Oak Lawn Park District Comprehensive Plan

Needs Assessment

OAK LAWN PARK DISTRICT

Community-Wide Needs Assessment Study

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Completed for the Oak Lawn Park District

Illinois State University
Recreation & Park Administration Program
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EXECUTIVE SUMMARY

The Oak Lawn Park District contacted Illinois State University's School of Kinesiology and Recreation to assist the District with an assessment of community needs and recreation planning. Focus group interviews with Oak Lawn Park District staff were conducted to assist in the development of a community-wide needs assessment questionnaire. Researchers within Illinois State University's School of Kinesiology and Recreation worked alongside Oak Lawn Park District staff to develop an online questionnaire that met the needs of all parties. Once developed, a link to the online questionnaire was mailed to every household within the Oak Lawn Park District. The intent of the questionnaire was to gather residents' opinions, attitudes, and preferences regarding Oak Lawn Park District's park areas, programs, and facilities.

A mailing of approximately 22,972 postcards that included a link and QR code to the online questionnaires was sent to residents during the month of October 2021. A link to the questionnaire was also shared on the District's website and social media sites. A total of 866 usable (completed) questionnaires were obtained during the months of October and November 2021. The questionnaires were analyzed for the development of the report during the month of December 2021.

Objectives for the study were established during the initial stages of the project by the Oak Lawn Park District in cooperation with the Illinois State University Project Team. Questions in the survey were developed to meet the following objectives:

- <u>Objective #1:</u> The residents' current patterns of participation with existing parks, programs, and facilities.
- <u>Objective #2:</u> The residents' satisfaction with current parks, facilities, operations, maintenance, and staff.
- <u>Objective #3:</u> The residents' attitudes and preferences with the District's marketing and publicity methods.
- Objective #4: The residents' opinions concerning equity, conservation, and health & wellness initiatives and opportunities within the District.
- Objective #5: Obtain feedback from residents on the future recreation needs (i.e., expansion or development of new parks, programs, and/or facilities) within the District.
- <u>Objective #6:</u> Obtain general demographic characteristics of the District's residents.

The following is a brief overview of the results of the data analysis regarding the objectives.

RESIDENTS' CURRENT PATTERNS OF PARTICIPATION

Key findings from the study include:

- During the past year, 84.4% of the households had visited a park area within the Oak Lawn Park District at least one time during the past 12 months. Furthermore, nearly 1/3 of the households had visited a park more than 25 times in the past year.
- 71.2% of the households had visited a District facility within the last 12 months.
- 56% of the respondents participated in at least one recreation program offered by the Oak Lawn Park District during the past year. It is worth noting that this figure represents a particularly high number considering the pandemic's impact during the past 12 months.

RESIDENTS' SATISFACTION WITH DISTRICT SERVICES

Key findings from the study include:

- 93.2% of households expressed an overall satisfaction (satisfied or very satisfied) with the Oak Lawn Park District.
- An overwhelming majority of residents (at/above 90%) are satisfied with the Oak Lawn Park District's programs, facilities, and park areas.
- Nearly 90% of residents are satisfied with the operational activities within the Oak Lawn Park District.
- Household satisfaction levels with park maintenance are very strong with all items receiving satisfaction levels (very satisfied or satisfied) at/above the 90% level.
- Household satisfaction with District staff was also very high (near/above 95%). In particular, District staff received the highest satisfaction levels compared to all other satisfaction areas (facilities & park areas, operations, and maintenance). The data suggests staff are a core strategic asset for the District. These exceptionally strong ratings are commendable considering the unique circumstances and evolving responsibilities that have faced staff during the pandemic.

RESIDENTS' PREFERENCES WITH THE DISTRICT'S MARKETING/PUBLICITY

Key findings from the study include:

- The Oak Lawn Park District website (41.2%) is the most widely utilized method to learn about recreation programs and services.
- It also appears the community is utilizing other online marketing outlets as the District's digital brochure (34.3%), email (33.5%), and social media accounts (19.5%) were identified as popular marketing/publicity methods for households.
- When asked to identify possible reasons for not utilizing the District's services, nearly ¼ (23%) of respondents indicated nothing is keeping them from utilizing these services. 22.2% of the respondents did indicate "services do not work with my schedule." Another significant reason that prevents households from utilizing the services is that they are unaware of the services (17.4%).

RESIDENTS' OPINIONS CONCERNING EQUITY, CONSERVATION, AND HEALTH & WELLNESS INITIATIVES

Key findings from the study include:

- 79.1% of households support the District's efforts to expand and improve the community's native areas and 73.8% of households agree or strongly agree that the District should expand access to native areas through paths, piers, and rock outcroppings.
- It is worth mentioning that each of the equity, conservation, and health & wellness initiatives received very low percentages of respondents disagreeing or strongly disagreeing with the District's work in these areas. With some initiatives, however, a modest number of households indicated that they "don't use/don't know" about these initiatives.
- Taken collectively, the findings suggest the District has a high level of support for their equity, conservation, health, and wellness initiatives with potential opportunities to consider how to generate a bit more awareness for some of these efforts throughout the community.

FUUTRE INTERESTS WITHIN THE DISTRICT

Key findings from the study include:

- A very strong majority of households feel the District has been effective performing key management-related functions or they were unsure (i.e., "don't know/don't use" rating). As an example, 65.8% of respondents felt the District was effective or very effective at offering quality programs and special events (28.6% were unsure) while 61.7% of respondents didn't know if the District was working cooperatively with local athletic organizations. Taken collectively, the results suggest the District is highly effective with only a very small percentage feeling the District is ineffective across these functions. However, the data also suggests there are some areas where the community may simply be unaware of some of these efforts and initiatives.
- 93.9% of respondents agreed or strongly agreed that the Oak Lawn Park District is important to the Oak Lawn community.
- When asked to identify marketing methods their household would prefer in the future, 41.3% of respondents identified emails as their top choice, followed by the District's website (40.8%), print copy of brochures (38.3%), and digital copy of brochures (35.1%).
- Nearly 1/3 of households (30.6%) identified adult fitness and wellness programs as their household's first, second, third, or fourth choice for a new/expanded program within the District. The second most popular recreation program choice was senior programs with 16.1% followed by youth sports programs (15.4%) and adult educational opportunities (15.3%).
- 27.7% of the respondents identified walking/biking trails as their household's first, second, third, or fourth choice for future facility development or enhancement. The next most popular facility needs were nature center & trails (24.6%) followed by indoor swimming pool (22.3%).
- Approximately two-thirds of the households (69.1%) identified indoor fitness and exercise areas as their first, second, third, or fourth choice for a facility amenity within a new community center. Other popular facility amenities include multi-purpose rooms with 58.3% followed by a senior center with 47.2%.
- When asked to identify projects their household would support, 38.7% identified additional walking/biking trails and 26.8% supported updates to existing parks and facilities. The next most supported projects included the development of an indoor aquatic complex (21.8%) and the development of a senior center (21.6%).

