



GLENCOE PARK DISTRICT
Committee of the Whole Meeting
Tuesday, April 2, 2024 at 6:00pm

Consistent with the requirements of the Illinois Compiled Statutes 5 ILCS 120/1 through 120/6 (Open Meetings Act), notices of this meeting were posted. Location of the meeting is Takiff Center, 999 Green Bay Rd, Glencoe, IL 60022

AGENDA

- I. Call to Order
- II. Roll Call
- III. Matters from the Public
- IV. High Level Overview of Comprehensive Plan Progress and Presentation of Comprehensive Plan Community Survey
- V. Comprehensive Plan Board Planning Session
- VI. Other Business
 - A. Distribution of Administrative Manual for Review
 - B. Distribution of Finance Manual for Review
 - C. Distribution of Board Policy Manual for Review
- VII. Executive Session
 - A. Personnel – 5ILCS 120/2(c)(1) - The appointment, employment, compensation, discipline, performance, or dismissal of specific employees of the public body or legal counsel for the public body, including hearing testimony on a complaint lodged against an employee of the public body or against legal counsel for the public body to determine its validity.
- VIII. Adjournment

The Glencoe Park District is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or facilities, are asked to contact the Park District at 847-835-3030. Executive Director email: lsheppard@glencoeParkDistrict.com

Key rules governing participation

All comments will be limited to three (3) minutes per person and no longer than 30 minutes for all comments.



IV. Presentation of Comprehensive Plan Community Survey

Glencoe Park District
April 2024 Committee of the Whole Meeting

MEMORANDUM

TO: Board of Park Commissioners
CC: Department Heads
FROM: Lisa Sheppard, Executive Director
SUBJECT: Community Survey
DATE: March 22, 2024

Attached are the results of the Community Survey for the Glencoe Park District. The aQuity team will provide a presentation on the Community Survey at the Committee meeting reviewing Methodology, Key Findings and opportunity for questions and discussion.



COMMUNITY SURVEY FOR THE GLENCOE PARK DISTRICT

MARCH 2024

aQity Research & Insights

Evanston, IL



Table of Contents

SECTIONS	PAGE
Survey Methods	3
Sample Demographics	4
Summary: Key Findings	6
Detailed Findings:	
I. Overall Esteem, Strengths and Suggested Improvements, and Perceived Value	20
II. GPD Park and Facility Usage	36
III. Gap Assessment: Outdoor Facilities	45
IV. Gap Assessment: Indoor Facilities	53
V. GPD Program/Event Participation and Gap Assessment	59
VI. Assessment of GPD's Seven Core Values	70
VII. GPD Priorities to "Maintain Status Quo" vs. "Pursue Improvements"	75
VIII. Potential Improvements and Willingness-to-Pay	77
IX. Glencoe Beach Pass/Access Policy	86
X. Final Comments/Suggestions	90
Appendix	95
Sample postcard invitation for survey recruitment	96
Survey Topline Results (questionnaire with overall frequency of responses)	97

Methodology

- These findings are based on responses from n=301 residents within the Glencoe Park District (GPD).
- Data collection took place between December 1st, 2023 and January 24th, 2024, with pauses during the Christmas and New Year holidays.
- All GPD residents were sent invitation postcards and emails for the online survey and/or printed mail questionnaires (with prepaid return envelope). Each invitation offered three options (with instructions) for their response:
 - n=265 completed the survey online
 - n=36 completed a printed survey (sent and returned by USPS)
 - No one opted to complete the survey by phone
- The random sample of n=301 residents was weighted to match US Census data for Glencoe by region, age, gender, race and ethnicity, and percentage of households with children. Assuming no sample bias, the margin of error is +/- 5.6% (at the 95% confidence level)*.
- Throughout the report, statistically meaningful differences (at the 95% confidence level) are identified. If responses from a demographic group are not reported, this means that the response from that segment was generally in line with the overall result.

Respondent Sample Demographics (self-reported)

Gender*

Male	46%
Female	52%
Prefer to self-describe	2%

Age*

Under 35	11%
35-44	17%
45-54	19%
55-64	23%
65+	30%

Mean (average): 55.1 years old

Children in Household*

Yes	29%
No	71%

Length of Residence in Glencoe Park District

Less than 5 years	24%
5-14 years	26%
15-29 years	26%
30+ years	24%
<i>Mean (average): 18.8 years</i>	

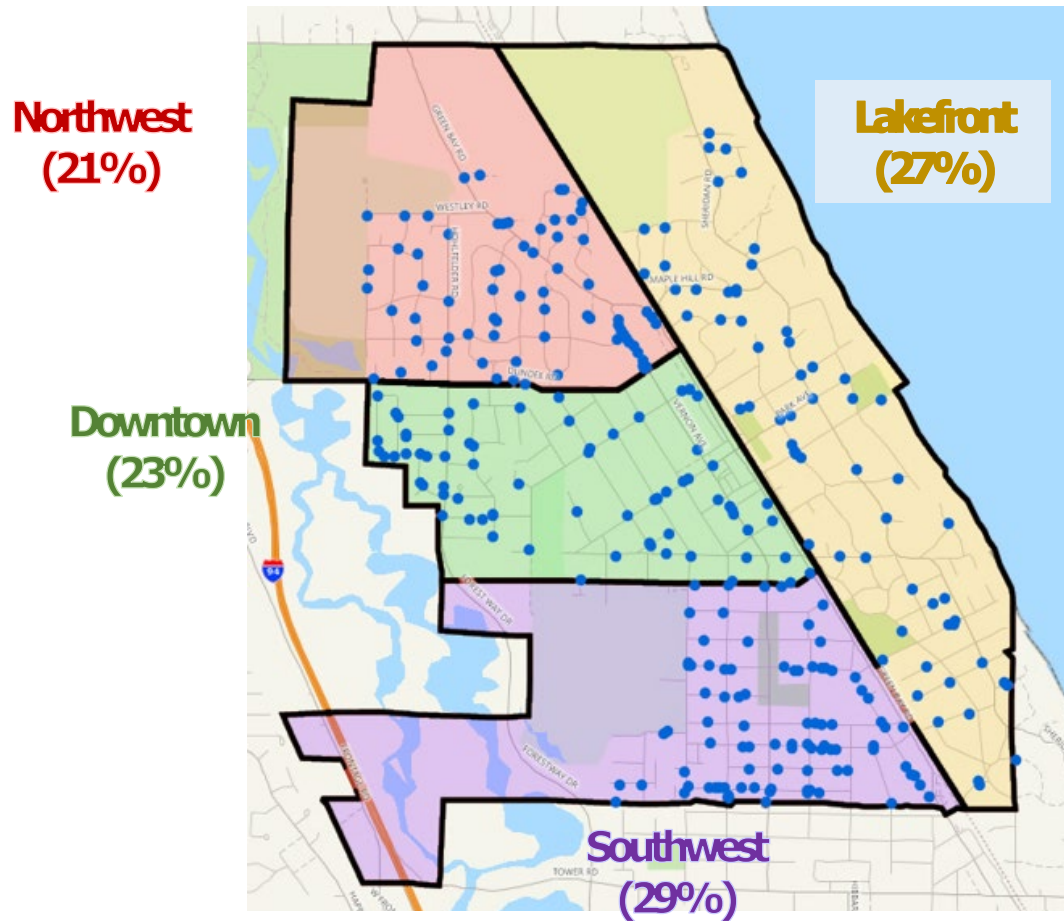
Race* (multiple responses)

White/Caucasian	92%
Asian	8%
Black/African American	1%
Other	7%

Ethnicity*

Hispanic/Latino	3%
Not Hispanic/Latino	97%

Respondents by Region (based on address)





Summary: Key Findings

Overall Opinions of the Glencoe Park District (GPD): Esteem, Strengths, Weaknesses

Nine Out of Ten GPD Residents Hold the District in Favorable Regard Overall

- When rating their overall opinion of the Glencoe Park District (on a 0-10 scale), 90% give the GPD positive ratings (scores of 6 or higher). *pp. 21,22*
 - Nearly half (48%) are extremely favorable (scores of 9 or 10).
 - Only 5% overall are dissatisfied (ratings of 0-4) and the remaining 5% are neutral (scores of "5", indicating no strong opinion either way).
- The GPD's average score of 8.1 is very strong and generally held across all groups.
 - Slightly higher ratings tend to come from households with children under age 18 (8.3 -- especially those under age 12 at 8.7), and the SW region (8.5).
 - Slightly lower average scores – still very positive – come from residents without children (8.1) or with teenagers (7.8), the Downtown area (7.8), and non-users/non-visitors (6.2).
- The GPD ratings are comparable to neighboring park agencies* and well above the statewide benchmark.

Similarly, Residents Rate the GPD a Good Value Overall

- On average, survey respondents estimate that the GPD accounts for 7.9% of property tax revenues – very much in line with the District's actual 8% share. When informed that the District represents 8% of property taxes, residents rate its overall value (on a 0-10 scale) a 7.5, considered a good-to-great value overall. *pp. 31-33*
 - Perceptions of value are divided largely between those with younger children (8.1+ with kids under age 12) vs. those with teenagers (7.1).
 - Likewise, strong regional differences exist between the SW (8.3) and NW region (8.1) vs. those in the Downtown (7.0) and Lakefront areas (6.9).
 - The GPD's value rating surpasses those from neighboring agencies (and are well above the statewide average).

Overall Opinions of the Glencoe Park District (GPD): Esteem, Strengths, Weaknesses (cont'd)

The District's Top Strengths Center Around Physical Assets (Parks, Playgrounds, Beach, Facilities) and Programs/Events

- In an open-ended format, respondents identify the District's top strengths as: *pp. 23-26*
 - The parks and playgrounds, in terms of being well-maintained and abundant (41%) and the beach area (29%). Another 19% cite District facilities as a strength.
 - These are followed by several comments about the District programs and activities, especially youth programs (17%), the quality and variety in general (13%), childcare/preschool and before/after school programs (12%), and community events (11%).
 - More scattered responses cite elements of District staffing and administration, usually friendly staff (8%), continued improvements/investment and assets (7%), and seeking public input (5%).

The Top Dislikes or Improvements Sought Are More Scattered

- When asked (again, in an open-ended question) what they like least about the District or areas for improvement, 29% were unable to offer any suggestions (including 12% who said there is "nothing" they dislike at all). *pp. 27-30*
- The top three responses (11% each) touch on different areas or requests:
 - More adult activities/programs (more variety, scheduling for working adults)
 - Lower fees (programs, facilities, beach passes, etc.)
 - Beach concerns (access policies, parking issues, amenities).
- Most of the remaining top responses (5% to 8% each) focus on facility matters, most often those seeking a pool (8% -- usually indoor), better facility upkeep in general (7%), more dog-friendly park options, pickleball courts, and a larger/improved fitness facility (5% each).

Overall Opinions of the Glencoe Park District (GPD): Esteem, Strengths, Weaknesses (cont'd)

Virtually All Residents Feel Represented and Included By the GPD

- Overall, 87% feel that the District properly represents and includes them and their households in its offerings. *pp. 34-35*
- The 13% who disagree tend to be residents aged 55+ (along with those in the Downtown and Lakefront areas) and most often report that the District is primarily focused on young families and children.
 - From their open-ended feedback, these residents seek more activities for empty nesters and retirees, along with more activities for teenagers.
 - Again, programming schedules to accommodate working adults is sometimes suggested for this group to feel more included.

GPD Park/Facility Usage, Satisfaction, Improvements Sought, Reasons for Non-Usage

Virtually All Respondents Report Recent GPD Park/Facility Usage

- The vast majority (96%) report that someone in their household has been to or visited a GPD park or facility in the past year, most often: *pg. 37*
 - Glencoe Beach (88%), especially the swimming beach (74%), the playground (46%), the Trellis and sun shelters (32%) and the concession area (23%)
 - Lakefront Park (76%)
 - Watts Park (56%)
 - Takiff Center (54%), most often the gymnasium (25%), arts studios (15%) and/or the fitness facility (15%)
 - Friends Park (53%)
 - Connect Glencoe Trail (48%)
 - Kalk Park (47%)
 - Weinberg Rec Center (45%) – the ice rink (34%) and pickleball courts (17%).
 - Duke Park (39%).
 - All other locations were cited by fewer than a third of respondents.

Satisfaction with GPD Parks and Facilities is Very Strong

- On a 0-10 scale, all attributes related to the District parks and facilities are highly rated (8.3 or higher, on average). *pp. 41,42*
 - Overall, 84%+ are at least somewhat satisfied, and a majority (57%+) are completely satisfied (scores of 9 and 10).
 - Satisfaction is highest for overall safety (8.9) at these locations.
 - In addition, all subgroups and regions give consistently positive ratings across all attributes. No group gives average scores below a 7.8 (very satisfied).

GPD Park/Facility Usage, Satisfaction, Improvements Sought, Reasons for Non-Usage (cont'd)

Most of the Suggested Improvements Usually Center on Glencoe Beach and Takiff Center

- Those giving lower scores (6 or below) mention a variety of issues with little consensus (no clear pressing issue). Most often they cite:
 - Glencoe Beach (n=19 respondents), with the top requests citing more upkeep and less trash (n=3), and no more than n=2 citing a need for improved concessions, parking issues, boat house policies, and staff/service comments
 - Takiff Center (n=13), with only room rental costs (from two respondents) garnering multiple responses
 - Watts Park/Weinberg Rec Center (n=9) usually pickleball issues (noise; slippery courts, no nets provided, etc.)
 - Glencoe Trail (n=4)
 - West Park (n=2 – both citing the conditions of the sports field).

pg. 43

Non-GPD Users Give Varied Reasons for Non-Usage

- The relatively few non-users who gave a reason for not visiting GPD locations (n=8) usually cite lack of familiarity, going to other options nearby, or not having any children under age 18.

pg. 44

Outdoor Facilities: Demand and Opportunities

Among the Outdoor Facilities Tested, Demand is Strongest for Trails, the Beach, and Open Space/Natural Areas

- At least 64% -- nearly two-thirds – report a current interest, desire or usage of: *pp. 46-48*
 - Walking/biking trails (90%)
 - Swimming beach (68%)
 - Open space with amenities such as benches, paths (65%)
 - Natural areas such as natural prairies (64%).
- Half (50%) express interest or a desire for playgrounds, followed by sports fields (44%) and an outdoor ice rink (42%), with slightly fewer mentioning:
 - Outdoor tennis courts (38%) and pickleball courts (35%)
 - Splash pads/spray grounds (31%).
- Most residents found at least one outdoor feature of interest, as only 3% said none of these are needed.
- When asked how readily available these amenities are currently – whether provided by the Glencoe Park District or someone/somewhere else – none of the outdoor features register as gaps. *pg. 50*
 - At least two-thirds of those interested in each report that their demand is mostly or completely being met currently.
- When asked which one represents the top priority for the GPD to pursue, add, or improve, the top three responses are: *pp. 51-52*
 - Walking/biking paths (20%)
 - Natural areas/native prairies (13%)
 - “None” of the items tested (13%)
 - Fewer than 10% consider any of the remaining items a top priority.

Indoor Facilities: Demand and Opportunities

The Indoor Facilities Tested Are in Less Demand Than Outdoor Features, But Less Available

- None of the indoor facilities tested garnered a majority level of desire or interest. The top options are a/an:
 - Indoor pool (40%)
 - Indoor walking/jogging track (38%)
 - Fitness facility with weights and cardio machines (38%).

pp. 54-55
- About a quarter express interest or a desire for indoor pickleball courts (28%), art studio space (26%), and/or gymnasiums for basketball, volleyball, etc. (24%).
- Just under one in five (18%) express a desire or demand for preschool/early childhood space, with about as many (20%) saying that “none” of the facilities tested are of interest.
- Residents who are interested in preschool/early childhood program space feel their level of demand/usage is currently being met, as are about half of those interested in gym space, arts studios, and/or a fitness facility.

pg. 56
- The biggest “gaps” currently are for an indoor pool, walking/jogging track, and pickleball courts.
- When asked which one represents the top priority for the GPD to pursue, add, or improve, the top two responses are:
 - “None” are priorities (27% -- especially those without children and SW residents)
 - An indoor pool (26% -- mostly ages 35-44)

pp. 57- 58
- An indoor walking/jogging track registered next highest at 12% of responses, and everything else is a priority to fewer than 10% of residents.

GPD Program Usage, Satisfaction, and Improvements Sought

About Half Report
Recent Program
Participation or Event
Attendance, With Strong
Satisfaction

- Overall, 53% of all respondents report someone in their household participating in a District program in the past year or attending a GPD community event. Most often, these self-reported participants report taking part in: *pg. 60*
 - Fitness programs, usually pickleball (16%), other team sports (12%), basketball (8%), tennis (7%), or low impact activities such as yoga, dance, or tai chi (7%)
 - Non-fitness programs, most often arts (including ceramics) at 19%, GPD summer camp (15%), Childcare/Kids Club (12%), theater/improv (6%) and/or early learning/preschool options (6%)
 - Community events, especially 4th of July festivities (24%), followed by winter holiday events (13%), Mud Run (11%), Boo Bash (10%), or outdoor concerts/movies (10%).

- Overall satisfaction with GPD programs and events in general is very strong, with 88% satisfied (scores of 6+ on a 0-10 scale), including a majority (55%) completely satisfied (9 or higher). By comparison, only 7% are dissatisfied, and 5% are neutral. *pg. 61*
 - The average rating (8.2) is very strong, closely aligning with the District's overall esteem rating (8.1 average).

- Among the relatively few who are less satisfied, the top suggested improvements for programs usually center around: *pg. 62*
 - Pickleball instruction, programs (n=12, mostly better instructors, more courts)
 - Specific youth programs (n=6 – scattered responses)
 - Registration issues (n=2 – usually classes filling up too quickly)

Program Options: Demand and Opportunities

Demand is Highest For Many Adult Activities, Most of Which Represent Gaps in the Community (and Opportunities for the GPD)

- Nearly half of District residents express a desire, interest, or current usage of adult fitness and wellness programs (46%), followed closely by: *ppg. 63-65*
 - Adult sports/athletics (36%)
 - Adult arts programs (30%)
 - Along with youth sports/athletics (30%).
- Slightly fewer (roughly one in four) cite other youth programs/options:
 - Summer day camps (25%)
 - Youth arts programs (23%)
 - Preschool and early childhood programs (22%)
 - After-school programs (21%).
- Programs and activities for teenagers rounds out the list at 15% interest/demand.
 - Overall, 22% are interested in “none” of the program options tested.
- Residents interested in most of the youth programs feel that all are currently readily available in the community. The exception is programs and activities for teens, which (along with all of the adult program options tested, which were in top demand) represent “gaps” or unmet desires currently. *pg. 66*
- When asked which one should be the GPD’s top priority, adult fitness and wellness programs are clearly the top choice (23%). This is followed by: *pp. 67-68*
 - Preschool/early childhood (12% -- a priority that is mostly being met currently)
 - Adult sports/athletics (11%)
 - Adult arts programs (9%)
 - Youth sports/athletics (9%)
 - Programs/activities for teens (7%).

Assessment of GPD's Seven Core Values

"Quality" is Clearly the Most Important GPD Core Value Among Residents, Both for Parks/Nature Areas/Facilities and for Programs/Activities/Events

- Strong majorities (65%+) feel that among the seven core values for the Glencoe Park District, the following rank among the top three in terms of importance *pp. 71, 72*
 - **"Quality parks, playgrounds, nature areas and facilities"** (consistent among all groups regardless of region, demographics, or GPD usage)
 - **"Quality programs, activities and events"** (especially recent program participants, women, ages 35-44, those with children under age 12, and the newest Glencoe residents)
- "Safety" ranks third overall in terms of importance (43% "top three", followed closely by "long-term financial stability"). The remaining core values include:
 - "Environmental sustainability" (28% "top three")
 - "Excellent customer service" (26%)
 - "Transparency and community engagement" (20%).
- Virtually all are seen more as strengths for the GPD as opposed to weaknesses or areas needing improvement, especially the top two "quality" values (assets and programs). *pp. 73-74*
- Residents are more divided on:
 - Long-term financial stability (20% a "strength" vs. 10% "weakness/more to be done")
 - Environmental sustainability (15% "strength" vs. 12% "more improvement")
 - Transparency/community engagement (13% "strength" vs. 19% "more improvement").

Willingness-to-Pay for Potential Improvements

Many Express Support
for Continued
Investment to Maintain,
Upgrade, and/or
Replace Existing GPD
Facilities

- Knowing that any of the improvements tested could mean higher property taxes or higher fees, a clear majority (81%+) express support for: *pp. 78-82*
 - Beachfront improvements for stairs, restrooms, the boardwalk, beach house, Trellis/sun shelters, etc. (83%, including 41% “strong” support))
 - Investing in GPD facilities to support quality maintenance of parks and amenities/facilities (81%, including 30% “strong” support).
- At least 63% also support:
 - Improving/replacing playgrounds and park amenities (68% total support)
 - Improving athletic/sports fields (64%)
 - Moving to electric maintenance vehicles and equipment to reduce emissions and improve efficiencies long-term (63%).
- The two remaining options tested garnered majority (though lower) support:
 - Additional space for childcare and youth programming (59%)
 - New recreational facilities such as an indoor pool (54%).
- While new facilities (like an indoor pool) garnered less support overall, there is a core group who “strongly” support this option (largely comprised of residents aged 35-44, those with children, newer Glencoe residents, and program participants).
- In fact, when asked which one improvement represents the biggest priority, the top two responses are: *pg. 83*
 - Beach improvements (23%. which received the highest support when tested alone)
 - New recreational facilities such as an indoor pool (also 23% despite having the least support when tested alone -- indicating that these “core” supporters feel especially strong about this option).

Other Key Findings

Residents Support Maintaining Existing Assets vs. New Options

- Overall, 61% feel the GPD should focus on “maintaining and improving current parks, open areas, facilities and programs” as opposed to focusing on “offering new facilities, programs or activities as the community’s interests change” (39%).
 - Men and SW residents are most likely to favor focusing on existing offerings, while nearly half of women and residents in the NW and Downtown regions seek new options.

pg. 76

For the GPD’s Open Spaces, Including Passive Amenities Is Favored Nearly 2:1 Over Keeping These Sites Natural/Native

- Almost two-thirds (65%) favor passive park amenities (e.g., benches, trash cans, landscaping) to District open areas, vs. 35% who oppose these installations and want these sites as natural as possible (e.g., no mowing or improvements).
 - This preference is consistent among all groups and regions.

pg. 76

Most Residents and Beach Users Support the Current Beach Pass Policies

- Roughly half of the respondents (51%) report visiting the Glencoe Beach in 2023 as a passholder, and another 33% visited it without a pass last year.
- A majority of all residents (76%), including 86% of passholders, support limiting the Beach to passholders on weekday mornings, on weekends, and summer holidays. Non-passholders are also in favor 2:1, as are 62% of non-beach users.
- Recent passholders also overwhelmingly favor the current policy (75%), whereas non-pass users are more divided (with 47% supporting the status quo vs. 37% who feel access should be permitted to passholders and/or fee-payers at all times).

pp. 87-89

Final Comments

Relatively Few Offered Additional Comments, Mostly Echoing Earlier Survey Feedback

➤ Overall, 38% provided final comments or suggestions for the GPD, most often:

pp. 91-94

- Making Glencoe Beach more accessible (e.g., admission, all days/times, etc.) for residents (16%) – with an additional 6% feeling that the beach should restrict non-resident usage
- Providing an indoor pool (15% -- again a core group within the community)
- More/improved/expanded programs (12%)
- Continued or improved upkeep/maintenance of GPD sites (9%)
- More focus on environmental sustainability, conservation (8%)
- Improved park amenities (7%).

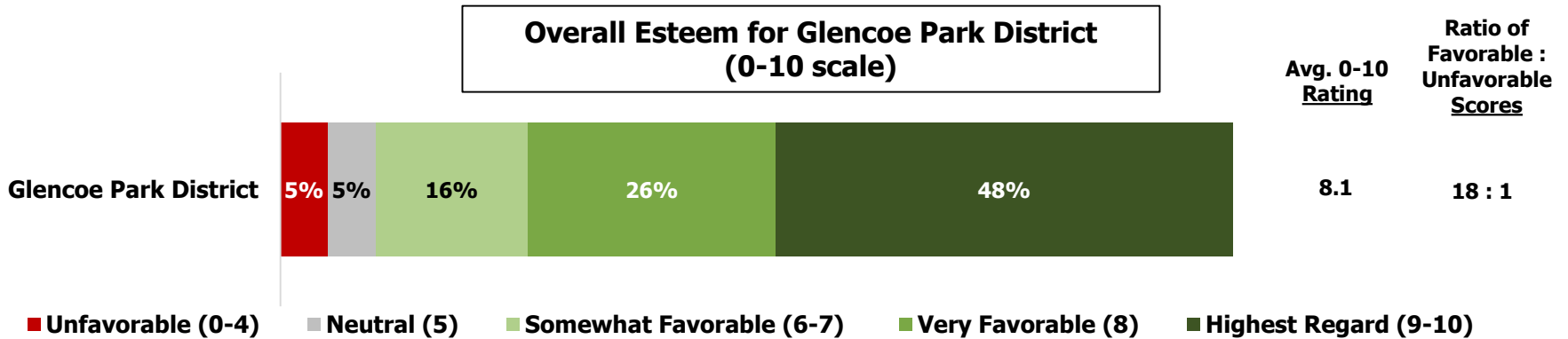


I. Overall Esteem, Strengths and Suggested Improvements, and Perceived Value

Residents hold the Glencoe Park District (GPD) in very high esteem overall, averaging an 8.1 rating on a 0-10 scale (considered very favorable). Nearly half hold the District in the highest regard (48% giving scores of 9+), vs. only 5% who have a negative opinion overall.

- The strongest ratings tend to come from households with children (especially pre-teens), and residents in the SW region:
 - Households with children (8.3 average, vs. 8.1 overall), especially under age 12 (8.7)
 - SW region (8.5)
 - Glencoe Beach passholders (8.4).

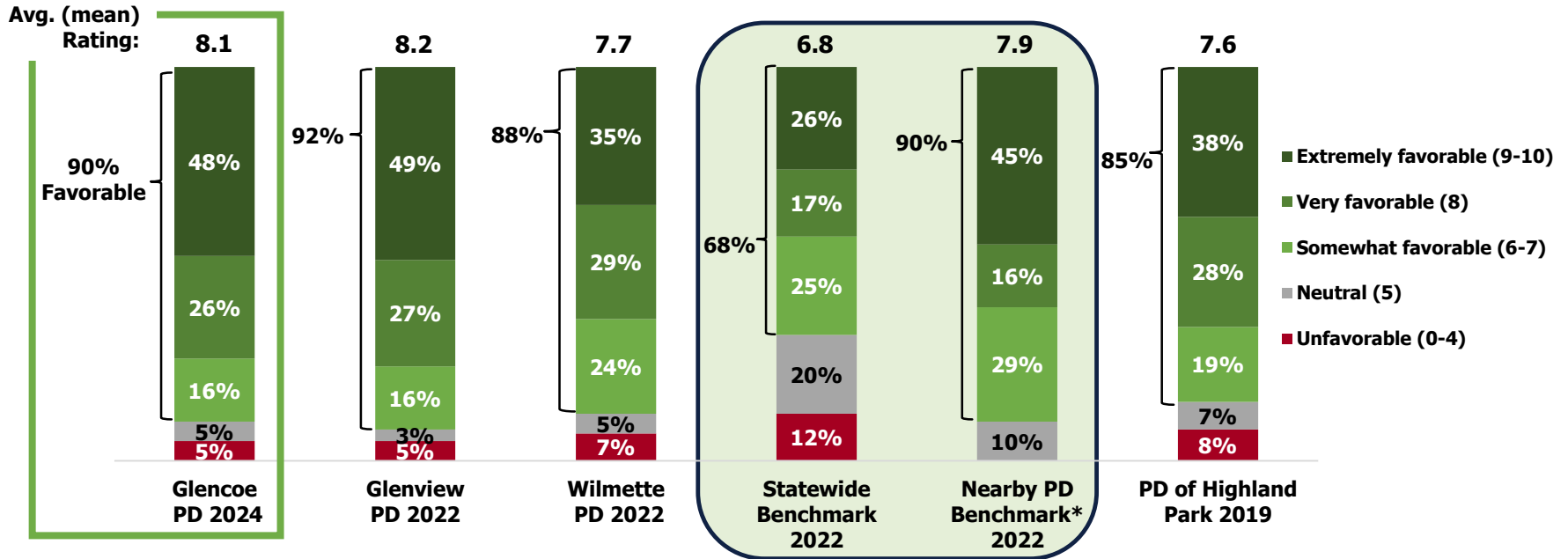
- While lower than average ratings tend to come from households without young children and non-passholders to Glencoe Beach, no subgroup gives the GPD unfavorable score on average. In fact, these segments still hold the District in favorable regard (6.2 or higher):
 - No children in household (8.1), or households with teenagers (7.8)
 - Non-beach passholders (7.6)
 - Downtown region (7.8)
 - Non-GPD visitors/users (6.2).



