

Northbrook Park District 2016 Community Survey: Findings Report



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Dear Northbrook Park District Resident,

You can help shape the future of parks and recreation in Northbrook!

As you may know, the Park District has launched **Moving Forward 2026**, a community-based planning process to update our Comprehensive Master Plan that will guide the District for the next 10 years. Your input is critical to the success of this project.

The enclosed survey is one facet of community input for this project and provides an opportunity for you to share your thoughts about our parks, facilities and programs. You have been selected at random to receive this statistically valid survey. Because the survey is sent to a limited number of residents, your participation is important. An independent firm is conducting the survey, compiling the data and will present the results to the Park District. **Responses will remain confidential.**

We will establish priorities and make decisions, based on the needs and feedback from our residents. Many of the major projects completed at the District in recent years are based on the 2004 Comprehensive Master Plan, including the purchase of six acres of land at Techny Prairie Park and Fields and the development of Greenview Park and Floral Park.

Please complete the survey and return it in the enclosed postage-paid envelope within the next two weeks. If you prefer to complete the survey online, you can do so at www.nbparkdistrict2015citizensurvey.org. The results will be incorporated into the development of our Comprehensive Master Plan and will be posted on our website at nbparks.org. We anticipate the plan being completed by spring 2016.

We appreciate your time and look forward to hearing your opinions.

Thank you in advance.

Sincerely,

Rick Hanetho, CPRP
Executive Director



Northbrook Park District 2016 Community Survey: Findings Report Community Interest and Opinion Survey

The Northbrook Park District would like your input to help determine park and recreation priorities for our community. This survey will take 12-15 minutes to complete. When you are finished, return your survey in the enclosed postage-paid envelope. We greatly appreciate your time!

1. Has your household visited any Northbrook Park District parks during the past 12 months?

___ (1) Yes [Answer Questions 1-2 & 1-3.] ___ (2) No [Go to Question 2.]

1-2. From the following list of Northbrook Park District parks, check ALL the parks you or members of your household have used during the past year:

- | | | |
|-----------------------------|------------------------------|---|
| ___ (01) Brees Park | ___ (09) Greenview Park | ___ (17) Techny Prairie Park and Fields |
| ___ (02) Cedar Lane Tot Lot | ___ (10) Hampton Lane Park | ___ (18) Tower Rink |
| ___ (03) Coast Guard Park | ___ (11) Indian Ridge Park | ___ (19) Village Green Park |
| ___ (04) Countryside Park | ___ (12) Meadow Road Tot Lot | ___ (20) Wescott Park |
| ___ (05) Crestwood Park | ___ (13) Meadowhill Park | ___ (21) West Park |
| ___ (06) Engelhardt Park | ___ (14) Oaklane Park | ___ (22) Williamsburg Square Park |
| ___ (07) Floral Park | ___ (15) Salceda Park | ___ (23) Wood Oaks Green Park |
| ___ (08) Greenfield Park | ___ (16) Stonegate Park | |

1-3. How would you rate the overall condition of ALL the Northbrook Park District parks you have visited?

___ (1) Excellent ___ (2) Good ___ (3) Fair ___ (4) Poor

2. Has your household participated in any recreation programs or activities offered by the Northbrook Park District during the past 12 months?

___ (1) Yes [Answer Questions 2-2 to 2-4.] ___ (2) No [Go to Question 3.]

2-2. How many different recreation programs or activities offered by the Northbrook Park District has your household participated in during the past 12 months?

- | | | |
|------------------------------------|-------------------------------------|--|
| ___ (1) 1 program/activity | ___ (3) 4 to 6 programs/activities | ___ (5) 11 or more programs/activities |
| ___ (2) 2 to 3 programs/activities | ___ (4) 7 to 10 programs/activities | |

2-3. Check the THREE primary reasons why your household has participated in Northbrook Park District recreation programs or activities:

- | | |
|--|--|
| ___ (1) Quality of instructors/coaches/staff | ___ (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) Reasonable fees | ___ (8) Other: _____ |

2-4. How would you rate the overall quality of recreation programs or activities in which your household has participated?

___ (1) Excellent ___ (2) Good ___ (3) Fair ___ (4) Poor

3. Indicate if you have a need for the facilities/amenities listed below by circling YES or NO.

If you have a need for a facility/amenity and circled YES, answer the questions in the shaded areas to the right by circling the appropriate responses.

