



# Hoffman Estates Park District

## Community Parks and Recreation Needs Assessment

December 2013



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[www.publicresearchgroup.com](http://www.publicresearchgroup.com)

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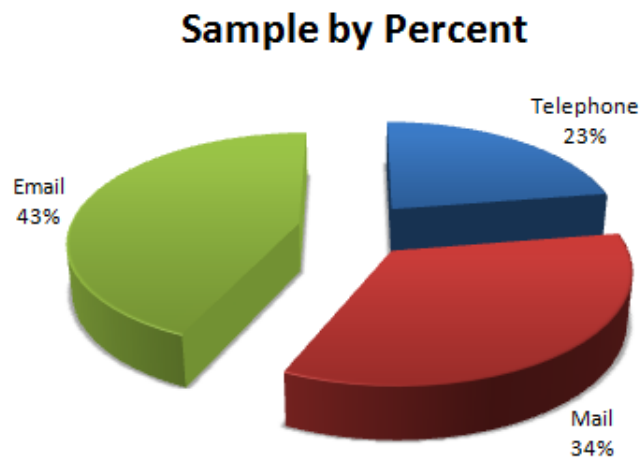
## Introduction

Community parks and recreation needs assessments are intended to identify levels of satisfaction with existing services a Park District provides, as well as identify the unfulfilled community needs that could be met with the addition of new services or the enhancement of old services. These studies typically use data gathering methods of community meetings, visioning sessions and community surveys.

In social science, the tendency is for community surveys to be responded to by older citizens of the community, using traditional survey data gathering methods. The Public Research Group enhances mail and telephone surveys with email questionnaires that tend to reach younger residents and households with children.

Public Research Group (PRG) uses random sample selections of email, mail and telephone candidates so that samples are valid representations of the entire community. In this study, random samples of telephone, mail and email candidates were selected independently of each other, so that no one household would be able to respond to more than one of the survey types.

In this Hoffman Estates Park District study, surveys were sent out to a sample of mail, telephone and email addresses, receiving 848 total responses, of which 360 were email surveys, 296 were from returned mail surveys and 192 were completed telephone surveys. The sample of 848 total responses provides a 95% level of confidence with a +/- 3.5% confidence interval for the population of the community.



The survey instrument, provided in the Appendix of this report, was comprised of 18 questions with 152 possible data points. Data points are individual answers to questions that can be analyzed. One hundred fifty two data points represents a substantial body of data for analysis, with many comparisons available for reporting. The Appendix includes much of the data generated through the planning process and is a valuable resource to go along with the analysis of the findings.

Some questions considered different subjects at the same time. For instance, Question 4A asked respondents if they or anyone in their household utilized the Bridges of Poplar Creek Golf Course. Respondents were provided a yes or no response opportunity, which would be considered one data point. If respondents said they did utilize the course, they were asked to rate the condition of the facility, using a Likert Scale response. The Likert Scale choice would be considered a second data point for the question as well as a different subject. The use of Likert Scales is very common in surveys and typically has five potential choices (strongly agree, agree, neutral, disagree & strongly disagree). A numerical value is assigned to each potential choice and a mean figure for all the responses is computed.

The overall intent of this study is to provide residents of the community with the opportunity to identify the park and recreation services they used, the condition of those services, and to identify how they would like to see those services improved. In the survey, closed-ended questions were asked, with respondents selecting from choices provided. The study did allow for open ended questions from the focus groups, interviews, visioning sessions and in the survey itself which gave each respondent an opportunity to express answers in their own words.

In this report, closed-ended responses are analyzed statistically, using statistical tables, charts and graphs. The statistical techniques used are primarily frequency distributions and one-sample means testing. A frequency distribution is a summary of how often different scores occur within a sample of scores. It is commonly used to categorize information so that it can be interpreted quickly in a visual way, usually in the form of tables. One-sample means testing allows researchers to determine whether the mean of a sample data set is different than a known value.

For the open-ended responses, analysis will be performed qualitatively, with tables showing unedited responses. Qualitative analysis involved searching for themes within open-ended responses and discussion of the frequency with which these themes occurred.

In social science research, both quantitative and qualitative assessments are considered important methodologies in measuring public sentiment. It is typically held that statistical analysis provides breadth in identifying community needs and qualitative analysis provides depth.



## Demographics of the Study

Demographic information gathered in this study included the general location of where respondents resided (Question 16), length of time they had lived in the community (Question 15), their gender, age and the gender and age of those living in the household. Not every respondent was willing to provide his or her gender, or those of the members of their households, which is typical in social science research (Question 17), but the majority of respondents did.

Demographic information is not only interesting, but it can be important in determining the needs of the community. For instance, it may be interesting to learn that households in certain sections of the community may see the need for improved services in their area more than respondents in other sections of Hoffman Estates, but it is also important to know if an agency goal is to deliver equitable levels of services in different locations.

It also may be interesting to learn that female and male respondents see the need for new services differently or may even use services differently, as may senior citizens and non-seniors. It may be important to know this in designing new program offerings.

Another important reason to gather demographic data is to compare it to Census data to see how close the sample is to the general population of the community. This report begins with such a comparison.

In the case of gender, according to Census estimates from 2010, approximately 50.4% of Hoffman Estates residents were females.

### Gender of Respondents



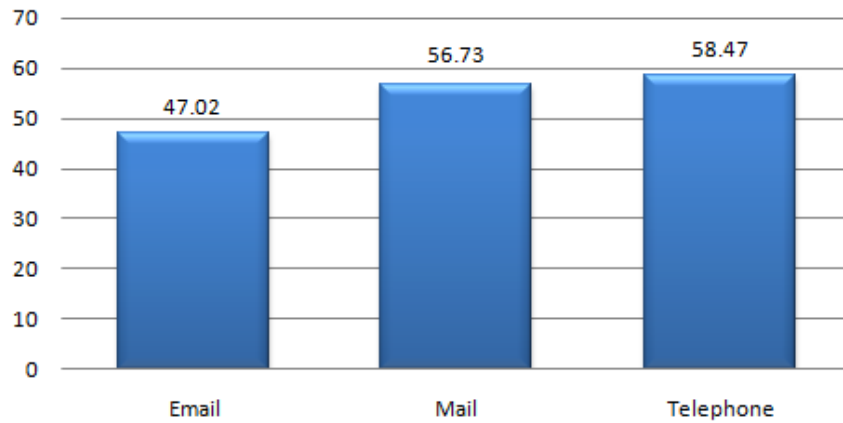
In this study, where 79.7% of those responding provided their gender, 54.5% of those responding were female and 45.5% male. This finding suggests that, while female respondents were slightly higher respondents than Census data showed, the difference was within the margin of error, suggesting that the data sample is a valid representation of the total population.

Another demographic consideration is the age of respondents. Considering the age of respondents in this study, Census estimates from 2010 suggested the average age of the population of residents of Hoffman Estates was approximately 35 years of age.

The survey data showed that the average age of respondents was 53.83 years. This might seem high compared to Census data, but considering that those under 18 years of age were not permitted to respond to the survey, and none did, for comparison sake, 18 needs to be added to 35. If this is done, the comparative age of the community based on the Census would be 53 years of age, very comparable to the 53.83 in the study.

It was mentioned in the introduction that different data gathering methods were expected to reach different average ages of respondents. Such was the case in this study, with mail, telephone and email samples.

### Average Age of Respondents

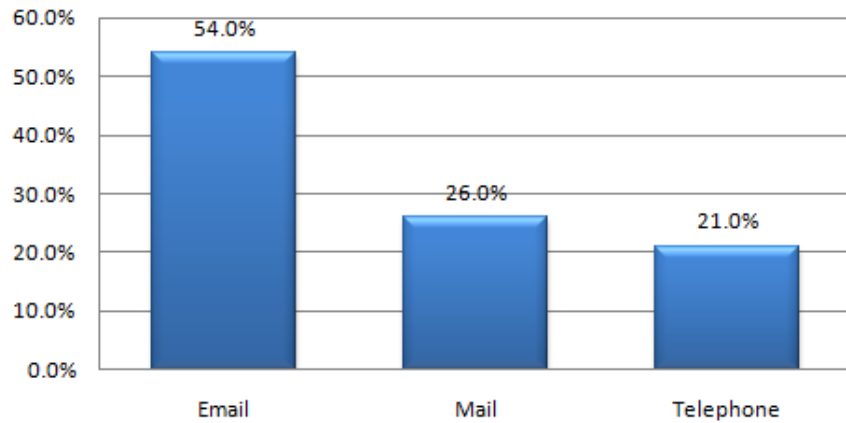


The data from this study shows that the average age of email respondents was 47.02 years compared to 56.73 for mail and 58.47 for telephone. The findings support the hypothesis that email respondents were younger than mail or telephone respondents, suggesting that the addition of a substantial email sample to the total random sample had the effect of creating a more valid study sample of the community.

Another measure of the validity of the findings is the percentage of households that reported having children in them. The data shows that, of the 848 respondents to the questionnaire, 690 answered Question 17, with 421 having no children in the household and 269 with children. Eliminating the non-respondents to the question suggests that 39% of respondents to the survey reported having children in the household which is very close to the 2010 Census estimates. This comparison again shows the validity of the data from the combined samples of mail, telephone and email respondents.

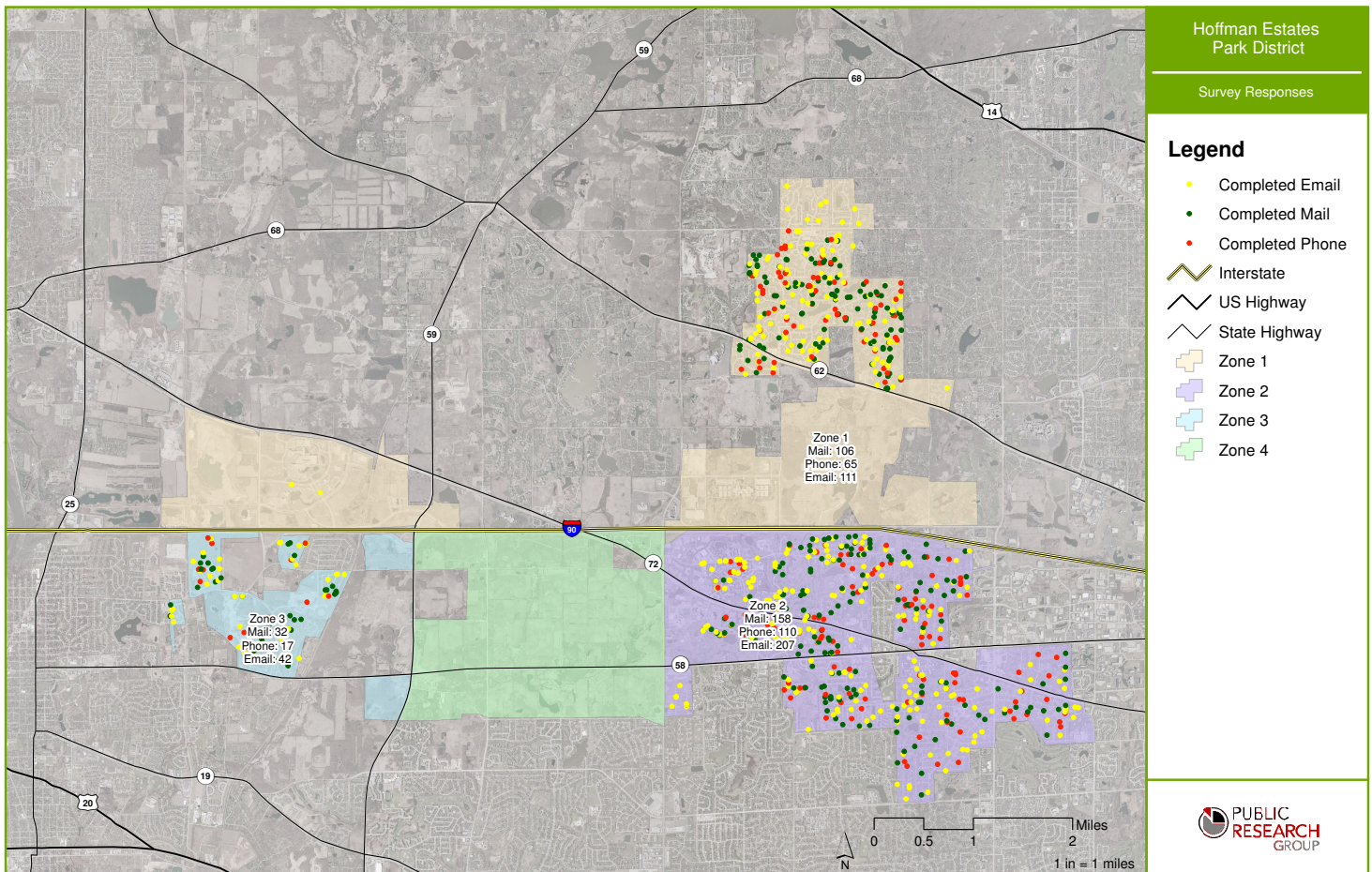


## Children in the Household

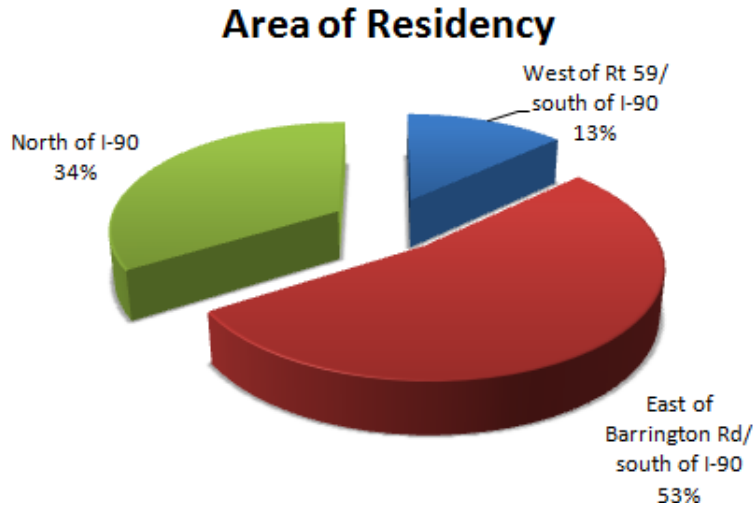


Comparing the percentages of respondents by data gathering methodology shows that 54% of email respondents reported children in the household compared to 26% of mail and 21% of telephone. The findings suggest that, without the 360 email responses to the survey, the study would have been underweighted toward childless households.

Another demographic comparison is the location of residency of respondents within the Hoffman Estates Park District. There are two ways of analyzing those findings. One is the code on the bottom of the questionnaire itself, shown in the following scatter plot superimposed on a map of the park district boundaries.



A second way of comparing respondents is from Question 16, where respondents were asked if they lived west of Route 59/south of I-90, east of Barrington Road/south of I-90 or North of I-90. This question was not responded to by everyone, with the following totals.

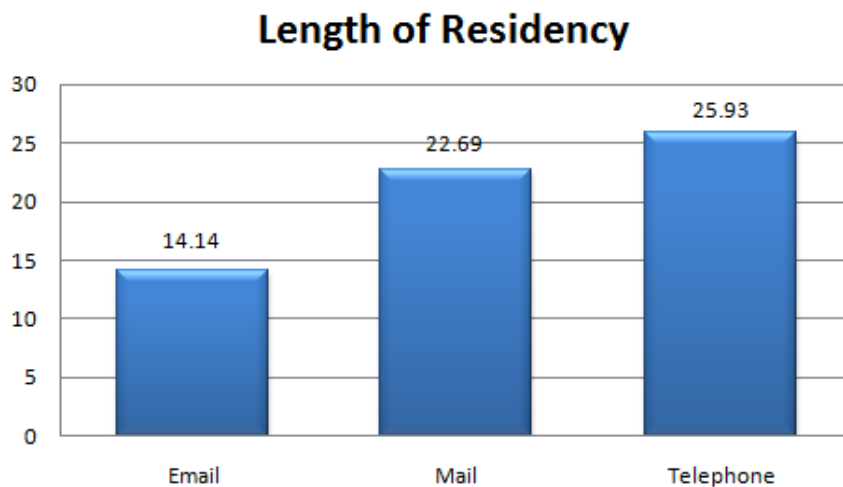


The data shows that 125 respondents declined to identify where they lived, but of those that did, 28.9% said they lived north of I-90, 52.9% said they lived east of Barrington Road/south of I-90 and 13.2% said they lived west of Route 59/south of I-90. These totals are fairly representative of the distribution of population within the park district.

The final demographic consideration was the longevity of residence within the community. Typically, older respondents tend to live in a community longer than younger respondents. The average length of residence of those responding to Question 15 showed that the average length of residency was reported in the following table.

	Average Years
How long have you lived within the Hoffman Estates Park District?	20.49

The average number of years of residency within the Hoffman Estates Park District was about 20.5 years. There were differences in length of residency, depending upon the methodology of data gathering.





Email respondents reported living in the Park District 14.14 years, compared to 22.69 years for mail respondents and 25.93 years for telephone respondents. This correlates with the findings of lower average age of email respondents and that a higher percentage of email respondents had children in their households.

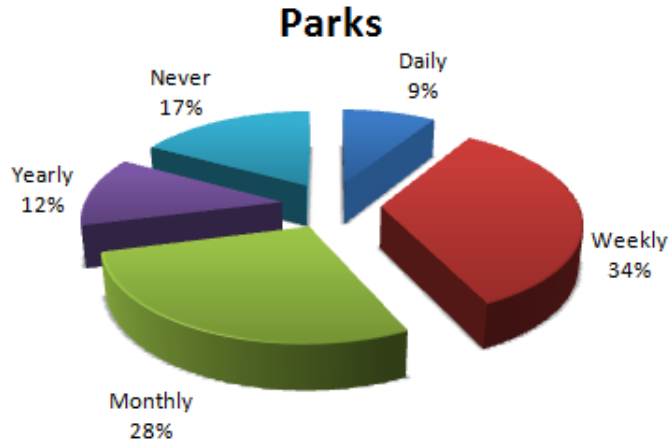
Overall, demographic findings suggest the sample of Hoffman Estates households is comparable to Census estimates, providing the Hoffman Estates Park District with a high degree of confidence that the findings of this study are reflective of community sentiments. Just what those sentiments are is the subject of the remainder of this report.



## Park and Facility Usage

The first question asked respondents how often someone in their households visited Hoffman Estates parks during the past 12 months. Respondents were allowed to say they used them daily, weekly, monthly, yearly, or never.

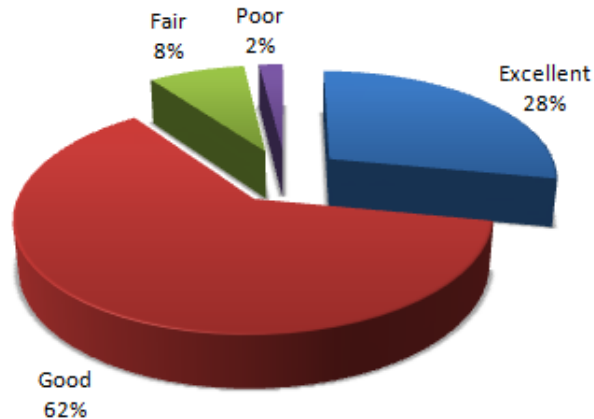
### Frequency of Visiting Park District



The graph shows that, of the 848 respondents, only 19 didn't answer the question. Of the 97.8% who did, 9.2% of them said they visit parks daily, 33.5% said weekly, 27.9% monthly, 12.3% yearly, and 17% said they never did. The findings suggest that 83% of those surveyed are users of the parks at least annually. A high percentage of them are frequent users.

Question 1A asked respondents how their households would rate the overall physical condition of the Hoffman Estates parks they have visited. Respondents were provided the choices of saying the overall physical condition was excellent, good, fair or poor.

### Condition of Park District Parks

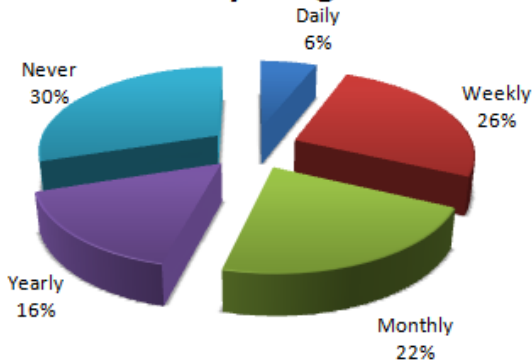


The responses to the question show that, of those who answered Question 1A (i.e. those respondents who visited parks), 28% said they were in excellent physical condition, 62% said good condition, and a combined 9.9% said they were in fair or poor condition.

