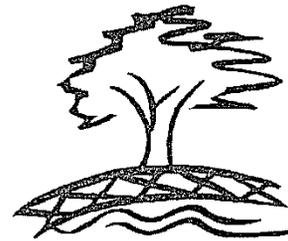


2009 Community Survey for Naperville Park District



Naperville
Park District

July 9, 2009

Richard Day Research, Inc.



Table of Contents

	<u>Page</u>
Methodology	3
Sample Demographics	5
Executive Summary	7
Implications	15
I. Community Issues	17
II. NPD Esteem, Strengths and Weaknesses	21
III. Usage of NPD Facilities	30
IV. Usage of NPD Programs	35
V. Priorities	42
VI. Initiatives and Willingness to Pay	58
VII. Information	63
Appendix I - Selected Verbatims from Q12: NPD Strengths	65
Appendix II - Verbatims from Q13: NPD Areas to Improve	73
Appendix III - Full Questionnaire with Frequency	80



Methodology

- This report is based on a telephone survey of n=500 heads of household in Naperville, Illinois
- Interviews were conducted by trained telephone interviewers between May 26th and June 4th, 2009
- Qualified respondents confirmed that they live within the incorporated city limits of Naperville
- All proper telephone survey research procedures were followed, including:
 - Random digit dialing, to include households with unlisted phone numbers
 - Contacting respondents during evenings and weekends (when adults are most likely to be home)
 - Multiple attempts at different times and different days (to include those who are seldom home)
 - Weighting the data by region, age, gender, ethnicity and education to the most recent U.S. Census data for Naperville (to ensure a representative sample to the population – see slide 4)
- Assuming no sample bias, the maximum margin of error for a sample of 500 is +/- 4.4% (at the 95% confidence level)
 - In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls



Methodology: Comparison of Sample Population to Census Data

- Final data was weighted to Census data from 2005-2007 American Community Surveys

	Sample Population		Actual Population
	Unweighted	Weighted	
Gender			
Male	42%	47%	48%
Female	58%	53%	52%
Age			
Under 35	8%	18%	22%*
35-44	20%	31%	27%
45-54	30%	27%	26%
55-65	22%	14%	15%
65+	20%	10%	10%
Ethnicity			
White	86%	80%	81%
Asian	7%	12%	12%
Other	7%	8%	7%

* Adjusted for head of households

	Sample Population		Actual Population
	Unweighted	Weighted	
Region			
Northwest (region 1, 3)	29%	39%	39%
Northeast (region 2, 4)	19%	15%	16%
Southwest (region 7, 8)	29%	29%	28%
Southeast (region 5, 6)	23%	17%	17%
Education			
Less than HS diploma	2%	3%	3%
High school graduate/GED	8%	11%	11%
Some college	17%	21%	22%
Bachelors Degree	37%	38%	38%
Graduate school	36%	27%	26%



Sample Demographics

County	
DuPage	70%
Will	30
Region	
Northwest (NPD regions 1 and 3)	39%
Northeast (NPD regions 2 and 4)	15
Southwest (NPD regions 7 and 8)	29
Southeast (NPD regions 5 and 6)	17
Years living in Naperville	
5 and under	29%
6-10	24
11-15	16
16-25	17
26+	14
<i>Mean</i>	14
<i>Median</i>	10
Gender	
Male	47%
Female	53

Age	
Under 35	18%
35-44	31
45-54	27
55-64	14
65+	10
<i>Mean Age</i>	47
Children	
% with children in HH	55%
% without children in HH	45
Children's Ages	
Age 5 or Younger	21%
Ages 6-10	23%
Ages 11 to 17	32%
Registered Voter (self-reported)	
Yes, registered	83%
No, not registered	17



Sample Demographics

Level of Education	
Less than high school	3%
High school only	11
Some college	21
B.A.	38
Post B.A./Graduate School	27
Race	
White	80%
African American	3
Asian	12
Some other race	5
Hispanic Ethnicity	
Yes	3%
No	97
Total Household Income	
Less than \$75,000	20%
\$75,000 - less than \$100,000	16
\$100,000 - less than \$150,000	19
More than \$150,000	23
Refused	22

Executive Summary/Key Findings



Executive Summary

- The Naperville Park District (NPD) is held in high regard among residents *p. 22-23*
 - Very strong esteem ratings overall (7.7) on a 0 to 10 scale
 - Nearly unanimous awareness (96% familiar)
 - No segment is dissatisfied with NPD overall (lowest score = 6.5 on a 0-10 scale)

- Similarly, residents list parks and recreational programs/opportunities among the attributes they appreciate most about Naperville *p. 18-19*
 - Local public schools and local services (streets, police, fire) are equally valued

- While residents value the District, other local services/attributes contribute more to the overall desirability of living in Naperville, primarily the quality of local schools, and lack of crime *p. 20*
 - Parks and recreation are mentioned less often (but equally with other attributes such as local services, local economy, property taxes, etc.)

- Of the attributes tested, residents are clearly least satisfied with property taxes *p. 20*
 - Nearly half (48%) are dissatisfied overall, and another 23% are neutral

- Still, in general, four out of five residents feel the NPD represents an excellent (33%) or good value (48%) given the range of services and programs it offers relative to the amount of property taxes paid *p. 29*



Executive Summary

- Residents most appreciate the programs that NPD offers, especially the overall variety and number of programs and the youth programs *p. 25-26*
 - Residents also appreciate well-maintained facilities, parks, and the abundance of open space

- The relatively few who give the District unfavorable or neutral ratings (15% overall) tend to cite a wide range of issues (no clear consensus): *p. 27-28*
 - Concerns about specific facilities (e.g., overall upkeep, losing garden plots to lacrosse fields)
 - District administration and staff (e.g., perceptions that the District spends too much, turnover in the Executive Director, politics, etc.)
 - Fees for programs (too expensive)
 - Programming (e.g., want more for children, more for seniors)

- The issue of an indoor recreation facility was seldom mentioned among disliked features of the NPD (4% supported the facility, 2% were opposed) *p. 27-28*



Executive Summary - NPD Facility Usage

- Virtually everyone surveyed (9 out of 10) report visiting an NPD facility in the past twelve months *p. 31-32*
 - This is very high compared to usage from other Park District surveys
 - Most of these visits are attributed to the Riverwalk (63%), followed by Centennial Beach (a distant second at 23%)
 - Many other facilities are visited by 9% to 17% of respondents (e.g., Rubin Center, Springbrook Golf Course, Barn Recreation Center, etc.)

- Among the few who do not visit NPD facilities: *p. 33-34*
 - Most attribute their non-usage to a lack of need (e.g., no children, just not interested), busy schedules, or age/mobility issues
 - About one in ten report using other sources for recreation (e.g., local schools)
 - Very few attribute their lack of NPD facility visits to a lack of awareness or dislikes toward the District/facilities
 - A few recommend offering events or programs at facilities that would be more convenient to them (evening programs, more in south Naperville), or better/more frequent communication of events at these facilities



Executive Summary - NPD Program Usage/Participation

- Just under half (44%) report that their household has participated or attended a NPD program or event in the past year *p. 36-37*
 - Most often youth athletic programs (especially soccer, baseball/softball), followed by:
 - Community events (Ribfest is the biggest draw, followed by summer concerts, and the Last Fling)
 - Enrichment programs, primarily for youth (arts programs, early childhood/preschool)
 - Adult athletic programs (mostly fitness or softball)

- Non-participants (56% overall) cite a number of reasons for not taking part in NPD programs. *p. 38*

The biggest barriers are:

 - Lack of time, lack of need (e.g., no children in HH), or lack of interest (not active, not social)
 - Only 12% cite a lack of awareness of NPD programs as a reason for not taking part, and even fewer cite cost (3%)
 - Similarly, only 3% said they rely on other providers for similar activities (YMCA, local fitness facilities)

- As such, the relatively few who offered suggestions to make them more likely to participate mentioned better/more frequent communication, or improvements to programming (more adult offerings, alternative times/locations) *p. 39*
 - Most often, non-participants were unable to recommend anything or said there is nothing the NPD can do

- Nearly three-fourths of all respondents were unable to suggest any new recreational programs or activities not currently offered by the NPD. The rest gave scattered suggestions, most often: *p. 40-41*
 - Expanded sports/athletic/fitness programs (11% -- a wide variety of recommendations including dance/yoga, swimming, gymnastics)
 - More program variety (e.g., activities for specific age groups, personal interest or development classes, etc.)
 - Another 6% volunteered improved facilities (e.g., indoor pool, gym, fitness center)



Executive Summary - Demand for Outdoor Facilities

- Residents express overwhelming levels of usage or interest in using various outdoor facilities, especially: *p. 43-46*
 - Hiking/biking trails (most respondents at 84%)
 - Nature areas and wildlife habitats (68%)
 - Picnic areas/shelters (61%)
 - Outdoor swimming pool or aquatic park (59%)
 - Golf courses (54%)
 - Playgrounds (52%)

- For the most part, virtually all of the demand for outdoor facilities is currently being met either by the NPD or other providers. The only possible needs that may not be met (given very high demand) are those for more passive activities (trails, nature areas, picnic facilities), followed by an outdoor pool, and golf courses *p. 47-50*

- However, given the high levels of usage and satisfaction with NPD facilities, none of these represent high priorities (needs are sufficiently met). *p. 47-50*
 - In fact, one out of four respondents were unable to identify any single outdoor facility that represents the highest priority for the District (including 15% who said none of these were concerns)



Executive Summary - Demand for Indoor Facilities

- Residents express less demand for specific indoor facilities or amenities, compared to the outdoor options tested *p. 51-54*
- When asked if they currently need or have an interest in using each indoor facility, a bare majority expressed interest in:
 - An indoor pool or aquatics facility (57%)
 - An indoor fitness facility (52%)*p. 51-54*
- These were followed by a nature center, gym space, indoor running track, and facilities for dance/fitness groups or arts and crafts programs *p. 51-54*
- Most of these indoor facilities were of interest to younger families with children, and more recent residents of Naperville *p. 51-54*
 - Middle-age residents express some interest in an indoor driving range
 - Older residents (age 65+) would be most interested in a senior center, but one in five also feel none of the indoor facilities tested are needed
- Based on the levels of demand/interest expressed, only an indoor pool and/or fitness facility represent possible needs currently unmet in Naperville *p. 55-57*
 - Though again, residents are divided on these issues, given that at least 43% feel neither is of interest



Executive Summary – Interest in Possible Improvements and Willingness to Pay

- When asked to rate the importance of three possible initiatives – purchasing open land for recreational purposes (e.g. sports fields); purchasing open space for trails; building an indoor facility with gyms, classroom space, fitness facilities, etc. – residents indicate that none of these are pressing issues *p. 59*
 - Open space for trails and an indoor facility generate marginal interest (average scores of 6.2 and 6.3, respectively, on a 0-10 scale)
 - Improving open space for recreation/sports fields is even less critical (5.4 average)
- Residents appear to be equally interested in acquiring more open space for hiking trails (few differences by subgroups) *p. 60*
- An indoor facility generates slightly greater interest among younger residents with children and those in the Southwest region, while older and long-term residents are clearly least interested *p. 60*
- When asked for which of these improvements residents would be willing to pay higher property taxes, no clear consensus emerges. Residents divide evenly between: *p. 61-62*
 - Open space for trails (32% -- with higher support from Southeast residents, men, and older respondents)
 - An indoor facility (31% -- higher response from women, younger adults with children, and newer Naperville residents)
 - Opposing all three proposals or needing more information (30% -- older residents, registered voters)



Executive Summary - Implications

- Overall, the news for the NPD is very good
- The NPD is well received and doing a good job meeting the recreational needs of the community. This is represented by its very favorable esteem scores, relatively low number of negative comments or weaknesses, and high regard for the overall value that it currently represents.
- The biggest reasons for not using District facilities and programs are mostly attributed to busy schedules and lack of interest in any type of athletic or program activity. Few could offer suggested enhancements to District programming, though more events and programs in the south and at alternative times should be considered.
- For the most part, the community's recreational and athletic needs are sufficiently met either through the NPD (primarily) or other sources.
- Interest in activities and facilities is consistently highest among youngest and newer Naperville residents (those with children). Regarding a possible indoor facility, residents in the Southwest tend to express the greatest interest (they also tend to be less likely to participate in NPD programs/events in general).
- However, overall support for an indoor facility – or other improvements tested such as the open space acquisition – is very tepid at best (even before the issue of cost or paying for improvements is raised)
- Similarly, while residents use (or would like to use) hiking and biking trails the most, they are not willing to pay for expanded trails through new open lands.



Executive Summary - Implications

- Conversely, older and long-term Naperville residents are less involved, and less interested in paying additional taxes for acquisitions or new facilities. They tend to be the most tax sensitive, are more likely to be on fixed incomes, and are less likely to use NPD programs or facilities
 - Note that these residents are also more likely to vote
- The district should focus its efforts on:
 - Providing more programming in alternative locations (more to the south)
 - Offering adult programs at alternative times (evenings, weekends)
 - Reaching out to seniors (group outings and events, more social engagement, etc.)
 - Continued communication of events, especially via electronic channels (website, email)
- Initiating a property tax referendum effort for any major improvement at this time would likely fail. While this survey did not specifically test possible referenda wording (and was conducted with a sample of all residents, not just registered voters), the current economic climate and apparent lack of need are obvious barriers at this time

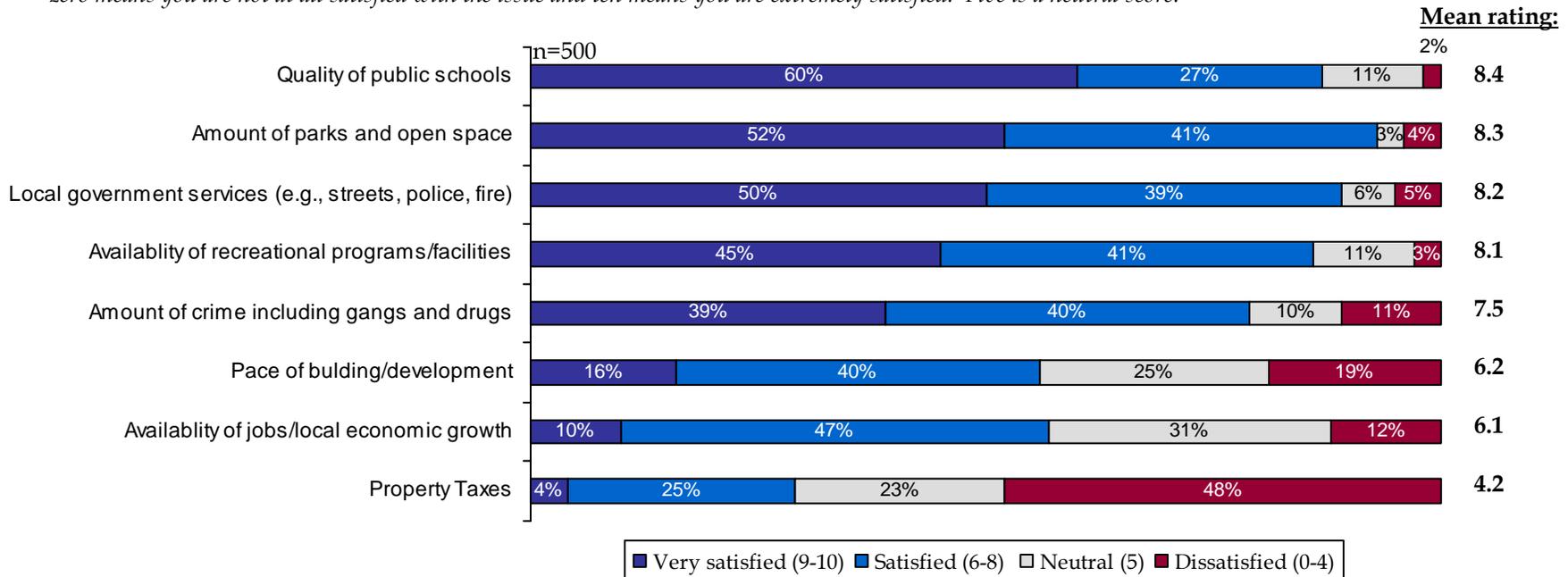
I. Community Issues



Residents Most Satisfied with Schools, Parks, and Local Government; Least Satisfied with Property Taxes

- From a list of items, respondents were asked to rate their satisfaction with a variety of community attributes
- The quality of public schools, amount of parks and open space, and local government services garner the most satisfaction with at least half of respondent giving each a very satisfied rating
 - Residents rate the availability of recreational programs nearly as high
- Nearly half (48%) of residents are dissatisfied with property taxes, more than double any other item tested

Q9. I am going to read a list of issues and I would like you to tell me how satisfied you are with each in your community. Please use a zero through ten scale, where zero means you are not at all satisfied with the issue and ten means you are extremely satisfied. Five is a neutral score.





