

COMMUNITY SURVEY FOR THE WHEELING PARK DISTRICT

aQity Research & Insights
Evanston, IL
February 2, 2016 Presentation

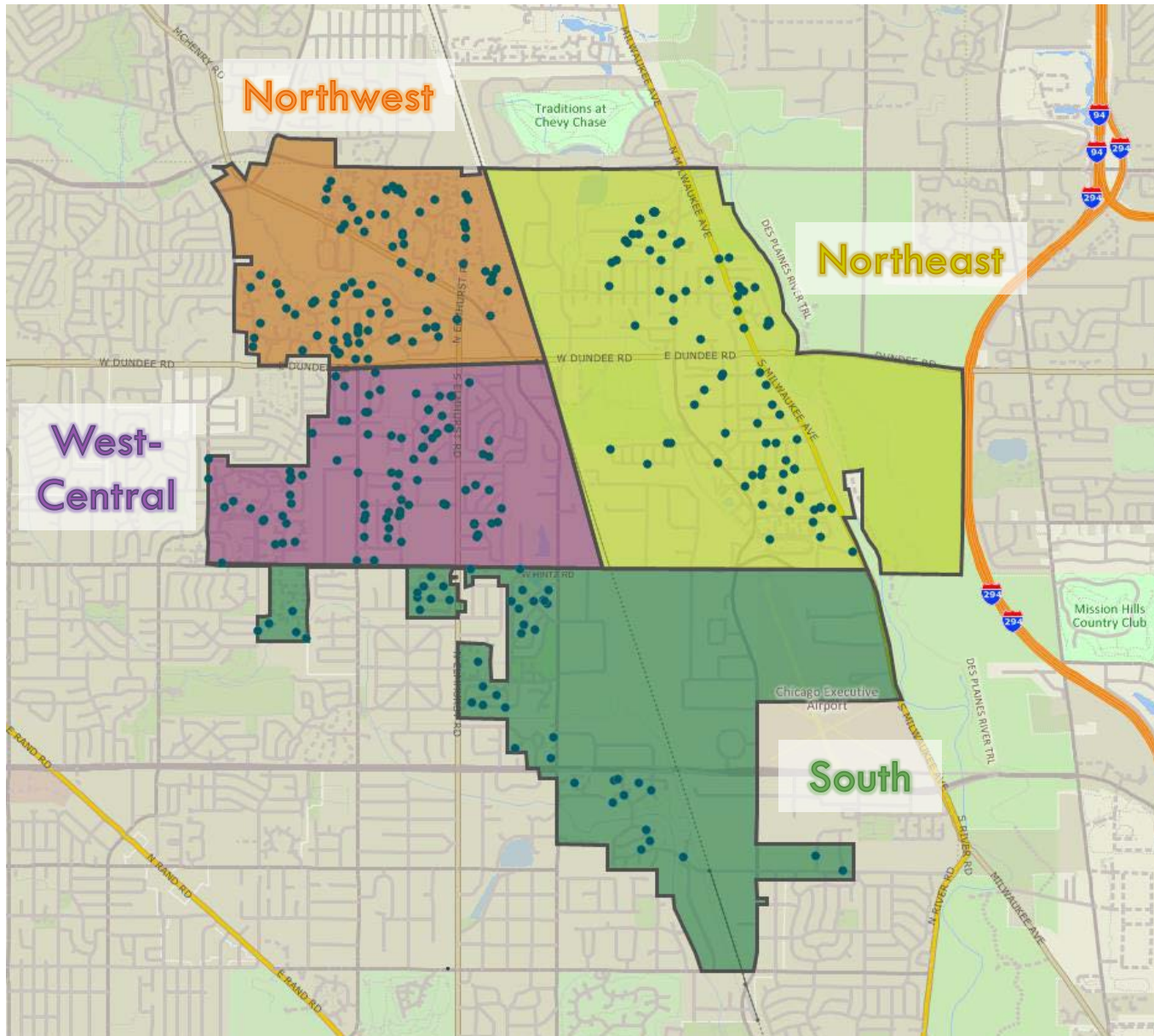
- Results based on phone and online surveys of 306 Wheeling residents.
 - Two waves of postcards to all Wheeling households with invitations to online surveys, followed by phone outreach to non-respondents.
 - Phone and online surveys available in English and Spanish.
 - n=227 completed online; n=79 by phone.

- Survey was conducted “blind” – WPD not identified as survey sponsor.
 - Avoids self-selection bias;
 - Ensures more frank and objective feedback on the WPD.

- Data collection period: November 9th - December 6th, 2015.

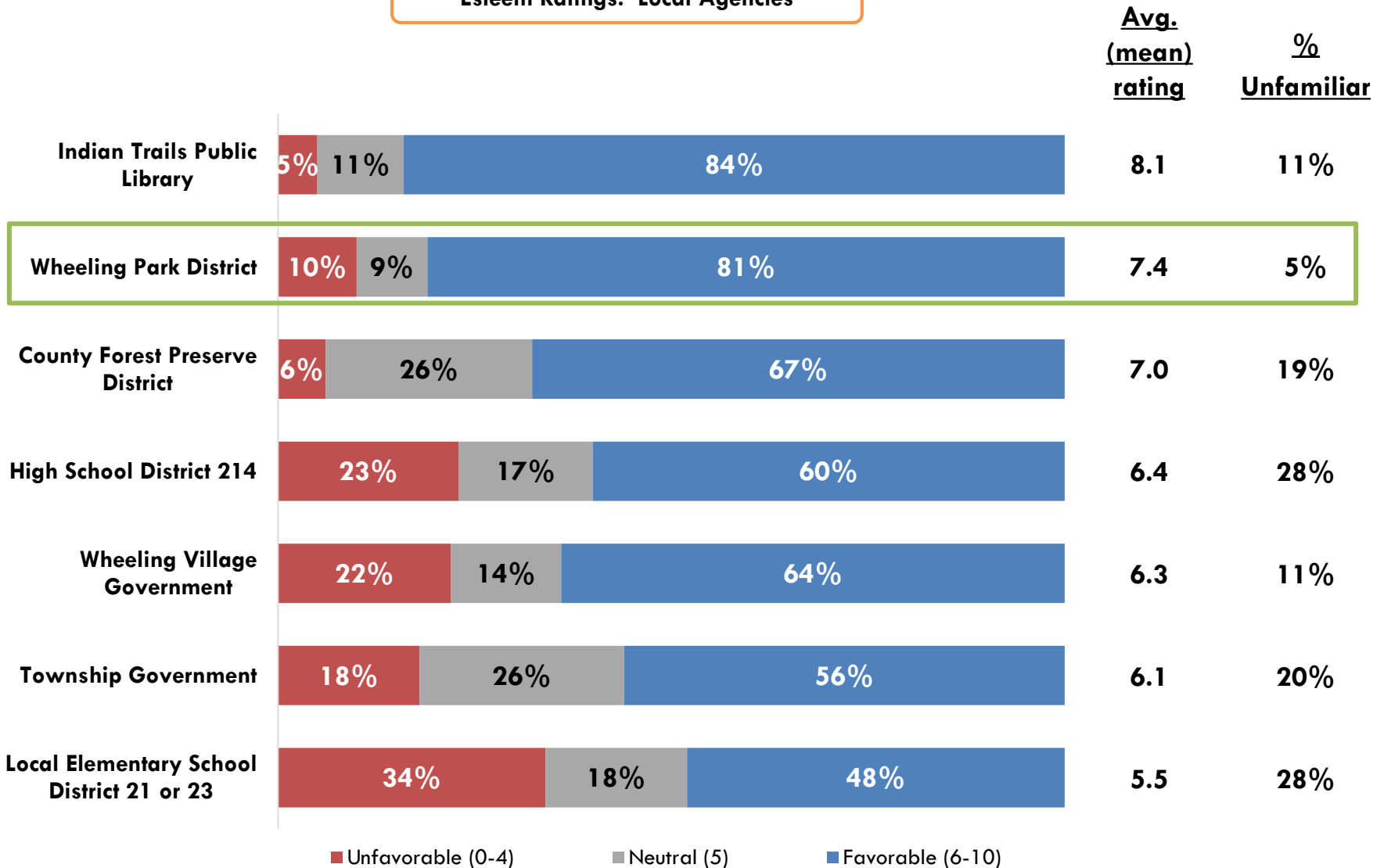
- Sample weighted to Census (gender, age, children in HH, ethnicity).

- Maximum margin of error is +/- 5.6% (at 95% confidence level).



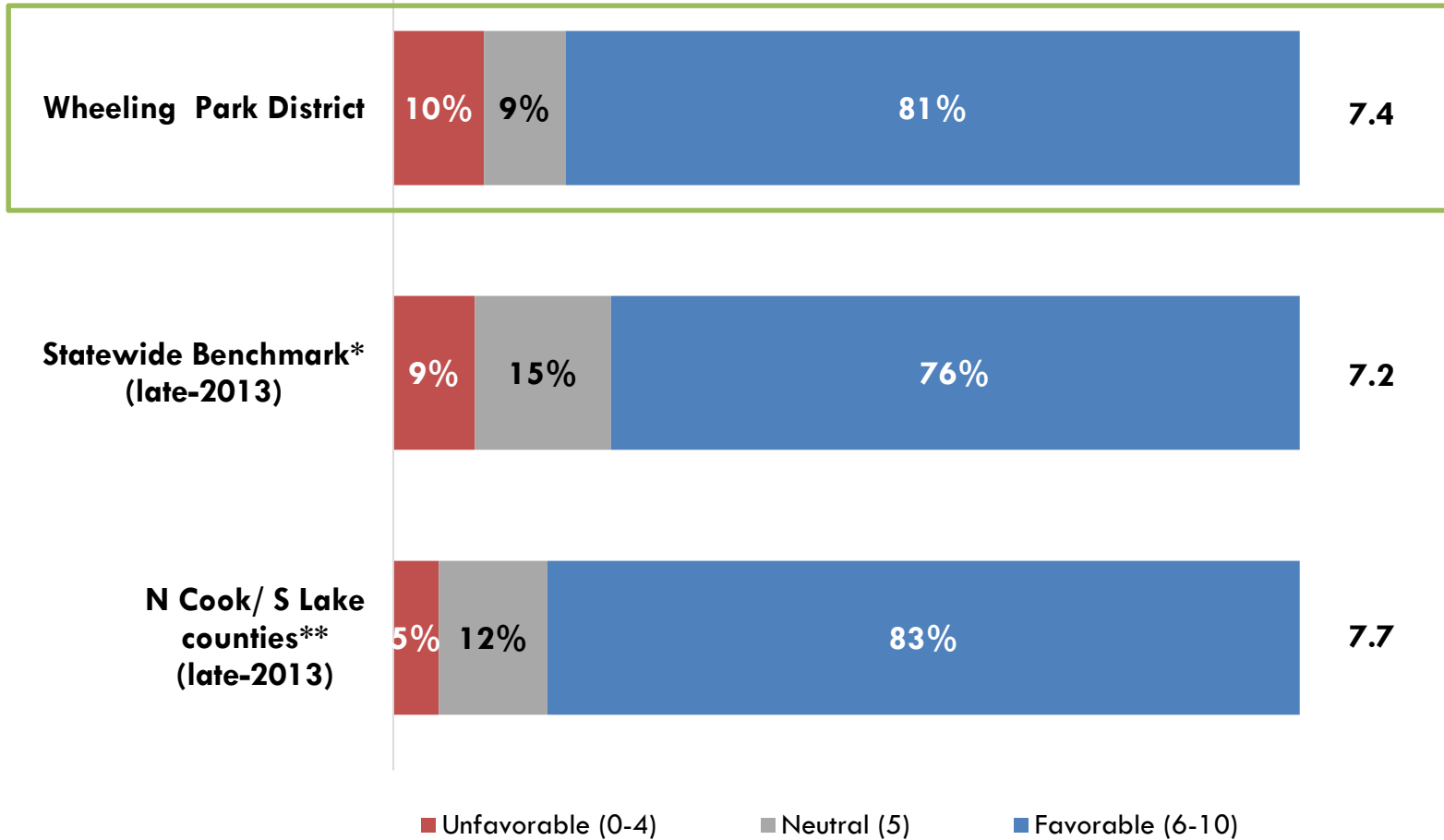
Key Findings: Wheeling Park District Held in Very High Esteem

