



2022 Parks & Recreation Needs Assessment

November 15, 2022

Presented by



Overview

- Purpose
- Methodology
- Major Survey Findings
- Priority Investment Ratings For Amenities/Facilities & Programs
- Summary
- Questions



Purpose

- To objectively assess household's satisfaction with Freeport Park District parks, facilities, and programs
- Analyze resident perceptions and opinions
- To help determine priorities for the future of parks and facilities
- To help determine priorities for future event and recreation programming

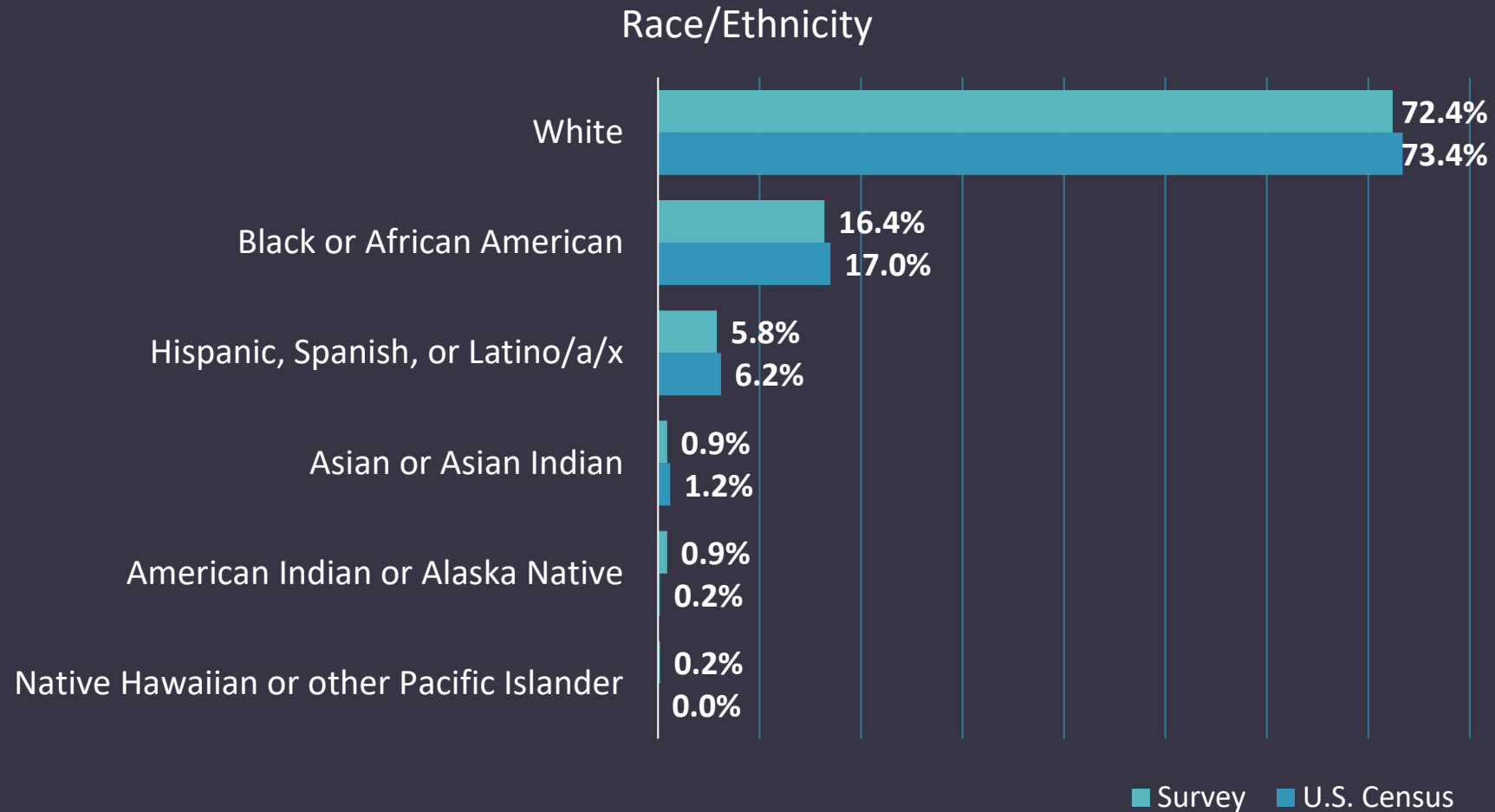
Methodology

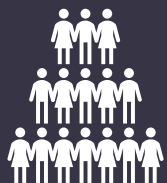
- Cover letter + seven-page survey
- Data collection began mid-September and ended mid-October
- Administration was by mail and online to a random sample of households
- Survey took 15-20 minutes to complete
- Collected 434 completed surveys
 - Margin of Error= +/-4.6% at the 95% level of confidence





