



COMMUNITY SURVEY FOR THE VILLAGE OF WILLOWBROOK PARKS & REC DEPARTMENT

FEBRUARY 2023

aQity Research & Insights

Evanston, IL



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Research Methods

- These findings are based on a random sample of n=315 Village of Willowbrook households.
- Data collection took place October 20, 2022 – January 10, 2023¹. Printed surveys and/or postcard invitations for the online survey were sent by USPS to roughly 5,700 Willowbrook households. All mailings included options to complete the survey by mail, online or over the phone. Another sample of about 1,100 contacts received an email invitation to take part in the survey.



- This random household sample was weighted to match US Census data for Willowbrook by region, age, gender, race and ethnicity, and percentage of households with children. Assuming no sample bias, the margin of error is +/- 5.5% (at the 95% confidence level) ².
- Throughout the report, statistically meaningful differences (at the 90% confidence level) are identified. If responses from a demographic group are not reported, this means that the response from that segment was generally in line with the overall response.

¹ Data collection had to be extended due to USPS delivery days during the Thanksgiving and Christmas/New Year holidays. In addition, the questionnaire mailing was misplaced by the USPS for close to 4 weeks and had to be re-sent.

² In addition to sampling error, question wording, respondent error, and practical difficulties in conducting surveys may introduce error or bias in any opinion poll.

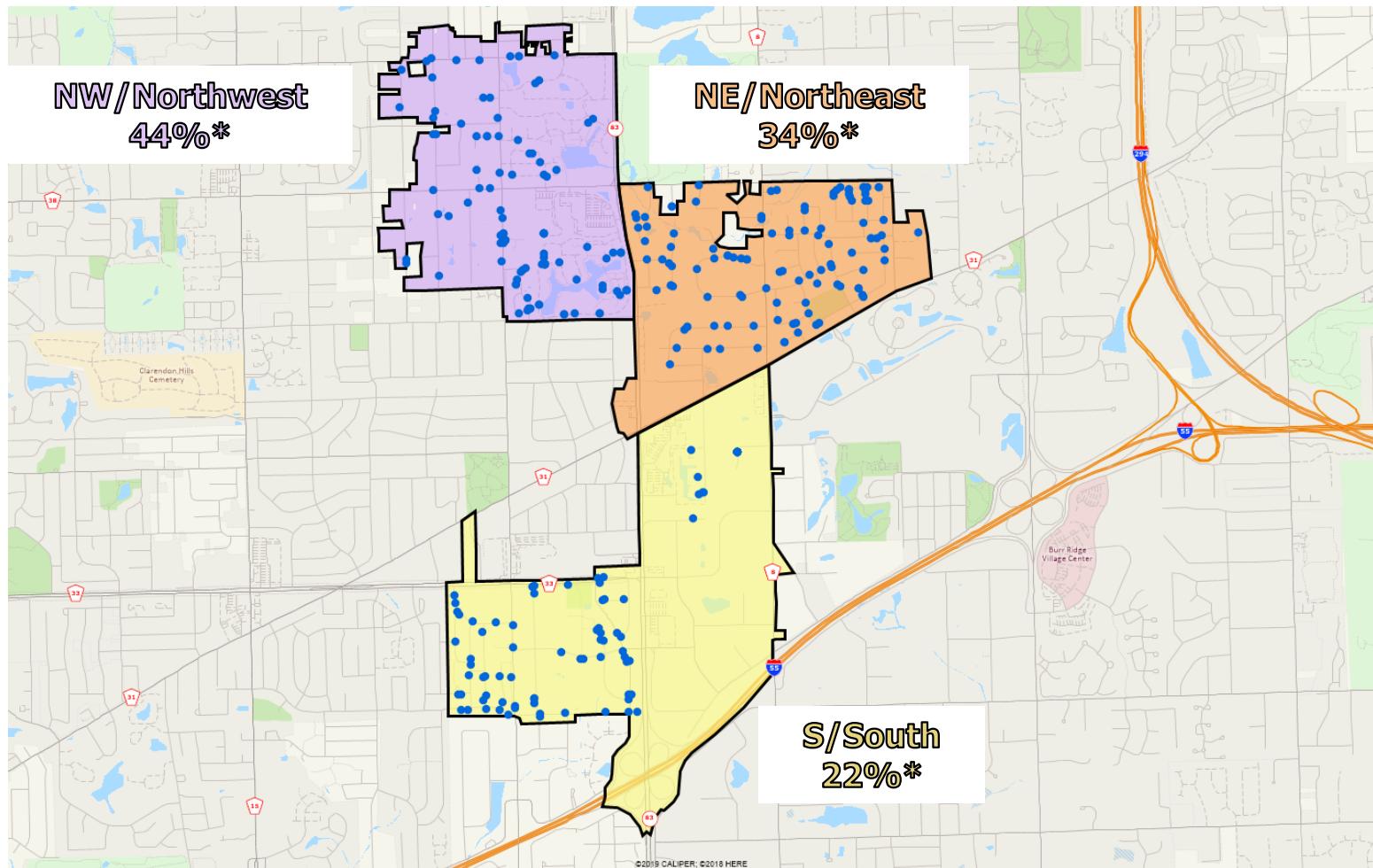


Methods: Sample Demographics

Gender*	
Male	46%
Female	54%
Age*	
22-34	21%
35-44	14%
45-54	15%
55-64	20%
65+	30%
<i>Mean (years)</i>	55 years
Children in Household*	
Yes	81%
No	19%

Race*	
White only	72%
Asian only	15%
Multiracial or Other	13%
Ethnicity*	
Hispanic/Latino	8%
Not Hispanic/Latino	92%
Length of Residence in Area	
Less than 5 years	23%
5-9 years	20%
10-19 years	16%
20-29 years	20%
30+ years	21%
<i>Mean (years)</i>	16

Methods: Regional Distribution of Respondents



*Weighted to US Census data.



Executive Summary: Key Insights



Key Findings: Overall Opinions of Willowbrook Parks & Rec Department (strengths, weaknesses, value)

One in Four Residents Are Unfamiliar With the Parks & Rec Department, But The Rest Hold It In Very High Regard

➤ When asked to give their overall opinion of the Parks & Rec Department a rating on a 0-10 esteem scale, 75% are familiar enough to offer an opinion.

- These residents are very favorable, with 74% positive ratings (including 24% who hold the Department in the highest regard with scores of 9 or 10).
- By comparison, only 6% give unfavorable scores (resulting in a 12:1 favorable to unfavorable ratio).
- The remaining 20% are neutral overall (no strong opinion either way, again likely a reflection of limited awareness).
- Its average rating (7.1) is very positive. The highest scores tend to come from residents ages 65 and older (7.6 average). Lower ratings (still at least somewhat positive) tend to come from ages 35-44 (6.5) and non-park users (6.1).

➤ The remaining 25% of residents are unfamiliar with the agency and cannot offer a rating.

- Those unfamiliar tend to live in the NW region, have not recently visited a Willowbrook park or facility, and/or do not have children under 18 at home.

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Key Findings: Overall Opinions of Willowbrook Parks & Rec Department (strengths, weaknesses, value – cont'd)

Perceived Strengths Focus Primarily on Local Parks

- When residents are asked (in an open-ended format) what they like most about the Department, the top response by far concerns local parks (59%), usually that they are well-maintained and clean. One in ten cite specific parks (most often Willow Pond, Borse, Waterford), and/or playground equipment.
- Other strengths/positives are mentioned less often, usually programs and events (19%), general maintenance and upkeep (16%), and staff/management comments (12%, mostly about good communication and signage).

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Many Cannot Think of Any Negatives or Needed Improvements, But The Rest Focus Mostly on Park Improvements and Program Opportunities

- Over a third (38%) are unable to offer any perceived weaknesses of the Department. The rest divide their concerns or suggestions on:
 - Improved parks and playgrounds (39%), mostly more amenities (e.g., benches, lighting), allowing leashed dogs, better upkeep, or more plants/trees/landscaping.
 - Programs and events (26%), seeking more programs in general or across specific age groups (both youth and adults). A few want to see more programs in town (without having to go to Burr Ridge).
 - More facilities (21%), mostly outdoor tennis and pickleball courts, or basketball courts. This also includes 6% who want a community swimming pool.
 - Better administration or management suggestions (17%), primarily a need to raise resident awareness of Department offerings, events, activities, etc.

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Key Findings: Overall Opinions of Willowbrook Parks & Rec Department (strengths, weaknesses, value – cont'd)

Many Believe the Department Receives Property Tax Revenues; When Informed Otherwise, It Is Deemed a Great Value Overall

- Only 9% correctly estimate that the Department does not receive any revenue from property taxes, and another 33% believe its share is only 1% to 2% of those tax revenues. The rest think its share is higher (the average estimate is 5.9% overall). <pg. 27>
- When informed that the Department actually receives no revenue from property taxes (and is completely self-funded from fees, rental income, etc.), residents rate it a great value overall with an average 7.9 score (on a 0-10 value scale). This includes:
 - 75% who say it is at least a good value, including a majority (51%) rating it an "excellent value" (scores of 9 or 10).
 - Only 7% feel it is a poor value; the rest (18%) rate it an average value.
 - All groups and regions share this strong sense of value (no meaningful differences).

A Clear Consensus Agrees That Parks and Recreation Improve Property Values

- Overall, 95% agree that "*Parks and recreation help to improve property values*" in general. <pg. 29>
- Most residents (54%) "strongly" agree with this statement (with another 41% who agree "not strongly").
- Only 5% disagree. While this represents very few respondents, those in the South region appear to perhaps be more inclined to disagree (9% of whom feel this way – not statistically significant).



Key Findings: Recent Park Usage and Satisfaction

Three Out Of Four Households Report Recent Park Usage, And Satisfaction Is Strong

➤ Overall, 76% of respondents report that someone in their household has used or visited a Willowbrook Park in the past year, most often:

- Willow Pond Park (cited by 43% of recent users, and the only location proportionally drawing visitors from throughout Willowbrook)
- Waterford Park (35%, mostly from households in the NE region)
- Borse Community (30%) and Midway Park (26% -- both mostly from the S region)
- Creekside (25%) and Ridgemoor Park (24% -- both mostly from the NE)
- Prairie Trail Park (21%, mostly from the NW).
- The remaining parks are cited by fewer than one in five residents.

➤ When asked to rate their satisfaction with these parks (on a 0-10 scale), recent users consistently give very strong scores.

- At least 87% are satisfied (including at least half who are completely satisfied with scores of 9 or 10).
- At most, only 9% are dissatisfied with any aspect (most often the maintenance and upkeep at parks, and/or accessibility issues due to parking, paths, etc.).
- Overall safety at these locations receives the highest satisfaction scores (8.6 on average). The highest ratings tend to come from visitors aged 55 to 64, with Asian adults most satisfied with safety and accessibility.
- Lower ratings (but still positive) tend to come ages 35-44 and ages 65+.

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Key Findings: Reasons for Dissatisfaction and Non-Park Usage

Those Less Than Satisfied With The Parks Offer Several Specific Suggestions

> In an open-ended format, the top reasons for lower satisfaction usually echo earlier responses about the need for more communication and greater awareness of what the Department currently offers, and/or more programs and events at the parks. <pg. 35>

> The rest give very scattered or site-specific suggestions, with most of the comments focused on:

- Creekside Park (n=7 comments, such as removing bees from playground sand, emptying trash cans more frequently, updating playground equipment and basketball courts)
- Borse Community/Midway Park (n=5, usually limited parking, outdated playground, lack of amenities such as benches, shade areas, splash pad)
- Prairie Trail Park (n=4, better/safer crosswalks, better upkeep)
- Waterford Park (n=4, resurface the tennis courts, more trees, etc.).

Non-Usage Is Mostly Attributed to Not Having Children, and Lack of Awareness

> Among those who report no recent visits to Willowbrook parks in the past year, roughly half attribute this to: <pg. 36>

- Not having any children under 18 (54%) – indicating a perception issue that parks and facilities are geared for children/young families, and not for older adults
- Not being aware of Department parks, open spaces, or activities (48%)
- Another 32% said they just don't have the time, and 25% go elsewhere for recreation (usually nearby park districts, open space areas, or tennis clubs).



Key Findings: Priorities and Unmet Needs for Amenities and Facilities

Outdoor Trails Is the Top Priority Among Residents, Followed by Outdoor Amenities

- Virtually all respondents (92%) are interested in or express a need for walking and biking trails. Nearly half are also interested in:
 - Open space venue for outdoor events like concerts and movies (48%)
 - Outdoor flushable restrooms (47%)
- Playground equipment ranks fourth overall (cited by 38%), followed by outdoor pickleball courts (30%), a large pavilion for family or group events (28%), and a spray park/splash pad (24%).
 - Fewer cite a need for athletic fields for football, soccer, lacrosse, etc. (19%) or softball diamonds (9%).
- Of these amenities, only outdoor playgrounds and softball fields are deemed relatively available currently (whether offered by the Parks & Rec Department or elsewhere in the community). The remaining outdoor features represent unmet needs; for example:
 - While most are interested in trails, fewer than half (45%) feel that this need is mostly/completely being met within Willowbrook.
 - The “gaps” are even larger for somewhat high demand amenities such as an outdoor concert or movie space, outdoor flushable toilets, outdoor pickleball courts, or a large pavilion.
- When asked which improvements represent a top priority for the Department of Parks and Rec, more walking/biking trails is clearly the #1 response.
 - The next “tier” of priorities include space for concerts/movies, outdoor flushable toilets, playground equipment, and outdoor pickleball courts.

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Key Findings: Priorities and Unmet Needs for Programming Options

Residents Seek A Wide Range of Added Program Options From The Department

- Most respondents (55%) would like to see more family and community events from the Village, and nearly as many also seek more program activities for:
 - Active older adults for ages 65+ (45%)
 - Both sport (41%) and non-sport activities (43%) for adults over the age of 18.
- Youth sports for all ages (pre-K, ages 5 to 11, teenagers) are in lower demand. Teen programs in particular are considered the most readily available currently (again, whether offered by the Department or elsewhere such as other park districts, schools, private programs, etc.).<pg. 49>
- The biggest program gaps that the Department might consider are those in highest demand and which are not seen as in sufficient supply, specifically:
 - Family and community events
 - Adult programs for all age groups, and including sports and non-sport offerings
 - Perhaps pre-K/early childhood programs (lowest availability ratings).
- These same options (community events, adult programming, and pre-K activities) also rank highest when residents are asked which should be the top priorities for the Parks and Rec Department to offer.
 - Nearly a third would also include sports programs for ages 5-11 as a top priority (ranking 5th among the nine options tested).



Key Findings: Suggestions for Programs and Events

Desired Community Events Tend to Focus on Concerts, While Programs Cover Several Interests/Ages

- Regardless of whether one seeks events or programs, improved and consistent communication about these offerings is key. When asked for reasons behind dissatisfaction with current programs or event, the top response by far is:
 - A need for more events and programs in general, and more communication and awareness of what is being offered. This is consistent with feedback from other questions.
- In terms of community events, the top suggestions are usually more concerts, outdoor movies, seasonal or holiday-related activities, and more for younger children.
- Programs tend to focus on:
 - Fitness activities (e.g., pickleball courts, fitness stations in parks and along trails, exercise/yoga programs, sports fields and tournaments, 5K runs)
 - Activities for active older/senior residents (both fitness and non-fitness)
 - Specific types of non-fitness activities (cited by 9% overall), such as dog training classes or pet-related activities, arts and crafts, gardening programs, family or adult game nights, etc.).
- Nearly a third (31%) report being likely to attend a weekly program, and a majority would likely attend at least twice a month (60%) or once a month (82%).
 - About half express at least some interest in participating in discussion groups with the Department about potential program and park improvements (most likely current park users and those aged 35-44). The oldest adults (ages 65+) are least likely to participate.

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Key Findings: Department Information Channels

Most Seek Parks & Rec Information From The Printed Fun Guide Or The Village Website

- Overall, 61% cite the printed quarterly newsletter/Fun Guide as a source of information about the Department, and 52% mention the Village website as another.
 - The printed guide is mostly effective/preferred among the oldest adults (ages 55+), those without children, and residents who have lived in Willowbrook 30+ years.
 - The Village website tends to be the preference of newer residents (moved here within the past five years) and upper income households.
- By comparison, the digital newsletter/Fun Guide is cited far less often (mentioned by 14% overall, and the preferred source to only 4% of residents).
 - They are far more likely to rely on word of mouth from neighbors or friends, and/or other Village mailings/communication before looking to the digital guide.
- Overall, 14% also get Parks & Rec information via social media (Facebook, Twitter, Instagram, etc.). Expanding the Department's presence and usage on these platforms represents a big opportunity, given that:
 - Most residents overall (55%) would expect to use social media to get information about Parks & Rec offerings (especially women and higher income households).
 - Facebook is by far the most preferred of these options, followed by Instagram. Twitter, Tik Tok, NextDoor, and other options are of much less interest.

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Key Findings: Final Suggestions

Those With Final
Comments Repeat
Earlier Ideas For
Improved/Updated
Parks, More Programs,
and Better
Communication

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67>

- Nearly half (45%) volunteered additional open-ended feedback at the end of the survey for the Department. The top suggestions by far include:
 - Park improvements (29%), mostly better maintenance and upkeep, more and better trails, added amenities, and allowing for dogs (on leashes)
 - More/Improved programs (25%), across a wide range of activities and age groups (especially adults and active seniors)
 - More marketing and communications (23%) to keep residents better informed of Department offerings, such as increased signage, more mailings/newsletters, and especially about programs and events.
- Overall, 12% cite a need for facilities, such as pickleball courts, having a specific facility for Parks & Rec activities, an ice rink, etc.
- Nearly one in ten (9%) also seek administrative improvements such as stricter enforcement of rules, improved/safer accessibility to current parks, acquiring more land for parks and trails, etc.
 - Only 2% cite concerns about costs, fees, tax funding, etc.

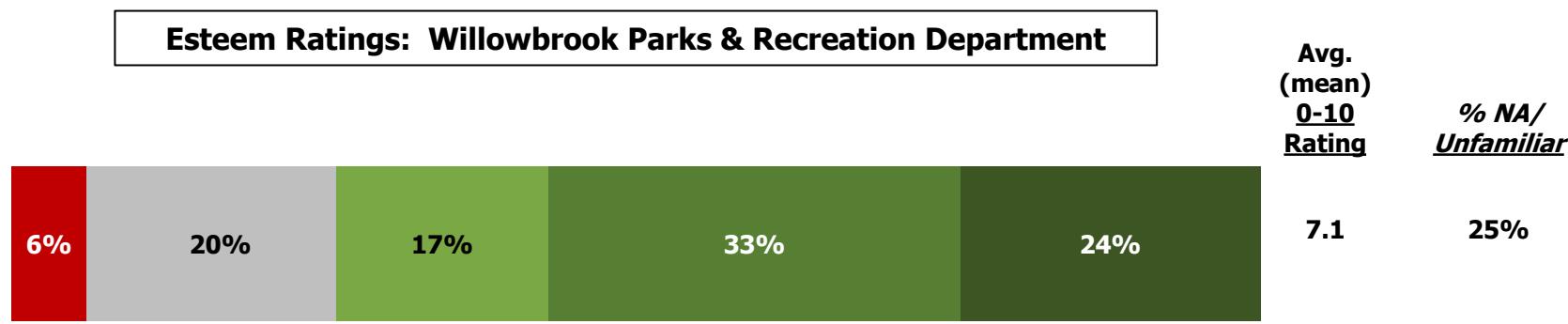


I. Overall Opinions of the Willowbrook Parks & Rec Department



While one in four residents (25%) are unfamiliar with the Willowbrook Parks & Rec Department, the remaining 75% tend to hold it in very favorable regard.

