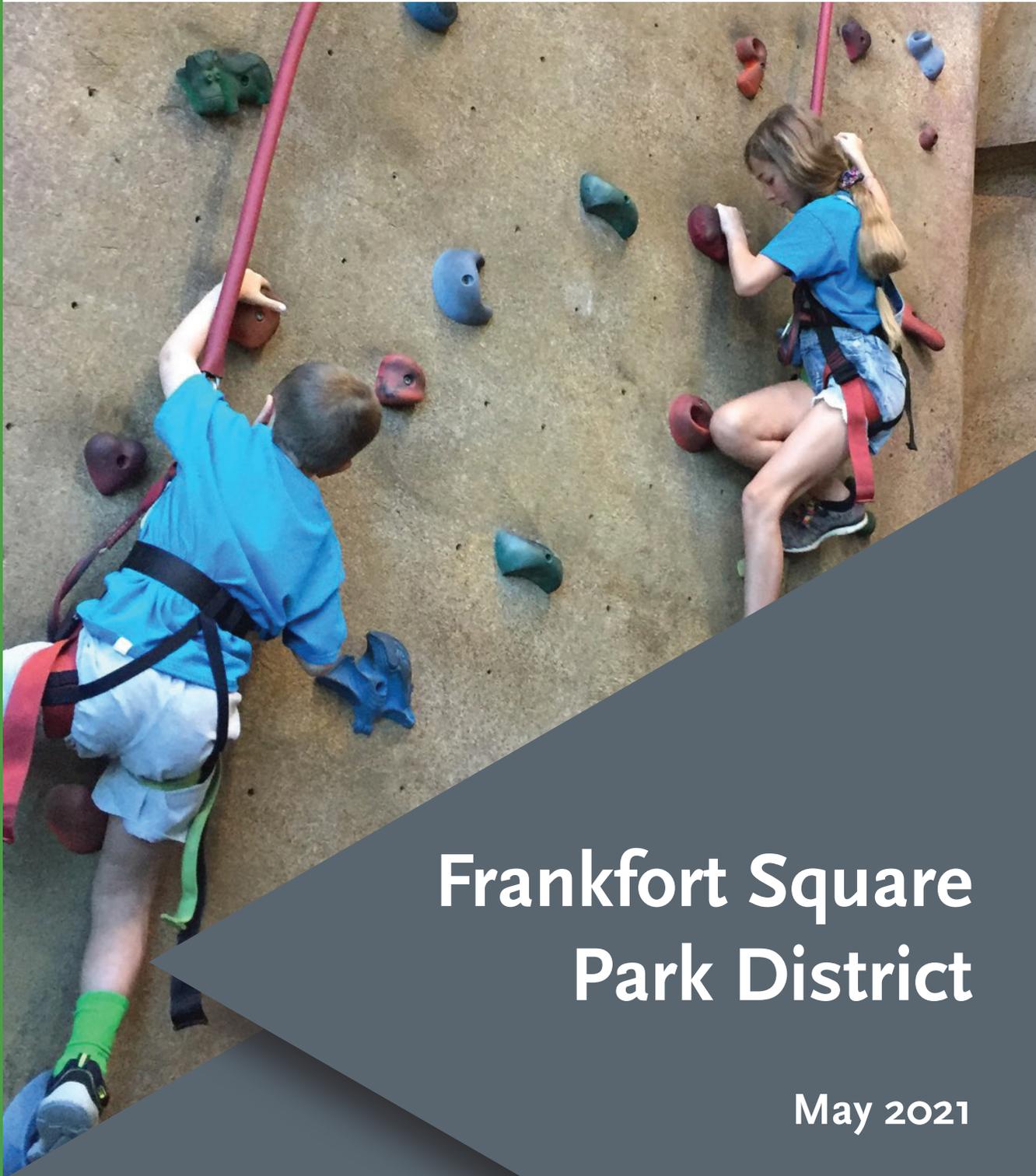




Community-Wide Survey Study



**Frankfort Square
Park District**

May 2021

FRANKFORT SQUARE PARK DISTRICT

COMMUNITY-WIDE SURVEY STUDY

Completed For
The Frankfort Square Park District

By

Campfire Concepts
Champaign, IL

May 2021

Project Team

Jarrold Scheunemann, M.S.
Mike Mulvaney, Ph.D.

Frankfort Square Park District Board of Commissioners

Ken Blackburn, President
Dave Macek, Vice President
Pamela Kohlbacher, Commissioner
Craig Maksymiak, Commissioner
Denis Moore, Commissioner
Brian Mulheran, Commissioner
Joe Vlosak, Commissioner

Frankfort Square Park District Staff

Jim Randall, Executive Director
Audrey Marcquenski Director
Linda Mitchell, Assistant to the Executive Director
Nicolette Jerik, Recreation Supervisor
John Keenan, Superintendent of Recreation
Ed Reidy, Superintendent of Parks
Bill O'Shea, Assistant Superintendent of Parks
Bonnie Roach, Office Manager
Julie Hein, Assistant Office Manager

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1 Introduction

Overview

The provision of recreational services is recognized as an essential component of a community's strategic plan. Residents want opportunities for participation in quality recreation services, attractive parks, and modern recreation facilities. Only through local government provisions can recreation truly be made available to all residents. Local government sponsorship provides the major opportunity for many people, and the only opportunity for some, to have access to recreational facilities, parks, and programs.



The Frankfort Square Park District, like many other communities, is most important to residents who view recreation as a fundamental part of daily living rather than a fringe consideration. A recent study discovered that the average U.S. citizen has approximately 34 hours available for recreation each week. Using this figure as a base, one can estimate that the 9,250+ residents within Frankfort Square alone have over 314,000 hours available for recreation each week, or more than 16.3 million hours per year. This tremendous pool of hours available for recreation, coupled with residents' increased expectations (particularly during the COVID pandemic), has created a heightened demand for long-range planning in the operations of the Frankfort Square Park District's programs, facilities, and parks.

In response to this need, the Frankfort Square Park District collaborated with Campfire Concepts to assist with a localized assessment of the Frankfort Square Park District's parks, programs, and facilities.

Purpose

The Campfire Concepts project team assisted the Frankfort Square Park District in developing and administering a community-wide recreation interests study. The purpose of the study was to assess residents' attitudes, priorities, & future interests for the Frankfort Square Park District's services. Furthermore, the results of the study seek to provide the Frankfort Square Park District with accurate information that can be used in their short-term and long-range planning efforts.

Objectives

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

To design, develop, and administer a community-wide recreation interests 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 residents' current patterns of participation with existing parks, programs, and facilities.
- The residents' satisfaction with current parks, programs, and facilities.
- The residents' attitudes and preferences with the District's marketing and publicity methods.
- The residents' opinions concerning equity, conservation, and health & wellness initiatives and opportunities within the District.
- The residents' feedback on the future recreation needs (i.e., expansion or development of new parks, programs, and/or facilities) within the District.
- General demographic characteristics and information for District residents.

2 Study Procedures

All 7,879 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. Detailed information regarding the study population, questionnaire development, and response rate is presented in the following sections.

Questionnaire Development

A seven-page, 31-item questionnaire was developed to collect information to meet the study's objectives. Campfire Concepts worked closely with the Frankfort Square Park District in developing the questionnaire to ensure the needs of the agency were addressed. A detailed overview of the specific procedures is provided in the following sections.

Initial Meeting(s)

Frankfort Square Park District administrators met with the Campfire Concepts project team to discuss the agency's interests. In an effort to address the Frankfort Square Park District's needs, Campfire Concepts partnered with the agency to identify the specific purpose, techniques, and procedures of a community-wide recreation interests survey to obtain a clear planning direction for the future recreational services of the Frankfort Square Park District.

Questionnaire

Based upon the information collected during the meetings with the Frankfort Square Park District administrators, a questionnaire was developed to collect information that would meet the stated objectives of the study. The initial draft was submitted to the Frankfort Square Park District for review. Based upon the feedback obtained from the Frankfort Square Park District's administration, a final questionnaire was developed.

Data Collection

The data collection involved mailing a questionnaire to each of the 7,879 households within the Frankfort Square Park District. The mailing included a cover letter, the questionnaire, and a postage-paid return envelope. Data collection occurred during the months of March & April 2021. Data collection was terminated on May 7, 2021. Once the questionnaires were received, the Campfire Concepts project team checked the data for completeness and accuracy prior to analysis.

Questionnaire Response Rate

Following the procedures outlined above, 7,879 were invited to participate in the study. Of these residents, 480 usable questionnaires were submitted for an overall response rate of 61%. This response rate was consistent with studies that utilize similar data collection methods.

3 Study Findings





The findings of the study are reported in this section. The findings are organized into the following sections:

- **The residents' current patterns of participation & attitudes with existing parks, programs, and facilities.**
- **The residents' opinions concerning equity, conservation, and health & wellness initiatives and opportunities.**
- **The residents' feedback on the future recreation interests within the community.**
- **Demographic characteristics of the Frankfort Square Park District's residents.**

Current Patterns of Participation & Attitudes

Seven items of the Frankfort Square Park District survey sought to obtain feedback from households on their participation rates with the District’s existing facilities, parks, and programs, as well their attitudes toward these services. The results of these survey items are presented in the following section.

Household Participation Rates: District Facilities & Park Areas

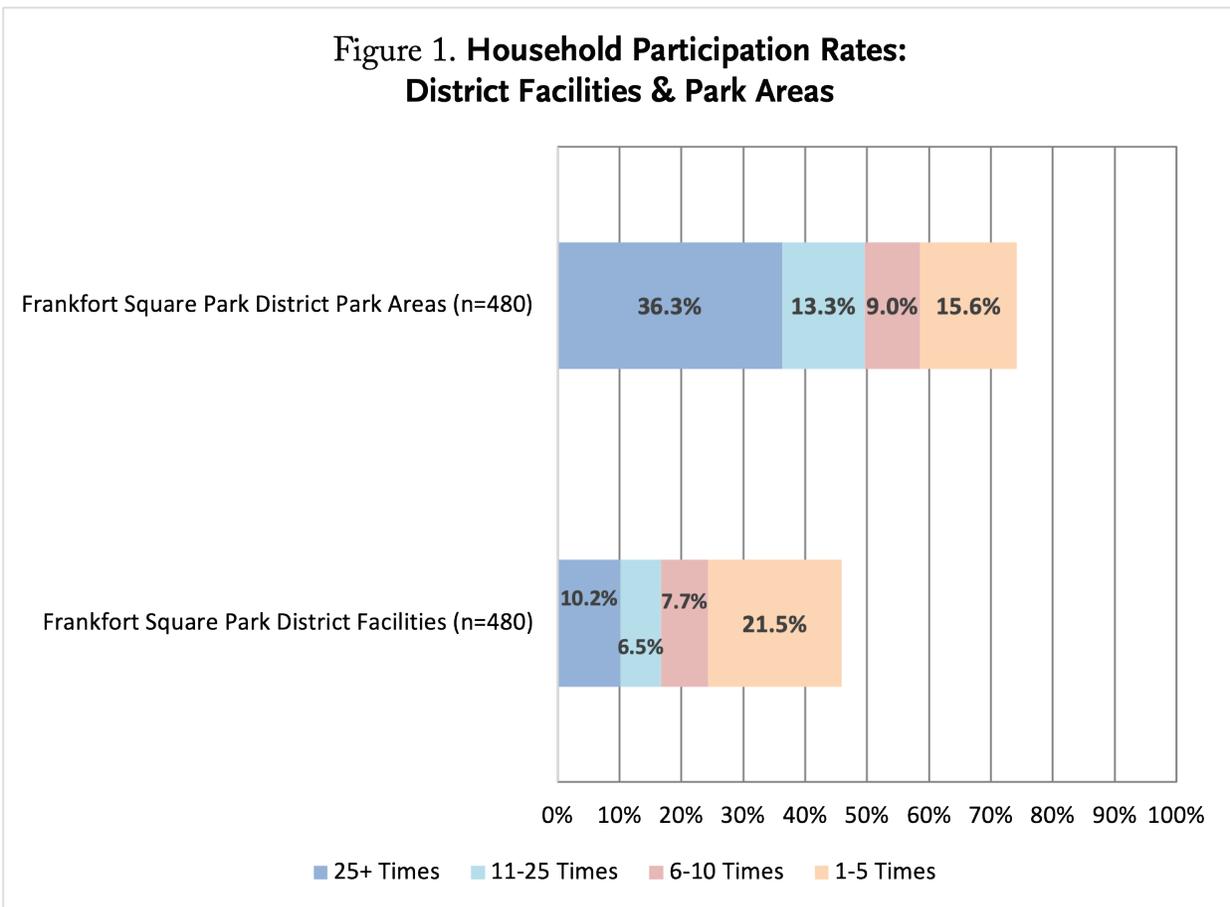
Respondents were asked, “During the last 12 months, approximately how many times have members in your household visited/participated in the following: Frankfort Square Park District Facilities and Park Areas?” The

