

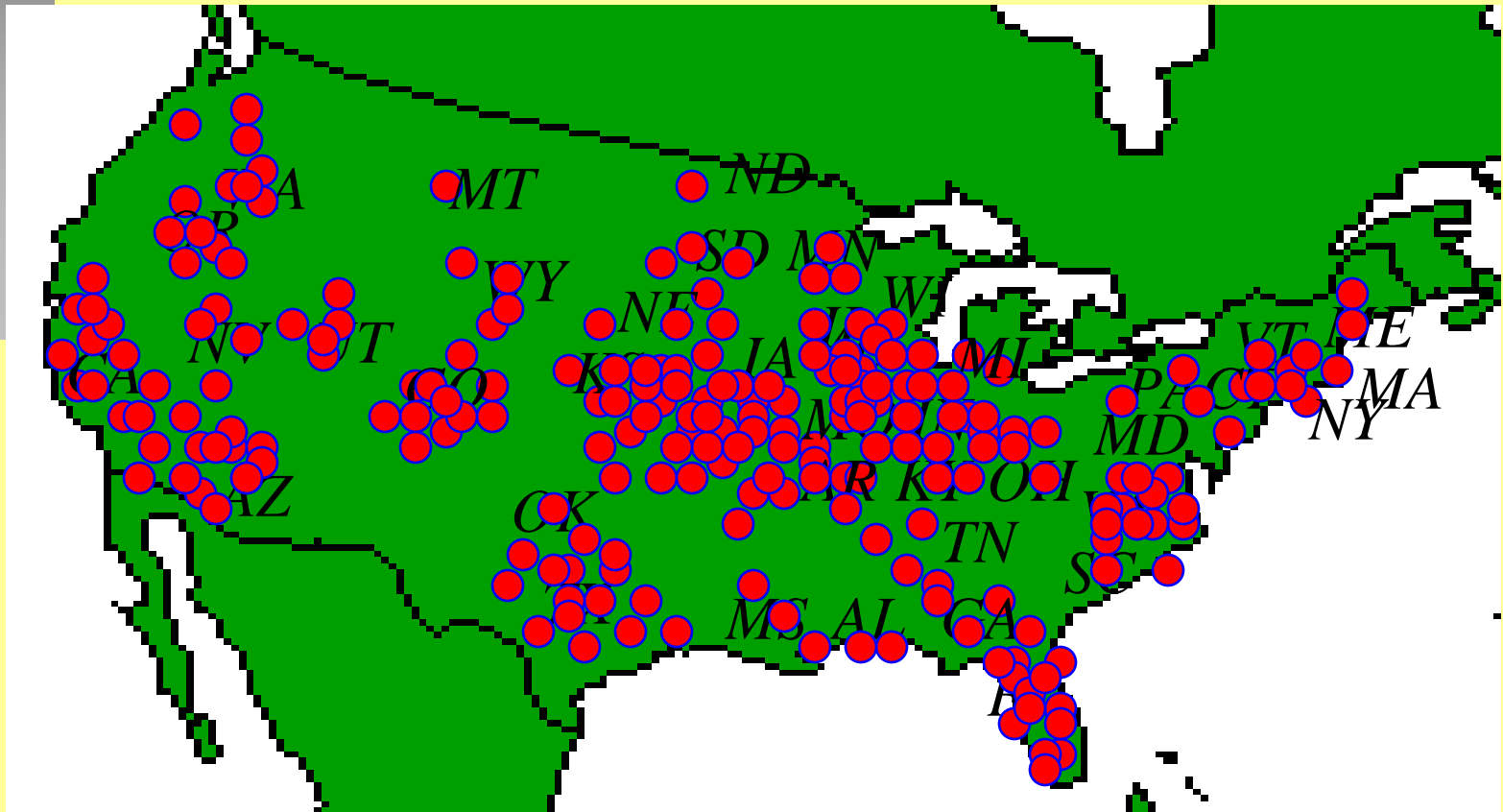
Lake Bluff Park District Citizen Survey

- *Questions on full range of usage, customer satisfaction, needs, unmet needs, and priorities questions*
- *Goal of 500 completed surveys.*
- *Actually completed 640 surveys. Results have 95% level of confidence with margin of error of +/-3.9%*

Special Demographic Breakdowns

- *Household type and size*
- *Age of respondent and gender*
- *Participation in Recreation Programs*
- *Willingness to Pay Additional Taxes*

*Leisure Vision- More than 600 Needs
Assessment Surveys in 46 States*



*Benchmarking Comparisons
to National, Illinois, and North Suburban Clients*

Leisure Vision Illinois Clients Over Past 5 Years Include:

- *Champaign Park Dist.*
- *Schaumburg Park Dist.*
- *Wheeling Park Dist.*
- *Glenview Park District*
- *Winnetka Park District*
- *Des Plaines Park Dist.*
- *Highland Park Dist.*
- *Lake Bluff Park Dist.*
- *River Forest Park Dist*
- *NW Special Rec. Assoc*
- *Urbana Park Dist.*
- *Lindenhurst Park Dist.*
- *Carol Stream Park Dist.*
- *Deerfield Park Dist.*
- *Downers Grove Park Dist.*
- *Lisle Park Dist*
- *Freeport Park Dist.*
- *River Trails Park Dist.*
- *Hoffman Estates Park Dist*
- *River Trails Park Dist.*
- *Fox Valley Spec. Rec.*

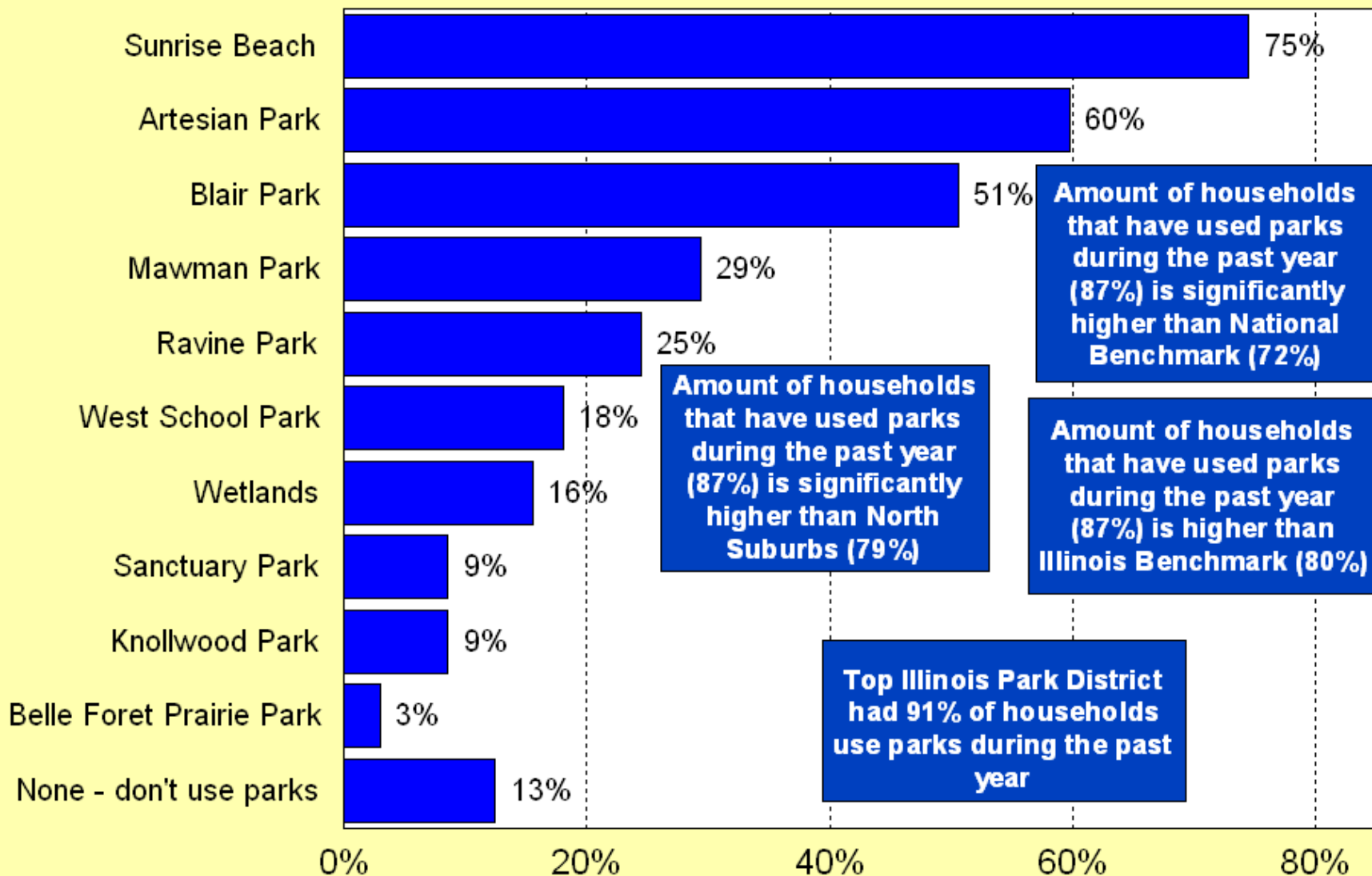
Presentation

- *Usage of current system*
- *Needs, unmet needs and priorities*
- *Funding support and priorities*

**Excellent tool for developing realistic
Performance measurements**

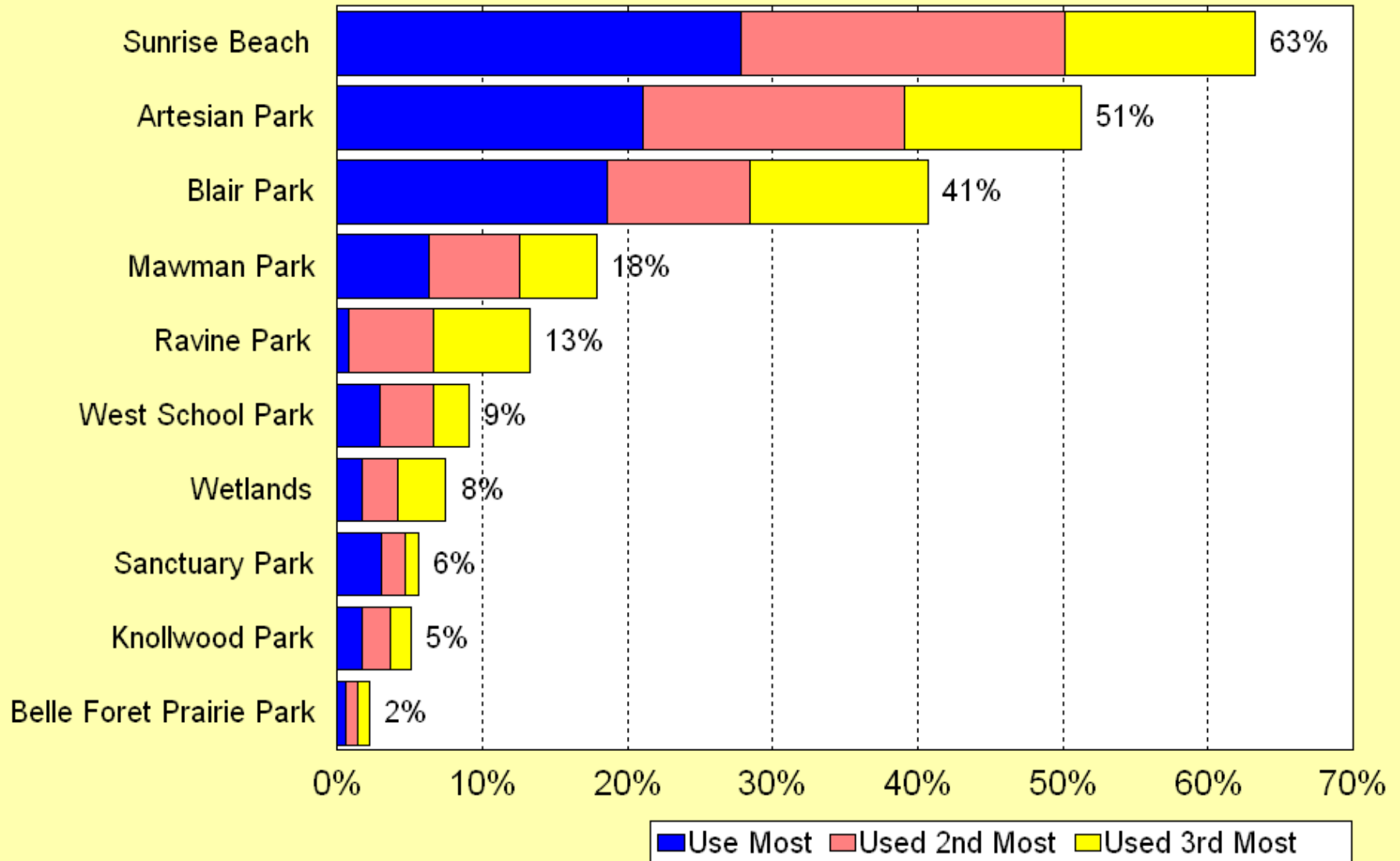
Q2. Lake Bluff Park District Parks That Households Have Used During the Past Year

by percentage of respondents (multiple choices could be made)



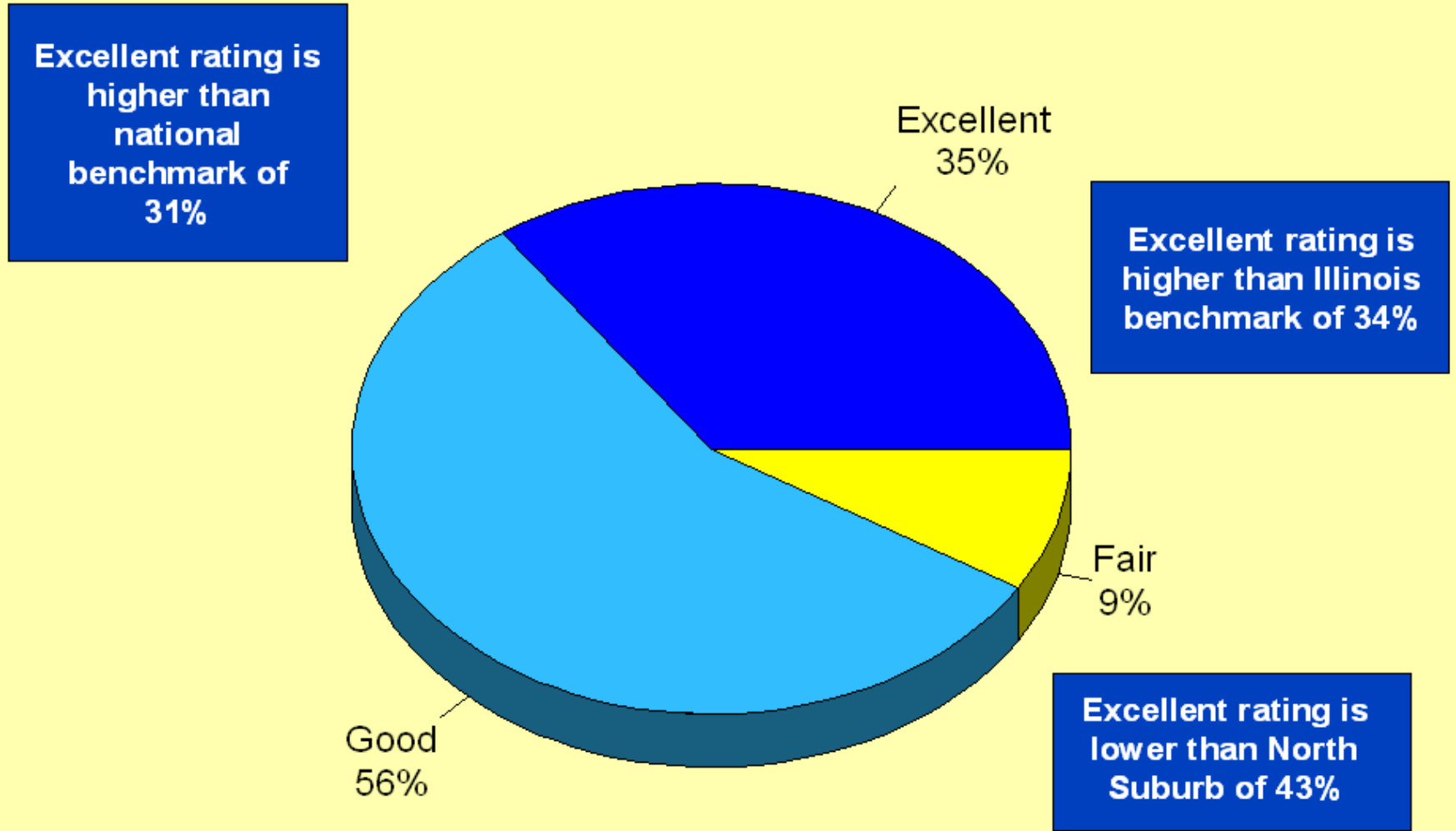
Q3. Lake Bluff Park District Parks That Households Have Used the Most During the Past Year

by percentage of respondents who selected it as one of their top three choices



Q4. Overall, How Would You Rate the Physical Condition of All the Lake Bluff Park District Parks You Have Visited?