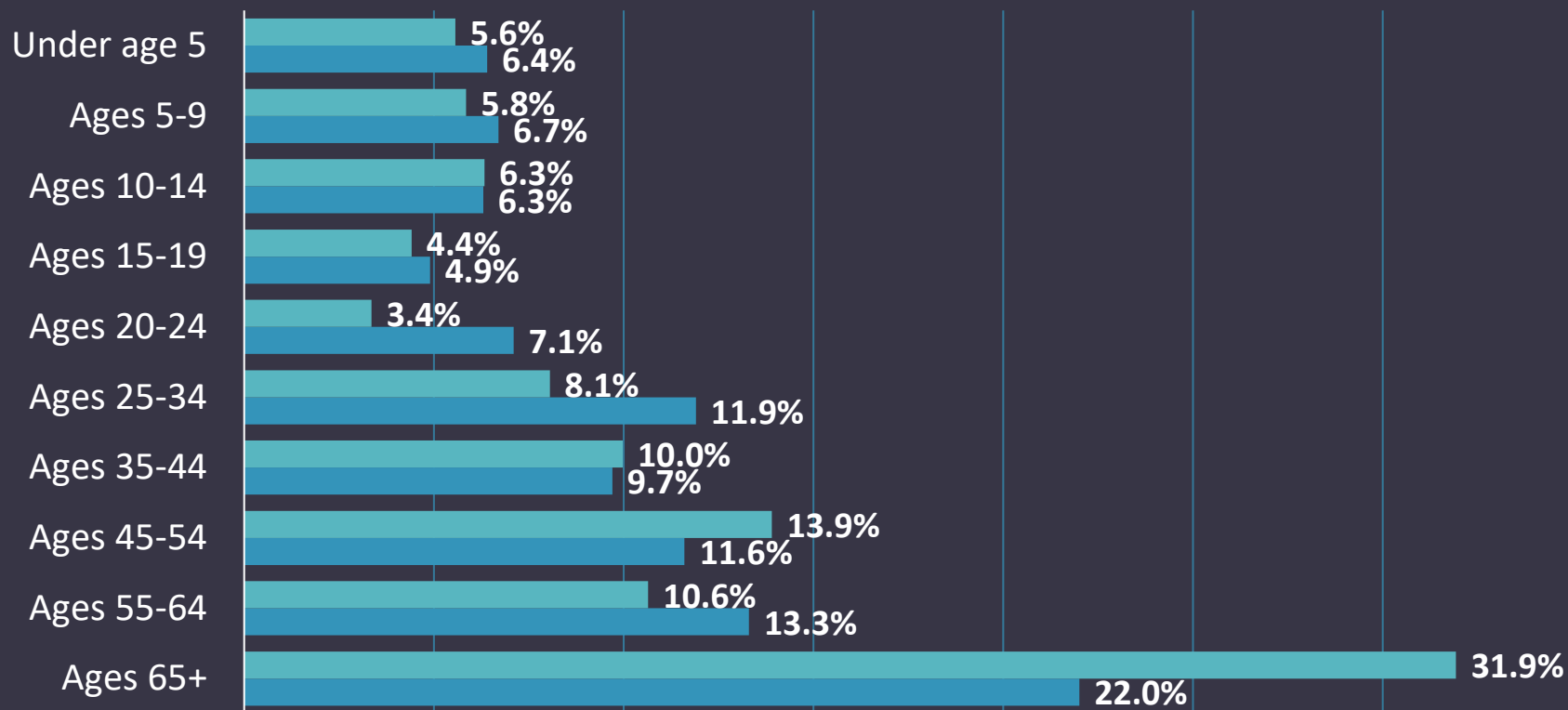
Representation





Representation

Household Type

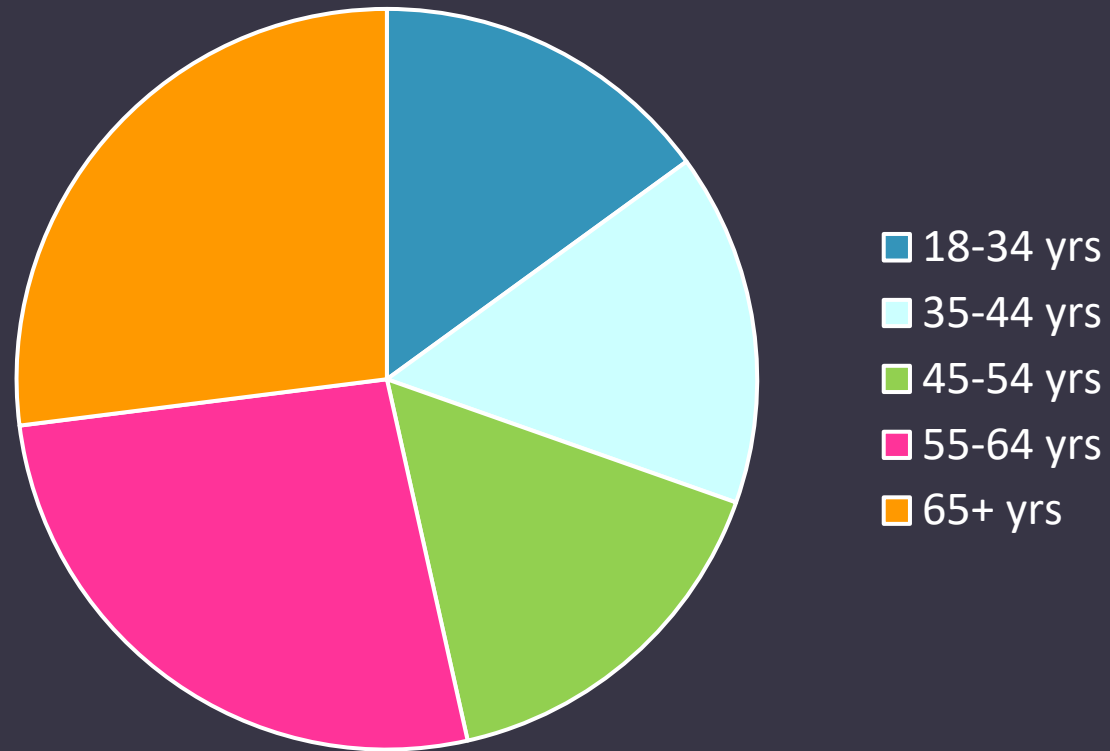


■ Survey ■ U.S. Census

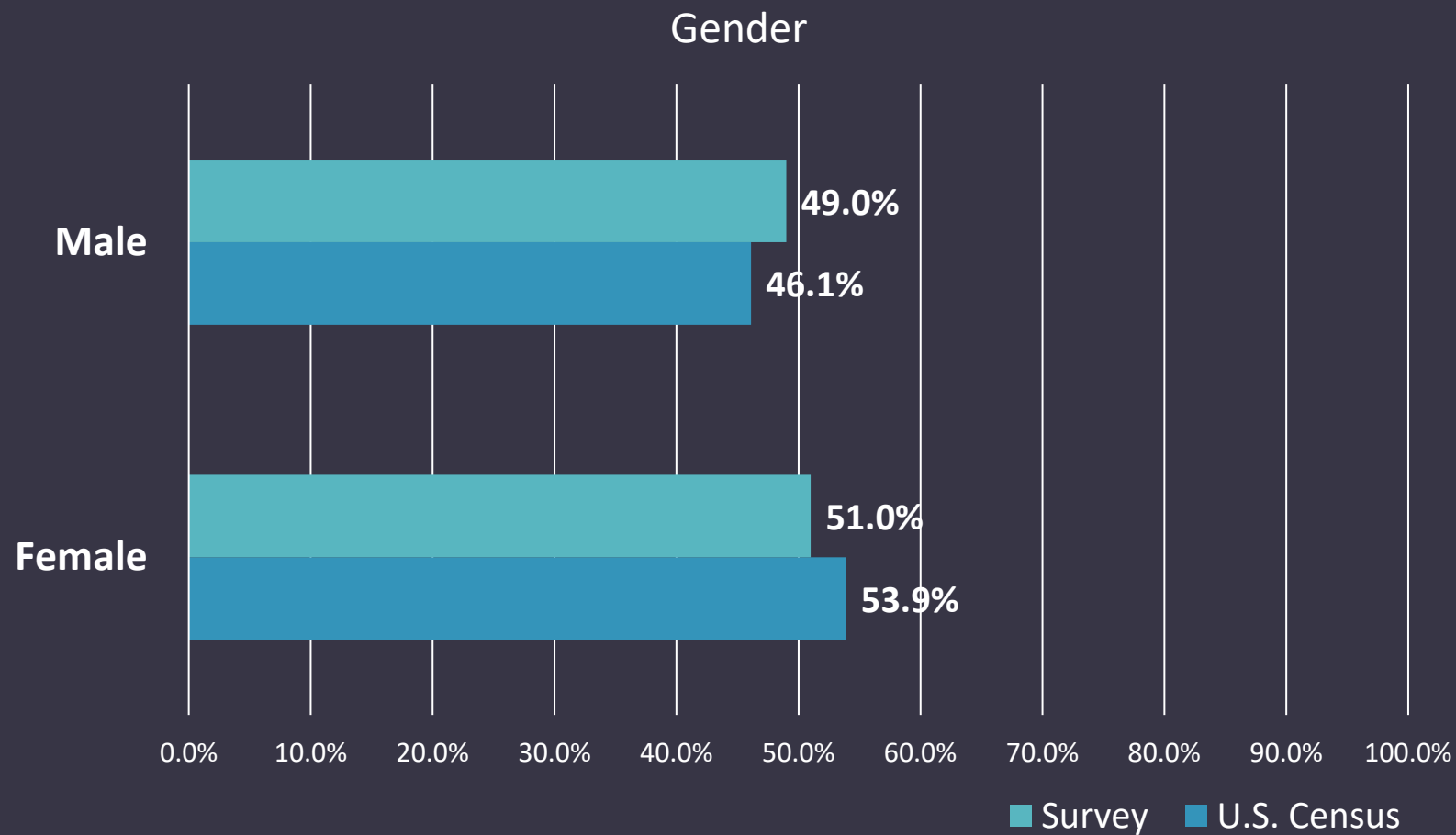


Representation

Age of Respondent



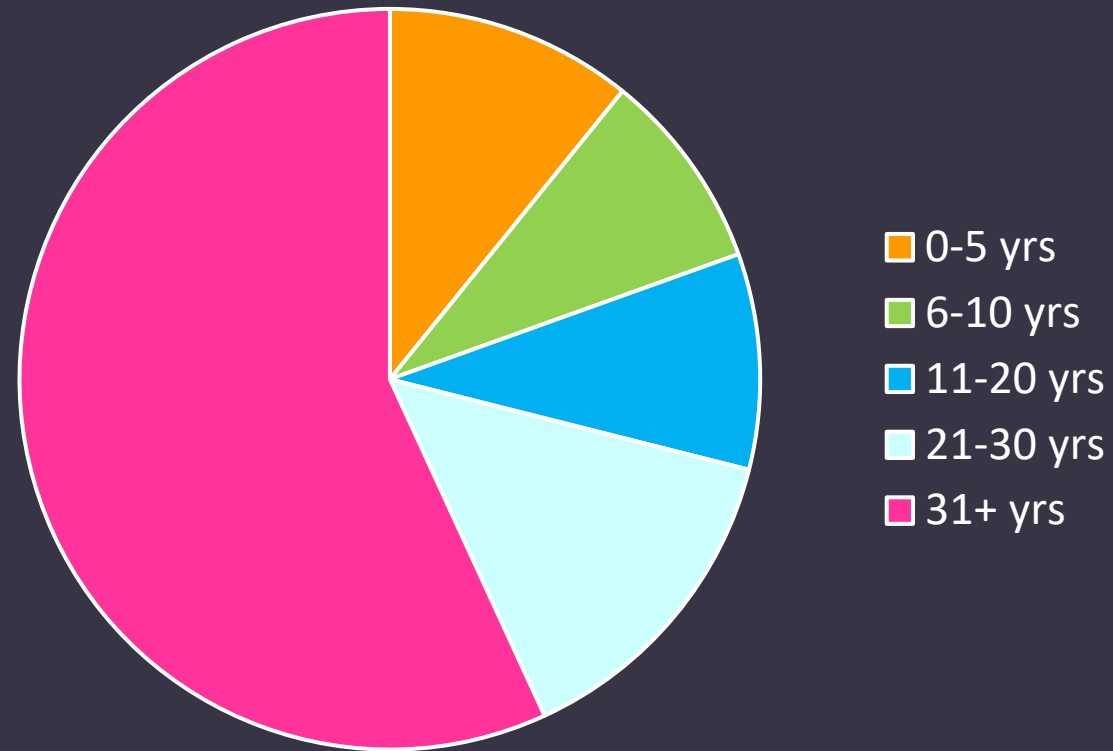
Representation





Representation

Years Lived in Freeport





Major Survey Findings

Major Survey Finding No. 1

Households Are Most Satisfied With
Many of The Services Provided By
Freeport Park District

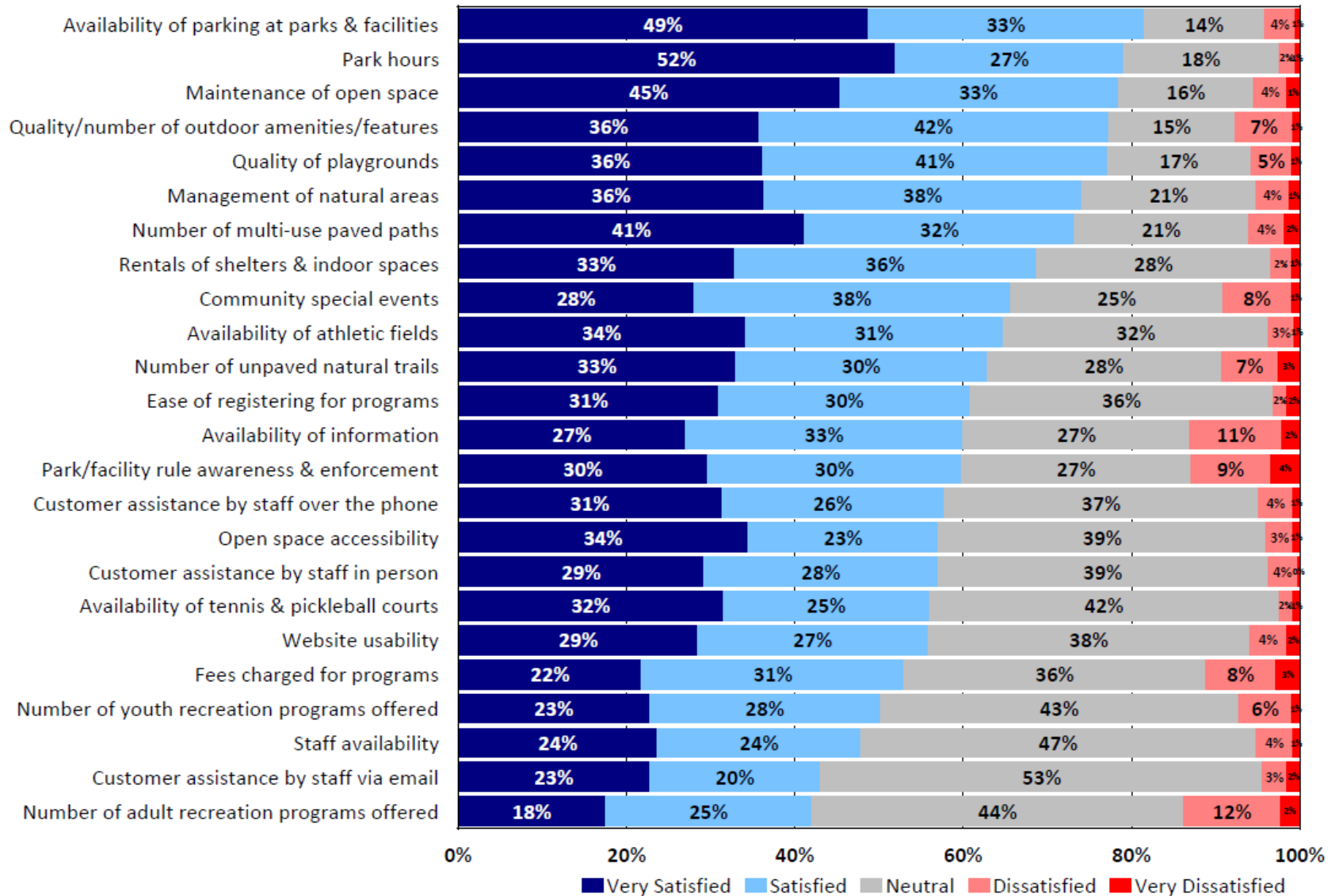


Households Are Most Satisfied With The:

- 1) Availability Of Parking At Parks & Facilities
- 2) Park Hours
- 3) Maintenance Of Open Space
- 4) Quality/Number Of Outdoor Amenities/Features
- 5) Quality Of Playgrounds

Q9. Level of Satisfaction with Services Provided by Freeport Park District

by percentage of respondents (excluding "don't know")