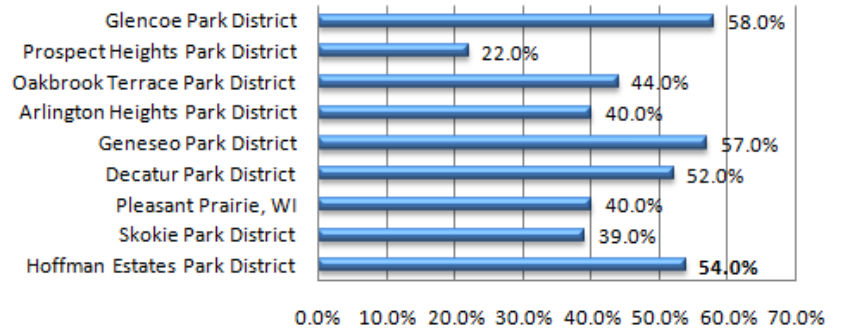
Analysis of these findings would suggest that the vast majority of respondents felt that the parks were in excellent or good condition, suggesting the perception of the community about the park system is positive.

Question 2 asked respondents how often their household participated in programs or utilized facilities of the Hoffman Estates Park District during the past 12 months. Respondents were permitted the choices of saying they did so daily, weekly, monthly, yearly or never.

### Frequency of Visiting Park District Facilities/ Programs



### Benchmark Comparison of Frequency of Visiting Programs & Facilities

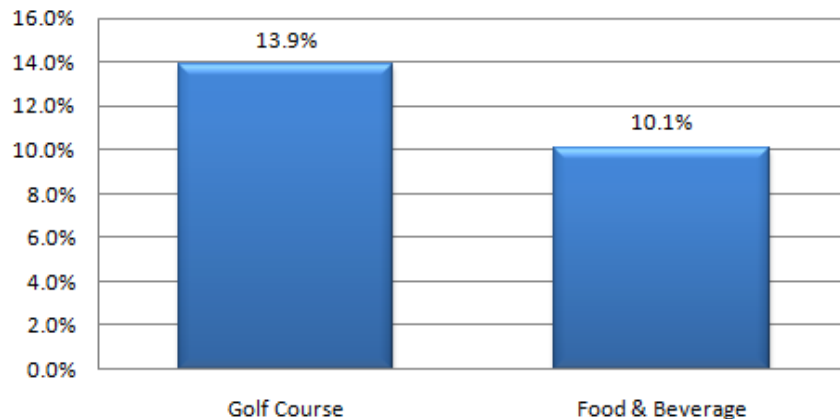


The survey responses show that, of those 95% of respondents who answered Question 2, 5.7% said they participated in programs or utilized facilities at the Hoffman Estates Park District on a daily basis, compared to 25.6% on a weekly basis and 21.8% on a monthly basis. These three groups would be considered frequent users, totaling 53.1% of those responding. Infrequent users would be the 46% who participate or utilize on an annual basis or never at all. The Park District has a high frequency of use at least once a month at 54% as compared to other park and recreation agencies.

Utilization of specific facilities was asked in Question 4, where respondents were first asked if they used eight different Hoffman Estates Park District facilities and, if they did, their ratings of those facilities.

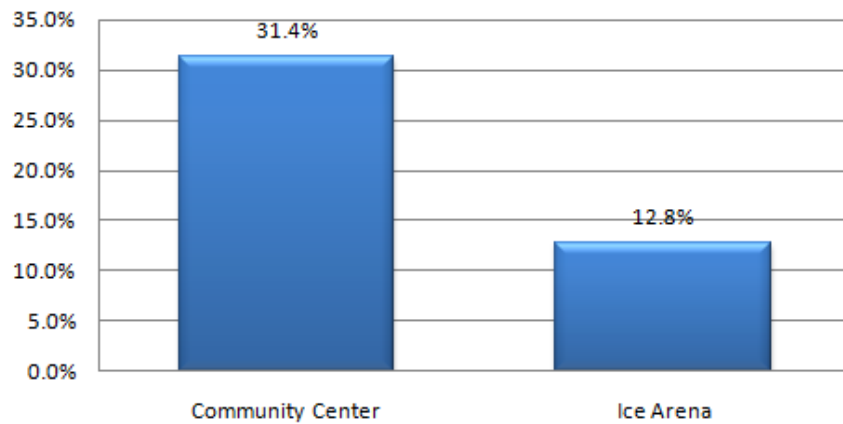
The first two parts of Question 4 dealt with utilization of the Bridges of Poplar Creek Golf Course and its food and beverage service. The following graph shows that 13.9% of those responding to the combined mail, telephone and email surveys said they utilized the golf course and 10.1% said they utilized the food and beverage service.

### Bridges of Poplar Creek



Parts E and F of Question 4 asked whether respondents utilized the Triphahn Community Center or Triphahn Ice Arena.

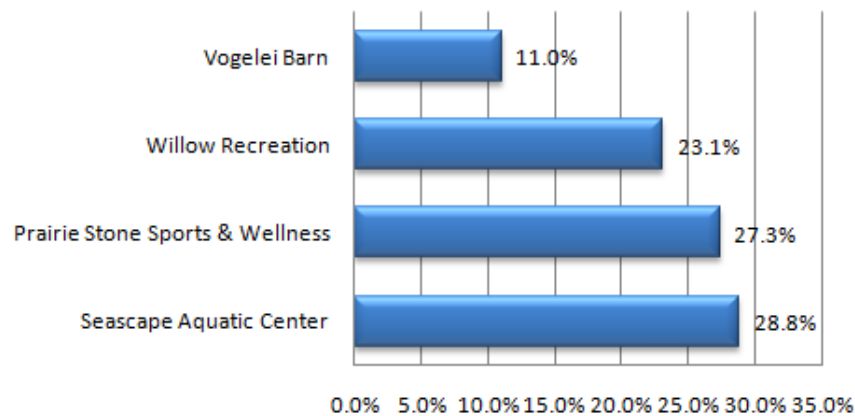
### Triphahn Center



The data shows that 31.4% of respondents said they made use of the community center portion of the Triphahn Center during the last 12 months and that 12.8% made use of the Ice Arena.

The percentages of those respondents who utilized the Prairie Stone Sports and Wellness Center, Seascape Family Aquatic Center, Vogelei Barn, and Willow Recreation Center are shown in the following graph.

### Facility Usage



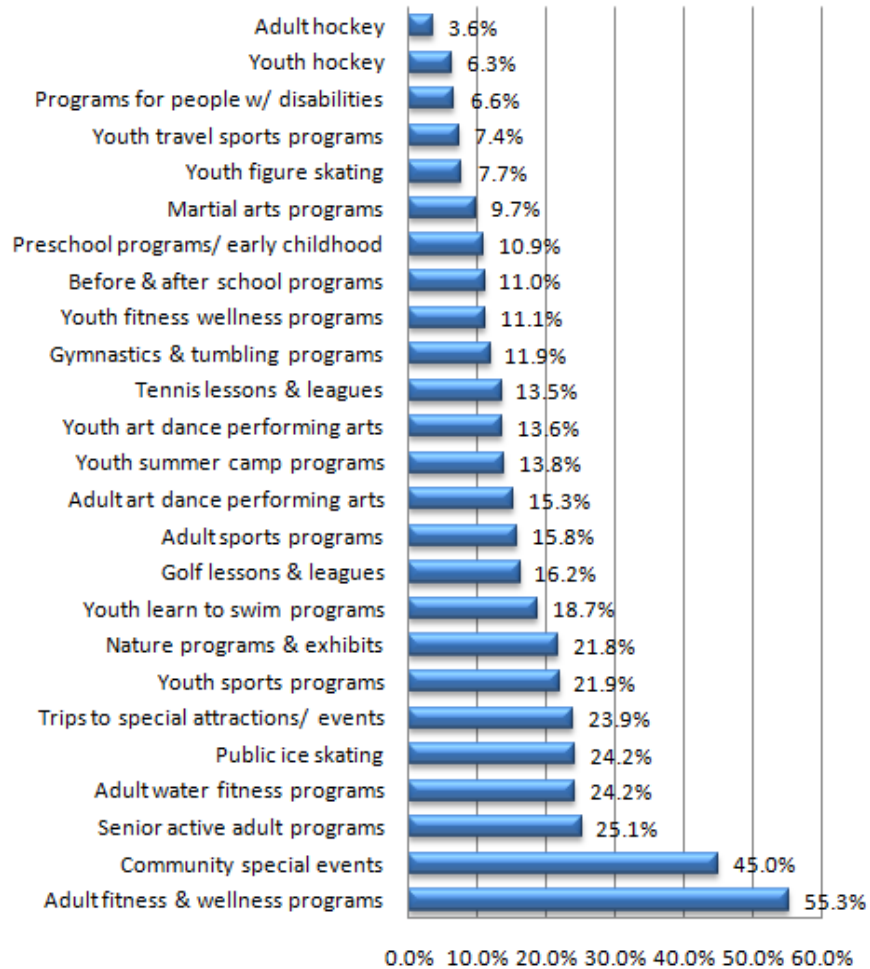
The findings show that Vogelei Barn is the least utilized facility. However, it should be noted that with 11% of respondents saying they made use of it at least once during the past year, it is still a highly used facility.

Comparatively, the Triphahn Community Center is the most utilized facility within the Hoffman Estates Park District, with the Seascape Family Aquatic Center second at 28.8% of the public utilizing it, the Prairie Stone Sports and Wellness Center third with 27.3% of those responding saying they utilized it, and the Willow Recreation Center fourth, with utilization by the public at 23.1%.

## Park and Recreation Participation

Question 5, like Question 4, had two parts. The first was whether respondent households had the need for any on the list of 25 different program categories. Need could be interpreted to mean that respondents already make use of such an activity, but could also be interpreted to mean that respondents would like to participate but did not at this time. The following graph compares the percentages from each category.

### Need for Program Areas

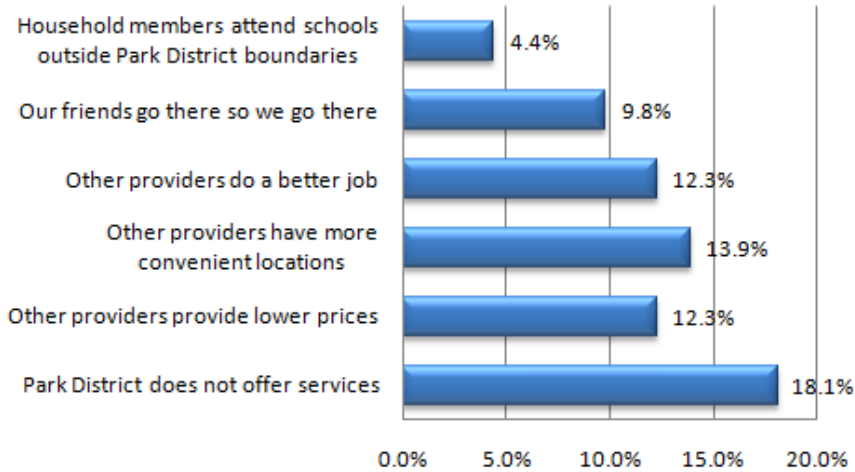


The graph shows the most popular recreational activities are adult fitness and wellness programs, with 55.3% of all responding households saying that someone within their household participated. Participation in community special events was the second highest, with 45.0% saying someone in the household had participated.

In the second tier of participation, senior active adult programs had a 25.1% participation rate, adult water fitness programs and public ice skating had 24.2% participation rates, trips to special attractions and events had a 23.9% participation rate, youth sports programs had a 21.9% participation rate, and nature programs and exhibits had a 21.8% participation rate.

Public Research Group has assessed the programs offered by the Hoffman Estates Park District and hypothesizes that most of the needs for these services are met by Park District programs. To test that hypothesis, Question 9 asked respondents if anyone in their household goes outside of the Hoffman Estates Park District for recreational services.

## Reasons for Going Elsewhere



The graph shows the percentages of respondents who said they went elsewhere for services and provides the reasons they did. The highest percentage of respondents, 18.1%, were those who said they went elsewhere because the Hoffman Estates Park District did not offer the services they wanted, many of which were not services that park districts tend to offer anyway. Convenience and price were factors, but only 12.3% said it was because other agencies do a better job of providing them.

In the Appendix of this report, the open-ended responses to Question 9 show other reasons people said they went elsewhere for recreation services. Most of the reasons were provided as closed ended responses in the questions. Some of the reasons were simply statements of where they went.

More illuminating are the responses to Question 9A, which asked respondents what recreation services they received when they went outside the Hoffman Estates Park District for services. The tables of their responses are in the Appendix, with categories for adult recreational services, those for youth, and services for pre-schoolers.

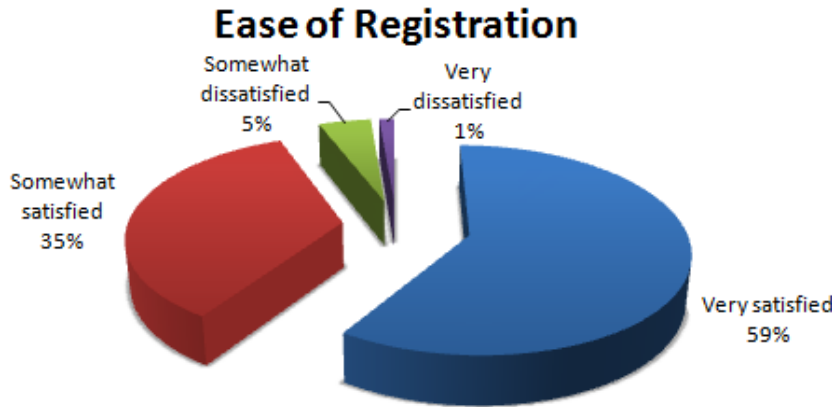
The services which respondents' said they went out of town included adult fitness classes, use of the Schaumburg aquatic facilities, dance classes, and trips. In nearly every case, the same services are offered by the Hoffman Estates Park District, suggesting that respondent's reasons for going elsewhere for recreation services are distributed across those provided in Question 9.

The youth and pre-school recreation programs in Question 9A that respondents said they went elsewhere to receive are, for the most part, services which the Park District operates as well. There was not as many programs for pre-schoolers as there were for the youth category. Many of the youth responses were for travelling sports teams, suggesting overall that the Hoffman Estates Park District is serving its residents well enough that few have a good reason to go elsewhere.

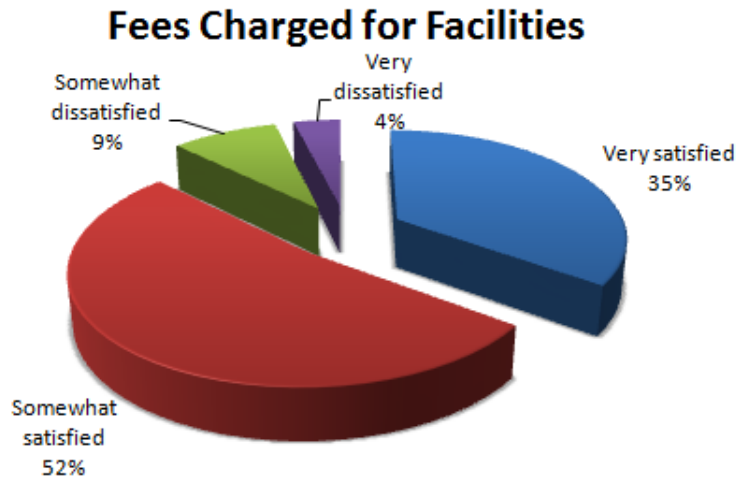
## Facility and Program Satisfaction Levels

Questions 3-5 asked respondents to rate their satisfaction levels regarding facilities and programs. Question 3 asked respondents to rate overall household satisfaction with six different recreation service categories; ease of registration, fees charged for facilities, fees charged for programs, quality of programs, quality of special events, and variety of programs offered.

Most respondents provided answers for these categories with less than 20% of them declining to rate programs, consistent with the responses to Question 2 where about the same percentage said they never participated in Park District programs or use Park District facilities. Also, readers should be aware that rounding errors might show some totals not equaling 100%.

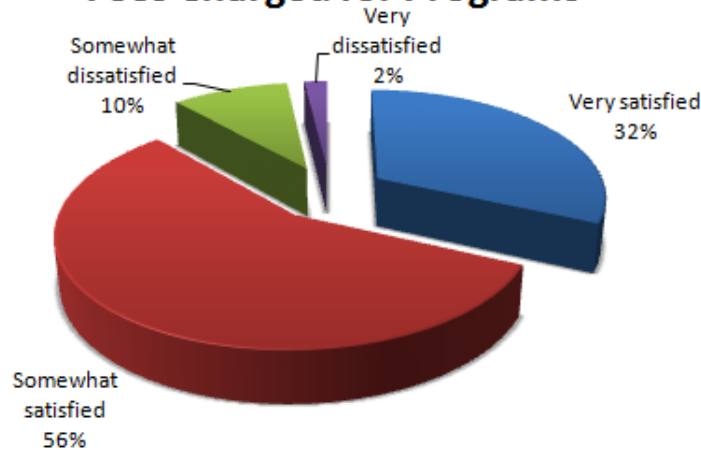


The responses to their satisfaction level with ease of registration showed that 59.3% of respondents to the mail, telephone and email survey felt very satisfied, and 34.9% were somewhat satisfied, for a combined satisfaction level of 94.2%.



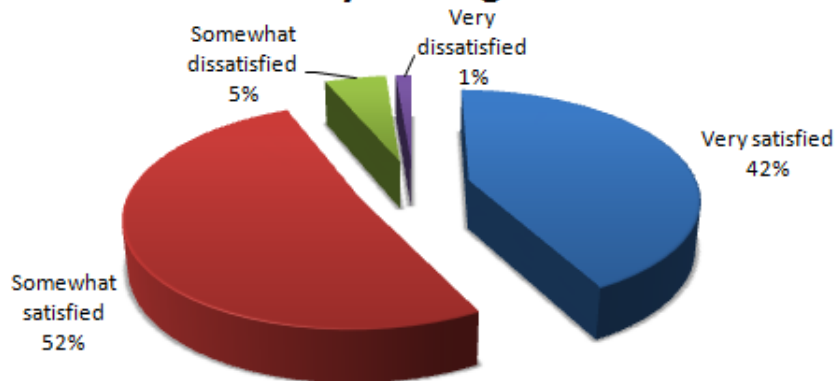
The total satisfaction level for the category of respondents' satisfaction with fees charged for facilities was 87.3%, with 35% very satisfied and 52.3% somewhat satisfied.

## Fees Charged for Programs



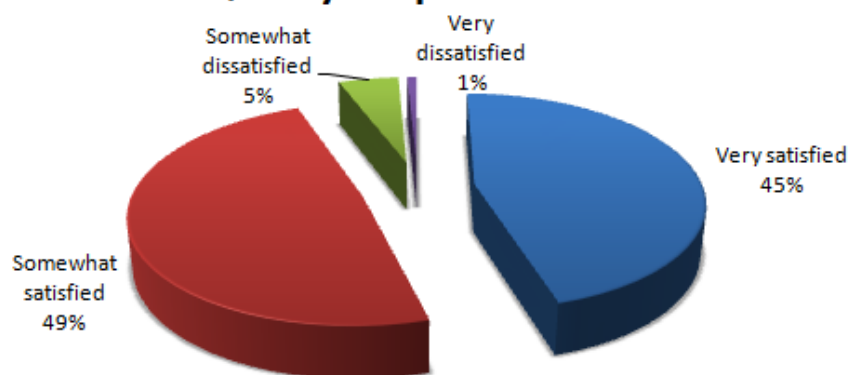
Satisfaction with fees charged for programs was consistent with satisfaction with fees charged for facilities, with a combined total of 88.4% of respondents either very satisfied or somewhat satisfied.

## Quality of Programs



Quality of program satisfaction was very high, with 93.7% of respondents either very satisfied or somewhat satisfied. Only 6.4% were either somewhat dissatisfied or very dissatisfied.

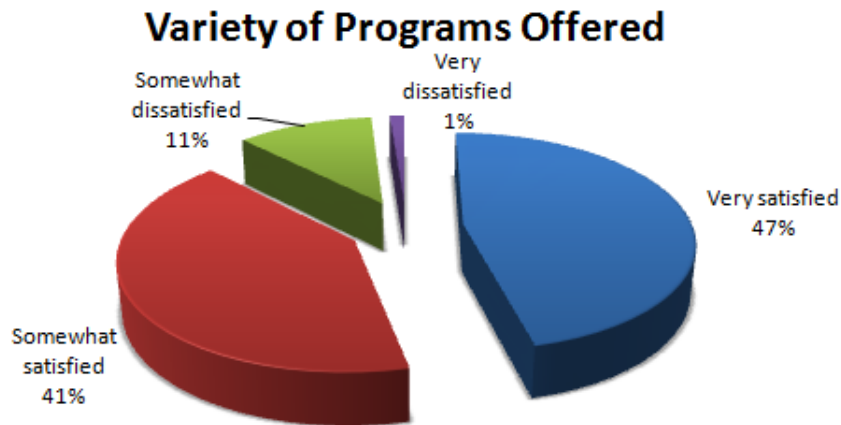
## Quality of Special Events





Just as satisfaction with fees for programs and fees for facilities were consistent, satisfaction with the quality of programs and quality of special events is consistent. A total of 94.2% of mail, telephone and email survey respondents were very satisfied or somewhat satisfied with the quality of special events. Only 5.8% of respondents said they were somewhat or very dissatisfied.

