

# Wheaton Park District Attitude & Interest Survey

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# Executive Summary

## **Current Participation Patterns**

Respondents reported moderate to high use of Wheaton Park District programs, facilities, and special events. Participation in programs has increased slightly from 2008 while the use of parks and natural areas declined slightly.

- 61% of respondents participated in one or more Wheaton Park District programs in the last year. This is a small increase from the 2008 survey, in which 58% had participated in a Park District program.
- 80% of households visited a Wheaton Park District park or natural area at least once in the past year. This is a small decrease from the 2008 survey, in which 84% visited a Wheaton Park District park. (Note: The wording of this question was altered for the 2016 survey to include “natural areas.”)
- 65% of respondents indicated that their household visited a Wheaton Park District indoor facility in the past year.
- 57% of respondents visited a Wheaton Park District playground at least once in the past year.
- 49% of respondents visited a Wheaton Park District outdoor field or court at least once in the past year.
- 59% of respondents participated in a Wheaton Park District special event in the past year.

## **Utilization of Other Providers for Parks and Recreation Services**

- 50% of respondents reported utilizing neighboring park districts at least once during a typical year. This is a small increase from 2008, in which 45% said they used neighboring park districts.
- 77% of respondents said they visit the Forest Preserve District of DuPage County at least once in a typical year. This is a small increase from 2008, when 73% said they visited the Forest Preserve District.
- 50% of survey respondents visit a private or commercial facility during a typical year, which is the same percentage reported in 2008.
- 11% of respondents utilize the YMCA at least once in a typical year. This is down slightly from 2008, when 14% reported using the YMCA.
- 29% of respondents report using church provided recreation services. This is down slightly from 2008, when 30% reported using church provided recreation services.
- 77% of respondents said they visit Cantigny at least once in a typical year.
- 73% of respondents reported visiting the Arboretum at least once in a typical year.
- Although a large number of respondents reported visiting the Forest Preserve District (FPD) of DuPage County, Cantigny, or the Arboretum, the frequency of visits to these providers is lower than the frequency of visits to Wheaton parks and natural areas. Among those who typically visit these other providers, 24-54% visit more than five times per year (24% of Cantigny users, 36% of Arboretum users, 54% of FPD users). In contrast, among those who typically visit Wheaton parks and natural areas, 70% visit more than five times per year.

## **Overall Satisfaction with Wheaton Park District**

Overall, respondents indicated a high level of satisfaction with Wheaton Park District programs, facilities, maintenance, and staff. However, satisfaction levels are slightly lower than 2008.

- 95% of the respondents using Park District programs were satisfied or very satisfied with programs. This finding declined slightly from 98% in 2008.
- 87% of respondents using Park District programs were satisfied or very satisfied with the days and times programs are offered. This finding declined slightly from 91% in 2008.
- 96% of respondents using Park District facilities were satisfied or very satisfied with them. This finding declined slightly from 99% in 2008.
- 98% of respondents using Park District facilities and parks were satisfied or very satisfied with their maintenance and care. This is the same percentage reported in 2008.
- 96% of respondents who had contact with Wheaton Park District's staff and commissioners were satisfied or very satisfied with them.

## **Satisfaction with Specific Programs, Facilities, Maintenance, and Staff**

Overall, satisfaction with individual programs, facilities, maintenance, and staff was high. However, it is important to note that in some cases, ratings are based on a very small number of respondents.

### *Programs*

- Cosley Zoo early childhood & youth programs received the highest level of satisfaction. 97% of respondents using these programs were satisfied or very satisfied with them.
- Other programs with very high satisfaction levels were pre-schools and early childhood programs; Leisure Center programs & trips; Lincoln Marsh nature & adventure programs; and Arrowhead group golf lessons. For each of these programs, 95% or more of respondents using these programs were satisfied or very satisfied.
- Program satisfaction was the lowest for teen trips & programs and group fitness classes. 82% of respondents who used teen trips and programs were satisfied or very satisfied and 84% of those who used group fitness classes were satisfied or very satisfied.
- The 2008 survey did not assess satisfaction with individual programs.

### *Facilities*

- Satisfaction was the highest for the Toohey Park pre-school building, Community Center, Toohey Park safety city, and Cosley Zoo. 98% (or more) of respondents using these facilities were satisfied or very satisfied with them. The number of respondents who were satisfied or very satisfied with Cosley Zoo decreased slightly since 2008, from 99% to 98%.
- Satisfaction with most of the Arrowhead facilities has increased since 2008. The improvement is most significant at the Arrowhead driving range, where the number of respondents who were satisfied or very satisfied increased from 86% (2008) to 95% (2016). The number of respondents who were satisfied or very satisfied with the Arrowhead banquet facilities increased from 94%

(2008) to 98% (2016). The number of respondents who were satisfied or very satisfied with the Arrowhead bar and restaurant increased from 93% (2008) to 96% (2016)

- Facility satisfaction was the lowest for the Central Athletic Complex and basketball courts. 83% of respondents using the Central Athletic Complex were satisfied or very satisfied and 85% of respondents using basketball courts were satisfied or very satisfied. Satisfaction with basketball courts has decreased since 2008, when 90% of users were satisfied or very satisfied.
- Although satisfaction with facilities is generally high, respondent satisfaction with the following facilities also decreased slightly since the 2008 survey: tennis courts (from 97% to 93%); the skate park at Clocktower Commons (from 90% to 88%); and the Leisure Center (from 95% to 94%).

#### *Maintenance and Care of Facilities*

- Satisfaction with the maintenance and care of facilities and parks was very high. With only one exception (athletic courts), 95% (or more) of respondents who used these areas were satisfied or very satisfied with their maintenance. 93% of those who used athletic courts were satisfied or very satisfied with their maintenance.

#### *Staff and Commissioners*

- Satisfaction was highest with the staff at Northside Pool, Cosley Zoo, Lincoln Marsh, and those working in the parks and at special events. 98% (or more) of the respondents who had contact with staff in these areas were satisfied or very satisfied with them.
- While respondents gave high marks to all Park District staff, satisfaction was slightly lower in the following areas: WPD Department Leaders and/or the Executive Director; the Board of Commissioners; WDSRA program staff; WDSRA inclusion leaders; and Prairie Office Building staff. 86% of respondents who had contact with Department Leaders and/or the Executive Director were satisfied or very satisfied with them; 88% were satisfied or very satisfied with the Board of Commissioners (a slight decline from 89% in 2008); and 90% were satisfied or very satisfied with WDSRA program staff, WDSRA inclusion leaders, and Prairie Office Building staff. It should be noted that satisfaction with WDSRA and Prairie Office Building staff is based on a very small number of respondents.

#### **Effectiveness of the Wheaton Park District**

Overall, respondents felt that the Wheaton Park District was moderately effective to very effective. However, it is important to note that in some cases, ratings are based on a very small number of respondents.

- 95% of respondents that rated Wheaton Park District's effectiveness felt that the agency was effective or very effective at protecting open space, offering a variety of special events, and serving people with disabilities.
- Areas in which respondents rated the Park District less effective were:

- Involving community in the planning of future projects. Of the respondents who rated effectiveness in this area, 68% felt the Park District was effective or very effective. This figure decreased slightly from 69% in 2008.
- Providing transparency as a publicly funded entity. Of those who rated effectiveness in this area, 75% felt the Park District was effective or very effective.
- Providing community leadership on environmental issues. Of the respondents who rated effectiveness, 80% felt the Park District was effective or very effective.

### **Opinions Regarding Issues and Opportunities**

Note: In this section, percentages are calculated based on the total number of people who answered the question. In some cases, a large number of respondents chose “Do Not Know/No Opinion.” All responses were included in the analysis.

- 78% of respondents agreed or strongly agreed they receive a good value for the Park District taxes they pay.
- Respondents were strongly opposed (73%) to charging a children’s entrance fee for Cosley Zoo.
- 56% of respondents were opposed to charging an adult’s entrance fee for Cosley Zoo.
- Respondents were divided on the questions pertaining to selling facility naming rights and leasing land to a hotel developer/operator at the Arrowhead Golf Club.
  - 30% agreed or strongly agreed that the Park District should sell facility naming rights for 3-5 years while 32% disagreed or strongly disagreed.
  - 38% agreed or strongly agreed that the Park District should lease land to a hotel developer/operator at the Arrowhead Golf Club while 36% disagreed or strongly disagreed.
- 44% of respondents agreed or strongly agreed that the Park District should explore adding a warm water therapy and lap pool to the Community Center, while 27% disagreed or strongly disagreed.
- 39% of respondents agreed or strongly agreed that the Park District should increase parking availability at Cosley Zoo, while 31% disagreed or strongly disagreed.
- Among the other issues presented, more than 40% of respondents indicated that they “Do Not Know/No Opinion.” The remainder answered as follows:
  - 40% of respondents agreed or strongly agreed that the Park District should improve Memorial Park, while 18% disagreed or strongly disagreed.
  - 40% of respondents agreed or strongly agreed that the Park District should renovate the Barn at Seven Gables, while 16% disagreed or strongly disagreed.
  - 24% agreed or strongly agreed that the Park District should use a chiller to improve outdoor ice skating opportunities, while 34% disagreed or strongly disagreed.

## **Development and Expansion of Programs**

- Adult fitness/wellness programs appear to be the program area that the most respondents want to see expanded.
- Among the top five most requested programs, four were adult-oriented. The top five programs were:
  1. Adult fitness/wellness programs (21% of all respondents)
  2. Nature/environmental programs (15%)
  3. Adult social, trips, & hobbies (14%)
  4. Water fitness (13%)
  5. Senior programs & trips (12%)

## **Development and Expansion of Facilities**

- The top five facilities respondents wanted the Park District to develop or expand were:
  1. Preservation of open space (26% of all respondents)
  2. Indoor warm lap pool (24%)
  3. Wildlife areas/natural areas (22%)
  4. Small neighborhood parks (20%)
  5. Picnic shelters/restrooms (17%)
- Although an indoor warm lap pool was the number two option overall, it had more #1 votes (13%) than preservation of open space (10%).

## **Improvements Supported with Tax Increase**

- 37% of survey respondents do not support a tax increase for any project or improvement. This is an increase from 31% in 2008.
- 26% of respondents would support a tax increase for the construction of an indoor, multi pool facility that included a warm pool and a cooler competitive pool. This is a slight increase from 25% in 2008.
- No other projects were supported by more than 15% of respondents.

## **Marketing**

- The Program Guide was the most widely utilized source of Park District information with 85% of respondents indicating that they used it. This is a decrease from 92% in 2008.
- Other common informational resources included friends and neighbors (38%); Park District email (31%); signs or banners in parks & buildings (29%); and City of Wheaton e-newsletter (25%).
- The use of newspapers as a source of Park District information declined from 31% (2008) to 19% (2016).
- Signs and banners in parks and buildings as a source of Park District information have increased from 13% (2008) to 29% (2016).



- Respondents are increasingly using the Park Department website as an informational resource, growing from 17% in 2008 to 23% in 2016.
- More than one-third of respondents (35%) want the Park District to continue the current method of printing and mailing the Program Guide. 27% prefer a postcard/email directing residents to a web-based version of the Program Guide.

## Recommendations

Overall, respondents expressed a high level of satisfaction with Wheaton Park District facilities and programs. The following recommendations are proposed as ways to supplement a very strong Park District. These recommendations are based on ORPR's interpretation of the data collected.

- Continue to maintain and enhance the resources Wheaton Park District manages. In the current political climate, financial resources are less available and there is a strong undercurrent against higher taxation and spending. The results of the survey highlight the high quality maintenance and care of parks, facilities, and natural areas. Good stewardship will go a long way with residents as future needs arise.
- Continue with the current method of printing and distributing the Program Guide. Survey findings support national data, which indicate that while web-based marketing continues to grow, the aging population still highly utilizes mail marketing materials.
- Continue to explore possible partnerships with other providers of parks and recreation services such as the Forest Preserve District of DuPage County, Cantigny, and the Arboretum. Open space and natural areas were important to respondents (being the #1 and #3 facilities they wanted the Park District to develop) and more than 75% of respondents visit these providers at least once in a typical year. Partnering with other providers could be a cost-effective way to provide more nature and environmental programs, which was the #2 program area respondents wanted the Park District to develop.
- Keep Cosley Zoo free for children and Park District resident adults. Evaluate the Zoo's marketing materials and signage as multiple respondents thought that the Park District charged an entry fee for children and/or adults.
- Conduct one or more focus groups to explore the specific programs that adults want and when they want them. Four of the top five programs respondents wanted the Park District to develop or expand were adult programs.
- Conduct one or more focus groups with young adults (ages 21-30) to determine their needs and preferences. This age group had the lowest response rate and was underrepresented in the survey.
- Explore additional ways to involve the community in the planning of future projects, as this was an area where nearly 1/3 of respondents felt the Park District was ineffective.
- Evaluate the Park District website for usability. Use of the WPD website has increased since 2008 but some comments indicated that the website was not user friendly. The evaluation should include accessibility on mobile devices, as the average user now spends more time on their mobile device(s) than on traditional computers and 85% of Americans access the web from their phone. One respondent noted that the registration website, in particular, was very difficult to use when accessed from an Android device.
- Evaluate youth sports programs. In the open-ended comments, some respondents expressed a desire for more recreational teams (as opposed to travel teams) while others were unhappy with coaches.

- Evaluate the demand for youth programs during non-working hours. In the open-ended comments some respondents felt that there weren't enough options for families with two working parents.

# Project Overview

## **Project Overview**

### *Purpose*

The purpose of this project was to conduct a community recreation and parks attitude and interest survey for the Wheaton Park District. This needs assessment sought insight into households' attitudes, perceptions, experiences, and future preferences with the district's parks, programs, and facilities. Three thousand households within the Wheaton Park District boundaries were invited to participate in the study by completing a questionnaire. The results of the study will provide the Wheaton Park District with a planning direction based upon the needs and opinions of the district's residents. The results will also guide the development of the Wheaton Park District's strategic plan and assist the district in identifying key priorities, goals, and objectives over the next year and into the future.

### *Objectives*

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

To design, develop, and administer a recreation 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:

- Identify resident priorities toward potential improvement projects.
- To investigate the willingness of the Wheaton Park District residents to support or further invest in recreational services.
- Evaluate the overall performance of and demand for parks, facilities, and programs.
  - Evaluate for what purpose the parks, programs and facilities are being used.
  - Measure overall satisfaction of parks, programs, and facilities.
- Draw awareness to parks and facilities that are in need of updates.
- To determine how residents are made aware of the Park District's offerings and opportunities in addition to determining the most effective methods of informing Park District residents.

Ultimately, this study will be used as a tool to help shape the future of parks and recreation within the Wheaton Park District.

## **Wheaton Park District History**

### *Study Procedures*

Three thousand households in the Wheaton Park District were selected to participate in the study. A six-page (mail-back & online) questionnaire served as the primary data collection method for the study. Information within the questionnaire solicited participation rates, satisfaction with services, 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. An overview of the study population, questionnaire development, and response rate is presented in the following sections.

### *Population*

The population consisted of 3000 households that were located within City of Wheaton boundaries. The attitude & interest community survey was mailed to each of the households. An adult member of each household was asked to complete the survey.

### *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 work with the Wheaton Park District in the development of a community-wide attitude & interest survey instrument; conduct survey data collection and analysis; and generate a report and presentation of the survey results.

### *Questionnaire Development*

Over the course of one week, the Office of Recreation & Park Resources project team interviewed the Wheaton Park District commissioners, the executive director, the administrative team and a random sample of Wheaton Park District employees. They also received a tour of the district's facilities and park areas. A questionnaire was developed to collect information that would meet the stated objectives of the study based upon the information collected during the meetings and tour. The Office of Recreation and Park Resources developed a draft of the questionnaire that was reviewed by the Wheaton Park District. The final community-wide needs assessment questionnaire was developed based upon the feedback obtained from the Wheaton Park District reviewers (Appendix).

### *Sample*

A stratified sample was utilized to select study participants. Recent survey trends have shown the aging of survey respondents. To ensure that younger populations were represented, younger age ranges were oversampled to provide a more representative response. A well-known survey sampling firm, Survey Sampling International was contracted to produce the sample.

### *Collection Procedures*

Initial data collection involved the use of a mailing to 3000 households in the Wheaton Park District. The mailing included a cover letter, the questionnaire, and a postage-paid return envelope. Participants were also provided the opportunity to complete the survey online. An advanced notice postcard was mailed on March 30, 2016. The survey mailing was sent out on April 6, 2016. A reminder post card was

mailed approximately on April 16, 2016. The cover letter and questionnaire are provided in the Appendix.

Survey responses were coded with unique identification numbers to determine if the data received was coming from the mailed responses or from the surveys made available at many Wheaton Park District facilities. Three responses were received from surveys that were available at WPD facilities and they were included with the other responses.

Data collection was terminated on May 2, 2016. Once the questionnaires were received, the Office of Recreation and Park Resources staff checked the data for completeness and accuracy prior to analysis.

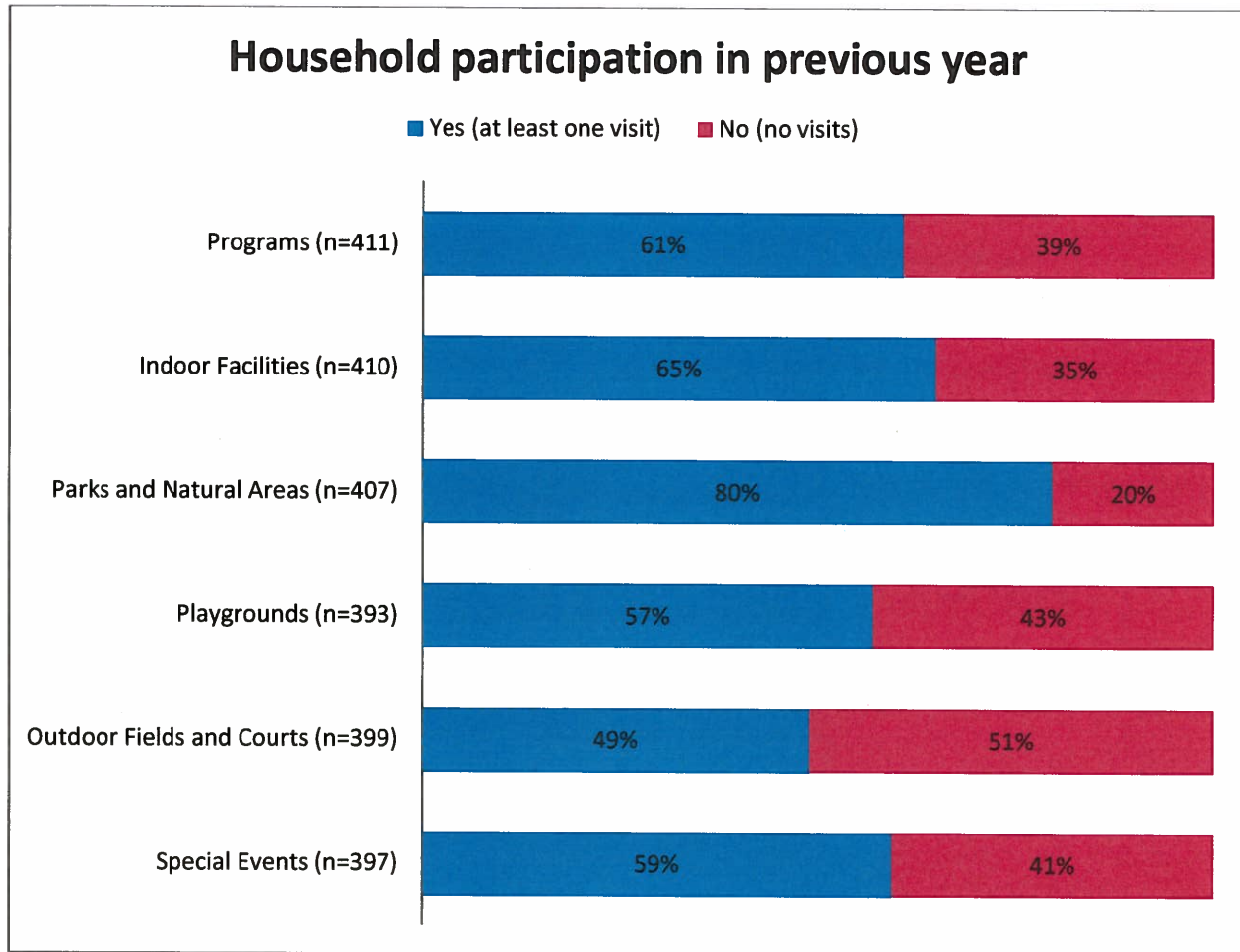
#### *Response Rate*

Following the procedures outlined above, the total mailing consisted of 3000 households that were selected to participate in the study. A total of 73 surveys were returned as undeliverable, resulting in a total of 2,927 surveys mailed. The data collection process yielded 444 usable questionnaires (15.2% response rate), producing a precision of at least +/-5% (e.g., the true population value is within +/-5% of the sample value).

