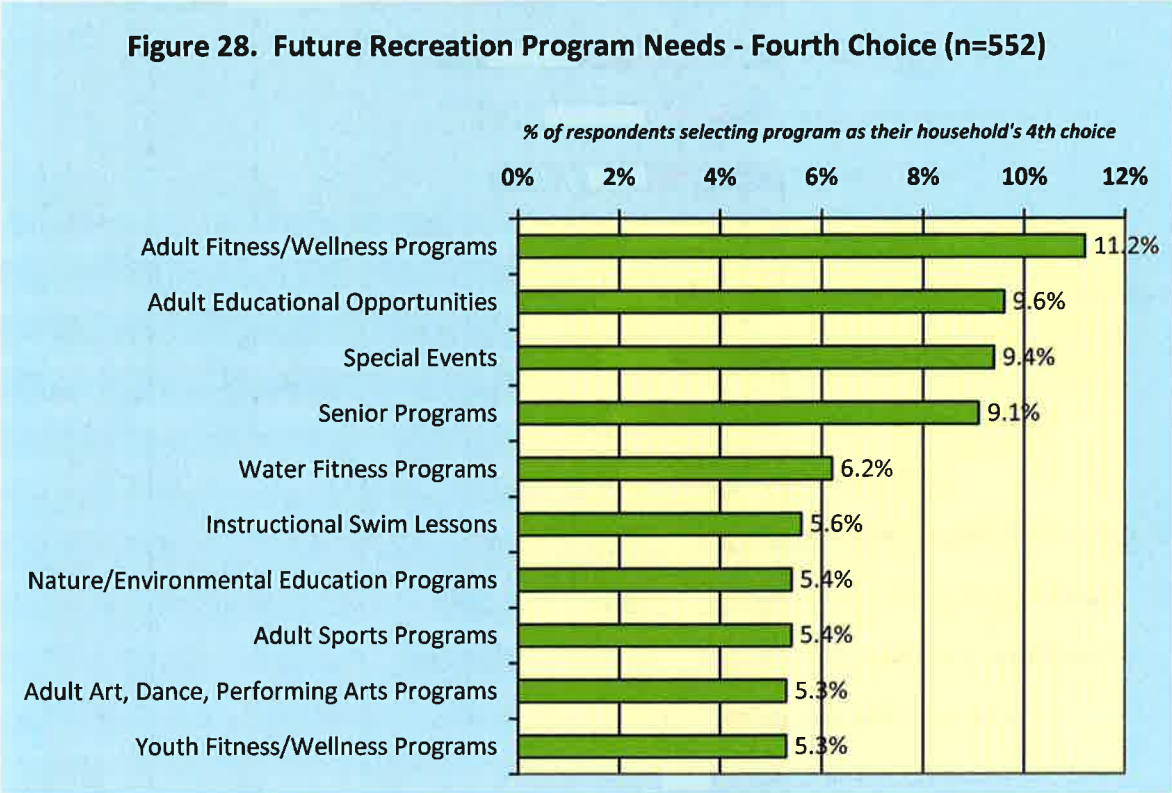
Eleven percent (11.1%) of the respondents identified adult fitness/wellness programs as their household’s third choice for a new/expanded recreation program at the Frankfort Square Park District. Other choices included: adult educational opportunities (9.9%), water fitness programs (9.1%), nature/environmental education programs (7.9%), special events (7.1%), youth fitness/wellness programs (5.9%), senior programs (5.8%), instructional swim lessons (5.6%), teen programs (5.5%), and adult art, dance, and performing arts programs (5.2%). Results of respondents’ third choice for a new/expanded recreation program at the Frankfort Square Park District are provided in Figure 27.



Note: The remaining 8 program options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION PROGRAM NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – FOURTH CHOICE

Eleven percent (11.2%) of the respondents identified adult fitness/wellness programs as their household’s fourth choice for a new/expanded recreation program at the Frankfort Square Park District. Other choices included: adult educational opportunities (9.6%), special events (9.4%), senior programs (9.1%), water fitness programs (6.2%), instructional swim lessons (5.6%), nature/environmental education programs (5.4%), adult sports programs (5.4%), adult art, dance and performing arts programs (5.3%), and youth fitness/wellness programs (5.3%). Results of respondents’ fourth choice for a new/expanded recreation program at the Frankfort Square Park District are provided in Figure 28.