Satisfaction with the variety of programs offered was also high, with 87.5% of respondents to the question saying they were either very or somewhat satisfied. A total of 12.5% of respondents said they were very or somewhat dissatisfied.



The findings from Question 3 suggest that overall satisfaction levels with Hoffman Estates Park District recreation and facility service levels are good. However, as the graphs portray, the somewhat satisfied category represents a high portion of the responses which suggests that the Park District can improve in these areas. Therefore the goal is to move more of those that responded into the very satisfied rankings. The findings are similar to the responses found in Question 4, where respondents were asked for their ratings of the conditions of eight different facilities; the Bridges of Poplar Creek Golf Course, the food and beverage service there, the Prairie Stone Sports and Wellness Center, the Seascapes Family Aquatic Center, the Triphahn Community Center, the Triphahn Ice Arena, the Vogelei Barn, and the Willow Recreation Center.

Respondents were permitted the choices of saying that the conditions were excellent, good, fair and poor. Only those who said they used each facility was asked to rate the facilities' condition. The following table shows the totals.

	Excellent	Good	Fair	Poor
Bridges of Poplar Creek Golf	59.7%	34.3%	4.5%	1.5%
Bridges of Poplar Creek Food & Beverage	36.5%	57.7%	5.8%	0.0%
Prairie Stone Sports Wellness Center	63.9%	33.3%	2.6%	0.2%
Seascapes Family Aquatic Center	42.6%	49.6%	7.0%	0.7%
Triphahn Community Center	43.7%	51.6%	4.6%	0.1%
Triphahn Ice Arena	42.2%	51.1%	6.0%	0.7%
Vogelei Barn	28.6%	35.7%	31.0%	4.7%
Willow Recreation Center	47.4%	23.3%	18.1%	11.2%

The data presented in the table shows that the highest rated facility in terms of condition was the Prairie Stone Sports and Wellness Center, with 63.9% of respondents rating it excellent and 33.3% rating it good. The Willow Recreation Center had a combined rating of 70.7% that found the facility in excellent or good condition, while 29.3% found it in fair or poor condition. The lowest was the Vogelei Barn, with 64.3% rating it as excellent or good.

The Bridges of Poplar Creek Golf Course was rated high, with 59.7% of those utilizing the facility rating it excellent and 34.3% rating it good. The food and beverage service at Poplar Creek did not receive as high of ratings. There were no comments at the end of the survey to illuminate the reasons why.

Question 5 asked respondents to rate their satisfaction with the 25 current program areas offered at the Hoffman Estates Park District. The question did not specify whether respondents actually participated in the programs or not, but the assumption is that they did. If they didn't, they would have little knowledge of the programs.

Respondents were permitted the choices of saying they were very satisfied, somewhat satisfied, somewhat or very dissatisfied, or that they didn't know. For the sake of this study, those who didn't know were such a small percentage of the total respondents that they were eliminated from consideration.

Another important consideration in the presentation of the findings in the following table is that, in spite of the overall sample being large, with 848 total cases, the samples of program satisfaction are relatively small for some program areas. Rounding error is also a consideration in small sample data.

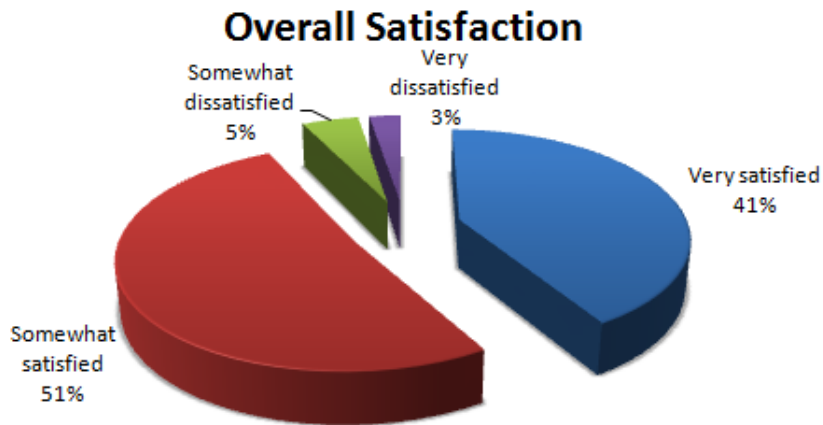
	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
Adult art, dance, performing arts	20.8%	54.2%	12.5%	12.5%
Adult fitness wellness programs	39.9%	46.4%	11.6%	2.2%
Adult hockey	37.5%	37.5%	0.0%	25.0%
Adult sports programs	15.0%	60.0%	20.0%	5.0%
Adult water fitness programs	19.4%	51.6%	22.6%	6.5%
Before & after school programs	66.7%	25.0%	8.3%	0.0%
Community special events	44.9%	50.3%	4.8%	0.0%
Golf lessons & leagues	35.0%	50.0%	10.0%	0.0%
Gymnastics & tumbling programs	35.3%	29.4%	29.4%	5.9%
Martial arts programs	45.5%	36.4%	18.2%	0.0%
Nature programs & exhibits	31.3%	53.1%	12.5%	3.1%
Preschool programs/ early childhood	66.7%	19.0%	14.3%	0.0%
Programs for people with disabilities	33.3%	33.3%	0.0%	33.3%
Public ice skating	28.3%	52.2%	17.4%	2.2%
Senior/ active adult programs	53.7%	34.1%	9.8%	2.4%
Tennis lessons & leagues	12.5%	62.5%	12.5%	12.5%
Trips to special attractions/ events	45.2%	33.3%	14.3%	7.1%
Youth art, dance, performing arts	35.7%	42.9%	21.4%	0.0%
Youth figure skating	53.8%	38.5%	7.7%	0.0%
Youth fitness wellness programs	40.0%	50.0%	0.0%	10.0%
Youth hockey	60.0%	40.0%	0.0%	0.0%
Youth Learn to Swim programs	41.4%	27.6%	27.6%	3.4%
Youth sports programs	28.3%	52.2%	4.3%	15.2%
Youth summer camp programs	27.3%	50.0%	13.6%	9.1%
Youth travel sports programs	25.0%	41.7%	25.0%	8.3%

The table shows the highest levels of program satisfaction are the pre-school/early childhood programs, where 66.7% of respondents were very satisfied and 19.0% were somewhat satisfied, for a total of 85.7% level of satisfaction.

The findings also suggest the lowest levels of satisfaction were from gymnastics and tumbling, where 35.3% of respondents were either somewhat or very dissatisfied and 35.3% were very satisfied.

It should be noted that these are program areas, not specific programs. Specific programs or instructors were not necessarily provided high or low ratings. There could be a number of factors which contributed to satisfaction. The findings do suggest that the data provides a metric from which the Hoffman Estates Park District can begin to look at services where it feels improvements need to be made.

Question 14 asked respondents their household's level of satisfaction with the overall value they receive from the Hoffman Estates Park District. Respondents were provided the choices of saying they were very satisfied, somewhat satisfied, somewhat dissatisfied, very dissatisfied or that they didn't know. Of the total 848 email, mail and telephone surveys, 158 said they didn't know. Of the remaining 690 that responded, the following chart shows their responses.



The chart shows that the combined respondents were overwhelmingly satisfied at 92.7%, with 41.4% very satisfied and 51.3% somewhat satisfied. Of the total 7.3% of those dissatisfied, 4.7% were somewhat dissatisfied and 2.6% were very dissatisfied.

The findings suggest the public is generally satisfied with the overall value they receive from the Hoffman Estates Park District. The numbers are solid, but work can be done to decrease the somewhat satisfied percentage and move them into the very satisfied category.



## Communication

Question 6 asked respondents how satisfied they were with the communications provided by the Hoffman Estates Park District. Four criteria were considered, including the availability of information about programs and facilities, customer assistance by staff at facilities, customer assistance by staff for programs and events, and overall communication with residents. Respondents were permitted to say they were very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Those who didn't know were eliminated from the analysis.

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
Availability of information about programs & facilities	58.5%	36.2%	4.1%	1.2%
Customer assistance by staff at facilities	58.0%	36.1%	3.9%	2.1%
Customer assistance by staff for programs & events	54.7%	39.7%	3.5%	2.1%
Overall communication with residents	51.1%	41.6%	5.1%	2.2%

The table shows that the data is fairly consistent, in that most respondents assigned the same level of satisfaction to each of the four questions, and that most were very satisfied with the levels of communication provided by the Hoffman Estates Park District.

Question 7 was a satisfaction question specific to the website. Respondents were asked to rate their household's satisfaction with the website regarding general information, online program registration, park and facility information, programs and current events, user friendliness, and financial information transparency.

Because a large number of people in the community do not yet make use of the website, the sample of responses was smaller than the total sample, but not a small sample by any means. About 490 people of the 848 in the sample answered each of the questions. As would be expected, a higher percentage of email respondents answered the question than mail or telephone respondents.

	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied
General information	51.8%	42.1%	4.7%	1.4%
Online program registration	41.7%	43.0%	10.5%	4.7%
Park & facility information	46.0%	45.6%	6.0%	2.3%
Programs & current events	45.8%	46.3%	6.4%	1.5%
User friendliness of Park District website	38.3%	48.4%	10.2%	3.1%
Financial information/ transparency	43.1%	41.1%	11.2%	4.4%

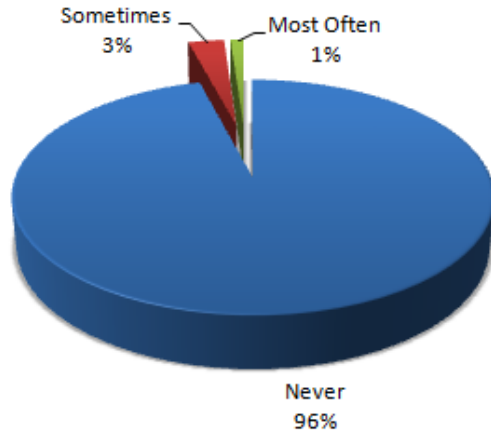
The table shows that overall satisfaction with the Hoffman Estates Park District website is high and fairly consistent when comparing each of the criteria. The highest levels of satisfaction were that the Park District website provided general information about the Park District. The lowest was that the website was not user friendly.

Question 8 asked respondents to rank the methods in which their households learn more about the Hoffman Estates Park District. Respondents were provided a list of media outlets and were asked to assign a rank of

2 to the outlets they used most often, a 1 to those that they sometimes used, and 0 if they never used the outlet.

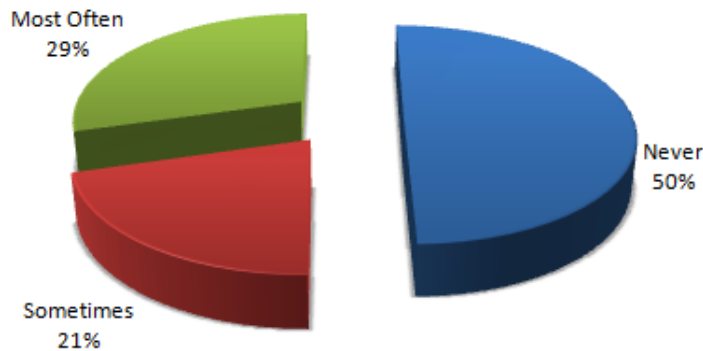
The following charts compare the percentages of respondents who said they never learned about the Hoffman Estates Park District through that media outlet, to those who sometimes did and those who did so most often. The intention of this graphic is to identify the most effective media for communicating with the public.

### Cable TV



The chart shows that 95.9% of those responding said they never learned about the Park District from cable TV, 3.0% did so sometimes, and 1.1% did so most often. The following chart shows how a much higher percentage of respondents said they learned about the Park District through direct mail.

### Direct Mail

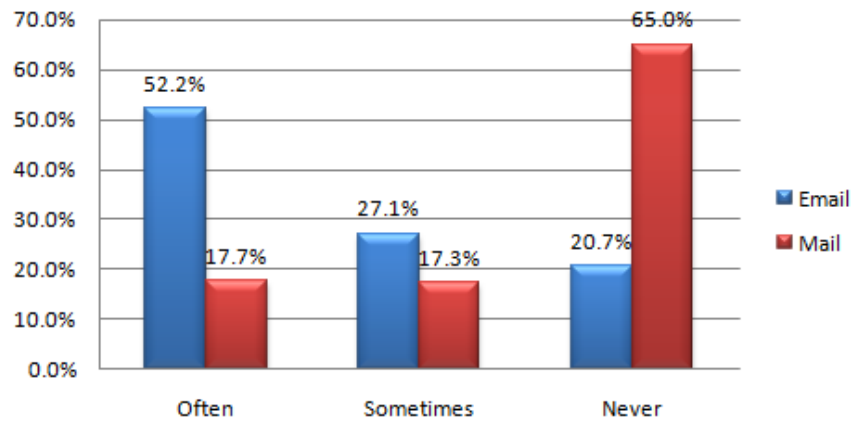


The comparative responses of email and mail and telephone respondents were similar. This was not the case regarding how respondents rated cable TV. The previous chart shows that a higher percentage of respondents said they learned about the Hoffman Estates Park District from direct mail rather than cable TV.

For instance, 1.1% of respondents from the combined email, mail and telephone surveys said they learned about the Park District from direct mail most often and 3.0% sometimes, compared to 29.5% of respondents to the direct mail question who said they learned about the park district most often and 20.7% who said sometimes.

Considering the responses to the cable TV question, when comparing email responses with those from mail and telephone, it is clear that email respondents pay more attention to cable TV than do mail and telephone respondents.

## Cable TV Comparison

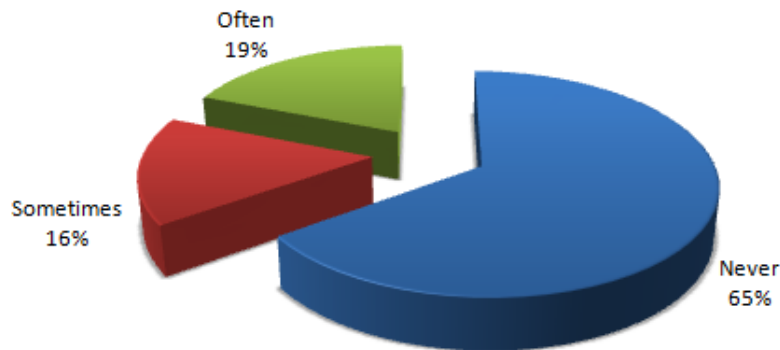


The previous graph shows that email respondents learned about the Hoffman Estates Park District far more often than did mail and telephone respondents. Sixty-five percent of mail and telephone respondents never learned about the Park District from cable TV compared to 20.7% of email respondents. Conversely, 52.2% of email respondents learned about the Park District from cable TV compared to 17.7% of mail and telephone respondents.

Since previous analysis found that email respondents were younger and more inclined to have children in the household, cable TV may be an effective medium for communicating with the younger demographic.

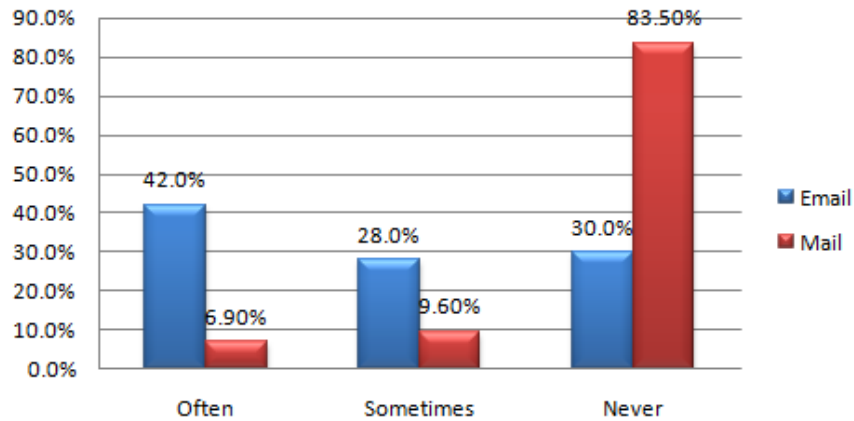
As the next chart shows, overall, email blasts are less effective than direct mail but more effective than cable TV.

## Email Blasts



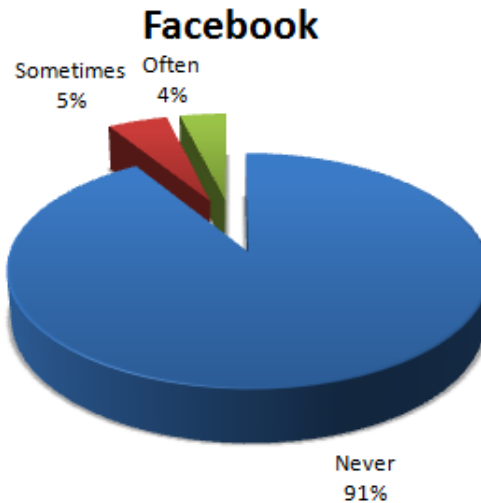
The chart shows that 18.9% of combined email, mail and telephone respondents heard about the Hoffman Estates Park District most often from email blasts, compared to 15.9% who heard about it sometimes, and 65.2% who never heard about the Park District through email blasts.

## Email Blasts by Comparison



The graph shows that similar differences between email respondents and mail and telephone respondents were apparent when comparing their responses to learning about the Park District from email blasts. The intuitive hypothesis that email respondents learned more about the Park District from email blasts is supported in the data. The graph shows that 70% of email respondents learned about the park district often or sometimes, compared to 16.5% of mail and telephone respondents.

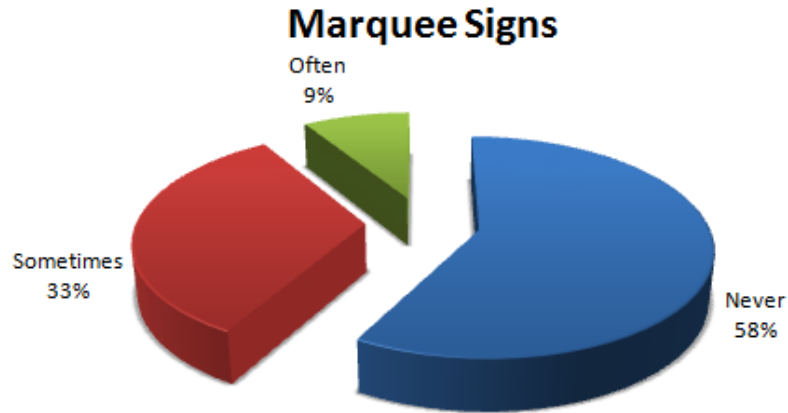
While this study was not designed to compare email, telephone and mail responses to every question, the comparison shows the value of email data to make the entire database a valid representation of Hoffman Estates constituents. The following chart presents the entire database findings for the question of whether respondents learned about the Hoffman Estates Park District from Facebook. As it shows, Facebook is not a particularly effective means of communication.



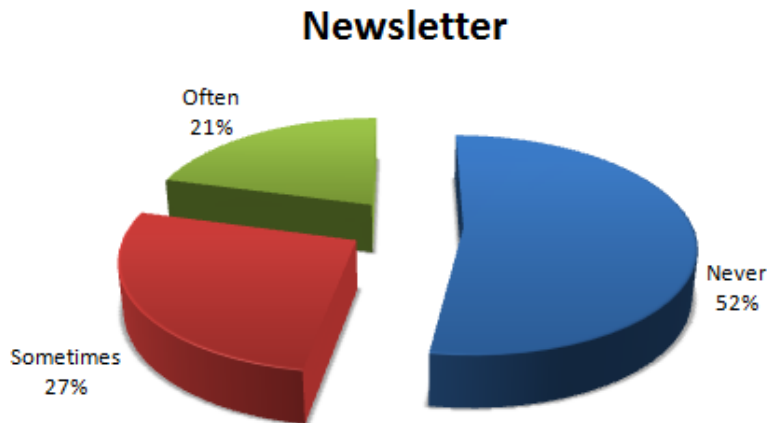
The chart shows that 95.2% of those responding to the combined database said they never learn about the Park District from Facebook, compared to 4% who said they did often and 5.2% who said they did sometimes.

The percentage of the email respondents who said they learned about the Park District from Facebook was somewhat higher. Of email respondents, 8.1% said they learn about the Park District most often from Facebook and 9.5% said they did sometimes.

The differences between email, mail and telephone respondents is significant. Facebook can be a tool to communicate with the public, however, traditional means are still more important.



The combined data for marquee signs shows that 42.9% of respondents said they most often or sometimes learn about the Hoffman Estates Park District from the signs. The differences between email respondents and mail respondents was that 63.9% of the email respondents learned about the Park District most often or sometimes, compared to 30.7% of mail and telephone respondents.

