

arlington heights park district

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COMMUNITY WIDE NEEDS ASSESSMENT

November 2009



Arlington Heights
PARK DISTRICT



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2009 Community-Wide Needs Assessment

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November 4, 2009

Background

The Arlington Heights Park District, located in northern Cook County and southern Lake County, is 27 miles northwest of downtown Chicago. Comprising 16.2 square miles, it lies in Elk Grove and Wheeling Townships and is bordered by Buffalo Grove and Wheeling to the north; Elk Grove Village on the south; on the west by Rolling Meadows and Palatine; on the east by Mt. Prospect. The District serves most of Arlington Heights and small portions of Palatine, Mt. Prospect, Prospect Heights, Rolling Meadows, and Lake County.

Based on the 2000 Census, the population of the Park District is approximately 76,031. It is the third largest suburb in Cook County, the eighth largest suburb in the Chicago Metropolitan area and the twelfth largest community in the State of Illinois. The Park District, formed in 1925, is governed by a five member, volunteer Board of Commissioners, each of whom serves four years. Current Board consists of Maryfran H. Leno, President; Myles A. Naughton, Vice-President; Robert J. Nesvacil; Robert E. Smith, and Robert L. Whisler.

The District owns 456.53 acres, leases 258.56 acres of land and has 58 parks comprised of community parks, neighborhood parks, play lots, passive parks and linear parks. Recreational facilities include five outdoor swimming pools, five community centers (each with meeting rooms and four with gymnasiums), a cultural arts center, historical museum, senior center, Forest View Racquet and Fitness Club, Heritage Tennis Club, Arlington Lakes Golf Club, Olympic Indoor Swim Center, Nickol Knoll Golf Club, Melas Park Softball Complex, Lake Arlington's 1.8-mile walk/bike path and 50-acre boating lake, Sunset Meadows driving range, athletic fields and .88-mile walking path, 45 ball diamonds (41 Park District, 4 School District), 3 football fields and 7 soccer fields (5 Park District, 2 School District), 42 playgrounds, 52 outdoor tennis courts, 9 outdoor ice skating rinks, 7 sand volleyball courts, 30 basketball courts and 17 picnic areas.

The District provides a full range of activities and services throughout the year offering over 1,000 programs. Major recreation programs include athletics, fitness, music, arts and crafts, performing arts, preschool programs, museum programs, swimming, tennis, senior programs, day camps, special events, trips, a before- and after-school program for grade school children called Children At Play (CAP). The District is affiliated with the Northwest Special Recreation Association, and sponsors the Community Band and many other special interest groups.

The current operating budget for 2009/10 is \$24,132,843. The fiscal year begins May 1 and concludes on April 30. The Park District has an appointed executive director responsible for administration of the District and a full-time staff of one hundred two (102). The Park District also employs over one thousand part-time, seasonal, and temporary workers, and volunteers.

The Park District conducts regular evaluation of programs and services through quarterly Program Evaluation Surveys, annual facility evaluations, and periodic community focus groups. Long range planning is done through the Comprehensive Plan, a five-year document that is updated every three years. Extensive planning and research is done by staff and the Board to develop the goals and objectives of the Comprehensive Plan.

The last Community Needs Survey conducted by the Park District was in 2004. Since that time, the Village of Arlington Heights has continued to change in demographic make-up and housing patterns. The Park Board determined that it was necessary to survey the current needs of the community. Public Research Group, a national research company, was selected to assist the staff in the creation and administration of a new community needs assessment. Results of this survey are presented as follows.

Executive Summary

During the summer of 2009, the Arlington Heights Park District conducted a multi-layered data gathering process to determine public sentiment regarding the renovation and expansion of four of its community centers. Taking advantage of the opportunity to gather that information, the process was expanded to identify use patterns of parks and facilities, recreational habits, and the willingness to pay additional taxes to support capital initiatives.

The data gathering techniques included public meetings, a Delphi Committee, a telephone poll, and mail, online and email surveys. During the course of the process, 960 households completed the surveys, providing a substantial database permitting generalizable findings.

The data showed that 83% of residents were familiar with the park district, with most receiving their information via the program guide. Website usage varied by age, with 73% younger residents with children visiting it, and doing so more frequently.

Older adult residents of the community were somewhat more frequent participants in active recreational programs than younger adult residents, but younger residents were slightly more frequent users of special events.

The comparison of the usage of the five community centers to the usage of other park district facilities showed that the community centers were underutilized. While the recently renovated Pioneer Community Center was reported to be the highest used by respondents, its usage rates were somewhat less than expected.

When asked whether they favored renovating and expanding existing community centers or building a new centralized facility, only 13% of mail and telephone survey respondents said they favored that option, suggesting that neighborhood facilities were preferable to community-wide facilities. Of mail and telephone respondents, 29% said they favored renovating and expanding the existing centers, and 33% were undecided. But only 28% said they favored doing nothing.

The community center amenities that survey respondents favored were led by fitness center and walking track responses, with traditional recreational amenities, such as gymnasium and dance and craft rooms far behind. A total of 40% of mail and telephone respondents said they were unwilling to pay for community center renovations and expansions, compared to 28% of online and email respondents, suggesting that younger and more techno-savvy residents were more likely supporters.

In terms of park usage, the most highly used parks in the AHPD system were the sites of park district community centers, other indoor facilities and swimming pools. The most popular park amenity improvements for the parks were walking and

biking paths, dog parks and soccer fields. Nearly the same percentages of residents were willing to pay for park amenity improvements as for community center renovation and expansion.

The findings suggest that the Arlington Heights Park District should focus its attention on the renovation and expansion of its underutilized community centers and the parks that are the sites for them. The findings also suggest that there is sentiment that the public would be willing to pay for these improvements, with emails and the website as a preferred medium of communication with supporters.

**Arlington Heights Park District
Delphi Committee
November 2009**

Consider the overall image of the agency:

The committee considers the overall image of the park district to be a positive one. We are a city of neighborhood parks and should offer a variety of programs at each park. We need to maintain and create as much green space as possible as well as utilize existing facilities with demanded programs. Create a sharing atmosphere with school districts and other park districts in the area as not to duplicate programs and provide the maximum utilization of all existing facilities.

Program Guide, Logo and Website

The committee considers the current Guide, Website and Logo as sufficient at this time. Split up program guide by area, park for ease of locating neighborhood programs is one suggestion. No major changes are required, the general consensus was we should not change these now and the money should be spent elsewhere.

Identify areas of Improvement/Goals

- Maintain and create green space
- Create sharing atmosphere with neighboring park and school districts as to not duplicate programs being offered. Offer resident rates to neighboring districts if they will do the same.
- Remodel 1 north side park, Frontier Park seems to be the most reasonable at this time due to location, access, existing buildings and available green space.
- Remodel other parks as time and money allows. Recreation park should be updated without changing exterior or eating up more green space, not sure how.
- No mega athletic center, maintain city of neighborhood parks image.
- Offer fitness facility in center of town, Olympic park seemed logical to us. (see survey)
- Indoor tennis seems to use up too many facilities considering demand.
- Take a close look at the park districts relationship with AHYBA and AHYAA and how they are run as they appear to have a negative impact on the park districts overall image. Create separation from AHYAA and AHYBA as many people believe they are one and the same. Consider taking over programs and taking them in house.
- Look for the possibility of adding indoor soccer facility. (Forest View?)
- Get the message out/communicate about offerings at the park district as well as facilities available.
- Increase activities for Junior High range children. Increase awareness of teen center.
- Consider creating resident ID passes to utilize facilities for residents. Consider charging non-residents for use of basketball, volleyball, etc.
- Communication is key, facilities analysis, flexibility in any construction for future additions are important and should be included in any future plans/decisions.

Sincerely submitted Delphi Committee co-chairs Brian Hellgeth and Martin Schell

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Section 1.0

Introduction

The Arlington Heights Park District (AHPD) initially employed the Public Research Group (PRG) to identify public sentiment regarding the renovation and expansion of four of its community centers.

The scope of the analysis increased when district staff and board members determined that the data gathering process should examine other areas of service provided by the park district.

This report will discuss how the data gathering process was developed, how the data was collected, and an analysis of that data.

This report will show that two methods of data collection were used: quantitative and qualitative. It will review the statistical and anecdotal data gathering techniques and provide an analysis of the findings in an effort to determine the recreational needs of the residents of the park district.

This report will discuss how statistical data has been collected using mail, telephone, online and email surveys. Statistical analysis of the data will be presented in an understandable format, using graphs, charts and tables.

In addition to the survey methods used, data has been gathered by hosting public meetings at each of the four centers and through a focus group called a Delphi Committee, comprised of about 15 members. The Delphi Committee will present its findings in a separate report.

Together, the qualitative and quantitative data findings will paint a picture that should help AHPD officials set a course for the future.

Section 2.0

The Methodology of Statistical Findings

The survey instruments are presented in the Appendix of this report. The questionnaire used by the mail, online, and email surveys is shown in the format used in the those surveys. The script for the telephone survey also is included.

The mail and telephone surveys samples were drawn separately and randomly from a database that included all of the addresses and telephone numbers of residents living within the park district.

Using this technique of distribution allows the findings to be generalizable to the whole population of the community.

The email survey was sent out electronically to thousands of park district patrons who supplied their email addresses to the district. It was also posted on the district website for anyone to complete.

The electronic data cannot be considered a random sample nor can the findings be considered generalizable. However, the information that the electronic surveys provide is useful in assessing the sentiments of user groups.

The mail survey was sent to 3,000 households. Of those receiving the mail survey, 498 completed it for a return rate of 16.67%.

A total of 423 households were called for the telephone survey. Of those, 193 completed the survey for a response rate of 45.7%.

The email and website survey was viewed by 570 people. Of those, 425 started the survey and 269 completed it for a completion rate of 63.29%.

The email and online results were combined into one database. The random mail and telephone survey results were also combined, although at times this study will consider them separately.

Online and email survey findings will be presented separately from the mail and telephone survey findings, and when online and email survey findings are not relevant, they will not be shown at all.

This study will utilize tabular presentations of data, and when it does not understate the findings, will use graphs and charts.

Statistical analysis will be means testing, independent samples means testing, and correlation.

Section 3.0

Demographic Considerations

The boundaries of the Arlington Heights Park District are not coterminous with the Village of Arlington Heights. But the additions and subtractions to the boundaries of the park district are roughly equivalent, causing the populations of the two governmental units to share similar demographics.

Even though there is no Census data readily available to measure the demographics of the Arlington Heights Park District, and the Census data for the Village of Arlington Heights is nine years old, this study can make comparisons between the demographics of the surveys and the most readily available data to determine if the survey samples might be skewed.

For instance, current data shows that:

- Arlington Heights populations total is 78,000 (ZipWho.com).
- The median age of Arlington Heights was 39.7 in 2000 (Census) and is now 38.8 years of age (ZipWho.com).
- The percentage of males residing in Arlington Heights was 48.1% compared to 51.9% females (Census).
- The percentage of single family homes currently comprises 79.0% of all Households (ZipWho.com).

Survey data from the random sample mail and telephone surveys are somewhat different, skewed toward older people and single family homeowners.

The average age of mail and telephone survey respondents was 56.96 years of age compared to the median age of just over 34 years of age for the online and email sample.

This does not indicate that the mail and telephone survey data is necessarily skewed toward older people though. It is likely that children would not have completed the surveys, which would have clearly reduced the average age of respondents.

On the other hand, online and email data is more representative of younger households in the community. The average age of online and email respondents was 44.26 years of age, more than ten years younger than the average age of mail and telephone respondents.

Comparing surveys that were responded to by people 65 and over, the following graph compares mail and telephone surveys to online and email surveys.