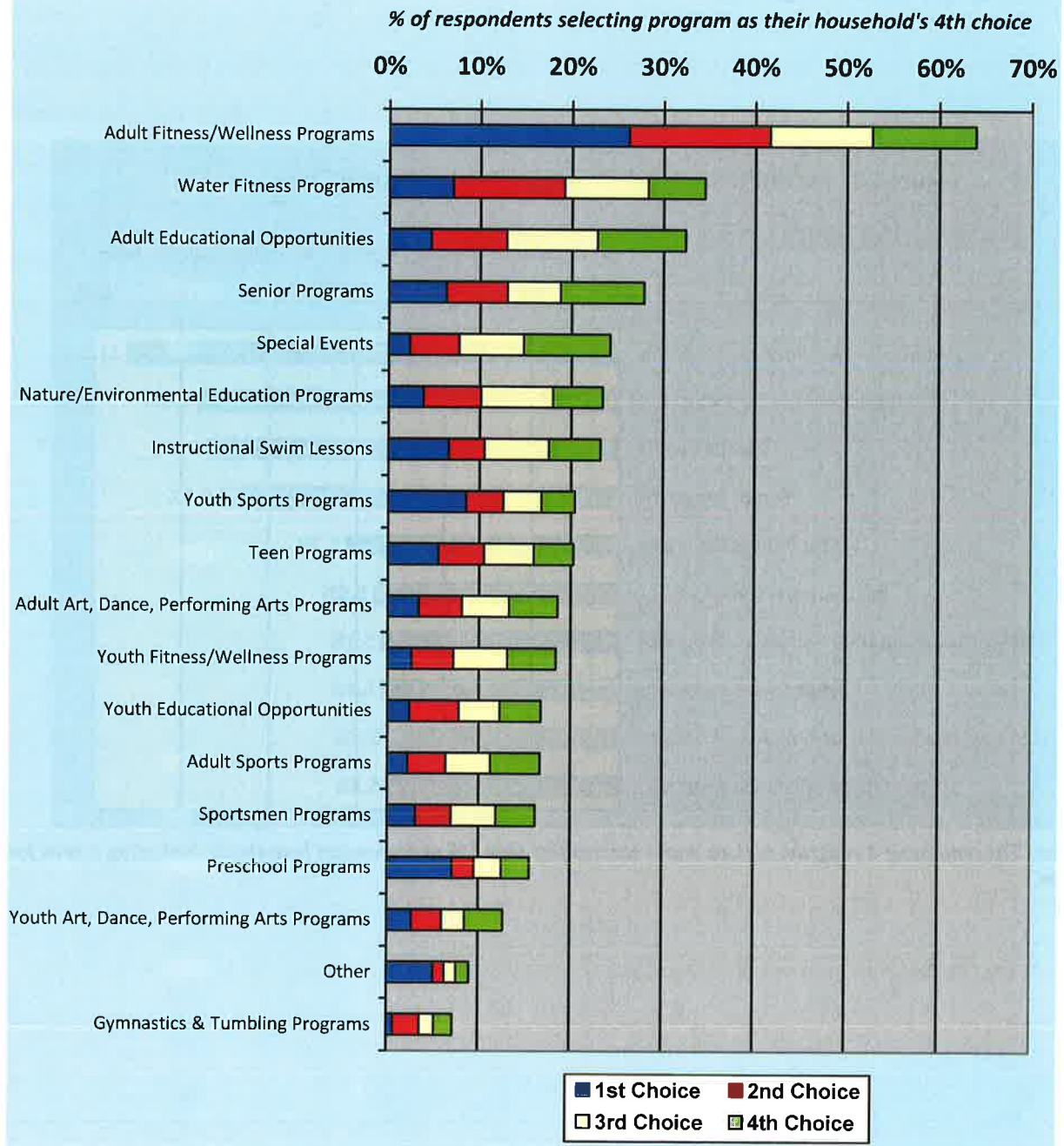


Note: The remaining 8 program options each received less than 5% of respondent households indicating a need for them.

FUTURE RECREATION PROGRAM NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT – AGGREGATE SUMMARY

Over 63% (63.9%) of the respondents identified adult fitness/wellness programs as their household’s first, second, third, or fourth choice for a new/expanded recreation program at the Frankfort Square Park District. Water fitness programs were next with 34.5% followed by adult educational opportunities (32.4%). Complete aggregate results are provided in Figure 29.

Figure 29. Future Recreation Program Needs - Aggregate Summary

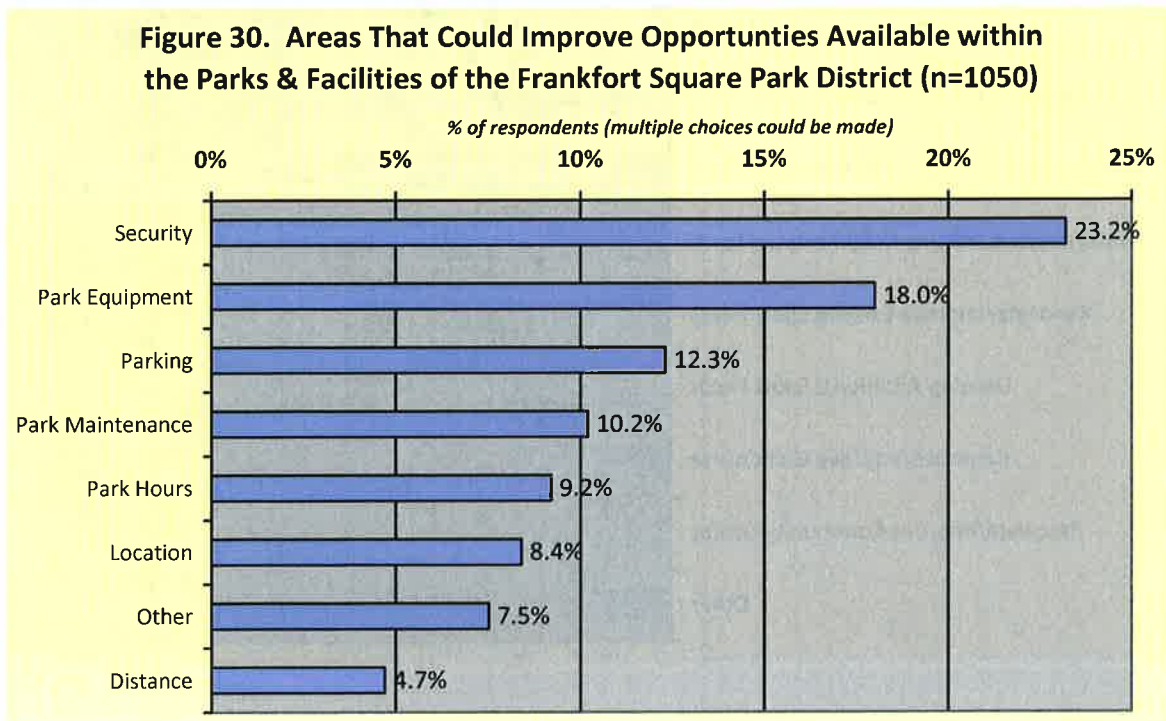


AREAS OF IMPROVEMENT AND POSSIBLE SUPPORT FOR THOSE IMPROVEMENTS WITHIN THE FRANKFORT SQUARE PARK DISTRICT

Questions 8, 11, and 12 of the community-wide questionnaire asked respondents to identify areas of improvement and to prioritize the improvements. For question 8, respondents were given a list of 9 reasons and asked to select all of the ones that their household felt could improve opportunities available within the parks and facilities of the Frankfort Square Park District. Question 11 asked respondents to identify specific improvements their household would like to see added or improved within the district. Finally, question 12 provided six improvement categories and asked respondents to rank (1=top choice...6=6th choice) the improvement categories based on their household’s willingness to support each improvement. The following sections summarize the study’s key findings:

AREAS THAT CAN IMPROVE OPPORTUNITIES FOR THE FRANKFORT SQUARE PARK DISTRICT

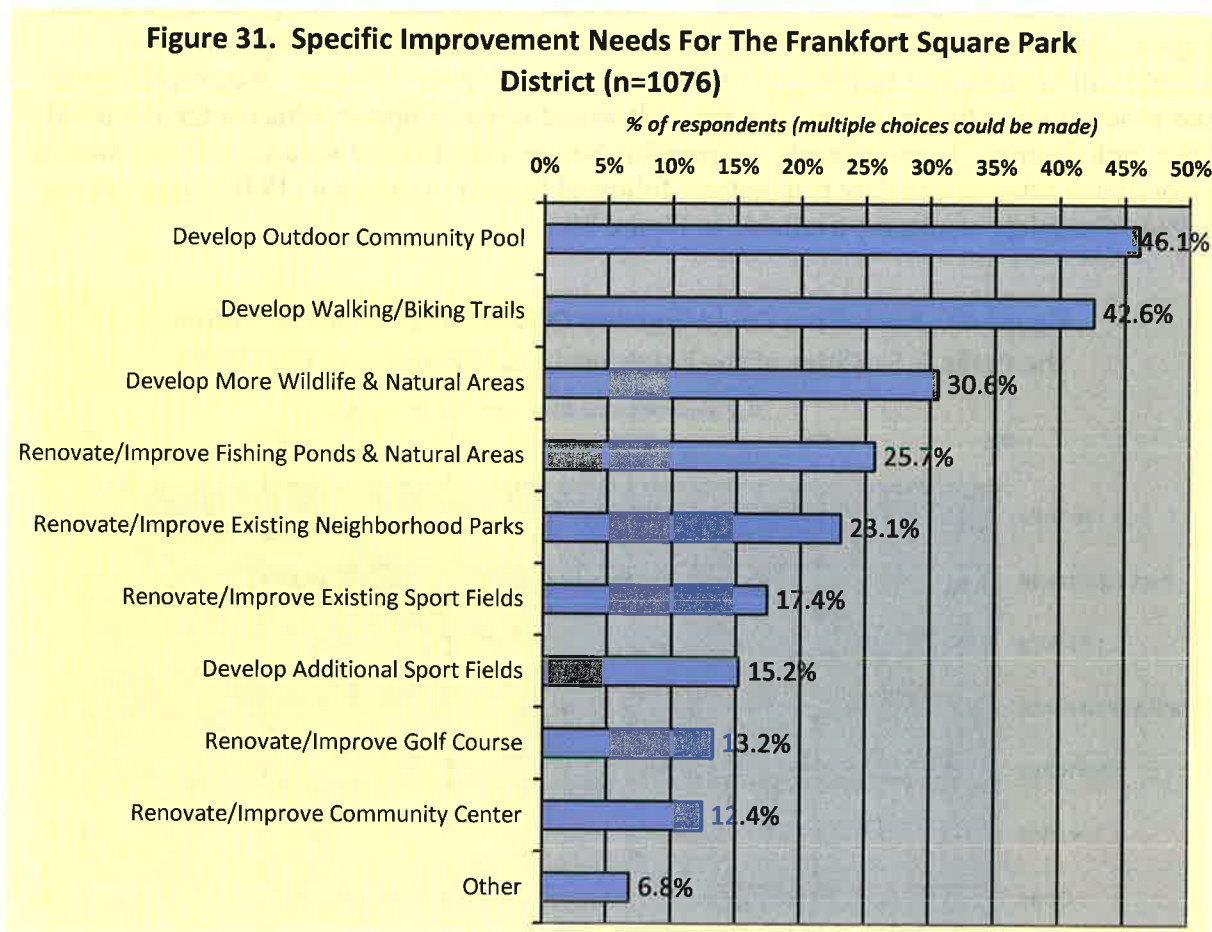
Question 8 of the community-wide questionnaire asked respondents to identify improvement areas at the Frankfort Square Park District. Specifically, respondents were given a list of nine categories and asked, “Which of the following do you feel would improve opportunities available within parks and facilities of the Frankfort Square Park District?” Respondents were asked to select all of the categories that they felt would improve opportunities at the Frankfort Square Park District. Improvements to Frankfort Square Park District security (23.2%) was the category most often selected by respondents followed by park equipment (18.0%) and parking (12.3%). Complete results are available in Figure 30.



SPECIFIC IMPROVEMENT NEEDS FOR THE FRANKFORT SQUARE PARK DISTRICT

Question 11 asked respondents to identify specific improvements their household would like to see added or improved within the district. Specifically, respondents were given a list of ten improvement categories and asked, “Which of the following improvements would you like to see added or improved within the district?” Respondents were asked to select all of the improvements their household would like to see added or improved within the Frankfort Square Park District.

According to the findings, 46.1% of the respondents would like to see the Frankfort Square Park District develop an outdoor community pool. The second most popular improvement category was the development of walking/biking trail with 42.6%, followed by development of more wildlife and natural areas (30.6%), renovation/improvement to fishing ponds and natural areas (25.7%), renovation/improvement to existing neighborhood parks (23.1%), renovation/improvement to existing sport fields (17.4%), development of additional sport fields (15.2%), renovation/improvement to the golf course (13.2%), renovation/improvement to the community center (12.4%), and “other” improvements (6.8%). The results are provided in Figure 31.

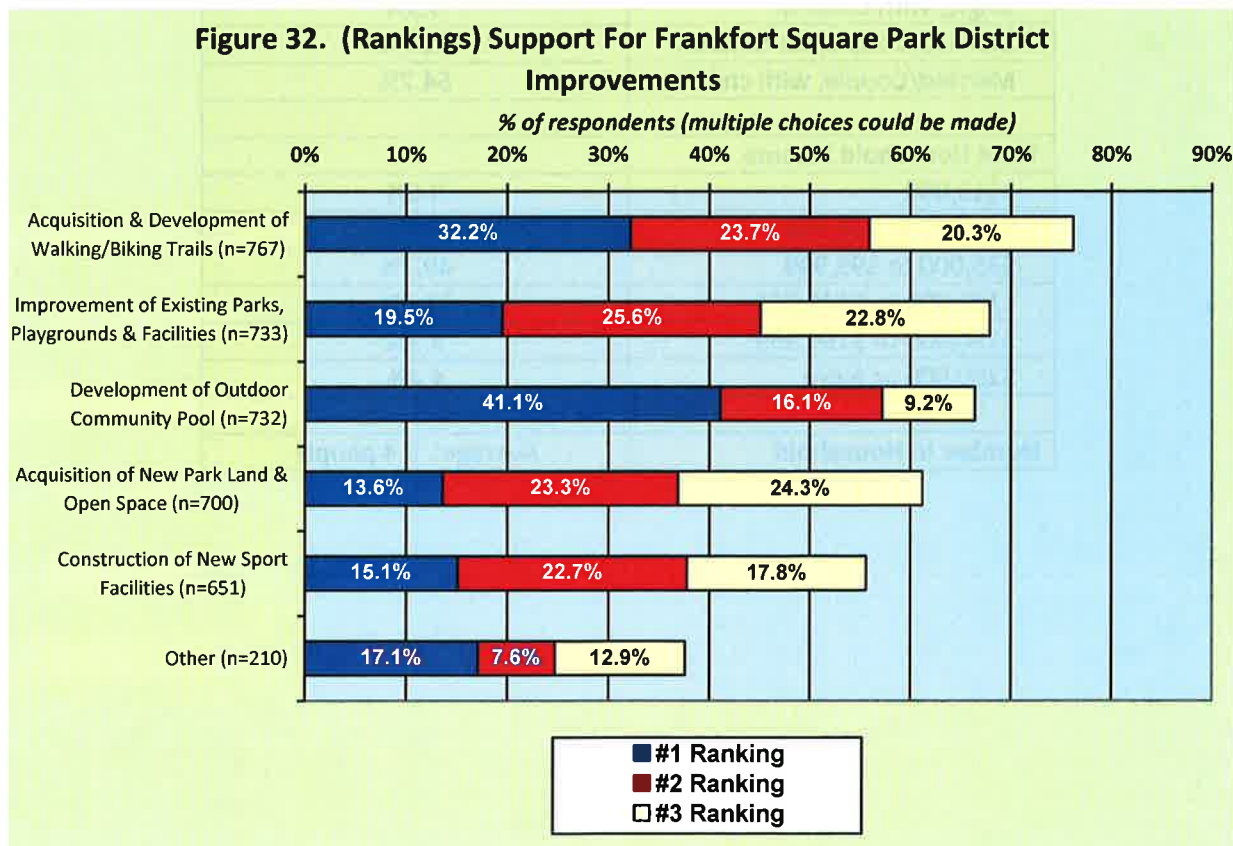


SUPPORT FOR FRANKFORT SQUARE PARK DISTRICT IMPROVEMENTS

Question 12 provided six improvement categories and asked respondents to rank (1=top choice...6=6th choice) the improvement categories based on their household's willingness to support each improvement. According to the findings, the development of a new outdoor community pool was ranked as the #1 improvement by 41.1% of the respondents. The acquisition and development of walking and biking trails received a #1 ranking by 32.2% of the respondents, followed by improvements of existing parks, playgrounds and facilities (19.5%), other improvements (17.1%), construction of new sport facilities (15.1%), and acquisition of new park land and open space (13.6%).