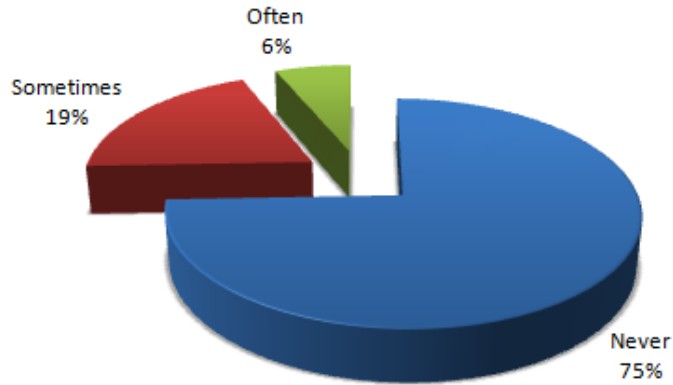


A slightly higher percentage of respondents said they learned about the Park District from the newsletters. Breaking this combined sample into the two subsets of respondents, 72.7% of email respondents said they learned about the Park District from newsletters compared to 34.6% of mail and telephone respondents. The pattern of email respondents paying more attention to media outlets continues.





## Newspaper Articles



Regarding newspaper articles, surprisingly only 6.3% of the combined survey data respondents said they learn about the Hoffman Estates Park Districts most often from newspaper articles.

Likewise, 19.3% of respondents said they learn about the Park District sometimes from newspapers, and 74.4% said they never do. Email responses were very similar to mail and telephone data in this case.

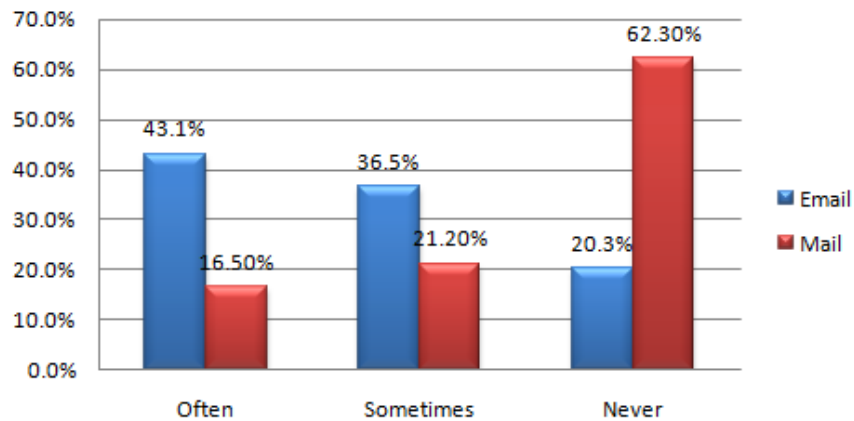
Learning about the Hoffman Estates Park District through its website showed that a higher percentage of respondents from the combined data used the website. The combined respondents said that 25.7% of them learned about the Park District most often from the website and 26.5% did so sometimes. A total of 47.8% of them never used the website.

## Park District Website



The data was understandably different for email, mail and telephone respondents.

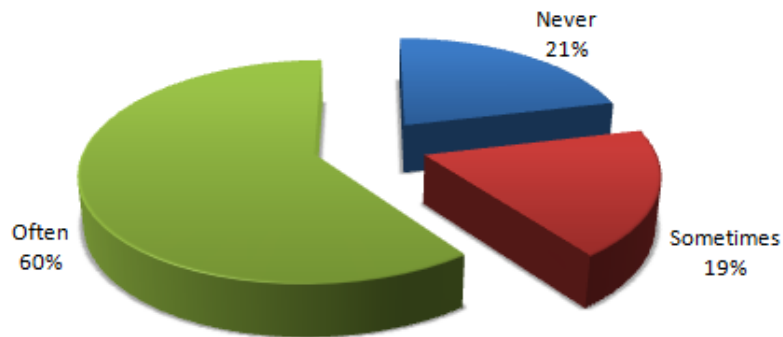
## Park District Website Comparison



When comparing the email responses to mail and telephone responses, as would be expected, email respondents said they learned about the Park District in much higher percentages from the website. In the case of the most often responses, 43.1% of email respondents said they did compared to 16.5% of mail and telephone respondents. Of those who said they never learned about the Hoffman Estates Park District from the website, 62.3% of mail and telephone respondents said they never did compared to 20.3% of email respondents.

Learning about the Park District from the program guide showed that email, mail and telephone respondents provided very similar responses. The combined findings are in the following chart.

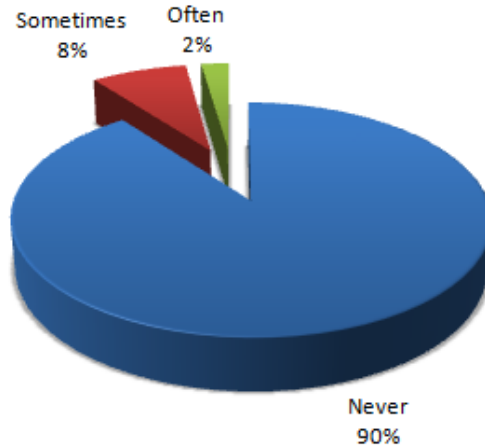
## Program Guide



The program guide showed the highest percentage of respondents who learned about the Park District most often and sometimes, with only 21.3% of the combined respondents saying they never did.

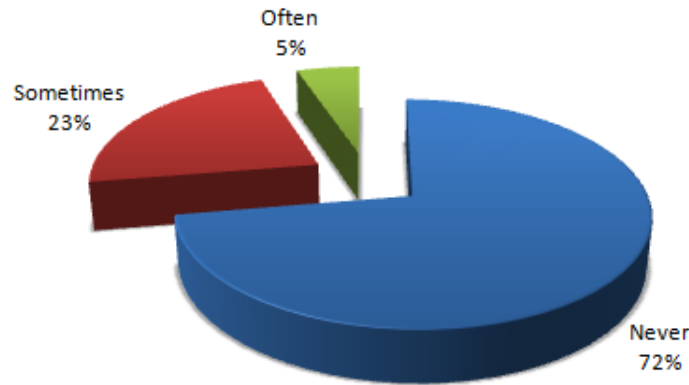
The combined data regarding learning about the Hoffman Estates Park District from schools in the community was fairly consistent between email, mail and telephone respondents. The combined data showed that 2.3% of all respondents learned about the Park District most often from schools, and 8% did so sometimes.

### Schools



Signs and flyers was somewhat a different case. The combined data chart shows the overall percentages.

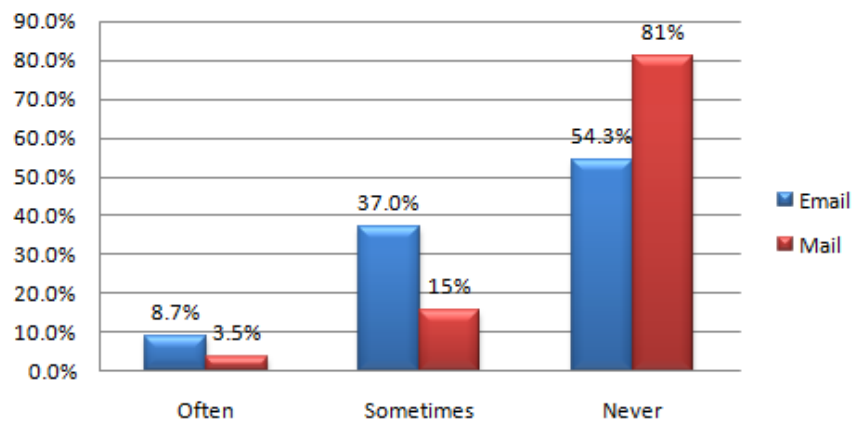
### Signs & Flyers



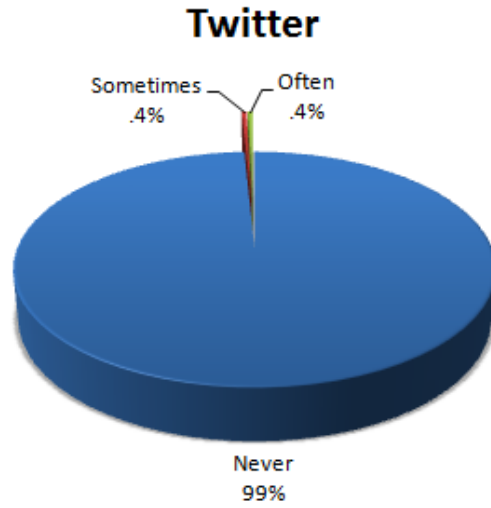
The data shows that only 5.2% of the combined respondents learned about the Park District most often from signs and flyers, 22.4% did so sometimes, and 72.3% never did.

Comparing the email data to the mail and telephone data in the following graph shows there were differences between the two data sets.

### Signs & Flyers Comparison

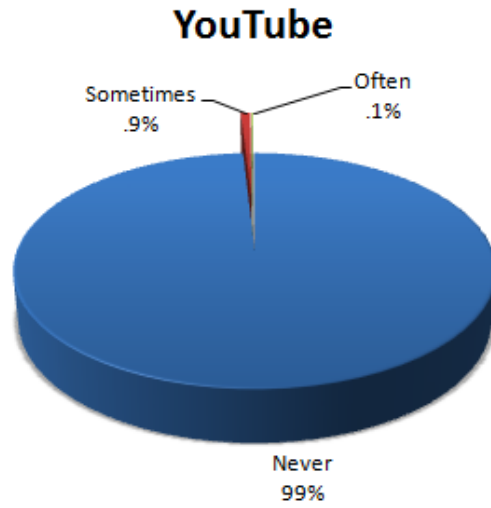


The differences are statistically significant but not particularly meaningful. Of those who said that they learned about the Park District through signs and flyers, 8.7% of email respondents said they did often compared to 3.5% of mail and telephone respondents. Comparatively, 54.3% of email respondents said they never did with 81.0% of mail and telephone respondents saying never.



The percentages of combined survey respondents that learned about the Hoffman Estates Park District through Twitter was lower than those learning about the Park District from Facebook. For Twitter, only .4% of those responding said they did so most often, compared to 4.0% for Facebook. For Twitter, .4% said they did so sometimes, compared to 5.2% for Facebook. The differences between email, mail and telephone responses for Twitter were neither statistically significant nor meaningful.

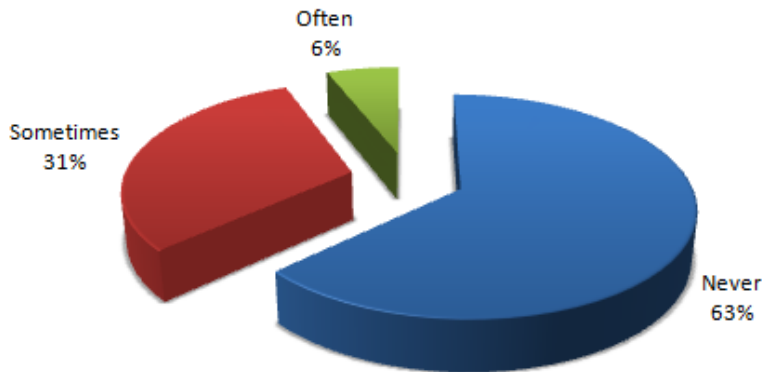
The response percentages for YouTube were even lower.



Only 1 respondent among the 848 total said they learned about the Hoffman Estates Park District most often from YouTube, which calculates to .1%. Six respondents of the 848 said they did so sometimes, calculating to .8%.

Word of mouth is typically a frequently used means of communication. However, for the Hoffman Estates Park District, 6% said they learned about the Park District most often from word of mouth and 30.8% said they did so sometimes. 63.2% said they never learn about the Park District by word of mouth.

## Word of Mouth



The data did not show significant or meaningful differences between email, telephone and mail data.

Media	Often	Sometimes	Never
Cable TV	1.1%	3.0%	95.9%
Direct Mail	29.5%	20.7%	49.8%
Email Blasts	18.9%	15.9%	65.2%
Facebook	4.0%	5.2%	95.2%
Marquee signs in community	8.9%	33.0%	58.1%
Newsletter Park Perspectives	20.8%	26.6%	52.6%
Newspaper articles	6.3%	19.3%	74.4%
Park District website	25.7%	26.5%	47.8%
Program guide/ brochure	60.2%	18.6%	21.3%
Schools	2.3%	8.0%	90.1%
Signs/ flyers	5.2%	22.4%	72.3%
Twitter	0.4%	0.4%	99.2%
YouTube	0.1%	0.8%	99.0%
Word of mouth	6.0%	30.8%	63.2%

Interpretation of the responses to Question suggests that some media of communication are more effective than others, as the table shows. Electronic media, such as cable TV, Facebook, Twitter, and YouTube have not yet come of age as a means of communication. This is true, even among email respondents, as previous data showed.

Among the media, somewhat effective are signs and flyers, and newspaper articles. Email blasts are more effective, as are marquee signs and newsletters. The Hoffman Estates Park District website is pretty effective, but the brochure is a very effective means of communication.

What is important is, even though some means of communication have not yet come of age, so to speak, the Hoffman Estates Park District is using all of the tools at its command to communicate with the public. As years pass, the more effective media may change.

## Actions Being Considered

Question 10 asked respondents to evaluate a list of actions the Hoffman Estates Park District is considering and provide their opinions about whether these actions would be very important, somewhat important, that they were not sure, or were unimportant.

The actions were: expanding existing daily activity space for seniors/active adults at the Triphahn Center Senior Center, developing a dog park east of Barrington Road and south of I-90, developing a splash pad/ water feature within a park north of I-90, converting some existing baseball/softball and soccer fields to artificial turf, and providing a new indoor multi-purpose facility (baseball, softball, soccer, etc.).

Action	Very Important	Somewhat Important	Not Sure	Not Important
Expand existing daily activity space for seniors/ active adults at the Triphahn Center Senior Center	24.9%	27.8%	23.1%	24.4%
Develop a dog park east of Barrington Road south of I-90	11.9%	15.7%	18.4%	54.0%
Develop a splash pad/ water feature within a park north of I-90	21.5%	21.0%	20.8%	36.6%
Convert some existing baseball/ softball and soccer fields to artificial turf	5.2%	12.2%	22.2%	60.5%
Provide new indoor multipurpose facility (baseball, soccer, etc.)	21.1%	22.7%	20.5%	21.5%

The table shows that converting the existing baseball/softball and soccer fields to artificial turf is not highly popular, with 5.2% of all respondents saying it was a very important action to consider and 12.2% saying it was a somewhat important action to consider.

Developing a dog park east of Barrington Road and south of I-90 was more popular, with 11.9% saying it was very important and 15.7% stating it was somewhat important.

The most popular actions were expanding the existing daily activity space for seniors and active adults in the Triphahn Center, developing a splashpad within a park north of I-90, and providing a new indoor multi-purpose facility with baseball, softball and indoor soccer.

With a plurality of respondents stating that they thought considering those actions were very important or somewhat important compared to considering those actions not important, the findings suggest they have a basic level of support from the respondents.

Question 11 asked respondents which of the actions from the list in Question 10 were the most important. Respondents were asked to indicate their first, second and third choices.

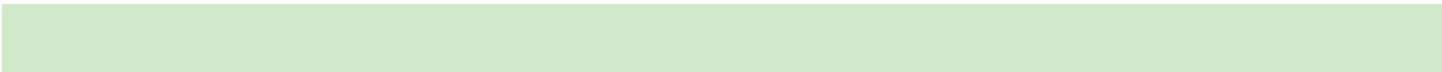
	1st Choice	2nd Choice	3rd Choice
Expand existing daily activity space for senior/ active adult at the Triphahn Center Senior Center	46.7%	19.6%	17.0%
Develop a dog park east of Barrington Road south of I-90	9.9%	19.2%	21.8%
Develop a splash pad/ water feature within a park north of I-90	16.1%	26.1%	27.2%
Convert some existing baseball/ softball and soccer fields to artificial turf	3.1%	9.0%	17.0%
Provide new indoor multipurpose facility (baseball, soccer, etc.)	24.1%	26.1%	17.0%

The table shows the respondents thought the most important actions that the Hoffman Estates Park District needs to consider is to expand daily activity for seniors and active adults at the Triphahn Center Senior Center. A total of 83.3% of respondents (46.7 + 19.6 + 17.0) selected that list of action to be their first, second or third choice. The second and third most important issues were the development of a splash pad/water feature within a park north of I-90 (69.4%) and the provision of a new indoor multipurpose facility (67.2%).

Question 13 asked respondents to indicate how much their household agrees or disagrees with five statements. The statements were that respondents think it is important for the Hoffman Estates Park District to continue to plant native plants and wildflowers along pond shorelines to promote shore stabilization, to expand and enhance Park District community special events, to promote parks and programs to combat obesity and other health issues, to pursue partnerships and sponsorships with private entities to provide alternate revenues to offset operating expenses, and to pursue partnerships with other public governmental entities to expand services offered.

Respondents were provided the choices of saying they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagree. Those who were not sure did not answer the questions and were not included in the analysis of this question.

The Public Research Group found that the email, mail and telephone respondents answered the question with similarity. The following table shows the percentage of respondents who agreed or disagreed with the statements, combining the email, mail and telephone response data.



	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Continue to plant native plants and wildflowers along our pond shorelines to promote shore stabilization	52.4%	34.8%	5.8%	6.9%
Expand and enhance Park District community special events	32.0%	51.8%	12.7%	3.5%
Promote parks and programs to combat obesity and other health issues	48.4%	39.2%	7.8%	4.6%
Pursue partnerships and sponsorships with private entities to provide alternative revenues to offset operational expense	52.0%	39.1%	5.6%	3.2%
Pursue partnerships with other public governmental entities to expand services offered	50.1%	40.3%	6.9%	2.7%

The table shows respondents strongly agree that continuance of planting native plants and wildflowers, at a rate of 52.4%. For the same statement, 34.8% agreed somewhat.

A total of 52.0% strongly agreed that partnerships should be pursued with private entities to provide alternate revenues to offset operational expenses, and 39.1% agreed somewhat.

Also popular was the initiative to pursue partnerships with other governmental units to expand services as well as to promote programs to combat obesity and other health issues.

The least popular was to expand and enhance Park District community special events in that most respondents somewhat agreed with that initiative rather than strongly agreed. The respondents disagreeing with any of the initiatives were relatively low.

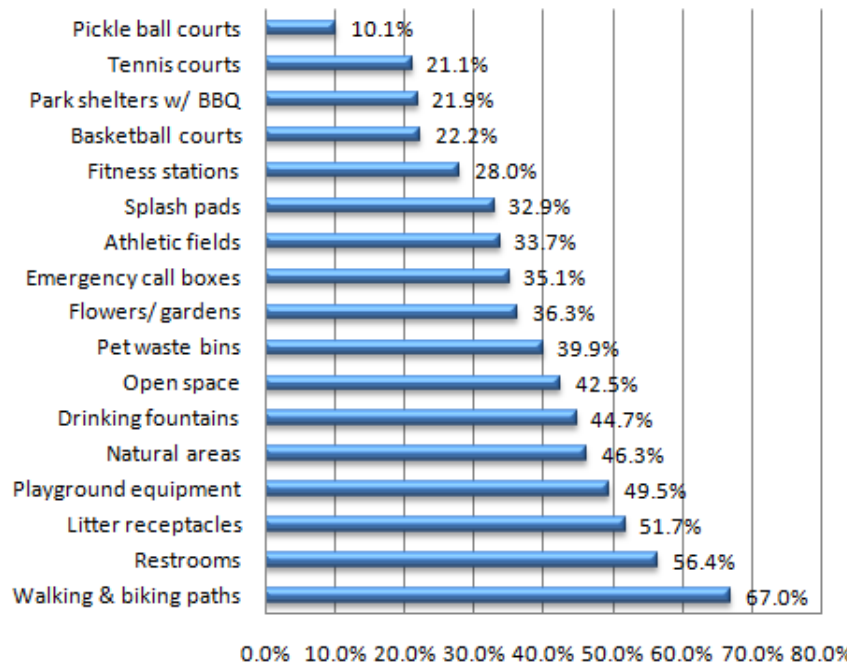




## Park Amenities

Question 12 asked respondents what amenities would be important to their household in Hoffman Estates Park District parks. A list of amenities was provided and respondents were permitted to check as many as they wanted. The table is a presentation of the percentage of respondents that selected each amenity. The percentage of respondents who selected each amenity is a percentage of the total data base of 848 respondents.

### Preferred Park Amenities



The table shows the most popular park amenity is walking/biking paths, with 67% of all respondents marking that amenity on their surveys. Restrooms were the second highest amenity at 56.4% and litter receptacles third at 51.7%.

Other popular choices were playground equipment, with 49.5% of those surveyed selecting that amenity, natural areas at 46.3%, drinking fountains at 44.7%, and general open space at 42.5%.

Respondents were permitted their own open-ended choices, which are presented as a table in the Appendix of this study. Hockey rinks, an indoor pool, park benches, and fishing areas were among the choices, as well as choices that were provided in the question itself. None of these open-ended responses occurred multiple times.

Public Research Group has performed community needs assessment studies for many Park Districts in Chicago and northern Illinois. It finds the drinking fountain, pet waste bins, restroom, and litter receptacle responses typically high in all these communities. In the case of the Hoffman Estates Park District, the high percentage of responses for more open space and natural areas is a meaningful finding.