Q2. Please rate your overall opinion of the Glencoe Park District on a scale from 0 (completely dislike) through 10 (hold it in the highest regard), with 5 a neutral score. If you are unfamiliar with the District, please select "Unfamiliar".

These strong ratings for the GPD are generally in line or slightly higher than other nearby park agencies, and well above the statewide benchmark.

Benchmark Comparisons: Overall Esteem Ratings



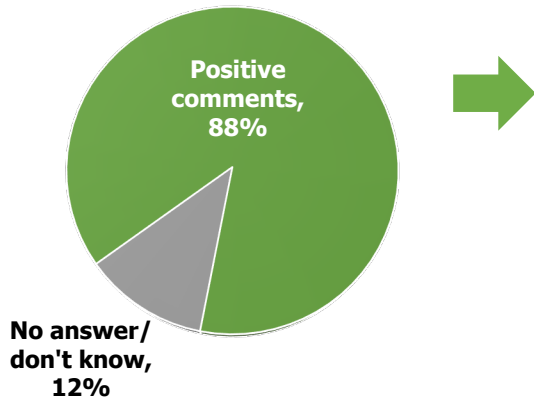
Most Recent Less Recent

Q2. Please rate your overall opinion of the Glencoe Park District. (0=completely dislike, 5=neutral, 10=highest regard).
 * 2022 benchmark comparisons with neighboring park districts/agencies include Highland Park, Highwood, Lake Forest, Lake Bluff, Deerfield, Northbrook, Glenview, Wilmette, Kenilworth, and Winnetka.

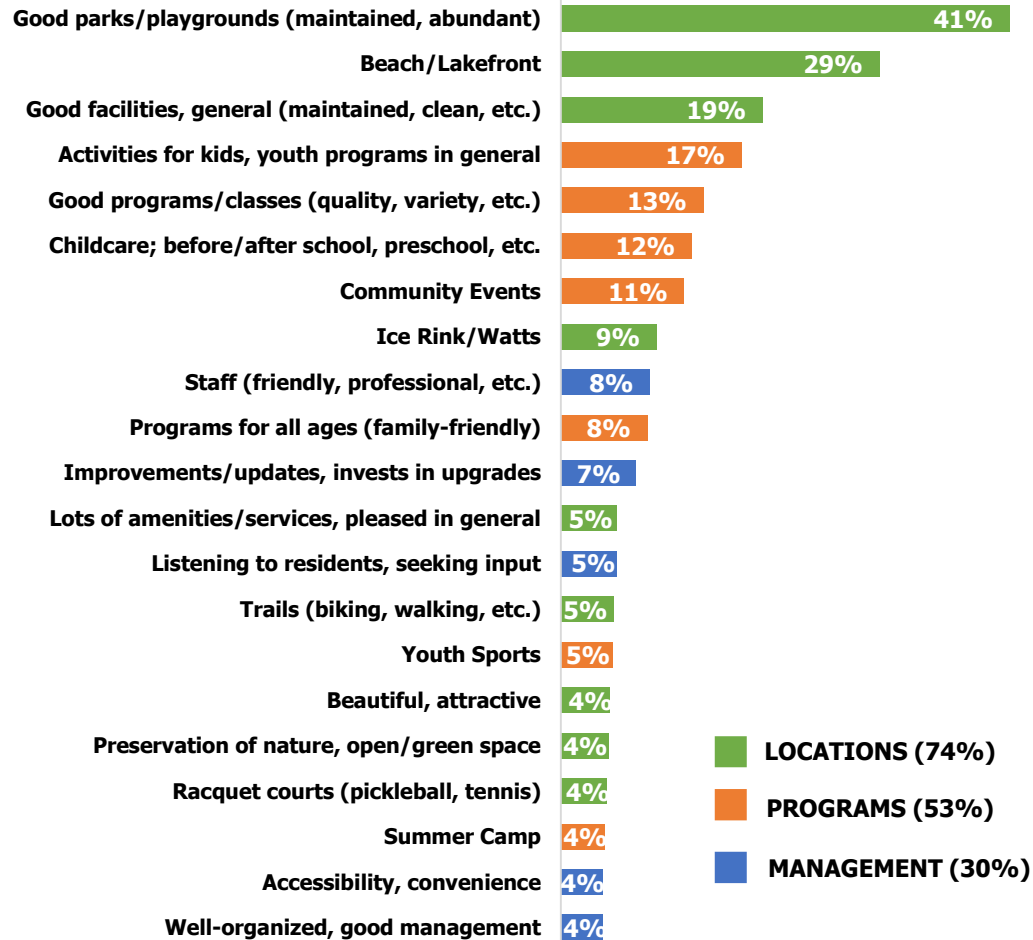
When asked what they like most about the Glencoe Park District in an open-ended format, most (88%) offered positive feedback, usually centered around GPD sites (parks/playgrounds/etc. in general), Glencoe Beach, and/or its well-kept facilities.

- Several comments regarding GPD programs were also mentioned often, usually focusing on activities for youth.
- Staff and management comments were cited by a little under one in three respondents (e.g., friendly service, good decisions to invest in parks/facilities, etc.).
- Examples of these comments are on the following pages.

What do you like most/strengths about the GDP?



Top Responses



Sample Verbatim Comments: Like Most about GPD/District Strengths

Locations/Facilities/Parks (mentioned by 74%)

"Facilities like the Takiff Center are great."

"Responsible weekly/seasonal maintenance."

"I love that there is a park or park district activity for all residents. They are kept in such clean and fresh condition and the Lakefront is priceless."

"Love the parks, beach, Watts Center and Takiff Center."

"Playgrounds for the under 8-year-olds are great."

"The parks are maintained beautifully."

"Excellent park facilities. Well-maintained grass and plantings. Our parks are beautiful."

"The beach is the number 1 asset for the community. Watts is also a great facility for the kids to have some activity outside in the winter months."

"The beach, the bluff restoration."

"Love the beach and its amenities."

"Takiff Center. Beach. Playgrounds. All are clean and safe."

"Takiff Center and Weinberg Center after school activities offered. Great staff in the Takiff Center. Great transportation from south to Takiff."

"Beautiful job on Watts Building (Kids Club area). I love that you retained the fireplace room as it was. Well-planned spaces (Connect Glencoe path). The designated pickleball courts are a great use of underutilized space; the updated playground equipment (e.g., Duke Playground) is inventive and well done."

"Swing at Lakefront Park (with new bluff cleared for views) -- bravo."

"We have wonderful facilities for children, the playgrounds have all been rebuilt beautifully. I haven't been to the beach in several years, but I understand that has been rebuilt also."

"Having an ice skating facility which is shared with the school."

"The facilities are kept so beautifully and the staff all around is top notch. We've had particularly good experience with the preschools and love the beachfront area."

"I utilize the Watts pickle ball courts in the skating rink. Great space!"

"Lots of nature present, biking trail."

"Lots of options. Facilities are in great condition."

"Great hiking trails, beach area."

"Love what you have done with Green Bay Trail, Kalk Park!"

"Beautiful and well kept up landscaping in all village parks."

"I like how much green space is protected from development in Glencoe and how many beautiful majestic oaks are preserved. This is very important."

"Maintains green/open space. Parks and playgrounds in good repair/condition."

"Lots of parks. Tennis courts are available with nets in winter."

Sample Verbatim Comments: Like Most about GPD/District Strengths (cont'd)

Programs/Activities (mentioned by 53%)

"Day care, summer camp and activities for the kids are absolutely great, best of all, in every way."

"Lots of great programming for kids. We sign up for sports, after school activities, Children's Circle, Glencoe Fitness, other activities."

"My kids have grown in Glencoe. They have activities for each age, from Kids in the Park, teens doing sports or hanging out at the beach, working at the beach."

"There are great classes available, especially for children in addition to some good ones for adults."

"Great for young children, including Takiff Center."

"Takes children's opportunities to have a bit of fun seriously."

"The school-aged programming is wonderful."

"The variety of programs offered is great, especially for younger children. The catalog clearly shows options and descriptions are detailed. There are various locations and they are well-maintained."

"The amount of programs they provide, and the cleanliness and options of parks for my children."

"Thoughtful and fun activities and events for toddlers that are always timed well with afternoon naps."

"I really like the variety of activities offered."

"It offers a lot of classes, has Watts, baseball fields, tennis and pickleball courts and all are quite nice for such a small village."

"Kids Club, variety of after-school classes."

"After-school programs for kindergartners."

"After-school care program (Kids Club), Children's Circle."

"Early education environment, activities for the whole family, year-round sports and creative class options, all enhances our experience living in Glencoe."

"Summer camp programs. 4th of July celebrations. Kids sports and other activities."

"The park district is putting on events that every family seems to be participating in! Growing up here, there wasn't as much going on. I live near the Mud Run and am just blown away by the excitement and participation. The adult pickleball program is also fantastic. There seems to be a lot in development. I am feeling very grateful to live in Glencoe with such a robust park district program."

"Mud Run, upkeep of Glencoe, Pumpkin Smash."

"Have fun events like the July 4th, Light the Lights, etc."

"Tries hard to provide enriching activities for residents of all ages and interests in a relatively small community. I love Glencoe Fitness and we liked the childcare and some of the camp options when our daughter was younger."

"Family friendly activities, beach, ice rink, free holiday events, concerts in the park, etc."

"Offers a range of activities that meet the needs of different age groups."

"Seems to have a lot of family focused events."

"Kids sports programs."

"I think they do a good job with the park district baseball."

"Camps and classes for young school-age kids. Also, very impressed with the sports programs."

Sample Verbatim Comments: Like Most about GPD/District Strengths (cont'd)

Admin/Management (mentioned by 30%)

"Great communication and updates. Good initiatives through the year and some fun new activities for adults and kids!."

"People working and the employees are amazing. They are kind and respectful."

"Staff is friendly and responsive."

"The people seem to genuinely care about the community. And they are great at programming for children 6 and under."

"Excellent staff, highly responsible, dynamically change programs season to season, e.g., beach & parks in summer, ice rink in winter, but offer preschool care year round."

"I think the renovation of the major parks was a nice draw for young families and done well."

"The park district is very proactive in taking care of and maintaining the parks."

"They spend money to keep the neighborhood looking fantastic."

"Staff and Board members listen to understand community needs, and then collaborate in a creative manner to implement programs and facilities to best serve community needs. We like leveraging donations, state and federal dollars for capital improvement projects."

"I do feel it takes into consideration the public's opinion."

"It's organized. The updates about events are helpful for planning purposes."

"Convenient, wide array of offerings, decent pricing."

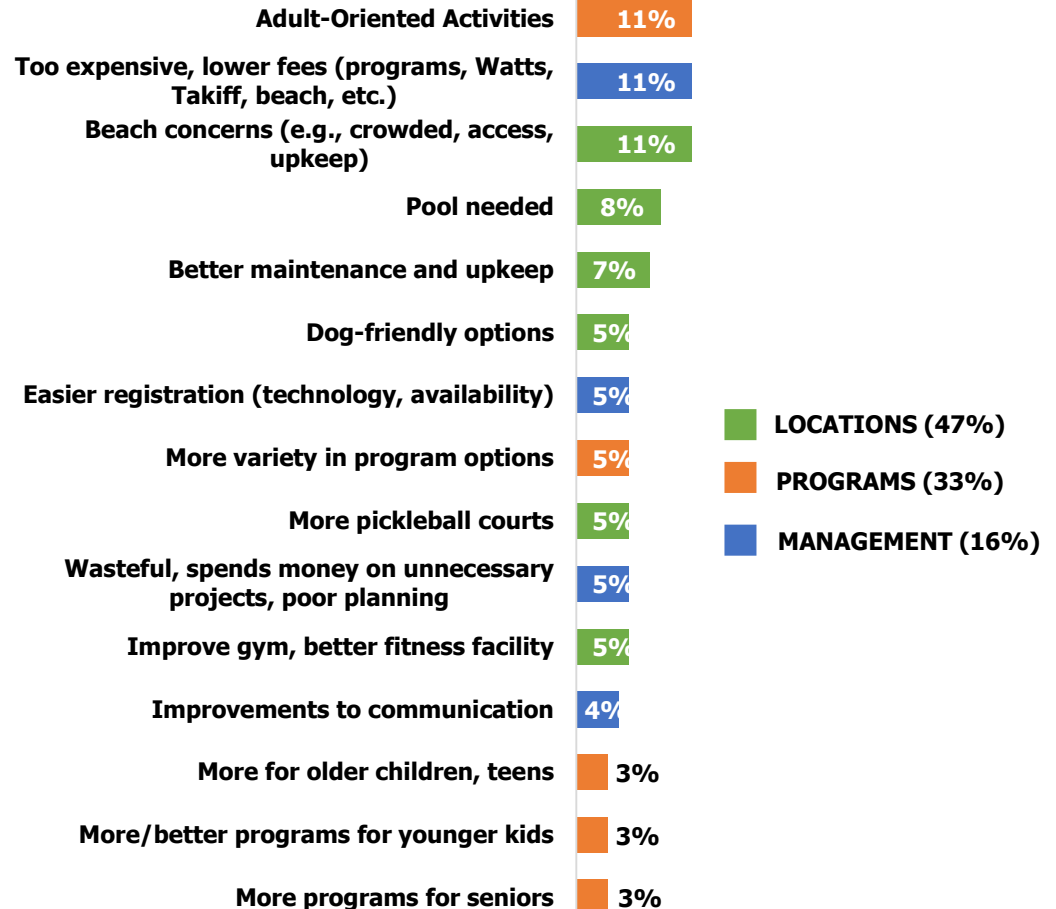
"The park district is fantastic at responding to residents' interests. I love the community events it puts in, from the 4th of July fireworks and events surrounding those to the Mud Run and the Watts programs. I think the park district does a great job at listening to what residents want and you (seemingly) do your best to meet those demands."

"Response to varying community interests (i.e., improving playgrounds, upgrading outdoor ice rink, developing pickleball courts/programs, offering pre-school and before and after school programs). Innovative events like the Mud Run. Our children and grandchildren have enjoyed these, but also as seniors now, we appreciate affordable passes to the Takiff fitness facility, passes for the beach and ice rink."

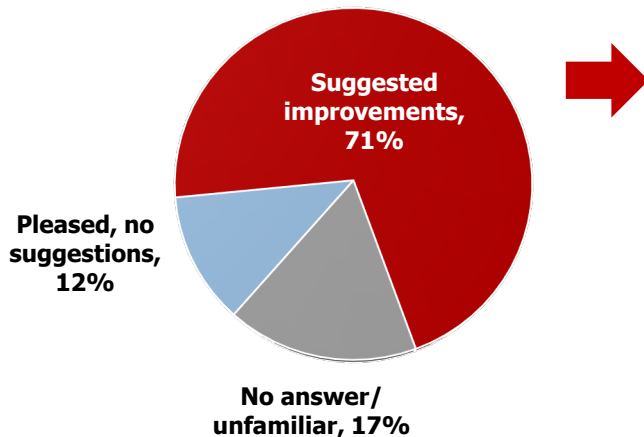
Similarly, residents were asked (open-ended) what they dislike or what improvements they would like to see from the District. Many (29%) were unable to give a response (including 12% who dislike nothing); the remaining 71% gave scattered issues or suggestions.

- Just over one in ten seek either more adult program options, lower fees, or express concerns about Glencoe Beach (e.g., crowded, too restricted, limited parking, etc.).
- Other site-related comments regarding desires for a community pool, better/more upkeep in general, and more dog-friendly options rounded out the top suggestions.

Top Suggestions



What do you dislike/want improved by the GPD?



Sample Verbatim Comments: Dislikes about GPD/Improvements Sought

Locations/Facilities/Parks (mentioned by 47%)

"Beach access only restricted to season holders on weekends. Beach access and day permits should be open especially to residents and their guests on weekends and it can be restricted if the beach gets really busy. Many times, I've wanted to come just once, and the beach is not very full but access is restricted, and I don't want to buy a full season pass. I pay a lot of money in taxes to not be able to enjoy the beach on weekends without being forced to buy a season pass. These rules made sense during COVID but not any longer."

"Do not incentivize non-residents from outlying communities to use park district facilities. Such as the Glencoe Beach."

"Nothing I really dislike, although I'm not sure I'm comfortable with the new rules that eliminate non-residents from using the beach on the weekends. It has never felt crowded enough to warrant the exclusion. I hear from others that they'd love a dog park, but I also understand that there is a 'not in my back yard' mentality that may make that difficult to achieve."

"Extended season for paddleboards."

"Wish we could bring our own standup paddleboard to beach. Wish there was a dedicated girls softball field at at least one location."

"The beach should be much better maintained, erosion, rocks especially at the sailing beach. The beach house could be modernized like others in the area (i.e. Highland Park)."

"Please go back to offering a daily fee to access to the beach."

"Need resident parking only at beach."

"The beach needs to give preference to residents."

"It would be amazing to have a pool (indoor and/or outdoor)."

"I would like to see easy access to a pool especially in colder weather. Is a cooperative agreement possible?"

"Wish the voters would have voted to tear down and build a new park district building with more and larger amenities, like a state-of-the-art exercise room, maybe even an indoor swimming pool."

"I wish there were some dog parks, at least one, in Glencoe. Linden, Shelton, and Watts Parks all would be good candidates for a dog park in my opinion."

"I enjoy soccer golf and wish the Watts Park disc golf course could accompany a soccer golf course. I love indoor racket sports like racquetball and especially squash. I wish Takiff center would build 4-5 squash courts and 1-2 racquetball courts for residents and surrounding suburb residents to enjoy. Squash especially; when led by a squash pro, it can be a really enriching activity for kids to participate in."

"I wish we could have found a way to have a dog park or at least open the beach to dogs off leash during the off-season."

"No dog park despite being a top priority by many residents for decades."

"Would like to see more pickleball courts."

"Have dedicated pickleball courts so tennis players and pickleball players don't have potential tussles when wanting to use one court for dual purposes."

"Please add more indoor pickleball courts. Massive demand for the sport and it's growing more."

"The gym is too small, and the price is too much for the small gym, I don't like the hours of offerings - doesn't work with my schedule."

"Fitness center could be a lot bigger and better."

"Wish Friends Park could be cleaned/fix up a bit. With all the use over the past decade, it needs a little overhaul."

"The Grove Avenue & Dundee Road park is overdue for updates/renovations."

Sample Verbatim Comments: Dislikes about GPD/Improvements Sought (cont'd)

Programs/Activities (mentioned by 33%)

"I wish the Park District offered more adult classes on weeknight evenings. Example: I wanted to take a beginners pickleball class, but nothing was offered at a time for someone who works full-time."

"Offer exercise classes in the later afternoon and weekend mornings for those that work. Offer Canasta lessons, pickleball lessons on the weekends."

"Love to see more of a variety of programs for empty nesters including more events and classes in the evenings for those of us who still work."

"Most of the focus is on kids and families. More activities, events, and classes are needed for adults. Classes at Takiff are too expensive. Greater discounts should be given for residents for beach, events, and classes."

"Too geared towards children. Not enough for older folk. How many more expensive elaborate playgrounds do we need that are empty most of the day? No star gazing opportunities because the police chase you off the park after dark, even if you have a telescope."

"I wish there were more of a variety in programming for adults. Places to learn new skills or develop hobbies."

"Very geared towards children, which is important, but not a lot of adult-oriented activities."

"Would appreciate having more adult-minded activities. Example: have a beer tasting, wine tasting. Have a talent show?"

"I'd like to see more activities for seniors and singles. And things to do inside during inclement weather."

"Slightly more variety of types of classes. Also, for some of the school break camps, it seems as though it's just a collection of kids in a classroom. Some sort of program for that week to help give the day structure would benefit the kids (and the teachers)."

"We didn't think the pre-K schooling options were high quality. Seemed more like babysitting."

"As my daughter has gotten older, she is feeling like her options are less. For example, she is in 3rd grade and ballet is not offered anymore. The levels for activities cap out as well. She ran into this with both tennis and skating, so we go to other park districts for this. The classes are starting to seem the same year to year so there isn't as much variety for her. There is not an option for instrumental music either (ex. violin). We are going to another park district for that as well."

"Not enough for teens not into baseball or other sports."

"There could be more options for older kids or identify classes or activities that families could consider for private lessons. Often the schedules do not align with needs, yet courses are of interest. Of course, it would be up to the teacher / provider to make themselves available."

"Overall programming for older kids. Would love to see better tennis and pickleball classes for older kids who know how to play. More week-long camp options for older kids (ages 10-13)."

"I wish there were more activities on the weekend for littles under 2. Baby music classes during the week are great, but one on the weekend where working parents could attend would be awesome. It is really challenging to find activities anywhere on the North Shore for kiddos younger than 3, especially in the winter."

"I think programming for 2- to 5-year-olds could be improved. Specifically, more afternoon programming 4-5 PM, before dinner and after nursery school. Would like to see more weekday sports activities in the afternoon for this age group, like a soccer program for my son aged 4. Right now, I have to travel to Morton Grove for indoor soccer and so would love to find a program that is closer. Of course, we wish Glencoe had an outdoor pool as well."

"Takiff Center seems underutilized and not optimally designed. Would like to see more senior fitness options for ages 55 - 70. More art class offerings like mosaics, etc. Wish there were a separate gym for pickleball and for kids programming. Wish we had an indoor pool and an outdoor dog park."

Sample Verbatim Comments: Dislikes about GPD/Improvements Sought (cont'd)

Admin/Management (mentioned by 16%)

"The rental prices for rooms are too high for a resident. It should include things like the use of the kitchen."

"Making events free or low cost for Glencoe residents, considering the high property taxes we pay."

"Fitness classes are about 90% too expensive. I join a club for \$30 month and all classes free. Need more free or low cost events for households and seniors where additional staff are not needed and duties are easily handled by existing staff (e.g., walking club, helping groups organize for tennis (including beginners), fishing, bike club for riding and learning repairs."

"High cost of guest passes for ice skating."

"Our kids are older now, so they don't participate but we have noticed that program cost has blown up. At these price points there are many other professional-level programs to choose from. GPD was wonderful to stay local and quick/easy, but for the cost of many programs offered now, we would have done something else."

"I don't think there is enough availability in childhood programs. You need to log in right when it opens for residents at 7 AM and it's often the case that within a couple of minutes, popular programs are full. The park district needs to add additional sections so that more people can participate in things like certain art classes, athletic classes, etc."

"I have tried to reserve pickleball at West School and found the online process to be incredibly difficult, so I just gave up."

"The sign-up process for enrichment activities and the fact that activities fill up so quickly. For activities where the demand is there, I'd love to see more classes added so that kids can participate in what they'd like."

"The website and registering for events, activities, etc. is a hot mess. It's so hard and frustrating to find and register for things. It shouldn't be this hard."

"I'm not sure they are spending money wisely. Not sure they are listening to the community. For example, we have playgrounds everywhere, but the baseball fields are a mess. Worst in the area. We spent money on a second pathway along the train tracks, which is beautiful, but there was already a sidewalk. Baseball fields and indoor basketball courts are more useful. An outdoor swimming pool at the new golf course would be amazing too."

"Wasteful, little-used construction projects (trail from Park Ave to Maple Hill when there is already a little used public street and there is already a public sidewalk, never used benches surrounding the steel sculpture at the Beach and Old Green Bay). The Watts 2023 north addition that does not match the building design. Not allowing public off hour use of the Children's Circle playground behind the Community Center. Renaming of Watts to Weinberg for relatively small \$600,000 donation."

"Do less in general. Too many paths, too much landscaping and lawn maintenance. Keep the parks but let them be a bit."

"Information about the uses of Watts Field house could be increased. And public skating availability and hours could be better communicated."

"Better reaching out to provide information."

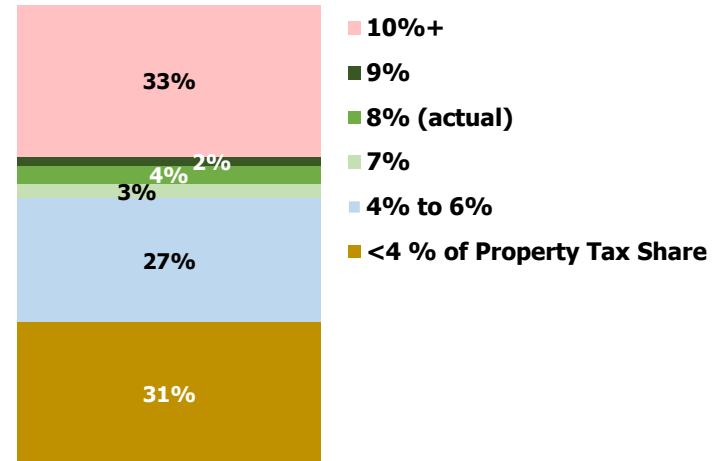
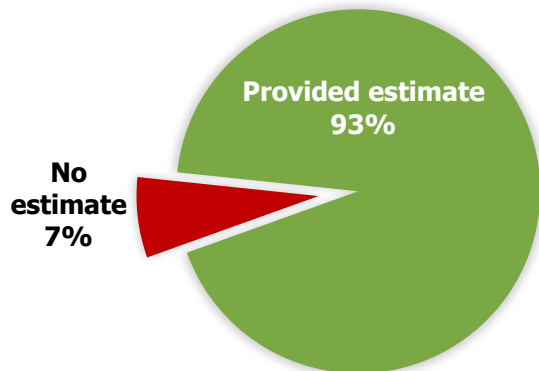
"Early sign-up notifications are needed on upcoming activities. Website sign-ups are not user-friendly."

"I have had a hard time with getting phone calls back when I call with specific questions."

When asked to rate the GPD's share of residents' property taxes, the average estimate is very close to the District's actual percentage (8%). However, only nine percent of respondents were close to the actual amount, with much lower and higher estimates offsetting each other.

- A third (33%) estimate that the District receives at least ten percent of property tax revenues, while about as many (31%) fell it represents less than 4% overall.
- The highest average estimates tend to come from women (9.3% of property taxes, on average), and ages 35-44 (11.0%). Those giving the lowest estimated shares are men (7.0%), older residents (7.6% average from ages 55 to 64, and 6.9% from those aged 65+) and non-GPD visitors/users (5.4).

Estimated Percent of Property Taxes Going to the Glencoe Park District

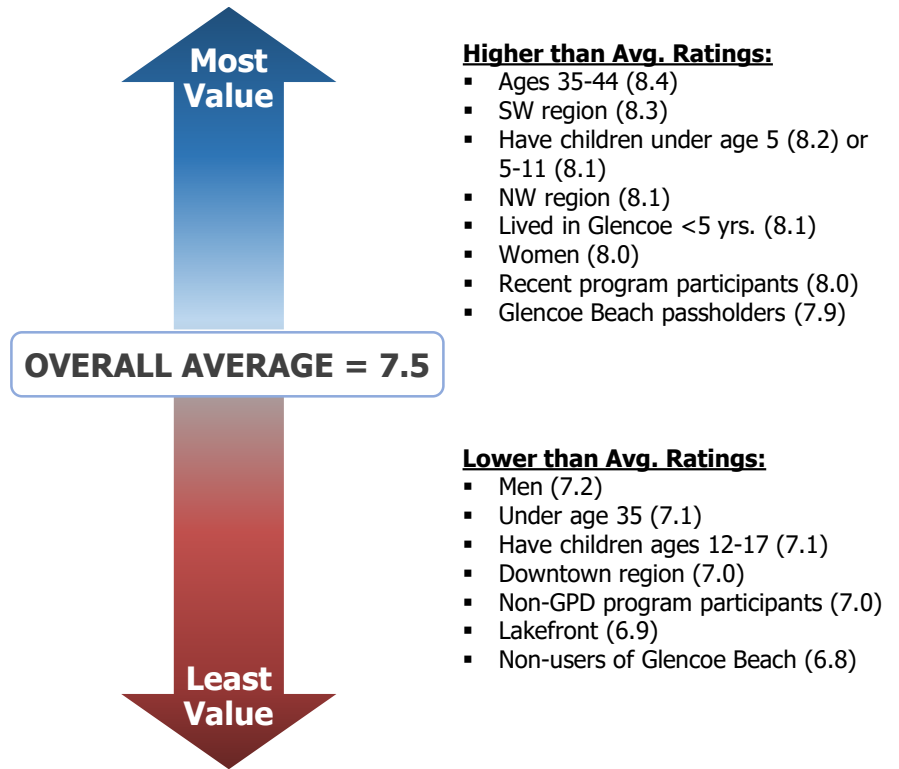


Average Estimate: 7.9% of Property Taxes Go to GPD

When informed that the District represents 8% of their property taxes/revenues, residents report that the GPD represents a "good-to-great" value overall (averaging a 7.5 on a 0-10 value scale).

- Differences in perceived value are mostly driven by age (and the age of children in the household), gender, and location.
 - The highest value scores tend to come from adults aged 35 to 44, and those with children under the age of 12.
 - Conversely, lower than average scores (though still positive) come from the youngest adults (under age 35) as well as households with teenagers.
 - Women feel the District represents greater overall value than men.
 - Households in the NW and SW corners of Glencoe tend to give significantly higher scores than those in the Lakefront and Downtown areas.
- Despite these differences, **no subgroups think the District represents a poor value.**
 - The lowest average value rating (6.8 from non-beach visitors) is still very strong, well above the "average" rating of "5" (on the 0-10 scale).

