

2006 Oswegoland Park District Needs Assessment Survey

-Results-

Project #: CO22-016

November, 2006

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Background and Methodology

- In an effort to gain a better understanding of the community they serve, the Oswegoland Park District [OPD] surveyed a random sample of residents within their service area. The research was designed to evaluate the awareness, attitudes, and participation in the Oswegoland Park District offerings. Guideline, a local marketing research firm, was commissioned to process the returns and analyze the findings.

- A total of 4,000 surveys were mailed on September 20, 2006, with 25% (N=995) returned within 4 weeks.

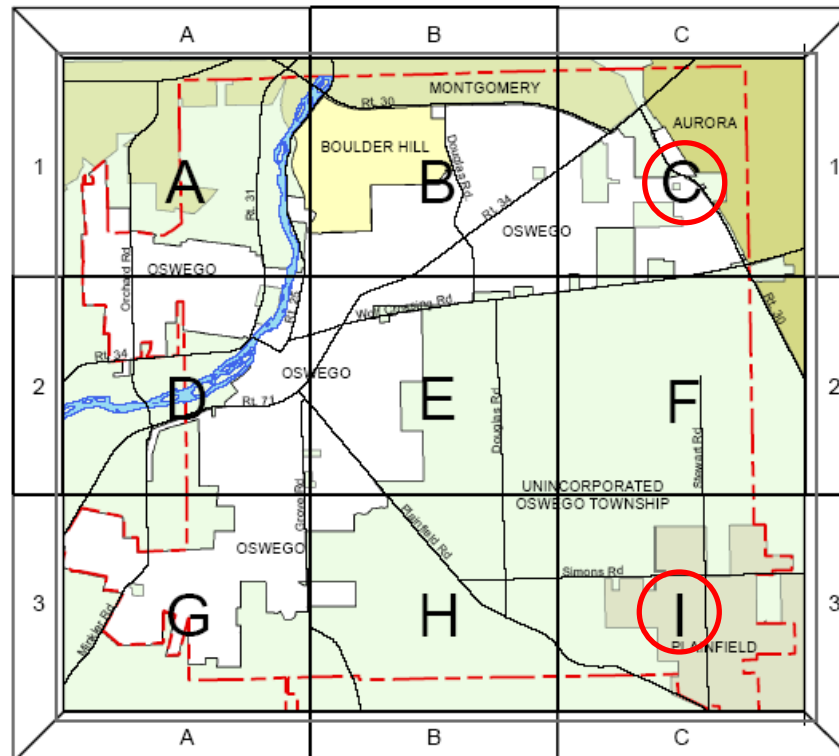
- A random sample of addresses were selected proportionate to the areas represented in the OPD service area. Following is the breakout of random mailings per area:
 - 78% to Oswego (3,100)
 - 10% to Aurora (400)
 - 6% to Plainfield (250)
 - 6% to Montgomery (250)

- To supplement the OPD homeowner's list and to avoid skewing the mailings to new homeowners, Guideline purchased random addresses from Survey Sampling International [SSI].

- These results will serve as a benchmark for future waves of this study.

Summary of Findings (Con't)

- Most residents feel it is convenient to visit a local Park District park, with 84% indicating that it is “very convenient” or “convenient.” Only two areas indicated relatively low convenience scores: Area C and I (70% and 64% respectively versus 83%-96% for the other areas).



Key Measures Summary

	<u>Total Sample (995) %</u>
<u>Overall Satisfaction w/Park District*</u>	
<u>Satisfied (Top-3-Box)</u>	94
Extremely Satisfied	13
Very Satisfied	52
Somewhat Satisfied	29
Not Very Satisfied	5
Not At All Satisfied	1
<u>Not Satisfied (Bottom-2-Box)</u>	6
Mean	3.7
<u>Satisfaction*</u>	
(Top 4 Offerings w/Highest Ratings)	
Park Cleanliness	86
Bike Trails	84
Fox Bend Golf Course	84
Park Amenities	80
<u>Whether OPD Programs Good Value</u>	
% Yes	86
<u>Opinion of 4.5% Property Tax</u>	
% Reasonable	78