## Study Findings



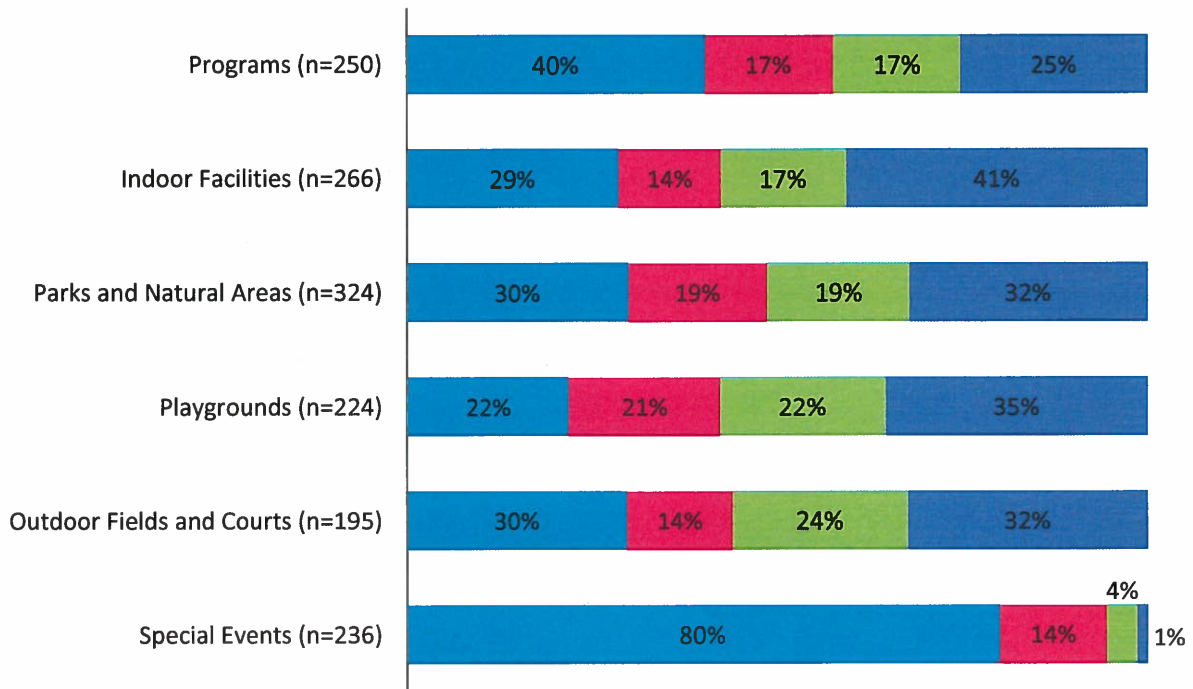
## Wheaton Park District Program Participation



Note: Percentages are based on the respondents who answered the question (valid responses).

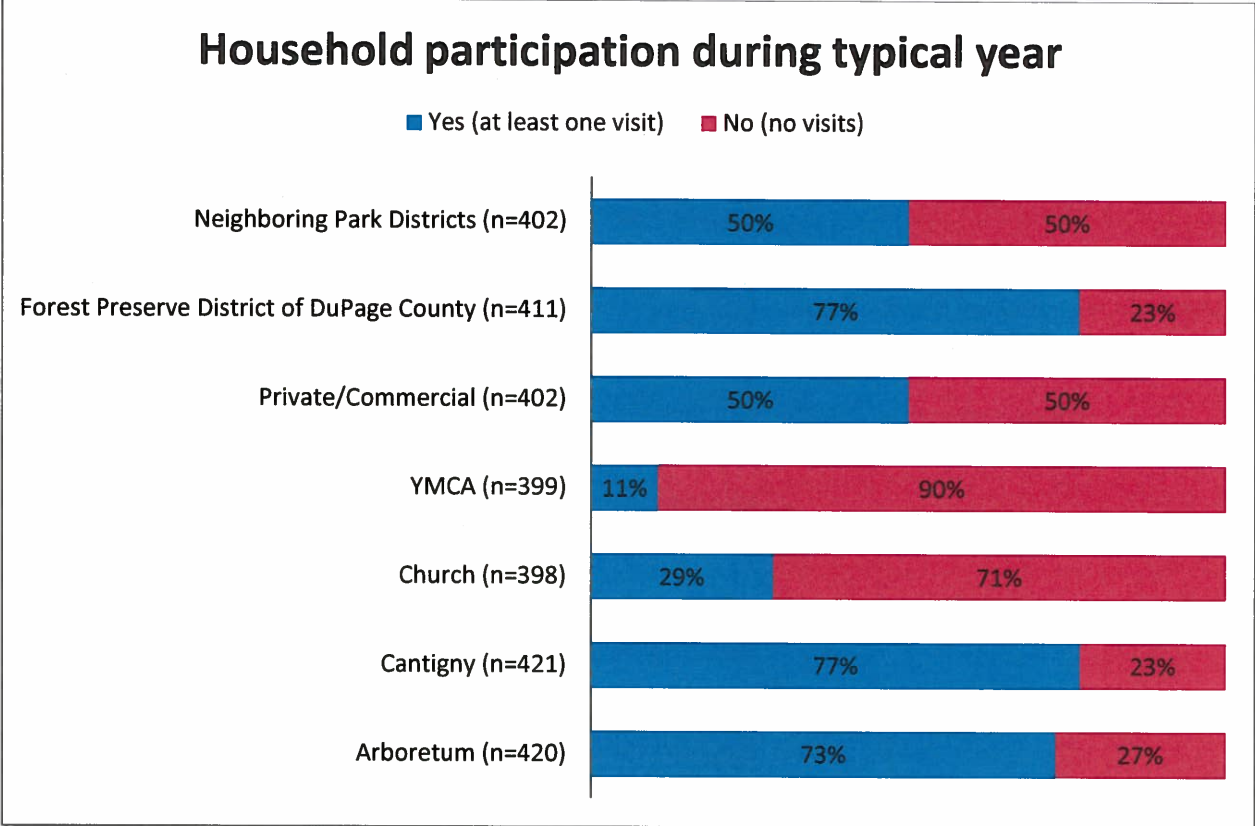
## Participation frequency among active users

■ 1-5 times/year ■ 6-10 times/year ■ 11-25 times/year ■ More than 25 times/year



Note: Percentages are based on the respondents who had visited/participated in the past year.

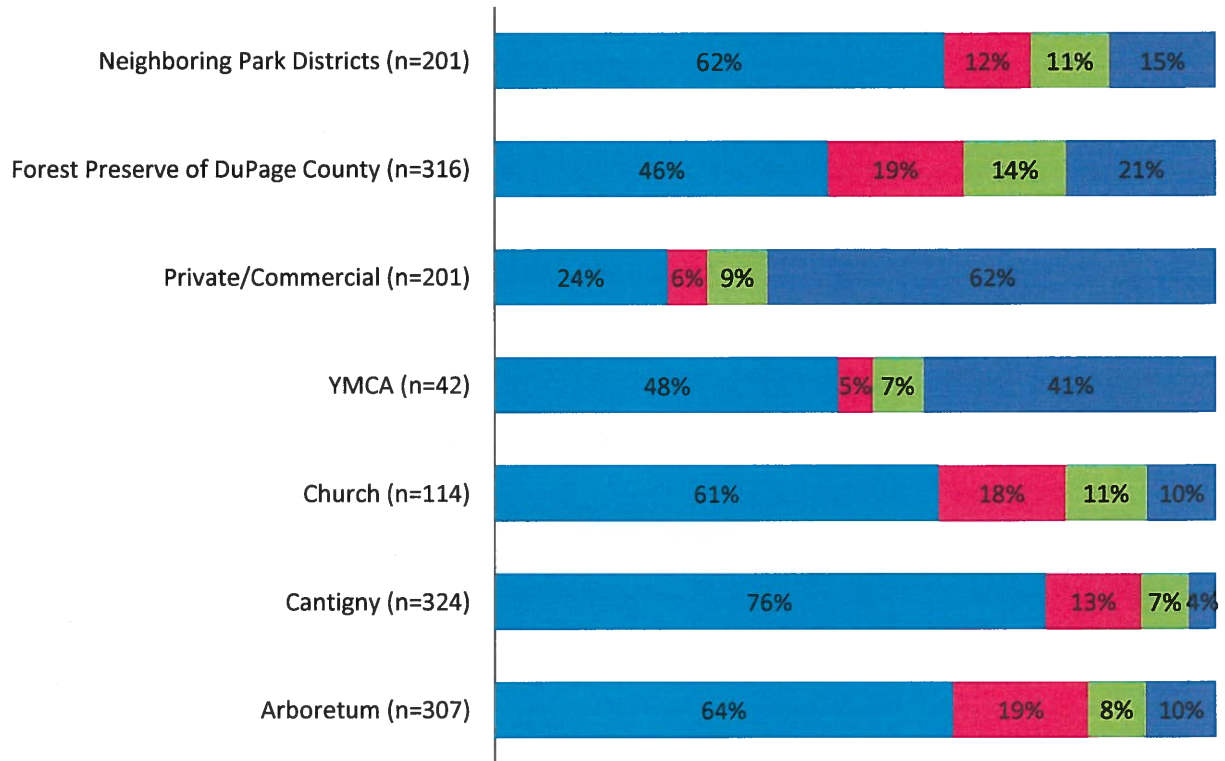
**Utilization of Other Parks and Recreation Providers**



Note: Percentages are based on the respondents who answered the question (valid responses).

## Participation frequency among active users

■ 1-5 times/year ■ 6-10 times/year ■ 11-25 times/year ■ More than 25 times/year

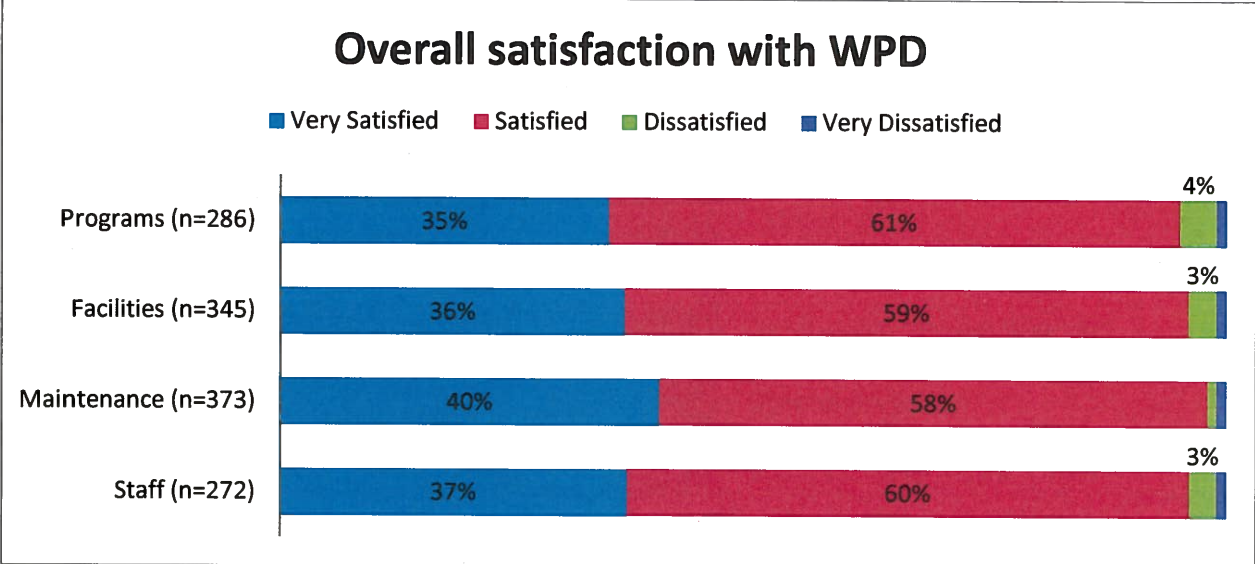


Note: Percentages are based on the respondents who typically utilize other parks and recreation providers.

Survey respondents also reported using these other providers (shown exactly as written by the respondent):

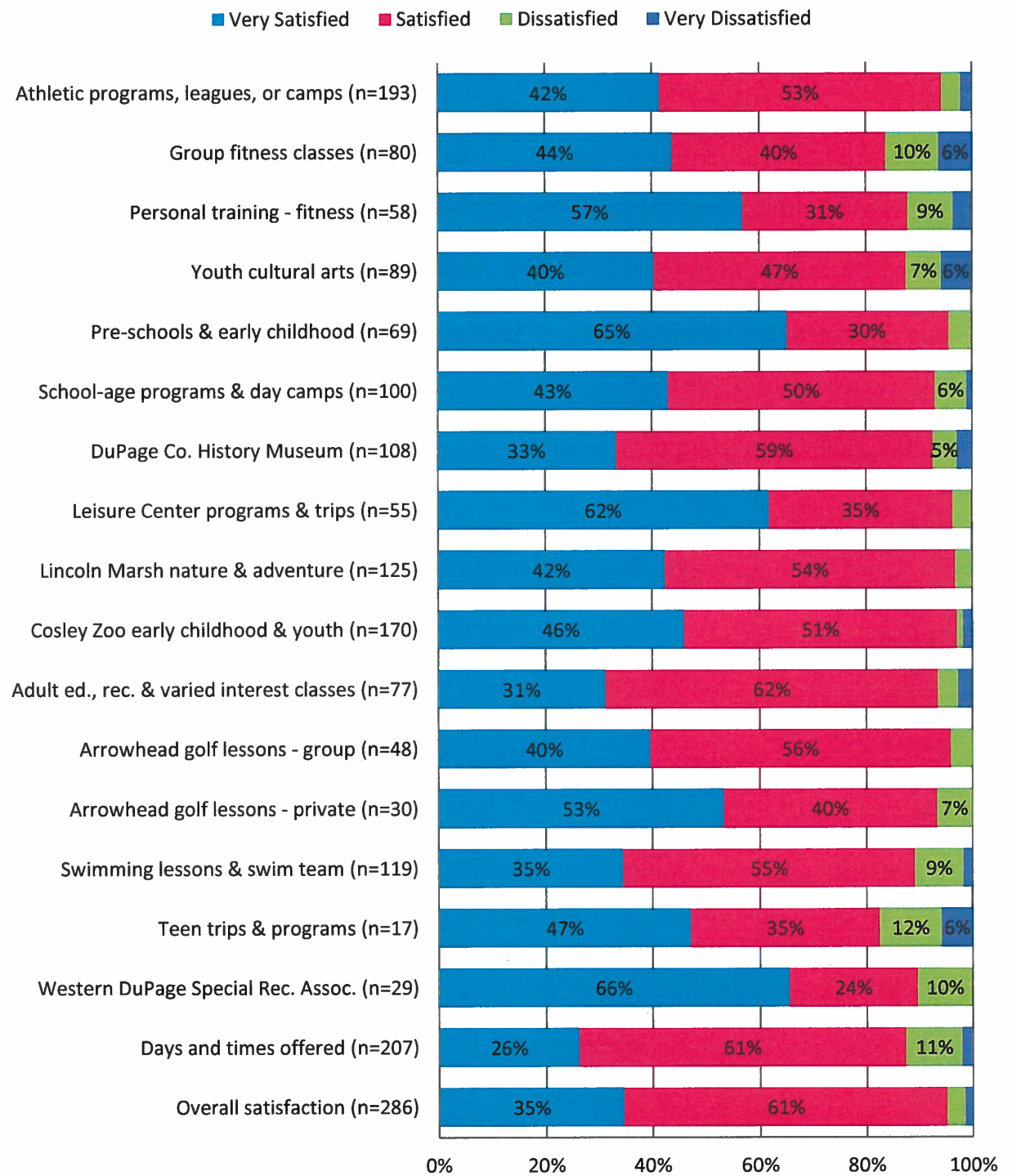
- AARP Tax Prep
- Arboretum
- Arrowhead
- Bike trails
- Botanic Gardens
- Catholic School Activity
- Chicago Botanic Gardens
- Chicago Harbor
- Cosley Zoo
- Outdoor pools in Wheaton
- Prairie Path, St. James Farms
- Private sports leagues/school sports
- St. James
- St. James Farm
- State Rec areas
- Wheaton college gym + pool
- Wheaton Public Library
- WWS Field

**Satisfaction with Wheaton Park District Programs, Facilities, Maintenance, and Staff**



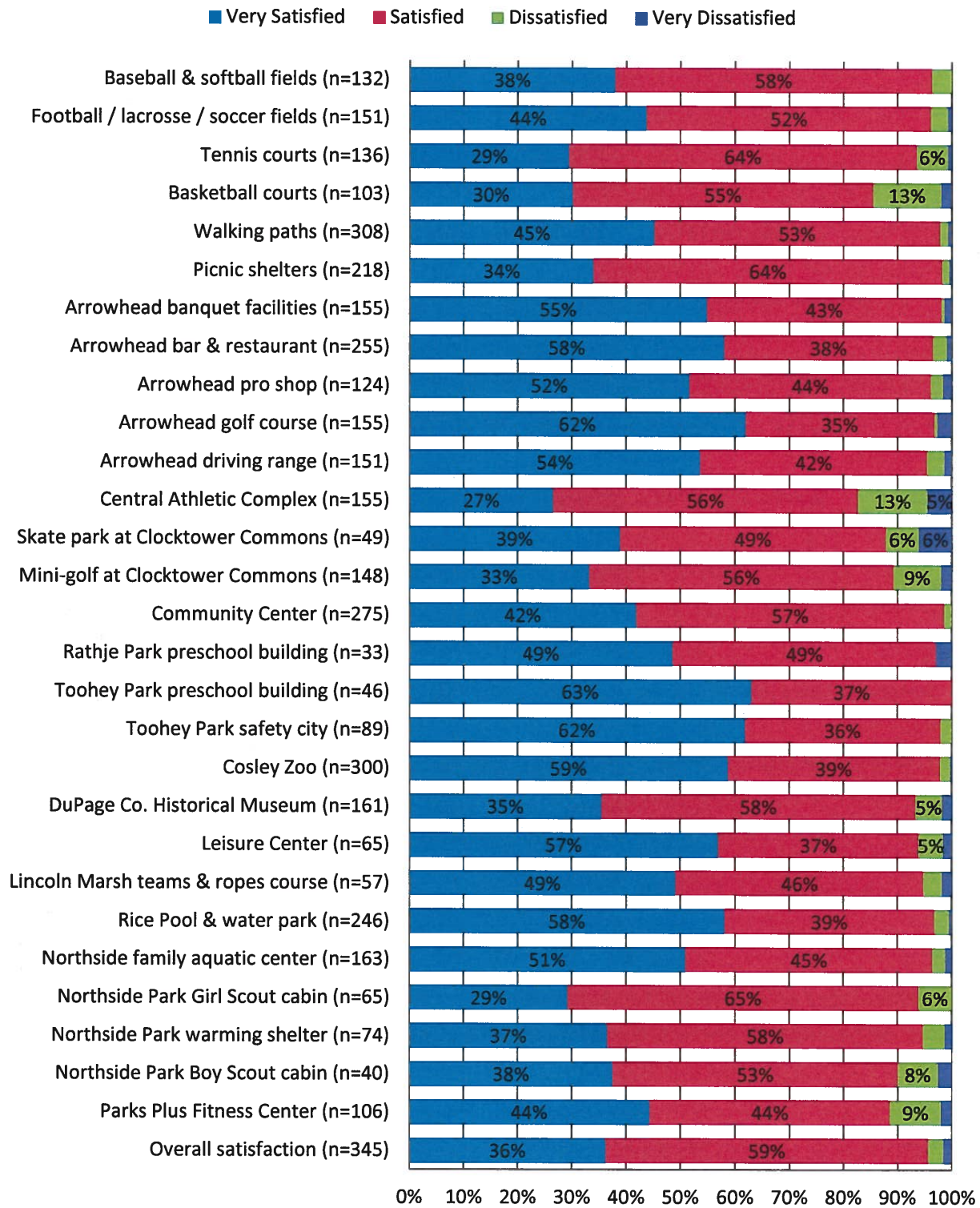
Note: Percentages are based on the respondents who answered the question and knew/had an opinion. Segments that are not labeled have values less than 2%.

