

Community Survey

Findings Report

Submitted to

The Lake Zurich Park and Recreation Department



by

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Section 1:
Executive Summary

Section 2:
Charts and Graphs

Section 3:
Benchmarking Comparisons

Section 4:
Cross-Tabular Data by
Household Type & Overall Satisfaction
with the Value Received from the
Parks & Recreation Department

*Section 5:
Cross-Tabular Data by
Household Income, Amount of
Additional Funding Willing to Pay to
Maintain/Improve Parks & Recreation
Facilities, & Gender*

Section 6:
Tabular Data

Section 7:
Survey Instrument

Hello, this is _____ calling on behalf of the Village of Lake Zurich Parks and Recreation Department. The Village of Lake Zurich Parks and Recreation Department is revising the open space and recreation master plan, and would like your input to help determine parks and recreation priorities for our community. May I have a few minutes of your time?

1. From the following list of Lake Zurich Parks and Recreation Department parks, please tell me ALL of the PARKS you and members of your household have used during the past year.

- | | |
|---|---|
| <input type="checkbox"/> (01) Betty Park | <input type="checkbox"/> (18) Oak Ridge Park |
| <input type="checkbox"/> (02) Bird Observation Area | <input type="checkbox"/> (19) Old Mill Grove Park |
| <input type="checkbox"/> (03) Braemar Park | <input type="checkbox"/> (20) Orchards Park |
| <input type="checkbox"/> (04) Breezewald Park | <input type="checkbox"/> (21) Paulus Park |
| <input type="checkbox"/> (05) Bristol Trails Park | <input type="checkbox"/> (22) Promenade |
| <input type="checkbox"/> (06) Buffalo Creek Park | <input type="checkbox"/> (23) Quail Run Park |
| <input type="checkbox"/> (07) Celebration Park | <input type="checkbox"/> (24) Sonoma Park |
| <input type="checkbox"/> (08) Chestnut Corners/Hunters Creek Park | <input type="checkbox"/> (25) Sparrow Ridge Park |
| <input type="checkbox"/> (09) Countryside East Park | <input type="checkbox"/> (26) Staples Park |
| <input type="checkbox"/> (10) Countryside East Soccer | <input type="checkbox"/> (27) Warwick Park |
| <input type="checkbox"/> (11) Countryside West Park | <input type="checkbox"/> (28) Whispering Creek Trail |
| <input type="checkbox"/> (12) Countryside West Soccer | <input type="checkbox"/> (29) Wicklow Ballfield |
| <input type="checkbox"/> (13) Heatherleigh Park | <input type="checkbox"/> (30) Wicklow East Park |
| <input type="checkbox"/> (14) Jonquil Park | <input type="checkbox"/> (31) Wicklow West Park |
| <input type="checkbox"/> (15) Kuechmann Park | <input type="checkbox"/> (32) Zurites Park |
| <input type="checkbox"/> (16) Manor Park | <input type="checkbox"/> (33) None. Do not use any parks. |
| <input type="checkbox"/> (17) Oak Ridge Marsh Nature Park | |

2. From the list I just read, which THREE of the PARKS have you and members of your household used the most during the past year? [Using the numbers in Question #1 above, please write in the numbers for the parks used most.]

1st:_____ 2nd:_____ 3rd:_____

3. Overall, how would you rate the physical condition of ALL the Lake Zurich Parks and Recreation Department parks you have visited?

- | | |
|--|-----------------------------------|
| <input type="checkbox"/> (1) Excellent | <input type="checkbox"/> (3) Fair |
| <input type="checkbox"/> (2) Good | <input type="checkbox"/> (4) Poor |

4. From the following list of amenities that could be improved and/or added to Lake Zurich Parks and Recreation Department parks, please tell me ALL the amenities you would most like to see improved and/or added at those parks you visit the most.