Esteem Ratings: Local Agencies

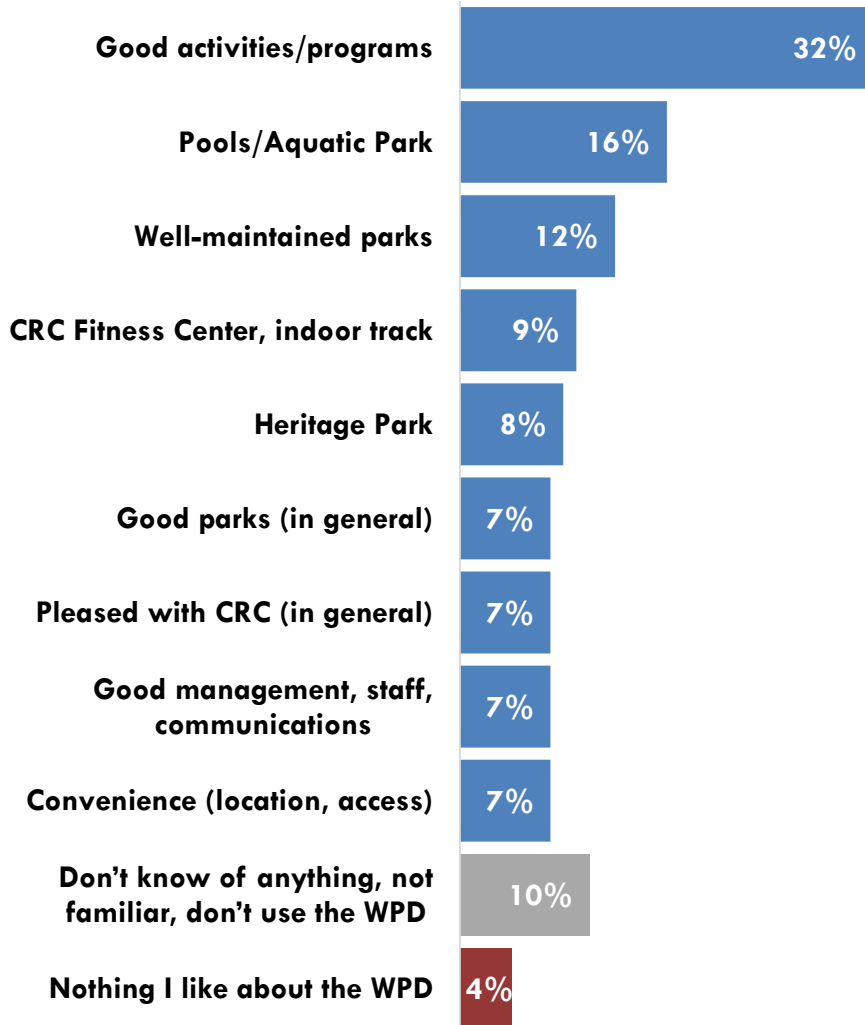


Esteem Ratings: WPD And Other Park District Benchmarks

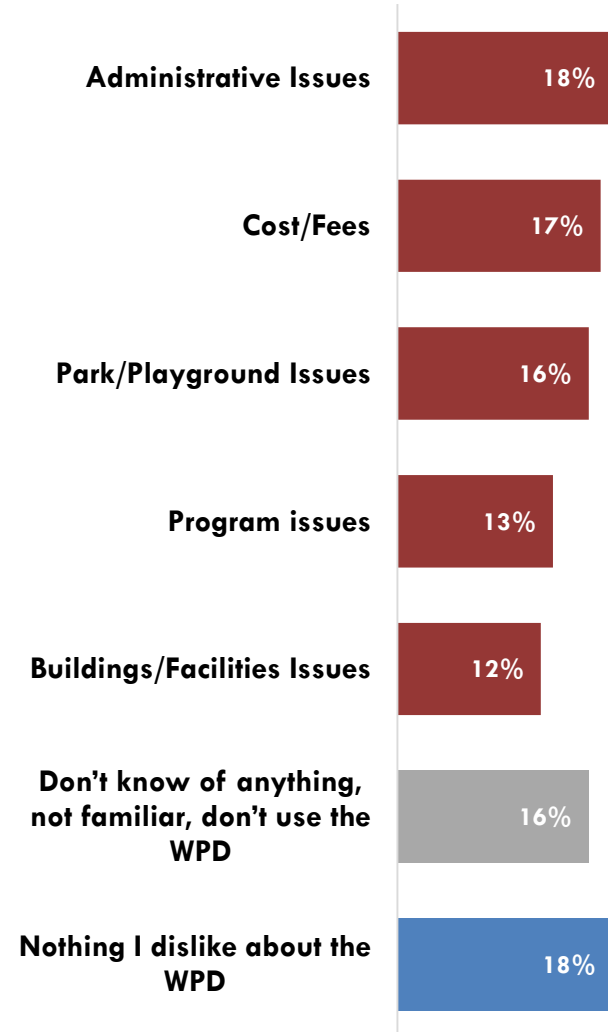
**Avg.
(mean)
Rating**



Top Likes/Strengths of WPD



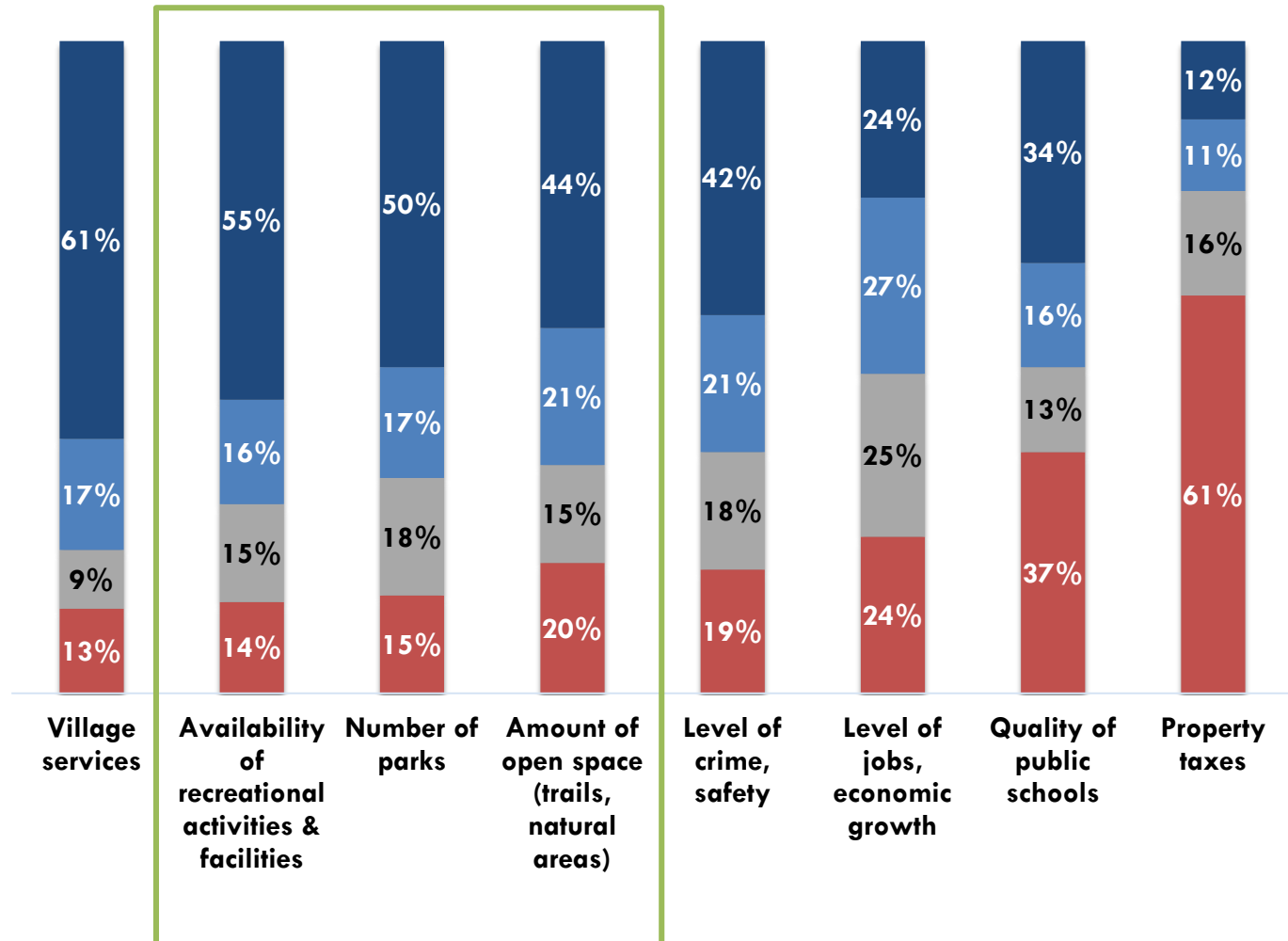
Top Dislikes/Improvement Opportunities of WPD



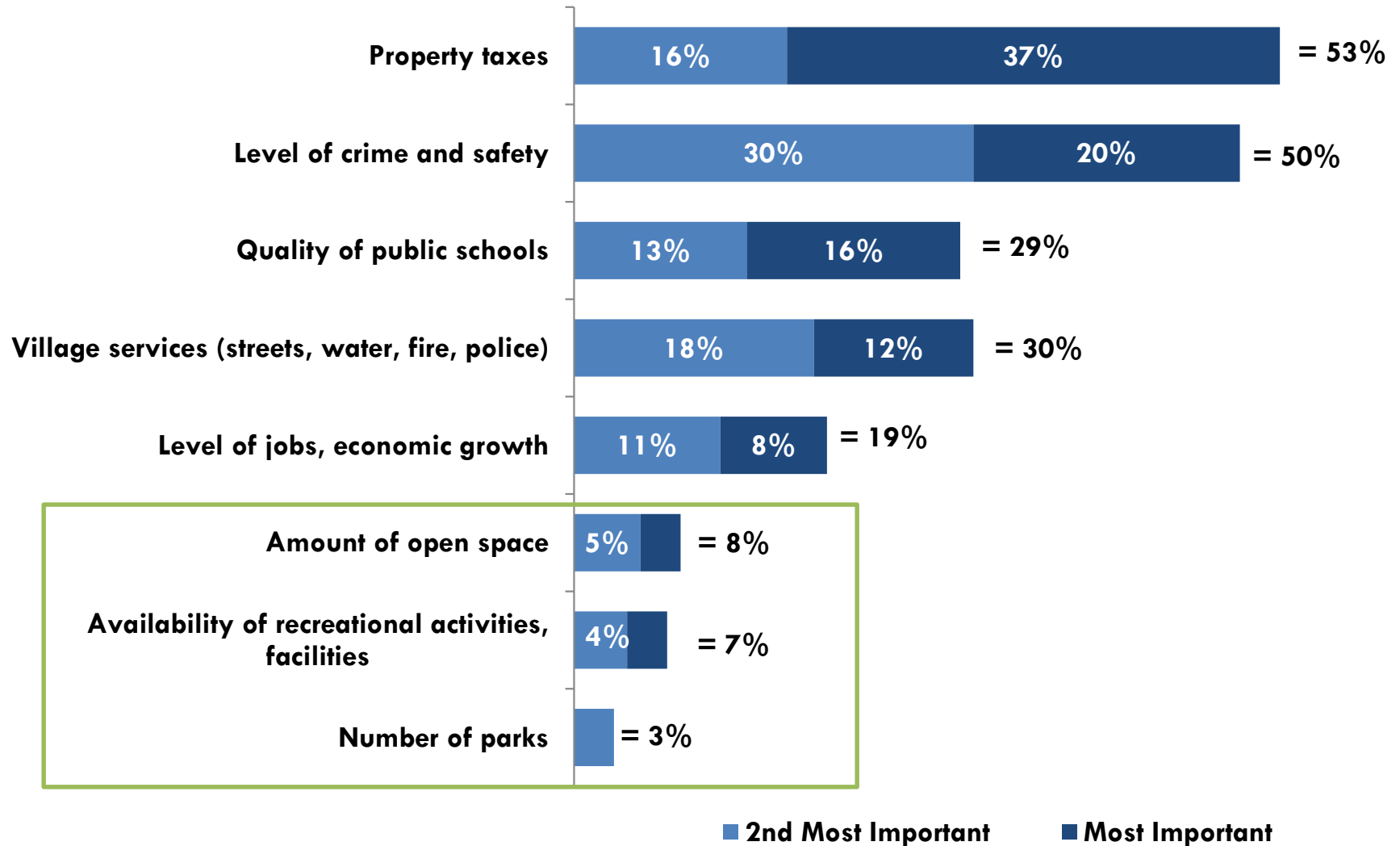
Key Findings: Parks/Recreation/Space Are Assets; Taxes/Schools are Concerns

