

AGENDA
FORWARD PLANNING COMMITTEE MEETING
TUESDAY, APRIL 16, 2024
7:30 P.M.

1. ROLL CALL
2. APPROVAL OF AGENDA
Motion to approve the agenda as presented.
3. APPROVAL OF COMMITTEE MINUTES
None
4. COMMENTS FROM THE AUDIENCE
5. OLD BUSINESS
6. NEW BUSINESS
 - A. Overview of Comprehensive District Plan (CDP) Process – Verbal Update
 - B. CDP – Community Survey Draft / M24-035
Motion to recommend to the full board the approval of the Community Survey.
7. COMMITTEE MEMBER COMMENTS
8. ADJOURNMENT
Motion to adjourn the meeting.

MEMORANDUM NO. M24-035

TO: Forward Planning Committee
FROM: Craig Talsma, Executive Director
RE: 2024 Community Survey for 2025-2029 Comprehensive District Plan
DATE: April 16, 2024

Motion

Recommend to the full board the approval of the Community Survey.

Background

Every five years, the District updates the Comprehensive District Plan (CDP), formerly named the Comprehensive Master Plan (CMP). This will cover the District’s goals and objectives for the years 2025 through 2029.

To help create deliberate and focused objectives for the next five years, our consultant ETC Institute will be conducting an anonymous and statistically valid community survey which will be sent to a random selection of in-district residents of the Hoffman Estates Park District.

The survey will measure our achievements since the last CMP was finalized and allow us to compare similar opinions and perceptions from five years prior. We will gather information on which of our programs, parks and facilities are being used and how often, reasons for using or not using them, and where residents may go elsewhere for similar opportunities. We will also gather information on communication preferences and service satisfaction, and measure how well we are meeting the needs of our residents.

The residents’ opinions will also be used to help plan future programming, initiatives, and capital projects to be completed over the next five years.

Rationale

ETC Institute will conduct the Community Survey as part of their consulting services. The survey follows a series of focus groups and stakeholder interviews and is a continuation of gathering community input for our upcoming CDP. Results of the survey and a comparison to five years prior will be published within the final CDP document and will be used to aid in developing objectives for the next five years.



Community Interest and Opinion Survey

Let your voice be heard today!

The Hoffman Estates Park District (HEParks) 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. You can also take this survey online at HoffmanEstatesSurvey.org. Your responses to this survey are completely confidential.

1. Including yourself, how many people live in your home? _____ people
2. How many people in your household are...
 Under age 10: _____ Ages 20-29: _____ Ages 40-49: _____ Ages 60-69: _____
 Ages 10-19: _____ Ages 30-39: _____ Ages 50-59: _____ Ages 70+: _____
3. What is your age? _____ years
4. What is your gender? _____(1) Male _____(2) Female
5. Which of the following best describes your race/ethnicity? [Check all that apply.]
 _____(1) Asian _____(4) Hispanic/Latino _____(7) Other: _____
 _____(2) Black/African American _____(5) Native American
 _____(3) Caucasian _____(6) Pacific Islander
6. What is your total annual household income?
 _____(1) Under \$50,000 _____(3) \$75,000 - \$99,999 _____(5) \$125,000 - \$149,999
 _____(2) \$50,000 - \$74,999 _____(4) \$100,000 - \$124,999 _____(6) \$150,000 or more
7. How many years have you lived within the HEParks District boundaries? _____ years
8. What language do you primarily speak at home? _____
9. Are you aware that HEParks has a Foundation that provides scholarships to low-income families and a Programs for All initiative that offers unused spots in our programs with children from families in need? _____(1) Yes _____(2) No
10. Has your household visited any HEParks' parks during the past 12 months?
 _____(1) Yes [Answer Q10a-b.] _____(2) No [Skip to Q11.]
- 10a. How would you rate the overall physical condition of ALL HEParks' parks you have visited?
 _____(1) Excellent _____(2) Good _____(3) Fair _____(4) Poor
- 10b. How many visits have you or members of your household made to HEParks' parks during the past 12 months?
 _____(1) 1-5 _____(2) 6-10 _____(3) 11-15 _____(4) 16+
11. Has your household participated in or used any HEParks' programs, activities or facilities during the past 12 months?
 _____(1) Yes [Answer Q11a-c.] _____(2) No [Skip to Q12.]
- 11a. How many different programs or activities offered by HEParks has your household participated in during the past 12 months?
 _____(1) 1 program/activity _____(3) 4 to 6 programs/activities _____(5) 11 or more
 _____(2) 2 to 3 programs/activities _____(4) 7 to 10 programs/activities

11b. From the following list, please check the THREE primary reasons why your household has chosen to participate in HEParks' programs or activities.

