



1685 West Higgins Road, Hoffman Estates, Illinois 60169  
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The mission of the Hoffman Estates Park District is to offer healthy and enjoyable experiences to our residents and guests by providing first class parks, facilities, programs and services in an environmentally and fiscally responsible manner.

**AGENDA  
FORWARD PLANNING COMMITTEE MEETING  
TUESDAY, SEPTEMBER 11, 2018  
7:30p.m.**

1. ROLL CALL
2. APPROVAL OF AGENDA
3. APPROVAL OF COMMITTEE MINUTES
  - July 31, 2018
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
  - A. Community Interest & Opinion Survey / M18-090
    - Focus Group and Stakeholder Interview Reports
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT

All meetings are held in the boardroom of the Scott R. Triphahn Community Center & Ice Arena at 1685 W. Higgins Road in Hoffman Estates unless otherwise specified. If an accommodation or modification is required to attend these public meetings, please contact Jane Kaczmarek at [jkaczmarek@heparks.org](mailto:jkaczmarek@heparks.org) or (847) 885-8500 with at least 48 hours' notice.



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**MINUTES  
FORWARD PLANNING COMMITTEE  
July 31, 2018**

**1. Roll Call:**

A regular meeting of the Hoffman Estates Park District Forward Planning Committee was held on July 31, 2018 at 7:00 p.m. at the Triphahn Center in Hoffman Estates, IL.

Present: Commissioner Kilbridge, Comm Rep Aguilar, Macdonald, Musial, Sernett, Veronico, Wittkamp, Chairman Bickham

Absent: None

Also Present: Executive Director Talsma

Audience: President Kaplan, Commissioner R. Evans, K. Evans, McGinn, Kinnane; Comm Rep Wilson

**2. Approval of Agenda:**

Commissioner Kilbridge made a motion, seconded by Comm Rep Macdonald to approve the agenda as presented. The motion carried by voice vote.

**3. Approval of the Minutes:**

Commissioner Kilbridge made a motion, seconded by Comm Rep Macdonald to approve the minutes of the June 19, 2018 meeting as presented. The motion carried by voice vote.

**4. Comments from the Audience:**

None

Executive Director Talsma left the meeting at 7:10 p.m.

**5. New Business:**

A. Needs Assessment Focus Group by ETC Institute/M158-081:

ETC addressed the committee explaining the importance of the focus group. Discussion ensued regarding the Needs Assessment Focus Group.

No vote was required on this item.

**6. Committee member comments:**

Comm Rep Veronico said that it has been interesting to be part of the committee and process.

Comm Rep Sernett asked if the committee would have additional input and a chance to review the survey questions before they were sent.

Comm Rep Ian Macdonald expressed interest in seeing the survey results.

Commissioner Kilbridge reminded the committee of Party in the Park this Saturday and that she will be there helping sell HE Parks Foundation tickets.

Comm Rep Aguilar echoed interest in being part of the FPC and the upcoming results.

Comm Rep Musial mentioned how it seems to be a very different process from the last FPC and CMP 5 years ago.

Chairman Bickham thanked all for attending, welcomed new committee members and said that it will be exciting to go through the next steps.

**7. Adjournment:**

Comm Rep Musial made a motion, seconded by Commissioner Kilbridge to adjourn the meeting at 8:15 p.m. The motion carried by voice vote.

Respectfully submitted,

Mike Bickham  
FPC Chair/Commissioner

Craig Talsma  
Secretary

**MEMORANDUM NO. M18-090**

**To: Forward Planning Committee**  
**From: Craig Talsma, Executive Director**  
**Re: CMP Needs Assessment Survey**  
**Date: September 5, 2018**

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**Background**

In June 2018, the Forward Planning Committee was re-established in order to update the district's five year Comprehensive Master Plan (CMP). The Board approved hiring ETC Institute to conduct the Community Interest & Opinion Survey. In order to create a valuable and meaningful survey, several Focus Groups and Stakeholder Interviews were held to solicit input from staff and the community with regard to HE Parks' programs, services, facilities, etc.

**Implications**

Staff formed a CMP Committee consisting of staff members from all levels in every department. The Committee met several times to read the comments from the focus groups and stakeholder interviews to ensure that the preliminary survey provided by ETC reflects the needs and concerns of the community. After several CMP Committee meetings and several edits of the survey, staff feels confident that the attached survey accomplishes this goal.

Please review the attached survey to give your comments and recommendations during the FPC meeting.

The Focus Group and Stakeholder Interview Reports are also attached. These reports are for informational purposes only. The comments will be taken into consideration during the creation of the Comprehensive Master Plan.

**Recommendation**

Staff recommends that the Forward Planning Committee recommends that the board approve the Community Interest & Opinion Survey as discussed.



# Community Interest and Opinion Survey: Let your voice be heard today!

The Hoffman Estates Park District (HE Parks) would like your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope.

