

COMMUNITY SURVEY FOR THE GENEVA PARK DISTRICT

MAY 2023

aQity Research & Insights

Evanston, IL

Table of Contents

SECTIONS	PAGE
Methods	3
Sample Description	4
Executive Summary	6
Detailed Findings:	
I. Overall Opinions of the Geneva Park District	20
II. GPD Park/Facility Usage and Satisfaction	38
III. Needs Assessment: Indoor Facilities	48
IV. Needs Assessment: Outdoor Facilities	56
V. GPD Program Participation and Satisfaction	64
VI. Needs Assessment: Programs	69
VII. Potential Improvements and Willingness-to-Pay	78
VIII. Preferences for New 15-Acre GPD Property	87
IX. Sources of Information	91
X. Final Comments/Suggestions	96
Appendix	101
Sample postcard invitation for survey recruitment	102
Survey Topline Results (questionnaire with overall frequency of responses)	103

Research Methods

- These findings are based on responses from n=502 residents within the Geneva Park District (GPD).
- Data collection took place between March 15th and April 11th, 2023.
- Invitation postcards for the online survey or printed mail questionnaires (with prepaid return envelope) were sent to a random sample of GPD residents. Both mailings offered three options (with instructions) for their response:
 - n=351 completed the survey online
 - n=151 completed a printed survey (sent and returned by USPS)
 - n=0 opted for a phone survey/interview.
- The random sample of n=502 residents was weighted to match US Census data for Geneva by region, age, gender, race and ethnicity, and percentage of households with children. Assuming no sample bias, the margin of error is +/- 4.4% (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 result.

* In addition to sampling error, question wording, respondent error, and practical difficulties in conducting surveys may introduce error or bias in any opinion poll.

Respondent Sample Demographics (self-reported)

Gender*	
Male	44%
Female	53%
Prefer to self-describe	3%

Age*	
Under 35	17%
35-44	19%
45-54	19%
55-64	23%
65+	22%
<i>Mean (average): 52 years old</i>	

Children in Household*	
Yes	35%
No	65%

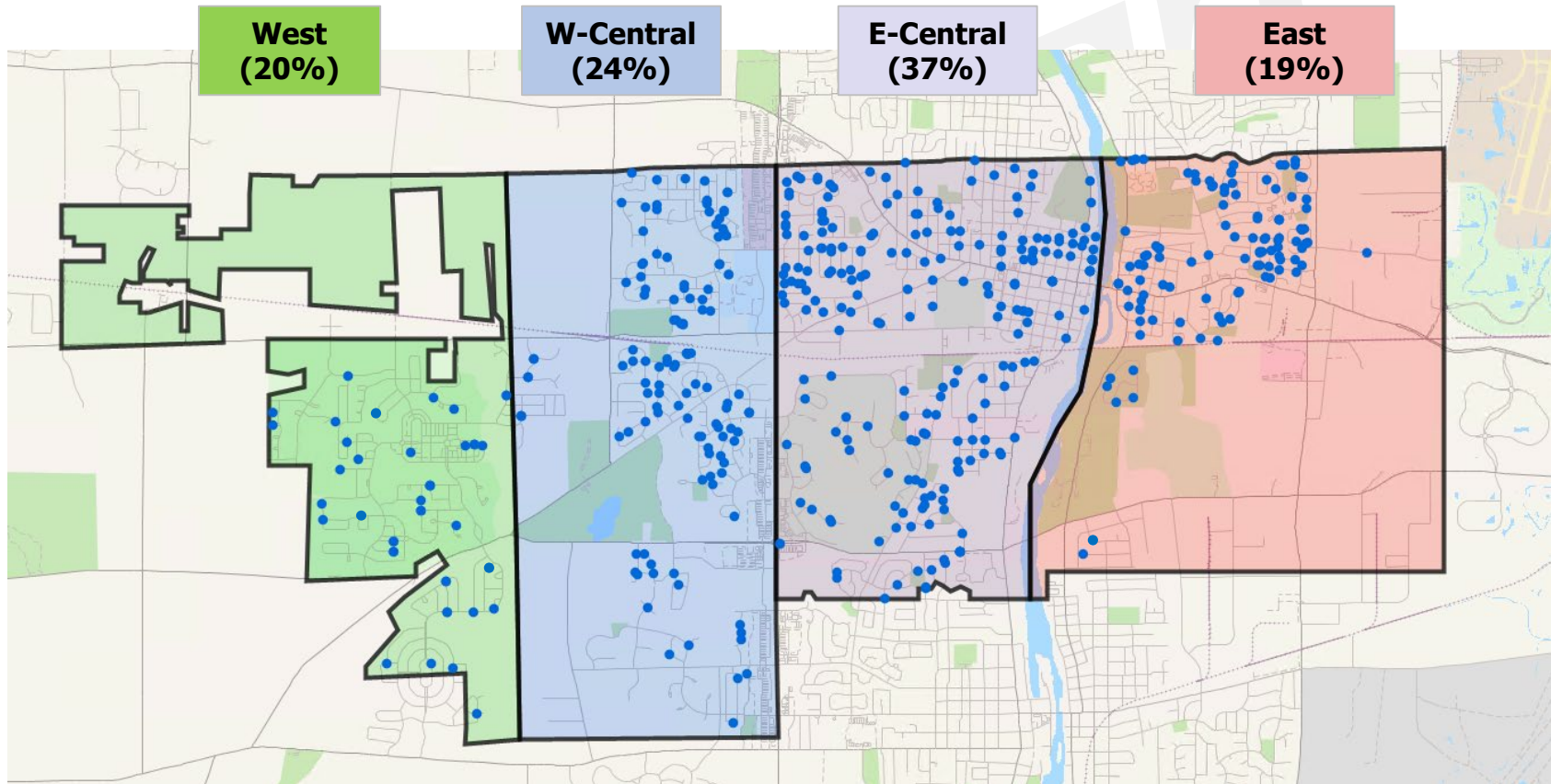
Length of Residence in Geneva Park District	
Less than 5 years	22%
5-9 years	20%
10-19 years	17%
20-29 years	21%
30-44 years	17%
45+ yrs.	3%
<i>Mean (average): 16.8 years</i>	

Race* (multiple responses)	
White/Caucasian	93%
Asian	4%
Black/African American	3%
American Indian or Alaska Native	1%
Native Hawaiian or Pacific Islander	-
Other	3%

Ethnicity*	
Hispanic/Latino	8%
Not Hispanic/Latino	92%

*Weighted to 2020 Census data.

Regional Distribution of Respondents*



Executive Summary

Overall Opinions of Geneva Park District (GPD): Esteem, Strengths, Weaknesses

Nine Out of Ten GPD Residents Hold the District in Favorable Regard Overall

- When rating their overall opinion of the Geneva Park District (on a 0-10 scale), 90% give the GPD positive ratings (scores of 6 or higher).
 - Nearly half (45%) are extremely favorable toward the District (scores of 9 or 10).
 - Only 5% overall are dissatisfied (ratings of 0-4) and the remaining 5% are neutral (scores of "5", indicating no strong opinion either way).
- The GPD's average score of 8.1 is very strong and generally held across all groups.
 - Slightly higher ratings tend to come from older residents (ages 45+), with lower scores (still favorable, averaging 7.5) coming from ages 35-44.
- All but 6% were familiar enough with the GPD to offer a rating. Those least familiar tend to be newer residents, women, non-users, and those in the East region.
- Compared to neighboring park agencies*, the GPD's overall esteem ratings are very comparable, and well above the statewide benchmark.
- On average, survey respondents estimate that the GPD accounts for 7.1% of property tax revenues – only slightly higher than the actual 6%.
- When informed that the District represents 6% of their property taxes, residents rate its overall value (on a 0-10 scale) a 7.4, considered a good-to-great value overall.
 - Even the few non-GPD park and facility users (n=28 responding) feel that the GPD is an "average" value overall; all other groups rate it a good or better value.
 - The GPD's value rating is again in line with those from neighboring agencies (and well above the statewide average).

pp. 21,
22

Similarly, Residents Rate the GPD a Good Value Overall

pp. 23-
25

Overall Opinions of Geneva Park District (GPD): Esteem, Strengths, Weaknesses (cont'd)

The District's Top Strengths Center Around Parks/Trails/Playgrounds and Programs

- In an open-ended format, respondents identify the District's top strengths as: *pg. 26*
 - The parks, trails and playgrounds, in terms of being well-maintained (26%), good trails and paths (14%), and good parks in general (10%)
 - Programs, including the variety across all ages (18%), good children's programs specifically (8%), and quality activities and events in general (7%).
- Facilities emerge next in terms of overall maintenance, quality facilities, the pools in general, and the fitness center (6% to 7% each).
- One in ten respondents did not answer this question (suggesting lack of familiarity), and tended to be non-GPD users or participants, older adults (ages 65+) and live in the E-Central region.

The Top Dislikes or Improvements Sought Are More Scattered, But Focus More on Facilities and Fees

- Similarly, when asked (in an open-ended question) what they like least about the District or areas for improvement, none of the issues were mentioned by more than 9% of respondents. Still, most of the top responses focused on: *pg. 30*
 - Facilities, in terms of needing more maintenance or updates (9%), more sports fields or courts (6%), better/more pools (6%), more bathrooms (5%), and requests for an indoor pool (5%).
 - Costs and fees, especially for those on limited or fixed incomes (9%).
- Another 7% mentioned something about the maintenance of parks and trails (e.g., not cleared, muddy, etc.), but other park-related dislikes were mentioned less often (e.g., trail connections, more park amenities such as lights, trash bins, benches).
- The top programming requests focus on more evening/weekend options, and more activities for seniors (4% each).

Overall Opinions of Geneva Park District (GPD): Esteem, Strengths, Weaknesses (cont'd)

Virtually All Residents Feel Represented and Included By the GPD

- Overall, 93% feel that the District properly represents and includes them and their households in its offerings.
- The 7% who disagree tend to feel less represented or included due to:
 - Too much focus on children and young families, and not enough on adults or older residents (n=11 respondents)
 - Location relative to where they live vs. where facilities/amenities are located (n=7 respondents, mostly on the East side or Batavia residents in the GPD)
 - Costs and/or limited discounts (n=6, largely from older respondents/seniors)
 - Limited opportunities for those with special needs (n=4).
- Only two people felt excluded due to limited reflection/inclusion of non-white (n=1) or LGBTQ+ households (n=1).

pp. 35-37

GPD Park/Facility Usage, Satisfaction, Improvements Sought, Reasons for Non-Usage

Virtually All Respondents Report Recent Park/Facility Usage

- The vast majority (94%) report that someone in their household has been to or visited a GPD park or facility in the past year, most often:
 - Peck Farm Park (69%) and/or the Interpretive Center (24%)
 - Island Park (60%)
 - Wheeler Park (59%)
 - Persinger Recreation Center (51%)
 - Sunset Park (41%), Sunset Pool (36%), or Sunset Community Center (35%)
 - River Park (31%)
 - Mill Creek Park (20%) and/or Pool (14%)
 - All others are cited by no more than 12% overall.

pp. 39,
40

Satisfaction with GPD Parks and Facilities is Very Strong

- Most parks and facilities tend to attract residents from their immediate areas. However, Sunset Community Center and Stone Creek Miniature Golf Course appear to draw visitors from throughout the District (spread evenly based on the population distribution).
- On a 0-10 scale, all attributes related to the District parks and facilities are highly rated (8.2 or higher, on average).
 - Overall, 83%+ are at least somewhat satisfied, and a majority (58%+) are completely satisfied (scores of 9 and 10).
 - Satisfaction is highest for overall accessibility (9.0 average) and safety (8.9) at these locations.
 - In addition, all subgroups and regions give consistently positive ratings across all attributes.

pp. 44,
45

GPD Park/Facility Usage, Satisfaction, Improvements Sought, Reasons for Non-Usage (cont'd)

Most of the Suggested Improvements Usually Center on GPD Facilities

- Those giving lower scores (6 or below) usually cite a variety of issues, most often: *pp. 46*
 - Persinger Rec Center (n=11), usually staffing, better upkeep, needing more basketball courts, fees, equipment in need of repair.
 - Sunset Pool (n=9), usually better cleaning, more updates, need for a larger pool and/or longer hours, lack of adult activities.
 - Sunset Community Center (n=9), usually upkeep, too small, lack of options for seniors, needs a racquetball courts, more helpful staff.
 - Island Park (n=8) mostly upkeep (e.g., goose droppings, litter, cleaner bathrooms), access issues.
- The remaining responses are scattered, and most often cite trail/path issues (not cleared), staffing concerns (not enough, more helpful), accessibility/longer hours, or more facilities/amenities (e.g., pickleball courts, more trash cans, new swings).

Non-GPD Users Feel Little Is Offered for Them

- Among the relatively few who report no visits to GPD facilities/parks in the past year (6%, or n=35 respondents), the top reason is because they do not have children under age 18 in their household (cited by 81% of these non-users -- suggesting that the District seems mostly focused on youth and young families). *pp. 47*
 - This is clearly a perception that the District can and should address in terms of its offerings and especially in its communications and outreach.
- Half as many (40%) said their non-usage is due to a lack of awareness of what the District offers. At least one in four also attribute it to:
 - Lack of free time/too busy (29%) and/or lack of interest in general (28%)
 - Going elsewhere for recreation/fitness (26%), usually Batavia PD, Delnor, Rebellion Center, Anytime Fitness.

Indoor Facilities: Demand and Opportunities

Among the Indoor Facilities Tested, Demand is Strongest for Fitness-Related Activities

- At least half of survey respondents report a current interest, need or usage of a/an:
 - Indoor walking or jogging track (cited by 59%)
 - Fitness facility (56%)
 - Gym courts (50%).
- Nearly one in four (23%) express a need for rental rooms, and half as many seek or use:
 - A theater/performing arts space (12%)
 - Gymnastics space (12%)
 - Preschool/early childhood space (11%)
 - Teen programming space (10%).
- Those interested in the top-demand options (track, fitness facility, gym courts) mostly feel that these are readily available currently (the existing supply meets demand).
 - The same is true for those needing rental space and preschool programming.
- The only “gaps” or unmet needs are for lower-demand facilities (performance space, gymnastics, teen space). When asked which one indoor option the GPD should prioritize in terms of providing, expanding or improving, these three options were each mentioned by no more than 3% overall.
 - Instead, the top responses remain focused on the most popular indoor options – gym courts (24% top priority), fitness facility (21%), and indoor track (21%).
 - Another 20% feel “none” represent a priority (especially older residents, those in the East region, and non-GPD users/participants).

pp. 49-55

Outdoor Facilities: Demand and Opportunities

Trails, Open Space, and Riverfront Improvements/ Opportunities Represent the Most Popular Outdoor Options

- The vast majority of residents (83%) express a need, interest, or current usage of walking/jogging/biking trails and connections, and close behind are:
 - Open space and natural areas (66%)
 - Riverfront activities and events such as concerts and programs (64%).
- Another 44% are interested in paddle rentals along the river (kayaks, canoes, etc.).
 - About as many (46%) likewise express a need or interest for outdoor aquatics (e.g., pools, slides, tubes, splash pads).
- Nearly one in three seek a dog park (30%) or more pickleball courts (29%) and/or about one in four favor smaller community park splash pads/spray areas (22%). Nearly as many also express demand for both sports fields (soccer, football, lacrosse) or base-/softball fields (18% each). Interest is lowest for cricket fields (2% overall).
- The biggest “gaps” for outdoor features are clearly riverfront improvements for activities – especially events and concerts, followed closely by paddle sport rentals.
 - Residents interested in trails and open space (the other top demands) feel these are currently available, along with those interested in outdoor aquatics, and both sports fields and ball diamonds.
 - Aside from river activities, other gaps tend to include a dog park, pickleball courts, followed by community park splash pads and finally cricket pitches.
- Of these, the top priority for the GPD’s focus remains trails and connectivity (22%).
 - Aside from sports/baseball/cricket fields and community splash/spray facilities (all under 4%), all others receive between 8% and 12% “top priority” responses each.

pp. 57-63

GPD Program Usage, Satisfaction, and Improvements Sought

Residents Report Mostly Recent Participation in GPD Sports/Fitness Programs and Community Events

- Overall, 52% of all respondents report someone in their household participating in a District program in the past year or attending a GPD community event. Most often, these self-reported participants report taking part in:
 - Gym or exercise/fitness programs (27%) and swimming/aquatics (22%)
 - Youth fitness (e.g., soccer, softball, basketball – 16%)
 - Just over one in ten cite low impact fitness (e.g., dance, yoga, etc. – 13%), basketball (13%), pickleball (12%), or trail walking/biking groups/activities (12%).
- The top events cited include concerts (17%) and seasonal or holiday events (13%). For non-sports/fitness activities, the top responses are all youth programs (8% cite summer camps, 5% preschool/early childhood programs, and 5% Kids' Zone).
- Overall satisfaction with GPD programs and events in general is very positive.
 - 86% are satisfied (scores of 6+ on a 0-10 scale), with 43% completely satisfied (9 or higher). By comparison, only 5% are dissatisfied, and 9% are neutral.
 - The average rating (7.8) is very strong, but slightly below the District's overall esteem rating (8.1) average, and satisfaction scores for the parks and facilities.
- Suggested improvements for programs usually center around:
 - Program leaders/instructors (n=9 cases – not attentive, understaffed, too aggressive, often late)
 - Facility issues (n=5 – limited access to fields or courts, cold rooms)
 - Limited options for adults (n=5 – mostly lack of pool lap lanes)
 - Scheduling (n=4 – mostly seeking later/weekend hours for working adults)
 - Cost/fees (n=3).

pg. 65

pg. 66

pp. 67,
68

Program Options: Demand and Opportunities

Demand is Highest For Fitness/Wellness, Nature Programming, and Both Adult and Active Senior Activities

- Nearly half of District residents express a need, interest, or current usage of fitness and wellness programs (47%), followed by: *pg. 70*
 - Nature and environmental education (40%)
 - Adult athletics (33%)
 - Activities for active adults aged 60+ (33%).
- Close behind is demand for pool and swimming programs/lessons (28%), adult non-sports/non-athletic activities (27%), and family events (20%).
- The remaining program options receive interest/demand levels of 17% or less, and tend to focus on youth options (athletics, summer camp, non-sports/non-athletics, before/after school, preschool, and/or teen programs).
 - Dance/music/theater programs (non-age specific) garnered 17% interest/demand.
- Of these, demand for most youth-related programs along with fitness/wellness programs (the #1 choice) and family events are currently seen as readily available. The top “gaps” or unmet needs are: *pg. 74*
 - Nature/environmental programming (#2 in overall demand/interest)
 - Adult athletics (#3)
 - Options for active adults ages 60+ (#4)
 - Followed closely by adult non-sport programs, and pool/swimming activities.
- When asked which one should be the GPD’s top priority, most often residents select “none” (38%, mostly non-participants, older adults, and households without children). *pg. 75*
 - The remaining top responses are for fitness and wellness, nature programs, and activities for active adults aged 60+ (each receiving 10% to 11% of responses). All others are most important to 5% or fewer residents.

Willingness-to-Pay for Potential Improvements

Residents Are Most Willing to Pay Higher Taxes/Fees for Riverfront Activity Improvements

- Knowing that any of the improvements tested could mean higher property taxes or higher fees, a clear majority express support for several potential improvements:
 - Developing and improving the riverfront for recreational activities (kayaking, stand-up paddle boarding, canoeing, rowing, etc.) – 84% support (including 53% “strong support”)
 - Adding gym space at Sunset Community Center (71% support)
 - Adding features (lazy river, diving boards) at Sunset Pool (65% support)
 - Adding outdoor fitness space at Sunset Community Center (61% support).
- Residents are opposed to install outdoor turf baseball fields (supported by 42%, opposed by 58%).
 - Regarding outdoor turf baseball, “strong” opponents outnumber “strong” supporters 3:1.
 - Residents are especially more opposed to this option if it means higher taxes (vs. higher fees). However, even with higher fees (instead of higher taxes), a majority (54%) are opposed.
- Consistent with these opinions, the #1 priority that residents feel the GPD should pursue is developing and improving the riverfront for paddle activities (50%). Residents aged 55 to 64 are especially interested in this. By comparison:
 - 16% most support added features to Sunset Pool (especially those with children, younger adults, current GPD users and participants)
 - 14% place the priority on more gym space at Sunset Community Center (especially men, long-term residents and those in the W-Central region)
 - 8% prioritize outdoor fitness space at Sunset (especially ages 45-54, East residents, and non-GPD users/visitors – an opportunity to attract this group).

pp. 79-84

pp. 85, 86

Preferences for New 15-Acre Park/Open Space

By More Than a 3:1 Margin, Residents Feel the New Park Should Promote Passive vs. Active Recreation/Features

- In an open-ended question which included a mix of potential uses/improvements for the new park*, a clear majority (70%) express wanting to keep this property focused on passive activities, most often:
 - Keep it as open space, natural area, or habitat restoration (42%)
 - Building a nature center (27%)
 - Focusing on trails (18%)
 - Other suggestions (preschool facility/programming, dog park, event space, etc.) were each mentioned by 6% or fewer.
- By comparison, 22% seek improvements for more active recreation, most often:
 - Outdoor sports fields for soccer, lacrosse, football, etc. (8%)
 - A pool – either indoor or another outdoor option (5%)
 - Pickleball courts (4%)
 - All other items were suggested by 3% or fewer.
- Overall, 13% said the GPD should use the land however it sees fit (conveying trust in the District), and another 10% had no suggestions.

pg. 88

**Question Wording: As you may know, the Geneva Park District recently acquired 15 acres of land next to Peck Farm Park. Some have made suggestions for this added space (e.g., natural open space/area, add a sports field, build a nature center, build a preschool facility, etc.). What types of uses or improvements would you like to see on these new 15 acres?*

Sources of GPD Information

The Printed GPD Program Guide Remains The #1 Source Relied on By Residents (over the digital version).

- Most residents (72%) reference the printed program guide when seeking information about District programs, facilities, events, and offerings.
 - This includes even higher usage among adults aged 35 to 54, women, households with children, W-Central and the most long-term GPD residents (30+ years).
- The website ranks second (59%), with 23% specifying the digital guide on the site.
 - Website and digital guide users are also ages 35-54 and have children at home.
 - In fact, residents between 35 to 44 years old and those with children report getting information from most of the sources tested – both the GPD itself (program guides, website, emails) and outside sources (word-of-mouth, social media).
- District emails are cited as often as word-of-mouth from friends, family and neighbors (22% each). Social media like Facebook and Instagram are close behind (16%).
 - The youngest and newest residents (moved to the District in the past 5 years) tend to cite word-of-mouth as a source more than average.
 - Only 8% look to local newspapers, and 3% to area magazines. The oldest and most long-term residents tend to seek information in print or online newspapers.
- By far, the most preferred source for GPD information is the printed program guide (49%), followed by the website (29%).
 - Only 5% use the digital guide most (tied with social media as their top source).
- When directly asked for a preference between the printed vs. digital program guide, the former is selected by a 2:1 margin overall over digital (especially among ages 35-44, women, households with children, and those in the E-central region).

pp. 92,
93

pp. 94,
95

Final Comments/Suggestions

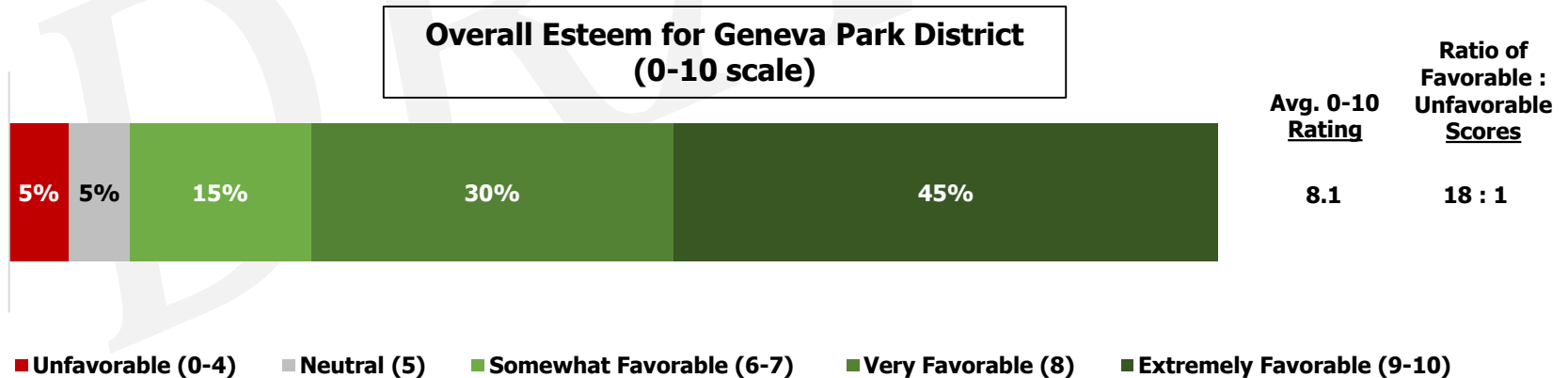
Half Offer Final Suggestions, Usually Focused on More Park Amenities, Programs, Fees, and Facilities

- These final comments cover a wide range of topics, many of which echo earlier survey feedback. *pg. 97*
- The most frequent suggestions each garner 6% of the overall response. These include:
 - More park amenities such as benches, garbage cans, lights, bike racks, etc.
 - More programs scheduled for working adults (early morning, evening, weekends).
- The other top program-related suggestions include more offerings for children and families, more programs for seniors and active older adults, and more fitness/sports options in general (5% each).
- Five percent also seek lower fees more larger discounts.
- Five percent likewise suggest facility issues, such as improvements to fitness and gym facilities (e.g., bring back towel service, expand weights area, keep equipment functioning), and/or wanting an indoor pool.
- Improved trails and more connectivity is mentioned by 4% overall. All other comments are cited by no more than 3% overall.

I. Overall Opinions of the Geneva Park District

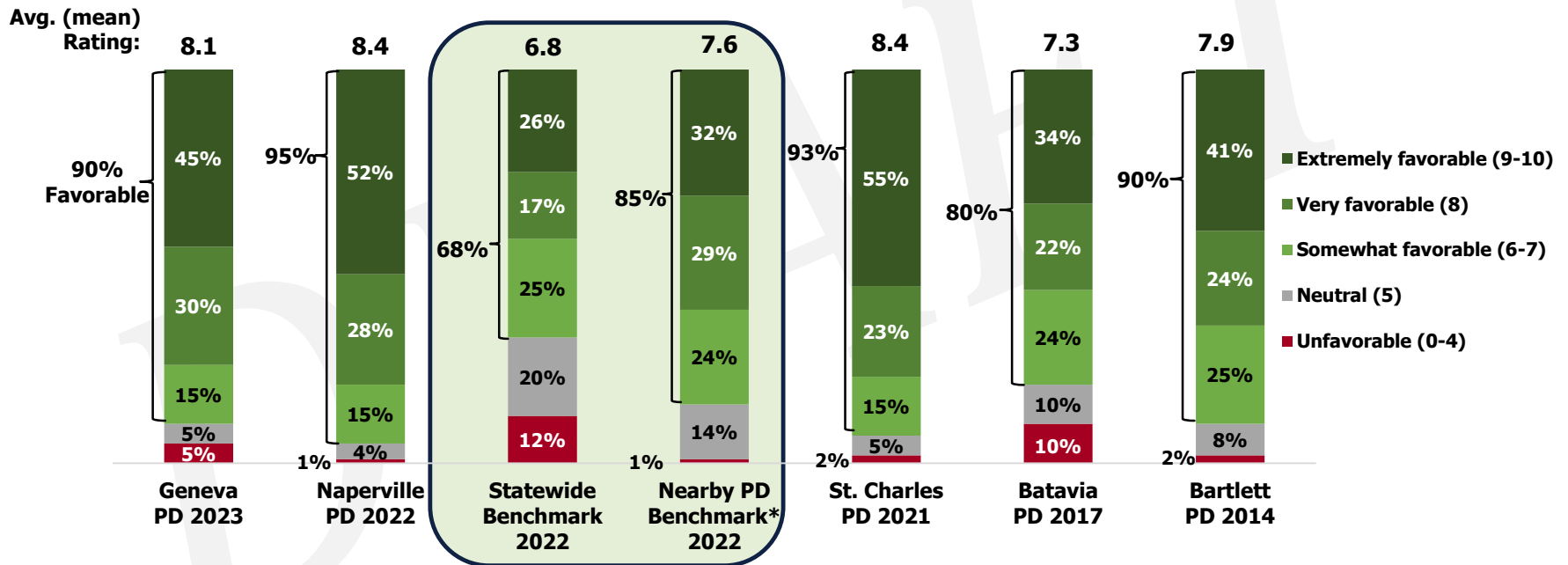
Nine out of ten residents (90%) have a favorable overall opinion about the Geneva Park District, vs. only 5% who have unfavorable opinions. The remaining 5% are neutral with no strong opinions either way.

