

# 2021 PROSPECT HEIGHTS PARK DISTRICT — FACILITIES SURVEY

## Prospect Heights Park District

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## Executive Summary

The Prospect Heights Park District (PHPD) in collaboration with the Office of Recreation and Park Resources (ORPR) at the University of Illinois Urbana-Champaign conducted a survey of Prospect Heights Park District residents to assess viewpoints regarding plans to repair/renovate and/or replace Lions Pool and Gary Morava Recreation Center. Lions Pool was constructed in 1955 and last updated in 1996, and the Gary Morava Recreation Center is approaching 45 years old. Both facilities are reaching the end of their useful mechanical and structural lifespans; renovation or replacement are needed. The stratified random sample resulted in 711 surveys returned.

Two-thirds of survey respondents (67.2%) supported the idea of replacing Lions Pool with a more modern pool design, while only 7.2% of respondents would like to see the pool removed. Support for renovating the Rec Center was high, with 71.1% of respondents indicating they would like the Rec Center renovated and to increase the square footage, while only 9.9% reported they do not want the recreation center renovated. The majority (54.7%) of survey respondents indicated that closing the recreation center would impact them and/or their families, and 39.3% indicated closing Lions Pool would impact them and/or their families.

*Gary Morava Rec Center (Main Entrance)*



*Aerial View of Lions Pool and Gary Morava Rec Center*



*Photo Credit:  
Nolan Peña, Junior, Palatine HS*

While respondents largely support improvements to the recreation center and pool, an increase in residents' taxes via passing a bond referendum is needed to finance either the renovation/expansion or replacement of these facilities. Four potential funding scenarios were proposed, which included information about how the bond issues would affect residents' taxes for the next 25 years, based on a home with an estimated value of \$284,300. Findings are presented in the table below:

#### Support for Facilities Bond Referendum Funding Scenarios

Statement	Yes	No	Undecided
Would you approve a \$30 million bond issue to provide for the renovation and expansion of both PHPD pool and Rec Center? The estimated property tax increase would be about \$377 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	32.9%	40.5%	26.6%
Would you approve a \$25 million bond issue to provide for repairs and renovations of both PHPD Rec Center and pool? The estimated property tax increase would be about \$314 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	34.4%	40.1%	25.5%
Would you approve a \$20 million bond issue to provide for renovation of only the Rec Center? The estimated property tax increase would be about \$252 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	37.8%	37.1%	25.1%
Would you approve a \$10 million bond issue to replace only the pool? The estimated property tax increase would be about \$125 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	52.4%	28.0%	19.6%

The lowest cost \$10 million bond option had the highest support (52.4% would support, 28% would not support, 19.6% undecided). As the bond amount increased (and therefore increased property taxes) support decreased. However, differences in support between the \$20 million bond issue, \$25 million bond issue and \$30 million bond issue were negligible. The \$20 million bond issue had 37.8% support and 37.1% who would not support, whereas the \$30 million bond issue had 32.9% support and 40.5% who would not support (the rest were undecided). The \$25 million bond issue fell roughly in the middle (34.4% support, 40.1% not support).

Based on these findings, our recommendations include the following:

- There is strong support for renovating and increasing the size of the Rec Center. The support for replacing the pool was mixed.

- Respondents prefer an indoor track, a larger fitness area, additional gym space, a café/gathering space, and larger multi-purpose rooms.
- Support for the bond referendum was mixed, with residents indicating the highest support for the \$10 million bond issue. There was less support (32% for \$30M, 34% for \$25M, and 37% for \$20M). However at least 20-25% are undecided, which creates an opportunity to educate this group on the benefits of a larger, more extensive renovation.

## Methods

ORPR worked with PHPD Executive Director Christina Ferraro to develop the resident survey, which included a series of open and closed-ended questions. To understand factors that can shape peoples' viewpoints towards supporting or not supporting the proposed referendum scenarios, respondents were asked how often they visited the pool and recreation center and the types of activities they engaged in at these facilities. Respondents were then asked whether closing these facilities would impact them and/or their families, and if so in what ways. Respondents were asked features they would like to see included in renovated/expanded/replaced facilities. Respondents reported whether or not they would support four potential referendum scenarios (as shown previously on page 4). A series of questions were asked about participation and satisfaction with PHPD programs, other organizations used for recreation, use of the golf course, and their preferred method of staying informed of PHPD programs. Demographic questions included age, household size, gender, number of years lived in the PHPD, and whether they voted in any local elections in the past five years. Lastly, participants were given the opportunity to provide open-ended feedback about PHPD.

Several strategies were employed to collect the data. A stratified random sample of 4,030 households within the Prospect Heights Park District was generated. Postcards were mailed to households containing a QR code and web link to the online Qualtrics survey that could be completed using a smartphone or computer. Recipients were also given the option to receive a mailed paper survey. The survey link was shared on the park district's website and Facebook page. Moreover, the survey was sent to a database of 4,210 contacts (i.e., current and past users) and 135 people on the agency's list. Of the 4,345 emails sent, 342 were undeliverable. Thus, the park district's contact list reached 4,114 individuals. Eleven surveys were returned by mail and 700 completed online (via Qualtrics). Thus, the final sample was comprised of 711 respondents. Since most of the surveys returned were from the random sample, the confidence level was 95%, which means we are 95% confident we have no more than 5% error in the survey responses. Moreover, the sample is representative of the population of park district residents.

The data were checked for outliers and data entry errors and then then analyzed with version 27 of the Statistical Package for the Social Sciences (SPSS) program. Frequencies and

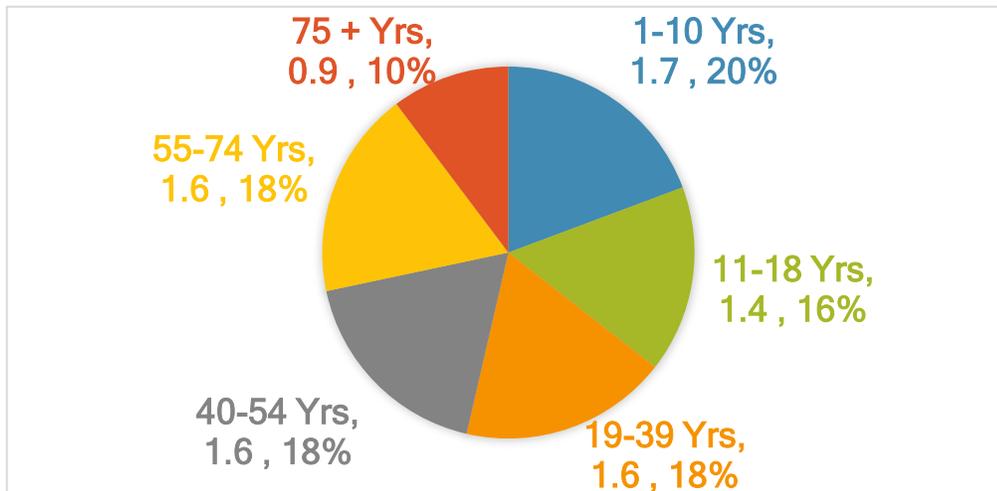
descriptive analyses were conducted, and follow-up analyses were done to better understand demographic factors that shaped peoples' support for the potential referendum scenarios.

## Description of the Sample

The park district encompasses all of Prospect Heights and a small portion of Arlington Heights, Mt. Prospect, and Wheeling. Thus, it is more difficult to establish the demographics of the park district since their boundaries are not contiguous with the city's boundaries. The park district has approximately 11,230 residents and 5,990 households. Over eighty percent of residents are white (82.5%), followed by approximately 10% Hispanic and 10% Asian. African Americans comprise about 1.5% of residents.

The mean age of the sample was 50, with a standard deviation of 15. This means the sample has a large proportion of adults 65 and older and middle-aged adults 35 and over. When asked how long respondents have resided within the Prospect Heights Park District, the average length of residency was 18.3 years. Seventy percent of the survey respondents were female, which is higher than the gender distribution of Prospect Heights' residents (roughly 47% female). However, females are more likely than males to complete household surveys. Thus, the gender distribution is similar to other surveys conducted by ORPR. The average household size was 3.4 and among household members, 20% are youth 10 and under, compared to 16% who are 11-18, 18% who are 19-39, 18% who are 40-54 and about 28% who are over 55 years old (Figure 1). Also, 83.6% (N=435) have voted in a local election in the last 5 years.

*Figure 1- Mean Number of People in Each Household by Age Group*

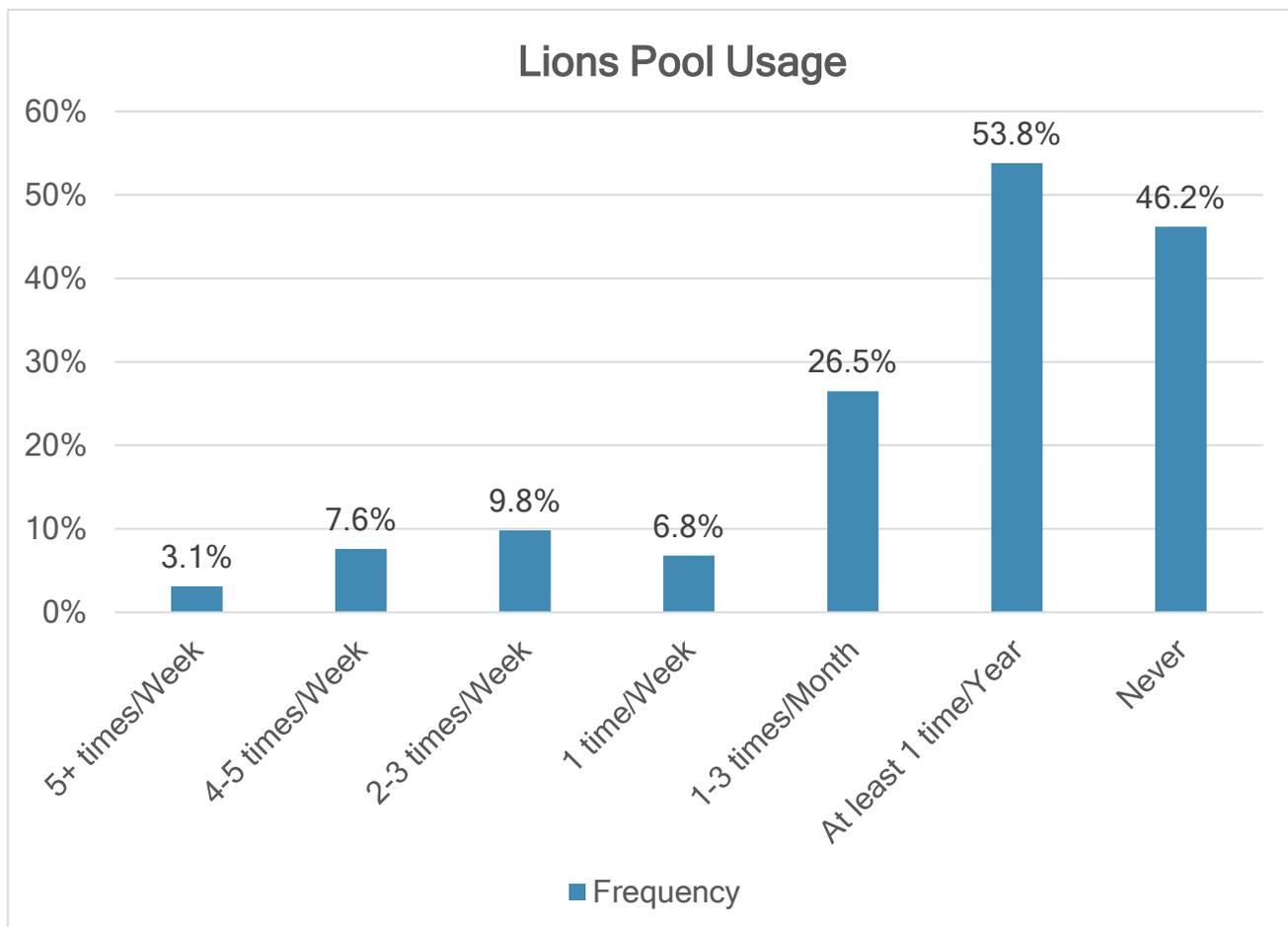


## Survey Findings - Lions Pool

### Lions Pool Visits

Respondents reported how often they and/or members of their family use Lions Pool over the summer. Over half (53.8%) of respondents used the pool at least 1 time during the summer. Of those who used the pool, 26.5% visited Lions Pool 1-3 times per month (N= 171), 6.8% visited about 1 time per week (N= 44), 9.8% visited two to three times per week (N=63), and 10.7% (N=49) visited 4 or more times per week. Almost half (46.2%; N=298) never visited the pool (Figure 2).