INTRODUCTION

OVERVIEW

The provision of recreational services is recognized as an essential component of a community's strategic plan. Residents want opportunities for participation in quality recreation services, attractive parks, and modern recreation facilities. Only through local government provisions can recreation truly be made available to all residents. Local government sponsorship provides the major opportunity for many people and the only opportunity for some people, to have access to recreational facilities, parks, and programs.

The Oak Lawn Park District, like many other communities, is most important to residents who view recreation as a fundamental part of daily living, rather than a fringe consideration. A recent study discovered that the average U.S. citizen has approximately 34 hours available for recreation each week. Using this figure as a base, one can estimate that the +56,000 residents within Oak Lawn alone have over 1.9 million hours available for recreation each week, or more than 99 million hours per year. This tremendous pool of hours available for recreation, coupled with the increased expectations placed by residents (particularly during the COVID pandemic), has created a heightened demand for long-range planning in the operations of the Oak Lawn Park District's programs, facilities, and parks.

In response to this need, the Oak Lawn Park District collaborated with the School of Kinesiology and Recreation at Illinois State University to assist with a localized assessment of the District's parks, programs, and facilities.

PURPOSE

The Project Team assisted the Oak Lawn Park District in developing and administering a community-wide needs assessment study. The purpose of the study was to assess residents' attitudes, priorities, & future interests for the Oak Lawn Park District's services. Furthermore, the results of the study seek to provide the Oak Lawn Park District with accurate information that can be used in their short-term and long-range planning efforts.

OBJECTIVES

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

To design, develop, and administer a community-wide needs assessment survey to assess the Oak Lawn Park District's park and recreation services. It is expected that the study will provide insight into the following areas:

- The residents' current patterns of participation with existing parks, programs, and facilities.
- The residents' satisfaction with current parks, facilities, operations, maintenance, and staff.
- The residents' attitudes and preferences with the District's marketing and publicity methods.
- The residents' opinions concerning equity, conservation, and health & wellness initiatives and opportunities within the District.
- Obtain feedback from residents on the future recreation needs (i.e., expansion or development of new parks, programs, and/or facilities) within the District.
- Obtain general demographic characteristics of the District's residents.

STUDY PROCEDURES

Each of the 22,972 households in the Oak Lawn Park District were selected to participate in the study. The primary data collection instrument for the study was an online needs assessment questionnaire. Detailed information regarding the study population, questionnaire development, and response rate is presented in the following sections.

QUESTIONNAIRE DEVELOPMENT

A 21-item questionnaire was developed to collect information to meet the study's objectives. The Project Team worked closely with the Oak Lawn Park District in developing the questionnaire to ensure the needs of the agency were addressed. A detailed overview of the specific procedures is provided in the following sections.

INITIAL MEETING(S)

Oak Lawn Park District administrators met with the Project Team to discuss the agency's interests. In an effort to address the Oak Lawn Park District's needs, the Project Team partnered with the agency to identify the specific purpose, techniques, and procedures of a community-wide needs assessment survey to obtain a clear planning direction for the future recreational services for the Oak Lawn Park District.

FOCUS GROUP/STAKEHOLDER INTERVIEWS

The Oak Lawn Park District administration worked with the Project Team to identify seven focus groups that were interviewed (via zoom) by the Project Team. In particular, the following focus groups were established:

- Oak Lawn Park District Administration (1 group/meeting)
- Oak Lawn Park District Community Pavilion Staff (1 group/meeting)
- Oak Lawn Park District Ice Arena Staff (1 group/meeting)
- Oak Lawn Park District Maintenance Staff (1 group/meeting)
- Oak Lawn Park District Oak View Center Staff (1 group/meeting)
- Oak Lawn Park District Racquet, Fitness & Gymnastics Center Staff (1 group/meeting)
- Oak Lawn Park District Stony Creek Golf Course Staff (1 group/meeting)

The purpose of the focus group meetings were to collect background information on current issues, anticipated needs, and future trends impacting the community. The interviews were structured in nature with a predetermined list of questions for each stakeholder. The structured list of questions included:

- 1. What words do you feel best describe the history of the Oak Lawn Park District?
- 2. Describe current communication (and/or marketing) strategies utilized by your agency (if applicable) and the Oak Lawn Park District to promote the services and

- activities within the community. If no strategies exist, can you provide any suggestions?
- 3. In your opinion, what is the core purpose of the Oak Lawn Park District today?
- 4. What are the Oak Lawn Park District's greatest strengths right now?
- 5. What are the Oak Lawn Park District's areas of concern? Challenges?
- 6. What recreation program(s), facility feature(s), and/or parks are needed in the community that are not currently available?
- 7. Are there any areas within the Oak Lawn Park District that need improvement? Describe.
- 8. In your opinion, what is the most important priority for the Oak Lawn Park District right now?
- 9. What is your opinion about how the Oak Lawn Park District's services should be funded in the coming years?
- 10. What are some issues or trends that are, or will be, affecting the community and the Oak Lawn Park District?
- 11. Do you have any thoughts you would like to express that have not been discussed in this interview/focus group session?

QUESTIONNAIRE

Based upon the information collected during the meetings with the Oak Lawn Park District administrators and focus group sessions, a questionnaire was developed to collect information that would meet the stated objectives of the study. The initial draft was submitted to the Oak Lawn Park District for review. Based upon the feedback obtained from the Oak Lawn Park District administration, a final online questionnaire was developed.

DATA COLLECTION

The data collection involved mailing a postcard to each of the 22,972 households within the Oak Lawn Park District. The postcard informed the household of the online survey and provided a direct link and QR code scan for direct access to the survey. In addition to the postcard mailing, a link to the survey was also shared on the District's website and social media sites. A link to the survey was also emailed to all of the households who had an email address on file with the District. Finally, hard copies of the survey were also made available at District facilities. Data collection occurred during the months of October & November 2021. Data collection was terminated on December 1, 2021. Once the questionnaires were received, the Project Team checked the data for completeness and accuracy prior to analysis.

QUESTIONNAIRE RESPONSES

Following the procedures outlined above, 866 usable questionnaires were submitted. This response rate was slightly higher compared with studies that utilize similar data collection methods.

