



MEMORANDUM

DATE: July 26, 2016

TO: Chairman Banke and the Parks & Recreation Commission

FROM: Suzanne Ostrovsky, Management Analyst
Heather Bereckis, Interim Manager of Parks & Recreation

RE: Community Survey – Executive Summary

Attached is a PowerPoint presentation summarizing the results of the Village's community recreation survey. The presentation was produced by students at Eastern Illinois University (EIU), who undertook the survey as part of a class project in late 2015/early 2016. Initial results were received from EIU in February 2016; however, after review, Village staff requested that the survey be reopened to specifically target additional residents with young children. Therefore, the updated results, including the additional surveys received in the second round, are shown in the attached.

Of the 5,759 households that received the survey, a total of 1,012 surveys were completed in both rounds, resulting in a 17.5% response rate (inclusive of both hard copy and online completions). As demonstrated by the data on page 12 of the presentation, the majority of respondents to the survey were female residents age 30-49. The majority of respondent households (61.0%) included children under the age of 18 (p. 13); 42.4% of respondent households included children of middle school age or younger.

The conclusions drawn by EIU are included on pages 5-8 of the presentation, while Village staff's chief takeaways and recommendations from the survey are summarized below. EIU's summary and conclusions heavily weight responses that indicate no desire to utilize the Village's programming or facilities (e.g., those who have no interest in swimming and cannot be enticed to use the pool). However, staff has attempted to focus on those respondents that offered input on recommended improvements, with an eye toward increasing usage and bringing in residents who may not currently be using the Village's offerings.

Recreation Programming

- Over 50% of those who responded did not participate in any Hinsdale programs; the Village's main competitors for participants included The Community House, the Oak Brook Park District, and various private clubs (pp. 16-18).
- There is a high overall satisfaction rate with the Village's recreation programming, with platform tennis, youth athletics, and summer camps being the highest rated (p. 19). Adult programming and aquatics received lower satisfaction rankings, and respondents indicated a desire for increased programming overall.
- Special events are an area of strength for the Village, with the highest satisfaction shown for the Fourth of July, the Holiday Express train event, and Fall Fest (p. 20). Lower levels of satisfaction were reported related to the number of special events held by the Village, indicating an area where growth/improvement could be focused.
- The hard copy of the program guide, which is distributed three times per year, is the most utilized of the Village's marketing channels (p. 21). The Village website was ranked fourth.

Community Pool

The responses related to the Hinsdale Community Pool were tabulated for two distinct demographic groups: those households with young children, defined as middle school age and below (who are most likely to use the Village's parks, pool, and recreation programs); and those households without young children. As noted above, of the 1,012 total respondents, 42.2% households (427 respondents) include young children.

- As demonstrated by the results on pp. 23-24, households without young children (middle school or younger) generally do not hold pool memberships or visit the pool. In 2015, only 21.4% of respondents without young children visited the pool, as compared to 67.9% of those with young children (p. 24).
- Respondents in both categories (with and without young children) who do use the pool use it for (1) recreational swimming, (2) swim/dive lessons and (3) sunbathing, in rank order (p. 26).
- Respondents in both categories cited belonging to or utilizing alternative facilities, including Salt Creek Club, Hinsdale Golf Club, and Lifetime Fitness, as the number one reason for not using the Hinsdale Community Pool (pp. 27-29; 32-34).
- Additional reasons for not visiting the pool included the cost of passes/admission, pool quality/age, and the amenities available (pp. 27, 29, 34).

- For those respondents who cited additional amenities that would entice them to visit the pool (pp. 31-32), the top ranked choices were as follows for each subgroup:
 - Households with young children
 1. New or updated water slides
 2. Extended pool season
 3. Addition of a splash pad
 - Households without young children
 1. Adult-only hours
 2. Extended pool season
 3. Other (extended hours, facility updates/maintenance/adult aquatic programming)
- The Community Pool faces significant market competition, with respondents stating that they have utilized a broad range of other pool facilities within the past year (pp. 35-36). The most popular alternatives among households with young children were the Oak Brook Park District indoor pool and splash pad, Lifetime Fitness, and Salt Creek Club (followed closely by the Clarendon Hills pool). Households without young children largely utilized private pools and private clubs.
- Respondents with young children, who constitute the largest user base for the Community Pool, cited newer amenities, indoor facilities, and the availability of other recreational opportunities (health club, tennis, golf, etc.) as their top motivating factors for utilizing alternative facilities (p. 37).

Parks & Recreation Facilities

- The vast majority of respondents (88.6%) have visited a Hinsdale park facility in the past year; 43.2% of respondents stated that they visited more than 25 times in 12 months (p. 40).
- The most visited parks include Katherine Legge Memorial Park (KLM), Robbins Park and Burns Field (p. 41).
- Respondents are generally satisfied with Hinsdale's park facilities, with disc golf, the baseball/softball fields, and playgrounds experiencing the highest satisfaction levels (p. 42). Potential areas for improvement appear to be the bathroom facilities, picnic shelters, and ice skating facilities (rink and warming house at Burns Field).

Future Participation Needs & Interests

- In terms of future facility needs (p. 44), respondents were asked to rank their top four choices. The top "1st choice" recommendations were indoor fitness and exercise facilities; the community pool; and walking and biking trails. A dog park

was also a highly ranked priority; currently, dogs are permitted for a few hours each day in the area north of the creek at KLM Park. Investment in platform tennis facilities was also recommended highly; however, this may be related to the 2016 platform tennis walkway project, which had not yet been approved at the time of the survey. The most desired improvement overall was walking and biking trails, with over 40% of respondents listing this as one of their top four choices.

- In terms of future recreation program needs (p. 45), adult fitness/wellness programs was the most highly ranked, followed by adult educational offerings, followed by a two-way tie between special events and before & after school programs. A number of adult programs were highly ranked, which seems to demonstrate an unmet need for all types of adult programming.

Conclusions and Next Steps

The results of the community survey have provided the Village with areas for future exploration, which may include:

- Increased programming, especially in the area of adult fitness/education/recreation
- Addition of new special events
- Further leveraging the Village's website, which was updated in late 2015, as a marketing tool
- Targeted investments to update the Community Pool, which may include improving the water slides, adding water features, or improving the locker rooms
- Addition of an indoor exercise facility, either separate from or in conjunction with the Community Pool
- Addition of walking/bike trails and/or a dog park

It is worthwhile to note that the Village was able to utilize the services of EIU undergraduate students and faculty to perform the community survey free of charge; the only concrete costs incurred by the Village were related to printing and postage. However, the survey was completed as a class project, and the faculty advisor for the survey has since moved to another university. While EIU did supply the Village with the attached summary, any attempt to further analyze the data generated by the survey would come with inherent challenges.

Staff looks forward to discussing the survey results with the Commissioners at the Parks & Recreation Commission meeting of July 26, 2016.

2015 Community-Wide Recreation Interests Survey: Village of Hinsdale Parks & Recreation Department



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Presentation Overview

- Background of study
- Study procedures/Methodology
- Study Findings
 1. Sample Characteristics
 2. Recreation Programs
 3. Community Pool
 4. Parks & Facilities
 5. Future Needs & Interests
- Summary/Conclusions

Background of Study

- The Village of Hinsdale Parks & Recreation Department contacted the Department of Recreation Administration to assist with a localized assessment of Hinsdale's parks, programs, and facilities.
- Department of Recreation Administration worked alongside the administration and staff of the Village of Hinsdale to collect data to meet the needs of all parties.
- **Purpose:** To assess the residents' participation rates, attitudes, priorities, & future interests for the Village of Hinsdale's parks, programs, and facilities.
 - Information will assist short-term and long-term planning efforts

Background of Study: Objectives

- **Questions in the community survey were developed to meet the following objectives:**
 - The residents' satisfaction with current parks, programs, and facilities.
 - The residents' current patterns of participation with existing parks, programs, and facilities.
 - The residents' attitudes and preferences with the district's marketing and publicity methods.
 - The identification of possible constraints causing residents to not use the district's existing parks, programs, and facilities.
 - Obtain feedback from residents on the future recreation needs (i.e., expansion or development of new parks, programs, and/or facilities) within the Village of Hinsdale Parks and Recreation Department.
 - Obtain feedback on the residents' willingness to support future expansion/development of recreation parks or facilities.
 - Obtain demographic characteristics of the Village of Hinsdale's residents.

Conclusions & Recommendations

Summary & Conclusions

- **A MAJORITY of Residents are USING the Village of Hinsdale’s Parks and Recreation Services.**
 - *Research Note:* The results indicated almost half (47.7%) of respondents had participated in a VHPRD recreation program in the past year while 88.6% had visited/used a VHPRD park or recreation facility. Beyond the VHPRD, it appears residents are using the Community House, Oak Brook Park District, and private fitness centers for their recreation services.
- **Overall RESIDENTS APPEAR SATISFIED with the VHPRD’s Programs with Opportunities for Improvement.**
 - *Research Note:* Over 80% of respondents indicated an overall satisfaction with the VHPRD’s programs with youth programming (i.e., athletics, summer camps, & educational) receiving the most support. While strong support exists, the data does suggest the VHPRD may have an opportunity for improvement in the adult programming area.
- **Hinsdale’s Special Events are a STRATEGIC ASSET for the Village.**
 - *Research Note:* Data indicates the VHPRD’s special events are highly desired and enjoyed by residents. From the July 4th Parade & Festival to the Holiday Express, the VHPRD’s special events are a jewel for the community and its residents.
- **VHPRD BROCHURE, NEWSPAPERS, & FRIENDS/NEIGHBORS are most utilized marketing methods by residents.**
 - *Research Note:* Nearly 80% of residents relied on the VHPRD brochure or newspapers to learn about the Village’s recreation programs and services. Almost half of residents also utilized “word of mouth” advertising via friends and neighbors.

Summary & Conclusions (continued)

• **Nearly 2/3 of respondents have, at one time, held a Pool Membership/Pass.**

- **Research Note:** Over 60% of all respondents (with and without Middle School or Younger children at home) had held a pool pass/membership to the Community Pool. Not surprisingly, almost half of the households without Middle School or Younger children at home held the pool pass more than five years ago compared to a modest 21.1% of households who had at least one Middle School or Younger child living at home. Almost 80% of households without Middle School or Younger children at home did not visit the Community Pool in 2015 compared to 32.2% of households who had at least one Middle School or Younger child living at home. Overall, the data suggests households with younger children are utilizing the Community Pool considerably more often than those households without younger children at home.

• **RECREATIONAL SWIMMING is the most desired service at the Community Pool.**

- **Research Note:** Nearly 8 out of 10 households (with Middle School or Younger Children living at home) who used the Community Pool planned to engage in recreational swimming during their visit. Over 50% of households without Middle School or Younger children at home who used the Community Pool also planned to engage in recreational swimming during their visit.

• **Reasons for not using the Community Pool – BELONG TO ANOTHER FACILITY, CHILDREN NO LONGER AT HOME, & DON'T PARTICIPATE/ENJOY SWIMMING**

- **Research Note:** “Belong to another facility” and “Other (use other aquatic facilities, children no longer at home, service quality, and live out of town)” were the most popular reasons all households, regardless of having children at home, chose not to use the Community Pool. Households with no Middle School or Younger children at home also identified, “Don’t participate/enjoy swimming” as a primary reason for not using the Community Pool.

• **Amenity/Service to ENTICE RESIDENTS to visit the Community Pool – “NOTHING, I am not interested in using the pool”.**

- **Research Note:** When asked to rank their top five amenities/services that would entice residents to use the Community Pool, both groups (Middle School or Younger children at home and no Middle School or Younger children at home) ranked “Nothing – I am not interested in using the pool” as their #1 choice. Despite both groups ranking this as their top choice, it is worth noting that there was a significant discrepancy between the percentages – 42.7% of households without Middle School or Younger children at home compared to 17.3% of households with at least one Middle School or Younger child at home. However, when asked why their household did not hold a membership to the Community Pool, both groups were consistent in their top response (~50%), stating their household “Belongs to Another Pool Facility.”