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, 74.2% of the respondents had visited a park managed by the Frankfort Square Park District, with 36.3% visiting these parks more than 25 times. 45.9% of households had visited a facility offered by the Frankfort Square Park District during the past year. This figure represents a particularly high number considering the COVID-19 pandemic’s impact during the past 12 months. Complete results are provided in Figure 1.

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Figure 1. Household Participation Rates: District Facilities & Park Areas



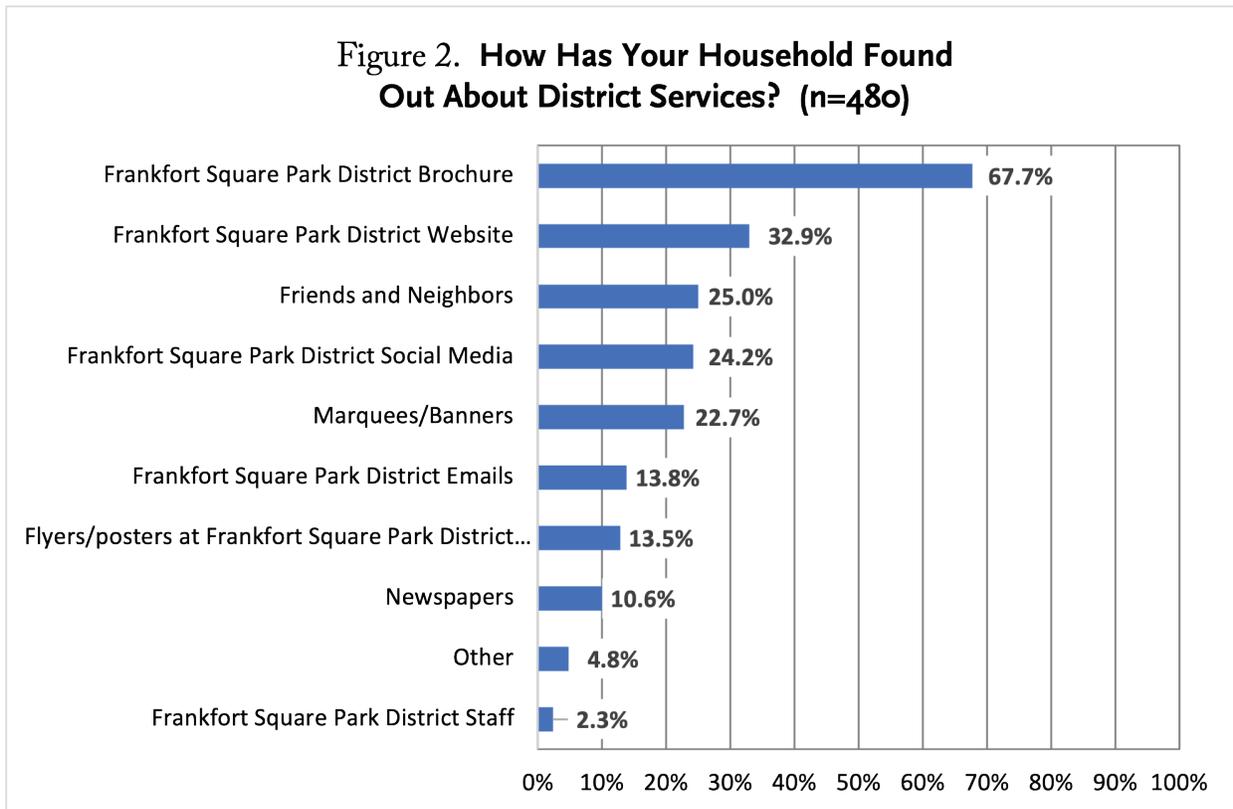


Frankfort Square Park District Marketing & Publicity Methods

The next question on the survey asked respondents about the marketing and publicity methods of the Frankfort Square Park District. From a list of ten options, respondents were asked to indicate all of the ways in which they learned about the District’s programs and services. The following summarizes key findings.

Consistent with previous years, the District’s brochure (67.7%) continues to be, far and

above, the most widely utilized method for learning about the District’s recreation programs and services. However, it also appears the community is becoming more reliant on the online marketing outlets as the District’s website (32.9%) and social media accounts (24.2%) are reaching an increasing number of households in the community. Finally, friends & neighbors (25.0%) continue to be a strong promoter of the District’s services. Complete results are provided in Figure 2.



Satisfaction with the District’s Maintenance, Staff, Facilities & Park Areas

A series of questions on the survey asked respondents how satisfied their household was with the District’s maintenance, staff, facilities, and park areas. Six items were used to assess the respondents’ satisfaction with the District’s maintenance; seven items were used to assess staff; and; twenty-six items were used to assess the District’s facilities & park areas. Respondents rated each item on a five-point satisfaction scale (0=don’t know/don’t use, 1=very dissatisfied, 2=dissatisfied, 3=satisfied, and 4=very satisfied). For purpose of presentation, the respondents selecting, “don’t know/don’t use” were removed from the

analyses. The following sections summarize the key findings:

Park maintenance scores were very strong, with all items receiving satisfaction levels (very satisfied or satisfied) at/above the 95.0% level. Complete results are provided in Figure 3.

Inspection of the seven items measuring households’ satisfaction with District staff also yielded strong ratings. In particular, it appears residents are satisfied with the Frankfort Square Park District’s staff, with all of the staffing areas receiving satisfaction levels (very satisfied or satisfied ratings) near/ above 95%. Complete results are provided in Figure 4.

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Figure 3. Household Satisfaction with District Maintenance

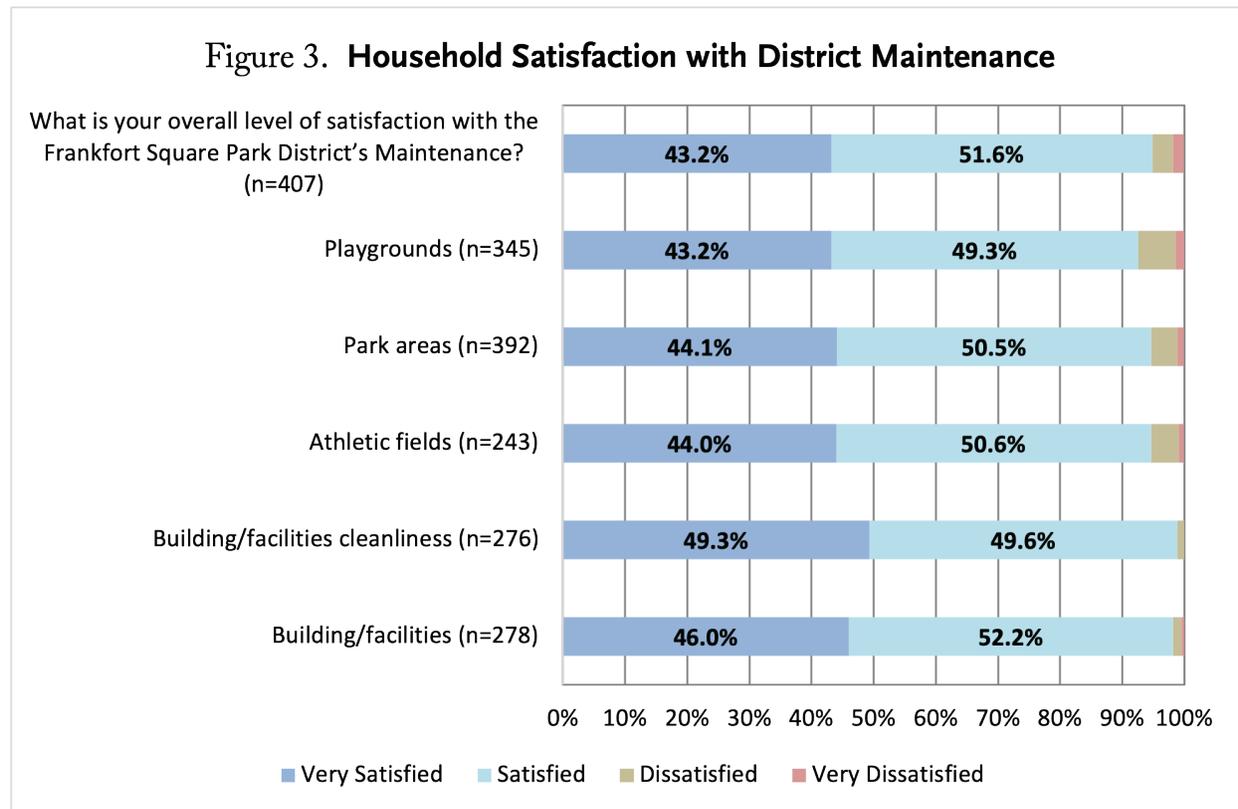
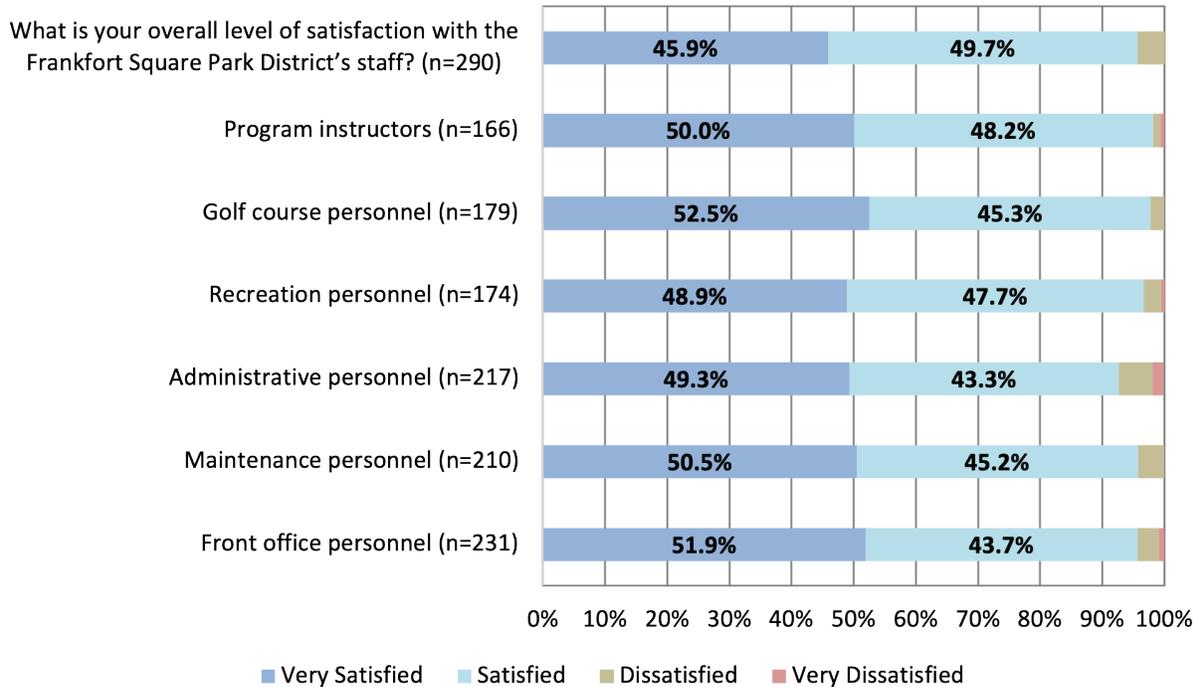