Type of Facility/Amenity	Do You Have a Need for this Facility/Amenity?		If You Have A Need, How Well Are Your Needs Being Met?				How Many Times Did You Use This Type of Facility/Amenity During the Past 12 Months?			
			Fully Met	Mostly Met	Partly Met	Not Met	None	1-10 times	11-25 times	26 or more times
1. Anetsberger Golf Course	Yes	No	4	3	2	1	0	1	2	3
2. Dog Park	Yes	No	4	3	2	1	0	1	2	3
3. Indoor Basketball Courts (i.e., Greenbriar Gym)	Yes	No	4	3	2	1	0	1	2	3
4. Leisure Center-Preschool	Yes	No	4	3	2	1	0	1	2	3
5. Leisure Center-Senior Center	Yes	No	4	3	2	1	0	1	2	3
6. Leisure Center-Theatre	Yes	No	4	3	2	1	0	1	2	3
7. Leisure Center-General Programs	Yes	No	4	3	2	1	0	1	2	3
8. Meadowhill Park-Inline Hockey	Yes	No	4	3	2	1	0	1	2	3
9. Meadowhill Park Pool	Yes	No	4	3	2	1	0	1	2	3
10. Teams Course/Climbing Wall	Yes	No	4	3	2	1	0	1	2	3
11. Velodrome-Cycling	Yes	No	4	3	2	1	0	1	2	3
12. Velodrome-Soccer	Yes	No	4	3	2	1	0	1	2	3
13. Soccer/Baseball/Softball Fields	Yes	No	4	3	2	1	0	1	2	3
14. Sports Center-Ice Rinks	Yes	No	4	3	2	1	0	1	2	3
15. Sports Center-Pool	Yes	No	4	3	2	1	0	1	2	3
16. Sportsman's Country Club-Golf Courses	Yes	No	4	3	2	1	0	1	2	3
17. Sportsman's County Club-Clubhouse	Yes	No	4	3	2	1	0	1	2	3
18. Sportsman's Country Club-Practice Range	Yes	No	4	3	2	1	0	1	2	3
19. Sportsman's Country Club- Mini Golf	Yes	No	4	3	2	1	0	1	2	3
20. Batting Cages	Yes	No	4	3	2	1	0	1	2	3
21. Skate Park	Yes	No	4	3	2	1	0	1	2	3
22. Techny Prairie Park and Fields-Trail Through Time	Yes	No	4	3	2	1	0	1	2	3
23. Techny Prairie Park and Fields-Turf Fields	Yes	No	4	3	2	1	0	1	2	3
24. Tennis Courts	Yes	No	4	3	2	1	0	1	2	3
25. Outdoor Basketball Courts	Yes	No	4	3	2	1	0	1	2	3
26. Outdoor Ice Skating	Yes	No	4	3	2	1	0	1	2	3
27. Picnic Shelters	Yes	No	4	3	2	1	0	1	2	3
28. Playgrounds	Yes	No	4	3	2	1	0	1	2	3
29. Walking/Biking Trails	Yes	No	4	3	2	1	0	1	2	3

4. Which FOUR types of facilities/amenities from the list in Question 3 are MOST IMPORTANT to your household? [Using the numbers in the left hand column of Question 3, write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

Northbrook Park District 2016 Community Survey: Findings Report

5. Indicate if you have a need for the programs listed below by circling YES or NO.

If you have a need for a program and circled YES, answer the questions in the shaded areas to the right by circling the appropriate responses.