Summary & Conclusions (continued)

- **KLM, Robbins, & Burns Field are MOST DESIRED**
 - *Research Note:* The results indicated 50.9% of residents ranked KLM Park as their household's 1st, 2nd, 3rd, or 4th most visited park. Robbins Park (45.7%) and Burns Field (44.0%) also appear to be popular park areas for the Village of Hinsdale.
- **STRONG SATISFACTION found for VHPRD's facilities and amenities.**
 - *Research Note:* Strong support was found for all but two of the seventeen facility/amenity areas within the VHPRD. Many of these facility/amenity areas were at or above 90% satisfaction levels, suggesting the VHPRD is doing an excellent job maintaining these areas for their residents. Despite the strong support for the VHPRD's facilities/amenities, two areas (bathroom/warming house and bathroom facilities) received satisfaction ratings slightly above 50%. Possible explanations for the lower satisfaction levels of these two areas could center on comparative assessments made by residents with other, privately owned facilities in the area.
- **Trail use constraints – “DON'T KNOW LOCATION, INSUFFICIENT NUMBERS, & POORLY MAINTAINED”**
 - *Research Note:* “Do not know the location of trails” (43.8%), “Insufficient number of trails” (35.3%), and “Trails are not well maintained” (32.3%) were the most popular reasons preventing the households from using the trails and greenways in the community. It is also worth noting that only 13.7% of respondents indicated that their household was not interested in using trails.

Summary & Conclusions (continued)

- **Walking/Hiking & Biking Trails are MOST DESIRED Facility/Amenity for the VHPRD**
 - *Research Note:* The results indicated 42.7% of respondents expressed a desire for walking/hiking trails in the community. Almost 1/3 of households (30.2%) identified indoor fitness & exercise facilities as desired facility for the VHPRD. 25.7% indicated that they would like to see the Community Pool renovated and/or developed.
- **VHPRD Recreation Programming Interests: ADULT PROGRAMMING & SPECIAL EVENTS**
 - *Research Note:* Over 25% of the respondents identified adult fitness/wellness programs as their first, second, third, or fourth choice for an expanded/developed program for the VHPRD. Almost 20% of respondents identified adult educational opportunities/lectures as their choice while nearly 15% selected special events.

Study Procedures & Methodology



Study Procedures/Methodology

- **Initial Meetings**
- **Questionnaire Development**
 - Four page questionnaire was developed to collect information to meet the study's objectives
 - Department of Recreation Administration Project Team and the Village of Hinsdale Parks and Recreation Department's (VHPRD) administration worked together in the development of a questionnaire draft
 - VHPRD administration reviewed questionnaire draft and final draft developed
- **Data Collection**
 - An online AND hard copy survey were developed
 - Links to the online survey were posted on the Village and School District websites
 - EACH household in the Village of Hinsdale (N=5,759) were mailed a survey during the months of October and November (2015)
 - Data collection was originally terminated on January 1, 2016; however, in an effort to obtain additional insight from families w/younger children, the online survey was re-opened during the months of March – April (2016).
 - 1,012 usable questionnaires were received
 - **17.5% response rate** (n=1,012) producing a precision of at least +/- 4% (i.e., the true population value is within +/- 4% of the sample value).

Study Findings

Sample Characteristics



Respondent Characteristics (n=1,012)

Respondent Characteristic	Respondent/Sample Value	
Who Completed the Survey?		
Male (Actual Population: 49.5%)	27.7%	
Female (Actual Population: 50.5%)	53.3%	
Couple/Family	19.0%	
Age		
(Sample MDN: 48.1 yrs)		
(Actual Population MDN: 42.0 years)		
	Study Sample	Actual Population
	18 to 29 = 1.0%	20 to 29 = 5.0%
	30 to 39 = 13.9%	30 to 39 = 7.2%
	40 to 49 = 27.7%	40 to 49 = 18.4%
	50 to 59 = 29.6%	50 to 59 = 16.6%
	60 to 69 = 13.7%	60 to 69 = 9.1%
	+70 = 14.0%	+70 = 8.0%
Years Lived in Village of Hinsdale	Mean: 18.4 years	
	Standard Deviation: 14.0 years	

Household Characteristics (n=1,012)

Household Characteristic	Respondent/Sample Value
Family Unit	
Single, no children (Actual Population: 8.8%)	8.5%
Single, with children (Actual Population: 4.9%)	1.5%
Married/Couple, no children at home (Actual Population: 38.8%)	30.4%
Married/Couple, with children at home (Actual Population: 47.5%)	59.5%
Area of Residence	
North of Chicago Ave./West of Garfield St.	19.1%
North of Chicago Ave./East of Garfield St.	19.3%
South of Chicago Ave./West of Garfield St.	37.5%
South of Chicago Ave./East of Garfield St.	24.1%

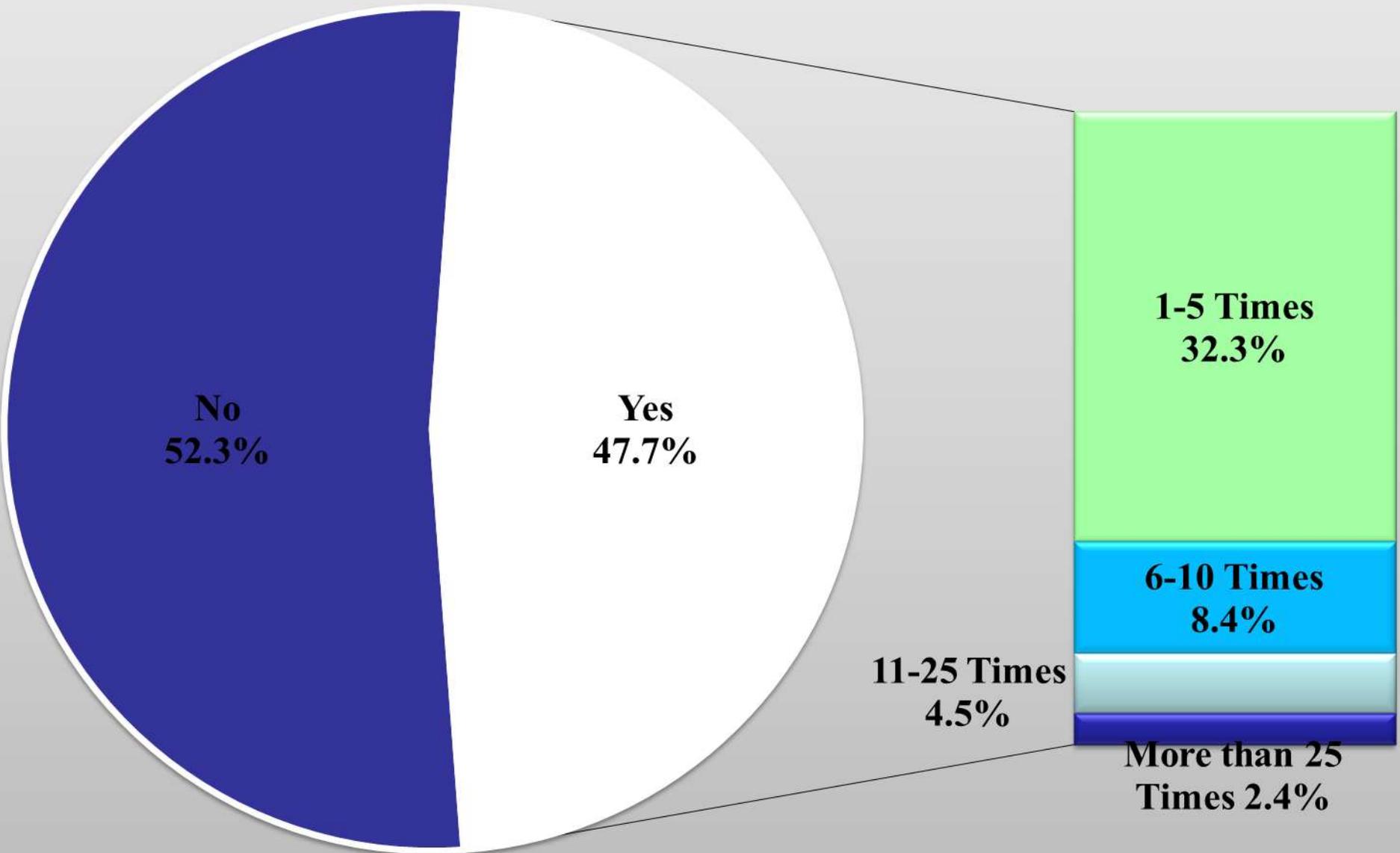
Household Characteristics: Children Living at Home(n=1,012)

Number of Children Living at Home	Respondent/Sample Value
Under 2yrs of age (Actual Population: 5.8% of population is under 5yrs of age)	No Children = 84.5% 1 or More Children = 15.5%
Pre-School age (Actual Population: 5.8% of population is under 5yrs of age)	0 = 72.8% 1 or More Children = 27.2%
Grade K – 2 (Actual Population: 9.8% of population is 5 to 9yrs of age)	0 = 72.7% 1 or More Children = 27.3%
Grade 3 – 5 (Actual Population: 11.0% of population is 10 to 14yrs of age)	0 = 66.9% 1 or More Children = 33.1%
Middle School (Actual Population: 11.0% of population is 10 to 14yrs of age)	0 = 65.0% 1 or More Children = 35.0%
High School (Actual Population: 9.2% of population is 15 to 19yrs of age)	0 = 60.3% 1 or More Children = 39.6%
Over 18 years of age (Actual Population: 9.2% of population is 15 to 19yrs of age)	0 = 69.5% 1 or More Children = 30.5%

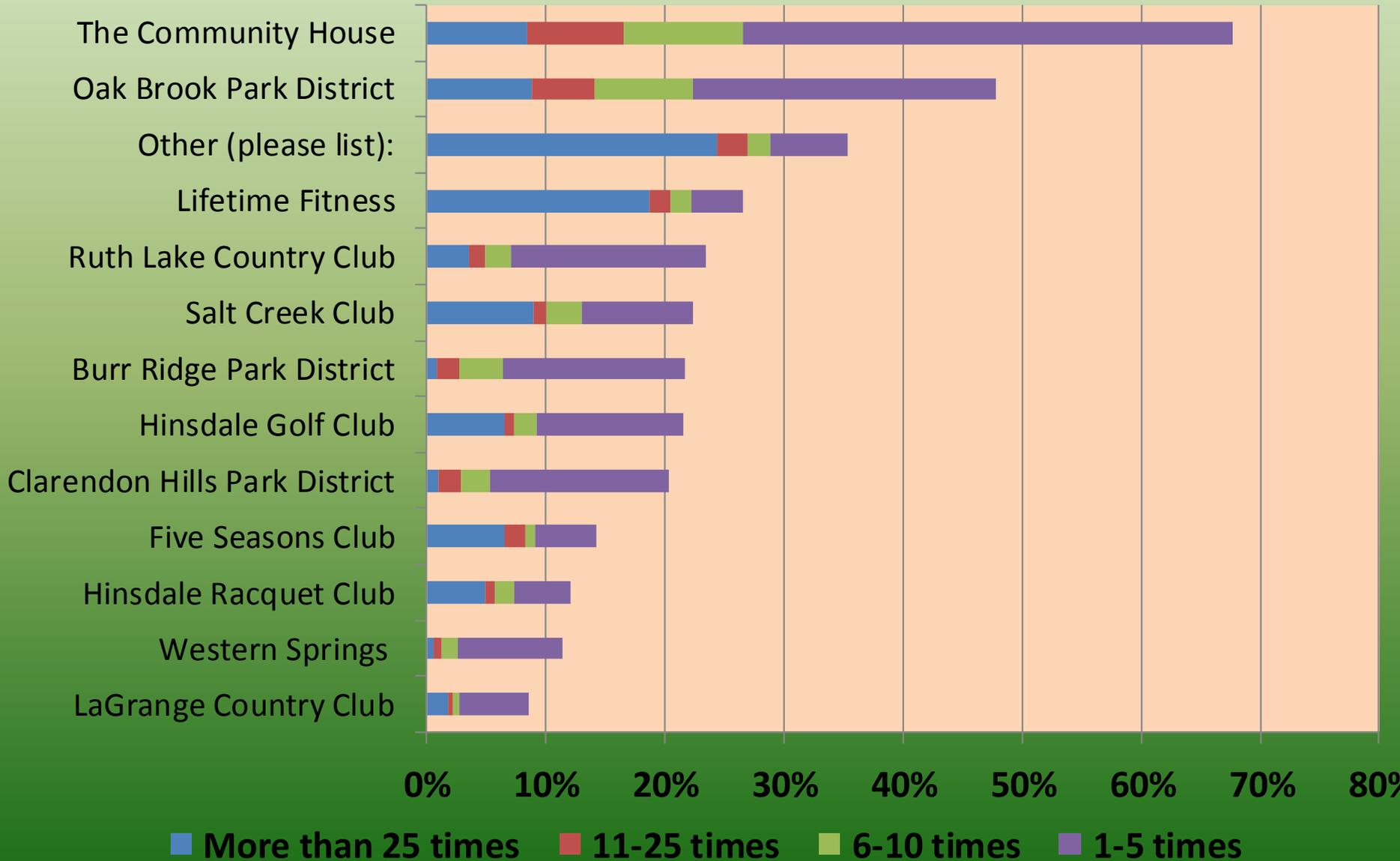


Village of Hinsdale Recreation Programs

Have Respondents Participate in Hinsdale Recreation Programs/Classes? (n=1,012)



