

# COMMUNITY SURVEY FOR THE BARTLETT PARK DISTRICT

NOVEMBER 2023

*aQity Research & Insights*

*Evanston, IL*

## Research Methods

- Survey findings based on responses from n=352 residents within the Bartlett Park District/BPD (exceeding target of n=300 respondents).
  
- Data collection: September 11<sup>th</sup> to October 16<sup>th</sup>, 2023.
  
- Invitation postcards and printed mail questionnaires (with prepaid return envelope) were sent to a random sample of BPD residents, offering three response options:
  - n=252 completed the survey online
  - n=100 completed a printed survey (sent and returned by USPS)
  - n=0 opted for a phone survey/interview.
  
- The random sample of n=352 residents was weighted to match US Census data for Bartlett (by region, age, gender, race and ethnicity, and percentage of households with children).
  
- Maximum margin of error: +/- 5.2% (at the 95% confidence level).

## Respondent Sample Demographics (self-reported)

<b>Gender*</b>	
Male	49%
Female	51%
Prefer to self-describe	<1%

<b>Age*</b>	
Under 35	20%
35-44	16%
45-54	22%
55-64	20%
65+	22%
<i>Mean (average): 51 years old</i>	

<b>Children in Household*</b>	
Yes	38%
No	62%

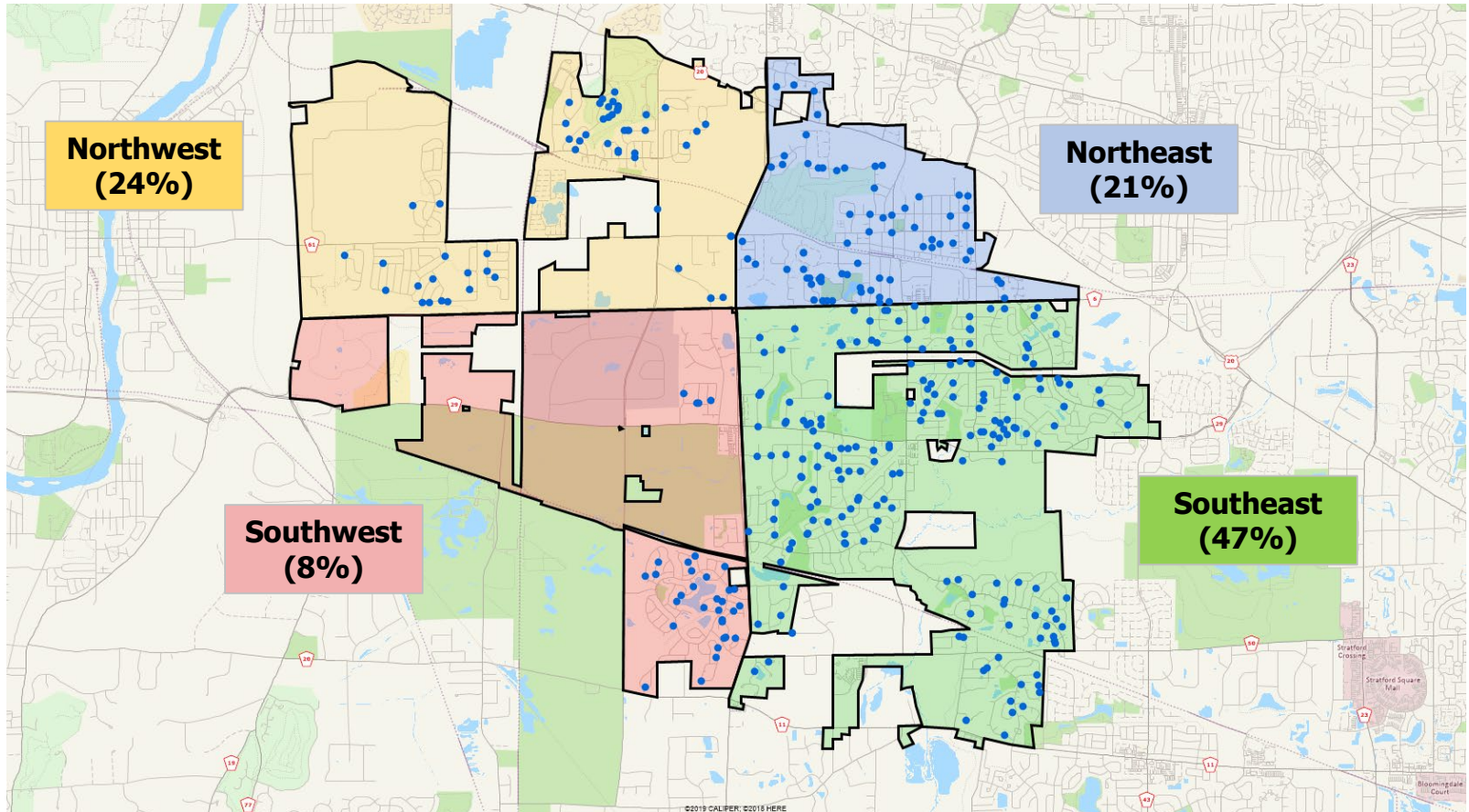
<b>Length of Residence in Bartlett Park District</b>	
Less than 5 years	18%
5-9 years	19%
10-19 years	17%
20-29 years	24%
30-39 years	17%
40+ yrs.	5%
<i>Mean (average): 17.9 years</i>	

<b>Race* (multiple responses)</b>	
White/Caucasian	65%
Hispanic/Latino	15%
Asian	20%
Black/African American	3%
Indian/East Indian	10%
Other	2%

<b>Ethnicity*</b>	
Hispanic/Latino	15%
Not Hispanic/Latino	85%

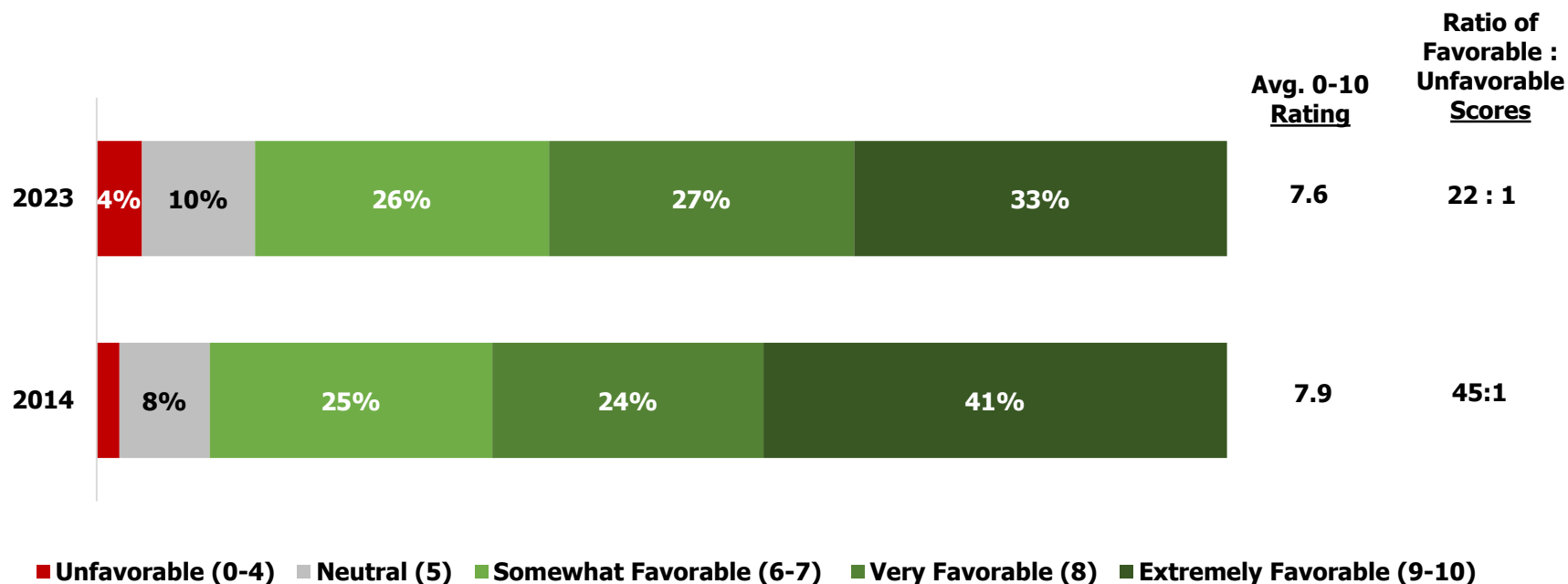
\*Weighted to 2020/2021 Census data.

