



## 2021 Community Needs Assessment Findings Report



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### **Executive Summary**

#### **Introduction**

Public Research Group, LLC conducted a Community Survey during the summer of 2021 for the Deerfield Park District. The purpose of the survey was to gather resident opinions to help set future priorities for the Park District. The survey was designed to obtain statistically valid results from households throughout the Deerfield Park District. The consultant worked comprehensively with the Park District Board as well as key staff in the development of the survey questionnaire.

The survey data was collected from two primary sources that included mail and email surveys. The survey was pre-tested with a small telephone sample during the survey roll-out. The goal was to obtain a total of 500 survey responses. The goal was nearly met with a total of 492 responses received from the three survey types in which the data was combined into one comprehensive data set. Statistically, a sample of 492 households provides a margin of error of plus or minus 4.35% at a 95% confidence level ensuring that the findings are representative of the residents of the Deerfield Park District.

In addition to the random sample survey, an on-line general population opt-in survey was offered that yielded an additional 522 responses as well as a series of supplemental qualitative research efforts were completed over the summer of 2021 that included staff and Park Board visioning sessions and strategic focus group named the Delphi Committee. All of these opportunities provided additional data which is valuable in the overall evaluation of the needs of the community.

#### **Major Survey Findings**

The survey contained a series of questions that were designed to measure behavior as well as perceptions of residents surrounding topics of communication, technology, recreation, golf, parks & facilities and priorities within the community. Furthermore, there were several opportunities for participants to provide specific comments from “open-ended” questions.

#### ***Overall satisfaction with the Park District and recreation services provided by the Deerfield Park District***

- 86% of respondents said they were satisfied overall with the Deerfield Park District. This suggests that respondents were pleased with the value they receive. In addition, a Net Promoter Score of 34.9 is a good score for customer satisfaction.

#### ***Ways respondents learn about the Deerfield Park District programs and activities***

- The seasonal brochure was by far the most popular means at 77.8%. When asked how respondents would like to receive the seasonal brochure in the future, 54% answered they would like to continue the current practice of home delivery.

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### ***Overall rating and use of the Deerfield Park District Website and App.***

- A total of 49% of respondents rated the website as either excellent or good. Respondents who rated the website poorly only made up 2% of the sample and 27% of respondents stated that they have never used the website. The highest response for rating of the Park District app was 78% for having never used while 9% provided a rating of excellent or good. The website and app should be a focus area to be improved to address these low ratings in the future.

### ***Use of the Deerfield Golf Club***

- A total of 35% of respondents have either played golf, used the driving range, participated in instructional programs, in special events or dined at the Deerfield Golf Club in the last 5 years. The driving range received the highest satisfaction rate at 22% with the golf course from 21% of respondents.

### ***Registration type preference for popular programs, events and summer camps***

- The preferred registration type for 70% of respondents was a first come, first serve basis compared to 16% for the lottery system. These registration preferences were consistent among respondents. Upon further cross tabular analysis, there was little difference for first come, first serve preference in respondents with children (72%) and no children (70%). The preference for a first come, first serve registration preference did not change with age, 35% for respondents under 30, 79% for those aged 31-50, and 69% for those aged 51-64.

### ***Outdoor pool usage and preference of pool utilized***

- Outdoor pool usage rated high with 58% responding yes to visiting at least one of the two pools in the past 5 years. The Mitchell Pool was the most used by 42% of respondents as compared to 17% for Deerspring Pool.

### ***Importance of the Sachs Recreation Center and conversion of indoor tennis courts***

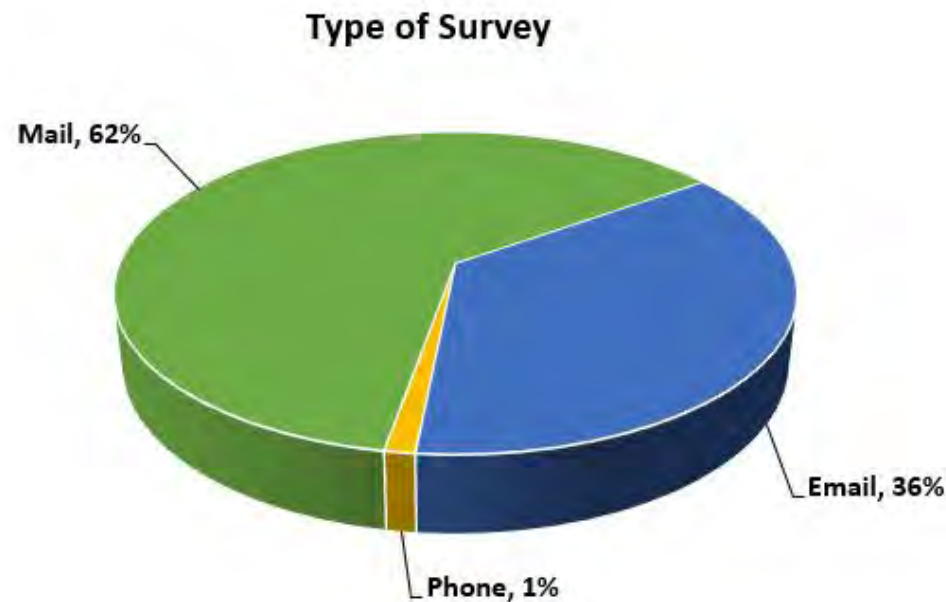
- The highest number of respondents (32%), stated that members of their household currently use the Sachs Recreation Center and visit it the most often of all of the Deerfield Park District facilities (36.3%). Respondents were divided in terms of being in favor of converting existing indoor tennis courts into athletic turf space as 25% responded yes, 19% responded no and 44% responded unsure. If more details could be provided, the unsure will more than likely give a preference of for the idea or against it.



### **Methodology**

Public Research Group, LLC (PRG) provides a variety of data gathering techniques and types of analysis to help park and recreation agencies identify the needs of their residents. The data gathering techniques used for this study included a random sample survey using primarily mail and email delivery methods. In addition to the random sample survey, an on-line general population opt-in survey was offered that yielded an additional 522 responses as well as a series of qualitative research efforts. This report reviews the study data using both quantitative and qualitative analysis techniques.

The goal was to obtain 500 survey responses. This goal was nearly met with a total of 492 responses received, combining the three data gathering methodologies into one data set. The sample of 492 households provides a margin of error of plus or minus 4.35% at a 95% confidence level. This exceeds the typical industry standard for margin of error and ensures that findings are representative of the sentiments of the residents of the Deerfield Park District. The mail surveys represented the largest survey respondent type with 307 completed. The pie chart below illustrates the breakdown of survey type for this study. The overall survey sample had nearly a 15% completion rate, considered slightly above average for this type of social science research.





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The following map was generated using Geographic Information Systems (GIS) software showing the individual locations and types of survey responses within the Deerfield Park District boundary. There is good geographic distribution of the survey responses throughout the Park District.

In this study, respondents were asked to complete a five page survey with a total of 36 questions. Within those 36 questions, there were approximately 357 variables, leading to over 175,000 possible survey data points, most of which were statistically quantifiable with a limited number of open-ended questions which could only be presented as narrative responses. The open-ended comments are summarized in the body of this report and a complete listing of the text for each question that allowed for open comments can be found in the Appendix. The survey took an average of 12 minutes to complete. A copy of the mail survey questionnaire is also presented in the Appendix of this report.

This report begins with a demographic age question and is then followed by administration related questions that capture the overall community satisfaction of the Deerfield Park District, focus on communication, technology, recreation, golf, aquatics, parks & facilities and priorities. The report organizes the survey questions by themes and thereby does not always follow the numbering order found in the questionnaire.

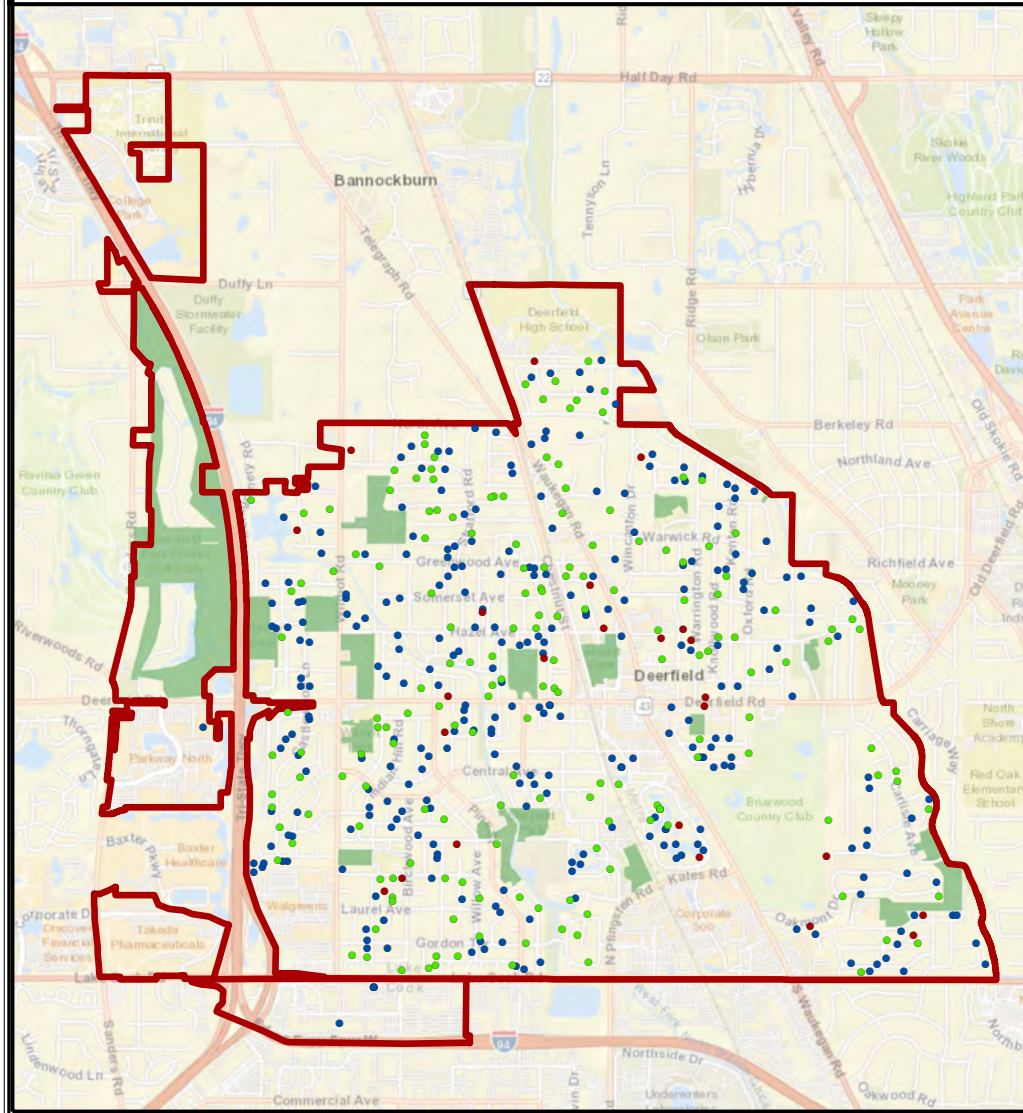




## 2021 Community Needs Assessment Findings Report

### Deerfield Park District Survey Response Map

September 2021



#### Map Legend

- Email
- Mail
- Phone
- Deerfield Park District
- Recreation Areas





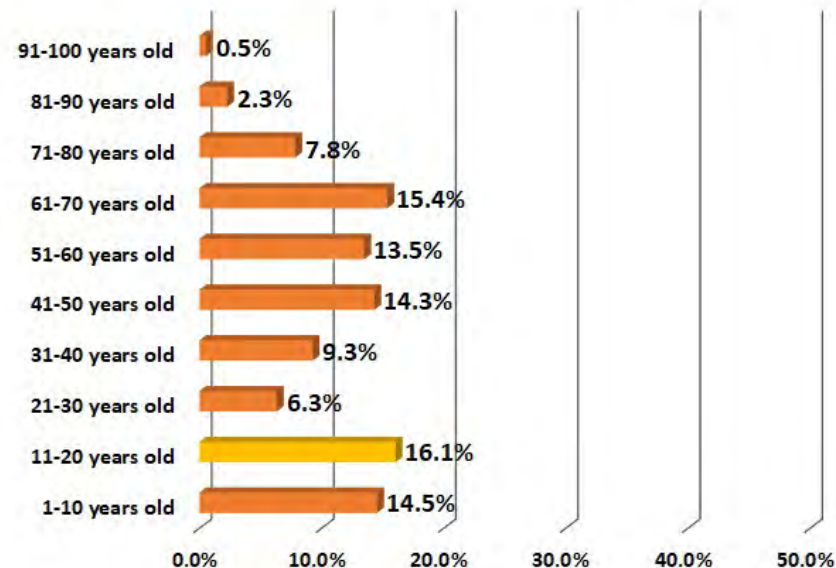
## Demographics

### Question 1: Beginning with yourself, what are the ages of those in your household?

The overall average age of the survey respondent is 56 years old. No one under the age of 18 was allowed to complete the survey, therefore the average age of survey respondents when adjusted was 38 years of age. Current census data shows that Deerfield has a median age of 44 meaning this sample is representative of the overall population. Furthermore, the overall average age of the survey household was 40 years old.

The chart below illustrates the ages of every member of the survey respondents' household including the respondent. This graphic is split into 10 year age ranges. The age ranges from the 2010 census places the 18-64 age range as 58% of the total population while the survey data places this age range at 53%. Therefore, the survey has measured a slightly younger household population.

**Q1b. Age of All Members of Household**





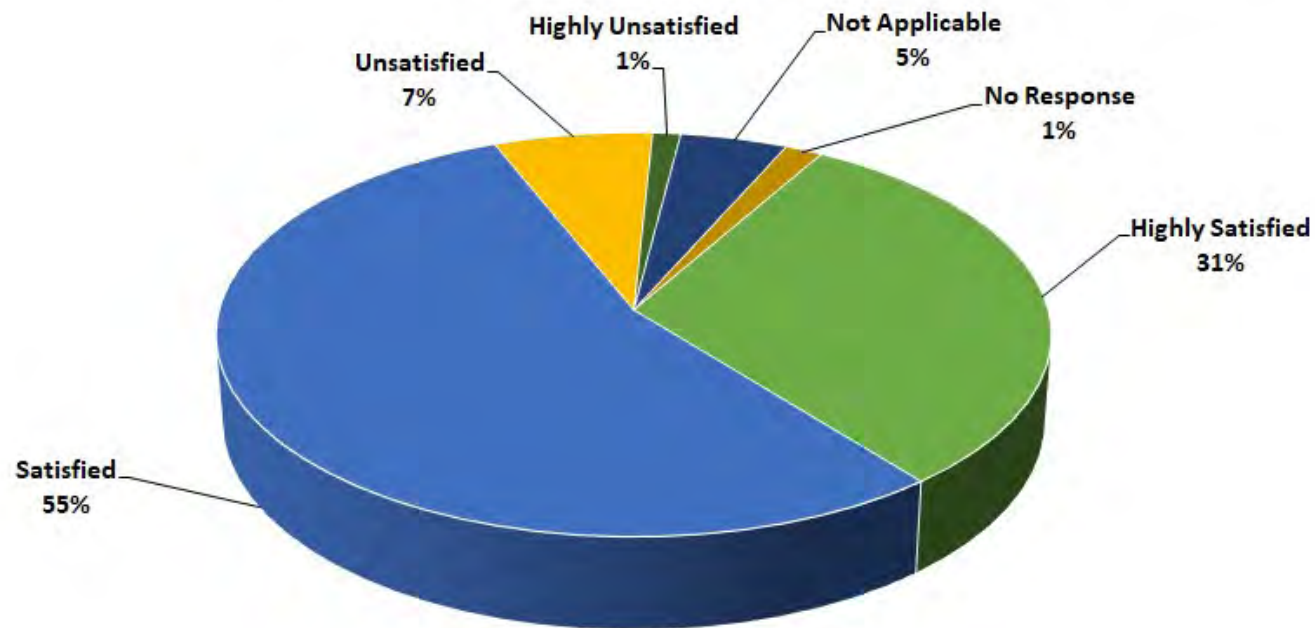


### Administration

#### **Question 2: How would you rate your overall satisfaction with the Deerfield Park District?**

The survey indicates that 86% of the respondents were satisfied and only 8% said they were not, suggesting that the vast majority of respondents are happy with the Park District. Only 5% of respondents answered not applicable due to various reasons including no prior knowledge of the Deerfield Park District. In review of previous research in the field, the Park District is above the standard level of satisfaction found in local Park Districts.

**Q2: How would you rate your overall satisfaction with the Park District?**  
(Select only one)



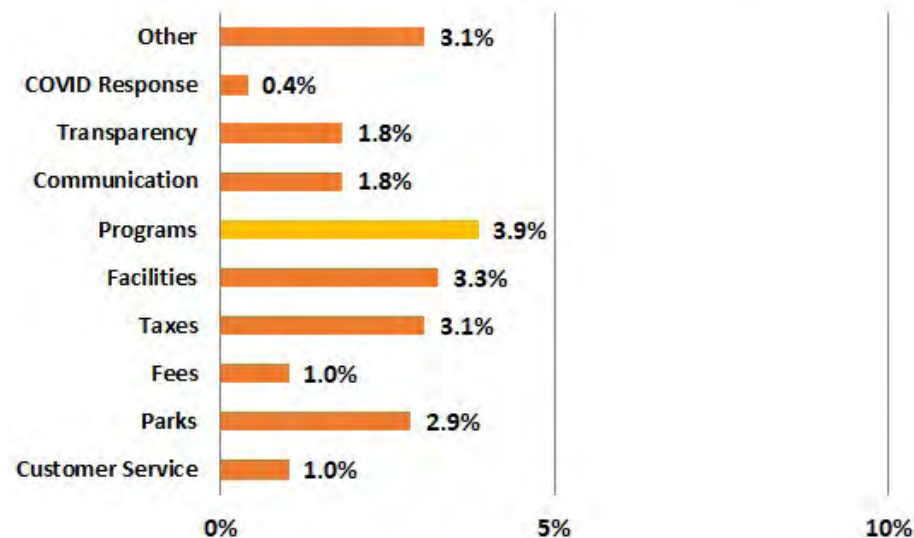
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### Question 2a: Please tell area(s) where you are displeased with the Deerfield Park District.

Of the 8% of respondents who were unsatisfied, programs were the most common reason, which represents 3.9% of overall respondents who answered this follow up question. The “other” comments were mask wearing for COVID-19 protocols, lack of pickleball courts and concerns on the creativity and day/time offering of recreation programming.

#### Q2a. Please tell us which area(s) you are displeased with?





### Question 3: What is one thing that you like about the Park District?

Survey respondents were able to comment on anything and everything they liked about the Park District. The responses were organized into themes of what residents liked best about the Park District included:

- Parks that are clean and well maintained
- Outdoor pools
- Children's programs



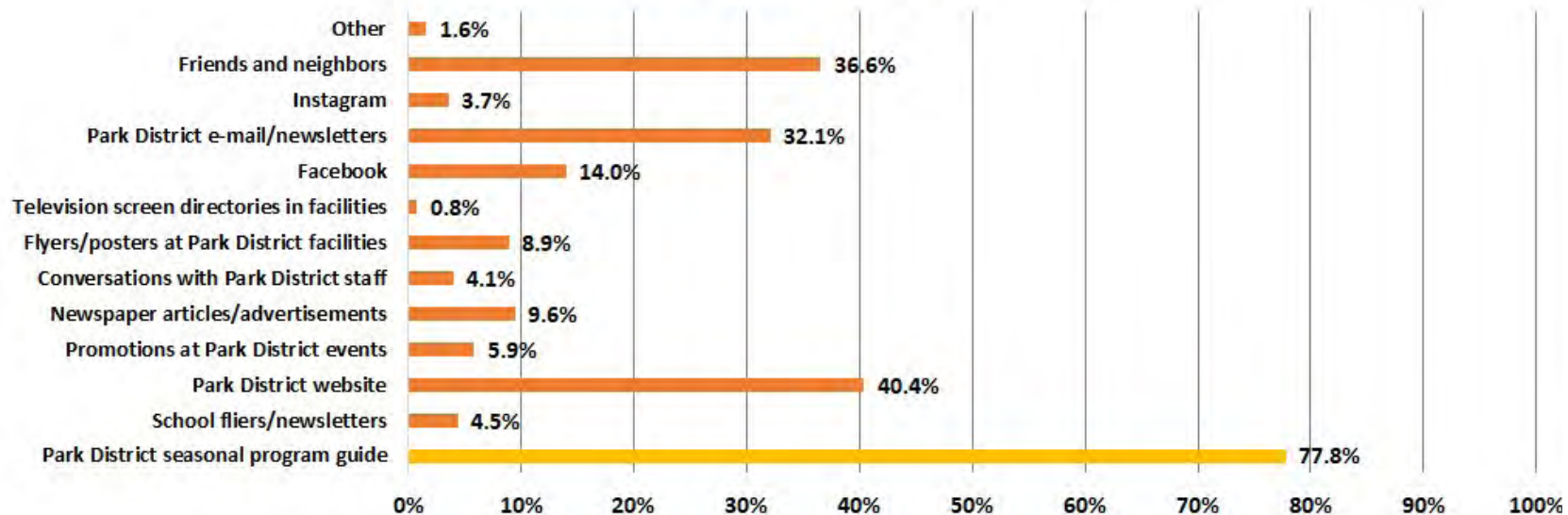


## Communication

### **Question 4. How do you learn about the programs, facilities and services of the Park District? (Check all that apply)**

The seasonal program guide clearly provides the best opportunity for the greatest number of respondents to learn about Park District programs, facilities and services at 77.8%. The Park District website (40.4%) and Park District e-mail and newsletters (32.1%) provide information in a digital footprint that is also used in frequent manner. Another important form of information learning is from friends and neighbors (36.6%). This demonstrates the importance of having positive resident opinions of the Park District within the community.

**Q4. How do you learn about the programs, facilities and services of the Park District?  
(Check all that apply)**



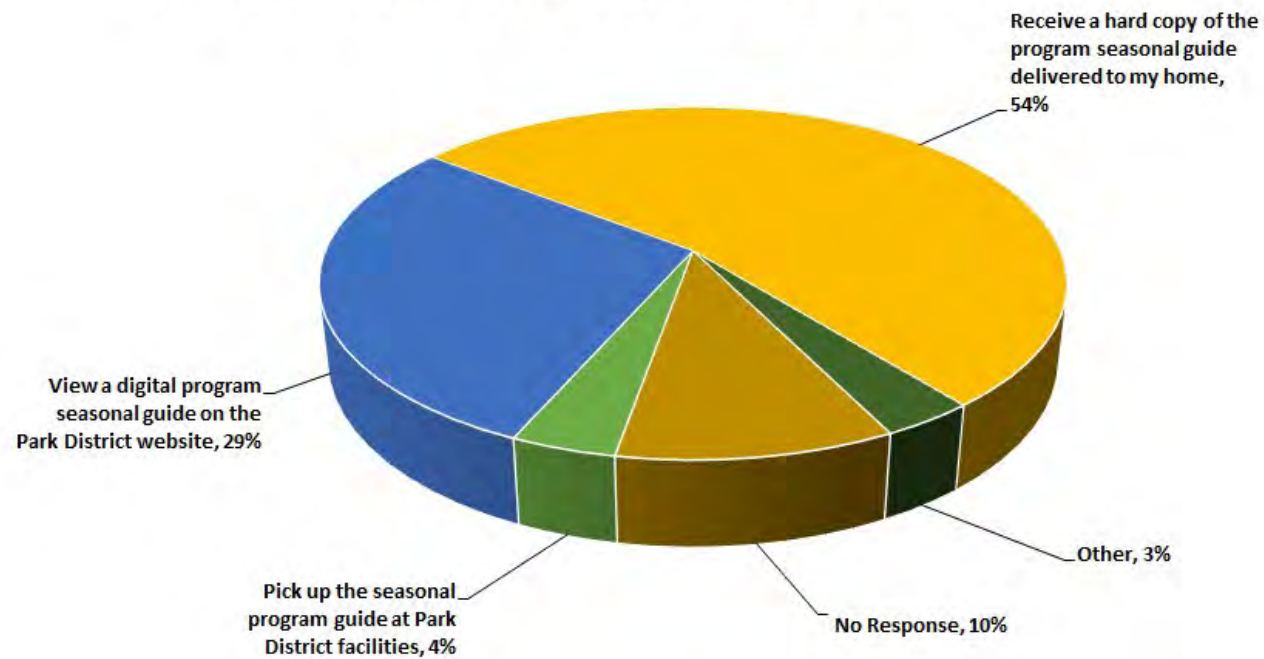


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**Question 7: Please select the most preferred method from the choices below for you to obtain a seasonal brochure in the future. (Select only one)**

The highest response is to continue the current practice of home delivery at 54%. The next highest response is to view a digital program seasonal guide on the Park District website at 29%. The graph below illustrates the difference in response rates between the four available options. The data clearly supports the traditional way of receiving the seasonal guide.

**Q7. Please select the MOST preferred method from the choices below for you to obtain a seasonal program guide in the future. (Select only one)**

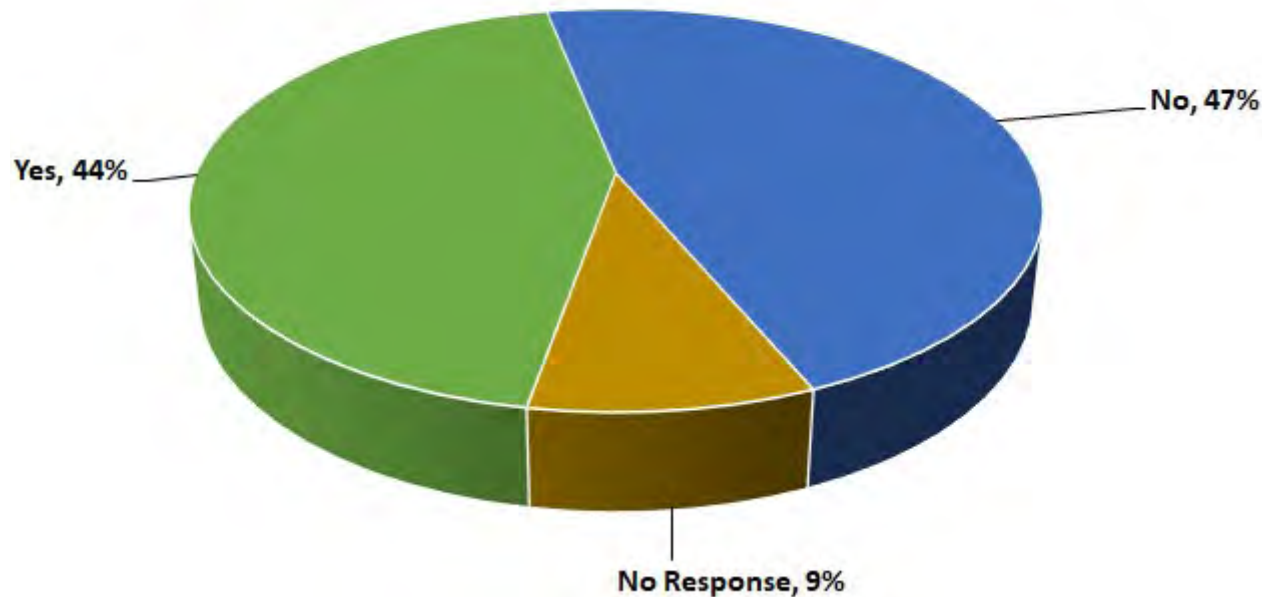




### Question 8: Do you receive the Park District programs and events email?

The reach of program and events emails extend to nearly half of survey respondents (44%). This leaves room to grow as reaching residents digitally through emails and social media is important for developing important District updates and program reminders, target markets that can be quickly emphasized as well as serving younger demographics in the community with a technology savvy touch.

**Q8. Do you receive the Park District programs and events email?**



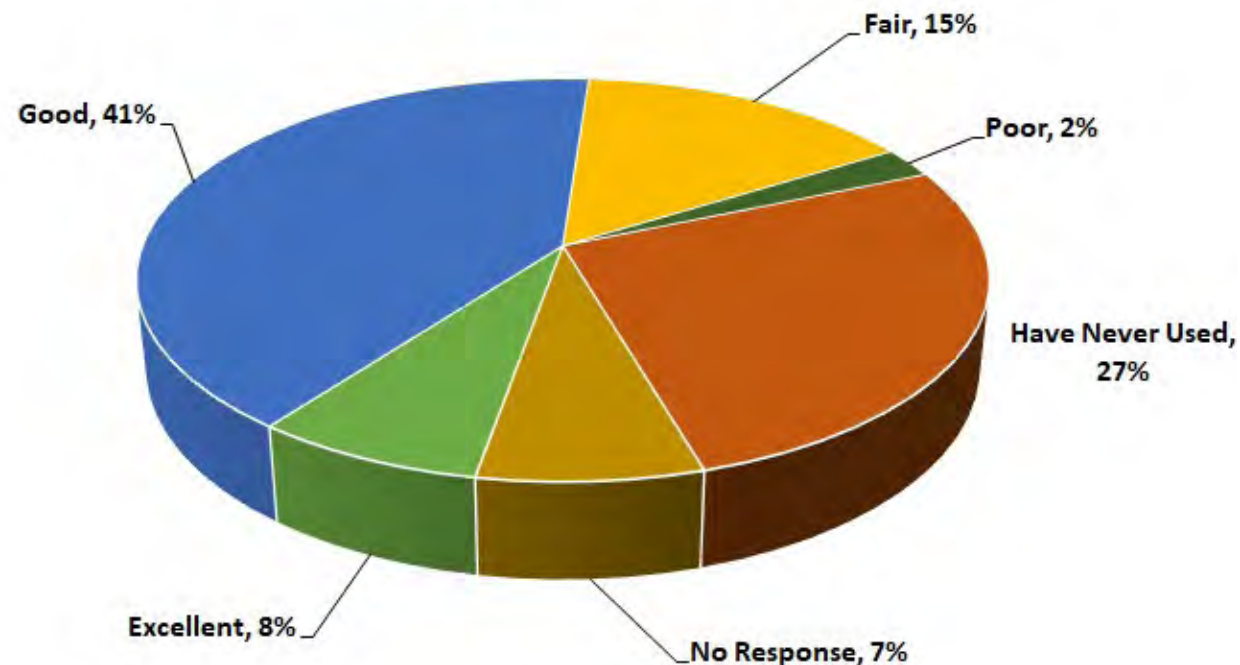


### Technology

#### **Question 5: How would you rate the Deerfield Park District website?**

The majority of residents rated the website good at 41%, fair at 15% and excellent at 8%. Only 2% of respondents rated the site as poor. Just over a third of respondents provided no response (7%) or have never used (27%). The large percentage of survey respondents at 27% who have never used the website suggest that the Park District can develop strategies to increase use in the future.

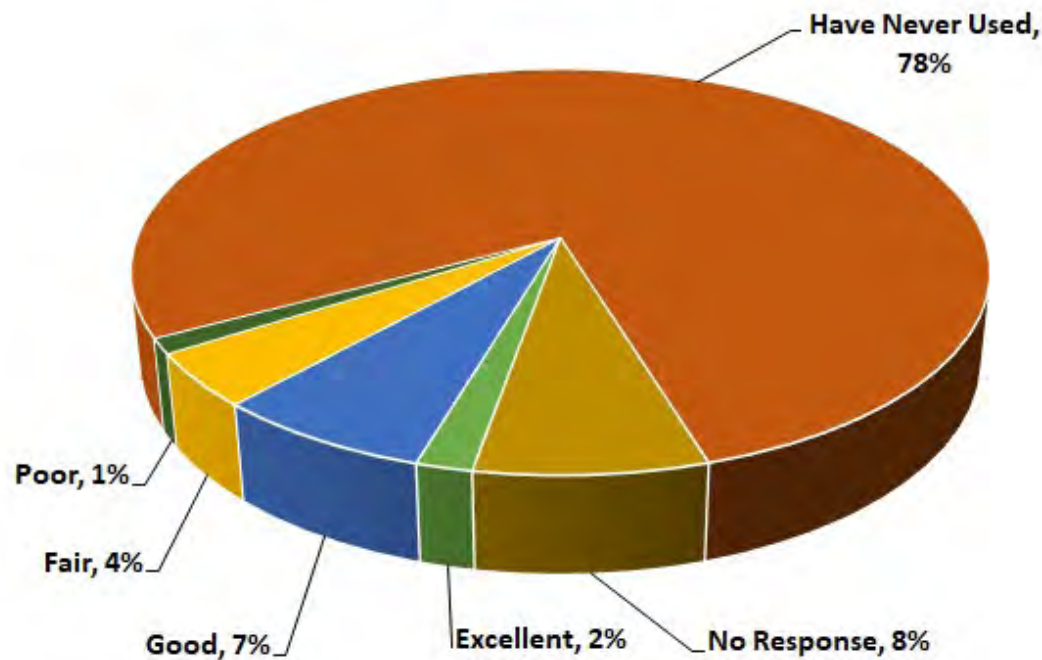
**Q5. How would you rate the Park District website?**



### Question 6: How would you rate the Park District app?

The majority of residents have never used the app at 78%. The large percentage of survey respondents who have never used the app suggest that the Park District should decide if an app is an effective tool for communication.

#### Q6. How would you rate the Park District app?

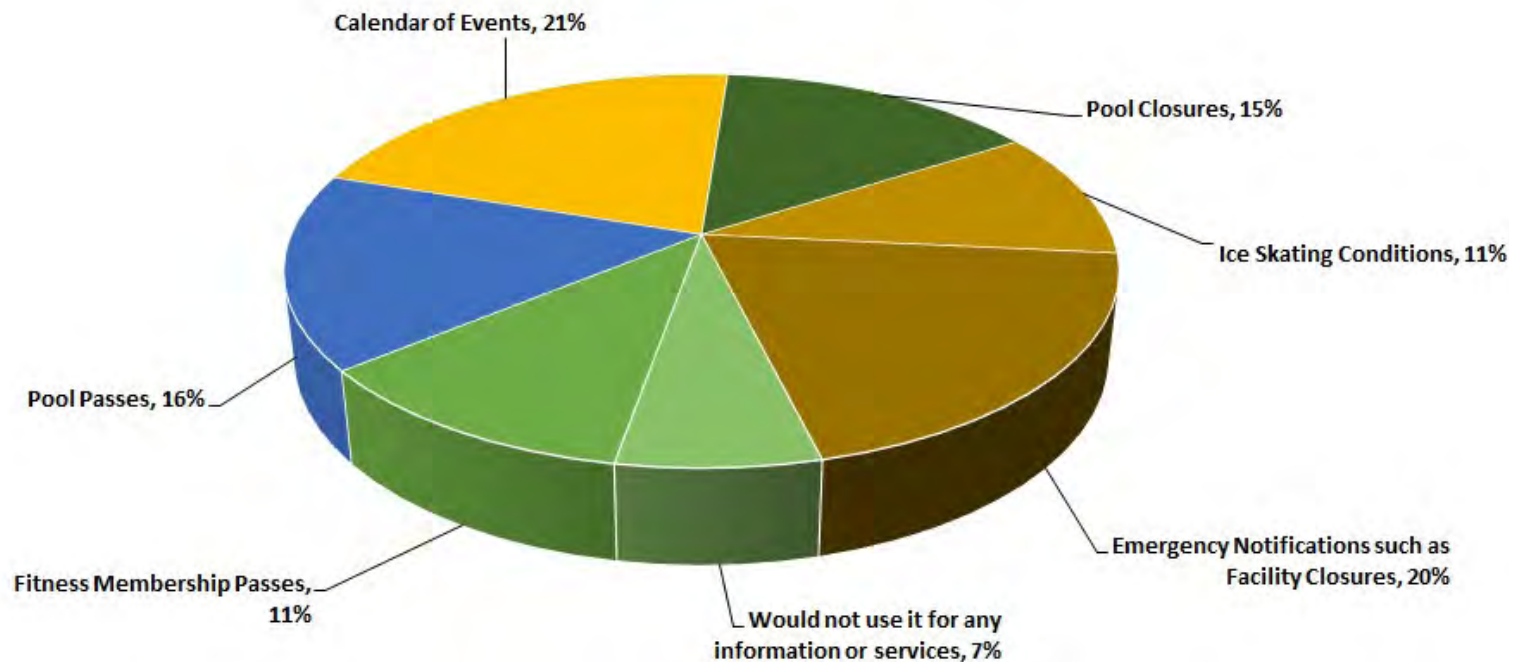




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The usefulness of apps and the willingness of the public to try to use them for goods and services is becoming more and more mainstream in today's world of digital connections. To collect targeted data regarding the use of the app, a follow up short survey was prepared and posted on-line by the Park District. The goal was to provide the general community an opportunity to share additional information regarding what features would be useful if the Park District continues to provide it. A total of 541 responses to this question were collected and the chart below illustrates the findings. A calendar of events was the top response at 21%. The open end question allowed for comments regarding the Park District's mobile app. The majority of those responses were they did not know the Park District even had an app.

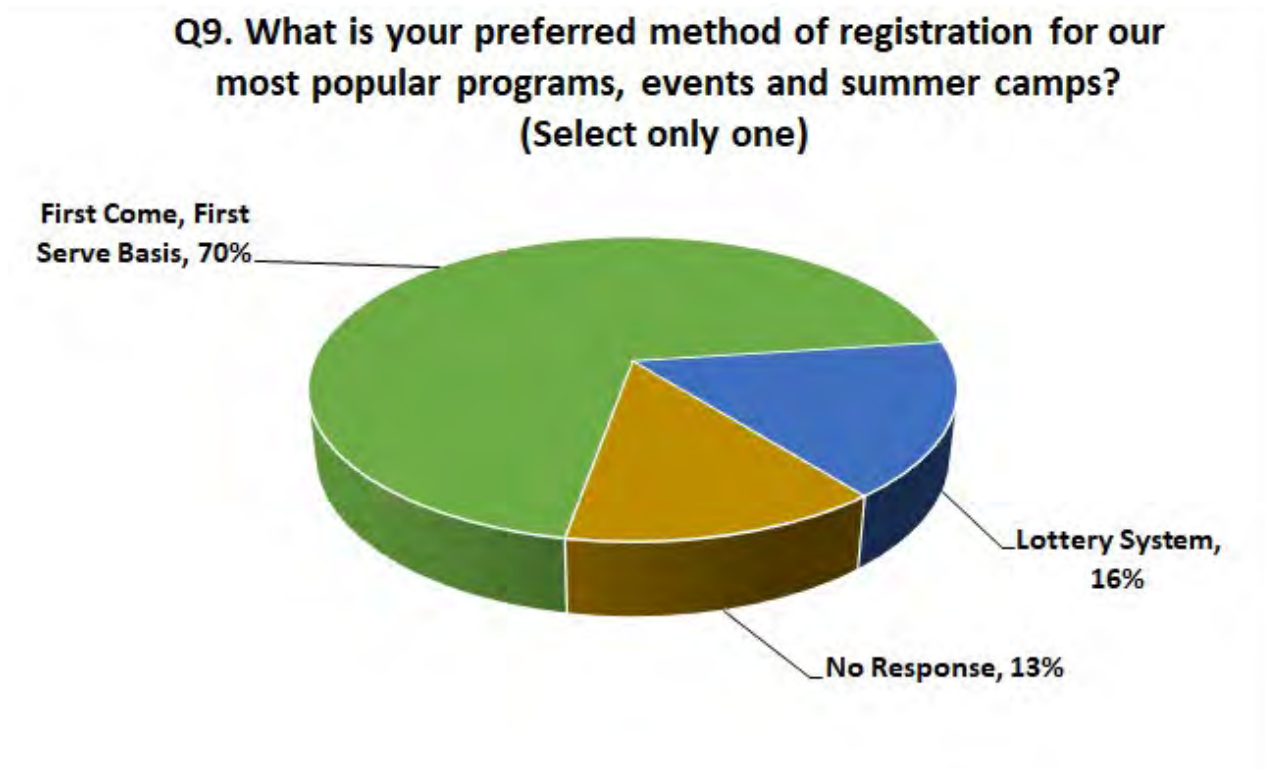
### What features would you use a mobile app for if we continued to provide it?