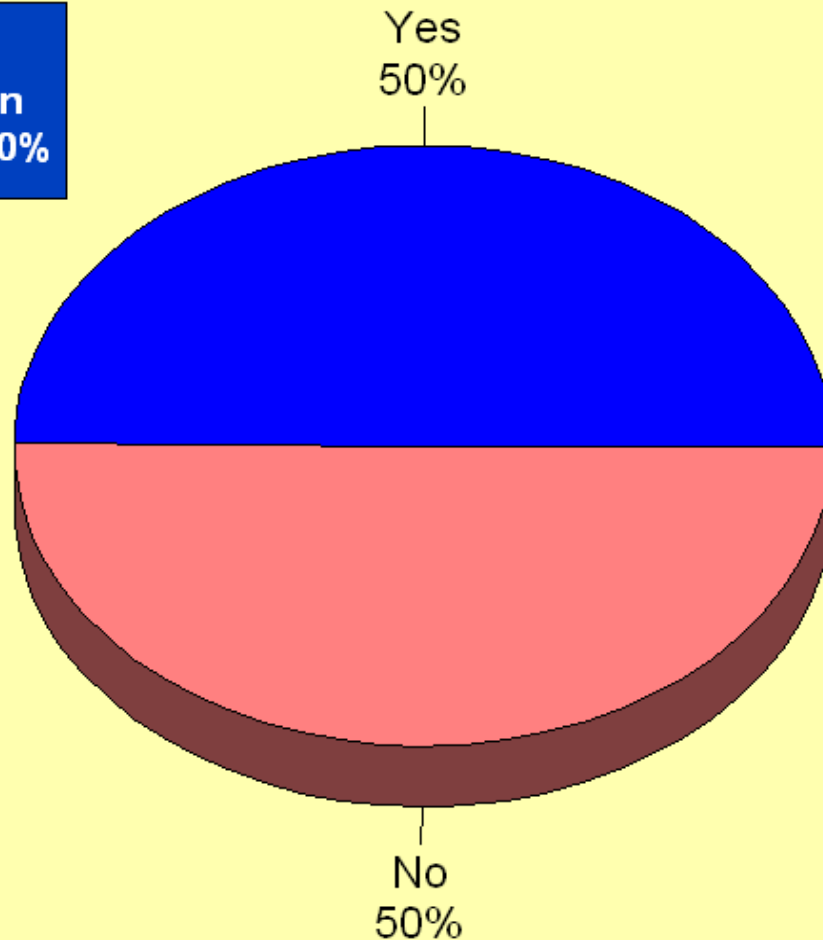
by percentage of respondents



Q5. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the Lake Bluff Park District During the Past 12 Months?

by percentage of respondents

Participation rating is significantly higher than national benchmark of 30%



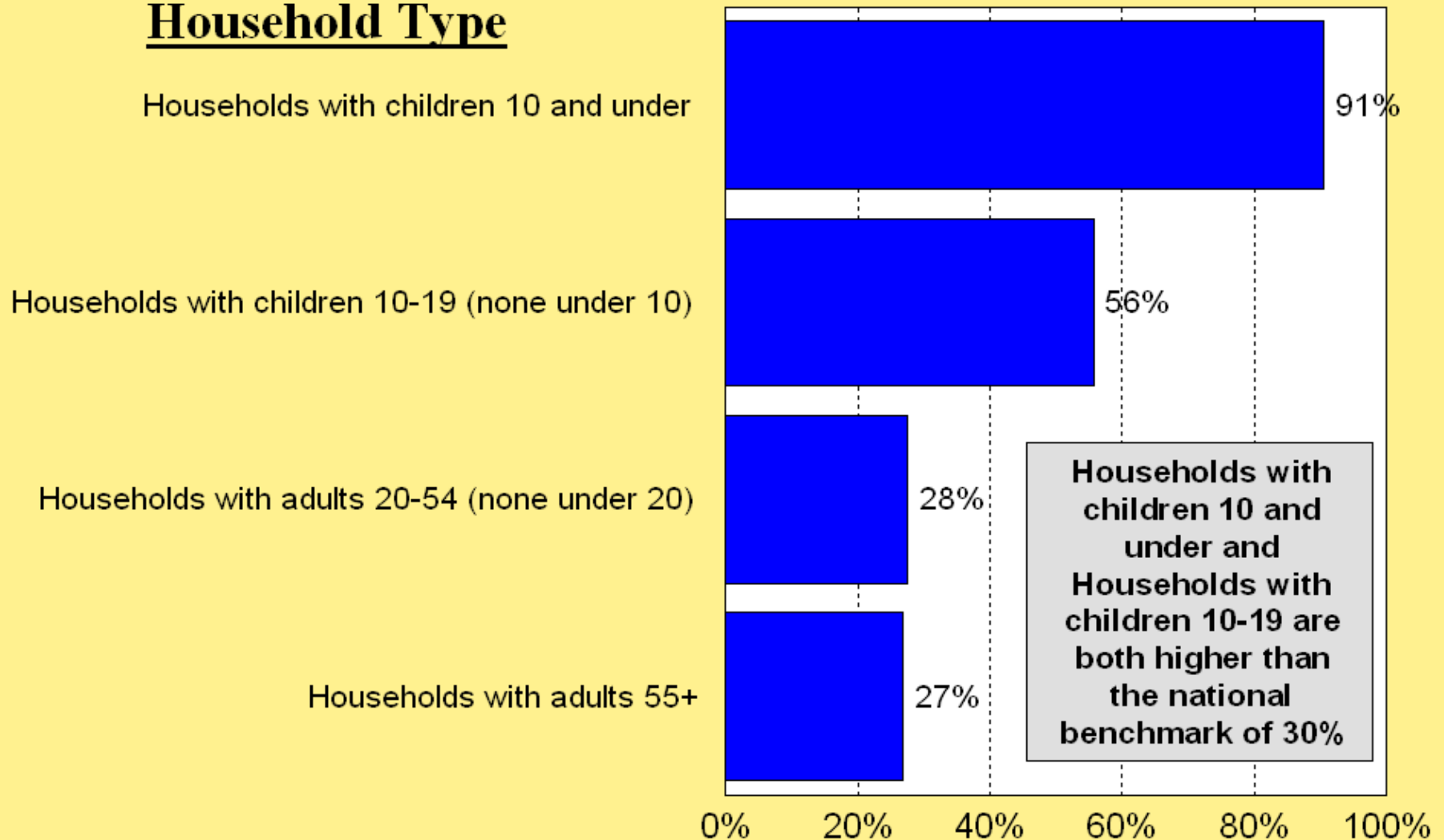
Participation rating is significantly higher than Illinois benchmark of 43%

Participation rating is higher than North Suburb benchmark of 48%

Top Illinois Participation rating is 60%

Q3. Have You or Members of Your Households Participated in Any Recreation Programs or Utilized Any Recreation Facilities Offered by the Lake Bluff Park District During the Past 12 Months?

Household Type

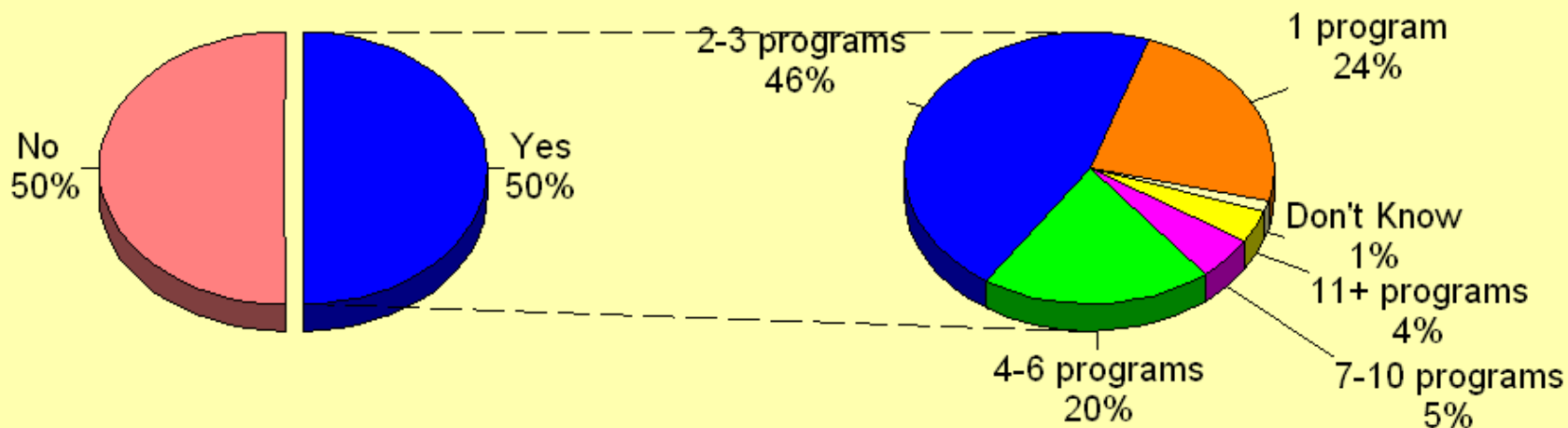


Q5. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the Lake Bluff Park District During the Past 12 Months?

by percentage of respondents

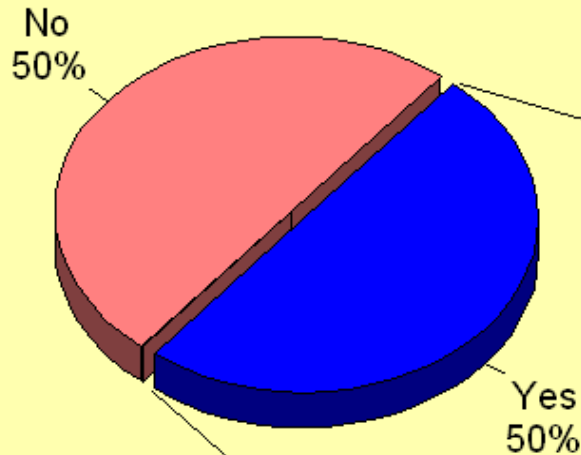
Opportunities exist to increase participation with current customer households

Q5a. Number of Park District Programs Participated in During the Past 12 Months

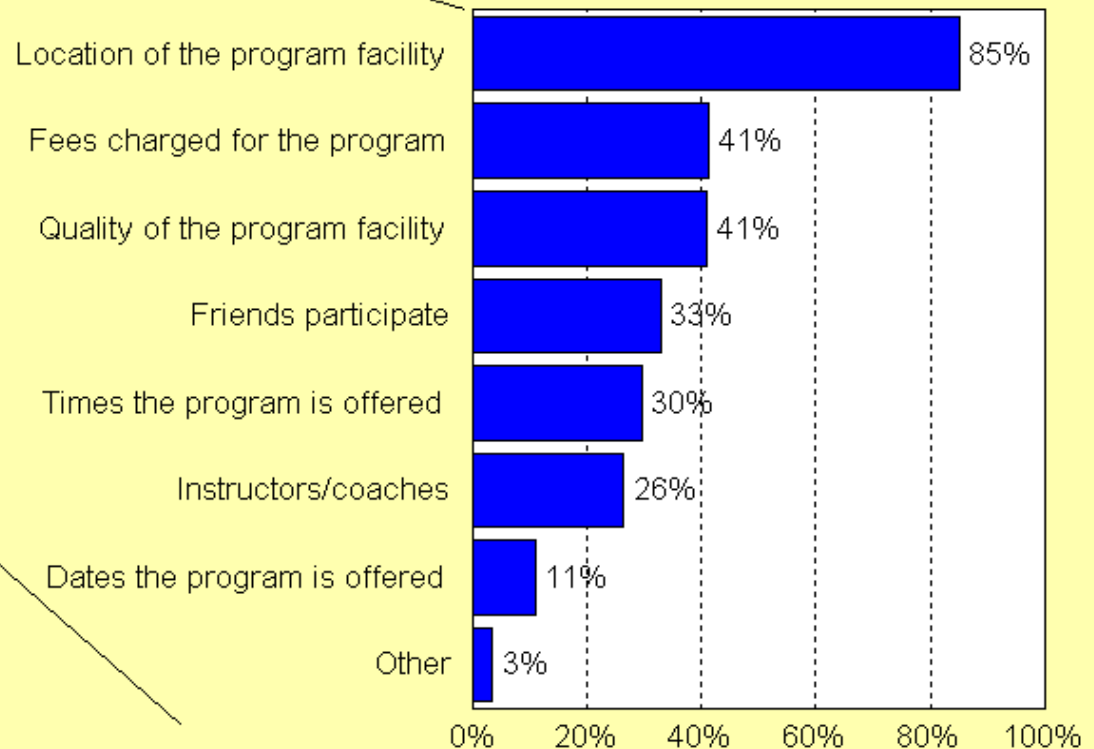


Q5. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the Lake Bluff Park District During the Past 12 Months?

by percentage of respondents



Q5b. Primary Reasons Households Participate in Park District Programs



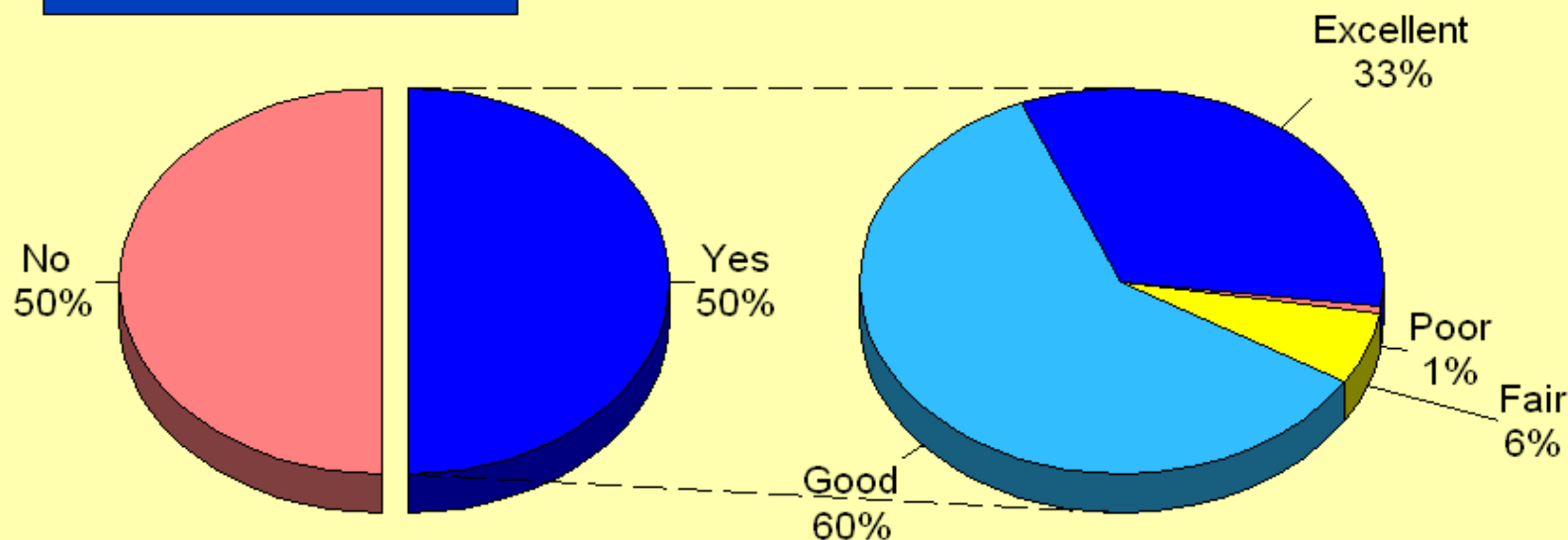
In every household type location is primary reason for participation

Q5. Have You or Members of Your Households Participated in Any Recreation Programs Offered by the Lake Bluff Park District During the Past 12 Months?

by percentage of respondents

Excellent ratings are the same as national benchmark (33%)

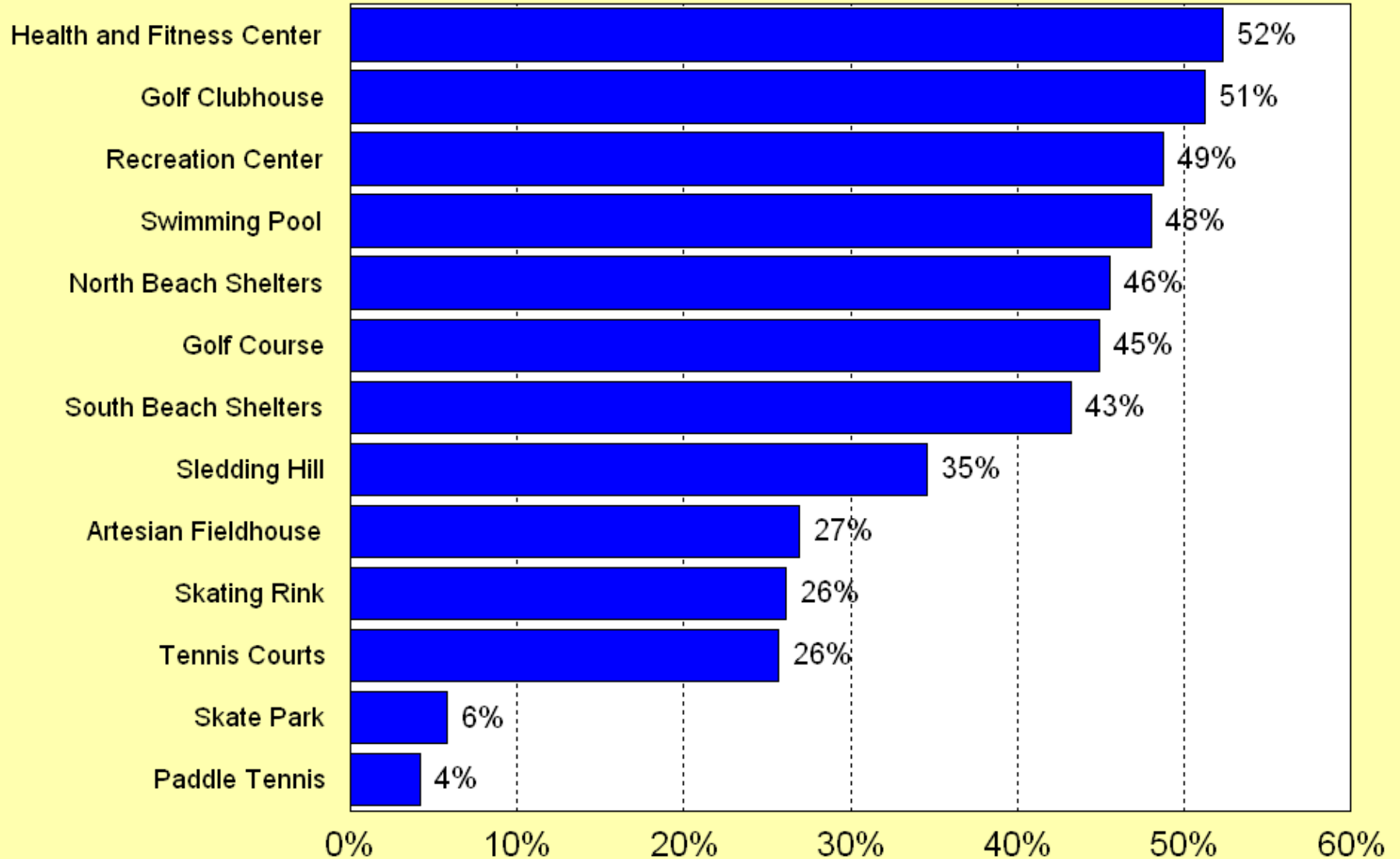
Q5c. How Respondents Rate the Overall Quality of the Park District Programs Their Household Has Participated in



