

COMMUNITY ATTITUDE & INTEREST SURVEY FOR MORTON GROVE PARK DISTRICT

SEPTEMBER 2018

aQity Research & Insights

Evanston, IL

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Research Methods

- These findings are based on a random sample of n=420 households within the MGPD boundaries.
- The data collection period was between July 19 through August 8, 2018. Residents who received the survey invitation (sent to 5,000 households total) could respond one of three ways:



- For those completing the online survey, the average survey length was approximately 18 minutes.
- This respondent sample was weighted to match updated US Census data for the Park District (by region, gender, age, ethnicity, and percentage of households with children).
- Assuming no sample bias, the margin of error is +/- 4.8% (at the 95% confidence level) *.
- After the random sample survey closed on August 8th, a link to the online survey was added to the MGPD website, allowing residents who were not randomly selected for the initial study to provide their feedback.
 - Overall, n=417 respondents completed this “public” survey. These results were tabulated separately from the random sample. The “public” survey results are reported in the appendix, alongside the results from the random sample.

* 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

(weighted to reflect US Census data for Morton Grove)

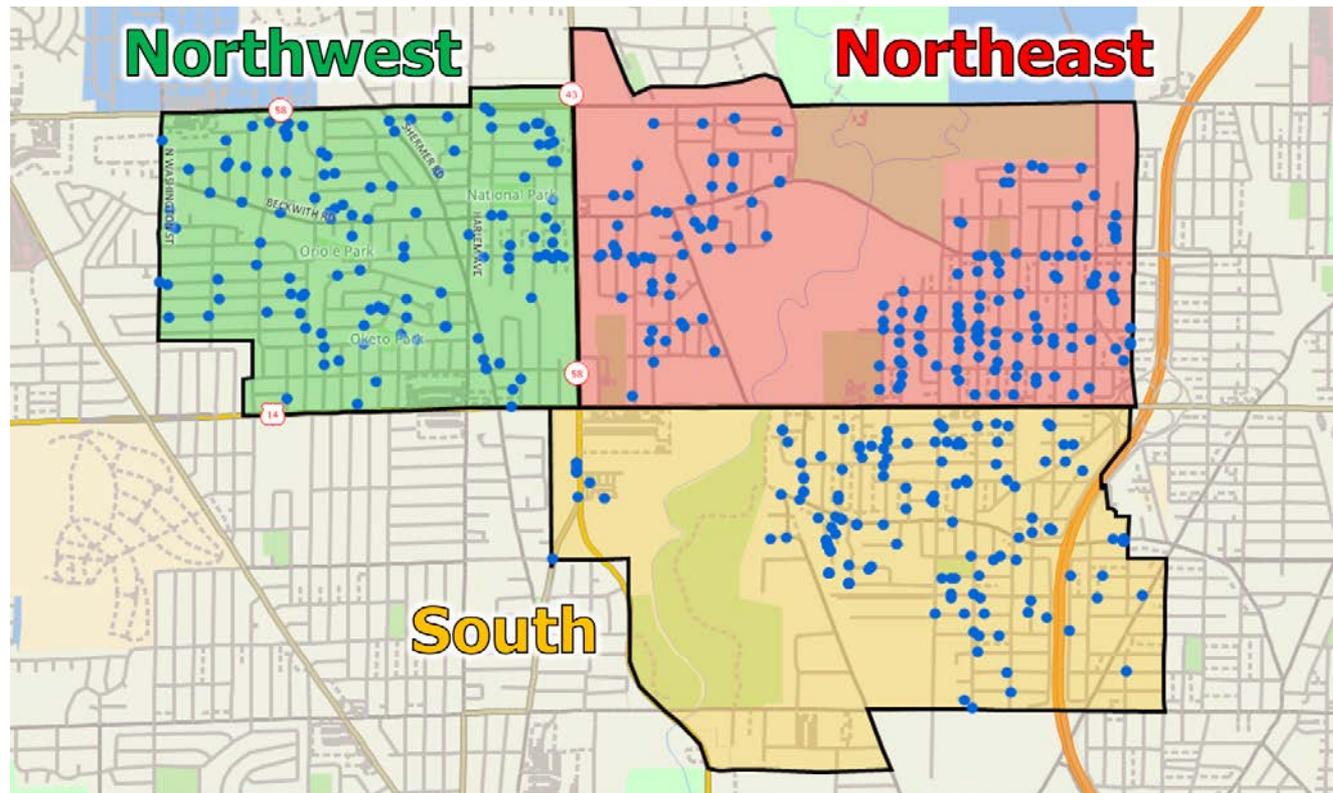
Gender*	
Male	46%
Female	54%
Age*	
Under 45	38%
45-54	16%
55-64	19%
65-74	15%
75+	13%
<i>Mean (years)</i>	<i>54</i>
Children in Household*	
Yes	29%
No	71%

Length of Residence in Area	
Less than 5 years	15%
5-14 years	24%
15-24 years	16%
25-34 years	17%
35 years+	28%
<i>Mean (years)</i>	<i>24</i>
Ethnicity*	
White	83%
Hispanic	4%
Asian	15%
Black/African American	1%
Other	1%

*Weighted to 2016 Census data.

Methods: Regional Distribution of Survey Respondents

Regions*	
Northwest	36%
Northeast	28%
South	36%



*Weighted to 2016 Census data.

Executive Summary: Key Findings

Overall Opinions: Morton Grove Park District

Residents rate the MGPD Favorably Overall

- On a zero through ten scale, the MGPD averages a positive average rating of 7.4. Its ratio of favorable to unfavorable scores is nearly 16:1. *< pg. 19 >*
 - Nearly four out of five residents (80%) rate the District favorably, including 27% who hold the MGPD in the highest regard scores of 9+).
 - Only 5% are dissatisfied with the District overall.
 - The highest ratings tend to come from older/long-term Morton Grove residents, and men. Lower (though still positive) scores tend to come from those ages 40-64, residents in the NE region, and non-users of the Park District's facilities or parks. *< pg. 20 >*
- While the overall ratings are strong, they lag key benchmarks from nearby park agencies (which are in the 7.7 to 8.3 range) *< pg. 21 >*

Overall Opinions: MGPD Strengths, Weaknesses

MGPD Strengths Focus Mostly on Its Parks; Programs and Facilities are Secondary

- When asked what they like most about the MGPD and what represents its strengths, the most frequent responses are its parks (cited by 43%), especially that they are well maintained, offer a good variety, and many are dog-friendly. < pg. 22 >
 - MGPD programs are mentioned second (29%), with many specifying the number and variety of programs, and especially youth programs and family activities.
 - Facilities rank third (20%), mostly that the facilities are well-maintained, with many specifically appreciating the fitness center and the two pools.
 - About one in seven cite the community events that the MGPD sponsors.

- When asked what they dislike most or areas of weakness with the MGPD, 12% were unable to offer anything negative. The rest were evenly divided between: < pg. 26 >
 - Facility-related issues (21%), especially the pools (need for an indoor pool, more updating and better maintenance of outdoor pools);
 - More programming (21%) , especially for adults and more youth sports;
 - Park-related concerns (20%), most often the need for a dog park, or better maintenance/upkeep in general;
 - Admin issues (20%), usually better communication, more friendly service from staff, better website.
 - The remaining concerns were cited by no more than 10% overall (including 9% who cite MGPD fees as a negative).

Overall Opinions: Overall MGPD Value

Residents Feel the MGPD Represents a “Good” (But Not “Great”) Value For Its Share of Property Taxes

- On average, residents believe that about 8% of their property taxes go to the MGPD, which is nearly double the District’s actually share of 4.5%. < pg. 32 >
- When informed that the MGPD’s share is actually 4.5% of one’s property taxes, and considering the programs, parks, facilities and services that the District provides, residents rate its overall value as “good” (6.7 average score on a 0-10 scale) < pg. 33 >
 - This is identical to the statewide benchmark value ratings for parks agencies statewide (from 2013). < pg. 34 >
 - However it lags the value scores from nearby suburban agencies, which range from 7.0 to 7.5 on average.
- The good news is that no segment feels the MGPD represents a poor value. Non-users of District parks or facilities give the lowest average ratings (5.4, considered an “average” value).
 - Those giving the highest value scores tend to be men, recent parks/facility users, and both younger (under age 40) and middle-aged adults (ages 55-64).
 - Residents ages 40-54 rate the overall value slightly lower than average (though still positive), as do women.

Overall Opinions: MGPD Park and Facility Usage

Three in Four Households Report Using a District Park or Facility In the Past Year

- Harrer Park is by far the most widely used MGPD property (46% of all resident), and a majority of recent MGPD users report it is among their top three District amenities. *< pg. 36 >*
- Mansfield Park ranked second in terms of recent usage (25%), and about one in five Morton Grove households likewise used Prairie View and Austin Parks each.
- Similarly, 20% said their household used/visited Oriole Park Aquatic Center in the past year, with nearly as many (19%) also using Harrer Pool.
- The elements of Prairie View Community Center that residents report using most often are the fitness facility (19%), multi-purpose room (11%), gymnasium (9%), and dance studio (8%).
- When asked to rate their satisfaction with MGPD parks and facilities that they recently used, these residents give very strong scores in terms of: *< pg. 40 >*
 - Their overall experience (7.8 average rating on a 0-10 scale);
 - Safety (8.3 – with only 2% expressing concerns/negative scores);
 - Accessibility (8.2)
 - Cleanliness, maintenance, and upkeep of these properties (8.2)
- Service from staff is also rated favorably (7.4 average), but these scores are lower compared to the attributes above (with 8% expressing dissatisfaction). Open-ended comments report some staff interactions as being rude or not very helpful in general. *< pg. 41 >*
- Among non-users of MGPD parks and facilities (26% overall), most cite not having children (or children who are now adults) as the biggest reason for non-usage. Another 18% feel no facilities or programs reflect their age group.
 - The other top reasons are that they use other facilities for recreation (30%) or are just too busy (29%). Just under one in five cite MGPD fees as a barrier. *< pg. 42 >*

Overall Opinions: Assessment/Awareness of Current MGPD Pools

Roughly Three in Ten Households Report Using Harrer Pool and/or Oriole Park Aquatic Center in the Past Year

- Among these recent pool users, satisfaction with Oriole Park Aquatic Center is higher than it is with Harrer Pool. < pg. 44 >
 - Oriole Park Aquatic Center receives an average satisfaction rating of 7.5 on a 0-10 scale, with 38% who are completely satisfied vs. only 7% who are dissatisfied with this facility.
 - By comparison, Harrer Pool receives an average score of 6.8, with 24% completely satisfied vs. 13% who are dissatisfied.

- In a separate question, when asked about dissatisfaction with any MGPD facility or park, Harrer Pool was clearly cited most often (n=32 respondents), usually because of maintenance issues and a lack of updates. < pg. 41 >
 - Oriole Park Aquatic Center was mentioned second most often, but primarily because of large crowds and/or lack of parking. Separately, some feel it is too far from where they live in order to be used more often. < pg. 46 >

- Residents in general are divided in terms of their awareness of the physical condition of Harrer Pool (46% are at least somewhat familiar, vs. 42% who are unfamiliar). < pg. 49 >

- They are even less aware of the cost to maintain and operate Harrer Pool in its current state (34% at least somewhat familiar, vs. 54% unfamiliar).

Overall Opinions: Indoor Facility Needs Assessment

Many Residents Seek Additional Indoor Recreational Opportunities

- Two-thirds of respondents express a need or interest in an indoor walking/running track, and just over half express a need for a fitness center, and/or an indoor pool. < pg. 51 >
 - In addition, about one in three said they use/have a need/are interested in program space for group fitness (34%), gym space (33%), or dedicated space for senior activities (32%).
 - Demand or interest for the remaining indoor amenities tested was much lower, including rental space for meetings/events (25%), dedicated daycare/preschool space (20%), or a dance studio (14%).
- Of these, the biggest unmet needs for indoor facilities include an indoor track, and an indoor pool. Dedicated space for seniors as a top “secondary” opportunity. < pp. 54-55 >
 - Demand for a fitness facility is generally seen as being “somewhat” met given existing options. However, many still feel that their needs for a fitness center are not completely being met.
 - In general, residents feel that rental space and dance studios are in ample supply already.
- When asked which one indoor amenity should represent a top priority for the MGPD, an indoor pool emerges as the top choice (33%), followed closely by an indoor track (25%). < pg. 56 >
 - One in ten would most like to see a new fitness center (10%) or dedicated space for seniors (9%). The remaining amenities were deemed less important overall.

Overall Opinions: Harrer Pool Options and Willingness to Pay

Of the Options Tested for Harrer Pool, Residents Are Most Interested in a Potential Rec Center

- Among the four options tested to address the physical and safety conditions at Harrer Pool, most residents support either:
 - Temporarily closing and filling in Harrer Pool, and considering a recreation center that includes an indoor pool, outdoor pool, larger fitness center, gym courts, and dedicated daycare/preschool space, at a cost to be determined (66% support, 34% opposed);
 - Replacing Harrer Pool with a similar-sized pool and facility, requiring approval of a referendum that would increase property taxes by \$70/year on the average MGD homeowner (55% support, 45% opposed).
- Residents are more evenly divided on replacing Harrer Pool with a larger facility that has additional features (bathhouses, water park elements), which would require passing a referendum that impacts property taxes by \$100/year (52% support, 48% opposed).
- They are least likely to support permanently closing and filling in Harrer Pool to become open park space (only 42% support, with 58% opposed).
- The two options of replacing Harrer Pool (either with a similar footprint vs. a large facility with added features) are mostly supported by younger adults (under 40), those with children, and recent Harrer Pool users. The remaining segments (ages 40+, no children, non-users) are more evenly divided or tend to oppose either option.
 - By comparison, a majority of every subgroup tends to favor looking at a potential rec center at this location.

< pg. 59 >

< pp. 60-61 >

Overall Opinions: Harrer Pool Options and Willingness to Pay (cont'd)

Residents Give Specific Reasons for Supporting Each Option Tested

- The top reasons for **considering a recreation center** at the Harrer Pool site include:
 - Interest/Need for an expanded fitness center (40%);
 - Interest/Need for an indoor pool (35%) and for year-round swimming (17%);
 - The facility would be good for the community and/or would attract new and non-residents (28%).
- Those most opposed to this option tend to think that the area already offers similar facilities and fitness centers (36%), and that taxes are too high already (26%).
- The second “top” option of **replacing Harrer Pool with a similar-sized facility** is usually supported because:
 - It represents the most economical option to replace Harrer Pool (44%);
 - The current size of Harrer Pool is sufficient as-is (23%);
 - A second pool is needed at that location (21%), or that the Village needs two pools in general (11%).
- Among the relatively few who oppose this option the most (one in ten residents), state their primary concern is the property tax increase that it would require (64%). Another 17% oppose this option because they do not use Harrer Pool.

< pp. 62-63 >

Overall Opinions: Harrer Pool Options and Willingness to Pay (cont'd)

Residents Give Specific Reasons for Supporting Each Option Tested

- Supporters of **replacing Harrer Pool with a larger facility that offers more features** most often say that this option will:
 - Benefit the community overall, by making Morton Grove more attractive in improving property values (45%);
 - Meet the need of having a pool on the east side of Morton Grove (17%), or that the Village needs two pools to meet current demand (13%)
 - The improvements are worth the additional property taxes in general (12%), or that new features are needed to remain competitive (8%).
- Those who oppose this option most again tend to feel that property taxes are too high already (50%). Another 21% feel the improvements and a larger facility is too expensive, and that the District should look to less expensive options.
- One in four residents (24%) are most in favor of **permanently closing and filling in Harrer Pool** to become park space. Their top reasons for doing so are:
 - This option does not raise property taxes (40%) and represents the least expensive (and simplest) solution (28%);
 - They feel that two pools are not needed in Morton Grove (26%), or they do not use the pools at all (26%).
- By comparison, nearly half (48%) are most opposed to this option, most often citing:
 - The need for two pools in the Village (35%), especially on that side of town (17%);
 - A pool would benefit the community much more than another park (33%), or that there is sufficient open space currently (19%).

< pp. 62-63 >

Overall Opinions: MGPLD Programs and Events

Half Report Participating or Attending MGPLD Programs/Events in the Past Year

- Overall, 49% percent said that someone in their household as participated or been to a MGPLD program or event. However, many of these residents (19%) have only attended District events, meaning just 30% have participated in a District program. < pg. 73 >
 - Most often, these residents participated in fitness or exercise programs, followed by activities for youth (sports/athletics, summer camp, before/after school programs).
 - Aside from fitness programs, far fewer households report participating in MGPLD activities for adults.
 - In fact, when asked which types of programs residents would most like to see offered by the Park District, suggestions for adult programming slightly outnumbered ideas offered for children's programming. < pp. 76-77 >
- Among recent MGPLD program and event participants, satisfaction with these activities is very strong (7.6 average rating on a 0-10 scale). < pg. 74 >
 - Thirty-five percent are completely satisfied with these experiences, vs. just 3% who are dissatisfied.

Overall Opinions: District Communications and Final Comments

The MGPD Program Guide is the “Go-To” Source for Park District Information

- Overall, two-thirds of Morton Grove residents use the program guide when seeking information about Park District activities, facilities, etc. < pp. 79-80 >
- A majority (55%) also go to the MGPD website for information.
- However, by a 2:1 margin, the program guide is clearly the most preferred source (45%), followed by the website (21%).
 - Note that 38% also reach out to the Village for Park District information (via website, phone calls, etc.), and that 11% say that the Village is their top source for this information.

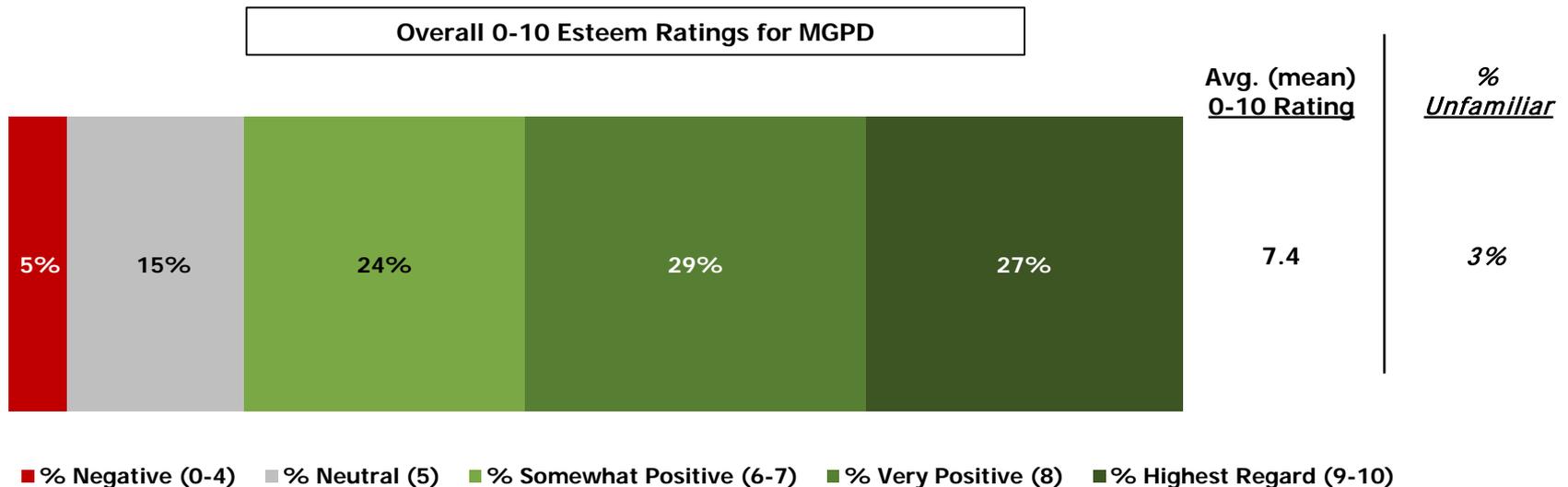
Final Comments Echo Earlier Key Findings

- As a final open-ended question, about half of the survey respondents offered final thoughts and suggestions for the MGPD, usually around: < pg. 82 >
 - More and better programming (not just for children but across all age groups);
 - Admin issues (improved website, friendlier staff, less turnover, fewer cancellations);
 - Pool issues (replace/keep Harrer Pool, add an indoor pool);
 - Cost concerns (control spending, avoid a tax increase, rely more on self-generated income sources)

I. Overall Opinions of the Morton Grove Park District

Residents hold the Morton Grove Park District in positive regard overall.

- On a 0-10 scale, respondents give the District on average a 7.4 rating (considered positive), with just over one in four residents holding it in highest regard (scores of 9 or 10).
- Its overall ratio of favorable to unfavorable ratings is nearly 16:1, with only 5% dissatisfied.
- While 3% were not familiar enough with the MGPD to give a rating, another 15% gave neutral scores (no strong opinion either way).



Q2. Please rate your overall opinion of Morton Grove Park District on a 0-10 scale (0=dislike completely, 5=neutral, 10=highest regard)

All groups of residents give the Morton Grove Park District positive scores.

- No segment offered ratings below a 6.8 on average (still considered positive).
- Men and the oldest/most long-term Morton Grove residents are by far most satisfied with the District overall. Younger adults (ages 40 to 54) and those in the Northeast region are slightly less favorable.

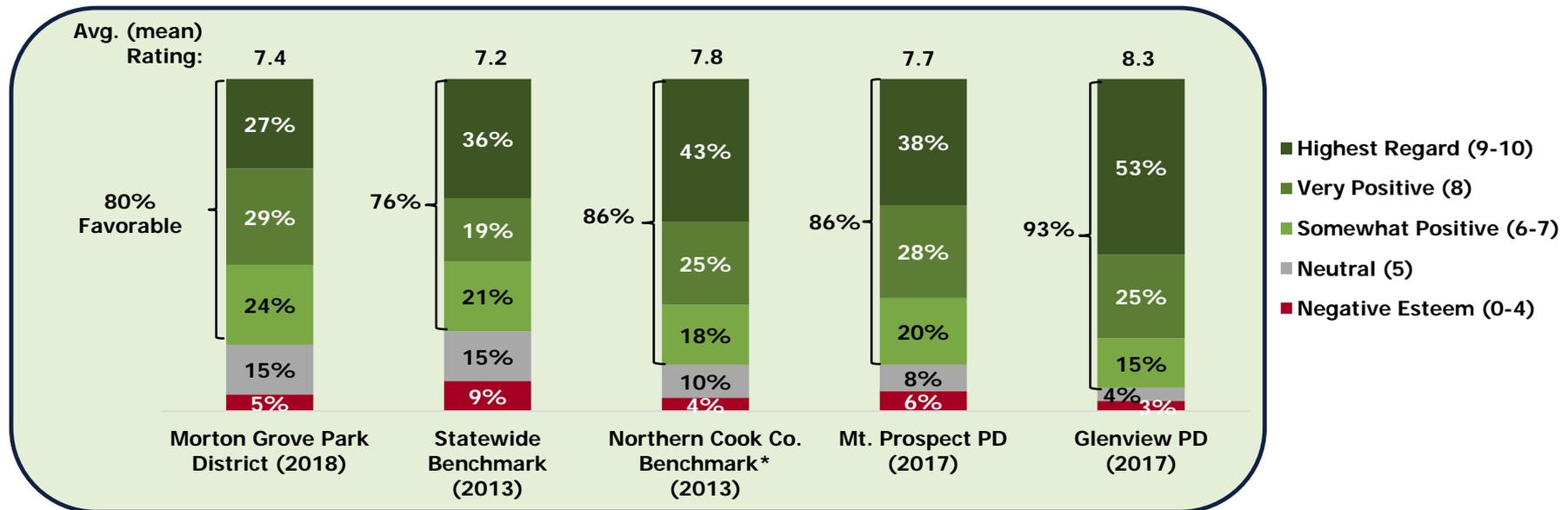
Differences by Subgroups: Overall Esteem Ratings

	Overall Avg. Rating (0-10)	Lower Esteem	Higher Esteem
Morton Grove Park District	7.4	<ul style="list-style-type: none"> - Resident for 10-24 yrs. (6.9) - Ages 40-54 (7.1) - NE region (7.2) - Non-MGPD users (6.8) - Females (7.2) 	<ul style="list-style-type: none"> - Resident for 25+ yrs. (7.6) - Ages 65+ (7.8) - MGPD users (7.5) - Males (7.6)

Four in five residents have favorable opinions of the Morton Grove Park District, with only 5% dissatisfied overall.

- The District's average rating of 7.4 is considered very favorable, and is closely aligned with the statewide benchmark.
- However, the MGPD's overall esteem lags behind neighboring park districts/agencies, mostly due to its higher percentage of "neutral" scores (less familiarity or connection), and a smaller proportion of the highest ratings (9+).

Morton Grove Park District Esteem Compared to Benchmarks



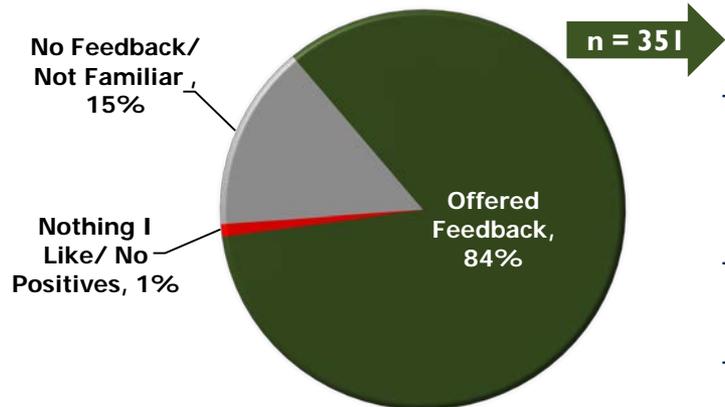
Q2. Please rate your overall opinion of the Morton Grove Park District on a 0-10 scale (0=dislike completely, 5=neutral, 10=highest regard).

