



Community Needs Assessment Report

Focus Groups & Survey

April 2013

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SUMMARY

In 2012, the Lemont Park District partnered with the Solutions Resource Center at the University of St. Francis to complete a community needs assessment project as a component of an overall strategic plan. Community focus groups were held on: Monday, January 28 and Wednesday, January 30, 2013. Survey data was collected between March 1, 2013 and March 22, 2013. Survey analysis was completed in April 2013.

Highlights of the data include:

- Nearly all respondents (95%) felt the park district was a valuable asset to the community. When asked why, the most common responses were: Programming; Facilities and programs offered; Convenience; Brings community together; Adds value to our community; Facilities and programs; Location.
- The top four visited parks were:
 - Centennial, Covington North, Covington Knolls and Bambrick.
- The top three visited facilities were:
 - CORE indoor track, CORE programs/classes, CORE indoor pool.
- Respondents prefer to receive communication via:
 - E-mail, direct mail and the brochure.
- Most respondents prefer to register online.
- In general, respondents are satisfied with the park district and feel the parks and fields are in good condition.
- The preschool was rated as excellent (from those who listed an opinion).
- The 4th of July fireworks display was rated as excellent (from those who listed an opinion).
- The top three new facilities listed as higher priority were:
 - Biking paths/trails
 - Paths/trails that connect to one another
 - Walking paths/trails
- The top three programs listed as higher priority were:
 - Health/fitness programs
 - Community wide events
 - Environmental/nature programs
- A large majority (72%) of respondents are in favor of renting Lemont fields to outside groups (fee-based).
- A large majority (77%) were not aware of the Lemont Park Foundation and the Helping Hands Award program.
- The vast majority of respondents visit the downtown Lemont area at least once a month.
- The top reasons why respondents do not participate in recreation programs and services are: Lack of programs I'm interested in; I don't have time; Fees are too high for me.

The following report outlines the data analysis of significant factors and cross-tabulations of key correlations.

METHODOLOGY

Community Needs Assessment Description:

The Lemont Park District community needs assessment project included qualitative data gathered through public focus groups and quantitative data gathered through survey research.

Focus groups are non-experimental research methods that describe the characteristics of existing opinions. In this project, the focus group method sought to identify the attributes, factors and characteristics that are important to Lemont Park District residents, the ways these factors interact and how they relate to the future of the organization. This information was used to design survey questions.

Surveys are quantitative research. A survey seeks to gather people's opinions by measuring their responses to a set of questions. A quantitative survey draws a random sample from a population and uses those findings to demonstrate the views of the population as a whole.

Participants Sample Selection:

The population for focus group selection was identified as any individual residing in the Lemont, IL Park District boundaries. Full time employees and board members of the park district were excluded from the sample selection. A community wide invitation to attend focus groups was publicized to the Lemont Park District area community.

The population for survey research was defined as 4,000 randomly selected households within the Lemont Park District boundaries. The 4,000 identified population received a survey via direct mail. Each survey included an identifier to ensure it met the random sample selection. All residents were encouraged to respond to the survey through a series of public relations press announcements and hard copy surveys were made available at the front desk of The CORE and Centennial Building.

Data Collection:

Data was collected in two primary mediums.

Qualitative data was collected on Monday, January 28 and Wednesday, January 30, 2013 via community focus groups.

Quantitative data was collected via direct mail survey research between March 1, 2013 and March 22, 2013.

Focus Group Instrument:

The focus group instrument was developed by Dr. Lyle Hicks, USF facilitator. The instrument was a four-part agenda designed to generate discussion including a worksheet for individual input, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, Priorities discussion and general comments.

Survey Instrument:

A survey instrument was developed incorporating input from the Lemont Park District. The 2013 survey instrument was approved on February 19, 2013 by Ms. Carrie Dellamano, Sales and Marketing Director, Lemont Park District.

Measurement Scales:

Survey data was inputted into a web instrument and downloaded into SPSS software for analysis. Respondents completing the survey online were asked to enter their identifier code as a point of validity. All codes received were cross-referenced with the random sample codes.

In addition to standard numeric analysis of each question, cross tabulations were also conducted.

RESULTS - RESPONSE RATE

Response Rate:

A total of 901 number completed surveys were received by the Solutions Resource Center.

A total of 799 surveys were considered in the statistical representation of data as these were received from verified households within the random sample.

The response rate for the statistical representation of data was: 20% of the identified sample.