- Among those giving a rating, a clear majority (74%) have a positive opinion, including 24% giving the Department the highest scores (9 or 10 on a 0-10 scale). By comparison, only 6% are unfavorable, and the remaining 20% are neutral.
- Its ratio of favorable-to-unfavorable responses is better than 12:1.
- Based on the overall average scores of 7.1, the highest ratings tend to come from the oldest respondents (7.6 average from ages 65+).
 - Among those groups that tend to give lower than average scores (6.1 from non-park visitors, and 6.5 from ages 35-44), these ratings are still at least somewhat positive. No group has a negative opinion of the Department.
- Those not familiar enough with the Department to give a rating tend to live in the Northwest region (33%), do not have children under 18 (28%), and have not recently visited a park or playground in Willowbrook (60%).

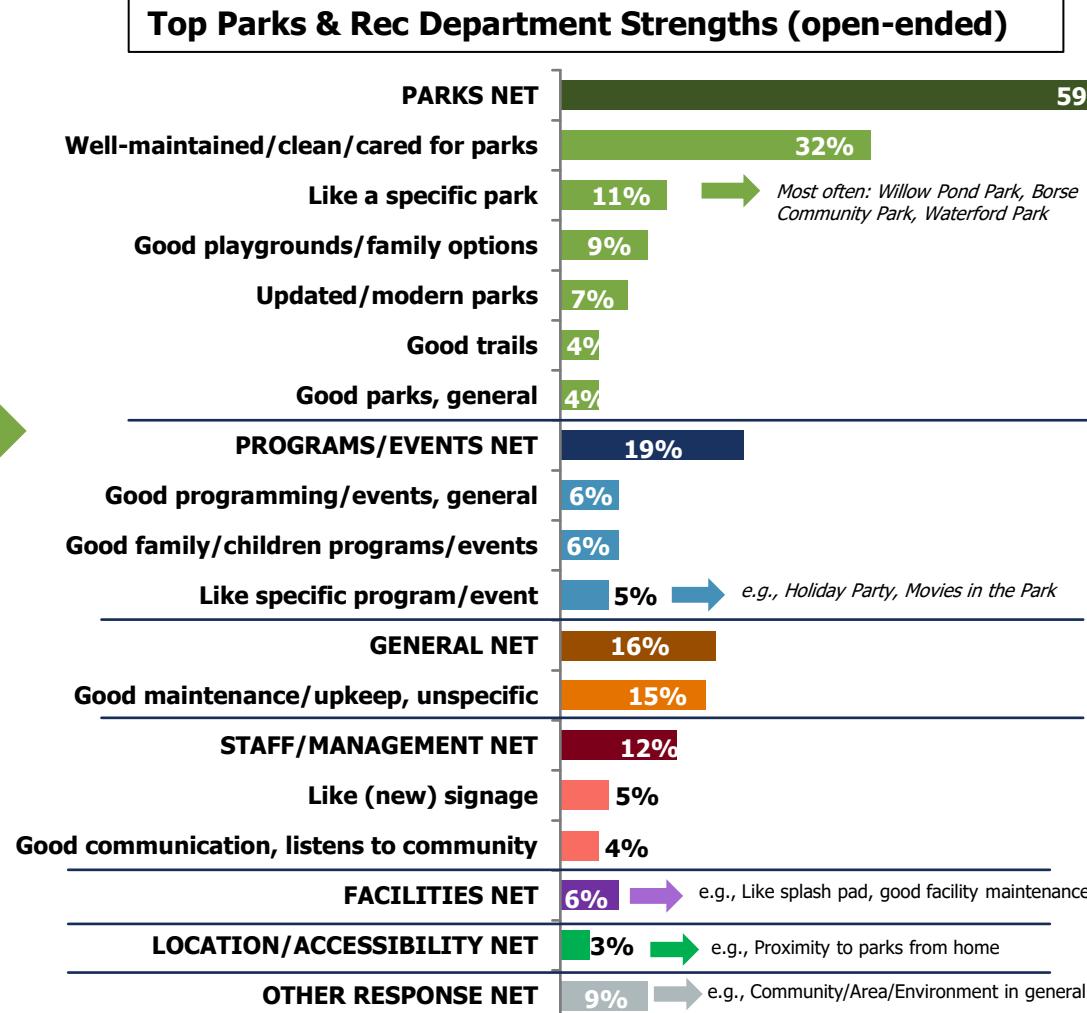
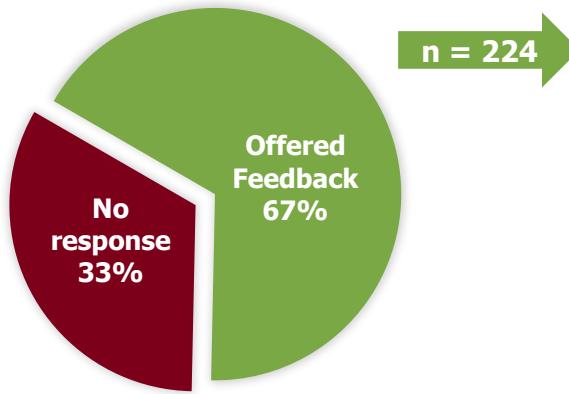


■ % Negative (0-4) ■ % Neutral (5) ■ % Somewhat Positive (6-7) ■ % Very Positive (8) ■ % Highest Regard (9-10)



In an open-ended format, two-thirds of residents can identify something they like about the Department. By far its biggest strength are its parks (well-kept overall, or specific parks). Fewer than one in five mention other positives (e.g., programs or events, staff, facilities).

Feedback on Willowbrook Parks & Rec Department Strengths?



Q3. What do you like most about the Willowbrook Parks & Rec Department, or what does it do particularly well? (most frequent multiple open-ended responses)





Sample Verbatims: Willowbrook Parks & Rec Department Strengths

PARKS (56%):

"Love the playgrounds!"

"Benches are improving. Like the new trees. Water features well done. Playgrounds much improved."

"The landscaping and variety of wildflowers, plants are impressive. The areas are well maintained and clean."

"I like the openness and the ability to keep the parks integrated with nature. Open spaces for kids to learn about the outdoors and also enjoy playground equipment."

"I like the playground on Clarendon Hills Road. The children liked climbing. When they were older, they could go to the park by themselves. So, I liked the location and good climbing items."

"We like the quantity and variety of parks. I suppose we could always use more but we like the ones in the neighborhood. Always clean and functioning."

"There are a lot of parks which is great."

"Parks are spaced out, clean and welcoming."

"I appreciate the various park options in the area and the effort to put on fun events for the community."

"I'm happy to see Ridgemoor Park on the Lane was renovated. Very nicely done and now we are using it a lot. It was too muddy previously. Please complete the picnic tables. They partially installed and then removed the new tables."

"Willow Pond. We enjoy taking the kids to the park and then taking a stroll around the pond. We have four kids ages 6, 5, 2.5 and 16 months. There is something each child can play with which is great. Also, like that the ground is not concrete around the play area. Splash pad is also wonderful. I like that there are two benches in that area for adults. Park area in general is typically clean, with one exception."

"I appreciate the recent upgrades to the park signage at Waterford Park. The park is also quite clean and always in good shape for use."

"The parks are clean, well-kept, any maintenance issue that I've called about they are super prompt on fixing things to keep it safe for all."

"The parks are kept clean and attractive with updated playgrounds. Walking trails are nice."

"The beauty of our parks reflects the beauty of the entire village. Our parks reflect quality of living."



Sample Verbatims: Willowbrook Parks & Rec Department Strengths (cont'd)

PROGRAMS/EVENTS (18%):

"Based on my memory, Willowbrook shares many activities with neighbor cities, mostly Burr Ridge. So I guess it is good to have combined resources to make events bigger."

"I like that the Willowbrook P+R District is with the Burr Ridge P+R District, sharing of programs & facilities."

"I like that the Parks and Rec department offers a variety of family-oriented events, such as fishing day, elf tryouts, and the Christmas park event."

"Offerings for children are plentiful. Like the reciprocal offerings for Burr Ridge/Willowbrook residents."

"Offered terrific programs when my children were younger. Hope to find the same level for seniors."

"This year has been great with activities for younger kids. The years previous there has been nothing. The visit with Santa, Light up the Night, Pumpkin Palooza, and Easter Egg Hunt were great!!"

"I think these recent community events are well done, and the kind of the thing we need after a hard few years with Sterigenics and a pandemic. Really liked the Mug Run and really looking forward to Light Up the Night."

"We like the consistency of events from year to year. Also appreciate new events, such as the Mug Run."

GENERAL/UNSPECIFIC (15%):

"Always clean and looking nice and cared for."

"Taken care of well and very friendly spaces."

"Always clean and no loitering."

"Maintenance and care seem to be very good."

"I like that everything is well-maintained."



Sample Verbatims: Willowbrook Parks & Rec Department Strengths (cont'd)

STAFF/MANAGEMENT (12%):

"The program book that gets sent out periodically."

"Awareness of events via social media is very good."

"Seems to be re-engaging with the community."

"If I call that there is junk lying in Creekside Park, the Parks & Rec Department has it removed. I also called about an ant nest problem in Waterford Park. The Parks & Rec Department sprayed it."

"New leadership is front facing and has spent considerable time listening to community. They are receptive to neighborhoods using the park for events."

"Love all the coaches, great after school sports activities including; dodge ball, football, baseball, hip hop dance, cooking, basketball and the list goes on and on."

"The Parks and Rec department has made recent efforts to more actively engage with members in the community. This type of engagement is much more focused than ever in the 9 years I've lived here."

"All of the parks are very clean and well-maintained with good signage."

FACILITIES (10%):

"Splash pad is awesome. Kids activities and walking paths are great. Decorating and holiday festivities are done so well."

"Nice bathroom available at Willow Pond. Nice permanent tables for outdoors. Summer splash pad for kids. Shelter-covered gazebo for shade."

"Maintenance of clean and attractive facilities, especially for children."

LOCATION/ACCESSIBILITY (3%):

"My proximity to the park. Using playgrounds when the kids were smaller. Watching softball games, walking."

"We just moved here and like how close our parks are to the house, cleanliness, and equipment. Our 1-year-old loves the swings."

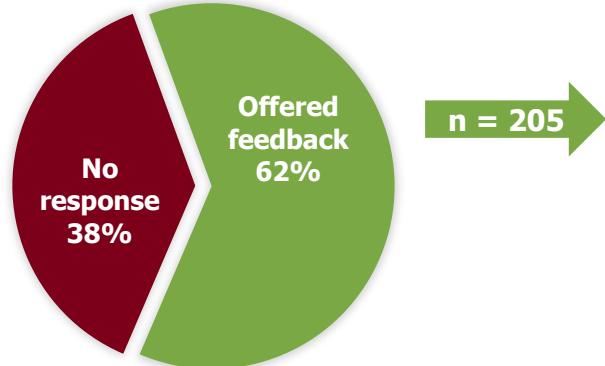
"Good access to simple but effective greenspaces and public areas."



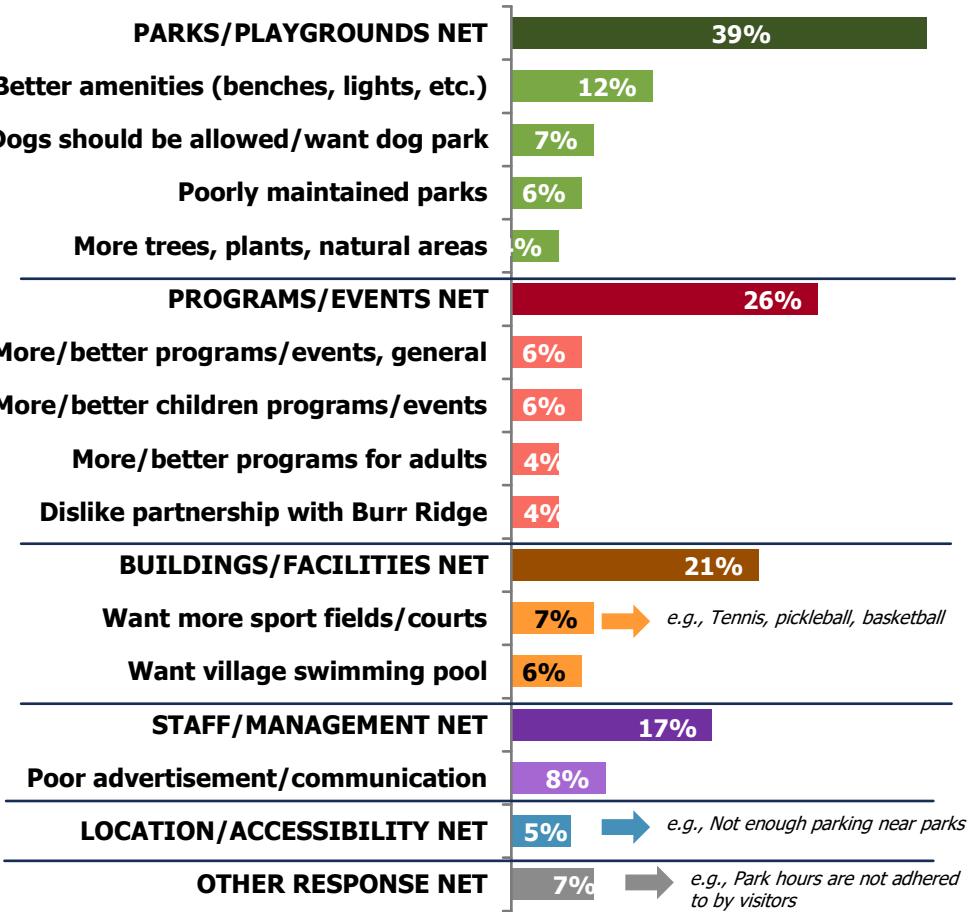
Nearly as many residents (62%) are also able to offer dislikes or suggestions for improvement, across a variety of comments (most often more/better parks, followed by programs, and then facilities).

- In terms of park improvements (top response), residents most often seek more amenities in these locations, followed by allowing leashed dogs (or a dog park) and/or better upkeep in general.
- Residents seeking more or better programming offer a wide range of suggestions (more for children, more for adults, etc.).
- Those seeking additional fields most often want sports fields or courts, or a pool.
- Just under one in five have suggestions for administration and staff, usually more outreach and communication about Department offerings.

Feedback on Willowbrook Parks & Rec Department Weakness?



Top Parks & Rec Department Weaknesses/ Improvement Opportunities (open-ended)





Sample Verbatims: Willowbrook Parks & Rec Department Weaknesses/Needed Improvements

PARKS/PLAYGROUNDS (39%):

"One way to improve the parks is to provide more shade at the playgrounds until the trees grow taller."

"Shouldn't have paved paths in Ridgemoor Park. Fiberglass benches aren't as good as wood or enameled metal; they stay wet after rain a long time. Something needs to be done with Midway."

"Dogs in the parks not on leashes and people not cleaning up after their dog."

"I think a dog park with a fence over 6 feet would benefit a lot of people who have big dogs and not a yard with a fence because they can't have one. A lot of bigger dogs and jump fences under 6 feet, some dogs and jump 6-foot fences, but it would be awesome to have a big enclosed dog park with a very, very tall fence."

"The no-dogs policy. All parks in the close proximity allow dogs. I yet do not understand why Willowbrook does not."

"I would appreciate if the village keeps a nice balance of providing what families want from our parks and what is needed to maintain natural habitat for wildlife around us. For example, areas where our ponds could use more natural vegetation instead of plain rocks -- to attract butterflies. We could leave the land with native planting instead of grass, which requires weekly maintenance and puts pressure on taxpayers."

"We need to plant more privacy trees in the park. For example: blue spruce, Norway spruce, Scotch pine trees to display green during winter and summer while blocking out noise from 83/Kingery Highway."

"I dislike the lack of light in some areas of the park. My kids like to use the seesaw and we were just at the park this past weekend (Thanksgiving) around 4-ish and that area was extremely dark. More streetlamps are needed. Another thing is the massive amount of geese feces on the sidewalk around the pond. Takes away the enjoyment when you're trying not to step on feces every second. More routine cleanup during those months would be great."

"Full garbage cans in parks; overflowing with garbage from both people and pets. Cans should be prioritized after events, sports, and increased in the warm months when traffic is increased. I have had to call numerous times to the Village asking for cans to be emptied."

"It would be nice to have more nature bike trails, or longer nature bike trails since there are so many busy streets around. It would also be nice to have nice basketball courts."

"Borse Park is dated. It needs to be renovated to include ADA-compliant playground equipment, obstacle course playground, and pickleball courts."

"The parks that truly need updating for the sake of the children's safety are getting ignored and instead humongous signs were placed everywhere."

"In the winter, it would be nice to clear an access path through the snow, so families don't have to slog their way to the park."

"There is nothing to do there except walk around the lake. Organize something! Plant flowers or allow gardeners to plant veggies."

"More shaded areas in the parks for kids and adults."



Sample Verbatims: Willowbrook Parks & Rec Department Weaknesses/Needed Improvements (cont'd)

PROGRAMS/EVENTS (26%):

"From what I have seen, most of the classes do not work with my schedule."

"I'm interested to learn if events will take place in the new building next door to Village Hall. I'm of the opinion that it could bring the community together more than having events at BRPD. I completely understand, but it's a shame when events have to cancel due to low participation. It's actually kind of hard to talk about WPRD since I've only done activities thru BRPD."

"The partnership with Burr Ridge does not work. Most youth activities are much more expensive than neighboring communities and often do not actually run due to enrollment. The 5K was good but it was missing components that make other races stronger."

"I dislike how few evening adult classes are now offered, thus leaving out working adults like me."

"Wish there were more youth community activities. Maybe ones that are different than the close-by suburbs. Tennis would be one example."

"I would love to see a preschool program and camps, ongoing activities for our children. (Examples: preschool/weekly music lessons/story times /reading enrichment/mom & tot play groups)."

"Not much. However, it seems the couple of activities you hold annually are geared towards kids rather than the whole community. I know we can participate with Burr Ridge, but that's not exactly our community."