- On average, the District receives an 8.0 rating on the 0-10 scale (considered very favorable). This score is generally consistent across all regions and subgroups, with the following exceptions:
 - Higher than average ratings tend to come from ages 45-54 (8.4%), 55-64 (8.3), and 65+ (8.2).
 - Lower than average ratings (though still very positive) tend to come from ages 35-44 (7.5).
- Overall, 6% were not familiar enough with the District to offer a rating. Those least familiar tend to be:
 - The newest residents who moved year under 5 years ago (17% of whom are unfamiliar)
 - Women (9%, vs. 2% of men)
 - Non-GPD park/facility users (43% of n=22) and non-program participants (11%)
 - Residents in the East region (9%).



The GPD's overall esteem ratings are very much in line with those from neighboring park agencies (slightly higher than Batavia and Bartlett agencies, slightly lower than Naperville and St. Charles). It is well above the statewide average.

Benchmark Comparisons: Overall Esteem Ratings



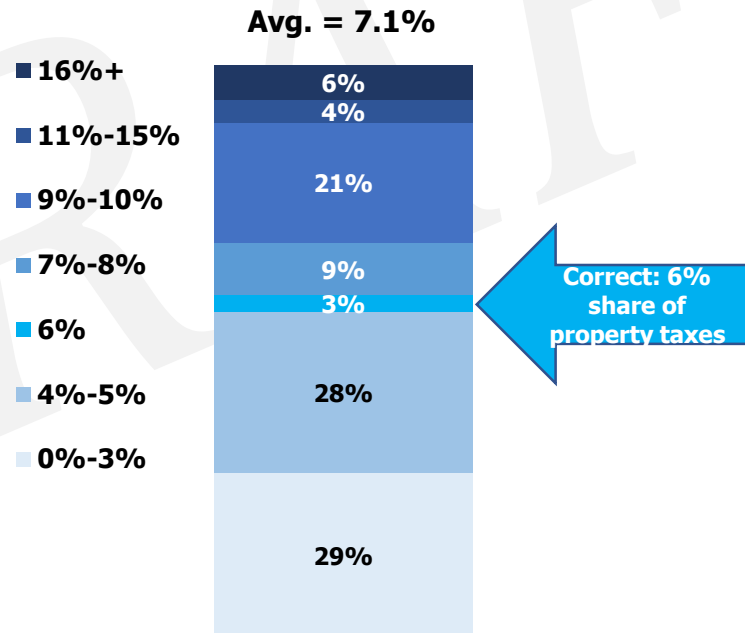
Q2. Please rate your overall opinion of the Geneva Park District. (0=completely dislike, 5=neutral, 10=highest regard).

* 2022 benchmark comparisons with neighboring agencies include St. Charles, Hanover Park, Batavia, West Chicago, Warrenville, Carol Stream, Winfield, and Wheaton.

Overall, GPD residents have a fairly accurate sense of the relative amount of property taxes that the District receives. On average, they estimate just over 7% goes to the GPD (slightly higher than its actual 6%).

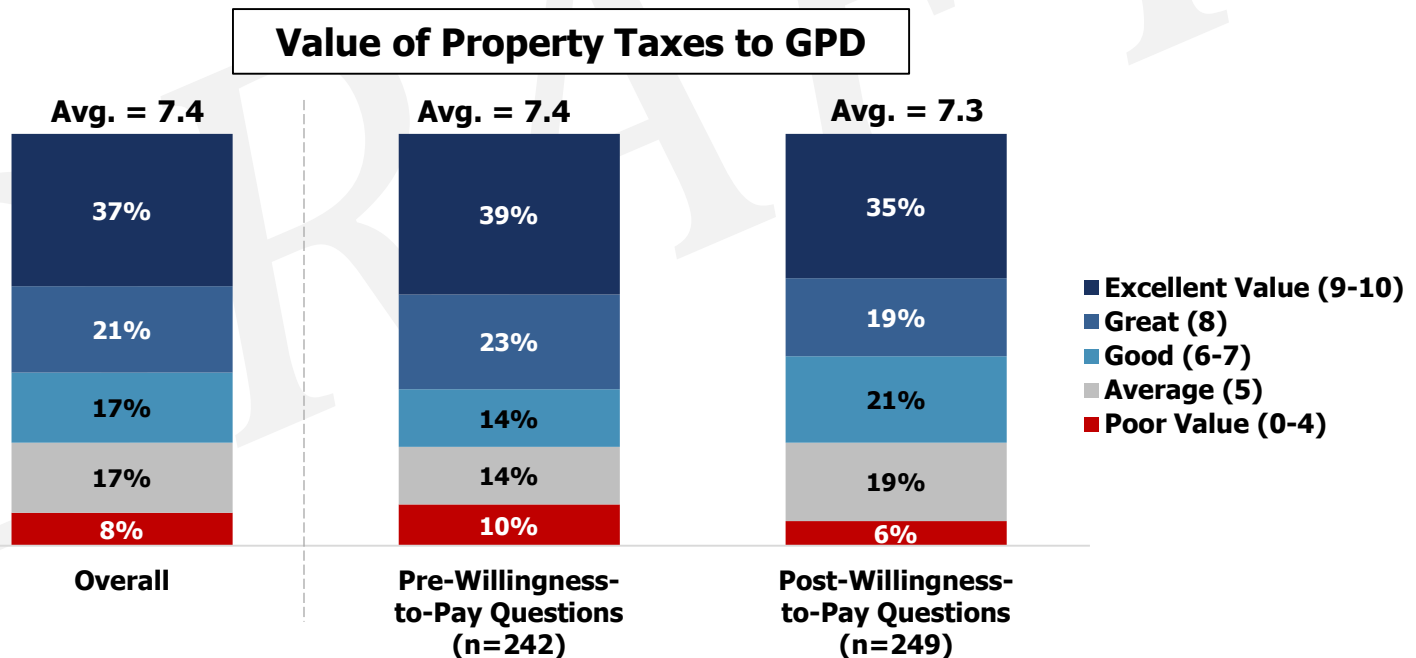
- Overall, 40% estimate that the GPD's share of property taxes is within 4% and 8% overall.
- The average estimate of 7.1% is fairly consistent among subgroups. The only meaningful difference is by race:
 - Asian adults (n=11) estimated a 9.9% share on average, vs. a 3.4% average estimate among non-white/non-Asian residents (n=13).

Estimated GPD Share of Property Taxes



Once residents are informed that the GPD receives 6% of their property taxes to deliver the parks, facilities and programs it provides, they rate this a very good value overall – regardless of how they responded to willingness-to-pay questions.

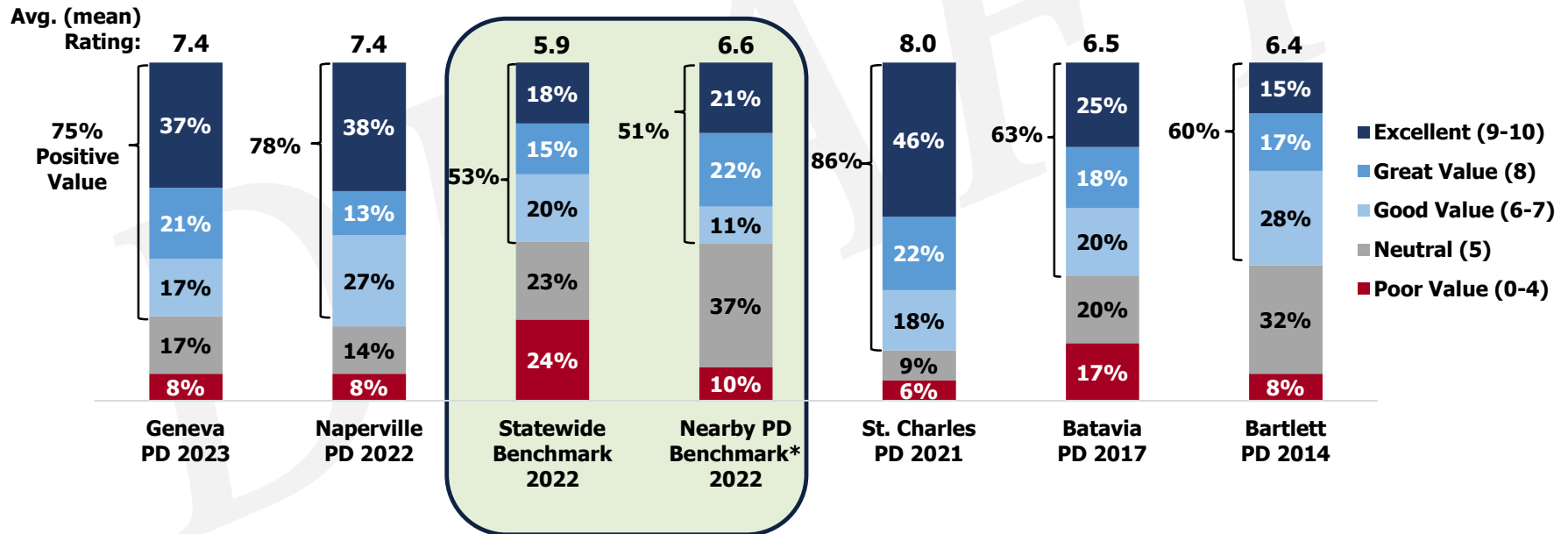
- Half of the respondents were asked this value question before expressing support or opposition to potential facility improvements which could result in higher taxes or fees, and half were asked after those questions (see Section VII).
- Regardless, about three out of four residents rate the GPD at least a good value, and over a third consider it an excellent value overall (regardless of the placement of this question). Only 8% overall feel it is a poor value, and the rest (17%) rate its value as “average”.
- While lower scores tend to come from the few non-GPD park/facility users (4.8 average of n=28), this score is still essentially “average”. All other groups rate the value at least very good (average of 7.1 or higher).



The overall value scores for the GPD align very closely with neighboring park agencies, and far exceed the statewide benchmark from last year.

Benchmark Comparisons: Perceived Value Relative to Property Tax Share

Q21. Approximately 6% of your property taxes goes to the Geneva Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that the Park District represents given its share of property taxes.



* 2022 IAPD statewide survey tested a 5% share to park districts as the statewide average. Benchmark comparisons with communities close to Geneva include St. Charles, Hanover Park, West Chicago, Warrenville, Carol Stream, Winfield, and Wheaton. For the individual agency comparisons, St. Charles Park District was tested at 8% share of property taxes, vs. 6% for Batavia, 5% for Naperville, and 4.5% for Bartlett.

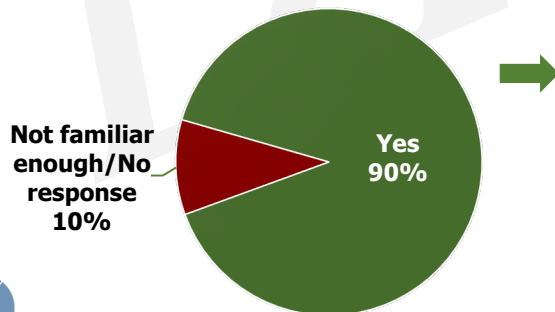
When residents are asked what they like about the Park District in an open-ended format they cite a variety of strengths, especially parks (three of the top four responses), with one in four overall (26%) specifically mentioning park maintenance as the top strength.

- Nearly one in five are also pleased with the quality and variety of programming that the Park District offers, especially youth programs (8%).
- Residents give scattered responses for Park District facilities, most often:
 - Well-maintained, up-to-date (7%)
 - Pools (7%, with another 6% mentioning Sunset Pool specifically)
 - Fitness options (6%).
- One in ten are not familiar enough with the Park District to offer a comment, especially:
 - Ages 65+ (14% of whom could not offer a response)
 - E-Central residents (16%)
 - Non-GPD park users (43% of n=15) and non-GPD program participants (16% of n=217).

GPD Strengths (multiple open-ended responses)



Feedback on GPD Strengths?



PARKS/TRAILS/PLAYGROUNDS (51%)

"Parks by the Fox River are accessible and relatively well maintained."

"Island Park walking trails and Wheeler Park Frisbee Golf. Parks are clean and natural."

"Playgrounds feel safe and are clean."

"The parks are well-maintained, safe, have bathroom facilities for the most part, easy to get to, and just all-around places I love. I traveled to these parks purposefully when I was not a resident of Geneva, and they are one of the reasons I love Geneva and moved here."

"The walking paths, bike trails, park grounds are kept up very well. Love the flowered areas."

"I think they have done a great job with the walking and biking paths at Peck Farm Park."

"I enjoy walking through park areas as they are well kept and pretty."

"I most enjoy hiking trails & parks for walking and enjoying nature."

"Landscaping, upkeep, and beautification is always top notch."

"There are well-maintained parks in every neighborhood."

"Has sufficient open space with paths for meditation and exercise. Access to river views."

"The number of parks throughout the area. They are well kept. "

"We like to walk there and enjoy the beautiful scenery. It is also good exercise for us because of our advancing age."

"I do very much enjoy the bike and walking paths and parks."

"Prairie Green reflects the District's attention to environment issues. The playgrounds are good. "

PROGRAMS/EVENTS (41%)

"I've participated in the house leagues the GPD puts on in several sports for years and I've always enjoyed them and believe they are run pretty well. I like that the GPD tries new things, new events from year-to-year. The facilities are pretty well-kept up overall."

"We love how they run programs for the after-school care. We appreciate the staff at Kids' Zone who actively engage with the students."

"Lots of free events."

"I play pickleball and the District has made efforts to allow a lot of open play time as well as men and women's play. Additionally, they have provided lessons, leagues and made new outdoor courts in Mill Creek."

"I love that they create a robust calendar of activities for my kids. They are also always adding and trying new things. The afternoon Kids' Zone program which is difficult to execute is extremely important to those families that work full-time and they do their best to keep it affordable. Thank you for all you do."

"The varied and multiple opportunities for school aged children for sports, exercise and crafts do!"

"Older adult class offerings. Excellence of instructors... excellent variety of programs for all ages."

"There are many great programs, including birthday party options...and they support the schools with the after-school Zones."

"They do a good job of offering a variety of programs for all age groups."

"Providing activities otherwise unavailable in the community."

"My children learned to swim years ago, now my granddaughter attended gym and ballet classes and we attended an animal show and tell. All were done well, with excellent staffing."

"My kids participate in many sports activities for little kids. The quality of the kids' programs is very good. We generally love the events we attend including the egg hunt and fall festival. Also, my oldest attends Kids' Zone which is high quality."

FACILITIES/BUILDINGS (40%)

"Having a town pool and water park plus numerous fields for youth sports."

"Facilities like Peck Farm, Sunset Pool, and Persinger Center are always well-maintained and clean."

"We love the pool at Sunset. We love Playhouse 38. It is an amazing benefit for our community to have its own theatre space!! We also love the variety of programs that the Park District offers. We enjoy the summer picnics."

"We really like and enjoy renting rooms for parties. Not all towns have this service and it's really helpful for those of us whose home are not fit for large gatherings."

"I enjoy the pools. I swim at the Mill Creek Pool almost daily. "

"Having 2 locations is amazing for a city the size of Geneva. Sunset location is 3/4 of a mile from my home. Very convenient. PICKLEBALL availability at Persinger is a plus, too. Equipment at both is in good shape and meets my needs."

"I use the Sunset facility. The facilities are excellent, well-maintained and the staff is very pleasant to interact with."

"Peck Farm Park & Persinger Center are great facilities. The Moore Park spray ground is very popular. I like how the district is all-in on pickleball."

"The facilities are very nice, Persinger and Sunset. Peck Farm is a gem."

"I like Peck Farm land and the Stephen Persinger fitness center. Both places are very clean and safe."

"I like the outdoor pool usage for lap swimming. Joe is great, and always gets back to me quickly when I have questions."

"Pool management is good."

"Love the baseball fields, Sunset pool."

"Having a town pool and water park plus numerous fields for youth sports."

"The fitness center memberships seem to be a good value and the facilities are state of the art."

MANAGEMENT/ADMINISTRATION (19%)

"Committed to improvement"

"Ease of registration -- friendly front desk people."

"Lots of parks with easy access, parking, activity areas."

"Good choices; nice diversity; good crowd; great director and management."

"Lots of parks, distributed across Geneva."

"Variety of programs and services at fair price."

"I love the seasonal park district program booklets that are mailed out. "

"I think it gears wonderfully to younger children making the structures safe and pleasing."

"Parks are in all areas of service area and appeal to all ages."

"it is close by, it also has a friendly staff."

"Sunset pool season pass is fairly priced."

"The employees are very helpful. I like that they offer many different classes."

"Friendly, professional staff -- nice, clean facilities -- walks cleared of snow and ice."

"Aside from the beautiful well-maintained parks and numerous programs, the park district's greatest asset is its friendly and helpful staff. Everyone I've interacted at the park district has been friendly and offered exceptional service. I can tell staff is happy and they love their jobs."

GENERAL (12%)

"I think they really care about the residents and strive to keep the park district up to date and have a variety of options for all residents."

"It is well maintained and attractive."

"Well maintained, clean, welcoming."

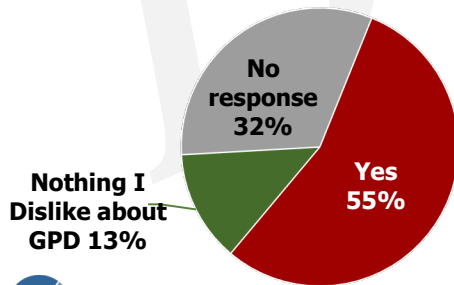
"Well located -- kept up nicely -- something for all ages."

DRAFT

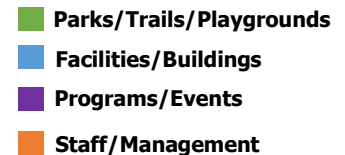
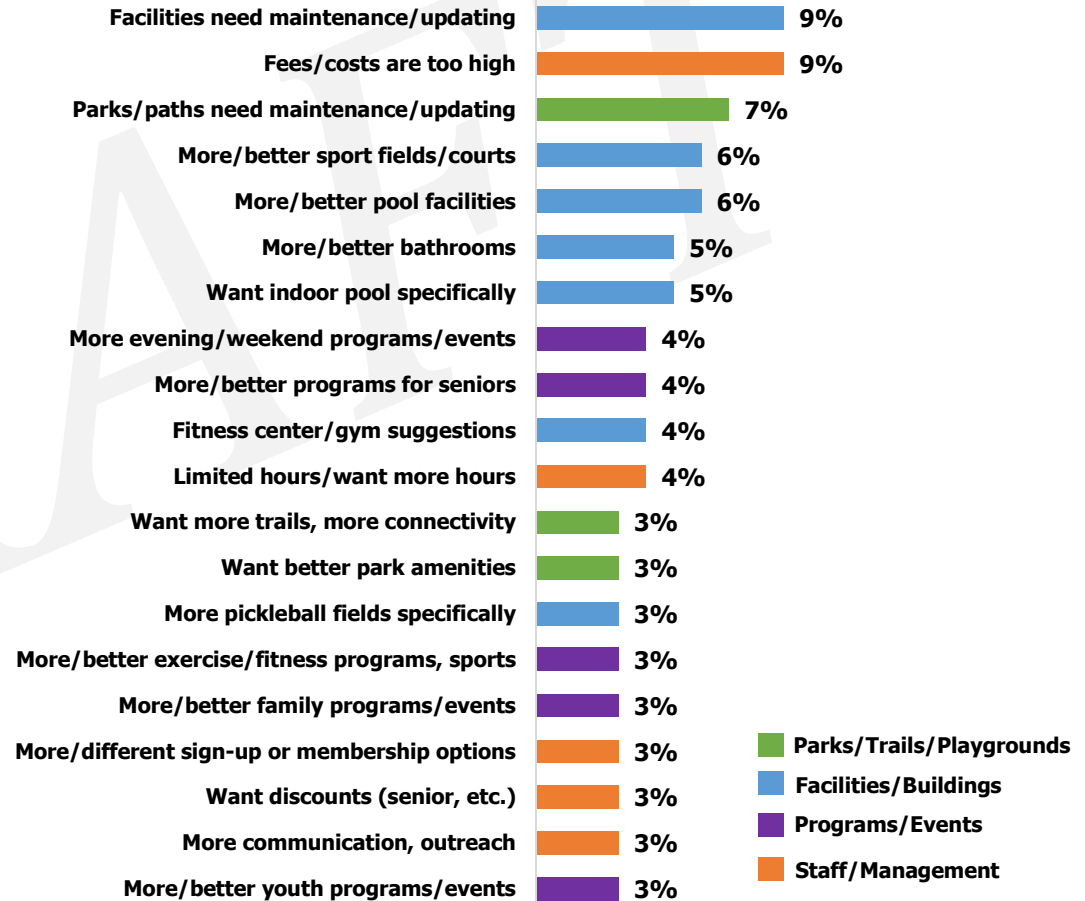
When asked what they dislike or would like improved about the GPD, respondents give much more scattered responses (no clear consensus). Topping the list are issues with facility and park/trail maintenance, fees, and pool-related comments.

- Respondents seeking better facility maintenance mostly cite cleanliness of buildings/facilities (9%), while park maintenance mostly lacks in clearing the paths during winter (7%).
- Regarding the pools, residents seek more lap lanes (or more hours), and cleaner facilities (6%). Another 5% wishes specifically for an indoor pool facility with year-round access.
- More than one in ten (13%) does not dislike anything about the GPD and about a third is not familiar enough to provide an answer

Feedback on GPD Weaknesses/Improvement Suggestions?



GPD Weaknesses/Improvements Sought (multiple open-ended responses)



FACILITIES/BUILDINGS (35%)

"One program I attended this past year was an animal show at Peck Farm. The room was set up in rows and my child couldn't see and wasn't engaged until the person came by. It would have been better if the room was set in a circle for seats. I also wish there was an open play for kids in the jungle gym areas at either Sunset or Peck. I'm always looking for something to bring my kids too inside to burn off energy on poor weather days. I've gone to other park districts (West Chicago) in the past and it was awesome."

"The buildings are not welcoming, especially the one on Western Ave., and everything has a fee."

"The bathroom is dismal. The water is almost not available and the drinking fountain outside has been removed. This bathroom needs to be fixed."

"There are lots of ripped cushions on the exercise equipment. No towel service."

"Sunset fitness has become a bare bones facility. Broken equipment takes a long time to be repaired. Some morning staff can use a refresher on customer hospitality. Few amenities in the locker rooms. Linen service was discontinued presumably because of COVID but was never restored. No explanation."

"Lack of facilities to 'play' inside, i.e., open gym for basketball is limited because Peck Farm is always scheduled with other activities."

"I don't have anything to really complain about. I think the GPD could think a little bigger at times and invest in some other sports that have grown over the years - we're generally late. Examples; Pickleball - Geneva has a lack of courts; Platform Tennis - this is a hugely popular sport in the Chicagoland area and other park districts offer this. Geneva would be a perfect town for this sport. Bring more concerts to town - can the baseball stadium be utilized for mid-sized concerts?"

"I have participated in the summer lap swim at Sunset pool, yearly every summer for a dozen years or so. I, along with other swimmers, would appreciate more lap lanes, longer swim times, less cost for lap swim pass, and most importantly, better maintenance of the pool. It is in need of an overall update; patch the numerous cracks or resurface, fresh paint, and better daily upkeep of the band-aids, hair ties, leaves and sand. Thank you!"

"Sunset Pool clubhouse, bathrooms, pool, pool deck, etc. were always very unclean"

"The baseball facilities could be upgraded. Lights to be allowed more often and more fields. As a coach, we battle so hard for field time and with boys and girls using the fields, someone is always left looking for space."

"It's lovely that it's so geared to families, but older residents like us don't always get our needs met. For instance, there didn't used to be enough regular chairs at the Sunset Pool, and chaises are problematic for older residents with mobility issues."

"I wish there was a better workout/gym facility. I previously lived in Schaumburg and enjoyed their fitness facility."

"Lap swimming hours need to be expanded--one hour strictly for lap swimming at Sunset is not enough."

MANAGEMENT/ADMINISTRATION/ACCESSIBILITY (29%)

"So many facilities are on the west side of the river, even far west. I feel like the east side is not considered very highly."

"I wish there were more things available for people on the east side of Geneva. Many funds and projects seem to go towards Persinger, Peck Farm and other things on the west side. I know other Eastiders would also love something developed closer to us."

"Maybe have more activities for older adults with disabilities."

"Have facilities open more throughout the year. Better lighting along bike/walking paths."

"It is very difficult to sign up online. the program software is archaic. i never know where to find class or program on the screen. The enrollment button to add a class does not come up on my screen. Each season I give up and just go to the counter in person to sign up."

"I typically am very happy with the Park District except for the website failures previously during summer camp registration periods and the current failure to properly staff summer camps and specifically the failure to properly process paper applications."

"It would be helpful to have short-term memberships to the fitness center, rather than locking members into a one-year commitment. I might only need a membership during the winter when it's too cold to walk outside. Or maybe even a 10-session punch card that would give people access to facilities on a short-term basis."

"Higher quality coaching for youth sports. Volunteers are very nice and appreciate them but would like a better solution."

"Lack of cooperation with local private organizations for classes. Try to have local business experts teach or coach."

"Perhaps better advertising? I'm not sure why but we have previously signed up for multiple classes that ended up being cancelled, which is very frustrating when we are planning on it."

"The high percentage of my property tax you collect."

"I was disappointed when senior discounts were discontinued on most classes. Need more pickleball outdoor courts."

"Sometimes costs are a bit high for our budget...especially pool admission."

"Increase the accessibility of play spaces for children with disabilities"

PROGRAMS/EVENTS (21%)

"Classes being canceled last minute due to low enrollment."

"I wish you'd let my grandchildren apply with Geneva residents when I'm the one responsible for taking them. I've been a Geneva resident for 35 years, I think you should give me credit for that."

"We've had problems in the past where we were relying on an activity only for it to be cancelled at the last minute leaving us high and dry. That was awhile ago so I can only hope that has been corrected which could mean earlier notification that an activity isn't going to happen."

"We have felt that instructors / programs outside of the park district have been higher quality and more consistent -- this is for kids dance, gymnastics, sports, etc. -- classes lack organization & communication."

"Offering more evening/ weekend programs for those adults who work. I've seen classes that I'm interested in, but they were offered while I'm at work."

"Lack of things offered at times that work for working people."

"Limited kids' classes in late afternoon/evenings for working parents (gymnastics, soccer, etc.). Our first park district party experience was great (2020). We just had another one and it was much more scattered and while the staff were trying, they clearly had not been given the same parameters. Kids' Zone staff turnover...pictures with staff members and their names by the pickup door would be great including which days the kids can expect to see them."

"Things I would love to see more of: youth fishing classes/camps; youth tennis classes/camps; outdoor pickleball courts on East side of Geneva. Is there any chance the outdoor tennis courts at Harrison Street School could be painted for pickleball? They are never used."

"Programs almost exclusively for children and youth and are expensive given that Park District is a taxing body. Provision is not made for low-income families. I am not one of those. My property taxes support the District and have for more than 20 years but there is little programming for me. At least I wish my taxes went to support low-income families and allow them to use programs offered. I think Park District and Board are elitist institutions; that is unfortunate, deplorable."

"Too many programs are offered for children."

"I wish there were more active senior programs available. Handcrafts classes, classes 60+ men would enjoy. Travel programs where you learn about places you may want to visit."

"I think there should be more opportunities for older adults, ages 50+."

