



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 Oak Brook 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 December 2021. 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 residents and users of park district services provided their feedback on their levels of satisfaction with staff, facilities, parks, programs, and overall offerings, as well as feedback regarding 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-10 pandemic. When coupled with the strategic plan, this updated knowledge 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 three sections for the report: 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 OBPD develops the initiatives and plans to meet the recreational needs and interests of their residents!



About Us



The Oak Brook Park District was incorporated in 1962. The Village of Oak Brook population was 8,163 as of 2020. Oak Brook is also home to a number of corporations and businesses whose employees use the park district's services.

Mission

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

Key Statistics

Number of Full-time Staff: 37

Number of Seasonal/Part-time Staff: 193

Number of Park Sites: 7

Grants Received 2016-2021: \$1,222,449

Number of Acres: 173.5

Natural Area Acres: 40

OBPD Facilities

Family Recreation Center

Fitness Center

Family Aquatic Center

Tennis Center

Central Park & the North Athletic Fields

Central Park West

Chillem Park

Forest Glen Park

Saddle Brook Park

Dean Nature Sanctuary

Splash Island

Evergreen Bank Group Athletic Field

OBPD Awards and Recognition

2014 National Recreation & Park Association Gold Medal Finalist

2015 National Gold Medal Award in Parks and Recreation

2015 National Recreation & Park Association Grand Plaque Gold Medal Award

2016 USTA Facility Award Winner

2016 "Accreditation Award" from the Park District Risk Management Association ("PDRMA")

2016 Illinois Distinguished Agency Accreditation

2017 CAPRA Accreditation

2018 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 IAPD/IPRA Champions for Change Award



Key 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.



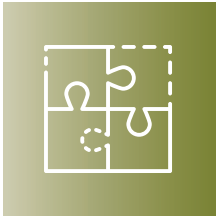
OBPD Satisfaction

- 81% of active users were very satisfied or satisfied overall with the Oak Brook Park District.
- 56% of active users were very satisfied or satisfied with the Central Park Walking Trails.
- 83% of active users were very satisfied or satisfied with overall with park, facility, and open space maintenance.



Current Participation Patterns

- 48% of active users have visited the OBPD facilities more than 25 times in the last year!
- About 23% of active users have participated in an OBPD 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 OBPD 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 OBPD

- 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 OBPD 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 OBPD is a good value for their money.
- 93% of respondents with an opinion believed the OBPD facilities are conveniently located.
- Respondents showed mixed feelings about selling naming rights to businesses aligned with the OBPD 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 District is known for quality (tennis, fitness, etc.) and innovative (fluid running) programming. Approximately 50% of survey respondents participated in OBPD 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 second 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 satisfaction with the Park District programs.

The Winter Lights at Central Park appeared to be the most popular special event hosted by the OBPD (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 OBPD.



CUSTOMER SERVICE QUALITY

Overall, the satisfied or very satisfied rating for staff customer service was 76%. 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 5%. Exploring the challenges faced by reaching out to frequent users in these areas may be of value.

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 resident's dollar. Due to the COVID-19 Pandemic, seasonal brochures were not mailed to residents during 2021. Instead, the OBPD invited patrons to visit 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. Most survey respondents use or visit the Oak Brook Park District parks each year.

Maintenance received high satisfaction rankings across the board for the upkeep, cleanliness and service rendered at OBPD 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.
- All of these areas also had very low percentages of dissatisfied/very dissatisfied users (Under 3% respectively).





59% of respondents
utilize the OBPD parks.



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



58% of respondents
indicated being very
satisfied or satisfied with
the Park District parks and
amenities overall (30%
indicated they do not use).

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. Respondents who had an opinion listed this as their second desire, with expanding indoor fitness & exercise facilities as number one. Several other suggestions may be considered for the agency's programs and facilities that could meet residents' recreational interests and needs in the future.

Facilities

The respondents indicated their interest for 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