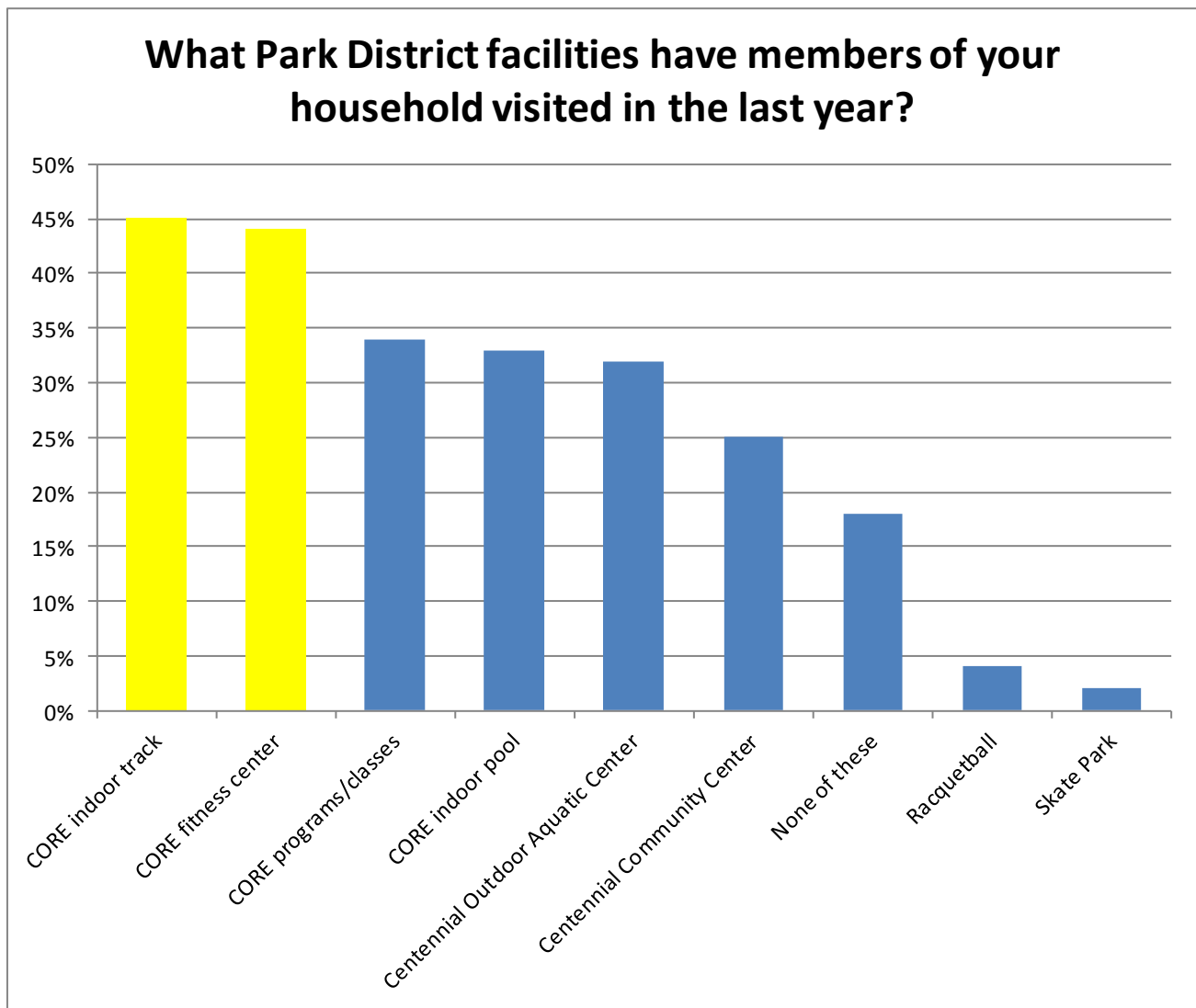
Based on a population of 16,000 Lemont park district residents and a random sample of 799 valid responses, the overall confidence interval and error margin for the survey are:
95% +/- 3.

DATA RESULTS

Which Park District facilities have members of your household visited in the past year?*

CORE programs/classes	34%
CORE indoor pool	33%
CORE indoor track	45%
Racquetball	4%
Skate Park	2%
CORE fitness center	44%
Centennial Community Center	25%
Centennial Outdoor Aquatic Center (Outdoor Pool)	32%
None of these	18%

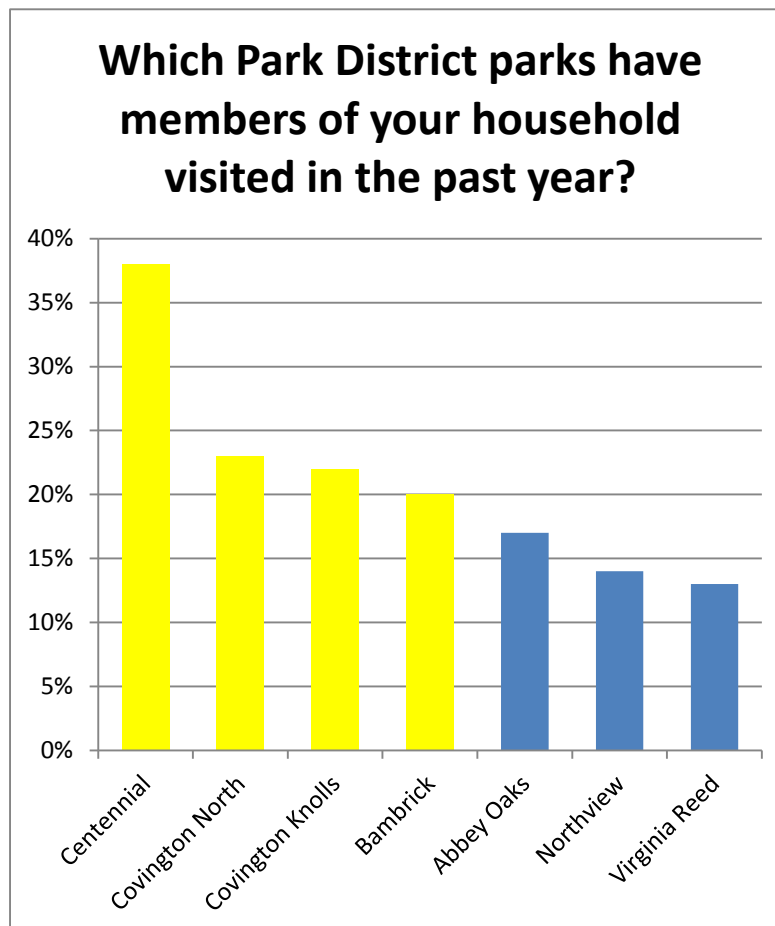
**totals are greater than 100% due to "all that apply"*



Which Park District parks have members of your household visited in the past year?*

