

Report



# Community Needs Assessment Survey

We care about what you think.

2023



### Overview

The Carol Stream Park District, like many other communities, is home to residents who view recreation as a fundamental part of daily living, rather than a fringe consideration. A 2022 Study by the US Bureau of Labor Statistics reported that the average US citizen spends anywhere from 28–38 hours a week for selected leisure activities and sports (<https://www.bls.gov/charts/american-time-use/activity-leisure.htm>). Using the lowest statistic as a base, one can estimate that the +40,000 residents of Carol Stream has 1.1 million hours available for leisure activities each week, or more than 57.2 million hours per year. The potential for recreation and the overall impact in Carol Stream is significant to say the least. This theory coupled with the increased expectations placed by residents, has created a heightened demand for long-range planning in the operations of the Carol Stream Park District's programs, facilities, and parks.

In response to this need and the desire to be accountable to their residents, the Carol Stream Park District conducted a Community Needs Assessment in 2023 to gain the local community's thoughts of its parks, programs and facilities.

### Purpose

The purpose of the study was to assess the residents' participation rates, attitudes, priorities and future interests for the Carol Stream Park District's parks, programs, and facilities. Furthermore, the results of the study seek to provide the Carol Stream Park District with accurate information that can be used in creating their next Strategic Plan.

### Objectives

Based on the purpose of the study, the following objectives were established:

To design, develop, and administer a community-wide survey to assess the Carol Stream Park District's park and recreation services. It is expected that the study will provide insight into the following areas:

- The residents' satisfaction with current parks, programs, and facilities.
- The residents' current patterns of participation with existing parks, programs, and facilities.
- The residents' preferences with the District's communication methods.
- Obtain feedback from residents on the future recreation needs (i.e., expansion or development of new parks, programs, and/or facilities) within the District.
- Obtain demographic characteristics of the District's patrons.

## Mission

The Mission of the Carol Stream Park is to enrich our community by fulfilling our residents' needs for healthy, accessible, quality recreation activities, parks, and facilities, and to be responsible stewards of our community resources.

Using the Mission Statement for direction, input from a Community Needs Assessment combined with feedback from District leadership and staff, the Park Board, stakeholders and community partners, the Carol Stream Park District creates Strategic Plans and Master Plans to take us into the future.

## Vision

Be known by residents as the best parks and recreation provider.

## Core Values

### Fun

Carol Stream Park District looks to bring an element of fun to all functions, programs, services and facilities of the District.

### Fairness & Equity

We have policies and procedures fair to all; our services are easily accessible; we provide affordable programming and assure programs are available to all.

### Total Customer Commitment

We continually learn what our external and internal customers needs and expectations are, and strive to exceed them. Our systems and procedures are user and customer friendly. We recognize and support the quality time given by our volunteers.