Significant Differences: GPDs Perceived Value Relative to District's Share of Property Taxes

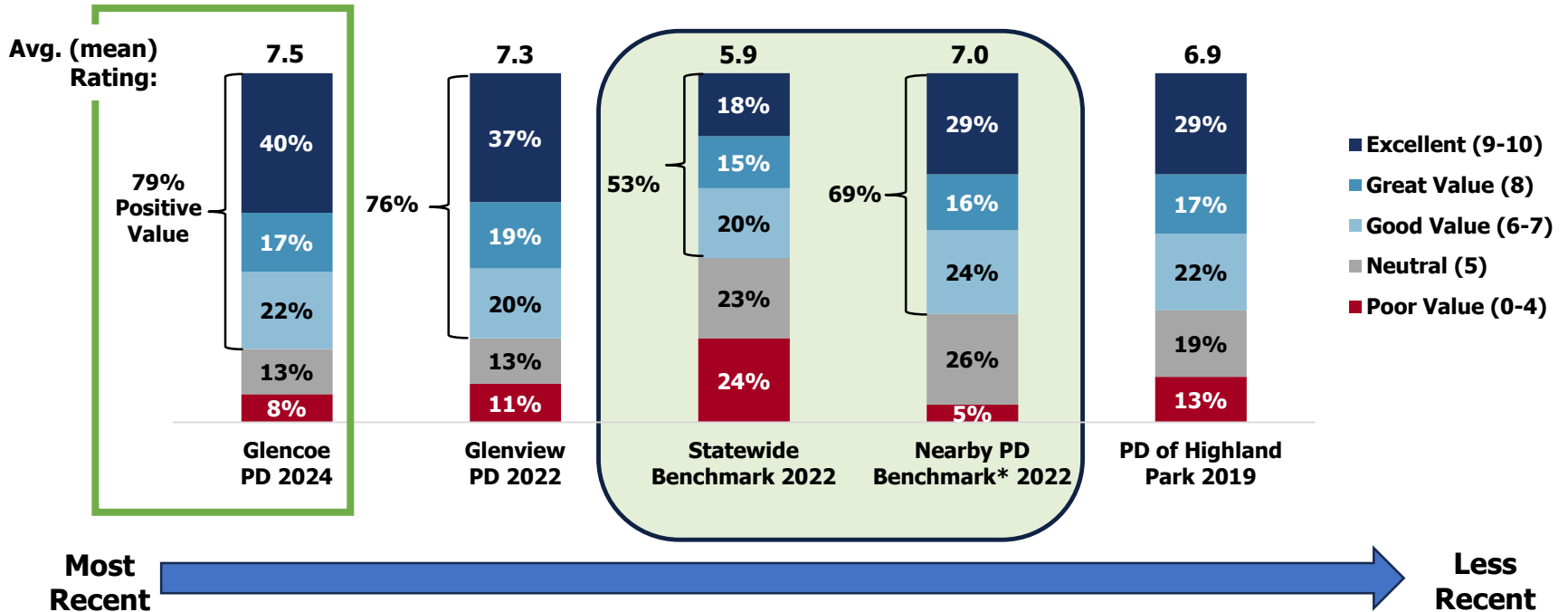


While the GPD's overall esteem rating aligns with nearby agencies, its value scores (based on its share of property taxes) are the highest reported.

- Glencoe residents are most likely to rate their park district an "excellent" value overall (scores of 9+) compared to nearby districts, and it has some of the lowest "poor" value ratings as well (scores of 4 or under on a 0-10 scale).

Perceived Value of GPD Relative to Property Tax Share

Q23. As you may know, about 8% of your property taxes goes to the Glencoe Park District. Thinking about the parks, open areas, facilities, and programs that the Park District provides, please rate the overall value that the Park District represents given its share of property taxes.

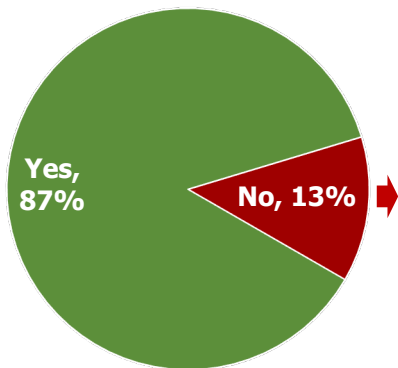


* 2022 IAPD statewide survey tested a 5% share to park districts as the statewide average. Benchmark comparisons with neighboring park districts/agencies include Highland Park, Highwood, Lake Forest, Lake Bluff, Deerfield, Northbrook, Glenview, Wilmette, Kenilworth, and Winnetka. Glenview PD tested a 7.8% property tax share, and PD of Highland Park tested a 6% share.

Nearly 9 out of ten residents (87%) feel included and represented by the GPD. The 13% who report otherwise tend to be ages 55+, live in the Lakefront and Downtown areas, and tend to report that the District is mostly focused on families with young children.

- As a result, they seek more programs and activities for older adults (empty nesters, retirees) along with options for teens/older children at home. Scheduling these for working adults is also suggested.
- While not statistically significant, nearly one out of five non-white residents feel unrepresented by the District.

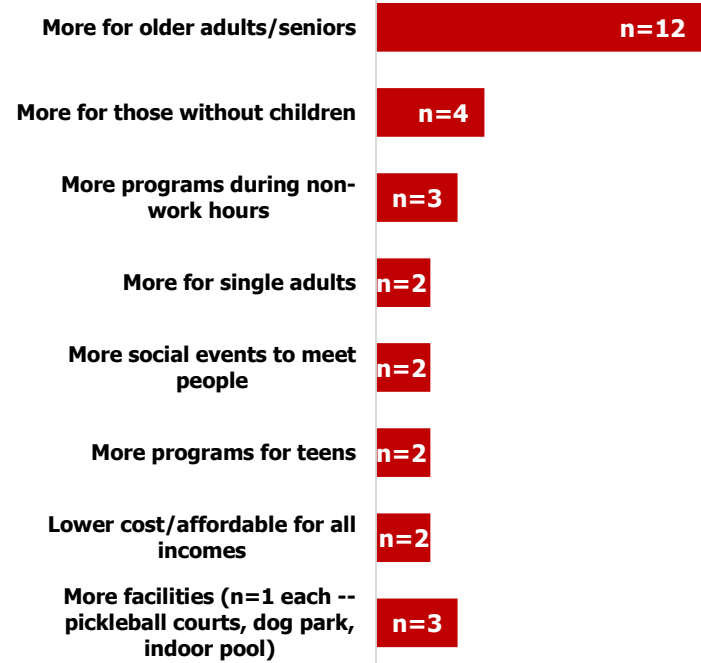
Feel Your Household is Included/ Represented by GPD?



- Especially:
- Lakefront (17%), Downtown (20%)
 - Ages 55+ (15%)
 - Non-white residents (19%)*
 - No children in household (15%)
 - Non-GPD program participants (18%)

Q27. The Glencoe Park District is committed to creating an environment that respects and celebrates the differences of all community members by providing access and opportunities to everyone, regardless of social/financial/ethnic background, religion, gender, age, sexual orientation, or physical/ emotional/intellectual ability. Do you believe that your household is properly represented and included within the Park District and its offerings?

If No, Why Not? (top responses)



* Not statistically significant due to small n of cases (n=43)

Sample Verbatims: Reasons for Not Feeling Included/Represented by GPD

"It seems like most of the focus and services focus on kids and families. More attention needs to be paid to empty nesters, those without children, and seniors."

"Need senior activities for socialization. Seniors need to regroup when friends are lost or move away. Reach out more to seniors."

"Seniors need low cost or no cost programs for walking, biking, fishing, movies (e.g. movie and a lunch or dinner, can be BYO). Consider partnering with Glencoe library on some programming."

"We would like more activities for seniors like lectures, learning classes."

"By not offering fitness classes accessible to people with a full-time job; feel like the District thinks the town is made of stay-at-home parents only."

"More options in evenings for adult classes and weekends. Indoor pool."

"Most programs address the needs of families with school age kids while I'm a single late middle age adult."

"Not enough programs offered evenings and weekends so working people can take advantage of opportunities."

"Would be beneficial to have programs for teens in high school."

"More social events for families/parents. We're new here and it's hard to meet people."

"Most programs very homogeneous and could be more diverse (incorporating global cultures, games, religions etc.)."

"I would like a dog park or ability to allow my dog to go off leash."

"The District is completely discounting the number of people who love pickleball. Pickleball has fostered so many new friendships within our community!"

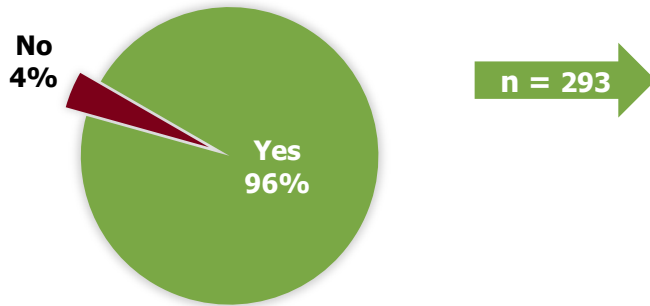


II. GPD Park and Facility Usage

Virtually all residents have visited a Glencoe Park District location recently, usually the Beach, Lakefront Park, Watts Park, Takiff Center, or Friends Park. Nearly half report using Connect Glencoe Trail, Kalk Park, and/or the Weinberg Rec Center.

- The swimming beach is clearly the top draw among those using the lakefront, followed by the playground.
- At Takiff Center, the gym ranks as the most-used amenity, as is the outdoor ice rink at Weinberg Rec Center.

Used or Visited an GPD Park or Facility in Past 12 Months?



Visited or Used Park, Playground, Nature Area, Facility	% Response (n=293)
Glencoe Beach	88%
<i>(Swimming beach)</i>	<i>(74%)</i>
<i>(Playground)</i>	<i>(46%)</i>
<i>(Trellis/sun shelters)</i>	<i>(32%)</i>
<i>(Concessions)</i>	<i>(23%)</i>
<i>(Boating beach)</i>	<i>(19%)</i>
<i>(Boat house)</i>	<i>(15%)</i>
<i>(Halfway house)</i>	<i>(14%)</i>
Lakefront Park	76%
Watts Park	56%
Takiff Center	54%
<i>(Gymnasium)</i>	<i>(25%)</i>
<i>(Studios for ceramics, theater, music)</i>	<i>(15%)</i>
<i>(Fitness studio/center)</i>	<i>(15%)</i>
<i>(Early childhood playground)</i>	<i>(14%)</i>
<i>(Community rooms for recreation)</i>	<i>(14%)</i>
<i>(Preschool classrooms/facility)</i>	<i>(13%)</i>
Friends Park	53%
Connect Glencoe Trail	48%
Kalk Park	47%
Weinberg Family Rec Center	45%
<i>(Outdoor ice rinks)</i>	<i>(34%)</i>
<i>(Pickleball courts)</i>	<i>(17%)</i>
Duke Park	39%
Shelton Park	31%
Woodlawn Park	30%
Takiff Center Playground	27%
Vernon Playground	25%
Everly Wildflower Sanctuary	23%
Melvin Berlin Park	22%
West Park	22%

Q6. Please indicate the Glencoe Park District parks, playgrounds, and nature areas that you or household members visited in the last 12 months/past year.

Q8. Please indicate any Glencoe Park District outdoor and/or indoor facilities that you or any household members have visited in the last 12 months/past year.

NOTE: Only locations registering 20% or higher are shown here.

Among those most highly used/visited GPD parks and facilities in the past year, most are evenly utilized from all parts and neighborhoods in the village. For example, the regional distribution of Glencoe Beach visitors aligns with the overall population.

- However, those who indicate specifically recently using the swimming beach tend to live in the NW region.
- Several parks and facilities tend to draw residents from the SW region, especially Watts Park, the pickleball courts at the Weinberg Rec Center, Woodlawn Park, Shelton Park, Vernon Playground, and the Everly Wildflower Sanctuary.
- Downtown households are more likely to report going to Melvin Berlin Park and West Park.
- GPD park and facility usage among Lakefront residents generally aligns with their population distribution (though they are slightly less likely to report using Vernon Playground, Melvin Berlin Park, or West Park.

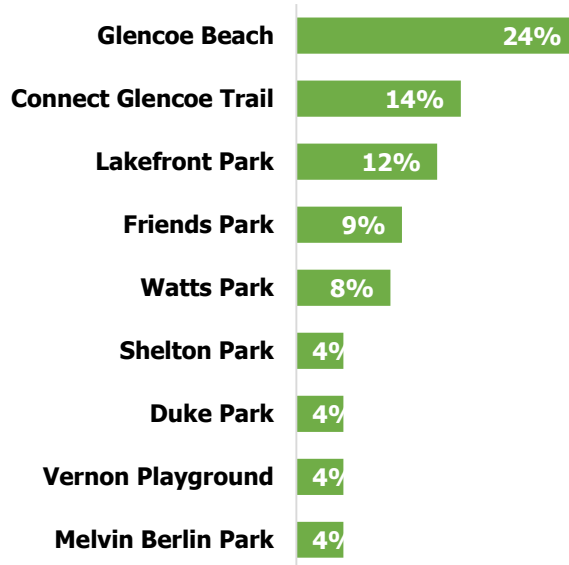
<u>GPD Parks</u>	<i>n</i>	Region			
		NW	Down-town	SW	Lake-front
Overall (row) % of Respondents	299	21%	23%	29%	27%
Glencoe Beach	257	22%	23%	30%	25%
<i>Swimming beach</i>	218	24%	24%	29%	24%
Lakefront Park	221	21%	23%	29%	27%
Watts Park	166	17%	20%	40%	23%
Takiff Center	80	25%	24%	24%	27%
Friends Park	164	22%	27%	28%	23%
Connect Glencoe Trail	143	22%	22%	29%	28%
Kalk Park	141	21%	22%	25%	32%
Weinberg Family Rec Center	144	20%	19%	35%	25%
<i>Outdoor ice rinks</i>	112	20%	20%	35%	24%
<i>Pickleball courts</i>	54	14%	15%	49%	22%
Duke Park	120	24%	21%	29%	26%
Shelton Park	91	12%	21%	37%	30%
Woodlawn Park	93	13%	16%	50%	21%
Vernon Playground	79	16%	17%	53%	13%
Everly Wildflower Sanctuary	66	15%	9%	51%	25%
Melvin Berlin Park	67	14%	43%	29%	14%
West Park	70	25%	35%	24%	16%

= statistically higher regional response at the 90% confidence level

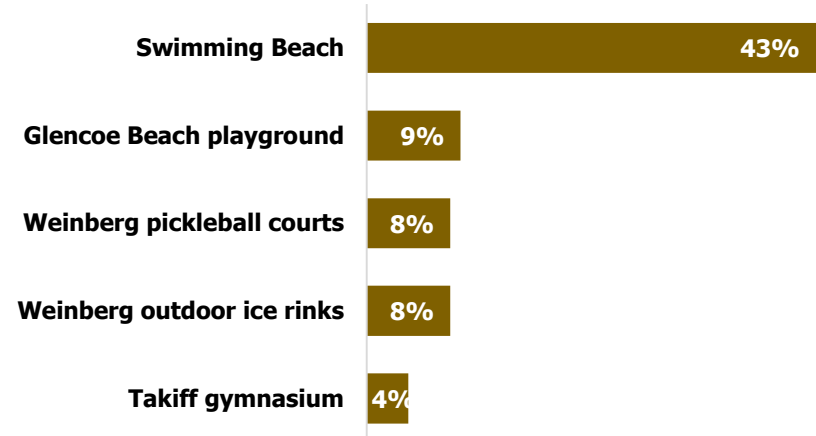
When asked which outdoor location they use most often, note that the Connect Glencoe Trail ranks second after the beach (high repeat usage), surpassing Lakefront Park.

- The swimming beach is by far the most popular outdoor facility, with the Glencoe Beach playground a distant second, followed closely by the ice rink and pickleball courts at Weinberg Family Rec Center.

Parks/Playgrounds/Nature Areas Visited Most Often (top responses above 3%)



GPD Facilities Visited Most Often (top responses above 3%)



Q7. From the list above, please select the one park, playground, or nature area you use most often?
 Q9. Of the specific locations above, which do you use most often?

Note that households with teenagers tend to report going to Glencoe Beach (especially the swimming beach) most often – more so than other GPD parks or facilities. Older residents tend to be the most frequent users of the Connect Glencoe Trail.

- Younger adults and those with children ages 5 to 11 tend to report using the outdoor ice rinks most often. Residents with children under age 5 are most likely to frequently visit Friends Park.

Significant Differences: Most-Used GPD Parks/Playgrounds/Nature Areas

	Overall	Most Likely to Mention
Glencoe Beach	24%	<ul style="list-style-type: none"> - Households with children ages 12-17 (39%) - Beach passholders (34%)
Connect Glencoe Trail	14%	<ul style="list-style-type: none"> - Ages 55+ (22%) - No children in household (20%) - Non-beach passholders (24%)
Lakefront Park	12%	<ul style="list-style-type: none"> - No children in household (16%) - No plans to move from Glencoe anytime soon (15%)
Friends Park	9%	<ul style="list-style-type: none"> - GPD program participants (13%) - Ages 35-44 (26%) - Households with children under age 5 (22%)
Watts Park	8%	<ul style="list-style-type: none"> - SW region (19%)

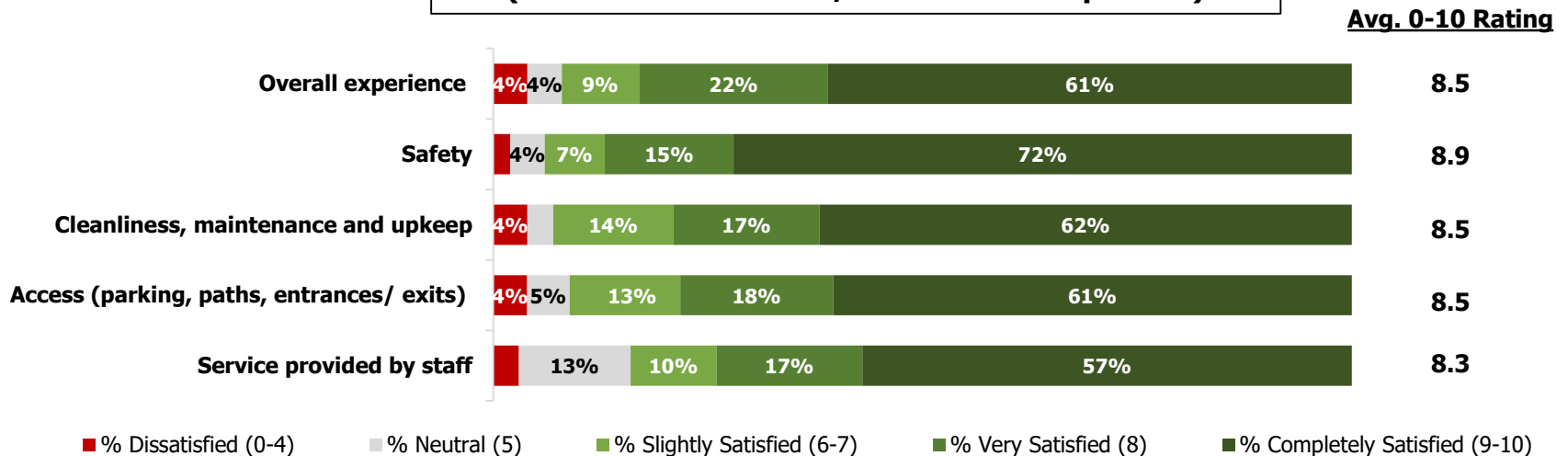
Significant Differences: Most-Used GPD Outdoor/Indoor Facilities

	Overall	Most Likely to Mention
Swimming Beach	43%	<ul style="list-style-type: none"> - Households with children ages 12-17 (58%)
Glencoe Beach playground	9%	< no statistically meaningful differences >
Pickleball courts at Weinberg Rec Center	8%	<ul style="list-style-type: none"> - GPD program participants (11%)
Outdoor ice rinks at Weinberg Rec Center	8%	<ul style="list-style-type: none"> - Ages 35- 44 (24%) - Households with children ages 5-11 (23%) - GPD program participants (11%)
Takiff Center gymnasium	4%	<ul style="list-style-type: none"> - Non-beach visitors (28%) - Program participants (6%, vs. 1% of non-participants)

Overall satisfaction among recent visitors to GPD parks and facilities is extremely strong, with average 0-10 ratings surpassing the District's very high esteem rating (8.1 overall). Residents are especially happy with the level of safety experienced at these location (8.9 average).

- At least 84% are satisfied with each attribute tested, with strong majorities (57%+) expressing complete satisfaction (scores of 9 or higher). No more than 4% are dissatisfied with any aspect of these recent visits.
- No group is dissatisfied with any of these experiences, with the lowest average scores (7.8) still indicating strong satisfaction. In general, households with younger children (under age 12), adults ages 35-44, and the newest Glencoe residents tend to be most satisfied (see next page).
 - Lower (still strong) scores tend to come from ages 55 to 64, those in the Downtown region, and longer-term residents.

Satisfaction with GPD Parks and Facilities
(n=277+ recent users/visitors who responded)



Q10. Please rate your overall satisfaction with the Glencoe Parks, playgrounds, nature areas, and facilities that you have visited most recently on a 0-10 scale.
NOTE: Values under 4% are not shown.

Virtually all residents feel safe at GPD locations (highest ratings consistently across all regions and segments).

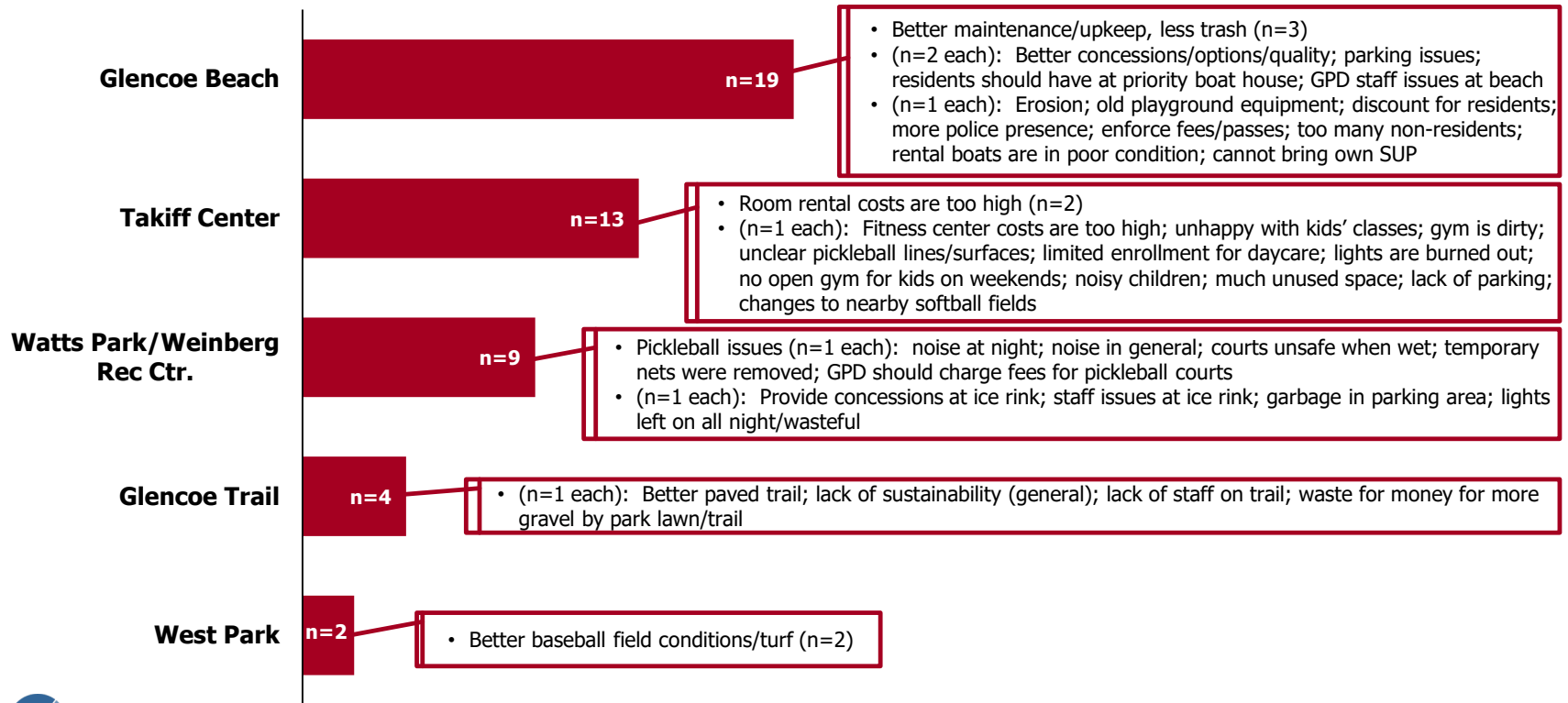
Significant Differences: Satisfaction with GPD Parks/Facilities

	Avg. 0-10 Satisfaction Score	Lower Than Avg. Ratings	Higher Than Avg. Ratings
Overall experience	8.5	<ul style="list-style-type: none"> - Downtown region (8.2) - Ages 45-54 (8.3), 55-64 (8.2) - Lived in Glencoe 5-14 yrs. (8.2) - Plan to move within 10 years (8.2) 	<ul style="list-style-type: none"> - SW region (8.9) - Under age 35 (9.0), 35-44 (8.9) - Lived in Glencoe < 5 yrs. (8.9) - Children in household < 5 (9.0) - No plans to move (8.7)
Safety	8.9	<i>< no statistically significant differences ></i>	
Cleanliness, maintenance and upkeep	8.5	<ul style="list-style-type: none"> - Downtown region (8.0) - Ages 55-64 (7.8) - Lived in Glencoe 15-29 yrs. (8.2) 	<ul style="list-style-type: none"> - NW region (8.8) - Under age 45 (8.9) - Lived in Glencoe < 5 yrs. (8.8)
Access	8.5	<ul style="list-style-type: none"> - Downtown and Lakefront regions (8.2 each) - Women (8.2) - Lived in Glencoe 5-29 yrs. (8.1) 	<ul style="list-style-type: none"> - SW region (8.8) - Men (8.8) - Lived in Glencoe < 5 yrs. (8.9)
Service provided by GPD staff	8.3	<ul style="list-style-type: none"> - Under age 35 (7.9), ages 55-64 (7.8) - No children in household (8.1), or teen-age children (8.0) - Beach users but non-passholders (7.9) 	<ul style="list-style-type: none"> - Ages 35-44 (8.8) - Children in household ages 5 to 11 (8.8) - Beach passholders (8.5)

Those giving lower satisfaction scores (6 or less on a 0-10 scale) were asked to give a reason. The most-used destinations are cited most often (Glencoe Beach, Takiff Center, Watts Park and Weinberg Rec Center), but for a wide range of issues or suggestions.

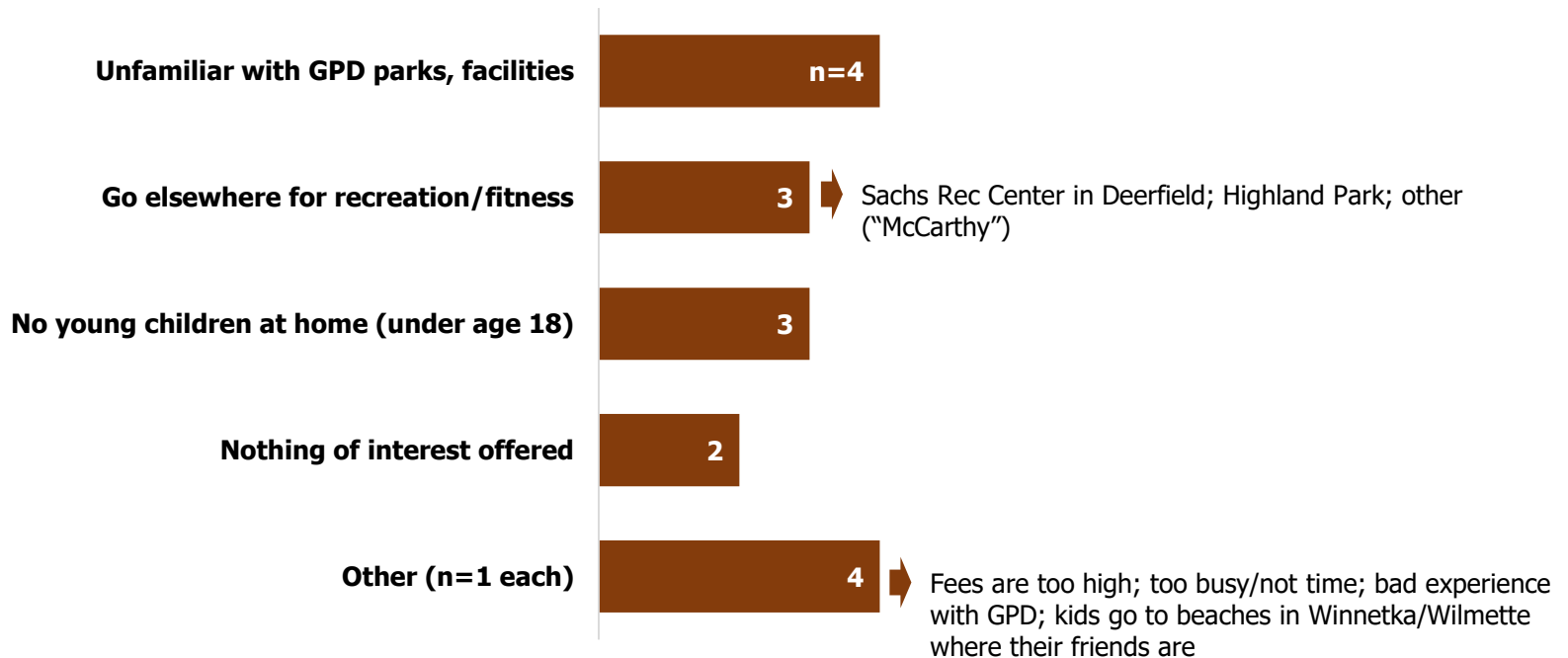
➤ There is no single pressing issue or consensus in these responses.

