

# 2023 Survey Results







FRAMEWORK for this presentation/study

- Goals
- Methods
- Future in Focus
  - Financial
  - Satisfaction
  - Priorities
- Marketing
- Conservation
- Use Patterns





# Goals for the Study



- Current **patterns of participation** with existing parks, programs, and facilities.
- Attitudes and preferences with the District's **marketing and publicity** methods.
- **Satisfaction** with current services and operations.
- Obtain feedback from respondents on the **future recreation desires** (i.e., expansion or development of new parks, programs, and/or facilities) within the District.
- Obtain general **demographic characteristics** of the District's respondents.
- Obtain feedback about **general awareness, level of agreement, and financial questions**.





# Methods & Response

- 34 questions (2019) – 45 questions (2023)
- Online questionnaire
  - In-person
  - Email campaigns
  - Social media
  - Postcard reminder (census of all residents)
- Response – 837 (2014), 1174 (2019), and 983 (2023)
- 79% resident (2019), 90% resident (2023)
- Deerpath neighborhood 34% (2019), 22% (2023)
- Diversity slightly increased

# Future in Focus: Financial





**Figure 24. About What Percent of Your Property Taxes Goes to the VHPD?**  
**Please Provide Your Best Estimate Without Checking Any Information. (n=883)**

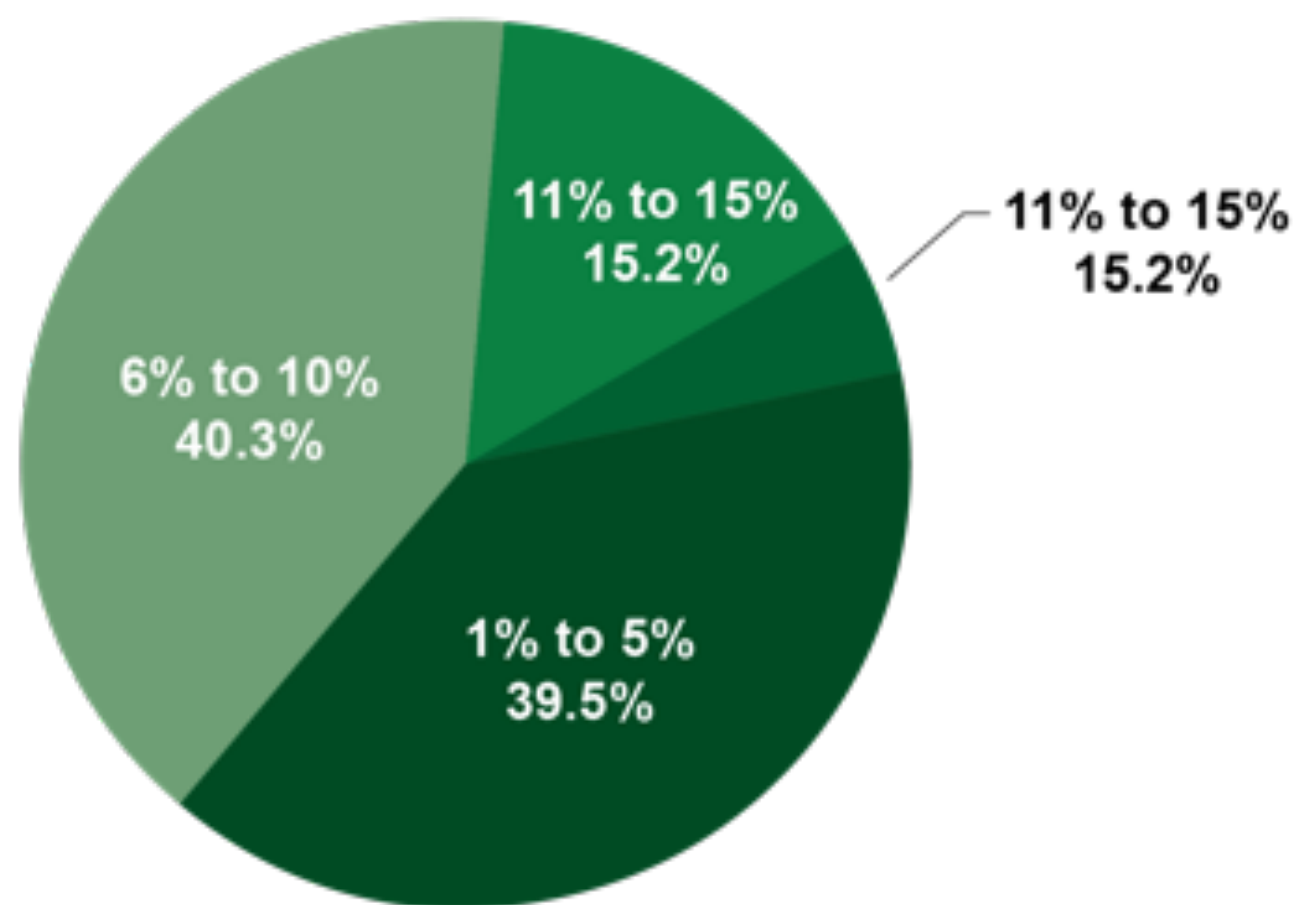
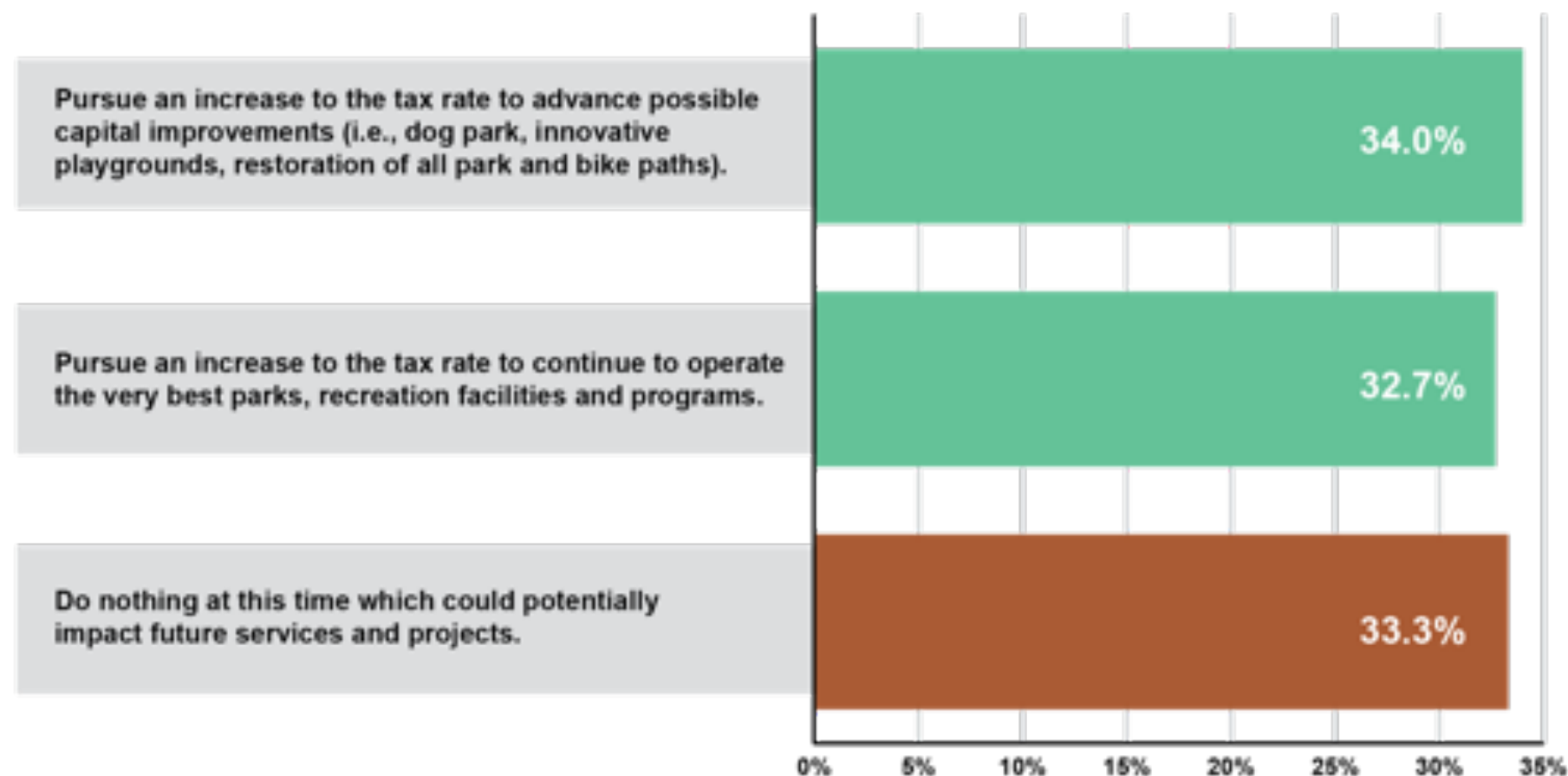



Figure 25. On average, a Vernon Hills Park District homeowner pays \$400 per year in property taxes to support Park District operations. What advice would you give the Vernon Hills Park District? (n=902)





A group of people are exercising outdoors on blue mats. A woman in the foreground is sitting on a blue mat, wearing a white tank top and blue patterned leggings, holding her knees. Other people are visible in the background, also on mats. The scene is dimly lit, suggesting dusk or dawn. A dumbbell is visible on the left. The text "Future in Focus: Satisfaction" is overlaid in the center.

Future in Focus: Satisfaction

- Nearly **80% of households expressed an overall satisfaction** (satisfied or very satisfied) with the Vernon Hills Park District (~15% were “neutral”)
- Outdoor spaces (parks, sport fields, paths, and playground areas) received the highest satisfaction levels with **83.5% of respondents being satisfied or very satisfied with these areas.**
- **Household satisfaction with District staff was also very high** (79.0% satisfied or very satisfied, 15.8% neutral)
  - These exceptionally strong ratings are commendable considering the unique circumstances and evolving responsibilities that have faced staff during and after the pandemic.



- 76% of respondents were satisfied with safety at VHPD parks and facilities.
- **Over 90% of respondents** felt their household was properly represented and included within the VHPD and its offerings.
- **93.6% of respondents agreed or strongly agreed** that the Vernon Hills Park District is important to the Vernon Hills community.

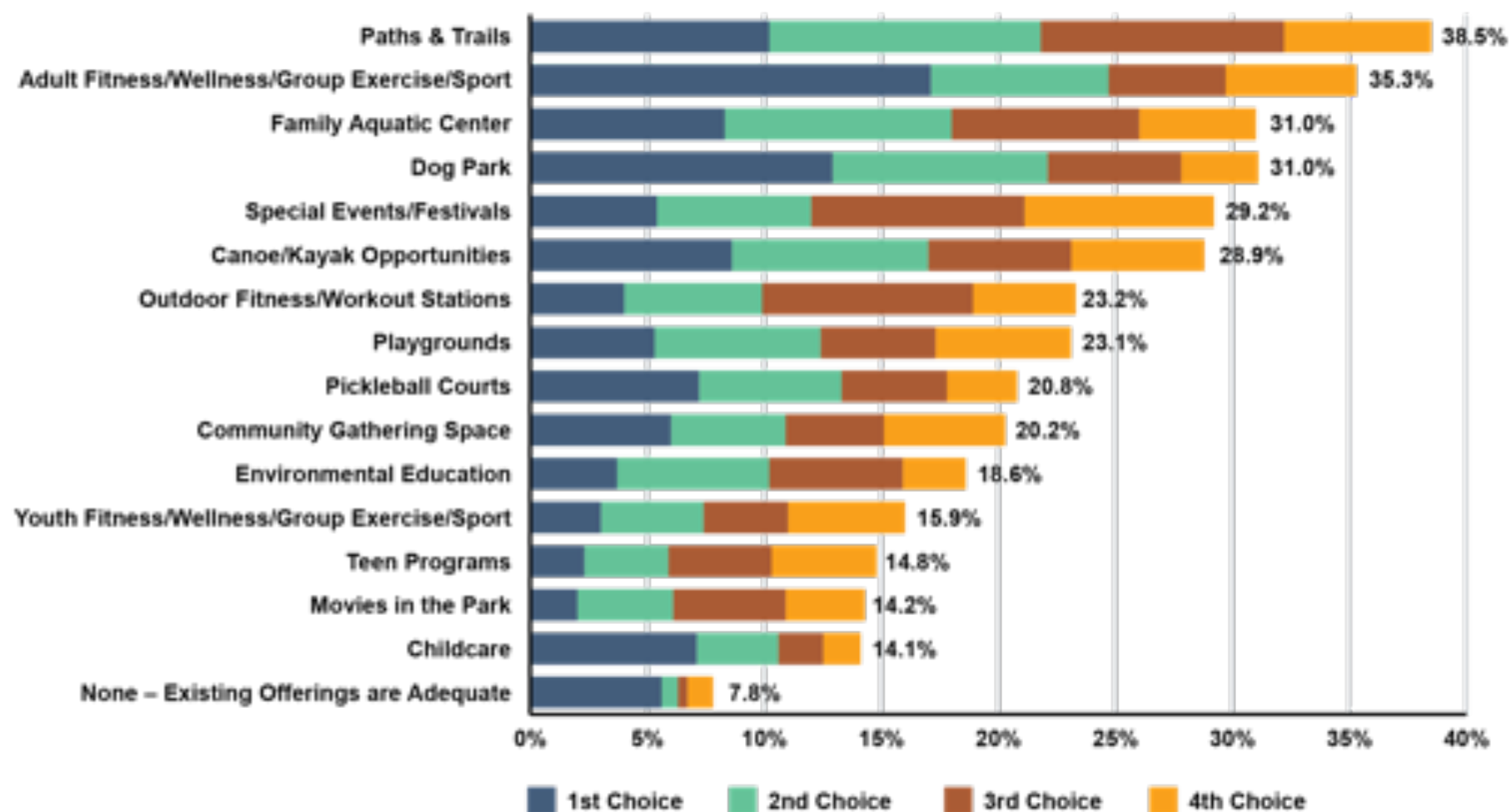


# Future in Focus: Priorities

A scenic view of a paved path winding through a lush green park. The path is light-colored and curves gently to the right. On the left side of the path, there is a dense line of tall, leafy trees. On the right side, there is a grassy area with some tall, thin plants. In the distance, two people are walking away from the camera on the path. The sky is a clear, bright blue.



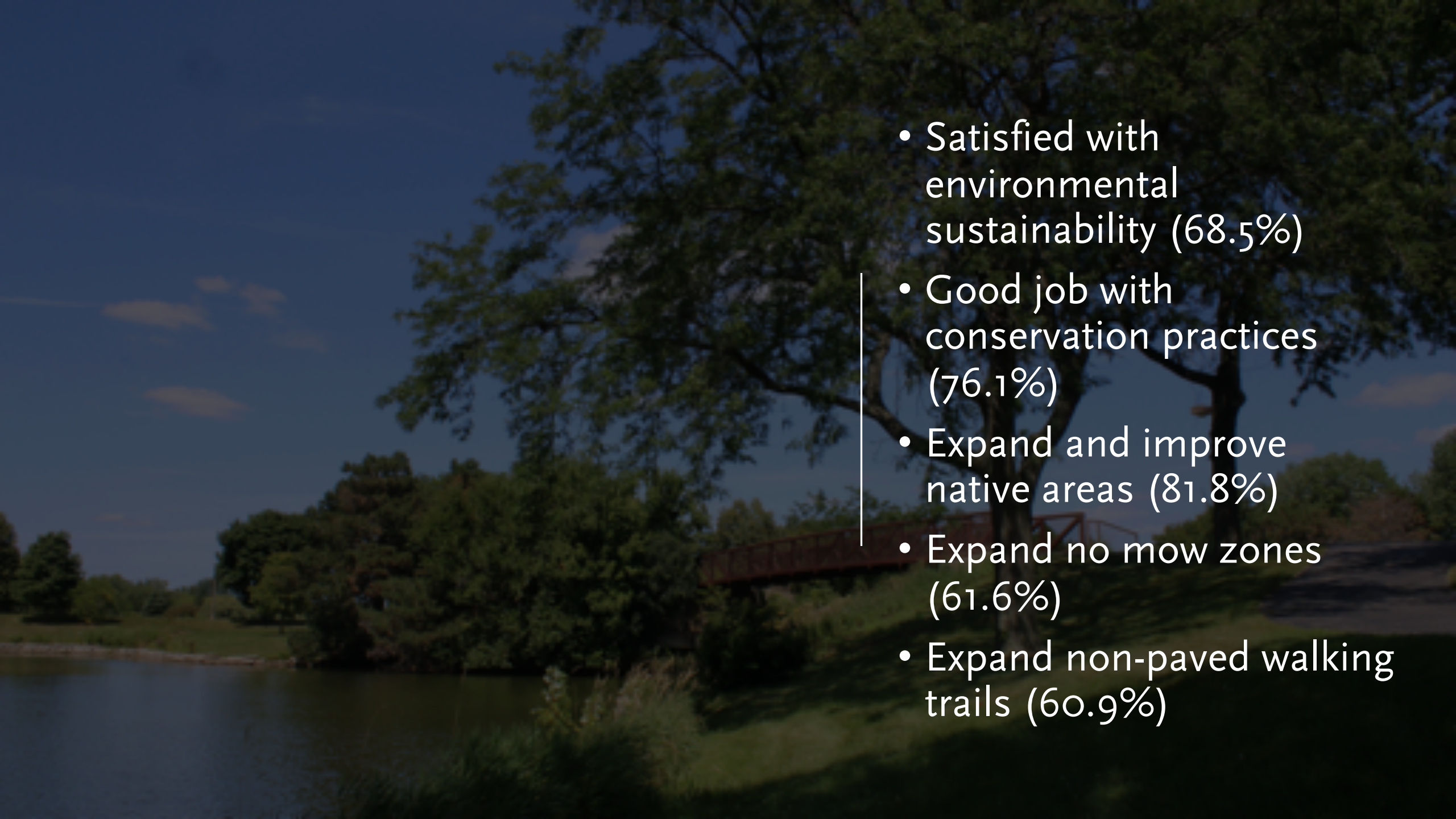
Figure 21. Future Facility & Program Needs at the VHPD (n=977)



Conservation





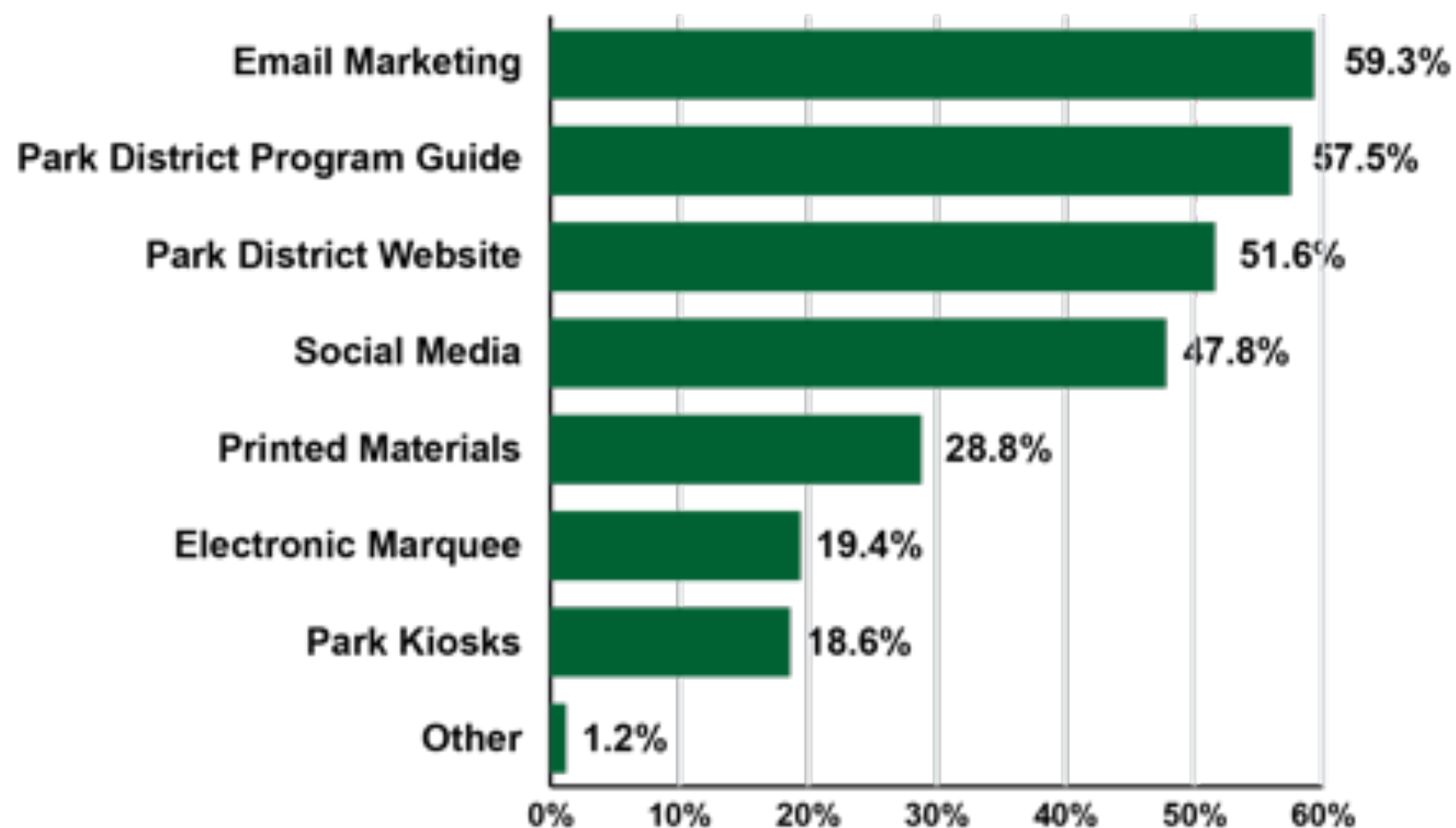
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- Satisfied with environmental sustainability (68.5%)
  - Good job with conservation practices (76.1%)
  - Expand and improve native areas (81.8%)
  - Expand no mow zones (61.6%)
  - Expand non-paved walking trails (60.9%)





# Marketing

Figure 17. VHPD Marketing Preferences (n=983)

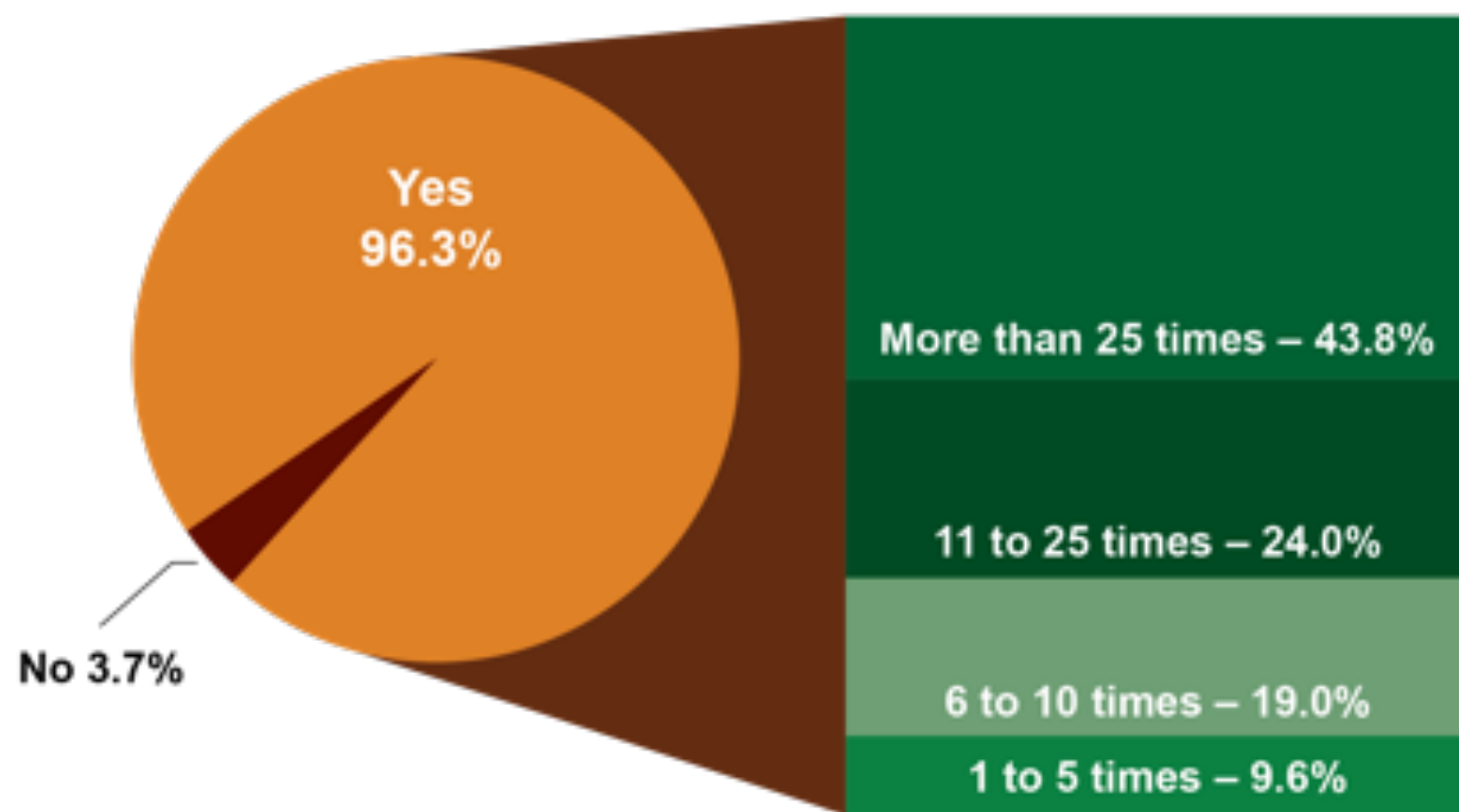




A person wearing a white hat and a blue life vest is kayaking on a calm river. The kayak is blue and has some gear on it. The background is filled with lush green trees and bushes, with a grassy bank visible in the distance. The scene is peaceful and scenic.

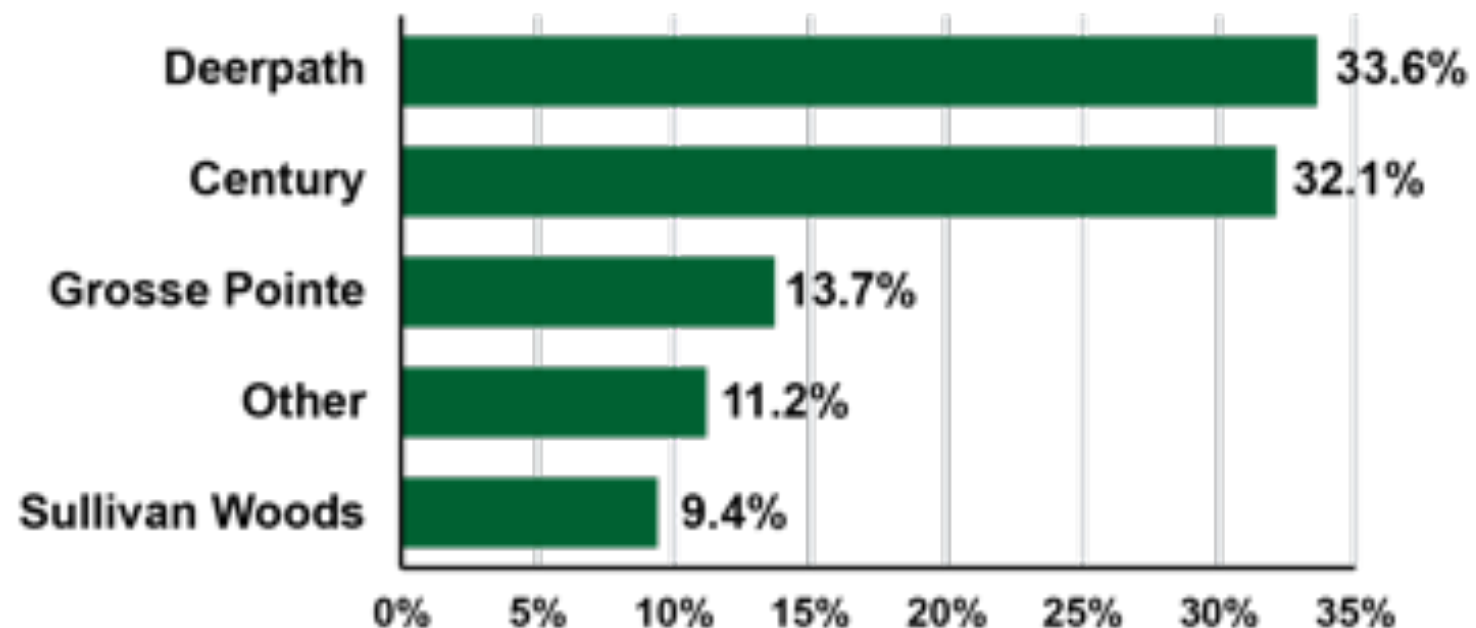
# Use Patterns

Figure 4. VHPD Parks & Open Space: Has Your Household Used these Spaces?  
If So, How Often? (n=980)





**Figure 5. Which VHPD Park & Open Space Areas Did Your Household Visit Most Often? (n=943)**



# VHPD Path Use

- 90.6% of respondents utilized paths at least once in the last 12 months.
- Nearly 53% have used paths more than 25 times!





Figure 16. During the Past Year, How Many Times Has Your Household Utilized the Following Recreation Providers (n=973)