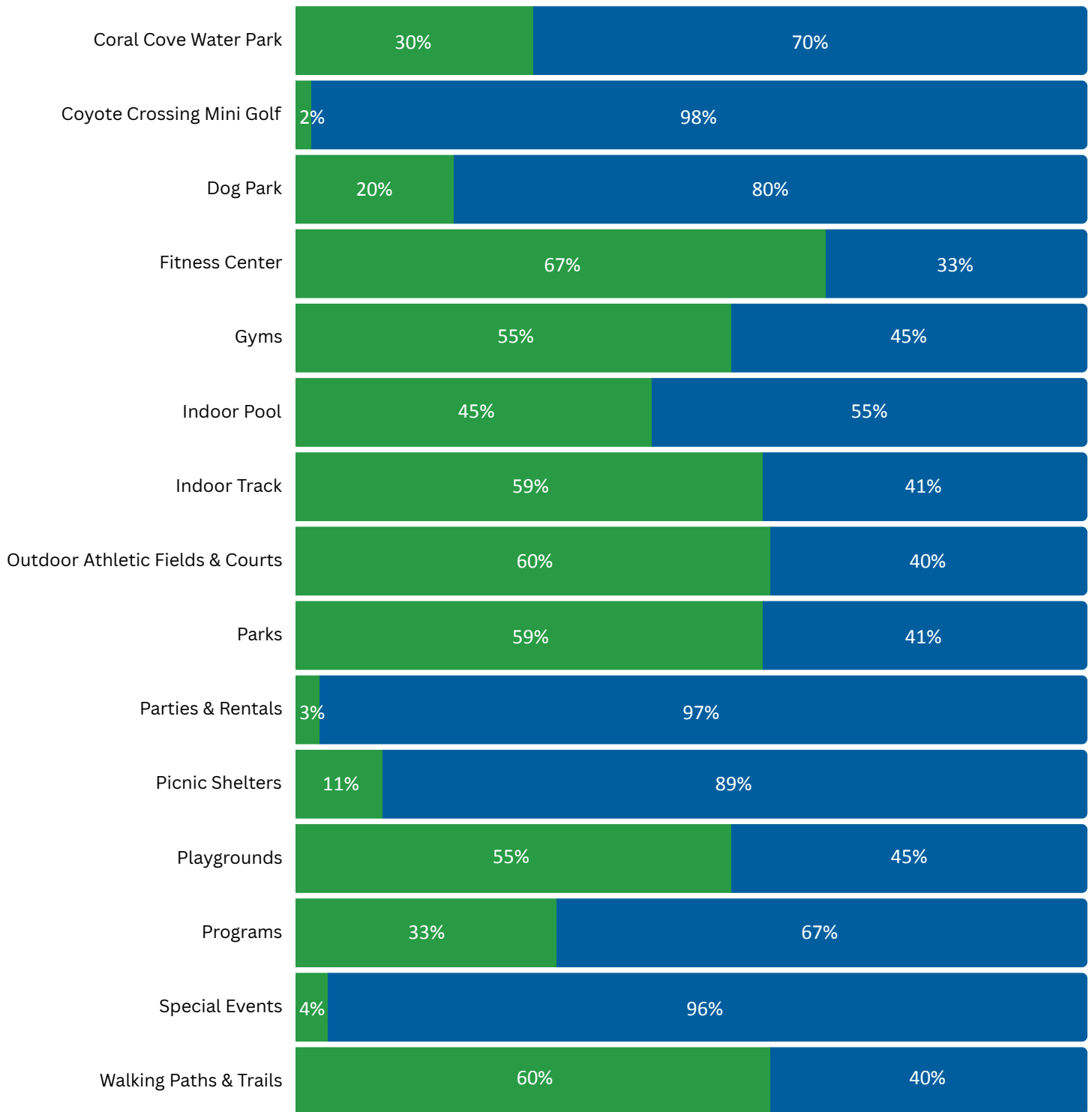
### Positive Attitudes

We strengthen staff motivation, morale and sense of being valued. We affirm our can-do spirit, and look for ways to make it work. We develop innovative solutions and encourage everyone to contribute their part to our mission.

### Public Trust

We earn trust with our hard work to deliver more than we promise. We provide facilities that accommodate the demand for community recreation. We are responsible and effective and stewards of the community's resources.

During the last 12 months, how often have members of your household visited or participated in Carol Stream Park District programs, parks and services?

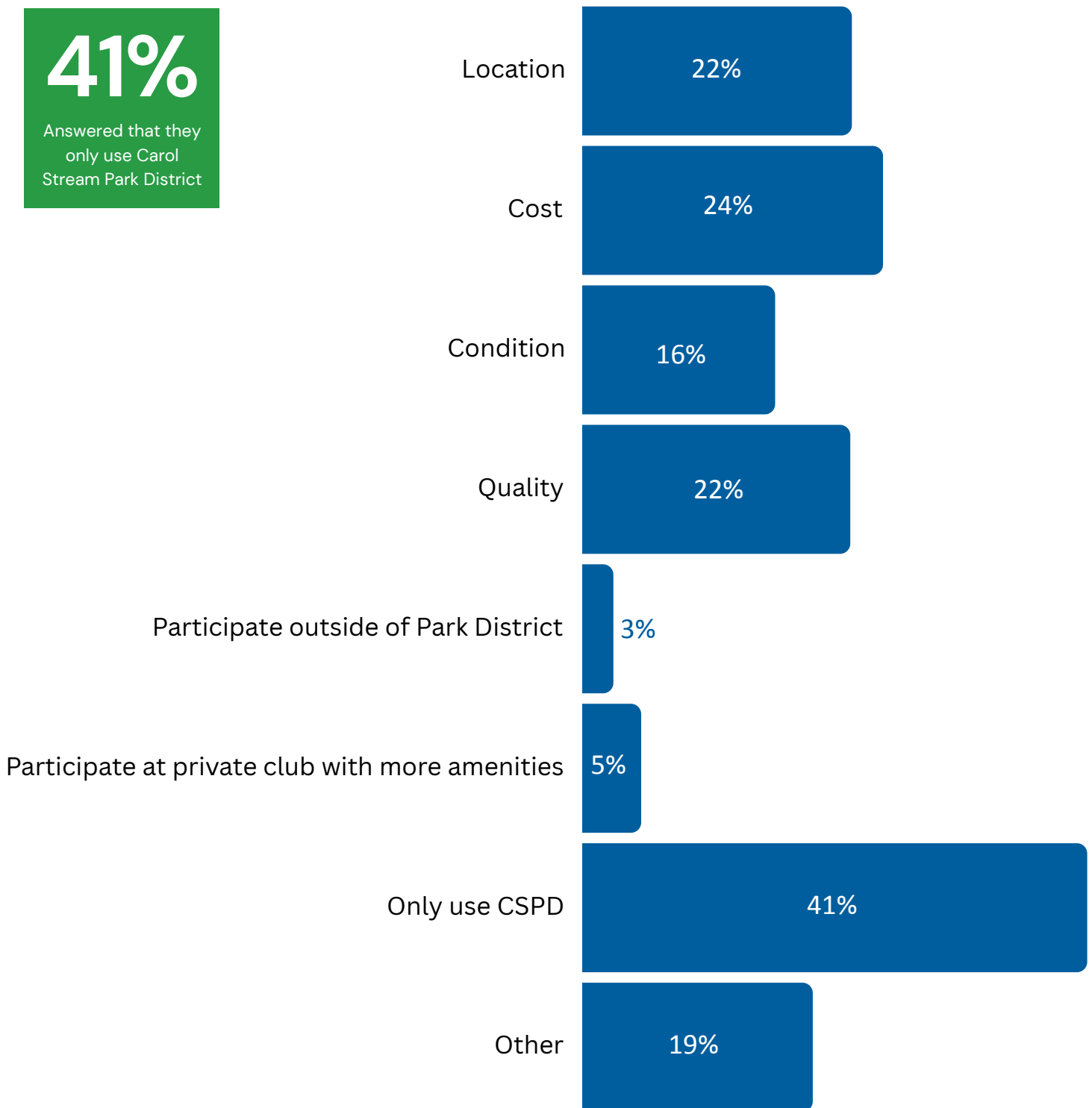


Note: Percentages are based on the number of respondents who answered the question. ("None" responses were omitted).

