



**NEWS RELEASE
GLENVIEW PARK DISTRICT
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FOR IMMEDIATE RELEASE

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GLENVIEW PARK DISTRICT INTEREST & ATTITUDE SURVEY HIGHLIGHTS

GLENVIEW, IL, Thursday, May 28, 2009 -- Results of the Glenview Park District's Attitude and Interest Survey, conducted during the spring of 2009, were presented to the Glenview Park Board of Commissioners at its May 28 Board meeting.

The survey was conducted by Leisure Vision/ETC Institute, an independent consulting company, for the purpose of gathering community input on the Glenview Park District recreation facilities and parks, programs and services within the park district. Leisure Vision mailed surveys to a random sample of 3,000 households throughout the Glenview Park District with the goal of obtaining at least 600 completed surveys from park district residents. A total of 693 surveys were completed and accurately reflect the overall demographics of residents within the district.

Information gathered from these surveys was also benchmarked against other park districts and recreation agencies in Illinois and throughout the U.S. to allow Glenview officials to analyze how the park district measures up compared to other districts. In addition to assessing levels of customer satisfaction and interest, information gathered from the survey will also provide insights for the direction to be taken in developing the district's next Strategic Plan for 2010-2013.

"Leisure Vision has completed over 600 surveys for parks and recreation systems in 46 states including more than two dozen surveys in Illinois," said Ron Vine, president, Leisure Vision. "Based on our experience, the Glenview Park District is one of the most well-balanced and excellent parks and recreation providers in the

country with high usage and satisfaction with parks, trails, recreation facilities, programs and related customer service.”

The Glenview Park District ranked higher in all benchmarking averages compared to other park districts in Illinois and throughout the nation including:

- Number of respondents visiting parks - 82% in Glenview compared to 80% in other Illinois communities and 72% nationwide.
- Quality of parks rated excellent and good – 96% in Glenview compared to 88% in other Illinois communities and 85% nationwide.
- Number of respondents participating in recreation programs – 50% in Glenview compared to 43% in other Illinois communities and 30% nationwide.
- Quality of recreation programs rated excellent and good – 94% in Glenview compared to 90% in other Illinois communities and 87% nationwide.
- 75% of respondents were either very satisfied or somewhat satisfied with the overall value their household received from the Glenview Park District (14% neutral, 5% dissatisfied and 6% didn’t know) compared to 65% in other Illinois communities (16% neutral, 7% dissatisfied and 11% didn’t know) and 60% nationwide (19% neutral, 9% dissatisfied and 12% didn’t know) .
- While 89% of survey respondents get information about park district programs and facilities from the park district brochure, 32% (more than 2 ½ times the national average) get park district information from the Glenview Park District website.

The Glenview Park District was rated similarly to other Illinois communities and nationwide in areas future planning consideration including:

- Over 50% of survey respondents stated they had a need for these facilities: walking & biking trails (70%), park restrooms (57%), nature center and trails (56%), indoor running/walking track (54%) and outdoor swimming pools/water parks (52%).

- Recreation programs that survey respondents indicated they had the greatest need for include adult fitness and wellness (37%), special events (18%), adult general interest programs (17%) and youth sports programs (15%).
- Programs that respondents indicated they would be most likely to participate in include family events (43%), weekend recreation programs (23%), family exercise programs (20%) and family classes/events (17%).

“We are thrilled with the results from the recent survey,” said Chuck Balling, executive director of the Glenview Park District, “Not only does the survey reflect that our residents feel strongly that the park district is meeting their recreational needs, but, it also gives us a wealth of insights into the areas we should focus on in the near future.”

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Community Attitude and Interest Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The Glenview Park District conducted a Community Attitude and Interest Survey during the spring of 2009 to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Glenview Park District officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 3,000 households throughout the Glenview Park District. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 600 completed surveys from Glenview Park District residents. This goal was far exceeded, with a total of 693 surveys having been completed. The results of the random sample of 693 households have a 95% level of confidence with a precision of at least +/-3.8%.

The following pages summarize major survey findings:

Major Survey Findings

- **Visiting Glenview Park District Parks.** Eighty-two percent (82%) of households have visited a Glenview Park District park during the past year. The most frequently mentioned parks that households have used during the past year include: Flick Park (53%), Roosevelt Park (37%), Johns Park (29%), and Jackman Park (19%).

Of the 82% of households that have visited Park District parks during the past year, 96% rated the physical condition of all the parks as either excellent (45%) or good (51%). In addition, 3% rated the physical condition as “fair” and only 1% rated it as “poor”.

