

Customer Lifecycle, LLC
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Bolingbrook Park District 2020 Community Survey Quantitative Results

Prepared for:



13 Aug 2020

CLC #20-100

Table of Contents



- Background, Objectives and Methodology 3
- Executive Summary, Recommendations and Considerations 6
- 2020 Results 17
 - Key Metrics 18
 - Current Attitudes and Experiences 20
 - Impact of COVID-19 25
- Trending to Prior Waves of Research 32
- Appendices 50
 - o Demographics 51
 - o Contact Information 56



Background, Objectives, Methodology



Bolingbrook Park District



Background



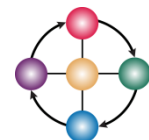
- The Bolingbrook Park District (BPD) is a local taxing body separate from the Village of Bolingbrook.
- BPD provides park and recreation services to the Bolingbrook community.
- BPD’s mission statement is to “provide world-class park and recreational services in a fiscally responsible manner to enhance the community’s quality of life.”
- Roughly every three years, BPD conducts community-wide surveys to ensure it delivers on the community’s needs and expectations.
- Customer Lifecycle (CLC) has been pleased to conduct this research in 2010, 2016, and 2020.
- Results from 2013 were gathered by an outsourced strategic planning initiative.
- Wherever possible, historical data is included in this report.



Objectives



- Primary objectives of the research include measuring...
 - Constituent perceptions of customer friendliness and service
 - Awareness of/knowledge about current programs and facilities
 - Awareness that BPD and the Village are separate entities
 - Constituent views on the value of tax dollars being spent by BPD
 - Awareness and usage of the nature center
 - Needs and wants of the diverse Bolingbrook community
- Additional objectives for 2020 include...
 - Understanding how the COVID-19 pandemic has affected constituent views of BPD
 - Understanding what constituents want from BPD after the crisis of COVID-19 has passed
 - Developing an index to measure drivers of constituent engagement with BPD programs and facilities



Methodology



- To meet these objectives, CLC conducted a two-phase research plan.
- Qualitative interviews were conducted in February/March 2020 and were already reported.
- Quantitative survey invitations were mailed out to constituents in June/July 2020.
- Surveys were conducted online using BPD's Qualtrics platform.
- All results from 2020, 2016, and 2010 were analyzed in SPSS to identify significant differences.
- 483 responses from 2020, 428 from 2016, and 422 from 2010 are included in this report.
- Responses were analyzed by each of these groups:
 - Wave over wave
 - Gender
 - Race/Ethnicity
 - Region of Bolingbrook
 - Satisfaction with Key Metrics
 - Overall satisfaction with BPD
 - Use BPD in future
 - Recommend BPD to others
 - Satisfaction with value received



Executive Summary, Recommendations, Considerations



Results Overview—Executive Summary



- **Perceptions of BPD friendliness and service are strong**

- Residents are highly engaged with BPD on all key metrics
- More than half are very satisfied, likely to use, and recommend BPD
- Performance on all key metrics has significantly improved over 2010 results
- Perceptions of value for tax dollars have increased over 2016 results

- Specifically, residents give significantly higher ratings to satisfaction with safety and program locations versus 2010
- BPD continues to receive high ratings on these key attributes:
 - Meeting the needs of Bolingbrook’s diverse community
 - Communicating well with Bolingbrook residents
- **Overall, BPD has done an excellent job engaging its constituents and creating a loyal base of support**



Results Overview—Executive Summary



- **Awareness and knowledge of BPD programs and services are strong**

- Residents have positive attitudes especially about programming for families with children and the safety/cleanliness of BPD facilities
- More than half are very satisfied with BPD staff (61%) and BPD programs (54%)
- Residents are significantly more likely to use biking/hiking paths at least once a month in 2020 versus 2016 and 2010

- **Opportunities for improvement or change remain**

- Fewer than one in two residents are satisfied with programs for teens
- Fewer than one in two are satisfied with BPD programs versus other options available
- Nearly nine in ten never use niche facilities like BPD skate parks, tennis courts, Boughton Ridge Golf Course, Hidden Lakes Trout Farm
- Residents are less likely to:
 - Use BPD recreation programs
 - Use youth sports programs
 - Purchase food from Ashbury's
 - Play golf at Boughton Ridge
- **Satisfaction with the physical condition of BRAC is also falling**



Results Overview—Executive Summary



- **More than half of residents are aware that BPD is separate from the Village**
 - Awareness has grown significantly since 2016
 - Among those who are aware, satisfaction with value for tax dollars is significantly higher
- **Perceptions of value for tax dollars is strong**
 - Two in three feel the allocation is reasonable
 - Three in ten feel the allocation is too low especially versus 2010 and 2016
- **Hidden Oaks Nature Center is a valued asset for residents**
 - One in two use Hidden Oaks Nature Center 1-6 times annually
 - Nearly seven in ten are very satisfied with the Nature Center
 - Only 4% of residents indicate that Hidden Oaks is the facility that is most in need of improvement



Results Overview—Executive Summary



- **Residents are consistent in the district setting priorities on these facilities:**

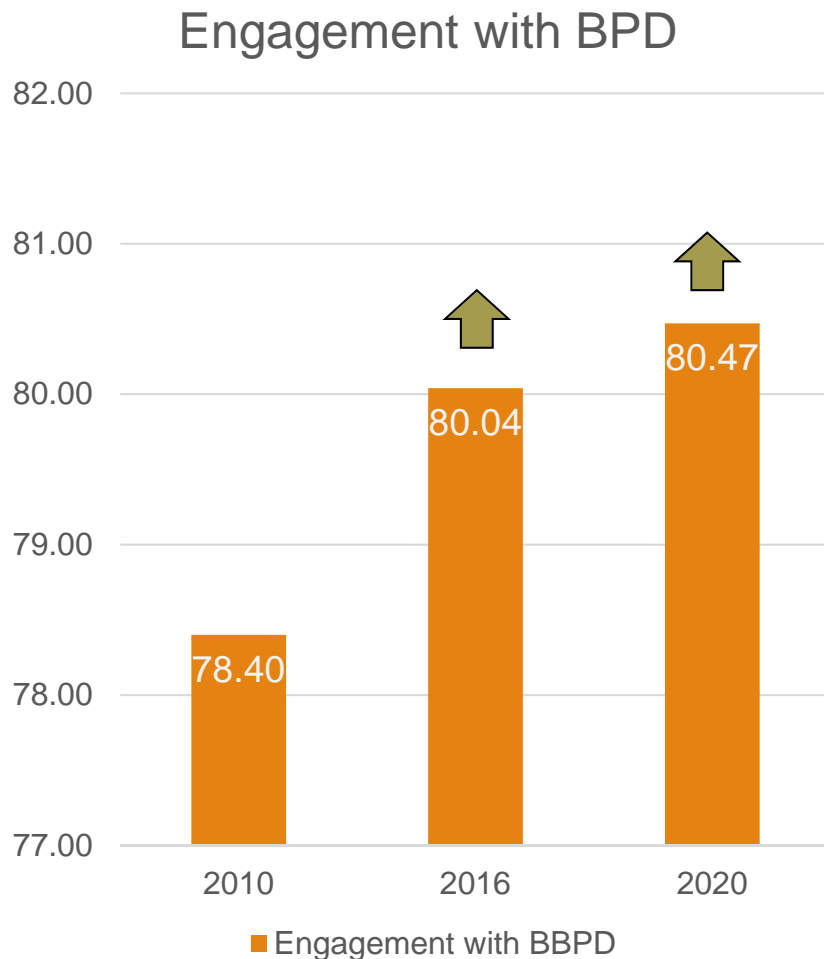
- Parks/playgrounds
- Pelican Harbor Indoor/Outdoor Aquatic Park
- BRAC may need some attention from BPD since satisfaction levels are falling significantly from 2016
 - *“The facility needs updating, lighting is bad, the gym rims need repairs, and seating needs updating. The all-purpose rooms need to be updated.”*

- **Residents are willing to use BPD facilities after COVID-19**

- Three in ten plan to use BPD facilities at least twice per month after COVID-19 (frequent users)
- At least two in five residents are most eager to use these facilities:
 - Parks and playgrounds
 - Pelican Harbor Aquatic Park
 - BRAC
- Activities of most interest are
 - Community events (>30%)
 - Aquatics (>30%)
 - Fitness (>30%)



Results Overview—Executive Summary



- Engagement with BPD has risen significantly over the course of the last ten years.
- Engagement for 2016 and 2020 is significantly higher than it was in 2010.



Results are significantly higher or lower than results from the prior wave



Results Overview—Recommendations & Considerations



- **Program development should focus on adults aged 25+**
 - This group is interested in special community events, aquatics, and fitness activities
 - They are more likely to register for these activities if they are available Monday-Friday from 5:00-7:00 pm or Weekends from 9:00 am-1:00 pm
 - Community events of greatest interest are one-time pop-up events or drop-in programs
- **Consider lobbying for increased funding**
 - A surprising percentage of residents feels that the amount of property taxes allocated to the BPD is too low
 - Residents are clear that some facilities need improvement and others are rarely used
 - If reallocation of resources will not take care of improvements, BPD may have some leverage from the community for increased funding



2020 Results



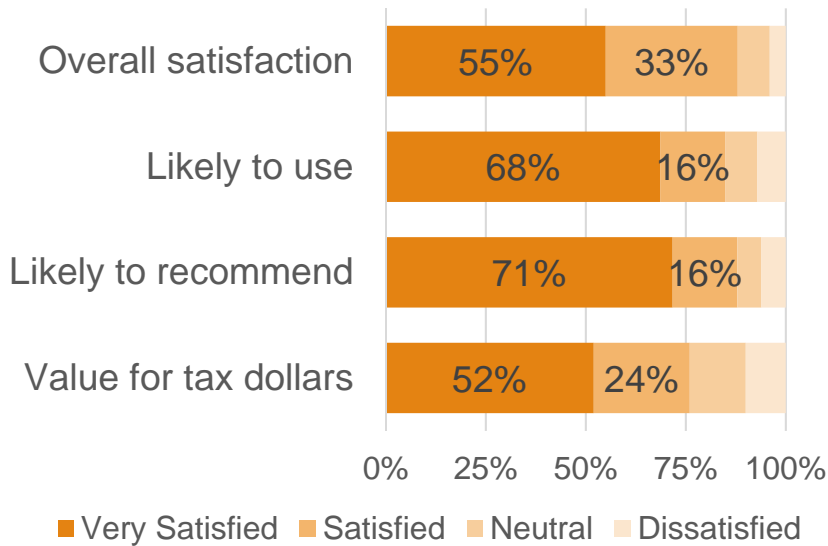
Bolingbrook residents are highly engaged with BPD



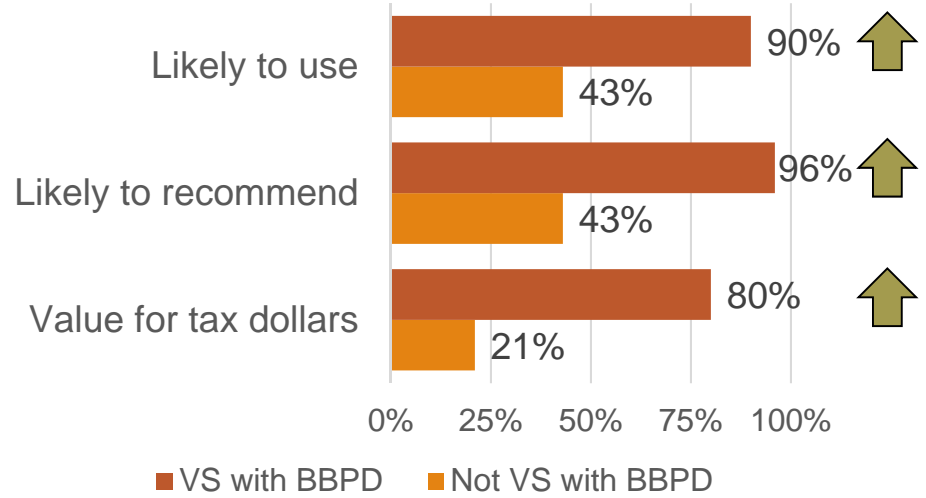
More than 7 in 10 are very likely to recommend BPD

Among residents who are very satisfied with BPD overall...

Key Metrics



Engagement with BPD is significantly higher on other metrics as well



- Q1. How would you rate your overall satisfaction with the Bolingbrook Park District? (n=483)
- Q3. How likely are you to use Bolingbrook Park District facilities and programs in the future? (n=483)
- Q4. How likely is it that you would recommend the Bolingbrook Park District to others that you know? (n=483)
- Q7. How satisfied are you with the value you receive for your tax dollars and any additional money you spend on BPD facilities and programs? (n=483)



Results are significantly higher or lower than results from the prior wave

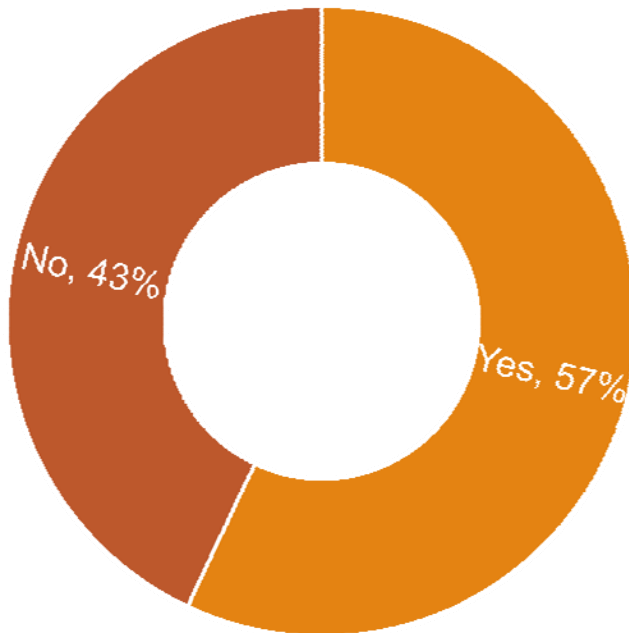


Residents believe their tax dollars spent on BPD are reasonable



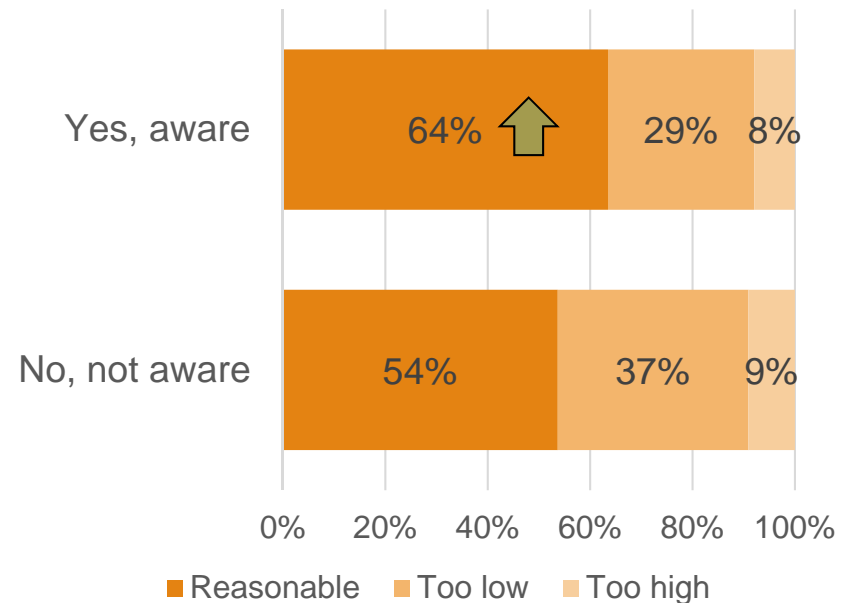
Nearly 6 in 10 residents are aware that BPD is a separate entity

Only 4 in 10 are unaware



Those who are aware are significantly more likely to...