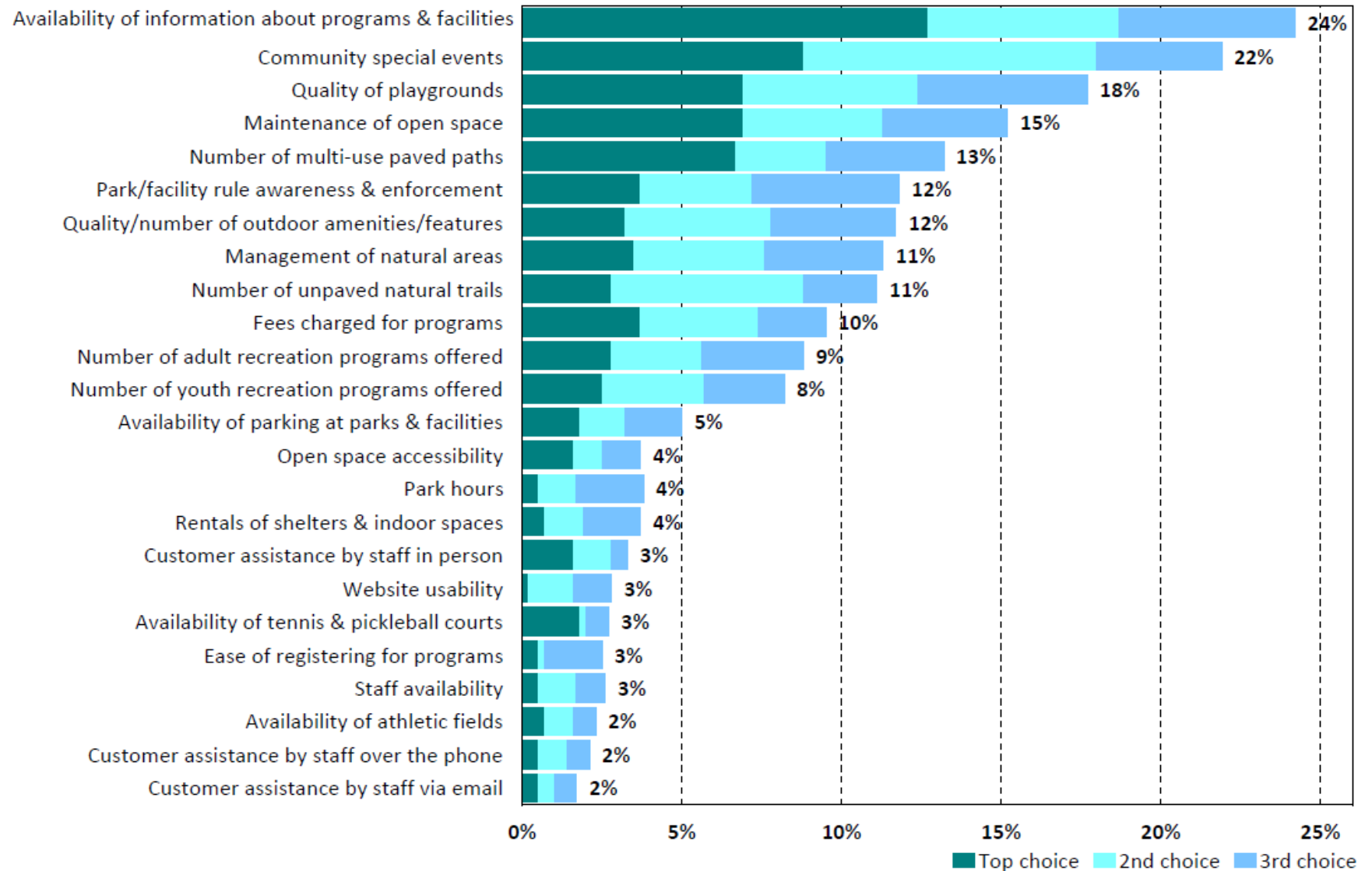


Top Three Most Important Services To Households:

- 1) Availability Of Information About Programs And Facilities
- 2) Community Special Events
- 3) Quality Of Playgrounds
- 4) Maintenance Of Open Space

Q10. What THREE services from the list in Question 9 should receive the MOST EMPHASIS from the Freeport Park District over the next 5 years?

by percentage of respondents who selected the items as one of their top three choices





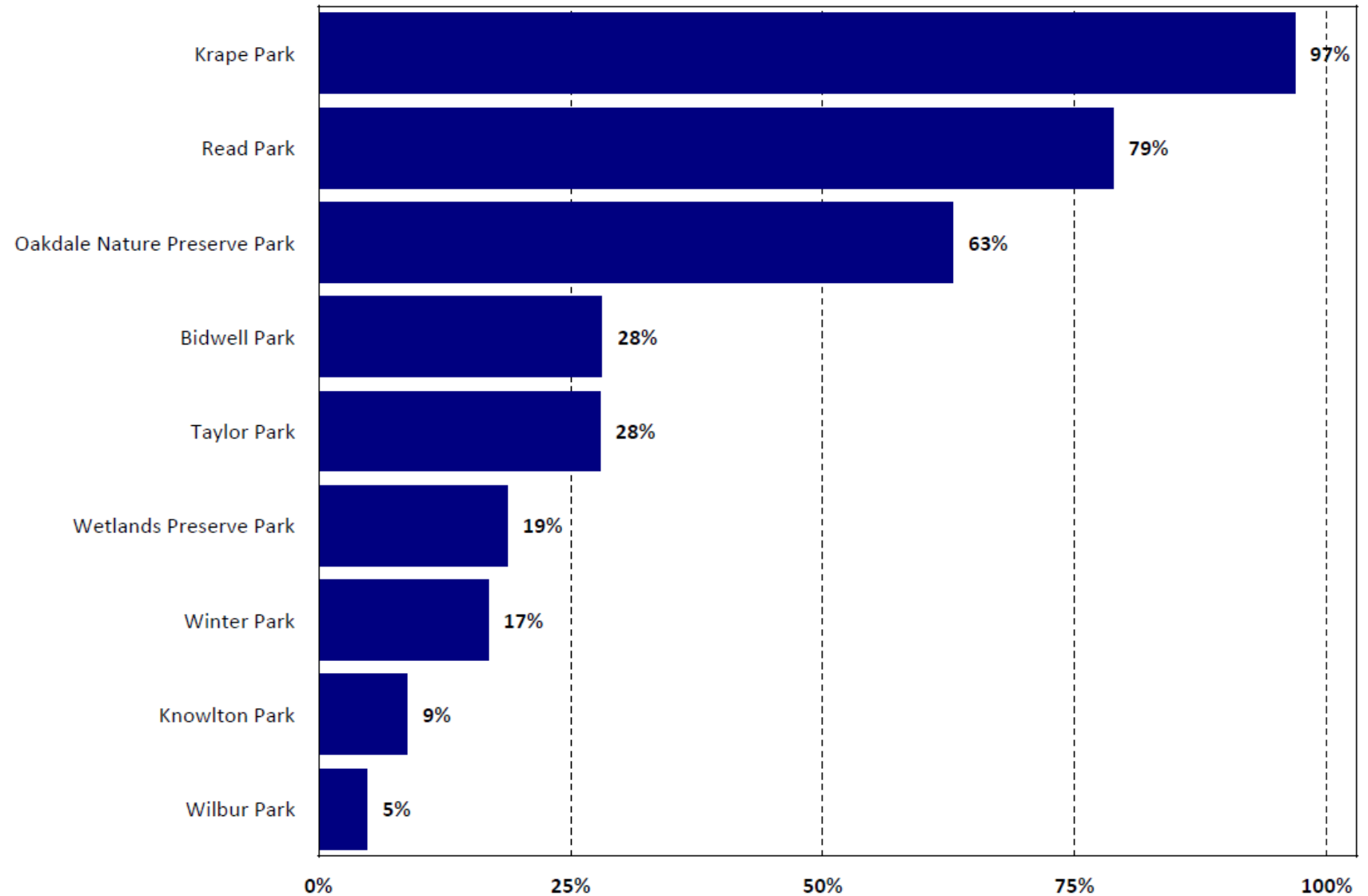
Major Survey Finding No. 2
Most Households Use
Krape Park, Read Park,
And Oakdale Nature
Preserve Park

Nearly All (97%)
Households Utilize
Krape Park

Knowlton Park And
Wilbur Park Are
Used The Least

Q1. Please indicate if you or members of your household have utilized each of the parks listed below.

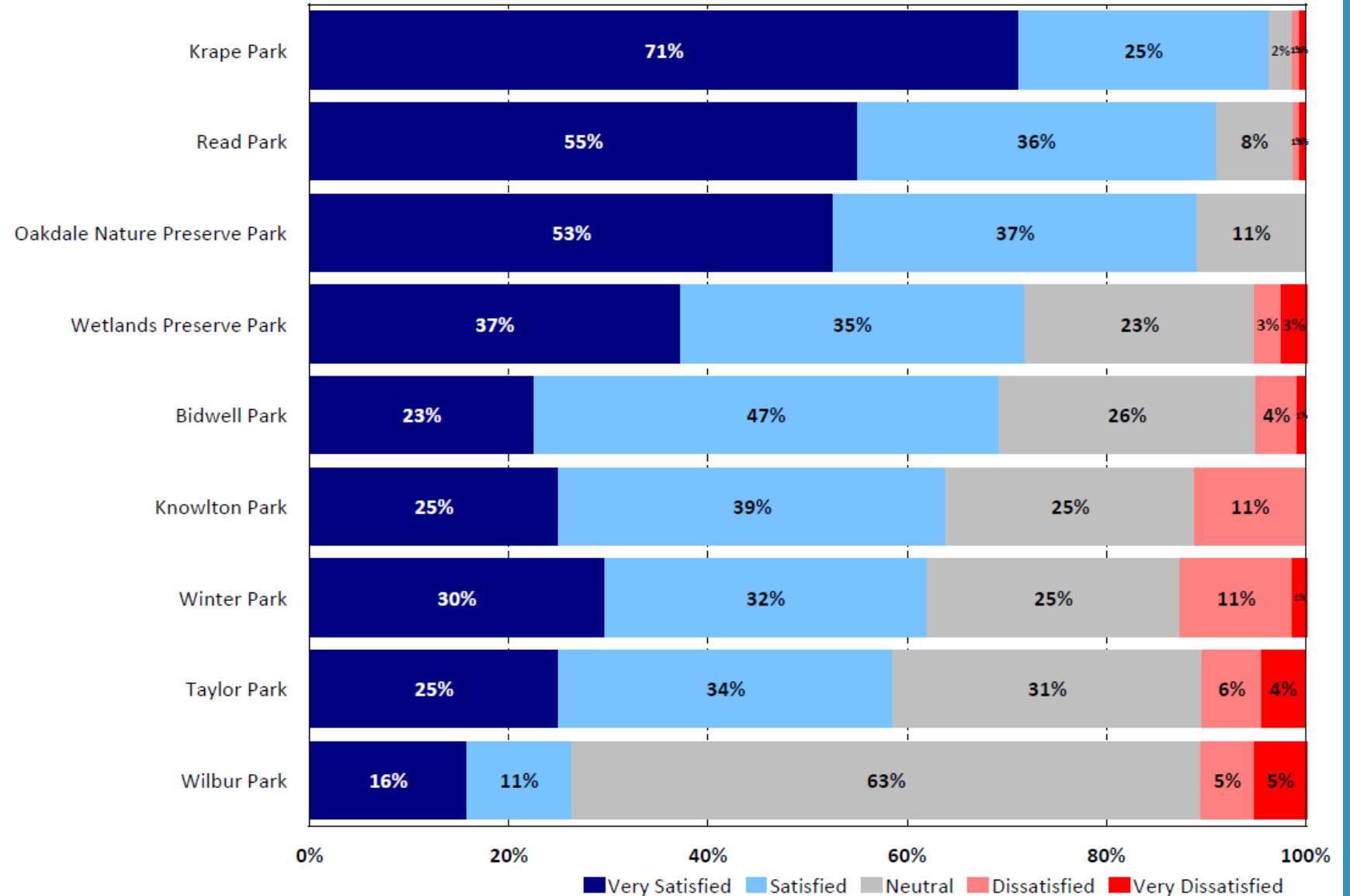
by percentage of respondents



Nearly All
Residents Are
Satisfied With
Krape Park, Read
Park, And Oakdale
Preserve Park!