1. **Has your household visited any HE Parks' parks during the past 12 months?**  
 (1) Yes [Please answer Question #1a-b.]       (2) No [Please go to Question #2.]
  - 1a. **How would you rate the overall physical condition of ALL HE Parks' parks you have visited?**  
 (1) Excellent       (3) Fair  
 (2) Good       (4) Poor
  - 1b. **How many visits have you or members of your household made to HE Parks' parks during the past 12 months?**  
 (1) 1-5       (3) 11-15  
 (2) 6-10       (4) 16+
  
2. **Has your household participated in or used any HE Parks' programs, activities or facilities during the past 12 months?**  
 (1) Yes [Please answer Questions #2a-c.]       (2) No [Please go to Question #3.]
  - 2a. **How many different programs or activities offered by HE Parks has your household participated in during the past 12 months?**  
 (1) 1 program/activity       (4) 7 to 10 programs/activities  
 (2) 2 to 3 programs/activities       (5) 11 or more programs/activities  
 (3) 4 to 6 programs/activities
  - 2b. **From the following list, please check the THREE primary reasons why your household has chosen to participate in HE Parks' programs or activities.**  
 (1) Quality of instructors/coaches       (5) Times the program is offered  
 (2) Location of the program facility       (6) Friends participate in the program  
 (3) Quality of the program facility       (7) Dates the program is offered  
 (4) Fees charged for the class       (8) Other: \_\_\_\_\_  
 \_\_\_\_\_
  - 2c. **How would you rate the overall quality of programs or activities in which your household has participated?**  
 (1) Excellent       (3) Fair  
 (2) Good       (4) Poor

3. Please indicate if your household has used any of the facilities listed below during the past 12 months by circling YES or NO next to the facility.

If YES, please indicate how you would rate the condition of the facility by circling the corresponding number to the right of the facility.

Name of Facility		Do You Use this Facility?		If YES, How Would You Rate The Condition of the Facility?			
		Yes	No	Excellent	Good	Fair	Poor
01.	Bridges of Poplar Creek – – Restaurant or Banquet	Yes	No	4	3	2	1
02.	Bridges of Poplar Creek - Golf	Yes	No	4	3	2	1
03.	Freedom Run Dog Park	Yes	No	4	3	2	1
04.	Prairie Stone Sports & Wellness Center	Yes	No	4	3	2	1
05.	Seascape Family Aquatic Center	Yes	No	4	3	2	1
06.	Triphahn Center & Ice	Yes	No	4	3	2	1
07.	Triphahn Center: All other	Yes	No	4	3	2	1
08.	Vogelei Barn Teen Center	Yes	No	4	3	2	1
09.	Willow Recreation Center	Yes	No	4	3	2	1
10.	Willow Recreation Center Bo's Run	Yes	No	4	3	2	1

3a. Please CHECK ALL the reasons why your household does not use HE Parks' parks and facilities more often.

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Use other park districts                   | <input type="checkbox"/> (11) Poor Coaches   |
| <input type="checkbox"/> (02) Facility not offered                       | <input type="checkbox"/> (12) Poor Instructors   |
| <input type="checkbox"/> (03) Facilities do not have the right equipment | <input type="checkbox"/> (13) Too busy   |
| <input type="checkbox"/> (04) Participate with friends elsewhere         | <input type="checkbox"/> (14) Not interested   |
| <input type="checkbox"/> (05) Too far from residence                     | <input type="checkbox"/> (15) Facility operating hours not convenient                              |
| <input type="checkbox"/> (06) Classes full                               | <input type="checkbox"/> (16) Lack of transportation   |
| <input type="checkbox"/> (07) Fees are too high                          | <input type="checkbox"/> (17) Use services of other agencies (list other agencies): _____          |
| <input type="checkbox"/> (08) Program times are not convenient           | <input type="checkbox"/> (18) Household members attend schools outside of Park District boundaries |
| <input type="checkbox"/> (09) Facilities are not well maintained         | <input type="checkbox"/> (19) Other: _____   |
| <input type="checkbox"/> (10) Poor customer service by staff             |  |

4. From the following list, please check ALL other organizations that your household has used for programs, activities or facilities during the past 12 months.

- |  |  |
|--|--|
| <input type="checkbox"/> (01) Neighboring Park Districts (answer 4a-c) | <input type="checkbox"/> (07) Private clubs (tennis, fitness, golf, dance) |
| <input type="checkbox"/> (02) Private Schools                          | <input type="checkbox"/> (08) Homeowners associations/apartment complex    |
| <input type="checkbox"/> (03) Churches                                 | <input type="checkbox"/> (09) Neighboring Township                         |
| <input type="checkbox"/> (04) Youth sports associations                | <input type="checkbox"/> (10) Harper College                               |
| <input type="checkbox"/> (05) YMCA                                     | <input type="checkbox"/> (11) Other: _____                                 |
| <input type="checkbox"/> (06) School sponsored activities              |  |

4a. Which neighboring park districts are you using for indoor and outdoor recreation activities?

\_\_\_\_\_

**4b. For which program or activity are you using neighboring park districts?**

\_\_\_\_\_

**4c. If you indicated you use neighboring park districts for indoor and/or outdoor recreation activities, please indicate the reason why.**

\_\_\_\_\_ (1) HE Parks does not offer the class/program/sport/service.