* The 2013 Northern Cook Co. benchmark results includes agencies in Barrington; Barrington Hills; Buffalo Grove; Chicago; Chicago Heights; Deer Park; Des Plaines; Elgin; Elk Grove Village; Evanston; Ford Heights; Franklin; Glencoe; Glenview; Golf; Hanover Park; Hoffman Estates; Inverness; Kildeer; Lake Barrington; Lincolnwood; Lynwood; Melrose Park; Mount Prospect; Niles; North Barrington; Northbrook; Northfield; Palatine; Park Ridge; Port Barrington; Prospect Heights; River Forest; Rolling Meadows; Rosemont; Sauk Village; Schaumburg; Skokie; South Barrington; South Chicago Heights; Streamwood; Steger; Sutton, Cook County; Tower Lakes; Wheeling; Wilmette; Winnetka

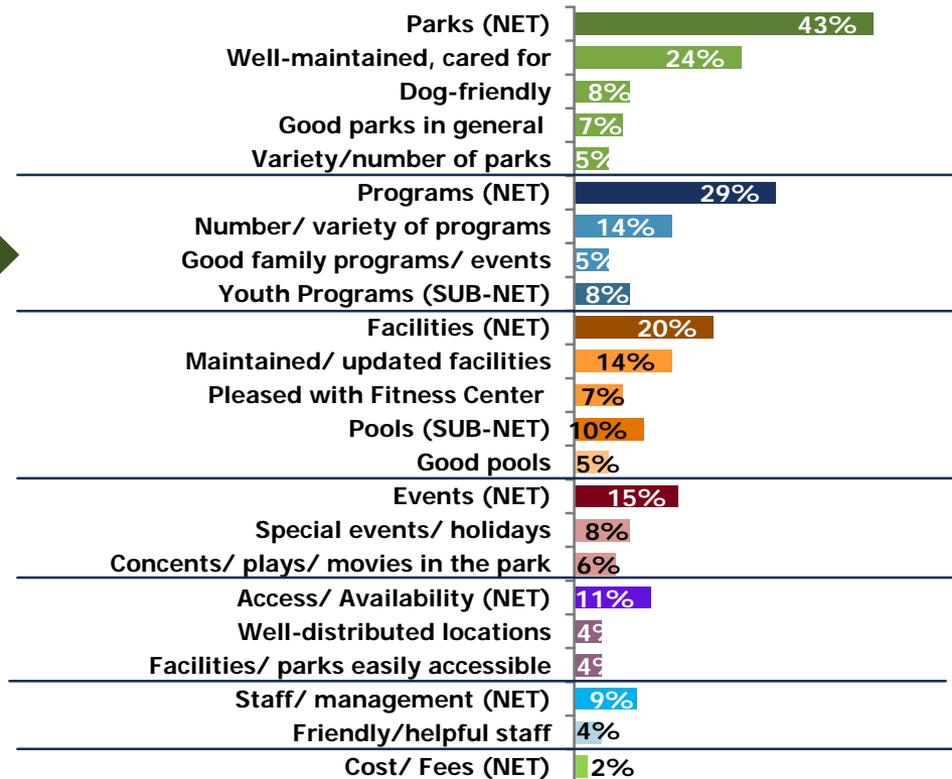
When asked in an open-ended format what they like most about the District, residents most often cite its well-maintained parks, programs (especially for youth, families), and facilities (especially pools).

- Most (84%) of those who rated the MGPD were able to mention something they like most about the District.
- Examples of these verbatim responses are on the following pages.

Feedback on Morton Grove Park District Strengths?



Top Strengths (open-ended)



Sample Verbatims: MGPD Strengths

Parks (43%):

"Many parks & all are in good condition with modern equipment."

"There are an abundance of parks located in the equidistant from each other. They are all clean and properly maintained and safe for children."

"parks are clean and well-maintained. Which reflects in that you can almost always see families (or softball teams) using them."

"Consistent maintenance and upkeep of beautiful parks."

"Dogs are allowed in the parks, and poop bag stations are available"

"That now, finally, we can walk our dog in the park and they have doggie bags for their poop. I have had dogs since I moved here."

"Great Parks with wonderful play equipment, but would like to see them be more accessible to children with special needs."

"The parks are nice, but I have noticed that when playground equipment is replaced, the new equipment is less challenging for kids."

"I like the parks and walking trails."

"I like our local small park for walking and outdoor space."

"My only contact so far is with Harrier Park and Mansfield Park, both well maintained and very nice."

"Harrer Park has a lot of fun events. My daughter is just 9 mo. old, so we aren't there often, but look forward to utilizing in the future. I appreciate my dog can come."

"Open spaces, basketball court, the upkeep of the baseball field."

"I like that I have witnessed a crew checking the parks for loose screws - maintenance check/safety check. I also like the amount of parks that are in our area."

Programs (29%):

"I really like the senior classes at the civic center."

"I like that the PD has something for every age group."

"Programs are wonderful, from infant to adult - very family oriented, and dog-friendly now."

"I like the variety of programs that are offered to the Public."

"Almost constant stream of activities of interest to all member of community. Children's programming, adult, young adult (somewhat limited) and seniors. Activities are frequent enough and small enough so it's not a hassle to attend. No one wants to fight crowds. Activities are at various venues throughout town. All positives."

"The Morton Grove Park District has a lot of good programs for kids that we have used over the past 10 years. Dance classes, softball, baseball, gymnastics, etc. My kids enjoyed baseball, basketball, gymnastics classes and Harrer Pool."

"I like the BASE and before care programs at Park View for my children."

"Acorns & Great Oaks offered a good program, care, under a reasonable cost."

"Great programs for kids. My oldest loved KinderOdyssey and the summer Junior Camp."

Sample Verbatims: MGPD Strengths (cont'd)

Facilities (20%):

"Lots of variety and clean, well maintained facilities."

"Clean facilities and variety of classes offered at the Prairie View Community Fitness Center."

"In the four years we have lived here they have made a large effort to improve parks, playgrounds, community functions, and the park district gym for the community. Still room for improvements but the effort has shown and has not gone unnoticed."

"The Morton Grove Park District beautifully maintains its facilities. The grounds are lovely; the crew is friendly and helpful. Harrer Pool is a great facility."

"I exclusively use the Club Fitness Center and have nothing but positive remarks. The staff are friendly and competent (even at 5AM!) The Center is clean."

"I like the fact that there are two pools, one at one end of Morton Grove and one at the other end."

"The one thing I really love is Oriole pool, it's friendly, clean and lifeguards do a wonderful job."

"Neat facilities with lots of children's playground choices."

"Facilities seem to be kept up well seem to have good and varied options for things to do."

"I like the indoor gym time in the winter. I like the pools."

"I like that the fitness center locker rooms are clean and nice. I like the sauna and spin bike room."

Events (15%):

"Over the past few years Morton Grove has created great, family friendly programming and events. We've attended lots and think they have been well run and fun." "We absolutely have loved the camping event, movies in the park, concerts, the holiday events."

"Some of the events like fireworks for 4th July and National night out, they do very well."

"Family fun nights. Movies in the park & small festivals."

"Farmers' market, Tuesday concerts, dog-friendly."

"It has initiated several community based programs such as Holly Days and Summer Sizzle."

"It brings the community together. I like the seasonal events through the year."

"The park district plans quite a few community events (summer sizzle, Oktoberfest etc.)"

"There has been a lot of nice family events like movies in the park, camping in the park, Halloween parties, etc."

"I like the Farmer Market."

"Summer Concert Series at Harrer Park."

Sample Verbatims: MGPD Strengths (cont'd)

Access/Availability (11%):

"Lots of community involvement."

"Closeness of Prairie Center, parks and pools. Love that my child could walk to Harrer and feels like a very safe setting."

"Convenience of location and available activities."

"I like that two parks are within walking distance and both parks are usually kept clean."

"Convenient (3-4 parks in walking distance) and well maintained."

"Oriole Pool - lap swim availability is good."

"Well kept and close to our home."

"Clean. More parking up front. Good amount of personnel working."

Staff/ Management (9%):

"As a new resident, I love the Harrer Pool! The staff is so friendly and the facilities are well taken care of daily. My daughter also did 2 sessions of Junior Day Camp, and loved her counselors and junior counselors."

"My daughter has been enrolled in summer camp at Mansfield Park. She loves it. The staff have been great."

"The Village is well maintained and the staff are friendly."

"The Oriole pool staff is always very helpful and very professional."

"The staff & the board members."

"Sends communications to the public."

"The people who work at the park district have always been nice, and helpful."

"It has a variety of programs, and the brochures keep the public well informed about them."

Cost/Fees/Value (2%):

"The Thanksgiving promotion at the Fitness Center. The pool exercise classes during the summer."

"They have affordable prices."

"Cost of activities for kids."

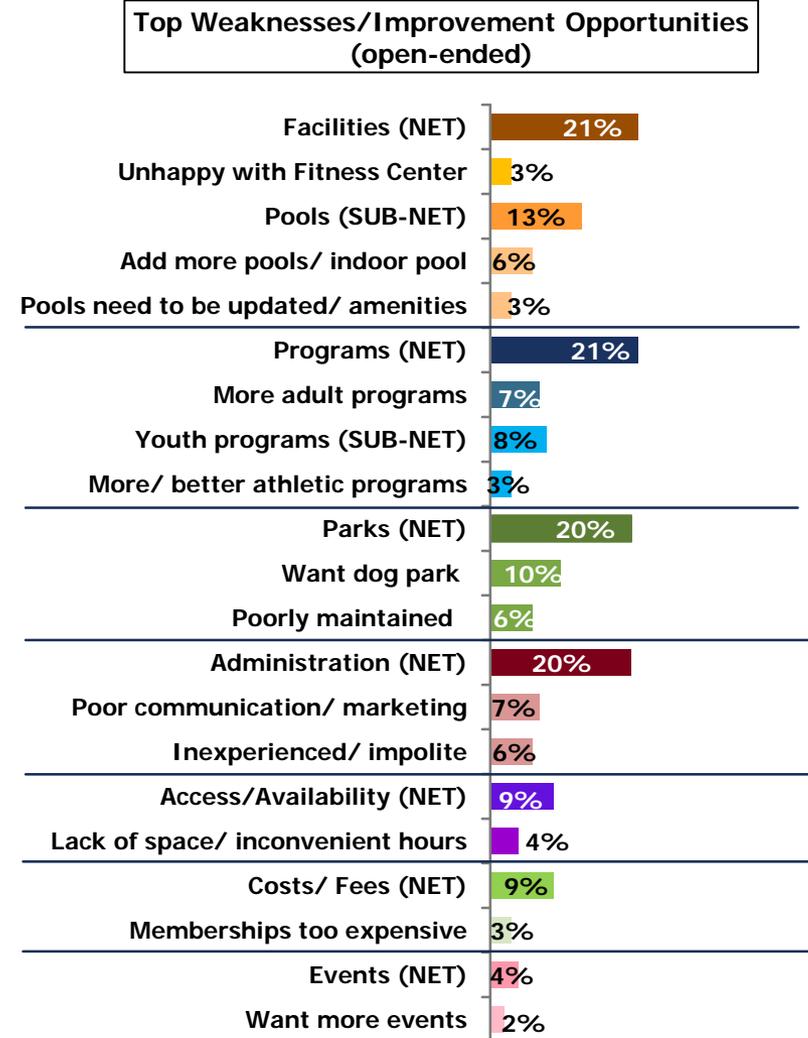
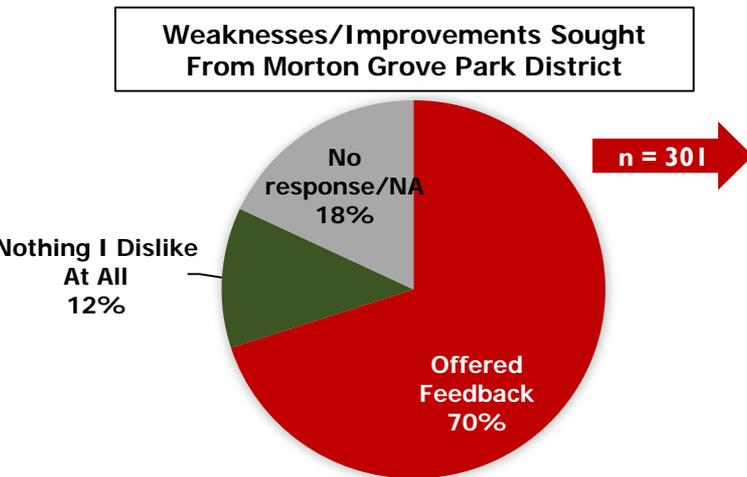
"Provides a lot of high quality services at affordable prices."

"The Morton Grove Park District offers a good selection of activities and the fees for enjoying them are reasonable."

"Parks and facilities are in nice shape. Taxes are reasonable."

A majority (70%) likewise cite something they dislike or feel is a needed improvement for the MGPD, though no single theme emerges.

- About one in five responses concern issues regarding:
 - MGPD Facilities (21%), most often the pools (lack of an indoor pool, better upkeep of existing pools);
 - Programs (21%), most often more activities for adults and more/improved youth athletic programs;
 - Park issues (20%), with many wanting a dog park, or better upkeep of existing parks;
 - Admin concerns (20%), especially those who want to be better informed (more marketing/outreach), and others citing staffing/service issues.
- Note that 12% are unable to offer anything they dislike.



Sample Verbatims: MGPD Weaknesses

Facilities (21%):

"That it isn't as modernized as other park districts."

"Renovate old fieldhouses or consolidate to create 2-3 main community centers with one pool/gym/entertainment center/picnic large rest area (bathrooms) with WIFI and electric supply for picnics. How about bikes for rent? Enlarge Prairie View gym - pool? Sauna/steam rooms/shower stalls."

"Wish we had a more up-to-date rec center with an indoor pool and running/walking track."

"Compared to neighboring villages, our rec center, fitness center, Harrer Pool, class offerings, and camp offerings are way sub par. The Park District has changed little/nothing about Camp MorGro in 30 years, and it's incredibly basic (for example). It seems like we have very high taxes, similar to those in Wilmette, but not nearly the variety and quality that they do from their Park District."

"I would love to have more indoor facilities like a pool or climbing structures to entertain children."

"Lack of an indoor pool facility. Wish we had year round pool like Niles or Glenview."

"There is no fitness center like the one in Niles with a swimming pool. Presently member there and have been for over the last dozen years."

"Yes, get rid of Harrer pool. It's only open a few months a year and the property could be put to better use and not cost the village so much money. If it's kept it needs to be made into a pool that can be used all year."

"Support Harrer Pool. Keep it open and remake it to a more modern and fun place to be. Also, keep it open until Labor Day. I would also like to have access to an indoor pool."

"No indoor and outdoor lap pools."

"No indoor pool, indoor track is small."

"Indoor swimming pool will make it better."

"Pools need to be open longer - both hours and a longer season."

"I really would like to see Morton Grove put in a splash pad (similar to the one in The Glenn, a park in Glenview) with a good amount of picnic tables, benches, and a playground area."

"I would like it if a whirlpool could be put in the health club or if not at least at the park pools"

"There has been lots of turnover at the head of the Park District lately. I feel the fitness center could be better and the remodel at Oriole Pool was very poorly done. It does not meet the needs of the residents."

"I would like to see expanded hours in the fitness center, for example, have it open later on Sundays, and for at least a few hours on holidays. I would like to see a driving range incorporated in one of the parks."

Sample Verbatims: MGPD Weaknesses (cont'd)

Programs (21%):

"Now there are many seniors in Morton Grove. There are not enough activities / spaces for seniors"

"Not enough for seniors, bad work out facility, bad Park District activities for kids and I can go on."

"More senior activities. Please bring back Nia classes on Sunday mornings at Prairie View."

"Wish there were more adult/senior oriented programs. Also better senior discounts."

"Offer additional adult/senior group exercise, health, wellness classes in the evenings and on weekends. Plenty of people who need such access still work full time."

"The programs are substandard compared to other nearby villages. The camps have deteriorated in quality. Resident programs, especially for kids, are not of the type that would interest people."

"I wish there was an adult women's recreational softball league for 11 or 12 inch, or allow women to play in the men's league. Morton Grove is proud of it 'inclusiveness,' so let's see it in the Park District offerings."

"Not aware of many activities geared towards adults (not seniors)."

"I along with a couple of other members of the community wanted to start a small Morton Grove swim team in the summer in which we could have little swim meets for the kids of Morton Grove. I mentioned this at a pool forum a year and a half ago and was brought in for a meeting about a year ago. I also tried calling multiple times during winter months but was told that the Park District was not interested. I personally think it was a loss for the kids of Morton Grove. But, perhaps, it was believed that this would not be popular in Morton Grove."

"I don't think the classes offered at the park district are up to par. I go to Nilis Park district for some classes like Zumba Gold or yoga. The times are just better. I also go to Skokie's Weber Center to walk the track. They charge me \$20 per year to use it. Resident or not. And, I only have to go around 11 times to reach a mile. I also go to Glenview's park center for the indoor pool and my healthcare at Northshore rents space from them for my Physical Therapy, when I have needed it. That is something our park district should look into to help defray costs."

"No programs for teens 10-16! Kids need a drop in center to play cards, backgammon, foosball, Ping-Pong, etc."

"Youth programs could be at a more convenient time for working parents (i.e., classes at 5 or 6 instead of 3 and 4 PM)."

"Camps can be better, Nilis has a very good camp program, with flex pass, for pick and choose your camp days instead of a 'session'. Same with afterschool care, pick your days if you need afterschool care instead of Monday- Friday. I think one of our pools should be indoors. With the weather, winters seem to be longer... so indoor pool would be great for all year long. I feel Morton Grove is still just very 'old' I think it is trying to gear more towards younger families but it is difficult."

"Wider variety of classes & more publicizing! People don't necessarily know what's offered & classes are cancelled due to low enrollment."

Sample Verbatims: MGPD Weaknesses (cont'd)

Parks (20%):

"Baseball/softball fields are not in very good condition. Lots of weeds and the transition from infield to outfield is very rough and unsafe. Examples are Austin, Prairie View, and National."

"Not fixing or updating things when they break: tennis nets at Oriole, Lights at Prairie View. I don't use other parks."

"Some parks (ball fields) could use some improvements (weeds; bump transition from infield to outfield), but overall not too bad."

"The tennis courts behind the Park District building could use some work. I typically end up playing in Skokie."

"Tennis courts are in a deplorable state."

"The parks don't have enough shade. The slides are always hot on sunny days."

"More shade, better seating and tables"

"Parks could use a little TLC. Recently they have not been looking as good as in the past."

"Park should have more flowers, plants."

"There is not a fenced in off leash dog park. I need to drive to Skokie or Glenview to have access to one, and pay nonresident rates."

"No dog park. Not enough parks/equipment for very young children. Public pool hours aren't long enough, nor is pool season, particularly for Harrer Pool."

"I wish dogs were allowed in the parks. I have well behaved dogs and it would be nice to be able to walk them in through the park."

"The new policy to allow dogs!"

"No off-leash dog park. No ice skating or winter sled hill. Morton Grove residents have to travel outside Morton Grove for these facilities."

"Mansfield Park frequently is out of dog waste bags."

"Having dogs in Harrer Park. Designate one park for dogs."

"Lack of porta potties much of the year."

"Non-functioning drinking fountains in several parks. Inside restrooms (with flush toilets, sinks, room to move etc.) are closed. Port-o-potties don't cut it."

"Better lighting at night."

Sample Verbatims: MGPD Weaknesses (cont'd)

Administration (20%):

"Workers are extremely rude and unprofessional, especially the ones who pick up the refuse from the various parks in the Morton Grove area."

"Over the years I have always found the pool employees immature and unprofessional (not the lifeguards, they are great when on the job at least)."

"I feel like the Prairie View Community Center does not have classes and group class leaders that are as engaging or have the depth of knowledge as other park districts like Skokie, Glenview, and Evanston."

"Could be more friendly in front desk. Ladies are NOT so nice and willing to help answer questions."

"I have reached out to some of the staff at the Prairie View Community Center and they have been rude and are very slow to respond. If you have staff that is customer facing, they should be approachable and friendly, not rude and untimely."

"Too much of a turn around on employees. Need to have more full-time employees with programs that will last instead of temporary programs."

"Most people in town have no idea when activities are scheduled or that they even exist. I think the PD could do a much better job getting the word out so their events are more successful."

"Needs to promote events more and sooner than a week's notice."

"Communication is poor and desk/administrative management at Prairie View is often disorganized. There have been 2 years when we did not receive the welcome email for camp that included info about the welcome meeting for parents. Sign-up for programs often results in confusion and computer/user issues at Prairie View. Staff seems uninformed and unable to answer sometimes simple questions. Pool hours for adult lap swim were printed inaccurately in the park district summer brochure, which is frustrating because I have been unable to swim as planned on two separate occasions as a result."

"When it comes to changes in the park district or to activities they should consult not only the community but the staff that works there as well. Since that staff is working the programs or running the facilities they can tell you what needs to be done or could have ideas on how to improve it. They could also have more organized or structured programs."

"Communication online is lacking and the computerized check-in system is antiquated and fragile."

"Website is difficult to navigate at times, when you are trying to search for a class."

"The website is not mobile-friendly, which makes it hard to navigate while on-the-go or from smartphones, mainly as it relates to registering for activities."

"Classes will get cancelled completely."

"Classes that get cancelled. More after school classes for little ones should be offered"

"Classes are frequently cancelled. There are no replacements when instructors are out. It happened two years in a row. Membership fees are not competitive."

"A lack of continuing top leadership. In the past 15 or so years, it seems like the top people come and go quickly."

"Do not see the benefit of having Park Police - that expense could be put towards maintaining/improving our parks & pools. We are the ONLY suburb in the area that has Park Police."

*"The catalogue is not always clear-for example, this summer I signed my son up for swimming lessons, but I had to make several phone calls to do so because while the catalogue indicated when, where and how much the lessons cost, no where did it say *how* to register. That was frustrating, but was fine. In the end, the lessons were cancelled anyway because I was the only person who signed up in the weekday slots."*

Sample Verbatims: MGPD Weaknesses (cont'd)

Access/Availability (10%):

"Oriole Pool parking is not good. People don't respect the no parking signs, the yellow stripe or the home owners driveways. Police don't respond to home owners calls for cars blocking their drive ways."

"Parking at Oriole is terrible."

"Longer hours at Prairie View Community Center, including weekends. Childcare for fitness center."

"I would like to see expanded hours in the fitness center, for example, have it open later on Sundays, and for at least a few hours on holidays."

"I'd love to see more classes available at times that work for working parents. Tot gymnastics Wednesday at 10am or Boys Basketball at 4pm on a Tuesday just don't work for our family with 2 full-time working parents."

"Not enough evening hours for classes offered for people over 55 years old—many of the classes of interest are during the day. Many people work well past 'retirement' age of 65 and those younger than 65 are most certainly still working and aren't easily able to attend daytime programs or classes."

Costs/ fees (9%):

"Season pass and pool admissions are a little expensive compared to other districts."

"Classes & events, especially at Prairie View, are very expensive."

"The price point is a little high for the kinder programs."

"Reduce costs for health center and offer more early exercise classes... I am a resident but it's cheaper for me to use Skokie's Fitness First even as nonresident."

"Cost of health club too high. Cost of personal trainers too high. More programs for adults and seniors."

"Wastes money - stupid projects like Oriole Aquatic Center."

"Too much budget given to programs for ages 1-21."

Events (4%):

"This year they were better with having activities outdoors after July 4th. That is what it lacked in the previous years."

"More fall activities."

"Could use more variety for community events and children's birthday parties."

"Use the parks for seasonal events more often. Have more events that the neighbors can get excited about. Pumpkin patch, more Christmas lights, flea market, utilize the parks and change up the events instead of the same old 4th of July...I never knew we had a Octoberfest event because there were not enough signs or info around town. Use the food trucks, have a taco night in the park, or a chicken night in the park and so on."

