



2021 Attitude & Interest Survey report





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Introduction

Overview

The purpose of this survey was to administer an updated community recreation and parks needs assessment for The Park District. In 2017, the Oak Brook Park District contracted with the Office of Recreation and Park Resources with the University of Illinois Urbana-Champaign to conduct a community survey that allowed the Park District to develop a long-range Master and Strategic Plan. Due to the COVID-19 Pandemic, the Oak Brook Park District re-created and implemented recreational opportunities for the community to safely enjoy. This change in offerings began in March 2020 and continues as of today. In October 2021, Park District staff sought to understand how/if the community's needs altered and changed during the COVID-19 Pandemic. The needs assessment results may be used to identify and clarify concerns and also inform leadership decisions related to customer service, marketing, trends, quality and cleanliness, future development, programming, partnerships, and use patterns.

A total of 301 users of The Park District services, including 201 residents, provided feedback on their levels of satisfaction with staff, facilities, parks, programs, and overall offerings, including their experience during the COVID-19 Pandemic, future needs, and desires. The information compiled for this public report will help the Oak Brook Park District to continue to serve the community, as needs have altered due to the COVID-19 Pandemic. When coupled with the Master Vision and Strategic Plan, this updated information will enhance and sustain the community recreation opportunities available to the residents and users of the Oak Brook Park District.





Process

Many of the survey questions were developed by the Office of Recreation and Park Resources, in partnership with Oak Brook Park District commissioners, staff, and key stakeholders in 2016. Various questions were edited, deleted, or added, in order to gain a present understanding of needs as we live through the COVID-19 Pandemic. The survey was live from November 12, 2021 to January 3, 2022. The Park District wanted to make sure residents and members of the Park District had ample time to complete the survey, due to the virtual nature of the survey and the holiday season. A postcard including a QR code linked to the survey was mailed to 3,900 residents. A link to the survey was also emailed out to 997 current and on-hold members of the Park District. Recipients of the e-blast received three additional reminder emails to complete the survey between November 17, 2021, and December 9, 2021. In addition to the postcard and e-blast, a website article, posters, flyers, and signs were posted and distributed throughout Central Park.

Survey Results

The information collected from the survey has been divided into four sections for the report: key-findings, participation results, facility usage results, and future interests and needs. A brief description of the results will be presented alongside key statistics and result charts.

Thank you

The Oak Brook Park District would like to thank all the residents, members, and users of the Park District that responded to the survey and provided their feedback. This information is very useful as the Oak Brook Park District develops the initiatives and plans to meet the recreational needs and interests of our community!



About Us



Mission

To provide the very best in park and recreational opportunities, facilities, and open lands for our community.

Since 1962, the parks, programs, and facilities of the Oak Brook Park District have become uniquely connected with the identity of Oak Brook. Over time, individuals' lives have also been enhanced through the Park District's mission to help its residents to be happy, fit, and active. A strong mission and core values have sustained an organizational culture focused on accessibility and inclusion, collaboration, communication, holistic wellness, customer service, and environmental conservation stewardship.

Culture and history contribute to the vibrancy of the community and serve as a catalyst for economic activity, tourism, and development. Serving about 8,163 residents, the Oak Brook Park District is a reflection of this lively community.

Vision

To provide a diverse range of opportunities designed to keep the members of the Greater Oak Brook Community happy, fit and active. By maintaining fiscally responsible practices and focusing on communication, environmental stewardship, diversity, equity, inclusion, and accessibility, the Oak Brook Park District works to help our community as a whole be its very best and feel its very best.