Which ones: \_\_\_\_\_

- \_\_\_\_\_ (2) Price is lower
- \_\_\_\_\_ (3) More convenient location
- \_\_\_\_\_ (4) More convenient hours
- \_\_\_\_\_ (5) Facilities are better maintained
- \_\_\_\_\_ (6) Our friends/family go there
- \_\_\_\_\_ (7) Household members attend schools outside HE Parks' boundaries

**5. From the following list, please check ALL the ways that your household has learned about HE Parks' programs and activities during the past 12 months.**

- \_\_\_ (01) HE Parks brochure
- \_\_\_ (02) HE Parks website [www.HE Parks.org](http://www.HEParks.org)
- \_\_\_ (03) Internet Searches
- \_\_\_ (04) Social Media (circle one):  
 Facebook Twitter Snap Chat  
 Instagram  
 Other: \_\_\_\_\_
- \_\_\_ (05) Internet Review Sites: \_\_\_\_\_
- \_\_\_ (06) News Paper
- \_\_\_ (07) Schools by television
- \_\_\_ (08) Conversations with HE Parks staff
- \_\_\_ (09) Flyers at HE Parks facilities
- \_\_\_ (10) Digital facility signs
- \_\_\_ (11) Direct mailings

**6. Please rate your satisfaction with the following services provided by HE Parks by circling the corresponding number to the right of each service.**

Services	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
01. Availability of information about programs and facilities	5	4	3	2	1	9
02. Customer assistance by staff at facilities	5	4	3	2	1	9
03. Ease of finding information online	5	4	3	2	1	9
04. Ease of registering for programs in person	5	4	3	2	1	9
05. Ease of registering for programs online	5	4	3	2	1	9
06. Fees charged for recreation programs	5	4	3	2	1	9
07. Overall communications with residents	5	4	3	2	1	9
08. Special events (i.e. Party in the Park, Pumpkin Fest)	5	4	3	2	1	9
09. Transparency of the Park District	5	4	3	2	1	9
10. User friendliness of Park District website	5	4	3	2	1	9
11. Maintenance of Parks	5	4	3	2	1	9
12. Cleanliness of Facilities	5	4	3	2	1	9

**7. Which TWO of the services in Question# 6 do you think HE Parks should emphasize most over the next two years? [Using the numbers in the left-hand column of Question #6 above, please write in the numbers below for your 1<sup>st</sup> and 2<sup>nd</sup> choices, or circle 'NONE'.]**

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ NONE

**8. Please indicate if your household has a need for each of the park and recreation facilities listed below by circling YES or NO next to the park/facility.**

**If YES, please rate ALL the following park and recreation facilities of this type in Hoffman Estates on a scale of 5 to 1, where 5 means “100% Meets Needs” and 1 means “Does Not Meet Needs” of your household.**

Type of Facility		Do You Have a Need for this Facility?		If YES, How Well Are Your Needs Being Met?				
		Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01.	Climbing Wall	No	5	4	3	2	1	No
02.	Disc golf	No	5	4	3	2	1	No
03.	Golf	No	5	4	3	2	1	No
04.	Golf Driving Range	No	5	4	3	2	1	No
05.	Indoor fitness and exercise facilities	No	5	4	3	2	1	No
06.	Indoor gymnastics center	No	5	4	3	2	1	No
07.	Indoor ice arena	No	5	4	3	2	1	No
08.	Indoor pickleball courts	No	5	4	3	2	1	No
09.	Indoor running/walking track	No	5	4	3	2	1	No
10.	Indoor sports fields (baseball, soccer, etc.)	No	5	4	3	2	1	No
11.	Indoor swimming pools/leisure pools	No	5	4	3	2	1	No
12.	Indoor tennis courts	No	5	4	3	2	1	No
13.	Off-leash dog park	No	5	4	3	2	1	No
14.	Open air picnic shelters	No	5	4	3	2	1	No
16.	Outdoor Baseball/softball fields	Yes	No	5	4	3	2	1
23.	Outdoor basketball courts	Yes	No	5	4	3	2	1
20.	Outdoor cricket fields	Yes	No	5	4	3	2	1
27.	Outdoor fitness equipment	Yes	No	5	4	3	2	1
25.	Outdoor ice skating	Yes	No	5	4	3	2	1
24.	Outdoor inline skating park	Yes	No	5	4	3	2	1
17.	Outdoor Lighted athletic fields	Yes	No	5	4	3	2	1
19.	Outdoor pickleball court	Yes	No	5	4	3	2	1
15.	Outdoor Soccer/football/lacrosse/rugby/ field hockey fields	Yes	No	5	4	3	2	1
22.	Outdoor splash pad	Yes	No	5	4	3	2	1
21.	Outdoor swimming pools/water parks	Yes	No	5	4	3	2	1
18.	Outdoor tennis courts	Yes	No	5	4	3	2	1
26.	Outdoor Winter sledding hill	Yes	No	5	4	3	2	1
28.	Park restroom facilities	Yes	No	5	4	3	2	1
29.	Passive park areas (flower gardens)	Yes	No	5	4	3	2	1
30.	Playgrounds	Yes	No	5	4	3	2	1
31.	Senior center/50+ center	Yes	No	5	4	3	2	1
32.	Skateboarding park	Yes	No	5	4	3	2	1
33.	Walking and biking trails	Yes	No	5	4	3	2	1
34.	Other	Yes	No	5	4	3	2	1



**9. Which FOUR types of facilities from the list in Question #8 are *most important* to your household?**  
 [Using the numbers in Question #8 above, please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle 'NONE'.]  
 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

