

2019 Parks & Facilities Community Survey Report

Random Sample



December 2019



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Executive Summary

Major Survey Findings

The survey contained a series of questions that were designed to measure behavior as well as perceptions by residents surrounding mostly parks and facilities, but also included programs and services. Furthermore, there were several opportunities for participants to provide specific comments from “open end” questions.

- How likely would you be to recommend the Park District to a friend or family member?

This is a measure of customer satisfaction and loyalty to the Park District. The Net Promoter Score (NPS) system was used. NPS scores are measured with a single question survey and reported with a number from -100 to +100, a higher score is desirable. Given the NPS range of -100 to +100, a “positive” score or NPS above 0 is considered “Good”, +50 is “Excellent”, and above 70 is considered “World Class.” Based on global NPS standards, any score above 0 would be considered “good.” The Park District had a score of 31, which is a solid score with a good position within the community.

- Participation in Programs

A majority of respondents that use the programs involved programs/activities that dealt with health/fitness and special events.

When asked about new or additional programs, the numerous responses collected from the survey respondents varied tremendously but several repeating themes included wanting more “active” activities, including group fitness classes a part of The CORE membership, kid/teen fitness classes, movie nights, winter youth indoor soccer league and senior related fitness classes.

- How often do you visit Downtown Lemont?

A majority of respondents visit Downtown Lemont four or more times a month.

- If the Park District would consider a downtown community park development, what amenities would be important to you for such a park?

As for the possible downtown community park, respondents wish for basic park amenities, such as bathrooms, walking paths/trails and parking. Some additional responses included a dog park or dog friendly area, community gathering spaces (Sitting areas & concert stage), community garden and a splash pad.

- How often do you visit the Lemont Park District parks?

A majority of respondents visit Lemont Park District parks on a weekly basis, the most visited being Centennial Park.

- If the Park District would consider improvements at Bambrick Park, what amenities do you find most important?

The top three amenities respondents found to be important at Bambrick Park include bathrooms, walking paths/trails and drinking fountains. Some “other” responses include bike trails, lighting improvements and some respondents not knowing where the park was.

- Should the Park District consider developing additional outdoor amenities at community parks?

Respondents would like to see a winter ice rink, splash pad park and a community band shell as additional amenities. Some “other” responses included miniature golf, ADA accessibility, walking paths and more courts (basketball, pickleball and volleyball).

- Have you or any members of your household used the Centennial Outdoor Aquatic Center during the past summer season?

Over half of respondents have not used the Centennial Outdoor Aquatic Center during the past summer season. Of those that did use the pool, a majority were not pass holders.

- If you do use the Centennial Outdoor Aquatic Center, what do you use it for?

Of the respondents that use the outdoor pool, convenience was a major factor in their use. A majority of respondent and/or members of their household take part in open swimming at the pool. Some additional responses involved birthday parties and when the indoor pool was closed.

- If you are not currently using Centennial Outdoor Aquatic Center, what are the reasons?

Respondents that do not use the Centennial Outdoor Aquatic Center primary response included that they had their own pool, no time to go and the pool water being too cold. These respondents instead use their own or friend/relative’s pool, other local pool(s) or private health clubs.

- What should the Park District do in the future for outdoor aquatics?

A majority of respondents want the Park District to maintain the existing pool and current amenities, while also making some modest upgrades.

➤ Are you currently a member of The CORE?

Over half of respondents are not members of The CORE Fitness and Aquatic Complex, primarily due to cost, having fitness equipment at home, having membership elsewhere, do not work out and lack of time. The primary responses from respondents that are members liked the fitness center, the programs offered and the convenient location.

➤ What Park District Centennial Campus features have you or members of your household visited over the past year?

The most visited features over the past year were The CORE, walking paths and playground. Additional responses included basketball courts, the Independence Day Extravaganza event held on July 3rd, indoor pool and Wallyball/racquetball courts.

➤ Should the Park District consider any of the following improvements to the recreation facilities on the Centennial Campus?

A majority of respondents say that everything at the Centennial Campus is fine the way it is, followed with respondents wanting The CORE to be expanded. Some additional responses included dealing with pedestrian safety, request(s) for hot tub/sauna, remove racquetball courts, aquatics and playground improvements, gym expansion and lighted walking paths on the campus.

➤ If the improvements require a **tax increase** for any of the following, which would you support?

A majority of respondents do not support any future tax increase. Those that do would support the development of a new community park in Downtown Lemont and expanding The CORE. Open ended responses included not liking tax increases, expanding the pool at The CORE, more splash pads, enhancing Downtown Lemont and improvements to the walking trails.

➤ Please rank the three most important improvements from the previous question

The top three most important improvements included no future tax increase, developing a new community park in Downtown Lemont, and the “other” responses mentioned previously.

Major Survey Takeaways

- Health/Fitness & Community Special Events are important programs to the community.
- The Park District will need to continue to explore voter sentiment as to support for any future tax increase.

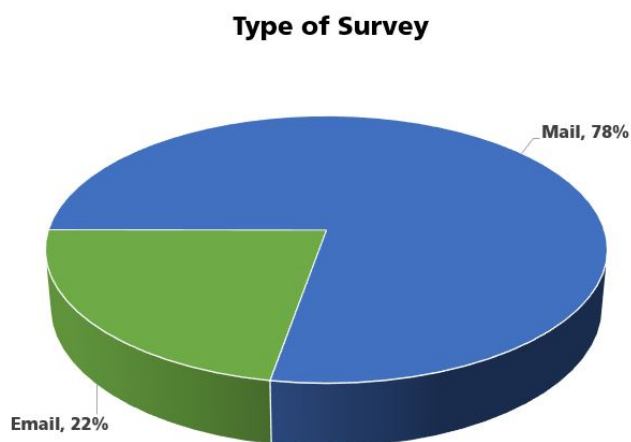
- Nearly half of the survey respondents wish for the current outdoor pool to be maintained with modest upgrades in the future.
- Renovation of the Centennial Community Center is low on the community priority list.
- The CORE is a well-liked and used facility that many see as a significant community asset.

Introduction

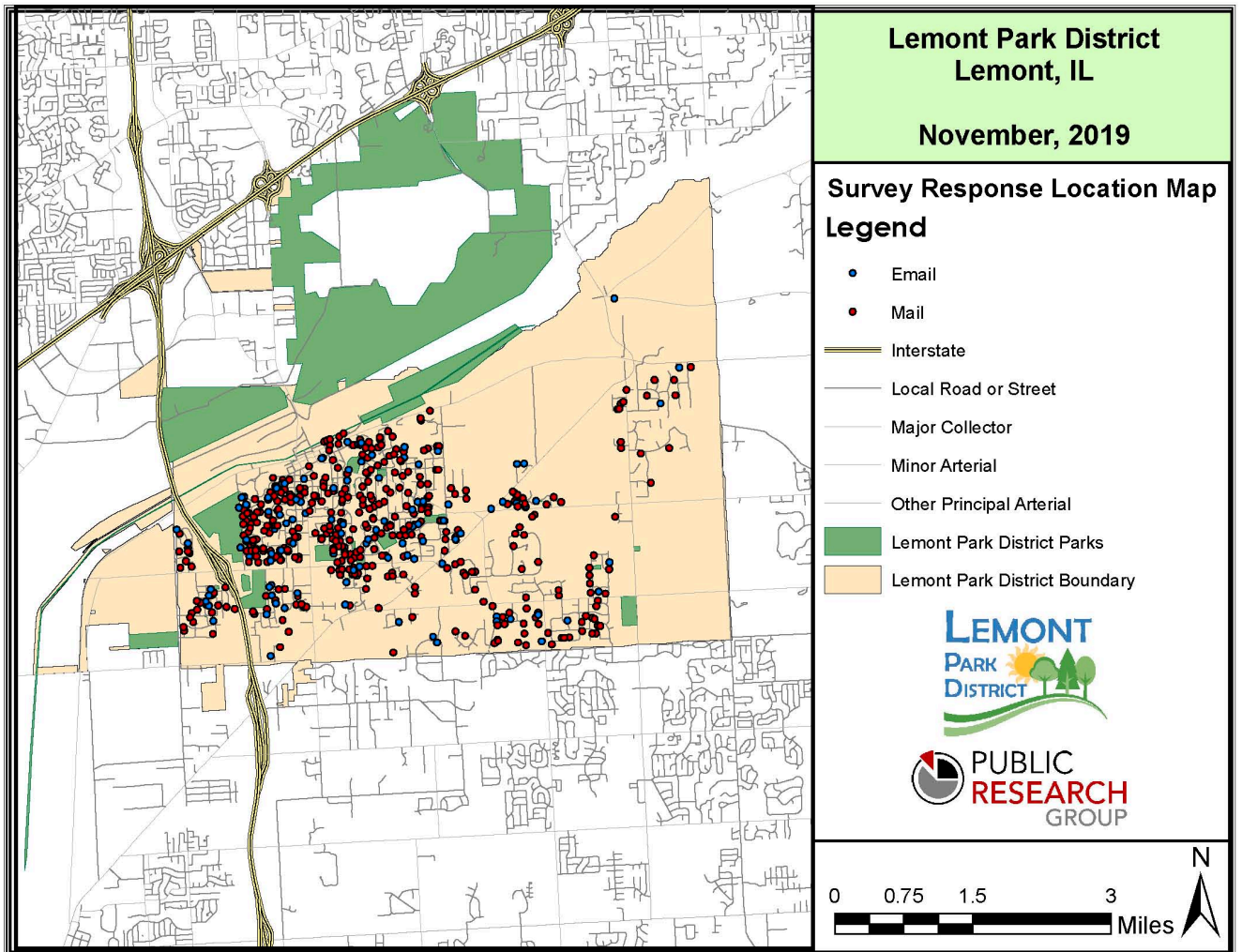
Public Research Group conducted a Parks & Facilities Community Survey for the Lemont Park District in Fall of 2019. The purpose of the survey was to gather resident opinions to assist in setting priorities for the future development of parks, facilities, programs and services. The survey was designed to obtain statistically valid results from randomly selected households throughout the Lemont Park District.

The survey data was collected from two primary sources: direct mail and email. The goal was to obtain a total of at least 350 survey responses. Public Research Group has compiled 412 direct mail and 118 email responses. With a total of 530 responses received from the random sample, the project's goal was met. Gathering methodologies into one data set, responses from both sources have been combined. Statistically, a sample of 530 households provides a margin of error of plus or minus 4.2% at a 95% confidence level that findings are representative of the sentiments of the residents of the Lemont Park District. This information will assist the Lemont Park District in developing an understanding of the random sample survey information that was collected in relation to the Park District's overall community planning process.

In this comprehensive study, respondents were asked to complete a four-page questionnaire with 28 questions. Within those 28 questions, there were approximately 170 variables, most of which were statistically quantifiable and some of which were open-ended questions which could only be presented as narrative responses. The open-ended comments are summarized in the body of this report. A copy of the mail survey instrument is presented in the Appendix of this report. The email survey questions were asked in identical order and using identical wording.



This map that was generated using Geographic Information Systems (GIS) software showing the survey locations that were completed within the Park District political boundary. The map illustrates a distribution of surveys across the geographic area of the Park District.