Excellent ratings are lower than Illinois benchmark (36%) and North Suburb benchmark (40%)

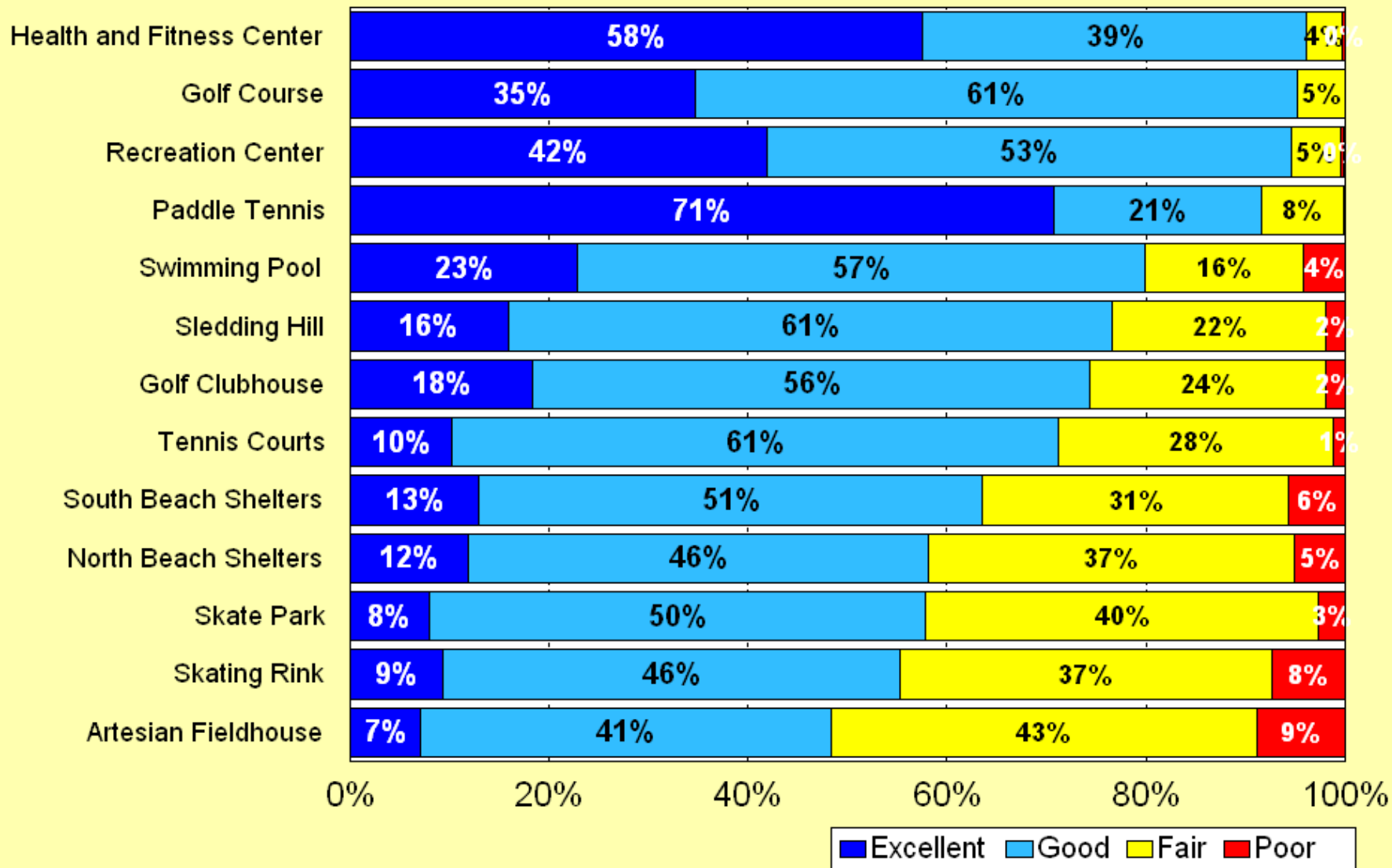
Q6. Lake Bluff Park District Recreation Facilities That Households Have Used

by percentage of respondents (multiple choices could be made)



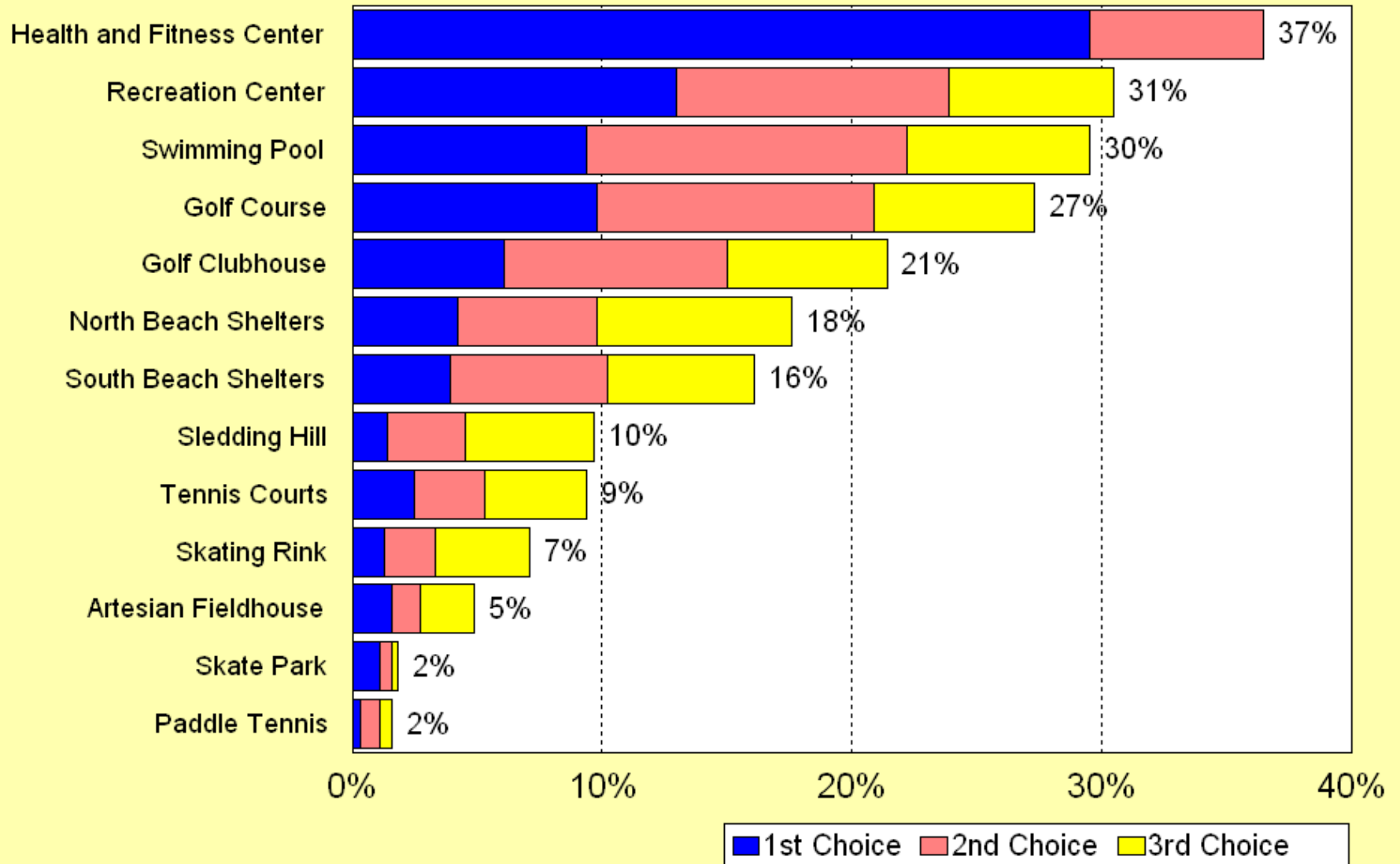
Q6a. How Households Rate the Condition of Recreation Facilities They Have Used

by percentage of households that used facilities



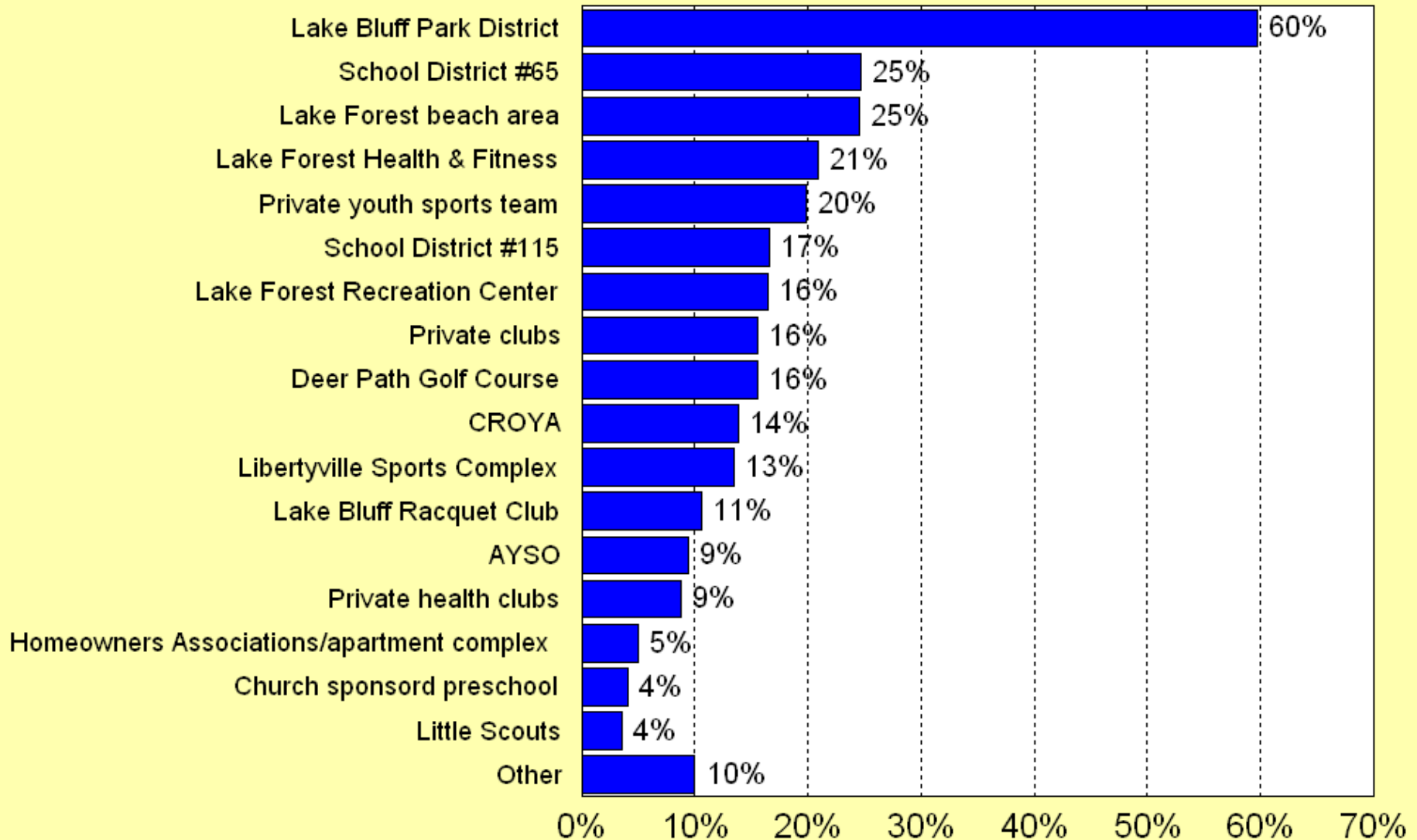
Q7. Recreation Facilities That Households Have Used the Most During the Past Year

by percentage of respondents who selected it as one of their top three choices



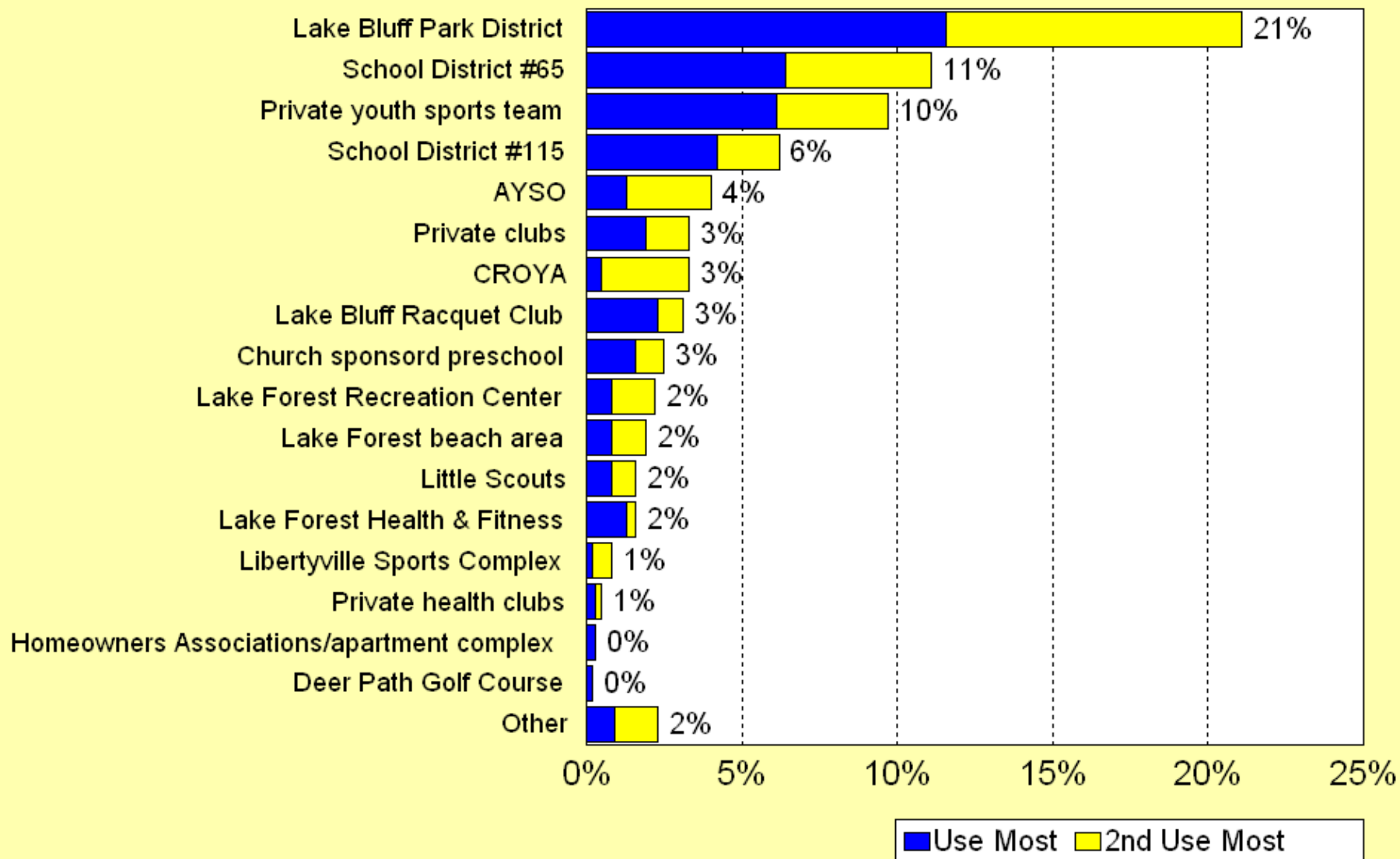
Q8. Organizations Used for Indoor and Outdoor Recreation Activities During the Past 12 Months

by percentage of respondents (multiple choices could be made)