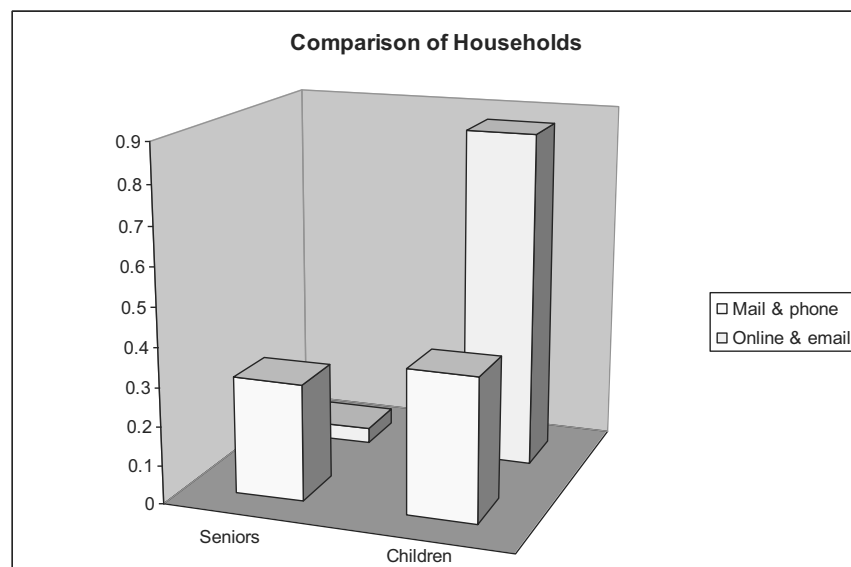


Figure 1.0

The graph shows that 30% of mail and telephone survey respondents were 65 years or over compared to 4% of online and email respondents. Similarly, 37% of mail and telephone respondent households had children in them compared to 87% of online and email respondent households.

These findings show that the online and email surveys were skewed toward younger respondents with children in their households.

This difference is not a bad thing, because it is widely understood in surveying that mail and telephone surveys are biased toward older people. One reason is that many younger people do not have land line telephones. Many of them have cell phones, the telephone numbers of which are not available to surveyors.

Therefore, it is useful to the Arlington Heights Park District to be able to understand what younger household members are thinking in a technologically changing environment.

There are also slight biases in other demographic areas. For example, household dwelling unit categories differ from Census data.

Mail & Telephone Respondent Housing Type

Dwelling Unit	Number Responding	Sample Percentage	Std. Deviation	Std. Error Mean
Apartment Dweller	688	2%	.151	.006
Condominium/townhouse Dweller	688	13%	.341	.013
Single Family Detached Home Dweller	688	84%	.364	.014

Table 1.0

The table shows that 84% of survey respondents were single family detached homes compared to 79% according to the Census, suggesting that the data is slightly skewed toward single family homeowners, but within the margin of error, + or – 3% at a 95% confidence level.

Another demographic comparison that needs to be made is the gender of the respondents. Census data shows that 51.9% of Arlington Heights residents were females in 2000, affirmed by current ZipWho.com data.

However, the mail and telephone survey respondents were 65% female. Online and email survey respondents were 75.56% females.

This suggests that females are more likely to return mail surveys, answer the phone during telephone interviews (even though the script asks for the youngest male household member over 18 years old), return email surveys, and visit the website more than males.

However, because most questions in the surveys are about household member recreational habits, and it really doesn't matter who completes the survey, it is reliable to assume that any family member would answer questions in a similar manner.

Section 4.0

Visibility of the Park District

The first series of questions dealt with familiarity of respondents to the park district, whether they were satisfied with the district, if they were familiar with the district, how they had heard about it, whether they were satisfied with the district, and how often respondents visited its website.

For this analysis, only mail and telephone data findings will be presented because it is assumed that everyone supplying their email addresses to the district or visiting its website is familiar with the AHPD.

These questions are important to the Arlington Heights Park District because they provide an indication of the agency's visibility and reputation.

The following graph compares the responses to Question 2: "Are you familiar with the Arlington Heights Park District?"

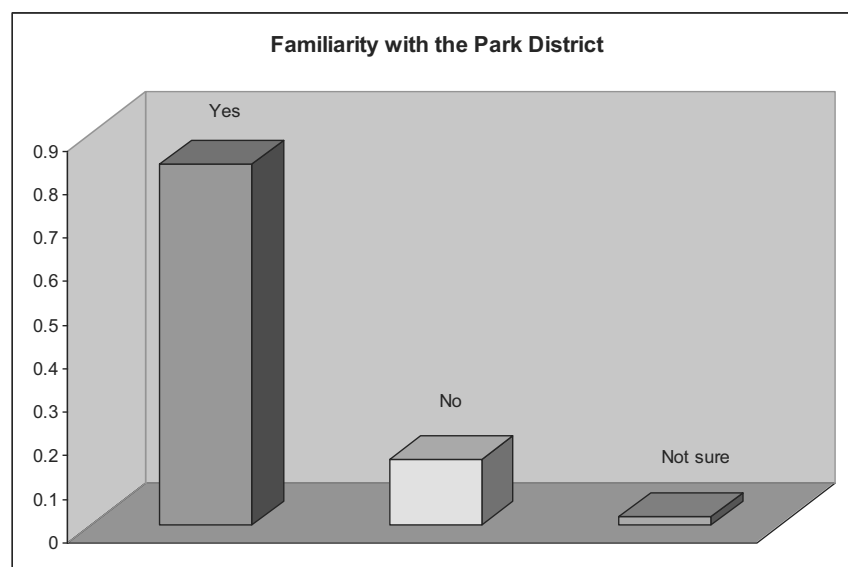


Figure 2.0

The graph shows that 83% of mail and telephone survey respondents were familiar with the Arlington Heights Park District, 15% were not familiar and 2% said they were not sure.

In the opinion of PRG, 83% is a high percentage of visibility. On the other hand, it is possible that many of those households who received a survey in the mail or were interviewed over the phone might not have been willing to participate had they not been familiar with the park district in the first place.

Satisfaction levels can be an important measurement of agency performance. This is particularly true based on the visibility of the agency.

Arlington Heights is a large community that is spread over a wide area. Parts of the community are closer to neighboring communities and park districts than the central business district of Arlington Heights itself. Comparisons with other agencies are natural.

Question 4 asked respondents, if they were familiar with the park district, through what media did they become familiar with it? Respondent choices included newspaper articles, the e-newsletter, the AHPD website, word of mouth, the AHPD program guide, cable television or any other medium.

For Question 4, this analysis will consider the online and email responses as well, presented comparatively in the following table.

Media Awareness

Medium	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
Newspaper	655	32%	331	23%
E-Newsletter	655	9%	331	22%
AHPD Website	655	28%	331	73%
Word of Mouth	655	39%	331	60%
AHPD Program Guide	655	80%	331	85%
Cable TV	655	7%	331	9%

Table 2.0

The table shows that there are differences between the percentages of mail and telephone and online and email respondents about how they became familiar with the Arlington Heights Park District.

32% of the random sample mail and telephone respondents reported they heard about the district from the newspaper compared to just over 23% of online and email respondents, suggesting that younger residents don't read newspapers as much as older residents.

In every other category of communication, online and email responses were higher, sometimes significantly higher.

As would be expected, a much higher percentage of online and email respondents heard about the AHPD through its website.

80% of random sample respondents heard about the district through the program guide compared to 85% of non-random email and online respondents.

It is somewhat ironic that a much higher percentage of online and email respondents said they heard about the park district by word of mouth, which is counterintuitive to the assumption that electronic communication leads to disengagement from verbal communication.

Considering the frequency of visiting the AHPD website, the following table compares the rates at which random sample mail and telephone respondents reported visiting it compared to non-random email and online respondents.

Frequency Visiting the AHPD Website

Frequency	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
Daily	670	1%	329	1%
Weekly	670	5%	329	11.3%
Monthly	670	26%	329	67.48%
Annually	670	19%	329	17%
Never	670	50%	329	3.7%

Table 3.0

The table shows there are large differences between the frequencies of visitation of the AHPD website. 50% of random mail and telephone respondents report never visiting the website compared to only 3.7% of online and email respondents.

The findings suggest that only 31% of the general public visits the website on at least a monthly basis, but that nearly 80% of online and email patrons do.

The implication of the analysis of the visibility of the park district is that there are two communities with which the Arlington Heights Park District should consider communicating with. The frequent users may be more available through the electronic media and non-users through the written media, but in general, the online and email users are paying more attention to all forms of communication except newspapers.

The following chart compares the responses to Question 3, where respondents who said they were familiar with the Arlington Heights Park District were asked: “how would you characterize your overall satisfaction with the Arlington Heights Park District?”

The chart compares the responses of mail and telephone respondents only because this study wants to generalize the findings to the total community.



Figure 3.0

The chart shows that 96% of mail and telephone respondents were satisfied with the park district and 4% were not.

In the opinion of PRG, these findings reflect high levels of satisfaction with the Arlington Heights Park District, suggesting a high level of support from the public.

For information, satisfaction levels were similar for the online and email survey, if slightly lower. In those surveys, 51.64% of respondents said they were very satisfied with the park district, 41.64% were moderately satisfied, 5.97% were moderately dissatisfied, and .6% said they were very dissatisfied.

Section 5.0

Participation in Recreational Activities

Question 6 asked respondents in what leisure and recreation programs did they or members of their household participate or would like to participate in the future, either at the Arlington Heights Park District or elsewhere?

In this question a selection of recreational activities were provided, most of which the AHPD offered, but a few which it does not.

The following table shows the activities in which mail and telephone survey respondents currently participate or would.

Participation Levels in Recreational Activities

Activity	Mail & Telephone % Now Participate	Mail & Telephone % Would Participate	Online & Email % Now Participate	Online & Email % Would Participate
Archery	3%	7.2%	1.7%	6.4%
Art Classes	6.9%	19.6%	9.7%	16.1%
Badminton	.5%	6.1%	.3%	6.7%
Ballet/Dance	9%	8.5%	8.3%	8.3%
Basketball	12.7%	9.3%	18.1%	8.1%
Bridge/Cards	4.8%	6.4%	.6%	1.4%
Ceramics/Pottery	2.6%	15.4%	2.5%	11.7%
Cheerleading	1%	4.3%		
Computer Classes	3.5%	22.2%	9.7%	10.3%
Cooking Classes	1.8%	23.8%	.8%	20.8%
Drama Programs	1.6%	6.4%	1.4%	9.2%
Exercise/Fitness	21.1%	33.6%	12.8%	22.8%
Health/Wellness	10.3%	26.8%	4.2%	16.1%
Lacrosse	0%	4.3%	.6%	4.4%
Indoor Soccer	4.7%	7.2%	11.1%	12.5%
Outdoor Soccer	16.1%	6.8%	31.4%	6.9%
Painting Classes	2.7%	15.1%	1.9%	8.3%
Senior Programs	12.2%	17.7%	1.7%	2.5%

Activity	Mail & Telephone % Now Participate	Mail & Telephone % Would Participate	Online & Email % Now Participate	Online & Email % Would Participate
Performing Arts	2.9%	7.7%	1.4%	6.4%
Photography Classes	1.1%	17.4%	.3%	11.4%
Foreign Language	1.9%	14.1%	.6%	9.4%
Ropes Course	.3%	4.7%	.6%	6.4%
Nature Programs	1.9%	14.5%	1.1%	8.9%
Fitness Center Usage	62%	26.9%	4.4%	11.1%
Indoor Swimming	31.2%	17.8%	30.3%	10.6%
Outdoor Swimming	36.3%	11.9%	39.4%	6.1%
Volleyball	3.1%	7.4%	7.2%	7.5%
Cricket	.1%	.6%	.3%	1.4%
Gardening	5.3%	14%	2.2%	6.4%
Music Programs	8.7%	13%	4.4%	6.1%
Indoor Tennis	6.6%	10%	5.8%	7.8%
Outdoor Tennis	13.5%	7.6%	10.8%	6.7%
Gymnastics	6.4%	5.5%	9.4%	8.1%
Football	3.2%	4.8%	3.3%	4.7%
Baseball	9.3%	6.6%	10.3%	8.9%
Wall Climbing	.5%	8.7%	.6%	10.6%
Walking for Fitness	17.8%	17.4%	4.4%	11.1%
Jogging	7.2%	5.6%	4.7%	4.4%
Family Activities	10.9%	9.6%	11.7%	12.5%
T-Ball	6.3%	3.4%	10.3%	4.7%
Youth Softball	3.4%	5.5%	4.2%	5%
Adult Softball	2.1%	3.1%	2.8%	3.9%
Pre-School Programs	5.8%	3.4%	7.5%	2.5%
Golf	18.5%	11.6%	12.2%	7.8%

Table 4.0

The importance of comparing non-random online and email survey responses to the random sample mail and telephone responses is to test the hypothesis that the online and email survey responses would tend to be younger residents who are more actively engaged in Arlington Heights Park District activities.