PARKS/TRAILS/PLAYGROUNDS (20%)

"I would like to see more lighting, places to lock up bikes, more flowers."

"Keep more open space in parks, don't need to fill them with trees and other stuff."

"Please steer clear of using weed killer. It is unnecessary and detrimental to the health of the community and planet."

"Natural prairie planting where space allows. Program to provide native plants or seeds to encourage citizens to promote planting areas (Park District to sell at cost to citizens)."

"There is no dog park in Geneva. There needs to be a better trail guide/markings to the paths within the Peck Farm property with distance guides. Also keeping paved paths clear in the winter should be a priority just as residents are expected to keep their sidewalks clear."

"Bike paths are not connected. Not sure who is responsible but getting to the bike/pedestrian bridge over the Fox River is now a death trap. Crossing 31 by the detour is questionable at best. I've seen a huge decrease in traffic on that bridge since there is no safe area to cross and this has reduced people on Island Park. The safest way to cross is by the County building with the traffic light."

""The disc golfers are ruining Wheeler Park; too much wear and tear and I have been hit numerous times by discs while trying to walk on the walking path through the park. They are littering, loitering, playing loud music and drinking alcohol and leaving their bottles all over the park and wearing out the lawns and destroying the trees and shrubbery by yanking or pulling down branches and hitting the trees. I have watched this happen for several years now. The park no longer is replacing the dying trees, only clearing it out for the disc golfers. I have used this park for over 50 years and it used to be beautiful with tulips, pansies, and seasonal plantings which are not being done any more. It was intended as a peaceful open space, not for disc golfers and their careless, destructive behavior. It is for families and youngsters to enjoy peace, greenspace, and nature's beauty. The district should be ashamed of this loss to the community."

"Winter maintenance of Island Park and other areas. The district clears parking lots as if they expect people to use the parks, but don't clear paths or playground area and equipment. Could offer more adult programs that aren't sports or health related."

"1) Dislike: never shovel snow and ice on public sidewalks adjacent to parks. Should keep these sidewalks and parks accessible all year (same responsibility as homeowners) and be 'pedestrian friendly' year-around. Impacts elderly and children especially; unsafe to have to walk in road. 2) Dislike: Remove 'porta-potties' in fall/winter. Better: Keep these in place all year as many people walk and drive to, and visit, these parks year-around."

Virtually all District residents feel included and represented by the GPD in its programs and activities.

- This opinion is generally held by all demographic subgroups. There are no statistically meaningful differences in the overall response by age, gender, race/ethnicity, etc.
- That said, the 7% who disagree (and do not feel included sufficiently included or represented) give a variety of reasons for feeling this way. Most often they cite:
 - Perceptions that the GPD is primarily serving children and young families with its programs and facilities, and is less relevant to adults and older residents (n=11 responses – see next pages)
 - Location issues, usually that residents in the East region are too far from or lack facilities/options (n=7)
 - Cost- and fee-related issues impacting those on lower or fixed incomes (n=6, including some seniors)
 - Fewer opportunities for those with special needs (n=5)
- The rest gave more scattered reasons. Only two respondents who disagree with current DEI efforts cite issues related to race/ethnicity or gender identity (n=1 response each).

Does Your Household Feel Properly Represented/Included Within GPD Offerings?

Yes, 93%

No, 7%

Verbatim Responses: Reasons Why GPD Is Not Considered Inclusive/Diverse

Too Focused on Children/Young Families, Less on Adults/Older Residents

"You really don't address adult interests or needs."

"Very few classes for seniors. Kids and family activities are a large percentage."

"There are NO considerations for us seniors for seating along pathways."

"There are an overabundance of programs for children and youth and little that is attractive to older adults."

"Programs are skewed to children and young mothers."

"Not much for DINK households or dog-friendly events."

"More senior fitness available class times."

"More senior activities."

"More active adult programs – but not senior trips."

"(There are) few senior programs."

"The majority of the programs are for children. There are many active older adults without children at home and we are still paying taxes. There can be kayak groups, walking groups, etc."

Location

"I'm on the wrong side of town for most."

"The facilities in Geneva are too far west to be convenient."

"I have access to facilities, but my neighbor does not (Mill Creek)."

"Fitness centers are far from my house and expensive."

"East side not being improved as west side of town."

"Because we live in Batavia, I feel we are not considered in the overall park district program offerings or locations where these programs are located. I don't know why we are in the Geneva Park District; it's not convenient and there's no advantage to being in it. We pay taxes to the Geneva Park District, but we never use it. Very frustrating."

"I live at The Landings senior living in Batavia. I don't think enough advertising is done to promote GPD to Batavia residents."

Cost/Fee-Related

"Seniors should have a greater discount, and Silver Sneaker classes should be provided free of charge. YMCA does this, why can't the park district?"

"Not significant discounts on other programs for seniors."

"Mill Creek Pool -- senior passes at the pool need to be lower in price."

"Cost is too high for seniors on a fixed income."

"The discrepancy in fees charged for Sunset facilities. When did senior citizens, who have supported the Geneva tax base for years become so irrelevant that teenagers receive a larger discount than seniors? There is no monitoring the teens in the facilities to make certain they follow basic courtesy. Sitting on weight machines while engaged in their cellular devices, doing floor workouts by the weight machines so that five weight machines are blocked and not usable for other customers. Talking so loudly that even while wearing earbuds, you cannot hear your own device. Yet, teens get a larger discount than senior adults."

"We are seniors, but we do not get a price break being taxpayers; that's another big reason we don't use it."

Verbatim Responses: Reasons Why GPD Is Not Considered Inclusive/Diverse (cont'd)

Special Needs Populations

"Opportunities for those with physical handicaps but I have not explored fully as truthfully, I have not read the seasonal offerings carefully since moving here less than a year ago."

"I have an adult son with some cognitive disabilities, not profound. There is nothing for him, he totally falls through the crack. He doesn't fit in the classes that are for most adults and he doesn't fit in the Fox Valley Special rec, he's higher functioning. It's VERY isolating for him."

"No programs that include people with physical disabilities."

"I have a special needs son -- age 18. No inclusion programs anymore for this age. The must go to FVSRA. Also, I can't do a program because I need care or oversight for him."

"I have an autistic son with special needs and most classes would not accommodate him."

Facility-Related

"You need a golf course."

"District does not offer attractive fitness options. The St. Charles Norris Center does a better job of that."

"Add racquetball court and indoor pickleball."

LBGTQ+

"Would like to see LBGTQ families represented in catalog and advertising."

Race/Ethnicity/Culture

"Most materials represent white wealthy families and are only in English. We live in a really unaware community, and it is not safe to be out and a person of color at night."

Other

"The program book published several times a year is a deplorable waste of resources. District should distribute only to those who want and need paper copy. Cost and shameful waste of resources are a disgrace and totally ignore current reality. Make a copy available in library, at facilities, etc. and online. Let people notify District if they want copy. Mine go from mail to re-cycling and, given photos, probably should not be in re-cycling."

"The only info I ever receive is the big booklet of programs. Truthfully, I have not looked in awhile because there really wasn't anything of immense interest to me. Perhaps I am missing supplemental mailings on topics that interest me."

"This survey is a prime example of 'the why'. At no time prior do I ever remember being asked what my interests are to include my participation."

"Look at the diversity and life stage of the members of the board for the past five years. Do you feel they represent the families in the community?"

"We walk and enjoy flowering trees and plantings. We respect the environment and enjoy having our little ones feel safe secure while they visit the park and see the changing seasons and plantings, and this no longer exists. You sold out to out-of-towners that come and trash the park and create a negative environment. There are not enough seasonal plantings to enjoy and see each season. They are being grown and sold instead of put on display for the residents. I would like to see where all that cash is going. No new trees and a new greenhouse, no additional displays sounds like buddy deals to build and ruin open space and putting cash in someone's pocket and not benefiting the community."

"Working parents discriminated against for filling out and submitting paper summer camp applications which were not properly/timely processed and resulted in waitlisting of our child from the summer camp which is very, very improper and highly questionable, and directly affects my child's social and emotional well being and development."

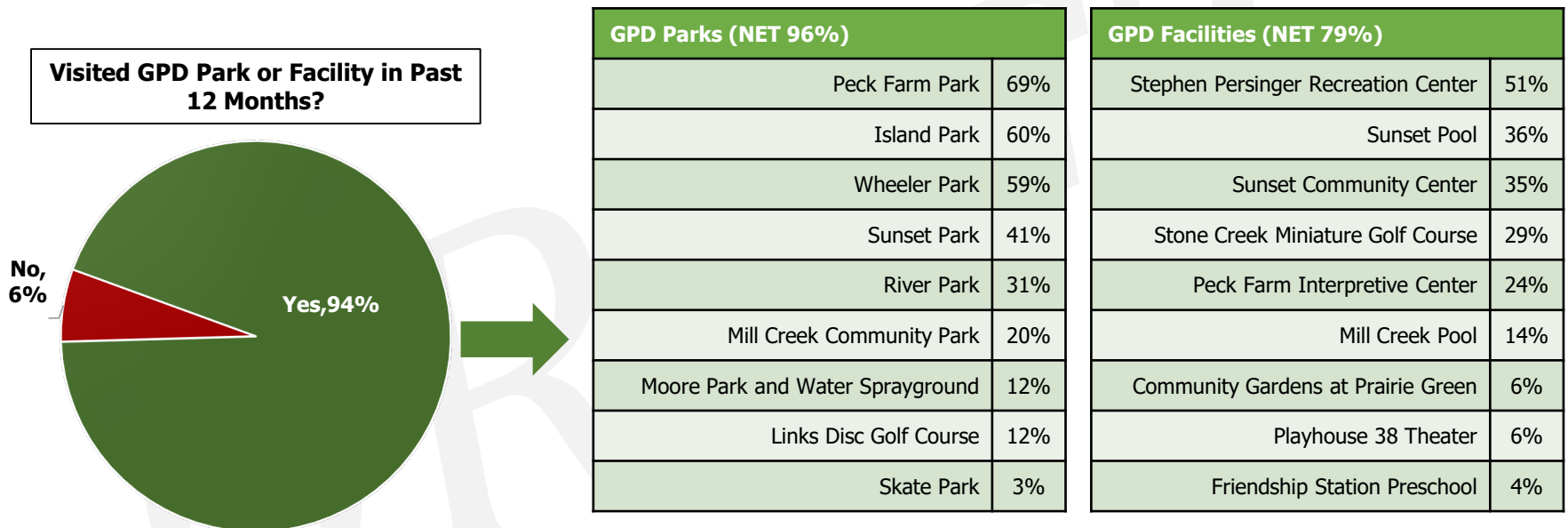
"When we missed ONE payment due to a CC company reissuing a card and even after paying immediately upon notification of this, we were denied access to membership."

"When I walk my dog at Island Park area to many people from the hotel complain because my dog is big, and they think we as Geneva residents don't belong."

II. GPD Park/Facility Usage and Satisfaction

Virtually all respondents report that someone in their household used or visited a GPD or park facility in the past year. A majority have been to Peck Farm, Island, and Wheeler Parks, and just over half used Persinger Recreation Center.

➤ In addition, roughly a third (or more) report visiting Sunset and River Parks, along with Sunset Pool and Community Center.



Looking at the most visited parks and facilities in the past year and where these visitors live, it becomes clear that some locations are more heavily used by “neighbors”, while other sites attract residents District-wide.

- For example, Peck Farm Park draws disproportionately from the West and W-Central regions (vs. the percent of the population in these areas.
 - While the East region accounts for 19% of the population, only 10% of Peck Farm Park visitors come from that area.
- The same is true for the Mill Creek Community Park (68% of users live in the West region).
 - Roughly half of those using Wheeler, Sunset, River Park and the disc golf course live in the E-Central area.
- By comparison, the Sunset Community Center and Stone Creek Miniature Golf Course draw users District-wide (proportionate to the population).
- Note that 38% of non-GPD users live in the East region.

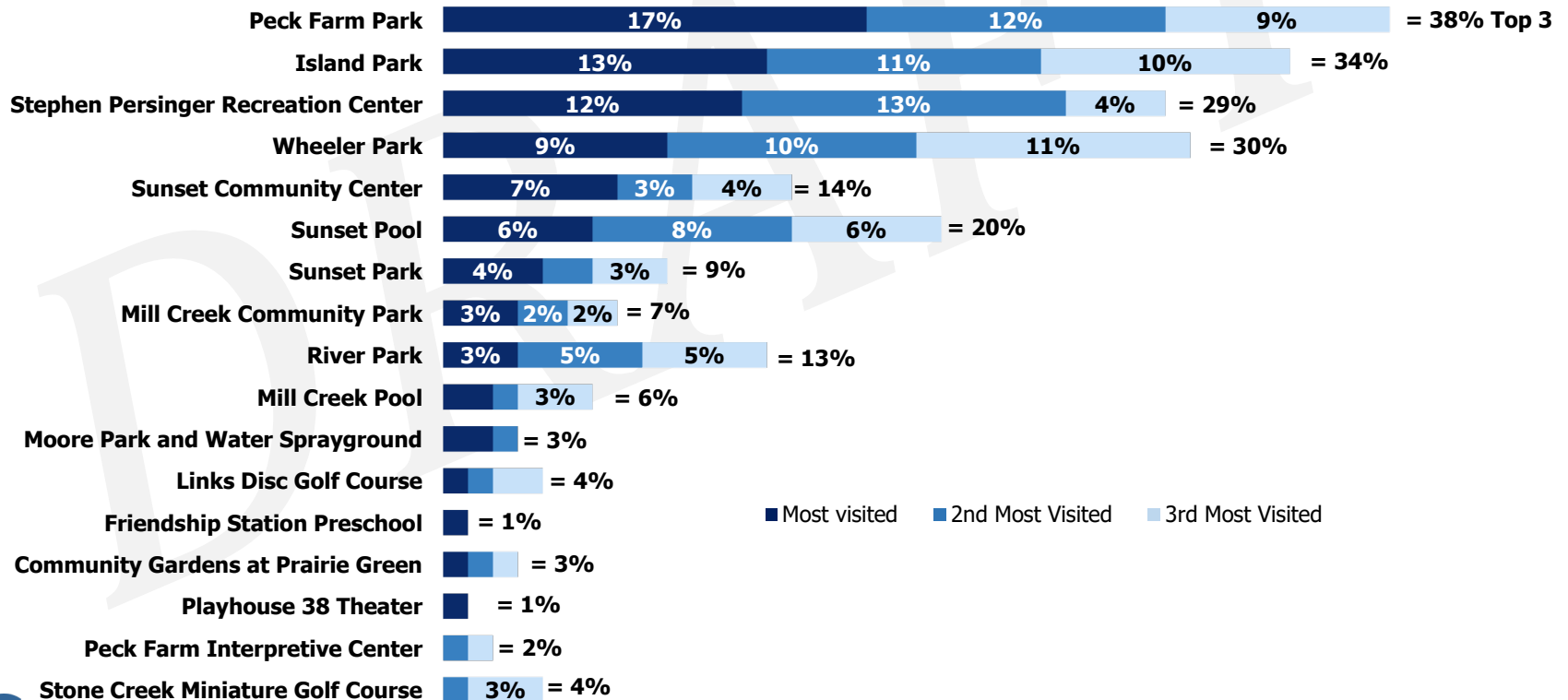
Geneva Parks	n	Region			
		East	E Central	W Central	West
Overall (row) % of Respondents	502	19%	37%	24%	20%
Peck Farm Park	310	10%	36%	29%	25%
Island Park	286	27%	40%	18%	15%
Wheeler Park	303	18%	45%	22%	15%
Sunset Park	191	15%	45%	23%	17%
River Park	148	22%	50%	18%	10%
Mill Creek Community Park	59	6%	11%	15%	68%
Moore Park and Water Sprayground	73	52%	27%	20%	-
Links Disc Golf Course	59	19%	54%	14%	13%
Stephen Persinger Recreation Center	226	13%	33%	28%	26%
Sunset Pool	156	16%	34%	24%	27%
Sunset Community Center	174	20%	40%	23%	17%
Stone Creek Miniature Golf Course	135	15%	45%	21%	19%
Peck Farm Interpretive Center	111	8%	25%	31%	36%
Mill Creek Pool	44	4%	14%	23%	59%
Community Gardens at Prairie Green	30	12%	36%	41%	11%
None of the above	43	38%	38%	11%	13%

Several GPD locations register as "Top 3" in terms of usage/visits, including Peck Farm, Island, and Wheeler Parks, along with the Persinger Rec Center. Sunset Pool, River Park, and Sunset Community Center represent a second tier of most-visited sites.

➤ Profiles of each location's visitors are provided on the following pages. For example:

- Self-reported Peck Farm Park users tend to be older (ages 55+) and live in the W-Central region.
- Island Park visitors tend to be younger and live in the East or E-Central areas.
- Those most likely report using Persinger Rec Center are 35 to 54 and non-white adults.

Top 3 GPD Parks/Playgrounds/Facilities Visited in Past Year



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

Significant Differences: Top GPD Parks/Facilities Used in Past Year (self-reported)

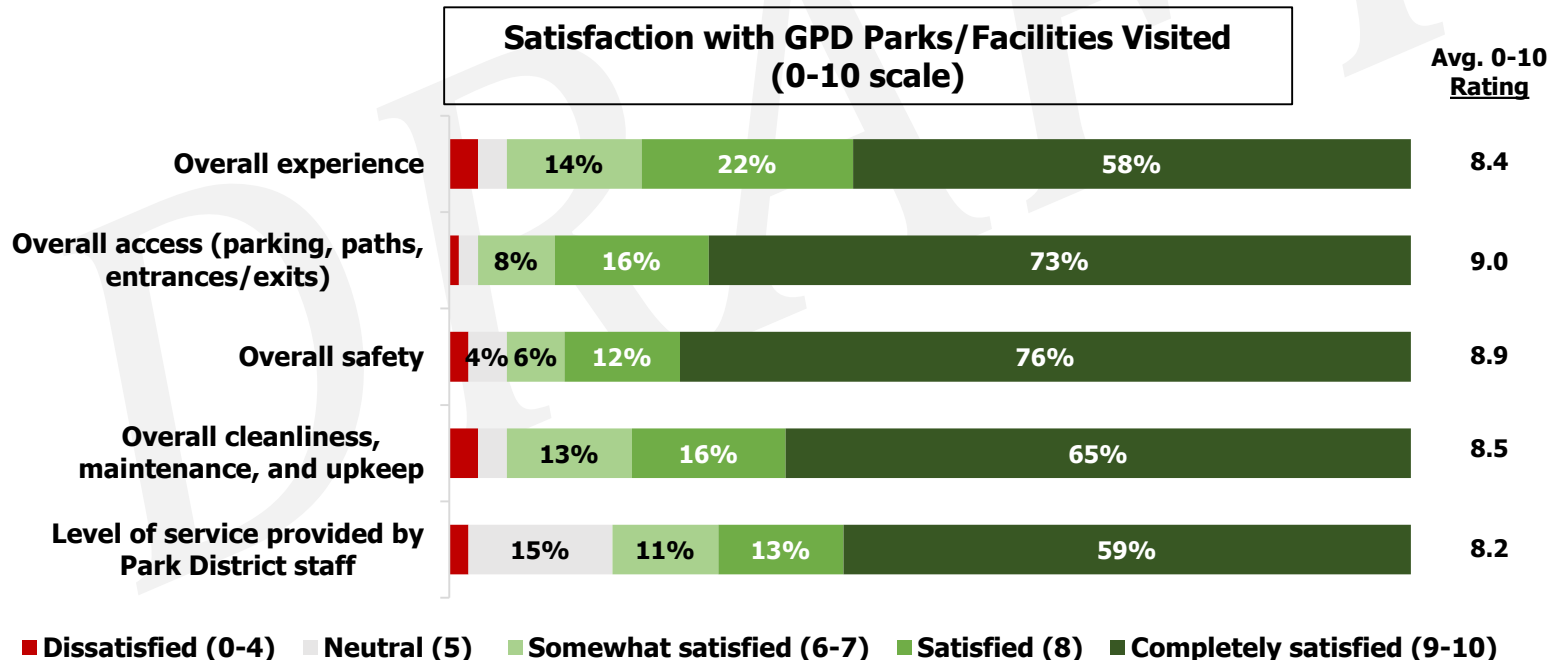
	#1 Most Frequently Used Locations	Top 3 Most Frequently Used Locations
Peck Farm Park	<p><u>17% Overall</u></p> <ul style="list-style-type: none"> - Ages 55-64 (24%) and 65+ (21%) - White adults (19%) - W-Central region (42%) 	<p><u>38% Overall</u></p> <ul style="list-style-type: none"> - Ages 55-64 (48%) - White adults (42%) - West or W-Central region (58%)
Island Park	<p><u>13% Overall</u></p> <ul style="list-style-type: none"> - Under age 35 (27%) - East region (31%) - Non-white/Non-Asian adults (61% of n=6) 	<p><u>34% Overall</u></p> <ul style="list-style-type: none"> - East region (66%)
Stephen Persinger Recreation Center	<p><u>12% Overall</u></p> <ul style="list-style-type: none"> - Age 35-55 (18%) - Asian Adults (33% of n=12), non-Asian and non-white adults (35% of n=15) 	<p><u>29% Overall</u></p> <ul style="list-style-type: none"> - Ages 35-54 (40%) - Children in HH (40%) - W-Central region (41%)
Wheeler Park	<p><u>9% Overall</u></p> <ul style="list-style-type: none"> - E-Central region (18%) 	<p><u>30% Overall</u></p> <ul style="list-style-type: none"> - Ages 35-44 (38%) - White adults (32%) - E-Central region (43%)
Sunset Community Park	<p><u>7% Overall</u></p> <p><i><no statistically meaningful differences></i></p>	<p><u>14% Overall</u></p> <p><i><no statistically meaningful differences></i></p>
Sunset Pool	<p><u>6% Overall</u></p> <ul style="list-style-type: none"> - Ages 45-54 (12%) - Households with children (11%, vs. 3% of those without children) - GPD residents 5-9 yrs. (45%) 	<p><u>20% Overall</u></p> <ul style="list-style-type: none"> - Ages 35-44 (43%) - White adults (21%) - Households with children (41%, vs. 8% of those without children)

Significant Differences: Top GPD Parks/Facilities Used in Past Year (self-reported) – cont'd

	#1 Most Frequently Used Locations	Top 3 Most Frequently Used Locations
Sunset Park	<p align="center"><u>4% Overall</u> <no statistically meaningful differences></p>	<p align="center"><u>9% Overall</u> - E-Central region (12%)</p>
Mill Creek Community Park	<p align="center"><u>3% Overall</u> - West region (15%)</p>	<p align="center"><u>7% Overall</u> - Women (9%) - West region (28%)</p>
River Park	<p align="center"><u>3% Overall</u> - Ages 55-64 (8%) - No children in HH (4%) - GPD residents 30+ yrs. (8%)</p>	<p align="center"><u>13% Overall</u> - Men (17%) - Hispanic (35% of n=17) - No children in HH (16%) - E-Central region (23%)</p>
Mill Creek Pool	<p align="center"><u>2% Overall</u> - Ages 35-44 (5%) - Children in HH (4%) - GPD residents 5-9 yrs. (22%) - West region (9%)</p>	<p align="center"><u>6% Overall</u> - Ages 35-44 (11%) - Children in HH (14%) - West region (20%)</p>

GPD park and facility users are extremely satisfied with their overall experience at these locations, and with all attributes – especially overall accessibility and safety.

- Consistently, 83% or more visitors are satisfied with each attribute, including a clear majority (58%+) who are “completely satisfied” (scores of 9+ on a 0-10 scale). This includes about three quarters (73%+) completely satisfied with the ease of access and safety at the parks and facilities.
 - By comparison, no more than 3% are dissatisfied with any of the attributes.
- The average 0-10 ratings (8.2 or higher) are very strong as well. Comparing these averages by subgroups, no segment is dissatisfied. The lowest average score (6.5 from n=11 non-white/non-Asian adults rating GPD staff) is still positive.



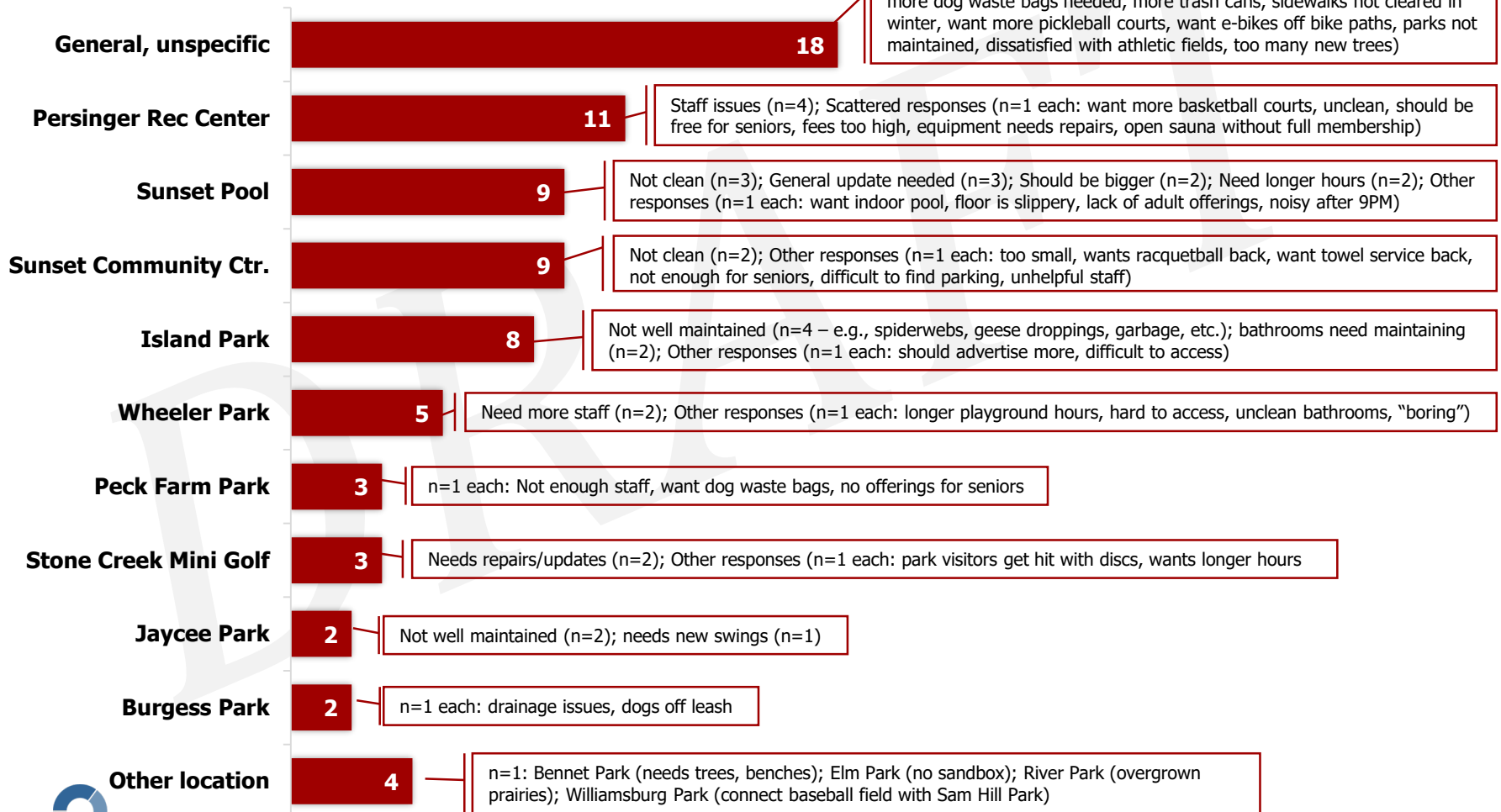
Q8. Thinking about those parks and facilities you recently visited, please rate your overall satisfaction with the following.
NOTE: values <4% are not shown.