Differences Among Subgroups on Local Issues

- Women, those with children, residents of the Northwest and those who have attended NPD programs or events tend to be more satisfied with most local issues than their counterparts
- Property taxes is rated low by all subgroups – but residents age of 45 or older are least satisfied
- Availability of jobs and the amount of crime are rated similarly among all subgroups

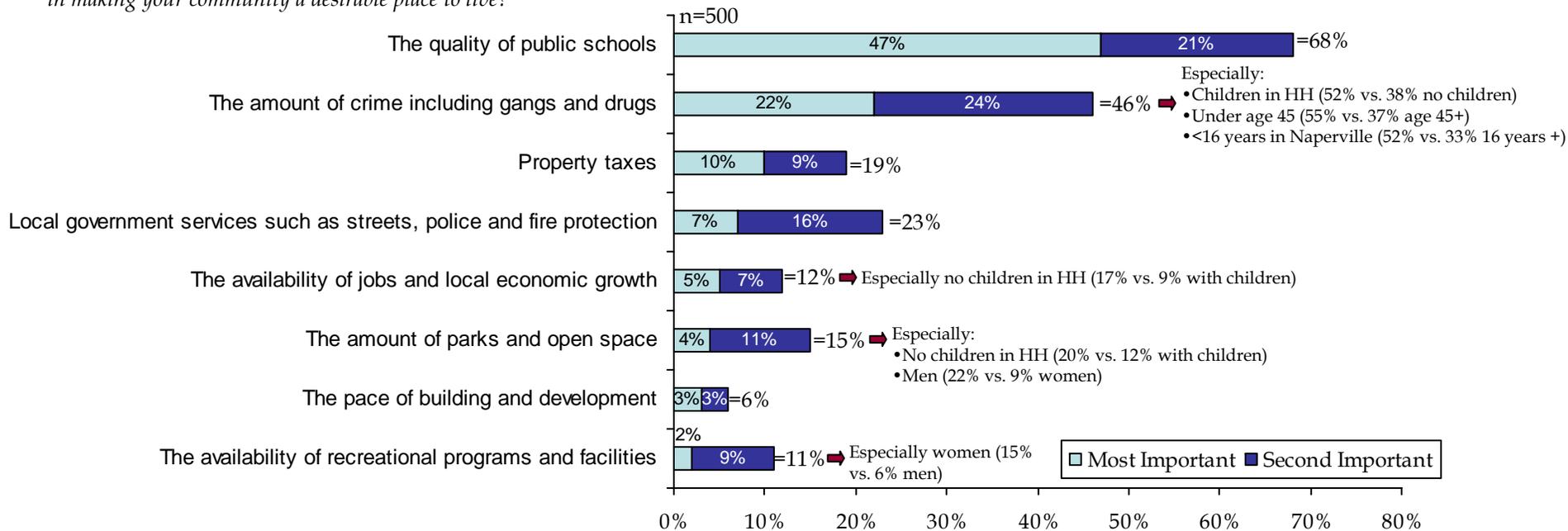
	More Satisfied	Less Satisfied
Quality of public schools (8.4 mean overall)	<ul style="list-style-type: none"> • Have attended NPD programs (8.7) • Women (8.7) 	<ul style="list-style-type: none"> • Not attended NPD programs (8.2) • Men (8.2)
Amount of parks and open space (8.3)	<ul style="list-style-type: none"> • Northwest Region (8.6) • Women (8.6) 	<ul style="list-style-type: none"> • Southwest Region (8.0) • Men (8.0)
Local government services (e.g., streets, police, fire) (8.2)	<ul style="list-style-type: none"> • Have children (8.5) • Have attended NPD programs (8.6) • Northwest Region (8.6) 	<ul style="list-style-type: none"> • No children (7.9) • Have not attended NPD programs (7.9) • Southwest Region (7.9) • Southeast Region (8.0)
Availability of recreational programs and facilities (8.1)	<ul style="list-style-type: none"> • Have attended NPD programs (8.5) • Have children (8.3) 	<ul style="list-style-type: none"> • Have not attended NPD programs (7.7) • No children (7.8)
Amount of crime, including gangs and drugs (7.5)	<i>No differences</i>	<i>No differences</i>
Pace of building and development (6.2)	<ul style="list-style-type: none"> • Have children (6.5) • Under age 45 (6.6) 	<ul style="list-style-type: none"> • No children (5.8) • Age 45 and older (5.9)
Availability of jobs/local economic growth (6.1)	<i>No differences</i>	<i>No differences</i>
Property taxes (4.2)	<ul style="list-style-type: none"> • Under age 45 (4.5) 	<ul style="list-style-type: none"> • Age 45 and older (3.8)



Good Public Schools and Low Crime Are Key In Making Naperville A Desirable Place to Live

- Two-thirds (68%) of respondents report the quality of public schools is one of their top two items in making their community a desirable place to live
 - This is especially true of residents with higher income (80%) and with children (75%)
- Nearly half focus on the amount of crime in the area, especially those with children, have a shorter tenure in Naperville, and younger residents
- All other issues are cited by less than one-quarter of respondents
 - Parks and recreation, while highly regarded in Naperville (based on satisfaction scores) are seen as less critical to community desirability

Q10A & B. In your opinion, which ONE of those issues is most important in making your community a desirable place to live? Which one is second most important in making your community a desirable place to live?



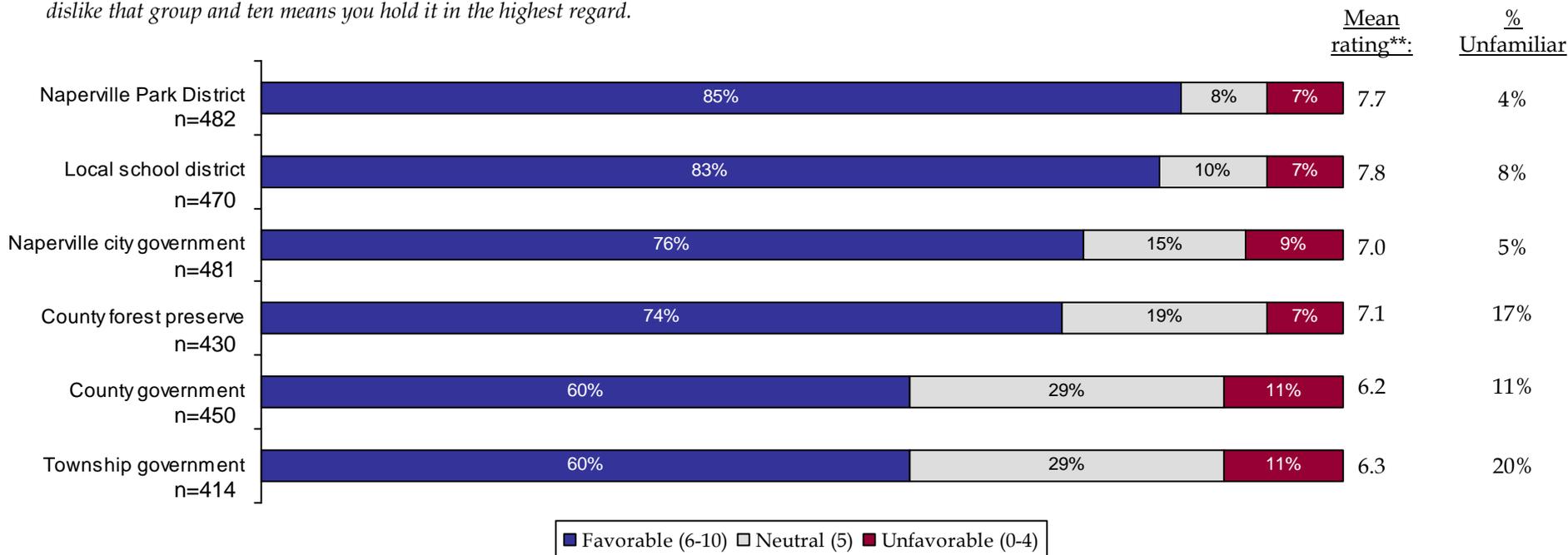
II. NPD Esteem, Strengths, and Weaknesses



Most Residents Are Favorable Toward NPD

- More than four in five residents (85%) have a favorable impression of NPD
 - And one-third are highly favorable (34%), giving NPD a rating of 9 or 10
 - The average rating of 7.7 is extremely positive; NPD has a 12 to 1 favorable to unfavorable ratio
 - Residents also report nearly unanimous familiarity with the District (only 4% unfamiliar)
- NPD’s strong esteem is virtually identical to that of local schools and more favorable than other local bodies tested (all of which also receive strong scores)

Q11. I am going to read the names of some groups in your area. Please tell me your overall opinion of each using a zero through ten scale. Zero means you completely dislike that group and ten means you hold it in the highest regard.



** As a rule of thumb, a mean rating of 5.5 or higher is considered favorable and anything over 6.0 is very favorable. Scores of 4.9 or lower are unfavorable



Recent NPD Visitors and Users Are More Favorable Toward NPD

- Residents who have used NPD parks/facilities or have attended a NPD program or event are especially favorable
 - However, residents who have attended NPD programs have a more favorable impression of all local bodies
- Other groups especially favorable toward NPD include younger adults and those with children

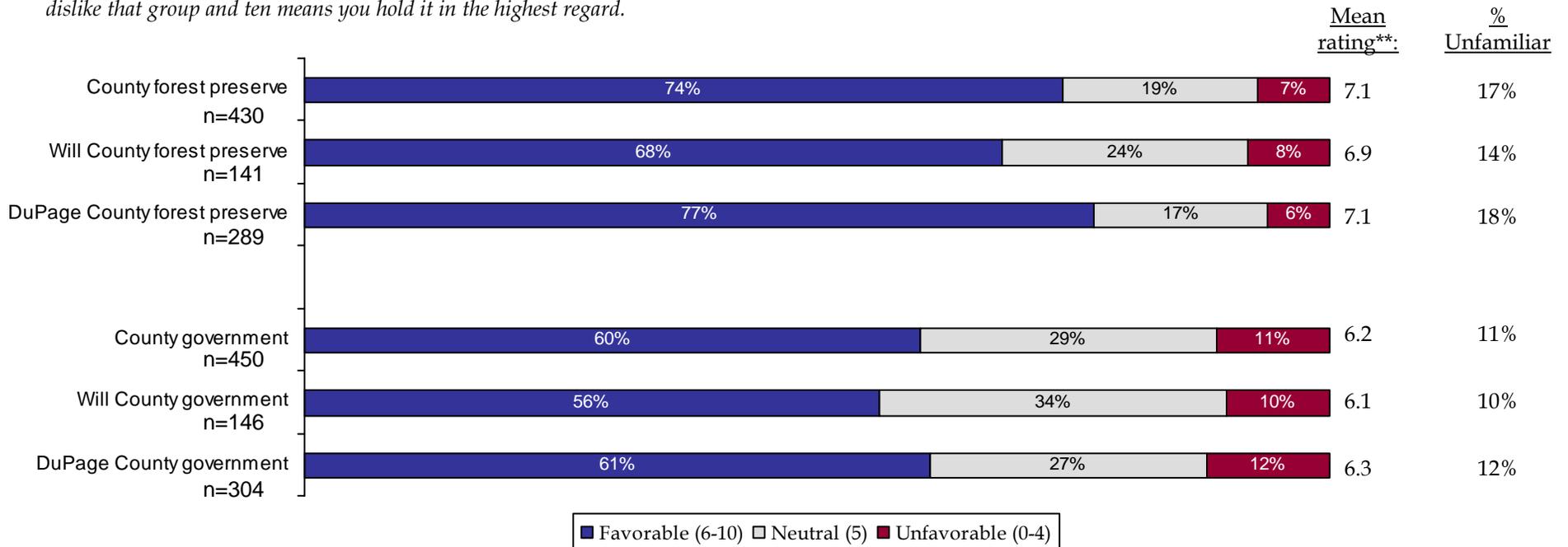
	More Favorable	Less Favorable
Naperville Park District (7.7 mean rating overall)	<ul style="list-style-type: none"> • Have attended NPD programs (8.2) • Visited NPD parks or facilities (7.8) • Under age 45 (7.9) • Have children (8.0) 	<ul style="list-style-type: none"> • Have not attended NPD programs (7.2) • Not visited NPD parks or facilities (6.5) • Age 45 and older (7.4) • No children (7.2)
Local school district (7.8)	<ul style="list-style-type: none"> • Women (8.1) • Have attended NPD programs (8.1) 	<ul style="list-style-type: none"> • Men (7.5) • Have not attended NPD programs (7.6)
Naperville city government (7.0)	<ul style="list-style-type: none"> • Have attended NPD programs (7.3) 	<ul style="list-style-type: none"> • Have not attended NPD programs (6.8)
County forest preserve (7.1)	<ul style="list-style-type: none"> • Have attended NPD programs (7.5) 	<ul style="list-style-type: none"> • Have not attended NPD programs (6.8)
County government (6.2)	<ul style="list-style-type: none"> • Women (6.5) • Have attended NPD programs (6.6) 	<ul style="list-style-type: none"> • Men (6.0) • Have not attended NPD programs (5.9)
Township government (6.3)	<ul style="list-style-type: none"> • Women (6.6) • Have attended NPD programs (6.7) 	<ul style="list-style-type: none"> • Men (6.1) • Have not attended NPD programs (6.1)



DuPage and Will County Forest Preserves Viewed Similarly

- DuPage and Will County residents provide comparable ratings for their forest preserves and county government

Q11. I am going to read the names of some groups in your area. Please tell me your overall opinion of each using a zero through ten scale. Zero means you completely dislike that group and ten means you hold it in the highest regard.



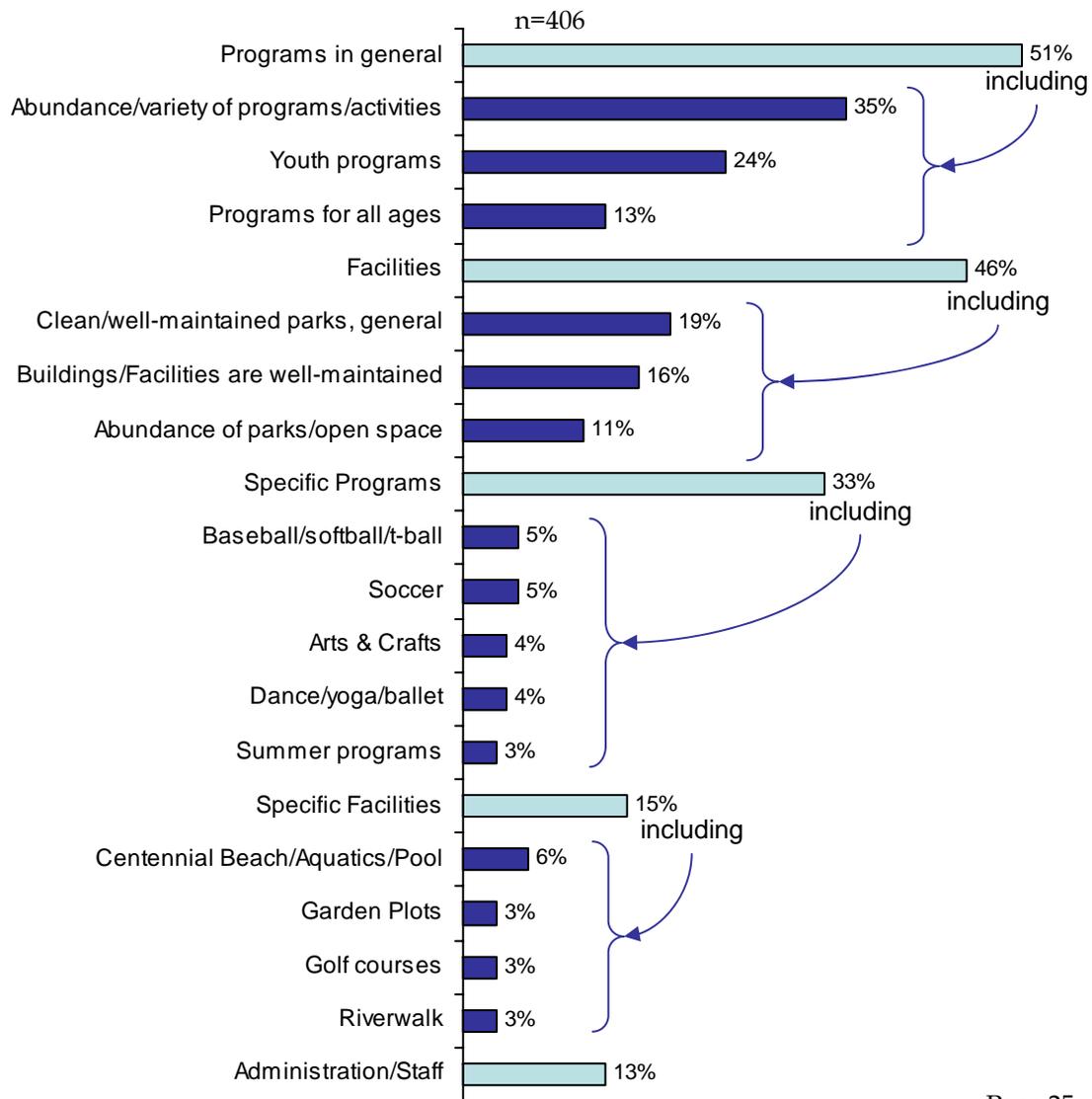
** As a rule of thumb, a mean rating of 5.5 or higher is considered favorable and anything over 6.0 is very favorable. Scores of 4.9 or lower are unfavorable



Key Strengths: Abundance of Programming and Youth Programming

- Among those with a favorable view of NPD, half say NPD’s programming in general is a key strength, while another one-third focus on specific programs offered, specifically:
 - One-third cite the overall abundance of programs
 - Another quarter cite youth programs specifically
- Residents in Northeast Naperville are more likely to focus on programs as a key strength (80% cite NPD programs, vs. 54% in the northwest and 48% in the southwest)
 - Likewise, women tend to mention programming (67% vs. 49% of men)
- More than two in five say NPD’s facilities in general are strengths, especially the cleanliness and maintenance
 - Men are more likely to comment on NPD facilities (53% vs. 40% of women)
 - As are those without children (54% vs. 40%)
 - And those in the west (51% of the northwest and 56% of the southwest, compared to 27% of the southeast)

Q12. [IF RATE NPD 6 OR HIGHER] Please tell me what you like most about the Naperville Park District, or what you think the Naperville Park District does particularly well. Multiple responses accepted; most frequent responses shown





Verbatim Examples of Key Strengths

Abundance/variety of programs:

"I like that the park district has a lot of different programs for all ages in Naperville. There something for every age group from toddlers to seniors"

"I like the fact that they offer a lot of programs. The types of programs they offer include sports and creative programs for kids, lots of social networking for adults, and just all of the surrounding parks. There is always something going on."

"They make a lot of things available for families and kids, such as sports, recreation and music."

Youth programs

"A lot of programs for kids is very nice – from baby to high school student. They have a lot of kids programs: gymnastics, the swimming program, Miss Ladies."

"The classes, like my daughter's sports classes – gymnastics and karate. Pottery, arts and crafts, soccer."

"The availability of programs for kids. My granddaughter is in ballet through NPD. She's gone to storytime, drawing and art classes."

"I like that they offer classes for younger children, like two years old. Like little learning and development classes, exercise classes and music classes."

Facilities

"Actually grooming of The Riverwalk is astounding. There is foliage all year round depending on the season."

"I like the fact that they have plenty of parks and they seem like they are pretty well maintained. I don't see a lot of litter or anything. The grass is kept up. They rate well on maintenance."

"I like that the soccer, baseball playing fields are well maintained."