**10. Please indicate if your household has a need for each of the sports and recreation programs listed below by circling YES or NO next to the recreation program.**

**If YES, please rate the following recreation programs on a scale of 5 to 1, where 5 means "100% Meets Needs" and 1 means "Does Not Meet Needs" of your household.**

Type of Program		Do You Have a Need for this Program?		If YES, How Well Are Your Needs Being Met?				
		Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01.	Adult art, dance, performing arts	Yes	No	5	4	3	2	1
02.	Adult figure skating	Yes	No	5	4	3	2	1
03.	Adult fitness and wellness programs	Yes	No	5	4	3	2	1
04.	Adult hockey	Yes	No	5	4	3	2	1
05.	Adult sports programs	Yes	No	5	4	3	2	1
06.	Before and after school programs	Yes	No	5	4	3	2	1
07.	Community special events	Yes	No	5	4	3	2	1
08.	Develop outdoor mountain bike trail	Yes	No	5	4	3	2	1
09.	Full Day Pre-School	Yes	No	5	4	3	2	1
10.	Golf lessons and leagues	Yes	No	5	4	3	2	1
11.	Gymnastics and tumbling programs	Yes	No	5	4	3	2	1
12.	Martial arts programs	Yes	No	5	4	3	2	1
13.	Nature programs and exhibits	Yes	No	5	4	3	2	1
14.	Outdoor fitness (running, walking)	Yes	No	5	4	3	2	1
15.	Outdoor programming (fishing, boating, disc golf)	Yes	No	5	4	3	2	1
16.	Preschool programs/early childhood	Yes	No	5	4	3	2	1
17.	Programs for people with disabilities	Yes	No	5	4	3	2	1
18.	Senior programs 50+	Yes	No	5	4	3	2	1
19.	Senior programs 60+	Yes	No	5	4	3	2	1
20.	Swim programs	Yes	No	5	4	3	2	1
21.	Tennis lessons and leagues	Yes	No	5	4	3	2	1
22.	Trips to special attractions and events	Yes	No	5	4	3	2	1
23.	Water fitness programs	Yes	No	5	4	3	2	1
24.	Youth art, dance, performing arts	Yes	No	5	4	3	2	1
25.	Youth figure skating	Yes	No	5	4	3	2	1
26.	Youth fitness and wellness programs	Yes	No	5	4	3	2	1
27.	Youth hockey	Yes	No	5	4	3	2	1
28.	Youth sports programs	Yes	No	5	4	3	2	1
29.	Youth summer camp programs	Yes	No	5	4	3	2	1
30.	Youth travel sports programs	Yes	No	5	4	3	2	1
31.	Other:	Yes	No	5	4	3	2	1

11. Which FOUR types of programs from the list in Question #10 are most important to your household? [Using the numbers in Question #10 above, please write in the number below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle 'NONE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

12. The following is a list of actions that the HE Parks could take to improve the organization. For each potential action, please indicate how supportive you would be of the HE Parks taking the action by circling the corresponding number to the right of the action.

Activity/Program	Very Supportive	Supportive	Neutral	Not Supportive	Not at All Supportive
01. Acquire additional land for preservation/future use	5	4	3	2	1
02. Develop a new indoor nature center	5	4	3	2	1
03. Develop an additional dog park in South Hoffman	5	4	3	2	1
04. Develop a n additional skate bike park	5	4	3	2	1
05. Develop new walking/biking trails and connect existing trails	5	4	3	2	1
06. Host more special events	5	4	3	2	1
07. Pursue private partnership to build new, shared facilities that would provide new recreation opportunities and benefits for Park District HE Parks HE Parks residents	5	4	3	2	1
08. Pursue sponsorship and advertising opportunities as alternative sources of revenue	5	4	3	2	1
09. Update Willow Recreation Center	5	4	3	2	1
10. Upgrade existing neighborhood and community parks	5	4	3	2	1
11. Develop outdoor fitness challenge course					
12. Develop cricket field					
13. Develop splash pad on north side					
14. Develop certified outdoor arboretum					
15. Maintain infrastructure of current facilities					
16. Other:					

13. Which FOUR actions from the list in Question #12 are most important to your household? [Using the numbers in Question #12 above, please write in the numbers below for your 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> choices, or circle 'NONE'.]

1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ NONE

14. Please rate your level of satisfaction with the overall value that your household receives from HE Parks.

- |                              |                                 |
|------------------------------|---------------------------------|
| _____ (5) Very Satisfied     | _____ (2) Somewhat Dissatisfied |
| _____ (4) Somewhat Satisfied | _____ (1) Very Dissatisfied     |
| _____ (3) Neutral            | _____ (9) Don't Know            |