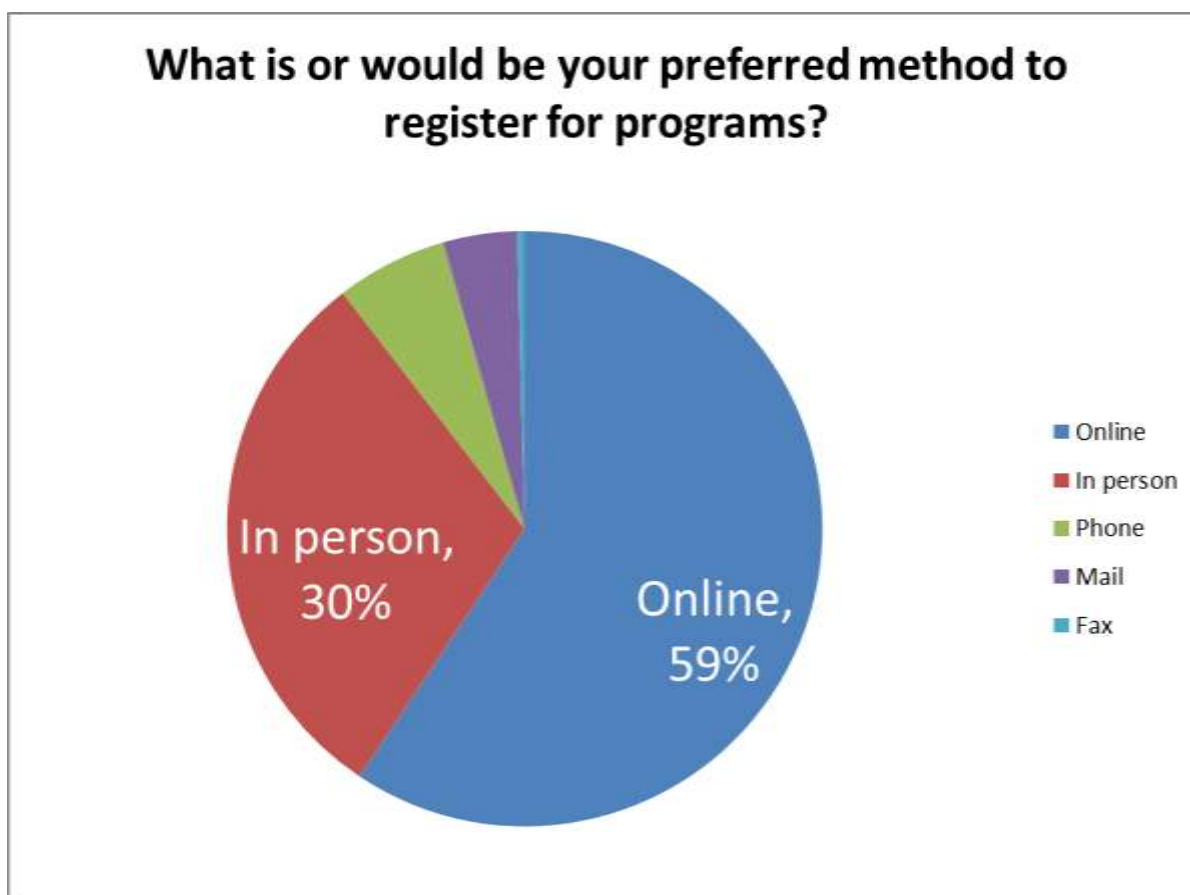
Abbey Oaks	17%
Amberwood	2%
Ashbury Woods	3%
Bambrick	20%
Briarcliffe	3%
Brown	3%
Carriage	1%
Centennial	38%
Connemara	2%
Covington Knolls	22%
Covington North	23%
Derby	5%
Hilltop	6%
Jaycee	4%
Kensington	3%
Legion	2%
Lions	5%
Northview	14%
Rolling Meadows	4%
Virginia Reed	13%
None of these	32%

**totals are greater than 100% due to "all that apply"*



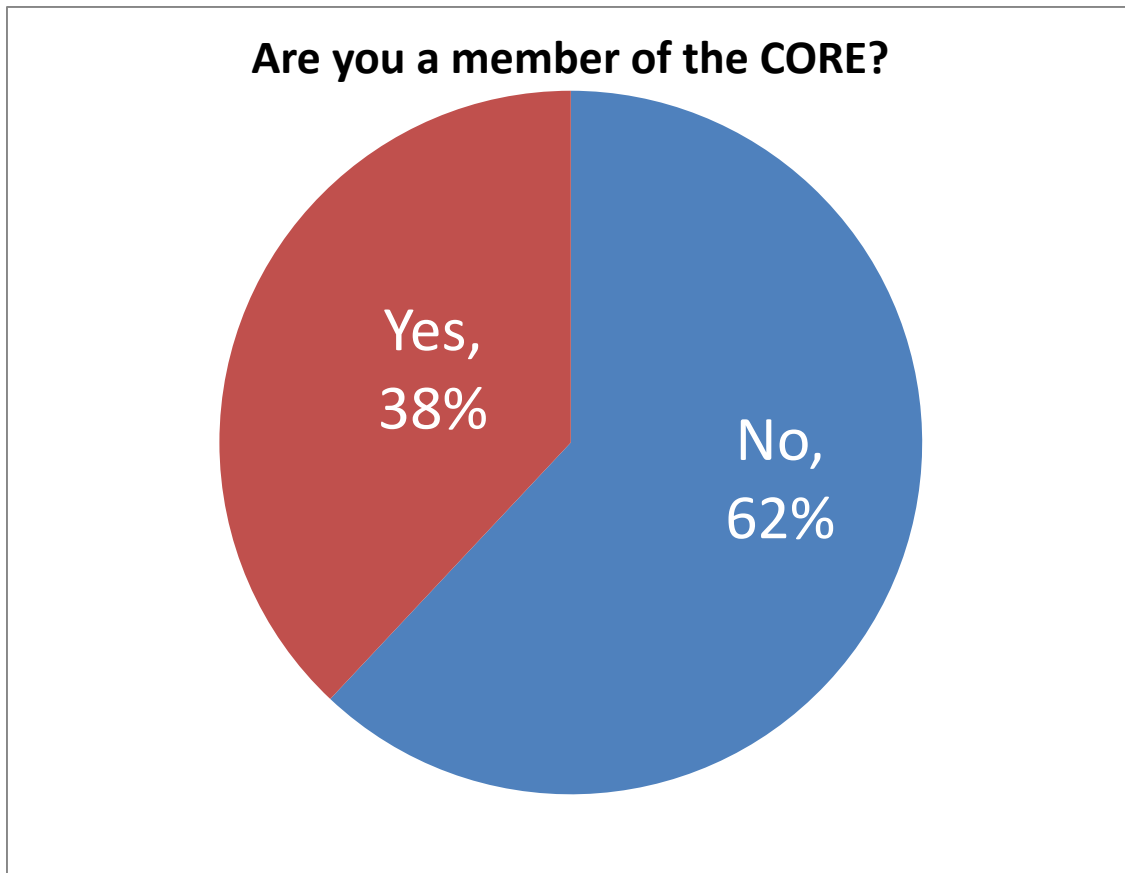
What is or would be your preferred method to register for programs?