# Regional Distribution of Respondents\*

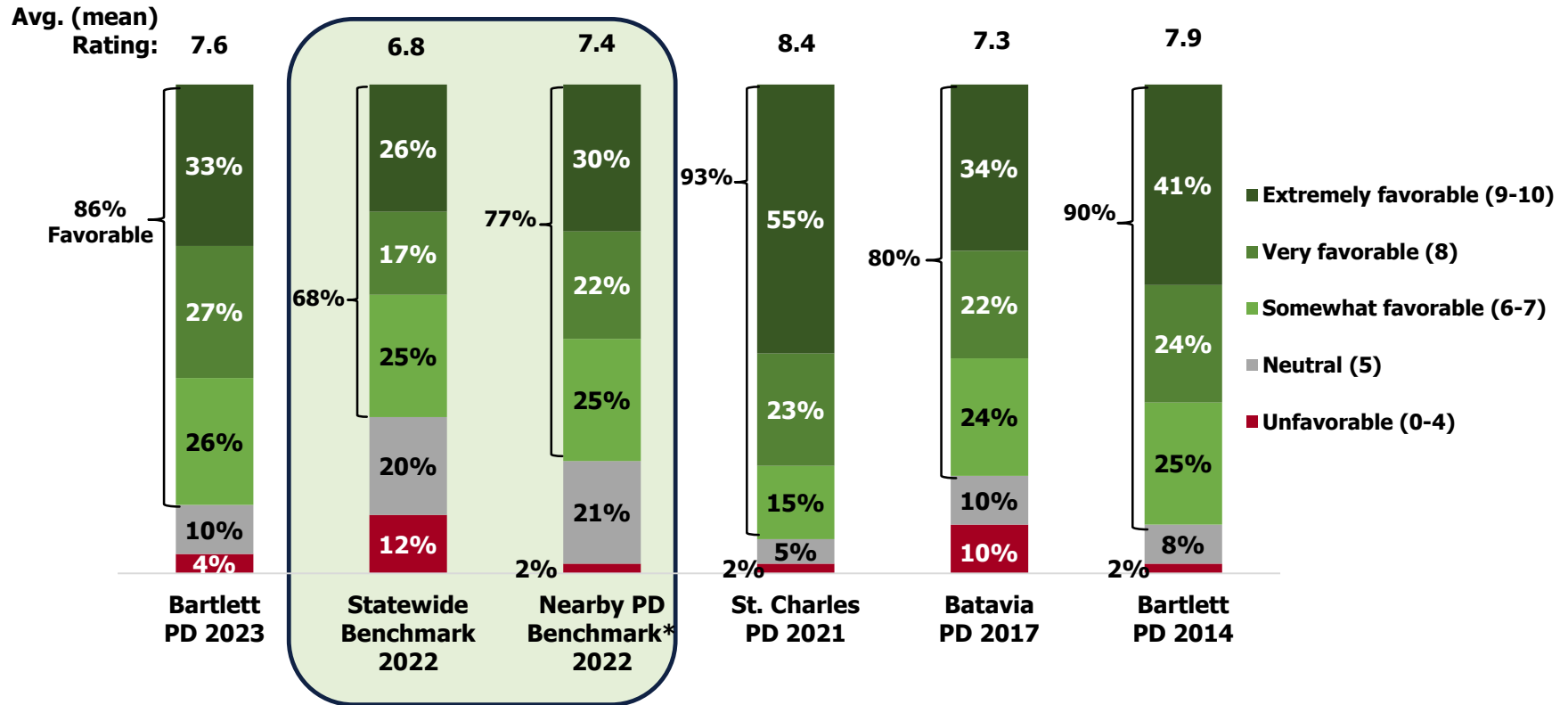


# Key Findings

**Overall Esteem for Bartlett Park District  
(0-10 scale)**



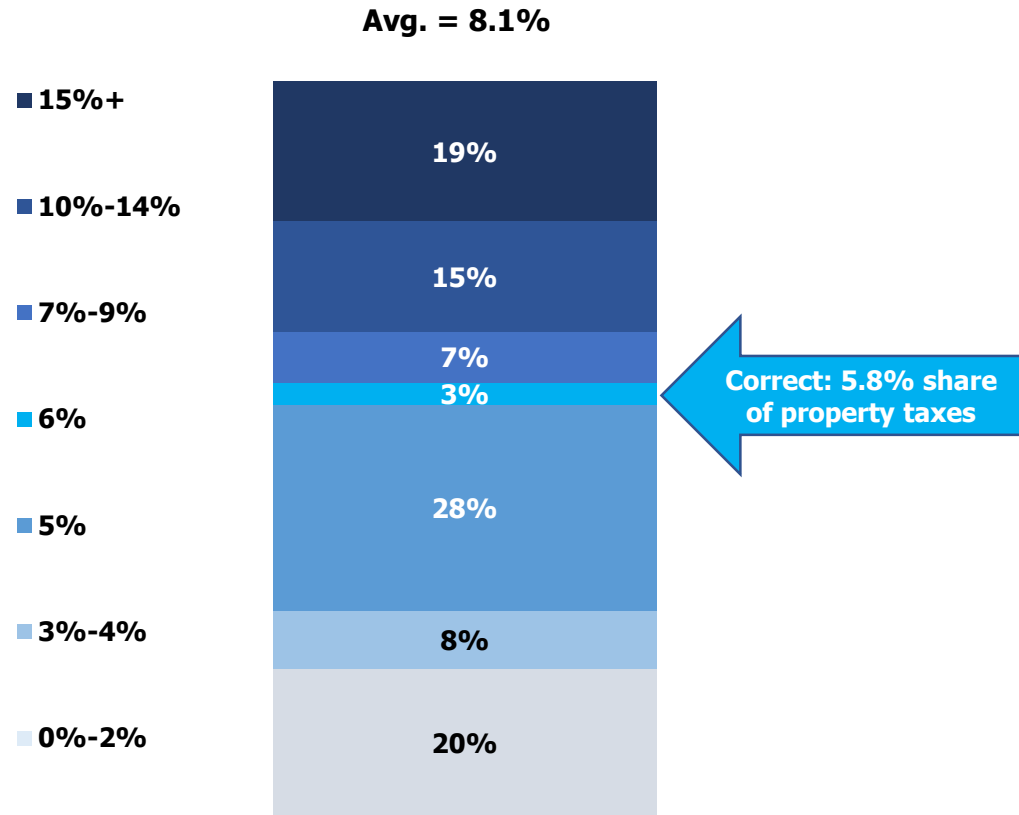
**Benchmark Comparisons: Overall Esteem Ratings**



Q2. Please rate your overall opinion of the Bartlett Park District. (0=completely dislike, 5=neutral, 10=highest regard).

\* 2022 benchmark comparisons with neighboring agencies include Carol Stream, Hanover Park, Roselle, Schaumburg, South Elgin, St. Charles, Streamwood, and Wayne.

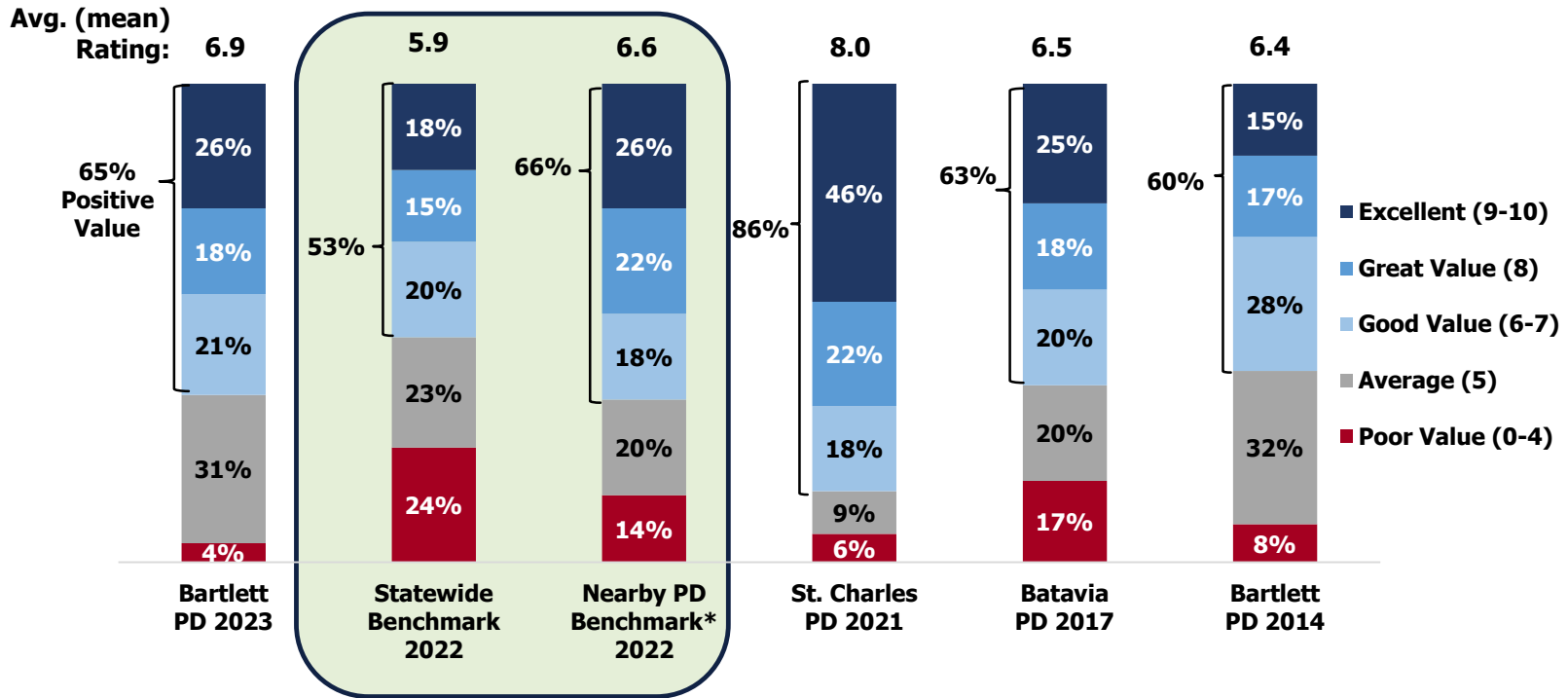
### Estimated BPD Share of Property Taxes





## Benchmark Comparisons: Perceived Value Relative to Property Tax Share

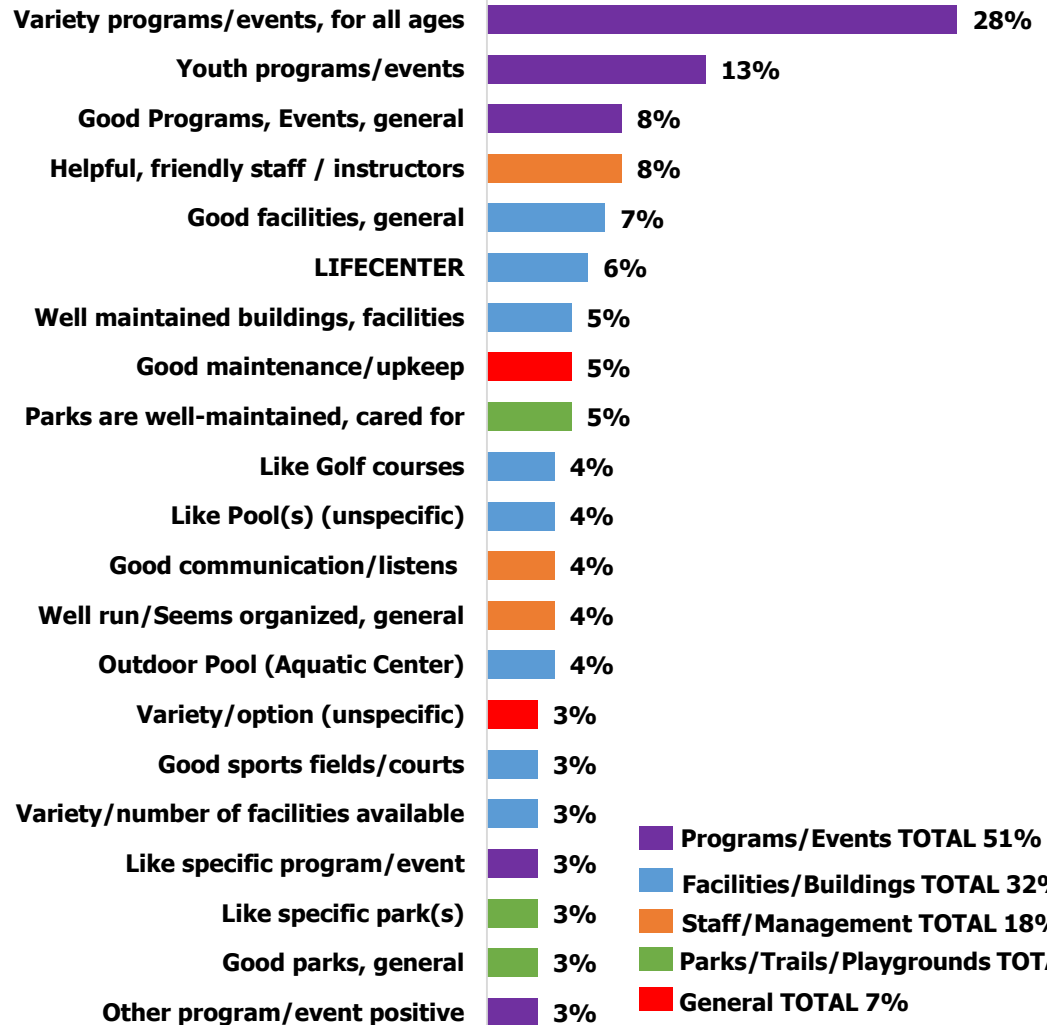
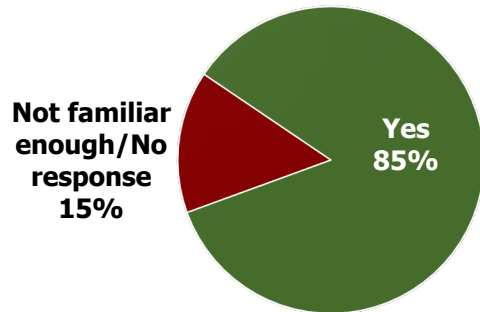
Q21. Approximately 5.8% of your property taxes goes to the Bartlett Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that the Park District represents given its share of property taxes.



