

# **2008 WHEATON PARK DISTRICT ATTITUDE & INTEREST SURVEY**



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## **INTRODUCTION**

### **OVERVIEW**

Today, the provision of recreation services and facilities is recognized as an essential component of a community's comprehensive plan. Citizens want opportunities for participation in quality recreation programs, attractive parks, and effective and safe recreation facilities. Only through local government provisions can recreation truly be made available to all citizens. Local government sponsorship provides the major opportunity for many people, and the only opportunity for some of the people, for access to recreational facilities such as parks, recreation centers, tennis courts, softball and baseball diamonds, swimming pools, and other specialized facilities.

In remaining accountable for expenditures and to meet these community needs, the Wheaton Park District recognized the need to identify the park and recreation interests within the district. The first step in identifying the district's recreation interests is through the use of a community-wide survey. In efforts to properly assess the community need and recreation programming, the Wheaton Park District contacted the Office of Recreation and Park Resources at the University of Illinois to assist with this project. In efforts to develop a tool that to best fit the desires of the Wheaton Park District, the Office of Recreation and Park Resources conducted interviews with board members, staff, and key stakeholders within the Wheaton Park District. The Office of Recreation and Park Resources worked alongside the board and staff of the Wheaton Park District to develop a community-wide attitude and interest questionnaire that met the needs of all parties. Once developed, the questionnaire was mailed to a representative sample of households within the Wheaton Park District. The intent of the questionnaire was to gather residents' opinions, attitudes, and preferences regarding the Wheaton Park District's park areas, programs, and facilities.

### **PURPOSE**

The purpose of the community survey is to provide accurate insight of community attitudes, opinions, and perceptions toward possible park and recreation programming, facilities and services. The data collected from the survey will be used by the park district to more accurately plan for the provision of programs, resources, and facilities to best meet the interests of their residents. However, to ensure the results of the survey were valid indicators of the residents' recreation attitudes and behaviors, proper survey methods and procedures were needed. In response to this need, the Office of Recreation and Park Resources at the University of Illinois partnered with the Wheaton Park District to identify the specific purpose, techniques, and procedures of the community-wide survey to obtain accurate information which will help to guide the district's direction for short-term and long-range recreation planning within the community.

## **OBJECTIVES**

Based on the purpose of the study, the following objectives were established:

To design, develop, and administer a community-wide attitude and interest survey to assess the Wheaton Park District's park and recreation services. It is expected that the study will provide insight into the following areas:

- **Objective #1:** To determine current participation rates with existing parks, programs, and facilities.
- **Objective #2:** To determine the residents' satisfaction with current programs, facilities, parks, maintenance, and personnel services.
- **Objective #3:** To determine residents' perception of the quality of existing parks, programs, facilities, and services.
- **Objective #4:** To assist in determining the most effective form of publicity.
- **Objective #5:** To solicit input from residents concerning current issues and future needs for expansion, rehabilitation and/or development of parks, facilities, programs, and services.
- **Objective #6:** To determine residents' willingness to support rehabilitation, development and/or expansion of any projects.
- **Objective #7:** To assess residents' interest in and support of funding land preservation and land acquisition.
- **Objective #8:** To obtain demographic and personal characteristics of Wheaton Park District residents.

## **STUDY PROCEDURES**

An initial sample of 3,000 households within the Wheaton Park District was obtained for the study. The primary data collection instrument for the study was a mail-back questionnaire. Specific information regarding the sample, questionnaire development, and response rate is presented in the following sections.

### **SAMPLE**

A random sample was utilized to select study participants. A well known sampling firm, Survey Sampling International (SSI), generated a sample of 3,000 residents. SSI was unable to generate a sample from the Wheaton Park District boundaries. As a result, census tract-block groups were used. Specifically, the following census tract blocks were included in the sample: 841801, 841802, 841900, 842400, 842500, 842601, 842602, 842603, 842604, 842605, 842702, 842703, 842704, and 842705. A community survey was mailed to each of the households in the sample and an adult member of the household was asked to complete the survey.

### **QUESTIONNAIRE DEVELOPMENT**

A six-page questionnaire was developed to collect information to meet the study's objectives. Sections within the questionnaire included participation rates, satisfaction with services, quality assessments, marketing, future programming and facility preferences, and demographic characteristics. The Office of Recreation and Park Resources worked closely with the Wheaton Park District in developing the questionnaire to ensure the needs of the district were addressed. A detailed overview of the specific procedures is provided in the following sections.

In addition to the six-page questionnaire, an abbreviated version of the questionnaire was developed for members of Wheaton's Chamber of Commerce. The intent of this questionnaire was to gain additional insight into the recreation issues and opportunities within the community.

#### ***Initial meetings***

Mike Benard, Executive Director of the Wheaton Park District, met with Robin Hall, Director of the Office of Recreation and Park Resources to discuss the district's interests. In an effort to address the Wheaton Park District's needs, the Office of Recreation and Park Resources partnered with the district to identify the specific purpose, techniques, and procedures of the community-wide survey to obtain a clear planning direction for the future recreational services within the community. In particular, it was agreed that the Office of Recreation and Park Resources would: conduct interviews with the Board of Commissioners, staff, and community leaders; work with the Wheaton Park District in the development of a community-wide survey instrument; coordinate the printing and mailing of the survey instrument; conduct survey data collection and analysis; and generate a report and presentation of the survey results.

#### ***Board, Staff, and Community Leader Interviews & Focus Group Discussions***

In an effort to collect background information on current issues, anticipated needs, and future trends impacting the Wheaton Park District, interviews with the Board of Commissioners, staff, and community leaders were conducted by the Office of Recreation and Park Resources. Individual interviews with the Board, staff, and community leaders were conducted between July

1, 2008 and September 1, 2008. An outline of the interview questions for Wheaton Park District Board of Commissioners, staff, and the community leaders is provided in Appendix D.

Focus group interviews were also conducted with key groups in the community to assist the District in identifying trends and issues impacting the community. The data obtained from the focus group interviews was used to supplement the data collected from the questionnaire. Focus group data summaries are provided in Appendix C.

### ***Questionnaire Development***

Based upon the information collected during the Board, staff, and community leader interviews, the community-wide attitude and interest questionnaire and Chamber of Commerce questionnaire were developed to collect information that would meet the stated objectives of the study. The Office of Recreation and Park Resources developed a draft of each questionnaire that was submitted to the Wheaton Park District and the Chamber of Commerce for review. Based upon the feedback obtained from the Wheaton Park District and Chamber of Commerce reviewers, a final community-wide attitude and interest questionnaire and Chamber of Commerce questionnaire were developed.

### ***Data Collection***

Data collection took place over a 5-week period, beginning September 26, 2008 and concluding on November 3, 2008. The data collection for the community-wide attitude and interest questionnaire involved the use of a mailing to 3,000 households in the Wheaton Park District. Every member of the Chamber of Commerce was sent the Chamber of Commerce questionnaire. The initial mailing included an advanced notification postcard, informing households of their inclusion in the study and the forthcoming questionnaire. The advanced notification postcard is provided in Appendix E. A week later, questionnaires were mailed to each household and Chamber member. The mailing included a cover letter (Appendix E), postage paid return envelope, and questionnaire (Appendix D). Two weeks after the questionnaire was mailed, a thank you/reminder postcard (Appendix E) was sent to all households.

Data collection was terminated on November 3, 2008. Once the questionnaires were received, the Office of Recreation and Park Resources staff checked the data for completeness and accuracy prior to analysis.

### **QUESTIONNAIRE RESPONSE RATE**

Following the procedures outlined above, a mailing of 3,000 households was selected to participate in the study. Initial analyses of the sample identified 302 households that were outside of the Wheaton Park District boundaries and they were removed from the study. In addition, 8 questionnaires contained undeliverable addresses and were also removed from the study yielding a sample size of 2,690. Of these households, 726 usable questionnaires were returned for an overall response rate of 27.0%. This response rate is considerably higher compared to community studies that utilize a similar mailing method. Sixty-eight responses were obtained for the Chamber of Commerce questionnaire.

## EXECUTIVE SUMMARY

### *Participation*

- In the past year, an overwhelming majority of residents have utilized the Wheaton Park District's parks, facilities and programs.
  - 83.4% of the respondents or members of their household had visited at least one Park District park
  - 79.7% had visited a District facility
  - 57.6% had participated in at least one Park District program
- Over 73% of households also indicated they utilized a forest preserve within the past 12 months. This would indicate that some of the need/demand for open space is being served by another agency.
- Program participation, facility use and paid attendance figures for the Wheaton Park district are higher than the state average for these uses. This is based on figures from a statewide study by ORPR conducted for the Illinois Association of Park Districts.

### *Satisfaction*

- An overwhelming majority of residents (97.8%) are satisfied with Wheaton Park District's recreation programs, facilities, parks, maintenance and personnel services.
- Comments from focus groups, individual interview and written comments received as part of the surveys indicates there are some customer service concerns.
- 97.1% of the households surveyed indicated they are satisfied with the number of existing recreation program while 90.8% are satisfied with the days and times of the programs. There are some, however, who have concerns about the latter.
- When asked about their overall satisfaction with the park district's recreation programs, 98% were satisfied or very satisfied. Individual comments received through focus groups, interviews, and on the surveys raised some concerns.
- More than 90% of households are satisfied with the facilities managed by the Wheaton Park District.
- More than 95% of households are satisfied with Wheaton Park District's park areas and general park maintenance.
- A large majority of households (+85%) are satisfied with the Park District Board and staff.

### ***Public Information***

- The Wheaton Park District brochure (91.5%) is the most widely utilized method to learn about Park District recreation programs and services.
- Friends and neighbors (40.4%), newspaper advertisements (31.2%), flyers at District facilities (19.5%) and the District's website (17.0%) were also utilized by households to learn about the Wheaton Park District's recreation programs and services.

### ***Need for Development/Expansion***

- 49.2% of households identified bikeways to link parks/paths/schools as their household's first (16.9%), second (11.4%), third (11.2%) or fourth (9.7%) choice for a new/expanded recreation facility in the Wheaton Park District.
- The preservation of open space was the second most popular choice with 42.9% (1st choice=12.4%, 2nd choice=11.2%, 3rd choice=10.7%, 4th choice=8.6%) followed by an indoor swimming pool with 35.3% (1st choice=17.5%, 2nd choice=7.1%, 3rd choice=3.8%, 4th choice=6.9%).
- 43.3% of the respondents identified adult fitness/wellness programs as their household's first (16.9%), second (10.8%), third (9.0%), or fourth (7.2%) choice for a new/expanded recreation program at the Wheaton Park District. Senior programs were next with 33.9% (1st choice=10.8%, 2nd choice=9.5%, 3rd choice=9.3%, 4th choice=4.3%) followed by adult educational opportunities with 32.6% (1st choice=8.3%, 2nd choice=9.2%, 3rd choice=9.0%, 4th choice=6.1%).

## **RECOMMENDATIONS**

There is no doubt that, overall, residents are pleased with the Wheaton Park District. A blend of survey results, written comments, comments from interviews, with focus groups and individuals as well as a general review and analysis of current conditions lead to the following recommendations. These recommendations are suggested as ways to improve a very good operation and to better serve community residents. They are ORPR's interpretation of the data from all sources.

1. Evaluate and take care of the facilities and parks the District currently maintains and operates.
2. Determine, evaluate and prioritize the capital renovation/addition needs at the Community Center.
3. Determine, evaluate and prioritize capital renovation/addition needs at the aquatic sites.
4. Continue the renovation work at Northside Park.
5. Do not move forward with any financial commitment on the Wheaton Grand Theater or an indoor pool without first holding more public discussions and possibly advisory referenda.
6. Evaluate the possibility of using in a cooperative effort the special recreation 5-8 levy for facility needs.
7. Continue to evaluate and improve services at Arrowhead Golf Club, especially in the areas of customer service training.
8. Evaluate recreation programs concerning the following topics:
  - a. Customer service
  - b. Cost/benefit
  - c. Fee policy
  - d. Number, type and accessibility of programs for adults and seniors
  - e. Breadth and diversity - current programs are heavy on the sports side
  - f. Synchronize childcare and program times
  - g. Accommodate families with two working parents. The times for preschool programs and swim lessons are mostly during the day

- h. Evaluate the sports programs, especially the elite travel teams program
- 9. Evaluate fitness facilities and programs. Evaluate competition and look at the park district's niche in this area. The hiring of a new staff person to supervise this program will help facilitate this recommendation
- 10. Marketing and Customer Service
  - a. Based on survey results, discontinue spending the \$15,000 televising board meetings
  - b. Develop methods to better inform residents of non-program activities – cooperative agreements, Board activities, gifts, grants, etc.
  - c. Evaluate the program brochure for its total effectiveness. Evaluate the entire program and avoid buggy whip marketing.
  - d. Develop a strong, detailed and on-going customer service training and evaluation program. While needed as a district wide activity, special attention should be paid initially to program and facility areas.
- 11. Evaluate all joint agreements whether written or verbal.
- 12. Evaluate the playground replacement schedule.
- 13. The Cosley Zoo continues to be an extremely popular feature of the Park District.
  - Should Remain Free 66.9%
  - Charge a non-resident fee 53.6 % (*should definitely consider*)
  - Parking structure 29.6%

## STUDY FINDINGS

The findings of the study are reported in this section. Frequency distributions for the items on the questionnaire can be found in Appendix D. The findings are organized into seven sections based on the study objectives:

- The residents' current participation rates with existing parks, programs, and facilities.
- The residents' satisfaction with current programs, facilities, parks, maintenance, and personnel services.
- The residents' perception of the quality of existing parks, programs, facilities, and services.
- The most effective form of publicity.
- Input from residents on needs for expansion or development of new parks, facilities, and/or programs.
- Identify areas of improvement and possible support for those improvements within the Wheaton Park District.
- The demographic and personal characteristics of Wheaton Park District residents.

## **CURRENT PATTERNS OF PARTICIPATION WITH EXISTING PARKS, PROGRAMS, AND FACILITIES**

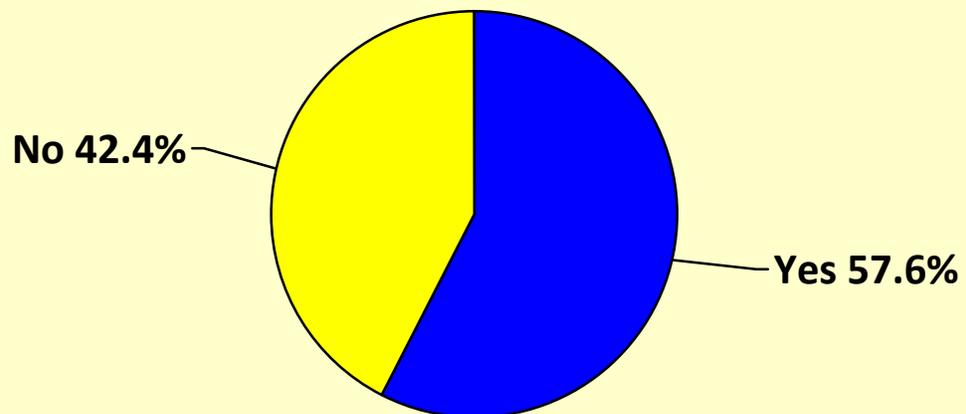
Question 1 of the community-wide attitude and interest questionnaire asked households how many times (in the last 12 months) members of their household visited or participated in Wheaton Park District park areas, programs, or facilities. The following summarizes key findings:

### **WHEATON PARK DISTRICT RECREATION PROGRAMS**

Respondents were asked the following question, “During the last 12 months, approximately how many times have members in your household visited or participated recreation programs at the Wheaton Park District?” The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

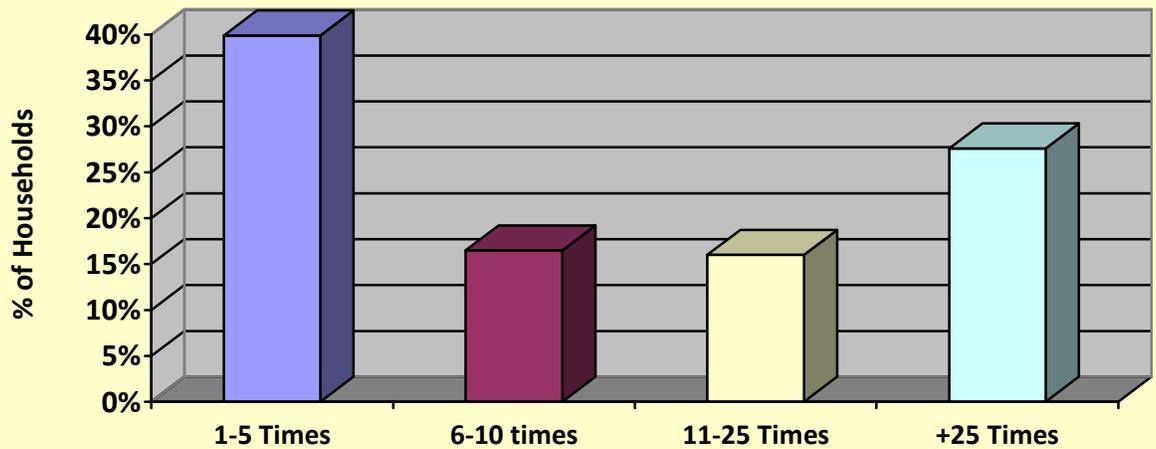
During the past 12 months, 57.6% of the respondents had participated in at least one Wheaton Park District recreation program within the last 12 months (Figure 1).

**Figure 1. Have Respondents Participated in a Wheaton Park District Recreation Programs During the Past 12 Months (n=661)**



Of the 57.6% who have participated in the Park District's recreation programs, 39.9% participated 1-5 times in the last year; 16.5% participated 6-10 times; 16.0% participated 11-25 times, and; 27.6% participated more than 25 times during the past 12 months (Figure 2).

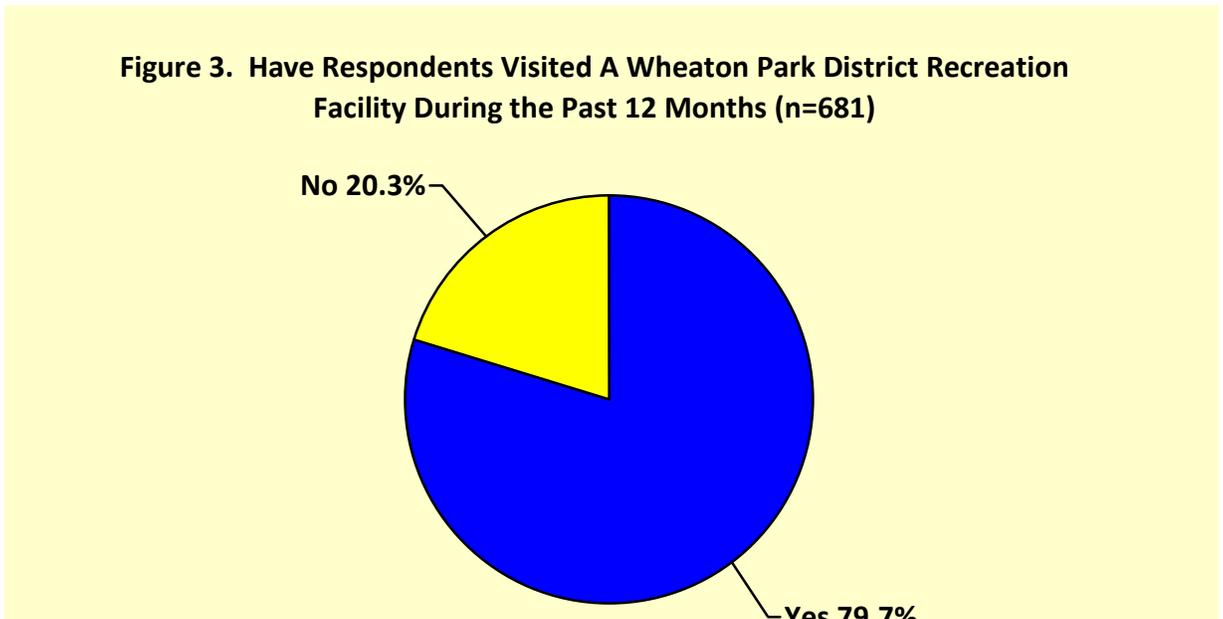
**Figure 2. How Often Have Participants Participated in Wheaton Park District Recreation Programs During the Past 12 Months (n=381)**



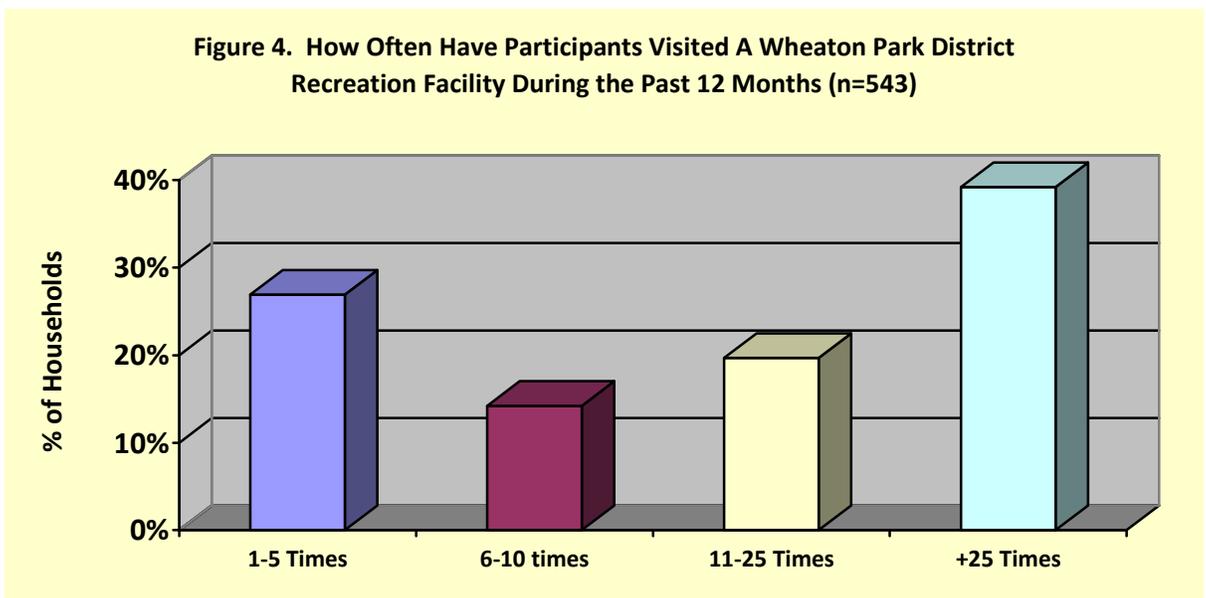
### WHEATON PARK DISTRICT RECREATION FACILITIES

Respondents were asked the following question, “During the last 12 months, approximately how many times have members in your household visited a recreation facility at the Wheaton Park District?” The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

During the past 12 months, 79.7% of the respondents had visited at least one of the Wheaton Park District’s recreation facilities within the last 12 months (Figure 3).



Of the 79.9% who had visited a Park District recreation facility, 26.9% visited 1-5 times; 14.2% visited 6-10 times; 19.7% visited 11-25 times, and; 39.2% visited more than 25 times during the past 12 months (Figure 4).

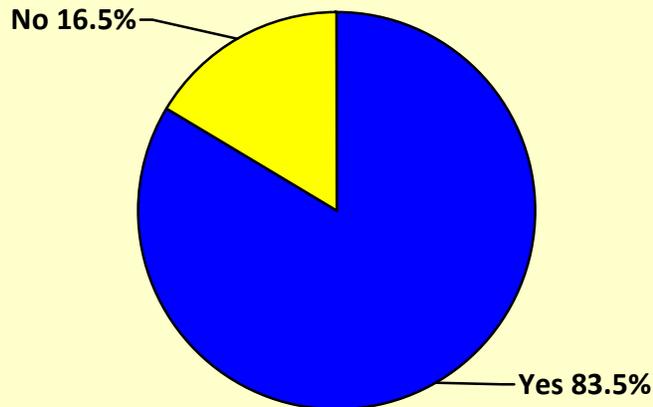


## WHEATON PARK DISTRICT PARK AREAS

Respondents were asked the following question, “During the last 12 months, approximately how many times have members in your household visited a park area at the Wheaton Park District?” The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

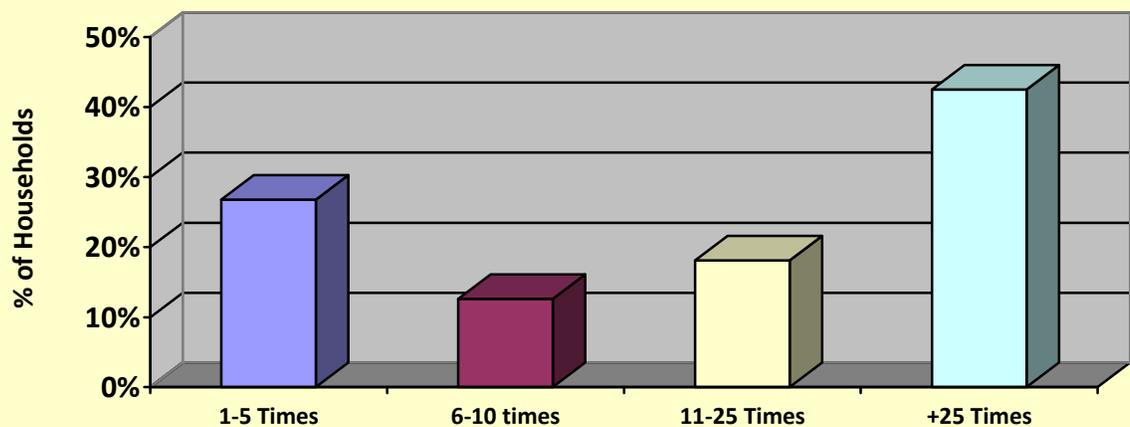
During the past 12 months, 83.5% of the respondents had visited at least one of the Wheaton Park District’s park areas within the last 12 months (Figure 5).