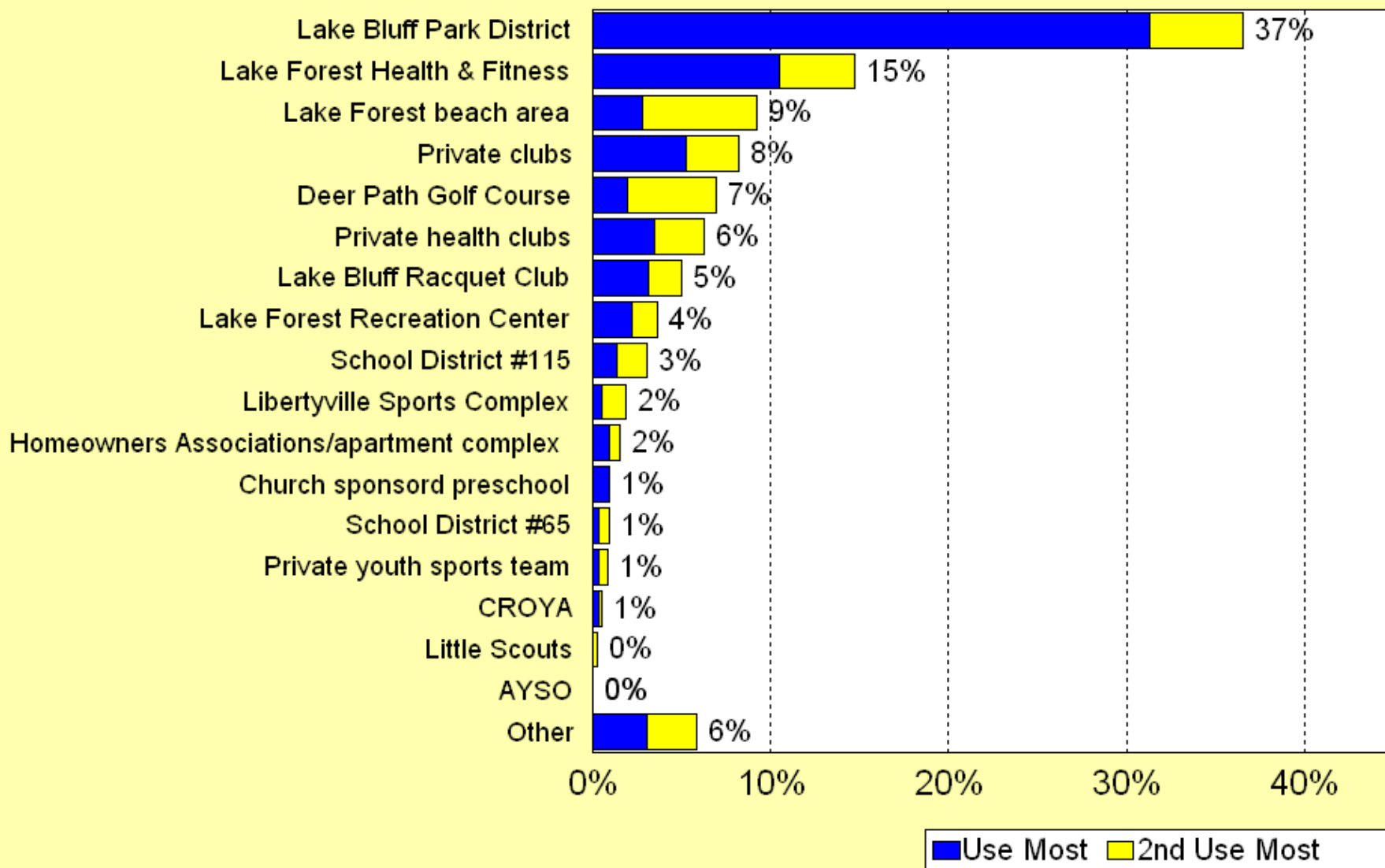
Q9. Organizations That Respondent Household Members Ages 0 to 17 Use the Most for Parks and Recreation Activities

by percentage of respondents who selected the item as one of their top two choices



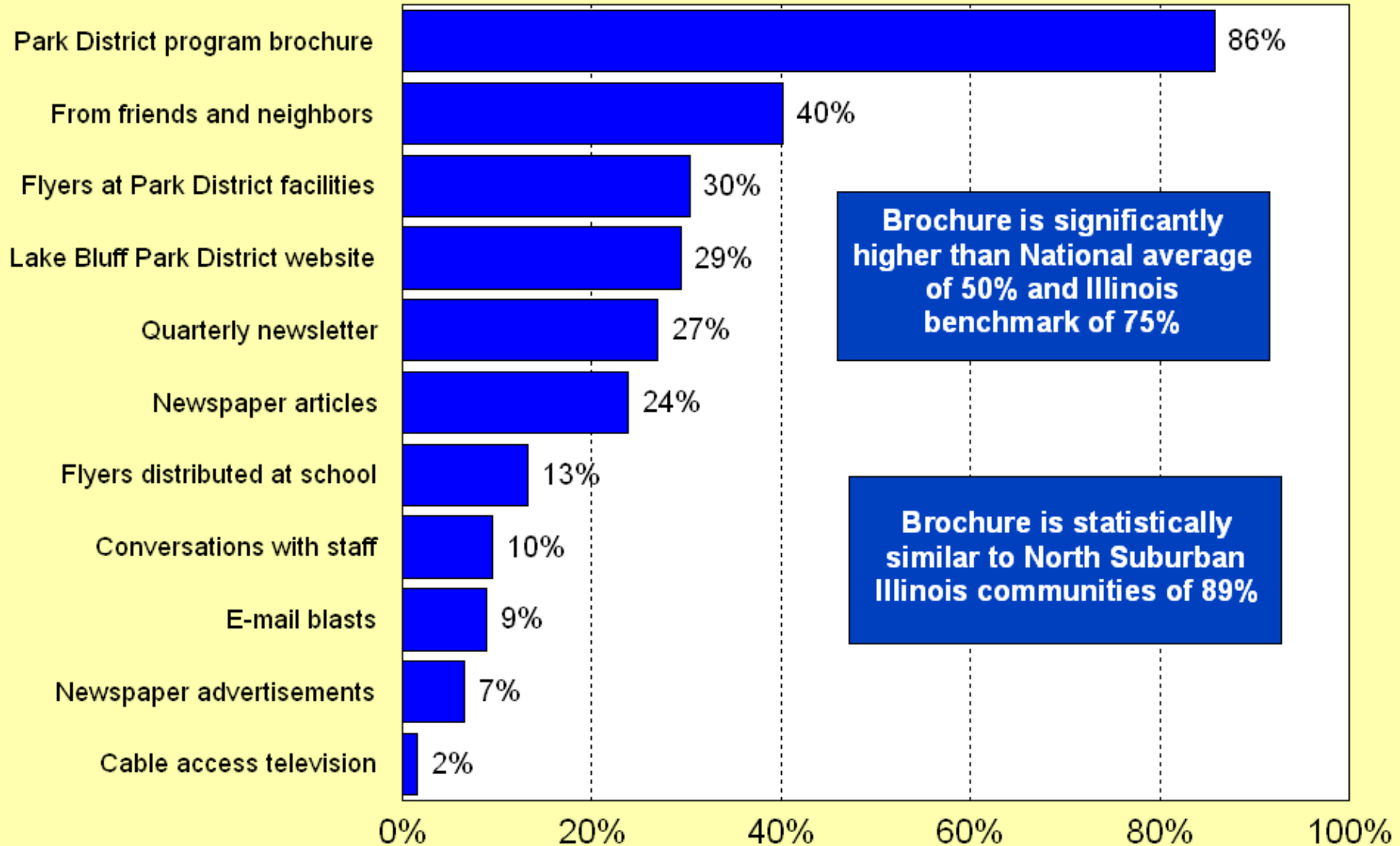
Q9. Organizations That Respondent Household Members Ages 18+ Use the Most for Parks and Recreation Activities

by percentage of respondents who selected the item as one of their top two choices

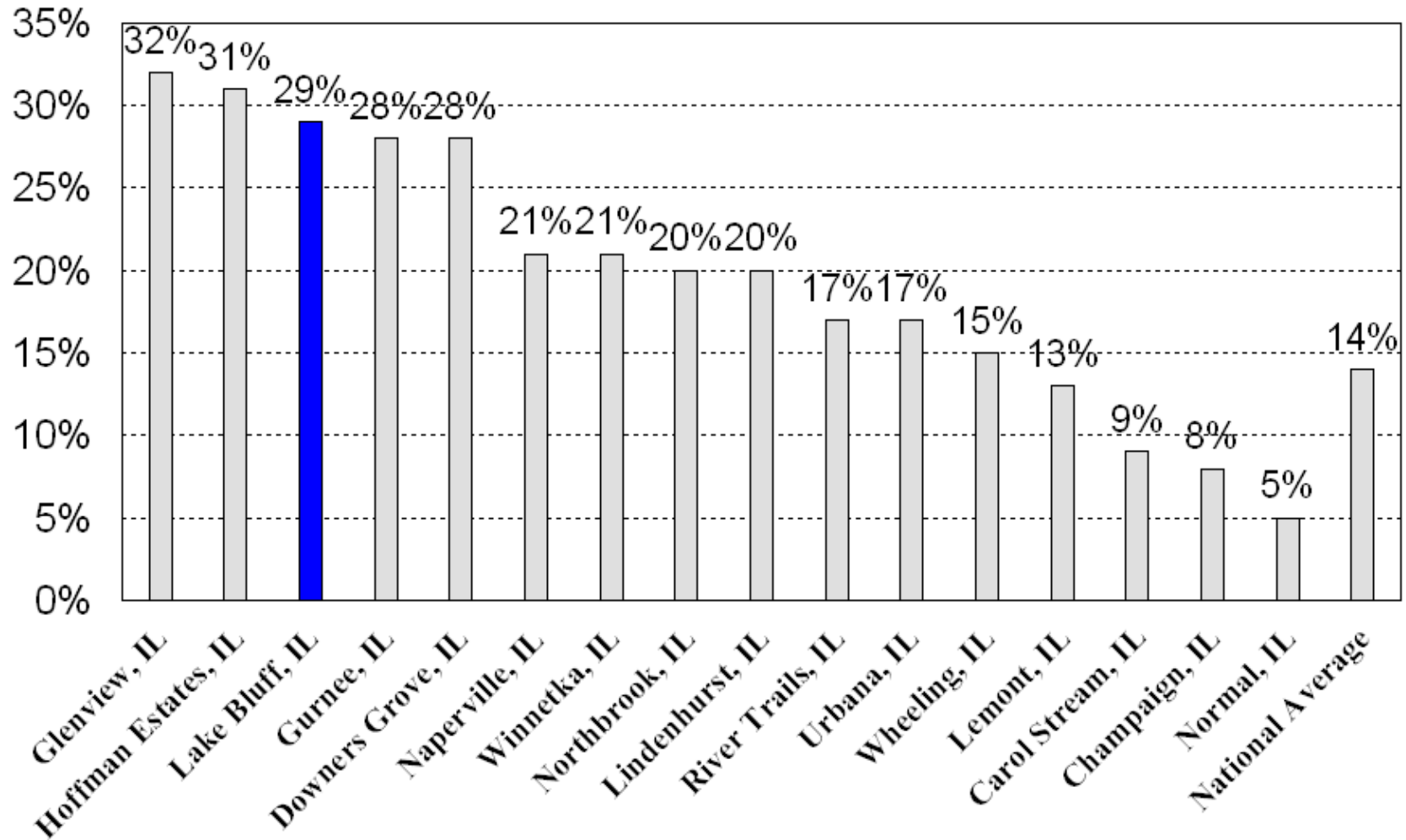


Q15. Ways Respondents Have Learned About Lake Bluff Park District Programs and Activities

by percentage of respondents (multiple choices could be made)

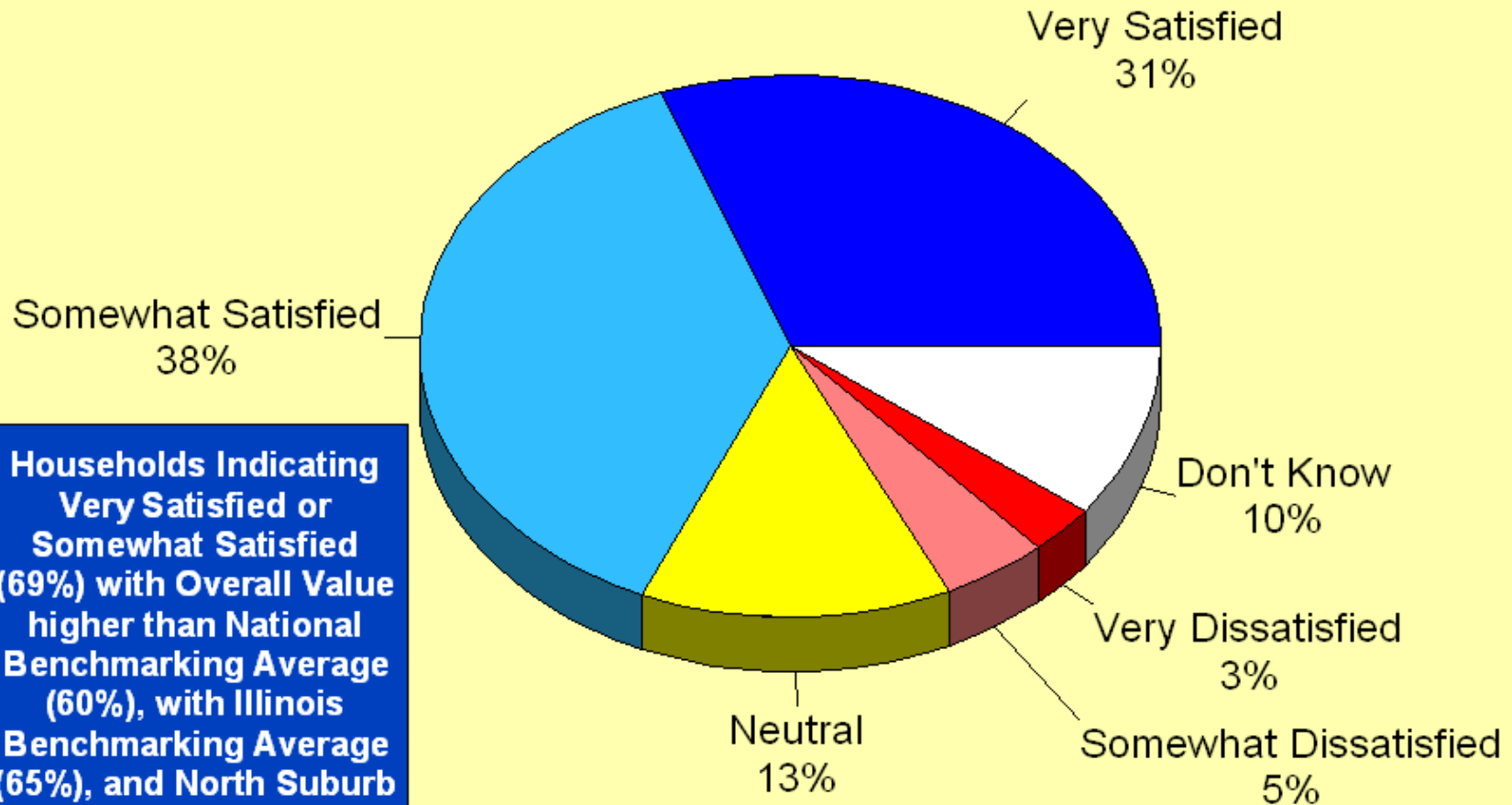


Use of Website in Top Illinois Communities Compared to National Benchmarks



Q18. Level of Satisfaction with the Overall Value Households Receive from the Lake Bluff Park District

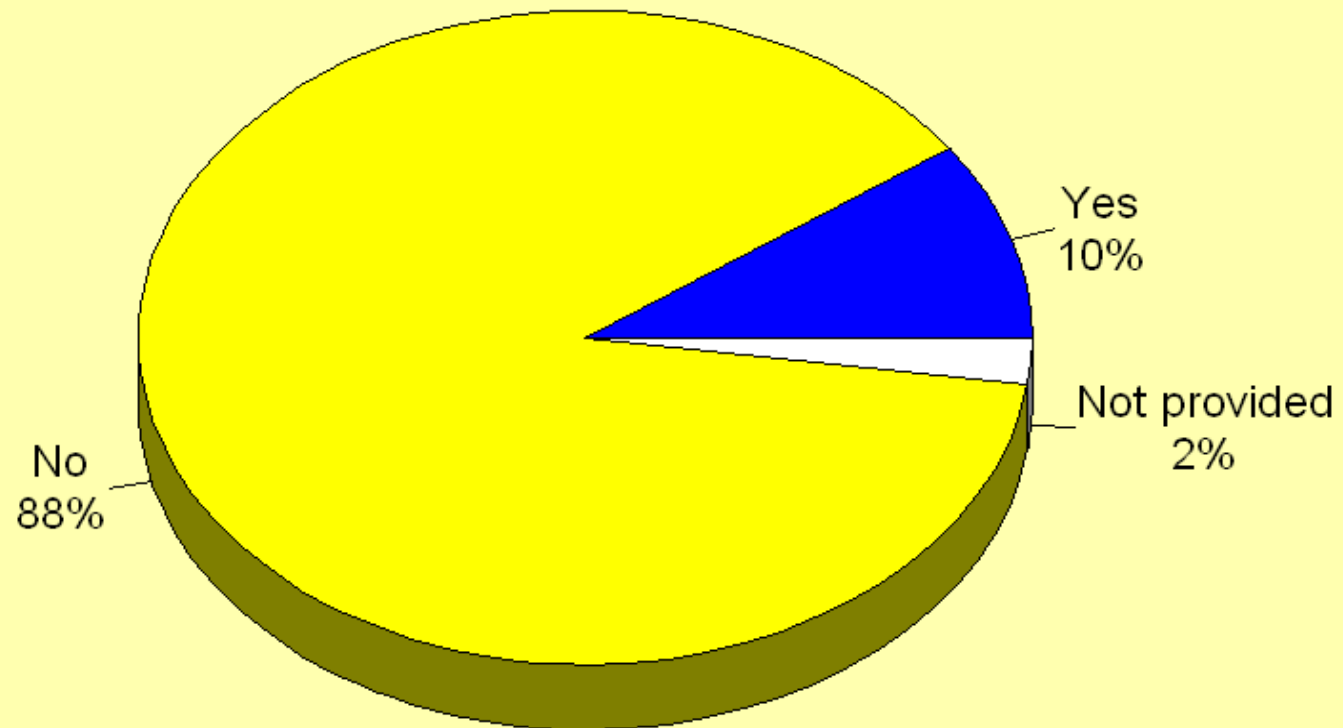
by percentage of respondents



Households Indicating Very Satisfied or Somewhat Satisfied (69%) with Overall Value higher than National Benchmarking Average (60%), with Illinois Benchmarking Average (65%), and North Suburb (67%)