Oak Brook Park District Facilities

Central Park Amenities & Facilities

1450 Forest Gate Road

- 3 miles of paved trails
- Eleven natural grass soccer fields
- One artificial turf soccer fields
- One seasonal outdoor ice rink
- Two basketball courts
- Four baseball/softball fields
- Four playgrounds
- The Sandlot, universal playground
- One seasonal sledding hill
- One seasonal sand volleyball court
- Four fishing area opportunities
- One fishing pier
- One nine-hole disc golf course
- Three outdoor pickleball courts
- Four fitness stations
- Baggo

Family Recreation Center

- Administration offices
- Two meeting rooms
- Four studio rooms
- Three regulation-sized gymnasiums
- Fully accessible, inclusive locker rooms
- Five preschool and multi-purpose rooms

Aquatic Center

- Leisure pool featuring accessible, zero-depth entry, warm water, vortex pool, and 105-foot water slide
- Lap pool featuring six 25-yard lanes
- One 10-person capacity whirlpool, fully accessible
- Splash Island

Fitness Center

- 1/8-mile indoor walking track
- Various cardio and weight equipment

Central Park West

1500 Forest Gate Road

- Full kitchen
- Double-sided wood-burning brick fireplace
- Two covered patios
- Outdoor Koi Pond

Maintenance Facility

1480 Forest Gate Road

- Three main garage bays
- One secondary garage bay
- One 14,000lb vehicle service lift

Oak Brook Tennis Center

1300 Forest Gate Road

- Eight indoor USTA blue/green courts with viewing lounges
- Fitness room
- Tennis pro shop
- Three racquetball/wallyball courts
- One mini-tennis court
- Eight outdoor USTA blue/green courts

Satellite Parks

Saddle Brook Park

- 11 acres of land
- One mile of paved trail
- Two tennis courts
- Two pickleball courts
- One basketball court
- One playground
- Three fitness stations

Chillem Park

- 1.03 acres of land
- .13 mile of paved trail
- One tennis court
- One pickleball court
- One basketball court
- One playground

Forest Glen Park

- 16.4 acres of land
- Half-mile of paved trail
- Two tennis courts
- Two pickleball courts

- One basketball court
- Two playgrounds
- One gazebo

Dean Nature Sanctuary

- 40 acres of land
- One three-quarter mile nature trail
- One fishing pier
- One stone council ring
- One canoe launch
- Six interpretive gardens
- Gazebo
- Wildlife

Oak Brook Park District

Awards and Recognition

2017 CAPRA Accreditation

2018 - 2021 GFOA Award

2018 Illinois Park & Recreation Association Outstanding Park & Facility Award

2019 Public Relations Society of America - Chicago Chapter - Skyline Award

2019 Publicity Club of Chicago Golden Trumpet Award

2021 Chicago Tribune Top Work Place Award

2021 IAPD Best of the Best Awards

2022 IPRA Champions for Change Award



Oak Brook Park District Survey Demographics

Residential Status of Survey Participants:



58% Oak Brook Residents
5% Work in Oak Brook
3% Live and Work in Oak Brook
36% Do not Live or Work in Oak Brook



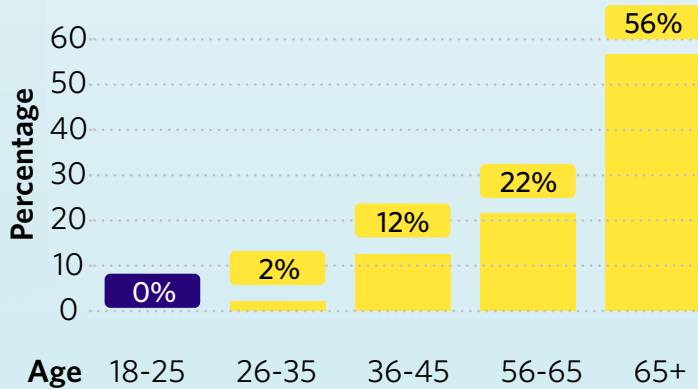
Gender:



64% Female

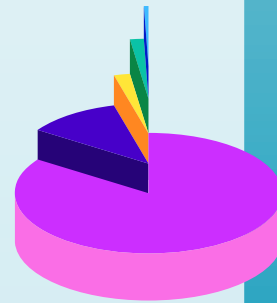
36% Male

Age Group:

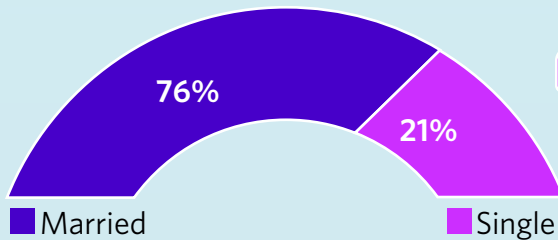


Race/Ethnicity

- Asian/Pacific Islander: 11%
- American Indian: 1<%
- Black/African American: 2%
- Caucasian: 85%
- Hispanic/Latino: 2%



Marital Status



More than **71%** of respondents earn more than **\$101,000** a year.