### Recreation

**Question 9: What is your preferred method of registration for our most popular programs, events and summer camps?  
(Select only one)**

The preferred registration type for 70% of respondents was a first come, first serve basis compared to 16% for the lottery system. These registration preferences were consistent among respondents.







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Upon further data mining using cross tabular demographic analysis, there was little difference for first come, first serve preference in respondents with children (72%) and no children (70%). The preference for a first come, first serve registration preference did not change with age, 35% for respondents under 30, 79% for those aged 31-50, and 69% for those aged 51-64. The following tables illustrate the findings.

Household Type	With Children	Without Children
First Come/First Serve	<b>72%</b>	<b>70%</b>
Lottery	13%	17%
No Response	15%	13%

Age	Under 30	31-50	51-64	65 Plus
First Come/First Serve	35%	<b>79%</b>	<b>69%</b>	<b>74%</b>
Lottery	4%	12%	21%	15%
No Response	<b>61%</b>	9%	10%	11%

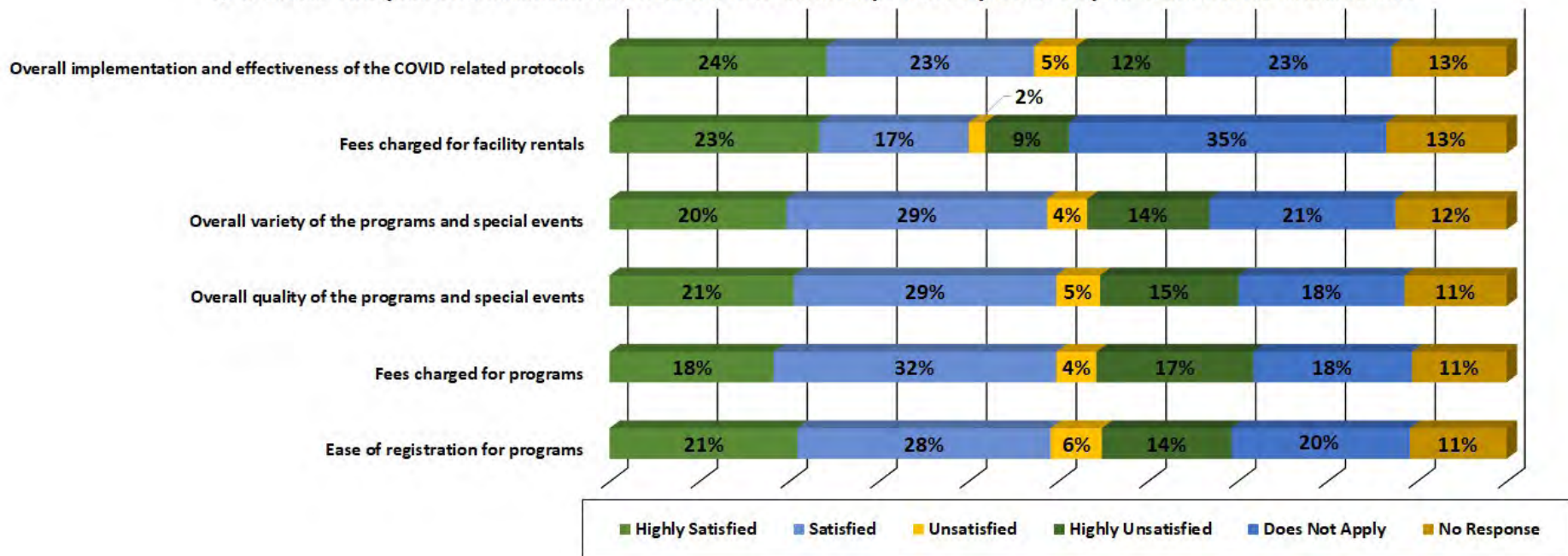
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### Question 10: Please rate your overall satisfaction with the recreation experiences provided by the Park District.

The chart illustrates that the responses to the overall recreation experiences were somewhat consistent across the board in terms of both satisfaction and dissatisfaction, with the satisfactory responses nearly 2 to 1 in favor of a positive experience.

Q10. Please rate your overall satisfaction with the recreation experiences provided by the Park District listed below.



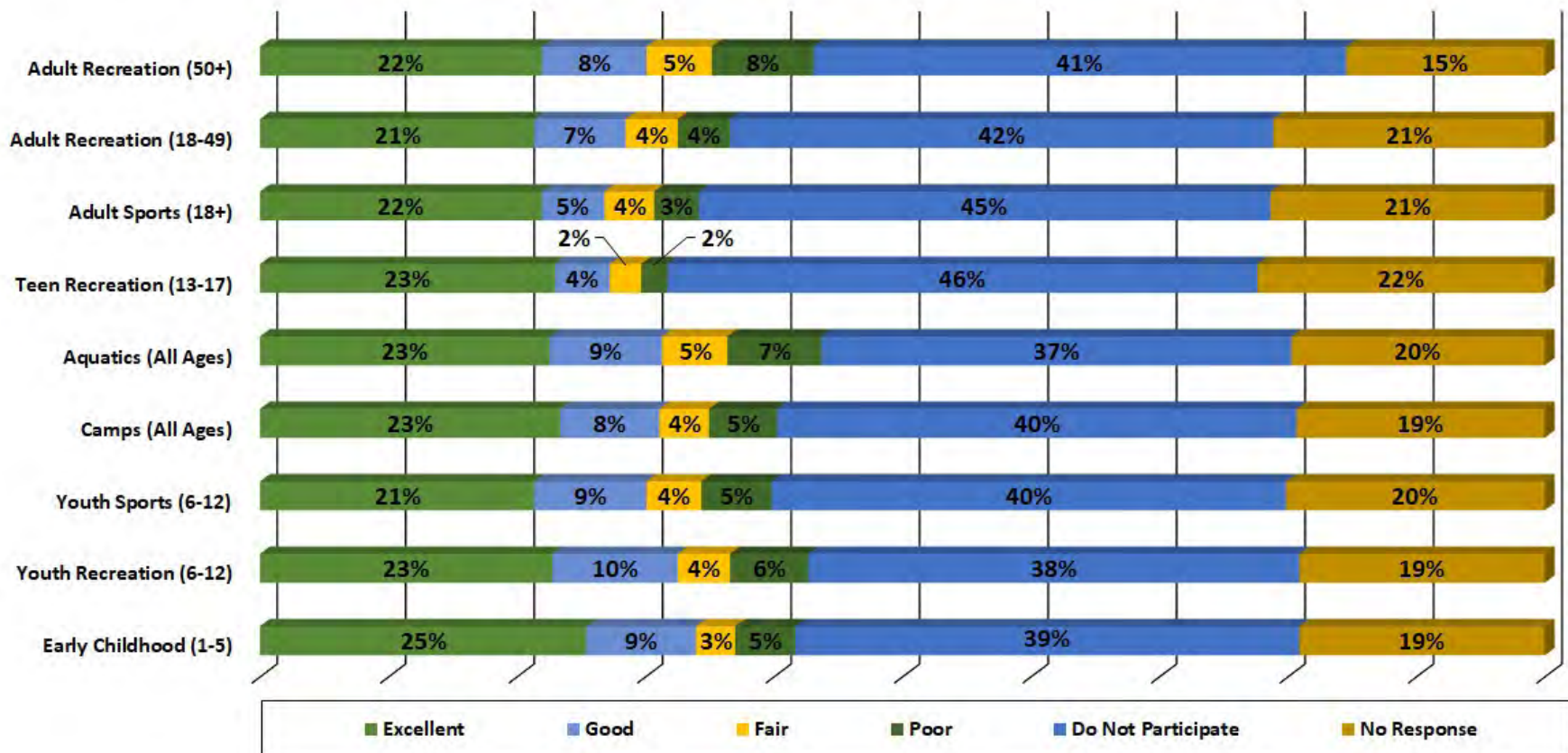


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### Question 11: Please rate the overall quality of the Park District recreation programs for specific age groups.

Across all of the recreation program age groups, there are fairly evenly distributed percentages with the largest of those being lack of participation. The excellent category had strong responses with the early childhood citing a 25% rating.

#### Q11. Please rate the overall quality of the Park District recreation programs for the specific age groups listed below.



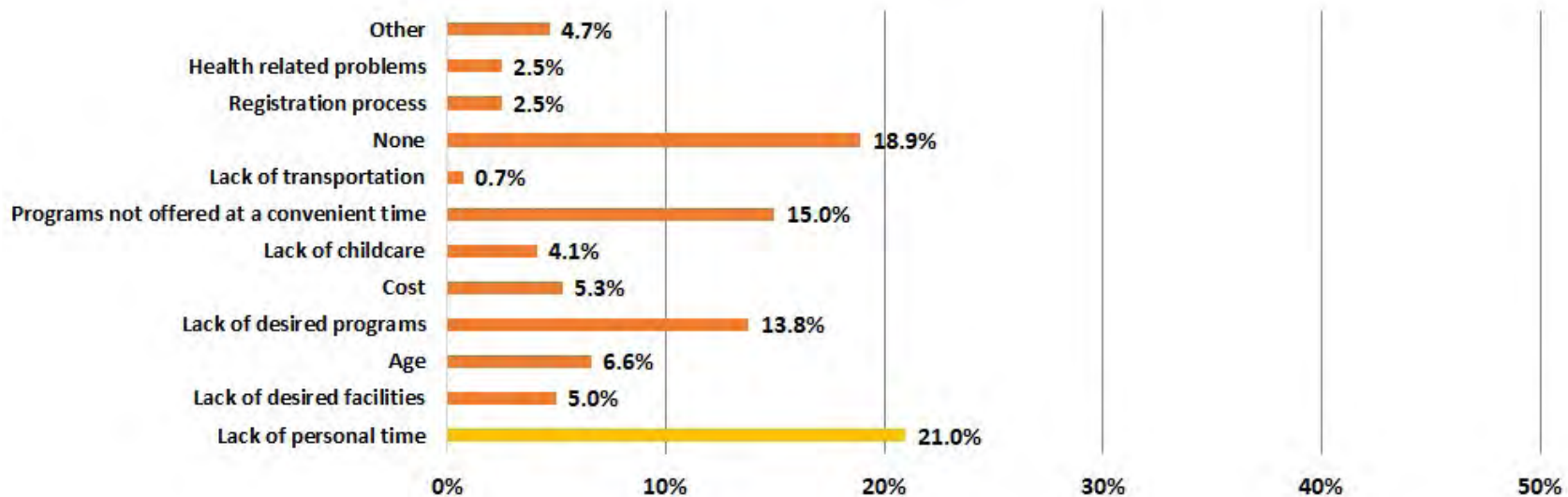
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### Question 12: Do any of the following prohibit you or members of your household from participation in recreation programs and/or services? (Check all that apply)

The top three responses were lack of personal time at 21.0%, none at 18.9% and programs not offered at a convenient time. The first two will be difficult for the Park District to change, but when programs are offered as well as the type of programs households are looking for can be focus areas to seek adjustments to increase the possibility of participation.

#### Q12. Do any of the following prohibit you or members of your household from participation in recreation programs and/or services? (Check all that apply)



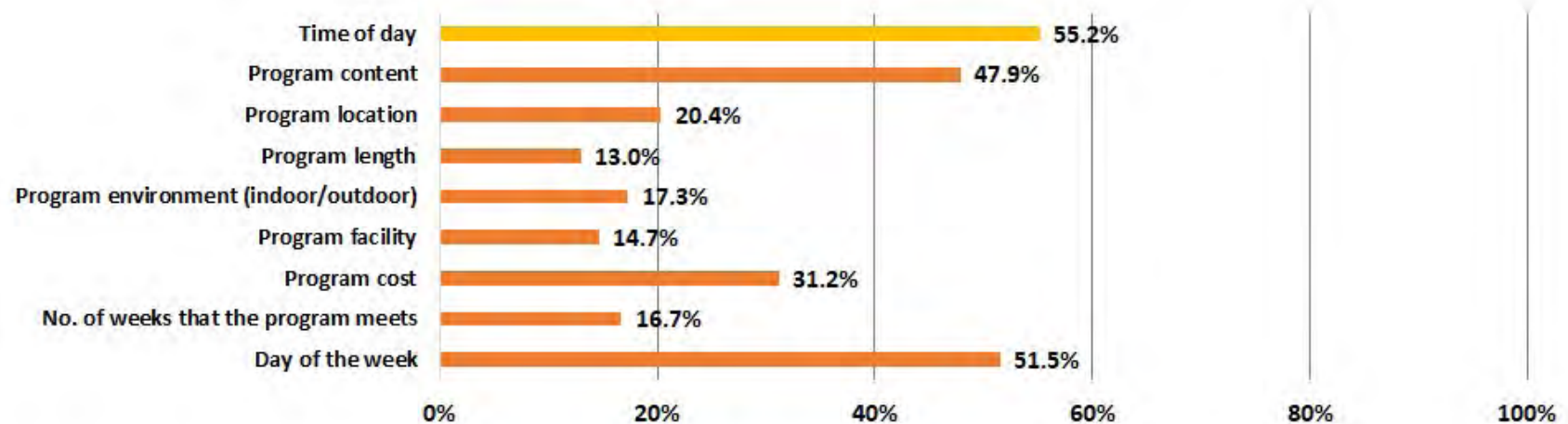


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**Question 13: Please select what is important to you or members of your household when choosing recreation programs and activities to participate in. (Check all that apply)**

In review of the data collected pertaining to this question, again it is clear that when a program is offered and the relevance of the content are critical to choosing to participate in the Park District programs.

**Q13. Please select what is important to you or members of your household when choosing recreation programs and activities to participate in. (Check all that apply)**



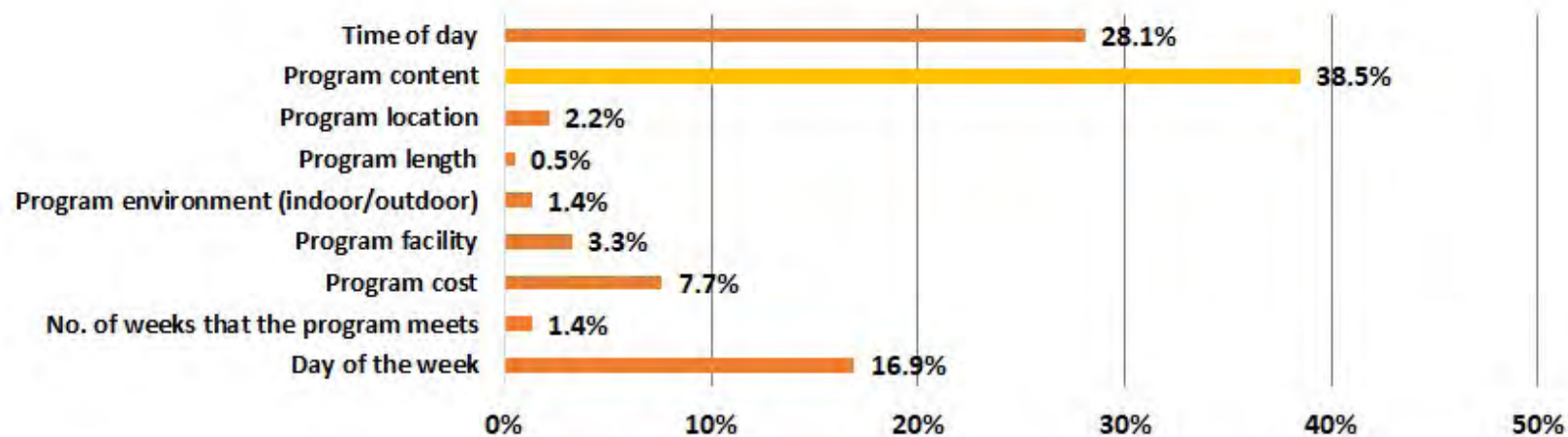




### Question 14: What is MOST important reason to you or members of your household when choosing recreation programs and activities to participate in from the list in Question 13.

The most important reason for lack of participation is program content at 38.5% followed by time of day at 28.1% and day of the week at 16.9%. All of the responses surrounding these participation questions provide a clear picture that program content should be evaluated and adjusted where needed as well as making the programs more schedule friendly.

#### Q14. What is the MOST important reason to you or members of your household when choosing recreation programs and activities to participate in from the list in Question 13?





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To collect targeted data regarding how important the time of day is to recreation participation, a follow up short survey was prepared and posted on-line by the Park District. The first question was to provide the general community an opportunity to share additional information regarding what time of day works best for **recreation participation** among the different age groups. A total of 265 responses were collected and the table below illustrates the findings.

<b>BEST Time for Recreation Programs</b>	Early Childhood (1-5)	Youth Recreation (6-12)	Youth Sports (6-12)	Teen Recreation (13-17)	Adult Sports (18+)	Adult Recreation (18-49)	Adult Recreation (50+)
Early Morning (Before 9 am)	6%	0%	0%	0%	8%	11%	14%
Morning (Between 9 am and Noon)	<b>42%</b>	6%	5%	1%	14%	16%	28%
Afternoon (Between Noon and 4 pm)	13%	5%	1%	2%	5%	7%	14%
Late Afternoon (Between 4 pm and 6 pm)	27%	<b>68%</b>	<b>74%</b>	36%	4%	6%	8%
Evening (After 6 pm)	12%	21%	20%	<b>61%</b>	<b>69%</b>	<b>60%</b>	<b>36%</b>

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The second question was to provide the general community an opportunity to share additional information regarding what time of day works best for **aquatic activities** among the different age groups. A total of 265 responses were collected and the table below illustrates the findings.

<b>BEST Time for Aquatic Activities</b>	Ages 1-5	Ages 6-12	Ages 13-18	Ages 18-49	Ages 50 Plus
Early Morning (Before 9 am)	8%	3%	2%	18%	19%
Morning (Between 9 am and Noon)	<b>37%</b>	7%	0%	7%	25%
Afternoon (Between Noon and 4 pm)	15%	7%	9%	7%	14%
Late Afternoon (Between 4 pm and 6 pm)	28%	<b>55%</b>	33%	14%	9%
Evening (After 6 pm)	12%	28%	<b>56%</b>	<b>54%</b>	<b>33%</b>

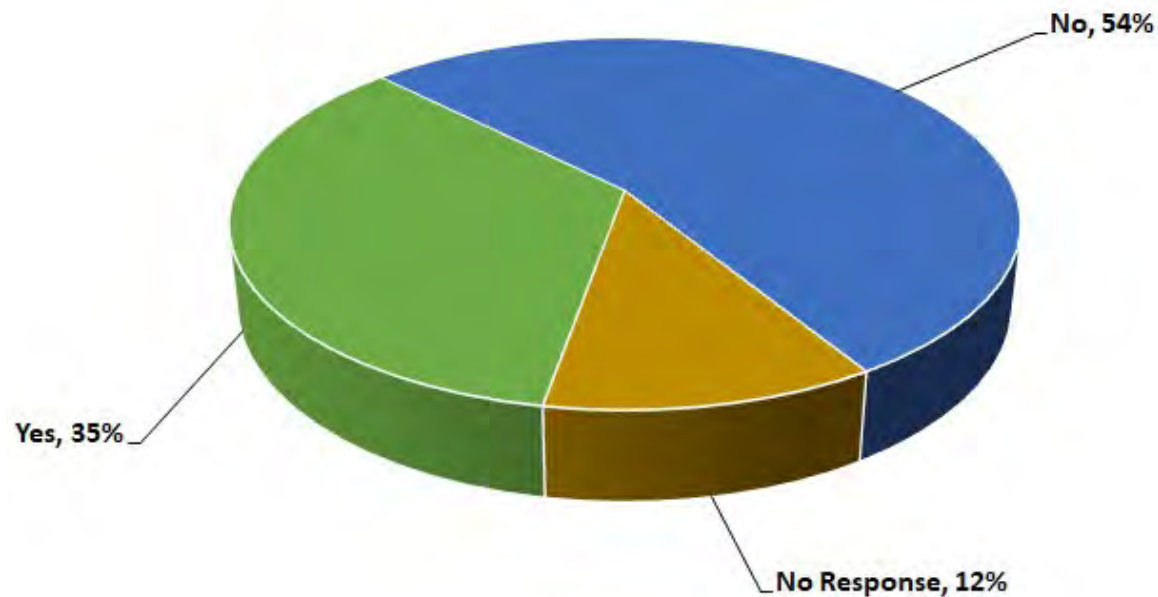


### Golf

**Question 15: Have you or a member of your family golfed, used the driving range, participated in instructional programs, in special events or dined at the Deerfield Golf Club within the last 5 years?**

Only 35% of the survey respondents had utilized the Deerfield Golf Club in any capacity in the last 5 years.

**Q15. Have you or a member of your family golfed, used the driving range, participated in instructional programs, in special events or dined at the Deerfield Golf Club within the last 5 years?**

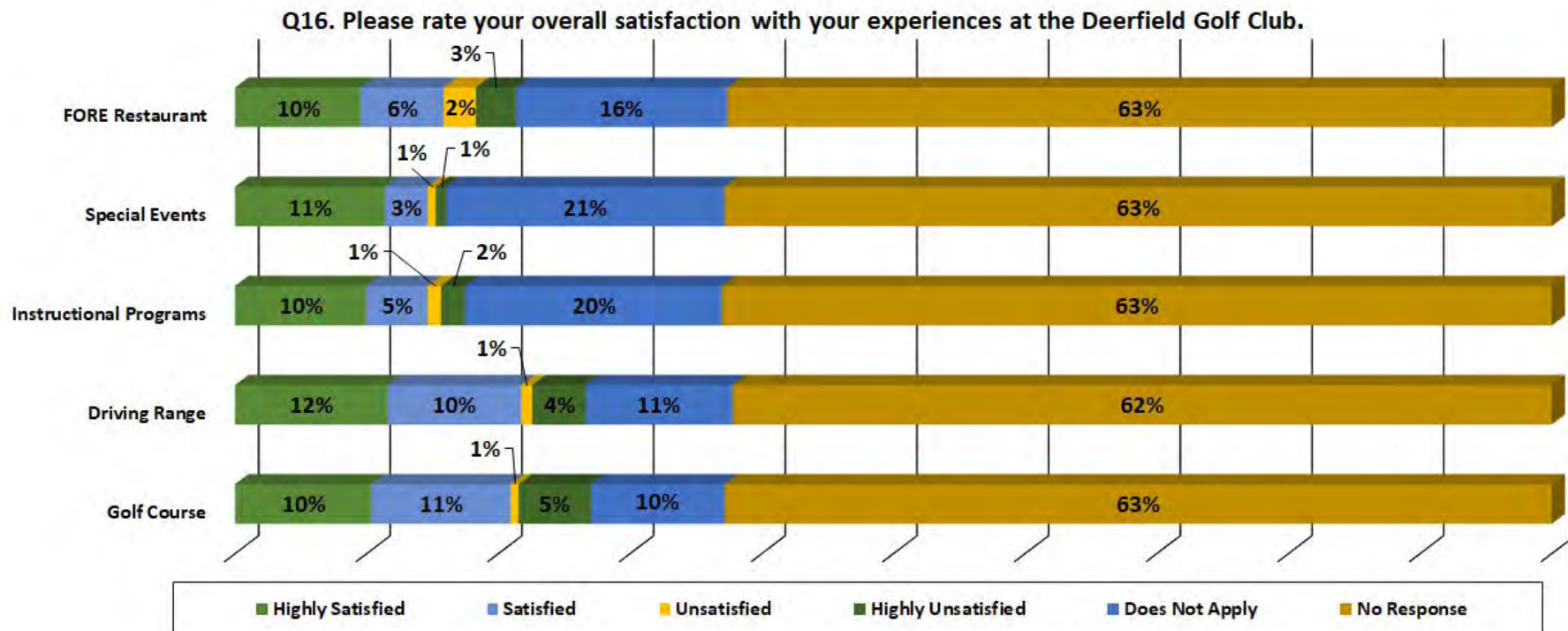


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### Question 16: Please rate your overall satisfaction with your experiences at the Deerfield Golf Club.

Of the 35% survey respondents that have utilized the Deerfield Golf Club in any capacity in the last 5 years, the majority did not have a response to this follow up question. Of those who did provide an answer, the positive responses in terms of those who were satisfied with their experiences were again fairly equal distributed with a significantly higher percentage than those with unsatisfied responses.





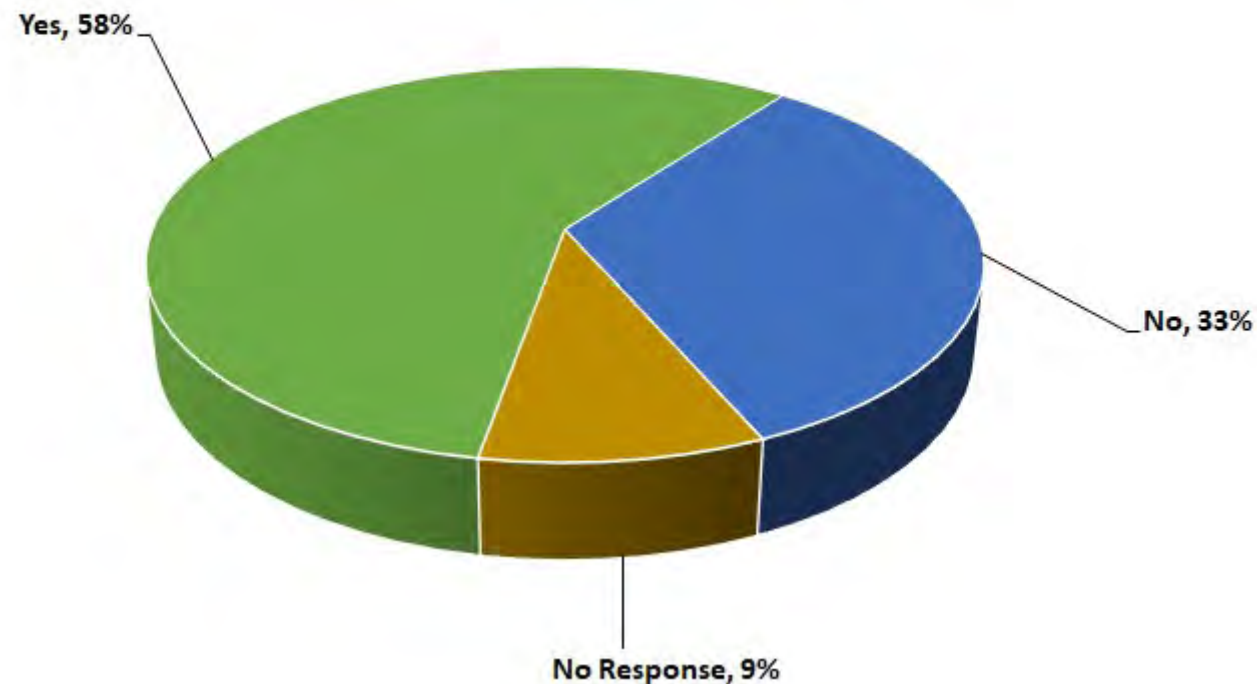


### Aquatics

#### **Question 17: Have you or a member of your household used the Park District's outdoor pools within the last 5 years?**

The majority of survey respondents have used the outdoor pools at 58% in the last 5 years which is a strong indication of the importance of the pools to the local community.

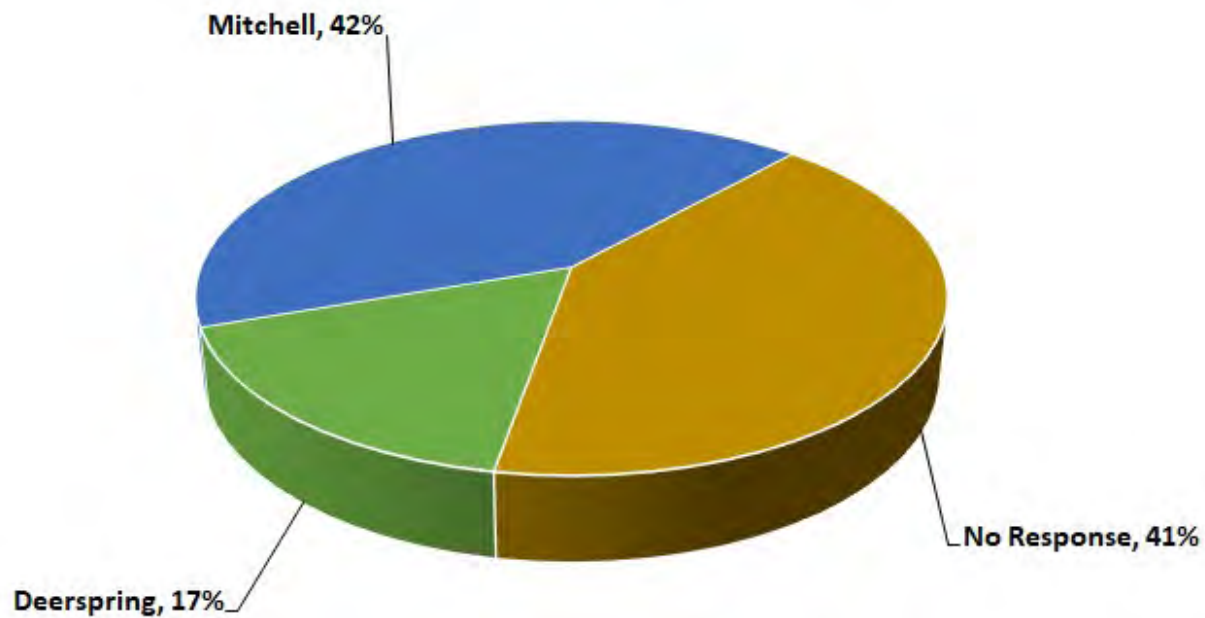
#### **Q17. Have you or members of your household used the Park District's outdoor pools within the last 5 years?**



### Question 18: Which outdoor pool do you or members of your household use MOST often?

The most used pool is Mitchell at 42%, however a large percentage offered no response at 41%.

#### Q18. Which outdoor pool do you or members of your household use MOST often?



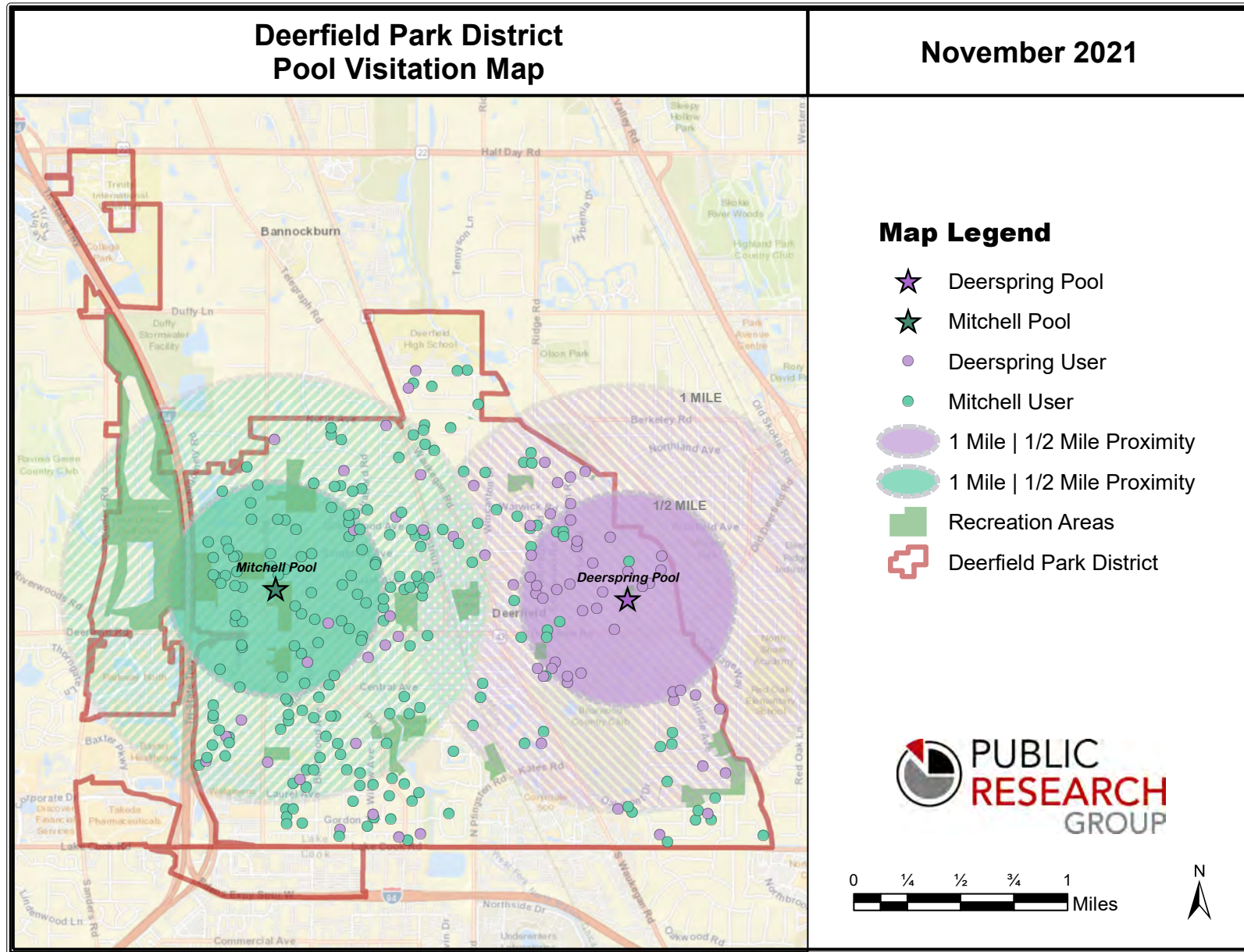


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As a follow up to the outdoor pool visitation to Question 18, the responses were coded and entered into a Geographic Information Systems software platform for both data mining and mapping for further analysis. The conclusions from a closer look at the map data on the following page reveals the following:

- Of the pool users, the vast majority prefer Mitchell (73%) over Deerspring which is a significant difference, possibly in part, due to the renovation to Mitchell in recent years.
- The map visitation distribution shows that visitors do not always choose the nearest pool.
- Deerspring visitors are more likely than Mitchell visitors to live either less than a 1/2 mile (36%) or greater than 1 mile (37%) from their preferred pool suggesting that:
  - Proximity may help drive their preference, in some instances, but not always.
  - Deerspring is more likely than Mitchell to attract users from a distance.
- Deerspring draws a greater percentage of users that live near Mitchell (28%) than the converse (21%) suggesting that:
  - Deerspring has a slightly greater draw than Mitchell for those who prefer it regardless to the travel distance.





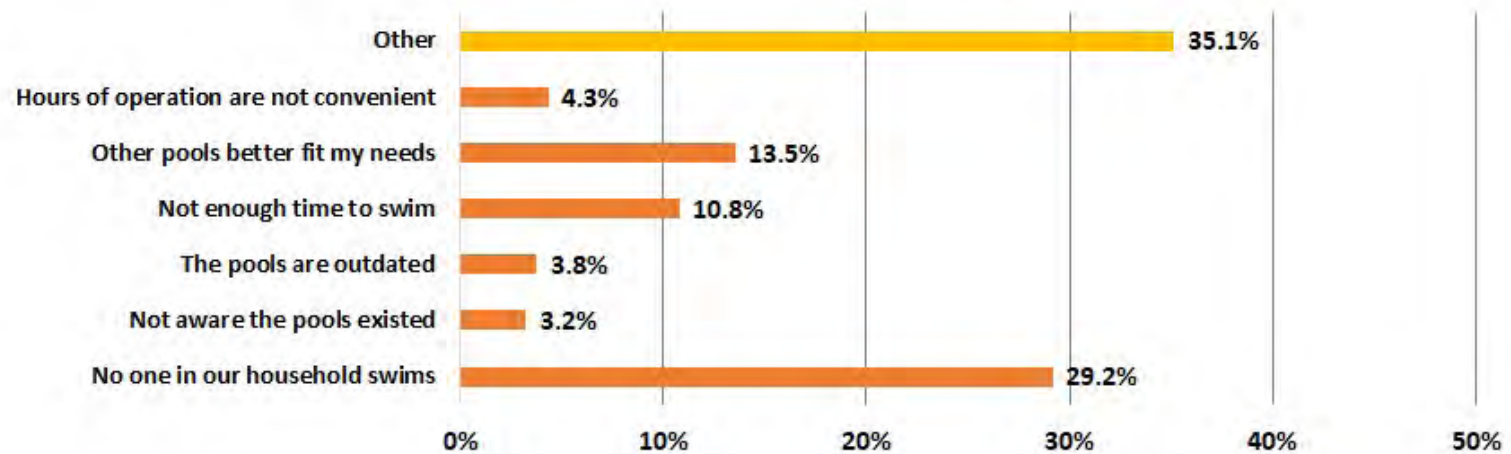




### Question 19: If you answered NO to Question 17, please tell us why? (Check all that apply)

The top three responses were “other” at 35.1%, no one swims at 29.2% and other pools better fit my needs at 13.5%. The major themes from the “other” responses for not using the pools were age and mobility restrictions, COVID related concerns and no interest after the children grew up.

#### Q19. If you answered "NO" to using Park District pools in Question 17, please tell us why? (Check all that apply)



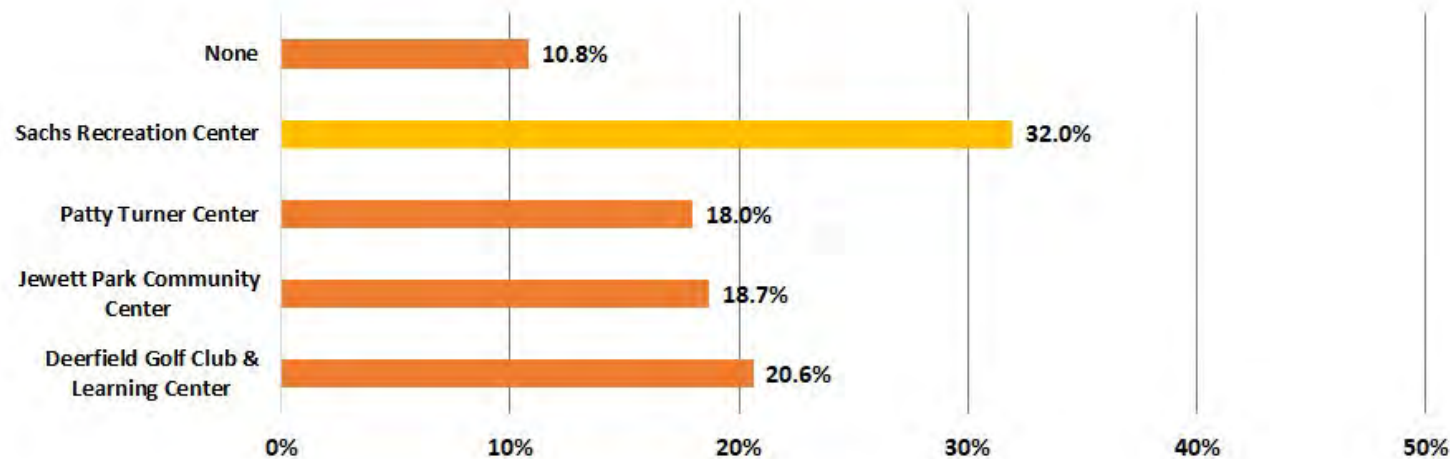


### Parks & Facilities

**Question 20: Please tell us what FACILITIES you or other members of your household currently or will use in the future. (Check all that apply)**

The Sachs Recreation Center was clearly the most used facility at 32.0% while only 10.8% of the survey respondents have not nor are planning visiting a facility in the near future.