View tax dollars as reasonable



Q5. Are you aware that the BPD is a separate entity from the Village of Bolingbrook? (n=483)

Q6. For every dollar you pay in property taxes about 6 cents are paid to the Park District. In your opinion, is this amount...? (n=483)



Bolingbrook Park District



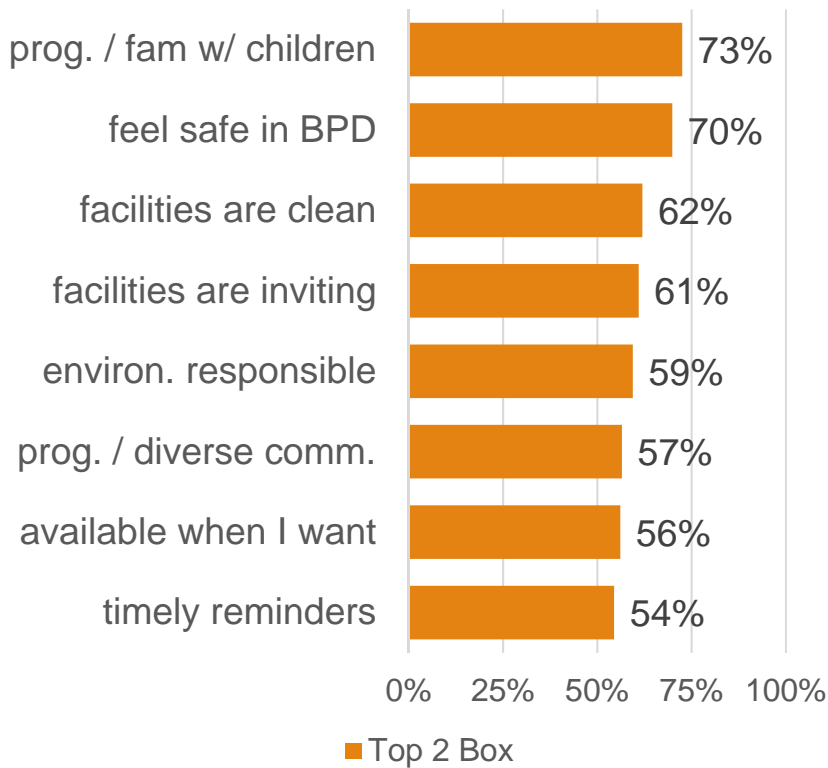
Results are significantly higher or lower than results from the prior wave



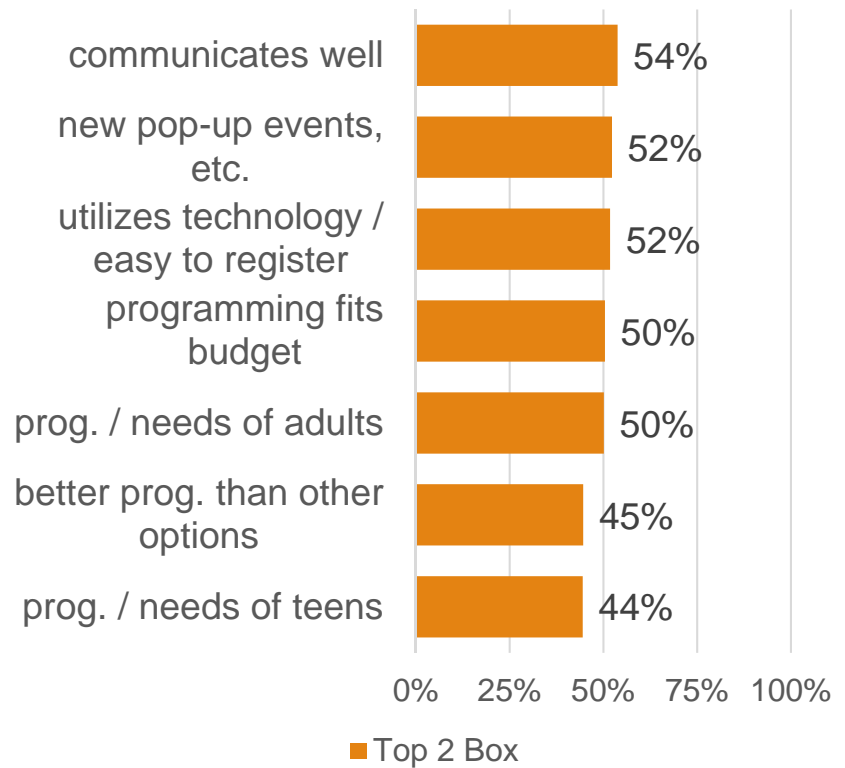
Current attitudes about BPD are very positive



Residents view BPD as safe, clean, inviting, and responsible



BPD needs to improve offerings for teens and adults



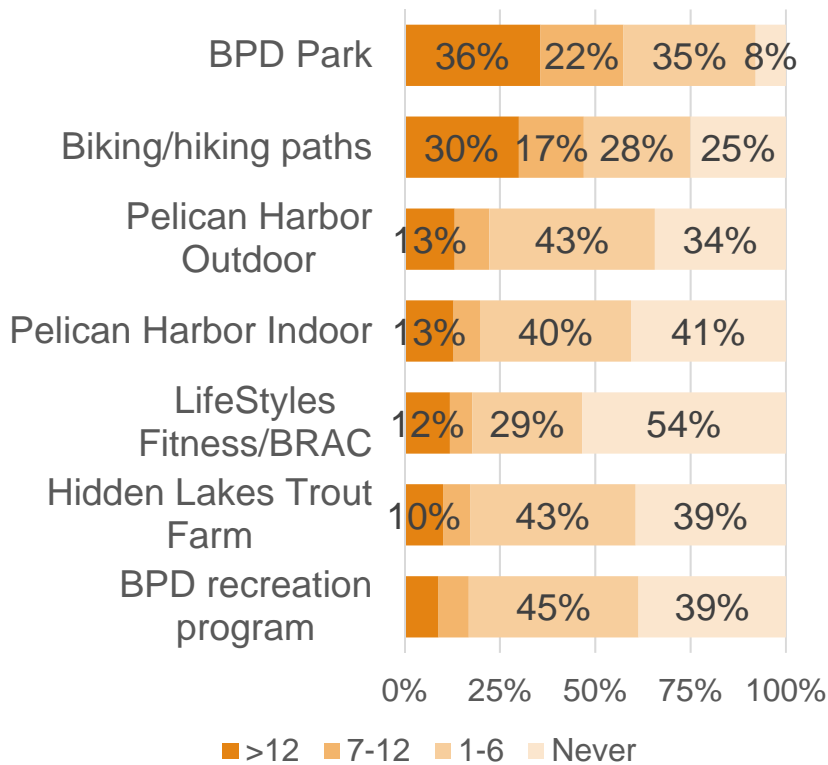
Q8. To what extent do you agree with each of these statements about the BPD? (n=483)



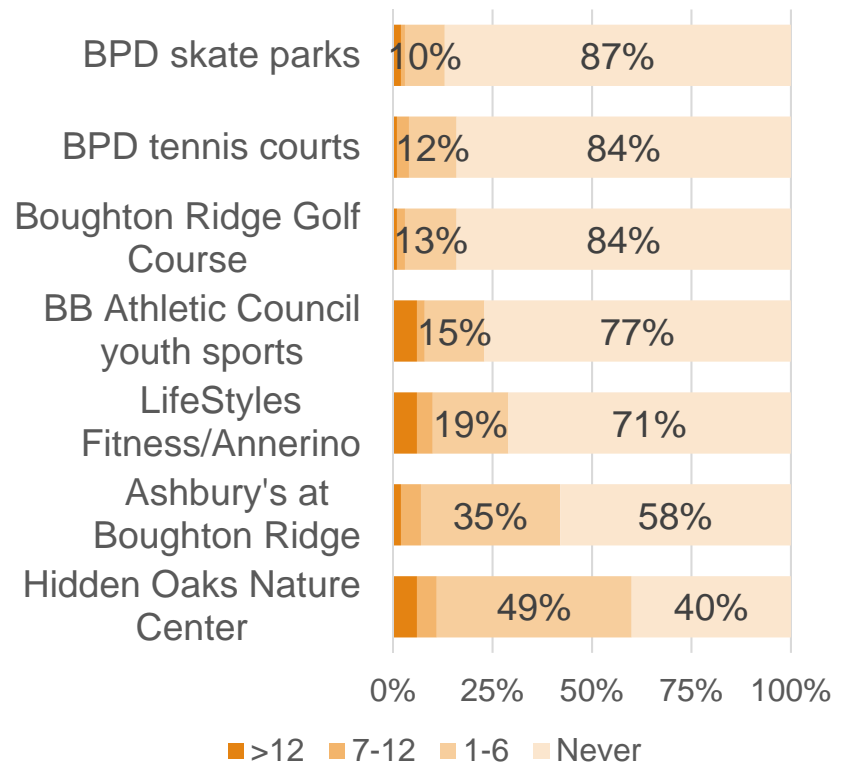
Residents are actively engaged in the BPD



Parks and biking/hiking paths are used at least every month or more



Skate parks, tennis courts, and Boughton Ridge are in low demand



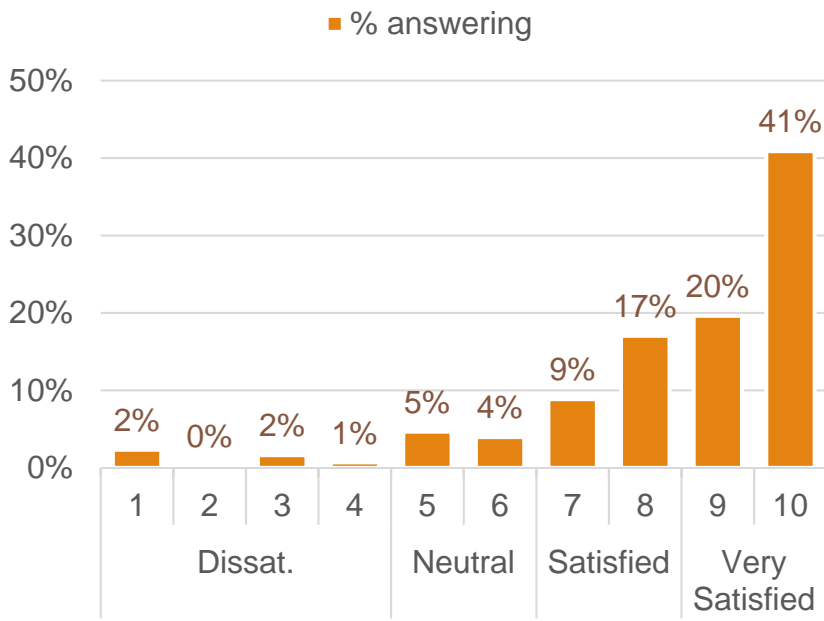
Q9. During the past year, how frequently have you or a member of your household...? (n=483) Percentages of < 10 points are suppressed.



Residents are pleased with both BPD staff and recreation programs

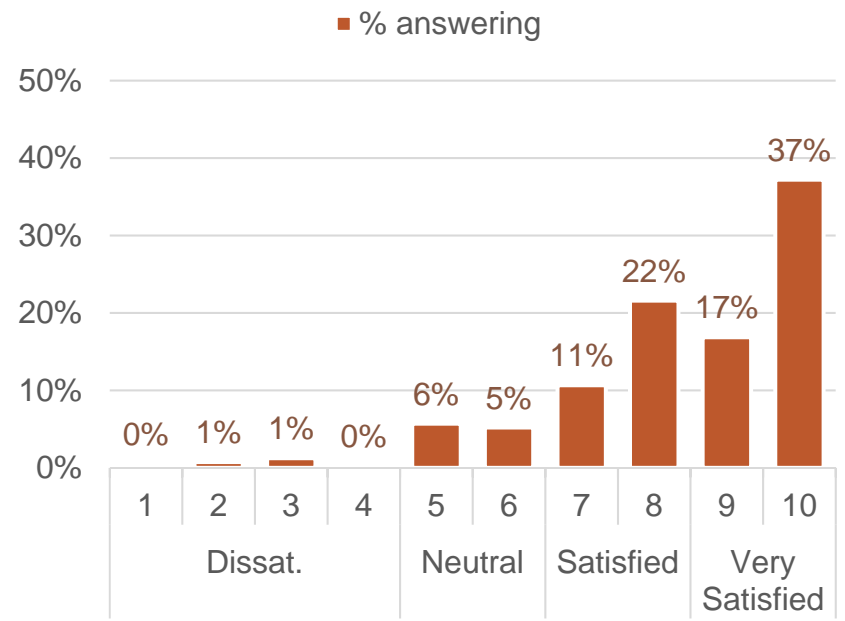
More than 6 in 10 are very satisfied with BPD staff

Park District Staff



More than 5 in 10 are very satisfied with BPD programs

Overall Recreation Programs

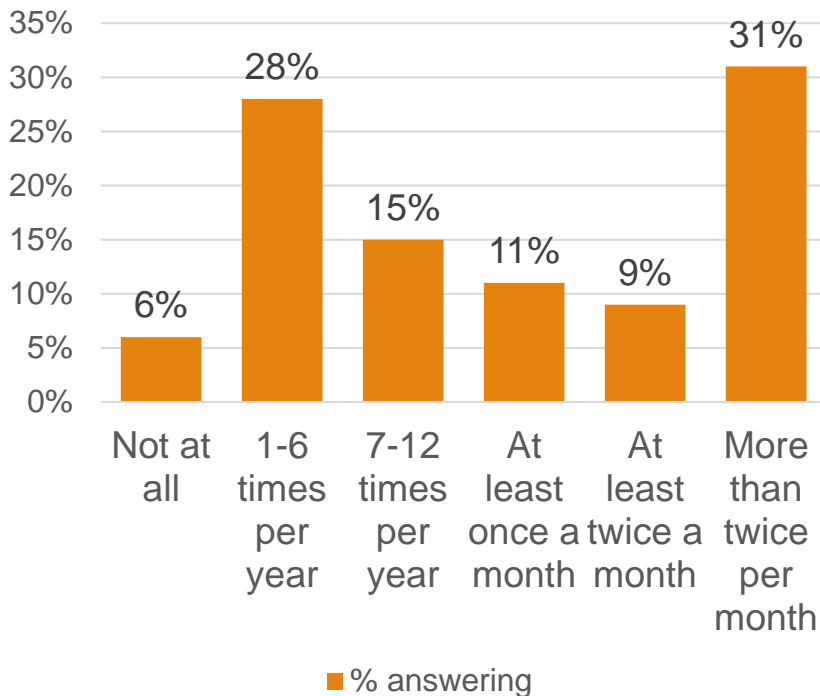


Q10. How would you rate your overall experience with Park District Staff? (n=483)
 Q10. How would you rate your overall experience with Overall Recreation Programs? (n=483)

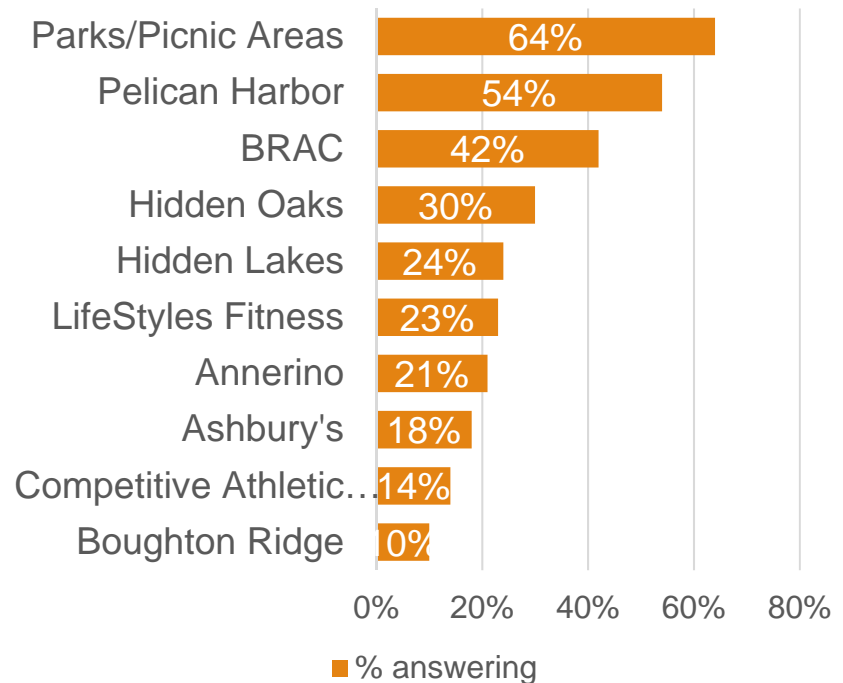


Residents are divided on how frequently they plan to use BPD facilities after COVID-19

3 in 10 think they will use BPD facilities > twice/month



Parks, picnic areas, Pelican Harbor, and BRAC top the list

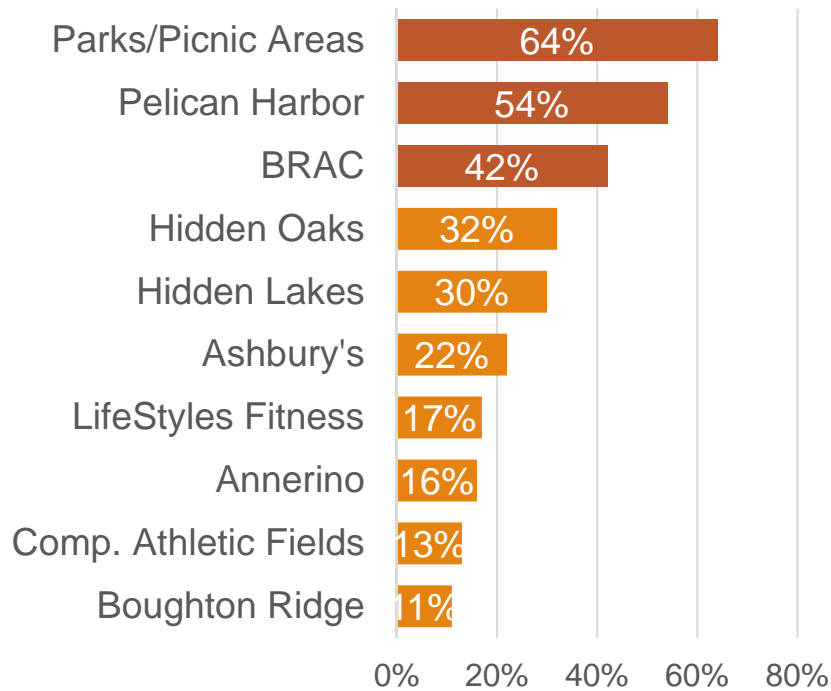


Q13. Looking to the future when the crisis of COVID-19 has passed, how frequently do you think you will use BPD facilities and programs? (n=483)
 Q14. Which **three** of the following BPD facilities are you most eager to use after the crisis of COVID-19 has passed? (n=483) Multiple responses allowed; responses will add to more than 100%.

