



COMMUNITY SURVEY FOR THE ST. CHARLES PARK DISTRICT

SEPTEMBER 28, 2021

aQity Research & Insights

Evanston, IL



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Research Methods

- These findings are based on a random sample of n=432 households within the SCPD boundaries.
- Data collection was between May 21 through July 8, 2021. The survey was sent by USPS to a random sample of over 12,000 households within the SCPD boundaries, and follow-up reminder postcards were sent to the non-respondents to encourage their participation. Both mailings included options to complete the survey by mail, online, or phone.



- A copy of the questionnaire is provided in the Appendix.
- This respondent sample was weighted to match updated US Census data for St. Charles (by region, gender, age, ethnicity, and percentage of households with children).
- Assuming no sample bias, the margin of error is +/- 4.7% (at the 95% confidence level) *.
- Throughout the report, statistically meaningful differences (at the 95% confidence level) are identified. If responses from a demographic group are not reported, this means that the response from that segment was generally in line with the overall response.
- References to non-SCPD users/visitors reflect survey respondents reporting no visits to SCPD parks or facilities last year.
- Whenever possible, results from the 2016 SCPD Community Survey are included for trending purposes.



Methods: Sample Demographics

Gender*

Male	46%
Female	54%
Prefer to self-describe	<1%

Age*

<35	15%
35-44	15%
45-54	23%
55-64	19%
65+	22%
Refused	7%
<i>Mean (years)</i>	<i>52.4</i>

Children in Household*

Yes	39%
No	61%

Length of Residence in Area

< 5 yrs.	21%
5-9 yrs.	18%
10-19 yrs.	20%
20-29 yrs.	18%
30+ yrs.	23%
<i>Mean (years)</i>	<i>17.4</i>

Ethnicity*

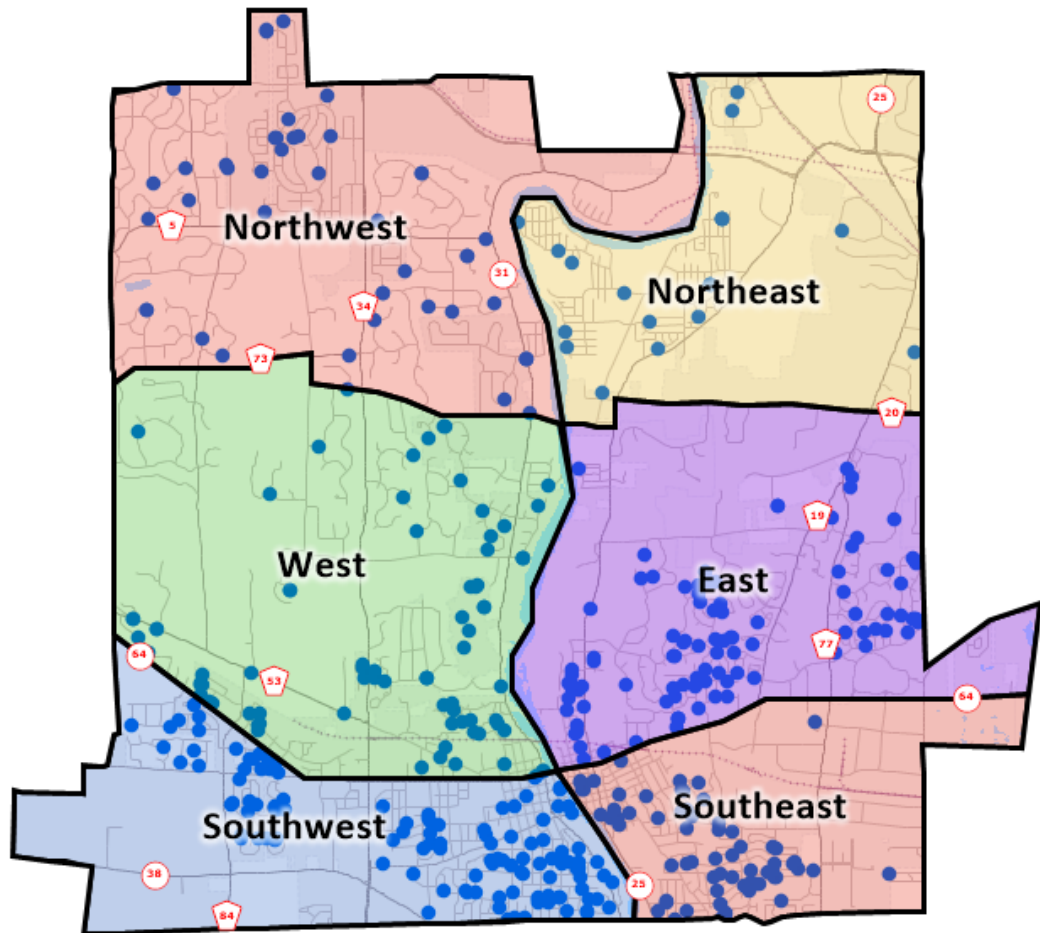
White/Caucasian	89%
Hispanic	4%
Asian	3%
Black/African American	2%
Other	2%

You/Household Currently an SCPD Passholder or Program Participant?

Yes	32%
No	68%

Methods: Regional Distribution of Survey Respondents (n=432)

Regions*	
Northwest (NW)	19%
West (W)	17%
Southwest (SW)	24%
Northeast (NE)	7%
East (E)	16%
Southeast (SE)	17%



*Weighted to 2019 Census data.



Executive Summary: Key Findings

Overall Opinions

SCPD Continues to Outperform Benchmarks in Overall Esteem

- On a zero through ten rating scale, the SCPD averages a very positive score of 8.4, which is at least a half point higher than esteem ratings for nearby districts *. *< pp. 25, 27 >*
 - Its current esteem rating is up from an already high 8.2 average score in 2016.
 - Most residents (55%) hold the SCPD in highest regard (scores of 9 and 10 on a 0-10 scale). Another 38% are either very (23%) or somewhat favorable (15%) toward the SCPD.
 - By comparison, only 2% have a negative opinion of the SCPD. Its ratio of favorable to unfavorable ratings is over 46:1.
- These strong esteem ratings come from all segments within the community. The lowest scores come from non-SCPD users/visitors (average 6.9 rating – still favorable). *< pg. 26 >*

Residents Feel the SCPD Represents a Great Value for Their Tax Dollar

- When informed that about 8% of their property taxes go to the SCPD, residents rate the agency's overall value an 8.0 on a 0-10 scale. This is up from an average 7.5 rating five years ago. *< pp. 38-41 >*
 - Similar to the SCPD's overall esteem rating, its value ratings outperform those from nearby agencies and the statewide benchmark.
 - Long-term local residents (30+ years in St. Charles) and ages 45-54 give the highest value scores. Lower ratings tend to come from residents aged 55-64 (still favorable) and non-SCPD users/visitors (closer to "average/somewhat positive scores).

Overall Opinions: Perceived Strengths and Weaknesses (open-ended)

Parks and Trails Are Seen as Its Biggest Strength, Followed Closely by Programs/Events

- When asked what they like most about the SCPD and what represents its strengths, the top responses (cited by 54%) focus on its parks (well-maintained, good number/variety) and trails (general comments). < pp. 28-31 >
- Nearly as many (44%) identify SCPD programs and events as a key strength, including the range of opportunities for all ages and youth programs in particular.
- About one in four (26%) cite SCPD facilities, most often the aquatic facilities, good upkeep of its facilities in general, and the golf course.
- Eleven percent identify the staff and management of the SCPD (friendly/helpful, good communications in general).

Many Could Not Offer Anything Negative or Needed Improvements

- Overall, 41% either could not mention any area of dissatisfaction or needed improvement (20%) or said there is nothing at all to dislike (21%). < pp. 32-37 >
- The rest (59%) gave a range of responses, most often:
 - Program/Event related (27%, e.g., improved/more youth programs, more evening/weekend programs for adults, more for seniors)
 - Parks/Playground related (25%, e.g., better maintenance, improved/more trails and connectivity, better trail upkeep)
 - Management/Staff (16%, e.g., better communications, easier registration on the website, need to reduce waste/costs)
 - Facilities (15%, e.g., more sports venues, more facilities in general, pool improvements)

Overall Opinions: Diversity and Inclusivity Efforts

The SCPD in General is Seen as Inclusive and Representing Diversity

- Overall, 91% feel that they and their household are properly represented and feel included within the SCPD and its offerings.
 - Just over a third (38%) of non-white residents disagree.
- However, when all respondents who disagree were asked to explain, only n=5 of 29 who offered explanations focused on race or ethnicity concerns. Most of the comments focus on a need for greater inclusion of programs for seniors (including more affordable activities for those on fixed incomes), followed by more adult offerings for those without children in the household.

< pp. 41-43 >

Recent Visits to Facilities and Parks

Overall, 92% of Respondents Report Visits to SCPD Facilities or Parks in the Past Year

- The SCPD facilities visited most often in the past year include Pottawatomie Community Center, Hickory Knolls Discovery Center, Primrose Farm, Pottawatomie Golf Course, and River View Miniature Golf (at least one in five residents each). *< pp. 45, 46 >*
- Most report recent park visits to Pottawatomie Park and Mt. St. Mary Park. At least one in four also went to Delnor Woods, James O. Breen, Langum, and Primrose Farm parks. *< pp. 47, 48 >*
- Non-visits to most facilities and parks tend to be due to lack of awareness.
 - At least half are unfamiliar with Swanson Pool, Baker Community Center, Sportsplex, Haines Gym, the Adult Activity Center, and STC Underground Teen Center.
 - Only Pottawatomie, Mt. St. Mary, and Delnor Woods parks are known to most SCPD residents; a majority are unfamiliar with the remaining parks tested.
- Due to the COVID-19 pandemic, nearly half (45%) report increased usage of SCPD parks and facilities in the past year, especially parks (usually Mt. St. Mary, Pottawatomie, James O. Breen, and Delnor Woods parks). *< pp. 51-53 >*
 - Women were the most likely to report increased visits in the past year.
- Nearly as many (38%) report fewer visits to other SCPD properties in the past year, mostly facilities (especially Otter Cove Aquatic Park, pools in general, all parks and facilities in general, Pottawatomie Park, and Norris Recreation Center).
 - This decreased usage could have come from health concerns, reduced hours or temporary closures, distancing restrictions, etc. Ages 35-44 and households with children were most likely to report decreased usage.

Satisfaction with Recent Facility/Park Visits and Usage

Recent Users/Visitors Continue to be Extremely Satisfied with These Facilities and Parks

- When asked to rate recently visited SCPD facilities and parks overall, at least two-thirds are extremely satisfied (scores of 9 or 10 on a 0-10 scale) with:
 - Their overall experience (72% completely satisfied)
 - Cleanliness, maintenance and upkeep of these locations (71%)
 - Overall safety (74%)
 - Overall access including parking, paths and entrances (69%).
- These ratings are generally consistent with the 2016 satisfaction scores, and no visitor subgroup gives an average rating below 8.0 (considered very satisfied).
- In addition, very few residents offered negative comments (mostly concerning upkeep/litter) about specific parks, most often:
 - Pottawatomie Park (n=7 respondents)
 - Mt. St. Mary Park (n=4)
 - East Side Sports Complex (n=3).

< pp. 54, 55 >

< pg. 56 >

Overall Opinions: Specific Facilities

Residents Continue to View STC Underground Teen Center as an Important Resource

- Virtually all (91%) feel the STC Underground Teen Center is a very (50%) or somewhat (41%) important facility in the community.
 - Suggested activities most often center around day trips for teens, followed by eSports and group improv events.

< pg. 57 >

Nearly Half Know that SCPD Owns/Manages Sportsplex, Though Few Report Using It

- Overall, 45% know that Sportsplex is owned and run by the SCPD, but only 8% report recent usage (mostly for sports leagues/games, sports training, or drop-in programs).
 - Those least aware of the SCPD's ownership of Sportsplex include older adults (ages 55+), newer residents to St. Charles, and households without children.

< pg. 58 >

Larger Play Areas, Additional Shade, and Interactive Spray Features Represent the Top Suggested Improvements for Otter Cove Splash Park

- At least half would like to see large water-based play areas at this facility (55% overall), and/or additional shade structures (50%).
- Nearly as many (42%) favor adding interactive spray features.
 - A runout slide was supported less often (32%), and only 15% feel more sand play areas are needed.

< pg. 59 >

Overall Opinions: Specific Facilities and Programs

Awareness of the Sensory Garden in Pottawatomie Park is Low, but Many would like a Sensory Room in the Community Center

- Roughly one in four residents are aware of the new playground and sensory garden in Pottawatomie Park (mostly women and those with children, but still no more than 36% cite awareness) < pg. 60 >
- By comparison, a majority (72%) would support a sensory room in the Pottawatomie Community Center (again, especially women and residents under age 35).

More Nature-Themed Programming Generates a Great Deal of Interest, Depending Mostly on Target Age Groups and Scheduling

- Four out of five respondents are very (39%) or somewhat (44%) interested in SCPD-sponsored nature-themed programs (e.g., hands-on experiences with animals, education programs on environmental topics, etc.). < pp. 61-63 >
 - Interest is highest with the youngest adults under age 45 and households with children, but many older residents and non-child households still express at least some interest.
- Attendance to these programs will depend mostly the designated ages targeted for the content (#1 decision factor), and the day(s)/time(s) when these are scheduled (#2 decision factor).
 - Many also report that specific content or topics will impact these attendance decisions.

Interest and Unmet Needs: Specific Facility/Amenities Assessment

Residents Continue to Express Strongest Interest/Need for Trails and Natural Areas (consistent with 2016)

- The vast majority express an interest or need for walking and biking trails (86%) and natural open areas (71%). *< pp. 65-67 >*
- Roughly half also express similar interest/need for:
 - Outdoor flushable toilets (50%, down from 62% in the 2016 survey)
 - Indoor pool (46%)
 - Bird habitats (44%).
- About one in four report an interest or need for an outdoor 18-hole disc golf course (27%) and indoor gym space (26%). No more than 10% express a need for the remaining facilities tested (outdoor pump track or cricket fields).
- Of these amenities, outdoor flushable toilets (followed closely by indoor pool and bird habitats) represent the biggest unmet needs or “gaps” in the facilities. *< pp. 68, 69 >*
 - While trails and natural areas are in highest demand, residents overall feel they are already in ample supply nearby.
- When asked which one improvement or need should represent the biggest priority, trails remains the top choice (33%), but an indoor pool emerges as the second biggest need (22%, ahead of natural areas at 16%). *< pg. 70 >*
- One in ten feel that outdoor flushable toilets should be the SCPD’s top priority.

Other Potential Improvements/Changes

Maintaining Existing Assets Is Clearly Deemed the Top Priority for the SCPD

- Virtually all residents (91%) feel that SCPD maintenance of its existing parks and facilities should be a top priority (include 72% who completely agree with this goal).
- In addition, over half also feel that the SCPD should pursue:
 - Converting the former UP railroad line into a walking and biking trail (73% agree, including 42% completely agree)
 - Acquiring additional land for open space and recreation (58% agree, including 31% completely agree)
 - Renovating existing indoor space on the west side of town for fitness amenities similar to Norris Recreation Center (52% agree, including 25% completely agree, especially in the NW and W regions)
 - Adding outdoor adventure features to existing parks (53% agree, but only 17% completely agree).
- Residents overall are least interested in having the SCPD create a tournament venue at East Side Sports Complex (only 25% agree total).
 - Even those in the eastern regions of St. Charles are less likely to see this as a priority.

< pp. 73,
74 >

Other Potential Improvements/Changes (cont'd)

One in Five Households Express Interest in Using Community Gardens at River Bend Community Park

- Overall, 82% express little or no interest in a garden plot at this location. Of the 18% who say they are interested, most of this interest is "soft" (13% somewhat interested vs. only 5% very interested).

< pg. 75 >

Most Would Abide With a Carry-In/Carry-Out Trash Policy at Outdoor Park Locations

- When issues regarding the cost, maintenance, animal/scavenger control, etc. arising from having outdoor garbage and recycling receptacles are explained, over three-fourths of St. Charles residents would be very willing (51%) or somewhat willing (27%) to follow a carry-in/carry-out garbage approach.
 - Support is highest among older residents ages 55+.

< pg. 76 >

Wi-Fi Connectivity Would Be Most Appreciated at the Most-Visited Parks

- Residents feel that offering Wi-Fi should be the highest priority at Pottawatomie Park, followed by Mt. St. Mary Park, East Side Sports Complex, and James O. Breen Community Park.
 - Older residents (ages 65+) were most supportive of connectivity at these parks, while younger adults (under 45%) most favored having it at East Side Sports Complex.

< pp. 77,
78 >

Other Potential Improvements/Changes (cont'd)

Water-Themed Activities Clearly Top the List for Outdoor Adventure Activities Sought

- Nearly half (47%) included water-themed activities (kayaking, stand-up paddle boarding, canoeing, rowing) as the #1 preferred activity or priority for the SCPD, from a list of thirteen options. *< pp. 79-81 >*
 - The next activity of interest is cross country skiing, which ranks a distant second at only 8% of respondents deeming it the #1/top priority.
 - A majority (86%) also include these water-themed activities among their top-five priorities – about twice as much as any other activity tested.
- The second-tier activities (after water-related) include orienteering, archery, and cross-country skiing.
 - A key finding is that current non-SCPD users/visitors are especially interested in water-themed activities, and escape programs.

For the Adult Activity Center, Several Options Generate High Levels of Interest

- Residents of all ages, and specifically those ages 50+ in St. Charles, express the most interest in the following opportunities offered by the Adult Activity Center: *< pp. 82-84 >*
 - Active fitness (especially newer residents ages 50+)
 - Outdoor adventures (especially SE region)
 - Learning opportunities (mostly older women, and residents ages 65+)
 - Local microbrewery tours (especially ages 50-64)
 - Group biking/running clubs (especially non-SCPD users/visitors, ages 50-64)
 - Multi-day excursions (mostly ages 65+, long-term residents).

Information Sources

Both the SCPD Activity Guide and Website Are the Most Used and Most Preferred Sources for SCPD Information

- Residents consider both the seasonal activity guide and the website equally important, and each ranks as either the #1 or #2 preferred source overall. *< pp. 87-90 >*
- Word of mouth from friends and neighbors, and social media, rank far below in terms of usage or preference.
- Only 22% look to the SCPD's e-newsletter, and 9% overall cite it among their top-two preferred sources.
 - Even fewer look to local print/digital newspapers, or phone calls to the SCPD for information.
 - Non-SCPD users/visitors are especially likely to rely mostly on the activity guide.
- Given the recent shift toward virtual information channels in the past year (largely due to COVID-19), nearly all residents (90%) report that they will still look to the SCPD website for information, followed by websites for specific SCPD facilities (e.g., Norris, Sportsplex, etc.). *< pg. 91 >*
 - Facebook is cited by 38% overall as a potential source going forward.
 - About half as many would like to be informed via text messaging (18%) and 13% would prefer Instagram.

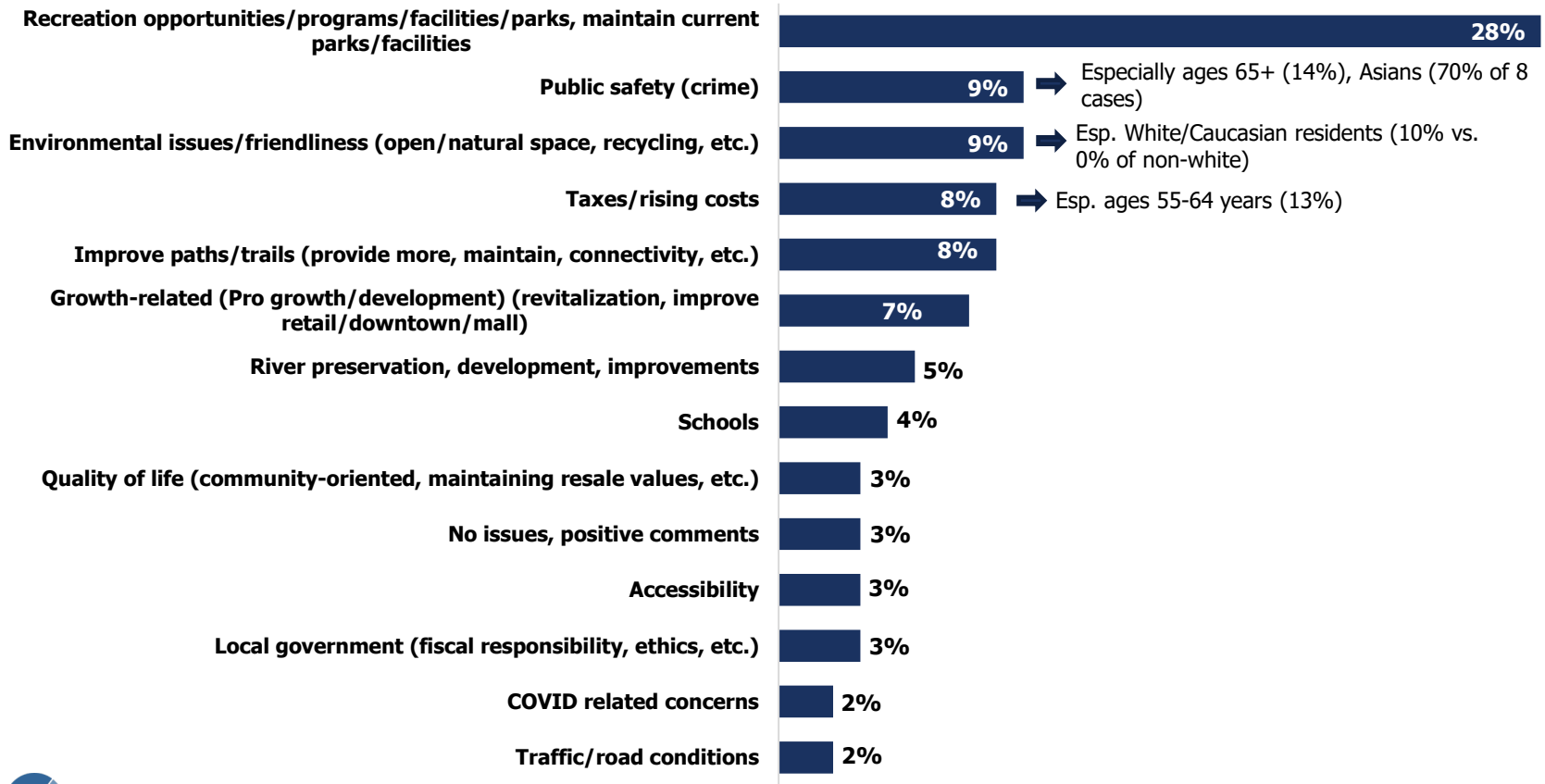


I. Most Important Local Issue

In an open-ended format, at least one in four report that parks and recreational opportunities (both existing and potential) are the top local issue.

- Beyond this response, residents cite a wide range of other local issues or concerns (9% or less), most often the need for more public safety, environmentally-friendly programs, lower property taxes, and better trails/connectivity nearby.

**Most Important Local Issue
(n=405)**



Sample Verbatims: Most Important Local Issue

Recreation opportunities/programs/facilities/parks, maintain current parks/facilities (28%):

"Having enough places to go for recreation, for just getting away from one's responsibilities for a little while. Wildlife and bird spaces are more important than ever in this hectic world!"

"Continuing to have parks/open spaces throughout the community."

"Ensuring all parks (walking/biking paths) are maintained, are well lit, well supervised (and patrolled) and most of all safe."

"Having fun opportunities close to home."

"Well maintained, cleanliness of our beautiful facilities, paths, parks, and play areas."

"Good network of outdoor recreational space and trails."

"The quality and availability to the pools. Otter Cove and Swanson. We feel this year only St. Charles residents should have access."

"Parks for everyone."

"Children programming and enrichment activities."

"With young kids, I am most concerned with the quality of parks, particularly playgrounds. Always happy to see more and to see improvements made to existing playgrounds."

"Keeping parks clean and accessible."

"Clean spaces and facilities that are open for the families that live here."

"Senior activities."

"In general, the Park District is an elemental service to the community whether that is the golf course, which is in the best shape in the history of my playing it, the park sculptures, or Pottawatomie Park among others."

"Safe and engaging programs for our youth and teens. Keeping our children safe while engaged and learning is key to supporting their growth - this needs to start young and continue throughout their lives. I firmly believe that this can also contribute to positive physical and mental wellbeing. Having a firm, positive foundation is the key to long term success."

Public safety (crime) (9%):

"Our community's safety."

"Public safety"

"Keeping the area safe!"

"Personal safety."

"Safety of children."

"Safety for us and my family."

"Public safety and support of our local police."

"Safe, enjoyable place for children to play."

"Increase in crime."

Sample Verbatims: Most Important Local Issue (cont'd)

Environmental issues/friendliness (open/natural space, recycling, etc.) (9%):

"The use of natural plants on one side of the river and having erosion on the other."

"Recycling/composting."

"Conservation and care of natural resources (everything from maintaining open areas to improving recycling to conserving water to preparing for climate change)."

"Preserving open space. Truly open space. Nothing on it at all."

"Green space, no need for additional retail or townhomes. Recreation areas are important for all the neighborhoods. Any opportunity to reclaim commercial-zoned property to greenspace should be considered."

"The nexus between nature (environment) and health. This includes the healthy pesticide-free food and limiting the addition of chemicals with fertilization and herbicide that kill bugs and birds. I like the community gardens and all of the green space in our District...thank you."

"Conservation of natural areas, including plants, animals, watercourses, still water."

"Conservation of the wetlands. Protecting the wildlife that lives in them. Know when to burn the wetlands and when not to burn them. St. Charles burns WAY TO LATE. Birds are starting to nest in February/March and then St. Charles wants to burn at that time. The turtles are getting run over because we don't have speed bumps to slow vehicles down. Even temporary speed bumps in May and June would help the turtles cross the street to lay their eggs."

Taxes/risng costs (8%):

"Taxes, our property taxes are too high. I would love to see them go down, for our county/city to focus on a few projects then let the public sector take care of the rest."

"Keeping taxes and fees down for people who have lived here most of their lives and lived here because they couldn't afford to live closer to Chicago at the time. This may be a wealthy community now, but we still have people who have lived here a long time and can't afford to live here now. That's unacceptable, unfair, and quite frankly irresponsible of our community."

"Property taxes have risen every year in excess of inflation."

"The justification of our very high property taxes (2nd in the nation!) with the services offered."

"Increasing my taxes to pay for someone else's pension. How about funding your own? I'm trying to fund my own retirement out of my salary; do the same."

"Housing affordability for seniors (property tax increases)."

"Affordable housing. We aren't even close to the poverty line yet struggle to pay for housing in St. Charles."

Sample Verbatims: Most Important Local Issue (cont'd)

Improve paths/trails (provide more, maintain, connectivity, etc.) (8%):

"Walking and biking paths in park."

"Connecting bike trails to avoid need for street riding."

"Availability of adequate and well surfaced bike paths."

"Bikeability and walkability. The Fox River Trail does not have a safe crossing of Rte. 64. Many trails are unconnected or have stretches where they must share roadway with cars."

"Trails for recreation."

"Neighborhood connectivity, whether through parks or trails."