	<u>Total Sample (995) %</u>
<u>Main Source of Program Information</u>	
Park District Brochure	81
<u>Participation</u>	
(% Have Used/Participated In Past Year)	
OPD Park	74
[Past 2] PrairieFest Festivals	61
Biking/Hiking Trails	58
OPD Program (any)	52
OPD Special Event	49
Civic Center Aquatic Park	33
Fox Bend Golf Course	24
<u>Interest in Services</u>	
(Top 4 Services Indicated as Highest Priority)	
Open Space/Natural Areas	19
Hike/Bike Trails	12
Fitness	10
Parks, Playgrounds, Picnic Areas	10
<u>Convenience of Visiting a local PD Park</u>	
% Very convenient/Convenient	84

PERCEPTIONS OF OPD

(Satisfaction, Value Perceptions & Convenience)

Satisfaction with Current OPD Offerings/Features

-Top-2-Box (Excellent/Good) Summary-

By Region: Among Those With An Opinion

	Oswegoland Park District Region									
	<u>Total</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>	<u>H</u>	<u>I</u>
	%	%	%	%	%	%	%	%	%	%
Park Cleanliness	86	83	89	79	90	85	NA	79	92	76
Bike Trails	84	85	87	70	83	86	NA	86	75	80
Fox Bend Golf Course	84	81	86	81	84	89	NA	81	NA	NA
Park Amenities	80	77	83	66	85	77	NA	72	77	70
Administrative Staff	78	72	84	67	76	78	NA	85	80	86
Customer Service Staff	78	77	80	67	79	76	NA	81	76	91
Program Instructors	78	73	79	74	79	78	NA	77	76	NA
Boulder Point Recreation Center	74	71	79	74	75	70	NA	75	NA	NA
Civic Center Aquatic Park	69	59	68	65	69	76	NA	77	68	NA
Recreation Programs	68	62	64	64	73	66	NA	64	67	67
Picnic Areas	67	65	70	49	69	68	NA	58	58	50
Competitive Ball Fields	66	57	67	54	69	66	NA	61	NA	40

OPD Value Perceptions

Oswegoland Park District Region

	<u>Total</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>	<u>H</u>	<u>I</u>
	(995)	(84)	(188)	(91)	(236)	(61)	(5)*	(50)	(29)*	(39)*
	%	%	%	%	%	%	%	%	%	%
Whether OPD Programs are a Good Value										
Yes	86	87	90	81	88	74	NA	84	86	87
No	8	8	6	12	6	13	NA	10	3	8
No opinion	6	5	4	7	6	13	NA	6	10	5
Opinion of OPD Share of Property Tax (4.5%)										
Reasonable	78	82	81	76	79	67	NA	82	86	79
Too low	10	6	10	13	11	16	NA	4	7	13
Too high	9	11	6	9	6	10	NA	12	3	8
No opinion	3	1	3	2	3	7	NA	2	3	-

***CAUTION: SMALL BASE SIZE**

NA= Not applicable due to extremely small base size

Convenience of Visiting a Local PD Park (Any)

Oswegoland Park District Region

	<u>Total</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>	<u>H</u>	<u>I</u>
	(995)	(84)	(188)	(91)	(236)	(61)	(5)*	(50)	(29)*	(39)*
	%	%	%	%	%	%	%	%	%	%
<u>Convenient (Net)</u>	84	83	89	70	91	88	NA	96	86	64
Very convenient	42	37	44	21	55	31	NA	58	48	41
Convenient	42	46	45	49	36	57	NA	38	38	23
Inconvenient	7	8	6	16	3	5	NA	2	-	18
Very inconvenient	1	2	1	2	2	2	NA	-	3	5

