
2010 Community Survey Executive Summary Report

Overview of the Methodology

The Rolling Meadows Park District conducted a Community Survey during the winter of 2010. The purpose of the survey was to help establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey was designed to obtain statistically valid results from households throughout the Rolling Meadows Park District. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Rolling Meadows Park District officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 1,500 households throughout the Rolling Meadows Park District. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 300 completed surveys from Rolling Meadows Park District households. This goal was exceeded, with a total of 304 surveys having been completed. The results of the random sample of 304 households have a 95% level of confidence with a precision of at least +/-5.6%.

The following pages summarize major survey findings.

Major Survey Findings

- **Use of Outdoor Park District Parks and Recreation Facilities.** The types of Rolling Meadows Park District outdoor parks and recreation facilities used by the highest percentage of households are: walking, jogging, and biking trails (72%), parking lots (70%), playground equipment (50%), restrooms (49%), and outdoor swimming pools (47%).

- **Visiting Park District Parks.** Seventy-nine percent (79%) of households have visited at least one Rolling Meadows Park District park during the past year. The Park District parks that the highest percentage of households have used are: Kimball Hill Park (55%), Community Center Park (51%), and Cardinal Drive Park (33%).

Of the 79% of households that have visited Park District parks during the past year, 86% rated the physical condition of the parks they've visited as either "excellent" (22%) or "good" (64%). An additional 13% of households rated the parks as "fair", and only 1% rated them as "poor".

- **Use of Parks, Recreation and Sports Facilities Operated by the Park District.** The parks, recreation and sports facilities operated by the Rolling Meadows Park District that the highest percentage of households have used at least once during the past year are: Nelson Sports Complex Pool (41%), Community Center Senior Center (24%), Nelson Sports Complex Ice Arena (23%), and the Community Center Gymnasium (22%).

- **Participation in Park District Programs.** Thirty-seven percent (37%) of households have participated in Rolling Meadows Park District programs during the past 12 months. The types of programs used most frequently are: youth sports leagues, gymnastics/tumbling programs, swim lessons, open skating, and camp programs.

Of the 37% of households that have participated in Park District programs during the past year, 91% rated the quality of the programs as either "excellent" (29%) or "good" (62%). An additional 8% of households rated the programs as "fair", and only 1% rated them as "poor".

- **Organizations Used for Parks and Recreation Programs and Services.** The organizations used by the highest percentage of households for parks and recreation programs and services are: the Rolling Meadows Park District (53%), Park Districts in neighboring communities (25%), and private and public schools (24%).

- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: walking, jogging, and hiking trails (77%), small neighborhood parks (60%), outdoor swimming pools (49%), playgrounds (47%), nature preserves (43%), and picnic areas and shelters (42%).
- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: walking, jogging, and hiking trails (56%), outdoor swimming pools (28%), small neighborhood parks (26%), playgrounds (23%), indoor fitness facilities (19%), and nature preserves (18%).
- **Need for Sports and Recreation Programs.** The sports and recreation programs that the highest percentage of households have a need for are: community special events (41%), adult fitness and wellness programs (41%), adult sports programs (26%), youth sports programs (26%), and trips to special attractions and events (26%).
- **Most Important Sports and Recreation Programs.** Based on the sum of their top four choices, the sports and recreation programs that households rated as the most important are: adult fitness and wellness programs (30%), community special events (20%), youth sports programs (18%), and adult sports programs (16%).
- **Sports and Recreation Programs Participated in Most Often at Park District Facilities.** Based on the sum of their top four choices, the sports and recreation programs that households participate in most often at Rolling Meadows Park District facilities are: community special events (16%), youth sports programs (15%), and adult fitness and wellness programs (12%).
- **Ways Respondents Learn about Park District Programs and Activities.** The most frequently mentioned ways that respondents learn about Rolling Meadows Park District programs and activities are: the Park District Brochure (84%), from friends and neighbors (39%), and the Park District website (30%).
- **Level of Satisfaction with Park District Parks and Recreation Services.** The Rolling Meadows Park District parks and recreation services that the highest percentage of households are either “very satisfied” or “somewhat satisfied” with are: the number of Rolling Meadows parks (84%), maintenance of Rolling Meadows parks (84%), quality of playground equipment (80%), number of walking/biking trails (76%), and the ease of registering for programs (74%).

- **Parks and Recreation Services That Should Receive the Most Attention from Park District Officials.** Based on the sum of their top three choices, the parks and recreation services that households feel should receive the most attention from Park District officials over the next two years are: maintenance of Rolling Meadows parks (28%), number of walking/biking trails (20%), and the quality of outdoor swimming pools (19%).
- **Level of Satisfaction with the Overall Value Received from the Park District.** Sixty-eight percent (68%) of households are either very satisfied (33%) or somewhat satisfied (35%) with the overall value their household receives from the Rolling Meadows Park District. Only 7% of households are either somewhat dissatisfied (4%) or very dissatisfied (3%) with the Park District. In addition, 13% of respondents rated the Park District as “neutral”, and 12% indicated “don’t know”.
- **Paying Additional Property Taxes to Fund Maintenance and Operations of Parks and Recreation Facilities.** Sixty-nine percent (69%) of respondents would pay some amount of additional property taxes to fund the maintenance and operations of parks and recreation facilities. This includes 15% that would pay \$50 - \$59 per year, 17% that would pay \$30 - \$49 per year, and 21% that would pay \$20 - \$29 per year, and 16% that would pay \$10 - \$19 per year.
- **Voting to Fund Parks, Trails, Recreation and Fitness Facilities and Programs.** Fifty-seven percent (57%) of households would either vote in favor (37%) or might vote in favor (20%) of a tax referendum to fund the costs to operate and maintain parks, trails, recreation and fitness facilities and programs. In addition, 21% of households would vote against the tax referendum, and 22% indicated “not sure”.