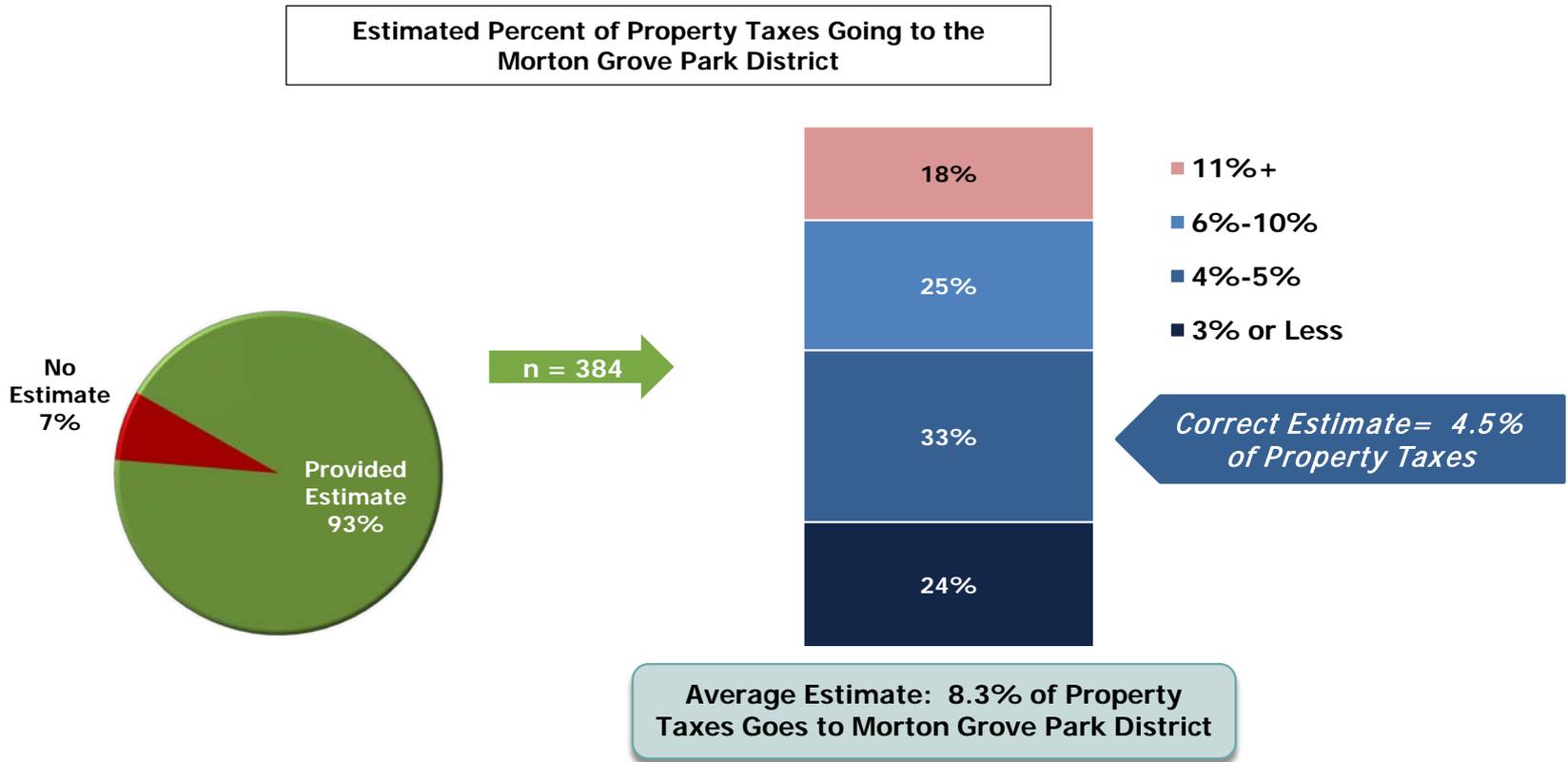
"The daddy/daughter dance. I have been to several in other communities and they all put Morton Grove to shame."

"The carnival. Too noisy and congested around our home. Carnival should be where it used to be, by the woods instead of in people's back yards."

"More fall activities."

On average, residents estimate that the Morton Grove Park District represents eight percent of their property tax bill.

- A third (33%) estimated correctly that the actual share going to the Park District is between 4% to 5% of property taxes.
- Note that almost one in five offering an estimate (18%) believe the District's share is over 10%.



Q5. About what percent of your property taxes do you think goes to the Morton Grove Park District?

When informed that the MGPD actually represents 4.5% of one's property taxes, residents rate it a "good" value overall (on a 0-10 scale).

- Newer and younger residents feel it represents the highest value compared to other segments, followed by middle-aged respondents and men.
- Only non-users for MGPD parks and facilities give the District an "average" value score (5.4 on a 0-10 scale).
 - Others giving lower ratings still feel it represents a fairly good value overall (women, adults ages 40-54).

Significant Differences: Value of Property Taxes to Morton Grove Park District



- Lived in area <10 years (7.5)
- Under 40 (7.3)
- 55-64 (7.3)
- Men (7.2)
- MGPD User (7.1)

OVERALL AVERAGE = 6.7

- 40-54 (6.4)
- Women (6.3)
- Lived in area 10-24 years (5.9)
- MGPD Non-User (5.4)

When residents are made aware that the MGPD represents 4.5% of their property taxes, the District is deemed a somewhat good value overall.

- By a 4:1 ratio, Morton Grove residents feel the MGPD represents a positive value (62%) over a poor value (15%). It's overall rating closely matches the statewide benchmark.
- However, it is slightly behind value ratings for neighboring park districts close to Morton Grove. Note that residents in Mt. Prospect and Glenview rate their agencies' value higher by comparison, even though they represent greater shares of local property taxes.

Perceived Value of Morton Grove Park District Relative to Property Tax Share

Avg. (mean) Rating:

6.7

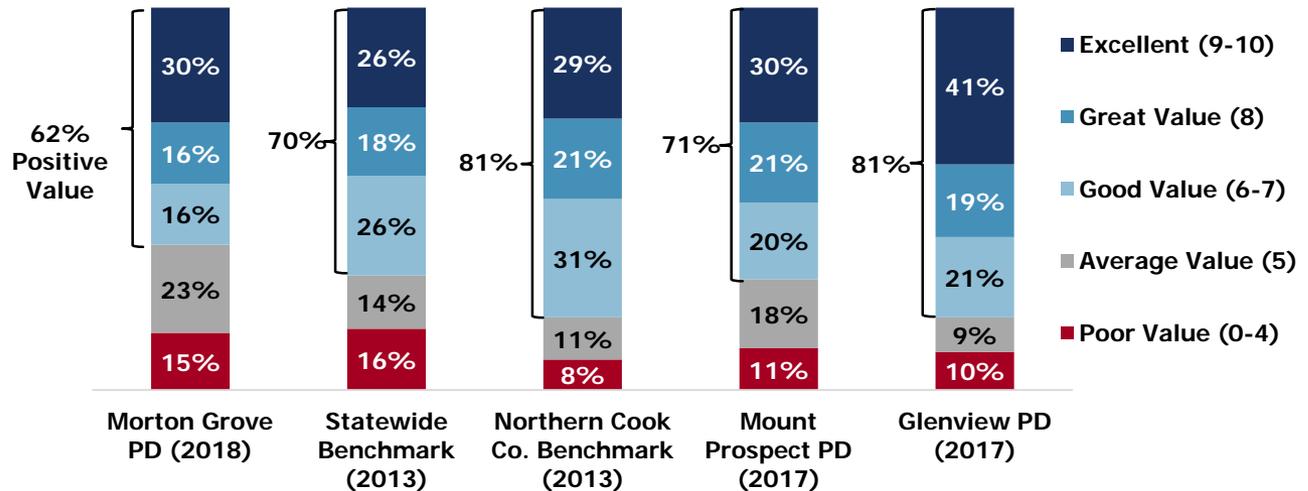
6.7

7.2

7.0

7.5

Q6. As you may know, approximately 4.5% of your property taxes go to the Morton Grove Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that it represents to you given its share of property taxes.



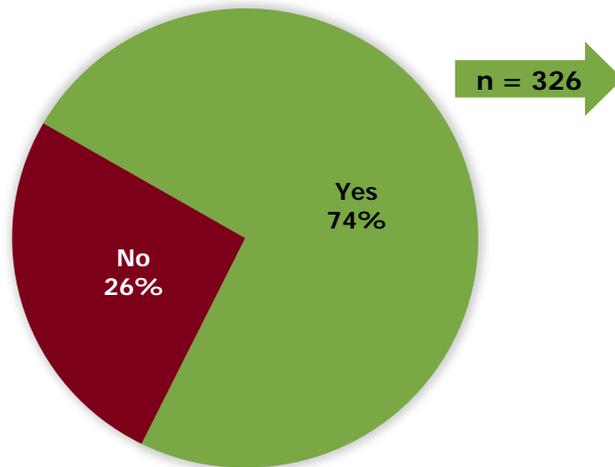
NOTE: 2013 Statewide survey and local Park District benchmark referenced a 2% property tax share (averaged) for parks agencies statewide. The 2013 local Park District/Northern Cook Co. benchmark includes agencies in in Barrington; Barrington Hills; Buffalo Grove; Chicago; Chicago Heights; Deer Park; Des Plaines; Elgin; Elk Grove Village; Evanston; Ford Heights; Franklin; Glencoe; Glenview; Golf; Hanover Park; Hoffman Estates; Inverness; Kildeer; Lake Barrington; Lincolnwood; Lynwood; Melrose Park; Mount Prospect; Niles; North Barrington; Northbrook; Northfield; Palatine; Park Ridge; Port Barrington; Prospect Heights; River Forest; Rolling Meadows; Rosemont; Sauk Village; Schaumburg; Skokie; South Barrington; South Chicago Heights; Streamwood; Steger; Sutton, Cook County; Tower Lakes; Wheeling; Wilmette; Winnetka The Mt. Prospect PD survey (2017) referenced a 6% share of property taxes, and the Glenview PD survey (2017) referenced an 8% share of property taxes.

II. Morton Grove Park District Park and Facility Usage

Most residents have visited or used a Morton Grove Park District property in the past year, usually Harrer and Mansfield Parks.

- Roughly one in five of all residents report using Harrer Pool (19%) and/or Oriole Park Aquatic Center (20%) in the past year.

Used or Visited a Morton Grove Park District Park or Facility in Past 12 Months?

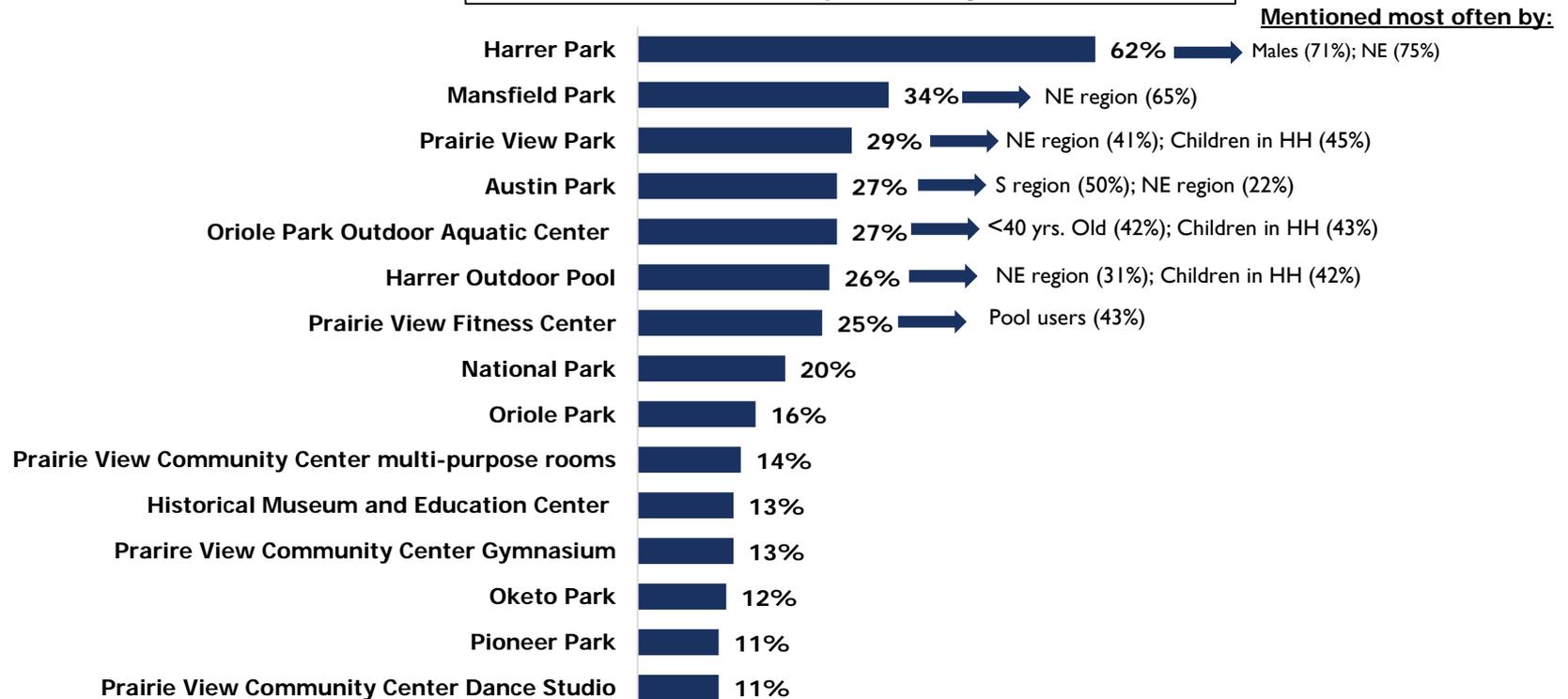


Visited or Used Facility/Park in Past 12 Months	% Reporting (n=326)	% All Respondents (n=420)
Harrer Park	62%	46%
Mansfield Park	34%	25%
Prairie View Park	29%	21%
Austin Park	27%	20%
Oriole Park Outdoor Aquatic Center	27%	20%
Harrer Outdoor Pool	26%	19%
Prairie View Community Center Fitness Center	25%	19%
National Park	20%	15%
Oriole Park	16%	12%
Prairie View Community Center multi-purpose room	14%	11%
Historical Museum and Education Center	13%	10%
Oketo Park	13%	9%
Prairie View Community Center Gymnasium	12%	9%
Prairie View Community Center Dance Studio	11%	8%
Pioneer Park	11%	8%
Any Park District fieldhouse(s)	9%	7%
Frank Hren Discovery Park	8%	6%
Palma Lane Park	8%	6%
Shermer Park	7%	6%
Overhill Park	4%	3%
Arnum Park	4%	3%
Jacobs Park	1%	1%

Among recent MGPLD visitors, Harrer Park is the most used property, far ahead of Mansfield and Prairie View Parks. About one in four cite either of the pools as the facility visited most often.

- Note that pool users (either Harrer Pool and/or Oriole Park Aquatic Center) are also among the most likely to report using the fitness facility at Prairie View.

**Morton Grove Park District Parks/Facilities Recently Visited
 (n=326 recent park/facility users)**



Q7. Which of these parks and facilities have you or other household members used or visited in the past 12 months?
 NOTE: All others below 10% are not shown.

Harrer Pool draws residents almost exclusively from the northeast and south parts of the Village, while Oriole Aquatic Center attracts residents from all areas.

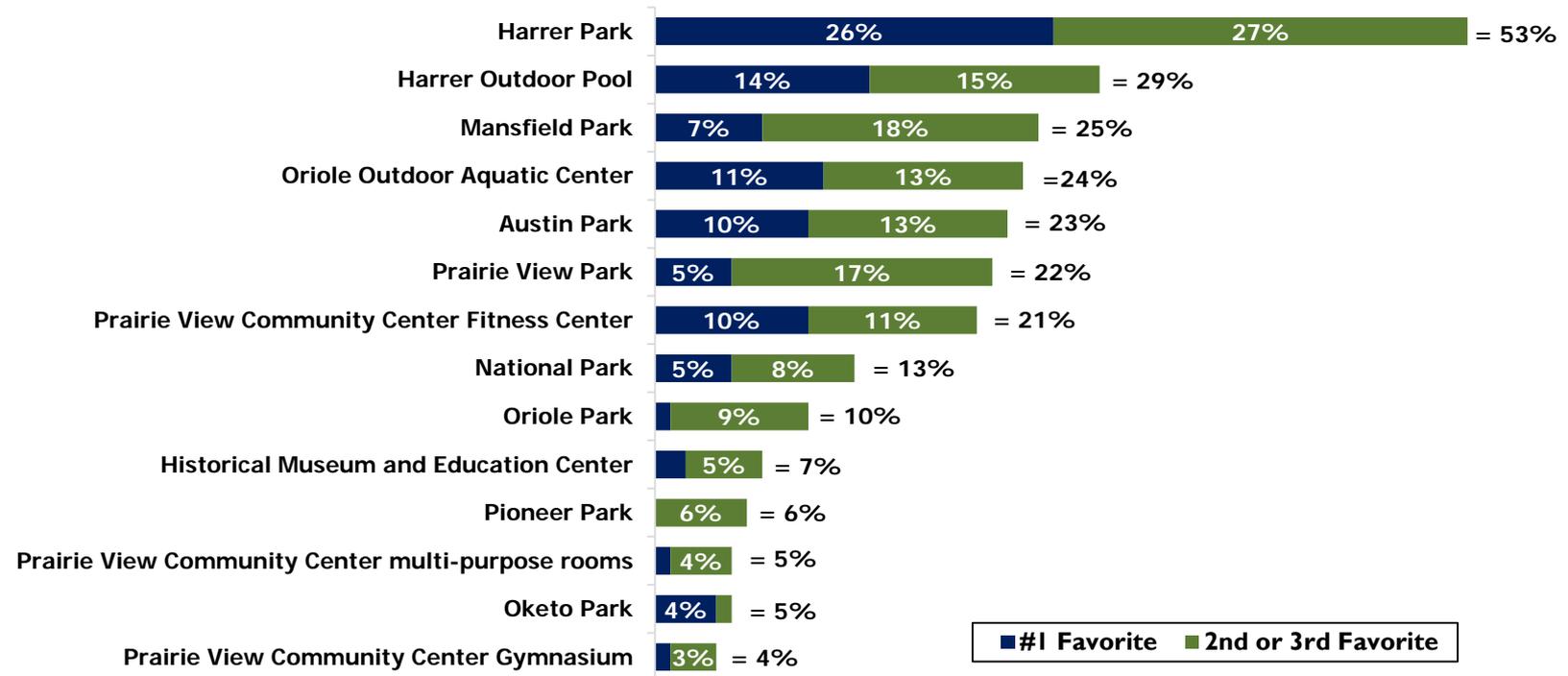
- Prairie View Community Center facilities also draw fairly well across all three regions, in general (though slightly more from the Northwest, less from the South).

Region (overall row %):	NE (37%)	NW (26%)	S (37%)	(= 100%)
Harrer Park	45%	17	39	= 100%
Mansfield Park	72%	11	17	= 100%
Prairie View Park	53%	19	28	= 100%
Austin Park	30%	2	68	= 100%
Oriole Outdoor Aquatic Center	32%	43	25	= 100%
Harrer Outdoor Pool	45%	13	42	= 100%
Prairie View Community Center Fitness Center	43%	32	25	= 100%
National Park	40%	54	6	= 100%
Oriole Park	40%	52	8	= 100%
Prairie View Community Center multi-purpose room	41%	34	25	= 100%
Historical Museum and Education Center	34%	12	54	= 100%
Oketo Park	19%	70	11	= 100%
Prairie View Community Center Gymnasium	48%	26	26	= 100%

Harrer Park clearly tops the list of residents' favorite MGPLD park or facility, cited by a majority (53%).

- Harrer Pool ranks second (29%), along with several other parks facilities that are nearly as popular (mentioned by 21% to 25% each).

**Top Responses: Favorite Morton Grove Park District Park/Facility
(n=300 recent park/facility users)**

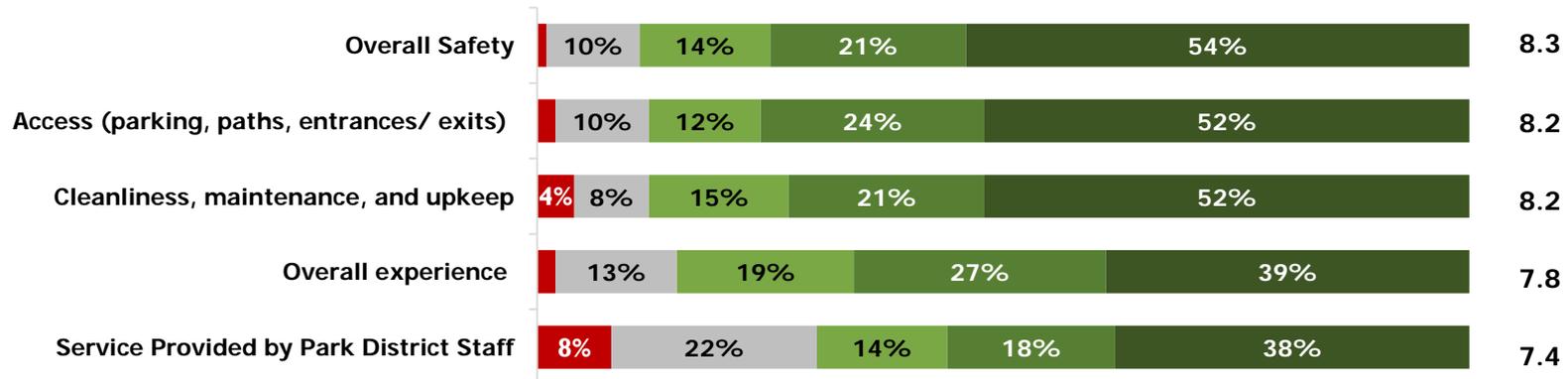


Recent users and visitors of these parks and facilities are very satisfied in general, including overall safety.

- A majority are “completely satisfied” with the level of safety, upkeep, and accessibility to MGPD parks and facilities overall. Fewer than 5% are unhappy with any of these features.
- In addition, their overall experience is very positive as well (strong 7.8 average on a 0-10 scale, with very few dissatisfied).
- MGPD staff service is rated slightly lower, with 8% dissatisfied, along with one in five (22%) who give neutral scores (likely unfamiliar or having little contact with District staff to offer an opinion).

Satisfaction with Morton Grove Park District Parks and Facilities
(n=319 recent users/visitors who responded)

**Avg. (mean)
0-10 Rating**

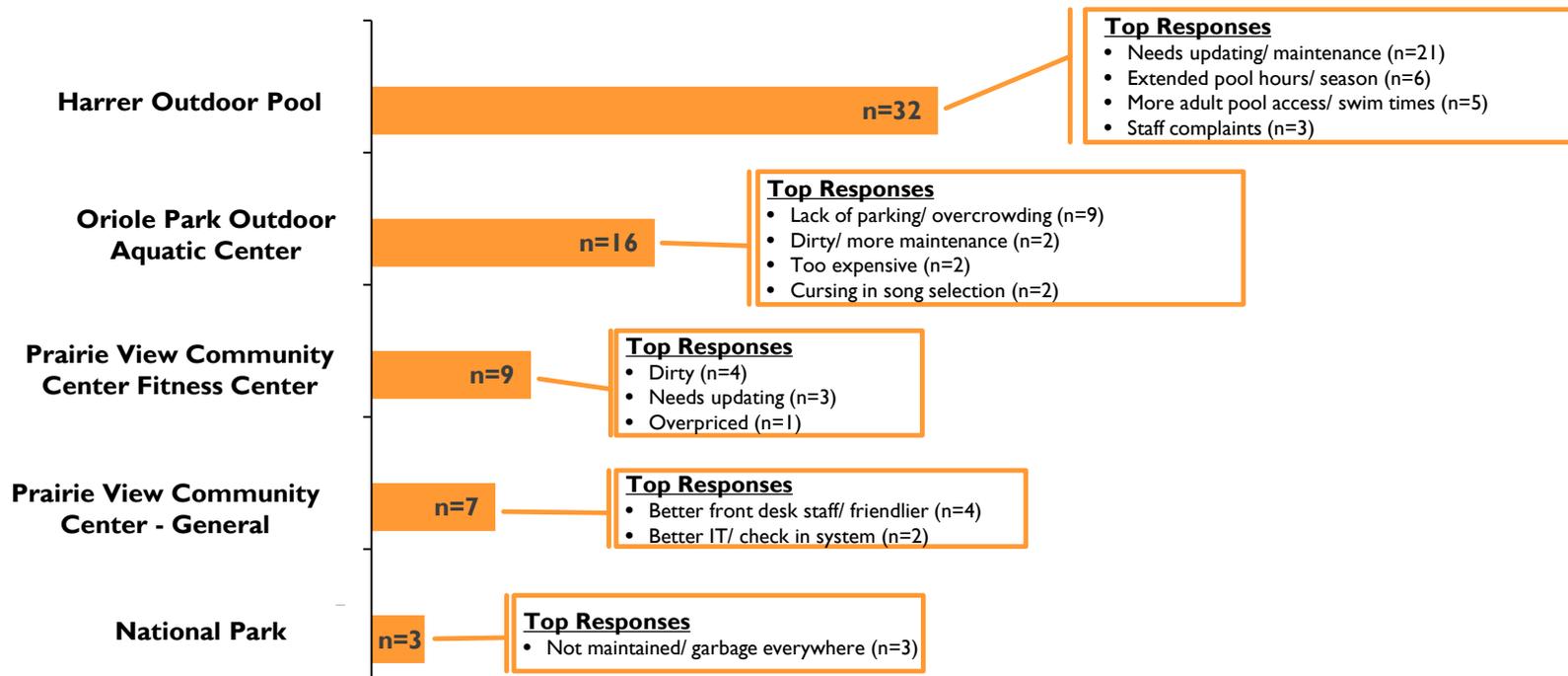


■ % Dissatisfied (0-4) ■ % Neutral (5) ■ % Slightly Satisfied (6-7) ■ % Very Satisfied (8) ■ % Completely Satisfied (9-10)

Residents unhappy with MGPLD parks or facilities most often cite Harrer Pool issues, followed by concerns about Oriole Park Aquatic Center.

- Responses concerning Harrer Pool focus primarily on the condition and maintenance of the facility, while those referring to Oriole Park Aquatic Center most center around heavy usage and lack of parking.
- Dissatisfaction with the remaining MGPLD facilities cited covers a variety of issues.