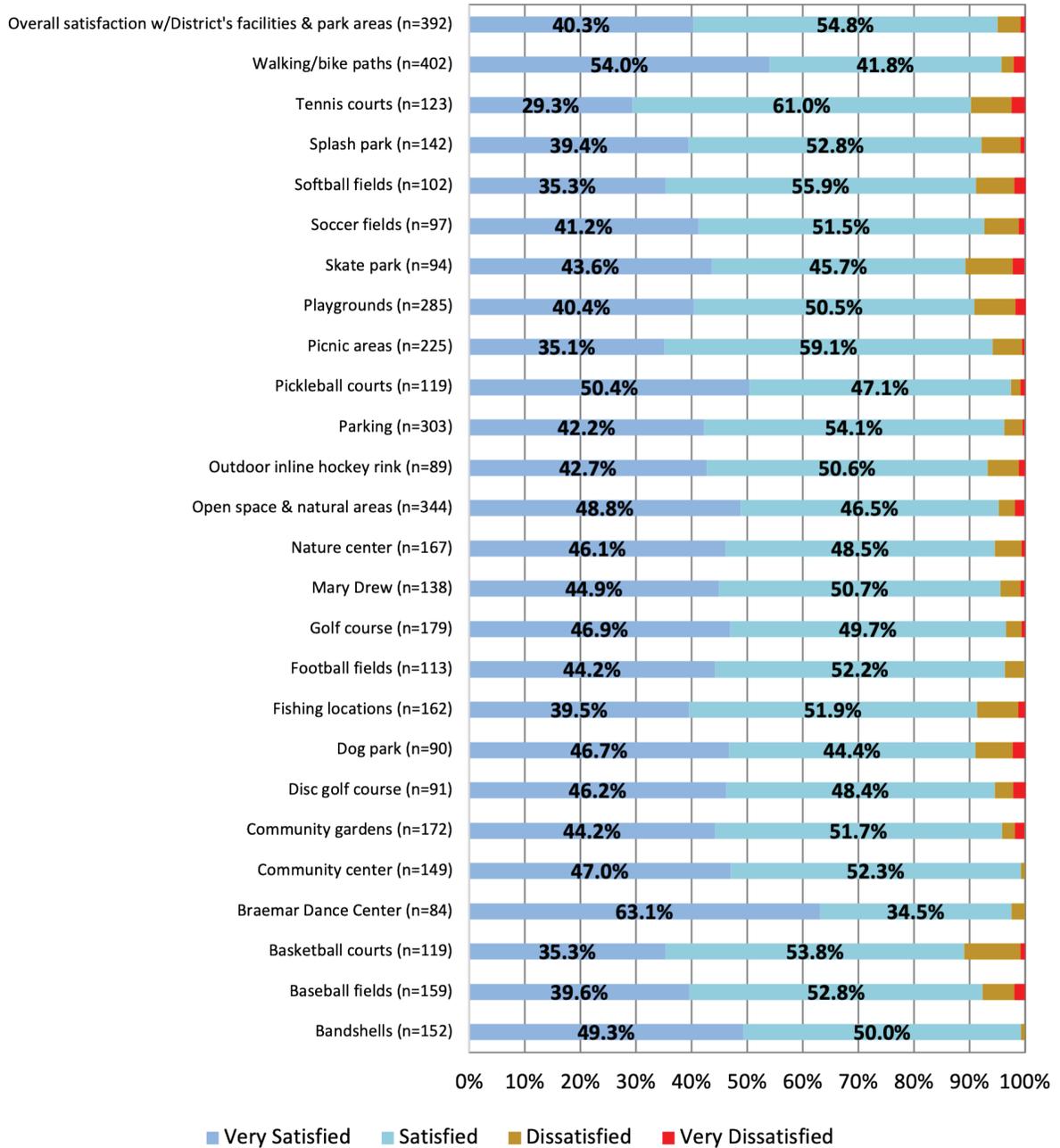
Figure 4. Household Satisfaction with District Staff



Twenty-six items assessed households' satisfaction with the Frankfort Square Park District's facility and park areas. Consistent with the District's staff and maintenance areas, households expressed very strong satisfaction levels across each facility and park area. Nearly 90% of respondents were satisfied

or very satisfied with each of the twenty-six facility and park areas. Furthermore, 95.1% of households expressed an overall satisfaction with the District's facilities and park areas. Complete results are provided in Figure 5.

Figure 5. Household Satisfaction with District Facilities & Park Areas



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Recreation Programming: Participation & Interests

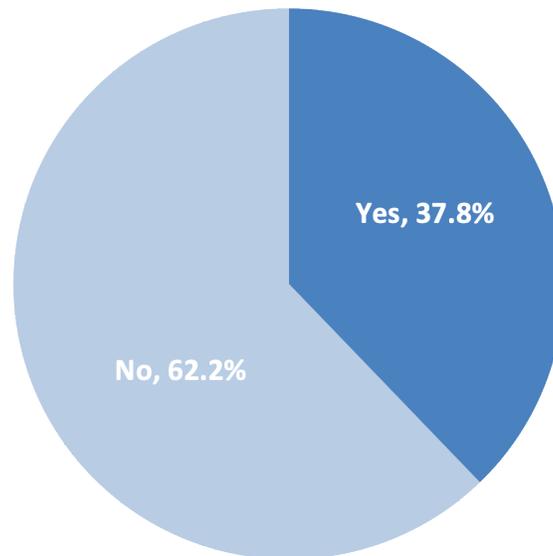
Households were asked if they had actively participated in a Frankfort Square Park District recreation program. Respondents were presented with two options: yes or no. The findings indicate 37.8% of households had participated in a recreation program offered by the Frankfort Square Park District. Complete results are presented in Figure 6.

Households were also given the opportunity to share the recreation programs they would

prioritize from the Frankfort Square Park District. While a majority of the residents did not respond to this item, the most popular responses to this open-ended question included:

1. Exercise/Fitness/FAN (n=37)
2. Sports (baseball, softball, soccer, golf, football) (n=36)
3. BDC & Dance (n=30)
4. Youth programming (camps, arts, instructional) (n=17)

Figure 6. **Have You or Members of Your Household Participated in Frankfort Square Park District Recreation Programs? (n=458)**



Equity, Conservation, and Health & Wellness Initiatives and Opportunities

Seven items of the Frankfort Square Park District survey sought to obtain feedback from households on their opinions concerning equity, conservation, and health and wellness initiatives and opportunities within the Frankfort Square Park District. The results of these survey items are presented in the following section.

Equity Efforts & Initiatives within the District

Respondents were asked, “What is your household’s opinion on the following equity efforts and initiatives within the Frankfort Square Park District?” Respondents were presented with a list of five initiatives and/

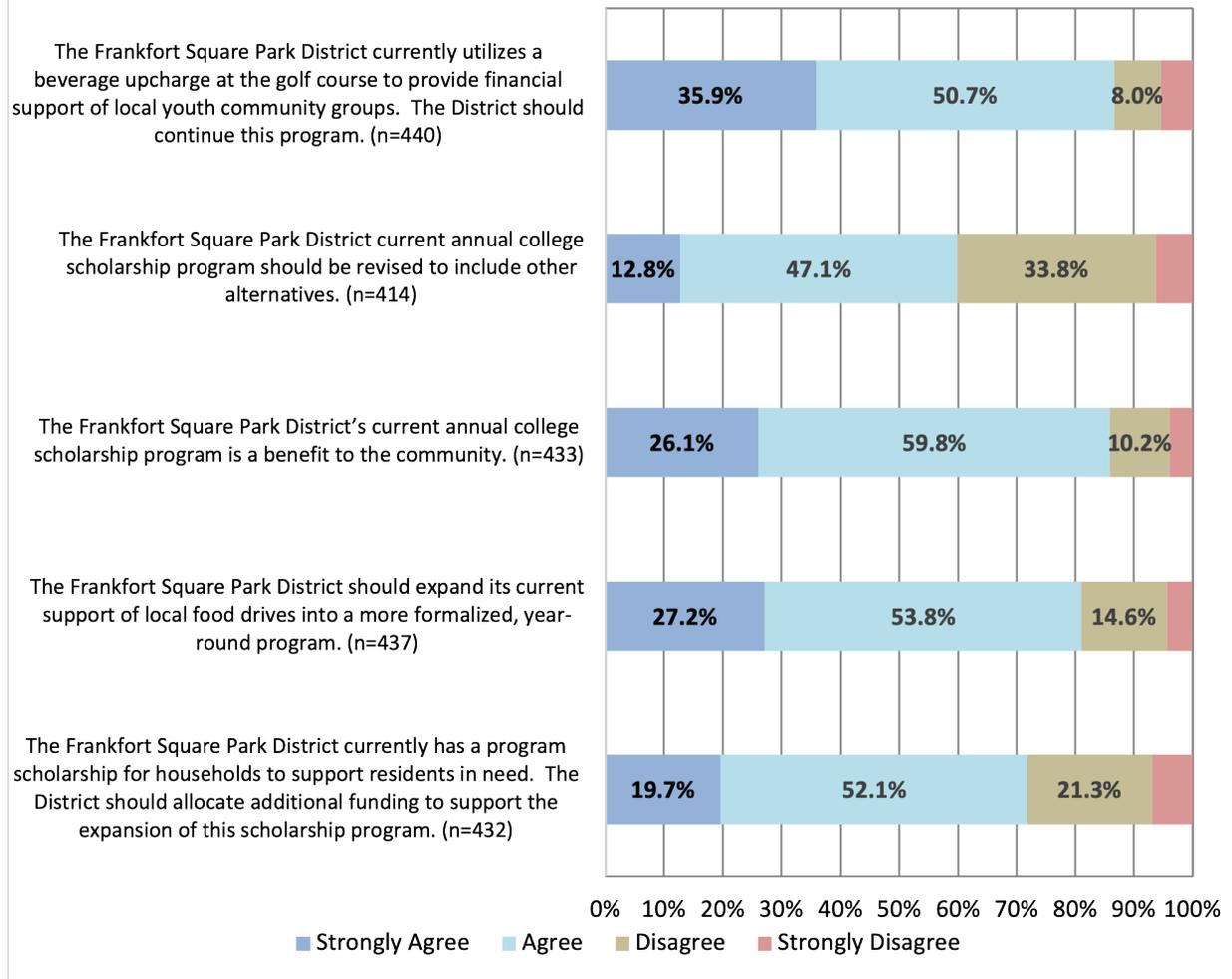
or efforts and asked to indicate their level of agreement with each statement on a four-point agreement scale (Strongly Agree, Agree, Disagree, and Strongly Disagree).