**Figure 5. Have Respondents Visited A Wheaton Park District Park Area During the Past 12 Months (n=667)**



Of the 83.5% who had visited a park area, 26.8% visited 1-5 times; 12.6% visited 6-10 times; 18.1% visited 11-25 times, and; 42.5% visited more than 25 times during the past 12 months (Figure 6).

**Figure 6. How Often Have Participants Visited A Wheaton Park District Park Area During the Past 12 Months (n=557)**



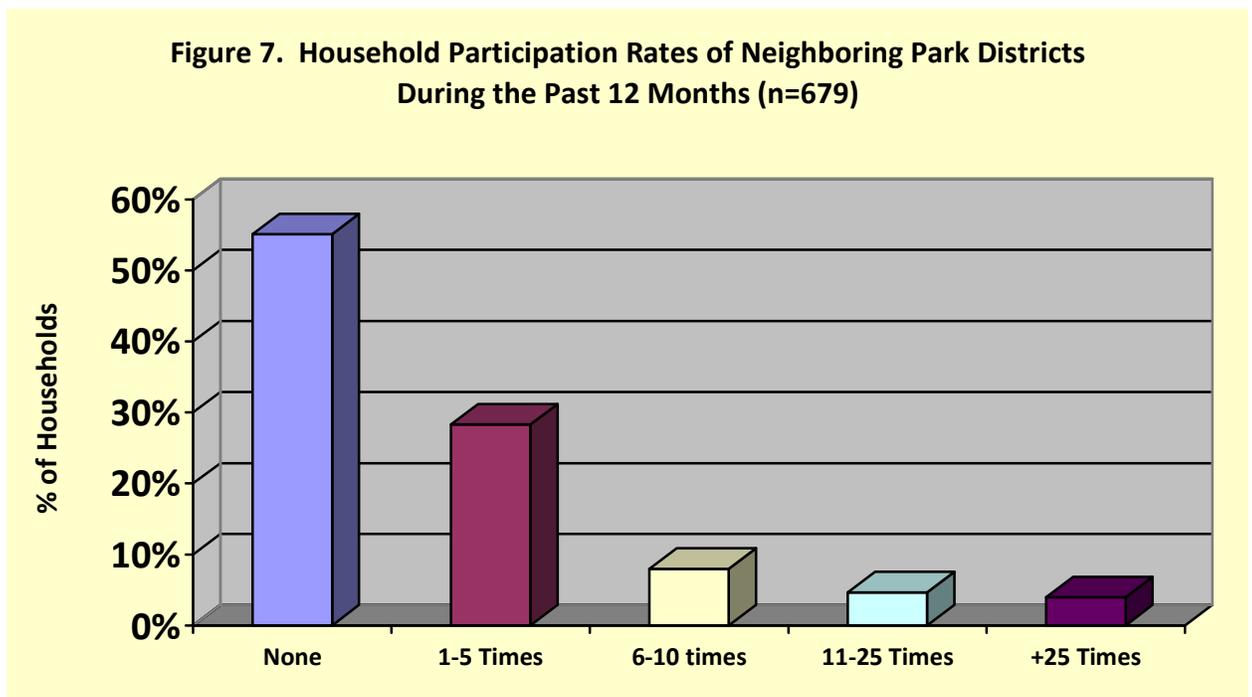
## **PARTICIPATION IN RECREATION SERVICES BY OTHER PARK AND RECREATION PROVIDERS**

Question 2 of the community-wide attitude and interest questionnaire asked households how many times (in the last 12 months) members of their household visited or participated in recreation services and programs offered by other providers (i.e., neighboring park districts, forest preserves, private agencies, non-profit, churches, etc.). The following summarizes key findings:

### ***Neighboring Park Districts***

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of neighboring park districts. The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

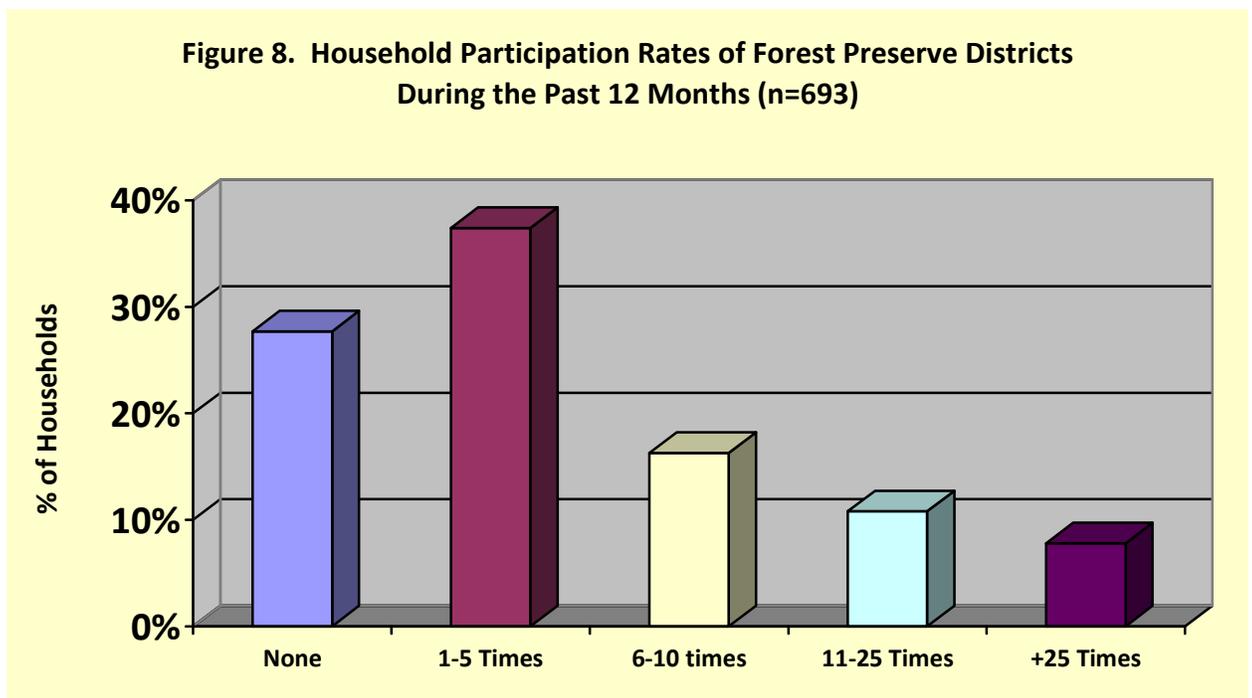
During the past 12 months, 44.9% of the respondents had utilized the recreation services provided by neighboring park districts. Detailed participation rates are provided in Figure 7.



***Neighboring Forest Preserve District (of DuPage County)***

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of the forest preserve district. The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

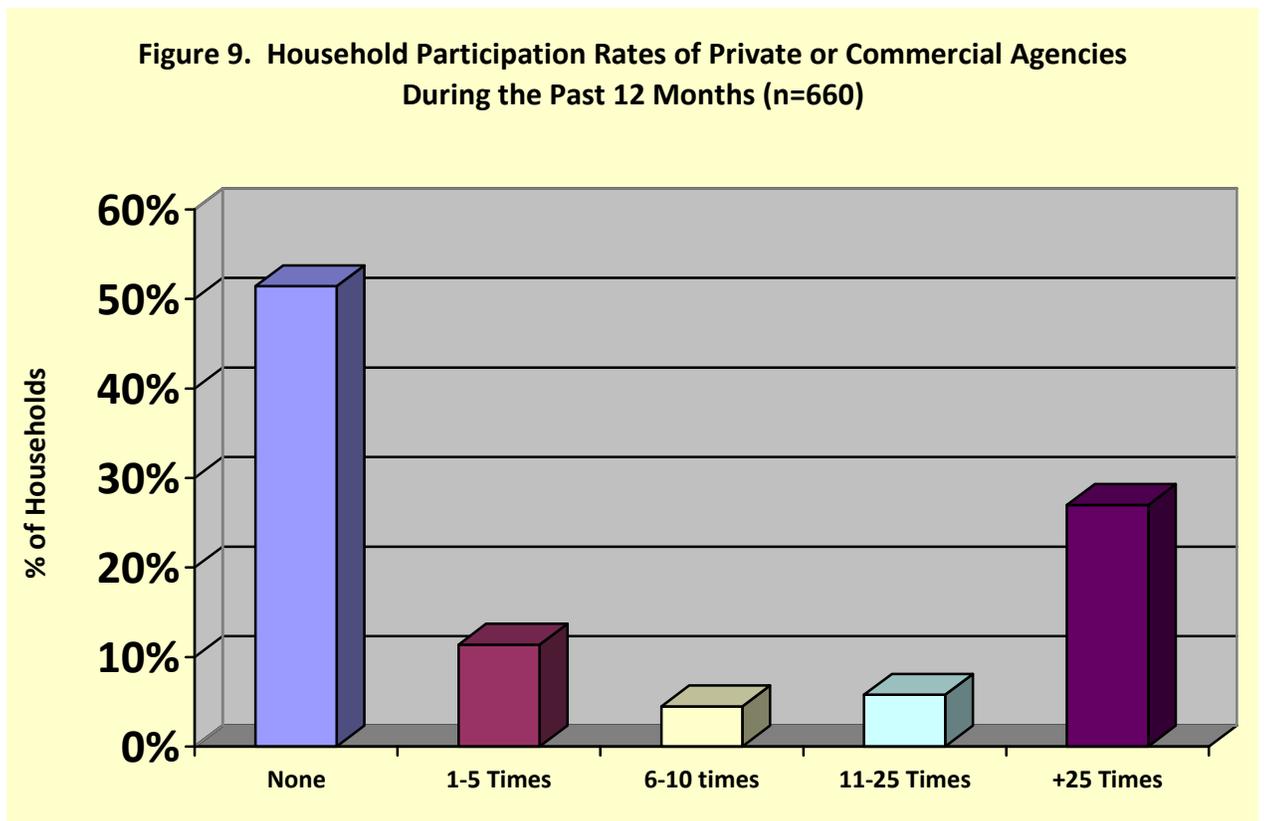
During the past 12 months, 73.3% of the respondents had utilized the recreation services provided by neighboring forest preserve district. Detailed participation rates are provided in Figure 8.



***Private/Commercial (i.e., Country Clubs, Private Fitness Centers, etc.)***

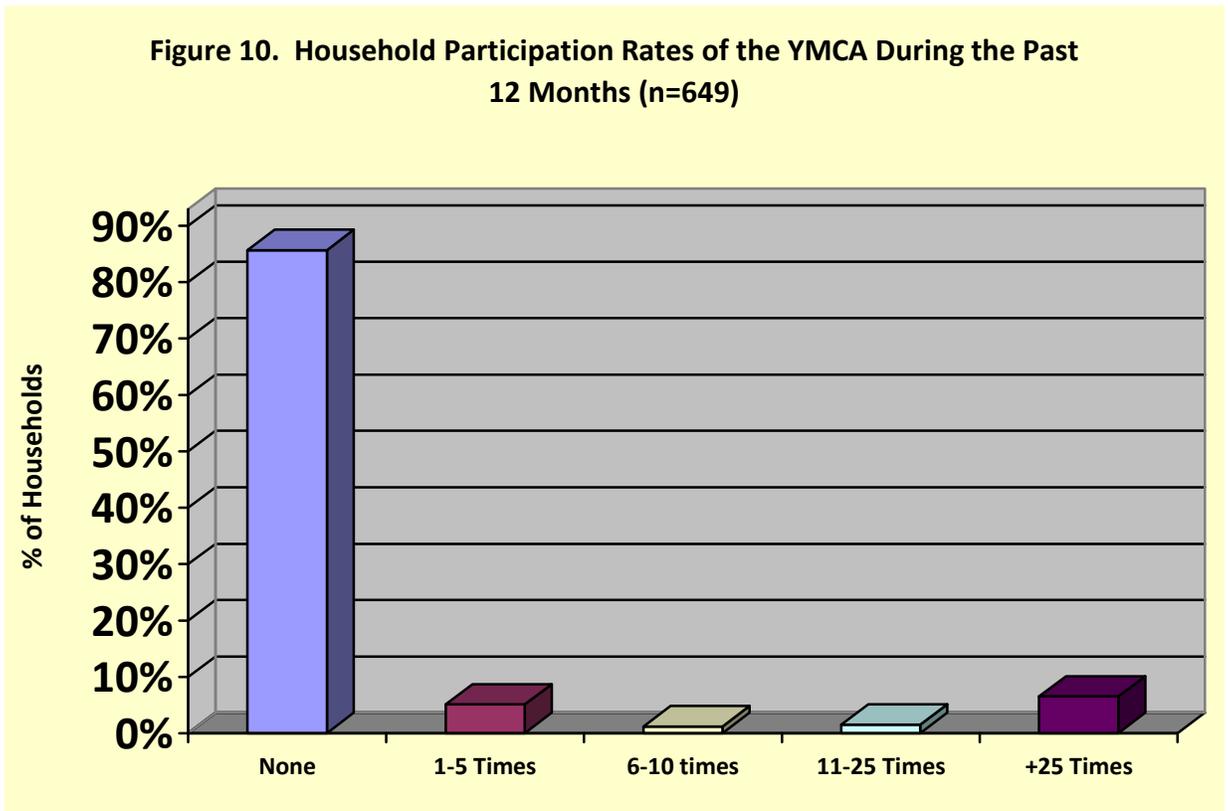
Respondents were asked to identify approximately how many times members of their household utilized the recreation services of private or commercial agencies (e.g., country clubs, fitness centers, etc.) during the past 12 months. The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

During the past 12 months, 49.6% of the respondents had utilized the recreation services provided by private or commercial agencies. Detailed participation rates are provided in Figure 9.



**YMCA**

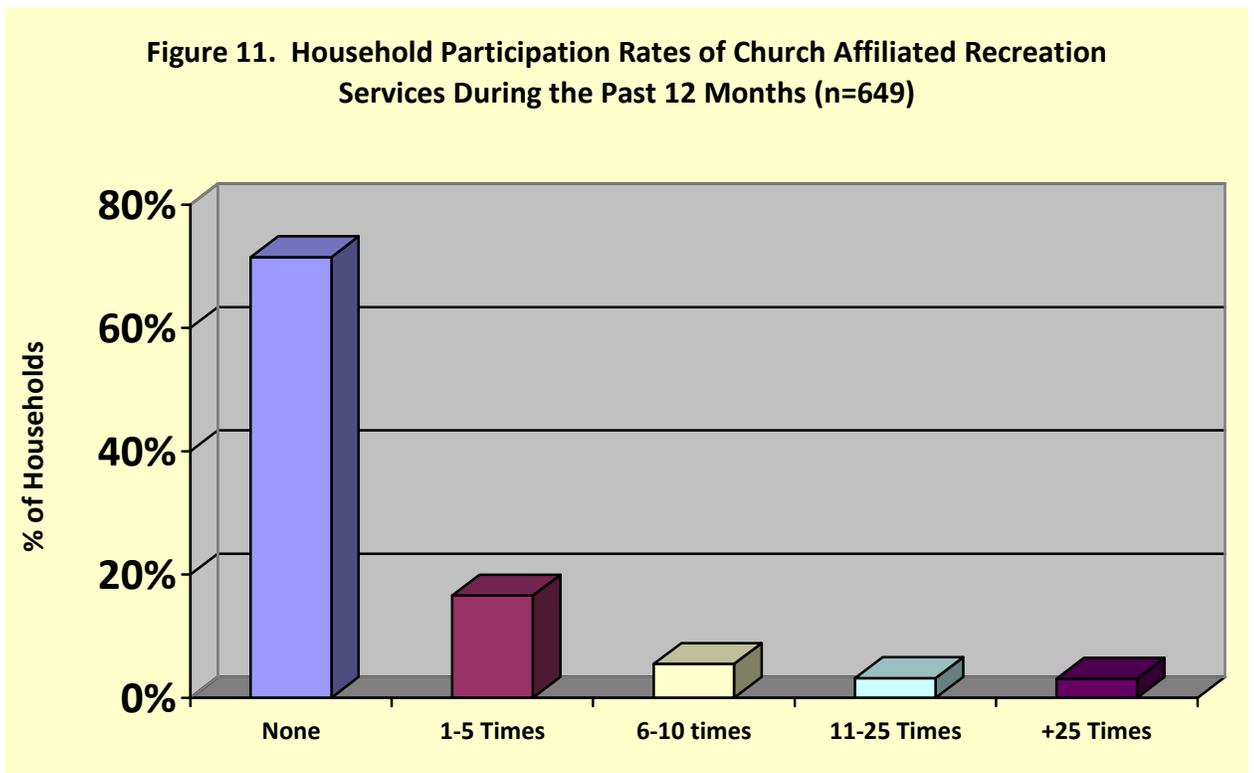
Respondents were asked to identify approximately how many times members of their household utilized the recreation services of the YMCA during the past 12 months. The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times. During the past 12 months, 14.3% of the respondents had utilized the recreation services provided by the YMCA. Detailed participation rates are provided in Figure 10.



***Church Affiliated Recreation Activities***

Respondents were asked to identify approximately how many times members of their household utilized the recreation services of a church during the past 12 months. The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

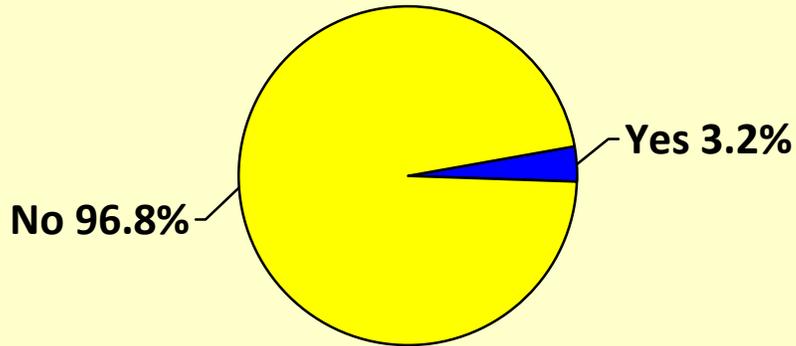
During the past 12 months, 29.5% of the respondents had utilized the recreation services provided by a church. Detailed participation rates are provided in Figure 11.



**PARTICIPATION IN WESTERN DUPAGE SPECIAL RECREATION ASSOCIATION**

Question 8 of the community-wide attitude and interest questionnaire asked households if they used services provided by the Western DuPage Special Recreation Association (WDSRA) or other inclusion programs offered within existing Wheaton Park District. The respondents were asked to select from two response categories – yes or no. The findings indicated 3.2% of households’ utilized services provided by SSSRA (Figure 12).

**Figure 12. Have Respondents Used Services Provided By WDSRA or Inclusion Within Existing Wheaton Park District Recreation Programs (n=667)**



Respondents were also asked if they participated in Wheaton Park District programs that utilized WDSRA Inclusion staff. The findings indicate 3.3% (n=22) participated in Park District programs that used WDSRA Inclusion staff.

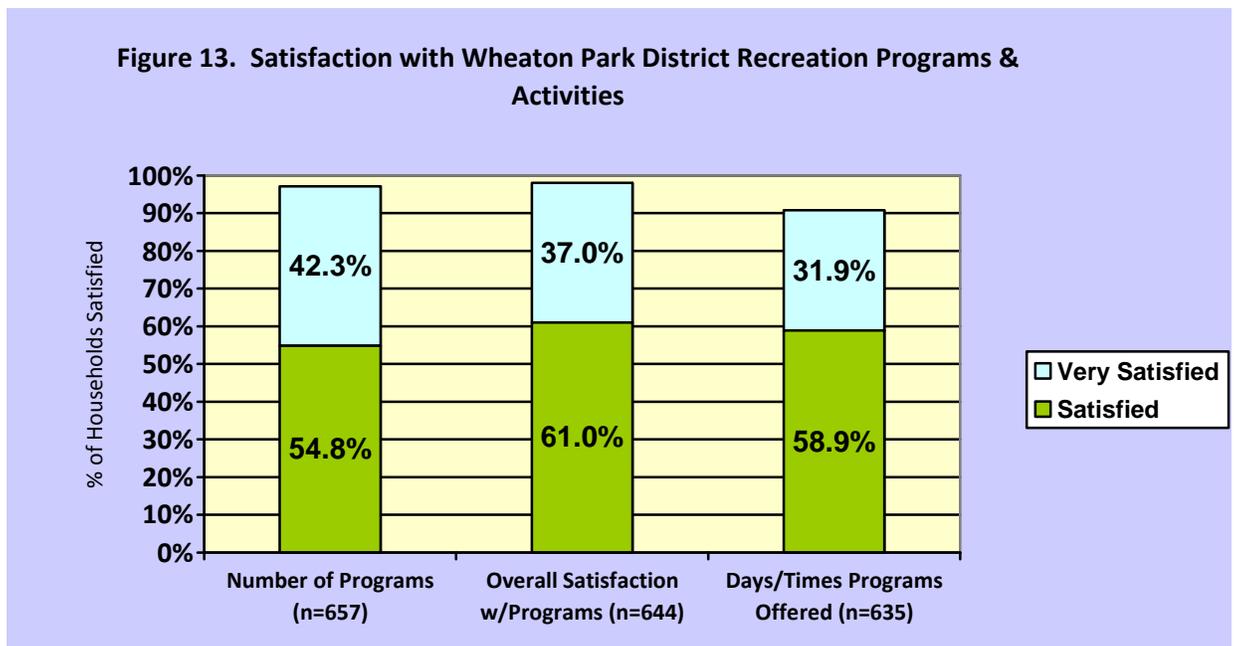
## RESIDENTS' SATISFACTION WITH CURRENT PROGRAMS, FACILITIES, PARKS, MAINTENANCE, AND PERSONNEL

Question 6 of the community-wide attitude and interest questionnaire asked respondents how satisfied their household was with the Wheaton Park District's programs, facilities, park areas, maintenance, and personnel. Three items were used to assess the respondents' satisfaction with park district programs; twenty-six items were used to assess park district facilities; five items were used to assess park district park areas; four items were used to assess park district maintenance; and nine items were used to assess park district personnel. The following sections summarize the key findings:

### SATISFACTION WITH WHEATON PARK DISTRICT RECREATION PROGRAMS

Three items from question 6 were used to assess households' overall satisfaction with the Wheaton Park District's recreation programs. First, respondents were asked, "How satisfied is your household with the number of programs and activities?" Next, respondents were asked, "What is your household's overall satisfaction with existing programs?" Finally, respondents were asked, "How satisfied is your household with the days and times of programs and activities offered?" Respondents rated each item on a 5-point satisfaction scale (0=don't use, 1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

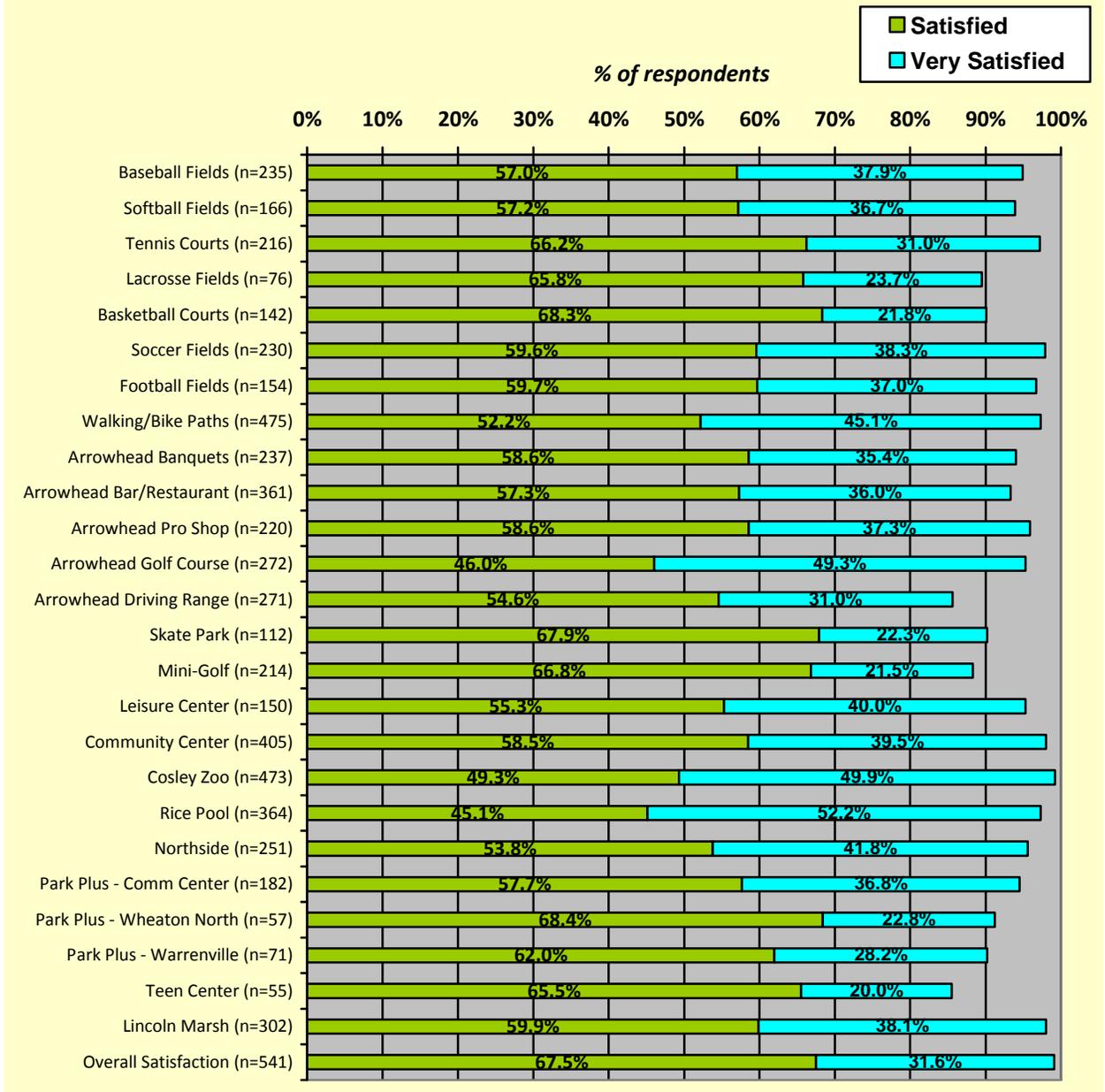
Of the respondents who participated in the Wheaton Park District's programs, 97.1% of residents are satisfied or very satisfied with the number of existing programs and activities offered by the Park District. 98.0% of residents expressed an overall satisfaction (satisfied or very satisfied) with the existing programs provided by the park district. Furthermore, 90.8% are satisfied or very satisfied with the days and times of programs and activities offered. Complete results are provided in Figure 13.



