

Community Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

The Elk Grove Park District conducted a Community Survey during July and August of 2009 to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Elk Grove Park District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Elk Grove 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 2,000 households throughout the Elk Grove 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 400 completed surveys from Elk Grove Park District households. This goal was accomplished, with a total of 425 surveys having been completed. The results of the random sample of 425 households have a 95% level of confidence with a precision of at least +/-4.8%.

The following pages summarize major survey findings.

Major Survey Findings

- **Visiting Elk Grove Park District Parks.** Seventy-four percent (74%) of households have visited Elk Grove Park District parks during the past year. This is higher than the national benchmarking average of 72%. Of the 74% of households that have visited Elk Grove Park District parks during the past year, 93% rated the physical condition of the parks they've visited as either excellent (45%) or good (48%). This is higher than the national benchmarking average of 85% of households who rated the physical condition of parks as either excellent or good. In addition, 5% of households rated the physical condition of parks as "fair" and 2% rated them as "poor".
- **Potential Park Improvements.** The improvements that households would most like to see made to the parks they visit most often include: restrooms (38%), drinking fountains (37%), benches/picnic tables (34%), and walking trails (29%).
- **Participating in Elk Grove Park District Programs.** Forty-one percent (41%) of households have participated in Elk Grove Park District recreation programs during the past year. This is significantly higher than the national benchmarking average of 30%. Of the 41% of households that have participated in Park District recreation programs during the past year, 94% rated the overall quality of the programs they've participated in as either excellent (40%) or good (54%). This is higher than the national benchmarking average of 87% of households who rated the quality of the programs as either excellent or good. In addition, 5% of households rated the quality of programs as "fair" and only 1% rated them as "poor".
- **Organizations Used for Indoor and Outdoor Activities.** Sixty percent (60%) of households have used the Elk Grove Park District for indoor and outdoor recreation activities during the past 12 months. Other frequently mentioned organizations that households have used include: Forest preserve (45%), public schools (21%), churches (21%), and surrounding park districts (20%).
- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for include: paved walking and biking trails (73%), indoor exercise and fitness facilities (62%), small neighborhood parks (57%), indoor swimming pools (55%), outdoor swimming pools/water parks (51%) and large community parks (51%).

- **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: paved walking and biking trails (46%), indoor exercise and fitness facilities (39%), small neighborhood parks (28%), indoor swimming pools (24%), and outdoor swimming pools/water parks (23%).
- **Need for Recreation Programs.** The recreation programs that the highest percentage of households have a need for include: adult fitness and wellness programs (51%), water fitness programs (31%), nature programs and exhibitions (25%), 55 years plus active programs (22%), and special events for families (21%).
- **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 programs (39%), 55 years plus active programs (16%), water fitness programs (16%), nature programs and exhibitions (12%), youth sports programs (12%), and youth sports leagues (12%).
- **Recreation Programs Participated in Most Often at Elk Grove Park District Facilities.** Based on the sum of their top four choices, the recreation programs that households participate in most often at Elk Grove Park District facilities include: adult fitness and wellness programs (24%), youth sports leagues (12%), and youth sports programs (11%).
- **Frequency of Using the Pavilion.** Seventy-four percent (74%) of households have visited the Pavilion during the past 12 months. This includes 36% of households that have visited the Pavilion at least once a week during that time. Of the 74% of households that have visited the Pavilion, 42% have used the fitness center and 25% have used the gymnasium.
- **Potential Improvements to Indoor Facilities.** The improvements that households would most like to see made to indoor facilities are: wireless internet (25%), more seating areas (25%), updated décor (22%), and better customer service (21%).
- **Ways Respondents Learn about Programs and Activities.** Eighty-four percent (84%) of respondents have learned about Elk Grove Park District programs and activities through the Park District brochure. Other frequently mentioned ways that respondents have learned about Park District programs and activities include: Park District newsletters (40%), Elk Grove Park District website (37%), and from friends and neighbors (35%).

- **Reasons Preventing the Use of Parks, Facilities or Programs More Often.** The most frequently mentioned reasons preventing households from using Elk Grove Park District parks, facilities or programs more often include: “fees are too high” (34%), “no time to participate” (30%), and “program times are not convenient” (23%).

- **Level of Satisfaction with the Overall Value Received from the Elk Grove Park District.** Seventy-two percent (72%) of respondents are either very satisfied (31%) or somewhat satisfied (41%) with the overall value their household receives from the Elk Grove Park District. Only 7% of respondents are either somewhat dissatisfied (5%) or very dissatisfied (2%). In addition, 16% of respondents rated the Elk Grove Park District as “neutral”, and 5% indicated “don’t know”.