Over 85% of households agree or strongly agree that the District’s college scholarship program is a benefit to the community (85.9%) and should also continue the beverage upcharge program at the golf course to support local youth community groups (86.6%). Furthermore, less than 2/3 of households feel the District should revise its current college scholarship program to include other alternatives (59.9%). Complete results are presented in Figure 7.





Figure 7. Household's Opinions Concerning Equity Efforts & Initiatives within the District



A follow-up, open-ended item was presented to households, asking them for recommendations of alternate organizations to receive financial support generated by the golf course's beverage upcharge program. Less than half of the respondents provided a response to this item (n=169). Of those that provided a response, 51.5% (n=87) indicated "nothing", "n/a", or "none" as an alternative organization to receive financial support. These findings suggest a majority of households are supportive of the beverage upcharge program in its current form.

The next item on the community-wide recreation interests survey asked households to identify additional initiatives or efforts the District could pursue to enhance equity within the Frankfort Square Park District. The item was open-ended and 23.4% of households (n=113) provided a response. 38.9% of those that responded identified "nothing", "n/a", or "none" as their recommended ideas to enhance equity within the Frankfort Square Park District. Other top recommendations include:

1. Nothing/N/A/None (n=44)
2. Reduced fees, scholarships, or other support for youth and family programming (n=9)
3. More opportunities and focus on girls youth programming (n=7)
4. General diversity educational offerings (n=5)

Conservation Efforts & Initiatives within the District

Respondents were asked, "What is your household's opinion on the following conservation efforts and initiatives within the Frankfort Square Park District?" Respondents were presented with a list of seven initiatives and/or efforts and asked to indicate their level of agreement with each statement on a four-point agreement scale (Strongly Agree, Agree, Disagree, and Strongly Disagree).

Approximately 90% of households support the District's efforts to expand and improve the community's native areas (92.5% agree or strongly agree) and feel the District is a leader in practicing and promoting conservation efforts in the community (89.6% agree or strongly agree). In addition, 86.2% of households agree or strongly agree that the District should expand access to native areas through paths, piers, and rock outcroppings. Complete results are presented in Figure 8.

A follow-up, open-ended item on the community-wide recreation interests survey asked households to identify additional conservation initiatives or efforts the District could pursue. 25.9% of households (n=123) provided a response. 27.6% of those that responded identified "nothing", "n/a", or "none" as their recommended ideas to enhance conservation within the Frankfort Square Park District. Other top recommendations include:



Figure 8. Household's Opinions Concerning Conservation Efforts & Initiatives within the District

The Frankfort Square Park District is a leader in practicing and promoting conservation efforts within the community. (n=433)

The Frankfort Square Park District should allocate resources to complete a professional inventory of the District's assets. (n=432)

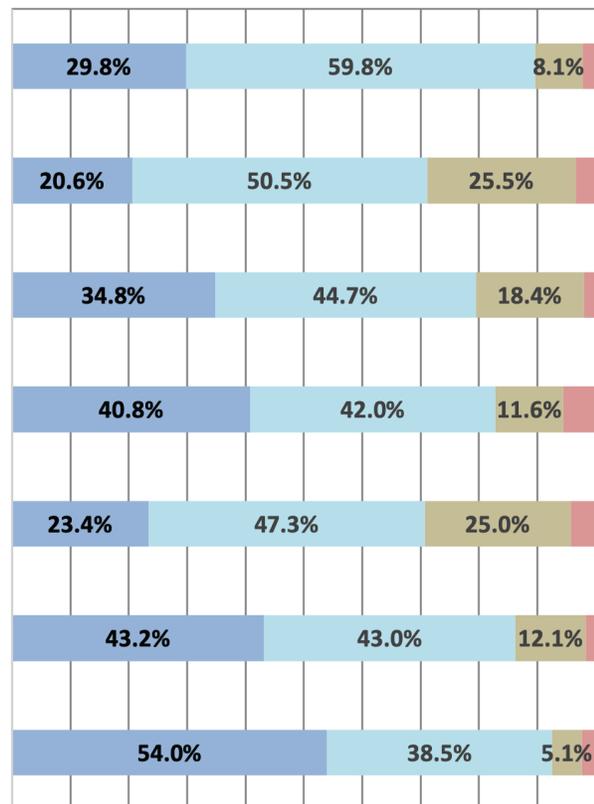
Expanded tree plantings and an updated tree inventory is needed within the Frankfort Square Park District. (n=445)

The Frankfort Square Park District should continue pursuing solar, wind, and other renewable energy opportunities. (n=448)

The Frankfort Square Park District should create additional interpretive signage & information within the community's native areas. (n=444)

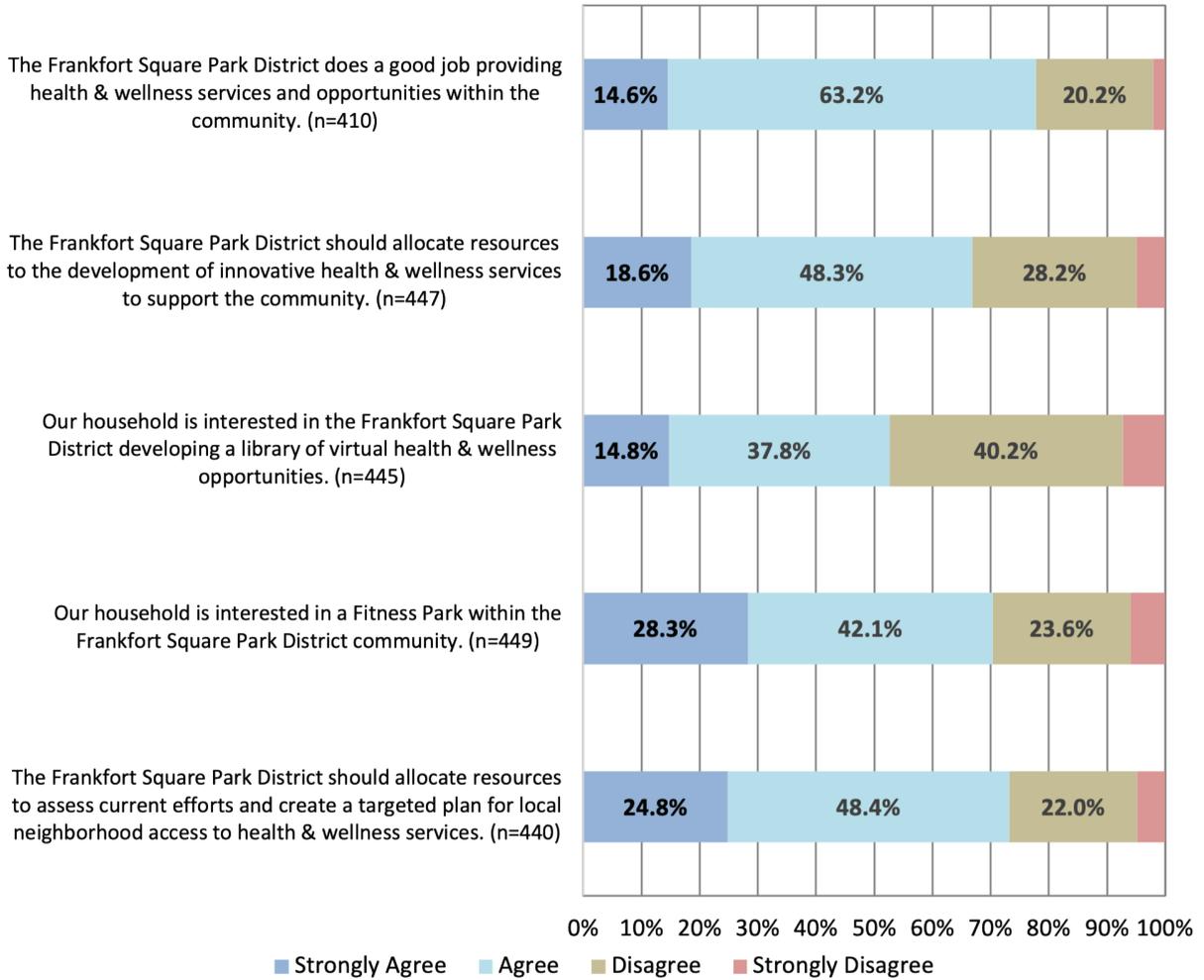
The Frankfort Square Park District should expand access to native areas through paths, piers, and rock outcroppings. (n=447)

Our household supports the Frankfort Square Park District's efforts to expand and improve the community's native areas (i.e., wetlands, plantings, prairie, etc.). (n=454)



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
 ■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree

Figure 9. Household's Opinions Concerning Health & Wellness Services & Initiatives within the District



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1. Nothing/N/A/None (n=34)
2. Enhanced access to enjoy the District's current areas (n=19)
3. Recycling/clean-up days/increased waste receptacles (n=15)
4. Plantings (native trees, flowers) (n=8)
5. Educational classes/exhibits/native plant sales (n=8)

Health & Wellness Services & Initiatives within the District

Respondents were asked, "What is your household's opinion on the following health & wellness services and initiatives within the Frankfort Square Park District?" Respondents were presented with a list of five services and/or initiatives and asked to indicate their level of agreement with each statement on a four-point agreement scale (Strongly Agree, Agree, Disagree, and Strongly Disagree).

77.8% of households agree or strongly agree that the District does a good job providing health and wellness services and opportunities within the community. Furthermore, 73.2% of households feel the District should allocate resources to assess current efforts and create a targeted plan for local neighborhood access to these services, and 70.4% are

interested in a Fitness Park within the community. Conversely, only 52.9% of respondents agree or strongly agree that the District should develop a library of virtual health and wellness opportunities. Complete results are presented in Figure 9.