STUDY FINDINGS

The findings of the study are reported in this section. The findings are organized into the following sections:

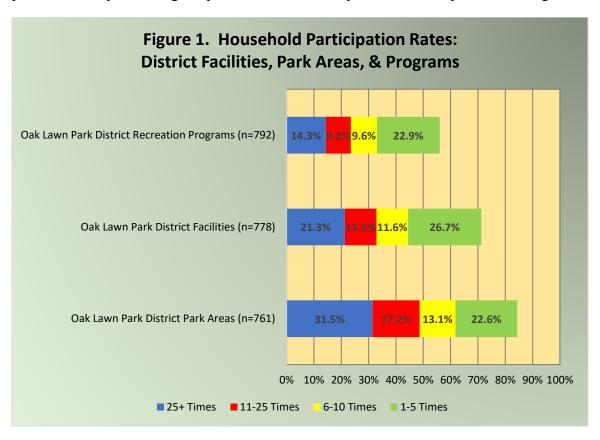
- The residents' current patterns of participation & attitudes with existing parks, programs, and facilities.
- The residents' feedback on the future recreation interests within the community.
- Demographic characteristics of the Oak Lawn Park District's residents.

CURRENT PATTERNS OF PARTICIPATION & ATTITUDES

HOUSEHOLD PARTICIPATION RATES: RECREATION PROGRAMS, DISTRICT FACILITIES & PARK AREAS

Respondents were asked, "During the last 12 months, approximately how many times have you or members in your household visited or participated in the following: Oak Lawn Park District Recreation Programs, Facilities, and Park Areas?" The respondents were asked to select from one of the five categories: none, 1-5 times, 6-10 times, 11-25 times, or more than 25 times.

84.4% of the respondents had visited a park area within the Oak Lawn Park District at least one time during the past 12 months. Furthermore, 31.5% of respondents had visited these parks more than 25 times in the past year. 71.2% of households had visited a District facility during the past year. Finally, 56.0% of the respondents participated in at least one recreation program offered by the Oak Lawn Park District. It is worth noting that this figure represents a particularly high number considering the COVID-19 pandemic's impact during the past 12 months. Complete results are provided in Figure 1.



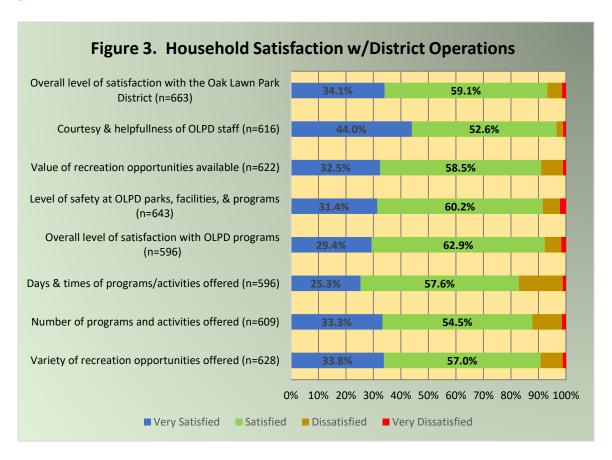
SATISFACTION WITH THE DISTRICT'S MAINTENANCE, STAFF, OPERATIONS, FACILITIES & PARK AREAS

A series of questions on the survey asked respondents how satisfied their household was with the District's facilities, park areas, operations, maintenance, and staff. Twenty-eight items were used to assess the District's facilities & park areas; eight items were used to assess the District's operations; six items were used to assess the District's maintenance, and; eleven items were used to assess staff. Respondents rated each item on a 5-point satisfaction scale (1=very satisfied, 2=satisfied, 3=dissatisfied, 4=very dissatisfied, and 5=don't use/don't know). For the purpose of presentation, the respondents selecting, "don't know/don't use" were removed from the analyses. The following sections summarize the key findings:

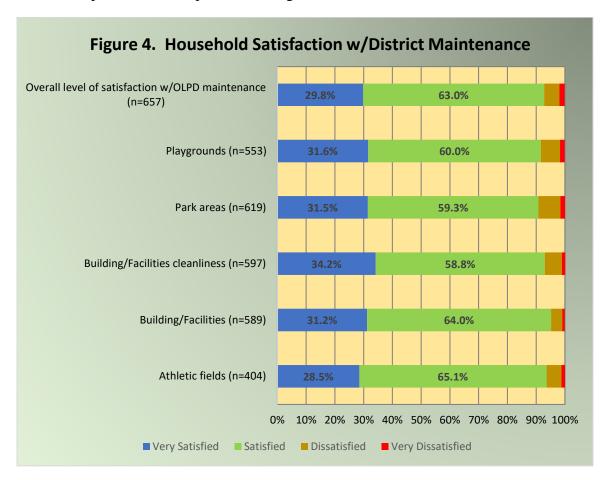
Twenty-eight items assessed households' satisfaction with the Oak Lawn Park District's facility and park areas. Overall, households expressed very strong satisfaction levels across each facility and park area. Nearly 90% of respondents were satisfied or very satisfied with each of the facility and park areas. Furthermore, 93.7% of households expressed an overall satisfaction with the District's facilities and park areas. Complete results are provided in Figure 2.

Figure 2. Household Satisfaction w/District Facilities & **Park Areas** Overall satisfaction w/the OLPD facilities & park areas (n=690) 63.8% Walking/bike paths (n=578) 55.2% Tennis courts (n=195) 61.0% Splash pad (n=368) 55.4% Softball fields (n=212) 60.4% Soccer fields (n=197) 57.9% Stony Creek Golf Course (n=253) 60.5% Stony Creek Bar and Grill restaurant (n=274) 63.9% Skate park (n=126) 51.6% Sand volleyball courts (n=170) 57.6% Racquet Club (n=208) 53.8% Playgrounds (n=516) 52.3% Picnic areas (n=390) Pickleball courts (n=98) 49.0% Pavilions (n=467) 63.2% Outdoor inline/roller hockey rink (n=111) 48.6% Open space & natural areas (n=578) 57.1% Observation deck (n=222) 57,7% Oak View (n=386) 56.7% Oak Lawn Prairie (n=279) 60.2% Inclusive playground equipment (n=387) 60.2% Ice Arena (n=212) 61.3% Fitness court at Lawn Manor Park (n=179) 53.1% Dog park (n=170) 56.5% Disc golf practice course (n=128) 52.3% Community pavilion (n=521) 59.9% Basketball courts (n=579) 56.8% Baseball fields (n=357) 59.1% 0% 20% 40% 60% 80% 100% ■ Satisfied ■ Dissatisfied ■ Very Dissatisfied ■ Very Satisfied