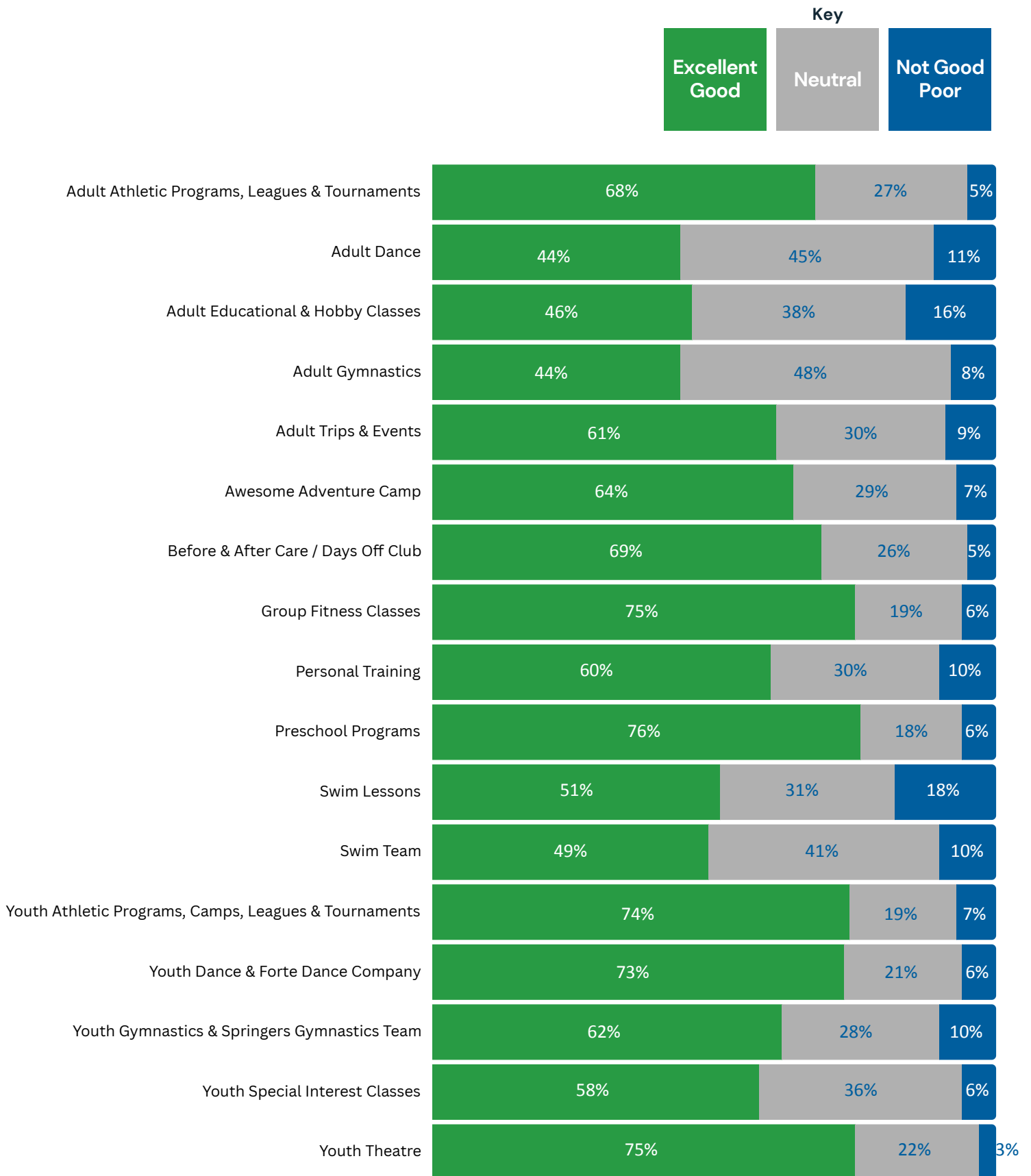
If you choose to use recreational facilities outside of the Carol Stream Park District, tell us why.