The highlighted findings show that such may not always be the case. The older mail and telephone survey respondents tended to be more engaged in active recreation programs such as fitness center usage, exercise programs, health and wellness programs, walking and jogging for fitness, tennis, and golf.

Also, mail and telephone survey respondents reported being more engaged in passive recreation activities, such as senior citizens programs, gardening and bridge/cards.

As would be expected, online and email respondents tend to be more engaged in children's programs, such as T-ball, pre-school programs, youth softball, gymnastics, indoor soccer, and outdoor soccer.

But the findings suggest that there may be different audiences for programs, just as the comparative responses to Question 4 showed that older people pay more attention to newspapers. As far as active recreation program participation, fitness center usage is a case in point.

The finding that 62% of mail and telephone respondents reports using such facilities while only 4.4% of email and online respondents. This suggests two possible explanations.

One explanation is that older people are simply much more physically active than younger people. The second is that younger people don't have the time to exercise because they either think they're still young and don't have to, or are too busy raising their families and don't have the time. For whatever reason, this data shows there are differences.

In terms of the size of the markets for different recreational activities, the number of residents who would comprise an activity market would be a function of multiplying the population of the community times the percent of mail and telephone respondents who said they participated in that activity.

The following information shows how those estimates might be made for a few selected activities.

<i>Activity</i>	<i>% Participating</i>	<i>Total Participating</i>
Golf	18.5%	14,430
Senior Programs	12.2%	9,516
Fitness Center Usage	62.0%	48,360
Outdoor Soccer	16.1%	12,558
Lacrosse	0.0%	0

The same formula could be applied to activities in which mail and telephone in which respondents said they would participate. However, an important question needs to be asked.

The question is, since the vast majority of activities in the previous table are already offered by the Arlington Heights Park District or another agency, then why don't these respondents participate in them now?

Researchers can only assume that the reasons include:

- Respondents aren't aware agencies provide these activities.
- Respondents are aware that agencies provide them, and feel they should participate in them but just don't have the time.

Respondents are aware, but the program costs are set too high.

If respondents aren't aware that the Arlington Heights Park District already provides these services, then the district can renew its marketing promotional efforts to inform people that they are available.

If respondents are aware, but just don't have the time to participate, though wish they could, then marketing efforts should focus on engaging people to give the activities a try. This could include setting program times that are most convenient for the participants and not necessarily for the staff or instructors.

If the respondents are aware but the program costs are too high, the park district should evaluate the possibility of lowering the program cost to entice participants.

Frequency of participation may be an area of consideration. Question 7 asked respondents how often they or their family participated in the programs listed in the previous table. The following graph compares their responses.

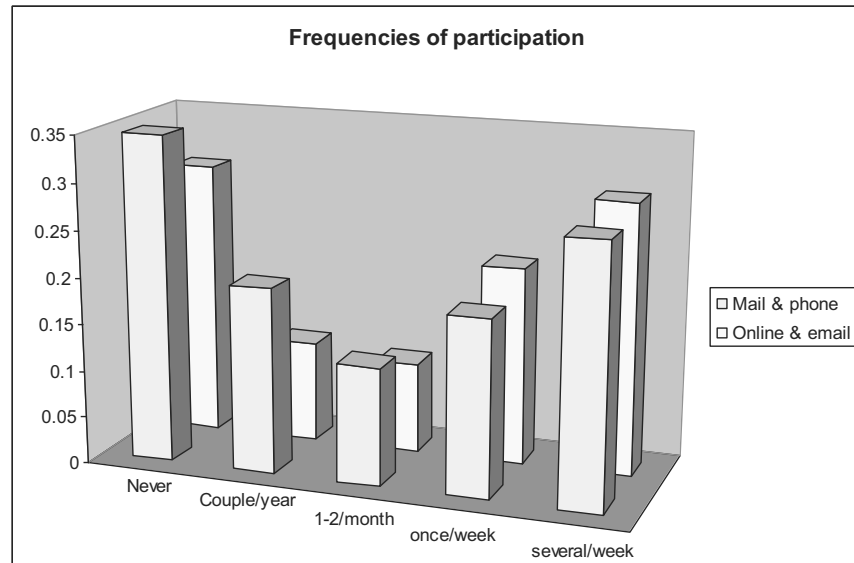


Figure 4.0

The graph shows that there is very little difference between the responses of mail and telephone survey respondents to online and email respondents. For mail and telephone respondents, 34.8% of them said they never participated in any of these activities compared to 29.4% of online and email respondents.

The following table makes the comparisons of those who do participate

Participation Rates

Frequency	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
A Couple Times a Year	552	19.8%	306	10.8%
1-2 Times a Month	552	12.6%	306	9.7%
Once a Week	552	18.9%	306	21.1%
Several Times a Week	551	27.7%	306	28.9%

Table 5.0

The table shows that a large percentage of respondents from both groups said they participated in their recreational activities several times a week. In total, nearly 60% of respondents said they participated in recreational activities at least one to two times per month.

The findings suggest that Arlington Heights residents are actively engaged in participating in recreational activities. That online and email findings closely parallel mail and telephone findings affirms that suggestion. However, there is still room to increase participation rates for the frequency of program users.

Section 6.0

Special Events

Question 9 asked in which of the Arlington Heights Park District special events did the respondent or any member of his or her household participate? For this question online and email responses were compared to mail and telephone responses.

The following table makes that comparison.

Participation in Special Events

Event	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
Chilly Open	310	3.6%	308	4%
Family Fishing Derby	310	2%	308	3%
Calls From the North Pole	310	5.7%	308	10%
Candy Hunt	310	5.7%	308	4%
Irish Fest	311	18.7%	308	23%
Polar Express	311	5.7%	308	15%
National Migratory Bird Day	311	2.3%	308	2%
National Night Out	311	16.7%	308	25%
Picnic in the Park	311	22.5%	308	29%
Trunk or Treat	310	5%	308	11%

Table 6.0

The table shows that in most categories of special events, the random sample mail and telephone survey respondents said they participated in the special events at lower rates than did online and email respondents.

This finding would suggest that online and email respondents, who said they participated at higher rates in Question 6 than did the average citizen were also more engaged in special events.

It would seem logical to assume that, since most of the special events were aimed at families in particular (but not all), older residents without children in their households would be somewhat less inclined to attend special events than younger residents.

The following table utilizes independent samples t-testing, separating senior citizen respondents from those mail and telephone respondents who were 64 years of age or younger.

The findings in the following table only compare those who answered the question about which special event they participated in. It does not factor in those who did not answer the question.

Senior Respondents Compared to Pre-Seniors

Event	Respondent	Number of Respondents	Percentage
Chilly Open	Senior	66	8%
	Pre-Senior	229	8%
Family Fishing Derby	Senior	66	6%
	Pre-Senior	229	4%
Calls From the North Pole	Senior	66	0%
	Pre-Senior	229	17%
Candy Hunt	Senior	66	0%
	Pre-Senior	229	17%
Irish Fest	Senior	66	52%
	Pre-Senior	230	39%
Polar Express	Senior	66	5%
	Pre-Senior	230	16%
National Migratory Bird Day	Senior	66	8%
	Pre-Senior	230	4%
National Night Out	Senior	66	24%
	Pre-Senior	230	43%
Picnic in the Park	Senior	66	45%
	Pre-Senior	230	51%
Trunk or Treat	Senior	66	0%
	Pre-Senior	229	15%

Table 7.0

The findings in the table show that seniors participate in most of the special activities in lower percentages than pre-senior respondents.

These findings suggest that the survey instrument is valid and reliable. It also suggests that most special event activities are being used by seniors, another indication that as the population ages, it remains actively engaged in participating in recreation programs, if not engaged in the media for promoting them.

Section 7.0

Facility Use

Question 10 presented a list of 16 major facilities operated by the Arlington Heights Park District. In the question, respondents were asked how often they were able to take advantage of them, provided response selections ranging from “never” to “once a week.”

The following tables present the responses of mail and telephone respondents using frequency analysis. Analysis will be limited to mail and telephone respondents in order to generalize them to the entire population of the park district.

A brief analysis of each table will accompany it.

Your Community Center

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	462	66.1%	66.3%	66.3%
	Rarely	89	12.7%	12.8%	79.1%
	Few/Year	62	8.9%	8.9%	87.9%
	Once/Month	24	3.4%	3.4%	91.4%
	Few/Month	25	3.6%	3.6%	95.0%
	Once/Week	27	3.9%	3.9%	98.9%
	Not Aware	8	1.1%	1.1%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3		
Total		699	100%		

Table 8.0

Surprisingly, 66.3% of respondents said they never take advantage of their neighborhood community center and 12.8% said they only did so rarely.

Considering the number of community centers that the Arlington Heights Park District operates, and the resources it spends to operate them, this is a counterintuitive percentage of the population. A more intuitive assumption would be that more households would make use of the centers.

Respondents who said they took advantage of their community center at least a few times a year totaled 19.8% of those responding. Considering that there are 28,159 households in the park district, it would be projected that 5,575 of those households would have at least one family member who used their neighborhood community center. Dividing that by the five

centers the district operates, that would be about 1,100 households actually take advantage of their neighborhood community center each year.

And considering that only 3.9% of all respondents said they took advantage of their community center on a weekly basis, computing to about 220 households per center, the data would suggest that the facilities are underutilized.

This observation is compelling, considering the responses to the usage of other AHPD indoor facilities. The Arlington Heights Historical Museum is a case in point.

Arlington Heights Historical Museum

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	375	53.6%	53.8%	53.8%
	Rarely	236	33.8%	33.9%	87.7%
	Few/Year	68	9.7%	9.8%	97.4%
	Once/Month	8	1.1%	1.1%	98.6%
	Few/Month	3	.4%	.4%	99.0%
	Once/Week	3	.4%	.4%	99.4%
	Not Aware	4	.6%	.6%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3		
Total		699	100%		

Table 9.0

The table shows that 53.8% of respondents said they never used the museum and 33.9% said they rarely used it.

While the percentage of those rarely using the museum is higher than that for neighborhood community centers, the percentage of those never using it is lower.

And it is understandable that more people would rarely use the museum. Museums are not the kind of facility that most people visit on a regular basis.

In total, 18.9% of those responding to the question said they took advantage of the Historical Museum a few times a year or more frequently.

Multiplying this percentage times the number of households in the district suggests that 5,322 households have members who take advantage of the facility at least a few times each year, nearly the same as all of the neighborhood community centers combined.

Hasbrook Cultural Arts Center would be a facility that researchers would expect would appeal to a small percentage of the population in most communities. However, in Arlington Heights, the audience is greater than expected, as the next table illustrates.

Hasbrook Cultural Arts Center

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	604	86.4%	86.8%	86.8%
	Rarely	48	6.9%	6.9%	93.7%
	Few/Year	15	2.1%	2.2%	95.8%
	Once/Month	2	.3%	.3%	96.1%
	Few/Month	3	.4%	.4%	96.6%
	Once/Week	3	.4%	.4%	97.0%
	Not Aware	21	3.0%	3.0%	100.0%
	Total	696	99.6%	100.0%	
Missing	System	3	.4%		
Total		699	100%		

Table 10.0

For the Hasbrook Cultural Arts Center, while 93.7% of those responding said they never visited or rarely visited that facility, 3.3% reported that they used the facility a few times a year or more. This computes to 930 households in the district who take advantage of the facility a few times a year or more.