**Demographics**

15. Including yourself, how many people live in your home? \_\_\_\_\_
16. How many people in your household are:  
Under age 5 \_\_\_\_\_ Ages 15-19 \_\_\_\_\_ Ages 35-44 \_\_\_\_\_ Ages 55-64 \_\_\_\_\_  
Ages 5-9 \_\_\_\_\_ Ages 20-24 \_\_\_\_\_ Ages 45-54 \_\_\_\_\_ Ages 65+ \_\_\_\_\_  
Ages 10-14 \_\_\_\_\_ Ages 25-34 \_\_\_\_\_
17. What is your age? \_\_\_\_\_ Prefer not to answer \_\_\_\_\_
18. What is your gender? \_\_\_\_\_ Male \_\_\_\_\_ Female
19. Which of the following best describes your race/ethnicity? (Check all that apply)  
\_\_\_\_ Asian \_\_\_\_\_ Native American  
\_\_\_\_ Black/African American \_\_\_\_\_ Pacific Islander  
\_\_\_\_ Caucasian \_\_\_\_\_ Prefer not to answer  
\_\_\_\_ Hispanic/Latino
20. Estimate your total annual household income :  
\_\_\_\_ (1) Under \$50,000 \_\_\_\_\_ (4) \$100,000 - \$124,999  
\_\_\_\_ (2) \$50,000 - \$74,999 \_\_\_\_\_ (5) \$125,000 - \$149,999  
\_\_\_\_ (3) \$75,000 - \$99,999 \_\_\_\_\_ (6) \$150,000 or more
21. How many years have you lived within the HE Park District? \_\_\_\_\_ years
22. What language do you primarily speak at home? \_\_\_\_\_

**Please share any additional comments that can assist HE Parks in improving parks, trails, open space, recreation programs, services or facilities:**

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**This concludes the survey. Thank you for your time.**

**Please Return Your Completed Survey in the Enclosed Return-Reply Envelope Addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Your response will remain completely confidential.  
The address information on the sticker to the right will  
ONLY be used to help identify areas with special interests.

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# Hoffman Estates Park District

## Focus Group Report

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### Overview

ETC Institute facilitated a series of three focus groups for the Hoffman Estates Park District. The focus groups were facilitated by Jason Morado, a Senior Project Manager with ETC Institute.

The purpose of the focus groups were to assist in the development of a Parks and Recreation Needs Assessment for the Hoffman Estates Park District. Information gathered from the focus groups will be used throughout the Needs Assessment process and as a key source of information in developing a statistically valid citizen survey that will be administered in Hoffman Estates.

The focus group script was broken into six topics that covered three major issues. The three major issues that were discussed during the focus groups include:

- Overall perceptions of the Hoffman Estates Park District
- Facility and program ratings and needs
- Opportunities for improvement

The following report contains a summary of the comments that were made by focus group participants about each of the issues that were discussed.

### Topic 1: Overall Perceptions of the Parks and Recreation Department

The moderator asked a series of questions regarding overall perceptions, methods of communication, and barriers to usage. Listed below and on the following pages are a summary of the comments that were provided for each of the four focus groups that were conducted:

#### Topic 1.1: What is Hoffman Estates Park District Doing Well, and Why?

- Tremendous improvements in outdoor park maintenance and facilities, especially when compared with 20 years ago
- Fabbrini Park and natural trail around lake
- Trips for 50+ Club are great
- Preschool program
- Park District has a lot of offerings for youth 5 and under
- Great staff, very professional and knowledgeable
- Attracts new residents and raises property values

- Communication with the public
- The golf course is continually being improved
- Prairie Stone is very clean and well maintained
- Free programs – party in the park and the garage sale
- Pool is well maintained and warm
- Fabbrini Park – good for walking, likes the connectivity it provides
- Kid programs- preschool classes, soccer, taekwondo
- Walking group
- Hockey program is great, well known, and families travel from outside the area to participate
- Offers a broad range of facilities (ice, swim, golf, clubs)
- Parks are well maintained
- They keep the Big 3 accreditation
- Works with community when improving or creating a park – with Tropicana they listened then acted
- They do nice job responding to situations – hockey program had fallen off, Park District listened, responded, and regenerated the program
- The Park District strives for transparency
- Triphahn provides are for people to congregate from all backgrounds and ethnicities
- Early learning center programs have continued to expand, and they maintain every state certification with those programs
- Golf course improvements
- Children activities – not early learning. They like the Halloween program and Easter egg hunt, other communities don't offer these types of programs
- Collaboration with other agencies and other inter-governmental agencies, foster an environment of cooperation and have agreements with other agencies to provide services
- Seascape has all of the amenities you could need including food and lifeguards

## **Topic 1.2: What is Hoffman Estates Park District Not Doing Well, and Why?**

- Communication, the Park District doesn't do anything to differentiate themselves from other providers in the area when it comes to communication and outreach
- Youth sports for children over the age of 5 are unorganized and have bad communication and outreach efforts
- There has not been any effort to provide communication to the Asian population in the district
- Should consider offering second language or additional language options for residents who do not speak English
- Youth programs have dropped off, there was once 22 in house teams and 2 travel teams and now there are 6 in house teams and 2 travel teams, cannot put together soccer teams for grades 3 and 4.
- Kids are going to outside communities for sports programs
- There are no big fields for soccer
- The Park District does not support coaches, and does not treat them well, people do not want to coach, specifically friend requests are not offered to coaches
- You no longer have to go through a coaching seminar to become a coach
- The north side of town is not well served, it takes 15-20 minutes to travel to Triphahn
- Palatine is much closer to people in the north when it comes to parks and recreation offerings
- Palatine makes it easy for Hoffman Estates residents to participate in programs and use facilities and is much closer for residents who live in the north
- Easter Egg Hunt was not good, too crowded, kids did not get any eggs
- 50+ Club does not have good drop-in offerings
- Would like similar offering to Triphahn on the north side
- The services offered are highly concentrated in the south and not accessible for those in the west or north
- Staff needs to be more vigilant in recognizing problems before they are brought to them by commissioners or community reps