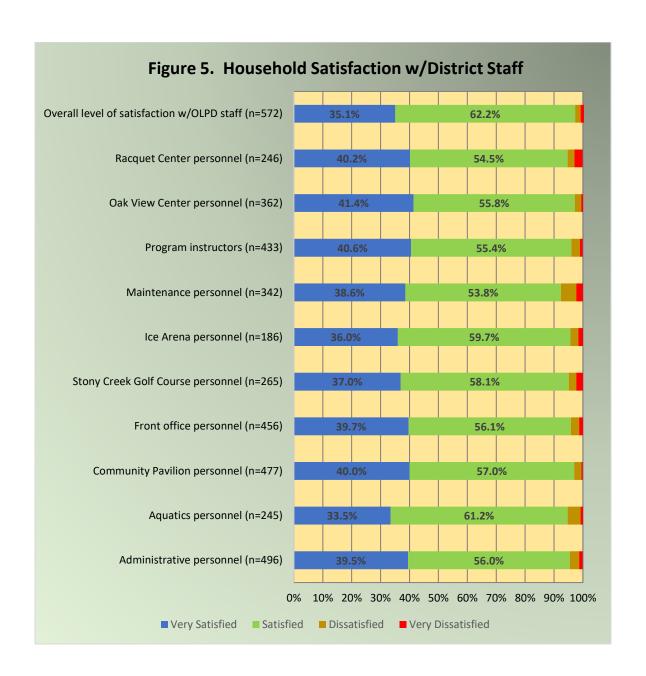
Satisfaction levels towards the District's operations were also very strong. In particular, nine of the eleven items received satisfaction levels (very satisfied/satisfied) at/above 90%. The other two items received ratings above 80% ("Number of Programs and Activities Offered for Me and Members of My Household" = 87.8% & "Days and Times of Programs and Activities Offered" = 82.9%). Complete results are provided in Figure 3.



Consistent with the previous satisfaction items, park maintenance scores were very strong with all items receiving satisfaction levels (very satisfied or satisfied) at/above the 90.0% level. Complete results are provided in Figure 4.



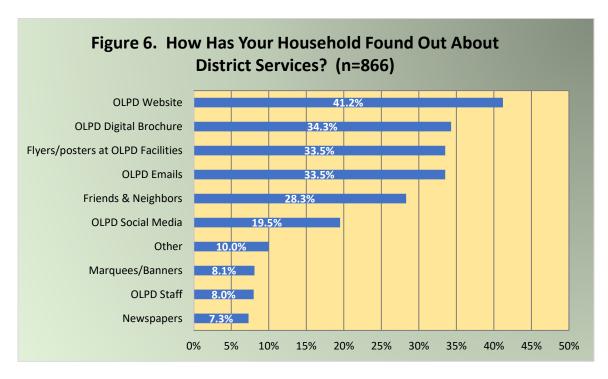
Inspection of the eleven items measuring households' satisfaction with District staff also yielded strong ratings. In particular, District staff received the highest satisfaction levels compared to all other satisfaction areas (facilities & park areas, operations, and maintenance). The data suggests District staff are a core strategic asset for the District with satisfaction levels (very satisfied or satisfied) near/above 95% for each department/unit. These exceptionally strong ratings are commendable considering the unique circumstances and evolving responsibilities that have faced staff during the pandemic. Complete results are provided in Figure 5.



OAK LAWN PARK DISTRICT MARKETING & PUBLICITY METHODS

The next question on the survey asked respondents about the marketing and publicity methods of the Oak Lawn Park District. From a list of ten options, respondents were asked to indicate all of the ways they have learned about the District's programs and services. The following summarizes key findings:

The Oak Lawn Park District's website (41.2%) is the most widely utilized method for learning about the District's recreation programs and services. However, it also appears the community is reliant on the online marketing outlets as the District's digital brochure (34.3%), email (33.5%), and social media accounts (19.5%) are reaching an increasing number of households in the community. In addition, the traditional flyers and posters (33.5%) are also important in reaching the community. Lastly, friends & neighbors (28.3%) turned out to also be a strong promoter of the District's services. Respondents were also presented with an option to select "other" method and asked to specify the marketing method. Complete results are provided in Figure 6.



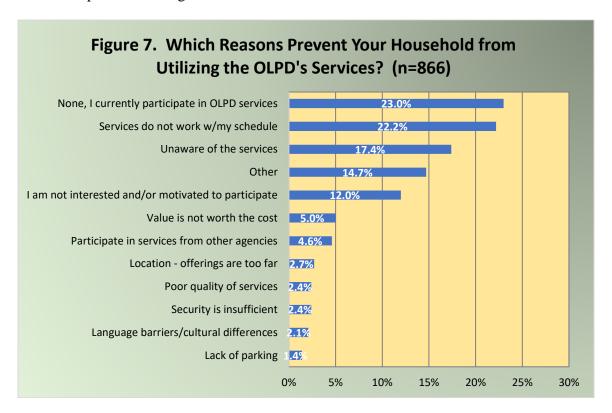
Given 10% of respondents selected "other", additional analyses were conducted on their specific responses. In particular, their responses underwent a thematic analysis resulting three categories/themes that each received at least five responses. The three most popular themes included:

- 1. Paper Brochure (Mail) (n=41)
- 2. Uninformed/Unaware (n=9)
- 3. Social Media (Facebook & Google) (n=5)

PARTICIPATION CONSTRAINTS/BARRIERS

Respondents were asked to share any barriers or constraints keeping them from utilizing the Oak Lawn Park District's services. Respondents were presented with a list of twelve barriers or constraints and asked to indicate all of the reasons that have prevented them from utilizing the District's services. The following summarizes key findings:

According to the response, 23% of respondents responded "none" as they currently participate in the District's services while 22.2% of the respondents responded "services do not work with my schedule." Another significant reason that prevents households from utilizing the services is that they are unaware of the services (17.4%). Complete results are provided in Figure 7.



Given nearly 15% of respondents selected "other", additional analyses were conducted on their specific responses. In particular, their responses underwent a thematic analysis resulting two categories/themes that each received at least five responses. The two most popular themes included:

- 1. COVID-19 (n=32)
- 2. Older Age and/or Health Concerns (n=7)

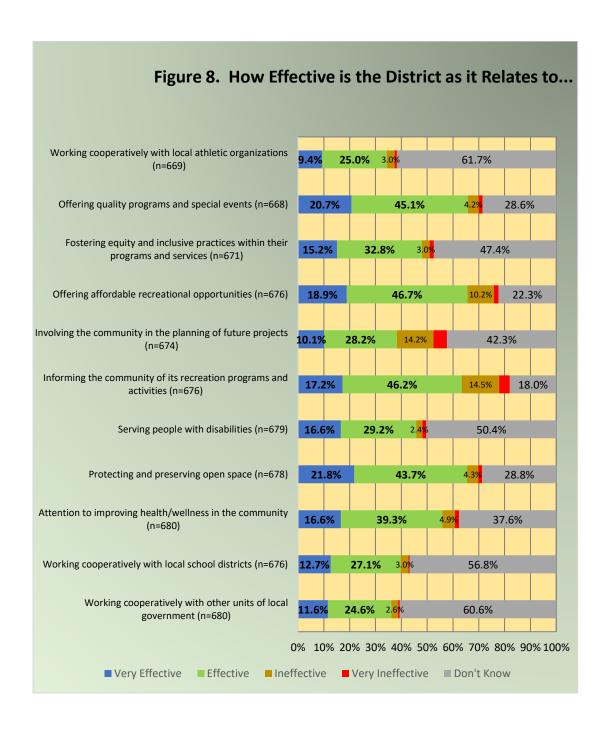
FUTURE RECREATION NEEDS & INTERESTS

Respondents were asked to share their rankings on the District's effectiveness within a variety of management functions as well as their opinions concerning recreational opportunities, in general, and facility and programming interests, in particular, within the community. To assess the residents' feedback in these areas, a series of questions were developed. The results of these questions are presented in the following sections.