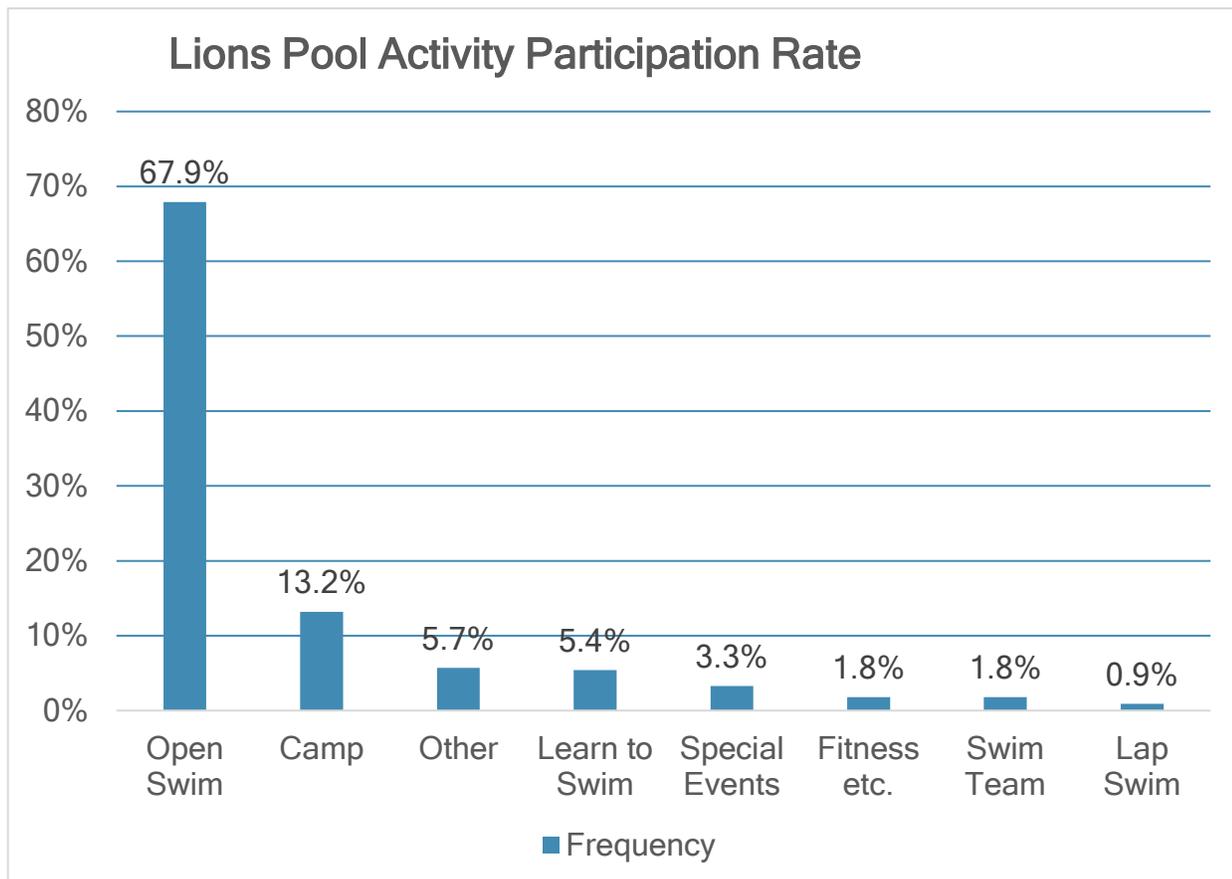
Figure 2- Frequency of Pool Visits



## Lions Pool Activity Participation

Respondents were asked what activities they and/or members of their family partake in when visiting Lions Pool. The main activity reported was Open Swim (67.9%; Figure 3). Other top responses included Camp (13.2%), Learn to Swim (5.4%), and Other (5.7%). Answers for the other category responses included socializing with others and lounging.

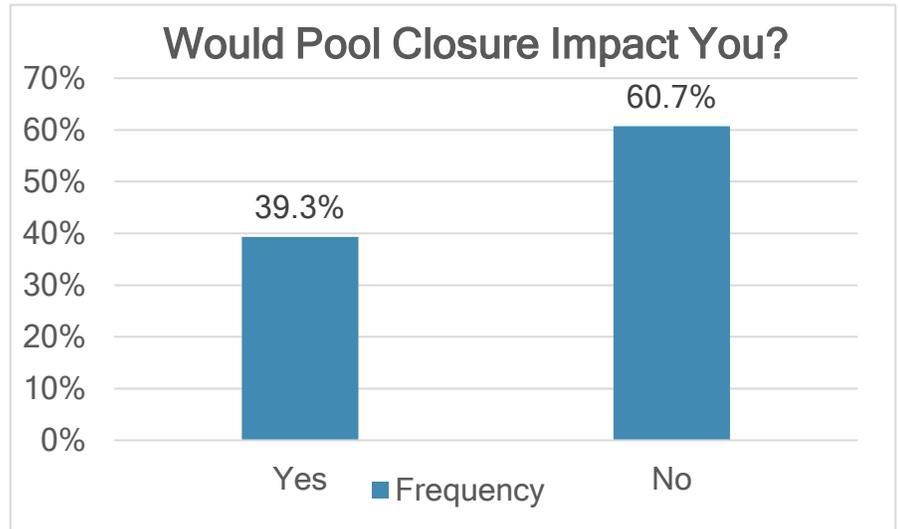
Figure 3- Frequency of Activity Participation



## Impact of Pool Closure on Residents

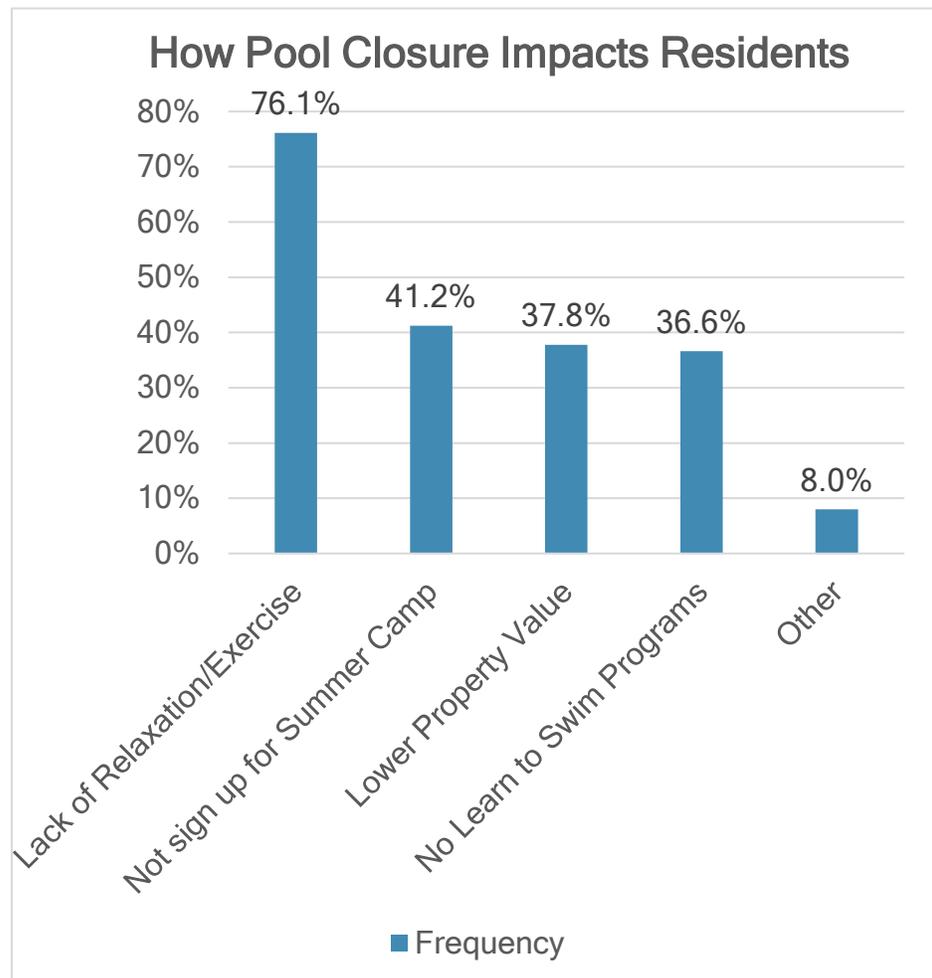
More than a third (39.3%; N=237) of respondents indicated that the closure of Lions Pool would impact them and/or their families (Figure 4). Almost two-thirds (60.7%; N= 366) indicated that the closure of Lions Pool would not directly impact them and/or their families.

Figure 4a- Would Pool Closure Impact You?



The 39.3% (N=237) respondents who answered “yes” the closure of Lions Pool would impact them, were then asked to check all the ways the pool closure would affect them (Figure 4b). The biggest impact reported was lack of a pool in the community for relaxation/exercise purposes. Responses also indicated that the closure of Lions Pool would reduce Summer Camp registration and eliminate a Learn to Swim Program, which 36.6% of respondents noted as important to them. Top “other” responses included a loss of community and loss of seasonal employment opportunities that Lions Pool provides.

Figure 4b- Impacts of Pool Closure?



## Support for Pool Replacement Options

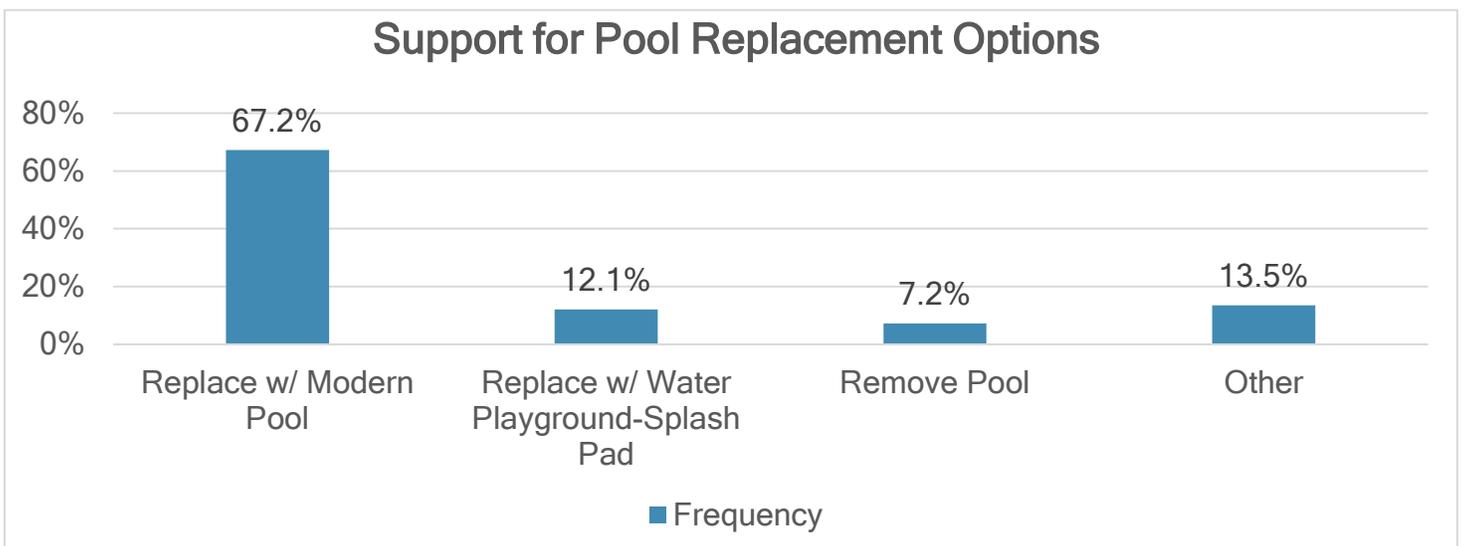
Respondents were asked which of the following pool replacement options they would be most likely to support: *“Replace Lions pool with a more modern pool design”*; *“Remove the existing pool and replace it with a water playground/ splash pad”*; *“Remove the existing pool”*; or *“Other”*.

Over two-thirds of respondents preferred the option to replace the pool with a more modern pool design, indicating a high level of interest from residents in improving the existing pool (Figure 6). Additionally, only 7.2% of respondents indicated that they would want the pool removed. These findings suggest PHPD residents value the pool. Even though nearly half of the respondents never use the pool and roughly 40% say the closure of the pool would not directly impact them and/or their families, the majority of respondents who would support the replacement of Lions Pool.

Only 12.1% of respondents suggested to replace the pool with a water playground/splash pad. While replacing the pool with a water playground/splash pad could reduce operating expenditures, these findings (alongside the activity participation findings on Page 8) suggest that this option would not meet residents’ needs.

Top “other” responses included interest in an indoor pool that could be used year-round and a combination of a pool and splash pad.

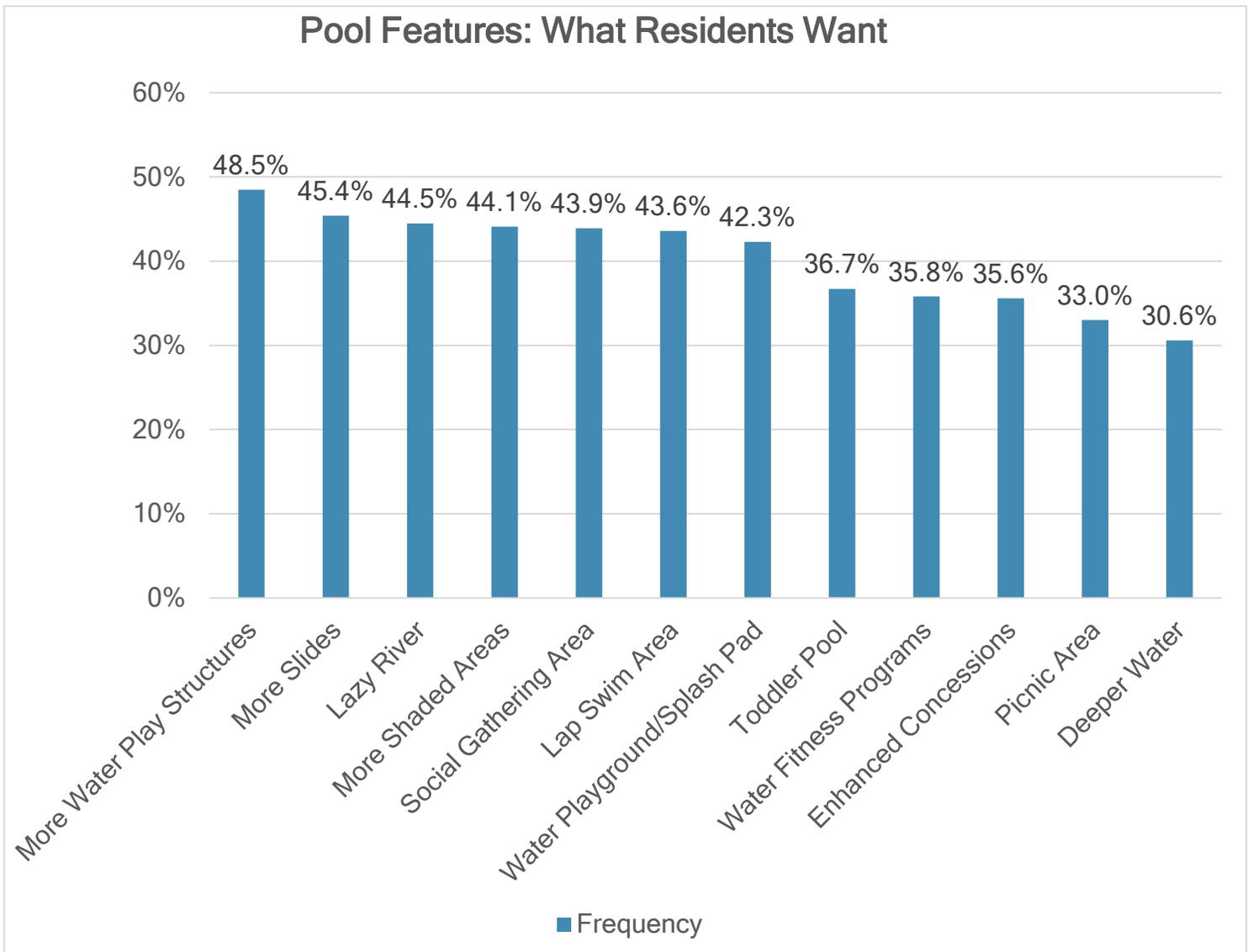
Figure 6- Support for Pool Replacement Options



## Preferences for New Pool Features

Respondents who favored the option to replace the existing pool with a more modern pool were then asked “*which of the following pool features would meet the needs of them, their families and the community?*” Among the 12 features listed in the survey, the top three features respondents would like the new pool to have are: more water play structures (48.5%), more slides (45.4%), and a lazy river (44.5%; Figure 7). Beyond the top three choices, a fairly high percentage of respondents also indicated interest in features including: shaded areas (44.1%), social gathering area(s) (43.9%), and a lap swim area (43.6%).