- Teen center could use access to the gym – would increase usage and numbers, staff request for gym use was denied
- The Park District cannot always make decisions based on dollars and cents, they need to try things out and possibly lose money before money is made in order to develop new programs
- Community does not distinguish between the Village and Park District
- Need to be more creative when offering activities
- Park District is slow to respond to trends – sporting trends popular with youth or adults
- Need to solve the inclusiveness problem, not behind, but there is room for improvement

### **Topic 1.3: Communication**

- Emails are nice, but they are sent too often and lose their sense of importance
- Should not send emails every week if there is nothing noteworthy to report on
- Lack of awareness of Facebook page
- There are individual Facebook groups for specific activities, but the Park District page is relatively unknown or quite on social media
- Layout of emails are great for smart phones
- 4<sup>th</sup> of July event emails helped with attendance as did the electronic signs around the Village
- People who live outside the mailing list can participate and want to participate and receive the programming guide, they are told they cannot get a copy
- Other districts provide interactive and live updating baseball apps to follow games and give game info, the Park District should explore this idea
- Park district brochure is a good resource
- 50+ Club sends informative emails
- Twitter can be a good resource but is underutilized
- Word of mouth is only sometimes used for communication of Park District activities
- Signs at the park are informative
- Electronic signs are useful for relaying quick messages

## **Topic 1.4: Barriers to Use and Participation**

- Don't know what is offered
- Competing facilities are better
- Needs evening activities so that working families can participate
- Preschool programs are full
- Less specialization for facilities within each area
- No ease of access to facilities
- Northern area participates in other cities' programs due to proximity and ease of use
- Northern area needs swimming pool
- Resident versus non-resident pricing is too close, with no benefits
- Need to facilitate new relationship with Palestine Park District

## **Topic 2: Parks, Fields, Outdoor Amenities**

The moderator asked a series of questions regarding overall ratings of parks, fields, and outdoor amenities offered by the Hoffman Estates Park District. Listed below and on the following pages are a summary of the comments that were provided for each of the four focus groups that were conducted:

### **Topic 2.1: Ratings of the Park District's Parks, Fields, and Amenities**

- Most respondents gave excellent or good ratings when asked to rate the Park District's parks, fields, and amenities.
- Doing well with the budget they have
- Great swimming pool access
- Playgrounds are excellent
- Parks and walking trails are good
- The Park District doesn't have enough land to expand or improve current offerings
- Soccer fields need attention same with baseball fields
- Most fields apart from Cottonwood are ill-equipped for rainy weather
- Pool is rundown
- Most facilities lack permanent structures with restroom facilities



## **Topic 2.2: Needs for Parks, Fields, Outdoor Amenities**

- Water for Splash Park, north side, was requested last survey, with no timeframe confirmed
- More covered areas and shade
- More pavilions and picnic areas
- Better fitness facility on the northern side

## **Topic 3: Recreation Facilities**

The moderator asked a series of questions regarding overall ratings of the recreational facilities offered by the Hoffman Estates Park District. Listed below and on the following pages are a summary of the comments that were provided for each of the four focus groups that were conducted:

### **Topic 3.1: Ratings of the Park District's Recreation Facilities**

- Most respondents gave excellent or good ratings when asked to rate the Park District's recreational facilities.
- Making the best of the land they have
- Opportunities are prioritized well
- Do a good job of listening to and considering suggestions
- Proximity and availability of amenities are good
- Prairie Stone lighting for volleyball and pickleball are poor
- Prairie Stone is too expensive
- Locations need a facelift to feel less cramped
- Triphahn needs to be updated
- Willow is too small

### **Topic 3.2: Needs for Park District's Recreation Facilities**

- Child care while working out
- Drop-in fees for child care
- Splash pad in northern area
- Indoor walking/running track in the north

- Recreation facility on northern side
- Different tiers of service levels
- Palatine has a free senior facility
- Catering for parties in the parks
- Additional parking
- Amenities for cricket players
- Improved maintenance of facilities

## **Topic 4: Recreation Programs**

The moderator asked a series of questions regarding overall ratings of the recreational programs offered by the Hoffman Estates Park District. Listed below and on the following pages are a summary of the comments that were provided for each of the four focus groups that were conducted:

### **Topic 4.1: Ratings of the Park District's Recreation Programs**

- Most respondents gave good or average ratings when asked to rate the Park District's recreational facilities.
- Lots of variety
- Good mix of paid and free events and activities all year long
- Open to suggestions
- Hockey program is good
- Tee-ball program communication is good
- Poor quality of facilities brings down programs
- Attendance for programs is lacking
- No summer camps
- Youth program opportunities are lacking

### **Topic 4.2: Needs for Park District's Recreation Programs**

- Needs more sports
- List of programs and at what time of day they take place
- Art programs

- More special interest adult classes
- Study other park district programs
- Provide needed equipment to encourage trying new sports
- Pickleball courts and lessons
- Jazzercise
- Retire old programs and bring in the new programs – stay up to date
- Assurance by Hoffman Estates Parks District that good programs are supported and do not stale