**Q20. Please tell us what FACILITIES you or other members of your household currently use or will use in the future. (Check all that apply)**

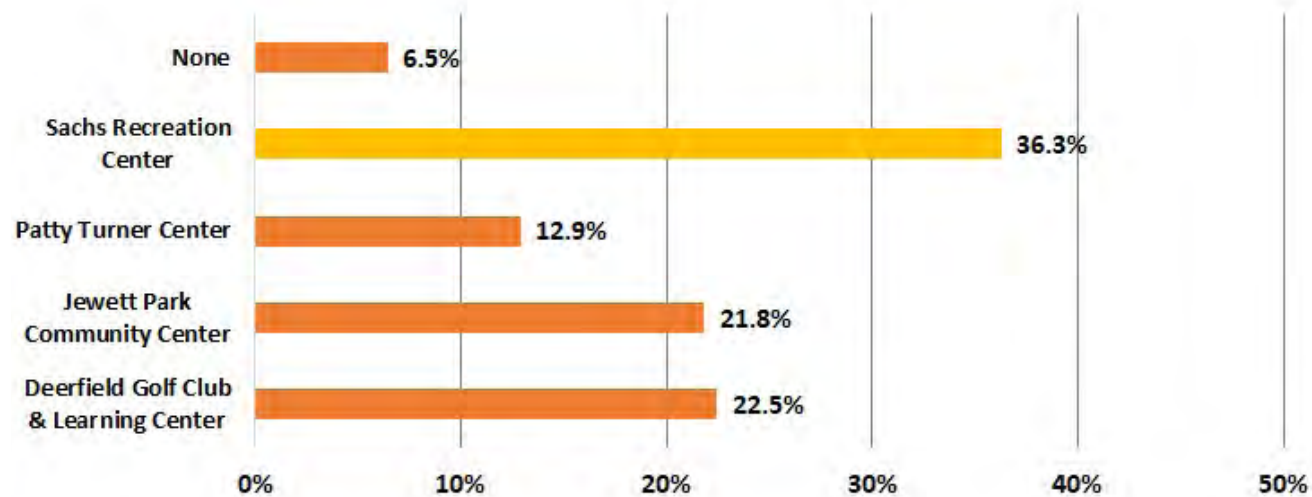




### Question 21: Which facility do you most often visit from Question 20?

The responses of this question closely match the previous one with the Sachs Recreation Center scoring the highest use.

#### Q21. Which facility do you visit most often from the list in Question 20?

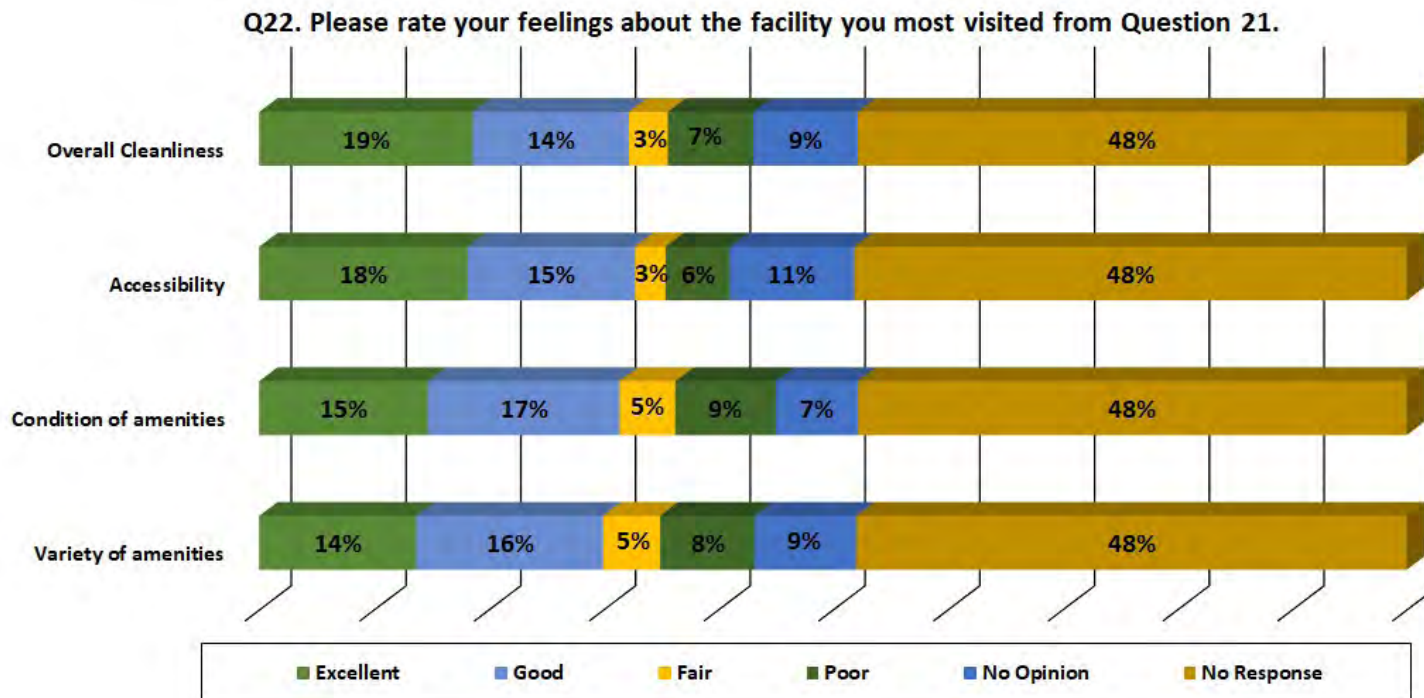


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### Question 22: Please rate your feelings about the facility you most visited from Question 21.

In general, the facilities have fairly even scoring with high ratings obtained for those who have visited and used Park District facilities.

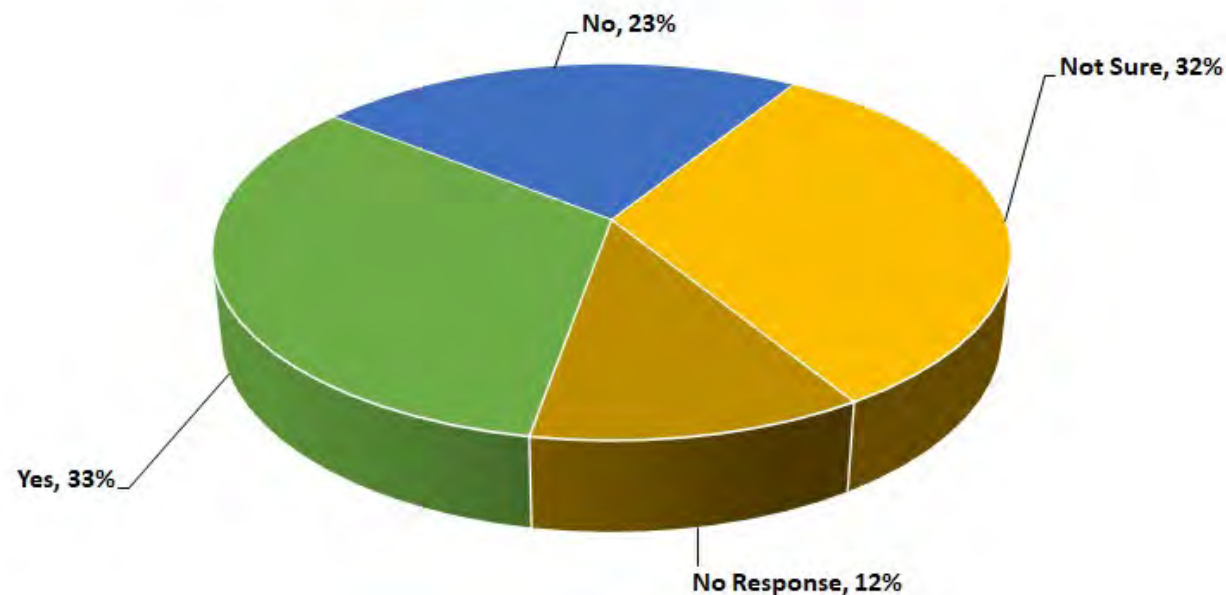




**Question 23: A recent community based Focus Group identified a potential need for indoor sports fields. Would you be in favor of the Park District pursuing the development of an indoor sports facility?**

The data collected in relation to this question, which is very general, suggests that there is merit to advancing the idea of indoor sports fields, as the responses indicate roughly a third that support the idea, a third that does not and about a third that are unsure. If the Park District would provide more detail into the size, scope, cost, location and community partnerships of such a potential project, the community will be more decisive in the decision to this idea.

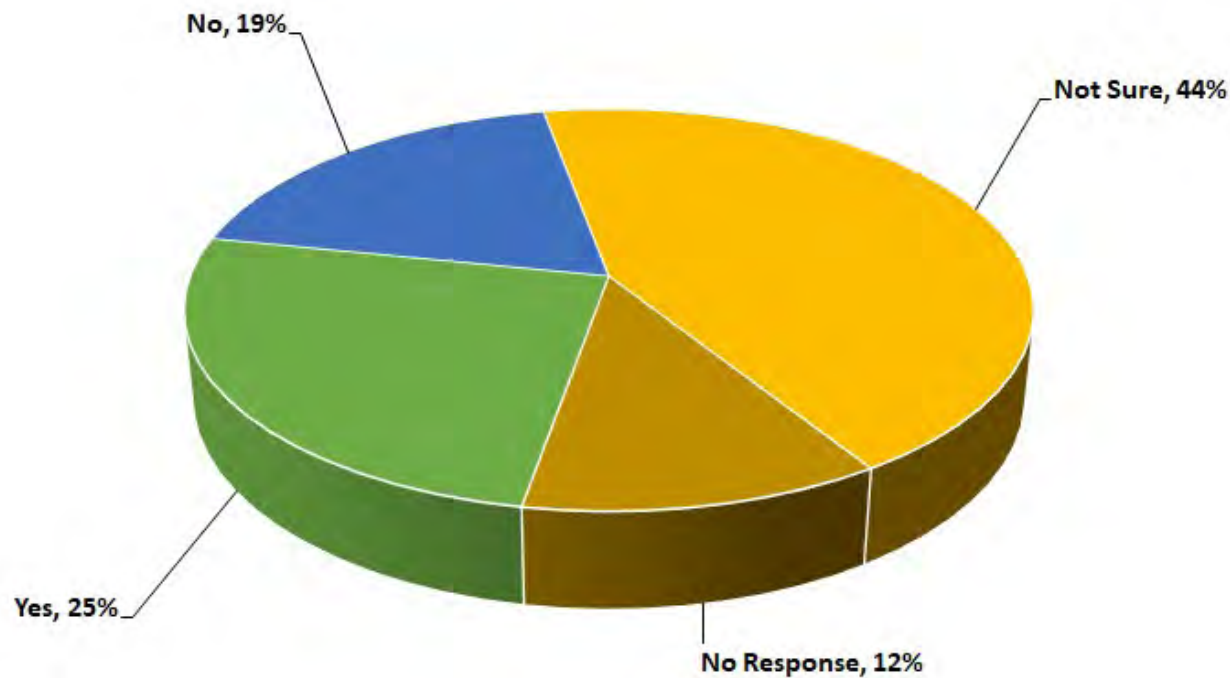
**Q23. A recent community based Focus Group identified a potential need for indoor sports fields. Would you be in favor of the Park District pursuing the development of an indoor sports facility?**



### **Question 24: Would you be in favor converting the existing indoor tennis courts at the Sachs Recreation Center into athletic turf space?**

There was a slight majority at 25% that support the idea, with 19% opposed, but the largest group of responses were unsure of the idea at 44%. The idea of transitioning spaces that are not currently utilized to their full potential and meeting the needs of the community is a good one, however more detail would be needed to garner community support. A key question would be if the turf conversion happens, is the space large enough to be effective for the target users. Another possible conversion would be investigating the idea of constructing dedicated pickleball courts in this space.

#### **Q24. Would you be in favor converting the existing indoor tennis courts at the Sachs Recreation Center into athletic turf space?**





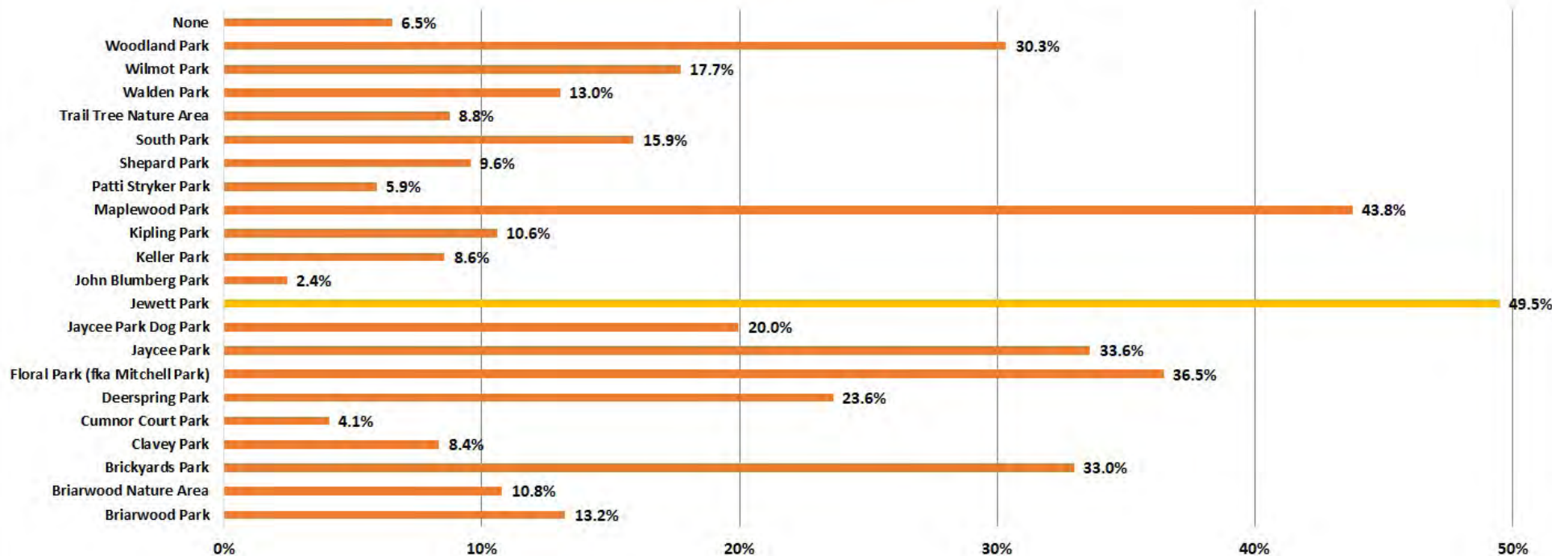


## 2021 Community Needs Assessment Findings Report

**Question 25: Please tell us what PARKS you or other members of your household currently use or will use in the future.**

The top three parks used includes Jewett at 49.5%, Maplewood at 43.8% and Floral at 36.5%.

**Q25. Please tell us what PARKS you or other members of your household currently use or will use in the future.  
(Check all that apply)**



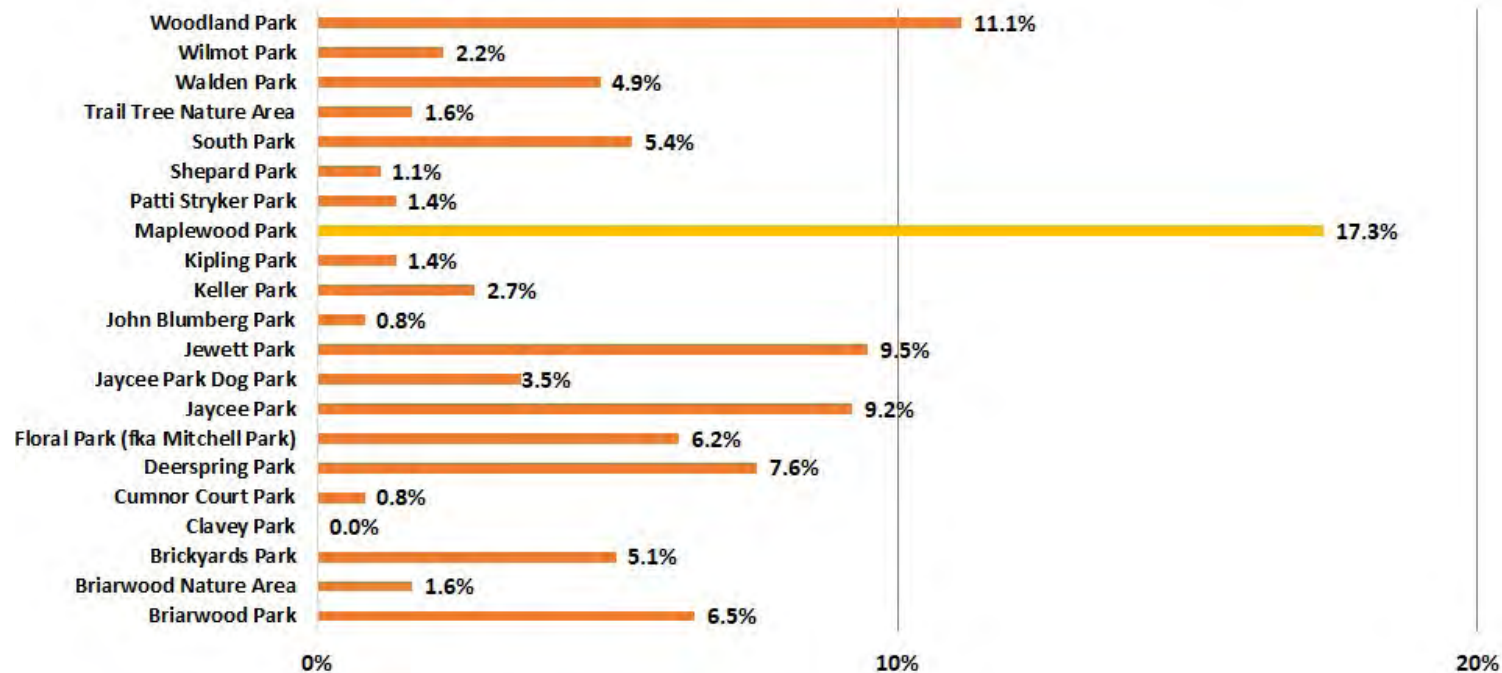
## 2021 Community Needs Assessment Findings Report



### Question 26: Which park do you visit most often from Question 25.

The top three parks visited most often includes Maplewood at 17.3%, Woodland at 11.1% and Jewett at 9.5%.

Q26. Which park do you most often visit from this list in Question 25?

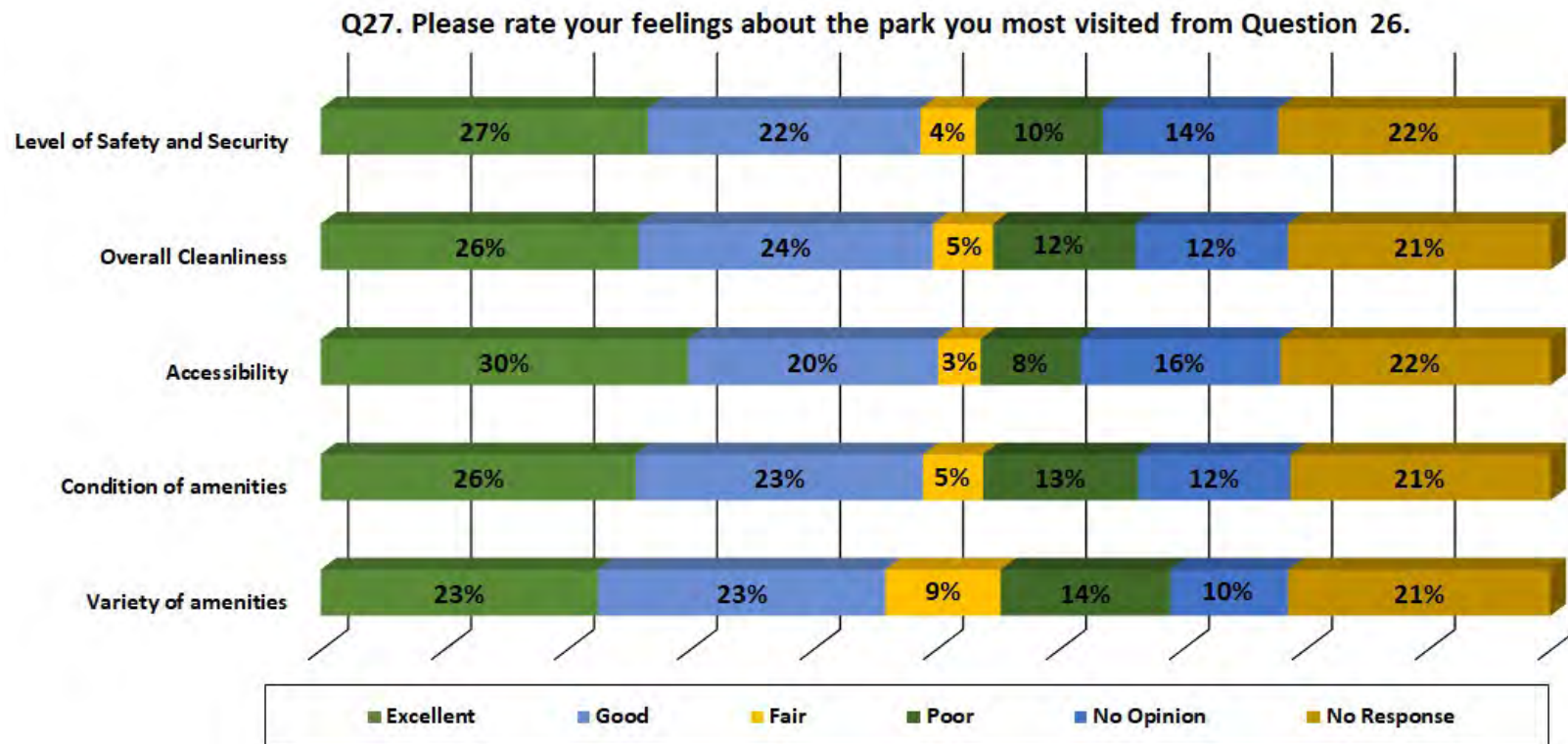




## 2021 Community Needs Assessment Findings Report

### Question 27: Please rate your feelings about the park you most visited from Question 26.

The responses indicated that the parks spaces score favorably to user feelings and experiences.



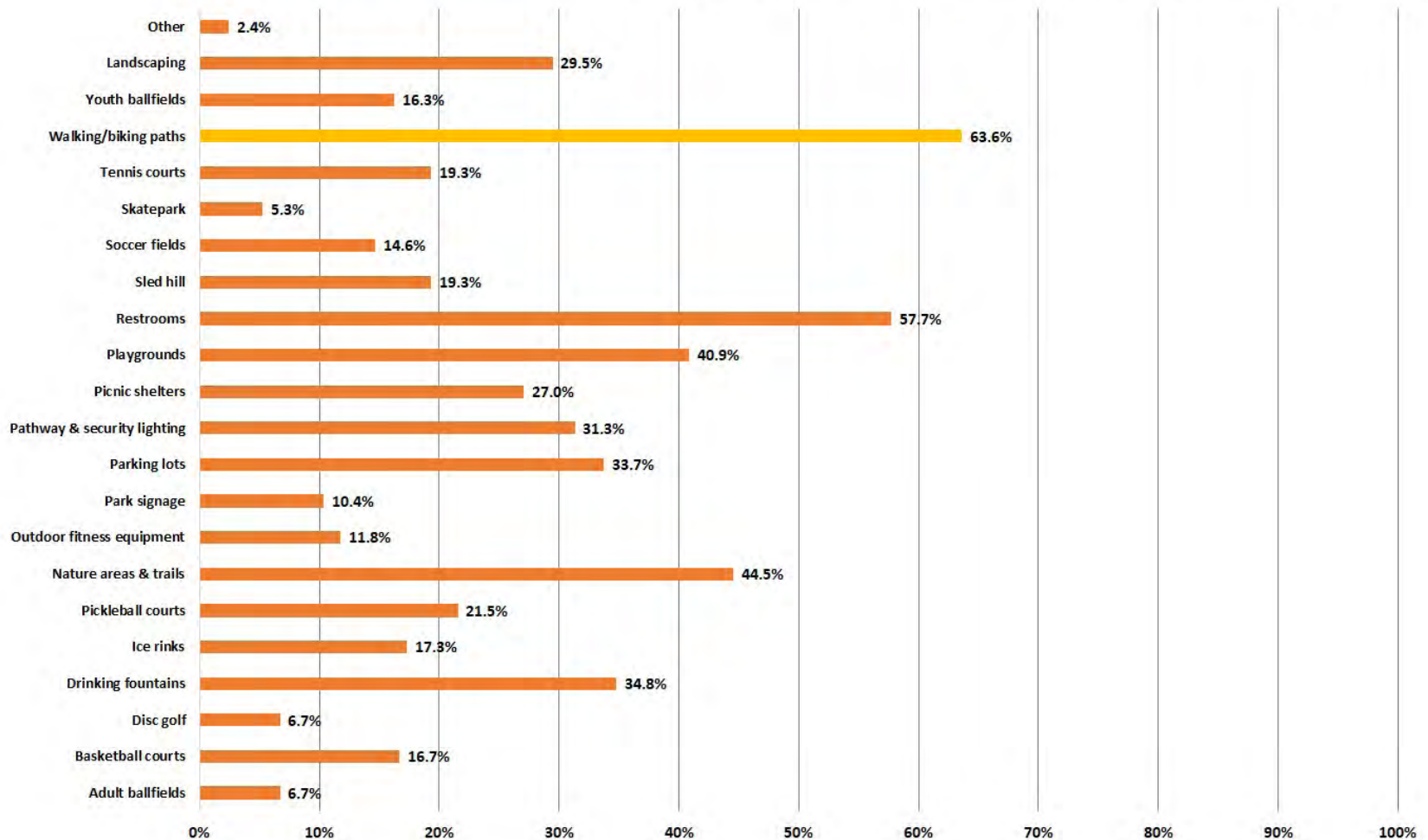
## 2021 Community Needs Assessment Findings Report



### Question 28: What outdoor park amenities are important to you and members of your household to have in our parks? (Check all that apply)

The top three responses include Walking/Biking Paths at 63.6%, Restrooms at 57.7% and Nature Areas & Trails at 44.5%.

Q28. What outdoor park amenities are important to you and members of your household to have in our parks? (Check all that apply)

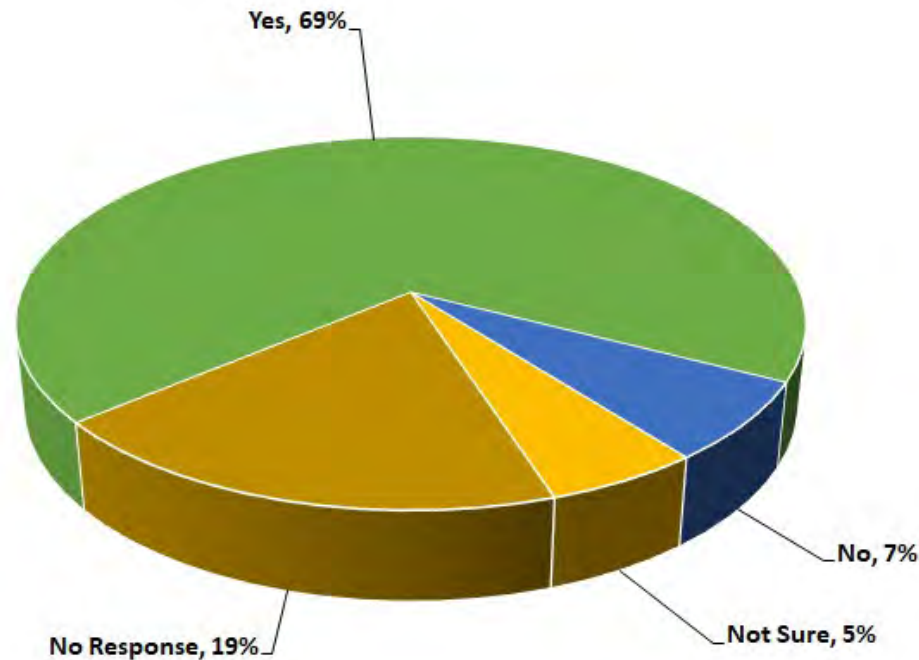




**Question 29: Overall, do you agree that the current Park District parks and facilities meet your needs and the needs of your family?**

A strong majority of the survey respondents clearly agree that the current parks and facilities meet their needs at 69%. This affirmation is further demonstrated by the responses in Question 30 by which 36.5% of the respondents selected "none" for capital projects when considering the value of the current system offerings within the existing financial parameters.

**Q29. Overall, do you agree that the current Park District parks & facilities meet your needs and the needs of your family?**

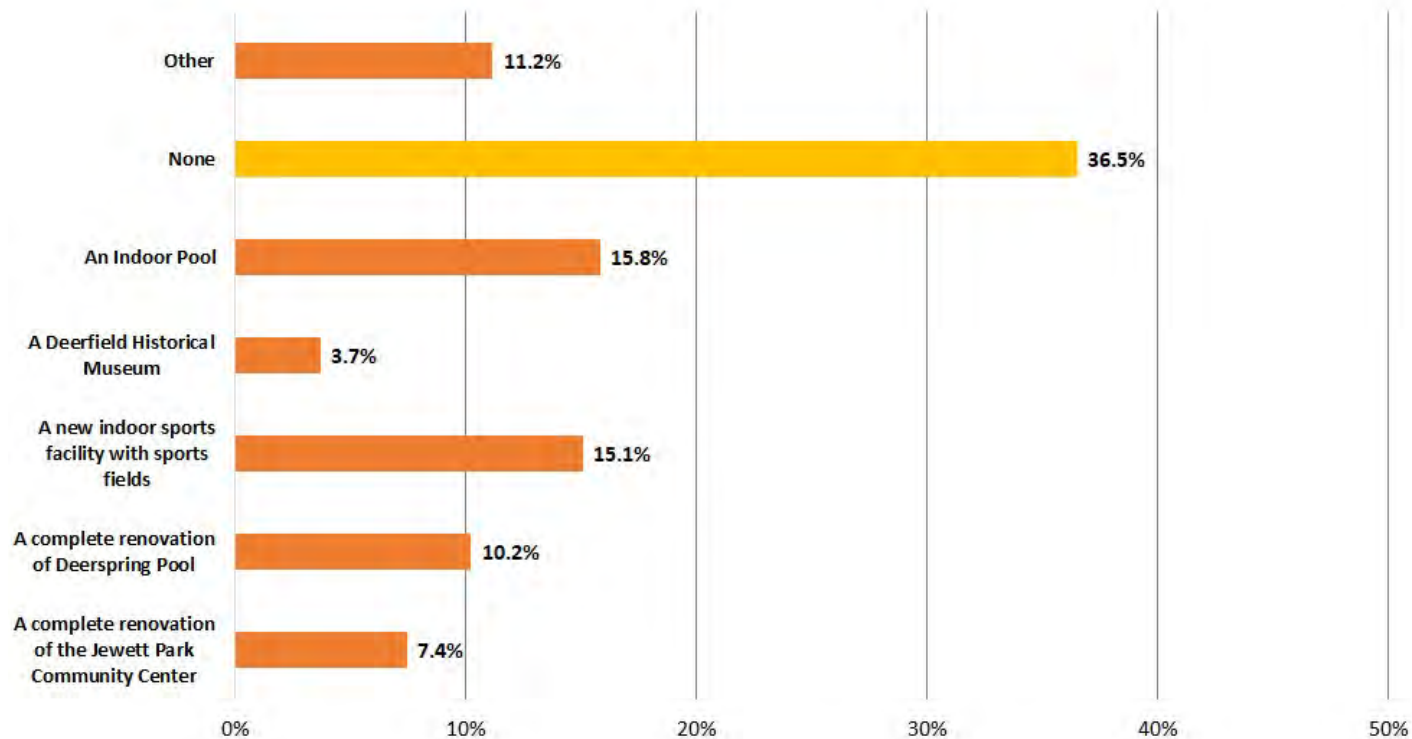




### Priorities

**Question 30: If the Park District would consider any of the following capital projects below, which would you be willing to support with a property tax increase? (Check all that apply)**

Respondents ranked “none” the highest at 36.5%, followed by an indoor pool at 15.8% and a new indoor sports facility at 15.1%. The lowest ranking was a Deerfield Historical Museum at 3.7%.

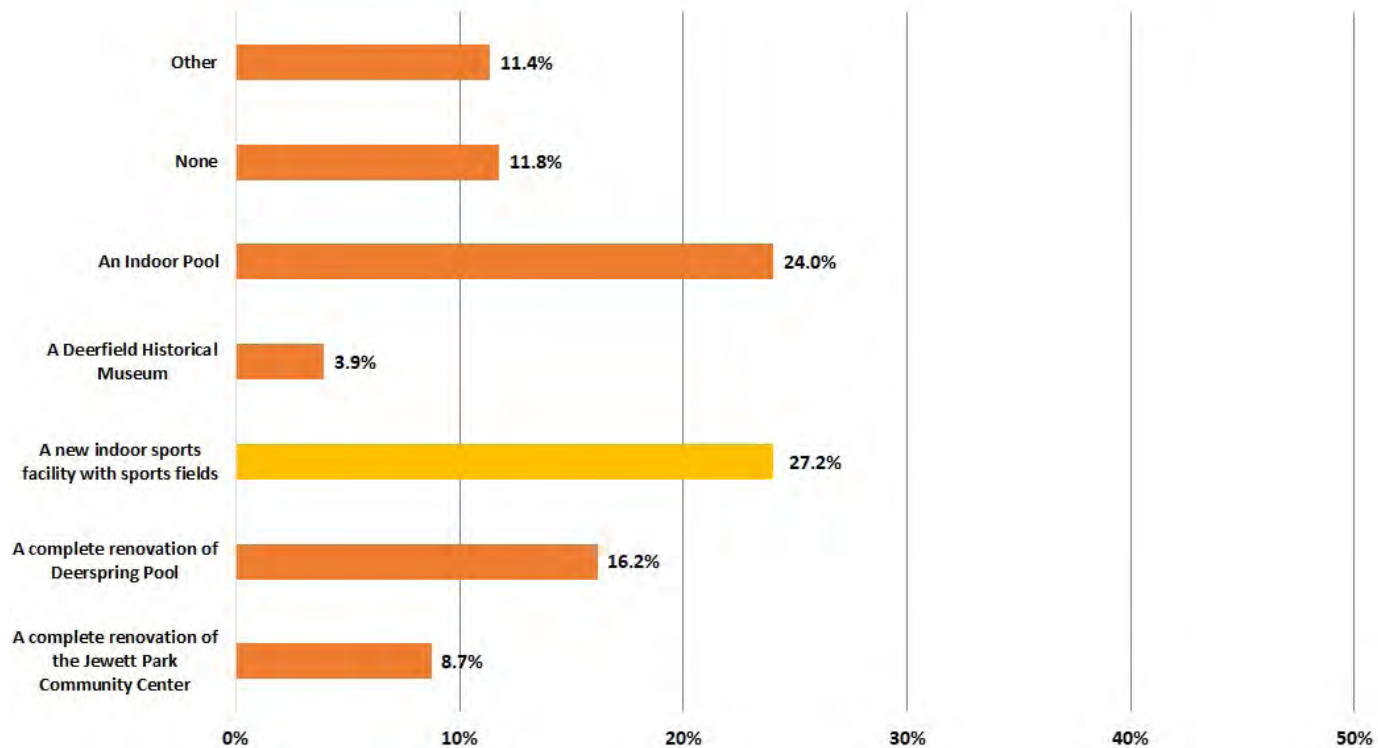




### Question 31: Please tell us which is the MOST important capital project from Question 30.

Of those survey respondents who selected a capital project from Question 30, the top three responses were a new indoor sports facility at 27.2%, an indoor pool at 24% and a complete renovation of Deerspring Pool at 16.2%. The lowest ranking project was a historical museum at 3.9%.

Q31. Please tell us which is the MOST important capital project from the list in Question 30.

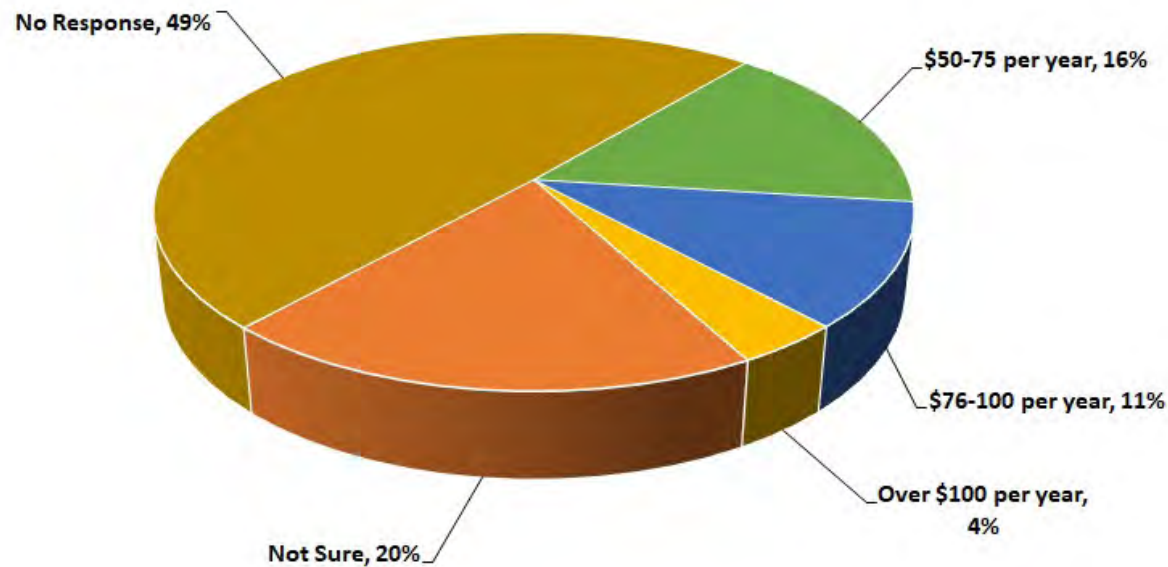




### Question 32: How much of a property tax would you be willing to pay to fund your MOST important choice from Question 31?

With only 31% supporting a potential tax increase, the high level of no response at 49% and the theme of taxes already being high in Deerfield in the open ended comments, the potential chance of a higher level of support would be a challenge based on this recent data collected from the community.

**Q32. How much of a property tax increase would you be willing to pay to fund your MOST important choice from Question 31?**

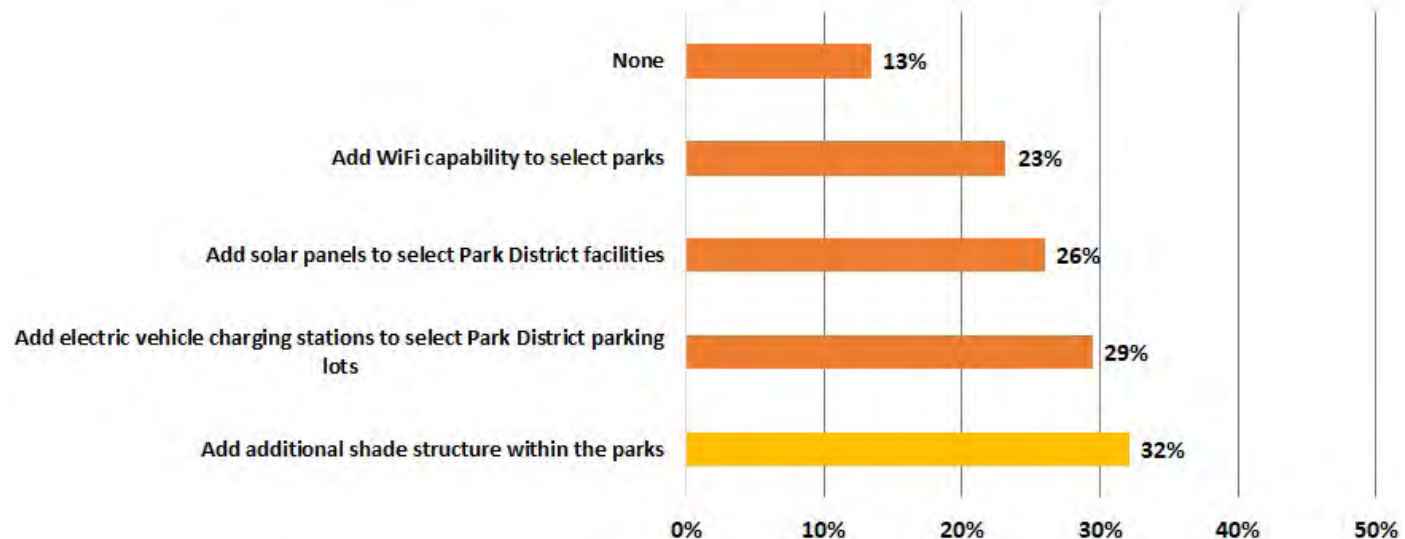




### Question 33: Should the Park District consider any of the following items? (Check all that apply)

Adding shade structures in the parks, and in particular in heavy use areas such as playgrounds, is the first choice at 32% and is a logical choice to extend the comforts of use by having shade to rest and enjoy the parks longer. However, none of these items would be considered a strong “must have” since none of them are above a base line 50% support rate.