## Final Comments

The final comments in the study represent open-ended statements from survey respondents about whatever subject is on their minds. The email comments are unedited because they are entered directly by the respondents themselves. The mail and telephone comments are summarized for the sake of time and space.

Public Research Group believes that these comments should be reviewed by the agency and considered carefully and that the comments of one person is not a representation of public opinion.

In many ways, they represent a large public meeting where people are permitted to express themselves anonymously. Therefore, themes in the comments should be assembled to see if there are important issues that need to be considered.

The table of final comments is in the Appendix of this study.



## Forward Planning Committee Visioning Workshop

A meeting was held early on in the planning process with the Forward Planning Committee of the Hoffman Estates Park District in order to gain a better understanding of a variety of different topics. Reviewing the responses led to a number of different conclusions. The website is a useful tool mainly for younger people and as a way to rapidly send out information, and it will become more important into the future. The Committee also feels that the geography of Hoffman Estates creates many issues financially, as well as being a barrier to a more united community. The tax rate and fees are fair compared to competitors, but more research should be done. The Committee also provided different amenities that they would like to see included in outdoor parks, including restrooms, shelters with BBQ's, emergency call boxes, litter and recycling bins, playgrounds, trails, and more sports courts.

When asked about changing the Park District, the Committee would like to see commissioners have access to newer technology such as Ipad's, and an increased importance on athletics with an indoor multi-sport facility as well as eliminating grass fields and replacing them with artificial turf. There were also two main themes that came out of the discussion of what is missing from the Park District. First is the lack of a downtown, and thus there is no central destination park for the entire District to form around. The second is the lack of people in the parks, and changing how the Park District approaches a changing demographic in the community.

The following table are the responses given by the Forward Planning Committee to a variety of questions provided at the meeting.

	Yes	No
Do you feel that the Park District is providing adequate recreation opportunities for your community?	12	0
Do you think that the parks are adequately maintained?	12	0
Do you think that the parks are safe?	12	0
Do you feel that the current staff in place runs the Park District effectively?	12	0
Do you think that the Park District is a leader among other comparable sized Park Districts?	12	0
Do you think the Park District is in a strong financial position?	10	0
Would you support higher user fees to operate Park District facilities?	4	6
Do you think residents are leaving the Park District and going elsewhere for recreational services?	7	2
Is there a need to increase capital spending to improve the parks?	2	8
Do you think the Park District needs to expand recreation programming opportunities for minority populations?	6	4

## Focus Group Meeting

Two meetings were held on September 26, 2013 with invited members of the local community to better understand what the public thought of the Hoffman Estates Park District. The meetings used eight different discussion questions, with general comments being recorded, as well as a handout of 8 additional questions about the Park District. Both focus groups felt that one of the major strengths of the Park District was the programming. They commented on the wide variety of programs and the quality of instructors and staff. The groups also felt that the parks and facilities are well maintained and that they have many of the amenities that the community needs.

The weaknesses provided by the groups identified a number of different programming issues within the Park District. One issue that was brought up on numerous occasions was swim lessons being full and confusing to sign up for. The idea of a non-expiring "punch card" for seniors was brought up in both meetings to allow seniors to become more active in the Park District. Other focus group members brought up cancellations for programs being announced too late, and the need for a free trial period to allow people to sample different programs. When asked about the customer service provided by the Park District, both groups felt that the staff was highly knowledgeable and helpful, and that customer service was very good.

The focus groups were then asked what they thought was good about the Park District. A common response was the quantity and variety of the parks and programs that are offered. The groups felt that the Park District has done a good job of keeping parks up to date and attractive. On the other side, the groups also had some comments on what was bad about the Park District. One group felt that there is an uneven balance between north and south Hoffman Estates, with the north not having a pool. Goose droppings was also an issue brought up by both groups, as well as a variety of other specific comments about lack of parking and equipment at some Park District facilities.

Establishing better relationships with community partners was another topic of discussion among the focus groups. Many comments were made regarding establishing a partnership with other Park Districts in the area, most notably Schaumburg and Barrington. There were also multiple comments on partnerships with local businesses to create discounts for Park District members. The focus groups also discussed marketing to the diverse population of Hoffman Estates. The use of multilingual volunteers, staff, and classes was an idea shared by both groups. Events that specifically target a diverse population, with ethnic cooking classes being one provided example, was brought up in discussion as well. Overall the groups indicated that making both printed materials and the website available for multiple languages would help incorporate the diverse population into the Park District.

The final discussion question for the focus groups asked what the top priority for the Park District should be. The responses to this question were wide ranging, but a few patterns developed. The importance of a healthy population, specifically children, was universal. The need to supply a growing senior population with programming options and facilities was recognized by both groups. Finally, the groups felt the need to keep updating, renovating, and improving existing facilities and parks, however, some focus group members also pointed out the need to keep the taxes low and to not overdevelop.

The following table displays the combined results from a handout given during the community focus group meetings.

	Excellent	Very Good	Good	Fair	Poor
How would you rate the overall quality of the recreation programs?	16	9	0	0	0
How would you rate the overall level of instruction of programs offered by the Park District?	11	13	3	0	0
How satisfied are you with the quality of current programs or activities?	11	14	0	0	0
How do you rate the overall level of customer service provided by the Park District staff?	21	4	0	0	0
How would you rate the overall quality of the Park District facilities?	10	15	0	0	0
How would you rate the overall level of maintenance at the facilities operated by the Park District?	14	9	2	0	0
	Yes	No			
Do you think outdoor park space is important to spend money on improving?	24	1			

## Stakeholder Interview Results

A series of individual one-on-one stakeholder interviews were facilitated by Public Research Group as part of the needs assessment process. The Park District invited selected organizations to participate in these interviews. The data that was generated was analyzed and the individual responses are summarized as follows:

*Ms. Vickie Anderson, Hoffman Estates Chamber of Commerce*

A stakeholder interview was held with Ms. Vickie Anderson, representing the Hoffman Estates Park District on September 12, 2013. In general, Ms. Anderson believes the Park District is doing a good job. The overall rating she would give the Park District is a 5 which is excellent. As would be expected, she discussed the Park District from the point of view of local business needs. A few of the key items that she stressed were that the Park District offer reduced rates to businesses and community organizations for collaborative ventures and partnerships. Marketing was also an opportunity to be further developed, in particular, social media such as FaceBook.

The opportunities for mentoring, working with local businesses in an entrepreneurial way, and being involved in local business networking events were a few ideas that could be further explored. As with many stakeholders, the whole idea of understanding and working with the changing socioeconomic groups is an important future priority.

*Ms. Debbie Ancona, Assistant Superintendent for Administrative Support & Program Evaluation, School District 54*

A stakeholder interview was held with Ms. Debbie Ancona, representing the School District 54 on September 12, 2013. In general, Ms. Ancona believes the Park District is working hard to meet the needs of the community. The overall rating she would give the Park District is a 5 which is excellent. The School District is open to increased collaboration among the two agencies. A particular barrier to participation for many youth in the community is the fees are too high to encourage community wide participation. The socioeconomic shift including a growing bi-lingual population will have a large effect on the Park District in the coming years. This will create a need for the Park District to know what is proper and timely. Know what types of programs meet future needs and design new activities and programs around those needs rather than offering general recreational activities that have existed for years. There is much that can be done in working with the children in the community. This has been a consistent message heard in several interviews.

*Mr. Jim Norris, Village Manager of Hoffman Estates*

A stakeholder interview was held with Mr. Jim Norris, Village Manager on September 10, 2013. In general, he believes the communication and working relationship between the two agency leaders is excellent and holds significant value. He understands the need to have first class parks and recreation is to have a first class community. The overall rating he would give the Park District is a 4.5 which would lie between excellent and very good. Mr. Norris believes the management, facilities and marketing is very good for the Park District. The areas of improvement include kick starting the in-house sports programs which currently leads to a loss of market share for youth sports, the lack of a large sports complex that provides much needed athletic fields, understanding the cost limitations as well as the mixed diversity within the community and finally, the opportunity to build new relationships between the parks department and the public works/community planning departments within the Village.

The ideas to help break down the geographic divide could include holding more special events to bring the community together and help define the identity of the Park District with the interaction of each neighborhood and the large number of churches in Hoffman Estates. The one key area that could improve is to relax on the turf issues between elected officials. This has gotten better over the years but still there is work to be done in this area. In terms of the top priorities for the Park District for the upcoming years in the future, would include the following;

- Do not try to develop expensive facilities. Maintain what you have and look to build any new significant capital projects down the road.
- Work with the Village in securing a large tract of land to build a sports complex. The land is there and needs to be purchased.
- Upgrade to electronic marquee signs at strategic locations.
- Revisit the "no-mow" policy for all ponds located in parks. It makes sense for some, but not for all.

*Mr. Jim Britton, Principal of Hoffman Estates High School*

A stakeholder interview was held with Mr. Jim Britton, Principal of the Hoffman Estates High School on September 10, 2013. The overall rating he would give the Park District is a 3 which is good. The discussion centered on the need to understand the demographic shift of the community and the kids affected by the need to receive consistent food for nourishment to domestic concerns at home. The one program that he believes will further develop the partnership between the two agencies is the I-Compete program that is scheduled for this month at John Muir Elementary School. He does believe the Village, Park District and School District could be working more closely.

To solve the diversity question and increase participation, he stated that the Park District must go out into the community to engage them. The Park District also must understand that transportation and/or time constraints are barriers to getting kids involved. He believes that there are untapped populations of kids that know very little about the Park District. Mr. Britton has also seen a decline in basic skills in high school athletes. The feeder interface between the Park District, feeder organizations and the high school should be revamped. The facilities for both organizations need to be opened up for better utilization. In closing, Mr. Britton addressed the need to improve and build a better partnership, stressing that fitness for kids and a focus on healthy lifestyles fit within the Park District mission and is equally important to the School District.

*Mr. William McLeod, Mayor of Hoffman Estates*

A stakeholder interview was held with Mr. William McLeod, Mayor of Hoffman Estates on September 10, 2013. The overall rating he would give the Park District is a 4 which is very good. The discussion centered on seeking partnerships and special events. In terms of marketing, the Mayor believes in total communication which covers all efforts both traditional and electronic.

## Conclusions

This study has generated a large amount of data. The data was gathered through a random sample statistically valid community survey, committee visioning session, focus group meetings, one on one stakeholder interviews and staff input and SWOT session. It has become clear that the Hoffman Estates Park District has a significant impact on the community it serves. The Public Research Group believes that much of our analysis provides clear conclusions to the questions that the Park District wanted input in the assessment process. The needs assessment provides the building blocks for future planning from both internal and external goals and objectives development. It is easy to develop a few key themes into the three core functional areas that the Park District operates. These include;

### Administrative:

- The Hoffman Estates Park District contributes significantly to the quality of life in the Village.
- Traditional marketing methods are still important to reach residents.
- A focus on Information Technology within the Park District needs to be developed.
- Overall satisfaction with programs, parks and facilities are good, but work can be done to increase scores.
- The website has reached its full potential as a marketing/information tool. Explore ways to ease navigation and enrich content for the user.

### Recreation:

- Active fitness & wellness programs for adults, seniors and youth along with special events are program area needs.
- The Park District not offering services along with pricing are barriers to program participation.
- The variety of programs offered provided strong numbers of satisfaction.
- A focus on future programs would target the changing socioeconomic status of the community. There is much work to be done in this area.
- E-mail blasts, the Park District website, as well as the program guide are the primary ways residents learn about the program offerings.

### Parks & Facilities:

- Parks are used by the community and are generally well kept.
- Passive park amenities are favored as important to the community that include walking/biking paths, natural areas and open space.
- The top rated actions include expanding the existing daily activity space for senior/active adult at the Triphahn Center, developing a splash pad in a park north of I-90 and providing a new indoor multi-purpose sports facility.

The Hoffman Estates Park District works hard to reach a community split by significant geographic divides. The changing community is a result of shifting socioeconomic factors. The allied governmental agencies such as the Village and local School Districts are encountering the same challenges. The Park District needs to understand this dynamic as future plans are developed to complete the circle of community services for parks and recreation enjoyment.



# Appendix

# Hoffman Estates Park District

## Community Interest and Opinion Survey

The Hoffman Estates Park District would like your input to help determine park and recreation priorities for our community. Your “household” refers to you and those residing in your home. **This survey will take 12-15 minutes to complete.** When you are finished, please return your survey in the enclosed postage-paid envelope. All responses to this survey are anonymous and confidential. Please note that the Hoffman Estates Park District is a separate, autonomous agency, independent from the governance of the Village of Hoffman Estates.

1. **On average, how often has your household visited the Hoffman Estates Park District parks during the past 12 months?**

Daily     Weekly     Monthly     Yearly     Never (Please go to question #2)

1A. **How would your household rate the overall physical condition of ALL the Hoffman Estates Park District parks you have visited?**

(4) Excellent     (3) Good     (2) Fair     (1) Poor

2. **On average, how often has your household participated in programs or utilized facilities of the Hoffman Estates Park District during the past 12 months?**

Daily     Weekly     Monthly     Yearly     Never (Please go to question #5)

3. **Please rate your household’s satisfaction with the following recreation services provided by the Hoffman Estates Park District by circling the corresponding number to the right of each service.**

<i>Services</i>	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Ease of registration for programs	4	3	2	1	0
B. Fees charged for facilities	4	3	2	1	0
C. Fees charged for programs	4	3	2	1	0
D. Quality of programs	4	3	2	1	0
E. Quality of special events	4	3	2	1	0
F. Variety of programs offered	4	3	2	1	0

4. **Please indicate if your household has used any of the Hoffman Estates Park District’s recreation facilities listed below during the past 12 months by circling YES or NO next to the facility. If YES, please indicate how you would rate the condition of the recreation facility by circling the corresponding number to the right of the facility.**

<i>Name of Facility</i>	<i>Do you use this facility</i>		<i>If yes, how would you rate the condition of the facility?</i>			
	<i>Yes</i>	<i>No</i>	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>
A. Bridges of Poplar Creek Golf	Yes	No	4	3	2	1
B. Bridges of Poplar Creek Food & Beverage	Yes	No	4	3	2	1
C. Prairie Stone Sports & Wellness Center	Yes	No	4	3	2	1
D. Seascape Family Aquatic Center	Yes	No	4	3	2	1
E. Triphahn Community Center	Yes	No	4	3	2	1
F. Triphahn Center Ice Arena	Yes	No	4	3	2	1
G. Vogelei Barn	Yes	No	4	3	2	1
H. Willow Recreation Center	Yes	No	4	3	2	1

5. Please indicate if your household has a need for each of the recreation program areas listed below by circling YES or NO next to the recreation program. If you have participated in this type of program, please indicate how satisfied you are with the program:

Type of Program	Do you have a need for this program?		If yes, how satisfied are you with the current programs offered?				
	Yes	No	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
A. Adult art, dance, performing arts	Yes	No	4	3	2	1	0
B. Adult fitness and wellness programs	Yes	No	4	3	2	1	0
C. Adult hockey	Yes	No	4	3	2	1	0
D. Adult sports programs	Yes	No	4	3	2	1	0
E. Adult water fitness programs	Yes	No	4	3	2	1	0
F. Before and after school programs	Yes	No	4	3	2	1	0
G. Community special events	Yes	No	4	3	2	1	0
H. Golf lessons and leagues	Yes	No	4	3	2	1	0
I. Gymnastics and tumbling programs	Yes	No	4	3	2	1	0
J. Martial arts programs	Yes	No	4	3	2	1	0
K. Nature programs and exhibits	Yes	No	4	3	2	1	0
L. Preschool programs/early childhood	Yes	No	4	3	2	1	0
M. Programs for people with disabilities	Yes	No	4	3	2	1	0
N. Public ice skating	Yes	No	4	3	2	1	0
O. Senior/active adult programs	Yes	No	4	3	2	1	0
P. Tennis lessons and leagues	Yes	No	4	3	2	1	0
Q. Trips to special attractions & events	Yes	No	4	3	2	1	0
R. Youth art, dance, performing arts	Yes	No	4	3	2	1	0
S. Youth figure skating	Yes	No	4	3	2	1	0
T. Youth fitness & wellness programs	Yes	No	4	3	2	1	0
U. Youth hockey	Yes	No	4	3	2	1	0
V. Youth Learn to Swim programs	Yes	No	4	3	2	1	0
W. Youth sports programs	Yes	No	4	3	2	1	0
X. Youth summer camp programs	Yes	No	4	3	2	1	0
Y. Youth travel sports programs	Yes	No	4	3	2	1	0

**6. Please rate your household's satisfaction with the communications provided by the Hoffman Estates Park District by circling the corresponding number to the right of each service.**

<i>Communication</i>	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. Availability of information about programs and facilities	4	3	2	1	0
B. Customer assistance by staff at facilities	4	3	2	1	0
C. Customer assistance by staff for programs and events	4	3	2	1	0
D. Overall communications with residents	4	3	2	1	0

**7. Please rate your household's satisfaction with the website of the Hoffman Estates Park District by circling the corresponding number to the right of each description.**

<i>Website</i>	<i>Very Satisfied</i>	<i>Somewhat Satisfied</i>	<i>Somewhat Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A. General information	4	3	2	1	0
B. Online program registration	4	3	2	1	0
C. Park and facility information	4	3	2	1	0
D. Programs and current events	4	3	2	1	0
E. User friendliness of Park District website	4	3	2	1	0
F. Financial information/Transparency	4	3	2	1	0

**8. Please rank the methods in which your household learns about the Hoffman Estates Park District. (Rate all that apply: 2 = most often; 1 = sometimes; 0 = never)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Cable TV                     | <input type="checkbox"/> Newsletter (Park Perspectives)      | <input type="checkbox"/> Signs/flyers  |
| <input type="checkbox"/> Direct Mail                  | <input type="checkbox"/> Newspaper articles                  | <input type="checkbox"/> Twitter       |
| <input type="checkbox"/> Email blasts                 | <input type="checkbox"/> Park District website (heparks.org) | <input type="checkbox"/> YouTube       |
| <input type="checkbox"/> Facebook                     | <input type="checkbox"/> Program guide/brochure              | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Marquee signs (community)    | <input type="checkbox"/> Schools                             |  |
| <input type="checkbox"/> Other (Please specify) _____ |  |  |

**9. If your household goes outside of the Hoffman Estates Park District for recreational services, please indicate the reason why (check all that apply).**

- |   |   |
|---|---|
| <input type="checkbox"/> Park District does not offer the services      | <input type="checkbox"/> Other providers do a better job                                      |
| <input type="checkbox"/> Other providers provide lower prices           | <input type="checkbox"/> Our friends go there, so we go there                                 |
| <input type="checkbox"/> Other providers have more convenient locations | <input type="checkbox"/> Household members attend schools outside of Park District boundaries |
| <input type="checkbox"/> Other (Please specify) _____                   |   |

**9A. If your household goes outside of the Hoffman Estates Park District to receive recreational services, what recreational services do you receive?**

- For Adults \_\_\_\_\_
- For Youth \_\_\_\_\_
- For Preschool \_\_\_\_\_

10. Following is a list of actions being considered by the Hoffman Estates Park District. For each potential action please indicate how important your household believes it would be for the Hoffman Park District to take the action by circling the corresponding number to the right of the action.

<i>Importance of the action being considered to enhance recreation opportunities</i>	<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not Sure</i>	<i>Not Important</i>
A. Expand existing daily activity space for seniors/active adults at the Triphahn Center Senior Center	4	3	2	1
B. Develop a dog park east of Barrington Road, south of I-90	4	3	2	1
C. Develop a splash pad/water feature within a park north of I-90	4	3	2	1
D. Convert some existing baseball/softball and soccer fields to artificial turf	4	3	2	1
E. Provide a new indoor multi-purpose facility (baseball, softball, soccer, etc.)	4	3	2	1

11. Which **THREE** actions from the list in Question #10 are most important to your household? (Using the letters in Question #10, please write in the letters below for your 1st, 2nd, and 3rd choices, or circle 'NONE').

1st: \_\_\_ 2nd: \_\_\_ 3rd: \_\_\_ NONE

12. What amenities are important to your household in our parks? (check all that apply).

Athletic fields                       Natural areas                       Pickleball courts  
 Basketball courts                       Open space                       Restrooms  
 Drinking fountains                       Park shelters w/BBQ                       Tennis courts  
 Fitness stations                       Playground equipment                       Walking/biking paths  
 Flowers/Gardens                       Splash pads                       Emergency call boxes  
 Pet waste bins                       Litter, recycling receptacles  
 Other (Please specify) \_\_\_\_\_

13. Please indicate how much your household agrees or disagrees with the following statement, "I think it is important for the Hoffman Estates Park District to..."