In person	30%
Phone	6%
Fax	0.4%
Mail	4%
Online	59%



Are you a member of the CORE?

Yes	38%
No	62%

**Do you visit a non-park district fitness center?**

Yes	23%
No	77%

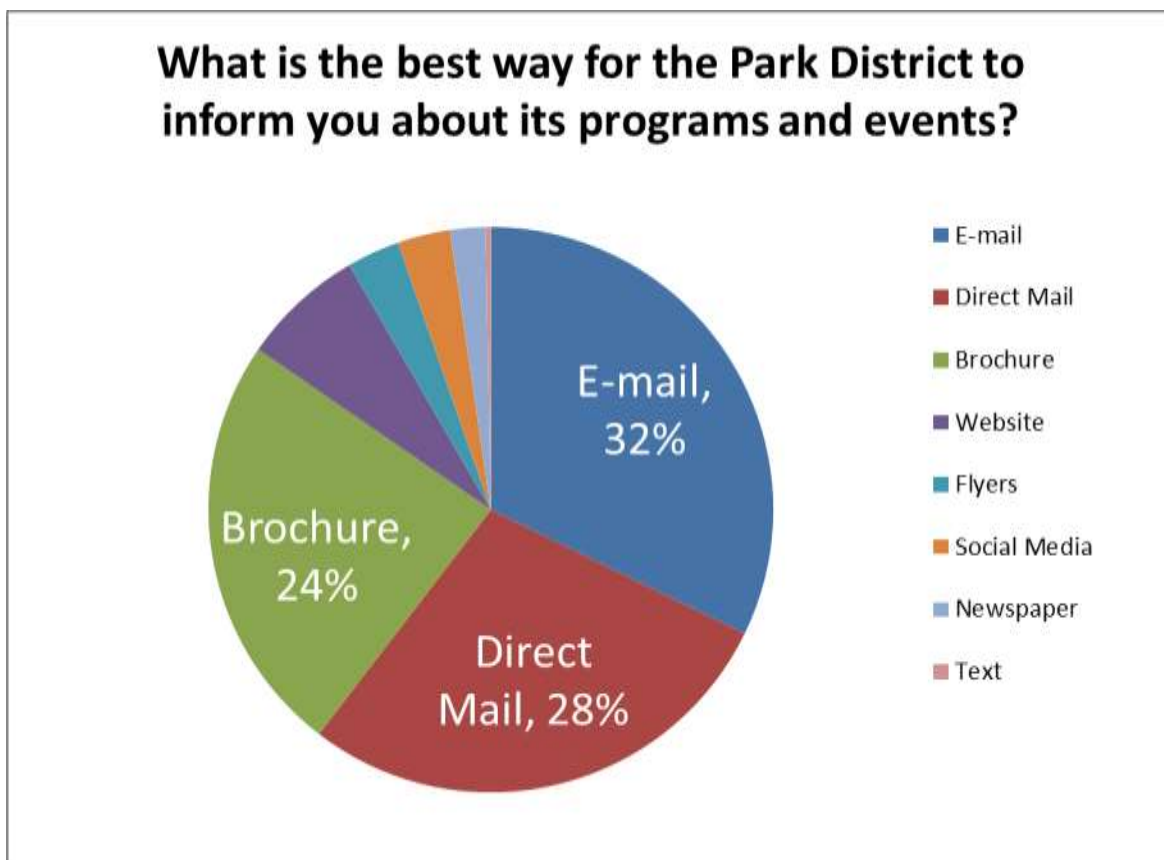
If yes, for what reasons?*

Price	47%
Location	32%
Amenities	40%
Equipment	29%
Hours	27%

**totals are greater than 100% due to "all that apply"*

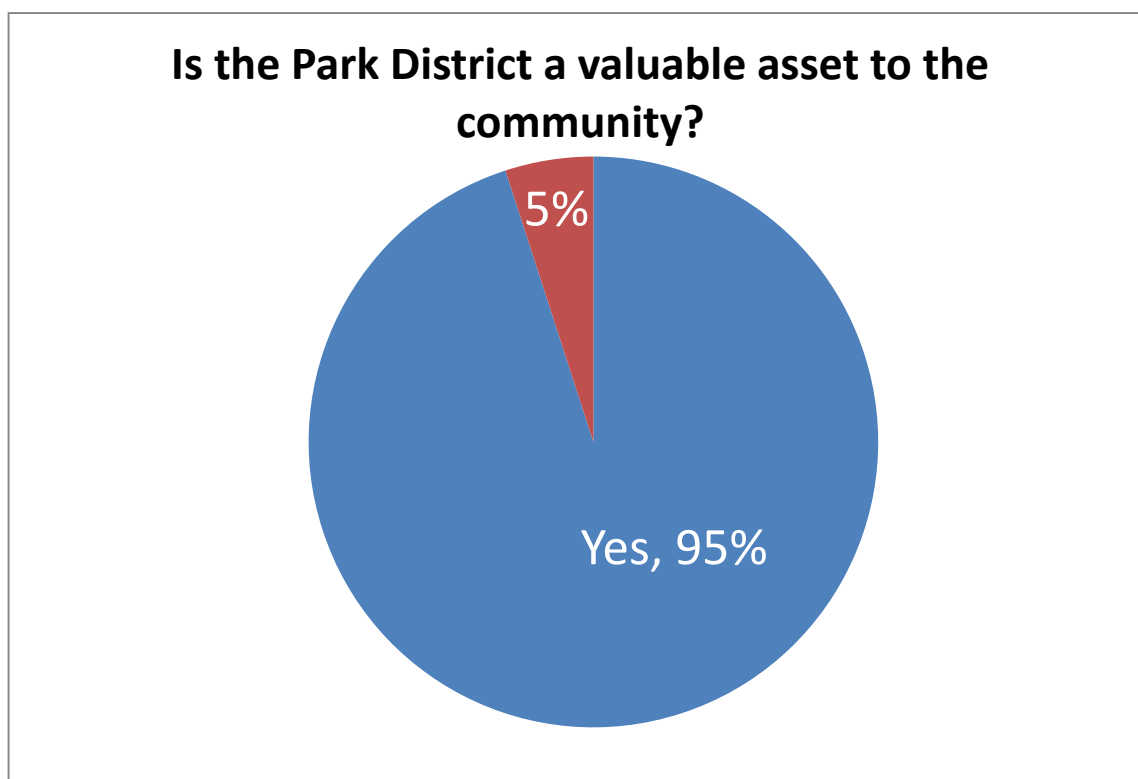
What is the best way for the Park District to inform you about its programs and events?