#### Q33. Should the Park District consider any of the following items? (Check all that apply)



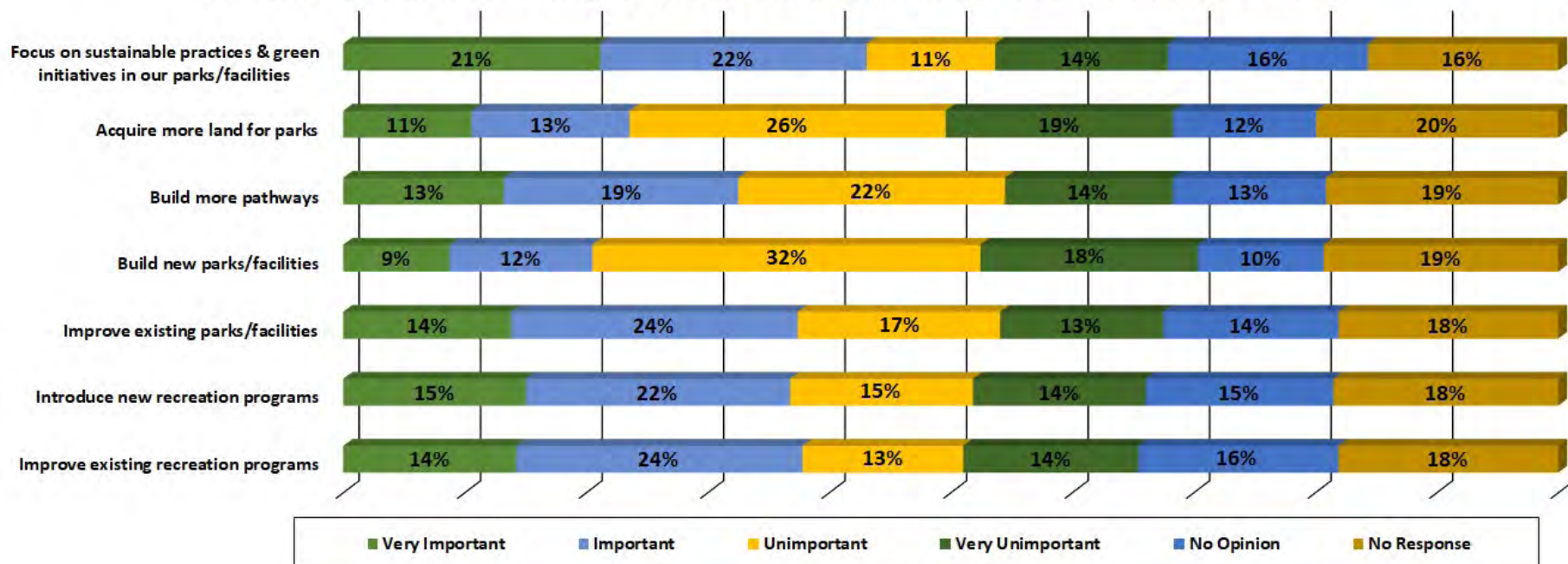
## 2021 Community Needs Assessment Findings Report



### Question 34: Please rate each of the following Park District priorities which would be important to you and your household.

Respondents ranked the majority of Park District priorities as a blend of balanced responses to what is important to them. Strong preferences were given to sustainable practices and green initiatives, improve what the Park District currently has in terms of parks, facilities and programs and introduce new program and relevant content to the community. Building new parks and facilities ranked the lowest among all the possible choices.

Q34. Please rate each of the following Park District priorities which are important to you and your household.



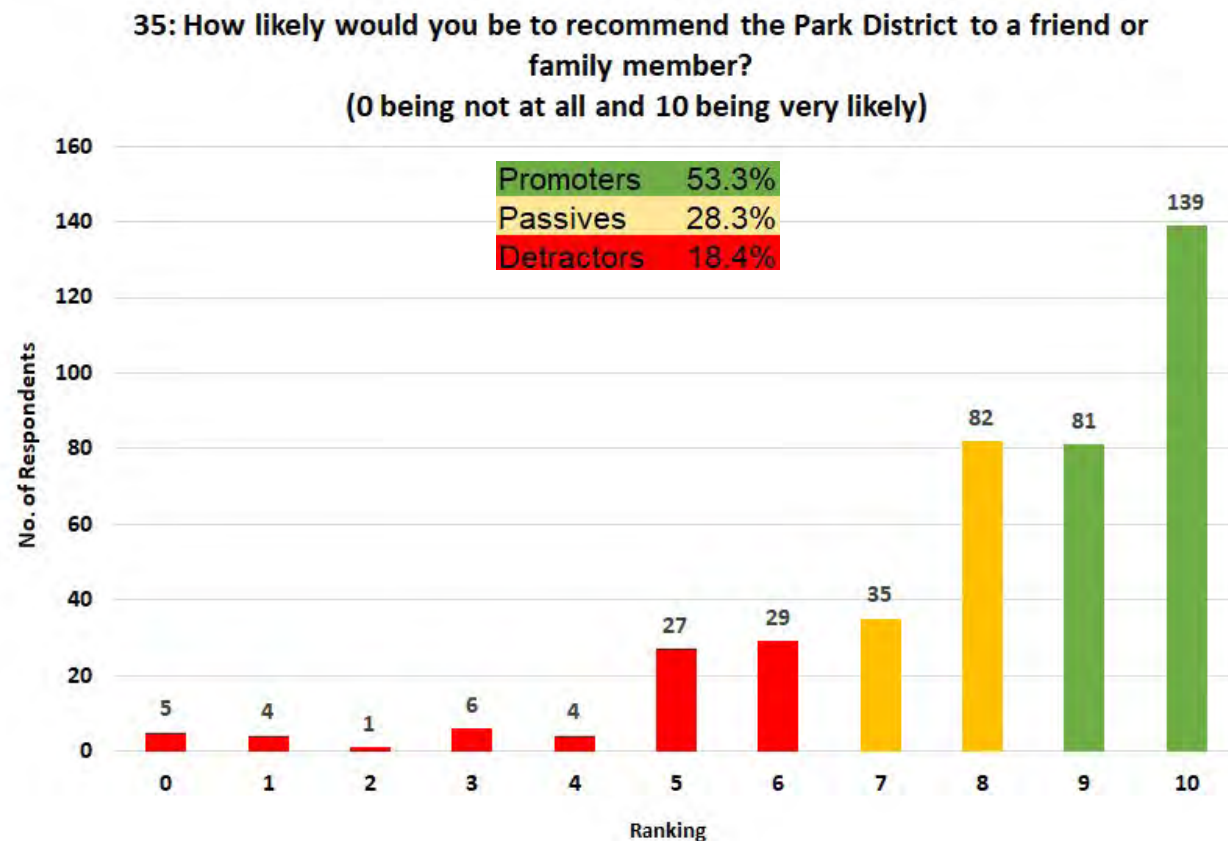




### Net Promoter Score

#### Question 35: How likely would you be to recommend the Park District to a friend, family member or neighbor?

This is a measure of customer satisfaction and loyalty to the Park District. The Net Promoter Score (NPS) system was used and measured with a single question survey and reported with a number from -100 to +100, a higher score is desirable. Given the NPS range of -100 to +100, a “positive” score or NPS above 0 is considered “Good”, +50 is “Excellent”, and above 70 is considered “World Class.” Based on global NPS standards, any score above 0 would be considered “good.” The Park District had a score of 34.9, which is a positive score reflecting a good position within the community.



### **Additional Comments (Open-Ended)**

#### **Question 36: Please make any additional comments that you think would be helpful.**

This question generated a large number of responses that can be found in the Appendix. The major themes of the comments included the notion that the Park District is doing a good job, the parks are well maintained and are important to fabric to the local community, the outdoor pools are an important community asset, the need for dedicated pickleball courts, no need for new taxes, take care of the wonderful things we currently have in our local Park District and lastly, keep any eye in doing better when you can to make the Park District progressive in thought towards the future.





### **Summary of Qualitative Research**

#### *Staff Visioning*

A staff visioning component was completed in the summer of 2021 as part of the overall community survey process. It included an on-line survey with specific questions to measure workplace performance and defining the organizational culture of the agency as well as an in person meeting vision session facilitated by the Public Research Group. The Park District's internal staff organizational culture is generally collaborative in nature that values unity and teamwork. A large portion of the staff is relatively new to the Park District and currently do not reside in Deerfield. The answers to most of the questions from the survey are heavily weighed on the positive scale. A few areas of concern from the data collected surround communication, the importance of transition succession planning, pay and an appreciation of efforts. All organizations can make improvements to its culture. In the case of the Park District, the overall big picture is the agency is functioning at a level that most of the staff feel is in the right direction. It looks like the little things could be an area of focus, especially in realm of communication.

#### *Board Visioning*

A Park Board visioning component was completed in the summer of 2021 as part of the overall community survey process. It included an on-line survey with specific questions to measure the Park Board's feelings about the current state of agency as well as future priorities of the Park District. The Park District Board of Commissioners are generally unified in their opinions regarding the future direction of the Park District. The COVID-19 transition has been swift with a quick up-tick in program registrations and restoration of the way things were before the pandemic. The Board at this point does not see a lasting impact of COVID-19 to the functionality of the Park District. The on-going engagement with the community is important to keep moving forward.

The real focus areas from the data collected are pushes towards capital investment, environmental stewardship, collaborative cooperation among local parties and advancing innovation by staying on the cutting edge and not become complacent.

## 2021 Community Needs Assessment Findings Report



### *Delphi Committee*

A small group of Deerfield athletic affiliate entities, park district, community and village leaders were invited by the Deerfield Park District to participate in a targeted focus group called the Delphi Committee. The purpose of the group was to discuss several key areas of the Park District in terms of programs and events, parks and facilities as well as the future focus of these key areas. The committee met in late May and June of 2021.

Deerfield is a community blessed with a Park District that has high quality facilities and a variety of programs both in athletics as well as the arts and general programming. The athletic affiliates offer high quality house and travel-based teams. Community facilities such as the Sachs Recreation Center and Jewett Park Community Center offer programming and day care as well as after school programs. In the summer the Park District works in conjunction with School District 109 to offer summer camp programming. The Patty Turner Center offers seniors quality programming throughout the year.

The main focus of the committee in the area of recreation programming was offering enhanced year-round programming to families and adults who have become empty nesters. The committee also recognizes that many citizens have shifted (maybe temporarily) to a more home-based lifestyle where they spend more time working from home and staying in the community as opposed to commuting downtown or to remote offices.

Overall, the Park District has some great facilities. In order to further facilitate some of the above suggestions committee members called for a bocce court, full sized chess, pickle ball and connected trail system to be developed between Deerfield parks and facilities. Designating bike lanes throughout the village could help cyclists who ride the north shore and north suburban road biking routes. A community garden lot was also discussed. Several of the athletic affiliates suggested the need for indoor and or outdoor turf space to practice and play games on. This included baseball, soccer, lacrosse and football affiliates for both house and travel leagues.



### **Survey Conclusions**

The Deerfield Park District is an important partner in the overall quality of life of the residents that the Park District serves. The pulse of the community as measured by this needs assessment is the Park District is doing a good job, keep it up and make strategic improvements to make things better.

**Mission Statement:** To provide outstanding parks, services, facilities and recreation programs that enrich lives, promote healthy living and inspire memorable experiences.

The following statements provide a summary of the survey conclusions:

- Overall satisfaction with the Park District is high.
- COVID-19 has not significantly impacted the desire to recreate.
- Programming is solid but there are areas that can be improved in terms of when classes are offered to be more user friendly as well as program content adjustments.
- The community prefers a first come, first serve registration process.
- The Park District app has promise but is not a useful means of communication in its current form.
- The parks are a community jewel and are held in high esteem.
- The outdoor pools are well used and an important District amenity.
- The Sachs Recreation Center is a well used facility.
- An indoor sports complex may have merit but would need to be vetted to the community for further considerations in the future.
- There is a lack of support for future tax increase within the current state of the community.
- There is a desire for new recreation programs, experiences and amenities that match trends within recreation when reasonably possible.
- There is a strong voice to first take care of what you have, which has made the Park District a valuable community partner enriching the lives of the residents.



## Appendix





# 2021 Community Needs Assessment Findings Report



July 26, 2021

Dear Deerfield Park District Resident:

Over the past 70 years the Deerfield Park District has provided valuable and meaningful recreation programs, facilities, parks and services to our community.

Your household was one of a limited number selected at random to receive this survey. The community input collected from this survey will identify parks and recreation needs and help establish future priorities for the Deerfield Park District. **Your response to the enclosed survey is extremely important. The survey starts on the back of this cover letter.**

Public Research Group, an independent research firm, has been selected to conduct this survey. A great deal has changed in the last year and a half, so it is the right time to identify opportunities to add or improve facilities, parks, trails as well as recreation programs to support the future needs of our community. **Your responses will remain confidential.** Please return your completed survey in the **next 2 weeks** in the enclosed postage-paid envelope.

If you have any questions, please contact me at (847) 572-2612 or [jeff@deerfieldparks.org](mailto:jeff@deerfieldparks.org). Your input is critical in setting the future direction of the Park District. Thank you in advance for your time and consideration.

**Please take this opportunity to let your voice be heard!**

Sincerely,

Jeff Nehila, CPRE  
Executive Director  
Deerfield Park District

## Commissioners

Michael Brown Jan Caron  
Joe Cohen Rick Patinkin  
Debbie Serota

Jeff Nehila, Executive Director

## Affiliated With

National Recreation and Park Association  
Illinois Association of Park Districts  
Illinois Parks and Recreation Association



836 Jewett Park Drive | Deerfield, IL 60015 | 847-945-0650 | Fax: 847-945-0699 | [deerfieldparks.org](http://deerfieldparks.org)

## Deerfield Park District Questionnaire

The Deerfield Park District would like your input to help determine future park and recreation priorities for our community. Your "household" refers to you and those residing in your home. This survey will take up to 10 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid envelope. All responses to this survey are anonymous and confidential. Please note that the Deerfield Park District is a separate, autonomous agency, independent from the governance of the Village of Deerfield.

- Beginning with yourself, please write in the ages of those in your household?  
\_\_\_\_\_
- How would you rate your overall satisfaction with the Park District? **(Select only one)**  
☐ Highly Satisfied   ☐ Satisfied   ☐ Unsatisfied   ☐ Highly Unsatisfied   ☐ Not applicable
 

2a. If you answered **Unsatisfied** or **Highly Unsatisfied** above, please tell us which area(s) you are displeased with? **(Check all that apply)**  
☐ Customer Service   ☐ Parks   ☐ Fees   ☐ Taxes  
☐ Facilities   ☐ Programs   ☐ Communication   ☐ Transparency  
☐ COVID response (Please specify reason) \_\_\_\_\_  
☐ Other (Please specify reason) \_\_\_\_\_
- What is one thing you like about the Park District? **(Please specify)**  
\_\_\_\_\_
- How do you learn about the programs, facilities and services of the Park District? **(Check all that apply)**  
☐ Park District seasonal program guide   ☐ School flyers/newsletters  
☐ Park District website   ☐ Promotions at Park District events  
☐ Newspaper articles/advertisements   ☐ Conversations with Park District staff  
☐ Flyers/posters at Park District facilities   ☐ Television screen directories in facilities  
☐ Facebook   ☐ Park District e-mail/newsletters  
☐ Instagram   ☐ Friends and neighbors  
☐ Other (Please specify) \_\_\_\_\_
- How would you rate the Park District website?  
☐ Excellent   ☐ Good   ☐ Fair   ☐ Poor   ☐ Have never used
- How would you rate the Park District app?  
☐ Excellent   ☐ Good   ☐ Fair   ☐ Poor   ☐ Have never used
- Please select the **MOST** preferred method from the choices below for you to obtain a seasonal program guide in the future. **(Select only one)**  
☐ Pick up the seasonal program guide at Park District facilities  
☐ View a digital program seasonal guide on the Park District website  
☐ Receive a hard copy of the program seasonal guide delivered to my home  
☐ Other (Please specify) \_\_\_\_\_
- Do you receive the Park District programs and events email?  
☐ Yes   ☐ No
- What is your preferred method of registration for our most popular programs, events and summer camps? **(Select only one)**  
☐ First Come, First Serve basis   ☐ Lottery system

# 2021 Community Needs Assessment Findings Report



10. Please rate your overall satisfaction with the recreation experiences provided by the Park District listed below by circling the corresponding number.

Recreation Experience	Highly Satisfied	Satisfied	Unsatisfied	Highly Unsatisfied	Does not Apply
Ease of registration for programs	5	4	3	2	1
Fees charged for programs	5	4	3	2	1
Overall quality of the programs and special events	5	4	3	2	1
Overall variety of the programs and special events	5	4	3	2	1
Fees charged for facility rentals	5	4	3	2	1
Overall implementation and effectiveness of the COVID related protocols	5	4	3	2	1

11. Please rate the overall quality of the Park District recreation programs for the specific age groups listed below by circling the corresponding number.

Program Age Groups	How would you rate the overall quality of the Programs participated in?				
	Excellent	Good	Fair	Poor	Do not Participate
Early Childhood (1-5)	5	4	3	2	1
Youth Recreation (6-12)	5	4	3	2	1
Youth Sports (6-12)	5	4	3	2	1
Camps (All Ages)	5	4	3	2	1
Aquatics (All Ages)	5	4	3	2	1
Teen Recreation (13-17)	5	4	3	2	1
Adult Sports (18+)	5	4	3	2	1
Adult Recreation (18-49)	5	4	3	2	1
Adult Recreation (50+)	5	4	3	2	1

12. Do any of the following prohibit you or members of your household from participation in recreation programs and/or services? **(Check all that apply)**

☐ Lack of personal time      ☐ Lack of desired facilities      ☐ Age  
☐ Lack of desired programs      ☐ Cost      ☐ Lack of childcare  
☐ Programs not offered at a convenient time      ☐ Lack of transportation      ☐ None  
☐ Registration process      ☐ Health related problems  
☐ Other (Please specify) \_\_\_\_\_

13. Please select what is important to you or members of your household when choosing recreation programs and activities to participate in? **(Check all that apply)**

☐ (1) Day of week      ☐ (2) Number of weeks that the program meets      ☐ (3) Program cost  
☐ (4) Program facility      ☐ (5) Program environment (Indoors or Outdoors)      ☐ (6) Program length  
☐ (7) Program location      ☐ (8) Program content      ☐ (9) Time of day

14. What is the **MOST** important reason from the list above? **(Write in the Number)**

15. Have you or a member of your family golfed, used the driving range, participated in instructional programs, in special events or dined at the Deerfield Golf Club within the last 5 years?  
 \_\_\_\_ Yes (Answer Q16)      \_\_\_\_ No (Skip to Q17)

16. Please rate your overall satisfaction with your experiences at the Deerfield Golf Club by circling the corresponding number.

	Highly Satisfied	Satisfied	Unsatisfied	Highly Unsatisfied	Does not Apply
Golf Course	5	4	2	2	1
Driving Range	5	4	2	2	1
Instructional Programs	5	4	3	2	1
Special Events	5	4	3	2	1
FORE Restaurant	5	4	3	2	1

17. Have you or members of your household used the Park District's outdoor pools within the last 5 years?  
 \_\_\_\_ Yes      \_\_\_\_ No (Answer Q19)

18. Which outdoor pool do you or members of your household use **MOST** often?  
 \_\_\_\_ Deerspring      \_\_\_\_ Mitchell

19. If you answered **NO** to Question 17, please tell us why? **(Check all that apply)**  
☐ No one in our household swims      ☐ Not aware the pools existed  
☐ The pools are outdated      ☐ Not enough time to swim  
☐ Other pools better fit my needs      ☐ Hours of operation are not convenient  
☐ Other (Please specify) \_\_\_\_\_

20. Please tell us what **FACILITIES** you or other members of your household currently use or will use in the future. **(Check all that apply)**

☐ (1) Deerfield Golf Club & Learning Center      ☐ (2) Jewett Park Community Center  
☐ (3) Patty Turner Center      ☐ (4) Sachs Recreation Center  
☐ None (Skip to Q23)

21. Which facility do you visit most often from the list above? **(Write in the Number)**

22. Please rate your feelings about the facility you most visited from Question 21 by circling the corresponding number.

	Excellent	Good	Fair	Poor	No Opinion
Variety of amenities	5	4	3	2	1
Condition of amenities	5	4	3	2	1
Accessibility	5	4	3	2	1
Overall cleanliness	5	4	3	2	1

23. A recent community based Focus Group identified a potential need for indoor sports fields. Would you be in favor of the Park District pursuing the development of an indoor sports facility?  
 \_\_\_\_ Yes      \_\_\_\_ No      \_\_\_\_ Not sure

Survey continues on other side



# 2021 Community Needs Assessment Findings Report

24. Would you be in favor converting the existing indoor tennis courts at the Sachs Recreation Center into athletic turf space?  
☐ Yes ☐ No ☐ Not sure

25. Please tell us what **PARKS** you or other members of your household currently use or will use in the future. **(Check all that apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> (1) Briarwood Park                     | <input type="checkbox"/> (2) Briarwood Nature Area   |
| <input type="checkbox"/> (3) Brickyards Park                    | <input type="checkbox"/> (4) Clavey Park             |
| <input type="checkbox"/> (5) Cumnor Court Park                  | <input type="checkbox"/> (6) Deerspring Park         |
| <input type="checkbox"/> (7) Floral Park (f.k.a. Mitchell Park) | <input type="checkbox"/> (8) Jaycee Park             |
| <input type="checkbox"/> (9) Jaycee Park Dog Park               | <input type="checkbox"/> (10) Jewett Park            |
| <input type="checkbox"/> (11) John Blumberg Park                | <input type="checkbox"/> (12) Keller Park            |
| <input type="checkbox"/> (13) Kipling Park                      | <input type="checkbox"/> (14) Maplewood Park         |
| <input type="checkbox"/> (15) Patti Stryker Park                | <input type="checkbox"/> (16) Shepard Park           |
| <input type="checkbox"/> (17) South Park                        | <input type="checkbox"/> (18) Trail Tree Nature Area |
| <input type="checkbox"/> (19) Walden Park                       | <input type="checkbox"/> (20) Wilmot Park            |
| <input type="checkbox"/> (21) Woodland Park                     | <input type="checkbox"/> None (Skip to Q30)          |

26. Which park do you visit most often from the list above in Quesiton 25? **(Write in the Number)**

27. Please rate your feelings about the park you most visited from Question #26 by circling the corresponding number.

	Excellent	Good	Fair	Poor	No Opinion
Variety of amenities	5	4	3	2	1
Condition of amenities	5	4	3	2	1
Accessibility	5	4	3	2	1
Overall cleanliness	5	4	3	2	1
Level of safety and security	5	4	3	2	1

28. What outdoor park amenities are important to you and members of your household to have in our parks? **(Check all that apply)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Adult ballfields             | <input type="checkbox"/> Basketball courts           | <input type="checkbox"/> Disc golf         |
| <input type="checkbox"/> Drinking fountains           | <input type="checkbox"/> Ice rinks                   | <input type="checkbox"/> Pickleball courts |
| <input type="checkbox"/> Nature areas & trails        | <input type="checkbox"/> Outdoor fitness equipment   | <input type="checkbox"/> Park signage      |
| <input type="checkbox"/> Parking lots                 | <input type="checkbox"/> Pathway & security lighting | <input type="checkbox"/> Picnic shelters   |
| <input type="checkbox"/> Playgrounds                  | <input type="checkbox"/> Restrooms                   | <input type="checkbox"/> Sled hill         |
| <input type="checkbox"/> Soccer fields                | <input type="checkbox"/> Skatepark                   | <input type="checkbox"/> Tennis courts     |
| <input type="checkbox"/> Walking/biking paths         | <input type="checkbox"/> Youth ballfields            | <input type="checkbox"/> Landscaping       |
| <input type="checkbox"/> Other (Please specify) _____ |  |  |

29. Overall, do you agree that the current Park District parks and facilities meet your needs and the needs of your family?  
☐ Yes ☐ No ☐ Not sure

Survey continues on other side

30. If the Park District would consider any of the following capital projects below, which would you be willing to support with a property tax increase? **(Check all that apply)**

- ☐ (1) A complete renovation of the Jewett Park Community Center  
☐ (2) A complete renovation of Deerspring Pool  
☐ (3) A new indoor sports facility with sports fields  
☐ (4) A Deerfield Historical Museum  
☐ (5) An Indoor Pool  
☐ (6) None (Skip to Q33)  
☐ (7) Other (Please specify) \_\_\_\_\_

31. Please tell us which is the **MOST** important capital project from the list above in Question 30? **(Write in the Number)**

32. How much of a property tax increase would you be willing to pay to fund your **MOST** important choice from Question 31?

☐ \$50-75 per year ☐ \$76-100 per year ☐ Over \$100 per year ☐ Not sure

33. Should the Park District consider any of the following items? **(Check all that apply)**

- ☐ Add additional shade structures within the parks  
☐ Add electric vehicle charging stations to select Park District parking lots  
☐ Add solar panels to select Park District facilities  
☐ Add WiFi capability to select parks  
☐ None

34. Please rate each of the following Park District priorities which are important to you and your household by circling the corresponding number.

	Very Important	Important	Unimportant	Very Unimportant	No Opinion
Improve existing recreation programs	5	4	3	2	1
Introduce new recreation programs	5	4	3	2	1
Improve existing parks/facilities	5	4	3	2	1
Build new parks/facilities	5	4	3	2	1
Build more pathways	5	4	3	2	1
Acquire more land for parks	5	4	3	2	1
Focus on sustainable practices and green initiatives in our parks and facilities	5	4	3	2	1

35. How likely would you be to recommend the Park District to a friend, family member or neighbor? **(Choose 0 to 10 with 0 being not at all and 10 being extremely likely)**

0 1 2 3 4 5 6 7 8 9 10

36. Please make any additional comments that you think would be helpful.

\_\_\_\_\_  
 \_\_\_\_\_

Thank you for your time.

Please complete the survey in the next 2 weeks and return it self addressed stamped envelope.

# 2021 Community Needs Assessment Findings Report



## Open-ended Survey Responses

### **Question 2a: COVID responses:**

- Mandatory mask-wearing at summer camp, even outside, is beyond ridiculous
- Having masks mandatory for kids outdoors

### **Question 2a: “Other” responses:**

- Availability of SAC for AAVW and Deerfield historical society events.
- Commissioners don't listen to constituents
- Events such as Halloween hoopla or harvest fest are the same. Not very creative in the offerings
- Garbage cans are flowing with dog poo, too much round-up and pesticides used in parks
- Golf course will not allow each golfer to pay for their own round. Person signing up must pay for everyone in the group.
- Lack of thought/support/action towards connecting DF to surrounding recreational opportunities
- Need turf field like every other decent town from Glenview to Barrington
- No pickleball courts
- Not enough weekend programs, too many weekday
- Not inclusive of those w/ special needs/disabilities - unorganized programs (young kids sports @ Sachs
- Pickleball courts, indoor activities for adults and kids
- Pool temperature is too cold - Mitchell and Deerspring
- Staffing engagement with the kids
- Tennis program for adults is non-existent
- Unhappy with no before camp care

### **Question 3: What is one thing you like about the Park District responses:**

- A wide assortment of activities for all ages
- Accessibility
- Accessibility, programs, professional
- Accessibility, well cared for parks, good programs





- Accessibility, well maintained
- Accessible
- Accessible
- Activities
- Activities and services for all ages
- Activities for all levels
- Adult ballet class
- Affiliates
- Affordable good programming
- After school activity options
- After school program
- After-school care
- All of the different trails, skating rinks in the winter.
- All of the neighborhood parks, easily accessible
- All the activities for the residents. Been in the area for 51 years.
- All the parks are extremely clean and well kept up
- Amount of public space
- Appearance of the facilities
- Aquatics!
- Audrey at the front desk
- Audrey at the park district office
- Availability and afford-ability of classes
- Availability of varied programs
- Availability to community and diversity of offerings
- Beautiful open spaces
- Beautiful Park space
- Beautiful parks
- Beautiful parks
- Beautiful parks for my son
- Beautifully maintained parks and facilities
- Breadth of offerings
- Broad offerings

## 2021 Community Needs Assessment Findings Report



- Camp
- Camp
- Camp staffing and programming
- Camp was excellent
- Camps
- Children's activities and variety offered
- Children's camps and programming when my kids were here
- Children's programs
- Children's activities, public pools
- Class offerings for 3-year-old
- Clean
- Clean
- Clean
- Clean
- Clean & available
- Clean parks
- Clean parks, good playground equipment
- Cleanliness
- Cleanliness of grounds, upkeep of fields
- Cleanliness of the parks and facilities
- Cleanliness, accessibility
- Cleanliness, amount of parks in the area
- Cleanliness, maintenance
- Close to home
- Coho
- Coho
- Communication
- Communication, community activities, compost and services
- Community - meeting neighbors and supporting local services
- Community atmosphere
- Concerts
- Condition of park - great maintenance



- Condition of the parks
- Conscientious board
- Convenience
- Convenience
- Convenience
- Convenient
- Convenient, affordable programs, sense of community
- Convenient/cleanliness/friendly employees
- Deerfield has an abundance of parks
- Deerspring pool
- Deerspring pool - we absolutely love it!
- Deerspring pool, Deerfield golf course and Mitchell pool
- Dft!
- Diverse options provided
- Diversity of classes and programs
- Diversity of parks and the amount of them
- Diversity of programs
- Diversity of programs
- Diversity of programs that are available
- Dog walking
- Don't use park facilities
- Ease of registration - employees were helpful w/ online process
- Easy access
- Easy access to many parks
- Excellent facilities and maintenance
- Facilities
- Facilities
- Facilities
- Facilities
- Facilities – pools & Sachs
- Facilities are well kept
- Facilities are well maintained

## 2021 Community Needs Assessment Findings Report



- Family activities and facilities
- Flexibility
- Flexibility
- Focused on needs of all age groups and meets those needs
- Free concerts
- Friendly staff
- Golf
- Golf course
- Golf course and more than one pool.
- Golf course Sachs center
- Golf course Sachs center
- Good communication
- Good facility for young children and friendly staff
- Good parks - many parks
- Good programs when the kids were younger, Sachs center
- Good quantity of parks for small town
- Great access to lots of playgrounds including 4 elementary schools
- Great maintenance of the parks
- Great offerings and programs
- Great parks
- Great parks for walking
- Great preschool
- Great programming options
- Great programs for kids
- Great programs for kids
- Great service and wonderful pre-school but need afternoon program)
- Green parks
- Green space and sports equipment (basketball hoop/soccer nets
- Green space; places to walk
- Green space, walking paths
- Hard to pick one - playgrounds
- Has followed CDC guidelines well with COVID-19



- Haven't been yet
- Haven't used for quite some time, but the camps were great for my kids
- How clean everything is
- How clean they are
- I can't list just one! Pools, music, Sachs center, programs, etc.
- I don't use the services
- I get the informative emails - many choices
- I like that Sachs is convenient and affordable
- I love living in a community with a commitment to organized and diverse recreational opportunities for the members
- I love the parks
- I love the parks and I also appreciate how everything is maintained. I have many nieces and nephews. I have used the parks over the past 20 years.
- I love the theaters programs
- I loved the programs when my kids were younger
- I rarely use it, but it looks great to me
- I walk a lot - love the parks
- I was taking a pilates class I enjoyed
- In general facilities
- It has always had programming available for me and my family from tots to camp, to sports, to a place to exercise and gather as we age
- It is close by
- It is close to us
- It offers programs for all ages
- It provides a place for my husband to socialize
- Jewett Park and skate park
- Keep parks/fields in good shape
- Keeps facilities clean
- Kids camps
- Kids programs
- Large availability of programs/diversity of programs
- Local parks and playgrounds





- Location
- Location
- Location
- Location
- Logo
- Lots of parks
- Lots of parks, playgrounds
- Lots of program options
- Lots of programming
- Lots of variety
- Lots of walking paths in parks
- Love Deerfield golf course
- Maintenance of facilities
- Maintenance of our park
- Many parks
- Many parks that're wonderfully maintained
- Many programs
- Mitchell pool
- Mitchell pool - adult lap swim
- Multiple parks and programs
- Nice clean parks, many to choose
- Nice options for classes
- Nice parks with good facilities
- Nothing!
- Number and diversity of parks
- Number of facilities available
- Number of well-maintained parks, activities available at the parks
- Offer lots of recreational options
- Offer programs to residents
- Offerings for all types of people
- Open space
- Open space



- Open space. The more the better!
- Open spaces
- Options offered
- Our parks are beautiful and up to date
- Outdoor pools
- Overall service to our community
- Park areas
- Park district customer service
- Park facilities
- Parks
- Parks
- Parks
- Parks
- Parks
- Parks
- Parks
- Parks and pools
- Parks and pools are well kept and up to date!
- Parks and Sachs center
- Parks and Sachs center
- Parks are clean and there are several
- Parks are clean, playgrounds are nice
- Parks are kept neat, clean and manicured
- Parks are nice
- Parks clean
- Parks feel clean
- Parks themselves
- Parks, facilities, activities
- Parks, pools, music in the park
- Parks/splash pad
- Patty turner center
- Patty turner center

## 2021 Community Needs Assessment Findings Report



- Patty turner center
- Patty turner center
- Planned activities
- Playground for small kids and pool
- Playgrounds are great
- Playgrounds are well maintained
- Pools
- Pools
- Pools
- Pools
- Pools
- Pools
- Pools
- Pools, music in the park
- Pools, parks and after-school club
- Pools. Classes. Parks
- Preschool (currently not helpful...)/golf
- Professional and practical without grandiose expenditures, yet keeping facilities well maintained and updated and attuned to the needs of the community
- Program for very young kids
- Program offerings, number of parks, playgrounds, pools
- Programming
- Programs
- Programs
- Programs for all ages - and the parks - dog park
- Programs for children
- Programs for kids
- Programs on weekend on great - not enough choices
- Programs/classes
- Programs/classes
- Proximity to our house and nice parks
- Ptc



- Public pools
- Public spaces are open and relaxing
- Quality and amount of parks
- Quality of golf course
- Rarely use
- Reasonably priced pools
- Recyclers square dance club (i was one of the founders)
- Sachs
- Sachs center
- Sachs center
- Sachs center
- Sachs center
- Sachs center
- Sachs center - pre-pandemic - have not been back but my husband works out there regularly
- Sachs center and parks
- Sachs ctr
- Sachs rec center
- Sachs rec center
- Sachs work out
- Sarah center
- Sarah hall theater
- Seem to offer a lot of programs, good parks
- Seems nice but we can't use services due to husband being disabled
- Selection of parks
- So many places for picnic gatherings
- So many things to do.
- Some of the parks are maintained well
- Staff at office
- Staff at SRC
- Staff is very nice - clean - close by
- Summer camps and after care at elementary schools were affordable and flexible for working families
- Summer programs for children

## 2021 Community Needs Assessment Findings Report



- Support of NSSRA
- Support of public schools (before/after care)
- Tennis courts
- Tennis courts
- Tennis courts, classes, pools, parks
- The ability to reach all the taxpayers
- The amount of parks
- The availability of parks throughout town, Sachs center, pools
- The camps are well run and have variety
- The classes and amenities for everyone
- The classes look interesting
- The classes offered and the state of the parks and playgrounds
- The different activities offered for all age ranges
- The facilities
- The grass tennis courts and the reservation system
- The grounds
- The level of programming in Deerfield is far beyond better than other Districts. We really like the camps and pools.
- The number and range of facilities offered
- The number of beautiful parks we have
- The number of parks
- The number of parks in the area - quality/cleanliness/accessibility
- The office staff at Jewett Park
- The open spaces in the park
- The opportunity for inclusion with NSSRA assistance
- The Park District has great facilities and programs!
- The Park District offers something for all ages and is very inclusive
- The parks
- The parks
- The parks
- The parks and facilities
- The parks and pools





- The parks and pools
- The parks are clean
- The parks are well maintained, provide excellent walking paths and cater to a variety of interests
- The parks!
- The parks, the variety of programs, the cleanliness of all parks and facilities
- The patty turner center
- The people there are friendly and helpful
- The playgrounds
- The playgrounds
- The pools
- The pools
- The pools and multiplex
- The pools, parks and programs
- The programs available
- The quality of the facilities
- The quality of the facilities
- The range of activities
- The Sachs Center
- The staff at patty turner and Deerfield golf course
- The swimming pools
- The teaching staff at preschool
- The variety of program offerings
- The various facilities they offer
- The well-maintained pools
- The work it does for the fields
- Theater programs
- There are a lot of parks, so everyone is pretty close to one
- There are a ton of them
- There are many parks in df in lots of neighborhoods
- There are programs for all ages
- They had wonderful pre-k programs
- They have a golf course with a great practice facility. They have a lot of kid's programs and activities.

## 2021 Community Needs Assessment Findings Report



- They offer a wide variety of classes for all ages
- They offer programs for seniors
- They provide programs for all ages
- They respond to issues promptly such as park grounds maintenance
- They take care of their properties!
- They try to offer as many activities as possible
- Toddler classes, pools
- Tranquility
- Updated Park signs
- Upkeep of the parks and facilities. New, beautiful, mowed and clean!
- Variety
- Variety
- Variety
- Variety of activities
- Variety of activities
- Variety of Activities
- Variety of classes
- Variety of locations and offerings
- Variety of offerings
- Variety of offerings
- Variety of offerings
- Variety of options
- Variety of options available from pre-school to seniors
- Variety of parks and programs
- Variety of parks, all walkable
- Variety of programming
- Variety of programming
- Variety of programming
- Variety of programming
- Variety of Programming
- Variety of programs
- Variety of programs



- Variety of programs
- Variety of programs
- Variety of programs
- Variety of programs
- Variety of programs
- Variety of programs
- Variety of programs
- Variety of programs and facilities
- Variety of programs for preschool kids
- Variety of programs/facilities
- Variety of things offered
- Variety of youth and adult classes and programs
- Walking paths
- Was wonderful when children were young
- We have wonderful parks
- We haven't had the chance to use the Park District much but we like all the parks and that the pool is close
- We love the number of parks/green space in Deerfield
- Well kept
- Well maintained
- Well maintained
- Well maintained
- Well maintained and great equipment
- Well maintained facilities
- Well maintained playgrounds for kids
- Well maintained, safe parks and playgrounds
- Well organized
- Well-kept and available
- Well-maintained parks
- When my kids were little, they attended classes & camps
- When you can talk to someone, they are very helpful
- Wide variety of options
- Woodland Park



### Question 4: “Other” responses:

- Deerfield Review
- Emails
- Emails
- Have lived in Deerfield since 1960's
- Our 2 children used the PD all the time. I also used to work there.
- Walk-in on tennis courts
- We just moved back to Deerfield after gone for 8 years
- Wife
- Word of mouth

### Question 7: “Other” responses:

- Directly emailed to me
- Email
- Email
- Email
- Email
- Email notices
- Email program guide
- Email w/link
- Emailed version
- Fliers w/ some info and the rest of the guide digital
- Get an email with link to guide
- I prefer hard copy, but it's expensive to put together I get that. Website is probably the answer!
- PDF via email
- Receive a postcard saying the seasonal program is available for pick up or viewing online
- Reminder card to look online
- Send an email linking to programs
- Send email link to seasonal guide



### Question 12: “Other” responses:

- Camp wasn't great for my son when he was 4/5 y/o
- Classes being canceled
- Cost of swimming at the door seems high, like to take the grandchildren swimming
- Covid
- Covid
- Covid
- Ensure mask mandate followed / make vaccination mandatory to use facilities
- I am older and skate in the winter but walk in the parks
- I like the pottery program in H.P.
- I might go for short swim, but not worth the cost
- Lack of adult care
- Lack of awareness
- Lack of interest, in general on our part
- Lack of natural parks w/ trees and shade
- Lights for nighttime use
- Looking for more options for little kids on weekends
- Masks
- More sat/sun classes for young kids
- My family does not do activities on Saturdays (for religious reasons) - would like to see teen basketball and other offerings on Sundays or weekdays
- No pickleball courts
- Not everything is wheelchair accessible
- Not good experience in past - unorganized and not inclusive
- Only offered by hot shots I didn't love the experience w/ them
- Other participants to run the classes
- Quality of programs
- Sachs Center does not offer enough afternoon classes, so I left
- Swim lessons during the week for 2-4 age
- We live on Maplewood Park so we use the free walking park and fitness equipment
- We miss the hummers and strummers. Also, more poker!