OAK LAWN PARK DISTRICT'S PERCEIVED EFFECTIVENESS

Eleven items were developed in an effort to measure the District's effectiveness performing various management-related functions. In particular, respondents were asked, "How effective is the Oak Lawn Park District as it relates to:" Respondents were then presented with eleven statements and asked to rate the District's effectiveness for each statement on a 5-point scale (0=don't know, 1=very ineffective, 2=ineffective, 3=effective, and 4=very effective).

According to the findings, a large number of respondents (+85%) felt the District was effective across most of the various management-related functions or they were unsure (i.e., "don't know" rating). For instance, 65.8% of respondents felt the District was effective or very effective at offering quality programs and special events (28.6% were unsure) while 61.7% of respondents didn't know if the District was working cooperatively with local athletic organizations. Taken collectively, the results suggest the District is highly effective with only a very small percentage feeling the District is ineffective across these opportunities. However, the data also suggests there are some areas where the community may simply be unaware of some of these efforts and initiatives. Complete results are provided in Figure 8.

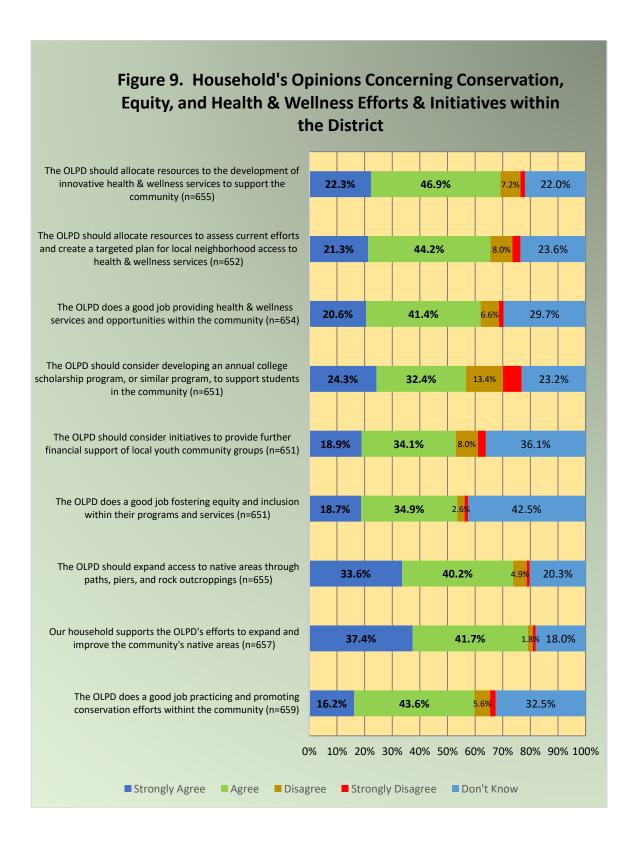


EQUITY EFFORTS & INITIATIVES WITHIN THE DISTRICT

The Oak Lawn Park District survey also sought to obtain feedback from households on their opinions concerning equity, conservation, and health & wellness initiatives and opportunities within the Oak Lawn Park District. The results of these survey items are presented in the following section.

Respondents were asked, "What is your household's opinion on the following conservation, equity, and health & wellness efforts and initiatives by Oak Lawn Park District?" Respondents were presented with a list of nine initiatives and/or efforts and asked to indicate their level of agreement with each statement on a 5-point agreement scale (Strongly Agree, Agree, Disagree, Strongly Disagree, and Don't Use/Don't Know).

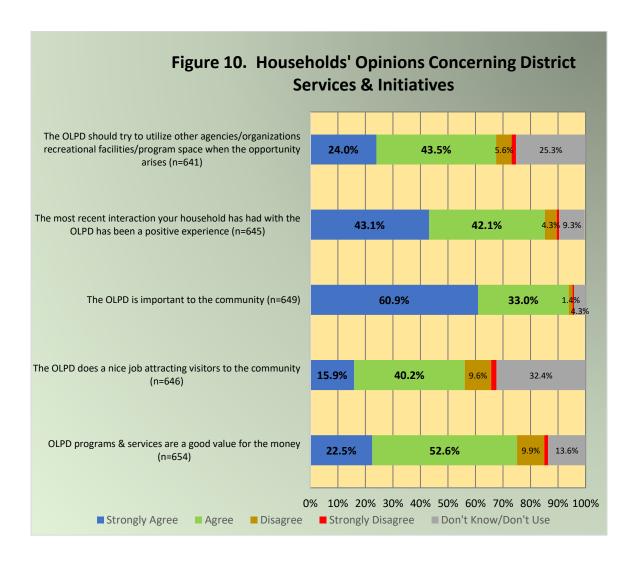
Two items that received the highest level of agreements pertain to native areas. 79.1% of households support the District's efforts to expand and improve the community's native areas and 73.8% of households agree or strongly agree that the District should expand access to native areas through paths, piers, and rock outcroppings. It is worth mentioning that each of the nine initiatives also received very low percentages of respondents disagreeing or strongly disagreeing; rather, a strong majority of those respondents who did not select "agree" or "strongly agree" selected "don't know/don't use". Taken collectively, the findings suggest the District has a high level of support for their equity, conservation, health, and wellness initiatives with potential opportunities to consider how to generate a bit more awareness for these efforts throughout the community. Complete results are presented in Figure 9.



OAK LAWN PARK DISTRICT'S SERVICES AND INITIATIVES

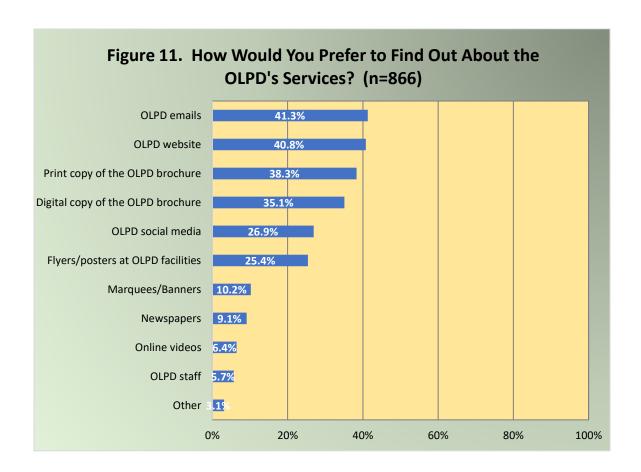
Five items were developed in an effort to ascertain households' opinions on Oak Lawn Park District. Respondents were presented with five statements and asked to indicate their level of agreement with each statement on a 5-point agreement scale (Strongly Agree, Agree, Disagree, Strongly Disagree, and Don't Use).