Brochure	24%
Website	7%
Schools	0%
E-mail	32%
Newspaper	2%
Flyers	3%
Social media (Facebook, etc.)	3%
Text	0.3%
Phone	0%
Direct mail	28%



In your opinion, is the Park District a valuable asset to the community?

Yes	95%
No	5%



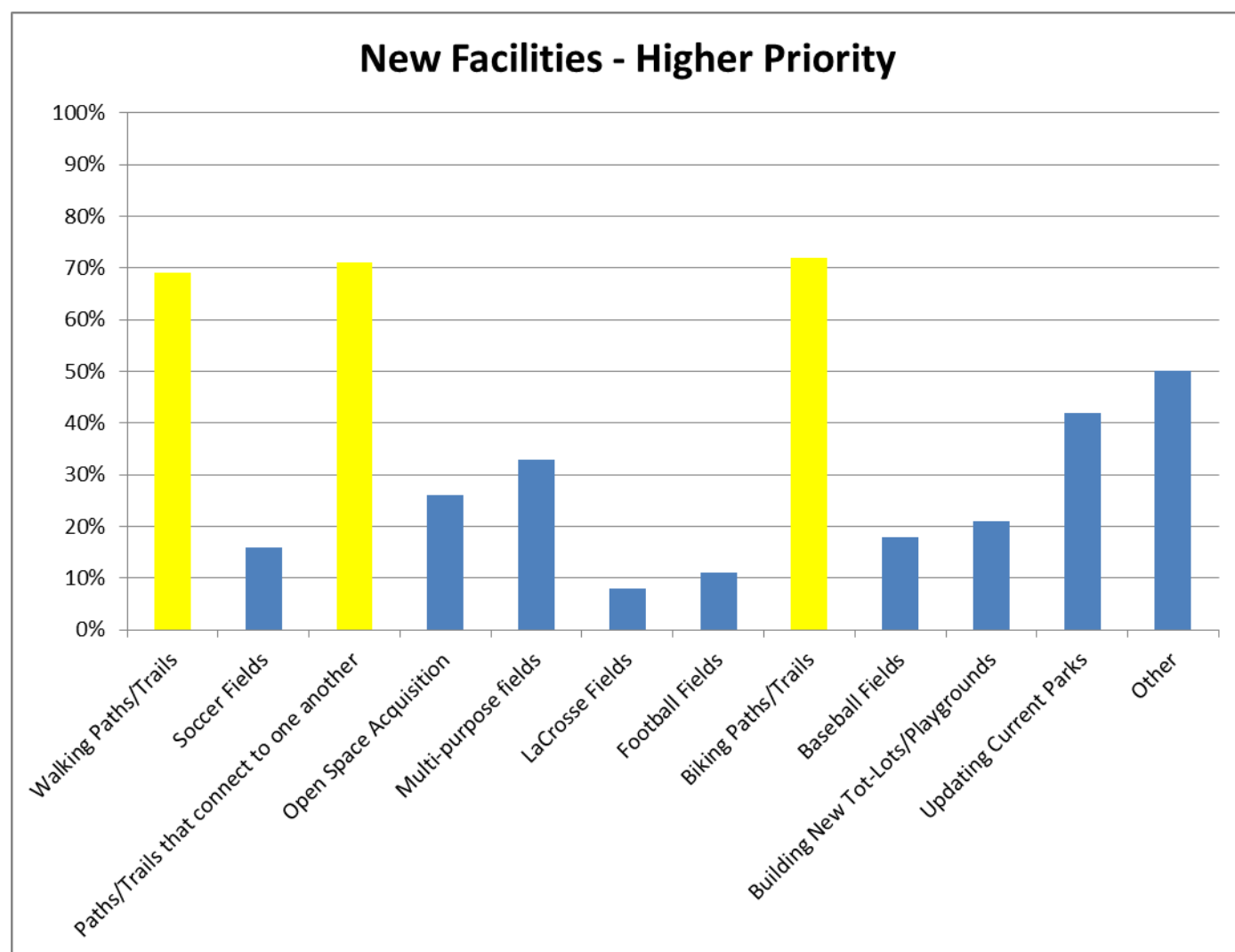
Please rate your satisfaction with the following:

(Data is listed only from respondents who provided a satisfaction rating).

		Completely Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Completely Satisfied
Park district customer service		3%	6%	17%	28%	45%
Quality of instruction in the preschool		3%	3%	23%	17%	54%
Website - ease of use		4%	13%	28%	34%	22%
Condition of the CORE indoor pool		4%	7%	18%	32%	38%
Condition of the outdoor pool		6%	10%	17%	32%	35%
Condition of the CORE		3%	3%	10%	32%	51%
Amenities at the CORE		3%	7%	15%	36%	39%
Park safety/security		3%	3%	20%	31%	42%
Park playground equipment		3%	5%	20%	38%	35%
Maintenance of park district properties		3%	4%	14%	40%	39%
Program fees		10%	13%	22%	35%	20%
Conditions of indoor facilities		3%	3%	15%	39%	40%
Times of programs		7%	15%	24%	32%	22%
Variety of programs		5%	11%	21%	37%	25%
Quality of programs		3%	7%	24%	37%	30%
Program registration process		3%	5%	24%	37%	32%
Knowledgeable instructors		4%	4%	24%	32%	36%