Top Reasons for Dissatisfaction with Parks or Facilities (n=36)



The relatively few residents who have not been to a single GPD park nor facility in the past year give a variety of reasons, usually lack of awareness, going to facilities in nearby communities, or not having young children at home.

**Reasons for Not Using GPD Parks, Facilities
(n=8 self-reported)**



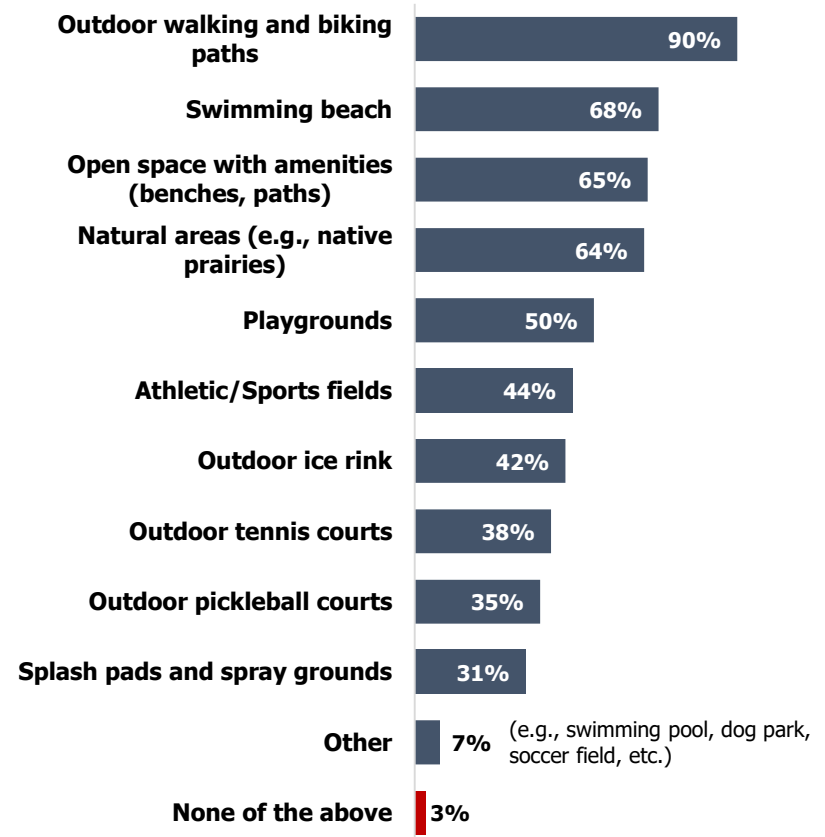


III. Gap Assessment: Outdoor Facilities

Among the outdoor facilities tested, residents express the strongest levels of interest in walking paths and other “non-structure” recreational facilities, like the swimming beach and open areas.

- Half also express an interest or desire for playgrounds, and nearly as many for outdoor sports fields and an ice rink.
- Just over a third seek outdoor tennis and/or pickleball courts, followed closely by splash pads/spray grounds.
- Virtually all found something on this list of interest, with only 3% saying “none” are important to them or their households.
- Nine in ten are interested in trails, including over 80% of all subgroups (as shown on the next two pages). Other key differences are:
 - Women, younger and newer Glencoe residents, and those with children ages 5 to 11 are most interested in the swimming beach and splash pads/spray grounds. These groups (along with households with children of all ages) also tend to seek/use playgrounds.
 - Similarly, outdoor sports fields and an ice rink appeal most to households with children (all ages), along with adults aged 35 to 54 and current GPD program participants and/or beach passholders.
 - The most long-term residents and those in the SW region tend to favor open space, while residents ages 55 to 64 prefer natural areas.
 - Tennis courts are most important to ages 35 to 44, and pickleball courts to ages 44 to 64.

Outdoor Facilities of Interest/Usage Among Residents (% “Yes”)



Significant Differences: Interest/Demand in Outdoor Facilities Overall

	Overall	Most Likely to Express Interest/Gaps/Use
Outdoor walking and biking paths	90%	- Ages 45-64 (96%)
Swimming beach	68%	- Women (76%, vs. 58% of men) - Ages 35-44 (83%) - Lived in Glencoe <5 yrs. (81%) - Children ages 5-11 in household (84%) - GPD program participants (77%) - Beach passholder (86%)
Open space with amenities (benches, paths)	65%	- SW region (74%) - Lived in Glencoe 30+ yrs. (75%)
Natural areas (e.g., native prairies)	64%	- Ages 55-64 (76%)
Playgrounds	50%	- Women (59%, vs. 44% of men) - Ages under 35 (71%), 35-44 (92%), 45-54 (63%) - Lived in Glencoe <5 yrs. (78%) - Have children in household (80%, vs. 31% of those without children), ages <5 (91%), 5-11 (90%), 12-17 (65%) - GPD program participant (69%) - Beach passholder (60%)
Athletic/Sports fields	44%	- Ages 35-44 (75%) and 45-54 (70%) - Lived in Glencoe <5 yrs. (65%) - Have children in household (65%, vs. 27% of those without children), ages <5 (59%), 5-11 (75%), 12-17 (70%) - GPD program participant (61%) - Beach passholder (56%)

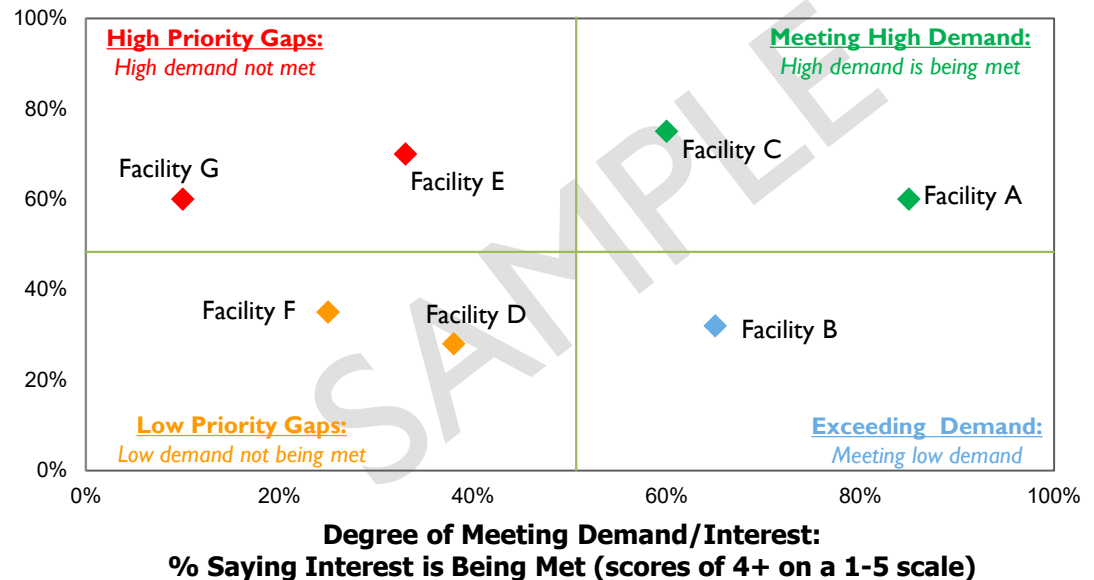
Significant Differences: Interest/Demand in Outdoor Facilities Overall (cont'd)

	Overall	Most Likely to Express Interest/Gaps/Use
Outdoor ice rink	42%	<ul style="list-style-type: none"> - Ages 35-44 (67%), 45-54 (55%) - Lived in Glencoe <5 yrs. (56%) - Children in household (58%, vs. 31% of those without children) - No plans to move (46%) - GPD program participants (58%) - Beach passholder (52%)
Outdoor tennis courts	38%	<ul style="list-style-type: none"> - Ages 35-44 (59%) - Lived in Glencoe <5 yrs. (49%), 5-14 yrs. (51%) - Children in household (50%, vs. 29% of those without children), esp. ages 5-11 (55%) and 12-17 (52%) - No plans to move (44%) - GPD program participants (45%)
Outdoor pickleball courts	35%	<ul style="list-style-type: none"> - Ages 55-64 (52%) - Program participants (41%)
Splash pads and spray grounds	31%	<ul style="list-style-type: none"> - Women (42%, vs. 21% of men) - Ages 35-44 (81%) - Lived in Glencoe <5 yrs. (52%) - Children in household (53%, vs. 17% of those without children), ages <5 (75%), 5-11 (68%) - No plans to move (38%) - GPD program participant (47%) - Beach passholder (45%)
Other	7%	<ul style="list-style-type: none"> - SW region (14%)
None / No answer	3%	<ul style="list-style-type: none"> - Plan to move within 5 years (20%) - Non-GPD visitor/user (47%, vs 1% of visitors)

Quadrant Analysis: Determining if Demand for Facilities is Being Met

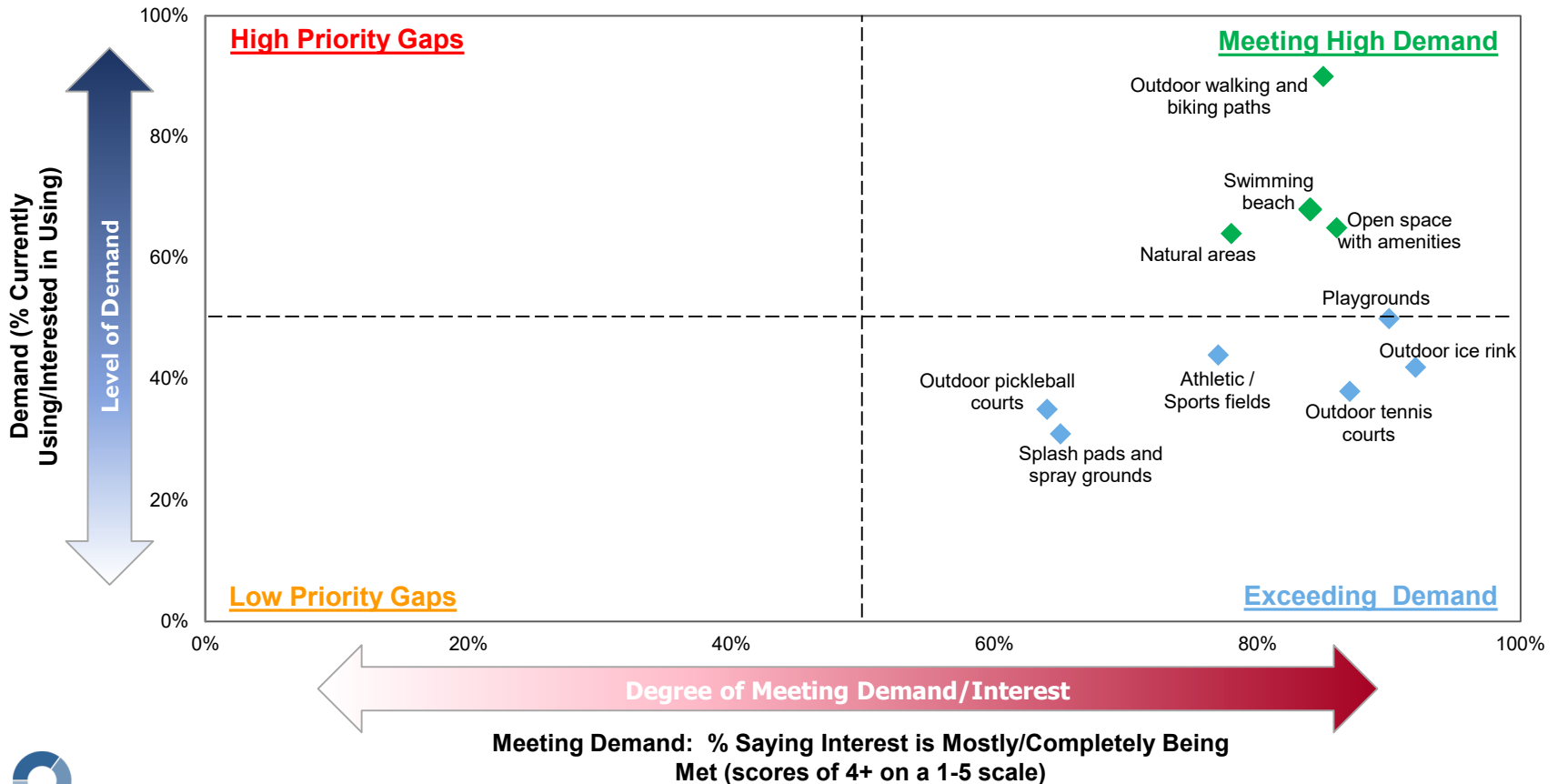
- Respondents who report use or interest in each type of indoor facility were also asked how well those interests are currently being met on a 1-5 scale, either by the Park District or any other source/provider.
 - A score of "4" means their interests are mostly met, and a "5" means they are completely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

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



The “gap” analysis shows that clear majorities can readily find existing outdoor facilities that they seek/use, whether they are provided by the GPD or other sources.

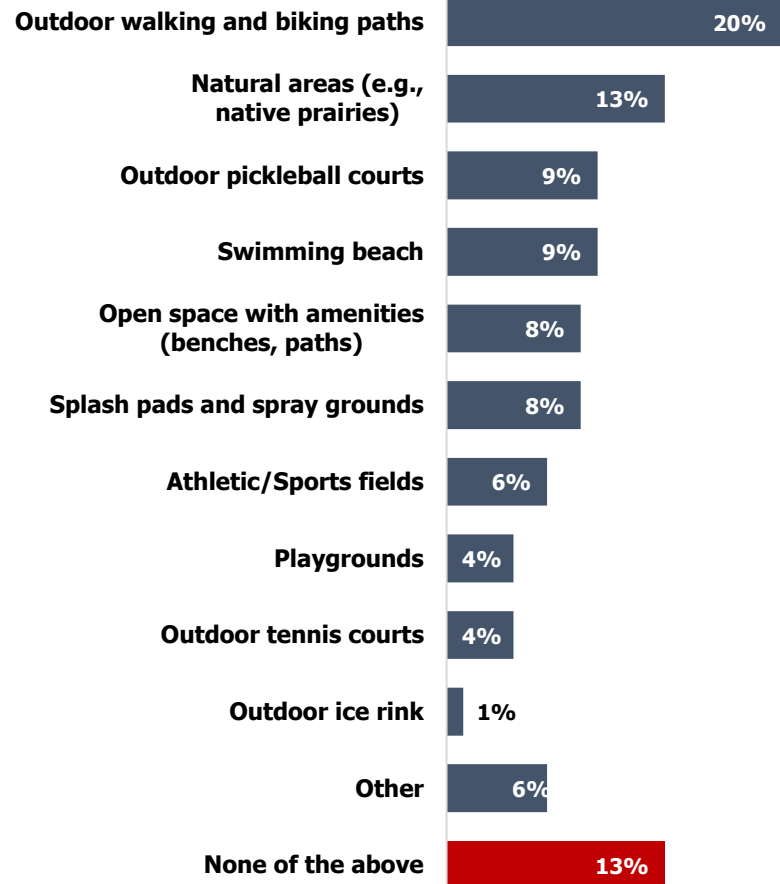
- Even the two that are shown in relatively less supply – outdoor pickleball courts, and splash pads/spray grounds – are deemed readily available currently by roughly two-thirds of those expressing an interest in each.
- Residents are mostly able to find outdoor ice rinks, playgrounds, tennis courts, open space with amenities, trails, and a swimming beach to meet their wishes or desires.



Paths/trails again tops the list as the top priority, followed by natural/native areas and “none are priorities” tied for second. This suggests that residents are happy with the status quo and have no unmet interests.

- The most long-term Glencoe residents (30+ yrs.) tend to place the highest priority on more outdoor walking/biking paths (see next page).
- Households without children tend to be most interested in natural or native areas, while those with children want more areas for play (splash pads, fields, playgrounds).
- The youngest adults under age 35 tend to feel “none” of these represent priorities for the District.
- The more “developed” outdoor options are priorities to less than one in ten.

Top Priority: Most Important Outdoor Facility/Amenity for GPD to Provide/Expand/Improve



Significant Differences: Interest/Demand in Outdoor Facilities Overall

	Overall	Most Likely to Express Interest/Gaps/Use
Outdoor walking and biking paths	20%	- Lived in Glencoe 30+ yrs. (31%)
Natural areas (e.g., native prairies)	13%	- No children in household (17%, vs. 7% of those with children)
Outdoor pickleball courts	9%	<no significant differences>
Swimming beach	9%	<no significant differences>
Open space with amenities (benches, paths)	8%	<no significant differences>
Splash pads and spray grounds	8%	- Ages 35-44 (26%) - Children in household (17%, vs. 1% of those without children), esp. ages <5 (24%), 5-11 (21%) - GPD program participant (12%) - Beach passholder (11%)
Athletic/Sports fields	6%	- Men (9%, vs. 3% in household) - Ages 45-54 (16%) - Lived in Glencoe 5-14 yrs. (12%) - Children in household (10%, vs. 3% of those without), esp. ages 5-11 (14%), 12-17 (16%)
Playgrounds	4%	- Ages 35-44 (14%) - Children in household (9%, vs. 1% of those without children), esp. ages <5 (20%)
Outdoor tennis courts	4%	<no significant differences>
Outdoor ice rink	1%	<no significant differences>
Other	6%	- SW region (11%) - Have children in household (10%, vs. 3% of those without children) - Beach passholder (8%)
None / No answer	13%	- Under age 35 (31%)

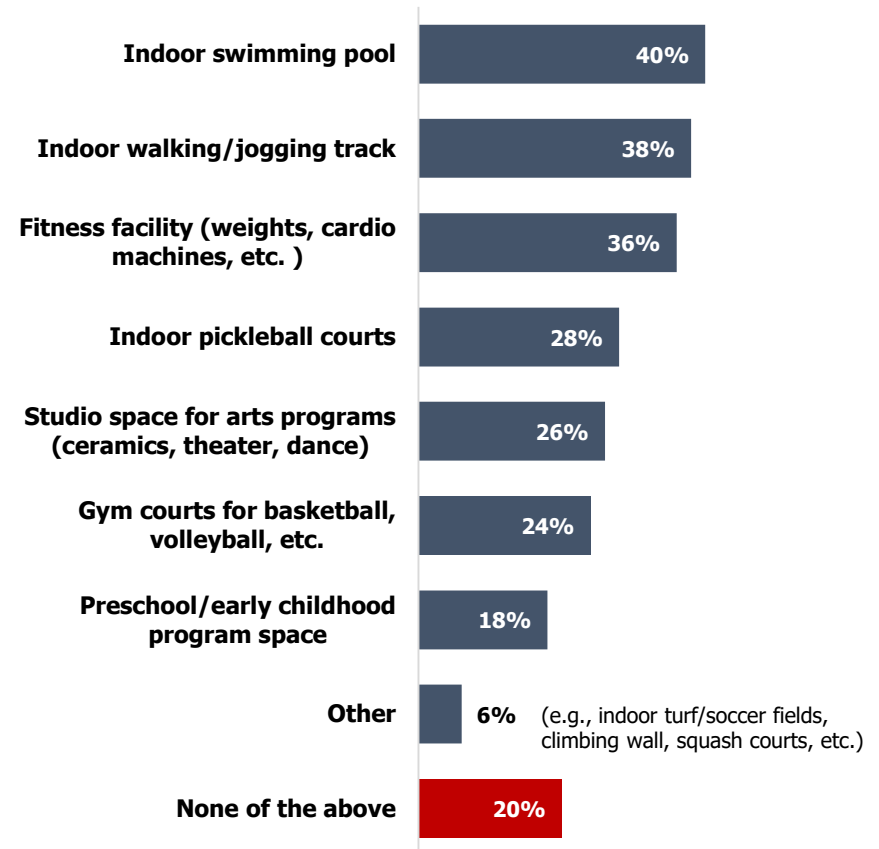


IV. Gap Assessment: Indoor Facilities

Compared to outdoor options, demand and interest in indoor options is much lower. At most, two out of five express a desire for an indoor pool, with slightly fewer seeking a track and/or fitness facility. The remaining indoor options are of interest to at most one in four (or fewer).

- Those most interested in an indoor pool include two-thirds of adults aged 35 to 44, and at least of half of the residents while children (across all ages – see next pages).
- Women tend to express the greatest desire for an indoor track, and those with children ages 5-11 tend to report interest/usage in fitness facilities.
- Residents interested in indoor pickleball courts tend to be ages 55 to 64, while gym courts appeal most to households with children and newest residents.
- Slightly younger adults (ages 35-44), women, and newer residents are most interested in indoor art studios.
- Note that residents who feel that “none” of these are of interest include roughly a third of oldest residents (ages 65+).

Indoor Facilities of Interest/Usage Among Residents (% “Yes”)

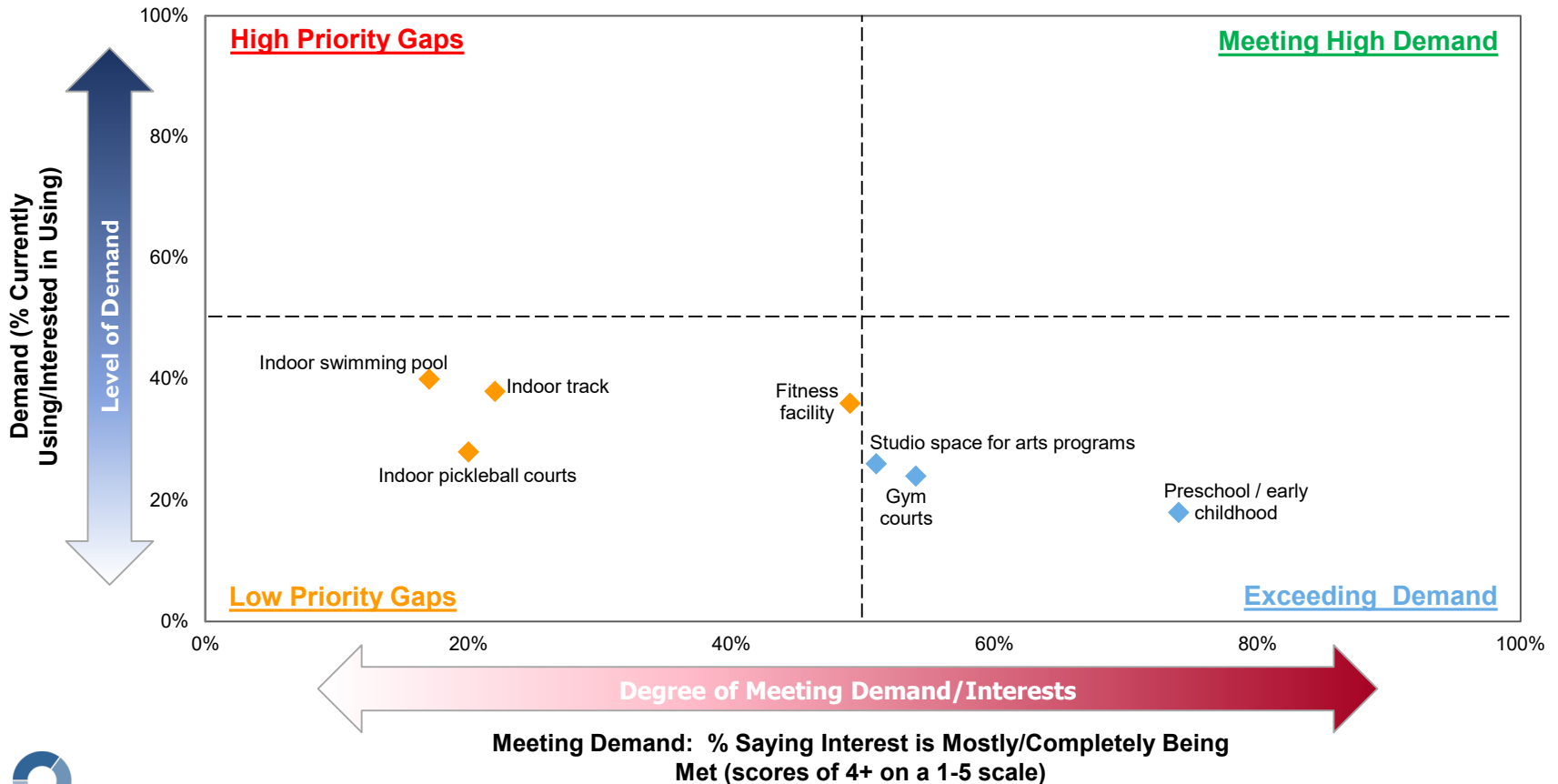


Significant Differences: Interest/Demand in Indoor Facilities Overall

	Overall	Most Likely to Express Interest/Gaps/Use
Indoor swimming pool	40%	<ul style="list-style-type: none"> - Ages 35-44 (68%) - Children in household (50%, vs. 34% of those without children), esp. ages 5-11 (62%), 12-17 (52%) - GPD program participants (53%, vs. 25% of non-participants) - Beach passholder (49%)
Indoor walking/jogging track	38%	<ul style="list-style-type: none"> - Women (45%, vs. 31% of men) - No plans to move (44%) - GPD program participant (50%, vs. 26% of non-participants)
Fitness facility (weights, cardio machines, etc.)	36%	<ul style="list-style-type: none"> - Children in household ages 5-11 (50%) - GPD program participants (42%, vs. 30% of non-participants)
Indoor pickleball courts	28%	<ul style="list-style-type: none"> - Ages 55-64 (43%) - GPD program participants (35%, vs. 21% of non-participants)
Studio space for arts programs (ceramics, theater, dance)	26%	<ul style="list-style-type: none"> - Women (33%, vs. 21% of men) - Ages 35-44 (50%) - Lived in Glencoe <5 yrs. (38%) - Have children in household (36%, vs. 19% of those without children), esp. ages 5-11 (51%) - No plans to move (31%) - GPD program participants (37%, vs. 15% of non-participants)
Gym courts for basketball, volleyball, etc.	24%	<ul style="list-style-type: none"> - Ages 35-44 (51%) and 45-54 (43%) - Lived in Glencoe <5 yrs. (43%) - Have children in household (44%, vs. 9% of those without children) - GPD program participant (36%, vs. 11% of non-participants) - Beach passholder (32%)
Preschool/early childhood program space	18%	<ul style="list-style-type: none"> - Under age 35 (49%), 35-44 (43%) - Lived in Glencoe <5 yrs. (32%) - Children in household (33%, vs. 8% of those without children), esp. ages <5 (65%), 5-11 (31%) - GPD program participants (27%, vs. 7% of non-participant)
Other	6%	<i><no significant differences></i>
None of the above	20%	<ul style="list-style-type: none"> - Ages 65+ (32%) - Non-GPD program participants (35%, vs. 7% of program participants)

While none of the indoor facilities are seen as critical to a majority of residents, the biggest “gaps” are an indoor pool, track, and pickleball courts.