41%

Answered that they  
only use Carol  
Stream Park District

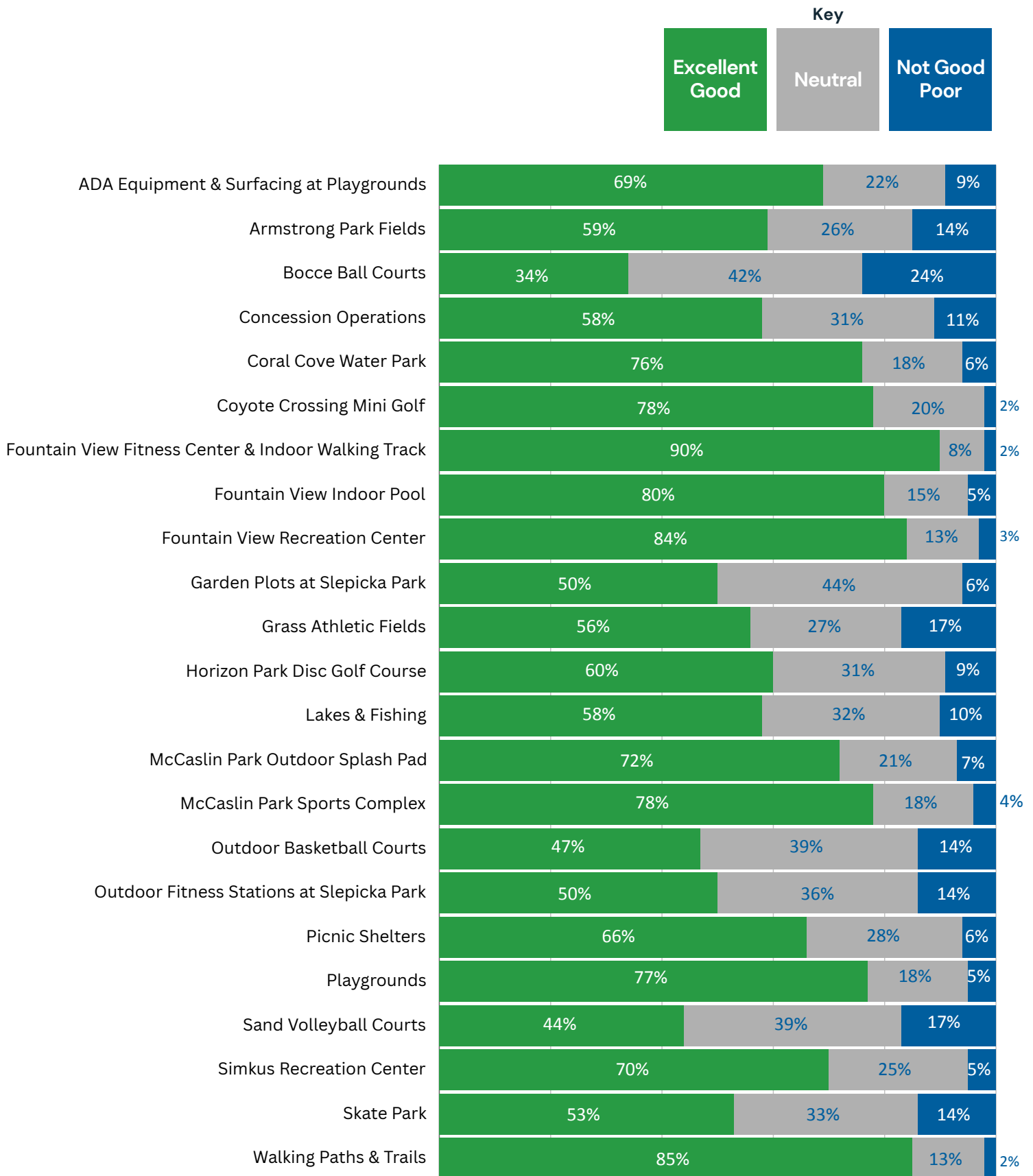


Rate your household's level of satisfaction with Carol Stream Park District's programs.



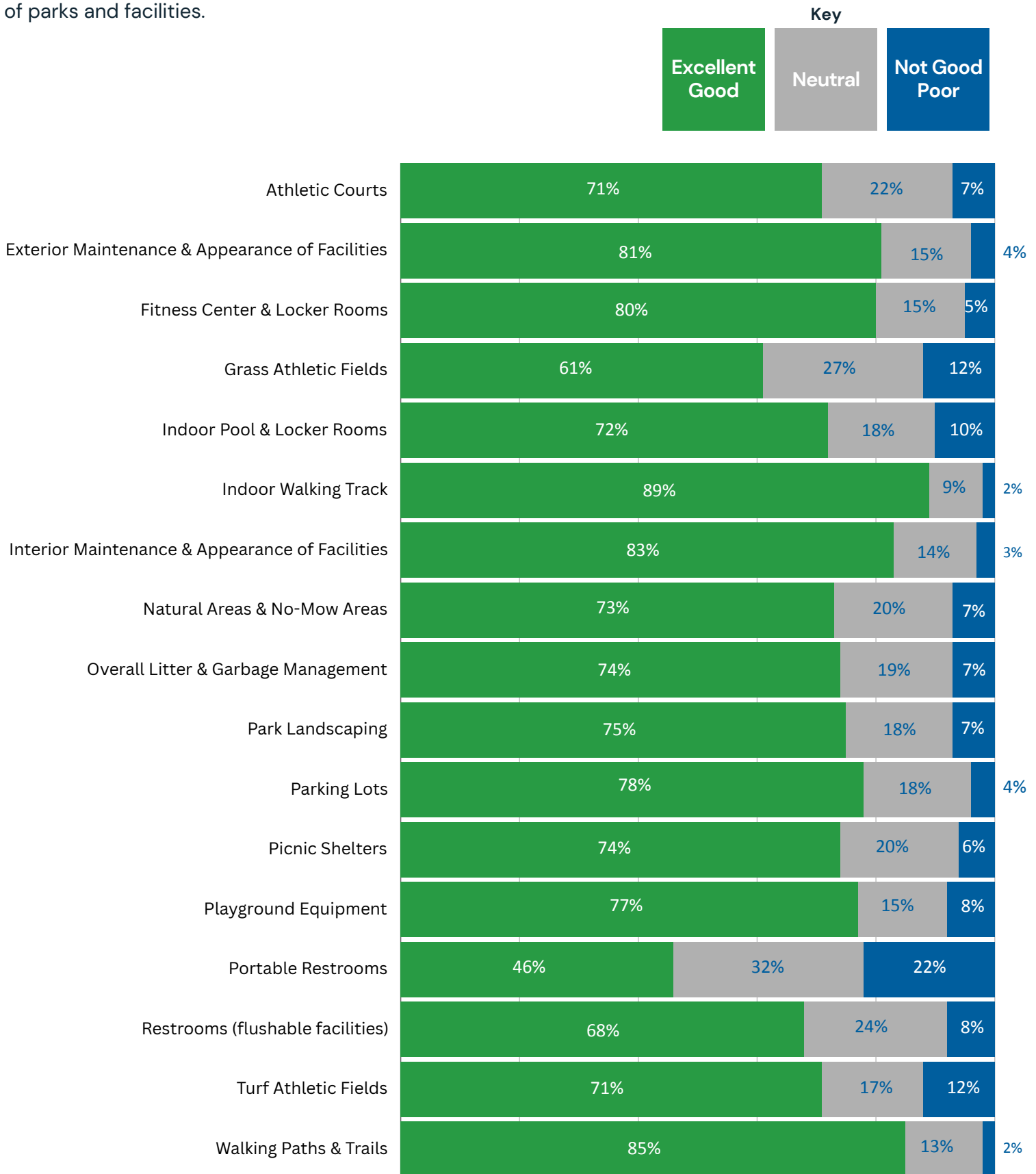
Note: Percentages are based on the number of respondents who answered the question. ("None" responses were omitted).

Rate your household's level of satisfaction with Carol Stream Park District's parks and facilities.