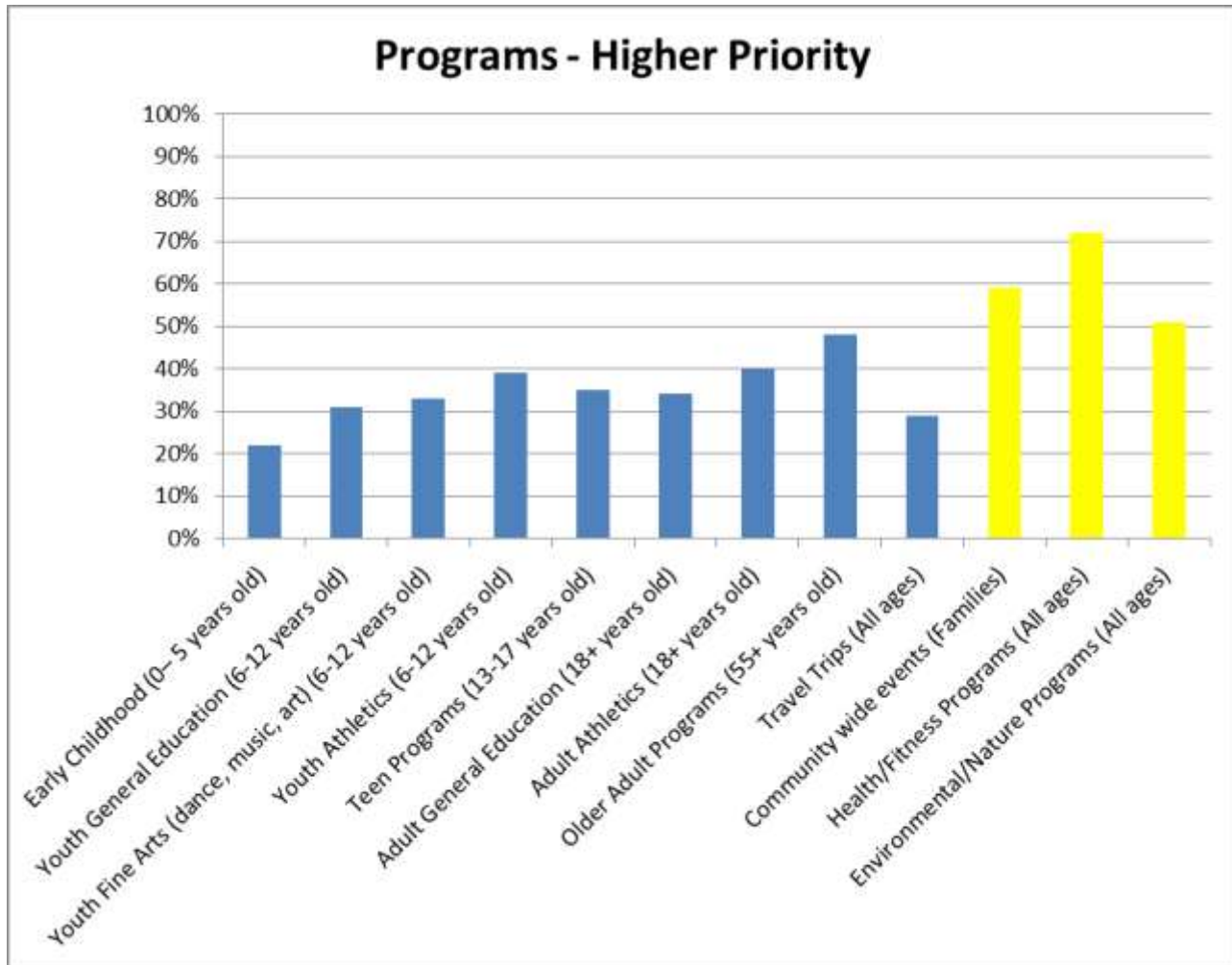
What types of new facilities do you think are most needed in the Lemont Park District?

	Higher Priority	Lower Priority	Don't need
Walking Paths/Trails	69%	18%	14%
Soccer Fields	16%	41%	42%
Paths/Trails that connect to one another	71%	17%	12%
Open Space ("flat space") Acquisition	26%	38%	35%
Multi-purpose Fields	33%	41%	26%
LaCrosse Fields	8%	45%	46%
Football Fields	11%	45%	44%
Biking Paths/Trails	72%	18%	11%
Baseball Fields	18%	45%	37%
Building New Tot-Lots/Playgrounds	21%	43%	36%
Updating Current Parks	42%	42%	16%
Other	50%	13%	38%



What types of programs are you interested in?

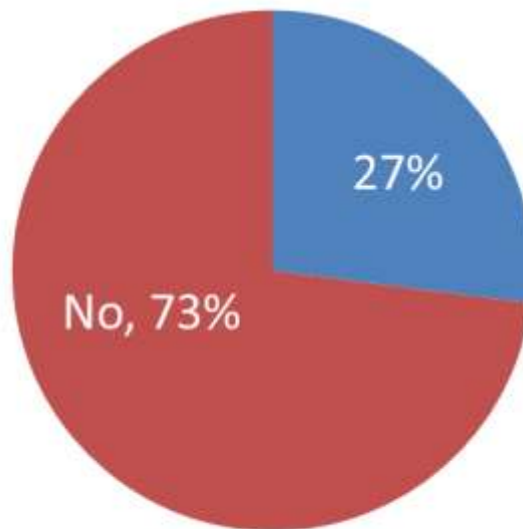
	Higher Priority	Lower Priority	Don't need
Early Childhood (0– 5 years old)	22%	17%	61%
Youth General Education (6-12 years old)	31%	20%	49%
Youth Fine Arts (dance, music, art) (6-12 years old)	33%	21%	46%
Youth Athletics (6-12 years old)	39%	18%	43%
Teen Programs (13-17 years old)	35%	24%	41%
Adult General Education (18+ years old)	34%	36%	30%
Adult Athletics (18+ years old)	40%	37%	22%
Older Adult Programs (55+ years old)	48%	29%	24%
Travel Trips (All ages)	29%	36%	35%
Community wide events (Families)	59%	25%	16%
Health/Fitness Programs (All ages)	72%	19%	8%
Environmental/Nature Programs (All ages)	51%	32%	17%



Are there any parks or fields that you feel are currently in need of renovation or improvement?

Yes	27%
No	73%

Are there any parks or fields that you feel are currently in need of renovation or improvements?