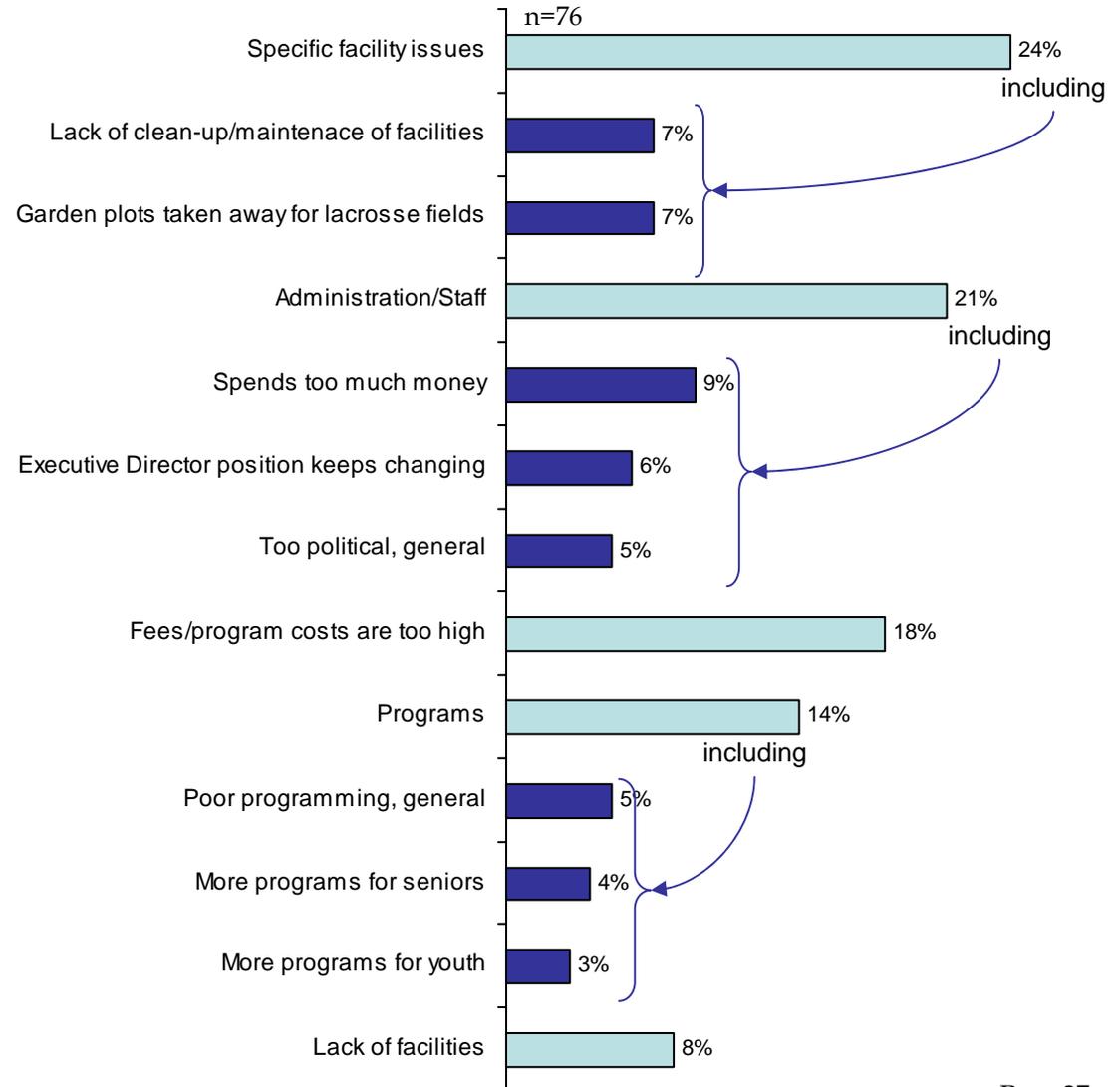
"I like the way they manage the parks and keep them clean. They try to incorporate tools for handicapped and a safe environment."



Key Areas to Improve: Administration and Fees

- Among the few who have an unfavorable or neutral view of NPD, one quarter cite specific facility concerns
 - No clear issue emerges
 - A few focus on poor maintenance, while other focus on the garden plots that are now used for lacrosse fields
 - Women especially likely to mention this (14% vs. 1% men)
- One in five cite problems with administration (e.g., poor money management, high turnover of the Executive Director position)
 - Residents in the southeast are especially likely to focus on the administration (55%, compared to 13% of the northwest and 16% of the southwest)
- Another one in five focus on high fees
 - Likewise, residents who have visited a facility but have not attended any NPD programs are more likely to say the program fees are too high (27%, vs. 3% of non-visitors, non-users)
- Only 6% of respondents mention the indoor recreation center
 - 4% say they supported the center
 - 2% continue to oppose it

Q13. [IF RATE NPD 5 OR LOWER] Please tell me what you dislike most about the Naperville Park District, or what you think the Naperville Park District needs to improve on the most. Multiple responses accepted, most frequent responses shown





Verbatim Examples of Key Areas to Improve

Specific facility issues:

“Just cleanliness, like stray garbage and things like that.”

“They don’t seem to maintain much very well. After storms, they don’t seem to clean up very quickly. They don’t stay ahead of it.”

“The buildings are very dirty and they need to clean it up.”

“Not really happy with way they handled the garden plot situation. I think they caved to the school district. The school district wanted the land for a lacrosse field. They eventually took land away. Retirees rent a plot and it's a big social thing for them. Some were working these plots for a long time. I don't think they needed a lacrosse field. I think they could have made do with what they had.”

Administration:

“I think they spend way too much money. If they keep accommodations areas clean and neat, that’s enough.”

“My problem is the reckless spending. They spend too much and they continue to take space away from tax rolls that are unnecessary. They won’t live within a budget.”

“Their hiring practices. They hire people and then they leave. They hired a director who was not there long, and then they hired a search firm. It was expensive. It is hard to keep a director; there is a lot of in-fighting and controversies.”

Fees:

“Their programs are costly. If you take a class, the fees are high. Soccer fees were high compared to subdivision soccer. And with subdivision soccer you'd get a trophy but not with the park district soccer.”

“The classes that are offered are expensive. It is more than fifty dollars for your kids to do anything.”

Indoor Rec Center:

“No indoor facilities. They were supposed to have built something a couple years ago and it didn't go through. I would have been happy with that. Indoor swimming pool, indoor track, an exercise room. Rooms for aerobics.”

“Recently they wanted to build a large rec center. It would have been duplicating a lot of facilities that already exist, and it would have cost a lot of money.”

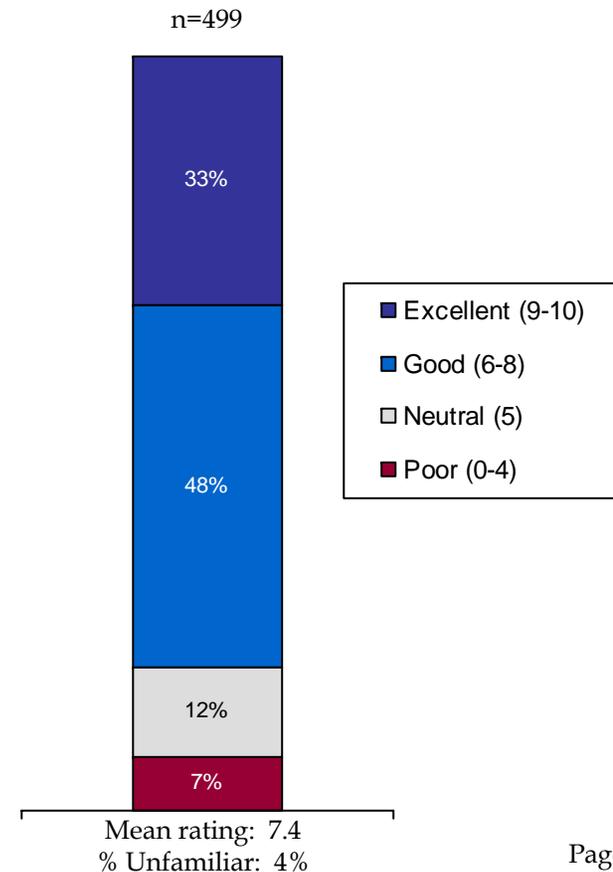


Four in Five Residents See NPD as A Good Value

- Considering the services, facilities and programs, four in five residents rate NPD a good or excellent value (6 or higher on a 0-10 scale)
 - One third say NPD is an excellent value (9 or 10)
- Residents who are typically users of NPD tend to give a higher score
 - Those with children (mean rating=7.7 vs. 7.2 of without children)
 - Under age 45 (7.8 vs. 7.2 of those age 45 and older)
 - Those who have attended a program (7.9 vs. 7.1 of non-users) or visited a facility (7.5 vs. 6.4 of non-visitors)
- Note: Half of the respondents were asked this question at the front of the survey prior to answering any specific questions about NPD, and the other half were asked at the end of the survey after reviewing their usage and the priorities of NPD. There was no difference in scores by placement, so responses to these two questions were combined for analysis

Q14. As you may know, the Naperville Park District represents about five percent of your annual property taxes. For example, if the average homeowner pays seven thousand dollars a year in property taxes, about three hundred and fifty dollars from those taxes go to the Naperville Park District.

Thinking about the services and programs that the Naperville Park District provides, and the approximate amount of your property taxes that go to the Naperville Park District, how would you rate the overall value of the Park District's services, facilities, and programs? Please use a zero through ten scale, where zero means it represents a poor value, ten means it represents an excellent value, and five is average



III. Usage of NPD Facilities



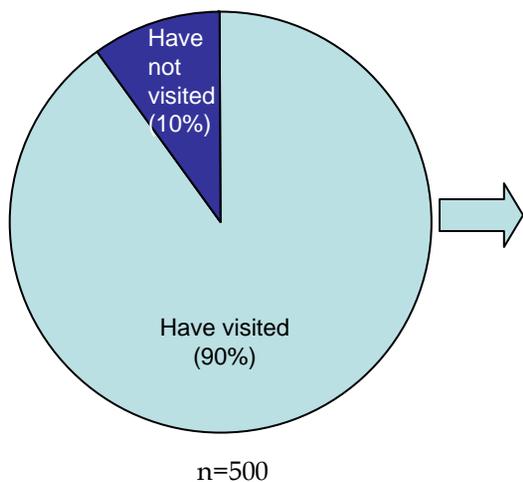
Nearly All Naperville Residents Have Been to A NPD Facility In Past Year

- Nine of ten residents have been to an NPD facility or park in the past twelve months
 - Nearly two thirds of those have been to the Riverwalk, by far the most frequently visited park
- Those with children in the household (especially those with children under the age of 5) are more likely to have visited a park in the past year
- Likewise, those with higher income or have lived in Naperville for more than 26 years are more likely to be visitors

Q16. Which Naperville Park District facilities or parks have you or others in your household been to in the past year? Multiple responses accepted, most frequent responses shown n=446

Facility/Park	% Reporting	# of visits in past 12 months	
		Mean	Median
The Riverwalk	63%	23.8	10
Centennial Beach	23%	13.9	5
Riverwalk Community Center/Rubin Center	17%	11	5
Springbrook Golf Course	13%	8.2	5
Barn Recreation Center	12%	10.3	3
Knoch Knolls Park	12%	26.2	3
Knoch Park	11%	8.7	6
Arrowhead Park	9%	26.4	12
Frontier Sports Complex	9%	21.2	10
Naperbrook Golf Course	9%	8.3	5
Nike Sports Complex	8%	8.2	6
Ashbury Park	7%	33.6	10
Commissioners Park	5%	19.8	12
DuPage River Park/Sports Complex	5%	15.7	10
Gartner Park	5%	11.6	5
Pioneer Park	5%	17.2	5

Q15. In the past twelve months, have you or anyone in your household visited a Naperville Park District facility or park?





Regional Usage Varies By Park/Facility

- While overall usage is consistent across region, many facilities draw a large portion of their visitors from one region
 - For example, Ashbury Park draws nearly two-thirds of its visitors from the Southwest region
- Some parks have city-wide draw, such as Knoch Park and Barn Recreation Center

Facility/Park	Region			
	Northwest	Northeast	Southwest	Southeast
<i>Overall % Using</i>	88%	89%	90%	95%
Most frequently visited facilities/parks – row %s shown				
The Riverwalk	38%	18	26	18
Centennial Beach	45%	18	23	14
Riverwalk Community Center/Rubin Center	41%	11	28	20
Springbrook Golf Course	32%	15	38	15
Barn Recreation Center	35%	26	20	19
Knoch Knolls Park	17%	13	52	18
Knoch Park	33%	31	20	16
Arrowhead Park	34%	42	5	19
Frontier Sports Complex	29%	12	42	17
Naperbrook Golf Course	30%	12	44	14
Nike Sports Complex	52%	18	17	13
Ashbury Park	10%	11	66	13
Commissioners Park	29%	-	48	23
DuPage River Park/Sports Complex	24%	10	27	39
Gartner Park	50%	14	27	9
Pioneer Park	50%	25	10	15

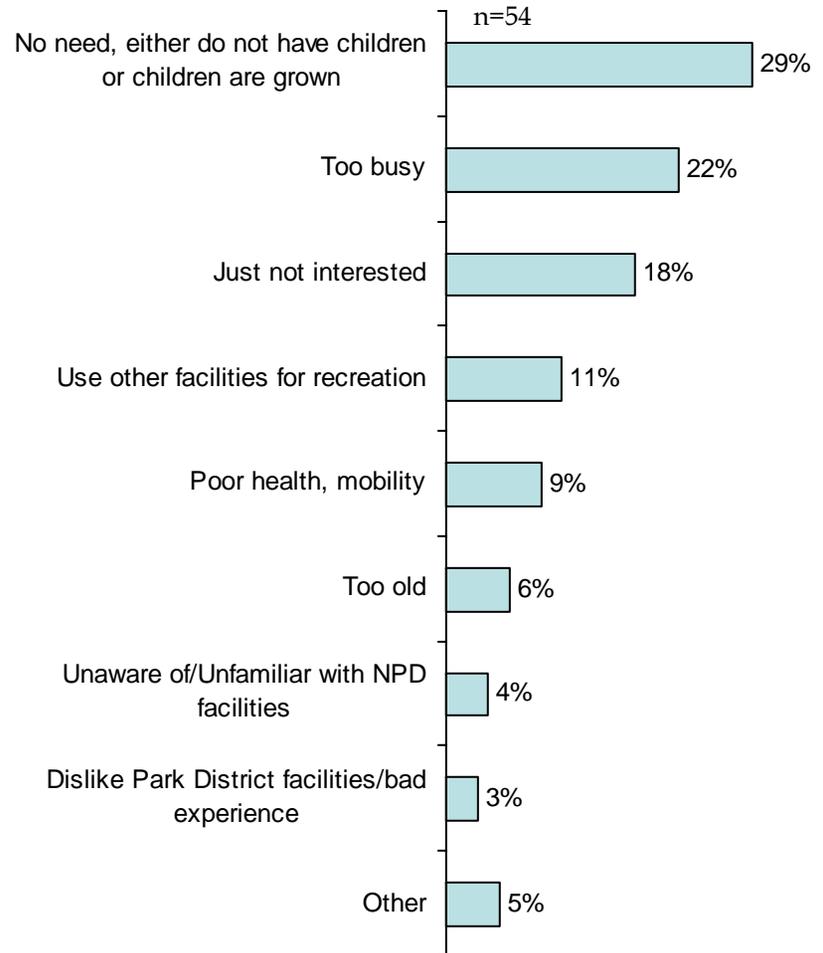
 = More than 2 in 5 respondents/visitors come from this region



Many Non-Visitors Have No Need or No Time to Visit

- The few residents who have not visited a NPD facility most often say they have no need (29%) or they are too busy (22%)
- Only one in ten (11% -- 6 cases) use other facilities for recreation (e.g., local private school)
- Few are unaware of NPD facilities

Q20 [IF NON-VISITOR] What are some of the reasons why your household has not used a Naperville Park District facility in the past year? Multiple responses accepted; most frequent responses shown

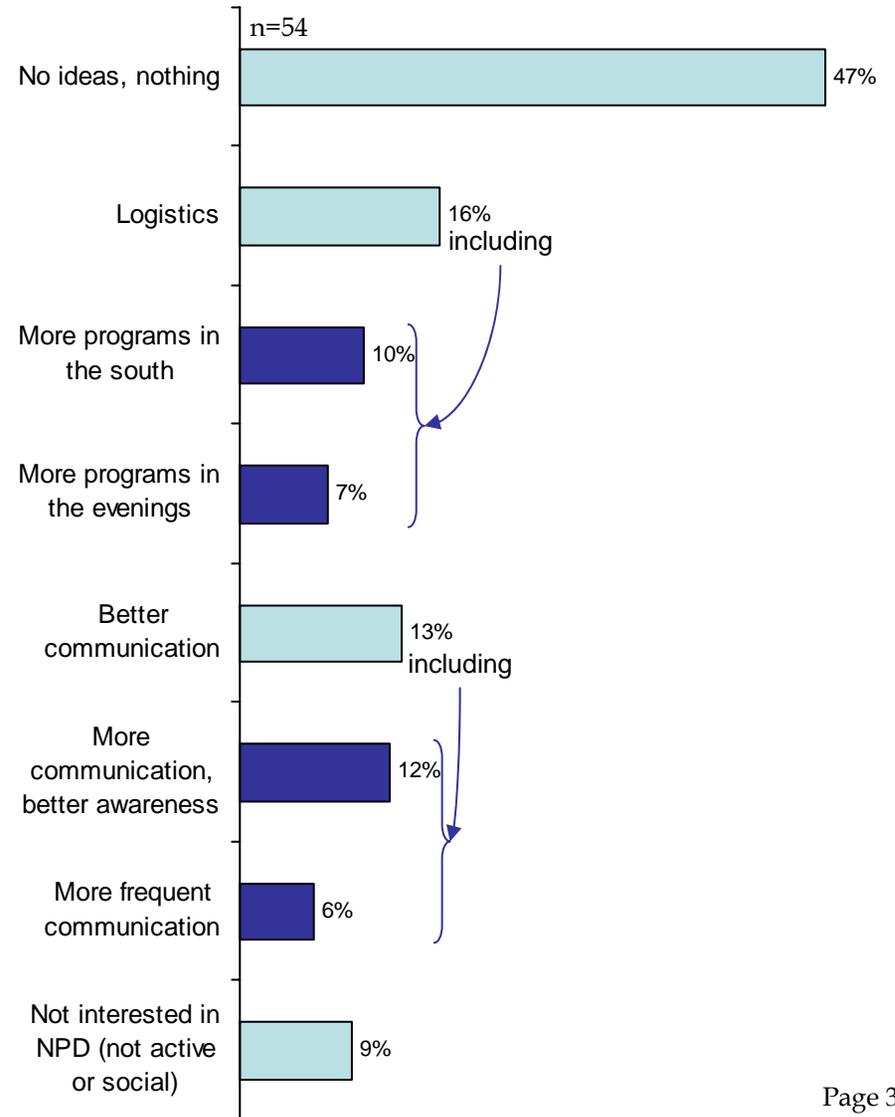




Few Offer Suggestions for Improvement

- Nearly half of non-visitors were unable to offer any suggestions on how to entice them to use NPD facilities
- A few (16%) focus on logistics – asking for more programming at places and times convenient for them
- Others suggest more communication, although few cited communication as a reason for them not visiting a NPD facility (see previous slide)
 - Households with children are more likely to seek better communication (36%, compared to 6% of those without children)

Q22 [IF NON-VISITOR] What could the Naperville Park District do to make your household more inclined to use its facilities or parks? Multiple responses accepted; most frequent responses shown



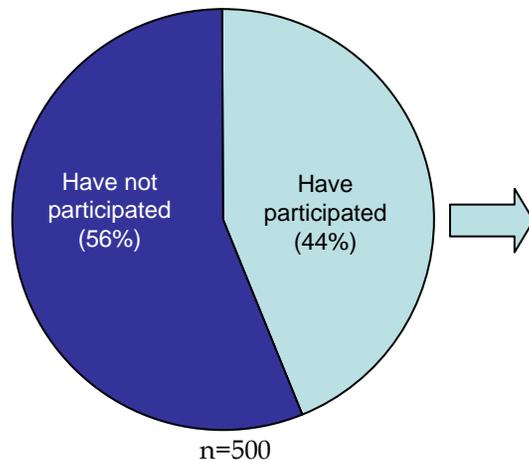
IV. Usage of NPD Programs



Fewer than Half Have Participated in NPD Programs/Events

- Slightly more than two in five residents (44%) have participated in an NPD program or event in the past year
 - Women, higher income residents, households with children, and 35-54 year olds are most likely to have participated
 - Residents in the southwest are least likely to have participated (67% non-users vs. 42% southeast)
- More than half of those have engaged in youth athletics (especially soccer or baseball/softball)
- More than one-third have attended a NPD sponsored community event, most often Ribfest

Q23. In the past twelve months, have you or anyone in your household participated in any Naperville Park District programs or events?