"Need more activities for residents."

BUILDINGS/FACILITIES (21%):

"Need a central Willowbrook recreation center, similar to Burr Ridge. Not necessarily as large but a designated building to represent Willowbrook recreational department, with rooms for classes/activities, rental spaces."

"I would like more tennis and pickleball courts. I do not know if there are any of these courts in the village."

"(There is) no public swimming pool."

"Would like to see an actual parks building like the surrounding villages have, to hold classes, have indoor recreation, etc."

"Does anyone use the volleyball courts at Borse? I wish there were tennis courts there instead."

"Recreational fields and courts would be nice."

"Community meeting areas (like Darien has) would be wonderful too."



Sample Verbatims: Willowbrook Parks & Rec Department Weaknesses/Needed Improvements (cont'd)

STAFF/MANAGEMENT (17%):

"We really dislike the new signage. It is too big and very unattractive. The playground at Creekside is dated and needs updated equipment."

"Enforce 'No Dogs' & 'No Bicycles' rules."

"Obviously, I need to be better informed about your offerings and facilities."

"The communication of available programs. Prefer mailing of brochures."

"I don't often know about different events or activities happening, so better communication."

"Email residents to advertise or make announcements."

"Better communication of programs available to residents."

LOCATION/ACCESSIBILITY (5%):

"Need better access to parks via bicycle paths."

"Baseball tournaments at Community Park. Traffic is a mess."

"We have a daughter with special needs and would appreciate more accessible park space."

"Too often underused. I like to run and go to Hinsdale South track, but it's often locked or, during school hours I am not allowed to use. It would be good to have a track to run and this would encourage people to use our parks. It is unfair that they close it -- we pay for it."

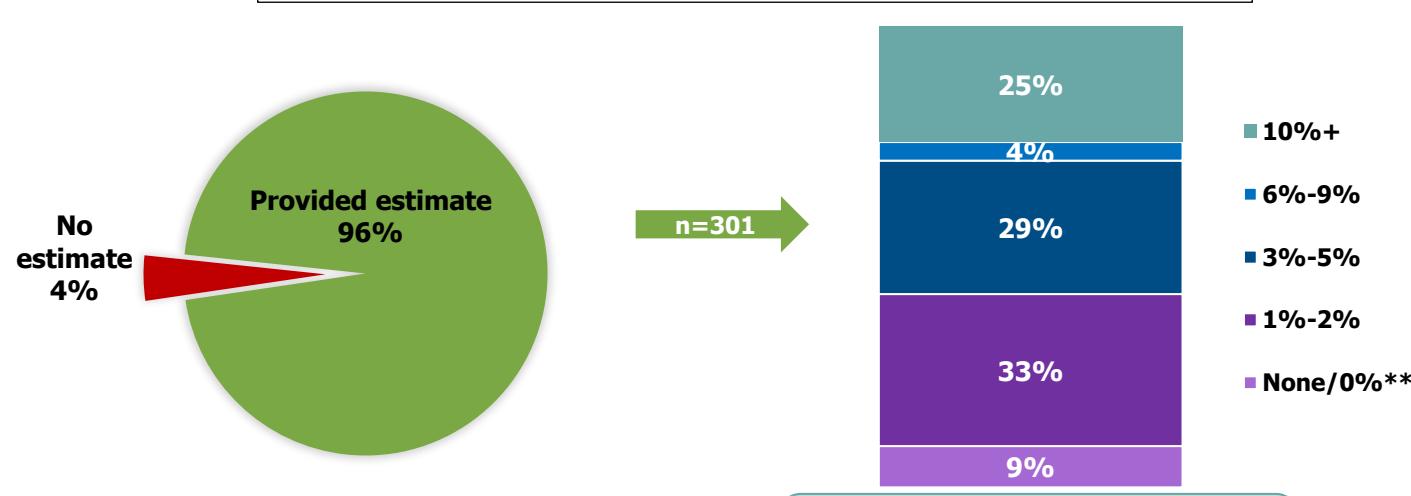
"No parking spaces near the parks and no Village-wide biking/walking trails to get there. I also really wish there were WAY MORE walking trails around the parks and village and at a minimum the sidewalks should be shoveled by the village to encourage movement in the winter too."



Almost all respondents provided an estimate for the share of property taxes that goes to the Department, but only 9% correctly estimate that none of those revenues goes to the Parks & Rec Department.

- Another third estimate that the Department receives 1% to 2% of property tax revenues. The rest (58%) believe it is 3% or more.
- On average, they assume that 5.9% of their property taxes goes to the Willowbrook Parks & Rec Department. The highest estimates tend to come from those living in Willowbrook for 10-19 years (8.0% average estimate), and from women (7.2% average estimate).
 - Lower than average estimates (still higher than reality) come from men (4.5%, on average), long-term residents of 30+ years (4.4% average), and Asian adults (3.9%).

Estimated Percent of Property Taxes Going to the Willowbrook Parks & Rec Department



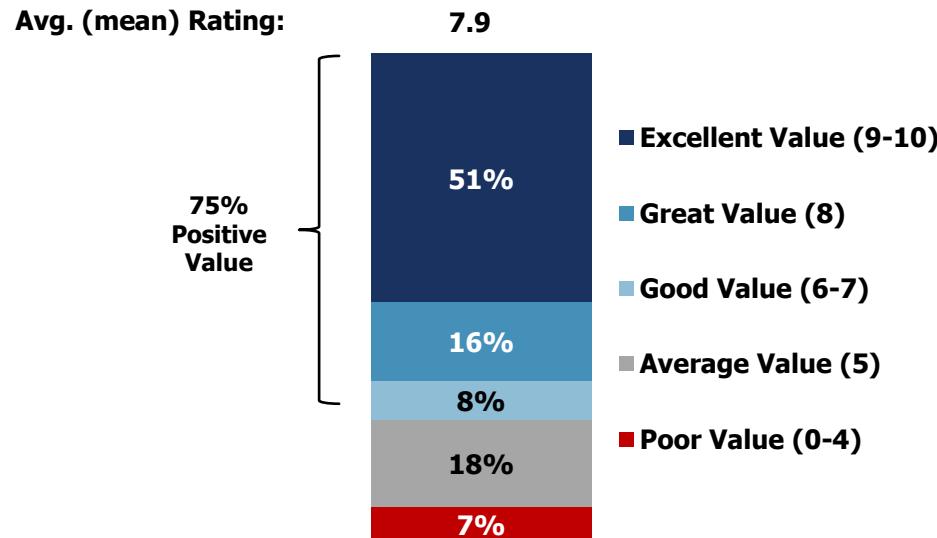
Average Estimate: 5.9% of Property Taxes Go to Willowbrook Parks & Rec Department



When informed that the Department does not receive any property tax revenues, three out of four residents feel this represents at least a good value overall (with half – 51% – saying the Department represents an “excellent” value).

- Given that only 7% rate the Department a “poor” value, the ratio of positive to negative value scores is roughly 11:1. The remaining 18% rate the Parks & Recreation Department an “average” value overall.
- This opinion is generally held across all regions and subgroups. The overall average value rating of 7.9 (representing a “great” value) is consistent with no statistically meaningful differences.

2022 Perceived Value of Willowbrook Parks & Rec Given There Is No Property Tax Share



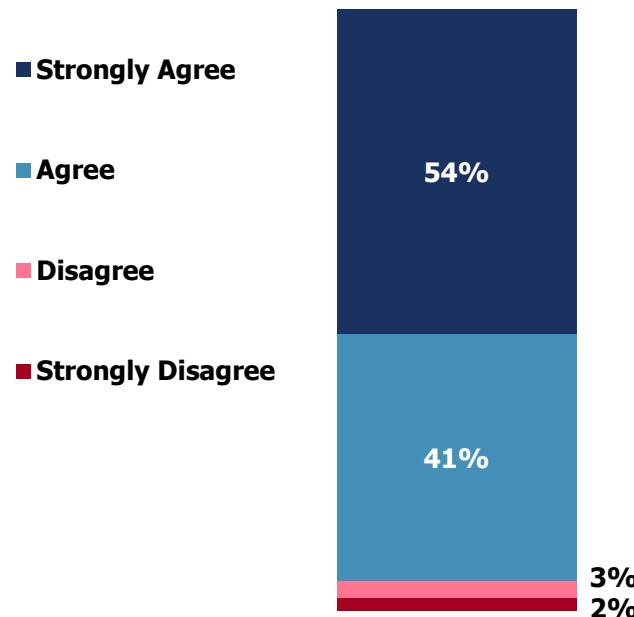
Q18. As you may know, none (0%) of your property taxes goes to the Willowbrook Parks & Recreation department, as it is completely funded currently by program fees, facility rentals, etc. Given the parks, facilities, programs, and services provided by the Department, rate the overall value that the Department represents given its share of property taxes. (0-10 scale)



Virtually all respondents (95%) agree that parks and recreation help to improve property values, with a majority (54%) "strongly" in agreement.

- While few respondents disagree, these residents appear to be more likely in the South region (9%, vs. 5% overall – not a statistically meaningful difference).

Agreement that Parks & Rec Improve Property Values



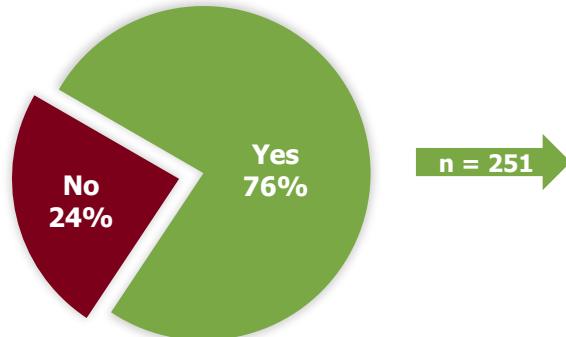


II. Willowbrook Park and Facility Usage

Most residents (76%) report visiting a Willowbrook park or location in the past year.

- At least a third of these self-reported visitors have gone to Willow Pond (43%) or Waterford Park (35%), followed closely by Borse Community Park (30%).
- At least one in five have also been to Midway, Creekside, Ridgemoor and/or Prairie Trail Park.
- Rogers' Glen and Farmingdale Terrace Park are cited least often (by fewer than one in ten residents).
- Non-visitors (24% overall) tend to live in the Northwest region (41% of whom are non-users), are newer residents who moved to Willowbrook in the past five years (40%), and do not have children under 18 in their household (27%).

Used or Visited a Willowbrook Park or Playground in Past 12 Months?



Visited or Used Park/Playground	% Reporting (n=251)
Willow Pond Park	43%
Waterford Park	35%
Borse Community Park	30%
Midway Park	26%
Creekside Park	25%
Ridgemoor Park	24%
Prairie Trail Park	21%
Lake Hinsdale Park	15%
Roger's Glen Park	8%
Farmingdale Terrace Park	6%



Only Willow Pond Park tends to draw residents from throughout Willowbrook. The remaining locations primarily attracts nearby residents from their immediate area or neighborhood.

- For example, the regional distribution of self-reported Willow Pond Park users reflects the overall regional spread of respondents.
- By comparison, virtually all who report going to Waterford, Creekside, or Ridgemoor Park live in the northeast part of town. Similarly:
 - Prairie Trail and Lake Hinsdale are mostly used by those in the Northwest.
 - Farmingdale Terrace Park is almost exclusively used by residents south of Plainfield Rd.

Park/Playground	n	Region		
		North East	North West	South
Overall (row) % of Users	251	42%	34%	24%
Willow Pond Park	118	47%	31%	22%
Waterford Park	85	88%	8%	4%
Borse Community Park	92	22%	25%	54%
Midway Park	72	12%	31%	57%
Creekside Park	64	84%	8%	9%
Ridgemoor Park	60	79%	12%	9%
Prairie Trail Park	39	2%	84%	14%
Lake Hinsdale Park	35	7%	83%	10%
Roger's Glen Park	18	67%	30%	3%
Farmingdale Terrace Park	13	5%	9%	86%



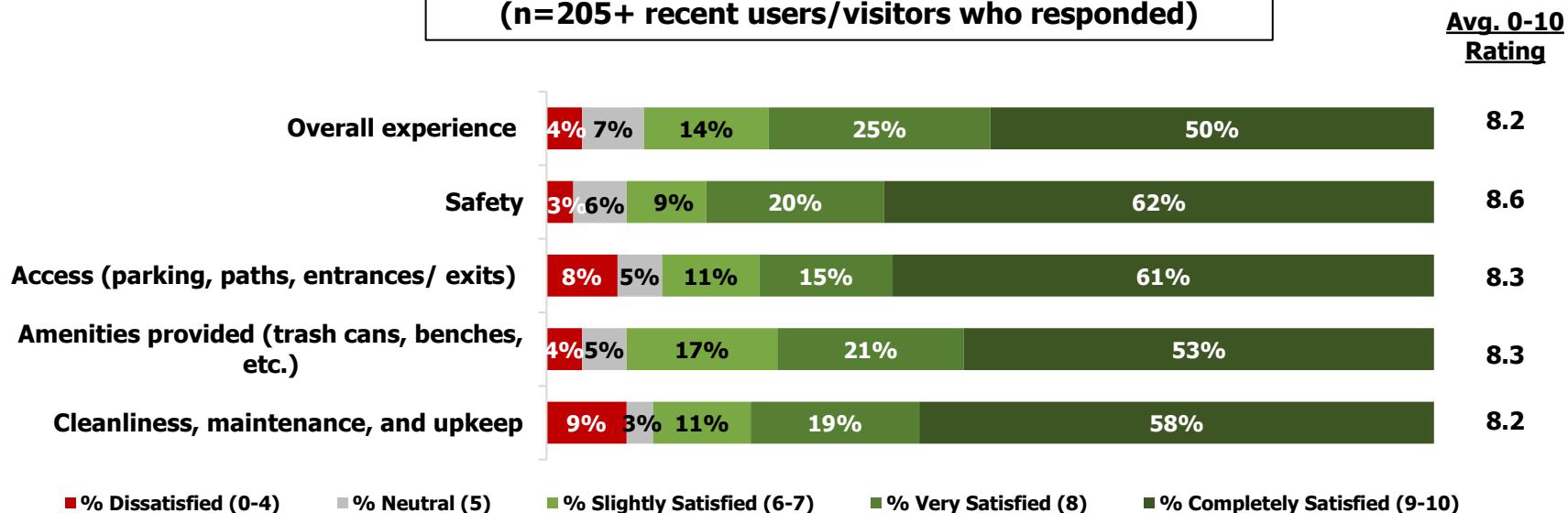
Higher than average draw from region
(statistically meaningful at 95% level)



Recent users/visitors of these parks express very favorable satisfaction, both overall and across every attribute tested.

- A majority are “completely satisfied” (scores of 9 and 10 on a 0-10 scale) across virtually every attribute, and the average ratings are consistently very positive (8.2 or higher). The Department scores highest on overall safety, followed closely by accessibility.
- Fewer than one out of ten are dissatisfied with any aspect of the local parks and playgrounds.

**Satisfaction with Willowbrook Parks & Rec
Department Parks and Playgrounds
(n=205+ recent users/visitors who responded)**





As with the overall esteem scores, satisfaction with local parks tend to come from older residents (ages 55 to 64). Asian adults are also especially satisfied with the safety and accessibility, while women are especially happy with the upkeep and amenities.

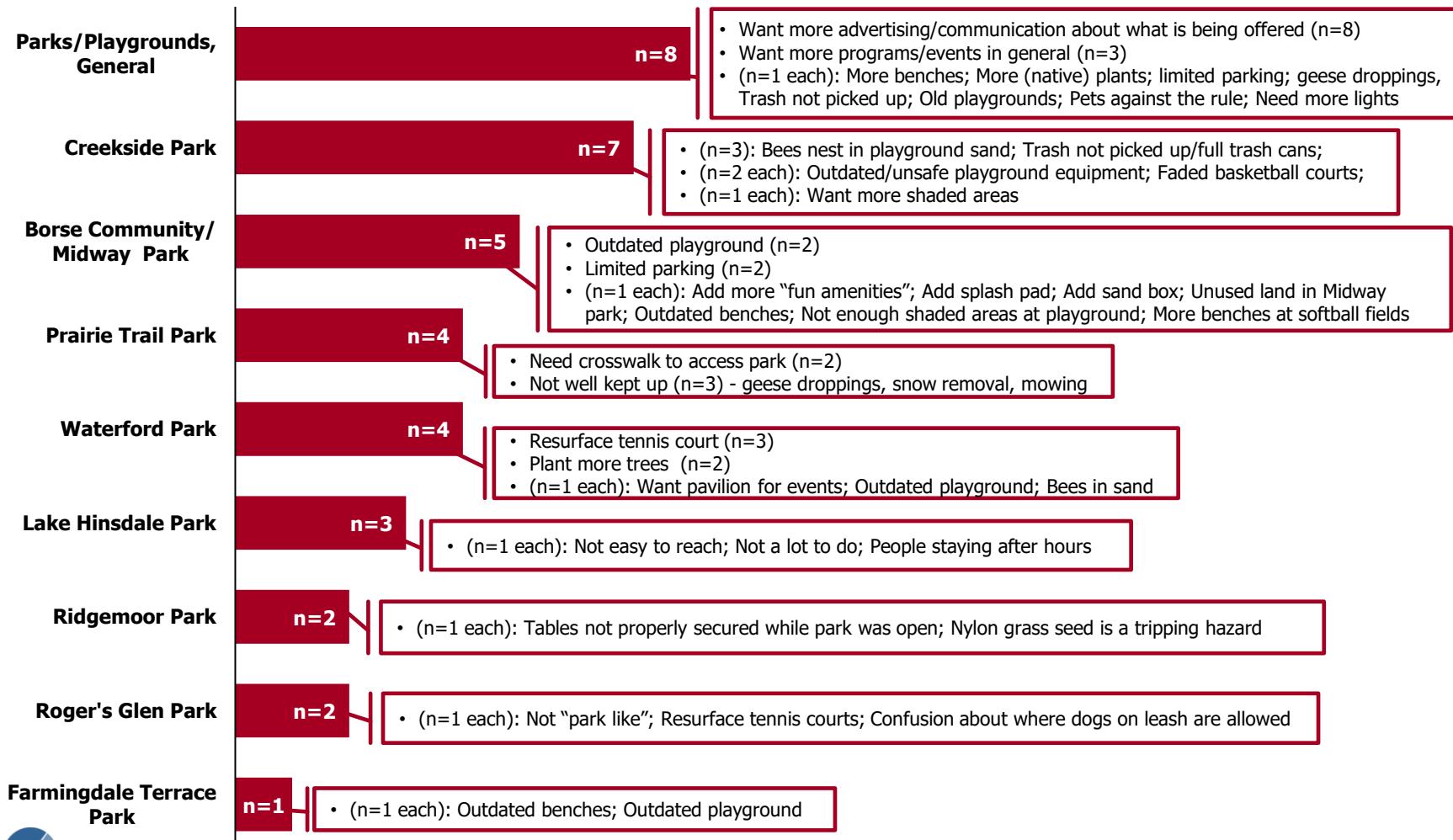
- Lower than average ratings (but still representing strong satisfaction) are more likely to come from both residents between 35 and 44 years old, and ages 65 or older. Persons of color (non-white and non-Asian adults) also give slightly lower scores for accessibility and maintenance/upkeep.