- ___(1) Quality of instructors/coaches
- ___(2) Location of the program facility
- ___(3) Quality of the program facility
- ___(4) Fees charged for the class
- ___(5) Times the program is offered
- ___(6) Friends participate in the program
- ___(7) Dates the program is offered
- ___(8) Other: _____

11c. How would you rate the overall quality of programs or activities in which your household has participated?

- ___(1) Excellent
- ___(2) Good
- ___(3) Fair
- ___(4) Poor

12. Please indicate if your household has used any of the facilities listed below during the past 12 months by circling either "Yes" or "No." If "Yes," please rate the condition of that facility.

| Name of Facility | Do you use this facility? | | If "Yes," how would you rate the condition of the facility? | | | |
|---|---------------------------|----|---|------|------|------|
| | | | Excellent | Good | Fair | Poor |
| 01. Bridges of Poplar Creek - Restaurant or Banquet | Yes | No | 4 | 3 | 2 | 1 |
| 02. Bridges of Poplar Creek – Golf Course | Yes | No | 4 | 3 | 2 | 1 |
| 03. Bridges of Poplar Creek - Toptracer | Yes | No | 4 | 3 | 2 | 2 |
| 04. Freedom Run Dog Park | Yes | No | 4 | 3 | 2 | 1 |
| 05. The Club at Prairie Stone Fitness Center | Yes | No | 4 | 3 | 2 | 1 |
| 06. Seascape Family Aquatic Center | Yes | No | 4 | 3 | 2 | 1 |
| 07. Triphahn Center Ice Arena | Yes | No | 4 | 3 | 2 | 1 |
| 08. Triphahn Center – Senior Center | Yes | No | 4 | 3 | 2 | 1 |
| 09. Triphahn Center – Fitness Center | Yes | No | 4 | 3 | 2 | 2 |
| 10. Vogelei Barn – eSports | Yes | No | 4 | 3 | 2 | 1 |
| 11. Vogelei Barn – Gymnastics | Yes | No | 4 | 3 | 2 | 2 |
| 12. Willow Recreation Center | Yes | No | 4 | 3 | 2 | 1 |
| 13. Willow Recreation Center - Fitness Center | Yes | No | 4 | 3 | 2 | 2 |
| 14. Willow Recreation Center - Bo's Run Dog Park | Yes | No | 4 | 3 | 2 | 1 |

13. Please CHECK ALL of the following reasons why your household does NOT use HEParks' parks and facilities more often.

- ___(01) Use other park districts
- ___(02) Facility not offered
- ___(03) Facilities do not have the right equipment
- ___(04) Participate with friends elsewhere
- ___(05) Distance from residence
- ___(06) Availability of classes
- ___(07) Fees
- ___(08) Program times
- ___(09) Facilities
- ___(10) Customer service
- ___(11) Coaches
- ___(12) Instructors
- ___(13) Too busy
- ___(14) Not interested
- ___(15) Facility operating hours not convenient
- ___(16) Lack of transportation
- ___(17) Use services of other agencies
(What other agencies? _____)
- ___(18) Household enrolled in schools out of district
- ___(19) Other: _____

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

- ___(01) Neighboring park districts [Answer Q14a-c]
- ___(02) Private schools
- ___(03) Churches
- ___(04) Youth sports associations
- ___(05) YMCA
- ___(06) School sponsored activities
- ___(07) Private clubs (e.g. tennis, fitness, golf, dance)
- ___(08) Homeowners associations/apartment complex
- ___(09) Neighboring township
- ___(10) Harper College
- ___(11) Other: _____

14a. Which neighboring park districts are you using for indoor/outdoor recreation activities?

14b. For which program or activity are you using neighboring park districts?

14c. Please CHECK ALL of the following reasons why you use neighboring park districts for indoor and/or outdoor recreation activities.

- | | |
|--|---|
| <input type="checkbox"/> (1) HEParks does not offer class/program/sport/service (Which ones? _____) | <input type="checkbox"/> (4) More convenient hours |
| <input type="checkbox"/> (2) Price is lower | <input type="checkbox"/> (5) Facilities are better maintained |
| <input type="checkbox"/> (3) More convenient location | <input type="checkbox"/> (6) Our friends/family go there |
| | <input type="checkbox"/> (7) Household members attend schools outside HEParks' boundaries |

15. From the following list, please CHECK ALL the ways that your household has learned about HEParks' programs and activities during the past 12 months.