Significant Differences: Satisfaction with GPD Parks and Facilities

	Lower than Avg. Ratings	Higher than Avg. Ratings
Overall experience (8.4)	<ul style="list-style-type: none"> - Ages 35-44 (7.9) - Households with children (8.2) 	<ul style="list-style-type: none"> - Households without children (8.6) - Asian adults (9.3 of n=11)
Overall access - parking, paths, entrances/exits (8.9)	<ul style="list-style-type: none"> - E-Central region (8.8) 	<ul style="list-style-type: none"> - W-Central region (9.2)
Overall safety (9.0)	<ul style="list-style-type: none"> - Lived in GPD 30+ yrs. (8.5) 	<ul style="list-style-type: none"> - Under age 35 (9.4) - Asian adults (9.6 of n=10)
Overall cleanliness, maintenance, and upkeep (8.5)	<ul style="list-style-type: none"> - Men (8.3) 	<ul style="list-style-type: none"> - Women (8.8) - Asian adults (9.2 of n=10) - W-Central region (8.9) - Lived in GPD 5-19 yrs. (8.8)
Level of service provided by park district staff (8.2)	<ul style="list-style-type: none"> - Non-Asian and non-white adults (6.5 of n=13) - E-Central region (8.0) 	<ul style="list-style-type: none"> - White adults (8.3) - W-Central region (8.6)

Residents giving lower satisfaction scores (6 or below) on item attribute these scores to a wide range of concerns, mostly centered around maintenance and upkeep (in general and at specific sites), followed by staffing, more facilities, or accessibility/longer hours.

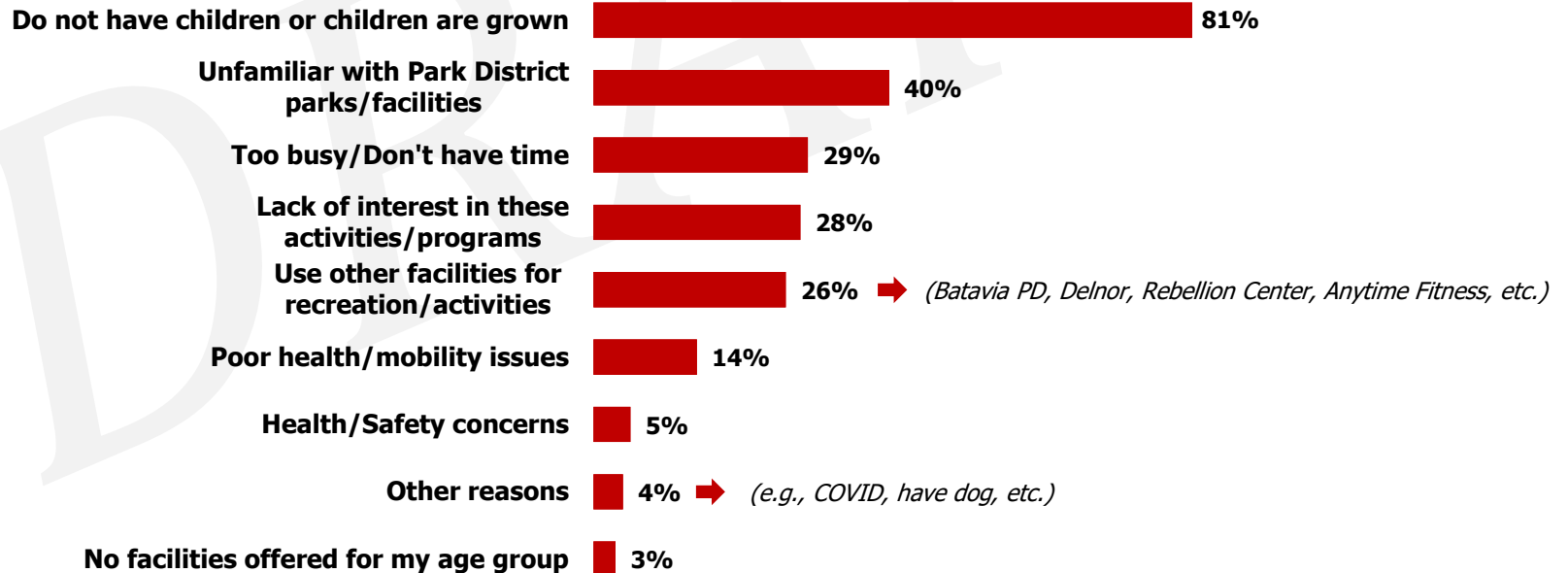
Reasons for Dissatisfaction with GPD Parks or Facilities (n=72)



Among the few (6%) who report no visits to GPD parks or facilities in the past year, the top reason by far is not having young children at home. This suggests a perception that the District focuses on children and young families and is less relevant to older adults.

- Two in five (40%) also feel unaware of what the GPD has to offer.
- At least a quarter cite lifestyle reasons (too busy, just not interested), along with going elsewhere for recreation or fitness activities.
- The remaining reasons are mentioned less often as barriers to usage.

**Reasons for Non-GPD Park/Facility Usage
(multiple responses, n=33 non-visitors)**

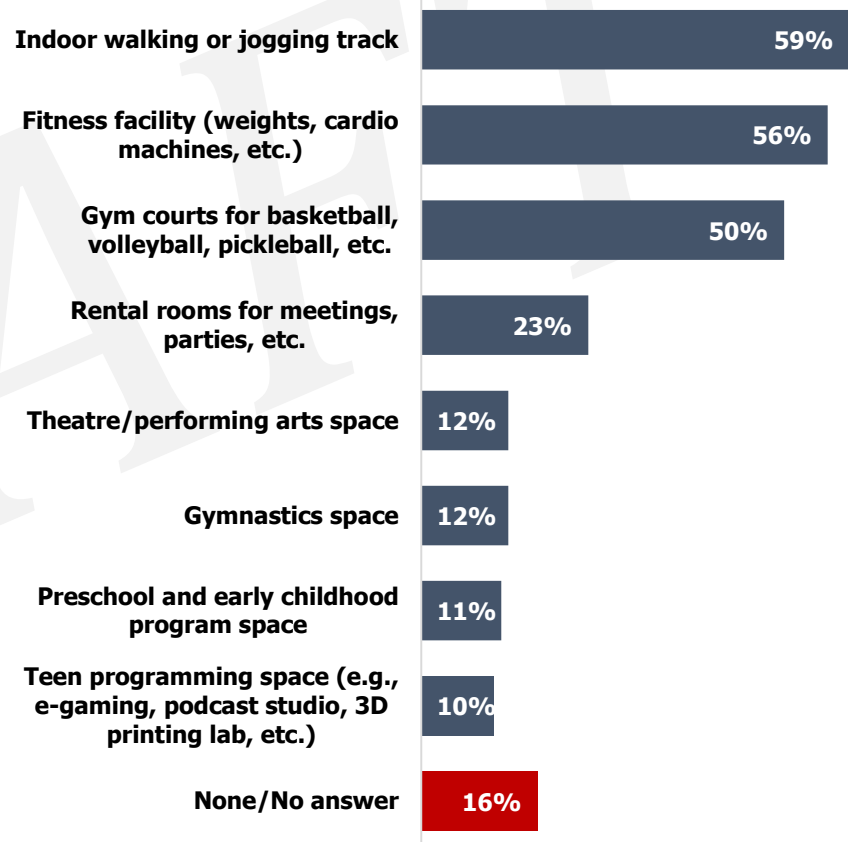


III. Needs Assessment: Indoor Facilities

At least half of the respondents report a need or interest for an indoor track, fitness facility, and/or gym courts. Half as many (23%) report a need for rental rooms, and even fewer express demand for the remaining indoor facilities tested.

- In general, younger adults (under age 45) and households with children tend to voice interest or a need for most of these indoor facilities (see next page).
- However, a fitness facility tends to be in greatest demand among older residents (ages 55-64).
- An indoor track is of interest largely to households in the West and W-Central regions, and likewise demand for a theater space is highest among W-Central residents.
- Those in the East region are express stronger-than-average interest in gymnastics space.
- Overall, 16% express no need or interest in the indoor facilities tested (especially the oldest adults, residents in the East region, and non-GPD visitors or program participants).

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



Significant Differences: Interest/Demand in Indoor Facilities Overall

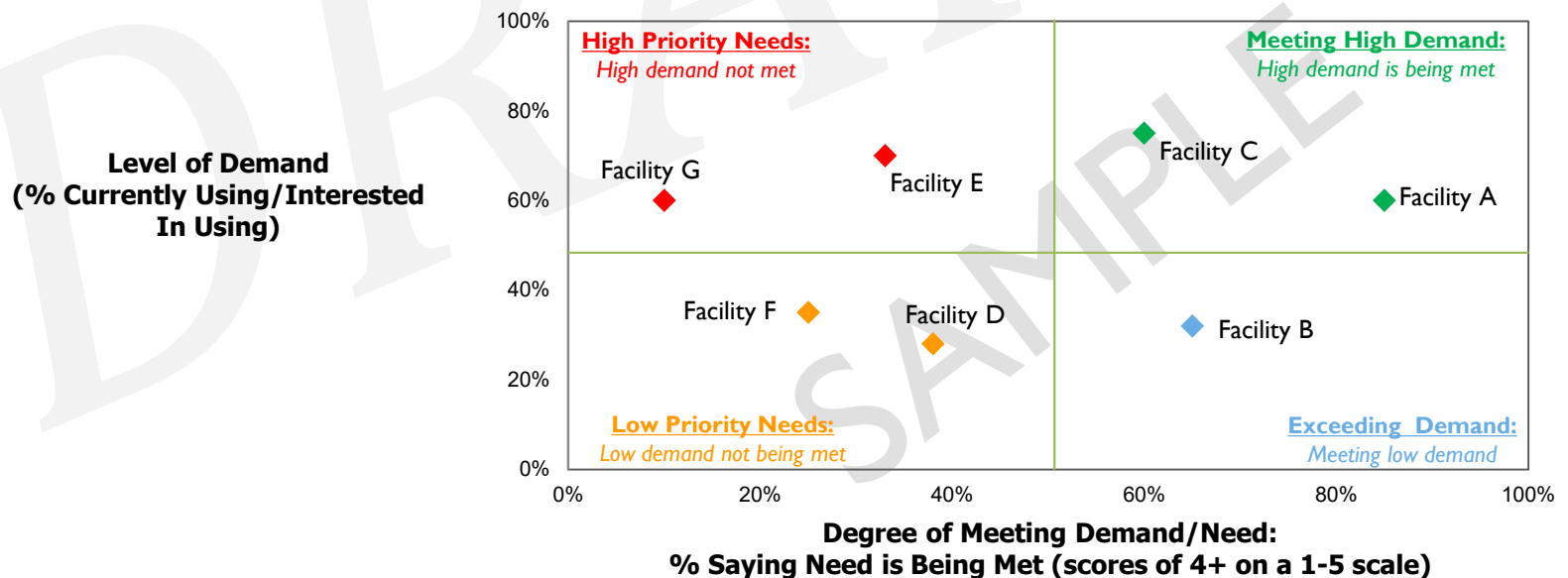
	Overall	Most Likely to Express Interest/Need/Use
Indoor walking or jogging track	59%	<ul style="list-style-type: none"> - Ages 45-54 (69%) - Asian adults (90% of n=12) - West (76%) and W-Central regions (65%) - Lived in GPD 5-9 yrs. (69%) - Recent GPD visitors (61%, vs. 24% of non-visitors) - Recent program participants (65%, vs. 53% of non-participants)
Fitness facility (weights, cardio machines, etc.)	56%	<ul style="list-style-type: none"> - Ages 55-64 (69%) - Recent GPD visitors (58%, vs. 23% of non-visitors)
Gym courts for basketball, volleyball, pickleball	50%	<ul style="list-style-type: none"> - Under age 35 (67%), 35-44 (63%) - Households with children (63%, vs. 44% of those without children) - West region (64%) - Lived in GPD 5-9 yrs. (64%), Recent GPD visitors (52%, vs. 22% of non-visitors) - Recent program participants (65%, vs. 53% of non-participants)
Rental rooms for meetings, parties, etc.	23%	<ul style="list-style-type: none"> - Under age 35 (42%), 35-44 (35%) - Asian adults (51% of n=12) - Households with children (33%, vs. 18% of those without children) - Lived in GPD 5-9 yrs. (34%) - Recent GPD visitors (25%, vs. 3% of non-visitors) - Recent program participants (28%, vs. 18% of non-participants)

Significant Differences: Interest/Demand in Indoor Facilities Overall (cont'd)

	Overall	Most Likely to Express Interest/Need/Use
Theater/performing arts space	12%	<ul style="list-style-type: none"> - Asian adults (45% of n=12) - Households with children (20%, vs. 9% of those without children) - W-Central region (19%) - Lived in GPD 10-19 yrs. (18%)
Gymnastics space	12%	<ul style="list-style-type: none"> - Under age 35 (31%), 35-44 (33%) - Women (14%, vs. 6% of men) - Households with children (28%, vs. 3% of those without children) - Lived in GPD 5-9 yrs. (27%) - East region (23%) - Recent program participants (18%, vs. 6% of non-participants)
Preschool and early childhood program space	11%	<ul style="list-style-type: none"> - Under age 35 (39%), 35-44 (22%) - Households with children (26%, vs. 3% of those without children) - Lived in GPD <5 yrs. (19%), 5-9 yrs. (22%) - Recent program participants (15%, vs. 6% of non-participants)
Teen programming space (e-gaming, podcast studio, 3-D printing lab, etc.)	10%	<ul style="list-style-type: none"> - Under age 35 (19%), 35-44 (24%) - Asian adults (41% of n=12) - Households with children (28%, vs. 1% of those without children) - Lived in GPD 5-9 yrs. (31%) - All regions (14%) except E-Central residents (4%) - Recent program participants (17% vs. 3% of non-participants)
None/No answer	16%	<ul style="list-style-type: none"> - Ages 65+ (24%) - Households without children (20%, vs. 8% of those with children) - East region (23%) - Non-GPD user/visitor (60%, vs. 13% of users) - Non-participants (26%, vs. 7% of GPD program participants)

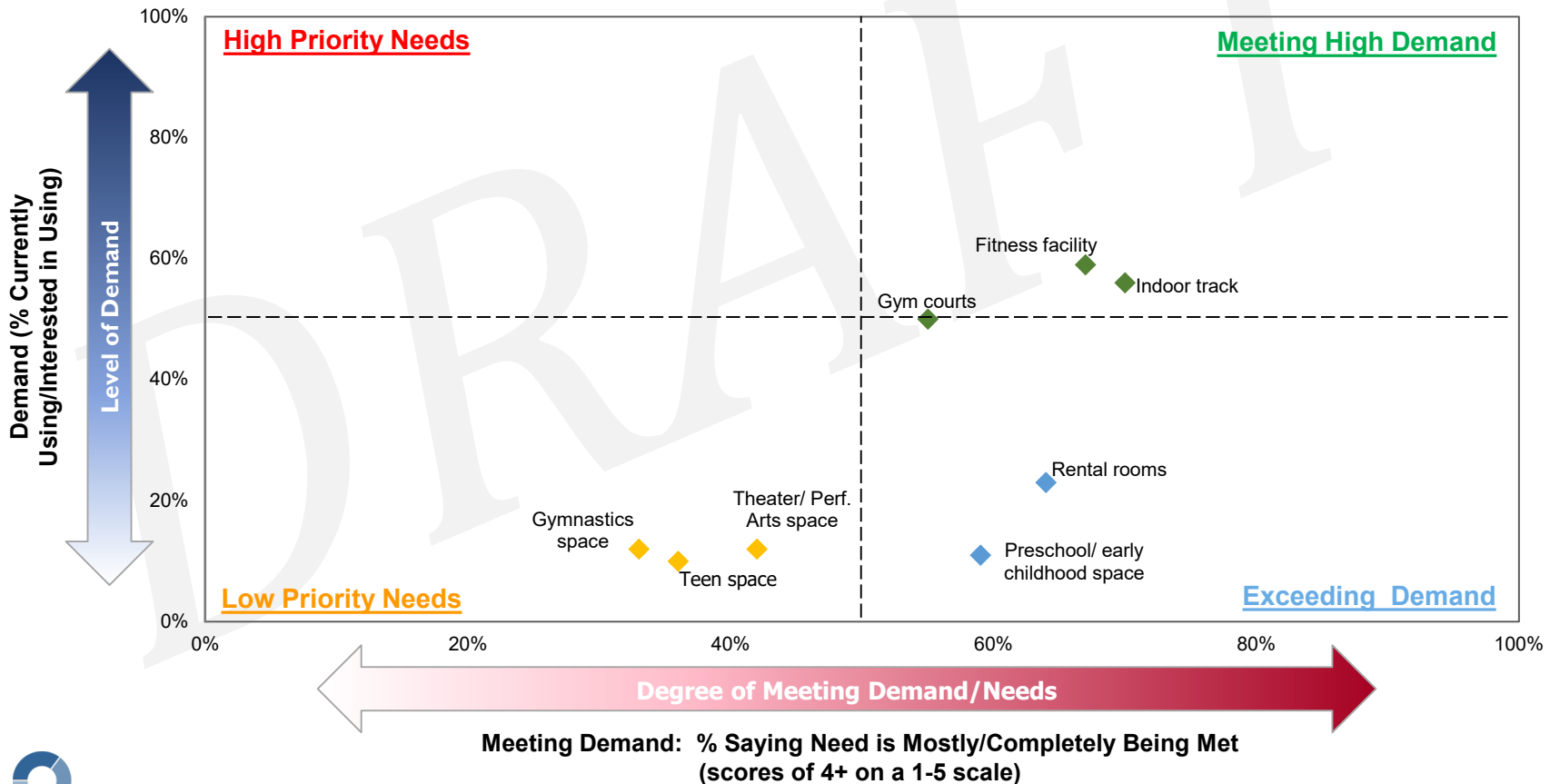
Quadrant Analysis: Determining if Demand for Facilities is Being Met

- Respondents who report use or interest in each type of facility were also asked how well needs are currently being met on a 1-5 scale.
 - A score of "4" means their needs are mostly met, and a "5" means they are completely met.
- The results are reported on the following pages using a scatter plot that shows both:
 - Overall demand for each facility (vertical axis) based on the % who indicate need, usage or interest
 - And the % with scores of "4" or "5" who report that this "need" is currently being met (horizontal axis) using the 1-5 scale.
- In the example below, facilities A and C in the upper right quadrant are in high demand and sufficient supply, while facilities E and G (upper left) represent opportunity (high demand not currently being met).
 - Facilities to the bottom (B, D, and F) are in lower demand.



Many of the indoor facilities tested are already considered readily available in the community, including fitness facilities, indoor track, rental rooms, preschool and early childhood program space, and gym courts.

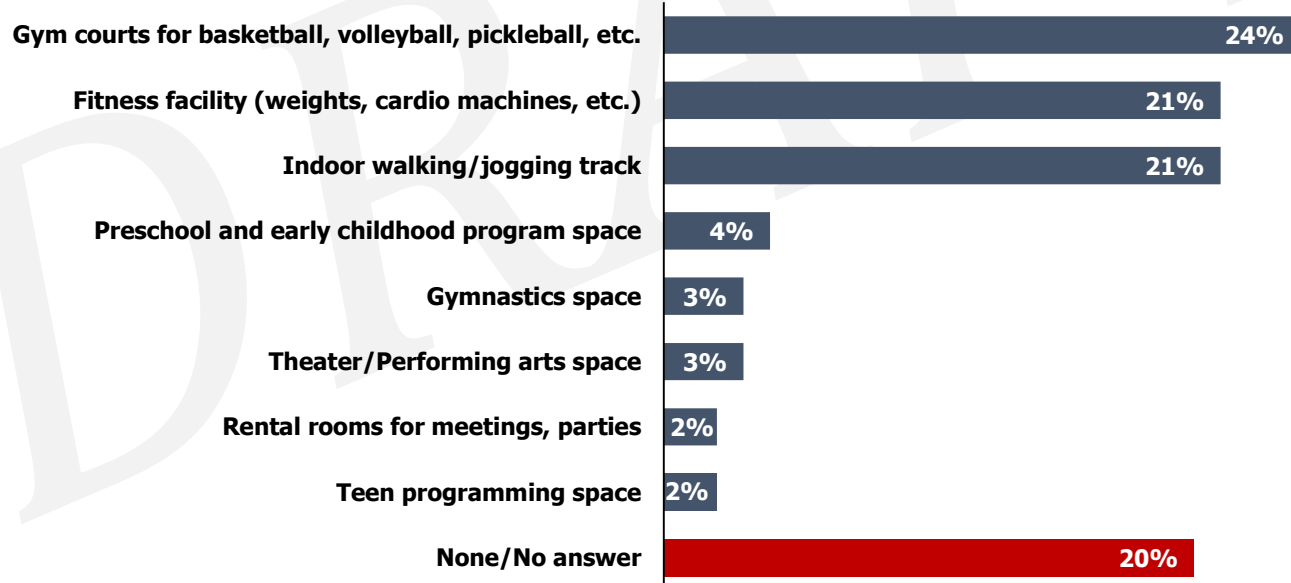
- None of the unmet needs are considered a high priority. Of these, gymnastics space and teen programming space represent the biggest "gaps" or opportunities, followed by theater or performance space.



When asked which one indoor facility should the District’s top focus, virtually everyone identifies one of the options seen as readily available now (gym courts, fitness facility, indoor track), or feel that “none” are a priority (again, reflecting that most needs are being met).

- None of the unmet needs are considered a high priority (selected by 3% or fewer each).
- Both gym courts and a fitness facility tend to be the top priorities among middle aged adults (ages 55-64), along with men citing gym courts (see next page).
- The oldest and most long-term District residents tend to report “none” of these as priorities.

Top Priority: Most Important Indoor Facility/Amenity For GPD To Provide/Expand/Improve (n=502)



Significant Differences: Indoor Facilities - #1 Priority for Geneva Park District

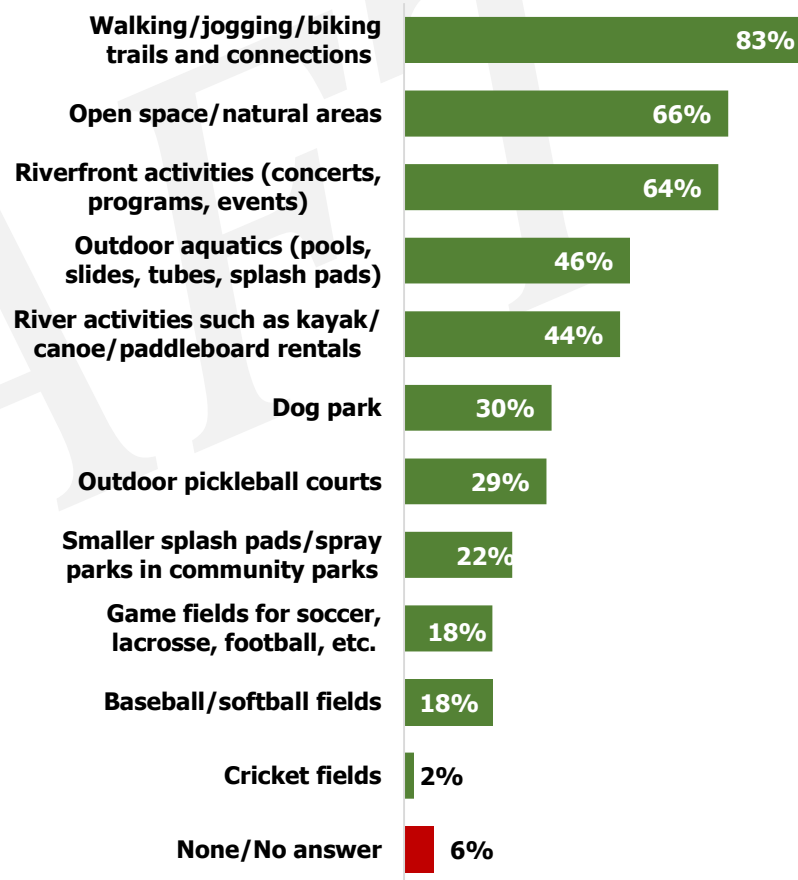
	Overall	Most Likely to Cite as Top Priority
Gym courts for basketball, volleyball, pickleball	24%	<ul style="list-style-type: none"> - Ages 55-64 (32%) - West region (34%) - GPD program participants (29%, vs. 18% of non-participants)
Fitness facility	21%	<ul style="list-style-type: none"> - Ages 55-64 (27%) - Men (28%, vs. 17% of women) - Lived in GPD <5 yrs. (30%), 20+ yrs. (25%)
Indoor walking/jogging track	21%	<ul style="list-style-type: none"> - Households without children (24%, vs. 15% of those with children) - Non-program participants (26%, vs. 16% of participants)
Preschool and early childhood program space	4%	<ul style="list-style-type: none"> - Ages 35-44 (8%) - Households with children (11%, vs. 0% of those without children) - E-Central region (7%) - GPD program participants (6%, vs. 0% of non-participants)
Gymnastics space	3%	<ul style="list-style-type: none"> - Ages 35-44 (10%) - Women (5%, vs. 1% of men) - Lived in GPD 5-9 yrs. (11%) - GPD program participants (6%, vs. 0% of non-participants)
Theater/performing arts space	3%	< no statistically meaningful differences >
Rental rooms	2%	< no statistically meaningful differences >
Teen programming space	2%	< no statistically meaningful differences >
None/No answer	21%	<ul style="list-style-type: none"> - Ages 65+ (36%) - Households without children (25%, vs. 10% of those with children) - East region (29%) - Lived in GPD 30+ yrs. (26%) - Non-GPD visitors (61%, vs. 18% of visitors) - Non-program participants (29%, vs. 12% of participants)

IV. Needs Assessment: Outdoor Facilities

Several outdoor facilities and activities tested generated high levels of interest and demand, mostly centered around trails and path connections, open and natural space, and events along the river (each cited by roughly two-thirds or more GPD residents).

- These “top three” outdoor features tend to be of greatest interest to more middle-aged adults (ages 45 to 64).
 - Long-term residents are most interested in trails, while newer GPD residents and adults in the East region express stronger interest in riverfront activities/events.
- Overall, nearly half express a need or interest in outdoor aquatic features, and rental opportunities for river activities (e.g., kayaks, canoes, paddleboards).
 - Both of these tend to appeal to households with children, relatively recent GPD residents, those in the West region, and ages 35-54.
 - Rental opportunities to paddle along the river also appeal to those in the East region, and a wider range of age groups (everyone under 65).
- East residents also tend to be interested in a dog park, while pickleball courts are cited most by ages 55-64).
- Most of the remaining outdoor features are mentioned by about one in five respondents, including smaller splash features at local parks, and sports fields.
 - Each appeal most to those under 45, and households with children. Men are likely to seek baseball or cricket fields.

Outdoor Facilities of Interest/Need Among Residents (% “Yes”)



Q13A. Please indicate if you or any household member uses or has a need or interest in the following outdoor recreational facilities – whether it is provided by the Geneva Park District or any other source.