Improvement of existing parks, playgrounds, and facilities was the category that received the largest amount of #2 rankings with 25.6%. The acquisition and development of walking and biking trails received 23.7% of the #2 rankings followed by the acquisition of new park land and open space (23.3%), construction of new sport facilities (22.7%), development of an outdoor community pool (16.1%), and other (7.6%).

The acquisition of new park land and open space was the category that received the largest amount of #3 rankings with 24.3%. The improvement of existing parks, playgrounds, and facilities received 22.8% of the #3 rankings followed by the acquisition and development of walking and biking trails (20.3%), construction of new sport facilities (17.8%), other (12.9%), and the development of an outdoor community pool (9.2%). Figure 32 provides percentages for the #1-3 rankings for each of the six improvement categories.



DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Questions 13 thru 20 of the community-wide questionnaire 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 (64.7%) and had an average number of 3.4 people in the household. Almost fifty percent of respondents (49.7%) had a total household annual income between \$35,000 and \$99,999. The household characteristics are provided in Table 2.

| Table 2. Household Characteristics | |
|------------------------------------|-------------------------|
| Household Characteristic | Respondent/Sample Value |
| Family Unit | |
| Single, no children | 8.7% |
| Single, with children | 5.5% |
| Married/Couple, no children | 21.1% |
| Married/Couple, with children | 64.7% |
| Total Household Income | |
| <\$15,000 | 0.6% |
| \$15,000 to \$34,999 | 4.4% |
| \$35,000 to \$99,999 | 49.7% |
| \$100,000 to \$149,999 | 31.6% |
| \$150,000 to \$199,999 | 9.3% |
| \$200,000 or more | 4.4% |
| Number in Household | Average: 3.4 people |

RESPONDENT CHARACTERISTICS

Respondent characteristics obtained with this study included: gender, age, race, years lived in the Frankfort Square Park District, and geographical area of residence. Seventy-two percent (72.7%) of those completing the questionnaire were with an average age of 47. Ninety-one percent (91.4%) were white and had lived in the Frankfort Square Park District for an average of 10.7 years. Twenty-nine percent (29.9%) lived south of St. Francis Road and east of 80th Avenue while 26.5% lived north of St. Francis Road and east of 80th Avenue. The respondent characteristics are provided in Table 3.

| Table 3. Respondent Characteristics | |
|--|-------------------------|
| Household Characteristic | Respondent/Sample Value |
| Gender | |
| Male | 27.3% |
| Female | 72.7% |
| Race | |
| American Indian/Alaska Native | 0.3% |
| Asian | 2.1% |
| Black or African American | 2.5% |
| Hispanic or Latino | 2.4% |
| White | 91.4% |
| Middle Eastern | 0.5% |
| Other | 0.8% |
| Age | |
| | Mean: 47.2 |
| Years Lived in Frankfort Square Park District | |
| | Mean: 10.7 |
| Area of Residence | |
| North of St. Francis & West of 80 th Avenue | 23.5% |
| North of St. Francis & East of 80 th Avenue | 26.4% |
| South of St. Francis & West of 80 th Avenue | 20.2% |
| South of St. Francis & East of 80 th Avenue | 29.9% |

SUMMARY

The following sections provide a summary of key findings from the community-wide study:

THE CURRENT PARTICIPATION RATES WITH EXISTING PARKS, PROGRAMS, AND FACILITIES

During the past year, 51.5% of the households had participated in a Frankfort Square Park District recreation program. Programs receiving the most participation, by household, include: Lincoln-Way Area Park facilities (24.6%), youth sport (ages 6-11) programs (21.6%), middle school dances (16.1%), youth recreation (ages 6-11) programs (15.5%), and seasonal special events (i.e., lunch w/Santa) (14.3%).

65.4% of the households had visited a Frankfort Square Park District facility within the last 12 months. When asked about usage patterns within park areas, the findings indicated almost 8 out of 10 (76%) households had visited a Frankfort Square Park District park area in the last 12 months.

In addition to participation rates with existing parks, programs, and facilities, households were also asked about participation rates of other recreation providers. Specifically, households were asked about participation rates with neighboring park districts and/or forest preserves, private/commercial agencies, non-profit recreation agencies, and churches. The most heavily used non- Frankfort Square Park District recreation provider was neighboring park districts and/or forest preserves with over 73% of the household indicating they had used these services within the past 12 months. Other popular non- Frankfort Square Park District recreation providers included private/commercial agencies (51.4%) and churches (46.3%).

Consultant Notes

The recreation program participation rate for the Frankfort Square Park District is slightly higher than the average for park districts throughout the state (state average = ~48%). Furthermore, it appears participation in L.A.P. facilities and programs has increased slightly since the December 2000 Frankfort Square Park District Needs/Interest Assessment. Attendance at Frankfort Square Park District facilities appears to also be higher than the state average (state average = ~60%). The use of Frankfort Square Park District park areas, however, is consistent with the state average (state average = ~77%). Compared to the data obtained from the 2000 survey, the use of neighboring recreation agencies has increased from 28.0% in 2000 to over 70%.

THE RESIDENTS' SATISFACTION WITH CURRENT PROGRAMS, FACILITIES, PARKS, MAINTENANCE, AND PERSONNEL SERVICES

Over 90% (91.1%) of households are satisfied with the Frankfort Square Park District's recreation programs, facilities, parks, maintenance, and personnel services. Approximately 9 out of 10 of the households surveyed indicated they are satisfied with the number of existing recreation programs (87%) and the quality of existing programs (91.3%) offered by the Frankfort Square Park District. When asked about specific programs, households were highly satisfied with all of them (+80%). Tiny tot (ages 5 and below) programs (97.1%), Lincoln-Way Area Park facilities (95.7%), preschool programs (95.4%), youth recreation (ages 6-11) programs

(94.6%), open gyms (94.3%), and youth sport (ages 6-11) programs (94.0%) were recreation programs that received the highest satisfaction levels.

More than 80% of households are satisfied with the facilities managed by the Frankfort Square Park District. Facilities receiving a 90% or higher satisfaction rating included: the golf course (95.9%), community center (93.8%), walking/bike paths (93.0%), inline hockey rink (92.4%), baseball fields (91.5%), picnic shelters (90.8%), splash park (90.6%), and gazebos (90.0%).