## Program satisfaction among users



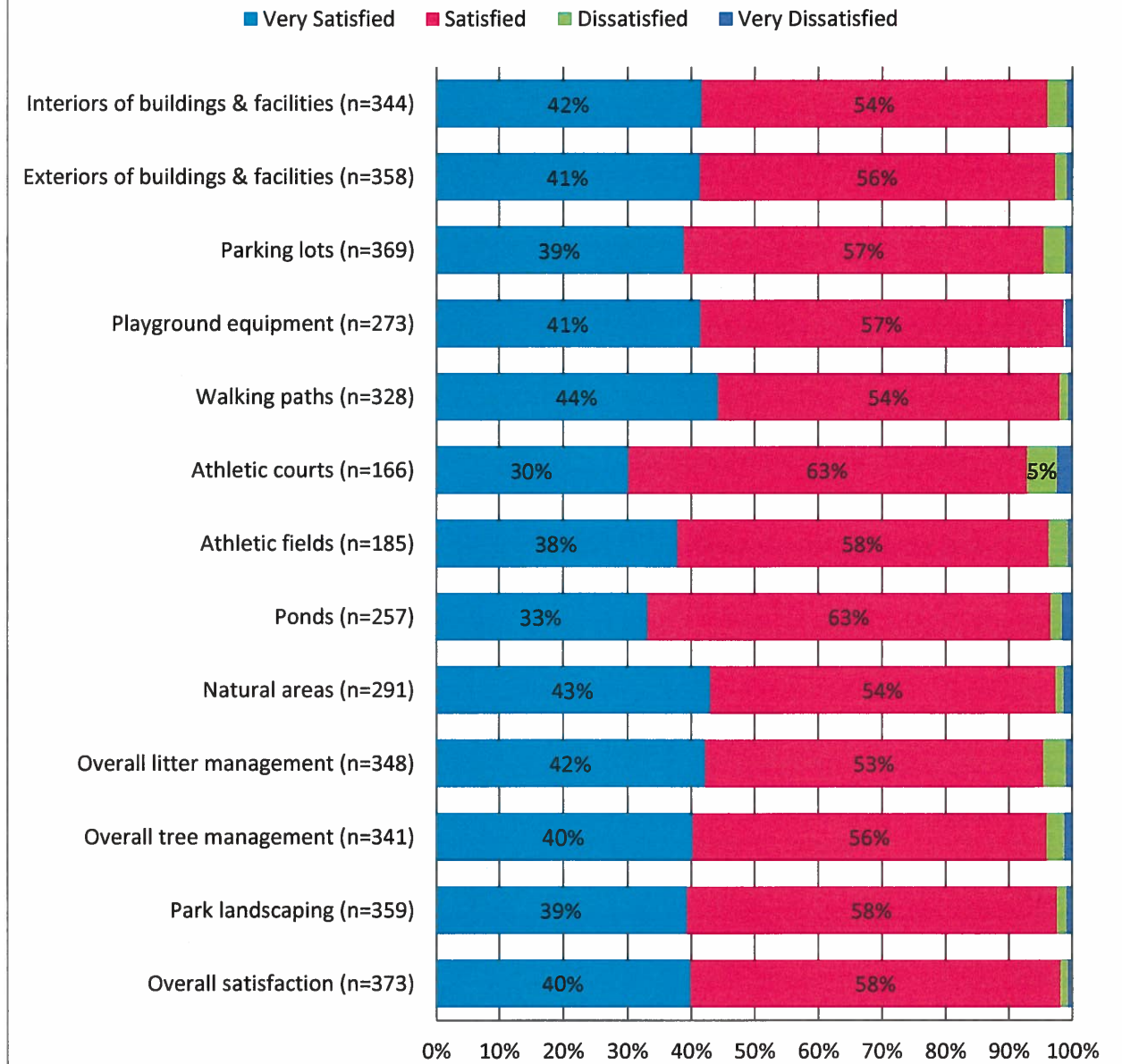
Note: Percentages are based on the respondents who knew/had an opinion about the program. Segments that are not labeled have values less than 5%.

## Facility satisfaction among users



Note: Percentages are based on the respondents who knew/had an opinion about the facility. Segments that are not labeled have values less than 5%.

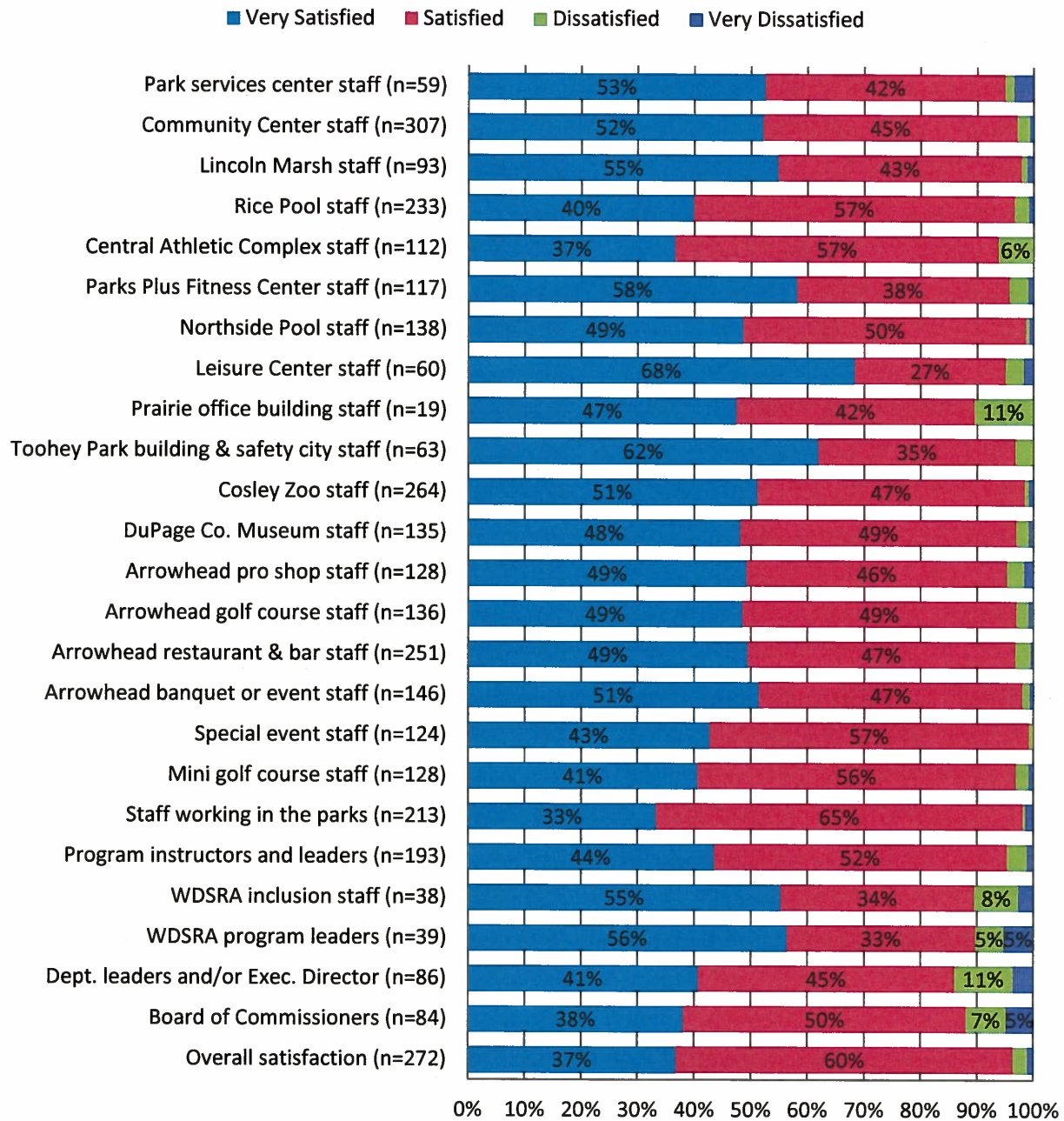
## Maintenance satisfaction among users



Note: Percentages are based on the respondents who knew/had an opinion about the area in question. Segments that are not labeled have values less than 5%.

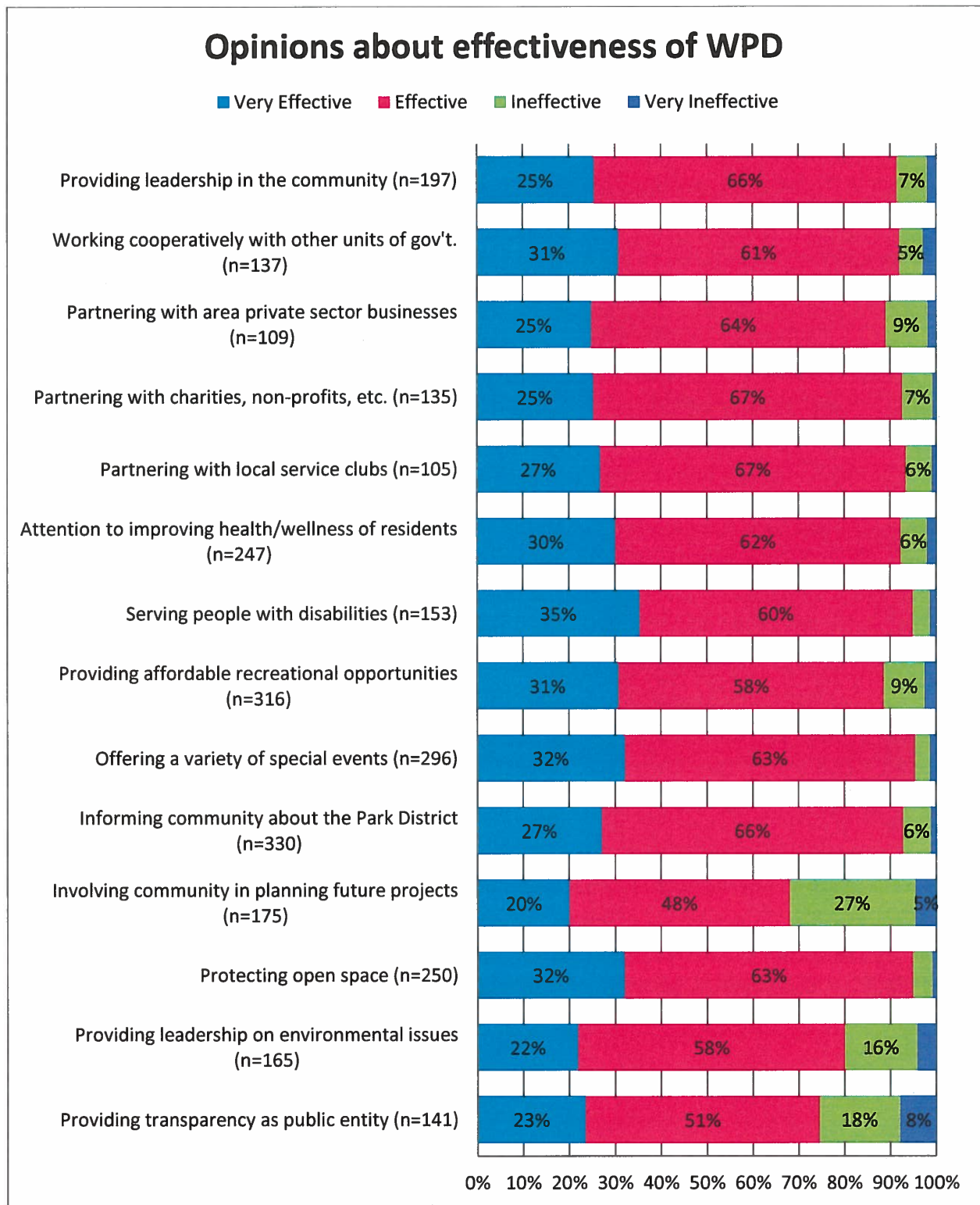


## Satisfaction with staff and commissioners



Note: Percentages are based on the respondents who had contact with the staff in question. Segments that are not labeled have values less than 5%.

**Effectiveness of Wheaton Park District**

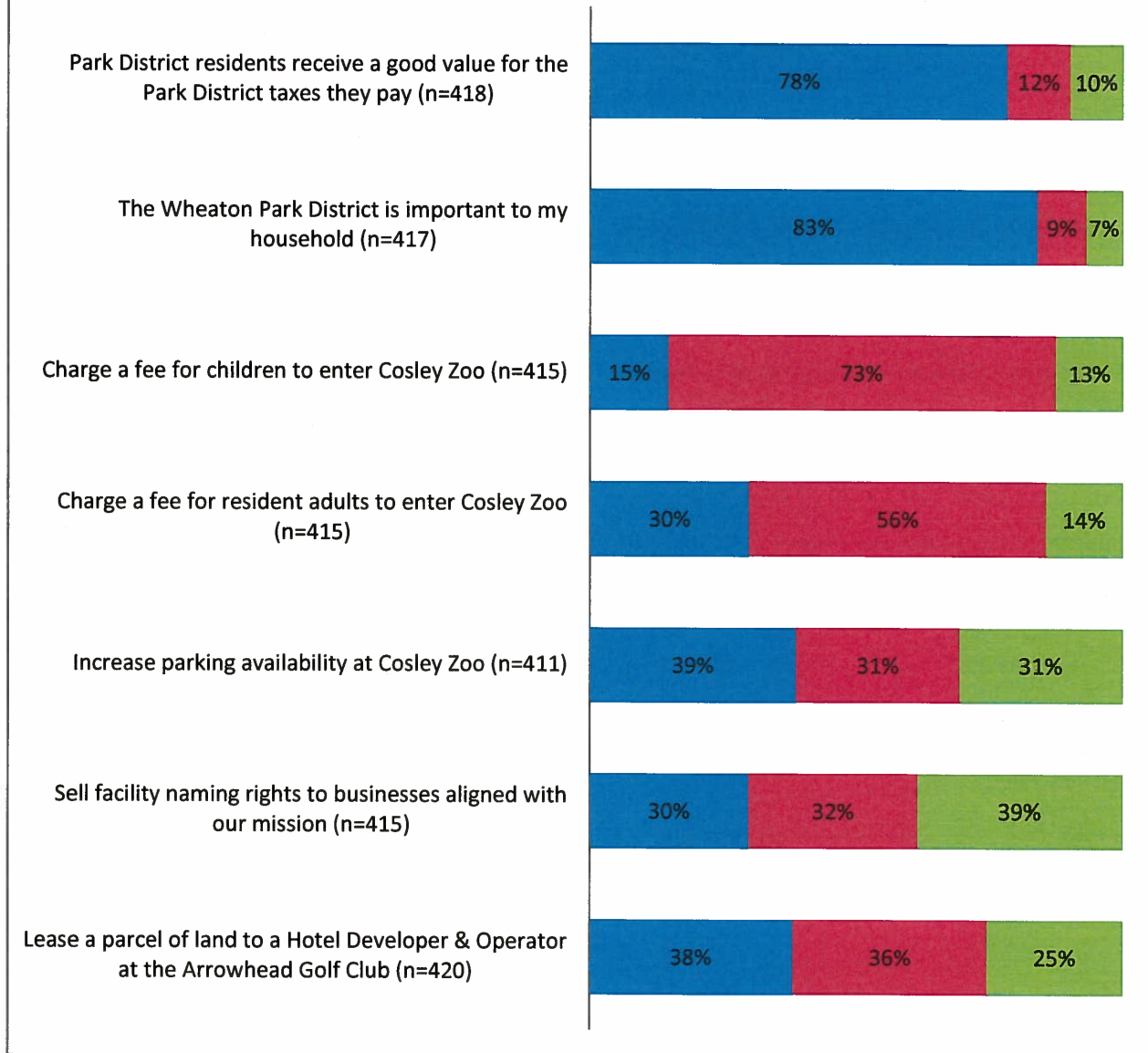


Note: Percentages are based on the respondents who answered the question and had an opinion. Segments that are not labeled have values less than 5%.

Issues, Opportunities, and Future Direction

### Opinions regarding Park District opportunities

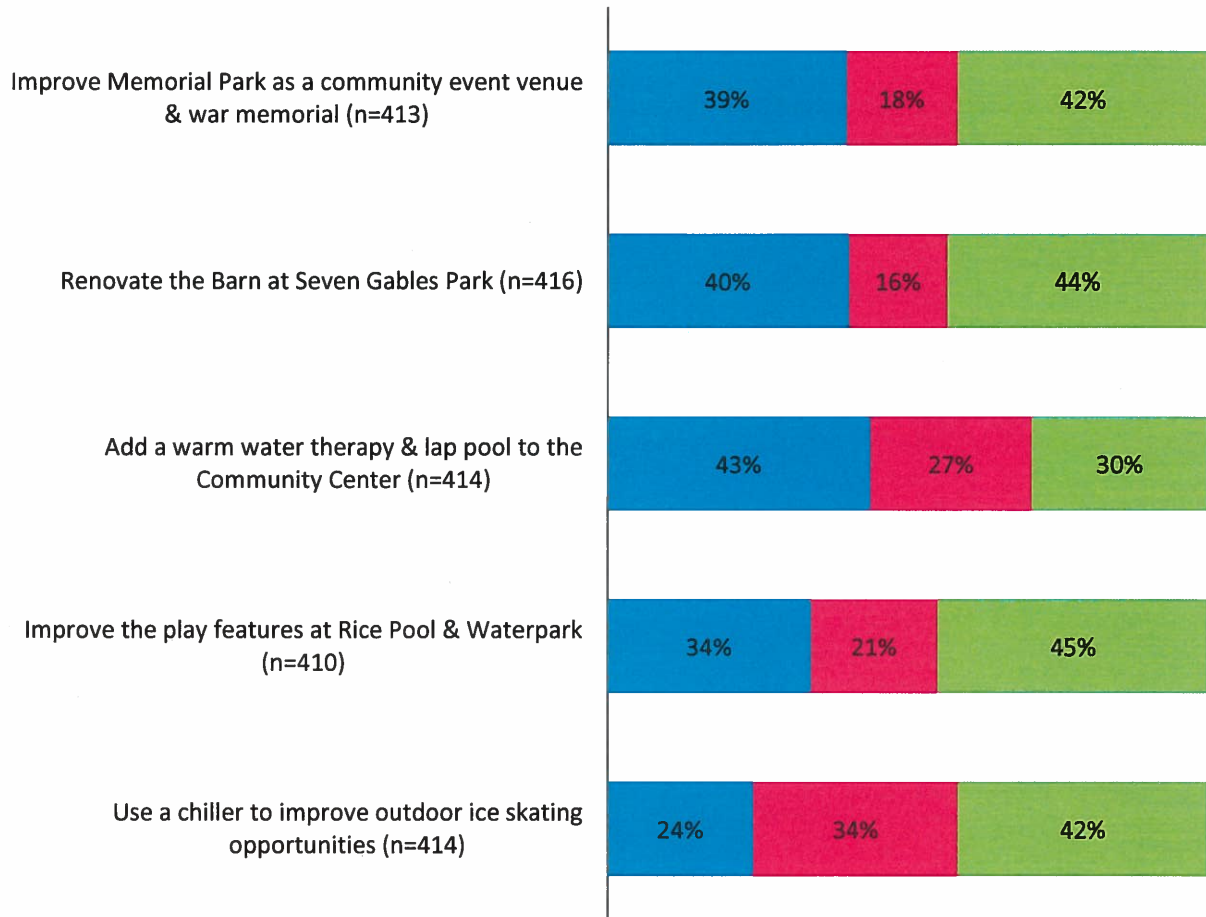
■ Strongly Agree / Agree    
 ■ Disagree / Strongly Disagree    
 ■ Don't Know No Opinion



Note: Percentages are based on the respondents who answered the question (valid responses).