## SATISFACTION WITH WHEATON PARK DISTRICT RECREATION FACILITIES

Twenty-six items were used to assess households' satisfaction with the Wheaton Park District's recreation facilities. Respondents rated each facility area on a 5-point satisfaction scale (0=don't use, 1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied). According to the findings, of the respondents who used the Wheaton Park District's facilities, a large majority of households are satisfied or very satisfied (+90%) with the facilities managed by the Wheaton Park District. Complete results are provided in Figure 14.

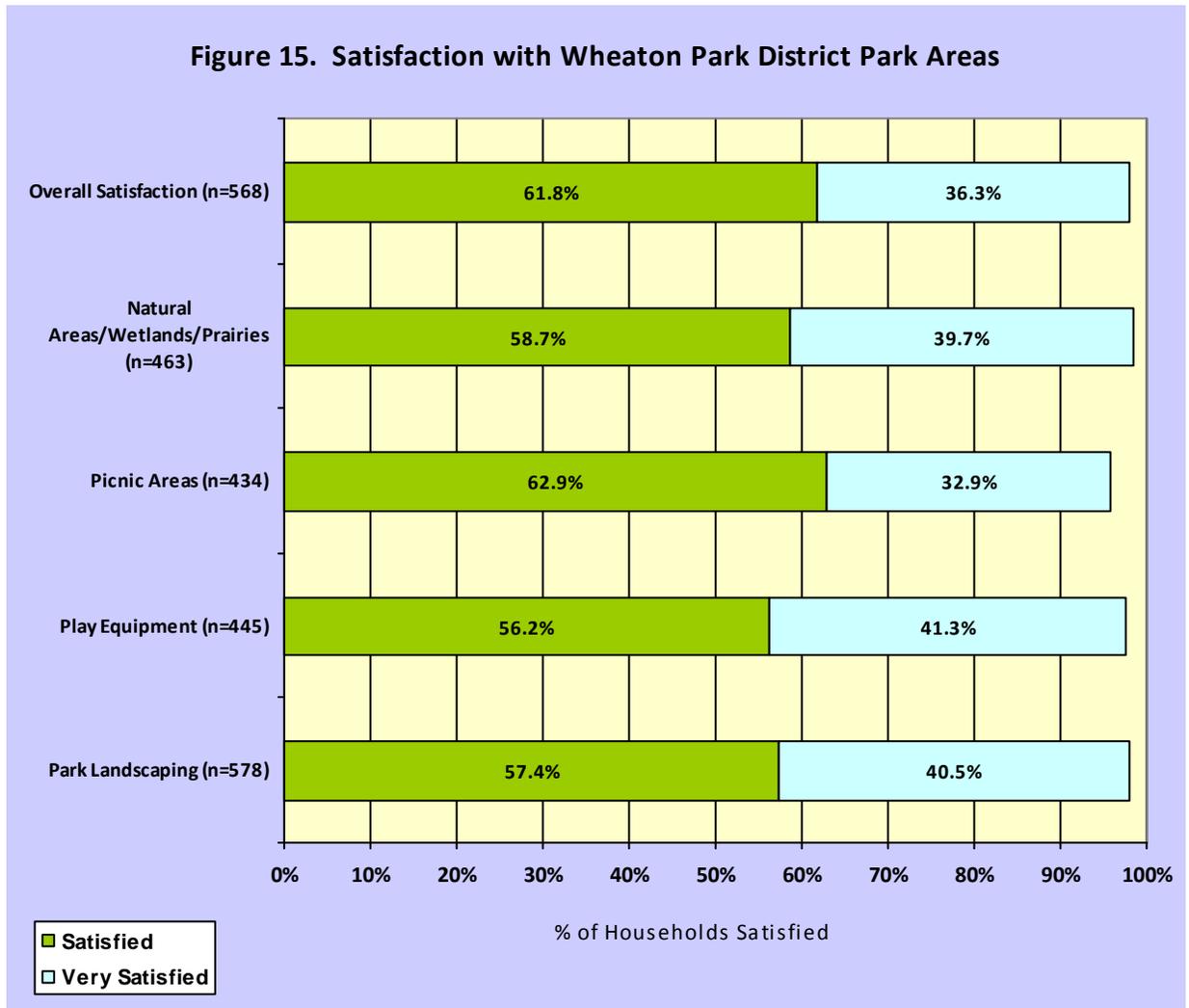
**Figure 14. Satisfaction with Wheaton Park District Recreation Facilities**



### SATISFACTION WITH WHEATON PARK DISTRICT PARK AREAS

Five items were used to assess households' satisfaction with the Wheaton Park District's park areas. In particular, respondents were asked their level of satisfaction with five elements of the Wheaton Park District's park areas: park landscaping, play equipment, picnic areas, natural areas/wetlands/prairies, and overall satisfaction with Park District park areas. Respondents rated each aspect of the park areas on a 5-point satisfaction scale (0=don't use, 1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

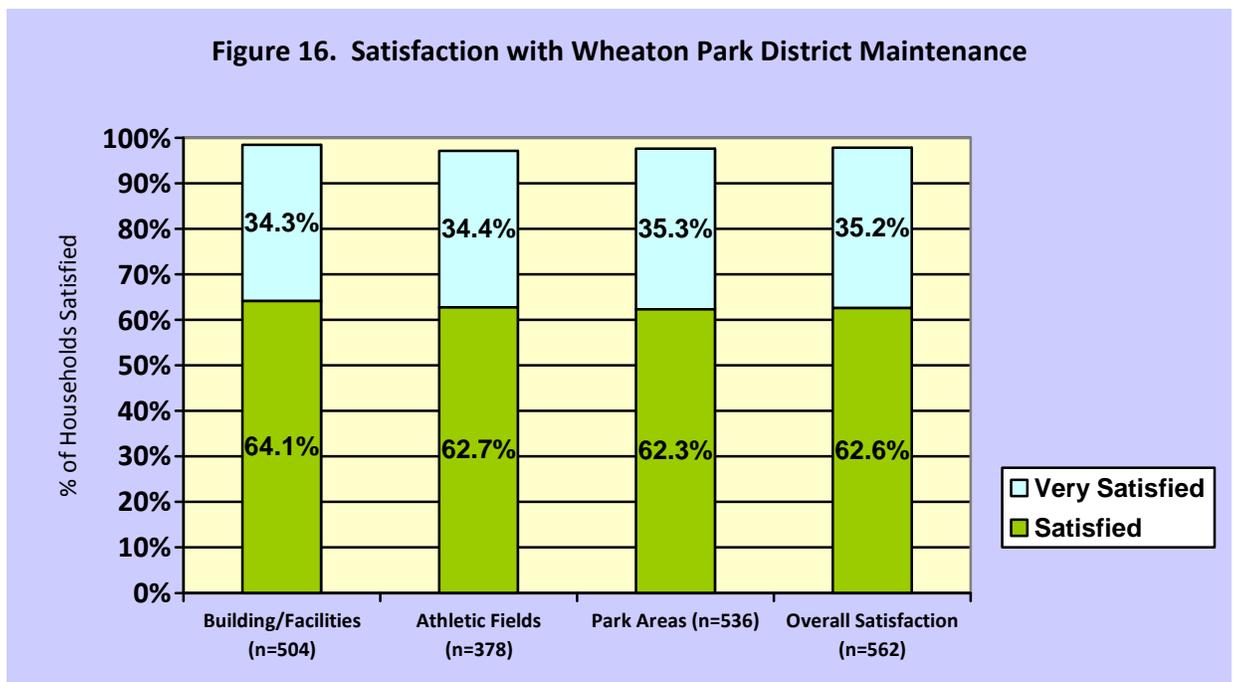
Similar to the Wheaton Park District's facilities, an overwhelming majority of households who used the park areas are satisfied or very satisfied (+95%) with the park areas. Complete results are provided in Figure 15.



## SATISFACTION WITH WHEATON PARK DISTRICT MAINTENANCE

Three items were used to assess households' satisfaction with the Wheaton Park District's maintenance. In particular, respondents were asked their level of satisfaction with four elements of the Wheaton Park District's maintenance program: building/facility maintenance, athletic field maintenance, park areas, and overall satisfaction with Park District maintenance. Respondents rated each aspect of the maintenance on a 5-point satisfaction scale (0=don't use, 1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

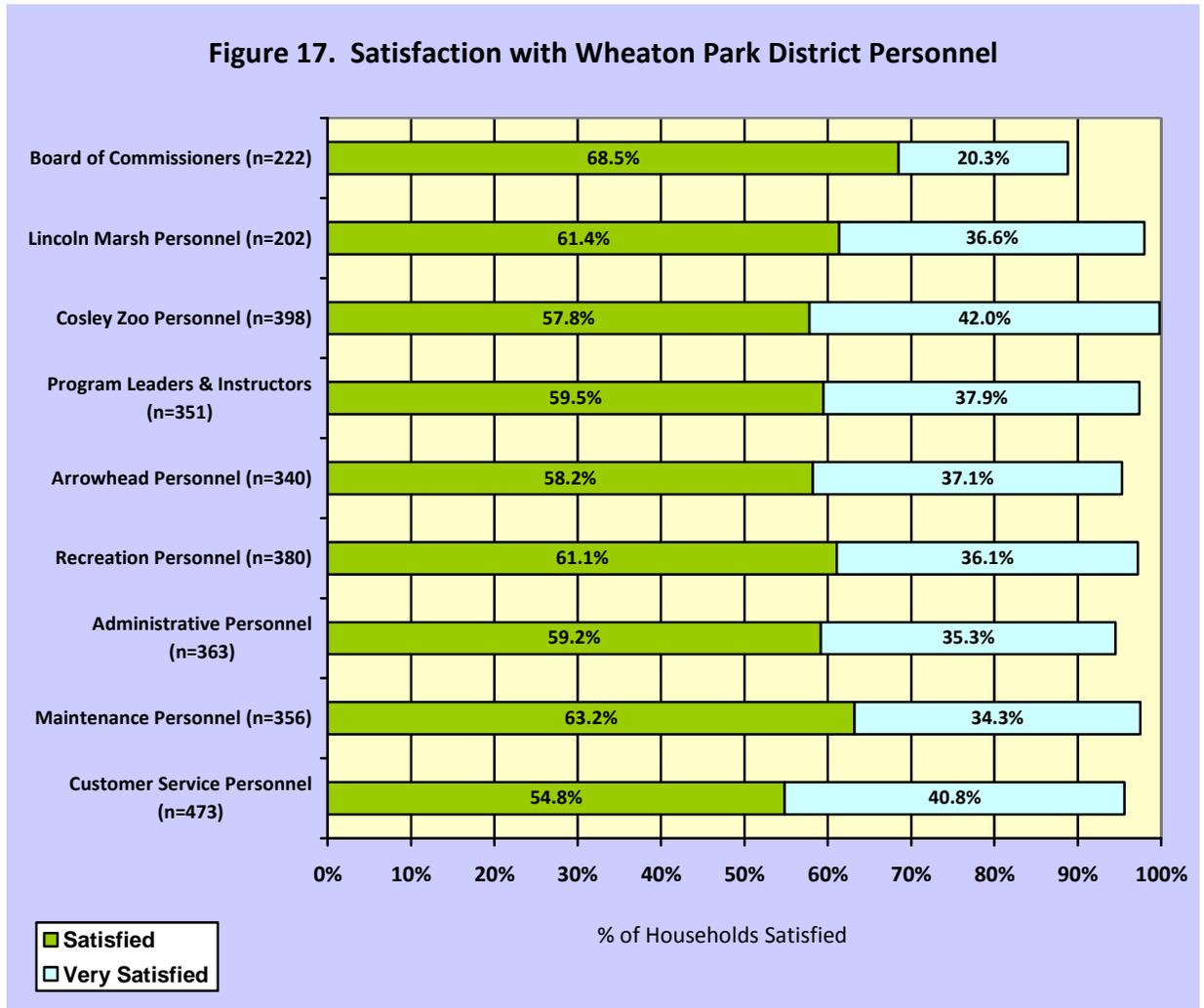
Of the respondents who observed the Wheaton Park District's general maintenance, over 95% of households are satisfied or very satisfied with the Wheaton Park District's maintenance program (Figure 16).



## SATISFACTION WITH WHEATON PARK DISTRICT PERSONNEL

Nine items were used to assess households' satisfaction with the Wheaton Park District's personnel. In particular, respondents were asked their level of satisfaction with nine staffing levels within the Park District: customer service personnel, maintenance personnel, administrative personnel, recreation personnel, Arrowhead personnel, program leaders and instructors, Cosley Zoo personnel, Lincoln Marsh personnel, and Board of Commissioners. Respondents rated each staffing level on a 5-point satisfaction scale (0=don't use, 1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

Of those respondents who had contact with Park District personnel, a majority of households (+88%) are satisfied or very satisfied with the park Board and staff. Complete results are provided in Figure 17.

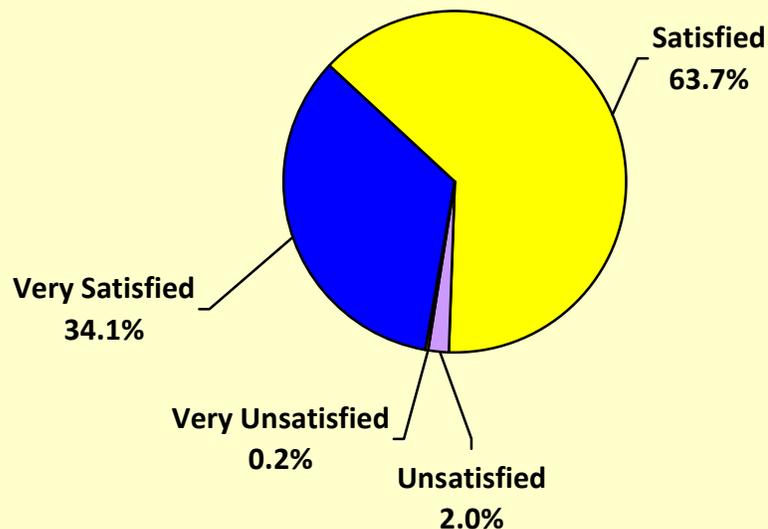


## OVERALL SATISFACTION WITH THE WHEATON PARK DISTRICT

Question 6 was used to assess households' overall satisfaction with the Wheaton Park District. Respondents were asked, "What is your overall level of satisfaction with the Wheaton Park District?" Respondents rated their level of satisfaction on a 5-point satisfaction scale (0=don't use, 1=very unsatisfied, 2=unsatisfied, 3=satisfied, and 4=very satisfied).

Excluding those respondents with no opinion, almost ten out of ten households are satisfied or very satisfied with the Wheaton Park District (97.8%) (Figure 18).

**Figure 18. Overall, What is Your Overall Level of Satisfaction with the Wheaton Park District? (n=543)**

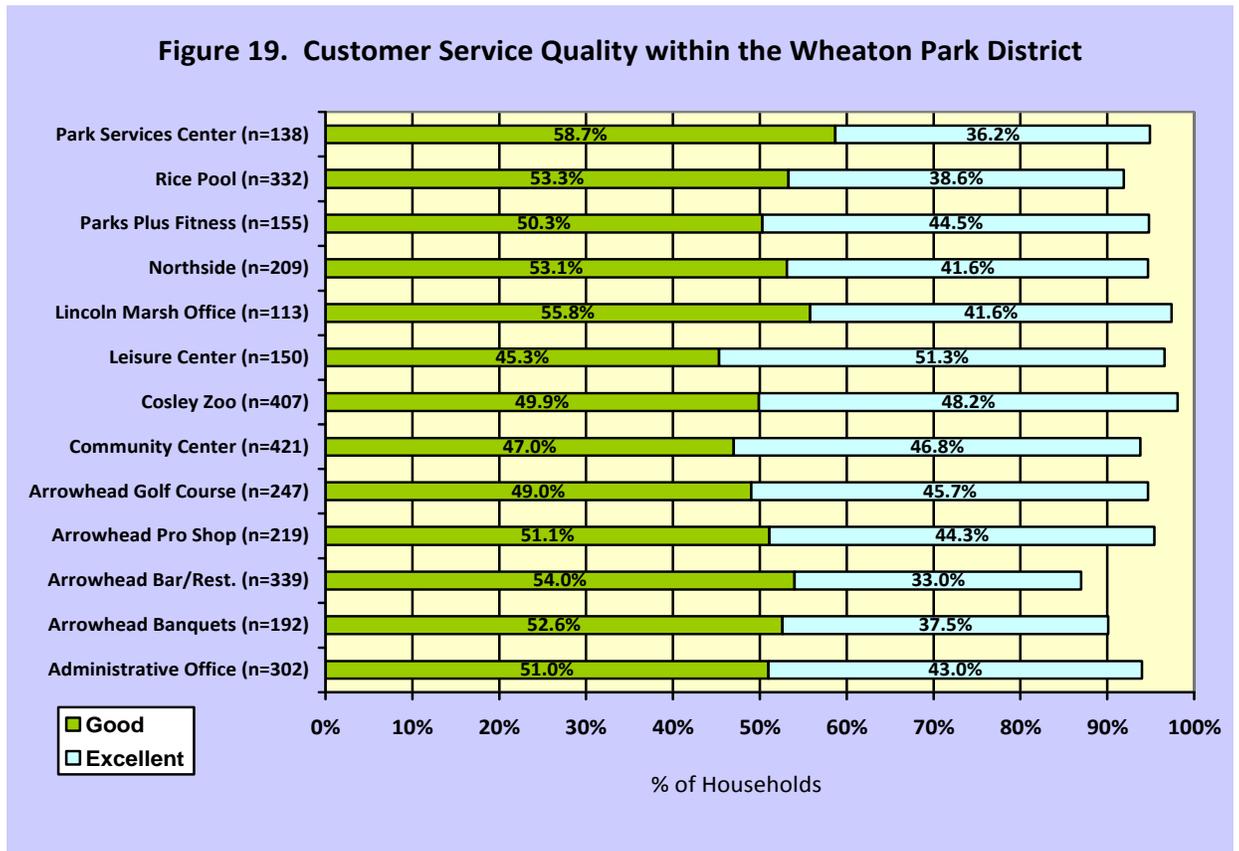


## PERCEPTIONS OF THE QUALITY OF EXISTING PARKS, PROGRAMS, FACILITIES, AND SERVICES

Questions 7 and 9 of the community-wide attitude and interest questionnaire asked respondents to rank the quality of customer service within the Wheaton Park District (question 7) and the Wheaton Park District’s effectiveness in several key areas of operation (question 9). Customer service levels were examined in thirteen areas. The Wheaton Park District’s effectiveness was evaluated in ten areas. The following sections summarize the key findings.

### CUSTOMER SERVICE WITHIN THE WHEATON PARK DISTRICT

Respondents were asked to rate the quality of customer service within thirteen facilities of the Wheaton Park District: The Administrative Office, Arrowhead Banquets, Arrowhead Bar & Restaurant, Arrowhead Pro Shop, Arrowhead Golf Course, Community Center, Cosley Zoo, Leisure Center, Lincoln Marsh Office, Northside Family Aquatic Center, Parks Plus Fitness, Rice Pool & Water Park Services Center. To assess customer service quality, respondents were asked to “Rank the quality of customer service within each Wheaton Park District facility.” Respondents rated the quality of customer service on a 5-point service quality scale (0=don’t use, 1=poor, 2=fair, 3=good, and 4=excellent). Of those respondents who had visited a Park District facility, a majority of households (+87%) felt the quality of customer service was excellent or good. Complete results are provided in Figure 19.



## EFFECTIVENESS OF THE WHEATON PARK DISTRICT

Respondents were asked to rate the effectiveness of the Wheaton Park District in key areas of operation. Specifically, respondents were asked, “How effective is the Wheaton Park District as it relates to the following statements.” Respondents rated the District’s effectiveness on a 5-point effectiveness scale (0=don’t know, 1=very ineffective, 2=ineffective, 3=effective, and 4=very effective). Two areas receiving the highest effectiveness ratings were “Informing the community of its recreation programs and activities” (75.9%) and “Offering affordable recreational opportunities for the residents of the community” (66.9%). Complete results are provided in Figure 20.

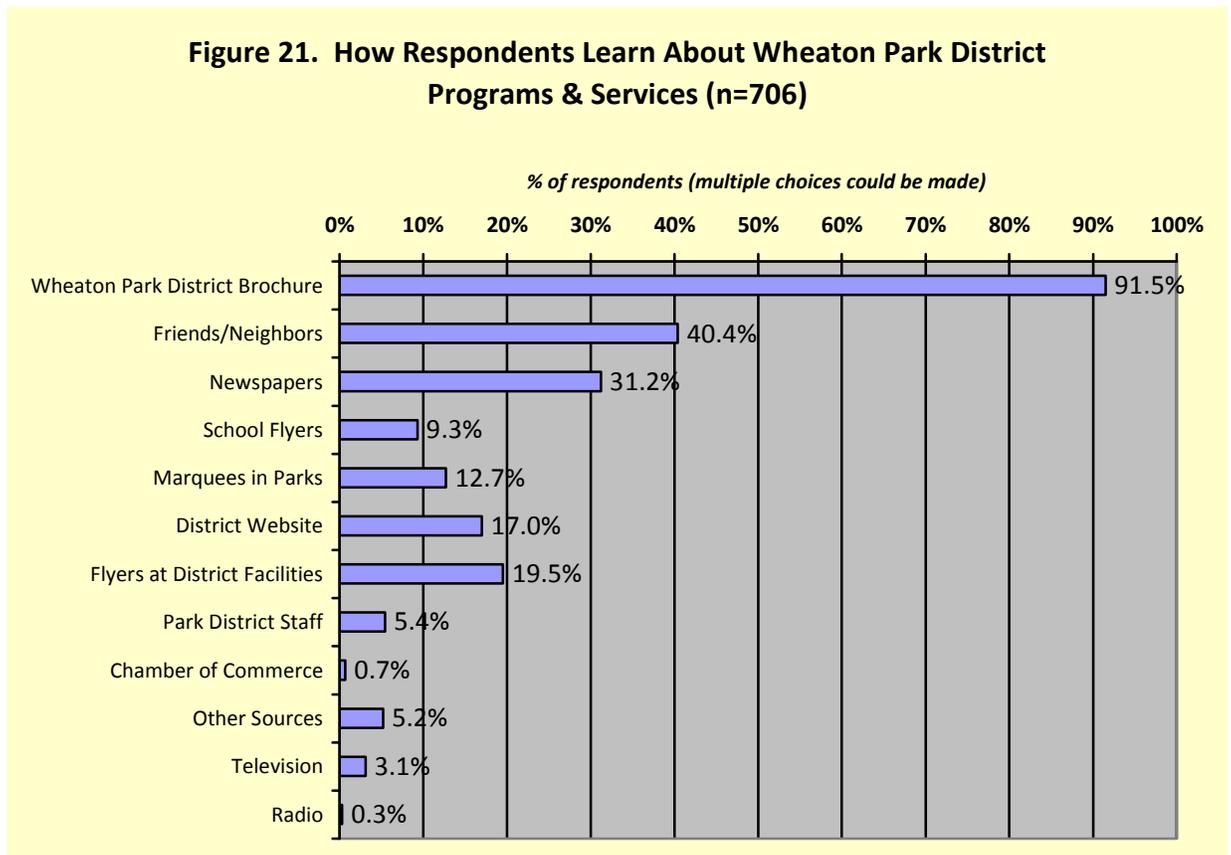


## PREFERENCES WITH WHEATON PARK DISTRICT'S MARKETING AND PUBLICITY METHODS

Questions 3 - 5 of the community-wide attitude and interest questionnaire asked respondents about the marketing and publicity methods of the Wheaton Park District. Question 3 examined the methods in which households learned about Wheaton Park District's programs and services. Question 4 investigated how many households knew that the Wheaton Park District Board meetings were video-taped and televised on channel 17. Question 5 was a follow-up item to question 4 and asked for households' opinions about the cost-benefit associated with televising the Board meetings. The following summarizes key findings:

### HOW/WHERE ARE HOUSEHOLDS FINDING OUT ABOUT DISTRICT PROGRAMS AND SERVICES?

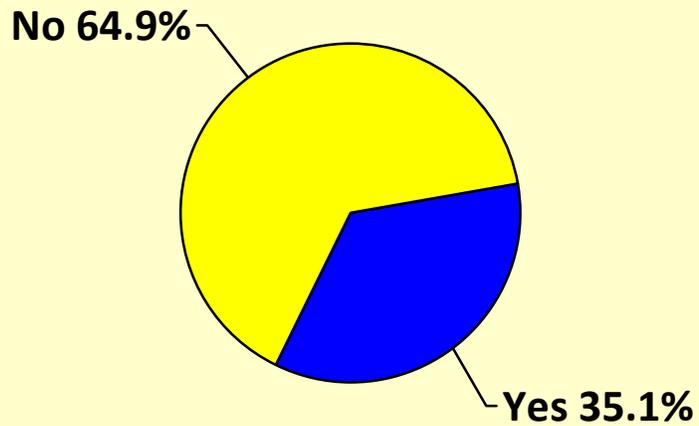
From a list of 12 options, respondents were asked to indicate all of the ways they have learned about the Wheaton Park District's programs and services. Respondents identified Wheaton Park District brochures (91.5%) as the most widely utilized method for learning about park district recreation programs and services. A substantial drop off occurred between the first (Wheaton Park District brochures) and second (friends and neighbors – 40.4%) highest marketing/publicity method. Other popular methods included newspaper advertisements (31.2%), flyers at Park District facilities (19.5%) and the Park District's website (17.0%). Complete results are provided in Figure 21.