\* 2022 IAPD statewide survey tested a 5% share to park districts as the statewide average. Benchmark comparisons with communities close to Bartlett include Carol Stream, Hanover Park, Roselle, Schaumburg, South Elgin, St. Charles, Streamwood, and Wayne.. For the individual agency comparisons, St. Charles Park District was tested at 8% share of property taxes, and Batavia at 5.5%. The 2014 Bartlett survey tested value at a 4.5% share.

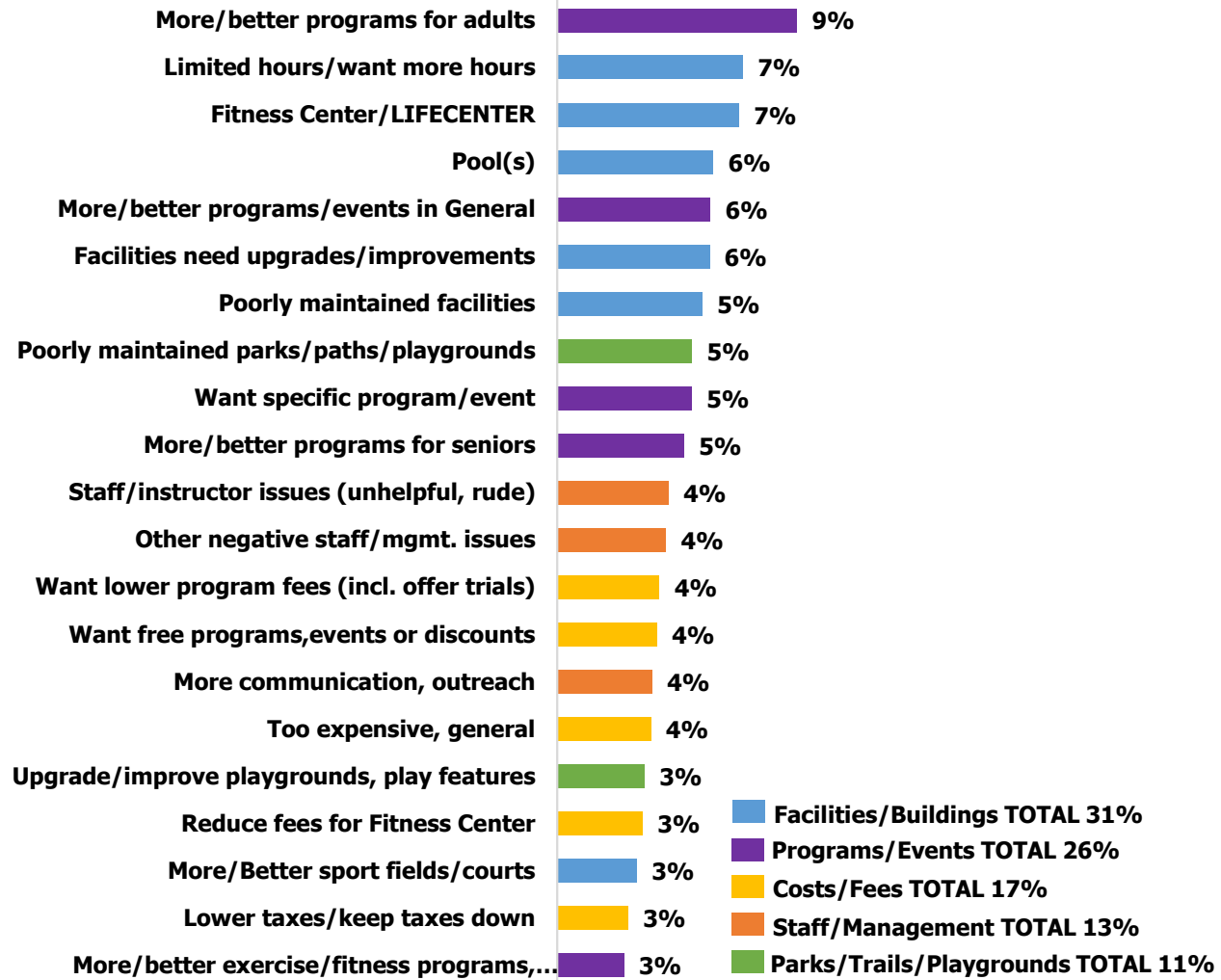
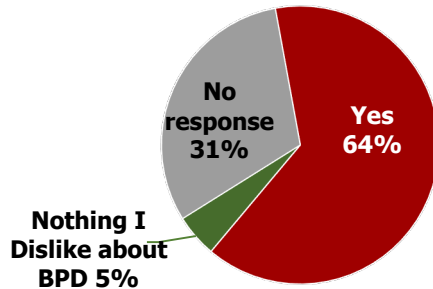
**BPD Strengths ( n=305, multiple open-ended responses)**

**Feedback on BPD Strengths?**



**BPD Weaknesses/Improvements Sought  
(n=252, multiple open-ended responses)**

**Feedback on BPD Weaknesses/Improvement Suggestions?**



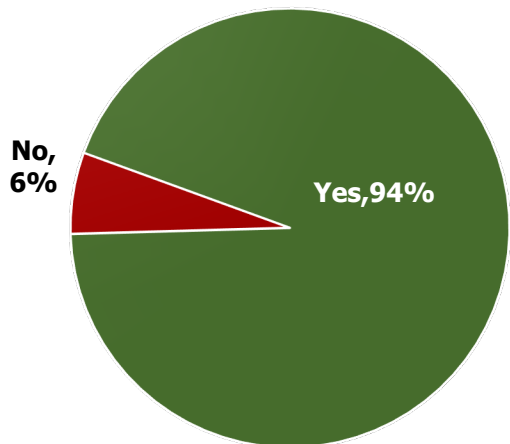
## Does Your Household Feel Properly Represented/Included Within BPD Offerings?

Yes, 92%

No, 8%

- Among those giving a reason for not feeling included (n=25), most attribute this to wanting more activities and programs for older adults/empty nesters/those without children (n=14).
- Only two respondents feel not represented or excluded due to special needs situations, and/or cultural differences (n=1 response each).

**Visited BPD Park or Facility in Past 12 Months? (n=352)**



BPD Parks (NET 88%, n=352)	
Bartlett Park	48%
Apple Orchard Community Park	48%
Beaver Pond	27%
Apple Orchard West Park	27%
Leiseberg Park/Spray Playground	24%
Riley's Run Park/Dog Park	15%
Sunrise Park	13%
O'Brien Woods/Trail	11%
Tallgrass Park	11%
Nature Ridge Park	10%
Blue Heron Park/Spray Playground	8%
Schick Park	7%
Prairieview Park	7%
Humbracht Park	7%
Hawk View Park	6%
Happy Trails Park	6%
Firefighter's Park	5%

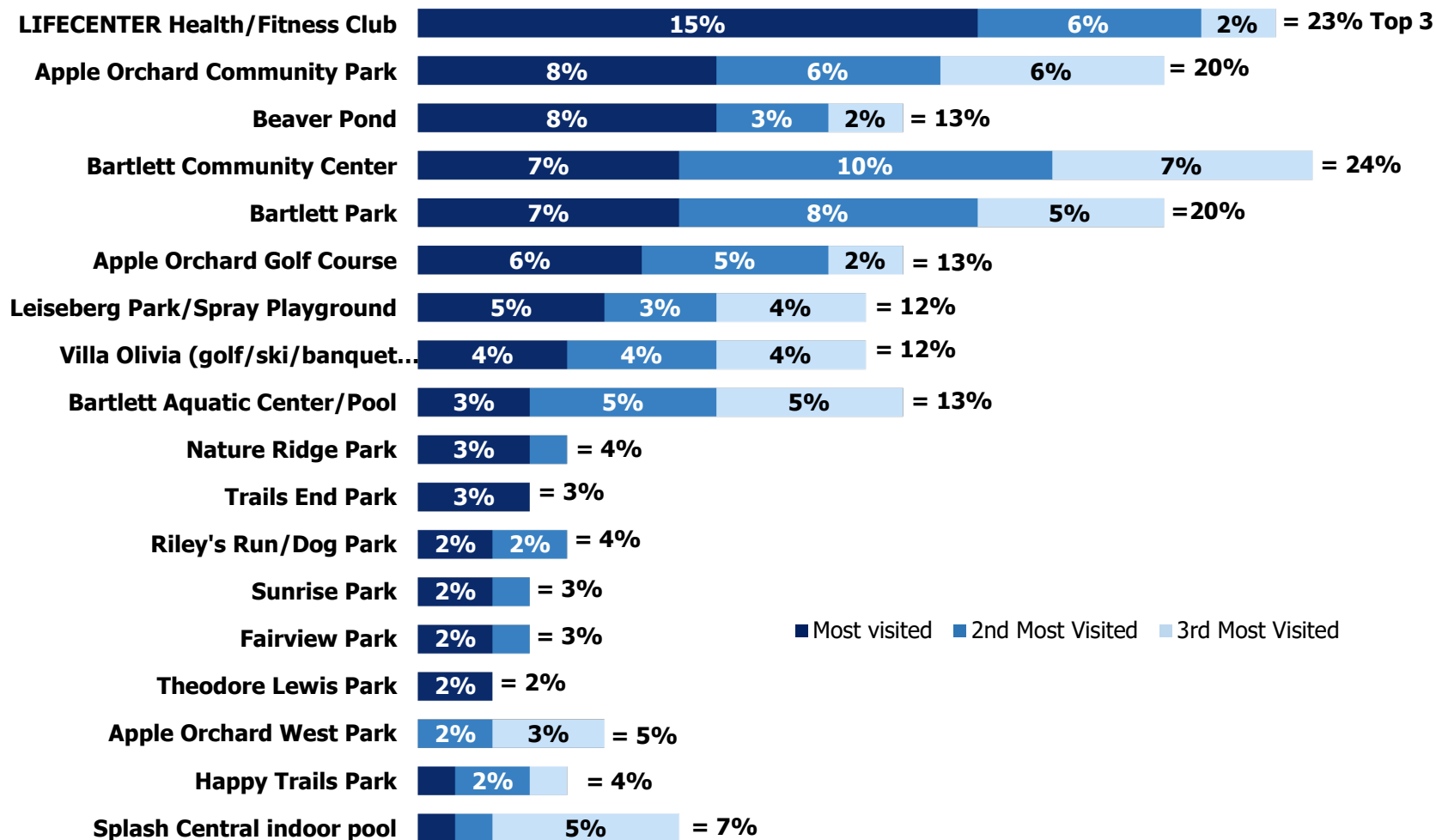
Fairview Park	5%
Schrader Park	5%
Trails End Park	5%
Hidden Oaks Park	4%
Newport Park	4%
Majestic Oaks Park	4%
BPD Facilities (NET 78%)	
Bartlett Community Center	56%
LIFECENTER Health/Fitness Club	34%
Bartlett Aquatic Center Outdoor Pool	34%
Villa Olivia Golf/Ski/Banquet Facility	29%
Splash Central Indoor Pool	28%
Apple Orchard Golf Course	25%
Bartlett Nature Center	24%
Oak Room Banquet Room	13%
Schrader Gymnasium	7%
Bartlett Skate Park	6%