Reasons for Dissatisfaction with Parks or Facilities (top responses, unweighted n of cases)

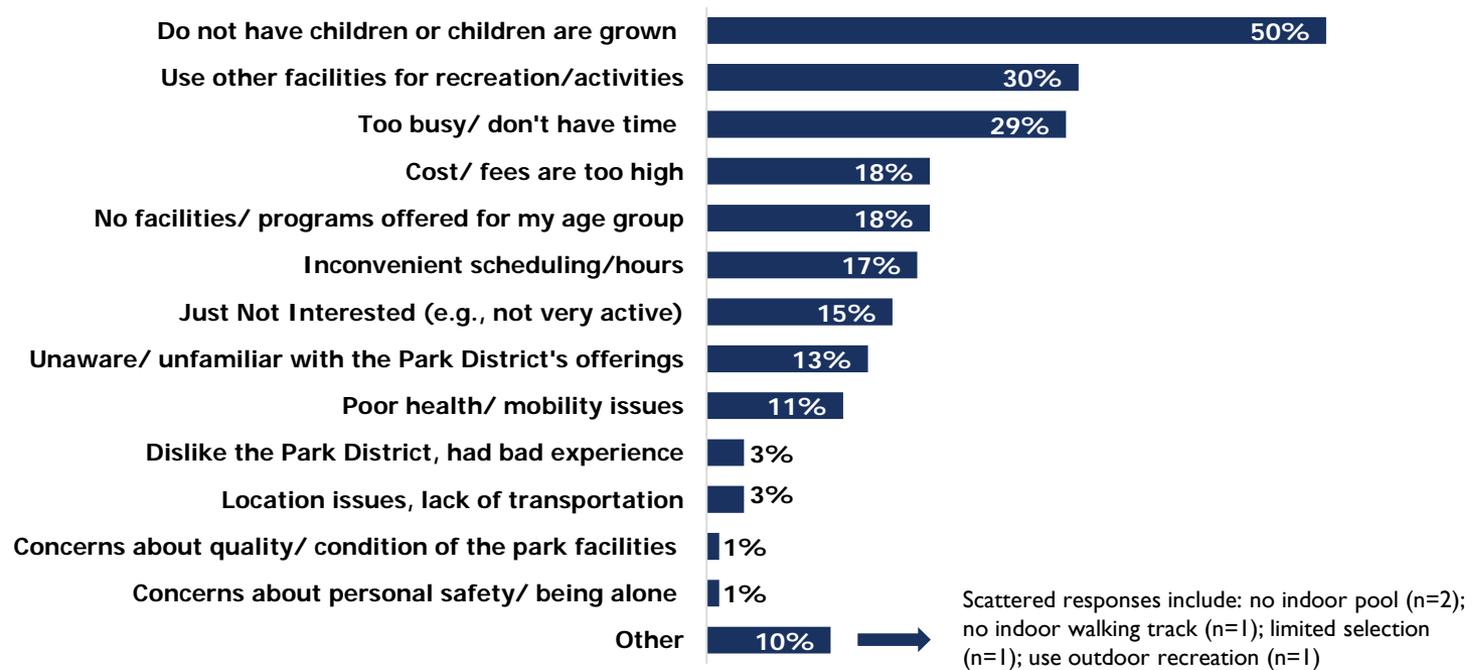


Q10. Which specific parks or facilities are you dissatisfied with, any why? (open-ended, multiple responses)

Among self-reported non-visitors of MGPD parks and Facilities, most cite not having children as their main reason for non-usage.

- This suggests that these residents view the District has being most relevant to young families and children, less to older adults (including empty-nesters) and others without children. (Note that 18% also feel the District does not offer activities for their age group, roughly half of whom are in the 55-64 age group).
- Roughly three in ten do not use MGPD facilities because they go elsewhere for recreation, or simply lack to spare time (29% each). Far fewer (less than one in five) cite MGPD fees or scheduling as barriers to usage.

Top Reasons: Not Using Morton Grove Park District Parks/Facilities in Past Year (n=121)



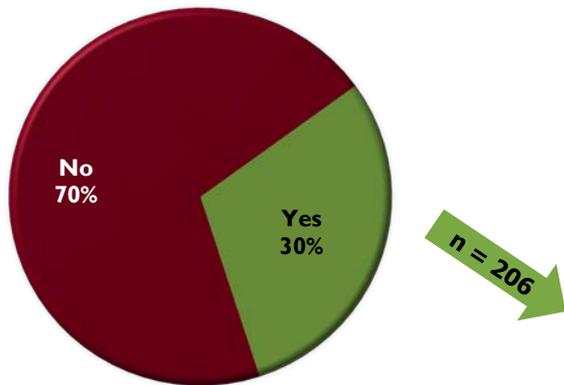
Q11. (IF NO MORTON GROVE PARK DISTRICT PARK/FACILITY USED OR VISITED): Why haven't you visited a Park District park or facility? (multiple responses)

III. Assessment/Awareness of Current MGPD Pool Conditions

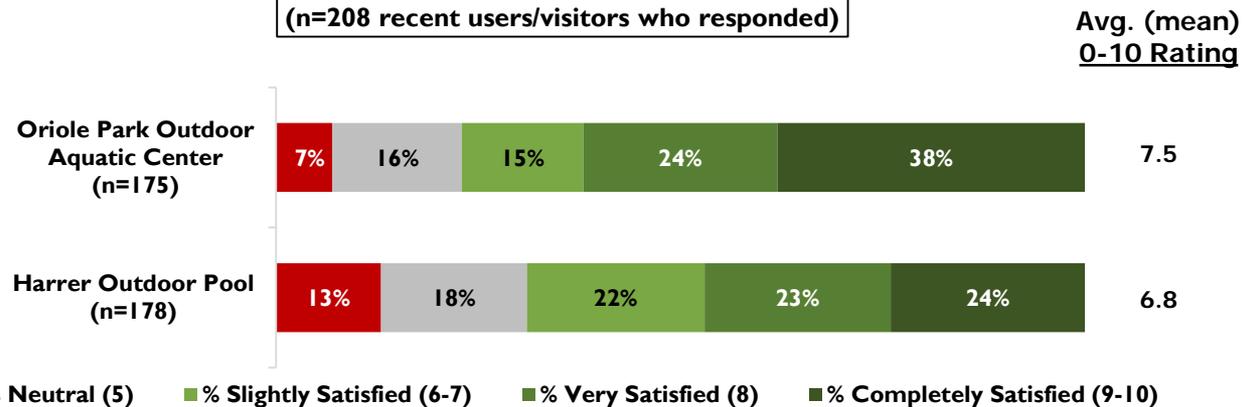
Recent visitors rate the pool at Oriole Park higher on average than Harrer.

- Dissatisfaction with either pool is spread across all subgroups (no consistent differences by user segments).
- Those in the Northwest tended to rate Oriole higher (average rating of 8.2, compared to 5.9 for Harrer).

Household used Harrer or Oriole Park Pools in past 12 months?



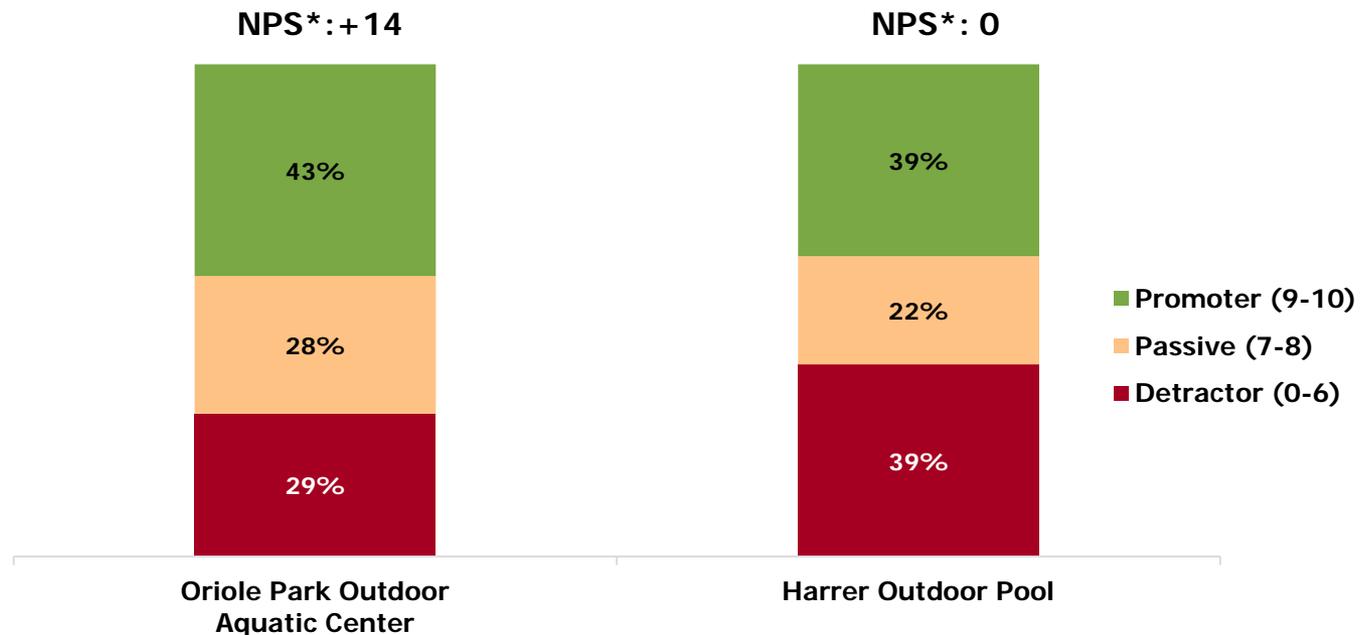
Overall Satisfaction
 (n=208 recent users/visitors who responded)



A plurality of recent Oriole Park Aquatic center users are extremely likely to recommend this facility to others; Harrer Pool users are more divided.

- NPS ratings (+14) for Oriole Park Aquatic Center are considered somewhat positive, but not particularly strong. For example, an NPS rating of +75 is considered “world class” by Bain Consulting (which helped develop the NPS metric).
- By comparison, Harrer Pool’s NPS is a flat “0”, given that it has as many Promoters as Detractors (39% each).

Net Promoter Score (NPS) Based on 0-10 Likelihood to Recommend Scale

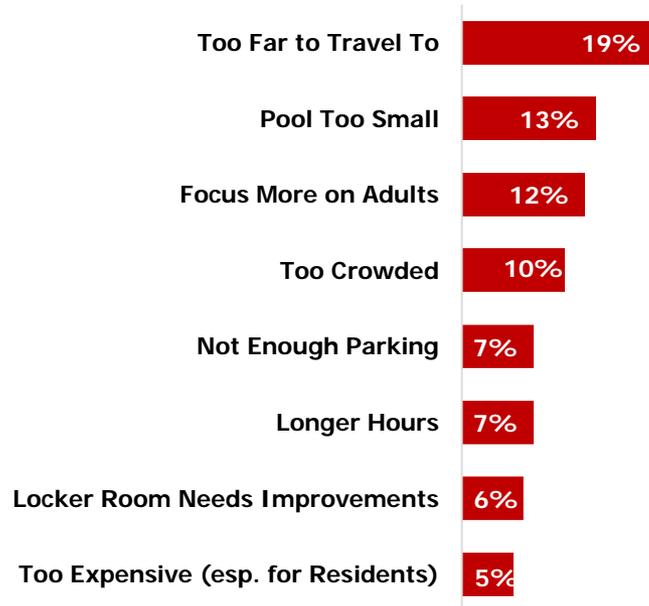


* The Net Promoter Score (NPS) = % Promoters - % Detractors

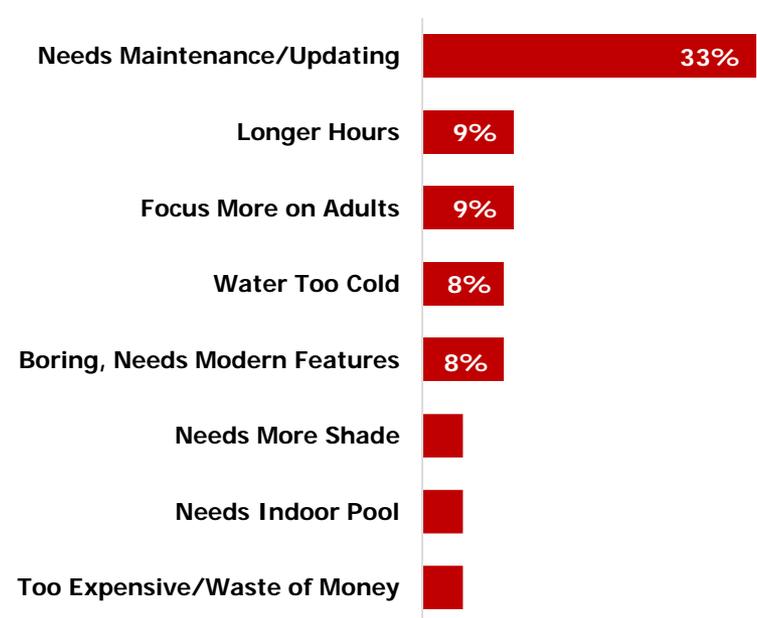
Nearly one in four residents suggest some dissatisfaction or needed improvements at the two water facilities

- Any dissatisfaction with Harrer Pool usually concerns its physical condition.
- Complaints about Oriole Park Aquatic Center are more evenly distributed, with nearly one in five (19%) citing its location as being too far away (especially among respondents in the South region, 37% of whom feel this way).

**Oriole Park Outdoor Aquatic Center
 Top Reasons For Dissatisfaction
 (n=92)**



**Harrer Pool Top Reasons
 For Dissatisfaction
 (n=104)**



Sample Verbatims: Oriole Park Outdoor Aquatic Center Comments/Issues

Too Far To Travel To (19%):

"I have never attended this pool as an adult. Harrer Pool is much closer; I don't have a reason to go."

"Very inconvenient location. Wish Harrer pool was set up like Oriole Park."

"Not designed very well. Can not be used by most residents."

"Too far on the west end of town."

Pool Is Too Small (13%)

"Not enough space for large group water aerobics."

"Overcrowded, not enough open swim space (not lap swimming)."

"No room for adult aquatics classes or exercise other than lap swim."

Focus More on Adults (12%)

"For little kids only! No fun or place for tweens/teens, adults to swim"

"Needs more room for adult activity."

"Area dedicated for small children, more room for class usage for Aqua-cize, etc."

"No adult only times."

Too Crowded (10%)

"I hear it's great but worry it will be over crowded on the weekends."

"Renovated the smallest/worst location pool and now it's way too overcrowded."

"Cramped when the pool is only partially full."

Not Enough Parking (7%)

"Do not go because there is not enough parking"

"Lack of parking; disrespect for home owners property and driveways."

Longer Hours (7%)

"Usage of outdoor pool is limited - short season."

"There should be longer lap swim hours in the morning. Why end at 7 am?"

Locker Room Needs Improvement (6%)

"Locker rooms have mold on shower walls."

"Not enough showers; showers aren't properly tended to; bathroom sink remains broken for over a month."

Too Expensive (5%)

"Only been there 3 times. Too expensive, even for residents."

"Entrance fee should not be charged for Morton Grove residents who are not going for a swim."

"Cost a bit high."

Other Complaints (17%):

"Someone more professional needs to make/check the playlist of songs."

"I have no big complaints, except for maybe add more seating."

"Replace the drop slide with something more 'fun' like one with a bump in the middle or a corkscrew."

"Not enough shade."

"Diving boards are sub par."

Sample Verbatims: Harrer Pool Comments/Issues

Needs Maintenance/Updating (33%):

"While we live in the neighborhood and love Harrer Pool the park district has not maintained the pool."
"It's just kind of old and run down."
"Harrer needs to be updated and possibly add a few new modern features to it."
"Could make it nicer, more appealing"
"There is no upkeep, older pool with no remodel, if there was a remodel in the pool it would be perfect."

Longer Hours (9%)

"Not open for swimming enough, not enough swimming hours"
"Season starts too late, ends too early."
"Absolutely necessary to change the hours for swim. 5-7pm is a key time to swim and its always closed."
"Hours are too short, season is too short."

Focus More on Adults (9%)

"No adult only times."
"Lap times for working adults is non-existent."
"Too many kids - need adult-themed events & nice lounge chairs & food."
"I would like lane for swimming, and additional space to relax and have a seat."

Water Too Cold (8%)

"The water is way too cold for children."
"The pool is always cold, to the point where it's not that refreshing."
"It's absolutely freezing for my kids."

Boring, Needs Modern Features (8%)

"Not enough attractions; other pools in the area have more to offer"
"Lacks what Skokie, Niles, Des Plaines have - lazy river, variety of slides, zero depth."
"It is not a good pool design."

Needs More Shade (4%)

"Needs shade screen/awning in main pool."
"Not enough shade."
"Very little shade, poor facility in general."

Needs Indoor Pool (4%)

"Enclosed pool would be SOOO usable, roof for year long usage."
"We don't have an indoor pool. Too many kids can't swim."
"A great pool but not available year round."

Too Expensive (4%)

"No one uses, rarely used, expensive"
"Entrance fee should not be charged for Morton Grove residents who are not going for a swim."

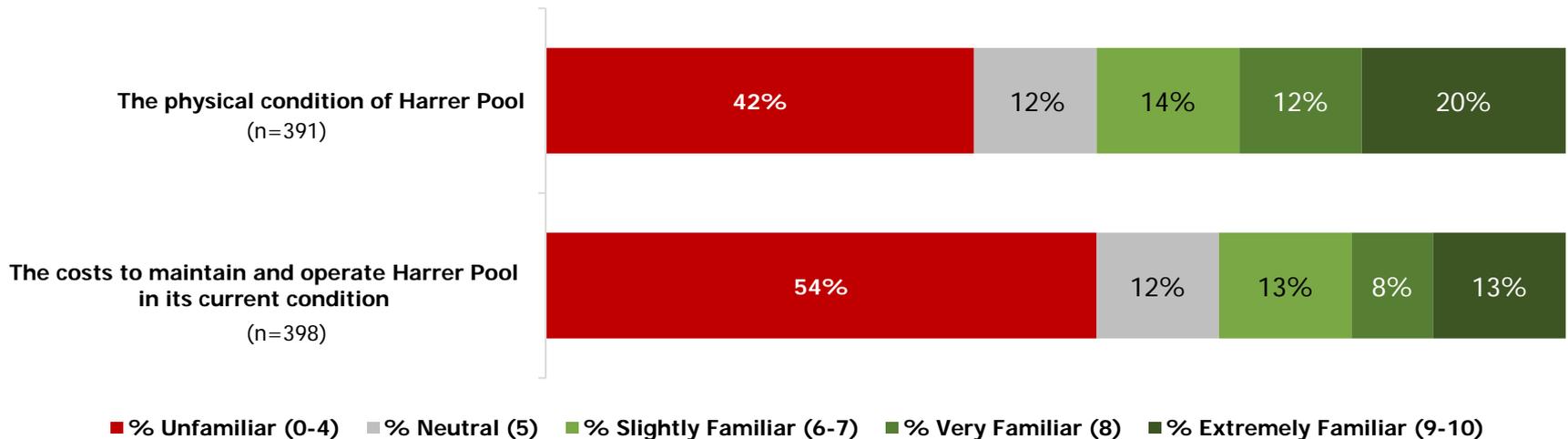
Other Complaints (18%):

"Swim lessons no longer available."
"There are too many bees."
"Splash park closed."
"Staff needs to be more alert."
"Showers are dirty. Facility is run down, Slide not working."

Residents are divided on their awareness of the physical condition of Harrer Pool (46% at least somewhat familiar vs. 42% unfamiliar).

- They are far less familiar with the costs to maintain and operate this facility, with a slight majority unaware (54%), vs. just a third (34%) at least somewhat familiar.
- Awareness on both issues is clearly lowest among the oldest residents (ages 65+), and non-MGPD users.
 - While most Harrer Pool users are at least slightly familiar with its physical condition (81%, including 43% who are “extremely” familiar), only about half (51%) are somewhat familiar with the costs to run the facility).

Familiarity with Current State of Harrer Pool

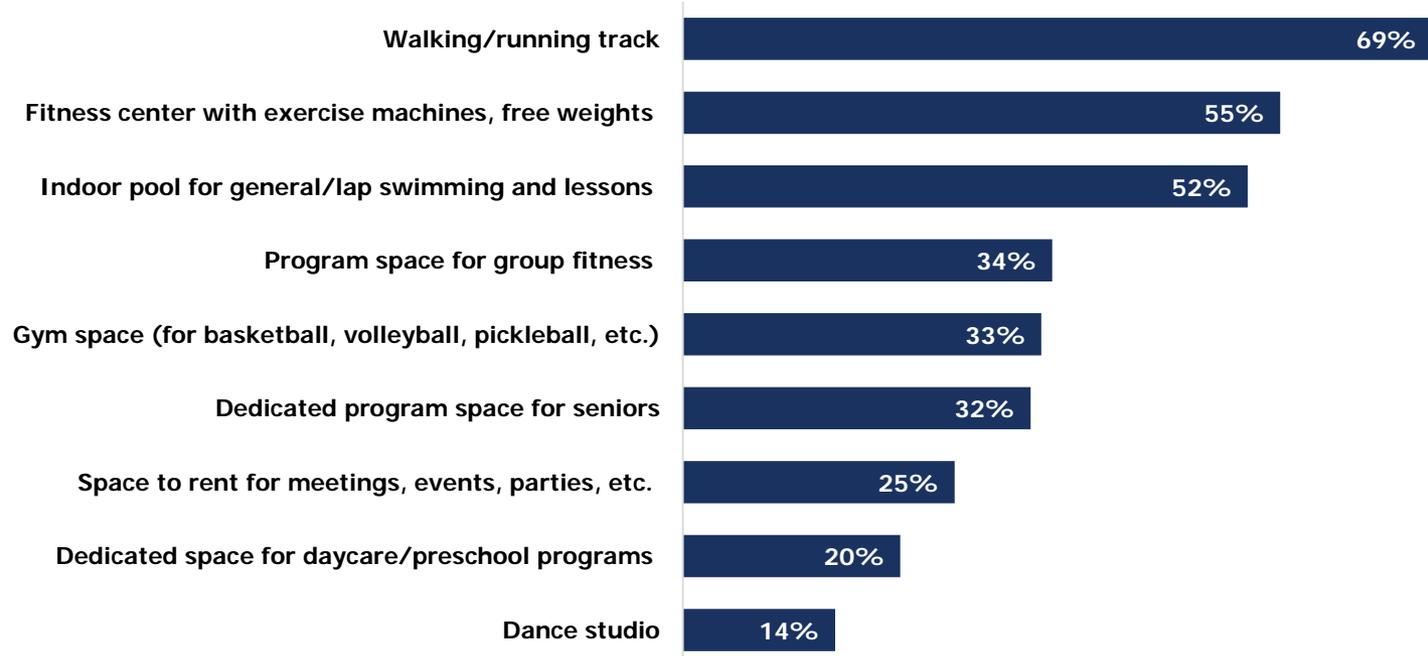


IV. Levels of Interest and Unmet Needs Among Indoor Recreational Facilities

Most households express a current interest or need in a walking/running track.

- A fitness center with exercise machines and an indoor pool are close seconds with at least half of the residents expressing interest.
- One in three are interested in program space for group fitness, gym space, and dedicated program space for seniors.

Indoor Facilities of Interest/Need Among Residents (% "Yes")
 (n=357)



An indoor track generates the most interest from middle-age adults, while newer Morton Grove residents tend to express interest in a fitness facility and dedicated preschool/daycare space.

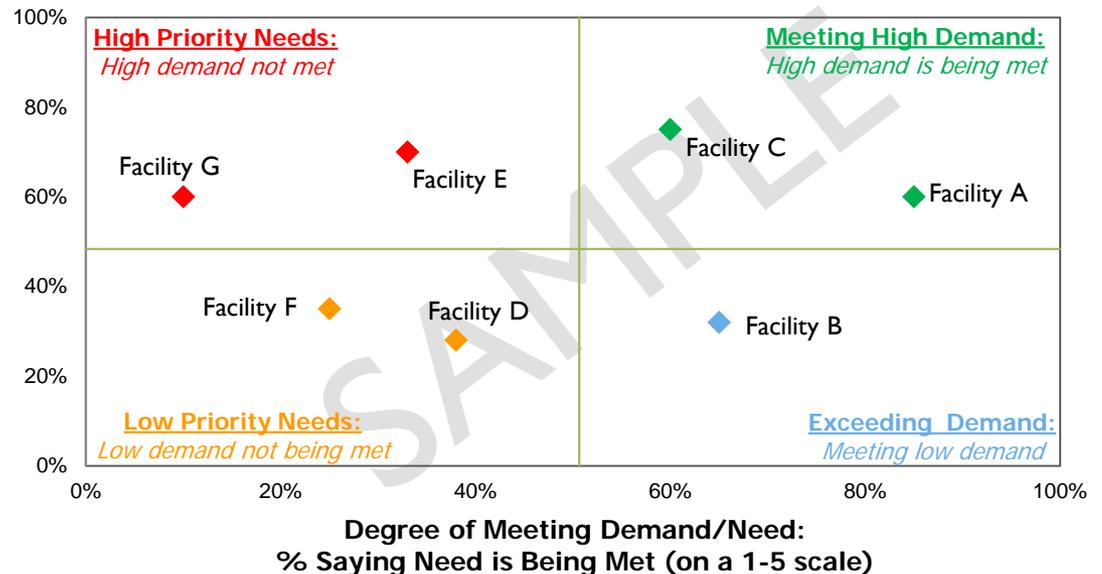
- Existing Harrer and/or Oriole Park Aquatic Center users (and younger adults) clearly express the greatest demand/need for an indoor pool.