<i>Please select one response for each category</i>	<i>Strongly Agree</i>	<i>Somewhat Agree</i>	<i>Somewhat Disagree</i>	<i>Strongly Disagree</i>
A. Continue to plant native plants and wildflowers along our pond shorelines to promote shore stabilization	4	3	2	1
B. Expand and enhance Park District community special events	4	3	2	1
C. Promote parks and programs to combat obesity and other health issues	4	3	2	1
D. Pursue partnerships and sponsorships with private entities to provide alternative revenues to offset operational expenses	4	3	2	1
E. Pursue partnerships with other public governmental entities to expand services offered	4	3	2	1

14. Please indicate your household's level of satisfaction with the overall value that you receive from the Hoffman Estates Park District:

Very Satisfied                       Somewhat Satisfied                       Somewhat Dissatisfied                       Very Dissatisfied                       Don't Know

**15. How long have you lived within the Hoffman Estates Park District?**

\_\_\_ Years

**16. Please identify in which one of the three areas listed below you reside.**

\_\_\_ West of Rt. 59/South of I-90

\_\_\_ East of Barrington Rd/South of I-90

\_\_\_ North of I-90

**17. What are the ages and genders of those in your household?**

**(M or F /Age – LIST YOURSELF AS #1)**

#1 \_\_\_ / \_\_\_   #2 \_\_\_ / \_\_\_   #3 \_\_\_ / \_\_\_   #4 \_\_\_ / \_\_\_   #5 \_\_\_ / \_\_\_   #6 \_\_\_ / \_\_\_   #7 \_\_\_ / \_\_\_   #8 \_\_\_ / \_\_\_

**18. Please share any additional comments that can assist the Hoffman Estates Park District in improving parks, recreation, facilities or services.**

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Thank you for taking the time to complete this survey.  
Please return the survey to us in the enclosed envelope.

Hoffman Estates Park District  
1685 W. Higgins Road ~ Hoffman Estates, Illinois 60169  
847-885-7500 ~ [www.heparks.org](http://www.heparks.org)



## Open Ended Survey Responses

## Q9-Other reasons people go elsewhere for recreation services

- Barrington pool stays open longer
- Can't afford the classes
- convenience time wise
- Convenient days & times
- Days & times of classes offered are more conducive with our schedule
- Don't use them unless with friends
- Fitness club
- Free dog parks
- Friends golf at Highland Woods FP
- go with grandkids to Schaumburg PD special events
- Goes to YMCA for spinning classes
- golf courses
- healthcare related fitness
- Hours/more machines
- Lack of communication
- Library has better publicity
- Long time members of Fitness club
- Member of health club
- N/A
- neighbors go there
- nicer park
- No Bocce ball courts
- other programs more dependable
- Palatine PKD
- Pool at Prairie Stone
- Pools
- Prefers X-pert Fitness
- SAA Schaumburg
- Schaumburg YMCA
- Schaumburg & HE should have joint memberships
- Schaumburg PD
- Schaumburg PD offers more and doesn't care about out of district for seniors
- School District
- South Barrington for Yoga, great teacher
- swimming warm pool for arthritis
- teaches classes at another park district
- Use Woodfield to walk no charge
- Women's golf league



## Q9A- For Adults

- Swimming
- 12'Co ed softball
- Adult exercise
- Adult fitness
- Adult fitness
- Adult sons prefer the workouts they do
- Adult swimming - advanced lessons
- Adult Thai classes
- Adult volleyball leagues
- Art
- Aerobics dance based Jazzercise
- Badminton free days on each month
- Barrington
- Barrington PD trips to attractions
- Barrington pool
- Bike trails
- Bocce ball court
- Buffalo Grove Dance School- dance lessons
- Bus trips
- Cheaper indoor tennis courts
- Church picnic
- Concerts, Holiday Festivals
- CRC
- Cross country skiing, skiing, snowmobiling
- Curves
- Curves, walking class, weights class
- Dance
- Dance lessons
- Day time program, craft, quilt, cooking...
- Dance studios, summer programs
- Dog Park
- Dog training classes.
- Elgin, Palatine
- Exercise at X-port gyms because of price andshours
- Exercise classes at Schaumburg in gym lots of room
- Exercise facilities
- Exercise programs
- Explore Fitness
- Export Fitness, Zumba and yoga
- Family fitness membership--HEPD does not offer competitive prices
- Fishing
- Fishing/Travel
- Fitness
- Fitness
- Fitness & wellness
- Fitness and wellness
- Fitness center
- Fitness Center
- Fitness center, Indoor pool

- Fitness Classes
- Fitness Classes, Gym
- Fitness club, gym
- Fitness Facilities
- Fitness facility
- Fitness Gym
- Fitness pools, massage
- Fitness programs
- Fitness swimming
- Fitness, pool like Schaumburg
- Fitness, Schaumburg Rec Ctr
- Fitness/Health club
- Fishing
- Free senior adult fitness & wellness
- Golf
- Golf
- Golf for seniors
- Golf leagues ,fitness
- Golfing
- Gym
- Gym equipment / pool
- Gym health club
- Handicapped adults with learning disorders (NWSA)
- Aikido
- Health club
- Health club, workouts
- Healthclub
- Hiking
- Hockey league
- Hot yoga
- Indoor water aerobics for health and arthritis
- Indoor pool closer to home, better workout facility
- Indoor softball winter
- Indoor swimming
- Indoor track that is closer than HEPD facilities
- Jazzercise
- Karate
- LA Fitness
- Lap swimming
- Leather bound bookmaking, health & adult fitness
- Lifetime fitness facility, indoor pool, racquetball courts
- Masters swim team
- More affordable indoor swimming
- More competitive volleyball leagues
- Nature programs, fitness
- Not yoga, swimming year round
- Palatine Children's Chorus
- Party in the park
- Pays training
- Personal training
- Pet parks

- Physical fitness
- Physical workout /Boot camp programs
- Pool in other communities stay open longer
- Pool-more weights
- Pool, gym, tennis courts
- Pools
- Racquetball
- Roller derby, indoor rollerblading/skating
- Running outdoors
- Schaumburg for fitness & swimming
- Schaumburg for swimming
- Schaumburg indoor hockey
- Schaumburg PD for fitness & swimming
- Schaumburg PD special events and seasonal activities
- Schaumburg PD swimming
- Schaumburg special events
- Schaumburg special events, pool, sports, tumbling, arts & crafts
- Schaumburg swimming
- Schaumburg water fitness
- Schaumburg Zumba, swimming
- Schaumburg
- Schaumburg
- Schaumburg & YMCA
- Schaumburg PD swimming
- Schaumburg PD swimming & waterpark facilities
- Schaumburg pool & aquatic center
- seasonal festivals, special events, fireworks
- Senior
- Senior swim all year
- Softball
- Special event
- Special events and Bartlett PD to watch grandchildren play
- Spinning classes
- Sports leagues
- Strollercise
- Swim lessons, health club
- Swimming
- Swimming after seascape closes (can't get pass for swimming only at prairie stone)
- Swimming, aquatic fitness
- Swimming, walking
- Tai Chi
- Tennis
- Tennis
- Tennis club Schaumburg PD
- Tennis Golf and Fitness Programs
- Tennis, golf
- Trips
- Trips thru other park districts and community organizations
- Trips to attractions, swimming
- Uses Walnut Greens daily
- Usually senior trips/activities
- Volleyball, workout facilities(Lifetime)

- Walking paths at Schaumburg pond
- Walking, cycling
- Warm water exercise
- Water aerobics
- Water aerobics, fitness center
- Water exercise
- We have a group of friends that like to play bridge.
- We no longer live in Hoffman we live in Salem, Oregon
- We play disc golf in multiple parks and only some are HEPD.
- Weights, steam, shower equipment
- Wider selection of exercise machines
- Workout facilities, outdoor pool, indoor pool
- Workout gym
- Workout track, large pool
- Workouts
- Workouts for seniors
- Y fitness, swimming
- YMCA
- YMCA adult fitness
- YMCA fitness and swimming
- YMCA swimming, water fitness
- Yoga
- Yoga
- Yoga and trips
- Yoga Arlington Heights PD
- Yoga, spinning
- Yoga, swimming
- Yoga, Zumba
- Zumba
- Zumba
- Zumba,
- Zumba, weight training

## Q9A- For Youth

- Baseball
- Schaumburg
- Acting class
- Advanced dance
- After school care, summer camp
- After school services
- After school, Indoor walking track
- Archery and gymnastics
- Arlington Heights, Elgin, Palatine
- Attends Tiger Koo for Martial Arts Training
- Ballet school closer and competitive company
- Barrington House League Baseball
- Barrington soccer, baseball
- BASA, Harper College
- Baseball
- Baseball
- Baseball in summer & fall
- Baseball and Soccer
- Baseball, basketball
- Baseball, basketball, volleyball
- Baseball/softball/gymnastics/soccer/swim lessons
- Basketball, swimming, baseball
- Before & After School care and Summer Camp
- Boxing
- Camp
- Cheerleading, travel soccer, swim lessons
- Competitive swim team
- Competitive swimming
- CRC
- Dance
- Dance
- Dance company for high school age through adult- more challenging
- Did in past
- Fitness
- Fitness facilities at Schaumburg Community rec center
- Fitness programs for 10-15 year olds
- Flag football
- Football, baseball
- Girls softball
- Golf, swimming, indoor tennis
- Golf, lacrosse football
- Guitar and piano
- Gymnastics
- Gymnastics
- Gymnastics, school programs, community pool
- Gymnastics, swim team
- Gymnastics, swimming
- Aikido
- High School softball league

- Holiday Festivals
- Home school PE & Swim, Art/craft
- Horseback riding
- Indoor pool
- Indoor Pool
- Indoor soccer
- Inverness soccer, Palatine basketball; location/convenience huge factor
- Irish Dance; Before/After School Care (Dist 220)
- Lego Camp
- Martial arts
- Martial arts
- NWSRA
- Outdoor recreational soccer for 4th grade girls
- Palatine
- Palatine PD
- Play time in indoor water parks
- Plays and pool
- Pools
- Pools & skateboard park
- Rec classes & soccer
- Rec soccer
- SAA Softball
- Schaumburg nature center
- Schaumburg PD swimming and pool
- Schaumburg sports camps, swim team, performing arts
- Schaumburg afterschool, dance, play
- Schaumburg Athletic Association Soccer - SAA
- Schaumburg PD
- Schaumburg PD for swimming and swim team
- Schaumburg Tennis Center
- School programs - choir, language, chess
- Ski trips
- Soccer
- Soccer
- Soccer baseball at Schaumburg
- Soccer program, cheerleading
- Soccer- Inverness
- Soccer--rec and travel
- Soccer, Basketball, HS
- Softball
- Softball, travel baseball
- Some summer camps, also swim team
- Splash pad
- Sports
- Sports
- Sports leagues & travel
- Sports-softball
- Sports, baseball
- Sports, general interest
- Sports, pool, parties
- Starting to look for a new soccer program

- Summer camp
- Summer camp
- Summer Camp
- Summer Camps, Scout Programs
- Swim class
- Swim lesson
- Swim lesson
- Swim lessons
- Swim lessons, pool pass, art classes, sports
- Swim lessons, soccer
- Swim lessons, tennis lessons
- Swim team, Outdoor ice skating
- Swimming and other activity
- Swimming
- Swimming classes
- Swimming lessons
- Swimming lessons
- Swimming lessons, SOCCER
- Swimming Pool
- Swimming, ice skating, drawing, outings
- Swimming, martial arts
- Swimming, Sports
- Swimming/Tumbling toddler
- T Ball, what is Jelly Bean Sports??
- Team sports (Palatine)
- Tennis
- Tennis
- Tennis classes
- Tennis, gym, volleyball
- Travel baseball
- Travel baseball & soccer
- Travel baseball and soccer
- Travel soccer
- Travel Soccer Program
- Travel softball
- Travel softball, house soccer and house basketball, gymnastic
- Travelling soccer
- Volleyball and some dance classes
- Water polo
- Water skiing
- YMCA youth sports
- YMCA, Salt Creek
- Youth farm
- Youth soccer
- Youth sports programs
- Youth sports programs at Schaumburg district

## Q9A-For Preschool

- 1/2 day preschool/pre-kindergarten daycare
- After school
- All day program
- Baby 'mommy and me' classes, gymnastics, preschool classes
- Barrington swim lessons
- Classes for younger children
- CRC
- Full day in a more convenient area
- Harper College, Kaleidoscope school of art
- Moms and tots program
- Parent tot swimming during daytime hours, tot play time... a gym with toys during the winter for kids to run around and play while parents watch for a minimal fee
- Pools
- Preschool
- Preschool
- Preschool classes
- Preschool, music and movement class, swimming lessons
- Special evening classes
- Swim
- Swim lesson
- Swim lessons, preschool
- Swim lessons, sports camps
- Swimming
- Swimming and splash pads - just for variety
- Swimming pools, dance lessons, gymnastics
- Tae kwon do, language classes for youth/tots
- Things that include our granddaughter
- Tae kwon do for children



## Q12- Other choices

- Baseball fields
- Benches
- Benches
- Better parking at parks
- Bocce ball and croquet
- Community garden plots
- Dog fountains, benches or chairs in parks
- Don't use parks
- Extra patrol to control teen hangouts and liquor
- Field for neighborhood play
- Fishing areas
- Food court or food kiosk
- Garden plot
- Garden plots, benches & chairs in parks
- Geese patrol
- Get with the program - work with Palatine or Elgin and offer youth rugby!
- Handicap accessibility
- Hockey Rinks
- Indoor pool
- Jan 1st-a place to put cigar/cigarette butts.
- Lazy river @ seascape
- Many of the playgrounds have been recently renovated, but unfortunately much of the replacement equipment is the same from park to park.
- More activity for kids for summer
- More and more comfortable benches closer to the ground; too high for seniors
- More benches
- More food in lake for fish for better fishing
- More garbage cans at Pine park
- More trees and water them
- Movie night and concerts in the park
- Need more on the north side of Hoffman
- Outdoor pool north of i-90
- Park shelters at all parks for shade
- Physical therapy
- Playground equipment for disabled children
- Pond
- Remove plastic swans
- Rubber mats or rubber wood chips, seen a lot of metal in chips at Valley Park
- Scout and Nature Programs
- Sitting areas around ponds.
- Swimming pool north of toll way
- Swings
- Willow Dog Park

**Q18- Please share any additional comments that can assist the Hoffman Estates Park District in improving parks recreation facilities or services**

- When I went to Triphahn center, they were clueless about travel soccer. Only one person knew about and I had to talk to 2 people before they found someone in the back who had some info. It doesn't seem to be well supported by the park district.
- I really do not like the new look of allowing the grasses around the lakes to grow and wild. Bigger park areas for kids to play not just for the pre-school.
- Add cigar & cigarette butt containers for IL law Jan 1st all smoker will be in violation if they put out their cigarette.
- Add spinning and yoga classes
- Adult arts & crafts like ceramics; community fundraising events actively engage the residents  
Adult female soccer league
- Affordable indoor pool
- After 3 years and 2 kids in the soccer program, we had to change. It is completely disorganized and badly managed.
- For those of us living north of I-90, many of the facilities are too far away to be convenient. However, overall, we are happy with the Park District
- Against native plants on shoreline, grows too wild, not well maintained, convert some existing fields to artificial turf to be on par with other towns, losing sports teams to other towns
- All the seniors love Rica. Please make sure she stays with Hoffman. She does a wonderful job for the over 50 residents.
- Allow some water activities in park lakes (kayaking), provide cross country ski grooming. Replace cut down trees with new trees.
- Along shoreline, plants did not look good, too many weeds, made fishing difficult; how about half rock, half plants/flowers; fountains great.; love summer concerts how about winter indoor concerts;
- Another elliptical at willow rec; social events for young
- Another tennis court at cobbler crossing
- Any multi-use park should include at least one small swing set. Some don't. Perhaps this should be re-evaluated.
- Any thoughts to a swim team
- Anything north of I90
- At Highland Park, you converted the 2 best tennis courts of the four there to 6 pickle ball courts. You should have converted the 2 bad tennis courts. Now, whenever my friends and I go, there are too many people wanting to play tennis and not enough tennis courts
- At Prairie stone Fitness center-please repair showers
- Be fiscally responsible - don't get into debt to fund projects Keep an eye on tax rates
- Better communication for sports programs. We receive information very late and it doesn't allow us much time to plan our schedule.
- Better control of dog parks
- Better customer service, not losing the forms, parents are counting on after school programs and they find out they never had form to place the kids in for the after school program. and when you call, they cant help you but say oh, wait till Sept. 3rd

- Better maintain walking and bike paths
- Better publicity for day trips, too many park amenities too costly for taxpayers
- Better publicity for special events
- Better publicity on rec programs and special events
- Better publicity on recreational activities and special events
- Better coaches Better travel soccer program
- Bo's Run dog park needs attention. We pay our dues but haven't had access to the large dog area since May. The wood chips are hazardous to the dogs, causing coughing, cracked and bleeding paw pads, and extremely muddy when it rains.
- Boys Lacrosse, Boys travel baseball
- Build indoor pool north of I90
- Build multiple splash pads like Elk Grove Village with no fees
- Cleaner restroom & family rooms in the pool area of the Prairie Stone Health & Fitness Center. Whirlpool area is also not clean. The cleanliness in the family side bathroom, changing rooms and restrooms has dramatically declined.
- Connect locker rooms to workout area; 1 indoor pool vs. 2 hockey rinks
- Connect the Paul Douglass Forest Preserve Bike Path to the Poplar Creek Trail bike path at Higgins and Shoe Factory roads by adding a bike lane in each direction along Roselle, Hillcrest Blvd., and Hassell Road.
- Coordinate the prices for lockers better
- Costs of programs are too high, residents only save a couple of dollars over non-residents. Special needs kids get nothing except a free babysitting, once a year. Do more for autistic families/kids. 1 in every 5 kids (20% of kids is a large demographic)
- Daughter would love to see cheerleading class like Schaumburg does
- Dean Bostrom and staff are doing an outstanding job with our parks
- Did use HEPD facilities before I got older and wife was alive
- Difficulty renewing dog park membership; wasn't told code to enter changed; would like to see restrooms at Freedom Run Dog Park
- Digital communications, not necessarily directed at me but that I can subscribe to (RSS or Twitter for example) would be good. Paper printed and sent to my home is a waste.
- Does not listen to community needs, building what they want not what the residents want; Schaumburg PD much better
- Dog parks should be free
- Doing a fine job with 50+ Rica Cuff is doing a wonderful job
- Don't take the porta-potty out of North Ridge so early in the year.
- Emailed PD with question, never got reply. Neighbor also called and emailed, never got reply. Hope your spam filter doesn't spit out residents. Also concerned about Locust Park. Equip. removed, not replaced.
- Enhance landscaping and clean up the creek that runs behind N Dexter Lane and in the recreation area along Dovington Drive, all in Victoria Park
- Enhancement like indoor swimming north of I90; Seascape overcrowded; new playground equipment combines older and younger children, dangerous for younger children now; undesirable teen activity at Brittany Park

- Enjoy trips, but prices are too high
- Everything is excellent
- Every time I drive by the park the workers are sitting in the shade Are we getting our 8 hours of work
- Expand the health center at Willow, Update the equipment in the exercise room and expand it
- Expand Triphahn senior center; partner with other park districts, provide non expiring cards for classes & activities; offer light aerobic chair exercise
- Facilities & programs for children should be the primary goal
- Facilities too far from my home; 2 Schaumburg facilities are closer, pursue partnership with Schaumburg
- Feel that youth sports programs are disorganized- Palatine programs more effective
- Fitness step boxes need to be replaced More evening workout options
- Flowers/gardens for beautification
- For gymnastics, Level 1 & 2, it would be nice if the teachers would give out a progress report on the children's skills. Also, it would be nice if the children could showcase what they have learned in the class to their parents, perhaps on the last day of class
- For senior trips no membership fees and any Sr from anywhere pay the same
- Golf too expensive at Poplar Creek
- Great improvements over the years in parks and open space; lovely grounds. Prairie Stone too far away, rates too high
- Had experience in the Blackhawk locker-room 10-15 yrs ago and have chosen to be a member of a private club
- Have more opportunities or events supporting families of all types including same - sex families ..
- Have senior activities at night for people who are still working.
- Haven't participated much, but satisfied
- HE does not provide any lighted basketball courts. Would love to see some in the future
- Health & fitness for older adults who work full time
- Health & wellness programs for youth; ice skating with open skating
- Historical museum at Voegelie Park
- Honestly, I think I'm more concerned about keeping my taxes lower than Park District programs.
- Husband upset because people use Prairies Stone pool who are not members
- I and my spouse didn't like that we had to pay to watch our kids at the pool and didn't use the pool once. Also the baseball equipment for catchers is in poor condition.
- I belong to the Y
- I can't believe that HE residents don't get discounted membership at Prairie Stone Pisses me off
- I feel that like the village services, everything now is geared to the newer areas of Hoffman and now to the original core area. Parcel A & B and the Highlands don't exist anymore. Bartlett has a much more active and fun filled senior program.
- I had an unpleasant experience trying to figure out how much Prairie Stone Fitness Center cost, for me teen. I don't understand why this cannot be clearly explained on the website, as SPD does. This is a park district, not Lifetime Fitness.
- I HATE all of the wood chips in the large dog area at Bo's Run. That whole big dog area is too uneven of terrain to navigate safely and my dog has injured her paws 6 times this year with the wood chips getting stuck in her large webbed feet.