## Regional Distribution of Self-Reported Usage of Top BPD Parks/Facilities

Bartlett Parks	n	Region			
		South East	South West	North East	North West
<b>Overall (row) % of Respondents</b>	<b>320</b>	<b>46%</b>	<b>8%</b>	<b>22%</b>	<b>25%</b>
PARKS					
Bartlett Park	161	41%	5%	28%	27%
Apple Orchard Community Park	177	50%	10%	16%	24%
Beaver Pond	107	55%	7%	16%	21%
Apple Orchard West Park	81	37%	5%	16%	42%
Leiseberg Park/Spray Playground	93	35%	3%	44%	19%
Riley's Run Park/Dog Park	33	6%	8%	35%	52%
Sunrise Park	58	63%	14%	20%	3%
O'Brien Woods/Trail	40	38%	4%	52%	6%
Tallgrass Park	34	51%	5%	7%	36%
FACILITIES					
Bartlett Community Center	200	51%	11%	18%	20%
LIFECENTER Health/Fitness Club	120	52%	9%	19%	20%
Bartlett Aquatic Center Outdoor Pool	126	44%	10%	18%	28%
Villa Olivia Golf/Ski/Banquet Facility	95	46%	6%	10%	38%
Splash Central Indoor Pool	87	50%	7%	20%	24%
Apple Orchard Golf Course	93	52%	8%	21%	19%
Bartlett Nature Center	90	45%	10%	26%	19%
Oak Room Banquet Room	39	45%	1%	18%	35%
None of the Above	26	59%	12%	10%	18%

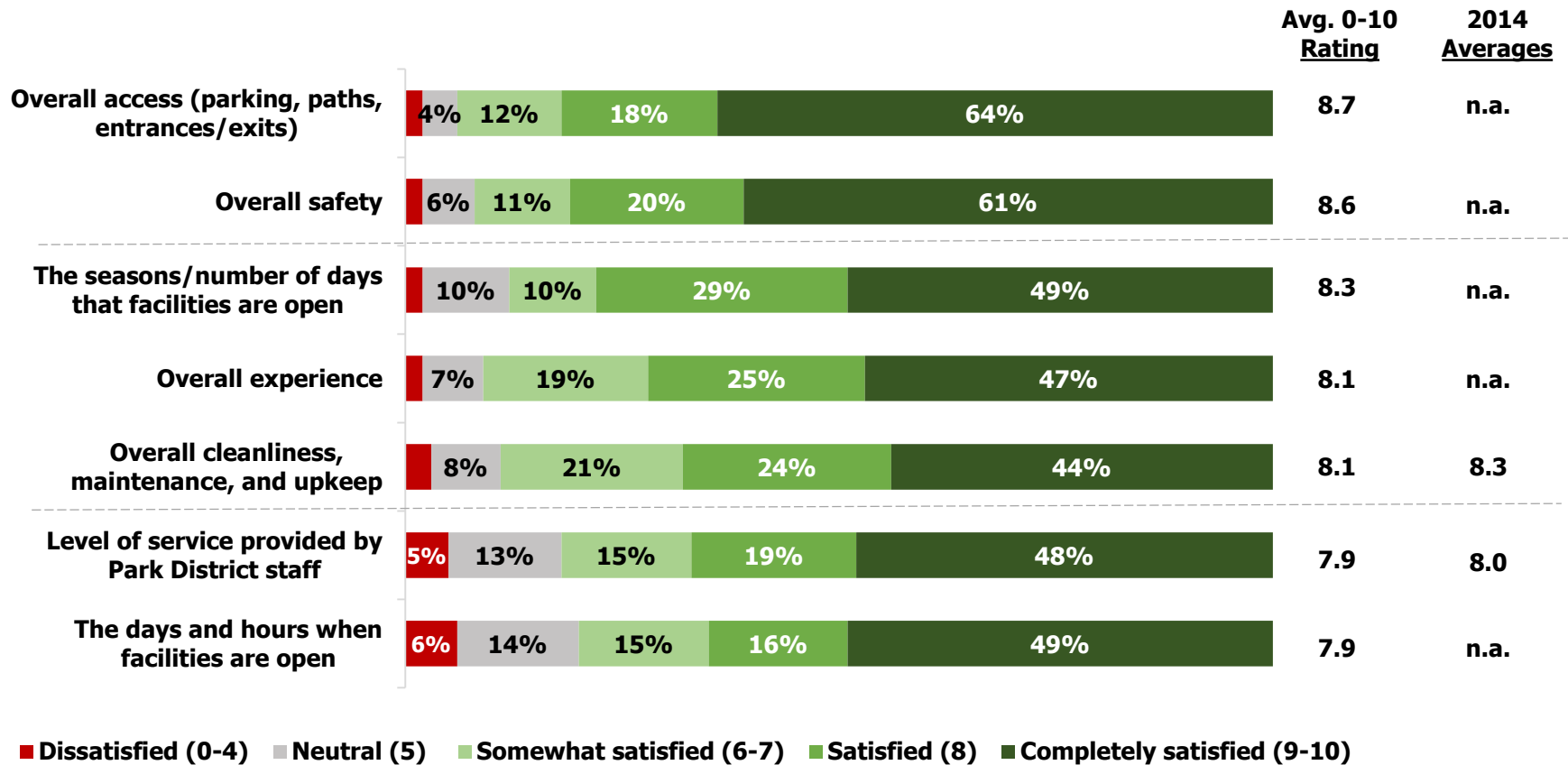
  = higher reported level of visits/usage vs. share of population

**Top 3 BPD Parks/Playgrounds/Facilities Visited in Past Year**



■ Most visited ■ 2nd Most Visited ■ 3rd Most Visited

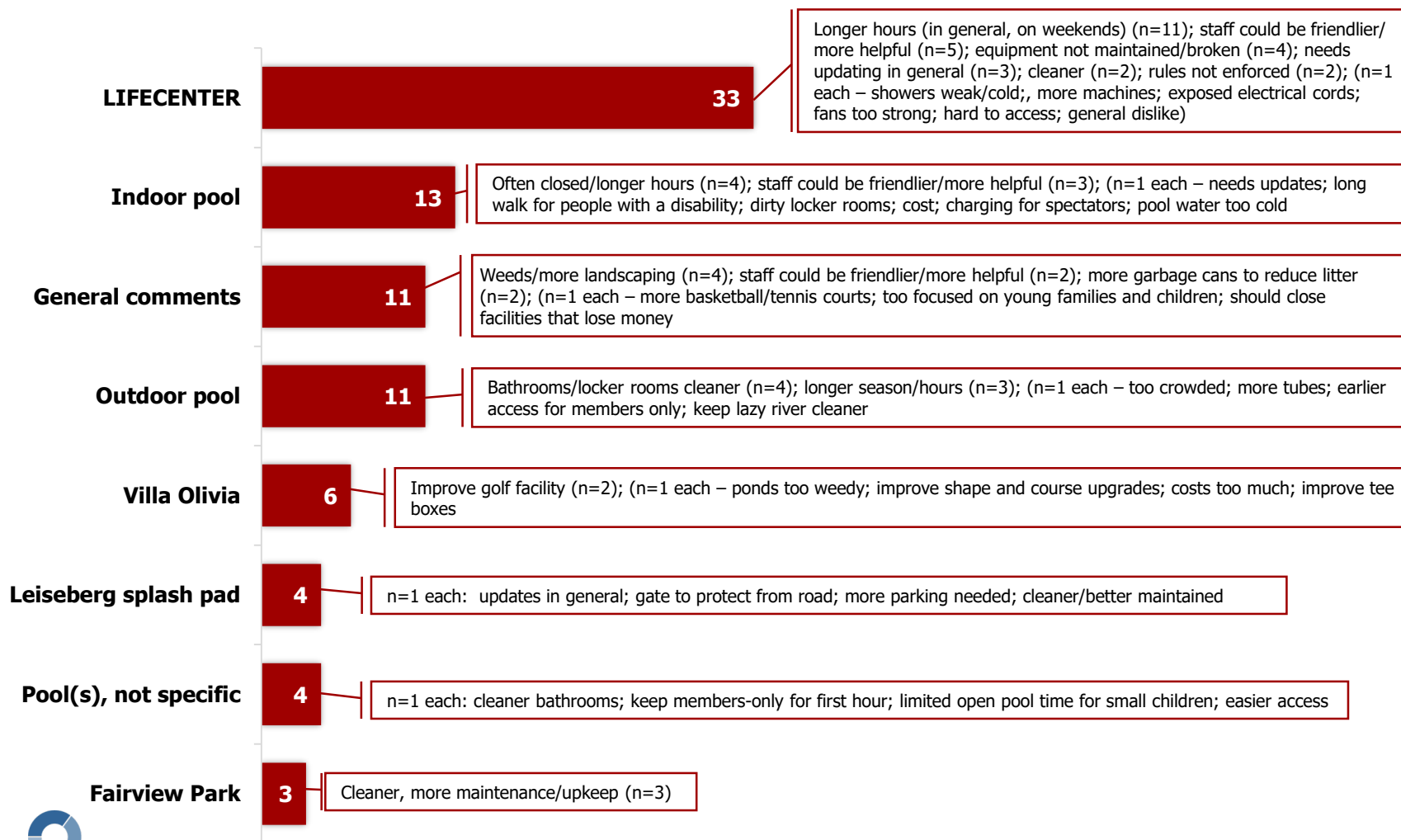
**Satisfaction with BPD Parks/Facilities Visited (0-10 scale)**