- **Amenities to Improve and/or Add to Parks.** Restrooms (37%) is the amenity that households would most like to see improved and/or added to the parks they visit the most. Other frequently mentioned amenities that households would most like to see improved and/or added to include: drinking fountains (28%), picnic tables/benches (17%), and park security lighting (16%).

- **Use of Park District Facilities.** Park Center (76%) is the most frequently mentioned Park District facility that households have used. Other frequently mentioned Park District facilities that households have used include: Wagner Farm (47%), Flick Outdoor Pool (44%), and Grove National Historic Landmark (41%).

For all 18 Park District facilities that households have used, over 80% of households rated the condition and appearance of the facilities as either excellent or good.

- **Reasons Preventing the Use of Facilities or Programs More Often.** “We are not interested/too busy” (31%) is the most frequently mentioned reason preventing households from using Glenview Park District parks, recreation and sports facilities or programs more often. Other frequently mentioned reasons include: “fees are too high” (29%) and “program times are not convenient” (22%).

- **Need for Parks and Recreation Facilities.** There are five parks and recreation facilities that over 50% of households have a need for: walking and biking trails (70%), park restrooms (57%), nature center and trails (56%), indoor running/walking track (54%), and outdoor swimming pools/water parks (52%).

- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking and biking trails (46%), outdoor swimming pools/water park (26%), indoor running/walking track (25%), nature center and trails (22%), and indoor fitness and exercise

Community Attitude and Interest Survey for the Glenview Park District

- facilities (22%).
- **Participation in Park District Recreation Programs.** Fifty percent (50%) of households have participated in recreation programs offered by the Glenview Park District during the past 12 months. Of the 50% of households that have participated in Park District programs, 94% rated the overall quality of the programs as either excellent (44%) or good (50%), and only 1% rated them as poor.
 - **Ways Respondents Learn about Programs and Activities.** Eighty-nine percent (89%) of those surveyed have learned about Glenview Park District programs and activities through the Glenview Park District Brochure. Other frequently mentioned ways that respondents have learned about programs and activities include: word of mouth (40%), Glenview Park District website (32%), and newspaper articles/advertisements (30%).
 - **Organizations Used for Indoor and Outdoor Activities.** Sixty-three percent (63%) of households have used the Glenview Park District for indoor and outdoor recreation and sports activities. Other frequently mentioned organizations that households have used include: private clubs (30%), neighboring cities/counties/state parks (25%), churches (24%), and the Cook County Forest Preserve District (23%).
 - **Level of Satisfaction with Overall Value Received from the Park District.** Seventy-five percent (75%) of respondents were either very satisfied (43%) or somewhat satisfied (32%) with the overall value their household receives from the Glenview Park District. Only 5% of respondents were either “somewhat dissatisfied” (4%) or very dissatisfied (1%).
 - **Need for Recreation Programs.** The recreation programs that the highest percentage of households have a need for include: adult fitness and wellness programs (55%), special events (35%), nature programs/green initiative programs (30%), and adult general interest programs (30%).
 - **Most Important Recreation Programs.** Based on the sum of their top four choices, the recreation programs that households rated as the most important include: adult fitness and wellness (37%), special events (18%), adult general interest programs (17%), and youth sports programs (15%).
 - **Recreation Programs Participate in Most Often at Park District Facilities.** Based on the sum of their top four choices, the recreation programs that households participate in most often at Glenview Park District facilities include: adult fitness and wellness programs (24%), youth sports programs (13%), special events (10%), and youth summer camp programs (10%).

- **Programs That Households Would Be Most Likely to Participate In.** Based on the sum of their top three choices, the potential Glenview Park District programs that households would be most likely to participate in include: family events (43%), weekend recreation programs (23%), family exercise programs (20%), and family classes/events (17%).

- **Importance of Park District Parks and Programs within the Next Couple of Years.** Thirty-four percent (34%) of households indicated that the Glenview Park District will be either “much more important than now” (13%) or “more important than now” (21%) to their household within the next couple of years. Fifty-two percent (52%) indicated that it would be the “same importance as now,” while only 12% indicated that it would be either “less important than now” (8%) or “much less important than now” (4%).

- **Allocation of \$100 among Various Park District Trails, Parks and Recreation Facilities.** Respondents would allocate \$30 out of \$100 towards the improvements/maintenance of existing parks, pool and recreation facilities. The remaining \$70 was allocated as follows: development of walking and biking trails (\$29), renovation of neighborhood park field houses (\$10), acquisition of new park land and open space (\$8), other (\$8), development of new indoor field sports (\$7), construction of new sports fields (\$4), and additional sheet of ice at the Glenview Ice Center (\$4).