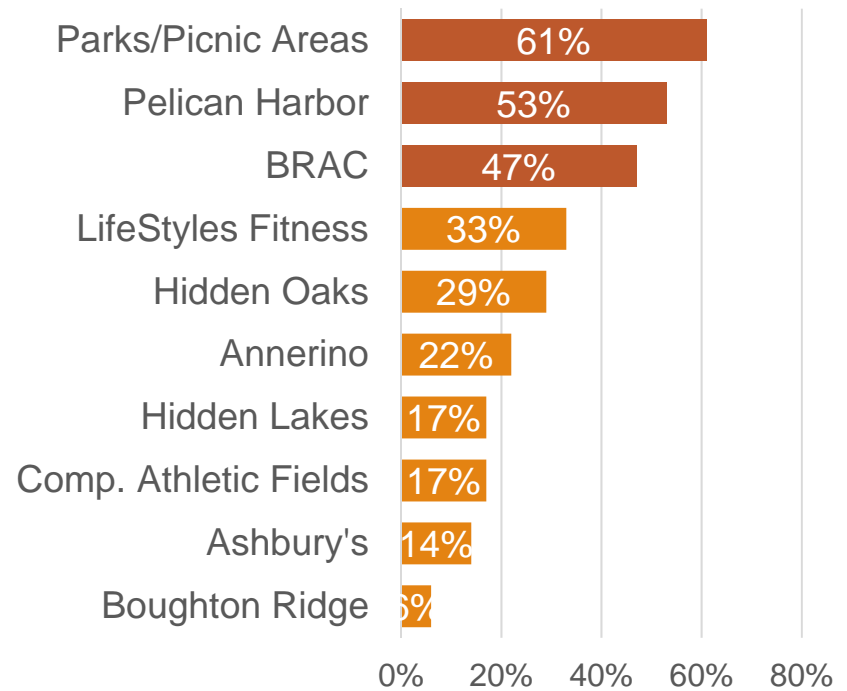


Priorities for facilities usage are similar among residents who plan both occasional and frequent use

Among residents who plan to use BPD 1-6 times per year



Among residents who plan to use BPD > twice/month

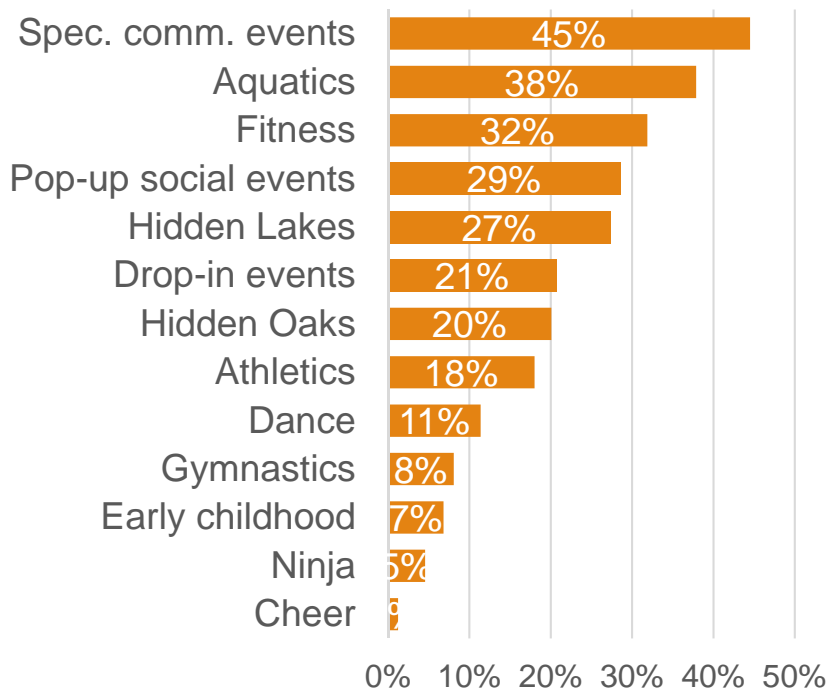


Q14. Which **three** of the following BPD facilities are you most eager to use after the crisis of COVID-19 has passed? (n=483) Multiple responses allowed; responses will add to more than 100%.



Residents are looking forward to gathering again after COVID-19 has passed

Community/social events, aquatics, and fitness programs are appealing



Different groups have different interests which may influence marketing images

- **Women** are significantly more interested than men in aquatics and gymnastics (43% and 10% vs. 24% and 3%).
- **Men** are significantly more interested than women in Hidden Lakes (37% vs. 24%).
- **African Americans** are significantly more interested than whites in fitness (48% vs. 28%) and dance (26% vs. 6%).

Q15. Which **three** of the following types of recreation programs most eager to register for after the crisis of COVID-19 has passed? (n=483) Multiple responses allowed; responses will add to more than 100%.

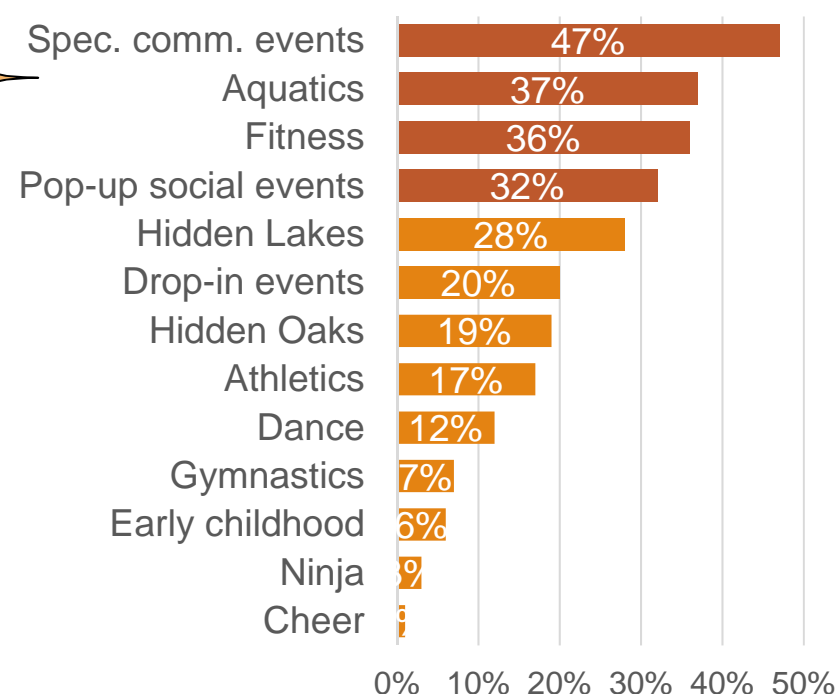
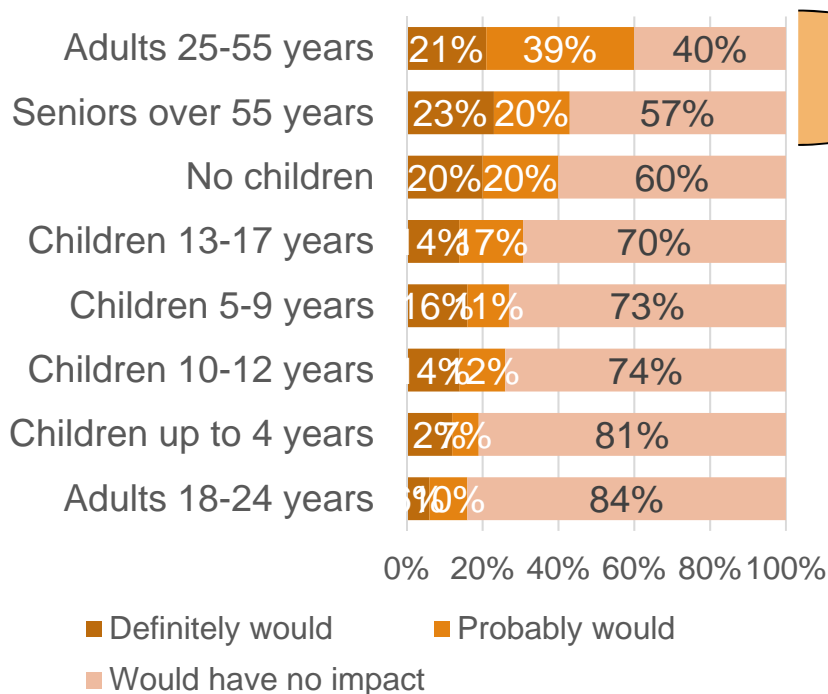


Adult/senior programming involving aquatics, fitness, and community/social events could lead to more registrations



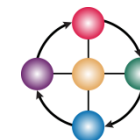
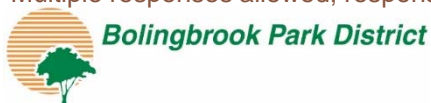
Residents are definitely/probably likely to register for programming for **adults/seniors**

Among those interested in programming for adults and seniors, they are interested in...



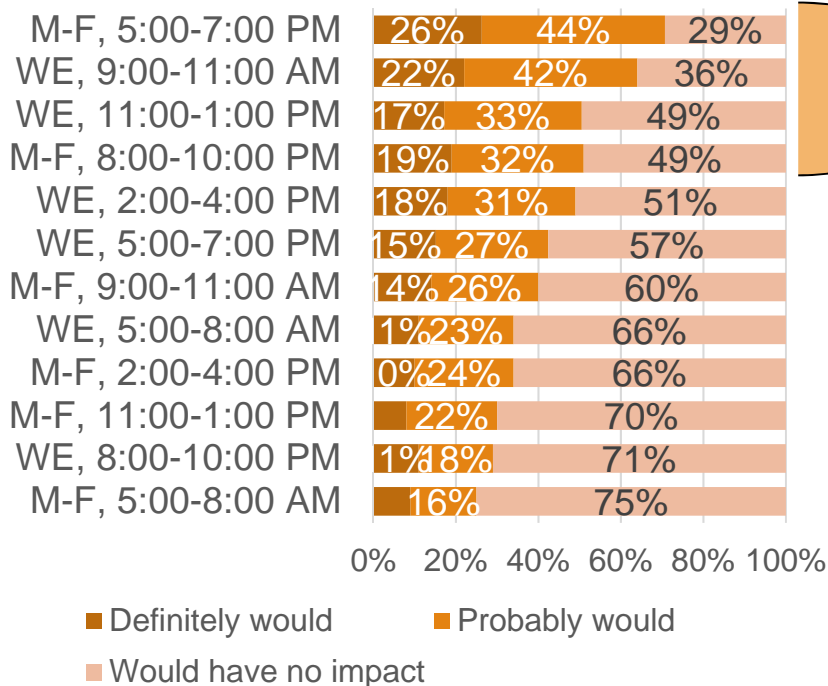
Q19. Thinking about programming by age group, how much impact would each of the following have on your decision to register for programming through the BPD going forward? (n=483)

Q15. Which **three** of the following types of recreation programs most eager to register for after the crisis of COVID-19 has passed? (n=333)
 Multiple responses allowed; responses will add to more than 100%.

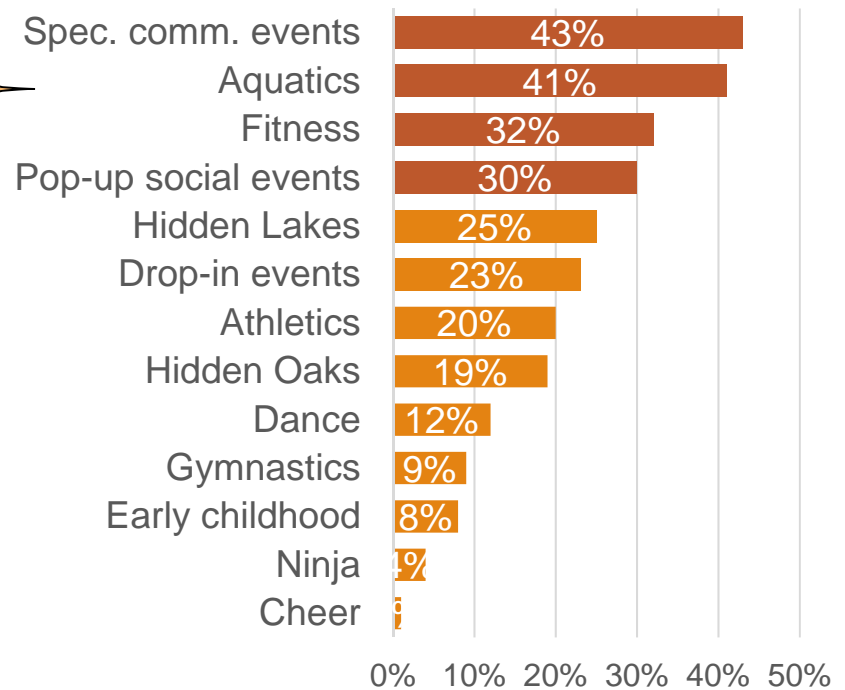


Evening/weekend programming involving aquatics, fitness, and community/social events could lead to more registrations

Residents are definitely/probably likely to register for programming on weeknights/weekend mornings

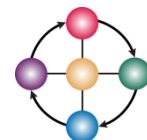


If interested in programming for M-F evenings/WE 9:00-1:00, they are interested in...



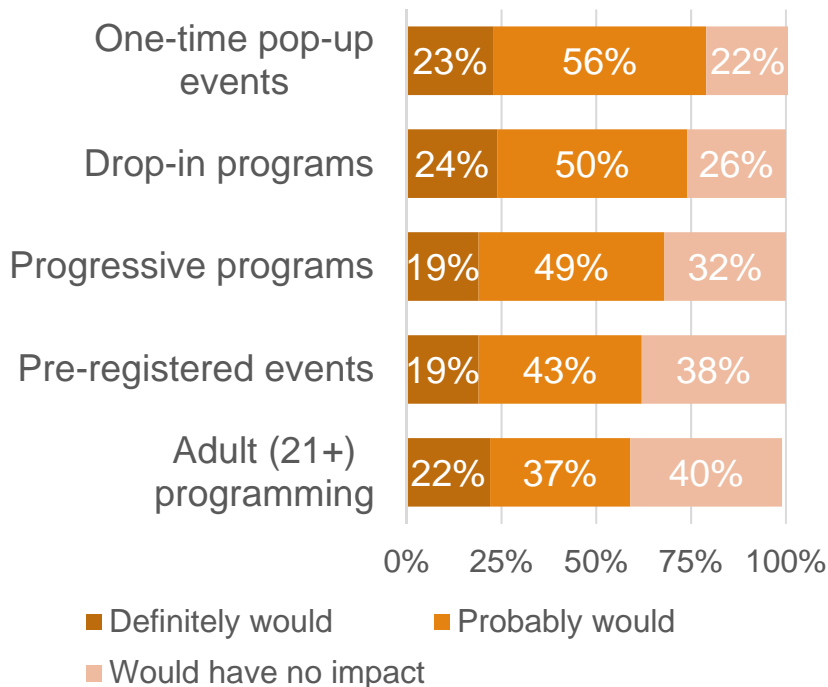
Q20. Thinking about availability of programming, how much impact would each of the following have on your decision to register for programming through the BPD going forward? (n=483)

Q15. Which **three** of the following types of recreation programs most eager to register for after the crisis of COVID-19 has passed? (n=335)
Multiple responses allowed; responses will add to more than 100%.



Residents are likely to register for events that are unique or spontaneous like pop-ups or drop-ins

Residents would probably/definitely register for pop-up or drop-in programs



Different groups have different interests which may influence marketing images

- **Women** are significantly more likely than men to register for progressive programs (71% vs. 59%)
- **African Americans** are significantly more likely than whites to register for progressive programs (80% vs. 65%), pre-registered events (71% vs. 59%), and adults only programs (66% vs. 58%).