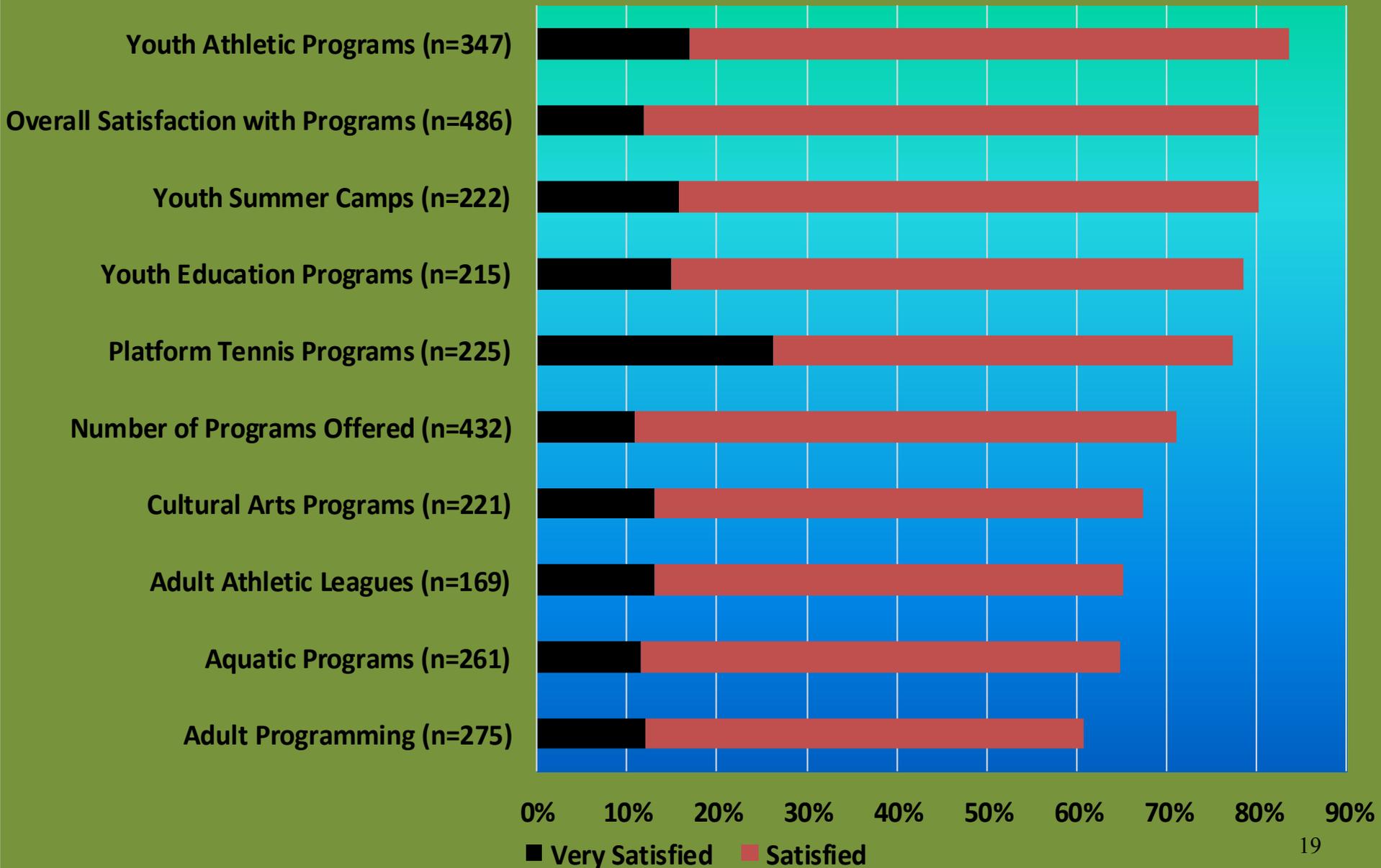
Household Participation Rates: Area Parks & Recreation Providers (n=801)



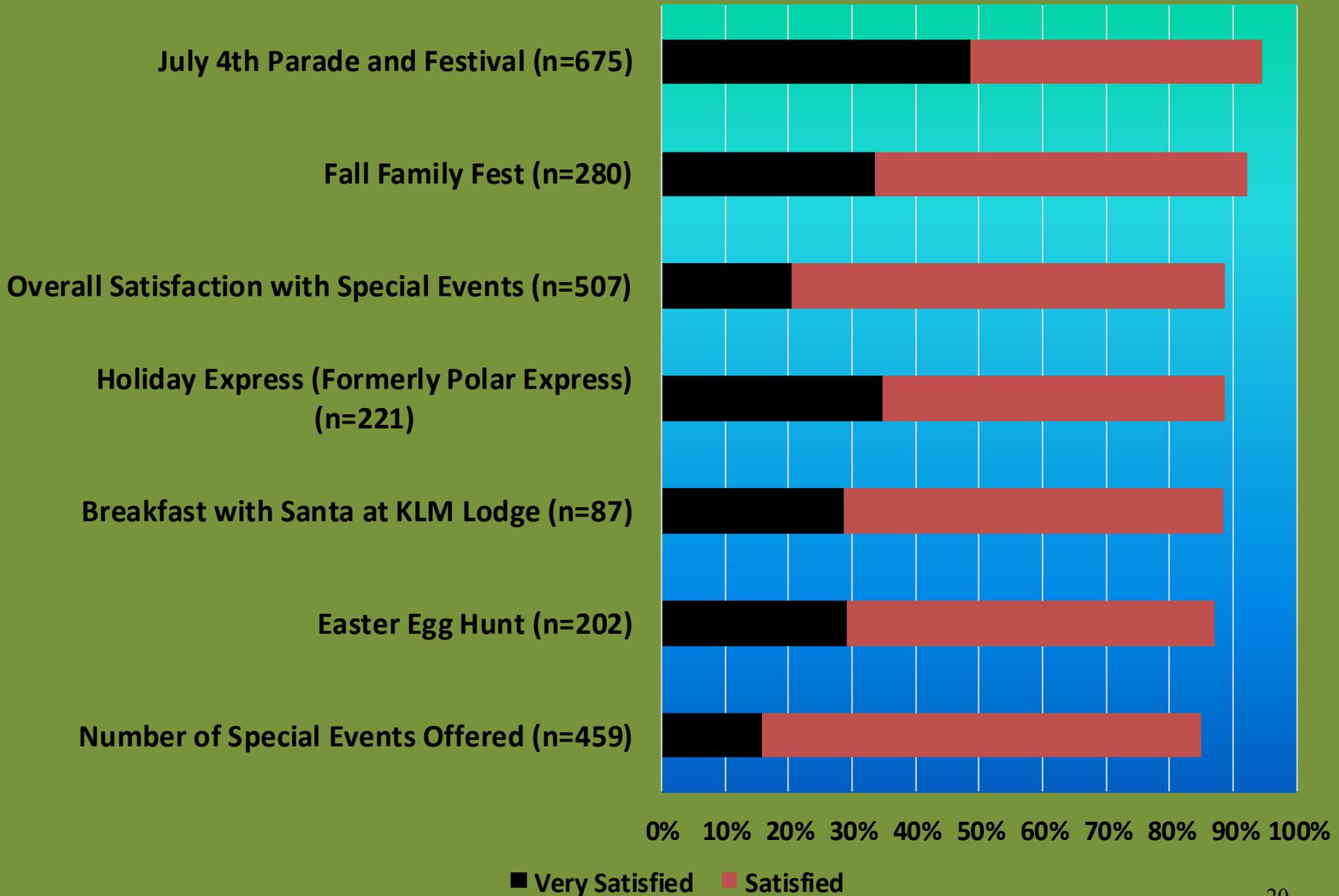
Household Participation: “Other” Category (n=147)

- **#1: Butterfield Country Club(n=23)**
- **#2: Midtown Athletic Club (n=21)**
- **#3: Chicago Highland Country Club (n=11)**
- **#4: Westmont Fitness Center (n=9)**
- **#5: L.A. Fitness (n=8)**
- **#6: Downers Grove Park District (n=7)**
- **#7: Oak Brook Park District (n=5)**

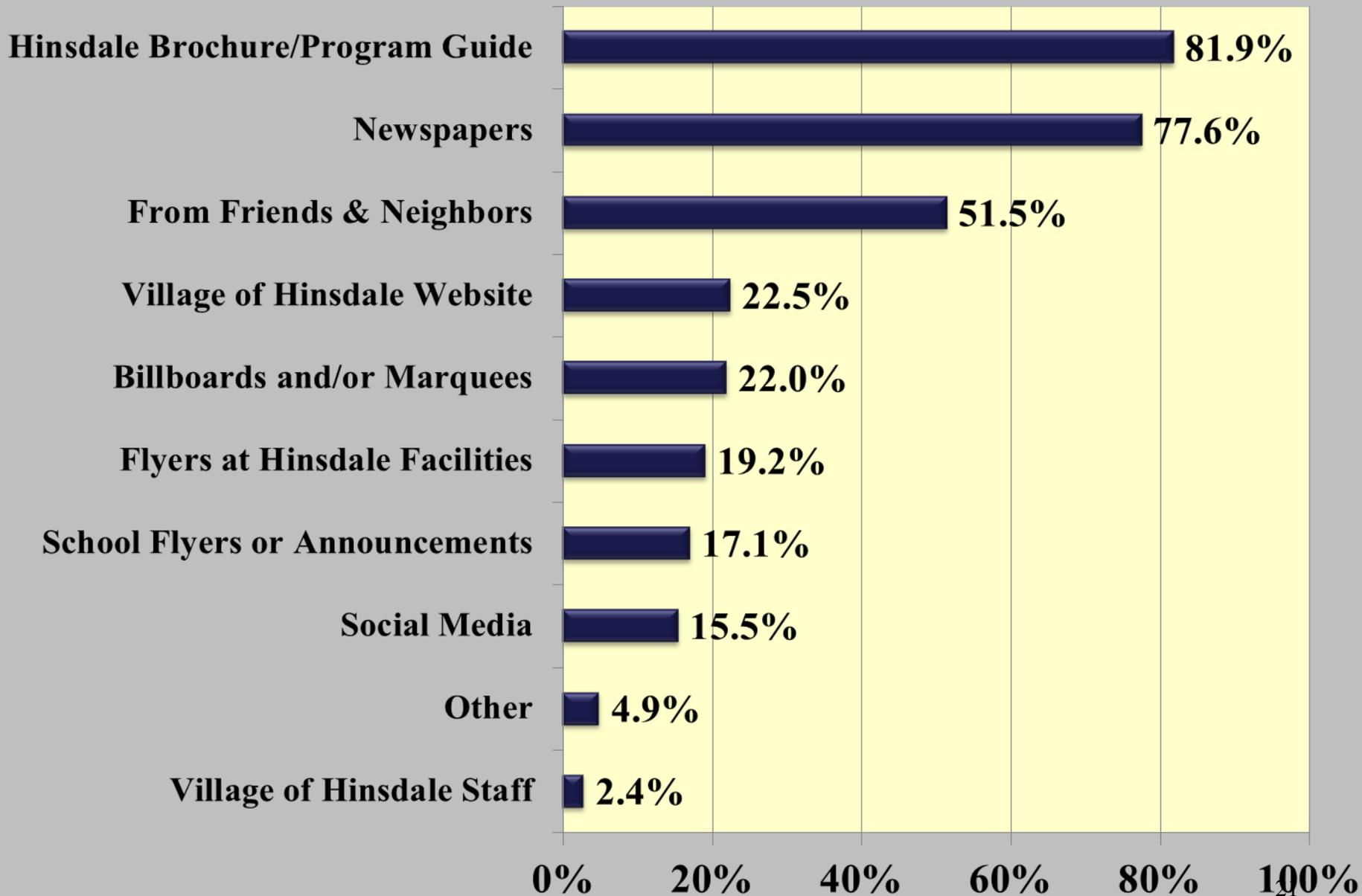
Satisfaction Levels: Hinsdale Recreation Programs