Findings



COVID-19 Findings

The Oak Brook Park District recognizes the need to adapt and pivot as we continue operations throughout the COVID-19 pandemic. For this reason, several questions pertaining to COVID-19 as it relates to cleanliness, operations, and communications at the Park District were included in this survey.

- 82% of respondents were either very satisfied or satisfied with cleanliness/safety at Oak Brook Park District facilities during the COVID-19 pandemic. The Oak Brook Park District will continue to make cleanliness and safety a top priority at all facilities.
- 70% of respondents were either very satisfied or satisfied with the Oak Brook Park District's facility operations during the COVID-19 pandemic.
- 77% of respondents were either very satisfied or satisfied with the Oak Brook Park District communications during the COVID-19 pandemic. It is also important to note that 75% of survey respondents were either very satisfied or satisfied with Customer Service: Family Recreation Center front desk staff, lifeguards, custodial/maintenance staff, and grounds crew/parks staff.
- As of January 2022, 2,631 memberships were on-hold, due to the COVID-19 Pandemic. The Oak Brook Park District sees a relationship between the "do not use" percentages in this survey (in regards to programs, events, or visiting the facility) and the number of memberships that were on hold. As of March 2022, the Oak Brook Park District has brought back about 400 members! The Park District looks forward to welcoming back members and invites members to join us for Member Appreciation Day on Friday, November 4.



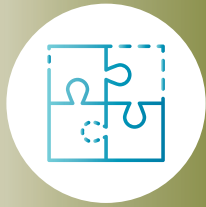
Oak Brook Park District Satisfaction

- 81% of active users were very satisfied or satisfied overall with the Oak Brook Park District.
- 70% of active users were very satisfied or satisfied with the variety of recreation opportunities.
- 83% of active users were very satisfied or satisfied overall with park, facility, and open space maintenance.



Current Participation Patterns

- 48% of active users have visited the Oak Brook Park District facilities more than 25 times in the last year!
- About 23% of active users have participated in an Oak Brook Park District program more than 25 times in the last year.
- Outdoor opportunities are crucial during the pandemic. 59% of respondents indicated they visited Oak Brook Park District Park areas in the last year.
- The Winter Lights at Central Park was listed as the top special event with the Summer Concert Series coming in second place.



Facility Usage Patterns

- 76% of active users were very satisfied or satisfied overall with Oak Brook Park District facilities including but not limited to the Family Recreation Center, Fitness Center, Aquatic Center, and Tennis Center.
- 79% of respondents visited Oak Brook Park District facilities in the last year.



Marketing Preferences

During the pandemic, most marketing materials informing patrons of programs, activities, and special events were distributed electronically. This process ensured that the most up-to-date information was accessible and available. Even with the brochure becoming “virtual” in the fall of 2020, the seasonal brochure remains the most powerful communication tool. It is interesting to note that the website and email methods were also very popular among respondents.

- 57% of respondents use the Park District brochure to find out about programs, activities, and events.
- 48% of respondents use the Park District website for obtaining information.
- Approximately 45% receive information via Park District email.



Perceived Effectiveness of Oak Brook Park District

- Among those respondents who expressed an opinion, 70% indicated the Park District is very effective or effective at providing safe facilities.
- 55% of those with an opinion feel the Oak Brook Park District is very effective or effective at protecting open space.
- Respondents predominantly indicated that they are unsure if the Park District works cooperatively with the Sports Core (Bath & Tennis Golf Club). However, 35% of respondents believe that the Park District should oversee/manage Sports Core operations for the Village.



Opportunities & Challenges

- 67% of respondents with an opinion feel the Oak Brook Park District is a good value for their money.
- 93% of respondents with an opinion believed the Oak Brook Park District facilities are conveniently located.
- Respondents showed mixed feelings about selling naming rights to businesses aligned with the Oak Brook Park District mission, vision, and goals. 30% of respondents with an opinion believed the Park District should not sell naming rights, while 32% were unsure, and 17% were neutral.