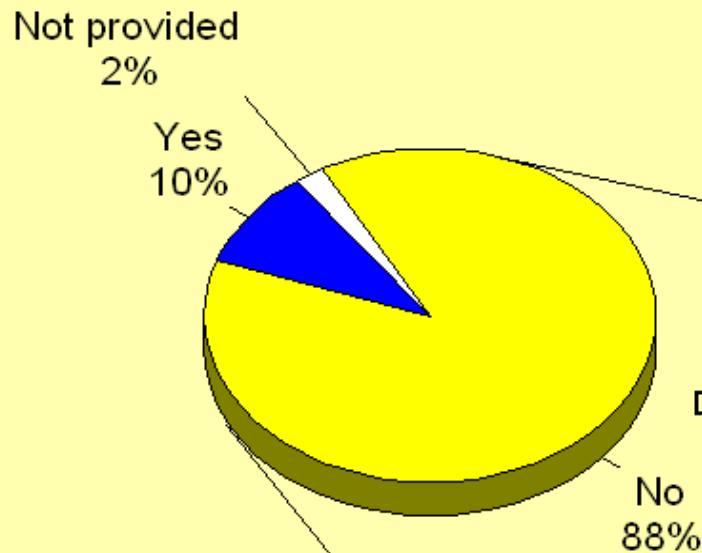
Q22. Have You Used the "Click the Play" Online Registration System?

by percentage of respondents

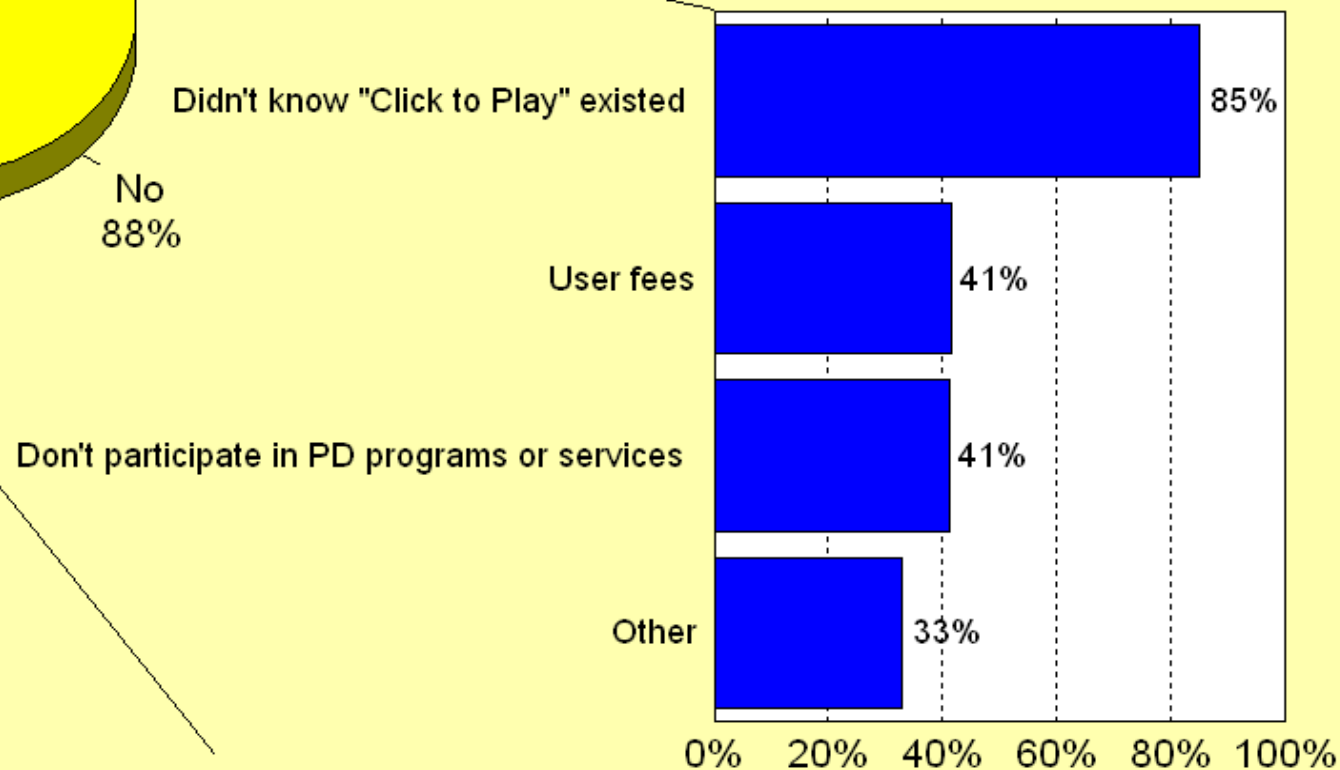


Q22. Have You Used the "Click the Play" Online Registration System?

by percentage of respondents



Q22a. Please Indicate All the Reasons You Have Not Used "Click to Play"

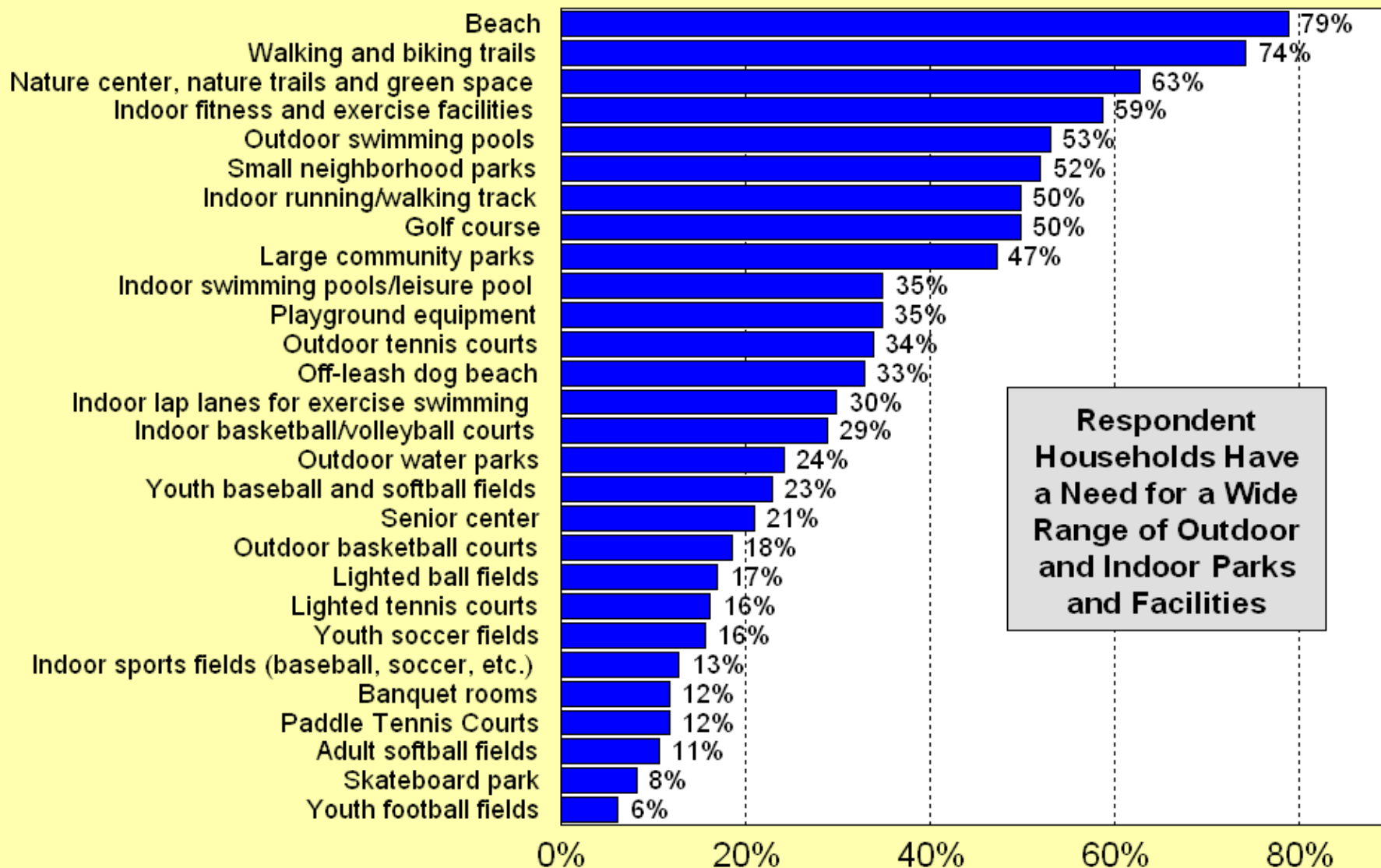


Presentation

- *Needs, unmet needs and priorities*

Q10. Respondent Households That Have a Need for Various Parks and Recreation Facilities

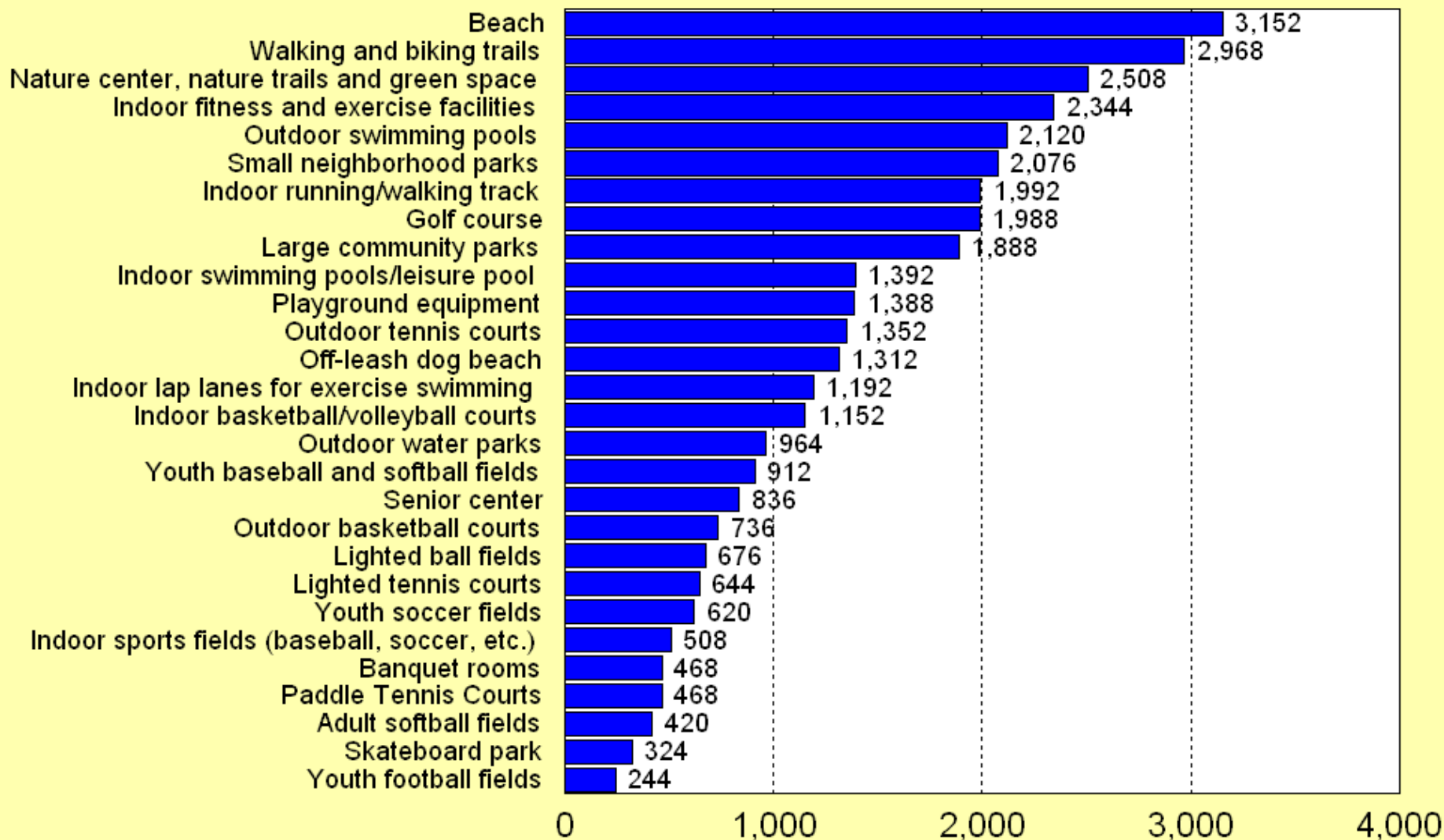
by percentage of respondents (multiple choices could be made)



Respondent Households Have a Need for a Wide Range of Outdoor and Indoor Parks and Facilities

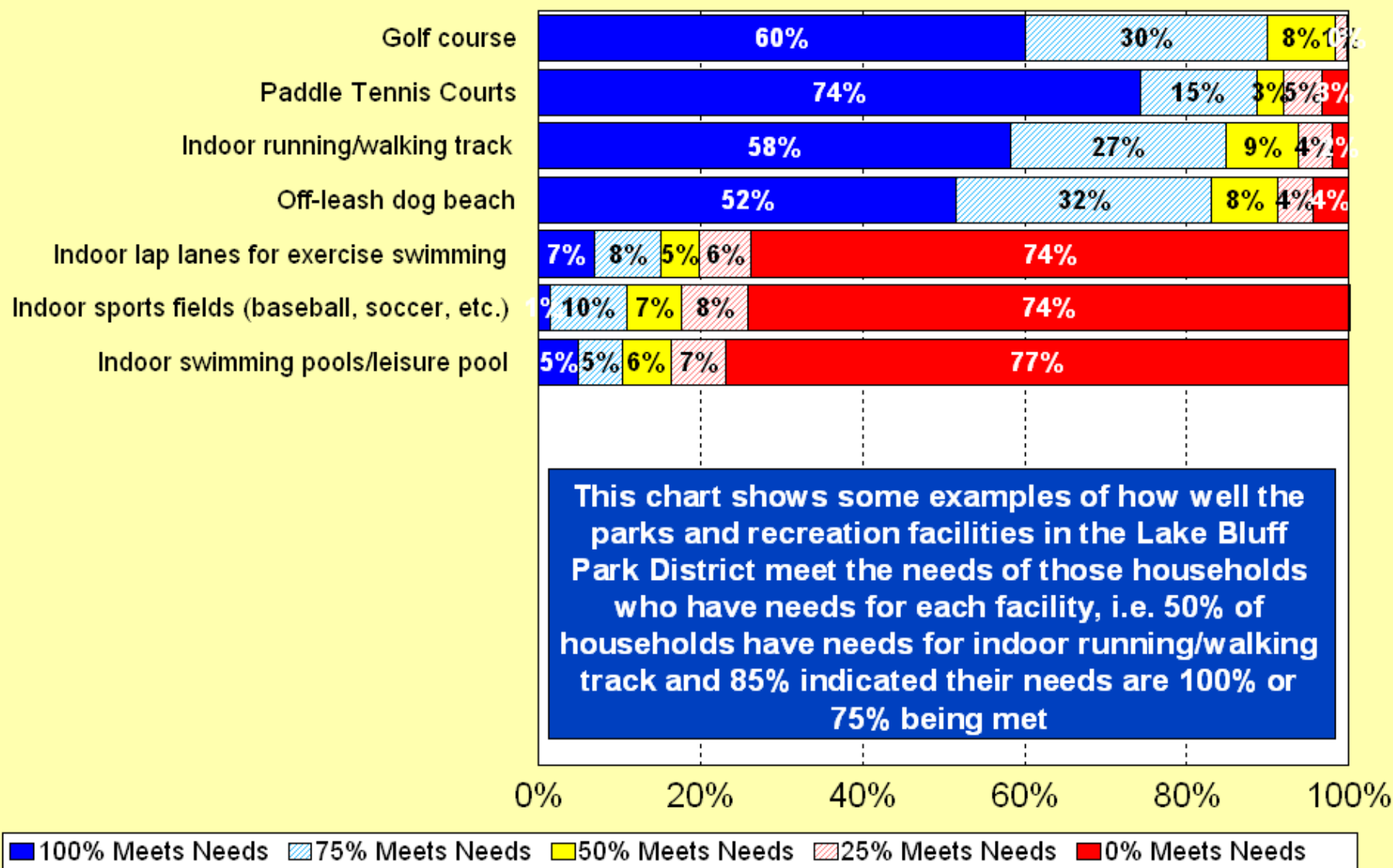
Q10a. Estimated Number of Households in the Lake Bluff Park District That Have a Need for Various Parks and Recreation Facilities

by number of households based on 4,000 households in the Lake Bluff Park District