The Senior Center is a facility which researchers would assume a high percentage of participation, especially considering the average age of those responding to the mail and telephone surveys.

Arlington Heights Senior Center

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	478	68.4%	68.6%	68.6%
	Rarely	64	9.2%	9.2%	77.8%
	Few/Year	65	9.3%	9.3%	87.1%
	Once/Month	18	2.6%	2.6%	89.7%
	Few/Month	3	.4%	.4%	96.6%
	Once/Week	3	.4%	.4%	97.0%
	Not Aware	21	3.0%	3.0%	100.0%
	Total	696	99.6%	100.0%	
Missing	System	3	.4%		
Total		699	100%		

Table 11.0

The table shows that 68.6% of respondents said they never took advantage of the Arlington Heights Senior Center and 9.2% said they rarely did.

Of those who did take advantage of the Center, 22% said they did a few times a year or more.

This would compute to 6,195 households who have at least one person who uses the Center a few times a year or more, a higher number of people than those who said they took advantage of all of the neighborhood community centers combined.

The racquetball and fitness business has always been a niche market. The following table shows the percentage of respondents who said they took advantage of the Forest View Racquet and Fitness Center.

Forest View Racquet & Fitness Center

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	576	82.4%	82.6%	82.6%
	Rarely	54	7.7%	7.7%	90.4%
	Few/Year	35	5.0%	5.0%	95.4%
	Once/Month	2	.3%	.3%	95.7%
	Few/Month	5	.7%	.7%	96.4%
	Once/Week	19	2.7%	2.7%	99.1%
	Not Aware	6	.9%	.9%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 12.0

The table shows that the market of users of the Forest View Racquet and Fitness Center is a small one, but higher than Hasbrook. 82.6% of respondents said they never use it and 7.7% said they rarely did.

Of those who said they took advantage of it a few times a year or more, 8.7% of respondents did, computing to a market of 2,450 households with at least one person who takes advantage of the facility that often.

Of importance at this facility is the percentage of weekly users, at 2.7% of all respondents. This would suggest that just over 760 households visit regularly.

Indoor tennis is also a niche market, with a small percentage of the population taking advantage of these services.

The following table presents the percentage of respondents who said they never took advantage of the Heritage Tennis Club to those who said they rarely did, did a few times a year, did so once a month, and once a week.

Heritage Tennis Club

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	616	88.1%	88.4%	88.4%
	Rarely	26	3.7%	3.7%	92.1%
	Few/Year	27	3.9%	3.9%	96.0%
	Once/Month	6	.9%	.9%	96.8%
	Few/Month	5	.7%	.7%	97.6%
	Once/Week	11	1.6%	1.6%	99.1%
	Not Aware	6	.9%	.9%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 13.0

The table shows that 92.1% of residents never or rarely take advantage of the Heritage Tennis Club but that 1.6% do at least once a week.

The latter percentage computes to 451 households that said they had at least one person using the facility at least once a week.

Swimming is a niche market as well, but the niche is much larger, as the following table illustrates.

Olympic Indoor Swim Center

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	395	56.5%	56.7%	56.7%
	Rarely	56	8.0%	8.0%	64.7%
	Few/Year	120	17.2%	17.2%	81.9%
	Once/Month	41	5.9%	5.9%	87.8%
	Few/Month	35	5.0%	5.0%	92.8%
	Once/Week	49	7.0%	7.0%	99.9%
	Not Aware	1	.1%	.1%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 14.0

As the table shows, the Olympic Indoor Swim Center is not taken advantage of by 56.7% of the mail and telephone respondents, who said they never use Olympic.

8% said they rarely did, which, in this case requires a different interpretation than those who rarely use the museum. For Olympic, rare usage is no usage.

That leaves 35.1% of the households within the Arlington Heights Park District that have at least one person who takes advantage of Olympic at least a few times a year, and 7% who do so at least once a week.

The total users would compute to 9,884 households and the weekly users to nearly 2,000 household with members who use Olympic, nearly double the number that take advantage of all of the neighborhood community centers combined.

It could be reasonable to assume that the AHPD golf courses are not in competition with the community centers and should not be compared to them, so they won't.

Arlington Lake Golf Club

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	459	65.7%	65.9%	65.9%
	Rarely	83	11.9%	11.9%	77.8%
	Few/Year	84	12.0%	12.1%	89.8%
	Once/Month	17	2.4%	2.4%	92.3%
	Few/Month	17	2.4%	2.4%	94.7%
	Once/Week	35	5.0%	5.0%	99.7%
	Not Aware	1	.1%	.1%	99.9%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 15.0

The table shows that frequent users (a few times a year or more) were 21.9% of all respondents, computing to 6,167 households who have a family member who takes advantage of the Arlington Lake Golf Club at least a few times annually.

Nickol Knoll Golf Club

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	475	68.0%	68.2%	68.2%
	Rarely	94	13.4%	13.5%	81.8%
	Few/Year	82	11.7%	11.8%	93.5%
	Once/Month	18	2.6%	2.6%	96.1%
	Few/Month	9	1.3%	1.3%	97.4%
	Once/Week	12	1.7%	1.7%	99.1%
	Not Aware	6	.9%	.9%	100.0%
	Total	696	99.6%	100.0%	
Missing	System	3	.4%		
Total		699	100%		

Table 16.0

For Nickol Knoll, the table shows that frequent golfers comprise 17.4% of respondents, slightly lower than for Arlington Lake Golf Club.

Regular users (at least once a week) comprised 1.7% of those responding, computing to 480 households that have a member using the course.

The comparisons between the two golf courses should be consistent with actual usage numbers that the AHPD maintains. If not, sample error could be an explanation.

But if so, this study provides an opportunity to compare what percentage of households use the courses and the frequency with which they do.

Even though the park district maintains records of its pool usage, comparing outdoor pool usage to indoor pool usage is illuminating to the district.

The following table asks about outdoor pool usage in the same manner that the question was asked about Olympic, the indoor pool.

Outdoor Pools

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	359	51.4%	51.5%	51.5%
	Rarely	63	9.0%	9.0%	60.5%
	Few/Year	96	13.7%	13.8%	74.3%
	Once/Month	24	3.4%	3.4%	77.8%
	Few/Month	54	7.7%	7.7%	85.5%
	Once/Week	100	14.3%	14.3%	99.9%
	Not Aware	1	.1%	.1%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 17.0

The table shows that 51.5% of respondents said they never took advantage of the outdoor pools and 9% said they rarely did.

Since the outdoor pool season is only three months long, the remaining responses represent a more compressed usage rate than indoor facility usage rates that go over a twelve month period.

The findings in the table show that 39.2% of respondents said they took advantage of the outdoor pools at least a few times a season. That computes to 11,038 households in the district that are served by the outdoor pools, so far the greatest number of any facility type.

Computing this to household usage, 11,038 households would be considered regular users, taking advantage of the pools at least once a week.

Considering that a previous table showed that the Olympic Indoor Swim Center was used by 35.1% of the households in the Arlington Heights Park District, it is clear that Olympic is capturing nearly all of the outdoor swimming market in the community.

Usage of facilities that are within the park system offered at no fee are compared in the following tables, beginning with usage of the parks in general

General usage of neighborhood parks was a question in the study, a gateway question to usage of amenities within the parks.

Your Neighborhood Parks

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	203	29.0%	29.1%	29.1%
	Rarely	36	5.2%	5.2%	34.3%
	Few/Year	119	17.0%	17.1%	51.4%
	Once/Month	62	8.9%	8.9%	60.3%
	Few/Month	94	13.4%	13.5%	73.7%
	Once/Week	181	25.9%	26.0%	99.7%
	Not Aware	2	.3%	.3%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 18.0

The table shows that only 34.3% of the population said they never or rarely used the Arlington Heights park system.

A general observation of most researchers is supported in this finding. Compared to all other local municipal services except water, sewer, and waste pickup, park usage is the most popular.

65.5% of the mail and telephone respondents reported that someone in their household used the parks at least a few times a year. And 26% said they used them at least once a week.

Computing the percentage of households using the parks at least a few times a year would provide an estimate that 18,444 of the 28,159 households in the park district use the parks regularly.

Lake Arlington is one of the larger park amenities and was included as a separate question in the survey.

Lake Arlington

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	266	38.1%	38.2%	38.2%
	Rarely	86	12.3%	12.4%	50.6%
	Few/Year	170	24.3%	24.4%	75.0%
	Once/Month	55	7.9%	7.9%	82.9%
	Few/Month	47	6.7%	6.8%	89.7%
	Once/Week	70	10.0%	10.1%	99.7%
	Not Aware	2	.3%	.3%	100.0%
	Total	696	99.6%	100.0%	
Missing	System	3	.4%		
Total		699	100%		

Table 19.0

The table shows that Lake Arlington is a facility that would appear to get very high usage. Only 38.2% of residents said they never took advantage of and 12.4% said they did so only rarely, nearly as high usage of all of the parks combined.

Weekly users would compute to nearly 2,844 households and those using the facility at least a few times a year, 49.2% of all respondents, would compute to 13,854 households.

Outdoor tennis court usage could most reasonably be compared to usage of the Heritage indoor tennis facility to determine how much of a fall in participation occurs in the off-season.

Outdoor Tennis Courts

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	478	68.4%	68.6%	68.6%
	Rarely	67	9.6%	9.6%	78.2%
	Few/Year	63	9.0%	9.0%	87.2%
	Once/Month	29	4.1%	4.2%	91.4%
	Few/Month	26	3.7%	3.7%	95.1%
	Once/Week	33	4.7%	4.7%	99.9%
	Not Aware	1	.1%	.1%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 20.0

Whereas the table for estimated usage of the Heritage Tennis Club comprised 7.1% of those responding who said they took advantage of that facility at least a few times a year, 21.6% of those responding said they used the outdoor tennis courts that frequently.

This percentage suggests that the outdoor tennis market is substantially greater than the indoor market.

Since there are not many indoor tennis facilities in the Arlington Heights area other than Heritage, it can be assumed that tennis players are not like swimmers.

Apparently most swimmers are willing to go indoors during colder weather, but tennis players seem to hang up their racquets until next spring. Or maybe some tennis players just don't want to pay for the indoor service.

But the fact that there are so many outdoor tennis players is a good circumstance for the AHPD. A large number of outdoor players bodes well for Heritage usage.

The fact that there are at least 6,082 households with outdoor tennis players means there is a market for indoor tennis use.

Playground in Any AHPD Park

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	355	50.8%	50.9%	50.9%
	Rarely	45	6.4%	6.5%	57.4%
	Few/Year	82	11.7%	11.8%	69.2%
	Once/Month	40	5.7%	5.7%	74.9%
	Few/Month	68	9.7%	9.8%	84.6%
	Once/Week	105	15.0%	15.1%	99.7%
	Not Aware	2	.3%	.3%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	3	.4%		
Total		699	100%		

Table 21.0

Usage of playgrounds is another high percentage finding of this study. The table shows that 42.4% of those responding said they took advantage of the playgrounds at least a few times a year.

Considering that 15.1% of those responding said they took advantage of the playgrounds at least once a week, it would be expected that 4,252 households had a family member who did so on a weekly basis.

Outdoor ice rinks are park amenities that allow the park system to be used during the winter months. The following table shows the percentages of households that reported using the ice rinks.

Outdoor Ice Rinks

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	540	77.3%	77.5%	77.5%
	Rarely	64	9.2%	9.2%	86.7%
	Few/Year	65	9.3%	9.3%	96.0%
	Once/Month	7	1.0%	1.0%	97.0%
	Few/Month	5	.7%	.7%	97.7%
	Once/Week	11	1.6%	1.6%	99.3%
	Not Aware	5	.7%	.7%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 22.0

The table shows that usage of outdoor ice rinks is not nearly as high as Lake Arlington, but substantial nevertheless. 77.5% of mail and telephone survey respondents said they never took advantage of the outdoor ice rinks and 9.2% said they rarely did.