- I hate the natural areas around shorelines. I regard it as a bunch of weeds that prevents me from seeing the shoreline and any wildlife near to shore. It detracts from my enjoyment of the parks.
- I have not signed my daughter up for some programs (softball/soccer) because the nights of the week are not determined ahead of time. I need to know practice and game schedules to see if it can fit into my work schedule.
- I have utilized all your programs for my family and I have been more than happy with all your programs
- I live in Hoffman Estates\*\*but I am in the Palatine Park District.
- I LOVE our park district! They are always nice and professional and do a lot to keep areas clean and updated. It is an enjoyable place to take my family.
- I love Prairie Stone center
- I notice that flyers are different between prairie stone and Triphahn. Would be good if the advertised more of the programs like fit u or fit family at the other PD locations
- I really don't care for the natural plantings along the shore line. They don't seem to have the knowledge to maintain it. Interferes with actually seeing the water.
- I think for the senior sports activities, they should group by the ability of the individual to participate in the sports activity to avoid any injury.
- I think Prairie Stone should open at 4:30 AM so people can leave for work earlier.
- I think the cardio equipment at the Triphahn needs better audio devices so one can watch TV while exercising. Some of them don't work.
- I think the park district is doing a great job offering the community at large activities and access to said activities. I do think there is a need for our large community to have a second pool complex NORTH of I90 to service the North Hoffman population
- I truly believe that we have one of the best Park Districts in the Chicago/Metro Area. The Park District needs to always be looking forward as to the various types of programs and activities best meet the needs of the community.
- I utilize park to walk dog and bike trails
- I will like to see more places where youths can learn swimming and also the pricing for activities need to be cheaper.
- I work out at Triphahn Center and would like to see another EFX546 Elliptical
- I would like a pool I can swim in
- I would LOVE to have my kids do more within the HE Park District. But there is nothing offered for my kids ages outside of organized sports. I would love to sign my 13y Daughter up for art (drawing, painting, sculpting etc) The last class (2 years ago)
- I would love to use more of your adult fitness programs. The closest facility for me is Willow Center. I wish the hours at the center is longer (open earlier and close later). If the center offered more convenient hours, I definitely use the facility more
- I would prefer addition of lights and more frequently mowed grass at athletic fields instead of artificial turf.
- The grass is often too long for weekend travel soccer games and more locations for evening practices in the dark are needed.
- Importance in cleanliness and cost control
- Improve fitness equipment at Willow Center

- Improve publicity, brochure not specific enough; special events not well publicized; resident did not know PD had a website
- In parks the grass is growing out of control Please cut the grass so park will look cleaned up
- In the summer, put toilets by all fishing ponds
- Indoor pool north of I-90; outdoor would suffice. Seascape overcrowded; need park district amenities north end of town
- Indoor year round pool S of Toll way
- Is very hard to get availability for the only tennis court at Cannon Crossings park
- Issue is cost vs service; Vogeler Barn what a waste both money and use of the property
- It does feel at times that all the Mason Park facilities are far from where we live
- It is a known problem that Google Maps does not take you to the Triphahn Center, instead it routes you to Alexian Bros. Our families tried to come to a hockey game and missed a good portion of it.
- It is important to offer things for young people to enhance our community
- It would be nice to see the Triphahn Center expand to provide space for fitness classes, martial arts, & office training other than the main gym which should be used for athletic programming. Also additional meeting space at TC.
- I use the indoor track at Triphahn during the winter
- Join with Schaumburg. You could cut expenses and have more offerings.
- Just curious about the new electric car charging station being installed at Willow. Is there really a demand for that? And is this a state requirement?
- Just moved in; no experience with the park district yet
- Keep fitness equipment in TOP shape
- Keep on rockin'
- Keep open spaces for kids to play Keep playgrounds safe & updated
- Keep Prairie Stone open on holidays
- Keep up the great work.
- Lack of mowing hampers access to parks through the grass; in some areas too many trees limits open space for kids to play; affordable fitness center; seasonal events
- Leagues are too expensive and not long enough. smaller kids are not encouraged to exercise with parents.
- Less expensive to pay non resident fee for Schaumburg fitness center and Schaumburg has better program;
- Let people in on what your doing I've never heard of most activities listed here.
- Like baseball/softball and fields to play on, also swimming; more of low lower prices and taxes
- Lives on shoreline; very satisfied with park district's service and enjoy the native plans along the shoreline
- Love Red hawks cheer
- Love the HE neighborhood parks that we take our grandchildren to.
- Love the senior trips
- Lower the cost of fitness memberships and fix up willow it looks dirty
- Maintaining quality of facilities more important that creating new ones
- Make ice rink cheaper No more Dog parks
- Make some 50+ events or on weekends so working 50+ on attend

- Make them more senior friendly and light them better
- Make very kid friendly and convenient for Westsiders.
- Mens locker room at pswc is in bad shape, it smells bad the showers are not that clean and the lockers are in bad shape.
- Mental health and marital classes
- Monthly rates for Prairie Stone membership is too high
- More free events or affordable classes
- More activities, more trips
- More Boy and Girl Scout programs would be appreciated. Also, the indoor soccer programs at Grand Sports Arena last winter were terrible. The facility was gross and the program had issues.
- More effort and publicity should be put into the baseball programs
- More evening classes especially at PS; more outdoor cycle events
- More group fitness classes in evening or early morning 5 a.m.
- More older active adult programs, , enhancements north of I90, move library branch to nicer location
- More open green spaces, better financial controls lower taxes
- More parking
- More patrols of parks and gated parking lots of parks
- More perennials in parks; swans cheapen look of lakes
- More publicity for special events; mail brochures sooner; lower rec center fees; Schaumburg non-resident fees lower; partner with other park districts
- More recreational activities on the north end of town, like tai chi and dance classes.
- More senior activities like movie night, old movies with meal before, more variety of senior programs,
- More space for senior activities
- More umbrellas as poolside at Seascape
- More variety in summer camps, sport specific, Lego camp
- Mostly Ok dog park but is a distance
- Mow down to shore lines of local ponds, weeds drawing unwelcomed critters; also smells of rotting vegetation
- My favorite feature of the Willow Rec Center is being able to get my Barrington Library books delivered.
- My least favorite feature is how the Palatine Library discriminates against Hoffman Estates patrons by not allowing them equal service
- My husband coached the soccer program for 8 years and almost all of the families have gone over to the Schaumburg program in the last three years now due to the poor management of the program. We are now looking for a new program as well.
- Native plantings alongside ponds has become a harbor for wildlife - foxes etc. Can't get close enough to fish anymore
- Need call boxes and more facilities on the north end of town.
- Need more help at the desk at the community center.
- Need more Insects under control
- Need rope on the golf courses to keep golfers off private property
- Need swimming lessons for seniors, also lower rates for using exercise facilities
- Need youth football and cheerleading

- No changes that will increase taxes; grass too high around some parks
- No more dog parks, larger, better library north of I90 and east of Barr Rd, maybe by Jewel on Algonquin. No need for parks,
- Offer seniors free exercise access to your facilities during the day time
- Older more responsible staff for summer camp
- Open paths in winter and clean snow
- Other park districts do a better job with some programs
- Other than Willow Rec Center (which is very limited in space), there is nothing close for the north Hoffman residents for indoor facilities
- Our 9 year old took swimming lessons at Seascaple the first two weeks were incredible and I thought the program was way above other programs we had been in prior.
- Outside fitness facilities offer much better equipment; need larger space at Willow Rec Center
- Overall, things are well. Keep developing more bike paths and educate parents on how to help their kids ride a bike properly (seat height) so more will enjoy the sport and hopefully stick with it!
- Park behind Fairview School horrible and dangerous
- Parks are kept in outstanding condition
- Parks only in fair condition, trash everywhere, playground equipment old; Triphn center outdated and not clean
- Partner with community organizations to sponsor events like BBQ so residents can learn more about community programs
- Partner with other park districts, more services and activities north end of town
- Partner with Palatine
- Partner with Palatine for pool, and other partnerships good, more special events for adults, ie art fair, ,more evening , weekend classes for adults, low aerobics,
- Partner with Schaumburg
- PD should be more fiscally conservative; senior program fees need to be more defined; difficult to access program fees
- Please consider selling 'Punch Tickets' for various activities, so that if you miss one weekly session, you do not lose, which is what happens if you register for the 6 or 8-week period and then have to miss one session. Pay-as-you-go is not always a good option.
- Please enforce the leash laws and encourage pet owners to pick up their pet's waste along the walking/ running path. Make certain parks/ paths pet free! HE has an entire dog park that people can utilize.
- Please keep the tennis courts in good repair
- Please look into updating the park at Muir school. I am an employee of the school and the playground is ridiculously old compared to Armstrong which is our local park
- Please offer more rock climbing, skateboarding and alternative sports
- Please offer more than one yoga teacher
- Please provide pet pickup bags at entrance top parks with a sign
- Please remove the reserved parking signs for hybrid cars
- Please try to keep PS. Cleaner! The locker room has a foul odor, the all purpose room is dirty, floors, mirrors. Pleased that Locust Park is being updated; other parks need upgrades too



- Poplar Creek golf course fees too high
- Poplar Creek golf course fees too high, some parks need updating; doesn't want BBQs in shelters
- Program fees are too high. Don't expect them to be free but more affordable.
- Programs not promoted well to teenagers for opportunities. Daughter was in dance program, but after 7th/8th grade there were no more groups her age. We switched to Schaumburg PD since they have groups her age and so my other daughter switched there also
- Provide a therapy pool A warm pool to exercise in
- Provide health and education classes partnering with local hospitals.
- Put the golf dome back in place for winter practice.
- Reduce expenses and lower taxes
- Remove skunks from parks and Poplar Creek golf course
- Removed dog park on north end and don't build another; fees for rec programs ok but if a resident misses a class should be allowed to make it up like other park districts allow; suggest a punch card for classes
- Replace trees that have been removed
- Replace wood chips with rubber
- Replacing the wood chips at all or not of the parks with a soft bouncy material
- Satisfied with PD
- Schaumburg provides more special events and other PD have more to offer; offer something new that others don't i.e. children's museum, forest preserve and nature activities; better publicity
- Seascape improvement
- Seascape needs to be open thru Labor Day. We are considering not using this facility and going to ones that stay open. It used to be open so please find life guards that do not go away to college which is the excuse we always hear.
- Seascape needs to have dedicated swimming space for Adults only. There are so many kids all over the pool that adults have no space for swimming.
- Security
- Senior activities should be located in more of the neighborhood parks. Travel to Triphahn center to difficult to get to.
- Senior exercise classes in gym
- Senior Yoga has been moved many times Also until recently the game room
- Seniors with no energy for program except senior centers
- Share info with dog park participants via email
- Shoreline plants messy
- Showers need to be updated at Prairie Stone
- Smaller brochures/flyers showing classes for different demographics that residents can request from the website
- Somewhat dissatisfied with soccer program, scheduling problems; would like adult volleyball
- South Twin Lakes Park grass is not cut- can't access the lake
- South Twin Park grass not cut. Looks like a swamp.
- Special events at prairie center business park are good. When my kids were younger there were more programs at Schaumburg offered in the evening that working parents could bring their kids to. It cost less for me to join the Schaumburg community rec center

- Sponsor July 4 activities
- Stop offering the same programs over and over.
- Stronger youth sports especially soccer
- Summer camp counselors (pre-school/1st grade) need to be friendlier and more outgoing to the parents. On the first day, at least introduce themselves to the parents and provide their names and please try and look like you want to be there.
- Super job on containing the obnoxious invasive plants at the park along Algonquin
- Swimming too expensive at Prairie Stone vs YMCA, need more senior activities and more enhancement north of I90; Palatine senior activities a good example; advertise senior activities better
- Team up with Schaumburg to allow CRC for a joint membership
- The director of the camps and star program should occasionally visit the sites in north Hoffman. We had a lot of trouble with the star program in the past and it took all year to resolve. Also more team programs such as soccer
- The growth around the ponds makes it harder for small kids to fish. Very disappointed in that change.
- We have started driving to do what we used to ride our bikes to.
- The ice rink and dog park are very nice
- The morning STAR Program needs to begin at 6:45 AM daily. My family will pay for the additional cost to have an earlier start.
- The only thing I dislike about the park dist. is they seem to always be canceling sessions for my 4 yr old. I signed her up 3 times this summer for soccer camp and they canceled it all three times, very disappointed, as was my daughter.
- The park district does a terrible job of protecting and maintaining the trees in the parks. Mulching is done incorrectly even though this problem was brought to the attention of the board they ignored it. You are wasting the taxpayers money through your incompetence.
- The parks are beautiful and seem well cared for. Thanks for keeping them so well maintained
- The preschool play ground at Willow Rec needs updating... they took the swings down due to safety and now there are 3 pieces of equipment for 20+ kids to play on. It would be great if Prairie Stone more appropriate exercise classes were available
- The rocks looked so much nicer around the pond shore lines but it was unfortunate that so many people didn't see
- The water fountain at Pine Park has not been functional all summer.
- The website needs a complete overhaul - ASAP! Times offered for sports are not great unless you are a stay at home mother.
- The youth soccer is terrible.
- The youth sports should be more organized. When my son was playing soccer a few years back there was no communication when games/practices were cancelled, i would call the athletic director and when he finally did respond, he had no clue.
- There are almost no fitness classes or programs for kids who do not play sports, but who want to develop a fitness training plan. The one class that was offered was cancelled every time due to low attendance, but it was never advertised anywhere
- There has to be a sidewalk or some sort of crosswalk over I90 at Barrington Rd and Roselle
- There needs to be more sled dog hockey and other handicap programs.

- There really needs to be more trash cans in the High Point park. (or dog waste bins, either would work)
- There should be a recreational pool on the North side.
- To control taxes spend first on repairs before new programs and facilities
- Too cold in the workout area at Triphahn
- Too much emphasis on facilities vs great programs; if people pay for fees should get an experienced coach, so kids can learn; need family restroom at Seascope; ADA accessibility lacking to address disabled participants
- Update Willow Rec Center, fitness facilities subpar, offerings minimal. most at Triphahn and not convenient for me
- Used programs when children were younger, would use party facilities if nice and inexpensive, like for bridal showers
- Used to work at museum, very upset PD would not house museum
- Uses forest preserve for nature activities
- Voegler Barn
- Wasn't impressed with swim instructors, unsafe area for Easter ice skating dangerous,, provide more info about skating with Easter bunny, have band play at fest, \$25 too much for family to pay to enter Scarecrow contest
- We have enough programs and facilities
- We are in need of programs for seniors
- We don't personally use services much
- We haven't used park district facilities since our daughter was in grade school, and she's in college now.
- I opt for 'free' fitness activities, such as walking/running in my neighborhood, hand weight and treadmill at home, etc.
- We literally have no use for you anymore. While my kids were going through the baseball program I gave my life blood to the programs to try to put it back on the map, with little or no support. Hoffman kids defected in droves to better programs
- We live by Locust Park
- We live near High Point Park. We love all the improvements we see. We are very hopeful for a splash pad. Especially with the great parking and the bathrooms on site. Love the pickle ball too. Wish the teenagers didn't hang out and swear and vandalize the park
- We loved the outdoor concerts at the Village Green
- We most often visit other communities to use their splash pads and water features. One with a soft surface and an enclosed area (like the new one in Rolling Meadows) would be a great asset to the community. Thanks for the survey!
- We need a commercial pool west of 59
- We now live in Salem, Oregon
- We use Hillsdale park often to walk, bike and sometimes use tennis courts
- We visit Victoria park daily. It is a safety risk. The floor/ ground needs to be replaced. It collects water and smells when this occurs. It is dirty and uneven. It is a huge safety risk. It has become uneven over the years and kids trip and fall on it
- We would like to see a few more benches around the pond in High Point park.

- We would like very much for Willow to have a swimming pool. Also, there is an odor that is apparent when you first walk in to the Willow facility that smells like old sweat. Overall, we love the parks in our neighborhood.
- While we have not used the park facilities /programs recently we were very satisfied with the program WiFi enable willow; regard 10C, would be huge for us. Great idea to have pool in North Hoffman on par with Seascape, a water park.
- Willow Rec Center does not offer enough variety
- Wish pool would remain open longer in August
- Wish there was a park in our neighborhood with either a playground or athletic field/court
- Wish there were more adult field trips and also more programs at Willow Rec Center
- Would attend programs for people with disabilities
- Would like more day time exercise programs at Willow - Expand basic exercise class 50+ to Friday AM
- Would like to be able to go to warm pool for arthritis exercise classes
- Would like to see lilies and other water plants in the ponds
- Would like to see more offered to the Youth programs
- Would like to see pool stay open through Labor Day
- Would like to see swim team program, website updated and improved, difficult to register online and is not friendly
- Would like to see a real Tai Chi class, not just a modified Yoga class. Also, more bike paths.
- Would love more events north of I-90, especially for kids. Community gardens, splash pads, playing fields. Everything over by Prairie Stone and further is not convenient for others, those that attend Palatine schools, District 15.
- Would LOVE to see a Summer Swim team in Hoffman Estates (not travel, just local)
- Would recommend reevaluating the fitness membership prices. We live 2 minutes away from the Triphahn center but travel to Schaumburg park district as a family for our fitness needs. Also, I've suggested implementing a stronger soccer club.
- Would like to see more programs north of I-90. There are no facilities on the north side of town.
- Yes to litter receptacle, no to recycling
- Your sports programs are horribly run. We have left and gone to Palatine. The only program we remain in is boys basketball and that is because the coach is great! The girls programs are horrible and the lady in charge is downright mean.
- I wanted to include Disc Golf as a park amenity
- Youth team sports a big disappointment; remove dog park at north end; build swimming pool north end of town; north end has been neglected



## **Meeting Notes and Open Ended Responses**

## Forward Planning Committee Visioning Workshop Question Responses

1. Do you think the Park District's web site is an important element in the life of residents? Why?

- Younger generation: definitely
- 25 & younger web site driven
- Everyday importance increasing (annually)
- # of hits/ease/convenience/accessibility
- Seniors driven more by program, printed, word of mouth
- Online registration made faster
- Versus driving to facility
- Communication about programs
- Weather-related
- Cancellations
- Posting of calendar of events, happenings, current events, up to date info, details
- Smart phones increasing website traffic
- Vital increasing form of communication important to park district
- Web specials increase savings, consumer gets a good deal

2. Explain how the geographic divide affects the Park District?

- Stretches park district financially to duplicate programs/facilities
- Limits program site based on location/time (attendance)
- Limits number of program offerings
- Takes away ability to build united community
- Feelings of exclusion/short-changed for residents near major facilities (pool, golf course, etc.)
- Competitive programs in bordering communities
- Friendships spread loyalty (multiple school districts/communities/geographic borders affect it)

3. Are the taxes and fees fair to the average resident? Why or why not?

- We don't know
- Like to see comparison to other districts
- Yes, compared to schools, village
- Yes when considering gold medal facilities, parks; clean & green

4. What type of amenities should be built in the outdoor parks?

- Restroom facilities
- Shelters with BBQ
- Emergency call box
- Litter, recycling, pet waste bins
- Playgrounds
- Trails in larger parks
- Courts, walls, inline rinks

5. If you could change one thing about the Park District, what would it be and why?

- Pay commissioners & reps
- Consolidate/eliminate grass fields by addition of turf fields
- Water feature on north side
- Interactive parks/facilities tour on website
- Unlimited funds
- Indoor multi-purpose multi-sport facility
- I pads for commissioners
- Zoo
- Outreach "person"

6. What is missing from the Park District?

- People in the parks
- Central destination park
- Do not have a downtown – no central destination
- Demographics have changed – how do we use the parks
- Have kids in the parks
- Letter boxing – stamping in passport
- Public use of facilities; do not have access to equipment – sports pavilion
- Cheated: park development
- Strong & growing seniors mentor other programs, especially young kids
- Develop outdoor components

## Focus Group Meeting Responses- 3:00 PM

### Focus Group Potpourri Comments

1. Many respondents would like to see the HEPD provide a complimentary 3-5 day free activity/ facility pass for residents to try out facilities and recreational programs and classes
2. Non expiring punch cards for certain classes and facilities is another popular theme
3. Expansion of senior center at Triphahm Community Center as well as expansion of senior activities and programs is a recurring theme and expressed need
4. Reciprocity between HEPD and Schaumburg Park District is desired by many focus group respondents

### Focus Group Questions

1. What are the strengths of the programs from the Park District?

*Comprehensive for all age groups ; preschool program and after school program ; wide variety of sports/ exercise programs ; holiday/ community events ; access to more than one Park District ; online registration ; community outreach ; well maintained parks and facilities ; communication/ updates with programs ; good emergency response/ equipment/ training ; security procedures for preschool ; DCFS and NAEYC accredited preschool programs ; reasonable prices ; great variety of activities ; good customer service ; very clean ; excellent preschool ; indoor pool access and outdoor pool access ; good managers at centers and dog park ; good communication with what is offered*

2. What existing programs needs to be fixed or improved (weaknesses)? What is not working?

*More programs for infant- 3yrs. closer times to preschool hours ; more water equipment (slides) and sectioned off area for toddler area ; more bike paths- from north Hoffman to south Hoffman ; cancellations are too late for programs ; more hand weights at Willow ; volleyball at Seascape not being used ; more parking at Willow ; more lights at dog park ; put recycle bins at school parks and highpoint ; affordable seniors pool program ; expanding meeting rooms and gym for senior activities ; provide punch card for ongoing activities ; provide complimentary pass to sample programs*

3. What are your feelings on the overall Customer Service experience that you have received from the Park District?

*Excellent ; refer higher authority and will always have feed back ; education about the different equipment in the gym ; quick response to all questions ; strong and friendly customer service ; accommodating with all customer service ; open to suggestions and all questions always answered ; knowledgeable and well connected thru all facilities ; fantastic ; very responsive ; very informed*



4. What is good about the parks and facilities of the Park District?

*Quantity and spread out locations ; number of programs for all ages ; facilities well maintained ; good response to complaints ; good recognition programs ; good distribution for sports ; good training for sport coaches ; promote positive sportsmanship ; anti-bullying ; childhood obesity awareness ; supply uniforms ; greening of the surrounding areas and landscaping ; current updating recreational requests and facilities ; immediate response to needs*

5. What is bad about the parks and facilities of the Park District?

*No pool on the north side, not an even balance between north and south Hoffman ; lighting is poor at dog park ; we don't have something similar to water works in Schaumburg ; excess geese means lots of goose poop on trail like Highpoint and in school park fields ; bathrooms and recycling not available at all parks ; Seascape needs better toddler area and more water activities ; need an outdoor entertainment park ; better food choices at seascape (nutritious)*

6. How can the Park District work toward achieving better relationships with community partners?

*Partnerships with other organizations and newsletter for pertinent information ; register for programs that are not filled from another park district (share thru networking) ; eliminate the non-resident fee ; discount tickets thru local businesses ; partner with charities*

7. What are a few ideas to market the Park District to the diverse populations with Hoffman Estates?

*Multilingual volunteers to help in registration ; ethnic cooking classes ; make website user friendly for different cultures ; drop down menu on website for appropriate language selection*

8. What should be the Top Priorities for the Park District in the Future?

*Create equality of services between north and south Hoffman ; pedestrian bridge/ bike trail to connect north and south Hoffman ; update golf course ; add cross country skiing ; add ski club for kids ; Seascape needs renovating and improvements ; maintaining DCFS and NAEYC accreditations ; reciprocating privileges between Park Districts ; change non-resident fee to a reciprocating fee ; maintaining security for preschool / enrichment programs ; keep promoting obesity awareness and anti-bullying ; expanding space for senior programs*

Focus Group Take-Away Handout Open Ended Responses

How would you rate the overall level of instruction of programs offered by the Park District?