## 2021 Community Needs Assessment Findings Report



- We spend our weekend time away from the Deerfield area
- Weather is too cold
- We're just not physical people, we're not joiners

### Question 19: "Other" responses:

- Age
- Age
- Age
- Age restrictions
- Allergic to chlorine
- Busy
- Can't be out in the sun long enough to swim
- Cost and prefer a beach
- Covid related - not bringing my child to pools yet
- Covid-19 restriction lockdowns
- Crowded and prefer indoor pools
- Did not have any children in our household. Now we do. We will use it.
- Did not live in Deerfield until recently
- Don't like public pools
- Don't have the time
- For me it is difficult to get to programs
- Go elsewhere
- Hate swimming
- Have been using private pools due to covid and cheaper
- Have our own pool
- Have pool in our association
- I have only lived in Deerfield for 1 year - covid
- I swim at the local high school
- In a wheelchair, not accessible
- Just moved to Deerfield
- Just moved to Deerfield



- Just moved to Deerfield; do not have kids yet
- Just no interest. When our kids were little, we went
- Kids grew up!
- Kids outgrew it
- Kids too young
- Kids were not home - at camp overnight
- Lived out of state might use pool
- No desire to swim
- No interest
- No interest
- No interest
- No interest
- No reason to use at this time
- Not enough adult swim time
- Not interested
- Now that our children are adults, we do not want to pay the price for a daily visit and would not use the pool often enough for a summer pass
- Our children grew up!
- Out of the habit
- Out of town
- Paralysis and lack of mobility
- Physical limitations and have other interests
- Pool in back yard
- Pool where I live but I never go
- Prefer going to the beach
- Son is disabled - not easy to get in water
- Swim at midtown
- The pools do not allow enough swim lanes for adult lap swim
- Too hard to bring baby and toddler this year
- Very crowded not relaxing for adults
- We are not swimmers
- We belong to a country club

## 2021 Community Needs Assessment Findings Report



- We belong to Tennagra. We have heard pools are good. They look good!
- We have a pool
- We have always preferred Mitchell but now have stopped swimming
- We're not pool people and our kids are grown and gone
- When my kids were younger but not interested in going now
- Where I live there are two pools
- Worry about unvaccinated
- Y has a pool

### Question 28: "Other" responses:

- 911 security boxes well lit
- A pool in the green space would be amazing or a dog park
- Accessible playgrounds - not woodchips (or similar)
- Baseball fields
- Dog friendly
- Dog park
- Indoor hockey rink
- Open space
- Platform tennis
- Sand boxes
- Trees and landscaping
- Volleyball courts w/o hornets in sand

### Question 30 "Other" responses:

- A larger dog park
- A small walking path through some natural gardens filled with native flowers and grasses would be nice, easy to maintain, and educational
- Accessibility
- An update to the woodland park playground and paving of entire walking path
- Better library - terrible parking



- Bike paths
- Bike paths/trails
- Children's parks w/ equipment and covered tables and clean/safe bathrooms and all emergency boxes and good lighting - etc and senior services!
- Children's parks w/ equipment and covered tables and clean/safe bathrooms and all emergency boxes and good lighting - etc and senior services!
- Clean up the weeds and trash in Brickyards
- Dedicated baseball complex
- Dedicated baseball complex
- Development of nature walk area in briarwood vista behind Crestview drive
- Did not allow me to make multiple selections—Deerfield pool or indoor sports
- Expanded dog park
- Golf course upgrades
- Happy with what we have, but would pay for actually needs maintenance / updating
- I do not know enough to make a choice
- I don't pay taxes (if I did #5)
- I would support whatever the community deemed necessary and useful
- Ice rink
- Improve what you have for lessons and classes
- Indoor floor hockey space
- Indoor ice rink
- Indoor ice rink
- Indoor ice rink
- Indoor ice rink and programming
- Indoor ice-skating rink
- Indoor soccer fields
- Indoor sports facility with the inclusion of pickle ball courts.
- Is it possible to do a project with current tax dollars and not a tax increase?
- More indoor tennis
- More tennis and indoor pickleball courts
- MORE tennis courts! DO NOT get rid of the indoor ones!
- More walking/hiking trails

## 2021 Community Needs Assessment Findings Report



- Native Species in all Parks need to be planted!!!!
- Outdoor fitness like that of Potawatomi in St. Charles IL- all of it works!
- Outdoor pickleball courts (8)
- Outdoor turf fields for baseball and soccer
- Pickle ball courts
- Pickle ball courts inside and outdoor
- Pickle Ball courts w/nighttime lighting
- Pickleball
- Pickleball courts
- Pickleball courts
- Pickleball courts
- Pickleball courts
- Pickleball Courts, Not lines on Tennis Courts
- Plant trees at Jewett - we need 1 natural area in Village for quiet appreciation of natural area
- Platform tennis
- Pool at briarwood park, or a dog park. There is an amazing amount of space
- Put in heater for outdoor pools
- Put turf at Brickyard
- Survey won't allow to select more than one. An example of the lack of competence. I would support all of these except a historical museum.
- Taxes are high enough!
- Taxes are too high
- The question would not allow me to choose more than one answer. I would support an indoor sports facility and a renovation of Deerspring pool.
- The Taxes we currently pay should be enough to fund better facilities. All you need to look at, is the surrounding areas. Their facilities far surpass ours. A reconciliation of the budget is need and any improvements should be funded from existing taxes paid. I am not in support of increased taxes.
- Won't let me check more than one. -would love a new Deerspring pool and indoor sports fields.
- Would be ok with #3 if fees and outside use would be charged
- Would need more info about each of the above



### Question 31: “Other” responses:

- Accessibility
- An update to the woodland park playground and paving of entire walking path
- Better library - terrible parking
- Bike paths/trails
- Bike paths
- Children's parks w/ equipment and covered tables and clean/safe bathrooms and all emergency boxes and good lighting - etc and senior services!
- Dedicated baseball complex
- Development of nature walk area in briarwood vista behind Crestview drive
- Improve what you have
- Indoor ice rink
- Indoor ice-skating rink
- Indoor soccer fields
- More indoor tennis
- More tennis and indoor pickleball courts
- More walking/hiking trails
- Not sure as need more info
- Outdoor fitness like that of Potawatomi in St. Charles IL - all of it works!
- Outdoor pickleball courts (8)
- Pickleball
- Pickleball courts
- Pickleball courts
- Pickleball courts
- Pickleball courts
- Pool at briarwood park, or a dog park. There is an amazing amount of space
- Put in heater for outdoor pools
- Put turf at Brickyard





### Question 36: Please make any additional comments that you think would be helpful responses:

- The Park District website is horrible.
- #34 is a trick questions - of course everyone would like those things - but they all cost money and the park district's budget is big enough. I can't say they are important because I'm not willing to pay for them.
- A bigger playground at woodland park would be great use of all the open space
- Acquire more green space for paths/bikes. Offer 1 on 1 small group sports training for kids
- Add pickleball courts and indoor soccer fields
- Additional pickleball courts would be nice. Don't try to compete with private gyms but offer different amenities.
- After school activities are very sparse this year. The individual schools need more choices.
- Allow private tennis instruction by residents for residents like other suburb requirements.
- Also have trouble logging in. You need to revamp the website.
- Although residents support a capitol project of building a new indoor sports facility with sports fields, she does not support much of a tax increase, if any, for this type of project as property taxes in Deerfield are so extremely high
- An additional path along the river near Keller Park/Shepherd Park linking the bridge to the neighborhood would be nice
- As to question #33, the Park District knows which improvements are needed not the random public you survey. I am not in favor of paying for electric charging stations any more than I would be in favor of paying for someone else's gas fill-ups
- As to soccer fields, need to support soccer as it is developing quickly and in facilities for winter soccer playing
- Baseball fields throughout the district are in horrible shape. Batting cages are a need. Our facilities/parks are not a destination. They are small scale in vision and execution.
- Because of my age (98) i cannot use the wonderful parks. I have lived in Deerfield since 1955 and my family (hus, 2 boys and 1 girl) were raised in Deerfield and we all enjoyed the parks, etc. Thank you for your hospitality!
- Because of our ages we're not active with village's parks. We only attend Sachs and patty turner center.
- Better after school options as well as before and after camp care
- Better management at patty turner center
- Briarwood has a lot of underutilized green space. I really wish we could put something there. (a pool, dog park, soccer field track, etc.)
- Build an indoor sports facility



## 2021 Community Needs Assessment Findings Report

- Cannot believe Deerfield does not have pickleball courts. It is the only community in the surrounding area that does not have them. Communities such as highland park have 2 to 3 different parks with pickleball courts. The Park board is so good, that is the reason it is so surprising.
- Continue to enforce leash laws for dogs
- Dana Bundy and team are fabulous
- Dear DPD, sorry but we are not a good representation of residents. We don't use the park and our only comment is no pickleball at Jewett! Sorry.
- Deerfield board working with restaurants and businesses to come to Deerfield. Lower taxes! Go to Wilmette for inspiration. Schools, businesses, restaurants vastly decreasing in quality. This should be addressed 1st.
- Doing a good job, keep it up!
- Don't eliminate open space in parks e.g. Deerspring park open field area by tennis courts. We are overbuilding park space.
- Don't raise my taxes. Also, the quality of instruction for the programs I have enrolled my child in is subpar to terrible
- Fix your Covid protocols for the summer camps - they are broken. Masks are not necessary, especially outside. And make the pool hours more family friendly. Focus less on adult lap swim - there are better service providers for dedicated lap swim. The pool should be for families first. And please do fewer adult swims - once per hour is insane.
- For a community our size, between the high school and Mitchell, we have already invested a lot in pools. No need for more pool invested!
- Get more on course personnel at the golf course, pace of play is generally terrible
- Golf range needs yardage signs. John Bloomberg Park is horrible. It's so boring! You took everything away! Needs monkey bars and climbing. Currently sucks!
- Have found commissioners unresponsive and not interested in community preferences. Budgets are big enough - no need to increase budgets.
- Have lived in Deerfield 47 years and enjoyed using several our parks over the years
- Have not attempted online registration during covid, but prior to that it was very difficult to register for programs and process payments. Hopefully this is less of a challenge currently and going forward.
- I can't afford higher taxes I will not pay more taxes
- I don't want to join a tennis club - so please leave me a chance to play tennis at Sachs center. Also, pickle ball courts might be nice - indoor or outdoor. Do we have any possibility for bike paths?

## 2021 Community Needs Assessment Findings Report



- I feel Deerspring park is the least maintained park in the area. The wooded area has been neglected for a very long time. This is a project that should be included in capital projects. We should take care of what we have before pursuing other projects.
- I feel so grateful for all the wonderful programs offered by park district - especially after school care
- I filled out this survey for the purpose of expressing my displeasure at our facilities compared to other neighboring communities--Vernon Hills, Wheeling are two examples but there are many other. For the taxes we pay, Deerfield should boast top notch facilities and they are some of the worst in the north suburbs. Our real estate taxes are some of the highest in the area and already suppresses home values. Funding for any Park District projects should come from existing taxes paid.
- I have lived in Deerfield for 25 years. My husband grew up here and my in-laws still lived here for 50 years. We raised our children here with Deerfield Park District programs and sports in all the parks and pools, all are wonderful memories. Now, our children are grown up, our younger one goes to Sachs center when he is home and I take ballet classes; that's all. Ballet classes have wonderful teachers but are getting small. I have a request; please advertise them. I think school PTO letters are good media.
- I love David and Nicole at ptc!
- I love the parks in Deerfield; however, Brickyards is really a mess. All the landscaping is weeds, strewn with garbage. The sick trees were finally cut down. I hope that they will be replaced because right now brickyards looks more slum than suburb.
- I only use a few programs at the patty turner center that are offered on days and times that don't conflict with my work schedule
- I used to run DYBA but that was 35 years ago. Hope baseball facilities are still as good as they were. We need open gyms at night for basketball.
- I would like a senior swim workout class. The pools offer nothing but lane swimming. As a 74-year-old I would love a swim workout class several days a week in the summer.
- I would like to see a nicer dog park
- I would love to see a cardio drumming class for adults
- I'm a regular at SRC and Mitchell pool for lap swim. Love the facilities and priority dfcp has taken 2/ recreation.
- I'm proud of the great variety of healthy activities available to all ages. Don't judge yourselves by our lack of interest. Husband has occasionally flown model airplanes in the parks. I bike on the streets, not in the parks. I love the farmers market but that's not you. We love seeing people trying to ice skate at jay cee park. Keep up the good work!



## 2021 Community Needs Assessment Findings Report

- Improve existing events (i.e. Harvest fest) - each year we have attended is the same offerings, not very creative and stale in comparison to other villages/towns events. We've stopped going to DPD events b/c of this
- Improve existing parks/facilities. Almost all sports fields, including the brickyards, need improved (more level) pitches. The soccer field at woodland could be greatly improved with grading.
- Indoor pool, ice rink and soccer fields would be value added additions!
- Indoor soccer fields is something Deerfield is sorely missing. We visit many neighboring communities who have amazing indoor soccer fields which can be used 12 months of the year. Sachs is very underutilized. Additionally indoor basketball courts, or better use of the school, Sachs or high school courts is important. We participate in many basketball programs and none utilize the facilities the community offers. There seems to be a lot of money spent on playground improvements but i rarely see kids playing at various playgrounds. I would also love pickle ball courts and improvements made to the basketball courts at woodland park.
- Is Deerspring in need of an overhaul? Wasn't aware. I hope it continues to maintain its pool size and open grassy areas. The locker rooms could be updated for sure. I'm totally against pickle ball courts going into the meadow area. Why is Jewett Park building on the list of capital improvements looking for support? The building isn't that old. How is it deficient? Perhaps there's more on your website. I rarely if ever look at your website.
- It is very clear. What we have is great! Just maintain. I know it is not popular, but we have enough! Enough is enough.
- It would be good to consider programs for disabled seniors with very limited mobility.
- It would be great to see better draining for parks and athletic fields. Additional youth programming - flag football, tennis, swim lessons, chess. Have summer camp sessions for older kids offered by the week or in 2 sessions to allow for sleep-away camp.
- I've never heard of some of the parks you listed - would be great to have better information available on the parks that are in the village!
- The outdoor masking at camp is embarrassing.
- Just the outdoor fitness eq - doesn't compare to other parks in St Charles and others.
- Keep up the good work - thank you!!
- Keeping taxes low is very important
- Let independent sports trainers use parks including tennis courts w/o penalty or being employees!!!
- Love the df parks!
- Love to see more trees in village parkways...let's be a "tree city" like hp, Glencoe, Wilmette etc.
- Low tolerance for raising taxes. Park district is great.
- Make Deerfield greener

## 2021 Community Needs Assessment Findings Report



- More focus needs to be on the staffing of the classes. My kids do not enjoy them because the staff doesn't make them fun/engaging.
- More senior citizen programs 2. More actual pickle ball courts...Highland Park, Northbrook, buff grove have them. I don't mean striped off tennis courts 3. Less rules... I can't believe you waste your time and money locking the briarwood tennis court gates open so dogs can't run in there. Really? 4. Consolidate ice rinks. I live and walk by briarwood park 4 times each day. There is little use and can't possibly justify the cost and efforts of the skating rink. Just ask your employees who work on them. Waste of money.
- More sports and improvement of summer camps will be helpful
- More tennis
- More weekend class options for small children because it's difficult for working parents to take on weekday classes
- More weekend programming for young children
- More weekend programming. For example, when bringing in a kid's concert over lunch in a park - do it on a weekend. Otherwise, the benefit cannot be enjoyed by families with two working parents. Ensure all programs have weekend options as the park district needs to have programming opportunities for all families with children, not just those fortunate enough to have a stay-at-home parent!
- My biggest wish for our park district is that we would adopt green practices with regards to putting an end to spraying insecticides and pesticides on all properties.
- My kids are in college now, so I don't take much advantage anymore of park district offerings. They went to park district summer camps for years. Now my focus is on good trails / sidewalks for walking or biking, and a nice place to walk my dog.
- Need an indoor sports facility. Also, would like more slides and fun things to do at local pools (like meadow hill in Northbrook and hp aquatic center) could also use more outdoor tennis courts.
- Need sign up for lap lanes at pools
- New updated facilities. Indoor pool, sports fields, Sachs center is a dump.
- No more tax increases. Parks are great as they are.
- No pickleball courts! More dog parks with green grass to run
- Not able to do right now. Was in hospital with heart condition - maybe in a few weeks or next year so returning the survey for someone else
- Our community is the only one without pickle ball courts. I don't understand why! If we can covert tennis courts to play pickle (which aren't the right court, the nets are too high) and the lines are confusing why can't we have true courts!



## 2021 Community Needs Assessment Findings Report

- Our family does not use the park district facilities as much anymore. Everyone is really busy or out of town a lot.
- Our parks in Deerfield are wonderful. Thank you!
- Our programs and parks are terrific. No need to spend more.
- Overall excellent! I used the pd facilities and programs more when i had young kids but I'm grateful enough to continually support their growth
- Park district online registration greatly needs improvement - very outdated
- Park district programs not inclusive for those w/ disabilities- we'd love to use our Park Districts, but both our children are unable to do so and many others are unable as well - forget the "extras" and make it truly accessible for all first!!!
- Parks always look nice and well kept
- Parks are great. Maintain what we have but no interest in paying additional already crazy prop taxes
- Pave woodland trail around the parks
- Pickle ball courts pickle ball courts pickle ball courts pickle ball has become very popular and is increasing its popularity as a family activity. As a community that likes to stay on the cutting edge of activities and programs for its community members, I don't understand why the Deerfield Park District does not have a single pickle ball court??? If it's an issue of "not in my backyard ", appease those people by making court rules, e.g. Court closes at 9 pm, no music past 8 pm.
- Pickleball is very popular. Please build 8 outdoor courts
- Please address the payment policy at the golf club. I know many people who will no longer play there because of this issue. No other course around requires total payment from the person making the reservation. Each individual pay when arriving.
- Please consider seniors on fixed income in your planning! Maybe split the cost of a pool or indoor field with Lincolnshire or another town. We would vote against tax levy. I won't support a tax levy for a facility that will be rented by elitist outside sports clubs.
- Please consider supporting the Deerfield area historic village so much history is right there
- Please do not consider taking away the indoor tennis courts at Sachs! There are no indoor tennis facilities in Deerfield in the wintertime. Every community has indoor tennis courts we have one!
- Please do not raise property taxes
- Please increase customer service at front desk at Sachs rec center. Greet people in the morning/evening. Don't be on phone and make members wait to return key.
- Please minimize tax increases



## 2021 Community Needs Assessment Findings Report



- Please offer tennis lessons for youth and teens
- Please, please, please tear down Deerspring pool house. It is so gross! So many germs!
- Please monitor interest and cut programs/events with low interest
- Providing covered parking with solar panels would significantly improve parking and drive down operational costs. Working with d109 to accomplish this would be a good step towards sustainable living
- Quality of camps, swimming classes isn't great. Policy on letting outside instructors use tennis courts is terrible. Parks themselves are overall wonderful.
- Sachs center needs to be open later in the evening
- Sachs center needs to upgrade equipment and offer a better variety of classes. There have been very few changes in the last 10 years. The center has not progressed with the time.
- Seniors can be physically challenged. Senior programs - lame.
- So confusing for booking pickle ball courts. Takes forever each time.
- Start spending more wisely!! Sidewalk in front and around of floral park sign was not necessary
- Stay out of political correctness. Mr. Mitchell was a fine man who at the time had the best interest of the Village in mind, as most in the Village believed. Reinstitute Mitchell Park name! What's a floral park?
- Summer sampler is great
- Sustainability is a must!!! What about urban and community gardens? Native species must be planted. everywhere!!! Focus on nature! This is what is most needed. Waste of a lot space with lawns only.
- Swimming for younger campers
- Taxes are already too high and park facilities are already quite adequate
- Taxes are insanely high in this town. Programs, facilities are already fine. People who want these other things will seek them out on their own and pay for them. The entire town doesn't need to be "penalized" for the wants of a few people.
- Thank you!
- The baseball fields for DYBA are unfortunately some of the worst kept fields in the entire suburban area. Jay cee, Wilmot, Walden, etc. - the fields have gaping holes at 2b and short stop positions, there are bees all over Jay cee park and I'm not sure they've ever improved in the last 7+ years I've been here.
- The Fore restaurants could use updating. There is a need for more indoor and outdoor pickle ball courts! Thank you!
- The hotshots - run children's programs were/are terrible! Different teachers each week, no shows and disinterested instructors. This has been consistent across sports for years.



## 2021 Community Needs Assessment Findings Report

- The Park District has significant funds from various funds (i.e. Golf course) - park district should be seeking ways to reduce tax levy not increase it.
- The Park District in Deerfield is a great strength of our community
- The Park district provides a wide variety of good programs with excellent staff
- The Park District should invest and allocate more funding to the golf course. Area courses have invested in significant upgrades and soon our course play will decline. It generates significant revenue for the pd and the financial support is not commensurate from the pd. Stop buying lots and tearing down homes...Jewett renovation was not necessary.
- The parks and park system is fantastic! Just continue maintaining them. Leave good enough alone.
- The parks themselves are good. But this town has a great baseball program (DYBA) and atrocious baseball facilities. Every town we play has beautiful, dedicated baseball facilities. It's embarrassing. And besides the facilities, the baseball fields themselves are terrible.
- The playgrounds are well maintained but the actual equipment (inside the tube slide, inside the baby swing, steps) all feel dirty and not well cleaned.
- The preschool park is awful! Never should have been renovated- complete waste of taxpayer money! Empty lot on Castlewood Dr - too low to build house should be converted to tot lot
- The registration system needs to be overhauled. It is not user friendly and glitches a lot. Also, we would like more class options for babies/toddlers. Post-pandemic, it would be nice to have an indoor play place again.
- The softball fields were not in great condition. I think we need more field employees
- There should be more tennis (at Sachs and outdoor parks) and more pickleball courts (at both Sachs and outdoor courts). It would be nice to keep the reservation system moving forward - it makes playing so much easier, especially when making plans with kids. You have a set time to play and are guaranteed the court. Also, nice to have indoor space to rent.
- This survey only talked about facilities and programs and not about people - you are not going to make improvements without changing some people and that was a missed opportunity
- Though I don't know all the facts, the "pickleball woman" vs. Tennis courts seems ridiculous and if a commissioner stepped in to exclude tennis players, he should be dismissed. Can't we accommodate both sports???
- To be honest -the only park district programs we have used are the sports related ones. Deerfield doesn't have a gymnastics program so we go to highland park. The parks are wonderful -more sport courts would be nice.
- Too many herbicides used on turf in parks, garbage cans are overflowing. Seasonal Park staff is rude and drives Park District cars and trucks unsafely.

## 2021 Community Needs Assessment Findings Report



- Transparency is bad. The Park District is way behind, had no vision, lost ground to Glenview and other communities. It is not a thought leader.
- Try to make our community friendly to outdoor recreational athletes.
- Turf at brickyard helps everyone from sports to fireworks watching. We see the amazing facilities in other towns and need it here.
- Vernon Hills has so many more special events and fun events for families.
- We are still fairly new to Deerfield but satisfied with the park district so far
- We are very happy with the park district and thankful for it. It would be nice if Sachs had better hours (open more). (Not close early on weekends)
- We don't use the parks or park district programs at ages 98 and 96
- We feel ages out of the park district after camps. We do walk through the parks though.
- We have lived in Deerfield for 51 years. The Park District was a very important part of our lives when we were raising our children.
- We have only lived in Deerfield 8 months, and we are seniors. I haven't really checked out what the Park District offers other than renting a park facility and taking my grandchildren to Jewett Park. With covid almost over I hope to see all that you offer and participate more fully.
- We have utilized the park district and facilities for 20+ years and have been very impressed and enriched from all the various offerings that our pk dist. Has. We are currently at a stage where we aren't utilizing many of the course/sport offerings but still greatly benefit (run our beautiful parks.
- We hope more staff will be hired to offer more slots for after school care. The parks are outstanding and plentiful. Our experience with staff for camps after care has been inconsistent. Would like to see more focus on self and anti-bullying
- We love all the parks and live close to most of them so we walk through them! W/ the pandemic we missed out on pool time last year but would love an indoor pool option that's a little nice than sacks.
- We love Jaycee
- We need more pickleball courts!
- We need to pay special attention to nature and land preservation.
- We recently moved to Deerfield. Engaging in parks was the 1st things we did. So impressed/ how beautiful and maintained the land is. Looking forward to attending more programs in coming years! Also - we love the pools! Wish Deerpsring was open into sept.
- We took advantage of the wonderful park district programs when our children were school age. I feel like there is not much interesting programming for adults.



## 2021 Community Needs Assessment Findings Report

- We used the park system a lot when the children were growing up
- We want more tennis! Keep the indoor courts, have more tennis lessons/leagues/programming. Please allow the gates at the outdoor tennis courts to close already - this is ridiculous!!!
- Were older, play golf, and joined a country club where all/or most of these amenities are available. So I'm not sure were representative of the typical younger family with kids -- and wouldn't advocate the park district allocate funds to meet our needs. Also, we use the county's dog park a lot -- the one on Waukegan north of 22 (prairie wolf). The Deerfield dog park is fine, but the county one just has so much more space to roam without having to leash our dog. Walking there is a pure joy.
- When my kids were young, I never felt safe sending them to DPD summer camps because it seemed like the staff was young and inexperienced as opposed to a private day camp.
- When my son was younger, we used the Park District for everything: before camp, camp, after camp, rented out facilities, Sachs center, sports programs. As a senior I'm more impressed and belong to highland park senior center. Better program/class offerings and more affordable.
- When our kids were toddler and in grade school. We tried lots of different programs but the value wasn't there - got used to looking elsewhere to fill their needs and use park district minimally - no sense in throwing more money at it, increasing maintenance and operational costs and having more fees for more staff. Leave as is, it's nice enough. Never get the value back.
- When registering for programs online, the system often won't align our kids' ages/grades with programs they qualify for. It makes registration very stressful for programs that fill quickly - please work to correct this! We love the park district!
- Will probably have more use of the Park District when we have kids. Would like garbage cans at the exits of the park
- Would like more pickleball courts
- Would like to see more programs for adults that focus on learning new activities - re - golf, paddle ball, pickle ball. New retirees are looking for activities. Have time to learn.
- Would like to see the gravel paths at woodland be paved. More shade structures at several of the parks are very needed.
- Would love if summer camp time was extended both from an hour of operation and number of weeks with even more swim time. Would also love if the pools stayed open longer number of weeks and if a grill was available to order healthy food options.
- Would love to see a community choir in Deerfield, would love to see indoor pool w/ aqua classes for seniors
- Would love to see pickleball courts for inside and outside use along with adult leagues

## 2021 Community Needs Assessment Findings Report



- Would strongly discourage any program that would increase taxes. Deerfield's taxes are too high as it is!!!! Would strongly oppose and encourage all friends and neighbors to oppose any programs that would require higher taxes.
- Your indoor facilities at Sachs need improvement. Also, I quit going because the pool was rarely available due to children's programs.
- I like focusing on green and environmental initiatives (like the plastic collection)
- I do not feel informed enough to answer some questions. Park District website needs improvement for mobile phone optimization. I think a general to get to know your Park District brochure would be very useful.
- It would be good to add a gate to Cumnor Court Park. It would be nice to if an indoor pool offered good sized lap lanes and a kid-oriented section. Would rather spend money on expanded hours and season at Deerspring Pool. Employing lifeguards on weekends in late summer would be nice. Sell the Deerfield Golf Club as there are better things to do with the space. It would be nice if outdoor pools opened earlier. Same with the summer camp. Not sure how I'd make things work if not working from home.
- Would be great for an indoor pool as weather here is too cold for outdoor pools.
- People move to Deerfield for the schools and the parks. Develop strategies to fund and reinvest in the parks. For example, can DPD develop public/private partnerships to expand/improve while minimizing the tax burden.
- Salsa/Dance for adults, volleyball lessons and archery and tennis with better times. I visited Deerspring often until the courts were not used for private, so now is Briarwood Nature.
- No pickleball at Deerspring!
- Since moving to Deerfield fifteen years I've been amazed at all the Park District offerings.
- The new playground equipment with the turf is awful! Hot slides, electric shock from grass. Miss the train and tree trunk. Golf course is a little pricey.
- We just went to Mitchell kiddie pool for the first time in many years. We were 4 adults and 1 toddler. It seemed too much to pay \$20. Maybe charge for the child but not all adults. I also would love to see more pickleball courts.
- Like I said, I mostly use the parks which are wonderful and plentiful.



## 2021 Community Needs Assessment Findings Report

### Deerfield Park District

#### Delphi Committee Report

##### Summer 2021

**Committee Members:** Lorraine Jette  
Susan Mason  
Mike Delaney  
Kent Street  
Maria Zlotnikov  
Amy Falasz-Peterson  
Alyson Fieger  
Dan Schwab  
Peter Greenfield  
Keith Londo  
Stuart Slutzky  
Ryan Twose  
Terry Lesky  
John Mann

#### Introduction

A small group of Deerfield athletic affiliate entities, park district, community and village leaders were invited by the Deerfield Park District (PD) to participate in a targeted focus group called the Delphi Committee. The purpose of the group was to discuss several key areas of the Park District in terms of programs and events, parks and facilities as well as the future focus of these key areas. The committee met in late May and June of 2021.

#### Recreation Programs

Deerfield is a community blessed with a Park District that has high quality facilities and a variety of programs both in athletics as well as the arts and general programming. The athletic affiliates offer high quality house and travel based teams. Community facilities such as the Sachs and Jewett Center offer programming and day care as well as after school programs. In the summer the PD works in conjunction with School District 109 to offer summer camp programming. The Patty Turner center offers seniors quality programming throughout the year.

The committees' main focus in this area was around offering enhanced year round programming to families and adults who have become empty nesters. The committee also recognizes that many citizens have shifted (maybe temporarily) to a more home based lifestyle where they spend more time working from home and staying in the community as opposed to commuting downtown or to remote offices.

First the committee suggested offering an affiliate night and open house at Brickyards to take place in late August of every year. This would allow the community to meet members of our affiliates first hand to discuss programming. It could also offer a contest like a drone/fire ladder golf ball drop.

The committee made several suggestions for adult programming such as art classes, pickle ball and the return of Maplewood campout night. Additionally, several small group-learning opportunities were suggested. These included build a drone, brew beer, grill master, photography, learning card games poker/euchre, ballroom dance, coral/choir singing, pet programming drive-in movie nights and severe weather prep. Also Community Theater, bands, tech courses and robotics as well as a chili cook-off and gardening courses. The committee also stressed the need for special needs programs for community members that needed them. Maybe in partnership with an outside organization. Also, connecting trails and pathways to Deerfield parks to provide a connected 5k, 10k, 20k jogging path and cross country skiing trail as well as the addition of dedicated bicycle lanes to the community.

#### Parks and Facilities

Overall the park District has some great facilities. In order to further facilitate some of the above suggestions committee members called for a bocce court, full sized chess, pickle ball and connected trail system to be developed between Deerfield parks and facilities. Designating bike lanes throughout the village could help cyclists who ride the north shore and north suburban road biking routes. A community garden lot was also discussed.

The development of a historical museum was discussed as well as the need to make sure that any future facilities development was done with environmental sustainability such as rain barrel and composting (community garden) or the addition of solar cells at both new and existing facilities.

Several of the athletic affiliates suggested the need for indoor and or outdoor turf space to practice and play games on. This included, baseball, soccer, lacrosse and football affiliates for both house and travel leagues. Additionally, the swim club expressed a need for a new indoor pool of 50-75 meters in length.

Also, the baseball affiliate made several suggestions about irrigation on some of its fields as well as the desire to negotiate a Service Level Agreement with the village to insure ongoing maintenance and improvement of outdoor baseball facilities.

The committee discussed several ideas about the size and location of a new indoor athletic turf facility and indoor pool. Several members thought that an indoor facility could be considered in the back soccer/baseball fields of Caruso middle school. It was also suggested that a temporary inflatable dome could be placed at the Brickyards park facility, which could be deflated in spring to offer outdoor turf as well. Utilizing the backfields of the District 112/113 behind DHS was also discussed as a possibility. Putting the facility on the Deerfield golf course driving range in the winter was also discussed as well as purchasing land from the Walgreens campus.





recreation center. The committee concluded that if a study was carried out to look at the feasibility of constructing an indoor turf field surface plus a full-sized pool facility. In addition maybe an indoor waterpark could be added to enhance the appeal of the facility for people outside the community to visit on a per person fee basis. The committee feels that this location offers the most access (there is even a highway exit south of the area) with minimal disruption to homeowners in Deerfield.

### **Financials**

Several financial alternatives were discussed to fund the proposed athletic/pool space. Soliciting private or corporate partners, affiliate funding or fundraising and the issuance of a bond by the PD in order to build the facility. After discussing the current financial status of the PD and considering its high credit rating as well as the historically low interest rate environment it was the consensus of the committee that the issuance of a bond to build the proposed facility was the best option.

The members of the Delphi committee look forward to working closely in partnership with the Park District to continuously maintain and improve Deerfield's public fields and facilities for both our participants and the citizens of Deerfield.

Respectfully submitted,

Ryan Twose  
Dan Schwab  
Delphi Committee Members



# Random Sample vs Opt-In General Population Survey Data Comparison

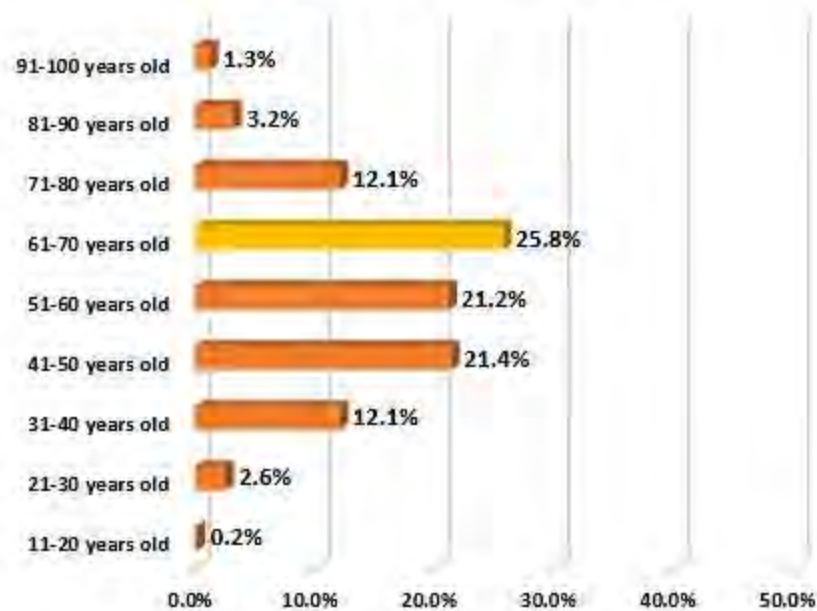


Prepared by  
Public Research Group  
1167 Hobson Mill Drive  
Naperville, IL 60540

September 23, 2021

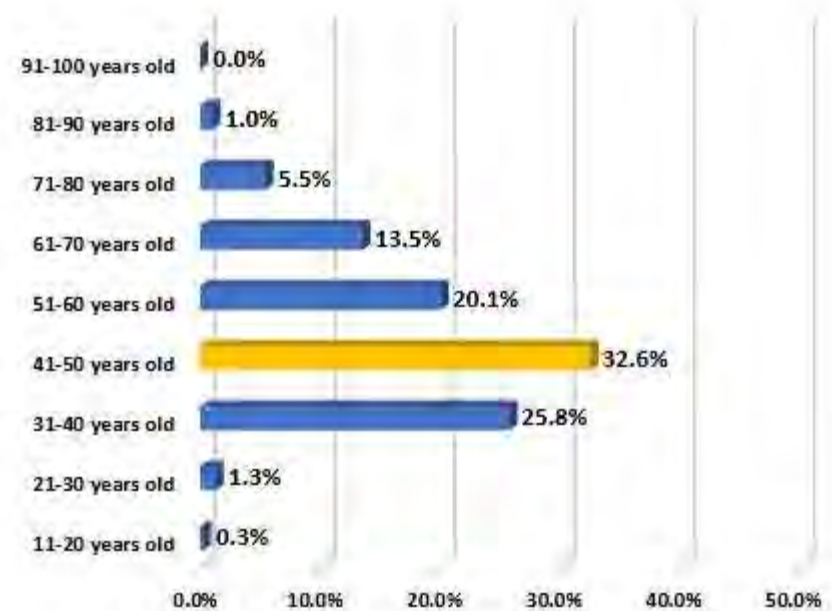


Q1a. Age of Respondent



Random Sample

Q1a. Age of Respondent

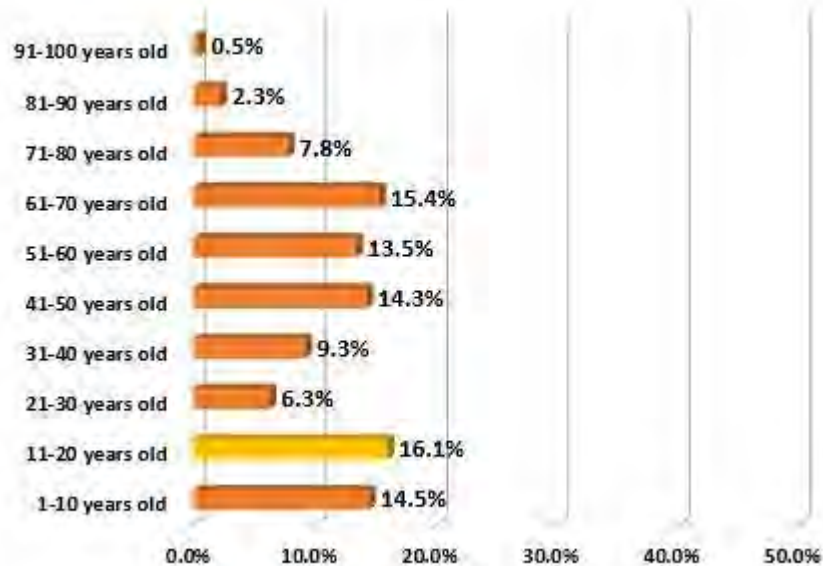


Opt-In

Data Comparison: Somewhat Divergent

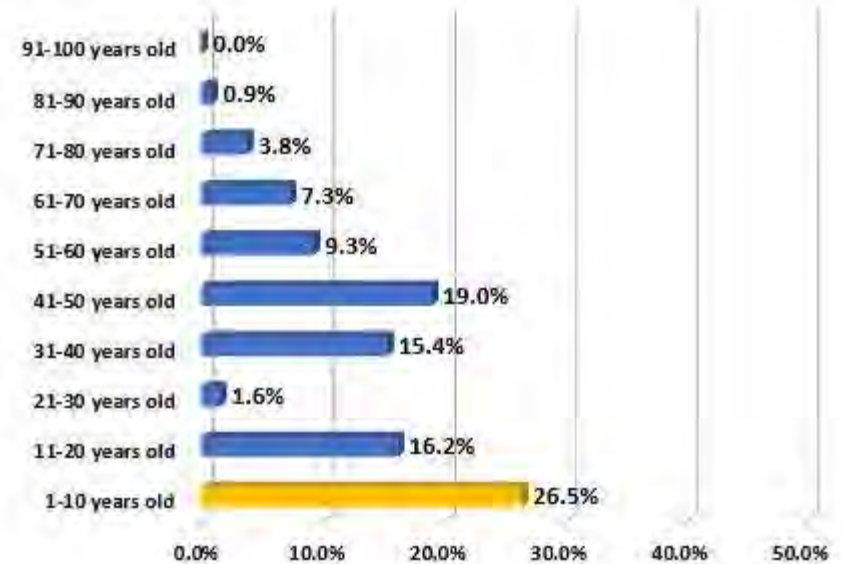


Q1b. Age of All Members of Household



Random Sample

Q1b. Age of All Members of Household



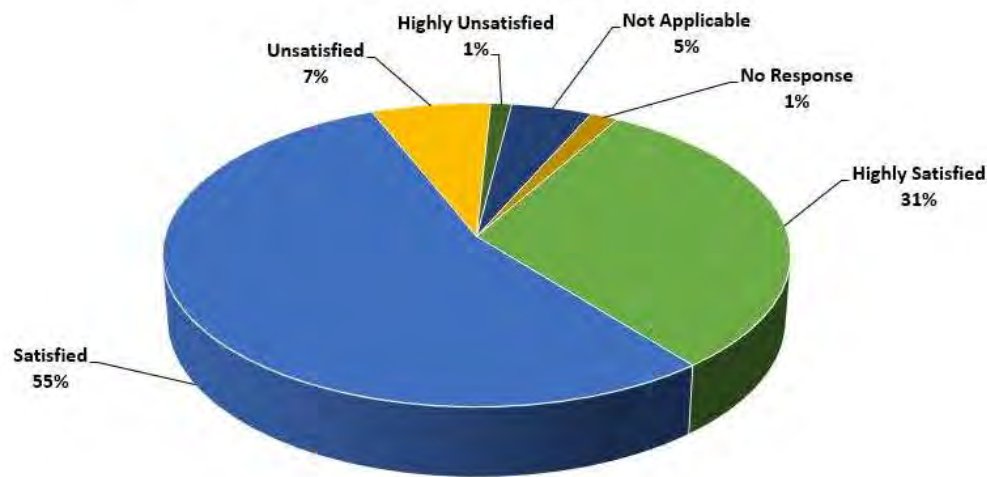
Opt-In

Data Comparison: Somewhat Divergent



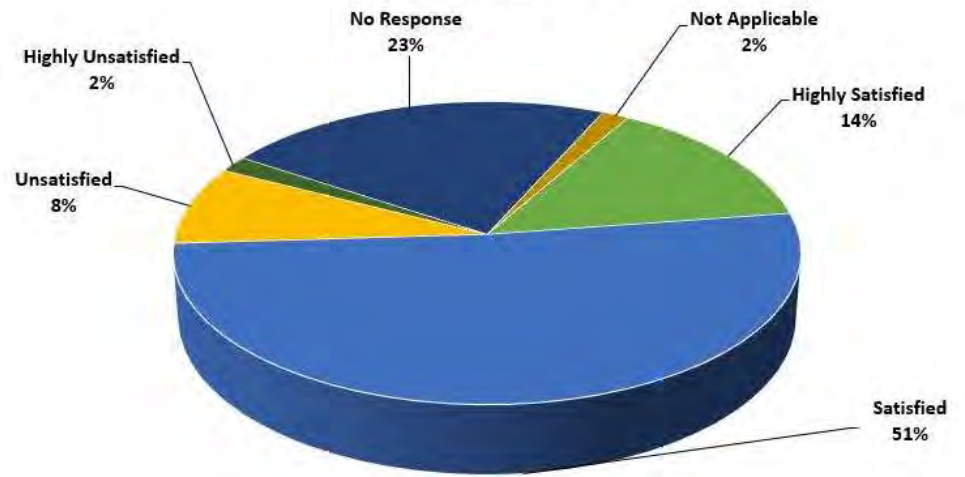


Q2: How would you rate your overall satisfaction with the Park District?  
(Select only one)