"Improvement and development of bike paths throughout the area. Specifically, making crossing easier at high traffic areas downtown."

"Safe and accessible bike/walking paths."

Growth-related (Pro growth/development) (revitalization, improve retail/downtown/mall) (7%):

"Fixing up the downtown area."

"Redeveloping the east side of St. Charles (former Charlestowne Mall & former Pheasant Run areas)."

"Revitalize the East side of the city."

"Investment in the old Charlestown mall area."

"Viability / success of local businesses."

"Maintaining our city, downtown, streets & helping local businesses."

"Redevelopment of downtown properties."

"Lack of a consistent and realistic theme for the development of local small businesses."

"Invigorating the downtown business community to provide more sales tax generating businesses and related parking."

"Encouraging business development in St. Charles, especially downtown and in vacant malls/stores."

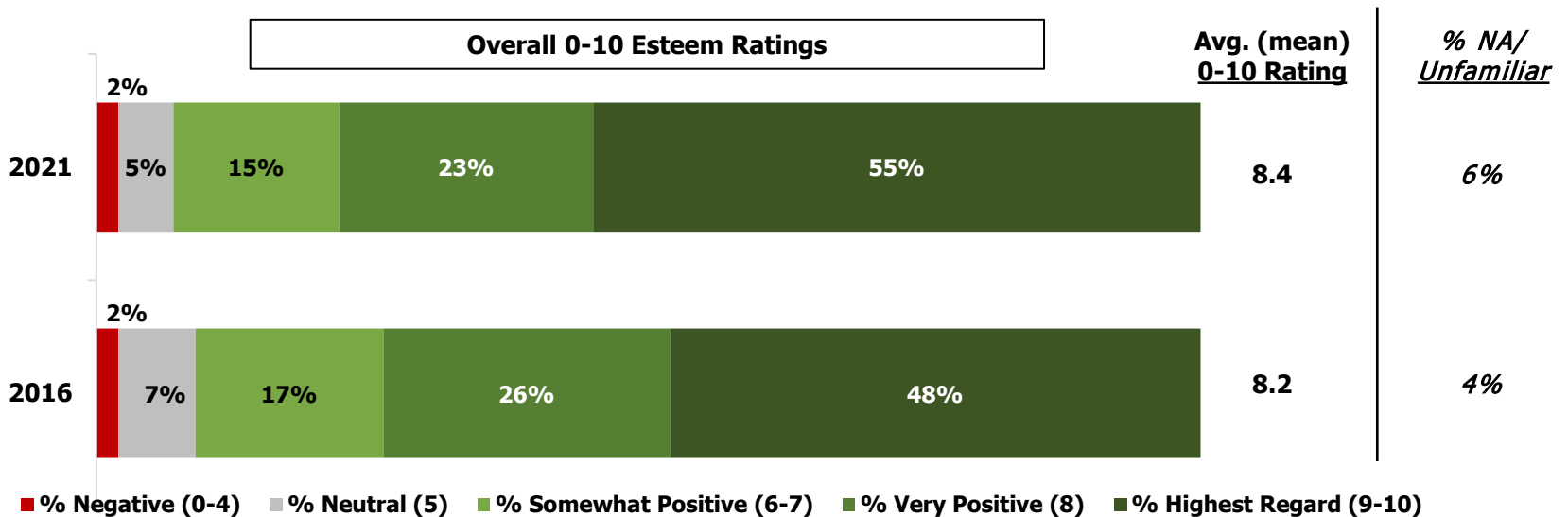
"So much new construction vs. too many unused places that could be refurbished and brought back to life with a new vision."



II. Overall Opinions

Residents continue to hold the SCPD in very high regard, building on already strong scores from the 2016 Community Survey.

- On a 0-10 scale, nearly four in five residents (78%) have either very positive opinions (23%) or hold the SCPD in the highest regard (55% -- a majority). Another 15% are somewhat favorable toward the SCPD.
- By comparison, only 2% have a negative opinion of the SCPD. Its ratio of favorable to unfavorable ratings is more than 46:1.
- In addition, the vast majority of residents (94%) were able to offer an opinion of the SCPD, meaning only 6% overall are unfamiliar.





The strong ratings for the SCPD are consistent among all groups and segments within the community (very few meaningful differences).

- Note that even among those who have not used or visited an SCPD park or facility recently still give favorable ratings (average of 6.9 on a 0-10 scale).
- The longer someone has lived in the community, the more favorable their opinion of the SCPD.

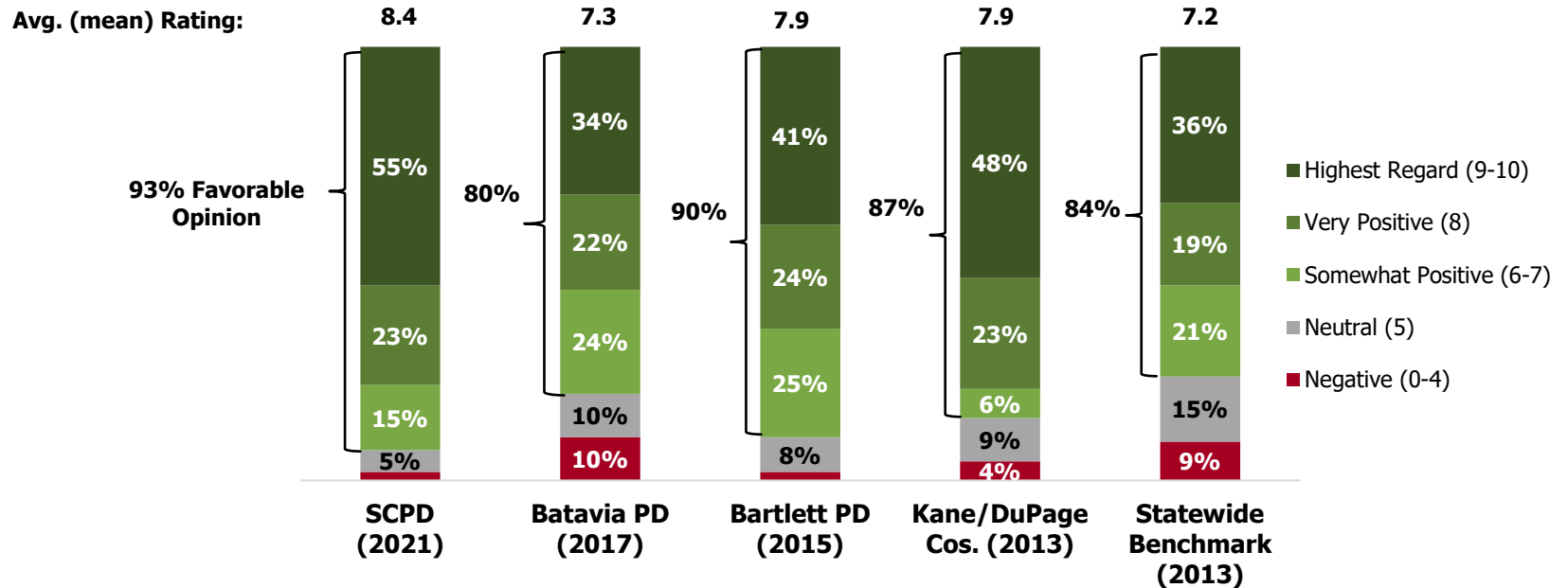
Differences by Subgroups: Overall Esteem Ratings

	Overall Avg. Rating (0-10)	Lower Esteem	Higher Esteem
St. Charles Park District	8.4	<ul style="list-style-type: none"> - Lived in St. Charles <5 years (8.0) - Non-SCPD users/visitors (6.9) 	<ul style="list-style-type: none"> - Lived in St. Charles 30+ years (8.8) - SCPD users/visitors (8.5)

The SCPD surpasses the overall esteem ratings for nearby agencies, all of which perform as well or better than the statewide benchmark.

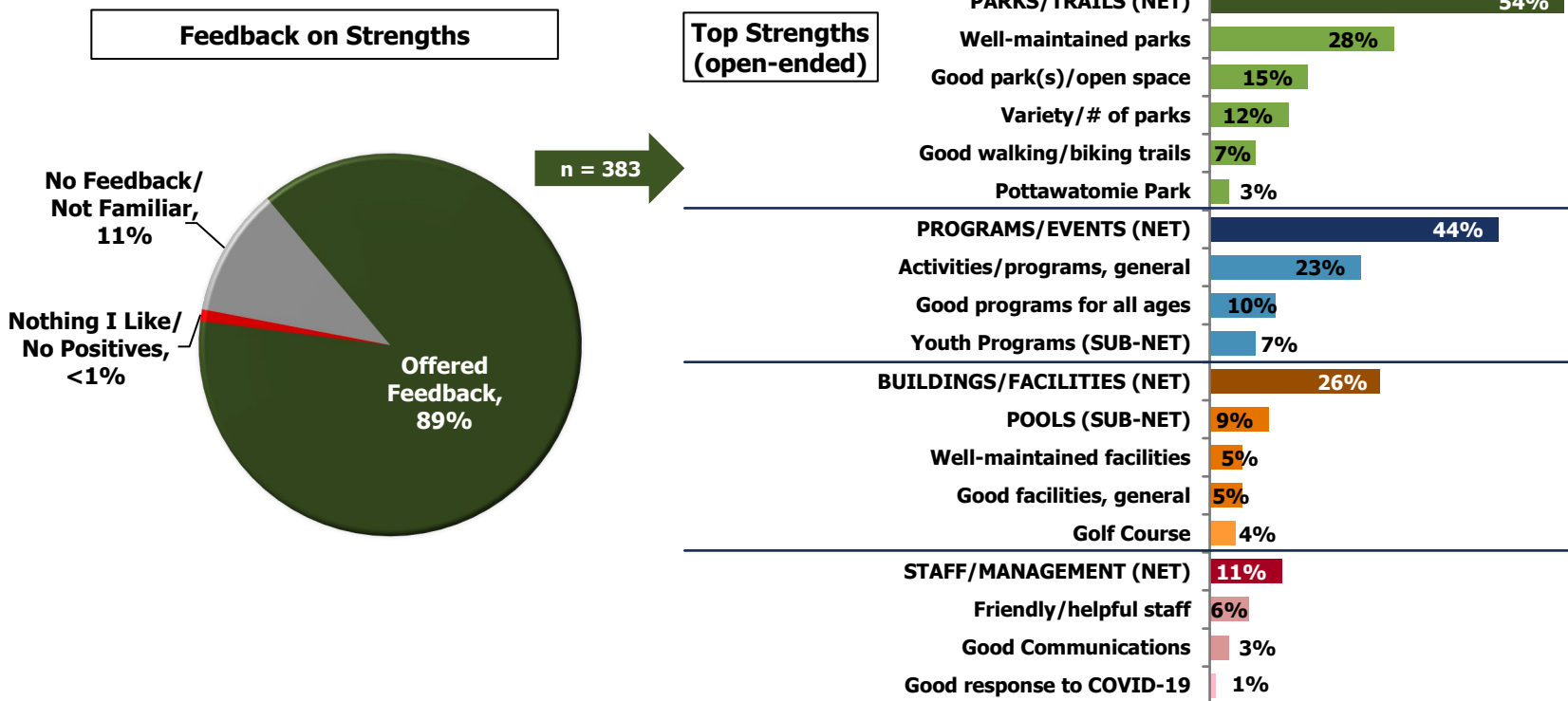
- Note that SCPD garners the highest proportion of 9s and 10s on this scale (55%) and has the highest level of overall favorability ratings (93%).
- In addition, only 2% are dissatisfied and only 5% are neutral toward the SCPD (lowest among comparable agencies).

SCPD Overall Esteem vs. Relevant Benchmarks



In an open-ended format, nearly nine out of ten residents offered positive feedback with most citing the SCPD's parks/trails, followed by programs and events.

- Comments about parks and trails focus mostly on the former (well-maintained parks, variety of parks/open space). Those citing programs and events tend to focus on the variety of programs across all ages (especially youth).
- One in four cite SCPD facilities (most often local pools), and the quality and upkeep of SCPD facilities in general.
- Staff and management are cited by 11% (most often for good service and communications).



Sample Verbatims: Strengths

Parks/Trails (54%):

"Paved walking paths, free of poison ivy (mostly), well-thought-through playground equipment. Name plaques on many of the trees."

"I love the parks, and how well they are maintained! The parks are well-landscaped, safe and provide for many activities. They were particularly valued during this past pandemic year!"

"Lots of nice playgrounds, walking trails, riverfront development."

"Clean, open space, paths to walk and run, also beautiful natural landscaping. Open spaces to get away from the noise of the world."

"Keeps the parks clean and I feel safe while visiting."

"What I like most are the various parks to explore."

"Variety of large parks and smaller neighborhood parks, cleanliness of every park I frequent, safety of playground equipment, friendly staff I encounter...well done!"

"Tons of parks, good playground equipment for kids of all ages, walking paths, open spaces, nicely maintained."

"Many parks to choose from and nice areas to relax or have activities near the river."

"I really only use Pottawatomie Park. I like the walking paths and the pool there. Both are kept clean and well-maintained."

"Pottawatomie Park is wonderful, a beautiful use of space that is well-kept."

"Lots of well-kept paths and parks with beautiful water scenery."

"I love the bike paths."

"The beautiful parks and open spaces."

Programs/Events (44%):

"Has many good programs, and I usually attend at least one a season."

"They do a great job with providing interesting programs, particularly through Hickory Knolls and Primrose."

"They offer such a wide variety of opportunities for learning."

"The amount and variety of activities and classes that are offered through the Park District is impressive. "

"Good variety of programming for all ages. Thoroughly enjoy nature-related programs."

"I particularly like that group fitness classes are offered at Norris and are included as part of the monthly fee."

"All the programs for any age group. Very good job evolving since I was a kid going to Tot Lot at Bakers Field; now I enjoy senior programs."

"Summer programs for kids."

"I like the variety of offerings for children programming."

"The fundamentals that you give the children in the district from being born to becoming an adult. All of the 'extras' to enhance becoming a well-rounded person are found at the Park District (and I mean that with complete sincerity)."

"I love the variety of programming. The Park District seems really attuned to what is trending and what people would enjoy."

Sample Verbatims: Strengths (cont'd)

Buildings/Facilities (26%):

"Good maintenance of facilities."

"The Park District is an example of how towns should work. The number of facilities and upkeep of them is amazing. "

"I admire that they have many well-kept facilities for children."

"Very nice facilities, love the new pickleball courts!"

"The cleanliness and maintenance of our facilities."

"Wonderful facilities."

"The Golf Course and pools are well kept."

"The pools are very well run."

"The water parks, open spaces at Pottawatomie Park, the public golf course, and the baseball fields at ESSC."

"I have been a member of the Norris Recreation Center for over a decade. The reconstruction turned out really well."

"Pottawatomie Golf Course has had great improvements and maintenance."

"Variety. Wonderful, affordable golf course we are proud to invite guests to; could have even better rates for residents though!"

Staff/Management (11%):

"The staff is great and so helpful. Lynn Y. co-ordinates the Food Bank volunteers each month. She makes sure we are all signed up for this activity, etc."

"Instructors are very into their topics."

"I think the Park Board is thoughtful, engaged with the community, forward-looking with a good fiduciary mindset."

"Friendly staff."

"The staff people are amazing!"

"When you contact them on an issue, they are quick to respond."

"It seems to be a well-run organization responsive to the needs of the residents of St. Charles."

"Communication, organization and class offerings seem to top notch."

"Employees including administrators – well-run operations with generally friendly and helpful employees."

"Organized and the friendly people."

"Creative thinking during the pandemic."

"The District did a great job keeping the pools open while juggling the uncertainties of the pandemic."

"The program booklets are easy to read and well organized."

"Website and communications about programming."

"I think the Park District has a variety of activities and during the past year has really thought outside the box to come up with activities that would still keep us engaged."

Sample Verbatims: Strengths (cont'd)

Location/Availability (4%):

"Availability and serviceability of various options."

"Keeping access and maintaining opportunities in our community -- parks, pools, trails, public gyms and facilities."

"Location for ease of attending classes."

"The availability of nearby parks."

"Availability of year-round offerings (activities) for all ages."

Costs/Fees (2%):

"Great affordable programs."

"Good options for programs and reasonable pricing for residents."

"The cost is wonderful."

"Handy booklet of offerings. And fees, for the most part are workable."

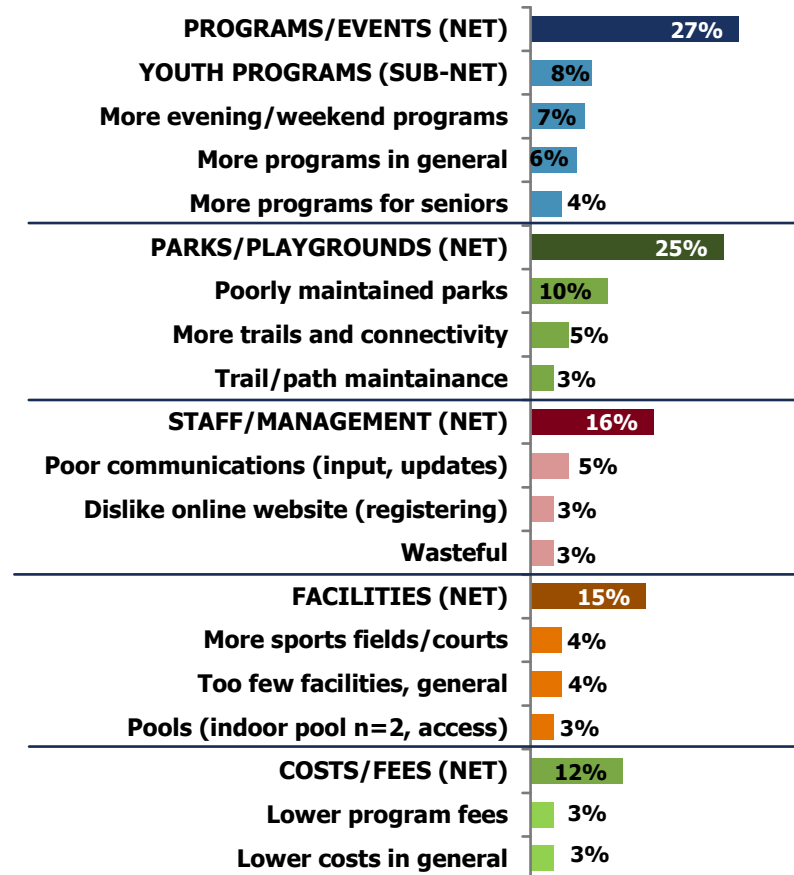
"Provides a wide range of activities and makes them affordable for its members."

"Great variety and great prices."

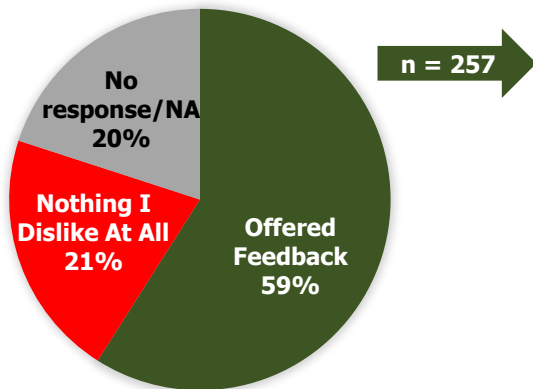
In an open-ended format, 41% could not offer any dislikes or improvements they want to see (including 21% who said there is nothing they dislike).

- Those giving suggestions most often cite SCPD programs and events (27%) across a variety of topics (more/better youth programs, scheduling, more for older adults, etc.).
- Nearly as many (25%) mention something about parks most often centering around maintenance issues, followed by trails specifically.
- Sixteen percent seek administrative or staff improvements, usually more/better communications, easier registration on the website, etc.
- Fourteen percent mention facilities, mostly centering around the need for more sports fields/courts.
- Only 12% are unhappy with SCPD costs and fees.

Top Weaknesses/Improvement Opportunities (open-ended)



Weaknesses/Improvements Sought



Q6. What do you DISLIKE most about the St Charles Park District, or what do you think it could do better? (top multiple open-ended responses) "NET" responses show the total % offering single or multiple responses (things they like most) within each capitalized topic heading.

Sample Verbatims: Weaknesses/Improvements

Programs/Events (27%):

"I think SCPD could do more programming and more unique programming. The offering seem very same old, same old, and are very sports and kid-focused. Many are good but I would like to see the programing expanded to more fine arts, folk arts and more unique and adventurous programming."

"Better/more adult programs."

"Quality of programs could be made better."

"Dislike over-emphasis on sports."

"I would like more STEM programming that were not only offered on a Saturday. I would like to see a Science or Technology team; my daughter would be extremely interested."

"I think members of the board should take more interest in, and support, environmental education and our natural areas."

"More programming for ages 11-15 (pre-teen age)."

"More diverse programs for children and youth. Classes that they do not need to progress into the next level. Things that are just for fun and exploration. (Cooking, pottery, painting, making a bird house, etc.)."

"I wish there were more options for young children's programs outside of working hours."

"Open more classes for children. If you don't register first day on a popular class or pre-school you don't get a chance."

"I would like to see the children programming offered more in the evening and on the weekends. Many of the things (such as Kid Rock) that I would enjoy doing with my daughter I can't do because I work during the day M-F."

"Most programs/classes are during my working hours (8-5). I would love to participate in exercise programs or classes. Nothing offered early morning or evenings."

"Offer more programs during off work hours so that people who work may be able to participate in them."

"Due to my work schedule, I can rarely take the classes I'm most interested in."

"Not sure; I work full time and do not have much of a chance to participate. Perhaps classes that meet in 2- to 4-week sessions to encourage participation."

"The group fitness schedule doesn't work for me or my boyfriend outside of the summer since all of the class offerings are in the morning or early afternoon when we are working."

"More programs for middle-aged adults."

"I would like it if there were more single or group activities for middle aged adults between the ages of about 25-40."

"As an adult (non-senior) with no children, there is not much offered. Classes for adults are often offered during the times of a 9:00 - 5:00 work schedule."

"There are never any good programs for people WITHOUT children. We pay our real estate taxes too not just the families with children. We pay the same tax rate as them. Please have some consideration that not just children live here."

"Being a senior, I wish that there was more of a variety. One thing I would personally love to see are trips - one to three days."

"I am so disappointed in the lack of programs, trips and low/no impact water exercise classes for SENIORS."

"Almost all senior activities are on the east side."

Sample Verbatims: Weaknesses/Improvements (cont'd)

Parks/Playgrounds (25%):

"Timber Park is looking very shabby. Would also like to see dog posts with trash bags in all of the parks to hopefully encourage people to pick up after their dogs. A constant problem."

"Their lack of regard to neighbors of the wetlands and park areas that are not money-making. They should be well-maintained, instead they keep acquiring new lands that they are not able to maintain. Also, they do not take in consideration what residents want from these areas - more paths to enjoy the areas is one thing that is lacking in some places. Why have these areas if its hard for the residents to use them!"

"There aren't enough trash containers in the parks to encourage people to clean up after themselves and their pets."

"Should burn the wetlands -- not done for years".

"Cut outfield grass shorter at Gaffney Feld."

"Make parks more interesting with water features and natural plants and more playgrounds."

"Truly, the only thing I don't like about the Park District is that the bike path through town is not particularly well laid out and/or marked."

"Lack of bike paths connecting parks."

"Bike trails do not link up to other trail systems especially north along Dunham Road and west from river along old railroad."

"Lack of connectivity between parks and trails. Too few dog friendly places. Not enough cooperation with Kane County Forest Preserve to connect and maintain trails."

"Need more bike and hike trails."

"Some of the signage drives me crazy. When you enter a park, we have a lot of NO's. I feel most of these are not necessary, we need more welcome and enjoy signs."

"I would not welcome some of the proposed changes to Timbers Park, i.e., pickleball courts."

"I believe the Park District could better serve bicyclists through making improvements to the conditions of existing bike paths that are most rough and weathered near the river."

"Keep the trails clear in winter."

"They don't always clear the snow off the running trails. And the in-town parks."

"Bike and walking paths better maintained."

"I wish there was a fence entirely around the dog pond at East Side Dog Park."

Sample Verbatims: Weaknesses/Improvements (cont'd)

Management/Staff (16%):

- "Website for class sign-ups is tricky to use, as navigating between pages (specifically going back to a previous page) requires resetting the search criteria."*
- "Make sure the program brochure has pictures of people who aren't only white."*
- "I don't like the sign-up online interface. Also, I received my activity magazine after sign ups, so everything was full."*
- "I think the web site and the online purchasing system can be improved."*
- "Pool restrictions presently even though we are coming out of COVID."*
- "Inability to make up classes missed in any given session. If I know I'm going to miss many I don't sign up for any. What about a punch card or something like that? Filling out a Drop In form every time is kind of annoying."*
- "I understand the Park District provided monetary support for the dam replacement—STOP that financial waste - better uses for your, and our, tax money."*
- "It always strikes me that the full color catalog of the Park District must cost a fortune, and I wonder about whether it's a good expenditure of taxpayer's funds."*
- "There is a lot of waste and un-needed programing. Seems like the Park District is trying to compete with private businesses. That is not the government purpose. Keep it simple."*
- "It has become too over-organized. Park District should emphasize outdoor space and the use thereof. Sports, team activities, crafts etc. are offered by schools, churches, boys scouts, etc. No need to spend much money on those."*
- "Disappointed with the late pool passes this year."*
- "Too many projects/facilities/programs are put in place without visible input from the people who will use them."*
- "They might want to ask the community for more input on projects."*
- "I think there is room to improve with communication to the public. It would be nice if they publicized aspects of the master plan that are underway. For example, where could one find updates about the progress of the new Pottawatomie playground? A robust Instagram presence would be an improvement."*
- "Communication could be better. Last year during the shut down the remote dance recital was changed to a weekday at 5. Both my husband and I were working through the shut down and the change made it impossible to attend even remotely. No one asked parents about this major change. This sessions sports we had no reminder as to start or end date."*
- "In the last year or two the staff working the front desk at the pool are more interested in their phone than assisting people."*
- "Customer service could be improved, as well as an easier and more user-friendly online registration process."*

Sample Verbatims: Weaknesses/Improvements (cont'd)

Facilities (15%):

"Need another frisbee golf course."

"Be on par with similar communities but providing a multi-use field house."

"I dislike that the Park District doesn't have very good outdoor basketball courts (or at least not that I am aware of) on the East side of town."

"I don't have much to complain about except when it comes to the attention and support for Pickleball. Seems like the Park District is not putting a lot of time into planning for the expansion of this sport. I don't get the impression the decision makers care."

"I'd like to see outdoor pickleball and paddle tennis courts."

"The rim needs to be replaced at Baker Field Tennis Courts, and I would prefer if tennis nets were not removed. In the off-season I need to go to Geneva to play when the weather is nice."

"Many facilities need to be updated."

"We need a community garden on east side of town. Primrose and Knowles too far to go 3-5:times a week when I work 50 hours a week."

"Bathroom facilities are not always available."

"No indoor open place to walk."

Costs/Fees (12%):

"The prices of activities. When we 1st moved here 6 years ago the Park District was very enticing because you could not beat the costs of activities. But in recent years I have seen the price of Park District activities increase year after year and when I research other private companies for dance and camps the Park District is about equal if not more price wise. A lot of my friends are starting to switch activities to private places because they feel they can get a lot more elsewhere for the same price."