Satisfaction with Local Issues (0-10 Scale)

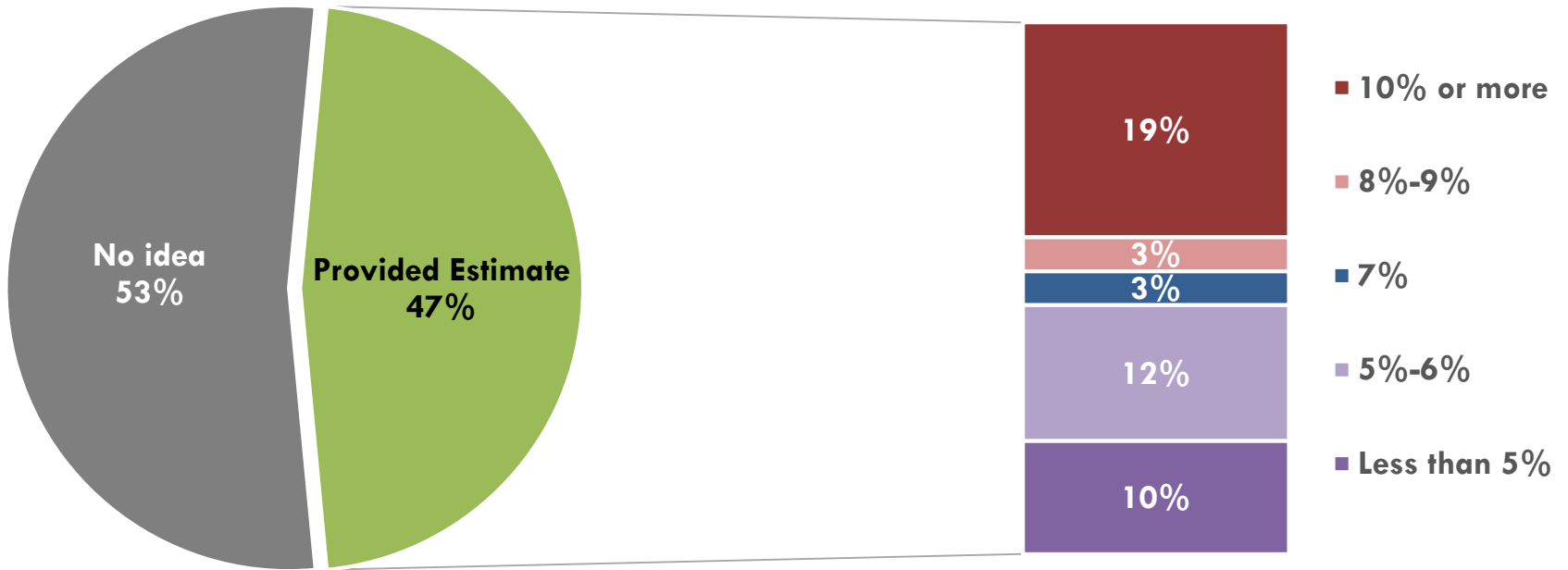
- Very Satisfied (8-10)
- Somewhat Satisfied (6-7)
- Neutral (5)
- Not Satisfied (0-4)



Most Important Local Issues: Top Two Responses



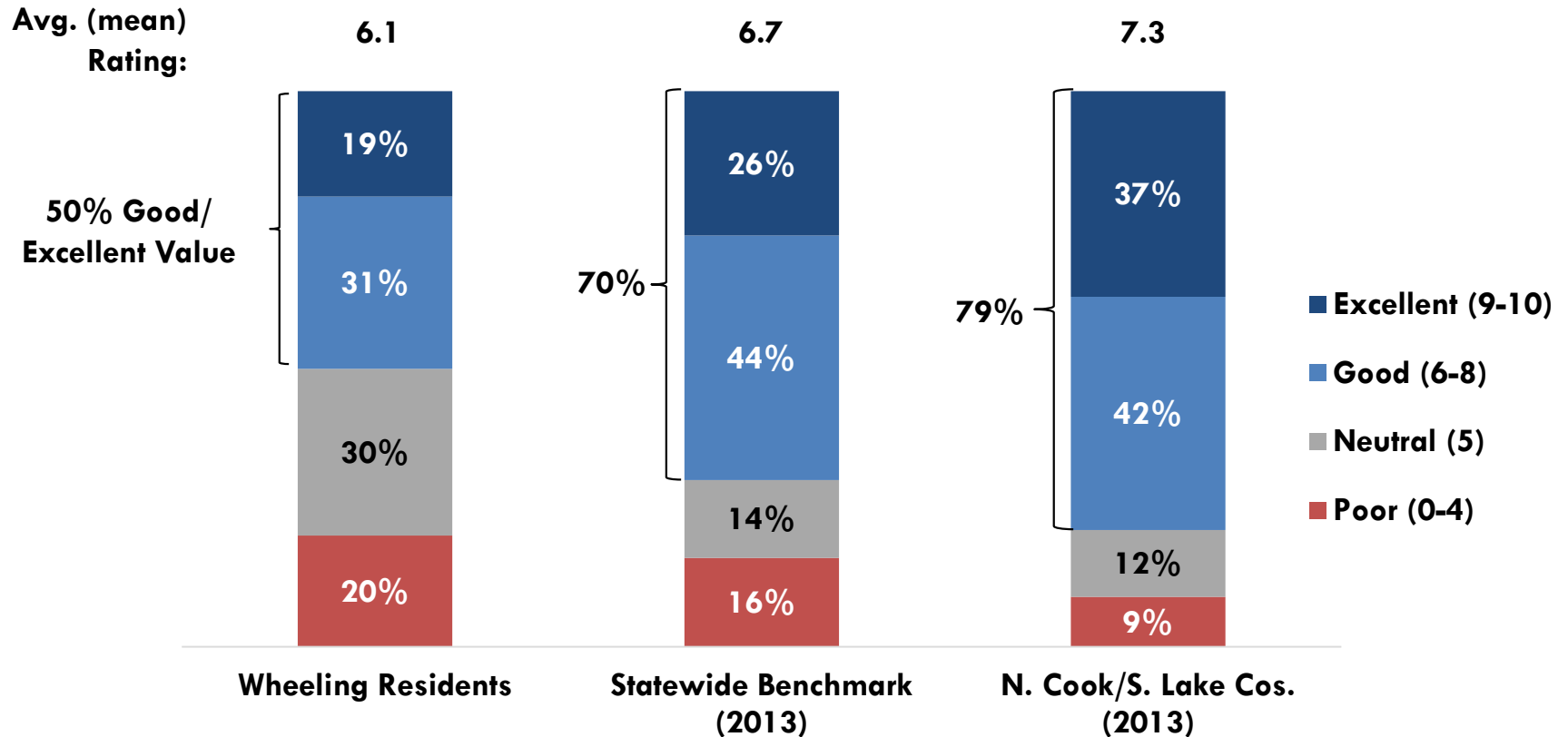
Estimated Percent of Property Taxes Going to the WPD



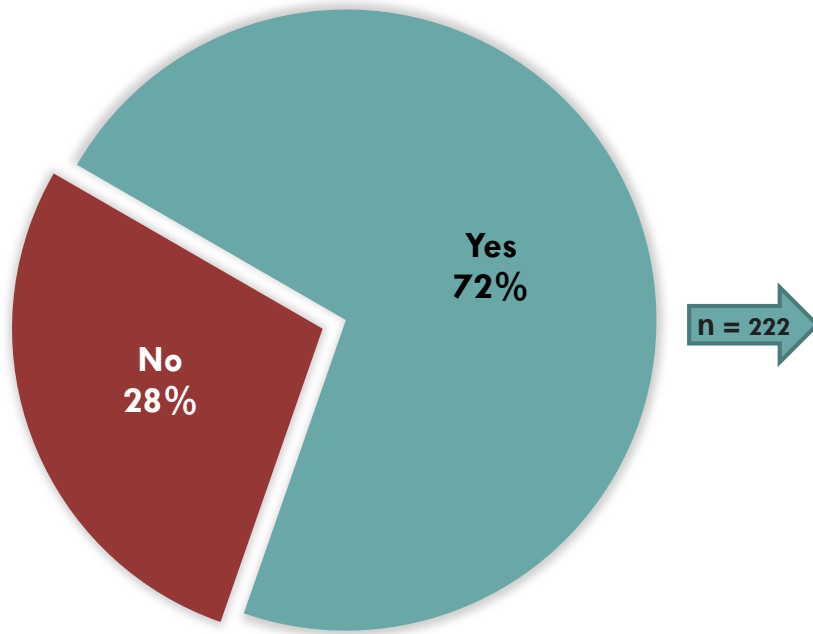
Average Estimate: 10.0% of Property Taxes Go to WPD

Key Findings: Perceived Value of Property Tax Dollars to WPD

Q8. For households in the Wheeling Park District, about 7% of property taxes goes to the Wheeling Park District. Thinking about the services, facilities, and programs that the Wheeling Park District provides and the amount of your property taxes that go to the Park District, how would you rate the overall **value** of your property taxes that go to the Park District?