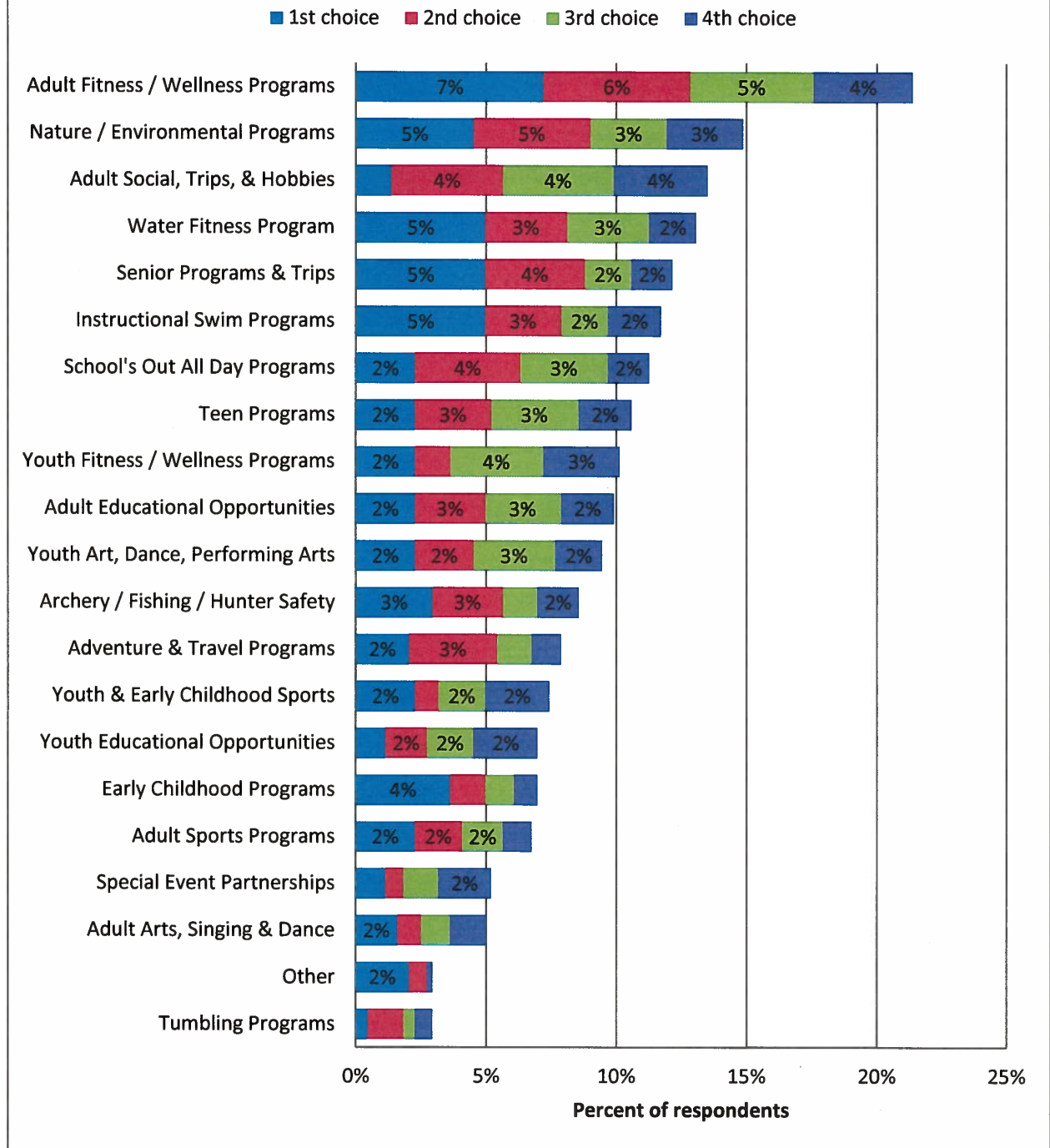
## Opinions regarding Park District opportunities

■ Strongly Agree / Agree    
 ■ Disagree / Strongly Disagree    
 ■ Don't Know No Opinion



Note: Percentages are based on the respondents who answered the question (valid responses).

## Program areas to develop or expand (n=444)



Note: Percentages are based on all respondents. Segments that are not labeled were chosen by fewer than 2% of all respondents.

## **Other Programs Desired by Respondents**

(Note: Comments are shown exactly as written by the respondent)

### *Aquatics Programs*

- Indoor Deep water aerobatics - there is NOTHING in Wheaton or around Wheaton that offers this.
- Indoor Master's swimming program
- The swim lesson at Northside are great and follow a linear path to learning how to swim and be safe in the water. I would to see swim team style lessons, so swimmer can get a better handle on swim team strokes.

### *Youth Programs*

- Fall Baseball for H.S. students
- More youth art class options
- T-Ball for kids all summer.
- Teen + Tween programs for science + leisure Arts, cooking.

### *Adult Programs*

- Adult music/instrument education/enrichment
- Over 50 soccer
- Seniors+Young ones programs together

### *Miscellaneous*

- Bridge lessons
- Computer oper'ns
- CPR, First Aid
- Money saving programs
- Recycling, plastics, batteries, light bulbs, plastics #2 and higher.

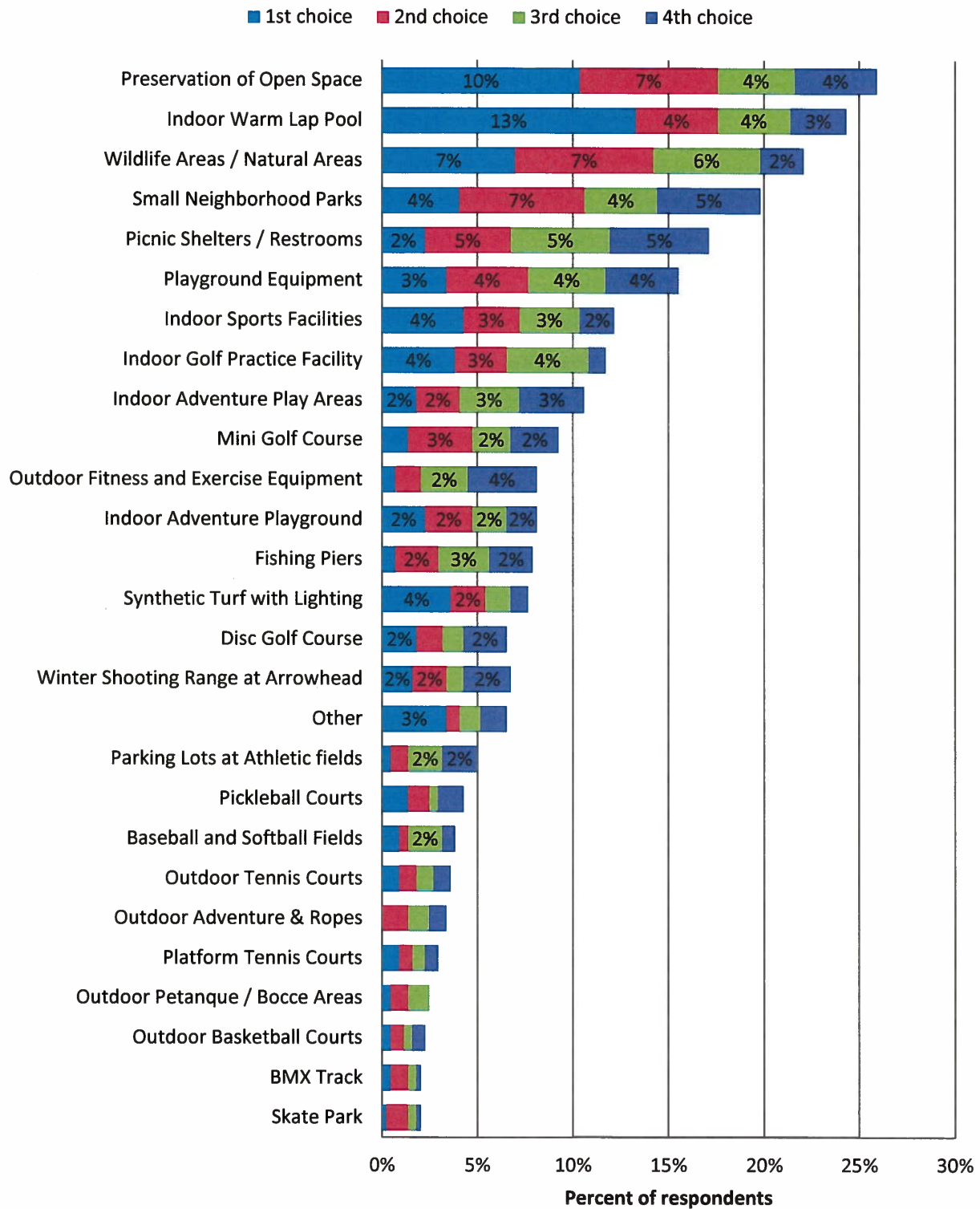
### *Facilities*

- Indoor turf for Lax
- Indoor walking track
- World class skatepark or at least a respectable one
- Ice Rink

### *Other Comments*

- Don't Care
- N/A
- No opinion
- No preference
- None (2)
- Reduce program & taxes
- Eliminate All

## Facilities to develop or expand (n=444)



Note: Percentages are based on all respondents. Segments that are not labeled were chosen by fewer than 2% of all respondents.

## **Other Facilities Desired by Respondents**

(Note: Comments are shown exactly as written by the respondent)

### *Aquatics*

- Improve/expand Northside Pool
- I am wondering why outdoor pools were not listed here. Northside Pool is a great pool but in need of better features. It is time the Park District takes a serious look at our outdoor pools. They are becoming run down and amenities are obsolete. The Slide at Northside is an embarrassment to our residents. It seems like every year you just paint over the rust.
- Inside Pools
- Indoor cold lap pool
- Indoor competitive swimming pool
- Indoor water park & lap swim

### *Trails & Paths*

- Improve trails
- More walking / biking paths
- Bike paths and trails that connect parks and parts of town. Biking friendly ways to reach the community center and CAC. Also racquetball courts.
- We would like North Side Park paths to be paved, instead of crushed limestone.

### *Indoor Athletic/Recreational Facilities*

- Overall indoor athletic + recreational facility!
- Indoor new run/walking track
- Indoor soccer pitch
- Indoor turf for Lax
- More indoor batting cages

### *Disc Golf*

- Frisbee Golf Course
- Frisbee Golf, north of Roosevelt

### *Ice Rink*

- Ice Hockey Rink
- Ice Rink

### *Parks Plus Fitness Center*

- Parks Plus & Rooms used for group fitness Flex Pass Indoor Fitness really need focus
- Parks Plus Fitness Center

### *Miscellaneous*

- Dog park
- Rathje Park
- In-line Hockey

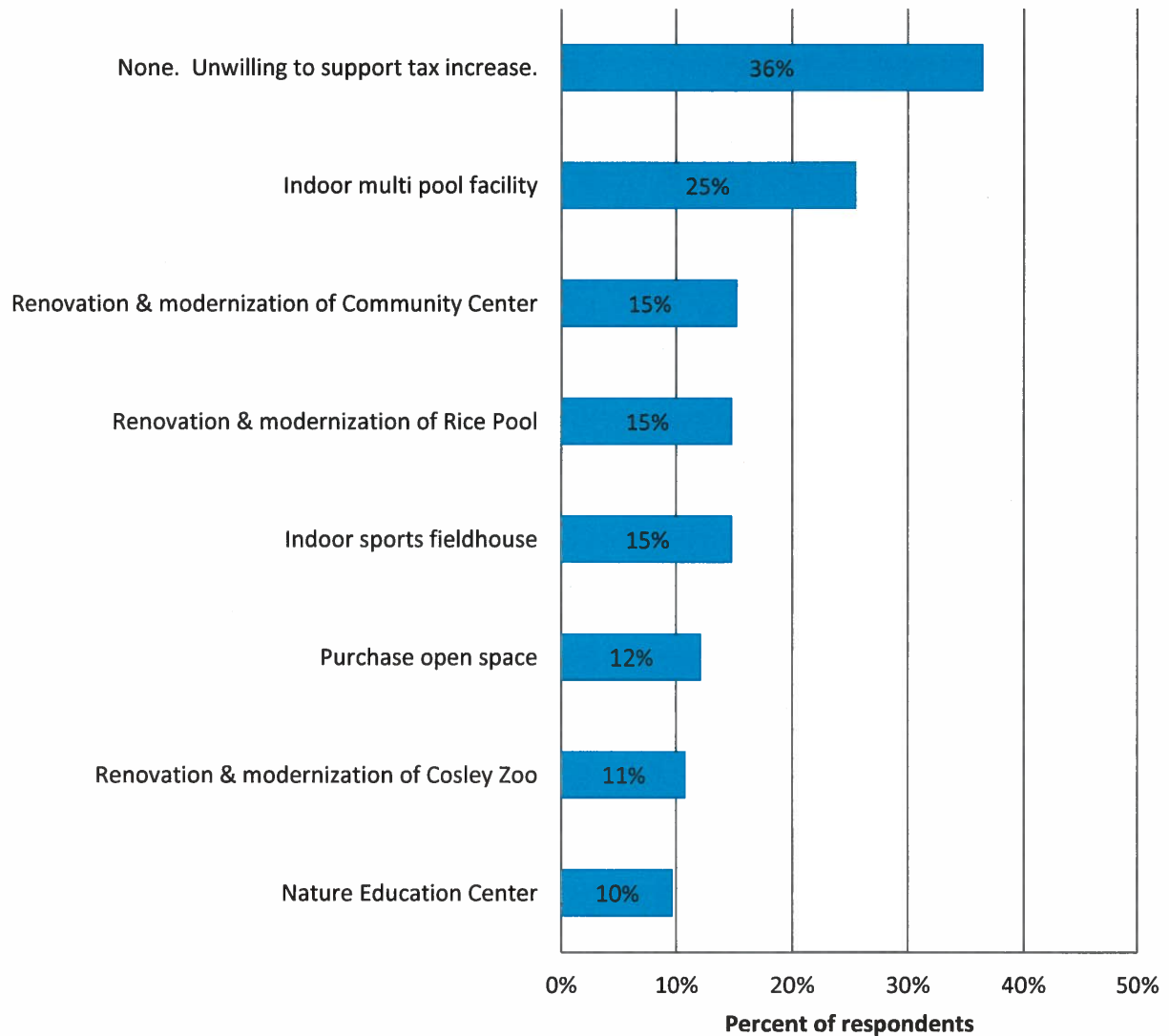


- Schuffleboard
- Outdoor volleyball nets/courts
- Softball field available for WDSRA participants
- Water ski lake 2 Other? Reduce spending and taxes
- Downtown Wheaton Theatre!
- Hotel at Arrowhead
- Senior events & provide transportation
- I would like to see Kids Kingdom improved. They should have longer hours throughout the week (open between 2-5), and better weekend hours (including Sunday's). Also, they should have the ability for the staff to change diapers.
- Recycling of plastics greater than #1, also batteries and light bulbs etc...

*Other Comments*

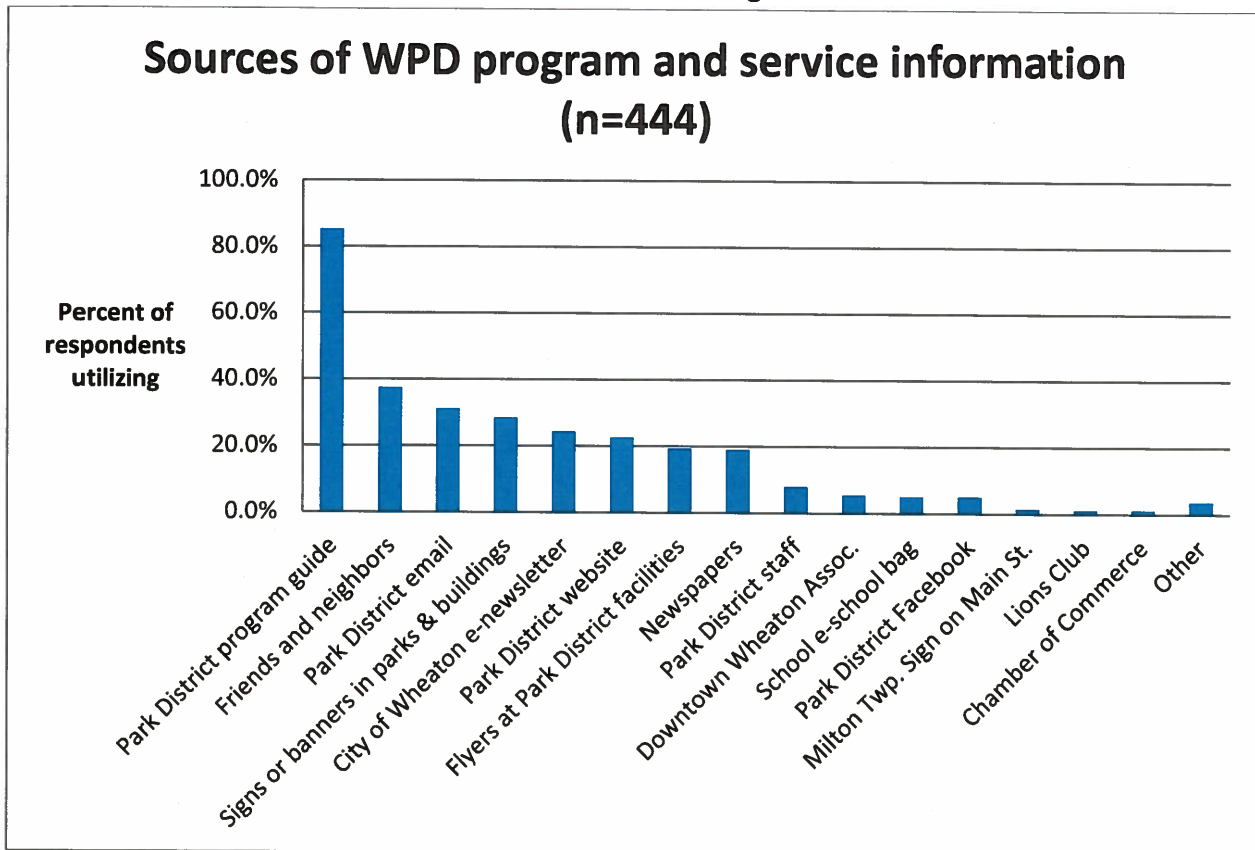
- Don't Care
- N/A
- No opinion
- None
- Eliminate All

## Support for projects with a tax increase (n=444)



Note: Respondents could choose multiple items. Percentages are based on the total number of survey respondents.

## Receiving Information about Wheaton Park District Programs and Services



Note: Respondents could choose multiple options. The following options were chosen by less than 1% of survey respondents: Movie theater previews, cable community channel, Park District Twitter, radio, Kiwanis club, Park District YouTube, and Rotary Club.

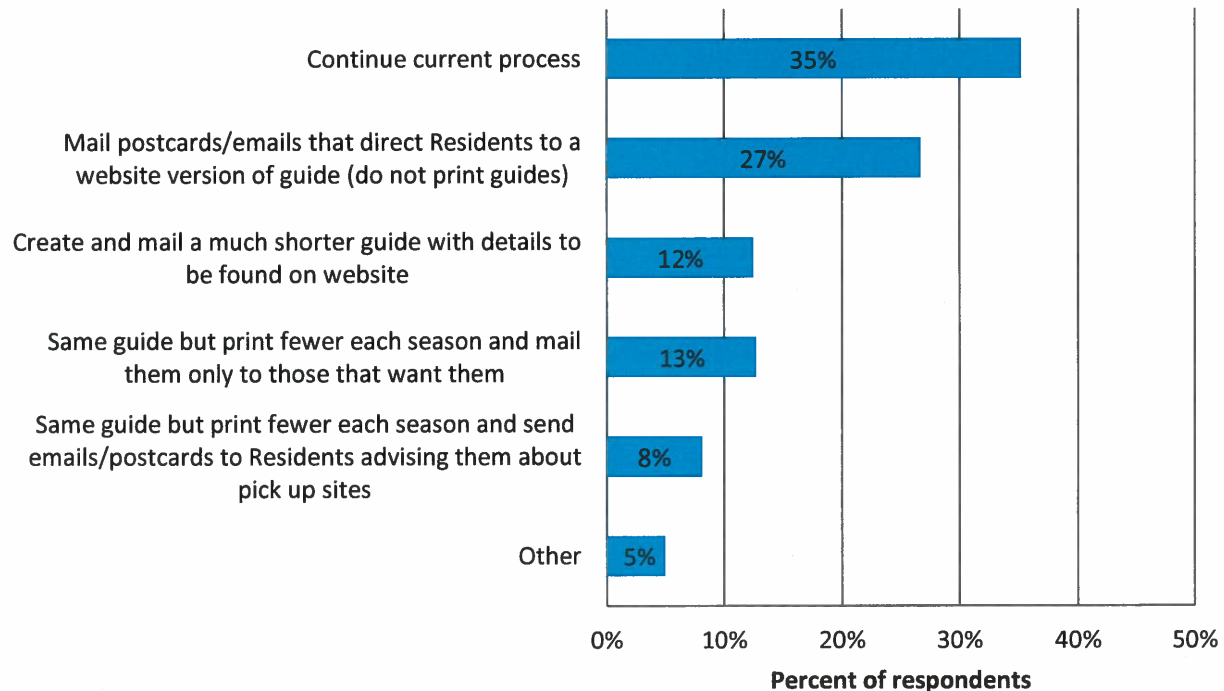
### Other ways respondents have found out about WPD programs and services:

- Direct mail from PD
- Mail
- E-mail
- Wheaton Patch emails
- PATCH
- Individual people
- Inquiring
- Leisure Center Quarterly
- Library Newsletter
- Senior activities booklet
- Sign on Gary & Harrison (Streets)

### Other comments:

- None
- We don't
- We don't use park district programs
- We've lived here 20+ years.
- Do not bother me with information I cannot use.