Q21. Thinking about type of programming, how much impact would each of the following have on your decision to register for programming through the BPD going forward? (n=483)



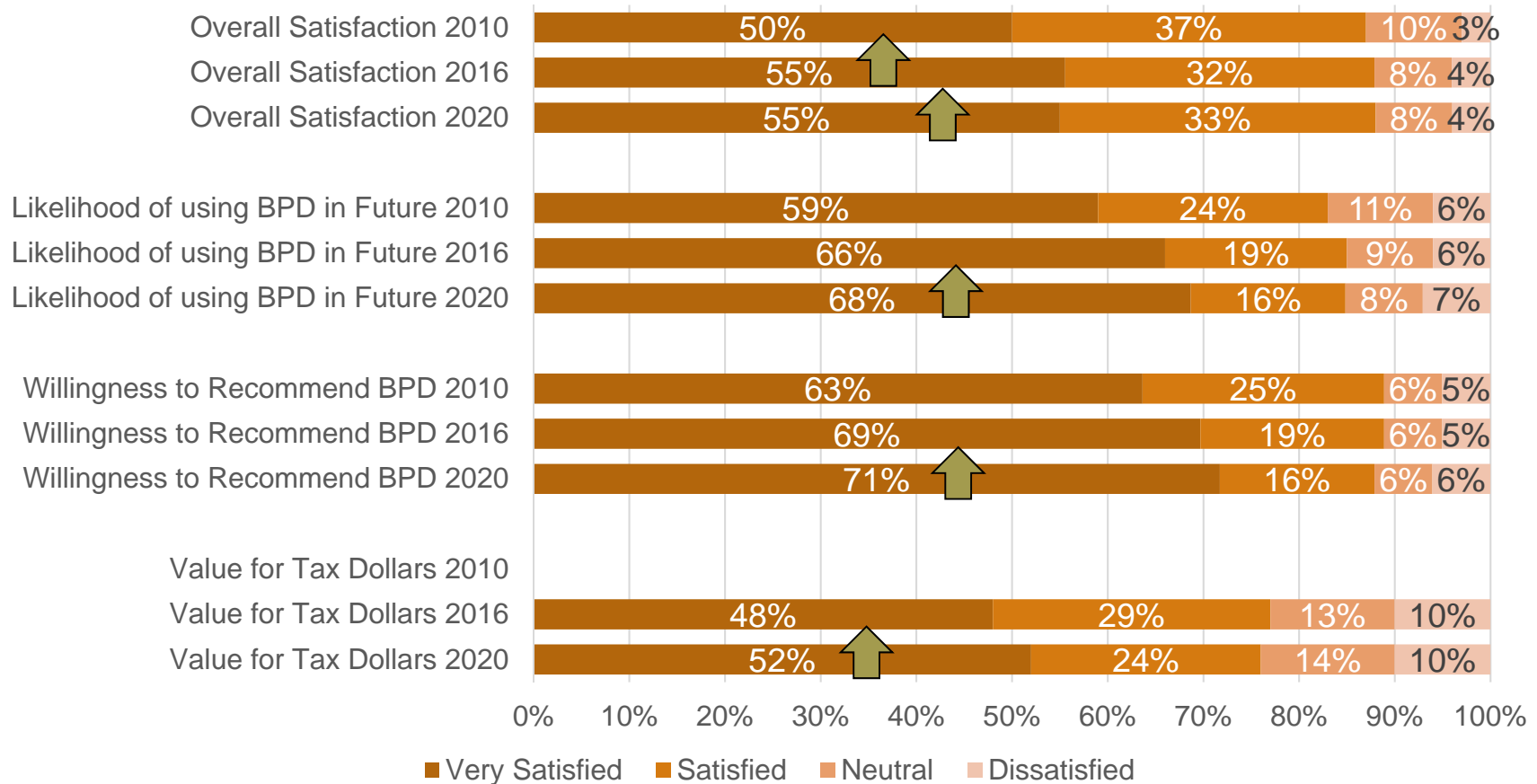
Trending to Prior Waves of Research



Residents' favorable views of BPD continue to grow, especially with reusing and recommending



Key Metrics Wave over Wave



Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483

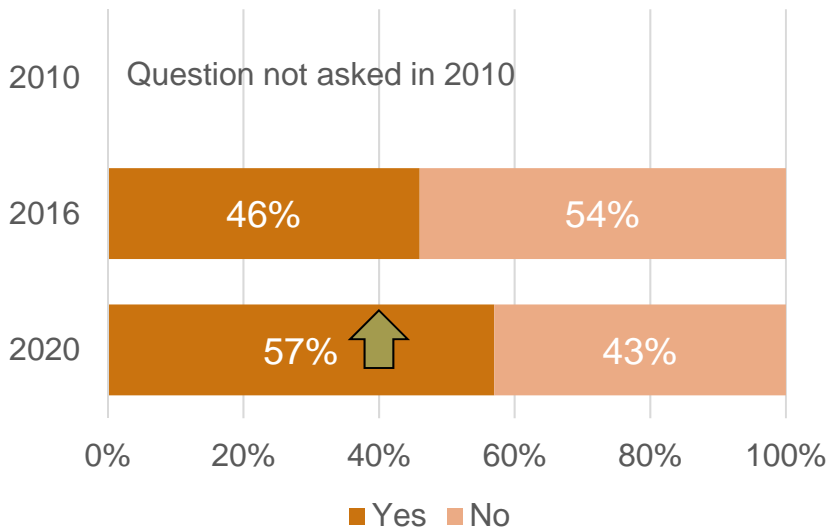


Residents seem more willing to pay more in taxes to make sure BPD gets what it needs



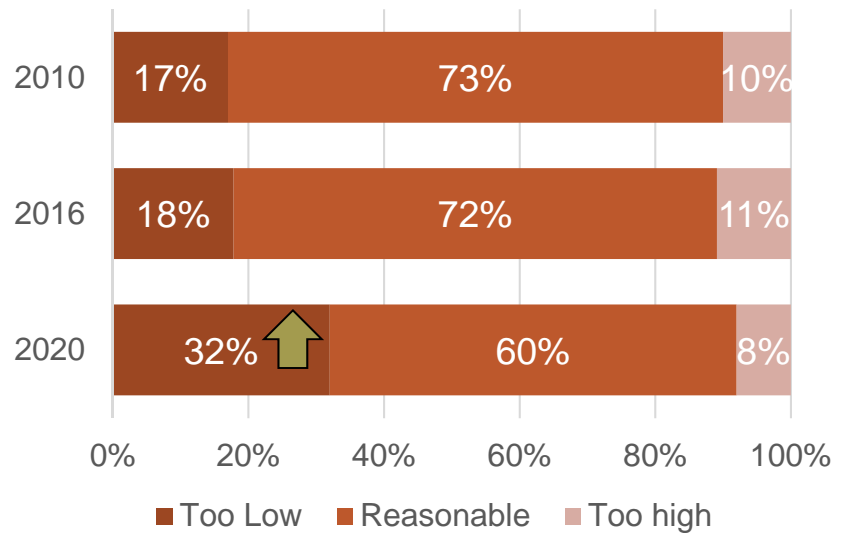
Residents are much more likely to be aware that BPD is separate entity

Are you aware that the Bolingbrook Park District is a separate entity from the Village of Bolingbrook?



Residents are more likely to say taxes paid to BPD are too low vs. prior years

For every dollar you pay in property taxes, about 6 cents are paid to the Park District. In your opinion, is this amount...



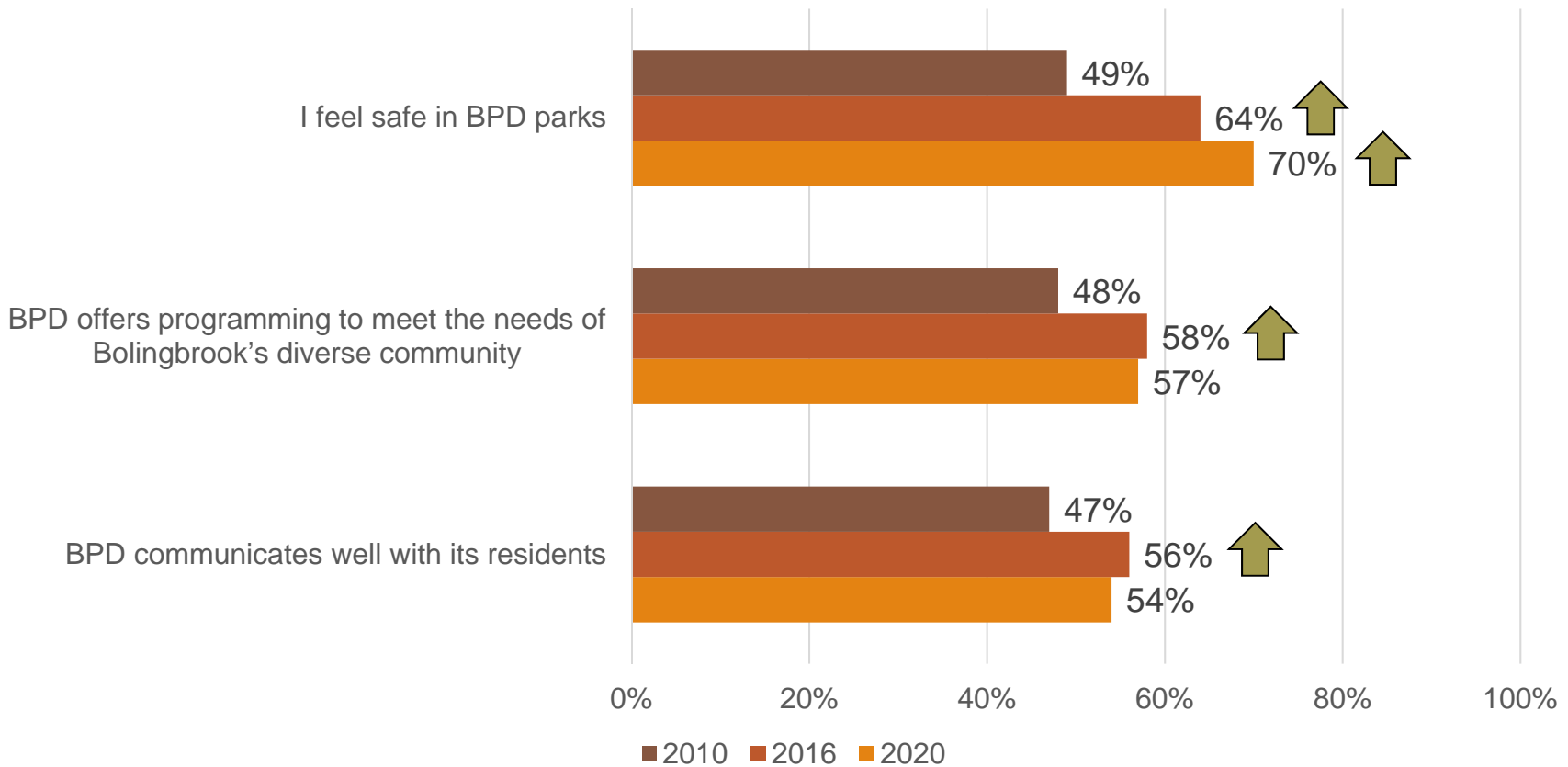
Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Resident perceptions of safety in BPD parks has increased significantly over prior years



To what extent would you say you agree with each of these statements about Bolingbrook Park District? (% saying top 2 box)

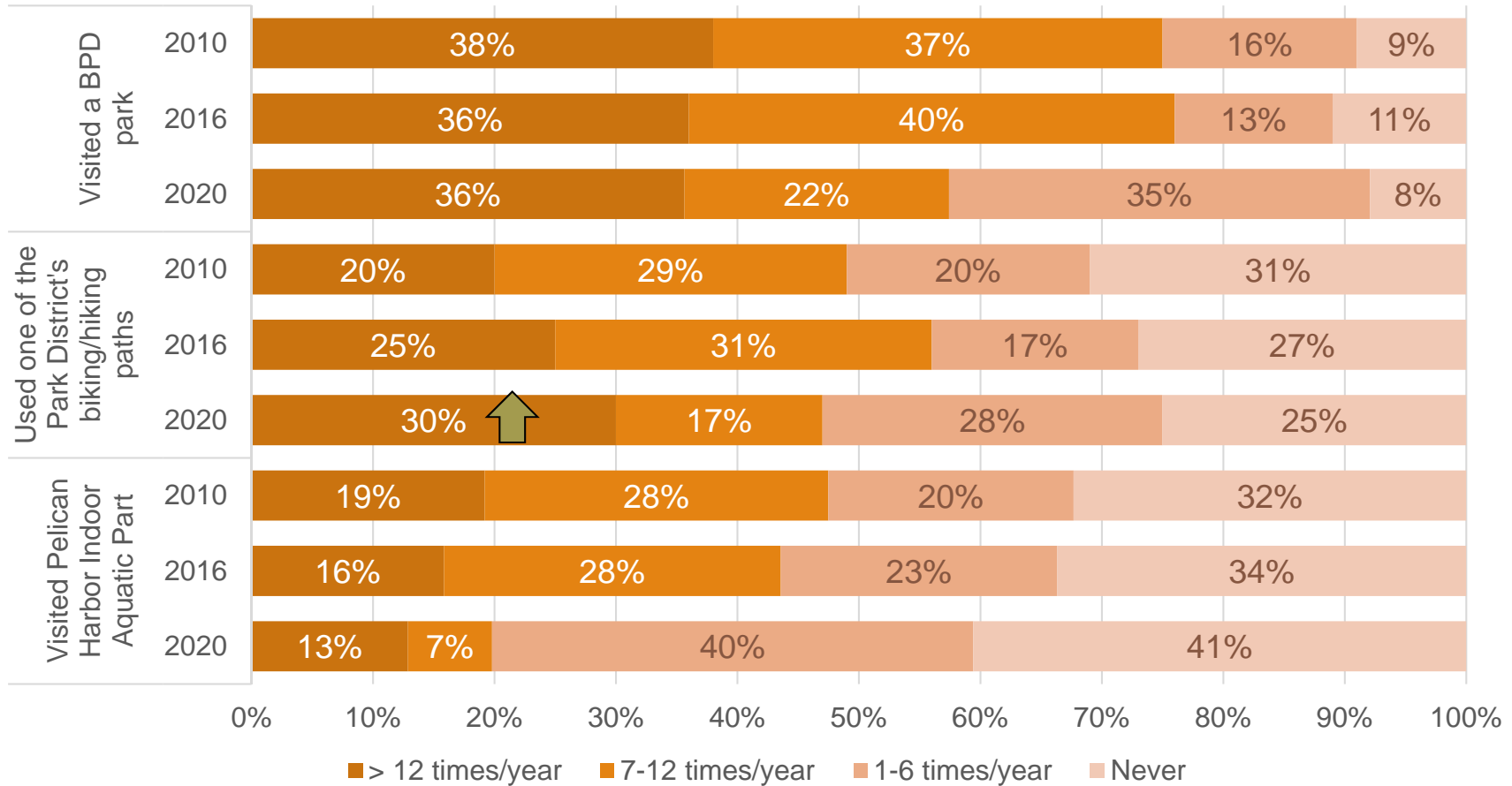


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Visiting BPD parks and using a BPD biking/hiking path remain the most frequent activities among residents

During the past year, how frequently have you or a member of your household...