"Exercise classes suitable for seniors are too expensive."

"Toddler classes are expensive for us. Eastside parks seem lacking to west side. we have a failed mall and pheasant run resort. I'm not aware of an indoor playground- we go outside Park District and pay for indoor playground time (ex. playroom cafe two)."

"Cost to residents for participating in things like the pools."

"The fees to enter the water parks keep increasing along with my taxes."

"High fees for everything when I already pay taxes means it never feel it is worth it. I never use any Park District service, etc. that costs additional money. I wish Park District was more like library."

"I dislike the fact that EVERY function offered by SCPD costs money! Seriously, charging money to feed animals or watch a sunset? This is what you tax us for."

"I dislike that they have changed the policy on unincorporated areas for using the programs. For many years, we could get pool passes and participate at citizen prices. Then, it suddenly changed and became cost prohibitive to do Park District programs or get a pool pass. Our kids are part of the St. Charles District and should be included in the park and library district. It was an unfortunate change."

"Lower rates for residents."

Sample Verbatims: Weaknesses/Improvements (cont'd)

Location/Availability (7%):

"I wish there were pool hours in the afternoon once the students start school especially since they begin so early in August now. I feel purchasing a pass isn't a good idea if the pools are closed during the week once the kids go back to school."

"Swanson Pool. This pool is a gem, but unfortunately, the season it is available for the community is very abbreviated. Extending the season approx. 1 week at the front end and 3 weeks at the end of the season will provide the community greater access to the gem that Swanson pool is."

"Designate times in public pools just for seniors. More activity for photography, bike riding, walking, nature walks, etc."

"When classes cancel, we have experienced this quite a few times."

"It seems more than half the time we've signed our daughter up for a class, it's canceled due to low enrollment. She's always really disappointed."

"More times offered, not at mealtimes. Would like a gymnastics option."

"The availability of some programs is challenging it's not the fault of the Park District. I have no complaints."

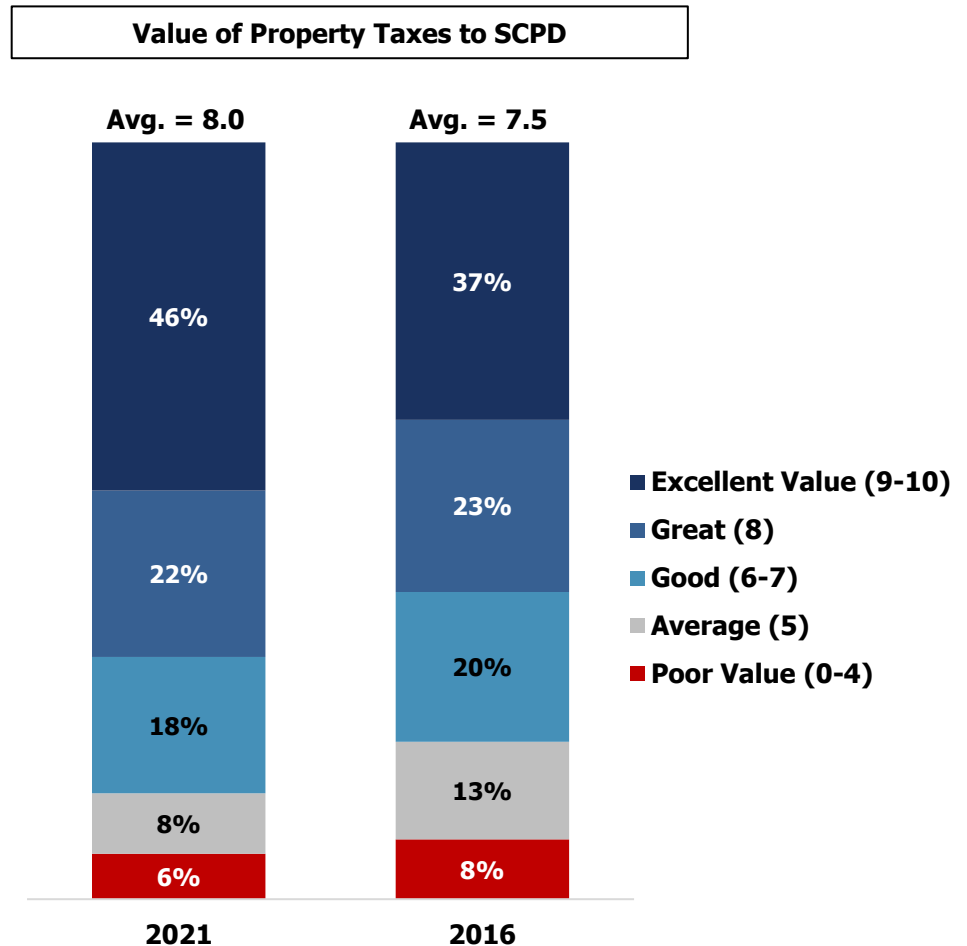
"Accessibility, off leash dog areas, river access."

"Maybe have more handicap accessibility."

"More focus on our dementia & Alzheimer's citizens by offering programs & assistance."

When informed that the SCPD represents about 8% of one’s property taxes, residents feel that this represents a very good value overall – even more so than in 2016.

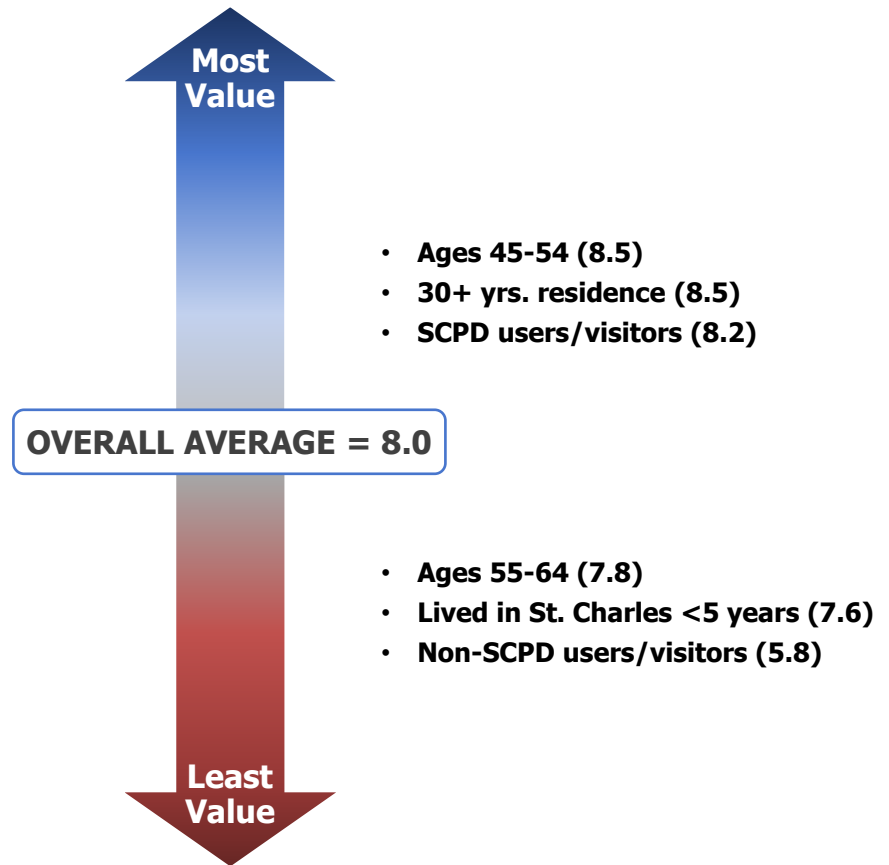
- On a 0-10 scale, nearly half (46%) now rate the SCPD’s share of property taxes and excellent value (scores of 9 and 10).
- Another 40% rate it a great or good value, bringing the total of positive ratings up to 86% overall.
- The average value rating (8.0) is nearly as high as the SCPD’s overall esteem rating (8.4).



Long-term residents and recent SCPD users/visitors tend to give the highest value ratings in general.

- Conversely, the newest local residents tend to give lower than average (though still positive) value ratings, as do those ages 55-64.
- Non-SCPD users/visitors rate the SCPDs overall value lowest (5.8) which remains above neutral or average on a 0-10 scale.
- All other segments generally agree with the overall value ratings for the SCPD, with no other meaningful differences.

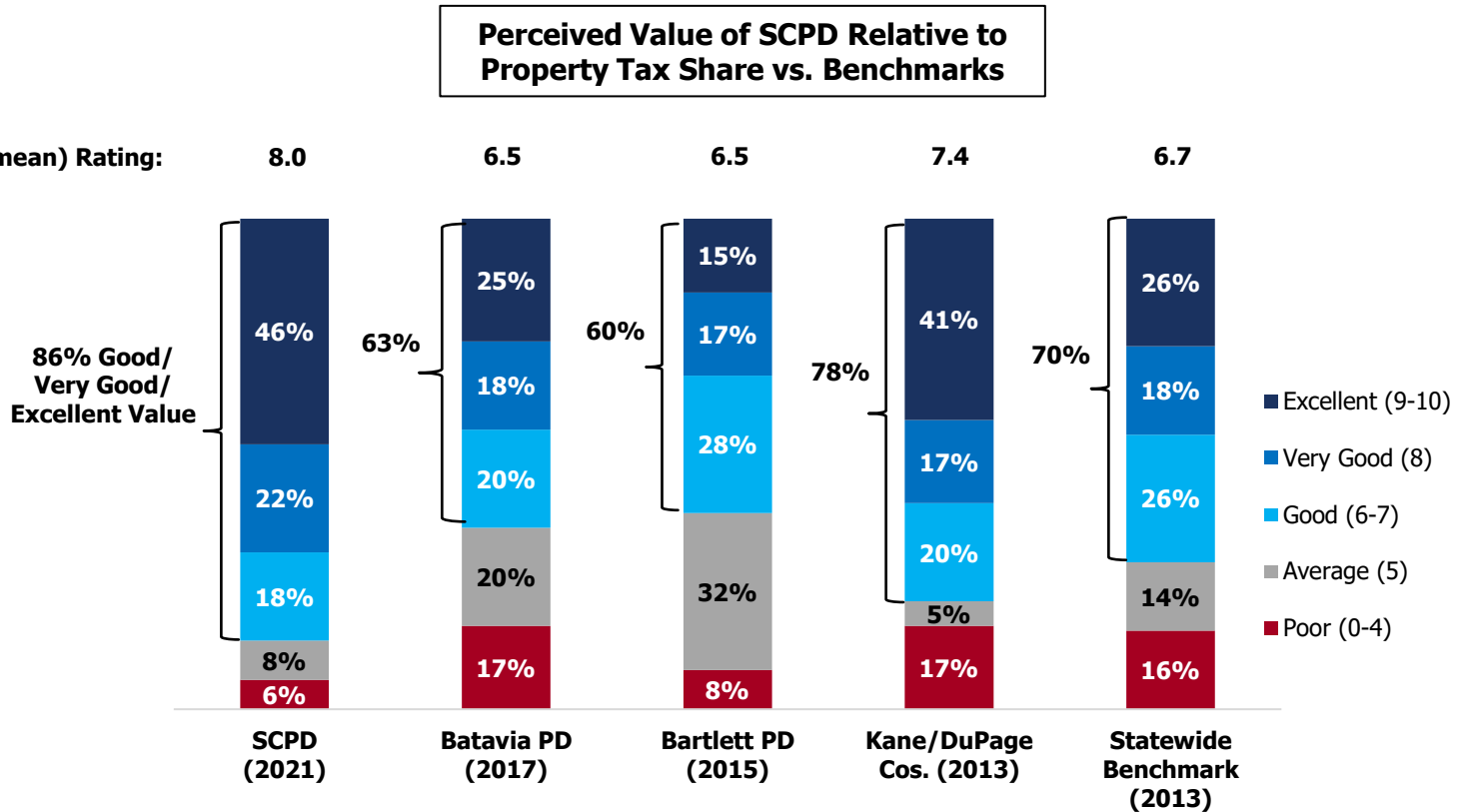
Significant Differences: Value of Property Taxes to SCPD



Q31. About 8% of your property taxes go to the St. Charles Park District. Thinking about the programs, parks, facilities, and services provided by the Park District, please rate the overall value that it represents to you given its share of property taxes. (0-10 scale)

Perceived value of SCPD's share of property taxes is consistently higher than nearby and statewide benchmarks.

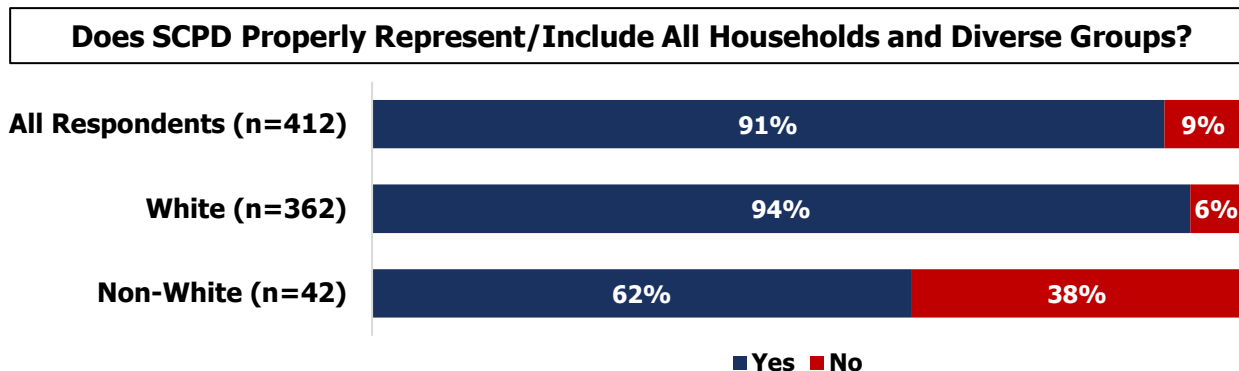
- It also has the lowest level of poor value ratings, and one of the lowest average value scores.



Q31. About 8% of your property taxes goes to the St. Charles Park District. Thinking about the programs, parks, facilities, and services provided by the Park District, please rate the overall value that it represents given its share of property taxes on a 0 through 10 scale.

A large majority of residents overall feel that the SCPD is inclusive of all diverse populations within the community.

- However, that level of inclusiveness or representation is not shared by all non-white residents.
 - Nearly two in five non-white respondents (38%) feel the SCPD can do more to represent greater inclusion and diversity of various populations.
- Overall, only 9% of all residents (n=37) answered no to this question and feel the SCPD can do more. Most (n=29) gave specific explanations, usually focused on greater inclusion for:
 - Seniors (n=7 cases, including n=3 citing more affordable programs for low-income seniors/retirees)
 - Inclusion/representation of racial or ethnic groups (n=5)
 - Adults including households without children under 18 (n=5)
 - Special needs populations (n=3)
 - Lower income households in general (n=3).
- Some comments were not about the Park District specifically but the community in general. (The full list of verbatim comments are on the next two pages.)



Q35. The St. Charles Park District is committed to creating an environment that respects and celebrates the differences of all community members by providing access and opportunities to everyone, regardless of social, financial, ethnic background, gender, age, sexual orientation, or physical ability. Do you feel that your household is properly represented and included within the Park District and its offerings?

Verbatims: Meeting Diversity Needs/Goals

Seniors:

"Some programs are expensive for seniors on fixed income."

"Seniors with low income are left out."

"Senior programs and classes for those over 70 are very limited and often offered early am or on Saturday."

"1-3 day trips at a reasonable cost for seniors!"

"Could have more programs for seniors."

"I pay for preschool for grandchildren as the parents cannot afford it. I am retired on a fixed income."

"Space for Alzheimer & Dementia elders to gather—not daycare, just to socialize."

Inclusion/Representation of Racial/Ethnic/Lifestyle Groups

"I don't see much of our African American background represented in the programming nor in the people running the programs."

"A police officer followed my husband home and asked, 'Do you live here?' My husband is a professor!"

"Not enough Mexican food, events, etc."

"No AAPI representation in your offerings."

"The majority of program offerings are hetero-normative. I'd like to see more inclusion for racial diversity, child-less families, and same-sex families."

More for Adults/Households Without Children:

"I think the Park District offers things geared towards kids or the 'older' population. I'm in my mid 50's and feel not much is offered for the younger 30-50's age group."

"I think the majority of offerings are very sports and kid-focused."

"Again, not everyone has children in this town, but it seems that is all St. Charles cares about. All we have as families without children are the numerous bars in town."

"Adult activities are often scheduled for adults who do not work or work non-traditional hours. In the Spring offering of about 20 classes for adults, only about 12 can be attended by those that work 9 to 5."

"More adult activities."

Verbatims: Meeting Diversity Needs/Goals (cont'd)

Special Needs:

"Special needs programming for those with ASD or similar sensory issues."

"My husband is blind, 50 years old and would enjoy assistance in participation."

"For the most part -- I need an indoor pool with walk down/up stairs with railing."

Affordability/More for Lower Income Residents:

"We would like to take part of more programs, but the cost is very expensive. Cut back on the expensive catalog that is sent to homes. Also, how much money, my tax dollar, was spent on this survey. The park district should be doing surveys after every program. I would fill one out after I attended a program."

"Program fees are often unaffordable."

"Age, income."

Other responses:

"You seem to aim at diversity rather than average families."

"I do not feel safe in the parks. There is a lack of supervision of people in the park."

"We have attended parks meeting and they go ahead and do what they want even though they majority of the people wanted something different."

"Have teenagers & would be good for them to be more involved over summer programs."

"Indoor area for walking."

"We are white."

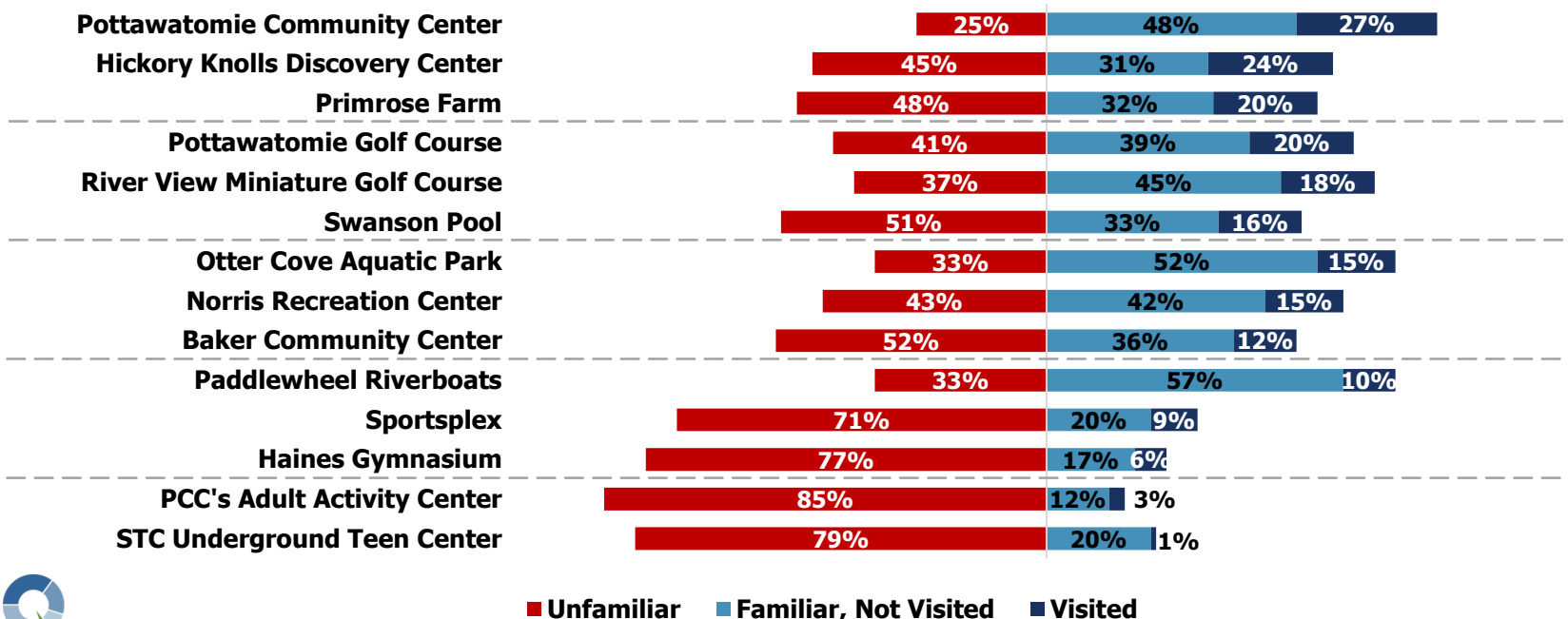


III. SCPD Facility and Park Usage

Overall, 92% of respondents report using or visiting an SCPD park or facility in the previous 12 months

- Among the specific facilities tested, at least one in five report that someone in their household has recently been to the Pottawatomie Community Center, Hickory Knolls Discovery Center, Primrose Farm, or Pottawatomie Golf Course.
 - Nearly as many (18%) also report going to River View Miniature Golf.
- At least half (49%+) are familiar with most of these facilities, even if many have not recently visited. This is especially true for the Paddlewheel Riverboats, which are known to 57% of residents (but were only recently used by 10%).
- Most residents (71%+) are unfamiliar with Sportsplex, Haines Gym, the Adult Activity Center, or the STC Underground Teen Center.

Key SCPD Facilities: Awareness and Recent Usage (Past 12 months)



Comparing the regional distribution of visitors to each facility (relative to the overall regional distribution of the population) shows that most facilities draw residents fairly proportionately Districtwide.

- Norris Recreation Center tends to draw residents disproportionately from the E region (when compared to the overall distribution by region), as does Baker Community Center (which also tends to attract SW residents). NW residents are the most likely to go to Sportsplex.

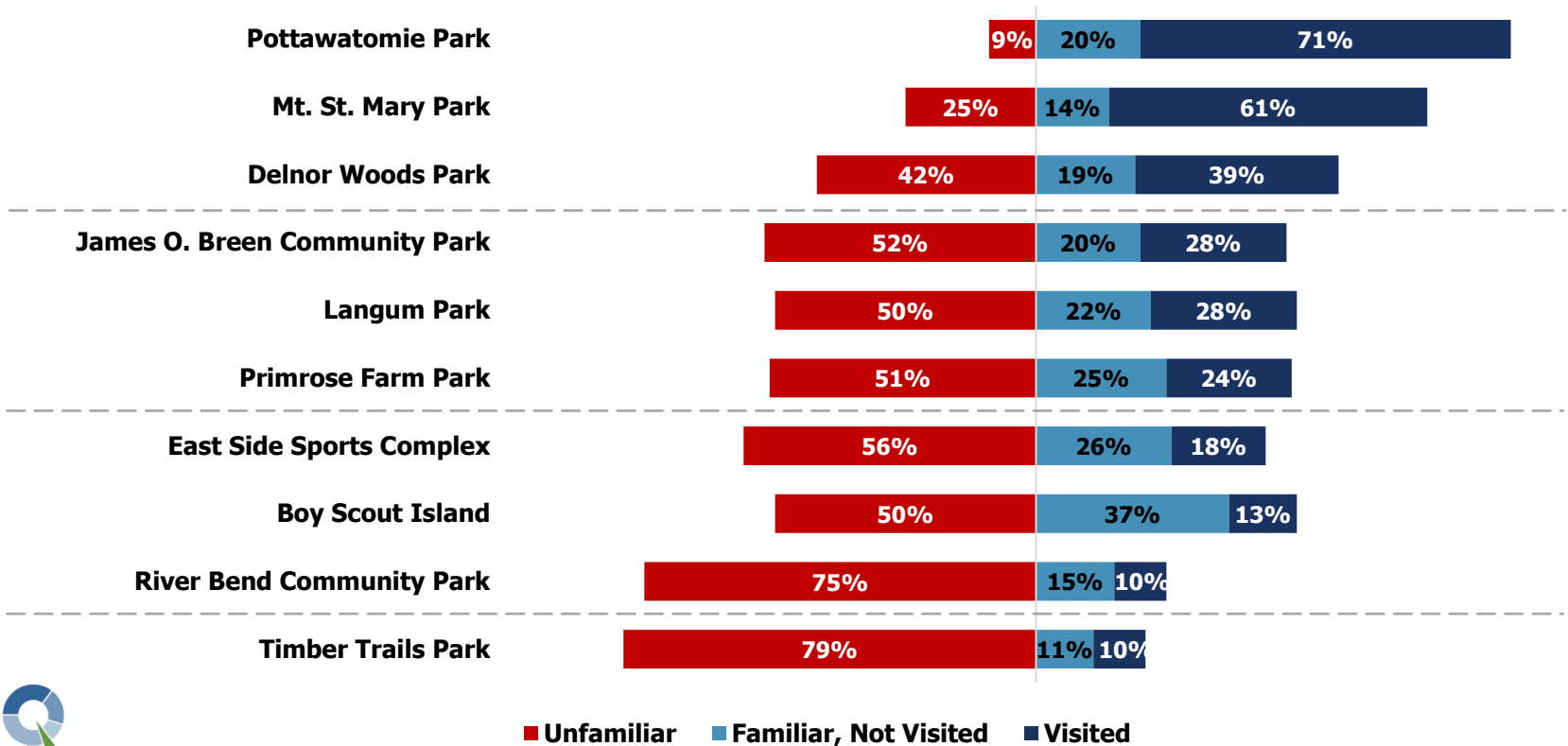
	Region							
	Total n of cases	NW	W	SW	NE	E	SE	
Overall (row) % of Facility Users/Visitors by region (n=290)	(290)	19%	17%	24%	7%	16%	17%	=100%
Pottawatomie Community Center	(123)	17%	14%	20%	9%	20%	20%	=100%
Hickory Knolls Discovery Center	(101)	23%	13%	26%	8%	17%	13%	=100%
Pottawatomie Golf Course	(78)	24%	20%	22%	-	21%	13%	=100%
Primrose Farm	(86)	25%	17%	23%	7%	13%	15%	=100%
River View Miniature Golf Course	(72)	25%	22%	20%	5%	19%	11%	=100%
Swanson Pool	(72)	24%	7%	28%	6%	19%	16%	=100%
Otter Cove Aquatic Park	(69)	16%	18%	26%	8%	15%	17%	=100%
Norris Recreation Center	(67)	26%	8%	14%	8%	29%	15%	=100%
Baker Community Center	(53)	13%	12%	35%	3%	32%	5%	=100%
Paddlewheel Riverboats	(49)	11%	12%	25%	-	31%	21%	=100%
Sportsplex	(31)	42%	11%	21%	10%	8%	8%	=100%

= Higher than average response by region (95% confidence level)

Among selected parks, most residents report household members recently visiting (in the past 12 months) Pottawatomie and Mt. St. Mary Parks.

- Usage is also relatively higher for Delnor Woods Park (39%), though about as many residents (42%) are unfamiliar with this property.
- While half of SCPD residents are familiar with Boy Scout Island, only 13% have been there in the past year.
- At least three out of four respondents are unfamiliar with River Bend Community Park and Timber Trails Park.