Figure 7- Pool Features Wanted by Residents



## Survey Findings - Rec Center

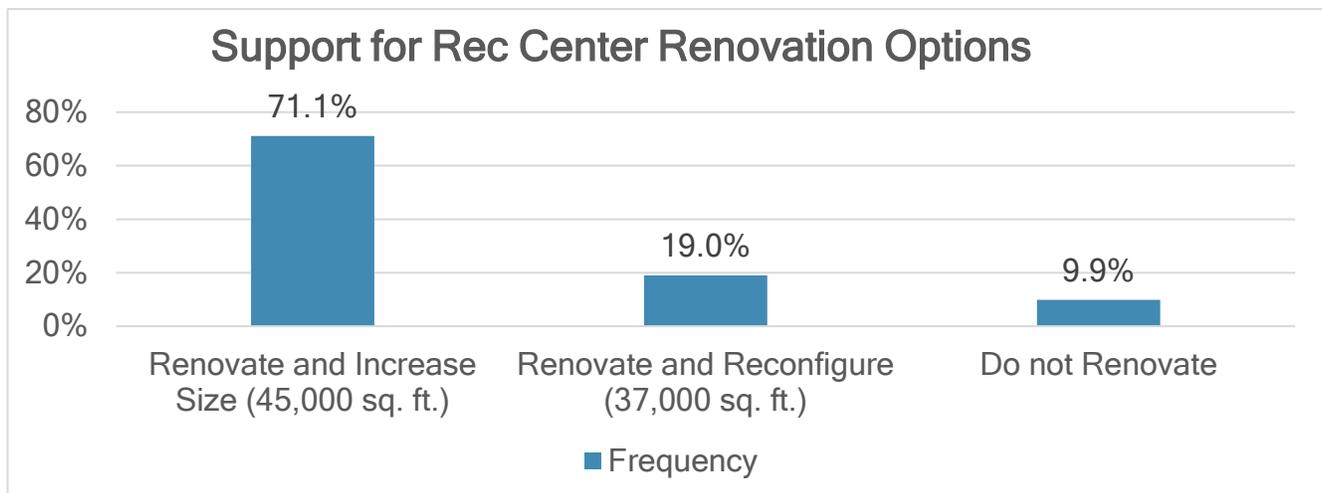
### Renovation and/or Expansion of Rec Center

Respondents were asked their opinions for three renovation options regarding the Gary Morava Recreation Center:

- 1) “renovate and increase the size of the existing Rec Center to be approximately 45,000 square feet to more effectively meet community needs”
- 2) “renovate the existing (approximately 37,000 square foot) Rec Center to modernize it, which would enable the Rec Center to meet community needs more effectively”
- 3) “do not renovate”

The majority of respondents (71.1%) supported the option to renovate and increase the size of the existing Rec Center, while 19% of respondents indicated they would prefer to renovate the Rec Center without expansion. Only 9.9% of respondents indicated they favor the option of not renovating the existing Rec Center. Thus, there is overwhelming support to renovate and expand the Rec Center.

*Figure 8- Rec Center Replacement Options*



## Impact of Rec Center Closure on Residents

Figure 9- Would Rec Center Closure Impact You?

More than half (54.7%; N=313) of respondents reported that closing the Rec Center would impact them and/or their family, while 45.3% (N=259) of respondents indicated that closing the Rec Center would not impact them and/or their family (Figure 9) .

Respondents who indicated that not having a Rec Center in their community would affect them (54.7%) were then asked to check the ways in which the lack of a Rec Center would affect them.

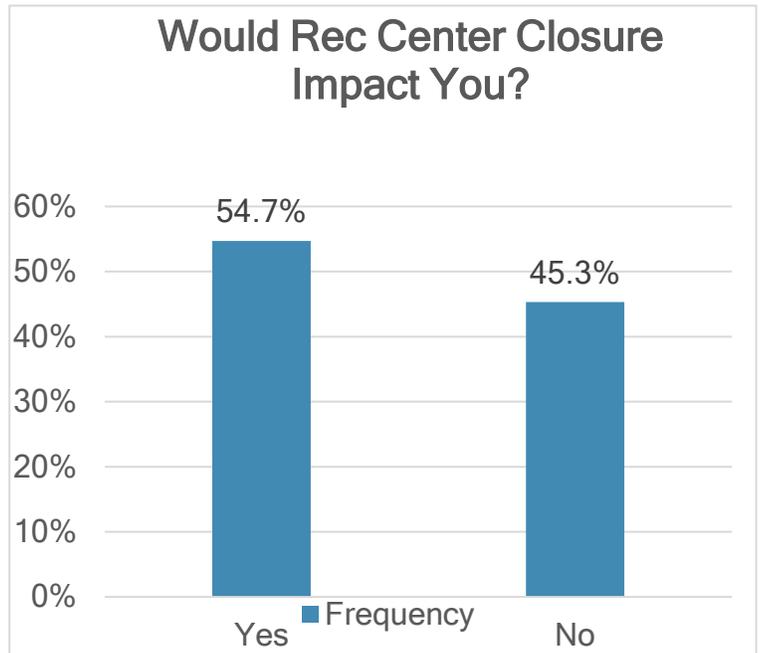
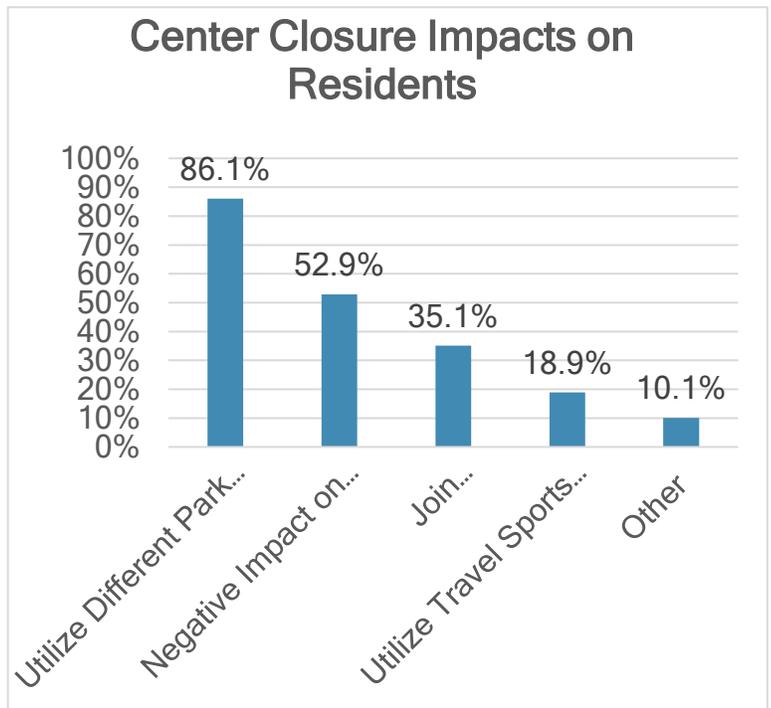


Figure 10- Rec Center Closure Impacts

Most (86.1%) reported they would have to utilize a different park district if the Rec Center was closed (Figure 10). Another 52.9% of respondents indicated that closing the Rec Center would negatively impact their home value. About one-third (35.1%) reported that closing the Rec Center would cause them to join a private/commercial fitness center. Other negative impacts included a loss of sense of community and connections, and loss of a meaningful place for youth (10.1%).

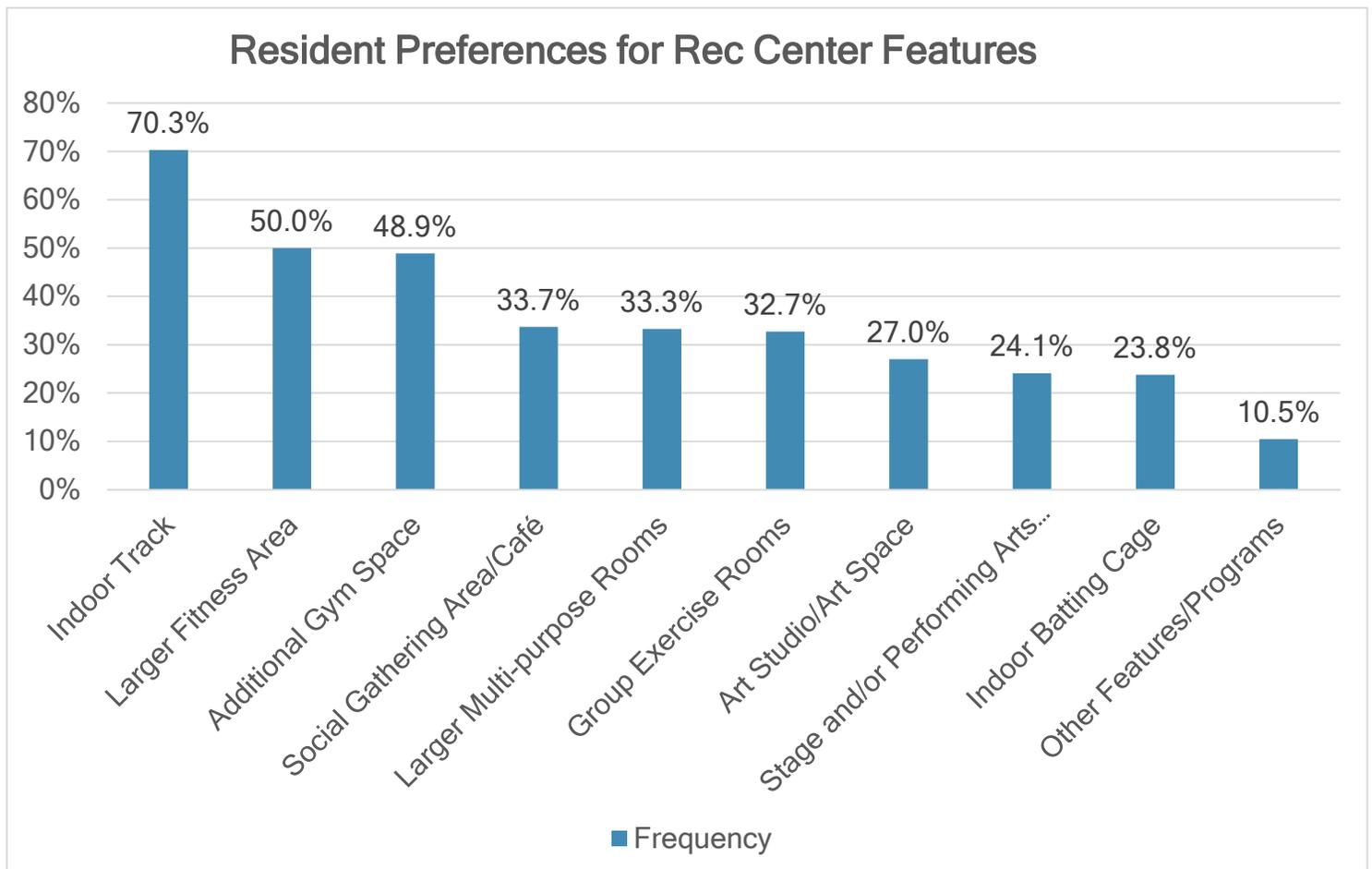


## Preferences for New Rec Center Features

Respondents were asked to choose facility features they would want to be included in a renovated/expanded Rec Center (Figure 11). The three most preferred facility features are an indoor track (70.3%), a larger fitness area (50.0%), and additional gym space (48.9%).

Beyond these top three choices, approximately one third of respondents indicated they would like the Rec Center to have features like a social gathering area/café (33.7%), larger multi-purpose rooms (33.3%), and group exercise rooms (32.7%). About 10.5% of respondents also indicated other features and programs they would like the Rec Center to have. Their top choices included an indoor/year-round pool and pickleball courts.