**VIDEO-TAPING & TELEVISION WHEATON PARK DISTRICT BOARD MEETINGS**

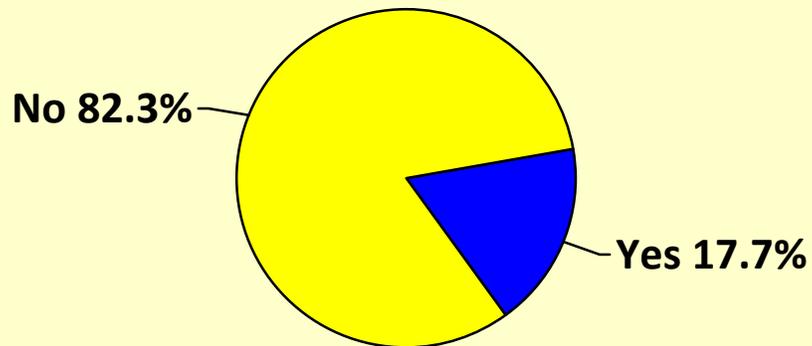
Respondents were asked, “Do you or anyone in your household know that the Wheaton Park District Board meetings are video-taped and later televised on channel 17 for public viewing?” The respondents were asked to select from two response categories – yes or no. The findings indicated 35.1% of households are aware of the Board meetings being televised on channel 17 (Figure 22).

**Figure 22. Does Your Household Know that Wheaton Park District Board Meetings are Video-Taped and Televised on Channel 17? (n=721)**



In addition to determining how many households knew about the televised Board meetings, the questionnaire also asked respondents, “The annual cost to televise the Wheaton Park District Board meetings is \$15,000. Does your household feel this is a good/wise use of the Wheaton Park District’s financial resources?” The respondents were asked to select from two response categories – yes or no. According to the findings, only 17.7% of households felt this was a good/wise use of the District’s financial resources (Figure 23).

**Figure 23. Does Your Household Think Televising the Board Meetings is a Good/Wise Use of the District's Financial Resources? (n=700)**



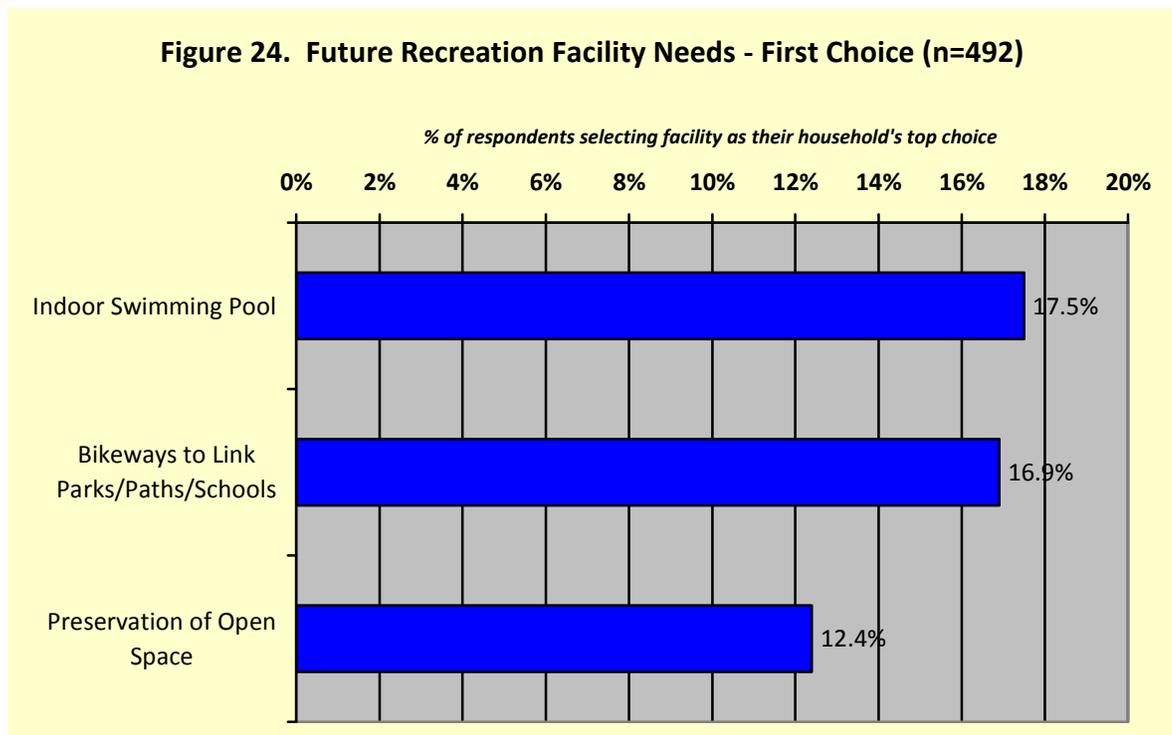
## FUTURE RECREATION NEEDS WITHIN THE COMMUNITY

Questions 12 and 13 on the community-wide attitude and interest questionnaire asked households to identify and prioritize recreation facility needs (question 12) and program needs (question 13) within the Wheaton Park District. Respondents were asked to select from a list of 26 various park and recreation facilities and identify which ones were of need to their household. Specifically, respondents were asked to rank the top four facilities they felt were the most needed for their household.

Respondents were asked to select from a list of 20 programs and identify which ones were of need to their household. Respondents were asked to rank the top four programs they felt were the most needed for their household. The following sections summarize the key findings:

### FUTURE RECREATION FACILITY NEEDS FOR THE WHEATON PARK DISTRICT – FIRST CHOICE

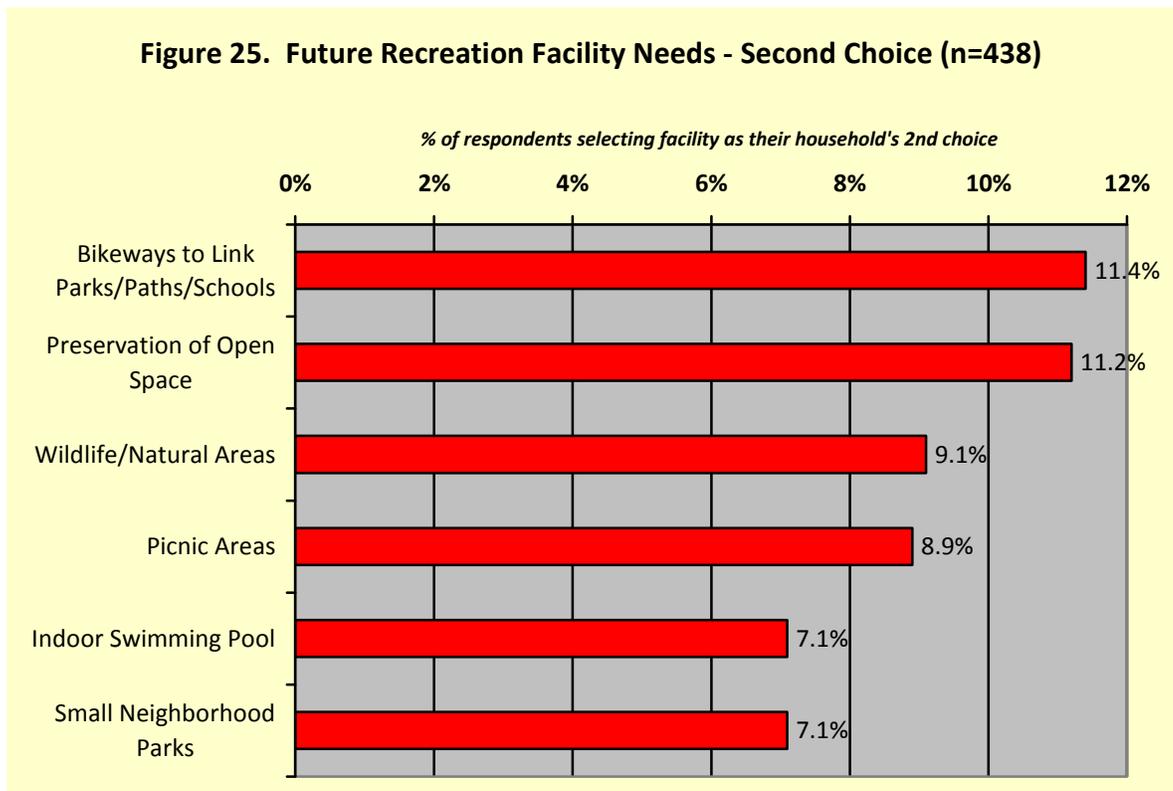
Almost 1/5 of the respondents identified the development of an indoor swimming pool (17.5%) or the expansion of bikeways to link parks/paths/schools (16.9%) as their household's first choice. Preservation of open space (12.4%) was the only other facility that had more than 7% of the respondents indicated their household had a need for it as their top choice. Results of respondents' first choice for a new/expanded facility in the Wheaton Park District are provided in Figure 24.



*Note: The remaining 23 facility options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION FACILITY NEEDS FOR THE WHEATON PARK DISTRICT  
– SECOND CHOICE**

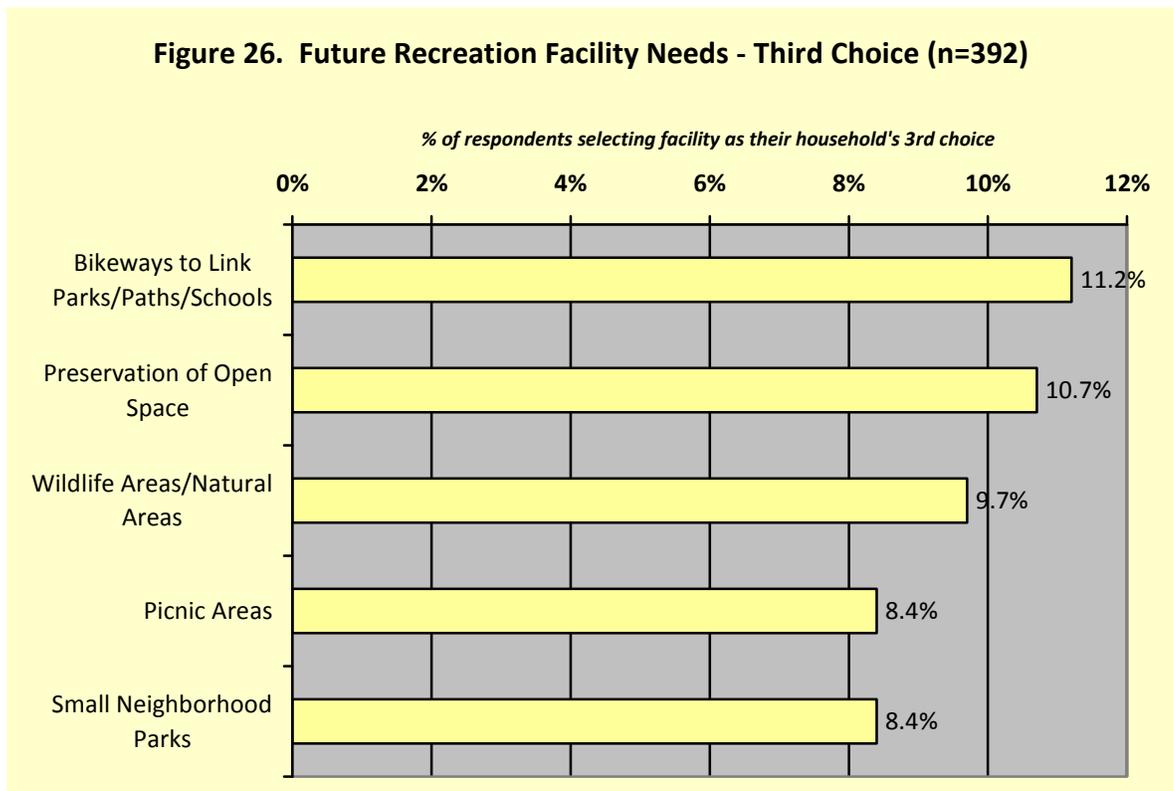
According to the findings, 11.4% of the respondents identified bikeways to link parks/paths/schools as their household’s second choice for a new/expanded recreation facility in the Wheaton Park District. Preservation of open space was next with 11.2%, followed by wildlife areas/natural areas (9.1%), picnic areas (8.9%), indoor swimming pool (7.1%) and small neighborhood parks (7.1%). Results of respondents’ second choice for a new/expanded facility in the Wheaton Park District are provided in Figure 25.



*Note: The remaining 20 facility options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION FACILITY NEEDS FOR THE WHEATON PARK DISTRICT  
– THIRD CHOICE**

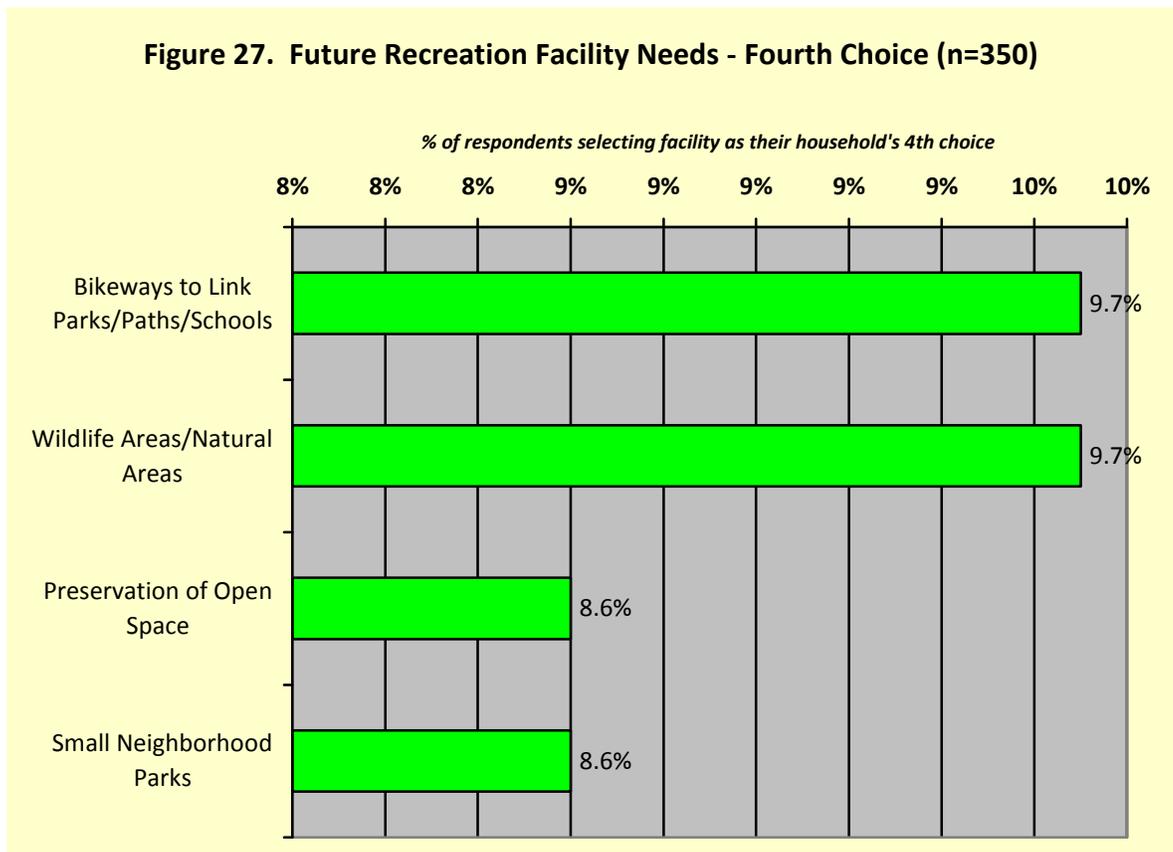
Eleven percent (11.2%) identified bikeways to link parks/paths/schools as their household’s third choice for a new/expanded recreation facility in the Wheaton Park District. Over 10% identified preservation of open space (10.7%) as their household’s third choice followed by wildlife areas/natural areas (9.7%), picnic areas (8.4%), and small neighborhood parks (8.4%). Results of respondents’ third choice for a new/expanded facility in the Wheaton Park District are provided in Figure 26.



*Note: The remaining 21 facility options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION FACILITY NEEDS FOR THE WHEATON PARK DISTRICT  
– FOURTH CHOICE**

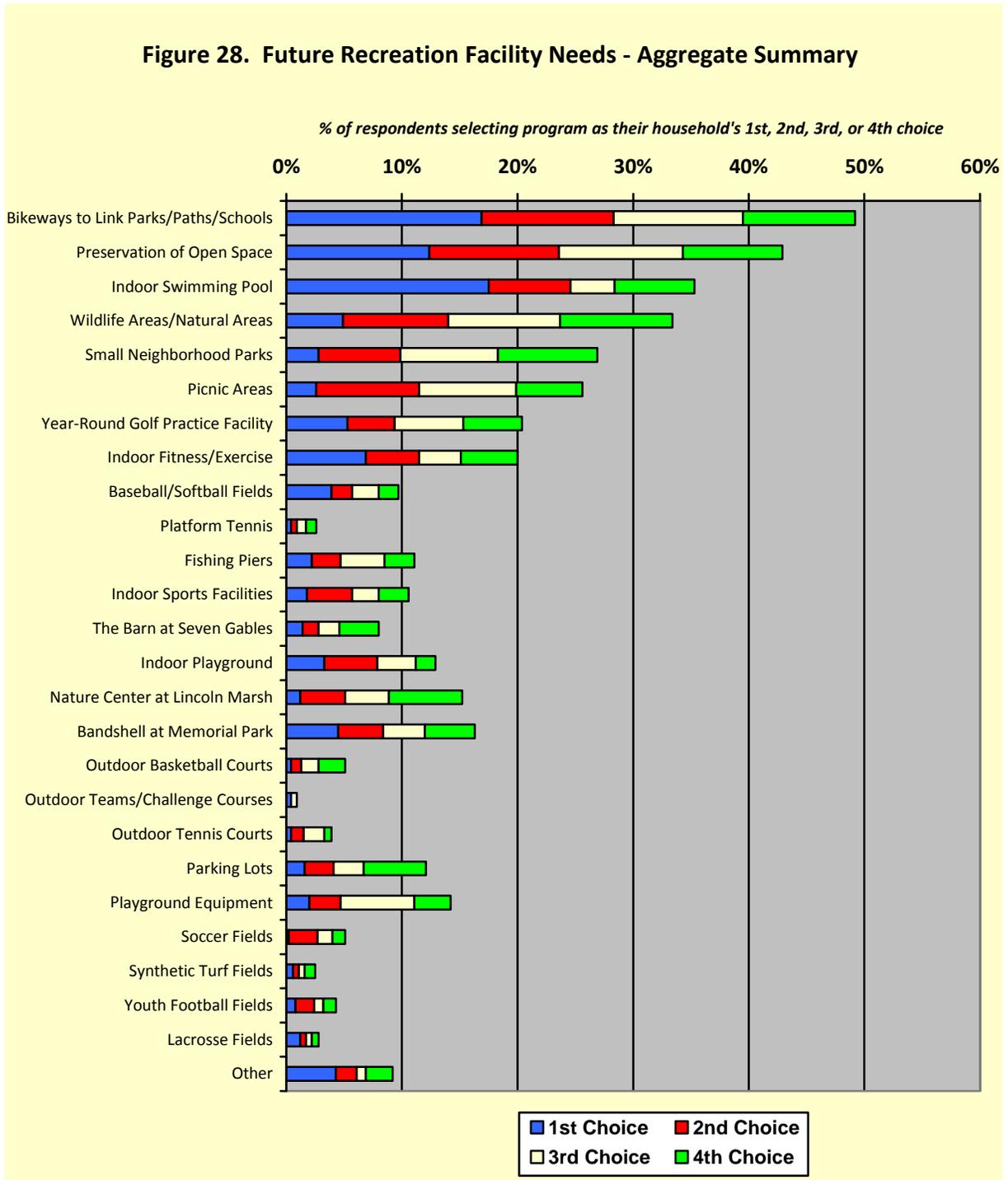
Almost 10% of the respondents identified bikeways to link parks/paths/schools (9.7%) or wildlife areas/natural areas (9.7%) as their household’s fourth choice for a new/expanded recreation facility in the Wheaton Park District. Preservation of open space (8.6%) and small neighborhood parks (8.6%) were the next highest facility areas identified by households. Results of respondents’ fourth choice for a new/expanded facility in the Wheaton Park District are provided in Figure 27.



*Note: The remaining 22 facility options each received less than 7% of respondent households indicating a need for them.*

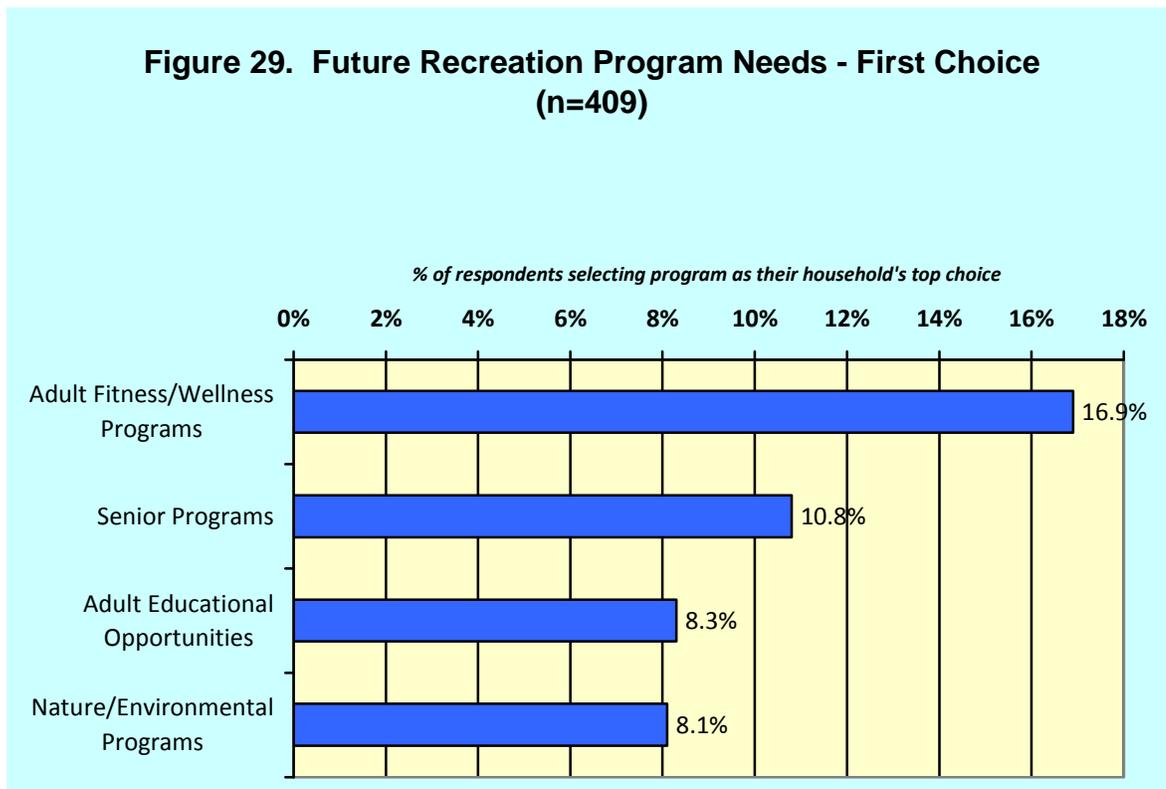
**FUTURE RECREATION FACILITY NEEDS FOR THE WHEATON PARK DISTRICT  
– AGGREGATE SUMMARY**

Almost 50% (49.2%) of the respondents identified bikeways to link parks/paths/schools as their household’s first, second, third, or fourth choice for a new/expanded recreation facility in the Wheaton Park District. The preservation of open space was next with 42.9% followed by an indoor swimming pool (35.3%) and wildlife areas/natural areas (33.4%). Complete aggregate results are provided in Figure 28.