Q24. In which Naperville Park District programs or events have you or others in your household participated in the past year? Multiple responses accepted, most frequent responses shown n=215

Program/Event	% Reporting
Youth Athletics, such as:	55%
<i>Soccer</i>	23%
<i>Baseball/softball</i>	21%
<i>Swimming/aquatics</i>	9%
<i>Lacrosse</i>	6%
<i>Gymnastics</i>	5%
<i>Golf</i>	5%
Community/Special events, such as:	38%
<i>Ribfest</i>	25%
<i>Concerts in Your Park/Summer concerts</i>	18%
<i>Last Fling/Labor Day Event</i>	15%
Programs, such as:	30%
<i>Youth arts programs (dance, music, art)</i>	11%
<i>Early childhood/Pre-school programs</i>	9%
<i>Adult general interest programs (hobbies)</i>	5%
Adult Athletics, such as:	20%
<i>Fitness programs (yoga, Pilates)</i>	7%
<i>Softball</i>	5%



Northwest Region Often Contributes Most Program Participants

- Many of the most well-attended programs and events draw a large portion of participants from the northwest

Program/Event - most frequently attended programs; row %s shown	Northwest	Northeast	Southwest	Southeast
Youth Athletics, such as:	43%	12	26	19
<i>Soccer</i>	44%	12	17	27
<i>Baseball/softball</i>	34%	20	35	11
<i>Swimming/aquatics</i>	31%	25	37	7
<i>Lacrosse</i>	81%	-	-	19
<i>Gymnastics</i>	17%	12	52%	19
<i>Golf</i>	10	24	40%	26
Community/Special events, such as:	45%	17	16	22
<i>Ribfest</i>	45%	17	20	18
<i>Concerts in Your Park/Summer concerts</i>	57%	12	20	11
<i>Last Fling/Labor Day Event</i>	43%	15	16	26
Programs, such as:	44%	24	12	20
<i>Youth arts programs (dance, music, art)</i>	65%	15	12	4
<i>Early childhood/Pre-school programs</i>	34%	48%	5	13
<i>Adult general interest programs (hobbies)</i>	34%	7	6	53%
Adult Athletics, such as:	41%	25	18	16
<i>Fitness programs (yoga, Pilates)</i>	39%	34	7	20
<i>Softball</i>	36%	27	24	13

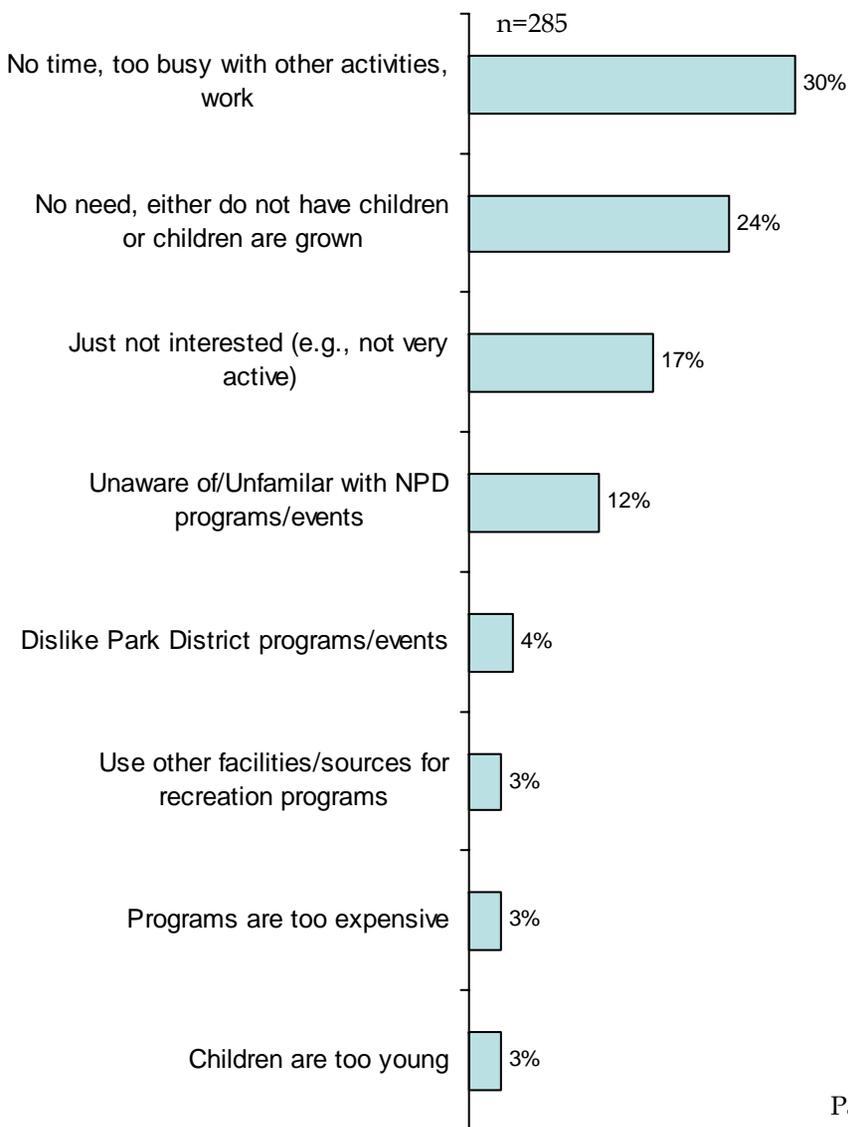
 = More than 2 in 5 respondents/ participants come from this region



More Than Half Have Not Participated In NPD Programs/Events

- Those not attending a NPD sponsored program or event in the past year often cite a lack of time or need
 - More than two in five of non-participating households with children mention a lack of time (41%)
- Only 3% use other recreation providers for such programs
 - Edward Hospital's fitness center and the YMCA are the most frequent alternatives (*small n of cases*)
 - These providers are used for their fitness facilities or because friends or family use them (*small n*)
- More than one in ten residents say they are unaware of NPD programs or events
 - Especially those in the northwest (19%), under age 35 (31%), have lived in Naperville fewer than 6 years (26%), and with under \$75,000 income (23%)
- Residents in the northeast are more likely to cite cost (11%) as a barrier

Q27 [IF NON-USER] What are some of the reasons why your household had not participated in a Naperville Park District program or event in the past year?
Multiple responses accepted; most frequent responses shown

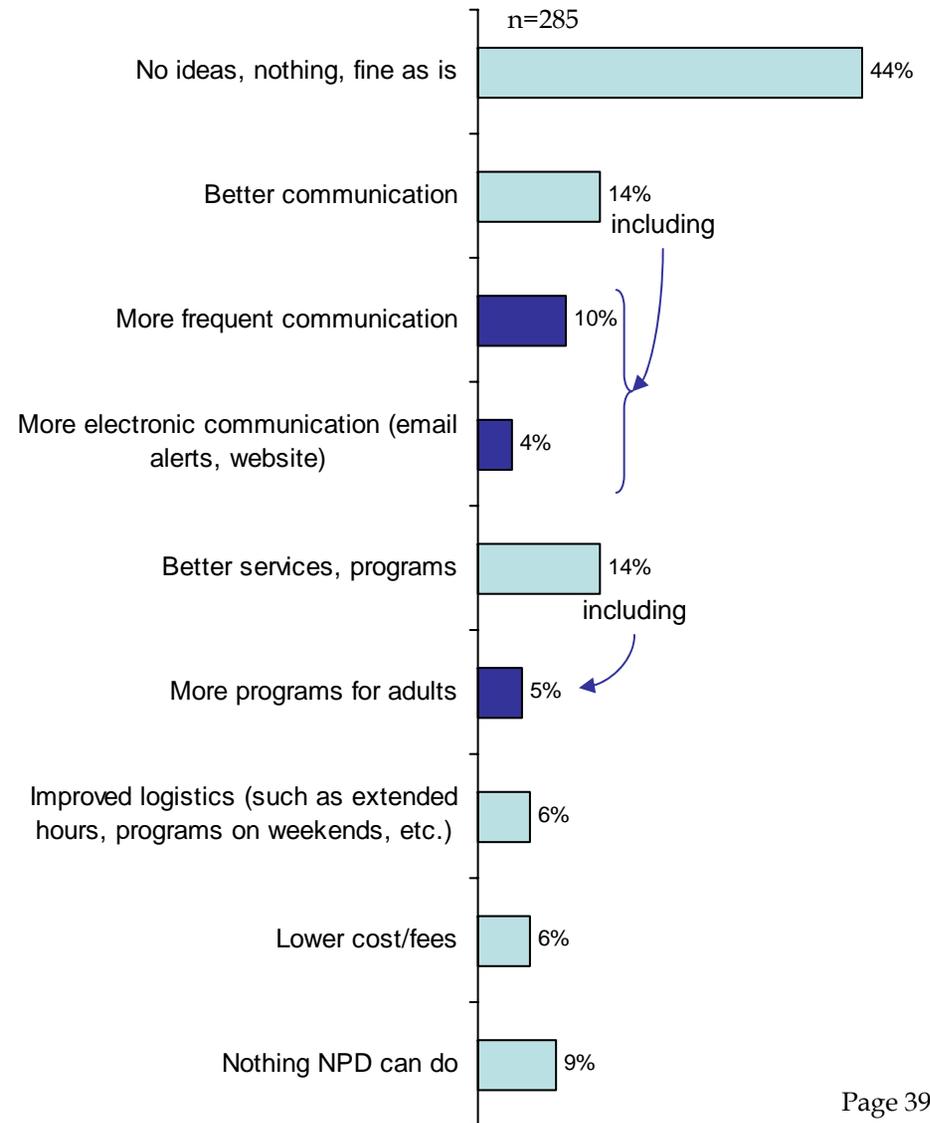




Many Cannot Suggest Improvements, Some Suggest Better/More Frequent Communication

- More than two in five non-users cannot suggest ways to improve NPD programs that would make them more inclined to become users
- One in ten say more frequent communication from NPD would help, especially:
 - Residents in the northwest (16%)
 - Those who have lived in Naperville for fewer than 6 years (23%)
 - Those under age 45 (16%)
 - Lower income residents (15%)
 - Those with young children (25%)

Q29. [IF NON-USER] What could the Naperville Park District do to make your household more inclined to use its programs? Multiple response accepted, most frequent response shown

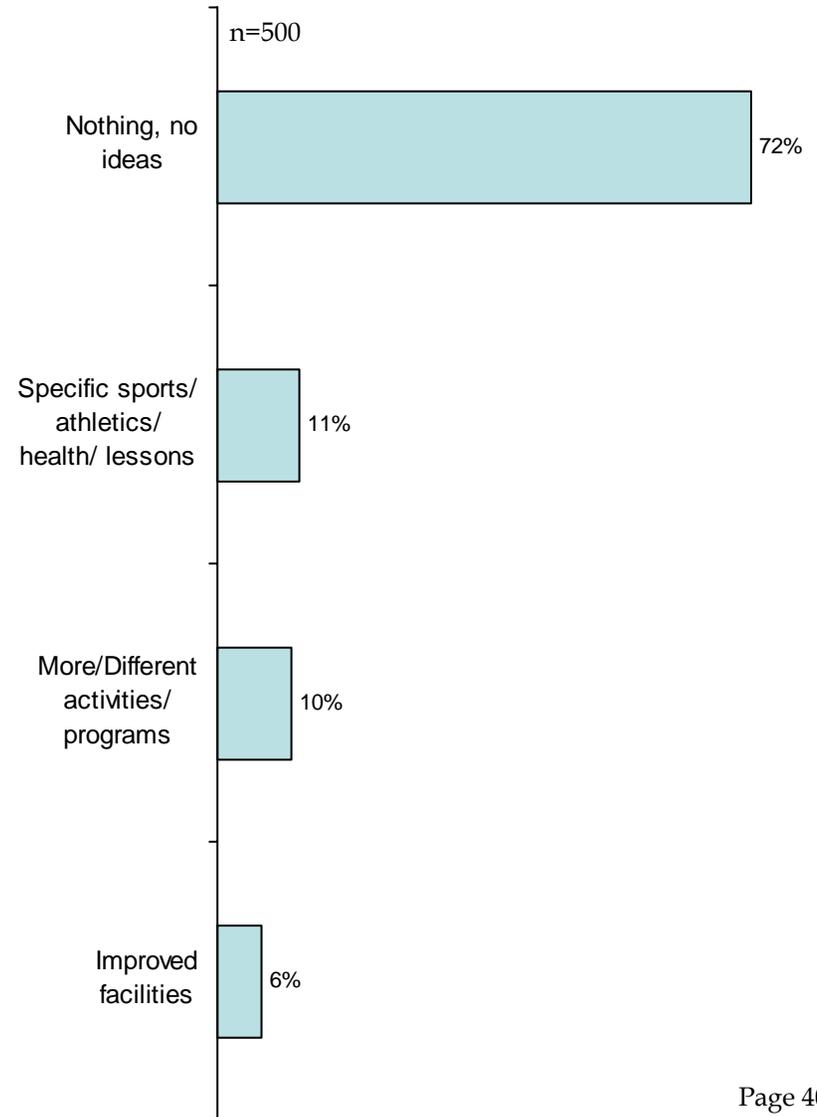




Most Residents Cannot Suggest New Programs/Activities For NPD to Offer

- Nearly three-quarters of all residents have no new ideas on programs/activities they would like NPD to offer
- Among the suggestions that are offered, no consistent theme/request emerges
- One in ten ask for specific sports, athletics, health lessons or programs
 - These include items such as dance, yoga, or ballet lessons (2%), swimming (2%), and gymnastics (1%)
- Another 10% seek more or different programs, including:
 - Activities for seniors (e.g., day trips) (1%)
 - Activities for teens (1%)
 - Cooking or photography classes (1% each)
 - Classes on finances or language (1% each)
- Improved facility requests often revolve around indoor space, but there is no consensus on what the space should include
 - 2% ask for an indoor pool
 - 1% ask for each of the following: indoor fitness center, indoor gym, indoor facility in general

Q29B [ALL] Are there any recreational programs or activities that you would like the Naperville Park District to offer? Multiple responses accepted; most frequent responses shown





Verbatims Regarding Suggested New Programs or Activities

Specific sports/athletics/health/lessons:

"Volleyball league; winter swim team"

"Golf league"

"Tennis lessons"

"T-ball"

"Ice skating"

"Ballroom dancing"

Programs:

"I don't think they have enough food classes for nutrition offerings where people can share interests in food and learning. They could offer a few more finance course for young people, age 21-40. Something on holistic living such as acupuncture."

"I think there needs to be more of a senior gathering time."

"It would be helpful to have programs where single people from the area can meet other single people."

"Sewing class, a cooking class"

"Adult art classes"

"Photography classes"

Improved facilities:

"An arena center on the south side of town; a sports complex"

"There should be a health club facility with a swimming pool and also a nice outdoor swimming facility. Not Centennial Beach; it's a quarry and it is dirty."

"Have more lighted tennis courts so people can play in the evening when they're not working."