Type of Program		Do You Have a Need for this Program?		If You Have A Need, How Well Are Your Needs Being Met?				How Many Times Did You Use This Type of Program During the Past 12 Months?			
				Fully Met	Mostly Met	Partly Met	Not Met	None	1-10 times	11-25 times	26+ times
1.	Active Adult Programs	Yes	No	4	3	2	1	0	1	2	3
2.	Arts and Crafts Classes	Yes	No	4	3	2	1	0	1	2	3
3.	Before and After School Care	Yes	No	4	3	2	1	0	1	2	3
4.	Cross Country Skiing	Yes	No	4	3	2	1	0	1	2	3
5.	Early Childhood Enrichment Classes	Yes	No	4	3	2	1	0	1	2	3
6.	Figure Skating Programs	Yes	No	4	3	2	1	0	1	2	3
7.	Fitness and Wellness	Yes	No	4	3	2	1	0	1	2	3
8.	Golf Leagues	Yes	No	4	3	2	1	0	1	2	3
9.	Golf Lessons	Yes	No	4	3	2	1	0	1	2	3
10.	Indoor Lap Swimming	Yes	No	4	3	2	1	0	1	2	3
11.	Instructional Sports	Yes	No	4	3	2	1	0	1	2	3
12.	Martial Arts	Yes	No	4	3	2	1	0	1	2	3
13.	Multipurpose Space for Meetings/Parties	Yes	No	4	3	2	1	0	1	2	3
14.	Open Gyms	Yes	No	4	3	2	1	0	1	2	3
15.	Performing Arts (i.e., music, dance, theatre)	Yes	No	4	3	2	1	0	1	2	3
16.	Programs for people with disabilities (NSSRA)	Yes	No	4	3	2	1	0	1	2	3
17.	Preschool	Yes	No	4	3	2	1	0	1	2	3
18.	Senior Programs	Yes	No	4	3	2	1	0	1	2	3
19.	Special Events	Yes	No	4	3	2	1	0	1	2	3
20.	Youth Sports Leagues	Yes	No	4	3	2	1	0	1	2	3
21.	Adult Sports Leagues	Yes	No	4	3	2	1	0	1	2	3
22.	Summer Camps	Yes	No	4	3	2	1	0	1	2	3
23.	Swim Lessons	Yes	No	4	3	2	1	0	1	2	3
24.	Tennis Lessons	Yes	No	4	3	2	1	0	1	2	3
25.	Water Fitness	Yes	No	4	3	2	1	0	1	2	3

6. Which FOUR types of programs from the list in Question 5 are MOST IMPORTANT to your household? [Using the numbers in the left hand column of Question 5, write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

7. From the following list, check ALL the organizations that your household has used for indoor and outdoor recreation activities during the past 12 months:

- | | |
|--|--|
| <input type="checkbox"/> (01) Private schools | <input type="checkbox"/> (09) Private clubs (i.e., tennis, golf, dance) |
| <input type="checkbox"/> (02) JCC | <input type="checkbox"/> (10) Glenview Park Center |
| <input type="checkbox"/> (03) Youth sports associations | <input type="checkbox"/> (11) Homeowners associations/apartment complex |
| <input type="checkbox"/> (04) North Suburban YMCA | <input type="checkbox"/> (12) Fitness centers (i.e., L.A. Fitness, Five Seasons, etc.) |
| <input type="checkbox"/> (05) School-sponsored activities | <input type="checkbox"/> (13) Ice arenas (i.e., North Shore) |
| <input type="checkbox"/> (06) Northbrook Park District | <input type="checkbox"/> (14) The Accelerated Center |
| <input type="checkbox"/> (07) Deerfield Sachs Center | <input type="checkbox"/> (15) Other: _____ |
| <input type="checkbox"/> (08) Places of worship (i.e., churches, synagogues, etc.) | |

8. From the following list, check ALL the reasons why your household does not use Northbrook Park District parks, facilities, programs, or activities more often:

- | | |
|--|---|
| <input type="checkbox"/> (01) Use other park districts | <input type="checkbox"/> (10) Facilities are not well-maintained |
| <input type="checkbox"/> (02) Program or facility not offered | <input type="checkbox"/> (11) Poor customer service |
| <input type="checkbox"/> (03) Facilities do not have the right equipment | <input type="checkbox"/> (12) Too busy |
| <input type="checkbox"/> (04) Use services of other agencies | <input type="checkbox"/> (13) Not interested |
| <input type="checkbox"/> (05) Lack of quality programs | <input type="checkbox"/> (14) Facility operating hours not convenient |
| <input type="checkbox"/> (06) Too far from residence | <input type="checkbox"/> (15) Lack of transportation |
| <input type="checkbox"/> (07) Classes full | <input type="checkbox"/> (16) Registration for programs is difficult |
| <input type="checkbox"/> (08) Fees are too high | <input type="checkbox"/> (17) Other: _____ |
| <input type="checkbox"/> (09) Program times are not convenient | |

9. The Northbrook Park District is studying the potential of developing and/or enhancing additional INDOOR and OUTDOOR programming spaces.