Please rate the quality of the following programs and/or events

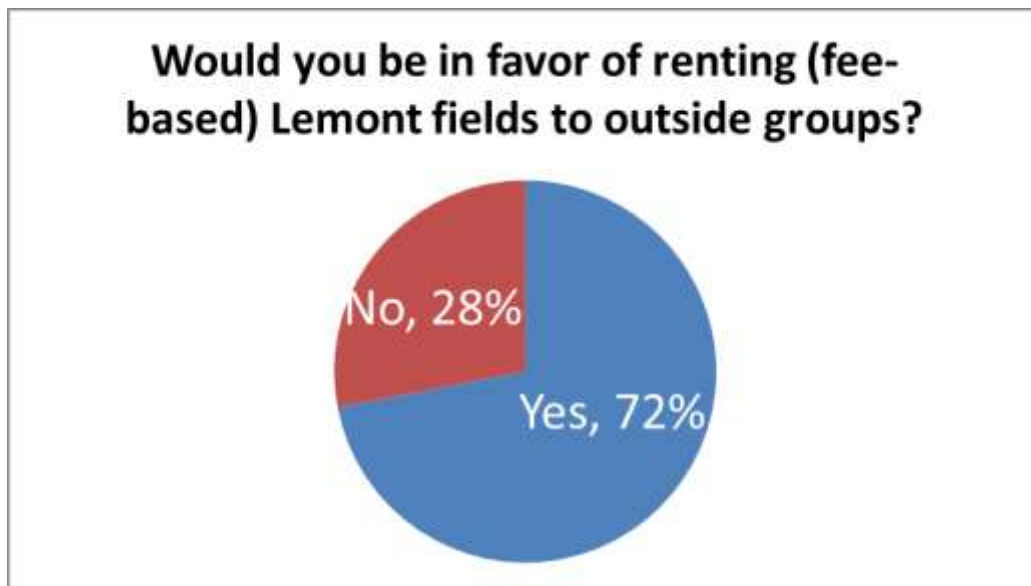
	Do not attend	Excellent	Good	Neutral	Fair	Poor
Preschool	84%	9%	4%	2%	0.3%	0.3%
Firework Display	29%	49%	18%	3%	0.4%	0.3%
Movie in the park events	62%	14%	19%	4%	1%	0.1%
Music in the park events	64%	14%	15%	6%	1%	0.1%
Day camp	86%	2%	6%	4%	1%	0.4%
Freedom Run	76%	10%	10%	4%	0.4%	0.1%
Fall Fest	64%	13%	16%	5%	1%	1%
Breakfast with Santa	82%	6%	6%	5%	1%	1%

Please rate the quality of the following programs and/or events
(Data is listed only from respondents who attended these events.)

		Excellent	Good	Neutral	Fair	Poor
Preschool		59%	27%	11%	2%	2%
Firework Display		69%	26%	4%	1%	0%
Movie in the park events		37%	50%	12%	1%	0%
Music in the park events		38%	42%	17%	2%	0%
Day camp		17%	43%	30%	6%	3%
Freedom Run		40%	42%	15%	2%	1%
Fall Fest		37%	44%	13%	4%	2%
Breakfast with Santa		35%	31%	26%	5%	3%

Would you be in favor of renting (fee-based) Lemont fields to outside groups (i.e. travel leagues)?

Yes	72%
No	28%



Are you aware of The Lemont Park Foundation and the Helping Hand Award program in place to serve individuals with significant financial needs?

Yes	23%
No	77%

How often do you visit the downtown Lemont area?

Never	3%
Less than once a month	25%
Once a month	22%
2-3 times per month	27%
4 or more times per month	23%

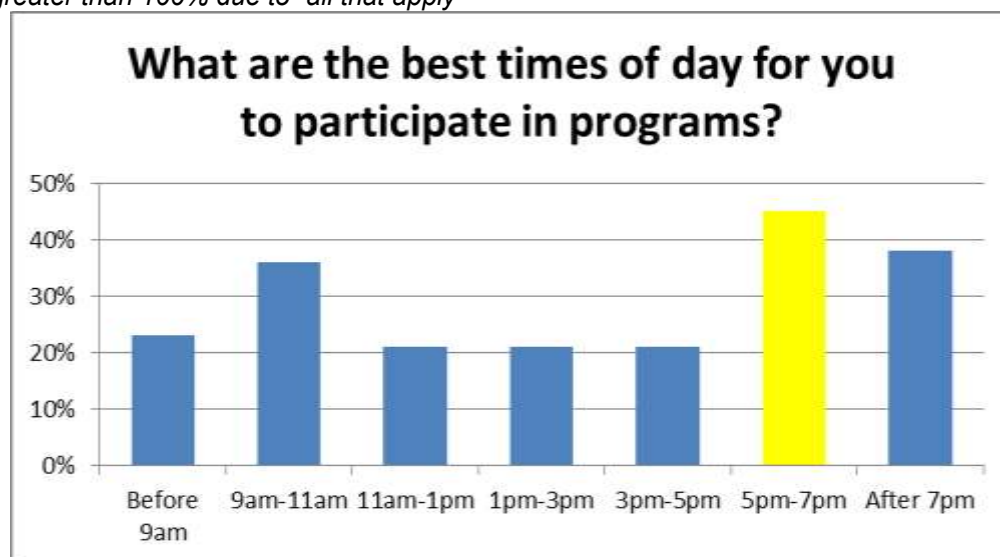
What are some reasons that may have prevented you or a member of your household from participating in recreation programs and services provided by the park district?*

I don't have time	34%
Transportation difficulties	3%
Registration process is difficult	2%
I do not know what is being offered	17%
Fees are too high for me	31%
Inconvenient program location	2%
Parks equipment poorly maintained	1%
I participate at another agency	9%
Lack of programs I'm interested in	35%
Classes are cancelled	12%
Classes are full (limited enrollment)	10%
Other (please specify) <i>*totals are greater than 100% due to "all that apply"</i>	16%

What are the best times of day for you to participate in programs?*

Before 9am	23%
9am-11am	36%
11am-1pm	21%
1pm-3pm	21%
3pm-5pm	21%
5pm-7pm	45%
After 7pm	38%

**totals are greater than 100% due to "all that apply"*



What are the best days of the week for you to participate in programs?*

Mon.	62%
Tues.	67%
Wed.	66%
Thurs.	67%
Fri.	59%
Sat.	55%
Sun.	41%

**totals are greater than 100% due to "all that apply"*

Gender

Male	36%
Female	64%

Your employment:

Employed	60%
Homemaker	10%
Retired	26%
Not Employed	2%
Other	2%

How long have you lived in Lemont?