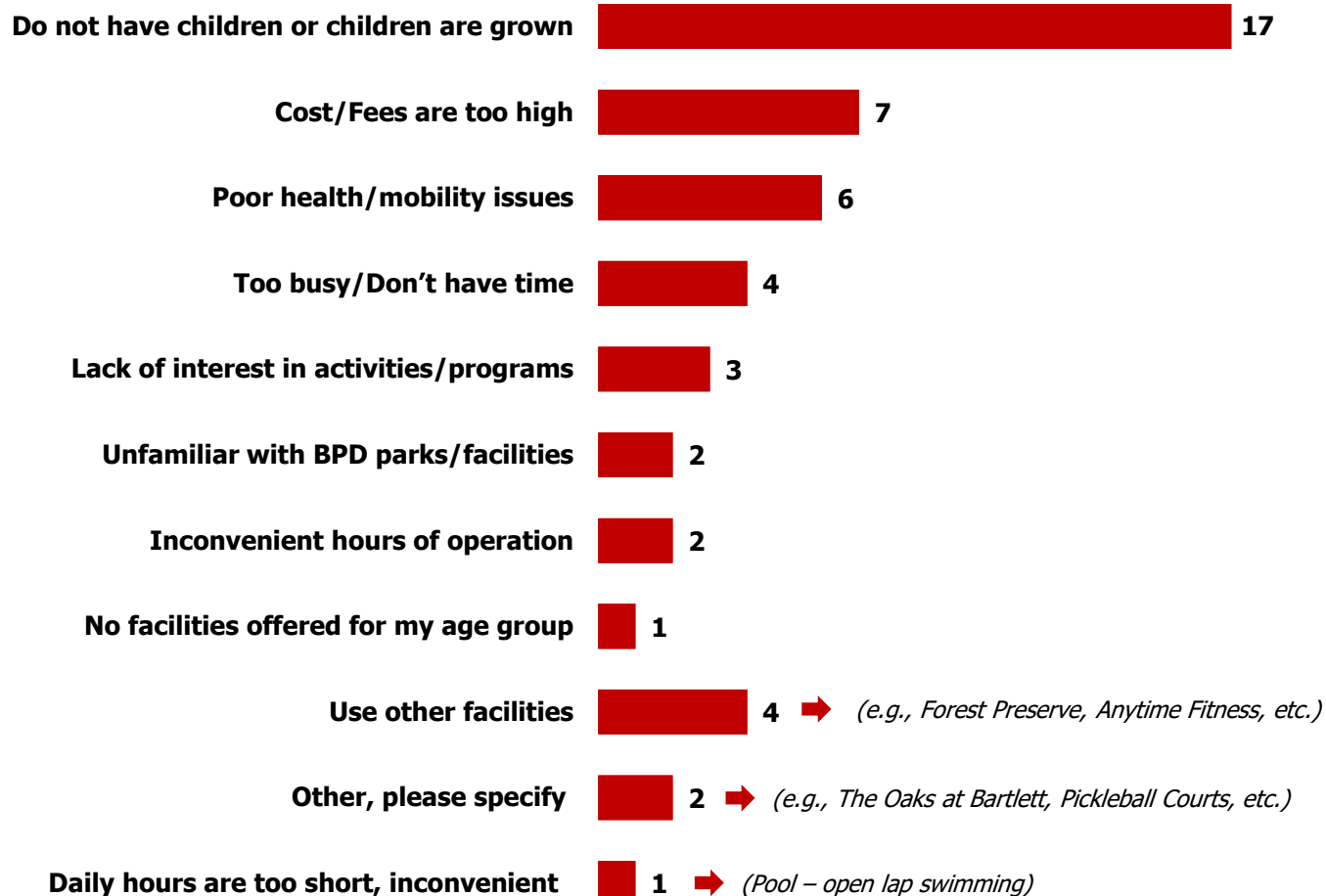
Q8. Thinking about those parks and facilities you recently visited, please rate your overall satisfaction with the following.  
 NOTE: values <4% are not shown.



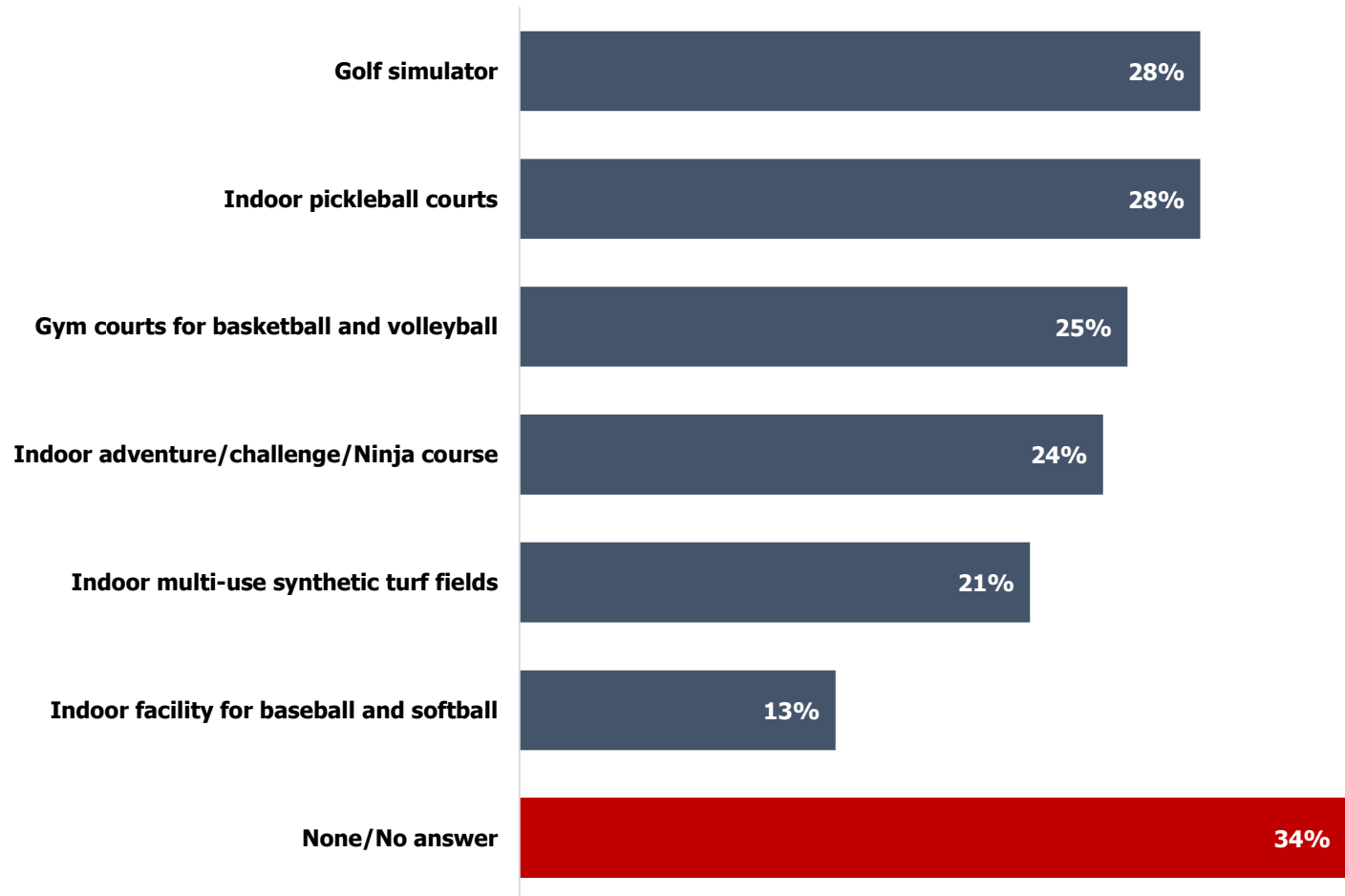
## Top Reasons for Dissatisfaction with BPD Parks or Facilities (n=79)



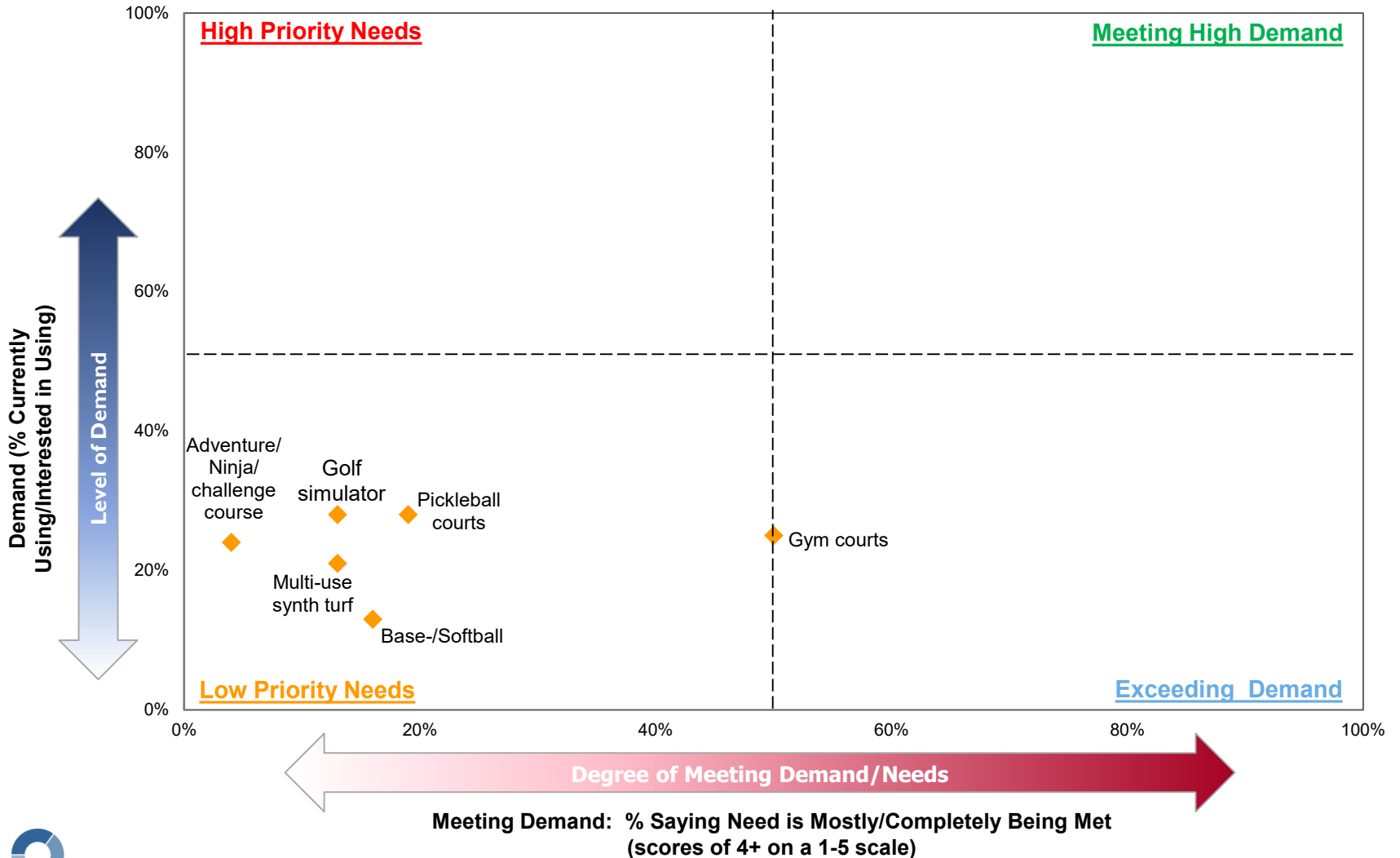
**Reasons for Non-BPD Park/Facility Usage (multiple responses, n=27 non-visitors, responses shown in absolute n)**