Q1b. Level of Satisfaction with Parks

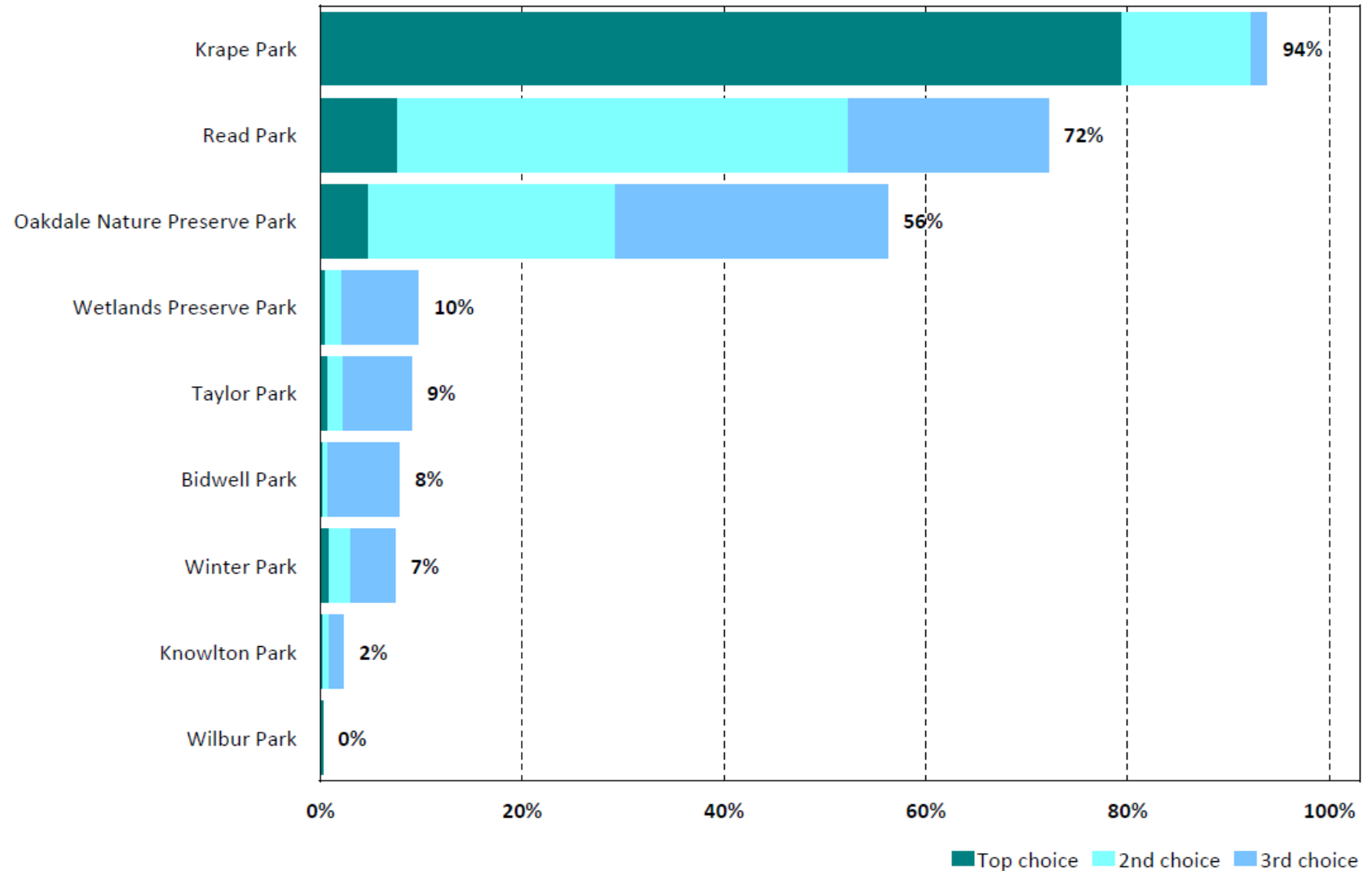
by percentage of respondents who have visited park (excluding "not provided")



Krape Park, Read Park, and Oakdale Preserve Park are Most Important to Households

Q2. Which THREE of the PARKS listed in Question 1 are MOST IMPORTANT to your household?

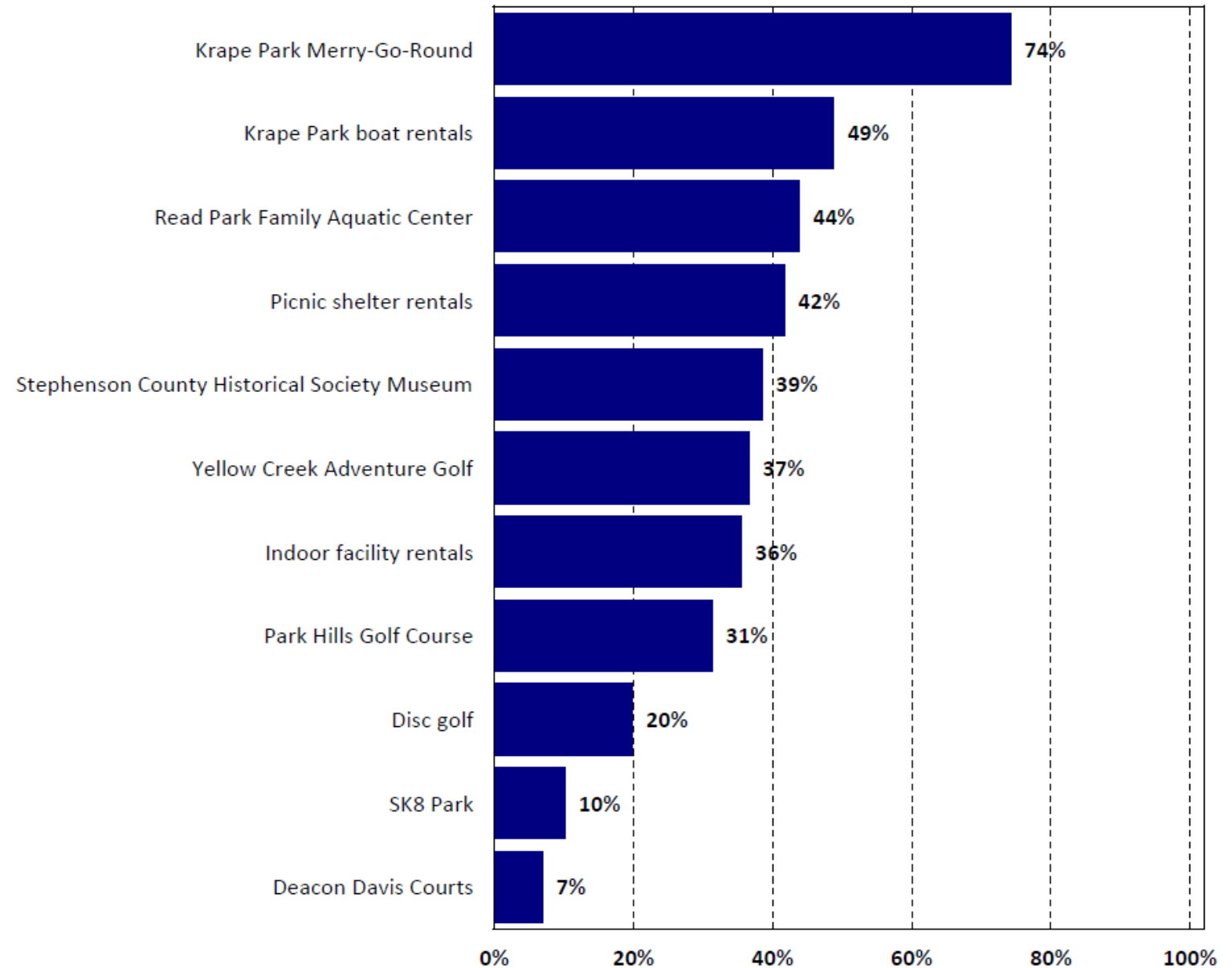
by percentage of respondents who selected the items as one of their top three choices



Three Out Of Four Households Use The Krape Park Merry-go-round

Q3. Please indicate if you or your household have utilized each of the facilities

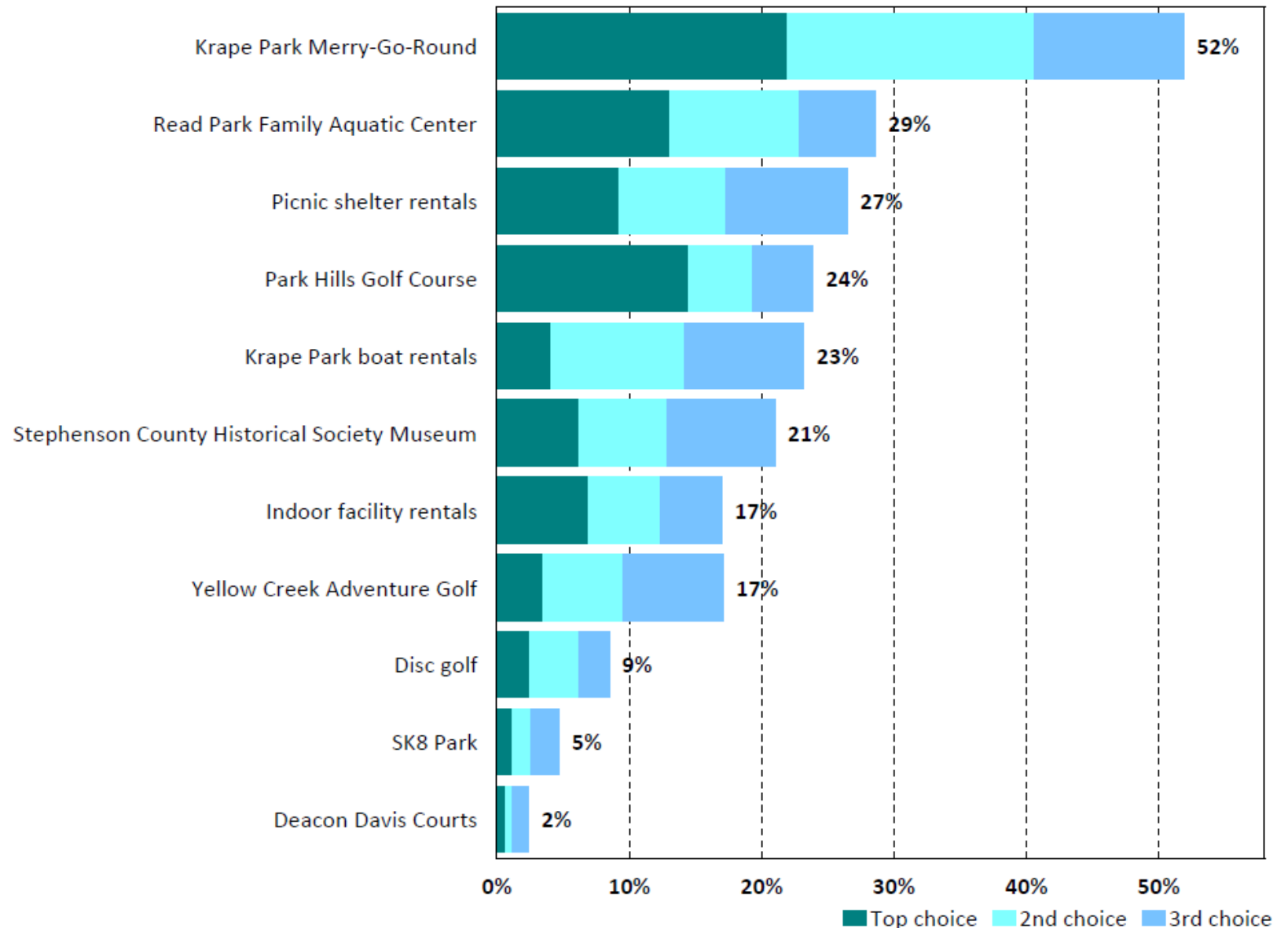
by percentage of respondents (multiple selections could be made)