	Overall Avg. Rating (0-10)	Lower Satisfaction	Higher Satisfaction
Overall Experience	8.2	- Adults ages 35-44 (7.6)	- Adults ages 55-64 (8.7)
Safety	8.6	- White adults (8.4)	- Ages 55-64 (9.1) - Asian adults (9.5)
Access (parking, paths, entrances/exits)	8.3	- Non-white and non-Asian adults (7.7) - Ages 35-44 (7.9), and 65+ (8.0)	- Asian adults (9.3) - Ages 55-64 (9.0)
Amenities provided (trash cans, benches, etc.)	8.3	- Ages 65+ (7.9) - Men (8.1)	- Women (8.6)
Cleanliness, maintenance and upkeep	8.2	- Non-white and non-Asian adults (7.2) - Ages 35 to 44 yrs. old (7.2)	- Ages 55-64 (9.1) - Lived in Willowbrook 10-19 yrs. (9.0) - Women (8.8)



Residents who report less satisfaction with Willowbrook Parks & Rec Department parks or facilities (scores of 6 or lower on a 0-10 scale) were asked to explain. This feedback is scattered across multiple parks and/or concerns.

Reasons for Dissatisfaction with Programs or Events (n=32, multiple open-ended response)

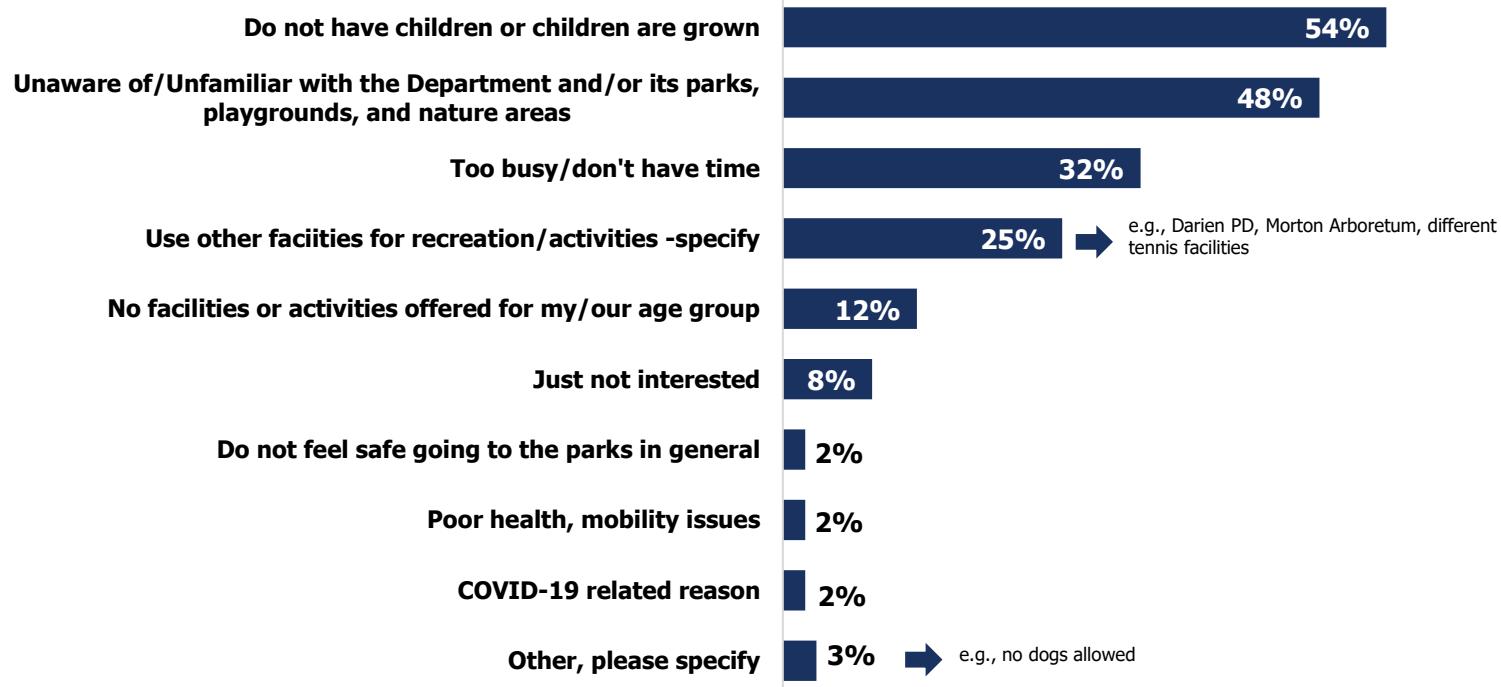




Those who report no recent usage of village parks (24% overall) usually cite not having children under 18 as the reason for not visiting these locations, followed closely by a lack of awareness of local parks and playgrounds.

- A third (32%) feel they do not have time to take advantage of local parks, and one in four seek recreation or program activities elsewhere. The remaining reasons or barriers to usage are cited far less frequently.

Top Reasons: Not Using/Visiting Willowbrook Parks & Rec Parks in Past Year (multiple responses, n=61 cases)





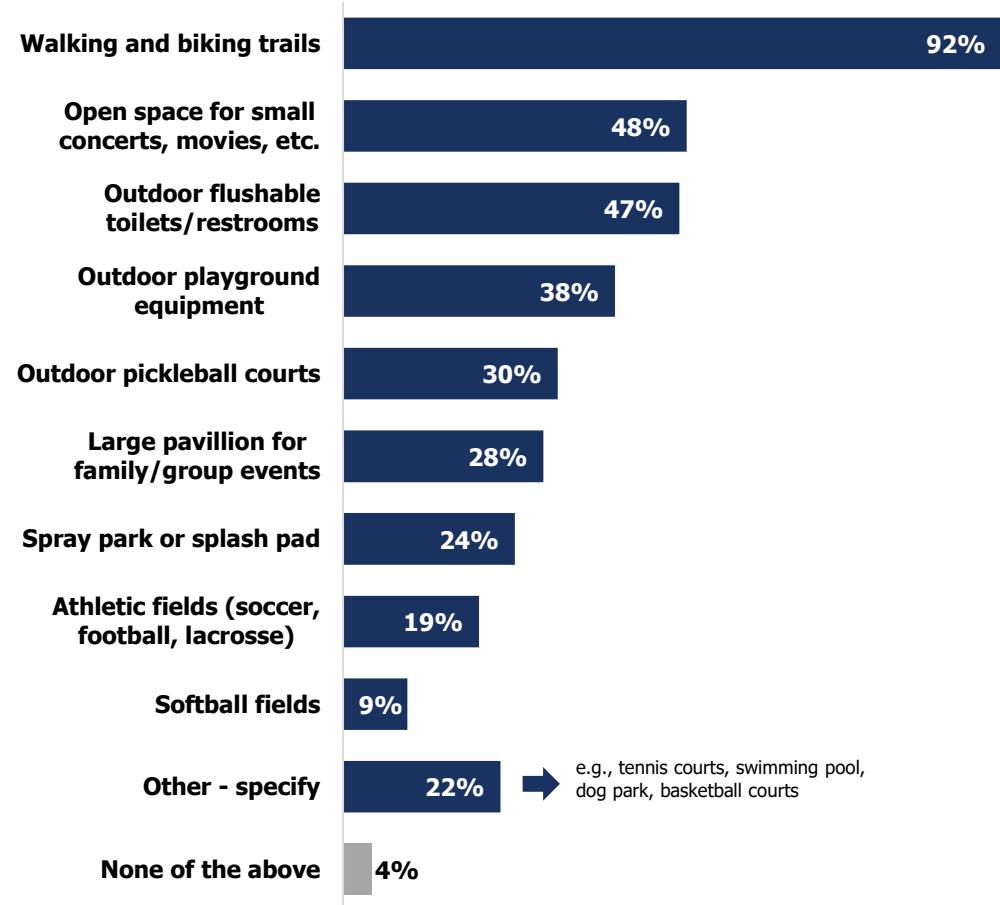
III. Level of Interest and Unmet Needs: Amenities and Facilities



From a list of facilities and park amenities tested, outdoor trails have nearly universal demand (92% expressing a need, interest, or current usage).

- Nearly half also seek open space for small events (48%) and would like flushable outdoor toilets/restrooms (47%).
- Over a third (38%) express an interest in outdoor playground equipment, followed by:
 - Outdoor pickleball courts (of interest to 30% overall)
 - A large pavilion for group events
 - Spray parks/splash pads
 - Sports fields.
- Softball fields (9%) rank lower in terms of overall demand/interest, and one in five (22%) volunteer other facilities that they would like to see (scattered suggestions).

Amenities and Facilities of Interest/Need Among Residents (% "Yes")





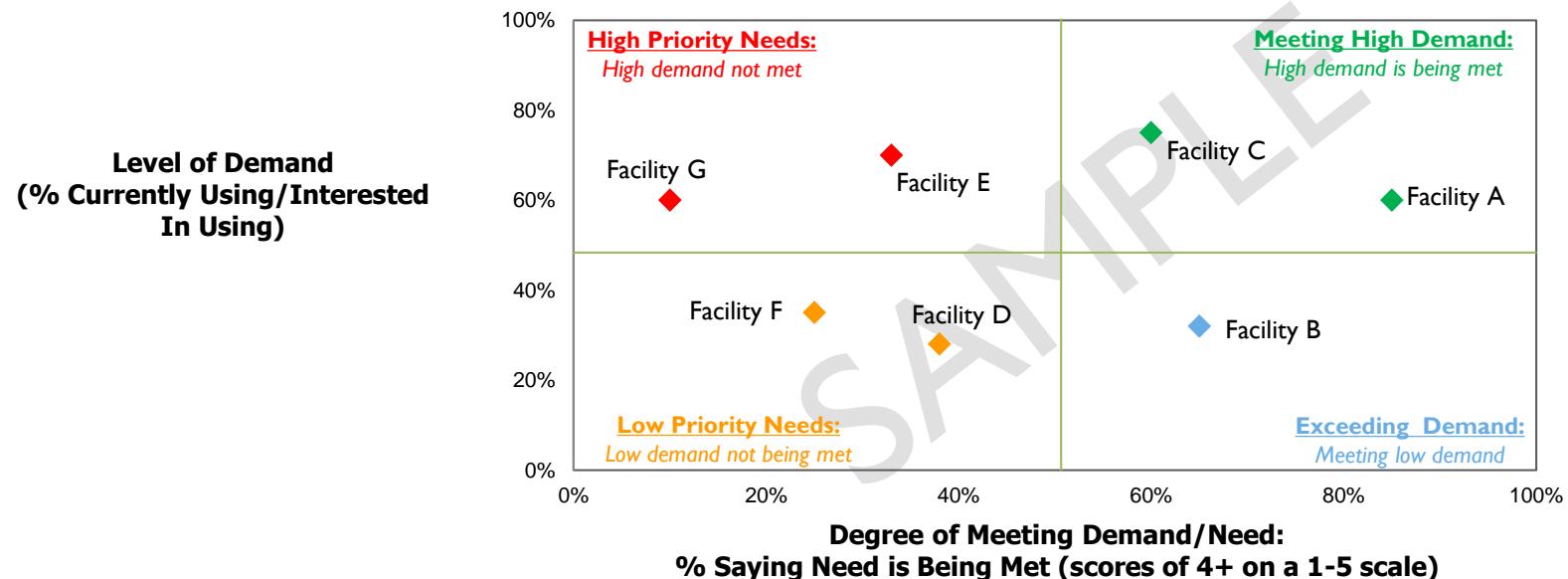
All regions and subgroups are equally interested in trails and an outdoor event space (the top two options). The oldest residents tend to be most in favor of flushable outdoor restrooms.

- Not surprisingly, younger adults and those with children tend to express a need or interest in playgrounds and/or spray parks and splash pads, along with sports fields.
- Nearly half (42%) of residents ages 55-64 express an interest in or need for pickleball courts.

	Overall	Most Likely to Express Interest/Need/Use
Walking and biking trails	92%	< no significant differences >
Open space for small concerts, movies, etc.	48%	< no significant differences >
Outdoor flushable toilets/restrooms	47%	<ul style="list-style-type: none">- Ages 65+ (57%)- Lived in Willowbrook 5-9 yrs. (61%)
Outdoor playground equipment	38%	<ul style="list-style-type: none">- Living in Northeast region of Willowbrook (51%)- Have children in household (69%)- Ages 35-44 (62%)- Park visitor/user (44%)- Lived in Willowbrook 30+ years (55%)
Outdoor pickleball courts	30%	<ul style="list-style-type: none">- Ages 55-64 (42%)
Large pavilion for family/group events	28%	<ul style="list-style-type: none">- Have children in household (46%)- Women (40%, vs. men 17%)
Spray park or splash pad	24%	<ul style="list-style-type: none">- Ages 35-44 (41%)- Have children in household (59%, vs. 15% of those without children)- Visitor/user of parks (28%)
Athletic fields (soccer, football, lacrosse)	19%	<ul style="list-style-type: none">- Ages 35-44 (34%)- Children in household (44%, vs. 13% of those without children)- Men (30%, vs. 9% of women)- HH income >\$150K (35%)
Softball fields	9%	< no significant differences >

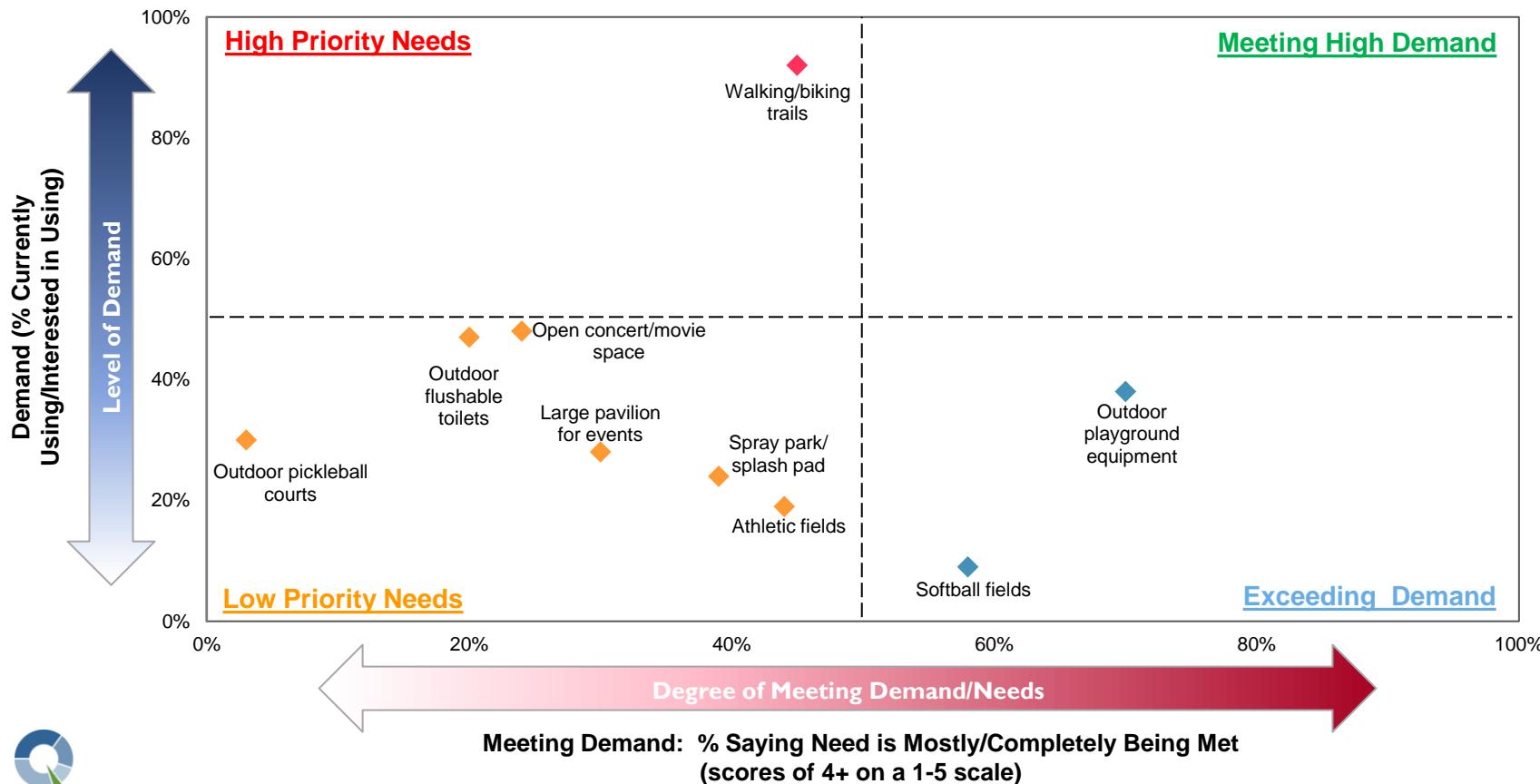
Quadrant Analysis: Determining if Demand for Facilities/Amenities is Being Met

- Respondents who report use or interest in each facility/amenity were also asked how well those needs are currently being met on a 1-5 scale.
 - A score of "4" means their needs are mostly met, and a "5" means they are completely met.
- The results are reported on the following pages using a scatter plot that shows both:
 - Overall demand for each facility (vertical axis) based on the % who indicate need, usage or interest
 - The % with scores of "4" or "5" who report if each "need" is currently being met (horizontal axis) on the 1-5 scale.
- In the example below, facilities A and C in the upper right quadrant are in high demand and sufficient supply, while facilities E and G (upper left) represent opportunity (high demand not currently being met). Facilities to the bottom (B, D, and F) are in lower demand.



Most of the Willowbrook amenities/facilities tested represent unmet needs or “gaps” among its residents, including those interested in the item of greatest demand – walking/biking trials. Fewer than half expressing this need feel that there are enough local trails currently.

- Many of the remaining improvements represent secondary “gaps” or lower priorities (due to lower levels of demand). However, a couple of these (an open concert/movie space, and outdoor flushable toilets) are close to being higher priority needs or priorities.
- Those most interested in playgrounds and softball fields generally report that these are readily available currently.