- | | |
|--|---|
| <input type="checkbox"/> (01) HEParks website (heparks.org) | <input type="checkbox"/> (07) Internet Searches |
| <input type="checkbox"/> (02) HEParks email | <input type="checkbox"/> (08) Internet review sites (Which ones? _____) |
| <input type="checkbox"/> (03) Direct mailings | <input type="checkbox"/> (09) Social media [Answer Q6a.] |
| <input type="checkbox"/> (04) Flyers at HEParks facilities | <input type="checkbox"/> (10) Newspaper |
| <input type="checkbox"/> (05) Digital facility signs | <input type="checkbox"/> (11) From friends/neighbors |
| <input type="checkbox"/> (06) Conversation with HEParks staff | <input type="checkbox"/> (12) School flyers/newsletters |

15a. How satisfied are you with receiving information from HEParks?

- | | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> (1) Very satisfied | <input type="checkbox"/> (3) Somewhat satisfied | <input type="checkbox"/> (5) Neutral |
| <input type="checkbox"/> (2) Somewhat dissatisfied | <input type="checkbox"/> (4) Very dissatisfied | |

15a. From which social media sites have you learned about HE Parks' programs and activities?

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> (1) Facebook | <input type="checkbox"/> (3) LinkedIn | <input type="checkbox"/> (5) YouTube |
| <input type="checkbox"/> (2) Twitter | <input type="checkbox"/> (4) Instagram | <input type="checkbox"/> (6) Other: _____ |

16. Please rate your satisfaction with each of the following services provided by HEParks.

| Services | Very Satisfied | Somewhat Satisfied | Neutral | Somewhat Dissatisfied | Very Dissatisfied | Don't Know |
|---|----------------|--------------------|---------|-----------------------|-------------------|------------|
| 01. Facility Cleanliness | 5 | 4 | 3 | 2 | 1 | 9 |
| 02. Facility Customer Service | 5 | 4 | 3 | 2 | 1 | 9 |
| 04. In-Person Registration | 5 | 4 | 3 | 2 | 1 | 9 |
| 03. Online Registration | 5 | 4 | 3 | 2 | 1 | 9 |
| 09. Overall Communication with Residents | 5 | 4 | 3 | 2 | 1 | 9 |
| 13. Overall Value | 5 | 4 | 3 | 2 | 1 | 9 |
| 08. Park Maintenance | 5 | 4 | 3 | 2 | 1 | 9 |
| 06. Recreation Program Fees | 5 | 4 | 3 | 2 | 1 | 9 |
| 10. Special events (Haunted Hoffman, Winter Fest) | 5 | 4 | 3 | 2 | 1 | 9 |
| 11. Transparency of the Park District | 5 | 4 | 3 | 2 | 1 | 9 |
| 07. User or Membership Fees | 5 | 4 | 3 | 2 | 1 | 9 |
| 05. Variety of Programs | 5 | 4 | 3 | 2 | 1 | 9 |
| 12. Website User Friendliness | 5 | 4 | 3 | 2 | 1 | 9 |

17. Please indicate whether or not your household has a need for each of the park and recreation facilities listed below by circling either "Yes" or "No." If "Yes," please rate how well park and recreation facilities of this type in Hoffman Estates meet the needs of your household using a scale of 1 to 5, where 5 means "100% Met" and 1 means "0% Met."

| 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 |
| INDOOR | | | | | | | |
| 01. Climbing Wall | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 02. eSports Facility | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 03. Fitness Facilities | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 04. Gymnastics Facility | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 05. Ice Arena | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 06. Pickleball Courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 07. Running/Walking Track | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 08. Senior Center/50+ Center | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 09. Sports Turf | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 10. Swimming Pool | Yes | No | 5 | 4 | 3 | 2 | 1 |
| OUTDOOR | | | | | | | |
| 11. Baseball/Softball Fields | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 12. Basketball Courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 13. Concrete Play Pad/Ga-Ga Ball | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 14. Disc Golf | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 15. Dog Park | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 18. Fitness Equipment | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 16. Golf Course / Toptracer | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 17. Golf Driving Range | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 19. Ice Skating | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 20. Lighted Athletic Fields | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 28. Park Restroom Facilities | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 29. Passive Park Areas | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 22. Pickleball Courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 11. Picnic Shelters | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 30. Playgrounds | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 32. Skateboarding Park | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 23. Splash Pads | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 23. Sports Fields | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 24. Swimming Pools | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 25. Tennis Courts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 33. Walking and Biking Trails | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 26. Winter Sledding Hill | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 34. Other: _____ | Yes | No | 5 | 4 | 3 | 2 | 1 |