But, of those who said they did a few times a year or more, 12.4% of respondents were in those three categories of usage, computing to 3,492 households who have a family member who use the ice rinks.

Another winter season amenity is sled hill usage. A question about that facility was also included in Question 10.

Sled Hill

	Response	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Never	437	62.5%	62.7%	62.7%
	Rarely	67	9.6%	9.6%	72.3%
	Few/Year	128	18.3%	18.4%	90.7%
	Once/Month	16	2.3%	2.3%	93.0%
	Few/Month	20	2.9%	2.9%	95.8%
	Once/Week	13	1.9%	1.9%	97.7%
	Not Aware	16	2.3%	2.3%	100.0%
	Total	697	99.7%	100.0%	
Missing	System	2	.3%		
Total		699	100%		

Table 23.0

The usage percentages show that sledding is more popular as a winter activity than ice skating. About 25.5% of those responding said they had a household member who took advantage of the sled hill, computing to 7,180 households altogether.

The findings from the previous table provide a way of estimating usage, especially for facilities where it is not possible to create attendance records.

What the findings show is that a very high percentage of households use the parks, and considering all of the indoor and outdoor amenities combined, the Arlington Heights Park District plays a very large role in the families in the community.

From PRG's perspective, the use of many of the AHPD facilities was higher than expected, while usage of the neighborhood community centers was lower than expected.

Section 8.0

Going Outside the AHPD for Services

Considering that the Arlington Heights Park District provides such a vast array of services, from parks, to swimming, to cultural activities, to athletics, it might seem unlikely that anyone in the community would need to go elsewhere for recreational services.

On the other hand, no park district can meet 100% of the recreational needs of its citizens. That is why Question 11 was asked, "Do you or your family members go outside the Arlington Heights Park District for recreational services?"

The following graph shows the findings, in this instance, comparing mail and telephone survey results to online and email responses.

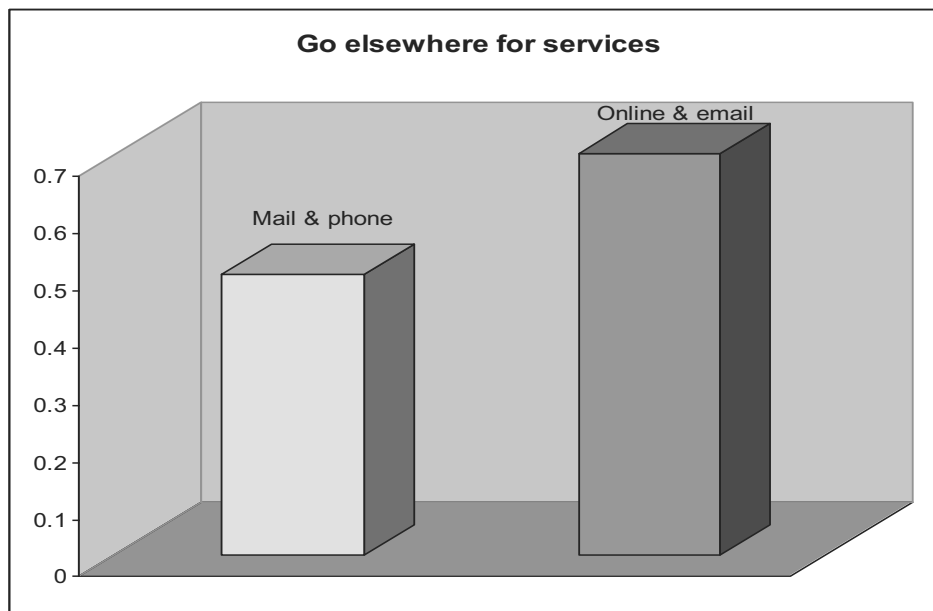


Figure 5.0

The graph shows that 49% of mail and telephone and 70% of online and email respondent households said they had a family member who went outside the AHPD for recreational services.

What specific services respondents went outside to receive is important. In the Appendix are two lists, the first containing the open-ended responses by mail and telephone respondents and the second by online and email respondents.

The comments from the mail and telephone surveys can be sorted by category.

The first is activities which the AHPD may never offer, such as vacation opportunities, hockey or indoor ice skating lessons.

The second category is activities which the district could offer, but just hasn't yet, such as a fitness center use or a dog park.

The third is activities with which the district can't compete, such as membership in country clubs.

And the fourth category is programs that people seek which they think are better somewhere else, such as gymnastics training or use of another golf course.

By far, the most frequent response is the fitness center category, an activity which the Arlington Heights Park District has consciously avoided so as not to compete with private providers.

The responses provided by the online and email survey respondents are also in the Appendix.

The categories of responses would be the same as for the mail and telephone surveys, but overall there are important differences.

Online and email open-ended responses focus more on children's programs than fitness center usage, although there are several fitness center responses.

The explanation for the difference could be that online and email respondents in Question 6 were oriented more toward children's programs. Therefore, the open-ended comments would be consistent with the activities they selected.

The open-ended responses do suggest that the AHPD might consider a greater focus on improving its children's programs, rather than offering more of them.

Responses Question 12, about why people go elsewhere somewhat support that suggestion, as the following graph shows.

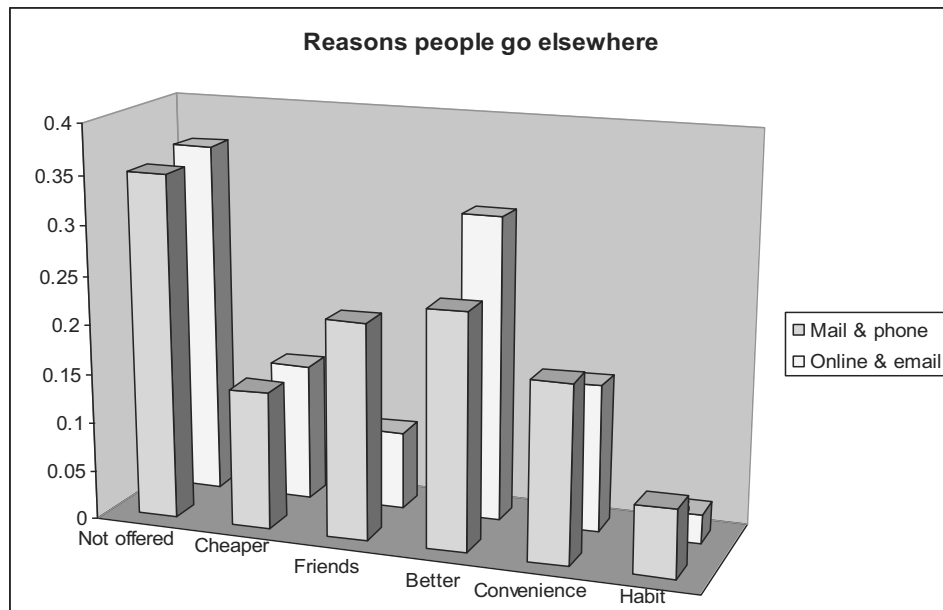


Figure 6.0

The graph shows that the highest percentage response of why people go outside AHPD for services was that the park district doesn't offer the services they want. 35% of mail and telephone respondents chose that as one of the reasons they go elsewhere and 36% of online and email respondents did as well.

The explanation of what services people go elsewhere to receive is in the tables in the Appendix as previously discussed. Many of the activities are those with which the park district cannot compete, such as use of a country club or residents going on vacations. But others are activities which the park district just hasn't gotten around to providing yet, such as fitness center usage.

The second highest percentage was that other agencies do a better job of providing services, with 24% of mail and telephone respondents saying they went elsewhere for that reason and 31% of online and email respondents reporting that's why they did.

Because friends went elsewhere and convenience were important reasons that mail and telephone respondents said they went elsewhere, 22% and 18% respectively.

Part of the explanation for the convenience may be that Arlington Heights is a rather large community. It is possible that residents living at the perimeter of the community might find it is a shorter drive to other agencies inside other communities.

If so, there's not a lot the AHPD can do about that.

Section 9.0

The Community Centers

One of the important reasons that the Arlington Heights Park District undertook this study was because it suspected that its community centers were built during a period of the park district's history when recreational habits were different.

That concern has been borne out by the findings thus far. The responses to Question 10 provided evidence that residents were not making as much use of their neighborhood community centers as the park district would like.

Questions 14 through 19 examine the community center issue, beginning with questions 14 and 15 asking which community center respondents live near and which ones they visit.

The following graph shows their responses.

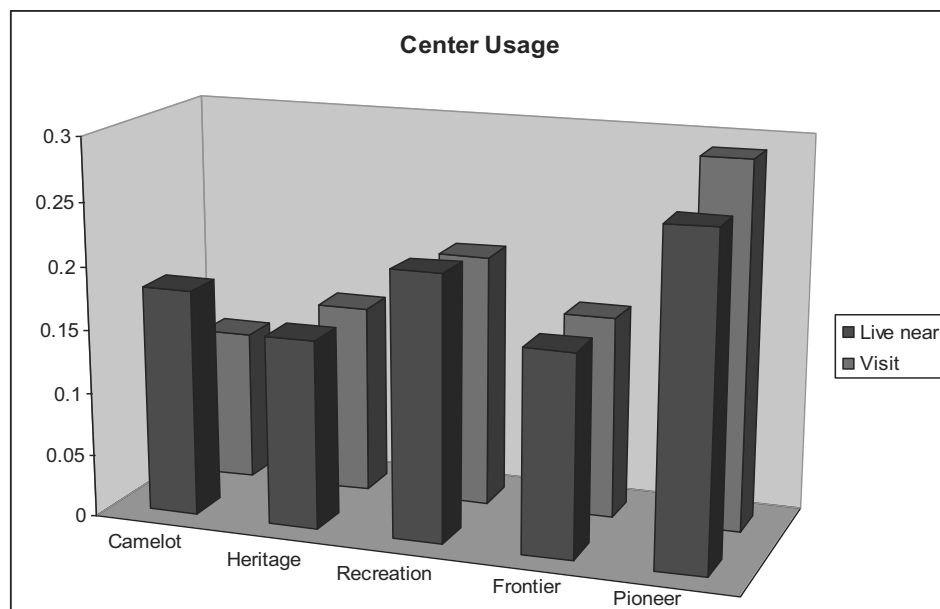


Figure 7.0

The graph shows that there was a slightly higher response rate for the Pioneer Community Center, with 26% of respondents saying they lived closest to it. The range of the other four was between 15% and 22% of respondents.

What the graph shows is that there is a pretty strong correlation regarding which community center people lived closest to and which center respondents said they visited.

This finding would suggest that for the services offered at the community centers, most people stay in their own neighborhood. Therefore, if a service were to be offered at one, to be equitable the park district should consider offering it at all of them.

Likewise, were the park district to renovate one of them, residents in other neighborhoods might not benefit.

Considering whether residents would favor the AHPD renovating and expanding its existing community centers or building a new one, Question 16 provided the choices of building a new center, renovating and expanding existing centers, both, neither, or don't know.

The following graph compares the responses from the mail and telephone surveys to those of the online and email surveys.