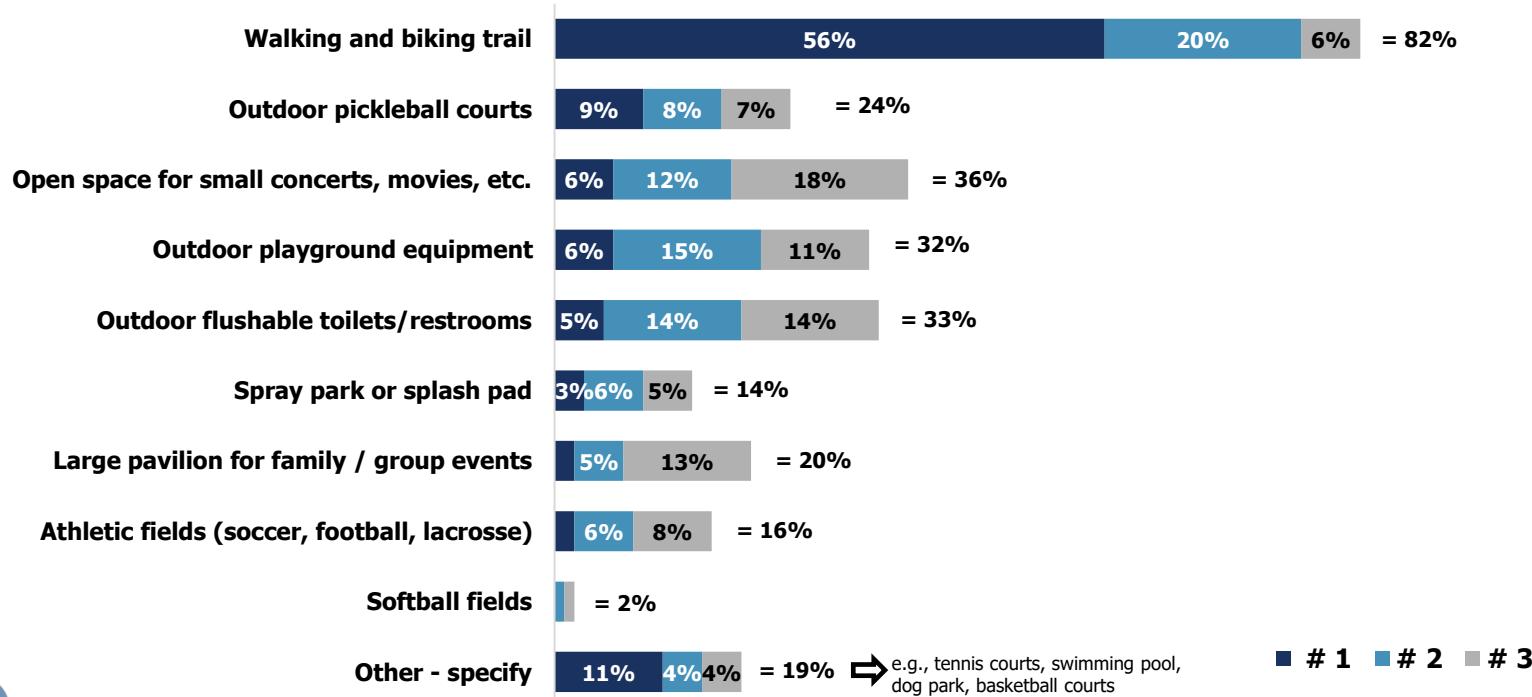




When asked to select the top priorities from this list, trails again emerges as the clear #1 choice.

- A number of improvements represent a second tier of priorities, each of which is cited by at least one in four residents. These include:
 - Open space for events like concerts and outdoor movies (a potential high priority gap based on previous page)
 - Outdoor flushable toilets (likewise, nearly a higher priority need)
 - Playground equipment (high demand, but already mostly being met)
 - Outdoor pickleball courts.

Top Three Amenities/Facilities For Willowbrook Parks & Rec To Provide/Expand/Improve





Trails are especially important to older residents (ages 55-64, no children at home), and likewise outdoor flushable toilets remain of greater interest to older adults.

- Consistent with earlier findings, those with children are the most interested in outdoor playground equipment, which also tends to be a top-three priority in the NE region. Likewise, households with children place a higher priority on more or improved splash pads/spray parks (along with those in the S region – see next page).

	Most Likely to Rate #1 (Top) Priority	Most Likely to Include Among Top 3 Priorities
Walking/biking trail	<u>56% Overall</u> <ul style="list-style-type: none">- No children in household (62%, vs. 34% of those with children)- Ages 55-64 (71%)- Lived in Willowbrook 20-29 years (86%)	<u>82% Overall</u> <ul style="list-style-type: none">- No children in household (86%, vs. 67% of those with children)- Ages 55-64 (94%)
Outdoor pickleball courts	<u>9% Overall</u> <i>< no significant differences ></i>	<u>24% Overall</u> <ul style="list-style-type: none">- HH income >\$150K (36%)
Open space for small concerts, movies, etc.	<u>6% Overall</u> <ul style="list-style-type: none">- Asian adults (17%)- Lived in Willowbrook 30+ years (27%)	<u>36% Overall</u> <ul style="list-style-type: none">- No children in household (41%, vs. 18% of those with children)
Outdoor playground equipment	<u>6% Overall</u> <ul style="list-style-type: none">- Children in household (17%, vs. 4% of those without children)- Ages 35-44 (18%)- Non-white and non-Asian adults (25%)	<u>32% Overall</u> <ul style="list-style-type: none">- Children in household (54%, vs. 26% of those without children)- Ages 35-44 (62%)- Residents living in the Northeast (43%)
Outdoor flushable toilets/restrooms	<u>5% Overall</u> <i>< no significant differences ></i>	<u>33% Overall</u> <ul style="list-style-type: none">- Ages 45-54 (50%) and 65 and older (46%)



Significant Differences: Top Priorities for Amenities/Facilities (cont'd)

	Most Likely to Rate #1 (Top) Priority	Most Likely to Include Among Top 3 Priorities
Spray park or splash pad	<u>3% Overall</u> - Children in household (10%, vs. 1% of those without children)	<u>14% Overall</u> - Children in household (29%, vs. those without children 10%) - Residents living in the South (25%)
Large pavilion for family/group events	<u>2% Overall</u> <i>< no significant differences ></i>	<u>20% Overall</u> <i>< no significant differences ></i>
Athletic fields (soccer, football, lacrosse)	<u>2% Overall</u> <i>< no significant differences ></i>	<u>16% Overall</u> - Park visitors/users (19%, vs. 4% of non-user*)
Softball fields	<u><1%</u> <i>< no significant differences ></i>	<u>2% Overall</u>

* Non-users tended to give other amenities top priority (beyond those tested above), most often tennis courts, pool, and/or dog parks(n=2-4 cases each).



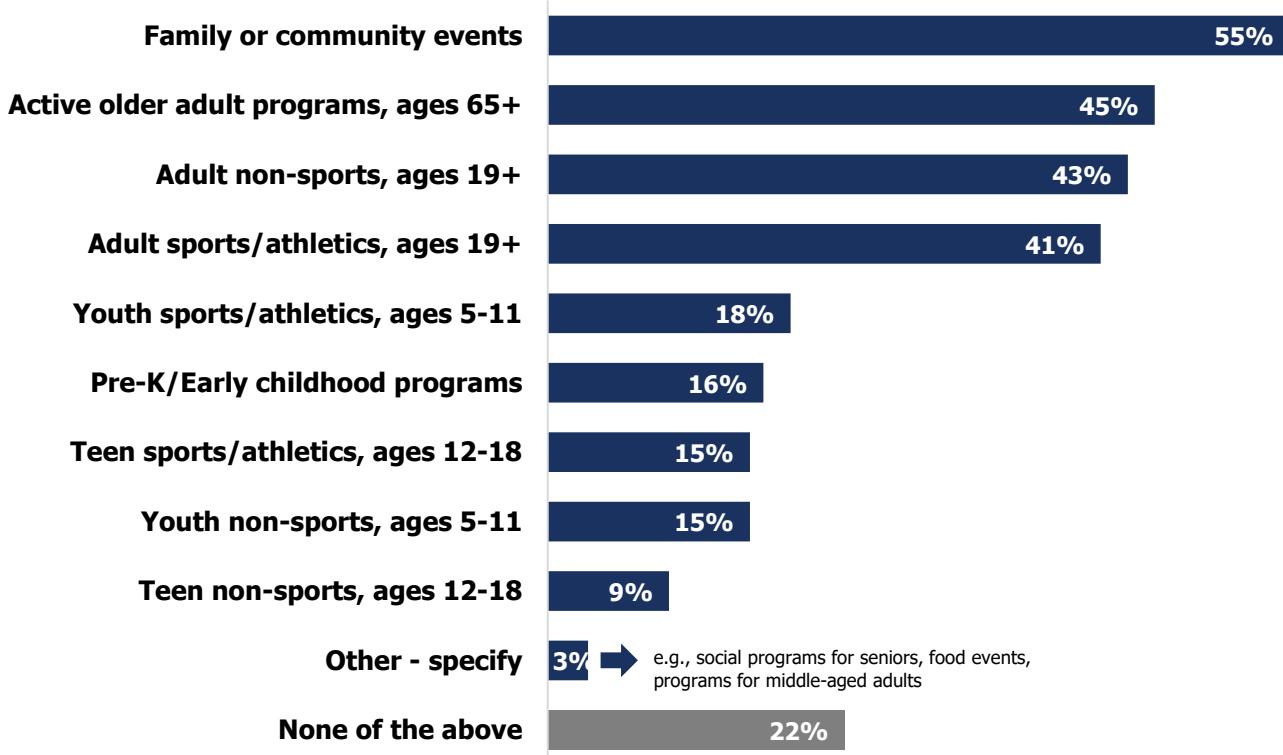
IV. Level of Interest and Unmet Needs: Programs and Events



In terms of programming options, most residents express a need or interest in family or community events. This is followed closely by more programming, especially for adults (and including both adult sports and non-athletic activities).

- Note that fewer respondents report a need or demand for youth programs across various age groups. This is reflective of only 19% of Willowbrook households that have children under the age of 18 (consistent with US Census data).

Programs/Events of Interest/Need Among Residents (% "Yes")



Q14. Please indicate below if you or any household member uses or has a need or interest in the following program or events. (Multiple-select)



Households with children and residents between ages 45 and 54 are especially interested in community and family events. Regarding adult programs, residents over age 55 are especially interested in active older adult programming.

- Adult non-sports programs appeal to a slightly younger group (ages 45-64), and adult athletics are mostly of interest to men, ages 45-54, and the newest Willowbrook residents.

	Overall	Most Likely to Express Interest/Need/Use
Family or community events	55%	<ul style="list-style-type: none">- Ages 45-54 (72%)- Children in household (67%, vs. 51% of those without children)- Parks & Rec user/visitor (61%, vs. 32% non-users)
Active older adult programs, ages 65+	45%	<ul style="list-style-type: none">- No children in household (56%, vs. 8% of those with children)- Ages 55-64 (45%) and 65 years or older (91%)- Lived in Willowbrook for 30 years or longer (89%)
Adult non-sports, ages 19+	43%	<ul style="list-style-type: none">- Living in the Northwest of Willowbrook (54%)- Ages 45-54 (67%) and 55-64 (56%)
Adult sports/athletics, ages 19+	41%	<ul style="list-style-type: none">- Ages 45-54 (58%)- Men (53%, vs. women 34%)- HH income >\$150K (56%)- Lived in Willowbrook less than 5 years (66%)

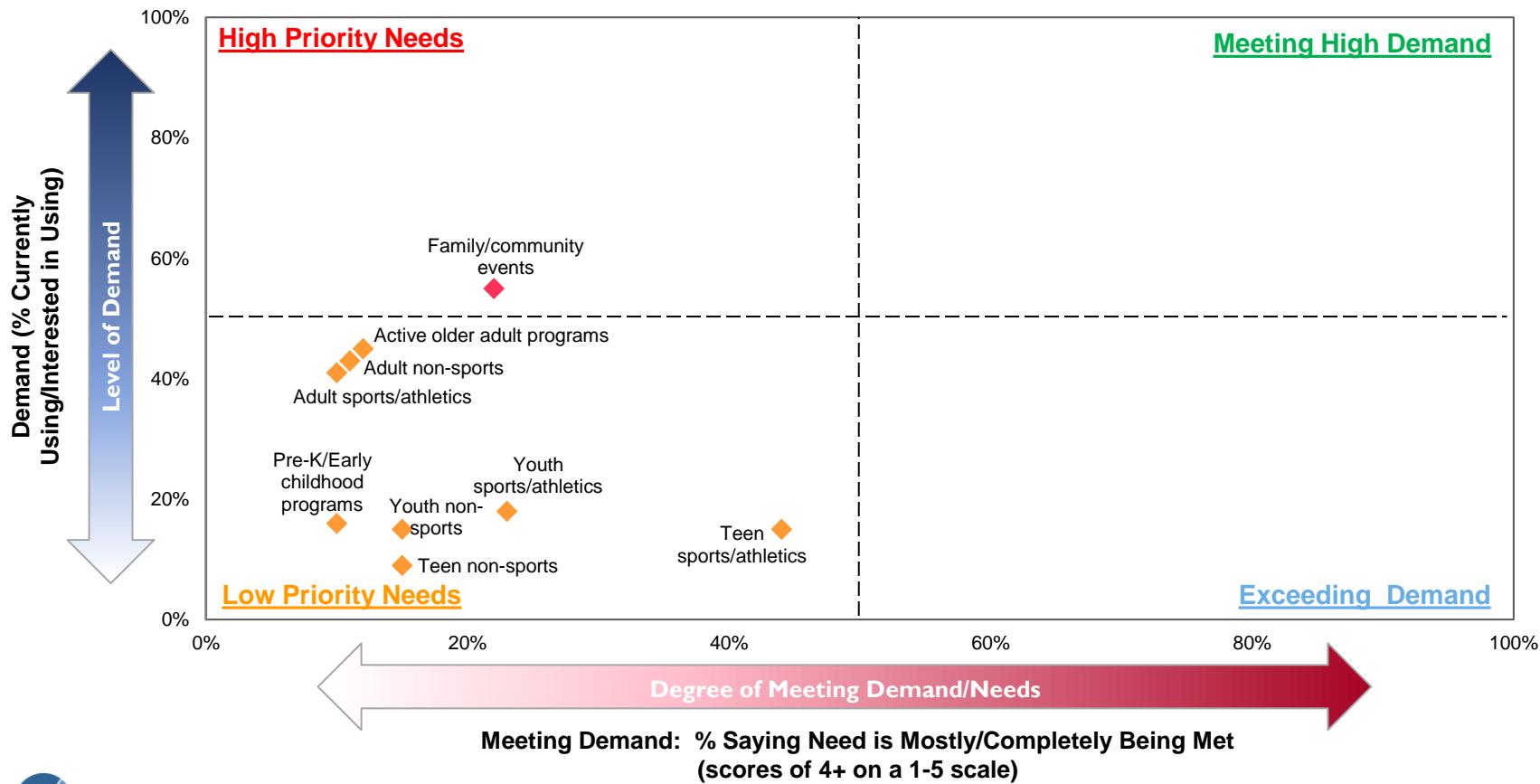


Not surprisingly, younger adults (ages 45-54) tend to be most interested in youth programs across varying age groups. Asian households are especially interested in teen sports.

	Overall	Most Likely to Express Interest/Need/Use
Youth sports/athletics, ages 5-11	18%	<ul style="list-style-type: none">- Ages 35-44 (44%)- Children in household (62%, vs. 4% of those without children)- Lived in Willowbrook 5-9 yrs. (40%)- Parks & Rec user/visitor (20%, vs. 6% non-users)
Pre-K/Early childhood programs	16%	<ul style="list-style-type: none">- Ages 35-44 (34%)- Children in household (42%, vs. 9% of those without children)
Teen sports/athletics, ages 12-18	15%	<ul style="list-style-type: none">- Children in household (34%, vs. 10% of those without children)- Asian adults (40%)- Ages 45-54 (25%)- Lived in Willowbrook 5-9 yrs. (29%)
Youth non-sports, ages 5-11	15%	<ul style="list-style-type: none">- Children in household (57%, vs. 2% of those without children)- Ages 35-44 (38%), 45-54 (20%)- Lived in Willowbrook 5-9 yrs. (40%)
Teen non-sports, ages 12-18	9%	<ul style="list-style-type: none">- Children in household (30%, vs. 3% of those without children)- Ages 45-54 (24%)- Lived in Willowbrook 5-9 yrs. (23%)
None of the Above	22%	<ul style="list-style-type: none">- No children in household (25%, vs 7% of those with children)- Men (29%, vs 14% of women)- Not recent Parks & Rec visitors/users (35%)

Looking at how well current demand is being met for the programs and events tested, most represent opportunities for the Parks and Rec Department. Of these, community and family events register the biggest "gap" (highest interest/demand that is not being met).

- This is closely followed by gaps in meeting interest for adult programming.
- Note that sports and athletic programs for teenagers appears to be at least somewhat addressed currently (most likely by local schools and/or other park/sports programs).