Key SCPD Parks: Awareness and Recent Usage (Past 12 months)



Look at regional “draws” for key parks, Pottawatomie Park attracts visitors from throughout the community, while Mt. St. Mary Park users tend to live in the SW region (more so than the overall distribution of park users/visitors by region).

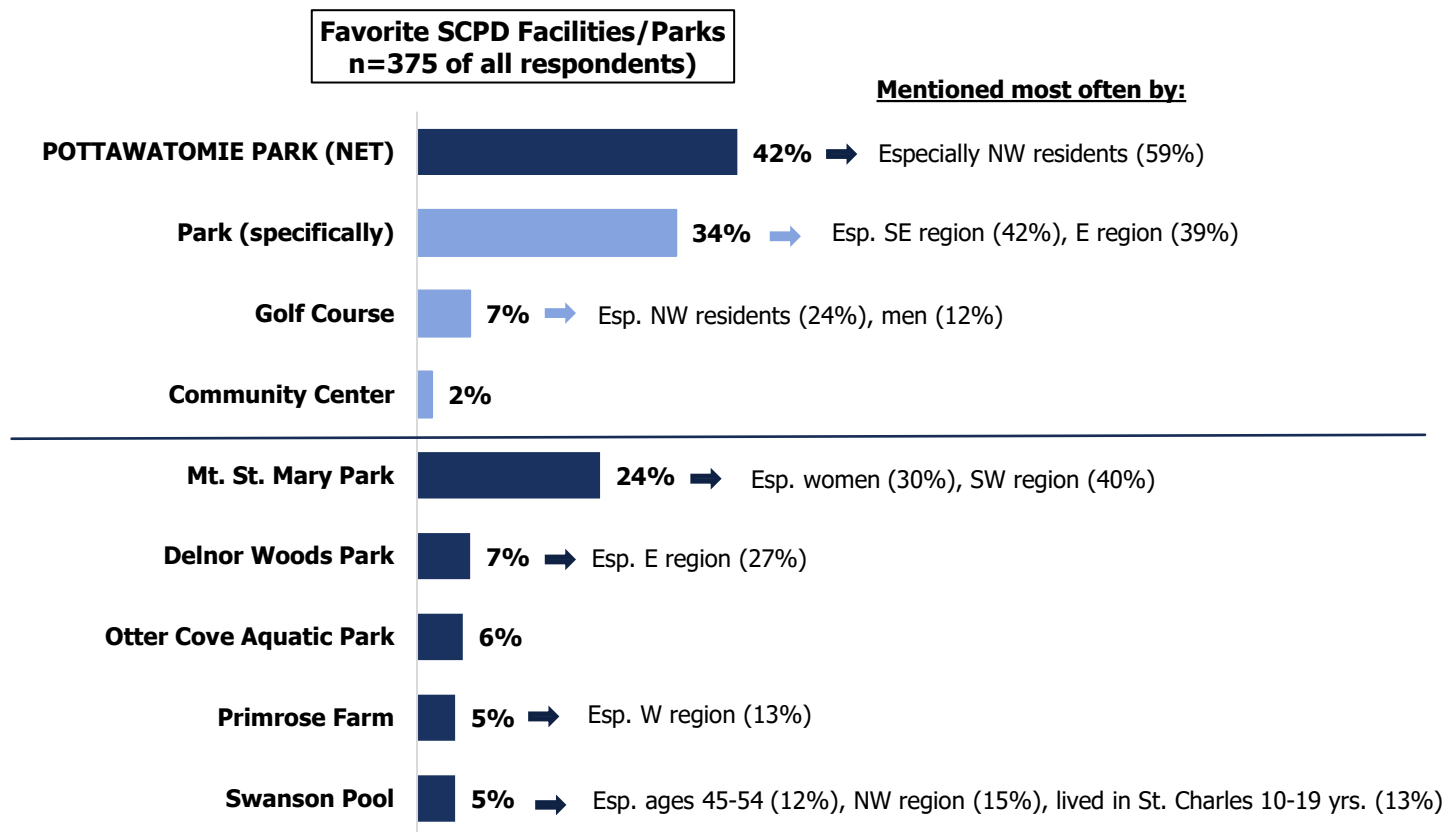
- Delnor Woods, Langum, and ESSC tend to attract visitors who live in the SE region, while Boy Scout Island and Timber Trails Park are more likely to be visited by those in the W region.

	Region							
	Total n of cases	NW	W	SW	NE	E	SE	
Overall (row) % of Park Users/Visitors by Region (n=383)	(383)	19%	17%	24%	7%	16%	17%	=100%
Pottawatomie Park	(314)	17%	20%	22%	7%	17%	17%	=100%
Mt. St. Mary Park	(288)	9%	19%	31%	5%	16%	20%	=100%
Delnor Woods Park	(178)	13%	16%	17%	5%	24%	25%	=100%
James O. Breen Community Park	(123)	24%	12%	30%	8%	13%	13%	=100%
Langum Park	(110)	14%	13%	16%	4%	15%	38%	=100%
Primrose Farm Park	(89)	38%	17%	17%	6%	12%	10%	=100%
East Side Sports Complex	(69)	19%	9%	20%	4%	16%	32%	=100%
Boy Scout Island	(50)	11%	35%	21%	2%	20%	11%	=100%
Timber Trails Park	(47)	4%	52%	19%	-	5%	20%	=100%
River Bend Community Park	(43)	11%	10%	20%	36%	10%	13%	=100%

 = Higher than average response by region (95% level)

Pottawatomie is the top destination mostly for the park itself (#1 favorite among residents, especially those in the NW region). The Golf Course and Community Center at that location are cited far less often.

- One in four cite Mt. St. Mary Park as their favorite, especially women and SW area residents.
- The two outdoor aquatic facilities (Otter Cove and Swanson Pool) are each favored most by 6% to 5% overall.



Those naming Pottawatomie Park and Mt. St. Mary Park as their favorite (the top two locations cited) offer a wide range of reasons for favoring these properties.

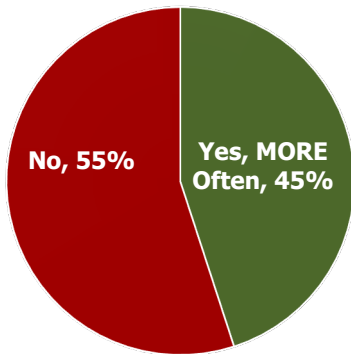
Total n of cases	Reason(s) for Pottawatomie Park as favorite park or facility (n=126)
28	Variety of/many activities, "something for everyone", for all ages
27	River (view), benches along the river
22	Beauty, spacious, roomy
12	Location, proximity to home
11	Walks, trails, bike trail
9	Golf
9	Miniature golf
8	Family friendly, playgrounds
7	Swanson Pool
7	Upkeep, cleanliness
6	History
5	Picnics
4	Paddle boats, steamboat
4	Proximity to town, proximity to restaurants
3	Bathrooms
3	Easy access
3	Accessible parking

Total n of cases	Reason(s) for Mt. St. Mary Park as favorite park or facility (n=90)
41	Sculpture, artwork, rotating statue art exhibit
29	(Walking) paths (connection to other trails/openness/shade)
24	River
14	Location/proximity to home
12	Open space
11	Playgrounds (equipment)
9	(Native) plants, flowers, landscaping, trees
8	Beauty, pretty, scenic
7	Upkeep/maintenance
6	Dog walking
3	Skate park
3	Benches, seating
3	Bathrooms
3	Views

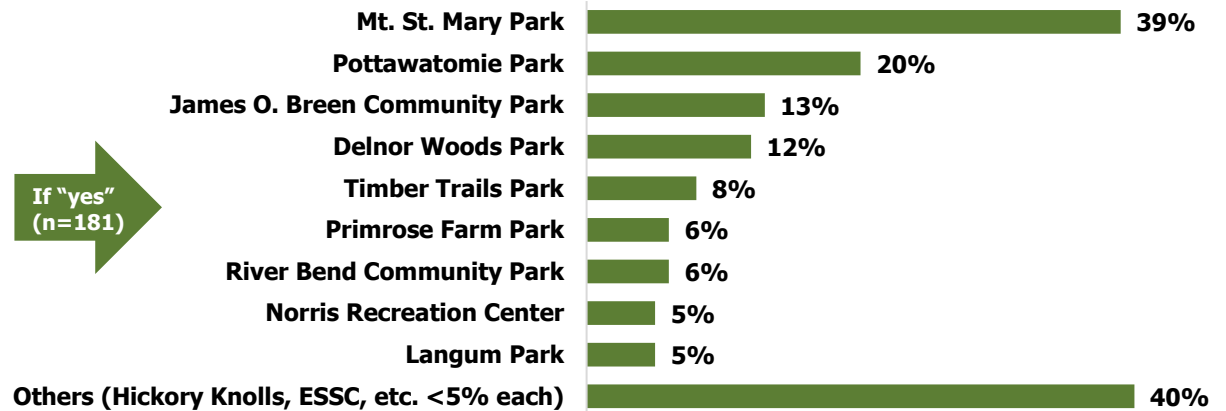
In the past year, nearly half (45%) of residents report increasing their visits to specific SCPD destinations (mostly to outdoor parks, especially Mt. St. Mary Park) due to the COVID-19 pandemic.

- Pottawatomie Park ranks a distant second in terms of increased visits in the past year.

**SCPD Facilities/Parks Visited More Often in Past Year
(self-reported top responses)**



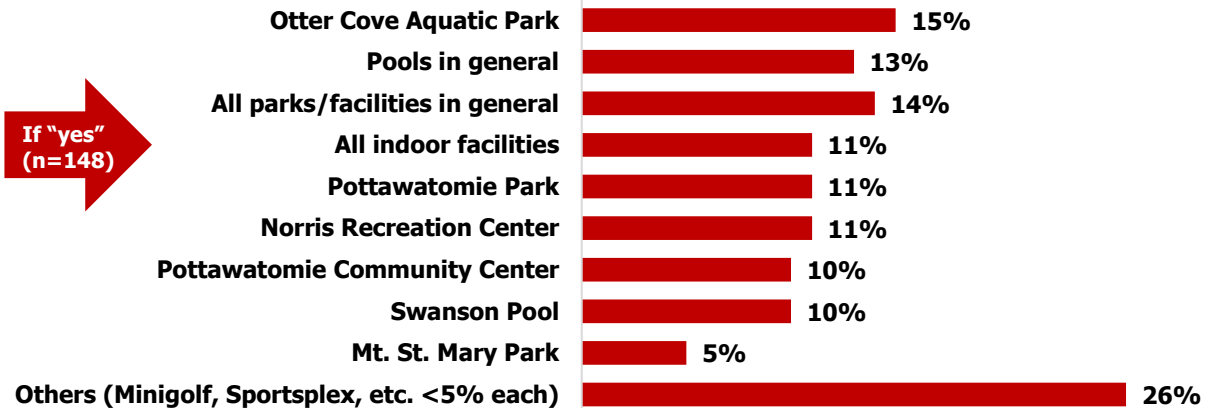
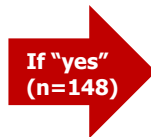
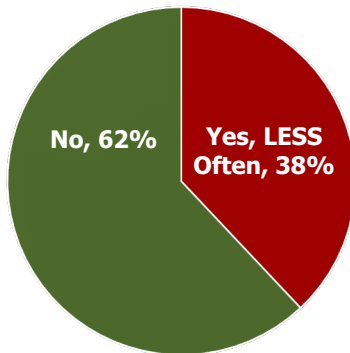
If "yes"
(n=181)



While 45% report increased visits/usage of SCPD facilities and parks in the past year, nearly as many (38%) report decreased or less frequent visits/usage.

- This decline in visits/usage tended to focus more on facilities, especially outdoor aquatics and several indoor facilities in the previous year (either due to health concerns or reduced accessibility/hours of these facilities).

**SCPD Facilities/Parks Visited Less Often in Past Year
(self-reported top responses)**



In general, women tend to report more frequent visits to SCPD parks and facilities in the past year (much more so than men).

- Those reporting fewer visits recently due to COVID tend to be ages 35-44 and have children in their household.

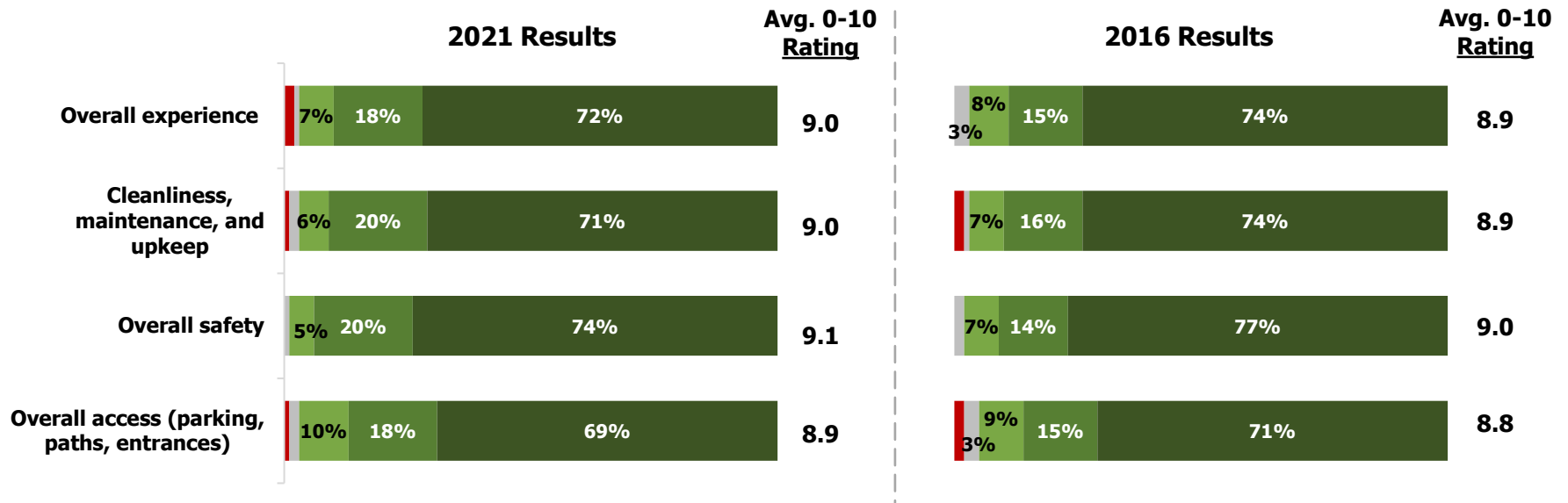
Differences by Subgroups: More or Fewer SCPD Visits Usage in Past 12 Months

	Most Likely Reported By:
Yes, Visited MORE Often (45% overall)	- Women (51% vs. 38% of men)
Yes, Visited LESS Often (38% overall)	- Households with children (48%) - Ages 35-44 (56%) - Lived in St. Charles 5-9 yrs. (46%), 10-19 yrs. (51%)

As in 2016, recent visitors to facilities and parks are overwhelmingly satisfied with these experiences.

- SCPD receives high scores across all attributes tested, with fewer dissatisfied or neutral responses over time.

Satisfaction with Facilities/Parks Visited



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

The higher ratings for the facilities and parks are consistent across all groups.

- There are very few significant differences by demographics, and even the lowest ratings remain very favorable.
- Note that the NW region tends to be the most satisfied overall, and also with accessibility to these parks and facilities.

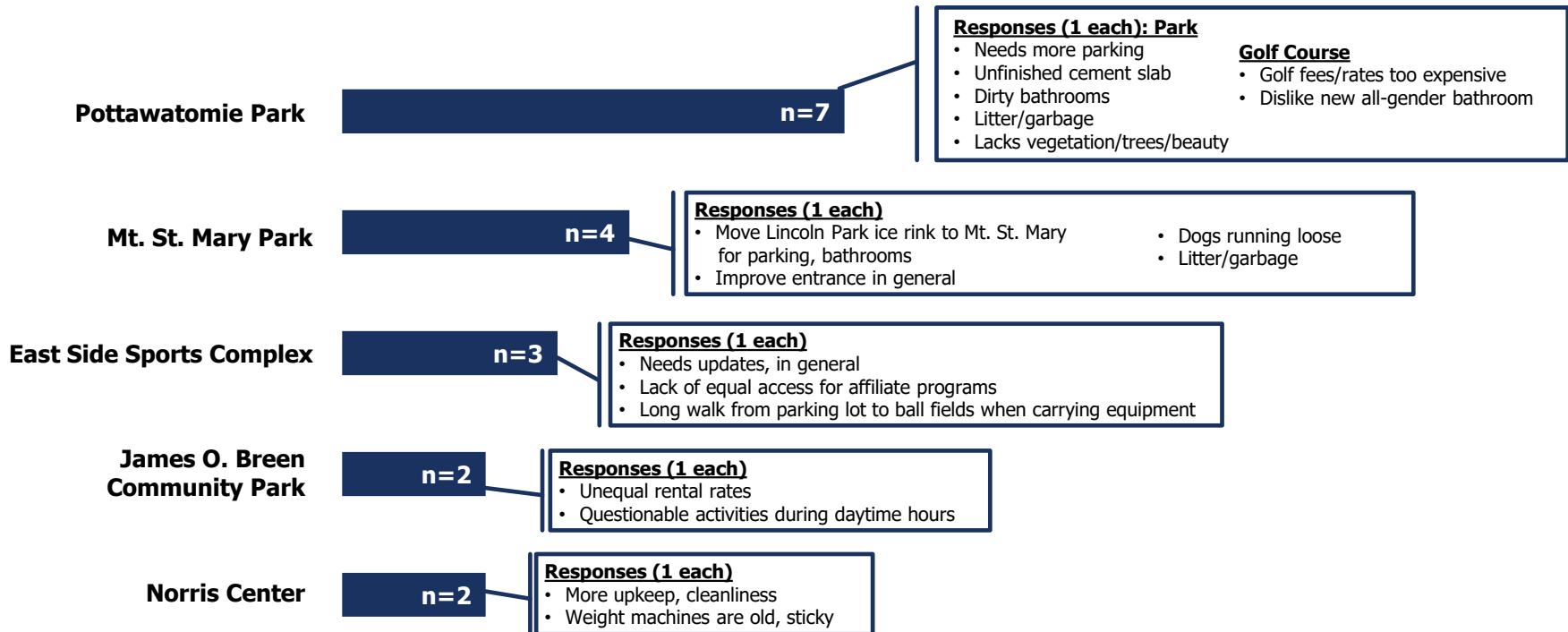
Differences by Subgroups: Satisfaction with Facilities/Parks

	Overall Avg. Rating (0-10)	Lower Satisfaction	Higher Satisfaction
Overall Experience	9.0	- SE region (8.8) - Hispanic (8.0, n=9)	- NW region (9.4)
Cleanliness, maintenance and upkeep	9.0	<i>< no statistically meaningful differences ></i>	
Overall safety	9.1	<i>< no statistically meaningful differences ></i>	
Overall access (parking, paths, entrances)	8.9	- SW region (8.7) - Lived in St. Charles 20-29 years (8.5)	- NW region (9.3) - Lived in St. Charles 10-19 yrs. (9.2)

Overall, 93% are satisfied with the facilities and parks. The relatively few (7%, n=31) who are dissatisfied cite a wide range of individual, specific issues and concerns.

- The few offering scattered responses mostly cite concerns over cleanliness/upkeep/litter, and or access (e.g., lack of parking, entrances, etc.).
- A few others specifically cited cleanliness or upkeep issues at Hunt Club Park, Persimmon Woods, Moody Park, and SCPD trails in general (n=1 response each; not shown below).

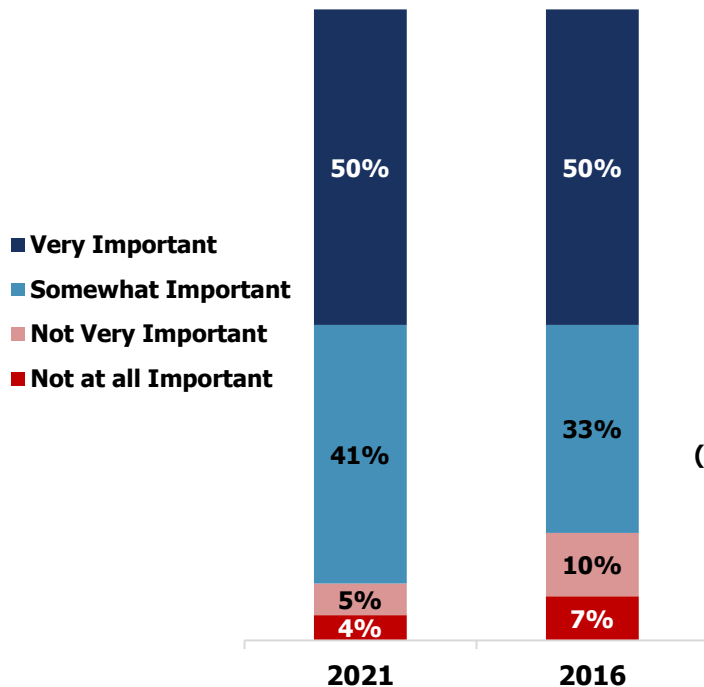
Reasons for Dissatisfaction with Facilities or Parks (top responses, unweighted n of cases)



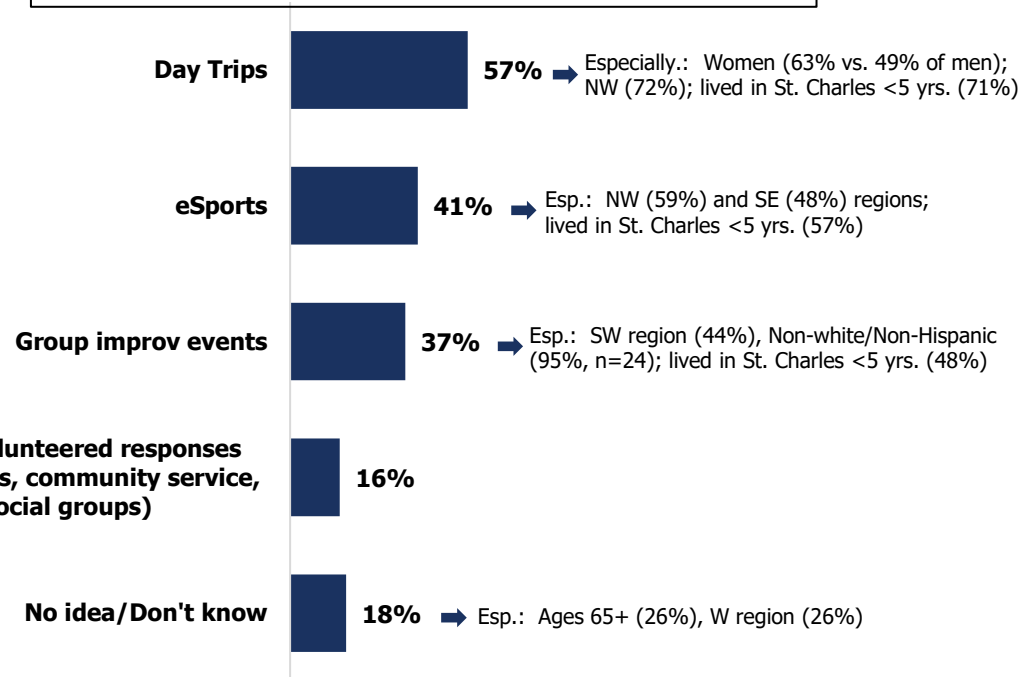
Most residents (91%) continue to feel that STC Underground Teen Center is a key community resource (up slightly from 84% in 2016).

- This strong opinion is held by a majority of all groups, though women are more likely to say that STC Underground is very important (59% vs. 38% of men), while men tend to describe it as somewhat important (51% vs. 33% of women).
 - Overall, only 9% feel it is not very important, an opinion that tends to come from those in the SE region (19%).
- Among suggested activities, day trips are considered of greatest interest to teens, followed by eSports and improv.

Importance of STC Underground Teen Center



What STC Underground Activities Would Interest Teens

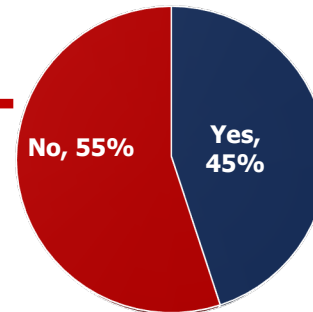


Nearly half (45%) are aware that the SCPD owns and manages Sportsplex.

- Knowledge differs most by age, with ages 45-54 and households with children most aware that SCPD owns Sportsplex. Those age 65+ and households without children are among the least aware.
- Eight percent of survey respondents report using Sportsplex (more likely to be men and households with children).

Differences by Subgroups: Awareness of SCPD Owning/Managing Sportsplex

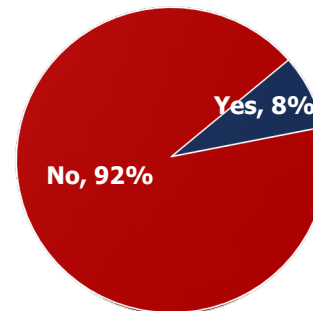
← Especially: Ages 55+ (67% said "no");
Asian (81%, n=8);
Lived in St. Charles <5 yrs. (70%);
Households without children (64%);
Non-SCPD members (78%)



➔ Especially: NE region (80% said "yes");
Ages 45-54 (64%);
Lived in St. Charles 5-9 yrs. (60%);
SCPD members (48%);
Households with children (60%);
Hispanic respondents (86% of n=10)

Differences by Subgroups: Recent usage of Sportsplex Amenities

← Reported by 81%+ of all segments



➔ Especially: Ages 35-54 (13%);
Men (12% vs. 4% of women);
White/Caucasian (9%) and Hispanic (10%)
respondents;
Households with children (19%);
Lived in St. Charles 5-19 yrs. (15%)

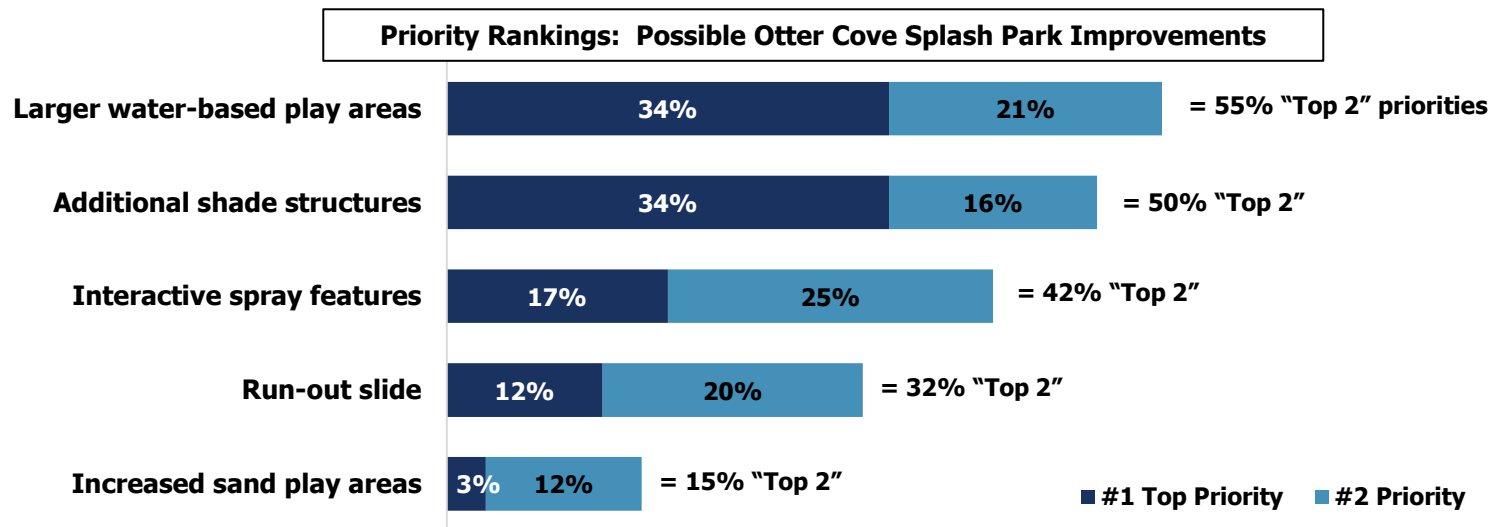
Specific Amenities/Activities at Sportsplex (n=21)

- Sports league/tournament/games (n=14)
- Athletic/sports training (n=5)
- Non-league sports activity (n=3)
- Drop-in program (n=3)
- Walking opportunity (n=2)

Q15. Are you aware that the Park District owns and manages Sportsplex?
Q16. Have you recently used the amenities at Sportsplex?
Q17. Which activities or amenities have you used at Sportsplex?