Satisfaction Levels: Hinsdale Special Events



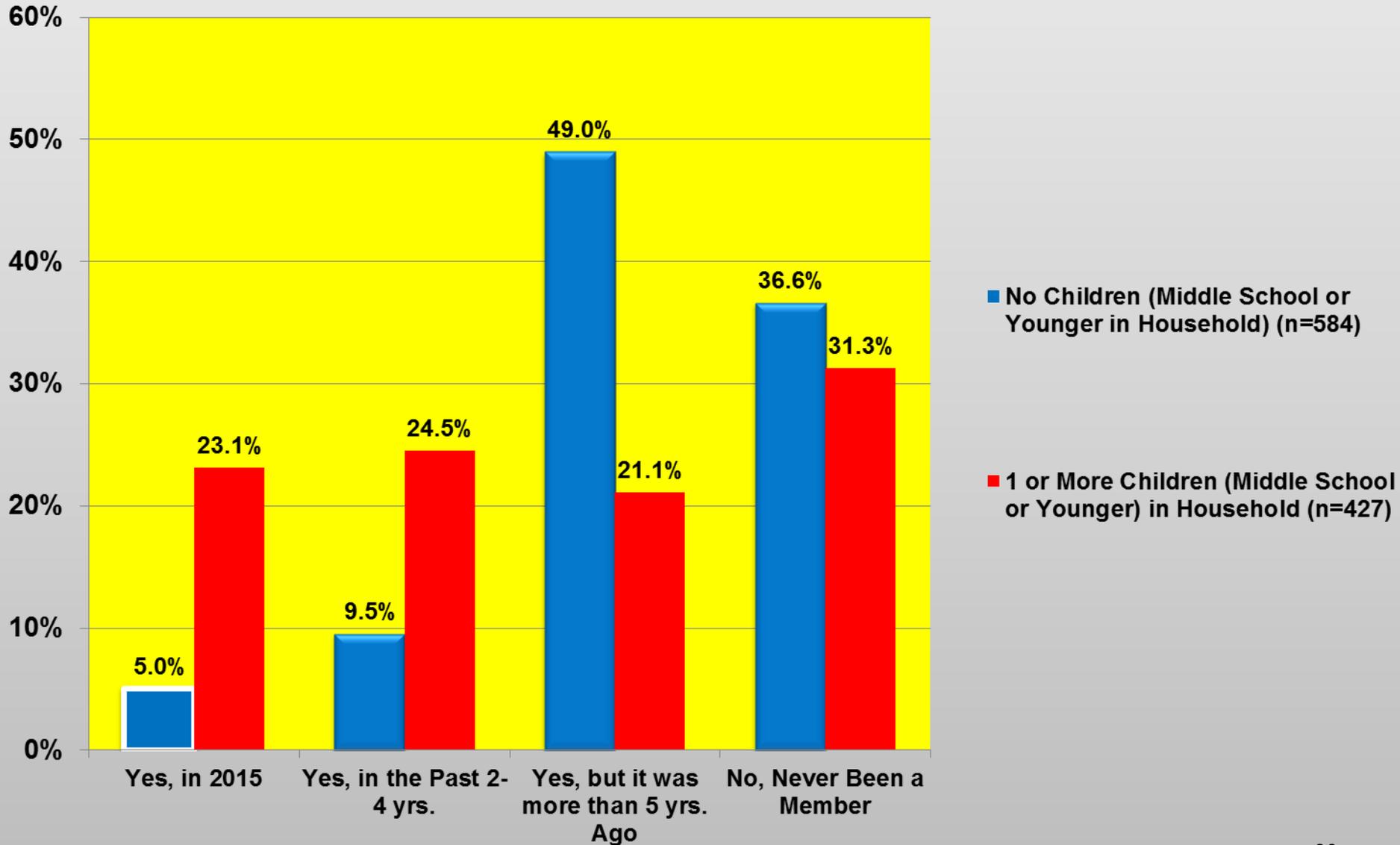
Village of Hinsdale Parks & Recreation Department Marketing Methods Utilized by Respondents (n=1,012)



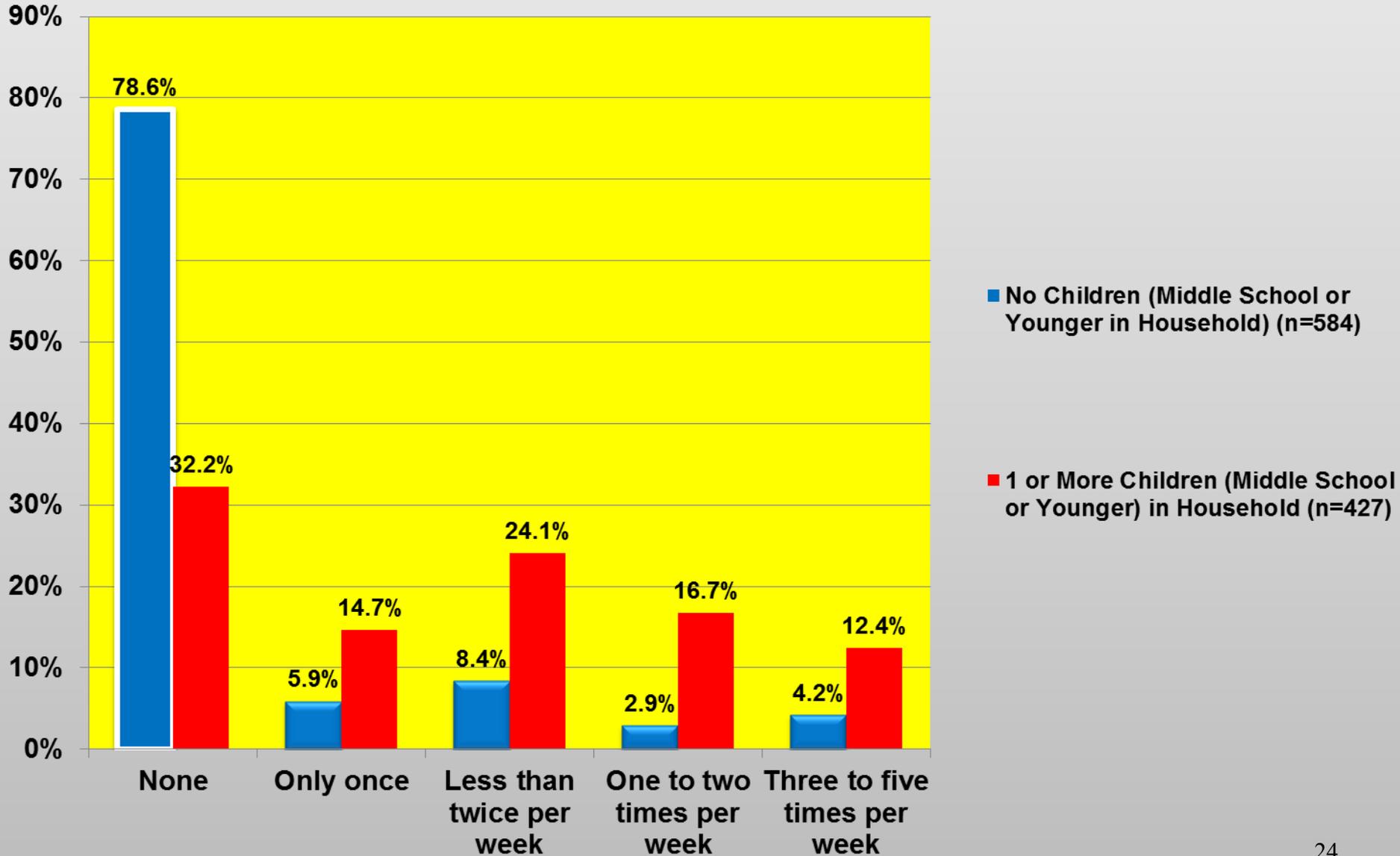


Village of Hinsdale Community Pool

Have You or Members of Your Household EVER Held a Membership/Pass to Hinsdale Pool? (n=1,012)

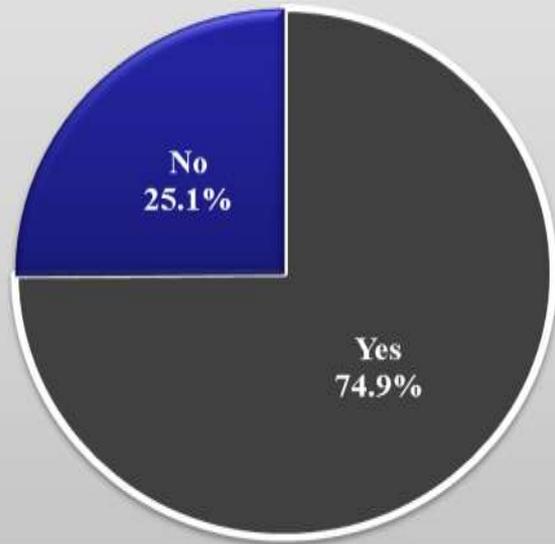


In the Summer of 2015, Did Your Household Visit the Hinsdale Community Pool? (n=1,012)



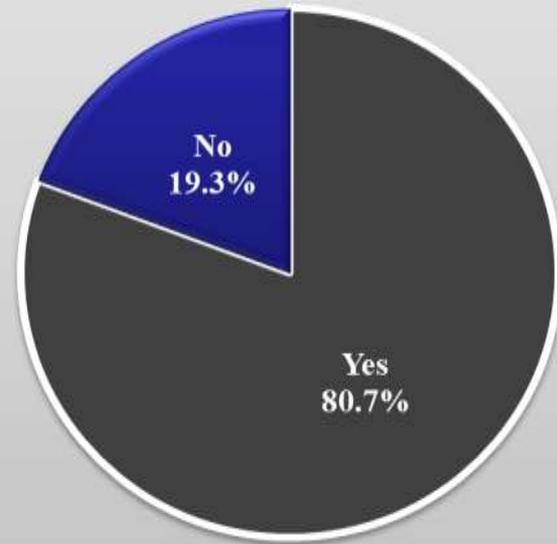
Households w/No Children
Middle School or Younger

Prior to 2015, Have you EVER Visited the Hinsdale Community Pool? (n=585)