## **Topic 5: Priorities for Improvement**

The moderator asked a series of questions regarding suggested areas for improvement for the Hoffman Estates Park District. Listed below and on the following pages are a summary of the comments that were provided for each of the four focus groups that were conducted:

### **Topic 5.1: Areas That Can Be Improved**

- Good golf course and programs – add more
- Triphahn splash pad is great – want more of it
- Need another splash pad in the north
- Special events – more, good for connecting residents
- More innovative community events
- Programs need attention, especially for cricket
- Community feedback prior to updating parks
- Willow needs to be fixed. The concession stand, water fountains, and bathrooms especially would encourage use if changed. A walking trail would help as well
- Triphahn needs updates to gym and drainage around facility
- Coaching opportunities for development, encouragement, and qualification
- Bus trips are either too expensive or on an old rundown bus – needs updating
- Soccer fields need weekly games and maintenance to keep up
- More frequent communication from directors
- Language diversity in communication to represent the diverse community
- Potential new facility behind strip mall on Barrington Road

## Topic 5.2: Suggested Questions for Survey

- Distinguish what programs are most requested by age group. Distinguish by facility location as well
- The same questions asked in this survey
- A comment section
- If you had some type of support, would you be interested in volunteering to coach if you were trained for free?
- How do you get your information on Hoffman Estates parks?
- What language do you prefer?
- Do you use Hoffman Facilities, or are you a HE resident and using other community facilities?
  - o What would bring you back to HE facilities/programs?
  - o Why aren't you using HE facilities/programs?
- What choices for programs do you want that are not currently offered?
- Would you agree with the following statement: Participation in the Hoffman Estates Park District clubs is doing well.
- How do you feel about our facilities? How do you feel about our staff?
- What is your favorite class or event? Why is this your favorite class or event?
- Would you like to have the park district sponsor frequent special events (i.e. party in the park every month)?
- How often does each member of your family use HE facilities?
- What is your preferred method of communication?
- Mark if you are aware that the following facilities are a part of HE Park District:
- Do you believe that kids aren't active and all sports participation is down?

## Topic 6: Additional Comments

The moderator asked for any other suggestions or comments that respondents would make for the Hoffman Estates Park District. Listed below and on the following pages are a summary of the comments that were provided for each of the four focus groups that were conducted:

- Great park district has holes that need to be fixed
- Lots of “lip service”- losing some administrators and workers, not sure why – politics losing really good people – where are they going?
- Better communication with the public.
- Frustration with maintenance – pickleball mainly – wind screens were tough to hang. Refused free grommets that volunteers would put in. General appearance, requested maintenance when tournament began. Thought park district would want it to look good but did it too late.
- They need to ask for feedback from coaches and act on it. Not following through. More time from employees. Maybe some more commitment.
- Losing staff/trying to maintain good staff
- Have someone at pickleball check for 50+ program/membership cards
- Lots of lip service, no action. Agreeing with complaints and problems, but no action. Need action.
- It is a huge area to cover, be conscious of all the different regions of Hoffman.
- Overall, the Park District is one of the reasons we decided to stay here
- Hoffman Estates is a messy place, multiple townships, multiple library districts
- Park District is the glue holding it all together. Maybe we need a cultural component as part of the Park District. Theater program as part of library - need for some of that in Hoffman Estates.
- Doing focus groups is great. Getting feedback from citizens is great. Getting feedback about splash pad to hear about proposal and what the whole grant process is. Great to give people a chance to voice opinions.
- Communication – internally so they can get it out to the public
- Offering classes for working parents, no programming going on Saturday morning. Not utilizing buildings at down times Pairing Parent and Child programs.
- Promo codes – the more you give the more you come back
- Communication and cooperation is the goal across the board
- Customer service and user experience – website ease of use – same with talking to someone and getting passed around to get a single answer. Cross-training and cross-marketing services
- Continue to thrive and have new ideas, diversify
- We have cookie-cutter designs with playgrounds, looking for ways to diversify the same types of areas around town
- More of a focus on how you are signing up and how easy are those options.

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# Hoffman Estates Park District Stakeholder Interview Report

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## Overview

ETC Institute facilitated a series of six stakeholder interviews for the Hoffman Estates Park District. The interviews were facilitated by Jason Morado, a Senior Project Manager with ETC Institute.

The purpose of the interviews was to assist in the development of a Parks and Recreation Needs Assessment for the Hoffman Estates Park District. Information gathered from the interviews will be used throughout the Needs Assessment process and as a key source of information in developing a statistically valid citizen survey that will be administered in Hoffman Estates.

The interview script included 12 questions that covered a variety of topics. The questions were aimed at gathering a broader perspective on how community leaders view the challenges facing the Park District.

The following report contains a summary of the comments that were made by the six stakeholder interview participants.