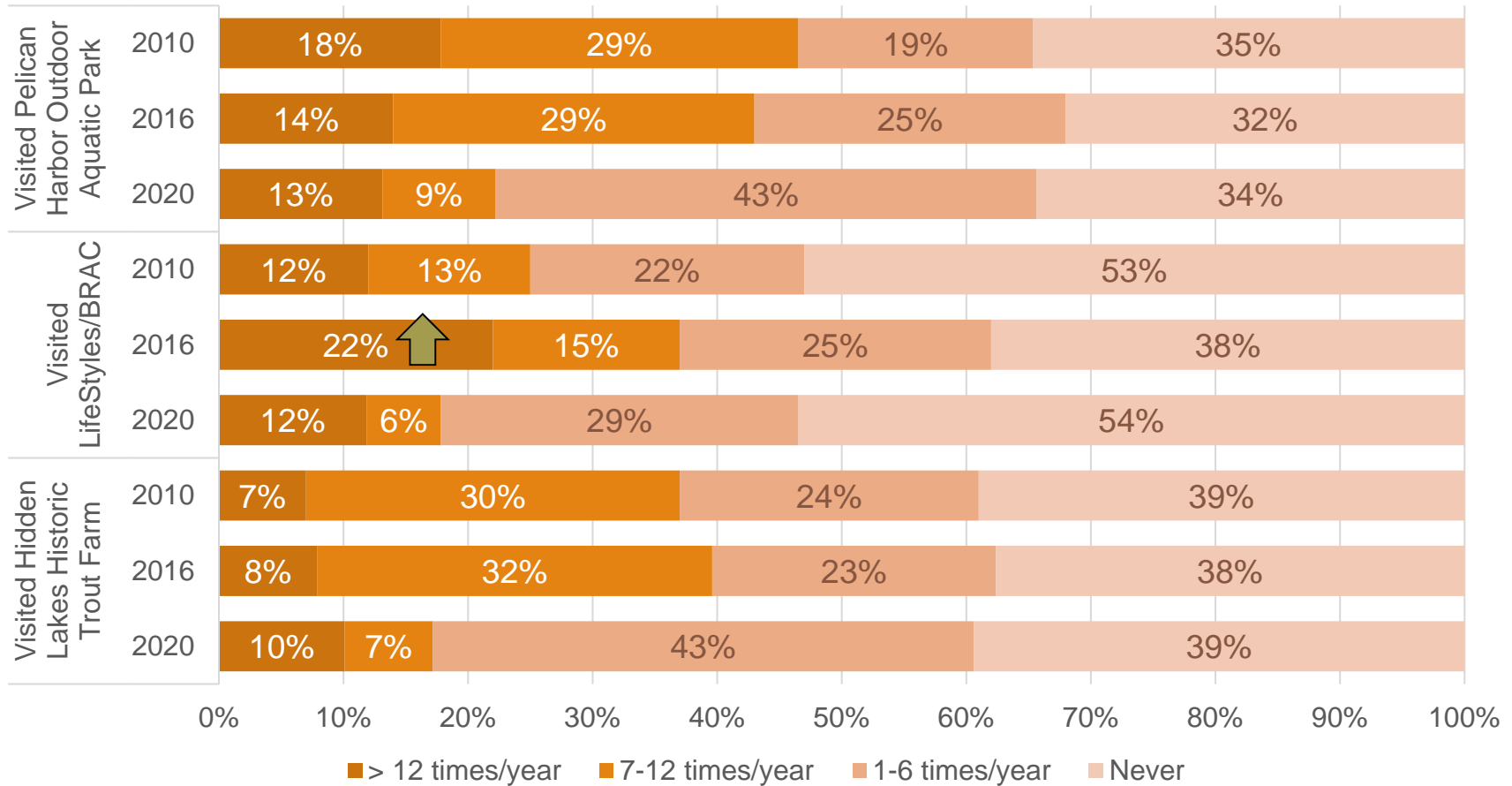


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents were more likely to use LifeStyles/BRAC > 12 times/year during 2016 than in either 2010 or 2020

During the past year, how frequently have you or a member of your household...

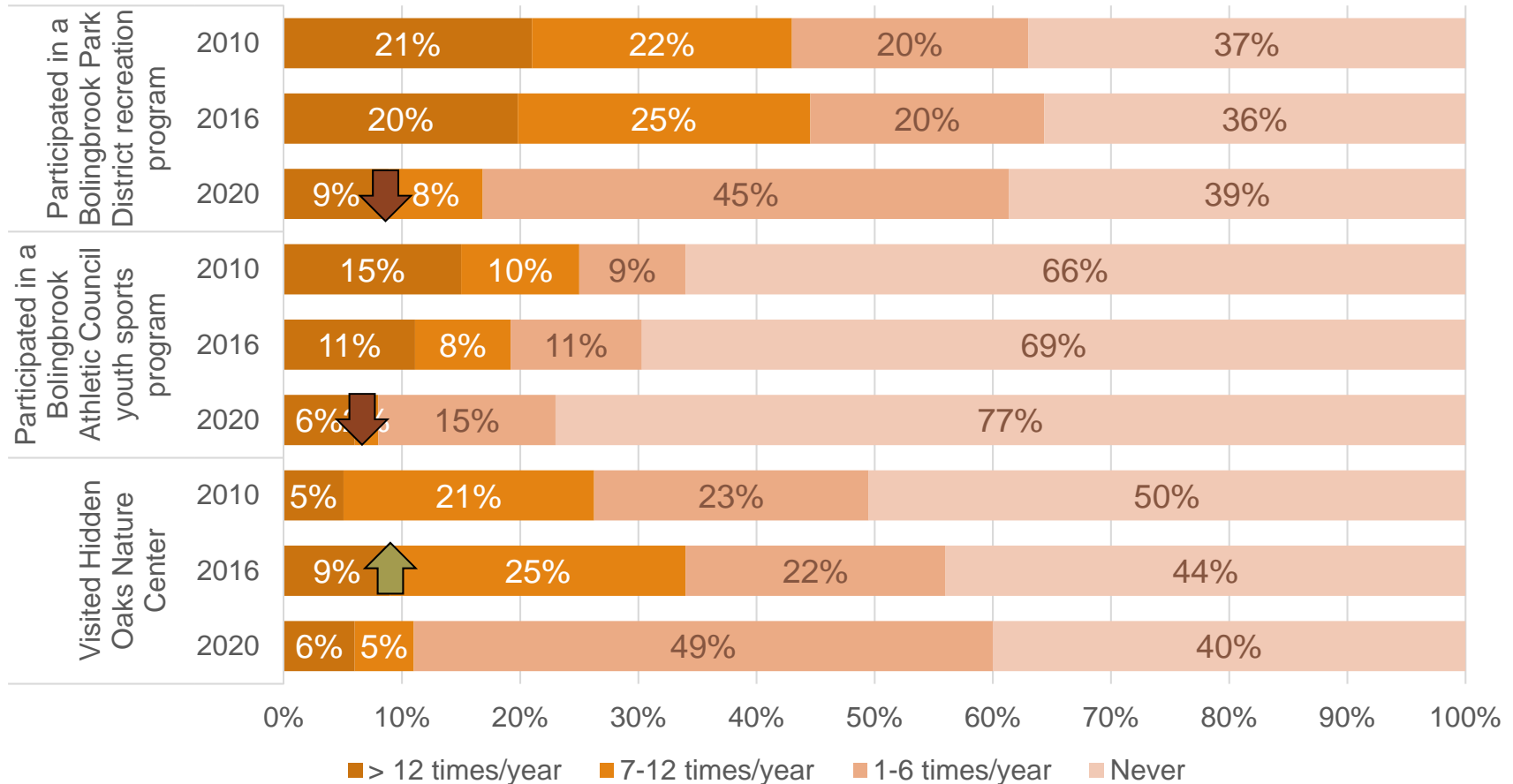


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents in 2020 were less likely to participate in a BPD rec program or youth sports program than in 2016

During the past year, how frequently have you or a member of your household...

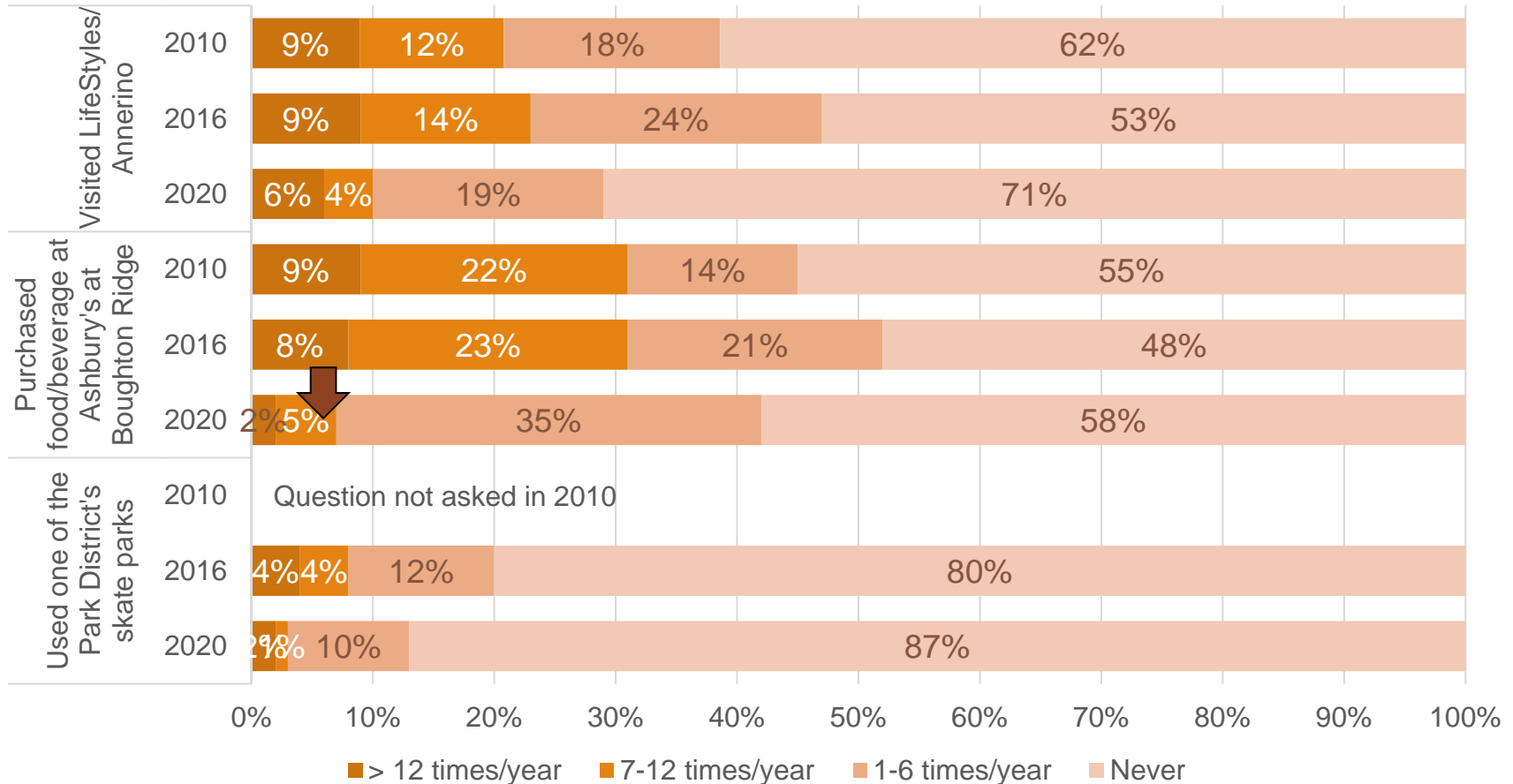


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents were less likely to purchase food or beverages at Ashbury's in 2020 compared to 2016

During the past year, how frequently have you or a member of your household...

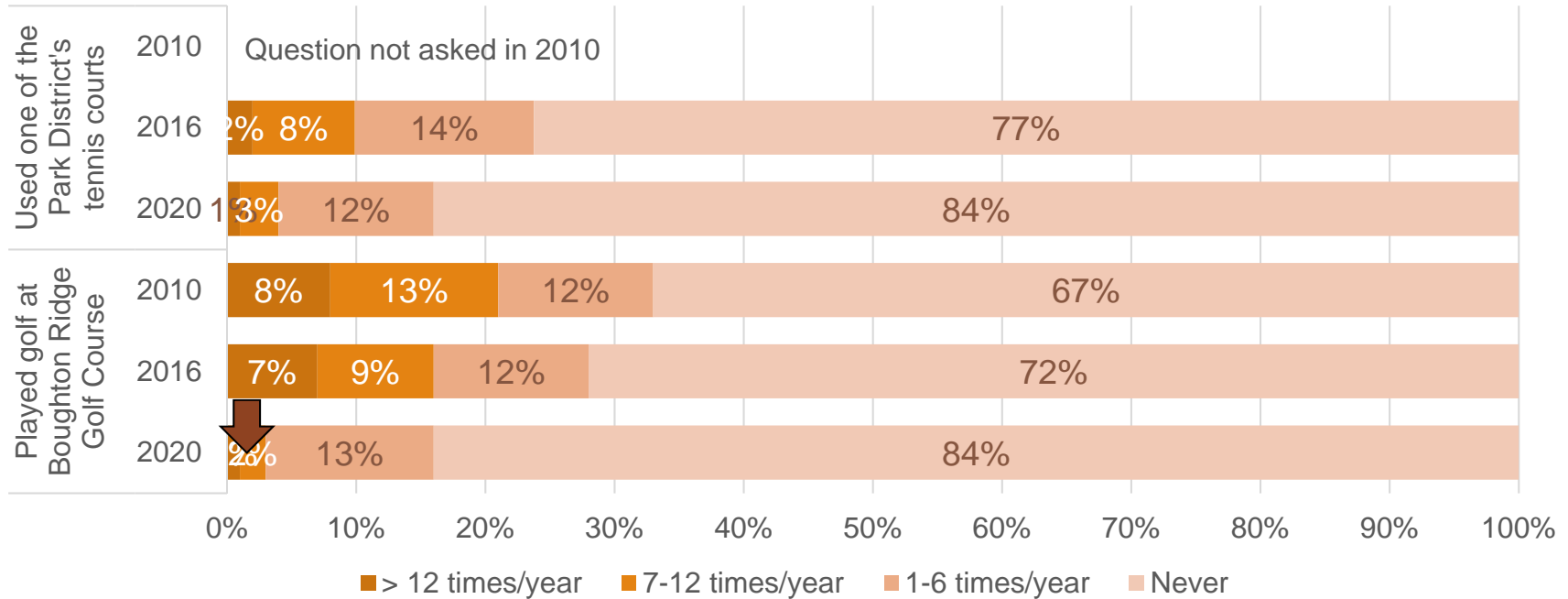


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents were less likely to play golf at Boughton Ridge Golf Course in 2020 compared to 2016

During the past year, how frequently have you or a member of your household...



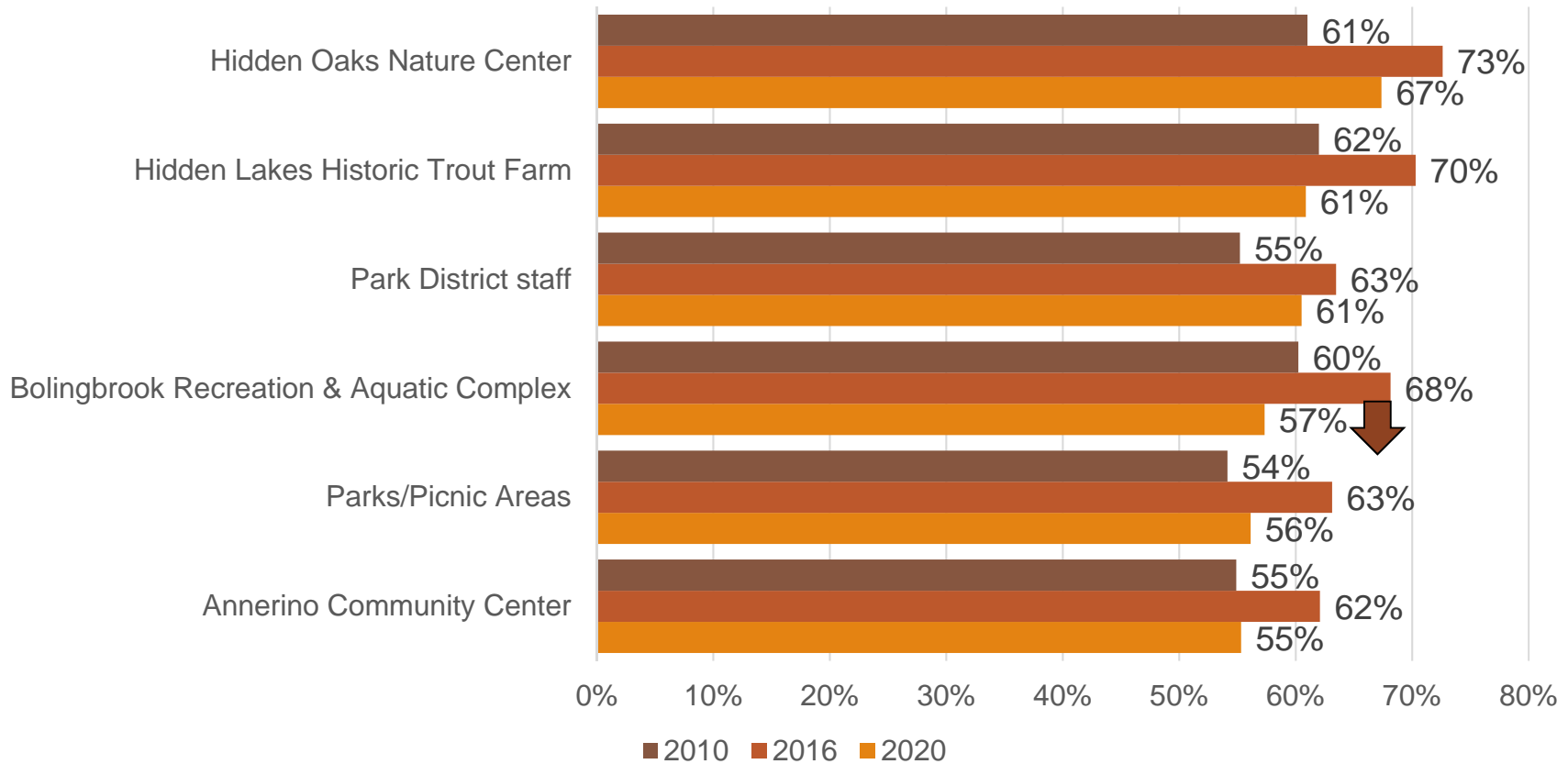
Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