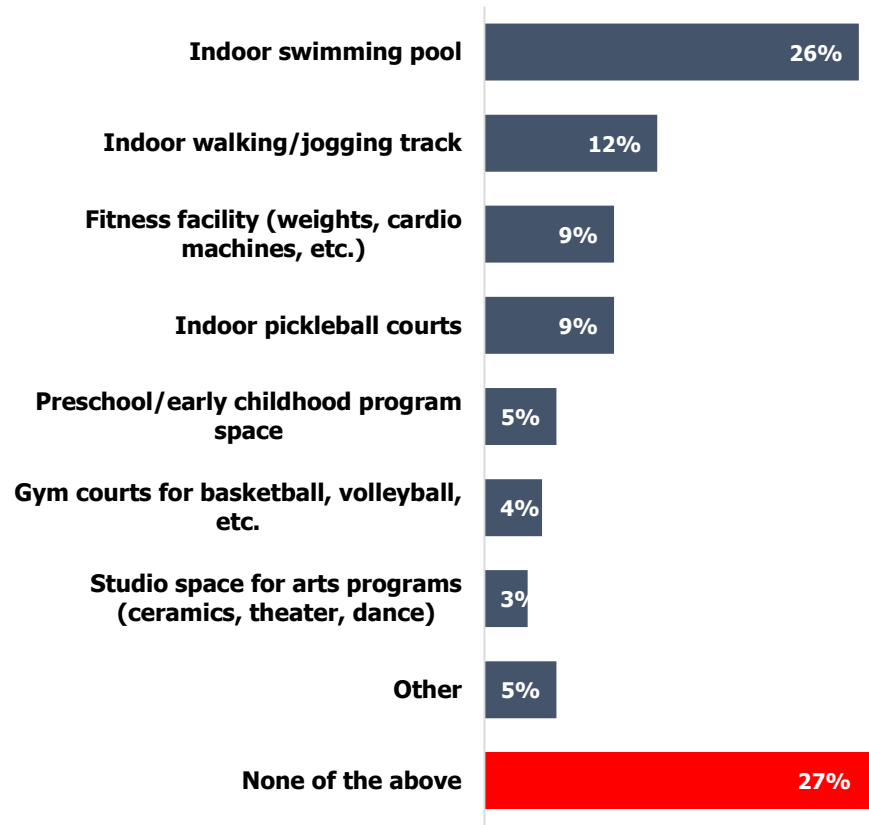
- Fitness facilities, studio space, and gym courts are somewhat available currently (mostly meeting demand among half of those interested in each).
- Space for preschool and early childhood programming is seen as readily available among those seeking or using these activities.



When asked which one indoor feature represents a priority, about half of residents are divided between an indoor swimming pool, or nothing at all (interests are met).

- Households in the SW region and residents without children tend to report that “none” of the indoor options tested are a priority for the District.
- Residents aged 35 to 44 are the only group especially interested in an indoor pool (46%, vs. 26% overall). Support is lowest among those aged 45 to 64 (19%).
- There are relatively few differences in preference for the remaining improvements, with some expectations:
 - Younger adults, women, and those with preschoolers tend to place highest importance on space for early childhood program space.
 - Men, ages 45-54, and households with teenagers are most interested in indoor gym space.

Top Priority: Most Important Indoor Facility/ Amenity for GPD to Provide/Expand/Improve



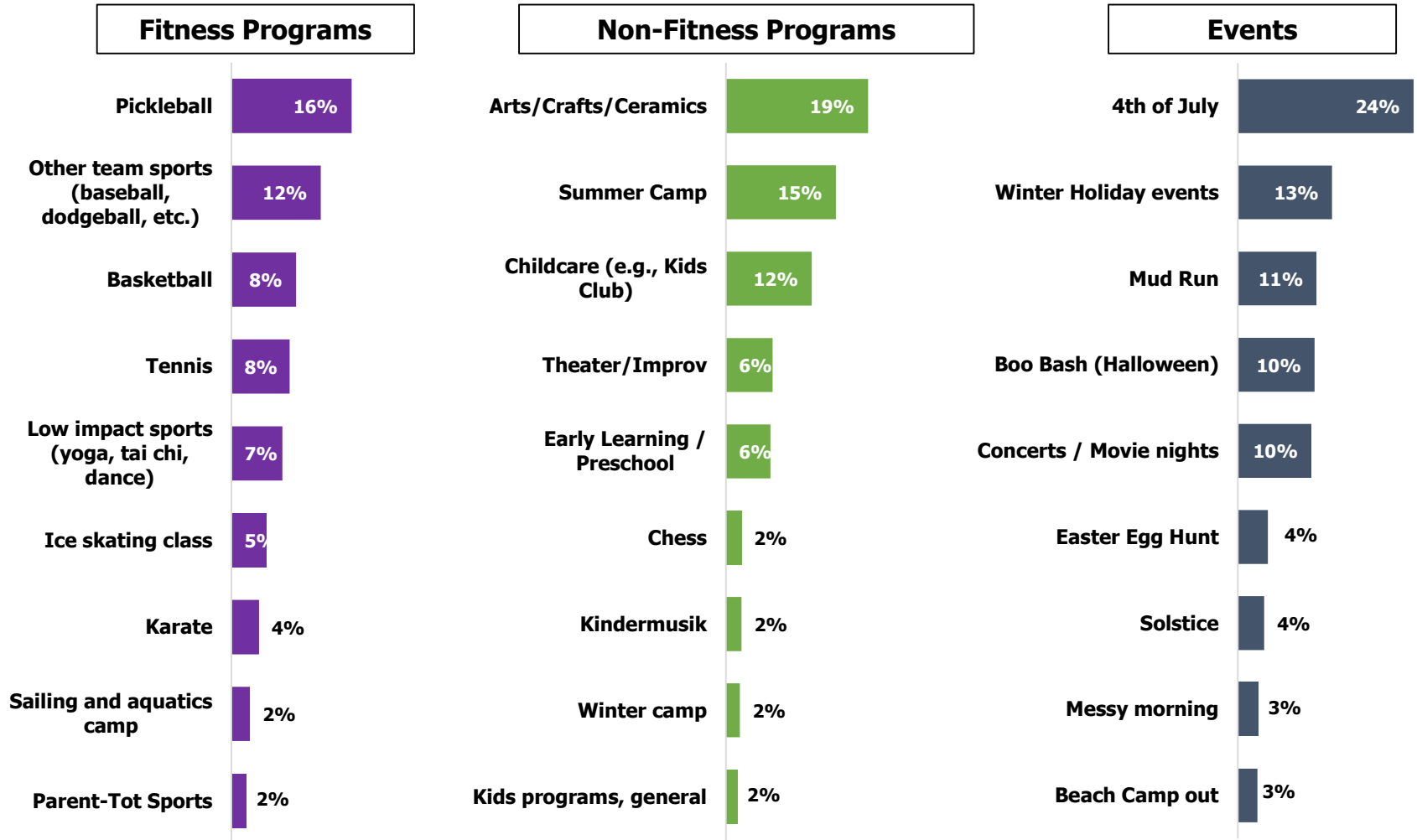
Significant Differences: Interest/Demand in Indoor Facilities Overall

	Overall	Most Likely to Express Interest/Gaps/Use
Indoor swimming pool	26%	- Ages 35-44 (46%)
Indoor walking/jogging track	12%	<no significant differences>
Fitness facility (weights, cardio machines, etc.)	9%	<no significant differences>
Indoor pickleball courts	9%	<no significant differences>
Preschool/early childhood program space	5%	- Women (10%, vs. 1% of men) - Under age 35 (33%) - Lived in Glencoe <5 yrs. (14%) - Children in household (12%, vs. 1% of those without children), ages <5 (25%)
Gym courts for basketball, volleyball, etc.	4%	- Men (7%, vs. 1% of women) - Ages 45-54 (12%) - Have children in household ages 12-17 (13%)
Studio space for arts programs (ceramics, theater, dance)	3%	<no significant differences>
Other	5%	- Have children in household (8%, vs. 1% of those without children)
None of the above	27%	- SW region (39%) - No children in household (34%, vs. 19% of those with children)



V. GPD Program/Event Participation and Gap Assessment

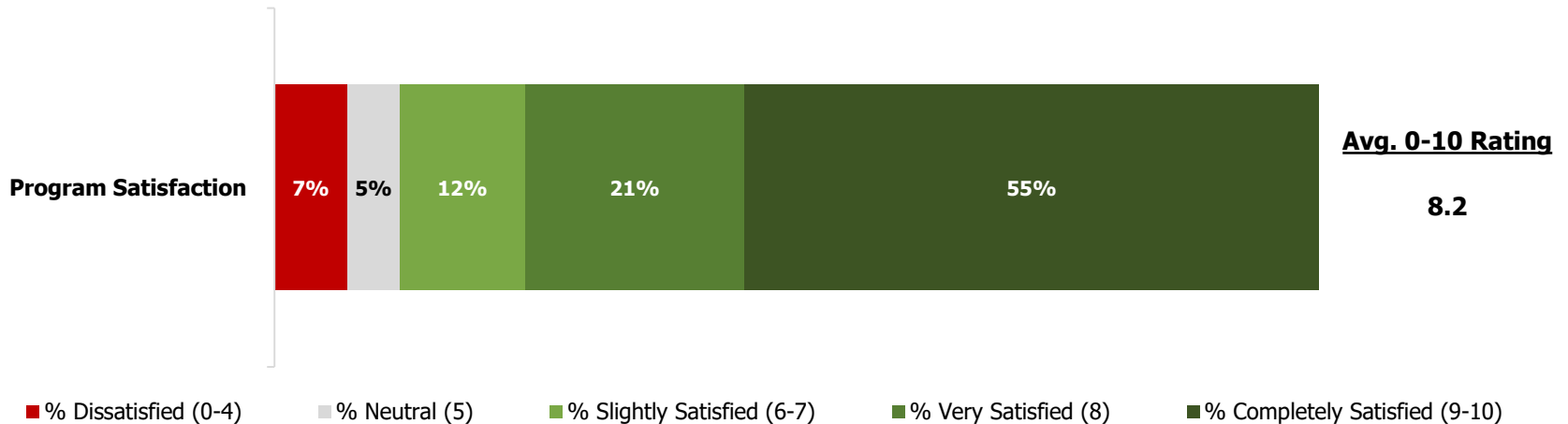
Overall, 53% report someone in their household participating in a GPD program or event in the past year. Among those who offered specifics, the top responses include attending 4th of July activities, arts and crats programs, and/or pickleball.



Nearly nine out of ten who report a household member taking part in GPD programs or events in the past year are satisfied overall (88%), including 55% who are “completely satisfied” (scores of 9+ on a 0-10 scale). By comparison, only 7% are dissatisfied.

- The average 0-10 rating of 8.2 aligns closely with the District’s overall esteem score (8.1 average).
- The highest scores tend to come from ages 35-44 (8.7) and households with young children (8.9 from those with children under age 5).
- Lower than average ratings (though still very positive) tend to come from slightly older adults aged 45-64 (7.7), and both households with no children under age 18 (7.9) or those with teenagers (7.7).

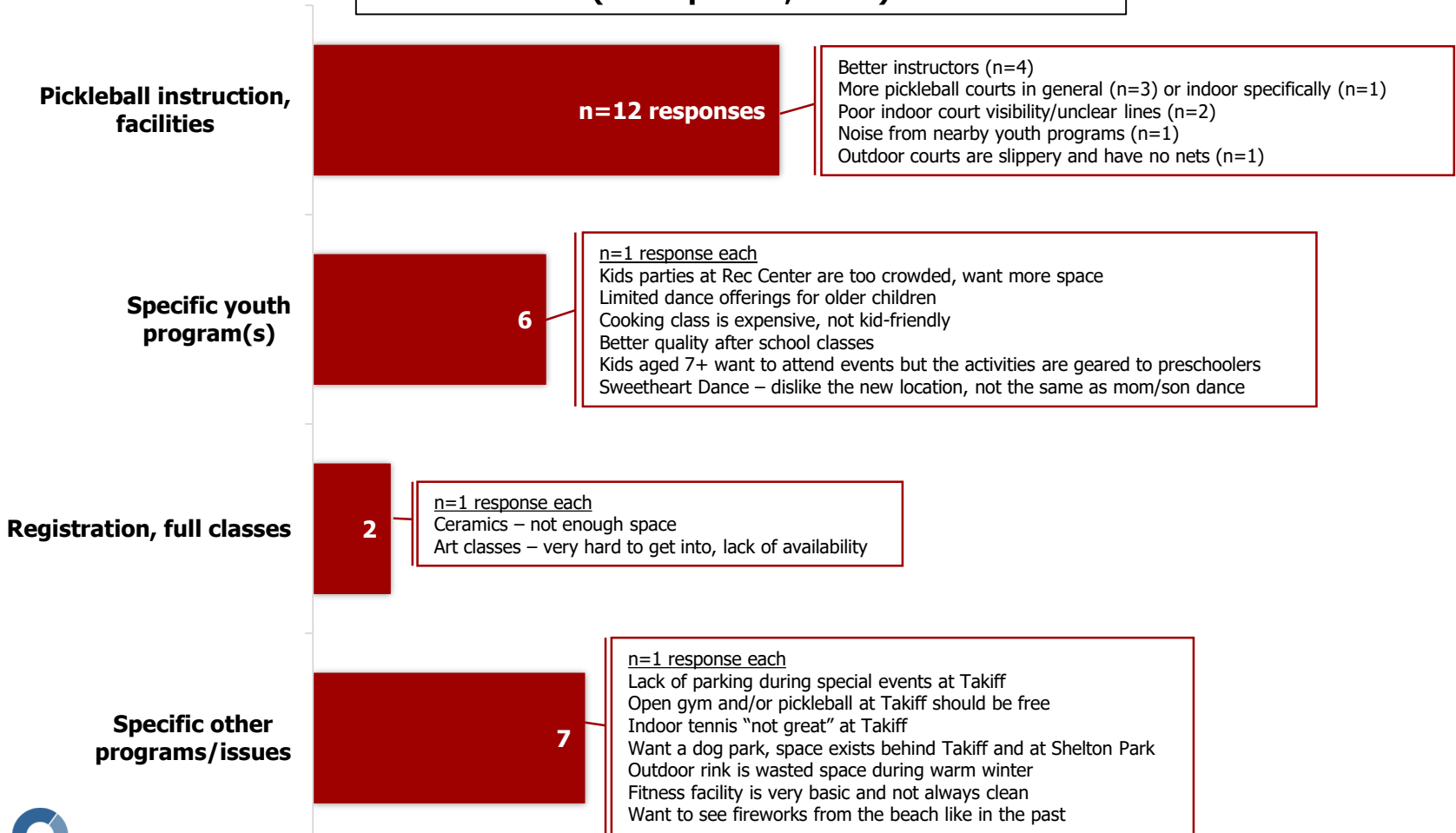
**Satisfaction with GPD Programs/Events
(n=164 recent participants who responded)**



Q18. How would you rate your overall satisfaction with these Park District programs and/or events? (0-10 scale)

Those giving lower satisfaction scores for GPD programs (6 or lower on a 0-10 scale) tend to focus on pickleball-related reasons (mostly regarding instructors and facilities), followed by scattered responses for youth programs. A few express frustration with registration.

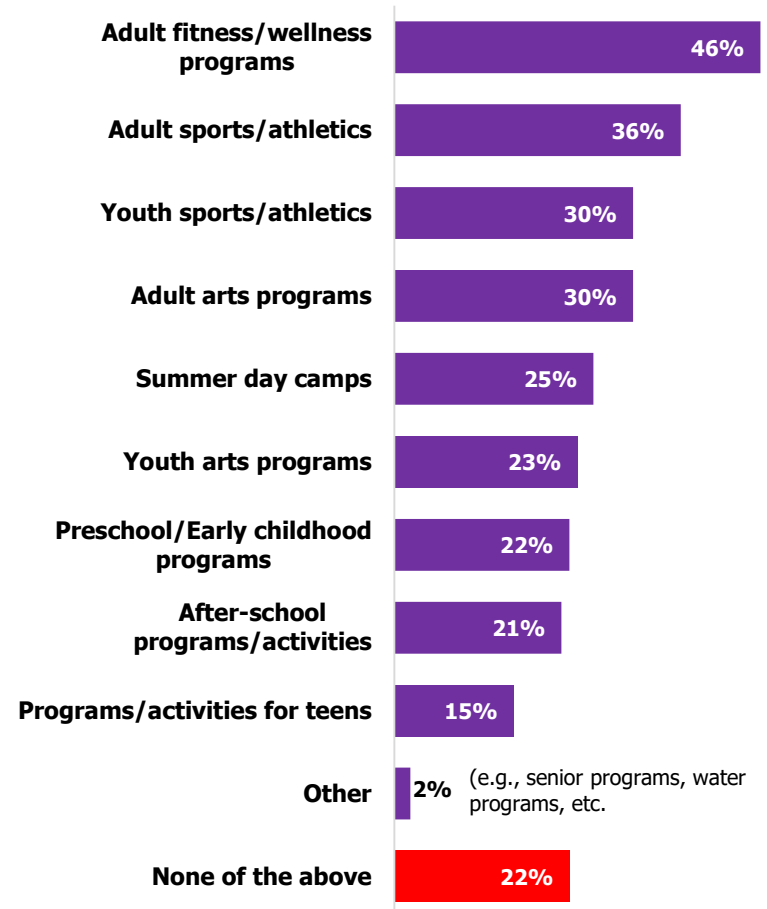
**Reasons for Dissatisfaction GPD Programs/Events
(all responses, n=17)**



Three of the top four programming activities of interest are geared toward adults, especially fitness and wellness programs and sports/athletics. Rounding out the top four areas of interest, equal numbers are interested in youth sports and adult arts programs (30% each).

- The remaining programs in terms of interest or current usage are all youth-related.
- About one in five (22%) report being interested in “none” of the programs or activities tested.
- As shown on the next few pages:
 - Interest in adult fitness and wellness programs is relatively consistent across all subgroups, with the highest interest among current GPD program participants (non-participants are less interested).
 - Adults aged 35 to 54 tend to cite adult sports and athletics as an interest, while those ages 55 to 64 tend to seek adult arts programs.
 - All of the youth-related options appeal to younger households with children of all ages, and especially the newest Glencoe residents.
 - Conversely, the oldest residents (ages 65+) tend to report none of these are of interest (along with men, those without children in the household and non-GPD program participants).

Program/Activity of Interest Among Residents (% “Yes”)



Significant Differences: Interest/Demand in Programs/Activities Overall

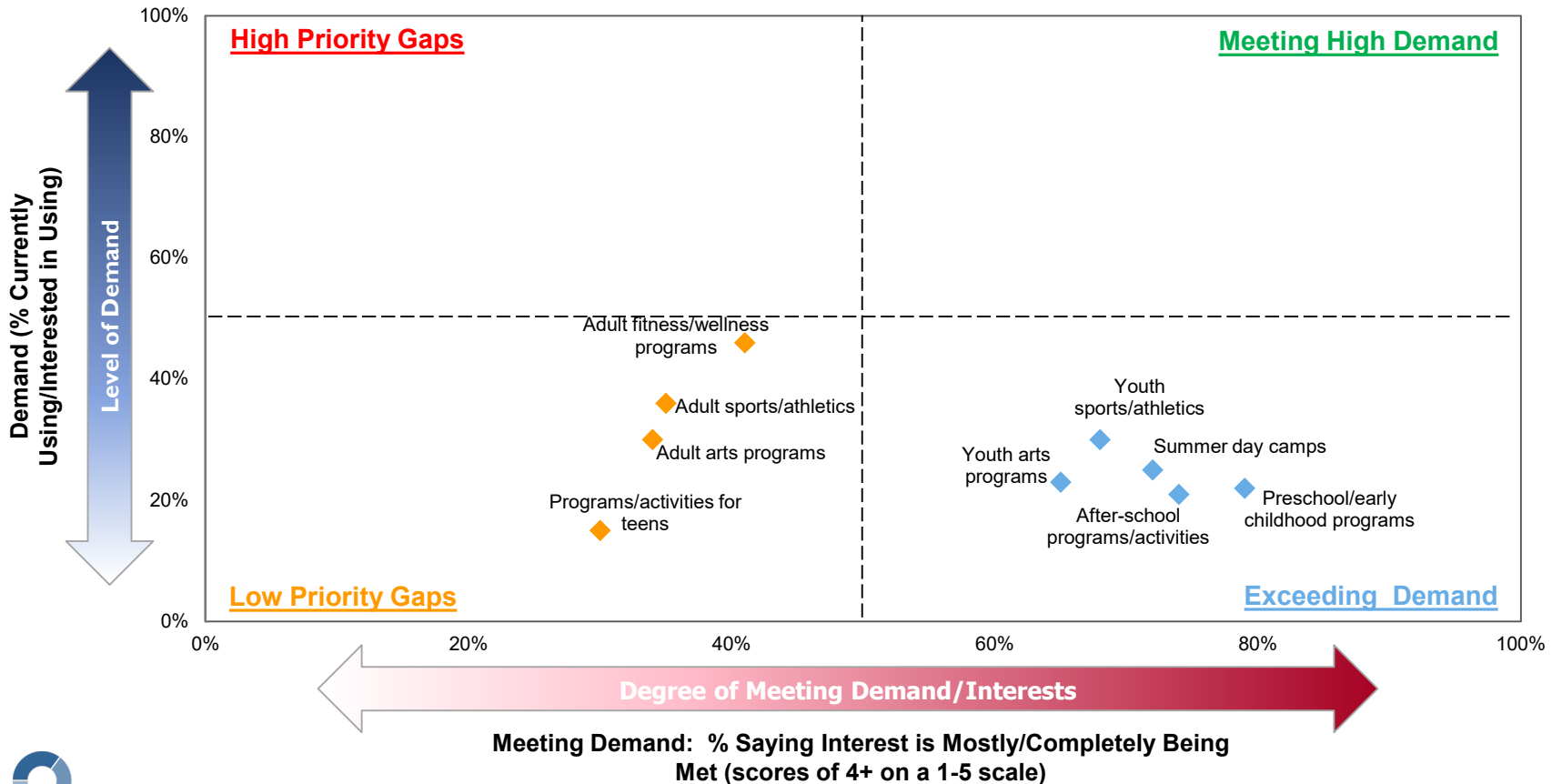
	Overall	Most Likely to Express Interest/Gaps/Use
Adult fitness/wellness programs	46%	<ul style="list-style-type: none"> - GPD program participants (54%, vs. 38% of non-program participants)
Adult sports/athletics	36%	<ul style="list-style-type: none"> - SW region (47%) - Ages 35-44 (49%), 45-54 (51%) - Lived in Glencoe <5 yrs. (54%) - Children in household (47%, vs. 29% of those without children, esp. ages 12-17 (54%)) - GPD program participant (47%, vs. 24% of non-participants) - Beach passholder (43%)
Youth sports/athletics	30%	<ul style="list-style-type: none"> - Ages 35-44 (81%), ages 45-54 (57%) - Lived in GPD <5 yrs. (59%), 5-14 yrs. (42%) - Children in household (64%, vs. 5% of those without children), ages <5 (67%), ages 5-11 (85%), ages 12-17 (55%) - GPD program participants (50%, vs. 7% of non-participants) - Beach passholder (45%)
Adult arts programs	30%	<ul style="list-style-type: none"> - Downtown region (43%) - Ages 55-64 (46%)
Summer day camps	25%	<ul style="list-style-type: none"> - Women (31%, vs. 17% of men) - Ages 35-44 (69%), 45-54 (38%) - Lived in Glencoe <5 yrs. (48%) - Have children in household (53%, vs. 4% of those without children), ages <5 (63%), 5-11 (76%), 12-17 (39%) - GPD program participant (42%, vs. 6% of non-participants) - Beach passholder (36%)
Youth arts programs	23%	<ul style="list-style-type: none"> - Ages 35-44 (74%) - Lived in Glencoe <5 yrs. (48%) - Have children in household (52%, vs. 4% of those without children), ages <5 (57%), 5-11 (77%) - GPD program participant (41%, vs. 4% of non-participants) - Beach passholder (37%)

Significant Differences: Interest/Demand in Programs/Activities Overall (cont'd)

	Overall	Most Likely to Express Interest/Gaps/Use
Preschool/Early childhood programs	22%	<ul style="list-style-type: none"> - Under age 35 (65%), ages 35-44 (50%) - Lived in Glencoe <5 yrs. (46%) - Children in household (39%, vs. 11% of those without children), ages <5 (82%) - GPD program participants (31%, vs. 12% of non-participants)
After-school programs/activities	21%	<ul style="list-style-type: none"> - Ages 35-44 (66%), ages 45-54 (38%) - Lived in Glencoe <14 yrs. (34%) - Children in household (47%, vs. 4% of those without children), esp. ages <5 (47%), ages 5-11 (67%), 12-17 (36%) - GPD program participants (35%, vs. 5% of non-participants) - Beach passholders (31%)
Programs/activities for teens	15%	<ul style="list-style-type: none"> - Ages 35-45 (30%), 45-54 (36%) - Lived in Glencoe 5-14 yrs. (29%) - Children in household (30%, vs. 5% of those without children), esp. ages 5-11 (43%), 12-17 (46%) - Program participants (24%, vs. 5% of non-participants) - Beach passholders (31%)
Other	2%	<no significant differences>
None of the above	22%	<ul style="list-style-type: none"> - Men (31%, vs. 13% of women) - Ages 65+ (40%) - No children in household (31%, vs. 10% of those with children) - Non-GPD program participants (40%, vs. 6% participants) - Non-beach visitor (41%)

For a programming perspective, the GPD is meeting the level of interest/demand for most youth activities and programs, especially for younger children.

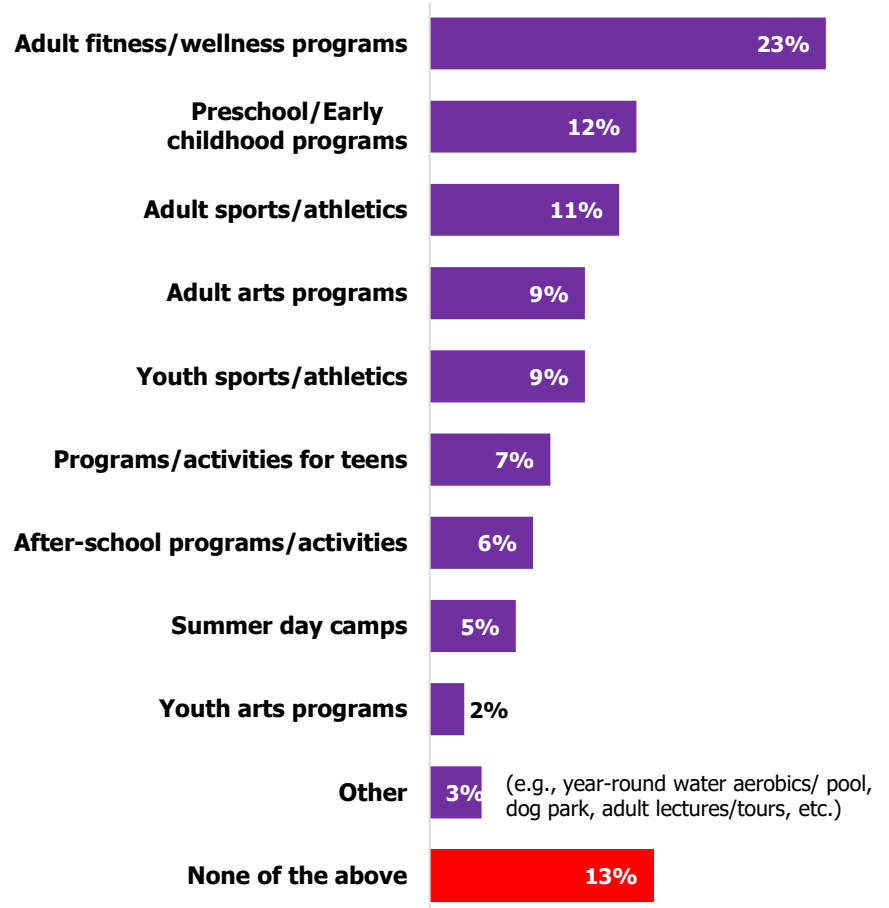
- The biggest “gaps” are centered around options for adults and teens – clear opportunities for the District.
 - This reflects other survey feedback that residents feel the GPD covers the interests of children and young families very well, but less so for older adults, singles, and/or those without children. Similarly, some report that adult programs are often during the day and limit participation among working adults.



Among the program options tested, three of the top four desired priorities continue to focus on activities for adults, especially fitness and wellness options (cited by 23%). Adult sports and/or arts programs are the #1 choice for about half as many respondents.

- While only 22% of residents overall express a desire or usage of pre-K/early childhood programs, these are clearly a priority for these households, as these options rank second among the top GPD priorities.
 - Not surprisingly, those most interested in these youth programs are under age 35, have children under age 5, and moved to Glencoe in the past five years (see next page).
- The adult programs – especially fitness/wellness and arts programs – are of greatest interest to residents aged 55 to 64.
 - The oldest residents ages 65+ are most likely to say that “none” of these options represent priorities to them (25%, vs. 13% overall).
 - Note, however, that non-GPD program participants tended to express greater #1 interest in adult wellness/fitness activities (33%) than saying that “none” of the options tested are priorities (21%).