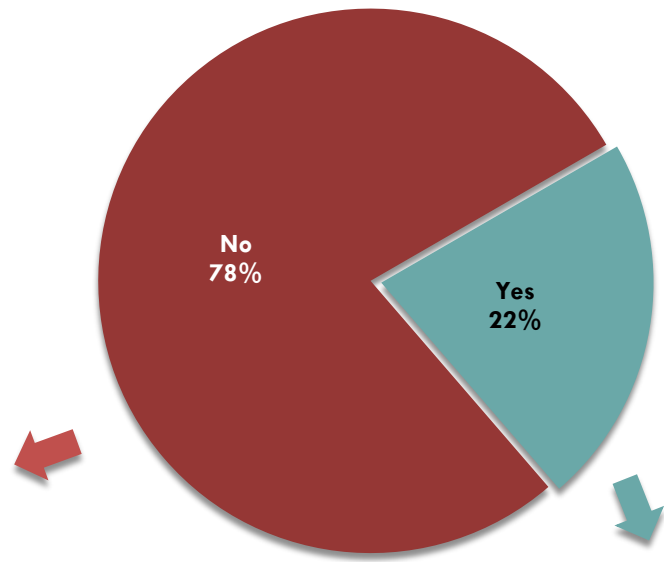
Visited/Used Wheeling Park District Facility or Park in Past Year?



WPD Parks/Facilities Used or Visited in Past Year	% Reporting (n=222)	% All Respondents (n=306)
Community Recreation Center	77%	56%
Heritage Park	48%	32%
Chevy Chase Country Club	30%	22%
Outdoor Aquatic Center	29%	19%
Husky Park	20%	13%
Horizon Park	17%	11%
Childerly Park	16%	11%
Pleasant Run Park	8%	5%
Chamber Park	7%	5%
Northside Park	6%	4%
Malibu Park	4%	3%
Denoyer Park	3%	2%
Meadowbrook Park	3%	2%
Other/Not sure of name	3%	2%



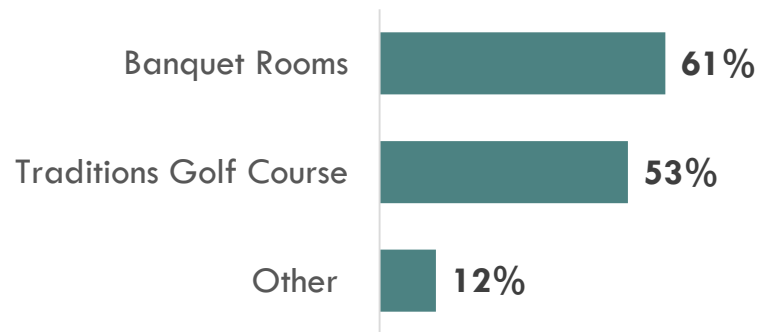
Visited/Used Chevy Chase Country Club in Past Year?



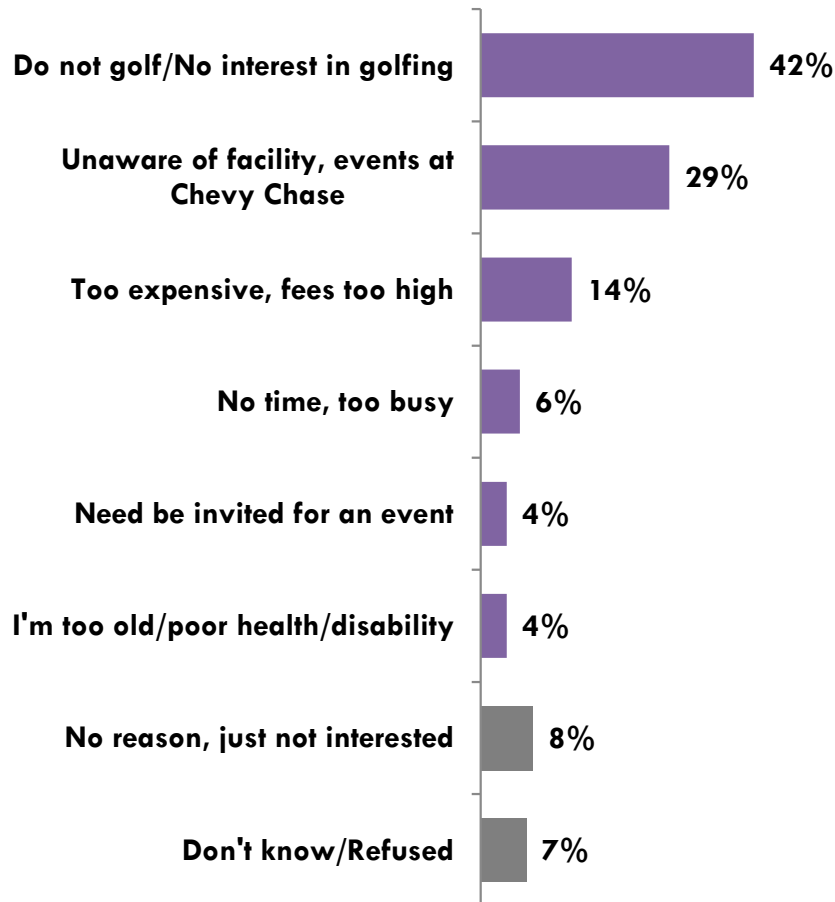
Aware That Chevy Chase is Public Facility Owned by WPD?



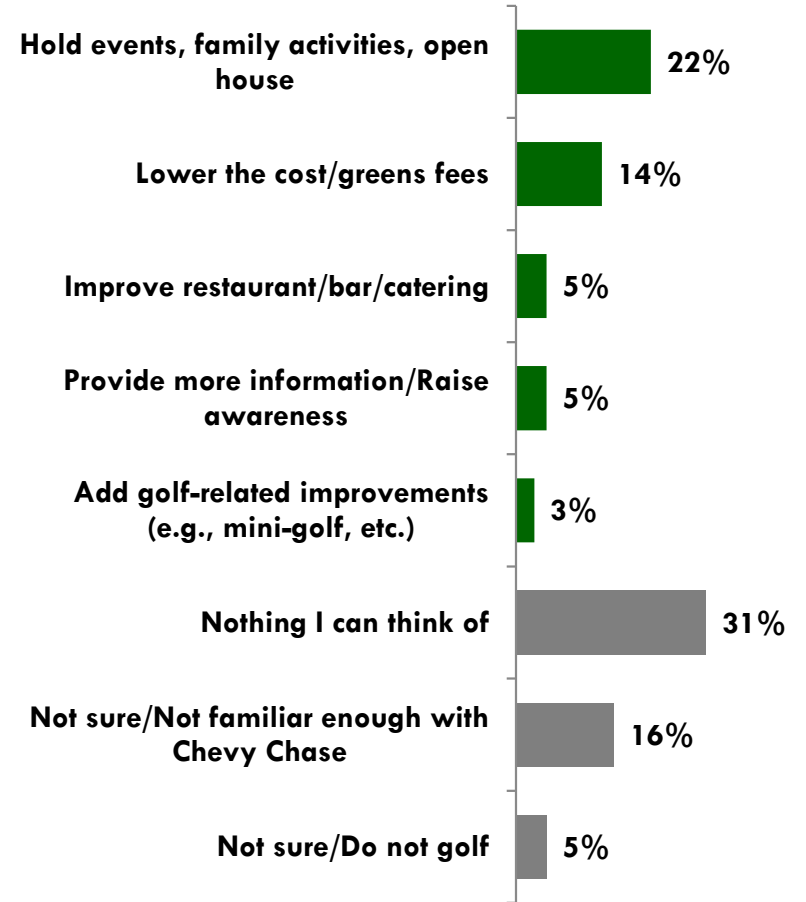
Which Amenities/Facilities?



Reasons Why Household Has Not Used/Visited Chevy Chase Country Club for Golf/Events

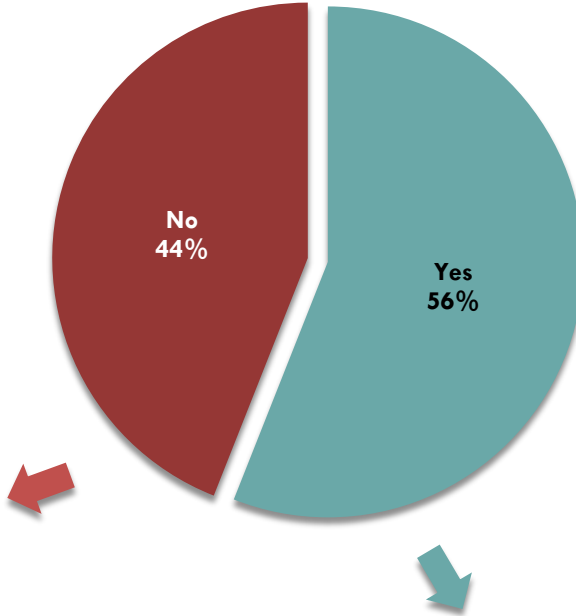


Activities/Facilities/Amenities To Increase Likelihood of Using Chevy Chase Country Club

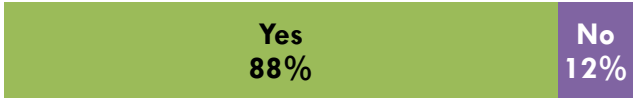




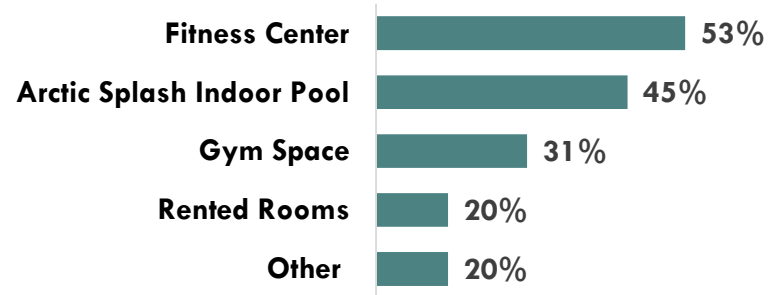
Visited/Used CRC in Past Year?



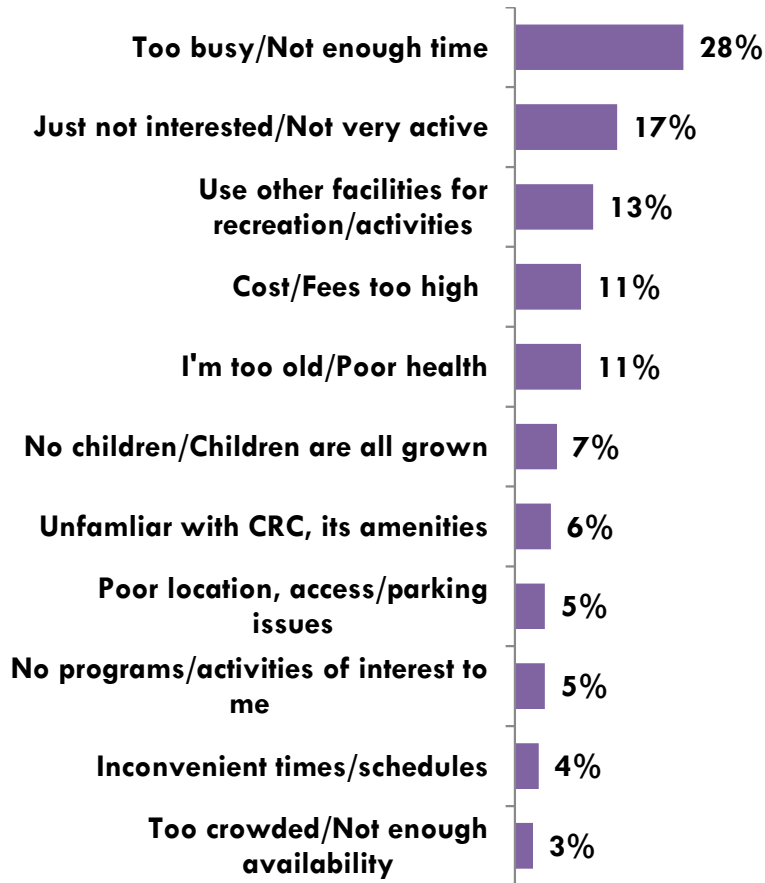
Aware of CRC Location Behind Village Hall on Dundee Road?