While satisfaction with BPD facilities continues to be high, residents are less satisfied with BRAC vs. 2016 results



How would you rate your overall experience with these Park District facilities, staff, and overall recreation programs? (% saying top 2 box)

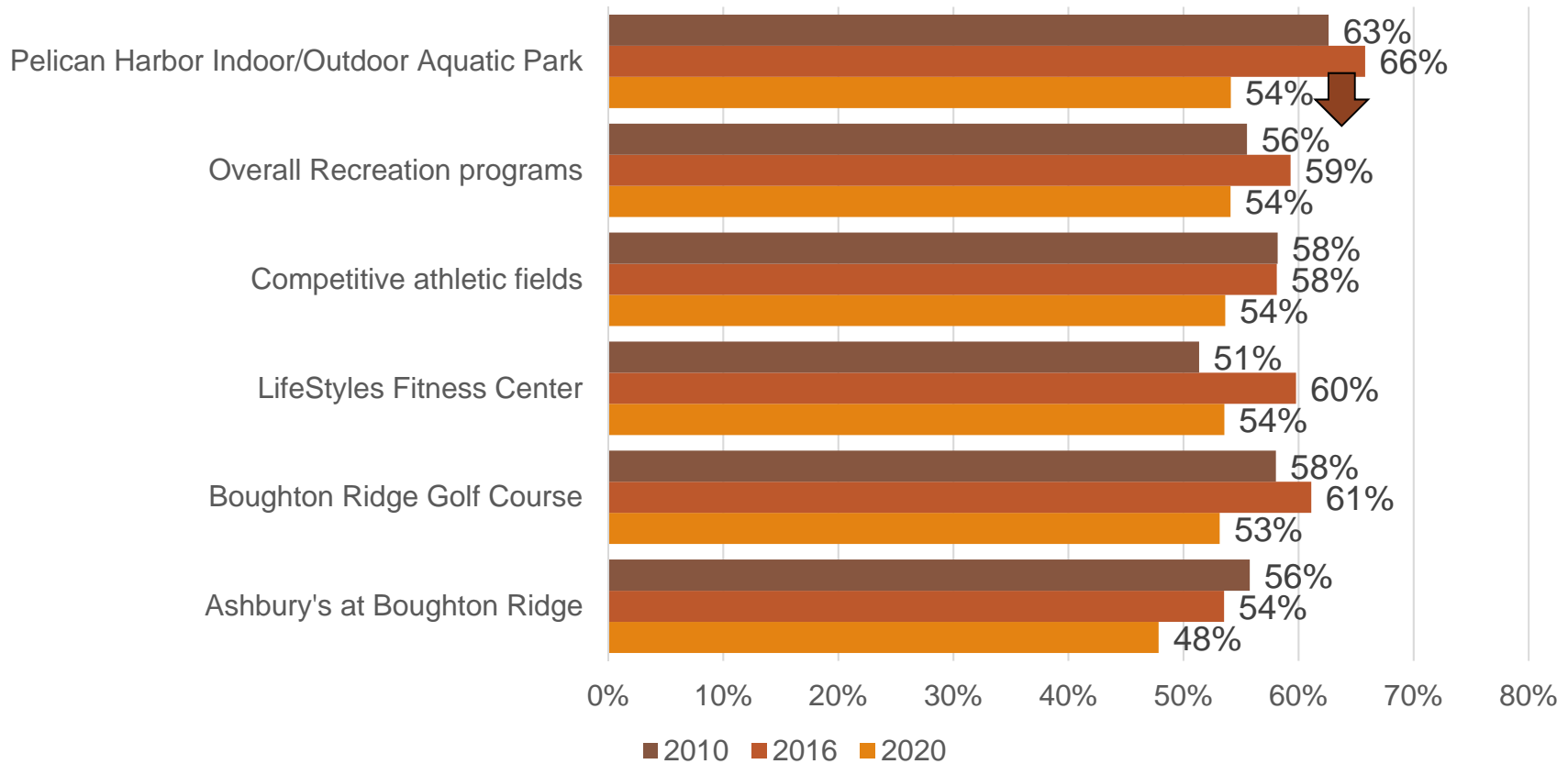


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



While satisfaction with BPD facilities continues to be high, residents are less satisfied with Pelican Harbor vs. 2016 results

How would you rate your overall experience with these Park District facilities, staff, and overall recreation programs? (% saying top 2 box)

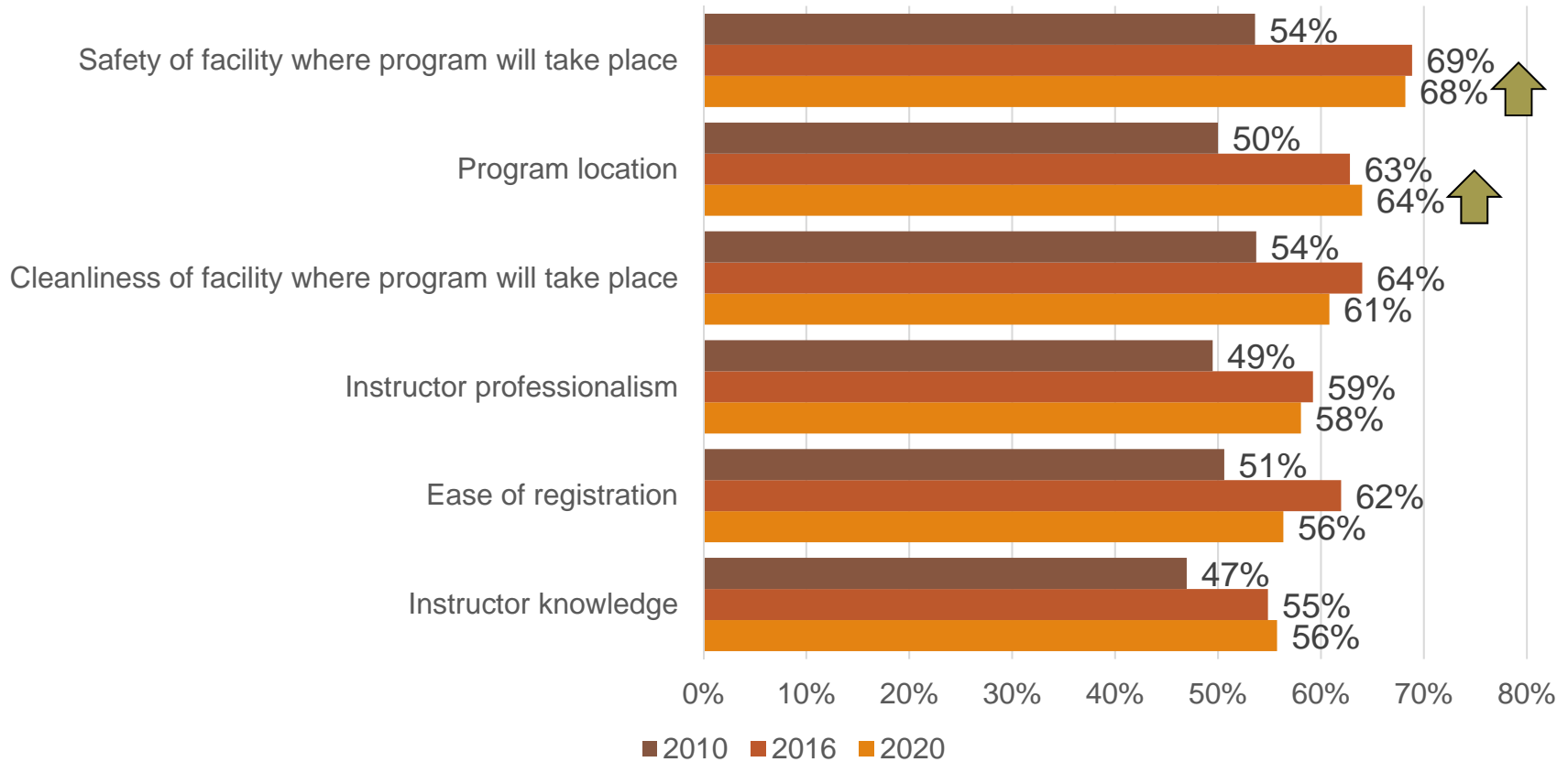


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents are significantly more satisfied with safety and location of facilities than they were in 2010

How would you rate your overall experience with each of these BPD items as they are now? (% saying top 2 box)

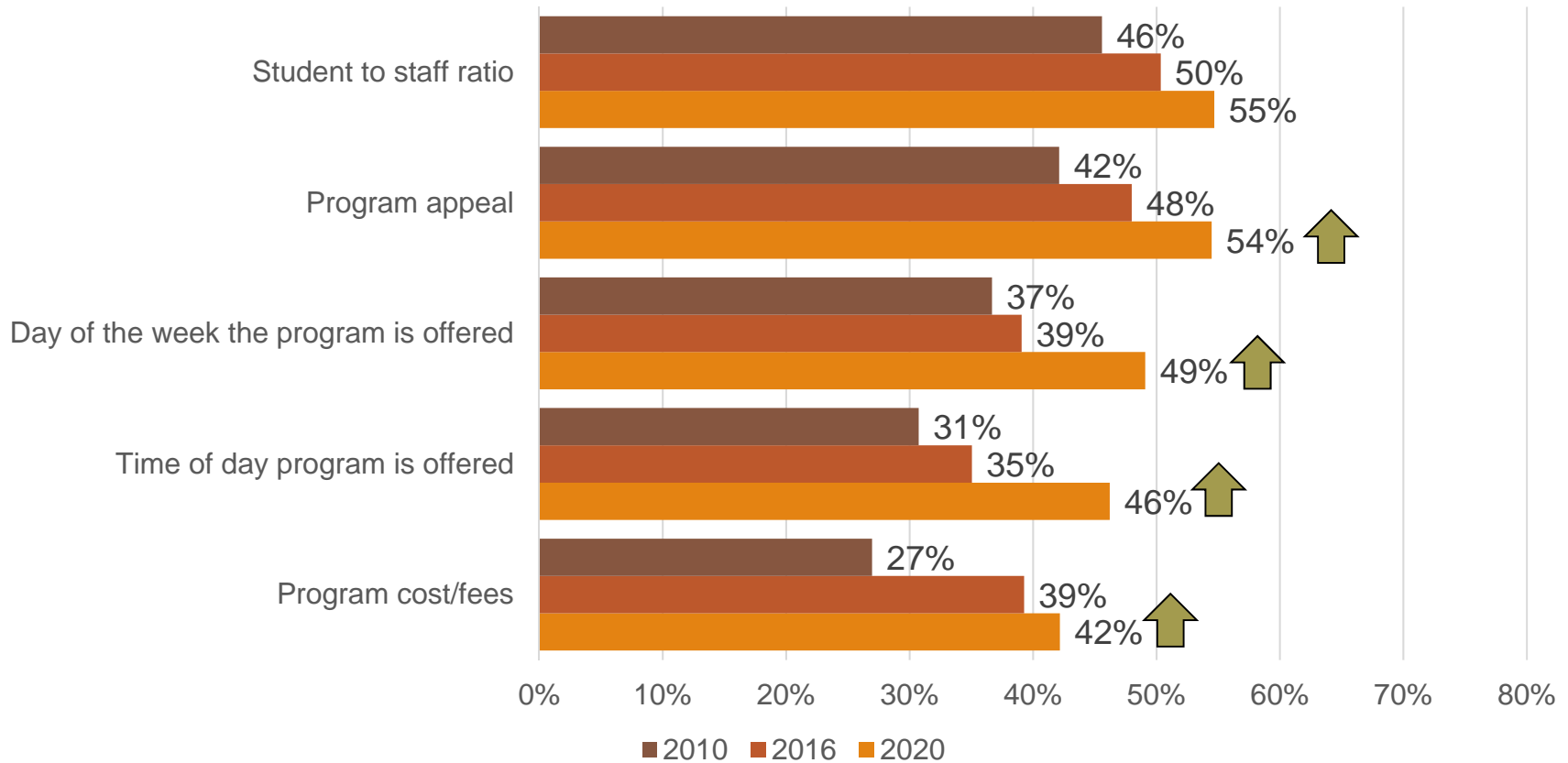


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents are significantly more satisfied with program appeal, day of week and time of program, and program costs

How would you rate your overall experience with each of these BPD items as they are now? (% saying top 2 box)

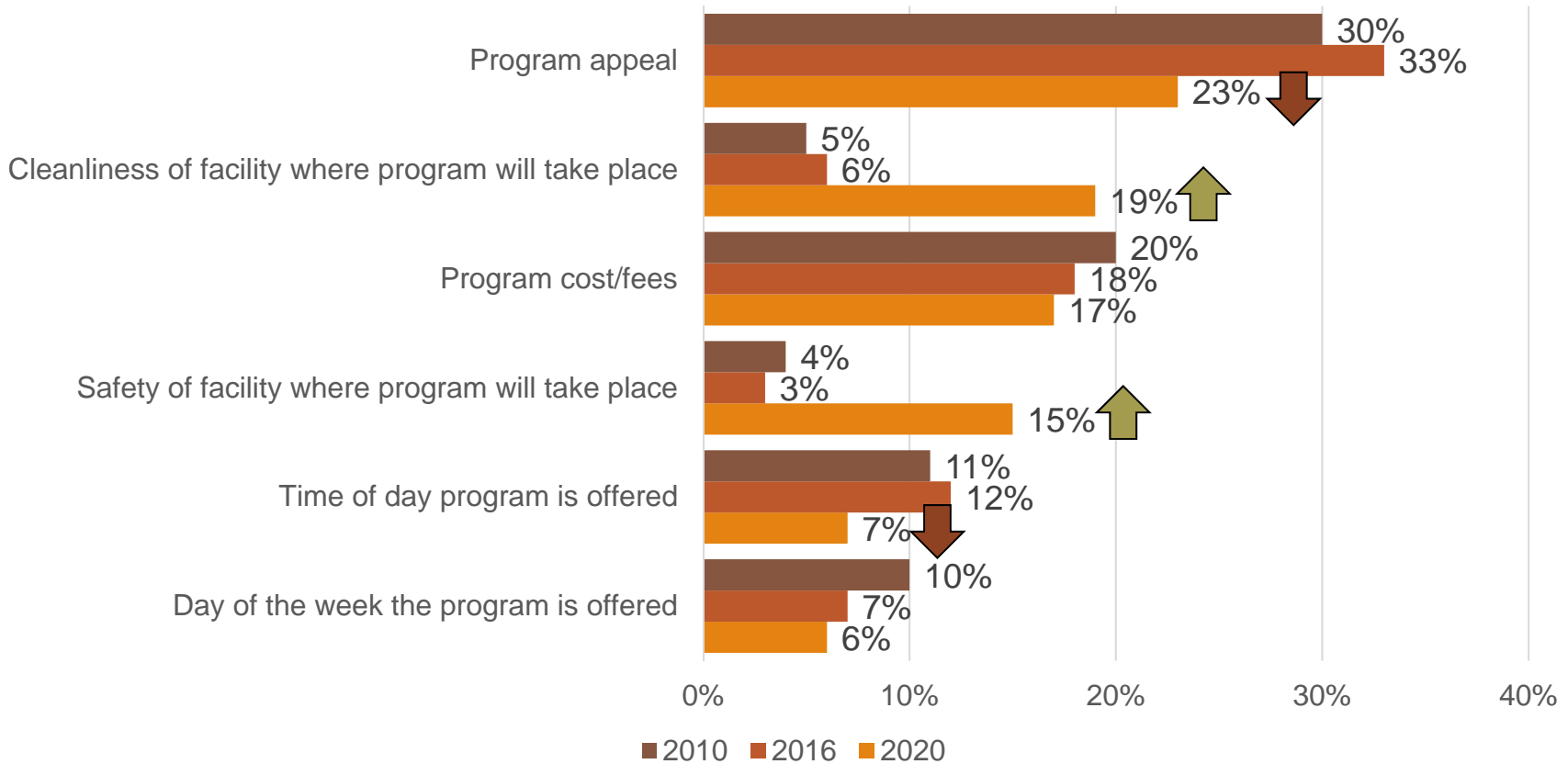


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents are more concerned with cleanliness and safety and less concerned with program appeal than in prior years

Please rank the following items in order based on their impact on your likelihood to sign up for the program (% most important)