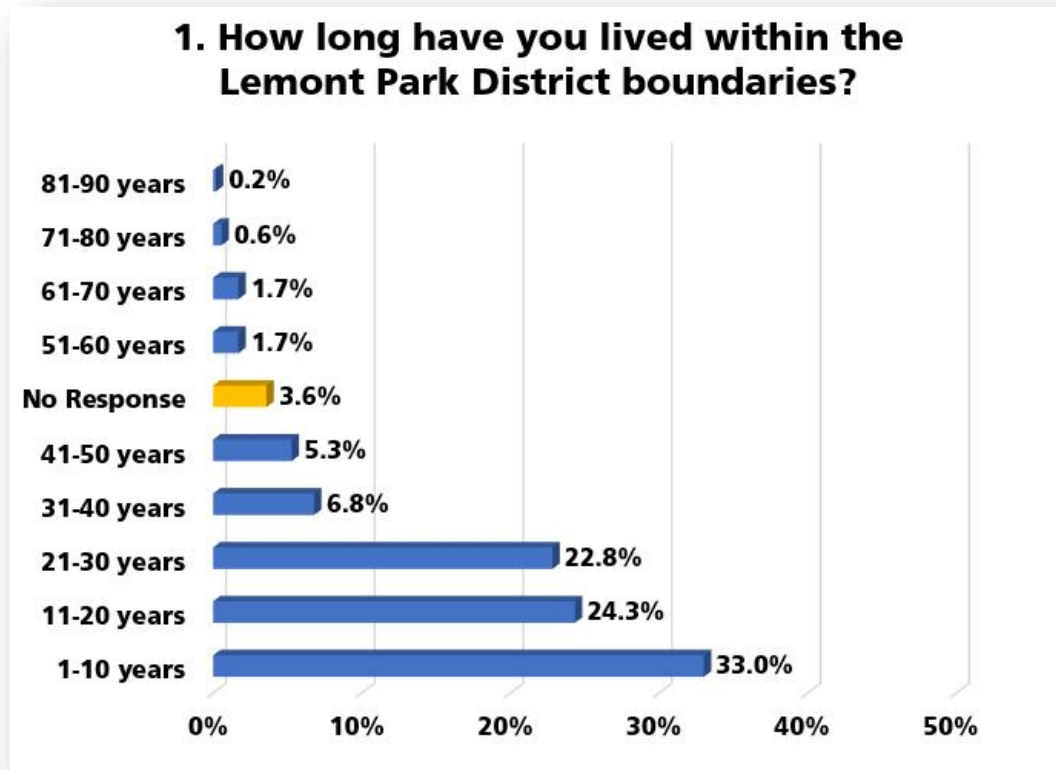


In addition to the random sample survey, the Lemont Park District also used the survey questions to launch an online opt-in survey after the random sample was completed to allow anyone to voice opinions on the survey topics. This data was compiled and provided to the Park District under a separate report.

Demographics

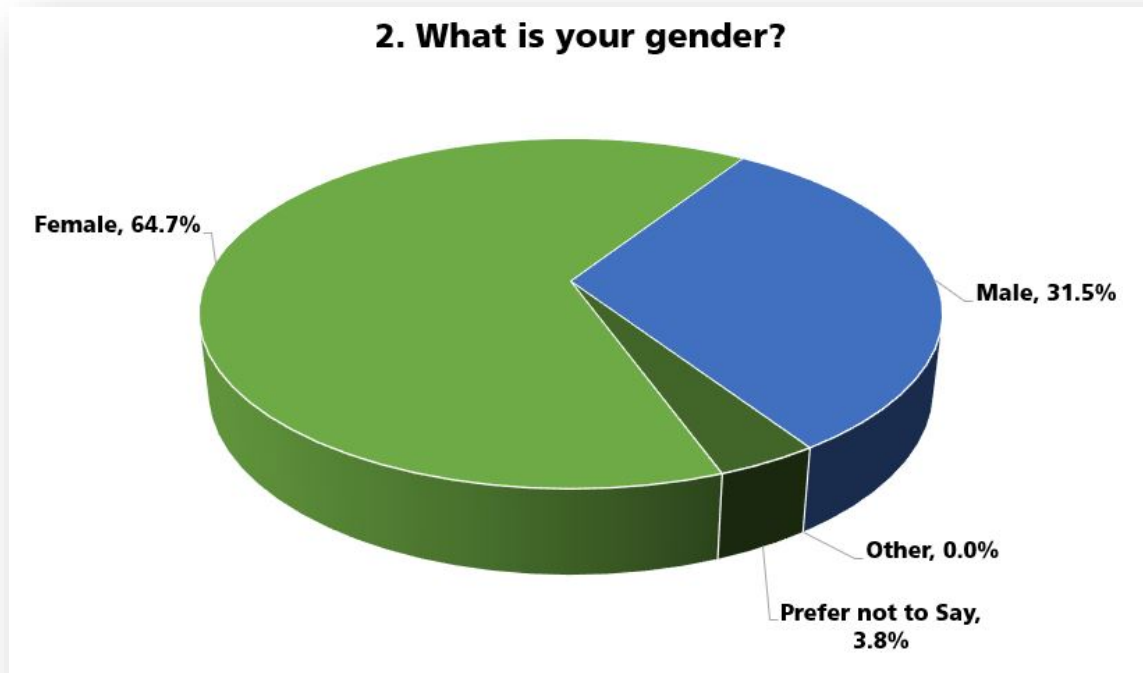
Q1: How long have you lived within the Lemont Park District boundaries?

The average years of residence of respondents was 19.1 years.



Q2: What is your gender?

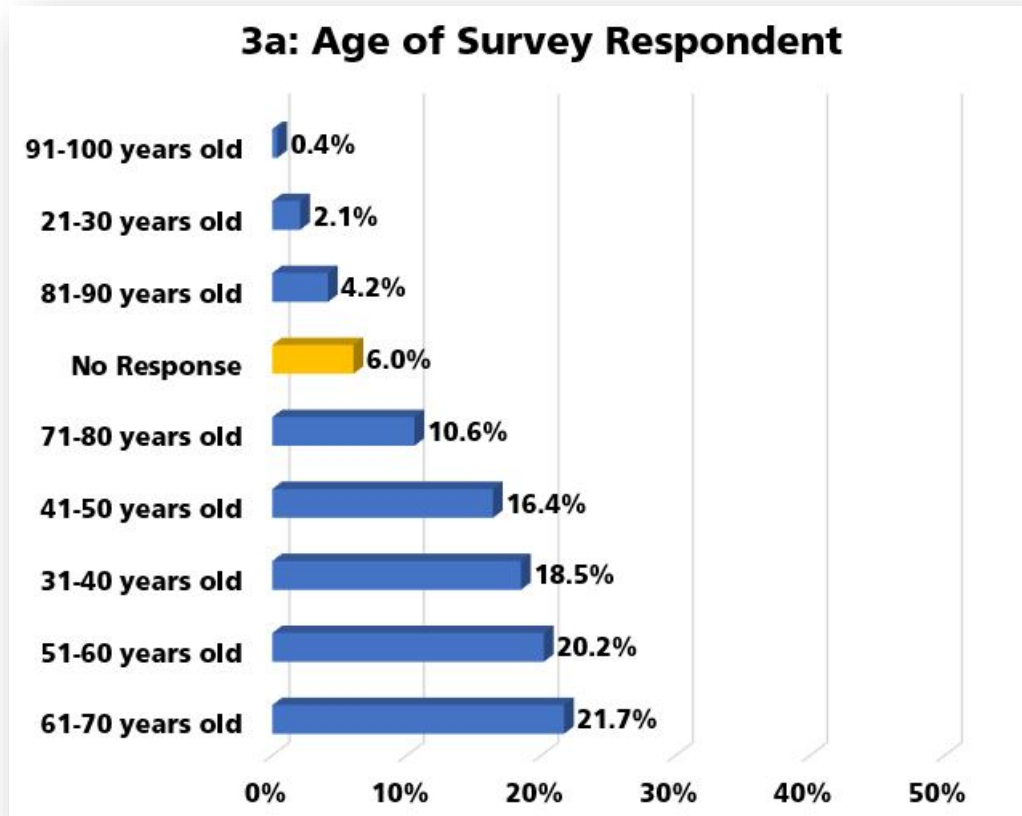
It is not unusual in leisure services research survey respondents tend to be more female than male since females tend to be spokespersons of their households. Such is the case for this study, where approximately 65% were female and 30% male.



Q3: Beginning with yourself, what are the ages of those in your household? The following are the responses from Question 3.

3a: Average age of Survey Respondent: 55 (Adjusted for Under 18 is 37 (55-18 Years)

(Census Age is 44 Years)



3b: 37% of households surveyed have children (Age 18 and younger) in household.

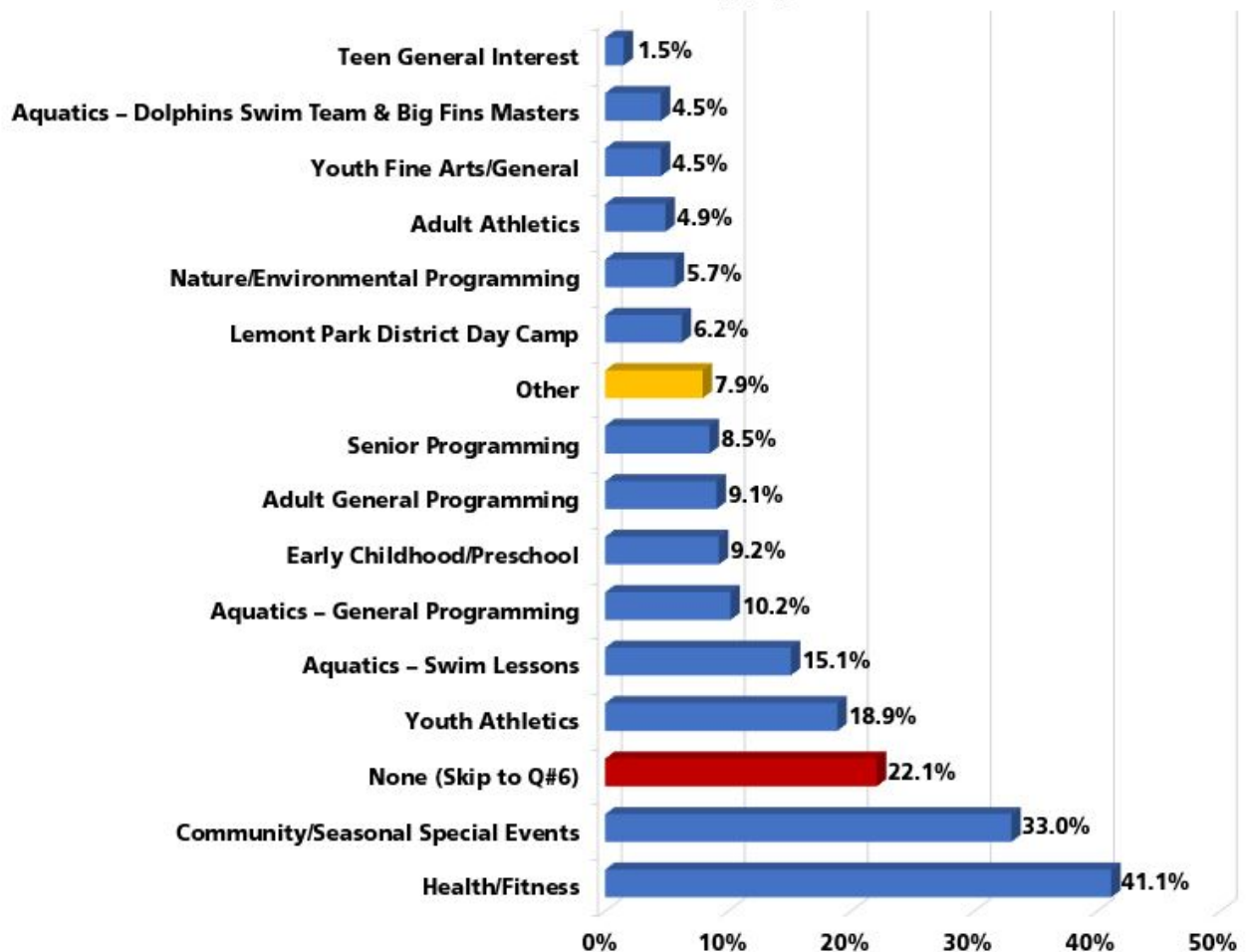
3c: 42% of households surveyed are active adult/senior citizen households, Ages 61 years or older.

Park District Programming

Q4: What Park District programs have you or any members of your household participated in within the last year?

The top three programs were Health & fitness at 41%, Community/Seasonal special events at 33% and None at 22%. The majority of the “other” responses were active recreation activities such as CORE use, pickleball and walking.