Building upon the previous question, an open-ended item on the survey asked households to identify additional health & wellness services and initiatives the District could pursue. 26.1% of households (n=126) provided a response. 19.8% of those that responded identified "nothing", "n/a", or "none" as their recommended ideas to enhance health & wellness services within the Frankfort Square Park District. Other top recommendations include:

1. Nothing/N/A/None (n=25)
2. Outdoor fitness park/ninja warrior park/classes (n=14)
3. Community fitness facility (n=7)
4. Improve LAN opportunities (n=7)
5. Classes (nutrition, cooking, fitness, walking club) (n=5)



The Polar Express
ROUND TRIP
Nutrition Facts
Calories 280

The Polar Express
ROUND TRIP

Future Recreation Needs & Interests

Respondents were asked to rank the District’s effectiveness within a variety of management functions, share their opinions about recreational opportunities within the community in general, and offer specific feedback about facility and programming interests. To assess the residents’ feedback in these areas, a series of questions were developed. The results of these questions are presented in the following sections.

Frankfort Square Park District’s Perceived Effectiveness

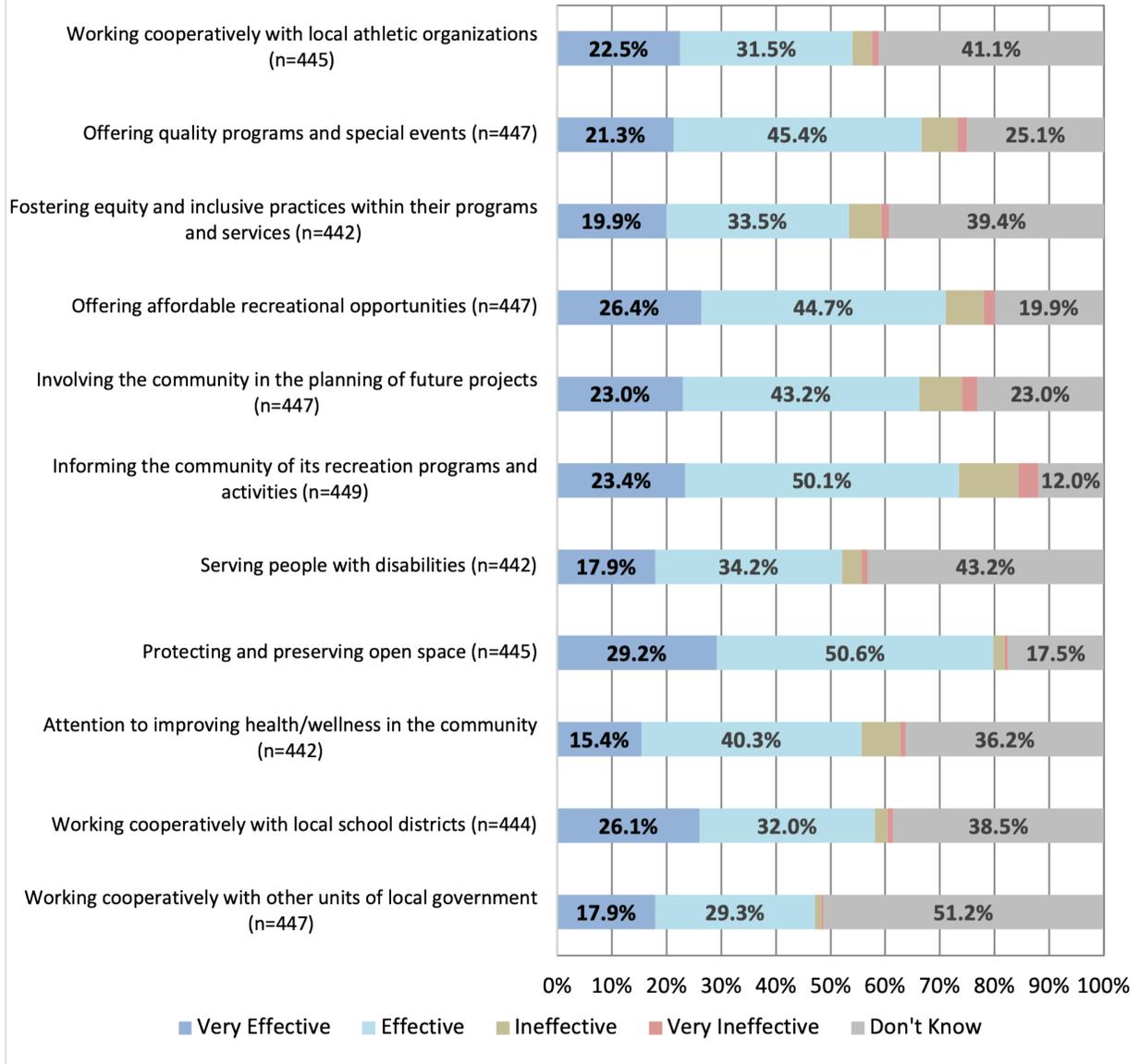
Eleven items were developed in an effort to measure the District’s effectiveness performing various management-related functions. Specifically, respondents were asked, “How effective is the Frankfort Square Park District as it relates to.” Respondents were then presented with eleven statements and asked

to rate the District’s effectiveness for each statement on a five-point scale (0=don’t know, 1=very ineffective, 2=ineffective, 3=effective, and 4=very effective).

According to the findings, a large number of respondents (+90%) felt the District was effective across the various management-related functions or were unsure (i.e, “don’t know” rating). For instance, 79.9% of respondents felt the District was effective or very effective at protecting and preserving open space (17.5% were unsure), while 41.1% of respondents didn’t know if the District was effective at working cooperatively with local athletic organizations. Taken collectively, the results suggest the District is highly effective but does have a few areas where the community may be unaware of some of these efforts and initiatives. Complete results are provided in Figure 10.



Figure 10. **How Effective is the District as it Relates to...**



Frankfort Square Park District's Services and Initiatives

Three items were developed in an effort to ascertain households' opinions on various services and initiatives within the Frankfort Square Park District. Respondents were

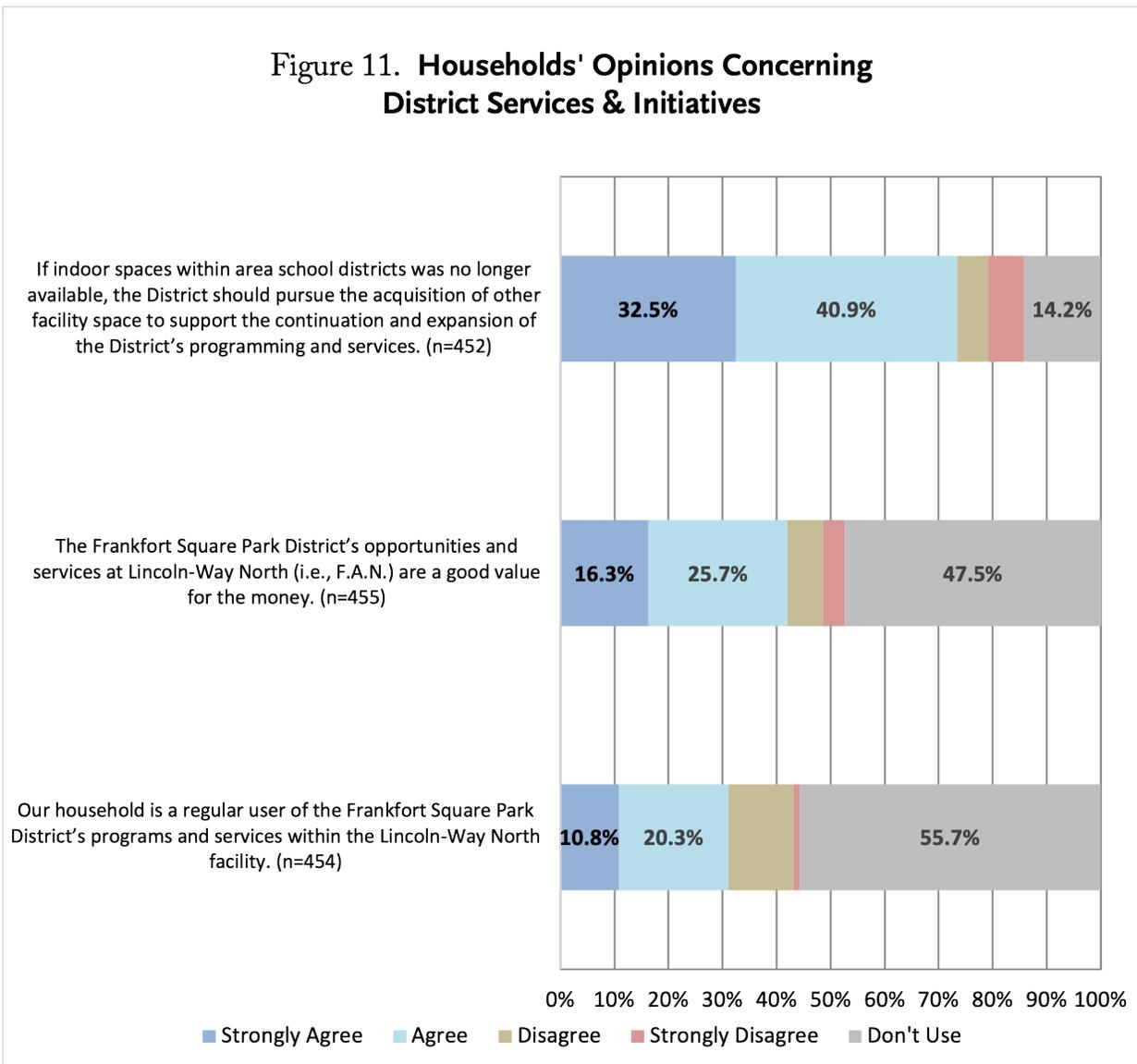
presented with three services and initiatives and asked to indicate their level of agreement with each statement on a five-point agreement scale (Strongly Agree, Agree, Disagree, Strongly Disagree, and Don't Use).

Similar to the District’s effectiveness findings, a majority of households agreed, strongly agreed, or did not use the services presented in the three items. As an example, 73.4% of respondents supported the District’s pursuit of acquiring other facility space to advance the growth and expansion of the District’s programs if the school districts were no longer available, while another 14.2% had

no opinion as they did not use the service. Overall, these findings suggest strong support of these services and initiatives among those households who use these services. Complete results are presented in Figure 11.

The next eight items on the recreation interests survey included a combination of closed-ended and open-ended items. In

Figure 11. Households' Opinions Concerning District Services & Initiatives



particular, households were presented with four two-part items. The first part of each item asked households if they needed additional services (dog park locations, community gardens, pickleball courts, and walking paths). The second part of each of these items was an open-ended question that asked households to share what the District could do to improve each of these areas.