## How respondents want to receive Program Guide (n=409)



Note: Percentages are based on the number of people who responded to the question (valid responses).

Other ways respondents want to receive the Program Guide:

### *Distribute Guide Electronically*

- Email link to PDF version for download
- Email to save paper. I never read those guides and go to recycle. Sorry. I'll be happy to shave my email when I'm enrolled into a program or have the need to know.
- Email: xxxxxxxx@xxxxxxx.xxx
- ON Line web site.
- Send electronic

### *Change Printed Guide*

- Definitely a summarized guide for Wheaton residents and if possible, make a very simple "what's happening Wheaton app" to deliver notifications.
- Only send summer camp guide and/or create a separate youth sports guide -> direct families to "register" for the guides they want to receive

### *Miscellaneous*

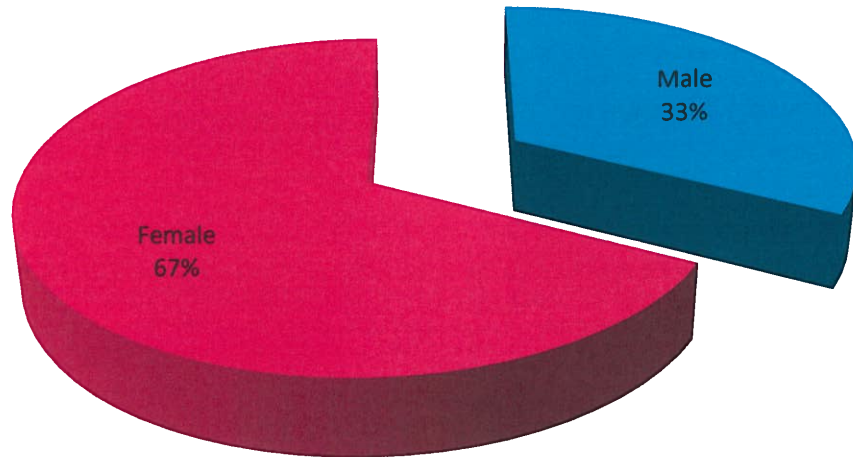
- Maybe send a postcard to be returned if a resident wants it mailed to their house instead of only having it available at a pick up site.
- Put at front door or mailbox
- Make more senior friendly; childrens/youth activities should be online
- If you want people to use the website to find the program info rather than printing books, then the site needs major improvement.

*Don't Want / Don't Need*

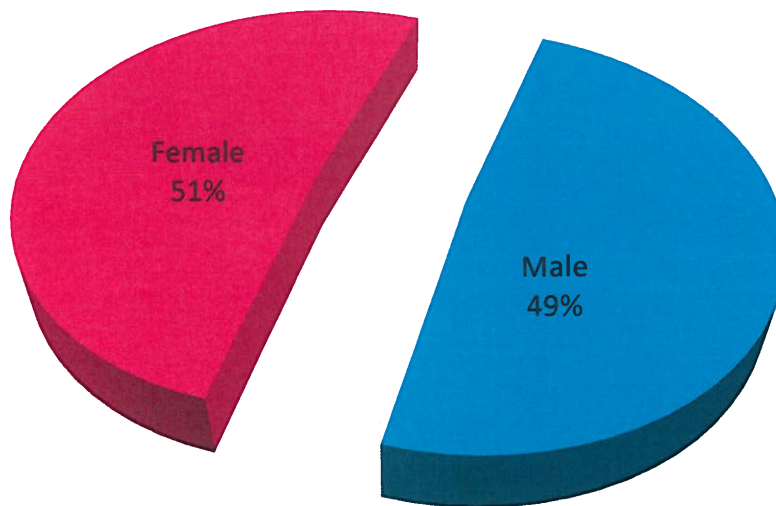
- I don't need the program guide.
- None
- Not Needed
- Stop killing trees
- Stop mailing guides to every one. It is wasteful, & not a good use of taxpayer money.
- Stop printing completely. This is unnecessary expense and abuses natural resources
- We don't need a guide at all.
- Don't care

Demographics

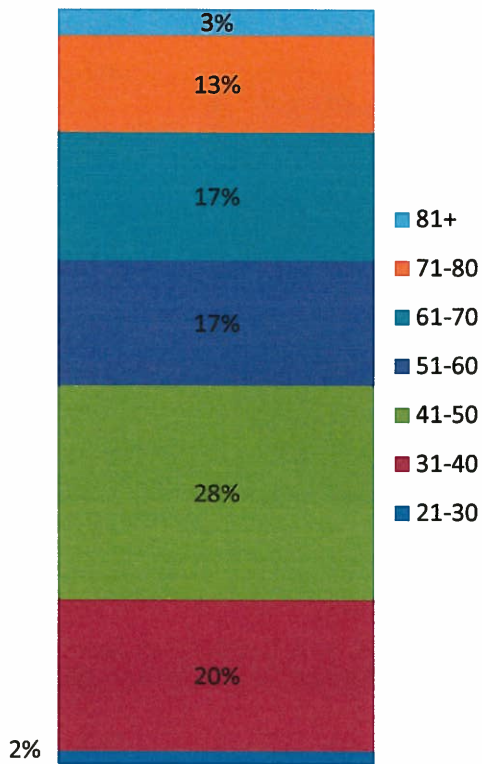
Gender of respondents (n=423)



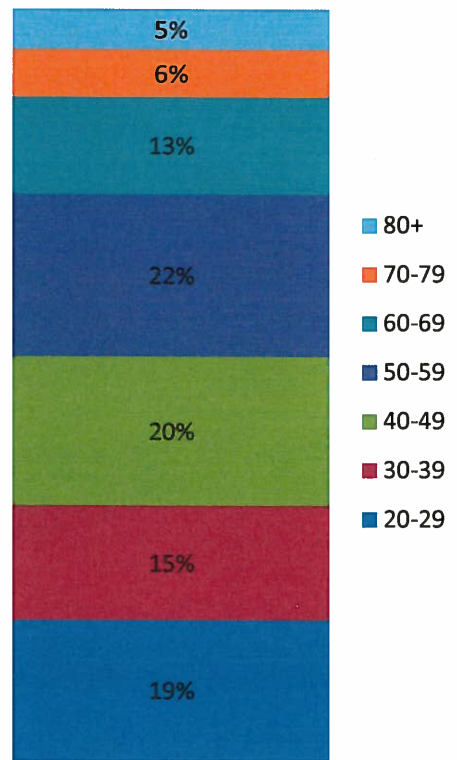
Census data: Gender of residents

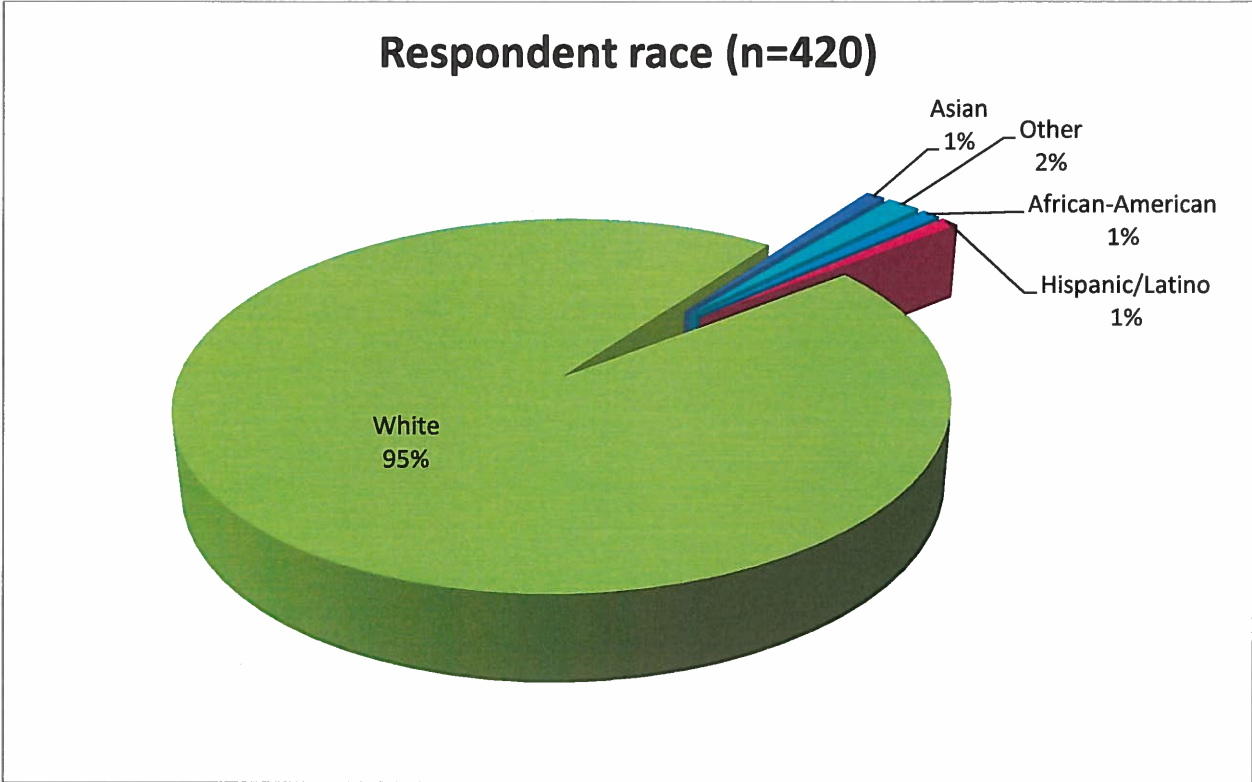


### Respondent age (n=429)

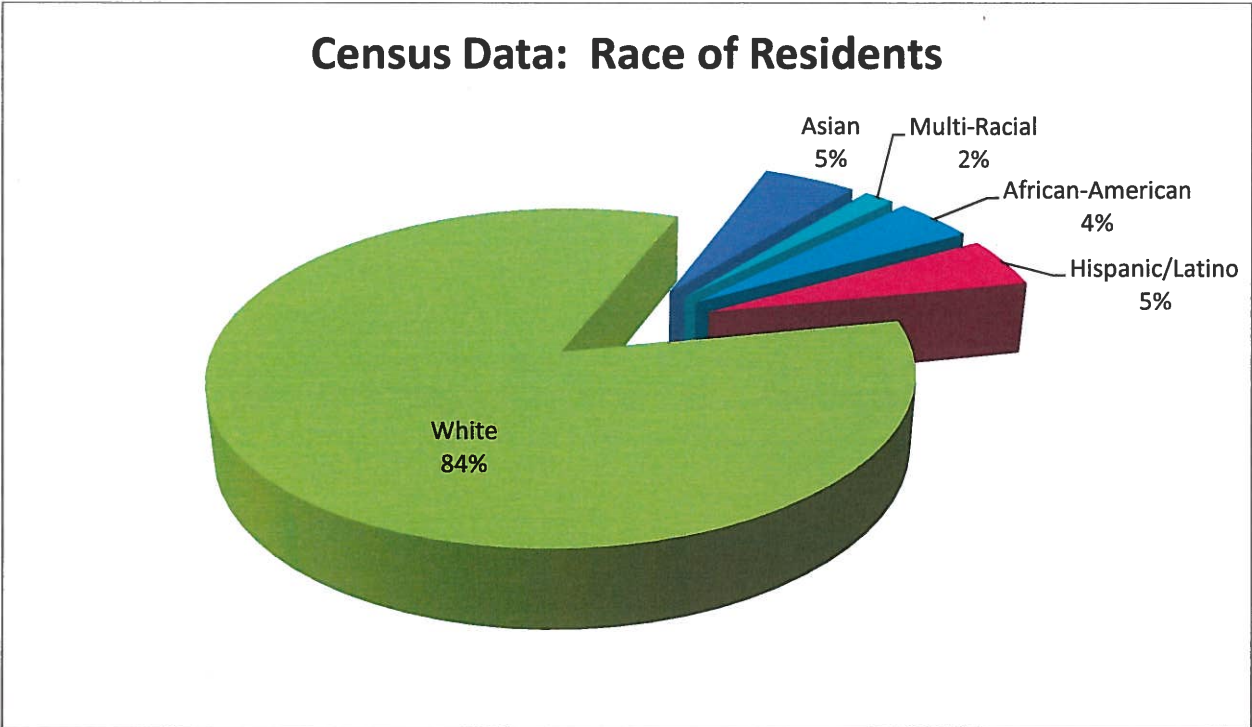


### Census data: Age of residents





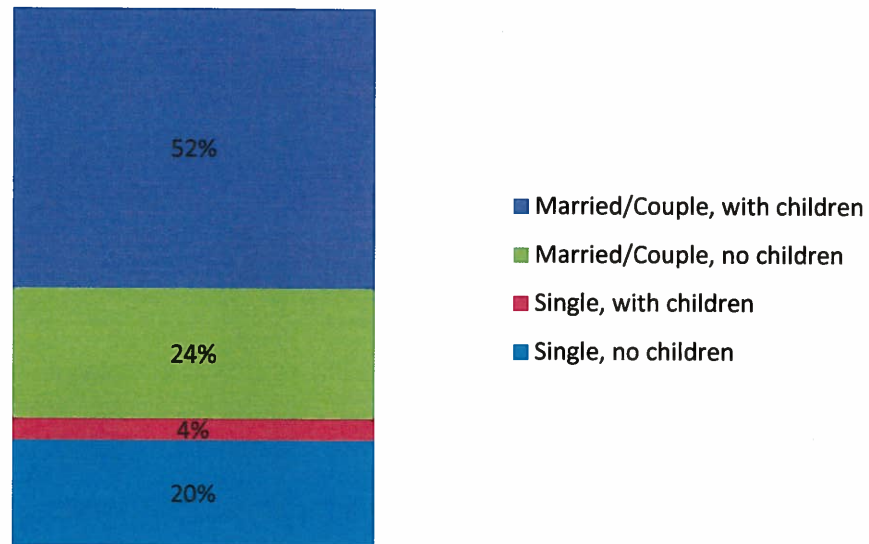
Note: Categories with less than 1% (American Indian or Alaska Native, Multi-Racial) are not shown.



Note: Categories with less than 1% (American Indian or Alaska Native, Other) are not shown.

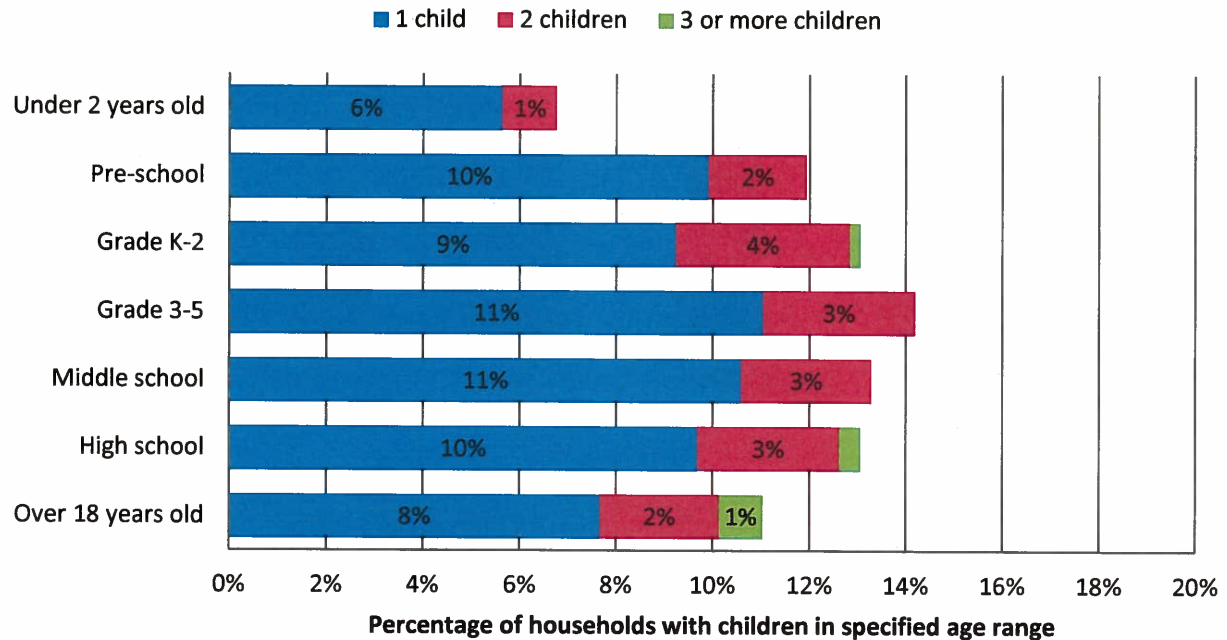


## Composition of respondent families (n=427)

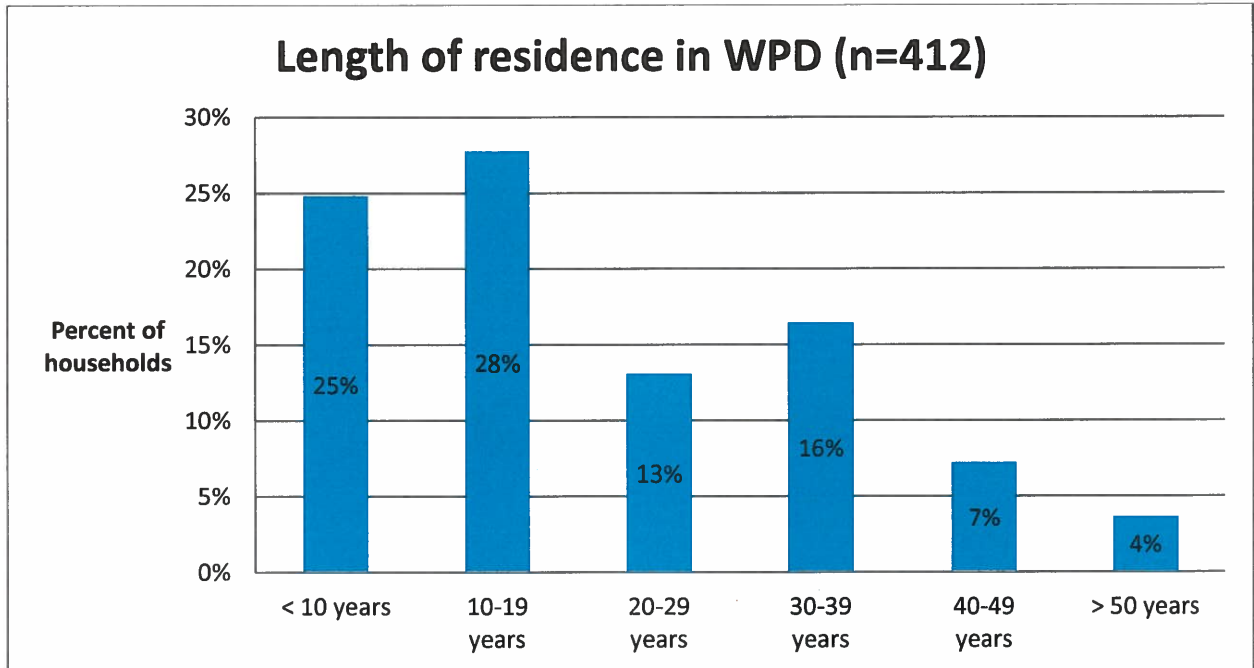


Note: Percentages based on the number of respondents who answered the question (valid responses).