4. What Park District programs have you or any members of your household participated in within the last year? (Check all that apply)



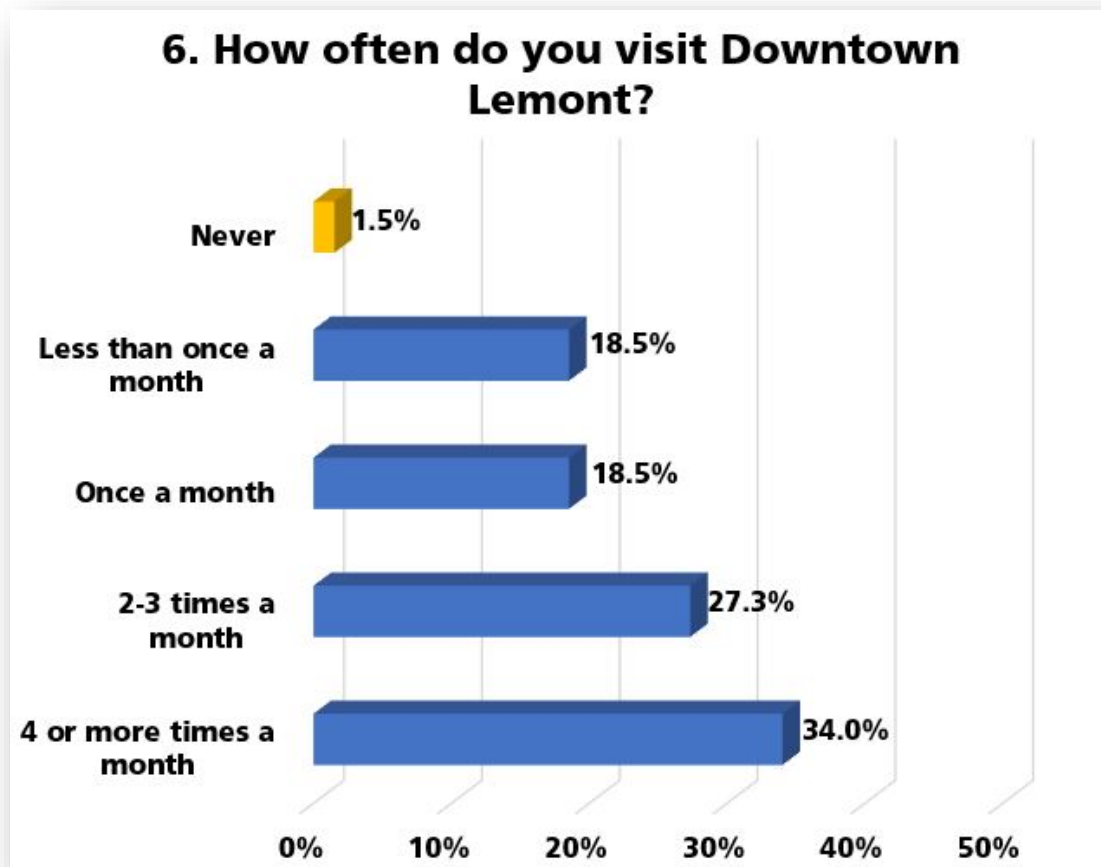
Q5: What new or additional programs and/or classes would you like to see the Lemont Park District offer?

The numerous responses collected from the survey respondents varied tremendously but several repeating themes included wanting more active activities, including group fitness classes in the CORE membership, kid/teen fitness classes, movie nights, winter youth indoor soccer league and senior related fitness classes.

Outdoor Parks

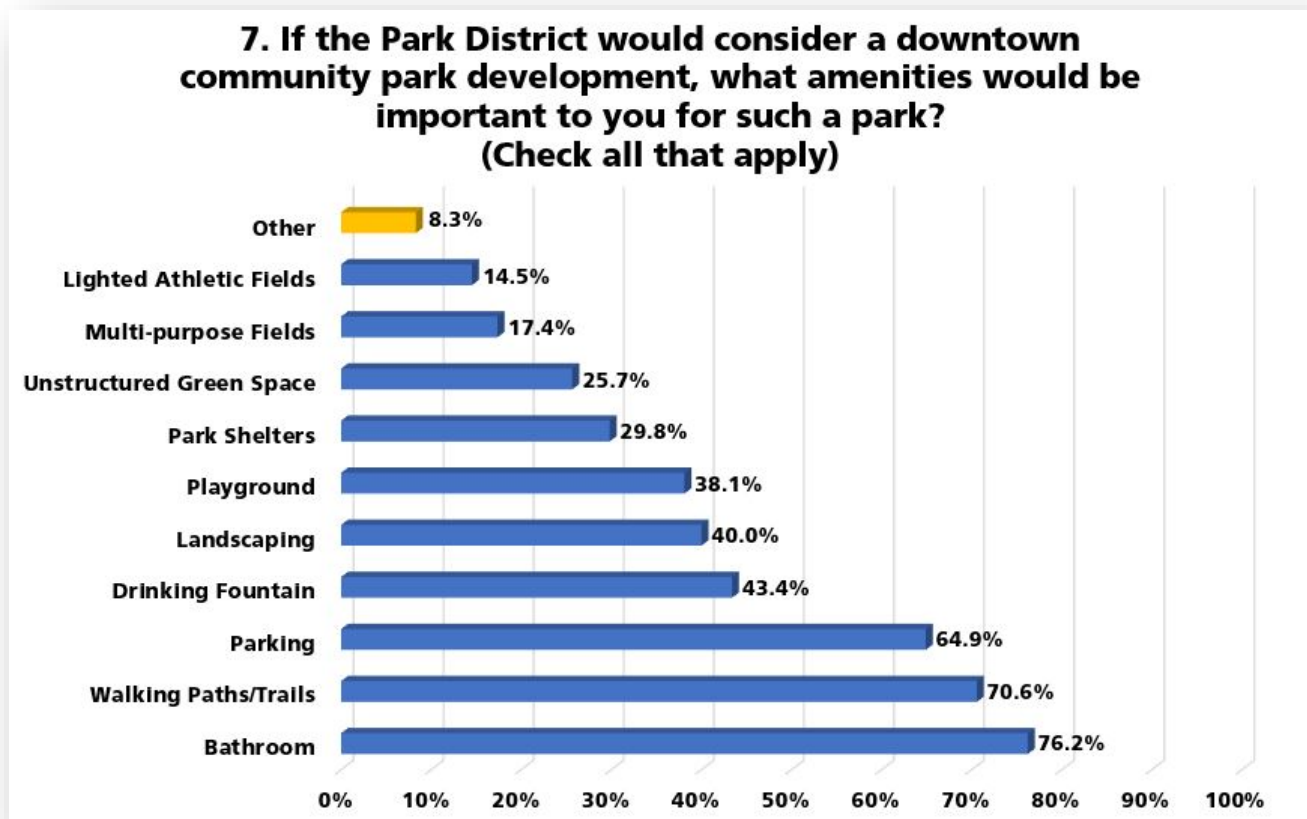
Q6: How often do you visit Downtown Lemont?

The majority of respondents visited Downtown Lemont 4 or more times a month at 34%, followed by 2-3 times at 27% and once a month at 19%.



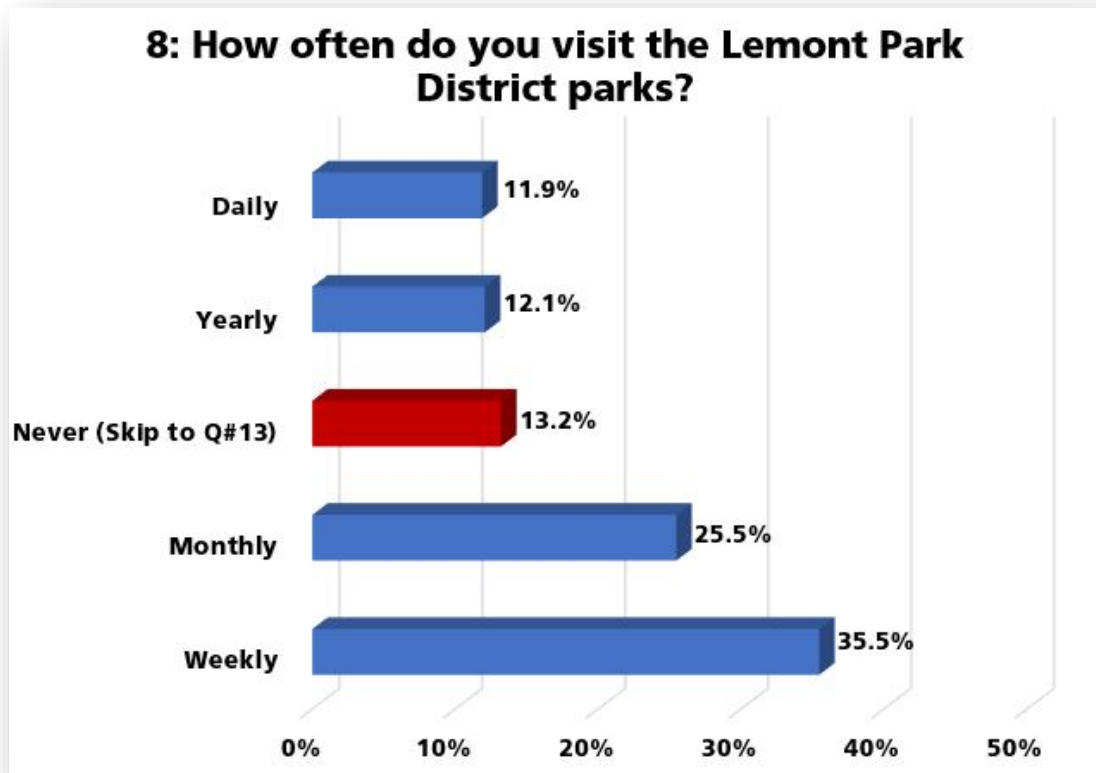
Q7. If the Park District would consider a downtown community park development, what amenities would be important to you for such a park?

The top three amenities that respondents found important included bathrooms at 76%, walking paths/trails at 71% and parking at 65%. The majority of the “other” responses included a dog park or dog friendly area, community gathering spaces (Sitting areas & concert stage), community garden and a splash pad.



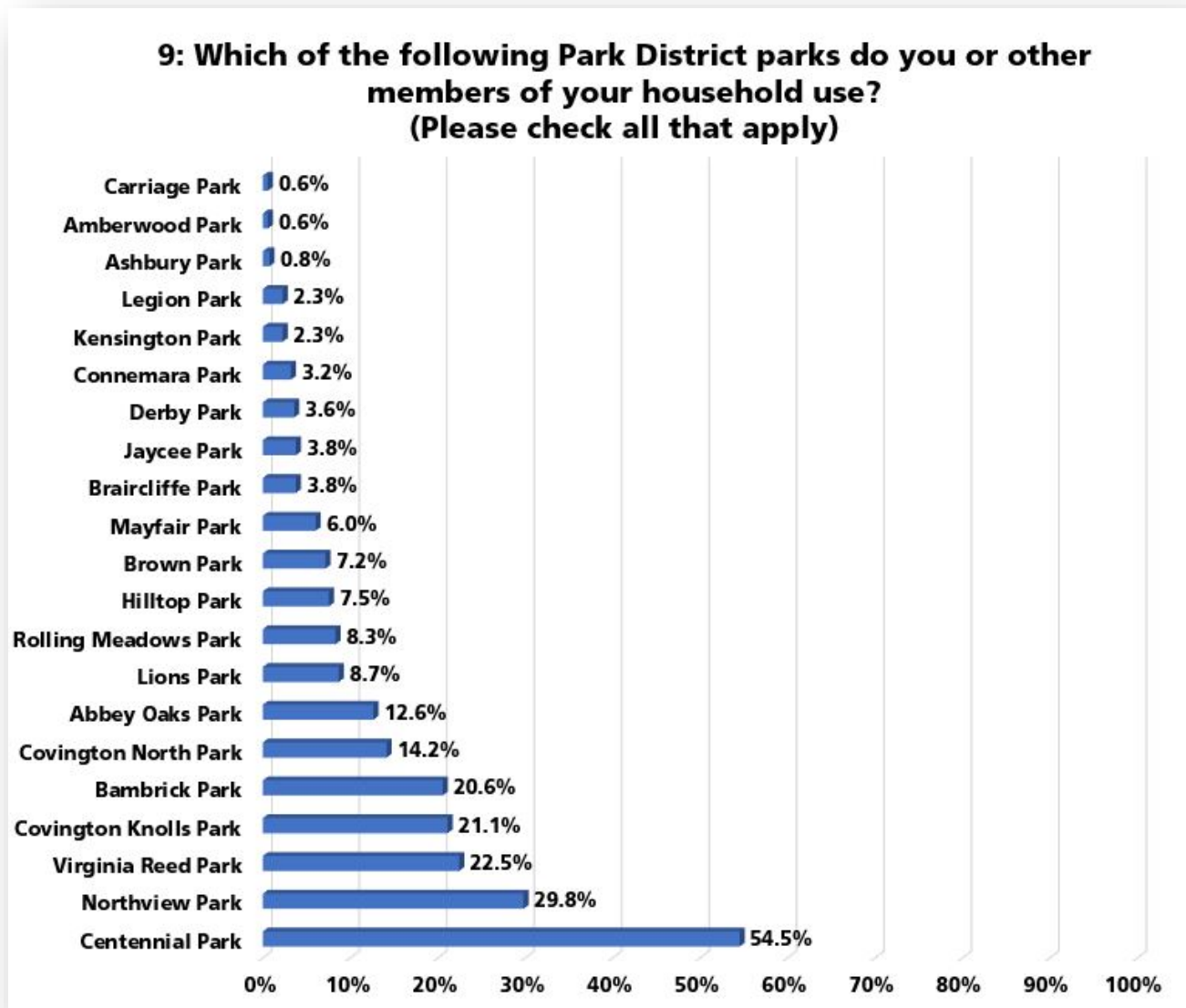
Q8: How often do you visit the Lemont Park District parks?