	Overall (n=357)	Most Likely to Express Interest/Need/Use
Walking/running track	69%	- Lived in area 5-9 years (91%) - Ages 55-64 (81%)
Fitness center with exercise machines, free weights	55%	- Lived in area <5 yrs. (76%)
Indoor pool for general/lap swimming and lessons	52%	- Under age 40 (66%) - MGPD users (57%, v. 33% of non-users) - Pool users (68%, v. 45% of non-users) - Oriole Pool users (70%) - Harrer Pool users (67%)
Program space for group fitness	34%	- Women (45% v. 21% of men)
Gym space (for basketball, volleyball, pickleball, etc.)	33%	- Pool users (46%, v. 27% of non-users) - Oriole Pool users (52%) - Harrer Pool users (49%)
Dedicated program space for seniors	32%	- Women (39% v. 24% of men) - Over age 65 (65%) - South region (44%, v. 25% of NE region and 26% of NW region) - Lived in area >25 yrs. (45%) - Non-pool users (39%)
Space to rent for meetings, events, parties, etc.	25%	- Pool users (37%, v. 19% of non-users) - Oriole Pool users (40%) - Harrer Pool users (39%)
Dedicated space for daycare/preschool programs	20%	- Under age 40 (40%) - Lived in area <5 yrs. (42%)
Dance studio	14%	<no meaningful differences>

Quadrant Analysis: Determining if Demand for Facilities is Being Met

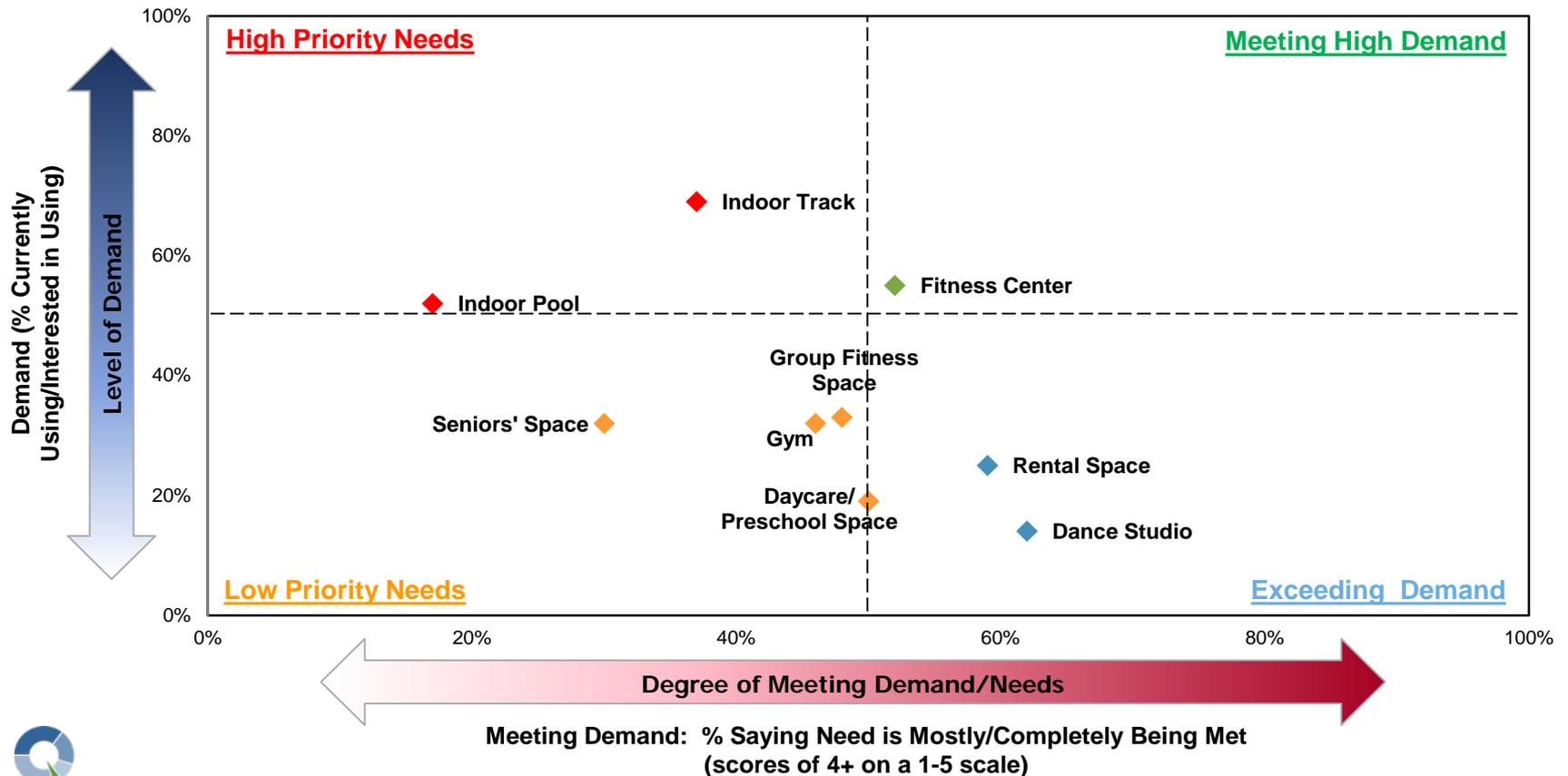
- Respondents who report use or interest in each type of facility were also asked how well needs are currently being met.
 - Using a 1-5 scale, a score of "4" means their needs are mostly met, and a "5" means they are completely met.
- The results are reported on the following pages using a scatter plot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

Level of Demand
 (% Currently Using/Interested
 In Using)



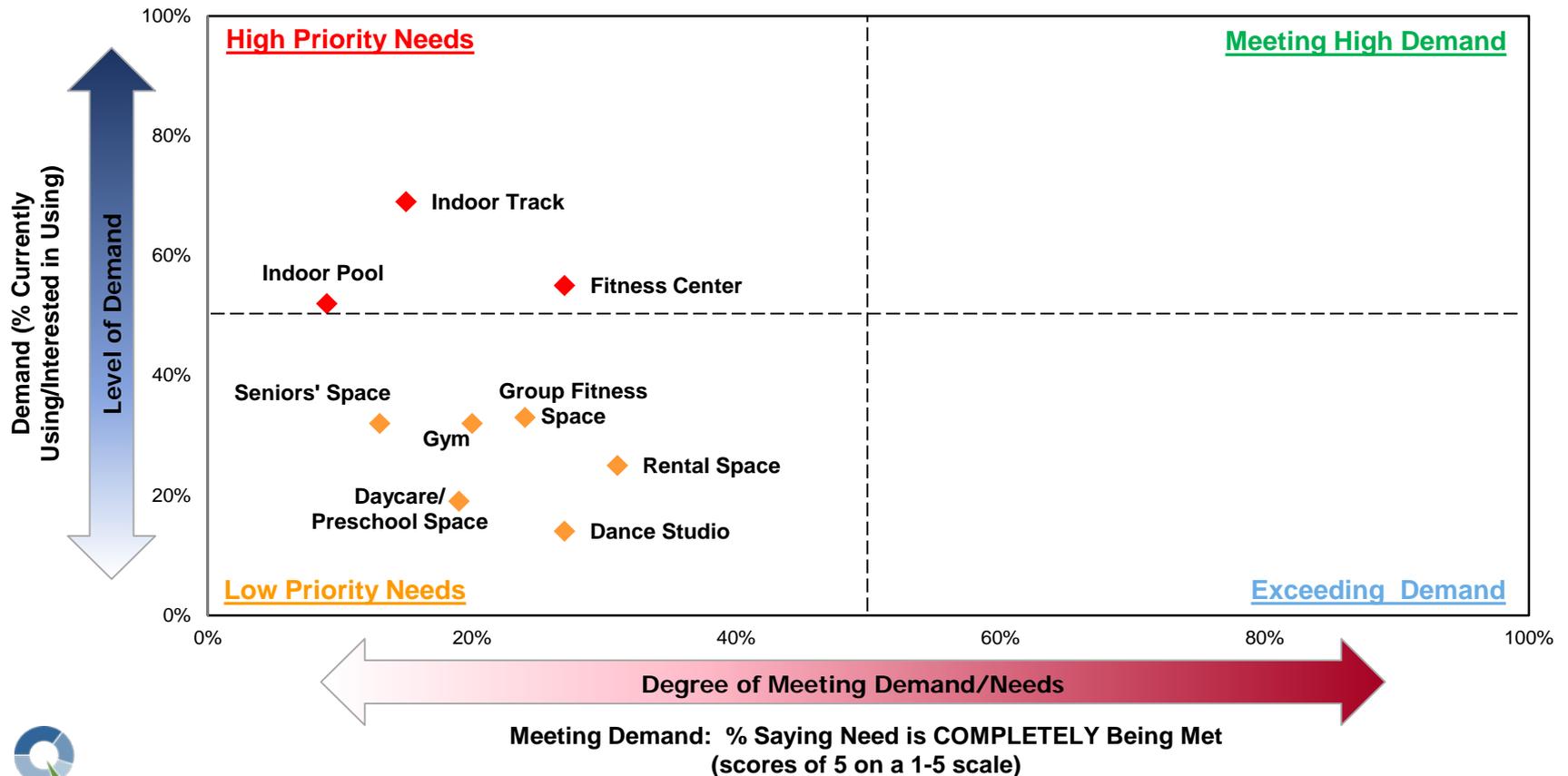
Quadrant analysis shows an indoor track and indoor pool are deemed the biggest unmet needs (demand/interest exceeds supply).

- The other facility in high demand – a fitness center – is somewhat being met among those interested.
- Residents expressing a need or interest in rental and dance studio space are most likely to report that those amenities are already sufficiently available. Dedicated space for seniors' programs and activities ranks highest among secondary opportunities.



Of the amenities tested, nothing is reported to be currently available at a level that completely meets existing demand.

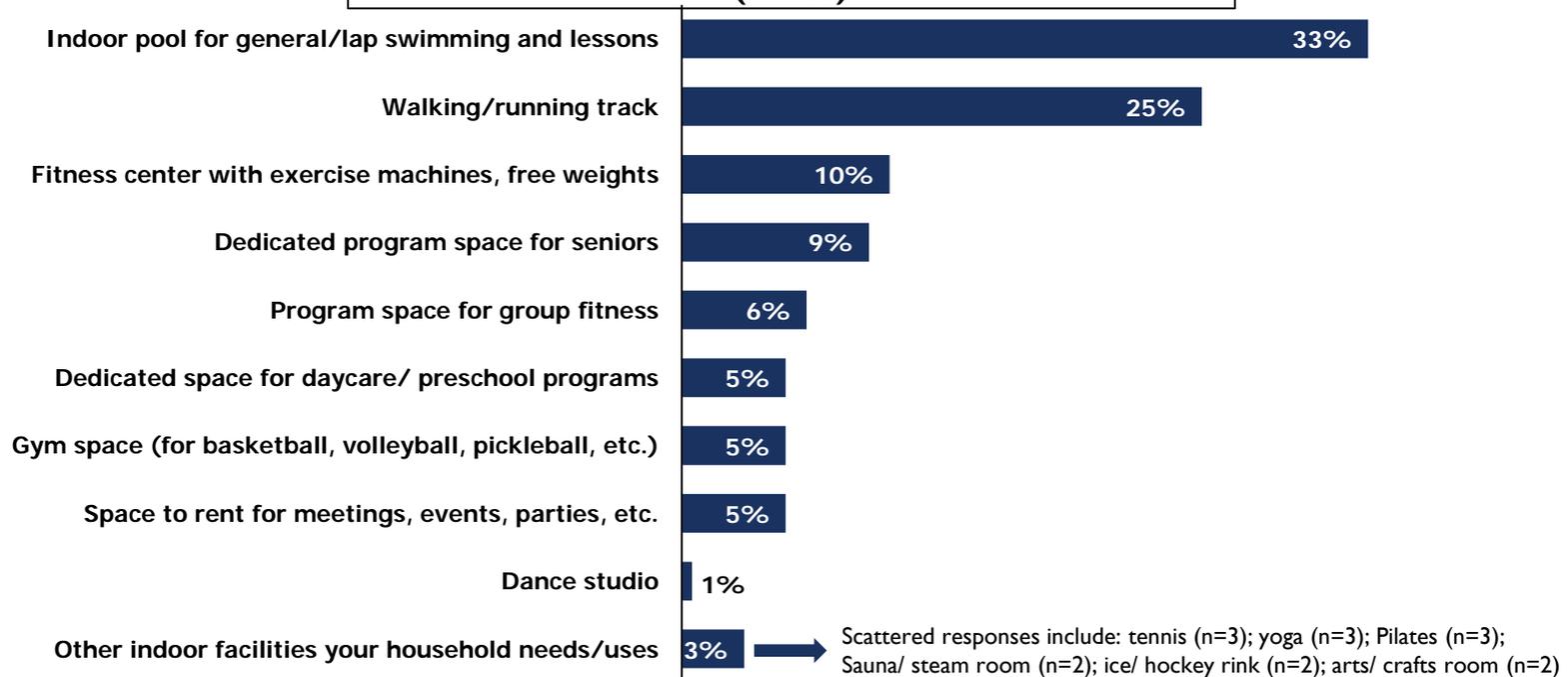
- This includes the three most popular features of a fitness center, indoor track, and indoor pool.



When asked which indoor facility should be the top priority for the MGPD, an indoor pool followed by an indoor track are clearly most important.

- All others were cited by 10% or fewer as being their top priority.

Top Priority: Most Important Indoor Facility/Amenity For Morton Grove Park District To Provide/Add/Improve (n=285)



Note that older residents tend to be most interested in a fitness center, along with dedicated space for senior programming and activities.

Differences by Subgroups: Top Indoor Priority

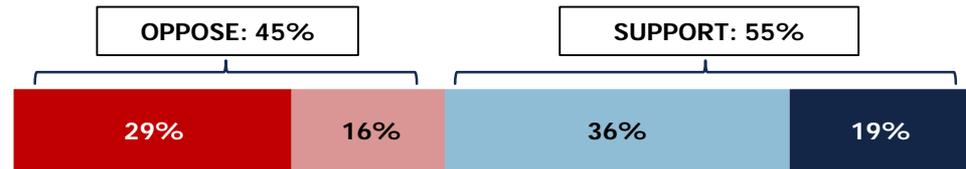
	Overall	Most Likely to Express Interest/Need/Use
Indoor pool for general/ lap swimming and lessons	33%	<ul style="list-style-type: none"> - Pool users (44%, v. 27% non-users) - Oriole Pool users (45%) - Harrer Pool users (45%)
Walking/ running track	25%	<ul style="list-style-type: none"> - MGPD users (28%, v. 10% non-users)
Fitness Center with exercise machines/ free weights	10%	<ul style="list-style-type: none"> - Over age 65 (17%)
Dedicated program space for seniors	9%	<ul style="list-style-type: none"> - Over age 65 (22%) - South region (15%) - Non-pool users (12%)
Program space for group fitness	6%	<ul style="list-style-type: none"> - Lived in area 15-24 years (13%) - Females (9%, v. 3% of males)
Dedicated space for daycare/ preschool programs	5%	<ul style="list-style-type: none"> - Lived in area <5 yrs. (18%) - Ages 40-54 (10%)
Space to rent for meetings, events, parties, etc.	5%	<no meaningful differences>
Gym space (for basketball, volleyball, pickleball, etc.)	5%	<ul style="list-style-type: none"> - Ages 40-54 (13%) - Lived in area <5 yrs. (14%) - Men (8% v. 1% of women)
Dance studio	<1%	<no meaningful differences>

V. Harrer Pool Options and Willingness-To-Pay Scenarios

Among the four options for Harrer Pool tested, residents voice strongest support for a possible recreation center or a similar-sized outdoor pool.

A. Replace Harrer Outdoor Pool with a similar-sized pool and facility, to ensure better operations and overall safety for decades to come.

*Property tax increase for a home valued at \$300k:
 \$70*



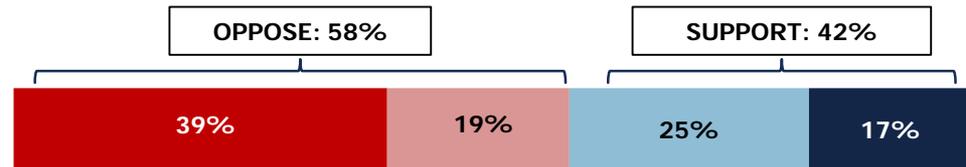
B. Replace Harrer Outdoor pool with a larger pool and new features (e.g., bathhouses, some water park features), while still ensuring better operations and safety for decades to come.

*Property tax increase for a home valued at \$300k:
 \$100*



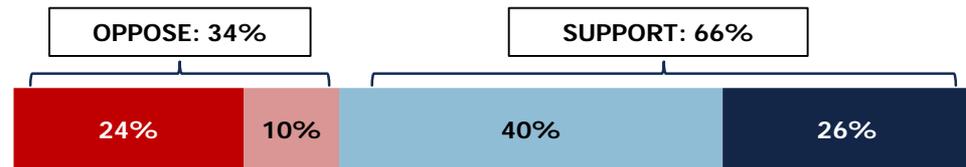
C. Keep the Spray Ground facility at Harrer Pool, but close and remove the pool by filling in that site and permanently keep it as park/open space.

*Property tax increase for a home valued at \$300k:
 \$0 (no increase)*



D. Keep the Spray Ground facility, close and remove the pool by filling in that site at least temporarily, and consider building a recreation center at that location that could include an indoor pool, an outdoor pool, a larger fitness center, gym courts, and dedicated daycare and preschool program space.

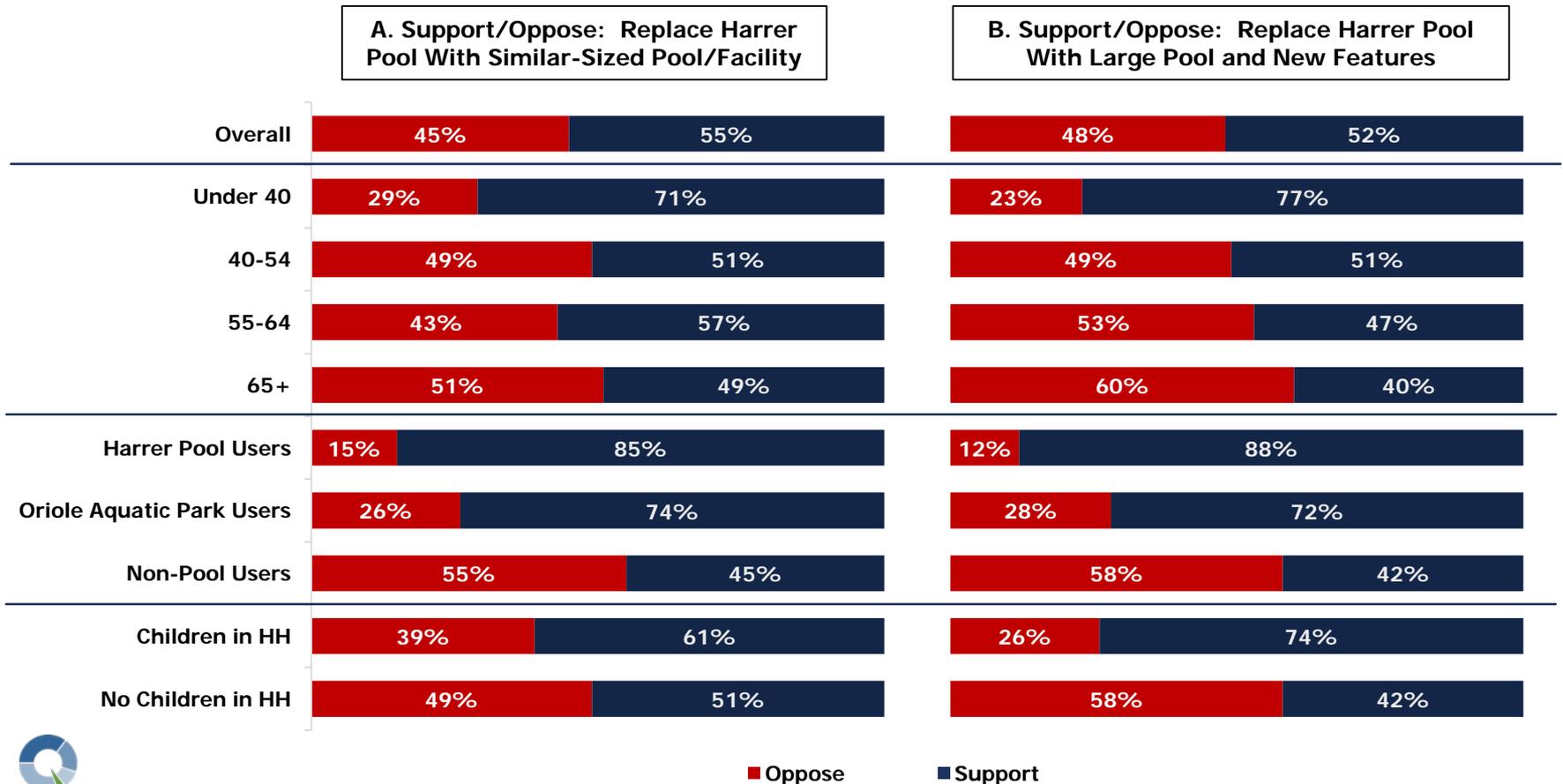
*Property tax increase for a home valued at \$300k:
 TBD*



■ Strongly Opposed ■ Somewhat Oppose ■ Somewhat Support ■ Strongly Support

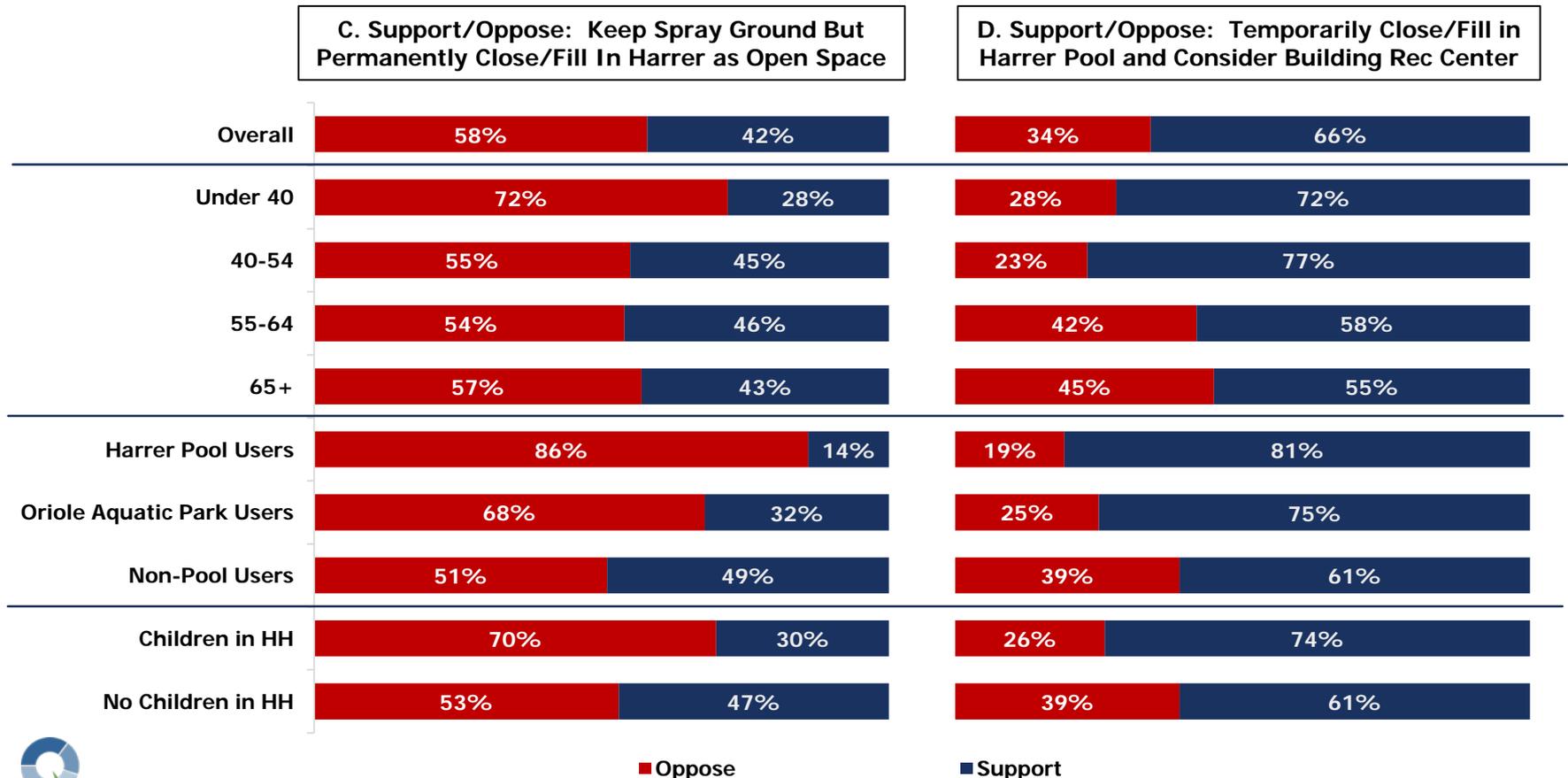
In terms of overall support/opposition, only the youngest adults (those with children) and current pool users favor replacing Harrer with a new pool.

- Note that older residents (ages 40+) and non-pool users are more evenly divided on Option A.
- Option B (larger replacement pool and more features) draws majority opposition from non-users, those without children under age 18, and residents ages 55+.



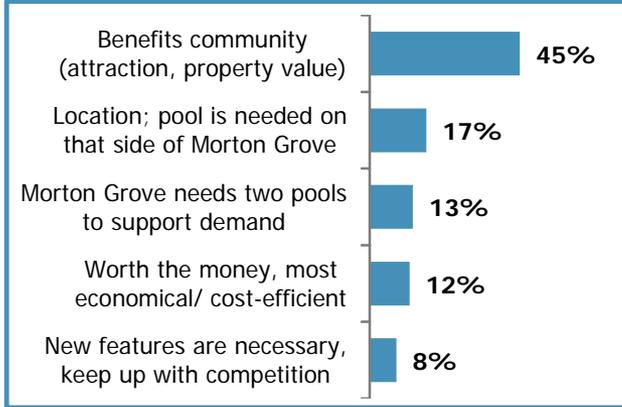
A majority of all subgroups support closing Harrer Pool temporarily to explore a potential rec center in that location (Option D).