"Indoor track, pool, gymnasium"

"More bike trails"

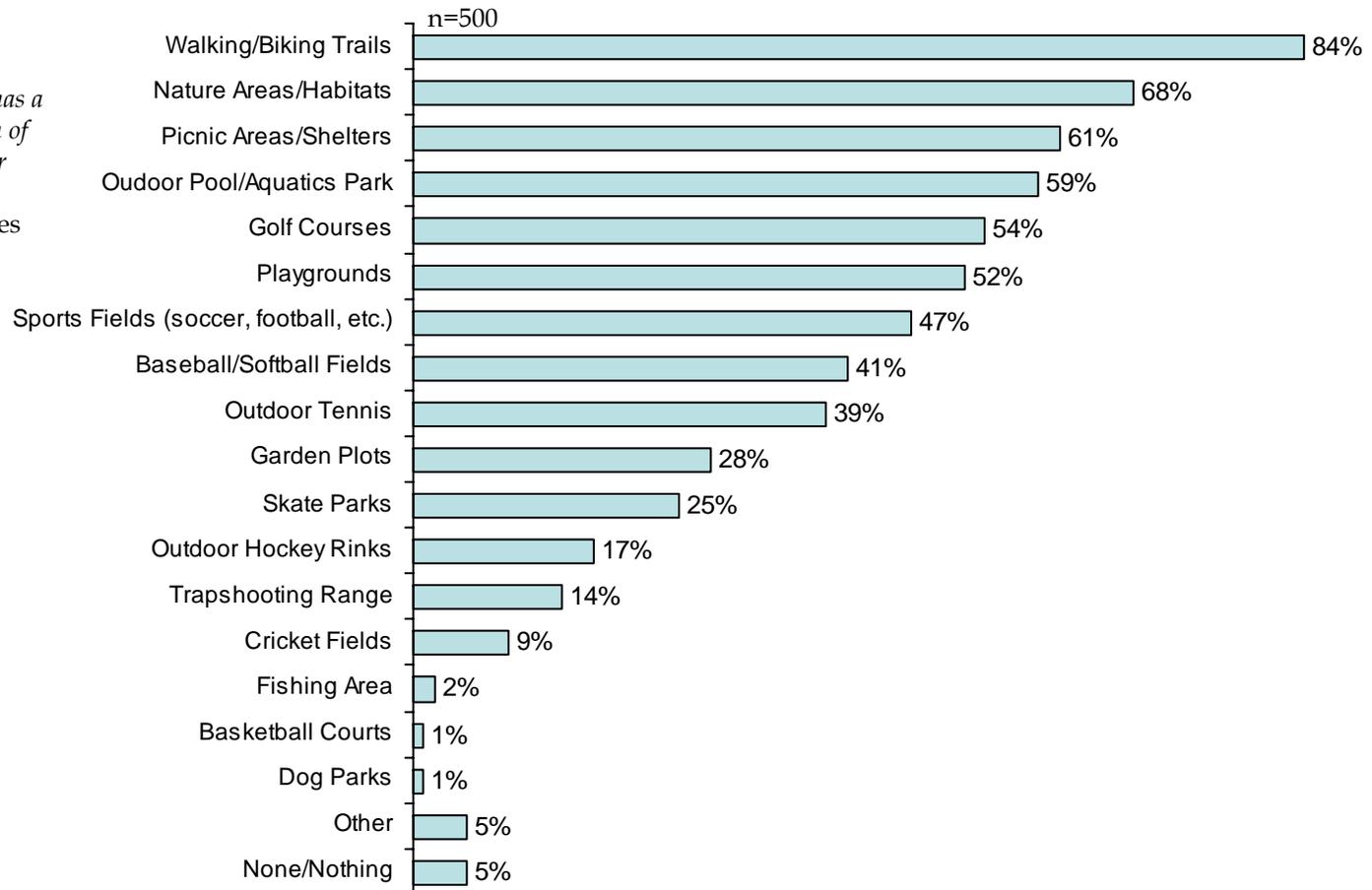
V. Priorities



Demand for Outdoor Facilities

- A majority of Naperville residents report using or interest in using a number of outdoor facilities, especially:
 - Facilities for more passive activities, namely trails, access to protect natural areas, picnic facilities (61% or more)
 - An outdoor pool or aquatic park, golf courses, or playground facilities (52% to 59%)
- Just under half of these households expressed a need for sports fields and baseball fields, followed by outdoor tennis courts
- The remaining outdoor facilities tested registered much lower response

Q30. Please indicate if your household currently uses or has a need or interest in using each of the following types of outdoor recreation facilities. (VARY ORDER) Multiple responses accepted





Demand for Outdoor Facilities: Differences by Segments

- The tables on the following pages summarize the types of residents who are most likely to report using (or wanting to use) each of the outdoor facilities tested
- In general, residents age 18-44 tend to express greater than average interest in all of outdoor activities tested
 - Similarly, those with children in the household and relatively newer Naperville residents correspond as being more interested in virtually all activities
 - These younger and newer residents also reflect residents who are not registered to vote (especially interested in an outdoor pool, outdoor tennis, community gardens, cricket fields)
- Other key differences of note:
 - Residents in the Southeast tend to be more interested in nature areas and wildlife habitats, along with playgrounds
 - Residents in the Northeast express greater interest in picnic facilities
 - Very few differences by gender (though men are more interested in sports fields)
- Overall, five percent reported no need at all for any outdoor facilities. Those most likely to feel this way include:
 - Older adults (ages 55+) and long-term Naperville residents (26+ years)
 - Non-users for NPD facilities or programs



Demand for Outdoor Facilities: Differences by Segments

<i>Outdoor Facility/Activity</i>	<i>Most Likely to Report Need/Interest</i>
Walking/Biking Trails (84% overall)	<ul style="list-style-type: none"> • Ages 35-44 (88%), 45-54 (91%) • Children in HH (89%) • Current NPD facility users (87%) and program participants (94%) • Lived in Naperville 1-5 yrs. (89%) • HH income \$75K-\$99.9K (87%), \$150K+ (91%)
Nature Areas/Habitats (68% overall)	<ul style="list-style-type: none"> • SE region (75%) • Ages 35-44 (77%), 45-54 (76%) • Children in HH (74%) • Current NPD facility users (72%) and program participants (78%) • HH income \$75K-\$99.9K (75%), \$100K+ (76%)
Picnic Areas/Shelters (61% overall)	<ul style="list-style-type: none"> • NE region (75%) • Ages 35-44 (68%), 45-54 (70%) • Children in HH (70%), especially ages 5 or younger (83%) • Current NPD facility users (65%) and program participants (71%) • Lived in Naperville 1-5 yrs. (69%) • HH income \$150K+ (72%)
Outdoor Pool/Aquatics Park (59%)	<ul style="list-style-type: none"> • Ages 18-34 (70%), 35-44 (77%) • Children in HH (75%), especially ages 5 and younger (89%) and 6-10 (82%) • Current NPD facility users (62%) and program participants (69%) • Not registered to vote (78%) • Lived in Naperville 1-5 yrs. (71%), 6-10 yrs. (69%) • HH income \$75K-\$99.9K (75%), \$100K-\$149.9K (63%), \$150K+ (71%)
Golf Courses (54% overall)	<ul style="list-style-type: none"> • Ages 18-34 (65%), 35-44 (58%) • Current NPD facility users (56%)
Playgrounds (52% overall)	<ul style="list-style-type: none"> • SE region (63%) • Ages 18-34 (59%), 35-44 (78%) • Children in HH (72%), especially ages 5 or younger (97%) or 6-10 (84%) • Current NPD facility users (56%) and program participants (67%) • Lived in Naperville 1-5 yrs. (62%), 6-10 yrs. (59%), 11-15 yrs. (61%) • HH income \$75K-\$99.9K (69%), \$100K-\$149.9K (58%), \$150K+ (61%)

(continued on next page)



Demand for Outdoor Facilities: Differences by Segments (cont'd)

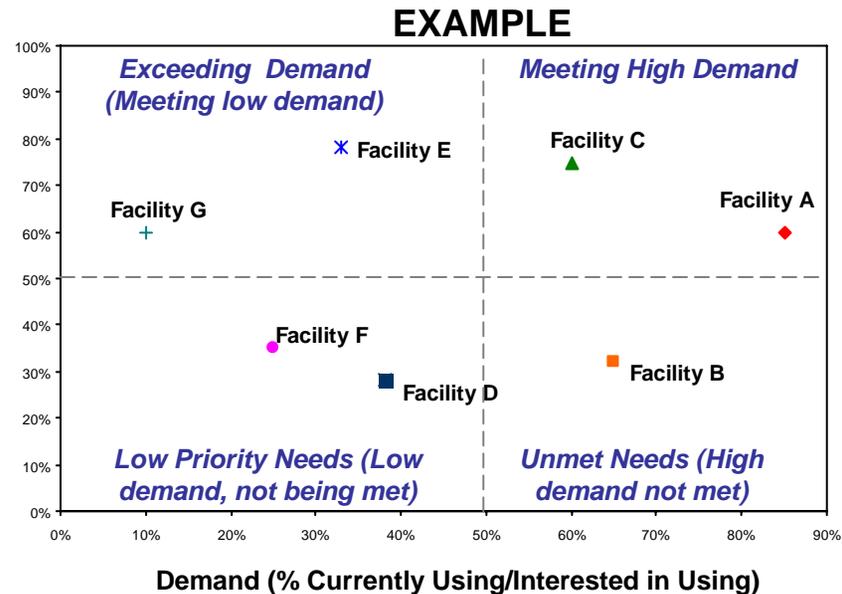
<i>Outdoor Facility/Activity</i>	<i>Most Likely to Report Need/Interest</i>
Sports Fields (47% overall)	<ul style="list-style-type: none"> • Age 18-34 (51%), 35-44 (64%), 45-54 (51%) • Children in HH (69%) • Current NPD facility users (50%) and program participants (63%) • Lived in Naperville 1-5 yrs. (51%), 6-10 yrs. (52%), 11-15 yrs. (57%) • HH income \$75K-\$99.9K (58%), \$150K+ (55%)
Baseball/Softball Fields (41% overall)	<ul style="list-style-type: none"> • Men (48%, vs. 35% women) • Age 18-34 (44%), 35-44 (54%) • Children in HH (57%), especially ages 6-10 (68%) • Current NPD facility users (43%) and program participants (55%) • Lived in Naperville 1-5 yrs. (46%), 11-15 yrs. (55%) • HH income \$75K-\$99.9K (58%), \$150K+ (48%)
Outdoor Tennis (39%)	<ul style="list-style-type: none"> • Ages 18-34 (58%), 35-44 (46%), 45-54 (39%) • Children in HH (46%), all ages • Not registered to vote (57%) • Lived in Naperville 1-5 yrs. (53%)
Garden Plots (28% overall)	<ul style="list-style-type: none"> • Ages 35-44 (45%), HH income \$150K+ (37%) • Not registered to vote (48%) • Lived in Naperville 1-5 yrs. (45%)
Skate Parks (25% overall)	<ul style="list-style-type: none"> • Ages 35-44 (41%) • Children in HH (35%) • Lived in Naperville 1-5 yrs. (31%), 6-10 yrs. (35%)
Outdoor Hockey Rinks (17% overall)	<ul style="list-style-type: none"> • Ages 18-34 (24%), 35-44 (22%) • Children in HH (23%) • Lived in Naperville 1-5 yrs. (22%), 11-15 yrs. (28%) • HH income \$75K-\$99.9K (31%)
Trapshooting Range (14% overall)	<ul style="list-style-type: none"> • Ages 45-54 (28%)
Cricket Fields (9% overall)	<ul style="list-style-type: none"> • Ages 18-34 (22%) • Not registered to vote (26%) • Lived in Naperville 1-5 yrs. (21%)
None/Nothing (5% overall)	<ul style="list-style-type: none"> • Ages 55-64 (10%), 65+ (23%) • Lived in Naperville 26+ yrs. (12%) • No children in HH (9%) • Non-users of NPD facilities (29%) or programs (8%)



Quadrant Analysis: Identifying Whether Demand for Outdoor Facilities is Being Met

- Respondents who report using or interest in using each type of outdoor facility were also asked how well each of these needs were currently being met, using a 0-10 scale
 - Scores of 9 or 10 indicate their needs are completely met; 6-8 means they are somewhat being met
 - Lower scores (0 through 5) indicate their needs are not currently being met
- The results are reported on the following pages using a scatter plot that shows both:
 - The overall demand for each outdoor facility (horizontal axis) based on the % of respondents who indicate usage or interest)
 - And the % who report that this “need” is currently being met (using the 0-10 scores)
- In the example below, facilities in the upper right quadrant are in high demand and sufficient supply, whereas **those in the lower right represent opportunities** (high demand that is not currently being met)
 - Facilities to the left are in lower demand

Meeting Demand: % Saying Need is Completely/ Somewhat Being Met (scores of 6+ on a 0-10 scale)

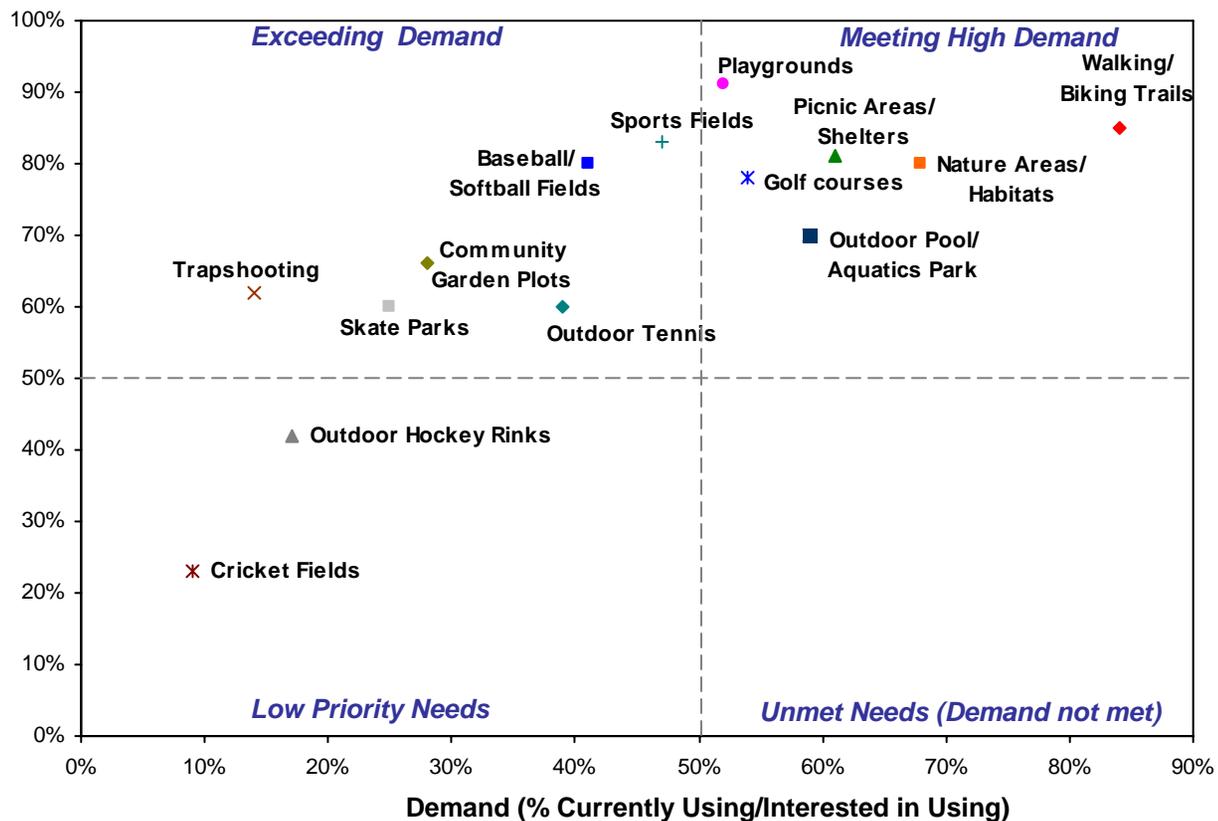




Demand for Outdoor Facilities That Are Somewhat/Completely Met

- The facilities receiving the highest demand among Naperville residents (trails, nature areas, etc.) are for the most part currently satisfied from local sources (including the NPD)
- In fact, there is no outdoor facility whose demand exceeds the current supply (“Unmet Needs” quadrant)

Meeting Demand: % Saying Need is Completely/ Somewhat Being Met (scores of 6+ on a 0-10 scale)

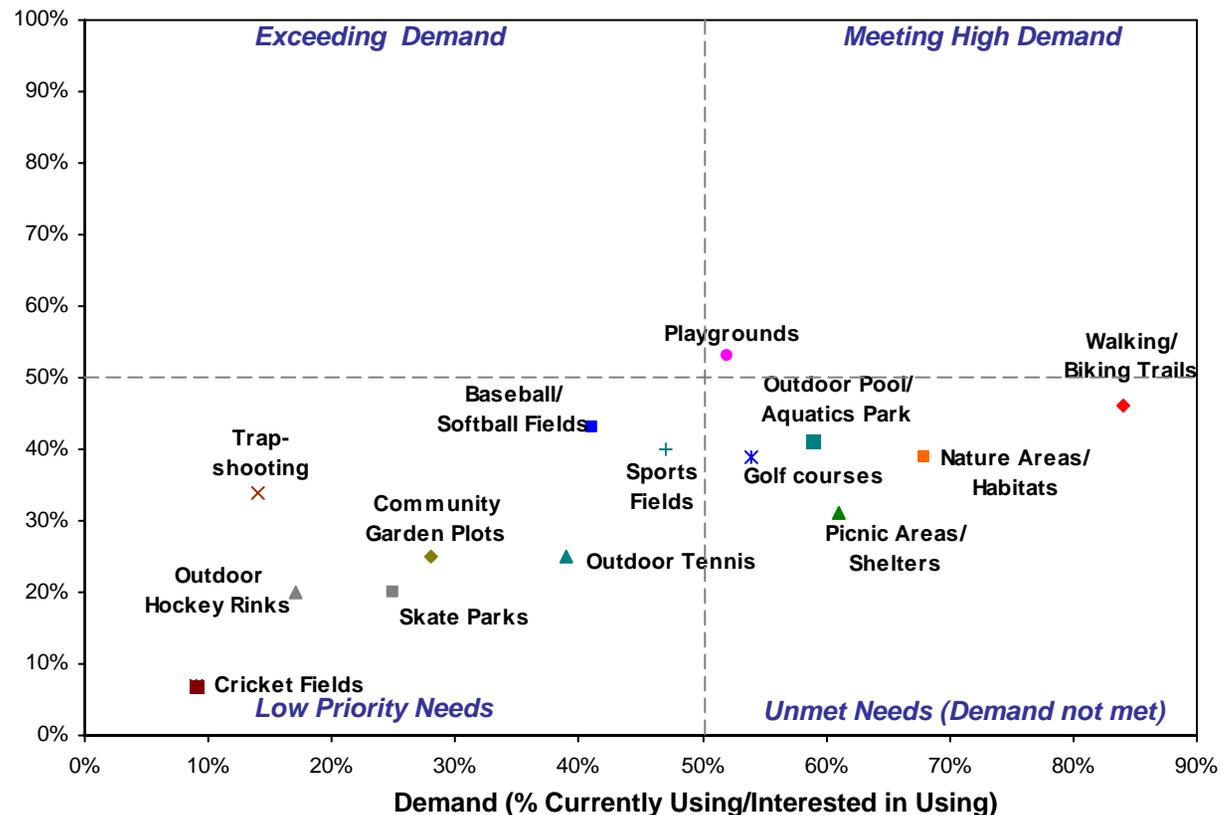




Demand for Outdoor Facilities - Completely Met Only

- To better isolate opportunities to fill unmet needs, the quadrants below reflect the percent who say their demand is “completely” being met (scores of 9-10 only)
 - “Somewhat met” responses have been removed
- This shows that the only outdoor facilities that might potentially have unmet needs are:
 - Trails -- especially among middle age residents ages 45-64 (more likely to say “not met”)
 - Nature areas - especially longer-term Naperville residents (11-25 yrs.)
 - Picnic facilities - especially younger adults ages 18-35
 - Outdoor pool/Aquatics Park - SE and especially SW regions, younger, high income, with children, newer local residents
 - Golf courses - younger, non-users of NPD facilities, lived in Naperville 1-5 yrs.