When asked about potential improvements at Otter Cove Splash Park, larger water-based play areas and more shade amenities are the top two choices.

- Nearly half (42%) also include interactive spray features as one of their top two priorities.
- About one third would like to see a run-out slide, and about half as many (15%) want to see more sand play areas (ranked lowest in priority).
- Overall, most residents are divided between seeking bigger water-based play opportunities or more shade structures, as each received 34% of the #1 top ranking.
 - Play areas tended to be most important to those age 35-44 (48% #1) and residents in the NW area (51%).
 - Shade structures are the top choice among residents ages 65+ (41% #1), and those without any children in the household (40%).

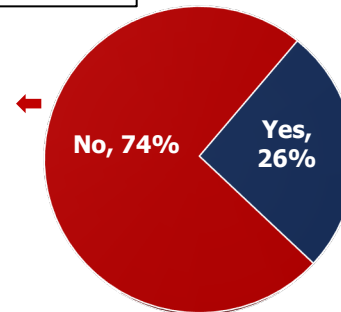


One in four residents (26%) report awareness of the new inclusive playground and sensory garden in Pottawatomie Park.

- Awareness is highest among women and those with children (at least 35% of whom know of this new facility).
- Nearly three in four residents overall (72%) would also like a sensory room added in the Pottawatomie Community Center, with women again expressing the most interest, along with residents under age 35 and in the SE area.

Differences by Subgroups: Awareness of Playground/Sensory Garden Opening in Pottawatomie Park This Year

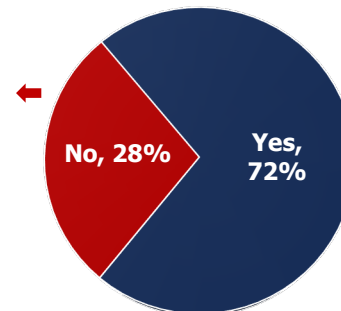
Especially: Men (86% say "no")
Households without children (81%)
Non-SCPD users/visitors (96%)



➔ Especially: Women (36% say "yes")
Households with children (35%)
SCPD users/visitors (28%)

Differences by Subgroups: Support Adding Sensory Room in Pottawatomie Community Center

Especially: Men (35% say "no")
Ages 55-64 (37%)
SW (32%) and E (39%) regions
Lived in St. Charles 20-29 yrs. (38%)

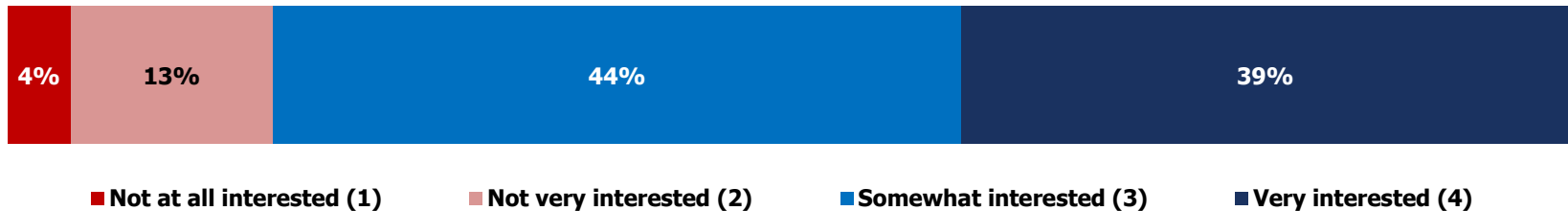


➔ Especially: Women (79% say "yes")
Under age 35 (84%)
SE region (85%)
Lived in St. Charles 10-19 yrs. (84%)

The vast majority of residents (83%) express interest in nature-themed programs and hands-on experiences (including 39% who are very interested).

- On a scale from 1-4, the average rating is 3.2 in terms of overall interest.
- Higher scores (greatest interest) tend to come from younger residents, those in the southern parts of St. Charles, SCPD users/visitors, and households with children.
- Those less interested (lower scores) tend to be older, SCPD users/visitors, and households without children.

Overall Interest in Nature-Themed Programs and Hands-on Experiences



Differences by Subgroups: Interest in SCPD Nature-Themed Programs

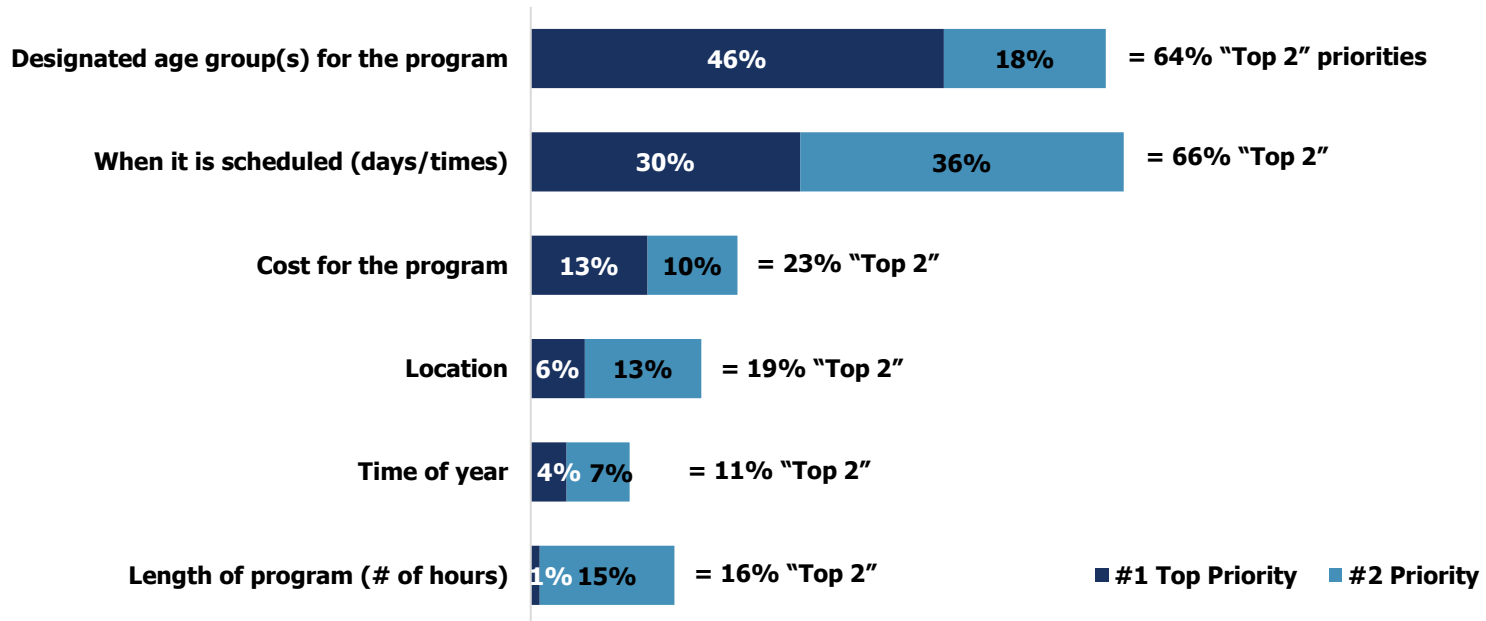
	Overall Avg. Rating (0-10)	Lower Interest	Higher Interest
Overall Interest	3.2	<ul style="list-style-type: none"> - Ages 45+ (3.0) - No children in household (3.1) - E (2.9), NW and W (3.0) regions - Non-SCPD users/visitors (2.8) 	<ul style="list-style-type: none"> - Under age 45 (3.5) - Households with children (3.4) - SW (3.3) and SE (3.4) areas - SCPD users/visitors (3.2) - Asians (4.0, n=7)

Q21. How interested are you or others in your household in the Park District's nature-themed programs, such as hands-on experiences with animals or educational programs for environmental topics or issues of interest (native plants, pollinators, recycling, etc.)?

Among those who are somewhat/very interested in nature-themed programs, actual attendance will mostly depend on the relevant ages intended for the program and the day/time that the event is scheduled.

- Far less important are the programs’ cost, location, time of year, or duration (amount of time).
- These priorities were generally consistent across all subgroups (no clear, consistent meaningful differences).

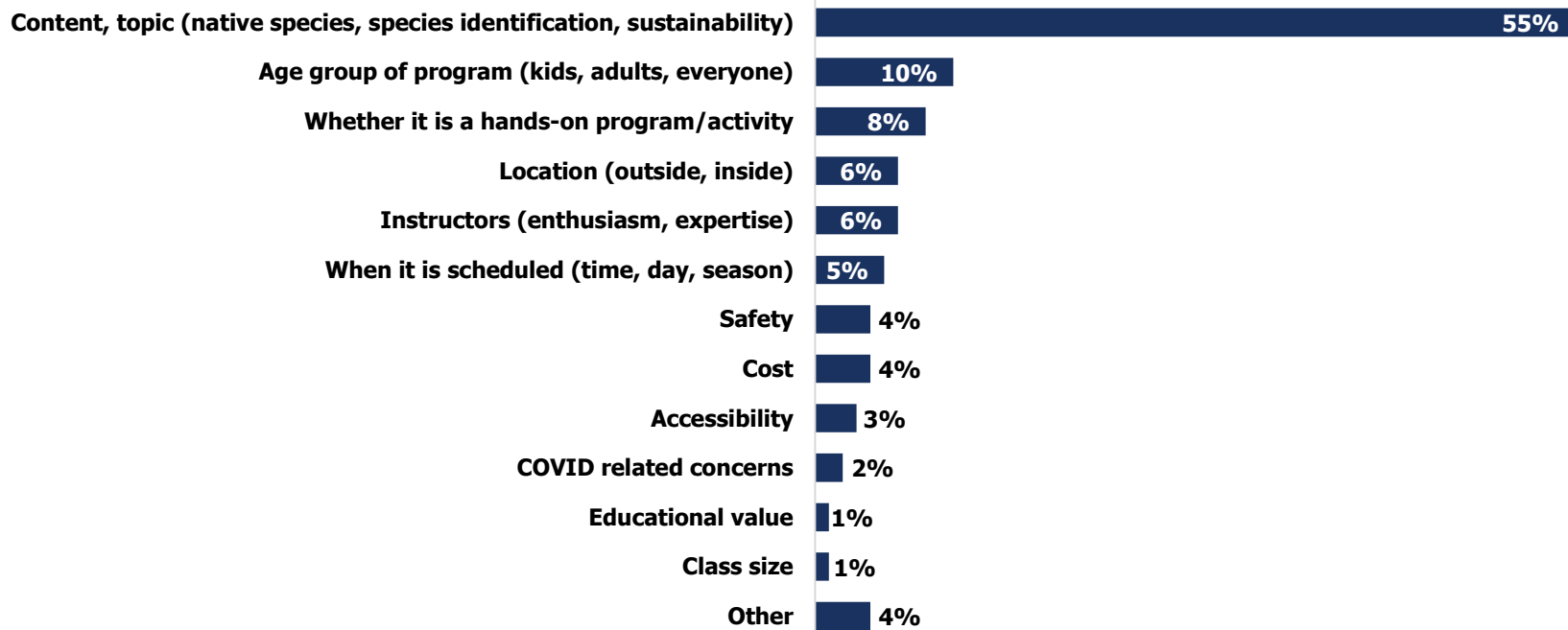
Priority Rankings: Decision Factors for Attending Nature-Themed Programs (n=311 somewhat or very interested in these programs)



Of those that did express interest in nature-themed programs, nearly a third offered up additional factors that are important in their decision making, most indicated the content or topic of the program.

- All other volunteered responses echoed some of the factors previously tested (e.g., age group, scheduling), and were cited far less often.

Other Key Decision Factors (open-ended) To Attend Nature-Themed Program (n=154)



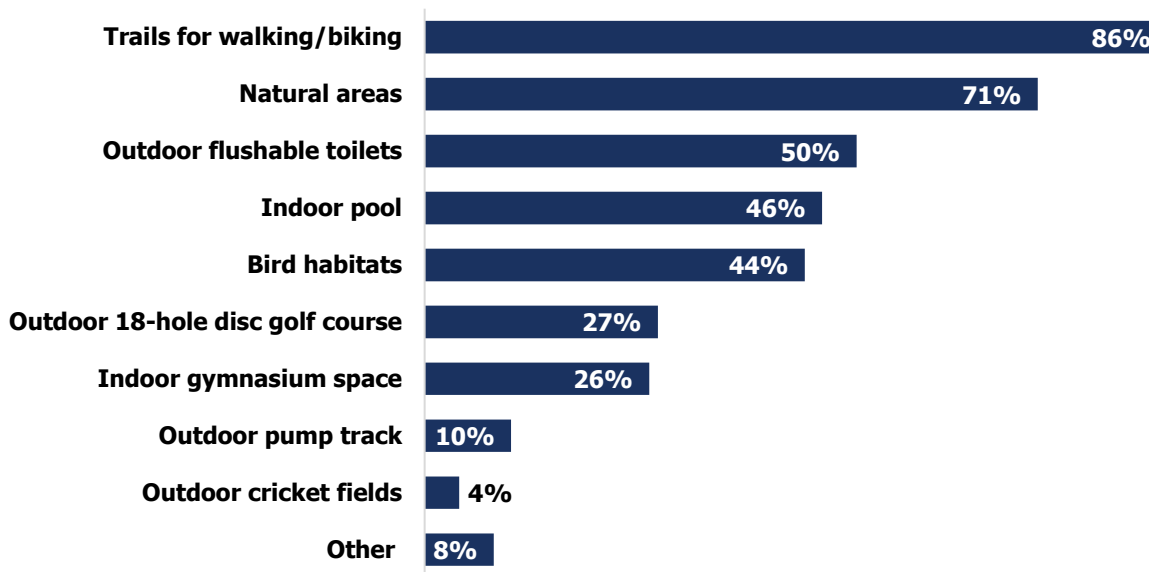


IV. Levels of Interest and Unmet Needs: Specific Facilities/Amenities

Residents continue to express strongest demand for outdoor passive opportunities like trails, natural areas, and (to a lesser extent) bird habitats.

- These results are consistent with the 2016 survey responses, when the top three areas of demand were trails (96% expressed a need/interest), natural areas (86%), and outdoor flushable toilets (62%).
 - The remaining items in the list below are new to the 2021 survey (not tested in 2016).
- While clear majorities express a need for trails and natural areas, roughly half also express interest in outdoor flushable toilets, and indoor pool, and/or bird habitats. Half as many (about one in four) cite a need or interest in an 18-hole disc golf course and indoor gym space.

**Recreational Facilities/Amenities of Interest/Need Among Residents (% "Yes")
(n=420)**



The top two areas of interest – trails and natural areas – are especially important to residents in the NE and SE regions, and to non-white residents.

- Women and households with children tend to be most interested in an indoor pool, while older adults and long-term area residents express the greatest need for a bird habitat.
- Among the second-tier amenities of interest (see next page), households with children consistently express higher-than-average interest in an 18-hole disc golf course, gym space, and an outdoor pump track.

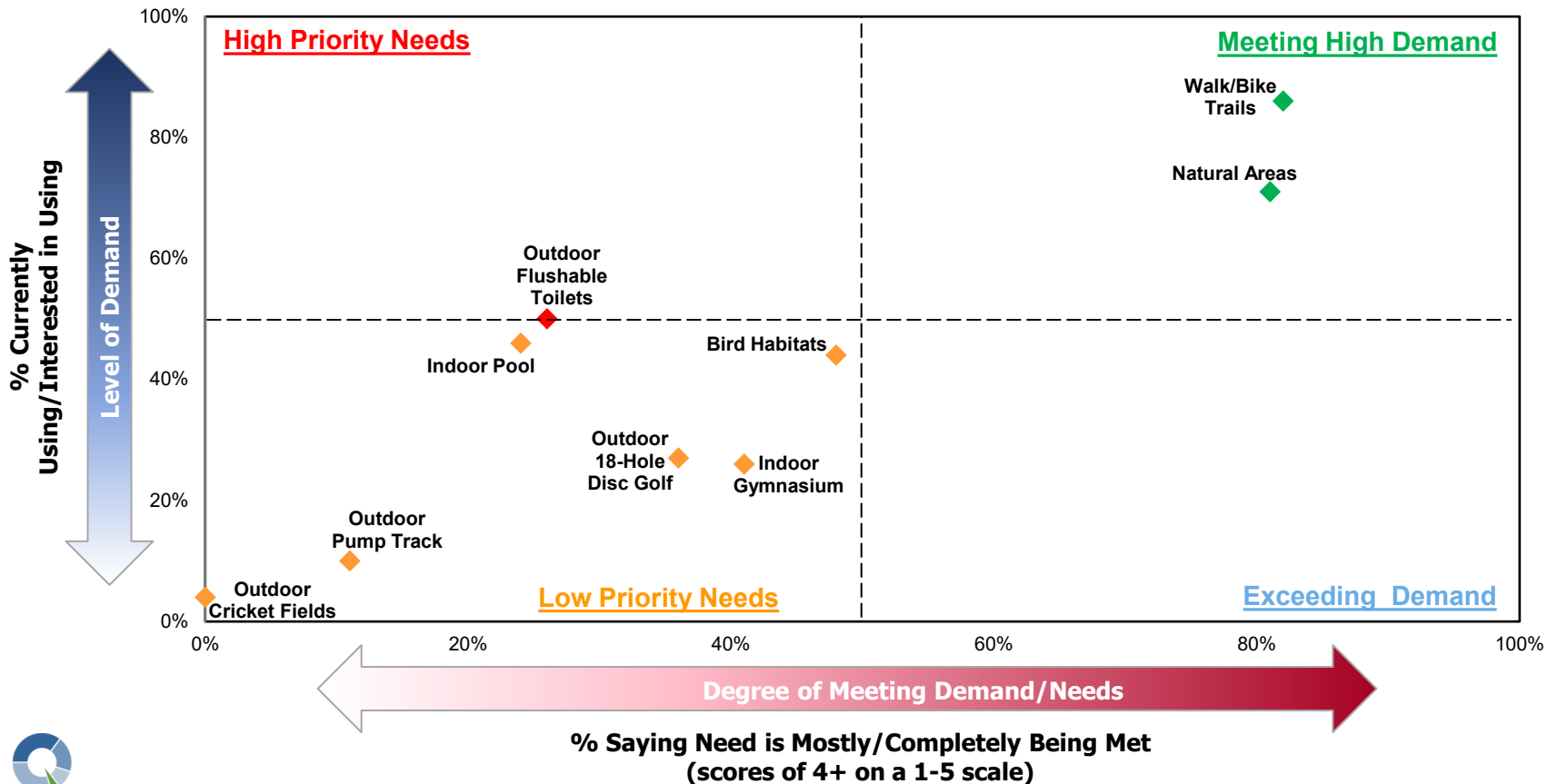
	Overall (n=420)	Most Likely to Express Interest/Need/Use
Walking/Biking Trails	86%	<ul style="list-style-type: none"> - NE (100%) and SE (94%) residents - Lived in St. Charles 20-29 yrs. (95%) - Asians (100%, n=7), Hispanics (100%, n=8)
Natural Areas	71%	<ul style="list-style-type: none"> - NE (93%) and SE (81%) regions - Under age 35 (85%) - Asians (100%, n=7)
Outdoor Flushable Toilets	50%	<ul style="list-style-type: none"> - Women (61% vs. 36% of men) - Asians (87%, n=7) - Lived in St. Charles <5 yrs. (56%) or 30+ yrs. (58%)
Indoor Pool	46%	<ul style="list-style-type: none"> - Women (52% vs. 38% of men) - Ages 35-44 (69%) - NW (59%) and NE (59%) residents - Lived in St. Charles 5-9 yrs. (53%) or 10-19 yrs. (60%) - Households with children (59%)
Bird Habitats	44%	<ul style="list-style-type: none"> - Ages 65+ (58%) - SW (55%) and SE (61%) residents - Lived in St. Charles <5 yrs. (56%) or 30+ yrs. (51%) - No children in household (51%)

Need/Interest for Indoor facilities (cont'd)

	Overall (n=420)	Most Likely to Express Interest/Need/Use
Outdoor 18-Hole Disc Golf Course	27%	<ul style="list-style-type: none"> - Men (38% vs. 19% of women) - Under age 35 (45%), 45-54 (34%) - Have children in household (36%) - Lived in St. Charles 10-19 yrs. (36%)
Indoor Gymnasium Space	26%	<ul style="list-style-type: none"> - NW (38%) and SE (33%) regions - Ages 35-44 (39%) - Asians (100%, n=7) - Have children in household (44%) - Lived in St. Charles <20 years (33%)
Outdoor Pump Track	10%	<ul style="list-style-type: none"> - NW (14%), NE (20%), and SE (18%) regions - Asians (77%, n=7) - Have children in household (16%) - Non-SCPD users/visitors (25%) - Lived in St. Charles <20 yrs. (15%)
Outdoor Cricket Fields	4%	<ul style="list-style-type: none"> - Asians (52%, n=7) - East region (9%) - Non-SCPD users/visitors (14%)

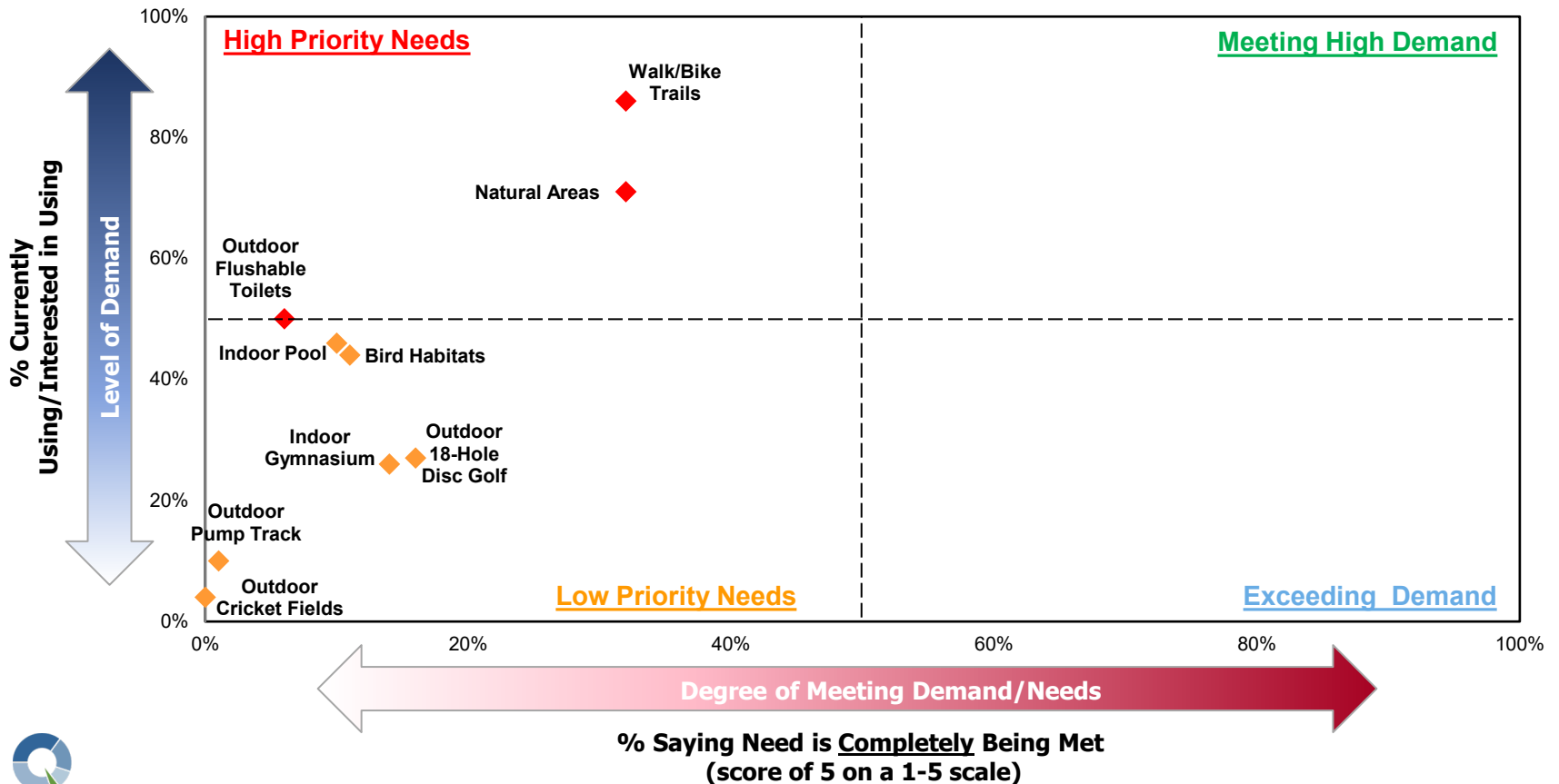
Quadrant analysis shows that the amenities in highest demand – trails and natural areas (highest on the vertical axis) – are already seen as mostly or completely available to those interested (highest degree of “meeting demand” on the horizontal axis).

- Facilities and amenities in the upper right are meeting high demand, while those in the upper left are the biggest unmet needs to potentially address. In other words, the top priorities that appear to have “gaps” are outdoor flushable toilets (consistent with 2016 findings), followed by an indoor pool and bird habitats.
- Other facilities/amenities tested are deemed lower priorities given fewer residents expressing a need or interest in each.



When focusing on those saying each feature of interest is completely meeting their need, the amenities obviously shift further “left” (wider gaps).