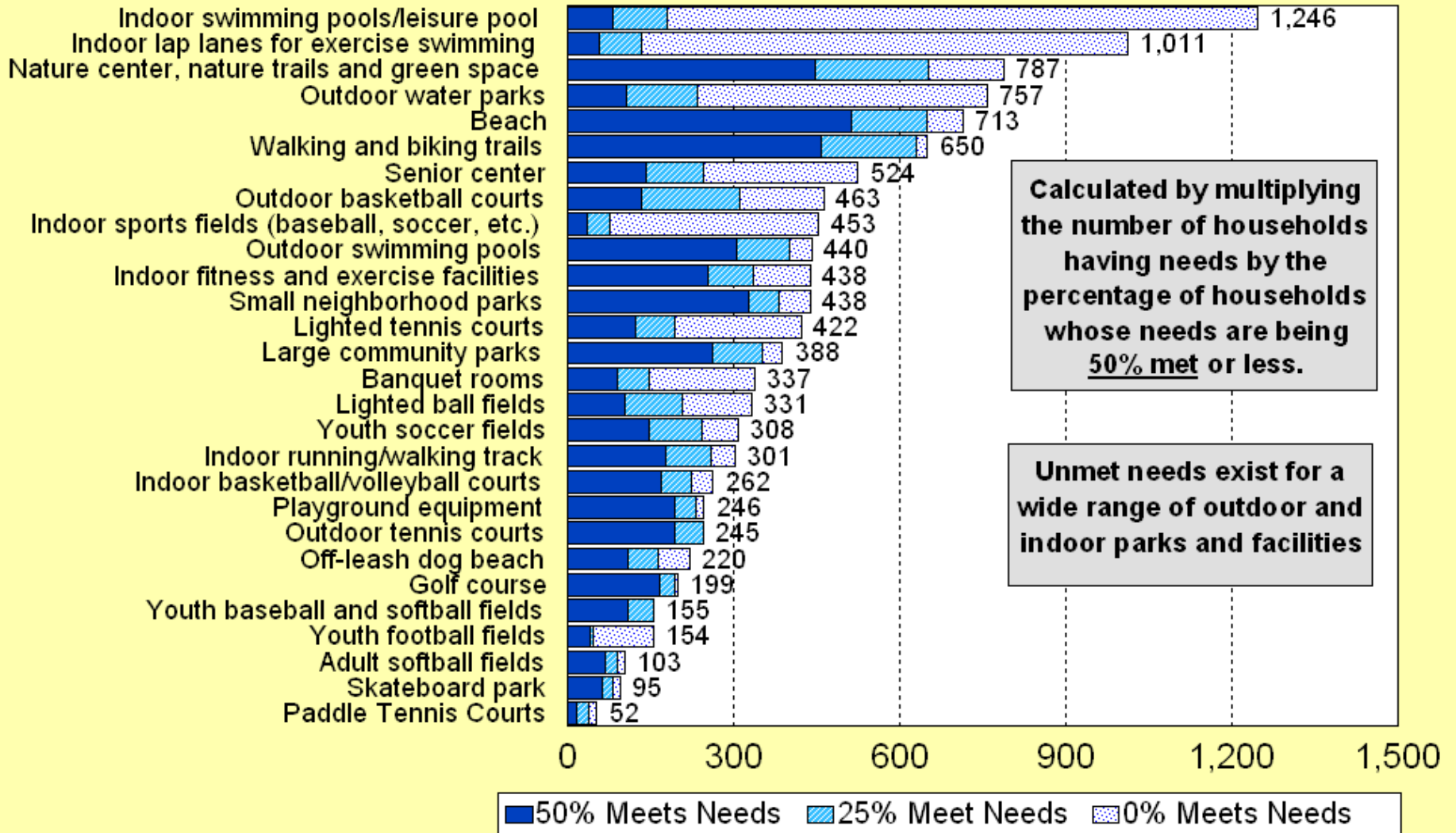
Q10b. How Well Parks and Recreation Facilities in the Lake Bluff Park District Meet the Needs of Respondent Households

by percentage of respondent households that have a need for facilities



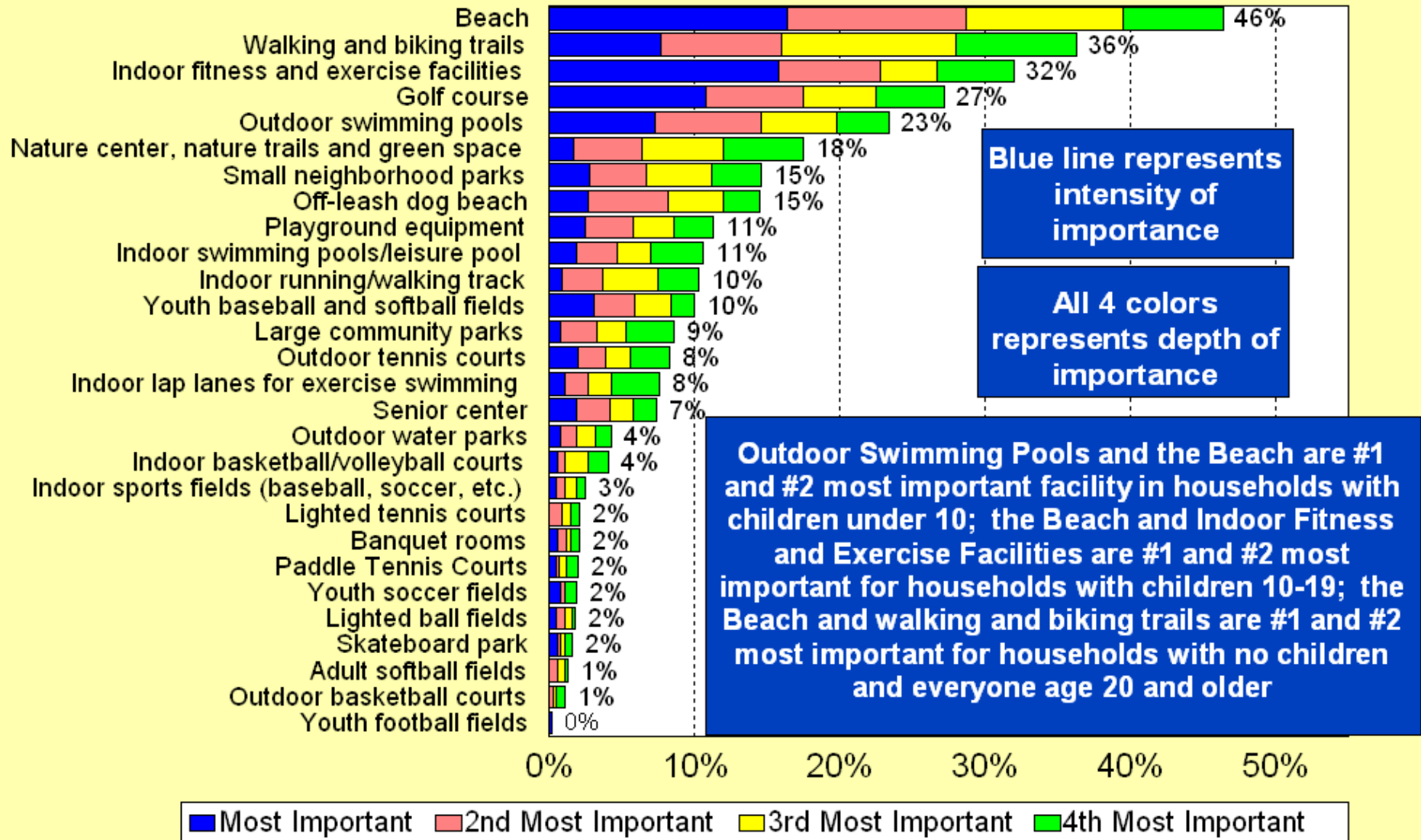
Q10c. Estimated Number of Households in the Lake Bluff Park District Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

by number of households based on 4,000 households in the Lake Bluff Park District



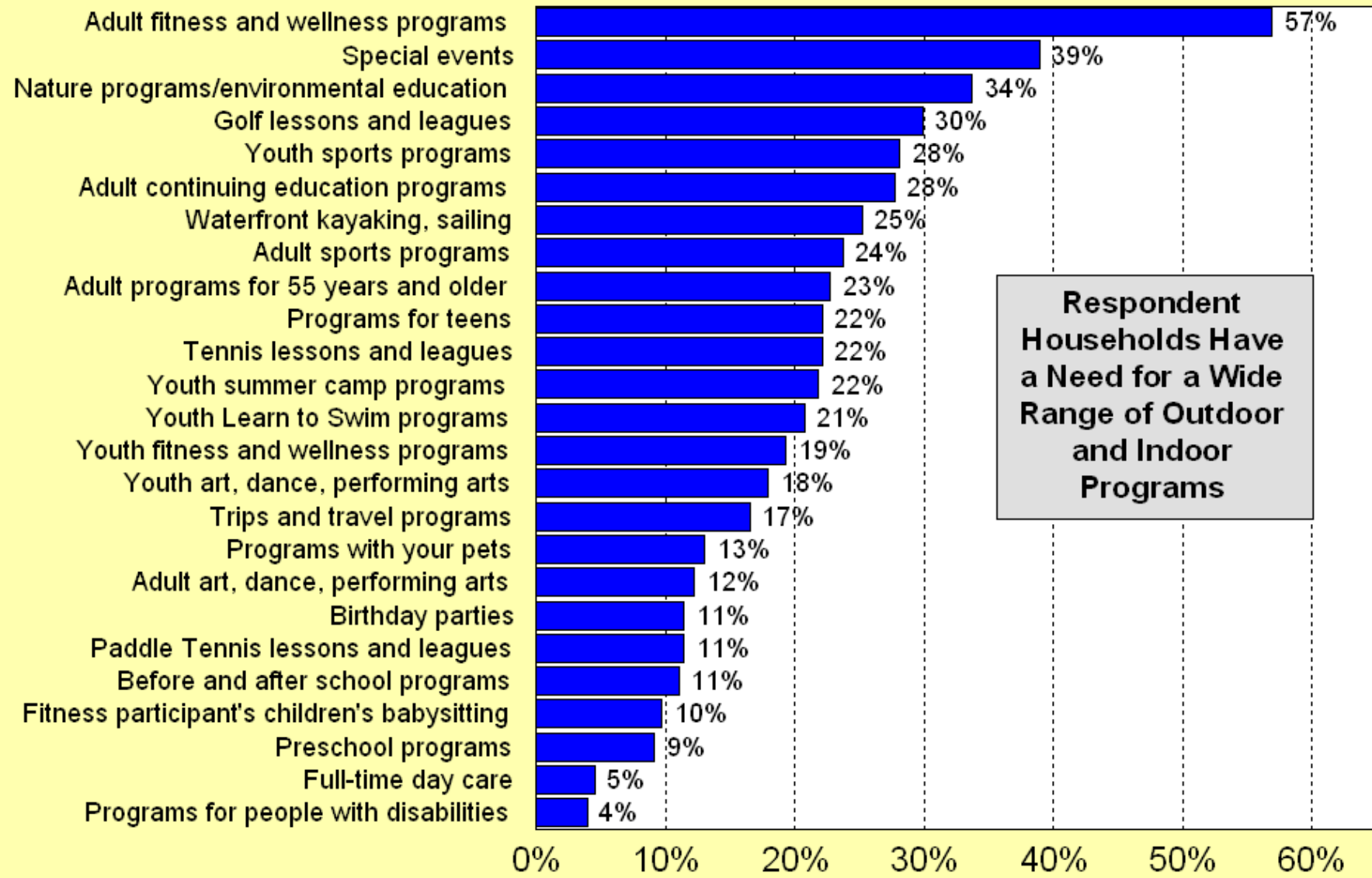
Q11. Parks and Recreation Facilities That Are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top four choices



Q12. Respondent Households That Have a Need for Various Sports and Recreation Programs

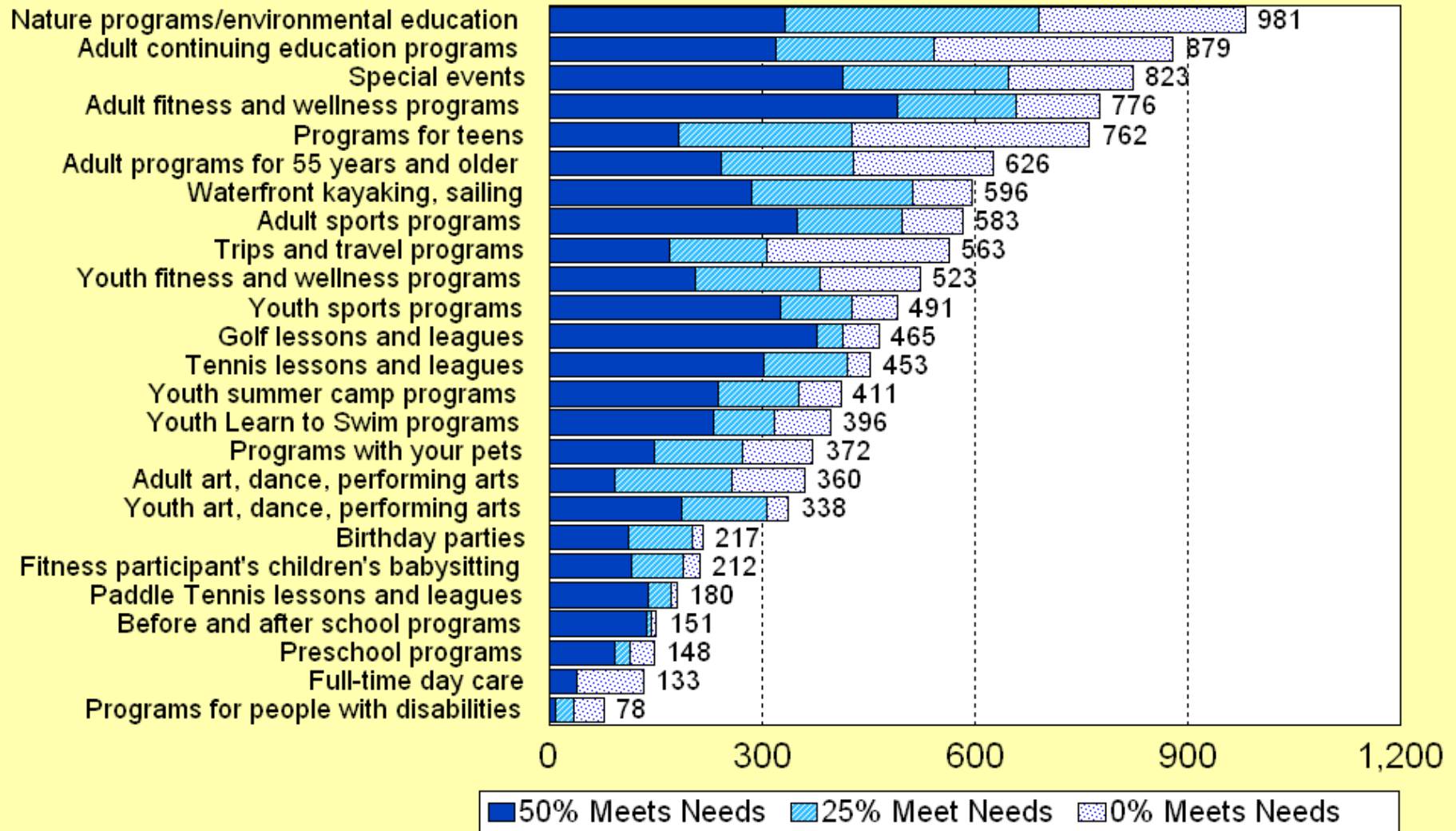
by percentage of respondents (multiple choices could be made)



Respondent Households Have a Need for a Wide Range of Outdoor and Indoor Programs

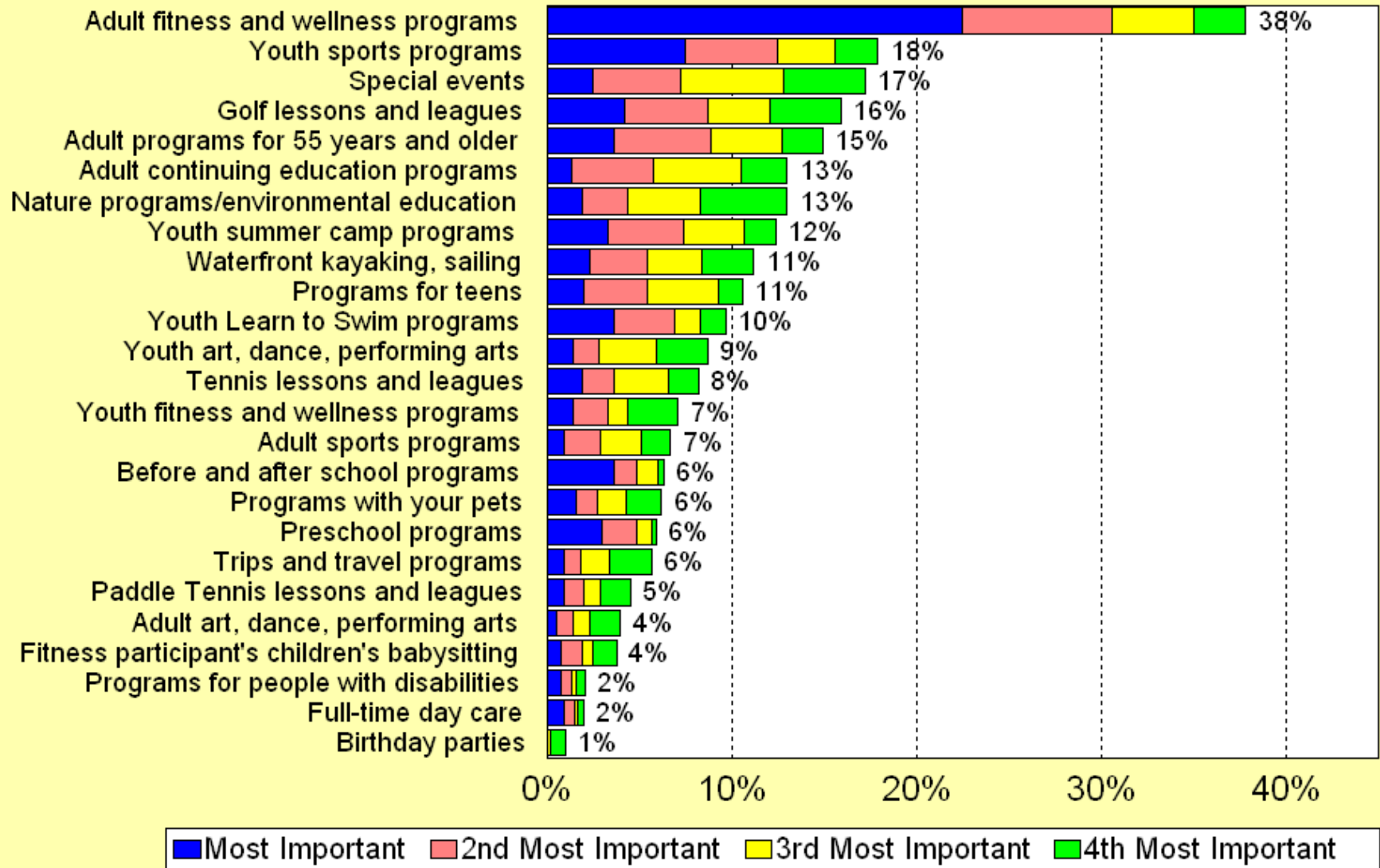
Q12c. Estimated Number of Households in the Lake Bluff Park District Whose Needs for Sports and Recreation Programs Are Only Being 50% Met or Less

by number of households based on 4,000 households in the Lake Bluff Park District