Program

Participation

The Oak Brook Park District offers a wide variety of programs and special events. The Park District is known for quality (tennis, fitness, etc.) and innovative (fluid running) programming. Approximately 50% of survey respondents participated in Oak Brook Park District programs over the last year, and of those active users, 23% participated more than 25 times during the year.

The largest number of respondents listed adult fitness/wellness as the program they would like to see developed or expanded. The next highest need selected to be developed or expanded was adult group exercise. As we continue to operate during the pandemic, this response is not surprising. We know that many adults and patrons of the Park District sought ways in which they could remain fit and active during such limiting times.

The respondents that rated their level of satisfaction appear to be generally satisfied with the organization of Oak Brook Park District programs:

- 51% of respondents that rated their satisfaction were either satisfied or very satisfied with the Park District programs overall, while 33% of respondents reported that they do not use Park District programming. Therefore, these individuals did not indicate their level of satisfaction with the Park District programs.

The Winter Lights at Central Park appeared to be the most popular special event hosted by the Oak Brook Park District (nearly 47% selected this as one of their top four choices). 46% of respondents listed the Summer Concert Series as one of their top four special events hosted by the Oak Brook Park District.



CUSTOMER SERVICE QUALITY

Overall, 76% of respondents were satisfied or very satisfied with staff customer service. Individual units received similar high marks considering lower participation due to the pandemic, such as Family Recreation Center front desk staff (64% and 27% “don’t use”), grounds crew and park staff (48% and 46% “don’t use”), custodial/maintenance staff (62%) and the group exercise instructors at the fitness center (29% and 65% “don’t use”). All programs saw rates of dissatisfaction that were under five percent. Exploring the challenges faced by reaching out to frequent users in these areas may be of value.

VIRTUAL SEASONAL BROCHURES



MARKETING

Determining the medium for marketing programs, services, and amenities can be difficult when considering the plethora of options available in the digital age. This can be particularly challenging for a public park and recreation agency with a limited budget and desire to provide the best services for their community's dollar. Due to the COVID-19 Pandemic, seasonal brochures were not mailed to residents during 2021. Instead, the Oak Brook Park District invited patrons to visit [www.obparks.org / program-guides](http://www.obparks.org/program-guides) to view the virtual brochures. The virtual brochures were updated and reposted to the website any time a new COVID-19 guideline affected park district programming. According to the survey, here are the top ways respondents indicated that they receive park district information:

- 57% seasonal brochure
- 48% Park District website
- 45% Park District email

Park and Amenity Usage

The Oak Brook Park District maintains seven park sites that offer a wide variety of competitive, active and passive recreation options. 178 of survey respondents use or visit the Oak Brook Park District parks every year!

Maintenance received high satisfaction rankings across the board for the upkeep, cleanliness, and service rendered at Oak Brook Park District parks and facilities. Overall, 83% of active users were satisfied or very satisfied with park, facility, and open space maintenance. Maintenance satisfaction was highest for outside appearance of buildings/facilities and open space upkeep.

- 87% of active users were satisfied or very satisfied with the outside appearance of buildings/facilities.
- 84% were satisfied/very satisfied with the inside cleanliness of buildings/facilities.
- 71% were satisfied/very satisfied with open space areas upkeep.



58% of respondents indicated being very satisfied or satisfied with the Park District parks and amenities overall.



Nearly 35% of those who use the parks visit them 11-25 times a year or more.



59% of respondents utilize the Oak Brook Park District parks.



Future Needs and Interest

The Oak Brook Park District offers a wide variety of programs and services to the community. It is not uncommon for survey responses to list trails and pathways as the number one desired amenity to develop, expand, and care for in the future. Respondents who had an opinion listed this as their second desire, with expanding indoor fitness & exercise facilities as number one.

Parks & Facilities

The respondents indicated their interest in the Park District developing or expanding three types of facilities to meet their future recreational needs and interests. This response was indicated by the respondent's level of willingness to direct more of the current budget to these areas.