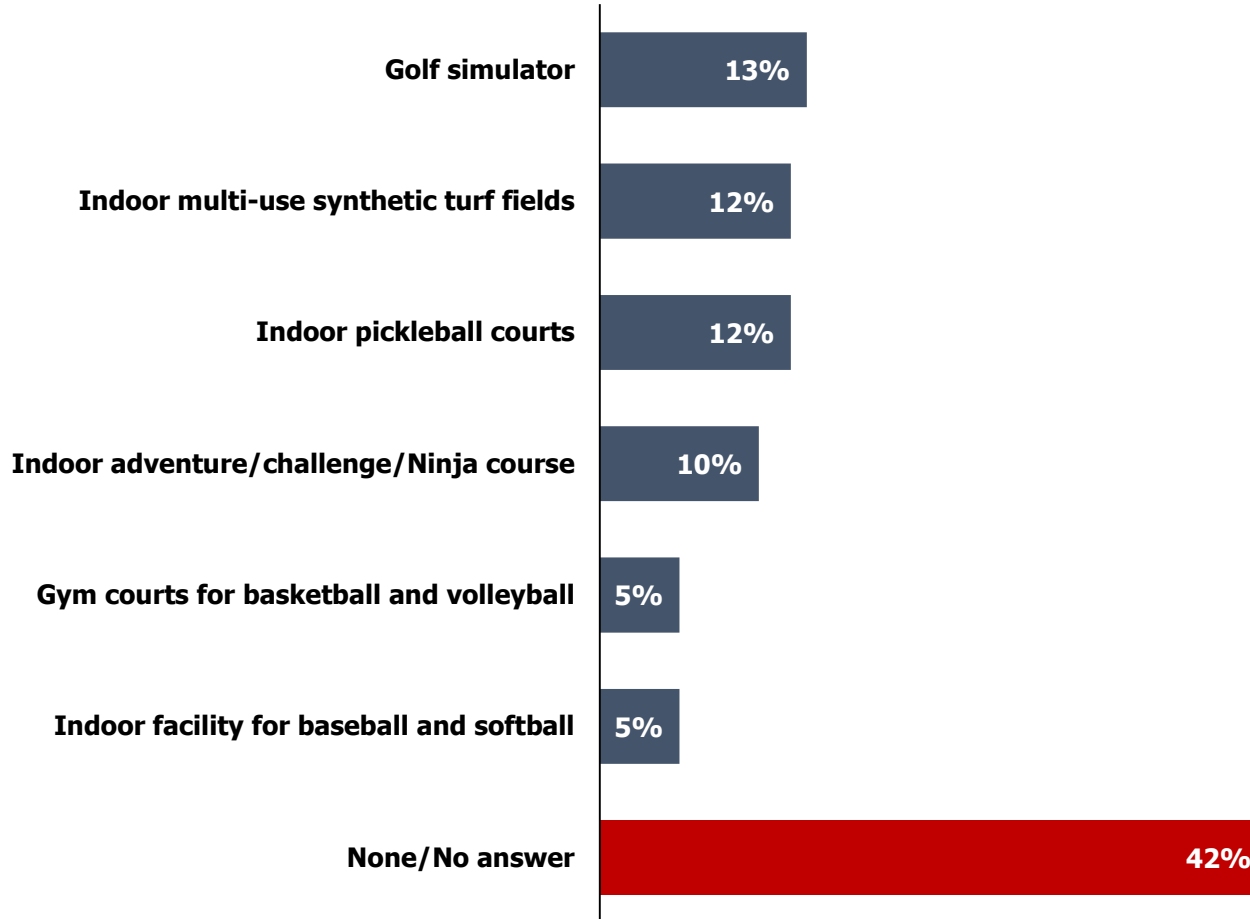
### Indoor Facilities of Interest/Needed Among Residents (% "Yes")



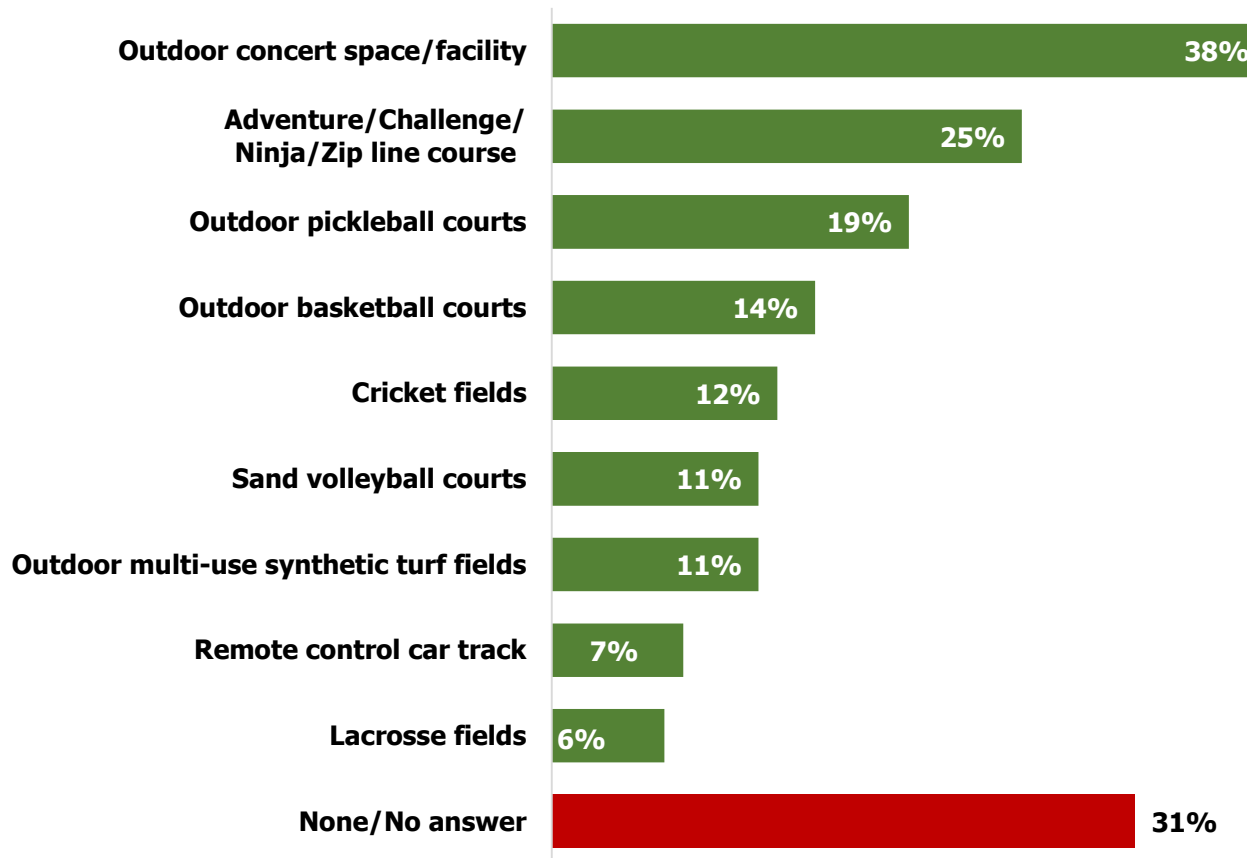
**Needs Assessment/"Gap" Analysis: Demand and Availability of Indoor Facilities**