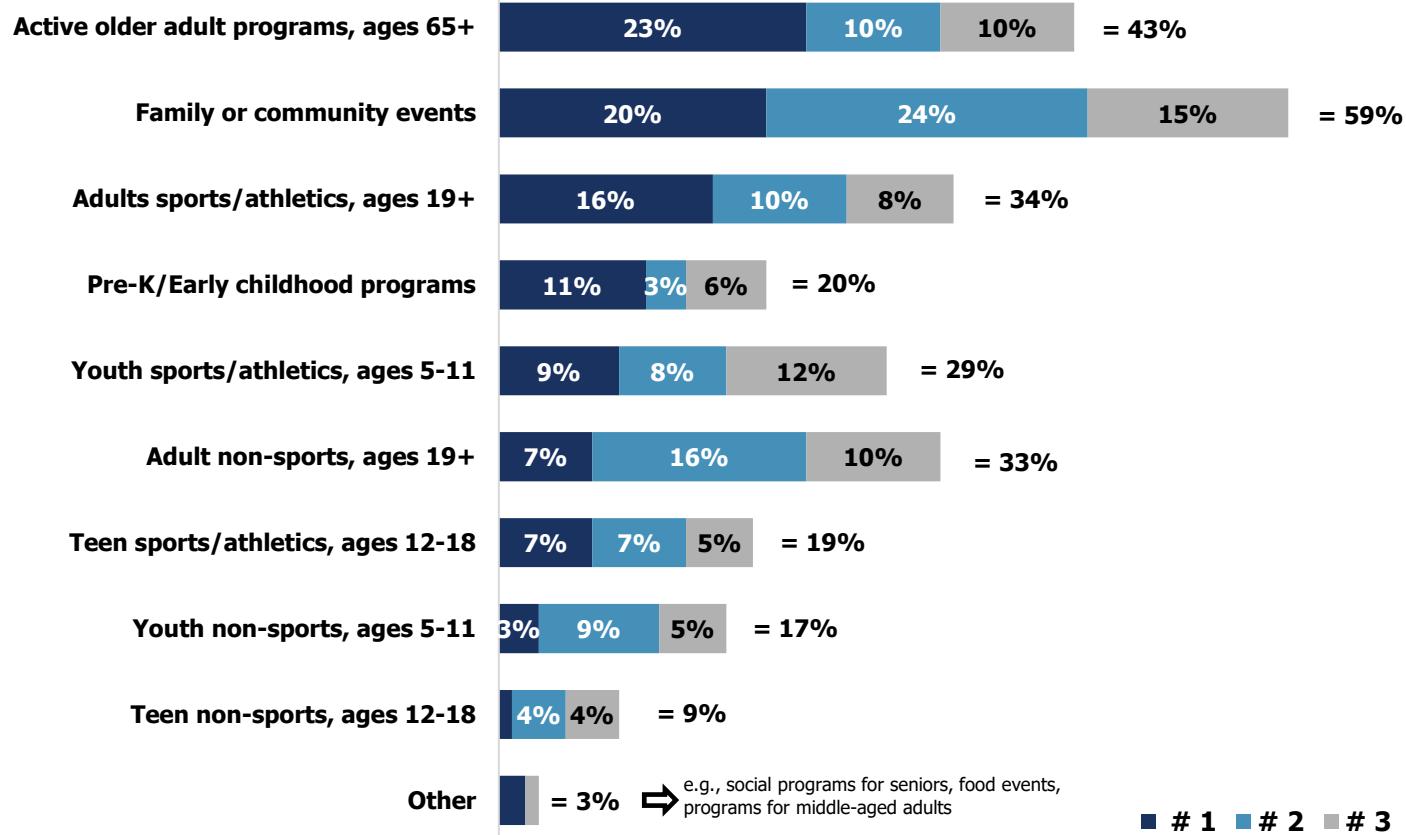




In terms of the #1 program/event priority for the Department, more active older adult programs tops the list. However, family/community events is a close second, with a greater number of residents (mostly younger adults) citing this as a 2nd or 3rd priority.

- Among youth programs, options for pre-K children and athletics for younger 5- to 11-year-olds hold a slight edge.

Top Three Programs/Events For Willowbrook Parks & Rec Department To Provide/Expand/Improve



*Q15. Please indicate the **top three programs or events** that you think should be priorities for the Parks & Rec Department to provide, add or improve.*
NOTE: Data labels <3% not shown.



Older and long-term residents place active adult programming among the top priorities. Women are especially interested in family/community events, while men place more emphasis on adult sports options.

	Most Likely to Rate #1 (Top) Priority	Most Likely to Include Among Top 3 Priorities
Active older adult programs, ages 65+	<u>23% Overall</u> <ul style="list-style-type: none"> - No children in household (29%, vs. 1% of those with children) - Ages 65 and older (56%) - Lived in Willowbrook 30 yrs. or longer (43%) 	<u>43% Overall</u> <ul style="list-style-type: none"> - Ages 65 and older (81%) - No children in household (51%, vs. 13% of those without children) - HH income <\$75k (58%) - Lived in Willowbrook for at least 30 yrs. (80%)
Family or community events	<u>20% Overall</u> <ul style="list-style-type: none"> - Ages 45-54 (35%) 	<u>59% Overall</u> <ul style="list-style-type: none"> - Women (68%, vs. 50% of men)
Adults sports/athletics, ages 19+	<u>16% Overall</u> <ul style="list-style-type: none"> - Men (25%, vs. 9% of women) - Lived in Willowbrook less than 5yrs. (33%) - HH income >\$150K (30%) 	<u>34% Overall</u> <ul style="list-style-type: none"> - No children in household (38%, vs. 22% of those with children) - Men (46%, vs. 26% of women) - HH income >\$150k (48%) - Lived in Willowbrook for less than 5 yrs. (56%) - Not recent Parks & Rec visitors (57%, vs. 28% of recent visitors)
Pre-K/Early childhood programs	<u>11% Overall</u> <ul style="list-style-type: none"> - Children in household (26%, vs. 7% of those without children) 	<u>20% Overall</u> <ul style="list-style-type: none"> - No children in household (38%, vs. 15% of those with children) - Women (26%, vs. 14% of men)
Youth sports/athletics, ages 12-18	<u>9% Overall</u> <ul style="list-style-type: none"> - Children in household (23%, vs. 5% of those without children) 	<u>29% Overall</u> <ul style="list-style-type: none"> <no meaningful differences>



Consistent with survey results cited earlier, Asian households tend to place higher importance on teen sports, as do non-Parks and Rec users/visitors.

	Most Likely to Rate #1 (Top) Priority	Most Likely to Include Among Top 3 Priorities
Adult non-sports, ages 19+	<u>7% Overall</u> - Ages 55-64 (16%)	<u>33% Overall</u> - No children in household (37%, vs. 21% of those with children) - Ages 45-54 (46%) and 55-64 (50%)
Teen sports/athletics, ages 12-18	<u>7% Overall</u> - Asian adults (24%) - Not recent Parks & Rec visitors/users (19%)	<u>19% Overall</u> - Men (27%, vs. 13% of men)
Youth non-sports, ages 5-11	<u>3% Overall</u> <i>< no significant differences ></i>	<u>17% Overall</u> - Children in household (52%, vs. 7% of those without children) - Lived in Willowbrook 5-9 yrs. (36%)
Teen non-sports, ages 12-18	<u>1%</u> <i>< no significant differences ></i>	<u>9% Overall</u> <i><no meaningful differences></i>

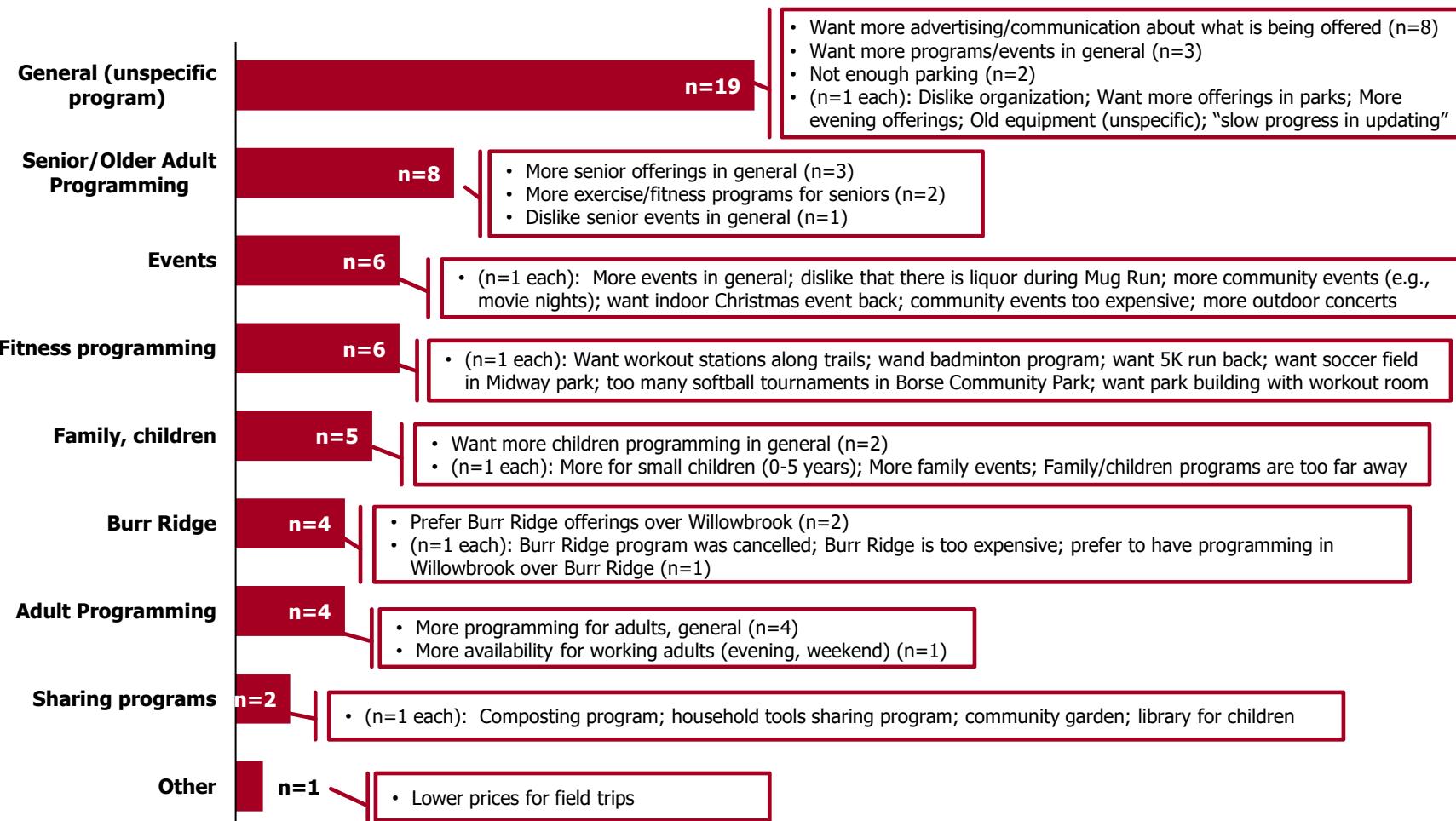


V. Program and Event Suggestions



Overall, thirteen percent express dissatisfaction with current programs or events. Those providing feedback (n=50) offer a variety of suggestions (scattered responses). More activities and better advertising/communication about what is offered were cited most often.

Reasons for Dissatisfaction with Programs or Events (n=50, multiple open-ended response)



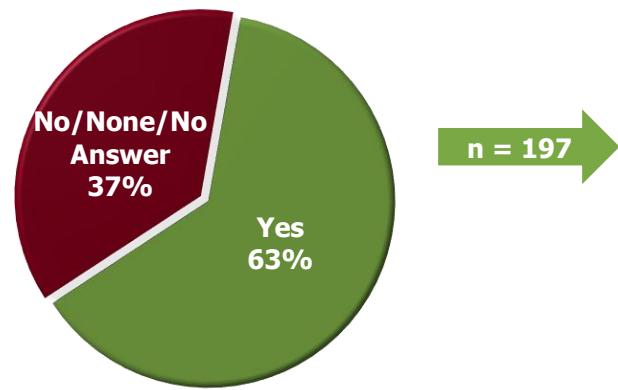
Q12. If you are dissatisfied with any Willowbrook Parks & Rec Department program or event, please indicate which one(s) and why.



Nearly two-third of respondents offer open-ended suggestions for programs or events they would like the Department to consider. Again, community events top the list (especially concerts), and about one in five seek more fitness programs (including pickleball).

- One in ten also took this opportunity to identify specific facilities that they would like to see in the Village (e.g., an ice rink, more trails, indoor track).

Additional Willowbrook Parks & Rec Department Program/Event Suggestions?



Suggestions for Other Programs/Events (top multiple responses)

EVENTS NET	52%
Concerts	22%
Movie at the park	12%
Sports events (e.g., 5K run)	11%
More seasonal/holiday events	9%
Group events (e.g., block party)	5%
Food events (e.g., Taste of Willowbrook)	4%
FITNESS PROGRAMS NET	19%
Pickleball	7%
Exercise/Fitness programs, general	5%
Low impact (e.g., yoga, pilates, etc.)	4%
NON-FITNESS PROGRAMS NET	9%
Pet/Dog training, activities	4%
Other non-fitness suggestion	5%
e.g., arts & crafts, gardening, game nights	
MORE SENIOR ACTIVITIES NET	11%
MORE FOR CHILDREN NET	9%
MORE FOR FAMILIES NET	7%
MORE FOR ADULTS NET	4%
FACILITY SUGGESTION	10%
e.g., ice rink, indoor walking track, pool, more bike paths	

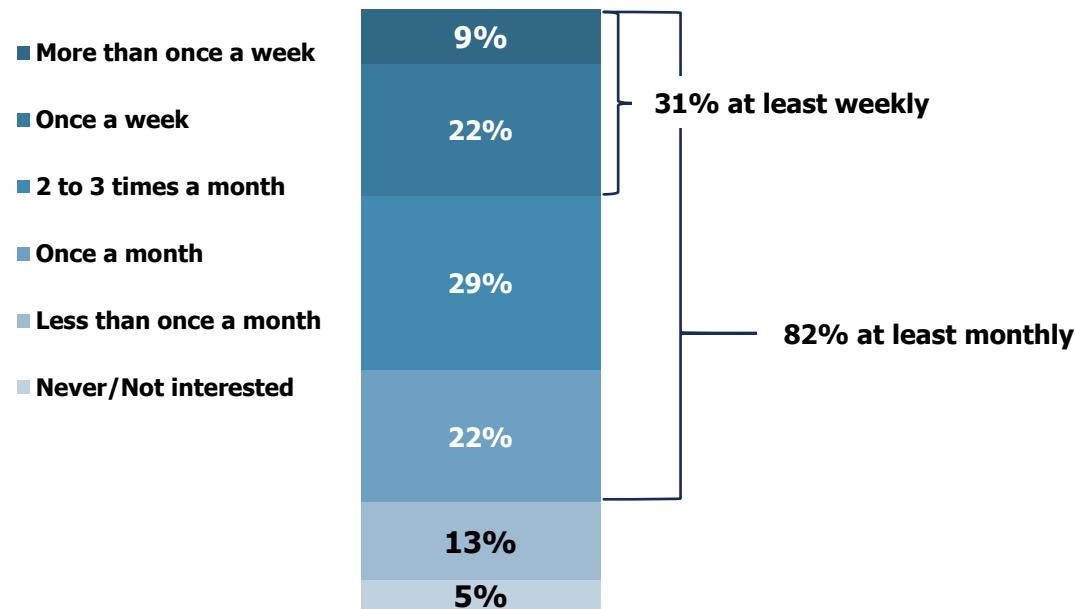




When asked how often respondents or household members expect to participate in activities matching their interest, nearly a third (31%) would likely participate at least once a week.

- Sixty percent would participate multiple times a month, and a clear majority (82%) would be interested in a monthly activity (at least).
- Only 5% report being unlikely to participate in any program offered by the Department.

Expected Participation in Programs of Interest



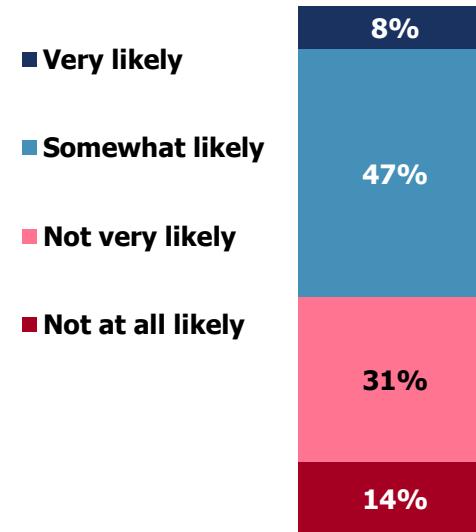
Q16. If the Parks & Rec Department were to offer programs of interest to you and your household, how often would you (or someone in your household) most likely participate in these activities in general? Please select your best estimate.



Just over half (55%) express interest in participating in Department discussion groups about potential park and program improvements, but most of this interest is “soft”. Only 8% are “very” likely to participate (vs. 47% who are “somewhat” likely to do so).

- Interest is strongest among current park users and ages 35-44. The oldest residents (ages 65+) tend to be not at all likely to participate.

Expected Participation in Discussion Groups



	Overall	Least Likely to Expect Participation		Most Likely to Expect Participation	
Very likely	8%	-	Living in the Northwest (1%)	-	Ages 35-44 (22%)
		-	Not recent Parks & Rec users/visitors (1%)	-	Recent Parks & Rec users/visitors (10%)
Somewhat likely	47%	-	Non-white and non-Asian adults (22%)	<i><no meaningful differences></i>	
Not very likely	31%	<i><no meaningful differences></i>		<i><no meaningful differences></i>	
Not at all likely	14%	-	Younger than 35 yrs. old (2%)	-	Ages 65 and older (24%)



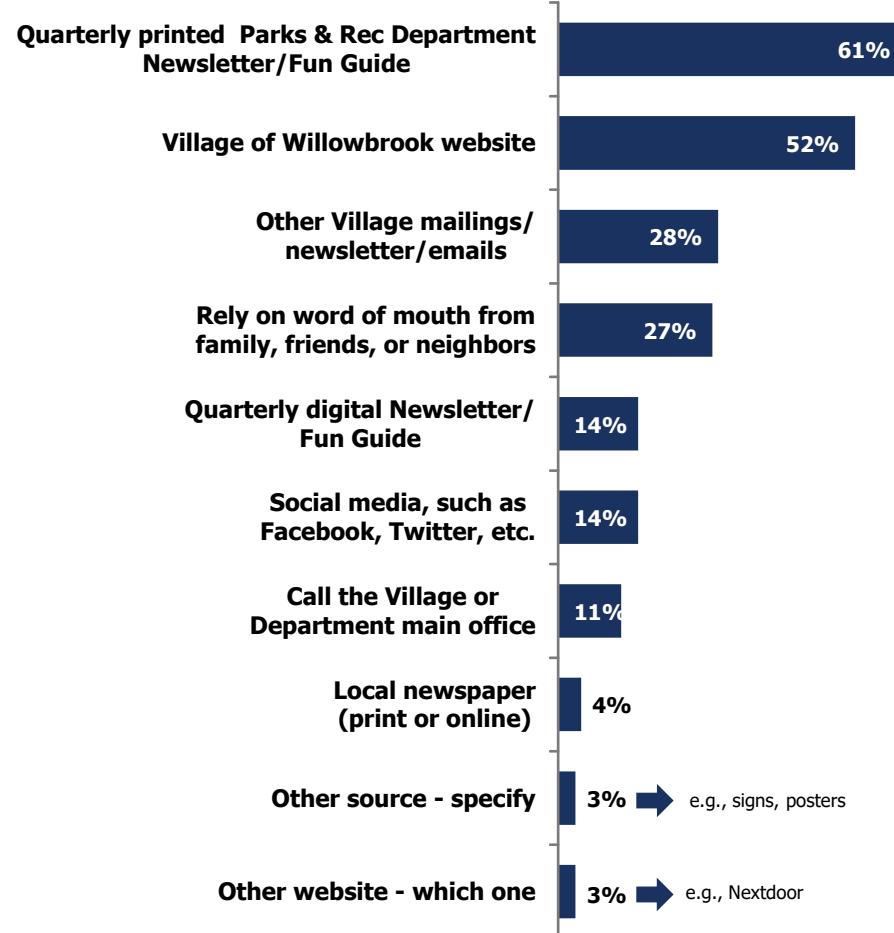
VI. Parks & Rec Department Communications



Most residents refer to the printed Department newsletter/Fun Guide as a source for information about recreational activities and events (61%), with just over half (52%) also going to the Village website. Far fewer (14%) cite the digital newsletter/Fun Guide.