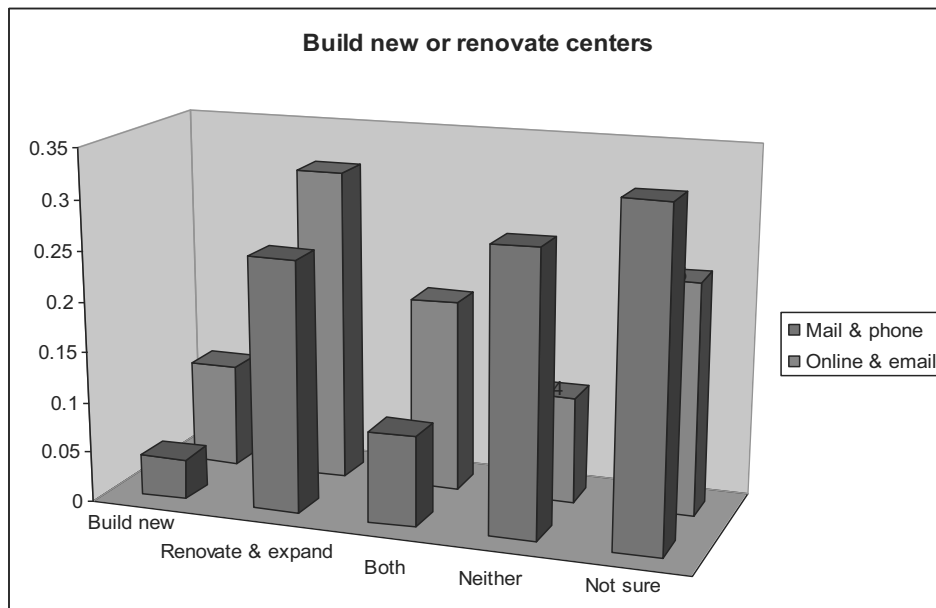


Figure 8.0

The graph shows that there is more support for either initiative from online and email respondents than from mail and telephone respondents.

Only 10.6% of online and email respondents favored neither choice compared to 28% for mail and telephone respondents.

Overall, online and email respondents were less undecided as well, 23.1% compared to 33% of mail and telephone respondents.

The graph shows that there is not sufficient sentiment from either sample group to build new community centers.

Combining the mail and telephone respondents who said they favored either building a new community center or renovating and expanding the existing centers totaled only 13%.

Combining “build new” and “both” responses for online and email respondents totaled 29.3% of all respondents.

But there was substantial support from the two sample groups for renovating and expanding the existing centers.

Combining the “renovate and expand” with the “both” responses for mail and telephone respondents showed that 29% of that sample supported renovating and expanding the existing centers. For the online and email respondents the total was 50%.

While substantial support for renovation and expansion of the community centers is evident, analysis of the findings would suggest that there is an important portion of the community that needs to be won over.

Determining which choice the undecided residents will choose is always the challenge in government. Information provides the means of helping them choose.

And since there is data to suggest that a relatively small proportion of the community is engaged in activities at the community centers, engagement might be crucial.

The following table shows the amenities that mail and telephone respondents favored in new or renovated and expanded community centers.

Favored Community Center Amenities

Amenity	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
Fitness Center	440	72%	267	63%
Daycare/Pre-School Facilities	440	28%	267	19%
More Meeting Rooms	440	16%	267	8%

Amenity	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
Teen Activity Rooms	440	32%	267	26%
Racquetball Courts	440	23%	267	14%
Walking/Jogging Track	440	67%	267	63%
Gymnastics Facility	440	27%	267	25%
Indoor Soccer Field	440	24%	267	39%
Arts & Crafts Rooms	440	35%	267	27%
Indoor Playground	440	35%	267	36%
Gymnasiums	440	38%	267	39%
Dance Rooms	440	28%	267	16%
Rock Climbing Wall	440	28%	267	36%
Banquet Hall	440	15%	267	8%
Performing Arts Stage	439	25%	267	12%

Table 24.0

The table shows that a fitness center and walking track led the way as the most popular amenities, with the other amenity choices much lower in terms of preference.

On the other hand, all of the amenities would be considered popular by PRG standards, except for meeting rooms and a banquet hall.

The online and email respondents would seem to reflect their younger average age and the fact that they have children in the household, but not always.

For instance, more online and email respondents preferred an indoor soccer field than did mail and telephone respondents, 39% compared to 24%. But 28% of mail and telephone respondents wanted day care facilities compared to 19% of online and email respondents.

The table is a reflection of the fact that there is sentiment in the community to add certain amenities to the existing community centers, particularly those involving fitness. It would seem reasonable that this is a good place to start.

Considering residents willingness to pay for additional community center services via an increase in their property taxes, Question 18 asked whether they would be willing to pay an additional \$1-3 per month, or \$4-6 per month, or no more. Respondents were also allowed to say they didn't know.

The following graph compares the responses of the two sample groups.

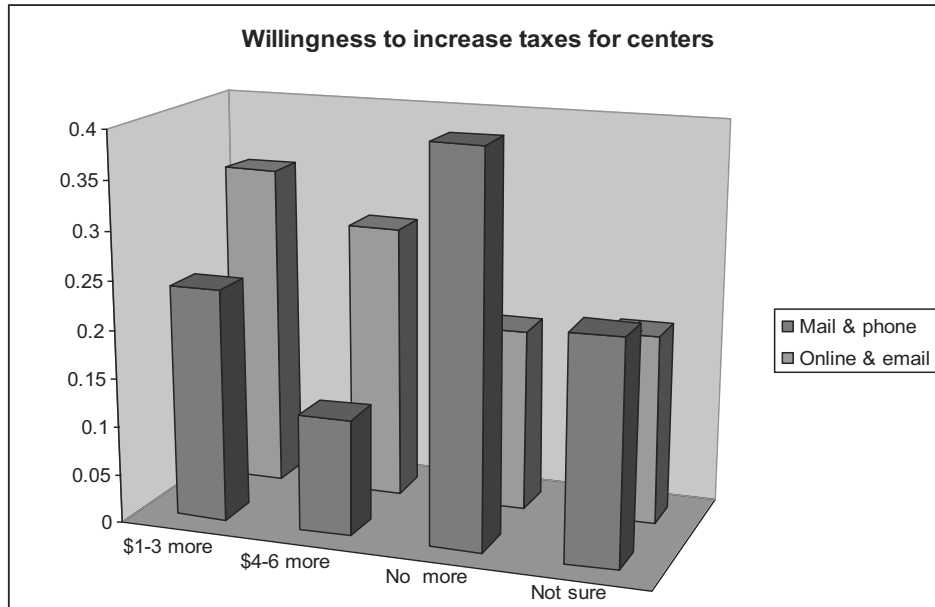


Figure 9.0

The graph shows that 40% on mail and telephone respondents don't want to pay more in property taxes for new or renovated and expanded community centers, compared to 28.3% of online and email respondents.

Of those willing to pay more, 24% of mail and telephone respondents said they were willing to pay \$1-3 more per month and 12% \$4-6 more per month, for a total of 36% willing to pay more.

Online and email respondents were much more willing to pay. 33.5% of them said they would be willing to pay \$1-3 more per month and 28.3% said they would be willing to pay \$4-6 more, for a total of nearly 62%.

Considering the average ages of the two sample groups, and the higher percentage of children in online and email households, the data suggests that these likely users of recreational services who go to other agencies more frequently would be willing to pay more to the AHPD to provide these services in their own community.

One last initiative related to community centers was asked in Question 19. The question was "Would you support sustainable building designs and 'green' initiatives as an operational and financial priority at the AHPD".

The telephone and mail survey responses to Question 19 are presented in the following chart.

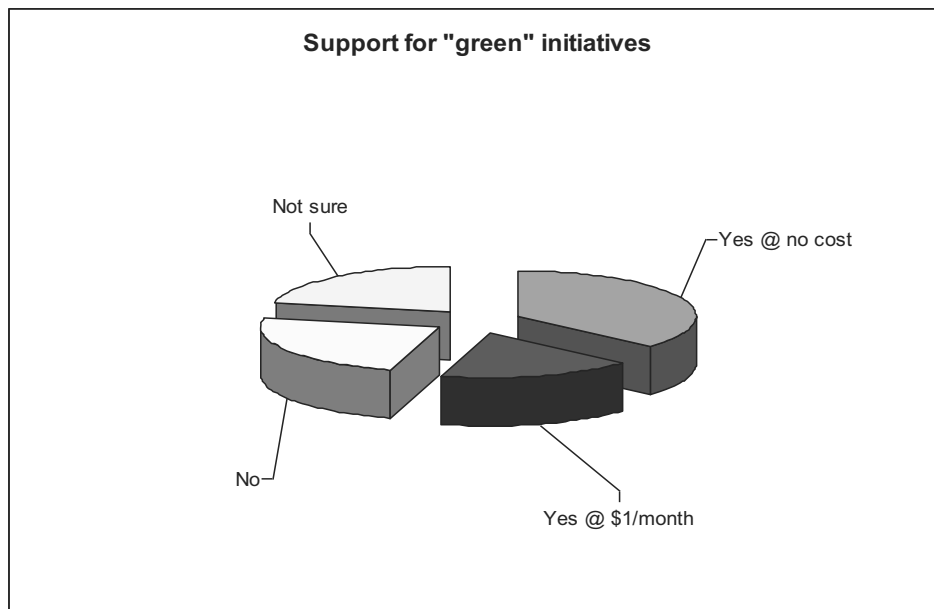


Figure 10.0

The chart shows that 24% of those responding were not sure, that 22% opposed the initiative altogether, but that a majority of respondents supported "green" initiatives.

Those saying they supported them but didn't want to pay anything to implement "green" initiatives were 37% of those responding and those saying they were willing to pay \$1 more per month were 18% of those responding.

Section 10.0

Park & Facility Use

As mentioned earlier, even though the focus of this study is on the community centers, collecting data for that issue provides an opportunity to collect it for other issues.

In Question 20, respondents were asked which of the Arlington Heights Park District parks and facilities did they or other members of their household use. Some of the facilities had been previously mentioned in Question 10. In this question, for parks with indoor facilities on them, the responses are highlighted.

Usage of Parks & Facilities

Park or Facility	Number of mail and telephone respondents	Percentage	Number of Households with a Park or Facility User
Banta Park	600	2%	563
Berbecker Park	600	5%	1,408
Camelot Park	600	24%	6,758
Carefree Park	600	9%	2,534
Carousel Park	600	4%	1,126
Carriage Walk Park	600	1%	282
Centennial Park	600	10%	2,816
Creekside Park	600	1%	282
Cronin Park	598	8%	2,253
Cypress Park	600	1%	282
Dryden Park	600	14%	3,942
Evergreen Park	600	7%	1,971
Falcon Park	600	1%	282
Festival Park	600	6%	1,690
Flentie Park	600	4%	1,126
Frontier Park	600	32%	9,011
Green Slopes Park	600	4%	1,126
Greenbrier Park	600	7%	1,971
Greens Park	600	4%	1,126
Happiness Park	600	3%	845
Hasbrook Park	600	16%	4,505

Park or Facility	Number of mail and telephone respondents	Percentage	Number of Households with a Park or Facility User
Heritage Park	600	31%	2,706
Hickory Meadows Park	600	2%	563
Kingsbridge Arboretum	600	1%	282
Klehm Park	600	3%	845
Lake Arlington Park	600	47%	13,235
Lake Terramere Park	599	3%	845
McDonald Creek Parkway	600	1%	282
Melas Park	600	22%	6,195
Memorial Park	600	5%	1,408
Methodist Park	600	7%	1,971
Nickol Knoll Walkways & Field	600	11%	3,097
North School Park	600	27%	7,603
Olympic Park	600	25%	7,040
Patriots Park	599	5%	1,408
Pioneer Park	600	46%	12,953
Prairie Park	600	1%	282
Rand-Berkley Park	599	4%	1,126
Raven Park	600	4%	1,126
Recreation Park	600	41%	11,545
Rose Garden Park	599	1%	282
Scarsdale-Schaag Park	599	5%	1,408
Sunset Meadows Park	599	19%	5,350
Sunset Ridge Park	599	1%	282
Victory Park	599	3%	845
Virginia Terrace Park	599	5%	1,408
Volz Park	597	6%	1,690
Westgate Park	599	6%	1,690
Wildwood Park	599	1%	282
Willow Park	599	3%	845
Windsor Parkway	599	5%	1,408

Table 25.0

The table shows the percentages of households that have at least one user of the park and the number of households to which that represents.

The findings show that the highest used parks are those on which indoor facilities are located, with the exception of Lake Arlington Park which was reported to be used more than any park or facility, by 47% of the households surveyed.