Top Priority: Most Important Program/Activity for GPD to Prioritize

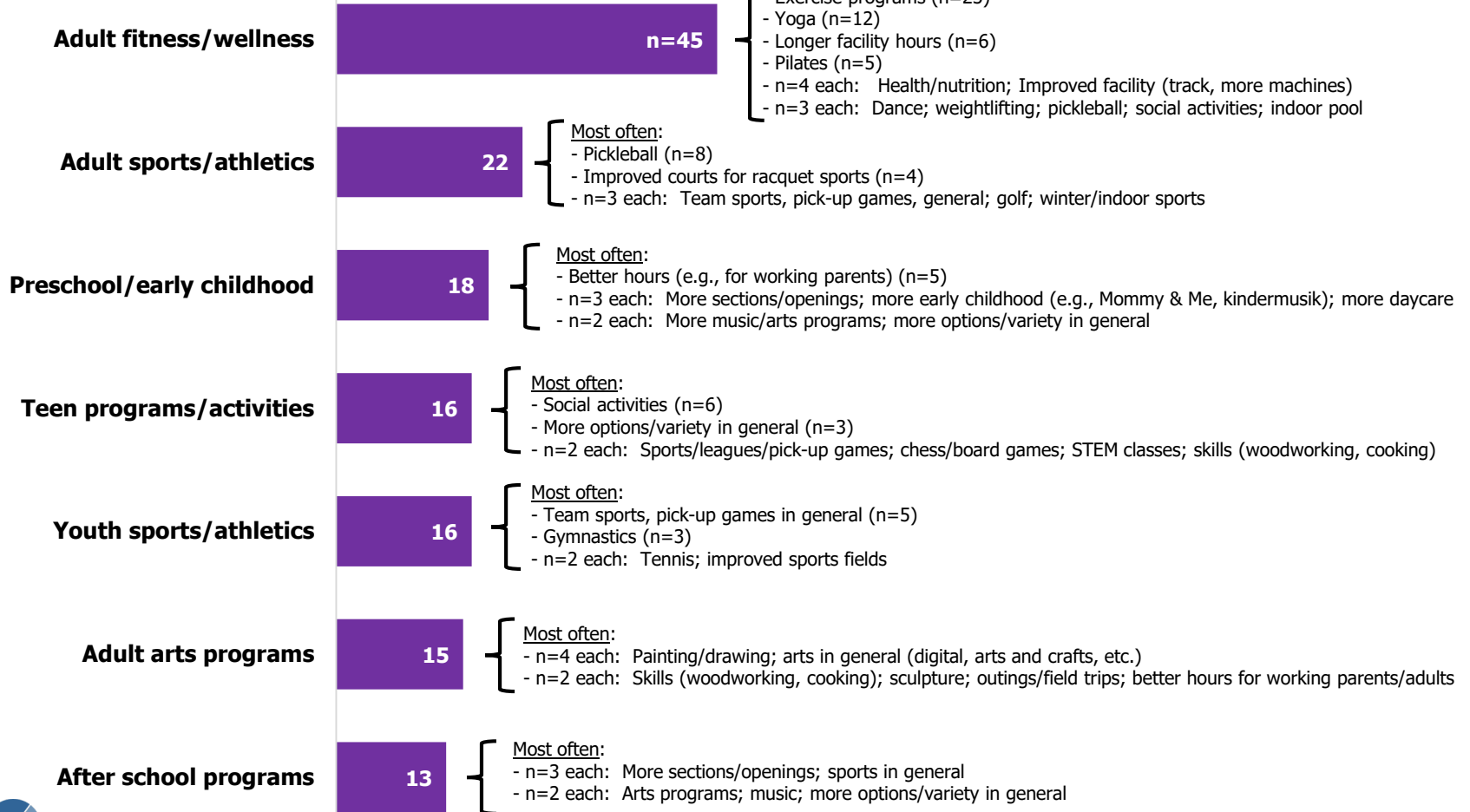


Significant Differences: Top Program Priority for GPD

	Overall	Most Likely to Cite as #1 Priority
Adult fitness/wellness programs	23%	<ul style="list-style-type: none"> - Ages 55-64 (49%) - No children in household (39%) - Non-GPD program participants (33%, vs. 17% of program participants)
Preschool/Early childhood programs	12%	<ul style="list-style-type: none"> - Ages under 35 (45%) - Lived in Glencoe <5 yrs. (23%) - Have children in household (19%, vs. 6% of those without children), esp. ages <5 (39%)
Adult sports/athletics	11%	<ul style="list-style-type: none"> - No children in household (17%, vs. 7% of those with children)
Adult arts programs	9%	<ul style="list-style-type: none"> - Ages 55-64 (18%)
Youth sports/athletics	9%	<ul style="list-style-type: none"> - Lived in GPD <5 yrs. (20%) - Children in household (14%, vs. 2% of those without children) - GPD program participants (14%, vs. 1% of non-participants)
Programs/activities for teens	7%	<ul style="list-style-type: none"> - Ages 45-54 (20%) - Lived in Glencoe 5-14 yrs. (20%) - Households with children (14%, vs. 1% of those without children), especially ages 5-11 (17%) and 12-17 (28%)
After-school programs/activities	6%	<ul style="list-style-type: none"> - Ages 35-44 (19%) - Lived in Glencoe 5-14 yrs. (14%) - Children in household (13%, vs. 1% of those without children), especially under age 12 (16%) - GPD program participants (9%, vs. 0% of non-participants)
Summer day camps	5%	<ul style="list-style-type: none"> - Households with children (9%, vs. 0% of those without children), especially ages 5-11 (14%)
Youth arts programs	2%	< no statistically meaningful differences >
None of the above	13%	<ul style="list-style-type: none"> - Ages 65+ (25%) - No children in household (18%, vs. 8% of those with children) - Plans to move within 5 years (36%) - Non-GPD program participants (21%, vs. 8% participants)

Specific suggestions for top-priority programs and activities are shown below. The top request for more adult fitness/wellness usually centers around exercise groups, yoga, Pilates, and more convenient hours/scheduling.

Specific Suggestions for Top Priority GPD Program (top responses, unweighted n of responses)



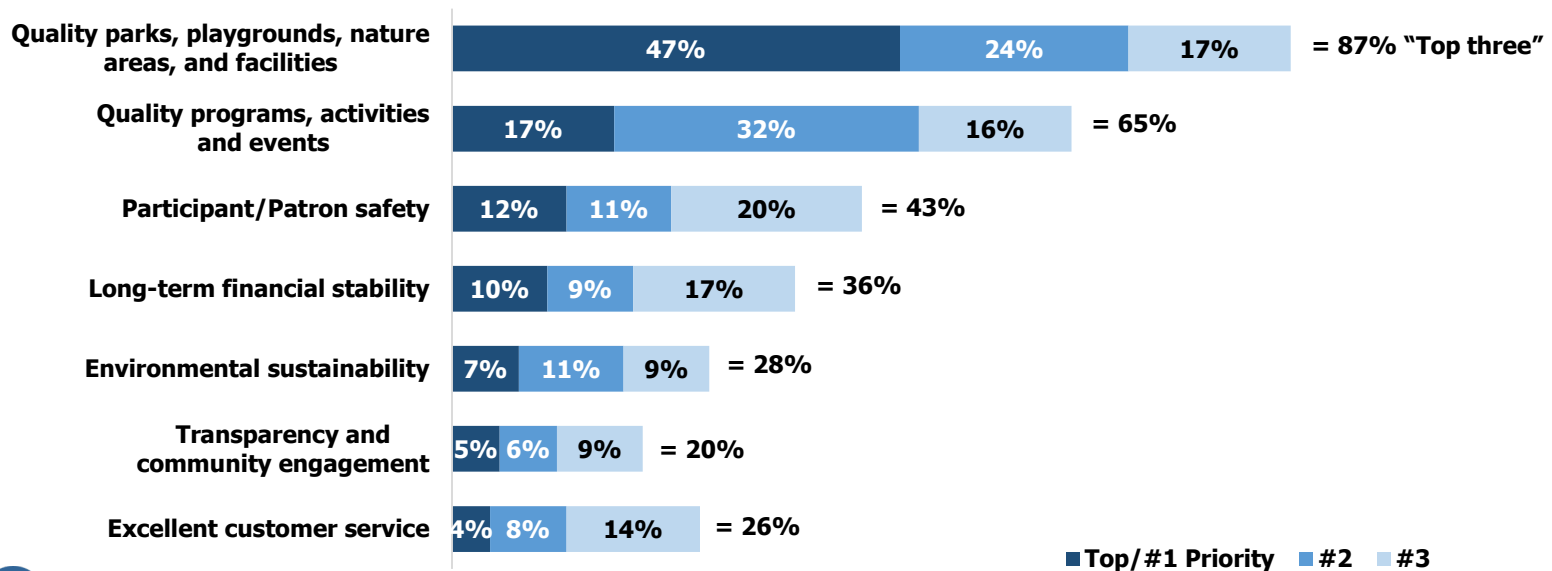


VI. Assessment of GPD's Seven Core Values

From a list of seven core GPD values, residents by far place the top priority on the District providing “quality parks, playgrounds, nature areas and facilities”, including nearly half (47%) who cite this as the #1 priority for the GPD.

- Ranking second is providing “quality programs, activities, and events” (most often cited as the #2 priority).
- The next “tier” of top values include participant safety, and long-term financial stability.
- The remaining goals (environmental sustainability, transparency, and customer service) rank lower by comparison.
 - This is not to suggest that these values are not important. They are just considered less critical than the more highly ranked goals.

Top 3 Priority Rankings: GPD Core Values



Quality parks/nature areas/facilities are consistently #1 among all groups. Quality programs/activities along with safety rank highest among women and younger adults. Men are more focused on financial stability, while older adults place priority on environmental sustainability.

Significant Differences: Average Ranking of GPD Goals from #1 (top priority) to #7 (lower priority)

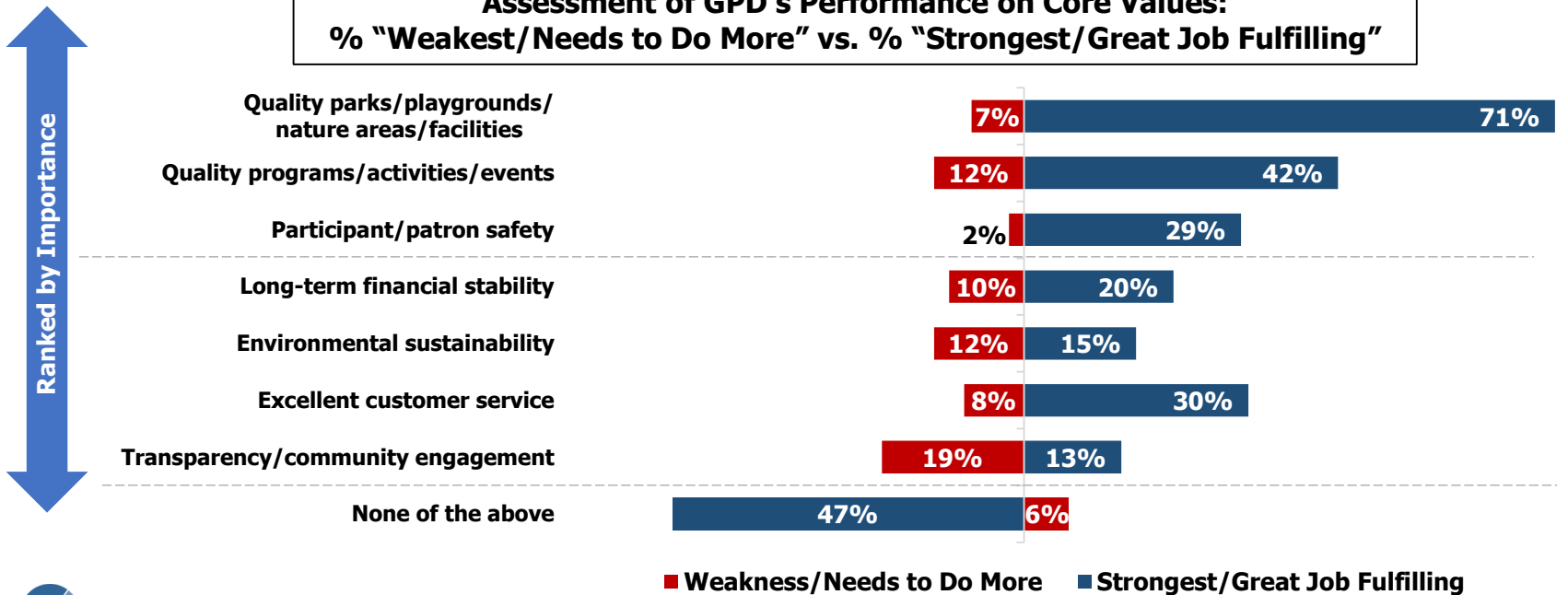
	Avg. Rank from #1 to #7*	Less Important*	More Important*
Quality parks, playgrounds, nature areas, and facilities	2.0	<i>< no statistically significant differences ></i>	
Quality programs, activities and events	3.1	<ul style="list-style-type: none"> - Men (3.4) - Ages 65 (3.7) - Lived in Glencoe 30+ yrs. (3.8) - No children in household (3.4) - Non-GPD program participants (3.7) 	<ul style="list-style-type: none"> - Women (2.8) - Ages 35-44 (2.2) - Lived in Glencoe <5 yrs. (2.6) - Children in household (2.7, especially under age 5 (2.5) and ages 5-11 (2.4) - Program participants (2.6)
Participant/patron safety	4.0	<ul style="list-style-type: none"> - Men (4.3) - Ages 55-64 (4.5) - Lived in Glencoe 5-29 yrs. (4.4) - White adults (4.1) 	<ul style="list-style-type: none"> - Women (3.8) - Under age 35 (3.4), 35-44 (3.5) - Lived in Glencoe <5 yrs. (3.1) - Non-white respondents (3.5) - Children in household under age 5 (3.3)
Long-term financial stability	4.3	<ul style="list-style-type: none"> - NW region (4.7) - Women (4.7) 	<ul style="list-style-type: none"> - Lakefront (4.0) - Men (3.8)
Environmental sustainability	4.7	<ul style="list-style-type: none"> - Ages 35-44 (5.6) - Children under age 12 in household (5.3) - GPD program participants (5.0) 	<ul style="list-style-type: none"> - Ages 65+ (4.3) - No children in household (4.4) - Non-program participants (4.4)
Excellent customer service	4.7	<ul style="list-style-type: none"> - Ages 55-64 (5.1) 	<ul style="list-style-type: none"> - Lakefront (4.2) - Under age 35 (4.1), 65+ (4.3) - Lived in Glencoe 30+ yrs. (4.2)
Transparency/community engagement	5.1	<i>< no statistically significant differences ></i>	

* Lower avg. ranking/score = higher priority

The core values that matter most to residents – quality locations, quality activities/programs, and personal safety – are all clearly seen as strengths for the Glencoe Park District. In addition, nearly half (47%) feel none represent weaknesses for the GPD.

- Residents tend to feel these top three priorities are more “strengths” than “weaknesses/needed improvements” by more than 3:1 margins. They are more divided on the middle tier of core values:
 - While long-term financial stability is seen as a strength vs. a weakness (2:1), only 20% feel it is a GPD strength.
 - About equal numbers rate the District’s performance in environmental sustainability as a strength vs. weakness.
 - A slight plurality feels the GPD can do more with transparency and public engagement (highest “weakness” response).
- The District is also seen as performing well on customer service (second lowest-ranked goal).

**Assessment of GPD’s Performance on Core Values:
% “Weakest/Needs to Do More” vs. % “Strongest/Great Job Fulfilling”**



Residents most likely to seek further improvements from the GPD on core values tend to live in the Lakefront region, have children at home, and are ages 45 to 54.

- For example, all three of these segments tend to cite “excellent customer service” as a core value that needs further attention from the District. Other key takeaways include:
 - More effort on “long-term financial stability” tends to be requested by non-white adults and non-participants in GPD programs.
 - Men are more likely to expect more in terms of “quality parks/playgrounds/nature areas/facilities” than women.

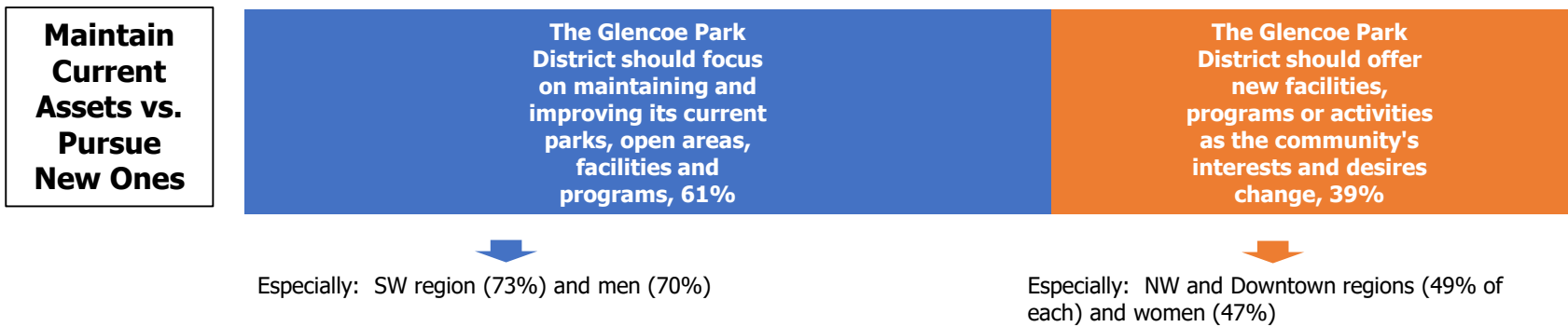
	Overall % “Weakness/ Needs Improvement”	Most likely to give this response:
Transparency/community engagement	19%	- Lakefront region (31%)
Environmental sustainability	12%	- Households with teenagers (25%) - Glencoe Beach passholders (16%)
Quality of programs, activities events	12%	- Ages 45-54 (23%) - Households with teenagers (19%, vs. 2% of those with children < age 5)
Long-term financial stability	10%	- Lived in Glencoe 5-14 yrs. (18%) - Ages 45-54 (18%, vs. 3% of those 35-44 and 2% of ages 65+) - Non-white residents (21%) - Non-GPD program participants (16%, vs. 5% of participants)
Excellent customer service	8%	- Lakefront (14%, vs. 3% of SW region) - Ages 35 to 54 (12%, vs. 3% of those age 65+) - Children in household (13%)
Quality parks, playgrounds, nature areas, facilities	7%	- Lakefront region (13%, vs. 2% SW) - Men (11%, vs. 4% of women) - Non-Glencoe Beach users (21%)
Participant/patron safety	2%	< no statistically meaningful differences >



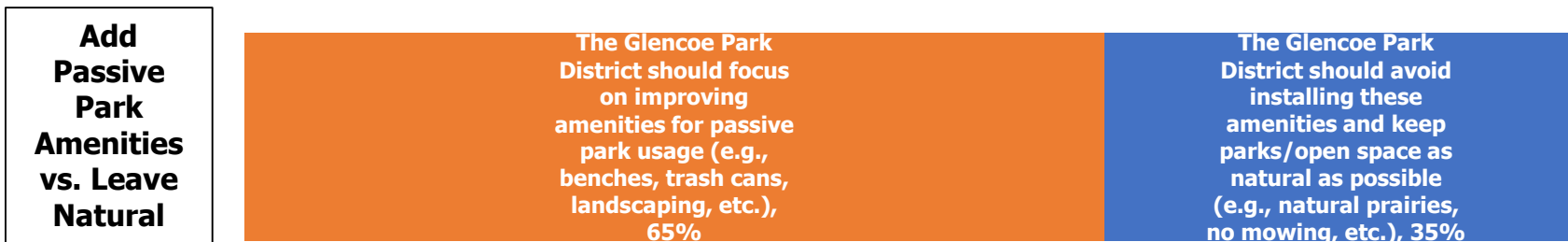
VII. GPD Priorities to “Maintain Status Quo” vs. “Pursue Improvements”

Three out of five residents (61%) prefer that the GPD focus on upkeep to its existing parks and assets, as opposed to pursuing new facilities or programs (39%).

- Men and SW residents are especially interested in maintaining the status quo, while women and those in the NW and Downtown areas are more evenly divided (with nearly half favoring consideration of new facilities, programs or activities).



- With regard to park features, nearly a 2:1 margin favors adding amenities for passive recreation, as opposed to avoiding these improvements in order to keep these spaces as natural native areas. This response is consistent among all groups (no meaningful differences).



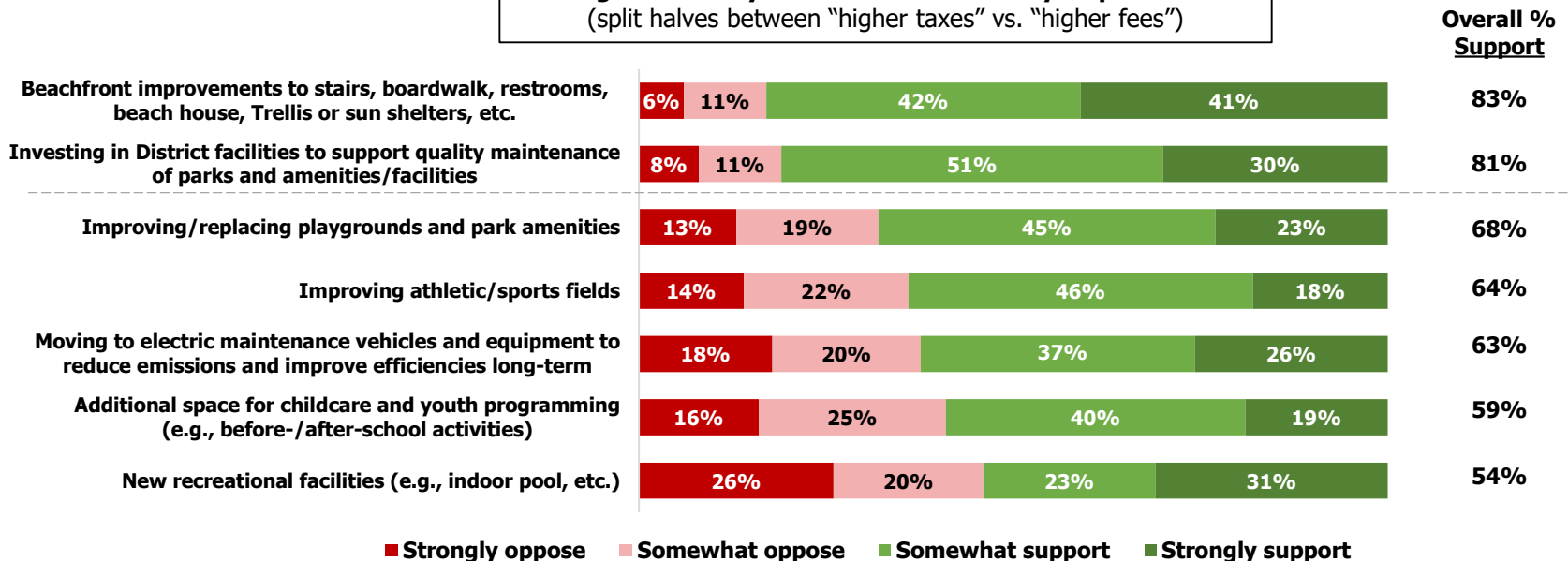


VIII. Potential Improvements and Willingness-to-Pay

Several potential facility improvements were tested in the context that each would mean higher property taxes/fees. Most (54%+) voice support for each, especially for beachfront improvements (83)% and investing in facilities to provide quality maintenance (81%).

- Beachfront improvements garner the most “strong support” at 41%.
- The remaining options receive overall support from about half to two-thirds of residents. For many lower-tier improvements, the levels of “not strong” supporter outnumbers “strong” support by about 2:1 margins, with two exceptions:
 - Moving to EVs and other eco-friendly maintenance options (63% overall support, with 26% “strong” support)
 - New rec facilities such as an indoor pool (lowest total support at 54%, but the second highest “strong” support from 31% overall). In other words, despite lower overall support, a core group is very much in favor of this option.

Willingness-to-Pay: Potential GPD Facility Improvements
(split halves between “higher taxes” vs. “higher fees”)



Younger adults (ages 35-44) are especially likely to support the top two potential initiatives of beachfront improvements and investments in quality maintenance overall. Not surprisingly recent beach passholders tend to most strongly support the former.

➤ Recent GPD program participants are most likely to “strongly” support more efficient park/amenity/facility maintenance.

	Most Likely to Oppose	Most Likely to Support
Beachfront improvements	Overall Opposed (17%)	
	- Plan to move within 5 years (38%)	
	Strongly Oppose (6%)	Somewhat Oppose (11%)
	- Non-Beach users (17%)	<no significant differences>
		Overall Support (83%)
		- Ages 35-44 (93%)
		Somewhat Support (42%)
		- Men (49%, vs. 35% of women)
		- Non-GPD program participant (49%, vs. 36% of participants)
		- Beach users/non-passholders (53%) and non-Beach users (61%)
		Strongly Support (41%)
		- NW region (55%)
		- Women (50%, vs. 34%)
		- Children in household ages 5-11 (56%)
		- Beach passholder (53%)

	Most Likely to Oppose	Most Likely to Support
Investing in District facilities to support quality maintenance of parks and amenities/facilities	Overall Opposed (19%)	
	<no significant differences>	
	Strongly Oppose (8%)	Somewhat Oppose (11%)
	<no significant differences>	- Downtown region (22%)
		- White adults (13%, vs. 2% of non-white)
		- Plans to move within 5 years (32%)
		Overall Support (81%)
		- Ages 35-44 (91%)
		- Children in household ages 5-11 (90%)
		- Plans to move within 20 years (92%)
		Somewhat Support (51%)
		- Ages 65+ (62%)
		Strongly Support (30%)
		- Program participants (37%, vs. 23% of non-participants)

Roughly two-thirds support upgrading playgrounds and park amenities, along with sports fields (especially the newest Glencoe residents and those with younger children under the age of 12).

- Residents in the NW area tend to be “strong” supporters of improved playgrounds and parks, while those in the Downtown area are most likely “not strong” opponents.

	Most Likely to Oppose	Most Likely to Support
Improving/ replacing playgrounds and park amenities	Overall Opposed (32%)	
	<ul style="list-style-type: none"> - Lived in GPD 5-29 yrs. (38%) - No children in household (36%) 	
	Strongly Oppose (13%)	Somewhat Support (45%)
	<i><no significant differences></i>	Strongly Support (23%)
	Somewhat Oppose (19%)	<ul style="list-style-type: none"> - NW region (34%) - Ages 35-44 (46%) - Lived in GPD <5 yrs. (34%) - Children in household (32%, vs. 17% of those without children), esp. ages <5 51%, 5-11 (35%)
	<ul style="list-style-type: none"> - Downtown region (29%) 	<ul style="list-style-type: none"> - Lived in GPD <5 yrs. (81%) - Children in household <5 (84%)

	Most Likely to Oppose	Most Likely to Support
Improving athletic/ sports fields	Overall Opposed (36%)	
	<ul style="list-style-type: none"> - Lakefront (43%) - Women (43%, vs. 30% of men) - Non-GPD program participants (47%) 	
	Strongly Oppose (14%)	Somewhat Support (46%)
	<ul style="list-style-type: none"> - Non-GPD visitors (55%, vs. 13% of visitors) and non-GPD participants (22%, vs. 8% of program participants) 	Strongly Support (18%)
	Somewhat Oppose (22%)	<ul style="list-style-type: none"> - NW region (77%) - Ages 35-44 (76%) - Lived in Glencoe <5 yrs. (79%) - Children in household ages 5-11 (82%)
	<ul style="list-style-type: none"> - White adults (25%, vs. 11% of non-white adults) 	<ul style="list-style-type: none"> - Lived in Glencoe <5yrs. (58%) - Children in household (26%, vs. 11% of those with children), esp. ages 5-11 (34%)

About three in five favor moving to eco-friendly maintenance equipment (with 26% “strong” support, especially from the NW and those likely to move within 10 years), along with more space for youth/childcare programs (19% “strong” support, mostly from those under age 45).

- Paying for a move to EVs and more efficient maintenance equipment garners opposition from 38%, about half of whom are “strong” opponents (18% -- especially Lakefront residents and non-participants in GPD programs). The “not strong” opponents tend to be younger, with children, and program participants).

	Most Likely to Oppose	Most Likely to Support
Moving to electric maintenance vehicles and equipment to reduce emissions and improve efficiencies long-term	Overall Opposed (38%)	
	<ul style="list-style-type: none"> - Lakefront region (51%) - Ages 35-44 (51%) - Plan to move within 5 years (65%) 	
	Strongly Oppose (18%)	Somewhat Oppose (20%)
	<ul style="list-style-type: none"> - Lakefront region (28%) - Non-GPD program participants (24%, vs. 12% of participants) - Beach users but non-passholders (25%) 	<ul style="list-style-type: none"> - Ages 35-44 (35%) - Children in household ages 5-11 (32%) - GPD program participants (25%, vs. 10% of non-participants) - Beach passholder (24%)
	Somewhat Support (37%)	Strongly Support (26%)
	<ul style="list-style-type: none"> - Plan to move within 10 years (58%) 	<no significant differences>

	Most Likely to Oppose	Most Likely to Support
Additional space for childcare and youth programming	Overall Opposed (41%)	
	<ul style="list-style-type: none"> - Ages 55-64 (54%) - Lived in Glencoe 15-29 yrs. (54%) - No children in household (48%) - Non-GPD program participants (49%) 	
	Strongly Oppose (16%)	Somewhat Oppose (25%)
	<ul style="list-style-type: none"> - No children in household (20%) - Non-GPD program participants (21%) 	<no significant differences>
	Somewhat Support (40%)	Strongly Support (19%)
	<ul style="list-style-type: none"> - Ages 65+ (51%) - Lived in Glencoe 30+ yrs. (53%) 	<ul style="list-style-type: none"> - Ages 35-44 (75%) - Lived in Glencoe <5 yrs. (72%) - Has children under age 5 (87%) - GPD program participants (65%) - Women (26%, vs. 15% of men) - Age <35 (42%), 35-44 (48%) - Children < age 5 (53%), 5-11 (40%)

Residents are most evenly divided on their willingness to pay more for additional recreational facilities (with an indoor pool as an example). A slightly majority (54%) are in favor, with 31% “strongly” supportive (especially younger/newer residents with pre-teen children).