Meeting Demand: %
Saying Need is
Completely Met (scores
of 9+ on a 0-10 scale)

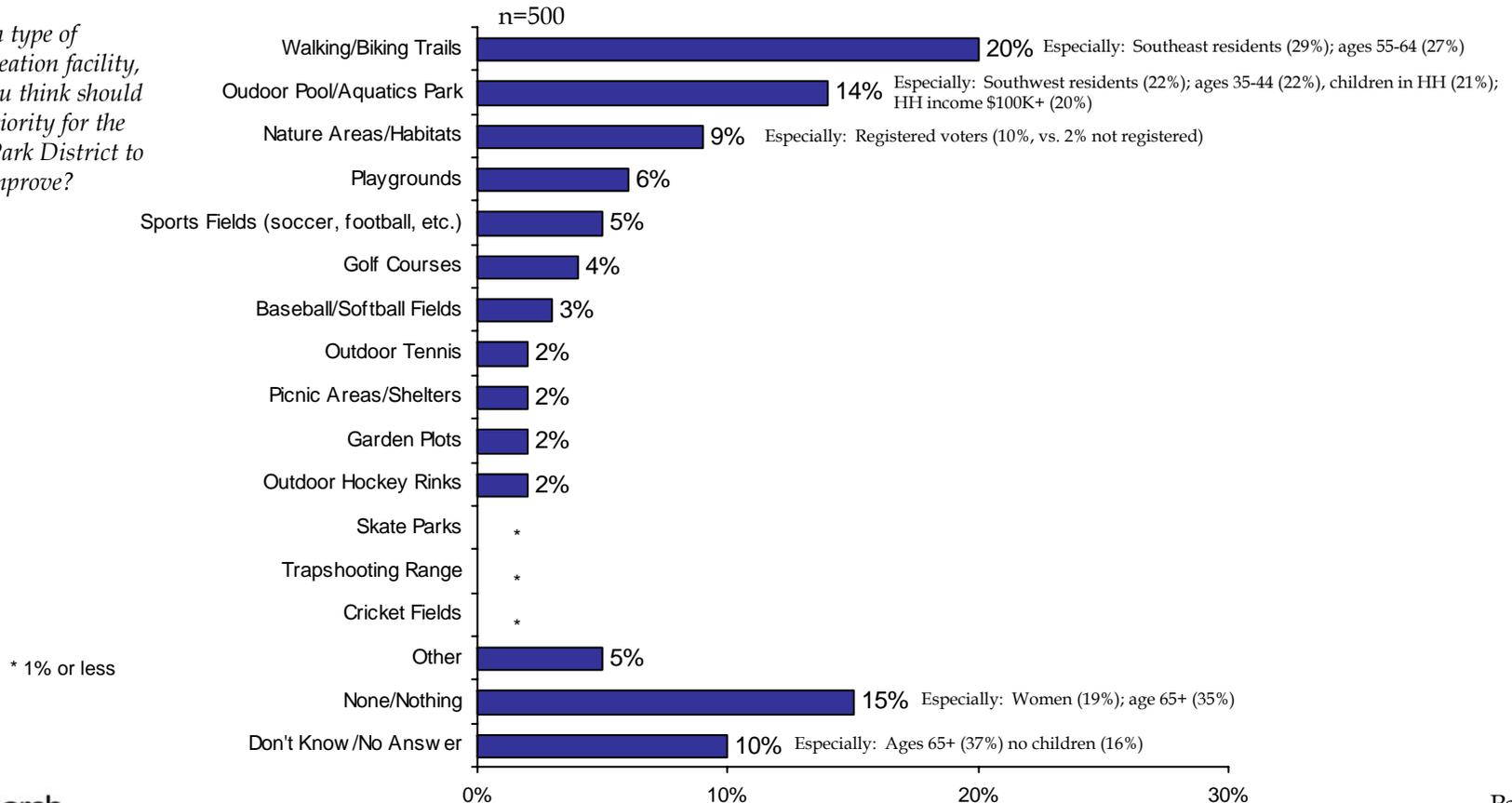




Top Priority for Outdoor Facility

- When asked which one outdoor facility represents the NPD’s highest priority, no clear consensus emerges
- One in five cite the more passive improvement of hiking/biking trails, and another nine percent mention nature areas/settings
- One in seven (14%) feel an outdoor pool/aquatic park is the most important
- The rest were cited by no more than 6% overall
- Note that one in four felt none of these are priority issues (15%) or could not select a top improvement (10%)

Q32. Which type of outdoor recreation facility, if any, do you think should be the top priority for the Naperville Park District to expand or improve?

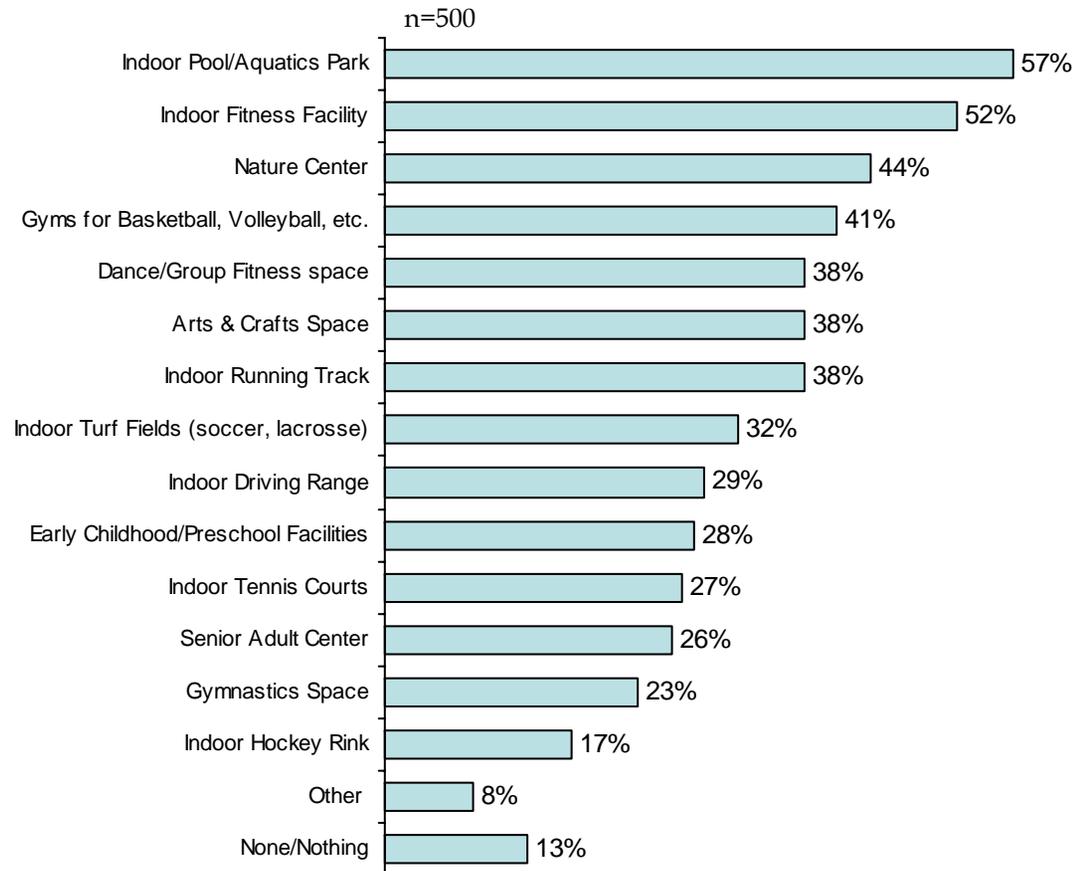




Demand for Indoor Facilities

- In general, possible indoor facilities generate less usage or interest compared to many of the outdoor facilities tested (see page 43)
- A slight majority express an interest in an indoor pool/aquatic park, and indoor fitness facilities
- Most other possible amenities for an indoor recreational facility generate similar levels of enthusiasm (no clear preference overall)

Q33. Please indicate if your household current uses or has a need or interest in using each of the following types of indoor recreation facilities. (VARY ORDER) Multiple responses accepted





Demand for Indoor Facilities: Differences by Segments

- Differences in demand (the % using or interested in using) by subgroups for each indoor facility tested are summarized on the following pages
- As with the outdoor facilities, interest in virtually all indoor facilities are of greatest interest to younger residents (ages 18-44), those with children, and relatively newer Naperville residents
- The exceptions are an indoor driving range (middle age residents age 45-54 are most interested) and a senior center (of greatest interest to those age 65+) :
 - Similarly, the 13% who volunteered that no indoor facility would be of interest tended to be older respondents (age 65 or older)
- Other key differences:
 - An indoor fitness facility tends to garner greater interest among residents in the Southeast and Southwest regions
 - Similarly, those in the Southwest part of Naperville express greater interest in an indoor driving range
 - The only gender difference appears on facility space for dance/group fitness (women are more interested than men)



Demand for Indoor Facilities: Differences by Segments

<i>Indoor Facility/Activity</i>	<i>Most Likely to Report Need/Interest</i>
Indoor Pool/ Aquatic Park (57% overall)	<ul style="list-style-type: none"> • Ages 18-34 (73%), 35-44 (63%) • Children in HH (69%) • Lived in Naperville 1-5 yrs. (66%), 6-10 yrs. (63%), 11-15 yrs. (65%) • HH income \$150K+ (68%)
Indoor Fitness Facility (52% overall)	<ul style="list-style-type: none"> • Southwest (59%) and Southeast (57%) regions • Ages 18-34 (71%) • Lived in Naperville 1-5 yrs. (62%) • Children in HH (60%)
Nature Center (43% overall)	<ul style="list-style-type: none"> • Ages 35-44 (63%) • Children in HH (51%), especially ages 1-5 (67%) • Lived in Naperville 1-5 yrs. (53%) • HH income \$75K-\$99.9K (66%), \$150K+ (48%)
Gyms (41% overall)	<ul style="list-style-type: none"> • Ages 18-34 (53%), 35-44 (48%), 45-54 (45%) • Children in HH (57%) • Currently use NPD programs (51%) • Lived in Naperville 1-5 yrs. (45%), 6-10 yrs. (47%), 11-15 yrs. (50%) • HH income \$100K-\$149.9K (48%), \$150K+ (45%)
Dance/Group Fitness Space (38% overall)	<ul style="list-style-type: none"> • Women (49%, vs. 26% of men) • Ages 18-34 (54%) • Children in HH (43%) • Currently use NPD programs (47%)
Arts & Crafts Space (38% overall)	<ul style="list-style-type: none"> • Ages 18-34 (52%), 35-44 (49%) • Children in HH (44%), especially ages 1-5 (59%) • Lived in Naperville 1-5 yrs. (51%) • HH income \$75K-\$99.9K (63%), \$150K+ (44%)
Indoor Running Track (38% overall)	<ul style="list-style-type: none"> • Ages 18-34 (51%), 35-44 (43%) • Children in HH (47%) • Currently use NPD programs (46%) • Lived in Naperville 1-5 yrs. (50%), 11-15 yrs. (41%)
Indoor Turf Fields (32% overall)	<ul style="list-style-type: none"> • Ages 18-34 (43%), 35-44 (43%), 45-54 (35%) • Children in HH (44%) • Currently used NPD programs (40%) • Live in Naperville 1-5 yrs. (42%), 11-15 yrs. (42%) • HH income \$150K+ (41%)



Demand for Indoor Facilities: Differences by Segments (cont'd)

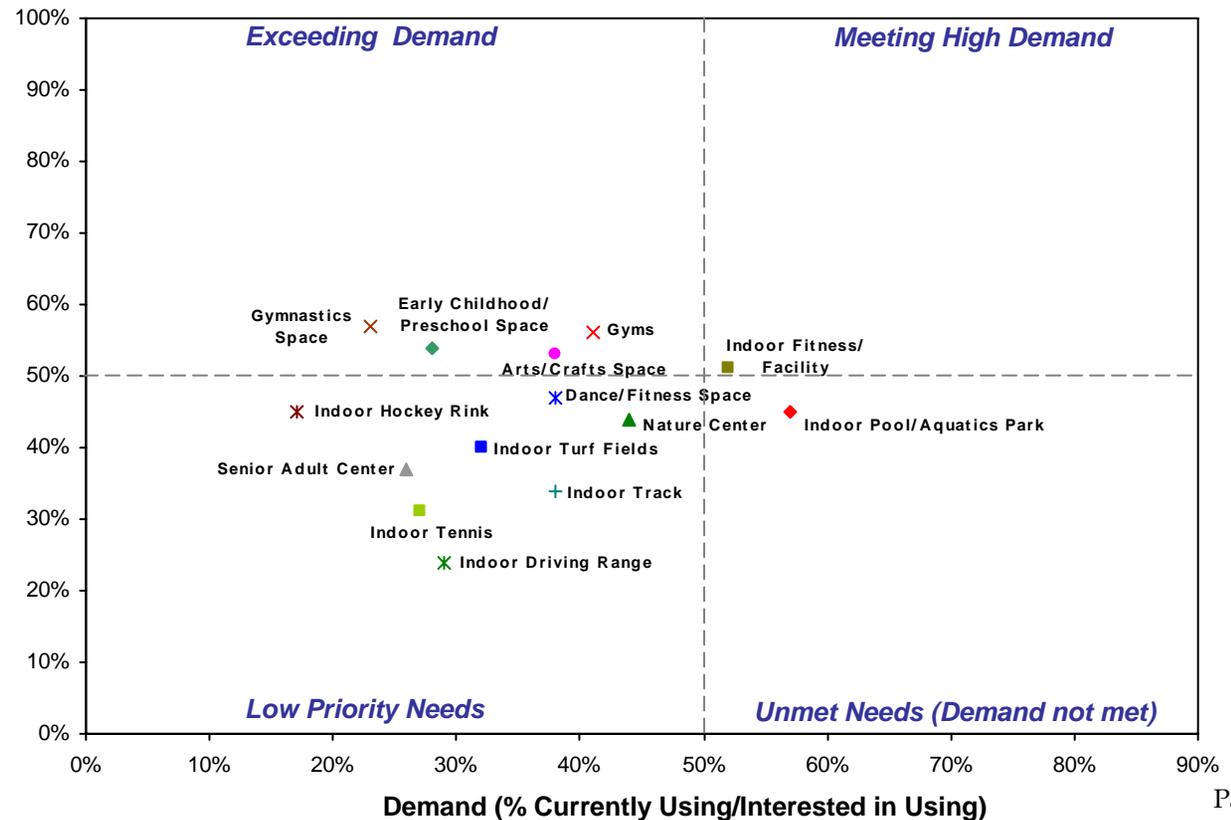
<i>Indoor Facility/Activity</i>	<i>Most Likely to Report Need/Interest</i>
Indoor Driving Range (29% overall)	<ul style="list-style-type: none"> • Southwest region (36%) • Ages 45-54 (32%) • Lived in Naperville 11-15 yrs. (36%)
Early Childhood/Preschool Program Facilities (28%)	<ul style="list-style-type: none"> • Ages 18-34 (48%), 35-44 (49%) • Children in HH (39%), especially ages 1-5 (72%) and 6-10 (36%) • Currently use NPD programs (34%) • Lived in Naperville 1-5 yrs. (53%), 6-10 yrs. (26%) • HH income \$75K-\$99.9K (49%), \$150K+ (34%)
Indoor Tennis Courts (27% overall)	<ul style="list-style-type: none"> • Ages 18-34 (33%), 35-44 (33%) • Children in HH (35%) • Lived in Naperville 1-5 yrs. (38%), 6-10 yrs. (31%), 11-15 yrs. (30%)
Senior Adult Center (26% overall)	<ul style="list-style-type: none"> • Ages 65+ (56%) • Lived in Naperville 16-25 yrs. (35%), 26+ yrs. (33%) • No children in HH (33%)
Gymnastics Space (23% overall)	<ul style="list-style-type: none"> • Ages 18-34 (26%), 35-44 (39%) • Children in HH (33%), especially ages 1-5 (49%) • Currently use NPD programs (30%) • Lived in Naperville 1-5 yrs. (36%) • HH income \$75K-\$99.9K (37%), \$100K-\$149.9K (25%)
Indoor Hockey Rink (17% overall)	<ul style="list-style-type: none"> • Ages 18-34 (21%), 35-44 (24%) • Children in HH (23%) • Lived in Naperville 1-5 yrs. (21%), 11-15 yrs. (29%)
None/Nothing (13% overall)	<ul style="list-style-type: none"> • Ages 65+ (22%) • Non-users of NPD programs (17%) • Lived in Naperville 16-25 yrs. (19%) • HH income < \$75K (21%)



Demand for Indoor Facilities That Are Somewhat/Completely Met

- Most of the need/interest in indoor facilities is currently being met at least somewhat, according to those using or likely to use these facilities

Meeting Demand: % Saying Need is Completely/ Somewhat Being Met (scores of 6+ on a 0-10 scale)

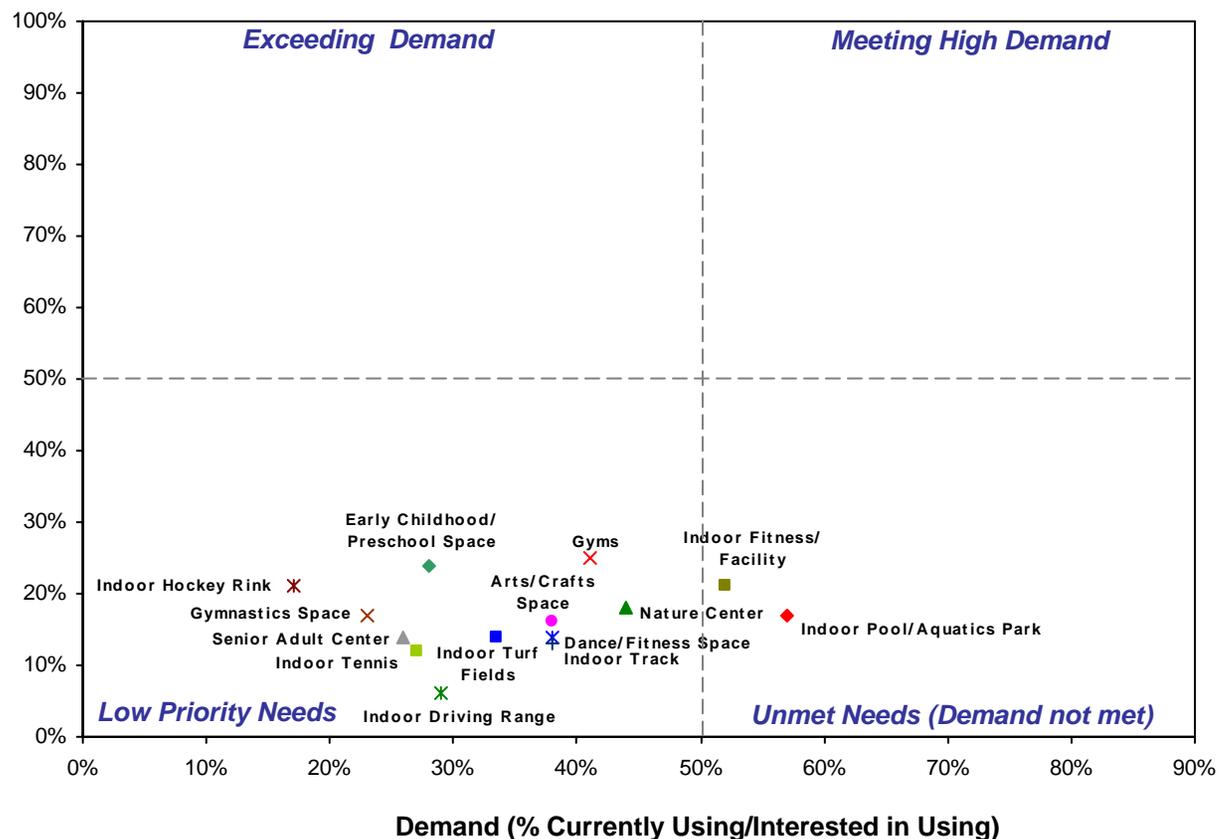




Demand for Indoor Facilities - Completely Met Only

- Focusing on indoor facilities where demand is already completely met, the two possible facilities that might still represent unmet needs are:
 - An indoor pool/aquatic park – especially among middle age residents (55-64), those in the Northeast and Southwest regions, higher income and longer-term residents (less likely to say “completely met”)
 - An indoor fitness facility – also middle age residents in the Southwest
- Still, keep in mind that a bare majority expressed an interest in either of these two services