- About one in four indicate that they get information about the Department events and activities from other Village outreach (28%) and/or word of mouth from family, friends, or neighbors (27%).
- Social media ranks equally with the digital newsletter/ Fun Guide (14% each).

Most Used Sources for Willowbrook Parks & Rec Department Information



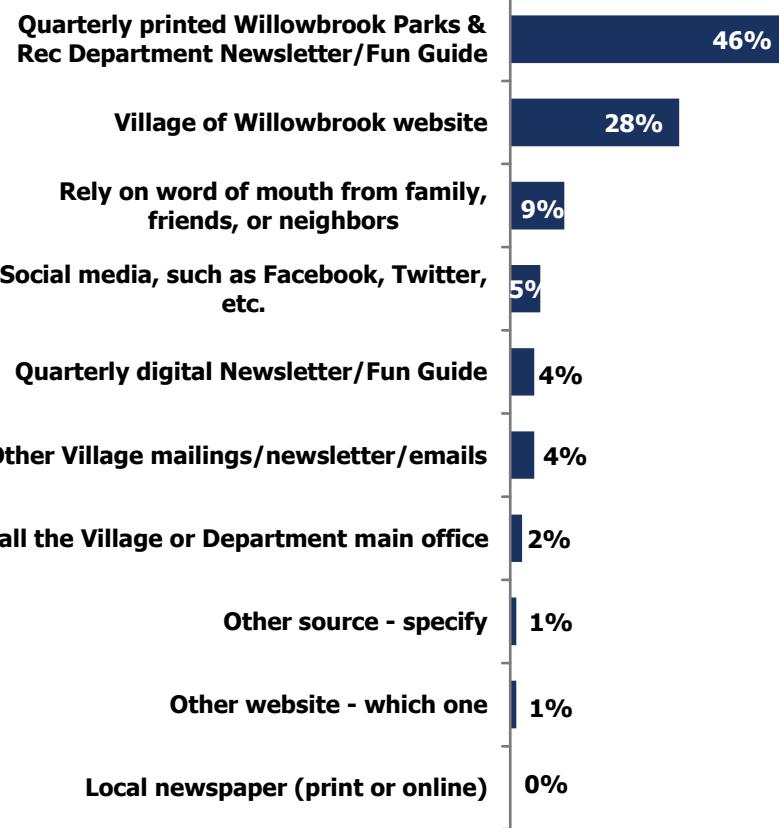
Q19. In general, when you seek information about the Village of Willowbrook Parks & Rec Department and its parks, facilities, programs, or services, from what sources do you get that information? (Multiple-select)



When asked for their single most preferred source for the Parks & Rec Department, nearly half (46%) rely most on the printed newsletter/Fun Guide, and 28% go to the Village website.

- Again, very few (4%) depend mostly on the digital newsletter/Fun Guide.
- The printed version is the #1 preferred source for all subgroups, especially:
 - Households without children (50%, vs. 27% of those with children)
 - Ages 55-64 (53%), and 65 and older (58%)
 - Long-term Willowbrook residents, 30+ yrs. (66%).
- Those more likely to reference the Village website (vs. the overall response of 28%) are:
 - Newer residents of less than 5 yrs. (41%)
 - Households with incomes of \$150K+ (40%)
- About one in ten (9%) prefer getting information about the Department from family, friends, or neighbors through word of mouth.
- While only 5% currently rely mostly on social media for Department information, residents have higher expectations or interest in using these channels for park and recreational information (see next page).
- Fewer than 5% prefer any other source tested.

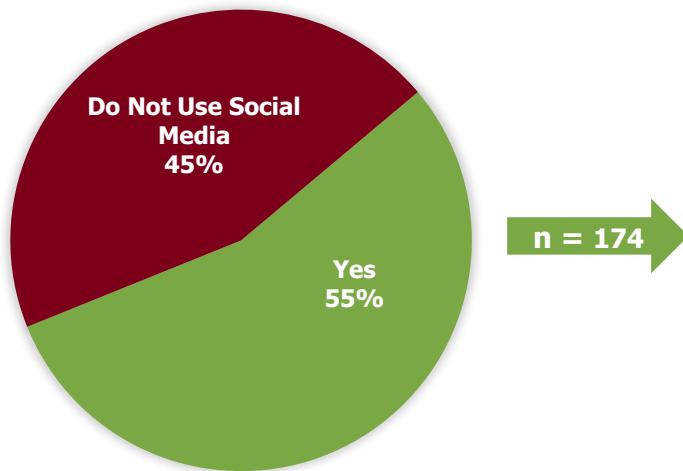
Preferred Willowbrook Parks & Rec Department Information Next-door



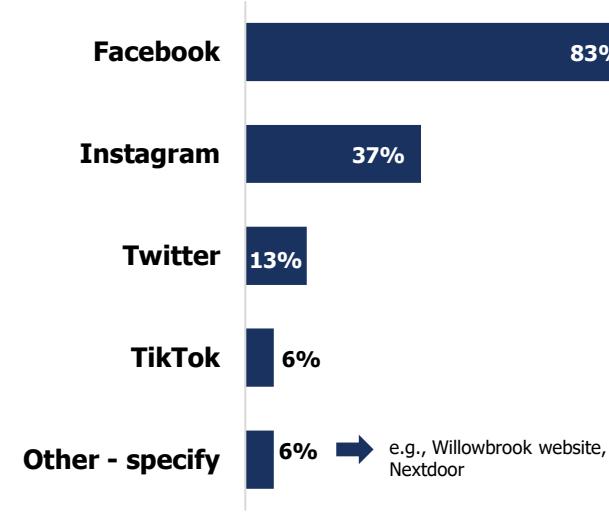
A slight majority (55%) of residents indicate that they are using social media and would also use it as a source of information for the Willowbrook Parks & Rec Department. At the top of the list is Facebook, cited by more than eight in ten social media users.

- Instagram (37%) ranks as a distant second in preferred social media sources
- The subgroups preferring different social media channels or not using social media at all are listed on the next slide.

Expect to Use Social Media Platform for Parks & Rec Information?



Preferred Social Media Source





	Overall	Most Likely to Express Expected Usage/Non-Usage
Indicating Expected Usage of Any Social Media Platform(s) for Parks & Rec Information	55%	<ul style="list-style-type: none">- Women (64%, vs. 48% of men)- Household income >\$150k (71%)
None/Do not use social media/No Answer	45%	<ul style="list-style-type: none">- Men (52%, vs. 36% of women)- Household income <\$75k last year (54%)

	Overall	Social Media Platform to Use Most Likely for Parks & Rec Information
Facebook	83%	<ul style="list-style-type: none">- Ages 45-55 (94%)- Women (90%, vs. 73% of men)
Instagram	37%	<ul style="list-style-type: none">- White residents (41%)- Household income >\$150k (51%)
Twitter	13%	<ul style="list-style-type: none">- Children in household (38%, vs. 6% of those without children)- Lived in Willowbrook 5-9 yrs. (34%)
TikTok	6%	<ul style="list-style-type: none">- Women (9%, vs. men 1%)



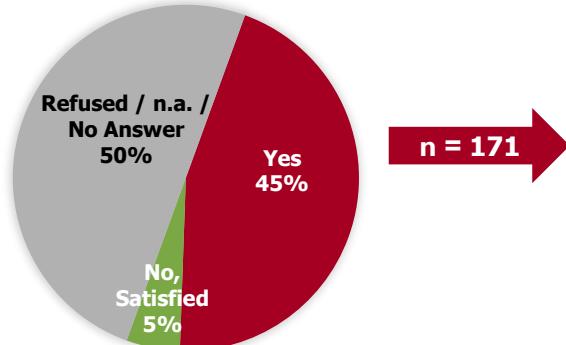
VII. Final Suggestions



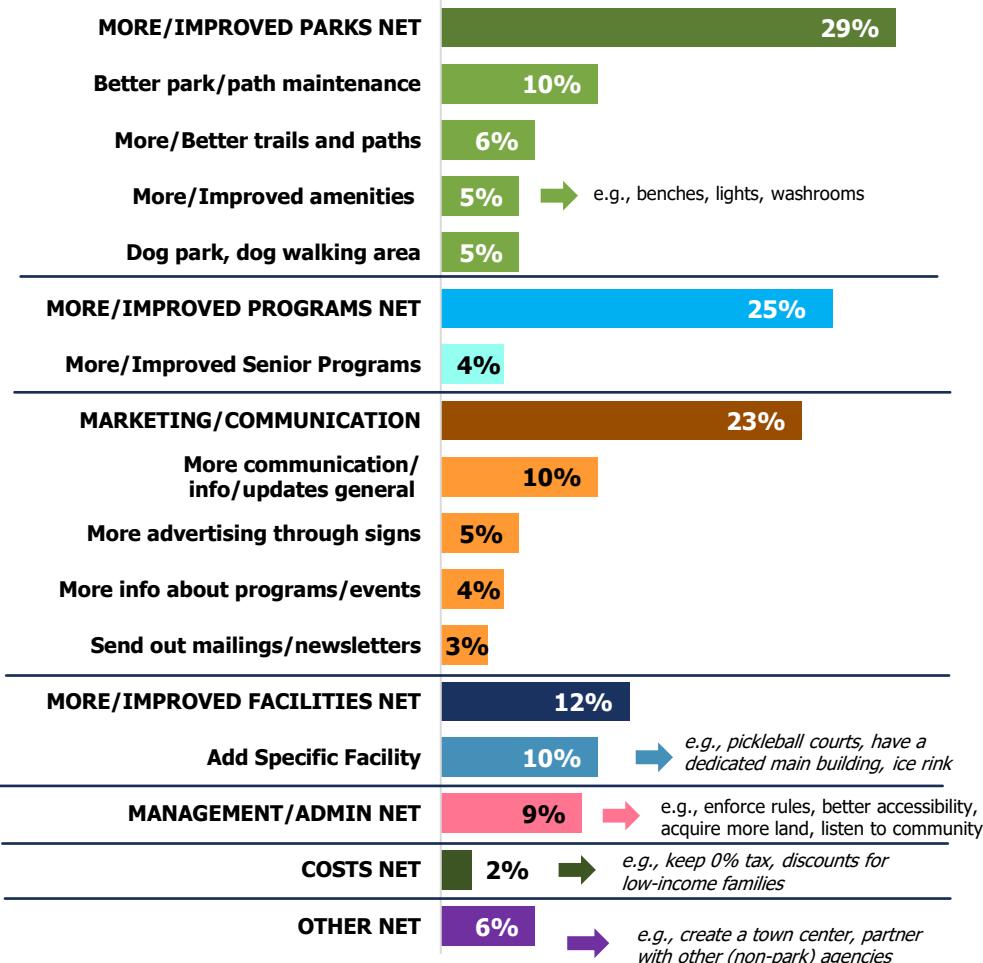
In a final open-ended question, residents were asked to identify anything else the Willowbrook Parks & Rec Department could do to best serve them or their household. Most (55%) were unable to offer any unmet needs.

- Among those offering suggestions, about equal numbers made suggestions about:
 - Parks or trails (29%), mostly better upkeep and maintenance, more/better trails, added park amenities, and allow dogs in parks
 - More programs (25%), covering a wide range of ages and suggestions (no clear consensus)
 - More communication and outreach about Department offerings (23%), again, across various channels.
- About one in ten seek specific recreational facilities (12%) or have administrative requests (9%).

Can Willowbrook Parks & Rec Better Serve Your Household?



Suggestions to Serve Households Better (top multiple responses, n=171)





Sample Verbatims: Suggested Improvements

MORE/IMPROVED PARKS (29%)

"The playground equipment all seems geared toward younger children. It would be nice to have some that might be more interesting for slightly older kids."

"Add a port-a-potty in Creekside Park on the northwest corner of the Waterford subdivision. Or build a bathroom with at least two toilet stalls both for the men's and women's bathroom. Two toilet stalls for each gender is a convenience for people because they don't have to wait in line."

"Continue to renovate and beautify our parks and open spaces. There is a lot of old parks. Really like the new mom-baby swing at Ridgemoor park. Upgrade park equipment to newer creative type. Add more classes fitness classes."

"Develop Borse Park better. Could have ice skating on small pond there. Use the north end better and improve landscaping and parking issues."

"I am all about a dog park with a really really high fence."

"Allow dogs at parks. Many potential homebuyers may be disappointed to know that dogs are not allowed at any parks in Willowbrook. Family demographics have shifted and many couples choose to own a pet rather than have children (or their pets are their children). Nearly every neighboring town allows dogs at their parks and have done so, without incident, for decades. To be clear, I am not advocating for a 'dog park' rather allowing dogs to walk on-leash at the parks. Thank you!"

"Please plant more evergreen, spruce and or pine trees in Ridgemoor park."

"Walk and bike trail, amenities at park, dog park area."

"Better nature bike trails that keep riders off busy streets, along rivers and through forested areas. Would be nice to have a full bike trail that attaches to Waterfall Glen."

"Maintain the parks, do necessary repairs, make them attractive to the public."

"I mostly utilize the paths and trails in the area. Continue to keep the areas clean and safe."

"The geese pooping all over the paths at Borse is undesirable. Not sure how Parks & Rec can help improve that."

"Dog park. Bike/walk trails."

"Empty the garbage cans ASAP."

MORE/IMPROVED PROGRAMS (25%)

"Evening & weekend programs for seniors who still work or volunteer during the daytime Monday through Friday."

"Older adult evening activities for working adults."

"Xmas party back, Ninja course-type playground equipment. Non-sport activities for kids."

"Host special events to raise money and build community: 1. Tour the Parks day, pay \$5/person or \$15/family and spend 2+ hours visiting 3 different Willowbrook parks in one day. Find a central parking spot and allow community to explore parks without looking for parking themselves. 2. Winter lights tour - visiting 12 houses (with amazing lights) throughout Willowbrook for \$5/rider or \$15/family up to 5, organize busses and families can sign up on-line throughout the month of December. 3. Food tour - same concept \$25+/?person and stop at 3-4 Willowbrook restaurants, meet the owners or a representative who could talk about the history, eat a small bite and off to the next with a local historian sharing Willowbrook history. 4. Pet Cemetery Walks--again, pay to enter a guided walk \$5/ person. All of these could be good fundraising opportunities, community builders, and lots of fun. People like signing up for stuff and making a social plan. Prices could vary for Willowbrook residents vs non-residents."

"Provide opportunities to bring people together in our community. A fun run/walk is one idea."



Sample Verbatims: Suggested Improvements

MORE/IMPROVED PROGRAMS (25%) - CONT'D

"January and February are always blah months. I think some kind of community event that got people OUTSIDE would be great."

"Live music events. Adult entertainment that is for 18+ ages like concerts, shows, fairs, etc..."

"I would absolutely love if there were programs / volunteer activities for my twin 16-year-olds to be a part of. They know the importance of helping programs run smoothly ~ if only there was an easier way to get them involved."

"Take COVID seriously and offer outdoor programs for high-risk people (while incorporating social distancing and mask wearing)."

"Mah Jongg group, art classes, day trips, maker craft classes."

"Get people to realize the benefits of fitness, offered by the park with activities for young and old. People are not active. Maybe inform people of how current park equipment and activities can help them live healthier. Be better gym teachers, telling people why they need to move. Be better motivators. Do a monthly letter to tell people how they will benefit."

"More senior programs in the afternoon and held in Willowbrook."

BETTER MARKETING/COMMUNICATION (23%)

"More community postings around town for events."

"Post signs on active intersections advertising events. Old-fashioned but effective."

"Mail a map showing each park and hours they are open. This needs to be done every year."

"Maybe a centralized sign or scrolling marquee, advertising local Willowbrook events, honoring certain people, events. Maybe local businesses can help pay if want to periodically advertise on it. Near WTC. We are happy about the new Willowbrook boundary markers!! Can we upgrade and 'fancyf' the Waterford entrance markers? I'm sure each Waterford homeowner would pitch in funds."

"A better, more updated website to find info about your services and parks!! It's very outdated and hard to find anything informative."

"Use social media to get the world out about events."

"Once a month in the summer, send a flyer with activities like a calendar page."

"Send out park information like locations, services, etc. -- maybe quarterly."

"Communication about Village events, etc. Perhaps a mailer to households informing residents of the various ways they can be informed about Parks & Rec activities, as well as Village news and updates."

"Dustin has been wonderful since joining the Village! Stay open with residents and transparent. Provide outlets for residents to be heard and informed. Thank you!!"

"Provide information, please. I could not find any! I live in Stanhope Square and have driven around looking for the parks. I have gone to the police department and village offices & found no printed material or website information. I belong to a fitness center, where I attend classes 2 times weekly. I also walk on the sidewalks around my neighborhood. I feel very safe in Willowbrook! Thanks for sending out a survey. I hope you get a great response!"

"Would like monthly news of what is happening around town. Road work, school happening, event calendars, people of interest. An upbeat nonpolitical positive vibe kind of newsletters."

"More info about programs and activities available."



Sample Verbatims: Suggested Improvements

MORE/IMPROVED FACILITIES (12%)

"Add pickleball courts."

"Put outdoor heated pickleball courts in Borse Park."

"Pickleball courts."

"I'm actually not sure where the Park District main building is -- believe it's in an industrial area? Do you have a Senior Center there?"

"Have a dedicated building."

"Would love to have another disc golf course somewhere nearby!"

"Needs a full-size park building. The small corner building is not going to be adequate!"

MANAGEMENT/ADMINISTRATION (9%)

"Safety, crosswalks, lights, neon signs of the crosswalks near the school and parks."

"Monitor activities in the parks. Signs warning people not to do certain things in the parks are frequently totally ignored. For example, roller blading in tennis courts and dogs in parks without any leash, etc."

"Do not use gravel on walking trails through parks. Older people need a firmer substance to walk on. Also, the trail through Farmingdale Park is usually wet or muddy in two spots. Is there an underwater source like a creek bubbling up?"

"Make it easier to cross busy streets while walking or biking. Crossing Route 83 or Plainfield Road is very dangerous for kids, preventing them from using other parks or seeing friends."

"Gravel paths are difficult to walk on. Black topped paths or cement are safer for older people."

"Most important thing in my opinion: Help Willowbrook to build and feel like its own little community, rather than residents feeling like we live adjacent to several active communities. Thank you for asking our opinions and I hope you get great input from the residents."

"Partner with Darien or Clarendon Hills Park District, especially the Clarendon Hills pool. Even the non-resident price is worth it compared to the lack of amenities."

"Acquire land for a new park."

"Get more community input. Improve facilities by adding to taxes."