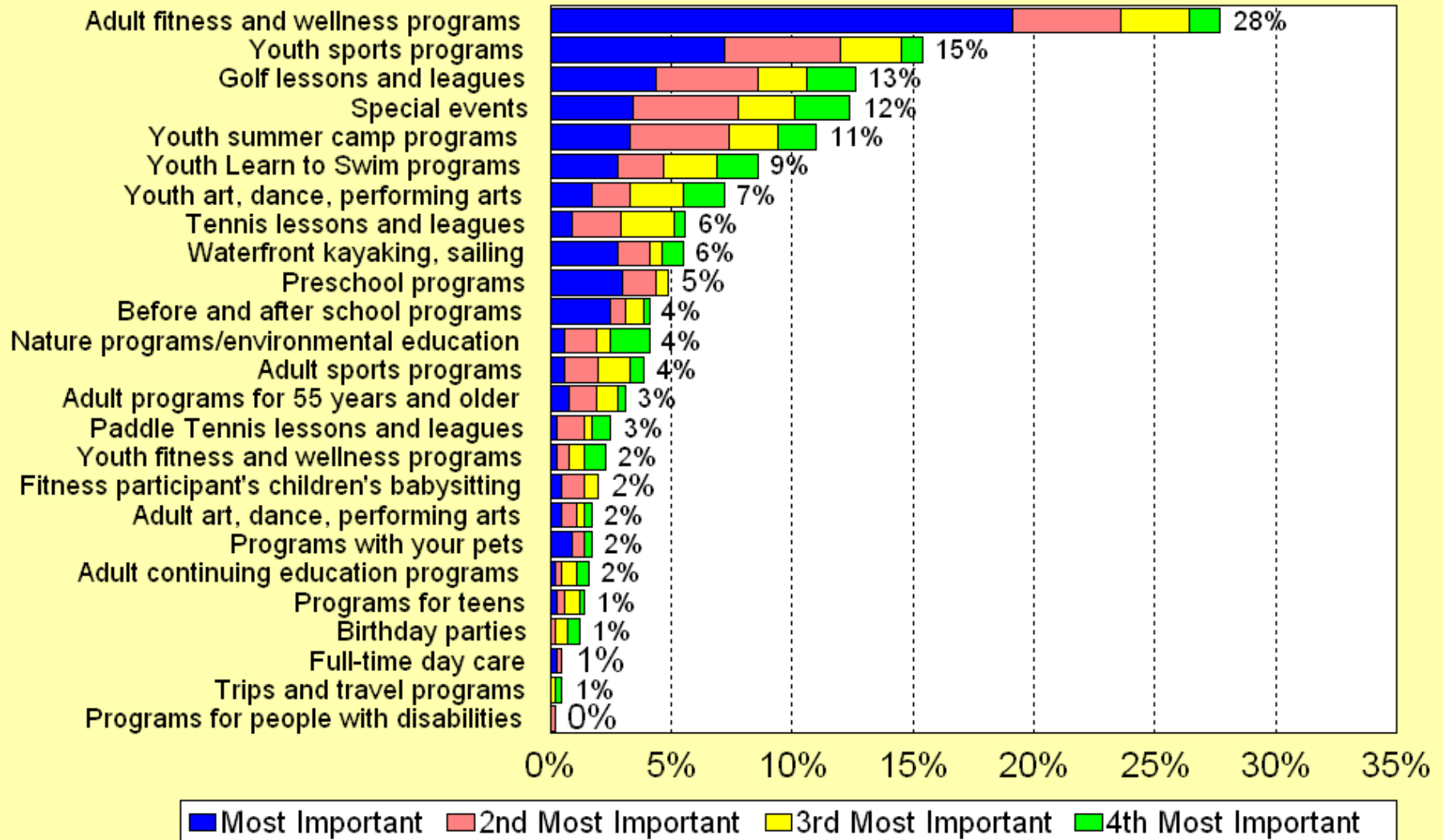
Q13. Sports and Recreation Programs That Are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top four choices



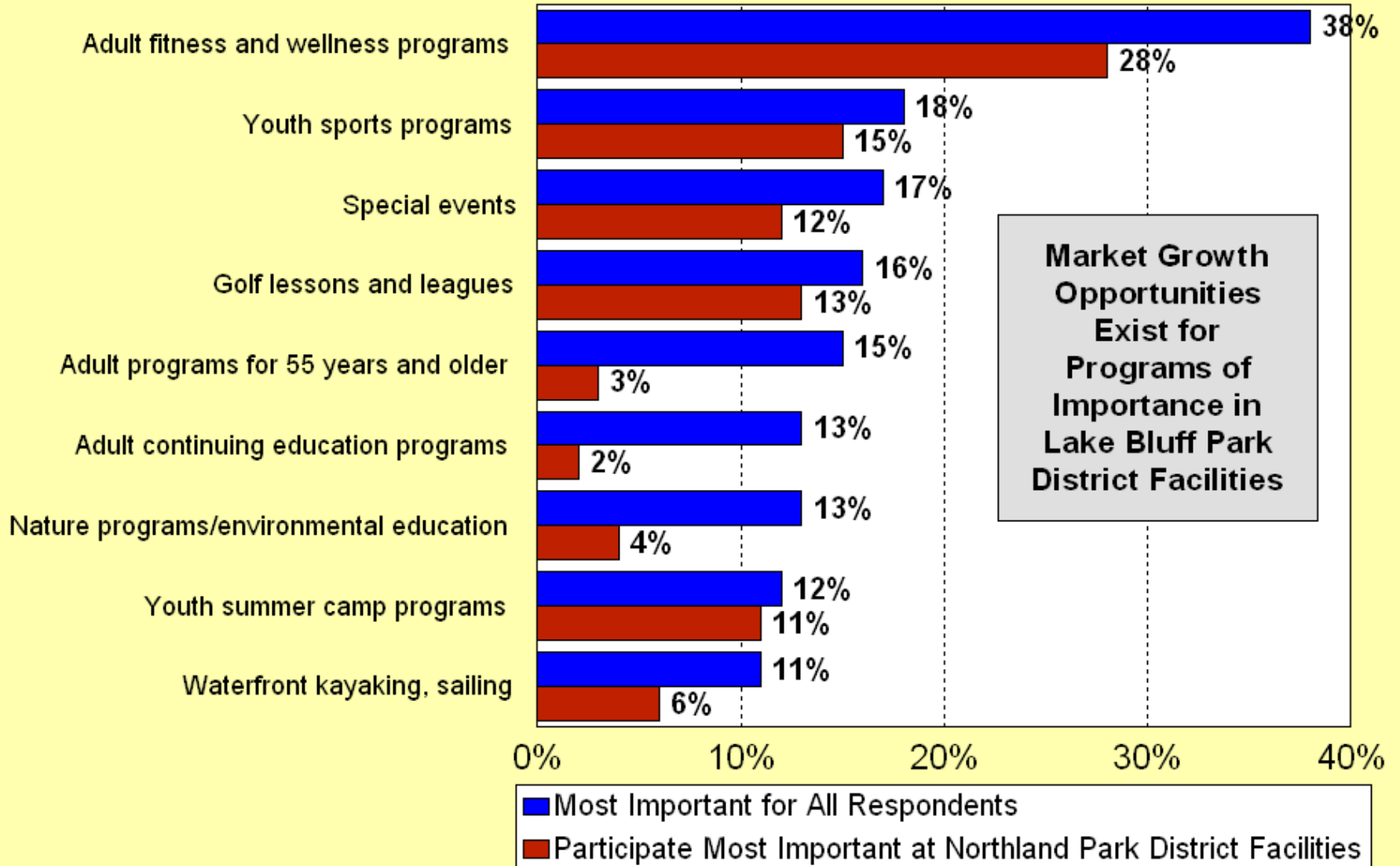
Q14. Sports and Recreation Programs That Respondent Households Participate in Most Often at Lake Bluff Park District Facilities

by percentage of respondents who selected the item as one of their top four choices



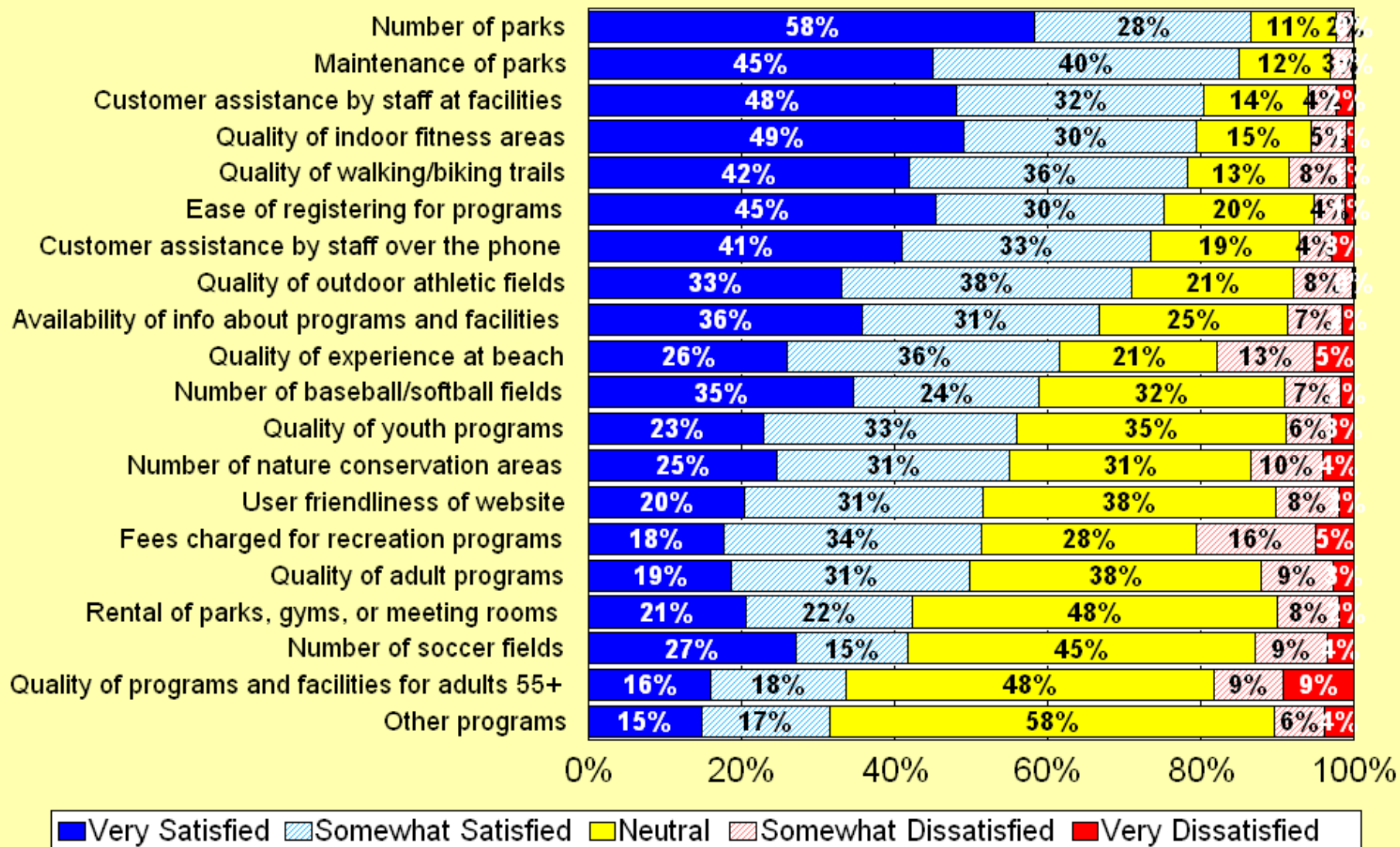
Q13. Recreation Programs that Are Most Important to Respondent Households

Q14. Recreation Programs That Households Currently Participate in Most Often at Lake Bluff District Facilities



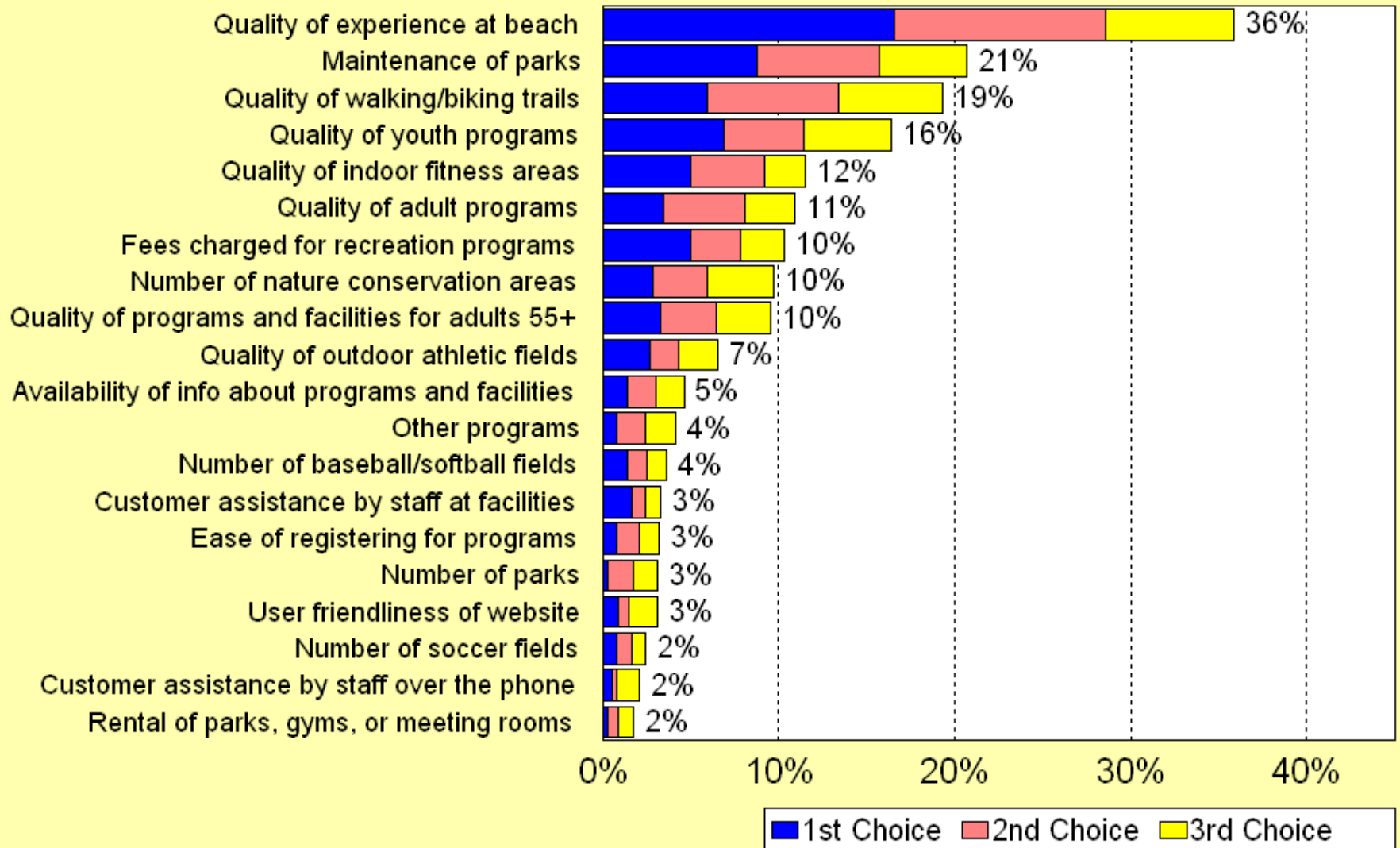
Q16. Level of Satisfaction With Parks and Recreation Services Provided by the Lake Bluff Park District

by percentage of respondents (excluding "don't know" responses)