## FUTURE RECREATION PROGRAM NEEDS FOR THE WHEATON PARK DISTRICT – FIRST CHOICE

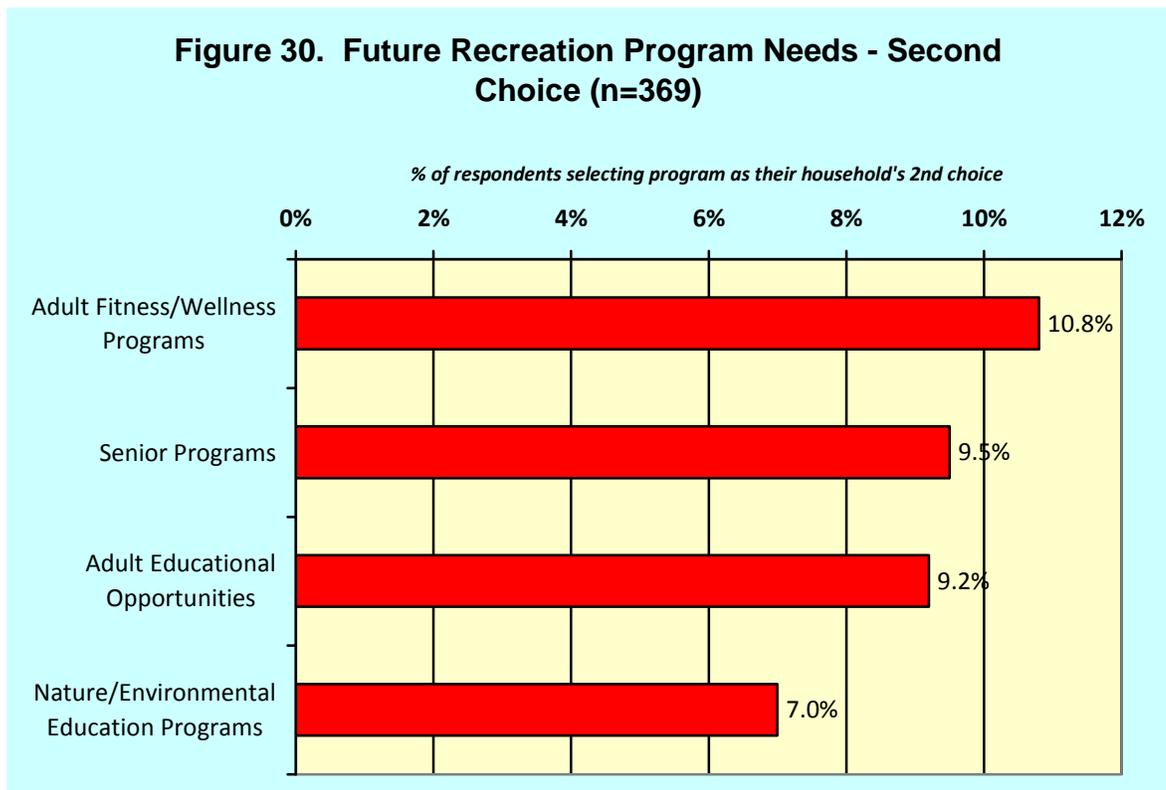
Almost 17% (16.9%) of the respondents identified adult fitness/wellness programs as their household's first choice for new or improved programs at the Wheaton Park District. Three other program areas received moderate support. These programs included: senior programs (10.8%), adult educational opportunities (8.3%), and nature/environmental programs (8.1%). Results of respondents' first choice for a new/expanded recreation programs at the Wheaton Park District are provided in Figure 29.



*Note: The remaining 16 program options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION PROGRAM NEEDS FOR THE WHEATON PARK DISTRICT – SECOND CHOICE**

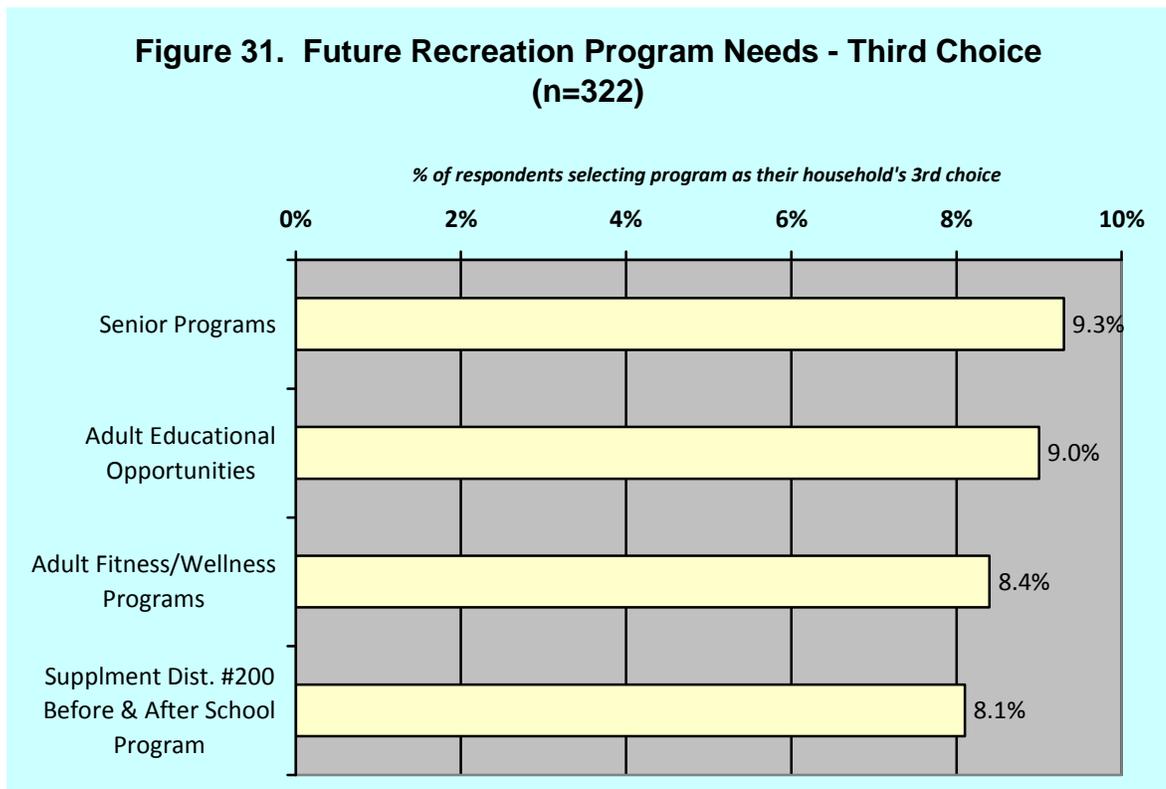
Ten percent (10.8%) of the respondents identified adult fitness/wellness programs as their household’s second choice for a new/expanded recreation program at the Wheaton Park District. Senior programs were next with 9.5%, followed by adult educational opportunities (9.2%) and nature/environmental education programs (7.0%). Results of respondents’ second choice for a new/expanded recreation program at the Wheaton Park District are provided in Figure 30.



*Note: The remaining 16 program options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION PROGRAM NEEDS FOR THE WHEATON PARK DISTRICT  
– THIRD CHOICE**

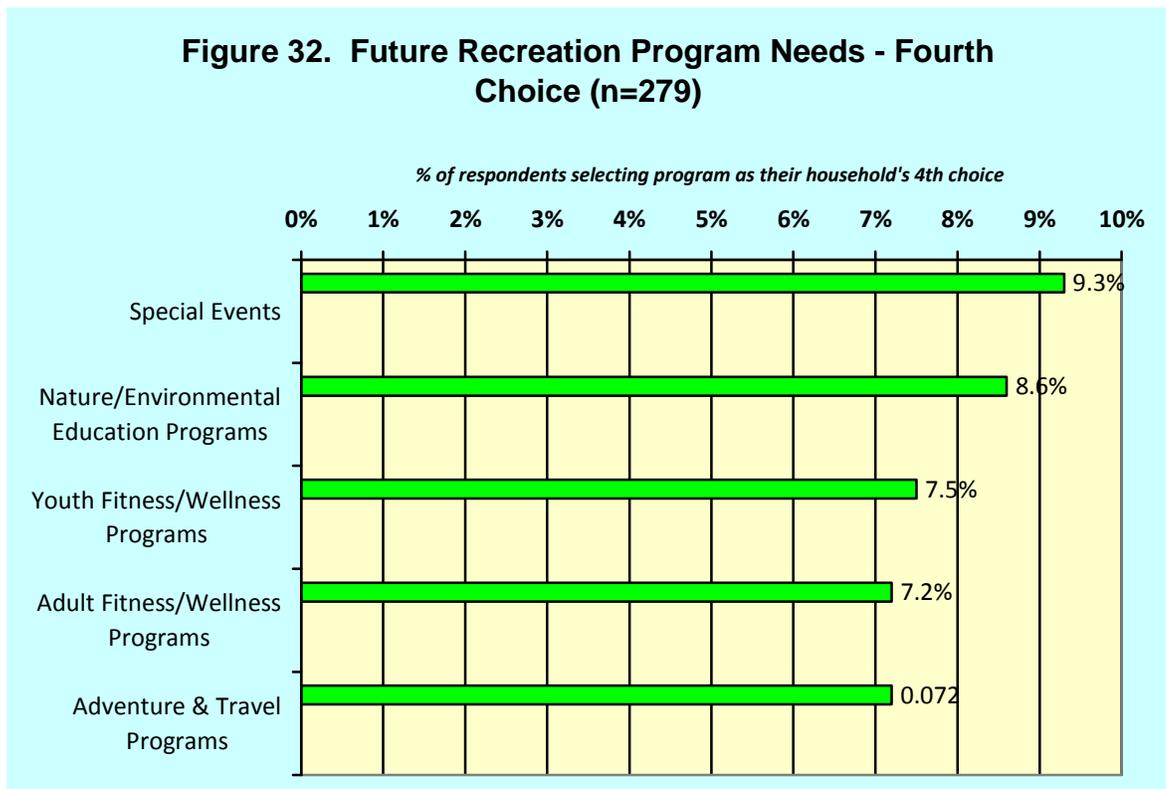
Nine percent (9.3%) of the respondents identified senior programs as their household’s third choice for a new/expanded recreation program at the Wheaton Park District. Other choices included adult educational opportunities (9.0%), adult fitness/wellness programs (8.4%), and supplementing District #200’s Before and After School program (8.1%). Results of respondents’ third choice for a new/expanded recreation program at the Wheaton Park District are provided in Figure 31.



*Note: The remaining 16 program options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION PROGRAM NEEDS FOR THE WHEATON PARK DISTRICT – FOURTH CHOICE**

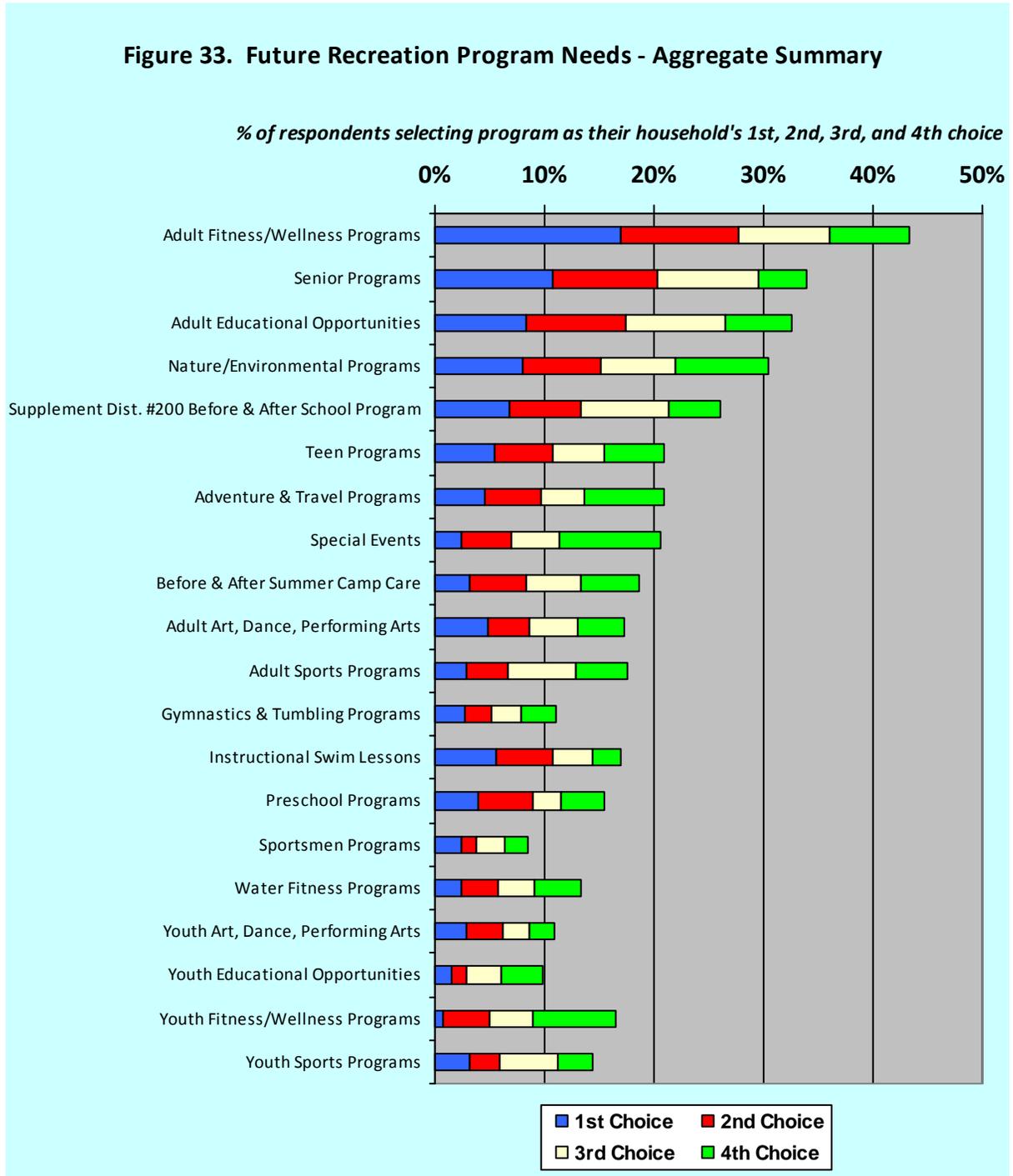
Nine percent (9.3%) of the respondents identified special events as their household’s fourth choice for a new/expanded recreation program at the Wheaton Park District. Other choices included: nature/environmental programs (8.6%), youth fitness/wellness programs (7.5%), adult fitness/wellness programs (7.2%), and adventure & travel programs (7.2%). Results of respondents’ fourth choice for a new/expanded recreation program at the Wheaton Park District are provided in Figure 32.



*Note: The remaining 15 program options each received less than 7% of respondent households indicating a need for them.*

**FUTURE RECREATION PROGRAM NEEDS FOR THE WHEATON PARK DISTRICT  
– AGGREGATE SUMMARY**

Over 40% (43.3%) of the respondents identified adult fitness/wellness programs as their household’s first, second, third, or fourth choice for a new/expanded recreation program at the Wheaton Park District. Senior programs were next with 33.9% followed by adult educational opportunities (32.6%) and nature/environmental education programs (30.5%). Complete aggregate results are provided in Figure 33.



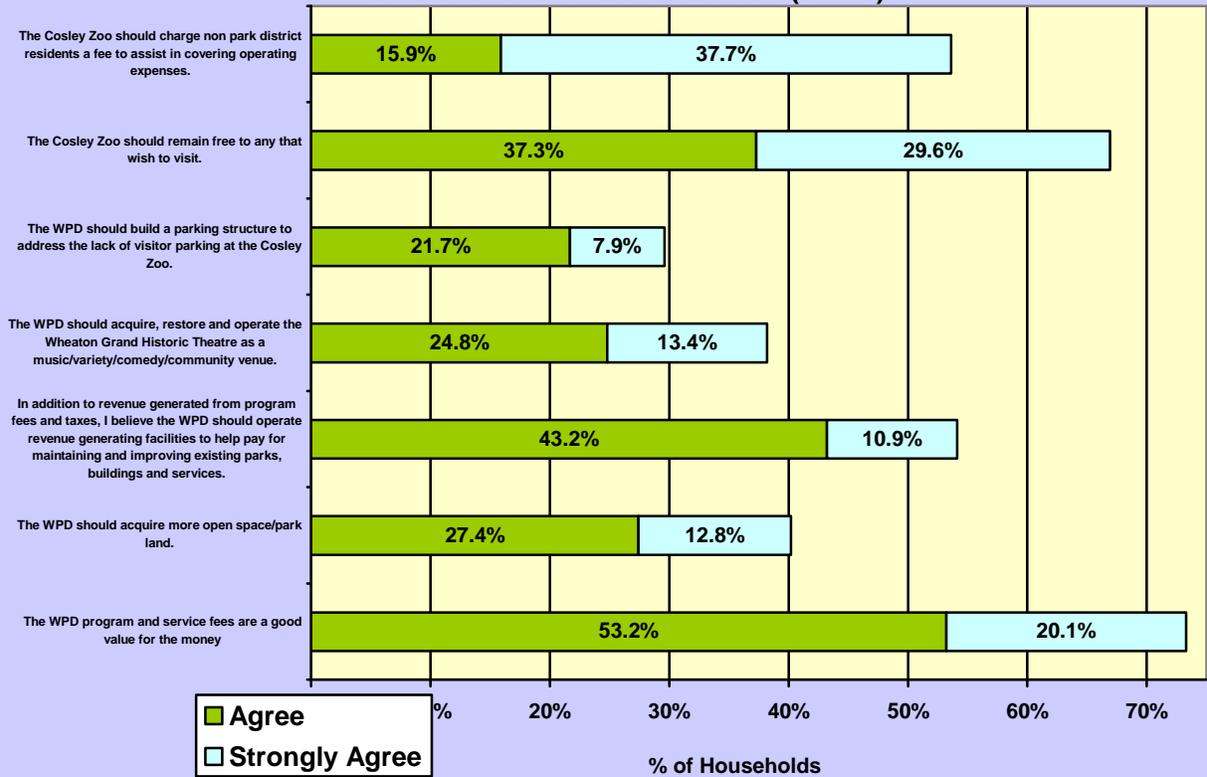
## **AREAS OF IMPROVEMENT AND POSSIBLE SUPPORT FOR THOSE IMPROVEMENTS WITHIN THE WHEATON PARK DISTRICT**

Questions 10 and 11 of the community-wide attitude and interest questionnaire asked respondents their opinion concerning recreational issues and opportunities within the Wheaton Park District and to identify areas of improvement and to prioritize the improvements. For question 10, respondents were given a list of 7 issues and/or opportunities within the Wheaton Park District and asked to rate their level of agreement (or disagreement) with each. Question 11 asked respondents to identify specific improvements their household would like to see added or improved within the district. The following sections summarize the study's key findings:

### **OPINIONS CONCERNING RECREATIONAL ISSUES AND OPPORTUNITIES WITHIN THE WHEATON PARK DISTRICT**

Question 10 of the community-wide attitude and interest questionnaire asked respondents for their "opinion concerning the recreational issues and opportunities within the Wheaton Park District." Respondents were presented with 7 issues and/or opportunities and asked to indicate their level of agreement with each statement. Respondents rated each issue and/or opportunity on a 5-point agreement scale (0=don't use/no opinion, 1=strongly disagree, 2=disagree, 3=agree, and 4=strongly agree). Almost  $\frac{3}{4}$  of the respondents (73.3%) agreed or strongly agreed that the Wheaton Park District program and service fees are a good value for the money. Over  $\frac{2}{3}$  of the respondents (66.9%) agreed (or strongly agreed) the Cosley Zoo should remain free to any that wish to visit. Over  $\frac{1}{2}$  of the respondents also agreed (or strongly agreed) that in addition to the revenue generated from program fees and taxes, the Wheaton Park District should operate revenue generating facilities to help pay for maintaining and improving existing parks, buildings and services (54.1%) and the Cosley Zoo should charge non-park district residents a fee to visit and assist in covering operating expenses (53.6%). Complete results are available in Figure 34.

**Figure 34. Opinions Concerning Recreation Issues and/or Opportunities within the Wheaton Park District (n=681)**

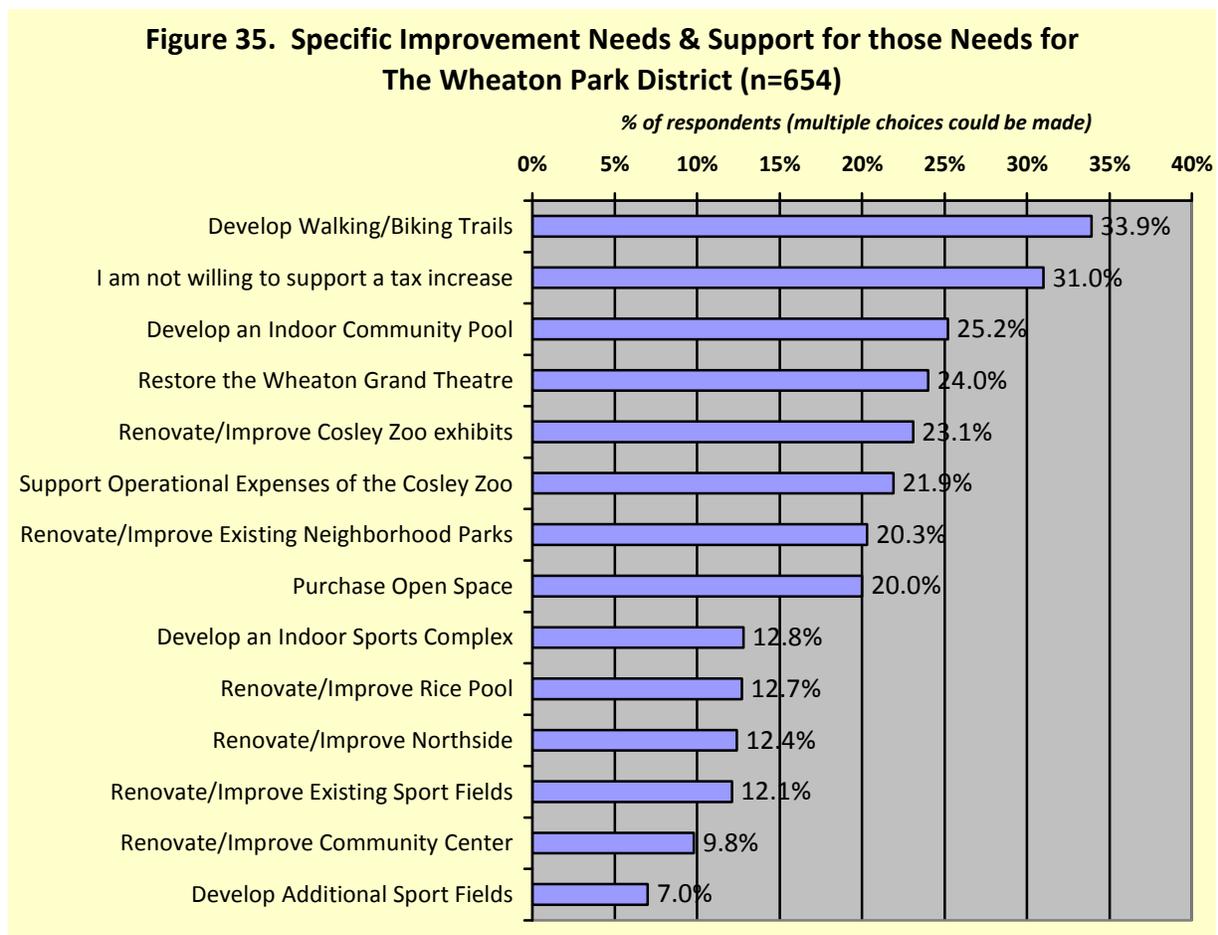


## SPECIFIC IMPROVEMENT NEEDS FOR THE WHEATON PARK DISTRICT

Question 11 asked respondents to identify specific projects or improvements their household would be most willing to support with a tax increase. Specifically, respondents were given a list of fourteen improvement categories and asked, “Which of the following projects or improvements would you be most willing to support with a park district tax increase?”

Respondents were asked to select all of the improvements their household would like to see added or improved within the Wheaton Park District.

According to the findings, 33.9% of the respondents would like to see the Wheaton Park District develop additional walking/bike trails. Thirty-one percent (31.0%) of the respondents indicated their household was unwilling to support a park district tax increase not matter the project or improvement while almost ¼ indicated their support for developing an indoor community pool (25.2%) and restoring the Wheaton Grand Theatre (24.0%). Other popular improvement categories included: renovating/improving Cosley Zoo exhibits (23.1%), support operational expenses of the Cosley Zoo (21.9%), renovating/improving existing neighborhood parks (20.3%), and purchasing open space for additional parks (20.0%). The results are provided in Figure 35.



## DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Questions 14 thru 20 of the community-wide attitude and interest questionnaire assessed respondent and household characteristics. The following sections summarize the key findings:

### HOUSEHOLD CHARACTERISTICS

Household characteristics obtained with this study included: type of family unit, number of people in the household and total household income. A majority of the respondents were married/couple, with children (50.2%). Over a quarter of respondents (26.1%) had a total household annual income between \$35,000 and \$74,999. The household characteristics are provided in Table 1.

Table 1. Household Characteristics (n=725)	
Household Characteristic	Respondent/Sample Value
<b>Family Unit</b>	
Single, no children	17.8%
Single, with children	6.4%
Married/Couple, no children	25.5%
Married/Couple, with children	50.2%
<b>Total Household Income</b>	
<\$34,999	6.6%
\$35,000 to \$74,999	26.1%
\$75,000 to \$99,999	18.1%
\$100,000 to \$149,999	19.7%
\$150,000 to \$199,999	14.4%
\$200,000 or more	15.1%
<b>Number in Household</b>	
Under 2 years old	Mean: 1.10
Pre-School age	Mean: 1.10
K – 2 <sup>nd</sup> Grade	Mean: 1.17
3 <sup>rd</sup> – 5 <sup>th</sup> Grade	Mean: 1.22
Middle School	Mean: 1.11
High School	Mean: 1.28

## RESPONDENT CHARACTERISTICS

Respondent characteristics obtained with this study included: gender, age, years lived in the Wheaton Park District, and geographical area of residence. The average age of the respondent was 59.2 years and had lived in the Wheaton Park District for 21.1 years. Thirty percent (30.8%) lived south of Roosevelt Road and west of Main Street (29.7% lived south of Roosevelt and east of Main Street) while 20.2% lived north of Roosevelt Road and east of Main Street (19.3% lived north of Roosevelt and west of Main Street). The respondent characteristics are provided in Table 2.