Meeting Demand: %
Saying Need is
Completely Met (scores
of 9+ on a 0-10 scale)

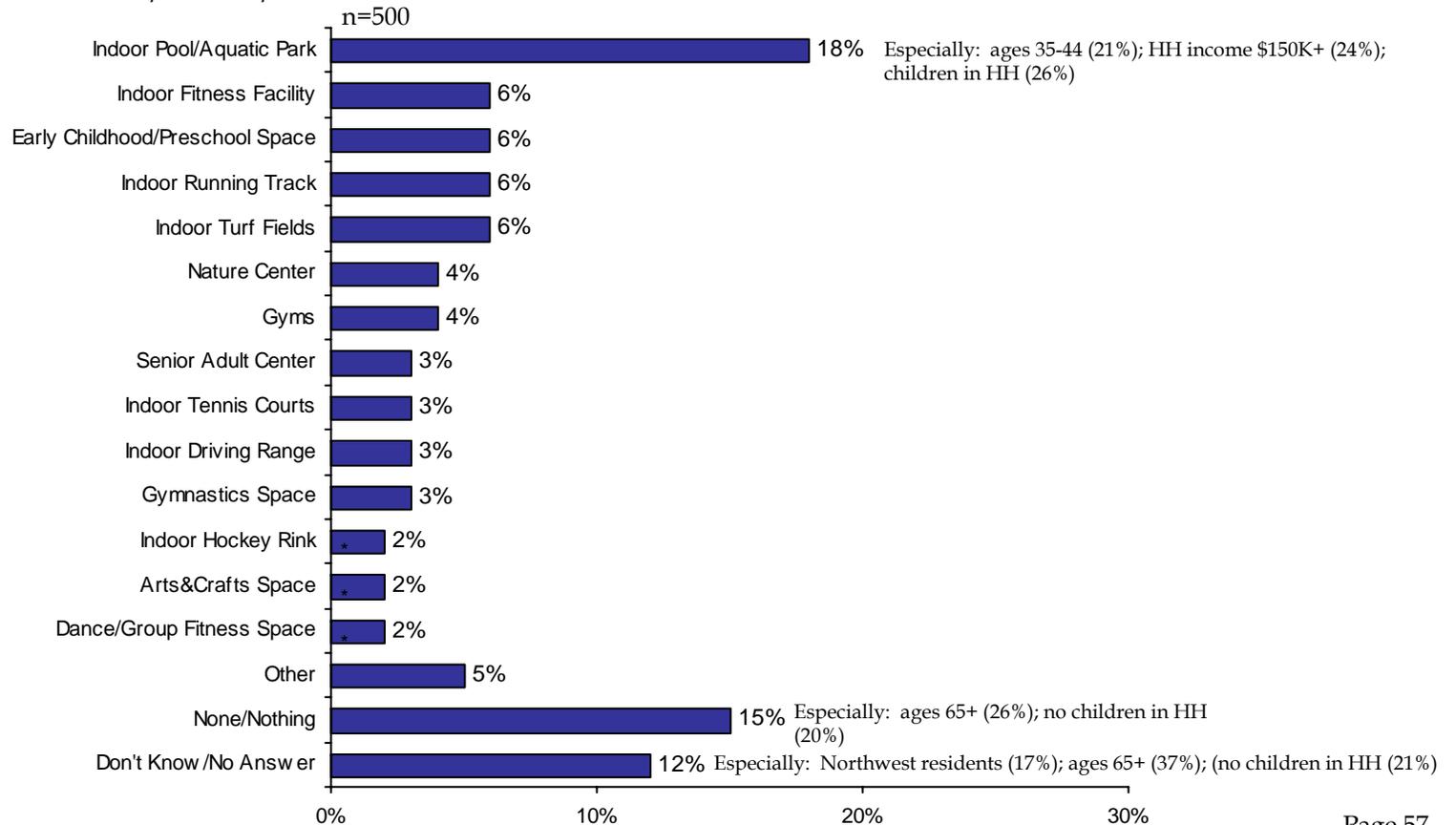




Top Priority for Indoor Facility

- When asked to identify the one indoor facility that NPD should make its top priority, only an indoor pool/aquatic park is cited most frequently over all others tested – but still by fewer than one in five respondents (18%) overall
- All others are each mentioned by 2% to 6% -- virtually no difference or preference
- Again, one in four (27%) either felt none are priorities (15%) or simply could not identify a top need (12%)

Q35. Which type of indoor recreation facility, if any, do you think should be the top priority for the Naperville Park District to expand or improve?



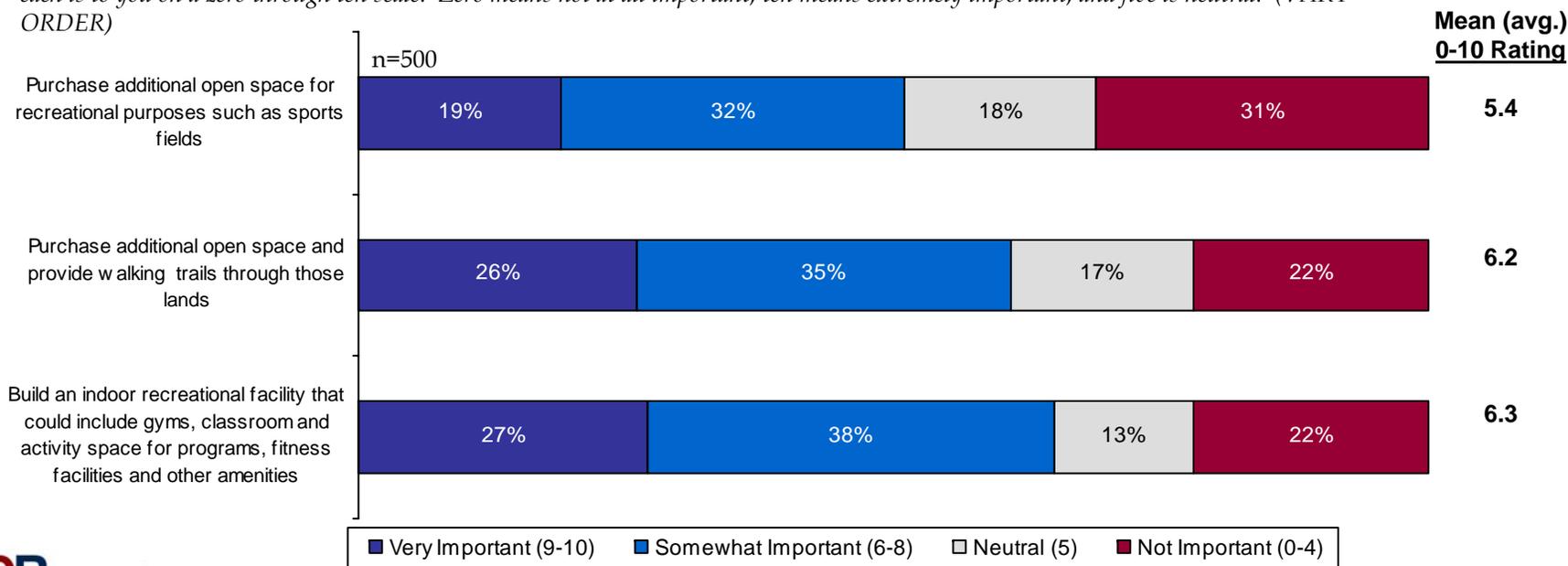
VI. Initiatives and Willingness to Pay



Importance of Possible NPD Initiatives/Proposals

- The NPD selected three possible improvements to determine which (if any) represent a clear priority among its constituents
- Two of the three – open space for passive recreation (trails), and an indoor facility – are considered somewhat important to residents overall
 - At least three in five rate each “somewhat important”, including one in four saying each is “very important”
 - One in five think neither is important at all (22% each)
- Still, neither of these two proposals generates much support or enthusiasm (relatively weak support on average)
- Residents are clearly least interested in acquiring more open space for sports fields (only 19% “very important”, and nearly a third “not important”)

Q36. I am going to read some possible initiatives or goals that the Naperville Park District might consider. Please tell me how important each is to you on a zero through ten scale. Zero means not at all important, ten means extremely important, and five is neutral. (VARY ORDER)





Differences Among Priorities

- Younger residents and those with children tend to place the most importance on an indoor facility
 - Likewise those in Southwest Naperville, and newer residents to the city
- Open space for trails is generally favored equally among all subgroups (very few differences)
 - Only current non-users of NPD facilities are disinterested
- Open space for recreation and sports fields does slightly better than average among men, younger residents and current users (though importance ratings from these subgroups remain relatively weak)

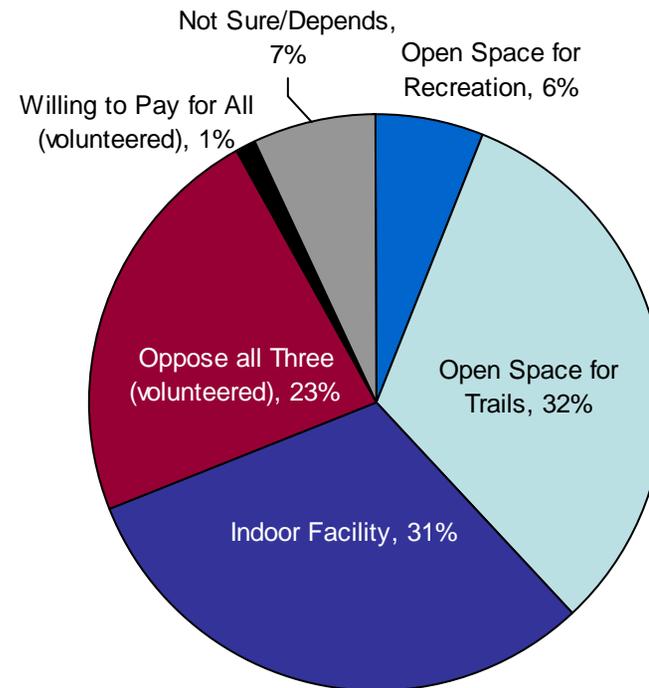
	More Important than Avg.	Less Important than Avg.
Open Space for Recreation (5.4 overall)	<ul style="list-style-type: none"> • Men (5.7) • Age 18-35 (6.5) • Used NPD facilities (5.5) • Lived in Naperville 11-15 yrs. (6.4) 	<ul style="list-style-type: none"> • Women (5.2) • Age 55-64 (4.7), 65+ (4.8) • Not used NPD facilities (4.8) • Lived in Naperville 26+ yrs. (4.5)
Open Space for Trails (6.2 overall)	<ul style="list-style-type: none"> • Used NPD facilities (6.3) 	<ul style="list-style-type: none"> • Not used NPD facilities (5.2)
Indoor Facility (6.3 overall)	<ul style="list-style-type: none"> • SW region (7.0) • Age 18-35 (7.4), 35-44 (7.0) • Children in HH (6.9), ages 5 or younger (7.7), ages 6-10 (7.0) • Lived in Naperville <6 yrs. (7.5), 11-15 yrs. (7.4) 	<ul style="list-style-type: none"> • NE region (5.7), SE region (6.0) • Age 45-54 (5.9), 55-64 (5.4), 65+ (4.8) • No children in HH (5.6) • Lived in Naperville 16-25 yrs. (5.3), 26+ yrs. (4.1)



Forced Choice: Willingness to Pay for One of Three Possible Initiatives

- No clear consensus was reached when respondents were asked to identify the one possible NPD initiative for which they would be willing to pay higher property taxes
- Open space for passive recreation (trails) and an indoor recreation facility each garnered just under a third of support, and open space for sports field was selected by only six percent
- It is important to note that nearly one out of four respondents **volunteered** that they would **not** be willing to pay for any of these three improvements, and another 7% felt they needed more information to make a decision

Q37. Knowing that property taxes would likely need to be increased in order to pay for any of those initiatives, which one of the following best describes you: I would be most willing to pay more to (VARY ORDER): Acquire open space for recreation and sports fields; Acquire and protect open space and provide walking trails; Build an indoor recreational facility



n=500



Differences In Willingness to Pay by Initiative

- Those most willing to pay higher property taxes for open space offering passive recreation (trails) tend to be middle age, men, and those in Southeast Naperville
- Conversely, women, younger residents who recently moved to Naperville, and those with children tend to support paying for an indoor recreation facility
- However, note that even among these segments, none represent a majority that is willing to pay more (all are 44% or fewer)
- The oldest residents are most inclined to oppose higher taxes for any of the three proposals (again, a volunteered response)
 - This also fits the profile of the undecided and those who say they need more inform (7% overall)

	Most Likely Mentioned by:
Open Space for Recreation (6%)	<ul style="list-style-type: none"> • Ages 45-54 (10%)
Open Space for Trails (32%)	<ul style="list-style-type: none"> • SE region (43%) • Men (40%, vs. 26% of women) • Ages 55-64 (44%) • Used NPD facilities (35%, vs. 12% of non-users)
Indoor Facility (31%)	<ul style="list-style-type: none"> • Women (36%, vs. 25% of men) • Ages 18-35 (41%), 35-44 (40%) • Children in HH (38%) • Lived in Naperville 1-5 yrs. (43%)
Oppose All Three - volunteered (23%)	<ul style="list-style-type: none"> • Ages 55-64 (29%), 65+ (40%) • No children in HH (28%) • Registered voters (26%, vs. 6% not registered)
Not Sure/Depends (7%)	<ul style="list-style-type: none"> • Ages 65+ (15%) • No children in HH (11%) • Non-users of NPD facilities (33%)

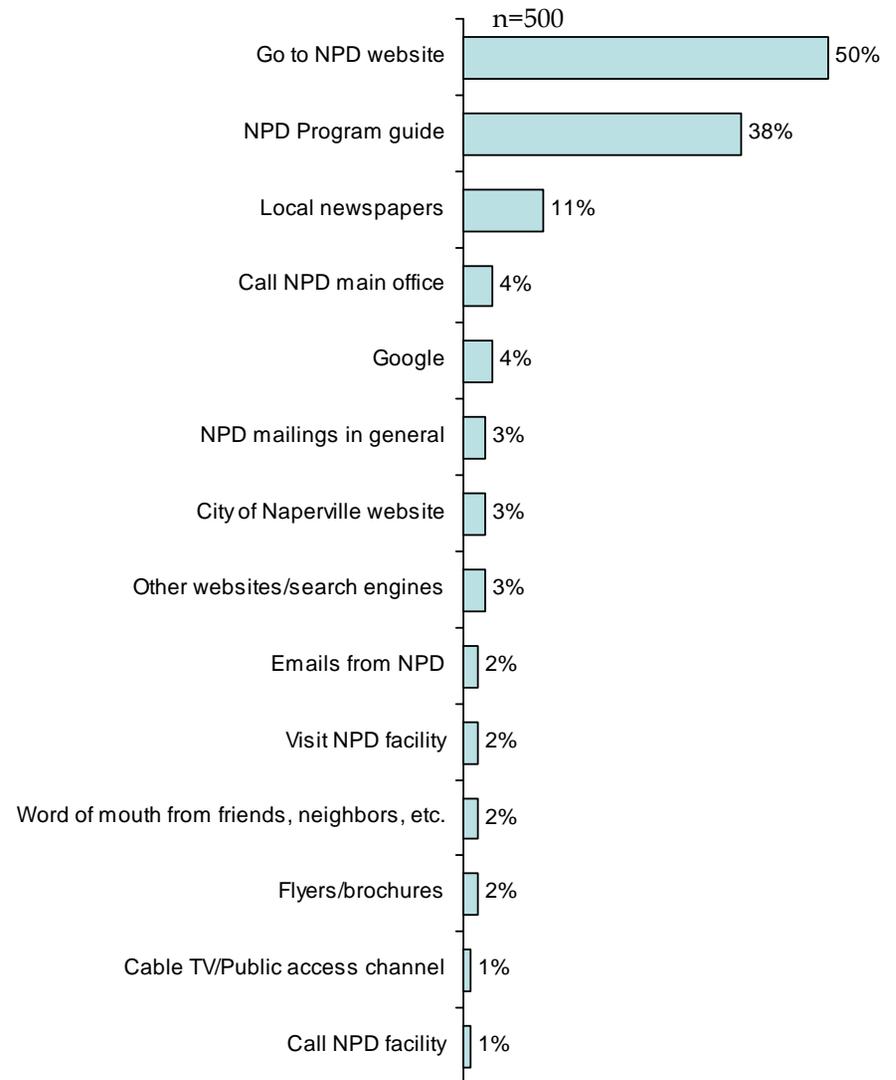
VII. Information



NPD Website Most Popular Source of Information; Program Guide Second

- Half of all respondents go to the NPD website if they need information, while nearly two in five turn to the program guide
- However, the types of residents who utilize these different forums tend to be different
- Groups more likely to access the website include:
 - Younger adults (under age 45)
 - Higher income (\$100k or more)
 - Shorter tenure in Naperville (less than 16 years)
 - Households with children
- Groups more likely to turn to the program guide include:
 - Residents of southeast Naperville
 - Older adults (age 45 or older)
 - Longer tenure in Naperville (16 or more years)
- Respondents who have neither visited a NPD facility nor participated in a NPD program are more likely to use Google to find information (22%)

Q38. When you need information about a Naperville Park District event, facility or program, from what sources do you usually get that information Multiple responses accepted; most frequent responses shown



Appendix I. Selected Verbatims from Q12: NPD Strengths



Appendix: Selected Verbatims from Q12: NPD Strengths

They have a lot of activities for people of all ages, there are parks all over the place and they offer reasonable fees. Except for the fees they charge for the dog park, they are alright.