Significant Differences: Interest/Demand in Outdoor Facilities Overall

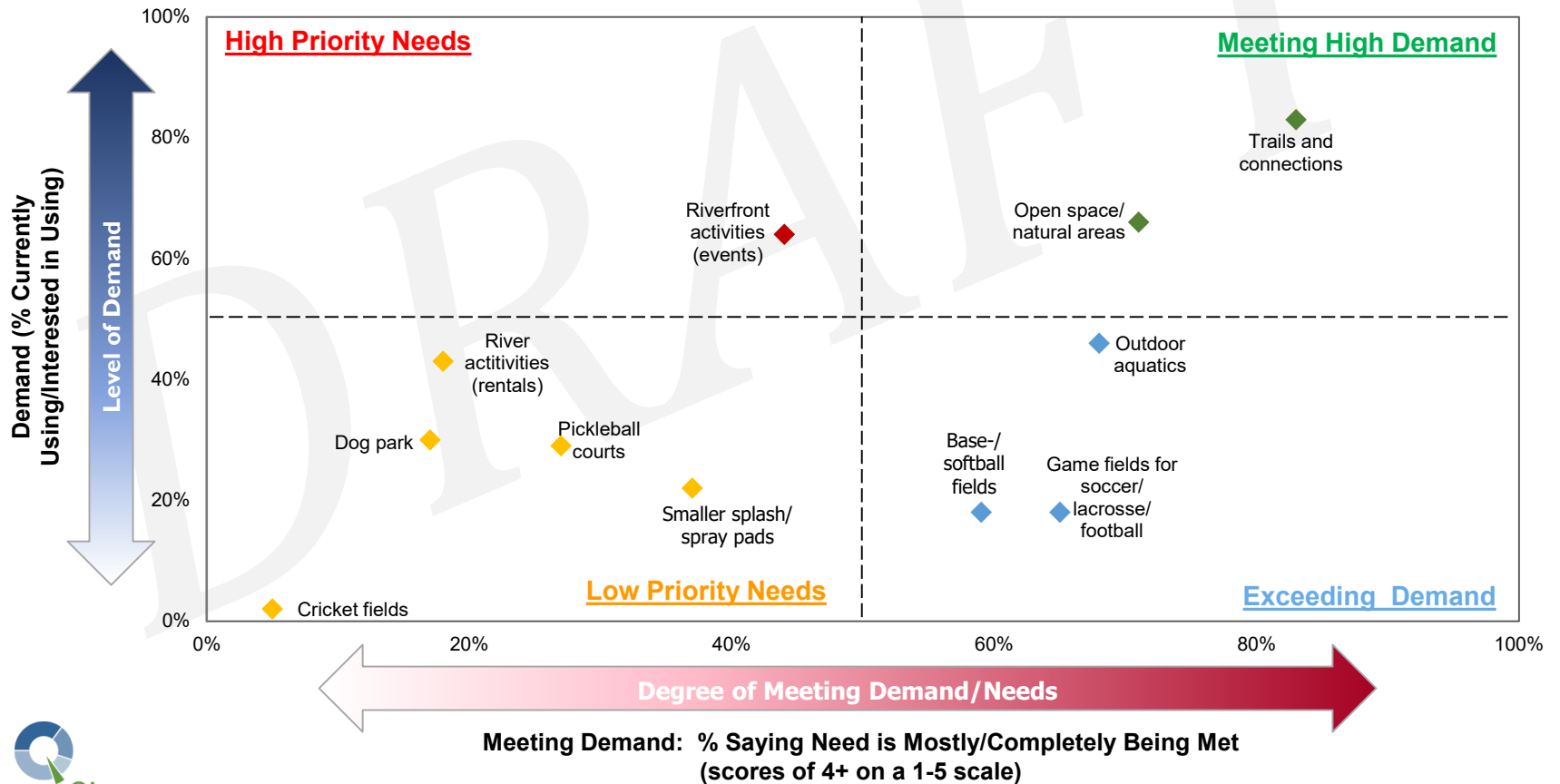
	Overall	Most Likely to Express Interest/Need/Use
Walking/jogging/biking trails and connections	83%	<ul style="list-style-type: none"> - Ages 45-54 (90%), 55-64 (94%) - Asian adults (95% of n=12) - Households without children (87%, vs. 78% of those with children) - Lived in GPD 20-29 yrs. (93%) - GPD users/visitors (85%, vs. 51% of non-users)
Open space/natural areas	66%	<ul style="list-style-type: none"> - Ages 55-64 (73%) - White adults (69%)
Riverfront activities – concerts, programs, events	64%	<ul style="list-style-type: none"> - Ages 55-64 (70%) - East region (80%) - Lived in GPD <5 yrs. (80%) - GPD program participants (70%, vs. 27% of non-participants)
Outdoor aquatics (pools slides, tubes, splash pads)	46%	<ul style="list-style-type: none"> - Ages 35-44 (74%), 45-54 (51%) - Households with children (76%, vs. 30% of those without children) - West region (70%) - Lived in GPD 5-9 yrs. (74%) - GPD users/visitors (48%, vs. 4% of non-users) - GPD program participants (63%, vs. 27% of non-participants)
River activities – kayak/paddleboard/canoe rentals	44%	<ul style="list-style-type: none"> - Under age 35 (54%), 35-44 (60%), 45-54 (51%), 55-64 (48%) - White adults (46%) - Households with children (56%, vs. 38% of those without children) - West (52%) and East regions (49%) - Lived in GPD <5 yrs. (54%), 5-9 yrs. (58%) - GPD users/visitors (45%, vs. 14% of non-users) - GPD program participants (50%, vs. 36% of non-participants)
Dog Park	30%	<ul style="list-style-type: none"> - East region (38%) - GPD users/visitors (31%, vs. 14% of non-users)
Outdoor pickleball courts	29%	<ul style="list-style-type: none"> - Ages 55-64 (47%) - White residents (31%)

Significant Differences: Interest/Demand in Outdoor Facilities Overall (cont'd)

	Overall	Most Likely to Express Interest/Need/Use
Smaller splash pads/spray parks in community parks	22%	<ul style="list-style-type: none"> - Under age 35 (51%), 35-44 (42%) - White residents (22%) - Households with children (45%, vs. 10% of those without children) - Lived in GPD <5 yrs. (27%), 5-9 yrs. (46%) - GPD program participants (33%, vs. 11% of non-participants)
Game fields for soccer, lacrosse, football	18%	<ul style="list-style-type: none"> - Under age 35 (27%), 35-44 (42%) - Households with children (35%, vs. 8% of those without children) - Lived in GPD 5-9 yrs. (32%) - GPD program participants (25%, vs. 9% of non-participants)
Baseball/softball fields	18%	<ul style="list-style-type: none"> - Ages 35-44 (37%) - Men (23%, vs. 14% of women) - Households with children (31%, vs. 10% of those without children) - Lived in GPD 5-9 yrs. (29%) - GPD users/visitors (19%, vs. 3% of non-users) - GPD program participants (27%, vs. 7% of non-participants)
Cricket fields	2%	<ul style="list-style-type: none"> - Men (4%, vs. 0% of women) - W-Central region (8%) - Lived in GPD 20-29 years (5%) - GPD program participants (4%, vs. 0% of non-participants)
None/No answer	6%	<ul style="list-style-type: none"> - Ages 65+ (14%) - Non-GPD users/visitors (26%, vs. 4% of recent users)

When asked about the current availability of these outdoor facilities, those interested in trails and open space/natural areas report that these needs are currently being met. However, riverfront events/activities represent an unmet need for most of those expressing interest.

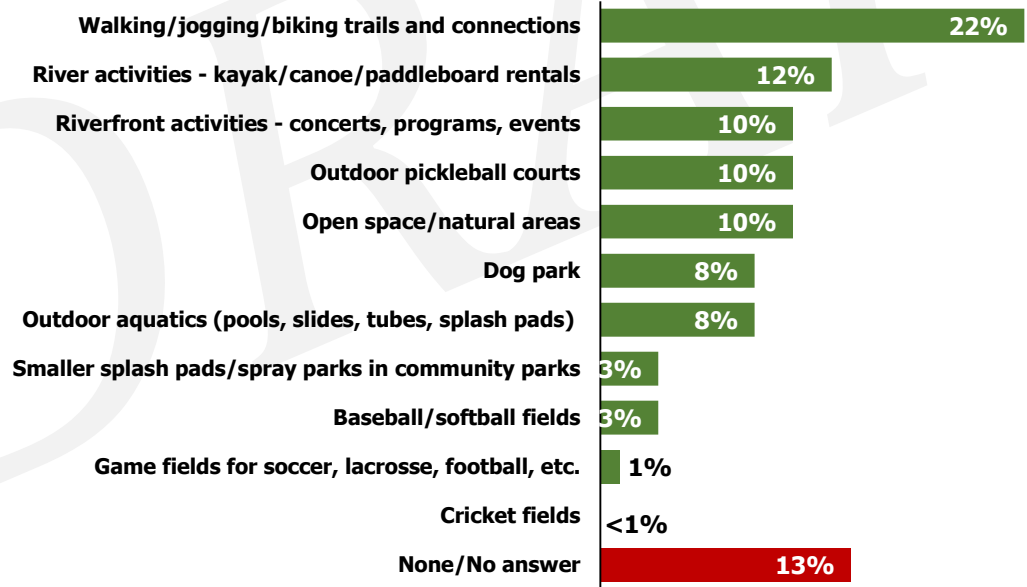
- Similarly, riverfront paddlecraft rentals represent close to another high priority need (of interest to nearly half of the households surveyed, but clearly unavailable for the vast for over 80% of those interested).
- Other top secondary opportunities or “gaps” include a dog park and/or outdoor pickleball courts. Outdoor aquatics and sports fields are seen readily available currently among those interested.



In terms of the top outdoor priority for the GPD, trails remains the #1 choice, but riverfront paddle rentals/activities jumps to the #2 spot, followed closely by other riverfront activities (mostly events, cited by one in ten respondents).

- One in ten also place top priority on outdoor pickleball courts and open space/natural areas (which were initially in high demand).
- Nearly as many (8% each) feel a dog park or outdoor water features are most important.
- Another 13% express no interest or sense of priority for any of these outdoor improvements.

Top Priority: Most Important Outdoor Facility/Amenity For GPD To Provide/Expand/Improve (n=502)



Significant Differences: Outdoor Facilities - #1 Priority for Geneva Park District

- Trails tend to remain most important to long-term GPD residents, ages 55 to 64, and non-program participants. River paddle rentals are cited most often among younger adults (under 45) and newer residents, while households in the East region remain most focused on riverfront events/activities.
- Outdoor pickleball courts tend to be most important to ages 55-64, while dog parks and outdoor aquatics are of highest priority to younger adults. All households place equal priority on open space and natural areas (10% overall).

	Overall	Most Likely to Cite as Top Priority
Walking/jogging/biking trails and connections	22%	<ul style="list-style-type: none"> - Ages 55-64 (31%) - No children in household (27%, vs. 14% of those with children) - Lived in GPD 10-29 yrs. (30%), 30+ yrs. (27%) - Non-GPD program participants (28%, vs. 17% of participants)
River activities such as kayak/canoe/ paddleboard rentals	12%	<ul style="list-style-type: none"> - Under age 35 (26%), 35-44 (19%) - Lived in GPD <5 years (21%) - GPD users/visitors (13%, vs. 1% of non-users) - East region (22%)
Riverfront activities – concerts, programs, events	10%	<ul style="list-style-type: none"> - Lived in GPD <5 years (22%)
Outdoor pickleball courts	10%	<ul style="list-style-type: none"> - Ages 55-64 (20%) - No children in household (12%, vs. 6% of those with children) - Lived in GPD 20-29 yrs. (20%)
Open space/natural areas	10%	<i>< no statistically meaningful differences ></i>
Dog park	8%	<ul style="list-style-type: none"> - No children in household (10%, vs. 5% of those with children)
Outdoor aquatics (pool/slides/tubes/splash pads)	8%	<ul style="list-style-type: none"> - Ages 35-44 (11%), 45-54 (14%) - Men (11%, vs. 6% of women) - Households with children (16%, vs. 4% of those without children) - West region (15%) - Lived in GPD 5-9 yrs. (22%) - GPD program participants (12%, vs. 4% of non-participants)

Significant Differences: Outdoor Facilities - #1 Priority for Geneva Park District (cont'd)

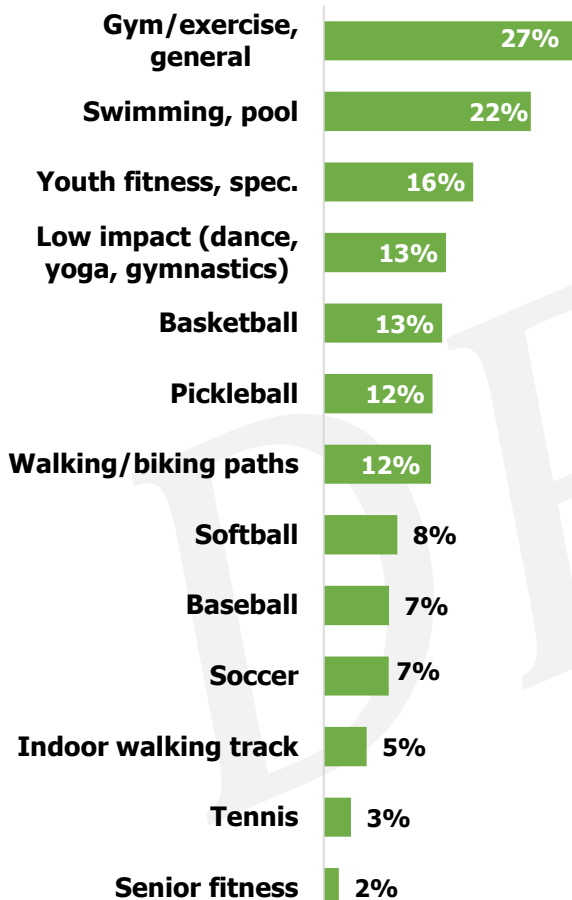
- The remaining options tested each garnered low priority responses. The oldest residents and households with children tend to feel that none of these outdoor improvements are necessary/priorities.

	Overall	Most Likely to Cite as Top Priority
Smaller splash pads/spray parks in community parks	3%	<ul style="list-style-type: none"> - Ages 35-44 (12%) - Women (5%, vs. 1% of men) - Households with children (8%, vs. 0% of those without children)
Baseball/softball fields	3%	<ul style="list-style-type: none"> - Ages 35-44 (8%) - Households with children (6%, vs. 1% of those without children)
Game fields for soccer, lacrosse, football, etc.	1%	< no statistically meaningful differences >
Cricket fields	<1%	< no statistically meaningful differences >
None/no answer	13%	<ul style="list-style-type: none"> - Ages 65+ (35%) - No children in household (15%, vs. 6% of those with children)

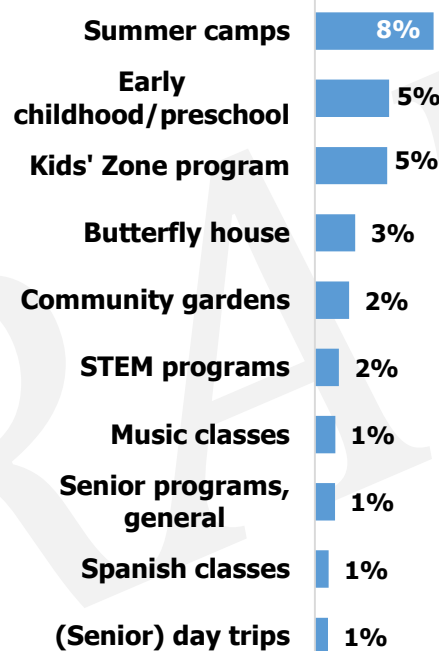
V. GPD Program Participation and Satisfaction

When asked about household participation in recent GPD programs (open-ended), gym and fitness activities are mentioned most often, followed by aquatics programs, concerts and seasonal events, and many youth activities (fitness, summer camp, Kids' Zone, etc.)

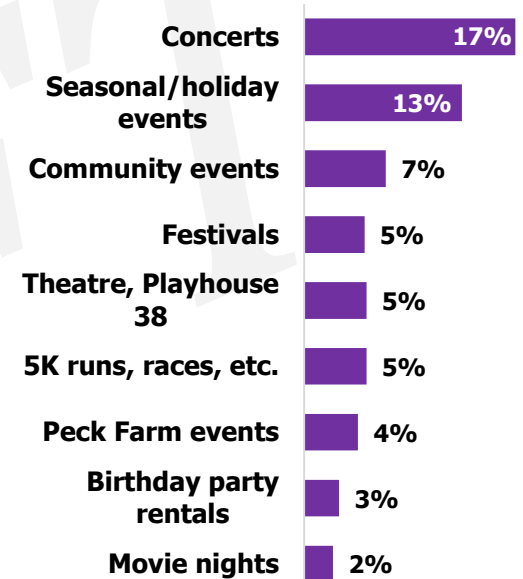
Top Fitness/Sports Program (Past Year)



Top Non-Fitness Program (Past Year)



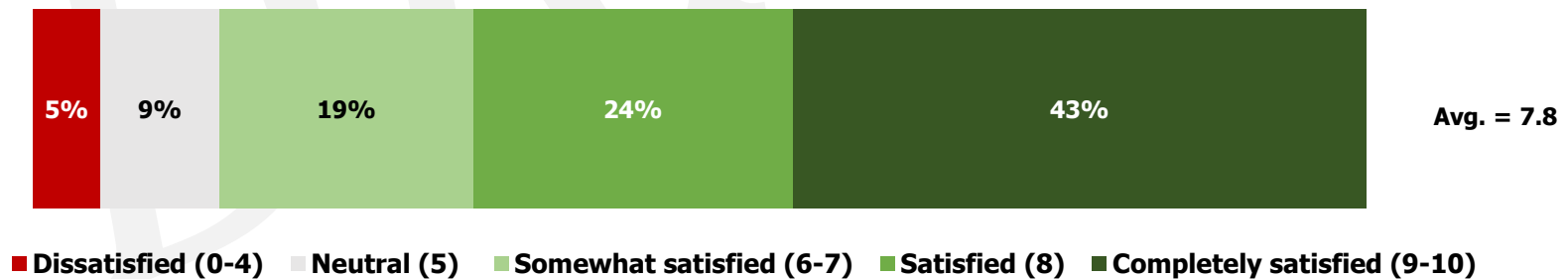
Top Events (Past Year)



Recent program participants are clearly satisfied with these activities. Overall, 86% are happy with the experiences (including 43% “completely” satisfied, giving scores of 9+), vs. only 5% who are dissatisfied.

- The average rating (7.8) is likewise very strong. However, note that it is slightly lower than the overall scores for the GPD overall (8.1) and for its parks and facilities (8.2 or higher).
- The highest ratings tend to come from participants ages 45+ (8.2), and both the most long-term residents (8.4 from those in the GPD 30+ yrs.) and the most recent (8.3 from those in GPD <5 years).
- Lower than average (still favorable) ratings come from younger and “somewhat” newer residents:
 - Under age 35 (7.5), or 35 to 44 (7.4)
 - Lived in GPD 5-9 years. (7.3).

**Satisfaction with GPD Programs
(0-10 scale, n=235)**



Participants who gave lower satisfaction scores (6 or below on a 0 through 10 scale) were asked to explain any issues or sources of dissatisfaction. Most often they cite concerns with the instructors or leaders for recent programs, followed by facility-related issues.

- Other comments tend to focus on more options for adults (especially lap and adult swimming at Sunset Pool), more scheduling for working adults/families, and lower costs and fees (including senior discounts)
- The full set of responses are below and on the next page.

Verbatim Responses: Reasons for Lower GPD Program Satisfaction Scores

Instructor/Leader/Staff Comments

"Took a photography class hosted with Batavia PD to learn how to use my camera. The instructor talked about his own photography and didn't explain anything of value to me."

"Fitness instructors over the summer showed up late or not at all. The substitute system was faulty because it allowed any teacher to sub online. But sometimes no one signed up, and class members were not contacted. The management should be monitoring classes and only hiring responsible teachers who contact students if class is canceled."

"Tennis lessons -- dissatisfied, my 11-year-old son feels the youth tennis programs were not developing his tennis skills. He also felt the instructors were lacking enthusiasm."

"Senior walking & balance program -- instructor often late, eating breakfast during class time."

"Soccer for kids aged 8 was understaffed."

"Referees were horrible in all aspects. Would like to see extra practices and games for the kids even if it means additional costs. Once a week is not enough."

"Bingo Batavia - inconsistencies in leadership since Robin retired. Not as well done."

"Basketball advanced skills: aggressive, shaming coach. Basketball league; way too aggressive and very inconsistent coaching & refs."

"All Star was great; the administration of the Park District sports programs were below average."

GPD Facility Issues (conditions/availability)

"Yoga at Sunset -- room too cold!. Men's sauna/shower -- clean more often."

"Soccer for kids had inadequate access to soccer fields; as such the program was clearly insufficient and different from what was advertised in the catalog. I know it was an initial year with Strikers but somehow it was worse than soccer was before Strikers were involved, and worse than if you just signed up for regular Strikers soccer. The older kids were on the smaller fields without real goals, and the smaller kids were on the bigger fields with actual goals, this made zero sense. The program was clearly suffering from not being in its original location listed in the catalog and the weekly switch of facilities was frustrating and contributed to the lack of consistent instruction that was promised."

"The lack of field space for girls' softball is upsetting. Having a son who plays for GBA, I recognize field space is at a premium; however, girls seem to receive the least amount of access to adequate fields and are assigned to spaces not adequately maintained (i.e., Western Avenue and Harrison Street fields)."

"Better access to indoor basketball for kids (open gym is way too crowded). Easier access for softball practice for girls' teams."

"There is no respect to the fields or to young athletes."

Verbatim Responses: Reasons for Lower GPD Program Satisfaction Scores (cont'd)

Need More for Adults (mostly at Sunset Pool)

"Sunset Pool -- nothing for adults."

"Pool -- needs more adult swim lanes; people go to St. Charles for this."

"No adult only swim at Sunset Pool I am aware of."

"I would appreciate more lap lanes, longer swim times, less cost for lap swim pass, and most importantly, better maintenance of the pool."

"Very few senior programs."

Scheduling

"Timing is usually difficult for working families and not a lot of weekend options."

"The times are terrible. They assume a parent stays home during the day. There needs to be offerings on Sundays and Saturday afternoons."

"Need more weekend classes and events for preschool and school aged kids."

"Aquatics options (pool hours of operation are not inclusive to families)."

Cost/Fees

"The price of the fitness center is getting out of hand and with absolutely zero added benefit for the extra cost. We still haven't signed up for SPCC this calendar year because we need to find the money to cover the \$100 it has gone up since last year. The pool is getting really expensive, to the point that several families we normally get pool passes with are skipping this coming year. If you're going to charge more, you need to justify it, and not just because fewer people are signing up. If that's the reason for the cost increase, the membership numbers are only going to get worse and worse."

"The discrepancy in fees charged for Sunset facilities (discounts for seniors vs. younger members)."

"Expensive -- not good discounts on other programs for seniors."

Need More Programs/Variety

"Tai chi -- I had to go to Batavia to take the class."

"If I want to take classes, the Park District has become a last resort. I am much more inclined to look for classes at the library (great variety), Graham's, or a local facility/dance studio because the class is more likely to be contemporary and interesting to a 30/40-something, and it's more likely to actually run."

Other

"Biggest issue is Kids' Zone. You have plenty of empty rooms in ALL of your community buildings that could act as additional space to watch kids to actually help ALL the families in Geneva."

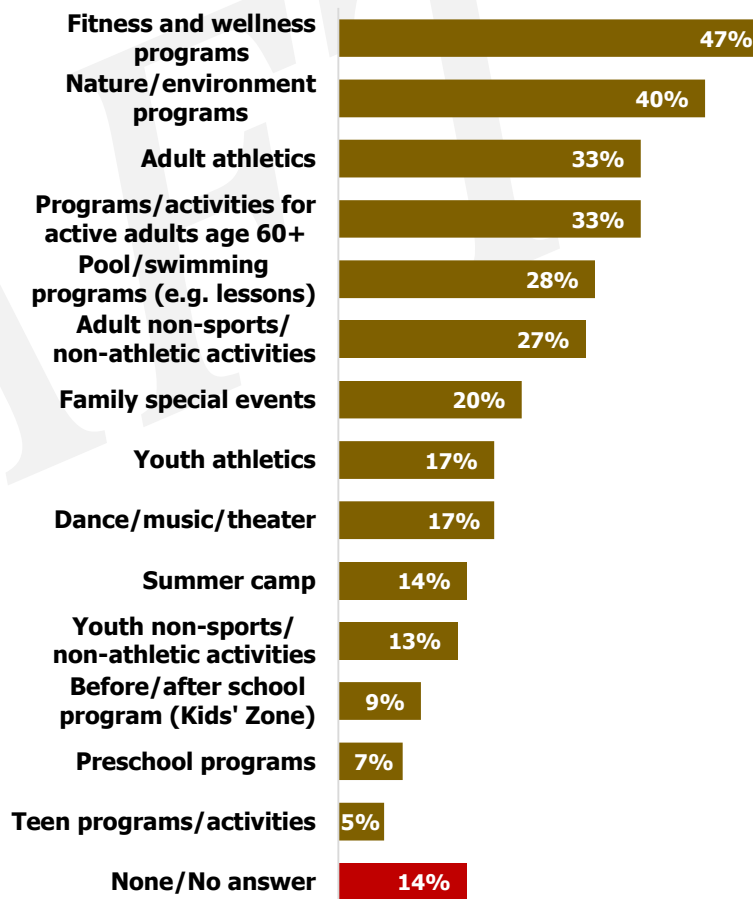
"Gymnastics: small facility, poor communication. Basketball: poor communication."

VI. Needs Assessment: Programs

Program options garnering the most interest/demand/appeal include fitness and wellness (cited by nearly half overall), followed by nature programs (40%), and adult options including athletics/sports and older active adult programs (each mentioned by a third of respondents).

- The top choice – fitness/wellness programs – has broad appeal, with about equal interest across all subgroups and regions (no meaningful differences – see next pages).
 - Nature programming tends to be cited by households with children and current GPD users/participants.
 - Adult athletics are mentioned most often by both the youngest residents (under age 35), and ages 45-64.
 - Not surprisingly, those aged 55+ and long-term GPD residents are most interested in active older adult programming.
- Pool and swimming activities tend to appeal most to newer and younger residents, those with children, and residents in the West region.
- Older adults (ages 55 to 64) and women are the most interested in adult non-sports programs.
- The remaining programming options tested tend to be of greatest interest to ages 35 to 44, households with children, and current GPD users and program participants.
- Overall, 14% express no interest in any of these activities (especially those aged 65+, non-child households, and non-GPD program participants).