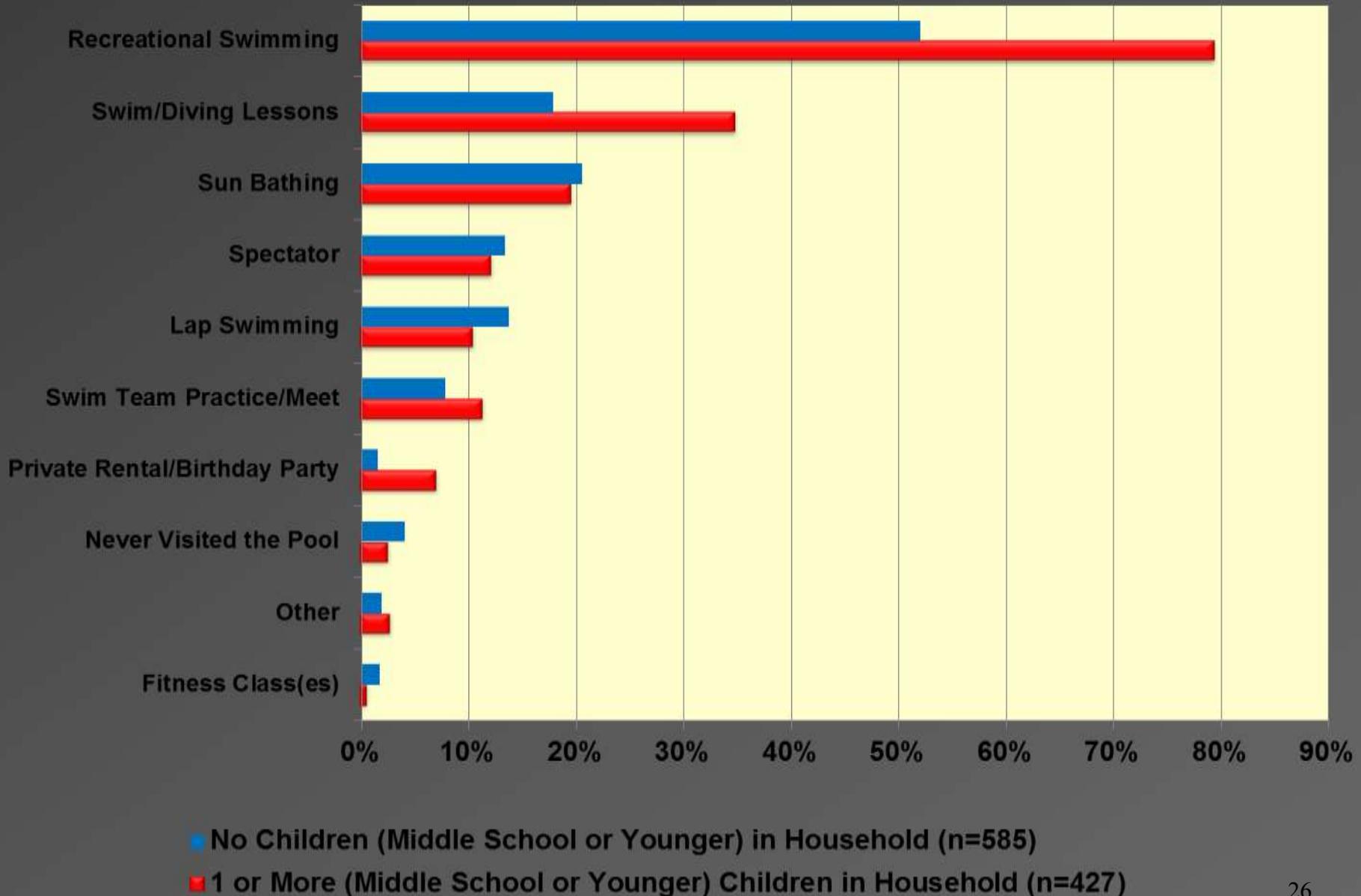


Households w/at Least One Child
Middle School or Younger

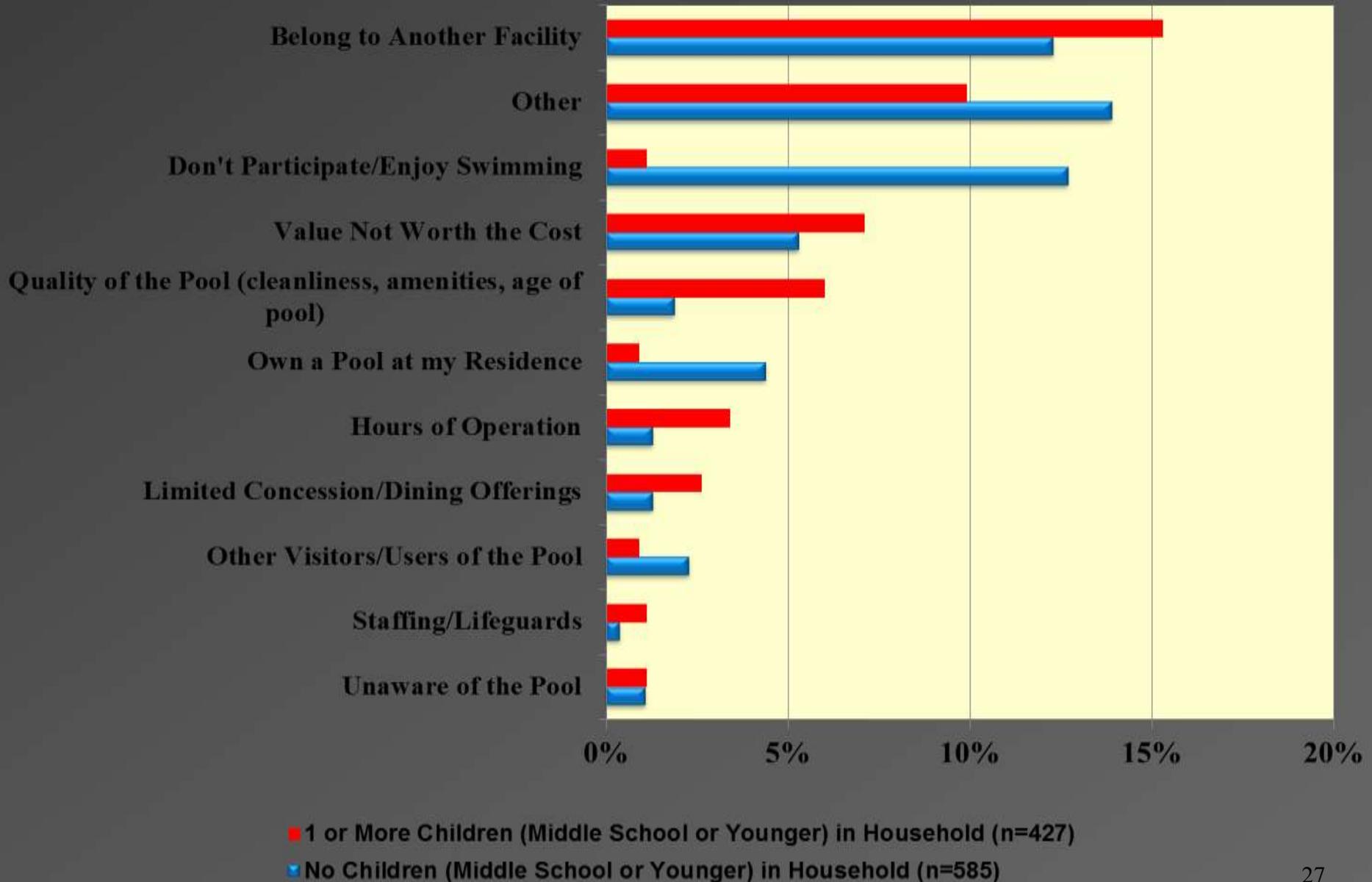
Prior to 2015, Have you EVER Visited the Hinsdale Community Pool? (n=427)



Residents' Intended Use at the Community Pool (n=1,012)



Reasons Why Residents Have NOT Visited the Community Pool (n = 1,012)



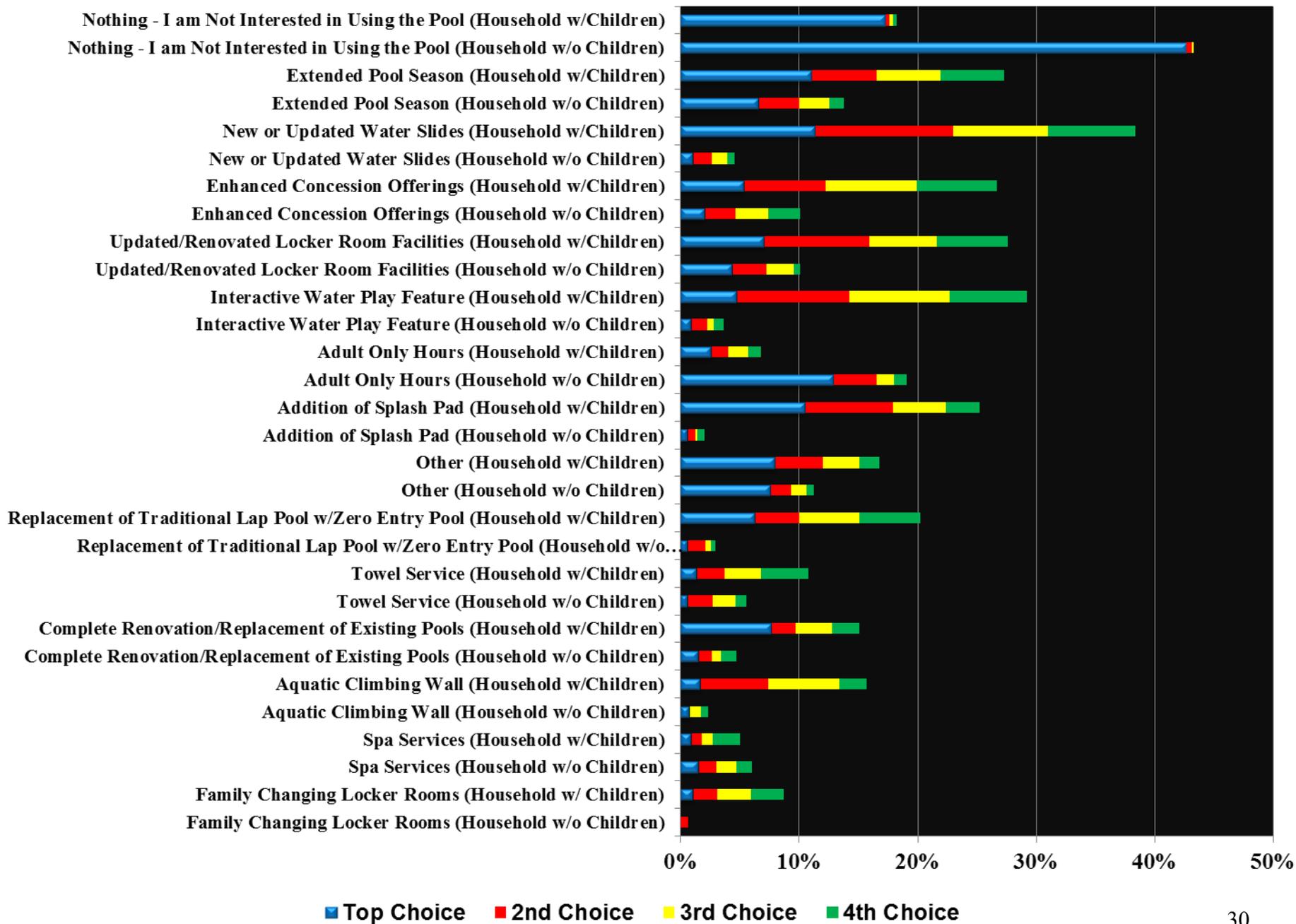
Reasons for NOT Visiting the Community Pool: “Belong to Another Facility” Category (n=110)

- **#1: Salt Creek Club (n=23)**
- **#2: Hinsdale Golf Club (n=17)**
- **#3: Lifetime Fitness (n=16)**
- **#4: Ruth Lake Country Club (n=12)**
- **#5: Butterfield Country Club (n=11)**
- **#6: Oak Brook Park District (n=9)**
- **#7: Chicago Highlands Country Club (n=7)**

Reasons for NOT Visiting the Community Pool: “Other” Category (n=108)

- **Theme #1: Use Other Aquatic Facilities (n=18)**
 - Respondents indicated the use of other facilities, including home, condo association, other private pools/clubs, etc.
- **Theme #2: Children No Longer at Home (n=15)**
 - Respondents indicated their children are no longer living at home and they don't have a need to use the pool.
- **Theme #3: Pool Quality/Amenities/Service (n=9)**
 - Respondents comments ranged from aging infrastructure and need for zero-entry amenities to service and cost associated with using the Community Pool.
- **Theme #4: Out of Town (n=8)**
 - Respondents indicated they are out of town during the summer months.