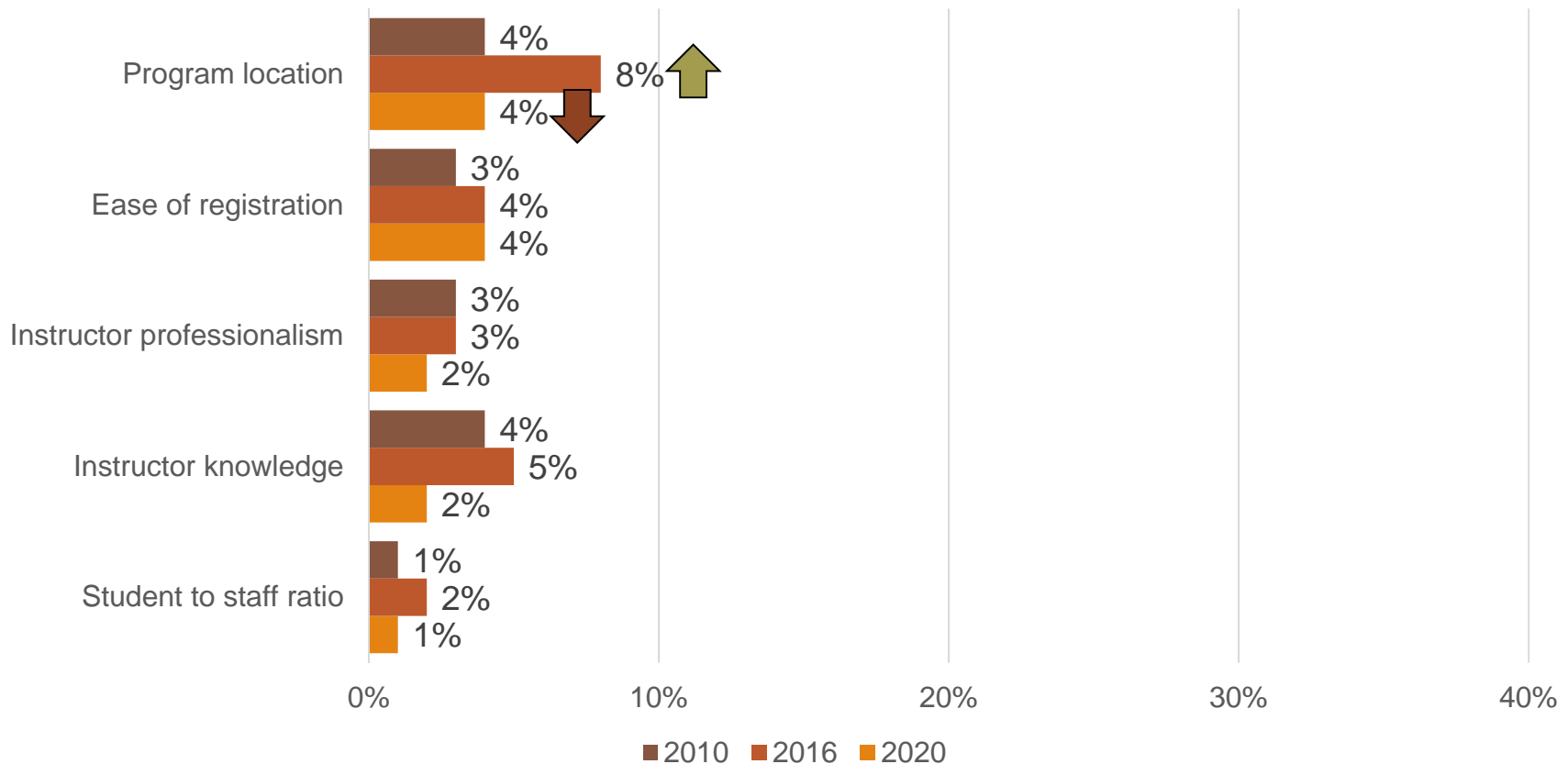


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Residents continue to be less concerned about locations, registration, instructors, and student:staff ratios vs. prior years

Please rank the following items in order based on their impact on your likelihood to sign up for the program (% most important)

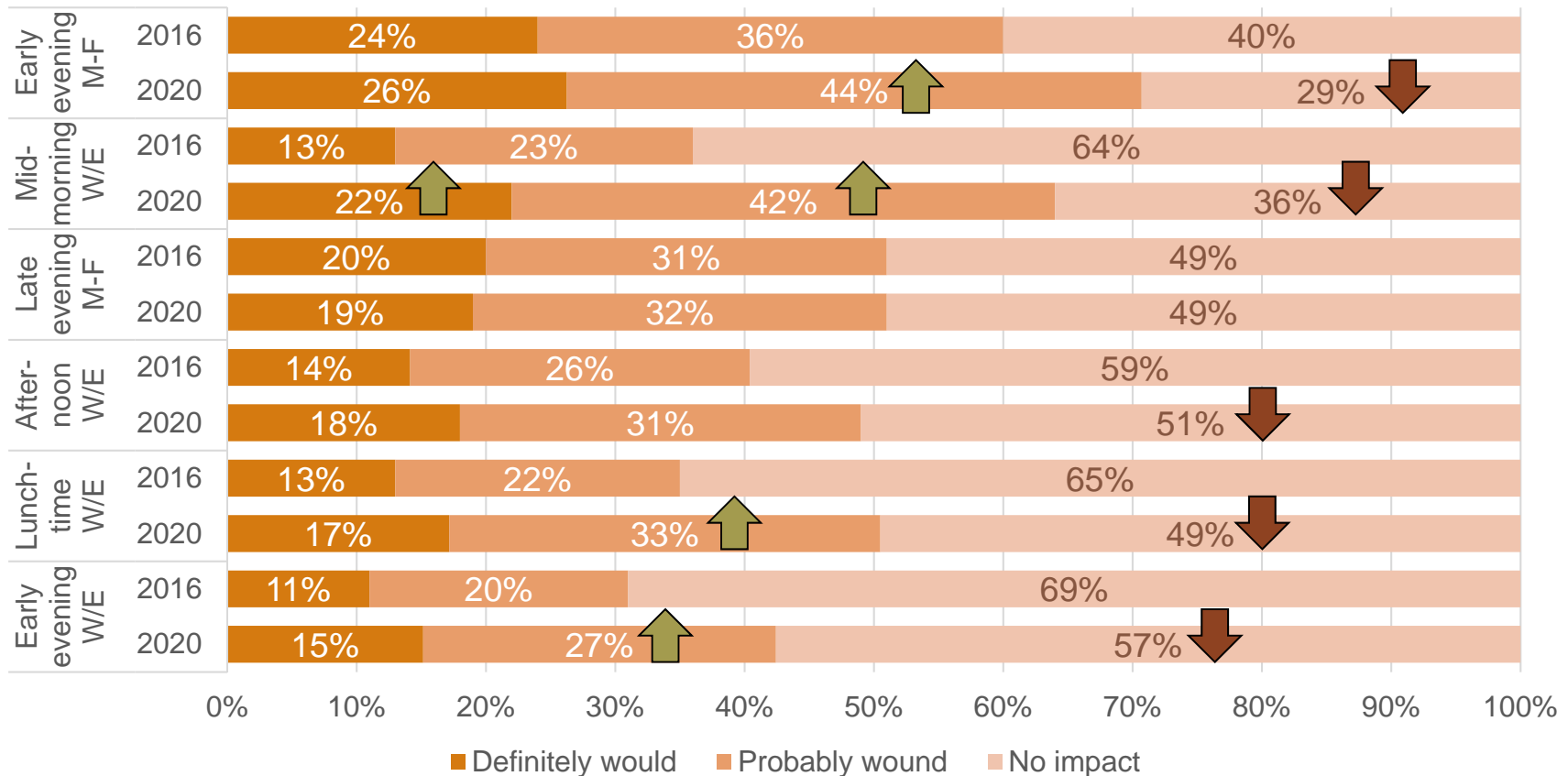


Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Programs in early evenings M-F, mid-mornings W/E, and late evenings M-F are most likely to lead to increased registrations

Availability of programming: How much impact would each of the following have on your decision to register for programming through BPD...

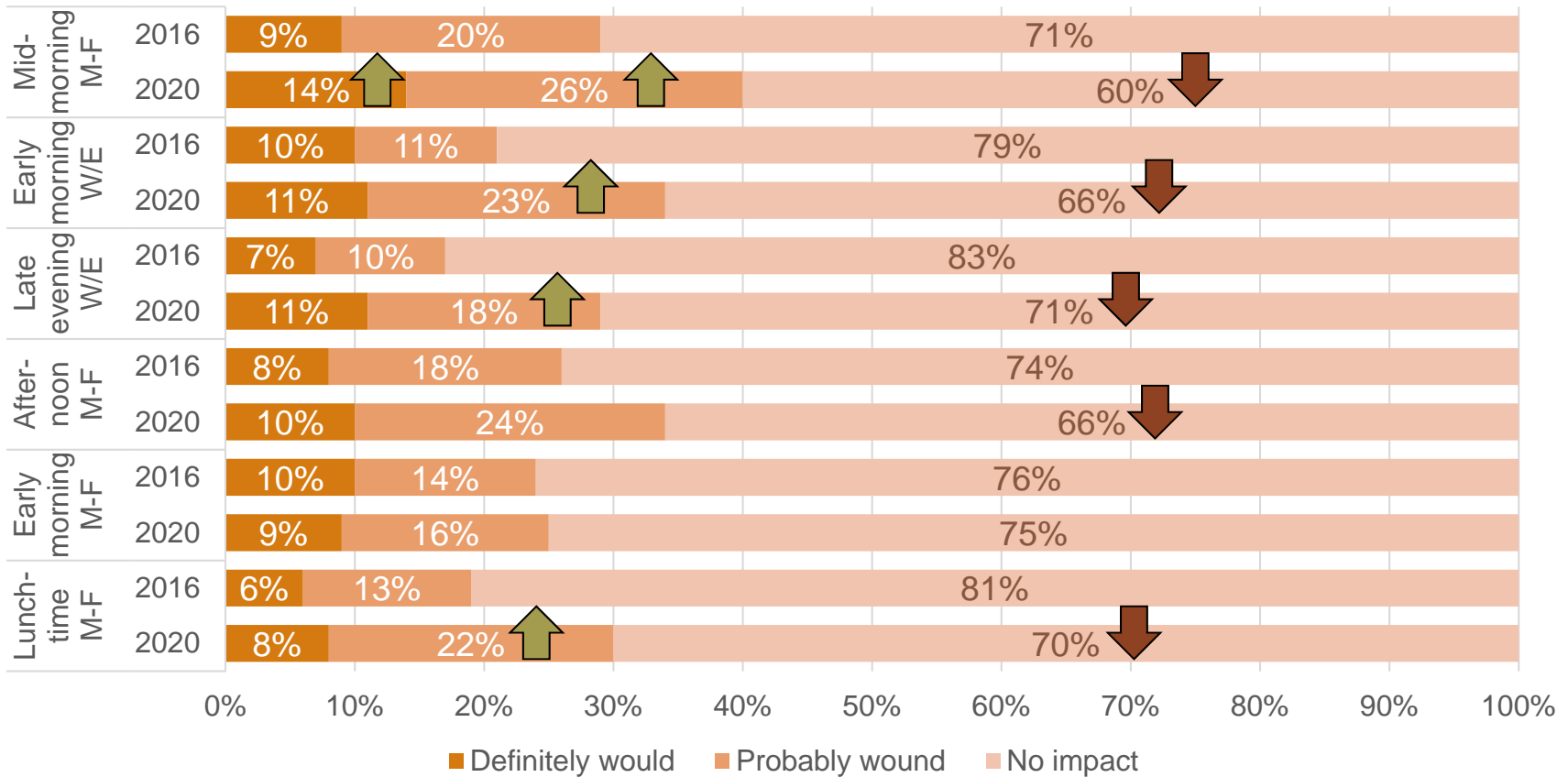


Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483



Programming during the workday, and late/early hours on weekends continues to have little impact increased registrations

Availability of programming: How much impact would each of the following have on your decision to register for programming through BPD...



Bolingbrook Park District

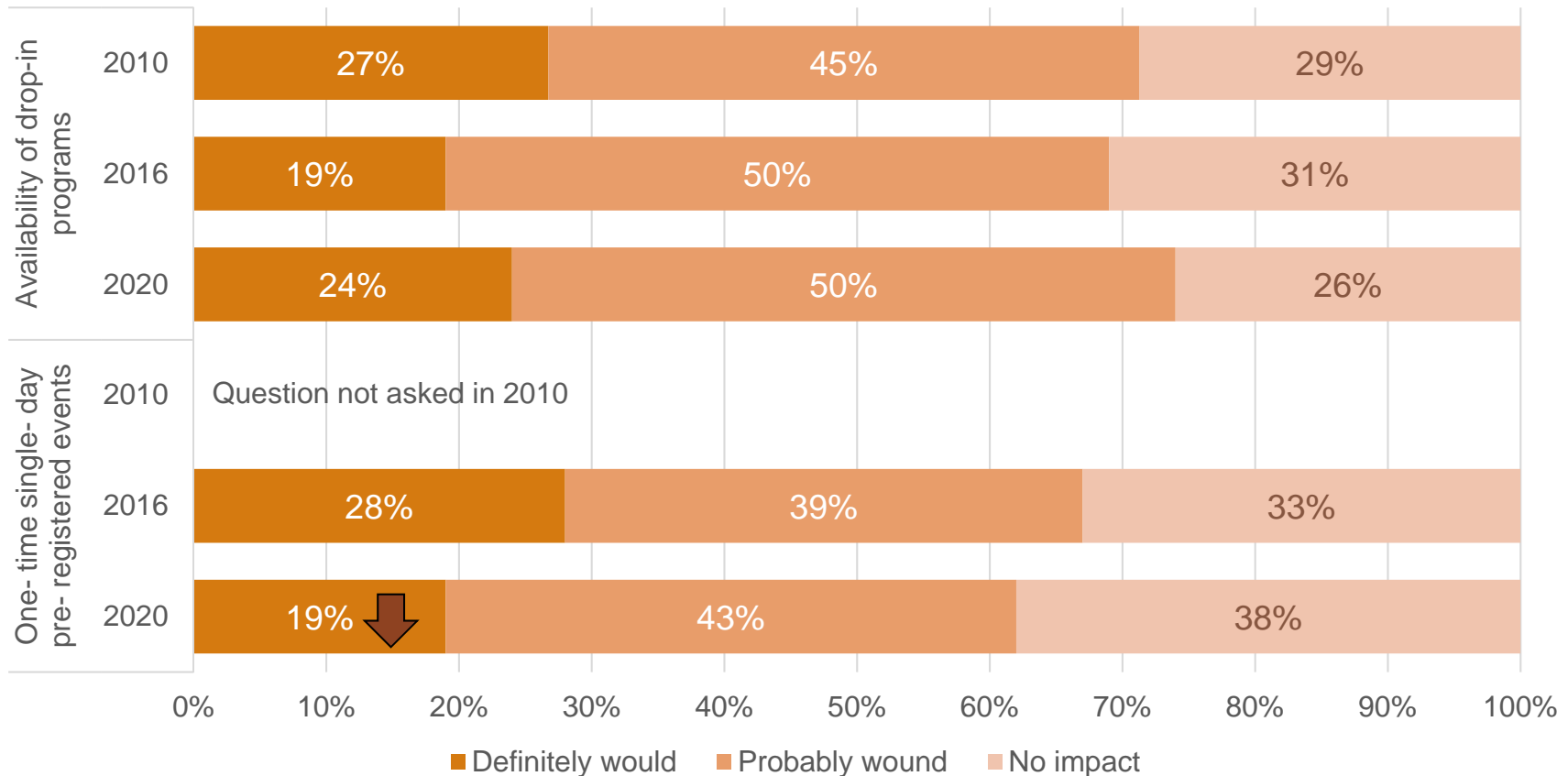


Results are significantly higher or lower than results from the prior wave (Question not asked in 2010) 2016 n=428, 2020 n=483



Residents are as likely to register for drop-in programs as in prior years and less likely to register for pre-registered events

Type of programming: How much impact would each of the following have on your decision to register for programming through BPD...