They offer a lot of good programs.

They offer a lot of programs. They offer things for all ages.

They have a lot of offerings easy to use.

They offer a wide variety of programs and activities for a wide range of age groups.

The programs, activities for the kids, and sports.

With a lot of programs that they offer, they do a good job, like ballet and soccer and swimming. They have all sorts of activities.

The number of programs they have for residents.

They offer a lot of activities and good programs like the swim program.

They a lot of programs, a lot of sports and arts.

The different programs

They have a huge diversity of programs, there are so many. They are reasonable about asking opinions and are not expensive.

The availability and variety of programs, like sports.

The availability, number of programs, and the quality of the programs. I have taken advantage of them, both programs for adults and kids. Their availability means a wide choice of offerings.

They do provide a lot of programs and opportunities for children and youth.

They do have a lot to offer like parks, golf course for me, and garden plots for kids.

The amount of programs it offers is great.

They have a lot of programs.



Appendix: Selected Verbatims from Q12: NPD Strengths

They have good programs for young kids, Centennial Beach in the summertime, and public library classes.

The programs they offer for children, like the program. They just have various programs for small kids. My kids aren't small anymore; I just remember they have a lot of programs focused for small children. It was easy to sign the kids up, they had a registration was easy to do. I always thought their grounds were pretty too.

They just have a lot of options for kids like sports programs. They seem to have a lot of openings and times for different things.

The programs for children

Children's' programs

They have a lot of programs like athletic programs for kids. They keep facilities nice.

I think they do really well with the community activities for a wide variety of people. They run a really nice youth program for soccer and their senior program includes traveling. They have good programs for younger adults and yoga classes, exercise class and art programs and they have activities for young parents. I think they have pretty good facilities. They worked at the addition to the parks very well by utilizing the school; it was a good way to use the tax dollars. They do a nice job of keeping the landscaping in the park.

They have a lot of programs for kids. They do a good job at maintaining the parks and every time I go there the staff is friendly.

The wide variety of programs for youth and elderly.

I think the park district offers a lot of opportunities for the kids and adults. Centennial Beach is great for the community; it is a great facility and a large public swimming pool. It is a great place to take the kids and have a picnic or do kids' swimming lessons. It is a great place to go. They have sports and offer a lot of activities for kids in the communities, like sports and outdoors activities. They also offer other things such as activities targeting the arts. They do a good job of maintaining the facilities around the community; they are well-maintained, clean and nice-looking. My son went to preschool through the park district and I thought the program was run great. My son had a great time and I really enjoyed taking him to school. He just had his graduation a couple weeks ago.



Appendix: Selected Verbatims from Q12: NPD Strengths

It is very good because my grandchildren are involved in park district programs.

They have a lot of activities for young people. They do well with the upkeep of the park. I'm just very impressed with it.

They have a lot of good programs for my grandchildren. They are all in different sports, like soccer and baseball.

They have enough stuff for kids and available choices. I like the wide range of choices.

They have plenty of programs for the kids. The parks are well kept up. All the programs are good; I have had my son in some. They have plenty of variety for all ages.

Their activities for the children like soccer and a lot of open space and they keep up the equipment.

The amount of programs that are offered for children. For example, I have coached both of my daughters' soccer teams for the last two years. It was run very well.

They have a lot of sports for kids and it is run very well.

There is a variety of things for children and adults to do.

The programs for the senior citizens.

The programs they offer for all age ranges like the dance program for children and baseball. They have it set so the baseball is not such a competition but more enjoyment. Just good customer service and of course the pool is always fun.

They just have a wide variety of programs for all ages.

They offer lots of programs across all age and skill levels.

The programs they offer for the adults, teens, and senior citizens, from dance to cooking to art classes. They are nice, even the senior citizens have day trips.

They have services and activities for all ages.

The wide variety of programs for all ages, there's lots of different things to do.

They have numerous programs for all ages and are very communicative.



Appendix: Selected Verbatims from Q12: NPD Strengths

They plan a lot of activities to meet the needs of different age groups. Ten years ago I was probably more involved and its activities The garden plots comes underneath the park district and we involve ourselves in that and are quite pleased to have that opportunity.

It offers things for all ages.

I'm not too familiar with it but I like the sports for the kids and the events they have for kids like the Summer Fest and Rib Fest.

They make a lot of things available for families and kids, like sports, recreation and music.

It does appeal to families and the accessibility is great.

They offer a very good variety of services and summer events, like their availability and Centennial Beach.

The wide variety of things for all ages.

They have a wide variety programs.

They have a lot of diversity in the type of classes they offer, and they include all age groups.

I like the variety of programs available and the people who put on the different programs do a good job.

I like the variety of programs they have and they incorporate programs for youth and adults.

It develops a lot of programs and a lot of things for everyone to choose from.

The variety of stuff they offer for kids, like when they are really young they keep them busy when they are not in school. Also, it is good for meeting other mothers.

They have a wide variety of programs like tennis courts, kids' programs, and opportunity for adults, like classes in everything from softball to ceramics.

The variety of programs.

The wide variety of programs offered. They have lots of parks, there are parks everywhere.

They have a nice variety of programs for all ages.

They have a large variety of programs. We did a mini gym class with our one year old and it was very fun.



Appendix: Selected Verbatims from Q12: NPD Strengths

I like the selection of programs classes and availability like the karate classes for my kids, ballet, and arts and crafts.

They always have wide variety of camps for all age groups and they orchestrate it all well.

I think they have a large variety of programs for people of all ages.

I like the varieties of programs they have and I like their facilities.

The variety and number of programs. There is something for everyone for every age.

They have a wide variety of programs for everyone.

Wide selection programs in athletic programs and an extensive catalog.

Helping us to improve our park areas.

They keep the parks clean.

They built a nice big park right by our home so I would say I like them a lot. They are doing a really fine job; it's a really huge park.

The parks are clean and kept up very well.

They do a good job of taking care of parks and trails and they are available for those who want to exercise. They do a good job.

The quality of the parks because they are well maintained and placed well. They have nice and clean bathrooms and stuff like that.

They maintain their baseball fields so my children can use the. There is newer playground equipment at Commissioner's Park that is used by children.

We have a lot of beautiful parks and they are taken well care of. There is always something to do.

I like the park area downtown where different groups can use it and I like the variety.

They do keep open spaces; it is nice to have open spaces, grass and trees. I wish they would cut down all the cottonwoods, I am allergic to them. They have the hiking and biking trails, that is good.

There is great up keep of green space available and the availability of services is awesome. There are many programs available and options for events.



Appendix: Selected Verbatims from Q12: NPD Strengths

They have a lot of open land in the city (over 100 parks) and playgrounds and baseball fields. Springbrook has open land where people bicycle and hike. The Hobson Pond isthmus was bought by Naperville Park District and is a specific victory for the preservation of the pond settings.

They do a pretty good job about the assets they have like the parks and pools. They know how to create classes for people in the area.

We have a lot of parks in every neighborhood, they update equipment regularly, and they have a wide range of programs. For younger kids they have preschool art programs, yoga, and trips for the elderly.

I like the fact they are trying to keep open spaces. I think they have a good park police department, they are a good bunch. I have to say they have a lot of programs, almost too many.

They finally kept a piece of land open rather than with condos, and there is the Hobson Ponds issue. I am not happy they are taking away the garden plots.

They have plenty of parks for people.

It is clean and they offer a lot of good things for kids and adults even. The parks are set up nice

They do maintain the grounds well that they have. The classes that they do have they do really well, such as centennial beach.

It is pretty clean and they do a good job of taking care of the area.

They are well maintained and the grounds are well manicured. I cannot say enough good things about the parks, it is just great.

I think the facilities are clean are clean and up to date, like the biking trails.

Their cleanliness and efficiency in maintaining the facility, like the level of trails and nature.

I like the offering of property to take your family like the 10 mile jogging track.

I like that they have paths and open spaces, they make it easy to walk through.

We have multiple use areas close to my house.



Appendix: Selected Verbatims from Q12: NPD Strengths

The availability of programs.

It is convenient; there is more than one branch.

The availability of recreational areas and facilities. They have a huge amount of areas to go to.

We take advantage of it as much as possible. I'm very impressed with the upkeep and with the forest reserve areas. They keep everything clean and keep all the grass and things trimmed, and I like having all those areas available for anyone's use, any time. I have to say the upkeep and availability is great. I think they are doing a really nice job with the upkeep on the nature trails, the bike pass, walking pass, and jogging pass. Any time I would come to speak with or air any problem areas I experience to a staff member seem to be resolved in good time and with good attitude. They don't condescend and seem to really like their job. It is obvious when you try to get something done with them or from them. For example, I live on is a cul-de-sac and behind is a park they had installed in the last three or four years. We have had a lot of interaction with the staff because they discuss what they want to add, change, or put in. With any plan we wanted to have, they would explain if they could not do it and they would always explain to me with good feedback, whatever proposals or votes, and they were concerned in all affairs. If there was any plan about the park, they always seemed to want the residents' input. We may not be able to do it all but we want your input. I think that is very important.

Appendix II. All Verbatims from Q13: NPD Areas to Improve



Appendix: Verbatims from Q13: NPD Areas to Improve

I would like to see some activities for middle-aged adults and people that aren't quite retired elderly.

What I don't like is all the work they are doing with the open space now.

What I dislike most is the cost of arranging to use the Seager Park; it is too high a cost in addition to my taxes. There is \$100 deposit, \$100 park, \$200 for alcohol permit, \$170 for insurance and you must hire a licensed, bonded, and insured police officer at \$45/ hr. 5 hours is \$250 and if you want to have them a little longer it will be additional. The parks are great but just cost prohibitive if you want to have a large gathering. Seven years ago it was very reasonable.

They need to improve pricing on golf course facilities for the residents. That's the only thing I'm into. I go to aurora because they are \$16 cheaper. It is the cost. When you're on fixed income, it is cost.

They don't seem to maintain much very well. After storms they don't seem to clean up very quickly. They don't stay ahead of it.

We should have a community center with outdoor water, indoor water, gathering place, weight room, health club and more.

No, they have been spending too much money.

The fraud and the park district board is incompetent. They waste tax payers' money and they hired a new park district director who they had to replace and he is still getting paid.

It is too politically motivated.

Improve, like offer more parks for the kids to play, more open space, more resources like libraries, and more gyms as well. I'd like to see a gym area for the small kids, one age-appropriate. They don't have anything for the small kids; they only have for older kids.

They put too much money into the facilities and user fees are too high.

Their fees are too high; Chicago's programs are less expensive. Our taxes are too high.

They spend too much money.

They should put in stocked ponds for fishing.



Appendix: Verbatims from Q13: NPD Areas to Improve

They need to improve; there are lots of cities around us that have better facilities like park and pools like Wheaton and Downer's Grove.

They need to broaden the range of age groups. If you are under 12 and over 65 they have programs, but nothing for anyone else. The buildings are very dirty and they need to clean it up.

They have had problems with management and with turnover of people and not enough recreational facilities lack of leadership. There is a lack of trails.

They are too bureaucratic; they have not had a director for more than one year in many years.

There are scandals about their personnel, like something about their manager.

They conduct closed sessions. The other thing I don't approve of is they let property get away that they should have acted on. They need to capitalize on that as soon as they can. They conduct closed sessions occasionally to discuss business. When you have a tax payer base you should never do that. Dealing with a disciplinary issue in a department would be the only excuse to have a closed session. There was a piece of property that had been a school that was offered to the park district or school as a joint effort, or a singular purchase. They let that property go, but it is not owned by the community, it is owned by the Catholic Church. It is located in the center of town on aurora avenue and is now the All Saints Catholic Academy. Then they did a similar thing with a property on west street, it is still in negotiations and has wet lands involved. I was not happy to see them let that go.

There are so many separate things. Why can't we have them all together one major place?

Their transparency and they are very closed minded about what they tell the public. Where does all my money go? They need to do a better job of accounting to the public where they have spent the money.

I dislike their hiring practices because they hire people and they leave. They hired a director and he was not there long and then they hired a search firm and it was expensive. It is hard to keep directors, lots of in-fighting and controversies. Also, we live near a park and have identified needs in the park and they say they will get projects done but nothing seems to get done. They have a new director and hopes are high about the district. They had a man who convinced the board he needed a Master's degree and the one he got was not legitimate.



Appendix: Verbatims from Q13: NPD Areas to Improve

The roads are need of repair.

The quality of programming, I'm familiar with the youth athletics. They focus more on quantity and they should focus more on quality. It is the leadership. A lot of it would be if the leadership would contribute to the next level. They focus more on numbers and getting as many kids and teams, like soccer, instead of having higher number of teams, and more kids. If they had fewer teams with higher numbers on the teams, they could have one less team and distribute those kids other teams.

The programs are still quite expensive. The available space in the programs isn't enough, it is too limited.

The prices of the golf courses too high.

The plans to build a community center on the south side of town.

The last man they hired came from Denver and they spent all this money to get him here. It had to cost in the \$50,000 range to get him here. He's on the scene and has to have a leave of absence; mind you we're tax payers paying to get him here. He's gone for six weeks, and then comes back. There is a difference of understanding -- the polices and his ideals were not compatible with the park district ideals. They let him go, paid his for his leave of absence, and then for the rest of the year. He didn't deserve any compensation for the time he was here. He was only here about a month and didn't contribute anything for our tax payer dollars, why should he get paid? So now they hire a former chief of police and this guy has been fantastic. Before this guy was a woman who was hell on wheels and very controlling. There was a man before her. He issued a contract for a particular job and he wasn't fair in the contract submission. They put him on a leave of absence. I was watching and listening to see what was going to happen, and the figure that comes out in the Sun Times was like \$250,000 for attorneys when the city had to go over disputes about this man. They blew over half a million dollars on this one guy.

The economizing of the land.

The disparity in the amount they charge residents and non residents is quite large. I like them to be more inclusive to both residents and non residence.

The classes that are offered are expensive; it is more than fifty dollars for your kids to do anything.

They are over funded, we pay our money.



Appendix: Verbatims from Q13: NPD Areas to Improve

More services to seniors. The park district seems to cater to youngsters and young adults. They have cut down the seniors programs down to nothing.

Poor program offering and facilities. There are no facilities and therefore limited programs. Indoor swimming pool is a good example, I mostly use Bolingbrook. There are no facilities. They were supposed to have built something a couple years ago and it didn't go through. I would have been happy with that and its indoor swimming pool, indoor track, an exercise room, and rooms for aerobics. That didn't go through a few years ago.

Over the last many years people keep leaving and they hire not good people to run it.

I'm neutral.

I'm not familiar with the Naperville Park District. I don't recall receiving any mailings.

There are no lights on enough tennis courts. Also, they don't have a tennis program.

Nothing.

It needs to improve on public pools. We have no indoor or outdoor pools. Their programs are costly; if I take a class the fees are high. Soccer fees were high compared to subdivision soccer and with subdivision soccer you'd get a trophy, but not with the park district soccer. I don't like it when they advertise on kid's shirt.

My son lives over on Bradcourt and there is a big park around there and they are moving because the park. The kids are very unruly and too loud. The porta-potties weren't taken advantage of.

My problem is the reckless spending. They spend too much and they continue to take space away from tax rolls that are unnecessary. They won't live within a budget.

My access to programs is a low priority and anything I want to do the programs is always full. So they should offer more programs or, open it to everyone at once.

Most of their programs are costly and there are very few free things.



Appendix: Verbatims from Q13: NPD Areas to Improve

Listen to feedback from the community.

More trails, like bike trails. Have better upkeep and pick up garbage.

Cleanliness, like straight garbage and different things.

It does have a good park district and I'm satisfied.

I think they have gotten too big for their britches and trying to assume too much control. For example, their internal fighting and what they feel the area needs and rather than what society thinks. They think they are an entity within themselves. It was probably something we shouldn't have voted in anyways.

They spend way too much money, if they keep accommodation areas clean and neat that's enough. We don't have to have the Taj Mahal here.

They need to have more fields available for the recreational activities for kids.

There have been some recent issues regarding facilities that probably aren't necessary and facilities that benefit a few people as opposed to many people. I don't know that that's been resolved. Recently they wanted to build a large rec center. It would have been duplicating a lot of facilities that already exist and would have cost a lot of money. That resulted in the resignation of the person in charge of that. I am not really happy with way they handled garden plot situation. They caved to the school district when the school district wanted the land for a lacrosse field and they eventually took land away. Retirees rent a plot and it is a big social thing for them. Some were working these plots for a long time. I don't think they needed a lacrosse field, I think they could have made do with what they had. I think in Naperville sometimes people really indulge their children.

They need to be political in their decision making and they favor special interest groups.

They do not have good programs and the director they hired does not have the correct qualifications and should be replaced.

I don't use.

I dislike the locations and price of the activities, I have to drive to get to an activity.



Appendix: Verbatims from Q13: NPD Areas to Improve

I dislike that they don't have enough offerings for senior citizens and they handle the community gardens issue very poorly. The gardens were for the senior citizens and it was taken away by the school district to build a lacrosse field. That was under the parks district's allowance.

I don't like how they spend their money. Also, I am one that thinks they are biased about the sports fields for the youths instead of garden plots for the senior citizens. They gave in and I am ticked at them for that. They took 35% away for the kids and they have enough for their sports. They fertilize and they are not green. There is a lot of money in Naperville and everyone gets one they want. The money goes where the clout is and the clout is where the money is. It is only great here and you are in the upper middle class. If you are older or young you cannot afford to live here. It is a mistake to give the kids it all.

They have to try to have animal signs and enforce the rules. I have already have had issues regarding the dogs and they need to have signs. People should not have the dogs running around without a leash.

More facilities like swimming, open like workout activity centers, facilities, fitness centers, more bike pass.

Beautification of the parks and more activities for the kids.

Be less political and do more.

More programs for the children, they should use the beach facility for a program

Nothing.

I don't have an opportunity to use it.

Appendix III. Full Questionnaire with Frequency