



1685 West Higgins Road, Hoffman Estates, Illinois 60169
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The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences to our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA
FORWARD PLANNING COMMITTEE MEETING
TUESDAY, JANUARY 15, 2019
7:30p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
 - September 11, 2018
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Findings of Community Interest & Opinion Survey by ETC Institute M19-002
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates unless otherwise specified. If an accommodation or modification is required to attend these public meetings, please contact Jane Kaczmarek at jkaczmarek@heparks.org or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES
FORWARD PLANNING COMMITTEE
September 11, 2018**

1. Roll Call:

A regular meeting of the Hoffman Estates Park District Forward Planning Committee was held on September 11, 2018 at 7:40 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kilbridge, Comm Reps Aguilar, Macdonald, Musial (arrived 7:42 p.m.), Sernett, Wittkamp, Chairman Bickham

Absent: Comm Rep Veronico

Also Present: Executive Director Talsma, A&F Director Hopkins, P&D Director Buczkowski, Parks Director Huguen, Golf Director Bechtold

Audience: Comm Rep Wilson, Commissioners K. Evans, R. Evans, Kinnane, McGinn, President Kaplan

2. Approval of Agenda:

Commissioner Kilbridge made a motion, seconded by Comm Rep Sernett to approve the agenda as presented. The motion carried by voice vote.

3. Approval of the Minutes:

Comm Rep Macdonald made a motion, seconded by Comm Rep Wittkamp to approve the minutes of the July 31, 2018 meeting as presented. The motion carried by voice vote.

4. Comments from the Audience:

None

5. **Old Business:**

None

6. **New Business:**

A. **Community Interest & Opinion Survey/M18-090:**

Executive Director Talsma reviewed the item noting that ETC had been hired to complete the Community Survey that would be mailed out to residents in October.

He noted that staff had begun reviewing the survey to make their changes and asked for committee input.

Comm Rep Sernett asked about the number of people surveyed and Executive Director Talsma noted that they would send out 5,000 to 60000 surveys hoping to see 15% to 20% return and that when the results had been tabulated, that report would be presented to the committee.

Commissioner Kilbridge noted that the shading needed to be consistent. It was also noted that the following corrections were needed:

- Page 6 #7 duplicate “HE Parks” – remove repeat
- Page 6 #4 should read, “Develop an outdoor bike park”.
- Page 6 #14 should the ‘Don’t Know’ be a (0) rather than (9)?
- Page 7 #20 why is this included and can we include a “Prefer not to answer”? Executive Director Talsma noted that it was an important demographic question but he would check with ETC.
- Page 7 #16 did the age groups correlate to program ages and should they? Executive Director Talsma noted that he would review the question.
- Page 4 #8 Should those questions be organized by area (North, South, West Hoffman). Executive Director Talsma noted that they would correlate to the address given.

Commissioner Kilbridge asked if the survey was similar to the last one and Executive Director Talsma noted that it was but had been tweaked to make it more relevant i.e. questions on Bike Paths, etc.

Comm Rep Musial asked if it was the same company as last time and Executive Director Talsma noted that it was not.

Commissioner Kilbridge asked if they could get the survey in different languages and Executive Director Talsma noted that it was addressed in the cover letter and participants could phone to have a survey in their requested language mailed to them or even take the survey in their language over the phone.

Commissioner Kilbridge noted that she had some concerns about the Stakeholder's responses and felt that they were the people who should be better informed about the district versus the Focus Group participants.

Commissioner K. Evans asked about the Arbor Day Park and it was noted that it belonged to the Village.

Comm Rep Macdonald made a motion, seconded by Commissioner Kilbridge to recommend the board approve the Community Interest and Opinion Survey as outlined in M18-090 with the corrections noted. The motion carried by voice vote.

Commissioner Kilbridge asked that a final draft be emailed to the committee members as the item itself was scheduled for approval at the board meeting next week.

7. Committee Member Comments:

Comm Rep Aguilar noted that the survey was very comprehensive.

Comm Rep Sernett agreed and suggested that they look at a "prefer not to answer" for the gender and income questions. Staff will review.

Commissioner Kilbridge reminded everyone to come to the Uncorked, Untapped Event Friday night and to purchase Reverse Raffle tickets.

Comm Rep Musial echoed those remarks.

8. Adjournment:

Comm Rep Sernett made a motion, seconded by Comm Rep Aguilar to adjourn the meeting at 8:10 p.m. The motion carried by voice vote.

Respectfully submitted,

Craig Talsma
Secretary

Peg Kusmierski
Recording Secretary

MEMORANDUM NO. M19-002

To: Forward Planning Committee
From: Craig Talsma, Executive Director
Re: Findings Report of Community Interest and Opinion Survey
Date: January 10, 2019

Background

As part of the district's five year Comprehensive Master Plan (CMP), a Community Parks and Recreation Needs Assessment was conducted by ETC Institute. The Needs Assessment survey is just one of several different components included as part of the CMP analysis. Combined with other analyses, the survey will provide guidance to the park district and ultimately develop a proposed plan of action for the next five years and beyond.

The survey includes both qualitative and quantitative assessments to provide a comprehensive sampling of public opinion. The qualitative (individual opinions) assessments within the report include the Forward Planning Committee/Board Visioning Workshop, Community Focus Groups, community leader stakeholder interviews, and open ended question responses within the survey. Most of this additional data is presented in the additional cross-tab sections.

The quantitative assessment (statistically valid sampling of the community) was limited to the community survey which was randomly mailed to 6,500 residents. There were 905 total responses which provides a 95% level of confidence with a +/- 3.23% confidence interval for the population of the community.

The purpose of presenting the survey findings report is to simply provide an overview of the various components of the Needs Assessment including the differences between the qualitative and quantitative components of the report. For additional information, staff has created a comparison report which compares the 2014 survey findings to the current survey findings. Not all questions were readily comparable; staff did their best to make "apples to apples" comparisons.

After the CMP staff meeting, staff will still be completing a comprehensive analysis of the Needs Assessment, including:

- Complete an analysis of the survey results and develop recommendations for specific future actions to be included in the CMP (if not completed prior to adopting the CMP)
- Complete a more comprehensive comparative analysis of the current survey results to the 2014 survey results and provide an analysis of what has changed over five years
- Analysis report of the Forward Planning Committee/Visioning Workshop, focus groups and stakeholder interviews
- Analysis of all survey open ended question responses to determine themes which require developing recommendations for future action to be included in the CMP (if not completed prior to adopting the CMP)

Implications

At the Forward Planning Committee meeting on January 15th, ETC Institute will present their findings of the survey.

To view the Survey Findings report and the Cross-Tab report, please click the links below:
Survey findings:

<https://www.heparks.org/wp-content/uploads/2019/01/FINAL-REPORT-2018-Hoffman-Estates-Park-District-Community-Interest-and-Opinion-Survey-Final-Findings-Jan-11-2019.pdf>

Cross Tab:

<https://www.heparks.org/wp-content/uploads/2019/01/CROSTABULAR-REPORT-HEPD-January-11-2019.pdf>

Recommendation

That the FPC recommends that the board accept the Needs Assessment/survey findings report as presented. Staff will present for discussion purposes a complete analysis of the survey findings at an upcoming FPC meeting.