- Only older residents ages 55+ are somewhat divided on this option.
- Similarly, a majority of virtually every resident segment opposes permanently replacing the Harrer Pool site as an open park space (Option C). Even non-pool users and those without children are at least divided on this option.

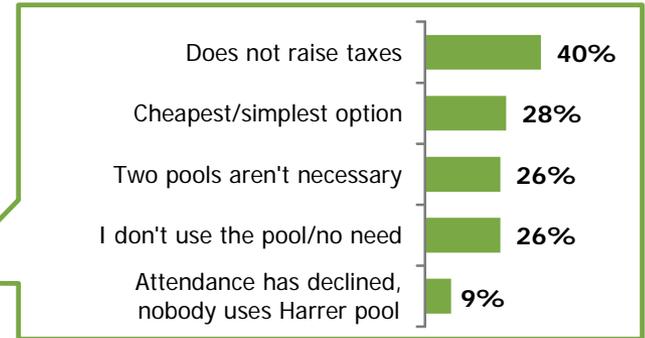


Residents are divided on the option they support most, especially between a possible rec center (39%) vs. keeping an outdoor pool (combined 36%).

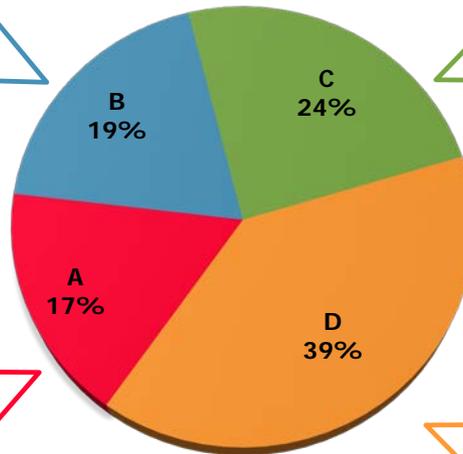
B. Replace With Larger Pool/New Features



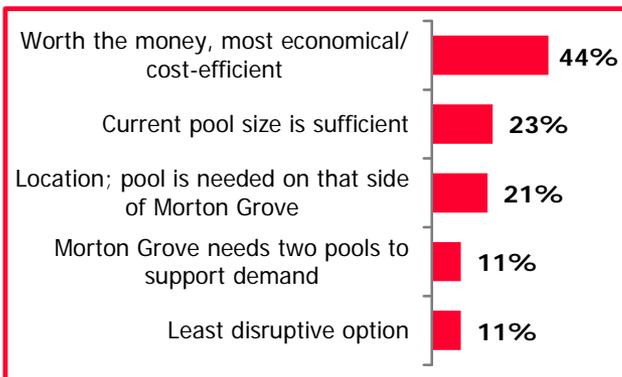
C. Close/Fill in Pool, Keep as Park Space



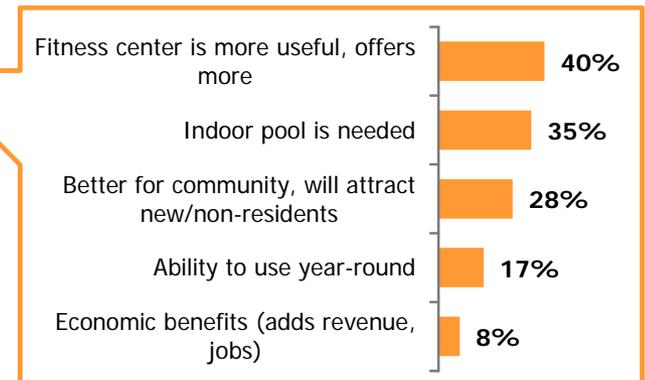
Most Supported Option



A. Replace With Similar-Sized Pool/Facility



D. Close Temporarily, Consider Rec Center



Sample Verbatims: Option Supported Most

Support Option A - Replace Harrer Outdoor Pool with a similar-sized pool and facility (17%):

"Saving the pool is important but at a reasonable cost. Don't believe the residents require a lot of bells and whistles. Just a clean and safe pool."

"Less cost, upgraded facility, same footprint, less downtime for residents (interruption)."

"It keeps the facility in use without overdoing it. Removal does not support the community; it punishes the eastside residents due to an (past) over-reaching investment in Oriole."

"Lots of similar facilities available for me, not sure the expense of a bigger facility makes sense."

"Because the size of the pool is just fine. After 50 years of great service it just needs to be redone. We don't need something grand and big...that just costs more money. Modernize but keep its 1960's retro look."

"There should be a pool on the east side for residents and it should be accomplished in the most cost effective way."

"We still need a pool on this side of town to help keep our families physically active during the summer as well as getting the community together. It will help with the resale of our houses without raising our property taxes drastically and bring in new families."

"Two pools are needed in Morton Grove. I'm not sure we need a new pool with additional features. This would be the cheapest option while still serving the community."

"Harrer Pool has always been the main pool of Morton Grove. A small increase to property taxes to improve and keep the pool would be accepted. One pool for Morton Grove is not enough; Harrer has always been main park & pool."

"This option sounds like the least disruptive."

Support Option B - Replace Harrer Outdoor Pool with a larger pool and new features (19%):

"Because many families would use this facility and it would attract other families outside Morton Grove to visit and consider moving here. The property is high visibility and can be the shining face of our Park District. We would be foolish to fill in this pool."

"We definitely want to upgrade the pool and love the idea of additional amenities. This option seems to best attract people from nearby communities, which might help generate additional revenue....\$100 seems like a minimal expense for families to afford. We use Harrer currently during the summer, like the windy slide, would like to see options for lap swim made available here, and do not want to lose Harrer pool."

"It would be a real attraction for Morton Grove. Think of all the traffic from other burbs that go down Dempster. My son raves about pools in Glenview, Wheeling, Skokie. Morton Grove would do well to upgrade its pool and could make money on it! Get some awesome slides and make it a destination!"

"Helps build a strong community, and makes Morton Grove a desirable place to live. All this will help increase property value."

"We love Harrer Pool and use it all the time. The water park features would be highly visible on Dempster and would attract people to the community."

"We need a pool on east side of Morton Grove. Also, Oriole is already very crowded. Closing Harrer would make it worse. We love having a pool there."

"My family loves Harrer pool. It would be nice to have newer, upgraded features and facilities, but the repair option comes in at a close second. Just please don't close it. No matter what the cost."

"The reward for the limited tax increase makes the most sense. We need to think of the future of our community beyond my family's current needs."

Sample Verbatims: Option Supported Most (cont'd)

Support Option C - Close and remove the pool permanently (24%):

"Property taxes are already very high and [I] can't afford to go higher."

"We are not in favor of adding to our already rising property taxes, which are already more than we should expect for this area."

"The last thing Morton Grove residents need is an increase in their property taxes. Residents already pay the highest amount for a vehicle sticker out of the majority of municipalities. Also since Morton Grove already has other pool facilities, why put more money in replacing the Harrer pool?"

"Reduces maintenance and cost of operating! Saves taxpayers money!"

"Probably best use of community space & money."

"Cost effective. Propose greater use of Oriole Park Pool."

"Why spend money on the facility when we have had a decline in attendance over the past 5 years."

Support Option D - Close and remove the pool temporarily, consider building a recreation center (39%):

"Morton Grove has to have better facilities so residents don't have to participate in neighboring towns' programs that are currently better than Morton Grove's."

"It covers most activities that my household would be interested in."

"It seems to be the better of the options listed. Give the residents something new to use."

"This option provides a variety of activities that Morton Grove residents can do daily or weekly."

"Harrer pool should be available 12 months a year. (We) should be on a par with other communities that have year round facilities, similar to Glenview."

"We would love to have a park district indoor pool that can be used year round, and would get a lot of use out of it. From a community perspective, it would continue all the benefits the current pool has but also expand it from being just a seasonal thing. And although the current Fitness Center meets our needs, a larger, newer one would be even better."

"I am tired of always going to Glenview to use their indoor pool. Morton Grove needs an indoor pool. The indoor pool should also include a warm water pool."

"Has the most programs and an INDOOR POOL!"

"We have 2 outdoor pools. With Chicago weather, a pass does not pay for itself. and individual visits are seldom. I think we need an indoor pool with aqua aerobic classes, laps, swim classes all year round. That would generate more money and be a better option."

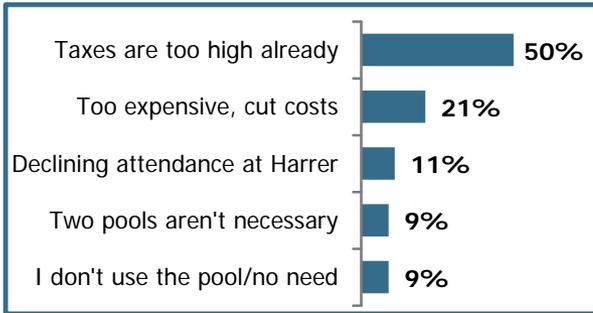
"I think the facilities we have now are too small and it would be attractive to people who are thinking of moving to Morton Grove. It would add more jobs to the city of Morton Grove also with a bigger facility."

"Morton Grove has transitioned to younger families and this city has so much to offer as a true urban suburb. This project would create another cornerstone of bringing the community together in a modern facility for workouts and the daily healthy living younger families crave, while still allowing for the sprinkler park to exist. Indoor swimming in the winter preferably with a water park area for kids, and most importantly a viable option for full time daycare/preschool. An outdoor pool with better hours/more days would be the cherry on top and pay for itself in foot traffic alone. We have been paying Glenview taxes without the benefits for 5 years too long; families are frustrated but excited to see what this village could become. This is the best choice with something for all."

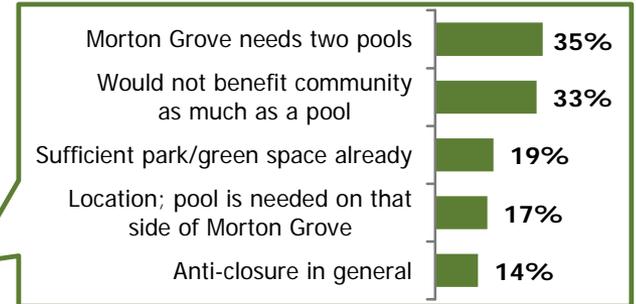
"I think this chance makes Morton Grove the most attractive thus has the best chance to bring in new residents and new businesses that will add to the tax base to further support the growth of our community."

Nearly half are most against closing Harrer Pool and permanently filling it in as a park. About half as many oppose a larger pool/facility the most.

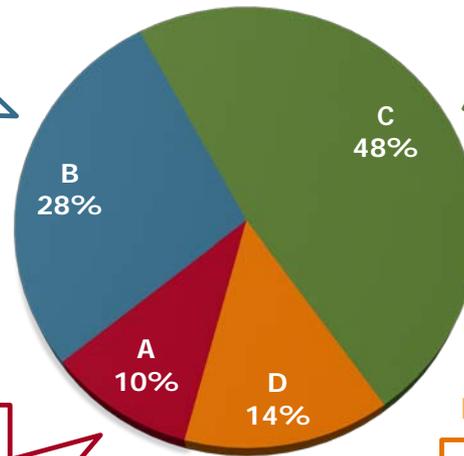
B. Replace With Larger Pool/New Features



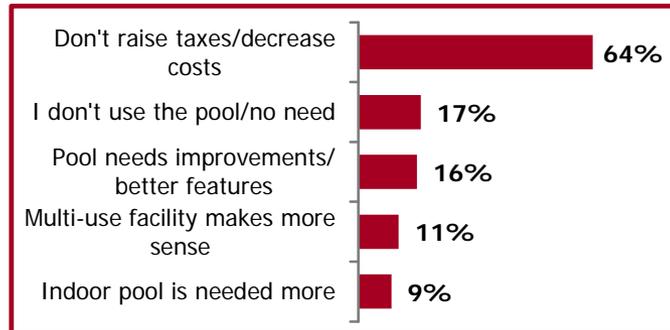
C. Close/Fill in Pool, Keep as Park Space



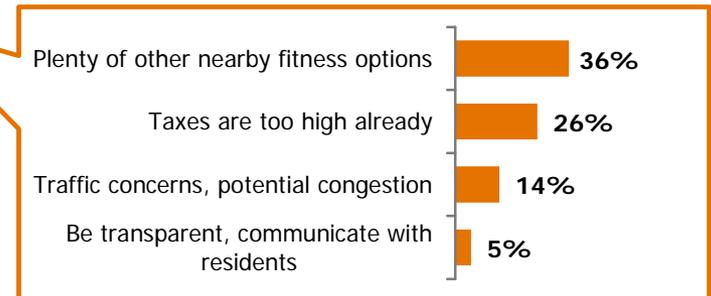
Most Opposed Option



A. Replace With Similar-Sized Pool/Facility



D. Close Temporarily, Consider Rec Center



Sample Verbatims: Option Opposed Most

Oppose Option A - Replace Harrer Outdoor Pool with a similar-sized pool and facility (10%):

"Because I don't want to spend money to built the same thing. We have Oriole; that provides a safe and equal environment for the family. I prefer an indoor pool."

"Increase in property tax with no real improvement on what's already there."

"Not everyone utilizes this pool and it is not fair to pass this cost to everyone in the village."

"Current pool is bland & boring; Morton Grove needs to be more in some ways."

"To spend the money, time, and resources on a project similar to what exists that is an outdated concept for only a few months out for the year (when the focus could be to improve the community as a whole during the process) would be an extreme waste of tax payers money and extremely frustrating. We want improvements not more of the same. Strategic thinking on maximizing our budget and attracting some items that could generate revenue like [those mentioned in option D] would generate revenue for Morton Grove."

Oppose Option B - Replace Harrer Outdoor pool with a larger pool and new features (28%):

"Don't like to see homeowner(s) assume tax increase when there's lack of businesses in this area. Do most shopping in other towns now."

"Cost. Would not derive sufficient benefit. Those with families would benefit at the expense of those without families. Already paying too high taxes for the district's schools."

"Morton Grove does not need 2 pools, the homes will be paying for the renovation of Oriole forever. If a facility does not generate revenue get rid of it."

"Can Morton Grove Park District maintain and afford to operate two outdoor pools (only used 3 months out of the year) year after year without raising property taxes and/or user fees year after year?"

"Not much upside but more cost."

"Outdoor pools are just too costly to maintain and use is unpredictable."

"This appears to be the most expensive option and will not add value for many residents who do not plan to use these facilities."

Sample Verbatims: Option Opposed Most (cont'd)

Oppose Option C - Close and remove the pool permanently (48%):

"Would take away a second pool, and the pool that is most useful for adult classes and fitness activities."

"The village needs two pools to accommodate the families moving into our village."

"We need two pools to support the community and our growing community based on new condos/townhomes being built in town. If we do not provide pool options, that revenue will be lost to neighboring towns."

"Not going to keep up property values to have only one pool for the size of this town, and this will not serve the needs of this community or the kids. Future kids need a pool. Campers use the pool at Harrer as well, as Aqua-cize classes, etc. Parking is good now, but adding more facilities into that space may make for a huge parking crisis there."

"Morton Grove has a great deal of park/open space. Not only in the parks themselves, but also within the forest preserves. We already have plenty of open space and do not need any more. However, to only have one smaller pool at Oriole would be tragic, as it would become overcrowded."

"I oppose removing and not replacing Harrer Pool with another pool. It is one of the gems of the park district and we enjoy it every summer. I would like to see a pool continue to exist at Harrer park, but have it be available year round (indoor pool)."

"We are insistent on saving and upgrading Harrer Pool. We do not need more playgrounds or open park space."

"Morton Grove already has lots of parks that provide options for residents. People outside the Morton Grove community know Harrer Pool and it is recognized as a Morton Grove landmark."

"We do not need another park just for space. We need another pool due to our overcrowding and location."

"I feel we need a pool on both sides of the village. I think only one pool would make it hard for the park district camps. Also, it would make the village less appealing to young families."

"The families that live by Harrer Park deserve to have a pool that they can take their families to. The pool used to be very packed with families but has dwindled because there's been no improvements there."

"We need a pool on east side of Morton Grove. Oriole is already very crowded. This would make it worse."

"It would be sad to lose the pool. We shouldn't move backwards in terms of the facilities available. This pool is close to our home and very convenient for us."

"I believe this is the cheap way to go, and we wouldn't gain anything from it. As the saying goes, 'you get what you pay for!'"

"It's the cheapest, but it will also look the cheapest."

Oppose Option D - Close and remove the pool temporarily, consider building a recreation center (14%):

"Other facilities nearby already fill these needs; we (residents) should have a safe, usable pool."

"There is already a rec center right down the street and a gym at Parkview. Neither of these are as unique and needed as the pool."

"It will mean raising taxes and issuing bonds. Also there are plenty of fitness clubs around. My neighbor goes to Lifetime Fitness and says it is cheaper and more comprehensive than our park district facilities."

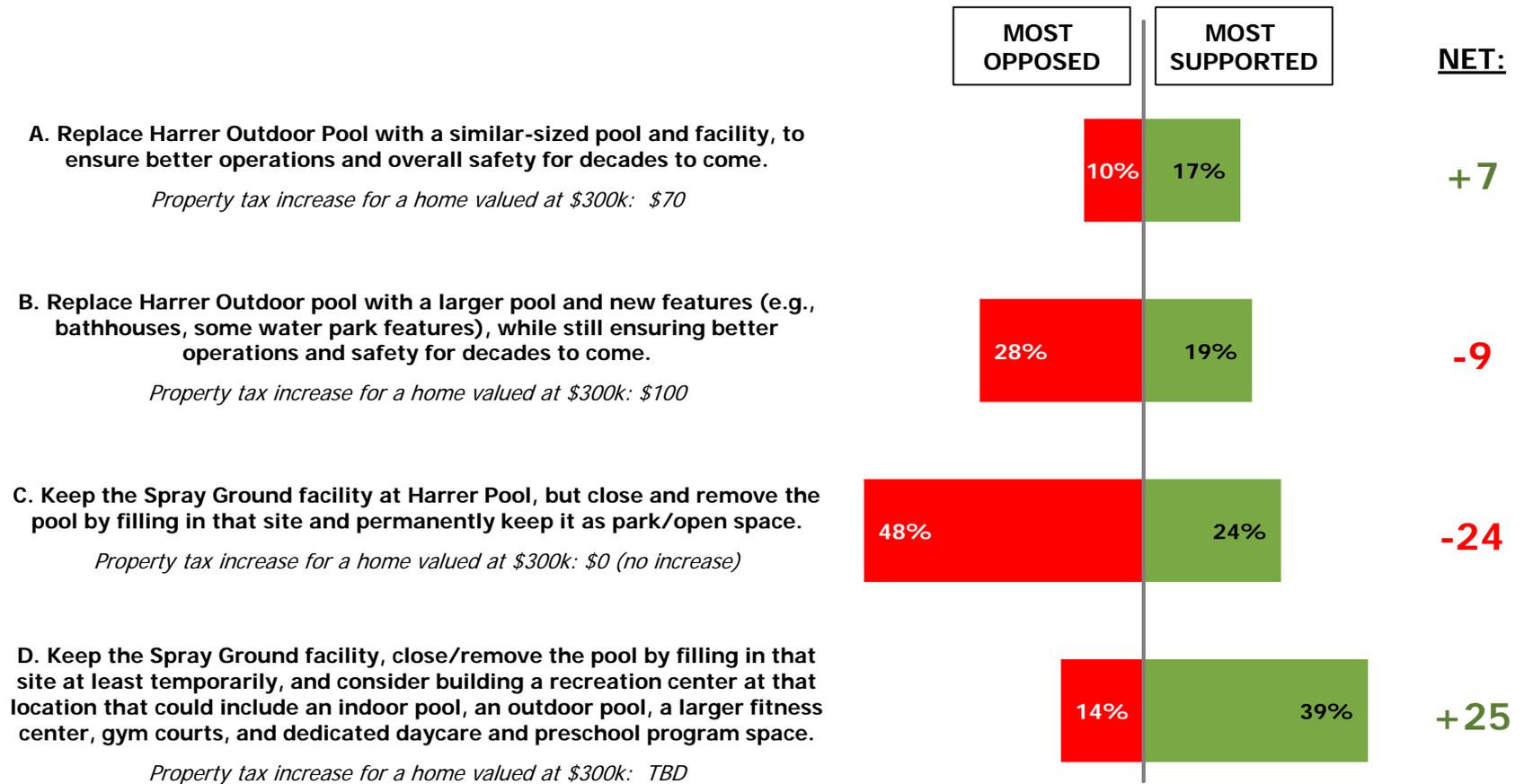
"Proposed plan would use too much open space. Would rather see the facility at Prairie View accommodate these features."

"Most costly. Will it be used enough to justify its high cost? If you redo the pool, make sure that it's used enough to justify its cost."

"What would happen to the present facility? I am a member at another fitness facility which does have more options. I would be in favor of a new facility if it is utilized."

While one in four support removing the pool permanently, it is clearly unpopular with nearly half of residents (2:1 most opposed/supported ratio).

- Based on the “net” results, a potential rec center appears to be the top option, followed by replacing Harrer Pool with a similar-sized facility.



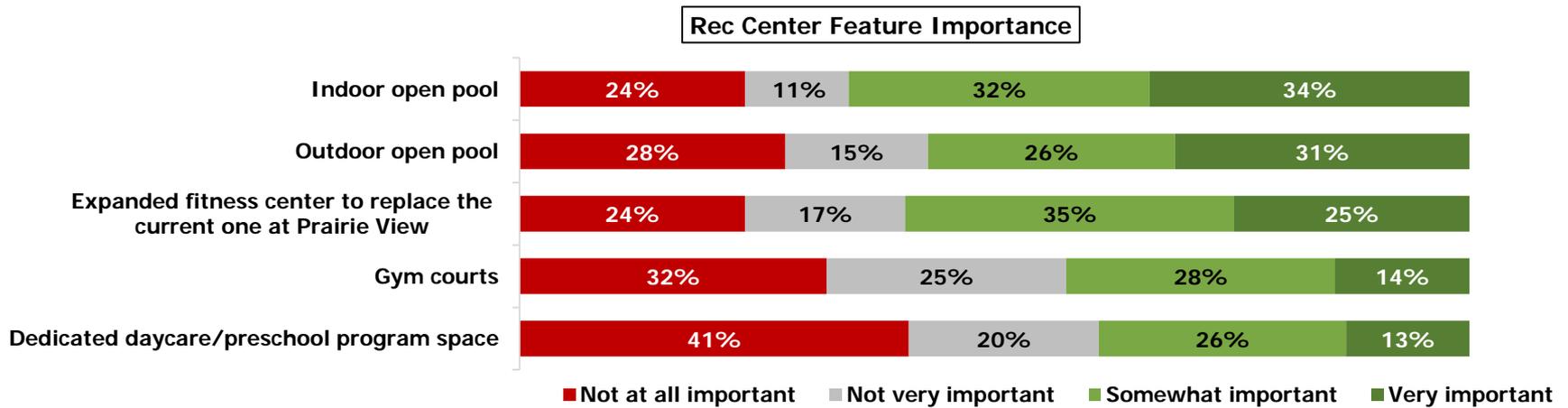
A plurality of every subgroup most supports Option D (possible rec center) over any other alternative.

- Note that those without children are more likely than average to support replacing Harrer Pool with a similar-sized facility (or filling it in permanently). They tend to oppose replacing it with a larger pool with more features.

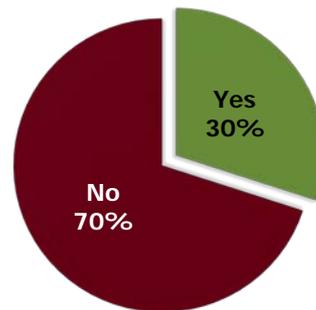
	Most Opposed Option	Most Likely to Oppose	Most Supported Option	Most Likely to Support
<p>A. Replace Harrer Outdoor Pool with a similar-sized pool and facility, to ensure better operations and overall safety for decades to come. <i>Property tax increase for a home valued at \$300k: \$70</i></p>	10%	- Men (15%, vs. 5% of women)	17%	- HH without children (21%)
<p>B. Replace Harrer Outdoor pool with a larger pool and new features (e.g., bathhouses, some water park features), while still ensuring better operations and safety for decades to come. <i>Property tax increase for a home valued at \$300k: \$100</i></p>	28%	- HH without children (33%)	19%	- Under age 40 (34%) - Pool users (30%)
<p>C. Keep the Spray Ground facility at Harrer Pool, but close and remove the pool by filling in that site and permanently keep it as park/open space. <i>Property tax increase for a home valued at \$300k: \$0 (no increase)</i></p>	48%	- Under age 40 (64%) - HH with children (59%) - Pool users (65%)	24%	- HH without children (27%)
<p>D. Keep the Spray Ground facility, close and remove the pool by filling in that site at least temporarily, and consider building a recreation center at that location that could include an indoor pool, an outdoor pool, a larger fitness center, gym courts, and dedicated daycare and preschool program space. <i>Property tax increase for a home valued at \$300k: TBD</i></p>	14%	- Ages 65+ (21%)	39%	- Asian residents (62%)*

Residents are most interested in both indoor and outdoor pools at a potential new rec center, along with a larger fitness facility.