***CAUTION: SMALL BASE SIZE**

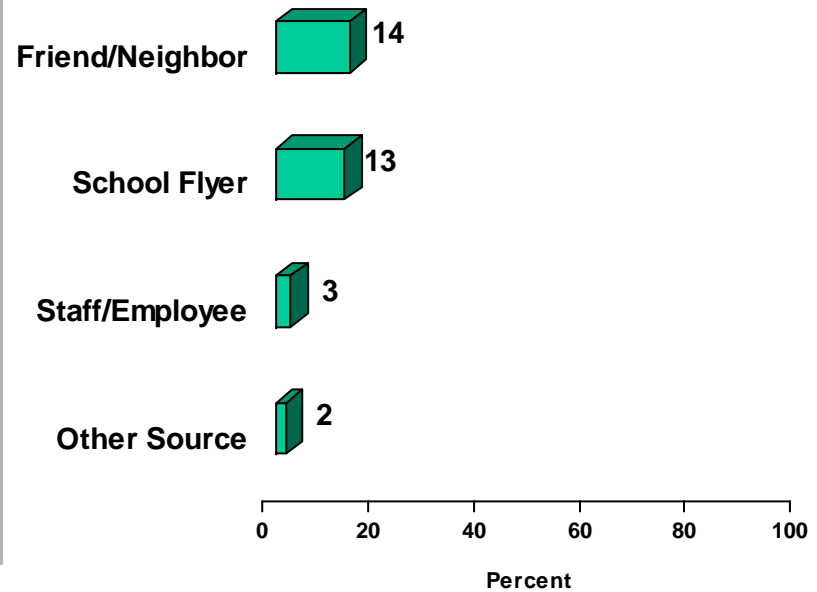
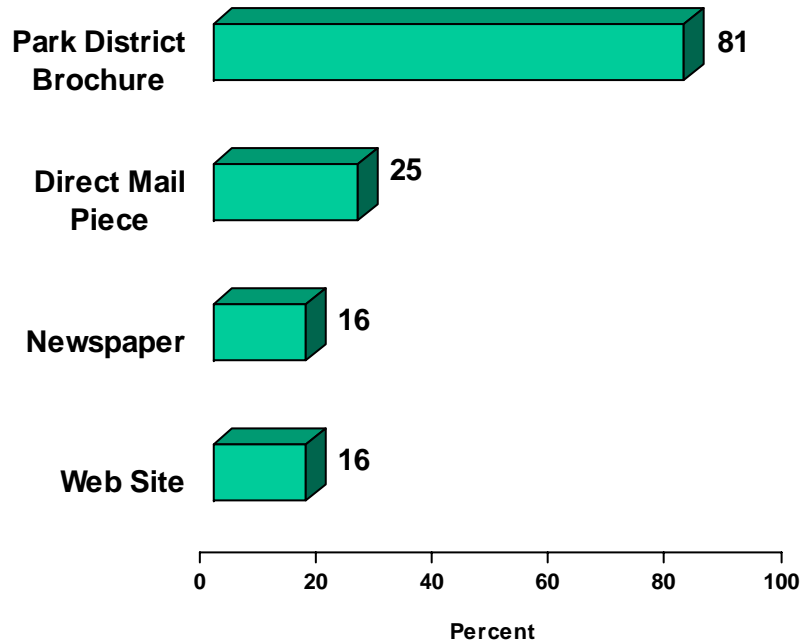
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AWARENESS