COSTS (2%)

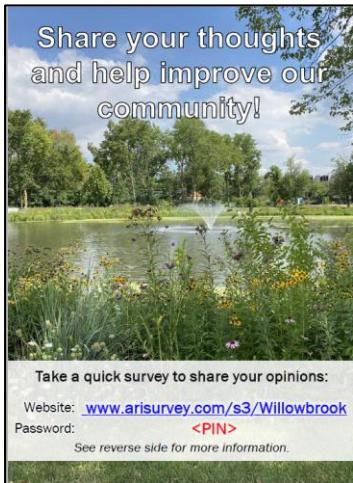
"Are there any sponsorship programs for low-income families?"

"Please keep the 0% tax, that's the reason we live here."

"Not have a higher rate for non-residents."



Appendix



aQity Research & Insights, Inc.
 1330-B Sherman Ave.
 Evanston, IL 60201

[First Name] [Last Name]

or Current Resident

Address1

Address2

City/State/Zip



The Willowbrook Parks & Recreation Department wants to understand how it can better serve residents like you!



Scan to access the survey

The Parks & Rec Department is conducting a brief survey to understand the types of recreational activities, programs, and improvements that matter most to residents like you.

Whether or not you use the Willowbrook parks, facilities or programs this is your chance to voice your opinions!

This anonymous survey only takes about 10 minutes to complete, and we ask that a household adult complete the brief online survey **in the next few days**. Please use the website and password below to access the website (or scan the QR code above).

Website: www.arisurvey.com/s3/Willowbrook

Password: [<PIN>](#)

Please be sure to enter this website *exactly* as written (including www.) into your browser's address bar — *not* in a general Internet search.

Thank you very much for sharing your opinions!

aQity Research & Insights (an independent research firm) has been asked to conduct this survey.
 If you wish to complete the survey by mail or phone, please call toll-free 866-900-8555 or contact us at aQity@aQityResearch.com.



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**You still have time to share your opinions
and help improve our community!**



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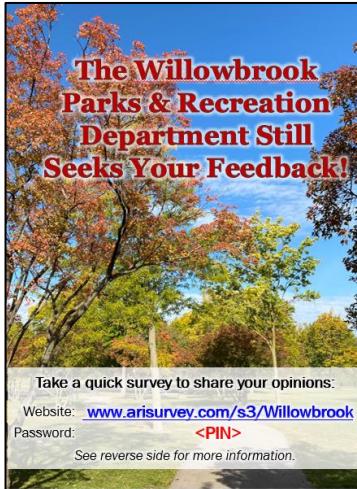
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**2022 Willowbrook Parks & Recreation Department Community Survey****—Initial Topline Results—**

(n= 315 surveys; completed between October 20th 2022 and January 10th 2023)

**1. How many years have you lived in Willowbrook?
(n=314)**

Less than 5 years	23%
5 – 9 years	20
10 - 19 years	16
20 - 29 years	20
30+ years	21
Mean (average)	16 years

**2. Please give your overall opinion of the Village of Willowbrook Parks & Recreation Department.
(0-10 scale, n=241 giving a rating)**

Highest regard (9-10)	24%
Very favorable (8)	33
Somewhat favorable (6-7)	17
Neutral (5)	20
Unfavorable (0-4)	6
Mean (average)	7.1
Median (midpoint)	8.0
Unfamiliar	25%

3. What do you like most about the Willowbrook Parks & Rec Department, or what does it do particularly well?

Coding of open-ended question in progress; results will be included in final report.

4. What do you dislike most about the Willowbrook Parks & Rec Department, or what could it do better?

Coding of open-ended question in progress; results will be included in final report.

5. Without checking any reference information, about what percent of your property taxes do you think goes to Village of Willowbrook Parks & Rec Department? Please provide your best estimate. (n=301)

None/0%	9%
1% - 2%	33
3% - 5%	29
6+%	29
Mean (average)	5.9
Median (midpoint)	3.0

**6. Which Village of Willowbrook parks and playgrounds have you or other household members visited in the past 12 months?
(n= 251 visiting at least one park/playground)***

Willow Pond Park	43%
Waterford Park	35%
Borse Community Park	30%
Midway Park	26%
Creekside Park	25%
Ridgemoor Park	24%
Prairie Trail Park	21%
Lake Hinsdale Park	15%
Roger's Glen Park	8%
Farmingdale Terrace Park	6%
None of the above	24%

*Based on multiple responses (% selected)





7. Please rate your **overall** satisfaction with the Willowbrook parks and playgrounds that you have recently visited. (0-10 scale)

A. Overall experience (n=244)

Extremely satisfied (9-10)	50%
Satisfied (8)	25
Somewhat satisfied (6-7)	14
Neutral (5)	7
Dissatisfied (0-4)	4
Mean (average)	8.2

B. Cleanliness, maintenance, and upkeep (n=211)

Extremely satisfied (9-10)	58%
Satisfied (8)	19
Somewhat satisfied (6-7)	11
Neutral (5)	3
Dissatisfied (0-4)	9
Mean (average)	8.2

C. Access (parking, paths, entrances/exits) (n=209)

Extremely satisfied (9-10)	61%
Satisfied (8)	15
Somewhat satisfied (6-7)	11
Neutral (5)	5
Dissatisfied (0-4)	8
Mean (average)	8.3

D. Safety (n=206)

Extremely satisfied (9-10)	62%
Satisfied (8)	20%
Somewhat satisfied (6-7)	9%
Neutral (5)	6%
Dissatisfied (0-4)	3%
Mean (average)	8.6

E. Amenities provided (trash cans, benches, etc.) (n=205)

Extremely satisfied (9-10)	53%
Satisfied (8)	21
Somewhat satisfied (6-7)	17
Neutral (5)	5
Dissatisfied (0-4)	4
Mean (average)	8.3

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8. If you are **dissatisfied** with any Parks & Rec Department park, playground, etc., please indicate which one(s) and why.

Coding of open-ended question in progress; results will be included in final report.

9. If you have **not** used or visited a Park District park or facility recently, why not? (n=61)*

Do not have children or children are grown	54%
Unaware of/Unfamiliar with the Department and/or its parks, playgrounds, and nature areas	48%
Too busy/don't have time	32%
Use other facilities for recreation/activities – specify (e.g., Waterfall Glen, Morton Arboretum)	25%
No facilities or activities offered for my/our age group	12%
Just not interested	8%
Other, please specify (e.g., no dog park)	3%
Do not feel safe going to the parks in general	2%
Poor health, mobility issues	2%
COVID-19 related reasons	2%
Had a bad experience	-
Cost/Fees are too high	-
Location issues, lack of transportation	-
Poor quality/condition of the park facilities - specify	-

*Based on multiple responses (% selected)

Q10A. Please indicate if you or a household member uses, has a need or interest in the following **amenities or facilities**. (n=298 indicating at least one)*

Walking and biking trails	92%
Open space for small concerts, movies, etc.	48%
Outdoor flushable toilets/restrooms	47%
Outdoor playground equipment	38%
Outdoor pickleball courts	30%
Large pavilion for family/group events	28%
Spray park or splash pad	24%
Other - please specify (e.g., tennis courts, pool, dog park, basketball courts)	22%
Athletic fields (soccer, football, lacrosse)	19%
Softball fields	9%
None of these	4%

*Based on multiple responses (% selected)



Q10B. How well is each of those needs or interests being met – whether they are provided by the Parks & Rec Department or any other source.

Q10B_1. Walking and biking trails (n=258)

Top2Box (4-5)	45%
Completely Met (5)	20%
Mostly met (4)	25
Average (3)	35
Barely met (2)	7
Not at All Being Met (1)	13
<i>Mean (average)</i>	<i>3.3</i>

Q10B_2. Spray park or splash pad (n=87)

Top2Box (4-5)	39%
Completely Met (5)	13%
Mostly met (4)	26
Average (3)	20
Barely met (2)	8
Not at All Being Met (1)	33
<i>Mean (average)</i>	<i>2.8</i>

Q10B_3. Outdoor playground equipment (n=119)

Top2Box (4-5)	70%
Completely Met (5)	46%
Mostly met (4)	24
Average (3)	23
Barely met (2)	3
Not at All Being Met (1)	4
<i>Mean (average)</i>	<i>4.1</i>

Q10B_4. Open space for small concerts, movies, etc. (n=137)

Top2Box (4-5)	24%
Completely Met (5)	6%
Mostly met (4)	18
Average (3)	27
Barely met (2)	19
Not at All Being Met (1)	30
<i>Mean (average)</i>	<i>2.5</i>

Q10B_5. Softball fields (n=37)

Top2Box (4-5)	58%
Completely Met (5)	34%
Mostly met (4)	24
Average (3)	24
Barely met (2)	4
Not at All Being Met (1)	14
<i>Mean (average)</i>	<i>3.6</i>

Q10B_6. Outdoor pickleball courts (n=96)

Top2Box (4-5)	3%
Completely Met (5)	2%
Mostly met (4)	1
Average (3)	7
Barely met (2)	22
Not at All Being Met (1)	68
<i>Mean (average)</i>	<i>1.5</i>

Q10B_7. Outdoor flushable toilets/restrooms (n=146)

Top2Box (4-5)	20%
Completely Met (5)	12%
Mostly met (4)	8
Average (3)	33
Barely met (2)	21
Not at All Being Met (1)	26
<i>Mean (average)</i>	<i>2.6</i>

Q10B_8. Large pavilion for family/group events (n=90)

Top2Box (4-5)	30%
Completely Met (5)	14%
Mostly met (4)	16
Average (3)	23
Barely met (2)	26
Not at All Being Met (1)	21
<i>Mean (average)</i>	<i>2.7</i>

Q10B_9. Athletic fields (soccer, football, lacrosse) (n=63)

Top2Box (4-5)	44%
Completely Met (5)	22%
Mostly met (4)	22
Average (3)	35
Barely met (2)	12
Not at All Being Met (1)	9
<i>Mean (average)</i>	<i>3.3</i>



11. Please indicate the top three outdoor recreational opportunities that you think the Parks & Rec Department should prioritize providing, adding, or improving. (n=295)

	Top 1	Top 2	Top 3
Walking and biking trails	56%	76%	82%
Other – specify (e.g., tennis courts, pool, dog park, basketball courts)	11%	15%	19%
Outdoor pickleball courts	9%	17%	24%
Open space for small concerts, movies, etc.	6%	18%	36%
Outdoor playground equipment	6%	21%	32%
Outdoor flushable toilets/restrooms	5%	19%	33%
Spray park or splash pad	3%	9%	14%
Large pavilion for family/group events	2%	7%	20%
Athletic fields (soccer, football, lacrosse)	2%	8%	16%
Softball fields	<1%	1%	2%

12. If you are dissatisfied with any Willowbrook Parks & Rec Department program or event, please indicate which one(s) and why.

Coding of open-ended question in progress; results will be included in final report.

13. What type of new program(s) or event(s) would you like the Parks & Rec Department offer, or provide more often? Please be specific.

Coding of open-ended question in progress; results will be included in final report.

14A. Please indicate if you or a household member uses or has a need or interest in the following programs or events. (n=250 indicating at least one)

Family or community events	55%
Active older adult programs, ages 65+	45%
Adult non-sports, ages 19+	43%
Adult sports/athletics, ages 19+	41%
Youth sports/athletics, ages 5-11	18%
Pre-K/Early childhood programs	16%
Teen sports/athletics, ages 12-18	15%
Youth non-sports, ages 5-11	15%
Teen non-sports, ages 12-18	9%
Other, please specify (e.g., programs for older adults who are not seniors yet)	3%
None of these	22%

Q14B. How well is each of those needs or interests being met – whether they are provided by the Parks & Rec Department or any other source.

Q14B_1. Pre-K/Early childhood programs (n=38)

Top2Box (4-5)	10%
Completely Met (5)	1%
Mostly met (4)	9
Average (3)	57
Barely met (2)	10
Not at All Being Met (1)	23
Mean (average)	2.6

Q14B_2. Youth sports/athletics, ages 5-11 (n=52)

Top2Box (4-5)	23%
Completely Met (5)	1%
Mostly met (4)	22
Average (3)	45
Barely met (2)	19
Not at All Being Met (1)	13
Mean (average)	2.8

Q14B_3. Youth non-sports, ages 5-11 (n=44)

Top2Box (4-5)	15%
Completely Met (5)	-
Mostly met (4)	15%
Average (3)	52
Barely met (2)	12
Not at All Being Met (1)	21
Mean (average)	2.6

Q14B_4. Teen sports/athletics, ages 12-18 (n=36)

Top2Box (4-5)	44%
Completely Met (5)	7%
Mostly met (4)	37
Average (3)	26
Barely met (2)	14
Not at All Being Met (1)	15
Mean (average)	3.1



Q14B_5. Teen non-sports, ages 12-18 (n=33)	
Top2Box (4-5)	15%
Completely Met (5)	5%
Mostly met (4)	10
Average (3)	54
Barely met (2)	11
Not at All Being Met (1)	20
<i>Mean (average)</i>	2.7
Q14B_6. Adult sports/athletics, ages 19+ (n=83)	
Top2Box (4-5)	10%
Completely Met (5)	1%
Mostly met (4)	9
Average (3)	49
Barely met (2)	21
Not at All Being Met (1)	20
<i>Mean (average)</i>	2.5
Q14B_7. Adult non-sports, ages 19+ (n=92)	
Top2Box (4-5)	11%
Completely Met (5)	-
Mostly met (4)	11%
Average (3)	40
Barely met (2)	21
Not at All Being Met (1)	28
<i>Mean (average)</i>	2.4
Q14B_8. Active older adult programs (65+) (n=108)	
Top2Box (4-5)	12%
Completely Met (5)	-
Mostly met (4)	12%
Average (3)	40
Barely met (2)	24
Not at All Being Met (1)	24
<i>Mean (average)</i>	2.4
Q14B_9. Family or community events (n=138)	
Top2Box (4-5)	22%
Completely Met (5)	1%
Mostly met (4)	21
Average (3)	45
Barely met (2)	17
Not at All Being Met (1)	16
<i>Mean (average)</i>	2.7

15. Please indicate the **top three** programs or events that you think the Parks & Rec Department should prioritize providing, adding, or improving. (n=276)

	Top 1	Top 2	Top 3
Active older adult programs, ages 65+	23%	33%	43%
Family or community events	20%	44%	59%
Adult sports/athletics, ages 19+	16%	26%	34%
Pre-K/Early childhood programs	11%	14%	20%
Youth sports/athletics, ages 5-11	9%	17%	29%
Adult non-sports, ages 19+	7%	23%	33%
Teen sports/athletics, ages 12-18	7%	14%	19%
Youth non-sports, ages 5-11	3%	12%	17%
Other - specify (e.g., programs for older adults who are not seniors yet)	2%	2%	3%
Teen non-sports, ages 12-18	1%	5%	9%

16. If the Parks & Rec Department were to offer programs of interest to you and your household, how often would you (or someone in your household) most likely participate in these activities in general? (n=301)*

More than once a week (e.g., daily or multiple days/week)	9%
Once a week (e.g., weekly program on the same day/time)	22
2 to 3 times a month	29
Once a month	22
Less than once a month	13
Never/Not interested	5

17. How likely are you to participate in informal discussion groups (e.g., resident meetings in a local park) with Parks & Rec Department staff to discuss possible park improvements, program and event ideas, etc.? (n=305)

Very likely	8%
Somewhat likely	47
Not very likely	31
Not at all likely	14



18. As you may know, none (0%) of your property taxes goes to the Willowbrook Parks & Recreation department, as it is completely funded currently by program fees, facility rentals, etc. Given the parks, facilities, programs, and services provided by the Department, rate the overall value that the Department represents given its share of property taxes. (0-10 scale, n=302)

Excellent value (9-10)	51%
Great value (8)	16
Good value (6-7)	8
Average value (5)	18
Poor value (0-4)	7
Mean (average)	7.9

19. When you seek information about the Village of Willowbrook Parks & Rec Department and its parks, facilities, programs, or services, from what sources do you get that information? (n=308)*

Quarterly <u>printed</u> Willowbrook Parks & Rec Department Newsletter/Fun Guide	61%
Village of Willowbrook website	52%
Other Village mailings/newsletters/emails	28%
Rely on word of mouth from family, friends, or neighbors	27%
Quarterly <u>digital</u> Newsletter/Fun Guide on the Village/Department website	14%
Social media, such as Facebook, Twitter, etc.	14%
Call the Village or Department main office	11%
Local newspaper (print or online) (e.g., The Doings, Daily Herald)	4%
Other source – please specify (e.g., signage)	3%
Other website - which one (e.g., Nextdoor)	3%

*Based on multiple responses (% selected)

20. Please select your most preferred source when seeking information about the Parks & Rec Department. (n=295)

Quarterly <u>printed</u> Willowbrook Parks & Rec Department Newsletter/Fun Guide	46%
Village of Willowbrook website	28%
Rely on word of mouth from family, friends, or neighbors	9%
Social media, such as Facebook, Twitter, etc.	5%
Quarterly <u>digital</u> Newsletter/Fun Guide on the Village/Department website	4%
Other Village mailings/newsletters/emails	4%
Call the Village or Department main office	2%
Other source (e.g., signage)	1%
Other website, which one	1%
Local newspaper (print or online)	-

21. Which social media platforms would you be most likely to use to find out information about the Parks & Rec Department's programs, events, services, etc.? (n=306)*

Facebook	83%
Instagram	37%
Twitter	13%
Other – specify (e.g., Nextdoor, Willowbrook website)	6%
TikTok	6%
None/Do not use social media	45%

*Based on multiple responses (% selected)

22. Please indicate below if you agree or disagree with the following statement:
Parks and recreation help to improve property values.
(n=308)

Strongly Agree	54%
Agree	41
Disagree	3
Strongly Disagree	2

DEMOGRAPHICS

23. What is your age? (In what year were you born?)
(n=315)

Under 35	21%
35-44	14
45-54	15
55-64	20
65+	30
Mean (average)	55 years

24. Please indicate your gender. (n=315)

Male	46%
Female	54



25-27. Including yourself, how many people ... (n=315)

	0/n.a.	1	2	3-4	5+
... live in your household?	4%	22	43	25	6
... in your household are under age 18?	81%	5	9	5	<1
... in your household are ages 65 or older?	61%	16	23	-	-

28. Which of the following identifies your race or ethnicity? (n=315)*

American Indian or Alaska Native	2%
Asian	16%
Black/African American	1%
Hispanic, Latino, or Spanish	6%
Native Hawaiian or Other Pacific Islander	-
White	75%
Other	5%

*Based on multiple responses (% selected)

29. Last year, what was your household income before taxes? (n=287)

Less than \$35,000	7%
Between \$35,000 and \$49,999	9
Between \$50,000 and \$74,999	13
Between \$75,000 and \$99,999	15
Between \$100,000 and \$149,999	19
Between \$150,000 and \$199,999	15
\$200,000 or more	22

30. Apart from any earlier responses, what one thing could the Willowbrook Parks & Rec Department do to better serve you and your household.

Coding of open-ended question in progress; results will be included in final report.