The Krape Park Merry-go-round Is Most Important For Every One Out Of Two Households

Q4. Which THREE of the FACILITIES listed in Question 3 are MOST IMPORTANT to your household?

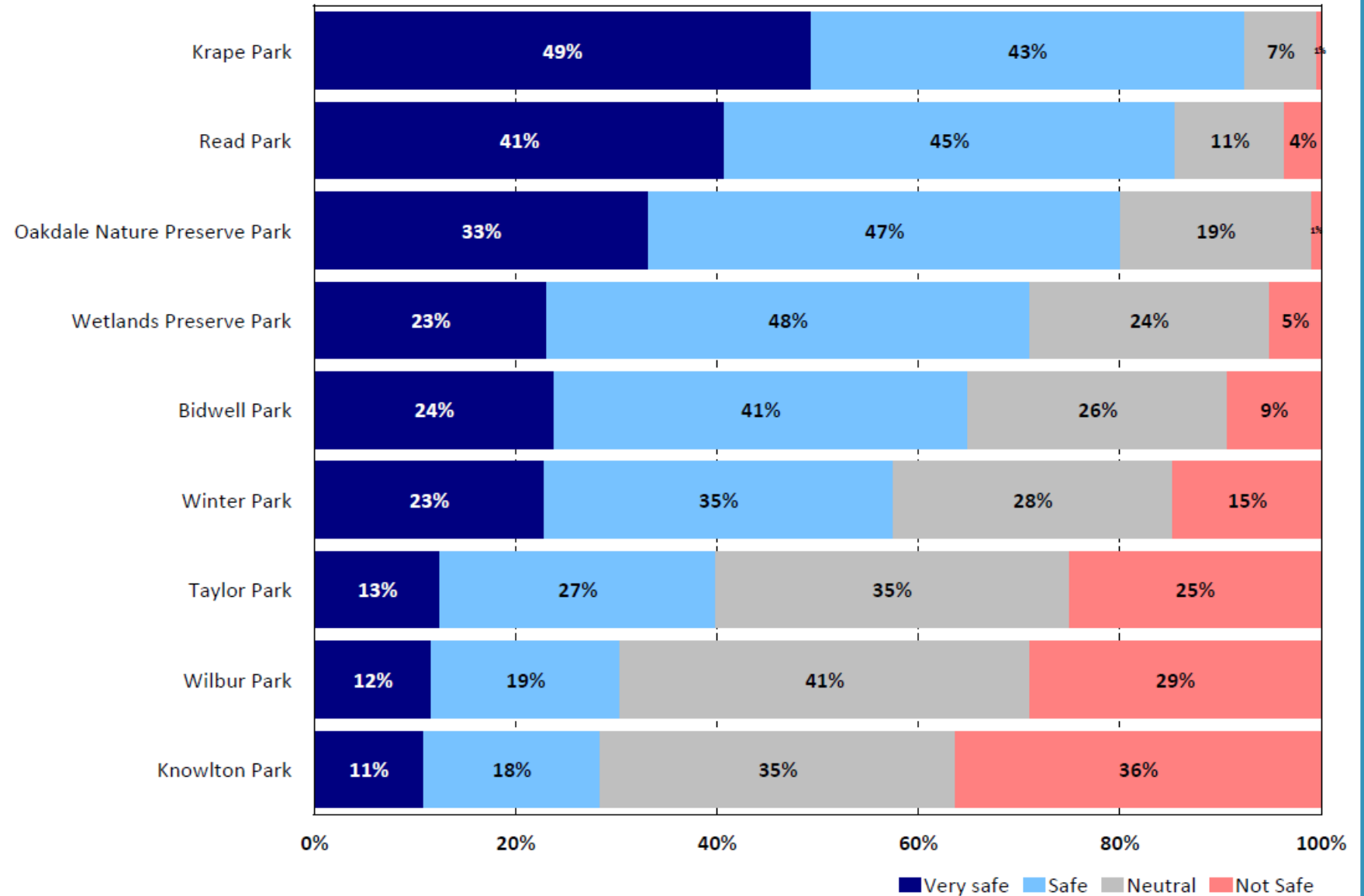
by percentage of respondents who selected the items as one of their top three choices



Majority Of
Households
Feel Very Safe
Or Safe At 6 Of
The 9 Park
Locations
Surveyed

Q11. Please rate your feeling of safety at each of the locations

by percentage of respondents (excluding "don't know" or "haven't visited")



Major Survey Finding No. 3

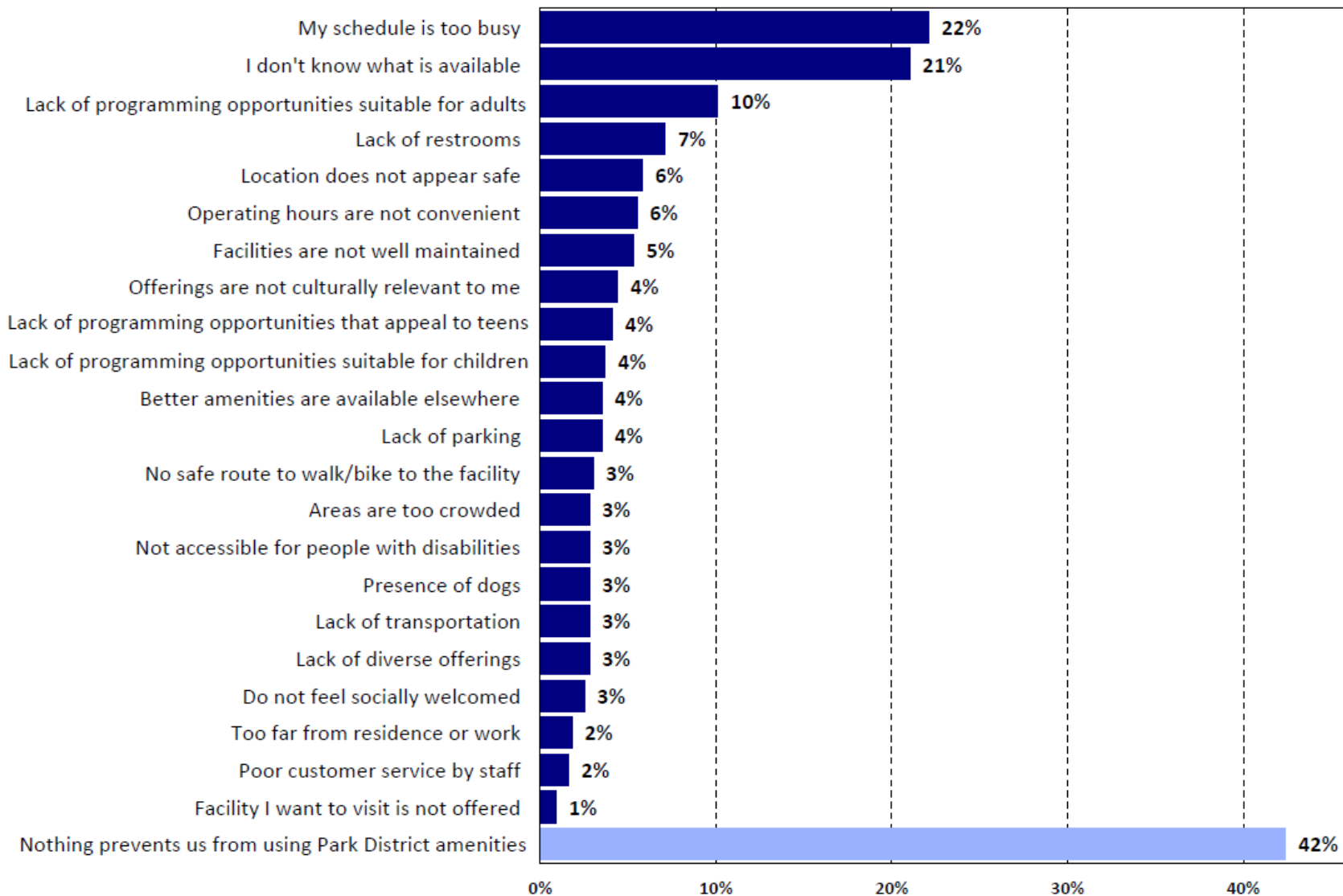
The Top Two Reasons
Households Do Not Use The
Parks, Facilities, And Programs
More Often Is Because They Are
Too Busy Or Do Not Know What
Is Available



Nothing Prevents 42% Of Households From Using Parks, Facilities, And Programs More Often

Q7. Please check ALL the reasons why you or members of your household currently DO NOT use the Freeport Park District's parks, facilities, and programs MORE OFTEN.