More than 88% of households are satisfied with Frankfort Square Park District's park areas and general park maintenance. Park areas and maintenance receiving a 90% or higher satisfaction rating included: the maintenance of park district buildings/facilities (96.3%), athletic field maintenance (94.3%), play equipment (93.0%), park landscaping (92.9%), park maintenance (92.5%), natural areas/wetlands/prairies (91.7%), and picnic areas (91.1%).

Overall, nearly every household is satisfied with the Frankfort Square Park District board of commissioners and staff (+95%). Specific satisfaction ratings for staffing areas include: golf course personnel (98.4%), recreation personnel (98.0%), front office personnel (97.5%), program leaders and instructors (97.1%), maintenance personnel (97.0%), administrative personnel (96.0%), and park board of commissioners (95.4%).

Consultant Notes

Program satisfaction levels for the Frankfort Square Park District are slightly higher than the state average for park districts (state averages for satisfaction with the number of existing recreation programs = 84% and quality of programs = 90%). Overall satisfaction with existing facilities, park areas, maintenance, and personnel are also strong and appear consistent to slightly higher than the ratings obtained from the 2000 survey (note: the 2000 survey utilized a different rating scale making precise comparisons unattainable).

THE MOST EFFECTIVE FORM OF PUBLICITY

Ninety-two percent (92.7%) of households rely on the Frankfort Square Park District brochure to learn about the park district's recreation programs and services. A significant drop off occurred between the brochure and the next most popular marketing method, friends and neighbors (26.3%). Other popular marketing methods include: newspaper advertisements (24.1%), school flyers (22.9%) and marquees in the parks (22.5%).

Consultant Notes

The brochure continues to be the most preferred marketing tool for the residents of the Frankfort Square Park District. Specifically, 86.1% utilized the brochure in 2000 and 92.7% utilize it today. Interestingly, the school flyer method experienced a drop off in usage from 37.6% in 2000 to 22.9% in 2007-08. Other methods appeared consistent from data obtained in the 2000 survey.

INPUT FROM RESIDENTS ON NEEDS FOR EXPANSION OR DEVELOPMENT OF NEW PARKS, FACILITIES, AND/OR PROGRAMS.

Households were given a list of 24 facilities and 18 recreation programs and asked to identify the most needed (facilities and programs) within the Frankfort Square Park District. According to the findings, 52.9% of the households identified walking and biking trails as their household's first (23.9%), second (10.8%), third (10.5%), or fourth (7.7%) choice for a new/expanded recreation facility in the Frankfort Square Park District. The second most popular facility choice was an indoor fitness/exercise facility with 44.9% (1st Choice=12.5%; 2nd Choice=15.6%; 3rd Choice=9.1%; 4th Choice=7.7%) followed by an outdoor swimming pool with 41.6% (1st Choice=18.9%; 2nd Choice=9.8%; 3rd Choice=8.4%; 4th Choice=4.5%).

When asked about programming needs, 63.9% households identified adult fitness/wellness programs as their household's first (26.2%), second (15.4%), third (11.1%), or fourth (11.2%) choice. The second most popular recreation program choice was water fitness programs with 34.5% (1st Choice=7.0%; 2nd Choice=12.2%; 3rd Choice=9.1%; 4th Choice=6.2%) followed by adult educational opportunities with 32.4% (1st Choice=4.6%; 2nd Choice=8.3%; 3rd Choice=9.9%; 4th Choice=9.6%).

Consultant Notes

Consistent with opinions expressed by other park districts in Illinois, the expansion/development of additional walking and biking trails was identified as a need for Frankfort Square Park District residents. In 2000, 31.7% of Frankfort Square Park District residents indicated their willingness to pay \$25 a year for sixteen years for additional bike trail development. Although not the same question format, 52.9% of residents identified the development of walking and biking trails as their 1st, 2nd, 3rd, or 4th choice for a new/expanded facility. The need for an outdoor community swimming pool appeared to rise sharply from 2000 (21.3% would pay \$85 a year for twenty-two years for an outdoor community pool/waterslide in 2000) as 41.6% of residents identified it as their as their 1st, 2nd, 3rd, or 4th choice for a new/expanded facility. No comparison data from the 2000 survey is available for indoor fitness/exercise facility needs. The most needed program for the Frankfort Square Park District is in the area of adult fitness/wellness as this program received almost twice as many votes than the second most popular choice (water fitness programs).

IDENTIFY AREAS OF IMPROVEMENT AND POSSIBLE SUPPORT FOR THOSE IMPROVEMENTS WITHIN THE FRANKFORT SQUARE PARK DISTRICT.

Almost half (46.1%) of the households would like to see the Frankfort Square Park District develop an outdoor community pool. Other popular choices for improvement or development include: the development of walking/biking trail (42.6%), development of more wildlife and natural areas (30.6%), renovation/improvement to fishing ponds and natural areas (25.7%), and renovation/improvement to existing neighborhood parks (23.1%).

Households were also asked to prioritize improvements/developments within the Frankfort Square Park District. In particular, households were to prioritize the improvements/developments based upon their household's willingness to support the improvement/development. Again, the improvement/development receiving the most support by

the respondents was the development of a new outdoor community pool which was ranked as the #1 priority by 41.1% of the households. The acquisition and development of walking and biking trails was ranked as the #1 priority by 32.2% of the respondents, followed by improvements of existing parks, playgrounds and facilities (19.5%).

Consultant Notes

Based on the findings (and compared to data from the 2000 survey), it appears the development of an outdoor community pool is gaining popularity in the Frankfort Square Park District. Well over 50% ranked the development of an outdoor community pool as their 1st or 2nd most desired development that they would support. Walking and biking trails also continue to receive strong support from the residents within the Frankfort Square Park District.

APPENDICES

**APPENDIX A: FRANKFORT SQUARE PARK DISTRICT STAFF
INTERVIEW QUESTIONS**

**Frankfort Square Park District
Staff Meetings**

Name of Employee: _____ Date: _____

Job Title: _____ Yrs. in Position: _____

1. Describe your role with the Frankfort Square Park District.
2. Describe your level of satisfaction with the position you hold.
3. What evidence is there that the parks, recreation programs, and facilities are enjoyed by the participants?
4. In your opinion, what is the core business of the Park District?
5. What recreation program or facility feature is needed in the community that is not currently available?
6. What are two or three most important needs of the _____ Department?
7. What are two or three important needs of other departments?
8. What are some issues or trends that are, or will be, affecting the community?
9. What words do you feel describe the history of the agency?
10. What words do you feel describe the agency as you see it today?
11. What words do you feel describe the agency as you would like to see it in the future?
12. Do you have any thoughts you would like to express that have not been discussed in this interview session?