Comparing the reported users of Lake Arlington in the table above (Question 20) to those in the table for Question 10 on page, where it was reported that “weekly users would compute to nearly 2,844 households and those using the facility at least a few times a year, 49.2% of all respondents, would compute to 13,854 households,” the closeness of the responses shows the reliability of the survey instrument.

Question 21 asked what amenities respondents would like to see added to the parks. For this question, responses are presented, comparing mail and telephone responses to online and email responses in the following table.

Added Park Amenities

Park Amenity	Number of mail and telephone respondents	Percentage	Number of online and email respondents	Percentage
Cricket Fields	693	2%	265	2%
Decorative Gazebos	693	6%	265	9%
Dog Park	693	26%	265	31%
Football Fields	693	8%	265	5%
Lacrosse Fields	693	7%	265	3%
More Flowerbeds	693	15%	265	10%
Outdoor Skating Areas	693	17%	265	14%
Picnic Shelters	693	25%	265	20%
Playground Equipment	693	20%	265	20%
Sled Hill	693	17%	265	14%
Soccer Fields	693	13%	265	29%
Softball/Baseball Fields	693	12%	265	9%
Tennis Courts	693	12%	265	10%
Walking/Biking Paths	693	43%	265	45%
None	692	33%	265	12%

Table 26.0

The table shows that there is slight variation in the additional park amenities that mail and survey respondents and those which online and email survey respondents prefer, but that there are more similarities than differences.

While both groups rate walking/biking paths as their highest preference and dog parks as their second highest, online and email respondents said that more soccer fields were their third highest preference and mail and telephone respondent responses were that picnic shelters were their third choice.

The difference in responses between the two groups could be related to the differences of the average ages of the two and the fact that more online and email respondents had children in their household. That would be borne out in the responses to the choice of "none," meaning no park amenity additions. Mail and telephone survey responses were much higher than online and email responses.

Conversely, because so many of the responses were similar, the differences between the third highest preference of respondent groups could be attributed to sampling error.

Question 22 asked how much additional taxes would respondents be willing to pay to renovate the existing green spaces or build new ones.

The following graph compares the responses of mail and telephone respondents to online and email respondents.

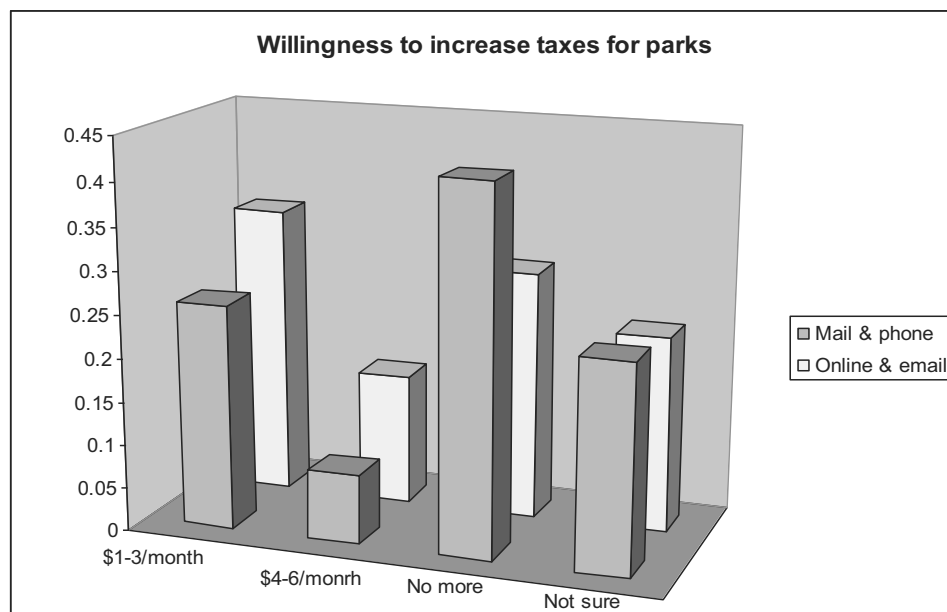


Figure 11.0

The graph shows that, as was the case for the community centers, online and email respondents were more willing to pay higher taxes for improvements to the parks. 34% of online and email respondents were willing to pay \$1-3 more per month compared to 26% of mail and telephone respondents.

Similarly, 15% of online and email respondents were willing to pay \$4-6 more per month compared to 8% of mail and telephone respondents.

Comparatively, about 29% of online and email respondents said they did not want to pay anymore in taxes compared to 42% of mail and telephone respondents.

The totals would be 49% of online and email respondents were willing to pay more in taxes, 29% were opposed and 23% were unsure, compared to 34% of mail and telephone respondents who were willing to pay more, 42% who were opposed and 24% who were unsure.

Section 11.0

Overall Priorities

As a summary question, in Question 23 respondents were asked to rate their priorities in five categories: **maintaining** existing recreation services, **improving** existing recreation services, acquiring new park land, improving existing park/facilities, and building new facilities.

Respondents were provided Likert Scale responses, with 1 being “very important,” 2 as “important,” 3 meaning “neutral,” 4 representing “unimportant,” and 5 as “very unimportant.”

The primary intent of Question 23 was to identify the preferences of the community, but the secondary was to corroborate the findings with those in questions 13 and 21.

The following tables show the preferences of mail and telephone respondents as they could be generalized onto the entire community.

Maintain Existing Services

	Preference	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Very Important	376	53.8%	57.4%	57.4%
	Important	157	22.5%	24.0%	81.4%
	Neutral	64	9.2%	9.8%	91.1%
	Unimportant	24	3.4%	3.7%	94.8%
	Very Unimportant	34	4.9%	5.2%	100.0%
	Total	655	93.7%	100.0%	
Missing	System	44	6.3%		
Total		699	100%		

Table 27.0

The table above shows that maintaining recreation services rating of “very important” occurs as the highest of responses at 57.4% of those responding.

Comparatively, the table below shows that the highest rated response for improving services was important, by 32.6% of respondents.

Improve Existing Services

	Preference	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Very Important	127	18.2%	19.9%	19.9%
	Important	208	29.8%	32.6%	52.4%
	Neutral	192	27.5%	30.0%	82.5%
	Unimportant	62	8.9%	9.7%	92.2%
	Very Unimportant	50	7.2%	7.8%	100.0%
	Total	639	91.4%	100.0%	
Missing	System	60	8.6%		
Total		699	100%		

Table 28.0

These findings suggest that maintaining recreation services is a higher priority than improving them, but that improving them is still important.

Responses to the question that the AHPD acquire new park land are shown in the following table.

Acquire New Park Land

	Preference	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Very Important	42	6.0%	6.6%	6.6%
	Important	56	8.0%	8.9%	15.5%
	Neutral	177	25.3%	28.0%	43.5%
	Unimportant	152	21.7%	24.1%	67.6%
	Very Unimportant	205	29.3%	32.4%	100.0%
	Total	632	90.4%	100.0%	
Missing	System	67	9.6%		
Total		699	100%		

Table 29.0

The table shows that it was very unimportant to respondents that the AHPD acquire new park land. Only 15.5% felt it was very important or important.

Considering the issue of improving existing parks and facilities, the following table shows the preferences.

Improve Existing Parks/Facilities

	Preference	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Very Important	128	18.3%	20.0%	20.0%
	Important	215	30.8%	33.6%	53.6%
	Neutral	169	24.2%	26.4%	80.0%
	Unimportant	81	11.6%	12.7%	92.7%
	Very Unimportant	47	6.7%	7.3%	100.0%
	Total	640	91.6%	100.0%	
Missing	System	59	8.4%		
Total		699	100%		

Table 30.0

The combined totals of respondents saying that it was very important or important to improve existing parks and facilities was 53.6%, compared to 20% who believed it was unimportant or very unimportant.

Comparatively, the preferences of the mail and telephone survey respondents regarding the issue of building new facilities are shown in the following table.

Building New Facilities

	Preference	Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Very Important	35	5.0%	5.5%	5.5%
	Important	76	10.9%	12.0%	17.6%
	Neutral	172	24.6%	27.2%	44.8%
	Unimportant	144	20.6%	22.8%	67.6%
	Very Unimportant	205	29.3%	32.4%	100.0%
	Total	632	90.4%	100.0%	
Missing	System	67	9.6%		
Total		699	100%		

Table 31.0

The findings show that 55.2% of mail and telephone respondents thought it was unimportant or very unimportant to build new facilities, compared to 17.5% who felt it was very important or important.

The findings from all of the tables show that the public is generally not neutral about whether the Arlington Heights Park District should maintain existing recreation services or improve them. The public feels the district should do both.

For facilities and parks, the public does not see the need for new park land, nor to build new facilities, but it does see the need to update existing parks and facilities.

These findings are consistent with those from previous questions.

Section 12.0

Comments

At the end of the questionnaire, respondents were permitted an opportunity to offer comments that they thought might be helpful.

Open-ended comments are not considered to be generalizable to the entire population, but often prove helpful in understanding community sentiment, particularly if the analysis of them identifies themes.

For this reason, all comments from the mail and telephone and the online and email sample will be presented. The mail and telephone comments have been summarized and the online and email in their entirety. Because of their length, the comments are presented in the Appendix of this study.

PRG will provide all of the returned mail and telephone surveys for the Arlington Heights Park District staff to review at its leisure. But in a few observations need to be made first.

Mail and telephone comments are much more general than online and email comments. Within the mail and telephone survey comments are many statements about the fine job that respondents thought the park district was doing. And there were far fewer comments about keeping taxes low than PRG anticipated.

Several mail and telephone respondents said they favored a dog park and a few mentioned a fitness center, but less than PRG expected, considering the needs expressed in other sections of this study.

However, online and email respondents made very specific suggestions about programmatic and facility improvements they would like to see made. In that way, the online and email comments were somewhat more valuable.

Part of the explanation for the specificity of the online and email comments might be that these people were more engaged in Arlington Heights Park District programs so they had a more intimate knowledge of park district services.

Another explanation might be that online and email respondents self-selected their participation in the survey, whereas mail and telephone respondents were randomly selected.

Combined the two data sources provide much information for the Arlington Heights Park District to digest.

Section 13.0

Public Meetings

In an effort to seek further opportunities for gathering specific information in the four areas that have neighborhood community centers, a series of public meetings were held during a two day period. The dates for the public meetings are as follows:

Heritage Park	9/16/2009
Recreation Park	9/16/2009
Frontier Park	9/17/2009
Camelot Park	9/17/2009

The meetings were sparsely attended, however the following information summarizes the comments made during the two day process.

Heritage Park

- Tae-Kwon-Do participants are going outside of the district for services because there is a higher skill set offered elsewhere
- Availability of Olympic Indoor Swim Center during winter months is reduced
- Would like to see renovations at community center like at Pioneer
- Residents have to travel further to use lighted fields due to light restrictions at certain parks. Would pay higher fees to have available fields within the Arlington Heights Park District

Recreation Park

- Residents like the neighborhood feeling of the recreation centers versus having one large community center, as well as the history and character of each of the community centers.
- Look into possibilities of partnering for fitness programs
- Would like to see lighted ballfields at Olympic

Listed below are amenities that residents would like to see in a renovated community center:

- fitness center
- racquetball courts
- gymnasium
- arts & crafts rooms
- indoor soccer field
- rock climbing wall
- dance rooms
- performing arts stage

Other Comments:

- Would like to see lighting at more of the parks
- Would like to see more programming for families at Camelot Recreation Center and the surrounding parks in that area. This lack of programming has caused their family to register at Buffalo Grove.
- Hasbrooks arts and crafts rooms need to be updated
- Have more lighted soccer, football and baseball fields
- No gymnastics

Arlington Heights Park District Questionnaire

Thank you for taking the time to complete this survey. This is a "Household" survey so please consider all members while completing the form. Please return it in the enclosed stamped envelope by August 10-15, 2009.