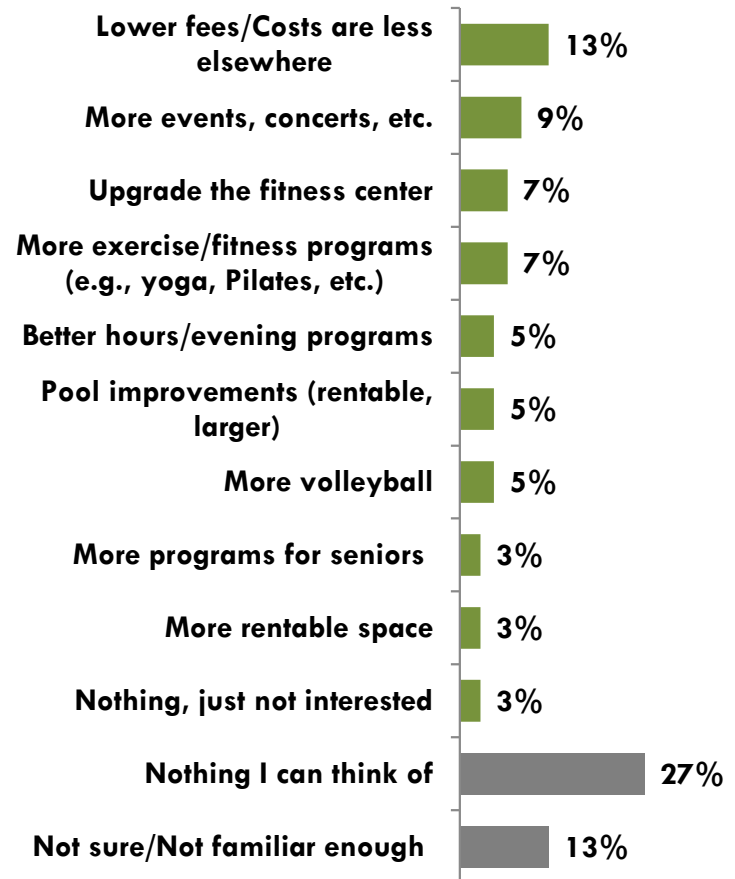
Which Amenities/Facilities?



Reasons Why Household Has Not Used/Visited CRC

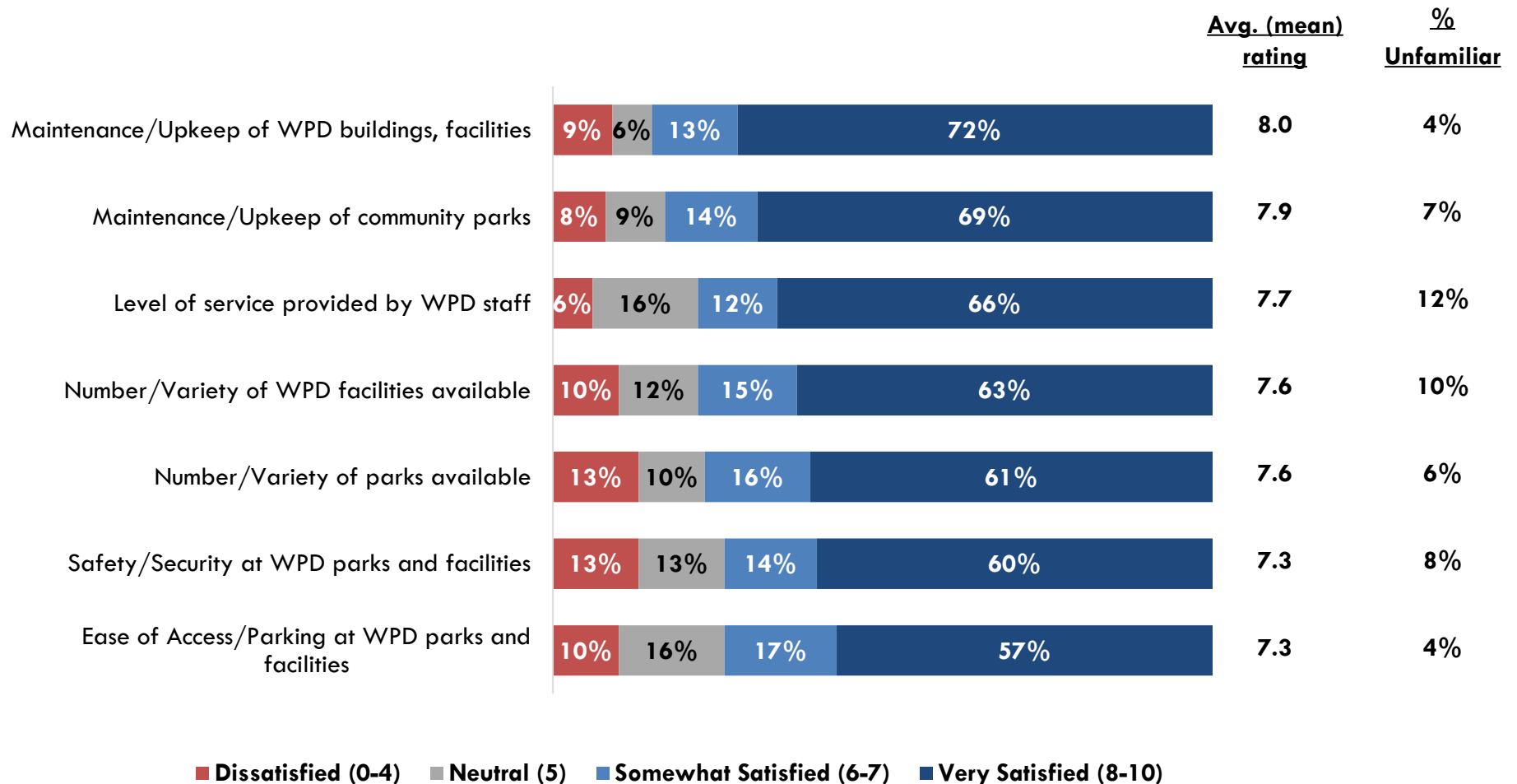


Ways To Increase Likelihood of Using CRC



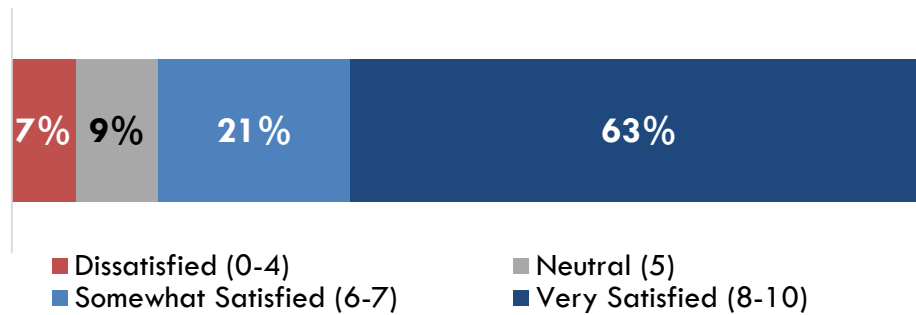
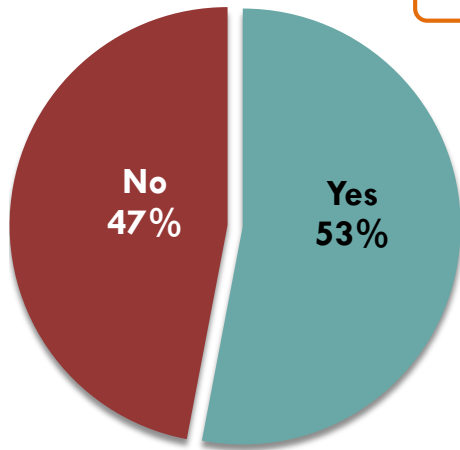
WPD Park/Facility Users Are Very Satisfied With Their Experiences

Overall Satisfaction with WPD Attributes



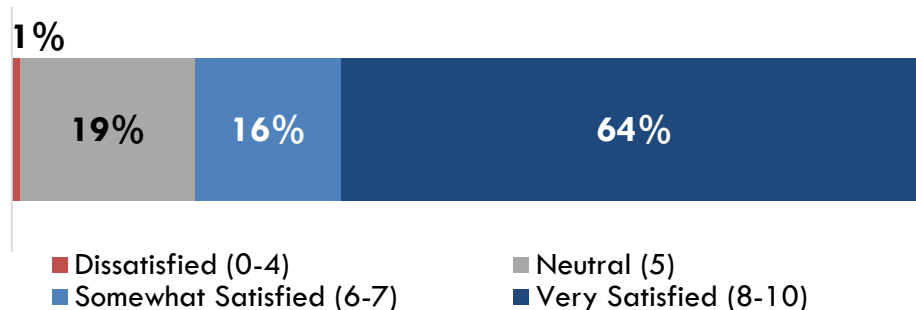
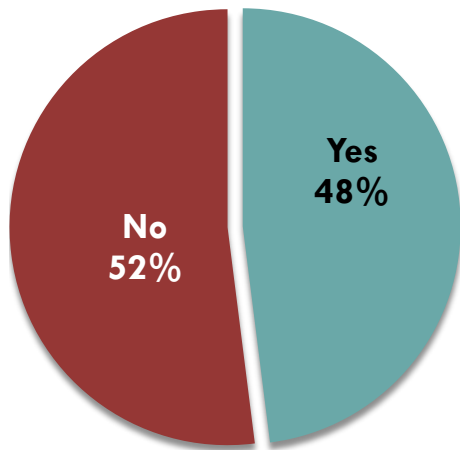
Resident Awareness and Appreciation of Recent Park Improvements