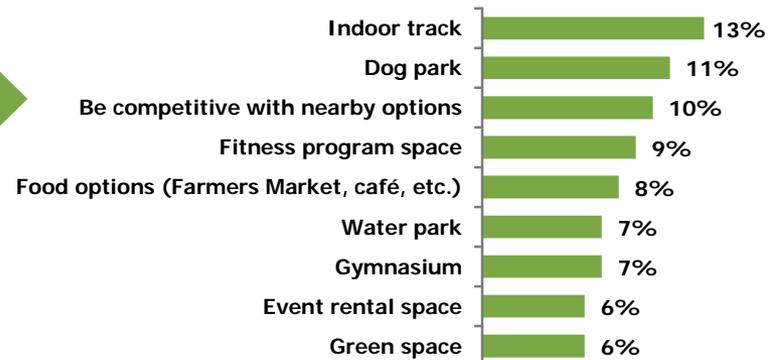
- They are more divided on the importance of added gym courts, and having dedicated space for younger children's programming is important primarily to younger adults/households.
- Consistent with the needs assessment results, the top volunteered additional amenity is an indoor track.



Any other features or facilities you would like to see at a possible new rec center?



n = 128



Younger adults, newer residents, and those with children tend to deem indoor and outdoor pools as key features of a potential rec center.

- An expanded fitness center appeals to a broader age group (those under 65), and likewise to newer Morton Grove residents.
- Gym courts also especially important to men and 40- to 54-year-olds. Not surprisingly, those with children are most interested in a dedicated daycare/preschool space.

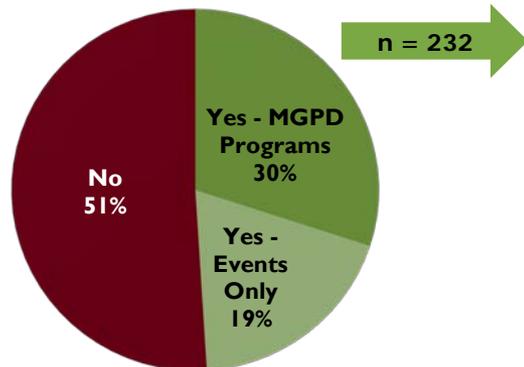
	Most Likely to Say "Very/Somewhat Important "
<p>Indoor Open Pool <i>(66% Very/Somewhat Important Overall)</i></p>	<ul style="list-style-type: none"> - Under age 40 (80%), 40-54 (73%) - Children in HH (87%, vs. 54% of those without children) - Lived in Village <5 yrs. (80%), 10-14 yrs. (81%) - Recent users of Harrer Pool (79%) and/or Oriole Park Aquatic Center (79%)
<p>Outdoor Open Pool <i>(57% Very/Somewhat Important Overall)</i></p>	<ul style="list-style-type: none"> - Under age 40 (80%) - Children in HH (69%, vs. 51% of those without children) - Lived in Village 10-14 yrs. (85%) - Recent users of Harrer Pool (93%) and/or Oriole Park Aquatic Center (77%)
<p>Expanded Fitness Center <i>(60% Very/Somewhat Important Overall)</i></p>	<ul style="list-style-type: none"> - All ages <u>except</u> those over 65 (only 49% of whom said this is very/somewhat important) - Lived in Village <5 yrs. (79%) - Recent MGPD park/facility users (63%)
<p>Gym Courts <i>(42% Very/Somewhat Important Overall)</i></p>	<ul style="list-style-type: none"> - Men (53%, vs. 34% of women) - Ages 40-54 (56%) - Children in HH (53%, vs. 38% of those without children) - Asian households (69%)* - Recent MGPD park/facility users (48%)
<p>Dedicated Daycare/Preschool Program Space <i>(39% Very/Somewhat Important Overall)</i></p>	<ul style="list-style-type: none"> - Children in HH (52%, vs. 34% of those without children) - Asian households (59%)* - Lived in Village <5 yrs. (55%)

VI. Morton Grove Park District Program/ Event Participation

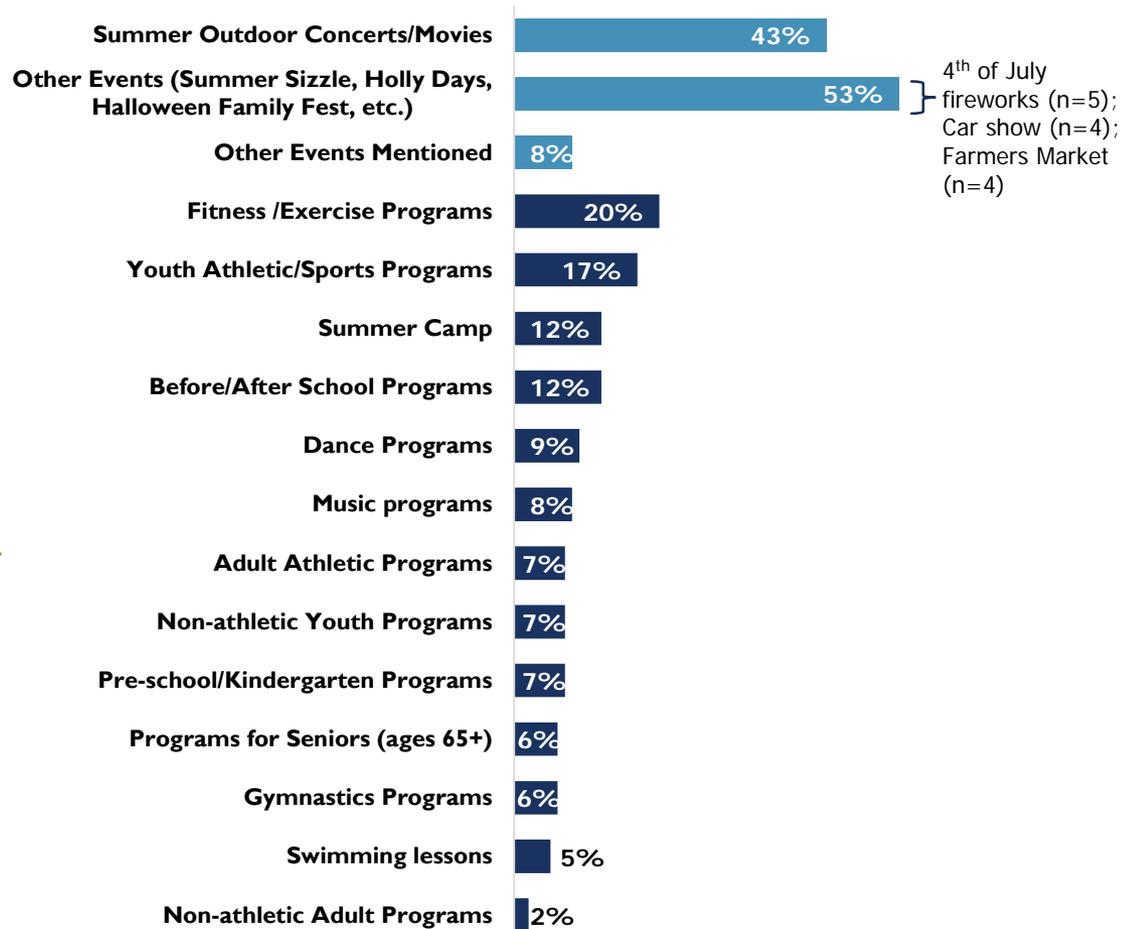
About half of residents report participating in a recent Park District program or event (with many attending only events).

- Older residents (ages 55+) are more likely than average to attend the outdoor concerts (56%), while younger residents under age 40 are more likely to attend the Park District's other community events (66%, vs. 53% overall).
- Fitness and exercise programs and youth sports programs lead all program responses, but don't garner more than 20% of responses.

Any household member participated in Morton Grove Park District program/event in past year?



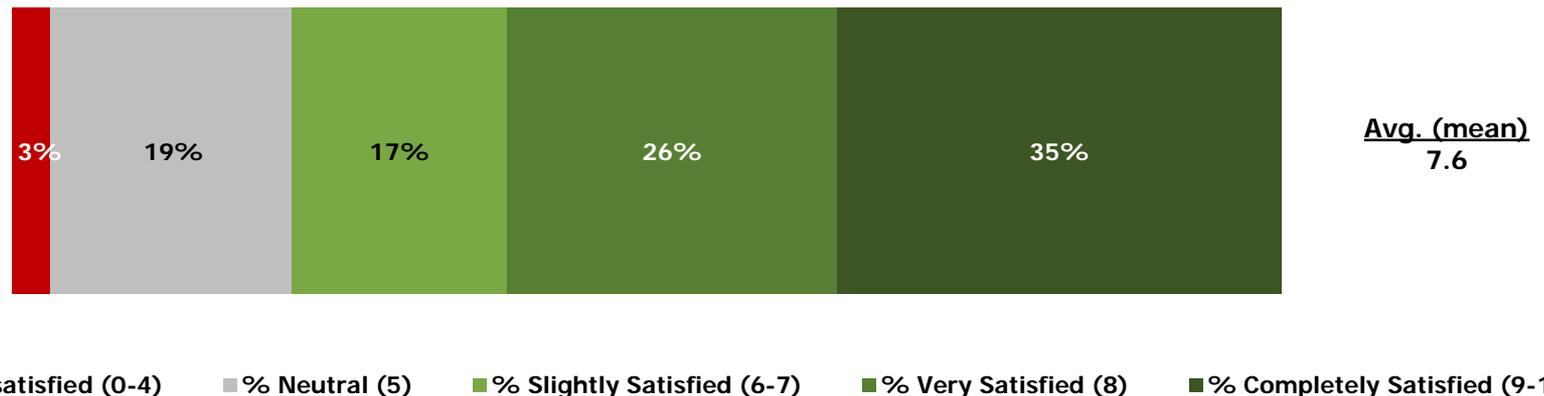
Top Responses:
Recent Program/ Event Participation



Again, the Park District gets very strong satisfaction scores among recent program and event participants.

- Very few (3%) report dissatisfaction with the Park District programs and events they have attended.
- Average ratings are very strong among all groups when expressing opinions about MGPD programs and events (almost always 7.0 or higher). Satisfaction is strongest among MGPD pool users (8.1 average score from those using both Harrer Pool and Oriole Park Aquatic Center).

Overall Satisfaction with Morton Grove Park District Programs and Events
 (n=262 recent users/visitors who responded)



Overall, 4% (n=23) offer suggested improvements or sources of dissatisfaction with Park District programs or events.

Sports Programs:

Adult Softball *"Losing teams to surrounding areas."
"Lack of teams has eliminated the year end tournament"*

Adult Tot - Hot Shots *"Unorganized, coordinators were late, low attendance, no marketing, pricing listed in booklet/website."*

Baseball *"Never organized. Run by young kids. Awful."*

Tee Ball *"Unorganized, did not see much value."*

Volleyball *"You rely on volunteers to run the Tuesday and Thursday programs, and then you don't communicate with them."*

Exercise Programs:

AM Exercise *"Classes are getting larger."*

Aqua Zumba *"There was no replacement for the instructor when she was out for sick leave."*

Pools *"Very little time for adults to use pool."*

Events:

Daddy Daughter Dance *"Just cheaply and poorly done."*

Easter Egg Hunt *"Insane amount of people with little or no park district employee control."
"My kids didn't get one egg on the hunt, my kids were very upset and crying."*

Halloween Family Fest *"Never having enough pumpkins/toys for kids"*

Morton Grove Days *"The bands at Morton Grove Days were awful, particularly on the Saturday night."*

Summer Concerts *"Too much rock music"
"Sound systems"*

Youth Programs:

Dance Program *"Full year too long."
"Low quality. High favoritism."
"Management, organization, skill/technique."
"Needs more space"
"Option for boys."*

Swim Lessons *"I would have loved to do swim lessons for my kids but water is too cold. Needs to be heated or indoor"*

When suggesting ideas for new/expanded youth programming, more child care and after school programs are volunteered.

- Residents had an easier time identifying possible activities for pre-K and elementary children.
- There was less consensus among those offering ideas for middle school and high school programming outside of after school programs.

Age Group Programming Needs	Most Frequent Suggestions (unweighted n of cases)
<p>Pre-K & Elementary (under age 10): 13% Overall</p>	<ul style="list-style-type: none"> • Child care (n=8) • Swim/pool (n=7) • Before/After school programs (n=7) • Activities for infants/preschool (n=7) • Dance (n=6) • General athletic/sports (n=5)
<p>Middle & High School (ages 11-18): 10% Overall</p>	<ul style="list-style-type: none"> ▪ Before/After school programs (n=10) ▪ General Athletic/sports (n=6) ▪ Swim/pool (n=4) ▪ Dance (n=4) ▪ Events (n=3)

Slightly more residents (at least 15%) were able to offer ideas for expanded adult programming, and offered multiple suggestions across all age groups. Expanded fitness and swim programs are clearly the top choices for suggested adult activities.

- These residents most often express an interest for a variety of expanded adult fitness activities.
- Many also said they would like to see more events sponsored by the MGPD, as well as a wide range of enrichment classes/activities.

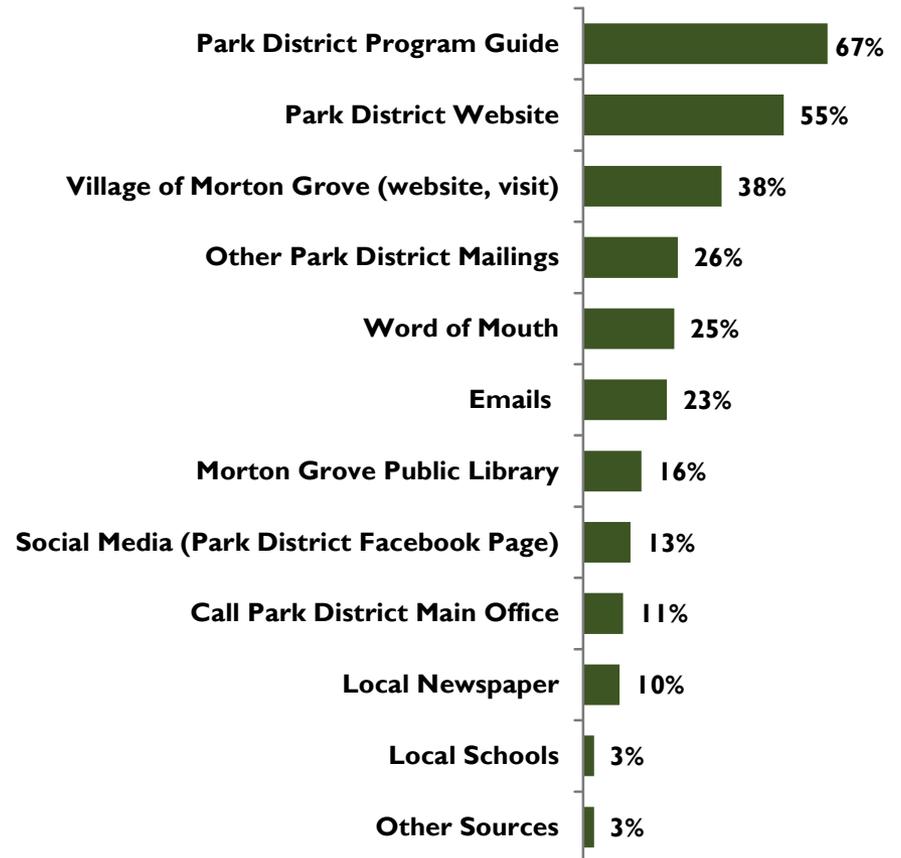
Age Group Programming Needs	Most Frequent Suggestions (unweighted n of cases)
Young Adults Ages 19-39: 15% Overall	<ul style="list-style-type: none"> • Events (n=9) • Fitness programs (n=8) • Walking programs/free track (n=8) • Swim classes, lap lanes, water aerobics (n=8) • Enrichment classes: Cooking/baking (n=3); Nutrition/wellness (n=3); Arts/crafts (n=3); music lessons (n=2)
Adults Ages 40-59: 16% Overall	<ul style="list-style-type: none"> ▪ Fitness programs (n=14) • Events (n=11) • Swim classes, lap lanes, water aerobics (n=10) ▪ Dance (n=7) ▪ Scheduling/Better times for programs (n=7) ▪ Walking programs/free track (n=6) ▪ Enrichment classes: Nutrition/wellness (n=6); Cooking/baking (n=3); Arts/crafts (n=3); Cultural activities (n=3)
Adults Ages 60+: 17% Overall	<ul style="list-style-type: none"> ▪ Fitness programs (n=14) ▪ Swim classes, lap lanes, water aerobics (n=13) ▪ Walking programs/free track (n=8) ▪ Yoga/Pilates/Zumba (n=7) ▪ Better pricing/more affordable (n=7) ▪ Trips (n=6) ▪ Enrichment classes: Arts/crafts (n=6); Nutrition/wellness (n=2); Cultural activities (n=2)

VII. Morton Grove Park District Communications

Park District residents rely mostly on the program guide followed by the MGPD website for information on District activities, programs, and facilities.

- Women (73%) are most likely to rely on the printed program guide, while older residents ages 55-64 report going to the District website.
- Note that over a third also go to the Village for MGPD information, across different channels (Village website, phone calls, etc.), especially men (45%, vs. 33% of women).
- One in four residents rely on word of mouth from family, friends or neighbors.
- Households with children are much more likely to report getting MGPD information via social media (26%, vs. 13% overall).

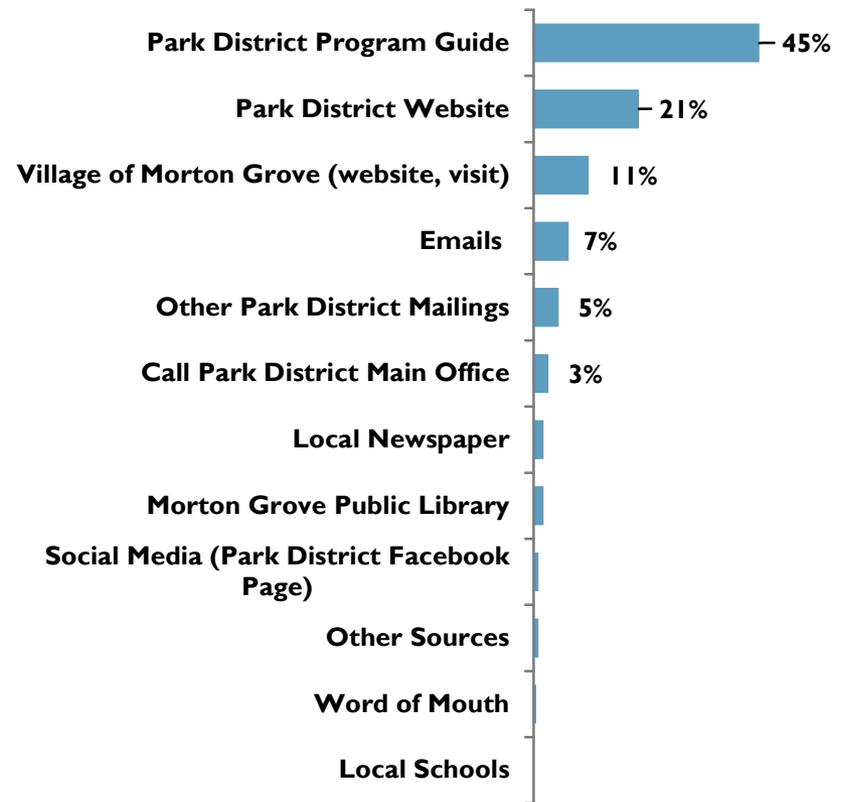
Most Used Current Sources for Park District Information (n=403)



When asked to identify their preferred channel for information about the Park District, the program guide again emerges as the clear top choice.

- At least a third of all subgroups cite the guide as their preferred source. Those most likely to do so are:
 - Women (54%, vs. 33% of men)
 - Long-term Morton Grove residents (57% of those living in Village for 25+ years).
- Men (18%) are more likely to use the Village of Morton Grove as their preferred source of information than women (6%)

Preferred Sources for Morton Grove Park District Information

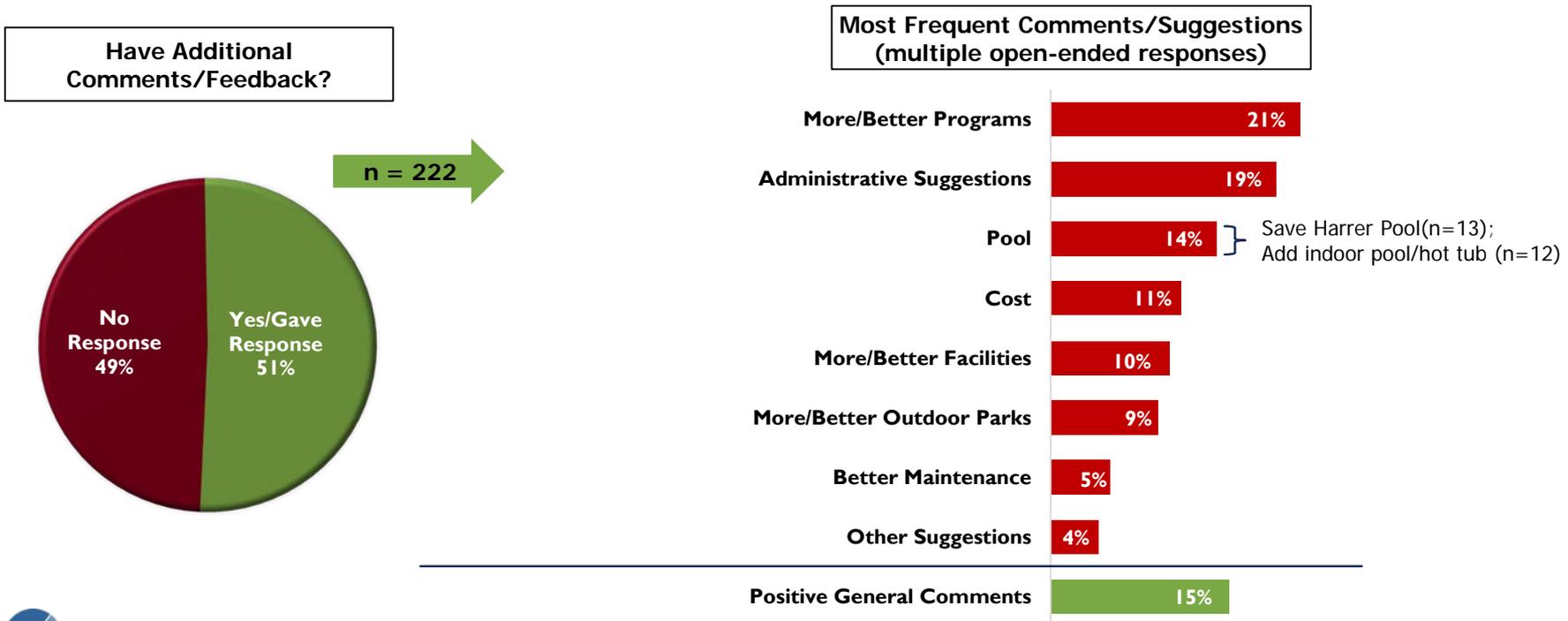


Q27. What is your preferred source of information about the Morton Grove Park District? (percentages under 3% not shown)

VIII. Final Comments/Suggestions

At the conclusion of the survey, just over one half of respondents offered final comments and feedback.

- Of these, 15% reinforced earlier positive comments regarding their appreciation for the Park District and what it offers.
- Most often, 21% seek more or improved programs, especially women (35%, suggesting a wide variety of options).
- Nearly as many (19%) seek administrative improvements, usually a better website, more/improved communication, or an easier registration process. Younger residents under age 40 (41%) were by far most likely to make these suggestions.
- Pool-related comments were mostly split between saving Harrer Pool, vs wanting to see an indoor pool (with equal proportions coming from pool users and non-users).
- Nearly all comments related to having more outdoor parks were in support of a dog park.



Sample Verbatims: Final Comments

More/Better Programs (21%):

- "Utilize the parks for more new and unique events."*
- "Morton Grove is a smaller and mixed age community so continuing to offer programming and facilities that address the needs of all ages is important."*
- "A walking program for beginning fitness level."*
- "More kids programs on weekend and evening for working parents who are not able to have kids participate during the day"*
- "Better quality summer camps for preschoolers."*
- "Include wellness programs such as massage therapy, acupuncture, nutrition, etc."*
- "More ongoing educational programs, or activities that are all community inclusive."*
- "More for seniors. Maybe a bus for those who don't drive."*
- "The exercise class on Mondays & Fridays at 8:40am is popular and needs more space."*
- "Have more team basketball programs for older kids (10 and above) with better options of times for parents who work full-time, like after 6pm."*
- "We need adult-only times in pools. You would be surprised how many would attend."*
- "Summer Sizzle event was very good, I would like to see something similar for the Fall - music, games, food."*

Administrative Suggestions (18%):

- "Need to hire full-time employees so programs don't get cancelled and new programs can be created."*
- "Improve registration & cancellation processes (esp. pre-school) - Focus more on social media announcements & updates."*
- "Your website is really bad. The signup for programs is terrible."*
- "Make more volunteer events transparent."*
- "Make their website mobile friendly. It doesn't work on any phone I've used."*
- "At the PVCC, if you are going to be customer facing, you should be friendly, approachable and respond to people in a timely manner."*
- "Look for opportunities to partner and share resources where possible, e.g. buildings."*

Pools (14%)

- "I'm excited to hear you're considering an indoor pool. That would be really great."*
- "Keep current pools and facilities in good working order; add an indoor pool."*
- "We desperately need an indoor pool and hot tub."*
- "Keep 2 pools. Indoor would be wonderful but only if the Board thinks it would pass. A replacement outdoor pool may be a better and more logical choice."*
- "Have a hot tub installed at health club, either coed or private."*
- "I am a swimmer and have had to go to other communities to swim; to pay for another outdoor pool is useless to me. I swim all year, not just in summer."*
- "If you are going to have an outdoor pool you have to keep it open at least through Labor Day and have early AM lap swim. Building the pools with a fitness center will make easier to extend the outdoor season thru September. Spending all this money to keep a pool open for 2 months is stupid."*
- "Close Harrer Pool, it's too expensive and can only be used for a few months a year."*
- "Keep Harrer Pool. It would be a shame to lose a great gathering spot in Morton Grove."*

Sample Verbatims: Final Comments (cont'd)

Cost (11%):

"Build an indoor pool without increasing taxes. Free walking track like Glenview and Skokie."