Similar to the District's effectiveness findings, a majority of households agreed, strongly agreed, or did not use the services presented in the five items. As an example, 93.9% of respondents agreed or strongly agreed that the Oak Lawn Park District is important to the Oak Lawn community while 32.4% of respondents didn't know whether the Oak Lawn Park District does a nice job attracting visitors to the community. Complete results are presented in Figure 10.



MARKETING METHOD PREFERENCES

Households were asked for their preference in finding out about Oak Lawn Park District's programs and services and were provided with eleven items. 41.3% of respondents prefer emails as their top choice, followed by the District's website (40.8%), print copy of brochures (38.3%), and digital copy of brochures (35.1%). Complete results are presented in Figure 11.

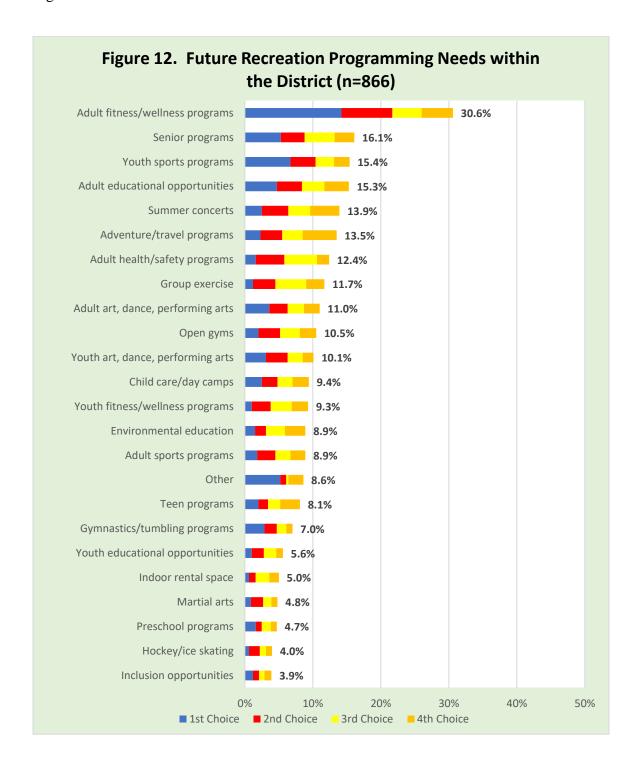


FUTURE PROGRAMMING INTERESTS WITHIN THE DISTRICT

An item on the community-wide recreation interests survey asked households to identify and prioritize programming needs within the Oak Lawn Park District. Respondents were presented with twenty-four programming options and asked to identify which ones their household would most like to see developed/enhanced. Specifically, respondents were asked to rank the top four programs they felt were the most needed for their household.

30.6% of the respondents identified adult fitness/wellness programs as their household's first, second, third, or fourth choice for future programming development/enhancement. A considerable gap was found between adult fitness/wellness programs and the next most

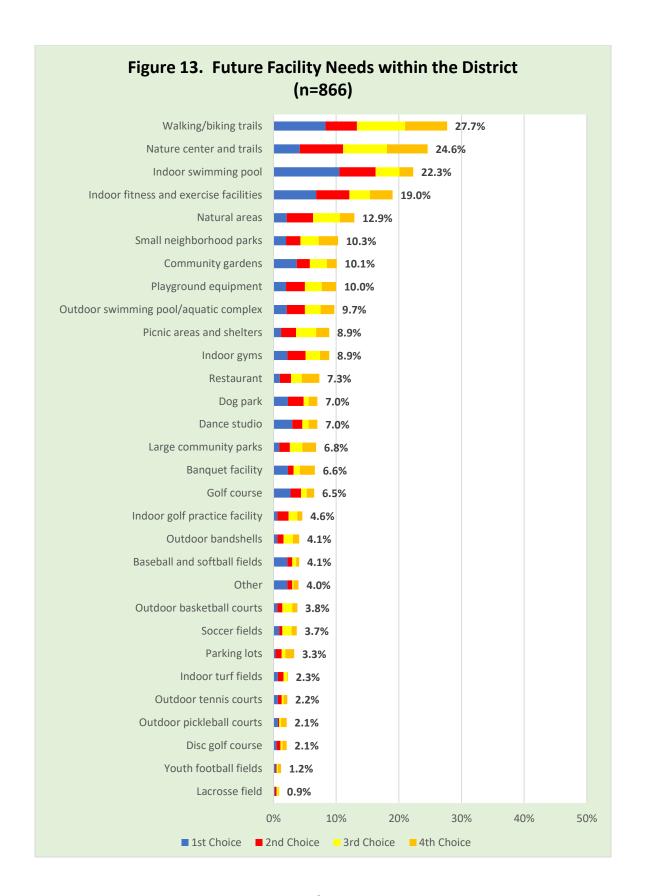
desired program, senior programs (16.1%). Complete aggregate results are provided in Figure 12.



FUTURE FACILITY INTERESTS WITHIN THE DISTRICT

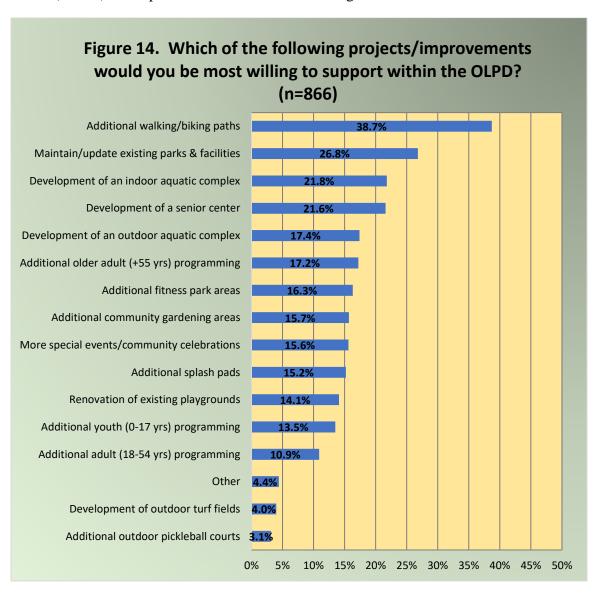
An item on the community-wide recreation interests survey asked households to identify and prioritize facility amenity needs within the Oak Lawn Park District. Respondents were presented with thirty facilities and/or amenities and asked to identify which ones their household would most like to see developed/enhanced. Specifically, respondents were asked to rank the top four facilities and/or amenities they felt were the most needed for their household.