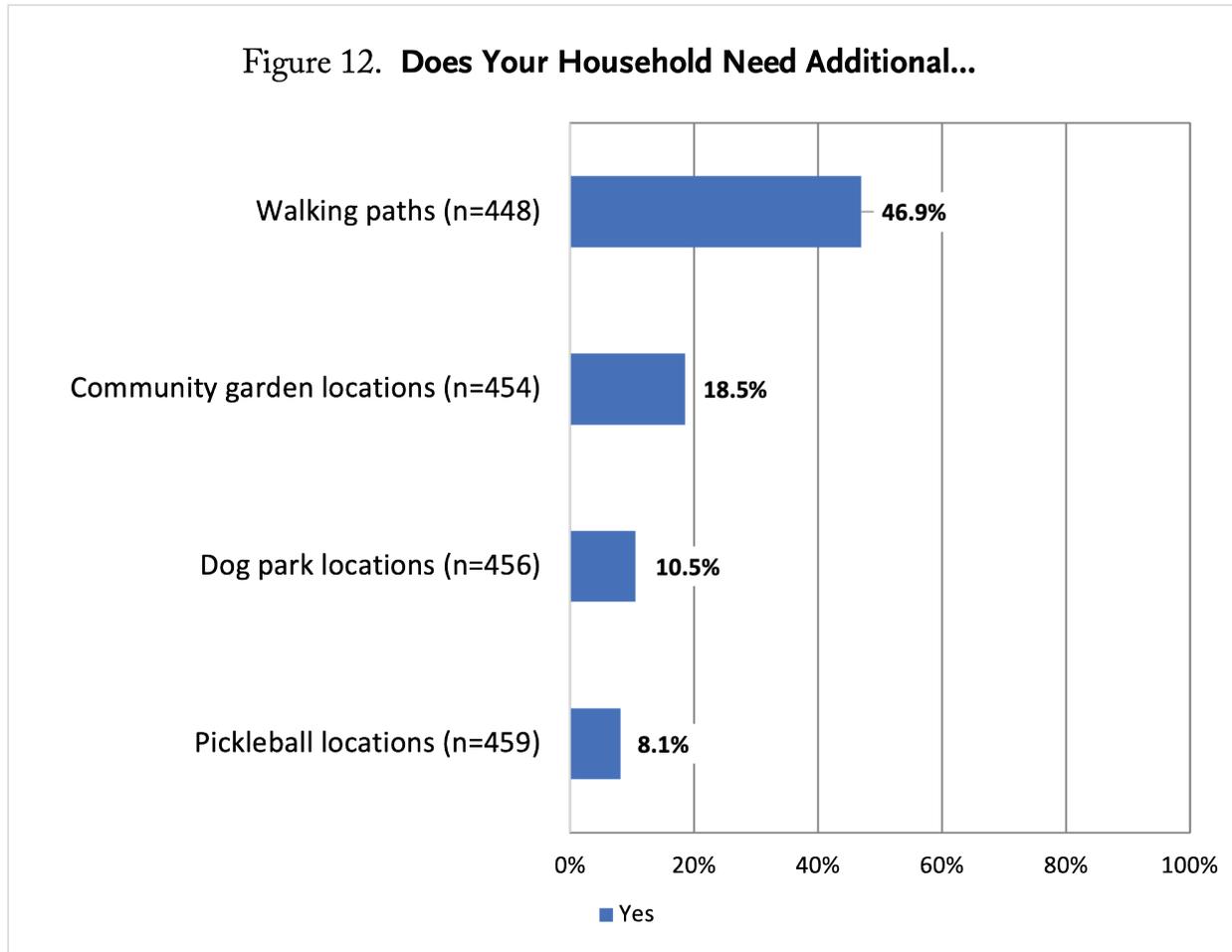
Results of the four closed-ended items can be found in Figure 12. Almost half (46.9%) of respondents indicated their household needed additional walking paths while less than 20% of respondents felt additional

community gardens (18.5%), dog parks (10.5%), or pickleball (8.1%) locations were needed within the community.

The results of the second part of each of these items is provided in Table 1. Overall, the data indicates those that used the walking paths suggest efforts should focus on resurfacing/repairing the existing paths as well as general debris/trash cleaning. In contrast, most of the households who responded to the other three open-ended questions were unsure or didn't use those service areas (dog park, community garden, and pickleball facilities).

3

Figure 12. Does Your Household Need Additional...



Households were then asked how the District should allocate resources to develop/expand the Braemar Dance Center.

The item was open-ended and 23.9% of households (n=115) provided a response. 70.0% of those that responded identified “nothing”, “n/a”, or “none” as their recommended ideas to enhance health & wellness services within the Frankfort Square Park

District. Other top recommendations include:

1. Nothing/N/A/None (n=77)
2. Braemar is great “as is” (n=7)
3. More classes (i.e., adult, senior, summer camp expansion) (n=7)
4. Expand studio space (n=5)

Table 1. What Improvement Can Be Made to the Current Dog Park, Community Garden, Pickleball Facilities, and Walking Paths?

Service	Top Recommendation	2 nd Most Popular Recommendation	3 rd Most Popular Recommendation
Current Pickleball Facilities (n=81)	Don't use/no change (n=51)	Offer more programming (n=5)	Additional amenities (lights, shade, etc.) (n=4)
Current Dog Park (n=115)	No changes (n=43)	Increase size/space (n=11)	Additional amenities (i.e., benches, obstacles, shelters, etc.) (n=8)
Current Community Garden (n=92)	Unsure/unaware service was available (n=42)	Increase space/add more (n=8)	Market more/advertise (n=5)
Existing Walking Paths (n=175)	Repair/resurface/keep clean (n=30)	Additional amenities (i.e., water fountains, mile markers, maps, garbage cans, lighting, etc.) (n=29)	Love current paths (n=24)

Future Facility Interests within the District

An item on the community-wide recreation interests survey asked households to identify and prioritize facility amenity needs within the Frankfort Square Park District. Respondents were presented with thirty facilities and/or amenities and asked to identify which ones their household would most like to see developed/enhanced. Specifically, respondents were asked to rank the top four facilities and/or amenities they felt were the most needed for their household.

46.4% of the respondents identified walking/bike paths as their household's first, second, third, or fourth choice for future facility development/enhancement. 28.6% of respondents ranked nature center and trails as their household's first, second, third, or fourth choice. Complete aggregate results are provided in Figure 13.

Households were presented with a follow-up question, "Park taxes will decrease in 2022 with the retirement of 5-million dollar bond issue from 2002. After debt retirement, if you would be willing to financially support your first (facility) priority (from the previous question), what would you be willing to pay?" Respondents were asked to select from the following response options: \$5-\$20, \$21-\$50, \$51-\$75, \$71-\$100, don't know, and unable to financially support any development or expansion projects.

52.1% of households would be willing to contribute at least \$5 towards the development/

expansion of the facility area identified in the previous question. In contrast 47.9% of respondents were either unsure or unable to financially contribute anything to the development/expansion of their prioritized facility area. Overall, the results indicate moderate support for the development/expansion of these prioritized facility areas while also suggesting additional education/awareness and information likely needs to be presented to the community prior to moving forward with any significant facility developments/expansions. Complete results are provided in Figure 14.

Future Programming Interests within the District

An item on the community-wide recreation interests survey asked households to identify and prioritize programming needs within the Frankfort Square Park District. Respondents were presented with twenty-four programming options and asked to identify which ones their household would most like to see developed/enhanced. Specifically, respondents were asked to rank the top four programs they felt were the most needed for their household.

37.1% of the respondents identified adult fitness/wellness programs as their household's first, second, third, or fourth choice for future programming development/enhancement, followed closely by summer concerts (34.2%). Complete aggregate results are provided in Figure 15.

Figure 13. Future Facility Needs within the District (n=480)

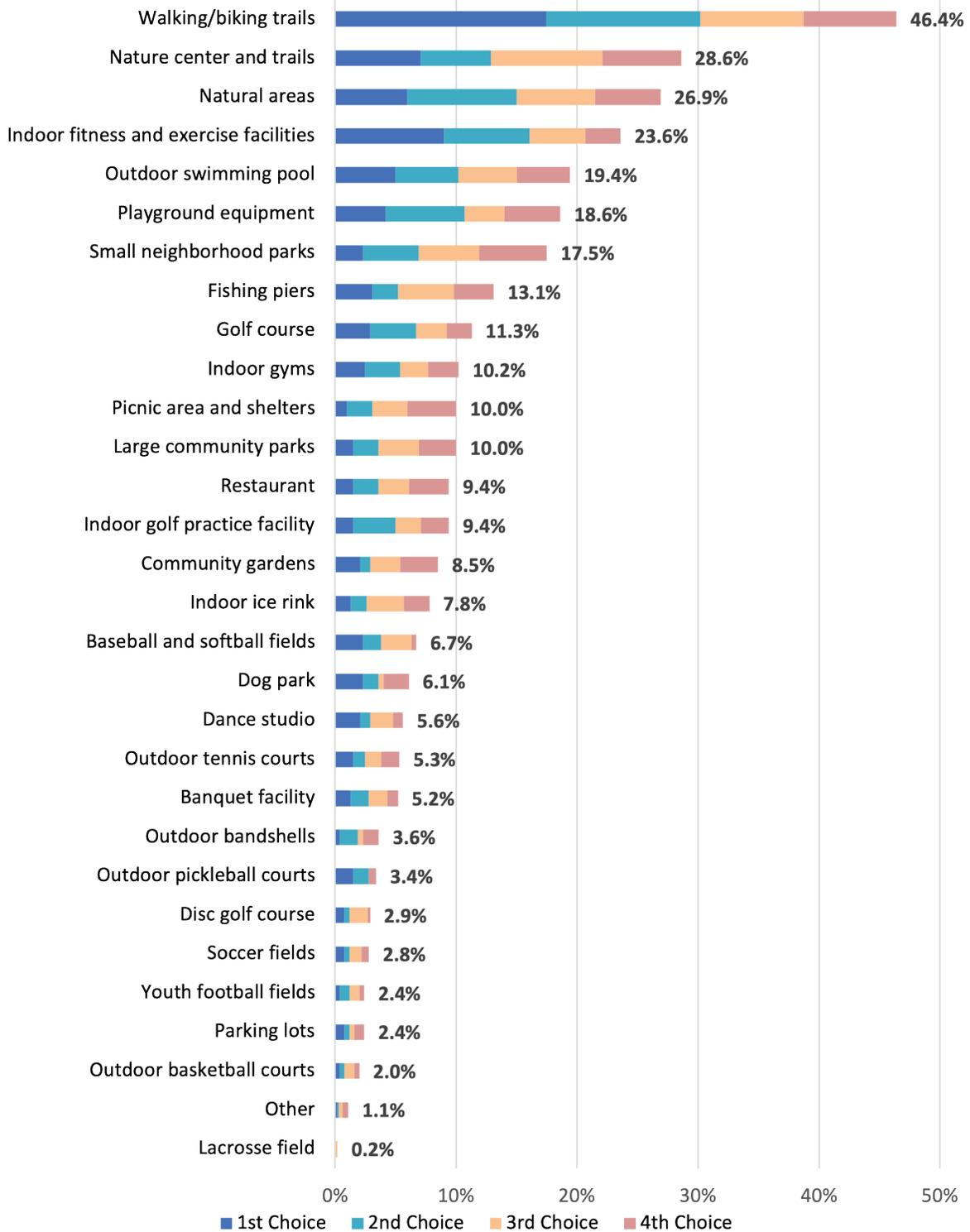


Figure 14. After Debt Retirement, If You Would be Willing to Financially Support Your First (facility) Priority (from the previous question), What Would You be Willing to Pay? (n=451)