Awareness of / Satisfaction with Local Park Improvements In Your Neighborhood



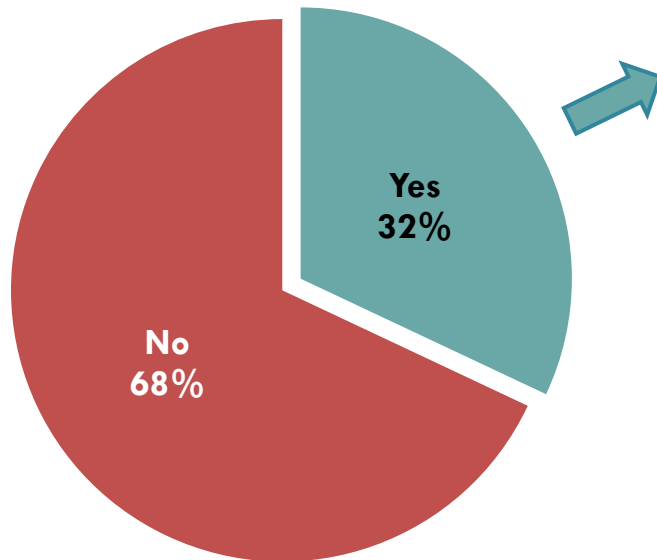
**Avg. (mean)
rating**
7.7

Awareness of / Satisfaction with Park Improvements Throughout Wheeling



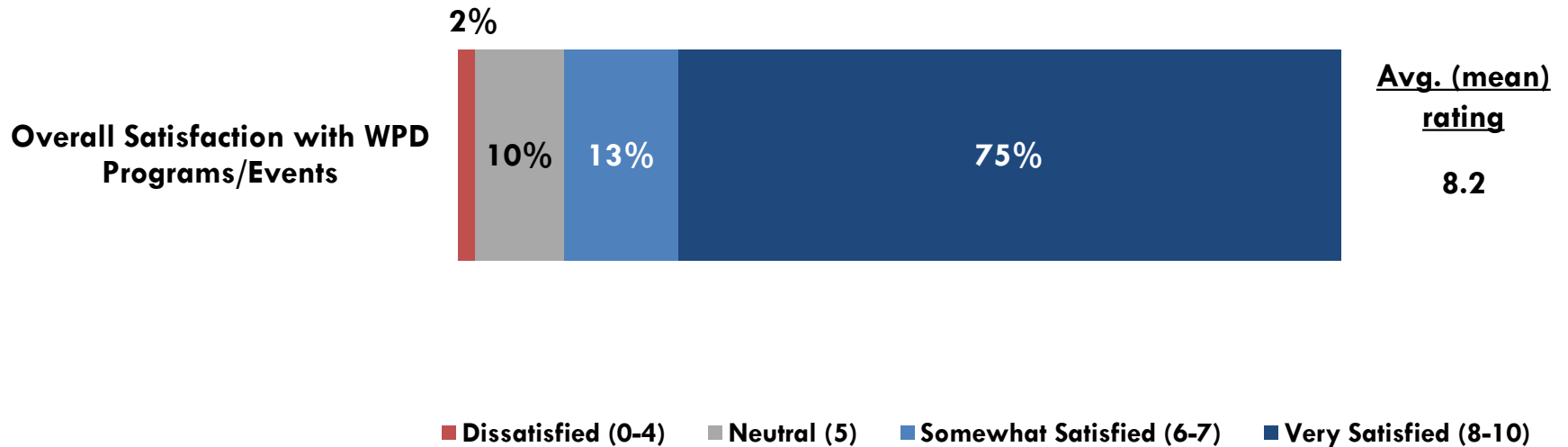
**Avg. (mean)
rating**
7.9

**Participated in WPD Program/Event
in Past Year?**

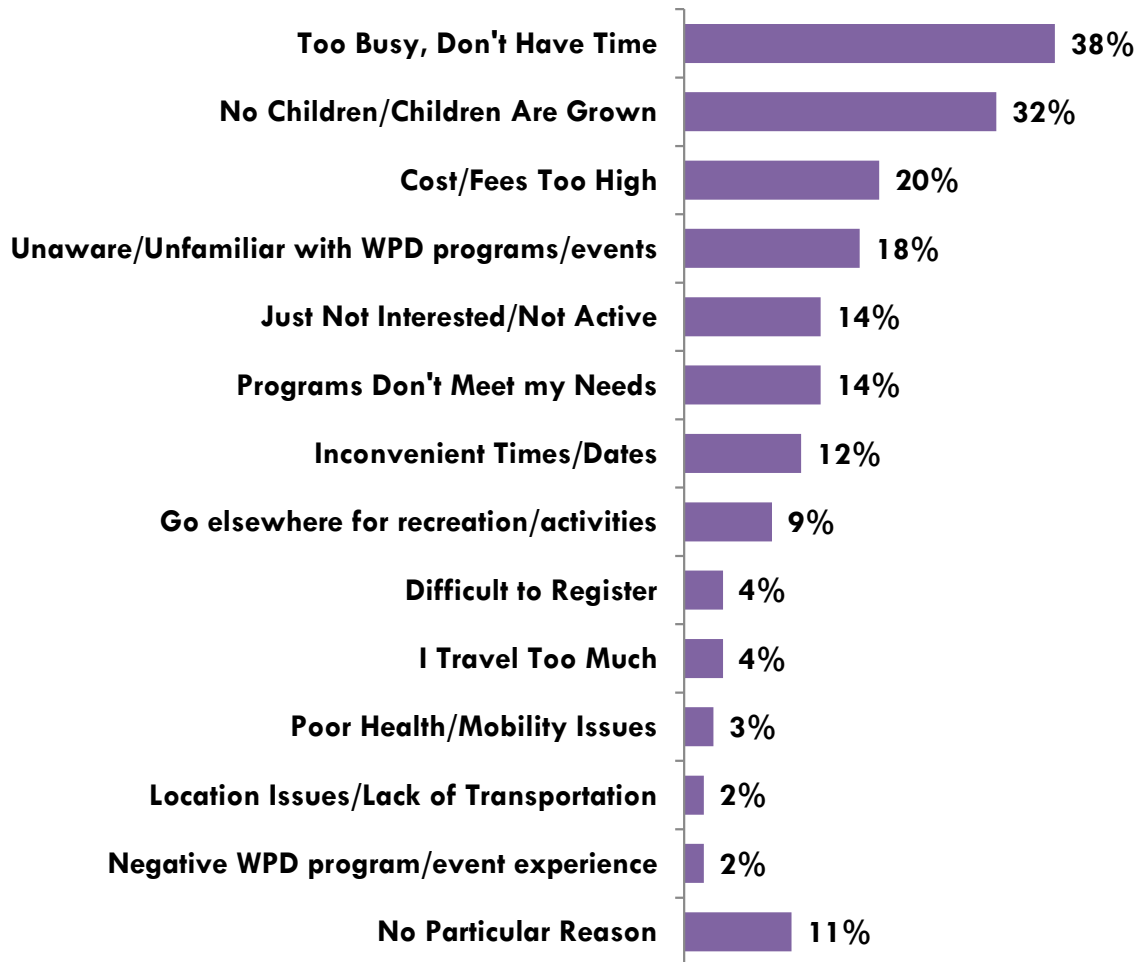


Program/Event	% Reporting (base n=98)
Events, such as:	62%
Special Events (Fallapalooza, Boonanza, Incredible Egg Scramble, Winter Festival, Thanksgiving Feast, etc.)	42%
Outdoor concert series	23%
Outdoor Movies in the Park	16%
Chevy Chase 5K Run	3%
Youth Programs, such as:	53%
Swimming/Aquatics	39%
Youth sports clinics, lessons, etc.	14%
Before-/After-school programs	13%
Tennis	7%
Youth team sports, leagues	6%
Ice skating	5%
Performing Arts programs	5%
Cultural Arts	4%
Preschool programs	2%
Golf	1%
Adult Programs, such as:	54%
Fitness programs	34%
Swimming/aquatics	23%
Golf	8%
Adult general interest programs/classes	5%
Adult team sports or leagues	4%
Tennis	1%
Cultural arts	1%

Overall Satisfaction with WPD Programs/Events



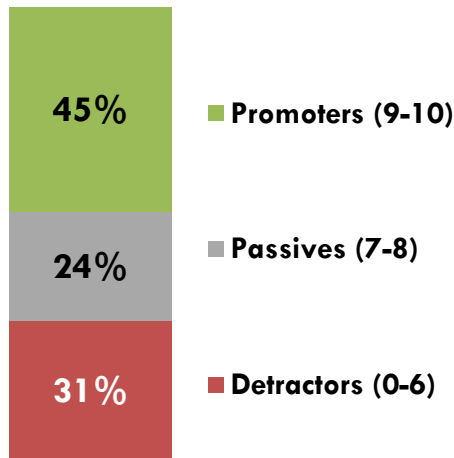
Reasons Why Household Has Not Participated In/Attended WPD Program or Event in Past Year



Net Promoter Scores (NPS) For WPD Parks/Facilities and Events/Programs

For WPD Parks/Facilities
(among recent users)

NPS* = +14

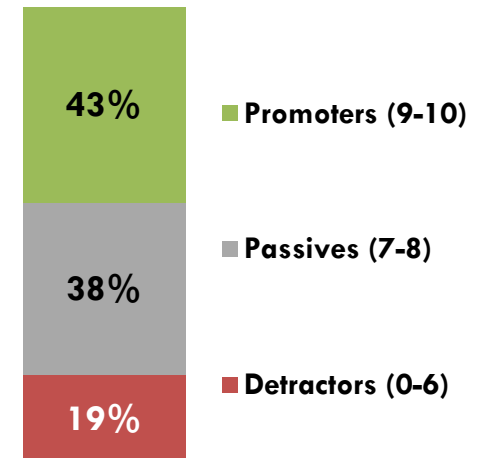


Likelihood to Recommend
WPD Parks/Facilities

Average Rating = 7.4

For WPD Programs/Events
(among recent participants)

NPS* = +24



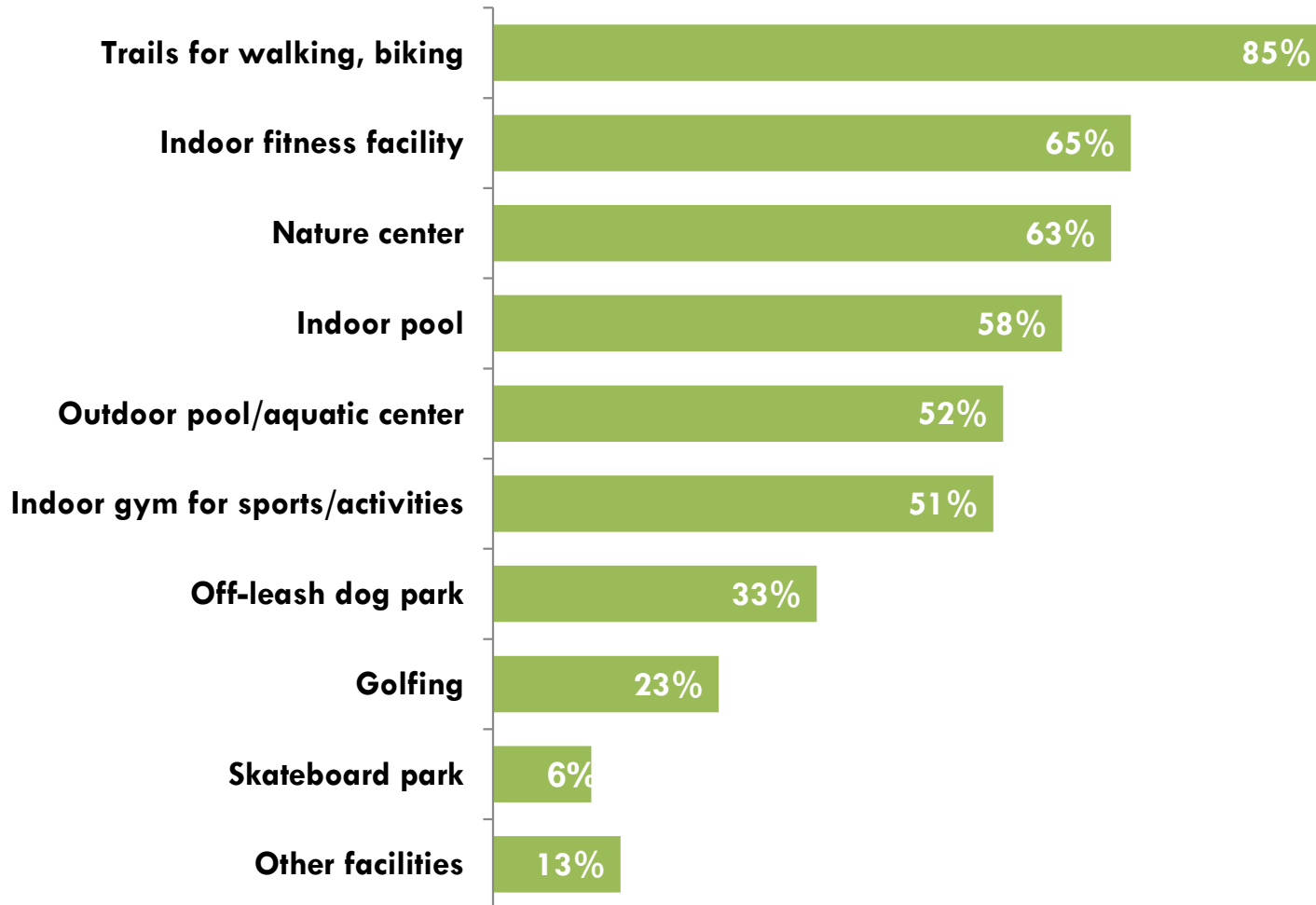
Likelihood to Recommend
WPD Programs/Events

Average Rating = 8.1

Q. (IF RECENT WPD USER/PARTICIPANT): On a zero through ten scale, how likely are you to recommend Wheeling Park District to friends and neighbors? Zero means not at all likely and ten means extremely likely.