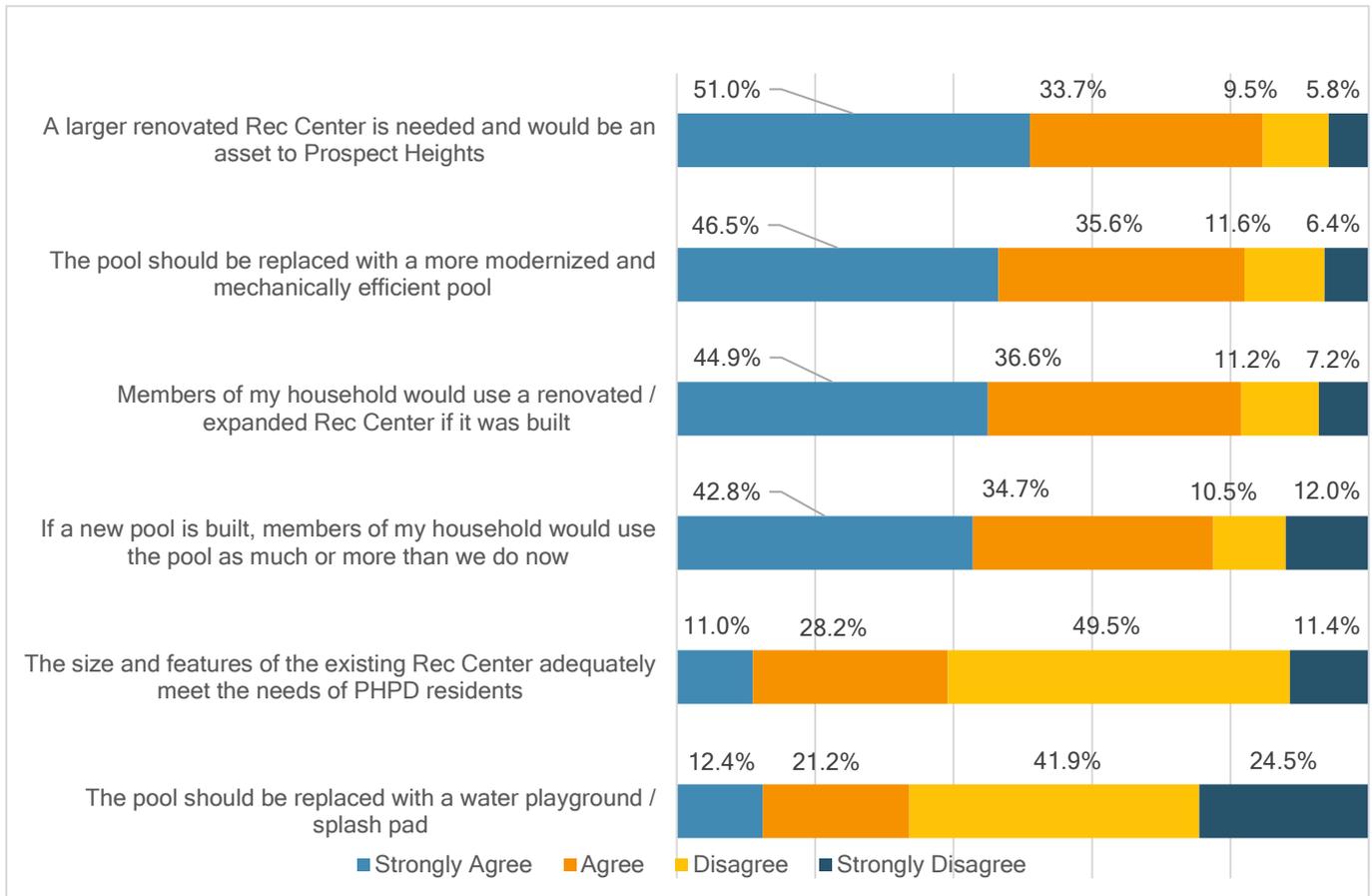
Figure 11- Rec Center Feature Preferences



## Facility Renovation and Expansion Opinions

The majority of respondents (84%) strongly agreed or agreed a “larger renovated Rec Center is needed and would be an asset to Prospect Heights” (Table 1). Most (over 80%) strongly agreed or agreed that “members of my household would use a renovated/expanded Rec Center if it was built.” However, most disagreed or strongly disagreed that the “size and features of the existing Rec Center adequately meet PHPD residents’ needs.” Similarly, over 80% of respondents strongly agreed or agreed that the “pool should be replaced with a more modernized and mechanically efficient pool” and 66% disagreed or strongly disagreed that “the pool should be replaced with a splash pad.”

Table 1- Facility Renovation/Expansion Opinions

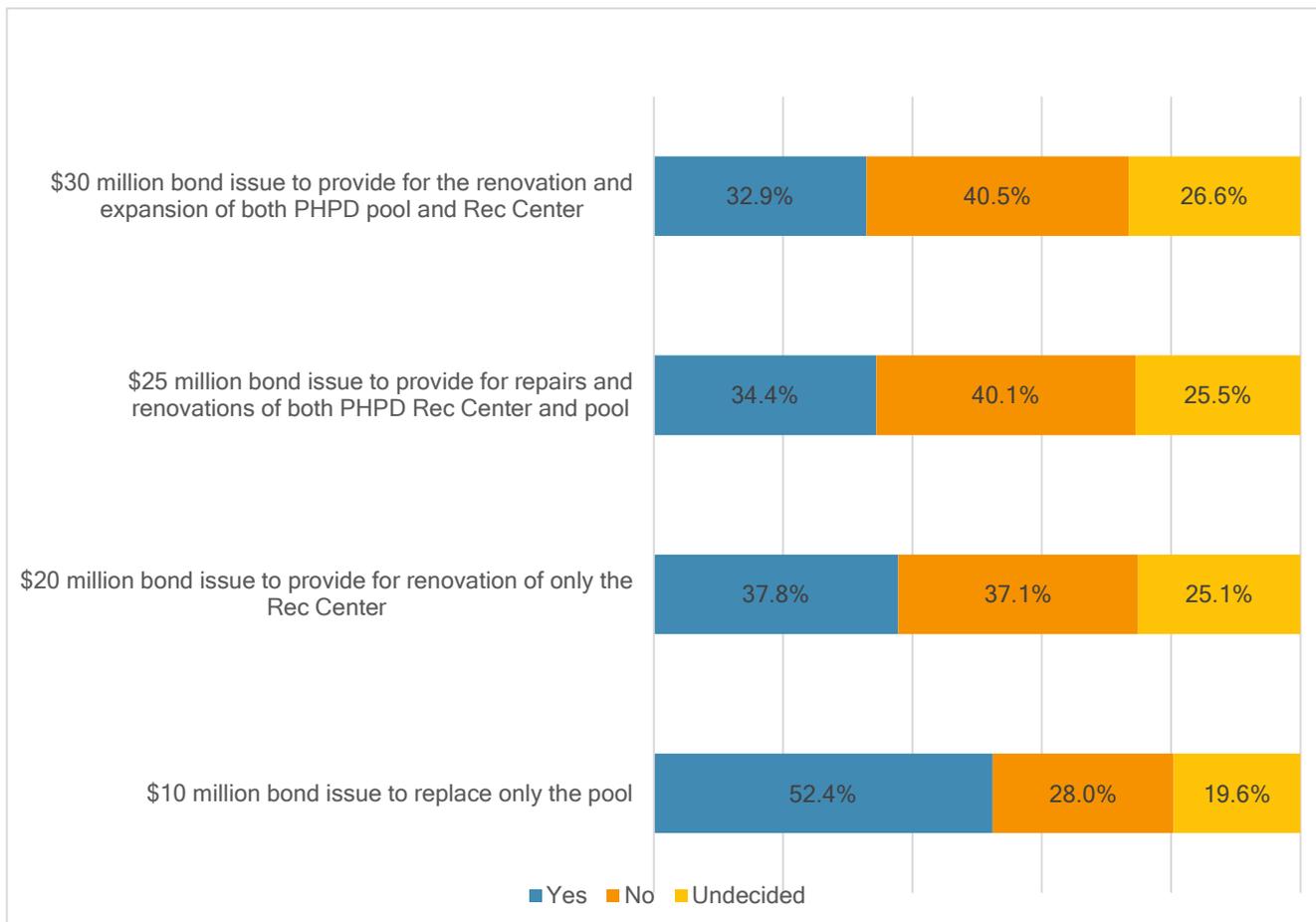


## Survey Findings - Referendum

### Support for Proposed Bond Referendum Scenarios

Respondents were asked if they would vote “yes”, “no” or if they were “undecided” regarding several funding scenarios for the Rec Center and Pool (Table 2). Overall, as the amount of the bond increased, support for the bond issue decreased. Over half (52.4%) of respondents indicated they would vote “yes” for a \$10 million bond referendum, whereas 37.8% indicated they would vote “yes” for a \$20 million bond. About one third (34.4% and 32.9% respectively) indicated support for a \$25 and \$30 million funding scenarios. It should be noted that the differences between the \$20 and \$30 million “yes” votes is relatively small and the difference for the “no” votes is even smaller. About a quarter of respondents said they are “undecided” for the \$20, \$25 & \$30 million funding options.

*Table 2- Support for Proposed Bond Referendum Scenarios*

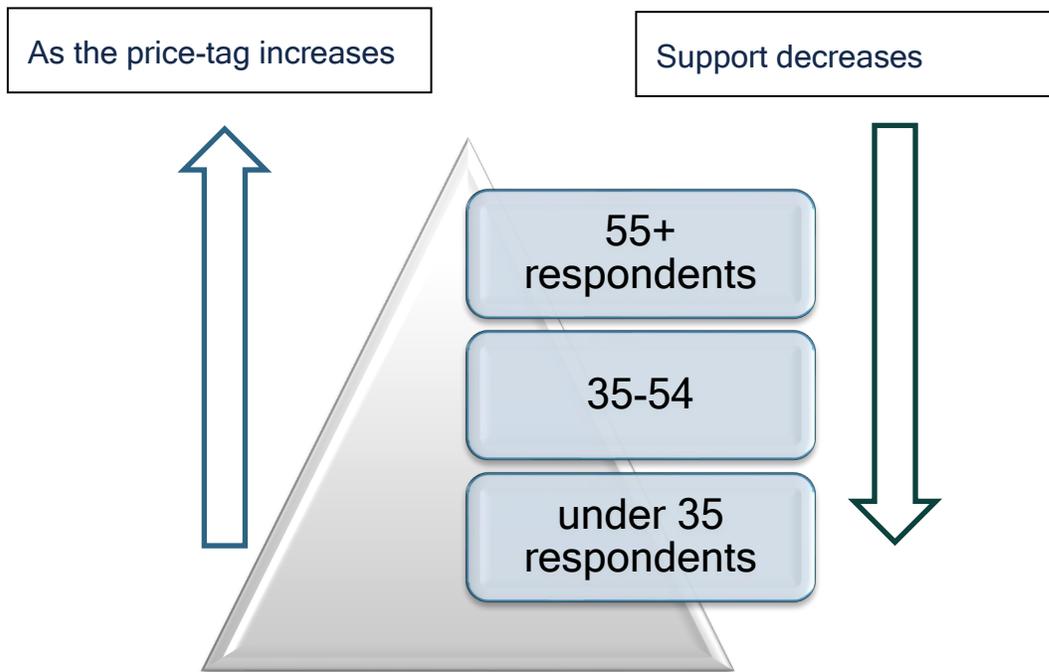


## Referendum Opinions by Age Group

Overall, as age increased, support for the bond referendum decreased, with a few notable exceptions (Figure 12). Respondents who are 55-74 were significantly less likely to vote “yes” for the \$30 Million bond issue and the 75 and older respondents are the least likely to vote for the \$30 Million funding option. Approximately 26 to 36 percent of respondents indicated they are “undecided.” However, only 18% of the 55-74 age group noted they are “undecided.” In this case, 55% of this age group say they would vote “no” for a \$30 million bond issue. These results are similar for the \$25 Million funding scenario.

However, almost half (46% and 56%) of the 45-54 age group indicated they would vote “yes” for the \$20 and \$25 million referendums respectively. As the price tag goes down (\$20 or \$10 million), “yes” votes remain more stable among the older age groups. There are between 22 to 30 percent of respondents who are “undecided” about the \$20 million bond issue and between 15 to 22 percent of respondents who are “undecided” about the \$10 million bond issue.

Figure 12- Referendum Opinions by Age



## Referendum Opinions by Years Lived in the District

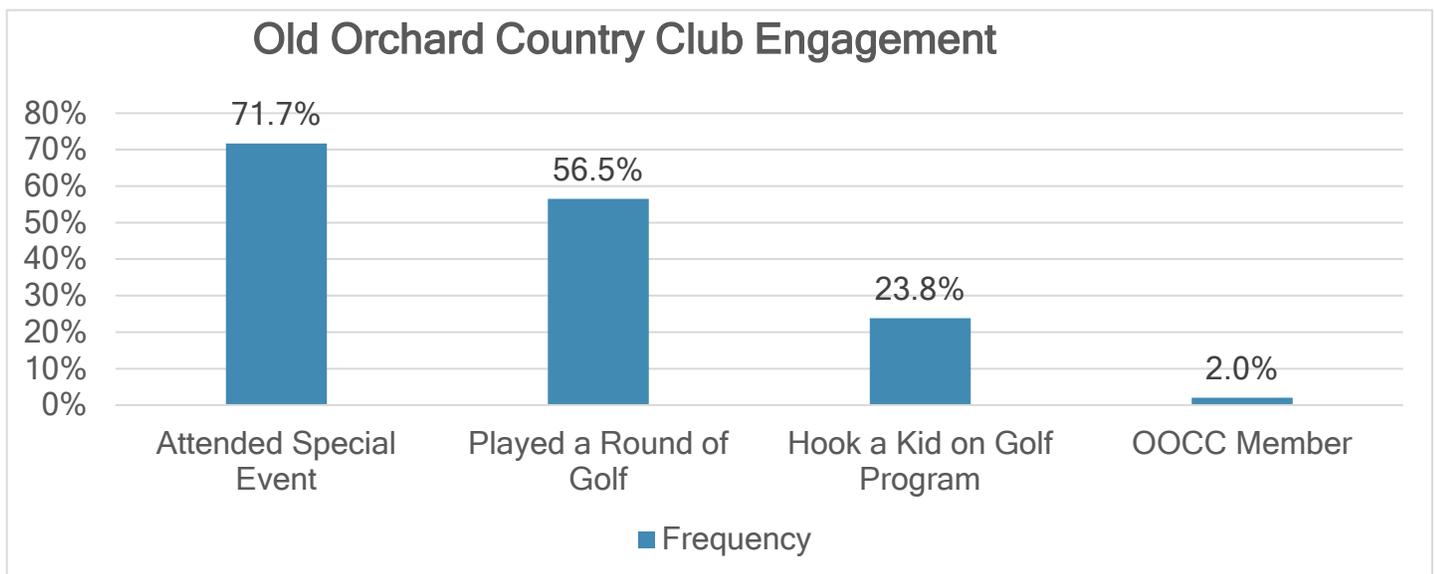
As expected, as years lived in the Prospect Heights Park District increased, support for voting “yes” for the referendum funding options decreased. This was consistent across all four funding options presented for input. This finding is also consistent with similar parks and recreation surveys coordinated by the Office of Recreation and Park Resources. Generally, findings suggest that the longer one lives in a district/community, the less likely they are to say they will vote “yes” for a bond referendum. In part, this may be due to feeling tax burdened and/or they may not utilize parks, programs and services, as frequently now compared to when they were younger and perhaps raising families within the community.