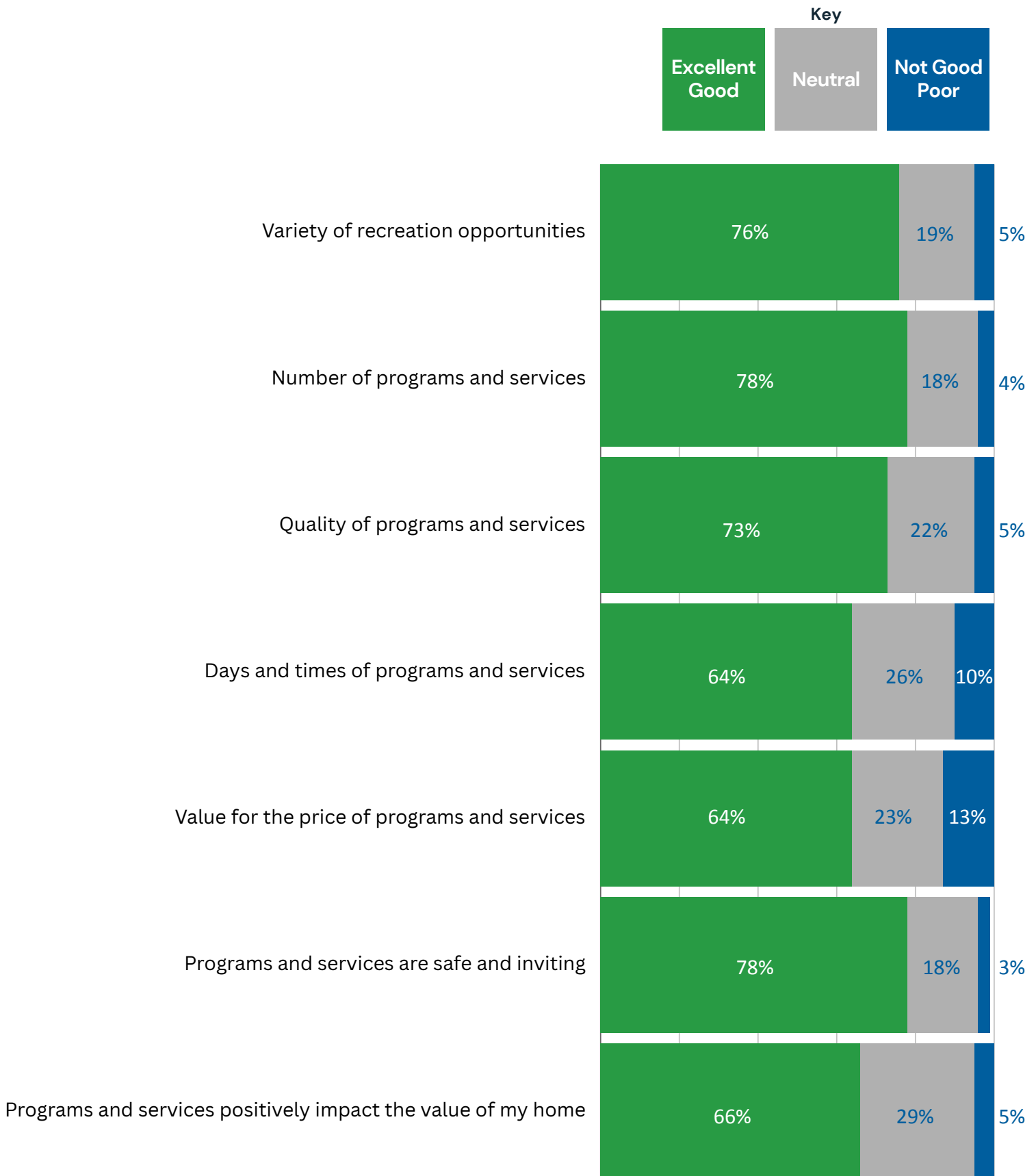
Note: Percentages are based on the number of respondents who answered the question. ("None" responses were omitted).

Rate your household's level of satisfaction with Carol Stream Park District's general maintenance and care of parks and facilities.



Note: Percentages are based on the number of respondents who answered the question. ("None" responses were omitted).

Rate your household's overall level of satisfaction with Carol Stream Park District's programs and services.



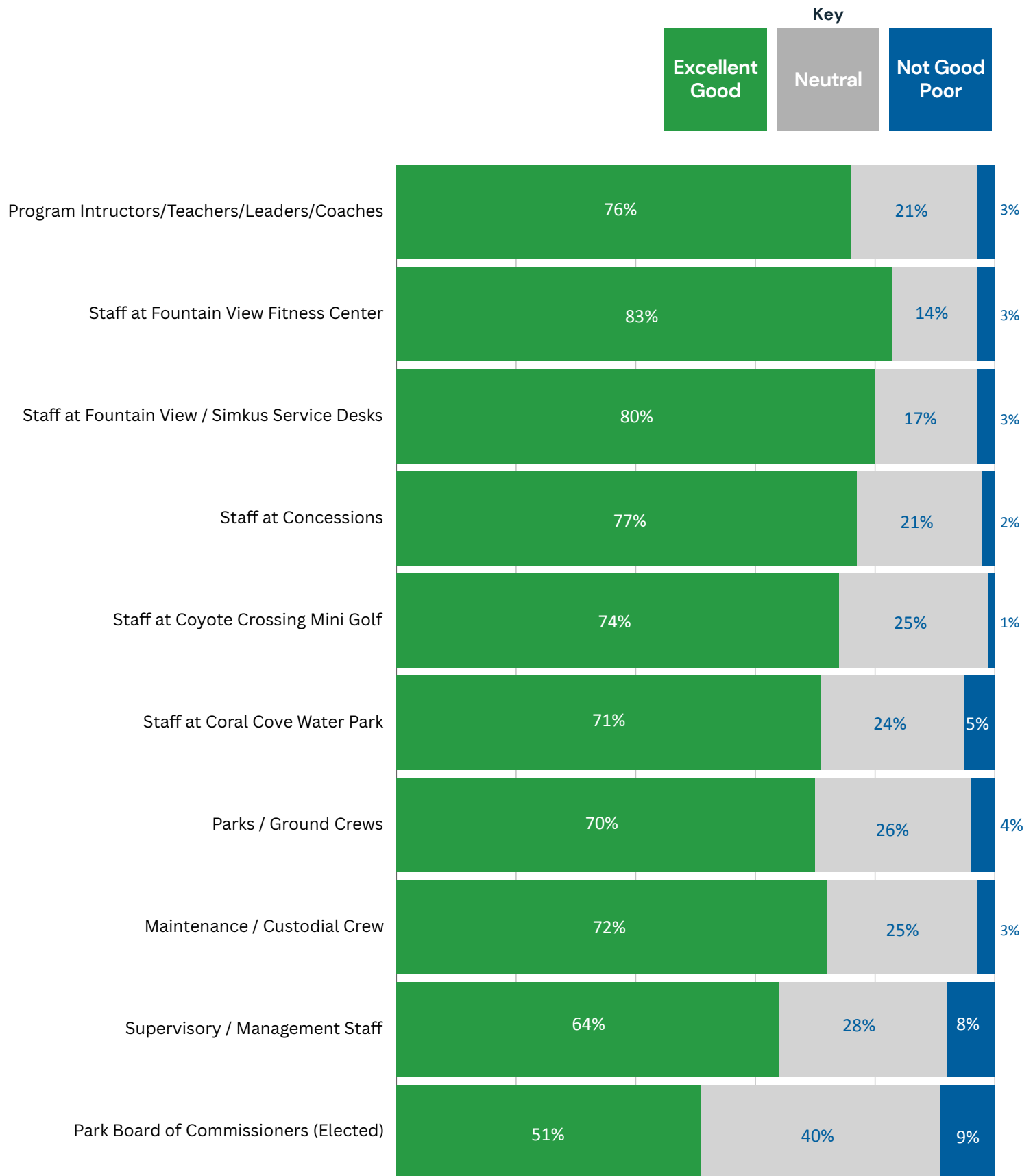
Note: Percentages are based on the number of respondents who answered the question. ("None" responses were omitted).