Table 2. Respondent Characteristics (n=725)	
Respondent Characteristic	Respondent/Sample Value
<b>Gender</b>	
Male	42.6%
Female	57.4%
<b>Age</b>	Median: 53.0 years
<b>Years Lived in Wheaton Park District</b>	Mean: 21.1 years
<b>Area of Residence</b>	
North of Roosevelt and East of Main Street	20.2%
North of Roosevelt and West of Main Street	19.3%
South of Roosevelt and East of Main Street	29.7%
South of Roosevelt and West of Main Street	30.8%

## **APPENDICES**

**APPENDIX A: COMMUNITY-WIDE ATTITUDE & INTEREST  
QUESTIONNAIRE WITH RESULTS**



# 2008 Wheaton Park District Attitude & Interest Survey

## Section 1: Current Participation Patterns & Attitudes

1. During the last 12 months, approximately **HOW MANY TIMES** have members in your household visited or participated in the following at the Wheaton Park District: (Check the box that best applies for each service area) (n=661)

Household Participation	More than 25 times	11-25 times	6-10 times	1-5 times	None
Wheaton Park District Programs	15.9%	9.2%	9.5%	23.0%	42.4%
Wheaton Park District Facilities	31.3%	15.7%	11.3%	21.4%	20.3%
Wheaton Park District Park Areas	35.5%	15.1%	10.5%	22.3%	16.5%

2. During a typical year, about **HOW MANY TIMES** does your household utilize the following other providers for parks and recreation services? (Check one box for each service provider) (n=679)

Service Provider	More than 25 times	11-25 times	6-10 times	1-5 times	None
Neighboring Park Districts (Glen Ellyn, Warrenville, Carol Stream, Naperville, Lisle etc.)	4.0%	4.7%	8.0%	28.3%	55.1%
Forest Preserve District of DuPage County	7.8%	10.8%	16.3%	37.4%	27.7%
Private/Commercial (e.g., country club, private fitness center, etc.)	27.0%	5.8%	4.5%	11.4%	51.4%
YMCA	6.5%	1.5%	1.2%	5.1%	85.7%
Church Affiliated Recreation Activities	3.1%	3.2%	5.5%	16.6%	71.5%
Other (please list):	8.5%	3.6%	3.6%	2.7%	81.7%

3. **HOW** has your household found out about the programs and services offered by the Park District? (Circle all that apply) (n=706)

- |  |   |
|--|---|
| 1 Wheaton Park District brochure (91.5%)     | 7 Television/Cable (3.1%)               |
| 2 Newspapers (31.2%)                         | 8 Park District website (17.0%)         |
| 3 From friends and neighbors (40.4%)         | 9 School flyers or announcements (9.3%) |
| 4 Radio (0.3%)                               | 10 Park District staff (5.4%)           |
| 5 Marquees/Banners in parks (12.7%)          | 11 Chamber of Commerce (0.7%)           |
| 6 Flyers at Park District facilities (19.5%) | 12 Other (please specify) (5.2%)        |

4. Do you or anyone in your household know that Wheaton Park District Board meetings are video-taped and later televised on channel 17 for public viewing? (Circle one) (n=721)

- 1 Yes (35.1%)      2 No (64.9%)

5. The annual cost to televise the Wheaton Park District Board meetings is \$15,000. Does your household feel this is good/wise use of the Wheaton Park District's financial resources? (Circle one) (n=700)

- 1 Yes (17.7%)      2 No (82.3%)

6. How **SATISFIED** is your household with the Wheaton Park District's programs, facilities, park areas, and staff. For each of the following statements, please indicate your household's general level of satisfaction. (Check one box for **EACH** statement)

Area	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
<b>Park District Programs (n=657)</b>					
Number of programs and activities offered	30.9%	40.0%	1.8%	0.3%	26.9%
Overall satisfaction with programs	26.4%	43.5%	1.2%	0.2%	28.7%
Days and time of programs and activities offered	22.8%	42.2%	5.8%	0.8%	28.3%
<b>Park District Facilities (n=652)</b>					
Baseball fields	13.7%	20.6%	1.4%	0.5%	64.0%
Softball fields	9.5%	14.8%	1.4%	0.2%	74.2%
Tennis courts	10.4%	22.2%	0.8%	0.2%	66.5%
Lacrosse fields	2.8%	7.9%	1.1%	0.2%	88.1%
Basketball courts	4.8%	15.0%	2.0%	0.2%	78.0%
Soccer fields	13.6%	21.2%	0.5%	0.3%	64.3%
Football fields	8.9%	14.3%	0.5%	0.3%	76.0%
Walking/bike paths	32.9%	38.1%	1.2%	0.8%	27.0%
Arrowhead Banquets	13.1%	21.7%	1.2%	0.9%	63.1%
Arrowhead Bar & Restaurant	19.8%	31.5%	2.4%	1.2%	45.1%
Arrowhead Pro Shop	12.9%	19.9%	0.9%	0.3%	66.0%
Arrowhead Golf Course	20.9%	19.1%	0.9%	0.8%	58.5%
Arrowhead Driving Range	13.0%	22.6%	4.6%	1.2%	58.6%
Skate Park at Clocktower Commons	4.1%	11.9%	0.8%	0.8%	82.5%
Mini-Golf at Clocktower Commons	7.4%	22.3%	2.8%	0.9%	66.7%
Leisure Center	9.5%	12.9%	0.8%	0.2%	76.6%
Community Center	24.6%	36.5%	1.1%	0.2%	37.7%
Cosley Zoo	35.8%	35.4%	0.3%	0.3%	28.2%
Rice Pool & Water Park	28.8%	24.8%	1.2%	0.3%	44.8%
Northside Family Aquatic Center	16.2%	20.8%	1.5%	0.2%	61.3%
Parks Plus Fitness at the Community Center	10.4%	16.3%	1.1%	0.5%	71.7%
Parks Plus Fitness - Wheaton North HS	2.0%	6.1%	0.5%	0.3%	91.1%
Parks Plus Fitness - Wheaton Warrenville South HS	3.1%	6.9%	0.9%	0.2%	88.9%
The Zone (Teen Center)	1.7%	5.7%	0.8%	0.5%	91.3%
Lincoln Marsh	17.9%	28.1%	0.8%	0.2%	53.0%
Overall satisfaction with Park District facilities	26.5%	56.6%	0.5%	0.3%	16.1%
<b>Park District Park Areas (n=660)</b>					
Park landscaping	35.5%	50.3%	1.2%	0.6%	12.4%
Play equipment	28.2%	38.3%	1.4%	0.3%	31.7%
Picnic areas	22.0%	42.1%	2.0%	0.8%	33.1%
Natural areas/wetlands/prairies	28.6%	42.2%	0.6%	0.5%	28.1%
Overall satisfaction with Park District park areas	31.3%	53.3%	1.2%	0.5%	13.7%
<b>General Park District Maintenance (n=650)</b>					
Building/facilities	26.6%	49.7%	0.9%	0.3%	22.5%
Athletic fields	20.1%	36.6%	1.4%	0.3%	41.6%
Park areas	28.6%	50.6%	1.2%	0.8%	18.8%
Overall satisfaction with Park District maintenance	29.8%	52.8%	1.2%	0.4%	15.7%

(6. continued) How **SATISFIED** is your household with the Wheaton Park District’s programs, facilities, park areas, and staff. For each of the following statements, please indicate your household’s general level of satisfaction. (Check one box for **EACH** statement)

Area	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
<b>Park District Staff &amp; Board (n=658)</b>					
Customer service personnel	29.3%	39.5%	2.1%	0.9%	28.1%
Maintenance personnel	18.8%	34.7%	1.2%	0.2%	45.1%
Administrative personnel	19.8%	33.2%	2.2%	0.9%	43.9%
Recreation personnel	21.3%	36.1%	1.2%	0.5%	40.8%
Arrowhead personnel	19.4%	30.4%	1.7%	0.8%	47.8%
Program leaders and instructors	21.0%	33.0%	0.9%	0.5%	44.5%
Cosley Zoo personnel	25.8%	35.5%	0%	0.2%	38.6%
Lincoln Marsh personnel	11.6%	19.5%	0.2%	0.5%	68.2%
Board of Commissioners (elected officials)	7.2%	24.5%	3.1%	1.0%	64.3%
WHAT IS YOUR OVERALL LEVEL OF SATISFACTION WITH THE WHEATON PARK DISTRICT?	29.3%	54.8%	1.7%	0.2%	13.9%

*If you indicated that you are Dissatisfied with any of the Service Areas listed under item 6, please tell us why.*

7. Using the following scale, please **RANK THE QUALITY OF CUSTOMER SERVICE** within each Wheaton Park District facility. (Check one box for each facility) (n=646)

Park District Facility	Excellent	Good	Fair	Poor	Don't Use/ Don't Know
Administrative Office	20.1%	23.8%	2.3%	0.5%	53.3%
Arrowhead Banquets	11.2%	15.5%	2.0%	0.8%	70.6%
Arrowhead Bar & Restaurant	17.2%	27.7%	5.6%	0.9%	48.6%
Arrowhead Pro Shop	15.1%	17.2%	0.9%	0.5%	66.5%
Arrowhead Golf Course	17.6%	18.6%	1.2%	0.6%	62.1%
Community Center	29.9%	30.0%	3.2%	0.8%	36.1%
Cosley Zoo	30.2%	31.0%	1.1%	0%	37.8%
Leisure Center	11.8%	10.4%	0.4%	0%	77.0%
Lincoln Marsh Office	7.3%	9.8%	0.5%	0%	82.5%
Northside Family Aquatic Center	13.3%	17.0%	1.5%	0.2%	68.0%
Parks Plus Fitness	10.6%	12.0%	1.1%	0.2%	76.2%
Rice Pool & Water Park	19.6%	26.8%	3.6%	0.3%	49.7%
Park Services Center	7.8%	12.7%	0.9%	0.2%	78.3%
Other (please list):	9.1%	7.3%	0.9%	82.7%	86.4%

8. Has your family used services provided by the Western DuPage Special Recreation Association (WDSRA) or inclusion services within existing Wheaton Park District recreation programs? (Circle one per type) (n=677)

WDSRA Programs	1 Yes (3.2%)	2 No (96.8%)
Park District Programs Using WDSRA Inclusion Staff	3 Yes (3.3%)	4 No (96.7%)

9. How **EFFECTIVE** is the Wheaton Park District as it relates to (Check one box for **EACH** statement) (n=659)

Statement	Very Effective	Effective	Ineffective	Very Ineffective	Don't Know
Working Cooperatively with other units of local government	5.9%	20.9%	1.7%	0.6%	70.9%
Partnerships/sponsorships with private businesses	3.3%	14.8%	2.0%	0%	79.8%
Attention to improving health/wellness in the community	10.7%	43.3%	3.6%	0.6%	41.8%
Protecting open space	16.6%	44.1%	2.1%	0.7%	36.4%
Serving people with disabilities	10.8%	23.5%	0.9%	0.3%	64.5%
Informing the community of its recreation programs and activities	23.0%	52.9%	3.8%	0.5%	19.9%
Involving the community in the planning of future projects	6.9%	20.9%	10.4%	2.3%	59.5%
Offering affordable recreational opportunities for the residents of the community	18.6%	48.3%	6.1%	1.5%	25.5%
Acquiring open space as it becomes available within the community	8.7%	23.2%	2.4%	1.7%	64.0%
Offering a variety of special events.	16.2%	46.3%	2.9%	0.3%	34.4%

**Section 2: Future Participation Needs & Interests**

10. What is your **OPINION** concerning the recreational issues and opportunities within the Wheaton Park District? For each of the following statements, please indicate your level of agreement. (Check one box for **EACH** statement) (n=681)

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Do Not Know / No Opinion
The Wheaton Park District program and service fees are a good value for the money.	20.1%	53.2%	7.5%	1.9%	17.3%
The Wheaton Park District should acquire more open space / park land.	12.8%	27.4%	21.7%	5.8%	32.3%
In addition to revenue generated from program fees and taxes, I believe the Wheaton Park District should operate revenue generating facilities to help pay for maintaining and improving existing parks, buildings and services.	10.9%	43.2%	13.5%	4.8%	27.6%
The Wheaton Park District should acquire, restore and operate the Wheaton Grand Historic Theatre as a music / variety / comedy / community venue.	13.4%	24.8%	19.2%	15.6%	27.0%
The Wheaton Park District should build a parking structure to address the lack of visitor parking at Cosley Zoo.	7.9%	21.7%	32.0%	13.4%	25.0%
The Cosley Zoo should remain free to any that wish to visit.	29.6%	37.3%	16.3%	2.7%	14.1%
The Cosley Zoo should charge non park district residents a fee to visit to assist in covering operating expenses.	15.9%	37.7%	23.3%	7.8%	15.0%

11. **WHICH** of the following projects or improvements would you be most willing to support with a park district tax increase? (Circle all that apply) (n=654)

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>1 Develop walking/biking trails (33.9%)</li> <li>2 Develop an indoor community pool (25.2%)</li> <li>3 Renovate/improve existing neighborhood parks (20.3%)</li> <li>4 Restore the Wheaton Grand Theatre (24.0%)</li> <li>4 Renovate/improve Cosley Zoo Exhibits (23.1%)</li> <li>5 Support operational expenses of the Cosley Zoo (21.9%)</li> <li>6 Renovate/improve existing sport fields (12.1%)</li> </ul> | <ul style="list-style-type: none"> <li>8 Develop additional sport fields (7.0%)</li> <li>9 Renovate/improve Community Center (9.8%)</li> <li>10 Renovate/improve Rice Pool (12.7%)</li> <li>11 Renovate/improve Northside (12.4%)</li> <li>12 Develop an indoor sports complex (12.8%)</li> <li>13 Purchase open space for additional parks (20.0%)</li> <li>14 None – I am unwilling to support a park district tax increase no matter the project (31.0%)</li> </ul> |
|--|--|

12. Are there **FACILITIES** within the Wheaton Park District that you feel should be **DEVELOPED OR EXPANDED**? **IF SO, INDICATE** which facilities your household would like to see developed or expanded. Please **RANK THE TOP FOUR FACILITIES** you feel are most important to your household.

Most Popular Facilities Receiving **#1 Ranking**: (n=492)

- Indoor swimming pool (17.5%)
- Bikeways to link parks/paths/schools (16.9%)
- Preservation of open space (12.4%)
- All other facility areas received less than 7%*

Most Popular Facilities Receiving **#2 Ranking**: (n=438)

- Bikeways to link parks/paths/schools (11.4%)
- Preservation of open space (11.2%)
- Wildlife areas/natural areas (9.1%)
- Picnic areas (8.9%)
- Indoor swimming pool (7.1%)
- Small neighborhood parks (7.1%)
- All other facility areas received less than 7%*

Most Popular Facilities Receiving **#3 Ranking**: (n=392)

- Bikeways to link parks/paths/schools (11.2%)
- Preservation of open space (10.7%)
- Wildlife areas/natural areas (9.7%)
- Picnic areas (8.4%)
- Small neighborhood parks (8.4%)
- All other facility areas received less than 7%*

Most Popular Facilities Receiving **#4 Ranking**: (n=350)

- Bikeways to link parks/paths/schools (9.7%)
- Wildlife areas/natural areas (9.7%)
- Preservation of open space (8.6%)
- Small neighborhood parks (8.6%)
- All other facility areas received less than 7%*

13. Are there **PROGRAMS** at the Wheaton Park District that you feel should be **DEVELOPED OR EXPANDED**? **IF SO, INDICATE** which programs your household would like to see developed or expanded. Please **RANK THE TOP FOUR PROGRAMS** you feel are most important to your household.

Most Popular Programs Receiving **#1 Ranking**: (n=409)

- Adult fitness/wellness programs (16.9%)
- Senior programs (10.8%)
- Adult educational opportunities (8.3%)
- Nature/environmental education programs (8.1%)
- All other program areas received less than 7%*

Most Popular Programs Receiving **#2 Ranking**: (n=369)

- Adult fitness/wellness programs (10.8%)
- Senior programs (9.5%)
- Adult educational opportunities (9.2 %)
- Nature/environmental education programs (7.0%)
- All other program areas received less than 7%*

Most Popular Programs Receiving **#3 Ranking**: (n=322)

- Senior programs (9.3%)
- Adult educational opportunities (9.0%)
- Supplement Dist. #200 Before & After School Program (8.1%)
- All other program areas received less than 7%*

Most Popular Programs Receiving **#4 Ranking**: (n=279)

- Special events (9.3%)
- Nature/environmental education programs (8.6%)
- Youth fitness/wellness programs (7.5%)
- Adult fitness/wellness programs (7.2%)
- Adventure & travel programs (7.2%)
- All other program areas received less than 7%*

### Section 3: Demographics

The following information is helpful in providing us with the ability to describe different groups of households for better management and planning. Your answers will be used for statistical purposes and classification only. The data will not be identified with you personally. (n=725)

14. Are you: (Circle one number)                      1 Male (36.8%)                      2 Female (57.4%)

15. What is your age? (Fill in blank) 59.2 years

16. Which best describes your family? (circle one)

- 1 Single, no children (17.8%)
- 2 Married/Couple, no children (25.5%)
- 3 Single, with children (6.4%)
- 4 Married/Couple, with children (50.2%)

17. If you have children living in your home, please tell us how many and how old.

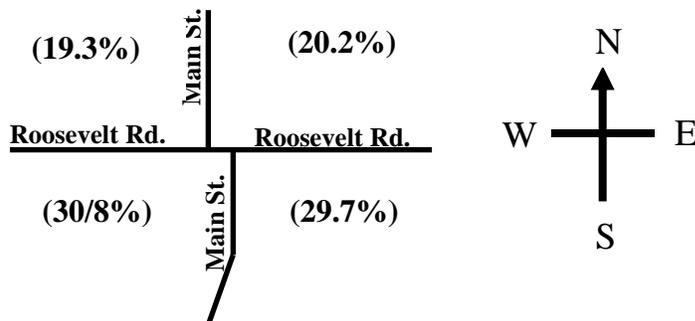
Under 2 years old    1.10                      Pre-School age    1.10                      K – 2<sup>nd</sup> Grade    1.17  
 3<sup>rd</sup> – 5<sup>th</sup> Grade    1.22                      Middle School    1.11                      High School    1.28

18. How long have you lived within the area serviced by the Wheaton Park District? 21.1 years (approximate)

19. What was your approximate **TOTAL HOUSEHOLD INCOME** before taxes in 2007? (Circle one number)

- 1 Up to \$34,999 (6.6%)
- 2 \$35,000 to \$74,999 (26.1%)
- 3 \$75,000 to \$99,999 (18.1%)
- 4 \$100,000 to \$149,999 (19.7%)
- 5 \$150,000 to \$199,999 (14.4%)
- 6 \$200,000 or more (15.1%)

20. Please circle the number of the area in which you reside.



**Thank you for your input!**  
**Please feel free to share any additional feedback below.**

***Comments:***

## **APPENDIX B: QUESTIONNAIRE OPEN-ENDED COMMENTS**

## WHEATON QUESTIONNAIRE – OPEN ENDED RESPONSES

### Customer Service

#### *Arrowhead*

- Arrowhead Bar & Restaurant: wait staff was fine. But on a Friday, there was no fish entrées available at 6 pm, even though it was on the menu.
- Arrowhead pro shop workers are grumpy and not friendly
- Arrowhead pro-shop personnel often short and not friendly. Seem stressed and almost angry you came in there.
- Arrowhead restaurant – we did not like the food – Loved the building & views! Service was good!
- Arrowhead restaurant food is terrible and needs to change.
- Banquet manager and working staff are totally ineffective and arrogant. One manager degraded server in front of guest at a function I attended. We do not need an attraction on the Northside—we have Cosley and Lincoln marsh. Please clean up North Park. It is more than a facility for children. It is a part of the Northside community and it should not be a haven for mosquitoes and slip from the DuPage river. Do not make it Disneyworld west w/ fishing, piers, places of interest and pavers in the parking lots. Just preserve it. Currently, it is a health hazard.
- Clean up the food service at Arrowhead Golf Course! In addition to the problems the Banquet Facility had c/o the Health Dept and food poisoning, in July I ate a bad hot dog at the turn (after 9 holes) which caused severe diarrhea and cramping about 30 min later (the 12<sup>th</sup> hole). After seeking out the uppermost food service manager to explain what happened (to prevent others from getting sick), I was told by this woman that I couldn't have gotten sick that fast from the hot dog, and that it must have been something I ate the previous day because of the “incubation time” of the “virus”. After a meaningful exchange of business cards, this food manager who just happened to be a woman, never called me the next day to inquire about my condition as she said she would. Also, no refund, no free round of golf – not that I was looking for any freebies – but come on, what would managers be expected to do?
- For the prices at Arrowhead Banquet facility, the service is below par and food is average. Hope it is being developed into a facility that can be revenue producing while also being a fair value for residents.
- Get grass tee boxes on the practice range at Arrowhead.
- Hope presently and in the future the Arrowhead facility can be used at reasonable pricing and a fair value for residents.
- I like/enjoy Arrowhead golf range, however I wish we could tee off on natural grass.
- My husband was hired twice to work at the Arrowhead banquets, but then was unhired and told he wasn't needed. It took months for them to call and tell him he wasn't needed. This is very frustrating when he could have been working somewhere else for a side job!!
- Need a turn lane for Arrowhead golf course Butterfield Rd. very dangerous!!!
- The Arrowhead Golf Course is more expensive than most private golf courses – not really in touch with what is in the area...it is not Village links...look at the links of Carrollton.
- The food at Arrowhead Restaurant and the Banquet Hall is just okay – nothing to brag about. The Lisle-Hilton food for weddings is so much better. Can the catering be improved?
- There is one starter at Arrowhead Golf on Wednesday, seniors leagues who really needs some training in diplomacy.
- Very poor service w/ a large party at Arrowhead. They actually ran out of baked potatoes.
- We are not dissatisfied in general; however, there is much room for improvement – buildings, facilities, and programs in comparison to other Park Districts. The driving range is on the opposite end of the Pro Shop – opposite ends of parking lot – very inconvenient.
- We made reservations for dinner at Arrowhead and still had to wait 45 minutes. Never went back!
- Would like a grass driving range instead of mats at Arrowhead (3)

- Food and beverage service Arrowhead is very much below par. The wait staff provides so/so to poor service. Beverage carts on golf course are frequently not available. Many rangers are not pleasant and they frequently use poor or no golf etiquette.
- Misplaced name place cards and seating chart – room was not prepared for rehearsal dinner and no incremental help provided – host/hostess had to track down and set-up.
- Believe commissioners and family members abuse their golf privileges. They don't call for tee-times- just show up and expect to be put in front of scheduled players.
- Restaurant – slow service, cold food, loud inappropriate music in dining area, long wait with reservations. Better than one year ago – but still inconsistent.

### *Aquatic Facilities*

- Big disconnect between pool staff and front desk on annual pass. At pool, I was told our card was out-of-date and couldn't be renewed, but I could be refunded non-resident cost. Latter, front desk said I could have renewed but because I didn't – no refund. I'm out \$20 because they did not have their stories straight
- Pool passes—In the past, personnel handling pool pass applications have been rude and inflexible. One year, we had to return 3x's because our I.D. was not acceptable. We were in the computer system as residents but it did not matter.
- Resident cards with pool pass does not always register at check in.
- Rice Lake life guard need special needs training for kids.
- Some front desk personnel at community center had poor attitude to handle the swimming pass.
- The food at Rice Pool during the summer is pretty disgusting.
- We had an incident three years ago with the Rice Pool staff discriminating against my daughter based on her appearance (she has Down Syndrome). The school staff was told they had to watch her more than the other students. Violation of ADA.
- We have used and participated in swim lessons at Northside. It is right down the street from our house and more convenient than Rice. But we have had more enjoyable times at Rice because we frequently receive poor customer service from the staff. The instructors for swim lessons talk more than teach and you never seen anyone over seeing the instructors. One a holiday weekend my children couldn't go in to the sand during adult swim unless I sat with them. They can't swim with the one person in the pool and then you can't play in the sand because they are too old. Staff management was not friendly about it either.

### *Community Center*

- Customer service at front desk at the community center could be greatly improved! They often seem rude disinterested, and not very knowledgeable. Maintenance personnel also seem slow to react or help in program facility situations. Also not very friendly.
- Front desk at Community Center is not always able to resolve problems.
- Has been very helpful with league of Women voters meetings at community center.
- My organization tries to run a program for children at the Community Center. In 3 years, the information has never been listed correctly in the catalogue, which really hurts our enrollment.
- Since there are so many Monday closures of the Leisure Center due to holidays, why won't they let us take our Monday Bridge to an empty room at the Community Center on those Mondays?
- The community center could use some computer projectors for presentations
- The other problem is that the center does not open early enough for some working people to use it.
- There are a few employees at the community center who have been quite rude on several occasions.
- When asking about a comment form at Community Center, was told that I couldn't submit my own but they would fill it out for me!?