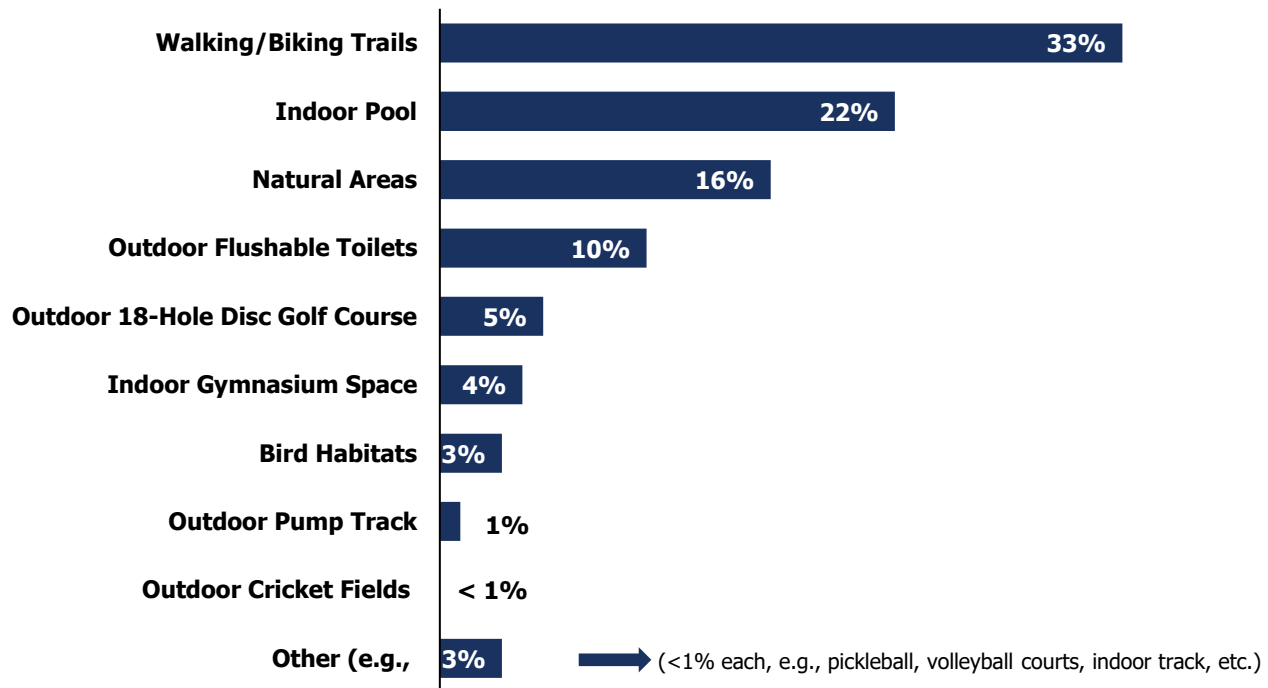
- In this analysis, less than 40% of those most interested in trails and natural areas feel their need for these amenities are completely being met.
- The “gap” is especially evident among those most interested in outdoor flushable toilets, indoor pool, and bird habitats (the second-tier facilities in terms of overall demand or interest).



As a follow-up question, when asked to identify the single top priority for the SCPD, trails remain the #1 response, but an indoor pool surpasses natural areas as #2.

- One in ten residents feel that outdoor flushable toilets should be the top priority. All other amenities tested received no more than 5% response.

Top Priority: Most Important Facility/Amenity For SCPD To Provide/Add/Improve (n=397)



Middle-aged adults (ages 45-64) and those without children are most interested in making trails the top priority, while an indoor pool garners the most support from women, ages 35-44, and households with children.

- The oldest residents tend to favor more focus on natural open space, while the youngest (along with men) are most interested in outdoor disc golf.

Differences by Subgroups: Top Priority

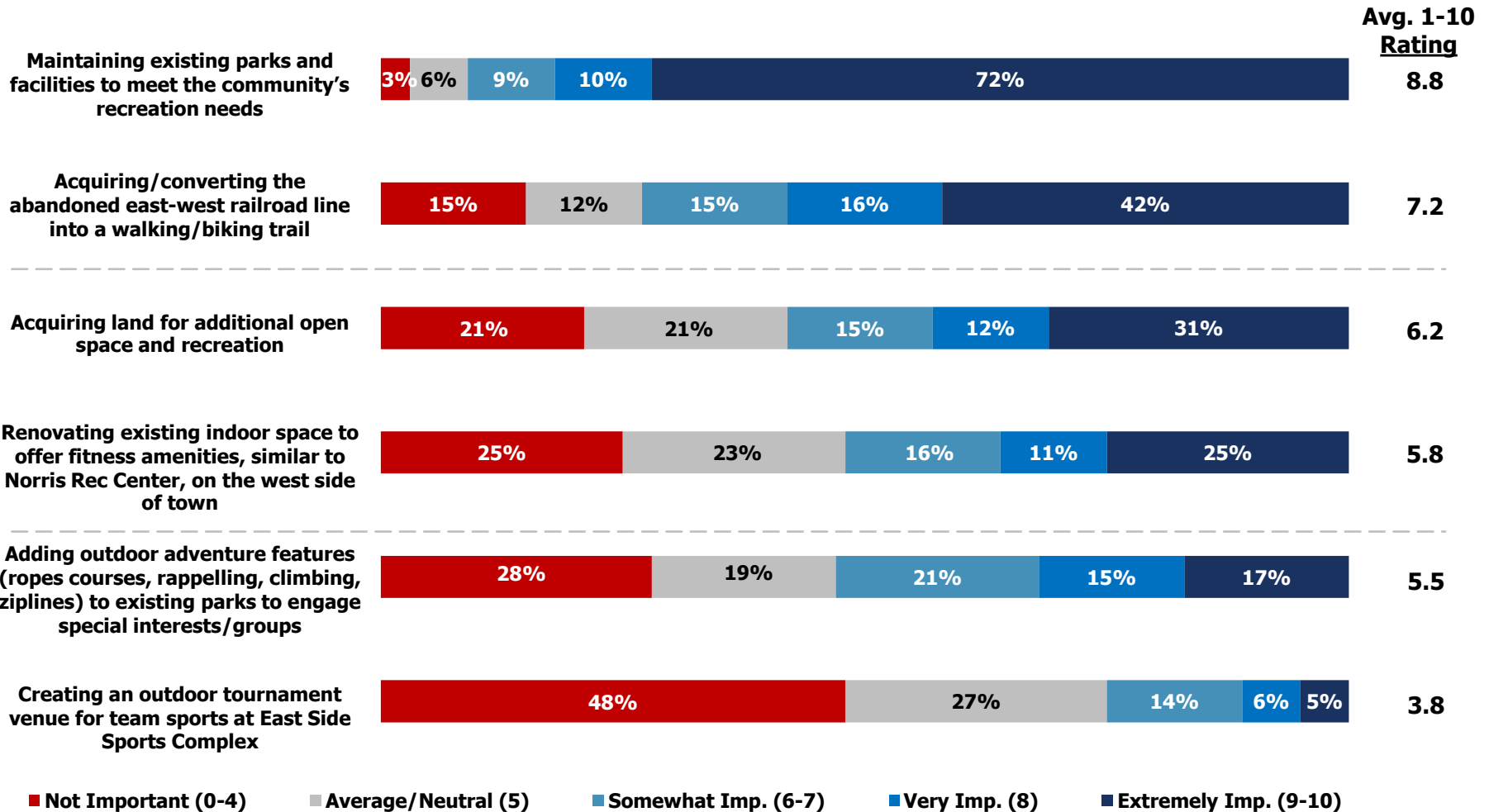
	Overall	Most Likely to Express Interest/Need/Use
Walking/Biking Trails	33%	<ul style="list-style-type: none"> - Ages 45-54 (38%), 55-64 (46%) vs. just 13% of those under age 35 - No children in household (41% vs. 22% of those with children)
Indoor Pool	22%	<ul style="list-style-type: none"> - Women (29% vs. 13% of men) - Ages 35-44 (38%) - NE region (46%) - Asians (67% of n=6) - Households with children (29% vs. 16% of those with no children) - Lived in St. Charles <5 yrs. (29%), 10-19 yrs. (29%)
Natural Areas	16%	<ul style="list-style-type: none"> - Ages 65+ (24%)
Outdoor Flushable Toilets	10%	<ul style="list-style-type: none"> - Ages 45-54 (18%) - West region (17%)
Outdoor 18-Hole Disc Golf Course	5%	<ul style="list-style-type: none"> - Men (9% vs. 2% of women) - Under age 35 (17%) - Lived in St. Charles <5 yrs. (10%)
Indoor Gymnasium Space	4%	<ul style="list-style-type: none"> - Ages 55-64 (9%) - Households with children (8% vs. 1% of those with no children)
Bird Habitats	3%	< no meaningful differences>
Outdoor Pump Track	1%	< no meaningful differences>
Outdoor Cricket Fields	<1%	< no meaningful differences>



V. Potential Facility, Program, and Initiatives



From a list of potential projects and improvements, maintaining existing parks and facilities is clearly deemed most important overall, followed by converting the former Union Pacific railroad line for trails, and acquiring additional open space.



Q25. Below is a list of potential St. Charles Park District goals or initiatives. Knowing these goals could mean higher costs or property taxes, please rate the importance of each, using a 0 to 10 scale.

Most of the top priorities are especially favored by middle-aged to older adults, along with current SCPD users/visitors.

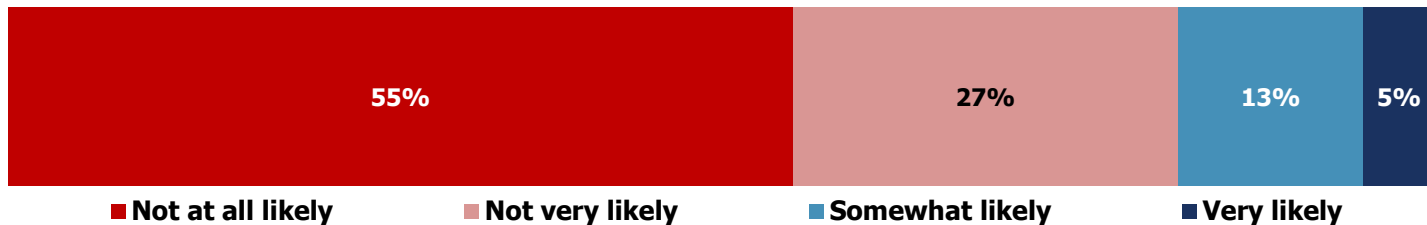
- All segments agree that the top priority is maintaining existing assets. Its lowest rating from any group is 7.5 (from non-SCPD users/visitors), which is higher (more important) than the overall average score for any other improvement tested.
- Renovating Norris Rec Center and adding an outdoor adventure facility are deemed somewhat important (slightly above neutral average scores) and tend to be supported most by younger adults and those in the NW area.

Improvement Option	Average Rating (0-10 scale)	Lower Than Avg. Ratings (lower priority)	Higher Than Avg. Ratings (higher priority)
Maintaining existing parks and facilities to meet the community's recreation needs	8.8	- Ages 35-44 (8.3) - Non-SCPD users/visitors (7.5)	- Ages 45-54 (9.3) - SCPD users/visitors (8.9) - Asians (9.9, n=7)
Acquiring/converting the abandoned east-west railroad line into a walking/biking trail	7.2	- Under age 45 (6.4) - Households with children (6.5) - Non-SCPD users/visitors (5.7)	- Ages 45-64 (7.9) - No children in household (7.6) - SCPD users/visitors (7.3)
Acquiring land for additional open space and recreation	6.2	- Ages 35-44 (5.9) - Non-SCPD users/visitors (4.7) - Asians (5.6, n=7)	- Ages 45-54 (7.3) - White/Caucasian residents (6.5) - SCPD users/visitors (6.4)
Renovating existing indoor space to offer fitness amenities, similar to Norris Rec Center, on the west side of town	5.8	- Ages 35-44 (4.7) - E (4.8) and SE (4.8) regions	- Under age 35 (6.5), 55-64 (6.5) - NW (7.0) and W (6.2) regions
Adding outdoor adventure features (ropes courses, rappelling, climbing, ziplines) to existing parks to engage special interests/groups	5.5	- Ages 65+ (4.1) - Lived in St. Charles 20+ yrs. (4.8) - No children in household (4.8) - Non-SCPD users/visitors (3.5) - W region (4.3)	- Ages 35-54 (6.5) - Households with children (6.7) - Lived in St. Charles 5-19 yrs. (6.1) - SCPD users/visitors (5.7) - NW region (7.0)
Creating an outdoor tournament venue for team sports at East Side Sports Complex	3.8	- Under age 35 (2.8) - Lived in St. Charles <5 yrs. (2.9) - W (2.9) and SW region (3.1)	- Ages 45-54 (4.2), 55-64 (4.4) - Lived in St. Charles 10-19 yrs. (4.7) - NW (4.7), NE (4.6) and E regions (4.4)

Residents express little interest in using community gardens at River Bend Community Park.

- A majority (55%) are not at all likely to use these community gardens, and another 27% are not very likely to do so.
- Just under one in five residents (18%) express at least some interest, but most of this is “soft” with 13% only somewhat likely vs. 5% who are very likely.
- Those who tend to be somewhat/very likely to rent a plot at this location live in the NE (35% vs. 18% overall) and NW regions (25%).

Likelihood of Renting Community Garden Plot at River Bend Community Park

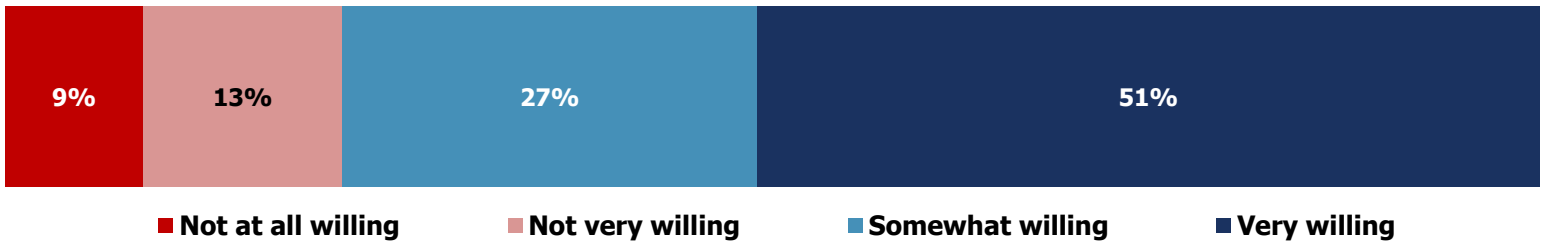


Q28. If the St. Charles Park District were to provide community garden plots at River Bend Community Park in northwest St. Charles, how likely would you be to rent a plot?

A clear majority of residents are willing to “carry-in/carry-out” their trash when using larger SCPD locations.

- Overall, 78% are at least somewhat willing to participate in this practice including 51% who are very willing to do so.
- Willingness is highest among:
 - Ages 55-64 (85% somewhat/very willing vs. 78% overall) and 65+ (90%)
 - Residents in the NW (82%) and SE (95%) regions.

Willingness to Participate in “Carry-In/Carry-Out” Garbage Initiative



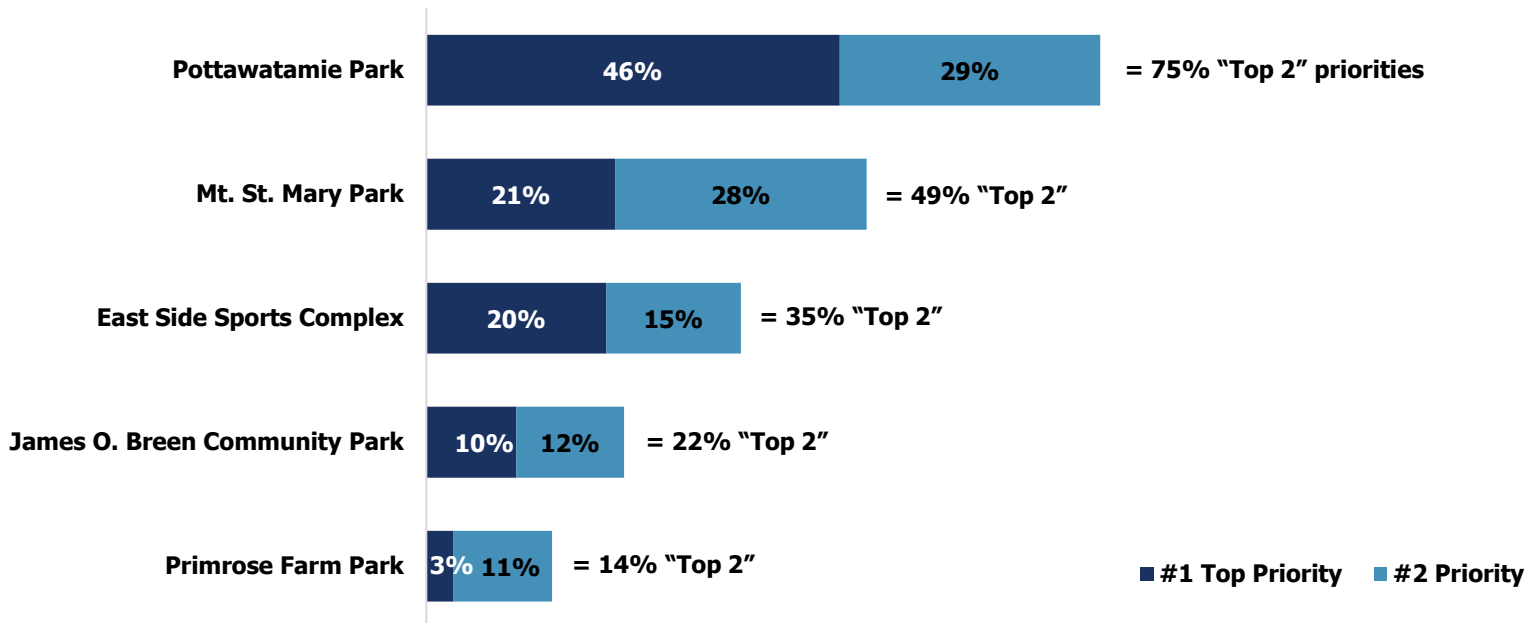
Q29. One issue facing the St. Charles Park District is the collection of garbage and recyclables at some of its larger outdoor locations, like the East Side Sports Complex and James O. Breen Community Park. The amount of garbage and recyclables at these locations impacts maintenance time, critter control (rodents, raccoons, etc.), park beautification and overall costs.

If a “carry-in/carry-out” approach was put in place at larger Park District outdoor locations, how willing would you be to take your personal garbage with you after using/visiting these parks to deposit at home?

Providing Wi-Fi access would be most appreciated at Pottawatomie Park, followed by Mt. St. Mary Park. Roughly a third include connectivity at East Side Sports Complex among their top-two priorities for Wi-Fi.

- Pottawatomie Park tended to be a top choice for Wi-Fi capabilities across all groups, regardless of region.
- Half of all respondents (49%) included Mt. St. Mary Park as one of their top choices for Wi-Fi, with especially strong responses from those in the W (60%) and SW (61%) regions.
- Ages 65+ also tended to favor Wi-Fi at those two locations more than average. Ages <45 were more in favor of being connected at East Side Sports Complex.

Priority Rankings: Preferred Wi-Fi Connectivity at Specific SCPD Parks

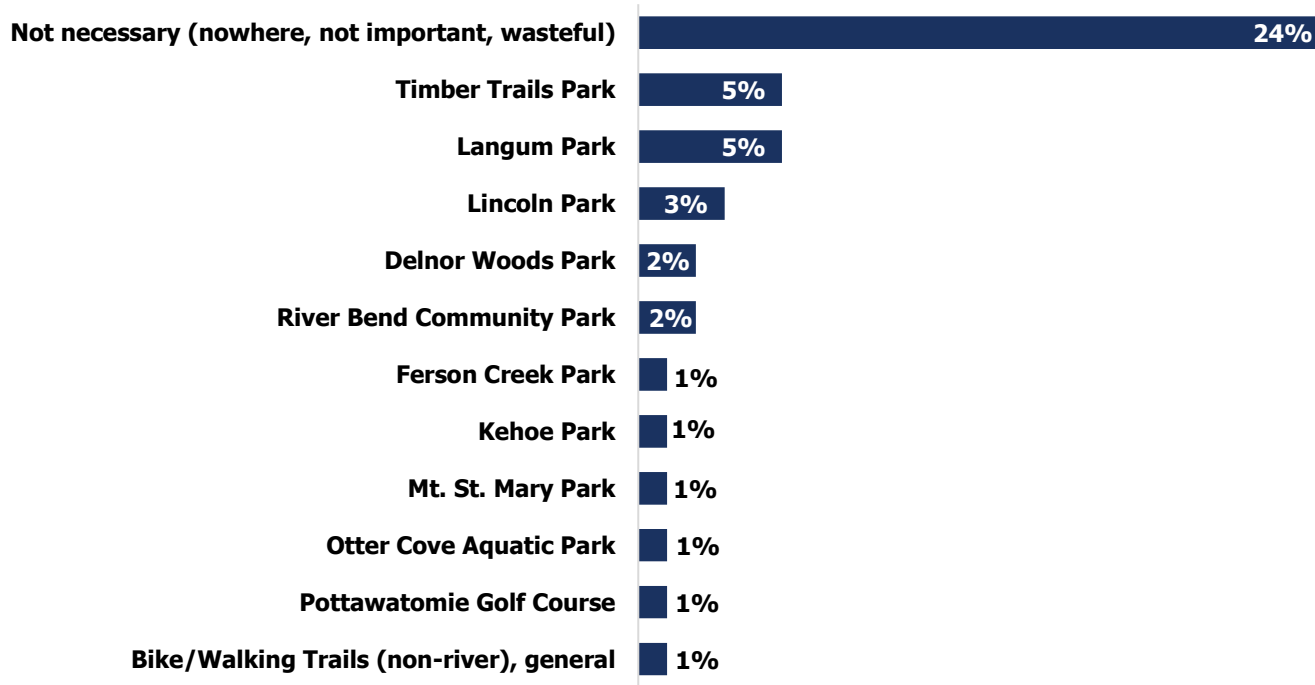


Q30. The Park District currently offers wireless connectivity (free Wi-Fi) within all of its buildings and is considering extended this service into some park locations. Please rank in order of importance your desire for Wi-Fi in the following park locations.

Aside from the parks tested (previous page), up to 5% volunteered other locations that they would like to be Wi-Fi (connected), most often Timber Trails and Langum Parks.

- Still, one in four of those responding to this question feel Wi-Fi in local parks is unnecessary.

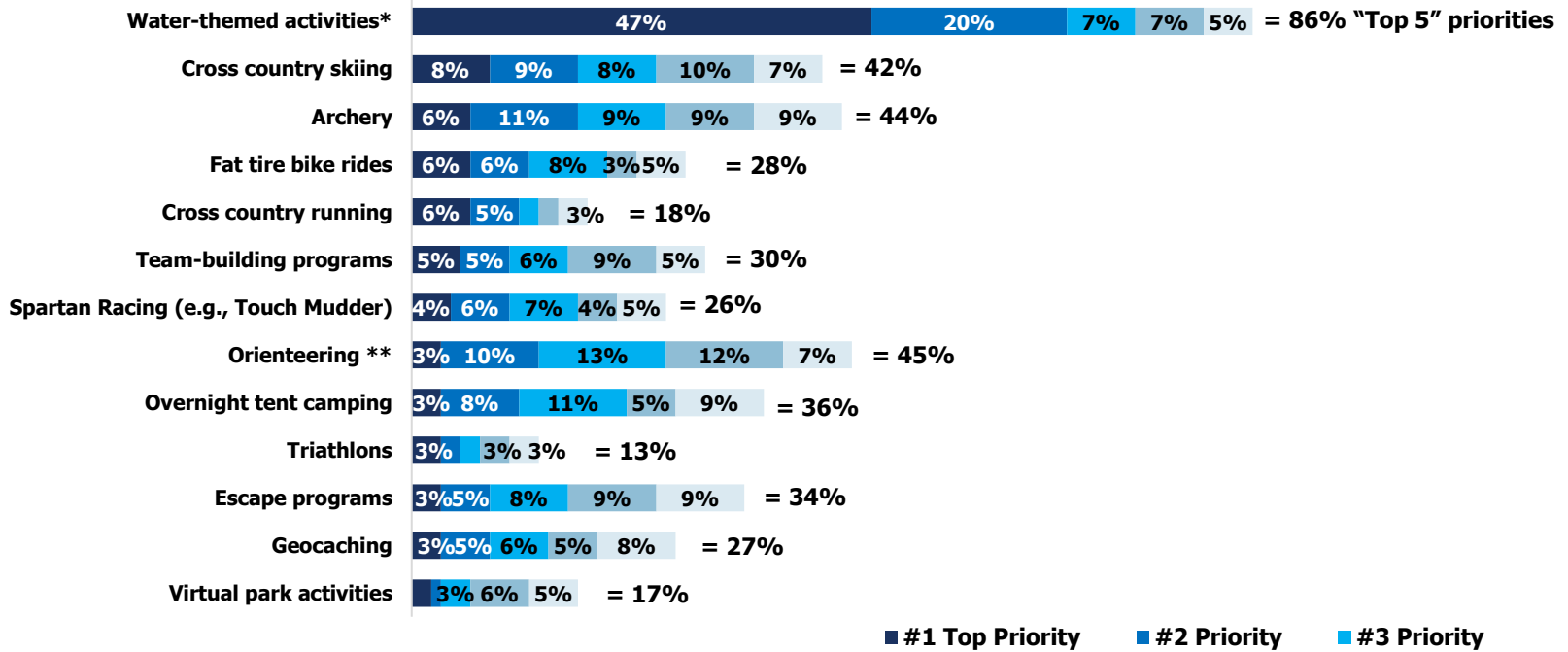
**Other (Open-ended) Preferences for Wi-Fi Capability in Parks
(n=212)**



From a list of potential outdoor opportunities, water-themed activities generate the most interest by far. A few others represent second-tier priorities (cross-country skiing, archery, orienteering), followed by overnight camping and escape programs.

- Note that several of these (orienteering, overnight camping, escape programs) were seldom mentioned as a #1 priority, but picked up more response as second and third priorities from the overall list.

**Priority Rankings: Interest in Outdoor Adventure Activities
(rank ordered by % of #1 responses)**



* (e.g., kayaking, stand up paddle boarding, canoeing, rowing)
 ** (e.g., races/challenges involving navigating through unfamiliar areas/terrains)

Interest in the outdoor activities generating the top priority rankings differs largely by age and gender, and whether there are children in the household. Note especially that non-SCPD users/visitors are most interested in water-themed and escape programs.