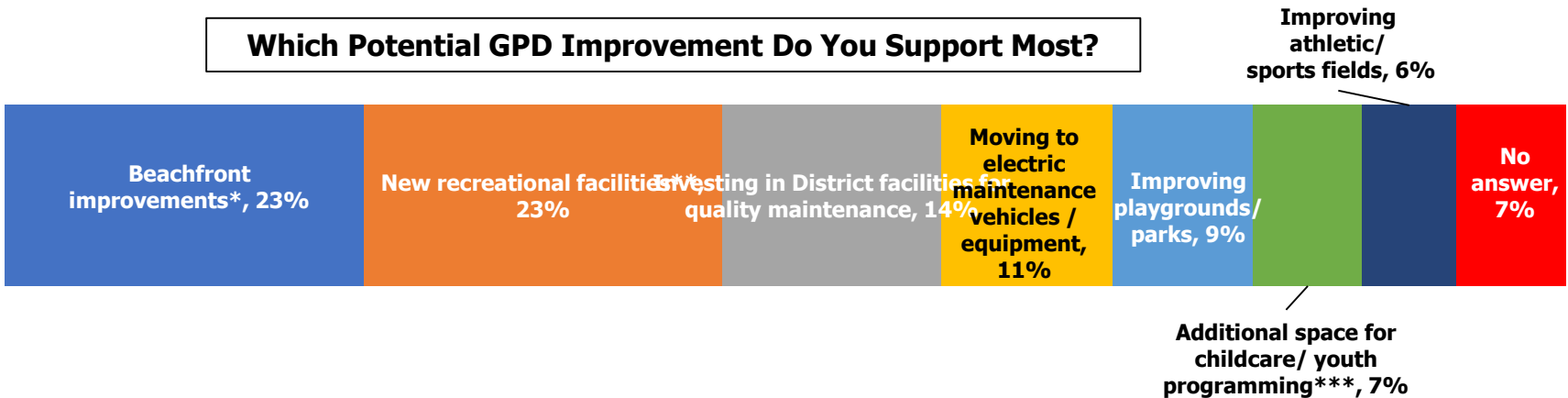
- Nearly as many (46%) are opposed, with nearly as many “strong” opponents (26%) and “strong” supporters (31%).
- Overall, the oldest and most long-term Glencoe residents express majority opposition. Non-participation in GPD programs or events is also correlated with “strong” opposition (34% vs. this group, vs. 26% overall).

	Most Likely to Oppose		Most Likely to Support	
New recreational facilities (e.g., an indoor pool)	Overall Opposed (46%)		Overall Support (54%)	
	<ul style="list-style-type: none"> - Ages 65+ (58%) - Lived in Glencoe 30+ yrs. (58%) - No children in household (52%) - Non-GPD program participant (56%) 	<ul style="list-style-type: none"> - Ages 35-44 (78%) - Lived in Glencoe <15 yrs. (62%) - Children in household (65%), especially ages 5-11 (71%) - GPD program participant (62%) - Beach passholders (62%) 		
	Strongly Oppose (26%)	Somewhat Oppose (20%)	Somewhat Support (23%)	Strongly Support (31%)
	<ul style="list-style-type: none"> - Non-GPD visitor (65%, vs. 25% of visitors) - Non-GPD program participant (34%) - Beach users but non-passholders (35%) 	<ul style="list-style-type: none"> - No children in household (25%) 	<p><no significant differences></p>	<ul style="list-style-type: none"> - Ages 35-44 (62%) - Lived in Glencoe <5 yrs. (45%) - Children in household (43%), esp. ages <5 (47%) and ages 5-11 (50%) - GPD program participants (38%) - Beach passholders (38%)

When asked which one option should be the GPD's #1 priority, the top responses are beachfront improvements and new recreational facilities such as an indoor pool (23% each).

- Again, when tested separately (see previous pages), beachfront improvements garnered the most support (83% overall), so it is no surprise that it is one of the top priorities.
- However, seeking more indoor facilities (including a pool) by itself it registered the least support (54%, with 46% opposed). The fact that it is tied for the #1 priority indicates that the fewer residents who support such facilities are very strong or committed in their support and are most likely to "stick" with this over other options as their top choice.
- Among the remaining options, further investment in District facilities for quality maintenance of existing assets (14%) rounded out the top three options. About one in ten most support moving to more efficient vehicles and equipment (11%) and playground improvements (9%). Fewer cite adding youth program space, or sports field improvements.
 - Only 7% report that "none" of these are priorities, meaning that 93% identified one option for which they express a willingness-to-pay.

Which Potential GPD Improvement Do You Support Most?



Q31. Please select the one initiative that you support the most, even if it means higher (property taxes/fees).

* (e.g., stairs, boardwalk, restrooms, beach house, Trellis or sun shelters, etc.)

** (e.g., indoor pool, etc.)

*** (e.g., before-/after-school activities)

Beachfront improvements tend to be most preferred among 2023 beach passholders (see next page), while indoor facilities (including a pool) tend to be mentioned most often by men, adults aged 35 to 44, and those with children ages 5 to 11.

- Other key differences include:
 - Strongest support from beach passholders for investments in quality maintenance.
 - Support for more EV vehicles and equipment to cut emissions and improve long-term efficiencies tends to come from the oldest adults (ages 65+) and non-program participants (an opportunity for the GPD to address their interests and concerns).
 - Women and especially households with pre-K children tend to seek more space for youth programming.

Significant Differences: Most Supported Potential GPD Improvement

	Overall	Most Likely to Cite as Top Priority
Beachfront improvements to stairs, boardwalk, restrooms, beach house, Trellis or sun shelters, etc.	23%	- Glencoe Beach passholders (30%)
New recreational facilities (e g , indoor pool, etc.)	23%	- Men (30%, vs. 19% of women) - Ages 35-44 (39%) - Children in household ages 5-11 (37%) - No plans to move (26%) - GPD program participants (28%, vs. 17% non-participants)
Investing in District facilities to support quality maintenance of parks and amenities/facilities	14%	- Beach users/non-passholders (21%)
Moving to electric maintenance vehicles and equipment to reduce emissions and improve efficiencies long-term	11%	- Ages 65+ (18%) - No children in household (15%, vs. 4% of those with children) - Non-GPD programs participants (15%, vs. 6% of program participants)
Improving/replacing playgrounds and park amenities	9%	< no significant differences >
Additional space for childcare and youth programming (e g , before-/after-school activities)	7%	- Women (12%, vs. 3% of men) - Lived in Glencoe <5 years (15%) - Children in household (14%, vs. 3% of those without children), esp. ages <5 (27%)
Improving athletic/sports fields	6%	< no significant differences >
No answer	7%	- Plans to move within 5 years (23%) - Non-GPD visitor/user (41%, vs. 6% of visitors) - Non-GPD program participant (12%, vs. 4% of participants)

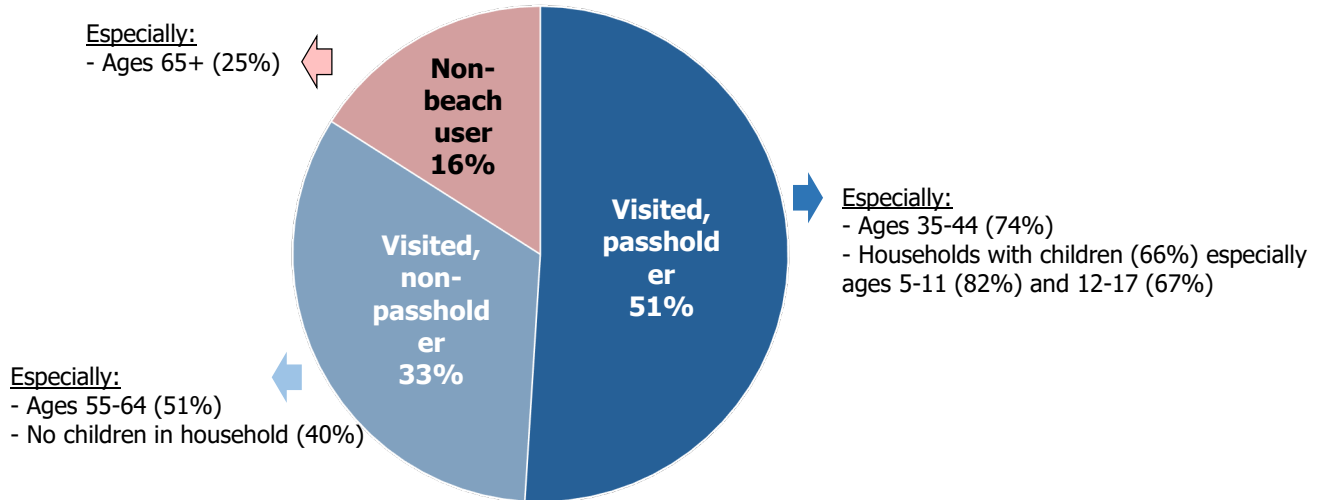


IX. Glencoe Beach Pass/Access Policy

Roughly half report someone in their household owning a Glencoe Beach pass in 2023, especially younger adults with grade school-aged children and teens.

- One in three residents report visiting Glencoe Beach without a pass in the past year. These respondents tended to be older (ages 55-64) and report no children under age 18 at home.
- The remaining 16% did not visit the beach at all in 2023 (including one in four residents aged 65+)

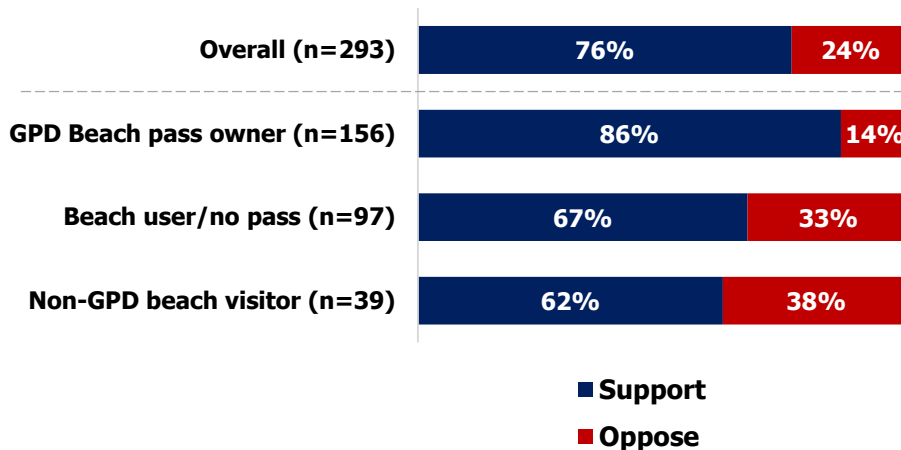
Glencoe Beach Usage (self-reported) in 2023



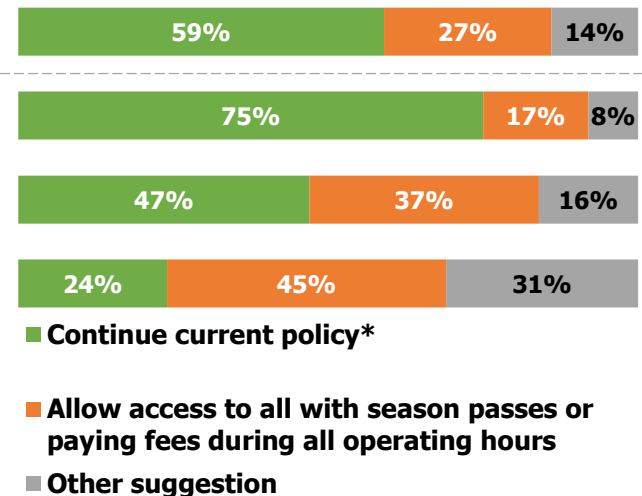
By a 3:1 margin, all residents (and especially 2023 Beach pass holders) support the current policy regarding beach access. Even two-thirds of non-pass holders who used the Glencoe Beach in the past year approve.

- When asked if they prefer the current policy vs. removing restrictions for non-pass (fee-paying) users, most (59%) still prefer the existing policy, though half as many (27%) support the alternative. Note that recent passholders are most in favor of keeping the status quo (75%), whereas non-pass beach users are more evenly divided.
- Overall, 14% (especially non-beach pass holders) offer an alternative suggestion, most often allowing access to Glencoe residents only (n=12 – see next page), not charging any fees to residents (n=8) and/or raising non-resident fees (n=4). Another n=3 feel that those who only walk along or near the beach should have access without a fee.

Support/Oppose Limiting Glencoe Beach to Season Pass Holders on Weekday Mornings, Weekends, and Summer Holidays?



Which Glencoe Beach Access Option Do You Support Most?



*Continue to allow only season pass holders beach access on weekday mornings, weekends, and on holidays, and non-pass holders can pay for admission to the beach all other days/times (the current policy).

Sample Verbatims: Other Suggested Access Policies for Glencoe Beach

Access to Residents Only (n=12)

"Limit access to residents and pass holders during peak periods (no non-residents)."

"Allow access exclusively to Glencoe residents (and their guests) who have a season pass/guest passes."

"I think the current policy is great but would allow residents to purchase admission at those times as well. We can limit the numbers by not allowing non-residents to purchase day passes during those specified times."

"Would like to see passes only available to Glencoe residents."

"Restrict access to beach passes to Glencoe residents only."

No Fees to Residents (n=8)

"We pay taxes. Why the additional toll charge?"

"Glencoe residents should have full access to the beach and should not have to pay for passes like other communities such as Winnetka."

"Free for residents everyday."

"Open access to Glencoe residents free of charge."

Raise Non-Resident Fees (n=4)

"I feel Glencoe residents should have a free or very highly discounted rate and others should be considerably higher (due to fact that residents pay the taxes)."

"Allow access option but hope non-pass holder admission costs can shift to maintain reasonable crowds."

Free Access for Those Walking Near Beach (n=3)

"Daily fees should be available but walkers who do not use beach amenities but pay Glencoe taxes should be permitted to walk up and down to the beach. Providing residency with an ID should be sufficient. Blocking access to Glencoe residents is obnoxious."

"Allow people that are out for a walk access to the beach anytime!"

Access to Pass Holders Only (n=2)

"Only give access to pass holders."

No Answer/Don't Care/Don't Use (n=7)

"Not sure, I do not use the beach."

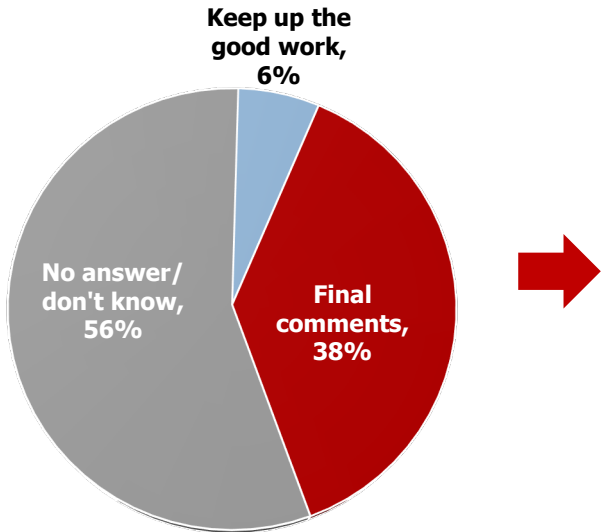
"NA, didn't go very much."



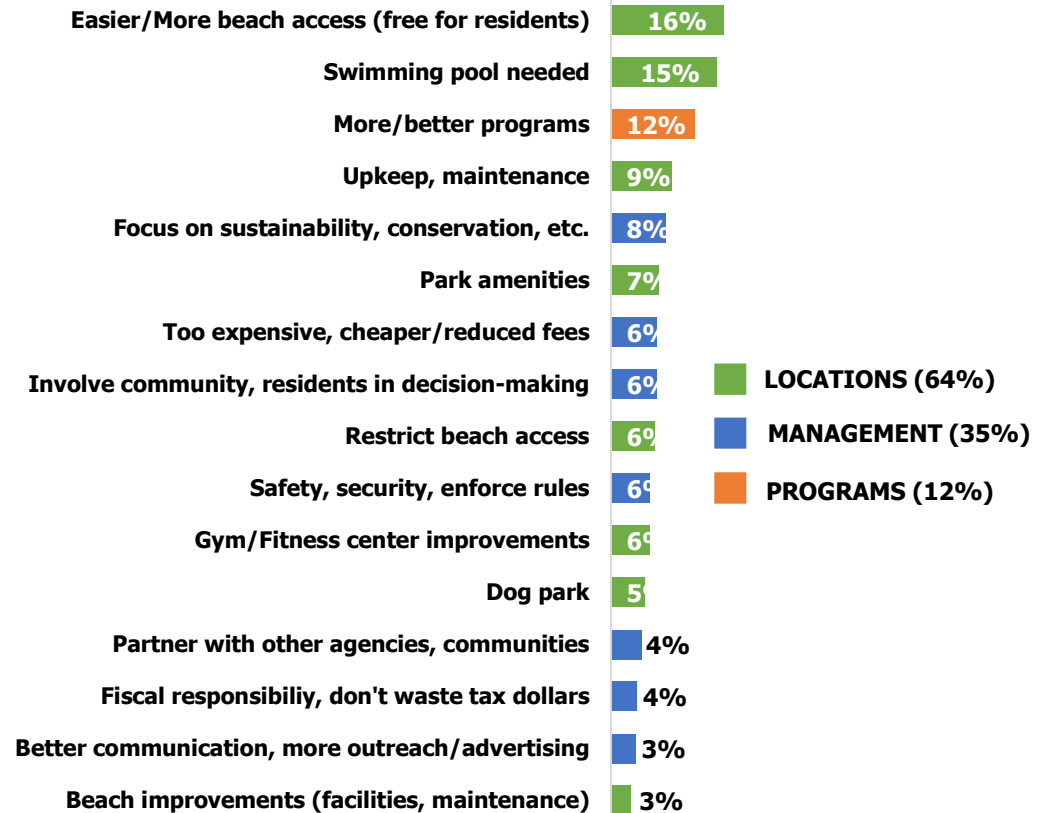
X. Final Comments/Suggestions

In a final open-ended question seeking additional feedback, just over a third gave responses, usually echoing previous comments (most often about expanded beach access for residents, requests for a swimming pool, and/or expanded programming (especially for adults).

Final Comments/Suggestions?



Top Responses



Sample Verbatim Comments: Final Comments/Suggestions

Locations/Facilities/Parks (mentioned by 64%)

"Beach access for residents. Should be free like it is in Lake Forest."

"Better beach access and if not offered, senior pass rates."

"Bigger swimming area at the beach. Please make this happen."

"Would love for beach pass holders to get parking around the beach. Make some of the spots for only if you live in the village and have a sticker."

"I feel that non-residents should pay more to access Glencoe Beach. We have the least expensive rates on the North Shore for non-residents and they do not respect the beach as residents do."

"I find it extremely offensive that I have to pay to go to the town beach for which I've already paid ridiculously high taxes. You need to give residents the privilege of enjoying the beach they're paying for ANYTIME for free!! People who don't pay taxes in Glencoe can pay a fee."

"Keep the current policy for beach admission. The experience on weekends is so much better than before this was implemented, much less crowded."

"My son would like to visit the beach when he is able to with his family in the summer."

"More areas to swim on the beach. More shelter areas at the beach or install umbrellas on the sand. More food options on the beach."

"Continue to explore options for indoor swimming either in Village or with relationship to another village."

"An indoor swimming pool would be great."

"Of course we would love an indoor /outdoor pool facility."

"Consider an outdoor pool by the Glencoe Golf Course or the water/beach facility, then limit the number of private pools in Glencoe. It will create a better sense of community."

"An indoor walking path would be nice. We like the reciprocity with Northbrook pools and would like that to continue. We think that the Glencoe Beach should be free for residents."

"Workout space could be better equipped."

"Cleaner spaces."

"Investing in the parks is most important to us because this impacts 100% of residents (regardless of children/age of children) and adds to the value of the community. Parks and green space will always need investment in order to maintain."

"Make the wildflower sanctuary next to South School into usable natural space. Use volunteers to plant; turn it into a garden that students and families can use."

"Some of the new bench swings have no footrests. It is necessary to have swings that have the footrests which allow to propel the swing. Please address this with current and new swings."

"More benches are needed along pathways throughout the village."

"Recycling bins in parks near each trash can."

"Improved sports fields facilities -- bathrooms, concessions, grounds upkeep (specifically baseball)."

"Bathrooms at all parks."

"Create a dog park, possibly on land near the golf course which does not abut private residences."

"Possibly a dog beach access, perhaps where Harbor Street ends at the lake. Many years ago there was public access there."

"Dog friendly spaces."

Sample Verbatim Comments: Final Comments/Suggestions (cont'd)

GPD Admin/Management (mentioned by 35%)

"Don't 'activate' any more open space, whether by benches, tables, or anything else. Once lost, it's gone for ever."

"Attract more birds & butterflies to Everly & all other parks with more flowers, milkweed, bird feeders maintained by the park district."

"Help remove and replace that are exotic with plants that are native. Make an effort to preserve oaks and hickories that need help and plant many varieties of each as we are losing them at an alarming rate."

"Protect public park and adjoining parkway trees from contracted out lawn mower damage at the base of the trees that do not have bark chip protection around their bases."

"Improve some of the landscaping at parks – perennial flowers, etc. Vernon & Jefferson Park. Past years I have done on my own."

"Stop charging for outdoor tennis courts."

"Lowering if not eliminating resident fees for certain amenities such as the Takiff Center gymnasium, Watts, and the Beach, perhaps on certain 'Resident Days.' If roughly 10% of our property taxes go to the GPD, it would be nice to have lower fees or at least some free days for residents to enjoy what they pay for."

"Raise prices significantly for non-residents to help pay for these projects. Glencoe residents pay higher taxes and should get more of a break for buying GPD activities than non-residents."

"Soliciting input from neighbors likely to be impacted by new park district amenities or programs is critical to maintaining village-wide support and good will. A few years ago, the park district began offering pickleball at the Watts tennis courts without informing neighbors. There was clearly a mix-up somewhere, because in all the years we have lived here, the park district has consistently given nearby residents a chance to weigh in before going ahead with activities or facilities that could prove disruptive. We are grateful that pickleball is no longer being played on the tennis courts!"

"Continue this type of outreach. Please read the comments."

"Create a panel of current and former high school and adult athletes to consult on decisions/ideas where appropriate, such as a de facto 'Sports Council' re: athletic-oriented decisions. Too often we have non athletes making decisions for the town that affect athletic matters."

"Maybe create safer parks by having security surveillance around."

"Partner with neighboring districts when possible to offer additional programming opportunities."

"Consider creating alliances with other New Trier Township park Districts for youth sports leagues."

"The survey reveals that 8% of our property taxes go to the Park District. That's a huge budget and looking to spend more money is unnecessary. Focus on maintenance caps and keeping our parks and facilities maintained instead of raising taxes for individual pet projects."

"The Glencoe Park District should STOP dreaming up ways to spend taxpayer money and instead just run the wonderful parks and facilities we already have. We do not need new initiatives for expensive new projects. On the North Shore there are already many indoor pool facilities and other options. Do a better job serving Glencoe residents who use what we have and stop spending our money."

"Please try to better educate the public on current issues, both good and controversial."

"Increase awareness of events with residents."

"Involve the community more in the decision-making process."

Sample Verbatim Comments: Final Comments/Suggestions (cont'd)

Programming/Event Ideas (mentioned by 12%)

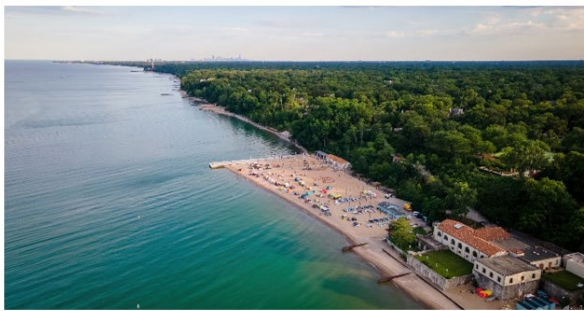
- "Adult programs, both classes and individual date-specific events, lectures, tours, tastings, entertainment. Offer better pricing, for residents and seniors."*
- "I think there could be more options for adults that work who want to participate in park district class. Many are during the day when people are working."*
- "Summer movies, fall concerts, spring fling events for kids, some annual event for which Glencoe becomes epic for. Summer events should consider many families are gone for the summer. So perhaps a back to school or back to summer event makes most sense. We love all things Glencoe!"*
- "Provide more after school programs because I understand that they fill up/sell out quickly."*
- "Although I don't have small children anymore, if there is demand for my childcare and after school programs, etc., I would be all for it."*
- "More programming for seniors."*
- "Dog classes. Teen events."*
- "Would love more adult technical/art classes."*
- "Additional after school and weekend activities would be great."*



Appendices:

- Survey Invitation (Postcard)
- Topline Results Including "Public" Survey Responses

SHAPE THE FUTURE OF THE GLENCOE PARK DISTRICT



PLEASE TAKE OUR SURVEY TO SHARE YOUR OPINIONS:

Website: www.arisurvey.com/s3/Glencoe
Password: XXXXXX

See reverse side for more information.



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

Your feedback to our survey will help us
better **understand your interests** and
serve our community!

**Whether or not you use our parks, facilities, or
programs, your opinions are very important.**

We request that an adult completes the anonymous
15-minute survey online in the next few days.
Simply go to the website below (or scan the QR
code) and enter your password.

www.arisurvey.com/s3/Glencoe

Password: XXXXXX



Your feedback is very valuable!
Thank you for sharing.

aQity Research & Insights (an independent research firm) has been asked by the Glencoe
Park District to conduct this survey. If you have questions, please call 847-424-4171, x212.



2024 COMMUNITY SURVEY: TOPLINE RESULTS



n=301 responses from a random sample of Glencoe residents completed between December 1st, 2023 and January 24th, 2024, was weighted to match US Census data for Glencoe by region, age, gender, race and ethnicity, and percentage of households with children.

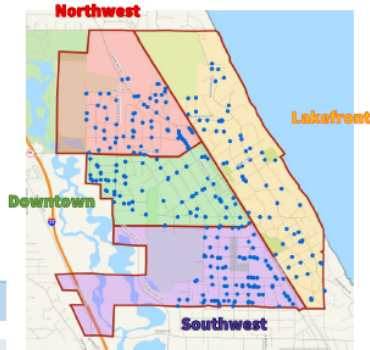
n=47 responses from an online survey available to the public completed between February 7th and March 8th, unweighted.

NOTE: responses reported in total n when overall response <30.

NOTE: Due to rounding, percentages may not total (with differences of ±1%)

Region of household address (not asked; based on mailing address)

	Random (weighted)	Public (unweighted)
Northwest	21%	21%
Downtown	23%	34%
Southwest	29%	30%
Lakefront	27%	13%
Live outside of GPD	0%	2%



1. How many years have you lived within the Glencoe Park District boundaries?

	Random (weighted)	Public (unweighted)
Less than 5 years	24%	37%
5-14 years	26%	37%
15-29 years	26%	11%
30+ years	24%	15%
<i>Mean</i>	<i>18.8 years</i>	<i>11.9 years</i>
<i>Median</i>	<i>14.0 years</i>	<i>7.5 years</i>

2. Please rate your overall opinion of the Glencoe Park District. (0-10 scale)

	Random (weighted)	Public (unweighted)
Highest regard (9-10)	48%	43%
Great (8)	26%	21%
Good (6-7)	16%	15%
Neutral (5)	5%	13%
Poor (0-4)	5%	9%
<i>Mean</i>	<i>8.1</i>	<i>7.7</i>
<i>Unfamiliar</i>	<i>4%</i>	<i>0%</i>

3. What do you like most about the Glencoe Park District, or what does it do particularly well?

See data file for list of open-ended responses

4. What do you/your household dislike about the Park District, or what could it do better or improve most?

See data file for list of open-ended responses

5. About what percent of your property taxes do you think goes to the Glencoe Park District? Please provide your best estimate without checking your tax bill or any other information.