**APPENDIX B: FRANKFORT SQUARE PARK DISTRICT
BOARD OF COMMISSIONERS INTERVIEW QUESTIONS**

**Frankfort Square Park District
Board of Commissioners Meeting
Outline and Questions: Discussion/Planning Session
Office of Recreation & Park Resources**

1. Brief Introduction
 - a. ORPR – our team
 - b. Robin Hall
 - i. Joliet
 - ii. UIUC
 - iii. Urbana Park District
 - c. Mike Mulvaney
 - i. Decatur Park District
 - ii. UIUC
 - iii. EIU
 - d. Board member introductions (name, how long on board)
2. Frankfort Square’s strong reputation
 - a. Have done your job well
 - b. Well organized, good team
 - c. You are to be congratulated
 - d. Responsive to change – successful agencies continue to grow, change, evolve
3. Three basic purposes of Park Districts
 - a. Programs, Facilities, & Park Areas
 - b. The mix or balance of these is developed by the Board and staff working together and listening to and responding to the community
4. What we want to do is hear your individual comments on three general areas.
 - a. What are 3-5 things FSPD does very well?
 - b. What is your vision for the future? Direction, opportunities, etc.
 - c. What are the areas of concern? Any potential challenges?

APPENDIX C: COMMUNITY LEADERS' INTERVIEW QUESTIONS

Frankfort Square Park District
Meetings with Administrators & Staff of Local Agencies
Outline and Questions: Discussion/Planning Session
Office of Recreation & Park Resources

Name of Employee: _____ Date: _____

Job Title: _____ Yrs. in Position: _____

1. Describe your agency/association's relationship with the Frankfort Square Park District.
2. In what ways does your agency/association use the Park District?
3. In your opinion, what is the core purpose of the Park District?
4. What are the Park District's greatest strengths right now?
5. What are the Park District's areas of concern? Challenges?
6. What recreation program(s) or facility feature(s) are needed in the community that are not currently available?
7. Are there any areas within the Park District that need improvement? Describe.
8. In your opinion, what is the most important priority for the Park District right now?
9. What are some issues or trends that are, or will be, affecting the community?
10. Do you have any thoughts you would like to express that have not been discussed in this interview session?

APPENDIX D: COMMUNITY-WIDE QUESTIONNAIRE

**Frankfort Square Park District
Community-Wide Recreation Survey**

Sponsored by:

**Frankfort Square Park District
University of Illinois, Office of Recreation & Park
Resources**

Dear Frankfort Square Park District Resident:

The Frankfort Square Park District, in cooperation with the Office of Recreation and Park Resources at the University of Illinois, is conducting a survey to discover the present and future needs for programs, park areas and facilities as identified by residents of the Frankfort Square Park District. With the data provided we hope to present a comprehensive plan that will be used to develop short and long-range goals for the delivery of park and recreation services in Frankfort Square. The intent of the survey is to gather input on how best to allocate existing funding and seek available grants to develop future projects based on resident input.

You have the opportunity to provide the park district with significant information that will aid in recommendations for changes and improvements. Only through your input can the district truly provide facilities and areas which are suitable to your leisure interests. Please take a few moments to answer the questions in the survey. Your feedback is confidential and only data in grouped form will be published. Since the accuracy of the findings depends on a high rate of response from the population, we urge you to take time to fill out the questionnaire now and return it by December 21. You will find enclosed a postage paid envelope in which to return the completed questionnaire.

In appreciation of your time, we have enclosed a ticket for your entry in a drawing for one of four \$50.00 cash awards. To qualify, print your name, address, and phone number on the ticket stub and return it with your completed survey by December 21, 2007. The drawing will be held on the evening of **January 17, 2008** at the Frankfort Square Park District board meeting. Thank you very much for your cooperation.

Sincerely,

Sincerely,

Jim Randall, Executive Director

Pamela Kohlbacher, Board President

Robin Hall, Project Co-Director

Michael Mulvaney, Project Co-Director

Section 1: Current Participation Patterns & Attitudes

1. During the last 12 months, approximately **HOW MANY TIMES** have members in your household visited or participated in the following at the Frankfort Square Park District:

| Household Participation | More than 25 times | 11-25 times | 6-10 times | 1-5 times | None |
|--------------------------|--------------------|-------------|------------|-----------|-------|
| Park District Programs | 8.9% | 5.5% | 10.0% | 27.1% | 48.5% |
| Park District Facilities | 12.2% | 11.6% | 14.3% | 27.3% | 34.6% |
| Park District Park Areas | 22.9% | 18.3% | 16.5% | 18.3% | 24.0% |

2. During a typical year, about **HOW MANY TIMES** does your household utilize the following other providers for parks and recreation? :

| Recreation Provider | More than 25 times | 11-25 times | 6-10 times | 1-5 times | None |
|---|--------------------|-------------|------------|-----------|-------|
| Neighboring Park Districts and/or Forest Preserves | 11.0% | 13.3% | 17.4% | 31.4% | 26.9% |
| Private/Commercial (e.g., country club, private fitness center, etc.) | 26.6% | 6.8% | 6.8% | 11.2% | 48.6% |
| Non-Profit (e.g., YMCA/YWCA, Boys/Girls Club, etc.) | 1.5% | 0.9% | 1.6% | 4.1% | 92.1% |
| Church | 18.6% | 6.2% | 7.5% | 13.9% | 53.7% |
| Other (please list): | 3.5% | 2.0% | 1.4% | 2.2% | 90.9% |

3. In the past 12 months, have you or anyone in your household participated in any of the following programs? Please circle yes or no. If you participated, circle your level of satisfaction with the experience.

| Program | Have You Attended? | Overall Evaluation of Programs | | | |
|---|--------------------|--------------------------------|-----------|-------------|------------------|
| | | Very Satisfied | Satisfied | Unsatisfied | Very Unsatisfied |
| Preschool | Yes – 9.8% | 82.6% | 12.8% | 2.8% | 1.8% |
| Dance classes | Yes – 5.7% | 39.1% | 50.0% | 9.4% | 1.6% |
| Open gyms | Yes – 11.1% | 57.9% | 36.4% | 1.7% | 4.1% |
| Gymnastics | Yes – 5.4% | 36.8% | 47.4% | 7.0% | 8.8% |
| Middle School dances | Yes – 16.1% | 45.0% | 45.6% | 5.8% | 3.5% |
| Junior High dances | Yes – 8.3% | 41.4% | 48.3% | 4.6% | 5.7% |
| Tiny tot programs (ages 5 and below) | Yes – 12.7% | 64.5% | 32.6% | 1.4% | 1.4% |
| Youth programs (ages 6-11) | Yes – 15.5% | 60.1% | 34.5% | 2.4% | 3.0% |
| Youth sports (ages 6-11) | Yes – 21.6% | 54.9% | 39.1% | 3.4% | 2.6% |
| Youth programs (ages 12 and up) | Yes – 6.6% | 47.8% | 39.1% | 4.3% | 8.7% |
| Youth sports (ages 12 and up) | Yes – 11.4% | 61.6% | 29.6% | 4.8% | 4.0% |
| Teen programs | Yes – 3.1% | 48.5% | 33.3% | 6.1% | 12.1% |
| Adult sports (ages 18 and up) | Yes – 6.8% | 52.1% | 39.4% | 2.8% | 5.6% |
| Adult programs (ages 18 and up) | Yes – 9.4% | 53.5% | 36.4% | 6.1% | 4.0% |
| Seasonal special events (Lunch w/Santa, etc.) | Yes – 14.3% | 57.9% | 35.5% | 3.9% | 2.6% |
| Lincoln-Way Area Park facilities(L.A.P) | Yes – 24.6% | 58.8% | 36.9% | 2.4% | 2.0% |
| Special recreation services | Yes – 4.4% | 59.6% | 29.8% | 6.4% | 4.3% |
| Other | Yes – 3.8% | 60.5% | 23.7% | 2.6% | 13.2% |

4. **HOW** has your household found out about the programs and service offered by the Frankfort Square Park District?