### *Maintenance*

- All area parkways/parks should be plowed in winter – not just Seven Gables. The walkways become very dangerous all winter because some are never plowed. Even if you could get to the parks (Briarcliff and at 22<sup>nd</sup> especially) a few days after a snowfall would be helpful.
- I am very upset that the park district has decided to let the natural grasses/brush around the ponds grow. Although this is for erosion control/conservation those of us that enjoy fishing are being dismissed. If funding for maintenance is an issue, then we pay enough in taxes to cover it. Where is that money going?
- I feel the maintenance people need more supervision. Much of the work performed involves two persons when one person would be adequate.
- Roof leak in main gym of community center-impacts 6am fitness class and when called maintenance has not done a complete job of cleaning floor
- Park District does a wonderful job of maintaining grounds, etc.

### *Personnel*

- As a Wheaton Park District resident living in Winfield we are the forgotten ones! I have received my brochures sometimes too late to sign my kids up for programs, past the deadline and no space is left! I have been embarrassed at the desk several times over many years having to educate the staff that yes I live in Winfield, and at the same time I pay Wheaton PD taxes!
- Develop a better way to get volunteer soccer coaches. Have a “coach for the day” at each practice so every family can see what the experience is like and they may end up coaching the next year themselves.
- I have had some negative experience with coaches. Coaches belittling kids, even swearing. It seems the older the kids get, the more intense and political it gets. The “code of conduct” players and parents have to sign isn’t modeled by some coaches – not all. It makes the “code” a big joke and it is hard to teach your kid good sportsmanship when the coaches, who are supposed to be role models, are horrible examples!
- I’ve talked to the head of parks and recreation and head of human resources asking to put e-mail addresses for elected board of commissioners on the website-never was done! There is no way to communicate with the board, why have them if we can’t communicate with them! Maybe they don’t want to hear from their constituents.
- If maintenance means trees and landscaping, then they do an exceptionally skilled and helpful job.
- Not sure that there is quality oversight of managers over your various depts. All could use “people” skills and management training as it relates to working with people as well as employees (their own).
- Part-time and summer workers do not appear to be properly supervised at times. Wasting time and not working as they should be. Staffing is overloaded. Burning of marsh not controlled enough.
- People are not friendly. Park District spends too much.
- Personnel tend to be “snippy” and rules overly strict. Sometimes seems there’s more effort in keeping new residents out than providing good experience for everyone.
- Phone calls and emails are not returned. When names are mentioned to other parents involved w/ coaching—they roll their eyes!
- Please look into the issue with the front desk staff. It is not all the women, however, the general attitude could use some adjusting. We moms feel like we are talked down to and this needs to stop. We are

residents of Wheaton and deserve to be at the Community Center. We are not doing anything wrong and should not be constantly reprimanded for every little thing. If they do not want the children waiting outside the classroom waiting for the doors to open then the clocks in the preschool classrooms need to be reset as they are off by about 5-6 minutes.

- Re Fitness Center: Some of the senior employees of the center are not particularly helpful or customer oriented. Nor do the fitness trainers offer much assistance even when there is new equipment. Some programs should be offered as part of membership – weightlifting; spinning.
- We had a volleykids teacher who was consistently late and never seemed very happy to be there.
- When I first moved into Wheaton 2 years ago, I went to the facility off Roosevelt and Main-told receptionist I was new in town and what could she tell me about what Wheaton Park District had to offer? Her reply: “Well what is there to say? I don’t know what to tell you.” Cold, indifferent, unfriendly.
- With the exception of some coaches (toddler tumbling/gymnastics), the instructors we have had are not very enthusiastic or engaging.

### *Other Facilities*

- Ball teams could not care less if I was struck by their balls while I was on the track. I had to ask them all the time to put netting down supervisors did not support me.
- I applied for a permit to use a soccer field for a corporate function but no one seem to know who I was to talk to find out the details about it. Then when I did finally turn the application in, the office lost it plus I also found out I was charged too much.
- North Wheaton seems “left out” of a lot of park programs-emphasis seems to be rather “southerly”
- taking my children to many many classes I have always been impressed with the quality of the instruction and the facilities. The park district does not need to fill every rec need the community has. Private businesses should be respected when expanding programs is considered.
- We are unhappy that building at Roosevelt & Main may be parceled off and sold without the public’s input. The green space should remain a park and not sold to developers – we are supposed to be a green community
- We support the vision of reserving open spaces for people of all ages to enjoy hiking, boating, cycling, etc. But it seems to us there is too much emphasis on expensive buildings, complex programs, complicated play gear – so the natural is lost and the man-made is the focus.
- WNHS: I don’t use it because I have felt unwelcome; I get the feeling that WNHS resents sharing that facility-also the hours are pretty restrictive

### **Elected Officials**

- Elected officials are for the most part arrogant and rude. This is a township not a country. I expect our officials to be kind, humble, and have a servant attitude. That is what they are servants!
- I am generally dissatisfied with all elected officials
- I don’t have anything to do with the Park Board. Director is a pleasure to work with and a real go-getter.
- Please provide a way e-mail or phone, to communicate with Board members! Shocking there isn’t a way.

### **Fiscal**

#### *Board Meetings*

- I don’t know what is discussed that would justify \$15,000. Maybe notes from the meeting could be put on website for review and questions.

- I think spending \$15,000 of tax payer's money on broadcasting WPD board meetings is wasteful. If people want to see the proceedings, let them check out the DVD from the community center where multiple copies could be made available. \$15,000/year could go a long way for improving natural areas which is something Du Page residents treasure. No tax increase. Work within the budget you have.
- I'm surprised by the cost to televise the Wheaton PK BD as \$15,000. I think money could be better spent on remodeling the Wheaton Theater-a great contribution to the downtown area. Maybe partnering with area businesses
- The meeting should be televised so the public can be aware of all that money your spending.

### *Building and Restoring Facilities*

- Buy land in the Hubble area to retain football and soccer practice fields! We don't need a theater, we need to retain that open space in Wheaton-we don't want to drive to the new Hubble for practice fields. Shame on the park district for even thinking of selling any of that land-you should be acquiring it! Too much money is wasted on new playground equipment when there's nothing wrong with it. Just fix it if it is broken. Waste of money building bocce court at Memorial Park-who asked for that? I still have not it used. No synthetic turf needed at park district areas! Need more open gym time in the winter. Do not raise park district taxes! Do not buy a theater!
- I believe a restoration of the Grand Theater is key to keeping downtown Wheaton alive. Wheaton college hosts artist series that are extremely successful – so there is ample evidence county residents will come to Wheaton for the performing arts.
- I believe here is a lot of waste financially: replacing flowers that are still beautiful, painting the gazebo at Adam's Park (very ugly), replacing play equipment that is still in great shape
- I don't think the timing is right to purchase any more land or facilities during this economic crisis we are in. Spend all monies maintaining the great things we currently have.
- I would like to see the park district purchase land by Hubble Middle School.
- Instead of building a new facility with an indoor pool, perhaps one of the outdoor pools can become an indoor pool at some time in the future. Also, if you continue to call the pools Water Parks and Aquatic Center, it would be nice to have more play areas or fun (more exciting) slides for the kids. We will probably forgo pool passes next year because the kids get bored and rather go to Bolingbrook.
- Our family is against the park district using any tax payer dollars to acquire, restore, and operate the Grand theatre. It would be a waste of money. There is no parking, it is in a poor location and has nothing to do with the purpose of our park district. BAD IDEA!
- Preserving facilities (playing fields and gymnasiums) at the current Hubble site would be nice: there is significant space, and it is centrally located.
- We love the park district facilities and parks. I do think some playground equipment could remain in use longer before replacement-seems wasteful short-term usage. We appreciate the careful upkeep at parks would be nice if all playgrounds had a water fountain (for drinking) especially Hawthorne Junction Lot. It's made NS. Park a lovely, natural area in part with Lake Ellyn and Glen Ellyn. Keep up the good work.
- Why not ask which programs/facilities should be modified/reduced/dropped all together? "Sometimes it's better to do a few things very well rather than many things pretty good".
- Would really like to see renovation and expansion of community center since it is the hub of many activities.

### *Costly Repairs*

- Do not spend money on fixing stupid waterfalls in downtown Wheaton.
- It seems that playgrounds are replaced, at great cost, rather than maintained. It seems like the park district is in a competition with surrounding districts, Naperville in particular, to see who can spend the most money on the most elaborate programs and facilities. Slow down and allow the community to utilize what you have.

- The park district spends money unnecessarily by rearranging bushes and trees, replacing good park playgrounds, and Cosley farm. Please don't charge me to use Cosley when my property taxes have doubled over 19 years. Stop while you're ahead and quit spending all our money. Our park district is just fine as it is.
- Wheaton waste a lot of money—go change light bulbs in street lights—they send 2 trucks and one guy sets up and changed the light and the rest (3) stand and talk—people are tired of giving money to a corp who can't show more responsibility!

### *Program & Facility Fees*

- Fee schedule is too beneficial to large families, too high for singles. I would like to take advantage of more P.D. facilities, such as pools and fitness centers. However, I feel the fees for a single person, who pays very high Wheaton taxes for P.D. privileges, are for too high and not comparable to independent operations (i.e. fitness clubs) Also, Northside Park Pool & Park requires more resources and updating for the prices charged. Also, program prices are high for fee – paying members of P.D.
- FYI: it is cheaper to play golf with the Naperville Park district as a non-resident than we have to pay as a resident at our Park District course arrowhead.
- I appreciate the vision of past directors' generate fees to cover cost increases rather than adding the tax. Revenues for park district naturally seem & increase in proportion & use just as the school tax does, so keep in mind the finances & seniors.
- I belong to the Glen Ellyn YMCA and regularly attend (3+ / week) to more my membership to a Wheaton park district facility, you need to match the Y's cost, program, equipment and hours.
- I don't think it is fair to have to buy a park district pass and then pay again to swim at Rice pool one time. Taxes which I'm willing to pay should be enough.
- I think resident rates for golf should be lower and more golf clinics throughout the year.
- I wish the football (Rams) program were more affordable.
- I would love to continue with the Parks Fitness Center but cannot afford it. Seems very high for residents, compared with the fine values in the other programs.
- I would use the fitness center if it didn't cost anything over above my taxes. I think it should be free.
- My main complaint is that, for our high taxes, there is still a fee to be paid for fitness classes. We cannot afford that. We use the walking tracks, for which there is not additional charge. Before moving to Wheaton, we lived in Berwyn, a much poorer community, but were able to take fitness classes for free or a very modest charge.
- Questions about costs/value are tricky. We feel the pool is a bit expensive but are amazed that Cosley Zoo is free. On the whole, these seem to balance each other out.
- Resident fees at Arrowhead are too much. I play 3-4 times a week, but never at Arrowhead because of the cost to residents.
- service, general management issues. Very unhappy with high increase in program fees, considering the high tax rate already paid to fund the park district. The increase was considerable and without warning. Comments to administrative or board whether positive or negative, don't seem encouraged or welcomed. Why should programs be cancelled when Dist. 200 schools are cancelled?
- The park district should have an "allowable" cancellation time before charging the \$5 or \$10 fee. That is ridiculous. AND they should not be charging \$10 per kid for Briarcliffe baseball players or facility users for each program. We pay enough in taxes!
- The park district travel programs are excellent; however, they are too expensive. We find other park districts offer similar programs at lower prices.
- The parks plus fitness is too expensive for what it has! Should be competitive w/ other healthy clubs in cost!
- What's with the Cosley Animal Sponsorship boxes? Project wrong image. Very tacky! Park District has no business acquiring and maintaining a theater. Wrong-headed. Wrong use of taxpayer money.

Should be privately funded. Restaurant has gone downhill since opening, in particular, since later 2007 into 2008. This includes food.

#### *Resident/Non-resident Fees*

- I do think there should be a greater difference between out of district and district members. We are paying plenty in our taxes and it's inequitable not to see a substantial difference in fees.
- I don't use Rice pool because I don't live in Wheaton. Fees were too high for non-residents – Exercise Room in basement was too small and “too hot”. I usually went to night classes because I worked in the daytime. Now retired I plan to revisit Wheaton and Glen Ellyn parks again.
- Many people from surrounding towns use facilities for free-like the walking track. This is wrong they should pay something-I do!
- My biggest issue is the non-resident fees. Yes, my taxes are lower and I am able to take advantage of some of the District 200 resident fees. The pool and golf should be included in the District 200 resident fees as long as my kids go to school in district 200. it is my only complaint-we have an outstanding park district!
- Would like to see park district assist with the purchase and I believe that out of district fees for programs and specially annual pool passes for non district residents should be increased.

#### *Taxes*

- 12% of my real estate taxes goes for Wheaton services-police-fire, etc. 8% of my real estate taxes go for recreation. I think we should hold the line until the economy is stabilized.
- Do the best you can with the tax dollars you have now. Tax increases should be an option.
- Excellent park district and excellent schools have a tremendous impact on the value of my home. Only a family with children will purchase my 2 story 5 bedroom home. I am willing to invest \$ in both park district and schools.
- However, I think there are areas of luxury that maybe could be decreased to keep taxes from going up, e.g., extravagance of Arrowhead renovations.
- I urge the elected Board of Commissioners to reflect the changing realities of economic conditions. Forget the dream list, and budget budget. Budget to maintain what is already available.
- I'm proud to have my tax dollars go to Arrowhead. It is an outstanding facility!
- In this economy, I'd hate to see any increase in taxes for any WPD needs. Revenue generating facilities (depending on what they are) would be a better alternative or a redistribution of current income sources (if necessary).
- In today's economic times, don't raise taxes. Live within your means. We have to!!
- Investigate Park District to see how money was sent from Wheaton Park District to Suncorp and Soccer Post, Inc. Credit cards were changed to Wheaton Park District and then diverted. This is a six figure number.
- Let's not compete with existing facilities like the YMCA why increase taxes for something we can already get from local agencies?
- My taxes for the park district over \$300.00. I very rarely use any of the facilities the park district has available
- My total household income is none of your business!!!
- No more increase in taxes!!
- No new taxes!
- No raised taxes/charges!!!
- No tax increases or very minimal tax increases! Curb frivolous spending.
- Park district over spends taxes are too high. Trim it down! Our park district is fabulous. Stop turning gold to diamonds, settle down and be happy with it.

- Park district should work within their current budget revenue obtained via program fees and taxes and not raise taxes for new things this year because of the economy. They should cut some of the unnecessary spending. Often desk and community center is over staffed.
- Please cut down on spending. We need lower taxes. These are serious times-difficult for young and old.
- Please don't increase taxes in an attempt to improve something that is already working well. You should consider admission to costly zoo for nonresidents. You could also benefit by building/leasing an indoor pool facility and have year-round swim lessons.
- Please remember that not every family living in Wheaton is super rich or rich or has a lot of spare money to spend on luxuries or programs.
- Raising taxes for expansion/development is not an option. We need to focus on reducing our debt and spending. I like public improvement, sure, but it would be entirely irresponsible to increase spending or burden people further with taxes. Thank you!
- Regarding PD tax increase, our taxes are already high at the same time our property value is decreasing. I would be more open to PD tax increase when the economy/housing crisis stabilizes.
- Regarding Question #6 my family is involved with NEDSRA, but we played against WDSRA softball and the coach was very unprofessional to our team. We all wanted to complain to the officials. In general I think its important to remember that we pay taxes to the P.D and some people don't have extra money for programs. So focus on things that provide entertainment and not cost (bike paths, zoo, etc). These are so helpful to many families in need! Thanks!
- Since the park district has a very large share of our property tax bill, I feel they should be more open about their projects. Cosley Zoo is in a residential neighborhood and a parking garage would only be acceptable on the zoo main property. It (the zoo) has devalued residential property in the area. I don't feel they should supply dish TV to the houses they let employees live in free!
- Some of the areas where money is spent is questionable and don't seem to make the best use of it.
- Taxes and import fees are too high. The park district has created its own kingdom and wastes too much money through mismanagement. The park district has no business running a theatre or building a parking structure.
- Taxes are high enough for what the park district can provide. More programs should be fee based and non-residents should have to pay a much higher fee to participate. Also, attempt to use the facilities of CUSD Zoo so there are not duplications of offerings. Stretch tax dollars.
- Thanks for asking our opinions. Good job on the parks. Please, no tax increase!
- The country is in a money crunch. We are all tightening our belts, tighten yours!!!
- The Park District is very nice; however our tax money is not spent wisely. For example, we did not need a new playground at Seven Gables, the grass at Seven Gables does not need mowing three times weekly, the hill on the east side of Seven Gables did not need leveling. Need to control spending!!
- The taxes paid to support the park district have skyrocketed with the growth of the district. Much of this increase is appropriate. However, the board has flunked its financial stewardship responsibilities by wildly overpaying Dunsmuir, providing free homes renovating the director's house, overspending on golf course reconstruction and nearly doubling the original estimate of costs for the monument to ego known as the clubhouse at Arrowhead. I understand the differences between taxes and bonds but the point is that money has been wasted in huge amounts and frequently in behind the doors ways. Your financial credibility is very poor!
- The upheaval in U.S. and now world financial conditions will certainly impact the plans of everyone including Wheaton Park District. Development and expansion, acquiring more open spaces cannot occur. Many residents are stretched and stressed with the attitudes of more and better. I'm appreciative of what is already available. Simply maintain.
- This district's spending is "out of control"!! Cut spending, cut the budget, cut my taxes!!!
- This is the first PD in my experience. I'm not opposed to additional taxes, but I'm so happy already. Thanks for asking us.

- This would not be the time to increase any taxes for any project, even though I might support some in the future.
- Too much money spent for parks and forest preserves!
- Too much money spent—Lack of focus on usage & activities vs. staffing costs.
- We are very happy with WPD, however, we don't believe we should be expected to participate in fund raisers. We pay high taxes and then are expected to sell to the neighbors for F.B. In addition, coaches ask for money (\$100) to support their own efforts. This is not acceptable. Also – take a good look at your officials!
- We have a good park district but the taxes we pay to support it are high – too high in view of how little we use the parks. I understand how the parks enhance Wheaton and our property values. At this point, however, I think user fees need to be used. Cosley Zoo could easily charge admission. Residents could buy season passes at discounted rates. In view of missing Whtn sales taxes & the bad economy, I will not support tax increases for the Whtn Park District. The Wheaton Grand Theatre should be privately developed. I'm not sure there is a need for another theater. We have high school theaters, a community theater facility & nearby Wheaton College & C.O.D. Is there really a need for another theater???
- We spent too much tax money on projects. It's time to cut back and retrench. People should provide their own entertainment. That is not a legitimate government function.
- With everything going on in our present economy, now is the absolute worst time the Village or Park Dist. should be asking for a tax increase to fund anything!
- With the current economy – I feel that expenditures for parks and forest preserves are way too high. I am on a fixed income and find it more difficult each year to meet my very conservative bills.

### **Non-residents**

- Although we have a Wheaton address, we are not in the Park District, and pay Non-Resident fees. I was referred to Parks Plus Fitness after rehab at Marianjoy Center in Wheaton.
- Even though I pay taxes to Wheaton. We actually are part of the Glen Ellyn parks and rec due to street lines. It is hard to say at this time but parks and rec is not something I can really support especially when we consider for children it provides a source of support but we have so many other things happening at this point that I would say it is very low on my radar. We may have trouble keeping people just on City and county pay rolls. I would also have to say we are more boy scouts backers over the years. I will not apologize for the fact that boy scouts has had a greater impact on our families life.
- I am a non resident –unincorporated. Wheaton – Fees too high – no senior discount.
- I do not belong to the Wheaton Park District.
- I enjoy and use downtown Wheaton Adams Park even though we live in unincorporated Glen Ellyn. There have been rumors of developers wanting that land. Keep it as a park! We enjoy the forest preserves off Butterfield Road keep them open. We are not hyper-activity oriented. We like to see the land undeveloped and minimally improved stewardship similar to the Arboretum in Lisle. Wildlife, walking, biking, few restrooms, small snack buildings. We have always voted more money for forest preserve acquisitions whenever they've been on the ballot. (Formerly 3 adult residence)
- I live in Glen Ellyn and do not know the facilities in Wheaton.
- I live in Winfield. I have no idea if I qualify as a resident or non-resident. Since fees are different for resident or non and no explanation is given as to what constitutes a resident, I ignore the programs.

### **Parks & Facilities**

#### *Aquatic Facilities*

- A system of small community pools would be superior to one high-profile pool.
- Also, hours at Rice Pool – open too late every day. Most kids are ready to go early. Finally, Rice Pool concessions need major improvements in selection and hours
- Northside Pool needs to be updated from the locker rooms to the pool area. They seem run down.

- Rice Lake Pool and Northside Pool have gone downhill in the last couple years with upkeep. The lounge chairs are always ripped, slides not working, tiles missing. Have they put all the money in Arrowhead and nothing is left?
- Rice Pool and Water Park – Need to keep up with the times. Not enough seating, locker rooms need to be enlarged and updated. New water attractions. Needs to be clean (locker rooms). Family fee goes up every year and facility is going down. Indoor swimming lessons aside from summer time would really be nice.
- Rice pool is ice cold and nearly useless for parents who can only visit in evenings-rumor is that keep it cold to avoid chlorination requirements.
- The pool should continue open 1~2 weeks after Labor Day if weather is good. The Rice pool should not close due to less people even if when the weather turns to good after rain.

### *Cosley Zoo*

- Cosley no longer caters to children petting animals.
- Cosley Zoo – Park area could be bigger.
- Cosley Zoo is wonderful. Keep it free to residents. More parking – but not a multi-level parking garage. Adult ballroom dance with Nickels is wonderful. I wish there was a better Latin dance class. Teachers are not to my satisfaction.
- Cosley Zoo needs an expanded concession stand that is open year round to help generate more \$; also needs a petting zoo like Brookfield and can be mostly manned by volunteers. Mini golf would be much more desirable with shade throughout the course. If the park district purchases the Grand Theater, please consider showing currently released movies and kids movies year-round that could also be marketed to preschools/daycare centers. (Tivol in Downers Grove does great job at summer movies for kids.)
- Cosley zoo should remain free of Admission tickets.
- It would be nice if Cosley Zoo could expand by acquiring some adjacent property.

### *Fields*

- Atten Park and Hubble athletic fields are already at max capacity during Ram’s football season (mainly practices). If athletic field’s space is reduced at Hubble, Atten will be extremely crowded. If baseball fields are eliminated at Jefferson as planned, it would cause additional overcrowding. Space gained at the “new Hubble is not centrally located and will not benefit the majority of Wheaton residents. Need to keep as much open space as possible at current “old’ Hubble site
- Baseball fields need to be improved for both park district and Briarcliffe leagues. Need more basketball courts and hoops, lighted areas.
- Could use more bathroom facilities (port a potties) at parks and soccer fields The picnic More bike paths and connectors required which are safely located in relation to auto traffic.
- Fields were not always in good conditions at game time.
- I am a big supporter of installing turf fields for youth sports programs – the initial upfront cost would be quickly offset by reduced maintenance costs for maintaining grass fields and would provide a faulty for a multiple of sports programs - thereby freeing scarce open space for other uses.
- Softball fields there are not enough of
- The softball field my daughter’s team used this year did not have bathrooms.
- We would like to see the fields by Hubble Middle School as sport fields-no condos and retails or office parks.

### *Indoor Facilities*

- Also would like improved park playgrounds and an indoor playground option. Thank you!

- During cold season the indoor walking track at community center is often overheated and uncomfortably warm despite my repeated complaint years ago.
- I think it's embarrassing that Wheaton has no indoor swimming facility that residents could use for lap swim either before or after work or late night. We need an adult pool for adult exercise at the hour most working people can use! 24/7!
- I use parks plus. Improved facilities such as larger tv's closer to equipment is desirable. Staff efficiency at park district should be looked at and improved. Park maintenance should be prioritized to reduce crooks (are there low use parks?).
- Indoor ice rink and indoor swimming pool!
- Maintenance at parks plus exercise equipment is very slow! They have never done good repairs on exercise reading racks as bolts and screws are usually loose. Also, the plastic pipe rack for exercise balls has been partly broken (loose glue joint) for at least 2 years. And it's right in front of reception desk!
- No indoor golf, tennis or swimming facilities-keep it as outdoors as summer activities.
- Not having an indoor pool is a real shame, and having more qualified and interesting instructors in programs would be very beneficial.
- Parks plus facility is very dated and small. Wheaton needs a more up-to-dated facility
- Please construct a new indoor state of the art indoor fitness and exercise facility for family health & wellness. It is the only feature which Wheaton lacks versus other standout cities!
- Since we live in a climate that cold for a great part of the year, indoor facilities, such as an indoor pool, playground, sports, etc, would be a wonderful idea to pursue.
- The School Board H.S. Expansion CWWS was supposed to include swimming facilities and open gym exercise equipment for the residents. It did not happen. We have enough park space.
- We have belonged to the Parks Plus Fitness for over ten years. In years past it was a great value, however, we feel it is no longer. By paying extra for daycare, and extra for classes it has become just as expensive as Lifetime or Wheaton Sports Center where you don't pay extra for classes, etc. And it really isn't half as nice as the other centers. They have better facilities and better equipment. We are currently looking for another health club even though we would like to stay and support our Park District!
- WNHS indoor track should be open to the public for longer and more conventional hours, especially during summer break.
- Would love to see more tennis opportunities, indoor, too. Would that be a consideration with an "indoor sports facility"?

#### *Northside Park*

- I think some parks need improvements, updates, repairs, especially Northside park playground. Parks that already have been redone and updated are awesome!
- I think you need to promote ice skating at Northside Park and do a better job maintaining that area more than building anything new. My fondest memories growing up are skating there with friends.
- Northside park has been turned into a haven for mosquitoes and other flying bugs to the plan to create a mini-marshland. The lake is filled w/ debris and over flows periodically. Plans to change the park are too elaborate and expensive. Just clean it up. Also the park is for all visitors. During sports events, parents sit on paths (how do you get by??) Teams warm up by throwing across the paths. Vans parked every where.
- Northside park is a great asset that needs attention. The lake area need dredging and the park seems to be reserved more for the geese and their droppings than to the residents. Natural growth around the lake spoils access and does not deter the geese.
- Northside park needs cleaner streams and lagoon-seems neglected.