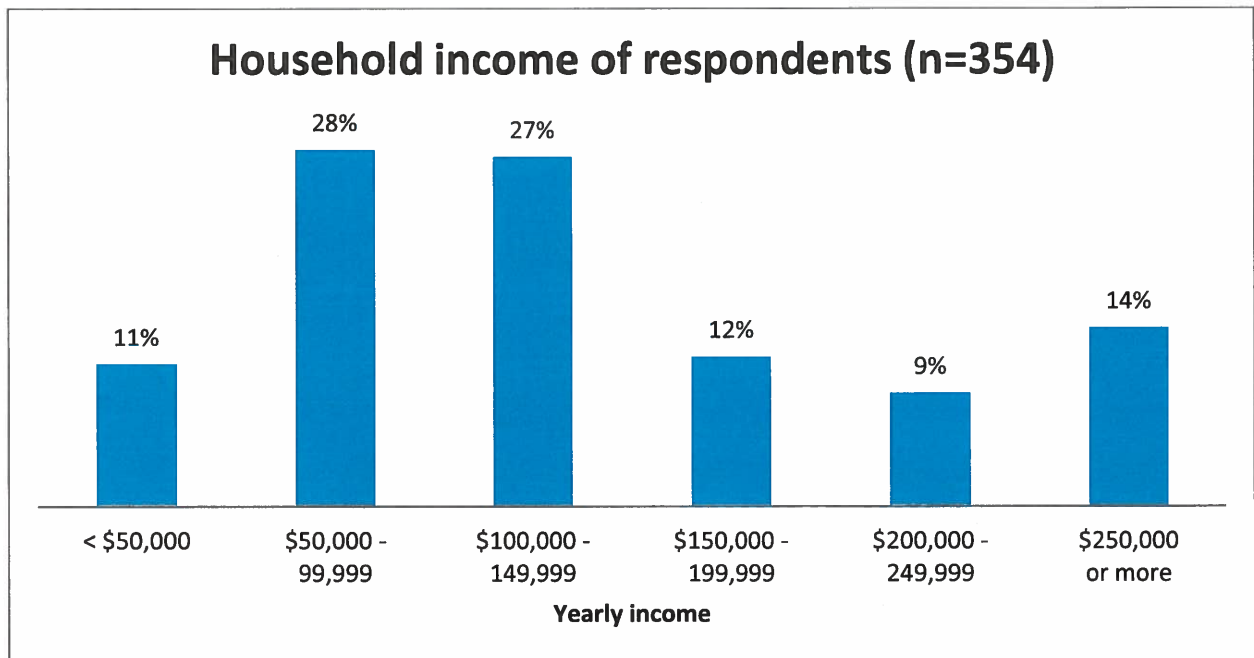
## Children in respondent households



Note: Segments that are not labeled were specified by fewer than 1% of respondents with children in that category. The average number of children in respondent households (n=209) was 2.3.

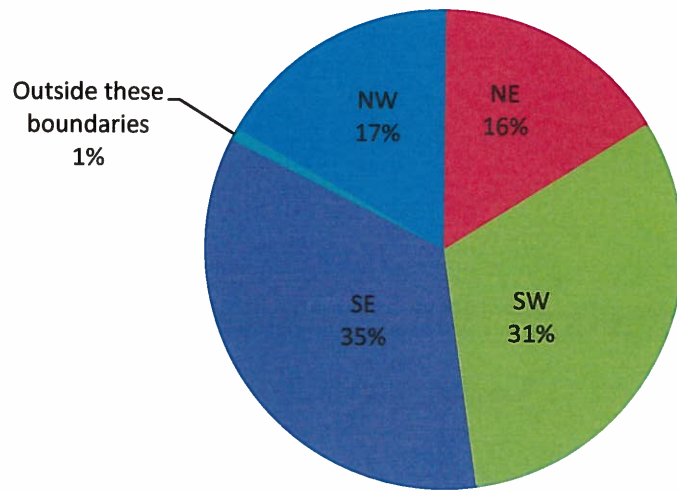


The average number of years lived in Wheaton Park District (n=412) was 20.3 years.



Note: Percentages based on the number of respondents who answered the question (valid responses).

### Area of residence (n=363)



Note: Percentages based on the number of respondents who answered the question (valid responses).

# **Comparative Analysis of Parks and Recreation Agency Services**

<b>COMPARATIVE ANALYSIS OF PUBLIC RECREATION AMENITIES</b>												
	Arlington Heights	Northbrook	Glenview	Evanston	Naperville	Wheaton	Schaumburg	Hoffman Estates	National Avg. Per 1000 Pop.	Local Avg. Per 1000 Pop.	Wheaton Avg. Per 1000 Pop.	
<b>General Information:</b>												
Population (in 1,000's)	80	33	56	74	144	53	51	52				
Total Acres	715	543	846	270	2500	813	1,173	800	11.00	14.11	15.34	
Natural Area Acres	150	14	180	0	250	227	250	300	0.45	2.52	4.28	
Total Operating Budget (in millions)	27	24	32	25	38	30	23	23				
<b>Outdoor Amenity:</b>												
Park Sites	58	21	50	78	140	54	105	70	NA	1.06	1.02	
Ball Fields	41	19	36	13	31	18	20	27	0.67	0.38	0.34	
Soccer	16	25	13	10	66	15	15	14	0.40	0.32	0.28	
Tennis Courts	46	22	43	34	34	19	47	17	0.49	0.48	0.36	
Basketball Courts	27	9	28	25	27	7	29	13	0.38	0.30	0.13	
Playgrounds	40	19	42	51	71	21	66	44	0.63	0.65	0.40	
Pools/Aquatics (Indoor & Outdoor)	7	2	4	0	1	2	5	3	0.05	0.04	0.04	
Skate Parks	1	1	2	0	3	1	1	1	0.02	0.02	0.02	
Indoor Ice Rink	0	2	1	1	0	0	0	1	0.01	0.01	0.00	
Outdoor Ice Skating	9	2	3	3	6	7	3	1	0.08	0.06	0.13	
Golf Courses	2	2	2	0	2	1	1	1	0.02	0.02	0.02	

In order to understand how well the Wheaton Park District provides park and recreation amenities and facilities for its residents, a comparison with other park districts was developed. The rationale behind this comparison is that a localized comparison offers a more accurate analysis of needs and potential deficiencies. This approach is consistent with National Recreation and Park Association (NRPA) and the Illinois Department of Natural Resources Statewide Outdoor Recreation Partnership Plan (SORPP) recommendations.

Because the Wheaton Park District (WPD) is at or near its population capacity, this type of comparison could be considered less important than it is in districts/communities that are still developing and growing, as making any significant additions to amenity offerings is difficult where land acquisition potential is limited. The comparison does, however, provide a good understanding of the Wheaton Park District's current offerings to residents.

The comparison includes recreation and park agencies that are adjacent or in regional proximity to the WPD, comparable in demographics to the WPD or agencies that are in mature communities. Agencies that are still in high growth areas were not used for comparison as their level of service offerings are subject to ongoing changes in population or amenities. Nearby agencies in older communities that exhibit extremely low acreages as compared to population were also not used as these are not typical of most regional park and recreation agencies.

The comparison includes the quantification of amenities that are traditionally found in recreation and park agencies and common to most of those agencies included in the analysis. It also includes specialty amenities that some residents of the WPD have identified as wants or needs. The population of each and the number of total acres of park lands provide a viable analysis that is based on comparable elements.

When preparing an assessment comparing the offerings of park and recreation agencies, it is important to recognize that side by side comparisons of the quantity of any amenity is not a comparison that is viable or even appropriate unless the population numbers of the districts are almost identical. Clearly a community of 50,000 people is likely to have less soccer fields than a community of 80,000; a difference that translates to any amenity. Therefore, it is important to compare the WPD to other agencies based on the ratio of an amenity to the population. As such, the three columns in the Comparative Analysis Chart that are of key importance are the three averages (national, local, and Wheaton) per 1000 population, where the ratio of amenities to population are definitive.

The 'Local Average Per 1000 Population' values were computed by adding the values for each of the eight communities and then dividing by the total population (in 1000s) of those eight communities. The 'Wheaton Average Per 1000 Population' values were computed by dividing each amenity value by 53 (the population of the WPD in thousands).

The comparison analysis does assume some minor measure of inconsistency given a variety of types of a single amenity that are simply identified on district web-sites and promotional materials, as an amenity without differentiating the type. For example, the reporting of a basketball facility could include a full court or be a simple three-way basket often found at elementary school and parks. In all cases, unless specific alternative documentation was readily available, the Illinois Association of Park Districts listing of amenities, as provided by the individual districts, are used for comparison purposes.

The WPD is shown to provide a significantly higher natural area acres to population ratio than the national or local average. The Park District is on par with national and local averages for many amenities. If there are some discrepancies, they are based on meeting community needs that have been expressed throughout the years as the WPD areas have been developed. When these results are combined with the overall quality of these same facilities, it is evident that the WPD offers its residents facilities and amenities that are relevant and fit the needs of the community.

While other facilities and amenities are provided in some agencies that the WPD does not have, there is not a perceived deficiency or public expression of need for many of these facilities or amenities. Public opinion, in fact, expressed a desire to maintain the un-built open space now offered and to focus on maintaining and enhancing existing facilities and amenities first. As described earlier, making any significant additions to amenity offerings is difficult where land acquisition potential is limited. As such, the ability of the WPD to provide above-average amenity to population ratios in the categories important to its residents is an important accomplishment.

## **General Comments**

NOTE: All comments are printed exactly as written by survey respondents.

### **Positive / Thank You**

- As a family we are very grateful for the Wheaton Park District. One of the things we love most about living in Wheaton are the parks, playgrounds, open spaces, etc. Thank you!
- Awesome Park District, keep up the good work but don't go crazy! We are satisfied.
- We moved to Wheaton to be able to use the park district facilities & programs / sports with our kids as they've grown, I have been very happy.
- The Park District has served our family well over 30 years. I now have a daughter/ grandchild living in Wheaton. I hope they enjoy all the services as much as we did!
- Overall the Park District does a great job.
- I think we are very lucky to have a useful cooperative Park District much better than some surrounding communities.
- We love the park district & the great job everyone does there for our community! Keep up the great work!
- We love the park district.
- We are very happy overall with the WPD!
- Overall I'm very happy with what we have in Wheaton
- When my children were younger we made great use of all parks, pools, and park district programs. I greatly appreciated all. As I get closer to retirement, I am planning on using more programs for seniors than I have and I look forward to sharing the park district treasures with my grandchildren.
- We are empty nesters. Wheaton has been an excellent place to live and raise our family. I think they are doing a very good job for the park district. However with no kids at home and fixed income, my answers are geared towards what old people like.
- Excellent work. Thank you
- Proud to live here, largely due to the Park District. Thank you!
- I'm thankful for my WPD, they always come to the rescue & save the day! Taking over the 4th of July Parade & activities was awesome! Rescuing the History museum to repurpose & remain open & keep intact in our downtown - yeah. WPD does a super job with Arrowhead.
- I personally believe this is one of the best park districts in the state of Illinois. Keep up the good work. I try to help as much as I can.
- I don't use the fitness center any more because my personal trainer left and also because I workout on my own but I really enjoyed it. Also, I have friends with small children and the swim lessons and parks are very much enjoyed! (I help take the kids there). Lastly, as a kid growing up in the area I very much enjoyed playing on the athletic fields.

### **Programs and Services**

#### *Youth Programs: Days/Times*

- Accommodate working parents more with times for kids events. Not all moms stay at home!
- We believe the opportunities for youth activities should be expanded on the weekends to accommodate households with two working parents. Many classes for young kids are only offered on weekdays, during the work day and are clearly targeting stay-at-home moms. Saturday morning classes are very limited.



- I am displeased with timing of youth programs, which often appear to be solely targeted to families with a stay-at-home parent or significant schedule flexibility (i.E. 1/2 day summer camp options, limited evening classes etc)
- Little or no activities for 2-5 year olds during non-work day hours.
- I would like to see; ... More day and time options for youth summer activities/camps. All day activities for kids under 4. ... Lastly, better child care services at Kids Kingdom such as longer weekday hours and better weekend hours. The staff should have the ability to change diapers. Also, some of their rules/restrictions could be revised such as the kids ability to snack when they are hungry (and not all at 10am), and the ability for babies to stay past 12pm.

#### *Youth Programs: Team Sports*

- We've been frustrated with the move away from Park District teams to Club teams (esp. soccer). Older kids (7th, 8th grade & H.S.) have no outlet except very serious club teams that take a big time commitment. The Park District should provide sports opportunities for those who want to play for fun without the intensity (and expense) of a club team.
- Travel sports are getting out of hand. The parents are nuts = are eliminating fun for "training". These leagues pull too many kids away from recreation + creates awful psycho parents.
- The park district travel sports programs need to be looked at. I have 4 kids that have played for or are playing for park district travel sports year round. Very few of these experiences have resulted in an overall positive experience for the players. The number one reason for this is the parent/coach showing bias to his own child or his child's friends or group of friends, or just being unqualified for the position. I would be more than willing to pay the extra fee for a paid coach. This would ensure that every athlete who tries out and makes a team receives equal treatment and opportunity for the fee that is paid. It would take all of the politics and bias out of the equation. Also, I believe an ethics committee should be formed to investigate complaints made against coaches and commissioners in order to hold them accountable.
- Last year's baseball coach wasn't very personable. Our son did not particularly like him either (re: program instructors).
- I was a coach for years in several different sports. The park district doesn't defend their coaches and constantly loses sensitive paperwork.
- When my son played baseball the coaches were very RUDE to my son with some special needs. One coach told my son to practice with his father if he wanted to improve. I am a single mother, there wasn't a father! Educate your coaches to be less critical and don't tell kids to practice if they want to play any position other than the outfield! And coaches give their own children special treatment. I am not alone, Wheaton parents are sick of it! Too much favoritism of coaches children.
- We are beyond this, but it would be nice for parents who volunteer to coach their children's sports teams to get a discount on their child's registration.

#### *Youth Programs: Dance and Gymnastics*

- The youth dance program needs to improve.
- The park district classes like dance and gymnastics are very poor. We did 1 gymnastics class with an instructor who couldn't do a cartwheel. Most people I know go to private dance or gymnastics programs if their child shows interest. Please hire qualified instructors.
- The dance program is great until kindergarten. After that, they aren't learning skills to match peers at dance schools. The early childhood preschool program should be NAEYC accredited and should be taught by teachers with a passion for young learners.

- We utilize playgrounds/parks on a daily basis, Cosley Zoo, 1(x) month or so. Took 1 toddler gymnastics class at the community center and were very disappointed. Would love to see a year round park district aquatic program as YMCA/Wheaton Sport Center swim lessons are too expensive for our family.

#### *Youth Programs: Other*

- We are just starting to use the Park District over the past 2 years. -swim lessons at Rice pool - winter break camp -T-ball -Daddy/Daughter Dance -Santa Train We plan to send our kids to the camps next year when school is out. \* would love to have ... more parents night out activities.
- Focus on sports other than baseball + boys sports!
- The beginning classes (4-6) for kids are too advanced for example-the teachers told everyone to start dribbling, this is advanced + would take practice for coordination.
- Two's Go To School (re: Satisfaction/Programs/Pre-Schools & Early Childhood Programs/Very Satisfied).
- My children attended Glen Ellyn schools due to location of our home - I was always bothered about lack of inclusion in sports programming - for our kids' grade schools. Often felt like we shouldn't belong to Wheaton's PD - would have liked more of a feeling of belonging.
- We used the park district quite often when my children were young but they're grown now and I go to the YMCA because of location and value.

#### *Adult Programs*

- Would love to have ... lots of yoga classes available.
- Better yoga classes with quality/qualified instructors.
- Adult jazz or tap classes
- Suggestions: have some fitness classes between 11 and 4.
- Drop them (re: DuPage County History Museum Trips).
- Why is the softball division so well organized & thorough & the basketball league - on all levels completely disorganized
- Should do this! (re: Group Fitness Classes & Personal Training)

#### *Senior Programs*

- I wish there were more exercise programs for senior citizens who are not retired yet and can not participate in programs that are held in day time. Such as senior tennis class, senior aquatic exercise class, or senior swimming class for those who like to learn the sports.
- Park District does not have enough 60+ swimming, low impact exercise programs w/ hours that are not 6 AM and (illegible) 60+ budgets ... Better times for seniors (Re: Develop/expand instructional swim lessons)
- I am a senior, 83 years old. For the last 24 years I have been attending the senior programs such as parties, plays and trips. I am no longer able to travel, but I have had a wonderful time doing so. I am so pleased that our Park District is concerned with planning these activities for seniors. Without it, I would not be able to go anywhere. Providing transportation, fun luncheons & entertainment have given me something to look forward to each month. Thank you! and the staff is wonderful at the leisure center... I believe the senior programs are absolutely wonderful and need no expanding.
- We want "Silver Sneakers" available to us as seniors. Our insurance does not cover this. Some insurance does. We greatly appreciate the Parkinson's exercise class.

### *WDSRA*

- No adequate accommodations or staff training for accommodating children with type 1 diabetes. Have felt programs were not prepared for my daughter to attend. WDSR did not address needs. WDSR clueless re: type 1 diabetes accom.
- Our WDSRA softball team has to use fields in Carol Stream & W. Chicago. Most of the players live in Wheaton. The parents are mainly 60 & above in age. There should be some accommodation made to give this team a field to play on in their hometown!

### *Other*

- Most of these programs are already offered and well run (re: Are there programs that you feel the Wheaton Park District should develop or expand).
- NONE (re: Are there programs that you feel the Wheaton Park District should develop or expand).
- Based on what I know, seniors the poor (esp. immigrant families) are undeserved. Too little outreach. Too little to raise awareness or programs (I'm assuming there are actually programs).
- Need more programs for disabled - keep mind and body in tune - less hospitalizations when you are busy. Not focusing on problems laughter and companionship are best medicine
- Southside programs (WWSHS feeders) are promoted/pushed, Park district represents all Wheaton. Lack of higher level competitive sports programs (H.S. soccer). In house travel soccer is nickeld and dimed, needs flat fee. Scheduling of basketball, soccer, in house programs is poor.
- I feel we don't know much about the Park District other than sports programs.
- The Park District Programming is out of date and out of touch with the community.
- I enjoy band concerts in the summer! (Re: The Park District should improve Memorial Park)
- More concerts at memorial park! Have a Jazz fest! Have an Art show weekend! Have dance companies perform + other eclectic groups like ethnic Folk groups + local bands. Have a local middle + high school music groups perform. Have improv shows and simple theater acts by reaching out to local theatre groups. Showcase local food/ restaurants, wineries, and breweries as all these events! Include concessions at the upcoming concert series. Wheaton residents are spending lots of \$\$ enjoying venues in Glen Ellyn that are not available in Wheaton!
- \* More notice or ANY notice when a program is cancelled. \* Do not charge a cancel fee if YOU cancel a class due to low attendance.
- Learn how to contain costs!!! (re: Overall Satisfaction with Programs)

### *Staff*

- Staff is friendly & knowledgeable.
- Staff at WPD is wonderful.
- I appreciate xxxx xxxx's leadership and vision!
- Medium. Told waitress there was a spill. She ignored. (Re: Staff serving at Arrowhead)
- Young employees are rude (re: Rice Pool)
- Summer camp: Staff often talk with each other rather than watch kids I will not be attending due to this which is disappointing.
- Often staff get frustrated with the littler kids not "obeying" -this is typical for 2-6 year olds-they spend too much time yelling/disciplining kids rather than concentrate on sport.
- Staff at CAC is never around. No one helps with the batting cages. Park Staff are very nice- just I incident which was resolved quickly.