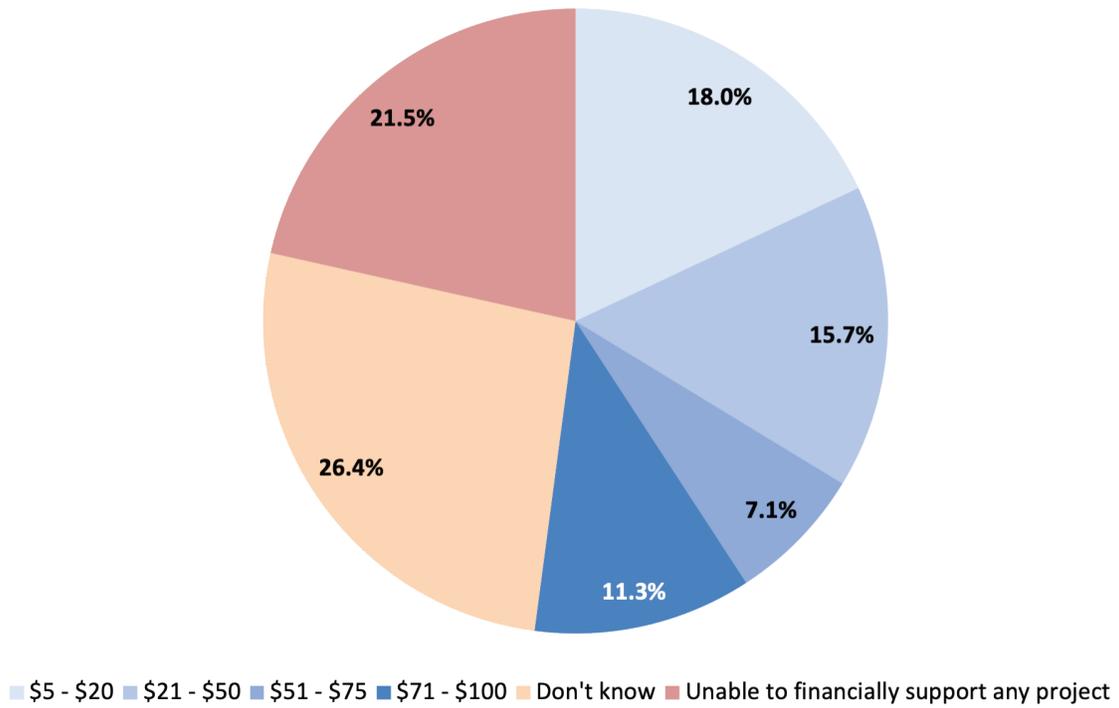
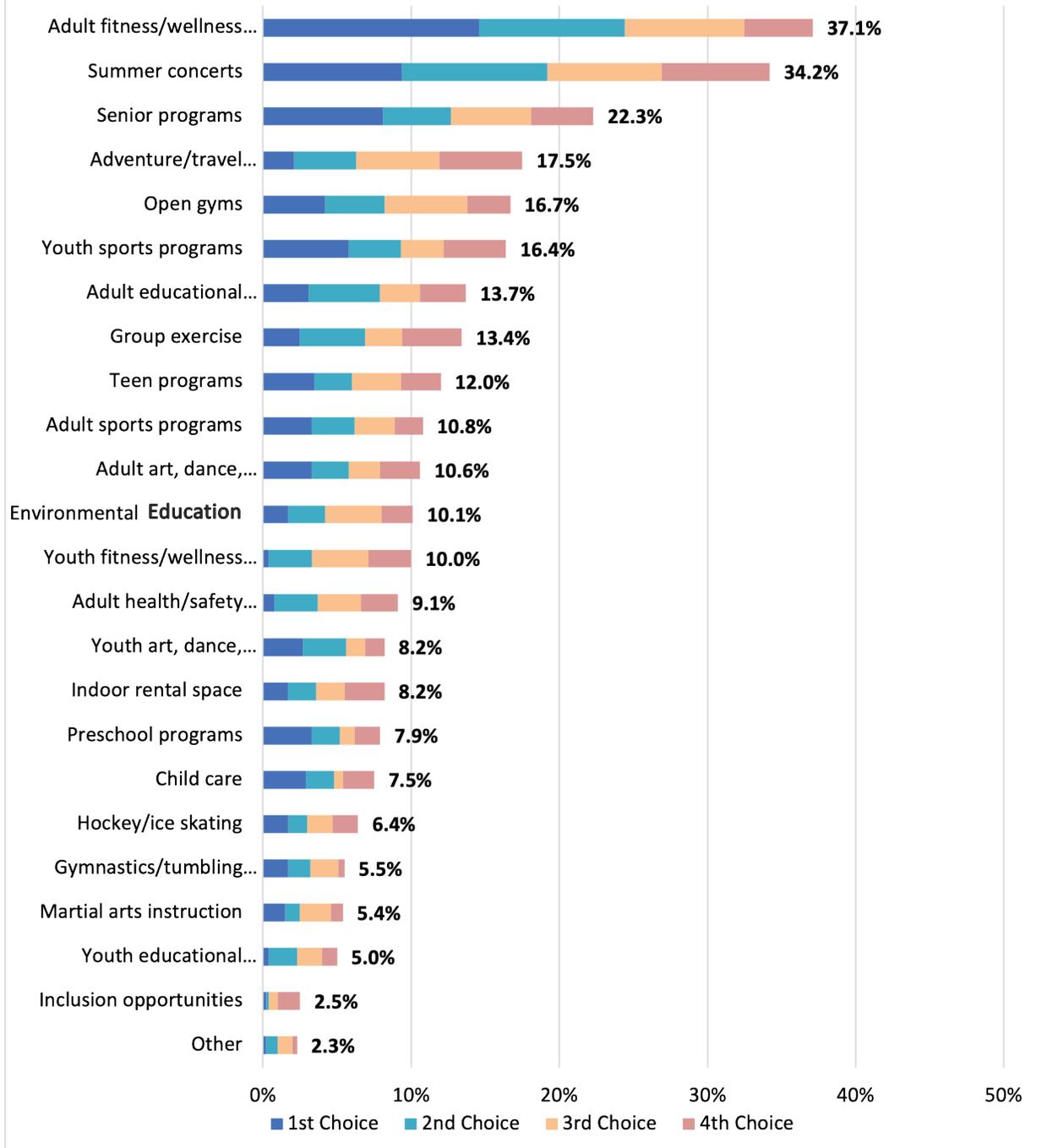


Figure 15. Future Recreation Programming Needs within the District (n=480)



Demographic Characteristics of the Residents

The final section of the survey assessed residents' demographic characteristics. Three items were developed within this section: number of people (by age) living in household, years lived in the Frankfort Square Park District, and residential location. These characteristics are provided in Table 2.

Table 2. **Household/Respondent Characteristics**

	Respondent/ Sample Value
How many people in your household fall within the following categories?	
Under 5 years old (n=54)	Mean = 1.42
6 – 12 years old (n=90)	Mean = 1.44
13 – 17 years old (n=80)	Mean = 1.34
18 – 25 years old (n=89)	Mean = 1.48
26 – 35 years old (n=78)	Mean = 1.54
36 – 50 years old (n=149)	Mean = 1.67
51 – 64 years (n=200)	Mean = 1.54
Over 65 years old (n=142)	Mean = 1.43
How long have you lived within the area serviced by the Frankfort Square Park District? (n=448)	Mean = 18.7 years
Where do you reside? (n=460)	
North of St. Francis/West of 80th Avenue	18.7%
North of St. Francis/East of 80th Avenue	27.8%
South of St. Francis/West of 80th Avenue	22.8%
South of St. Francis/East of 80th Avenue	30.7%





4

**APPENDIX A:
Community-Wide
Survey**



7540 W. BRAEMAR LANE
FRANKFORT, IL 60423

815-469-3524

www.fspd.org



February 23, 2021

Dear Frankfort Square Park District Residents:

I previously provided what was to be the intended direction of the Frankfort Square Park District in regards to offering a referendum this spring at or about \$5,000,000.00, yet it would reduce annual taxes for all FSPD residents. This would have been possible due to the expiration of the 2002 referendum debt service in January 2022. In addition to the expiration of debt service, the Park District also experienced tremendous growth since 2002.

That was before last March, before COVID-19, a virus that brought numerous challenges we are facing as a community, township, county, state, and country. There wasn't a new decision, but a simple realization that the value to residents in further reduced taxes far exceeded the need for added park improvements.

So the direction of the District is to continue, with best efforts, to maximize every available dollar, complete repairs when necessary, replace when possible, expand incrementally, and continue the service to which you've become accustomed.

That makes the attached survey hypercritical, in that there has been no more important time to provide input. With limited capital funds, it is exceptionally important to the elected Park Board Members to best reflect the needs, ideas, and interests of our residents.

Over the past years, and with approval of our last referendum, we did not raise taxes, but refinanced to allow the payment of outstanding debt while continuing with requested improvements. That action allowed the lowering the annual debt load of the District and created greater annual resources for projects and improvements.

This process has a rich history, with past surveys and master plans setting the direction for the District. The actions taken have been employed to provide both programming and physical opportunities. It has directed the addition of staff and the maintenance to parks. Surveys have told us how families get Park District information and how we can improve our website, social media, and registration software to best serve you, our residents.

These actions have also led to the FSPD's State and National recognition for service, being recognized as a National Gold Medal finalist seven times and the actual recipient of the Grand Plaque in 2007, and again in 2016. This is a direct reflection of community support for FSPD services and the Park Board and staff reflecting its residents' interests and services relative to the provision of facilities and services.

We highly encourage you to complete the attached survey with the members of your household. We also encourage you to visit the recently improved FSPD website, www.fspd.org, to see what we've done in the past and how we may improve in the future. Our website is expansive and includes a park matrix detailing all parks and related facilities, programs past and present, financials, grants, and minutes from every Park Board Meeting since incorporation in 1974.

This 2021 survey and resulting master plan will be completed by Campfire Concepts, an independent third party, to ensure information provided is accurately reflected without bias.

Finally, if you have questions, you can email them to admin@fspd or give us a call at the Park District office at 815-469-3524. Most importantly, return the completed survey at your earliest convenience. Results will be compiled by Campfire Concepts and returned, without editing, for residents' review and Park District implementation to the best of our ability with all available resources.