Sources of Program Awareness

-% Mentioned as Source-

Total Sample

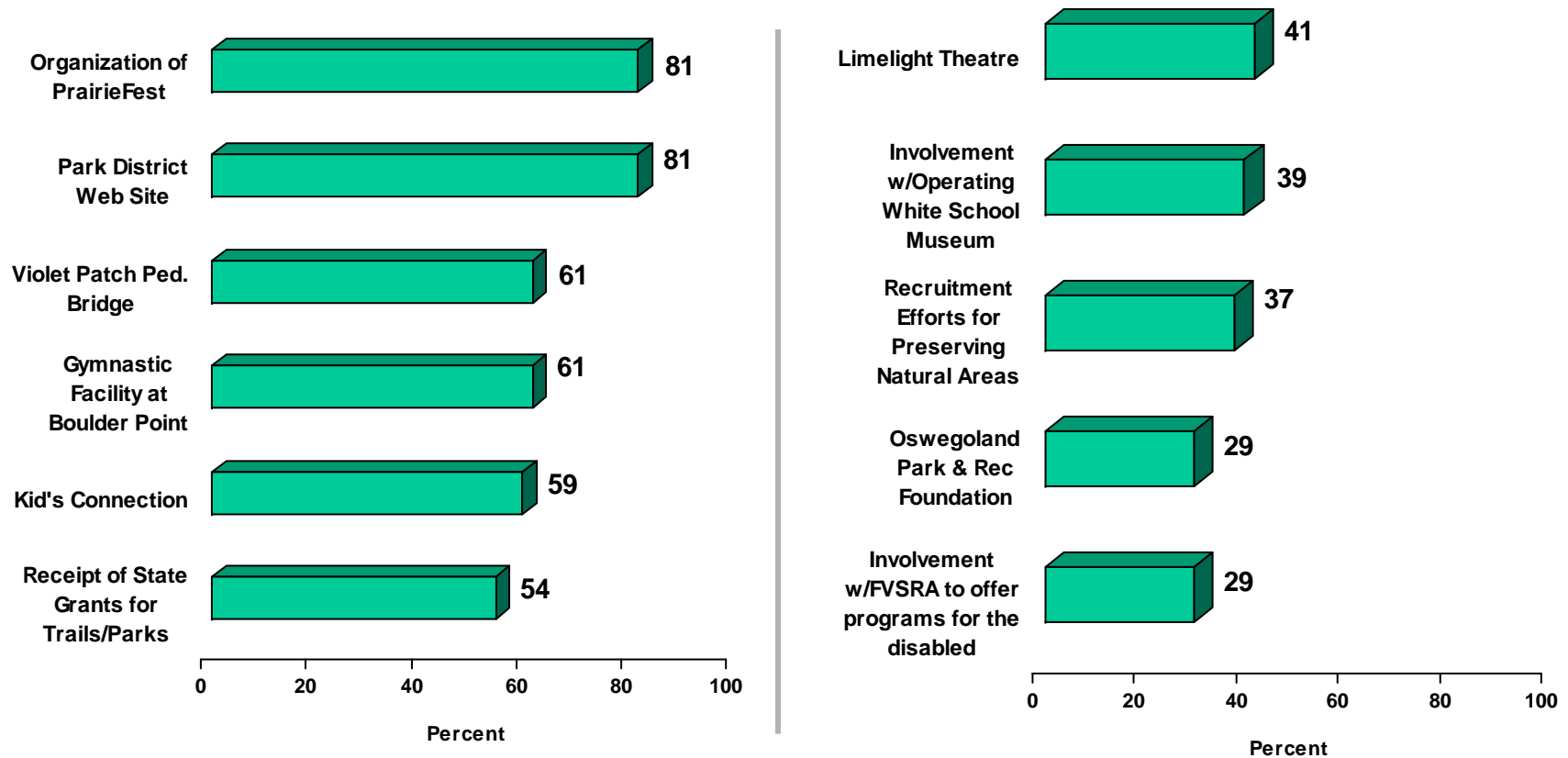


(N=995)