Program/Event Options of Interest/Need Among Residents (% "Yes")



Significant Differences: Interest/Demand in Programs Overall

	Overall	Most Likely to Express Interest/Need/Use
Fitness and wellness	47%	< no statistically meaningful differences >
Nature/environment programs	40%	<ul style="list-style-type: none"> - White adults (44%) - Households with children (48%, vs. 37% of those without children) - GPD users/visitors (43%, vs. 5% of non-users) - GPD program participants (50%, vs. 29% of non-participants)
Adult athletics	33%	<ul style="list-style-type: none"> - Under age 35 (46%), 45-64 (40%) - Lived in GPD 20-29 yrs. (52%)
Programs/activities for active adults age 60+	33%	<ul style="list-style-type: none"> - Ages 55-64 (54%), 65+ (60%) - White adults (31%) - No children in household (46%, vs. 7% of those with children) - Lived in GPD 30+ yrs. (59%)
Pool/swimming programs (e.g., lessons)	28%	<ul style="list-style-type: none"> - Under age 35 (36%), 35-44 (67%) - Households with children (58%, vs. 13% of those without children) - Lived in GPD 5-9 yrs. (64%) - West region (45%) - GPD users/visitors (30%, vs. 2% of non-users) - GPD program participants (43%, vs. 12% of non-participants)
Adult non-sports/non-athletic programs	27%	<ul style="list-style-type: none"> - Ages 55-64 (35%) - Women (33%, vs. 20% of men) - White adults (27%)
Family special events	20%	<ul style="list-style-type: none"> - Under age 35 (33%), 35-44 (44%) - Women (24%, vs. 15% of men) - Hispanic/Latino residents (45% of n=17) - Households with children (40%, vs. 9% of those without children) - Lived in GPD 5-9 yrs. (37%) - GPD program participants (30%, vs. 8% of non-participants)

Significant Differences: Interest/Demand in Programs Overall (cont'd)

	Overall	Most Likely to Express Interest/Need/Use
Youth athletics	17%	<ul style="list-style-type: none"> - Ages 35-44 (65%) - White adults (19%) - Households with children (46%, vs. 2% of those without children) - Lived in GPD 5-9 yrs. (43%), 10-19 yrs. (21%) - GPD users/visitors (18%, vs. 2% of non-users) - GPD program participants (31%, vs. 2% of non-participants)
Dance/music/theater programs	17%	<ul style="list-style-type: none"> - Asian adults (48% of n=12) - Households with children (26%, vs. 13% of those without children) - Lived in GPD 30+ yrs. (19%) - GPD program participants (22%, vs. 12% of non-participants)
Summer camp	14%	<ul style="list-style-type: none"> - Ages 35-44 (53%) - Households with children (37%, vs. 2% of those without children) - Lived in GPD 5-9 yrs. (34%) - GPD users/visitors (15%, vs. 2% of non-users) - GPD program participants (25%, vs. 2% of non-participants)
Youth non-sports/non-athletic programs	13%	<ul style="list-style-type: none"> - Ages 35-44 (51%) - White adults (15%) - Households with children (35%, vs. 1% of those without children) - Lived in GPD 5-9 yrs. (35%) - GPD users/visitors (14%, vs. 2% of non-users) - GPD program participants (23%, vs. 2% of non-participants)
Before/after school program (Kids' Zone)	9%	<ul style="list-style-type: none"> - Ages 35-44 (36%) - Households with children (26%, vs. 0% of those without children) - Lived in GPD 5-9 yrs. (35%) - GPD program participants (17%, vs. 1% of non-participants)
Preschool programs	7%	<ul style="list-style-type: none"> - Under age 35 (28%), 35-44 (14%) - Households with children (19%, vs. 1% of those without children) - Lived in GPD <5 yrs. (11%), 5-9 yrs. (18%) - GPD program participants (12%, vs. 2% of non-participants)

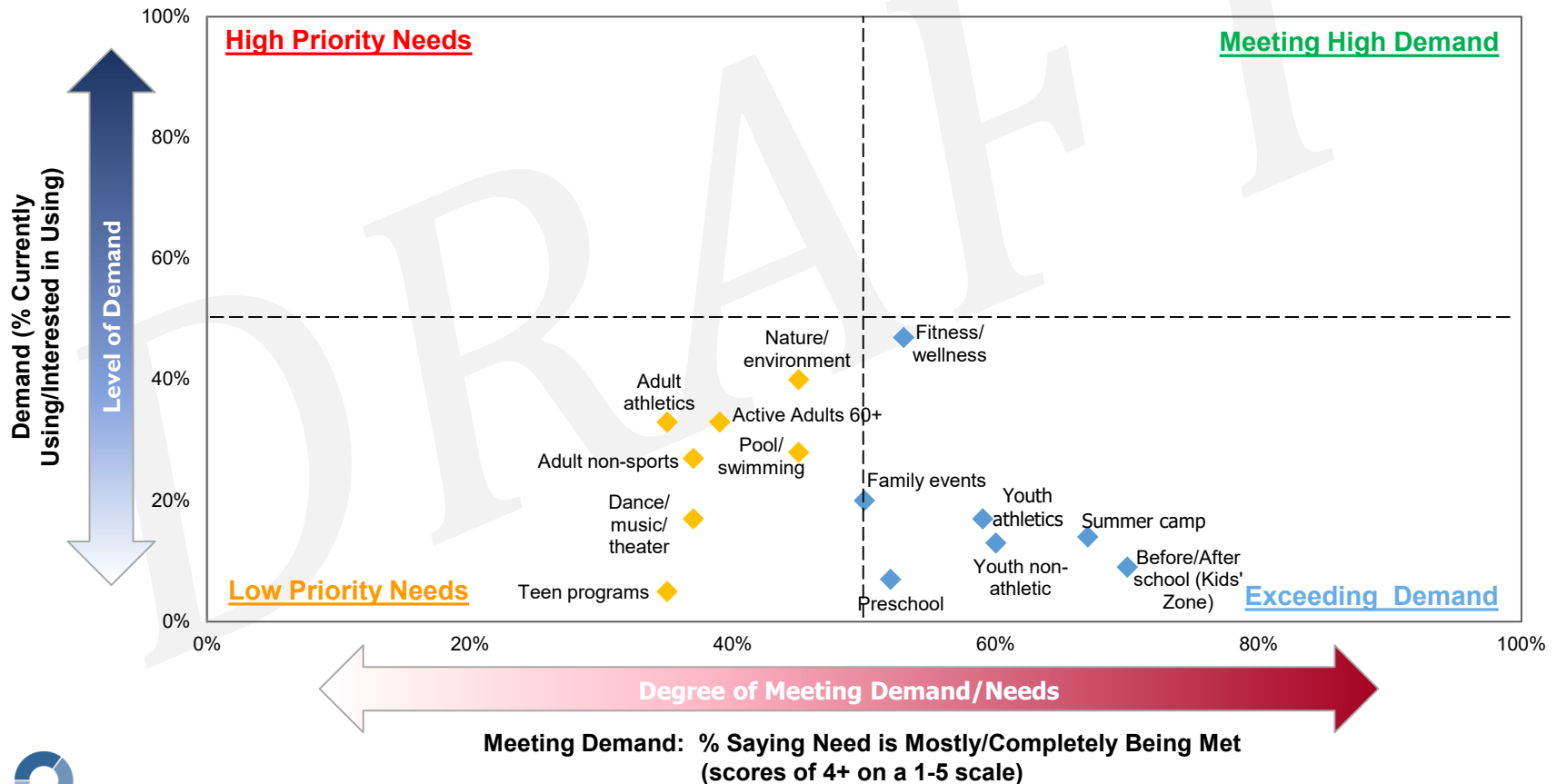
Significant Differences: Interest/Demand in Programs Overall (cont'd)

	Overall	Most Likely to Express Interest/Need/Use
Teen programs/activities	5%	<ul style="list-style-type: none"> - Ages 35-44 (16%), 45-54 (13%) - Asian adults (29% of n=12) - Households with children (15%, vs. 0% of those without children) - Lived in GPD 5-19 yrs. (12%) - GPD program participants (9%, vs. 1% of non-participants)
None/No answer	14%	<ul style="list-style-type: none"> - Ages 65+ (21%) - No children in household (17%, vs. 6% of those with children) - Lived in GPD 20-29 yrs. (19%) - Non-GPD program participants (23%, vs. 6% of participants)

DRAFT

The “gap” analysis on these programs clearly shows that those interested in most of the youth-oriented options feel their needs are mostly or completely being met. The same is true for just over half of those interested in fitness and wellness activities.

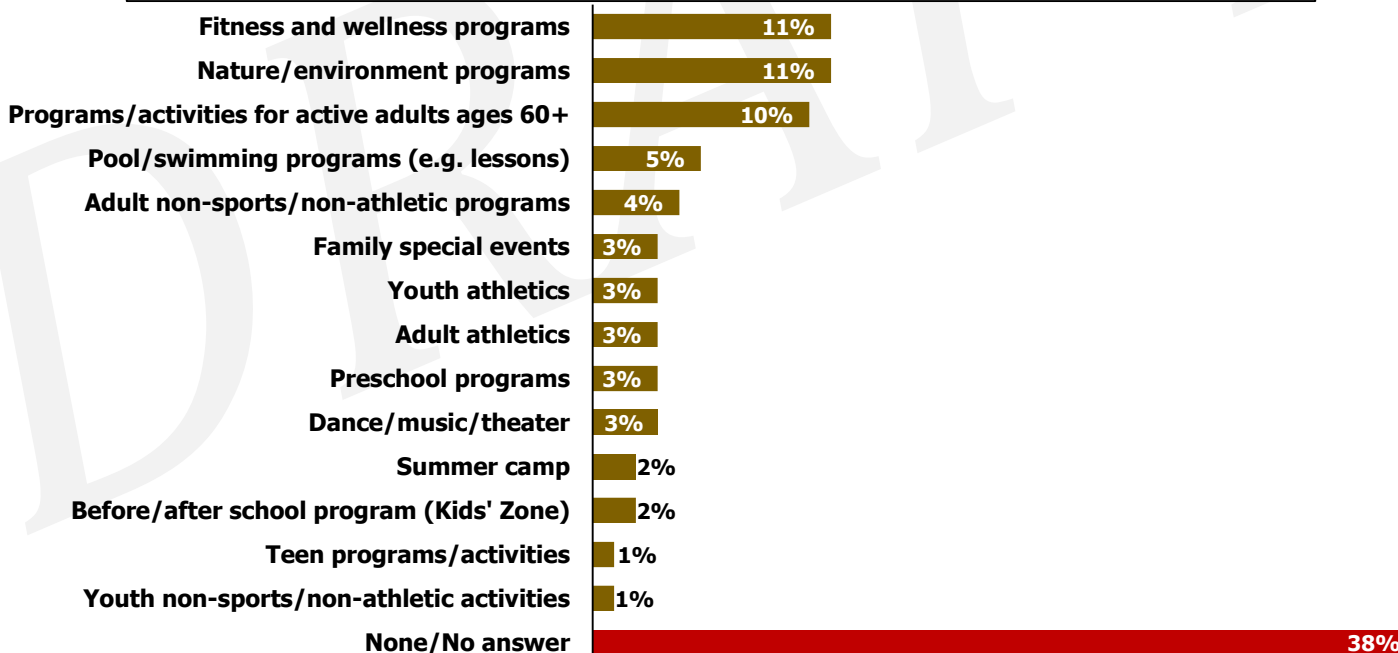
- The biggest unmet needs tend to focus more on adult programming, along with nature and environmental education opportunities.
- Performing arts programs, and teen activities, rank as lower opportunities (due to lower levels of demand/interest).



When asked to identify the #1 program or activity priority for the District, the top responses was “none of the above” (38% -- mostly from current non-participants, along with adults aged 65+ and those without children in the household).

- Three options are called out by about one out of ten respondents as the top priority:
 - Fitness and wellness (11% overall, especially ages 55-64 and residents in the W-Central region – see next page)
 - Nature/environmental education (11%, mostly among white residents)
 - Programs for older active adults (10%, especially ages 55+ years and longer-term local residents).
- The remaining activities are top priorities to 5% or fewer each, usually youth and/or young family offerings.

Top Priority: Most Important Program Option For GPD To Provide/Expand/Improve (n=502)



Significant Differences: Program Options - #1 Priority for Geneva Park District

	Overall	Most Likely to Cite as Top Priority
Fitness and wellness	11%	<ul style="list-style-type: none"> - Ages 55-64 (18%) - W-Central region (16%) - Lived in GPD 20-29 yrs. (18%)
Nature/environment	11%	<ul style="list-style-type: none"> - White adults (12%, vs. 2% of other race groups)
Programs/activities for active adults ages 60+	10%	<ul style="list-style-type: none"> - Ages 55-64 (17%), 65+ (21%) - No children in household (15%, vs. 0% of those with children) - Lived in GPD 20-29 yrs. (18%)
Pool/swimming programs (e.g., lessons)	5%	<ul style="list-style-type: none"> - Households with children (10%, vs. 2% of those without children) - Lived in GPD <10 yrs. (10%) - GPD program participants (8%, vs. 2% of non-participants)
Adult non-sports/non-athletic activities	4%	<ul style="list-style-type: none"> - Women (7%, vs. 1% of men)
Family special events	3%	<ul style="list-style-type: none"> - Ages 35-44 (8%) - Households with children (9%, vs. 1% of those without children) - E-Central region (6%)
Youth athletics	3%	<ul style="list-style-type: none"> - Ages 35-44 (15%) - Households with children (9%, vs. 1% of those without children)
Adult athletics	3%	<ul style="list-style-type: none"> - East region (7%)
Preschool programs	3%	< no statistically meaningful differences >
Dance/music/theater programs	3%	< no statistically meaningful differences >
Summer camp	2%	<ul style="list-style-type: none"> - Ages 35-44 (10%) - GPD program participants (4%, vs. 0% of non-participants)

Significant Differences: Program Options - #1 Priority for Geneva Park District

	Overall	Most Likely to Cite as Top Priority
Before/after school programs (Kids' Zone)	2%	< no statistically meaningful differences >
Teen programs/activities (1%)	1%	< no statistically meaningful differences >
Youth non-sports/non-athletic activities	1%	< no statistically meaningful differences >
None/no answer	38%	<ul style="list-style-type: none"> - Ages 65+ (60%) - No children in household (47%, vs. 18% of those with children) - Lived in GPD 30+ yrs. (46%) - Non-GPD program participants (55%, vs. 23% of participants)

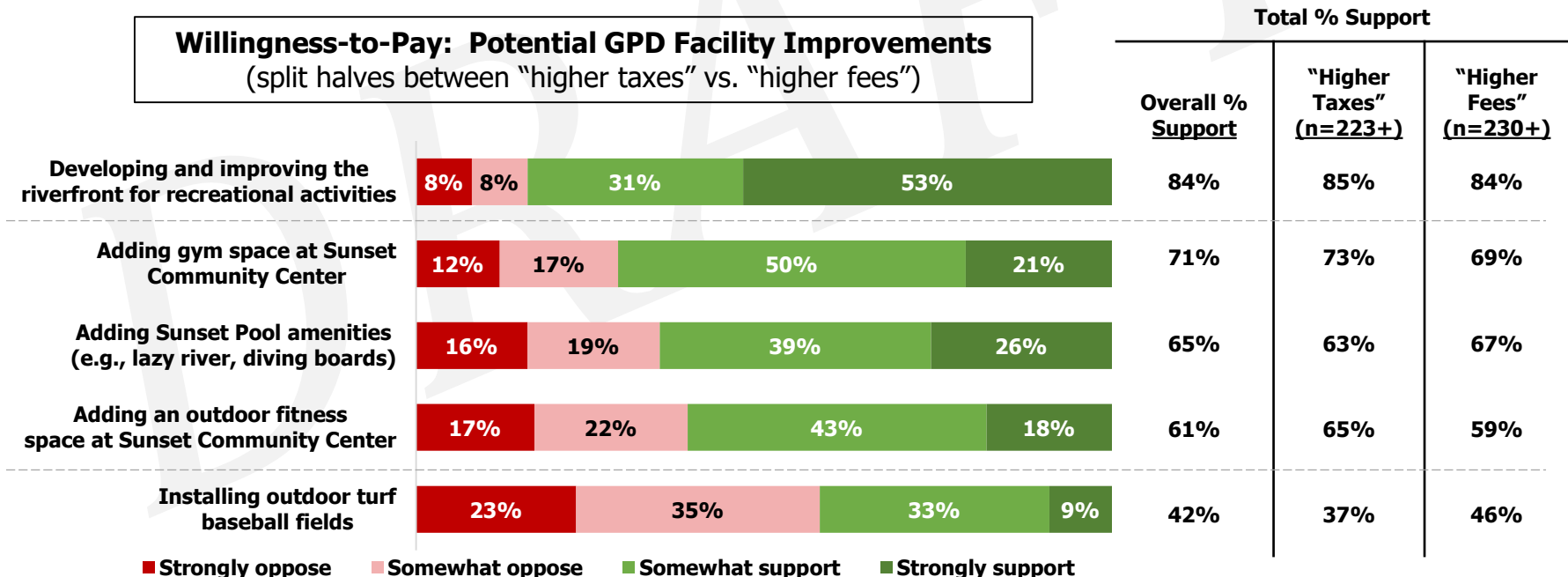
DRAFT

VII. Potential Improvements and Willingness-to-Pay

When testing residents' willingness-to-pay for potential GPD facility improvements – either in the form of higher property taxes (asked of half the sample) vs. higher fees (asked of the other half), a majority support most of the improvements tested.

- A near consensus (84% overall) support improvements to the riverfront that will allow for more recreational activities (echoing findings reported early showing support for paddlecraft rentals/activities on the river).
- About two-thirds are also in favor of expanded gym space at Sunset Community Center and added aquatic features at Sunset Pool. Nearly as many (61%) favor outdoor fitness facilities at Sunset as well.
- Residents are more divided on their willingness to pay for outdoor turf baseball/softball fields – and are especially opposed if it means higher property taxes (63%, vs. 54% opposed if it means higher fees)

Willingness-to-Pay: Potential GPD Facility Improvements
(split halves between "higher taxes" vs. "higher fees")



■ Strongly oppose ■ Somewhat oppose ■ Somewhat support ■ Strongly support

At least three-fourths of all subgroups are in favor of improving the riverfront for recreational activities.

- While the oldest adults aged 65+ tend to be the most opposed (26%, vs. 16% overall), the rest (74%) support these improvements, along with even higher levels of support among younger residents.

	Most Likely to Oppose		Most Likely to Support	
Developing and improving the riverfront for recreational activities*	Overall Opposed (16%) - Ages 65+ (26%) - Lived in GPD 10+yrs. (19%)		Overall Support (84%) - Under age 35 (94%), 35-44 (90%), 55-64 (89%) - Hispanic/Latino residents (100%, n=16) - Lived in GPD <5 yrs. (97%)	
	Strongly Oppose (8%) - Ages 65+ (12%)	Somewhat Oppose (8%) - Ages 65+ (13%)	Somewhat Support (31%) - Ages 65+ (40%) - W-Central region (40%) - Lived in GPD <5 yrs. (38%), 10-19 yrs. (37%), 30+ yrs. (39%)	Strongly Support (53%) - Under age 35 (73%), 35-44 (68%) - White adults (56%) - Households with children (63%) - West (63%) and East regions (66%) - Lived in GPD <5 yrs. (59%), 5-9 yrs. (69%)

Similarly, a majority of all subgroups are in favor of expanded gym space at Sunset.

- Support is strongest among the youngest adults, and residents in the East region.
- Those in the W-Central region tend to be more divided on this option (59% in favor, 41% opposed).

	Most Likely to Oppose		Most Likely to Support	
Adding gym space at Sunset Community Center	<u>Overall Opposed (29%)</u>		<u>Overall Support (71%)</u>	
	<ul style="list-style-type: none"> - Ages 35-44 (39%) - W-Central region (41%) 		<ul style="list-style-type: none"> - Under age 35 (90%) - East region (88%) 	
	<u>Strongly Oppose (12%)</u>	<u>Somewhat Oppose (17%)</u>	<u>Somewhat Support (50%)</u>	<u>Strongly Support (21%)</u>
	<ul style="list-style-type: none"> - W-Central region (19%) 	<ul style="list-style-type: none"> - GPD program participants (22%, vs. 12% of non-participants) 	<ul style="list-style-type: none"> - GPD users/visitors (52%, vs. 19% of non-users) 	<ul style="list-style-type: none"> - Under age 35 (39%) - East region (35%)

Nearly 2:1 overall are willing to pay for added features at Sunset Pool, including a clear majority of those with children and residents in the East region.

- On this issue, both the youngest and oldest residents tend to be the most divided.
 - Overall, 42% of those aged 65+ are opposed, vs. 58% in favor (mostly “not strong” support).
 - Those under age 35 tend to be both “strong” supporters (38%, vs. 26% overall) and also “not strong” opponents (32%, vs. 19% overall).
- As with other improvements, support tends to be strongest in the East region. However, nearly half (42%) of E-Central residents are opposed.

	Most Likely to Oppose		Most Likely to Support	
Adding Sunset Pool amenities (e.g., lazy river, diving boards)	<u>Overall Opposed (35%)</u>		<u>Overall Support (65%)</u>	
	<ul style="list-style-type: none"> - Ages 65+ (42%) - E-Central region (42%) - Lived in GPD 30+ yrs. (47%) - Households without children (38%, vs. 27% of those with children) 	<ul style="list-style-type: none"> - Ages 35-44 (76%) - East region (78%) - Lived in GPD 5-9 yrs. (67%) - Households with children (73%, vs. 62% of those without children) 		
	<u>Strongly Oppose (16%)</u>	<u>Somewhat Oppose (19%)</u>	<u>Somewhat Support (39%)</u>	<u>Strongly Support (26%)</u>
	<ul style="list-style-type: none"> - Lived in GPD 20-29 yrs. (21%), 30+ yrs. (22%) 	<ul style="list-style-type: none"> - Under age 35 (32%), ages 55+ (22%) - Lived in GPD 30+ yrs. (25%) 	<ul style="list-style-type: none"> - Ages 65+ (50%) - Households without children (47%) - East region (53%) - Lived in GPD 10-19 yrs. (47%), 30+ yrs. (45%) 	<ul style="list-style-type: none"> - Under age 35 (38%), 35-44 (48%) - Women (31%, vs. 21% of men) - Households with children (47%) - West region (43%) - Lived in GPD 5-9 yrs. (54%) - GPD program participants (32%)

Adding outdoor fitness amenities at Sunset Community Center is most appealing to older (ages 55+) and long-term residents, along with existing program participants.

➤ Note that half of the 35-to-44 age group is opposed, W-Central households also tend to be “strongly” opposed.

	Most Likely to Oppose		Most Likely to Support	
Adding an outdoor fitness space at Sunset Community Center	<u>Overall Opposed (39%)</u> - Ages 35-44 (50%) - Lived in GPD 5-9 yrs. (50%)		<u>Overall Support (61%)</u> - Ages 55-64 (68%), 65+ (65%) - Lived in GPD 30+ yrs. (69%)	
	<u>Strongly Oppose (17%)</u> - W-Central region (24%)	<u>Somewhat Oppose (22%)</u> - Lived in GPD <10 yrs. (31%)	<u>Somewhat Support (43%)</u> - Ages 55-64 (51%), 65+ (52%) - Lived in GPD 30+ yrs. (51%) - GPD users/visitors (45%, vs. 19% of non-users)	<u>Strongly Support (18%)</u> <i>< no statistically meaningful differences ></i>

Residents most opposed to outdoor turf baseball fields (59%) overall, tend to include middle-aged adults (45 to 54), men (who tend to be “not strong” opponents), and those in the W-Central and E-Central regions.

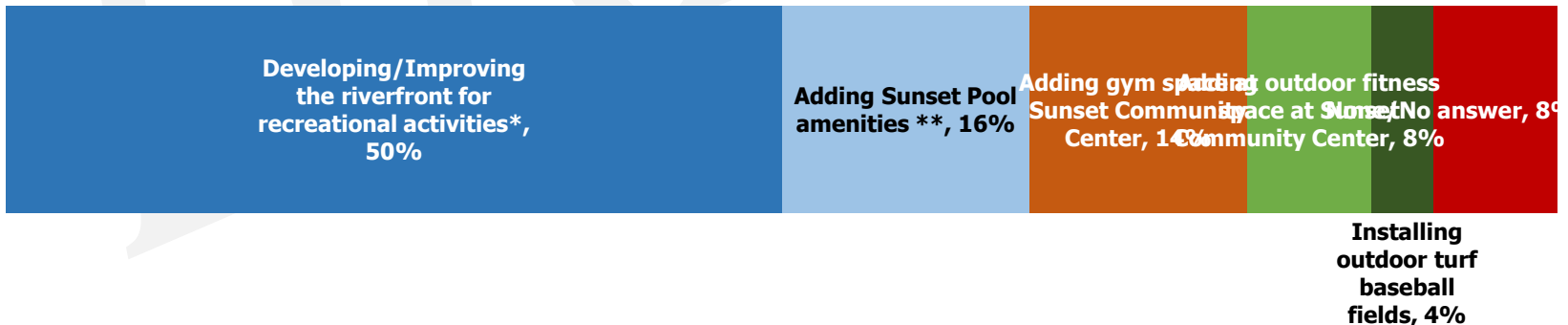
- While both younger adults (35 to 44) and the oldest residents (65+) are more likely to support this improvement, they garner no more than about 50/50 support vs. opposition (about evenly divided). Only those in the East region report majority support.
- As reported, opposition against this improvement is stronger if it means higher property taxes (vs. higher user fees).

	Most Likely to Oppose		Most Likely to Support	
Installing outdoor turf baseball fields	Overall Opposed (58%)		Overall Support (42%)	
	<ul style="list-style-type: none"> - Ages 45-54 (73%) - Men (67%, vs. 54% of women) - Asian adults (86% of n=11) - W-Central (64%) and E-Central regions (68%) 		<ul style="list-style-type: none"> - Ages 35-44 (50%), 65+ (48%) - Women (46%, vs. 30% of men) - White adults (43%) - East region (61%) 	
	Strongly Oppose (23%)	Somewhat Oppose (35%)	Somewhat Support (33%)	Strongly Support (9%)
	<ul style="list-style-type: none"> - Women (28%, vs. 19% of men) 	<ul style="list-style-type: none"> - Ages 45-54 (47%) - Men (48%, vs. 26% of women) - E-Central (43%) 	<ul style="list-style-type: none"> - Under age 35 (47%) - East region (53%) - Lived in GPD <5 yrs. (46%) 	<ul style="list-style-type: none"> - Ages 35-54 (22%) - Lived in GPD 5-9 yrs. (22%) - GPD program participants (12%)

When asked to identify the one improvement that they support most (given higher taxes or fees), half select improving the riverfront for recreational paddle activities. Added amenities at Sunset Pool, and more gym space at Sunset Community Center, tied for a distant second.

- A plurality of virtually all groups voice strongest support for riverfront rental activities. The exceptions are Asian adults (who tend to seek more gym space) and non-GPD users (who tend to support none of these options – see next page).
- Added Sunset Pool amenities tend to be most supported by those aged 35 to 54, households with children, and residents in the E-Central region. Expanded gym space at Sunset Community Center is most likely to appeal to men, Asian adults, W-Central households, and the most long-term GPD residents.
- Providing outdoor fitness at Sunset not only tends to draw support from residents aged 45 to 54 and East residents, but also non-GPD users – representing a possible opportunity to attract these households.
- Otherwise, non-users (along with adults ages 65+) tend to feel that none of these improvements are needed.
- NOTE: There was no meaningful difference between whether the likelihood of “higher taxes” vs. “higher fees” was referenced in the question wording.

Which Potential GPD Improvement Do You Support Most?



Q23. Please select the one initiative that you support the most, even if it means higher (property taxes/fees).

* e.g., kayaking, stand-up paddle boarding, canoeing, rowing, etc.

** e.g., lazy river, diving boards

Significant Differences: Most Supported Potential GPD Improvement

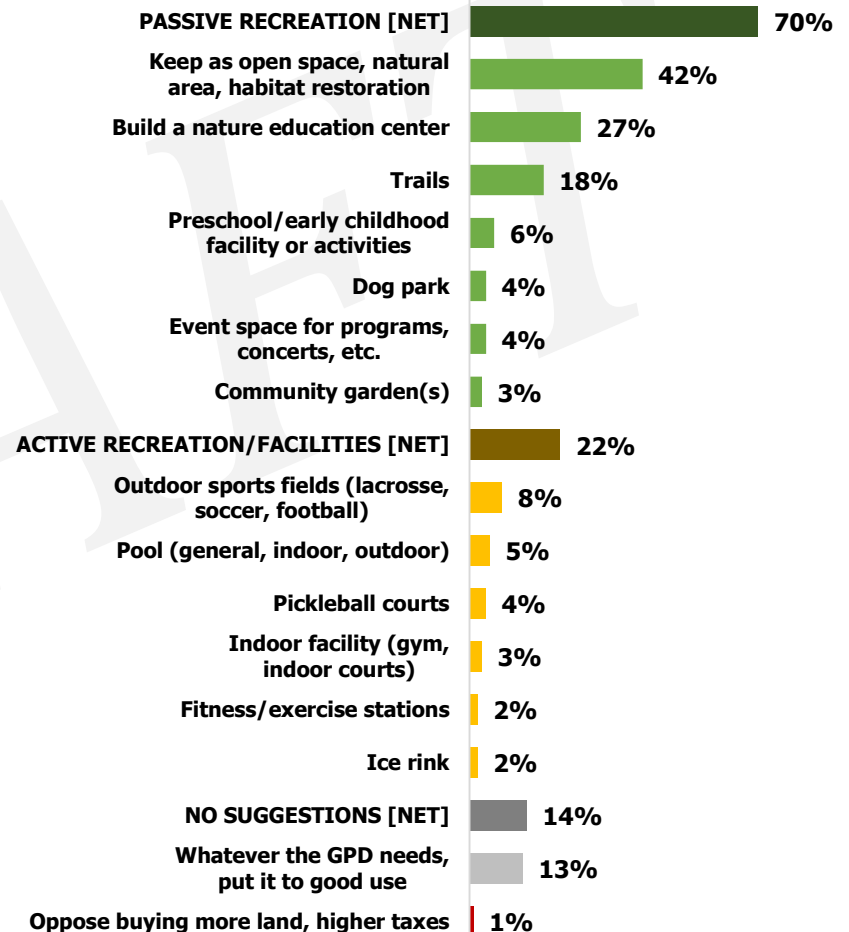
	Overall	Most Likely to Cite as Top Priority
Developing and improving the riverfront for recreational activities	50%	<ul style="list-style-type: none"> - Ages 55-64 (74%) - GPD users/visitors (52%, vs. 22% of non-users)
Adding Sunset Pool amenities (e.g., lazy river, diving boards)	16%	<ul style="list-style-type: none"> - Ages 35-44 (31%), 45-54 (19%) - White adults (17%) - Households with children (29%, vs. 9% of those without children) - E-Central region (18%) - Lived in GPD 5-9 yrs. (34%) - GPD users/visitors (16%, vs. 1% of non-users) - GPD program participants (19%, vs. 12% of non-participants)
Adding gym space at Sunset Community Center	14%	<ul style="list-style-type: none"> - Men (19%, vs. 11% of women) - Asian adults (40% of n=12) - W-Central region (18%) - Lived in District 30+ yrs. (24%)
Adding an outdoor fitness space at Sunset Community Center	8%	<ul style="list-style-type: none"> - Ages 45-54 (13%) - East region (16%) - Non-GPD users (23% of n=35, vs. 7% of users/visitors)
Installing outdoor turf baseball fields	4%	<i>< no statistically meaningful differences ></i>
None/no answer	8%	<ul style="list-style-type: none"> - Ages 65+ (22%) - No children in household (12%, vs. 0% of those with children) - Non-GPD users/visitors (44%, vs. 6% of users)

VIII. Preferences for New 15-Acre GPD Property

When informed of the 15-acre parcel next to Peck Farm Park that the GPD recently required, respondents were asked what type(s) of usage they would like to see at this location (after giving a few examples – see footnote for question wording).