Rate your household's level of satisfaction with Carol Stream Park District's special accommodations and handicapped accessibility within your neighborhood at parks or when you visit our facilities.

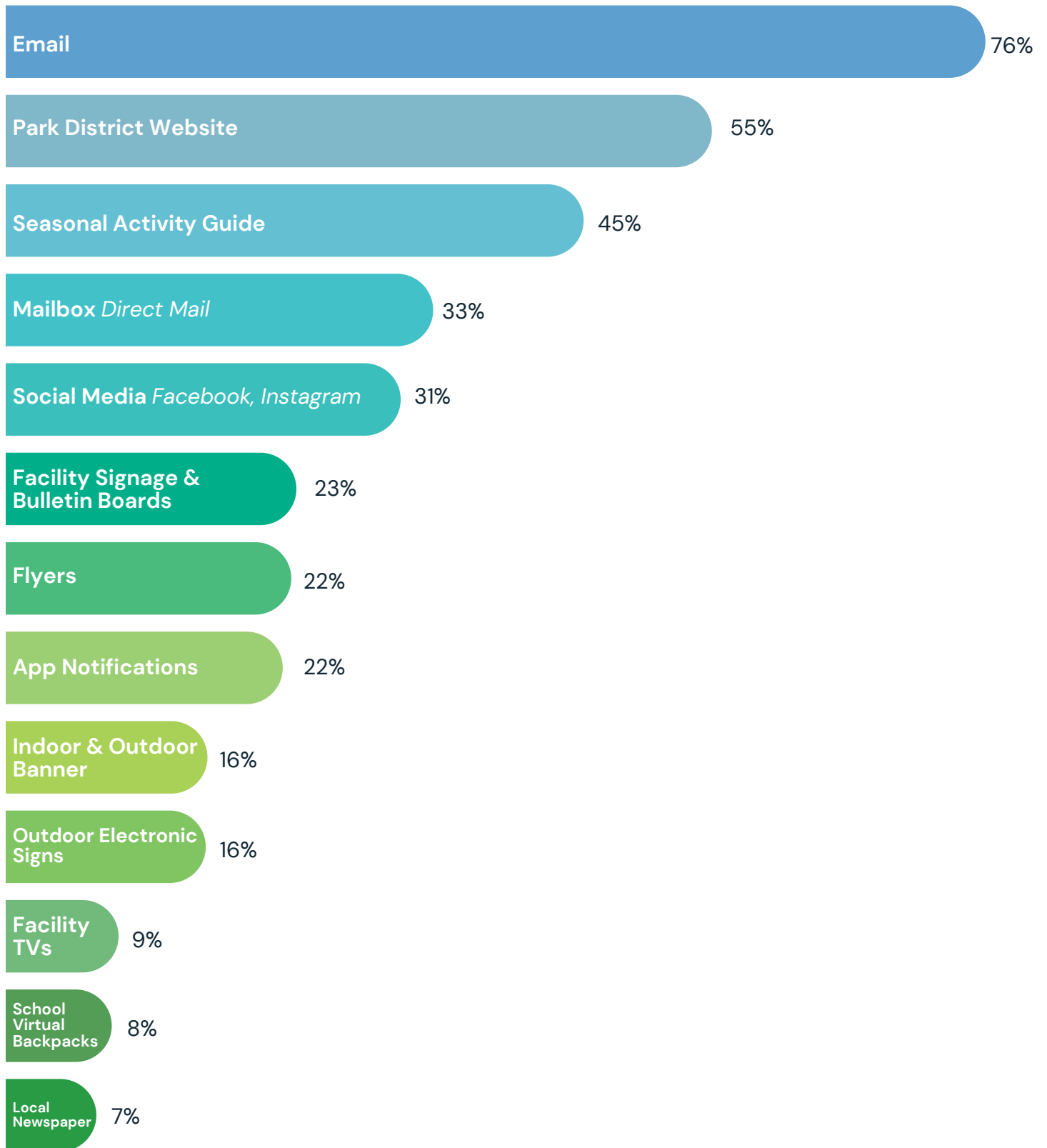


Rate your household's level of satisfaction with Carol Stream Park District's staff.