The majority of respondents visited Lemont Park District parks on a weekly basis at 36%, followed by monthly at 26% and none at 13%.



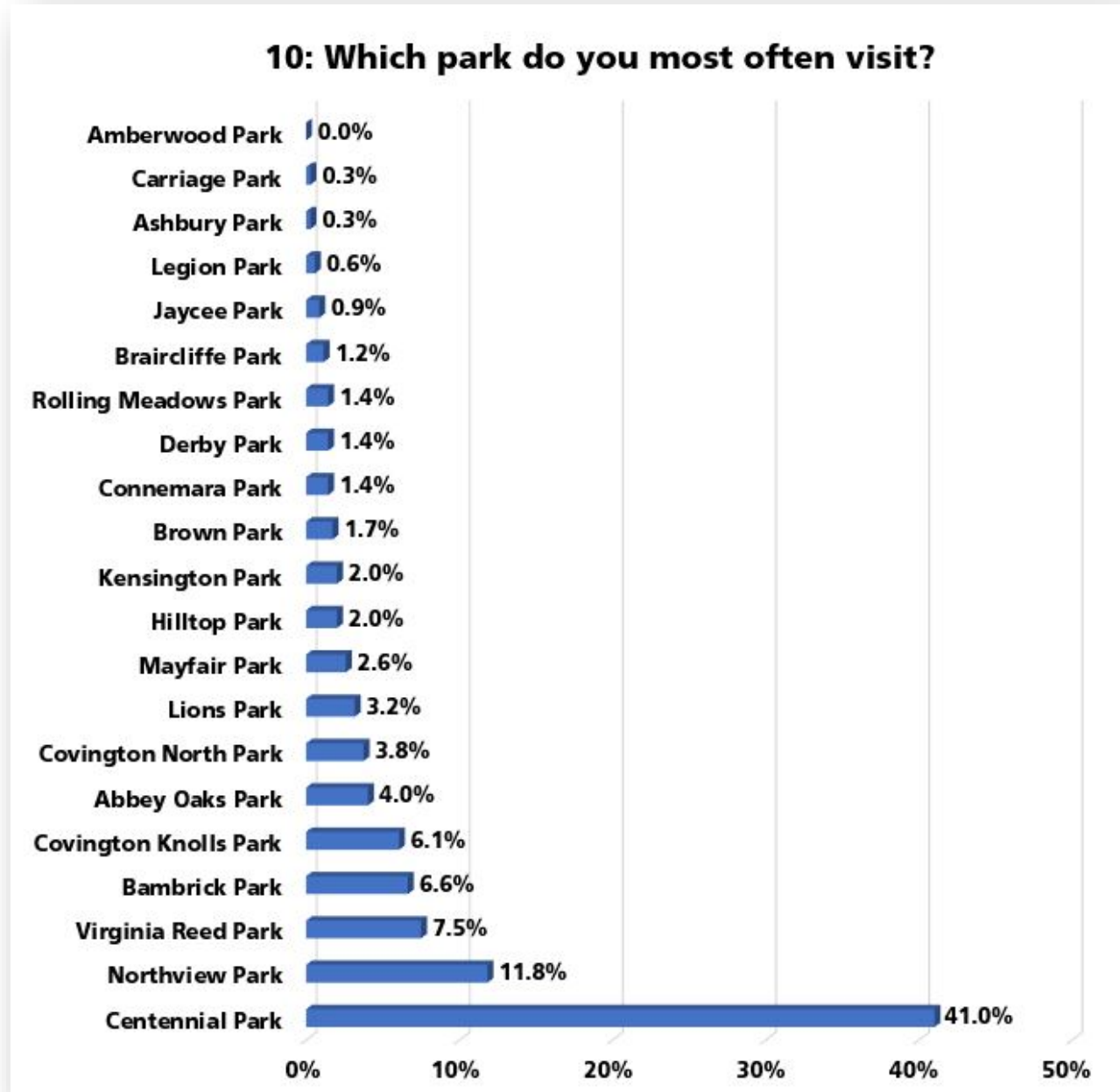
Q9: Which of the following Park District parks do you or other members of your household use?

The majority of respondents used Centennial Park at 55%, followed by Northview Park at 30% and Covington Knolls Park at 23%.



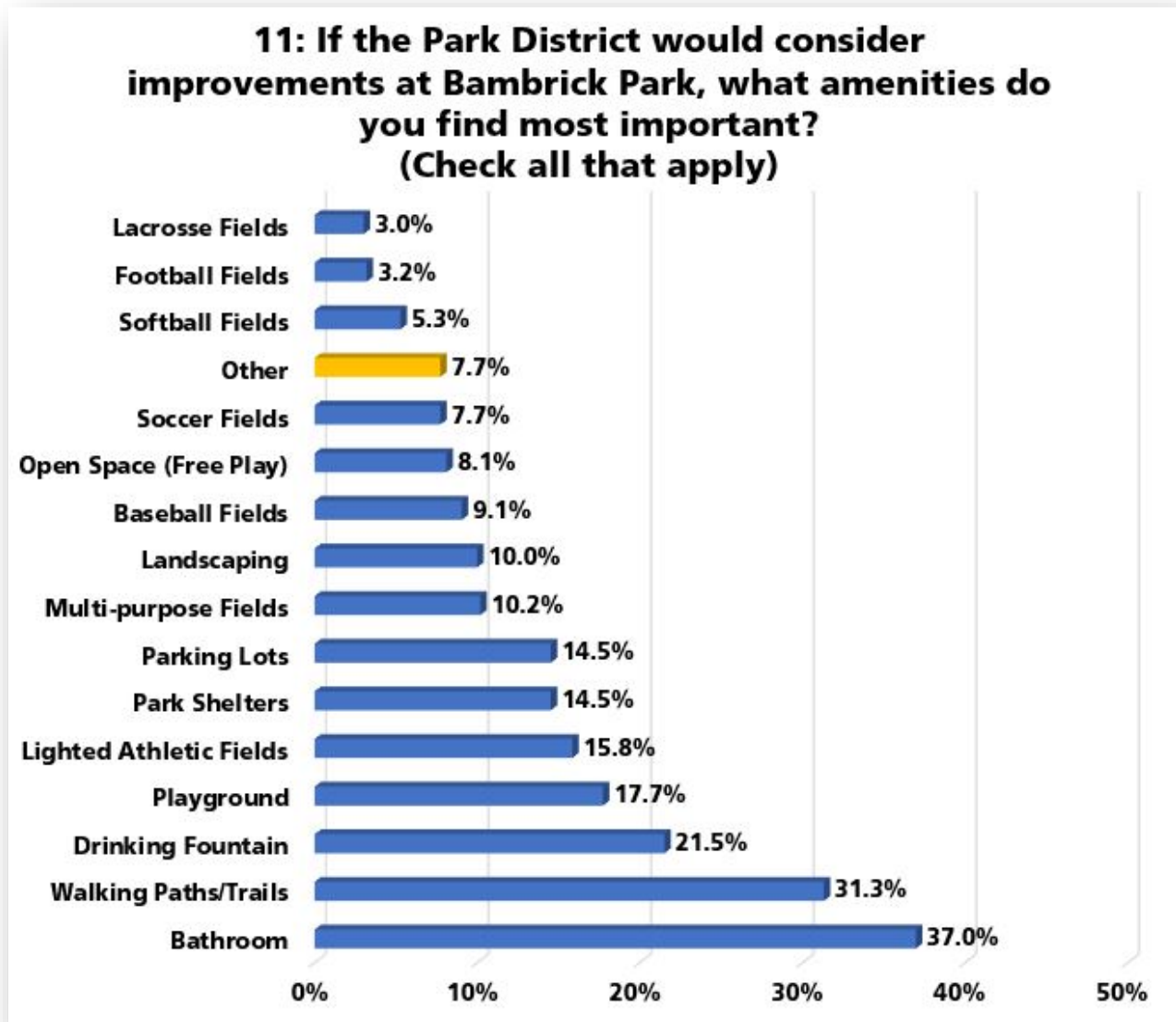
Q10: Which park do you most often visit from the list above?

The majority of respondents used Centennial Park at 41%, followed by Northview Park at 12% and Virginia Reed Park at 6%.



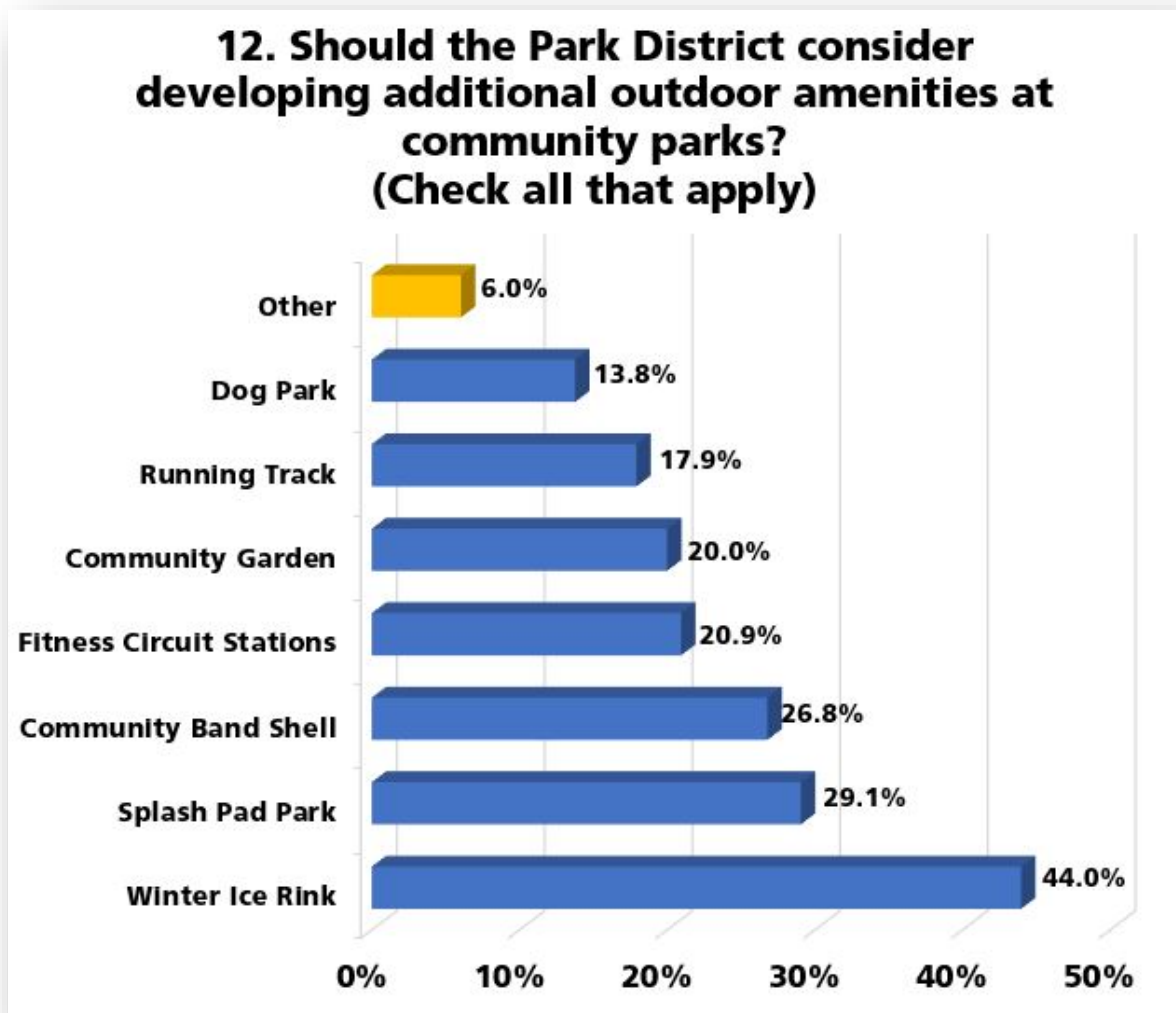
Q11: If the Park District would consider improvements at Bambrick Park, what amenities do you find most important?