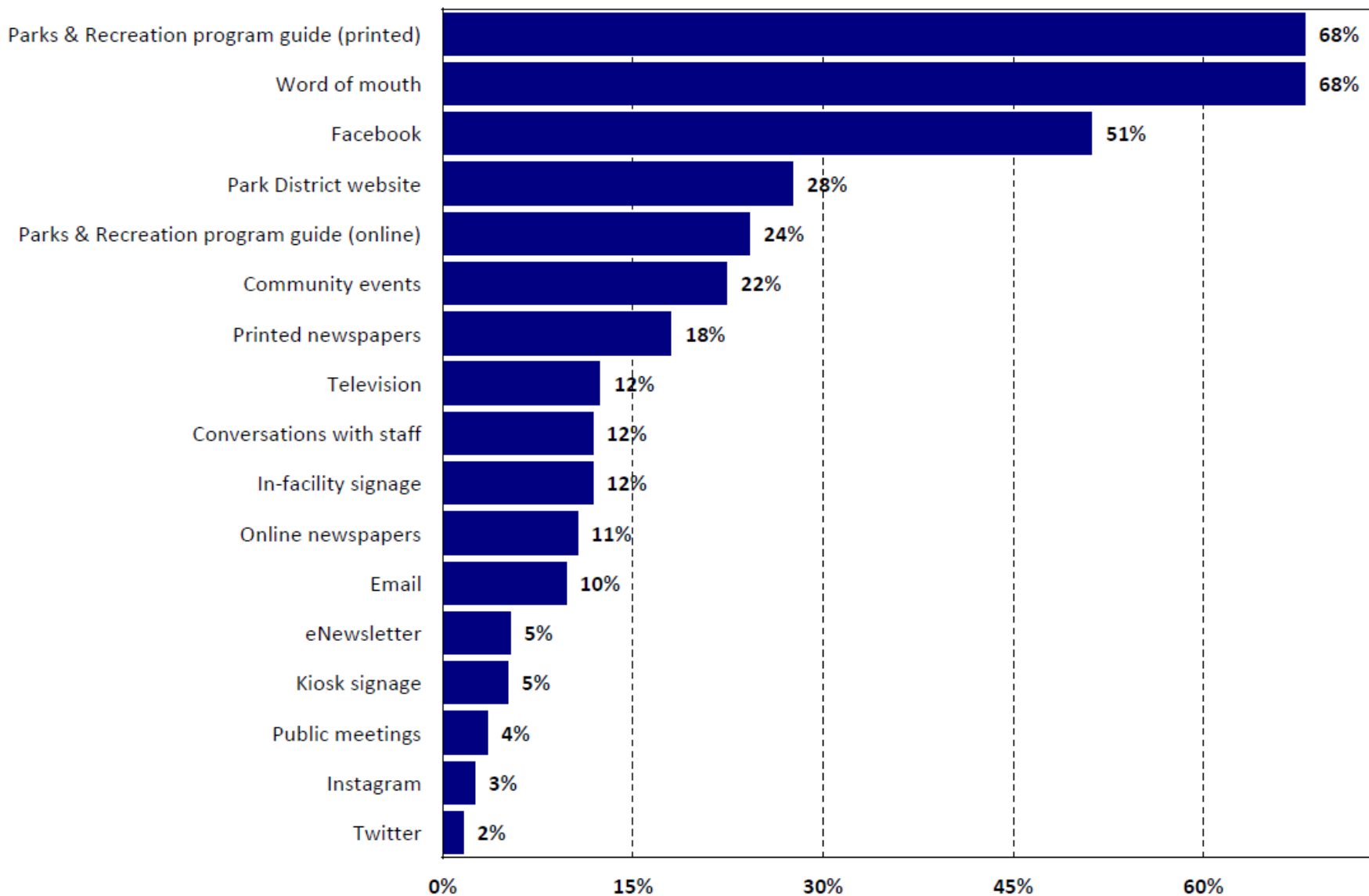
by percentage of respondents (multiple selections could be made)



68% of
Households
Use the
Printed Parks
& Recreation
Guide and
Word of
Mouth

Q19. From the following list, please CHECK ALL the ways your household learns about the Freeport Park District news, parks, facilities, and programs.

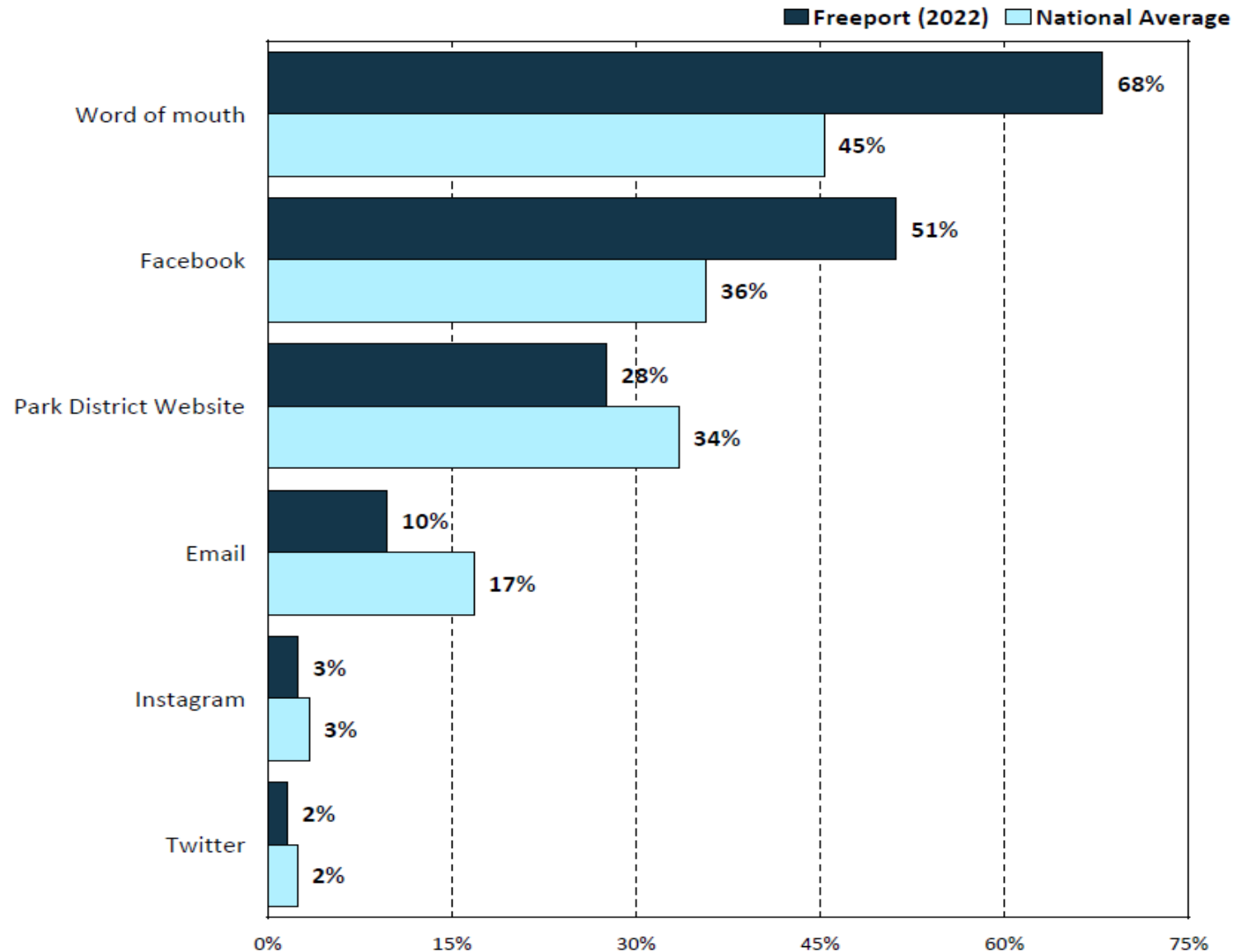
by percentage of respondents (multiple selections could be made)



A Higher Percentage Of Freeport Households Use Word Of Mouth To Learn About News, Parks, Facilities, And Programs Than The National Average