Outdoor Adventure Activity	% #1 Response	% Top 3 Response	% Top 5 Response
Water-themed Activities	<p>47% Overall</p> <ul style="list-style-type: none"> - Women (54% vs. 39% of men) - Under age 35 (65%) - Lived in St. Charles < 5 yrs. (65%) - Asians (93% of n=7) - Non-SCPD users/visitors (78%) 	<p>74% Overall</p> <ul style="list-style-type: none"> - Women (81% vs. 65% of men) 	<p>86% Overall</p> <ul style="list-style-type: none"> - Women (93% vs. 77% of men) - Ages 45-54 (93%), 55-64 (90%) - NE region (96%)
Orienteering	<p>3% Overall</p>	<p>27% Overall</p> <ul style="list-style-type: none"> - Men (34% vs. 22% of women) 	<p>45% Overall</p> <ul style="list-style-type: none"> - Men (53% vs. 39% of women) - NW (60%) and SW regions (51%) - White/Caucasian residents (46%) - SCPD users/visitors (46% vs. 20% of non-users)
Archery	<p>6% Overall</p>	<p>26% Overall</p> <ul style="list-style-type: none"> - Under age 35 (53%) - Lived in St. Charles < 5 yrs. (44%) - Children in household (32%) 	<p>44% Overall</p> <ul style="list-style-type: none"> - Under age 35 (70%) - Lived in St. Charles < 10 yrs. (53%) - SW region (49%)
Cross country skiing	<p>8% Overall</p> <ul style="list-style-type: none"> - Ages 45+ (10%) - No children in household (12%) - Lived in St. Charles 20-29 yrs. (19%) 	<p>25% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (44%) 	<p>42% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (58%) - Lived in St. Charles 20-29 yrs. (51%)
Overnight tent camping	<p>3% Overall</p>	<p>23% Overall</p> <ul style="list-style-type: none"> - Under age 35 (33%) - Children in household (28%) 	<p>36% Overall</p> <ul style="list-style-type: none"> - Children in household (45%)
Escape programs	<p>3% Overall</p> <ul style="list-style-type: none"> - Ages 35-44 (12%) - Lived in St. Charles < 5 yrs. (6%) 	<p>16% Overall</p> <ul style="list-style-type: none"> - Women (20% vs. 12% of men) - Lived in St. Charles 5-9 yrs. (26%) - Non-SCPD users/visitors (39%) 	<p>34% Overall</p> <ul style="list-style-type: none"> - Ages 35-44 (45%) - NW region (47%)

For most of the remaining activities tested (lower interest/priorities), gender, age, and presence of children still tend to generate specific areas of interest more than others.

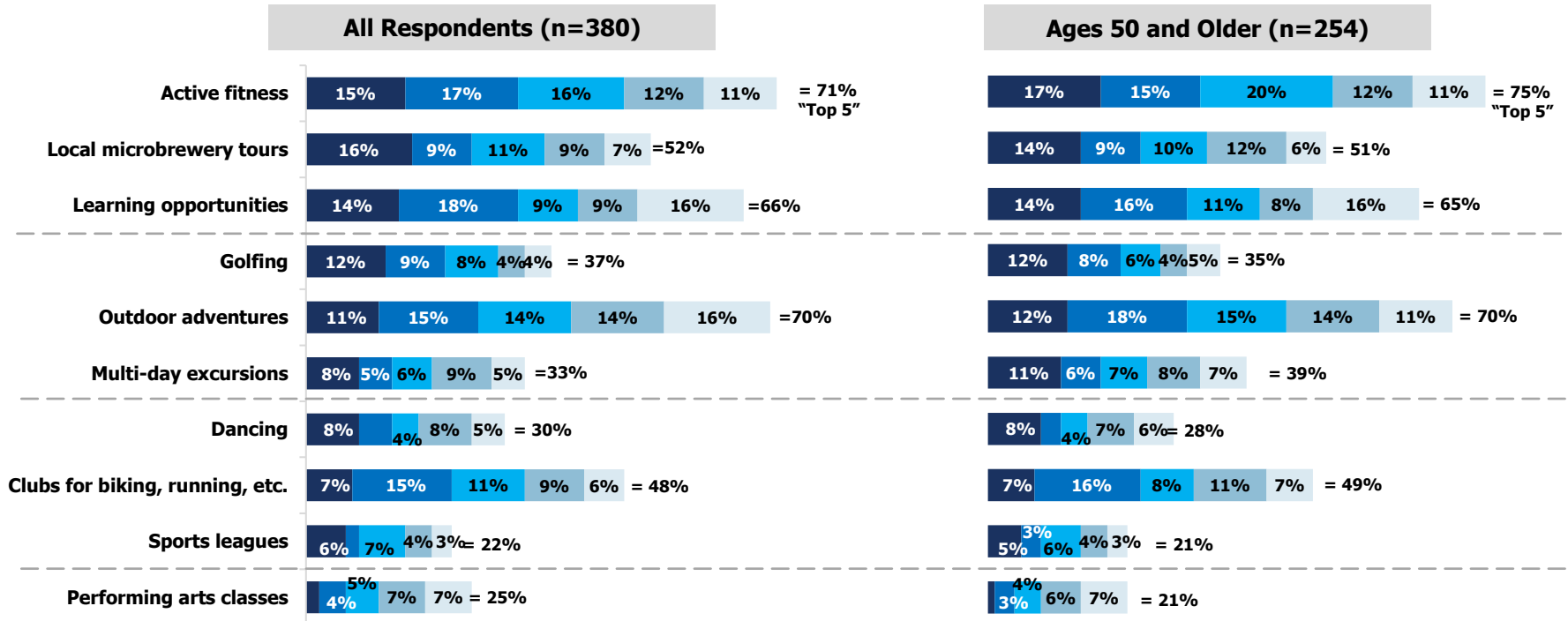
Outdoor Adventure Activity	% #1 Response	% Top 3 Response	% Top 5 Response
Team-building programs	6% Overall - Lived in St. Charles 5-9 yrs. (14%)	16% Overall - Ages 35-44 (27%) - Children in household (22%)	30% Overall - Children in household (39%)
Fat tire bike rides	6% Overall - No children in household (8%)	21% Overall - Men (26% vs. 17% of women) - Ages 45-54 (27%), 55-64 (31%) - Lived in St. Charles 20-29 yrs. (26%), 30+ yrs. (33%) - No children in household (28%)	28% Overall
Geocaching	3% Overall	14% Overall	27% Overall
Spartan racing (e.g., obstacle course races like Tough Mudder)	4% Overall - Ages 45-54 (11%)	17% Overall - Men (25% vs. 12% of women) - Ages 35-44 (24%), 45-54 (28%) - SW region (25%)	26% Overall
Cross country running	6% Overall	12% Overall	18% Overall
Virtual park activities	2% Overall	6% Overall - Women (10% vs. 1% of men) - Lived in St. Charles 20-29 yrs. (12%)	17% Overall
Triathlons	3% Overall - Men (6% vs. 0% of women)	7% Overall	15% Overall



Regarding activities offered by the Adult Activity Center, learning opportunities and outdoor adventures are top priorities among SCPD households overall, and also residents ages 50 and older.

- While golfing, multi-day excursions, and dancing received relatively high levels of #1 responses, their overall top 5 priority rankings tend to be much lower.

**Priority Rankings: Interest in Adult Activity Center Activities
(rank ordered by % of #1 responses)**



Focusing specifically on residents ages 50+, the top priorities remain active fitness, outdoor adventures, and learning opportunities. Nearly half (49%) include activity clubs among their "top 5", which is also the #1 choice among non-SCPD users/visitors.

➤ Similar tables showing differences for all respondents (including adults under 50) are provided in the Appendix.

Adult Activity Center Activity	% #1 Response	% Top 3 Response	% Top 5 Response
Active Fitness	<p>17% Overall</p> <ul style="list-style-type: none"> - Lived in St. Charles < 5 yrs. (30%) - SCPD user/visitor (18%) 	<p>51% Overall</p> <ul style="list-style-type: none"> - SCPD user/visitor (54%) 	<p>75% Overall</p>
Outdoor adventures	<p>12% Overall</p> <ul style="list-style-type: none"> - Lived in St. Charles 30+ yrs. (17%) - SE region (32%) 	<p>45% Overall</p> <ul style="list-style-type: none"> - NE (68%), SW (52%) and SE regions (57%) 	<p>70% Overall</p>
Learning opportunities	<p>14% Overall</p> <ul style="list-style-type: none"> - Women (20% vs. 8% of men) 	<p>41% Overall</p> <ul style="list-style-type: none"> - Women (52% vs. 29% of men) - Lived in St. Charles 30+ yrs. (49%) 	<p>65% Overall</p> <ul style="list-style-type: none"> - Women (80% vs. 48% of men) - Ages 65+ (75%)
Local microbrewery tours	<p>14% Overall</p>	<p>33% Overall</p> <ul style="list-style-type: none"> - West region (59%) 	<p>51% Overall</p> <ul style="list-style-type: none"> - West region (67%) - Lived in St. Charles <5 yrs. (61%), 20+ yrs. (56%) - Ages 50-64 (58%)
Clubs for group biking, running, etc.	<p>7% Overall</p> <ul style="list-style-type: none"> - Non-SCPD users/visitors (26% vs. 5% of users/visitors) 	<p>31% Overall</p> <ul style="list-style-type: none"> - Ages 50-54 (45%), 55-64 (34%) - Lived in St. Charles 10-19 yrs. (49%) 	<p>49% Overall</p> <ul style="list-style-type: none"> - Ages 50-54 (64%), 55-64 (52%) - Lived in St. Charles 10-19 yrs. (71%)
Multi-day excursions	<p>11% Overall</p>	<p>24% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (35%) - Lived in St. Charles 30+ yrs. (35%) 	<p>39% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (51%) - Lived in St. Charles 30+ yrs. (58%) - SW (50%) and NE regions (62%)

Among lower-priority activities (among adults ages 50+), men tend to express more interest in golf and sports leagues, while women tend to favor dancing activities.

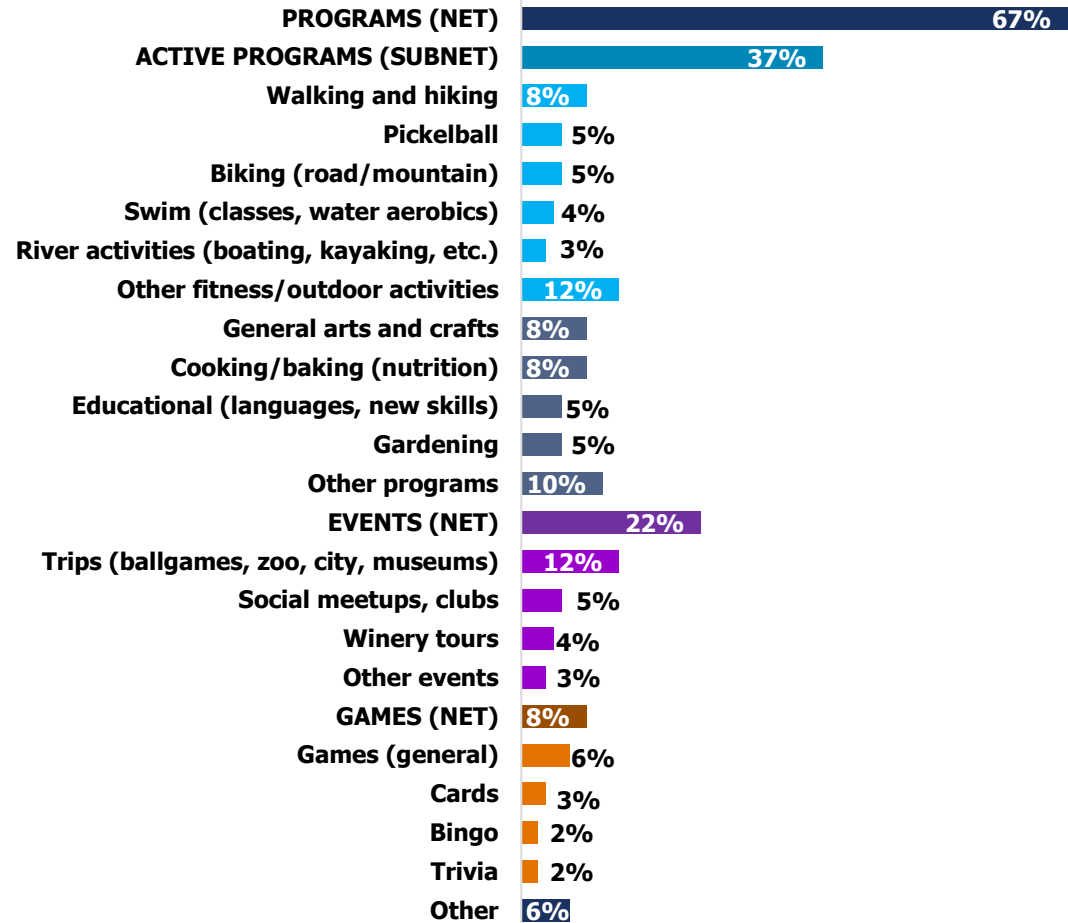
- Note that sports leagues through the Adult Activity Center would be of greatest interest among those age 50-64. Residents ages 65+ expressed lower than average interest.

Adult Activity Center Activity	% #1 Response	% Top 3 Response	% Top 5 Response
Golfing	<p>12% Overall</p> <ul style="list-style-type: none"> - Men (20% vs. 5% of women) - Lived in St. Charles 5-9 yrs. (27%), 30+ yrs. (16%) 	<p>26% Overall</p> <ul style="list-style-type: none"> - Men (37% vs. 17% of women) - E region (35%) 	<p>35% Overall</p> <ul style="list-style-type: none"> - Men (47% vs. 25% of women) - E region (43%) - SCPD users/visitors (37%)
Dancing	<p>8% Overall</p> <ul style="list-style-type: none"> - Women (12% vs. 3% of men) - NE region (35%) - Lived in St. Charles 10-19 yrs. (18%) 	<p>15% Overall</p> <ul style="list-style-type: none"> - Women (22% vs. 7% of men) - Ages 55-64 (29%) - NE (35%) and SW regions (23%) 	<p>28% Overall</p> <ul style="list-style-type: none"> - Ages 55-64 (38%) - Lived in St. Charles 20-29 yrs. (35%) - Women (34% vs. 21% of men)
Sports leagues	<p>5% Overall</p> <ul style="list-style-type: none"> - Men (9% vs. 1% of women) - SW region (8%) - Ages 50-64 (7%) 	<p>14% Overall</p> <ul style="list-style-type: none"> - Men (24% vs. 6% of women) - Ages 50-64 (21%) 	<p>21% Overall</p> <ul style="list-style-type: none"> - Men (33% vs. 11% of women) - Ages 50-54 (34%), 55-64 (25%) - Lived in St. Charles 5-9 yrs. (42%)
Performing arts classes	<p>1% Overall</p>	<p>9% Overall</p>	<p>21% Overall</p> <ul style="list-style-type: none"> - SW region (33%)

Over a third of all respondents offered Adult Activity Center ideas that would interest themselves or family members ages 50 and older.

- Most of these are active programs, usually hiking, pickleball, biking, and/or swimming, followed by more passive or general interest programs such as arts and crafts, cooking, gardening, etc.
- Events (including trips/tours) were cited by just over one in five respondents.

Other Activities (Open-Ended) That Would Interest Adults 50+ (n=173)



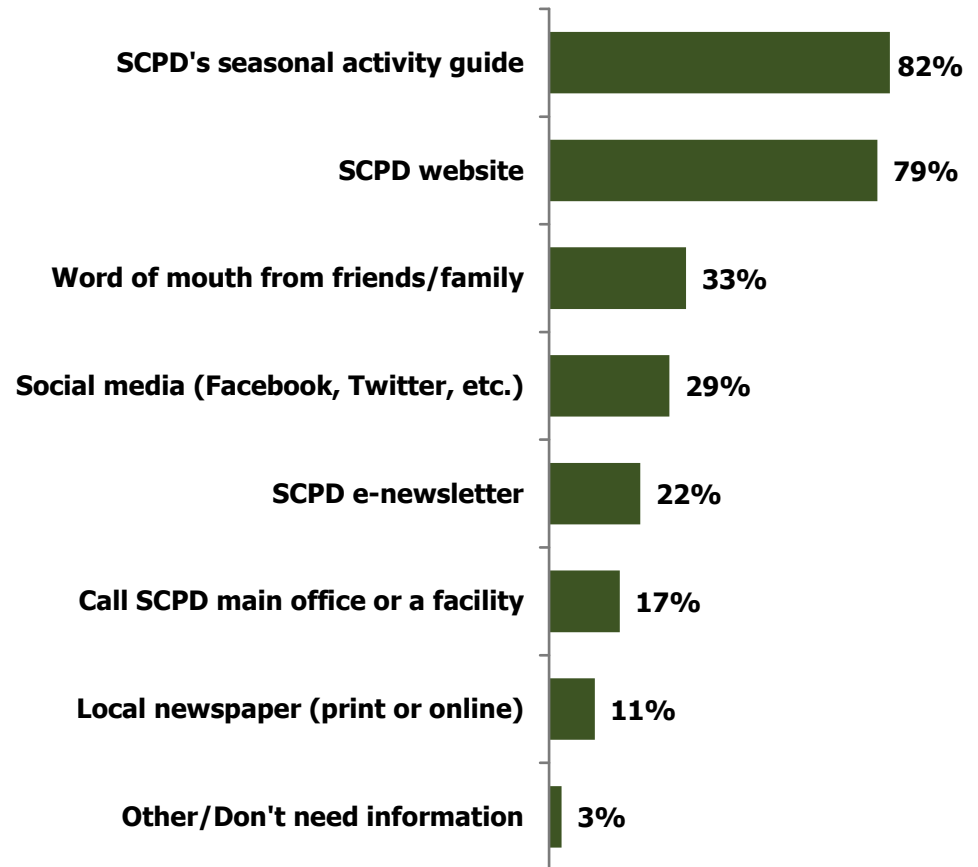


VI. Information Sources

Local residents rely on multiple sources for SCPD information, especially the District's seasonal activity guide and website.

- Roughly four out of five cite each of these as a current source of SCPD information. All other sources are mentioned by no more than a third of respondents.
- As outlined on the next page, ages 35-44 tend to seek information from multiple sources (activity guide, website, word of mouth, social media), more than average.
- Those under age 35 also report using social media more than average, while ages 65+ are most likely to rely on local news sources.

Most Used Current Sources for SCPD Information (n=409)



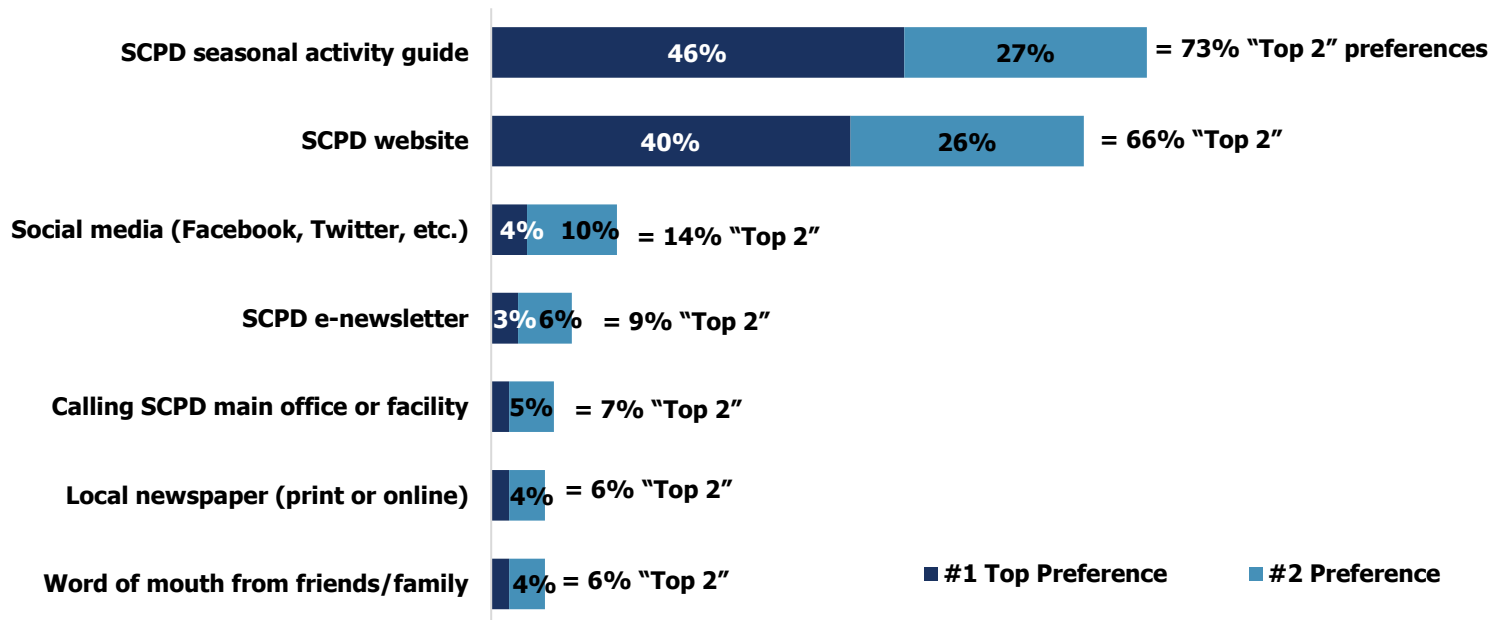
Significant Differences by Information Sources (multiple responses)

Source of Information	Mentioned most often by...
SCPD seasonal activity guide (82% overall)	<ul style="list-style-type: none"> - Ages 35-44 (93%) - NW (91%) and SE regions (91%) - Children in household (88%)
SCPD website (79%)	<ul style="list-style-type: none"> - Ages 35-44 (93%), 55-64 (85%) - NE region (92%) - Non-white residents (89%) - Lived in St. Charles 5-9 yrs. (90%)
Word of mouth from family, friends, neighbors (33%)	<ul style="list-style-type: none"> - Ages 35-44 (52%) - SCPD users/visitors (34%) - NW (45%) and SE regions (39%) - Households with children (44%)
Social media (22%)	<ul style="list-style-type: none"> - Women (33% vs. 22% of men) - Under age 35 (53%), 35-44 (31%) - W (35%) and SW regions (34%) - Children in household (36%)
SCPD e-newsletter (22%)	<ul style="list-style-type: none"> - SE region (36%)
Calling SCPD main office or facility (17%)	<ul style="list-style-type: none"> - SCPD users/visitors (18%)
Local newspaper (11%)	<ul style="list-style-type: none"> - Ages 65+ (27%) - Lived in St. Charles 30+ yrs. (20%) - No children in household (14%)

When asked for their two most preferred sources of SCPD information, again the activity guide and SCPD website dominate.

- All other sources are mentioned far less often.
- Many of the demographic differences from the previous page among current sources used are echoed when residents are asked about their most preferred sources (see next page).
 - For example, younger residents are again more likely to favor social media, and older residents tend to prefer local papers or calling the SCPD directly.
 - Men prefer using the website slightly more, while women tend to rely on the activity guide.
 - Note also that most non-SCPD users/visitors (69%) prefer the activity guide as their #1 source.

Top Two Information Sources for Information



Q33. Please indicate your first and second preferred sources of information. (NOTE: Responses under 3% are not shown)

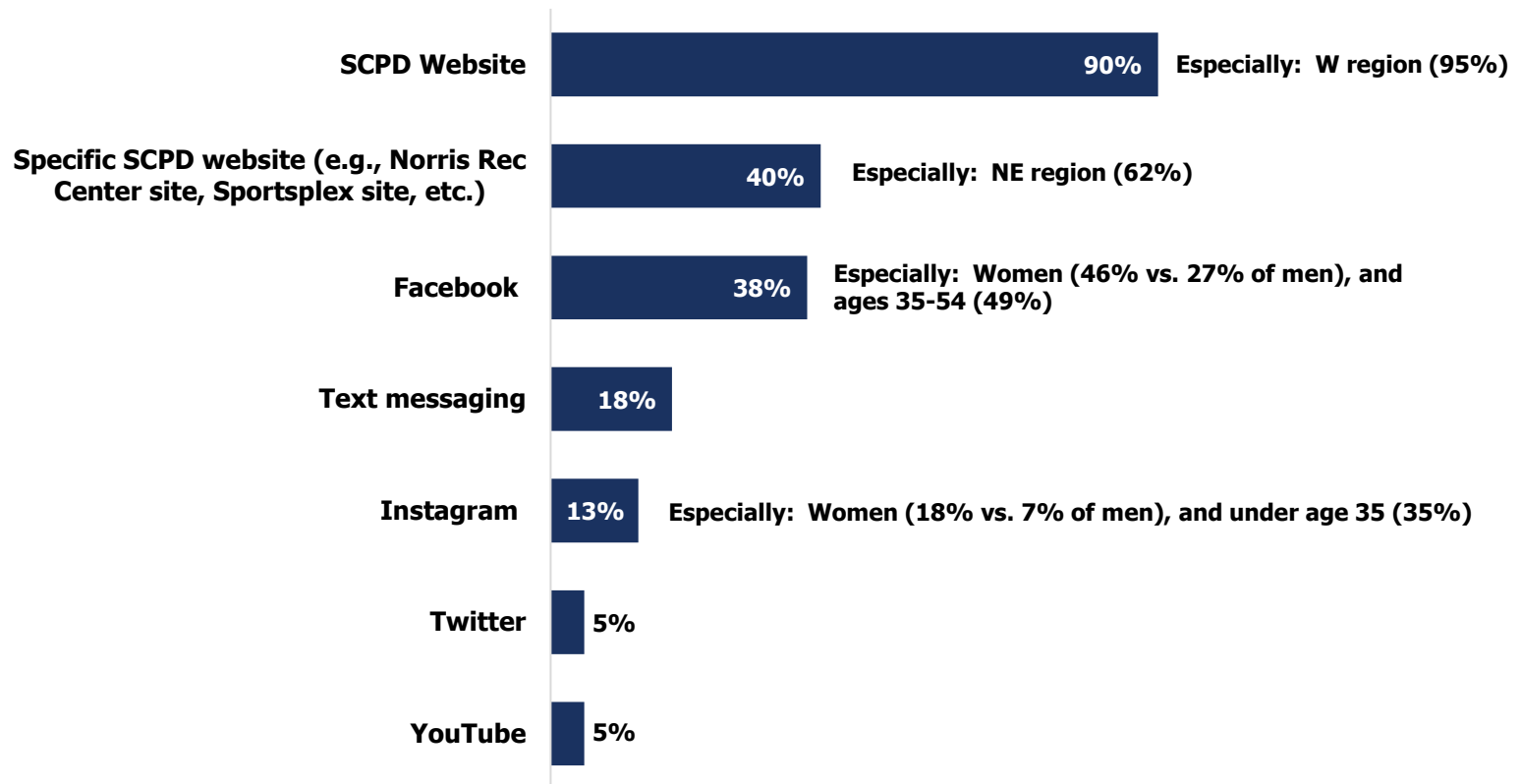
Significant Differences: Top 2 Preferred SCPD Information Sources

Information Sources	% #1 Preference	% Top 2 Preferences
SCPD seasonal activity guide	<p>46% Overall</p> <ul style="list-style-type: none"> - Women (53% vs. 38% of men) - Ages 35-44 (57%) 65+ (57%) - Lived in St. Charles 30+ yrs. (55%) - Non-SCPD users/visitors (69%) 	<p>73% Overall</p> <ul style="list-style-type: none"> - Women (79% vs. 67% of men) - Ages 35-44 (91%) - Children in household (81%)
SCPD website	<p>40% Overall</p> <ul style="list-style-type: none"> - Men (49% vs. 33% of women) - Ages 45-54 (44%), 55-64 (51%) - SW region (45%) - Lived in St. Charles 5-9 yrs. (58%) - SCPD users/visitors (42%) 	<p>66% Overall</p> <ul style="list-style-type: none"> - Men (74% vs. 60% of women) - Ages 55-64 (83%) - SW (76%) and NE regions (80%) - Lived in S. Charles 5-9 yrs. (77%)
Social media	<p>4% Overall</p>	<p>14% Overall</p> <ul style="list-style-type: none"> - Women (20% vs. 6% of men) - Under age 35 (28%) - SE region (26%)
SCPD e-newsletter	<p>3% Overall</p>	<p>9% Overall</p> <ul style="list-style-type: none"> - White/Caucasian residents (10% vs. 0% non-white)
Calling SCPD main office or facility	<p>2% Overall</p>	<p>7% Overall</p> <ul style="list-style-type: none"> - Ages 55+ (12%)
Word of mouth from family, friends, neighbors	<p>2% Overall</p>	<p>6% Overall</p>
Local newspaper	<p>2% Overall</p>	<p>6% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (20%) - Lived in St. Charles 30+ yrs. (16%)

Acknowledging a recent shift to virtual forms of communication (accelerated by the COVID-19 pandemic), residents overwhelmingly express the greatest preference for the SCPD website among digital communication options.