Awareness of Park District Offerings/Efforts

-% Aware-

Total Sample

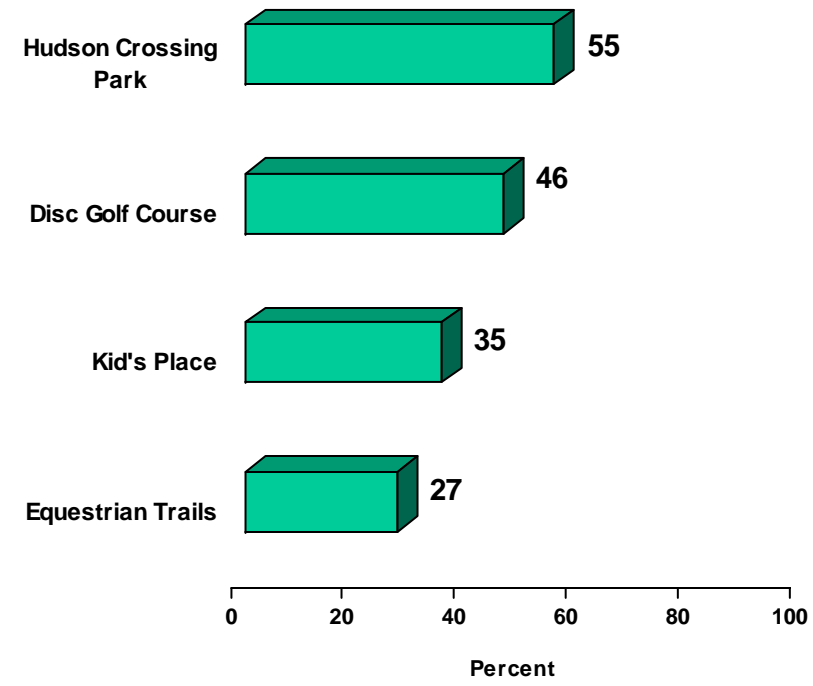
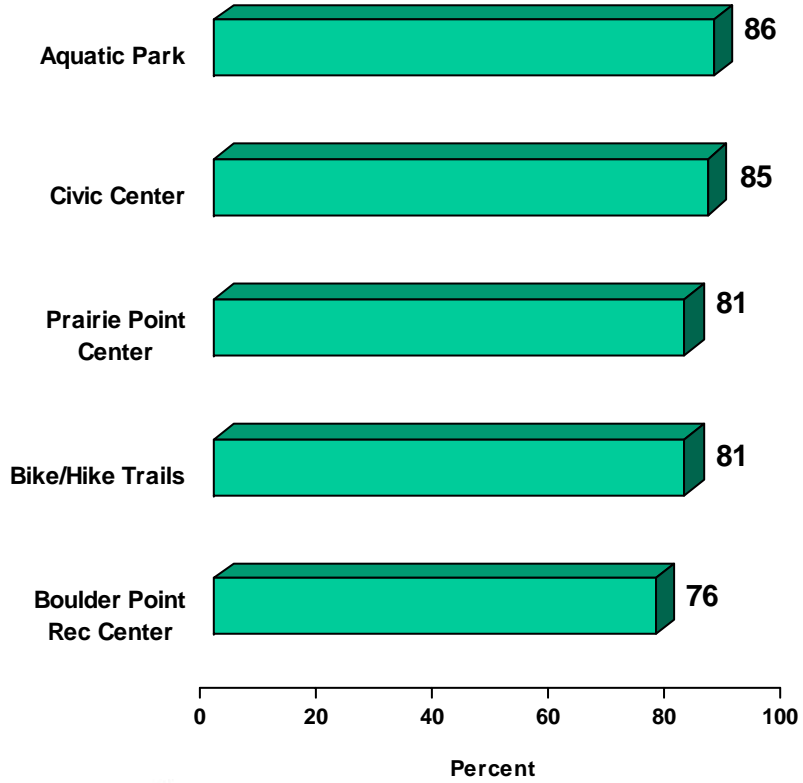


(N=995)