- By more than a 3:1 margin, most residents want to see improvements that reflect more passive activities at this new park.
 - Most often they want to keep as much open space as possible (along with trails), and one in four (27%) like the idea of including a nature center.
 - Six percent also support seeing something for preschool and early childhood programs, and a few felt that this could be combined with a nature center/facility.
- Residents interested in improvements for more active recreation (22%) offer a range of suggestions, usually sports fields (8%), a pool of some type (5%), and/or pickleball courts (3%).
- Fourteen percent had no opinion, usually trusting the District to determine the best use of this location.
 - In contrast, 1% oppose this acquisition (mostly out of property tax concerns).

Suggestions for GPD’s New 15-Acre Site



PASSIVE RECREATION (70%)

"CHILD CARE!! Maybe another fun pool so that Sunset isn't so crowded. Mill Creek isn't that fun for middle aged kids and Sunset is too crowded."

"A separate preschool facility would be amazing, though I'm always in support of more open space. A huge off-leash dog park would also be great."

"Organic gardening non-profit/nature center/conservatory/botanic garden."

"I didn't know this. I would like this to have a dog park (a few acres) and for the rest to STAY OPEN SPACE!"

"Dog park with walking trails, swim pond, NOT just a small fenced area. Dogs want to walk, and we lack facilities to let them do so off leash."

"Animal farm like Cosley Farm in Wheaton. Interactive classes for kids and day camp to learn about farming and cooking. Similar to Kline Creek Farm."

"Nature center, multipurpose sports center. Indoor Pool! The community so desperately needs this!"

"Nature center would be nice. But I am open to other options such as more open space or outdoor activities being held there."

"It's nice to have it for some time in the future. I'm not sure where the biggest beef would be. Do the preschools have waiting lists? I would attend a nature center with my grandchildren."

"Wildlife and nature center (museum) building, featuring birds, wildlife, fish whose habitats are in Kane County area."

"Nature center in hiking trails would be good. It would be good if it wasn't fully developed. Pickleball courts be awesome too."

"Build a nature center. Host star gazing parties. Create a natural plant, drought resistant bird and pollinator space. Leave much of it as open space with trails and observing areas."

"Preschool facility - this demand isn't being met fully. Not enough room for parents who would like to send their children there. That and some open space."

"1. Outdoor but not COMPLETELY OPEN ... Movie in Park etc. 2. Outdoor activities for 60+ and 10+ 3. Avoid putting in any pre-school facility since we have these programs. 4. Make the entire program NO COST. 5. Copy some of the programs done by Aurora to get lots of participation but KEEP IT FREE of COST."

"Make a connection to the bike path/trail west of the land and keep as open space until more research on future needs are explored."

"Keeping most of it a natural areas with walking paths. Adding sports fields is next if you aren't meeting the current demand."

"Birdwatching? So open space. Could we move 4th of July to Peck? Picnic and fishing area? The point is I would like to preserve the natural aspects vs. building more concrete structures (which affects drainage, storm water management, heat). Something we can offer that is not in the surrounding area is a wetland creation - we already have Peck Lake to start. A natural river or creek where kids can wade and look for guppies and turtles with their hands."

"A place where physically challenged people, those over 18, can gather for socialization. A senior day care center. Dog park."

ACTIVE RECREATION/FACILITIES (22%)

"Outdoor ice skating rink and warming house. Or football and baseball field."

"Outdoor ice rinks space for the winter. One for hockey and one for general skating. Bocce courts. Pitch and putt golf."

"We need to have an indoor pool for Geneva residents. It would get a ton of use, especially for lap swimming and lessons. Do something for the older adults who pay the taxes for the community for a change. Kids are waited on way too much when it comes to activities that are available."

"An indoor play space for when it's rainy and a nature center would be wonderful. My kids play at the hawk playground and when it rains or is bad weather it would be great to have a place to visit still!"

"To make the most sense as a revenue generator for the park district - a all season sports field would be beneficial - turf for multi-sport events with lighting."

"Baseball and soccer fields - no turf, just properly drained fields that utilize the detention at Peck Farm. Turf causes more injuries and accidents".

"Add an outdoor sports field and add on to SPRC for more basketball/pickleball/indoor courts. Our biggest wish is to have an indoor pool in Geneva (share it with the Geneva High School)!"

"Do the athletic fields meet the needs or are they beyond full?"

"Outdoor but not COMPLETELY OPEN. Physical activities for ALL ages such that it is open 365 days/year. Dance, Fun, Motivational..."

"I would like to see a much larger indoor track. I used to use the current indoor track, but it gets too crowded, and people walk 3 & 4 wide, making it hard for runners. Plus, you're constantly turning, so it's hard on the knees."

NO SUGGESTIONS (14%)

"Is not near me. I would not use it."

"I support all of these uses - I just don't have a good idea of where there might be a deficiency in space for a specific need."

"Those listed would be very well received by people in our community!"

"No, I'm not aware of that. I'm sure the Park District will find an appropriate use for it."

"Open to all ideas / suggestions but focus on a use that can be utilized by a lot of Geneva residents."

"Sell it to developer -- lower taxes -- then maybe children who have been raised here can afford to move back here."

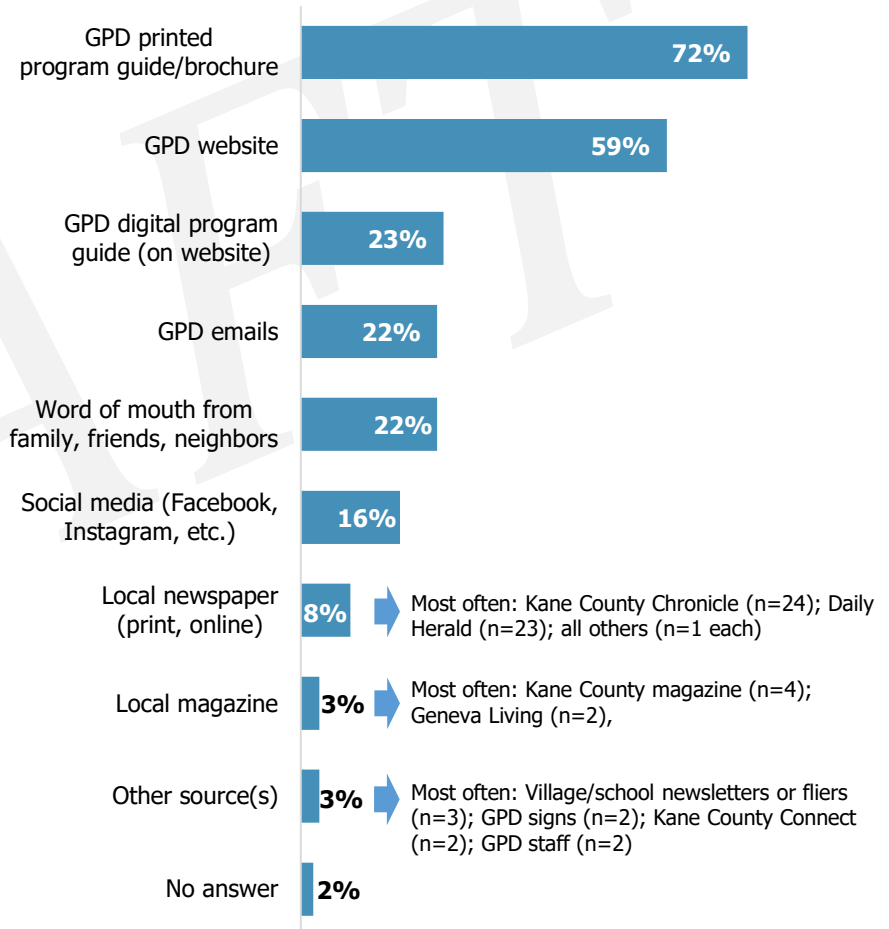
"I wish you would have saved taxpayer money and not purchased more land. The economy is in bad shape and only getting worse. I do not want to spend more money on Peck Farm until the economy improves."

IX. Sources of Information

When seeking information about GPD programs, events, facilities, etc., virtually all include the printed program guide and/or the website as their top sources. The digital version of the program guide is cited less often (along with GPD emails and “word of mouth”).

- Differences in usage by subgroups is shown on the following page.
- Most notably, residents aged 35 to 44 and households with children tend to collect information from multiple sources – the digital and printed guides, GPD emails, and social media.
- The youngest and newest residents, along with Asian adults, are more likely to cite word of mouth as a source of information.
- The oldest and most long-term GPD residents tend to report seeking information from local newspapers.

GPD Information Sources



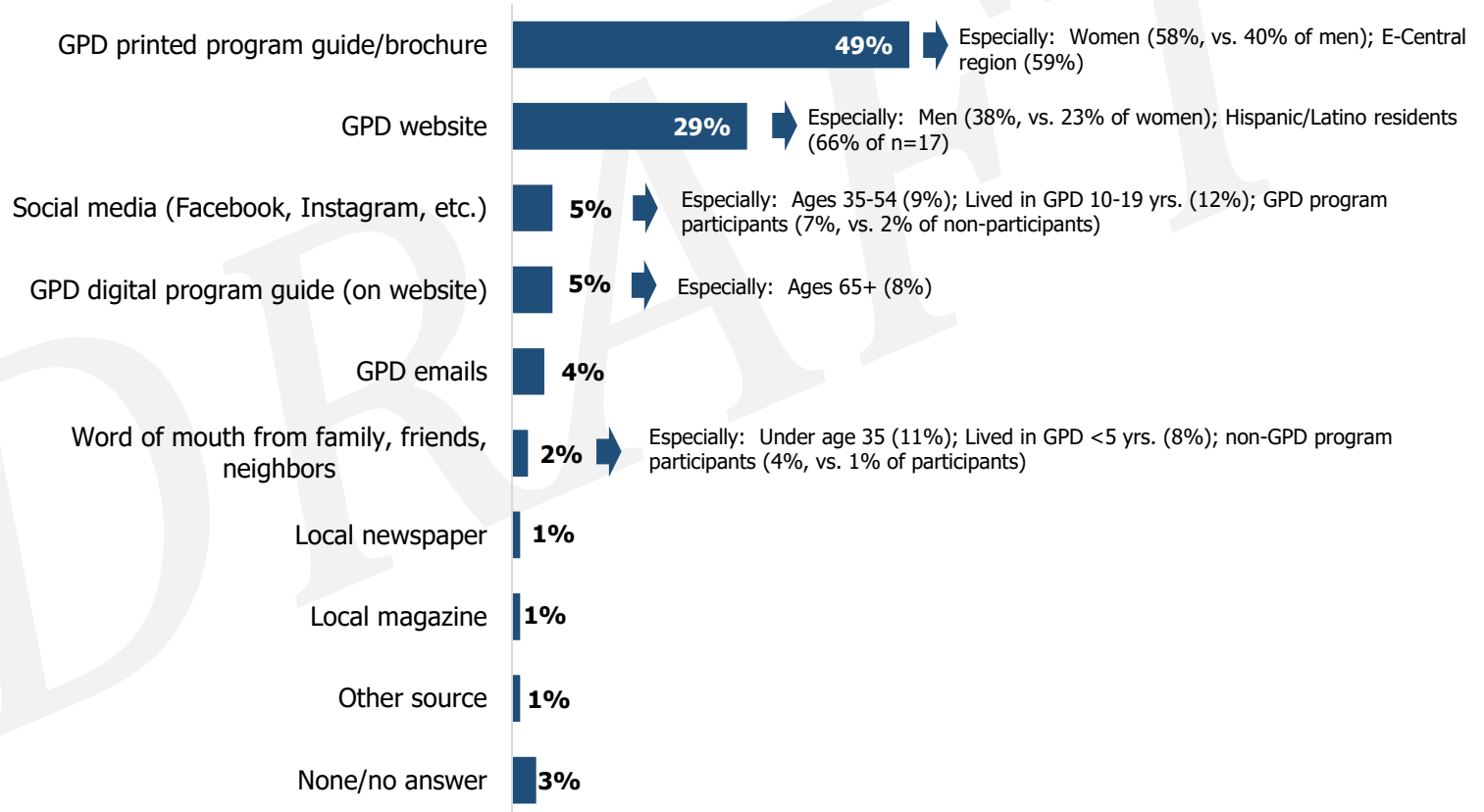
Significant Differences: Sources of GPD Information

	Overall	Most Likely to Cite as a Source
GPD printed program guide/brochure	72%	<ul style="list-style-type: none"> - Ages 35-44 (83%), 45-54 (75%) - Women (77%, vs. 67% of men) - Asian adults (83% of n=12) - Households with children (80%, vs. 67% of those without children) - W-Central (76%) region, E-Central (81%) region - Lived in GPD 30+ yrs. (78%)
GPD website	59%	<ul style="list-style-type: none"> - Ages 45-54 (72%) - Hispanic/Latino adults (90% of n=17) - Households with children (72%, vs. 54% of those without children)
GPD digital program guide (on website)	23%	<ul style="list-style-type: none"> - Ages 35-44 (37%) - Households with children (39%, vs. 16% of those without children) - West region (36%) - Lived in GPD 5-9 yrs. (43%)
GPD emails	22%	<ul style="list-style-type: none"> - Ages 35-44 (37%) - Households with children (34%, vs. 16% of those without children) - West region (39%) - Lived in GPD 5-9 yrs. (38%)
Word of mouth from family, friends, neighbors	22%	<ul style="list-style-type: none"> - Under age 35 (37%), 35-44 (31%) - Asian adults (54% of n=12) - Lived in GPD <5 yrs. (33%)
Social media (Facebook, Instagram)	16%	<ul style="list-style-type: none"> - Ages 35-44 (33%) - Households with children (27%, vs. 11% of those without children) - Lived in GPD 5-19 yrs. (23%)
Local newspaper (print/online)	8%	<ul style="list-style-type: none"> - Ages 65+ (16%) - Households without children (12%, vs. 1% of those with children) - Lived in GPD 30+ yrs. (16%)

In terms of their preferred source for GPD information, half select the printed program guide (especially women), followed by the District website (29%, especially among men).

- Note that while word-of-mouth ranks much lower (2% overall), nearly one in ten of the youngest and/or newest local residents cite this as their “go-to” source.

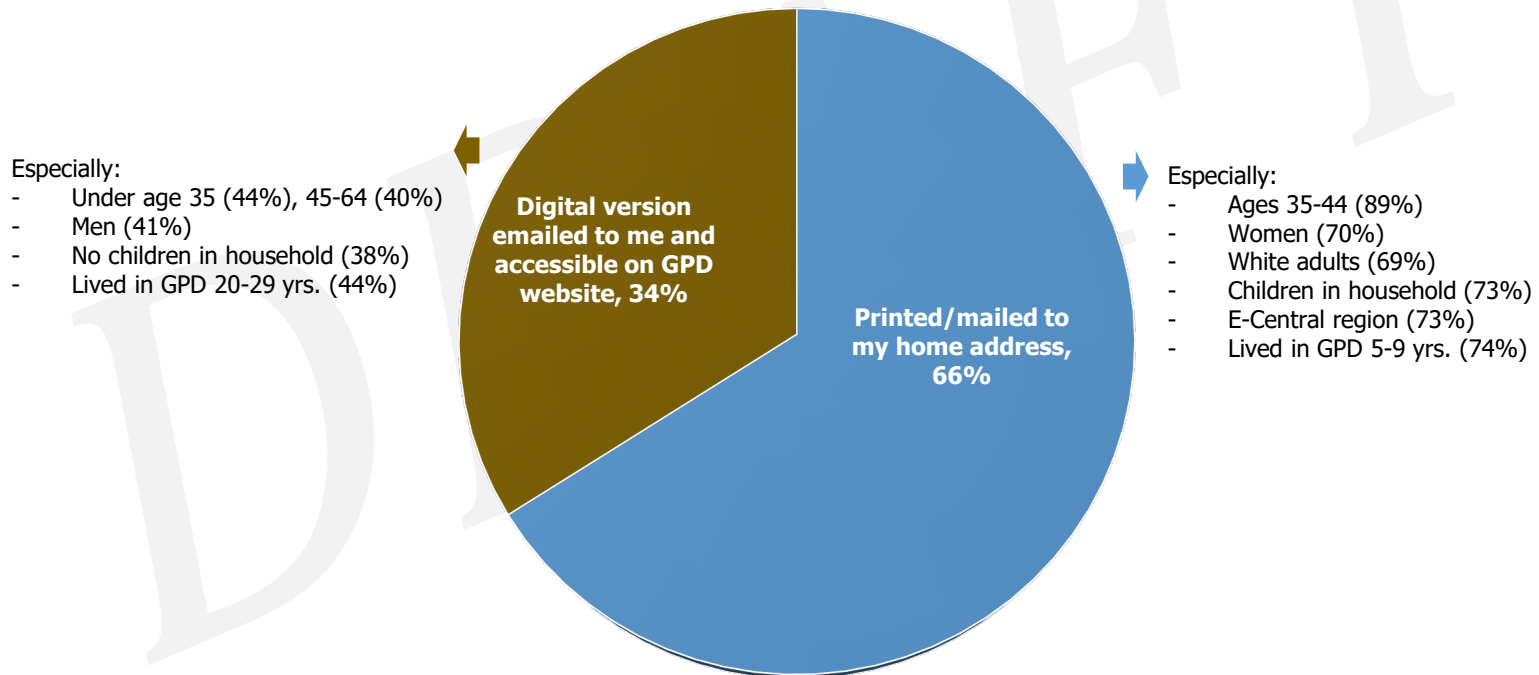
Preferred Source for GPD Information



Given a choice between the printed vs. digital version of the GPD program guide, residents prefer the printed brochure by a 2:1 margin.

- Note that women, households with children, and newer GPD residents are especially likely to use the printed and mailed guide. There is no statistically meaningful difference between recent GPD program participants vs. non-participants.

Preference for Printed vs. Digital GPD Program Guide

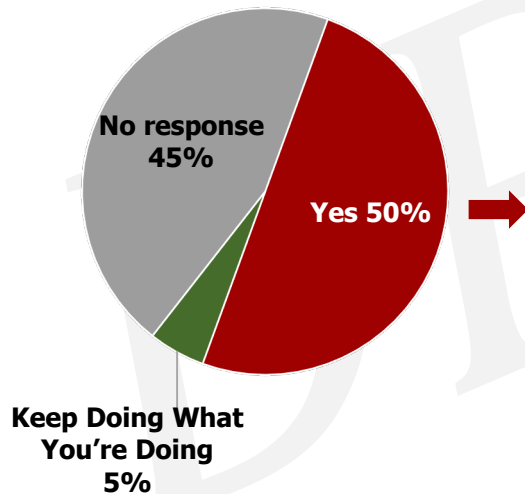


X. Final Comments/Suggestions

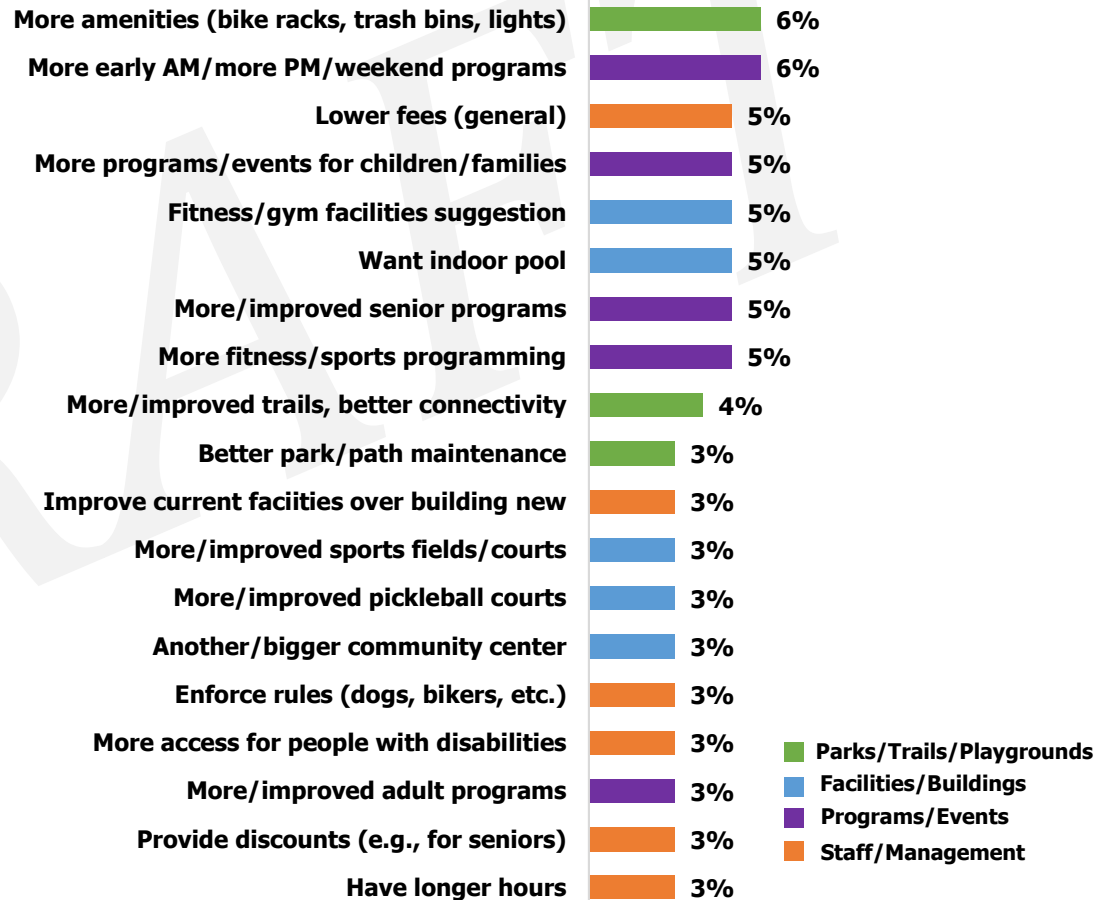
Half of the survey respondents offered final comments or suggestions, most often regarding program ideas (including scheduling), along with more park features and/or lower fees. The rest either offered no response (45%) or expressed full satisfaction with the GPD (5%).

- As with the question regarding dislikes, no single issue or concern registered high response.
- Examples of the top responses are provided on the next pages.

Can GPD Better Serve Your Household?



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



MANAGEMENT/ADMINISTRATION (39%)

"I would like to be able to use walking track and exercise machines without having to pay a fee. My taxes should cover Geneva's park district PROGRAMS & FACILITIES."

"Geneva Park District should belong to Silver Sneakers for Seniors and/or make Sunset Park free for seniors who have lived in Geneva and paid taxes for a significant period of time."

"I have seen that people sometimes do not respect wildlife, especially when riding their bicycles. It is important to remind people that we are using the animals' space and not the other way around. This also applies to trash. It would be useful to have more places to throw the trash instead of the ground. We need to educate people to show respect and give a good example to kids."

"Would love to volunteer but program is not very organized, and because I am not retired and don't have school aged children hard to find time. Just put the word out if you need help and I'll come find you if I am available! ?"

"An easier to use website would be really helpful."

"I'm quite pleased with the park district. I just need more time to take advantage of what is currently offered. When expanding amenities at parks and other services please keep in mind the future maintenance costs."

"Please use our tax dollars to maintain and improve current facilities, and don't stretch to add facilities unless you account for future maintenance by putting aside funds. Do not increase taxes. If the pie grows 6% of the pie is still more funding. Buck the system, keep taxes at the same amount with a goal to decrease to 5% of property taxes."

"Collaborate with existing groups - for example, seek out specific volunteer support from scout groups."

"Printed materials of Geneva Community was great although make it optional if you wish. Email and printed should be one option. Email only should be another option. Printed only should be another option."

"I would love to see the East side of town get more park district facilities. I would love to see the East side get a facility with an indoor track, indoor pickleball/tennis courts, basketball, gym, etc. similar to Persinger."

"I live in Geneva East, so utilizing the Peck facility isn't really convenient. If I lived in Mill Creek or that area, I'd use it regularly. It's beautiful and has many offerings, but the location is tough--a half hour round trip to drop off a kid for a class or sit and wait (which I what I do)."

"More 'all abilities/sensory friendly' geared programming. Times for the facilities to be available for families impacted by disability. Example: Special pool hours with increased lifeguards and less people swimming. Specialized swim lessons for those with special needs. Qualified swim instructors for people with special needs. This is an area of need that is not being fulfilled. Social play groups run by social workers for kids needing to practice social skills. More theatrical opportunities and increased programming at Playhouse 38! Our family loves it there!"

"Would like to have more or different times for lap swimming at Sunset Pool."

PROGRAMS/EVENTS (27%)

"If a program has low enrollment, close it the week prior and notify participants it has been cancelled and give refund vs us driving out there to find out. Offer more programs with start times of 6p/7p weekdays and more options on weekends."

"Program activities that are easier to sign up for and not so restricted with dates and times. Maybe create a system that is flexible. Expand senior options. Give seniors a price break."

"Make sure my child on the waitlist is admitted to summer camp as the current failure to timely process paper applications and/or staff the camps which has resulted in the current situation where camps filled up in one hour on the initial day is a sign of mismanagement."

"Continue offering Kids' Zone and summer camps, and keep the nice variety of programming you already have. Would love to see an early morning or weekend barre class available."

"In areas I lived at in the past there were more options for art, cooking & special interest classes for adults. Classes in stained glass, cake decorating, pottery, healthy lifestyle, healthy cooking."

"Fitness classes that are set schedules on a regular basis (1 day time, 1 evening) but are advanced reservation and/or drop in versus signing up for a fixed duration class. Maybe daily yoga/Pilates, stretching, cardio, weigh training or a mix of the above. I believe that it will allow patrons to utilize the equipment with proper instructions from a facilitator. It will allow the community to build a bond with a mix of others as they rotate through the various offering. Fitness should include various workouts that change regularly so the whole body is challenged and improved versus a single discipline."

"Provide activities and options for households without children. More activities for people with pets."

"More adult interest programs and clubs for empty nesters 50 and older. Classes to learn to knit, quilt, bird watching and identification. Geneva needs to offer more 'club' type activities and have a gathering space dedicated for adults over 50 to meet and play games, cards, scrabble, etc. Cooking classes, wood working classes. We need more programs to bring our empty nesters together. There is a notable lack of programs here in our age group. Older adults often gather to play games, have game clubs etc. at Pottawattamie facility in St Charles. Frequently wish we had more like that here too in Geneva Park District."

FACILITIES/BUILDINGS (27%)

"The pool needs an adult area. It's difficult to relax or swim in the pool. Even if it means building an addition to the pool."

"We need a larger indoor workout/wall climbing/tennis court facilities for families to do activities together. Similar to Vaughn Center. Indoor pool would be great."

"Park district does a good job overall, especially senior programs compared to other park districts. Greatly miss the loss of racquetball court at Sunset."