From the following list, please check ALL the potential additional INDOOR and OUTDOOR programming spaces your household would use:

INDOOR FACILITIES

- (01) Running and walking track
- (02) Fitness and exercise facility
- (03) Basketball/volleyball courts
- (04) Indoor lap swimming
- (05) Gymnastics/tumbling
- (06) Warm water therapeutic pool
- (07) Rock climbing/bouldering wall
- (08) Other: _____

OUTDOOR FACILITIES

- (09) Disc golf
- (10) Walking and biking trails
- (11) Lighted tennis courts
- (12) Pickleball courts
- (13) Outdoor fitness stations
- (14) Spray pad
- (15) Paddle tennis courts
- (16) Bocce ball courts
- (17) Bike park
- (18) Gaga ball courts
- (19) Other: _____

10. Which FOUR of the Indoor/Outdoor facilities from the list in Question 9 would you or members of your household use the MOST OFTEN? [Using the numbers in Question 9, write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE.']

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

11. From the following list, circle the option that best describes how you believe the direct costs required to run the activity/program should be paid:

Activity/Program	100% Taxes 0% Fees	75% Taxes 25% Fees	50% Taxes 50% Fees	25% Taxes 75% Fees	0% Taxes 100% Fees
1. Community special events	5	4	3	2	1
2. Youth competitive travel sports	5	4	3	2	1
3. Youth recreation sports programs	5	4	3	2	1
4. Youth general interest programs	5	4	3	2	1
5. Adult recreation sports programs	5	4	3	2	1
6. Adult general interest programs	5	4	3	2	1
7. Senior programs	5	4	3	2	1
8. Active adult programs	5	4	3	2	1
9. Performing Arts programs	5	4	3	2	1
10. Rounds of golf	5	4	3	2	1
11. Golf instruction	5	4	3	2	1
12. Summer camps	5	4	3	2	1
13. Preschool	5	4	3	2	1
14. Before and after school care programs	5	4	3	2	1

12. From the following list, indicate how important you feel it would be for the Park District to pursue each action by circling the number to the right of each item:

Action That Could Be Taken by the Park District:	Very Important	Somewhat Important	Not Sure	Not Important
1. Develop a new community center	4	3	2	1
2. Develop new and/or connect existing walking and biking trails	4	3	2	1
3. Acquire land and develop parks in underserved areas	4	3	2	1
4. Upgrade existing indoor program spaces	4	3	2	1
5. Upgrade existing neighborhood and community parks	4	3	2	1
6. Upgrade Sportsman's golf course/practice range	4	3	2	1
7. Upgrade Sportsman's clubhouse	4	3	2	1

13. Which THREE actions from the list in Question 12 would you be most willing to fund with your tax dollars? [Using the numbers in Question 12, write-in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE.']

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

14. How does your household learn about Northbrook Park District's programs, parks, activities and news? (Check all that apply.)

- _____ (01) Seasonal program guide
- _____ (02) Senior newsletter: Momentum
- _____ (03) Newspaper
- _____ (04) Park District staff
- _____ (05) Golf E-blasts
- _____ (06) Fliers at Park District facilities
- _____ (07) Community signs/banners
- _____ (08) Northbrook Park District E-News
- _____ (09) Friends and neighbors
- _____ (10) School fliers/newsletters
- _____ (11) Northbrook Park District website
- _____ (12) Facebook
- _____ (13) Newspaper advertisements
- _____ (14) Twitter
- _____ (15) Other: _____

15. Rate your level of satisfaction with the overall value that your household receives from the Northbrook Park District:

- (5) Very Satisfied
- (3) Neutral
- (1) Very Dissatisfied
- (4) Somewhat Satisfied
- (2) Somewhat Dissatisfied
- (9) Don't Know

Demographics

16. Including yourself, how many people live in your household? _____

17. How many people in your household are:

- Under age 5: _____
- Ages 5-9: _____
- Ages 10-14: _____
- Ages 15-19: _____
- Ages 20-24: _____
- Ages 25-34: _____
- Ages 35-44: _____
- Ages 45-54: _____
- Ages 55-64: _____
- Ages 65-79: _____
- Ages 80+: _____

18. What is your age? _____

19. What is your gender? _____ (1) Male _____ (2) Female

20. How many years have you lived in the Northbrook Park District? _____ years

Use the space below to share any additional comments that can assist the Northbrook Park District in improving parks, trails, open space, recreation facilities, programs, or services:

This concludes the survey. Thank you for your time.

Return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain completely confidential. The address information on the right will ONLY be used to help identify areas with special interests. Thank you.