"Decrease resident rates on gym memberships."

"People need to have places to exercise, but increasingly people are feeling overwhelmed by higher taxes (national, state, local), so unless the town can really make the case that it will be used so that ALL costs will be covered by users (not just the overburdened tax payers)."

"More financial assistance for single parent families."

"Free senior days/hours at Oriole Pool."

"The membership for seniors is a little high, and not competitive (with LA Fitness). You pay the membership, and it covers everything. You don't pay additional fees for swim classes, etc."

"If any facility program is not generating revenue get rid of it."

More/Better Facilities (10%):

"Maintain facilities and parks. Improve tennis courts."

"Have a larger indoor walking track for residents of Morton Grove to use."

"Clean up fitness center."

"Expand the gym for more weights/equipment. Create an indoor playground for ages 2-8."

"Open a common facility for all in Morton Grove. Think about the Waukegan/Dempster property. We live in WEST Morton Grove and this would be a perfect location. Walking track/Baseball diamond in back. Indoor pool, etc..."

"Larger space for exercise classes."

"Improve hours of operation at PVLL."

"Add outdoor pickleball courts like Lawler in Skokie."

"Commit to a facility that our community could take pride in. That is on par or exceeds nearby facilities in Skokie and Glenview."

More/Better Outdoor Parks (9%):

"It would be great to have a nice dog park in our community."

"I would like to use some of the forest preserve for a top notch dog park. I know of several people from Morton Grove who travel up to Lake Forest to use the dog park. It would be a money maker."

"Allow me to take my leashed dog to the park."

"Dog owners need to be ticketed for letting their dogs loose, taking them inside tennis court, pooping and not cleaning after. I am scared that a dog may bite one of my 3 little kids."

Sample Verbatims: Final Comments (cont'd)

Better Maintenance (6%):

"Maintain facilities and parks."

"Maintain the parks as always."

"Frequent patrol of isolated areas & parks (bike paths/routes), esp. fall / summer evenings."

"Some roads are not paved with slope. When it rains water floods on the street and you can not even park and get out of the car."

"When there are parties at the field house, the overflowing garbage cans should be picked up that day."

"Fix tennis courts! Fix the net and the fence at Oriole. The courts and lighting at Prairie View."

"Please clean the snow on the path at the parks in the winter."

"The light switch for the spin bike room is behind the front desk. The room is too dark and creepy for general use. Please change light bulbs or have staff just turn lights on daily."

Other Suggestions/Comments (4%):

"Restrict free events to Morton Grove residents (too large of crowds every year)"

"Avoid inappropriate songs at Oriole."

"I just think we have been behind compared to Skokie, Glenview and Niles. I end up at their facilities instead of my own because we are sorely lacking in design and offerings. I wish it were different."

"Dissolve the MGPD and integrate the district into the village management."

"Work better with the North shore Mosquito Abatement District to minimize the West Nile virus."

General Positive Comments (15%)

"I would encourage you all to think BIG and think BOLD. I love you all, but our Park District is not the pride and joy of MG, and this is your chance to be that. This could be a real game changer for our town, so go big. I will be looking for ways to help you do that. This is a really, really exciting time for MG. Let's do something that will set a new standard for park districts. Don't be afraid to ask for money - ask! Put it on the ballot. There are plenty of citizens who know that the Park District is tied to the enjoyment of life in this town."

"Morton Grove has a great park district and it is comparatively cheaper than most. My children have benefited from it considerably. I am happy I live in Morton Grove."

"I take my grandchild to Prairie View for lessons every week and I find the staff there to be fabulous, particularly Ms. Liz, Sam, and Coach Jimmy."

"I like that you are doing a Survey to get more information for what the community wants."

"The new directors are much more involved, You can see them at events and discuss upcoming plans. Much more approachable."

"Continue to have space for families to play together. As retirees, we do not use the pools or fields or kid programs, but we want the current children to have these things too. Our family used the pools, baseball fields, basketball nets, playgrounds and many programs, including preschool, on a regular basis."

Appendices: Topline Summary with “Public Survey” Results



**Morton Grove
Park District**
Quality Parks & Recreation

Morton Grove Park District 2018 Community Survey

—Topline Results: Random & Public Surveys—

Random Survey: n=420 surveys; completed between July 19 and August 8, 2018. Data weighted to reflect US Census population figures for region, age, gender, and presence/absence of children in Morton Grove households.

Public Survey: n=417 surveys; completed between August 9 and August 31, 2018. Data not weighted.

1. How many years have you lived in Morton Grove?

	Random Sample n=420 (weighted)	Public Survey n=414 (unweighted)
Less than 5 years	15%	11%
5 - 9 years	13	14
10 - 14 years	12	13
15-24 years	15	20
25+ years	45	42
Mean (average)	24.3	23.7

2. Please rate your overall opinion of the Morton Grove Park District.

(0-10 scale)

	Random Sample n=397 (weighted)	Public Survey n=412 (unweighted)
Highest regard (9-10)	27%	26%
Very positive (8)	29	27
Somewhat positive (6-7)	24	26
Neutral (5)	15	11
Negative (0-4)	5	10
Mean (average)	7.4	7.2
% Unfamiliar*	3%	1%

* Excluded from base

3. What do you like most about the Morton Grove Park District?

Coding of open-ends is in progress; results will be included in the final report.

4. What do you dislike most about the Morton Grove Park District?

Coding of open-ends is in progress; results will be included in the final report.

5. What percent of your property taxes do you think goes to the Morton Grove Park District?

	Random Sample n=384 (weighted)	Public Survey n=391 (unweighted)
3% or less	24%	23%
4-5%	33	36
6-10%	25	27
11% or more	18	14
Mean (average)	8.3	7.9
Median (midpoint)	5.0	5.0

6. As you may know, approximately 4.5% of your property taxes go to the Morton Grove Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that it represents to you given its share of property taxes. (0-10 scale)

	Random Sample n=396 (weighted)	Public Survey n=405 (unweighted)
Excellent value (9-10)	30%	29%
Great value (8)	16	18
Good value (6-7)	16	21
Average value (5)	23	17
Poor value (0-4)	15	15
Mean (average)	6.7	6.8

TOPLINE RESULTS: 9.7.18

TOPLINE RESULTS: 9.7.18

7. Which of these parks and facilities have you or other household members used or visited in the past 12 months?

	Random Sample n=420 (weighted)	Public Survey n=417 (unweighted)
FACILITIES		
Prairie View Community Center Fitness Center	19%	29%
Prairie View Community Center Gymnasium	9	23
Prairie View Community Center Dance Studio	8	11
Prairie View Community Center multi-purpose rooms	11	21
Historical Museum and Education Center	10	13
Harrer Outdoor Pool	19	55
Oriole Park Outdoor Aquatic Center	20	44
PARKS		
Any Park District fieldhouse(s)	7%	11%
Arnum Park	3	5
Austin Park	20	37
Frank Hren Discovery Park	6	7
Harrer Park	46	66
Jacobs Park	1	2
Mansfield Park	25	45
National Park	15	25
Oketo Park	9	14
Oriole Park	12	26
Overhill Park	3	2
Palma Lane Park	6	13
Pioneer Park	8	18
Prairie View Park	21	35
Shermer Park	6	6
NONE	26%	11%

*Based on multiple responses (% selected)

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8. From the list above, please list your top three favorite Morton Grove Park District parks and facilities, in order.

Multiple responses	Random Sample n=300 (weighted)	Public Survey n=357 (unweighted)
Harrer Park	53%	53%
Harrer Outdoor Pool	29	57
Mansfield Park	25	30
Oriole Park Outdoor Aquatic Center	24	32
Austin Park	23	20
Prairie View Park	22	18
Prairie View Community Center Fitness Center	21	21
National Park	13	12
Oriole Park	10	8
Historical Museum and Education Center	7	4
Pioneer Park	6	6
Prairie View Community Center multi-purpose rooms	5	3
Oketo Park	5	3
Prairie View Community Center Gymnasium	4	8
Palma Lane Park	3	3
Prairie View Community Center Dance Studio	2	3
Shermer Park	2	2
Frank Hren Discovery Park	2	1
Overhill Park	2	1
Any Park District fieldhouse(s)	1	3
Arnum Park	1	1
Jacobs Park	1	1

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TOPLINE RESULTS: 9.7.18

TOPLINE RESULTS: 9.7.18

9. Thinking about the facilities you have recently visited, please rate your overall satisfaction. (0-10 scale)

	Random Sample (weighted)	Public Survey (unweighted)
A. Overall experience		
	n=319	n=372
Completely satisfied (9-10)	39%	38%
Very satisfied (8)	27	25
Slightly satisfied (6-7)	19	23
Neutral (5)	13	8
Dissatisfied (0-4)	2	6
Mean (average)	7.8	7.7
B. Overall cleanliness, maintenance, and upkeep		
	n=322	n=372
Completely satisfied (9-10)	52%	44%
Very satisfied (8)	21	23
Slightly satisfied (6-7)	15	20
Neutral (5)	8	6
Dissatisfied (0-4)	4	7
Mean (average)	8.2	7.8
C. Overall safety		
	n=321	n=371
Completely satisfied (9-10)	53%	51%
Very satisfied (8)	21	23
Slightly satisfied (6-7)	14	15
Neutral (5)	10	7
Dissatisfied (0-4)	1	4
Mean (average)	8.3	8.1
D. Overall access (parking, paths, entrances)		
	n=320	n=373
Completely satisfied (9-10)	53%	52%
Very satisfied (8)	24	21
Slightly satisfied (6-7)	12	16
Neutral (5)	10	5
Dissatisfied (0-4)	2	6
Mean (average)	8.2	8.1
E. Level of service provided by Park District staff		
	n=316	n=368
Completely satisfied (9-10)	38%	43%
Very satisfied (8)	18	17
Slightly satisfied (6-7)	14	17
Neutral (5)	22	15
Dissatisfied (0-4)	8	8
Mean (average)	7.4	7.5

10. Which specific parks or facilities are you dissatisfied with, and why? (n reported)

Coding of open-ends is in progress; results will be included in the final report.

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11. If you/your household used either Harrer Outdoor Pool or Oriole Park Outdoor Aquatic Center in the past 12 months, please rate your overall satisfaction with each facility you/your household visited. (0-10 scale)

	Random Sample (weighted)	Public Survey (unweighted)
HARRER OUTDOOR POOL		
	n=178	n=290
Completely satisfied (9-10)	24%	33%
Very satisfied (8)	23	18
Slightly satisfied (6-7)	22	18
Neutral (5)	18	15
Dissatisfied (0-4)	13	16
Mean (average)	6.8	6.9
ORIOLE PARK OUTDOOR AQUATIC CENTER		
	n=175	n=287
Completely satisfied (9-10)	38%	38%
Very satisfied (8)	24	20
Slightly satisfied (6-7)	15	17
Neutral (5)	16	14
Dissatisfied (0-4)	7	9
Mean (average)	7.5	7.4

12. How likely is it that you would recommend Harrer Outdoor Pool and/or Oriole Park Outdoor Aquatic Center to a friend or neighbor, using the scale below? (0-10 scale)

	Random Sample (weighted)	Public Survey (unweighted)
HARRER OUTDOOR POOL		
	n=210	n=303
NPS	0	+20
Promoter (9-10)	39%	50%
Passive (7-8)	21	20
Detractor (0-6)	39	30
Mean (average)	6.8	7.4
ORIOLE PARK OUTDOOR AQUATIC CENTER		
	n=201	n=297
NPS	+14	+27
Promoter (9-10)	43%	51%
Passive (7-8)	28	25
Detractor (0-6)	29	24
Mean (average)	7.3	7.7

13. Which pools are you dissatisfied with, and why? (n reported)

Coding of open-ends is in progress; results will be included in the final report.

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TOPLINE RESULTS: 9.7.18

TOPLINE RESULTS: 9.7.18

14. Why haven't you visited/ used a Morton Grove Park District park or facility in the past 12 months? (multiple response; non-visitors only)

	Random Sample n=121 (weighted)	Public Survey n=37 (unweighted)
Do not have children or children are grown	50%	68%
Use other facilities for recreation/activities	30	24
Too busy/Don't have time	29	19
Cost/Fees are too high	18	16
Just not interested – e.g., not very active	15	16
No facilities or programs offered for my age group	18	11
Poor health, mobility issues	11	11
Inconvenient scheduling/hours of operation	17	5
Unaware of/Unfamiliar with the Park District's offerings	13	5
Dislike the Park District, had bad experience	3	5
Concerns about quality/condition of the park facilities	1	5
Location issues, lack of transportation	3	-
Concerns about personal safety/being alone	1	-
Other	10	5

15. Which of the following indoor facilities do you or your household have a need or interest in? Select all that apply. (% yes)

	Random Sample n=357 (weighted)	Public Survey n=380 (unweighted)
Indoor pool for general/lap swimming and lessons	52%	70%
Space to rent for meetings, events, parties, etc.	25	36
Dance studio	14	16
Walking/running track	69	67
Dedicated program space for seniors	32	25
Dedicated space for daycare/preschool programs	20	23
Fitness center with exercise machines, free weights	55	56
Program space for group fitness	34	31
Gym space (for basketball, volleyball, pickleball, etc.)	33	39
Other indoor facilities	9	8

*Based on multiple responses (% selected)

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16. How well is your need or interest in each indoor facility being met (whether provided by Morton Grove or any other source)?

	Random Sample (weighted)	Public Survey (unweighted)
A. Indoor pool for general/ lap swimming and lessons	n=200	n=258
Completely met (5)	9%	6%
Somewhat met (4)	8	4
Average (3)	10	6
Not very well met (2)	5	6
Not at all met (1)	69	78
Mean (average)	1.8	1.5
B. Space to rent for meetings, events, parties, etc.	n=102	n=127
Completely met (5)	31%	35%
Somewhat met (4)	28	31
Average (3)	25	26
Not very well met (2)	9	5
Not at all met (1)	7	3
Mean (average)	3.7	3.9
C. Dance studio	n=53	n=55
Completely met (5)	27%	38%
Somewhat met (4)	35	27
Average (3)	23	24
Not very well met (2)	8	7
Not at all met (1)	6	4
Mean (average)	3.7	3.9
D. Walking/ running track	n=233	n=242
Completely met (5)	15%	13%
Somewhat met (4)	23	16
Average (3)	24	20
Not very well met (2)	15	19
Not at all met (1)	22	32
Mean (average)	2.9	2.6
E. Dedicated program space for seniors	n=105	n=73
Completely met (5)	13%	15%
Somewhat met (4)	17	22
Average (3)	30	26
Not very well met (2)	24	18
Not at all met (1)	16	19
Mean (average)	2.9	3.0
F. Dedicated space for daycare/ preschool programs	n=58	n=77
Completely met (5)	19%	27%
Somewhat met (4)	31	30
Average (3)	29	25
Not very well met (2)	4	6
Not at all met (1)	17	12
Mean (average)	3.3	3.5

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16. How well is your need or interest in each indoor facility being met (whether provided by Morton Grove or any other source)? (continued)

	n=172	n=199
G. Fitness center with exercise machines, free weights		
Completely met (5)	27%	31%
Somewhat met (4)	25	28
Average (3)	30	22
Not very well met (2)	11	11
Not at all met (1)	7	8
Mean (average)	3.5	3.6
H. Program space for group fitness		
Completely met (5)	24%	25%
Somewhat met (4)	24	21
Average (3)	31	31
Not very well met (2)	15	12
Not at all met (1)	6	11
Mean (average)	3.5	3.4
I. Gym space (for basketball, volleyball, pickleball, etc.)		
Completely met (5)	20%	25%
Somewhat met (4)	26	27
Average (3)	30	27
Not very well met (2)	19	11
Not at all met (1)	5	10
Mean (average)	3.4	3.5
J. Other indoor facilities		
Completely met (5)	0%	11%
Somewhat met (4)	8	14
Average (3)	11	7
Not very well met (2)	10	18
Not at all met (1)	71	50
Mean (average)	1.6	2.2

17. Which one do you think should be a top priority for the Morton Grove Park District to provide, add, or improve?

	Random Sample n=285 (weighted)	Public Survey n=334 (unweighted)
Indoor pool for general/lap swimming and lessons	33%	49%
Walking/running track	25%	15
Fitness center with exercise machines, free weights	10%	12
Dedicated program space for seniors	9%	4
Dedicated space for daycare/preschool programs	5%	5
Gym space (for basketball, volleyball, pickleball, etc.)	5%	5
Program space for group fitness	6%	2
Space to rent for meetings, events, parties, etc.	5%	2
Dance studio	0%	1
Other indoor facilities your household needs/uses	3%	4

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18. In which Morton Grove Park District programs or events have you or any household member participated over the past 12 months?

	Random Sample n=420 (weighted)	Public Survey n=417 (unweighted)
Youth athletics/sports	8%	31%
Adult athletics/sports	4	12
Non-athletic youth programs – arts, music, robotics, etc.	3	9
Non-athletic adult programs – hobbies, day trips, etc.	1	2
Fitness/exercise programs or personal training	10	17
Programs for seniors (ages 65+)	3	3
Swimming lessons	3	5
Dance programs	4	10
Pre-school/Kindergarten programs	4	6
Before/after school programs	6	9
Gymnastics programs	3	9
Music programs	4	4
Summer camp	6	14
Events (Summer Sizzle, Holly Days, Halloween Family Fest, etc.)	26	47
Summer Outdoor Concerts	21	40
Other programs or events	4	9
None	49%	28%

*Based on multiple responses (% selected)

19. How would you rate your overall satisfaction with Morton Grove Park District programs or events you have recently participated in? (0-10 scale)

	Random Sample n=262 (weighted)	Public Survey n=304 (unweighted)
Completely satisfied (9-10)	35%	33%
Very satisfied (8)	26	28
Slightly satisfied (6-7)	17	24
Neutral (5)	19	9
Dissatisfied (0-4)	3	6
Mean (average)	7.6	7.6

20. If you are dissatisfied with any program or event, indicate which one(s) and why.

Coding of open-ends is in progress; results will be included in the final report.

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21. What program suggestions/ ideas do you have for the Park District to offer the following groups?

	Random Sample (weighted)	Public Survey (unweighted)
<i>Coding of open-ends is in progress; results will be included in the final report.</i>		

22. Overall how familiar are you with:
(0-10 scale)

	Random Sample (weighted)	Public Survey (unweighted)
The physical condition of Harrer Pool	n=391	n=413
Extremely familiar (9-10)	20%	36%
Very familiar (8)	12	12
Slightly familiar (6-7)	14	19
Neutral (5)	12	11
Unfamiliar (0-4)	42	21
Mean (average)	4.7	6.6
The costs to maintain and operate Harrer Pool in its current condition	n=398	n=411
Extremely familiar (9-10)	13%	18%
Very familiar (8)	8	9
Slightly familiar (6-7)	13	21
Neutral (5)	12	14
Unfamiliar (0-4)	54	38
Mean (average)	3.7	4.9

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23. Below are some options that the Park District may consider for the Harrer Pool and its site. Please read each one and then indicate if you strongly oppose, somewhat oppose, somewhat support, or strongly support that option.

	Random Sample (weighted)	Public Survey (unweighted)
D. Keep the newer Spray Ground facility, close and remove the pool by filling in that site at least temporarily, and consider building a recreation center at that location that could include an indoor pool, an outdoor pool, a larger fitness center (to replace the Prairie View fitness room), gym courts, and dedicated daycare and preschool program space. The cost of this improvement will be decided when the scope of the project is determined, and will require passing a voter referendum.	n=395	n=413
Strongly oppose	24%	22%
Somewhat oppose	10	14
Somewhat support	39	33
Strongly support	26	31
C. Keep the newer Spray Ground facility at Harrer Pool, but close and remove the pool by filling in that site and permanently keep it as park/open space. This option would <u>not</u> require a voter-approved referendum to pay for the costs.	n=391	n=413
Strongly oppose	39%	66%
Somewhat oppose	19	13
Somewhat support	25	13
Strongly support	17	8
B. Replace Harrer Outdoor pool with a larger pool and new features (e.g., bathhouses, some water park features), while still ensuring better operations and safety for decades to come. The cost of this improvement would require passing a voter referendum for a property tax increase of about \$100 for a home valued at \$300,000.	n=389	n=412
Strongly oppose	32%	18%
Somewhat oppose	16	12
Somewhat support	29	28
Strongly support	23	42
A. Replace Harrer Outdoor Pool with a similar-sized pool and facility, to ensure better operations and overall safety for decades to come. The cost of this improvement would require passing a voter referendum for a property tax increase of about \$70 for a home valued at \$300,000.	n=392	n=412
Strongly oppose	29%	17%
Somewhat oppose	16	14
Somewhat support	36	31
Strongly support	19	38

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24. Which option do you SUPPORT the most?

	Random Sample n=368 (weighted)	Public Survey n=397 (unweighted)
Keep Spray Ground facility, but close/fill in the pool and consider building a rec center, etc.	39%	36%
Keep Spray Ground facility, but close/fill in the pool and permanently keep it as park or open space, etc.	24	10
Replace Harrer Outdoor pool with a larger pool and new features, etc.	19	32
Replace Harrer Outdoor Pool with a similar sized pool and facility, etc.	17	22

25. Why do you SUPPORT that option most?

Coding of open-ends is in progress; results will be included in the final report.

26. Which option do you OPPOSE the most?

	Random Sample n=366 (weighted)	Public Survey n=388 (unweighted)
Keep Spray Ground facility, but close/fill in the pool temporarily and consider building a rec center, etc.	14%	11%
Keep Spray Ground facility, but close/fill in the pool and permanently keep it as park or open space, etc.	48	65
Replace Harrer Outdoor pool with a larger pool and new features, etc.	28	16
Replace Harrer Outdoor Pool with a similar sized pool and facility, etc.	10	8

27. Why do you OPPOSE that option most?

Coding of open-ends is in progress; results will be included in the final report.

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28. If a new recreation center were built, how important are each of the following features to you and your household

	Random Sample (weighted)	Public Survey (unweighted)
A. Indoor pool for general/ lap swimming and lessons	n=384	n=400
Not at all important	24%	11%
Not very important	11	9
Somewhat important	32	32
Very important	34	48
B. Outdoor open pool	n=379	n=398
Not at all important	28%	11%
Not very important	15	8
Somewhat important	26	20
Very important	31	61
C. Expanded fitness center to replace the current one at Prairie View	n=379	n=395
Not at all important	24%	20%
Not very important	17	19
Somewhat important	35	33
Very important	25	28
D. Gym courts	n=374	n=394
Not at all important	32%	26%
Not very important	25	26
Somewhat important	28	29
Very important	14	18
E. Dedicated space for daycare and preschool programs	n=364	n=392
Not at all important	41%	35%
Not very important	20	24
Somewhat important	26	26
Very important	13	15

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29. From what sources do you get information about the Morton Grove Park District and its programs, parks, facilities, or services?

	Random Sample n=403 (weighted)	Public Survey n=405 (unweighted)
Park District's printed program guide	67%	77%
Morton Grove Park District website	55	71
Village of Morton Grove (website, visit)	38	34
Rely on word of mouth from family, friends, or neighbors	25	35
Emails from the Park District	23	27
Other Park District mailings	26	19
Social media, such as Facebook, Twitter, Instagram, Pinterest, etc.	13	26
Morton Grove Public Library (visit, website, or phone call)	16	16
Call the Park District main office	11	17
Local newspaper (print or online)	10	7
Communications from local schools	3	8
Other website	1	<1
Other source	2	2

*Based on multiple responses (% selected)

30. Which is your preferred source of information?

	Random Sample n=377 (weighted)	Public Survey n=385 (unweighted)
Park District's printed program guide	45%	38%
Morton Grove Park District website	21	38
Village of Morton Grove (website, visit)	11	6
Emails from the Park District	7	4
Social media, such as Facebook, Twitter, Instagram, Pinterest, etc	1	5
Call the Park District main office	3	2
Other Park District mailings	5	<1
Local newspaper	2	2
Rely on word of mouth from family, friends, or neighbors	<1	4
Morton Grove Public Library (visit, website, or phone call)	2	<1
Other website	1	-
Other source	<1	-
Communications from local schools	-	-

31. What one thing could the Morton Grove Park District do currently to serve you and your household better? Please be specific.

Coding of open-ends is in progress; results will be included in the final report.

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32. What is your age? (In what year were you born?)

	Random Sample n=385 (weighted)	Public Survey n=392 (unweighted)
Under 45	38%	41%
45 - 64	34	41
65+	28	18

33. What is your gender?

	Random Sample n=404 (weighted)	Public Survey n=398 (unweighted)
Male	46%	28%
Female	54	72

34. Including yourself, how many people...

	Random Sample n=403 (weighted)	Public Survey n=393 (unweighted)
... live in your household?		
1	21%	8%
2	37	22
3+	42	70
... are under age 18?	n=392	n=402
Zero	69%	43%
1	12	17
2	13	28
3+	6	12
... are 65 or older?	n=325	n=399
Zero	49%	71%
1	28	17
2	23	12

35. Which of the following identifies your ethnicity?

	Random Sample n=386 (weighted)	Public Survey n=388 (unweighted)
White/Caucasian	84%	84%
Asian	15	11
Other	6	9

*Based on multiple responses.

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