- | | |
|---|--|
| 1 Frankfort Square Park District brochure (92.7%) | 7 Television (1.8%) |
| 2 Newspapers (24.1%) | 8 Park District website (15.9%) |
| 3 From friends and neighbors (26.3%) | 9 School flyers or announcements (22.9%) |
| 4 Radio (0.4%) | 10 Park District staff (4.0%) |
| 5 Marquees in parks (22.5%) | 11 Other agencies, i.e. park districts, schools (2.9%) |
| 6 Flyers at Park District facilities (10.9%) | 12 Other (1.9%) |

5. How **SATISFIED** is your household with Frankfort Square Park District’s programs, facilities, park areas, and staff. For each of the following statements, please indicate your household’s level of satisfaction.

| Area | Very Satisfied | Satisfied | Unsatisfied | Very Unsatisfied |
|--|----------------|-----------|-------------|------------------|
| Park District Programs | | | | |
| Number of programs and activities | 38.2% | 48.8% | 9.8% | 3.2% |
| Overall satisfaction with programs | 41.0% | 50.3% | 6.4% | 2.4% |
| Park District Facilities | | | | |
| Baseball fields | 31.2% | 60.3% | 6.0% | 2.4% |
| Softball fields | 28.1% | 61.8% | 6.3% | 3.8% |
| Tennis courts | 20.7% | 62.5% | 12.6% | 4.2% |
| Community Center | 39.5% | 54.3% | 4.9% | 1.2% |
| Golf Course/Driving Range | 47.8% | 48.1% | 3.0% | 1.1% |
| Skate park | 27.1% | 55.2% | 8.6% | 9.1% |
| Inline Hockey rink | 30.9% | 61.5% | 4.8% | 2.9% |
| Outdoor ice rink | 27.5% | 61.5% | 8.0% | 3.0% |
| Dog park | 33.0% | 55.9% | 6.5% | 4.6% |
| Splash park | 40.9% | 49.7% | 7.5% | 1.9% |
| Walking/bike paths | 56.0% | 37.0% | 4.7% | 2.3% |
| Basketball goals | 24.3% | 63.8% | 8.6% | 3.3% |
| Picnic shelters | 34.5% | 56.3% | 6.8% | 2.4% |
| Gazebos | 32.0% | 58.0% | 7.6% | 2.4% |
| Park District Park Areas | | | | |
| Park landscaping | 43.9% | 49.0% | 5.0% | 2.1% |
| Play equipment | 45.1% | 47.9% | 5.3% | 1.7% |
| Picnic areas | 38.2% | 52.9% | 6.6% | 2.3% |
| Ponds | 38.5% | 49.8% | 8.2% | 3.5% |
| Natural areas/wetlands/prairies | 41.8% | 49.9% | 6.0% | 2.3% |
| Park maintenance | 44.7% | 47.8% | 5.4% | 2.1% |
| General Park District Maintenance | | | | |
| Building/facilities | 44.8% | 51.5% | 2.7% | 1.0% |
| Athletic fields | 38.0% | 56.3% | 3.8% | 1.9% |
| Park District Staff | | | | |
| Front Office personnel | 56.0% | 41.5% | 1.3% | 1.2% |
| Maintenance personnel | 50.6% | 46.4% | 2.1% | 0.9% |
| Administrative personnel | 52.0% | 44.0% | 2.8% | 1.2% |
| Recreation personnel | 53.1% | 44.9% | 1.3% | 0.8% |
| Golf course personnel | 51.6% | 46.8% | 0.9% | 0.7% |
| Program leaders and instructors | 49.4% | 47.7% | 1.8% | 1.1% |
| Park Board | 47.5% | 47.9% | 3.2% | 1.4% |

6. Overall, how **SATISFIED** is your household with the Frankfort Square Park District?

- 4 Very satisfied (46.3%)
- 3 Satisfied (44.8%)
- 2 Unsatisfied (6.1%)
- 1 Very unsatisfied (2.7%)

7. Has your family used services provided by the SSSRA or inclusion within existing Frankfort Square Park District recreation programs?

- 1 Yes (7.1%)
- 2 No (92.9%)

Section 2: Future Participation Needs & Interests

8. **WHICH** of the following do you feel would improve opportunities available within parks and facilities of the Frankfort Square Park District.

- 1 Parking (12.3%)
- 2 Park equipment (18.0%)
- 3 Distance (4.7%)
- 4 Location (8.4%)
- 5 Park maintenance (10.2%)
- 6 Park hours (9.2%)
- 7 Security (23.2%)
- 8 Other (7.5%)
- 9 Comments _____

9. Are there **FACILITY NEEDS** for the Frankfort Square Park District? **IF SO, INDICATE** which facilities your household would like to see developed or expanded. Circle all that apply. In addition, **RANK THE TOP FOUR FACILITIES** you feel are most important to your household. (Using the space 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). (#1 choice percentage listed in parentheses).

- | | |
|---|---|
| <input type="checkbox"/> A Walking and biking trails (23.9%) | <input type="checkbox"/> M Indoor gyms for basketball/volleyball (1.7%) |
| <input type="checkbox"/> B Small neighborhood parks (6.1%) | <input type="checkbox"/> N Soccer fields (0.8%) |
| <input type="checkbox"/> C Large community parks (1.2%) | <input type="checkbox"/> O Teen center (2.8%) |
| <input type="checkbox"/> D Nature center and trails (2.9%) | <input type="checkbox"/> P Expand Disc golf course (0.9%) |
| <input type="checkbox"/> E Wildlife areas/natural areas (3.9%) | <input type="checkbox"/> Q Outdoor teams/challenge courses (0%) |
| <input type="checkbox"/> F Picnic areas and shelters (1.1%) | <input type="checkbox"/> R Youth football fields (1.0%) |
| <input type="checkbox"/> G Outdoor swimming pool (18.9%) | <input type="checkbox"/> S Outdoor basketball courts (0.1%) |
| <input type="checkbox"/> H Indoor fitness/exercise facilities (12.5%) | <input type="checkbox"/> T Baseball and softball fields (5.2%) |
| <input type="checkbox"/> I Playground equipment (3.1%) | <input type="checkbox"/> U Canoeing/kayaking (0.7%) |
| <input type="checkbox"/> J Outdoor tennis courts (2.4%) | <input type="checkbox"/> V Year-round golf practice facility (3.5%) |
| <input type="checkbox"/> K Outdoor amphitheater (1.7%) | <input type="checkbox"/> W Community Vegetable Garden (0.7%) |
| <input type="checkbox"/> L Fishing piers (2.0%) | <input type="checkbox"/> X Other: _____ (3.0%) |