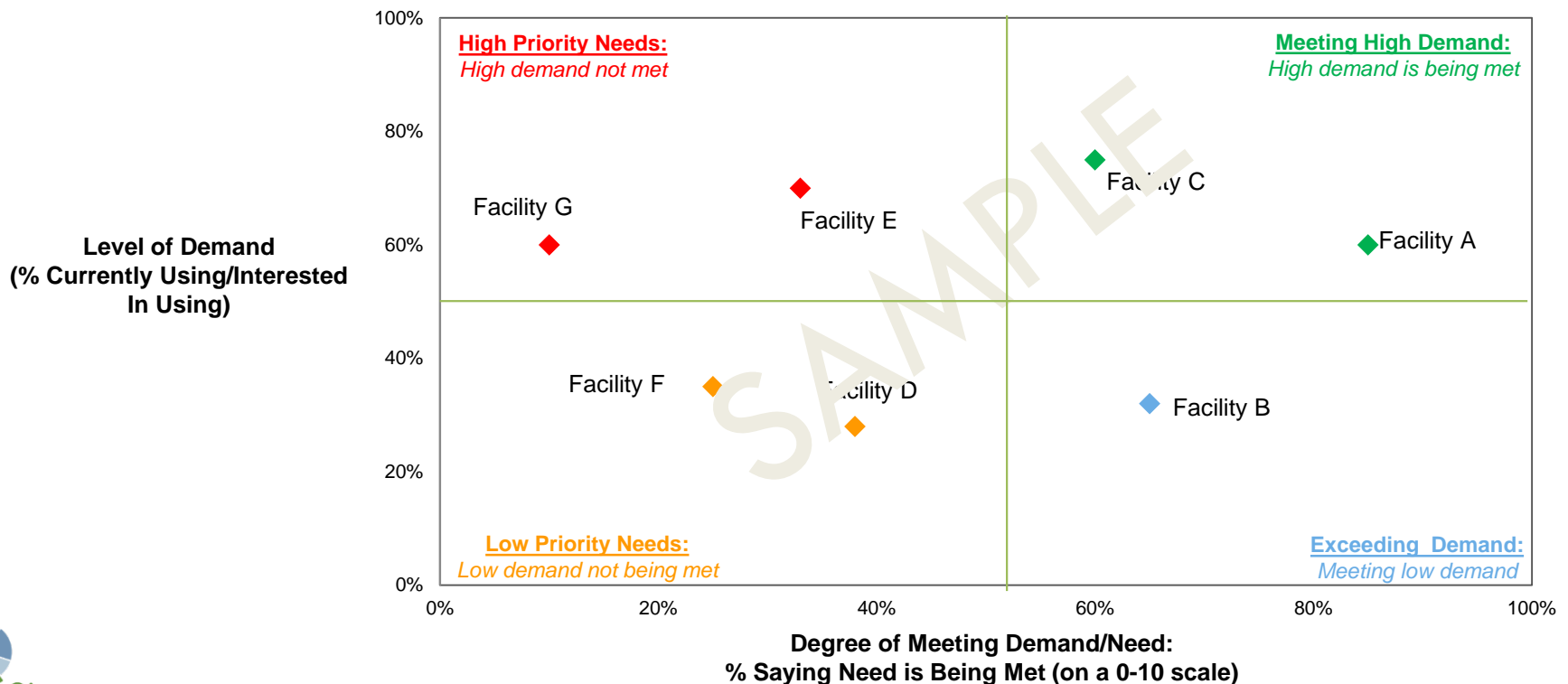
* Net Promoter Score (NPS) = % Promoters - % Detractors

Current Usage/Need for Recreational Facilities (% Yes)

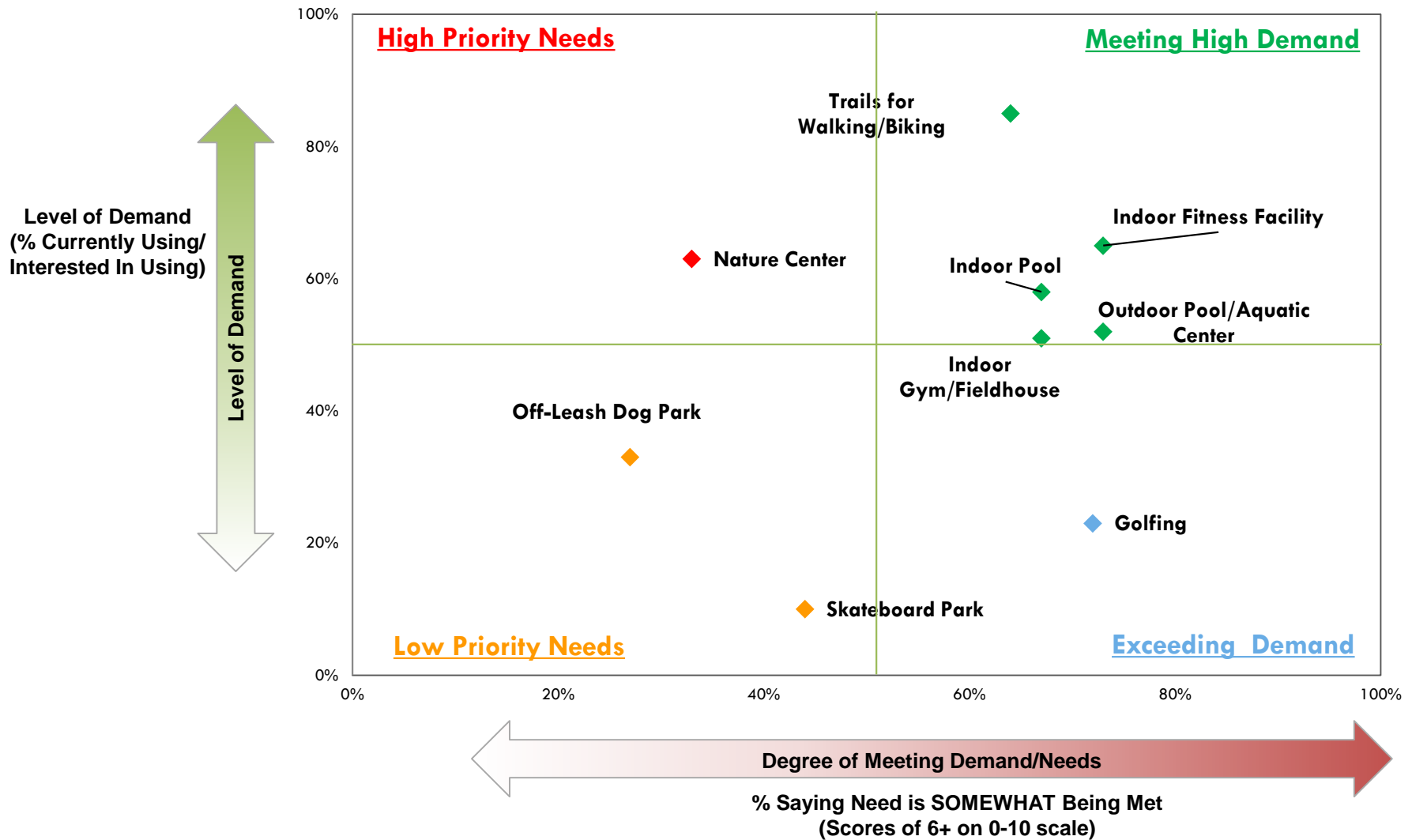


Quadrant Analysis: Determining Opportunities and Unmet Demand

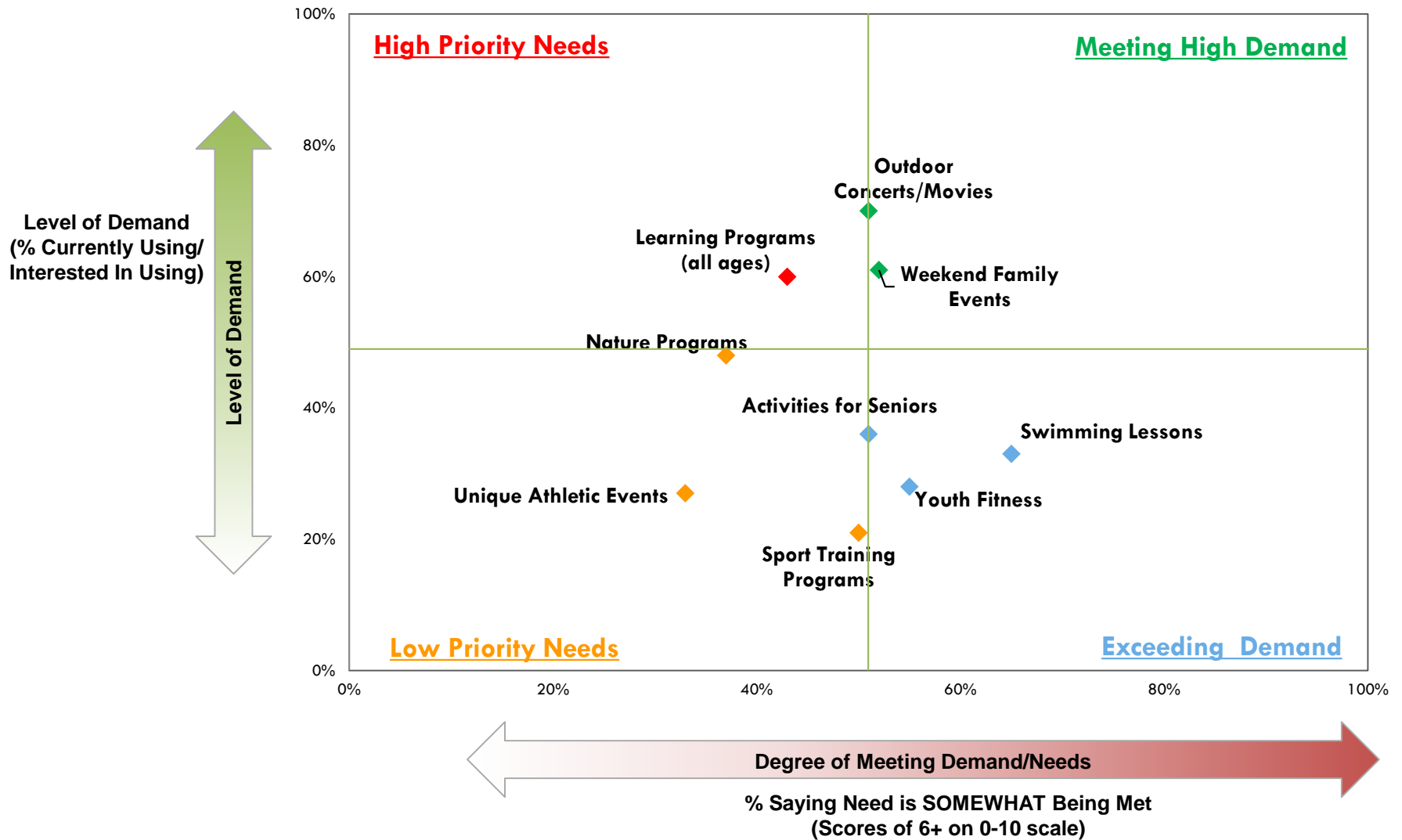
- Respondents expressing interest/need/usage of each facility also rated how well those needs are currently being met (0-10 scale)
- The results are reported using scatter plots:
 - Vertical Axes: Overall demand for each facility (based on % who indicate usage or interest).
 - Horizontal Access: The % reporting this “need” is currently being met (0-10 scores).