Random Sample

Q2: How would you rate your overall satisfaction with the Park District?  
(Select only one)

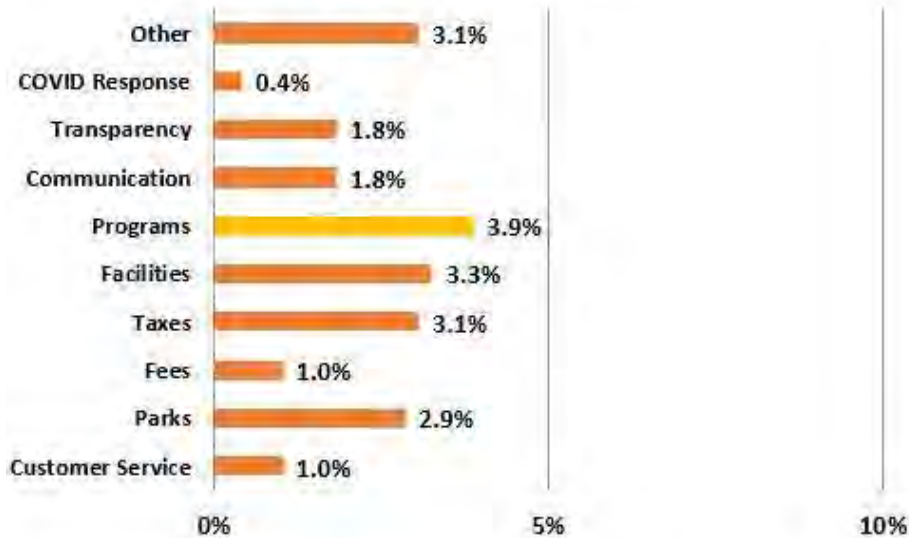


Opt-In

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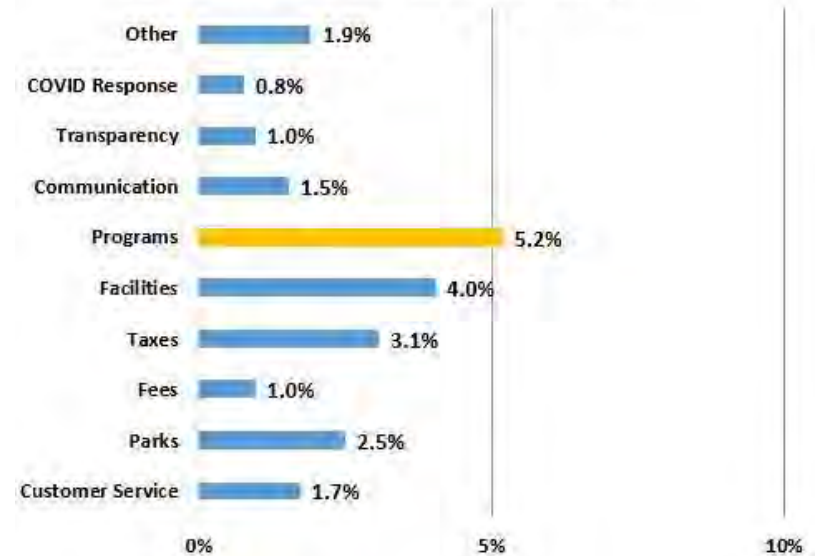


**Q2a. Please tell us which area(s) you are displeased with?**



Random Sample

**Q2a. Please tell us which area(s) you are displeased with? (Check all that apply)**



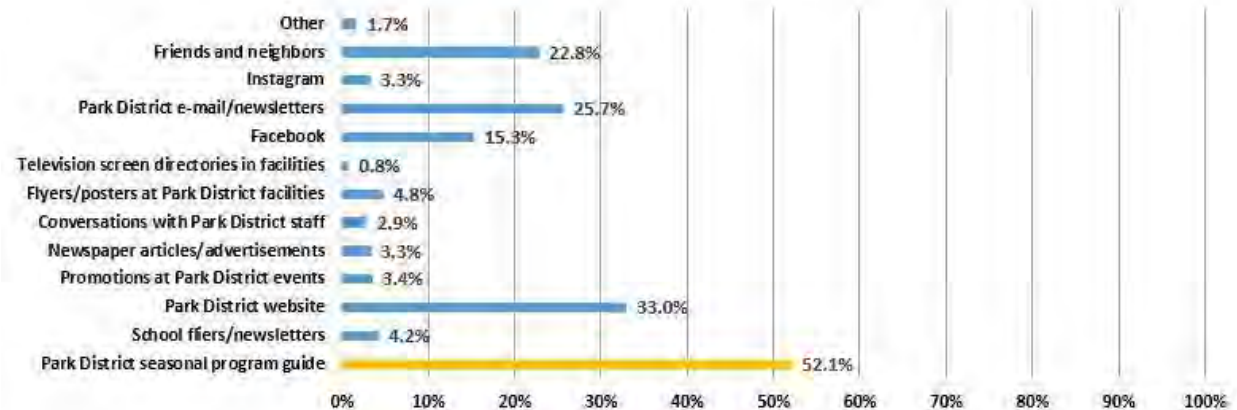
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Data Comparison: Somewhat Similar



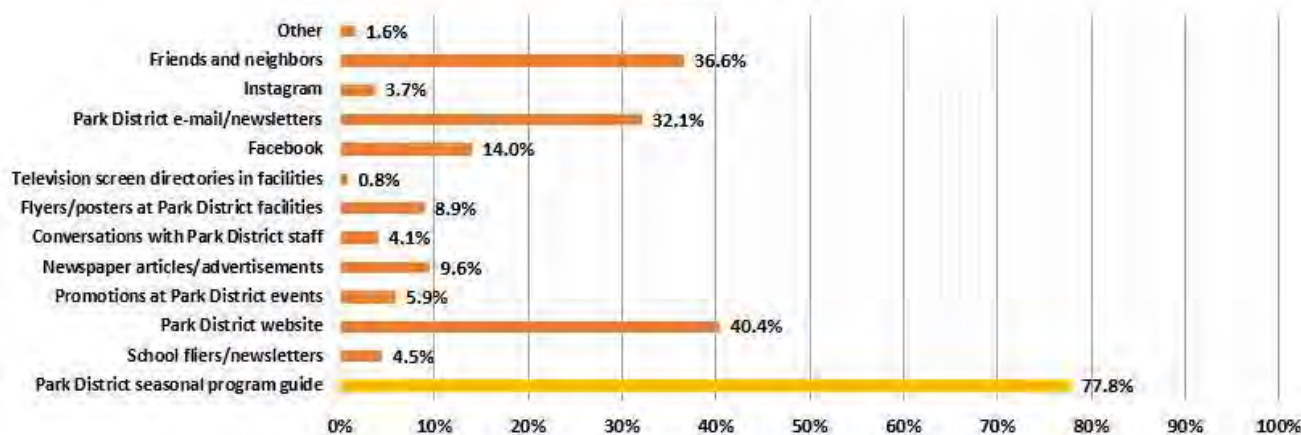


**Q4. How do you learn about the programs, facilities and services of the Park District?**  
(Check all that apply)



Opt-In

**Q4. How do you learn about the programs, facilities and services of the Park District?**  
(Check all that apply)

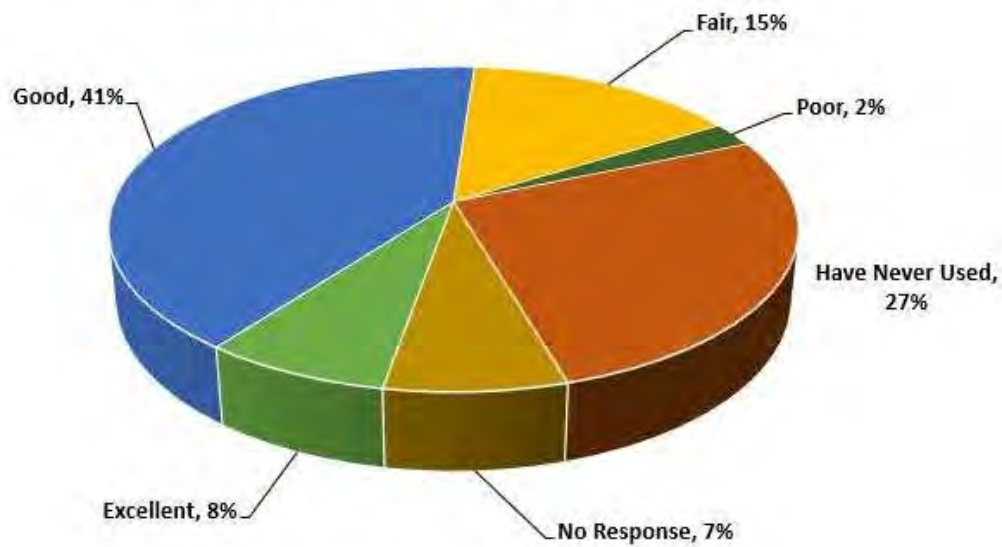


Random Sample

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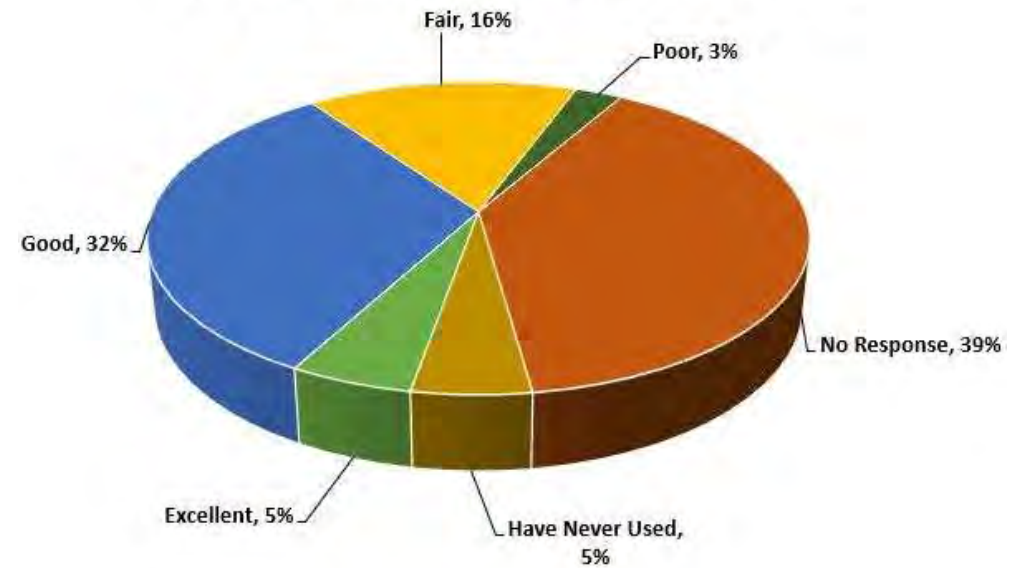


Q5. How would you rate the Park District website?



Random Sample

Q5. How would you rate the Park District website?

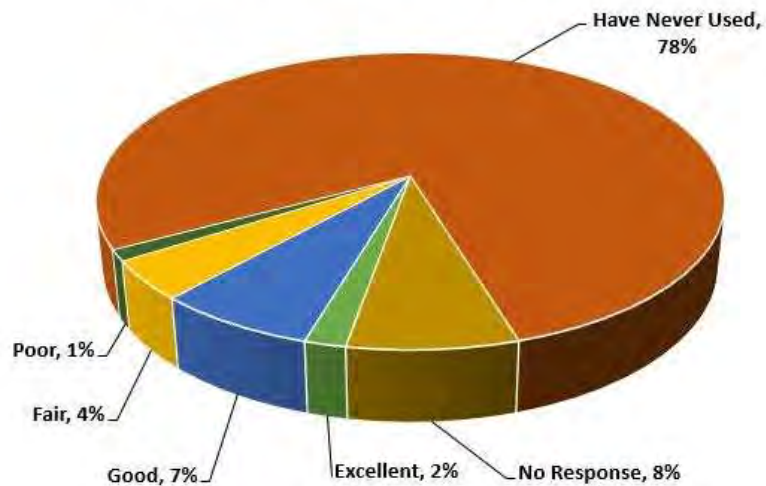


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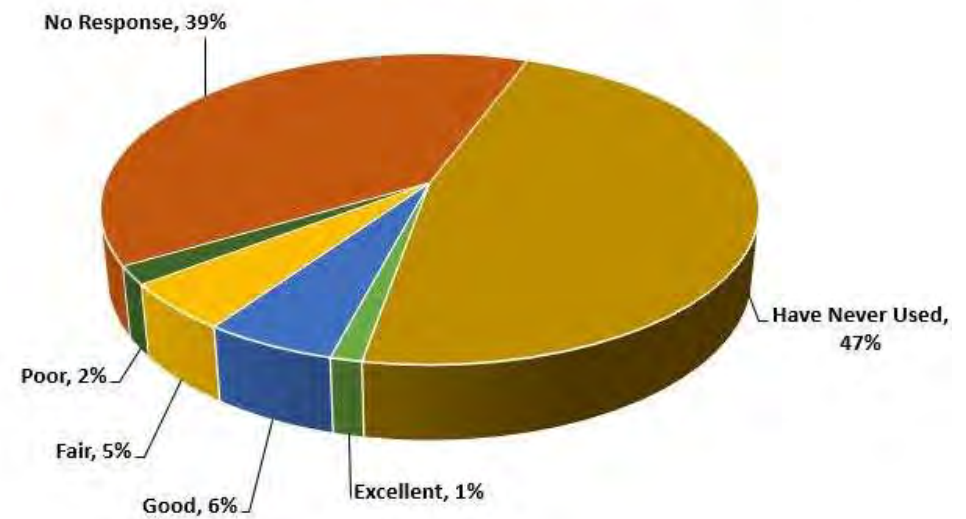


Q6. How would you rate the Park District app?



Random Sample

Q6. How would you rate the Park District app?

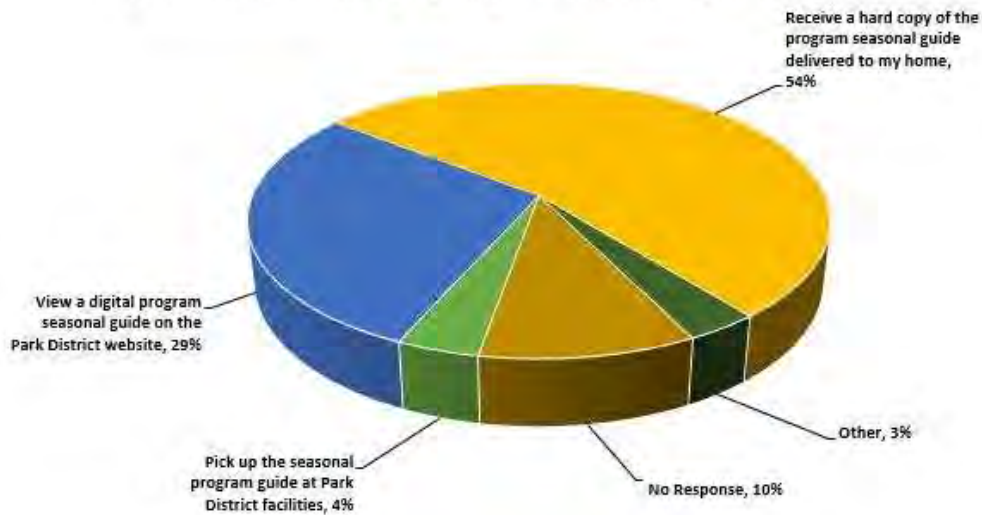


Opt-In

Data Comparison: Somewhat Similar

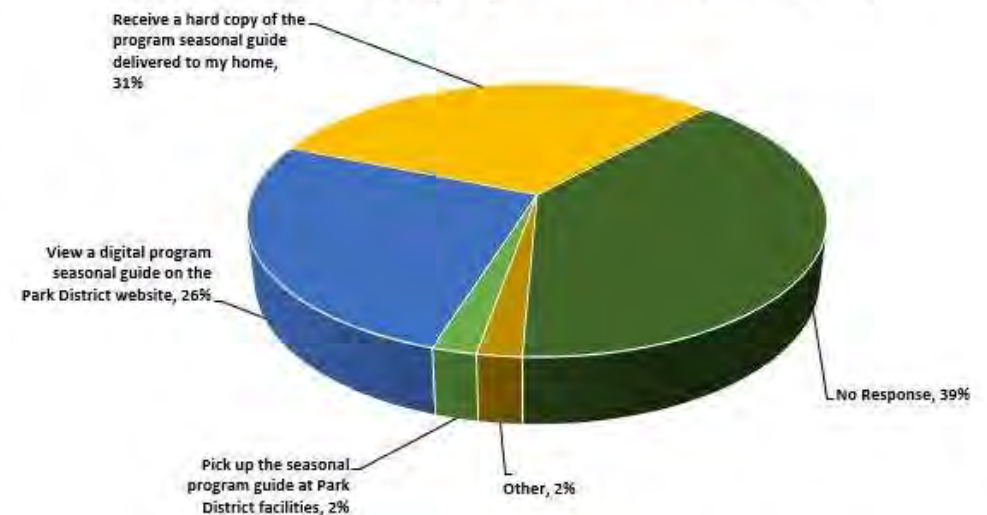


Q7. Please select the MOST preferred method from the choices below for you to obtain a seasonal program guide in the future. (Select only one)



Random Sample

Q7. Please select the MOST preferred method from the choices below for you to obtain a seasonal program guide in the future. (Select only one)

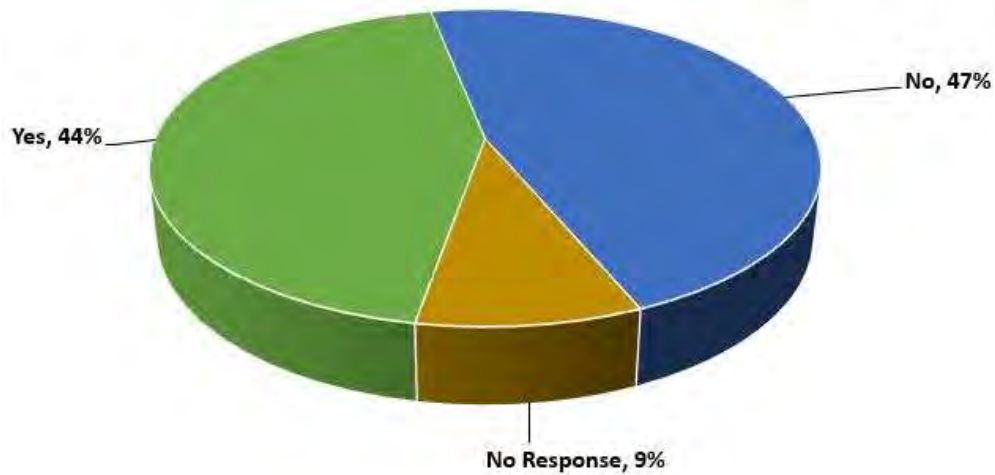


Opt-In



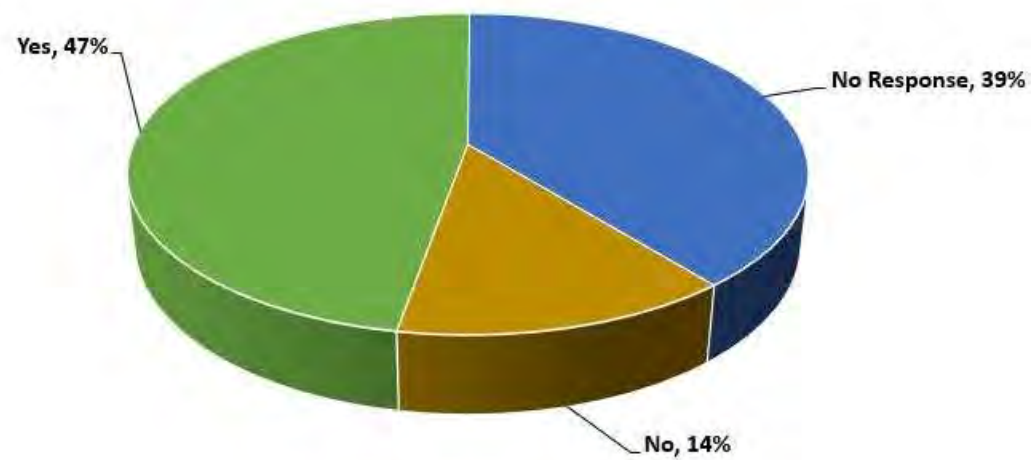


Q8. Do you receive the Park District programs and events email?



Random Sample

Q8. Do you receive the Park District programs and events email?

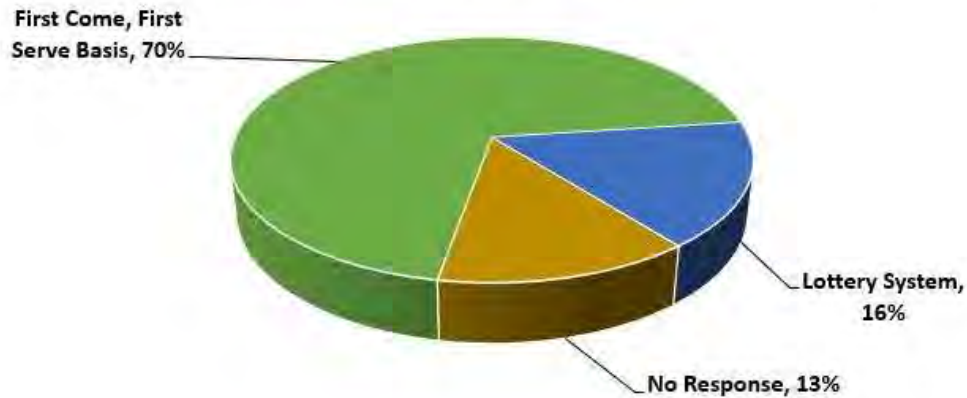


Opt-In

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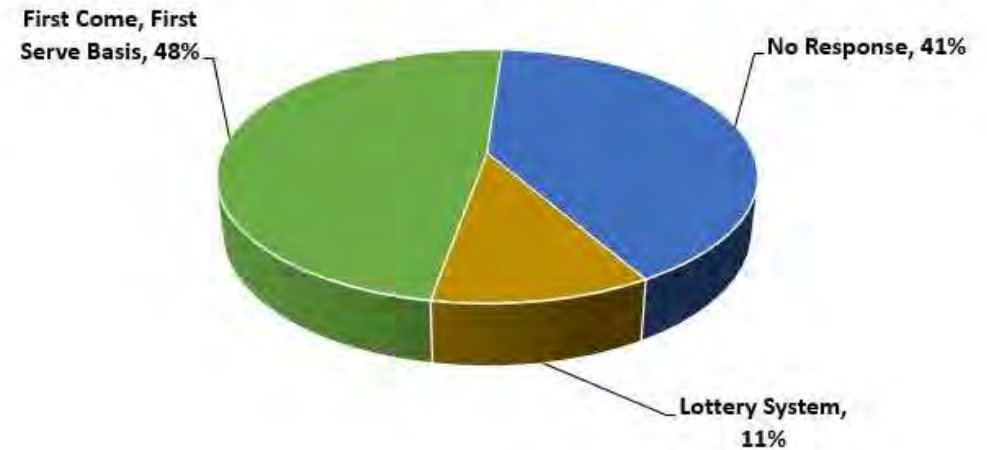


**Q9. What is your preferred method of registration for our most popular programs, events and summer camps?**  
(Select only one)



Random Sample

**Q9. What is your preferred method of registration for our most popular programs, events and summer camps?**  
(Select only one)



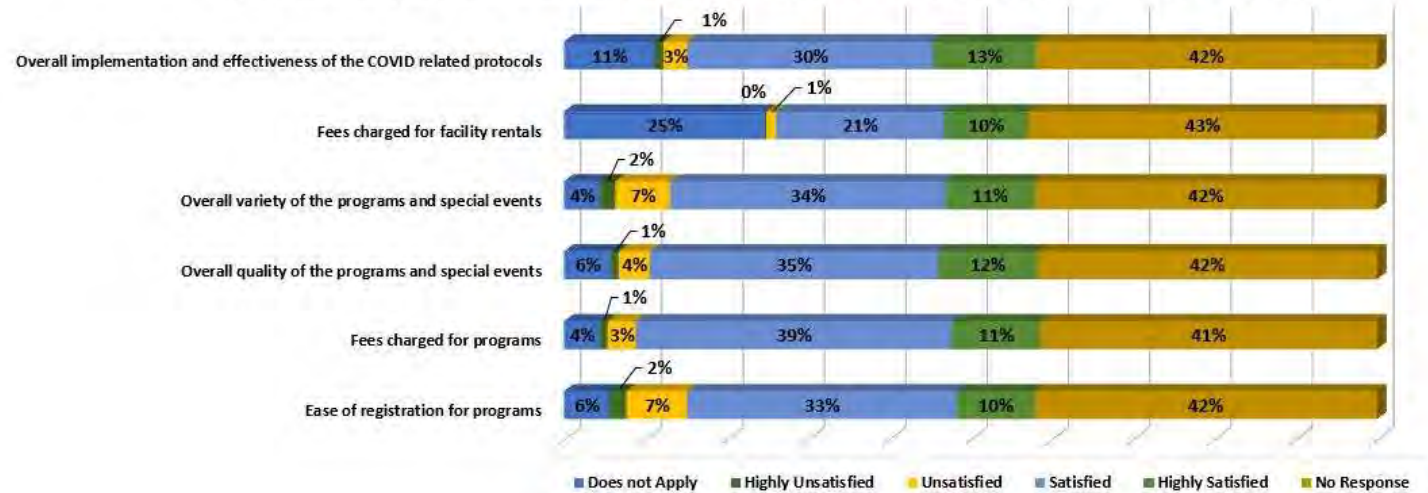
Opt-In

Data Comparison: Somewhat Similar



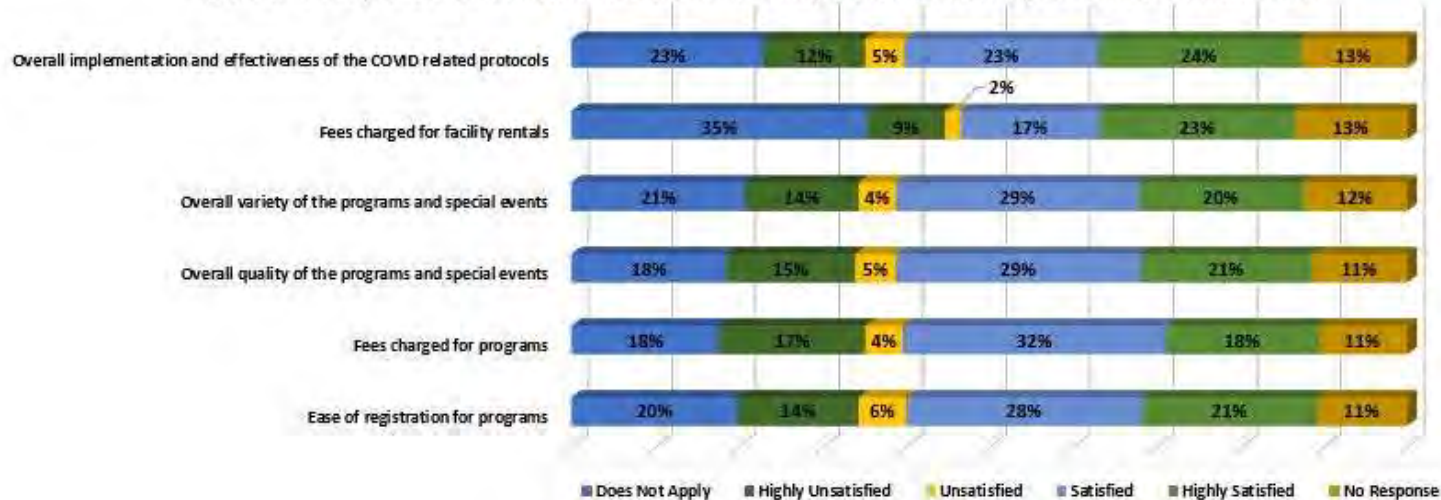


Q10. Please rate your overall satisfaction with the recreation experiences provided by the Park District listed below.



Opt-In

Q10. Please rate your overall satisfaction with the recreation experiences provided by the Park District listed below.

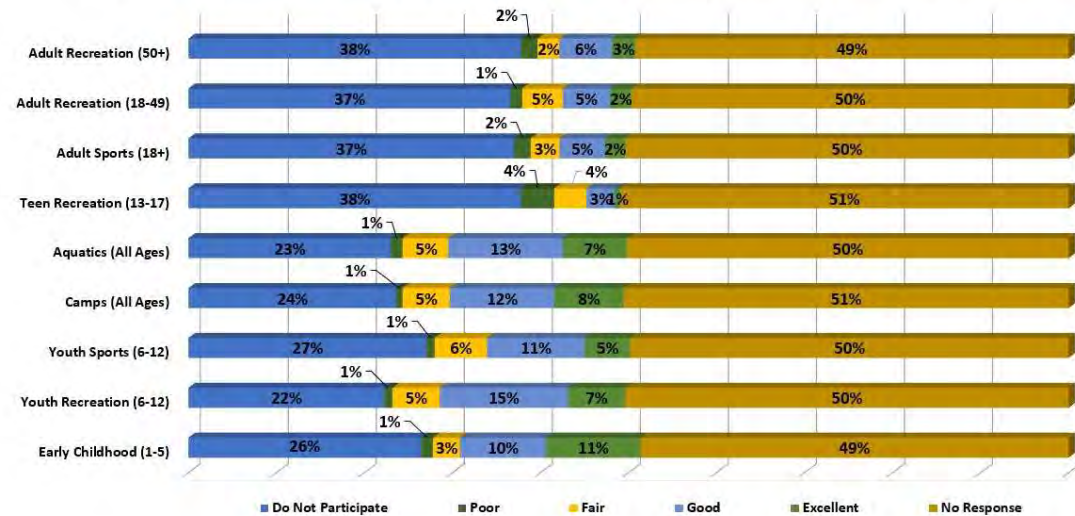


Random Sample

Data Comparison: Somewhat Divergent

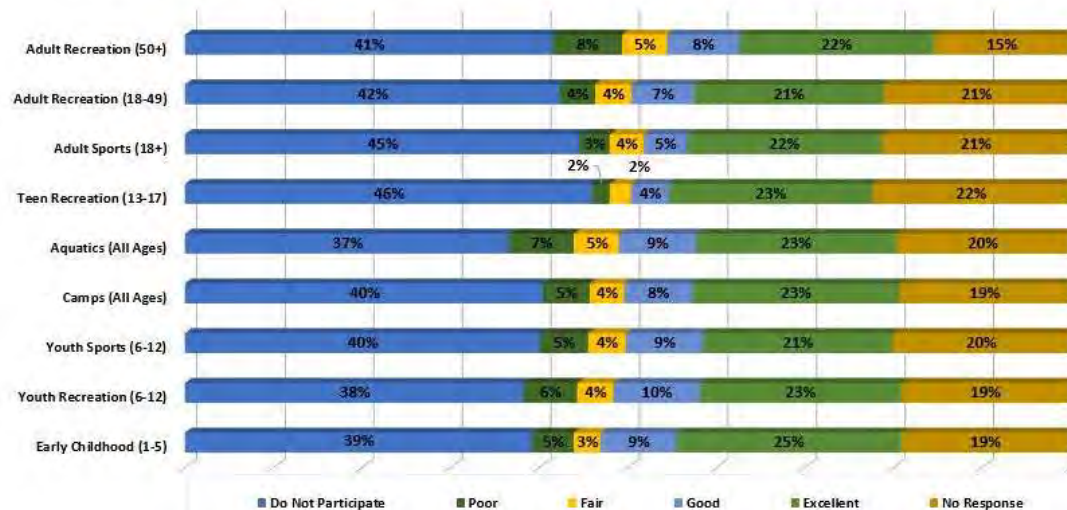


Q11. Please rate the overall quality of the Park District recreation programs for the specific age groups listed below.



Opt-In

Q11. Please rate the overall quality of the Park District recreation programs for the specific age groups listed below.