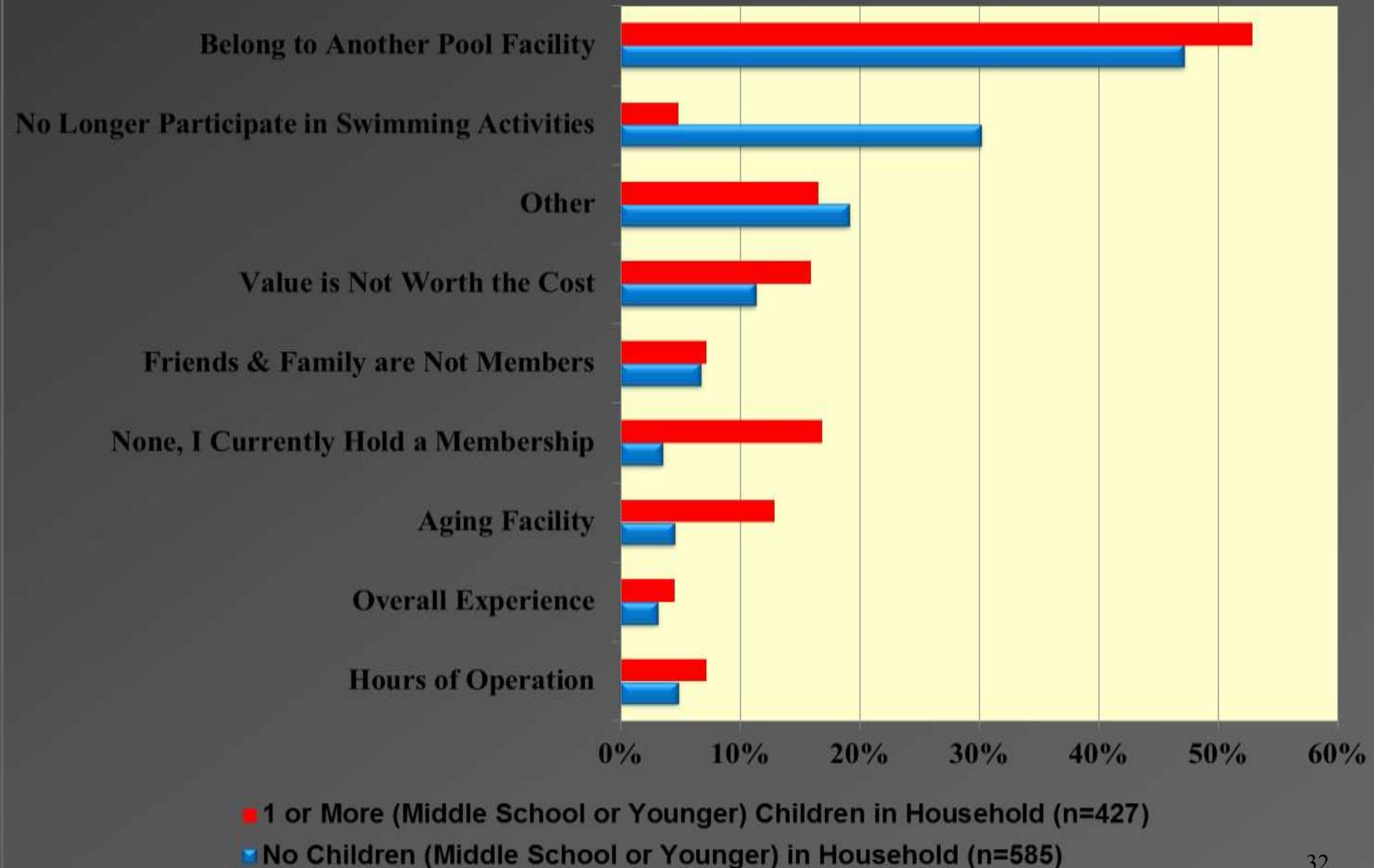
Amenities/Services that Would Entice Residents to Visit the Community Pool (n=1,012)



Amenities that would Entice Residents to Use the Community Pool: “Other” Category (n=134)

- **#1: Extended Hours (n=28)**
 - Not closing during swim meets, open earlier, extended time for lap swim, stay open later, etc.
- **#2: Facility Updates/Maintenance (n=25)**
 - Concerns over pool cleanliness, cool water temperature, locker rooms in need of updates, etc.
- **#3: Adult Aquatic Programs (n=12)**
 - Aqua aerobics, adult swimming, fitness, etc.
- **#4: Seating/Dining (n=7)**
 - More umbrellas, improved seating, free food, etc.

Reasons for Not Holding a Membership to Community Pool (n=1,012)



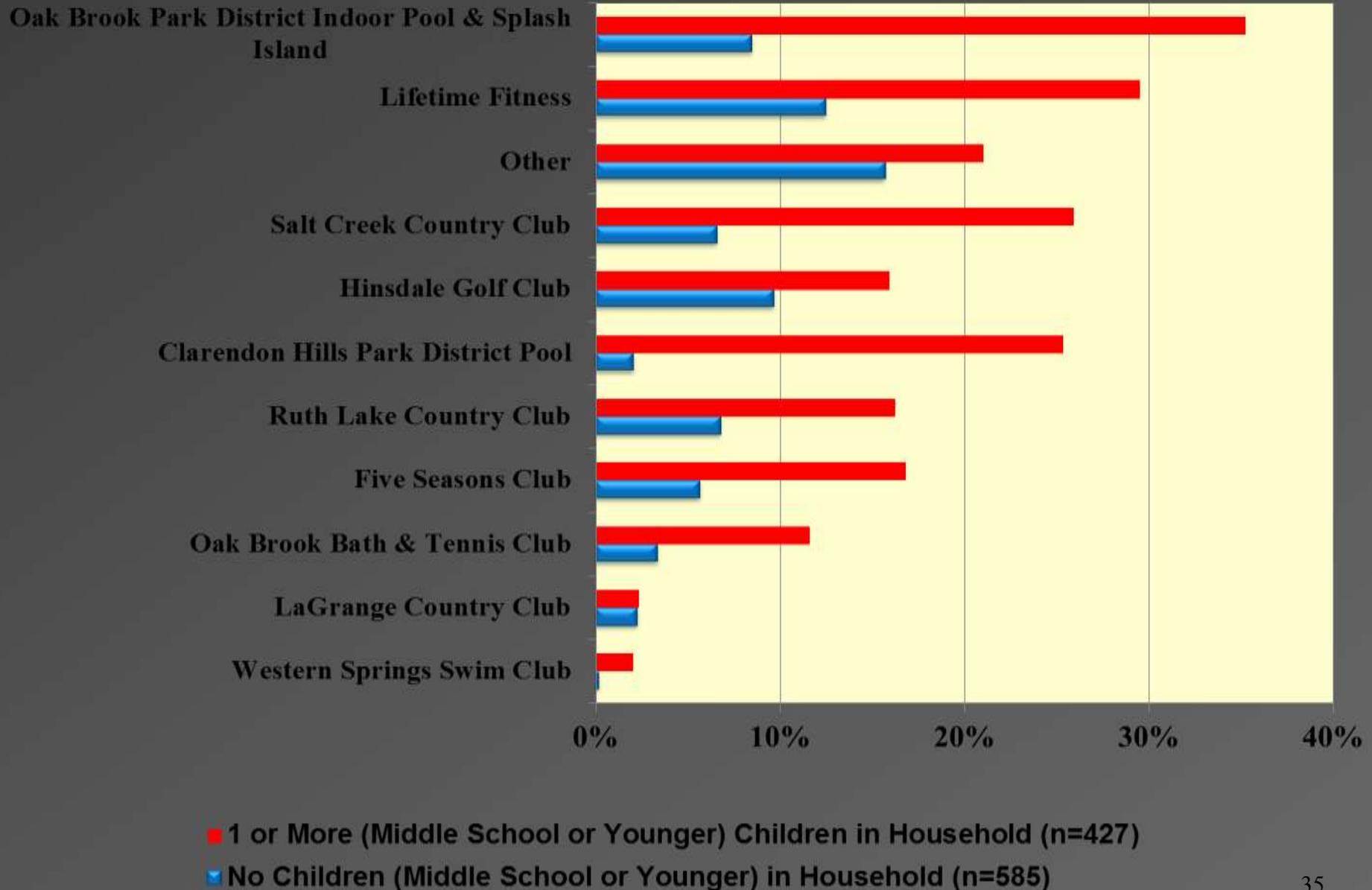
Reasons for NOT Holding a Membership to the
Community Pool:
“Belong to Another Facility” Category (n=225)

- **#1: Salt Creek Club (n=37)**
- **#2: Hinsdale Golf Club (n=35)**
- **#3: Lifetime Fitness (n=28)**
- **#4: Ruth Lake Country Club (n=19)**
- **#5: Five Seasons (n=18)**
- **#6: Butterfield Country Club (n=17)**
- **#7: Oak Brook Park District (n=16)**
- **#8: Chicago Highlands Country Club (n=13)**

Reasons for NOT Holding a Membership to the
Community Pool:
“Other” Category (n=156)

- **Theme #1: Use Other Aquatic Facilities (n=34)**
- **Theme #2: Children No Longer at Home (n=27)**
- **Theme #3: Pool Quality/Amenities/Service (n=15)**
- **Theme #4: Out of Town (n=8)**

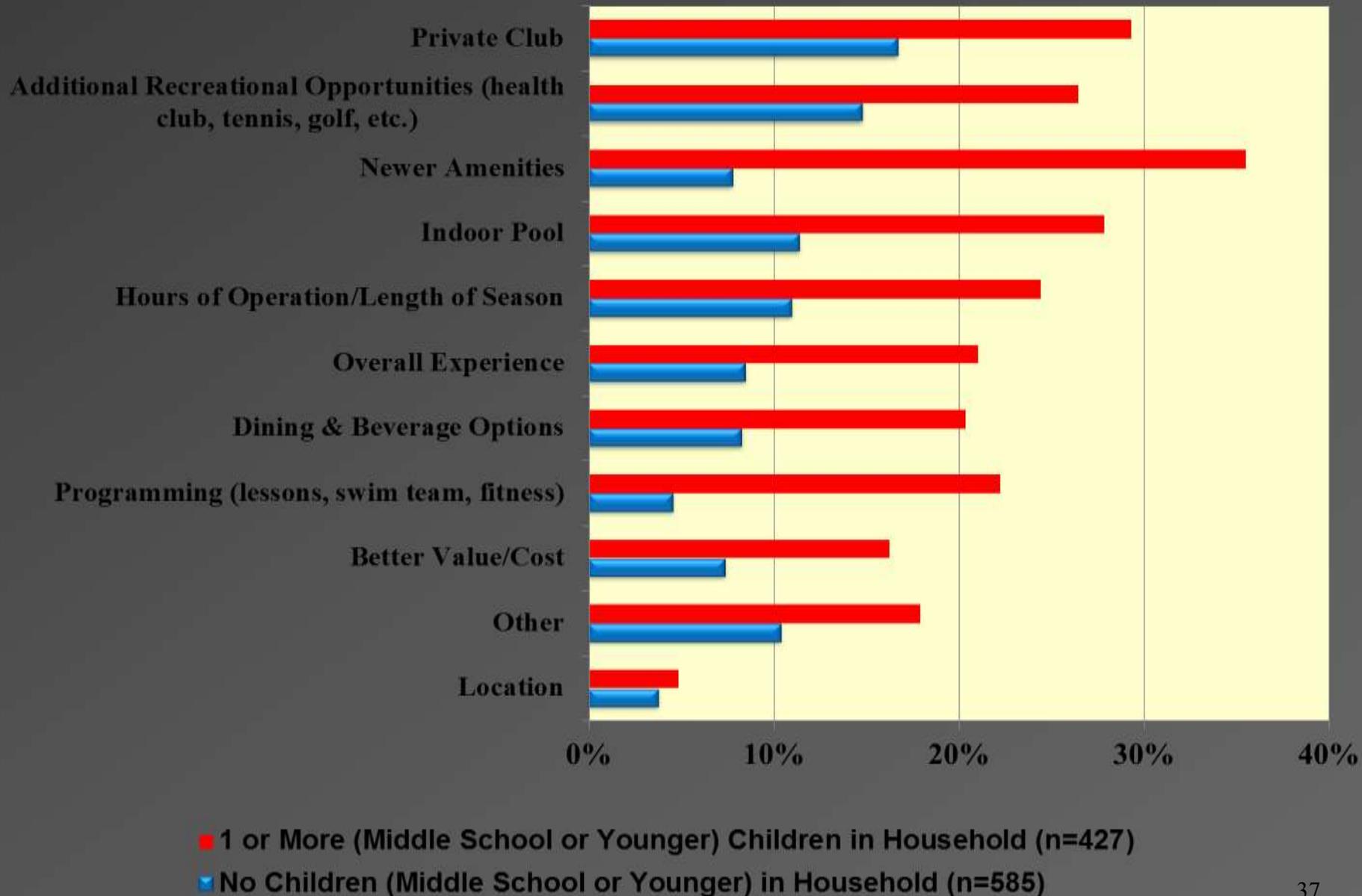
What Other Pools Have Households Visited in Past 12 Months? (n=1,012)