- Our children are grown. We live at the north end of Wheaton so Community Center is inconvenient. We gave up on Northside Park because of goose droppings, which we complained about in 1980.
- Please continue to work on the Northside Park. Glad the geese population is decreasing

### *Parks & Landscaping*

- A little over the top with the annual flower planting. How about some prairie plants!!!
- Also, preserving open land-one of our best assets. Always, youth is a good investment for the community.
- Areas are run down. The mini golf area should have been made with creativity. Once you've played there, there's nothing to entice you to go back – very cheaply done. The skate park does not attract the right kind of kids.
- Brighton Park is on a dangerous bend in the road. With cars parked along side of park the oncoming traffic is not visible in either direction. All the while parents are getting their small children in/out of vans. Go take a look, and bring along a city engineer. Let's cut expenses and slow it down for a few years. Then reintroduce this survey.
- Can the park district get involved in the prairie path? What a treasure! All paths converge in Wheaton and yet the town doesn't highlight or add to the path.
- Dissatisfied with the landscaping (layout of park) at Scottdale Park, although probably can't be changed. With playset up on hill, teens are constantly going up/back there at night, drinking and causing vandalism. Since you can't see it from street, and no lights, and infrequent police patrols, it happens all summer long and on weekends all year long. I would like this to change.
- During the past year--our park no longer hosts organized youth sports--Why? Presidents Park. Our park has become a hang out for gangs, drugs, foul language and behavior--During all days of the week and most often during daylight hours. Why is there no patrol or observation? This issue has turned our neighborhood into an unsafe, unpleasant neighborhood. Please investigate.
- I do work in a Wheaton Christian preschool and we use many of the park facilities which we love! Lincoln Marsh, Cosley, Safety City. We used to visit the Du Page Historical museum-which was convenient and had a great program for us-I'm not sure if we can go this year. There are no places like that for children.
- I feel the park district has run amok- all the open space is being gobbled up by programs and parking is taking over nearly neighborhoods. I would prefer to shrink, rather than grow, the park district footprint and influence.
- I live by Graf Ppark that has extensive sporting events on weekends. On Sunday mornings when I walk my dog around the park, I see very large quantities of plastic bottles in the trash. I would very much like to see additional recycling containers around the ball fields. The majority of trash being generated could be recycled. The same could be added to Arrowhead. Thank you for your consideration!
- I use the DuPage Forest Preserve recreation areas almost exclusively.
- I very much enjoy the walking path!
- I was happy to see improvements to the plantings (maintenance) at Adams Park.
- In terms of our community I feel that green space is important and that programs should be available to meet the needs of growing families. Bike routes through town would be great so we can leave the cars at home.
- Installation of school playgrounds. Many athletic programs hold practices at the schools and the playgrounds are used by the entire community.
- Landscaping is mediocre in parks-few larger trees were allowed to remain; using retention pond "parks" with no trees, benches or other facilities, little to no native plants.
- Mini golf is sub-par, boring, bland and looks as if constructed in someone's backyard. I also hope for more restroom facilities and water fountains at parks as well as continued upgrades/safety improvements at Tot lots, Hawthorne School playground, etc.

- Money has been spent upgrading Hurley Gardens. Toilet facilities would make it more usable as a picnic, event, or shelter destination.
- More picnic benches needed in Memorial Park.
- Need sidewalks on all streets with schools. Especially between President and Santa Rose.
- One concern we have is that after Hubble is gone there will be no track for the middle schools to use. I know this sounds like a school issue but maybe the park district could also benefit from an outdoor track.
- Please get rid of the geese so we can use the parks.
- Seven Gables Park is beautiful, clean and safe for my grandchildren. Arrowhead is finest public facility in Du Page.
- The park district should do a better job of controlling geese and coyotes.
- The park next door to us has been completely renovated twice since we have lived here. It didn't need it either time or the work took very long (park was closed). The park district personnel seems incapable of working without at least 2 times as many park district personnel standing around as there are actual workers working.
- The parks always looks good when I drive past. When we did use them (2 years ago) they were well cared for. The school I work in uses Casly and Lincoln March and everyone is pleased with them and the personnel.
- The parks are beautiful. We are afraid the Park administration is going for overkill rather than a common sense approach.
- The work you have done at the park at Adare farm is outstanding, and should be awarded nothing but complements. It is wonderful for seniors. I walk 1 mile on the side walk each day and stop there to cool down. It gets better every year and has received complements from all around Wheaton. Not every one plays golf!
- We enjoy using our parks. The new play ground at Seven Gobles is wonderful. We've enjoyed the Valentines Dinner at Arrowhead. We'd like to see more dinner dances offered. We would also like to see an Advanced Ballroom Dance class offered-taught by Rick and Lilly Nickel. We use the community center for exercise classes-GREAT!
- We feel if residents (adults and children) are to be encouraged to walk and bike instead of driving everywhere there needs to be safe sidewalks and trails. Gary Ave, Pleasant Hill Rd. and many others have walkways that end nowhere. Kids can't get to school nor people walk on errands without taking their lives in their hands. We would be willing to help pay for those. Thanks for the opportunity to participate in this!
- We have lived here in Wheaton, in our home across from Kelly park, for a long time. The park system is excellent. However, the flooding situation and infrastructure need to be addressed improved and corrected! People have much trouble! A disgrace and an insult to property owners for sure!

## **Programs**

### *Enrollment*

- Improve computer registration so you know if there is availability in the class for which you are registering.
- Offer more all day summer camp programs so there are no wait lists.
- Given the number of programs listed in the brochure, I wonder if all get filled & if some couldn't be cut to save money in the overall budget.
- My only dissatisfied area is in the lottery system for classes. Too often we have not gotten into classes, despite early registration. This has led us to neighboring communities.

### *Personnel*

- When my children were of an age to use the park district summer camp programs, I was not overly impressed with the young people who were the teachers. Does anyone supervise or observe?
- Many years ago I had trouble dealing with the manager of zone with my teen. The liberal use of internet too.
- Most instructors are great, but some are not the right fit – especially ballet for the little ones. Classes for young children need to have highly energized, patient, skilled and nurturing teachers.
- The baseball program needs a re-vamping – coaches should be interviewed/screened and kids should be invited to try out based on stats so personnel likes/dislikes do not go into play.
- The one I constantly join is Tai Chi. I would like to see it gets offered twice a week. The others such as certain yoga or adult dance and ballet movements (used to be on program) that I am interested in are either offered at only day time which conflicts with my work schedule or the evening when I have to take my kids to their activities. I would like to see more health and fitness group program offered in weekends especially on Sunday when I am able to attend definitely! I also like to see the fitness programs offered in more variety and upgraded version.

### *Scheduling*

- We love the parks and playgrounds, the swim lessons at Northside Park and the one week format worked for me as a working mom. We live in a condo, so the open space is important.
- Why do I have to commit 100% of the money for programs 6+ months before the program even begins? You need a better system. Also, the timing of preschool programs always seems off set so that I can't participate. When I needed childcare to attend with the other child, childcare wasn't available when the classes were run. And now it seems, they are all in the morning when he is in preschool.
- The website could be improved. I like the way the Glen Ellyn site shows how many spaces are open in a class. (Does this make sense?) Although, we have never registered for classes, I like the way their website is set up.
- Not all moms in Wheaton are staying at home moms currently there is a very limited number of classes working parents can enroll their children in. and those classes that do work with our schedule fill up very rapidly since demand is so high.
- We are usually interested in fitness or art/craft or educational programs, but find the time offered too difficult to manage. As a working parent. I can't get my kid to a 4:00pm or 5:00pm class. We would do more if the times were more convenient.
- Actually – the Rice Pool should not let outside day camps in. The kids are unsupervised and the local kids get jumped on and the lifeguards are busy telling them the rules.
- Computer classes – need more.
- It seems very wasteful and environmentally damaging to send a large park district book to every household. Many of these go from the mail box straight to the trash, since no one in the family uses these. Could you have families request one of these as they need and wish??
- Miss too many days of volleyball for seniors
- Need to vary instructors; some entrenched!
- Overall programs-could see more classes/activities scheduled for the evening.
- The class times that are available for a majority of classes work if you are a stay at home mom/dad. You need to offer a lot more evening and weekend classes for children whose parents work.
- The dates and times of programs offered is very limited, especially for those that work full time. The cost is also high, compared to area health clubs.
- The fitness offerings could be improved.
- The times for adult stuff are during the days mostly when people are at work.
- Toddler programs and pre-school age classes often conflict with nap times and pre-school.

- Working mothers can't participate (children can't participate) in many of the programs offered during the day. My children are 19 months and almost 4. We have felt very limited by their programs because I work.
- Would like fitness classes at 7:30am-no classes are scheduled between 6 and 8:30. Programs for children don't take into consideration working parent families. It seems as if many require an at home parent  
Dissatisfied that we don't have indoor lane pool for laps year round open 24/7.

### *Adult & Senior Programs*

- Glen Ellyn has a much better program for seniors-lunches, day trips that are affordable. We need shopping services for seniors-no pharmacy or food store in downtown Wheaton. We need senior yoga, Tai Chi, Rumba, etc. we need indoor swim aquatics.
- I am very grateful for the Senior Park District Programs. I don't know what I would do without them. They enable me to travel independent of my family, to go to plays and other entertaining offerings without asking my family for rides or depending on them for entertainment. They give me something to look forward to. I have attended 12 programs (plays, musicals, tours and trips) so far this year, two of which were trips away from home – San Antonio and Peoria. These programs keep me happy and I meet many people. I don't know what I would do without them.
- I partake of Park District activities alone, with friends and with my grandchildren. We go to the pools, Cosley Park (a favorite!), senior events and enjoy the parks.
- Many people are 55-65 years old and still working. I would like to see exercise classes for this "senior" group offered after 5:00 p.m.
- My friend and I would like to do Adult Badminton.
- My husband and I take dance lessons through the park district and absolutely love it! Hope this helps!
- Park District should look to Forest Preserve programs in setting up preservation/education for children/adults/grandparents.
- Senior book clubs, senior card playing groups such as bridge, senior walking groups, have seniors read or tell stories to groups of children in the parks.
- There is not a lot for seniors, most everything seems to be aimed at school aged kids!
- We need senior programs those working adults over 55 can participate in! I'd love to do some of the activities listed in the leisure center catalog but they mostly presume residents are retired! Come on! With today's economy, most still work! Either change the age to over 75 or change the hours programs are offered!
- We need transportation for disabled in the area. I am a Disabled Vet (2 wars) and it is very difficult to attend events.

### *Youth Programs*

- Board and coaches of ball programs not always cordial and not good at putting kids first – winning more important than character
- Day care for PPF is poor. Needs more space, better hours, more for older kids 5-10, split babies separate from big kids, cleaner toys. Workers in there don't do much with kids
- I have an infant for whom little programs are offered. The few that are available do not have varied time options for accommodating nap schedules.
- I would like classes continued in the summer. Pre-school and youth such as Go Go Robics, Gymnastics, etc. More varied days and times options for classes. For example – Gymnastics is only offered on Monday for young ages. I would like the special performers at Memorial Park earlier in the day. They are too late for 2-6 year old kids. Could these start at 5:30 or 6 and encourage a picnic dinner?
- I would like to see more variety in classes and activities for pre-school (3/4 yr) children. Today most offerings are all Tu/Th. Having a child on Tu/Th pre-school, very limited classes available Mon, Wed, or Friday. Other park districts have more variety. Also, sports such as t-ball should be offered earlier than age 5. would like 3 year old.

- Improve swim lessons—they are useless.
- It would be nice to have more Mommy and me classes available for infants under two years old. I have joined other fitness centers to participate in fitness classes that were not available in the evenings at the Park District.
- Learn to swim program needs to be totally revamped
- More summer classes for them (after Super Tots age). Another year of something like Super Tots would be great (2x's a week for a couple hours, etc.). Preschool – I think your preschool needs to be kicked up a notch. Lots of competition (need more academic prep).
- Need to develop some programs for older kids like a paintball park or Airsoft park in open land. Many families drive 15+ miles each way several times a week to get kids to indoor club practices (soccer, basketball, baseball etc.) if we built our own facility it would most likely generate enough money to pay for itself as families are paying plus driving a long way to let kids participate in year round activities
- Our girls played softball in Wheaton for years and at that time the program was great! As our children get older there are fewer programs they find interest in except for some sports.
- Overall, you offer a lot to our children. We have been very pleased with the programs they've been involved in.
- Park Board allowed Hilago Time Jrs to destroy travel soccer program in Wheaton. Youth soccer program is a disgrace – five years ago there were over 50 traveling soccer teams – now there are five. Park District staff is responsible for this issue.
- Please consider starting baseball, soccer, basketball program at age 4-5 (teams, not just lessons). Should have boys basketball, not co-ed.
- Snack time at preschool should be mid way through class instead of right before class dismisses at 11:30 – this interferes with lunch!
- Suggestion – more programs for 2 yr olds. Most stuff starts at age 3.
- The baseball program and how it is handled (travel) is completely political – I will not even allow my son to try out because having heard coaches talk, they have already decided before tryouts who is on the team.
- The number of athletic programs to preschoolers. We take our son to Winfield for these. Also, it seems that most are offered only during the week.
- The programs that are offered are only to older children (3-4 and higher). It would be nice to have a variety of programs (i.e., tumbling; story time; music) just for babies – that doesn't include older children).
- There should be some all-day camps in the summer that don't go to the pool because the counselors don't really watch the kids.
- Travel softball is atrocious – poorly run – very political. It is run for the glory of the adults not the enjoyment of the kids.
- We need more wild open spaces instead of building more houses. We need more programs to teach children (adults) to appreciate nature, to feel comfortable in nature, and to learn to protect the environment.
- We participated in one class for toddlers that was not that great—everything else was fantastic!!
- When my son was in primary school, the pool and the play areas were a great asset at Rice Lake. I utilized aerobics for years and the quality was excellent. The quality of dance instruction for some classes is poor. The zone is not much more than a room to rent. Limited teen appeal.
- Would like dance classes for pre-teens new to dance, and also fitness classes for that group.
- Would love to see more/longer run golf programs for young kids (more than four days).

### **Rarely Used Services**

- As I was filling this out, I realized that my input would do you no good as I live in a retirement community and the only facility that I use is Arrowhead Golf course a few times in the summer

- Don't use park as often as I use to. I'm 81 years old and don't do all the things I used to do.
- Housebound, raised 10 children in Wheaton. Used Northside swimming pool every summer. Feel out of touch with current needs of families.
- I do attend some of the good programs given by the Wheaton Park District, and have enjoyed them. Most of the questions on the survey do not apply to me.
- I have not lived in Wheaton long enough to make informed comments about the park district and its services. With children grown and out of the house I have not contact with many of the services the park district provides.
- I have only been on two bus trips with the Wheaton Park District – enjoyed them very much – I do not feel qualified to answer of these questions – sorry!
- I was born and raised in Wheaton and spent most of my life here. We've used the parks and facilities thru four generations. At this time we've mostly outgrown all but Cosley, Adams Park and Northside Park. Bring back the ice skating.
- I'm senior. I live at Wyndemere while I would not use certain equipment facilities- I don't wish to deprive other age brackets- simply because I do not, cannot, avail myself of activities requiring that which seniors no longer have.
- Just moved to the area 8/1/08. Will increase usage but don't know the area. Want to help your response rate, but really can't help much because of the part I have only bike through a few of the parks.
- Not enough time to do much except go to the YMCA in Glen Ellyn and visit DuPage County Forest Preserves in the summer. Do visit Cosley Zoo one year and a half ago.
- Recently moved to area so have not used a lot of facilities.
- Remember I am 81 years old and don't use the park district as much as I use to.
- Remember my age and consequently do not use many of the items listed throughout this survey. Thank you!
- Since my oldest son is now entering the age of participating in sports programs, my knowledge/opinions of these questions could easily change.
- Sorry I am not too helpful. Years ago when our children were younger we made some use of park district programs. The two of us are busy all the time it seems and though we read over the Leisure Center programs and find them interesting, I have been there once, a few years ago. This year the two of us went on one of the bus trips – to see the Cubs. It was fun to go but we didn't know any of the others. The leaders were very good, and inclusive of everyone.
- The Park District does a great job! We took advantage of many programs when our family was younger. I would like to see today's young families continue to enjoy the programs/facilities, especially Cosley Zoo for young children. As older adults, we now would like to do more biking & walking in natural/wildlife areas. Thank you!
- The survey would be very negative if I answered all the questions- I don't use the parks as I once did thirty years ago. It is due to me not to the beautiful parks. The reason I didn't answer your survey or questionnaire is that I am a women almost 89 years old. I don't use the parks and facilities as I once did when much younger-the tennis courts, softball and baseball games music in the band shell, and took the grandchild to the Cosley zoo. About the only thing now that I do is have lunch or dinner in the beautiful Arrowhead restaurant. I do think the park district has kept an eye on the future in planning recreational facilities to attract new residents in the area.
- Used to use Park District services, but not really at this stage. Used to use Parks Plus, but got small – knew too many people working out – not big enough to avoid and just exercise! If I had kids, I would go to parks more often, especially Cosley.
- We don't use a lot of the park district facilities. Our children are grown and out of the area.
- We just use the programs less now that our children are older.
- We used the WPD facilities much more when our children were younger- they are now 23, 22, 22, 18.

- We were more involved with park district programs when our son was a child. He was involved in many of the programs and we were very satisfied. Hopefully our grandchildren will be able to participate as well.
- When my children were growing up we used the park district facilities and programs all the time. Now I do not use the facilities at all. I am able to swim at Wheaton College all year round – it has a great pool with adult only hours.
- When our children were young, we used park district facilities much more frequently than we do now. However, we feel schools and recreation facilities help to maintain property values.
- When our two sons were growing up, we utilized the Wheaton Park District facilities quite frequently – Rice Pool, Northside Pool, Cosley, Lincoln Marsh, Comm. Center, sports fields (football, baseball and soccer), classes and activities, etc. Now the kids are grown and off on their own and we work long hours. We joined Lifetime Fitness so that we could use their facilities at any hour, not try to fit into limited park district hours. We use park district facilities now primarily for walks, or bike rides, special events (Autumn Fest, Taste of Wheaton, etc.) and eventually, when we have grandchildren, we'll be back to Cosley Park and playgrounds I'm sure

### Survey

- Can these results be printed in with the Wheaton sun paper?
- Go Illini
- Here are some things not addressed in survey. (1) Wheaton PD has great sports programs but is weak in arts programs for adults. They offer the same over and over instead of capitalizing on trends (Rug painting, scrapbooking, fused glass jewelry, etc). (2) The WDSRA question should have asked about satisfaction with that program as well. Would also like to know how many people know about WDSRA regardless of whether they use it.
- How much is this survey costing us tax payers?? Why couldn't this be done locally? It would be a good project for senior or our high school work on this. Have a good day.
- If there was anyway to target this Q to specific age groups you could have saved money and tried.
- Is this survey & its expense really necessary?
- Main st. goes straight south Naperville Road is to the east of main st. as pictured in your map. Unless that was your intention you will have people reporting a wrong area of residence.
- P.S. I am curious as to why U of I is running this study?
- Thank you for providing the services you do.
- Thank you for surveying the people of Wheaton!
- Thanks for helping to make Wheaton a great place to live.
- To survey makers seems you exclude college age living at home in questions 16/17. To survey makers: your map seems to be Naperville Road rather than main street. To survey makers: questions 14. Husband and wife filled out jointly.
- You should have provided a form that allows resident #2 to fill in this might be a 20 year old or an elderly parent (if taxpayer).

### Miscellaneous

- Don't know the personnel.
- Fabulous playground equipment at Seven Gables! Great idea with movies at Cosley Zoo expand and advertise better next year! Great entertainment in the park program! Great job with swim lessons. We love Cosley Zoo!
- Great job. Keep it up.
- Great Park District
- I am 80 years old and don't really think I should participate – I live across the street from a whtn park – I love it!

- I am very pleased with the Park District.
- I love our Park District. I think they are the best managed Park District in the area.
- I recently had weight loss surgery and hope to become a member of the Park District. Soon!
- I think Wheaton has a wonderful park district with great parks and facilities. Keep up the good work!
- Misinformation rude.
- Most of our participation in the Wheaton Park District revolves around our seven grandchildren who live in Wheaton. They are all involved in Park District sports, dance, drama, swimming lessons, and pre-school classes. They go to both pools. I use to swim at the old pool at Northside which is now buried and a hill for sledding! (In the 1950s)
- My impression of the park district is all very positive. We are the ones who take advantage of what is available to us. We are gone from May to November every year, but there is more than enough available to us during the winter month.
- Often took grandson to parks and playgrounds when he was young. Before I became decrepit I used to go to Adams Park to sketch.
- On the Marsh at N.S. WPD is a horrible organization.
- Overall excellent park district-well run, facilities clean, good staff! Lots of opportunity for youth workers-summer, after school etc.
- People move to Wheaton because of our P.D
- Sell properties like the one at the NE corner of Roosevelt & Mazelton. Nobody can use it but you maintain for over 35 years, at what cost? 35 years
- Strongly support the Leisure center. Strongly oppose the Wheaton Grand Theatre.
- The native plant sale is a great community day.
- The park district has always served this community well. I hope it will continue to do so.
- Until listed here, I didn't realize some even existed.
- We are fortunate to live in an area with such a great park district!
- We have been very satisfied with the Wheaton Park District and feel privileged to live here.
- We have lived in Wheaton for many years...raised 2 children etc. so through the years have had the opportunity to use and be involved with several park district programs. We also live very close to one of the largest parks in town. We have always been impressed with the care & maintenance of the park. Overall the Wheaton Park District is a very well run organization. Would like to see more co-op w/ school district & city of Wheaton.
- We live in Wheaton and have for 10+ years w/ children. I grew up here-there is no better park, recreation programs anywhere! The staff is always courteous. The parks and playgrounds a 4 star in cleanliness and quality.
- We loved the U of I event at the Barn at Seven Gables – I'd love to be able to attend more there! I loved that they were able to serve beer. Park dist should have an event there we can pay to attend.
- We use the Park District all the time, and consider it one of the great perks of living in Wheaton! We have a pool pass in the summer, have used the fitness center, and our kids play multiple park district sports. We also use the educational opportunities, classes, outdoor parks, and Lincoln Marsh. We love it all. However, it is cold a good seven months out of the year, and we have a hard time finding fitness activities in those winter months. The community would strongly benefit from more indoor recreational space. Especially a pool!
- Wheaton does a great job with its parks and programs. We especially like the partnership/collaboration with area schools (public). Keep up the great work.
- Wheaton has an excellent park district and programs.
- When my children were growing up, we used the park district facilities and classes and pool all the time. Everything was great.
- Why didn't they take over Sunny Ridge?

## **APPENDIX C: FOCUS GROUP SUMMARIES**

## **FOCUS GROUP FINDINGS**

### **MOTHERS OF PRESCHOOLERS**

#### **Positives:**

- Progressive, innovative, attentive
- Very good teachers (enthusiastic, well informed)
- Preschool program/classes are good
- Parks are well kept and up to date
- Zoo wonderful – should expand, consider charging non residents (should consider charging at least a non resident fee)

#### **Concerns:**

- Find the Program Guide to be overwhelming, needs better organization
- Community Center front desk customer service is uncomfortable, staff unfriendly and abrasive
- Lack programs for the working parent
- Kid Zone needs major attention
- Concerned about Hubble and the future of that area

#### **Would Like to See:**

- Indoor Pool
- Splash Pad
- Better options for camp and swim lesson registration

# FOCUS GROUP FINDINGS

## ATHLETIC GROUPS

### Positives:

- Supportive, progressive, innovative, hardworking, accommodating
- Diverse – Good variety of offerings
- Well organized, cost effective
- Good volunteers
- Committed programming staff, passionate
- Good relationship with schools & County

### Concerns:

- Better organization in communicating cancellations, inaccurate information
- Lack of space – indoor and outdoor
- Lack of programs for the working parent
- Political – placement of kids
- Concerned about Hubble and the future of that area
- Recruitment of volunteers

### Would Like to See:

- Indoor multi use facility
- Indoor pool
- Artificial Turf
- Teaching more fundamentals of sport

## **FOCUS GROUP FINDINGS**

### **SENIOR GROUP**

#### **Positives:**

- Progressive, participative, attentive, supportive
- Responsive
- Staff/Instructors
- Fiscally responsible
- General program offerings

#### **Concerns:**

- Accessibility needs more clearly stated in promotions
- Address changing needs/diversity
- Lack of senior golfing programs

#### **Would Like to See:**

- Indoor Pool
- Better parking at Arrowhead

## **FOCUS GROUP FINDINGS**

### **COSLEY ZOO**

#### **Positives:**

- Asset to the business community
- Nice meeting locations for all ages
- Offer good programs and excellent events
- Wonderful opportunity for children and families

#### **Concerns:**

- How to promote better – increase awareness
- Improvements needed
- Parking needed
- Consider charging a fee

# FOCUS GROUP FINDINGS

## CHAMBER OF COMMERCE

### Positives:

- Tremendous asset for growth & development of businesses
- Changed from self focused to outreach focused
- Great amount of children's programs
- A main reason people live in Wheaton
- Promotes quality of life

### Concerns:

- Not enough offerings for 10 years and old (with exception of sports)
- How to promote better – increase awareness
- Are class fees competitive
- New ways to communicate
- Webcast meetings

### Would Like to See:

- Question on survey considering special facilities
- Question on survey considering Wheaton Grand Theatre