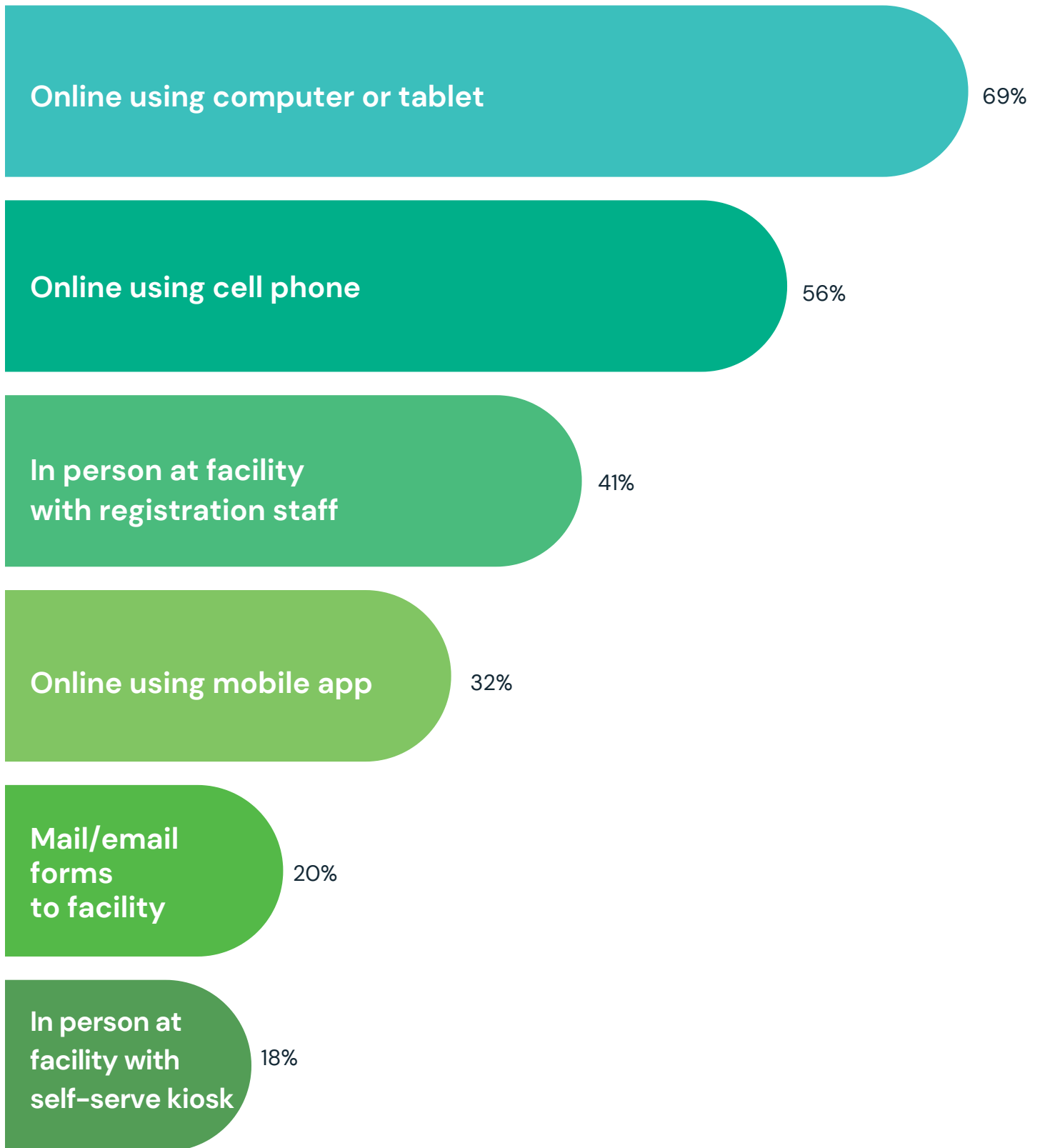


Note: Percentages are based on the number of respondents who answered the question. ("None" responses were omitted).

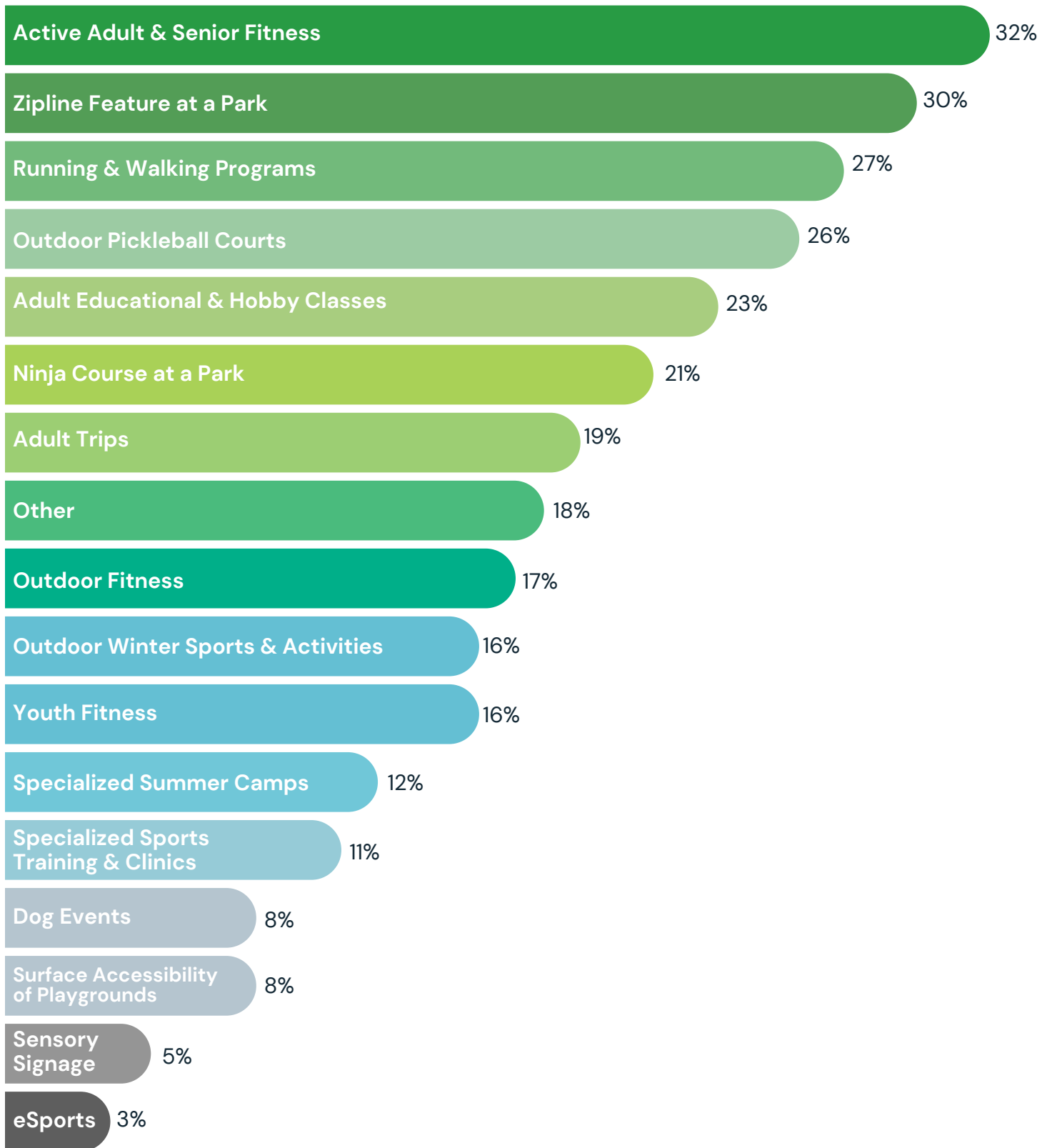
How would your household prefer to hear about programs and services offered by the Carol Stream Park District? (Respondents could select multiple options.)