## Survey Findings - Additional Questions

### Old Orchard Country Club Engagement

Respondents were asked if they participated in and/or were involved in a variety of events at Old Orchard Country Club (Figure 13). More than two-thirds of respondents (71.7%; N=210) attended events such as golf outings, weddings, and bridal showers. Playing a round of golf was engaged in by 56.5% (N=166), and 23.8% (N=70) mentioned they or someone in their household had participated in the Hook a Kid on Golf program. Only 2% (N=6) responded they were members of the Old Orchard Country Club.

Figure 13- Old Orchard Country Club Engagement



## Program Engagement and Opinions about Programs

In general, park district programs are well attended and received by respondents, especially the Summer Camp program, KinderSTOP, Kids Day Off, Star Studio Dance, and Pre School (see charts in Appendix C). These programs also received overwhelmingly positive evaluations. The most popular sports programs among respondents were basketball, baseball and soccer. Respondents also evaluated these programs positively with the vast majority reporting they are good to excellent.

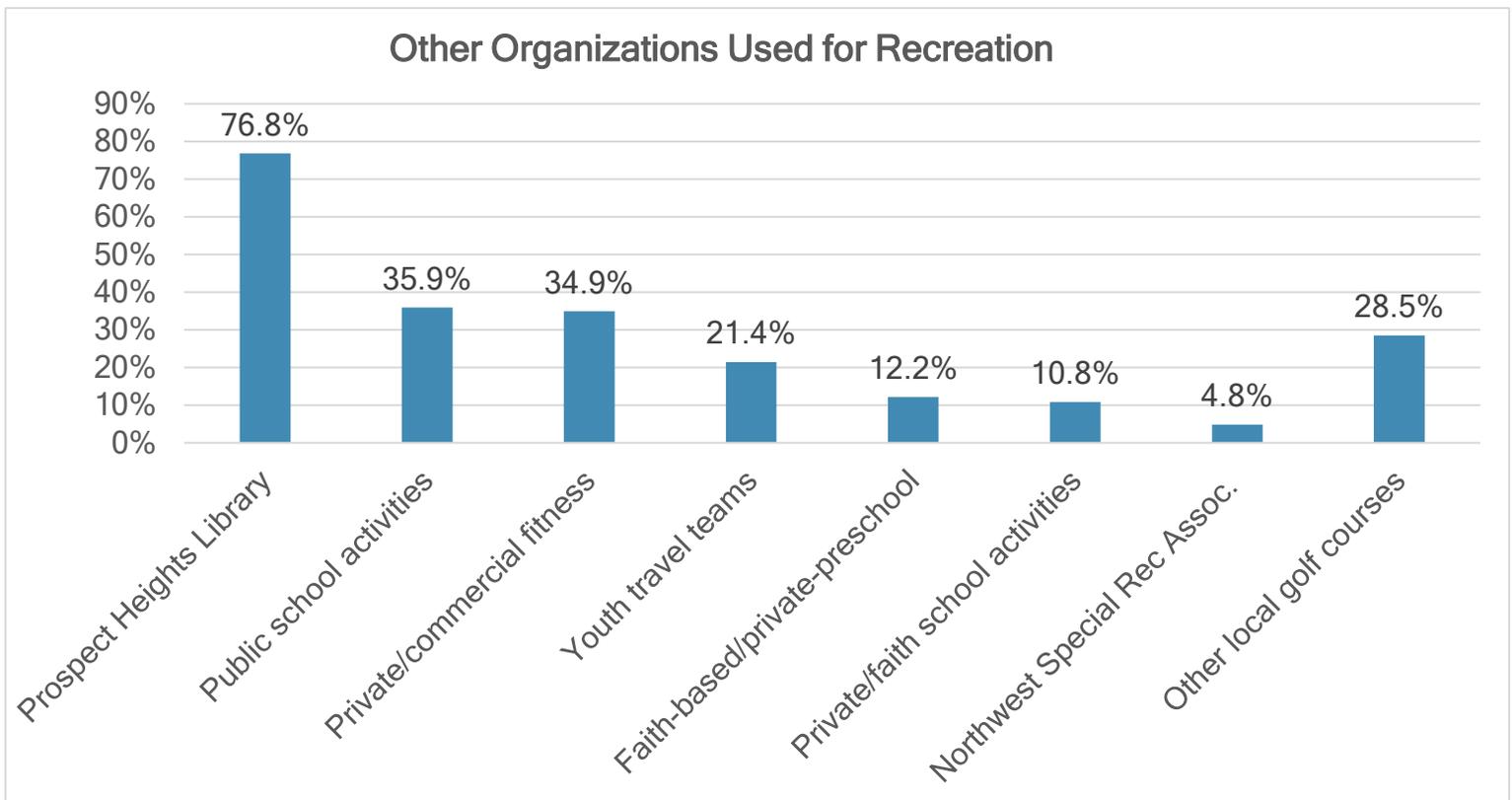
Adult and family programs were not as popular as youth and sport programs. However, nature programs were engaged in most frequently with fewer people stating they participate in senior trips, family/archery, square dancing, bunco and bridge club. Most people rated these programs from excellent to good. One hundred and sixty-two people stated they use the fitness center and 126 reported they attend open gym. Fewer people engaged in racquetball, Jazzercise, pickleball, and other fitness programs (e.g., Zumba, yoga). Generally, all fitness programs were highly rated as excellent or good, however more people (N=47) rated the fitness center as fair and some (N=14) rated it as poor. Special events were well attended by respondents followed by birthday parties, room rentals, tennis and martial arts. These programs were also positively evaluated by respondents. Programming seems to be an area where PHPD shines.

*Charts showing program participation and satisfaction within programs are provided at the end of this report in Appendix B.*

## Organizations Residents use for Recreation

Respondents were asked what other organizations their household uses for recreation (see Figure 14). The vast majority (76.8%) of respondents answered they use the Prospect Heights Library, 70% answered other park districts, 35.9% answered public school activities, 34.9% answered private or commercial fitness facilities, and 21.4% answered youth travel teams. The top responses from the “other” category included the Chicago Botanical Gardens and Rob Roy Golf Club.

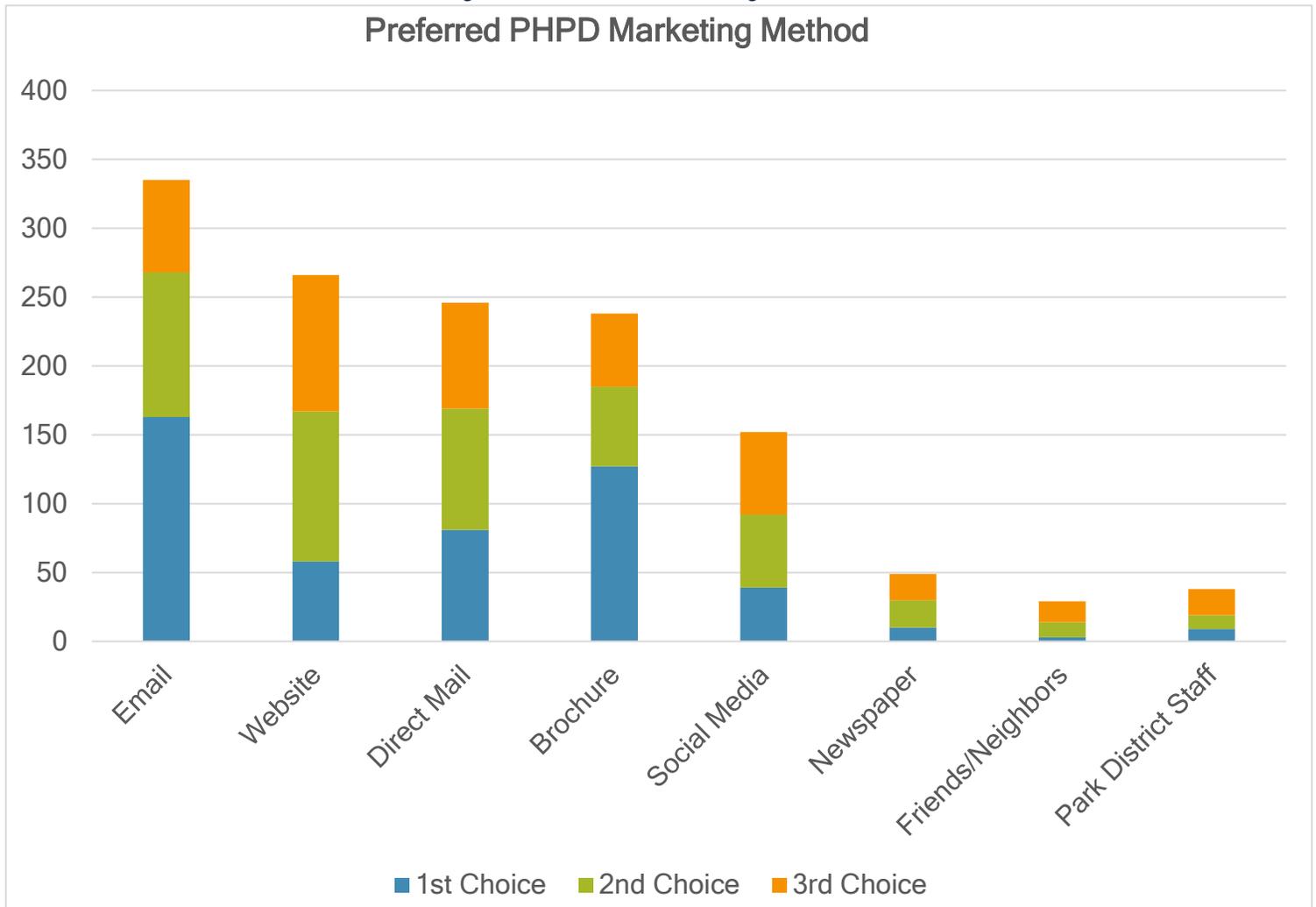
Figure 14- Other Organizations Used for Recreation



## Preferred Methods of Staying Informed of PHPD Programs

Respondents reported their preferred methods of keeping informed of PHPD programs (Figure 15). They were asked to select their top three preferences. Top choices (1<sup>st</sup> to 3<sup>rd</sup> choice) included Email (N=335), website (N=266), direct mail (N=246), brochure (N=238), and social media (N=152). This suggest that a majority of respondents prefer to receive information via email using electronic devices and the Internet. Relatively few respondents indicated they prefer getting information from the newspaper, friends/neighbors and the park district staff. Also worth noting, even though brochures ranked fourth in total number of responses, they ranked second among respondents' most preferred option.

Figure 15- Preferred Marketing Method



# Survey Findings – Open-Ended

Open-ended feedback was provided at the end of the survey. This data is summarized below and presented in detail in an addendum report. Below is a brief summary of findings from the open-ended questions.

## **Lions Pool:**

Over 40 comments were made about Lions Pool. Many suggested a newer pool and mentioned how much they have valued the pool over the years for different reasons (e.g., learn to swim, camp, lap swim, community). Many people commented that the pool is outdated and some mentioned they visit other park district pools. Some suggested an indoor pool and a pool design that is better suited for lap swimming.

## **Programming and Special Events:**

Several respondents mentioned how much they value summer camp and KinderSTOP. A few people mentioned the park district should schedule programs at times that are most convenient for families with dual and/or single earners such as planning programs after work hours. Several respondents requested that gymnastics be offered and they requested more access to pickleball. Respondents commented on the need to update the Rec Center and the desire for more programs for youth and seniors. Two respondents would like the tennis courts updated. People mentioned they enjoy special events such as Spookfest. In general, there seems to be interest in more special events - although few people commented on them.

## **Financial Aspects of the Park District:**

Many of the open-ended comments focused on concerns about raising taxes for facility renovations and/or replacement. Some respondents are concerned about current taxes and ask questions to clarify how the park district financially plans for renovations.

## **Community:**

Many respondents commented on how important the park district is to their family and the important role it has played in their family's lives over the years. They expressed a desire to continue to have access to parks and affordable recreation programs. Several mentioned that

they appreciated the small town feel of the park district and the sense of community the park district offers to residents.

### **Staff:**

Recreation staff is an area where the park district excels. Many people complimented the recreation staff. The compliments were for a variety of staff including the sports and swim lessons to the camp. One respondent mentioned a need to reduce cell phone use among staff, but in general, there is a lot of enthusiasm for recreation and administrative staff.

### **Facilities and Parks:**

Many people stated how much they have valued the facilities over the years, but recognize the facilities should be updated. Several people requested an indoor walking track and at least one other mentioned the tennis courts should be re-done. Residents also offered input on the parks. Several people mentioned Kiwanis Park needs updating and another respondent suggested the district expand the natural areas and nature trails.

## Conclusions and Recommendations

The findings from this survey offer insights about park district residents' behaviors, opinions and preferences regarding the Rec Center, Lions Pool, and Old Orchard Country Club. There is support among respondents for renovating and expanding the Rec Center. Doing so should enable the facility to meet residents' recreational needs and preferences. There is also support for a bond referendum, although fewer respondents indicated they would vote "yes" for the more expensive \$25 and \$30 million funding options. While respondents are supportive of replacing Lions Pool, they are less willing to pay for the pool to be replaced. Old Orchard Country Club is a popular destination for events and playing a round a golf. However, only 2% of respondents said they have a membership to the club. More specific conclusions and recommendations are outlined below.

### 1) Support to renovate and expand the Rec Center

There is support from respondents to renovate and expand the recreation center to 45,000 square feet. Over half (51%) agreed a larger renovated Rec Center is needed and would be an asset to the park district and few respondents (29%) agreed the current Rec Center meets residents needs in size and features.