- Staff at Community Center needs to know what programs are offered and what events are taking place in building. They never seem to know (or care) what is going on or what programs are offered. More organization with fields & gyms would be helpful, too!
- Widely varies (re: Satisfaction/Programs Instructors and Leaders)
- I would love to sign up @ Wheaton Park District group fitness but I found the instructors to be very slow paced. Instead I drive to X sport. Sigh. Re: Satisfaction/Group Fitness Class: Found instructors not very good. X sport instead.
- When hiring employees- front desk/ fitness instructions priority should be given to people who actually practice & exhibit fitness.

### ***Facilities and Maintenance***

#### *Parks & Playgrounds*

- Thanks for keeping all of the parks we have in Wheaton, especially Northside Park!
- My dog and I love north side park. Please add a fenced off-leash dog park. Rice Lake + Northside park are great. Add a longer season- go through October 1st.
- The renovation of North Side Park was well done, but I wish all the walking paths had been paved at that same time.
- Please don't feel the need to always "improve" existing parks. Northside Park "improvements" seemed wasteful and unnecessary & ended a half-century-long relationship with local running teams. Not all grass needs a path! Keep it natural.
- I was disappointed when Central Park playground was taken down & no replacement has been made in the downtown area. Parks are nice, but it would be nice to have a centrally located playground aside from Kelly.
- We love the many small playgrounds throughout Wheaton - It's fun to take our daughter to new ones in the summer.
- Seven Bridges (re: General Maintenance/Playground Equipment/Very Dissatisfied)
- (I would like to see) Park equipment that is safer and does not have high drop-off open ledges.
- Would like to see more shade trees at parks by playground area. I realize it takes time for trees to develop/grow.
- Would like to see the designs of the parks improve. Most parks are very ordinary, need to expand design style when renovating sites.
- Seasonal flowers at Parks are overdone! How about a tax reduction option?

#### *Rice Pool*

- We would like to see a little longer hours at the outdoor pools during summer. Rice Pool has lights, and it would be nice to swim on those nice, warm summer night!
- Longer hours (Re: Rice Pool & Water Park)
- I would love to use Rice Pool more often. However, (1) the price for a season pass is too high. (2) When I go, I can never get a chair to sit on. (3) The hours are very diminished, especially times when there are fewer screaming children hogging chairs, splashing everyone in sight, so...we no longer participate.
- Rice Lake Pool/ Water Park offers minimal adult swimming lap use
- (The Park District should improve the play features at Rice Pool & Waterpark) for a wider variety of ages
- Rice pool is too cold + the sand toys should be replaced each season if broken.
- Update Pool-fix flooding problem and fence by Rice Pool by Homes on Haukis Circle. Could be updated-Fence needs to be repaired, has flooding issue with homes behind it.

- Very Nice when kids were little
- The park district should have made Rice Pool an indoor pool for use all year.

#### *Northside Family Aquatic Center*

- Longer hours
- I'd be more satisfied if it didn't close so early in August

#### *Central Athletic Complex*

- Need more open gym times
- If basketball courts are not being used during the day the public should be able to use them. When my kids were younger the open gym time slots did not work for our schedule. Some days there may be a sports + stars class + I understand not sharing that side but if it's empty we should not have to wait and pay for open gym. We joined the sports center privately so we could access a basketball court during winter. It's a shame I can go to rural Illinois with family and walk in and use a basketball court that is empty with no problems and here there is an assigned time slot + a vacant gym. (Central Athletic Complex?)
- The Central Athletic Center is a disappointment. There is no room in the kale gym to watch basketball games.
- 3rd grade basketball hard to watch from above. Not sure how to improve though.
- WPD indoor sporting facilities are embarrassing over. Money needs to be used to improve or rebuild CAC.
- Fix light bulbs in scoreboard please
- The smell! (re: Satisfaction/Facilities/Central Athletic Complex/Dissatisfied)
- Should never have bought. Too many insiders on that deal

#### *Community Center*

- I love the Community Center but feel its really outdated & not kept up as well as it could be. We've been very active users for the entire 20 years we've lived in Wheaton.
- Update walking track at Park Dist. community center. Needs a new walking/ run track
- P.S. I appreciated the track inside the Community Center. I've been walking there since 1991. from wife
- Community Center @ Blanchard has too much wasted space (Unused Classrooms), A pattern of overbuilding & overspending.
- Where is the community center?

#### *Cosley Zoo*

- Cosley is a great neighborhood zoo. Doesn't need to compete with big zoos. It's a hidden gem.
- We also love that Cosley Zoo is free - it's perfect for bringing a pre-schooler to visit.
- We have at infrequent times participated Wheaton Park District programs & facilities & found a good quality, friendly staff & nice operations. We have felt that Cosley Zoo's mission is not humane. Animals are in small areas & animals are isolated. We think feel the zoo is educating the public that animals are here solely for our pleasure. the well being of horse relied on a herd.

#### *Mini-Golf at Clocktower Commons*

- Should be better too small
- Need more hours

- The mini golf course is in bad shape, it needs to be better maintained, weeds and garbage at these facilities and others should be better addressed. I would recommend adding a volunteer network of citizens to help maintain these facilities.
- Glad these are there

#### *Basketball Courts*

- Not enough
- Fix Atten Park please
- Possibly more at Northside, apartment kids there and hard to get space after school

#### *Leisure Center*

- As a senior, I made use of Leisure Center often. The staff is great and the faculty is cozy, but the building needs expansions and/pr improvement badly. Parking in the area is also inadequate.
- Leisure Center= Perfect!

#### *Athletic Fields*

- Why so long for the outdoor fields at Main & Roosevelt to be opened up for use? Way too much delay.
- Some softball fields need work!

#### *Arrowhead Bar & Restaurant*

- Food should be much better need outside help at restaurant bar
- Better food at Arrowhead restaurant.

#### *Tennis Courts*

- The tennis courts need to be repaired and maintained.

#### *Parks Plus Fitness Center*

- Fitness center & walking track need renovation, expansion, updating
- Should use!

#### *Ponds, Natural Areas, and Tree Management*

- Please fix the lakes at Rathje Park. They are covered in green slime! Turn on the fountains and keep them on! Last year, they were on only occasionally and as a result. The lakes are covered in green.
- Toohey Park water area looks like it needs attention - or maybe it is supposed to look "wild and natural". To me it looks sort of nasty (re: Satisfaction/General Maintenance/Ponds/Satisfied).
- Love the Marsh! (re: Satisfaction/General Maintenance/Natural Areas)
- The wooded area at the corner of Briarcliffe and Fawell has been colonized by a lot of little invasive evergreens. These should be removed and replaced with more deciduous trees (re: Satisfaction/General Maintenance/Overall Tree Management).

#### *Other*

- Outdoor spaces are plentiful & well maintained! Indoor facilities & pools are antiquated at best.
- Having traveled to several surrounding districts for sporting events Indoors & Outdoor, our facilities are noticeably dated & lacking for an area such as Wheaton!
- Outdoor winter. It is April and it has been 5 months since residents have been able to do anything outside (e.g. skate, ski etc.). It's weather related. An ice rink we be over-used. Kids

and adults would love. We need a bubble or fieldhouse. Work with schools to utilize fieldhouses we already bought on Sundays + evenings.

- Winter 2015 - Park District did not clean the sidewalks of snow around the new baseball/soccer fields along Main St next to Mariones. Winter 2016 - so little snow it was not an issue. There are a lot of walkers along that route; walks need to be kept cleaned.
- Memorial Park very bad shape! Make into Pickle ball courts (re: Satisfaction/Maintenance/Tennis courts). Memorial Park is total disrepair, suggestion: Make Pickle ball courts (re: Satisfaction/Facilities/Tennis courts)... Please, please, provide pickle ball courts with PB nets.
- More new artificial turf fields (re: Satisfaction/Football fields/Lacrosse fields/Soccer fields). Natural turf over used (re: Satisfaction/General Maintenance/Athletic Fields).
- The outdoor skatepark should be open any time the weather is nice, I dont like the restrictions on the times.
- Also, while the indoor track is great, too many people use the running and (especially) the jogging lanes while walking. Maybe there would be a way to change that....? Have them separate somewhere?
- I would like to see more coordination between Park District and Parks Plus. For example: to pay for training sessions you must go to Parks Plus and get a bill, then go upstairs to pay. Why can't you do it all in 1 place?
- You do a good job with parking at Football games at Graf Park. Thanks.
- Glad these are there (re: Skate Park & Mini-Golf at Clocktower Commons)
- More recycling!!! (re: Satisfaction/General Maintenance/Overall Litter Management/Dissatisfied)
- Could use some updates (re: General Maintenance/Buildings).
- By Rice Pool by fence- Flooding (re: Ineffective/Providing community leadership)
- I really only use the outdoor swim pools at Northside and Rice in Wheaton. Also the walking & bike paths. Perhaps in retirement years I can use more facilities or if indoor swimming is offered!

### **Cost / Price**

#### *Fitness Center/Group Fitness Classes/Personal Training*

- I would love to see more affordable exercise classes
- Too expensive (re: Group Fitness Classes). Expensive (re: Personal Training).
- Parks plus fitness center prices are too expensive + you do not have a pool. Pool hours should be extended + the season extended into September. Prices to take adult fitness classes are also too expensive. Partner with Winfield park district for residents who live in area 1.
- Fitness center also overprices.
- \$ & distance (re: Group Fitness Classes: Don't Use Don't Know)

#### *Rice Pool*

- Expensive (re: Rice Pool)
- For the taxes we pay, Rice Pool should be free!! It's ridiculous how much you charge for something we already pay for!!

#### *Arrowhead*

- Arrowhead golf course is very overpriced!!!!
- The prices at Arrowhead Bar are way out of line. Way too high.

### *Guest Passes*

- We feel that programs and daily passes (pool, gym, etc.) are fairly expensive. We would appreciate lower cost guest passes for grandchildren while they are in our household - approx. 4 weeks/year.
- Would like to have guest passes available for visiting relatives or friends for Parks Plus. Usually ~2 passes are given per year, but I would like more available. If a friend or a relative comes to visit for a week, offer a pass of 5 visits for free. For more visits offer a pass for a nominal amount - say \$2 per visit. (When my young adult daughters visit, it would be nice to be able to have them work out with me.) If the Park District is worried about too many people using this, try it for a year and see if it is a problem. Make it so that the member and guest have to come together so that someone doesn't just give the passes away. Have them sign in with the guest (or work out some system that would be effective to prevent abuse). Guest would have to be from out of town (show ID) for this pass use. Could also limit use to non-peak hours.

### *Other*

- Make Lincoln Marsh Ropes course more affordable for families
- We used to attend more programs but we have a handicapped child that takes most of our resources. We can only afford occasional programs. I'm sure there are others who can't really afford any.
- I went one time with grandchildren, it cost me about \$49 so I never went again. They said that was the cost (re: Cosley Zoo).
- You charge more to join the Wheaton Park district than some nice health clubs.

### **Marketing and Advertising**

#### *Program Guide*

- I like the present Program Guide
- I love the Program Guides, but I believe we need to be better by use of email & websites
- Not everyone is internet savvy in older generations and opting in to subscription is a barrier to widespread participation. This could decrease program enrollment affecting other more proactive residents adversely
- I will appreciate if you stop sending me your GUIDE (waste of money and paper)
- Have some hard copies (re: How do you want to receive our Program Guide/Same guide but print fewer each season and send emails/postcards)
- I live in Wheaton and never get the program.

#### *Website*

- Re: Question 4- My answer might have been different if the registration website were better. It is functional but not user-friendly on desktop and almost completely impossible to use on mobile (at least with an Android phone). I like the printed catalog because it is very easy to browse + compare different programs.
- Website is not user friendly.
- WPD website is horrible and hard to use.

#### *General Promotion*

- I would definitely be more likely to see events happening at the Wheaton Park District if they were subtly advertised at places like Starbucks or, if developing an app is out of the question, perhaps using Groupon, Amazon Local, EventBrite to bring in the crowds would be helpful. Then



once they are there, offer them options to be able to get subsidized memberships or group passes once they enroll as new members.

- Send more residents emails also letting residents know of upcoming events they may want to participate in. Once a week at least!
- I feel the Park District needs to do more to promote (PR) the successes of the youth sports leagues. A little PR regarding the successes of the Wildcats/Thunder softball/basketball teams would go a long way toward increasing enrollment.

## **Taxes**

### **No Tax Increase**

- We love Wheaton and its parks and facilities! However, the taxes are already very high and we don't want to see an increase in tax rates to fund additional programs or facilities. We are blessed with great features + programs.
- Strongly oppose development that increases taxes. Be creative as you consider adding programs & don't hesitate to cut programs, allowing development of similar private-sector programs.
- I think it important to keep current facilities maintained/updated. Adding new projects with additional tax increase is not something I am a proponent of. Our taxes are high enough and my children are mostly grown - so not using the "children" programs anymore.
- Wheaton Park District is great but like any government tax funded entity - it must lower the burden on taxpayers and find ways to become more efficient. The mailings should absolutely be eliminated. Savings should result in lower taxes, not more spending.
- Work to modify with what exists
- I'm a senior citizen, recently retired, that cannot simply afford any additional property tax increase. Please!
- The property tax is too high!
- No tax increase!
- Do not raise my taxes! Leave the levy alone.
- Real Estate taxes in our area just went up by 11% (re: tax increase)
- Taxes too high already!
- Taxes high already
- NO ("tax increase" underlined)
- There is no need for a tax increase! IL taxes are high enough.
- I question if this is needed. The amount of \$ WPD has isn't used.
- 9 cents of every \$1, or 9% of all taxes paid is a lot. The Park District should be able to average within the level of revenue.
- I don't feel like my family should have to pay additional taxes for Park District projects because all my kids attend Catholic grade and high schools- so we already pay taxes on education which is a service we don't use. While we believe the county should acquire more land for use of green space we really are not eager to pay for it.
- The schools are going to ask for money soon so that needs to be our priority until that is settled the park district should wait on asking for a tax increase.
- I really feel like the taxes we have paid to the park district over the years have exceeded the benefits that we have received. Now that our children are grown, we definitely do not reap benefits commensurate with the high property taxes
- Eliminate Park District Tax for those that don't use it.

- The WPD receives more in taxes than any other district. The tax rate is way more than others. It is time to lower tax rate, especially since it was increased with lies.
- I am strongly against tax increases for facility/program improvements. Those who do not use the facilities should not be charged for them.
- Wheaton has too good of a park district! We need to reduce costs and reduce taxes. Cosley is over improved. The community center and Arrowhead are like private clubs. This survey just asks if residents want more; everybody wants more! You have one line that asks about no increase in tax. No where do you ask about reducing tax and services!
- If this is coming from the University of Illinois study or "liberals or progressives" I know my taxes will increase!!! Illinois is number one for property taxes (USA) and have 118 billion behind in pension costs!!! No new taxes!!! What did this study cost??? More money wasted!!!
- Illinois has the 2nd highest property taxes in the nation and is #1 for people leaving the state. Numerous news stories have documented how property taxes are hurting families. Do you people live in a bubble? NO MORE TAXES!!

#### *Support for Specific Projects*

- I'm not willing to have a tax increase for anything other than indoor pools. I'd love to see water aerobics & lap lanes. I think for the amount of property tax we pay to support the Park District, it's very expensive for fitness center membership & classes. Consider dropping it for a fitness center w/ indoor pools, as not any more expensive.
- Tennis Courts (Re: Support tax increase for land acquisition)
- Would need to better understand why. For whom, etc... before agreeing to increase

#### *Offsetting Taxes*

- Generally I do not support tax increases but I feel our facilities are not nearly as nice/robust as area communities. Also facilities can charge admittance/membership fees to offset taxes.
- Increase or add user fee's - no sense in building/maintaining specialty facilities on the back of the tax payer. Charge the users.

#### *Issues and Opportunities*

##### *Cosley Zoo*

- I think it is reasonable to expect that some programs have a usage fee (admittance for example), but caution should be used so that some less affluent residents are not priced out of valuable experiences. For example, children should be admitted for free to Cosley Zoo, but a "nominal fee" of under a dollar would be appropriate, not one of \$5 that might become a burden for a family with repeat visits.
- Under 2 stay free (re: Charging fee for children to enter Cosley Zoo).
- Isn't this already budgeted for? What is "nominal" Not all residents are affluent to afford level admission as a family (re: charging nominal admission fee for adults to enter Cosley Zoo).
- Didn't know this (re: Adult Residents enter Cosley Zoo free of charge) I was quoted a \$ entrance fee and have stayed away for that reason.
- Last time I was there Adults Pd (Re: Charging admission for Resident adults to enter Cosley Zoo)
- Really? Not what the sign says at the entrance (re: children enter Zoo free of charge).
- Don't change Cosley (re: tax increase/modernization of Cosley Zoo)

##### *Leasing Land to a Hotel Developer at Arrowhead*

- Sounds interesting!

- Arrowhead covers it's costs/makes money don't ruin that by building a hotel. Hotels in area struggle and Arrowhead would be a destination only for event use. you'll never fill it.
- If it looked good and fit into the site and was not too big have it build its own bar
- Only if it is adjacent to the club and does not have its own restaurant food, encourage use of Arrowhead for all amenities
- That should not be publicly funded
- More revenue for Wheaton?

#### *Selling Facility Naming Rights*

- I understand the funding incentive, but the goal should always be to serve tax payers with their own tax money first without introducing competing interests.
- Terrible idea no taxpayers subsidize things that compete with local business please
- How much? that's a lot, should be a good price

#### *Renovate the Barn at Seven Gables*

- Fun idea
- Great idea/who would use it? Competes w/ Arrowhead
- Great idea! Love it Community garden!

#### *Adding Warm Water Therapy & Lap Pool to Community Center*

- If cost effective
- I would like it but don't know enough pro/con

#### *Other*

- Was not with my kids now (re: Wheaton Park District is important to my Household)
- I would think too expensive (re: using a chiller to extend skating opportunities)
- Make this the priority (re: protecting open space/providing community leadership)

#### *Programs Wheaton Park District Should Develop or Expand*

- Water aerobics!
- During year (re: Instructional Swim Lessons)

#### *Facilities Wheaton Park District Should Develop or Expand: Indoor Pool*

- Indoor Pool facility would be very welcomed!
- An indoor, all-season pool would be great.
- Generally, I think the Park District does a very good job of providing a variety of facilities & programs for our citizenry. Indoor water facilities is the most obvious shortfall.
- I think an indoor pool in Wheaton would be a fantastic addition. My husband and I would switch our gym membership to be members at Parks Plus Fitness if there was an indoor pool we could use.
- I would love an indoor lap pool! Then I'd give up my gym membership! Thank You!
- It's ridiculous that in a town as large as Wheaton that neither high school nor the city has an indoor pool. Neither high school even has an outdoor pool!
- We'd really like an indoor pool facility where you can pay as you go. No expensive memberships required, just a ticket at the door. Would be great for our cold winters! ... (Opinion/Warm water therapy & lap pool) Indoors? I hope so!
- \* would love to have a lap pool (year around) ... available.

- We would really like an indoor pool for lap swimming and open swim times with families, preferably close by to where the community center is. Wheaton falls behind Carol Stream and Glen Ellyn with a lack of an indoor pool and indoor sports facility. Would also love to have something similar to Nike Park in Naperville where we can have soccer/baseball tournaments. An affordable indoor pool is the main reason we go to other park districts. The facility in Carol Stream (Fountain Square) may be a good model to look at for this purpose. Otherwise, we have been mostly pleased with the Wheaton Park district despite our less frequent use in the past year. We used it a lot when our child was 2-4 to try new sports/dance/etc. and the zoo. Now we value unstructured time more - at district parks and on the Prairie Path/regional trails. Also, the kite festival is unique fun each year, and we hope that continues!
- I am so glad there is consideration for an indoor pool.
- Would love an indoor pool. Also maybe an advance purchase/lower rate for outdoor pool membership--the non resident member rate at Centennial in Naperville is lower than the resident rate in Wheaton for a single adult

*Facilities Wheaton Park District Should Develop or Expand: Indoor Sports Facilities*

- The idea of an indoor sports facility is exciting! Especially since it feels like winter seems to encroach our warm weather seasons.
- In principle we believe that we do need an indoor field house (like Ackeman in Glen Ellyn) and more green space, however we don't believe trees should be destroyed to accomplish this (and we don't want taxes increased). For example: the Forest Preserve tore down dozens of trees to build a huge office building! That is absolutely mortifying!!! There are plenty of ancient ugly buildings on Roosevelt Road that would be prime location for a field house...or how about adding green space where an ugly building! I realize, of course, that all citizens want more, but don't necessarily want to pay for it. If, however, we received a tax credit for Catholic schools then we would be in favor of a tax increase to support some of these measures.
- Ackerman or Sportsplex in St. Charles - good examples! (re: indoor sports fieldhouse)

*Facilities Wheaton Park District Should Develop or Expand: Other*

- No (re: Winter Shooting Range at Arrowhead)
- Interesting use of space (re: Winter Shooting Range at Arrowhead).
- Seven Gables (re: Parking lots at Athletic Fields)
- Expand @ Northside (re: Outdoor Basketball Courts).
- I think they (WPD) are ideal for the historic theatre. It could be such a \$ maker for the downtown & value add to our city.
- More in north

*Which Projects Would You Support with a Tax Increase?*

- What we have now is great
- Noni

*Miscellaneous*

- Focus on maintaining key areas of service. If you want to develop or expand areas then you should reduce ineffective or superfluous areas and programs in order to keep on budget.
- Park District entities should work smart with the existing resources. Like any other business, the Wheaton Park District needs to develop solid business plans, work with the existing budget, and only expand opportunities to citizens if the plans fall within current budgetary constraints. Stop asking for more money. Rather, conduct solid, assessments of current offerings and eliminate

existing programs to make room for any new desired offerings. Cannot offer everything for everyone.