1. Are you a resident of the Arlington Heights Park District (the AHPD)?

Yes No I don't know

2. Are you familiar with the Arlington Heights Park District?

Yes Somewhat No I don't know

3. If yes, how would you characterize your overall satisfaction with the Arlington Heights Park District? (if no, please skip to Question 5)

Very satisfied Moderately satisfied Moderately dissatisfied Very dissatisfied

4. If you are familiar, how have you heard about the Arlington Heights Park District? (please check all that apply) If you're not familiar, please skip this question.

Newspaper Articles AHPD website Word of Mouth AHPD Program Guide Cable TV
 E-Newsletter Other (Please specify) _____

5. How often do you visit our website? Daily Weekly Monthly Annually Never

6. What leisure and recreation programs do you or members of your household participate in now or would like to participate in the future either at the AHPD or elsewhere? (please check all that apply)

	Do now	Would		Do now	Would		Do now	Would
a. Archery	<input type="checkbox"/>	<input type="checkbox"/>	o. Indoor soccer	<input type="checkbox"/>	<input type="checkbox"/>	cc. Gardening	<input type="checkbox"/>	<input type="checkbox"/>
b. Art classes	<input type="checkbox"/>	<input type="checkbox"/>	p. Outdoor soccer	<input type="checkbox"/>	<input type="checkbox"/>	dd. Music programs	<input type="checkbox"/>	<input type="checkbox"/>
c. Badminton	<input type="checkbox"/>	<input type="checkbox"/>	q. Painting classes	<input type="checkbox"/>	<input type="checkbox"/>	ee. Indoor tennis	<input type="checkbox"/>	<input type="checkbox"/>
d. Ballet/dance	<input type="checkbox"/>	<input type="checkbox"/>	r. Senior programs	<input type="checkbox"/>	<input type="checkbox"/>	ff. Outdoor tennis	<input type="checkbox"/>	<input type="checkbox"/>
e. Basketball	<input type="checkbox"/>	<input type="checkbox"/>	s. Performing arts	<input type="checkbox"/>	<input type="checkbox"/>	gg. Gymnastics	<input type="checkbox"/>	<input type="checkbox"/>
f. Bridge/cards	<input type="checkbox"/>	<input type="checkbox"/>	t. Photography classes	<input type="checkbox"/>	<input type="checkbox"/>	hh. Football	<input type="checkbox"/>	<input type="checkbox"/>
g. Ceramics/pottery	<input type="checkbox"/>	<input type="checkbox"/>	u. Foreign language	<input type="checkbox"/>	<input type="checkbox"/>	ii. Baseball	<input type="checkbox"/>	<input type="checkbox"/>
h. Cheerleading	<input type="checkbox"/>	<input type="checkbox"/>	v. Ropes course	<input type="checkbox"/>	<input type="checkbox"/>	jj. Wall climbing	<input type="checkbox"/>	<input type="checkbox"/>
i. Computer classes	<input type="checkbox"/>	<input type="checkbox"/>	w. Nature programs	<input type="checkbox"/>	<input type="checkbox"/>	kk. Walking for fitness	<input type="checkbox"/>	<input type="checkbox"/>
j. Cooking classes	<input type="checkbox"/>	<input type="checkbox"/>	x. Fitness center usage	<input type="checkbox"/>	<input type="checkbox"/>	ll. Jogging	<input type="checkbox"/>	<input type="checkbox"/>
k. Drama programs	<input type="checkbox"/>	<input type="checkbox"/>	y. Swimming	<input type="checkbox"/>	<input type="checkbox"/>	mm. Family activities	<input type="checkbox"/>	<input type="checkbox"/>
l. Exercise/fitness	<input type="checkbox"/>	<input type="checkbox"/>	z. Pre-school programs	<input type="checkbox"/>	<input type="checkbox"/>	nn. T-ball	<input type="checkbox"/>	<input type="checkbox"/>
m. Health/wellness	<input type="checkbox"/>	<input type="checkbox"/>	aa. Volleyball	<input type="checkbox"/>	<input type="checkbox"/>	oo. Softball	<input type="checkbox"/>	<input type="checkbox"/>
n. Lacrosse	<input type="checkbox"/>	<input type="checkbox"/>	bb. Cricket	<input type="checkbox"/>	<input type="checkbox"/>	pp. Other _____		

7. How often do you and/or your family participate in these programs on average?

A couple times a year 1-2 times a month Once a week Several times a week

8. What new recreation programs would you like to have the Arlington Heights Park District begin? _____

Please answer the questions on the reverse of this page.

9. Please indicate in which of the following AHPD special events that you or any members of your household participate.

- Chilly Open Candy Hunt National Migratory Bird Day Picnic in the Park
 Family Fishing Derby Irish Fest National Night Out Trunk or Treat
 Calls From the North Pole Polar Express Other (please specify)

10. How often are you able to take advantage of the following Arlington Heights Park District facilities? (Please check all that apply.)

	Never	Rarely	A few times/ year	At least once/month	A few times/month	At least once/week	Not aware of it
Arlington Heights Historical Museum	()	()	()	()	()	()	()
Arlington Heights Senior Center	()	()	()	()	()	()	()
Arlington Lake Golf Club	()	()	()	()	()	()	()
Forest View Racquet & Fitness Club	()	()	()	()	()	()	()
Hasbrook Cultural Arts Center	()	()	()	()	()	()	()
Heritage Tennis Club	()	()	()	()	()	()	()
Lake Arlington	()	()	()	()	()	()	()
Nickol Knoll Golf Club	()	()	()	()	()	()	()
Olympic Indoor Swim Center	()	()	()	()	()	()	()
Outdoor ice rinks	()	()	()	()	()	()	()
Outdoor pools	()	()	()	()	()	()	()
Outdoor tennis courts	()	()	()	()	()	()	()
Playground in any AHPD park	()	()	()	()	()	()	()
Your community center	()	()	()	()	()	()	()
Your neighborhood parks	()	()	()	()	()	()	()

11. Do you or your family members go outside the Arlington Heights Park District to receive recreational services? (If no, please skip to question 14.)

- Yes No

12. If you go outside of the Arlington Heights Park District for recreational services, why do you find it necessary to go outside the Park District to use these recreational services? Please check all that apply. (If no, please skip to question 14.)

- The Arlington Heights Park District doesn't offer them Other places do a better job of providing them
 Other places provide them at a lower price Other places are more convenient
 Our friends go to other places, so we go there Just a habit
 Other reasons (please specify) _____

13. If you go outside, what recreational services do you go outside of the Park District to receive?

14. Nearest which Arlington Heights Park District community center do you live? (Please refer to map)

- Camelot Heritage Recreation Frontier Pioneer I don't know

15. Which of our community centers do you or any members of your household visit? (please check all that apply)

Camelot Heritage Recreation Frontier Pioneer None Other

16. Would you be in favor of the Arlington Heights Park District renovating and expanding its existing community centers to meet your needs or building a new one?

Build a new community center Renovate and expand the existing ones
 Both Neither I don't know Other (please specify) _____

17. Based on your response to the previous question, if you would like to see a community center built or renovated, what amenities would you like to see included in it? (Check all that apply)

A fitness center A walking/jogging track Gymnasium
 Day care/ Pre School facilities A gymnastics facility Dance rooms
 More meeting rooms An indoor soccer field A rock climbing wall
 Teen activity rooms Arts and crafts rooms A banquet hall
 Racquetball courts An indoor playground Performing arts stage
 Other (please specify) _____

18. Regardless of whether you use our community centers or not, how much of a tax increase would you be willing to pay to renovate them or build a new one?

\$1-5 more per month \$6-10 more per month No more per month Don't know

19. Which of the Arlington Heights Park District parks and facilities do you or other members of your household use? (please check all that apply)

Banta Park	<input type="checkbox"/>	Klehm Park	<input type="checkbox"/>	Kingsbridge Arboretum	<input type="checkbox"/>
Lake Arlington Park	<input type="checkbox"/>	Happiness Park	<input type="checkbox"/>	Windsor Parkway	<input type="checkbox"/>
Berbercker Park	<input type="checkbox"/>	Lake Terramere Park	<input type="checkbox"/>	Westgate Park	<input type="checkbox"/>
Wildwood Park	<input type="checkbox"/>	McDonald Creek Parkway	<input type="checkbox"/>	Greens Park	<input type="checkbox"/>
Camelot Park	<input type="checkbox"/>	Melas Park	<input type="checkbox"/>	Greenbrier Park	<input type="checkbox"/>
Carefree Park	<input type="checkbox"/>	Methodist Park	<input type="checkbox"/>	Volz Park	<input type="checkbox"/>
Heritage Park	<input type="checkbox"/>	Nickol Knoll Walkways & Field	<input type="checkbox"/>	Green Slopes Park	<input type="checkbox"/>
Carousel Park	<input type="checkbox"/>	North School Park	<input type="checkbox"/>	Virginia Terrace Park	<input type="checkbox"/>
Carriage Walk Par	<input type="checkbox"/>	Patriots Park	<input type="checkbox"/>	Hasbrook Park	<input type="checkbox"/>
Centennial Park	<input type="checkbox"/>	Pioneer Park	<input type="checkbox"/>	Memorial Park	<input type="checkbox"/>
Creekside Park	<input type="checkbox"/>	Prairie Park	<input type="checkbox"/>	Other (Please specify)	<input type="checkbox"/>
Cronin Park	<input type="checkbox"/>	Rand-Berkley Park	<input type="checkbox"/>		
Cypress Park	<input type="checkbox"/>	Raven Park	<input type="checkbox"/>		
Recreation Park	<input type="checkbox"/>	Willow Park	<input type="checkbox"/>		
Dryden Park	<input type="checkbox"/>	Rose Garden Park	<input type="checkbox"/>		
Evergreen Park	<input type="checkbox"/>	Hickory Meadows Park	<input type="checkbox"/>		
Falcon Park	<input type="checkbox"/>	Scarsdale-Schaag Park	<input type="checkbox"/>		
Festival Park	<input type="checkbox"/>	Sunset Meadows Park	<input type="checkbox"/>		
Flentie Park	<input type="checkbox"/>	Sunset Ridge Park	<input type="checkbox"/>		
Frontier Park	<input type="checkbox"/>	Victory Park	<input type="checkbox"/>		

We're almost done! Please answer the questions on the reverse side of this page

20. What amenities would you like to see added to the parks?

- Walking/Biking Paths Playground Equipment Decorative Gazebos
- Softball/Baseball Fields Tennis Courts More Flowerbeds
- Soccer Fields Picnic Shelters Dog Park
- Football Fields Lacrosse Fields Cricket Fields None
- Other (please specify) _____

21. Regardless of whether you use our parks or not, how much of a tax increase would you be willing to pay to renovate them or build new ones?

- \$1-5 more per month \$6-10 more per month No more per month Don't know

22. Please rate each of the following Arlington Heights Park District priorities which would be important to you and your family?

(1 – Very Important, 2 – Important, 3 – Neutral, 4 – Unimportant, 5 – Very Unimportant)

- | | | | | | |
|--|---|---|---|---|---|
| a) Maintaining existing recreation services. | 1 | 2 | 3 | 4 | 5 |
| b) Improving existing recreation services. | 1 | 2 | 3 | 4 | 5 |
| c) Acquiring new park land. | 1 | 2 | 3 | 4 | 5 |
| d) Improving existing park/facilities. | 1 | 2 | 3 | 4 | 5 |
| e) Building new facilities | 1 | 2 | 3 | 4 | 5 |

23. Are you a female or male?

- Female Male

24. How long have you lived in Arlington Heights

- 0-5 years 6-10 years More than 10 years

25. Do you live in an apartment, condominium/townhouse or single family detached home?

- Apartment Condominium/Townhouse Single Family Detached home

26. Did you vote in the April 2009 election?

- Yes No I don't remember

27. **Beginning with yourself**, what are the ages of those in your household?

28. Please make any comments that you think would be helpful.

Please return this survey in the enclosed stamped envelope. And please feel free to call or email Steve Scholten (847-577-3000, sscholten@ahpd.org) if you have any questions.