1. Walking and biking path
2. Renovate or improve indoor pools
3. No change

Programs

When asked what programs they wanted the Park District to develop or expand, the most frequently requested options fell into three categories: fitness/wellness, group exercise, and special events.

1. Adult fitness/wellness
2. Adult group exercise
3. Senior fitness/wellness
4. Summer concerts



FINIS



Looking to the Future

We have heard you! Based on your valuable feedback, the Oak Brook Park District is exploring the following opportunities to improve your recreational experience:

- Implementing a membership promotion for members who were on-hold during the Pandemic
- Implementing Silver Sneakers and Renew Active programs in our fitness center
- Updating the website during the 2022/23 Fiscal Year
- Applying for grants that will fund bathrooms at the Central Park North Athletic Fields
- Adding additional Pickleball court time
- Resurfacing the outdoor tennis courts in spring 2022
- Seeking Group Exercise instructors for Pilates, Tai Chi, Zumba, Belly Dancing, and Spin
- The Family Aquatic Center HVAC Unit is included in the 2023 Capital Improvement Plan
- The 2022 Summer Concert Series will be free of charge
- Trying at least one new program each season to include youth, teens, 50+, and seniors

Suggestions

Did you know?

The Oak Brook Park District offers Special Events all year round!

Winter Lights at Central Park

Tackle the Tri

Aquatic Egg Hunt

Pink 5k

Cori's Tri

Walk in the Park Wine Tour

Summer Concert Series

Summer Movie in the Park Series

Autumn Fest

Trick-or-Treat Trail

Pumpkin Swim

Member Appreciation

Turkey Dri Tri

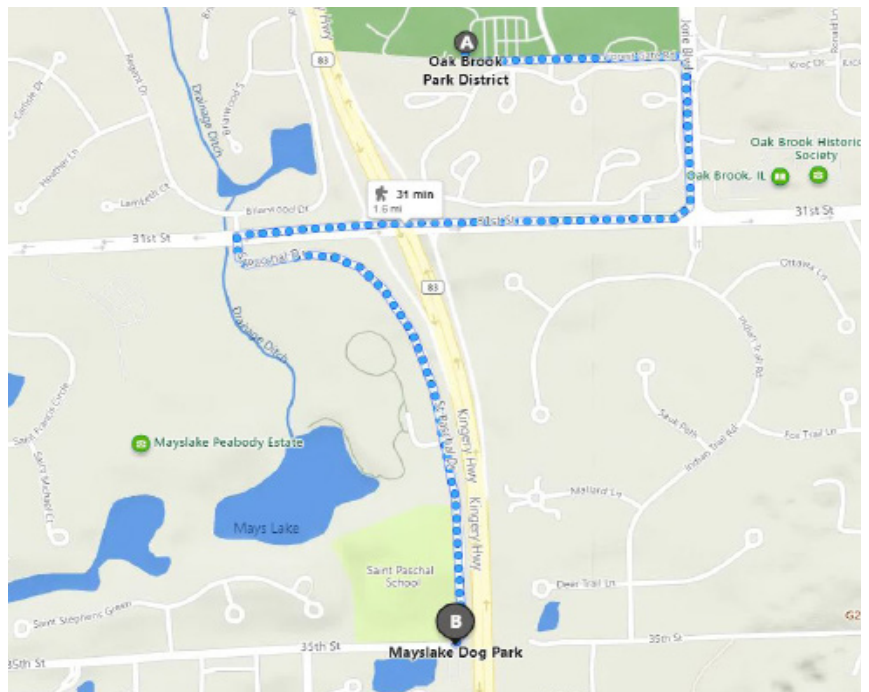
Holiday Express

VISIT WWW.OBPARKS.ORG/SPECIAL-EVENTS FOR A FULL LIST!

Are you looking for a Dog Park?

Visit Mayslake Dog Park, just 1.6 miles from the Oak Brook Park District!

Mayslake Dog Park: Saint Paschal Drive, Oak Brook IL 60523



Thank you!

The Oak Brook Park District would like to thank all the residents, members, and users of the Park District that responded to the survey and provided their feedback.

This information is very useful as the Oak Brook Park District develops the initiatives and plans to meet the recreational needs and interests of our community!





HAPPY | FIT | ACTIVE