The top three amenities that respondents found important included bathrooms at 37%, walking paths/trails at 31% and drinking fountains at 22%. Some “other” responses include fixing drainage issues, bike trails, lighting improvements and some respondents were unaware of the locations of this park.



Q12: Should the Park District consider developing additional outdoor amenities at community parks?

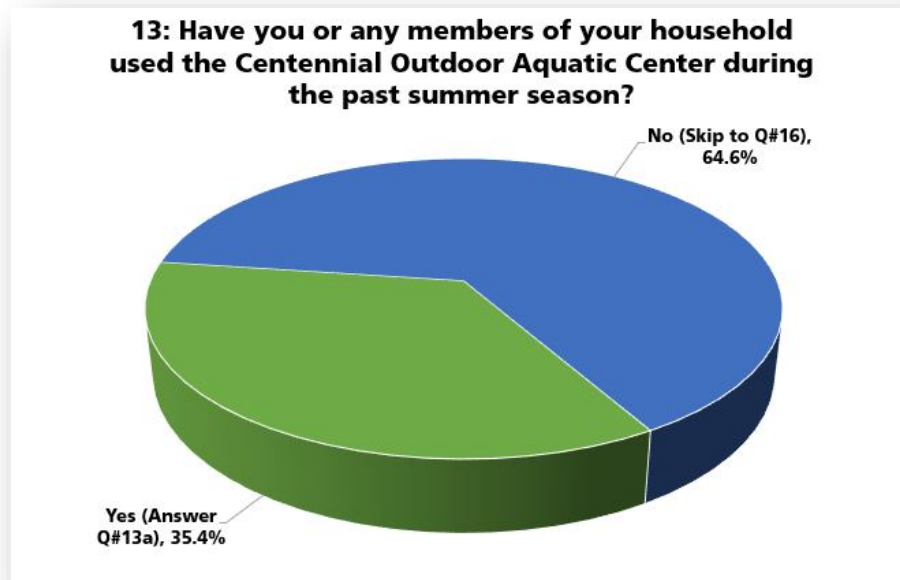
The top three additional amenities included winter ice rink at 44%, splash pad park at 29% and community band shell at 27%. Some “other” responses included miniature golf, ADA accessibility, walking paths and more courts (basketball, pickleball and volleyball).



Outdoor Aquatics

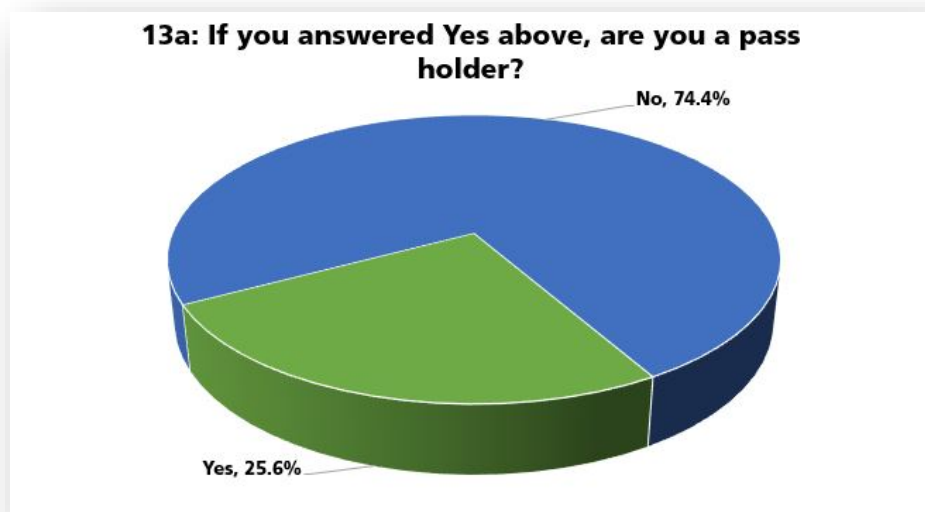
Q13: Have you or any members of your household used the Centennial Outdoor Aquatic Center during the past summer season?

Over half of respondents did not use the Centennial Outdoor Aquatic Center this past summer at 65%, leaving respondents that did use the pool at 35%.



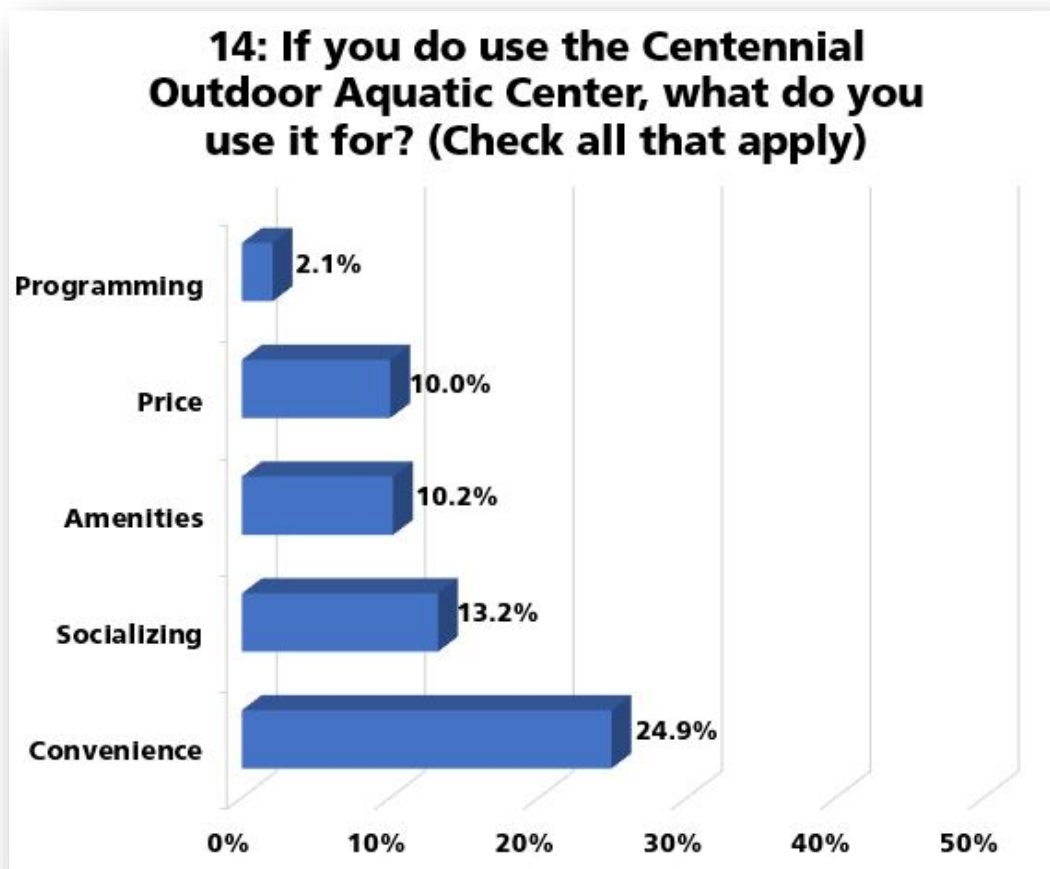
Q13a: If you answered Yes above, are you a pass holder?

A majority of respondents that used the pool over the summer were not pass holders at 74%, leaving the remaining who are pass holders at 26%.



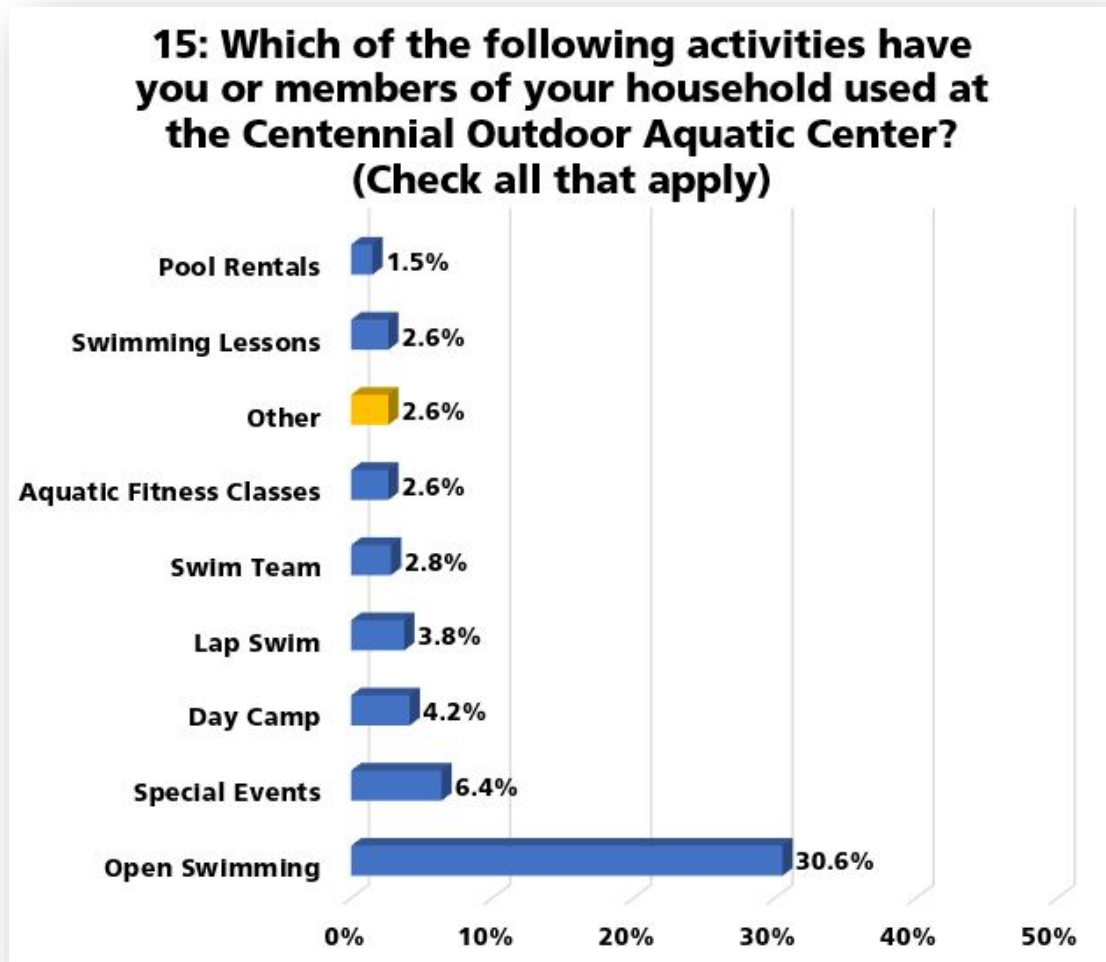
Q14: If you do use the Centennial Outdoor Aquatic Center, what do you use it for?