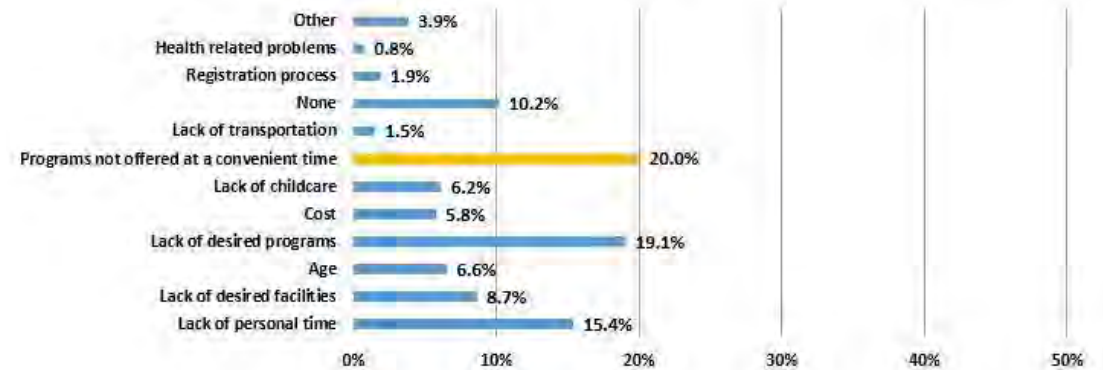


Random Sample

Data Comparison: Somewhat Divergent

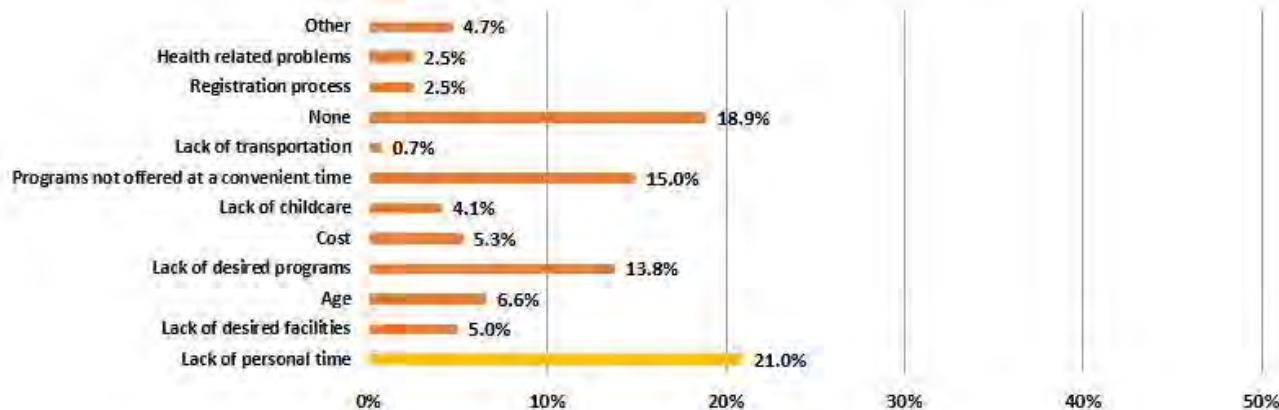


**Q12. Do any of the following prohibit you or members of your household from participation in recreation programs and/or services? (Check all that apply)**



Opt-In

**Q12. Do any of the following prohibit you or members of your household from participation in recreation programs and/or services? (Check all that apply)**



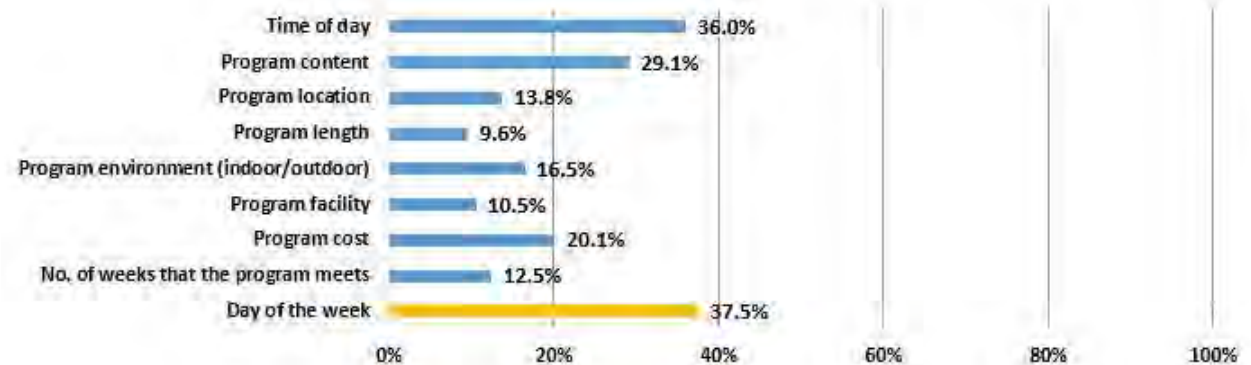
Random Sample

Data Comparison: Somewhat Similar



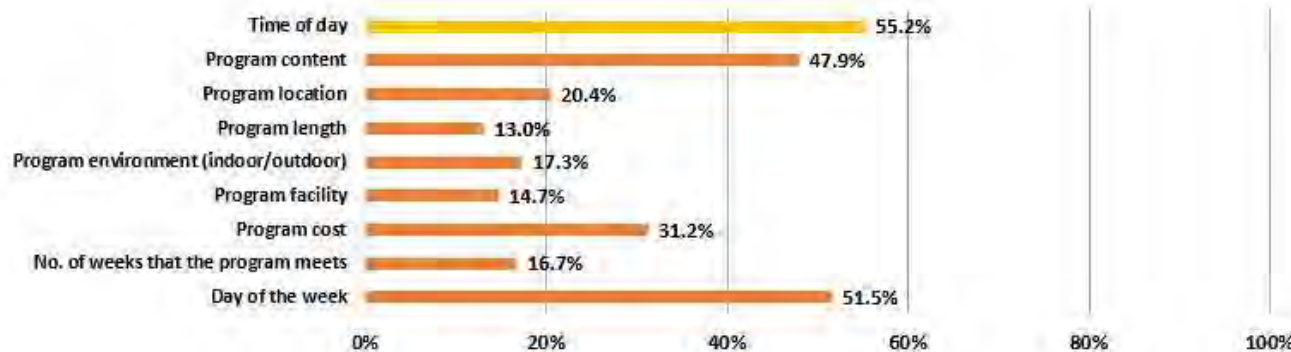


**Q13. Please select what is important to you or members of your household when choosing recreation programs and activities to participate in? (Check all that apply)**



Opt-In

**Q13. Please select what is important to you or members of your household when choosing recreation programs and activities to participate in? (Check all that apply)**

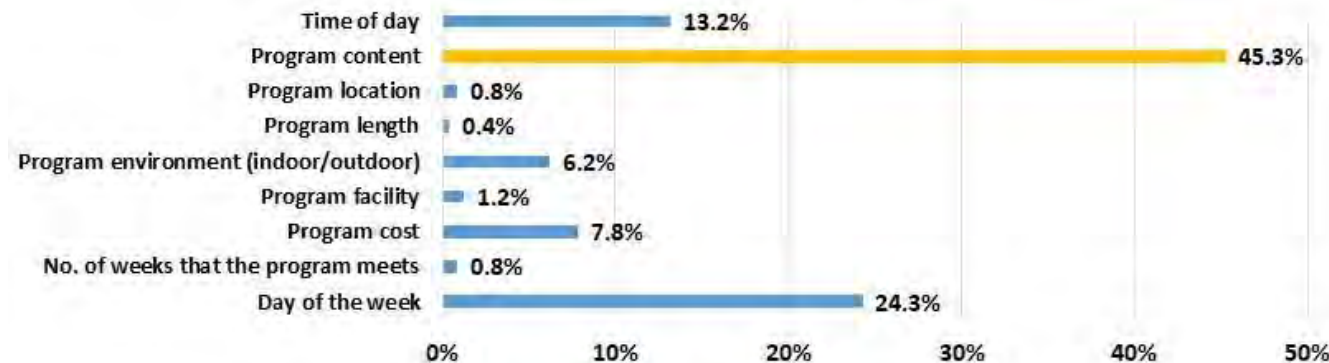


Random Sample

Data Comparison: Somewhat Divergent

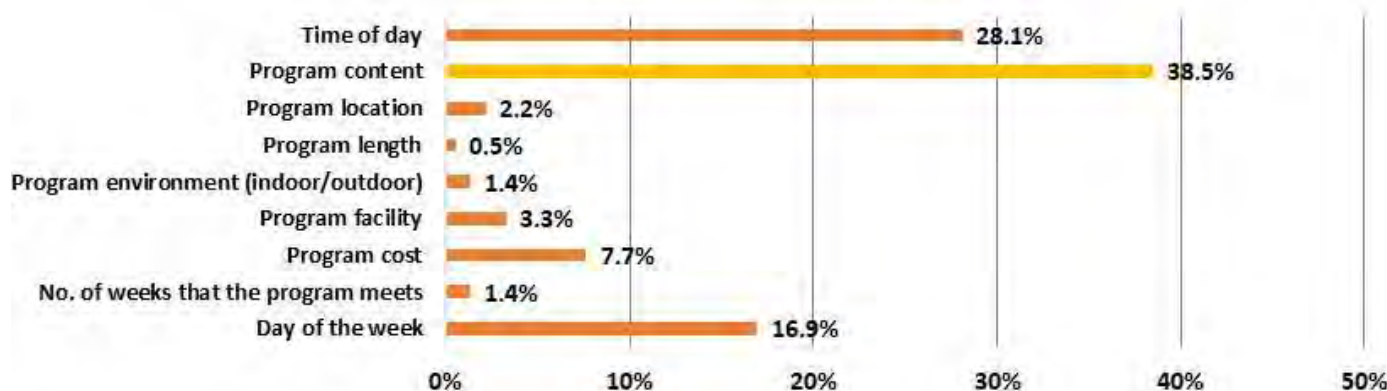


**Q14. What is the MOST important reason to you or members of your household when choosing recreation programs and activities to participate in from the list in Question 13?**



Opt-In

**Q14. What is the MOST important reason to you or members of your household when choosing recreation programs and activities to participate in from the list in Question 13?**

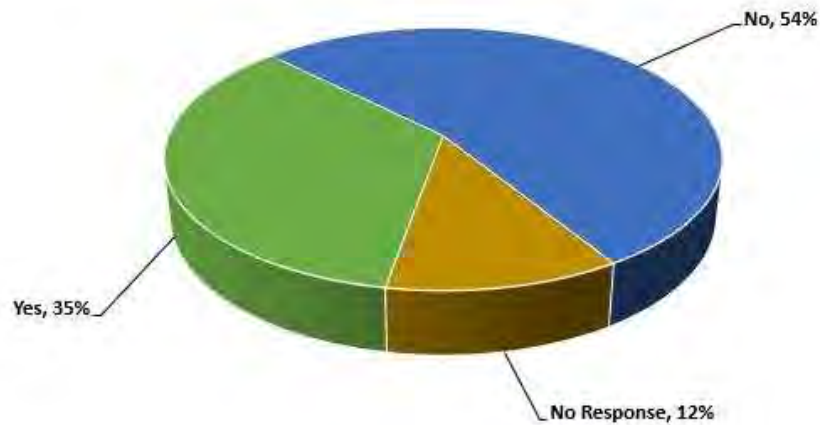


Random Sample

Data Comparison: Somewhat Similar

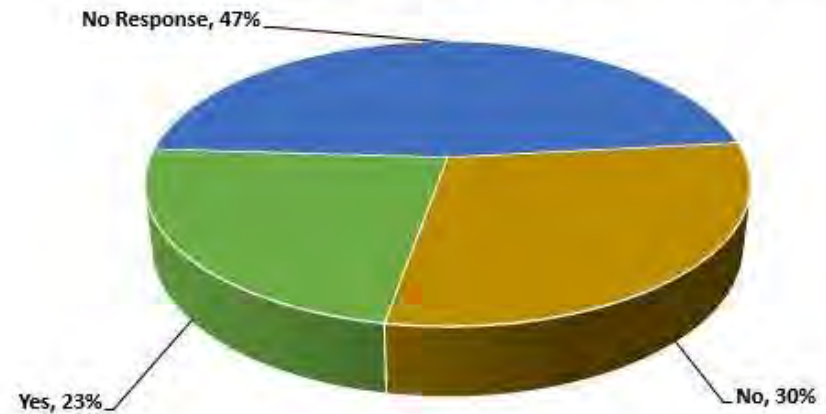


**Q15. Have you or a member of your family golfed, used the driving range, participated in instructional programs, in special events or dined at the Deerfield Golf Club within the last 5 years?**



Random Sample

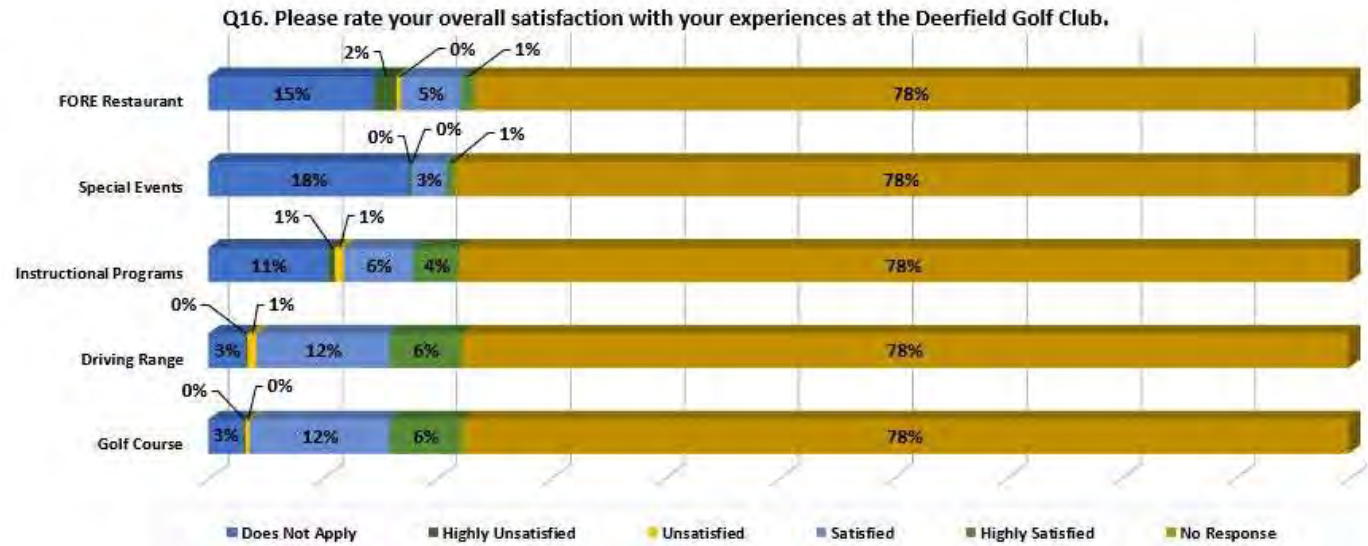
**Q15. Have you or a member of your family golfed, used the driving range, participated in instructional programs, in special events or dined at the Deerfield Golf Club within the last 5 years?**



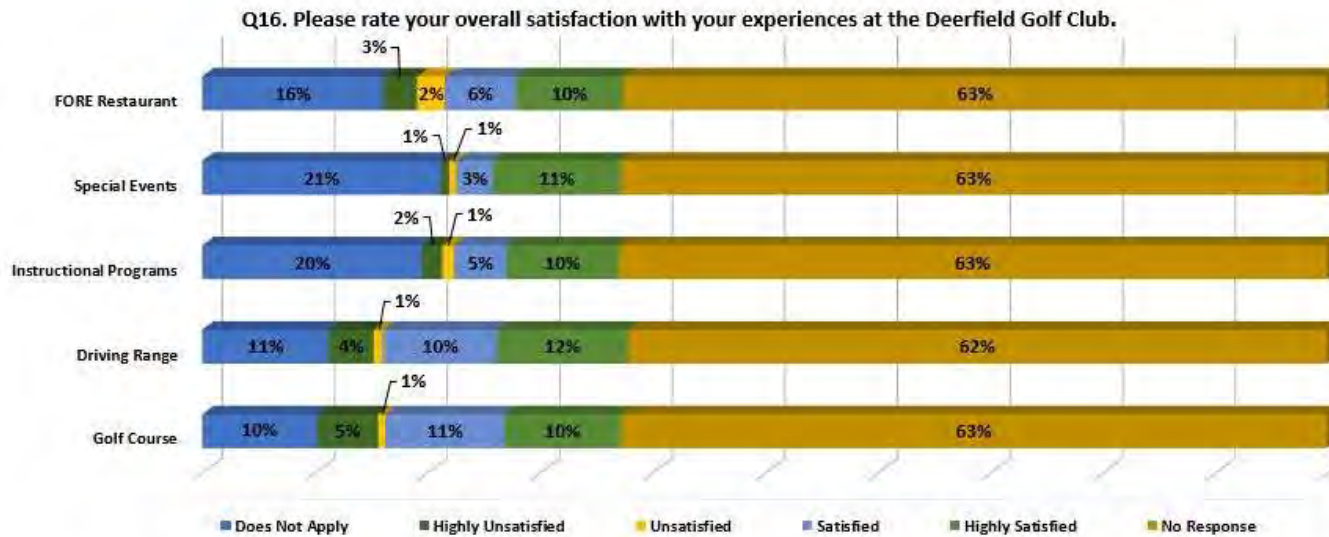
Opt-In

Data Comparison: Somewhat Divergent





Opt-In

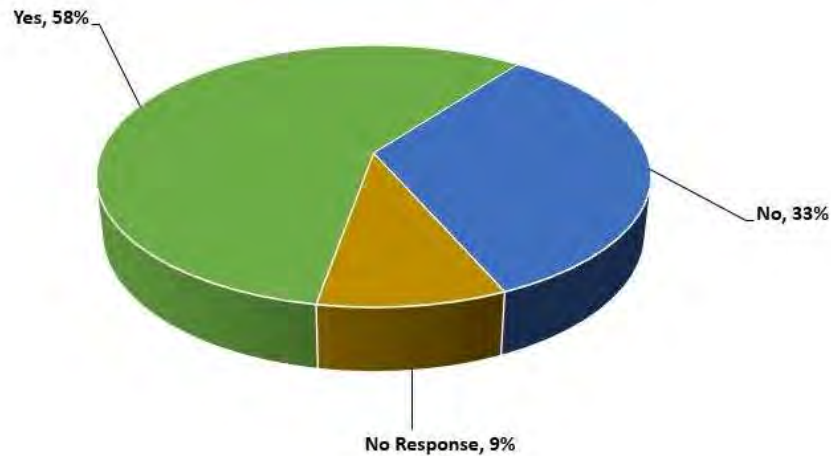


Random Sample

Data Comparison: Somewhat Divergent

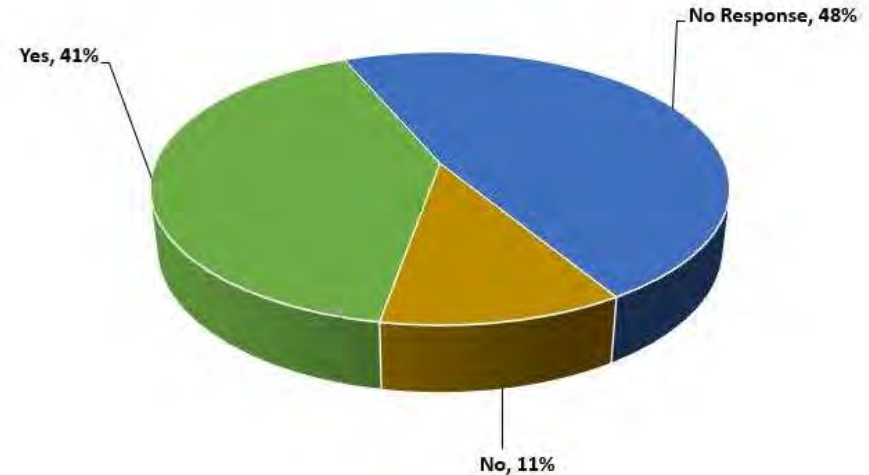


Q17. Have you or members of your household used the Park District's outdoor pools within the last 5 years?



Random Sample

Q17. Have you or members of your household used the Park District's outdoor pools within the last 5 years?

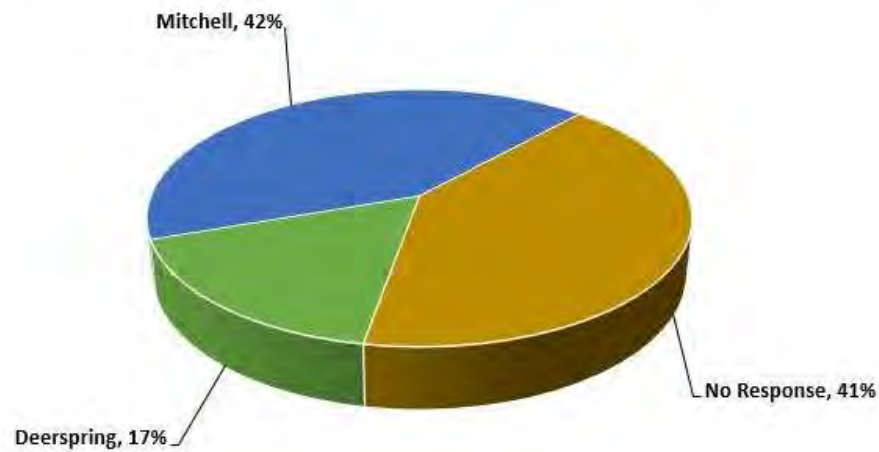


Opt-In

Data Comparison: Somewhat Divergent

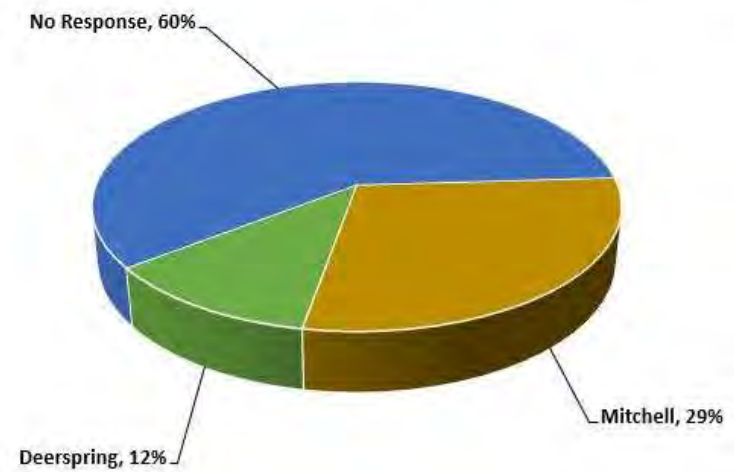


Q18. Which outdoor pool do you or members of your household use MOST often?



Random Sample

Q18. Which outdoor pool do you or members of your household use MOST often?

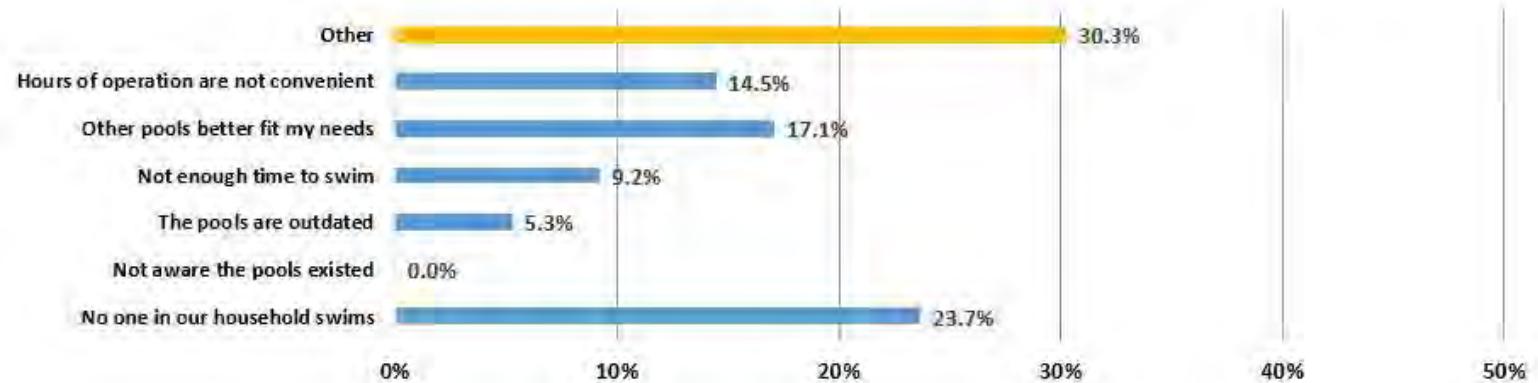


Opt-In

Data Comparison: Somewhat Divergent

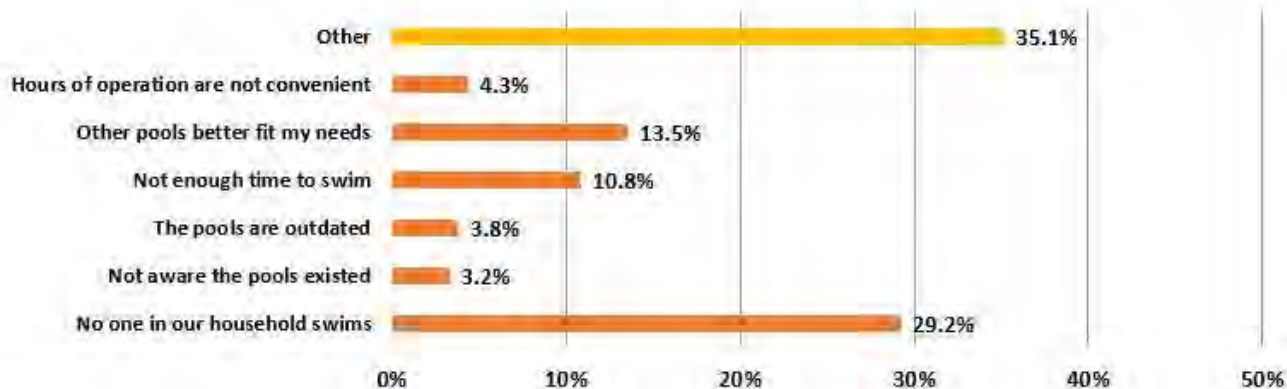


**Q19. If you answered "NO" to using Park District pools in Question 17, please tell us why? (Check all that apply)**



Opt-In

**Q19. If you answered "NO" to using Park District pools in Question 17, please tell us why? (Check all that apply)**



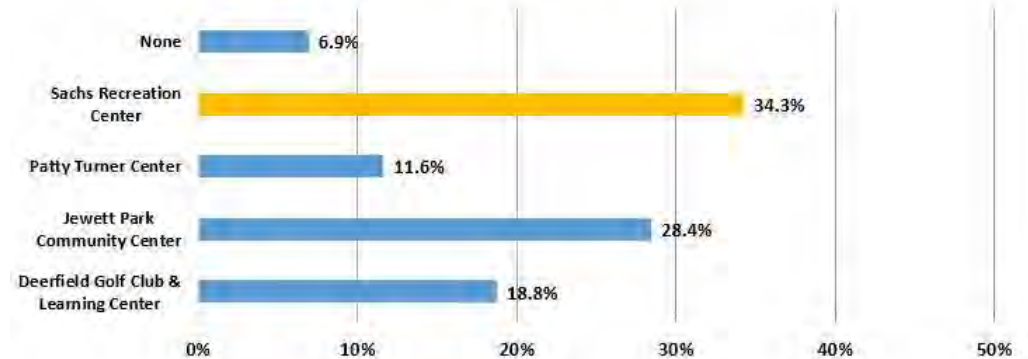
Random Sample

Data Comparison: Somewhat Similar





**Q20. Please tell us what FACILITIES you or other members of your household currently use or will use in the future.  
(Check all that apply)**



**Q20. Please tell us what FACILITIES you or other members of your household currently use or will use in the future. (Check all that apply)**



Opt-In

Random Sample

Data Comparison: Somewhat Similar

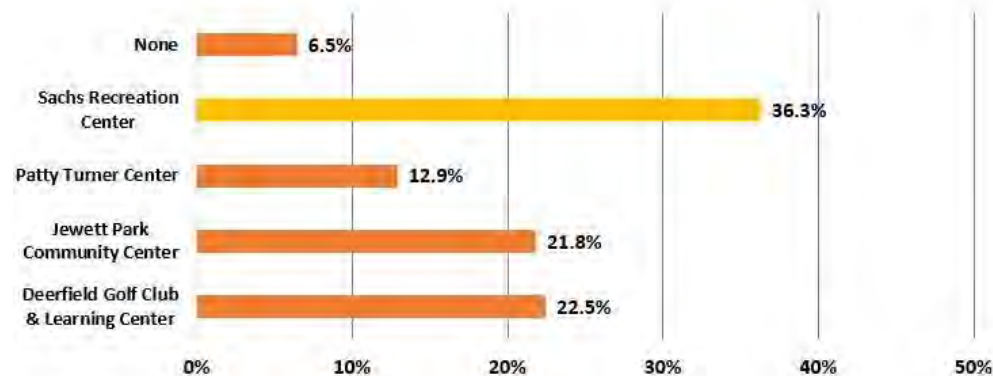


Q21. Which facility do you visit most often from the list in Question 20?



Opt-In

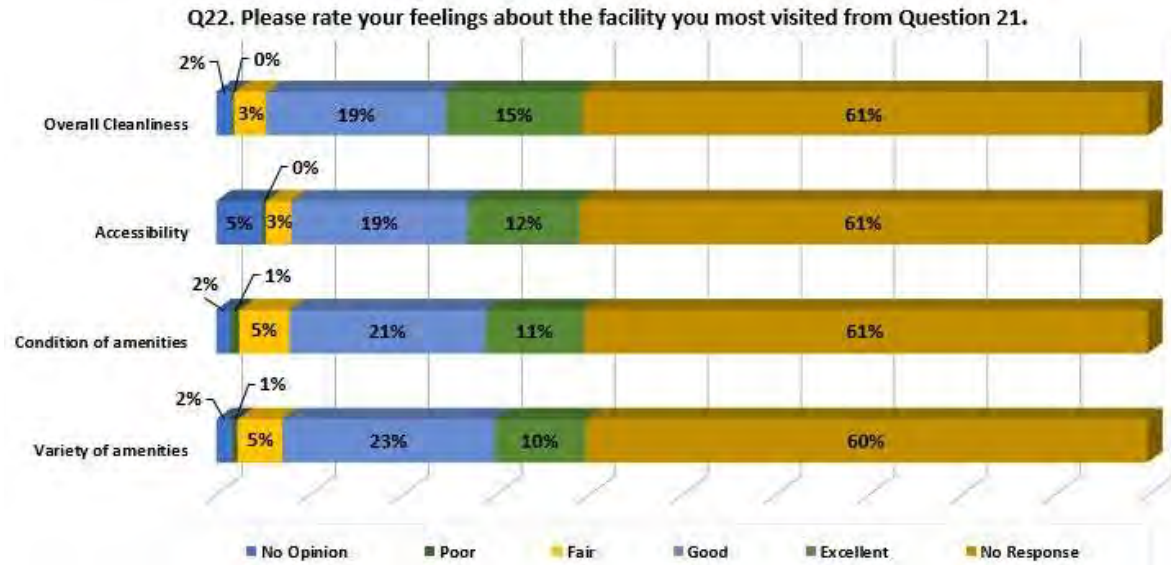
Q21. Which facility do you visit most often from the list in Question 20?



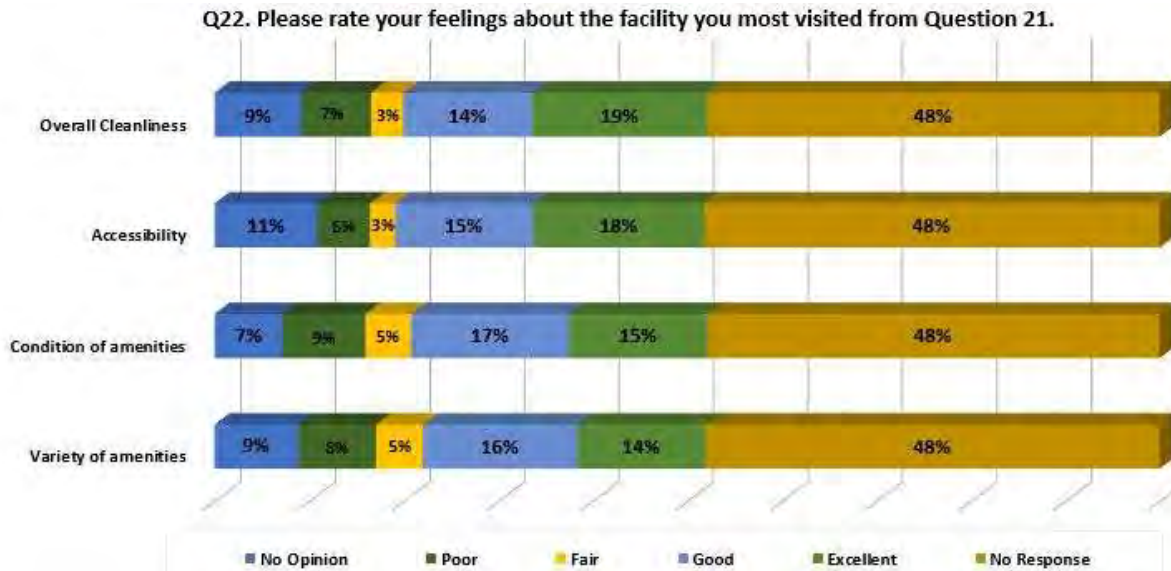
Random Sample

Data Comparison: Somewhat Divergent





Opt-In

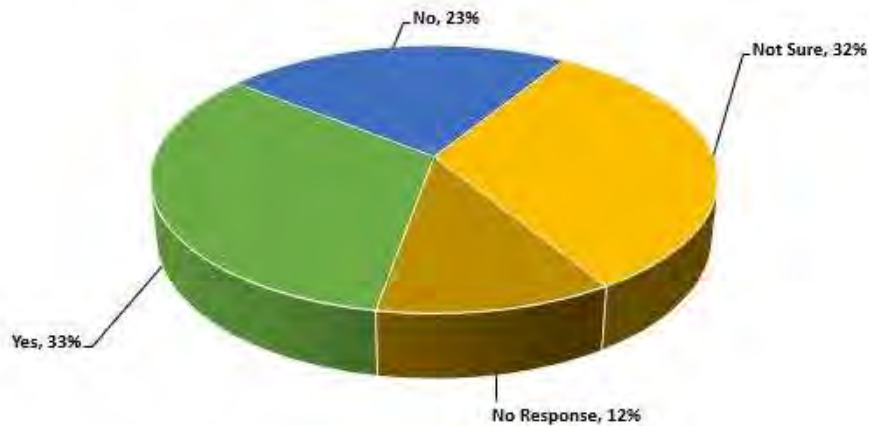


Random Sample

Data Comparison: Somewhat Similar

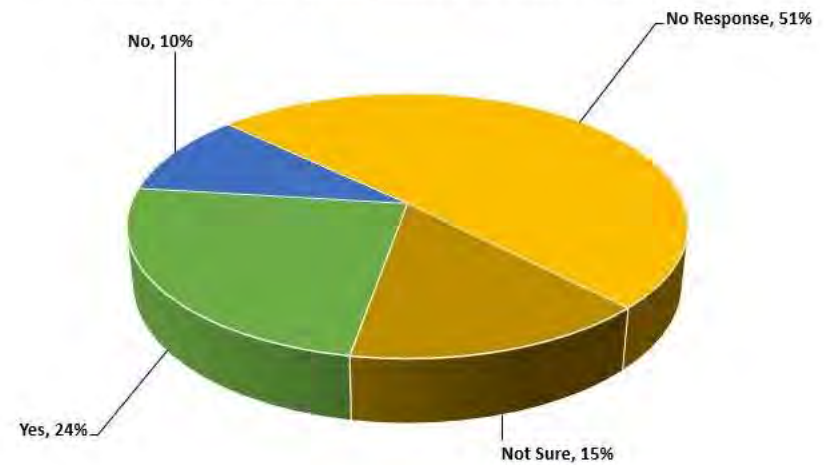


Q23. A recent community based Focus Group identified a potential need for indoor sports fields. Would you be in favor of the Park District pursuing the development of an indoor sports facility?



Random Sample

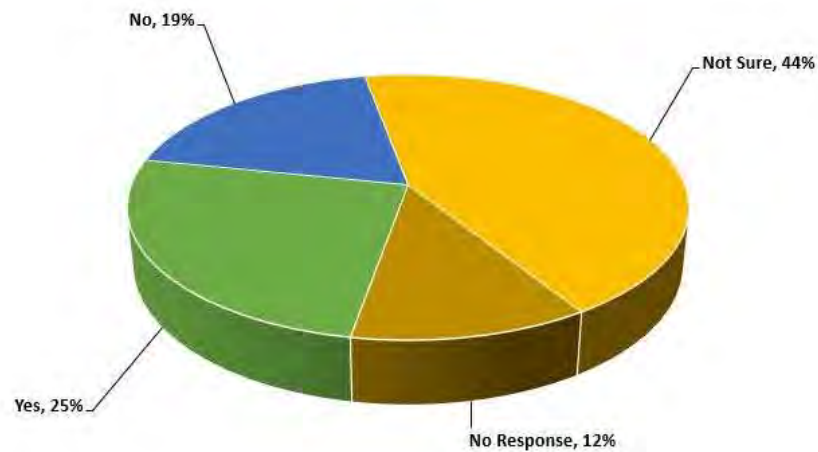
Q23. A recent community based Focus Group identified a potential need for indoor sports fields. Would you be in favor of the Park District pursuing the development of an indoor sports facility?



Opt-In

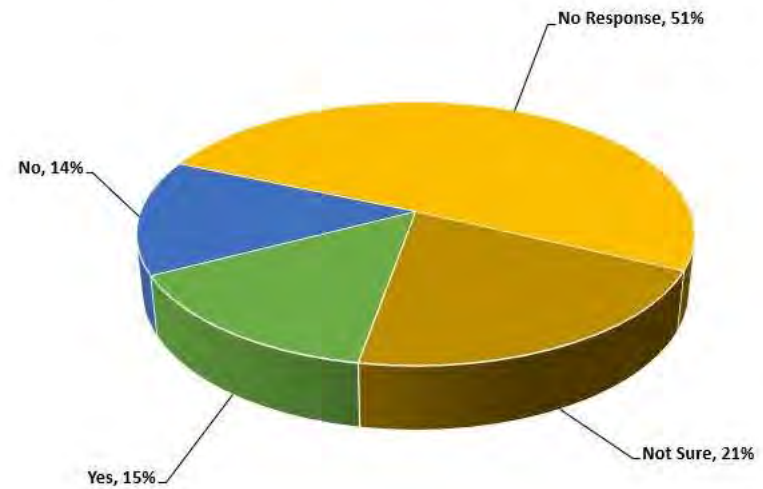


Q24. Would you be in favor converting the existing indoor tennis courts at the Sachs Recreation Center into athletic turf space?



Random Sample

Q24. Would you be in favor converting the existing indoor tennis courts at the Sachs Recreation Center into athletic turf space?