27.7% of the respondents identified walking/biking trails as their household's first, second, third, or fourth choice for future facility development/enhancement. The next highest was nature center & trails (24.6%) followed by indoor swimming pool (22.3%). Complete aggregate results are provided in Figure 13.



SUPPORT FOR FUTURE PROJECTS/IMPROVEMENTS

Households were presented with seventeen different projects or improvements and an additional one item being "none" and were asked which of the following projects or improvements would they be most willing to support. Respondents could select multiple projects or improvements. 38.7% of respondents indicated their household would be most willing to support additional walking/biking trails. In addition, 26.8% of households would be most willing to maintain or update existing parks and facilities, followed by the development of an indoor aquatic complex (21.8%) and the development of a senior center (21.6%). Complete results can be found in Figure 14.



DEMOGRAPHIC CHARACTERISTICS

The final section of the survey assessed residents' demographic characteristics. Six items were developed within this section: gender, age, race, family unit, age of children, and years lived in the Oak Lawn Park District. These characteristics are provided in Table 1.

Table 1. Household/Respondent Characteristics	
	Respondent/Sample Value
Which best describes you? (n=634)	
Female	71.3%
Male	18.9%
Prefer not to answer	2.1%
What year were you born? (n=578)	Mean = 55 years of age
How would you best describe yourself? (n=638)	
American Indian and Alaska Native	0.6%
Asian	1.5%
Black or African-American	2.3%
Hispanic or Latino	11.1%
White	54.6%
Other	3.6%
Which best describes your family unit? (n=625)	
Single, no children	16.3%
Married/Couple, no children	14.2%
Single, with children	10.1%
Married/Couple, with children	59.4%
If you have children living in your home, please indicate the number of children you have under each category. (n=770)	
Under 2 years old	Mean = 0.83
Preschool age	Mean = 0.91
K - 2nd Grade	Mean = 1.01
3rd - 5th Grade	Mean = 1.19
Middle School	Mean = 1.00
High School	Mean = 1.05
Over 18 years old	Mean = 1.50
How long have you lived within the area serviced by the Oak Lawn Park District? (n=619)	Mean = 21 years

APPENDIX A:	COMMUNITY-WIDE	RECREATION
	INTERESTS SURVEY	

Dear Oak Lawn Park District resident:

The Oak Lawn Park District is conducting a survey to discover the present and future needs for programs, park areas and facilities as identified by residents within the Oak Lawn Park District. Only through your input can the Oak Lawn Park District truly provide facilities and services which are suitable to your leisure interests. Participation in this study is completely voluntary and only data in grouped form will be published. Since the accuracy of the findings depends on a high rate of response from the population, we urge you to take time to complete the questionnaire by **November 30, 2021**.

All participating households will be entered into a raffle, and five (5) \$100 park district gift cards will be awarded to survey participants. Personal information will be used for the SOLE purpose of the raffle. Survey responses are kept anonymous, and personal information will be deleted after raffle winners are determined. *Entering the raffle is OPTIONAL*.

If you have any questions, please email us at Admin@olparks.com or by calling the Park District's office at (708) 857-2225. We appreciate your time and assistance.

Sincerely,

Tom Hartwig
Executive Director, Oak Lawn Park District

Oak Lawn Park District COMMUNITY WIDE SURVEY

Section 1: Current Participation Patterns & Attitudes

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

Household Participation	+25 times	11-25 times	6 – 10 times	1 – 5 times	None
Oak Lawn Park District Recreation Programs					
Oak Lawn Park District Facilities					
Oak Lawn Park District Park Areas					

2. How **SATISFIED** is your household with Oak Lawn Park District's facilities & park areas? For each of the following statements, please indicate your household's level of satisfaction. (**Check one box for EACH statement**)

Oak Lawn Park District Facilities and Park Areas	Very Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Baseball fields				
Basketball courts				
Community Pavilion				
Disc golf practice course				
Dog park				
Fitness court at Lawn Manor Park				
Ice Arena				
Inclusive playground equipment				
Oak Lawn Prairie				
Oak View				
Observation deck				
Open space & natural areas				
Outdoor inline/roller hockey rink				
Pavilions				
Pickleball courts				
Picnic areas				
Playgrounds				
Racquet Club				
Sand volleyball courts				
Skate park				
Stony Creek Bar and Grill restaurant				
Stony Creek Golf Course				
Soccer fields				
Softball fields				
Splash pad				
Tennis courts				
Walking/bike paths				
What is your overall level of satisfaction with the Oak Lawn Park District's Facilities & Park Areas?				

statements, please indicate your household's level	of satisfaction.	ion. (Check one box for EACH statement)			
General Statements about the Oak Lawn Park District	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Variety of recreation opportunities offered for me and members of my household					
Number of programs and activities offered for me and members of my household					
Days and times of programs and activities offered					
Overall satisfaction with programs					
Level of safety at Oak Lawn Park District parks, facilities and programs	, 🗆				
Value of recreation opportunities available					
Courtesy and helpfulness of Oak Lawn Park District staff					
What is your overall level of satisfaction with the Oak Lawn Park District?					
How SATISFIED is your household with Oak La please indicate your household's level of satisfact					wing statemer
Oak Lawn Park District Maintenance	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Athletic Fields					
Building/Facilities					
Building/Facilities Cleanliness					
Park Areas					
Playgrounds					
What is your overall level of satisfaction with the Oak Lawn Park District's Maintenance?					
How SATISFIED is your household with Oak La indicate your household's level of satisfaction. (Compared to the compared to th				following sta	tements, pleas
Oak Lawn Park District Staff	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Use/ Don't Know
Administrative personnel					
Aquatics personnel					
Community Pavilion personnel					
Front office personnel					
Stony Creek Golf Course personnel					
Ice Arena personnel					
Maintenance personnel					
Program instructors					
Oak View Center personnel					
Racquet Center personnel					
What is your overall satisfaction with the Oak Lawn Park District staff?					
HOW have you or members of your household for District? (Please check ALL that apply) Flyers/posters at Oak Lawn Park District Face		1 0	s and services x Lawn Park D	•	e Oak Lawn P
		Oal	z Lawn Park D	istrict Social M	
Friends & Neighbors	-	Oal	Lawn I aik D	istrict Social iv	I edia
Friends & Neighbors Marquees/Banners	-		k Lawn Park D		I edia
	- - -	Oal		istrict Staff	