**Top Priority: Most Important Indoor Facility/Amenity For BPD To Provide/Expand/Improve (n=352)**

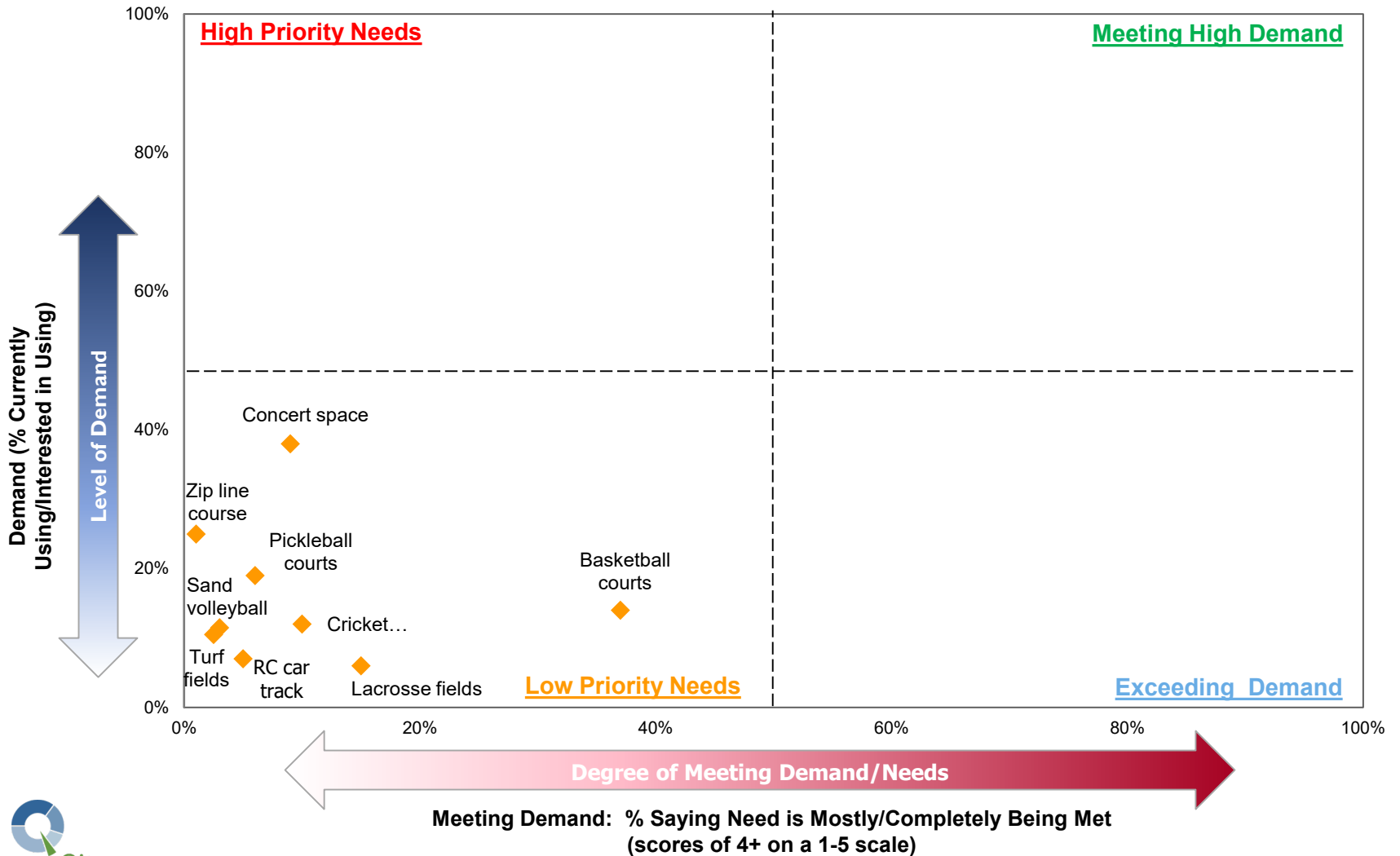


**Outdoor Facilities of Interest/Need  
Among Residents (% "Yes")**

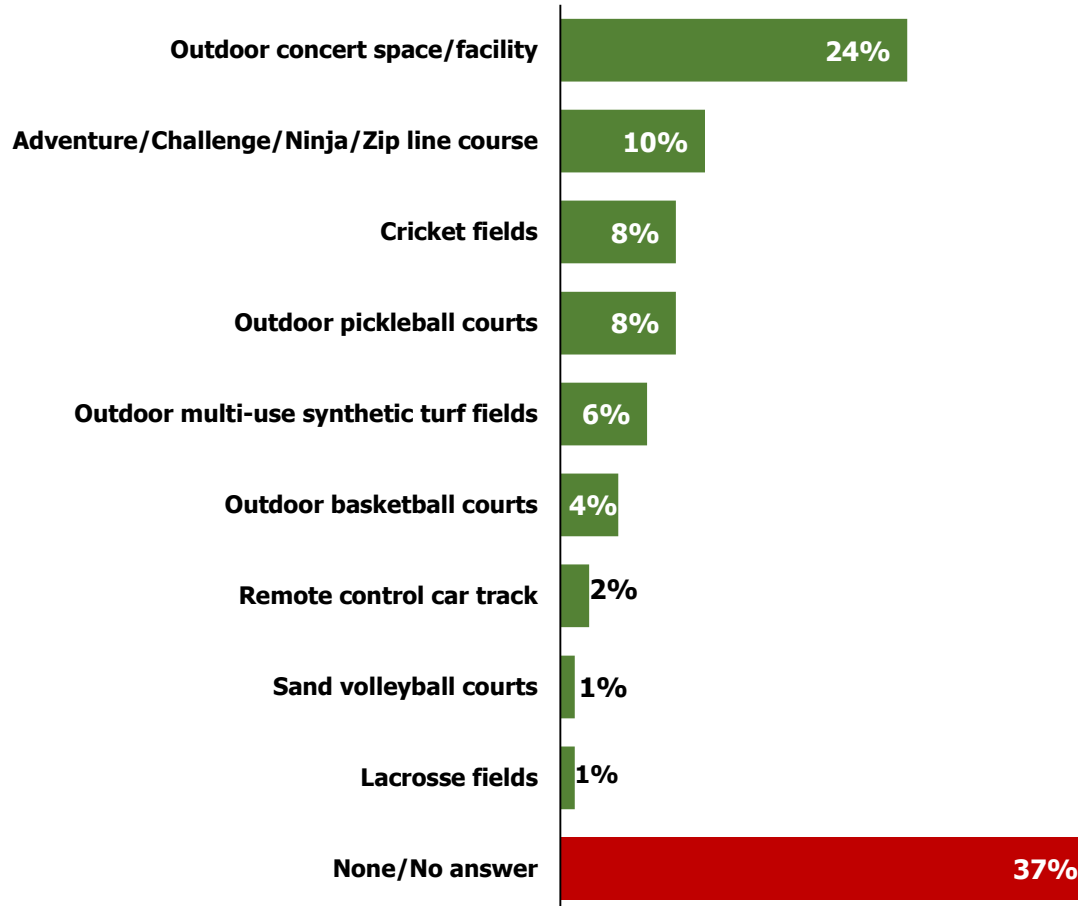


Q14A. Please indicate if you or any household member uses or has a need or interest in the following outdoor recreational facilities – whether it is provided by the Bartlett Park District or any other source.

**Needs Assessment/"Gap" Analysis: Demand and Availability of Outdoor Facilities**



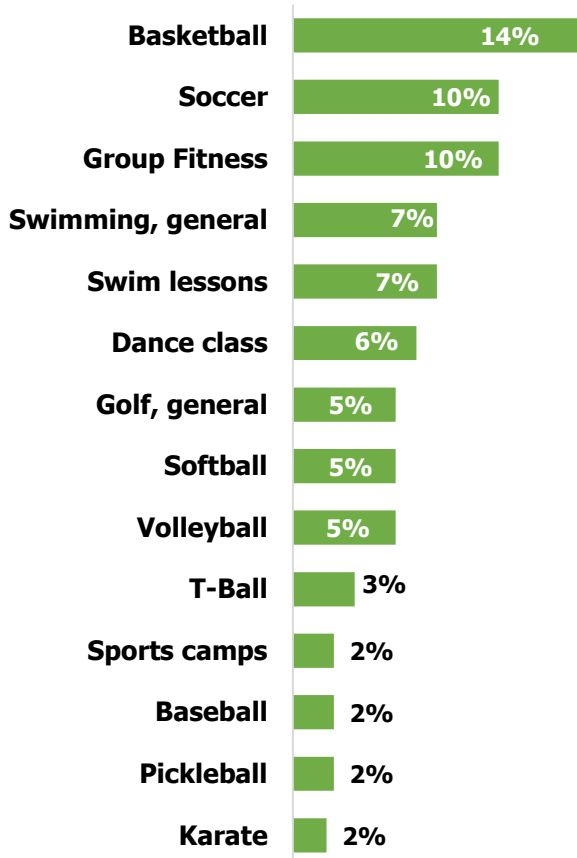
**Top Priority: Most Important Outdoor Facility/Amenity For BPD To Provide/Expand/Improve (n=352)**



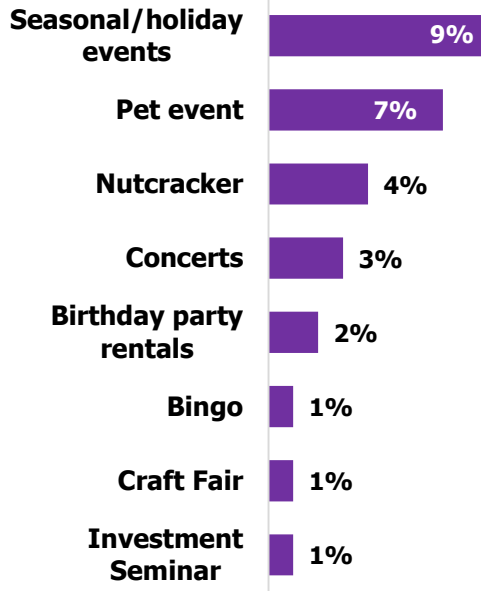


**Self-Reported BPD Program/Event Participation (Past Year)**

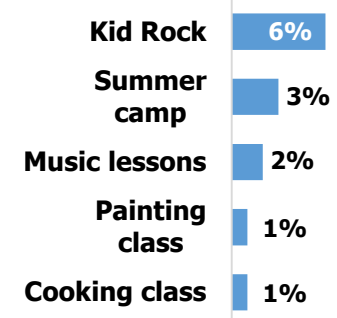
**Top Fitness/Sports Program (Past Year)**