In particular, respondents prefer that an indoor track is added to the center and they would like a larger fitness center. They are also keen to have more gym space, larger multi-purpose rooms and a social gathering space. While more dance studio space was not high on the list, this may be due to the fact that dance is a program that appeals to a specialized user group. The same is evident for people interested in adding indoor batting cages.

### 2) Support for replacing the pool - especially among users

About 2/3rds of respondents indicated they support replacing the pool, but support for the pool was not as strong as for the Rec Center (71%). Moreover, only 39% of respondents indicated closing the pool would negatively affect them or their household. However, almost 44% of respondents agreed that they would use a new pool as much or more than they use the current pool. Thus, support for a new pool is mixed.

### **3) Support for the \$10 Million funding scenario and maybe more**

Over 50% (52%) reported they would vote “yes” for a \$10 million bond referendum. However, there was less support (32% for \$30M, 34% for \$25M, and 37% for \$20M) for the other funding scenarios. However at least 20-25% are undecided, which creates an opportunity to educate this group on the benefits of a larger, more extensive renovation. Since a quarter of respondents (for the \$20, \$25, and \$30 million options) indicated they are “undecided” and 39% are “undecided” for the \$10 million option, an educational strategy could be effective to increase the proportion of residents who will vote “yes”. This is especially important since 84% of respondents reported they voted in a local election in the last five years.

Moreover, an educational campaign is important to neutralize the “no” votes, decrease “undecided” votes and increase “yes” votes among residents.

### **4) Summer Camp and KinderSTOP programs**

KinderSTOP and Summer Camp are popular programs within the park district. As such, renovations and expansions to the Rec Center should keep in mind facilities needed for those programs to run effectively and smoothly. One consideration is that many people mentioned swimming is an important component of satisfaction with Summer Camp and a draw for people interested in participating in camp. If the pool is not replaced, an adequate substitute should be identified, since some respondents indicate that swimming adds to their camp experience. Should School District 23 consider implementing a full-day Kindergarten program and include additional early childhood resources, the PHPD preschool and KinderSTOP programs may be impacted, which in turn impacts program spaces. Rather than preschool and KinderSTOP spaces with smaller classrooms, larger multi-purpose rooms could be added to the facilities. These larger multi-purpose rooms would be available for rental, which provides an additional source of revenue for the Rec Center.

### **5) A strong educational campaign should be developed and implemented**

Considering there is support for renovating and expanding the Rec Center, there is mixed support for replacing the pool, and reticence to vote “yes” for the more expensive bond referendums, a strong educational public relations campaign should be developed and implemented. This campaign should be developed from the findings and recommendations of this survey and the focus groups and community input sessions that preceded the community

survey. Educating residents on the benefits of the renovation and expansion of the Rec Center for their households and the community should be emphasized. The additional annual costs to property taxes should be translated in practical and relatable ways such as \$300 per year is less than \$1 per day (based on a home with an estimated value of \$284,300) to benefit you, your family and community's health and well-being. The messages in the campaign could also emphasize the value of prevention for health and well-being and giving youth and families a safe, affordable, and quality place for health, fitness, recreation, arts, and sport. Another benefit is making the community an attractive place to live - thus attracting more families to the district. Moreover, benefits can highlight that investment now will ensure the district has a quality facility for all for many years to come. Also, a membership to a new and expanded community Rec Center would likely be less costly and more convenient than a private/commercial center or another park district's facility. All of these messages can be supported with facts that are communicated to residents. ORPR can assist with this effort in a limited manner if there is interested by the park district board and staff.

## Conclusion

Findings from this study and other stages of the facilities planning process are key to forming a strategy to move forward to the next step of the facilities project. While there is support for a Rec Center renovation and expansion, the park district should discuss the need for the pool and consider how they want to proceed. Taking the pool out of the bond referendum may help increase support for the renovated and expanded Rec Center, but it also may make some programming less appealing and available in the community (e.g., learn to swim, lap swim, swim team). Thus, a careful plan is required as the district begins to contemplate a bond referendum in the future.

# Appendices

## Appendix A: Resident Survey

### PLEASE COMPLETE AND RETURN BY NOVEMBER 30, 2021

Greetings! The Prospect Heights Park District (“PHPD”) needs your input on Lions Pool and the Gary Morava Recreation Center.

Please complete the following survey, which will take about 5-10 minutes to complete. You can also complete the survey online: <https://tinyurl.com/phparks-future-planning>

You may also bring or mail your completed survey to Gary Morava Recreation Center, 110 West Camp McDonald Rd., Prospect Heights, IL 60070 by **November 30, 2021**

### BACKGROUND AND PURPOSE OF THE SURVEY

The outdoor pool located at Lions Park adjacent to the Gary Morava Recreation Center (“Rec Center”) was built by the local Lions Club in 1955. The pool was rebuilt in 1976 and renovated in 1996. The Rec Center was built in 1976 with an addition to the facility in 1993. Both the pool and Rec Center are nearing the end of their useful and mechanical lifespans. Moreover, the community’s recreation needs and preferences have changed significantly. Therefore, PHPD is examining the feasibility of renovating or replacing both facilities. A variety of options are being explored and the PHPD would like your input on facility preferences and funding options.

Please answer the following questions regarding the pool and Rec Center. When you answer the questions, please consider you and your family’s use of these facilities over the years you have resided within the PHPD boundaries. Since COVID-19 has affected PHPD operations during the last two years, please think about your use and opinions regarding PHPD facilities over the last 5 years or so.

Your answers are confidential and only grouped data will be presented in a report that summarizes the results of this survey. Everyone who completes the survey will have the option to submit their email address to receive one of six \$50 Target gift cards. If you choose to submit your email, you will also receive a summary report of the findings of this survey. The findings will also be posted on the PHPD website.

We appreciate your input!

## SURVEY

### Questions about Lions Pool

PHPD is considering options to renovate or replace the pool as the community's recreation needs and preferences have changed significantly since the pool was initially built.

1. During the summer, on average, how often have you and/or members of your household visited Lions Pool? Please mark one answer below.
  - Never
  - 1-3 times per month
  - Once per week
  - 2-3 times per week
  - 4-5 times per week
  - More than 5 times per week
  
2. What types of activities do you and members of your household do when you have visited Lions Pool? Please check all that apply.
  - Open swim
  - Lap swim
  - Learn to swim programs
  - Fitness and other programs
  - Swim team
  - Camp
  - Special events
  - Other (please specify):  
\_\_\_\_\_
  
3. PHPD is considering options for replacing Lions Pool since it is nearing its useful life expectancy both structurally and mechanically. Which of the following options would you and members of your household be most likely to support?
  - Replace Lions Pool with a more modern pool design
  - Remove the existing pool and replace it with a water playground / splash pad
  - Remove the existing pool
  - Other (please explain):  
\_\_\_\_\_

4. If you answered that you prefer the existing pool to be replaced with a more modern pool, what features would you like the pool to have that would best meet the needs of you, your family and the community? Please check all that apply.
- Toddler pool
  - More slides
  - More water play structures (fountains, interactive play structures)
  - Lap swim area
  - Water fitness programs (e.g. water walking, water aerobics)
  - Current channel
  - Social gathering area for hanging out
  - Picnic area
  - Enhanced concessions area
  - More shaded areas
  - Deeper water
  - Water playground/splash pad
5. If no funding were available, and facility repairs became cost prohibitive and/or pool failure occurs due to other unforeseen problems, would the closing of the pool impact you and/or members of your household in any way?
- Yes
  - No
6. ***If you answered yes above, please check all the ways you/your family would be impacted by not having a pool in your community.***
- No nearby learn to swim and other programs (e.g., swim team)
  - Lack of a community pool for relaxation and/or exercise
  - Potential negative impact on the value of my home
  - Without camp swim, I would not sign up for summer camp
  - Other (please specify):  
\_\_\_\_\_

### Questions about Gary Morava Recreation Center (“Rec Center”)

PHPD is considering options to renovate/expand or replace the Rec Center because the community’s recreation needs and preferences have changed significantly since the Rec Center was initially built 45 years ago. Currently, the Rec Center is approximately 37,000 square feet.

7. The architecture and planning firm working with PHPD has suggested various options for the renovation and/or expansion of the Rec Center. Which of the following options do you and members of your household prefer?
- Renovate the existing approximately 37,000 square foot facility to modernize it, which would enable the Rec Center to meet community needs more effectively (i.e., reconfigure the space to be more efficiently laid out).
  - Renovate and increase the size of the existing facility to be approximately 45,000 square feet to more effectively meet community needs (i.e., add a second gym, increased multi-purpose room space, add 2nd floor walking track, increased performing arts space).
  - Do not renovate
8. A renovation and/or expansion of the Rec Center would enable the PHPD to provide facility features that do not exist in the current facility. Below is a list of features that could be included in a renovated/expanded Rec Center. Of this list, please check all of the facility features you would want included in a renovated/expanded Rec Center.  
Now, please rank your top four (4) choices in order from most important to least important:

*(Rank 1-4)*

- \_\_\_\_\_ Additional gym space (that can be used for multiple activities)
- \_\_\_\_\_ Indoor track (for jogging/walking etc.)
- \_\_\_\_\_ Social gathering area /Café
- \_\_\_\_\_ Larger fitness area (cardio machines, free weights, resistive, stretching areas)
- \_\_\_\_\_ Larger multi-purpose rooms for a variety of programs
- \_\_\_\_\_ Group exercise rooms
- \_\_\_\_\_ Stage and/or dedicated performing arts space
- \_\_\_\_\_ Art studio / dedicated art space
- \_\_\_\_\_ Indoor batting cage
- \_\_\_\_\_ Other desired features or programs (please explain):  
\_\_\_\_\_

9. If no funding were available, and facility repairs became cost prohibitive, would the closing of the Rec Center impact you and/or members of your household in any way?

- Yes  
 No

10. *If you answered yes above, please check all the ways you/your household would be impacted by not having a Rec Center in your community.*

- Utilize a different park district  
 Utilize travel sports teams  
 Join a private/commercial fitness club  
 Potential negative impact on the value of my home  
 Other (please specify):  
 \_\_\_\_\_

11. Below are several statements that represent various opinions regarding the proposed renovation or expansion of the Rec Center and proposed feasibility of replacing the pool. Please indicate by checking the appropriate box, how much you agree or disagree with the following statements.

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree
A larger renovated Rec Center is needed and would be an asset to Prospect Heights.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Members of my household would use a renovated / expanded Rec Center if it was built.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The size and features of the existing Rec Center adequately meet the needs of PHPD residents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The pool should be replaced with a more modernized and mechanically efficient pool.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The pool should be replaced with a water playground / splash pad.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If a new pool is built, members of my household would use the pool as much or more than we do now.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Funding Options for the Rec Center and Pool

A bond referendum is a ballot question asking voters if they agree to authorize an entity to issue bonds to increase revenue for a project. In this case, asking voters if they agree to authorize PHPD to issue bonds to increase revenue for the pool and/or the Rec Center.

12. Below are various potential referendum funding scenarios for you to consider. Please review each scenario and answer the questions by checking the box that corresponds with your answer.

Statement	Yes	No	Undecided
Would you approve a \$30 million bond issue to provide for the renovation and expansion of both PHPD pool and Rec Center? The estimated property tax increase would be about \$377 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you approve a \$25 million bond issue to provide for repairs and renovations of both PHPD Rec Center and pool? The estimated property tax increase would be about \$314 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you approve a \$20 million bond issue to provide for renovation of only the Rec Center? The estimated property tax increase would be about \$252 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you approve a \$10 million bond issue to replace only the pool? The estimated property tax increase would be about \$125 per year and for 25 years to a taxpayer whose estimated home value is \$284,300	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Questions about PHPD Program Participation and Satisfaction

13. What types of activities do you and members of your household do when you have visited the Rec Center? Please check all that apply.

	Have you Attended?		Overall Evaluation of Programs			
			Excellent	Good	Fair	Poor
<b>YOUTH PROGRAMS</b>						
KinderSTOP	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative Kids Preschool	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Summer Camp	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kids Day Off	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Star Studio Dance Program	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Youth Program (e.g. Magic Class, Science Lab)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>YOUTH SPORTS</b>						
Basketball	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volleyball	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Baseball	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Softball	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archery	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floor Hockey	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soccer (outdoor and/or indoor)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Track and Field/Fitness	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports Clinics and Training (hoop4health, soccer, etc.)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER SPORT PROGRAMS</b>						
Tennis	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tae Kwon Do	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ADULT/FAMILY PROGRAMS</b>						
Square Dancing	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bunco	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bridge Club	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nature Programs (bird walk, wildflowers)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family Archery	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senior Trips	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>FITNESS PROGRAMS</b>						
Silver Sneakers and Renew Active	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness Center	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Racquetball	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jazzercise	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power Pilates	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickleball	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yoga	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Zumba	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open Gym	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER PROGRAMS</b>						
Special Events (Summer Block Party, Spookfest etc.)	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Birthday Parties	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room Rentals	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Old Orchard Country Club (“OOC”) is a PHPD facility. Please check all that apply.

Have you and/or are you a:

- Member of OOC
- Played a round of golf
- Hook a Kid on Golf program participant
- Attended an event (golf outing, wedding, bridal shower, special event)

15. In addition to PHPD, what other organizations do you and members of your household use for recreation? Please check all that apply.

- Another local park district
- Faith-based/Private-preschool
- Youth travel teams
- Private/commercial fitness facilities
- Prospect Heights Library
- Northwest Special Recreation Association activities
- Public School based sports/activities
- Private/Faith-based school sports/activities
- Other local golf courses
- Other agencies (please specify): \_\_\_\_\_

16. What is your preferred method of keeping informed of PHPD programs, services and facilities? Please rank from 1 to 3 your preferences, with 1 being the most desired method of receiving information.