Pools Visited During Past Year: “Other” Category (n=151)

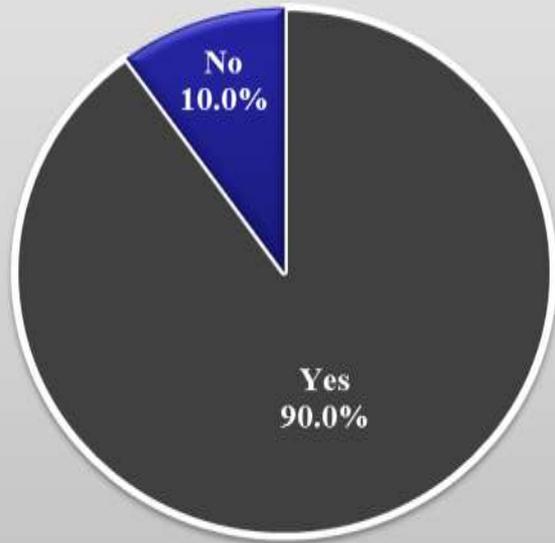
- **#1: Private Pool (n=32)**
- **#2: Chicago Highlands Country Club (n=20)**
- **#3: Butterfield Country Club (n=17)**
- **#4: Midtown (n=14)**

Households' Motivation for Visiting Another Pool (Besides the Community Pool) (n=1,012)



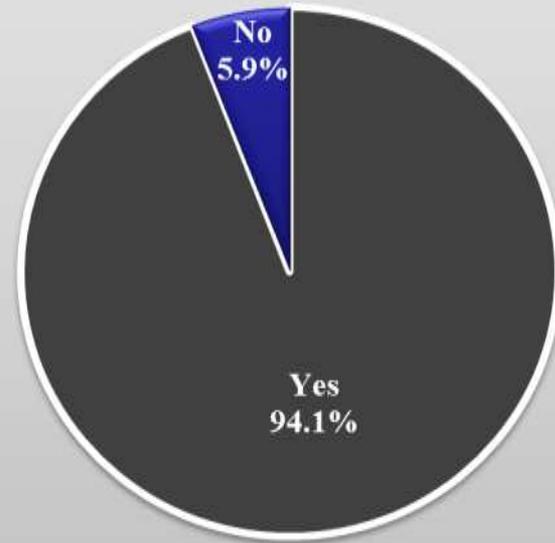
**Households w/No Children
Middle School or Younger**

**Are You Aware that Residents &
Nonresidents Can Visit the Community
Pool for a Daily Fee? (n=585)**



**Households w/at Least One Child
Middle School or Younger**

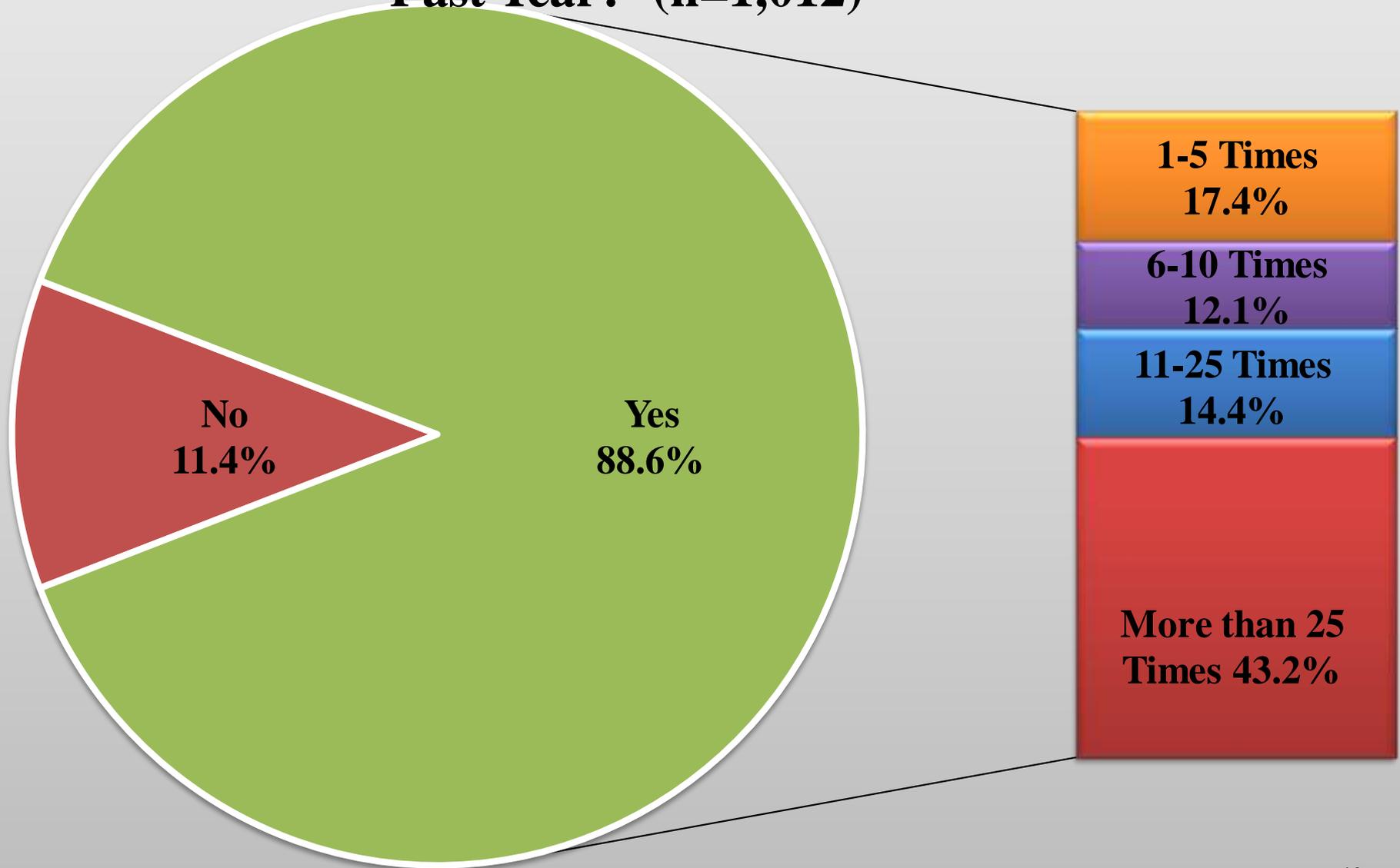
**Are You Aware that Residents &
Nonresidents Can Visit the Community
Pool for a Daily Fee? (n=427)**



Village of Hinsdale Parks & Recreation Facilities

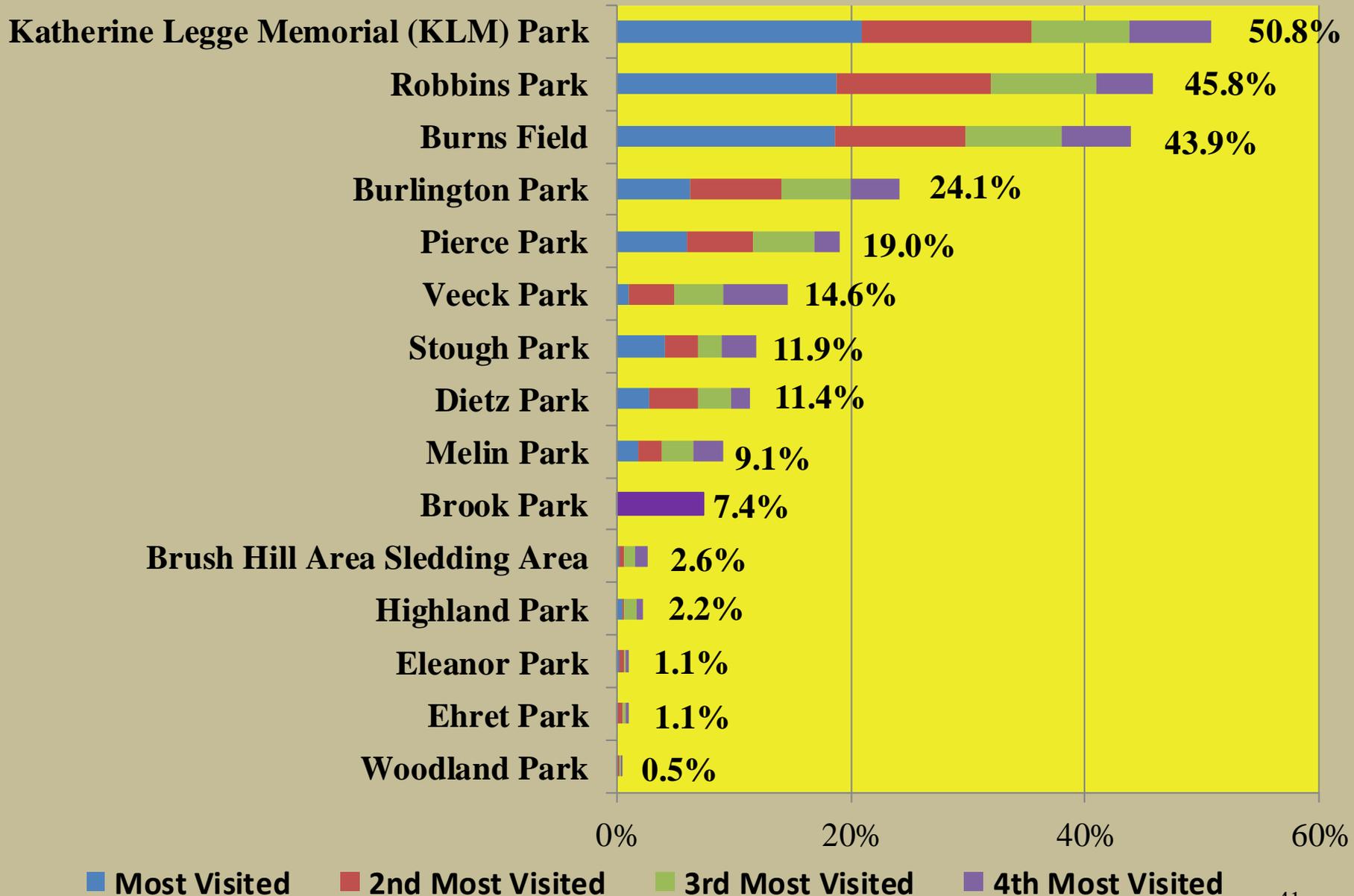


How Many Times Has Your Household Visited a Hinsdale Park & Recreation Facility During the Past Year? (n=1,012)