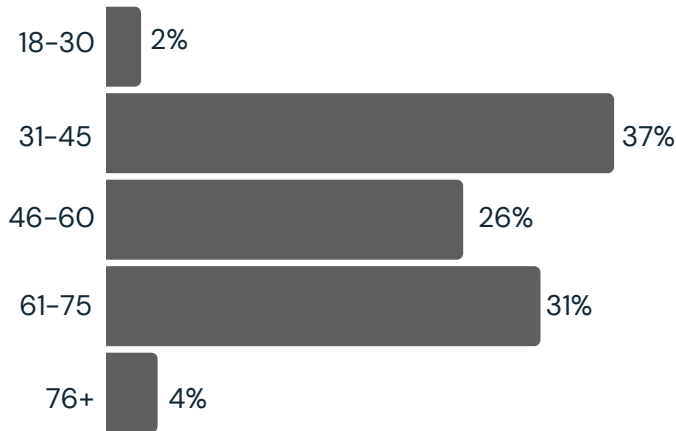
How would your household prefer to register for programs and services offered by the Carol Stream Park District? *(Respondents could select multiple options.)*



What should the Carol Stream Park District develop or expand? Select what interests your household.  
(Respondents could select multiple options.)

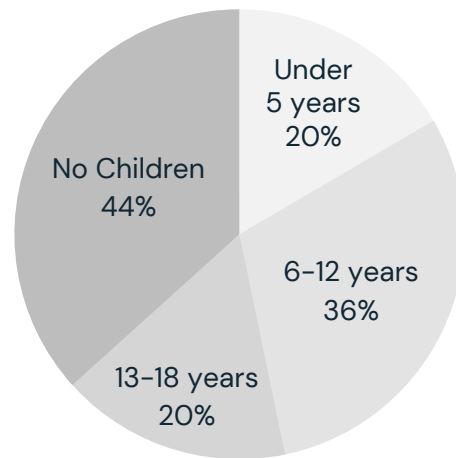


### Age

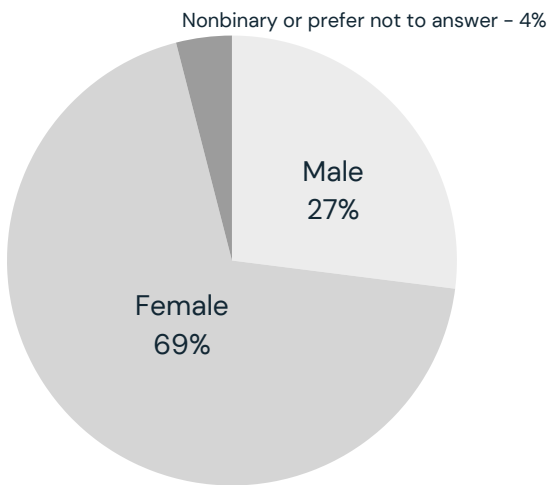


### Children or Grandchildren in Household

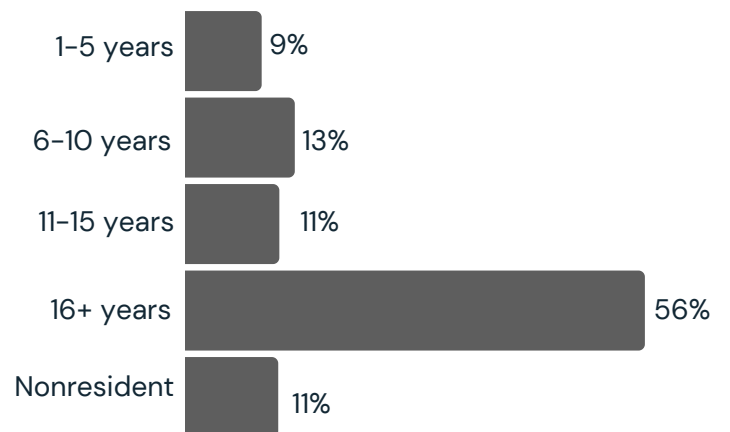
(can select more than one)



### Gender



### Residency in Carol Stream



### Race/Ethnicity

(can select more than one)