- | | |
|--|--|
| <input type="checkbox"/> (01) Park entrance signs | <input type="checkbox"/> (10) Picnic shelters |
| <input type="checkbox"/> (02) Parking | <input type="checkbox"/> (11) Picnic tables/benches |
| <input type="checkbox"/> (03) Sidewalks/paths/trails | <input type="checkbox"/> (12) Enhanced landscaping |
| <input type="checkbox"/> (04) Drinking fountains | <input type="checkbox"/> (13) Sports fields lighting |
| <input type="checkbox"/> (05) Restrooms | <input type="checkbox"/> (14) Fishing piers |
| <input type="checkbox"/> (06) Trail lighting | <input type="checkbox"/> (15) Handicap accessibility |
| <input type="checkbox"/> (07) Natural areas | <input type="checkbox"/> (16) Park security lighting |
| <input type="checkbox"/> (08) Playground equipment | <input type="checkbox"/> (17) Other: _____ |
| <input type="checkbox"/> (09) Bike racks | |

5. Have you or other members of your household participated in any recreation programs offered by the Lake Zurich Parks and Recreation Department during the past 12 months?

____(1) Yes [Ask Questions #5a, #5b & #5c.]

____(2) No [Skip to Question #6.]

5a. From the following list, please tell me all of the Lake Zurich Parks and Recreation Department recreation programs that you or members of your household have participated in over the past 12 months.

____ (01) Toddler/preschool programs

____ (07) Special interest programs (i.e. magic programs, red cross)

____ (02) Youth activities

____ (03) Youth sports/athletics

____ (08) Aquatics (beach use)

____ (04) Performing arts

____ (09) Adult sports/athletics

____ (05) Special events/trips

____ (10) Camps

____ (06) Health and fitness

____ (11) Dance

5b. From the following list, please tell me the **THREE** primary reasons why your household **HAS PARTICIPATED** in the Lake Zurich Parks and Recreation Department recreation programs or recreation activities.

____ (1) Quality of instructors/coaches

____ (5) Times the program is offered

____ (2) Location of the program facility

____ (6) Friends participate in the program

____ (3) Quality of the program facility

____ (7) Dates the program is offered

____ (4) Fees charged for the class

____ (8) Other: _____

5c. How would you rate the overall quality of the Lake Zurich Parks and Recreation Department recreation programs that you and members of your household have participated in?

____ (1) Excellent

____ (3) Fair

____ (2) Good

____ (4) Poor

6. From the following list, please tell me **ALL** the organizations that you or members of your household have used for indoor and outdoor recreation and sports activities during the last 12 months.

____(01) Private schools

____(08) Private clubs (tennis, health, fitness, golf)

____(02) Churches

____(09) Neighboring cities/counties/state parks

____(03) Forest Preserve District

____(10) Homeowners associations/apartment complex

____(04) YMCA

____(11) Youth sports leagues/associations

____(05) Lake Zurich Parks and Rec Dept .

____(12) Other: _____

____(06) Local colleges

____(13) None. Do not use any organizations

____(07) State parks

7. Please tell me if YOU or any member of your HOUSEHOLD has a need for each of the following parks and recreation facilities.

(If they say yes, ask them to rate the parks and recreation facilities on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of their household.)

Type of Facility	Do You Have a Need for this Facility?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Adult soccer fields	Yes	No	5	4	3	2	1
B. Adult softball fields	Yes	No	5	4	3	2	1
C. Beach access	Yes	No	5	4	3	2	1
D. Community garden	Yes	No	5	4	3	2	1
E. Community recreation center	Yes	No	5	4	3	2	1
F. Disc golf	Yes	No	5	4	3	2	1
G. Dog parks	Yes	No	5	4	3	2	1
H. Indoor basketball/volleyball courts	Yes	No	5	4	3	2	1
I. Indoor fitness and exercise facilities	Yes	No	5	4	3	2	1
J. Indoor lap lanes for exercise swimming	Yes	No	5	4	3	2	1
K. Indoor running/walking track	Yes	No	5	4	3	2	1
L. Indoor sports fields	Yes	No	5	4	3	2	1
M. Indoor swimming pools/leisure pool	Yes	No	5	4	3	2	1
N. Nature center and trails	Yes	No	5	4	3	2	1
O. Outdoor basketball courts	Yes	No	5	4	3	2	1
P. Outdoor swimming pools/water parks	Yes	No	5	4	3	2	1
Q. Outdoor tennis courts	Yes	No	5	4	3	2	1
R. Outdoor volleyball courts	Yes	No	5	4	3	2	1
S. Park restrooms	Yes	No	5	4	3	2	1
T. Picnic areas	Yes	No	5	4	3	2	1
U. Playground equipment	Yes	No	5	4	3	2	1
V. Senior center	Yes	No	5	4	3	2	1
W. Skateboarding park	Yes	No	5	4	3	2	1
X. Walking and biking trails	Yes	No	5	4	3	2	1
Y. Youth baseball and softball fields	Yes	No	5	4	3	2	1
1. Youth football fields	Yes	No	5	4	3	2	1
2. Youth soccer fields	Yes	No	5	4	3	2	1
3. Other: _____	Yes	No	5	4	3	2	1