## Topic 1: Issues Facing the Community

- Hoffman Estates lacks the identity of Barrington and Schaumburg, being spread too thin
- Maintaining the quality of the school district
- Maintaining the quality of parks and recreation programming
- Keep our tax base diverse and strong
- Community outreach
- Wages are not meeting needs
- Social services are not meeting needs. Need more diversity
- Draw younger people to Hoffman Estates, needs to change to be more like Schaumburg
- Continuous economic growth/competition with Schaumburg
- Workforce development/jobs: State is dealing with workforce development issues, need more things in the community to offer a career – industrial parks are hiring
- Educational opportunities for community not on 4-year college track
- Recreational programs for low income members

## **Topic 2: Issues Facing the Park District**

- Maintaining current parks and maintaining current recreation facilities were identified as the two most important issues facing the Hoffman Estates Park District
- The Park District needs to remain relevant to users as their needs change
- Higher government talks frequently about property tax freezes. This will affect the park district in a couple of years
- Competition from private organizations challenges the Park District for consumer's time and attention
- Maintaining aging facilities and parks
- Need to keep stable and strong revenue system and pay attention to the economic viability of Hoffman Estates' actions
- Meeting demands and providing services to diverse neighborhoods
- Understanding the clientele and understanding the gaps
- Address the needs of the specific clientele of the community
- Designing and implementing programs for the general public
- Use current programs as a vehicle to address other issues outside of recreation, physical activity, and wellness
- Inter-governmental cooperation. Best to cooperate with others when competing for resources
- Attendance at events – enrollment of overall park district
- Rave reviews of park district
- Collaborating with other agencies is important for government organizations. Partnership with park districts is sought after as it is like one-stop shopping
- Economics – tax issues, do we have the money we need to do what we can to make recreation programs profitable? You have to maximize revenue that you can make on how we use our space

## **Topic 3: Rating the Parks and Development**

- All respondents gave “excellent” or “good” ratings when asked to rate the overall quality of parks provided by the Hoffman Estates Park District
- Seems up to date and well-maintained

- Programs are excellent, ice is excellent
- You can always do better
- Great job maintaining facilities, and always have done so
- Doing well with 5-year master plan
- Dog park and handicap parks are great. All-inclusive
- Make a scheduled repair/maintenance plan to get the expected life out of equipment
- HEPD has a great reputation. Business aspect – are there opportunities for business owners to take advantage at the residential rate who don't live in Hoffman Estates?
- Arbor Day park has too many trees. Should plant more in other parks

#### **Topic 4: Rating Recreation Facilities and Development**

- All respondents gave “excellent” or “good” ratings when asked to rate the overall quality of recreation facilities provided by the Hoffman Estates Park District
- Ice rinks are not typical in a park and rec setting, showing the variety and how well-maintained the facilities are
- Everything is in good shape
- Most are modern and lovely
- Mindful of community needs
- More soccer facilities would meet needs of community
- Improvements to Frisbee golf course
- Need to develop cricket pitch/rugby pitch
- Some of the many baseball facilities see no use
- Willow Center needs to be updated

#### **Topic 5: Benefits of the Park District**

- Health and wellness
- Programming
- Sense of community - Provide a variety of fitness, child care, social, and emotional programs for the wellness of the community
- Public recreational activities. Getting kids away from screens and being in active competitions or sports



- Offers areas to walk in parks
- Need activities for seniors
- Conjunction with park foundation to give lower economic level children a place to recreate

## **Topic 6: Rating the Park District's Image**

- All but one respondent gave an “excellent” or rating when asked to rate the image of the Hoffman Estates Park District, only one respondent gave a “good” rating
- Hoffman Estates Park District has a very good image, but it is not seen by the community
- PD has always done a good job. Always involved in stakeholder meetings. Programming is expanding
- Hoffman Estates is always in the shadow of Schaumburg. Hoffman Estates has the vision or idea that they are following Schaumburg and that there is healthy competition.
- People say certain things aren't being done, but it comes with the industry. Resources are well-kept
- Though the Park District wins awards, what do they mean to the community? Awards should benefit members. How does Park District handle this and how does it improve the Park District?

## **Topic 7: Additional Questions and Comments**

- Ask: what needs improvement. Ask people what they would do to improve the Park District, and ask them more about their lives in general and how the parks can intersect with that (i.e., what tech do you use or see yourself using in the future)
- Ask: Is something lacking in programming that isn't there that you want? How are the costs? Are you not utilizing due to costs?
- Ask about social and Emotional issues, helping with those in the community. How can we help and connect with other agencies to achieve those social and emotional issues that the community has?
- Ask: how many residents use the park district?
- So much of the Park District is facility orientated.
- Fitness tracker synced to fitness machine would be great.

- Would rather go to outside centers and pay more than drive and pay less.
- Have the old teach the young for a new program
- Make sure there is programming and funding for low income families in Hoffman Estates. Don't let these people slip through the cracks, and don't let them feel as though they are lesser for asking for help.

## **Topic 8: Future Planning**

- Funding, because of funding situation here. Not sure how well funded the Park District is. Any government entity now needs to have a financial plan projecting at least five years down the road
- Community engagement in the process and satisfaction with the results of the process. Feedback after the project is important.
- We're a leader and well thought of, we offer a lot of good programs, I would like us to stay at the top. I don't think we're in the middle and want to move to the top so we want to stay at the top. We just hired a new director, hoping he is still here.
- I hope that if this process tells us our community wants something that we are able to provide it. That would be the goal of the process. It is not our job to decide what they need, it is our job to deliver what they need.