18. Which FOUR types of facilities from the list in Question 17 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 17, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

19. Please indicate whether or not your household has a need for each of the sports and recreation programs listed below by circling either “Yes” or “No.” If “Yes,” please rate how well HEParks recreation program offerings of this type meet the needs of your household using a scale of 1 to 5, where 5 means “100% Met” and 1 means “0% Met.”

| | 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 |
| YOUTH PROGRAMS | | | | | | | | |
| 01. | Before and After School Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 02. | Cricket Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 03. | Dance | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 04. | Early Childhood Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 05. | Figure Skating | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 06. | Fitness and Wellness Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 07. | Flag Football | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 08. | Full-Day Childcare | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 09. | Golf Lessons | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 10. | Gymnastics Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 11. | Hockey | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 12. | Lacrosse | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 13. | Martial Arts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 14. | Performing Arts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 15. | Pre-School | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 16. | Sports Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 17. | STEAM (science, technology, engineering, art, math) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 18. | Summer Camp Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| ADULT PROGRAMS | | | | | | | | |
| 19. | Art | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 20. | Dance | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 21. | Figure Skating | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 22. | Fitness and Wellness Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 23. | Golf Lessons | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 24. | Hockey | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 25. | Martial Arts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 26. | Performing Arts | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 27. | Pickleball Lessons and Leagues | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 28. | Senior Programs 50+ | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 29. | Senior Programs 60+ | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 30. | Sports Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 31. | Toptracer Leagues | Yes | No | 5 | 4 | 3 | 2 | 1 |
| OTHER | | | | | | | | |
| 32. | Community Special Events | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 33. | Outdoor Biking | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 34. | Outdoor Fitness (running, walking) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 35. | Outdoor Programming (fishing, boating, nature) | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 36. | Programs for People with Special Needs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 37. | Swim Lessons and Aquatic Programs | Yes | No | 5 | 4 | 3 | 2 | 1 |
| 38. | Other: _____ | Yes | No | 5 | 4 | 3 | 2 | 1 |

20. Which **FOUR** types of programs from the list in Question 19 are **MOST IMPORTANT** to your household? [Write in your answers below using the numbers from the list in Question 19, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

21. HEParks prides itself on maintaining our facilities, parks and playgrounds. Through our asset management system we have planned accordingly for upcoming capital improvements and replacements, and have established appropriate reserves. We will be investing approximately \$10 million over the next several years to replace the roofs at most of our facilities. Please indicate how supportive you would be of HEParks taking each of the following actions to also improve the community.

| 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 nature center | 5 | 4 | 3 | 2 | 1 |
| 03. Develop outdoor turf field | 5 | 4 | 3 | 2 | 1 |
| 04. Develop indoor turf opportunities within existing facilities | 5 | 4 | 3 | 2 | 1 |
| 05. Develop new walking/biking trails/connect existing trails | 5 | 4 | 3 | 2 | 1 |
| 06. Utilize racquetball courts at WRC for alternative activities | 5 | 4 | 3 | 2 | 1 |
| 07. Maintain infrastructure of current facilities | 5 | 4 | 3 | 2 | 1 |
| 08. Upgrade existing neighborhood and community parks | 5 | 4 | 3 | 2 | 1 |
| 09. Other: _____ | 5 | 4 | 3 | 2 | 1 |

22. Which **FOUR** actions from the list in Question 21 are **MOST IMPORTANT** to your household? [Write in your answers below using the numbers from the list in Question 21, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

23. Please rate your level of satisfaction with the overall value that your household receives from HEParks.

____ (1) Very satisfied ____ (3) Neutral ____ (5) Very dissatisfied
 ____ (2) Somewhat satisfied ____ (4) Somewhat dissatisfied ____ (9) Don't know

This concludes the survey. Thank you for your time!

Please return your completed survey within two weeks 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 printed to the right will ONLY be used to help identify areas with special interests. Thank you.