Results are significantly higher or lower than results from the prior wave. 2010 n=422, 2016 n=428, 2020 n=483



Appendix



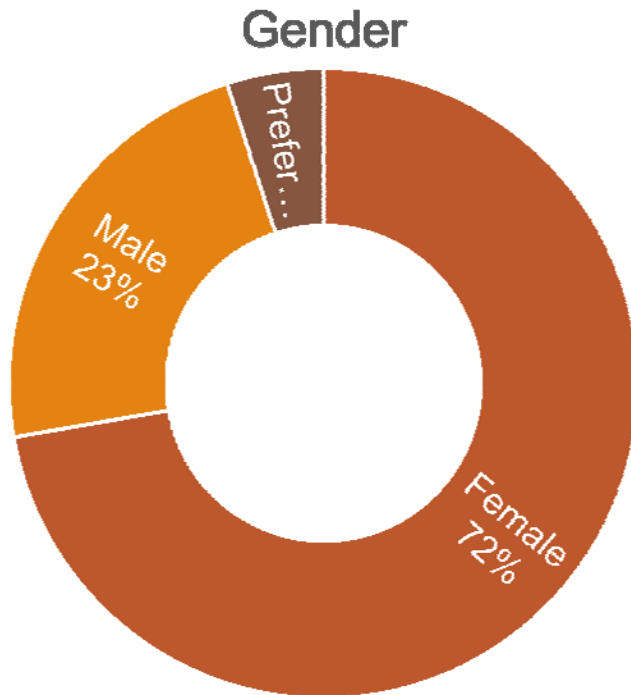
- Demographics
- Contact Details



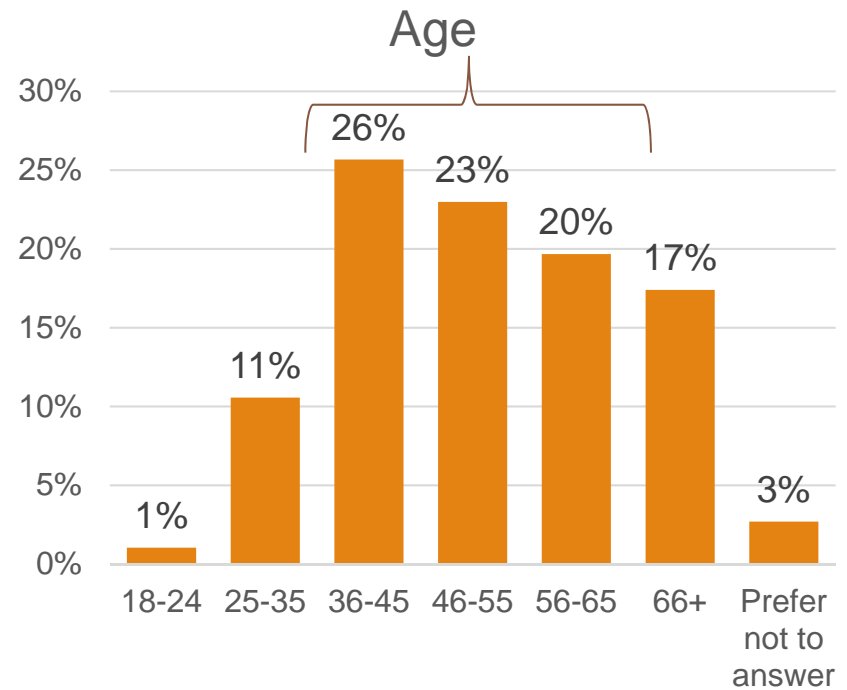
Demographics



Three in four respondents is female



Seven in ten respondents is between 36 and 65 years of age



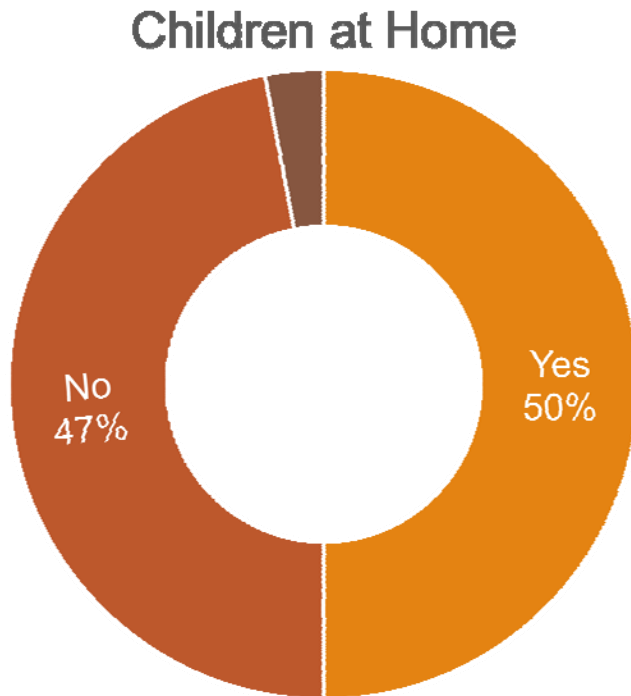
Q24. For classification purposes, are you...? (n=483)
Q25. Into which of the following age groups do you fall? (n=483)



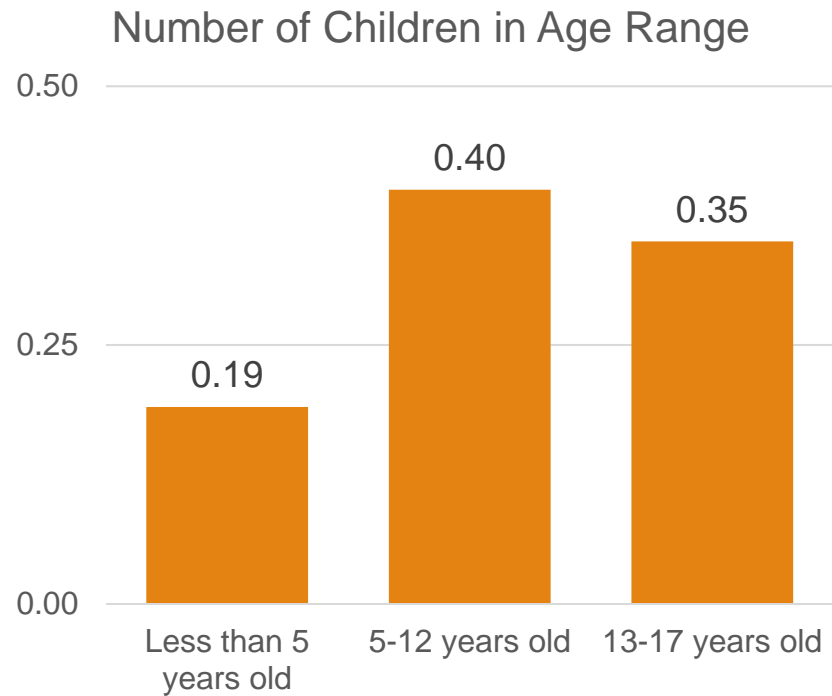
Demographics



One in two respondents has children at home



These children are most likely to be school-age



Q27. Do you currently have children under the age of 18 living in your household? (n=483)

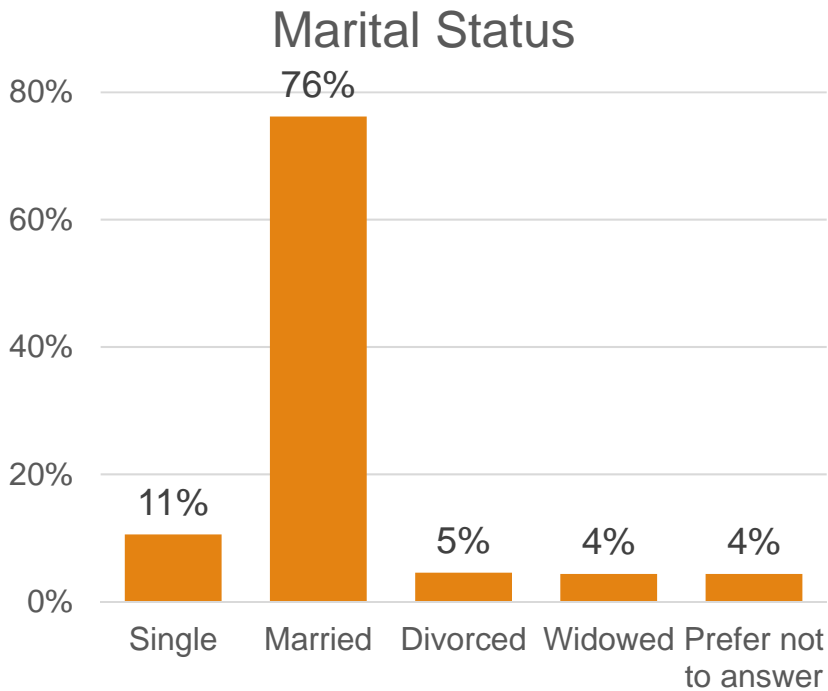
Q28. How many children in your household are ... (n=483)



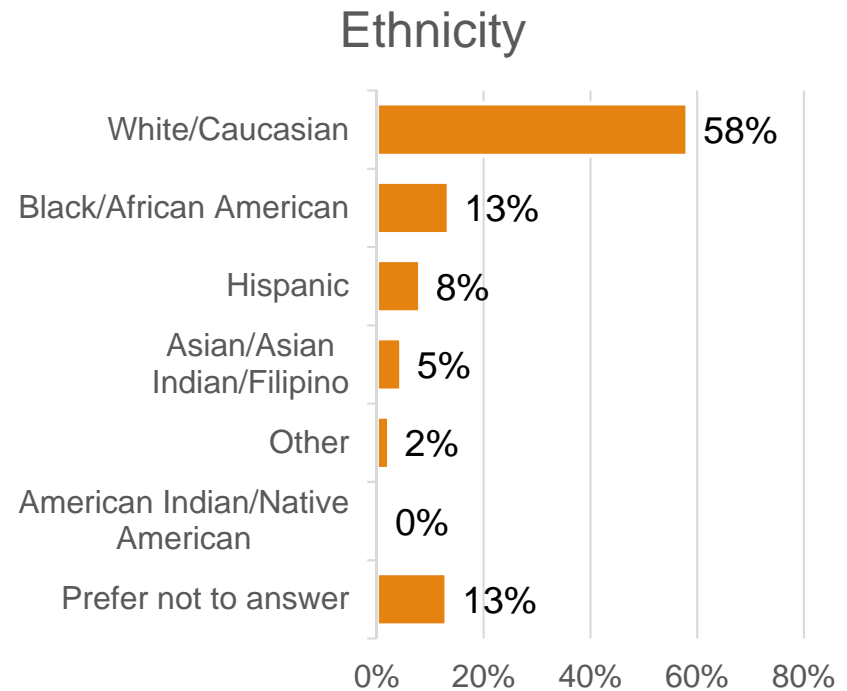
Demographics



Three in four respondents are married



More than one in two is white and more than one in ten is African American



Q26. Are you... (n=483)

Q29. What do you consider to be your race or ethnicity? (n=483)

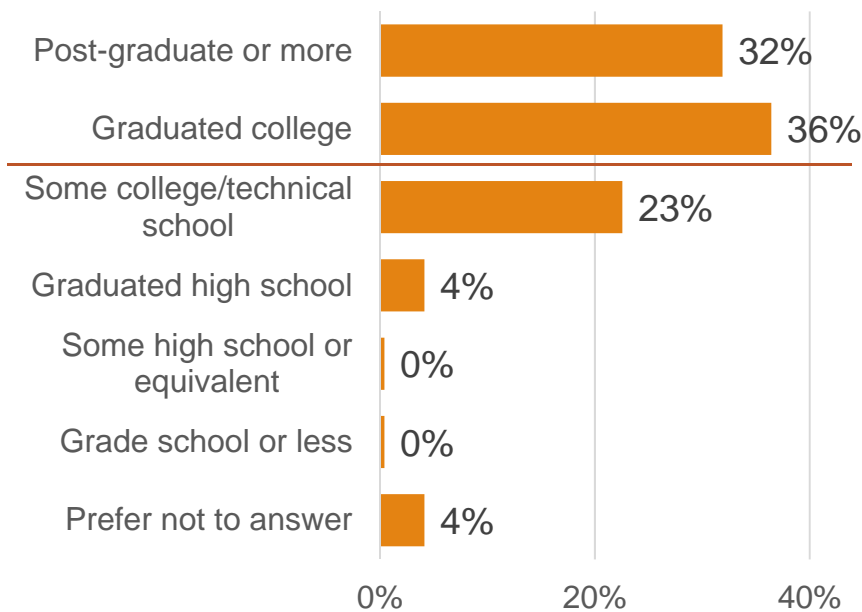


Demographics



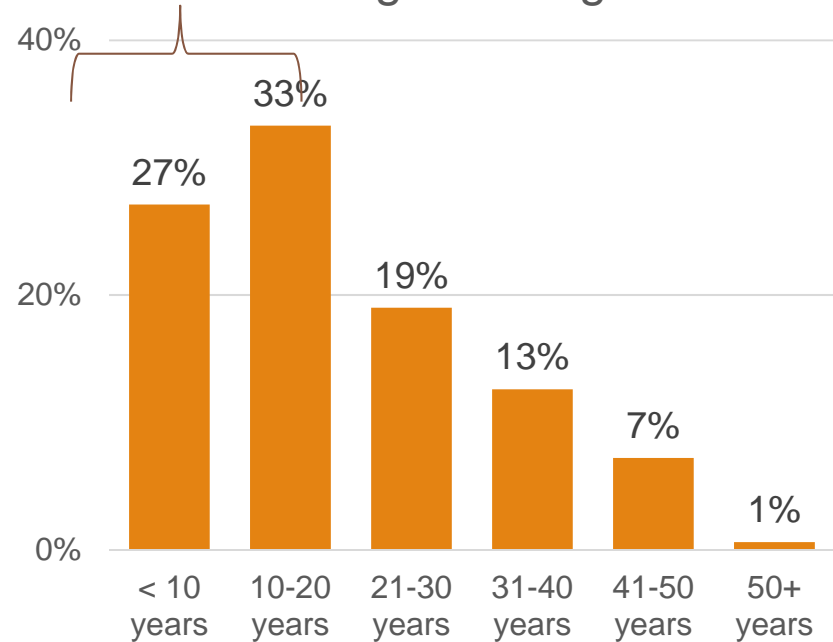
Two in three respondents have at least a Bachelor's degree or higher

Education



Six in ten respondents have lived in Bolingbrook for up to 20 years

Years Living in Bolingbrook



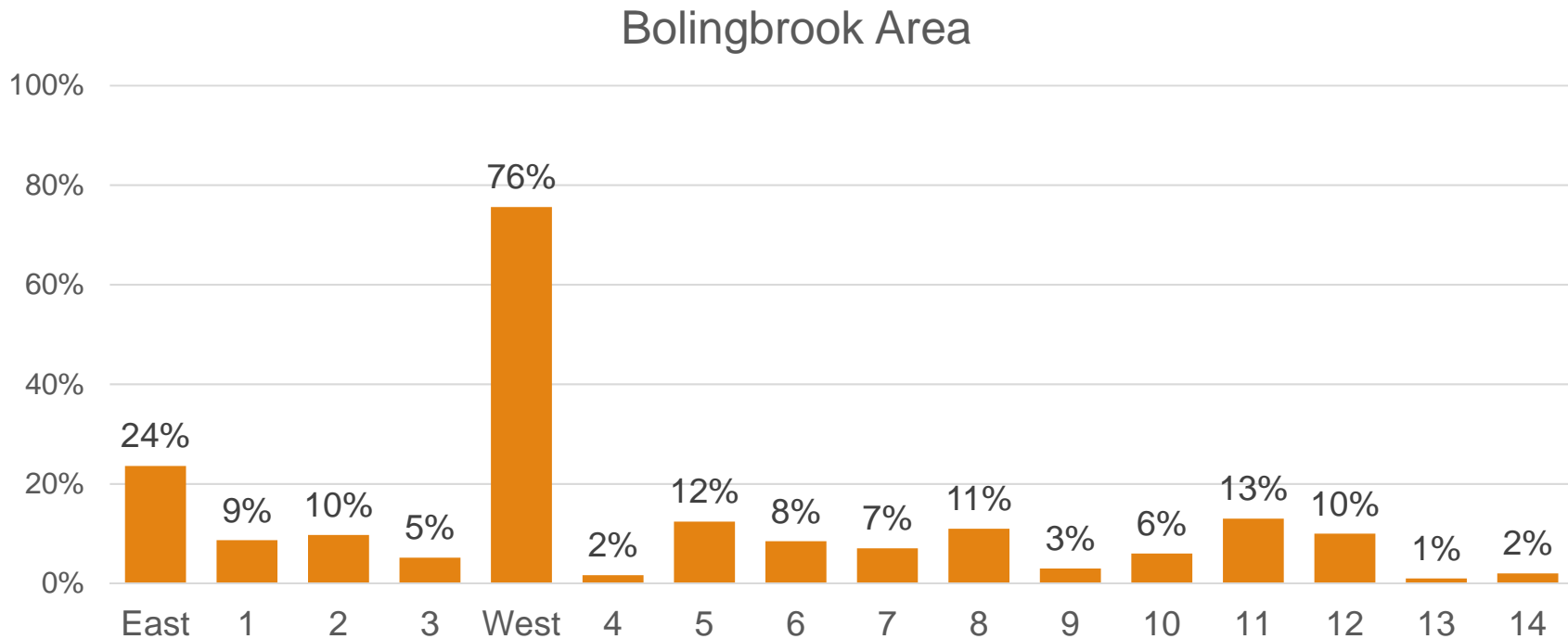
Q30. What was the last grade of school you completed? (n=483)
Q32. For how many years have you lived in Bolingbrook? (n=483)



Demographics



Three in four respondents live in West Bolingbrook, most frequently in areas 5 and 11. One in four respondents live in East Bolingbrook.



Q30. What was the last grade of school you completed? (n=483)

Q31. In which area of Bolingbrook do you live? (n=483)