Ways households learn about news, parks, facilities, and programs

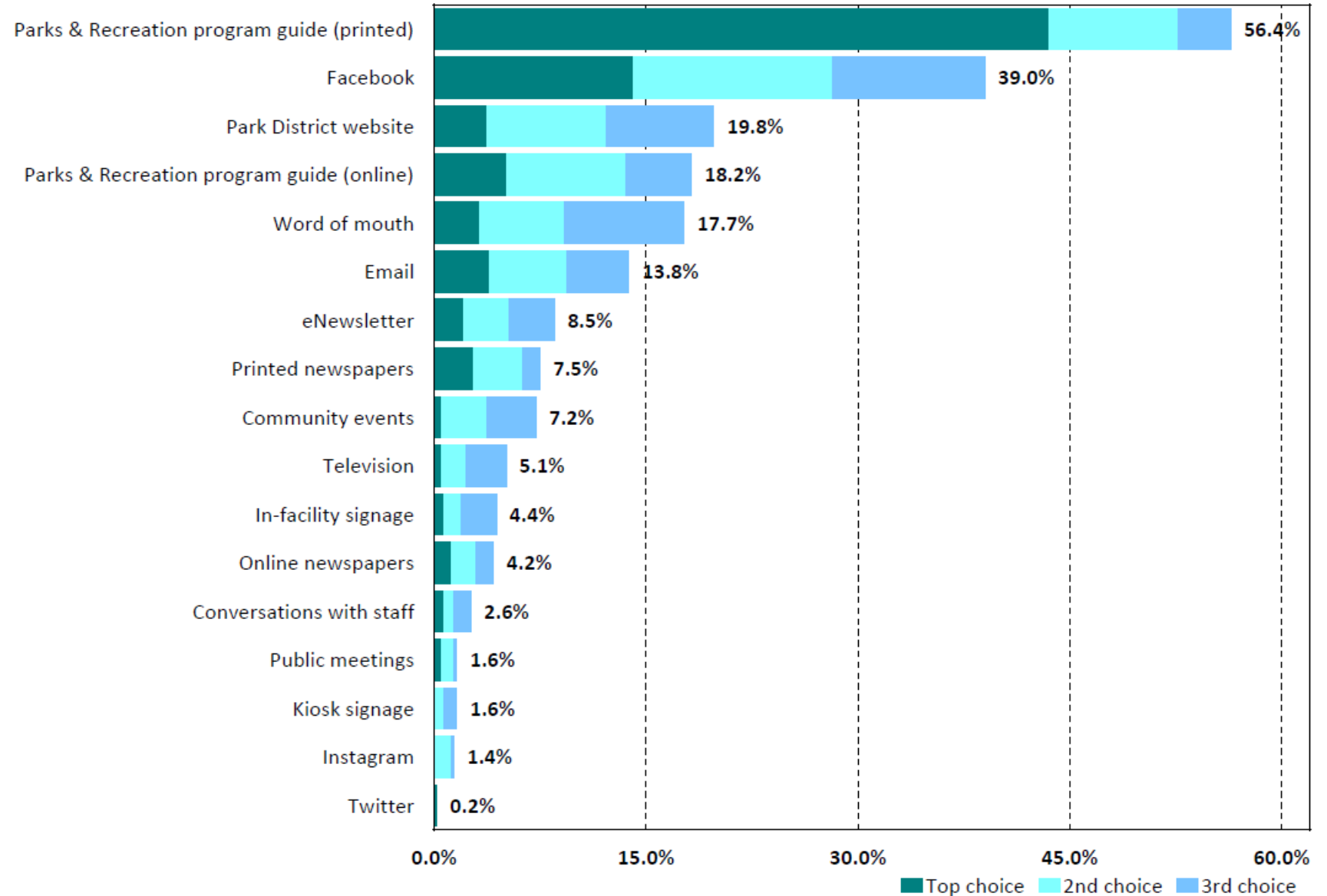
by percentage of respondents

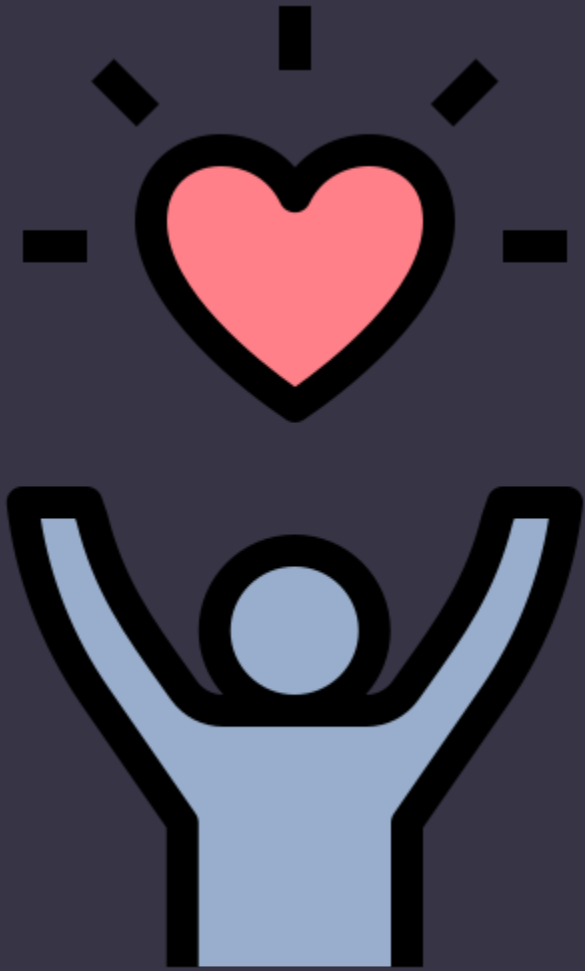


Households Prefer The Park District To Communicate Through The Printed Parks And Recreation Program Guide And Facebook

Q20. Most Preferred Communication Methods

by percentage of respondents who selected the items as one of their top three choices

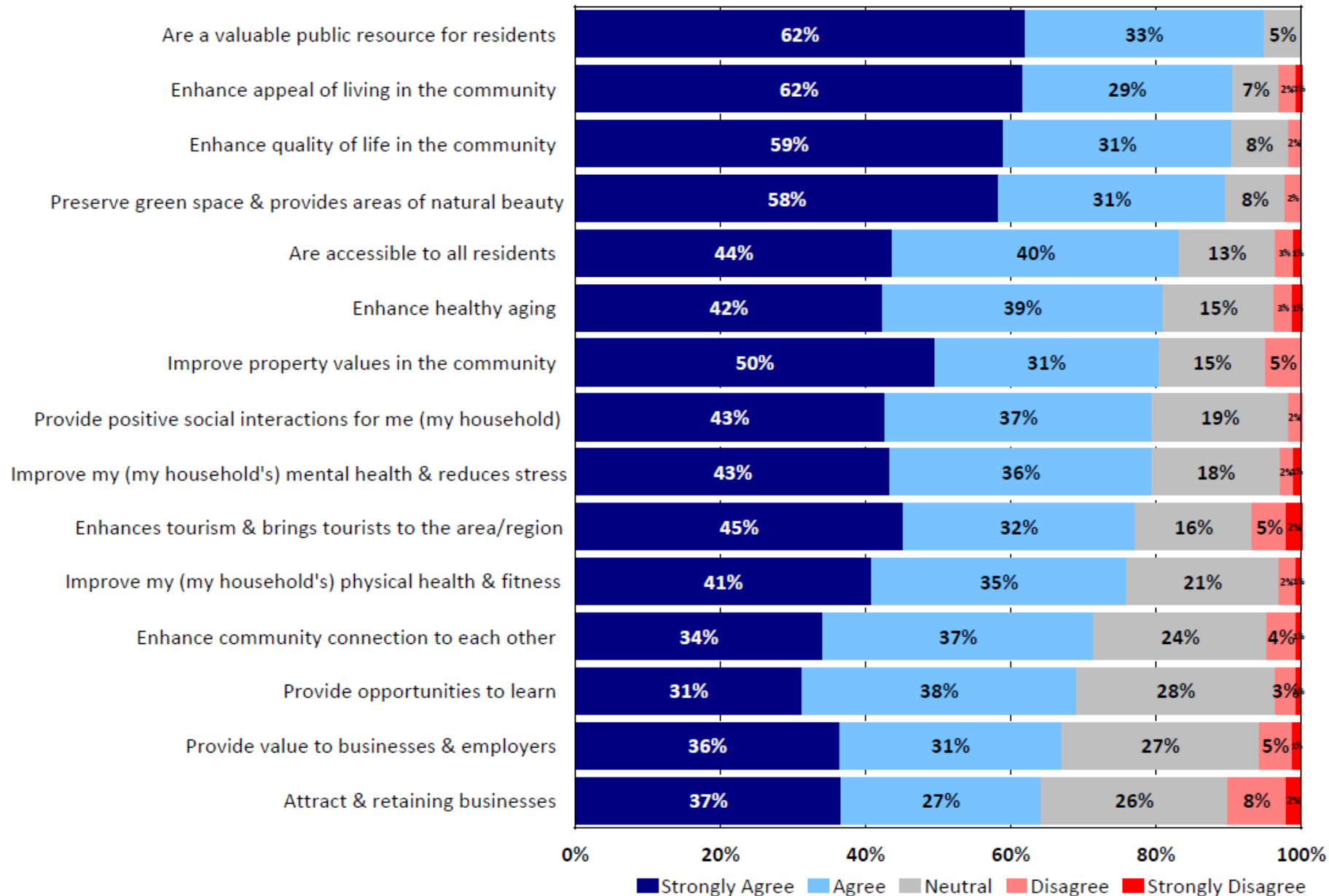




Major Survey Finding No. 4
Nearly All Households Think
The Park District Is A Valuable
Public Resource, Enhances
The Appeal Of Living In The
Community, And Enhances
The Quality Of Life

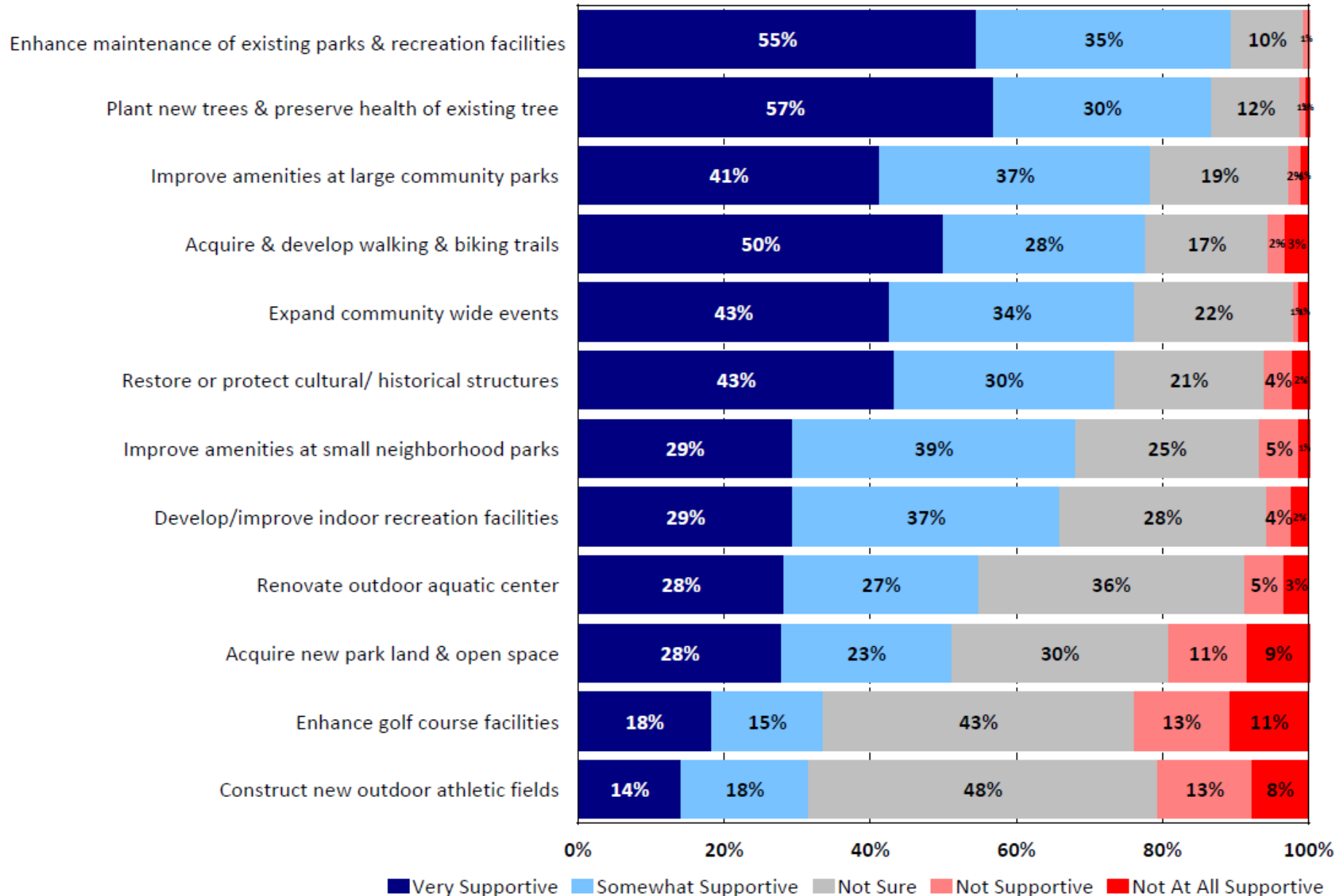
Q18. Level of Agreement with Statements Regarding Benefits of Park District

by percentage of respondents (excluding "don't know")