Sincerely,
Jim Randall
Executive Director & FSPD Resident



Frankfort Square Park District COMMUNITY WIDE SURVEY

Please return by Friday, April 23rd, 2021

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. Personal information will be used 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.*

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 one box for each service area.)**

Household Participation	25 + times	11–25 times	6–10 times	1–5 times	None
Frankfort Square Park District Facilities	<input type="checkbox"/>				
Frankfort Square Park District Park Areas	<input type="checkbox"/>				

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

- | | |
|--|---|
| <input type="checkbox"/> Flyers/posters at Frankfort Square Park District Facilities | <input type="checkbox"/> Frankfort Square Park District Website |
| <input type="checkbox"/> Frankfort Square Park District Brochure | <input type="checkbox"/> Friends and Neighbors |
| <input type="checkbox"/> Frankfort Square Park District Emails | <input type="checkbox"/> Marquees/Banners |
| <input type="checkbox"/> Frankfort Square Park District Social Media | <input type="checkbox"/> Newspapers |
| <input type="checkbox"/> Frankfort Square Park District Staff | <input type="checkbox"/> Other (please specify): _____ |

3. How **SATISFIED** is your household with Frankfort Square Park District’s maintenance? For each of the following statements, please indicate your household’s level of satisfaction. **(Check one box for EACH statement)**

Frankfort Square Park District Maintenance	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use
Athletic Fields	<input type="checkbox"/>				
Building/Facilities	<input type="checkbox"/>				
Building/Facilities Cleanliness	<input type="checkbox"/>				
Park Areas	<input type="checkbox"/>				
Playgrounds	<input type="checkbox"/>				
<i>What is your overall level of satisfaction with the Frankfort Square Park District’s maintenance?</i>	<input type="checkbox"/>				

4. How **SATISFIED** is your household with Frankfort Square Park District's staff? For each of the following statements, please indicate your household's level of satisfaction. (**Check one box for EACH statement**)

Frankfort Square Park District's Staff	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use
Administrative Personnel	<input type="checkbox"/>				
Front Office Personnel	<input type="checkbox"/>				
Golf Course Personnel	<input type="checkbox"/>				
Maintenance Personnel	<input type="checkbox"/>				
Program Instructors	<input type="checkbox"/>				
Recreation Personnel	<input type="checkbox"/>				
<i>What is your overall level of satisfaction with the Frankfort Square Park District's staff?</i>	<input type="checkbox"/>				

5. How **SATISFIED** is your household with Frankfort Square Park District's facilities and park areas? For each of the following statements, please indicate your household's level of satisfaction. (**Check one box for EACH statement**)

Frankfort Square Park District Facilities and Park Areas	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use
Bandshells	<input type="checkbox"/>				
Baseball Fields	<input type="checkbox"/>				
Basketball Courts	<input type="checkbox"/>				
Braemar Dance Center (BDC)	<input type="checkbox"/>				
Community Center	<input type="checkbox"/>				
Community Gardens	<input type="checkbox"/>				
Disc Golf Course	<input type="checkbox"/>				
Dog Park	<input type="checkbox"/>				
Fishing Locations	<input type="checkbox"/>				
Football Fields	<input type="checkbox"/>				
Golf Course	<input type="checkbox"/>				
Mary Drew	<input type="checkbox"/>				
Nature Center	<input type="checkbox"/>				
Open Space and Natural Areas	<input type="checkbox"/>				
Outdoor Inline Hockey Rink	<input type="checkbox"/>				
Parking	<input type="checkbox"/>				
Pickleball Courts	<input type="checkbox"/>				
Picnic Areas	<input type="checkbox"/>				
Playgrounds	<input type="checkbox"/>				
Skate Park	<input type="checkbox"/>				
Soccer Fields	<input type="checkbox"/>				
Softball Fields	<input type="checkbox"/>				
Splash Park	<input type="checkbox"/>				
Tennis Courts	<input type="checkbox"/>				
Walking/Bike Paths	<input type="checkbox"/>				
<i>What is your overall level of satisfaction with the Frankfort Square Park District's Facilities and Park Areas?</i>	<input type="checkbox"/>				

6. Have you or members of your household **participated in Frankfort Square Park District recreation programs?** Yes No

7. What **RECREATION PROGRAMS** would you or members of your household prioritize from the Frankfort Square Park District? **(Fill in the blank.)**

Section 2: Equity, Conservation, and Health & Wellness

The Frankfort Square Park District is in the process of reviewing their current equity, conservation, and health & wellness initiatives within the community and would like your input. Your feedback to these questions will help guide future efforts in these areas.

8. What is your household's opinion on the following **EQUITY** efforts and initiatives within the Frankfort Square Park District? **(Check one box for EACH statement)**

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
The Frankfort Square Park District currently has a program scholarship for households to support residents in need. The District should allocate additional funding to support the expansion of this scholarship program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District should expand its current support of local food drives into a more formalized, year-round program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District's current annual college scholarship program is a benefit to the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District current annual college scholarship program should be revised to include other alternatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District currently utilizes a beverage upcharge at the golf course to provide financial support of scouts, youth football, and youth baseball. The District should continue this program.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. Would you recommend **an alternative organization to receive financial support from the beverage upcharge program** at the golf course? **(Fill in the blank)**

10. What additional ideas would enhance the **EQUITY** efforts and initiatives within the Frankfort Square Park District? **(Fill in the blank)**

11. What is your household's opinion on the following **CONSERVATION** efforts and initiatives within the Frankfort Square Park District? (**Check one box for EACH statement**)

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
Our household supports the Frankfort Square Park District's efforts to expand and improve the community's native areas (i.e., wetlands, plantings, prairie, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District should expand access to native areas through paths, piers, and rock outcroppings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District should create additional interpretive signage & information within the community's native areas.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District should continue pursuing solar, wind, and other renewable energy opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Expanded tree plantings and an updated tree inventory is needed within the Frankfort Square Park District.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District should allocate resources to complete a professional inventory of the District's assets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District is a leader in practicing and promoting conservation efforts within the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Please share your ideas for additional **CONSERVATION** efforts and initiatives within the Frankfort Square Park District? (**Fill in the blank**)

13. What is your household's opinion on the following **HEALTH & WELLNESS** services and initiatives within the Frankfort Square Park District? (**Check one box for EACH statement**)

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
The Frankfort Square Park District should allocate resources to assess current efforts and create a targeted plan for local neighborhood access to health & wellness services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our household is interested in a Fitness Park within the Frankfort Square Park District community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our household is interested in the Frankfort Square Park District developing a library of virtual health & wellness opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District should allocate resources for the development of innovative health & wellness services to support the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Frankfort Square Park District does a good job providing health & wellness services and opportunities within the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Please share your ideas for additional **HEALTH & WELLNESS** services and initiatives within the Frankfort Square Park District? (**Fill in the blank**)

Section 3: Future Participation Needs & Interests

15. How **EFFECTIVE** is the Frankfort Square Park District as it relates to: (Check one box for EACH statement)

Statement	Very Effective	Effective	Ineffective	Very Ineffective	Don't Know
Working cooperatively with other units of local government	<input type="checkbox"/>				
Working cooperatively with local school districts	<input type="checkbox"/>				
Attention to improving health/wellness in the community	<input type="checkbox"/>				
Protecting and preserving open space	<input type="checkbox"/>				
Serving people with disabilities	<input type="checkbox"/>				
Informing the community of its recreation programs and activities	<input type="checkbox"/>				
Involving the community in the planning of future projects	<input type="checkbox"/>				
Offering affordable recreational opportunities	<input type="checkbox"/>				
Fostering equity and inclusive practices within their programs and services	<input type="checkbox"/>				
Offering quality programs and special events	<input type="checkbox"/>				
Working cooperatively with local athletic organizations	<input type="checkbox"/>				

16. What is your household's opinion on the following **SERVICES & INITIATIVES** within the Frankfort Square Park District? (Check one box for EACH statement)

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Use
Our household is a regular user of the Frankfort Square Park District's programs and services within the Lincoln-Way North facility.	<input type="checkbox"/>				
The Frankfort Square Park District's opportunities and services at Lincoln-Way North (i.e., F.A.N.) are a good value for the money.	<input type="checkbox"/>				
If indoor spaces within area school districts was no longer available, the Frankfort Square Park District should pursue the acquisition of other facility space, such as unused schools, to support the continuation and expansion of the District's programming and services.	<input type="checkbox"/>				

17. Does your household need **additional dog park locations** within the Frankfort Square Park District? Yes No

18. How can Frankfort Square Park District **IMPROVE** the current dog park? (Fill in the blank)

19. Does your household need **additional community garden locations** within the Frankfort Square Park District? Yes No

20. How can Frankfort Square Park District **IMPROVE** the current community gardens? (Fill in the blank)

21. Does your household need **additional pickleball locations** within the Frankfort Square Park District? Yes No

22. How can Frankfort Square Park District **IMPROVE** the existing pickleball facilities? **(Fill in the blank)**

23. Does your household need **additional walking paths** within the Frankfort Square Park District? Yes No

24. How can Frankfort Square Park District **IMPROVE** the existing walking paths? **(Fill in the blank)**

25. The Frankfort Square Park District should allocate resources to develop/expand the Braemar Dance Center in the following ways: **(Fill in the blank)**

26. Are there **FACILITIES** within Frankfort Square Park District that you or members of your household feel should be developed or expanded? Please indicate which four facilities your household would like to see developed or expanded. **Write “1” next to your top choice; “2” for your 2nd choice; “3” for your 3rd choice; and a “4” for your 4th choice. Please rank only 4 items.**

Rank	Facility	Rank	Facility
	Banquet Facility		Nature Center and Trails
	Baseball and Softball Fields		Other: _____
	Community Gardens		Outdoor Bandshells
	Dance Studio		Outdoor Basketball Courts
	Disc Golf Course		Outdoor Pickleball Courts
	Dog Park		Outdoor Swimming Pool
	Fishing Piers		Outdoor Tennis Courts
	Golf Course		Parking Lots
	Indoor Fitness and Exercise Facilities		Picnic Area and Shelters
	Indoor Golf Practice Facility		Playground Equipment
	Indoor Gyms		Restaurant
	Indoor Ice Rink		Small Neighborhood Parks
	Lacrosse Field		Soccer Fields
	Large Community Parks		Walking/Biking Trails
	Natural Areas		Youth Football Fields

27. Park taxes will decrease in 2022 with the retirement of 5 million dollar bond issue from 2002. After debt retirement, if you would be willing to financially support your first priority in question 26, what would you be willing to pay? **(Please mark one)**

- \$5 - \$20
 \$21 - \$50
 \$51 - \$75
 \$71 - \$100
 Don't know
 Please check here if you are unable to financially support any development or expansion projects.

28. 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 four programs your household would like to see developed or expanded. Write “1” next to your top choice; “2” for your 2nd choice; “3” for your 3rd choice; and a “4” for your 4th choice. Please rank only 4 items.

Rank	Facility	Rank	Facility
	Adult Art, Dance, Performing Arts		Indoor Rental Space
	Adult Educational Opportunities		Martial Arts Instruction
	Adult Fitness/Wellness Programs		Open Gyms
	Adult Health/Safety Programs		Other: _____
	Adult Sports Programs		Preschool Programs
	Adventure/Travel Programs		Senior Programs
	Child Care		Summer Concerts
	Environmental Education		Teen Programs
	Group Exercise		Youth Art, Dance, Performing Arts
	Gymnastics/Tumbling Programs		Youth Educational Opportunities
	Hockey/Ice Skating		Youth Fitness/Wellness Programs
	Inclusion Opportunities		Youth Sports Programs

Section 4: Demographics

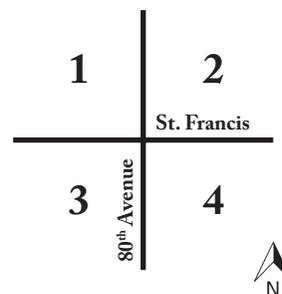
The following information allows us to describe different groups of households for better management and planning. Your answers will be used for statistical purposes and classification only. The data will not be identified with you personally.

29. Including yourself, how many people in your household fall within the following categories?

Under 5 years old
 6–12 years
 13–17 years
 18–25 years
 26–35 years
 36–50 years
 51–64 years
 Over 65 years

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

31. Please circle the number (1 through 4) of the area in which you **RESIDE**.



Please share your name and address if you would like to be entered into the raffle. *All personal information will be kept strictly confidential.*





Frankfort Square Park District
Administration Building
7540 W. Braemar Lane
Frankfort IL 60423