	Random (weighted)	Public (unweighted)
3% or less	30%	23%
4-7%	30%	26%
8% (ACTUAL)	4%	6%
9+%	35%	45%
<i>Mean</i>	<i>7.9%</i>	<i>8.6%</i>
<i>Median</i>	<i>5.0%</i>	<i>7.5%</i>

6. Please indicate the Glencoe Park District parks, playgrounds, and nature areas that you or household members visited in the last 12 months/past year. (multiple responses)

	Random (weighted)	Public (unweighted)		Random (weighted)	Public (unweighted)
Glencoe Beach	85%	87%	Melvin Berlin Park	21%	26%
Lakefront Park	73%	77%	West Park	21%	28%
Watts Park	54%	77%	Veteran's Memorial Park	15%	15%
Friends Park	51%	62%	Ravine Bluffs Park	12%	11%
Connect Glencoe Trail	48%	30%	Dietz Bird Sanctuary	11%	6%
Kalk Park	47%	49%	Astor Park	10%	13%
Duke Park	37%	60%	Old Elm Park	10%	21%
Shelton Park	30%	32%	Women's Library Club Park	8%	11%
Woodlawn Park	29%	49%	North Field	7%	13%
Takiff Center Playground	26%	49%	Milton Playground	5%	15%
Vernon Playground	24%	30%	Have not visited any	4%	0%
Everly Wildflower Sanctuary	22%	4%			

7. From the list above, please select the one park, playground, or nature area you use most often.

	Random (weighted)*	Public (unweighted)
Glencoe Beach	24%	19%
Connect Glencoe Trail	14%	4%
Lakefront Park	12%	11%
Friends Park	9%	11%
Watts Park	8%	11%
Shelton Park	4%	0%
Duke Park	4%	13%
Vernon Playground	4%	2%
Melvin Berlin Park	4%	2%
Woodlawn Park	3%	6%
West Park	3%	6%

**All other locations are 2% or less*

8. Below, please indicate any Glencoe Park District outdoor and/or indoor facilities that you or any household members have visited in the last 12 months/past year. (multiple responses)

	Random (weighted)	Public (unweighted)
Glencoe Beach	78%	83%
Swimming beach	72%	72%
Playground	45%	57%
Trellis/sun shelters	31%	40%
Concessions	22%	9%
Boating beach	19%	11%
Boat house	14%	9%
Halfway House	14%	9%
Other	3%	0%
Takiff Center	52%	77%
Gymnasium	25%	40%
Studios for ceramics, theater, music	15%	43%
Fitness studio/center	14%	23%
Early childhood playground	14%	26%
Community rooms for recreation	14%	34%
Preschool classrooms/facility	13%	30%
Rental rooms for private events	9%	17%
Other	5%	11%
Weinberg Family Rec Center	46%	64%
Outdoor ice rinks	35%	53%
Pickleball courts	18%	17%
Indoor spaces (Kids Club, etc.)	9%	19%
Other	2%	2%
Have not visited any	13%	9%

9. Of the specific locations above, which do you use most often?

	Random (weighted)*	Public (unweighted)
Swimming beach	43%	26%
Playground	9%	5%
Pickleball courts	8%	9%
Outdoor ice rinks	8%	14%
Gymnasium	4%	2%
Fitness studio/center	3%	12%
Boating beach	3%	0%
Studios for ceramics, theater, music	3%	5%
Preschool classrooms/facility	3%	12%

*All other locations are 2% or less

10. Please rate your overall satisfaction with the Glencoe parks, playgrounds, nature areas, and facilities that you have recently visited.

	Random (weighted)	Public (unweighted)
Overall experience		
Extremely satisfied (9-10)	61%	63%
Very satisfied (8)	22%	17%
Somewhat satisfied (6-7)	9%	11%
Neutral (5)	4%	4%
Dissatisfied (0-4)	4%	4%
Mean	8.5	8.5
Median	9.0	9.0
Cleanliness, maintenance, and upkeep		
Extremely satisfied (9-10)	62%	62%
Very satisfied (8)	17%	16%
Somewhat satisfied (6-7)	14%	9%
Neutral (5)	3%	4%
Dissatisfied (0-4)	4%	9%
Mean	8.5	8.3
Median	9.0	9.0

	Random (weighted)	Public (unweighted)
Access (parking, paths, entrances/exits)		
Extremely satisfied (9-10)	61%	71%
Very satisfied (8)	18%	9%
Somewhat satisfied (6-7)	13%	7%
Neutral (5)	5%	11%
Dissatisfied (0-4)	4%	2%
Mean	8.5	8.7
Median	9.0	9.0
Safety		
Extremely satisfied (9-10)	72%	69%
Very satisfied (8)	15%	11%
Somewhat satisfied (6-7)	7%	9%
Neutral (5)	4%	7%
Dissatisfied (0-4)	2%	4%
Mean	8.9	8.6
Median	9.0	9.0
Service provided by Park District staff		
Extremely satisfied (9-10)	57%	56%
Very satisfied (8)	17%	16%
Somewhat satisfied (6-7)	10%	7%
Neutral (5)	13%	18%
Dissatisfied (0-4)	3%	4%
Mean	8.3	8.1
Median	9.0	9.0

11. If you are dissatisfied with any Glencoe Park District park, playground, nature area, or facility, please indicate which one(s) and why.

See data file for list of open-ended responses

12. If you have not visited a Glencoe Park District park, playground, nature area, or facility recently, why not? (multiple responses)

	Random (weighted) (n=7)	Public (unweighted)
Unfamiliar with Park District parks/facilities	n=4	n=0
Use other facilities for recreation/activities	n=3	
Do not have kids or kids are grown	n=3	
Nothing of interest offered	n=2	
Dislike the Park District, bad experience	n=1	
Cost/Fees are too high	n=1	
Too busy/don't have time	n=1	
Other	n=1	

13A. Indicate if you or a household member uses or has an interest in each outdoor recreational amenity or facility. (multiple responses)

	Random (weighted)	Public (unweighted)
Outdoor walking and biking paths	90%	89%
Swimming beach	68%	64%
Open space with amenities (benches, paths)	65%	60%
Natural areas (e.g., native prairies)	64%	64%
Playgrounds	50%	57%
Athletic/Sports fields	44%	45%
Outdoor ice rink	42%	38%
Outdoor tennis courts	38%	36%
Outdoor pickleball courts	35%	28%
Splash pads and spray grounds	31%	45%
Other	7%	11%
None of the above	3%	2%

13B. How well is each outdoor recreational amenity or facility currently being met by all providers?

	Random (weighted)	Public (unweighted)
A. Outdoor walking and biking paths		
Top 2 Box (4-5)	85%	78%
Completely met (5)	53%	49%
Mostly met (4)	32%	39%
Neutral (3)	11%	12%
Barely met (2)	4%	0%
Not at all being met (1)	0%	0%
<i>Mean</i>	<i>4.3</i>	<i>4.3</i>
<i>Median</i>	<i>5.0</i>	<i>4.0</i>
B. Natural areas (e.g., native prairies)		
Top 2 Box (4-5)	78%	77%
Completely met (5)	46%	40%
Mostly met (4)	32%	37%
Neutral (3)	15%	13%
Barely met (2)	5%	0%
Not at all being met (1)	1%	10%
<i>Mean</i>	<i>4.2</i>	<i>4.0</i>
<i>Median</i>	<i>4.0</i>	<i>4.0</i>
C. Athletic/Sports fields		
Top 2 Box (4-5)	77%	n=15
Completely met (5)	38%	n=7
Mostly met (4)	39%	n=8
Neutral (3)	16%	n=5
Barely met (2)	4%	n=1
Not at all being met (1)	3%	n=0
<i>Mean</i>	<i>4.1</i>	<i>4.0</i>
<i>Median</i>	<i>4.0</i>	<i>4.0</i>

(CONTINUED) **13B. Next, how well is each outdoor recreational amenity or facility currently being met by all providers?**

	Random (weighted)	Public (unweighted)
D. Playgrounds		
Top 2 Box (4-5)	90%	n=26
Completely met (5)	57%	n=20
Mostly met (4)	33%	n=6
Neutral (3)	8%	n=1
Barely met (2)	2%	n=0
Not at all being met (1)	0%	n=0
<i>Mean</i>	<i>4.5</i>	<i>4.7</i>
<i>Median</i>	<i>5.0</i>	<i>5.0</i>
E. Splash pads and spray grounds		
Top 2 Box (4-5)	65%	n=13
Completely met (5)	40%	n=5
Mostly met (4)	25%	n=8
Neutral (3)	18%	n=4
Barely met (2)	11%	n=3
Not at all being met (1)	6%	n=1
<i>Mean</i>	<i>3.8</i>	<i>3.6</i>
<i>Median</i>	<i>4.0</i>	<i>4.0</i>
F. Outdoor tennis courts		
Top 2 Box (4-5)	87%	n=13
Completely met (5)	45%	n=9
Mostly met (4)	42%	n=4
Neutral (3)	11%	n=3
Barely met (2)	2%	n=0
Not at all being met (1)	0%	n=0
<i>Mean</i>	<i>4.3</i>	<i>4.4</i>
<i>Median</i>	<i>4.0</i>	<i>5.0</i>
G. Outdoor pickleball courts		
Top 2 Box (4-5)	64%	n=9
Completely met (5)	29%	n=4
Mostly met (4)	35%	n=5
Neutral (3)	16%	n=3
Barely met (2)	14%	n=1
Not at all being met (1)	6%	n=0
<i>Mean</i>	<i>3.7</i>	<i>3.9</i>
<i>Median</i>	<i>4.0</i>	<i>4.0</i>
H. Swimming beach		
Top 2 Box (4-5)	84%	n=28
Completely met (5)	58%	n=16
Mostly met (4)	26%	n=12
Neutral (3)	12%	n=0
Barely met (2)	2%	n=0
Not at all being met (1)	2%	n=1
<i>Mean</i>	<i>4.4</i>	<i>4.5</i>
<i>Median</i>	<i>5.0</i>	<i>5.0</i>

(CONTINUED) 13B. Next, how well is each outdoor recreational amenity or facility currently being met by all providers?

	Random (weighted)	Public (unweighted)
I. Outdoor ice rink		
Top 2 Box (4-5)	92%	n=16
Completely met (5)	65%	n=12
Mostly met (4)	27%	n=4
Neutral (3)	5%	n=2
Barely met (2)	2%	n=0
Not at all being met (1)	1%	n=0
<i>Mean</i>	<i>4.5</i>	<i>4.6</i>
<i>Median</i>	<i>5.0</i>	<i>5.0</i>
J. Open space with amenities (benches, paths)		
Top 2 Box (4-5)	86%	n=25
Completely met (5)	53%	n=16
Mostly met (4)	33%	n=9
Neutral (3)	12%	n=2
Barely met (2)	2%	n=0
Not at all being met (1)	1%	n=1
<i>Mean</i>	<i>4.4</i>	<i>4.4</i>
<i>Median</i>	<i>5.0</i>	<i>5.0</i>

14. From the list above, select the one outdoor amenity that the Glencoe Park District should prioritize.

	Random (weighted)	Public (unweighted)
Outdoor walking and biking paths	20%	13%
Natural areas (e.g., native prairies)	13%	11%
Athletic/Sports fields	6%	17%
Playgrounds	4%	17%
Splash pads and spray grounds	8%	13%
Outdoor tennis courts	4%	0%
Outdoor pickleball courts	9%	7%
Swimming beach	9%	13%
Outdoor ice rink	1%	0%
Open space with amenities (benches, paths)	8%	7%
Other	6%	7%
None of the above	13%	9%

15A. Indicate if you or a household member uses or has an interest in each indoor recreational amenity or facility. (multiple responses)

	Random (weighted)	Public (unweighted)
Indoor swimming pool	40%	49%
Indoor walking/jogging track	38%	36%
Fitness facility (weights, cardio machines, etc.)	36%	28%
Indoor pickleball courts	28%	19%
Studio space for arts programs (ceramics, theater, dance)	26%	19%
Gym courts for basketball, volleyball, etc.	24%	17%
Preschool/early childhood program space	18%	21%
Other	6%	9%
None of the above	20%	15%

15B. Next, how well is each indoor recreational amenity or facility currently being met by all nearby providers?

	Random (weighted)	Public (unweighted)
A. Indoor walking/jogging track		
Top 2 Box (4-5)	22%	n=3
Completely met (5)	11%	n=1
Mostly met (4)	10%	n=2
Neutral (3)	17%	n=2
Barely met (2)	19%	n=3
Not at all being met (1)	43%	n=9
<i>Mean</i>	<i>2.3</i>	<i>2.0</i>
<i>Median</i>	<i>2.0</i>	<i>1.0</i>
B. Fitness facility (weights, cardio machines, etc.)		
Top 2 Box (4-5)	49%	n=4
Completely met (5)	26%	n=0
Mostly met (4)	23%	n=4
Neutral (3)	25%	n=4
Barely met (2)	12%	n=1
Not at all being met (1)	14%	n=0
<i>Mean</i>	<i>3.4</i>	<i>3.9</i>
<i>Median</i>	<i>3.0</i>	<i>5.0</i>
C. Indoor pickleball courts		
Top 2 Box (4-5)	20%	n=4
Completely met (5)	10%	n=0
Mostly met (4)	11%	n=4
Neutral (3)	28%	n=4
Barely met (2)	23%	n=1
Not at all being met (1)	29%	n=0
<i>Mean</i>	<i>2.5</i>	<i>3.3</i>
<i>Median</i>	<i>2.0</i>	<i>3.0</i>

(CONTINUED) 15B. Next, how well is each indoor recreational amenity or facility currently being met by all nearby providers?

	Random (weighted)	Public (unweighted)
D. Gym courts for basketball, volleyball, etc.		
Top 2 Box (4-5)	54%	n=4
Completely met (5)	24%	n=0
Mostly met (4)	30%	n=4
Neutral (3)	23%	n=2
Barely met (2)	13%	n=3
Not at all being met (1)	10%	n=0
Mean	3.5	3.0
Median	4.0	3.0
E. Preschool/early childhood program space		
Top 2 Box (4-5)	74%	n=8
Completely met (5)	50%	n=6
Mostly met (4)	23%	n=2
Neutral (3)	10%	n=1
Barely met (2)	3%	n=1
Not at all being met (1)	12%	n=0
Mean	4.0	4.3
Median	5.0	5.0
F. Indoor swimming pool		
Top 2 Box (4-5)	17%	n=5
Completely met (5)	10%	n=2
Mostly met (4)	6%	n=3
Neutral (3)	13%	n=0
Barely met (2)	12%	n=5
Not at all being met (1)	59%	n=13
Mean	2.0	2.0
Median	1.0	1.0
G. Studio space for arts programs (ceramics, theater, dance, etc.)		
Top 2 Box (4-5)	51%	n=9
Completely met (5)	22%	n=1
Mostly met (4)	29%	n=4
Neutral (3)	22%	n=3
Barely met (2)	17%	n=0
Not at all being met (1)	10%	n=1
Mean	3.4	3.4
Median	4.0	4.0

16. Knowing that adding any of the facilities above would require a tax increase and either buying more land or taking away existing park or facility space, select the one indoor amenity from the list above that the Park District should prioritize adding or improving.

	Random (weighted)	Public (unweighted)
Indoor swimming pool	26%	43%
Indoor walking/jogging track	12%	13%
Fitness facility (weights, cardio machines, etc.)	9%	3%
Indoor pickleball courts	9%	8%
Preschool/early childhood program space	5%	5%
Gym courts for basketball, volleyball, etc.	4%	5%
Studio space for arts programs (ceramics, theater, dance)	3%	0%
Other	5%	5%
None of the above	27%	20%

17A. Have you or any members of your household participated in any Glencoe Park District activities in the past 12 months?

	Random (weighted)	Public (unweighted)
Yes	53%	72%
No	47%	28%

17. Please list below all Glencoe Park District programs/events your household participated in during the past 12 months.

See data file for list of open-ended responses

18. Please rate your overall opinion of the programs/events you participated in. (0-10 scale)

	Random (weighted)	Public (unweighted)
Extremely satisfied (9-10)	55%	61%
Satisfied (8)	21%	24%
Somewhat satisfied (6-7)	12%	12%
Neutral (5)	5%	3%
Dissatisfied (0-4)	7%	0%
Mean	8.2	8.7
Median	9.0	9.0

19. If you are dissatisfied with a Glencoe Park District program or event, which one(s) and why?

See data file for list of open-ended responses

20A. Indicate if you or a household member uses or has an interest in each type of program. (multiple responses)

	Random (weighted)	Public (unweighted)
Adult fitness/wellness programs	46%	36%
Adult sports/athletics	36%	26%
Youth sports/athletics	30%	49%
Adult arts programs	30%	34%
Summer day camps	25%	47%
Youth arts programs	23%	34%
Preschool/Early childhood programs	22%	32%
After-school programs/activities	21%	43%
Programs/activities for teens	15%	26%
Other	2%	4%
None of the above	22%	13%

20B. Next, how well is each type of program currently being met by all providers?

	Random (weighted)	Public (unweighted)
A. Preschool/Early childhood programs		
Top 2 Box (4-5)	79%	n=14
Completely met (5)	53%	n=11
Mostly met (4)	27%	n=3
Neutral (3)	9%	n=0
Barely met (2)	8%	n=0
Not at all being met (1)	3%	n=1
Mean	4.2	4.5
Median	5.0	5.0
B. Youth sports/athletics		
Top 2 Box (4-5)	68%	n=16
Completely met (5)	31%	n=6
Mostly met (4)	38%	n=10
Neutral (3)	23%	n=6
Barely met (2)	6%	n=0
Not at all being met (1)	3%	n=1
Mean	3.9	3.9
Median	4.0	4.0
C. Youth arts programs		
Top 2 Box (4-5)	65%	n=13
Completely met (5)	32%	n=7
Mostly met (4)	33%	n=6
Neutral (3)	31%	n=3
Barely met (2)	3%	n=0
Not at all being met (1)	1%	n=0
Mean	3.9	4.3
Median	4.0	4.0
D. After-school programs/activities		
Top 2 Box (4-5)	74%	n=17
Completely met (5)	32%	n=10
Mostly met (4)	42%	n=7
Neutral (3)	21%	n=2
Barely met (2)	2%	n=1
Not at all being met (1)	3%	n=0
Mean	4.0	4.3
Median	4.0	4.5
E. Summer day camps		
Top 2 Box (4-5)	72%	n=18
Completely met (5)	40%	n=9
Mostly met (4)	32%	n=9
Neutral (3)	23%	n=3
Barely met (2)	1%	n=0
Not at all being met (1)	3%	n=1
Mean	4.0	4.1
Median	4.0	4.0
F. Programs/activities for teens		
Top 2 Box (4-5)	30%	n=9
Completely met (5)	0%	n=6
Mostly met (4)	30%	n=3
Neutral (3)	40%	n=1
Barely met (2)	15%	n=0
Not at all being met (1)	15%	n=2
Mean	2.9	3.1
Median	3.0	3.5

(CONTINUED) **20B. Next, how well is each type of program currently being met by all providers?**

	Random (weighted)	Public (unweighted)
G. Adult sports/athletics		
Top 2 Box (4-5)	35%	n=7
Completely met (5)	12%	n=1
Mostly met (4)	24%	n=6
Neutral (3)	32%	n=1
Barely met (2)	19%	n=2
Not at all being met (1)	13%	n=1
Mean	3.0	3.4
Median	3.0	4.0
I. Adult fitness/wellness programs		
Top 2 Box (4-5)	41%	n=11
Completely met (5)	17%	n=4
Mostly met (4)	23%	n=7
Neutral (3)	29%	n=3
Barely met (2)	17%	n=1
Not at all being met (1)	13%	n=1
Mean	3.1	3.8
Median	3.0	4.0
H. Adult arts programs		
Top 2 Box (4-5)	34%	n=7
Completely met (5)	16%	n=1
Mostly met (4)	19%	n=6
Neutral (3)	29%	n=2
Barely met (2)	28%	n=0
Not at all being met (1)	9%	n=0
Mean	3.0	3.9
Median	3.0	4.0

21. From the list of programs, select the one type that the Glencoe Park District should prioritize.

	Random (weighted)	Public (unweighted)
Adult fitness/wellness programs	23%	12%
Preschool/Early childhood programs	12%	7%
Adult sports/athletics	11%	7%
Adult arts programs	9%	0%
Youth sports/athletics	9%	12%
Programs/activities for teens	7%	15%
After-school programs/activities	6%	15%
Summer day camps	5%	12%
Youth arts programs	2%	2%
Other	3%	2%
None of the above	13%	15%

22. When thinking about the option that you circled for the previous question, what specific types of activities would you like those programs to offer or provide?

See data file for list of open-ended responses

23. About 8% of your property taxes goes to the Glencoe Park District. Thinking about the parks, open areas, facilities, and programs that the District provides, please rate the overall value that the Park District represents given its share of property taxes.

	Random (weighted)	Public (unweighted)
Excellent (9-10)	40%	51%
Great (8)	17%	13%
Good (6-7)	22%	13%
Average (5)	13%	13%
Poor (0-4)	8%	11%
<i>Mean</i>	<i>7.5</i>	<i>7.8</i>
<i>Median</i>	<i>8.0</i>	<i>9.0</i>

24. Rank the core values for the Glencoe Park District in order of importance to you.

	Random (weighted)			Public (unweighted)		
	Top Choice	Top 3	Avg. Rank	Top Choice	Top 3	Avg. Rank
Quality parks, playgrounds, nature areas, and facilities	47%	87%	2.0	43%	89%	2.0
Quality programs, activities, and events	17%	65%	3.1	23%	73%	2.8
Participant/Patron safety	12%	43%	4.0	13%	53%	3.5
Long-term financial stability	10%	36%	4.3	13%	26%	4.6
Environmental sustainability	7%	28%	4.7	5%	26%	5.0
Transparency and community engagement	5%	20%	5.1	5%	25%	4.6
Excellent customer service	4%	26%	4.7	2%	18%	5.0

25. In which of those value areas do you think the Park District is strongest or doing a great job fulfilling?
(multiple responses)

	Random (weighted)	Public (unweighted)
Quality parks/playgrounds, nature areas, facilities	71%	64%
Quality programs, activities, and events	42%	51%
Excellent customer service	30%	28%
Participant/Patron safety	29%	28%
Long-term financial stability	20%	32%
Environmental sustainability	15%	13%
Transparency and community engagement	13%	21%
None of the above	6%	2%

26. In which of those areas do you think the Park District is weakest or needs to do more?
(multiple responses)

	Random (weighted)	Public (unweighted)
Transparency and community engagement	19%	19%
Environmental sustainability	12%	15%
Quality programs, activities, and events	12%	11%
Long-term financial stability	10%	9%
Excellent customer service	8%	11%
Quality parks/playgrounds, nature areas, facilities	7%	4%
Participant/Patron safety	2%	6%
None of the above	47%	45%

27. The Glencoe Park District is committed to creating an environment that respects and celebrates the differences of all community members by providing access and opportunities to everyone, regardless of social/financial/ethnic background, religion, gender, age, sexual orientation, or physical/emotional/intellectual ability.

Do you believe that your household is properly represented and included within the Park District and its offerings?

	Random (weighted)	Public (unweighted)
Yes	87%	87%
No	13%	13%

27A. [IF NO TO Q22] Why not? Again, your responses are completely anonymous so please help us by providing specific ideas or improvements.

See data file for list of open-ended responses

28. With which of the following statements do you agree more?

	Random (weighted)	Public (unweighted)
The Glencoe Park District should focus on maintaining and improving its <u>current</u> parks, open areas, facilities, and programs	61%	53%
The Glencoe Park District should offer <u>new</u> facilities, programs, or activities as the community's interests and desires change	39%	47%

29. With which of the following statements do you agree more?

	Random (weighted)	Public (unweighted)
Focus on improving amenities for passive park usage (e.g., benches, trash cans, landscaping, etc.)	65%	68%
Avoid installing these amenities and keep parks/open space as natural as possible (e.g., natural prairies, no mowing, etc.)	35%	32%

30. Below are **potential** initiatives that the Glencoe Park District might consider. Knowing that these could mean higher user fees and/or property taxes, please indicate whether you oppose or support each.

	Random (weighted)	Public (unweighted)		Random (weighted)	Public (unweighted)
Improving athletic/sports fields			Beachfront improvements to stairs, boardwalk, restrooms, beach house, Trellis, or sun shelters, etc.		
SUPPORT	64%	70%	SUPPORT	83%	93%
Support strongly	18%	22%	Support strongly	41%	48%
Support, not strongly	46%	48%	Support, not strongly	42%	46%
OPPOSE	36%	30%	OPPOSE	17%	7%
Oppose, not strongly	22%	20%	Oppose, not strongly	11%	4%
Oppose strongly	14%	10%	Oppose strongly	6%	2%
Improving/replacing playgrounds and park amenities			New recreational facilities (e.g., indoor pool, etc.)		
SUPPORT	68%	73%	SUPPORT	54%	65%
Support strongly	23%	33%	Support strongly	31%	37%
Support, not strongly	45%	40%	Support, not strongly	23%	28%
OPPOSE	32%	27%	OPPOSE	46%	35%
Oppose, not strongly	19%	25%	Oppose, not strongly	20%	11%
Oppose strongly	13%	2%	Oppose strongly	26%	24%
Investing in District facilities to support quality maintenance of parks and amenities/facilities			Additional space for childcare and youth programming (e.g., before-/after-school activities)		
SUPPORT	81%	93%	SUPPORT	59%	63%
Support strongly	30%	35%	Support strongly	19%	15%
Support, not strongly	51%	59%	Support, not strongly	40%	48%
OPPOSE	19%	7%	OPPOSE	41%	37%
Oppose, not strongly	11%	7%	Oppose, not strongly	25%	26%
Oppose strongly	8%	0%	Oppose strongly	16%	11%
Moving to electric maintenance vehicles and equipment to reduce emissions and improve efficiencies L-T					
SUPPORT	63%	80%			
Support strongly	26%	30%			
Support, not strongly	37%	50%			
OPPOSE	37%	20%			
Oppose, not strongly	20%	13%			
Oppose strongly	18%	7%			

31. Please select the one initiative you support most, even if it means higher property taxes and/or fees.

	Random (weighted)	Public (unweighted)
Beachfront improvements to stairs, boardwalk, restrooms, beach house, Trellis or sun shelters, etc.	23%	18%
New recreational facilities (e.g., indoor pool, etc.)	23%	31%
Investing in District facilities to support quality maintenance of parks and amenities/facilities	14%	18%
Moving to electric maintenance vehicles and equipment to reduce emissions and improve efficiencies long-term	11%	11%
Improving/replacing playgrounds and park amenities	9%	4%
Additional space for childcare and youth programming (e.g., before-/after-school activities)	7%	7%
Improving athletic/sports fields	6%	11%
None selected	7%	0%

32. Did your household purchase a Glencoe Beach pass in 2023?

	Random (weighted)	Public (unweighted)
Yes	53%	68%
No	47%	32%

33. As you may know, the Glencoe Beach is limited to season pass holders on weekday mornings, weekends, and on holidays during the summer. Do you oppose or support this policy?

	Random (weighted)	Public (unweighted)
Support	76%	30%
Oppose	24%	70%

34. The Glencoe Park District is assessing options for Glencoe Beach access for next summer. Please select the option you support most.

	Random (weighted)	Public (unweighted)
Continue to allow only season pass holders beach access on weekday mornings, weekends, and on holidays, and non-pass holders can pay for admission to the beach all other days/times (the current policy)	59%	55%
Allow access to all with season passes or paying admission fees during all operating hours	27%	30%
Other suggestion*	14%	15%

* Coding of "other" responses in progress; see final analysis for results.

35. Aside from your earlier feedback, what else could the Glencoe Park District do to better serve you or your household? Please be specific and provide examples if possible.

See data file for list of open-ended responses

DEMOGRAPHICS:

36. In what year were you born?
(age shown below)

	Random (weighted)	Public (unweighted)
Under 35	11%	0%
35-44	17%	47%
45-54	19%	22%
55-64	23%	7%
65 or older	30%	24%
Mean	55 years	51 years
Median	57 years	46 years

37. Please note your gender.

	Random (weighted)	Public (unweighted)
Male	46%	37%
Female	52%	63%
Prefer to self-describe	2%	0%

38. Including yourself, do you have any household members...

	% Yes	
	Random (weighted)	Public (unweighted)
...under age 5?	18%	30%
... ages 5 to 11?	20%	52%
... ages 12 to 17?	19%	22%
... ages 18 to 64?	71%	63%
... ages 65+?	36%	28%

39. Which of the following identifies your race or ethnicity? *(multiple responses)*

	Random (weighted)	Public (unweighted)
White / Caucasian	92%	96%
Asian	8%	4%
Black / African American	1%	0%
Other	7%	4%

40. Are you of Hispanic, Latino, or Spanish ethnicity?

	Random (weighted)	Public (unweighted)
Yes	3%	7%
No	97%	93%

41. When do you expect to move away from Glencoe?

	Random (weighted)	Public (unweighted)
Within the next year	0%	0%
Within the next 5 years	8%	2%
Within the next 10 years	13%	9%
Within the next 20 years	9%	13%
No plans to move away from Glencoe	70%	77%

V. Comprehensive Plan Board Planning Session

No Documents

Glencoe Park District
April 2024 Committee of the Whole Meeting

VI. Other Business

No Documents

Manuals will be given to Board at the meeting to take home and review.

Glencoe Park District
April 2024 Committee of the Whole Meeting