A majority of respondents use the Centennial Outdoor Aquatic Center for its convenience at 25%, socializing at 13%, amenities and price at 10% and programming at 2%.



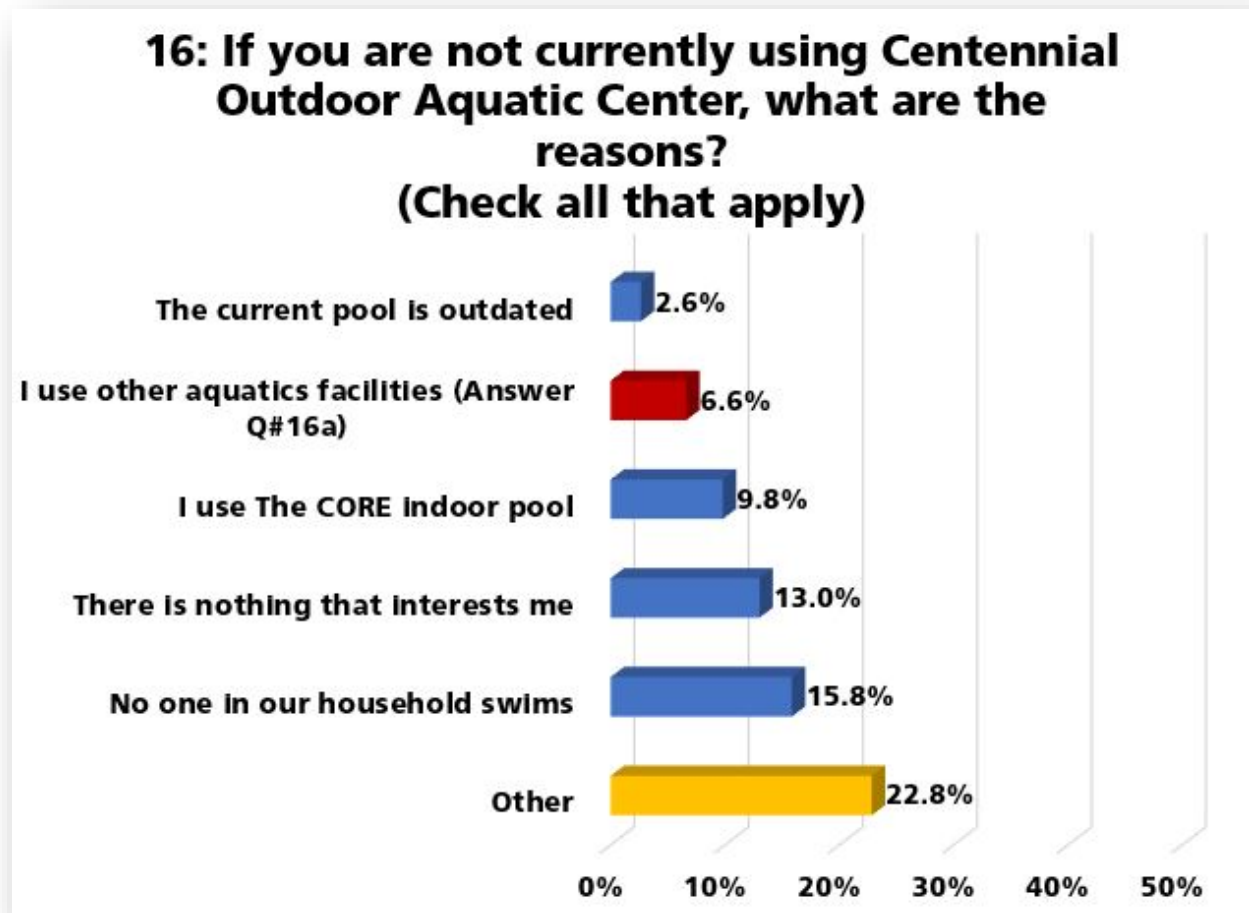
Q15: Which of the following activities have you or members of your household used at the Centennial Outdoor Aquatic Center?

A majority of respondents used the Centennial Outdoor Aquatic Center for open swimming at 31%, followed by special events at 6% and day camp at 4%. The “other” responses included birthday parties and when the indoor pool was closed.



Q16: If you are not currently using Centennial Outdoor Aquatic Center, what are the reasons?

A majority of respondents do not use the Centennial Outdoor Aquatic Center for “other” at 23%, followed by no one in their household swims at 16% and there is nothing that interests them at 13%. The “other” responses included having their own pool, no time to go and the pool water being too cold.

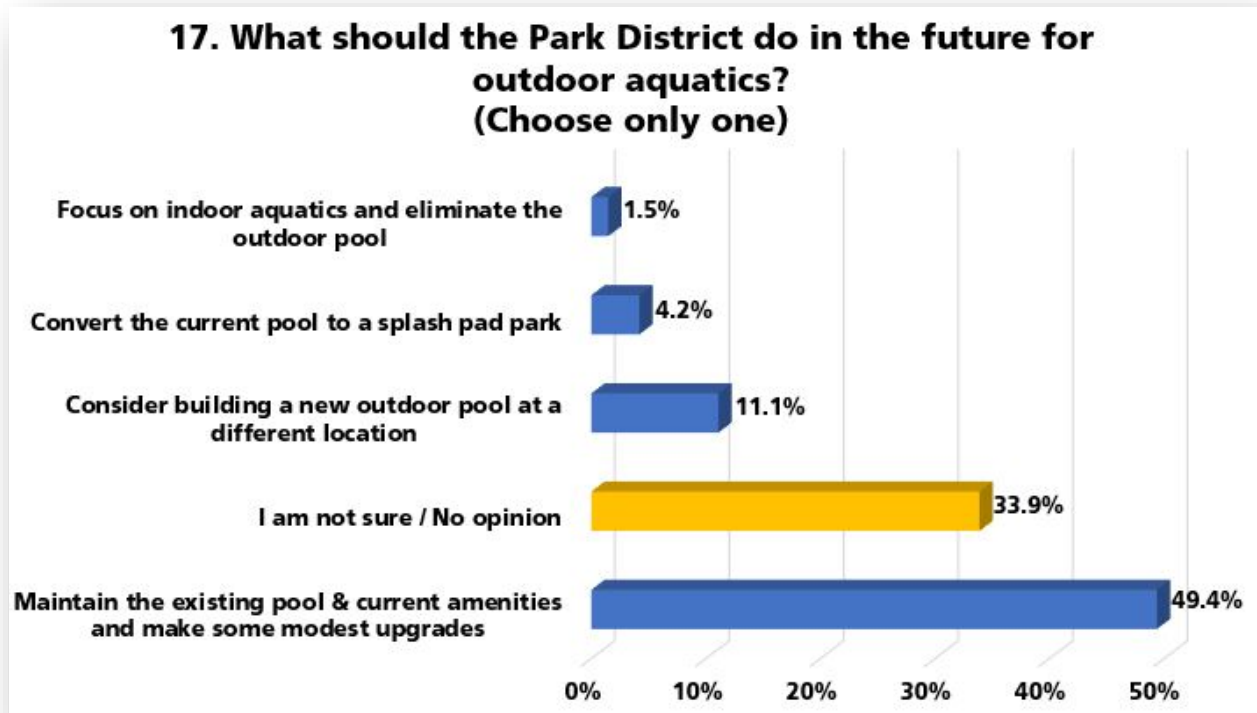


Q16a: Which ones do you use?

Respondents used their own or friend/relative's pool, Cypress Cove or private health clubs.

Q17: What should the Park District do in the future for outdoor aquatics?

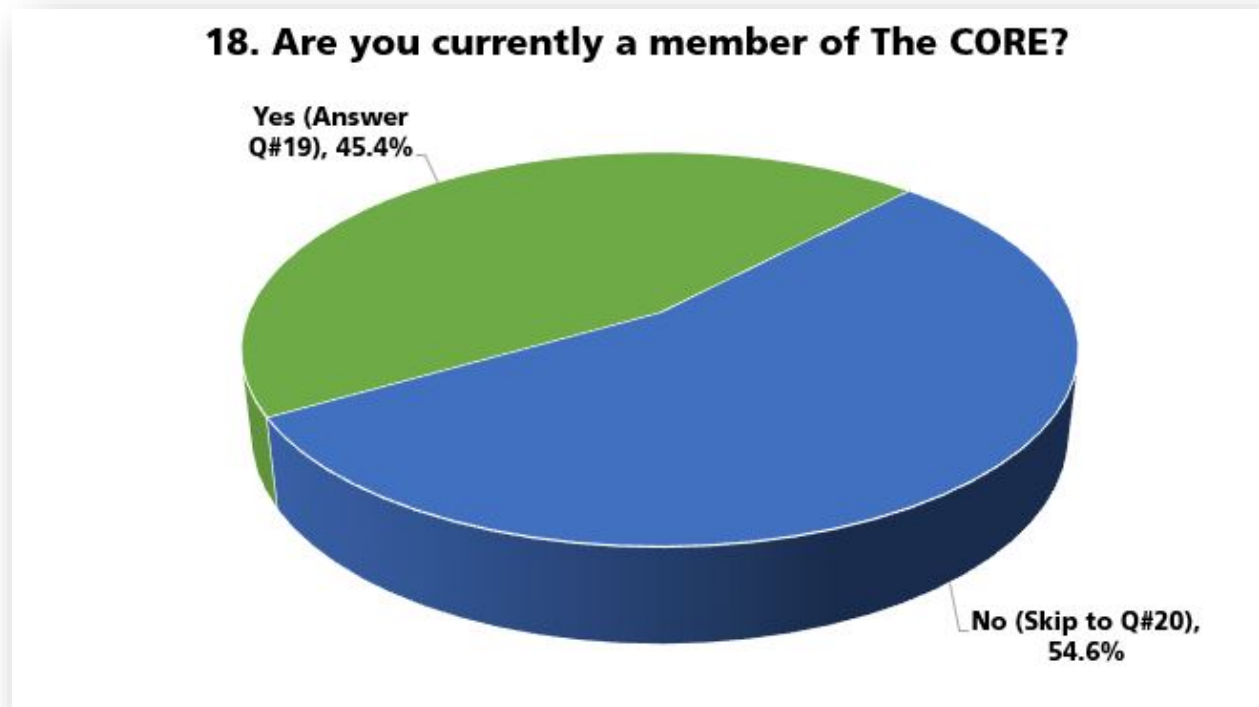
A majority of respondents said to maintain the existing pool and current amenities and make some modest upgrades at 49%, no opinion at 34% and consider building a new outdoor pool at a different location at 11%.



Centennial Campus (Centennial Community Center, The CORE, Baseball Fields, Outdoor Pool, Etc.)

Q18: Are you currently a member of The CORE?

A majority of respondents are not members of The CORE at 55%, leaving those that are members at 45%.



Q19: What is the main thing you like about The CORE?