8. From the list I just read, which FOUR of the facilities are *most important* to your household?
 [Using the letters in the left hand column of Question #7 above, please write in the letters below for their 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

9. Please tell me if YOU or any member of your HOUSEHOLD has a need for each of the following recreation programs.

(If they say yes, ask them to rate the recreation programs on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of their household.)

Type of Program	Do You Have a Need for this Program?		If YES You Have a Need, How Well Are Your Needs Being Met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
A. Adult art, dance, performing arts	Yes	No	5	4	3	2	1
B. Adult fitness and wellness programs	Yes	No	5	4	3	2	1
C. Adult general interest programs	Yes	No	5	4	3	2	1
D. Adult sports programs	Yes	No	5	4	3	2	1
E. Birthday parties	Yes	No	5	4	3	2	1
F. Competitive youth sports leagues	Yes	No	5	4	3	2	1
G. Figure skating/hockey	Yes	No	5	4	3	2	1
H. Golf lessons	Yes	No	5	4	3	2	1
I. Martial arts programs	Yes	No	5	4	3	2	1
J. Nature programs/Green Initiative programs	Yes	No	5	4	3	2	1
K. Preschool programs	Yes	No	5	4	3	2	1
L. Programs for people with disabilities	Yes	No	5	4	3	2	1
M. Recreational youth sports leagues	Yes	No	5	4	3	2	1
N. Senior adult programs	Yes	No	5	4	3	2	1
O. Special events, i.e. concerts, movies, etc.	Yes	No	5	4	3	2	1
P. Tennis lessons	Yes	No	5	4	3	2	1
Q. Travel program/Day trip	Yes	No	5	4	3	2	1
R. Water fitness programs	Yes	No	5	4	3	2	1
S. Youth art, dance, performing arts	Yes	No	5	4	3	2	1
T. Youth fitness and wellness programs	Yes	No	5	4	3	2	1
U. Youth Learn to Swim programs	Yes	No	5	4	3	2	1
V. Youth sports programs	Yes	No	5	4	3	2	1
W. Youth summer camp programs	Yes	No	5	4	3	2	1

10. From the list I just read, which FOUR of the programs are *most important* to your household? [Using the letters in Question #9 above, please write in the letters below for their 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

11. From the list I just read, which FOUR of the programs *do you currently participate in MOST OFTEN at Lake Zurich Parks and Recreation Department facilities?* [Using the letters in Question #9 above, please write in the letters below for their 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

12. Please tell me ALL the reasons that PREVENT you or other members of your household from using parks, recreation and sports facilities or programs of the Lake Zurich Parks and Recreation Department more often.