Awareness of Other OPD Ownership/Operation Responsibilities

-% Aware-

Total Sample



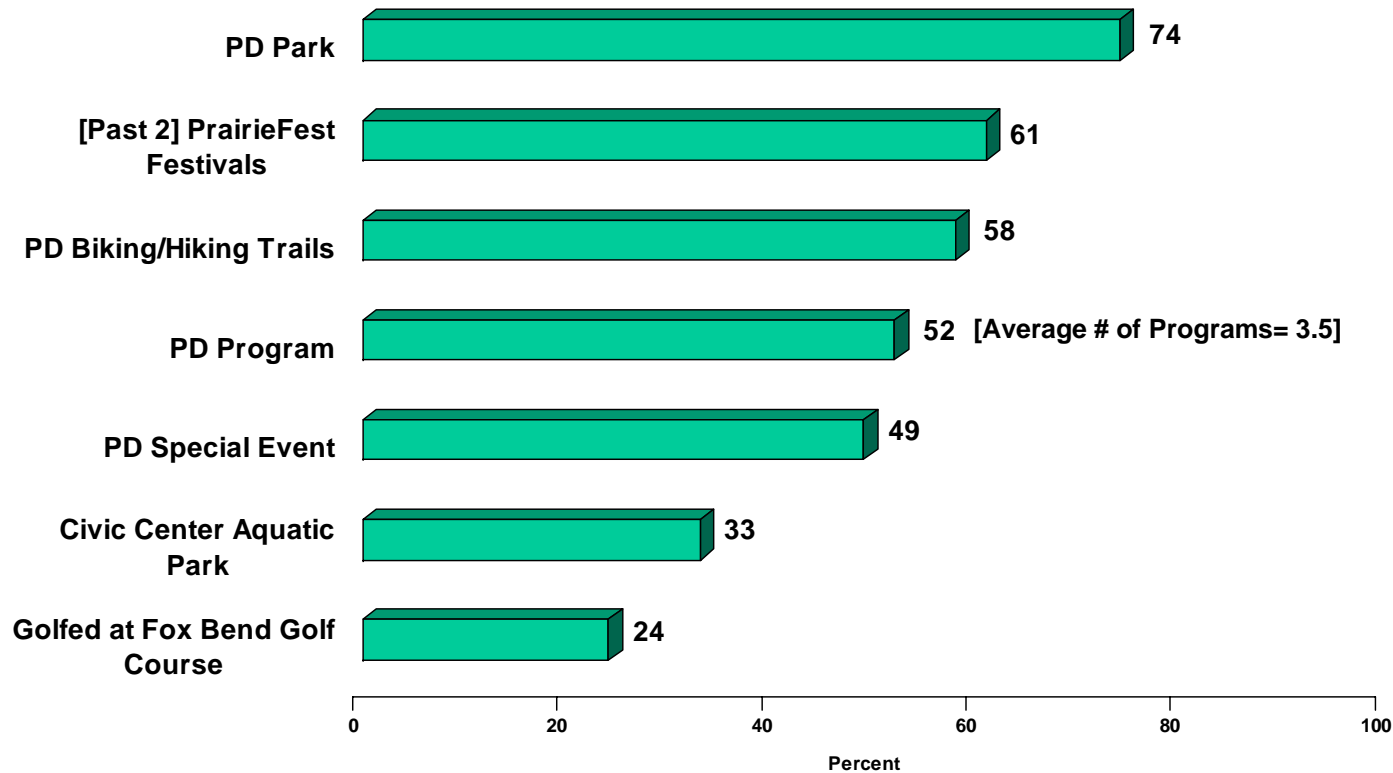
(N=995)

PARTICIPATION

Participation (Self or HH Member) in OPD Program/Facilities

-% Past 12 Month Usage-

Total Sample



(N=995)

FUTURE INTEREST / PRIORITIES

Interest in Potential New OPD Offerings

-% Who Would Be Interested In...-

By Region

Oswegoland Park District Region

	<u>Total</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>	<u>G</u>	<u>H</u>	<u>I</u>
	(995)	(84)	(188)	(91)	(236)	(61)	(5)*	(50)	(29)*	(39)*
	%	%	%	%	%	%	%	%	%	%
Additional Biking & Hiking Trails	84	83	85	84	85	82	NA	88	90	90
More Open Space	68	61	65	57	78	67	NA	72	66	67
Fitness Facility	67	75	70	76	66	56	NA	74	66	64
Theatre/Music/Art/Dance Programs	67	66	71	65	69	61	NA	72	79	59
Additional Gym Space for Sport Programs	60	66	60	69	60	51	NA	62	62	72
More Teen Programs/ Teen Center	56	61	60	47	60	41	NA	56	59	36
Educational Working Farm Site	49	49	49	43	50	41	NA	48	52	54