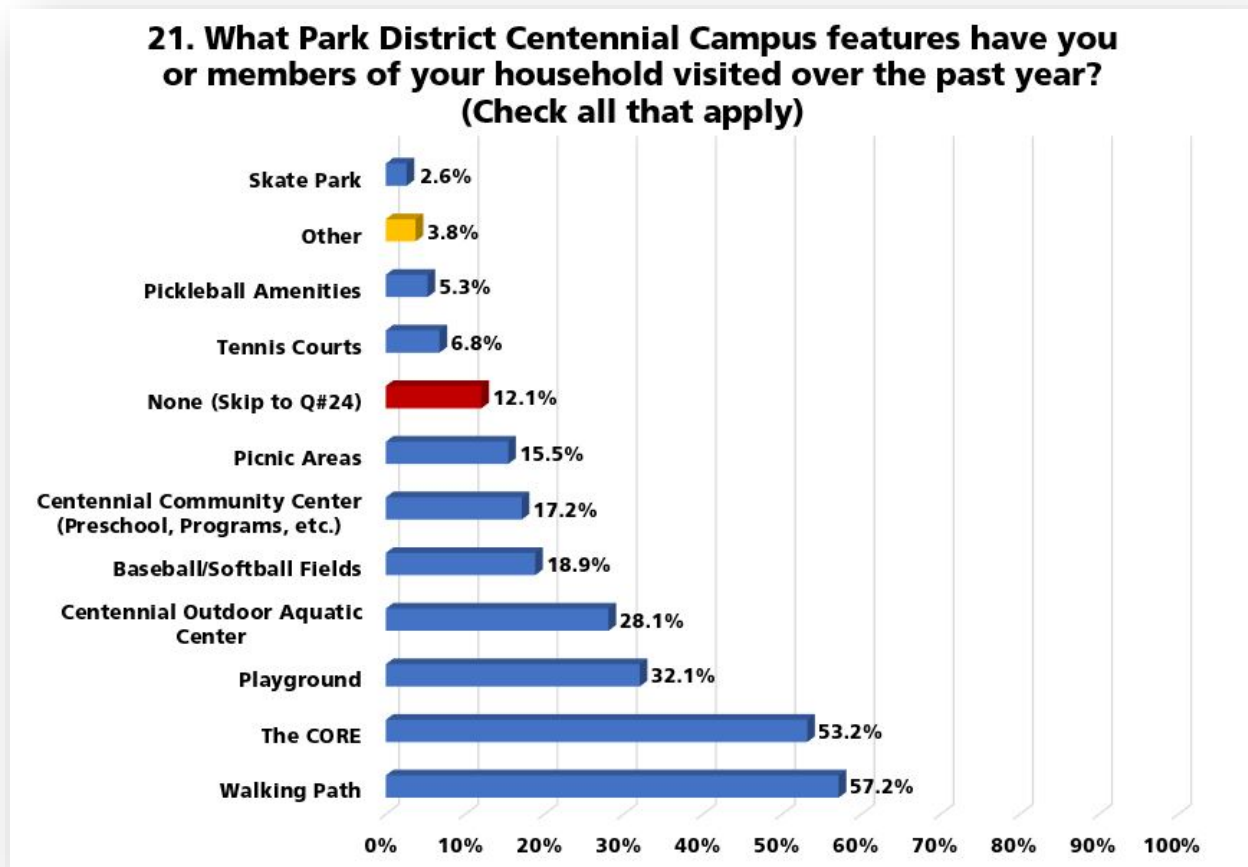
The primary responses from respondents that are The CORE members liked the fitness center, the programs offered and convenient location.

Q20: If you are not a member of The CORE, what is the primary reason(s)?

Respondents that were not members of The CORE responses were primarily due to cost, having fitness equipment at home, owning membership elsewhere, do not work out and lack of time.

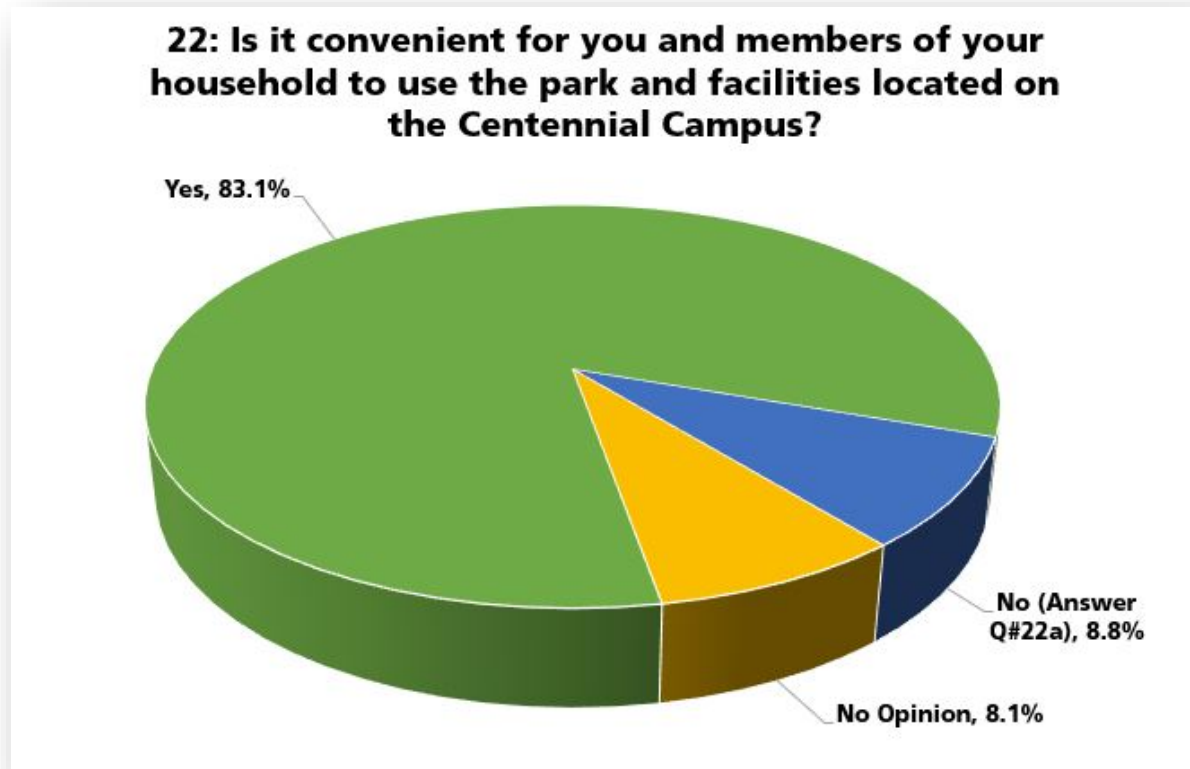
Q21: What Park District Centennial Campus features have you or members of your household visited over the past year?

The most visited features over the past year were walking paths at 57%, The CORE at 53% and playground at 32%. The “other” responses included basketball courts, Independence Day Extravaganza event held on July 3rd, indoor pool and Wallyball/racquetball courts.



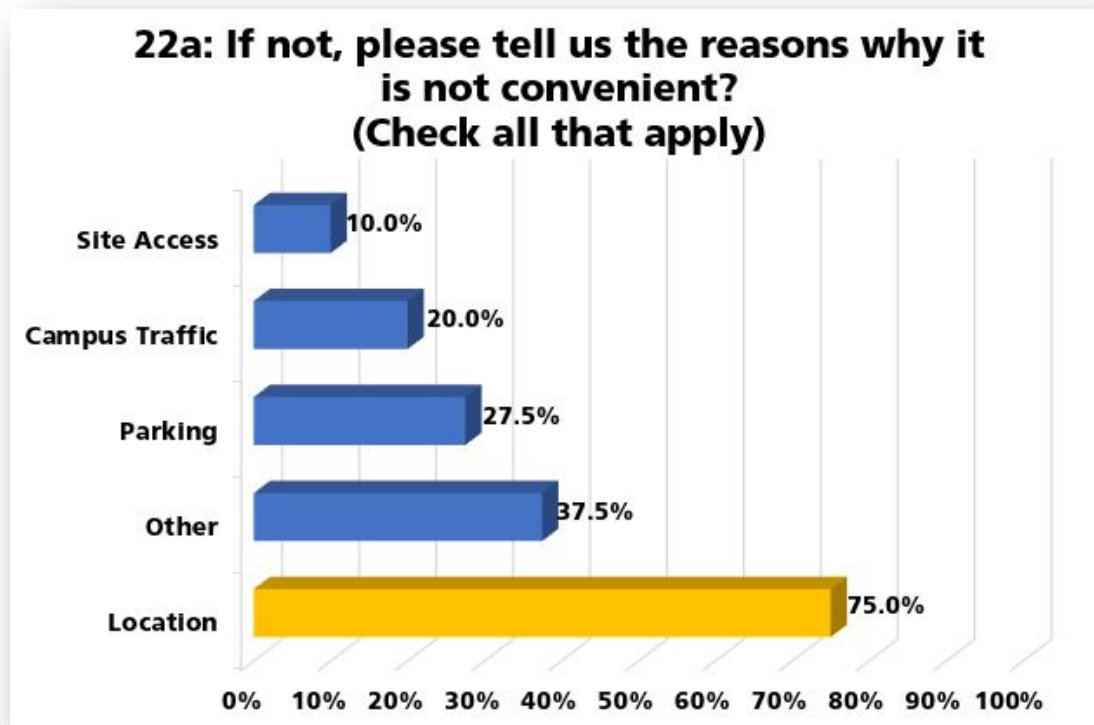
Q22: Is it convenient for you and members of your household to use the park and facilities located on the Centennial Campus?

Respondents found having the parks and facilities located on the Centennial Campus convenient at 83%, no at 9% and no opinion at 8%.



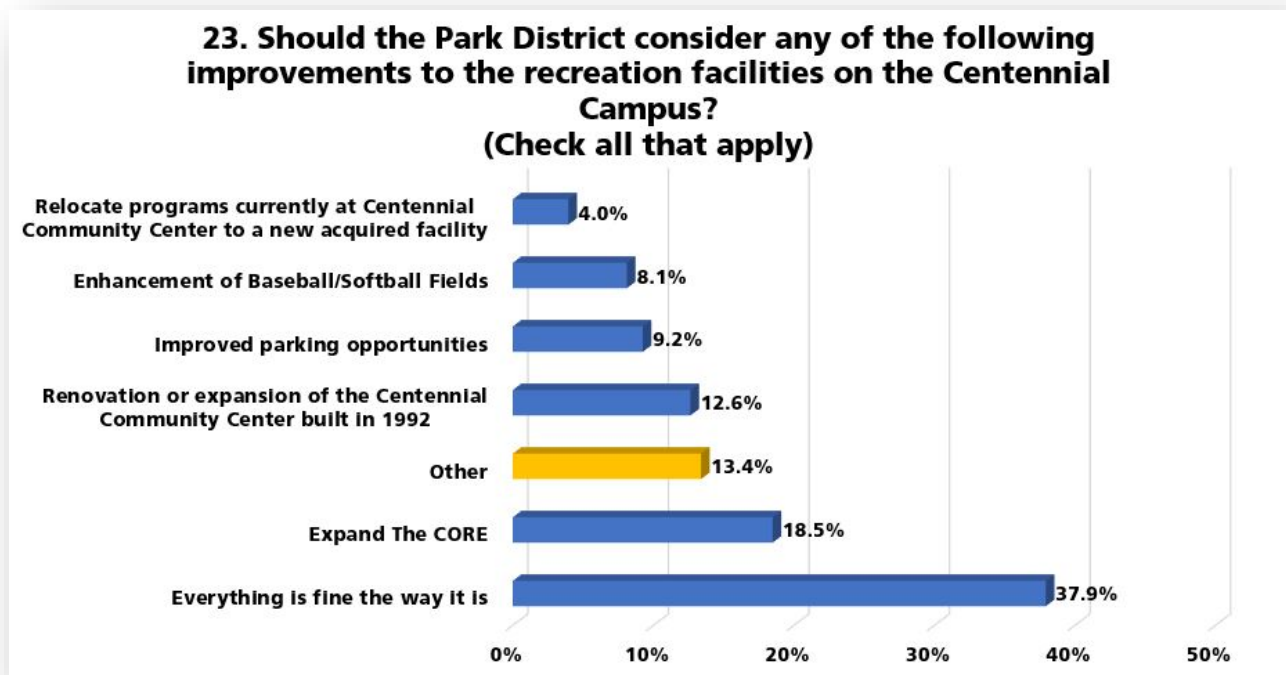
Q22a. If not, please tell us the reasons why it is not convenient?

The majority of respondents that found the campus not convenient due to the location at 75%, “other” at 36% and parking at 28%. The “other” responses included hours not convenient, too far away and no interest.