(Rank 1-3)

- \_\_\_\_\_ Brochure
- \_\_\_\_\_ Newspaper
- \_\_\_\_\_ Park District Staff
- \_\_\_\_\_ Direct Mail
- \_\_\_\_\_ Friend/Neighbor
- \_\_\_\_\_ Social Media (e.g., Facebook, Twitter, Instagram)
- \_\_\_\_\_ Website
- \_\_\_\_\_ E-Mail
- \_\_\_\_\_ School electronic newsletter
- \_\_\_\_\_ Other (please explain): \_\_\_\_\_

17. How many years have you resided in PHPD boundaries? \_\_\_\_\_ Years

18. What is your age in years? \_\_\_\_\_ Years

19. What is your gender identity?

- Male
- Female
- Non-binary
- Prefer to describe:  
\_\_\_\_\_
- Prefer not to answer

20. Including yourself, how many people are in your household? \_\_\_\_\_  
People

21. How many people in the following age groups reside in your household?

<i># of People</i>	<i>Age Group (in years)</i>
_____	1-10
_____	11-18
_____	19-39
_____	40-54
_____	55-74
_____	75 and over

22. Have you voted in any local elections in the last 5 years?

- Yes
- No

**23.** We would like to hear from you. Please provide feedback on how the PHPD can better serve you and your household. Please feel free to comment on any aspect of the PHPD (e.g., parks, programs, facilities, staff, customer service, etc.). Your input is valued!

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**OPTIONAL:** To be in a raffle to receive one of six \$50 Target gift cards and a summary of the responses after all of the surveys are collected and analyzed please list your email address:

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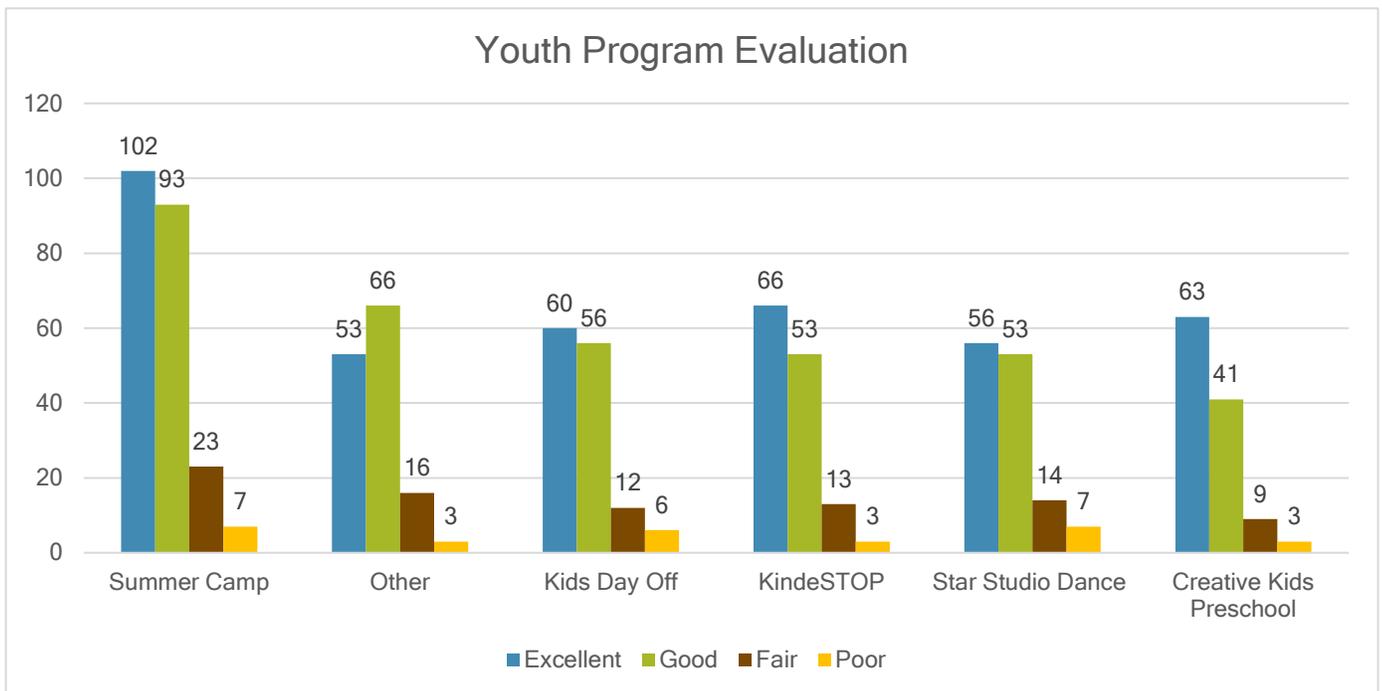
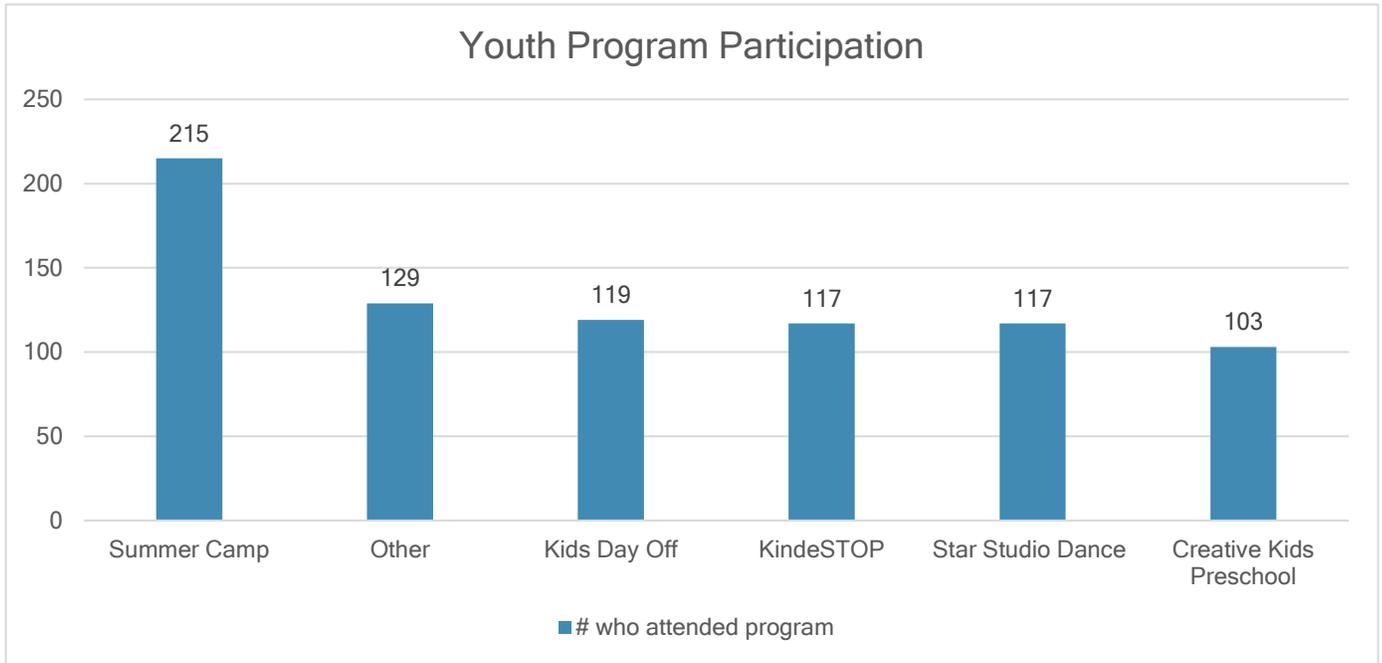
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Please check [www.phparks.org/future-planning/](http://www.phparks.org/future-planning/) for more information on when this report will be available.

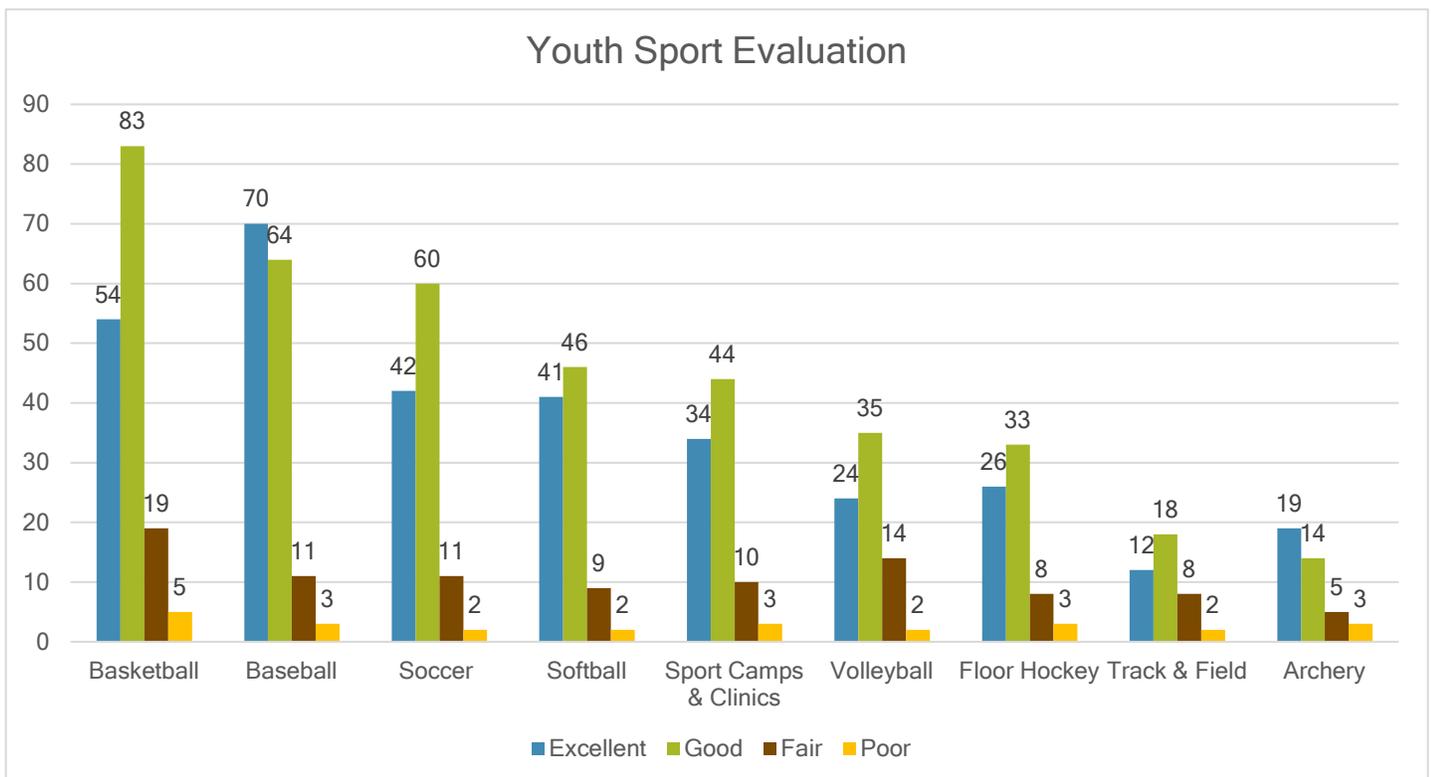
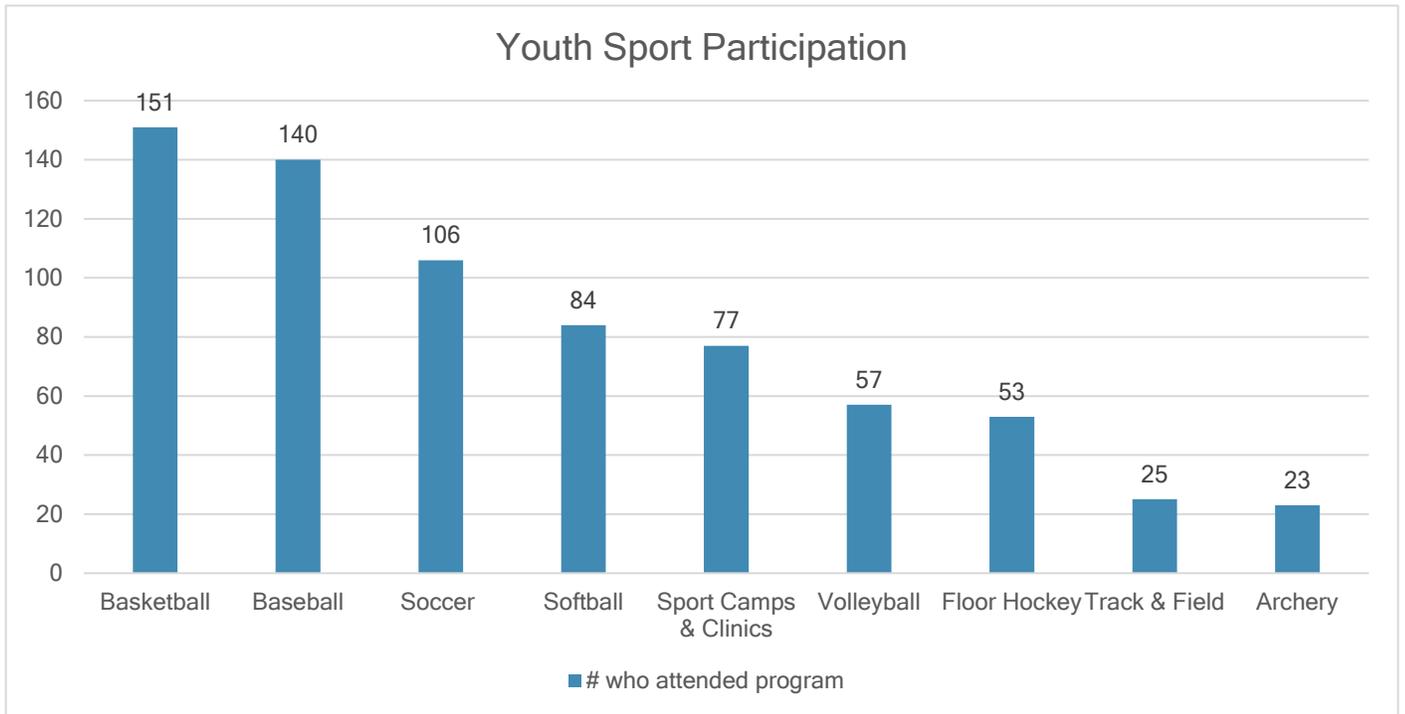
**Thank you for completing this survey.**