3. What is your household's **SATISFACTION** with the Oak Lawn Park District's operations? For each of the following

 Which of the following reasons PREVENT your household from ut check ALL that apply) 	tilizing	g the	Oak	Lawn	Park Distr	ict's servic	es? (Pleas
I am not interested and/or motivated to participate	Ī	Poor	nuali	tv of se	ervices		
				insuff	-	2011044110	
			•		ervices		
None, I currently participate in the District's services					th the cost		
Participate in services from other agencies					ecify):		
			(1	_F -			
Section 2: Future Participation	Nee	ds 8	z In	teres	ts		
B. How EFFECTIVE is the Oak Lawn Park District as it relates to: (P			k on	e box	for EACH		
Statement	Ve: Effec		Effe	ective	Ineffective	Very Ineffective	Don't Know
Norking cooperatively with other units of local government							
Working cooperatively with local school districts]	l				
Attention to improving health/wellness in the community]	-				
Protecting and preserving open space]	I				
Serving people with disabilities]	I				
nforming the community of its recreation programs and activities]	ı				
nvolving the community in the planning of future projects]	I				
Offering affordable recreational opportunities]	ı				
Fostering equity and inclusive practices within their programs and services]	I				
Offering quality programs and special events]	ı				
Vorking cooperatively with local athletic organizations]	I				
O. What is your household's opinion on the following CONSERVATI and initiatives within the Oak Lawn Park District? (Please check or						& WELL	NESS effor
Statement		Stroi Agi		Agre	e Disagre	Strongly Disagree	Don't Use/Don't Know
The Oak Lawn Park District does a good job practicing and promoting conservation efforts within the community.]				
Our household supports the Oak Lawn Park District's efforts to expand and mprove the community's native areas (i.e., wetlands, plantings, prairie, etc.)			ם				
The Oak Lawn Park District should expand access to native areas through papers, and rock outcroppings.	aths,		ם				
The Oak Lawn Park District does a good job fostering equity and inclusion within their programs and services.]				
The Oak Lawn Park District should consider initiatives to provide further inancial support of local youth community groups.]				
The Oak Lawn Park District should consider developing an annual college cholarship program, or similar program, to support students in the commun	ity.]				
The Oak Lawn Park District does a good job providing health & wellness ervices and opportunities within the community.							
The Oak Lawn Park District should allocate resources to assess current efforund create a targeted plan for local neighborhood access to health & wellnes ervices.]				
The Oak Lawn Park District should allocate resources to the development of	f						

innovative health & wellness services to support the community.

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Use/Don't
Oak Lawn Park District program & service fees are a good value for the money.					Know
The Oak Lawn Park District does a nice job attracting visitors to the community.					
The Oak Lawn Park District is important to the Oak Lawn community.					
The most recent interaction your household has had with the Oak Lawn Park District has been a positive experience.					
The Oak Lawn Park District should try to utilize other agencies/organizations ecreational facilities/program space when the opportunity arises.					
 How would your household PREFER to find out about the Oak Law ALL that apply) 	n Park Dis	trict's pro	grams and	l services?	(Please ch
 Flyers/posters at Oak Lawn Park District Facilities Marquees/Banners Newspapers Print Copy of Oak Lawn Park District Brochure Digital Copy of Oak Lawn Park District Brochure Oak Lawn Park District Emails 		ak Lawn Par ak Lawn Par Inline Videos		aff	_
Adult educational opportunities Adult fitness/wellness programs Adult health/safety programs	ousehold vant to your 3"3" for your Indoor rent Martial arts Open gyms Preschool p	vould like household our 3 rd cho al space instruction orograms	to see dev l. (Using tl	eloped or e	ext to each
Adventure/travel programs Child care/Day camps Environmental education Group exercise Gymnastics/tumbling programs	Senior prog Summer co Teen progr Youth art, o Youth educ Youth fitne Youth spor Other (plea	ncerts ams lance, perfor ational oppo ss/wellness p ts programs	rtunities		
13. Are there FACILITIES within the Oak Lawn Park District that you observed DEVELOPED OR EXPANDED? Indicate which facilities your he Please RANK THE TOP 4 FACILITIES you feel are most importate facility, place a "1" next to your top choice; "2" for your 2 nd choice;	ousehold want to your	ould like household	to see deve l. (Using t	eloped or e the space n	expanded.
Banquet facility Baseball and softball fields Community gardens Dance studio Disc golf course Dog park Golf course Indoor fitness and exercise facilities Indoor gyms Indoor swimming pool Indoor turf fields	Outdoor Outdoor Outdoor Outdoor Outdoor Parking Picnic a Playgro Restaurz Small ne Soccer f	tennis court lots reas and she and equipme ant eighborhood ields	courts ourts pool/aquatic of s there ent parks	complex	
Lacrosse field Large community parks Natural areas	Youth fo	y/biking trail potball fields lease specify	3		

	e following projects or improvements wou se check ALL that apply)	ld you be most willing to SUPPORT w	ithin the Oak Lawn Park
Addi Addi Addi Addi Addi Addi Addi Addi	itional community gardening areas itional fitness park areas itional splash pads itional walking/biking trails itional outdoor pickleball courts itional adult (18-54 yrs) programming itional older adult (+55 yrs) programming itional youth (0-17 yrs) programming elopment of an indoor aquatic complex	Development of an outdoor aqua Development of indoor turf field Development of outdoor turf fiel Development of a senior center Maintain/update existing parks & More special events/community Renovation of existing playgrour Other (please specify): None – our household is not interprojects/improvements at this tin	s ds t facilities celebrations nds rested in supporting any additional
	Section 3: De	mographics	
management and pla personally.	mation is helpful in providing us with the ab- unning can be made. Your answers will be used cribes you? (Please check one)		
	•		
Fen Mal			
	ı-binary		
Pref	Fer not to answer		
16. What year were	e you born? (Fill in the blank)		
17. How would yo	u best describe your race? (Check ALL th	nat apply)	
	erican Indian and Alaska Native		
Asia			
	ck or African-American panic or Latino		
Oth			
18. Which best des	scribes your family unit? (Please check o	ne)	
Sing	ele, no children		
	ried/Couple, no children		
-	tle, with children		
Mar	ried/Couple, with children		
·	ldren living in your home, please indicate	the number of children you have under	each category.
	er 2 years old Middle Sc		
Pres K -	chool age High Scho 2 nd Grade Over 18 ye		
	5 th Grade	ars ord	
20. How long have	e you lived within the Oak Lawn Park Dis	rict? (Fill in the blank)y	ears
21. Please share yo strictly confide	our name and address if you would like to ntial.	be entered into the raffle. All personal i	information will be kept
(Inser	rt name and address)		

Thank you for your input! Please feel free to use the space below to share any additional feedback: