

Geneseo Park District Needs Assessment Survey

...helping organizations make better decisions since 1982

Findings
Report

Submitted by:

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

September 2016





Contents

Executive Summary	i
Charts and Graphs	1
Priority Investment Rating.....	23
Benchmarking Analysis.....	31
Tabular Data	36
Survey Instrument	103

The Geneseo Park District Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a Community Survey for the Geneseo Park District during the summer of 2016. The survey was administered as part of the Strategic Plan to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. The survey and its results will aid the Geneseo Park District in taking a resident-driven approach to making decisions that will enrich the future of the City and positively affect the lives of residents.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the Geneseo Park District. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the Geneseo Park District from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 400 residents. The goal was exceeded with a total of 425 residents completing the survey. The overall results for the sample of 425 households have a precision of at least +/-4.8% at the 95% level of confidence.

This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the City's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the cover letter and survey instrument (Section 5)

The major findings of the survey are summarized below and on the following pages.

Program Participation and Ratings

Overall Participation: Forty-five percent (45%) of households surveyed indicated they had participated in Geneseo Park District programs during the past 12 months.

Ratings: Of households who had participated in programs, 85% rated the programs as either “excellent” (31%) or “good” (54%). Only 13% rated the programs as “fair” and only 2% of respondents rated any of the programs or activities they have participated in as “poor”.

Use: When asked how many different recreation programs or activities their household have participated in over a quarter (26%) of respondents who had participated in a program within the past 12 months indicated they participated in at least one program, 49% participated in 2-3 programs, 18% participated in 4-6 programs, 4% participated in 7-10 programs, and 3% participated in 11 or more programs or activities. Over half (65%) of respondents indicated the reason they participate is because of the location of the program or event facility, 43% indicated it was the time the program or event is offered, and 34% indicated it was because friends participate in the program or event.

Information Sources

Respondents were asked to indicate the ways they learn about Geneseo Park District recreation programs, facilities and activities. Park District Activity Guide (78%), from friends and neighbors (49%), and the newspaper (45%) were the most common methods. Respondents were then asked to indicate which three sources they most preferred: park district activity guide (58%), park district website (31%), and the newspaper 26%) were the most preferred.

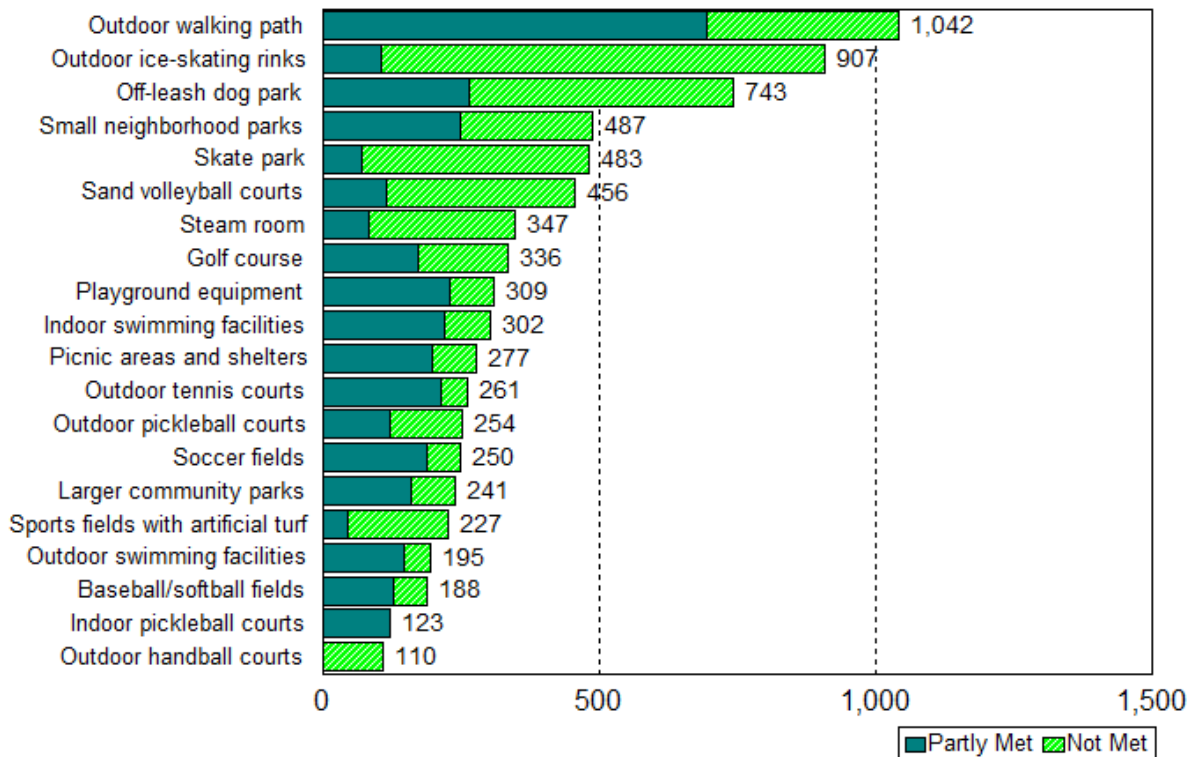
Facility Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 20 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three recreation facilities with the highest percentage of households that indicated a need for the facility were: larger community parks (57%), outdoor walking paths (57%), and picnic areas and shelters (57%). When ETC Institute analyzed the needs in the community, only three facilities, larger community parks, outdoor walking paths, and picnic areas and shelters had a need that affected more than 2,500 households. ETC Institute estimates a total of 1,042 of the 4,579 households in the Geneseo Park District who have a need have unmet needs for outdoor walking paths. The estimated number of households that have unmet needs for each of the 20 facilities that were assessed is shown in the table below.

Q6-3. Estimated Number of Households Whose Needs for Park and Recreation Facilities Are Being Partly Met or Not Met

by number of households based on 4,579 households in Geneseo Park District

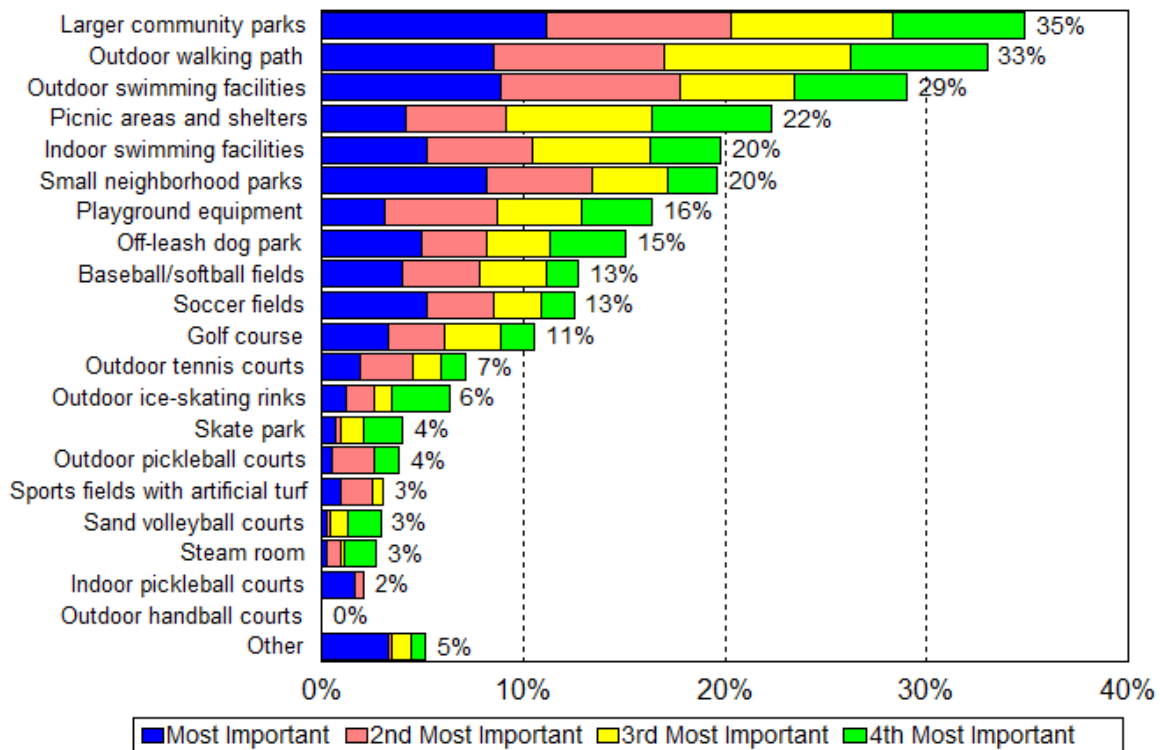


Source: ETC Institute (2016)

Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the three most important facilities to residents were: larger community parks (35%), outdoor walking paths (33%), and outdoor swimming facilities (29%). The percentage of residents who selected each facility as one of their top four choices is shown in the table on the following page.

Q7. Parks and Recreation Facilities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

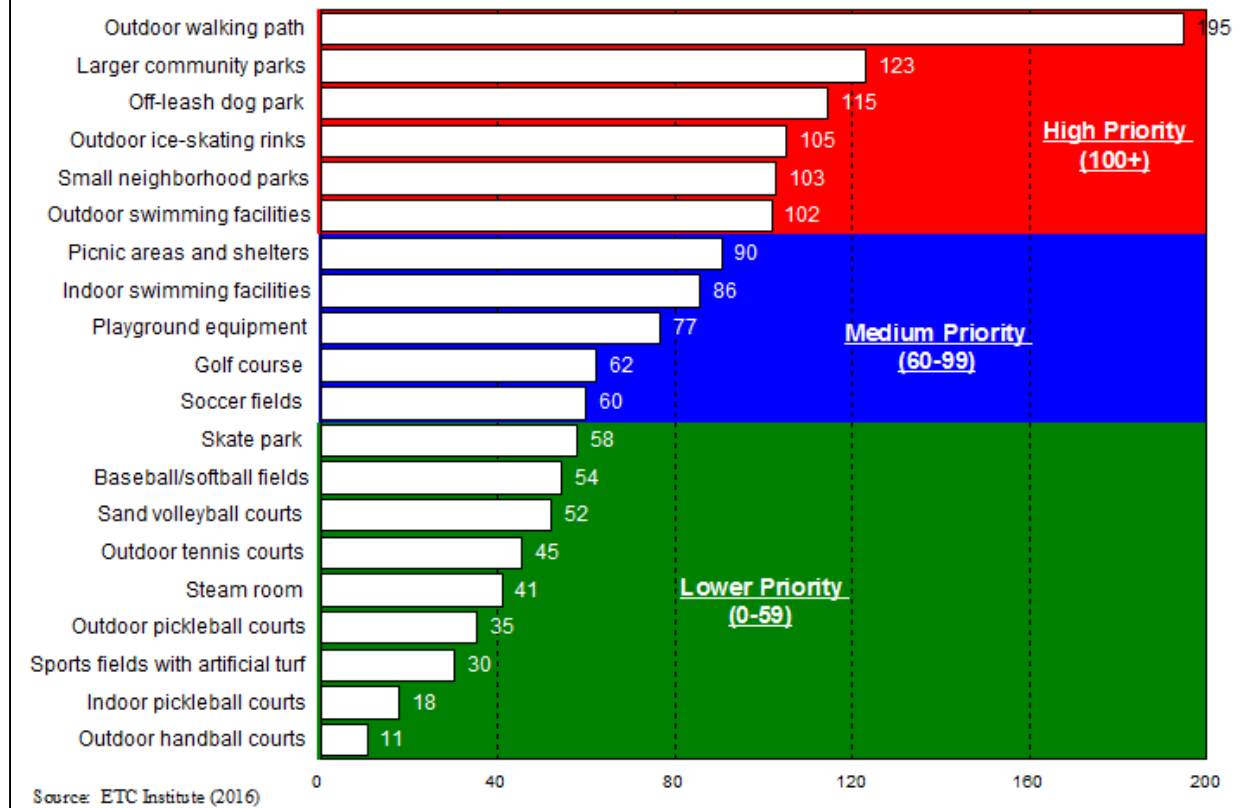
Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Park District investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following six facilities were rated as high priorities for investment:

- Outdoor walking path (PIR=195)
- Larger community parks (PIR=123)
- Off-leash dog park (PIR=115)
- Outdoor ice-skating rinks (PIR=105)
- Small neighborhood parks (PIR=103)
- Outdoor swimming facilities (PIR=102)

The chart on the following page shows the Priority Investment Rating for each of the 20 facilities/amenities that were assessed on the survey.

Top Priorities for Investment for Facilities Based on the Priority Investment Rating



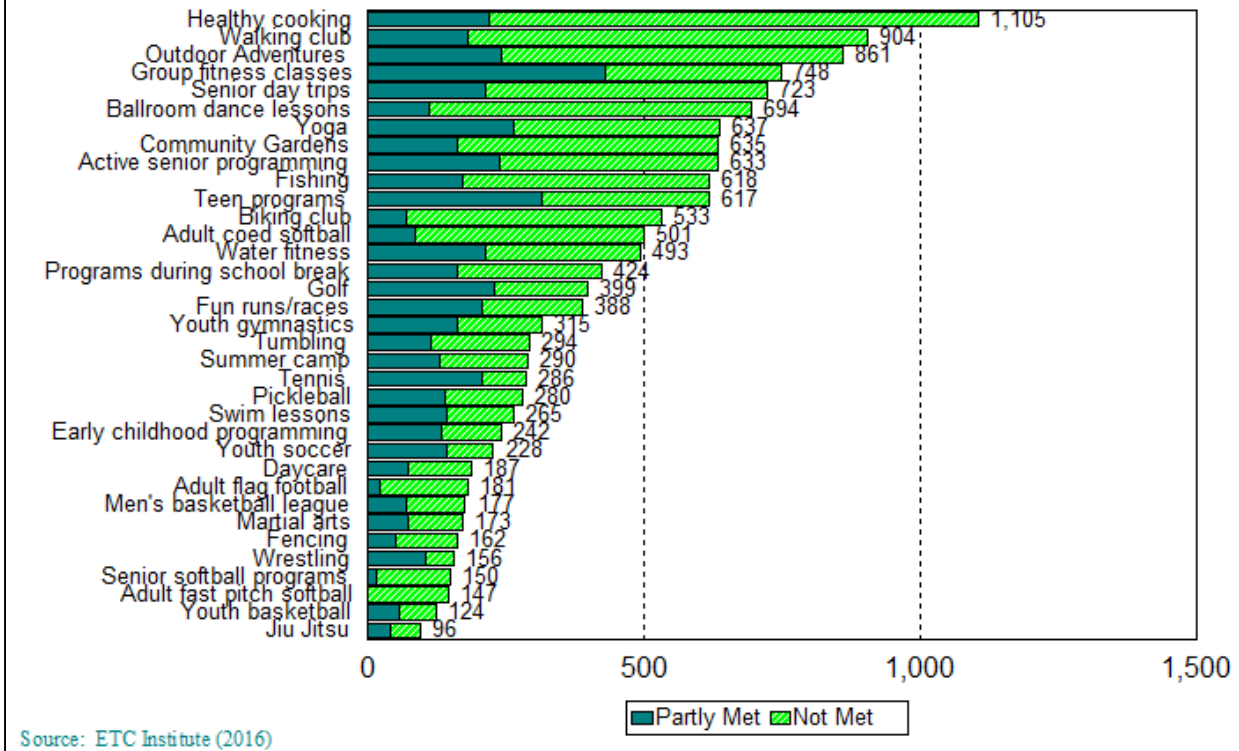
Programming Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 35 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The three programs with the highest percentage of households that had needs were: group fitness classes (35%), water fitness (27%), and healthy cooking (26%). Only one program, healthy cooking, was in the top three for overall need and unmet need among the 35 programming-related areas that were assessed. ETC Institute estimates that a total of 1,105 households have unmet needs for healthy cooking. The estimated number of households that have unmet needs for each of the 35 programs that were assessed is shown in the chart on the following page.

Q9-3. Estimated Number of Households in the Geneseo Park District Whose Needs for Programs Are Being Partly Met or Not Met

by number of households based on 4,579 households in Geneseo Park District

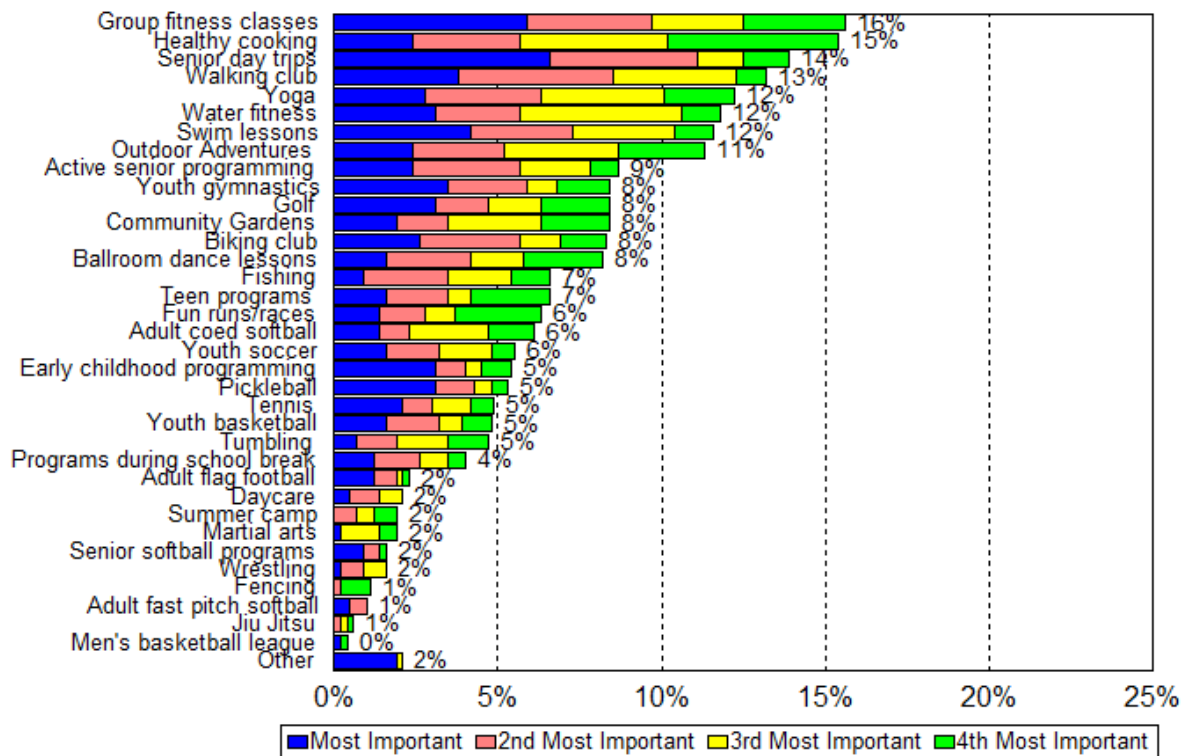


Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents' top four choices, the three most important programs to residents were: group fitness classes (16%), healthy cooking (15%), and senior day trips (14%).

The percentage of residents who selected each program as one of their top four choices is shown in the table at the top of the following page.

Q10. Programs Households Would Participate in Most if Offered by the Geneseo Park District

by percentage of respondents who selected the items as one of their top four choices

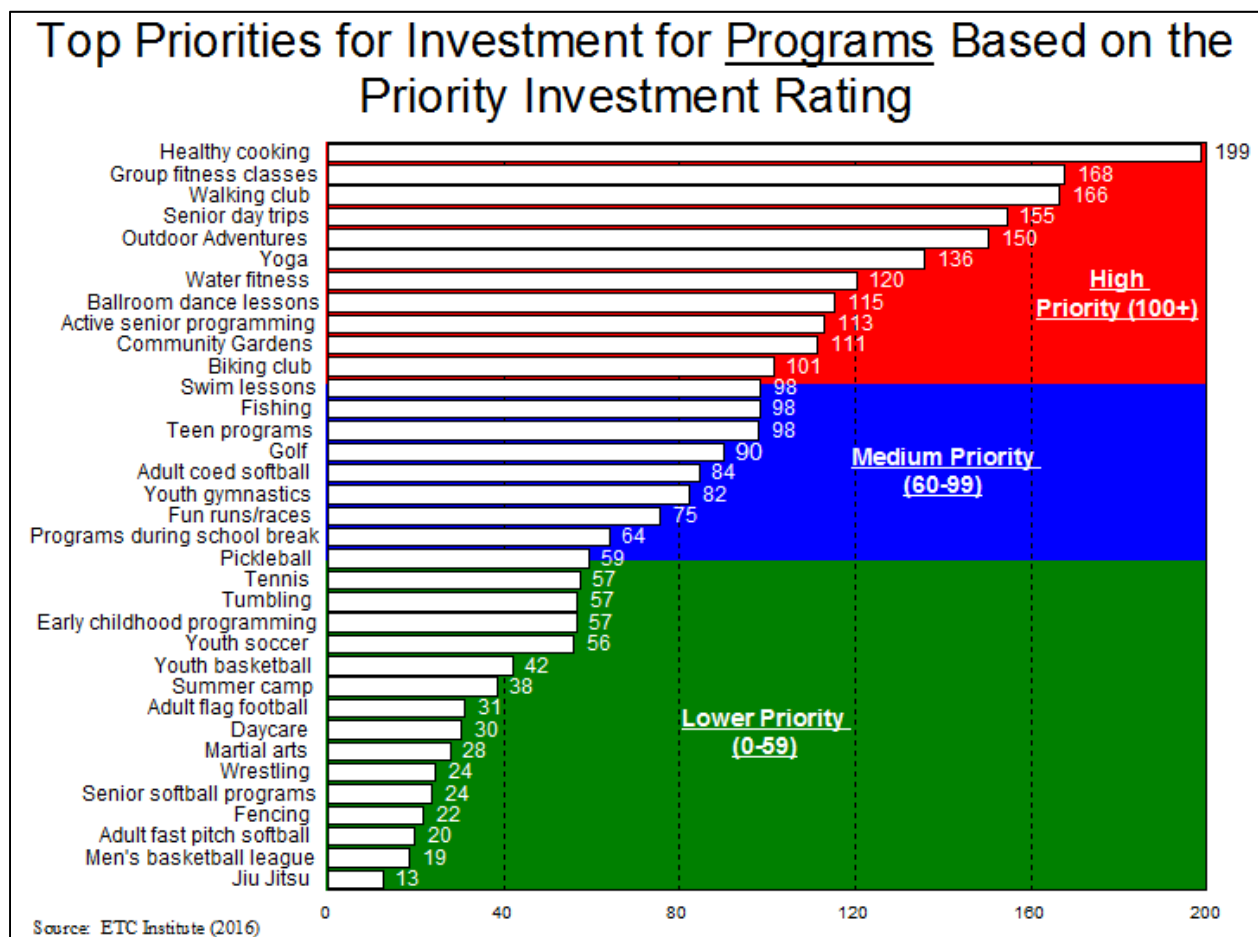


Source: ETC Institute (2016)

Priorities for Programming Investments. Based the priority investment rating (PIR), which was described briefly on page iv of this Executive Summary and is described in more detail in Section 2 of this report, the following eleven programs were rated as “high priorities” for investment:

- Healthy Cooking (PIR=199)
- Group fitness classes (PIR=168)
- Walking club (PIR=166)
- Senior day trips (PIR=155)
- Outdoor adventures (PIR=150)
- Yoga (PIR=136)
- Water fitness (PIR=120)
- Ballroom dance lessons (PIR=115)
- Active senior programming (PIR=113)
- Community gardens (PIR=111)
- Biking club (PIR=101)

The chart on the following page shows the Priority Investment Rating (PIR) for each of the 35 programs that were rated.



Satisfaction with Various Aspects of the Park District

The Geneseo Park District asked its residents to rate their level of satisfaction with nine aspects of the district. Community Center desk staff saw the highest level of satisfaction, 82% of respondents indicated they were “very satisfied” (43%) or “satisfied” (39%). Program registration (79%) and the overall cleanliness of facilities (74%) were the other two areas that received the highest levels of satisfaction. Fees for memberships and programs were the two aspects of the park district that received the lowest levels of satisfaction among respondents.

Importance of Issues Impacting the Future of the Park District

The Park District faces a number of issues that could impact the future of the Geneseo Park District. Respondents were asked to rate the importance of 19 different issues, the following is a brief summary of the most important issues. The most important issue was whether or not the Park District should offer free quarterly events for the whole community, 32% indicated it was “very important”, 31% indicated it was “important”, and 28% indicated it was “somewhat important”. The other most important issues are; offer free community events (89%), recruit and train qualified instructors (87%), and fostering a cross generational Board of Commissioners (86%). The top three most important issues are; offering free community events, modernizing equipment and facilities, and offer free quarterly events for the whole community.

Conclusions and Recommendations

An overwhelming 80% of respondents indicated they would recommend Geneseo Park District programs, facilities, and activities to a friend. When analyzing the facilities offered by the Geneseo Park District one item was the one of the top three most important to respondent's households and was one of the top three in highest level of unmet need. Focusing on outdoor walking paths within the district would provide the greatest benefit for the largest number of residents within the Geneseo Park District. Healthy cooking classes is the most needed program, respondents also indicated it was the second most important program for the Park District to provide. Focusing on this program will give the Park District the opportunity to provide the greatest benefit for the largest number of residents.

In order to ensure that the Geneseo Park District continues to meet the needs and expectations of the community, ETC Institute recommends that the Park District sustain and/or improve the performance in areas that were identified as "high priorities" by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed on the following page.

Facility Priorities

- Outdoor walking path (PIR=195)
- Larger community parks (PIR=123)
- Off-leash dog park (PIR=115)
- Outdoor ice-skating rinks (PIR=105)
- Small neighborhood parks (PIR=103)
- Outdoor swimming facilities (PIR=102)

Programming Priorities

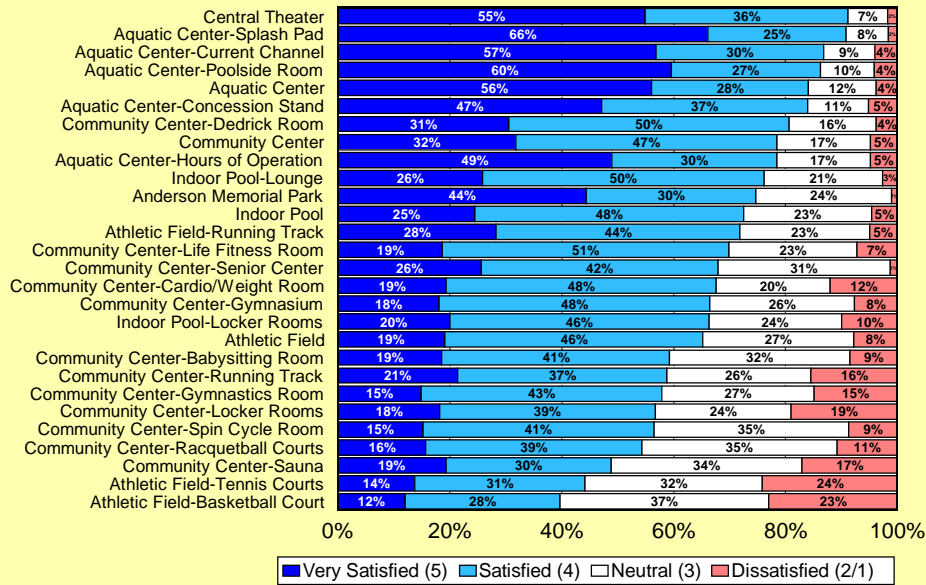
- Healthy Cooking (PIR=199)
- Group fitness classes (PIR=168)
- Walking club (PIR=166)
- Senior day trips (PIR=155)
- Outdoor adventures (PIR=150)
- Yoga (PIR=136)
- Water fitness (PIR=120)
- Ballroom dance lessons (PIR=115)
- Active senior programming (PIR=113)
- Community gardens (PIR=111)
- Biking club (PIR=101)

Section 1

Charts and Graphs

Q1. Satisfaction with Various Parks, Facilities and Programs Provided by the Geneseo Park District

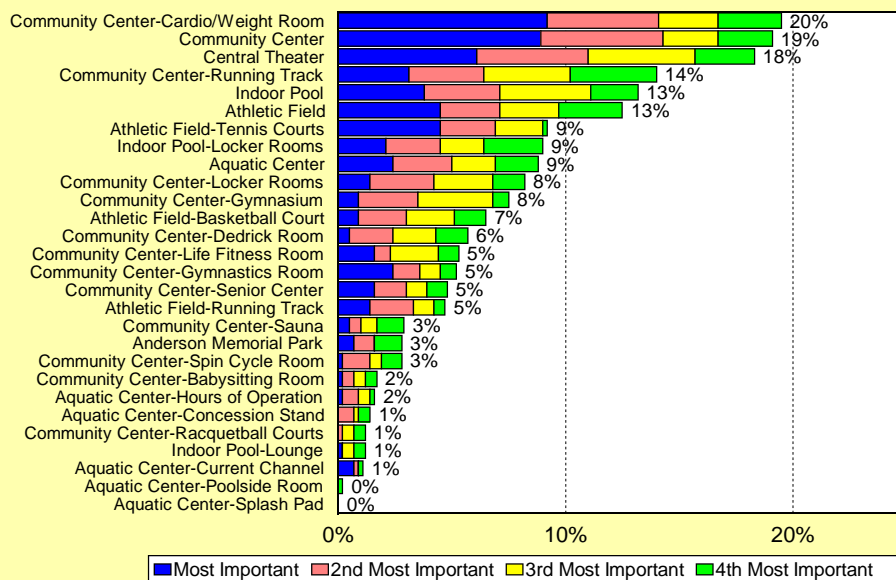
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q2. Parks, Facilities, and Programs Should Receive the Most Attention from the Geneseo Park District

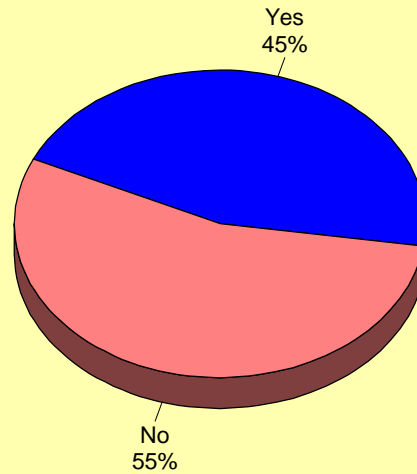
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q3. Has Your Household Participated in any Recreation Programs or Events Offered by the Geneseo Park District During the Past 12 Months?

by percentage of respondents

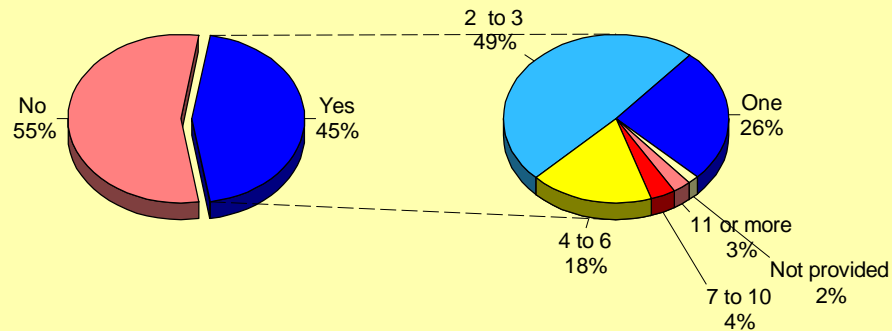


Source: ETC Institute (2016)

Q3. Has Your Household Participated in any Recreation Programs or Events Offered by the Geneseo Park District During the Past 12 Months?

by percentage of respondents

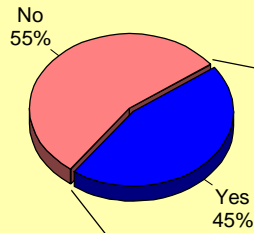
Q3a. How Many Different Recreation Programs or Activities Offered by the Geneseo Park District Has Your Household Participated In During The Past 12 Months?



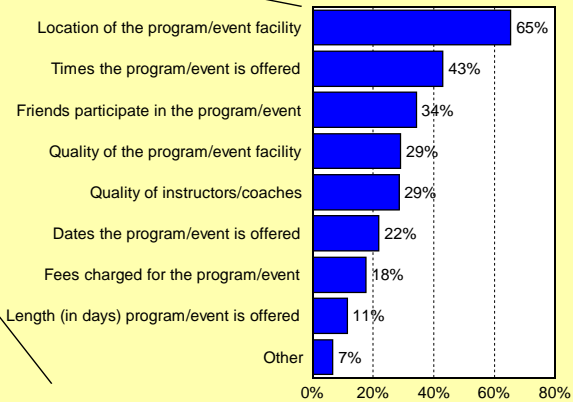
Source: ETC Institute (2016)

Q3. Has Your Household Participated in any Recreation Programs or Events Offered by the Geneseo Park District During the Past 12 Months?

by percentage of respondents



Q3b. Primary Reasons Households Have Participated in Geneseo Park District Recreation Programs or Events

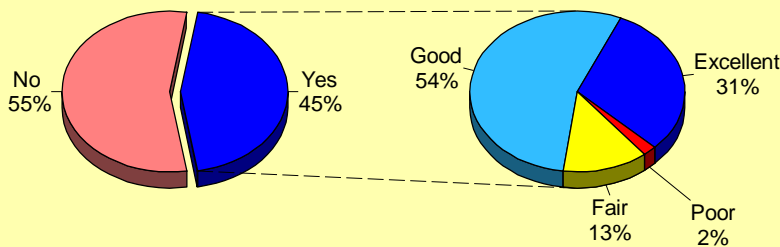


Source: ETC Institute (2016)

Q3. Has Your Household Participated in any Recreation Programs or Events Offered by the Geneseo Park District During the Past 12 Months?

by percentage of respondents

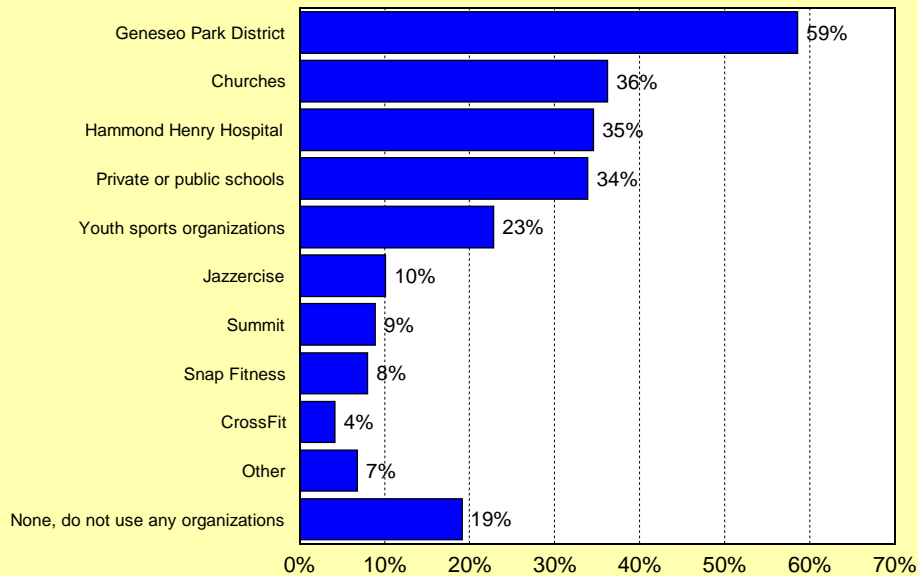
Q3c. How Would You Rate the Overall Quality of Recreation Programs or Events in Which Your Household has Participated?



Source: ETC Institute (2016)

Q4. Organizations You and Members of Your Household Have Used for Parks and Recreation Programs and Services

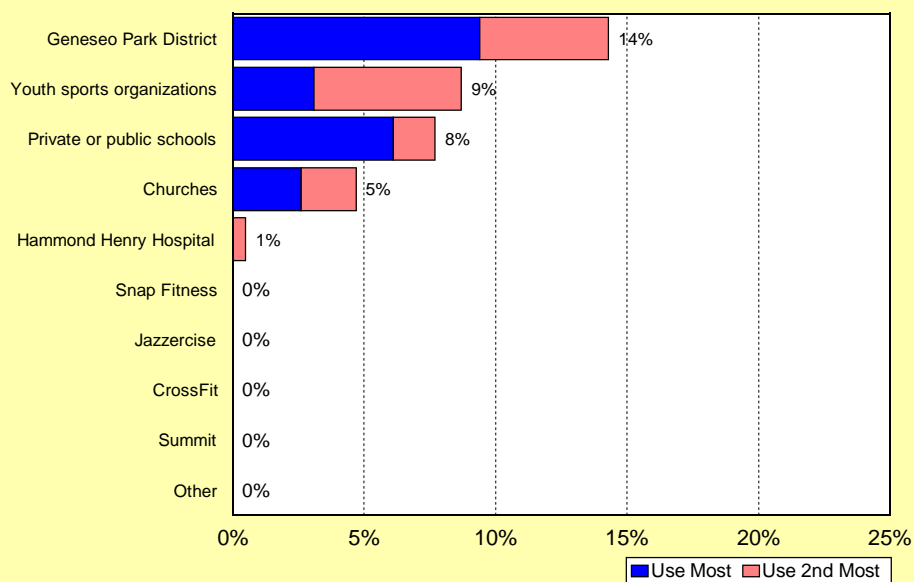
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q5. Organizations Used Most by Household Members Ages 0 to 9 Years Old

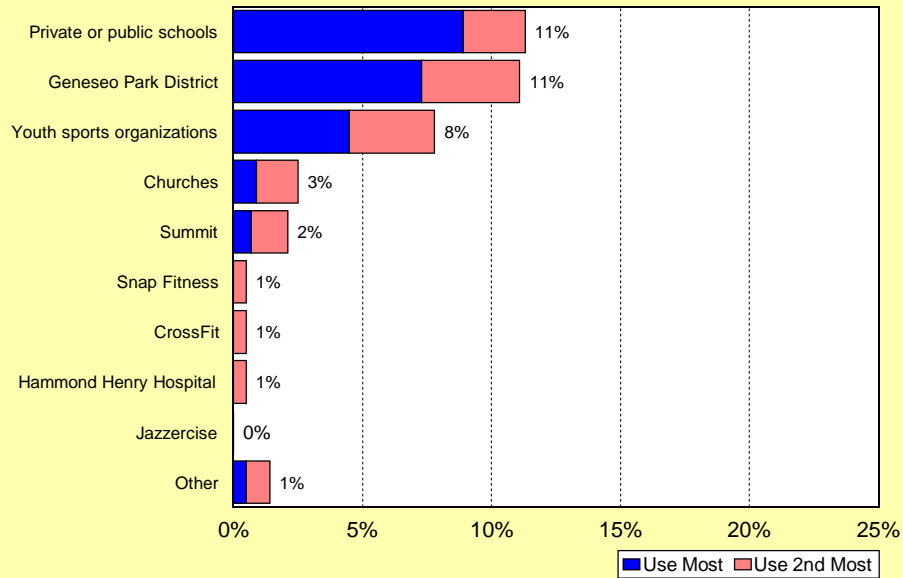
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

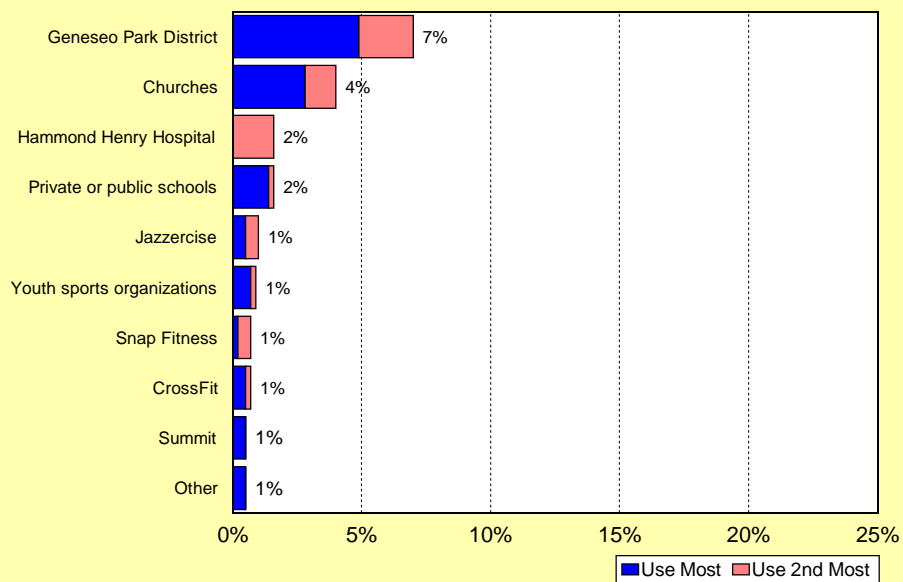
Q5. Organizations Used Most by Household Members Ages 10 to 18 Years Old

by percentage of respondents who selected the items as one of their top four choices



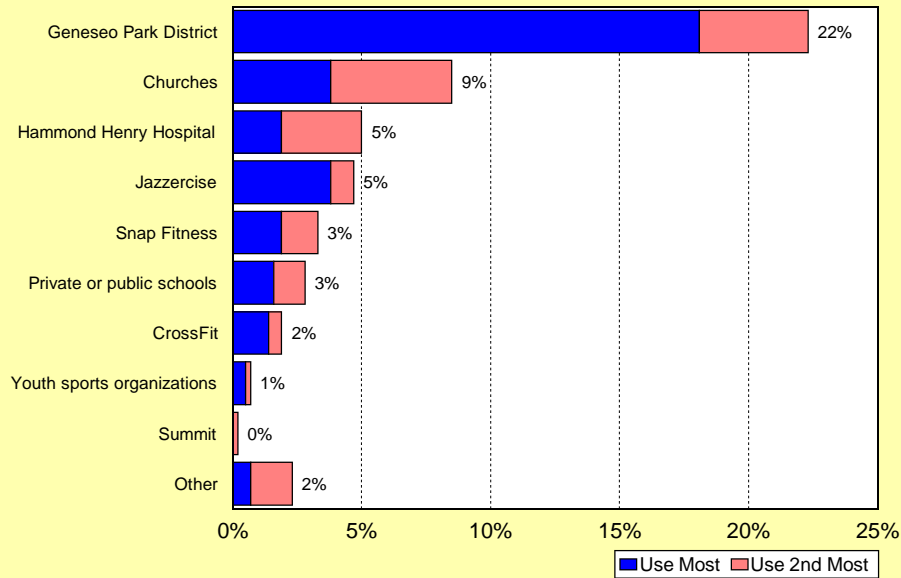
Q5. Organizations Used Most by Household Members Ages 19 to 29 Years Old

by percentage of respondents who selected the items as one of their top four choices



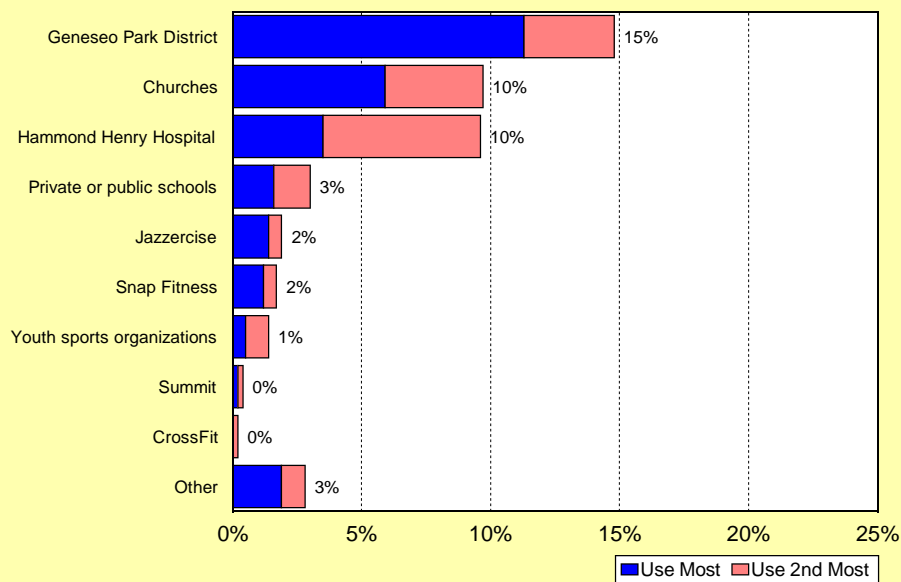
Q5. Organizations Used Most by Household Members Ages 30 to 54 Years Old

by percentage of respondents who selected the items as one of their top four choices



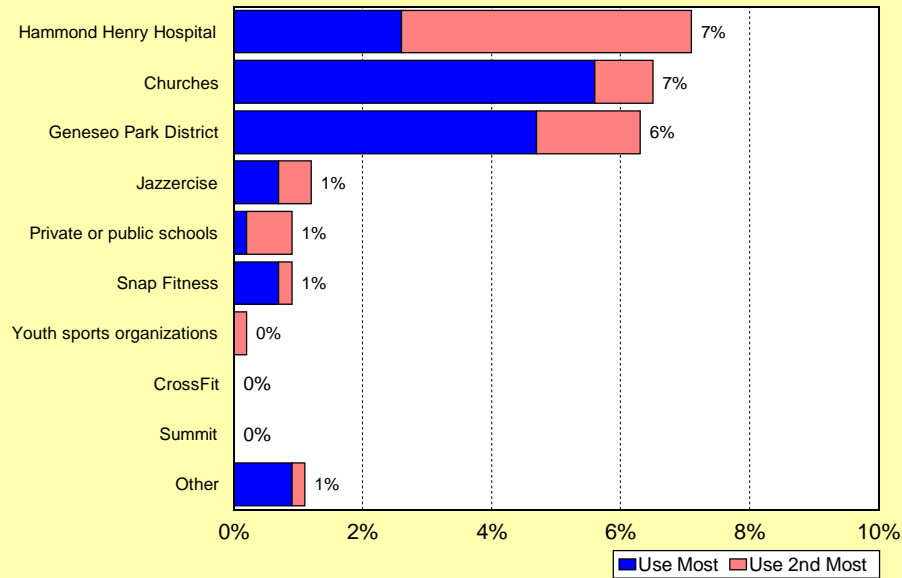
Q5. Organizations Used Most by Household Members Ages 55 to 69 Years Old

by percentage of respondents who selected the items as one of their top four choices



Q5. Organizations Used Most by Household Members Ages 70 and Older

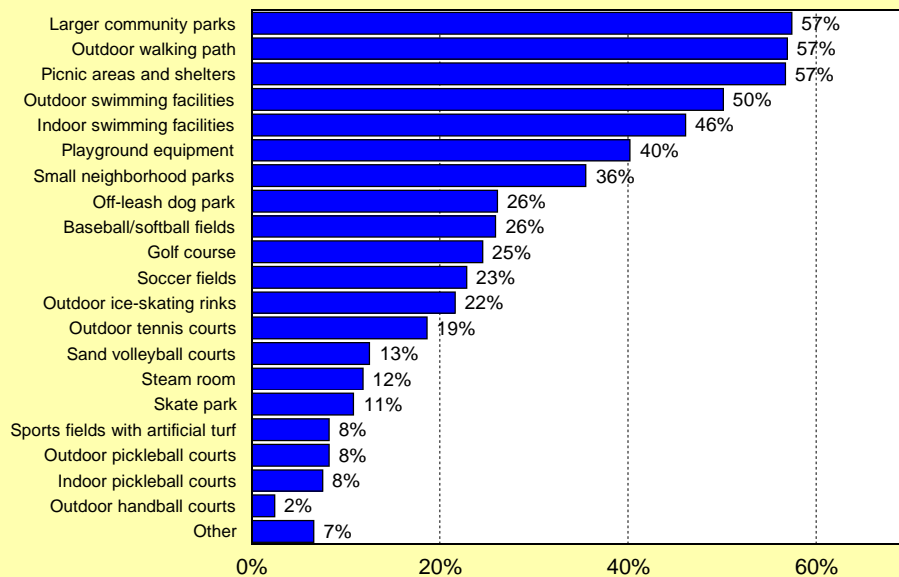
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q6. Park and Recreation Facilities Respondent Households Have a Need For

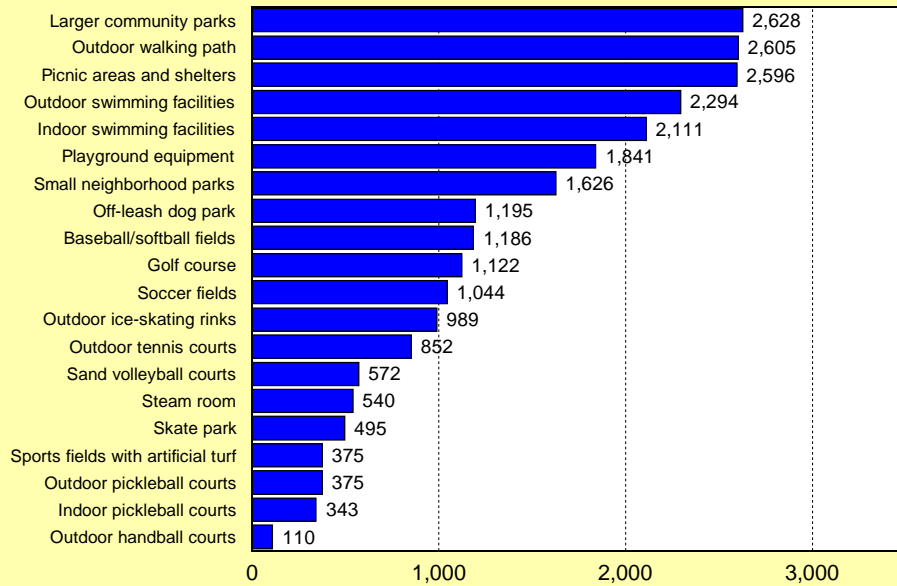
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q6-1. Estimated Number of Households in the Geneseo Park District That Have a Need for Parks and Recreation Facilities

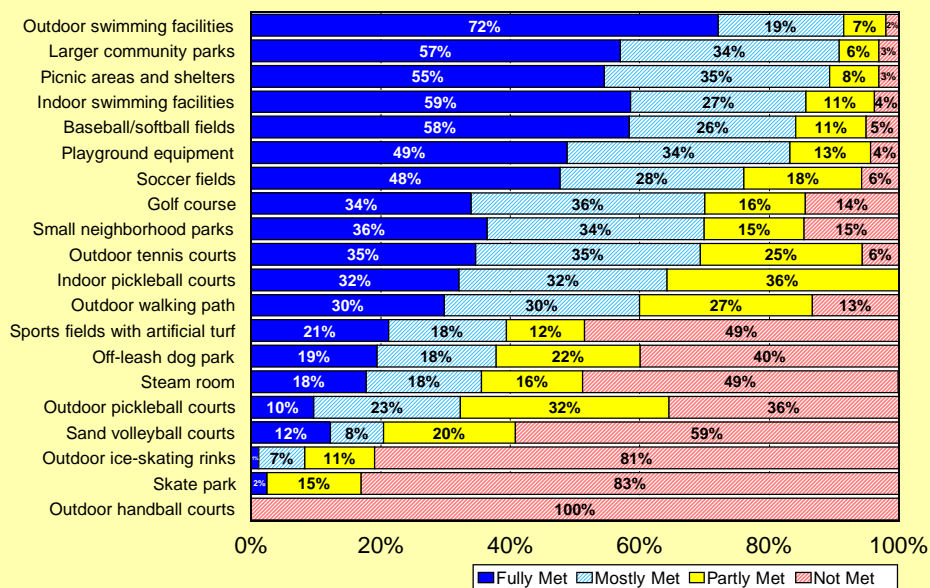
by number of households based on 4,579 households in Geneseo Park District



Source: ETC Institute (2016)

Q6-2. How Well Parks and Recreation Facilities Meet the Needs of Respondent Households

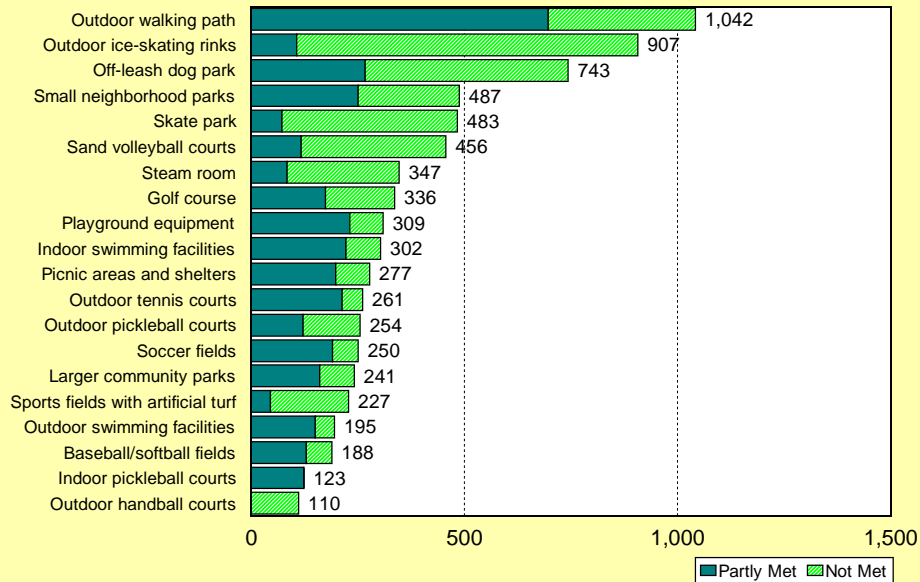
by percentage of respondents with a need for facilities



Source: ETC Institute (2016)

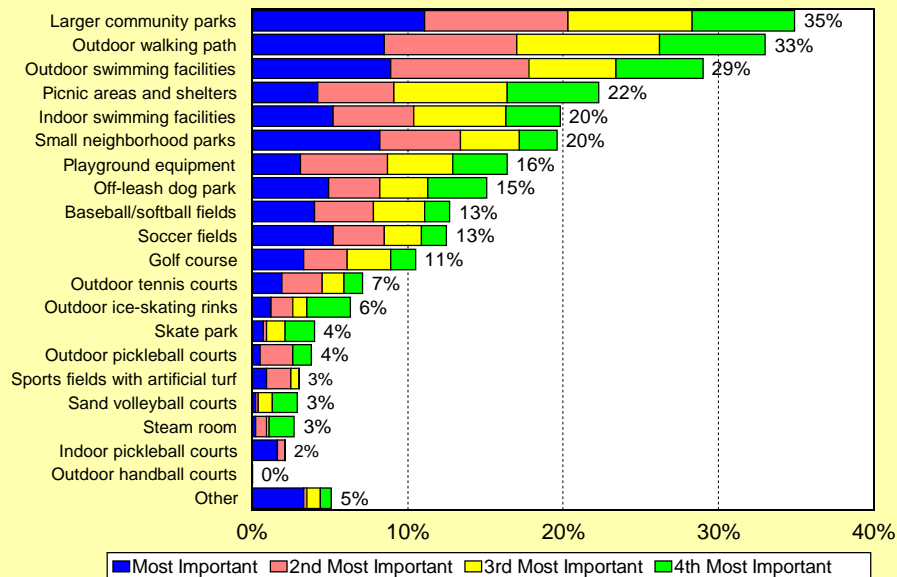
Q6-3. Estimated Number of Households Whose Needs for Park and Recreation Facilities Are Being Partly Met or Not Met

by number of households based on 4,579 households in Geneseo Park District



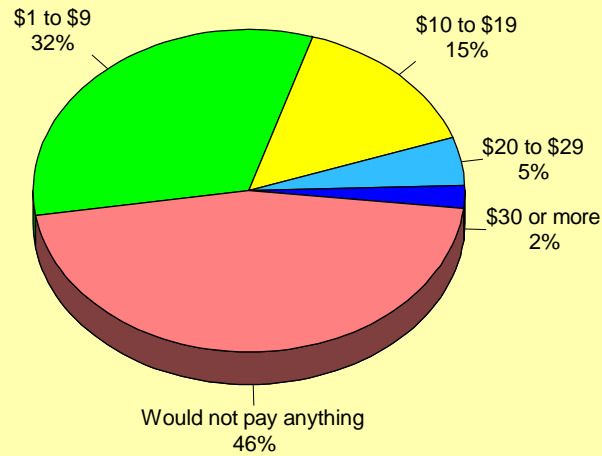
Q7. Parks and Recreation Facilities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



Q8. What is the MAXIMUM amount of tax increase you would be willing to pay per month for improvements to the parks/facilities that you rated as the most important?

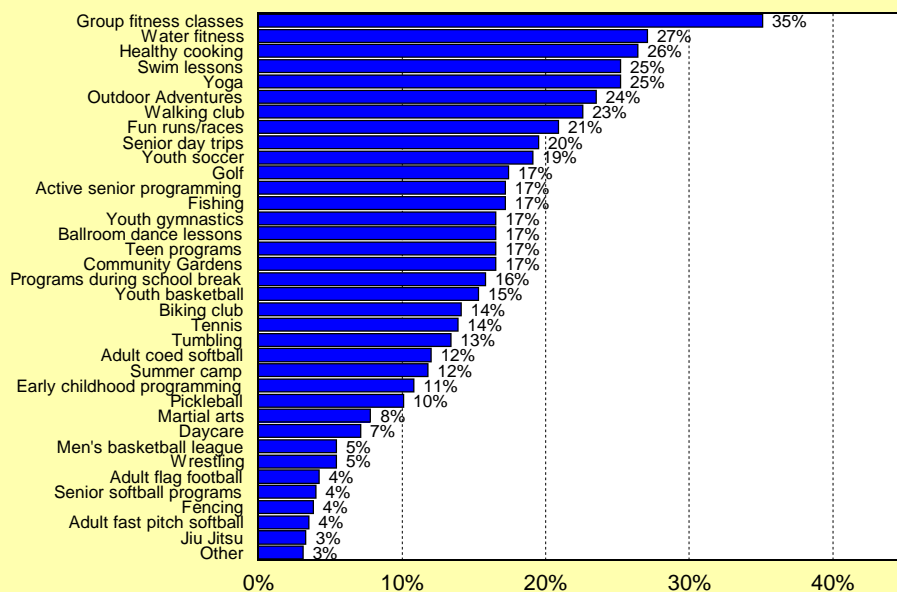
by percentage of households



Source: ETC Institute (2016)

Q9. Programs That Respondent Households Have a Need For

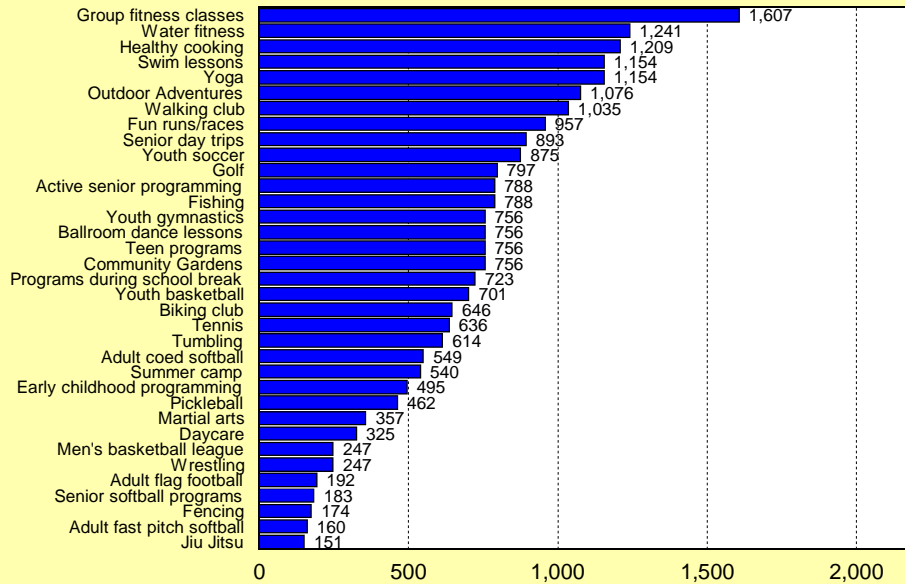
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q9-1. Estimated Number of Households in the Geneseo Park District That Have a Need for Various Programs

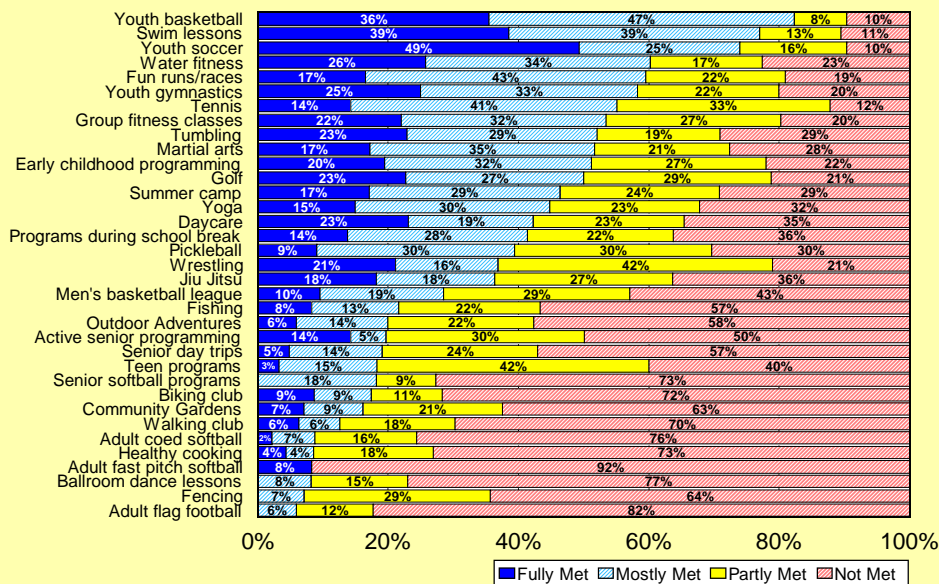
by number of households based on 4,579 households in Geneseo Park District



Source: ETC Institute (2016)

Q9-2. How Well Programs Meet the Needs of Respondent Households

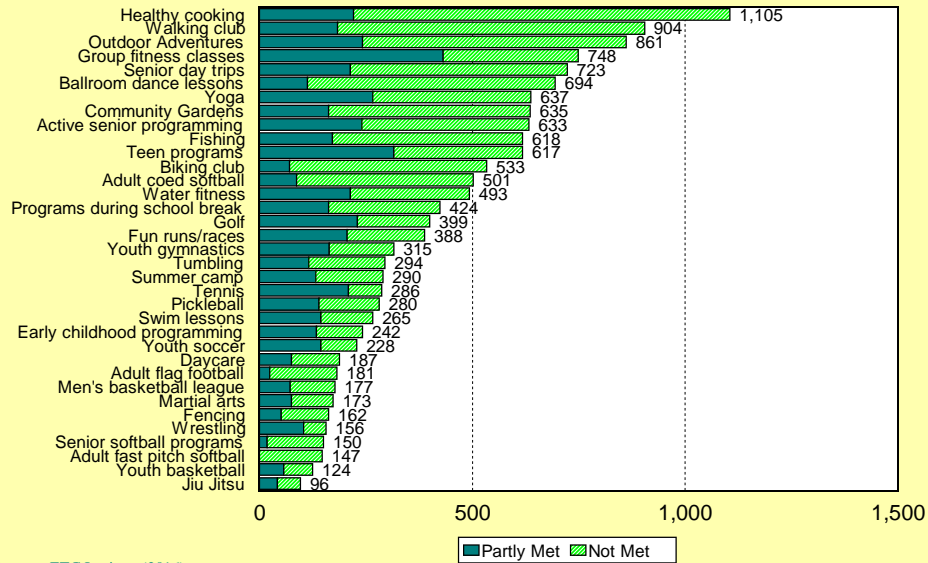
by percentage of respondents with a need for programs



Source: ETC Institute (2016)

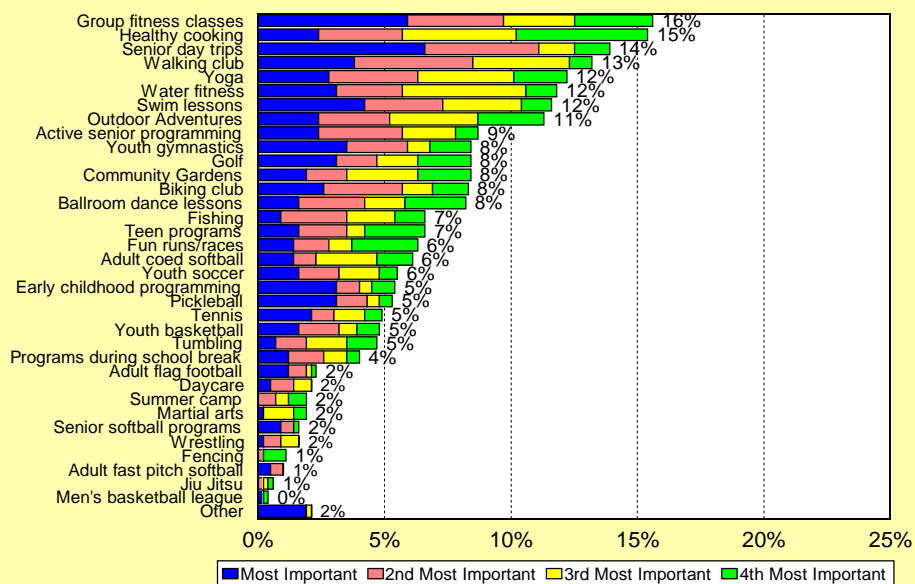
Q9-3. Estimated Number of Households in the Geneseo Park District Whose Needs for Programs Are Being Partly Met or Not Met

by number of households based on 4,579 households in Geneseo Park District



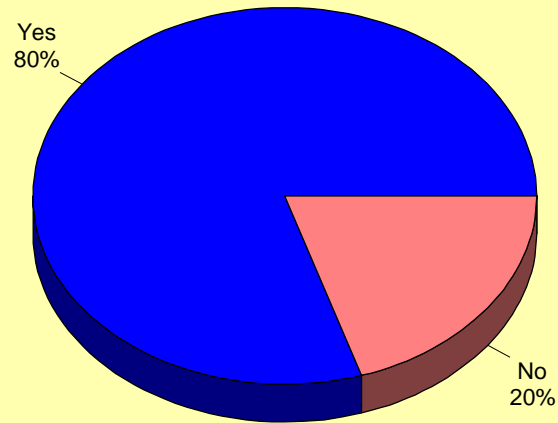
Q10. Programs Households Would Participate in Most if Offered by the Geneseo Park District

by percentage of respondents who selected the items as one of their top four choices



Q11. Would you recommend Geneseo Park District programs, facilities and activities to a friend?

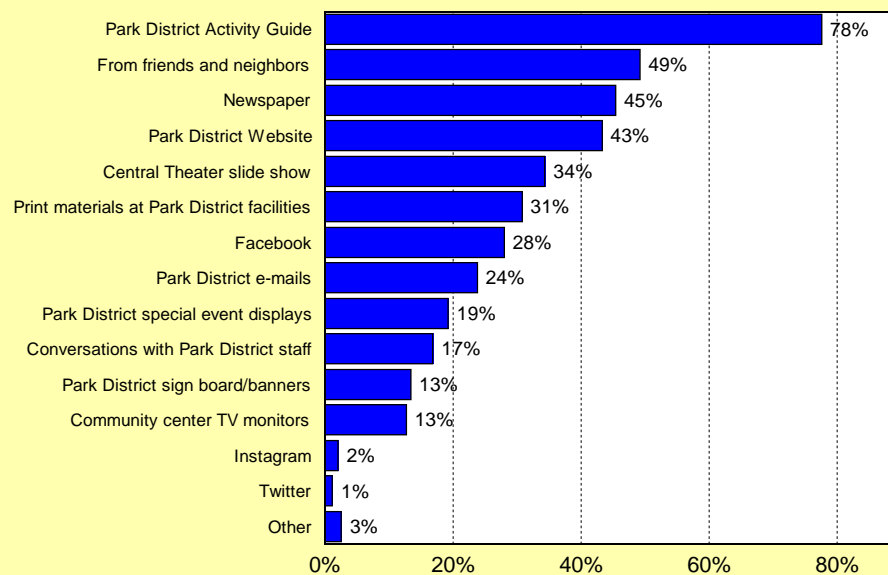
by percentage of respondents



Source: ETC Institute (2016)

Q12. How Respondent Households Learn About Geneseo Park District Programs, Facilities and Activities

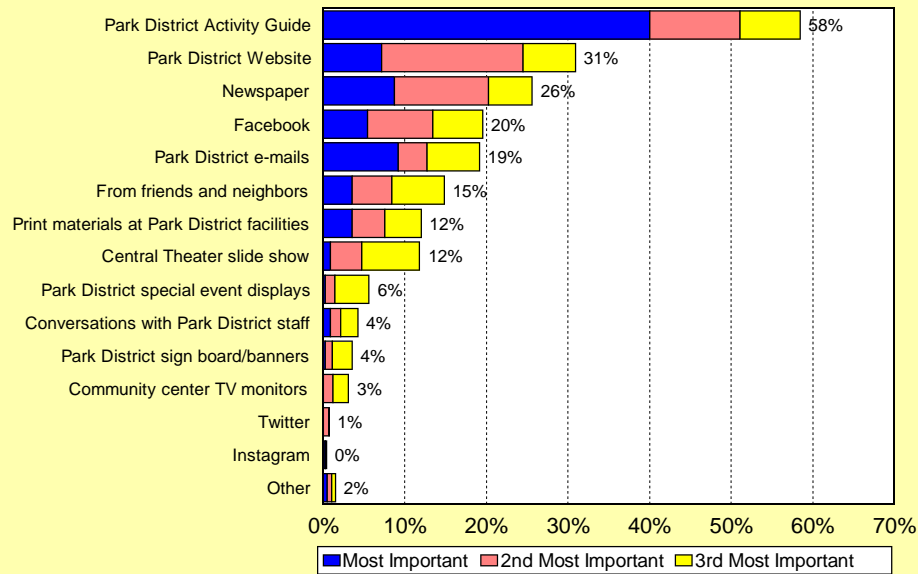
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q13. Most Preferred Ways of Learning About Programs and Activities

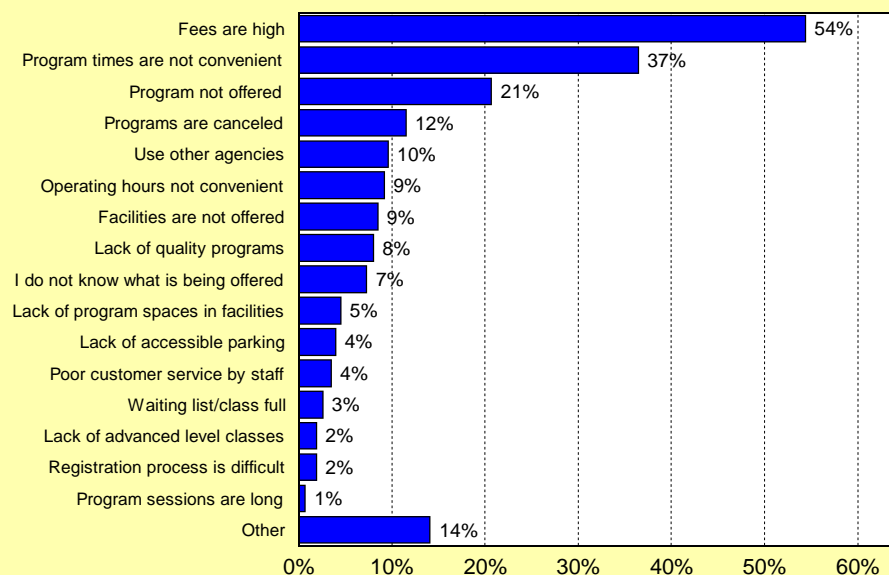
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2016)

Q14. Reasons Preventing Use of Parks, Facilities and Programs More Often

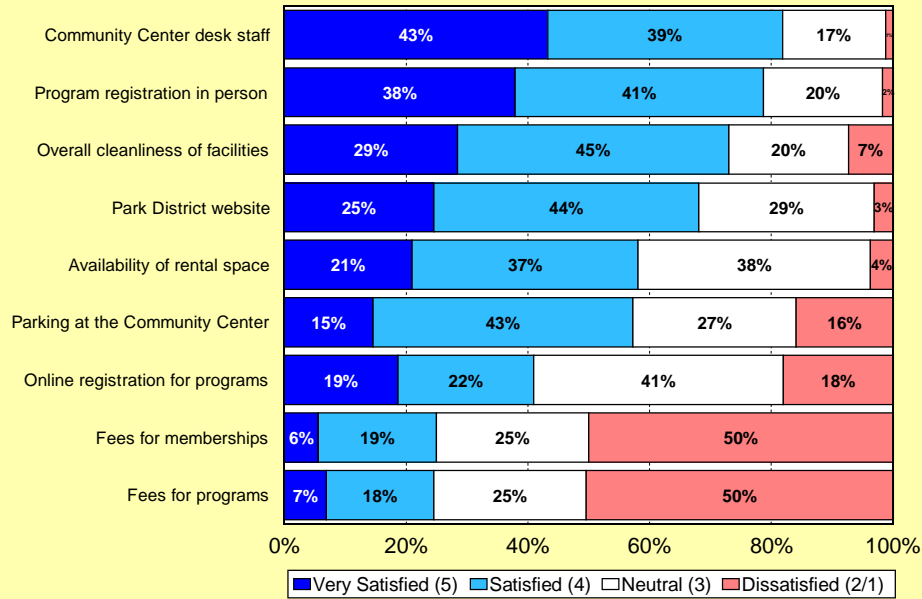
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Q15. Satisfaction with Various Aspects of the Park District

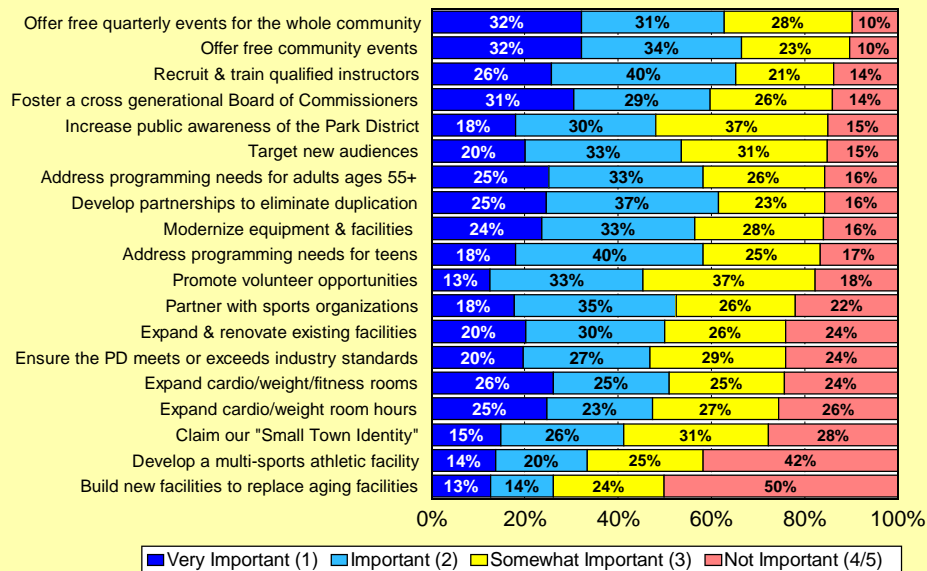
by percentage of respondents (excluding "don't know")



Source: ETC Institute (2016)

Q16. Level of Importance of Various Issues That Could Have an Impact on the Future of the Park District

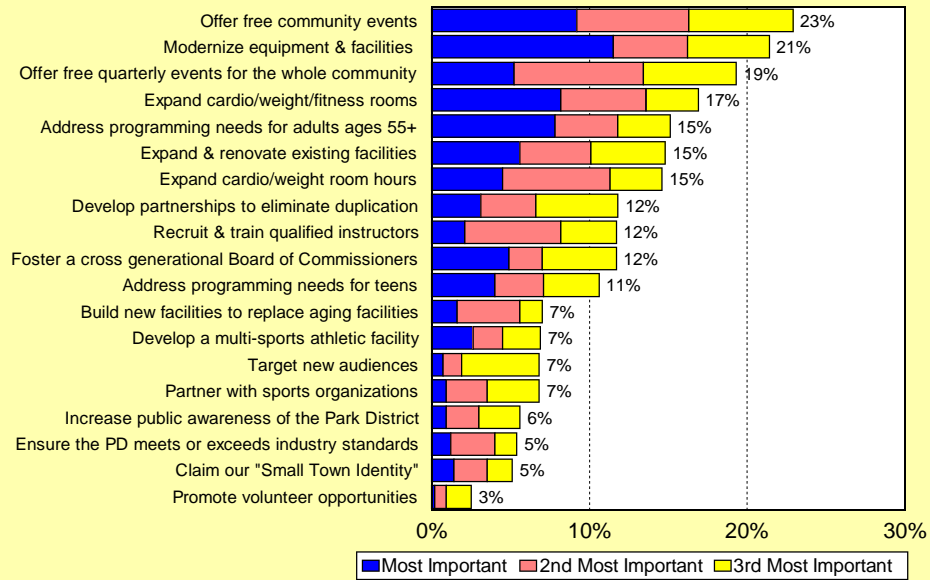
by percentage of respondents



Source: ETC Institute (2016)

Q17. Most Important Issues That Could Have an Impact on the Future of the Park District

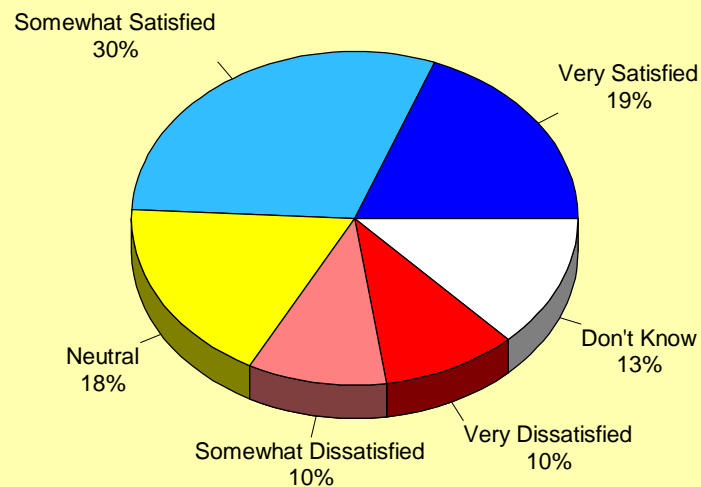
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2016)

Q19. Level of Satisfaction with the Overall Value Households Receives from the Geneseo Park District

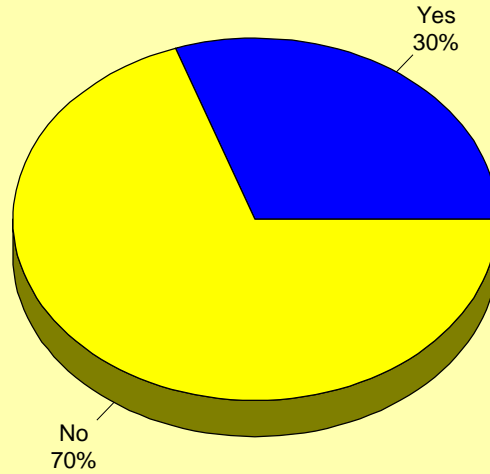
by percentage of respondents



Source: ETC Institute (2016)

Q20. Would you be interested in volunteering at Park District events?

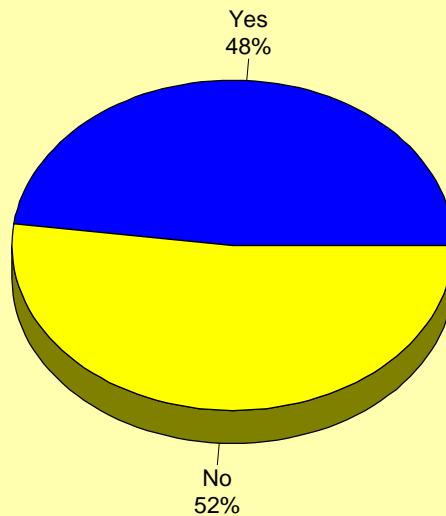
by percentage of respondents



Source: ETC Institute (2016)

Q21. Are You or Any Member of Your Household Currently a Member of the Community Center

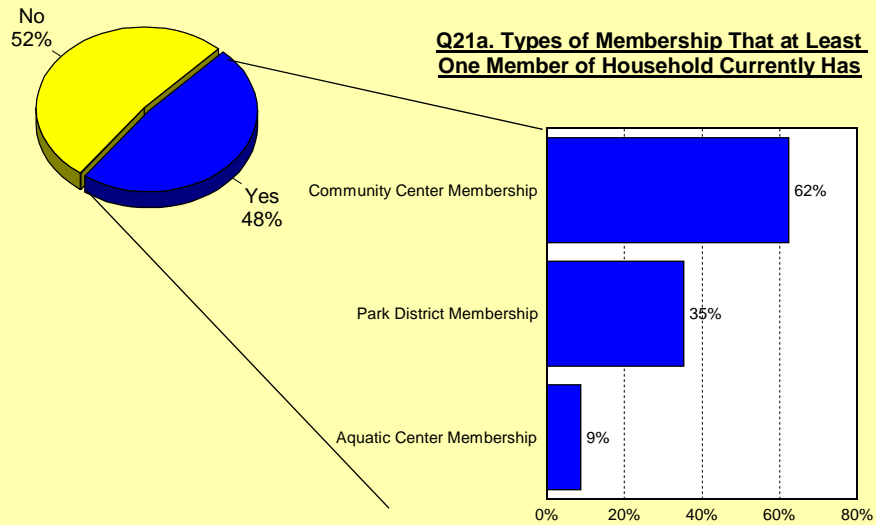
by percentage of respondents



Source: ETC Institute (2016)

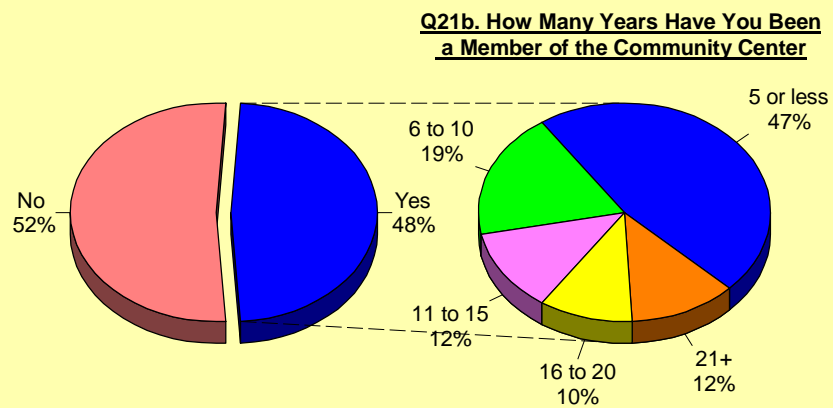
Q21. Are You or Any Member of Your Household Currently a Member of the Community Center

by percentage of respondents



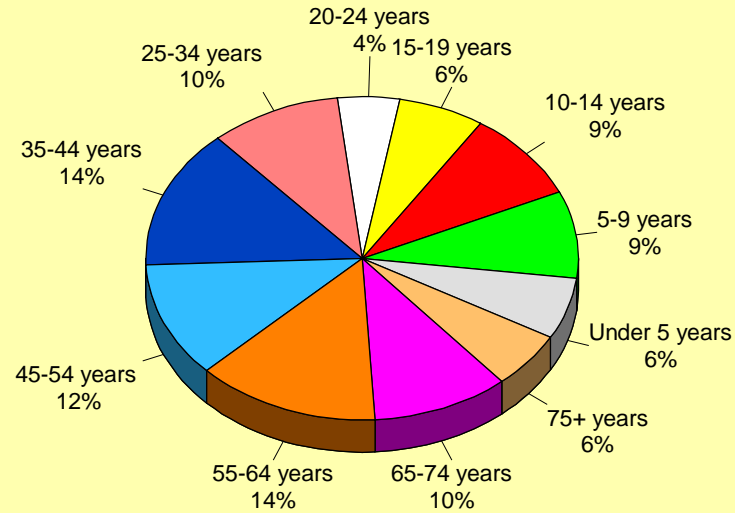
Q21. Are You or Any Member of Your Household Currently a Member of the Community Center

by percentage of respondents



Q22. Demographics: Ages of People in Household

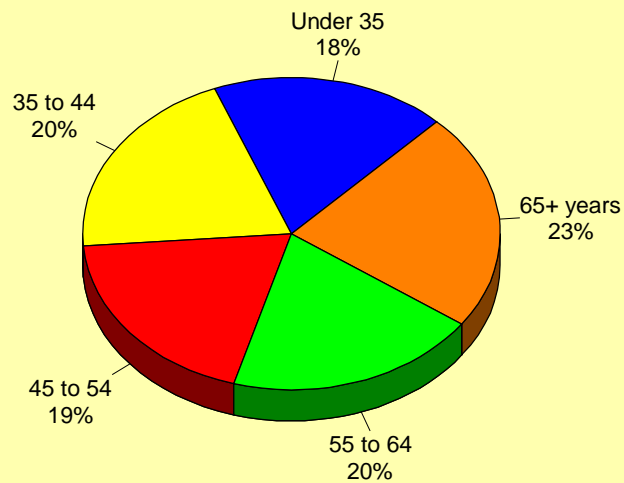
by percentage of household occupants



Source: ETC Institute (2016)

Q23. Demographics: What is your age?

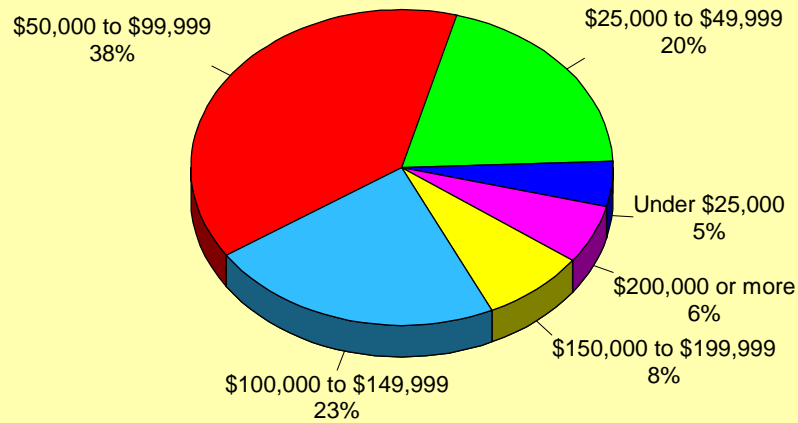
by percentage of respondents



Source: ETC Institute (2016)

Q24. Demographics: What is your annual household income?

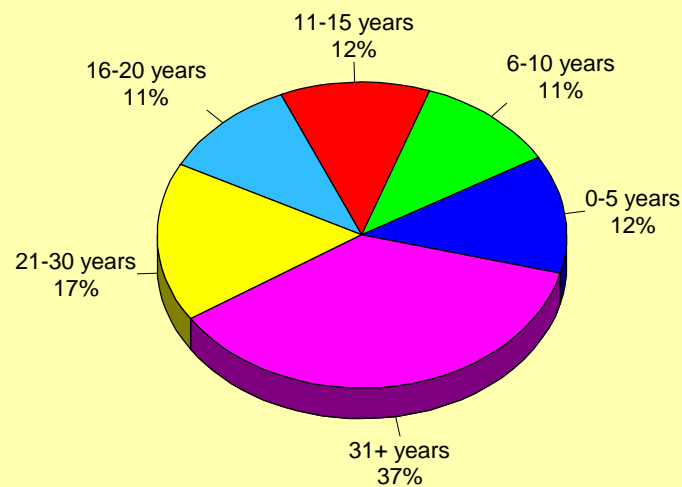
by percentage of respondents



Source: ETC Institute (2016)

Q25. Demographics: How many years have you lived in the Geneseo Park District?

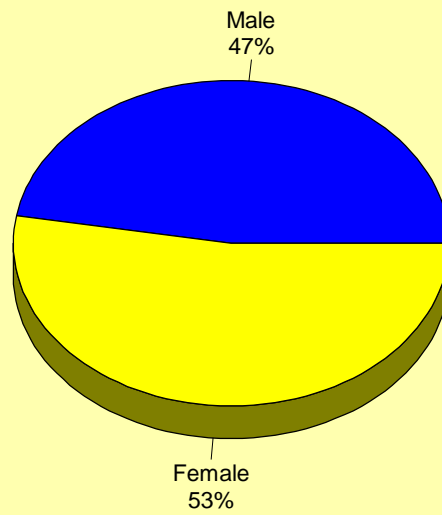
by percentage of respondents



Source: ETC Institute (2016)

Q26. Demographics: What is your gender?

by percentage of respondents



Source: ETC Institute (2016)

Section 2

Priority Investment Rating

Priority Investment Rating

Geneseo Park District

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

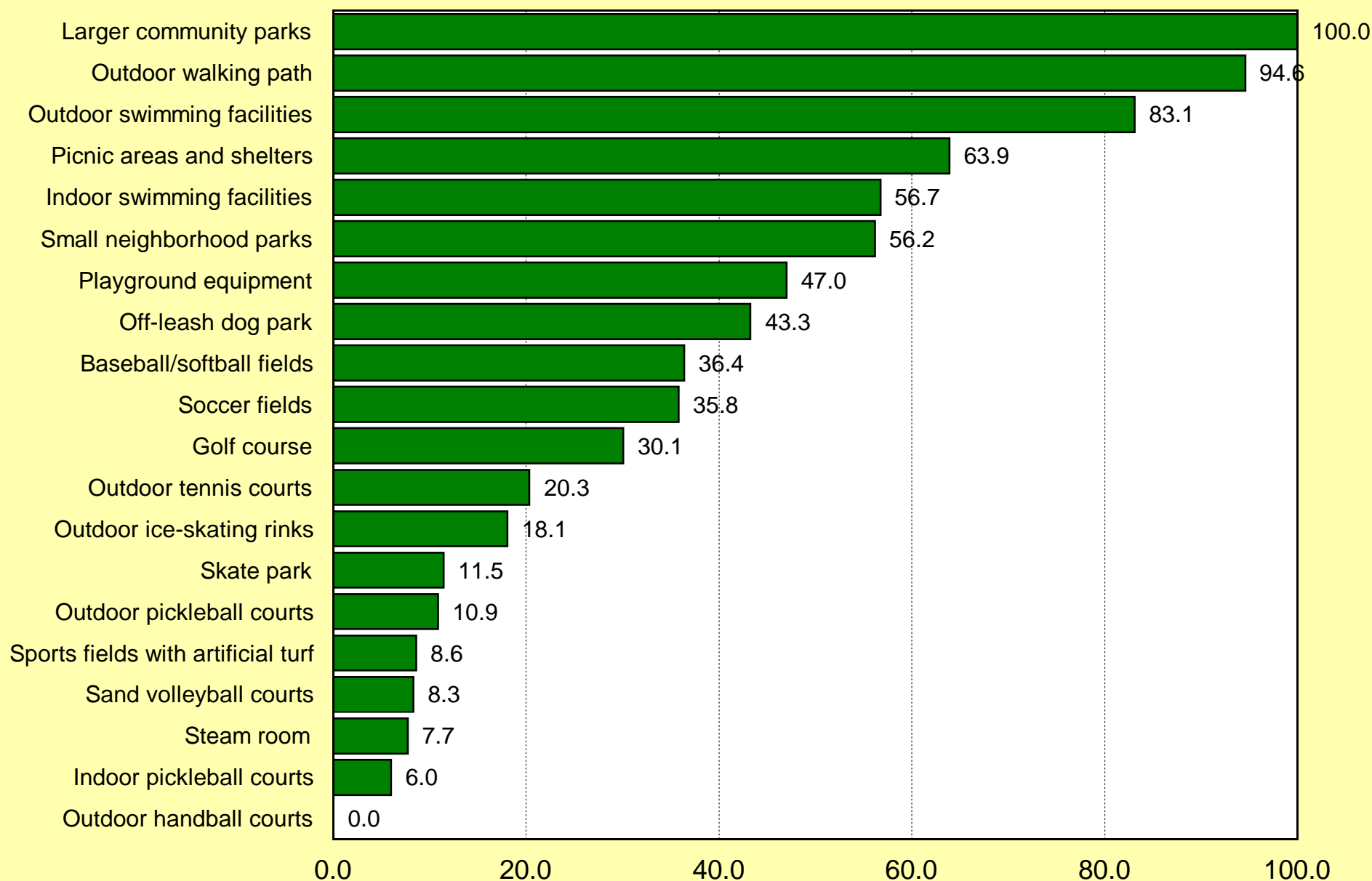
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 60-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 60. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

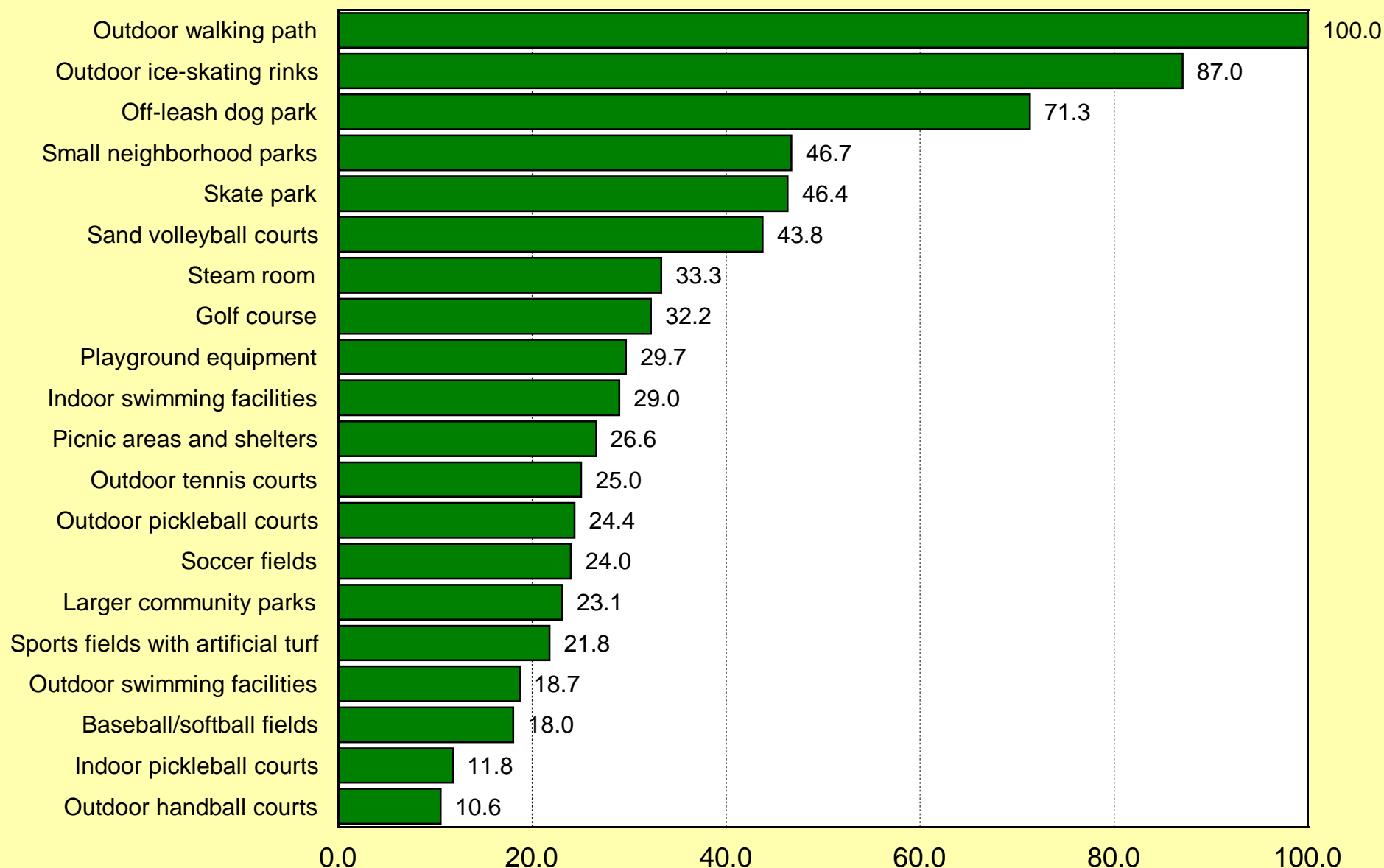


Source: ETC Institute (2016)

Importance Rating for Facilities

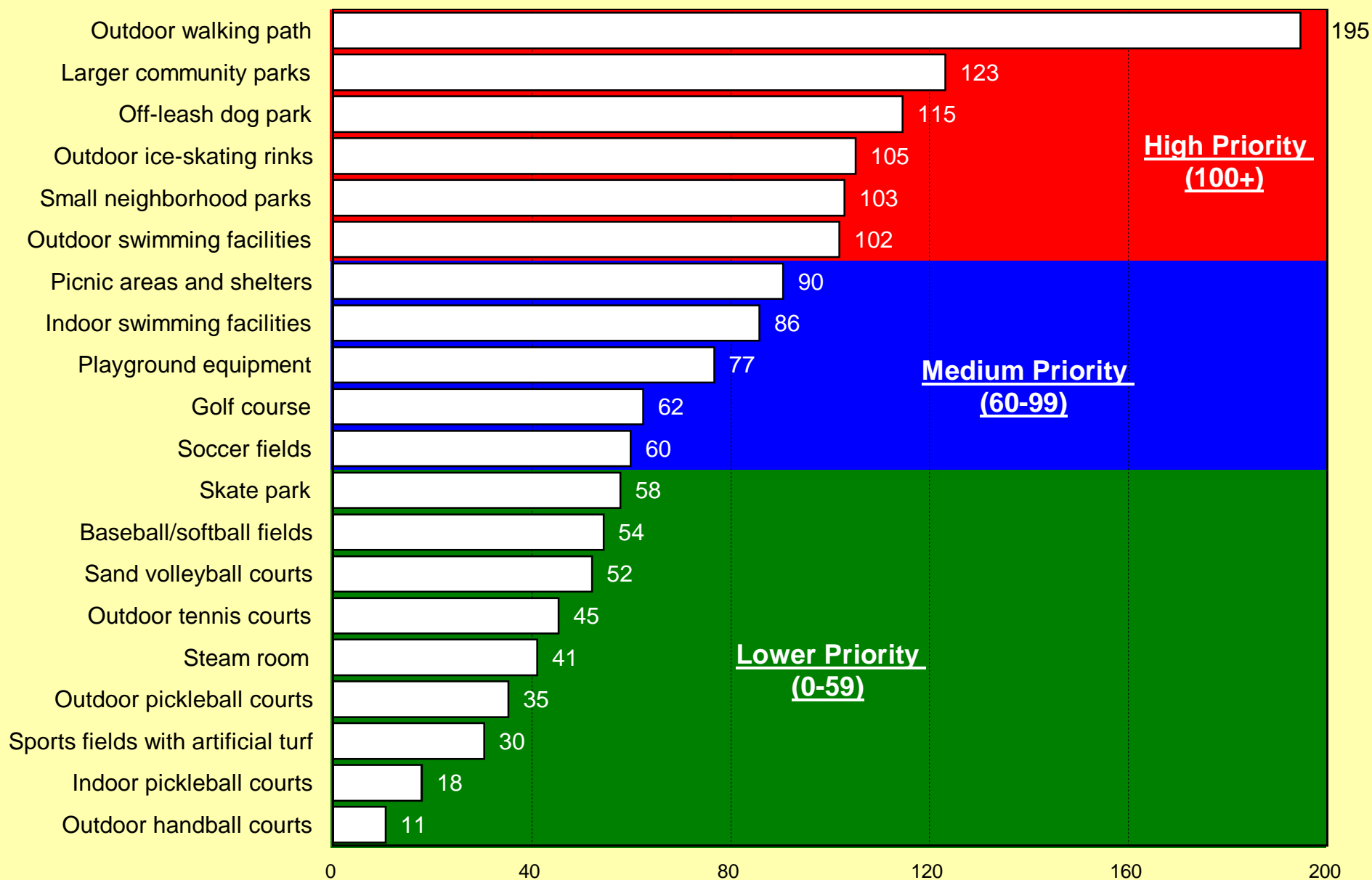
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Facilities Based on the Priority Investment Rating

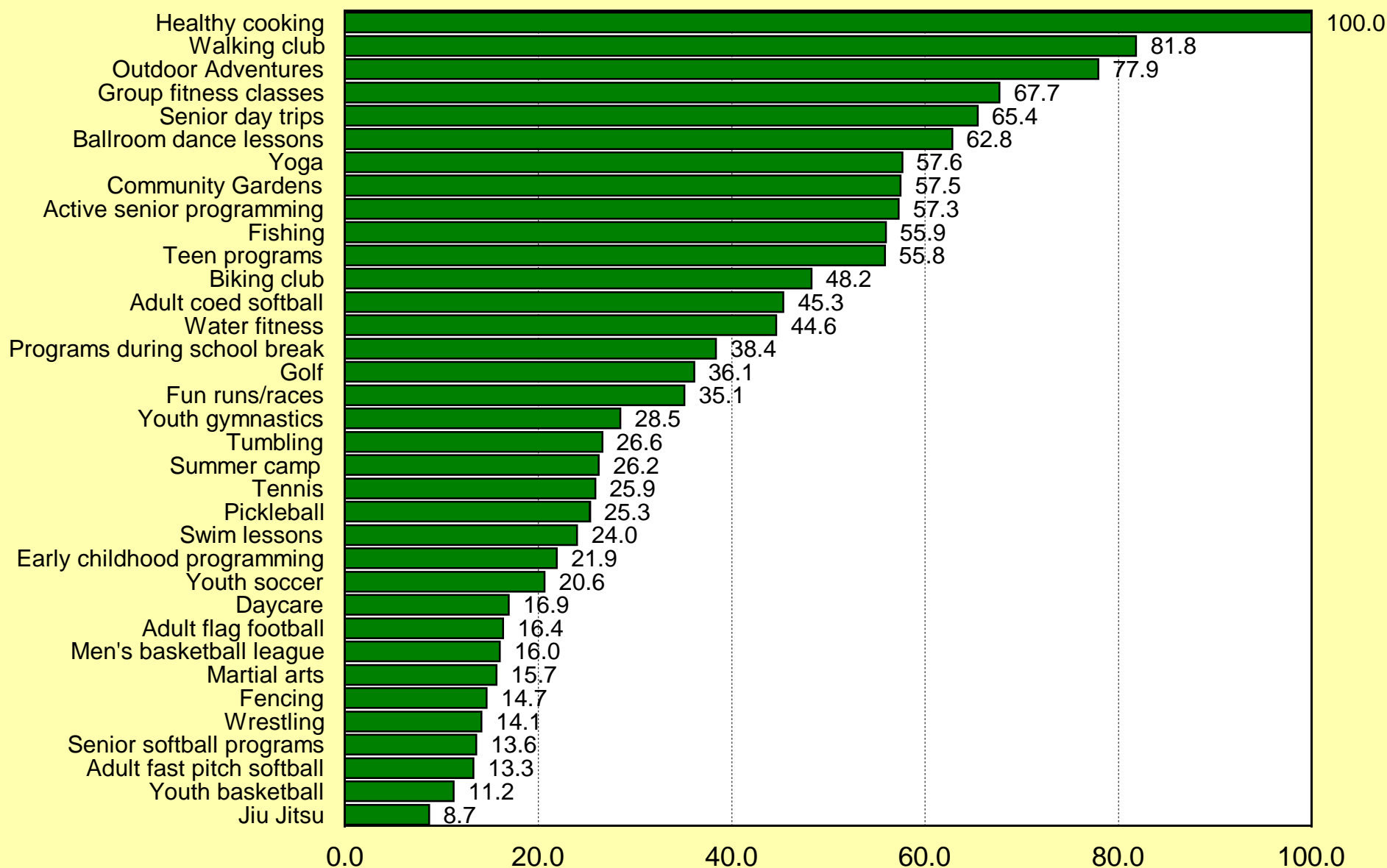


Source: ETC Institute (2016)

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

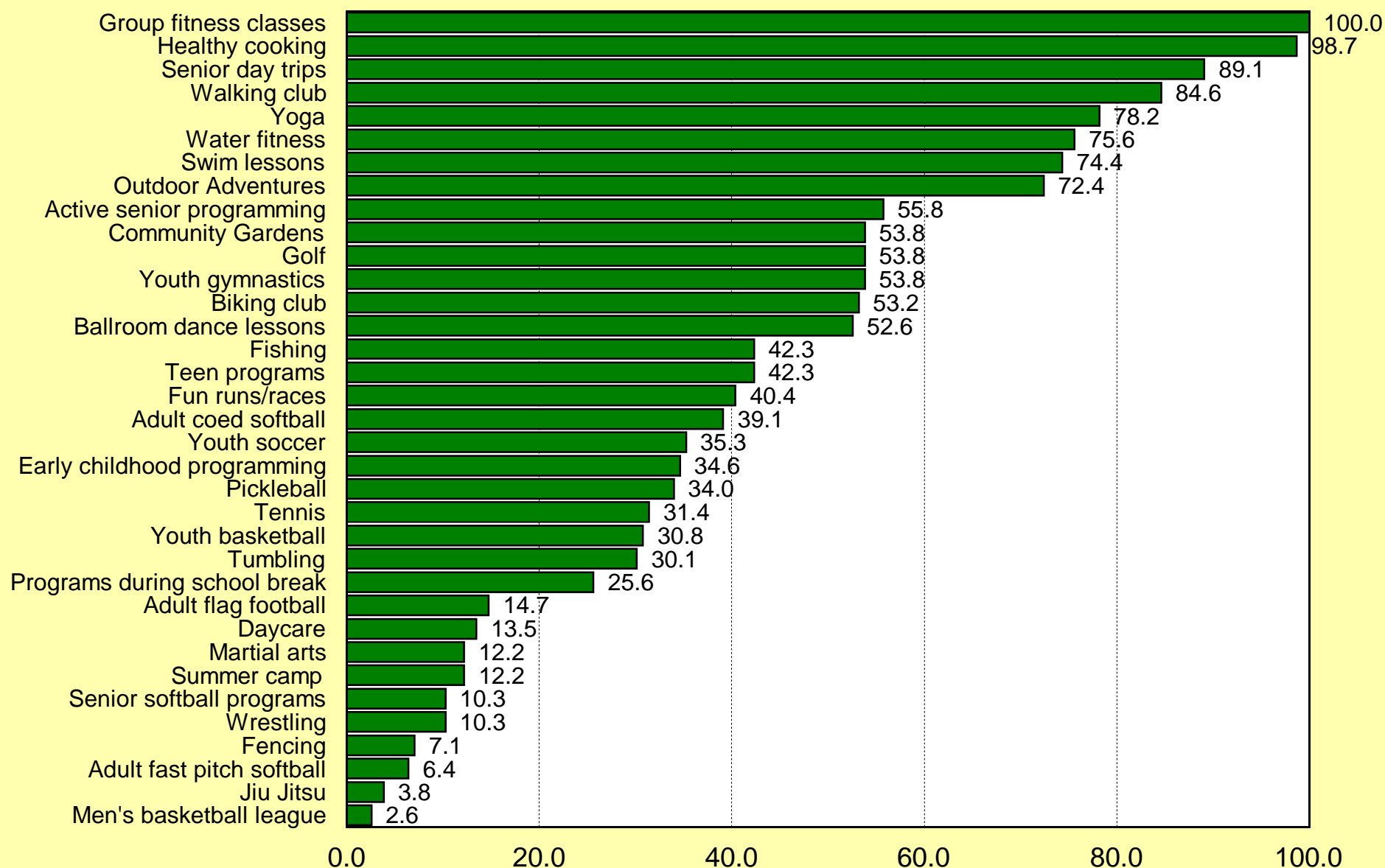


Source: ETC Institute (2016)

Importance Rating for Programs

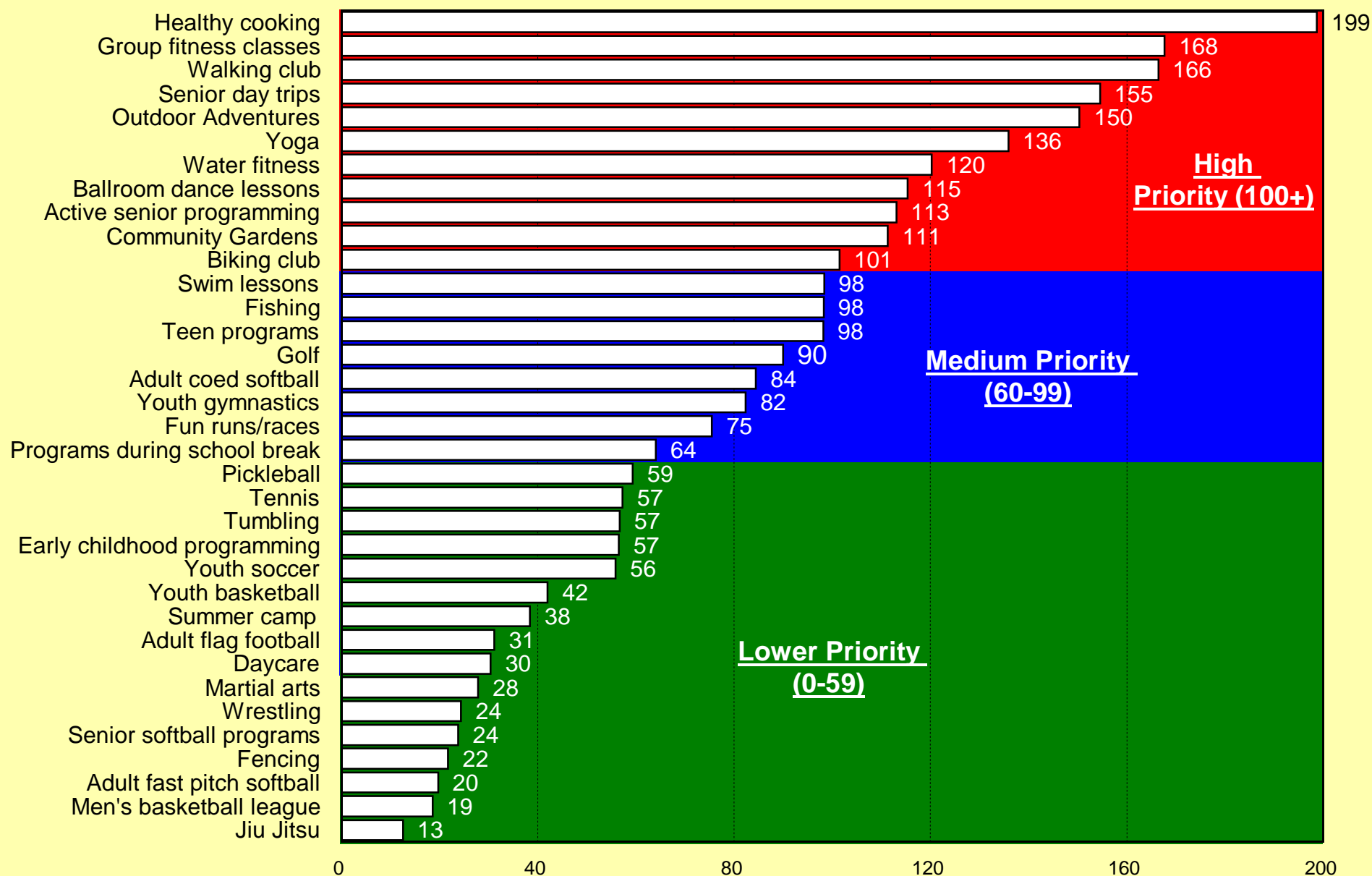
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)

Section 3

Benchmarking Analysis

Benchmarking Summary Report

Geneseo Park District

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Geneseo Park District were compared to National and Local Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following pages.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Geneseo Park District is not authorized without written consent from ETC Institute.

Benchmarking for the Geneseo Park District			
	<i>Illinois Average</i>	<i>Geneseo Park District</i>	<i>National Average</i>
Have you or members of your household participated in City/County/Park District recreation programs during the past year?			
Yes	39%	45%	34%
No	56%	55%	65%
How would you rate the quality of all the recreation programs you've participated in?			
Excellent	38%	31%	36%
Good	51%	54%	53%
Fair	7%	13%	9%
Poor	1%	2%	1%
Ways respondents learn about recreation programs and activities			
Conversations with City/County/Park District staff	6%	17%	6%
E-mail bulletins/notification (Email)	13%	24%	11%
Newsletters/Flyers/Brochures	22%	31%	27%
Newspaper	32%	45%	37%
Website	32%	43%	31%
Word of Mouth/Friends/Coworkers	36%	49%	43%
Social media - Facebook	5%	28%	11%
Reasons preventing the use of parks and recreation facilities and programs more often			
Facility operating hours are not convenient	6%	9%	7%
Fees are too expensive	17%	54%	15%
I do not know what is being offered	12%	7%	24%
Lack of accessible parking	3%	4%	6%
Lack of quality programs	8%	8%	8%
Program times are not convenient	19%	37%	16%
Programs I am interested in are not offered	19%	21%	16%
Registration for programs is difficult	2%	2%	3%
Use services of other agencies	10%	10%	10%
Waiting list/programs were full	4%	3%	5%

Benchmarking for the Geneseo Park District			
	<i>Illinois Average</i>	<i>Geneseo Park District</i>	<i>National Average</i>
Recreation programs that respondent households have a need for			
Golf lessons and leagues (Golf lessons)	17%	17%	18%
Gymnastics/tumbling programs	15%	17%	17%
Martial arts programs	11%	8%	14%
Outdoor Adventures	27%	24%	31%
Active senior programming	17%	17%	25%
Teen programs	15%	17%	17%
Tennis lessons and leagues	14%	14%	16%
Water fitness programs	26%	27%	29%
Most important recreation programs			
Golf lessons and leagues	9%	8%	8%
Gymnastics/tumbling programs	6%	8%	5%
Martial arts programs	4%	2%	4%
Outdoor Adventures	12%	11%	13%
Active senior programming	10%	9%	15%
Teen programs	7%	7%	7%
Tennis lessons and leagues	7%	5%	6%
Water fitness programs	15%	12%	14%
Parks and recreation facilities that respondent households have a need for			
18 Hole Golf Course	31%	25%	28%
Indoor Swimming Pools/Aquatic Facilities	40%	46%	41%
Large Community Parks	55%	57%	56%
Off-Leash Dog Park	25%	26%	28%
Outdoor Ice-Skating Rinks	25%	22%	25%
Outdoor Swimming Pools/Aquatic Facilities	46%	50%	43%
Picnic Areas and Shelters	44%	57%	52%
Playground Equipment for Children	41%	40%	43%
Skateboarding Area	11%	11%	12%
Small Neighborhood Parks	58%	36%	59%
Soccer, Lacrosse Fields (Outdoor field space)	19%	23%	21%
Tennis Courts (outdoor)	26%	19%	26%

Benchmarking for the Geneseo Park District			
	<i>Illinois Average</i>	<i>Geneseo Park District</i>	<i>National Average</i>
Most important parks and recreation facilities			
18 Hole Golf Course	14%	11%	11%
Indoor Swimming Pools/Aquatic Facilities	17%	20%	16%
Large Community Parks	19%	35%	19%
Off-Leash Dog Park	12%	15%	14%
Outdoor Ice-Skating Rinks	5%	6%	5%
Outdoor Swimming Pools/Aquatic Facilities	23%	29%	19%
Picnic Areas and Shelters	12%	22%	15%
Playground Equipment for Children	17%	16%	18%
Skateboarding Area	2%	4%	2%
Small Neighborhood Parks	26%	20%	26%
Soccer, Lacrosse Fields (Outdoor field space)	8%	13%	8%
Tennis Courts (outdoor)	7%	7%	7%
Satisfaction with the overall value received from the parks and recreation department			
Very Satisfied	29%	19%	29%
Somewhat Satisfied	34%	30%	34%
Neutral	18%	18%	20%
Somewhat Dissatisfied	6%	10%	6%
Very Dissatisfied	3%	10%	3%
Don't Know	6%	13%	7%

Section 4

Tabular Data

Q1. Please rate your overall satisfaction with the following parks, facilities and programs provided by the Geneseo Park District on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Use
Q1-1. Anderson Memorial Park	10.8%	7.4%	5.9%	0.0%	0.2%	75.7%
Q1-2. Athletic Field	7.0%	16.9%	9.9%	2.2%	0.7%	63.2%
Q1-3. Athletic Field-Running Track	9.4%	14.5%	7.7%	1.4%	0.2%	66.7%
Q1-4. Athletic Field-Tennis Courts	3.1%	7.0%	7.2%	4.1%	1.4%	77.1%
Q1-5. Athletic Field-Basketball Court	2.4%	5.6%	7.5%	3.9%	0.7%	79.9%
Q1-6. Central Theater	43.5%	28.7%	5.6%	1.4%	0.0%	20.8%
Q1-7. Community Center	23.0%	33.8%	12.0%	3.1%	0.5%	27.6%
Q1-8. Community Center-Running Track	9.7%	16.9%	11.6%	5.1%	1.9%	54.7%
Q1-9. Community Center-Cardio/Weight Room	8.9%	22.2%	9.4%	4.1%	1.4%	54.0%
Q1-10. Community Center-Gymnastics Room	4.1%	11.8%	7.5%	3.1%	1.0%	72.5%
Q1-11. Community Center-Gymnasium	6.8%	18.1%	9.7%	2.4%	0.5%	62.6%
Q1-12. Community Center-Life Fitness Room (group fitness)	5.6%	15.2%	6.8%	1.9%	0.2%	70.3%
Q1-13. Community Center-Babysitting Room	2.7%	5.8%	4.6%	0.7%	0.5%	85.7%
Q1-14. Community Center-Senior Center	4.8%	8.0%	5.8%	0.2%	0.0%	81.2%
Q1-15. Community Center-Spin Cycle Room	3.4%	9.3%	7.8%	1.7%	0.2%	77.6%
Q1-16. Community Center-Locker Rooms	6.6%	13.8%	8.7%	4.9%	1.9%	64.1%
Q1-17. Community Center-Racquetball Courts	3.1%	7.7%	7.0%	2.2%	0.0%	79.9%

Q1. Please rate your overall satisfaction with the following parks, facilities and programs provided by the Geneseo Park District on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Use
Q1-18. Community Center-Sauna	4.1%	6.3%	7.3%	2.7%	1.0%	78.6%
Q1-19. Community Center-Dedrick Room (rental room)	13.3%	21.8%	6.8%	1.7%	0.0%	56.4%
Q1-20. Indoor Pool	11.6%	22.7%	10.8%	1.2%	1.0%	52.8%
Q1-21. Indoor Pool-Locker Rooms	9.2%	21.3%	10.9%	2.7%	1.9%	54.0%
Q1-22. Indoor Pool-Lounge	11.6%	22.5%	9.4%	1.2%	0.0%	55.3%
Q1-23. Aquatic Center	29.1%	14.6%	6.3%	1.5%	0.5%	48.1%
Q1-24. Aquatic Center-Concession Stand	20.0%	15.6%	4.6%	1.7%	0.5%	57.7%
Q1-25. Aquatic Center-Hours of Operation	25.2%	15.2%	8.6%	2.4%	0.0%	48.7%
Q1-26. Aquatic Center-Current Channel	27.3%	14.4%	4.4%	1.0%	1.0%	52.1%
Q1-27. Aquatic Center-Splash Pad	27.8%	10.4%	3.1%	0.5%	0.2%	57.9%
Q1-28. Aquatic Center-Poolside Room (rental room)	13.6%	6.1%	2.2%	0.7%	0.2%	77.1%

WITHOUT DON'T KNOW

Q1. Please rate your overall satisfaction with the following parks, facilities and programs provided by the Geneseo Park District on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't use")

(N=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-1. Anderson Memorial Park	44.4%	30.3%	24.2%	0.0%	1.0%
Q1-2. Athletic Field	19.1%	46.1%	27.0%	5.9%	2.0%
Q1-3. Athletic Field-Running Track	28.3%	43.5%	23.2%	4.3%	0.7%
Q1-4. Athletic Field-Tennis Courts	13.7%	30.5%	31.6%	17.9%	6.3%
Q1-5. Athletic Field-Basketball Court	12.0%	27.7%	37.3%	19.3%	3.6%
Q1-6. Central Theater	54.9%	36.3%	7.0%	1.8%	0.0%
Q1-7. Community Center	31.8%	46.7%	16.6%	4.3%	0.7%
Q1-8. Community Center-Running Track	21.4%	37.4%	25.7%	11.2%	4.3%
Q1-9. Community Center-Cardio/Weight Room	19.4%	48.2%	20.4%	8.9%	3.1%
Q1-10. Community Center-Gymnastics Room	14.9%	43.0%	27.2%	11.4%	3.5%
Q1-11. Community Center-Gymnasium	18.1%	48.4%	25.8%	6.5%	1.3%
Q1-12. Community Center-Life Fitness Room (group fitness)	18.7%	51.2%	22.8%	6.5%	0.8%
Q1-13. Community Center-Babysitting Room	18.6%	40.7%	32.2%	5.1%	3.4%
Q1-14. Community Center-Senior Center	25.6%	42.3%	30.8%	1.3%	0.0%
Q1-15. Community Center-Spin Cycle Room	15.2%	41.3%	34.8%	7.6%	1.1%
Q1-16. Community Center-Locker Rooms	18.2%	38.5%	24.3%	13.5%	5.4%
Q1-17. Community Center-Racquetball Courts	15.7%	38.6%	34.9%	10.8%	0.0%
Q1-18. Community Center-Sauna	19.3%	29.5%	34.1%	12.5%	4.5%
Q1-19. Community Center-Dedrick Room (rental room)	30.6%	50.0%	15.6%	3.9%	0.0%
Q1-20. Indoor Pool	24.5%	48.0%	23.0%	2.6%	2.0%

WITHOUT DON'T KNOW

Q1. Please rate your overall satisfaction with the following parks, facilities and programs provided by the Geneseo Park District on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't use")

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1-21. Indoor Pool-Locker Rooms	20.0%	46.3%	23.7%	5.8%	4.2%
Q1-22. Indoor Pool-Lounge	25.9%	50.3%	21.1%	2.7%	0.0%
Q1-23. Aquatic Center	56.1%	28.0%	12.1%	2.8%	0.9%
Q1-24. Aquatic Center-Concession Stand	47.1%	36.8%	10.9%	4.0%	1.1%
Q1-25. Aquatic Center-Hours of Operation	49.0%	29.5%	16.7%	4.8%	0.0%
Q1-26. Aquatic Center-Current Channel	56.9%	29.9%	9.1%	2.0%	2.0%
Q1-27. Aquatic Center-Splash Pad	66.1%	24.7%	7.5%	1.1%	0.6%
Q1-28. Aquatic Center-Poolside Room (rental room)	59.6%	26.6%	9.6%	3.2%	1.1%

Q2. Which FOUR of the parks, facilities, and programs listed in Question 1 do you think should receive the MOST ATTENTION from the Geneseo Park District?

Q2. Top choice	Number	Percent
Anderson Memorial Park	3	0.7 %
Athletic Field	19	4.5 %
Athletic Field-Running Track	6	1.4 %
Athletic Field-Tennis Courts	19	4.5 %
Athletic Field-Basketball Court	4	0.9 %
Central Theater	26	6.1 %
Community Center	38	8.9 %
Community Center-Running Track	13	3.1 %
Community Center-Cardio/Weight Room	39	9.2 %
Community Center-Gymnastics Room	10	2.4 %
Community Center-Gymnasium	4	0.9 %
Community Center-Life Fitness Room (group fitness)	7	1.6 %
Community Center-Babysitting Room	1	0.2 %
Community Center-Senior Center	7	1.6 %
Community Center-Spin Cycle Room	1	0.2 %
Community Center-Locker Rooms	6	1.4 %
Community Center-Sauna	2	0.5 %
Community Center-Dedrick Room (rental room)	2	0.5 %
Indoor Pool	16	3.8 %
Indoor Pool-Locker Rooms	9	2.1 %
Indoor Pool-Lounge	1	0.2 %
Aquatic Center	10	2.4 %
Aquatic Center-Hours of Operation	1	0.2 %
Aquatic Center-Current Channel	3	0.7 %
None chosen	178	41.9 %
Total	425	100.0 %

Q2. Which FOUR of the parks, facilities, and programs listed in Question 1 do you think should receive the MOST ATTENTION from the Geneseo Park District?

Q2. 2nd choice	Number	Percent
Anderson Memorial Park	4	0.9 %
Athletic Field	11	2.6 %
Athletic Field-Running Track	8	1.9 %
Athletic Field-Tennis Courts	10	2.4 %
Athletic Field-Basketball Court	9	2.1 %
Central Theater	21	4.9 %
Community Center	23	5.4 %
Community Center-Running Track	14	3.3 %
Community Center-Cardio/Weight Room	21	4.9 %
Community Center-Gymnastics Room	5	1.2 %
Community Center-Gymnasium	11	2.6 %
Community Center-Life Fitness Room (group fitness)	3	0.7 %
Community Center-Babysitting Room	2	0.5 %
Community Center-Senior Center	6	1.4 %
Community Center-Spin Cycle Room	5	1.2 %
Community Center-Locker Rooms	12	2.8 %
Community Center-Racquetball Courts	1	0.2 %
Community Center-Sauna	2	0.5 %
Community Center-Dedrick Room (rental room)	8	1.9 %
Indoor Pool	14	3.3 %
Indoor Pool-Locker Rooms	10	2.4 %
Aquatic Center	11	2.6 %
Aquatic Center-Concession Stand	3	0.7 %
Aquatic Center-Hours of Operation	3	0.7 %
Aquatic Center-Current Channel	1	0.2 %
None chosen	207	48.7 %
Total	425	100.0 %

Q2. Which FOUR of the parks, facilities, and programs listed in Question 1 do you think should receive the MOST ATTENTION from the Geneseo Park District?

Q2. 3rd choice	Number	Percent
Athletic Field	11	2.6 %
Athletic Field-Running Track	4	0.9 %
Athletic Field-Tennis Courts	9	2.1 %
Athletic Field-Basketball Court	9	2.1 %
Central Theater	20	4.7 %
Community Center	10	2.4 %
Community Center-Running Track	16	3.8 %
Community Center-Cardio/Weight Room	11	2.6 %
Community Center-Gymnastics Room	4	0.9 %
Community Center-Gymnasium	14	3.3 %
Community Center-Life Fitness Room (group fitness)	9	2.1 %
Community Center-Babysitting Room	2	0.5 %
Community Center-Senior Center	4	0.9 %
Community Center-Spin Cycle Room	2	0.5 %
Community Center-Locker Rooms	11	2.6 %
Community Center-Racquetball Courts	2	0.5 %
Community Center-Sauna	3	0.7 %
Community Center-Dedrick Room (rental room)	8	1.9 %
Indoor Pool	17	4.0 %
Indoor Pool-Locker Rooms	8	1.9 %
Indoor Pool-Lounge	2	0.5 %
Aquatic Center	8	1.9 %
Aquatic Center-Concession Stand	1	0.2 %
Aquatic Center-Hours of Operation	2	0.5 %
None chosen	238	56.0 %
Total	425	100.0 %

Q2. Which FOUR of the parks, facilities, and programs listed in Question 1 do you think should receive the MOST ATTENTION from the Geneseo Park District?

Q2. 4th choice	Number	Percent
Anderson Memorial Park	5	1.2 %
Athletic Field	12	2.8 %
Athletic Field-Running Track	2	0.5 %
Athletic Field-Tennis Courts	1	0.2 %
Athletic Field-Basketball Court	6	1.4 %
Central Theater	11	2.6 %
Community Center	10	2.4 %
Community Center-Running Track	16	3.8 %
Community Center-Cardio/Weight Room	12	2.8 %
Community Center-Gymnastics Room	3	0.7 %
Community Center-Gymnasium	3	0.7 %
Community Center-Life Fitness Room (group fitness)	4	0.9 %
Community Center-Babysitting Room	2	0.5 %
Community Center-Senior Center	4	0.9 %
Community Center-Spin Cycle Room	4	0.9 %
Community Center-Locker Rooms	6	1.4 %
Community Center-Racquetball Courts	2	0.5 %
Community Center-Sauna	5	1.2 %
Community Center-Dedrick Room (rental room)	6	1.4 %
Indoor Pool	9	2.1 %
Indoor Pool-Locker Rooms	11	2.6 %
Indoor Pool-Lounge	2	0.5 %
Aquatic Center	8	1.9 %
Aquatic Center-Concession Stand	2	0.5 %
Aquatic Center-Hours of Operation	1	0.2 %
Aquatic Center-Current Channel	1	0.2 %
Aquatic Center-Poolside Room (rental room)	1	0.2 %
None chosen	276	64.9 %
Total	425	100.0 %

SUM OF TOP 4 CHOICES**Q2. Which FOUR of the parks, facilities, and programs listed in Question 1 do you think should receive the MOST ATTENTION from the Geneseo Park District? (top 4)**

Q2. Sum of Top 4 Choices	Number	Percent
Anderson Memorial Park	12	2.8 %
Athletic Field	53	12.5 %
Athletic Field-Running Track	20	4.7 %
Athletic Field-Tennis Courts	39	9.2 %
Athletic Field-Basketball Court	28	6.6 %
Central Theater	78	18.4 %
Community Center	81	19.1 %
Community Center-Running Track	59	13.9 %
Community Center-Cardio/Weight Room	83	19.5 %
Community Center-Gymnastics Room	22	5.2 %
Community Center-Gymnasium	32	7.5 %
Community Center-Life Fitness Room (group fitness)	23	5.4 %
Community Center-Babysitting Room	7	1.6 %
Community Center-Senior Center	21	4.9 %
Community Center-Spin Cycle Room	12	2.8 %
Community Center-Locker Rooms	35	8.2 %
Community Center-Racquetball Courts	5	1.2 %
Community Center-Sauna	12	2.8 %
Community Center-Dedrick Room (rental room)	24	5.6 %
Indoor Pool	56	13.2 %
Indoor Pool-Locker Rooms	38	8.9 %
Indoor Pool-Lounge	5	1.2 %
Aquatic Center	37	8.7 %
Aquatic Center-Concession Stand	6	1.4 %
Aquatic Center-Hours of Operation	7	1.6 %
Aquatic Center-Current Channel	5	1.2 %
Aquatic Center-Poolside Room (rental room)	1	0.2 %
None chosen	178	41.9 %
Total	979	

Q3. Has your household participated in any recreation programs or events offered by the Geneseo Park District during the past 12 months?

Q3. Has your household participated in any recreation programs or events during past 12 months

	Number	Percent
Yes	193	45.4 %
No	232	54.6 %
Total	425	100.0 %

Q3a. (If YES to Question 3) How many different recreation programs or recreation activities offered by the Geneseo Park District has your household participated in during the past 12 months?

Q3a. How many different recreation programs or recreation activities has your household participated during past 12 months

	Number	Percent
1 program/event	50	25.9 %
2 to 3 programs/events	94	48.7 %
4 to 6 programs/events	34	17.6 %
7 to 10 programs/events	7	3.6 %
11+ programs/events	5	2.6 %
Not provided	3	1.6 %
Total	193	100.0 %

Q3b. (If YES to Question 3) From the following list, please check the THREE primary reasons why your household has participated in Geneseo Park District recreation programs or events.

Q3b. Primary reasons why your household has participated in Geneseo Park District recreation programs or events

	Number	Percent
Quality of instructors/coaches	55	28.5 %
Location of program/event facility	126	65.3 %
Quality of program/event facility	56	29.0 %
Fees charged for program/event	34	17.6 %
Length (in days) program/event is offered	22	11.4 %
Times program/event is offered	83	43.0 %
Friends participate in program/event	66	34.2 %
Dates program/event is offered	42	21.8 %
Other	13	6.7 %
Total	497	

Q3b. Other

Q3b. Other	Number	Percent
Pickleball	1	7.7 %
Use of playground for children	1	7.7 %
Kid wanted something to do	1	7.7 %
Only type of program offered in the area	1	7.7 %
Age requirement	1	7.7 %
Daughters birthday present	1	7.7 %
Husband coaches	1	7.7 %
We needed to exercise	1	7.7 %
Free yoga for seniors	1	7.7 %
Children's interest	2	15.4 %
3 d strong events through HHH cancer group	1	7.7 %
<u>Continuing physical therapy</u>	1	7.7 %
Total	13	100.0 %

Q3c. (If YES to Question 3) How would you rate the overall quality of recreation programs or events in which your household has participated?

Q3c. How would you rate overall quality of recreation programs or events participated	Number	Percent
Excellent	58	30.1 %
Good	103	53.4 %
Fair	24	12.4 %
Poor	4	2.1 %
<u>Not provided</u>	4	2.1 %
Total	193	100.0 %

Q4. From the following list, please check ALL the organizations that you and members of your household have used for parks and recreation programs and services over the past 12 months.

Q4. Organizations that you have used for parks & recreation programs & services over past 12 months	Number	Percent
Private or public schools	144	33.9 %
Churches	154	36.2 %
Geneseo Park District	249	58.6 %
Youth sports organizations	97	22.8 %
Snap Fitness	34	8.0 %
Jazzercise	43	10.1 %
CrossFit	18	4.2 %
Summit	38	8.9 %
Hammond Henry Hospital	147	34.6 %
Other	29	6.8 %
None, do not use any organizations	81	19.1 %
Total	1034	

Q4. Other

<u>Q4. Other</u>	<u>Number</u>	<u>Percent</u>
Classes in other locations	1	3.7 %
New to area will be using programs in fall	1	3.7 %
Richmond Hill Theater	1	3.7 %
Private fitness	1	3.7 %
Rivers edge and I wireless for hockey	1	3.7 %
City park children play area	1	3.7 %
Clubs	1	3.7 %
Middle school tax	1	3.7 %
Bicycle riding-richmond hill	1	3.7 %
4-h	1	3.7 %
Home	1	3.7 %
Work	1	3.7 %
Yoga	1	3.7 %
Kiwanis	1	3.7 %
Deere fitness center	1	3.7 %
Other Park Districts	1	3.7 %
VFW annex	1	3.7 %
Artist in motion	1	3.7 %
Golf course	1	3.7 %
Ike's park	1	3.7 %
Rieac	1	3.7 %
Geneseo prairie park, humane society dog parks	1	3.7 %
City parks	1	3.7 %
Hennepin canal dog park	1	3.7 %
Classic club and central theater	1	3.7 %
Physical therapy after knee surgery	1	3.7 %
Personal training	1	3.7 %
Total	27	100.0 %

Q5. For the age group of 0 to 9, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. Top choice (0-9)	Number	Percent
Private or public schools	26	6.1 %
Churches	11	2.6 %
Geneseo Park District	40	9.4 %
Youth sports organizations	13	3.1 %
None, do not use any organizations	7	1.6 %
None chosen	328	77.2 %
Total	425	100.0 %

Q5. For the age group of 0 to 9, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. 2nd choice (0-9)	Number	Percent
Private or public schools	7	1.6 %
Churches	9	2.1 %
Geneseo Park District	21	4.9 %
Youth sports organizations	24	5.6 %
Hammond Henry Hospital	2	0.5 %
None chosen	362	85.2 %
Total	425	100.0 %

SUM OF TOP 2 CHOICES

Q5. For the age group of 0 to 9, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services. (top 2)

Q5. Sum of Top 2 Choices (0-9)	Number	Percent
Private or public schools	33	7.8 %
Churches	20	4.7 %
Geneseo Park District	61	14.4 %
Youth sports organizations	37	8.7 %
Hammond Henry Hospital	2	0.5 %
None, do not use any organizations	7	1.6 %
None chosen	328	77.2 %
Total	488	

Q5. For the age group of 10 to 18, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. Top choice (10-18)	Number	Percent
Private or public schools	38	8.9 %
Churches	4	0.9 %
Geneseo Park District	31	7.3 %
Youth sports organizations	19	4.5 %
Summit	3	0.7 %
Other	2	0.5 %
None, do not use any organizations	5	1.2 %
None chosen	323	76.0 %
Total	425	100.0 %

Q5. For the age group of 10 to 18, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. 2nd choice (10-18)	Number	Percent
Private or public schools	10	2.4 %
Churches	7	1.6 %
Geneseo Park District	16	3.8 %
Youth sports organizations	14	3.3 %
Snap Fitness	2	0.5 %
CrossFit	2	0.5 %
Summit	6	1.4 %
Hammond Henry Hospital	2	0.5 %
Other	4	0.9 %
None, do not use any organizations	1	0.2 %
None chosen	361	84.9 %
Total	425	100.0 %

SUM OF TOP 2 CHOICES

Q5. For the age group of 10 to 18, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services. (top 2)

<u>Q5. Sum of Top 2 Choices (10-18)</u>	<u>Number</u>	<u>Percent</u>
Private or public schools	48	11.3 %
Churches	11	2.6 %
Geneseo Park District	47	11.1 %
Youth sports organizations	33	7.8 %
Snap Fitness	2	0.5 %
CrossFit	2	0.5 %
Summit	9	2.1 %
Hammond Henry Hospital	2	0.5 %
Other	6	1.4 %
None, do not use any organizations	6	1.4 %
None chosen	323	76.0 %
Total	489	

Q5. For the age group of 19 to 29, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. Top choice (19-29)	Number	Percent
Private or public schools	6	1.4 %
Churches	12	2.8 %
Geneseo Park District	21	4.9 %
Youth sports organizations	3	0.7 %
Snap Fitness	1	0.2 %
Jazzercise	2	0.5 %
CrossFit	2	0.5 %
Summit	2	0.5 %
Other	2	0.5 %
None, do not use any organizations	27	6.4 %
None chosen	347	81.6 %
Total	425	100.0 %

Q5. For the age group of 19 to 29, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. 2nd choice (19-29)	Number	Percent
Private or public schools	1	0.2 %
Churches	5	1.2 %
Geneseo Park District	9	2.1 %
Youth sports organizations	1	0.2 %
Snap Fitness	2	0.5 %
Jazzercise	2	0.5 %
CrossFit	1	0.2 %
Hammond Henry Hospital	7	1.6 %
None, do not use any organizations	1	0.2 %
None chosen	396	93.2 %
Total	425	100.0 %

SUM OF TOP 2 CHOICES

Q5. For the age group of 19 to 29, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services. (top 2)

<u>Q5. Sum of Top 2 Choices (19-29)</u>	<u>Number</u>	<u>Percent</u>
Private or public schools	7	1.6 %
Churches	17	4.0 %
Geneseo Park District	30	7.1 %
Youth sports organizations	4	0.9 %
Snap Fitness	3	0.7 %
Jazzercise	4	0.9 %
CrossFit	3	0.7 %
Summit	2	0.5 %
Hammond Henry Hospital	7	1.6 %
Other	2	0.5 %
None, do not use any organizations	28	6.6 %
None chosen	347	81.6 %
Total	454	

Q5. For the age group of 30 to 54, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. Top choice (30-54)	Number	Percent
Private or public schools	7	1.6 %
Churches	16	3.8 %
Geneseo Park District	77	18.1 %
Youth sports organizations	2	0.5 %
Snap Fitness	8	1.9 %
Jazzercise	16	3.8 %
CrossFit	6	1.4 %
Hammond Henry Hospital	8	1.9 %
Other	3	0.7 %
None, do not use any organizations	37	8.7 %
None chosen	245	57.6 %
Total	425	100.0 %

Q5. For the age group of 30 to 54, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. 2nd choice (30-54)	Number	Percent
Private or public schools	5	1.2 %
Churches	20	4.7 %
Geneseo Park District	18	4.2 %
Youth sports organizations	1	0.2 %
Snap Fitness	6	1.4 %
Jazzercise	4	0.9 %
CrossFit	2	0.5 %
Summit	1	0.2 %
Hammond Henry Hospital	13	3.1 %
Other	7	1.6 %
None chosen	348	81.9 %
Total	425	100.0 %

SUM OF TOP 2 CHOICES

Q5. For the age group of 30 to 54, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services. (top 2)

<u>Q5. Sum of Top 2 Choices (30-54)</u>	<u>Number</u>	<u>Percent</u>
Private or public schools	12	2.8 %
Churches	36	8.5 %
Geneseo Park District	95	22.4 %
Youth sports organizations	3	0.7 %
Snap Fitness	14	3.3 %
Jazzercise	20	4.7 %
CrossFit	8	1.9 %
Summit	1	0.2 %
Hammond Henry Hospital	21	4.9 %
Other	10	2.4 %
None, do not use any organizations	37	8.7 %
<u>None chosen</u>	<u>245</u>	<u>57.6 %</u>
Total	502	

Q5. For the age group of 55 to 69, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. Top choice (55-69)	Number	Percent
Private or public schools	7	1.6 %
Churches	25	5.9 %
Geneseo Park District	48	11.3 %
Youth sports organizations	2	0.5 %
Snap Fitness	5	1.2 %
Jazzercise	6	1.4 %
Summit	1	0.2 %
Hammond Henry Hospital	15	3.5 %
Other	8	1.9 %
None, do not use any organizations	45	10.6 %
None chosen	263	61.9 %
Total	425	100.0 %

Q5. For the age group of 55 to 69, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. 2nd choice (55-69)	Number	Percent
Private or public schools	6	1.4 %
Churches	16	3.8 %
Geneseo Park District	15	3.5 %
Youth sports organizations	4	0.9 %
Snap Fitness	2	0.5 %
Jazzercise	2	0.5 %
CrossFit	1	0.2 %
Summit	1	0.2 %
Hammond Henry Hospital	26	6.1 %
Other	4	0.9 %
None, do not use any organizations	4	0.9 %
None chosen	344	80.9 %
Total	425	100.0 %

SUM OF TOP 2 CHOICES

Q5. For the age group of 55 to 69, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services. (top 2)

<u>Q5. Sum of Top 2 Choices (55-69)</u>	<u>Number</u>	<u>Percent</u>
Private or public schools	13	3.1 %
Churches	41	9.6 %
Geneseo Park District	63	14.8 %
Youth sports organizations	6	1.4 %
Snap Fitness	7	1.6 %
Jazzercise	8	1.9 %
CrossFit	1	0.2 %
Summit	2	0.5 %
Hammond Henry Hospital	41	9.6 %
Other	12	2.8 %
None, do not use any organizations	49	11.5 %
<u>None chosen</u>	<u>263</u>	<u>61.9 %</u>
Total	506	

Q5. For the age group of 70 and older, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. Top choice (70+)	Number	Percent
Private or public schools	1	0.2 %
Churches	24	5.6 %
Geneseo Park District	20	4.7 %
Snap Fitness	3	0.7 %
Jazzercise	3	0.7 %
Hammond Henry Hospital	11	2.6 %
Other	4	0.9 %
None, do not use any organizations	35	8.2 %
None chosen	324	76.2 %
Total	425	100.0 %

Q5. For the age group of 70 and older, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services.

Q5. 2nd choice (70+)	Number	Percent
Private or public schools	3	0.7 %
Churches	4	0.9 %
Geneseo Park District	7	1.6 %
Youth sports organizations	1	0.2 %
Snap Fitness	1	0.2 %
Jazzercise	2	0.5 %
Hammond Henry Hospital	19	4.5 %
Other	1	0.2 %
None chosen	387	91.1 %
Total	425	100.0 %

SUM OF TOP 2 CHOICES

Q5. For the age group of 70 and older, please indicate which TWO organizations listed in Question 4 you and your household USE THE MOST for parks and recreation programs and services. (top 2)

Q5. Sum of Top 2 Choices (70+)	Number	Percent
Private or public schools	4	0.9 %
Churches	28	6.6 %
Geneseo Park District	27	6.4 %
Youth sports organizations	1	0.2 %
Snap Fitness	4	0.9 %
Jazzercise	5	1.2 %
Hammond Henry Hospital	30	7.1 %
Other	5	1.2 %
None, do not use any organizations	35	8.2 %
None chosen	324	76.2 %
Total	463	

Q6. Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of PARK AND RECREATION FACILITY listed below.

(N=425)

	Yes	No
Q6-1. Small neighborhood parks	35.5%	64.5%
Q6-2. Larger community parks	57.4%	42.6%
Q6-3. Soccer fields	22.8%	77.2%
Q6-4. Baseball/softball fields	25.9%	74.1%
Q6-5. Sports fields with artificial turf (football/lacrosse)	8.2%	91.8%
Q6-6. Outdoor tennis courts	18.6%	81.4%
Q6-7. Outdoor swimming facilities	50.1%	49.9%
Q6-8. Indoor swimming facilities	46.1%	53.9%
Q6-9. Picnic areas & shelters	56.7%	43.3%
Q6-10. Indoor pickleball courts	7.5%	92.5%
Q6-11. Outdoor pickleball courts	8.2%	91.8%
Q6-12. Outdoor ice-skating rinks	21.6%	78.4%
Q6-13. Off-leash dog park	26.1%	73.9%
Q6-14. Golf course	24.5%	75.5%
Q6-15. Playground equipment	40.2%	59.8%
Q6-16. Sand volleyball courts	12.5%	87.5%
Q6-17. Skate park	10.8%	89.2%
Q6-18. Outdoor handball courts	2.4%	97.6%
Q6-19. Outdoor walking path	56.9%	43.1%
Q6-20. Steam room	11.8%	88.2%
Q6-21. Other	6.6%	93.4%

Q6. If YES, please answer the questions to the right of the park or facility regarding "How Well Are Your Needs Being Met."

(N=359)

	Fully Met	Mostly Met	Partly Met	Not Met
Q6-1. Small neighborhood parks	36.4%	33.6%	15.4%	14.7%
Q6-2. Larger community parks	57.0%	33.8%	6.1%	3.1%
Q6-3. Soccer fields	47.7%	28.4%	18.2%	5.7%
Q6-4. Baseball/softball fields	58.4%	25.7%	10.9%	5.0%
Q6-5. Sports fields with artificial turf (football/lacrosse)	21.2%	18.2%	12.1%	48.5%
Q6-6. Outdoor tennis courts	34.7%	34.7%	25.0%	5.6%
Q6-7. Outdoor swimming facilities	72.1%	19.4%	6.5%	2.0%
Q6-8. Indoor swimming facilities	58.6%	27.1%	10.5%	3.9%
Q6-9. Picnic areas & shelters	54.5%	34.8%	7.6%	3.1%
Q6-10. Indoor pickleball courts	32.1%	32.1%	35.7%	0.0%
Q6-11. Outdoor pickleball courts	9.7%	22.6%	32.3%	35.5%
Q6-12. Outdoor ice-skating rinks	1.2%	7.1%	10.7%	81.0%
Q6-13. Off-leash dog park	19.4%	18.4%	22.3%	39.8%
Q6-14. Golf course	34.0%	36.1%	15.5%	14.4%
Q6-15. Playground equipment	48.8%	34.4%	12.5%	4.4%
Q6-16. Sand volleyball courts	12.2%	8.2%	20.4%	59.2%
Q6-17. Skate park	2.4%	0.0%	14.6%	82.9%
Q6-18. Outdoor handball courts	0.0%	0.0%	0.0%	100.0%
Q6-19. Outdoor walking path	29.8%	30.2%	26.7%	13.3%
Q6-20. Steam room	17.8%	17.8%	15.6%	48.9%
Q6-21. Other	7.7%	7.7%	23.1%	61.5%

Q6. Other

Q6-21. Other	Number	Percent
Bike path	6	23.1 %
Basketball court	2	7.7 %
Weight room	2	7.7 %
Hot tub	1	3.8 %
Indoor basketball courts	1	3.8 %
Archery range	1	3.8 %
Handicap playground	1	3.8 %
Ice hockey rink	1	3.8 %
Indoor walking facility	1	3.8 %
Artificial turf for playground	1	3.8 %
Bike trails	1	3.8 %
Indoor ice skating rink	1	3.8 %
Indoor walking track	1	3.8 %
Nature preserve	1	3.8 %
Bicycle path	1	3.8 %
Dog day care and indoor training	1	3.8 %
Gymnastics facility	1	3.8 %
Soccer golf course	1	3.8 %
Ping pong	1	3.8 %
Total	26	100.0 %

Q7. Which FOUR of the parks or facilities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. Top choice	Number	Percent
Small neighborhood parks	35	8.2 %
Larger community parks	47	11.1 %
Soccer fields	22	5.2 %
Baseball/softball fields	17	4.0 %
Sports fields with artificial turf (football/lacrosse)	4	0.9 %
Outdoor tennis courts	8	1.9 %
Outdoor swimming facilities	38	8.9 %
Indoor swimming facilities	22	5.2 %
Picnic areas & shelters	18	4.2 %
Indoor pickleball courts	7	1.6 %
Outdoor pickleball courts	2	0.5 %
Outdoor ice-skating rinks	5	1.2 %
Off-leash dog park	21	4.9 %
Golf course	14	3.3 %
Playground equipment	13	3.1 %
Sand volleyball courts	1	0.2 %
Skate park	3	0.7 %
Outdoor walking path	36	8.5 %
Steam room	1	0.2 %
Other	14	3.3 %
None chosen	97	22.8 %
Total	425	100.0 %

Q7. Which FOUR of the parks or facilities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 2nd choice	Number	Percent
Small neighborhood parks	22	5.2 %
Larger community parks	39	9.2 %
Soccer fields	14	3.3 %
Baseball/softball fields	16	3.8 %
Sports fields with artificial turf (football/lacrosse)	7	1.6 %
Outdoor tennis courts	11	2.6 %
Outdoor swimming facilities	38	8.9 %
Indoor swimming facilities	22	5.2 %
Picnic areas & shelters	21	4.9 %
Indoor pickleball courts	2	0.5 %
Outdoor pickleball courts	9	2.1 %
Outdoor ice-skating rinks	6	1.4 %
Off-leash dog park	14	3.3 %
Golf course	12	2.8 %
Playground equipment	24	5.6 %
Sand volleyball courts	1	0.2 %
Skate park	1	0.2 %
Outdoor walking path	36	8.5 %
Steam room	3	0.7 %
Other	1	0.2 %
None chosen	126	29.6 %
Total	425	100.0 %

Q7. Which FOUR of the parks or facilities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 3rd choice	Number	Percent
Small neighborhood parks	16	3.8 %
Larger community parks	34	8.0 %
Soccer fields	10	2.4 %
Baseball/softball fields	14	3.3 %
Sports fields with artificial turf (football/lacrosse)	2	0.5 %
Outdoor tennis courts	6	1.4 %
Outdoor swimming facilities	24	5.6 %
Indoor swimming facilities	25	5.9 %
Picnic areas & shelters	31	7.3 %
Outdoor ice-skating rinks	4	0.9 %
Off-leash dog park	13	3.1 %
Golf course	12	2.8 %
Playground equipment	18	4.2 %
Sand volleyball courts	4	0.9 %
Skate park	5	1.2 %
Outdoor walking path	39	9.2 %
Steam room	1	0.2 %
Other	4	0.9 %
None chosen	163	38.4 %
Total	425	100.0 %

Q7. Which FOUR of the parks or facilities from the list in Question 6 are MOST IMPORTANT to your household?

Q7. 4th choice	Number	Percent
Small neighborhood parks	10	2.4 %
Larger community parks	28	6.6 %
Soccer fields	7	1.6 %
Baseball/softball fields	7	1.6 %
Outdoor tennis courts	5	1.2 %
Outdoor swimming facilities	24	5.6 %
Indoor swimming facilities	15	3.5 %
Picnic areas & shelters	25	5.9 %
Outdoor pickleball courts	5	1.2 %
Outdoor ice-skating rinks	12	2.8 %
Off-leash dog park	16	3.8 %
Golf course	7	1.6 %
Playground equipment	15	3.5 %
Sand volleyball courts	7	1.6 %
Skate park	8	1.9 %
Outdoor walking path	29	6.8 %
Steam room	7	1.6 %
Other	3	0.7 %
None chosen	195	45.9 %
Total	425	100.0 %

SUM OF TOP 4 CHOICES

Q7. Which FOUR of the parks or facilities from the list in Question 6 are MOST IMPORTANT to your household? (top 4)

Q7. Sum of Top 4 Choices	Number	Percent
Small neighborhood parks	83	19.5 %
Larger community parks	148	34.8 %
Soccer fields	53	12.5 %
Baseball/softball fields	54	12.7 %
Sports fields with artificial turf (football/lacrosse)	13	3.1 %
Outdoor tennis courts	30	7.1 %
Outdoor swimming facilities	124	29.2 %
Indoor swimming facilities	84	19.8 %
Picnic areas & shelters	95	22.4 %
Indoor pickleball courts	9	2.1 %
Outdoor pickleball courts	16	3.8 %
Outdoor ice-skating rinks	27	6.4 %
Off-leash dog park	64	15.1 %
Golf course	45	10.6 %
Playground equipment	70	16.5 %
Sand volleyball courts	13	3.1 %
Skate park	17	4.0 %
Outdoor walking path	140	32.9 %
Steam room	12	2.8 %
Other	22	5.2 %
None chosen	97	22.8 %
Total	1216	

Q8. What is the MAXIMUM amount of tax increase you would be willing to pay per month for improvements to the parks/facilities that you rated as the most important in Question 7?

Q8. Maximum amount of tax increase you would be willing to pay per month for improvements to parks/facilities

	Number	Percent
\$50+ per month	3	0.7 %
\$40-\$49 per month	2	0.5 %
\$30-\$39 per month	4	0.9 %
\$20-\$29 per month	19	4.5 %
\$10-\$19 per month	61	14.4 %
\$1-\$9 per month	129	30.4 %
Would not pay anything	185	43.5 %
Not provided	22	5.2 %
Total	425	100.0 %

Q9. The following are programs the Geneseo Park District is considering offering or expanding. Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of PROGRAM listed below.

(N=425)

	Yes	No
Q9-1. Adult fast pitch softball	3.5%	96.5%
Q9-2. Adult coed softball	12.0%	88.0%
Q9-3. Men's basketball league	5.4%	94.6%
Q9-4. Adult flag football	4.2%	95.8%
Q9-5. Youth soccer	19.1%	80.9%
Q9-6. Youth basketball	15.3%	84.7%
Q9-7. Early childhood programming	10.8%	89.2%
Q9-8. Pickleball	10.1%	89.9%
Q9-9. Youth gymnastics	16.5%	83.5%
Q9-10. Ballroom dance lessons	16.5%	83.5%
Q9-11. Group fitness classes	35.1%	64.9%
Q9-12. Swim lessons	25.2%	74.8%
Q9-13. Senior softball programs	4.0%	96.0%
Q9-14. Senior day trips	19.5%	80.5%
Q9-15. Active senior programming	17.2%	82.8%
Q9-16. Fun runs/races	20.9%	79.1%
Q9-17. Daycare	7.1%	92.9%
Q9-18. Biking club	14.1%	85.9%
Q9-19. Walking club	22.6%	77.4%
Q9-20. Fencing	3.8%	96.2%
Q9-21. Water fitness	27.1%	72.9%

Q9. The following are programs the Geneseo Park District is considering offering or expanding. Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of PROGRAM listed below.

	Yes	No
Q9-22. Jiu Jitsu	3.3%	96.7%
Q9-23. Martial arts	7.8%	92.2%
Q9-24. Wrestling	5.4%	94.6%
Q9-25. Teen programs	16.5%	83.5%
Q9-26. Healthy cooking	26.4%	73.6%
Q9-27. Summer camp	11.8%	88.2%
Q9-28. Programs during school break	15.8%	84.2%
Q9-29. Yoga	25.2%	74.8%
Q9-30. Fishing	17.2%	82.8%
Q9-31. Community Gardens	16.5%	83.5%
Q9-32. Tumbling	13.4%	86.6%
Q9-33. Tennis	13.9%	86.1%
Q9-34. Golf	17.4%	82.6%
Q9-35. Outdoor Adventures	23.5%	76.5%
Q9-36. Other	3.1%	96.9%

Q9. If YES, please answer the questions to the right of the program regarding "How Well Are Your Needs Being Met?"

(N=326)

	Fully Met	Mostly Met	Partly Met	Not Met
Q9-1. Adult fast pitch softball	8.3%	0.0%	0.0%	91.7%
Q9-2. Adult coed softball	2.2%	6.7%	15.6%	75.6%
Q9-3. Men's basketball league	9.5%	19.0%	28.6%	42.9%
Q9-4. Adult flag football	0.0%	5.9%	11.8%	82.4%
Q9-5. Youth soccer	49.3%	24.7%	16.4%	9.6%
Q9-6. Youth basketball	35.5%	46.8%	8.1%	9.7%
Q9-7. Early childhood programming	19.5%	31.7%	26.8%	22.0%
Q9-8. Pickleball	9.1%	30.3%	30.3%	30.3%
Q9-9. Youth gymnastics	25.0%	33.3%	21.7%	20.0%
Q9-10. Ballroom dance lessons	0.0%	8.2%	14.8%	77.0%
Q9-11. Group fitness classes	22.0%	31.5%	26.8%	19.7%
Q9-12. Swim lessons	38.5%	38.5%	12.5%	10.4%
Q9-13. Senior softball programs	0.0%	18.2%	9.1%	72.7%
Q9-14. Senior day trips	4.8%	14.3%	23.8%	57.1%
Q9-15. Active senior programing	14.3%	5.4%	30.4%	50.0%
Q9-16. Fun runs/races	16.5%	43.0%	21.5%	19.0%
Q9-17. Daycare	23.1%	19.2%	23.1%	34.6%
Q9-18. Biking club	8.7%	8.7%	10.9%	71.7%
Q9-19. Walking club	6.3%	6.3%	17.7%	69.6%
Q9-20. Fencing	0.0%	7.1%	28.6%	64.3%
Q9-21. Water fitness	25.8%	34.4%	17.2%	22.6%
Q9-22. Jiu Jitsu	18.2%	18.2%	27.3%	36.4%

Q9. If YES, please answer the questions to the right of the program regarding "How Well Are Your Needs Being Met?"

	Fully Met	Mostly Met	Partly Met	Not Met
Q9-23. Martial arts	17.2%	34.5%	20.7%	27.6%
Q9-24. Wrestling	21.1%	15.8%	42.1%	21.1%
Q9-25. Teen programs	3.3%	15.0%	41.7%	40.0%
Q9-26. Healthy cooking	4.3%	4.3%	18.3%	73.1%
Q9-27. Summer camp	17.1%	29.3%	24.4%	29.3%
Q9-28. Programs during school break	13.8%	27.6%	22.4%	36.2%
Q9-29. Yoga	14.9%	29.9%	23.0%	32.2%
Q9-30. Fishing	8.3%	13.3%	21.7%	56.7%
Q9-31. Community Gardens	7.1%	8.9%	21.4%	62.5%
Q9-32. Tumbling	22.9%	29.2%	18.8%	29.2%
Q9-33. Tennis	14.3%	40.8%	32.7%	12.2%
Q9-34. Golf	22.7%	27.3%	28.8%	21.2%
Q9-35. Outdoor Adventures	5.9%	14.1%	22.4%	57.6%
Q9-36. Other	7.7%	0.0%	30.8%	61.5%

Q9. Other

Q9-36. Other	Number	Percent
Football	1	7.7 %
Ice hockey/lacrosse	1	7.7 %
Affordable personal trainer for seniors	1	7.7 %
DEK hockey	1	7.7 %
Hockey youth	1	7.7 %
Ice skating rink and ice hockey	1	7.7 %
Indoor playground	1	7.7 %
Specialized post injury fitness	1	7.7 %
Indoor/outdoor mini triathlon	1	7.7 %
Archery, art, music lessons	1	7.7 %
Horseback trails	1	7.7 %
Tai chi	1	7.7 %
Personal training	1	7.7 %
Total	13	100.0 %

Q10. Which FOUR of the PROGRAMS from the list in Question 9 would you and members of your household PARTICIPATE IN THE MOST IF IT WAS OFFERED BY THE GENESEO PARK DISTRICT?

Q10. Top choice	Number	Percent
Adult fast pitch softball	2	0.5 %
Adult coed softball	6	1.4 %
Men's basketball league	1	0.2 %
Adult flag football	5	1.2 %
Youth soccer	7	1.6 %
Youth basketball	7	1.6 %
Early childhood programming	13	3.1 %
Pickleball	13	3.1 %
Youth gymnastics	15	3.5 %
Ballroom dance lessons	7	1.6 %
Group fitness classes	25	5.9 %
Swim lessons	18	4.2 %
Senior softball programs	4	0.9 %
Senior day trips	28	6.6 %
Active senior programing	10	2.4 %
Fun runs/races	6	1.4 %
Daycare	2	0.5 %
Biking club	11	2.6 %
Walking club	16	3.8 %
Water fitness	13	3.1 %
Martial arts	1	0.2 %
Wrestling	1	0.2 %
Teen programs	7	1.6 %
Healthy cooking	10	2.4 %
Programs during school break	5	1.2 %
Yoga	12	2.8 %
Fishing	4	0.9 %
Community Gardens	8	1.9 %
Tumbling	3	0.7 %
Tennis	9	2.1 %
Golf	13	3.1 %
Outdoor Adventures	10	2.4 %
Other	8	1.9 %
None chosen	125	29.4 %
Total	425	100.0 %

Q10. Which FOUR of the PROGRAMS from the list in Question 9 would you and members of your household PARTICIPATE IN THE MOST IF IT WAS OFFERED BY THE GENESEO PARK DISTRICT?

Q10. 2nd choice	Number	Percent
Adult fast pitch softball	2	0.5 %
Adult coed softball	4	0.9 %
Adult flag football	3	0.7 %
Youth soccer	7	1.6 %
Youth basketball	7	1.6 %
Early childhood programming	4	0.9 %
Pickleball	5	1.2 %
Youth gymnastics	10	2.4 %
Ballroom dance lessons	11	2.6 %
Group fitness classes	16	3.8 %
Swim lessons	13	3.1 %
Senior softball programs	2	0.5 %
Senior day trips	19	4.5 %
Active senior programing	14	3.3 %
Fun runs/races	6	1.4 %
Daycare	4	0.9 %
Biking club	13	3.1 %
Walking club	20	4.7 %
Fencing	1	0.2 %
Water fitness	11	2.6 %
Jiu Jitsu	1	0.2 %
Wrestling	3	0.7 %
Teen programs	8	1.9 %
Healthy cooking	14	3.3 %
Summer camp	4	0.9 %
Programs during school break	6	1.4 %
Yoga	15	3.5 %
Fishing	11	2.6 %
Community Gardens	7	1.6 %
Tumbling	5	1.2 %
Tennis	4	0.9 %
Golf	7	1.6 %
Outdoor Adventures	12	2.8 %
None chosen	156	36.7 %
Total	425	100.0 %

Q10. Which FOUR of the PROGRAMS from the list in Question 9 would you and members of your household PARTICIPATE IN THE MOST IF IT WAS OFFERED BY THE GENESEO PARK DISTRICT?

Q10. 3rd choice	Number	Percent
Adult coed softball	10	2.4 %
Adult flag football	1	0.2 %
Youth soccer	7	1.6 %
Youth basketball	3	0.7 %
Early childhood programming	2	0.5 %
Pickleball	2	0.5 %
Youth gymnastics	4	0.9 %
Ballroom dance lessons	7	1.6 %
Group fitness classes	12	2.8 %
Swim lessons	13	3.1 %
Senior day trips	6	1.4 %
Active senior programing	9	2.1 %
Fun runs/races	4	0.9 %
Daycare	3	0.7 %
Biking club	5	1.2 %
Walking club	16	3.8 %
Water fitness	21	4.9 %
Jiu Jitsu	1	0.2 %
Martial arts	5	1.2 %
Wrestling	3	0.7 %
Teen programs	3	0.7 %
Healthy cooking	19	4.5 %
Summer camp	2	0.5 %
Programs during school break	4	0.9 %
Yoga	16	3.8 %
Fishing	8	1.9 %
Community Gardens	12	2.8 %
Tumbling	7	1.6 %
Tennis	5	1.2 %
Golf	7	1.6 %
Outdoor Adventures	15	3.5 %
Other	1	0.2 %
None chosen	192	45.2 %
Total	425	100.0 %

Q10. Which FOUR of the PROGRAMS from the list in Question 9 would you and members of your household PARTICIPATE IN THE MOST IF IT WAS OFFERED BY THE GENESEO PARK DISTRICT?

Q10. 4th choice	Number	Percent
Adult coed softball	6	1.4 %
Men's basketball league	1	0.2 %
Adult flag football	1	0.2 %
Youth soccer	3	0.7 %
Youth basketball	4	0.9 %
Early childhood programming	4	0.9 %
Pickleball	2	0.5 %
Youth gymnastics	7	1.6 %
Ballroom dance lessons	10	2.4 %
Group fitness classes	13	3.1 %
Swim lessons	5	1.2 %
Senior softball programs	1	0.2 %
Senior day trips	6	1.4 %
Active senior programing	4	0.9 %
Fun runs/races	11	2.6 %
Biking club	6	1.4 %
Walking club	4	0.9 %
Fencing	4	0.9 %
Water fitness	5	1.2 %
Jiu Jitsu	1	0.2 %
Martial arts	2	0.5 %
Teen programs	10	2.4 %
Healthy cooking	22	5.2 %
Summer camp	3	0.7 %
Programs during school break	2	0.5 %
Yoga	9	2.1 %
Fishing	5	1.2 %
Community Gardens	9	2.1 %
Tumbling	5	1.2 %
Tennis	3	0.7 %
Golf	9	2.1 %
Outdoor Adventures	11	2.6 %
None chosen	237	55.8 %
Total	425	100.0 %

SUM OF TOP 4 CHOICES

Q10. Which FOUR of the PROGRAMS from the list in Question 9 would you and members of your household PARTICIPATE IN THE MOST IF IT WAS OFFERED BY THE GENESEO PARK DISTRICT? (top 4)

Q10. Sum of Top 4 Choices	Number	Percent
Adult fast pitch softball	4	0.9 %
Adult coed softball	26	6.1 %
Men's basketball league	2	0.5 %
Adult flag football	10	2.4 %
Youth soccer	24	5.6 %
Youth basketball	21	4.9 %
Early childhood programming	23	5.4 %
Pickleball	22	5.2 %
Youth gymnastics	36	8.5 %
Ballroom dance lessons	35	8.2 %
Group fitness classes	66	15.5 %
Swim lessons	49	11.5 %
Senior softball programs	7	1.6 %
Senior day trips	59	13.9 %
Active senior programing	37	8.7 %
Fun runs/races	27	6.4 %
Daycare	9	2.1 %
Biking club	35	8.2 %
Walking club	56	13.2 %
Fencing	5	1.2 %
Water fitness	50	11.8 %
Jiu Jitsu	3	0.7 %
Martial arts	8	1.9 %
Wrestling	7	1.6 %
Teen programs	28	6.6 %
Healthy cooking	65	15.3 %
Summer camp	9	2.1 %
Programs during school break	17	4.0 %
Yoga	52	12.2 %
Fishing	28	6.6 %
Community Gardens	36	8.5 %
Tumbling	20	4.7 %
Tennis	21	4.9 %
Golf	36	8.5 %
Outdoor Adventures	48	11.3 %
Other	9	2.1 %
None chosen	125	29.4 %
Total	1115	

Q11. Would you recommend Geneseo Park District programs, facilities and activities to a friend?

Q11. Would you recommend Geneseo Park District programs, facilities & activities to a friend	Number	Percent
Yes	339	79.8 %
No	86	20.2 %
Total	425	100.0 %

Q12. Please check ALL the ways you learn about Geneseo Park District programs, facilities and activities.

Q12. Ways you learn about Geneseo Park District programs, facilities & activities	Number	Percent
Park District Activity Guide	330	77.6 %
Park District Website	184	43.3 %
Newspaper	193	45.4 %
Facebook	119	28.0 %
Twitter	5	1.2 %
Instagram	9	2.1 %
Print materials at Park District facilities	131	30.8 %
From friends & neighbors	209	49.2 %
Park District special event displays	82	19.3 %
Park District e-mails	101	23.8 %
Conversations with Park District staff	72	16.9 %
Park District sign board/banners	57	13.4 %
Central Theater slide show	146	34.4 %
Community center TV monitors	54	12.7 %
Other	11	2.6 %
Total	1703	

Q12. Other

Q12. Other	Number	Percent
Entertainment	1	10.0 %
Theater marquee	1	10.0 %
Through friends	1	10.0 %
Mailed to me	1	10.0 %
Paper mailings	1	10.0 %
Cable TV	1	10.0 %
School demos	1	10.0 %
Do not know any of the activities.	1	10.0 %
Hammond Henry Hospital	1	10.0 %
Stopping in	1	10.0 %
Total	10	100.0 %

Q13. Which THREE of the ways listed in Question 12 would you most prefer to learn about Geneseo Park District programs and activities?

Q13. Top choice	Number	Percent
Park District Activity Guide	170	40.0 %
Park District Website	30	7.1 %
Newspaper	37	8.7 %
Facebook	23	5.4 %
Instagram	1	0.2 %
Print materials at Park District facilities	15	3.5 %
From friends & neighbors	15	3.5 %
Park District special event displays	1	0.2 %
Park District e-mails	39	9.2 %
Conversations with Park District staff	4	0.9 %
Park District sign board/banners	1	0.2 %
Central Theater slide show	4	0.9 %
Other	2	0.5 %
None	83	19.5 %
Total	425	100.0 %

Q13. Which THREE of the ways listed in Question 12 would you most prefer to learn about Geneseo Park District programs and activities?

Q13. 2nd choice	Number	Percent
Park District Activity Guide	47	11.1 %
Park District Website	74	17.4 %
Newspaper	49	11.5 %
Facebook	34	8.0 %
Twitter	3	0.7 %
Print materials at Park District facilities	17	4.0 %
From friends & neighbors	21	4.9 %
Park District special event displays	5	1.2 %
Park District e-mails	15	3.5 %
Conversations with Park District staff	5	1.2 %
Park District sign board/banners	4	0.9 %
Central Theater slide show	16	3.8 %
Community center TV monitors	5	1.2 %
Other	2	0.5 %
None	128	30.1 %
Total	425	100.0 %

Q13. Which THREE of the ways listed in Question 12 would you most prefer to learn about Geneseo Park District programs and activities?

Q13. 3rd choice	Number	Percent
Park District Activity Guide	31	7.3 %
Park District Website	27	6.4 %
Newspaper	23	5.4 %
Facebook	26	6.1 %
Instagram	1	0.2 %
Print materials at Park District facilities	19	4.5 %
From friends & neighbors	27	6.4 %
Park District special event displays	18	4.2 %
Park District e-mails	27	6.4 %
Conversations with Park District staff	9	2.1 %
Park District sign board/banners	10	2.4 %
Central Theater slide show	30	7.1 %
Community center TV monitors	8	1.9 %
Other	2	0.5 %
None	167	39.3 %
Total	425	100.0 %

SUM OF TOP 3 CHOICES

Q13. Which THREE of the ways listed in Question 12 would you most prefer to learn about Geneseo Park District programs and activities? (top 3)

Q13. Sum of Top 3 Choices	Number	Percent
Park District Activity Guide	248	58.4 %
Park District Website	131	30.8 %
Newspaper	109	25.6 %
Facebook	83	19.5 %
Twitter	3	0.7 %
Instagram	2	0.5 %
Print materials at Park District facilities	51	12.0 %
From friends & neighbors	63	14.8 %
Park District special event displays	24	5.6 %
Park District e-mails	81	19.1 %
Conversations with Park District staff	18	4.2 %
Park District sign board/banners	15	3.5 %
Central Theater slide show	50	11.8 %
Community center TV monitors	13	3.1 %
Other	6	1.4 %
None	83	19.5 %
Total	980	

Q14. From the following list, please CHECK ALL the reasons that prevent you or other members of your household from using parks, facilities and programs in the Geneseo Park District more often.

Q14. Reasons that prevent you from using parks, facilities & programs in Geneseo Park District more often

	Number	Percent
Programs are cancelled	49	11.5 %
Facilities are not offered	36	8.5 %
Program sessions are long	3	0.7 %
Lack of quality programs	34	8.0 %
Lack of advanced level classes	8	1.9 %
Waiting list/class full	11	2.6 %
Fees are high	231	54.4 %
Program times are not convenient	155	36.5 %
Lack of program spaces in facilities	19	4.5 %
Program not offered	88	20.7 %
Use other agencies	41	9.6 %
Poor customer service by staff	15	3.5 %
Lack of accessible parking	17	4.0 %
Operating hours not convenient	39	9.2 %
I do not know what is being offered	31	7.3 %
Registration process is difficult	8	1.9 %
Other	60	14.1 %
None	2	0.5 %
Total	847	

Q14. Other

Q14. Other	Number	Percent
Age	2	3.4 %
Age & health issues	1	1.7 %
Age seniors	1	1.7 %
Athletic field & tennis courts are in horrible shape	1	1.7 %
Busy with other activities and organizations	1	1.7 %
Busy with work and church and household chores	1	1.7 %
Charging non-profits to use a meeting room	1	1.7 %
Do not get enough info or reminders of classes.	1	1.7 %
Don't care	1	1.7 %
Don't have time	1	1.7 %
Do not want to pay online fee	1	1.7 %
Expense not a priority	1	1.7 %
Facilities need better cleaning	1	1.7 %
For swim lessons, staff ratio is lower. Kids get a lot more practice.	1	1.7 %
Have no extra time	1	1.7 %
Just moved here last year	1	1.7 %
Live away from park	1	1.7 %
Lack of spare time, involved with church	1	1.7 %
Lack of time	2	3.4 %
Lack of variety of young adult classes; social anxiety	1	1.7 %
My personal lack of time	1	1.7 %
New to Geneseo	1	1.7 %
No reason	1	1.7 %
Not enough time	1	1.7 %
Not enough time to schedule	1	1.7 %
Not enough yoga offered pricey for nonmembers	1	1.7 %
Not here 1/2 of the year	1	1.7 %
Not interested	3	5.2 %
Not offered to younger ages under 2	1	1.7 %
No interest	1	1.7 %
No need for me	1	1.7 %
Nothing I'm interested in.	1	1.7 %
Old age	1	1.7 %
Online fees to register	1	1.7 %
Our ages and helath	1	1.7 %
Our work schedule and we do not live in town.	1	1.7 %
Other interests/lack of time	1	1.7 %
Programs not flexible	1	1.7 %
Program regulations	1	1.7 %
Still working full time	1	1.7 %

Q14. Other

<u>Q14. Other</u>	<u>Number</u>	<u>Percent</u>
Temperature/music volume of room is too cool	1	1.7 %
Too busy	1	1.7 %
Too busy with other interests	1	1.7 %
Taxes - membership - class charge	1	1.7 %
Very busy with other community activities	1	1.7 %
We are too busy as it is	1	1.7 %
We like to use the indoor track	1	1.7 %
Work full time and live out in the country.	1	1.7 %
Work schedule	1	1.7 %
Working a lot	1	1.7 %
Getting old	1	1.7 %
My age	1	1.7 %
Too old & tired	1	1.7 %
Work full time	1	1.7 %
Total	58	100.0 %

Q15. Please rate your overall satisfaction with the following items on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q15-1. Community Center desk staff	32.8%	29.1%	12.9%	0.5%	0.5%	24.3%
Q15-2. Park District website	15.6%	27.5%	18.2%	1.7%	0.2%	36.7%
Q15-3. Program registration in person	22.1%	23.8%	11.4%	1.0%	0.0%	41.6%
Q15-4. Online registration for programs	7.5%	9.0%	16.5%	5.8%	1.5%	59.6%
Q15-5. Overall cleanliness of facilities	22.7%	35.5%	15.7%	3.9%	1.9%	20.3%
Q15-6. Fees for programs	5.6%	14.3%	20.1%	21.3%	19.4%	19.4%
Q15-7. Fees for memberships	4.6%	16.0%	20.6%	20.6%	20.6%	17.5%
Q15-8. Availability of rental space	9.5%	16.8%	17.3%	0.7%	1.0%	54.6%
Q15-9. Parking at the Community Center	11.6%	33.8%	21.3%	9.4%	3.1%	20.8%

WITHOUT DON'T KNOW

Q15. Please rate your overall satisfaction with the following items on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=425)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q15-1. Community Center desk staff	43.3%	38.5%	17.0%	0.6%	0.6%
Q15-2. Park District website	24.6%	43.5%	28.8%	2.7%	0.4%
Q15-3. Program registration in person	37.9%	40.8%	19.6%	1.7%	0.0%
Q15-4. Online registration for programs	18.7%	22.3%	41.0%	14.5%	3.6%
Q15-5. Overall cleanliness of facilities	28.5%	44.5%	19.7%	4.8%	2.4%
Q15-6. Fees for programs	6.9%	17.7%	24.9%	26.4%	24.0%
Q15-7. Fees for memberships	5.6%	19.4%	25.0%	25.0%	25.0%
Q15-8. Availability of rental space	21.0%	37.1%	38.2%	1.6%	2.2%
Q15-9. Parking at the Community Center	14.6%	42.7%	26.8%	11.9%	4.0%

Q16. The Geneseo Park District has identified several issues that could have a critical role in the future of the Park District. Knowing this, please indicate how important each of the following issues should be when planning the future of the Geneseo Park District.

(N=425)

	Very Important	Important	Somewhat Important	Not Important	Not At All Important	Don't Know
Q16-1. Modernize equipment & facilities with a fresh clean look	19.8%	27.5%	23.2%	7.7%	5.8%	15.9%
Q16-2. Build new facilities to replace aging facilities	10.4%	11.1%	19.6%	25.4%	15.9%	17.6%
Q16-3. Expand & renovate existing facilities to accommodate a variety of programs	16.9%	24.9%	21.8%	12.6%	7.5%	16.2%
Q16-4. Expand cardio/weight/fitness rooms to better meet the needs of residents	19.4%	18.5%	18.5%	10.6%	7.4%	25.7%
Q16-5. Develop a multi-sports athletic facility for area to use & draw participation for Tournaments, Festivals, Music, etc.	11.1%	15.9%	20.0%	15.2%	18.6%	19.1%
Q16-6. Address programming needs for teens	12.3%	27.6%	17.2%	6.8%	4.6%	31.5%
Q16-7. Address programming needs for adults ages 55+	18.6%	24.4%	19.3%	7.5%	4.1%	26.1%
Q16-8. Offer free community events	27.0%	28.9%	19.5%	5.8%	2.9%	15.9%
Q16-9. Expand cardio/weight room hours with 24 hour access	18.1%	16.7%	19.8%	12.8%	6.0%	26.6%
Q16-10. Recruit & train qualified instructors	19.8%	30.4%	16.2%	7.5%	3.1%	22.9%
Q16-11. Ensure the Geneseo Park District meets or exceeds industry standards & continue to achieve awards, certifications & recognitions	15.9%	22.0%	23.4%	13.8%	5.8%	19.1%
Q16-12. Promote volunteer opportunities	9.9%	26.2%	29.3%	9.4%	4.6%	20.6%
Q16-13. Claim our "Small Town Identity" to be more competitive with the Quad City area community	12.3%	21.7%	25.6%	14.3%	8.7%	17.4%
Q16-14. Increase public awareness of the Park District through education	14.8%	24.8%	30.3%	9.2%	3.2%	17.7%

Q16. The Geneseo Park District has identified several issues that could have a critical role in the future of the Park District. Knowing this, please indicate how important each of the following issues should be when planning the future of the Geneseo Park District.

	Very Important	Important	Somewhat Important	Not Important	Not At All Important	Don't Know
Q16-15. Target new audiences to use Geneseo Park District facilities & programs	16.5%	27.5%	25.8%	8.5%	3.9%	17.8%
Q16-16. Offer free quarterly events for the whole community	27.1%	25.9%	23.2%	5.6%	2.7%	15.6%
Q16-17. Partner with sports organizations to host regional events with family friendly environment	14.4%	28.0%	20.7%	11.7%	6.1%	19.2%
Q16-18. Develop partnerships to eliminate duplication of services & programs	20.0%	29.9%	18.5%	9.5%	3.2%	19.0%
Q16-19. Foster a cross generational Board of Commissioners	23.0%	22.0%	19.8%	7.6%	2.9%	24.7%

WITHOUT DON'T KNOW

Q16. The Geneseo Park District has identified several issues that could have a critical role in the future of the Park District. Knowing this, please indicate how important each of the following issues should be when planning the future of the Geneseo Park District. (without "don't know")

(N=425)

	Very Important	Important	Somewhat Important	Not Important	Not At All Important
Q16-1. Modernize equipment & facilities with a fresh clean look	23.6%	32.8%	27.6%	9.2%	6.9%
Q16-2. Build new facilities to replace aging facilities	12.6%	13.5%	23.8%	30.8%	19.4%
Q16-3. Expand & renovate existing facilities to accommodate a variety of programs	20.2%	29.8%	26.0%	15.0%	9.0%
Q16-4. Expand cardio/weight/fitness rooms to better meet the needs of residents	26.1%	24.8%	24.8%	14.2%	10.0%
Q16-5. Develop a multi-sports athletic facility for area to use & draw participation for Tournaments, Festivals, Music, etc.	13.7%	19.7%	24.8%	18.8%	23.0%
Q16-6. Address programming needs for teens	18.0%	40.3%	25.1%	9.9%	6.7%
Q16-7. Address programming needs for adults ages 55+	25.2%	33.0%	26.1%	10.1%	5.6%
Q16-8. Offer free community events	32.1%	34.4%	23.2%	6.9%	3.4%
Q16-9. Expand cardio/weight room hours with 24 hour access	24.7%	22.7%	27.0%	17.4%	8.2%
Q16-10. Recruit & train qualified instructors	25.7%	39.5%	21.0%	9.7%	4.1%
Q16-11. Ensure the Geneseo Park District meets or exceeds industry standards & continue to achieve awards, certifications & recognitions	19.7%	27.2%	29.0%	17.0%	7.2%
Q16-12. Promote volunteer opportunities	12.5%	32.9%	36.9%	11.9%	5.8%
Q16-13. Claim our "Small Town Identity" to be more competitive with the Quad City area community	14.9%	26.3%	31.0%	17.3%	10.5%
Q16-14. Increase public awareness of the Park District through education	18.0%	30.1%	36.9%	11.2%	3.8%
Q16-15. Target new audiences to use Geneseo Park District facilities & programs	20.1%	33.4%	31.4%	10.4%	4.7%

WITHOUT DON'T KNOW

Q16. The Geneseo Park District has identified several issues that could have a critical role in the future of the Park District. Knowing this, please indicate how important each of the following issues should be when planning the future of the Geneseo Park District. (without "don't know")

	Very Important	Important	Somewhat Important	Not Important	Not At All Important
Q16-16. Offer free quarterly events for the whole community	32.1%	30.6%	27.5%	6.6%	3.2%
Q16-17. Partner with sports organizations to host regional events with family friendly environment	17.8%	34.6%	25.6%	14.5%	7.5%
Q16-18. Develop partnerships to eliminate duplication of services & programs	24.6%	36.9%	22.8%	11.7%	3.9%
Q16-19. Foster a cross generational Board of Commissioners	30.5%	29.2%	26.3%	10.1%	3.9%

Q17. Which THREE of the issues from the list in Question 16 do you think are MOST IMPORTANT?

Q17. Top choice	Number	Percent
Modernize equipment & facilities with a fresh clean look	49	11.5 %
Build new facilities to replace aging facilities	7	1.6 %
Expand & renovate existing facilities to accommodate a variety of programs	24	5.6 %
Expand cardio/weight/fitness rooms to better meet the needs of residents	35	8.2 %
Develop a multi-sports athletic facility for area to use & draw participation for Tournaments, Festivals, Music, etc.	11	2.6 %
Address programming needs for teens	17	4.0 %
Address programming needs for adults ages 55+	33	7.8 %
Offer free community events	39	9.2 %
Expand cardio/weight room hours with 24 hour access	19	4.5 %
Recruit & train qualified instructors	9	2.1 %
Ensure the Geneseo Park District meets or exceeds industry standards & continue to achieve awards, certifications & recognitions	5	1.2 %
Promote volunteer opportunities	1	0.2 %
Claim our "Small Town Identity" to be more competitive with the Quad City area community	6	1.4 %
Increase public awareness of the Park District through education	4	0.9 %
Target new audiences to use Geneseo Park District facilities & programs	3	0.7 %
Offer free quarterly events for the whole community	22	5.2 %
Partner with sports organizations to host regional events with family friendly environment	4	0.9 %
Develop partnerships to eliminate duplication of services & programs	13	3.1 %
Foster a cross generational Board of Commissioners	21	4.9 %
None chosen	103	24.2 %
Total	425	100.0 %

Q17. Which THREE of the issues from the list in Question 16 do you think are MOST IMPORTANT?

Q17. 2nd choice	Number	Percent
Modernize equipment & facilities with a fresh clean look	20	4.7 %
Build new facilities to replace aging facilities	17	4.0 %
Expand & renovate existing facilities to accommodate a variety of programs	19	4.5 %
Expand cardio/weight/fitness rooms to better meet the needs of residents	23	5.4 %
Develop a multi-sports athletic facility for area to use & draw participation for Tournaments, Festivals, Music, etc.	8	1.9 %
Address programming needs for teens	13	3.1 %
Address programming needs for adults ages 55+	17	4.0 %
Offer free community events	30	7.1 %
Expand cardio/weight room hours with 24 hour access	29	6.8 %
Recruit & train qualified instructors	26	6.1 %
Ensure the Geneseo Park District meets or exceeds industry standards & continue to achieve awards, certifications & recognitions	12	2.8 %
Promote volunteer opportunities	3	0.7 %
Claim our "Small Town Identity" to be more competitive with the Quad City area community	9	2.1 %
Increase public awareness of the Park District through education	9	2.1 %
Target new audiences to use Geneseo Park District facilities & programs	5	1.2 %
Offer free quarterly events for the whole community	35	8.2 %
Partner with sports organizations to host regional events with family friendly environment	11	2.6 %
Develop partnerships to eliminate duplication of services & programs	15	3.5 %
Foster a cross generational Board of Commissioners	9	2.1 %
None chosen	115	27.1 %
Total	425	100.0 %

Q17. Which THREE of the issues from the list in Question 16 do you think are MOST IMPORTANT?

Q17. 3rd choice	Number	Percent
Modernize equipment & facilities with a fresh clean look	22	5.2 %
Build new facilities to replace aging facilities	6	1.4 %
Expand & renovate existing facilities to accommodate a variety of programs	20	4.7 %
Expand cardio/weight/fitness rooms to better meet the needs of residents	14	3.3 %
Develop a multi-sports athletic facility for area to use & draw participation for Tournaments, Festivals, Music, etc.	10	2.4 %
Address programming needs for teens	15	3.5 %
Address programming needs for adults ages 55+	14	3.3 %
Offer free community events	28	6.6 %
Expand cardio/weight room hours with 24 hour access	14	3.3 %
Recruit & train qualified instructors	15	3.5 %
Ensure the Geneseo Park District meets or exceeds industry standards & continue to achieve awards, certifications & recognitions	6	1.4 %
Promote volunteer opportunities	7	1.6 %
Claim our "Small Town Identity" to be more competitive with the Quad City area community	7	1.6 %
Increase public awareness of the Park District through education	11	2.6 %
Target new audiences to use Geneseo Park District facilities & programs	21	4.9 %
Offer free quarterly events for the whole community	25	5.9 %
Partner with sports organizations to host regional events with family friendly environment	14	3.3 %
Develop partnerships to eliminate duplication of services & programs	22	5.2 %
Foster a cross generational Board of Commissioners	20	4.7 %
None chosen	134	31.5 %
Total	425	100.0 %

SUM OF TOP 3 CHOICES**Q17. Which THREE of the issues from the list in Question 16 do you think are MOST IMPORTANT? (top 3)**

Q17. Sum of Top 3 Choices	Number	Percent
Modernize equipment & facilities with a fresh clean look	91	21.4 %
Build new facilities to replace aging facilities	30	7.1 %
Expand & renovate existing facilities to accommodate a variety of programs	63	14.8 %
Expand cardio/weight/fitness rooms to better meet the needs of residents	72	16.9 %
Develop a multi-sports athletic facility for area to use & draw participation for Tournaments, Festivals, Music, etc.	29	6.8 %
Address programming needs for teens	45	10.6 %
Address programming needs for adults ages 55+	64	15.1 %
Offer free community events	97	22.8 %
Expand cardio/weight room hours with 24 hour access	62	14.6 %
Recruit & train qualified instructors	50	11.8 %
Ensure the Geneseo Park District meets or exceeds industry standards & continue to achieve awards, certifications & recognitions	23	5.4 %
Promote volunteer opportunities	11	2.6 %
Claim our "Small Town Identity" to be more competitive with the Quad City area community	22	5.2 %
Increase public awareness of the Park District through education	24	5.6 %
Target new audiences to use Geneseo Park District facilities & programs	29	6.8 %
Offer free quarterly events for the whole community	82	19.3 %
Partner with sports organizations to host regional events with family friendly environment	29	6.8 %
Develop partnerships to eliminate duplication of services & programs	50	11.8 %
Foster a cross generational Board of Commissioners	50	11.8 %
None chosen	103	24.2 %
Total	1026	

Q18. Please write ONE word that comes to mind in describing the Geneseo Park District.

Q18. Please enter one word that comes to mind in
describing the Geneseo Park District

	Number	Percent
80s/vintage	1	0.3 %
A-	1	0.3 %
Accessible	2	0.6 %
Accommodating	1	0.3 %
Active	1	0.3 %
Activities	2	0.6 %
Aging	1	0.3 %
Already Exceeds Purpose	1	0.3 %
Amazing	2	0.6 %
Appreciated	2	0.6 %
Aquatic Center	1	0.3 %
Asset	1	0.3 %
Attuned	1	0.3 %
Awesome	4	1.2 %
Accessible	1	0.3 %
Active	2	0.6 %
Activity	1	0.3 %
Adequate	9	2.7 %
Affordable	1	0.3 %
Amazing	1	0.3 %
Average	1	0.3 %
Bargain	1	0.3 %
Clean	2	0.6 %
Cliquey	1	0.3 %
Competent	1	0.3 %
Comprehensive	2	0.6 %
Content	1	0.3 %
Costly	2	0.6 %
Challenging	1	0.3 %
Community	9	2.7 %
Convenient	7	2.1 %
Cost Too Much	1	0.3 %
Dirty	2	0.6 %
Disappointed	1	0.3 %
Diverse	1	0.3 %
Dated	1	0.3 %
Diverse	1	0.3 %
Economical	1	0.3 %
Engaged	1	0.3 %
Enough	1	0.3 %
Excellent	2	0.6 %
Excelling	1	0.3 %
Exceptional	2	0.6 %
Exclusive	1	0.3 %
Exercise	1	0.3 %

Q18. Please write ONE word that comes to mind in describing the Geneseo Park District.

Q18. Please enter one word that comes to mind in
describing the Geneseo Park District

	Number	Percent
Expenditures	1	0.3 %
Easy	1	0.3 %
Effort	1	0.3 %
Essential	1	0.3 %
Excellent	1	0.3 %
Expanding	2	0.6 %
Expensive	49	14.8 %
Fair	1	0.3 %
Family	5	1.5 %
Fantastic	1	0.3 %
Fine	1	0.3 %
Fortunate	1	0.3 %
Full	1	0.3 %
Functional	1	0.3 %
Future	1	0.3 %
Family Friendly	1	0.3 %
Fantastical	1	0.3 %
Friendly	6	1.8 %
Fun	9	2.7 %
Grateful	1	0.3 %
Generational	1	0.3 %
Good	8	2.4 %
Great	12	3.6 %
Greedy	1	0.3 %
Growing	4	1.2 %
Historic	1	0.3 %
Healthy	3	0.9 %
Home	1	0.3 %
Hometown	1	0.3 %
Improvements	1	0.3 %
Improving	1	0.3 %
Inadequate	1	0.3 %
Inclusive	1	0.3 %
Inconvenient	1	0.3 %
Interest	1	0.3 %
Interesting	1	0.3 %
Invisible	1	0.3 %
Important	4	1.2 %
Impressive	6	1.8 %
Improving	1	0.3 %
Land Locked	1	0.3 %
Limited	2	0.6 %
Local	2	0.6 %
Local	1	0.3 %
Maintained	1	0.3 %

Q18. Please write ONE word that comes to mind in describing the Geneseo Park District.

Q18. Please enter one word that comes to mind in
describing the Geneseo Park District

	Number	Percent
Marketing Rocks	1	0.3 %
Misunderstood	1	0.3 %
Modest	1	0.3 %
Money	1	0.3 %
Neat	1	0.3 %
Not Affordable	1	0.3 %
Neat	1	0.3 %
Nice	6	1.8 %
Old	1	0.3 %
Outdated	3	0.9 %
Overkill	1	0.3 %
Overpriced	1	0.3 %
Okay	6	1.8 %
Opportunities	1	0.3 %
Outdoor	1	0.3 %
Outstanding	4	1.2 %
Over Staffed	2	0.6 %
Over-Rated	3	0.9 %
Over-Spending	1	0.3 %
Parks	1	0.3 %
Pleasant	1	0.3 %
Plenty Adequate	1	0.3 %
Pride	1	0.3 %
Providing	1	0.3 %
Pool	1	0.3 %
Pricey	6	1.8 %
Progressive	4	1.2 %
Quality	1	0.3 %
Reactive	1	0.3 %
Refurbish	1	0.3 %
Safe	1	0.3 %
Satisfactory	3	0.9 %
Snobbish	1	0.3 %
Solid	1	0.3 %
Struggling	1	0.3 %
Sufficient	2	0.6 %
Swimming	2	0.6 %
Scattered	1	0.3 %
Showy	1	0.3 %
Struggling	2	0.6 %
Taxes	3	0.9 %
Teenager	1	0.3 %
Tired/Expensive/Inadequate	1	0.3 %
Too Expensive	2	0.6 %
Too Expensive Not Able To Attend	1	0.3 %

Q18. Please write ONE word that comes to mind in describing the Geneseo Park District.

Q18. Please enter one word that comes to mind in
describing the Geneseo Park District

	Number	Percent
Thankful	1	0.3 %
Unorganized	2	0.6 %
Unsanitary	1	0.3 %
Unique	1	0.3 %
Unnecessary	1	0.3 %
Value	1	0.3 %
Very Good	1	0.3 %
Very Inexpensive	1	0.3 %
Very Nice	1	0.3 %
Valuable	1	0.3 %
Variety	4	1.2 %
Versatile	1	0.3 %
Wonderful	2	0.6 %
Wow	1	0.3 %
Wonderful	1	0.3 %
Basic	1	0.3 %
Controversial	1	0.3 %
Fitness	1	0.3 %
Hard Working	1	0.3 %
Improvement	1	0.3 %
Pickleball	1	0.3 %
Speechless	1	0.3 %
Total	331	100.0 %

Q19. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Geneseo Park District.

Q19. Please rate your satisfaction with the overall value your household receives from Geneseo Park District

District	Number	Percent
Very Satisfied	82	19.3 %
Somewhat Satisfied	127	29.9 %
Neutral	77	18.1 %
Somewhat Dissatisfied	42	9.9 %
Very Dissatisfied	42	9.9 %
Don't Know	55	12.9 %
Total	425	100.0 %

Q20. Would you be interested in volunteering at Park District events?

Q20. Would you be interested in volunteering at Park District events

	Number	Percent
Yes	122	28.7 %
No	282	66.4 %
Not provided	21	4.9 %
Total	425	100.0 %

Q21. Are you or any member of your household currently a member of the Community Center?

Q21. Are you currently a member of the Community Center	Number	Percent
Yes	204	48.0 %
No	221	52.0 %
Total	425	100.0 %

Q21a. (If YES to Question 21) From the following list, please check ALL the types of memberships that at least one member of your household currently has.

Q21a. Types of memberships that at least one member of your household currently has	Number	Percent
Community Center Membership	127	62.3 %
Aquatic Center Membership	18	8.8 %
Park District Membership (Community Center & Aquatic Center)	72	35.3 %
Total	217	

Q21b. (If YES to Question 21) How many years have you been a member of the Community Center?

Q21b. How many years have you been a member of the Community Center	Number	Percent
5 or less	78	46.7 %
6 to 10	31	18.6 %
11 to 15	21	12.6 %
16 to 20	17	10.2 %
21+	20	12.0 %
Total	167	100.0 %

Q22. Counting yourself, how many people in your household are?

	Mean	Sum
number	2.93	1215
Under age 5	0.18	73
Ages 5-9	0.25	102
Ages 10-14	0.27	112
Ages 15-19	0.19	80
Ages 20-24	0.13	54
Ages 25-34	0.29	121
Ages 35-44	0.41	170
Ages 45-54	0.34	141
Ages 55-64	0.40	167
Ages 65-74	0.30	124
Ages 75+	0.17	71

Q23. What is your age?

Q23. Your age	Number	Percent
18-34	77	18.1 %
35-44	84	19.8 %
45-54	80	18.8 %
55-64	81	19.1 %
65+	93	21.9 %
Not provided	10	2.4 %
Total	425	100.0 %

Q24. What is your annual household income?

Q24. Your annual household income	Number	Percent
Less than \$25K	16	3.8 %
\$25K-\$49,999	73	17.2 %
\$50K-\$99,999	138	32.5 %
\$100K-\$149,999	81	19.1 %
\$150K-\$199,999	29	6.8 %
\$200K+	22	5.2 %
Not provided	66	15.5 %
Total	425	100.0 %

Q25. How long have you lived in the Geneseo Park District?

Q25. How long have you lived in the Geneseo Park District	Number	Percent
5 or less	51	12.3 %
6 to 10	47	11.4 %
11 to 15	48	11.6 %
16 to 20	46	11.1 %
21 to 30	69	16.7 %
31+	153	37.0 %
Total	414	100.0 %

Q26. What is your gender?

Q26. Your gender	Number	Percent
Male	201	47.3 %
Female	223	52.5 %
Not provided	1	0.2 %
Total	425	100.0 %

Section 5

Survey Instrument



***A Few Minutes of Your Time Will Help Make the Geneseo Park District
a Better Asset to You and Your Community.***

www.GeneseoParkDistrict.org

Geneseo Community Center

541 East North Street
Geneseo, IL 61254

(309) 944-5695 Phone
(309) 944-8395 Fax

Central Theater

111 North State Street
Geneseo, IL 61254

(309) 944-3603

Dear Geneseo Park District Resident:

Your response to the enclosed survey is extremely important . . .

The Geneseo Park District is conducting a Community Survey as a part of the Strategic Plan to establish priorities for the future improvement of parks and recreation facilities, programs and services within the community. Your household was one of a limited number selected at random to receive this survey, therefore, it is very important that you participate.

We appreciate your time . . .

We realize that this survey will take approximately 10-15 minutes to complete, but each question is important. The time you invest in completing this survey will aid the Geneseo Park District in taking a resident-driven approach to making decisions that will enrich the future of our community and positively affect the lives of its residents.

Please complete and return your survey within the next two weeks . . .

We have selected Leisure Vision/ETC Institute, an independent consulting company, as our partner to administer this survey. They will compile the data received and present the results to the Geneseo Park District.

Your responses will remain confidential . . .

The cumulative survey results will be made available on the Park District website. Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. You may also complete the survey on-line by going to www.GenParkSurvey.org.

If you have any questions, please feel free to contact Molly Hamer with the Geneseo Park District at 944-5695 or mhamer@geneseoparkdistrict.org. The Community Survey is a tool that will benefit all residents. Please take this opportunity to let your voice be heard.

Sincerely,

Anderson Memorial Park

Athletic Field

Indoor Pool

Outdoor Pool

Molly Hamer
Executive Director

Kathleen Repass
President, Board of Commissioners



Geneseo Park District Needs Assessment Survey

The Geneseo Park District would like your input to help determine park and recreation priorities for the community. The survey will take only 10-15 minutes to complete. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope. You may also complete the survey on-line by going to www.GenParkSurvey.org. Thank you in advance for your valuable input!

1. Please rate your overall satisfaction with the following parks, facilities and programs provided by the Geneseo Park District on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." If you don't use the item, please indicate 9 for "Don't Use".

How Satisfied Are You With:	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Use
01. Anderson Memorial Park	5	4	3	2	1	9
02. Athletic Field	5	4	3	2	1	9
03. Athletic Field – Running Track	5	4	3	2	1	9
04. Athletic Field – Tennis Courts	5	4	3	2	1	9
05. Athletic Field – Basketball Court	5	4	3	2	1	9
06. Central Theater	5	4	3	2	1	9
07. Community Center	5	4	3	2	1	9
08. Community Center – Running Track	5	4	3	2	1	9
09. Community Center – Cardio/Weight Room	5	4	3	2	1	9
10. Community Center – Gymnastics Room	5	4	3	2	1	9
11. Community Center – Gymnasium	5	4	3	2	1	9
12. Community Center – Life Fitness Room (group fitness)	5	4	3	2	1	9
13. Community Center – Babysitting Room	5	4	3	2	1	9
14. Community Center – Senior Center	5	4	3	2	1	9
15. Community Center – Spin Cycle Room	5	4	3	2	1	9
16. Community Center – Locker Rooms	5	4	3	2	1	9
17. Community Center – Racquetball Courts	5	4	3	2	1	9
18. Community Center – Sauna	5	4	3	2	1	9
19. Community Center – Dedrick Room (rental room)	5	4	3	2	1	9
20. Indoor Pool	5	4	3	2	1	9
21. Indoor Pool – Locker Rooms	5	4	3	2	1	9
22. Indoor Pool – Lounge	5	4	3	2	1	9
23. Aquatic Center	5	4	3	2	1	9
24. Aquatic Center – Concession Stand	5	4	3	2	1	9
25. Aquatic Center – Hours of Operation	5	4	3	2	1	9
26. Aquatic Center – Current Channel	5	4	3	2	1	9
27. Aquatic Center – Splash Pad	5	4	3	2	1	9
28. Aquatic Center – Poolside Room (rental room)	5	4	3	2	1	9

2. Which **FOUR** of the parks, facilities, and programs listed in Question #1 do you think should receive the **MOST ATTENTION** from the Geneseo Park District? [Using the numbers in Question #1 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.

1st: _____2nd: _____3rd: _____4th: _____

NONE

3. Has your household participated in any recreation programs or events offered by the Geneseo Park District during the past 12 months?

_____ (1) Yes [Please answer Questions #3a-c.]

_____ (2) No [Please go to Question #4.]

- 3a. How many different recreation programs or recreation activities offered by the Geneseo Park District has your household participated in during the past 12 months?

_____ (1) 1 program/event

_____ (4) 7 to 10 programs/events

_____ (2) 2 to 3 programs/events

_____ (5) 11 or more programs/events

_____ (3) 4 to 6 programs/events

- 3b. From the following list, please check the THREE primary reasons why your household has participated in Geneseo Park District recreation programs or events.

_____ (1) Quality of instructors/coaches

_____ (6) Times the program/event is offered

_____ (2) Location of the program/event facility

_____ (7) Friends participate in the program/event

_____ (3) Quality of the program/event facility

_____ (8) Dates the program/event is offered

_____ (4) Fees charged for the program/event

_____ (9) Other: _____

_____ (5) Length (in days) program/event is offered

- 3c. How would you rate the overall quality of recreation programs or events in which your household has participated?

_____ (1) Excellent

_____ (3) Fair

_____ (2) Good

_____ (4) Poor

4. From the following list, please check ALL the organizations that you and members of your household have used for parks and recreation programs and services over the past 12 months.

_____ (01) Private or public schools

_____ (07) CrossFit

_____ (02) Churches

_____ (08) Summit

_____ (03) Geneseo Park District

_____ (09) Hammond Henry Hospital

_____ (04) Youth sports organizations

_____ (10) Other _____

_____ (05) Snap Fitness

_____ (11) None, do not use any organizations

_____ (06) Jazzercise

5. For each of the age groups shown below, please indicate which TWO organizations listed in Question #4 you and your household USE THE MOST for parks and recreation programs and services. [Use the number by each organization in Question #4. If you have no one in your household in an age group, circle the word NONE in the space provided.]

Organization Use Most

Organization Use 2nd Most

Ages 0 to 9 years old

NONE

Ages 10 to 18 years old

NONE

Ages 19 to 29 years old

NONE

Ages 30 to 54 years old

NONE

Ages 55 to 69 years old

NONE

Ages 70 and older

NONE

6. Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of **PARK AND RECREATION FACILITY** listed below by circling YES or NO to the right of each type of park or facility.

If YES, please answer the questions to the right of the park or facility regarding "How Well Are Your Needs Being Met". If NO, please go to the next type of park or facility.

Type of Park or Facility		Do You Have a Need for this Park or Facility?		If Yes, How Well are Your Needs Being Met? (Circle ONE Response)			
				Fully Met	Mostly Met	Partly Met	Not Met
01.	Small neighborhood parks	Yes	No	4	3	2	1
02.	Larger community parks	Yes	No	4	3	2	1
03.	Soccer fields	Yes	No	4	3	2	1
04.	Baseball/softball fields	Yes	No	4	3	2	1
05.	Sports fields with artificial turf (football/lacrosse)	Yes	No	4	3	2	1
06.	Outdoor tennis courts	Yes	No	4	3	2	1
07.	Outdoor swimming facilities	Yes	No	4	3	2	1
08.	Indoor swimming facilities	Yes	No	4	3	2	1
09.	Picnic areas and shelters	Yes	No	4	3	2	1
10.	Indoor pickleball courts	Yes	No	4	3	2	1
11.	Outdoor pickleball courts	Yes	No	4	3	2	1
12.	Outdoor ice-skating rinks	Yes	No	4	3	2	1
13.	Off-leash dog park	Yes	No	4	3	2	1
14.	Golf course	Yes	No	4	3	2	1
15.	Playground equipment	Yes	No	4	3	2	1
16.	Sand volleyball courts	Yes	No	4	3	2	1
17.	Skate park	Yes	No	4	3	2	1
18.	Outdoor handball courts	Yes	No	4	3	2	1
19.	Outdoor walking path	Yes	No	4	3	2	1
20.	Steam room	Yes	No	4	3	2	1
21.	Other: _____	Yes	No	4	3	2	1

7. Which FOUR of the parks or facilities from the list in Question #6 are MOST IMPORTANT to your household?
[Using the numbers in Question #6 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

8. What is the MAXIMUM amount of tax increase you would be willing to pay per month for improvements to the parks/facilities that you rated as the most important in Question 7?

_____ (1) \$50 or more per month _____ (5) \$10 - \$19 per month
 _____ (2) \$40 - \$49 per month _____ (6) \$1 - \$9 per month
 _____ (3) \$30 - \$39 per month _____ (7) Would not pay anything
 _____ (4) \$20 - \$29 per month

9. The following are programs the Geneseo Park District is considering offering or expanding.

Please indicate if YOU or any member of your HOUSEHOLD has a need for each type of PROGRAM listed below by circling YES or NO to the right of each type of PROGRAM. If YES, please answer the questions to the right of the program regarding "How Well Are Your Needs Being Met?" If NO, please go to the next type of program.

Type of Program		Do You Have a Need for this Program?		If Yes, How Well Are Your Needs Being Met? (Circle ONE Response)			
				Fully Met	Mostly Met	Partly Met	Not Met
01.	Adult fast pitch softball	Yes	No	4	3	2	1
02.	Adult coed softball	Yes	No	4	3	2	1
03.	Men's basketball league	Yes	No	4	3	2	1
04.	Adult flag football	Yes	No	4	3	2	1
05.	Youth soccer	Yes	No	4	3	2	1
06.	Youth basketball	Yes	No	4	3	2	1
07.	Early childhood programming	Yes	No	4	3	2	1
08.	Pickleball	Yes	No	4	3	2	1
09.	Youth gymnastics	Yes	No	4	3	2	1
10.	Ballroom dance lessons	Yes	No	4	3	2	1
11.	Group fitness classes	Yes	No	4	3	2	1
12.	Swim lessons	Yes	No	4	3	2	1
13.	Senior softball programs	Yes	No	4	3	2	1
14.	Senior day trips	Yes	No	4	3	2	1
15.	Active senior programing	Yes	No	4	3	2	1
16.	Fun runs/races	Yes	No	4	3	2	1
17.	Daycare	Yes	No	4	3	2	1
18.	Biking club	Yes	No	4	3	2	1
19.	Walking club	Yes	No	4	3	2	1
20.	Fencing	Yes	No	4	3	2	1
21.	Water fitness	Yes	No	4	3	2	1
22.	Jiu Jitsu	Yes	No	4	3	2	1
23.	Martial arts	Yes	No	4	3	2	1
24.	Wrestling	Yes	No	4	3	2	1
25.	Teen programs	Yes	No	4	3	2	1
26.	Healthy cooking	Yes	No	4	3	2	1
27.	Summer camp	Yes	No	4	3	2	1
28.	Programs during school break	Yes	No	4	3	2	1
29.	Yoga	Yes	No	4	3	2	1
30.	Fishing	Yes	No	4	3	2	1
31.	Community Gardens	Yes	No	4	3	2	1
32.	Tumbling	Yes	No	4	3	2	1
33.	Tennis	Yes	No	4	3	2	1
34.	Golf	Yes	No	4	3	2	1
35.	Outdoor Adventures	Yes	No	4	3	2	1
36.	Other: _____	Yes	No	4	3	2	1

10. Which FOUR of the PROGRAMS from the list in Question #9 would you and members of your household PARTICIPATE IN THE MOST IF IT WAS OFFERED BY THE GENESEO PARK DISTRICT? [Using the numbers in Question #9 above, please write in the numbers below for your 1st, 2nd, 3rd, and 4th choices, or circle 'NONE'.]

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

11. Would you recommend Geneseo Park District programs, facilities and activities to a friend?

____ (1) Yes ____ (2) No [Please answer Q11a]

11a. If no, please explain why _____

12. Please check ALL the ways you learn about Geneseo Park District programs, facilities and activities.

- | | |
|---|--|
| ____ (01) Park District Activity Guide | ____ (09) Park District special event displays |
| ____ (02) Park District Website | ____ (10) Park District e-mails |
| ____ (03) Newspaper | ____ (11) Conversations with Park District staff |
| ____ (04) Facebook | ____ (12) Park District sign board/banners |
| ____ (05) Twitter | ____ (13) Central Theater slide show |
| ____ (06) Instagram | ____ (14) Community center TV monitors |
| ____ (07) Print materials at Park District facilities | ____ (15) Other: _____ |
| ____ (08) From friends and neighbors | |

13. Which THREE of the ways listed in Question #12 would you most prefer to learn about Geneseo Park District programs and activities? [Using the numbers in Question #12 above, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE'.]

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

14. From the following list, please CHECK ALL the reasons that prevent you or other members of your household from using parks, facilities and programs in the Geneseo Park District more often.

- | | |
|--|---|
| ____ (01) Programs are cancelled | ____ (10) Program not offered |
| ____ (02) Facilities are not offered | ____ (11) Use other agencies |
| ____ (03) Program sessions are long | ____ (12) Poor customer service by staff |
| ____ (04) Lack of quality programs | ____ (13) Lack of accessible parking |
| ____ (05) Lack of advanced level classes | ____ (14) Operating hours not convenient |
| ____ (06) Waiting list/class full | ____ (15) I do not know what is being offered |
| ____ (07) Fees are high | ____ (16) Registration process is difficult |
| ____ (08) Program times are not convenient | ____ (17) Other: _____ |
| ____ (09) Lack of program spaces in facilities | |

15. Please rate your overall satisfaction with the following items on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Items	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
1. Community Center desk staff	5	4	3	2	1	9
2. Park District website	5	4	3	2	1	9
3. Program registration in person	5	4	3	2	1	9
4. Online registration for programs	5	4	3	2	1	9
5. Overall cleanliness of facilities	5	4	3	2	1	9
6. Fees for programs	5	4	3	2	1	9
7. Fees for memberships	5	4	3	2	1	9
8. Availability of rental space	5	4	3	2	1	9
9. Parking at the Community Center	5	4	3	2	1	9

16. The Geneseo Park District has identified several issues that could have a critical role in the future of the Park District. Knowing this, please indicate how important each of the following issues should be when planning the future of the Geneseo Park District.

Issue	Very Important	Important	Somewhat Important	Not Important	Not At All Important	Don't Know
Issues Related to the Revitalization and Expansion of Aging Facilities						
1. Modernize equipment and facilities with a fresh clean look.	1	2	3	4	5	9
2. Build new facilities to replace aging facilities.	1	2	3	4	5	9
3. Expand and renovate existing facilities to accommodate a variety of programs.	1	2	3	4	5	9
4. Expand cardio/weight/fitness rooms to better meet the needs of residents.	1	2	3	4	5	9
5. Develop a multi-sports athletic facility for the area to use and draw participation for Tournaments, Festivals, Music, etc.	1	2	3	4	5	9
Issues Related to Enhancing the Experience of Residents at Programs and Events						
6. Address programming needs for teens.	1	2	3	4	5	9
7. Address programming needs for adults ages 55+.	1	2	3	4	5	9
8. Offer free community events.	1	2	3	4	5	9
9. Expand cardio/weight room hours with 24 hour access.	1	2	3	4	5	9
10. Recruit and train qualified instructors.	1	2	3	4	5	9
11. Ensure the Geneseo Park District meets or exceeds industry standards and continue to achieve awards, certifications and recognitions.	1	2	3	4	5	9
12. Promote volunteer opportunities.	1	2	3	4	5	9
Issues Related to Strengthening the Community						
13. Claim our "Small Town Identity" to be more competitive with the Quad City area community.	1	2	3	4	5	9
Issues Related to Building Strong Relationships and Community Awareness						
14. Increase public awareness of the Park District through education.	1	2	3	4	5	9
15. Target new audiences to use Geneseo Park District facilities and programs.	1	2	3	4	5	9
16. Offer free quarterly events for the whole community.	1	2	3	4	5	9
17. Partner with sports organizations to host regional events with family friendly environment.	1	2	3	4	5	9
18. Develop partnerships to eliminate duplication of services and programs.	1	2	3	4	5	9
19. Foster a cross generational Board of Commissioners.	1	2	3	4	5	9

17. Which **THREE** of the issues from the list in Question #16 do you think are **MOST IMPORTANT**? [Using the numbers in Question #16 above, please write in the numbers below for your 1st, 2nd, and 3rd choices, or circle 'NONE.']

1st: _____ 2nd: _____ 3rd: _____ NONE

18. Please write **ONE** word that comes to mind in describing the Geneseo Park District.

19. Please rate your satisfaction on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the Geneseo Park District.

____ (5) Very Satisfied

____ (2) Somewhat Dissatisfied

____ (4) Somewhat Satisfied

____ (1) Very Dissatisfied

____ (3) Neutral

____ (9) Don't Know

20. Would you be interested in volunteering at Park District events? ____ (1) Yes ____ (2) No

21. Are you or any member of your household currently a member of the Community Center?

____ (1) Yes [please answer Questions 21a and 21b]

____ (2) No [please skip to Question 22]

21a. [IF yes to Q21] From the following list, please check ALL the types of memberships that at least one member of your household currently has.

____ (1) Community Center Membership

____ (3) Park District Membership (Community Center and Aquatic Center)

____ (2) Aquatic Center Membership

21b. [IF yes to Q21] How many years have you been a member of the Community Center? _____ years

22. Counting yourself, how many people in your household are?

Under age 5 ____

Ages 20-24 ____

Ages 55-64 ____

Ages 5-9 ____

Ages 25-34 ____

Ages 65-74 ____

Ages 10-14 ____

Ages 35-44 ____

Ages 75+ ____

Ages 15-19 ____

Ages 45-54 ____

23. What is your age? _____ years

24. What is your annual household income? [Please check ONE]

____ (1) Less than \$25,000

____ (4) \$100,000 - \$149,999

____ (2) \$25,000 - \$49,999

____ (5) \$150,000 - \$199,999

____ (3) \$50,000 - \$99,999

____ (6) \$200,000 or more

25. How long have you lived in the Geneseo Park District? ____ years

26. What is your gender? ____ (1) Male ____ (2) Female

27. Please share any additional comments on how the Geneseo Park District can improve services to you and your family in the space provided below.

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain Completely Confidential.

The address information printed to the right will

ONLY be used to help identify areas with special interests. THANK YOU.

©2016 ETC Institute for the Geneseo Park District