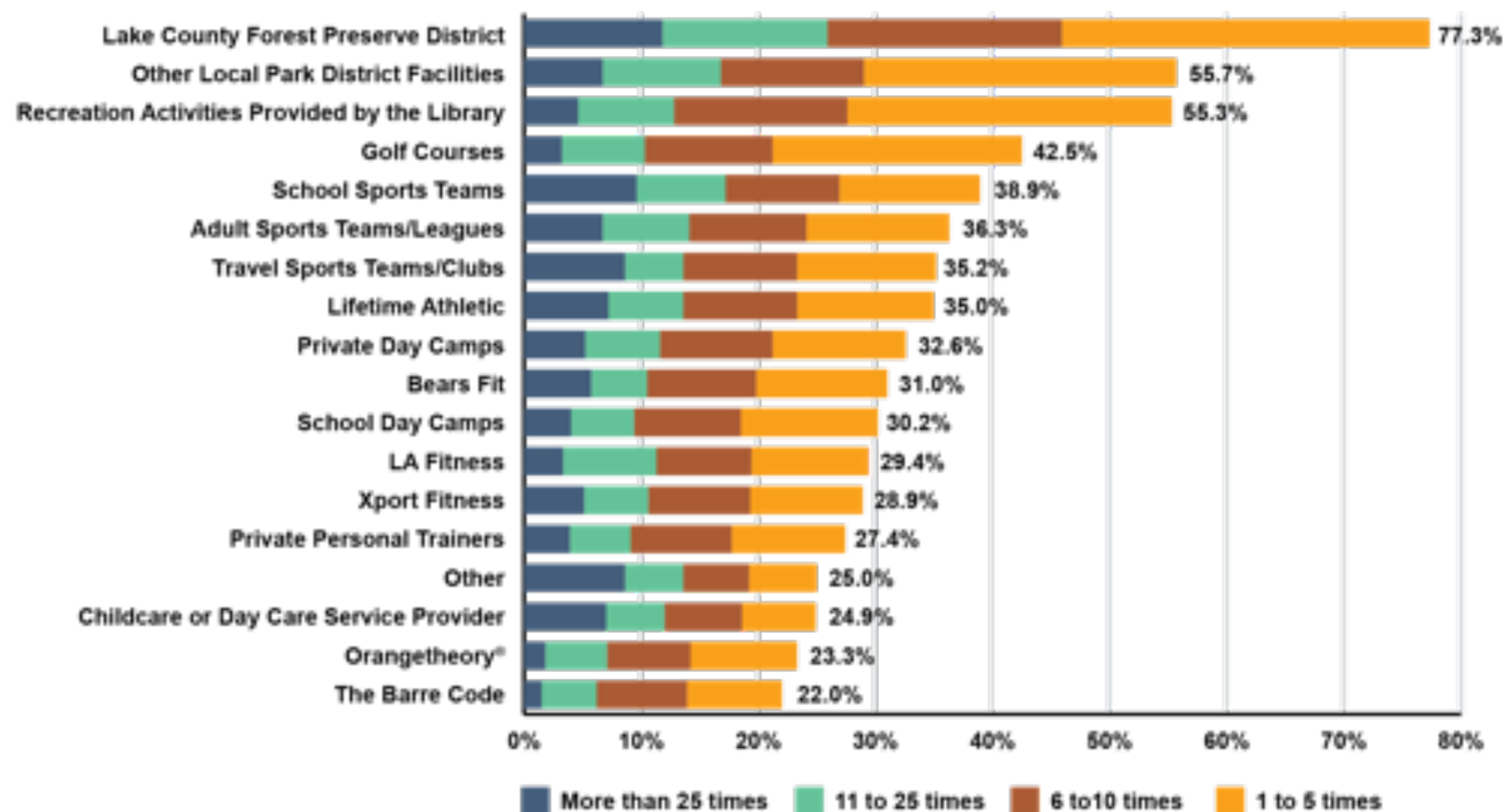
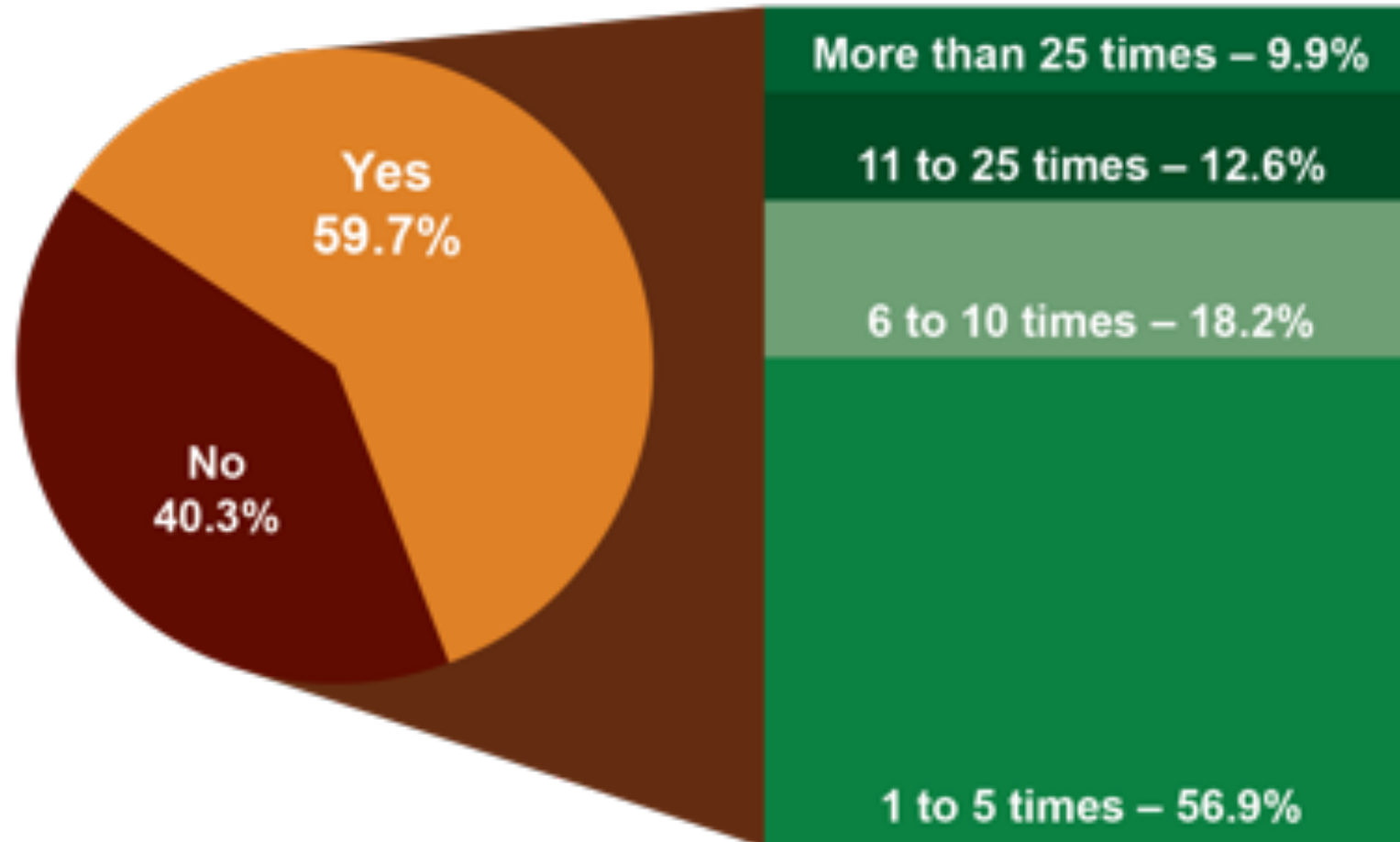


Figure 11. VHPD Events: Has Your Household Participated in VHPD Events?  
If So, How Often? (n=979)





A photograph of a gym interior. In the foreground, there are large black weight plates on a rack. In the background, there are blue metal weight racks, a red exercise ball, and other gym equipment. The lighting is bright, and the floor is light-colored.

# Lakeview Fitness

- 46.2% have visited one or more times.
- Over 36% more than 25 times in the last year.

Figure 15. Did Your Household Know Lakeview Fitness Offers the Following Amenities?  
(n=452)