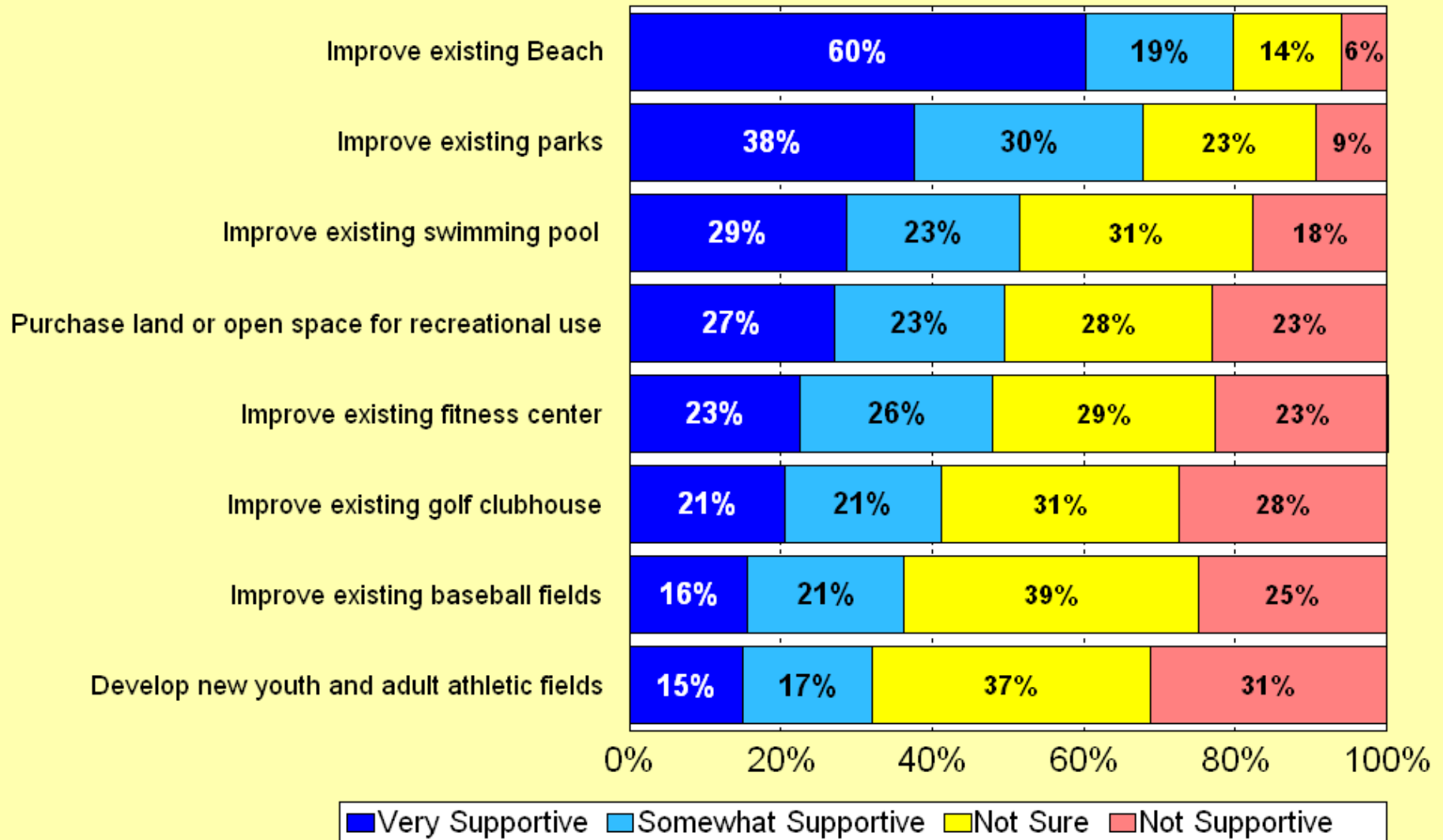
Q17. Parks and Recreation Services That Respondents Feel Should Receive the Most Attention from the Lake Bluff Park District Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Q19. Actions the Lake Bluff Park District Could Take to Improve the Parks and Recreation System

by percentage of respondents

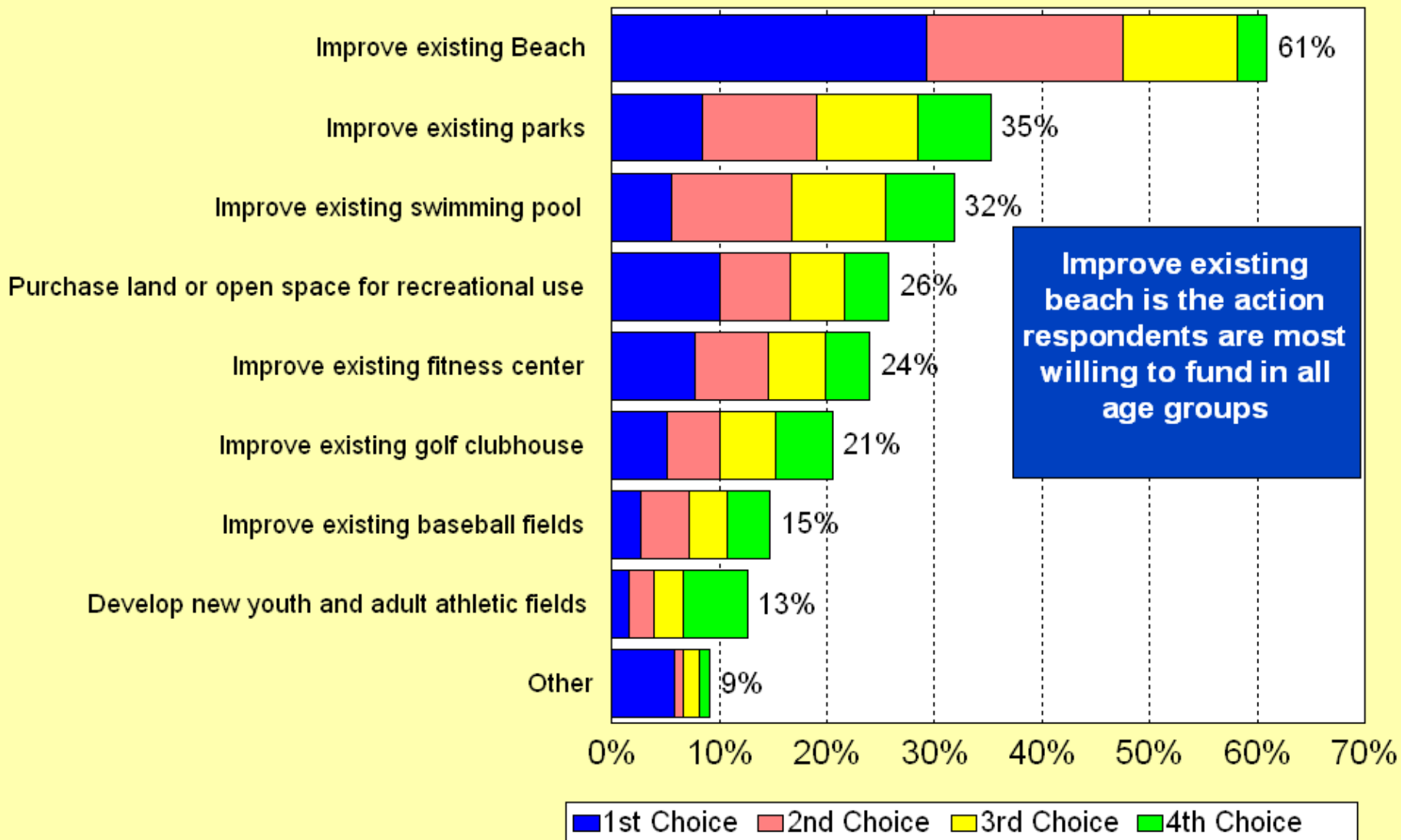


Presentation

- *Funding support and priorities*

Q20. Actions Respondents Would Be Most Willing to Fund with Their Park District Tax Dollars

by percentage of respondents who selected it as one of their top four choices



Q21. How Willing Would You Be to Pay Some Increase in Taxes to Fund the Type of Parks, Trails, Recreation, and Sports Facilities That Are Most Important to Your Household?

by percentage of respondents



Summary

- *A high percentage of household respondents use parks and participate in programs with high satisfaction*
- *The beach, walking and biking trails, indoor fitness and exercise facilities, golf course, and outdoor swimming pools are the most important facilities*

Summary

- *Adult fitness and wellness programs, youth sports programs, golf lessons and leagues, and special events are the most important programs that respondent households participate in*

Summary

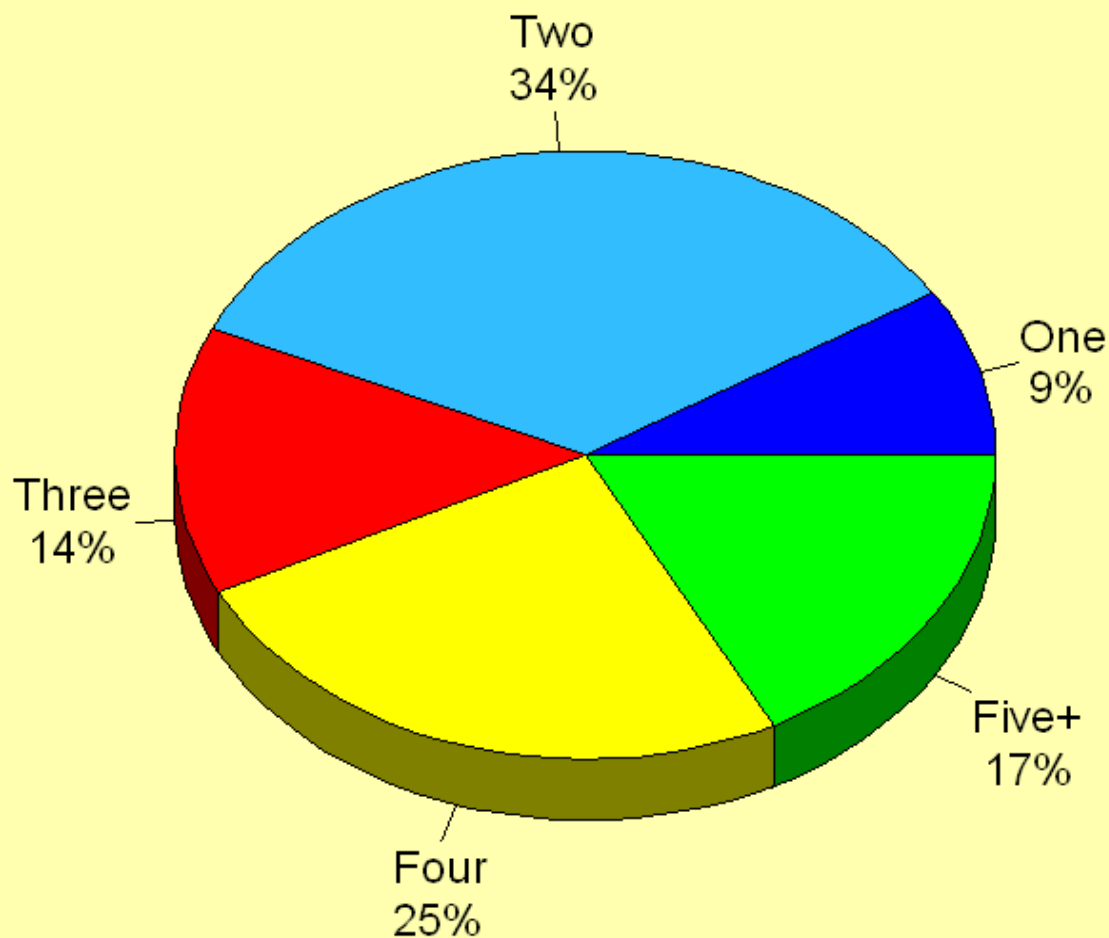
- *Improve existing beach is the action that the highest percentage of respondents would be most willing to fund with their Park District Tax Dollars*
- *Almost half (47%) of respondents are either “very willing” or “somewhat willing” to pay some increase in taxes to fund the type of parks, trails, recreation, and sports facilities that are most important to their household. Thirty-five percent (35%) are “not willing”.*



Demographics

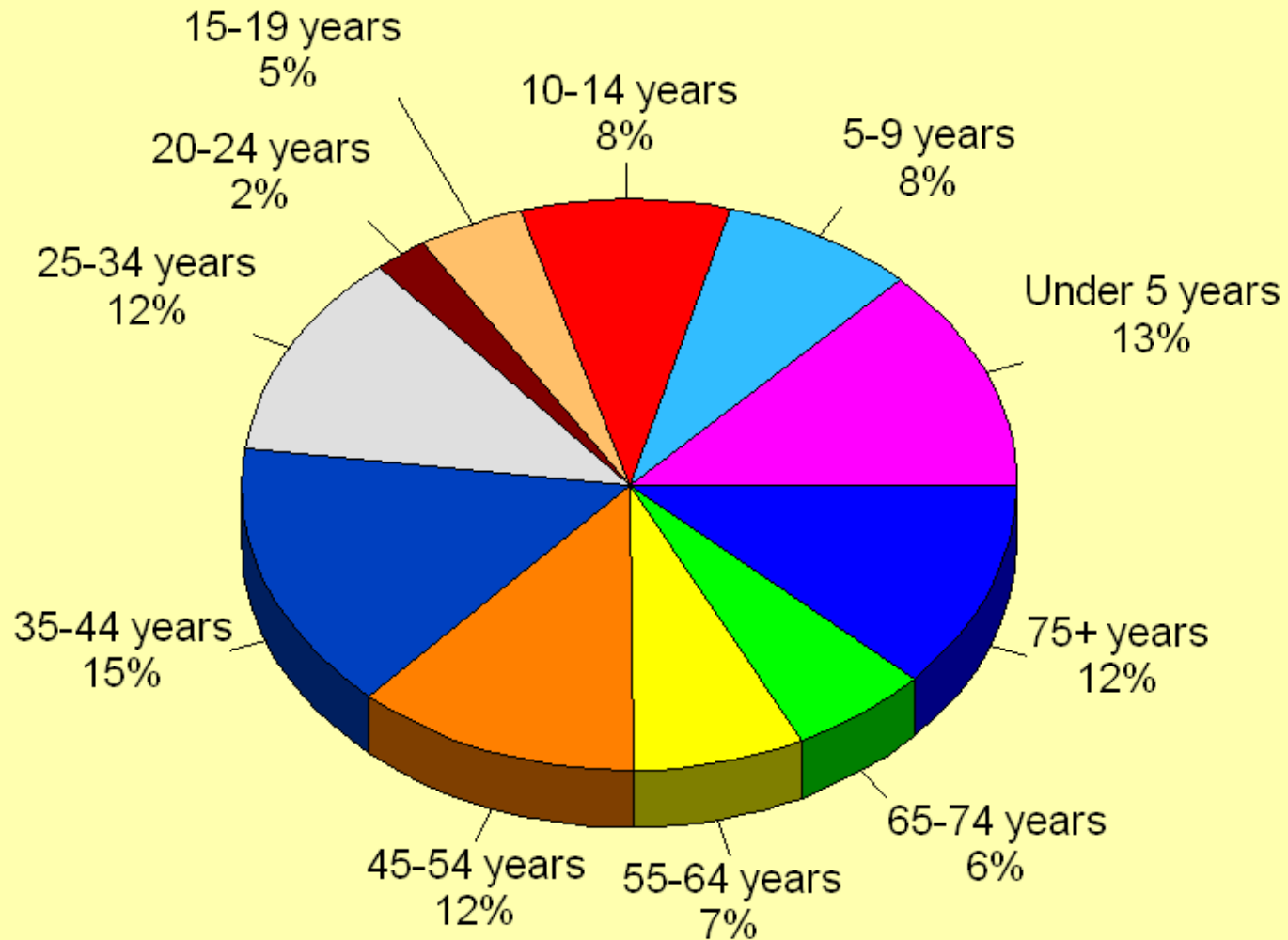
Q1. Demographics: Number of People in Household

by percentage of respondents



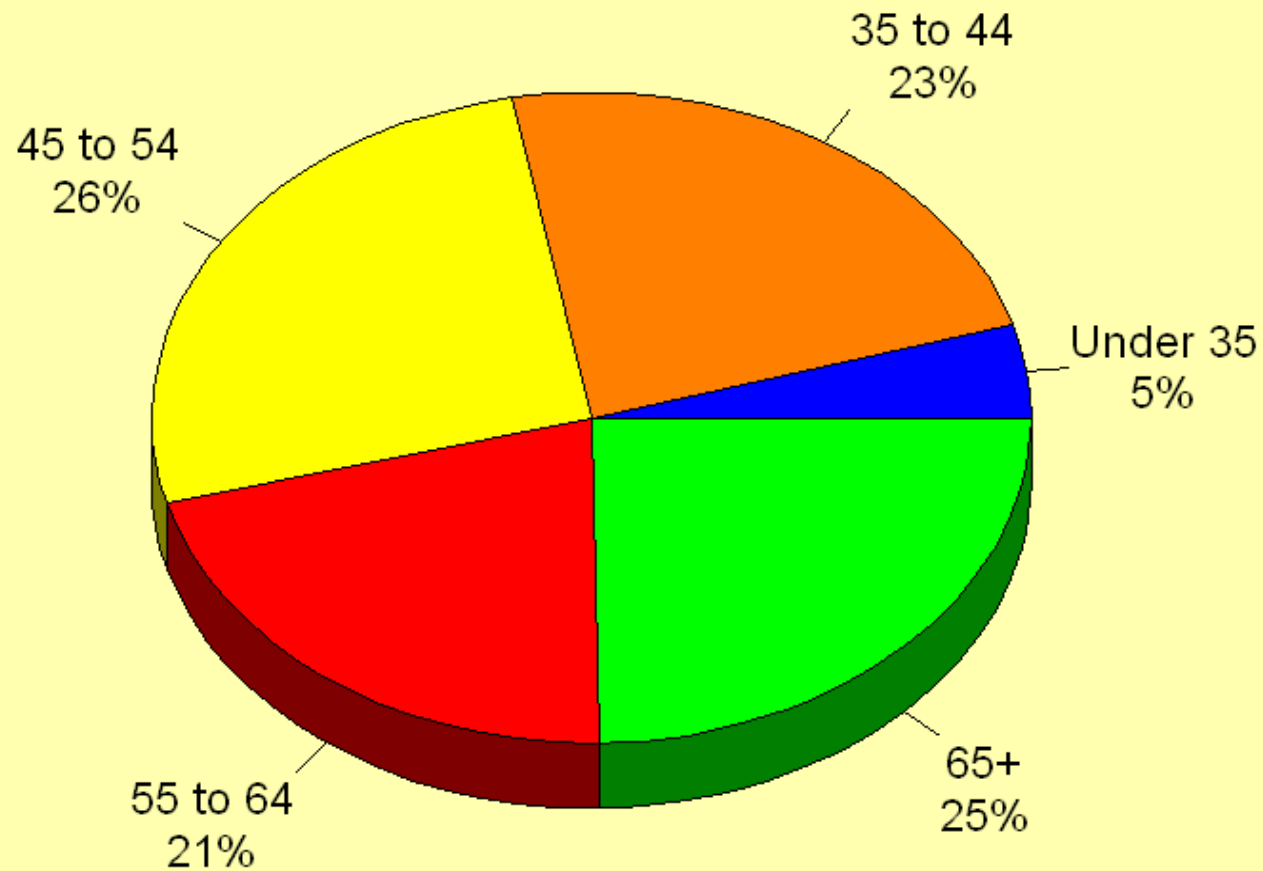
Q23. Demographics: Ages of People in Household

by percentage of household occupants



Q24. Demographics: Age of Respondents

by percentage of respondents



Q25. Demographics: Gender

by percentage of respondents