- Consider partnering with other local Park Districts to cut costs & expand program selection at a reasonable cost. Charge more for non resident participation within Park District
- Why only questions to increase facilities/programs? Why not consider deleting facilities/parks/programs. There is redundancy between local govts. and private programs.
- You can do better but this does not cost money, you're leaders need to improve and do a better job, the parks could be cleaner and spruced up. More effort!
- Sell North side pool - it is obsolete - unneeded - use proceeds to fund projects - ensure all employees wear name badges - ID - do more with less - like everyone else has too - do not raise taxes
- With a stagnant population and no areas for future development, an aging demographic and no manufacturing to provide greater tax revenue it would be unwise to add more land and expensive programs
- The Arrowhead area should be paying Park District taxes. I hope there is a maturity date on their no-Park District tax status. There is too much room for abuse of resident status in the current system.
- DuPage County real estate taxes make it impossible for us to stay here in retirement- and of course the state of IL is a financial disaster- so we plan to move to AZ or FL within the year- sad to leave family, friends, neighbors & home, but with the cost of schools, govt & healthcare (& eldercare), we'll have a better quality of life in another state.
- Whatever happened to the grant for Kelly Park?
- Do not be like Glen Ellyn!
- How much money is the park district currently sitting on?
- Rather than mail this out, just send out survey monkey link via email.
- Just because we are served by the Wheaton post office does not mean we live in Wheaton. Please do a better job of targeting your mail to people who are in the City of Wheaton... We live in unincorporated DuPage County. We are not in the Wheaton Park District.
- I live in an unincorporated area.
- Long survey

#### *Not Using Wheaton Park District*

- I am relatively new to Wheaton and have yet to take advantage of the many programs and facilities available. I hope to be more involved this year.
- We will probably explore Wheaton Park District facilities & program offerings more as our baby grows. As a working couple, we had little free time to devote to using park facilities.
- We used the P.D. all of the time when our boys were young. They played soccer, baseball, football and did summer camps. They loved the pool, but as years go on we do not use it, but I run on track 3 days a week during the winter. My husband teaches so he works out at school but plays in 2 leagues (basketball) through some guys who meet at churches. We do play golf will drive up to 2 hours in the summer to play cheaper. I hope this helps. We love living in a community with a strong park district just not in the time of life to take full advantage of it.
- My answers reflect a household with older children. When our children were young we used the park district extensively. Currently, we are members of the YMCA and are extremely pleased with the programs & facilities there.
- Children and grandchildren using facilities.
- I am 84 years old and am unable to take advantage of the many programs/ activities offered.

- I am almost 88 years old with partial disability so many programs are not for me. However, they should be provided for others.
- Not well enough to walk any where but I use to use all park services (re: how many times does your household utilize other providers)
- I live alone, am old, crippled, can't go to parks- so I didn't fill this out. Sorry! Other than 2 years (68-70), I've lived in Wheaton since 1963. I love Wheaton, a great place to raise children and live all around.
- Love all the nearby forest preserves. Use them multiple times each week. The Park district has very little to offer us. We are very good at coming up with our own hobbies.
- I want to go to park district facilities however, I struggle cause I'd prefer more privacy in gym and it doesn't exist. I don't like being "in open"- my struggle I know but that's just me. Don't feel comfortable, almost feel intimidated, would be nice to be more alone to exercise till I was more comfortable. Thanks you.
- I belong to the Wheaton Sports Center so I don't use the Park District much. I am still willing to support a good Park District.
- We live in Wheaton, but primarily use Glen Ellyn park District due to our home location.

# Appendix

**Survey Participation Letter**

Dear Resident,

The Wheaton Park District board and staff have contracted with the University of Illinois to conduct a survey to:

Understand your current opinion of park district programs, services and facilities;

Obtain community information to help create short-term and long-range plans for the Wheaton Park District.

Your feedback is very important and will be used to develop strategies for serving you and your family more effectively in the future. The survey is designed for easy completion and will take approximately 10-15 minutes to finish. Please consider the views of your entire household when answering the questions. Written comments are welcome and spaces are available for these comments on the survey. If you have any questions about the survey, please feel free to contact Jarrod Scheunemann, University of Illinois at Urbana-Champaign at (217) 265-5296.

Your feedback is confidential. The survey results will be grouped together and will not identify any individual answers or comments. The University of Illinois will write a formal report that will be available through the park district for your review upon completion of the project.

For your convenience, we have included a postage paid business reply envelope for returning your completed survey by April 22. An online option is also available for your convenience at:

<https://www.surveymonkey.com/r/wheatonpd2016>

Once again, thank you for your help in this very important project.

Sincerely,

Jane Hodgkinson  
Board President

Mike Benard  
Executive Director





# 2016 Wheaton Park District Attitude & Interest Survey

**Project Coordinated By: Office of Recreation & Park Resources, University of Illinois**

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

Household Participation	More than 25 times	11-25 times	6-10 times	1-5 times	None
Wheaton Park District Programs					
Wheaton Park District Indoor Facilities					
Wheaton Park District Parks and/or Natural Areas					
Wheaton Park District Playgrounds					
Wheaton Park District Outdoor Athletic Fields and/or Courts					
Wheaton Park District Special Events					

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

Service Provider	More than 25 times	11-25 times	6-10 times	1-5 times	None
Neighboring Park Districts					
Forest Preserve District of DuPage County					
Private/Commercial (country club, private fitness center etc.)					
YMCA					
Church Affiliated Recreation Activities					
Cantigny					
Arboretum					
Other? (please list):					

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

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Park District Program Guide           | <input type="checkbox"/> Cable Community Channel | <input type="checkbox"/> Park District YouTube        |
| <input type="checkbox"/> Newspapers                            | <input type="checkbox"/> Radio                   | <input type="checkbox"/> Chamber of Commerce          |
| <input type="checkbox"/> Flyers at Park District Facilities    | <input type="checkbox"/> Friends and Neighbors   | <input type="checkbox"/> Downtown Wheaton Assoc.      |
| <input type="checkbox"/> School E-School Bag                   | <input type="checkbox"/> Park District Staff     | <input type="checkbox"/> Lions Club                   |
| <input type="checkbox"/> Signs or Banners in Parks & Buildings | <input type="checkbox"/> Park District Emails    | <input type="checkbox"/> Rotary Club                  |
| <input type="checkbox"/> Movie Theater Previews                | <input type="checkbox"/> Park District Website   | <input type="checkbox"/> Kiwanis Club                 |
| <input type="checkbox"/> City of Wheaton E Newsletter          | <input type="checkbox"/> Park District Facebook  | <input type="checkbox"/> Milton Twp. Sign on Main St. |
|  | <input type="checkbox"/> Park District Twitter   | <input type="checkbox"/> Other? _____                 |

4. **HOW DO YOU WANT TO RECEIVE** our Program Guide? - Wheaton Park District prints a detailed 65 page Program Guide/Catalogue to inform residents about its services and programs 5 times each year. Each of the 5 print runs consists of 31,000 Program Guides. A service is used to deliver the Program Guides to the nearly 30,000 addresses within the boundaries of the Wheaton Park District 5 times each year. Please provide your opinion regarding possible changes to how we inform Residents. *(Check the option you like best.)*

- Continue as described above
- Mail postcards and emails that direct Residents to a website version of the Guide – Do Not Print Any Guides
- Create and mail a much shorter guide to all households each season with details to be found at the District's Website
- Same Guide but print fewer each season and mail them only to those that want them
- Same Guide but print fewer each season and send emails / postcards to Residents advising them about pick up sites
- Other? \_\_\_\_\_

5. Please rate your household's general level of **SATISFACTION** with the Wheaton Park District's programs.  
(Check one box for EACH area listed.)

Program Service Area	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use Don't Know
Athletic Programs, Leagues, or Camps					
Group Fitness Classes					
Personal Training - Fitness					
Youth Cultural Arts Programs					
Dance / Drama / Music / Art					
Pre-Schools & Early Childhood Programs					
School-Age Programs & Day Camps					
DuPage County History Museum Programs					
Leisure Center Programs & Trips					
Lincoln Marsh Nature & Adventure Programs					
Cosley Zoo Early Childhood & Youth Programs					
Adult Education, Recreation & Varied Interest Classes					
Arrowhead Golf Lessons - Group					
Arrowhead Golf Lessons - Private					
Swimming Lessons & Swim Team					
Teen Trips & Programs					
Western DuPage Special Recreation Assoc. Programs					
Days and Times of Programs and Activities Offered					
Overall Satisfaction with Programs					

6. Please rate your household's general level of **SATISFACTION** with the Wheaton Park District's facilities.  
(Check one box for EACH area listed.)

Park District Facilities	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use Don't Know
Baseball fields & Softball fields					
Football fields / Lacrosse fields / Soccer fields					
Tennis courts					
Basketball courts					
Walking Paths					
Picnic Shelters					
Arrowhead Banquet Facilities					
Arrowhead Bar & Restaurant					
Arrowhead Pro Shop					
Arrowhead Golf Course					
Arrowhead Driving Range					
Central Athletic Complex					
Skate Park at Clocktower Commons					
Mini-Golf at Clocktower Commons					
Community Center					
Rathje Park Preschool Building					
Toohy Park Preschool Building					
Toohy Park Safety City					
Cosley Zoo					
DuPage County Historical Museum					
Leisure Center					
Lincoln Marsh Teams & Ropes Course					
Rice Pool & Water Park					
Northside Family Aquatic Center					
Northside Park Girl Scout Cabin					
Northside Park Warming Shelter near the Sledhill					
Northside Park Boy Scout Cabin					
Parks Plus Fitness Center					
Overall Satisfaction with Facilities					

7. Please rate your household's general level of **SATISFACTION** with the Wheaton Park District's General Maintenance and Care of Facilities and Parks **(Check one box for EACH area listed.)**

<b>General Maintenance &amp; Care of Facilities</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>Don't Use Don't Know</b>
Interiors of Building & Facilities					
Exteriors of Building & Facilities					
Parking Lots					
Playground Equipment					
Walking Paths					
Athletic Courts – Basketball / Tennis					
Athletic Fields – Baseball / Softball / Football / Soccer / Lacrosse					
Ponds					
Natural Areas – Wooded / Prairie / Wetlands					
Overall Litter Management					
Overall Tree Management					
Park Landscaping – Turf /Plants / Shrubs / Flowers					
Overall Satisfaction with Maintenance & Care					

8. Please rate your household's general level of **SATISFACTION** with the Wheaton Park District's Staff and Commissioners. **(Check one box for EACH area listed.)**

<b>Park District Staff &amp; Commissioners Are you Satisfied with the Service they Provide?</b>	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>	<b>No Contact with</b>
Staff at the Park Services Center - 1000 Manchester					
Staff at the Community Center					
Staff at Lincoln Marsh					
Staff at Rice Pool					
Staff at the Central Athletic Complex (Gyms at Naperville & Roosevelt)					
Staff at the Parks Plus Fitness Center					
Staff at Northside Pool					
Staff at the Leisure Center					
Staff at the Prairie Office Building					
Staff at the Toohy Park Building & Safety City					
Staff at the Cosley Zoo					
Staff at the DuPage County Museum					
Staff in the Arrowhead Pro Shop					
Staff on the Arrowhead Golf Course – Starters / Rangers / Beverage Carts / Half Way House					
Staff Serving you at the Restaurant & Bar at Arrowhead					
Staff Serving you at a Banquet or Event at Arrowhead					
Staff at Special Events					
Staff at the Mini Golf Course					
Staff I see Working in the Parks					
Program Instructors and Leaders for Classes in which our Household has Participated					
WDSRA Inclusion Staff Provided at Park District Programs at your Request					
WDSRA Program Leaders					
Department Leaders &/or Executive Director					
Board of Commissioners (elected officials)					
Overall Satisfaction with Staff & Commissioners					

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

Statement	Very Effective	Effective	Ineffective	Very Ineffective	Don't Know
Providing leadership in the community					
Working cooperatively with other units of local / regional government					
Partnering with area private sector businesses					
Partnering with charities, non-profits, & foundations					
Partnering with local service clubs (Rotary / Lions / Kiwanis etc)					
Attention to improving the health & wellness of area residents					
Serving people with disabilities					
Providing affordable recreational opportunities for Residents					
Offering a variety of special events					
Informing the community about the Park District					
Involving community in the planning of future projects					
Protecting open space					
Providing community leadership on environmental issues such as recycling, storm water / flood management, eco restoration, wildlife etc.					
Providing transparency as a publicly funded entity					

10. What is your OPINION regarding the issues and opportunities listed below related to the Wheaton Park District? Please indicate your level of agreement. *(Check one box for EACH statement.)*

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Do Not Know No Opinion
Park District Residents receive a good value for the Park District taxes they pay (approximately 9 cents of every property tax dollar you pay goes to support Park District operations)					
The Wheaton Park District is important to my Household					
The Park District should improve Memorial Park as a community event venue and war memorial / tribute to local Veterans					
The Park District should renovate the Barn at Seven Gables Park so the Public can access it for family, group and community events					
The Park District should improve the play features at Rice Pool & Waterpark					
The Park District should increase parking availability at Cosley Zoo					
The Park District should use a chiller rather than depend on weather conditions to extend /improve outdoor ice skating opportunities					
The Park District should sell facility naming rights for 3-5 years to businesses aligned with our mission, vision, and goals					
The Park District should explore leasing a parcel of land to a Hotel Developer & Operator at the Arrowhead Golf Club for the purpose of providing a local lodging venue for weddings, sports tournaments, business trips etc., to compliment food, beverage and golf sales at Arrowhead, and to contribute to the local economy.					
The Park District should consider charging Park District Resident Adults a nominal fee to enter Cosley Zoo to support the improvement of exhibits (currently Park District Resident Adults enter the Zoo free of charge)					
The Park District should consider charging a fee for children to enter Cosley Zoo to support the improvement of exhibits (currently all children regardless of residency enter the Zoo free of charge)					
The Park District should explore adding a warm water therapy & lap pool to the Community Center					

11. Are there FACILITIES that you feel the Wheaton Park District should DEVELOP (new) OR EXPAND (current)? IF SO, INDICATE which facilities your household would like to see developed or expanded by RANKING THE TOP 4 FACILITIES most important to your household. (ONLY place a 1 = top choice; 2 = second choice; 3 = third choice; & 4 = fourth choice.)

- Baseball and Softball Fields
- Platform Tennis Courts
- Pickleball Courts
- Synthetic Turf with Lighting
- Outdoor Basketball Courts
- Outdoor Tennis Courts
- Outdoor Petanque/Bocce Areas
- Outdoor Adventure & Ropes
- Disc Golf Course
- Indoor Golf Practice Facility

- Playground Equipment
- Small Neighborhood Parks
- Wildlife Areas/Natural Areas
- Preservation of Open Space
- Fishing Piers
- Picnic Shelters / Restrooms
- Parking Lots at Athletic fields
- Outdoor Fitness and Exercise Equipment

- Indoor Sports Facilities
- Indoor Warm Lap Pool
- Indoor Adventure Playground
- BMX Track
- Winter Shooting Range at Arrowhead
- Mini Golf Course
- Indoor Adventure Play Area
- Skate Park
- Other? \_\_\_\_\_

12. Are there PROGRAMS that you feel the Wheaton Park District should DEVELOP (new) OR EXPAND (current)? IF SO, INDICATE which programs your household would like to see developed or expanded by RANKING THE TOP 4 PROGRAMS most important to your household. (ONLY place a 1 = top choice; 2 = second choice; 3 = third choice; & 4 = fourth choice.)

- Adult Arts, Singing & Dance
- Adult Educational Opportunities
- Adult Fitness/Wellness Programs
- Adult Sports Programs
- Adventure & Travel Programs
- Senior Programs & Trips
- Early Childhood Programs

- Youth Art, Dance, Performing Arts
- Youth Educational Opportunities
- Youth Fitness/Wellness Programs
- Youth & Early Childhood Sports
- Teen Programs
- Tumbling Programs
- Adult Social, Trips, & Hobbies

- School's Out All Day Programs
- Instructional Swim lessons
- Water Fitness Programs
- Nature/Environmental Programs
- Archery/Fishing/Hunter Safety
- Special Event Partnerships
- Other? \_\_\_\_\_

13. WHICH of the following projects or improvements would you be willing to support with a park district tax increase? (Check all that apply.)

- Land acquisition and construction costs to develop an indoor sports fieldhouse facility with multiple synthetic turf multisport fields
- Land acquisition, construction and 50% operating costs for an indoor multi pool facility that includes warm therapy/lap pool and spas, a cooler competitive swimming pool, play features, locker rooms and adequate spectator seating
- Purchase open space at least 10 acres in size
- Major Renovation & Modernization of Rice Pool

- Major Renovation and Modernization of the Community Center
- Major Renovation and Modernization of Cosley Zoo
- Construction and 50% operating costs for a Nature Education Center
- The project I would support with a property tax increase: \_\_\_\_\_
- None I am unwilling to support a park district tax increase no matter the project or improvement

The following information will be used to describe different groups of households, which is helpful when addressing management and planning issues. Your answers will only be used for statistical purposes and classification. No data will be linked to personal responses.

14. Are you: (Check one)       Male       Female
15. What is your age range? (Check one)     Under 21     21-30     31-40     41-50  
     51-60     61-70     71-80     81 +
16. Which racial group best describes you? (Please check one)  
 African-American  
 Hispanic/Latino  
 American Indian or Alaska Native  
 White  
 Asian  
 Multi-Racial       Other? (please list): \_\_\_\_\_

17. Which best describes your family? (Circle one)

Single, no children (or in home)

Married/Couple, no children (or in home)

Single, with children

Married/Couple, with children

18. If you have children living in your home, please write in the number of child(ren) you have under each category.

\_\_\_ Under 2 years old    \_\_\_ Pre-School age    \_\_\_ Grade K - 2    \_\_\_ Grade 3-5  
\_\_\_ Middle School    \_\_\_ High School    \_\_\_ Over 18 years old

19. How long have you lived within the area serviced by the Wheaton Park District? \_\_\_ years (approximate)

20. What was your approximate **TOTAL HOUSEHOLD INCOME** before taxes in 2015? (Circle one number)

Less than \$50,000                      \$50,000 - \$99,999                      \$100,000 - \$149,999  
\$150,000 - \$199,999                      \$200,000 - \$249,999                      \$250,000 or more

21. Please share any additional feedback you may have below:

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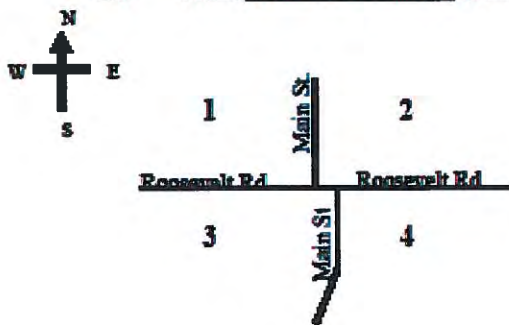
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22. Please CIRCLE the number of the area in which you reside.



**Thank you for your time and input!**

Please send to:  
Office of Recreation & Park Resources  
Huff Hall 104  
1206 Fourth Street  
Champaign, IL 61820