- | | |
|---|---|
| <input type="checkbox"/> (01) Too far from our residence | <input type="checkbox"/> (11) Lack of age appropriate programs |
| <input type="checkbox"/> (02) Program or facility not offered | <input type="checkbox"/> (12) Poor customer service by staff |
| <input type="checkbox"/> (03) Facilities lack the right equipment | <input type="checkbox"/> (13) I do not know locations of facilities |
| <input type="checkbox"/> (04) Security is insufficient | <input type="checkbox"/> (14) We are not interested/too busy |
| <input type="checkbox"/> (05) Lack of quality programs | <input type="checkbox"/> (15) I do not know what is being offered |
| <input type="checkbox"/> (06) Facilities are not well maintained | <input type="checkbox"/> (16) Facility operating hours not convenient |
| <input type="checkbox"/> (07) Class full | <input type="checkbox"/> (17) Registration for programs is difficult |
| <input type="checkbox"/> (08) Program times are not convenient | <input type="checkbox"/> (18) Lack of parking at facilities and parks |
| <input type="checkbox"/> (09) Use facilities in other cities | <input type="checkbox"/> (19) Other: _____ |
| <input type="checkbox"/> (10) Fees are too high | |

13. Please tell me ALL the ways you learn about Lake Zurich Parks and Recreation Department programs and activities.

- | | |
|---|--|
| <input type="checkbox"/> (01) Parks & Rec Dept. brochure | <input type="checkbox"/> (08) Lake Zurich Patch |
| <input type="checkbox"/> (02) Parks & Rec Dept. website | <input type="checkbox"/> (09) Social Media (You Tube) |
| <input type="checkbox"/> (03) Newspaper articles/advertisements | <input type="checkbox"/> (10) School flyers |
| <input type="checkbox"/> (04) Newline | <input type="checkbox"/> (11) Conversations with Parks/Rec staff |
| <input type="checkbox"/> (05) Cable access television | <input type="checkbox"/> (12) Outdoor sign boards |
| <input type="checkbox"/> (06) Word of mouth | <input type="checkbox"/> (13) Our Family Magazine |
| <input type="checkbox"/> (07) Lake Zurich Courier | <input type="checkbox"/> (14) Other: _____ |

14. Please rate your satisfaction on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, with the overall value your household receives from the Lake Zurich Parks and Recreation Department.

- | | |
|---|--|
| <input type="checkbox"/> (5) Very Satisfied | <input type="checkbox"/> (2) Somewhat Dissatisfied |
| <input type="checkbox"/> (4) Somewhat Satisfied | <input type="checkbox"/> (1) Very Dissatisfied |
| <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (9) Don't Know |

15. The Village’s current parkland acreage exceeds national guidelines. The Village is looking for ways to increase sustainability and decrease maintenance costs for parks. Do you think the Village should consider selling underutilized parkland in order to reduce maintenance costs and continue to make improvements to other parks and facilities?

- (1) Yes (Ask question 15a)
 (2) No (Skip to question 16)

15a. If YES, are there any parks/Village-owned properties that you would like to see sold?

16. Local tax revenues help fund the Lake Zurich Parks and Recreation Department. How willing would you be to pay some increase in additional funding to maintain or improve the types of parks, trails, recreation, and sports facilities that are most important to you and your household?

____ (1) Very willing

____ (3) Not sure

____ (2) Somewhat willing

____ (4) Not willing

Demographics

17. Counting yourself, how many people live in your household? _____

18. Counting yourself, how many people in your household are:

Under 5 years _____ 15 - 19 years _____ 35 - 44 years _____ 65 - 74 years _____

5 - 9 years _____ 20 - 24 years _____ 45 - 54 years _____ 75+ years _____

10 - 14 years _____ 25 - 34 years _____ 55 - 64 years _____

19. What is your age? _____

20. Your gender: ____ (1) Male ____ (2) Female

21. What is your household income?

____ (1) Under \$50,000

____ (4) \$150,000-\$199,999

____ (2) \$50,000-\$99,999

____ (5) \$200,000 or more

____ (3) \$100,000-\$149,999

22. Which of the following best describes your race?

____ (1) White/Caucasian

____ (4) African American/Black

____ (2) Asian

____ (5) Native American

____ (3) Pacific Islander

____ (6) Hispanic

23. Please share any additional comments that can assist the Village of Lake Zurich Parks and Recreation Department in improving recreation facilities, indoor and outdoor programs, parks, trails, open space, or services.

This concludes the survey. Thank you for your time.