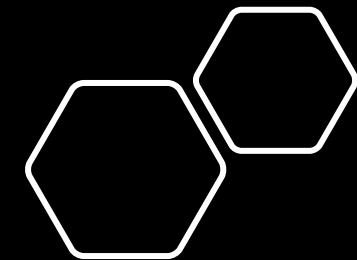
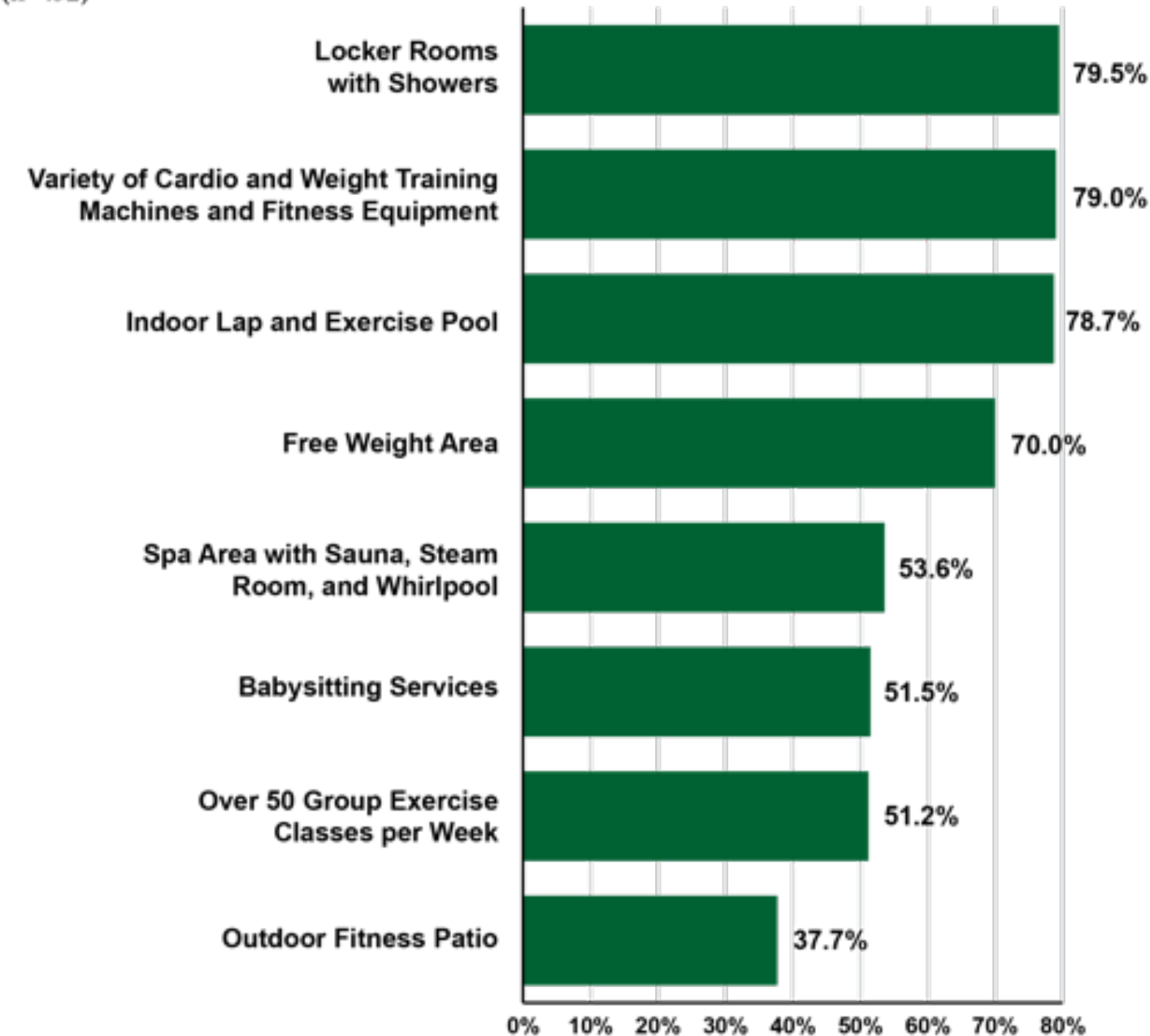
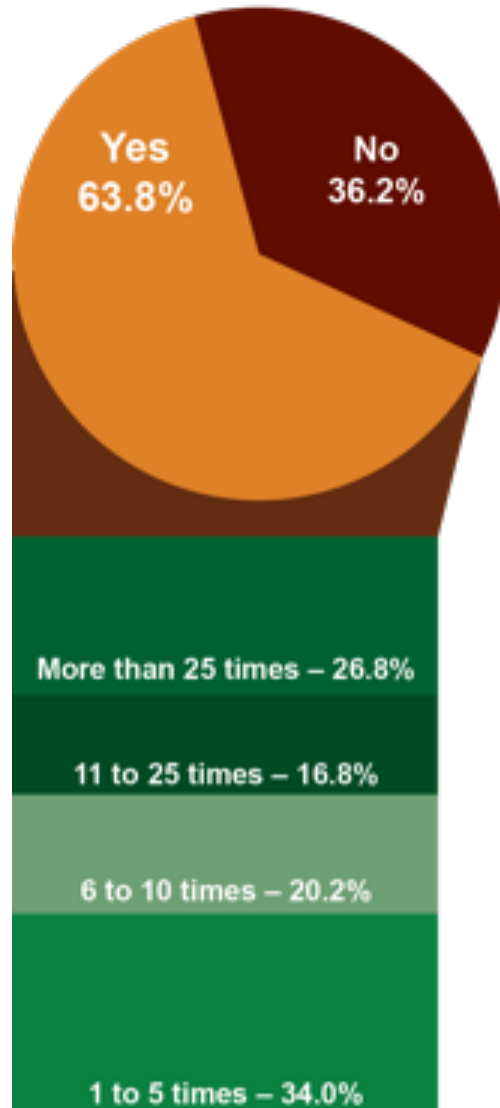




Figure 9. VHPD Programs:  
Has Your Household  
Participated in VHPD  
Programs? If So, How  
Often? (n=979)





# Primary Reasons or Purpose

## **For Participating:**

- Parks (Get outdoors, health promotion)
- Paths (Health promotion, get outdoors)
- Programs (Health promotion, skill development)
- Special Events (Social)
- Lakeview Fitness (Health promotion)

## **For Choosing Not to Participate (Themes):**

- Parks (Time/busy)
- Paths (Time/busy)
- Programs (Time/busy & No kids in household)
- Special Events (Time/busy)
- Lakeview Fitness (Use other facility, time, Home equipment)



Exciting Path Ahead!



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Questions?