*8 responded with excellent, 7 responded with very good. Concerns included seniors needing a larger facility with punch cards; swimming instruction programs need revamping; swimming programs need work; seniors need orientation for gym equipment; daycare and kettle balls at Triphahn; and the willow manager is excellent*

What improvements are needed in the existing parks?

*More parking and better lighting ; Lights at Willow Dog Park ; Need bathrooms and recycling at all parks, Seascape needs remodeling, and an outdoor waterpark would be great ; More Lighting ; More recycling bins and bike racks ; More bathrooms and recycling, and Seascape toddler area ; More parking ; Equalization of the three parks (equipment and pool usage) ; More lights in dog park and maintenance to be done quickly*

What additional partnerships are needed in the future?

*Park Districts (get rid of non-resident fees) ; Corporate membership for employees ; Schaumburg ; Business sponsor programs to make things more affordable ; Business and company discounts for local areas*

Other comments you would like to share?

*More bike paths ; Love the preschool program but wishes the mini chefs program was more nutritious (no food dyes or soda) ; Wish to be notified earlier of canceled classes ; Resident golf discount card (ex. Schaumburg) ; Really enjoyed the Seascape Pool being open later, wants it open until labor day ; Join the programs with neighboring Park Districts and need a better outdoor pool ; Thank you ; Senior club membership has increased thus creating inadequate space for senior programs causing interested people being turned away*

### **Focus Group Meeting Responses- 6:30 PM**

#### Focus Group Potpourri Comments

1. Large amounts of geese poop in many parks. Would like the Park District to rectify the problem
2. Shore stabilization is upsetting to some residents because areas and grass around these areas are very unkempt and not well maintained. This is a concern and upsetting to residents who live next to these areas
3. Expansion of senior center at Triphahn Community Center as well as expansion of senior activities, programs, and classes is a need for 5 focus group respondents
4. Making the Prairie Stone Health and Wellness Center more user friendly to new members is important

#### Focus Group Questions

1. What are the strengths of the programs from the Park District?

*Lots of programs for all age groups ; times fit all schedules ; variety of programs ; always changing, not the same every year ; programs are all over the village ; holiday events are great ; prices are great ; teachers are helpful ; very nice staff ; brochure is very well done ; clean, well kept facilities ; great golf facility ; tennis program is great ; registration online is easy ; great senior programs and activities ; wonderful outdoor pickleball courts at Highpoint Park*

2. What existing programs need to be fixed or improved (weaknesses)? What is not working?

*Swim lessons are full and don't know which level to sign up for ; new fitness members need programs to ease in ; membership rates are high ; need non-expiring punch cards for seniors ; free trial for programs ; senior programs need more room ; classes canceled at the last minute ; cannot "walk" for free ; no transition time between classes*

3. What are your feelings on the overall Customer Service experience that you have received from the Park District?

*Very helpful ; polite ; efficient ; take care of problems ; the park district takes pride in educating staff and giving them tools they need to teach ; proactive in IT ; safety is important ; if they don't know answer, they will get back to you ; improving procedures to handle needs ; social media is huge and very helpful ; very professional ; personal connection with members ; flexibility to meet customer needs ; all residents treated with respect, regardless of background*

4. What is good about the parks and facilities of the Park District?

*Lots of park to choose from ; always updating with new equipment ; dog parks ; parks are well kept ; lots of amenities ; very attractive to look at ; walking paths and bike paths are great ; facilities are spread out well throughout Hoffman Estates ; parks very well suited for large community events*

5. What is bad about the parks and facilities of the Park District?

*Not enough indoor tennis courts ; not enough parking at PSSWC during peak times ; Willow needs more security cameras ; reserved spots for hybrids/ electric cars ; need porta potties after normal restroom buildings close ; would like walking path shoveled for goose poop and snow ; Highpoint floods frequently ; Vogeli parking is terrible for events ; public education for what "kinds" of parks ; can't use some of the facilities because we don't have correct equipment*

6. How can the Park District work toward achieving better relationships with community partners?

*Partner with Barrington and Schaumburg Park District ; partner with the village ; senior group has partnered with community business in many presentations ; healthy programs STAR programs ; equipment sharing (balls, bats, racquets, horseshoes) ; provide safe places to play for local low income areas ; corporate discounts for membership*

7. What are a few ideas to market the Park District to the diverse populations with Hoffman Estates?

*Make sure classes are marketed as bilingual ; have events that target diverse population ; provide programming for areas where neighborhoods are full of one population ; more diverse staff (bilingual) ; printed materials in different languages ; English classes*

8. What should be the Top Priorities for the Park District in the Future?

*Healthier population ; physically active children ; incorporating all aspects of fitness and lifestyle ; more family oriented programs ; introducing new people to fitness ; keeping up with technology ; senior population growing and will need more space ; keep researching grant opportunities ; keep taxes low ; maintain and update facilities ; safety and education ; don't over develop ; keep greenspace*

Focus Group Take-Away Handout Open Ended Responses

How would you rate the overall level of instruction of programs offered by the Park District?

*3 responded with excellent, 6 responded with very good, and one responded with good. Concerns included swimming lessons being chaotic, because they are always full and people are in the wrong levels.*

What improvements are needed in the existing parks?

*Parks are beautiful ; More benches ; Outdoor park facility education, and more different types of parks and activities- splash pads, tennis, sand volleyball, paths etc. ; Fix flooding problem at highpoint paths and shovel goose poop and snow ; More parking for events ; Highpoint Park needs shoveling in winter and goose droppings in fall ; Shovel paths in winter ; Get rid of sand boxes- they are disgusting ; Security in parking lots (lights/ cameras)*

What additional partnerships are needed in the future?

*Corporate/ Municipal ; Other Park Districts ; Schaumburg ; Schaumburg Park District ; Any available ; The Village, Schaumburg Park District, South Barrington ; Schaumburg Park District ; Schools ; High School Athletic Teams*

Other comments you would like to share?

*Make new members welcome, groups and classes dedicated for new members (social and fun fitness events) ; No more flowers for all seasons, more trees ; Enjoys the email newsletter ; Park District is a gold medal winner, and it shows*

## Stakeholder Interview Responses- Mr. Jim Norris

1. What are the strengths of the Hoffman Estates Park District? (What is working well?)
  - Management across the board
  - Facilities are good
  - Marketing is good
2. What are the weaknesses? (What is not working?)
  - Re-boot in-house sports programs
  - Loss of market share of youth sports because of cost and diversity of the community
  - Lack of athletic fields in a large complex
  - Parks department needs to develop an improved relationship with the new staff at the Village
3. How would you rate the Hoffman Estates Park District overall in everything they do?  
5 Excellent- **4.5** - 4 Very Good – 3 Good – 2 Fair – 1 Poor
4. What do you think is the best method of marketing the Hoffman Estates Park District facilities and activities?
  - Re-peat customers and word of mouth
5. What needs to improve to develop better partnership opportunities between your organization and the Park District?
  - The politics need to improve
6. What ideas could you provide to help the Park District develop strategies to help break down the geographic divides in the community?
  - Special events to bring the community together
  - Identify more with neighborhoods and churches
  - Try not to build duplicate facilities
7. During the next five years, what should the top priorities be for the Hoffman Estates Park District?
  - No north side aquatic center
  - Secure large tract of land for sports complex. The land is there within the Village.
  - No facility plans, maintain not build
  - Upgrade to electronic marquee signs
  - Revisit the “no-mow” policy for all pond edges, it does not work for all the ponds due to location and character of the pond

## Stakeholder Interview Responses- Mr. Jim Britton

1. What are the strengths of the Hoffman Estates Park District? (What is working well?)
  - The Park District does a good job overall
2. What are the weaknesses? (What is not working?)
  - Look into diversity of the community
  - Facilities need more exposure within the community
  - Fitness push for kids, especially older kids
  - There are areas of need in the community, almost 45% of the kids get free-lunch now
3. How would you rate the Hoffman Estates Park District overall in everything they do?  
5 Excellent - 4 Very Good – **3 Good** – 2 Fair – 1 Poor
4. What do you think is the best method of marketing the Hoffman Estates Park District facilities and activities?
  - It is a balance of both traditional and electronic methods. When you need people, go to the source and get it.
5. What needs to improve to develop better partnership opportunities between your organization and the Park District?
  - A greater relationship would be great. The I-Compete program with the grade school with high school mentors is being planned and it is hoped to be a great success. If it meets expectations it is hoped to be expanded in 2014.
  - Please send us a copy of the needs assessment
6. What ideas could you provide to help the Park District develop strategies to help break down the geographic divides in the community?
  - The Park District must go out to them and find out what are the barriers to participation. These could include transportation, time commitments and language barriers.
  - Target kids early and understand the different needs of the community and figure out a way to reach them
7. During the next five years, what should the top priorities be for the Hoffman Estates Park District?
  - Tap into the untapped populations, could be a lot of kids
  - Revamp feeder interface, it does not make sense and the basic skills in sports is not there
  - Lacrosse is a growing sport and could be developed within the Park District
  - Develop healthy lifestyles programs for kids

## Stakeholder Interview Responses- Mr. William McLeod

1. What are the strengths of the Hoffman Estates Park District? (What is working well?)
  - Having large amounts of open space
  - Good facilities that are well placed in the community
  - Good staff
  - Good programs
2. What are the weaknesses? (What is not working?)
  - Communication is getting better and not bad
  - Budgeting is always a strain on an organization
  - Schaumburg is tough to compete against
3. How would you rate the Hoffman Estates Park District overall in everything they do?  
5 Excellent - **4 Very Good** – 3 Good – 2 Fair – 1 Poor
4. What do you think is the best method of marketing the Hoffman Estates Park District facilities and activities?
  - Social media and digital networking is important
  - Need to tweet out information
  - The newsletter is OK
  - Trying to get information out is hard
  - Need to focus on total communication
  - People will always focus on where their kids go to school
5. What needs to improve to develop better partnership opportunities between your organization and the Park District?
  - The relationship changed in 1995. Scott Triphanin was a great leader not just for the Park District but the entire community. He is greatly missed.
  - Highlight both organization's events
  - More buy in for special events. The Village holds a 4th of July event and the Village could use more help from the Park District. The Park District is experts in special events and we could use the input.
  - Understanding how to work with kids at Village special events
6. What ideas could you provide to help the Park District develop strategies to help break down the geographic divides in the community?
  - Recruit folks from all areas to serve
  - Get information out via word of mouth

7. During the next five years, what should the top priorities be for the Hoffman Estates Park District?

- Willow recreation center
- Take care of existing facilities and infrastructure
- Seek out partnerships including the hospital

### Stakeholder Interview Responses- Ms. Vickie Anderson

1. What are the strengths of the Hoffman Estates Park District? (What is working well?)

- Extremely strong business level involvement with community groups and organizations
- Excellent collaboration with Chamber of Commerce Board. The Park District is a willing partner and actively participates with community activities sponsored by the Chamber such as the Fishing Derby and annual golf outing at Poplar Creek.
- Programs and activities appeal to a variety of age related groups and needs
- The Park District has 6 facilities available to the community
- The number and types of services offered is a strength

2. What are the weaknesses? (What is not working?)

- Publicity on programs and special events offered could be stronger
- In the past there was not reduced fees for Chamber sponsored events and programs. This has been since adjusted and corrected. However, suggest that the Park District offer reduced rates to businesses and community organizations for collaborative ventures and partnerships.

3. How would you rate the Hoffman Estates Park District overall in everything they do?

**5 Excellent-** 4 Very Good – 3 Good – 2 Fair – 1 Poor

4. What do you think is the best method of marketing the Hoffman Estates Park District facilities and activities?

- Generate community awareness by hosting special community events such as barbeques, ice cream socials, etc. where the community members may come to a Park District facility or park to learn about Park District programs. Supply program and facility information, tours, etc. Supplement with Park District handouts/flyers and other tangible media sources.
- Supply the community with constant, consistent Park District information by sending residents email blasts at frequent intervals. The Chamber does this.
- List on Facebook new recreation programs being offered, new teams getting started, etc.
- Offer social media classes and instruction

5. What needs to improve to develop better partnership opportunities between your organization and the Park District?

- Develop and provide a stronger Park District marketing base for community and Chamber



- Connect with the Chamber's Facebook page. By connecting on the Chamber's Facebook business page illustrates to the Chamber of Commerce the Park District is interested in partnering in community ventures and the Chamber will respond.

- Help/assist other Hoffman Estates local businesses in supporting and providing community needs and services

6. What ideas could you provide to help the Park District develop strategies to help break down the geographic divides in the community?

- Provide more broad based special class offerings geared to meet a variety of comprehensive community needs such as women's entrepreneurial groups and workshops, women's issues seminars, single mom support groups, self-confidence workshops, parenting classes and babysitting services

- Address the have and have not issues with the socioeconomic groups so lower income families have access to Park District programs, activities and facilities

- Work with businesses in the area to obtain scholarships which would provide for individuals and youth in need

- Development of Park District community education programs for youth

- Collaborate with local businesses to generate mentor groups to support a variety of diverse youth and adult needs. Mentor groups could operate in Park District facilities

7. During the next five years, what should the top priorities be for the Hoffman Estates Park District?

- Provide access to programs and facilities to all socioeconomic groups

- Address cultural diversity needs and issues. Also, be aware and sensitive to cultural diversity needs. Develop recreational programs to meet these needs. Certain sports programs and recreational activities don't match and meet specific ethnic group interests. For example, different ethnic groups are interested in different types of sports and recreational activities than other populations in the community.

- Sponsor volunteer activities for underprivileged youth

- Provide youth education, training and advocacy programs

- Reassess senior needs and expand Park District senior services and program offerings

- Partner with other Park Districts and businesses to provide expanded services. For example, the Park District could partner with hospitals to provide wellness and health related programs. Another example would be to partner with other local Park Districts to provide reciprocal pool and water park privileges, community center fitness center usage, and special events.

## Stakeholder Interview Responses- Ms. Debbie Ancona

1. What are the strengths of the Hoffman Estates Park District? (What is working well?)
  - The willingness by the Park District to collaborate with schools and businesses to assess needs and participate in providing community services and programs to enhance and improve the community is excellent
  - The before and after school program partnership between the Park District and District 54 is a valuable asset to the community and it runs the program efficiently
2. What are the weaknesses? (What is not working?)
  - Many parents are unable to have their children participate in before and after school childcare programs provided by the Park District because they cannot afford childcare fees. A suggestion to improve the program would be for the Park District to charge no fees for before and after school programs for specific, qualified low income families.
  - The same Park District recreational program fees exist for all community residents. Fees are too high for many residents to participate. Different fee rates need to be established for different income groups.
3. How would you rate the Hoffman Estates Park District overall in everything they do?  
**5 Excellent** - 4 Very Good – 3 Good – 2 Fair – 1 Poor
4. What do you think is the best method of marketing the Hoffman Estates Park District facilities and activities?
  - The program brochure is the first place the overall majority of the population goes to access Park District activities, recreation services, and community education program information provided by the Park District. Therefore, brochure should be clearly defined, specific and detailed.
  - Ask the kids in the community as well as schools what their needs and interests are instead of focusing solely on adult input
  - Sponsor Park District special events within the community which would draw large sectors of the population. For example, could sponsor a treasure hunt fitness obstacle course.
  - The special events peaks community interest, draws residents to the Park District, addresses wellness issues, provides community education in wellness areas, and affords the Park District the opportunity to inform residents of Park District programs, recreational offerings and facilities
  - Develop a Park District cable television station. Children will inform parents of Park District activities which interest them.
5. What needs to improve to develop better partnership opportunities between your organization and the Park District?
  - The Park District needs more articulation of ideas with School District administration to generate and provide effective collaboration community endeavors for Hoffman Estates youth. It is advantageous to learn youth program needs, parental needs and community needs.
  - Park District needs to initiate the communication with School District stating they would like to explore additional community need based partnerships with School District in a variety of youth related areas
  - School District will respond to Park District initiation. Key School District contact;  
Debbie Ancona, Assistant Superintendent of Administrative Support and Program Evaluation  
E-mail: [debraancona@sd54.org](mailto:debraancona@sd54.org)  
Phone: 847-357-5041  
Fax: 847-357-5005

6. What ideas could you provide to help the Park District develop strategies to help break down the geographic divides in the community?

- School District administration believes geographic divides in the community exist primarily because of socioeconomic problems and issues. Therefore, the Park District could partner with School District 54 to provide social emotional programs for a large section of the community's youth. The School District could provide volunteer psychologists and social workers to work with Park District offered classes at the community center to offer services such as parenting classes, youth mentoring programs, etc.
- The Park District could also provide babysitting services at their facilities and address special needs training for Park District instructors to work with special needs groups such as autistic children. This way, the Park District needs of those children may be addressed as well.
- The Park District could also sponsor large community social events in a variety of geographic locations that would attract many diverse groups (ethnic and otherwise) thereby getting program information out to a wider variety of the population and preventing some of the geographic divide issues. One idea which would attract many sectors of the population would be for the Park District to sponsor an American Idol type of event. The Elk Grove Park District has tried this calling it Elk Grove IDOL and it has been a successful draw for the Park District. It was also a successful unifying event.
- Another issue regarding youth advocacy could be addressed by the Park District partnering with the Hoffman Estates Police Department. The police department has a peer jury program for youth offenders where the peer jury decides the punishment for the youth crime. Rather than youth offenders picking up garbage, perhaps the Park District could provide some sort of work volunteers' opportunities which would open the door for these children to see what the Park District has to offer thereby illustrating other productive outlets such as recreational pursuits.
- Another option to assist in breaking down the geographic divide would be for the Park District to partner with the School District in providing either a work study program or volunteer work programs for students where they work in various capacities with Park District programs or services. An educational youth stipend could also be provided for this type of joint venture. This program would be designed for lower income family students.

7. During the next five years, what should the top priorities be for the Hoffman Estates Park District?

- Know what is proper and timely. Know what types of programs meet future needs and design new activities and programs around those needs rather than offering general recreational activities that have existed for years.
- Assess what types of recreational programs and community services the community desires. Assess what recreational programs and community services are offered in the private sectors and duplicate and integrate those activities and services into Park District programs.
- Address minority needs as well as specific ethnic/cultural needs. Over 50% of Hanover Park residents include minorities. Assess these needs and offer appropriate programs which would be useful to specific ethnic and minority groups.
- Become aware and respond to early childhood and school age bilingual population needs
- Be productive, communicate and partner with senior housing facilities to provide better and stronger Park District community based programs for seniors. The Park District needs to ask the seniors themselves and then assess the types of services and recreational programs seniors want and provide those services.