Q23: Should the Park District consider any of the following improvements to the recreation facilities on the Centennial Campus?

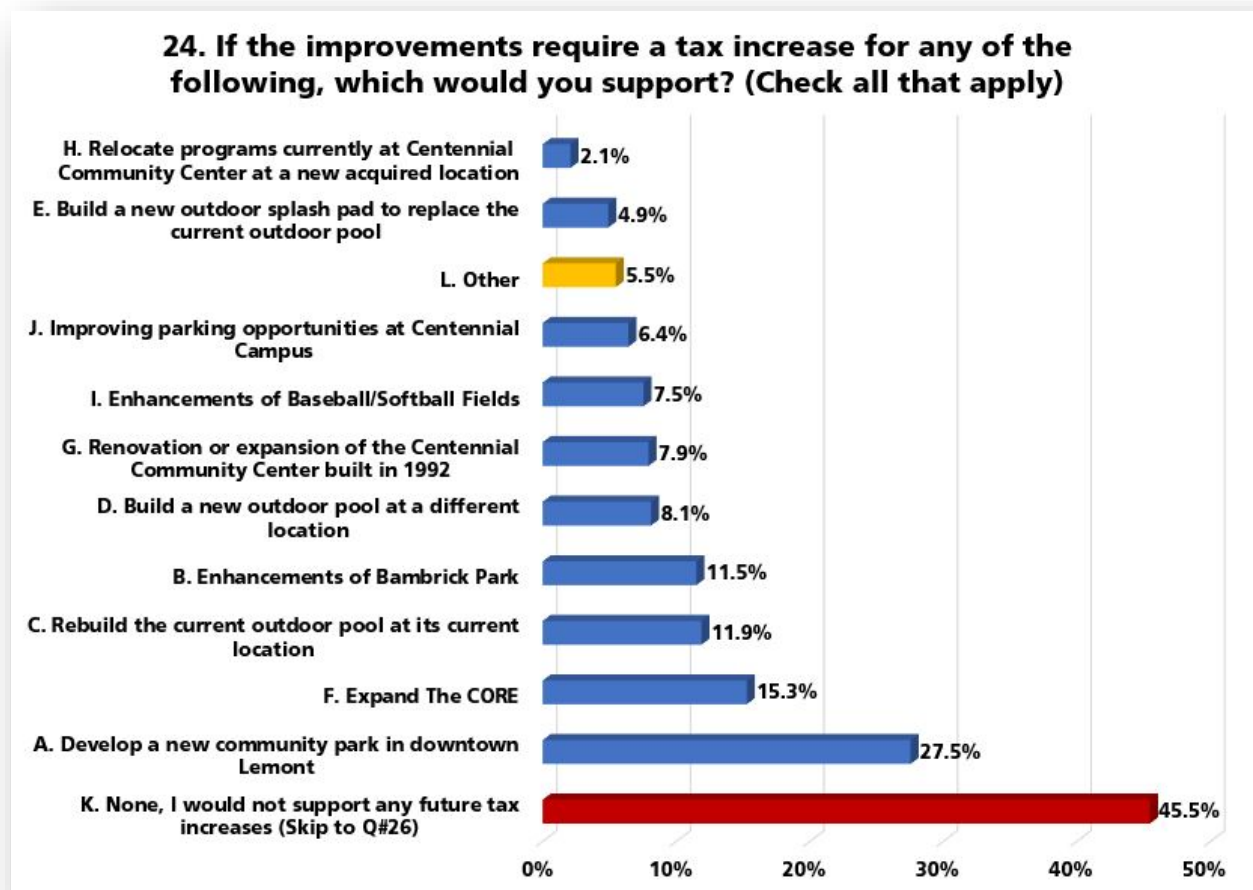
A majority of respondents say that everything at the Centennial Campus is fine the way it is, followed with respondents wanting The CORE to be expanded. Some additional responses included dealing with pedestrian safety, request(s) for hot tub/sauna, remove racquetball courts, aquatics and playground improvements, gym expansion and lighted walking paths on the campus.



Capital Improvements

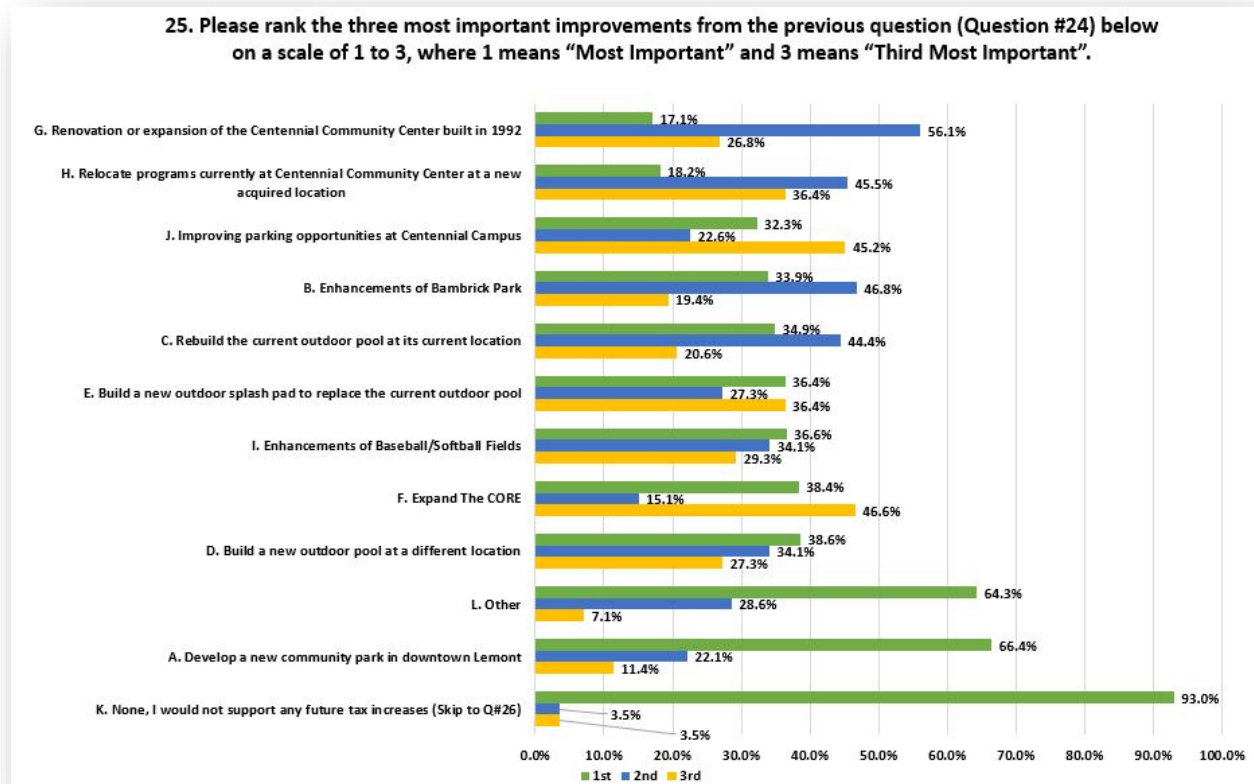
Q24: If the improvements require a tax increase for any of the following, which would you support?

A majority of respondents do not support any future tax increase at 46%. Those that do would support the development of a new community park in Downtown Lemont at 28% and expanding The CORE at 15%. Open ended responses included not liking tax increases, expanding the pool at The CORE, more splash pads, enhancing Downtown Lemont and improvements to the walking trails.



Q25: Please rank the three most important improvements from the previous question.

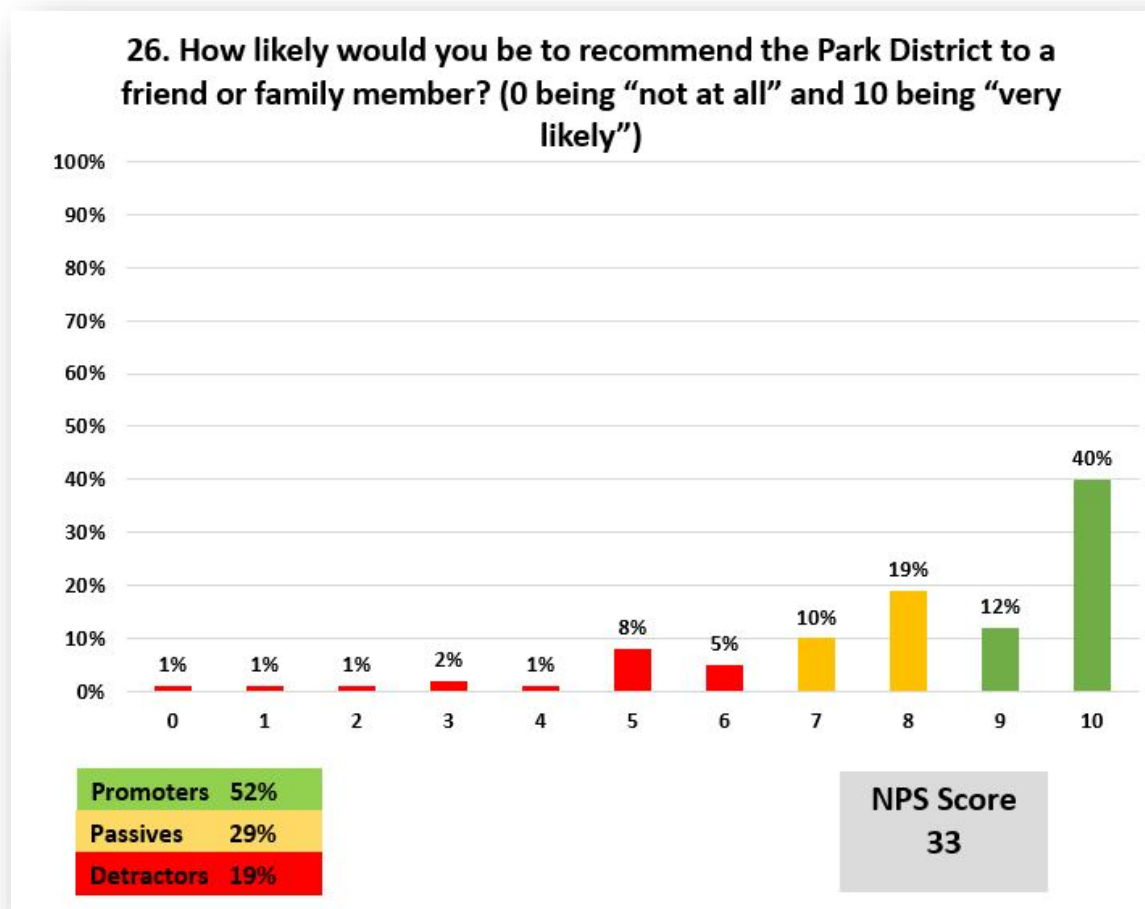
The top three most important improvements included no future tax increase at 93%, developing a new community park in Downtown Lemont at 66%, and the “other” responses mentioned previously at 64%.



Satisfaction

Q26: How likely would you be to recommend the Park District to a friend or family member?

This is a measure of customer satisfaction and loyalty to the Park District. The Net Promoter Score (NPS) system was used. NPS scores are measured with a single question survey and reported with a number from -100 to +100, a higher score is desirable. Given the NPS range of -100 to +100, a “positive” score or NPS above 0 is considered “Good”, +50 is “Excellent”, and above 70 is considered “World Class.” Based on global NPS standards, any score above 0 would be considered “good.” The Park District had a score of 31, which is a solid score with a good position within the community.



Q27: What is the most important reason for your score?

Some of the responses include several repeating themes such as convenience and cleanliness of the facilities, The CORE and that the Park District is an important part of the community. Those that were neutral or wouldn't recommend the Park District expressed responses such as the lack of program variety and parks/facilities needing upgrades or improvements.

Q28: Please make any additional comments that you think would be helpful.

The numerous responses centered on the concern for raising taxes; wanting more programs for teens and seniors; improvements to Bambrick Park and adjusting hours at The CORE. Respondents are overall supportive of the Lemont Park District and what they do for the community.

Appendix