**Top Events (Past Year)**



**Top Non-Fitness Program (Past Year)**



**Satisfaction with BPD Programs/Events  
(0-10 scale, n=170)**

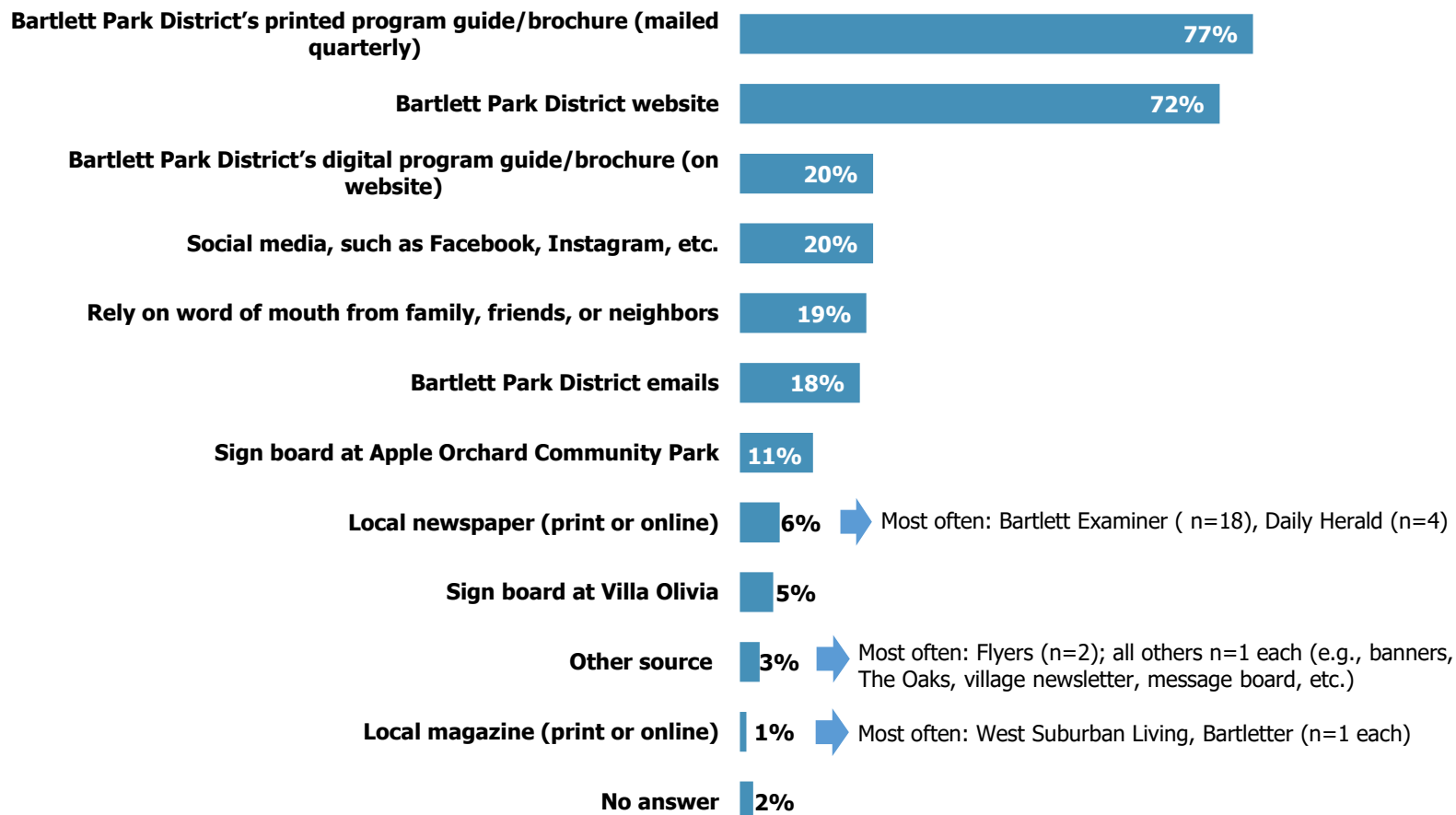


■ Dissatisfied (0-4) ■ Neutral (5) ■ Somewhat satisfied (6-7) ■ Satisfied (8) ■ Completely satisfied (9-10)

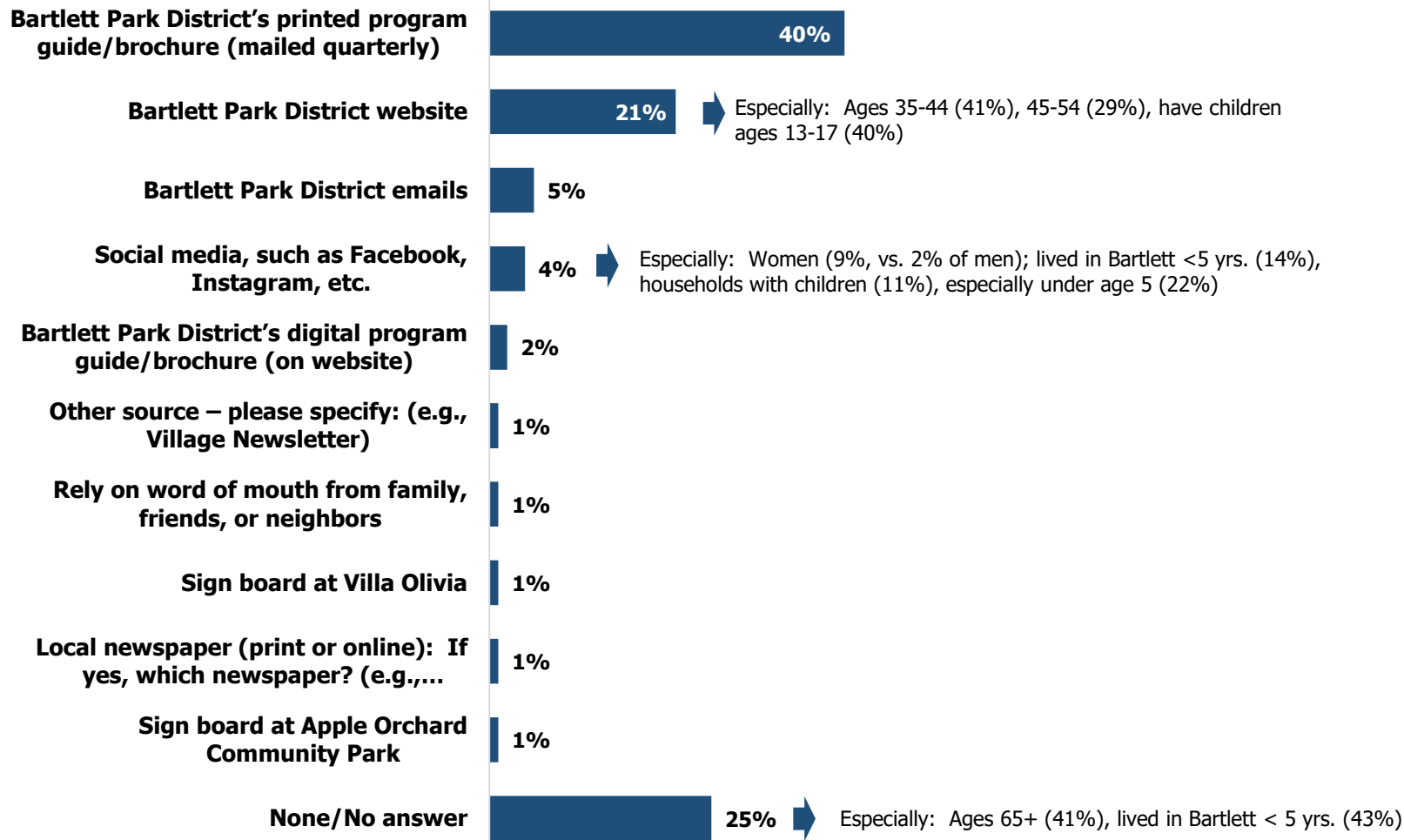
➤ Top reasons for lower satisfaction scores:

- Instructor/Leader/Staff comments (n=11)
- More/New programs sought (n=4)
- Hours/Scheduling constraints (n=4)
- Costs/Fees (n=1)

**BPD Information Sources**



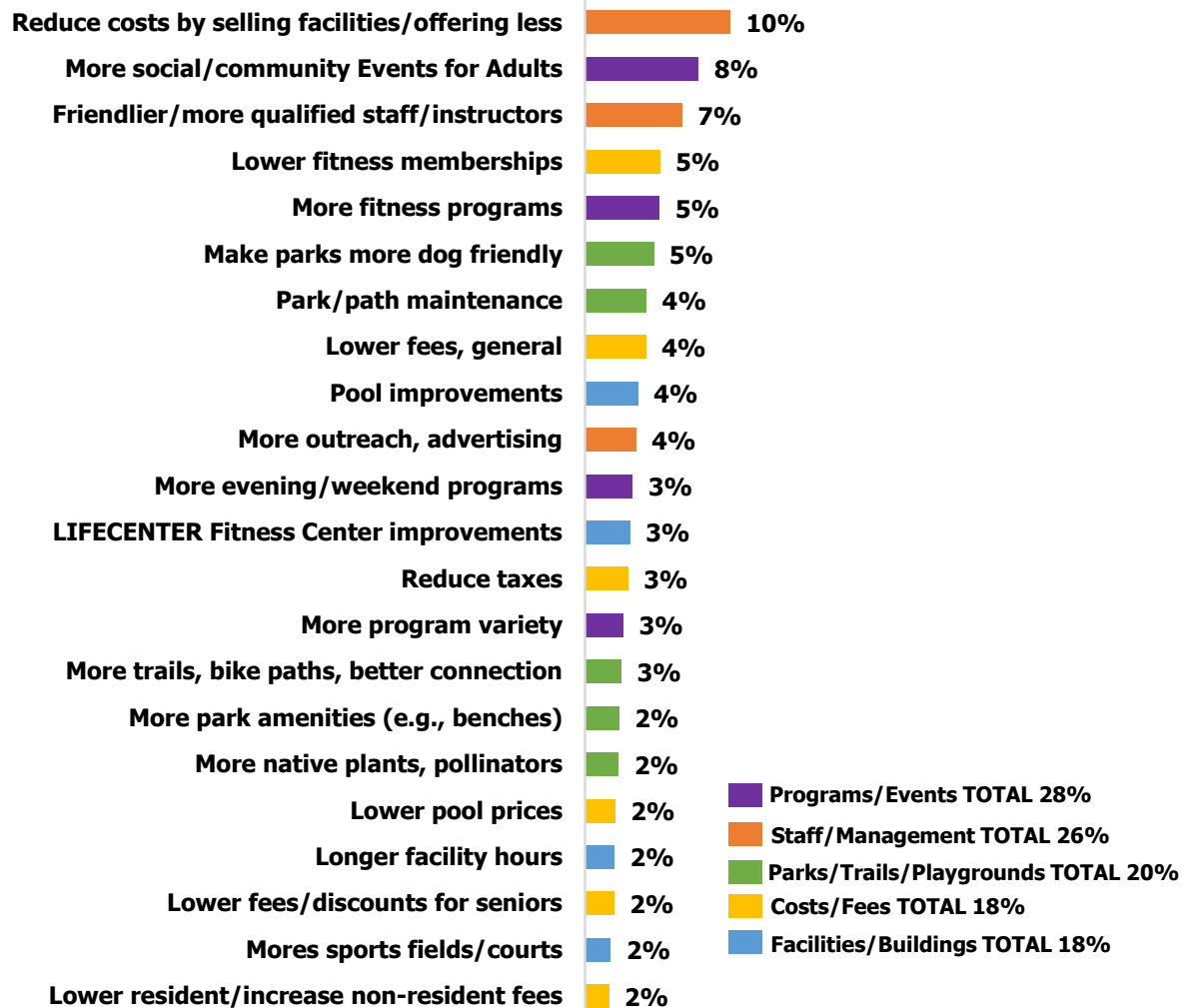
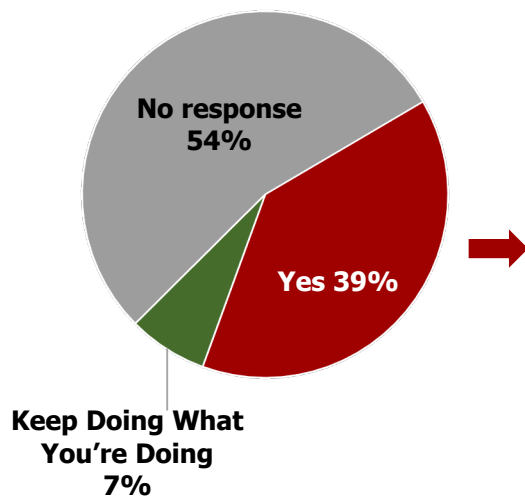
**Preferred Source for BPD Information**



Q25. Please select your most preferred source when seeking information about the Park District.

## Suggestions to Serve Households Better (multiple open-ended responses)

### Can BPD Better Serve Your Household?



# Questions / Discussions