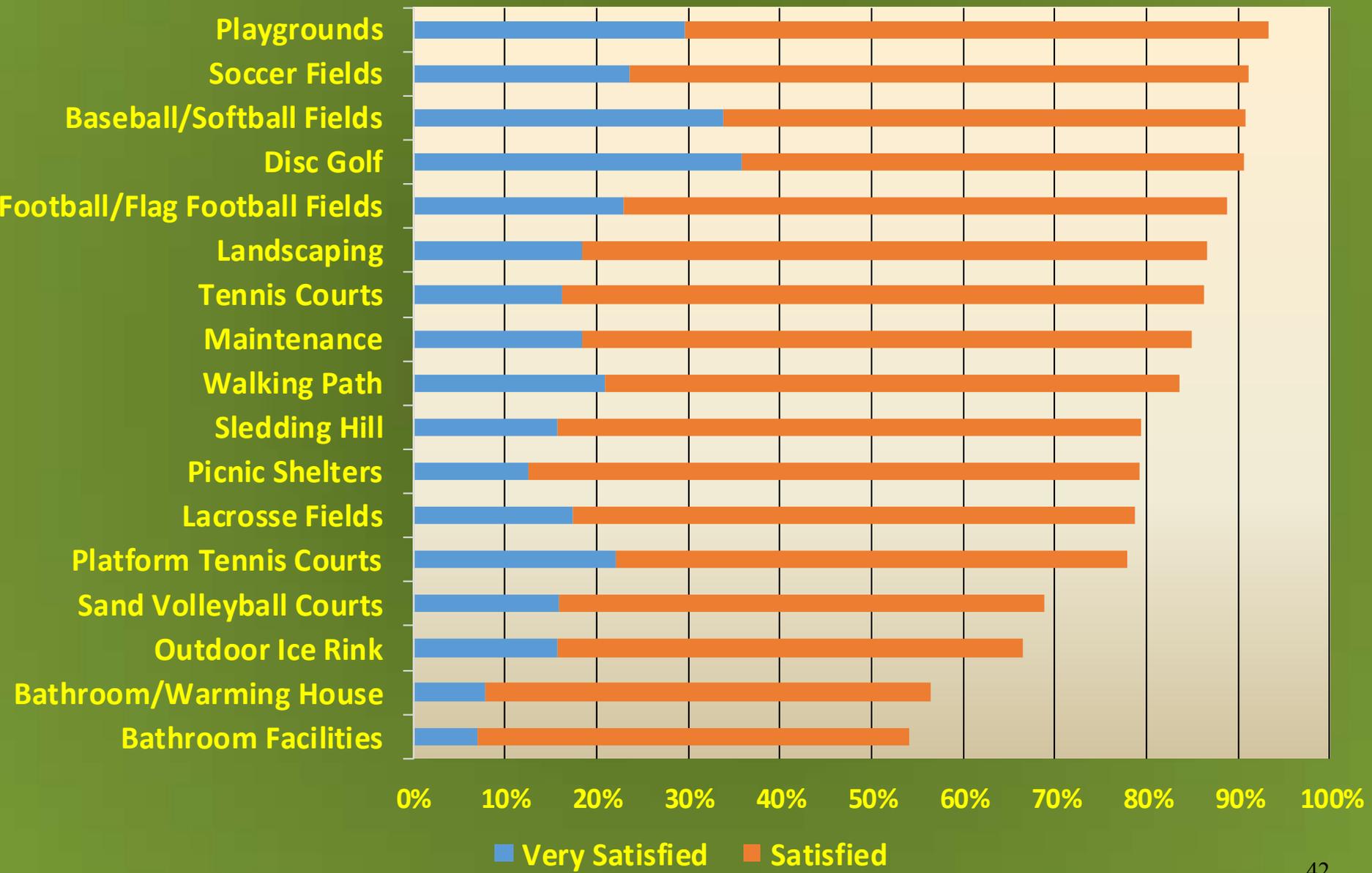
Most Popular (Visited) Parks (n=973)

% of household's 1st, 2nd, 3rd, or 4th most visited park site



Level of Satisfaction With Hinsdale Facilities & Amenities

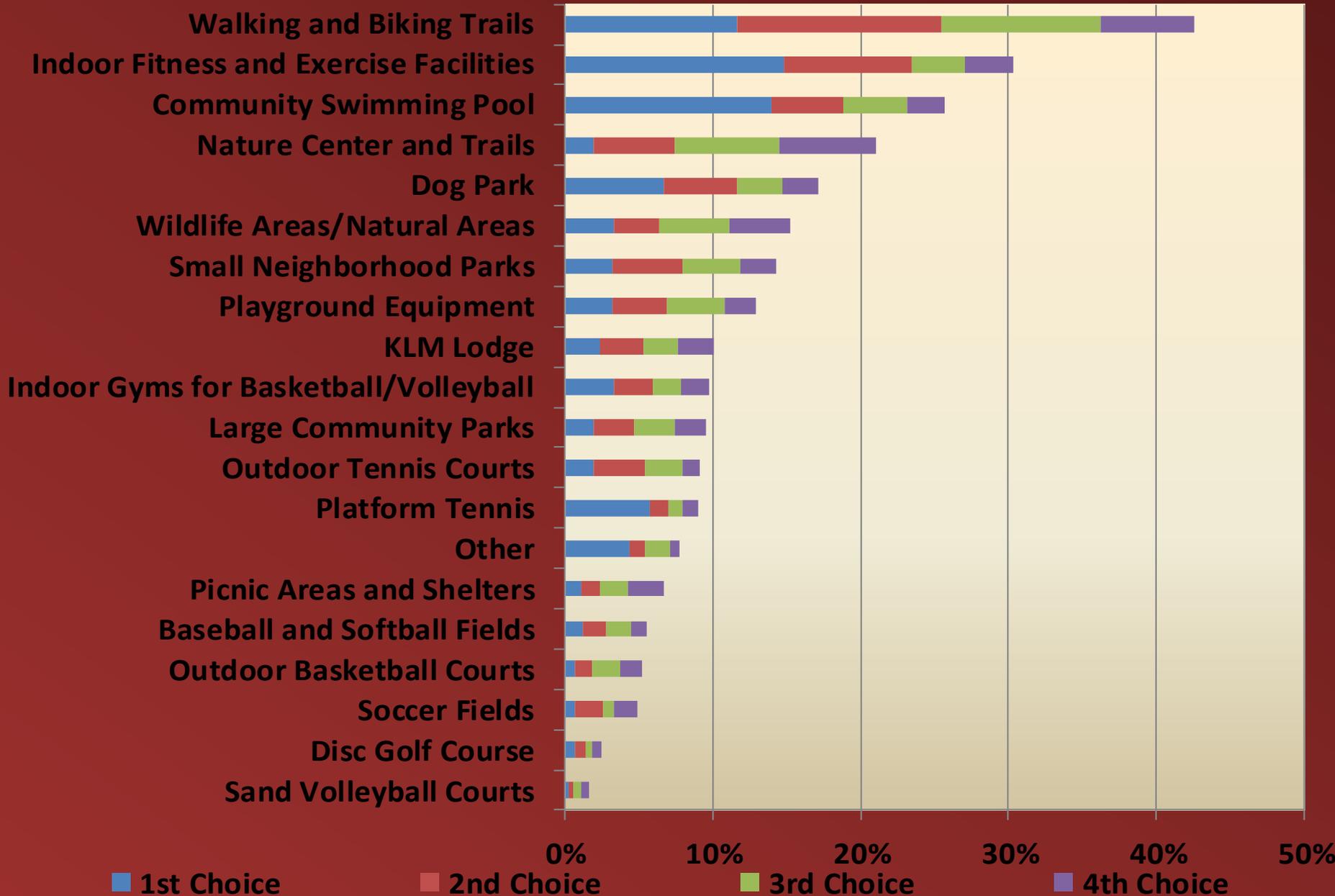
(n=892)



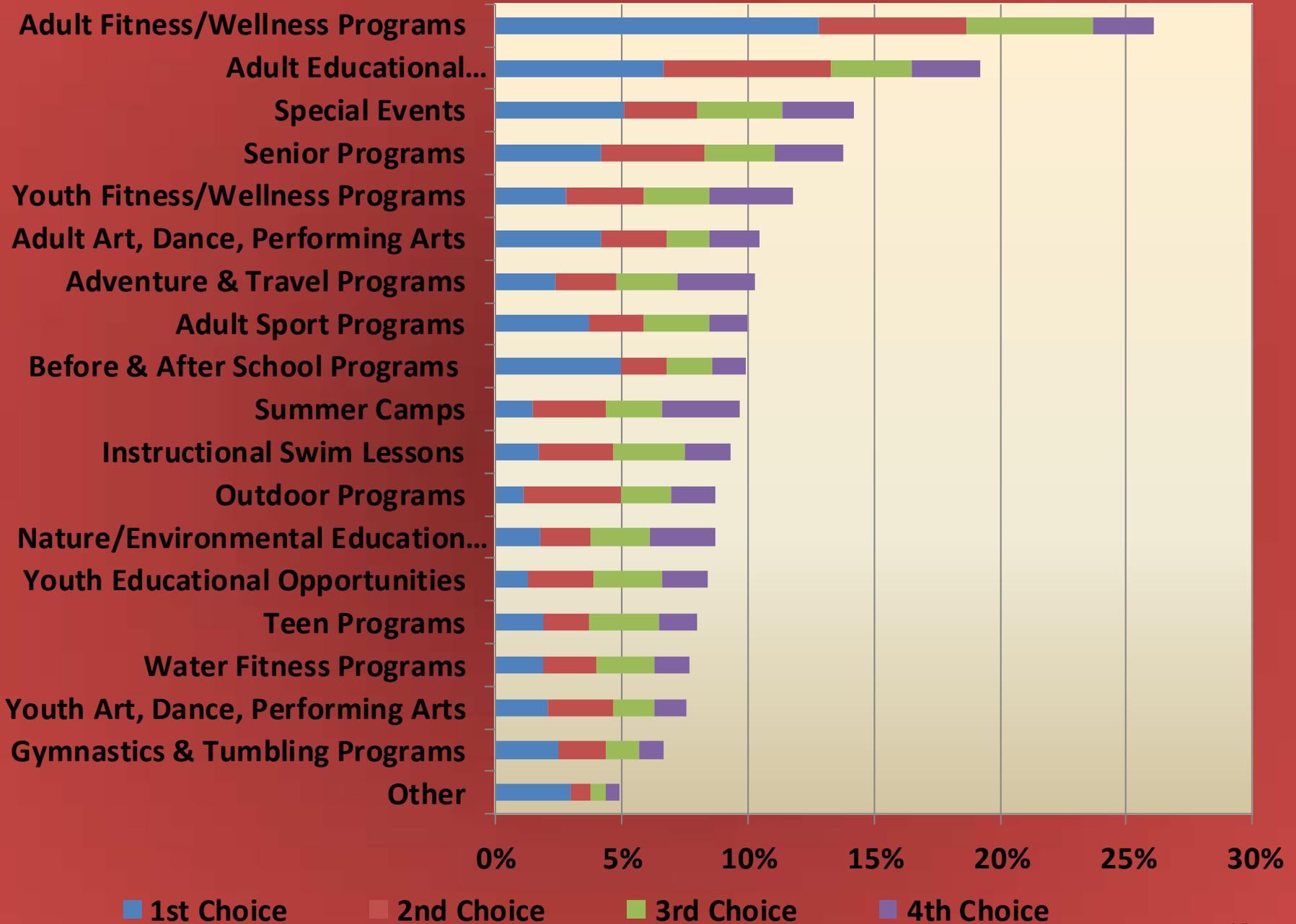
Future Participation & Needs & Interests



Future Recreation Facility Needs (n= 448)



Future Recreation Program Needs (n= 277)



Discussion/Questions??



Thank You!!