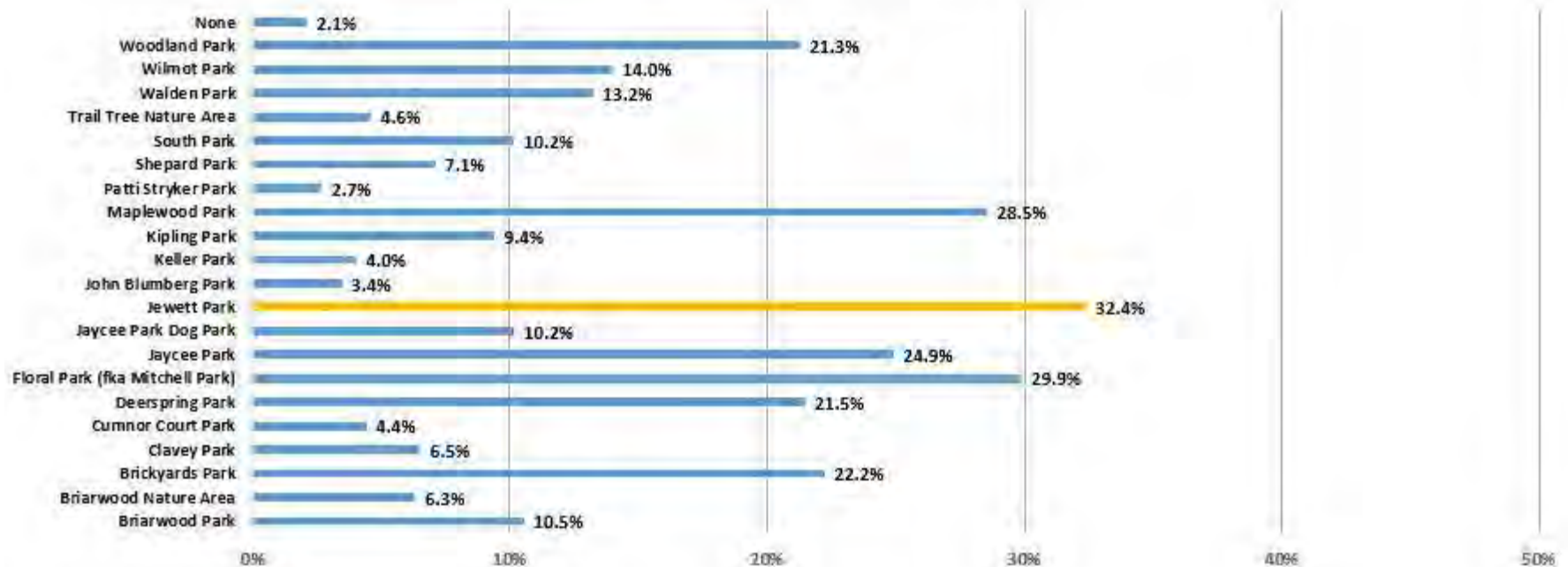


Opt-In

Data Comparison: Somewhat Divergent



Q25. Please tell us what PARKS you or other members of your household currently use or will use in the future.  
(Check all that apply)



Opt-In





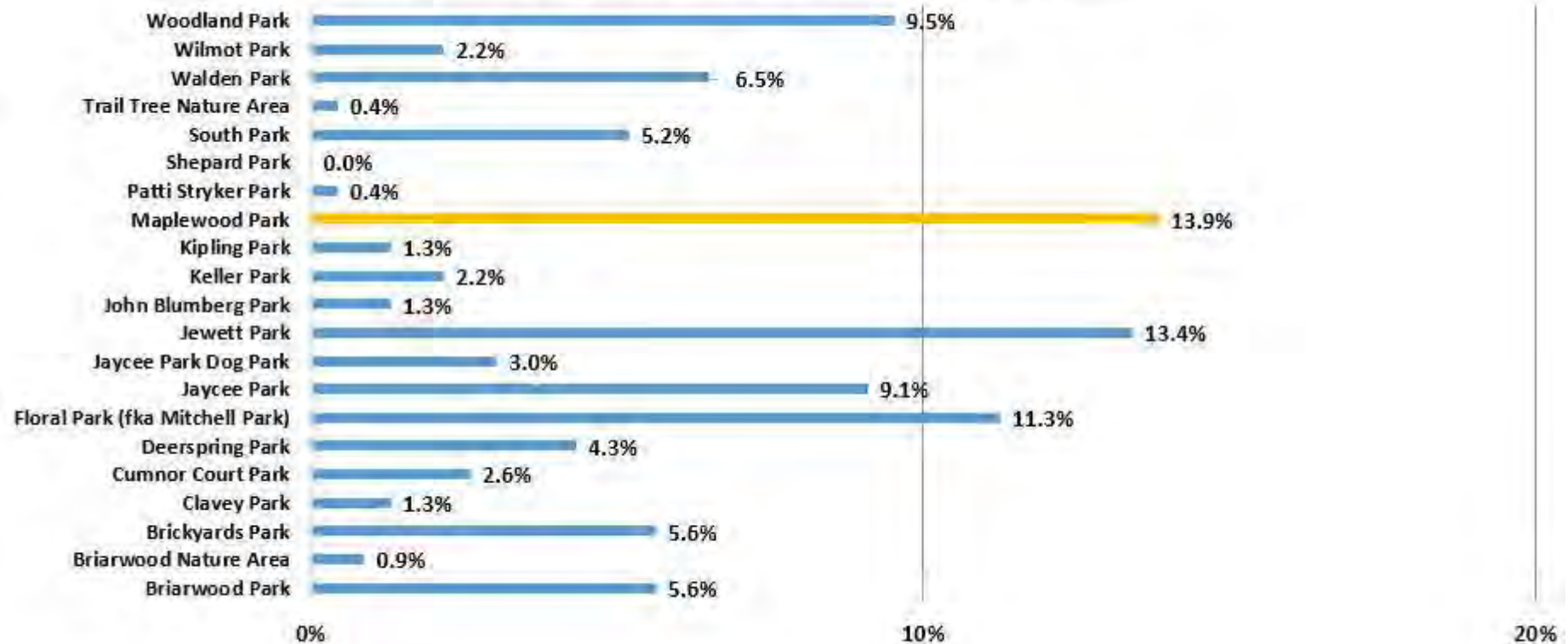
Q25. Please tell us what PARKS you or other members of your household currently use or will use in the future.  
(Check all that apply)



Random Sample



### Q26. Which park do you most often visit from the list in Question 25?

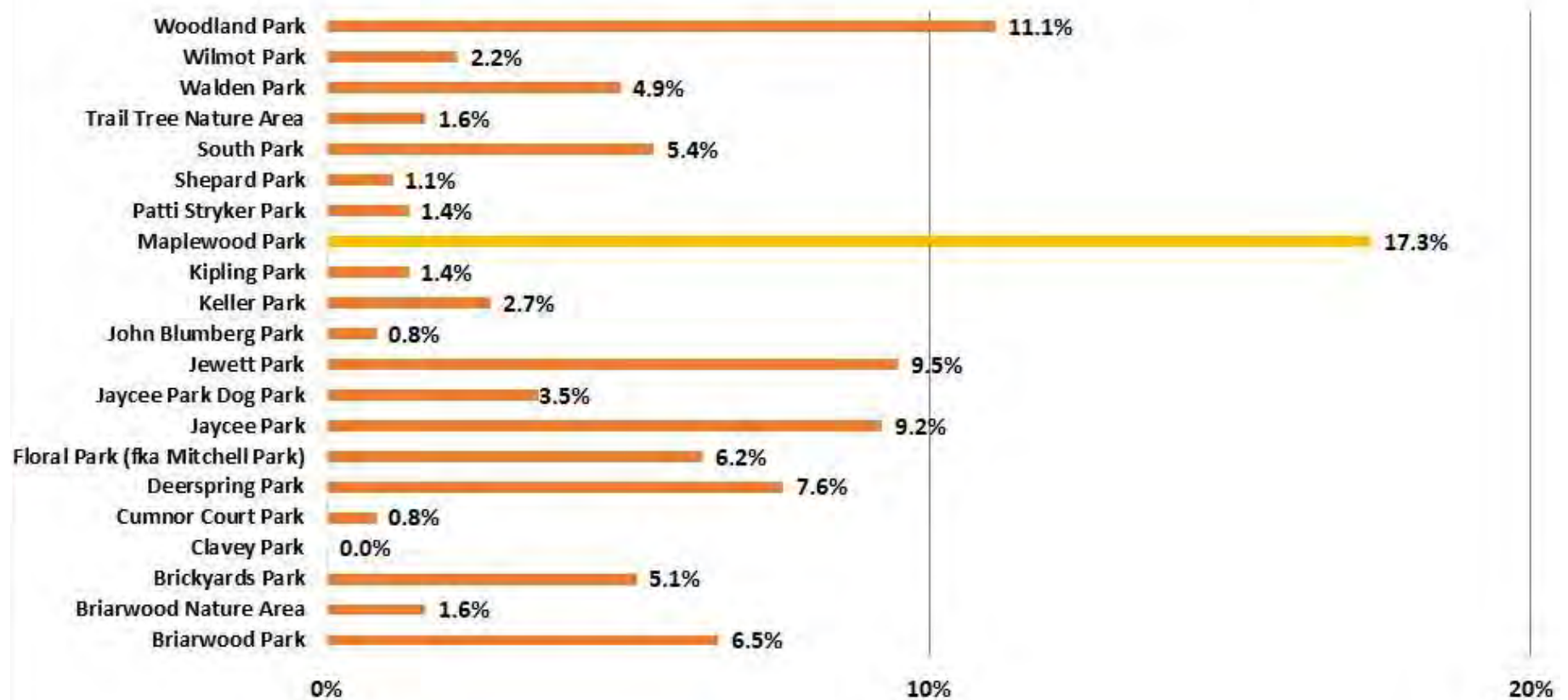


Opt-In





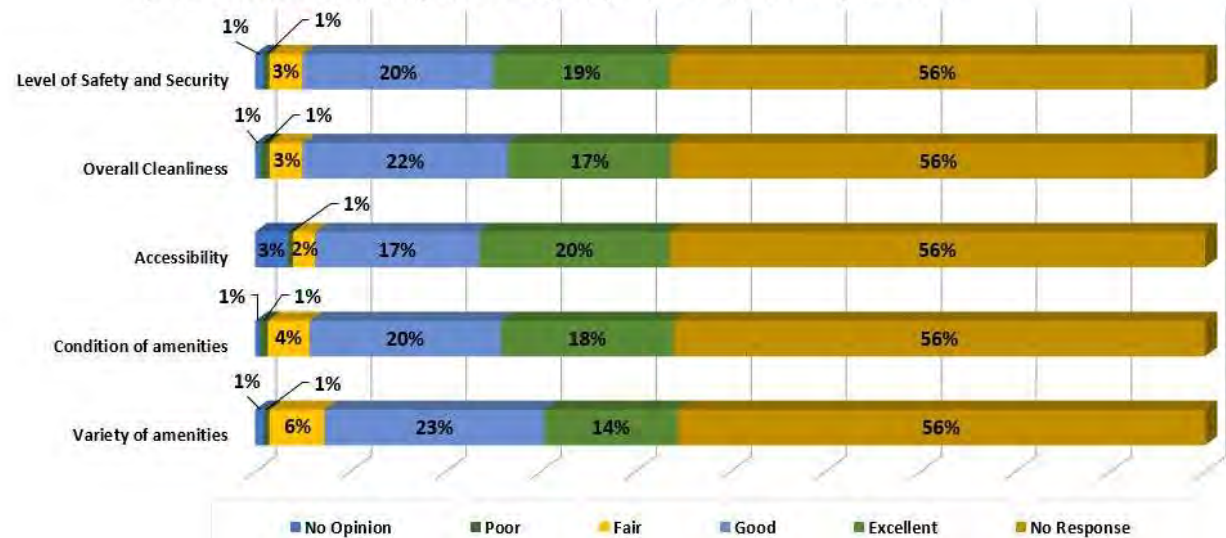
**Q26. Which park do you most often visit from this list in Question 25?**



Random Sample

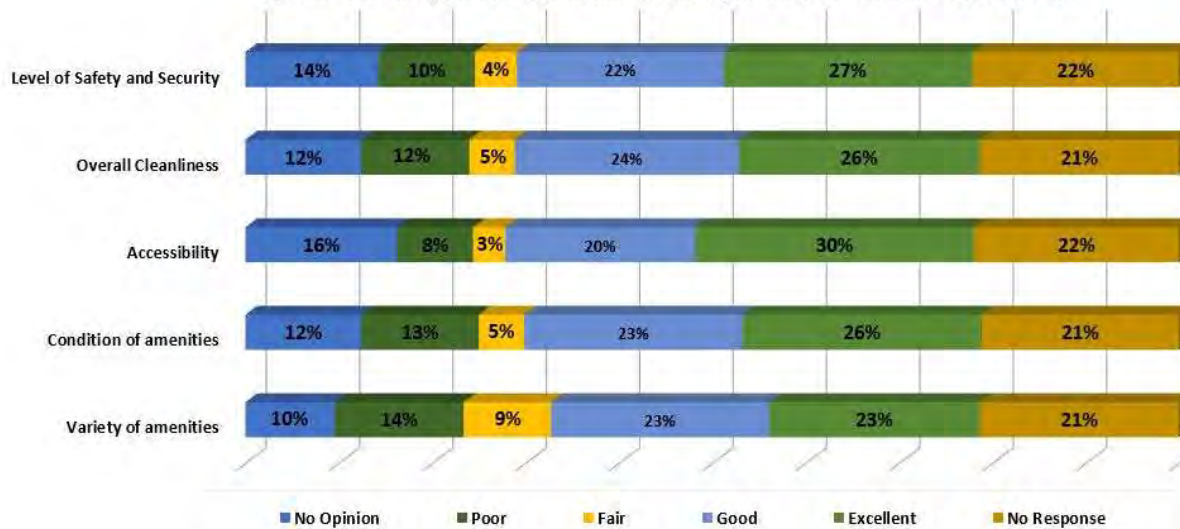


Q27. Please rate your feelings about the park you most visited from Question 26.



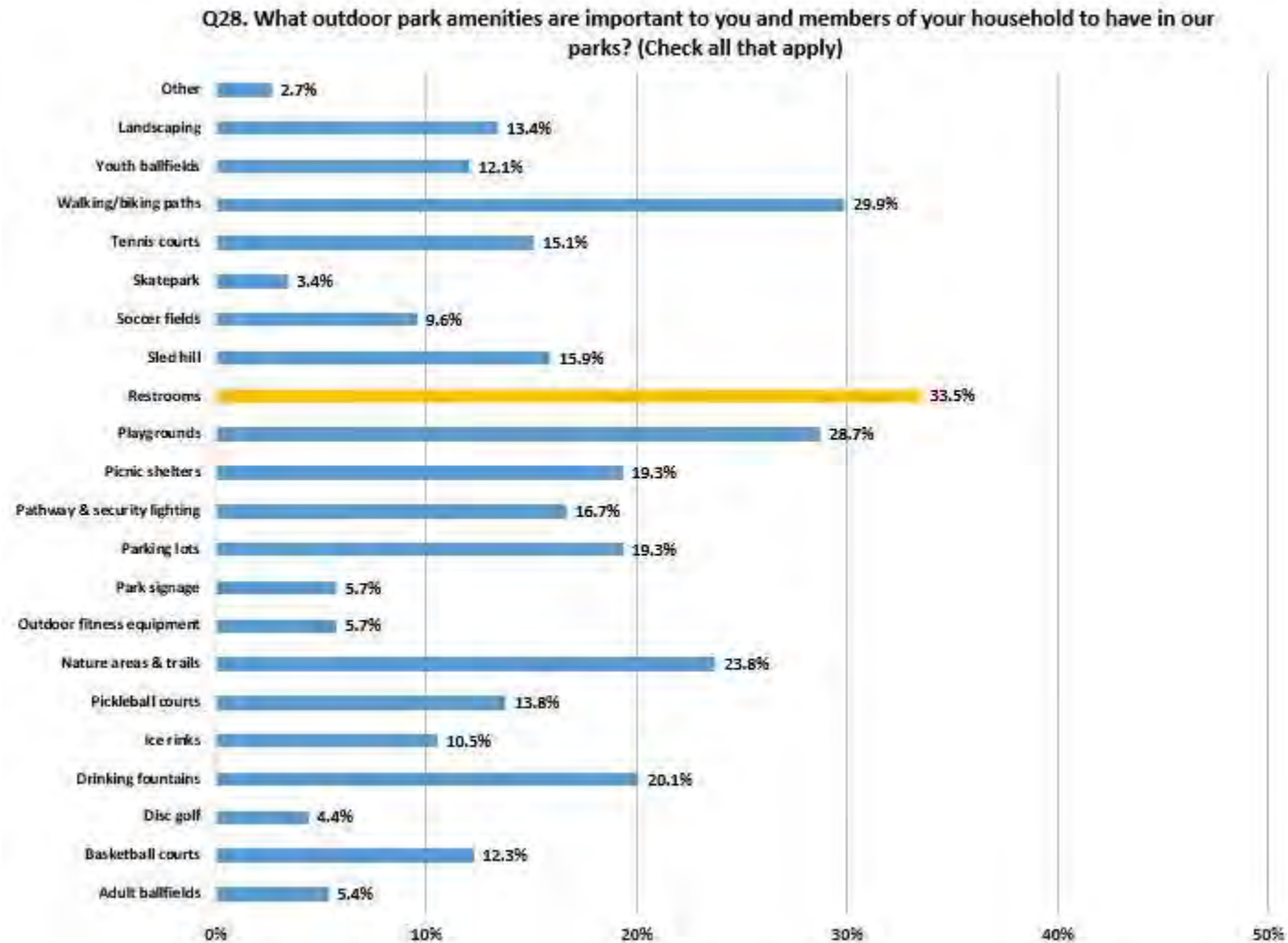
Opt-In

Q27. Please rate your feelings about the park you most visited from Question 26.



Random Sample

Data Comparison: Somewhat Divergent

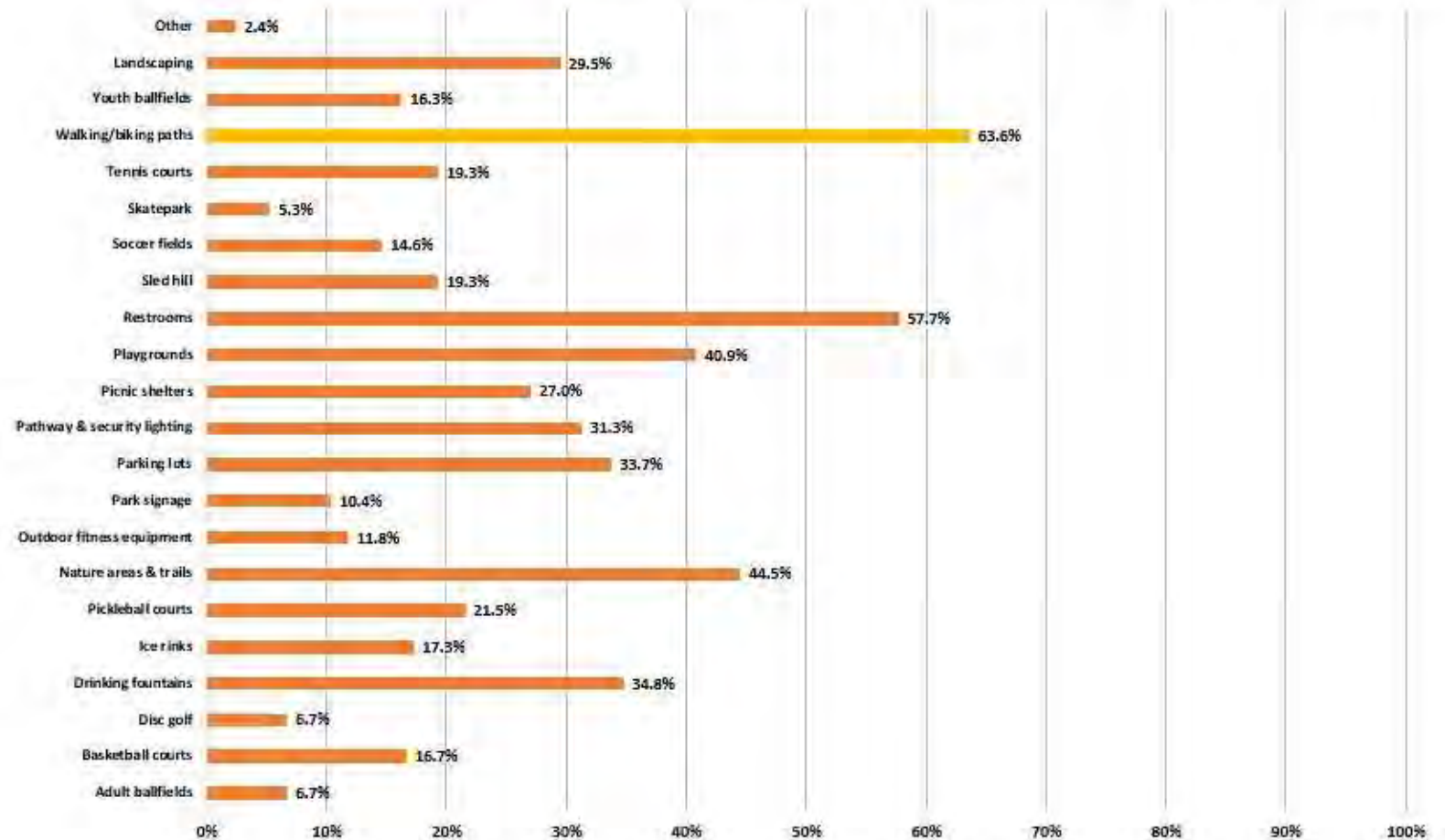


Opt-In

Data Comparison: Somewhat Similar



Q28. What outdoor park amenities are important to you and members of your household to have in our parks? (Check all that apply)

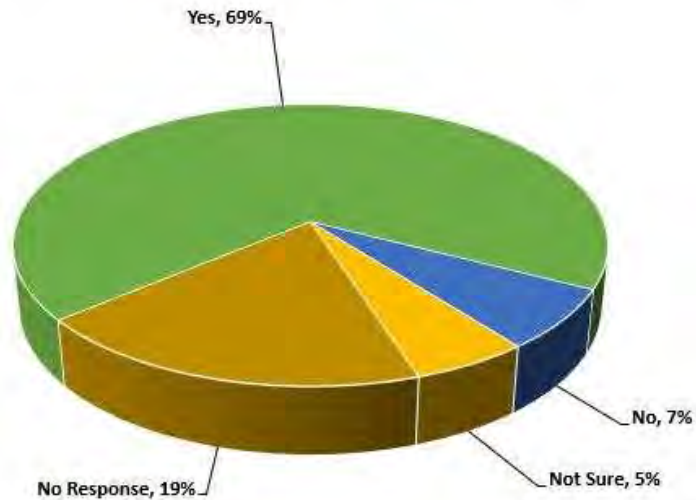


Random Sample



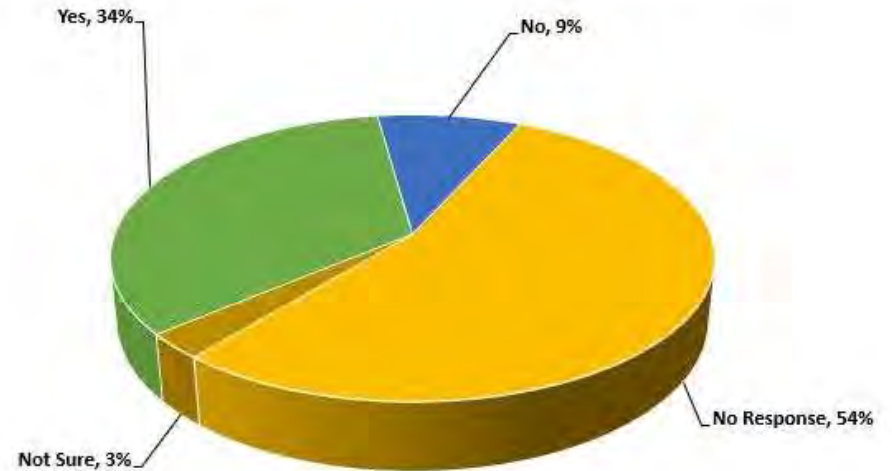


**Q29. Overall, do you agree that the current Park District parks & facilities meet your needs and the needs of your family?**



Random Sample

**Q29. Overall, do you agree that the current Park District parks & facilities meet your needs and the needs of your family?**



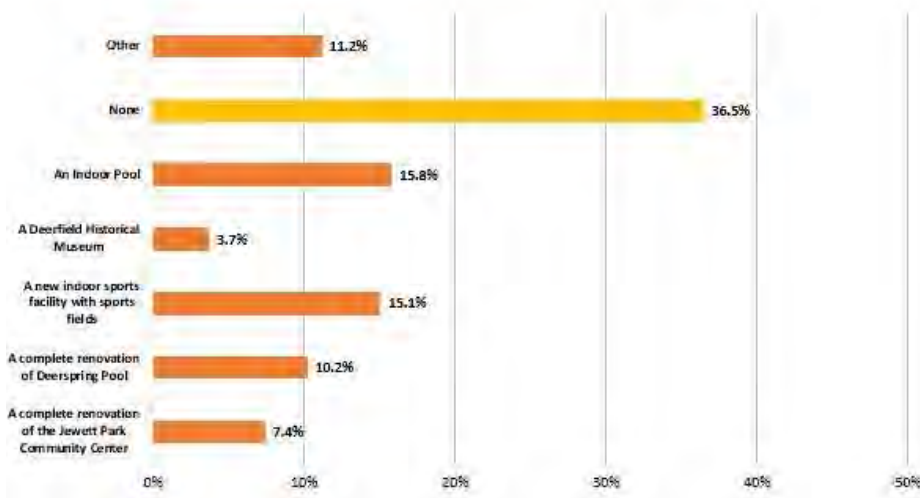
Opt-In

Data Comparison: Somewhat Divergent



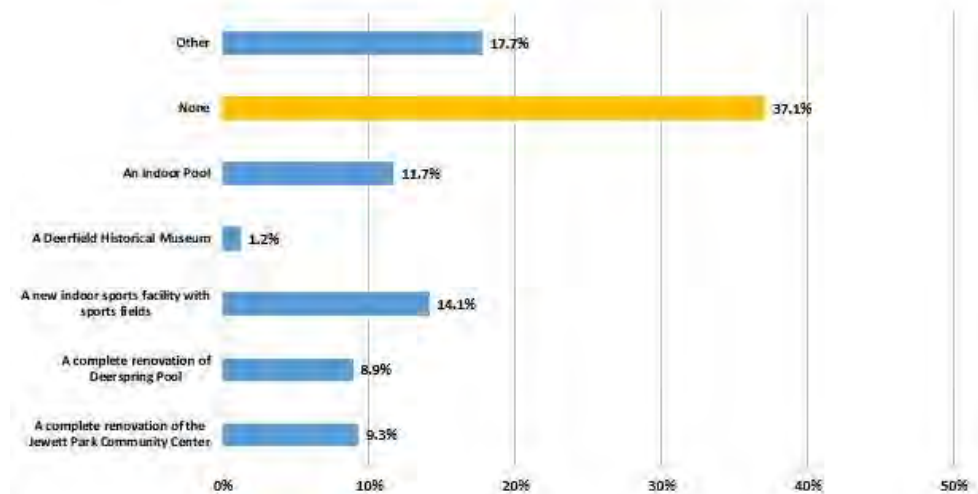


Q30. If the Park District would consider any of the following capital projects below, which would you be willing to support with a property tax increase? (Check all that apply)



Random Sample

Q30. If the Park District would consider any of the following capital projects below, which would you be willing to support with a property tax increase? (Check all that apply)

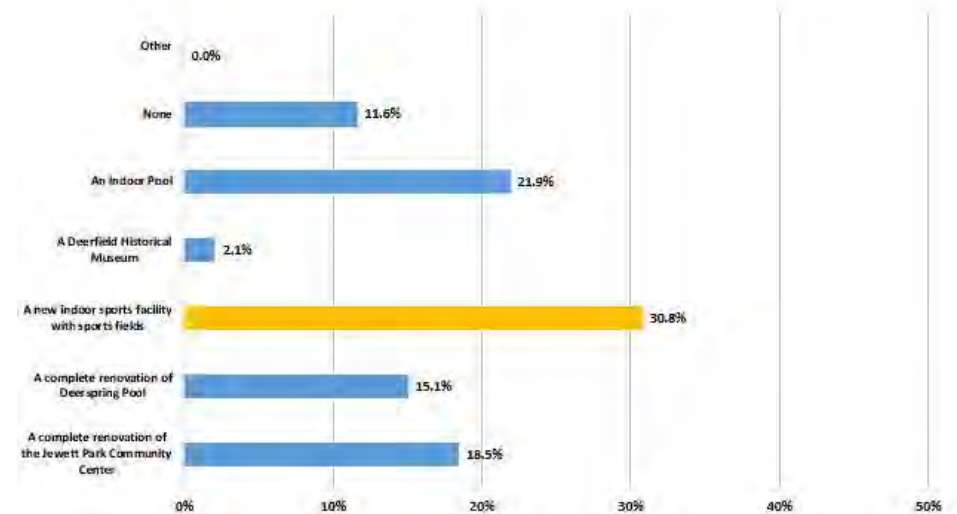


Opt-In

Data Comparison: Somewhat Similar

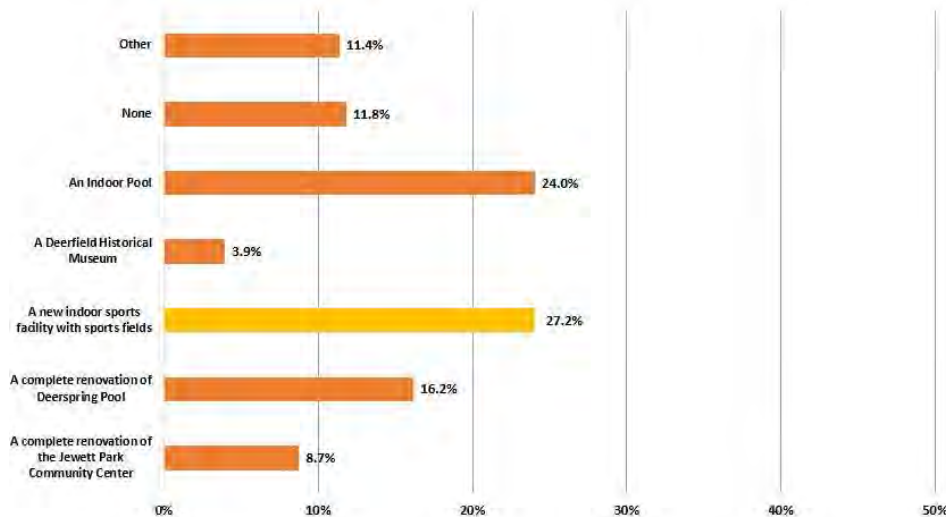


Q31. Please tell us which is the MOST important capital project from the list in Question 30.



Opt-In

Q31. Please tell us which is the MOST important capital project from the list in Question 30.

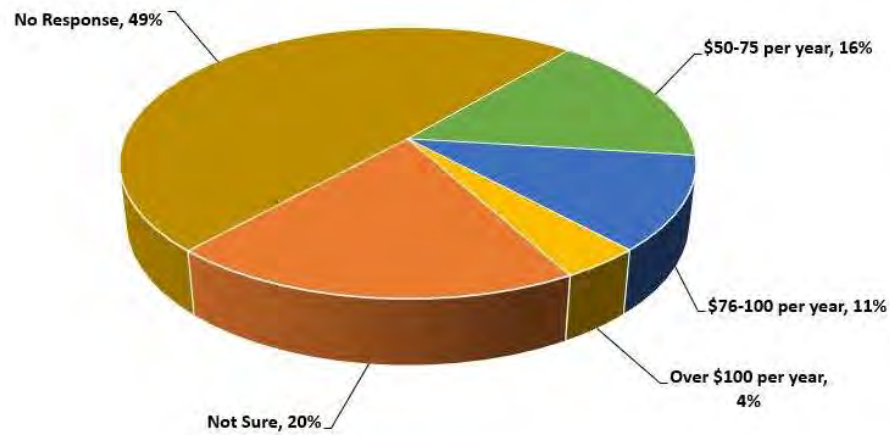


Random Sample

Data Comparison: Somewhat Divergent

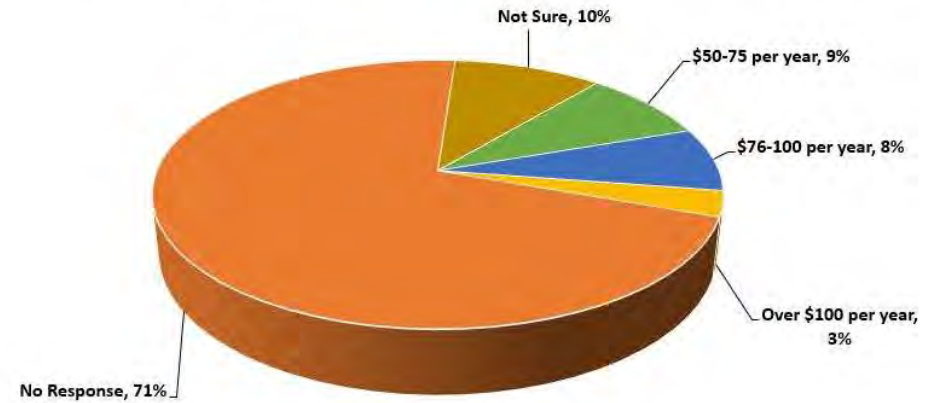


Q32. How much of a property tax increase would you be willing to pay to fund your MOST important choice from Question 31?



Random Sample

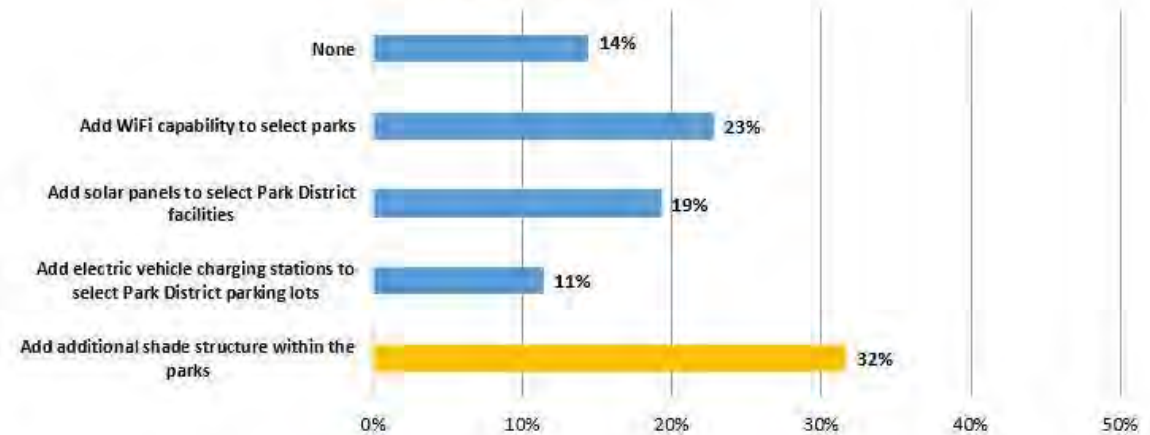
Q32. How much of a property tax increase would you be willing to pay to fund your MOST important choice from Question 31?



Opt-In

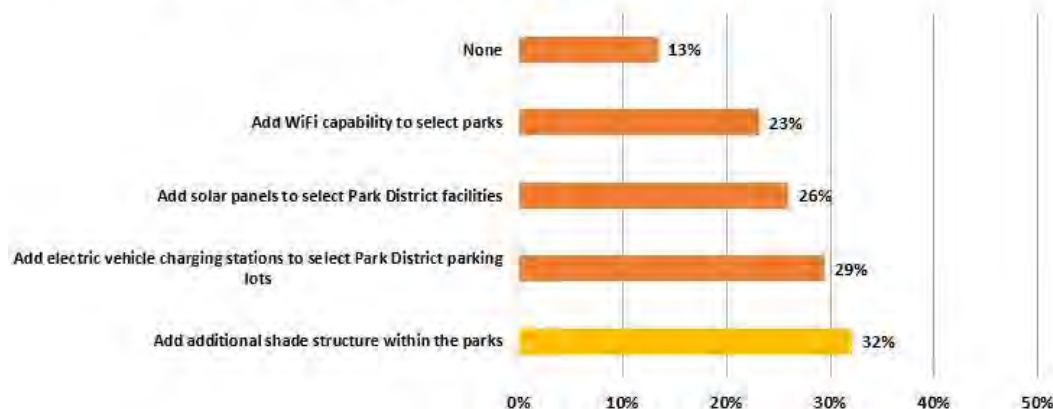


**Q33. Should the Park District consider any of the following items?**  
(Check all that apply)



Opt-In

**Q33. Should the Park District consider any of the following items?**  
(Check all that apply)



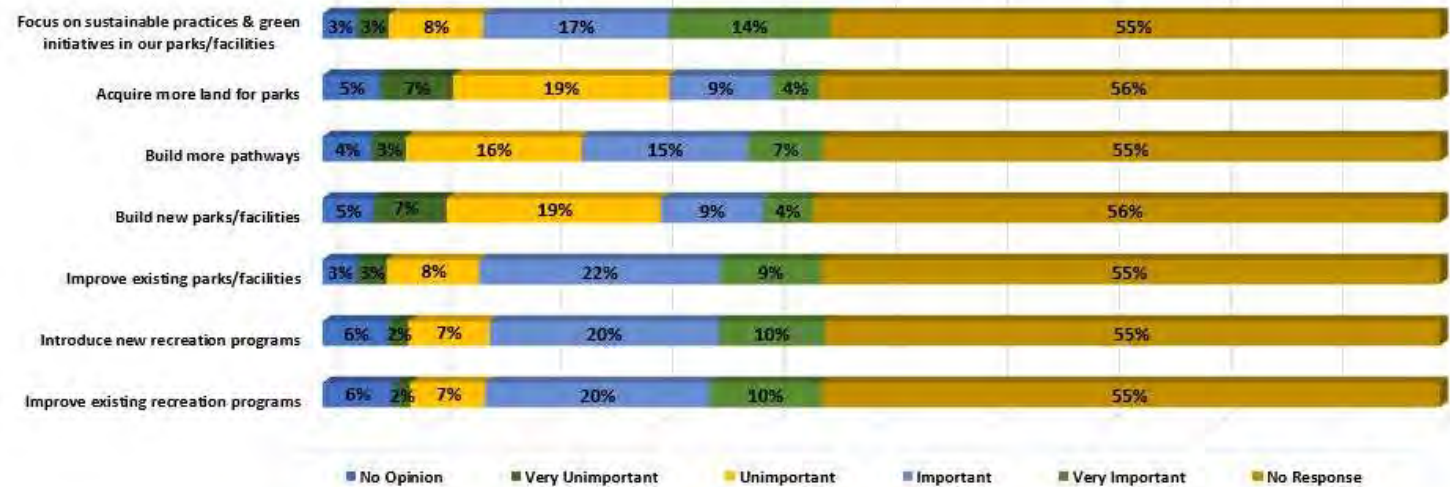
Random Sample

Data Comparison: Somewhat Similar



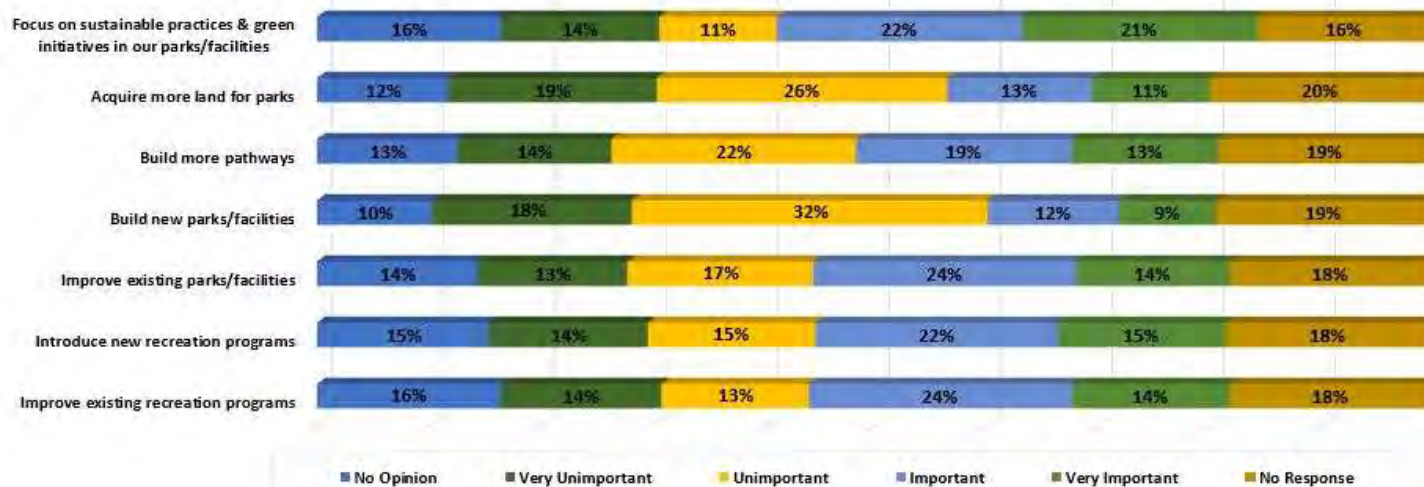


Q34. Please rate each of the following Park District priorities which are important to you and your household.



Opt-In

Q34. Please rate each of the following Park District priorities which are important to you and your household.



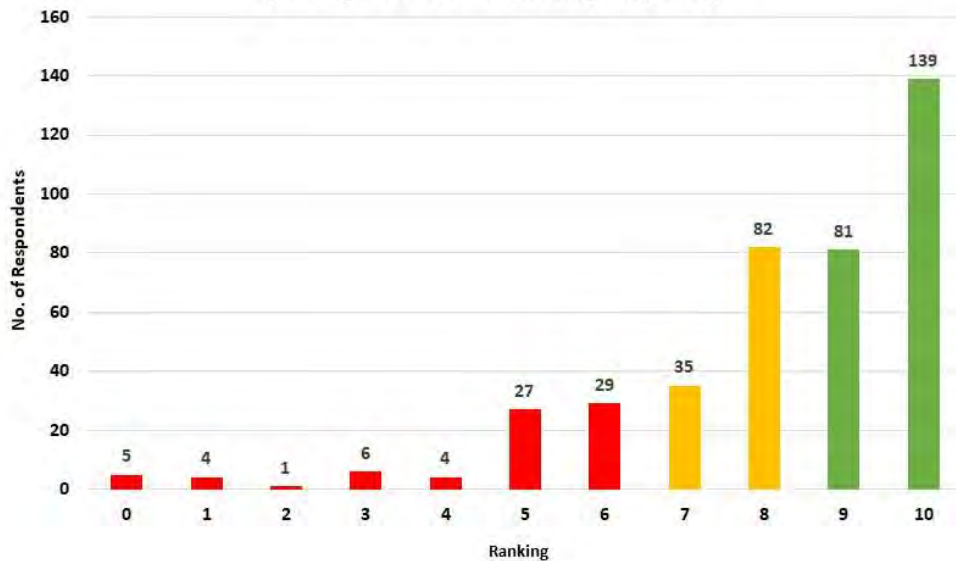
Random Sample

Data Comparison: Somewhat Divergent





35: How likely would you be to recommend the Park District to a friend or family member?  
(0 being not at all and 10 being very likely)

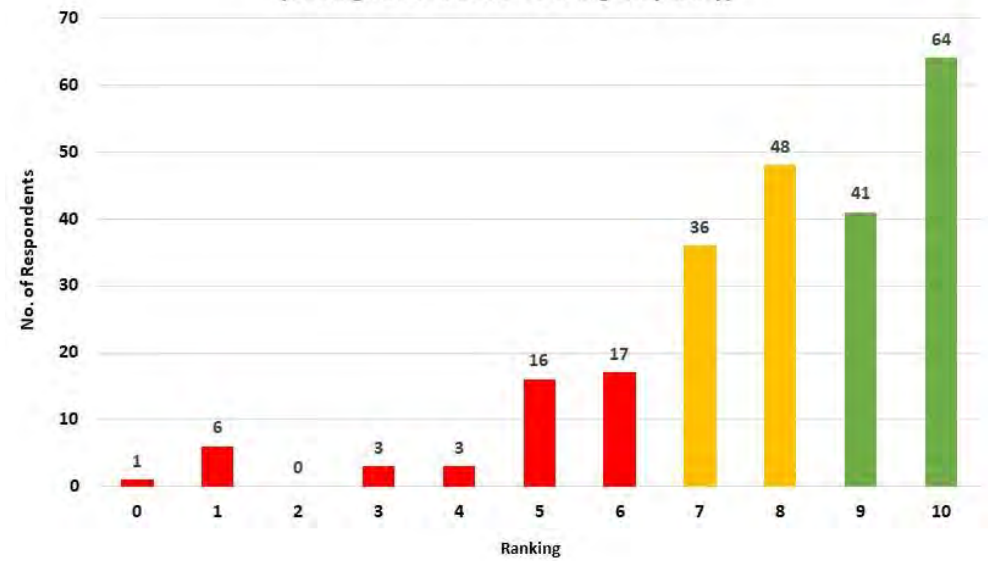


Promoters	53.3%
Passives	28.3%
Detractors	18.4%

NPS Score: 34.9

Random Sample

35: How likely would you be to recommend the Park District to a friend or family member?  
(0 being not at all and 10 being very likely)



Promoters	44.7%
Passives	35.7%
Detractors	19.6%

NPS Score: 25.1

Opt-In

Data Comparison: Somewhat Similar