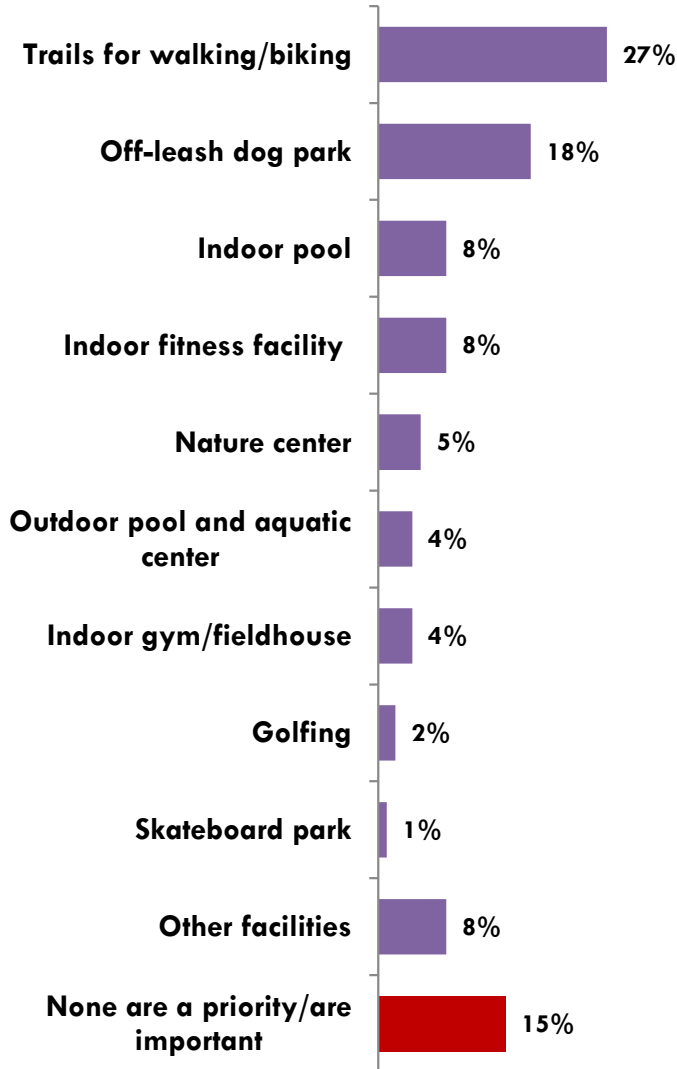
Quadrant Analysis: Demand For Facilities Being “Somewhat” Met



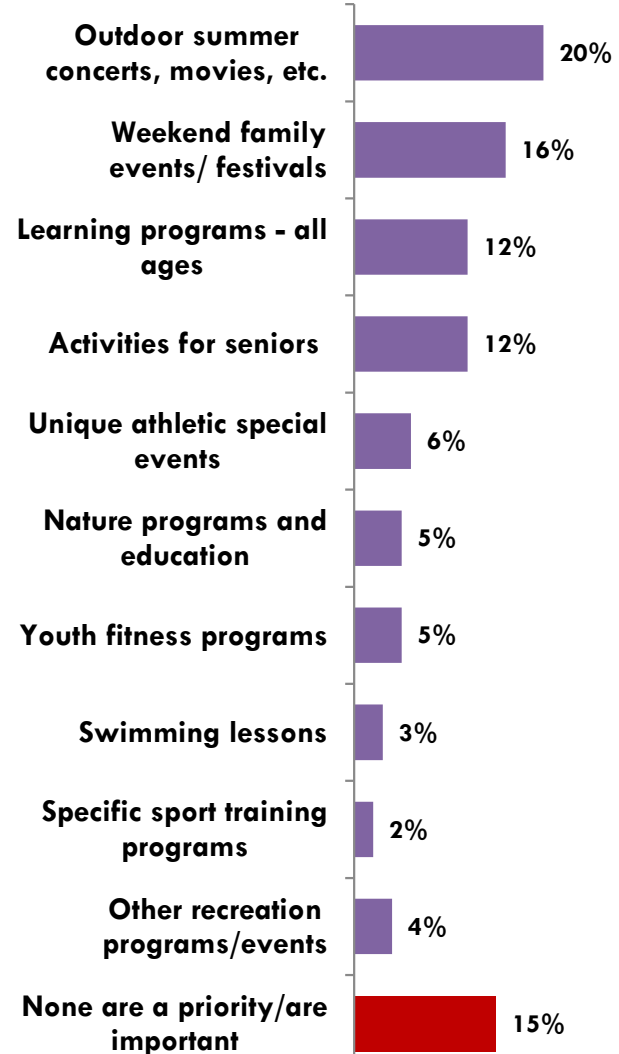
Quadrant Analysis: Demand For Programs/Events Being “Somewhat” Met



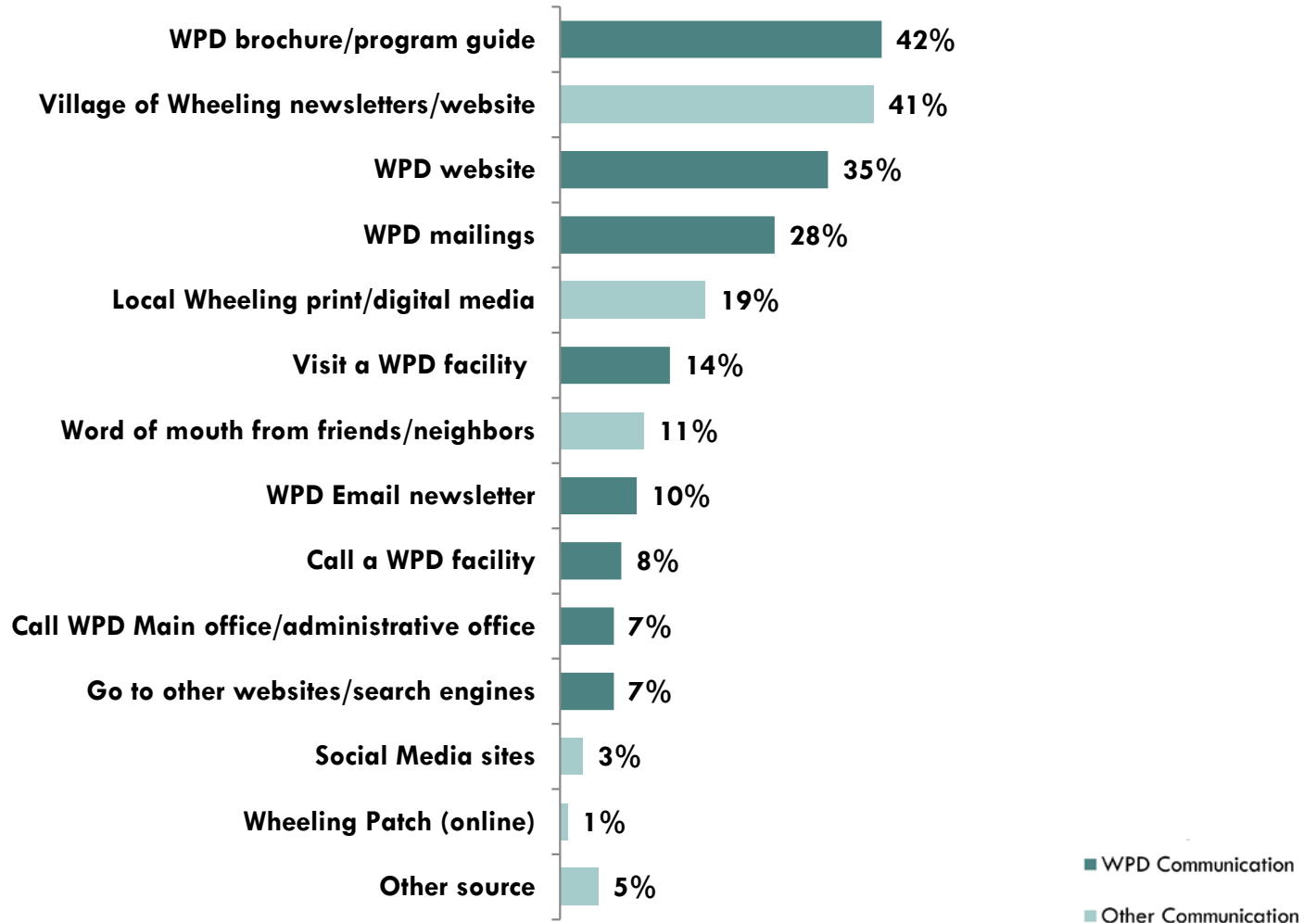
Top Priority for Park/Recreation Facilities



Top Priority for WPD Programs/Events



Most Frequent Sources for Information on WPD Events, Facilities or Programs



■ WPD Communication
■ Other Communication

- Overall, the Wheeling Park District is very highly regarded by village households.
 - Virtually all are familiar with the WPD; most have recently used/visited a WPD park or facility.
 - One in three have participated in a recent WPD program or event.
 - Consistently, recent users and participants express very strong satisfaction with the quality of these experiences.
 - Likewise, many recognize recent improvements to WPD parks and are very satisfied with these initiatives.

- Along with strong satisfaction and usage, improvement opportunities remain.
 - Increased communication of WPD facilities, and especially its programs and special events, should remain a top priority.
 - Specifically, the WPD needs to clearly establish and differentiate its brand, as well as convey the value it represents.
 - Many currently look to non-WPD sources; as a result, there is less control over what information is shared.
 - Improving the District website to make it the “go-to” source for this information is a priority, while recognizing that the printed program guide is heavily used.
 - Many express a lack of awareness of the programs and events that the District offers; others remain unfamiliar with certain facilities (specifically Chevy Chase).
 - Increased marketing of existing programs and consideration of expanded events or schedules need to be pursued.

- Many still do not recognize that Chevy Chase is a WPD facility.
 - This historic and impressive facility is a missed opportunity for the District.
 - As the WPD explores new ideas for events, it should consider Chevy Chase as a potential venue.
 - Consider expanding summer events (concerts, movie night, etc.) that generate strong interest and moving them indoors to Chevy Chase during colder months.

- The WPD needs to demonstrate the excellent value that it represents to the community, especially given its limited share of property tax dollars.
 - Communicate efforts to control costs and to “do more with less” while providing high quality recreational opportunities is key.
 - Cooperation with other agencies (e.g., Heritage Park) supports the message.
 - Raising awareness of the wide variety of facilities and extensive program/event offerings will also demonstrate your strong value.
 - This “value” message is especially important given strong tax sensitivity.

- Facility improvements that warrant consideration:
 - A nature center (Lake Cook property represents an opportunity);
 - An off-leash dog park (currently an unmet need within the community);
 - Upgrades to the CRC, particularly the fitness facility.

- As reported, expanded outdoor summer events, family activities, and learning activities are considered the highest priorities for expanded recreational activities.
 - While some express interest in more senior programs and activities from the WPD, even those who would be served by these programs (ages 55+) are divided on whether or not they represent a priority.
 - Keep in mind that the oldest Wheeling residents are among the most satisfied with the Park District, which suggests that they currently feel well-served.

Discussion / Q&A