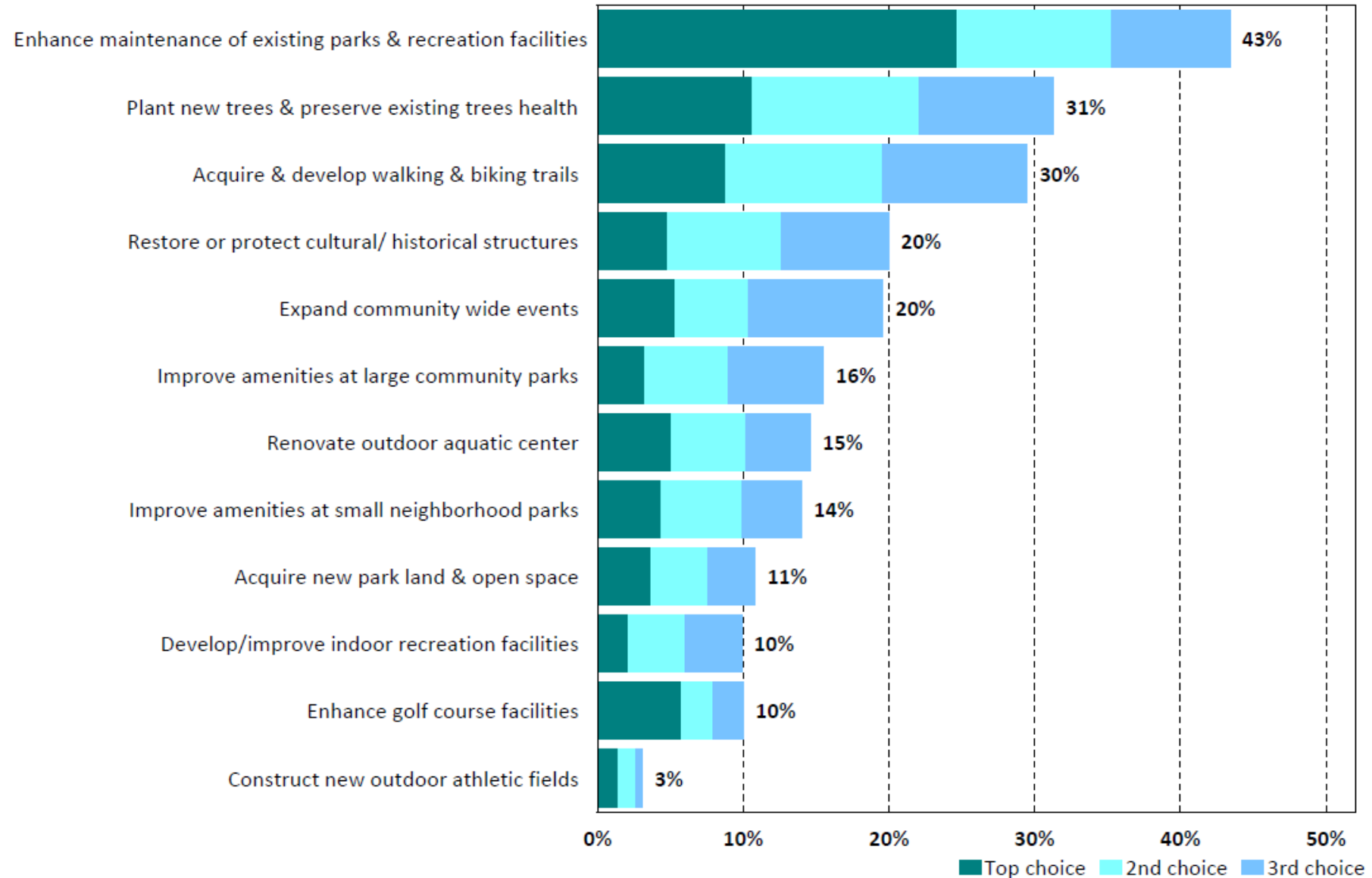
Q16. Level of Support for Actions to Improve Parks and Recreation

by percentage of respondents (excluding "don't know")



Q17. Which THREE of the potential actions from the list in Question 16 would you be most willing to support with your tax dollars?

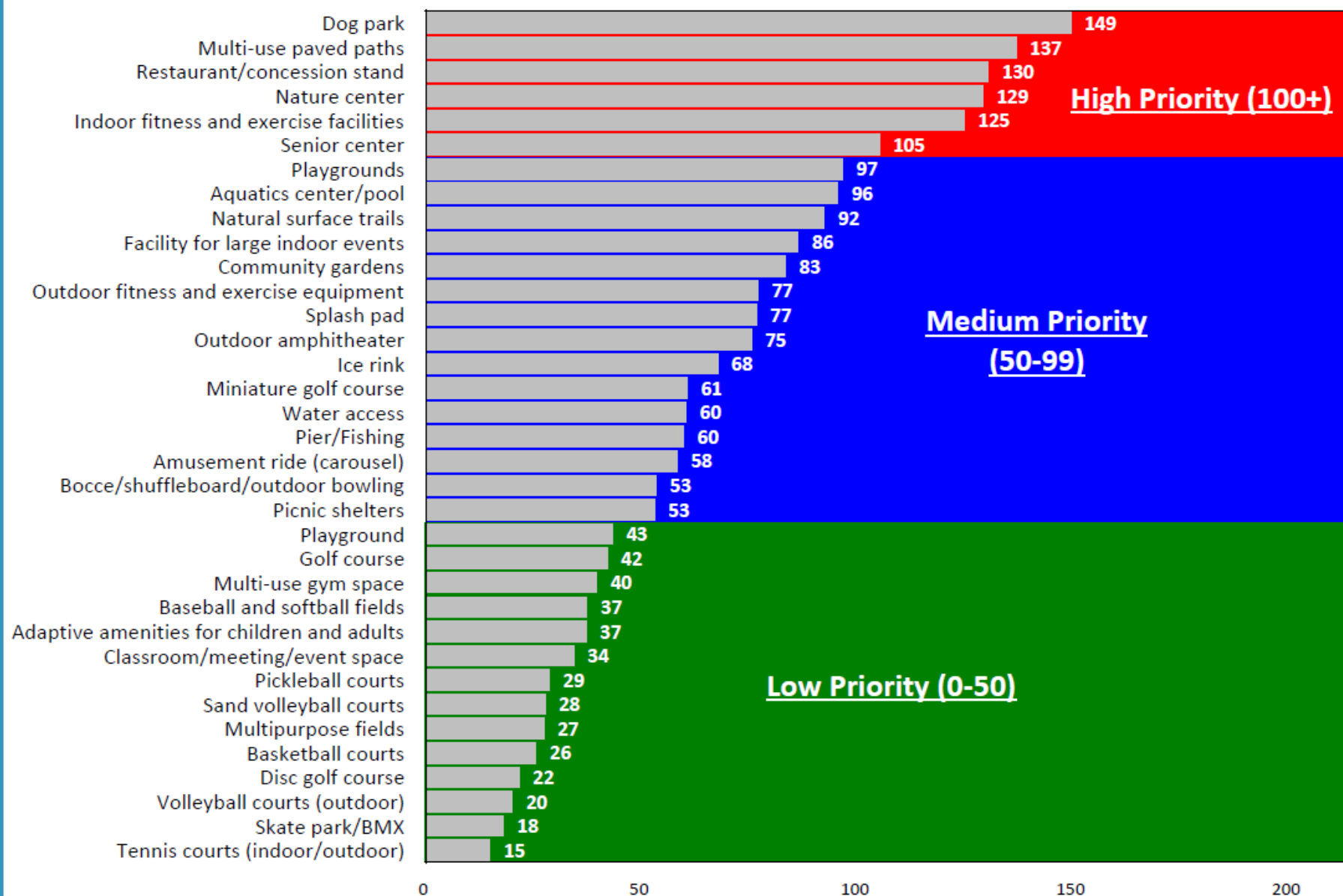
by percentage of respondents who selected the items as one of their top three choices





Priority Investment Ratings Analysis – Amenities & Facilities

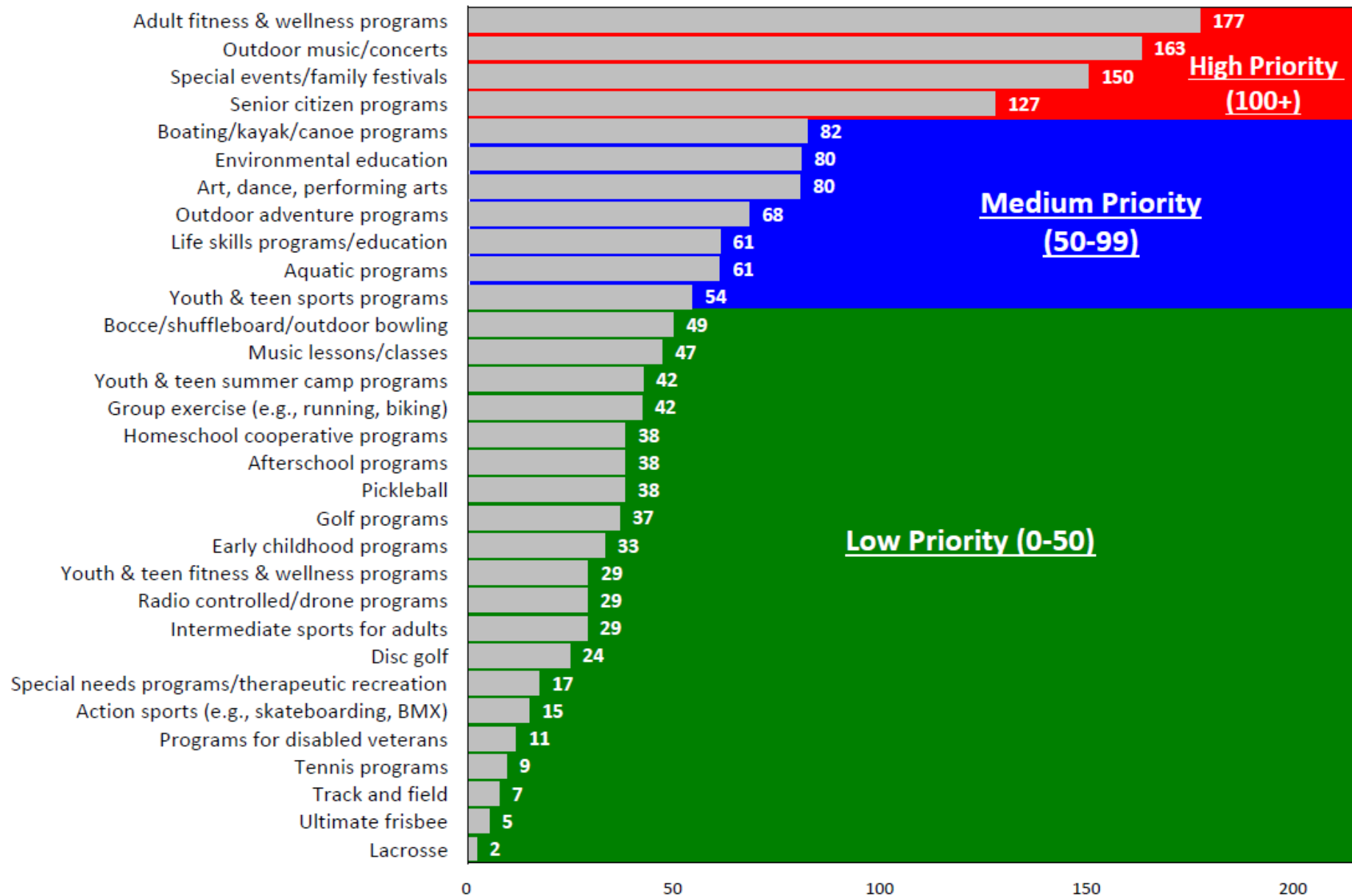
Top Priorities for Investment for Amenities/Facilities Based on the Priority Investment Rating





Priority Investment Ratings Analysis – Programs

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Summary of Priority Investment Ratings High Priorities

Amenities/Facilities

- Dog Park
- Multi-use Paved Paths
- Restaurant/Concession Stand
- Nature Center
- Indoor Fitness And Exercise Facilities
- Senior Center

Programs

- Adult Fitness And Wellness Programs
- Outdoor Music/Concerts
- Special Events/Family Festivals
- Senior Citizen Programs



Questions?