10. Are there **PROGRAM NEEDS** for the Frankfort Square Park District? **IF SO, INDICATE** which programs your household would like to see developed or expanded. Circle all that apply. In addition, **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). (#1 choice percentage listed in parentheses)

- A Adult fitness/wellness programs (26.2%)
- B Water fitness programs (7.0%)
- C Nature/environmental education programs (3.8%)
- D Special events (2.3%)
- E Instructional swim lessons (6.6%)
- F Adult art, dance, performing arts (3.4%)
- G Adult sports programs (2.2%)
- H Youth sports programs (8.5%)
- I Youth art, dance, performing arts (2.7%)
- J Sportsmen programs, archery/fishing/hunter safety (3.1%)
- K Youth educational opportunities (2.4%)
- L Adult educational opportunities (4.6%)
- M Gymnastics and tumbling programs (0.7%)
- N Youth fitness/wellness programs (2.6%)
- O Teen programs (5.5%)
- P Preschool programs (7.1%)
- Q Senior programs (6.3%)
- R Other: _____ (5.1%)

11. **WHICH** of the following improvements would you like to see added or improved within the district? (Circle all that apply)

- 1 Develop walking/biking trails (42.6%)
- 2 Develop an outdoor community pool (46.1%)
- 3 Renovate/improve existing neighborhood parks (23.1%)
- 4 Renovate/improve fishing ponds and nature areas (25.7%)
- 5 Develop more wildlife and natural areas (30.6%)
- 6 Renovate/improve existing sport fields (17.4%)
- 7 Develop additional sport fields (15.2%)
- 8 Renovate/improve community center (12.4%)
- 9 Renovate/improve golf course (13.2%)
- 10 Other: _____ (6.8%)

12. **INDICATE** which of the following six Park District improvement categories listed below your household would be most willing to support. (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, "4" for your 4th choice, "5" for your 5th choice, and; a "6" for you 6th choice).

- 1 Acquisition & development of walking & biking trails: #1=32.2%
- 2 Construction of new sport facilities: #1=15.1%
- 3 Development of new outdoor community pool: #1=41.1%
- 4 Acquisition of new park land and open space: #1=13.6%
- 5 Improvements of existing parks, playgrounds & recreation facilities: #1=19.5%
- 6 Other (please specify): _____ #1=17.1%

Section 3: Demographics

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

13. Are you: (Circle one number) 1 Male (27.3%) 2 Female (72.7%)

14. What is your age? (Fill in blank) 47.2 years

15. What is your race? (Circle one number):

- 1 American Indian and Alaska Native (0.3%)
- 2 Asian (2.1%)
- 3 Black or African-American (2.5%)
- 4 Hispanic or Latino (2.4%)
- 5 White (91.4%)
- 6 Middle Eastern (0.5%)
- 7 Other (please specify): (0.8%)

16. Which best describes your family unit? (Circle one number)

- 1 Single, no children (8.7%)
- 2 Married/Couple, no children (21.1%)
- 3 Single, with children (5.5%)
- 4 Married/Couple, with children (64.7%)

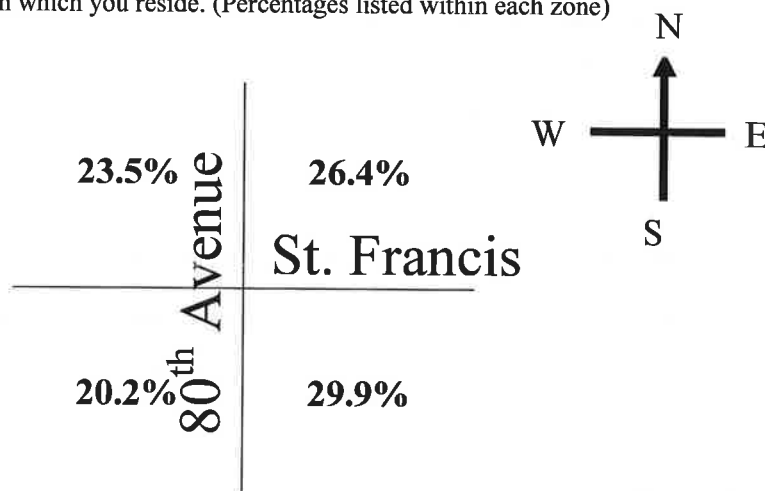
17. How many people (including yourself) live in your household? (Fill in blank) 3.4

18. How long have you lived within the Frankfort Square Park District? 10.7 years (approximate)

19. What was your approximate **TOTAL HOUSEHOLD INCOME** before taxes in 2006? (Circle one number)

- | | |
|--------------------------------|----------------------------------|
| 1 Less than \$15,000 (0.6%) | 4 \$100,000 to \$149,999 (31.6%) |
| 2 \$15,000 to \$34,999 (4.4%) | 5 \$150,000 to \$199,999 (9.3%) |
| 3 \$35,000 to \$99,999 (49.7%) | 6 \$200,000 or more (4.4%) |

20. Please circle the number of the area in which you reside. (Percentages listed within each zone)



Thank you for your input!

APPENDIX E: COVER LETTER FOR SECOND MAILING

**** DEADLINE EXTENDED ****

Dear Frankfort Square Park District Resident:

You recently received a questionnaire concerning your household's attitudes and satisfaction with the Frankfort Square Park District. Due to unforeseen circumstances, some of you might not have received the questionnaire or received it after the December 21 deadline. In an effort to address this issue, **the deadline of December 21 has been extended to February 29.** We apologize for this inconvenience and hope you will take time to complete the questionnaire.

If you have already returned the questionnaire, thank you. If not, we hope to hear from you soon. The intent of the survey is to give all citizens an opportunity to participate in the planning process of the Frankfort Square Park District. Tell us what you think about the current operations of the Park District and what your thoughts are for its future operation and development. The information you provide will be used to guide the Park District in its planning process as it develops new short and long range goals for the delivery of park and recreation services for the residents. The information gathered will also assist the Park District in the allocation of existing funding and in seeking available grants to develop future projects.

Please take the time to answer the questions in the survey. Your feedback is confidential and only data in grouped form will be published. Since the accuracy of the findings depends on a high rate of response, we urge you to fill out the questionnaire now and return it by February 29. Enclosed is a postage paid envelope in which to return the completed questionnaire.

In appreciation of your time, you can be eligible for one of four \$50.00 cash awards. To qualify, print your name, address, and phone number in the space provided on the inside cover of the questionnaire and return it with your completed survey by February 29, 2008. The drawing will be held on the evening of March 20, 2008 at the Frankfort Square Park District Board meeting. Thank you very much for your cooperation with this important project.

Sincerely,

Robin Hall
Project Co-Director
Director, Office of Recreation and Park Resources
University of Illinois at Urbana-Champaign

Michael Mulvaney, Ph.D.
Project Co-Director
Assistant Professor
Department of Recreation Administration
Eastern Illinois University