***CAUTION: SMALL BASE SIZE**

NA= Not applicable due to extremely small base size

SUGGESTED IMPROVEMENTS FOR OPD

Selected Open-End Comments

- Nearly half of the residents did not suggest an improvement for the Oswegoland Park District. Of the residents that did respond, many of them offered praise instead of a suggested improvement:

“You're working all the time to provide better and more inclusive services for our rapidly growing community. Thank you.”

“I think you are doing a great job! I have been so pleased with your dance & gymnastics instructors. I appreciate you offering babysitting for adult classes. Thank you!”

“I think the O.P.D. is doing a great job. I, myself, coach in the O.P.D. and think the staff is great. Keep up the great work.”

“I have always felt that O.P.D. was a good organization and did a good job.”

“I think we have a very good park service and it was a big moving point in our decision to move here.”

Selected Open-End Comments (Con't)

- A number of residents suggest adding a fitness facility:

“Build a state-of-the-art fitness facility with room for classes.”

“A fitness facility like Vaughn in Aurora that incorporates swimming, aquatics, sports programs, fitness programs, etc.”

“Build a real fitness center that includes a pool, exercise equipment, indoor track, etc.”

“Develop a fitness club such as the Eola or Vaughn facility. The accommodations for classes right now are pretty sad.”

“Improve/Expand fitness facility at Prairie Point.”

Selected Open-End Comments (Con't)

- There were a number of suggestions focusing on more open space:

“Acquire as much land for parks, playgrounds and bike trails. Our land for leisure is disappearing to subdivisions and commercial sprawl.”

“Be less aggressive in growth. Buy land now to build future infrastructure and programs as population grows and taxes permit.”

“Have more open space for our wild animals, trees, flowers and less building around our homes. Save some of our farm land.”

“Focus on open space and land/park preservation.”

Selected Open-End Comments (Con't)

- Some of the comments centered around the hiking/biking trails:

“Connect the hiking/biking trails with surrounding trail system.”

“Work with developers to have walking trails within the neighborhoods, so as to connect subdivisions. The Deerpath developments are a fine example of trail incorporations within subdivisions.”

“Continue to add and improve bike trails. We live on one and it is used all the time by all ages. It’s a wonderful asset. Please continue to add on.”

“I would like to see a hiking/biking trail along one side of route 31 from Oswego to Montgomery. There are many children over here and we need a safe way to Hudson park & the proposed train station to the north.”

Sample Composition

-1 of 2-

	<u>Total</u>
	(995)
	%
<u>Gender</u>	
Female	72
Male	26
<u>Respondent's Age</u>	
Under 35	24
35-54	52
55+	23
Mean	44.8
<u>Household Size</u>	
1-2	40
3-5	50
6+	4
Mean	2.9
<u>Presence of Children in Household</u>	
Yes	58
No	42

Sample Composition

-2 of 2-

	<u>Total</u>
	(995)
	%
<u># of Years Resided in Area</u>	
Less than 3 years	29
3-9 years	36
10 years or more	33
Mean (years)	10.1
<u>Computer Availability/Internet Access</u>	
<u>Yes, have computer in home</u>	
Have Internet access	92
Does not have Internet access	2
<u>No computer in home</u>	
	6
<u>Whether Ever Purchased from Internet</u>	
Yes	88
No	12
<u>Whether Ever Used OPD's Online Registration System</u>	
% Yes	32
<u>Whether a Registered Voter</u>	
Yes	91
No	8