< 1 yr.	1%
1-3 yrs.	5%
4-5 yrs.	5%
6-10 yrs.	15%
> 10 yrs.	73%

How many people live in your household?

1	9%
2	34%
3	15%
4	23%
> 4	19%

How many are under 18 years old in your household?

0	56%
1	11%
2	20%
3	9%
4	3%
> 4	1%

Annual Household Income:

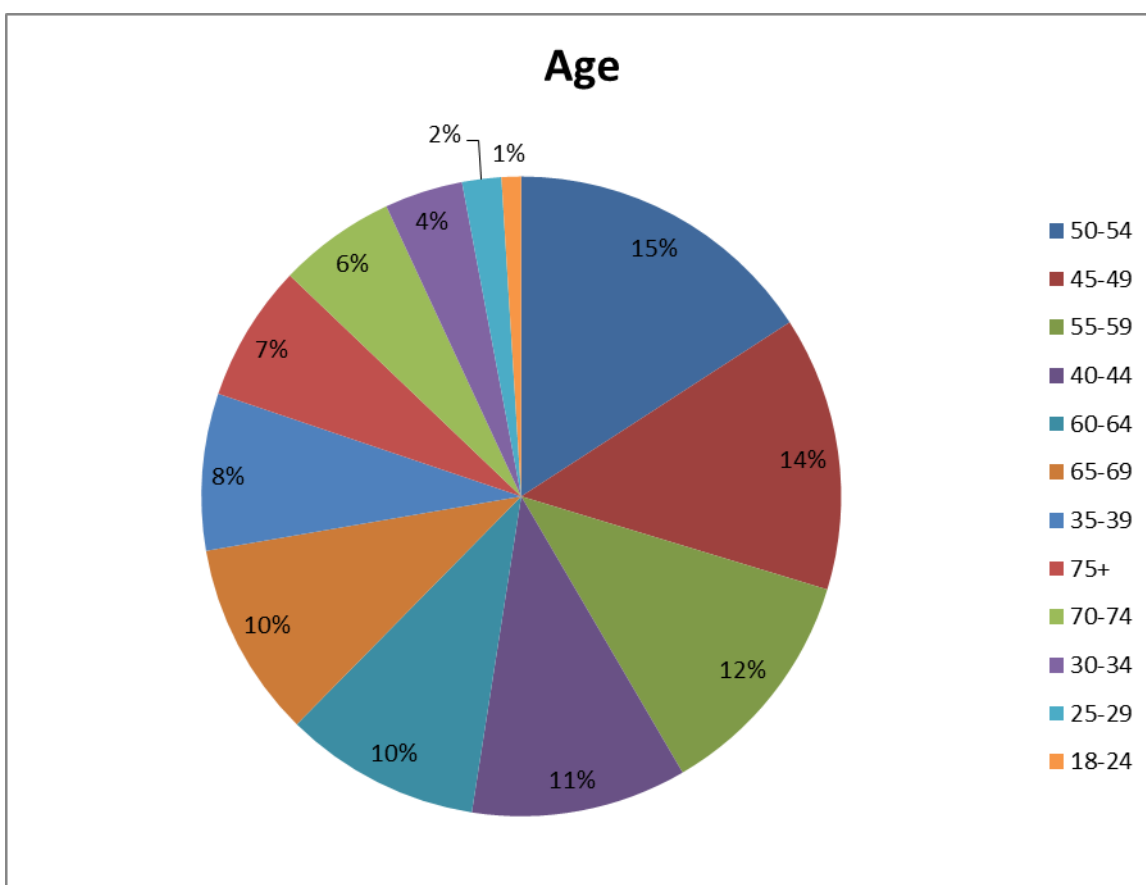
<\$50k	13%
\$51-\$75k	14%
\$76-\$100k	20%
\$101-\$150k	27%
\$151-\$200k	13%
\$201k+	13%

Which category best applies to you?

White or Caucasian	97%
Black or African American	0.1%
American Indian or Alaska Native	0%
Asian	1%
Hispanic or Latino	2%
Native Hawaiian or Other Pacific Islander	0.1%

What is your age?

18-24	1%
25-29	2%
30-34	4%
35-39	8%
40-44	11%
45-49	14%
50-54	16%
55-59	12%
60-64	10%
65-69	10%
70-74	6%
75+	7%



RESULTS – CROSS TABULATIONS

Data was cross tabulated by various demographic categories. The following line items indicate correlations or themes in the cross tabulation data.

Parks

- Respondents with children are more likely to visit Bambrick Park than those with no children.
- Those with a higher income are more likely to visit Bambrick Park.
- Those who are aged 40-49 are more likely to visit Bambrick Park.
- Respondents who have lived in Lemont for 0-5 years are more likely to list “building new tot lots/playgrounds” as a higher priority.
- Respondents with children are more likely to feel improvements need to be made to the parks or fields.

The CORE

- Those who have lived in Lemont for 6-10 years are more likely to use CORE facilities than those who have lived in Lemont less than 6 years or more than 10 years.
- Those with children are more likely to use the CORE’s programs/classes, indoor pool and fitness center.
- Those aged 18-39 are most likely to be a member of the CORE.

Centennial Outdoor Aquatic Center (Outdoor Pool)

- Respondents with children are more likely to use the outdoor pool than those without children.
- Respondents between the ages of 18-49 are more likely to use the outdoor pool.

Satisfaction

- Respondents with children are more likely to be satisfied with the park district versus those with no children.
- Respondents who have lived in Lemont for more than 10 years are more likely to be less satisfied than those who are newer to the community.

Days and Times

- The best days are times, when cross tabulated are:
 - 9am-11am – Monday, Tuesday, Wednesday, Thursday, Friday
 - 5pm-7pm, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday
 - After 7pm – Saturday