- Facility-specific SCPD websites rank a distant second at 40%, followed closely by Facebook at 38% (the top non-SCPD medium). Women tend to favor Facebook more than average (along with Instagram, which ranked far lower overall).

Preferred Digital Sources for SCPD Information (multiple responses)



Q34. As St. Charles Park District information and interactions have become more "virtual" in the past year, which digital or internet options are you most likely to use for Park District information going forward? Please select all that apply.



Appendices: - Topline Report
- Postcard Invitation
- Differences in Adult Activity Center
Priorities Among All Respondents



St. Charles Park District 2021 Community Survey

—Initial Topline Results—

(n= 432 surveys; completed between May 21 and July 8, 2021)

1. Please note your gender:
(total reporting n=427)

Male	46%
Female	54%
Prefer to self-describe	< 1%

2. How long have you lived in the St. Charles Park District boundaries (St. Charles, South Elgin or Wayne)?
(total reporting n=431)

Less than 5 years	21%
5 - 9 years	18%
10 - 19 years	20%
20 - 29 years	18%
30+ years	23%
Mean	18.1 years

3. What one local issue is most important to you? Please be specific.

Information included in the final report.

4. Please rate your overall opinion of the St. Charles Park District, using a 0 to 10 scale. If you are not familiar with the St. Charles Park District, please mark "Unfamiliar".
(total reporting n=402)

St. Charles Park District	
Extremely favorable (9-10)	55%
Very favorable (8)	23%
Somewhat favorable (6-7)	15%
Neutral (5)	5%
Unfavorable (0-4)	2%
Mean	8.4
Unfamiliar/ NA *	n=25

* Excluded from base

5. What do you like most about the St. Charles Park District, or what does it do particularly well? Please be specific.

Information included in the final report.

6. What do you dislike most about the St. Charles Park District, or what could it do better? Please be specific.

Information included in the final report.

7. Please indicate which St. Charles Park District facilities or Parks you or any household member are familiar with or have used or visited in the past 12 months.*

FACILITIES	Visited in the past 12 months	Familiar but have not visited	Unfamiliar
Pottawatomie Community Center (PCC)	27%	48%	25%
Hickory Knolls Discovery Center	24%	31%	45%
Primrose Farm	20%	32%	48%
Pottawatomie Golf Course	20%	39%	41%
River View Miniature Golf Course	18%	45%	37%
Swanson Pool	16%	33%	51%
Otter Cove Aquatic Park	15%	52%	33%
Norris Recreation Center	15%	42%	43%
Baker Community Center	12%	36%	52%
Paddlewheel Riverboats	10%	57%	33%
Sportsplex	9%	20%	71%
Haines Gymnasium	6%	17%	77%
PCC's Adult Activity Center	3%	12%	85%
STC Underground Teen Center	1%	20%	79%
Other	3%	<1%	-

PARKS	Visited in the past 12 months	Familiar but have not visited	Unfamiliar
Pottawatomie Park	71%	20%	9%
Mt. St. Mary Park	61%	14%	25%
Delnor Woods Park	39%	19%	42%
James O. Breen Community Park	28%	20%	52%
Langum Park	28%	22%	50%
Primrose Farm Park	24%	25%	51%
East Side Sports Complex	18%	26%	56%
Boy Scout Island	13%	37%	50%
River Bend Community Park	10%	15%	75%
Timber Trails Park	10%	11%	79%
Other	9%	1%	-

*Based on multiple responses (% selected)



WEIGHTED TOPLINE RESULTS: 07/15/2021

8. Thinking about the parks and facilities that you have visited, rate your satisfaction with the following:
(respondents who have visited a facility or park in the last 12 months, total reporting n=387)

A. Your overall experience	
Extremely satisfied (9-10)	72%
Very satisfied (8)	18%
Somewhat satisfied (6-7)	7%
Neither satisfied nor dissatisfied (5)	1%
Dissatisfied (0-4)	2%
Mean	9.0
B. Overall cleanliness, maintenance, and upkeep	
Extremely satisfied (9-10)	71%
Very satisfied (8)	20%
Somewhat satisfied (6-7)	6%
Neither satisfied nor dissatisfied (5)	2%
Dissatisfied (0-4)	1%
Mean	9.0
C. Overall safety	
Extremely satisfied (9-10)	74%
Very satisfied (8)	20%
Somewhat satisfied (6-7)	5%
Neither satisfied nor dissatisfied (5)	1%
Dissatisfied (0-4)	<1%
Mean	9.1
D. Overall access (parking, paths, entrances)	
Extremely satisfied (9-10)	69%
Very satisfied (8)	18%
Somewhat satisfied (6-7)	10%
Neither satisfied nor dissatisfied (5)	2%
Dissatisfied (0-4)	1%
Mean	8.9

9. If you are dissatisfied with any St. Charles Park District facility or park, please indicate which location(s) and why.

Information included in the final report.

10. Which Park District park or facility is your favorite, and why?

Information included in the final report.

WEIGHTED TOPLINE RESULTS: 07/15/2021

11A. Are there any St. Charles Park District parks or facilities that you have visited **more often** in the past 12 months due to COVID for more exercise, recreation, relaxation, fresh air, program participation, etc.? (total reporting n=388)

Yes	45%
No	55%

11B. If yes, please list the Park District facilities or parks you visited **more often** in the past 12 months? (total reporting n=181)

Mt St. Mary Park	39%
Pottawatomie Park	20%
James O. Breen Community Park	13%
Delnor Woods Park	12%
Timber Trails Park	8%
Primrose Farm Park	6%
River Bend Community Park	6%
Norris Recreation Center	5%
Langum park	5%
Remainder of facilities and parks <5%	

*Based on multiple responses

12A. Are there any St. Charles Park District parks or facilities that you have visited **less often** in the past 12 months due to COVID because of health and safety concerns, physical distancing restrictions, closures/reduced hours, etc.? (total reporting n=405)

Yes	38%
No	62%

12B. If yes, please list the Park District facilities or parks you visited **less often** in the past 12 months?* (total reporting n=148)

Otter Cove Aquatic Park	15%
Pools (general)	13%
All of them	14%
Anything indoors	11%
Pottawatomie Park	11%
Norris Recreation Center	11%
Pottawatomie Community Center	10%
Swanson Swimming Pool	10%
Mt St. Mary Park	5%
Remainder of facilities and parks <5%	

*Based on multiple responses



WEIGHTED TOPLINE RESULTS: 07/15/2021

13. The Park District's STC Underground Teen Center offers St. Charles middle and high school students a free and safe place to socialize. The Teen Center, supported by property tax dollars, receives about 5,000 annual teen visits. In your opinion, how important is the Teen Center to the community?

(total reporting n=423)

Very Important	50%
Somewhat Important	41%
Not Very Important	5%
Not at All Important	4%

14. Which types of programs or activities could the Park District offer that would be of interest to teens in the community?*

(total reporting n=374)

eSports	41%
Day trips	57%
Group improv events	37%
Don't know	18%
Social gatherings/meetups	3%
Outdoor activities	3%
Community service	2%
Sports	2%

*Based on multiple responses (% selected)

15. Are you aware that the Park District owns and managed Sportsplex?

(total reporting n=428)

Yes	45%
No	55%

16. Have you recently used the amenities Sportsplex?

(total reporting n=427)

Yes	8%
No	92%

WEIGHTED TOPLINE RESULTS: 07/15/2021

17. Which activities or amenities have you used at Sportsplex?

Please select all that apply.

(Sportsplex users only) (total reporting n=21)

Sports leagues (games, tournaments)	n=14
Athletic/ sports training	5
Non-league sports activities	3
Drop-in programs	3
Walking opportunities	2
Other	6

18. As you may know, the St. Charles Park District is considering a redesign and improvements of the splash park only in Otter Cove Aquatic Park as it is 6 years older than the rest of the facility. Please rank in order, from 1 to 5, the importance or level of interest to you for each potential feature below.

(total reporting n=341)

	#1	Top 2*
Additional shade structures	34%	50%
Larger water-based play structures	34%	55%
Interactive spray features	17%	42%
Run-out slide	12%	32%
Increased sand play areas	3%	15%

*Based on multiple responses (% selected)

19. Are you aware that an inclusive playground with sensory garden featuring surfaces and objects which stimulate the senses is opening in Pottawatomie Park this year?

(total reporting n=428)

Yes	26%
No	74%

20. Would you be in favor of adding a sensory room in Pottawatomie Community Center?

(total reporting n=411)

Yes	72%
No	28%

WEIGHTED TOPLINE RESULTS: 07/15/2021

21. How interested are you or others in your household in the Park Districts nature-themed programs, such as hands-on experiences with animals or educational programs for environmental topics or issues of interest (total reporting n=426)

Very Interested	39%
Somewhat Interested	44%
Not Very Interested	13%
Not at All Interested	4%

22. Which factors are most important in your decision to attend a nature-themed program offered by the St. Charles Park District? Please rank in order of importance. (Respondents at least somewhat interested in Q21) (total reporting n=311)

	#1	Top 2*
The designated age group(s) for the program	46%	64%
When it is scheduled (days/times)	30%	66%
Cost for the program	13%	23%
Location	6%	19%
Time of year	4%	11%
Length of the program (# of hours)	1%	16%

*Based on multiple responses (% selected)

22 other. What other factors are important in your decision to attend a nature-themed program? (Total reporting n=)

Information included in the final report.

23A. Please indicate if you or any household member uses or has a need or interest in the following amenities.* (total reporting n=420)

Outdoor 18-hole disc golf course	27%
Indoor pool	46%
Natural areas	71%
Outdoor cricket fields	4%
Outdoor pump track	10%
Outdoor flushable toilets	50%
Bird habitats	44%
Indoor gymnasium space	26%
Trails for walking/biking	86%
Other (e.g. pickleball, volleyball, indoor track, etc.)	8%

*Based on multiple responses (% selected)

WEIGHTED TOPLINE RESULTS: 07/15/2021

23B. On a scale of 1 to 5, please indicate how well each need or interest is being met – whether provided by the Park District or any other source.

A. Outdoor 18-hole golf course (n=84)	
Completely met (5)	16%
Mostly met (4)	19%
Average (3)	38%
Barely met (2)	12%
Not at all met (1)	15%
Mean	3.1
B. Indoor pool (n=168)	
Completely met (5)	10%
Mostly met (4)	14%
Average (3)	25%
Barely met (2)	13%
Not at all met (1)	38%
Mean	2.5
C. Natural areas (n=287)	
Completely met (5)	32%
Mostly met (4)	49%
Average (3)	16%
Barely met (2)	2%
Not at all met (1)	1%
Mean	4.0
D. Outdoor cricket fields (n=8)	
Completely met (5)	n=0
Mostly met (4)	0
Average (3)	1
Barely met (2)	2
Not at all met (1)	5
Mean	1.7
E. Outdoor pump track (n=29)	
Completely met (5)	n=1
Mostly met (4)	2
Average (3)	12
Barely met (2)	6
Not at all met (1)	8
Mean	2.4
F. Outdoor flushable toilets (n=200)	
Completely met (5)	6%
Mostly met (4)	20%
Average (3)	43%
Barely met (2)	19%
Not at all met (1)	12%
Mean	2.9



WEIGHTED TOPLINE RESULTS: 07/15/2021

A. Bird habitats (n=192)		
Completely met (5)		11%
Mostly met (4)		37%
Average (3)		31%
Barely met (2)		18%
Not at all met (1)		3%
Mean		3.3
B. Indoor gymnasium space (n=85)		
Completely met (5)		14%
Mostly met (4)		27%
Average (3)		38%
Barely met (2)		18%
Not at all met (1)		3%
Mean		3.3
C. Trails for walking/biking (n=356)		
Completely met (5)		32%
Mostly met (4)		50%
Average (3)		15%
Barely met (2)		2%
Not at all met (1)		0%
Mean		4.1
D. Other (n=38)		
Completely met (5)		n=2
Mostly met (4)		2
Average (3)		4
Barely met (2)		12
Not at all met (1)		18
Mean		2.2

24. Thinking of all the recreational opportunities above, please select the one that you think should be a top priority for the Park District to provide, add or improve?

(total reporting n=369)	
Outdoor 18-hole disc golf course	5%
Indoor pool	22%
Natural areas	16%
Outdoor cricket fields	<1%
Outdoor pump track	1%
Outdoor flushable toilets	10%
Bird habitats	3%
Indoor gymnasium space	4%
Trails for walking/biking	33%
Other	6%

WEIGHTED TOPLINE RESULTS: 07/15/2021

25. Below is a list of potential St. Charles Park District goals or initiatives. Knowing these goals could mean higher costs or property taxes, please rate the importance of each, using a 0 to 10 scale.

A. Acquiring land for additional open space and recreation (n=418)	
Extremely important (9-10)	31%
Very important (8)	12%
Somewhat important (6-7)	15%
Neutral/Average (5)	21%
Not at all important (0-4)	21%
Mean	6.2
B. Creating an outdoor tournament venue for team sports at East Side Sports Complex(n=418)	
Extremely important (9-10)	5%
Very important (8)	6%
Somewhat important (6-7)	14%
Neutral/Average (5)	27%
Not at all important (0-4)	48%
Mean	3.8
C. Adding outdoor adventure features (n=423)	
Extremely important (9-10)	17%
Very important (8)	15%
Somewhat important (6-7)	21%
Neutral/Average (5)	19%
Not at all important (0-4)	28%
Mean	5.5
D. Maintaining existing parks and facilities to meet the communities recreation needs (n=424)	
Extremely important (9-10)	72%
Very important (8)	10%
Somewhat important (6-7)	9%
Neutral/Average (5)	6%
Not at all important (0-4)	3%
Mean	8.8
E. Acquiring/converting the abandoned east-west railroad line into a walking/biking path (n=423)	
Extremely important (9-10)	42%
Very important (8)	16%
Somewhat important (6-7)	15%
Neutral/Average (5)	12%
Not at all important (0-4)	15%
Mean	7.2
F. Renovating existing indoor space to offer fitness amenities similar to Norris Rec Center, on the west side of town (n=420)	
Extremely important (9-10)	25%
Very important (8)	11%
Somewhat important (6-7)	16%
Neutral/Average (5)	23%
Not at all important (0-4)	25%
Mean	5.8



WEIGHTED TOPLINE RESULTS: 07/15/2021

WEIGHTED TOPLINE RESULTS: 07/15/2021

26. If the Park District were to expand programming that included outdoor adventure activities, please rank order the top five programs or activities that would interest you the most from the list below (total reporting n=350)

	#1	Top 3*	Top 5*
Water-themed activities	47%	74%	86%
Cross country skiing	8%	25%	42%
Archery	6%	26%	44%
Team-building programs	6%	16%	30%
Cross country running	6%	12%	18%
Fat tire bike rides	6%	21%	28%
Spartan racing	4%	17%	26%
Orienteering	3%	27%	45%
Overnight tent camping	3%	23%	36%
Geocaching	3%	14%	27%
Escape programs	3%	16%	34%
Triathlons	3%	7%	13%
Virtual park activities	2%	6%	17%

*Based on multiple responses (% selected)

27. The Park District's Adult Activity Center is open to ages 50 and older. Below are some potential programs that the District may offer. Please rank the top five activities that would interest you or your friends/family in that age category below. (total reporting n=380)

	#1	Top 3*	Top 5*
Active fitness	16%	48%	71%
Local microbrewery tours	16%	36%	52%
Learning opportunities	14%	40%	66%
Golfing	12%	29%	37%
Outdoor adventures	11%	40%	70%
Multi-day excursions	8%	19%	33%
Dancing	8%	17%	30%
Clubs for group biking, running, etc.	7%	33%	48%
Sports leagues	6%	16%	22%
Performing arts classes	2%	12%	25%

*Based on multiple responses (% selected)

27 other. What other activities or programs would be of interest to you or friends and family 50 and older?
(Total reporting n=)
Information included in the final report.

28. If the St. Charles Park District were to provide community garden plots at River Bend Community Park in northwest St. Charles, how likely would you be to rent a plot?

(total reporting n=413)

Very likely	5%
Somewhat likely	13%
Not very likely	27%
Not at all likely	55%

29. If a "carry-in/carry-out" approach was put in place at larger Park District outdoor locations, how willing would you be to take your personal garbage with you after using/visiting these parks to deposit at home? (total reporting n=417)

Very willing	51%
Somewhat willing	27%
Not very willing	13%
Not at all willing	9%

30. The Park District currently offers wireless connectivity (free Wi-Fi) within all of its buildings and is considering extending this service into some park locations. Please rank in order of importance your desire for Wi-Fi in the following parks below.

(total reporting n=330)

	#1	Top 2*
Pottawatomie Park	46%	75%
Mt. St. Mary Park	21%	49%
East Side Sports Complex	20%	35%
James O. Breen Community Park	10%	22%
Primrose Farm Park	3%	14%

*Based on multiple responses (% selected)

30 other. What other park locations would you desire Wi-Fi?
(Total reporting n=)
Information included in the final report.



WEIGHTED TOPLINE RESULTS: 07/15/2021

31. About 8% of your property taxes goes to the St. Charles Park District. Thinking about the programs, parks, facilities, and services provided by the Park District, please rate the overall value that it represents given its share of property taxes.
(total reporting n=416)

Excellent value (9-10)	46%
Great value (8)	22%
Good value (6-7)	18%
Average value (5)	8%
Poor value (0-4)	6%
Mean	8.0

32. When you seek information about the Park District and its programs, parks, facilities, or services, from what sources do you get that information? *
Select all that apply. (total reporting n=409)

St. Charles Park District's seasonal activity guide	82%
St. Charles Park District's website	79%
Relying on word of mouth from family, friends or neighbors	33%
Social media, such as Facebook, Twitter, etc.	29%
St. Charles Park District e-newsletter	22%
Calling the St. Charles Park District main office or one of its facilities	17%
Local newspaper (print or online)	11%
Other	3%

*Based on multiple responses (% selected)

33. What are your first and second preferred sources of information.
(total reporting n=394)

	#1	Top 2*
St. Charles Park District's seasonal activity guide	46%	73%
St. Charles Park District's website	40%	66%
Social media, such as Facebook, Twitter, etc.	4%	14%
St. Charles Park District e-newsletter	3%	9%
Local newspaper (print or online)	2%	6%
Relying on word of mouth from family, friends or neighbors	2%	6%
Calling the St. Charles Park District main office or one of its facilities	2%	7%
Other	1%	2%

*Based on multiple responses (% selected)

WEIGHTED TOPLINE RESULTS: 07/15/2021

34. As St. Charles Park District information and interactions have become more "virtual" in the past year, which digital or internet options are you most likely to use for Park District information going forward? Please select all that apply. *
(total reporting n=403)

St. Charles Park District website	90%
Specific Park District facility websites (Norris Rec Center website, Sportsplex website, etc.)	40%
Facebook	38%
Text messaging	18%
Instagram	13%
Twitter	5%
YouTube	5%

*Based on multiple responses (% selected)

35. The St. Charles Park District is committed to creating an environment that respects and celebrates the differences of all community members by providing access and opportunities to everyone, regardless of social, financial, ethnic background, gender, age, sexual orientation, or physical ability. Do you feel that your household is properly represented and included within the Park District and its offerings?

(total reporting n=412)	
Yes	91%
No	9%

35 other. If not, why not? Again, your responses are completely anonymous so please help us by providing specific ideas or improvements.
(Total reporting n=)

Information included in the final report.

WEIGHTED TOPLINE RESULTS: 07/15/2021

DEMOGRAPHICS

36. What is your age? (In what year were you born?)

(total reporting n=432)

Under 35	15%
35 - 44	15%
45 - 54	23%
55 - 64	19%
65+	21%
Refused	7%
Mean	52.4 years

37 & 38. Including yourself, how many people...

(total reporting n=412)

	0	1	2	3+
... live in your household?	-	12%	39%	49%
... are under age 18?	61%	14%	18%	7%

39. Are you or any household member currently a pass holder of a St. Charles Park District facility or a registered Park District program participant?

(total reporting n=413)

Yes	32%
No	68%

40. Which of the following best describes you/your ethnicity?

(total reporting n=390)

Asian	3%
Black/African American	2%
White/Caucasian	89%
Hispanic	4%
Other	2%



aQity Research & Insights Inc.
1330-B Sherman Avenue
Evanston, IL 60201



Take Our Survey &
Make Your Voice Heard!

Current Household Resident
[Address1]
[Address2]
[City/State/Zip]

The St. Charles Park District wants to hear from YOU!

You are invited to take a **brief, confidential** online survey for the St. Charles Park District. Your responses will help the Park District better understand how it can serve you better.

Whether you use the Park District's facilities and parks or not, this is your opportunity to share your opinions and be heard!

Your household was randomly selected from all households in the District, and the feedback you provide is completely anonymous and will be grouped with everyone else who participates.

We ask that an adult in your household take a few minutes to complete the online survey in the next few days. The survey is very easy to complete, and many find it informative. Simply go to the website below and enter the following password (which is only used to prevent repeat respondents):

Survey Website: www.arisurvey.com/s3/SC21
Password: [PIN]

Your opinions are very important! Thank you for sharing them.

aQity Research & Insights, Inc., an independent research firm in Evanston, has been asked by the St. Charles Park District to conduct this survey. If you have questions or technical issues, or if you prefer to complete the survey by paper questionnaire or phone, contact us at aqity@aqityresearch.com or toll-free at 866-900-8555.

Among all respondents ages 25+, the top priorities remain active fitness, outdoor adventures, and learning opportunities.

Adult Activity Center Activity	% #1 Response	% Top 3 Response	% Top 5 Response
Active Fitness	<p>16% Overall</p> <ul style="list-style-type: none"> - Lived in St. Charles 5-9 yrs. (29%) 	<p>48% Overall</p> <ul style="list-style-type: none"> - Women (55% vs. 40% of men) - Ages 45-54 (56%) 	<p>72% Overall</p> <ul style="list-style-type: none"> - Women (78% vs. 62% of men)
Outdoor adventures	<p>11% Overall</p> <ul style="list-style-type: none"> - SW region (16%) 	<p>40% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (49%) - Hispanic residents (87% of 7) 	<p>70% Overall</p> <ul style="list-style-type: none"> - SW region (76%) - Lived in St. Charles <5 yrs. (81%)
Learning opportunities	<p>14% Overall</p> <ul style="list-style-type: none"> - Women (20% vs. 6% of men) 	<p>40% Overall</p> <ul style="list-style-type: none"> - Women (52% vs. 26% of men) - Ages 65+ (55%) - Lived in St. Charles 30+ yrs. (50%) 	<p>66% Overall</p> <ul style="list-style-type: none"> - Women (75% vs. 54% of men) - West region (81%) - Lived in St. Charles 30+ yrs. (78%)
Local microbrewery tours	<p>16% Overall</p> <ul style="list-style-type: none"> - SE region (29%) - White/Caucasian residents (18%) - Lived in St. Charles <5 yrs. (22%), 20-29 yrs. (22%) 	<p>36% Overall</p> <ul style="list-style-type: none"> - Men (45% vs. 29% of women) - Under age 35 (51%) - Lived in St. Charles <5 yrs. (49%) 	<p>52% Overall</p> <ul style="list-style-type: none"> - Men (62% vs. 44% of women) - Under age 45 (62%), 45-55 (56%) - NW (62%) and W regions (61%) - Lived in St. Charles < 5 yrs. (66%) - SCPD user/visitor (54%)
Clubs for group biking, running, etc.	<p>7% Overall</p> <ul style="list-style-type: none"> - Lived in St. Charles 10-19 yrs. (17%) 	<p>33% Overall</p>	<p>48% Overall</p> <ul style="list-style-type: none"> - Ages 45-54 (57%), 55-64 (52%) - Asian (91% of 7) and Hispanic residents (76% of 7)

Across lower-priority activities for the Adult Activity Center, men ages 50 and older tend to express more interest in golf and sports leagues, while women tend to favor dancing activities.

Adult Activity Center Activity	% #1 Response	% Top 3 Response	% Top 5 Response
Multi-day excursions	<p>8% Overall</p> <ul style="list-style-type: none"> - Ages 65+ (18%) - Lived in St. Charles 30+ yrs. (17%) 	<p>19% Overall</p> <ul style="list-style-type: none"> - Women (24% vs. 13% of men) - Ages 65+ (35%) - Lived in St. Charles 30+ yrs. (32%) 	<p>33% Overall</p> <ul style="list-style-type: none"> - Women (40% vs. 26% of men) - Ages 35-44 (42%), 65+ (51%) - SW region (44%) - Lived in St. Charles 30+ yrs. (53%)
Golfing	<p>12% Overall</p> <ul style="list-style-type: none"> - Men (19% vs. 6% of women) - West region (21%) 	<p>29% Overall</p> <ul style="list-style-type: none"> - Men (41% vs. 19% of women) - NW (36%), W (33%) and E regions (36%) 	<p>37% Overall</p> <ul style="list-style-type: none"> - Men (47% vs. 29% of women) - Ages 55-64 (43%) - White/Caucasian residents (40%) - NW (45%), W (42%) and E regions (49%)
Dancing	<p>8% Overall</p> <ul style="list-style-type: none"> - Women (12% vs. 3% of men) - Ages 55-64 (16%) 	<p>17% Overall</p> <ul style="list-style-type: none"> - Ages 55-64 (29%) - Lived in St. Charles 10-19 yrs. (28%) 	<p>30% Overall</p>
Sports leagues	<p>6% Overall</p> <ul style="list-style-type: none"> - Men (11% vs. 3% of women) - Ages 35-44 (19%) - Lived in St. Charles 10-19 yrs. (16%) - NW region (16%) - Children in household (12%) 	<p>16% Overall</p> <ul style="list-style-type: none"> - Men (25% vs. 9% of women) - Lived in St. Charles 5-19 yrs. (28%) - Children in household (25%) - NW region (30%) 	<p>22% Overall</p> <ul style="list-style-type: none"> - Men (33% v. 15% of women) - Ages 35-44 (28%), 45-54 (36%) - Lived in St. Charles 5-19 yrs. (35%) - Children in household (32%)
Performing arts classes	<p>2% Overall</p>	<p>12% Overall</p> <ul style="list-style-type: none"> - Women (17% vs. 4% of men) 	<p>25% Overall</p>