# Appendix B: Program Participation and Satisfaction

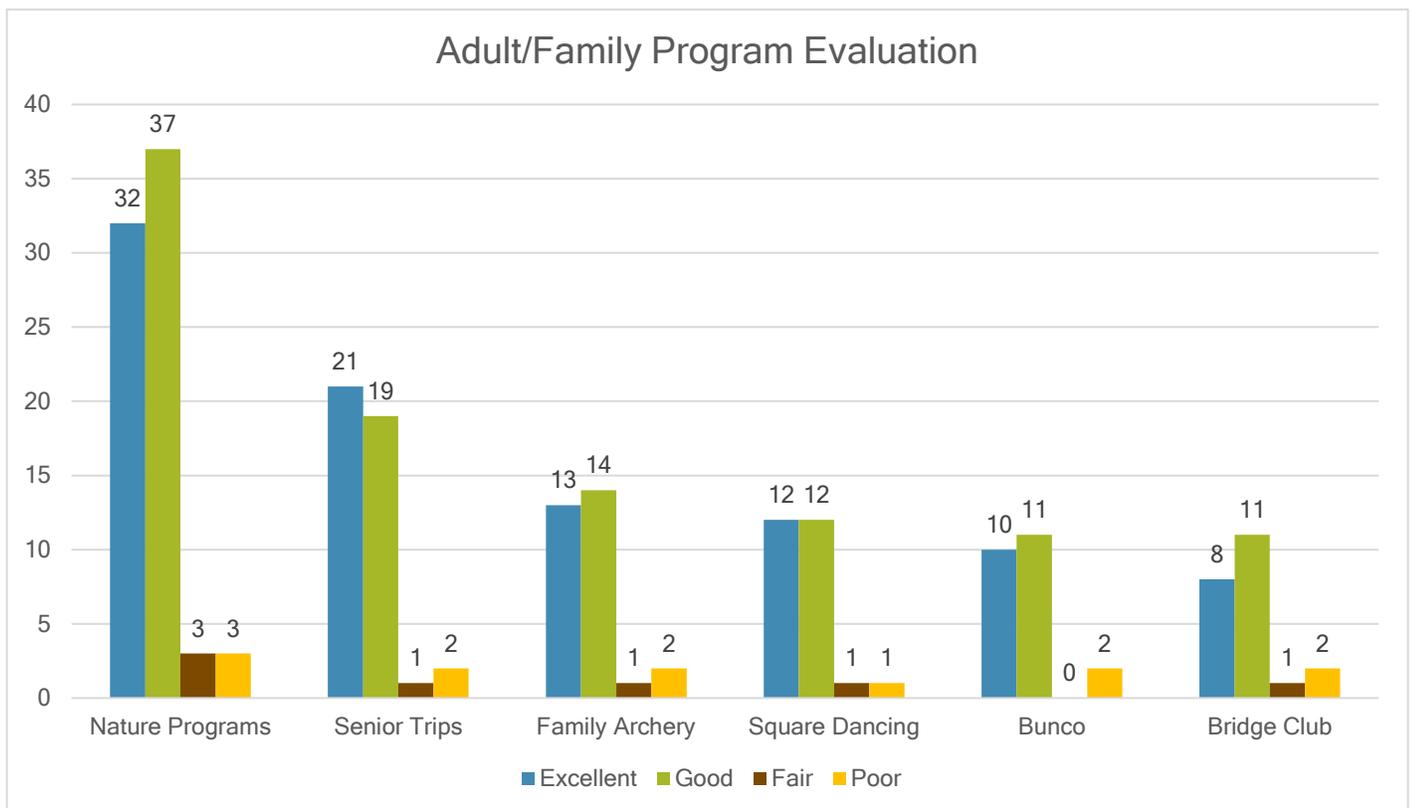
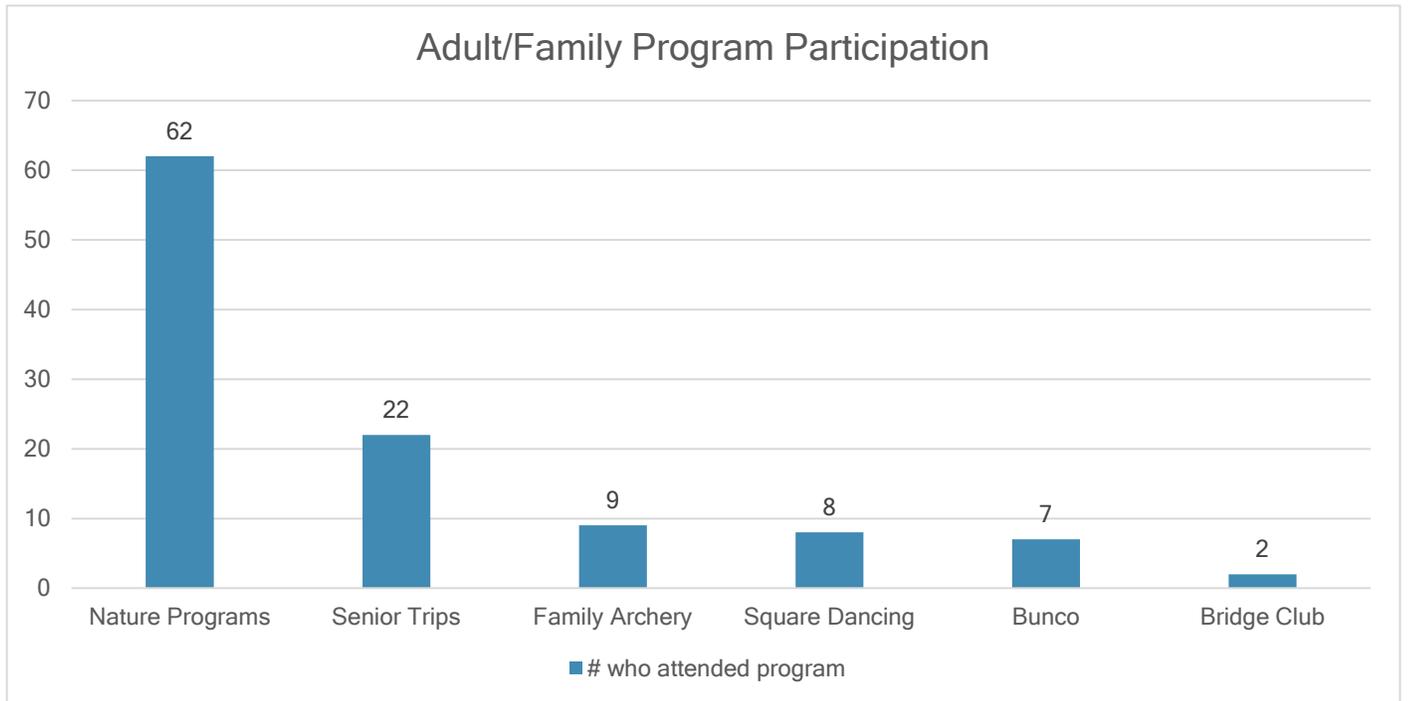
## Youth Programs



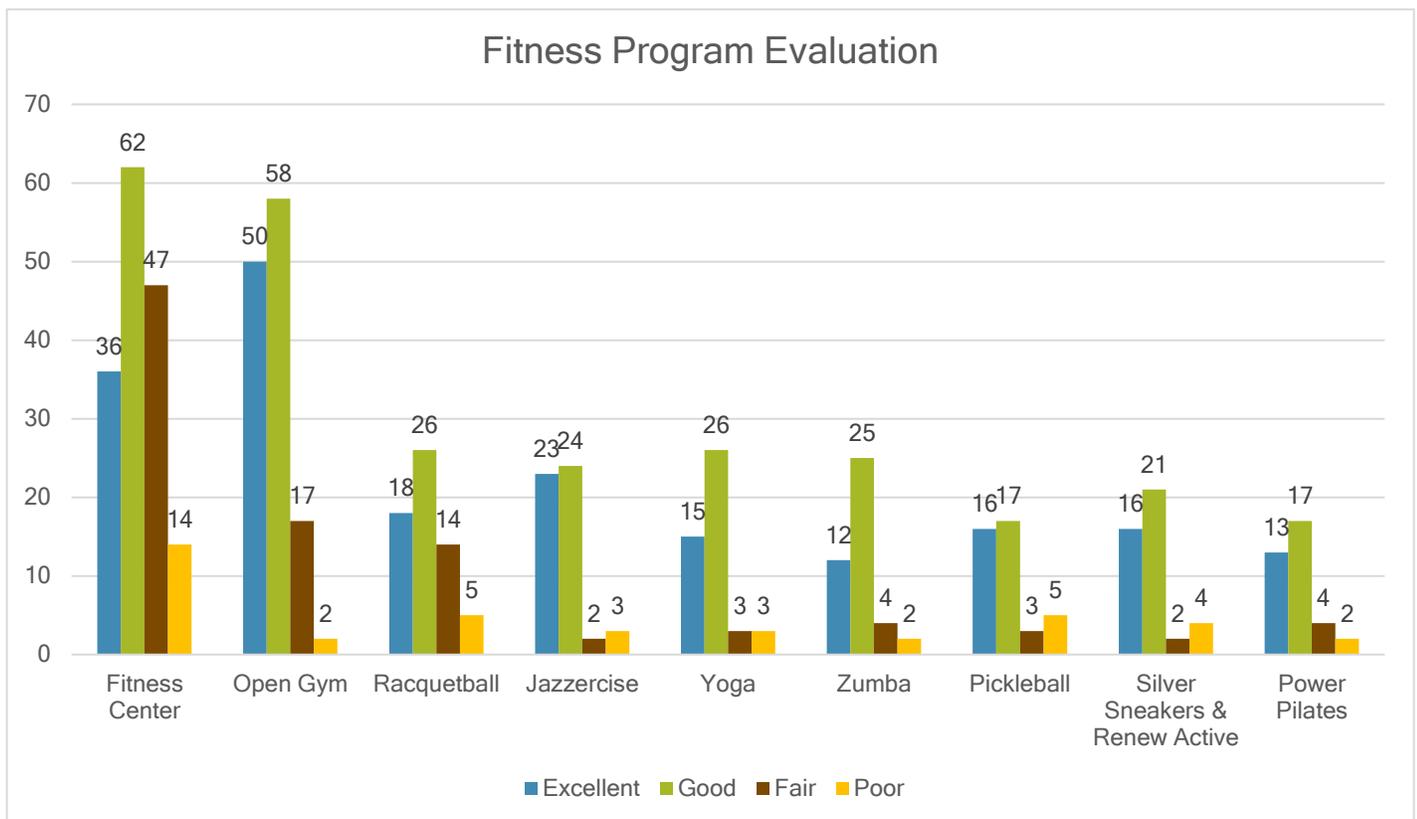
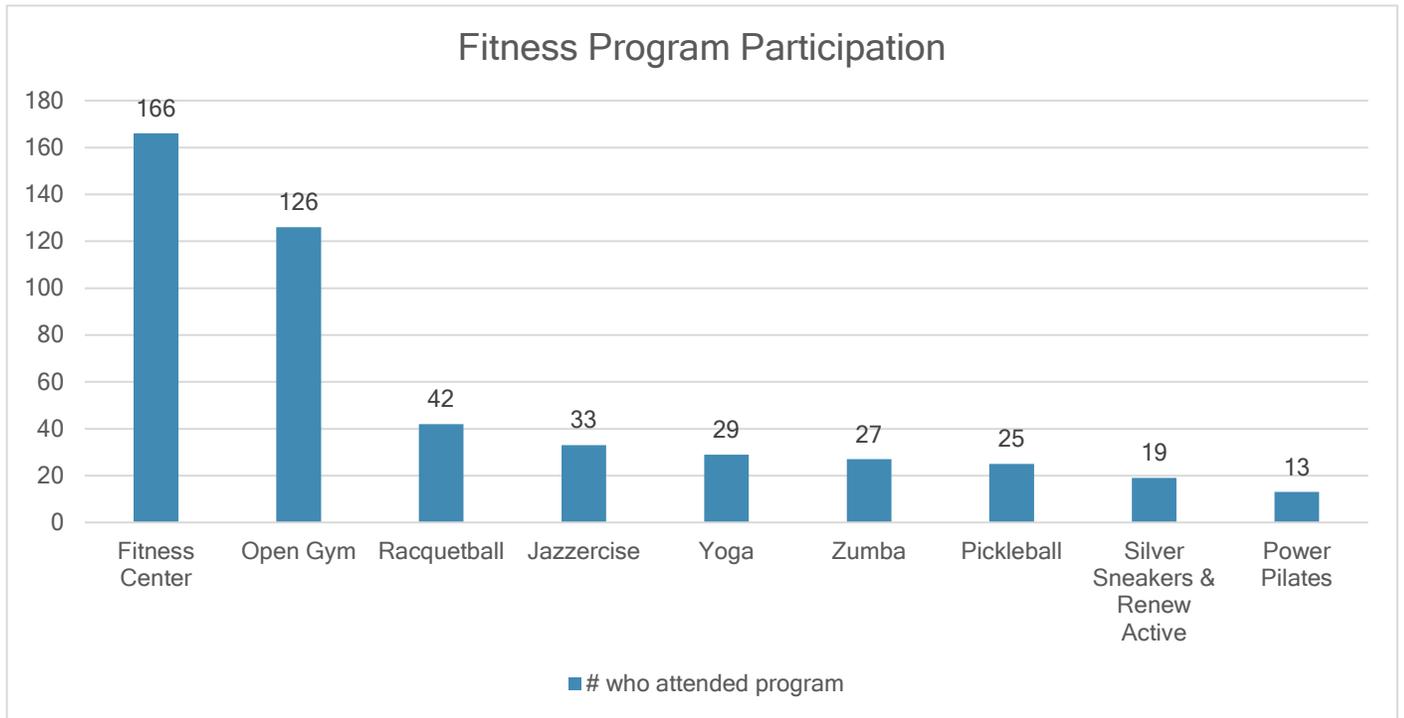
## Youth Sports



## Adult/Family Programs



## Fitness Programs



## Other Programs