"I'm eternally grateful that Sunset was open during COVID. I can't tell you how important it was to be able to get out of the house, see other people, and work out. A lot of people had a lot of questions and doubts and the brave men and women continued to support the mental and physical health of their community. Sunset could be larger with a larger selection of free weights and equipment. We could probably use proper towels in the locker room. An indoor pool at Persinger probably would have been a nice move but not necessary."

"We would like an indoor pool in Geneva and also pickleball courts on the East Side. East Siders pay the same taxes but have to travel further to use Park District facilities."

"A sand area at the Sunset Pool and an updated/safer splashpad (floor is slippery) -- I heard that there used to be an indoor jungle-gym-type thing for toddlers. I'd LOVE for it to come back."

"Adding an indoor track for walking and running."

"A better amphitheater for music concerts. A place to play corn hole and pickleball. Another frisbee golf course."

"Create a teen center near the middle school - game space, activities, maybe partner with the library since the downtown library isn't accessible to most middle schoolers due to transportation."

PARKS/TRAILS/PLAYGROUNDS (19%)

"Take better advantage of the River and enhance activities and events there. It's beautiful!"

"Add more garbage cans at all the entrances to the parks. People will pick up after their pets and kids if you make it easy for them. More places to sit, benches and picnic tables. I like that you plowed the walking trails, that was great!"

"I am very happy with the services. Maybe better connecting east side trails to riverfront and west side facilities."

"More landscaping for neglected parks with input from the neighborhood."

"Ensure availability of nature contact and stroll along opportunities thought out the year. This has been proven to increase quality of life and happiness and is an important value add to our community."


"Maintain shrubs, trees and flower beds more consistently."

"In addition to the bathrooms staying open longer, also the water fountains. Also, it would be cool if there was an initiative to plant native plants/pollinator plants at every park, and maybe even install bat boxes to help with mosquitos!"


"We'd love to see snack options in Wheeler Park to monetize all the frisbee golfers. We'd also love for kids to be encouraged to use the woods spaces bordering Wheeler."

"Updating our baseball fields. More connections/options for walking/biking on East side. Keeping up with trends such as pickleball and perhaps having courts built for that. We have a beautiful river; we should offer classes and rentals for things to do there. Dog parks. Fix up and utilize Island Park more."

Appendix



Help us improve our community!



Take a quick survey to share your opinions:
 Website: www.arisurvey.com/s3/Geneva
 Password: **<PIN>**
 See reverse side for more information.

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



[HH_NAME]
 [ADDRESS1] [ADDRESS2]
 [CITY] [STATE] [ZIP]



The Geneva Park District wants to understand how it can better serve residents like you!

Your residence is in the Geneva Park District (even if you do not live in Geneva), and the Park District wants to hear from residents like you to help us plan the future of our parks, facilities and recreational activities.

Whether or not you use the Park District, this is your opportunity to share your opinions!

This anonymous survey only takes 10-15 minutes, and we ask that a household adult complete it **in the next few days**. Please use the website and password below to access the survey (or scan the QR code to the right):



Survey Website: www.arisurvey.com/s3/Geneva
 Password: **<PIN>**

Be sure to enter this website exactly as written into your browser's address bar — not in a general Internet search.

Thank you very much for sharing your opinions!

aQity Research & Insights (an independent research firm) has been asked to conduct this survey. If you wish to complete the survey by mail or phone, please call toll-free 866-900-8555 or send an email to aQity@aQityResearch.com.



GENEVA PARK DISTRICT – 2023 COMMUNITY SURVEY

(n= 502 surveys; completed between March 15th 2023 and April 11th 2023)

1. How many years have you lived within the Geneva Park District boundaries (see map below)?

Less than 5 years	22%
5-9 years	20%
10-19 years	17%
20-29 years	21%
30-44 years	17%
45+ years	3%
Mean (average)	16.8
Median (midpoint)	14.0

2. Please rate your overall opinion of the Geneva Park District. If you are unfamiliar with the District, please select "Unfamiliar".

Highest regard (9-10)	45%
Very favorable (8)	30%
Somewhat favorable (6-7)	15%
Neutral (5)	5%
Unfavorable (0-4)	5%
Mean (average)	8.1
Median (midpoint)	8.0
Unfamiliar	6%

3. What do you like most about the Geneva Park District, or what does it do particularly well?

Open-end coding in progress; results will be included in the final analysis.

4. What do you dislike most about the Geneva Park District, or what could it do better?

Open-end coding in progress; results will be included in the final analysis.

5. About what percent of your property taxes do you think goes to the Geneva Park District? Please provide your estimate without checking your tax bill or any other information – we're simply interested in your best estimate.

0% - 3%	29%
4% - 5%	28%
6%**	3%
7%-8%	9%
9%-10%	21%
11%-15%	4%
16%+	6%
Mean (average)	7.1
Median (midpoint)	5.0

*Actual Share of Property Taxes

6. Which parks and facilities have you or other household members visited in the past 12 months?

	% Reporting	Overall Respondents
PARKS NET	96%	90%
Peck Farm Park	69%	64%
Island Park	60%	57%
Wheeler Park	59%	56%
Sunset Park	41%	38%
River Park	31%	30%
Mill Creek Community Park	20%	18%
Moore Park and Water Sprayground	12%	11%
Links Disc Golf Course	12%	11%
Skate Park	3%	11%
Other park, please list (e.g., Dryden park, Jaycee park, Williamsburg park, etc.)	15%	14%
FACILITIES NET	79%	75%
Stephen Persinger Recreation Center	51%	48%
Sunset Pool	36%	34%
Sunset Community Center	35%	33%
Stone Creek Miniature Golf Course	29%	28%
Peck Farm Interpretive Center	24%	22%
Mill Creek Pool	14%	13%
Community Gardens at Prairie Green	6%	5%
Playhouse 38 Theater	6%	5%
Friendship Station Preschool	4%	4%
Other facility, please list (e.g., Butterfly House, Senior Center, etc.)	5%	4%
<i>Visited none of the above parks or facilities in the past year</i>	-	6%

7. From the list above, which three parks, playgrounds, nature areas or facilities do you use most often?

	Top 1	Top 3
Peck Farm Park	17%	38%
Island Park	13%	34%
Stephen Persinger Recreation Center	12%	29%
Wheeler Park	9%	30%
Sunset Community Center	7%	14%
Other park, please list	7%	11%
Sunset Pool	6%	20%
Sunset Park	4%	9%
Mill Creek Community Park	3%	7%
River Park	3%	13%
Other facility, please list	3%	4%
Mill Creek Pool	2%	6%
Moore Park and Water Sprayground	2%	3%
Links Disc Golf Course	1%	4%
Friendship Station Preschool	1%	1%
Community Gardens at Prairie Green	1%	3%
Peck Farm Interpretive Center	1%	2%
Playhouse 38 Theater	1%	1%
Stone Creek Miniature Golf Course	<1%	4%
Skate Park	-	<1%

8. Thinking about those parks and facilities you recently visited, please rate your overall satisfaction with the following.

A. Overall experience	
Completely satisfied (9-10)	58%
Satisfied (8)	22%
Somewhat satisfied (6-7)	14%
Neutral (5)	3%
Dissatisfied (0-4)	3%
Mean (0-10)	8.4
Median (0-10)	9.0
B. Overall cleanliness, maintenance, and upkeep	
Completely satisfied (9-10)	65%
Satisfied (8)	16%
Somewhat satisfied (6-7)	13%
Neutral (5)	3%
Dissatisfied (0-4)	3%
Mean (0-10)	8.5
Median (0-10)	9.0
C. Overall safety	
Completely satisfied (9-10)	76%
Satisfied (8)	12%
Somewhat satisfied (6-7)	6%
Neutral (5)	4%
Dissatisfied (0-4)	2%
Mean (0-10)	8.9
Median (0-10)	9.0

D. Overall access (parking, paths, entrances/exits)	
Completely satisfied (9-10)	73%
Satisfied (8)	16%
Somewhat satisfied (6-7)	8%
Neutral (5)	2%
Dissatisfied (0-4)	1%
Mean (0-10)	9.0
Median (0-10)	9.0
E. Level of service provided by Park District staff	
Completely satisfied (9-10)	56%
Satisfied (8)	13%
Somewhat satisfied (6-7)	11%
Neutral (5)	15%
Dissatisfied (0-4)	2%
Mean (0-10)	8.2
Median (0-10)	9.0

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

Open-end coding in progress; results will be included in the final analysis.

10. If you have not used or visited a Park District park or facility in the past 24 months, why not? (n=33)

Do not have children or children are grown	81%
Unfamiliar with Park District parks/facilities	40%
Too busy/Don't have time	29%
Lack of interest in these activities/programs	28%
Use other facilities for recreation/activities - Where do you go? (e.g., Batavia PD, other gym, etc.)	28%
Poor health/mobility issues	14%
Health/Safety concerns	5%
Other, please specify (e.g., Covid, have dog, etc.)	4%
No facilities offered for my age group	3%

11A. Please indicate if you, or any household member, uses or has a need or interest in each indoor recreational amenity or facility listed below – whether it is provided by the Geneva Park District or any other source.

Indoor walking or jogging track	59%
Fitness facility (weights, cardio machines, etc.)	56%
Gym courts for basketball, volleyball, pickleball, etc.	50%
Rental rooms for meetings, parties, etc.	23%
Theater/performing arts space	12%
Gymnastics space	12%
Preschool and early childhood program space	11%
Teen programming space (e.g., e-gaming, podcast studio, 3D printing lab, etc.)	10%
None of the above	16%

11B. On a scale of 1 to 5, please select how well each of those needs or interests is being met – again, whether it is provided by the Geneva Park District or any other source.

A. Gym courts for basketball, volleyball, pickleball, etc.	
Top 2 Box (4-5)	55%
Completely met (5)	28%
Mostly met (4)	27%
Neutral (3)	24%
Barely met (2)	18%
Not at all being met (1)	3%
Mean (0-10)	3.6
Median (0-10)	4.0
B. Fitness facility (weights, cardio, machines, etc.)	
Top 2 Box (4-5)	70%
Completely met (5)	37%
Mostly met (4)	33%
Neutral (3)	17%
Barely met (2)	9%
Not at all being met (1)	4%
Mean (0-10)	3.9
Median (0-10)	4.0
C. Indoor walking or jogging track	
Top 2 Box (4-5)	67%
Completely met (5)	42%
Mostly met (4)	25%
Neutral (3)	12%
Barely met (2)	9%
Not at all being met (1)	12%
Mean (0-10)	3.8
Median (0-10)	4.0
D. Preschool and early childhood program space	
Top 2 Box (4-5)	59%
Completely met (5)	34%
Mostly met (4)	25%
Neutral (3)	21%
Barely met (2)	10%
Not at all being met (1)	10%
Mean (0-10)	3.6
Median (0-10)	4.0
E. Rental rooms for meetings, parties, etc.	
Top 2 Box (4-5)	64%
Completely met (5)	33%
Mostly met (4)	31%
Neutral (3)	21%
Barely met (2)	13%
Not at all being met (1)	2%
Mean (0-10)	3.8
Median (0-10)	4.0
F. Gymnastics space	
Top 2 Box (4-5)	33%
Completely met (5)	14%
Mostly met (4)	19%
Neutral (3)	45%
Barely met (2)	15%
Not at all being met (1)	7%
Mean (0-10)	3.2
Median (0-10)	3.0

G. Theater/performing arts space	
Top 2 Box (4-5)	42%
Completely met (5)	17%
Mostly met (4)	25%
Neutral (3)	41%
Barely met (2)	8%
Not at all being met (1)	9%
Mean (0-10)	3.3
Median (0-10)	3.0
H. Teen programming space (e.g., e-gaming, podcast studio, 3D printing lab, etc.)	
Top 2 Box (4-5)	36%
Completely met (5)	22%
Mostly met (4)	14%
Neutral (3)	20%
Barely met (2)	18%
Not at all being met (1)	26%
Mean (0-10)	2.9
Median (0-10)	3.0

12. Select the one indoor amenity that the Park District should prioritize adding or improving.

Gym courts for basketball, volleyball, pickleball, etc.	24%
Fitness facility (weights, cardio machines, etc.)	21%
Indoor walking or jogging track	21%
Preschool and early childhood program space	4%
Gymnastics space	3%
Theater/performing arts space	3%
Rental rooms for meetings, parties, etc.	2%
Teen programming space (e.g., e-gaming, podcast studio, 3D printing lab, etc.)	2%
None/No answer	20%

13A. Please indicate if you, or any household member, uses or has a need or interest in each outdoor recreational facility listed below – whether it is provided by the Geneva Park District or any other source.

Walking/Jogging/Biking trails and connections	83%
Open space/natural areas	66%
Riverfront activities (concerts, programs, events)	64%
Outdoor aquatics (pools, slides, tubes, splash pads)	46%
River activities such as kayak/canoe/paddleboard rentals	44%
Dog park	30%
Outdoor pickleball courts	29%
Smaller splash pads, spray parks in community parks	22%
Game fields for soccer, lacrosse, football, etc.	18%
Baseball and softball fields	18%
Cricket fields	2%
None of the above	6%

13B. On a scale of 1 to 5, please select how well each of those needs or interests is being met – again, whether it is provided by the Geneva Park District or any other source.

A. Walking/Jogging/Biking trails and connections	
Top 2 Box (4-5)	83%
Completely met (5)	42%
Mostly met (4)	41%
Neutral (3)	12%
Barely met (2)	3%
Not at all being met (1)	2%
Mean (0-10)	4.2
Median (0-10)	4.0
B. Outdoor aquatics (pools, slides, tubes, splash pads)	
Top 2 Box (4-5)	68%
Completely met (5)	26%
Mostly met (4)	42%
Neutral (3)	27%
Barely met (2)	2%
Not at all being met (1)	3%
Mean (0-10)	3.9
Median (0-10)	4.0
C. River activities such as kayak/canoe/paddleboard rentals	
Top 2 Box (4-5)	18%
Completely met (5)	5%
Mostly met (4)	13%
Neutral (3)	26%
Barely met (2)	30%
Not at all being met (1)	26%
Mean (0-10)	2.4
Median (0-10)	2.0
D. Riverfront activities (concerts, programs, events)	
Top 2 Box (4-5)	44%
Completely met (5)	13%
Mostly met (4)	31%
Neutral (3)	31%
Barely met (2)	16%
Not at all being met (1)	9%
Mean (0-10)	3.2
Median (0-10)	3.0
E. Smaller splash pads/spray parks in community parks	
Top 2 Box (4-5)	38%
Completely met (5)	10%
Mostly met (4)	28%
Neutral (3)	34%
Barely met (2)	21%
Not at all being met (1)	7%
Mean (0-10)	3.1
Median (0-10)	3.0
F. Cricket fields	
Top 2 Box (4-5)	n=1
Completely met (5)	n=1
Mostly met (4)	-
Neutral (3)	n=1
Barely met (2)	-
Not at all being met (1)	n=4
Mean (0-10)	1.5
Median (0-10)	1.0

G. Game fields for soccer, lacrosse, football, etc.	
Top 2 Box (4-5)	65%
Completely met (5)	12%
Mostly met (4)	53%
Neutral (3)	26%
Barely met (2)	6%
Not at all being met (1)	3%
Mean (0-10)	3.7
Median (0-10)	4.0
H. Baseball and softball fields	
Top 2 Box (4-5)	59%
Completely met (5)	24%
Mostly met (4)	35%
Neutral (3)	20%
Barely met (2)	13%
Not at all being met (1)	8%
Mean (0-10)	3.5
Median (0-10)	4.0
I. Outdoor pickleball courts	
Top 2 Box (4-5)	27%
Completely met (5)	7%
Mostly met (4)	20%
Neutral (3)	24%
Barely met (2)	27%
Not at all being met (1)	22%
Mean (0-10)	2.6
Median (0-10)	3.0
J. Dog park	
Top 2 Box (4-5)	18%
Completely met (5)	9%
Mostly met (4)	9%
Neutral (3)	28%
Barely met (2)	22%
Not at all being met (1)	34%
Mean (0-10)	2.4
Median (0-10)	2.0
K. Open space/natural areas	
Top 2 Box (4-5)	71%
Completely met (5)	33%
Mostly met (4)	38%
Neutral (3)	21%
Barely met (2)	7%
Not at all being met (1)	2%
Mean (0-10)	3.9
Median (0-10)	4.0

14. Select the one outdoor amenity that the Park District should prioritize adding or improving.

Walking/Jogging/Biking trails and connections	22%
River activities such as kayak/canoe/paddleboard rentals	12%
Riverfront activities (concerts, programs, events)	10%
Outdoor pickleball courts	10%
Open space/natural areas	10%
Dog park	8%
Outdoor aquatics (pools, slides, tubes, splash pads)	8%
Smaller splash pads/spray parks in community parks	3%
Baseball and softball fields	3%
Game fields for soccer, lacrosse, football, etc.	1%
Cricket fields	<1%
None/No answer	13%

15. As you may know, the Geneva Park District provides hundreds of programs and activities for all ages. These include athletics, early childhood programs, programs for youth, adults, and seniors, and special events.

Please list all Geneva Park District programs/events your household participated in during the past 12 months.

Open-end coding in progress; results will be included in the final analysis.

16. How would you rate your overall satisfaction with these Park District programs or events?

Completely satisfied (9-10)	43%
Satisfied (8)	24%
Somewhat satisfied (6-7)	19%
Neutral (5)	9%
Dissatisfied (0-4)	5%
Mean (average)	7.8
Median (midpoint)	8.0

17. If you are dissatisfied with any Park District program or event, please indicate which one(s) and why.

Open-end coding in progress; results will be included in the final analysis.

18A. Please indicate if you, or any household member, uses or has a need or interest in each of the following programs.

Fitness and wellness programs	47%
Nature/Environment programs	40%
Adult athletics	33%
Programs/Activities for active adults age 60+	33%
Pool/Swimming programs (e.g., lessons)	28%
Adult non-sports/non-athletic activities	27%
Family special events	20%
Youth athletics	17%
Dance/Music/Theater	17%
Summer camp	14%
Youth non-sports/non-athletic activities	13%
Before/After school program (Kids Zone)	9%
Preschool programs	7%
Teen programs/activities	5%
None of the above	14%

18B. On a scale of 1 to 5, please select how well each need or interest is being met – again, whether it is provided by the Geneva Park District or any other source.

A. Programs/Activities for active adults age 60+	
Top 2 Box (4-5)	39%
Completely met (5)	13%
Mostly met (4)	26%
Neutral (3)	37%
Barely met (2)	19%
Not at all being met (1)	5%
Mean (0-10)	3.2
Median (0-10)	3.0
B. Adult athletics	
Top 2 Box (4-5)	35%
Completely met (5)	5%
Mostly met (4)	30%
Neutral (3)	36%
Barely met (2)	18%
Not at all being met (1)	11%
Mean (0-10)	3.0
Median (0-10)	3.0
C. Youth athletics	
Top 2 Box (4-5)	59%
Completely met (5)	18%
Mostly met (4)	41%
Neutral (3)	27%
Barely met (2)	13%
Not at all being met (1)	1%
Mean (0-10)	3.6
Median (0-10)	4.0

D. Youth non-sports/athletic activities	
Top 2 Box (4-5)	60%
Completely met (5)	13%
Mostly met (4)	47%
Neutral (3)	16%
Barely met (2)	22%
Not at all being met (1)	2%
Mean (0-10)	3.5
Median (0-10)	4.0
E. Adult non-sports/non-athletic activities	
Top 2 Box (4-5)	37%
Completely met (5)	8%
Mostly met (4)	29%
Neutral (3)	34%
Barely met (2)	25%
Not at all being met (1)	4%
Mean (0-10)	3.1
Median (0-10)	3.0
F. Fitness and wellness programs	
Top 2 Box (4-5)	53%
Completely met (5)	12%
Mostly met (4)	41%
Neutral (3)	31%
Barely met (2)	11%
Not at all being met (1)	5%
Mean (0-10)	3.4
Median (0-10)	4.0
G. Preschool programs	
Top 2 Box (4-5)	52%
Completely met (5)	25%
Mostly met (4)	27%
Neutral (3)	16%
Barely met (2)	22%
Not at all being met (1)	10%
Mean (0-10)	3.4
Median (0-10)	4.0
H. Before/After school program (Kids Zone)	
Top 2 Box (4-5)	70%
Completely met (5)	32%
Mostly met (4)	38%
Neutral (3)	11%
Barely met (2)	7%
Not at all being met (1)	12%
Mean (0-10)	3.7
Median (0-10)	4.0
I. Summer camp	
Top 2 Box (4-5)	67%
Completely met (5)	25%
Mostly met (4)	42%
Neutral (3)	15%
Barely met (2)	7%
Not at all being met (1)	11%
Mean (0-10)	3.6
Median (0-10)	4.0
J. Family special events	
Top 2 Box (4-5)	50%
Completely met (5)	16%
Mostly met (4)	34%
Neutral (3)	29%
Barely met (2)	20%
Not at all being met (1)	2%
Mean (0-10)	3.4
Median (0-10)	3.0

K. Nature/Environment programs	
Top 2 Box (4-5)	45%
Completely met (5)	12%
Mostly met (4)	33%
Neutral (3)	35%
Barely met (2)	17%
Not at all being met (1)	3%
Mean (0-10)	3.4
Median (0-10)	3.0
L. Teen programs/activities	
Top 2 Box (4-5)	n=11
Completely met (5)	n=5
Mostly met (4)	n=6
Neutral (3)	n=7
Barely met (2)	n=6
Not at all being met (1)	n=3
Mean (0-10)	3.0
Median (0-10)	3.0
M. Pool/Swimming programs (e.g., lessons)	
Top 2 Box (4-5)	45%
Completely met (5)	19%
Mostly met (4)	26%
Neutral (3)	32%
Barely met (2)	14%
Not at all being met (1)	9%
Mean (0-10)	3.3
Median (0-10)	3.0
N. Dance/Music/Theater	
Top 2 Box (4-5)	36%
Completely met (5)	8%
Mostly met (4)	28%
Neutral (3)	38%
Barely met (2)	17%
Not at all being met (1)	9%
Mean (0-10)	3.1
Median (0-10)	3.0

19. Select the one program that the Park District should prioritize providing or improving.

Fitness and wellness programs	11%
Nature/Environment programs	11%
Programs/Activities for active adults age 60+	10%
Pool/Swimming programs (e.g. lessons)	5%
Adult non-sports/non-athletic activities	4%
Family special events	3%
Youth athletics	3%
Adult athletics	3%
Preschool programs	3%
Dance/Music/Theater	3%
Summer camp	2%
Before/After school program (Kids Zone)	2%
Teen programs/activities	1%
Youth non-sports/non-athletic activities	1%
None/No answer	38%

20. The Geneva 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 believe that your household is properly represented and included within the Park District and its offerings?

	Yes	No
	93%	7%

20A. Why not? Again, your responses are completely anonymous so please help us by providing specific ideas or improvements.

Open-end coding in progress; results will be included in the final analysis.

21. Approximately 6% of your property taxes goes to the Geneva Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that the Park District represents given its share of property taxes. (0-10 scale)

	Overall	Group A	Group B*
Excellent value (9-10)	37%	39%	35%
Great value (8)	21%	23%	19%
Good value (6-7)	17%	14%	21%
Average value (5)	17%	14%	19%
Poor value (0-4)	8%	10%	8%
Mean (average)	7.4	7.4	7.3
Median (midpoint)	8.0	8.0	8.0

*Group B respondents did not see this question until after Q24

22. Below are potential Geneva Park District initiatives. [GROUP A:] Knowing that these could mean an increase in property taxes, please indicate your level of support or opposition for each. / [GROUP B:] Knowing that these could mean higher fees, please indicate your level of support or opposition for each.

Group A + B combined	Oppose	Support
Adding Sunset Pool amenities (e.g., lazy river, diving boards)	35%	65%
Installing outdoor turf baseball fields	59%	41%
Adding an outdoor fitness space at Sunset Community Center	38%	62%
Adding gym space at Sunset Community Center	29%	71%
Developing and improving the riverfront for recreational activities	18%	84%
Group A [under the assumption of higher property taxes]	Oppose	Support
Adding Sunset Pool amenities (e.g., lazy river, diving boards)	37%	63%
Installing outdoor turf baseball fields	63%	37%
Adding an outdoor fitness space at Sunset Community Center	35%	65%
Adding gym space at Sunset Community Center	27%	73%
Developing and improving the riverfront for recreational activities	15%	85%
Group B [under the assumption of higher fees]	Oppose	Support
Adding Sunset Pool amenities (e.g., lazy river, diving boards)	33%	67%
Installing outdoor turf baseball fields	54%	46%
Adding an outdoor fitness space at Sunset Community Center	41%	59%
Adding gym space at Sunset Community Center	31%	69%
Developing and improving the riverfront for recreational activities	18%	84%

23. Select the one initiative you support the most, even if it means higher [Group A:] property taxes / [Group B:] fees.

	Overall	Group A	Group B
Developing and improving the riverfront for recreational activities (e.g., kayaking, stand-up paddle boarding, canoeing, rowing, etc.)	50%	51%	50%
Adding Sunset Pool amenities (e.g., lazy river, diving boards)	18%	17%	14%
Adding gym space at Sunset Community Center	14%	14%	14%
Adding an outdoor fitness space at Sunset Community Center	8%	8%	8%
Installing outdoor turf baseball fields	4%	2%	5%
None/No answer	8%	8%	9%

24. As you may know, the Geneva Park District recently acquired 15 acres of land next to Peck Farm Park. Some have made suggestions for this added space (e.g., natural open space/area, add a sports field, build a nature center, build a preschool facility, etc.). What types of uses or improvements would you like to see on these new 15 acres?

Open-end coding in progress; results will be included in the final analysis.

25. In general, when you seek information about the Geneva Park District and its programs, parks, facilities, or services, from what sources do you get that information?

Geneva Park District's printed program guide/brochure	72%
Geneva Park District website	59%
Geneva Park District's digital program guide/brochure (on website)	23%
Geneva Park District emails	22%
Rely on word of mouth from family, friends, or neighbors	22%
Social media, such as Facebook, Instagram, etc.	18%
Local newspaper (print or online) - If yes, which newspaper (e.g., Kane County Chronicle, Daily Herald, etc.)	8%
Local magazine (print or online - If yes, which magazine (e.g., Kane County Magazine, Geneva Living, newsletters, etc.)	3%
Other source, please specify (e.g., Kane County Connects, Signage/Posters, etc.)	3%
No answer	2%

26. Select your most preferred source when seeking information about the Park District.

Geneva Park District's printed program guide/brochure	49%
Geneva Park District website	29%
Social media, such as Facebook, Instagram, etc.	5%
Geneva Park District's digital program guide/brochure (on website)	5%
Geneva Park District emails	4%
Rely on word of mouth from family, friends, or neighbors	2%
Other source, please specify	1%
Local newspaper (print or online) - If yes, which newspaper?	1%
Local magazine (print or online - If yes, which magazine?	1%
None/No answer	3%

27. Which option below do you prefer for receiving the Geneva Park District program guide each quarter?

Printed and mailed to my home address	88%
Digital version emailed to me and also accessible on the Park District website	34%

28. Aside from your earlier feedback above, what else could the Geneva Park District do to better serve you or your household? Please be specific and provide examples if possible.

Open-end coding in progress; results will be included in the final analysis.

DEMOGRAPHICS

29. Please indicate your gender.

Male	44%
Female	53%
Prefer to self-describe	3%

30. In what year were you born? (Age shown below.)

Under 35	17%
35-44	19%
45-54	19%
55-64	23%
65+	22%
Average age in years	52

31. Including yourself, how many people in your household are...

	None	1	2	3+
... are ages 5 or under?	83%	9%	8%	<1%
... are ages 6 to 12?	79%	9%	8%	5%
... are ages 13 to 17?	90%	7%	2%	1%
... are ages 18 to 34?	88%	18%	12%	2%
... are ages 35 to 59?	48%	15%	35%	1%
... are ages 60 or older?	55%	18%	27%	<1%

32. Which of the following identifies your race or ethnicity? (multi-select)

White	83%
Black or African American	3%
Asian	4%
American Indian or Alaska Native	1%
Native Hawaiian or Other Pacific Islander	-
Other	3%

33. Are you of Hispanic, Latino, or Spanish heritage?

Hispanic	8%
Not Hispanic	92%