

COMMUNITY SURVEY FOR THE BATAVIA PARK DISTRICT

FINAL REPORT: DECEMBER 2017

aQity Research & Insights

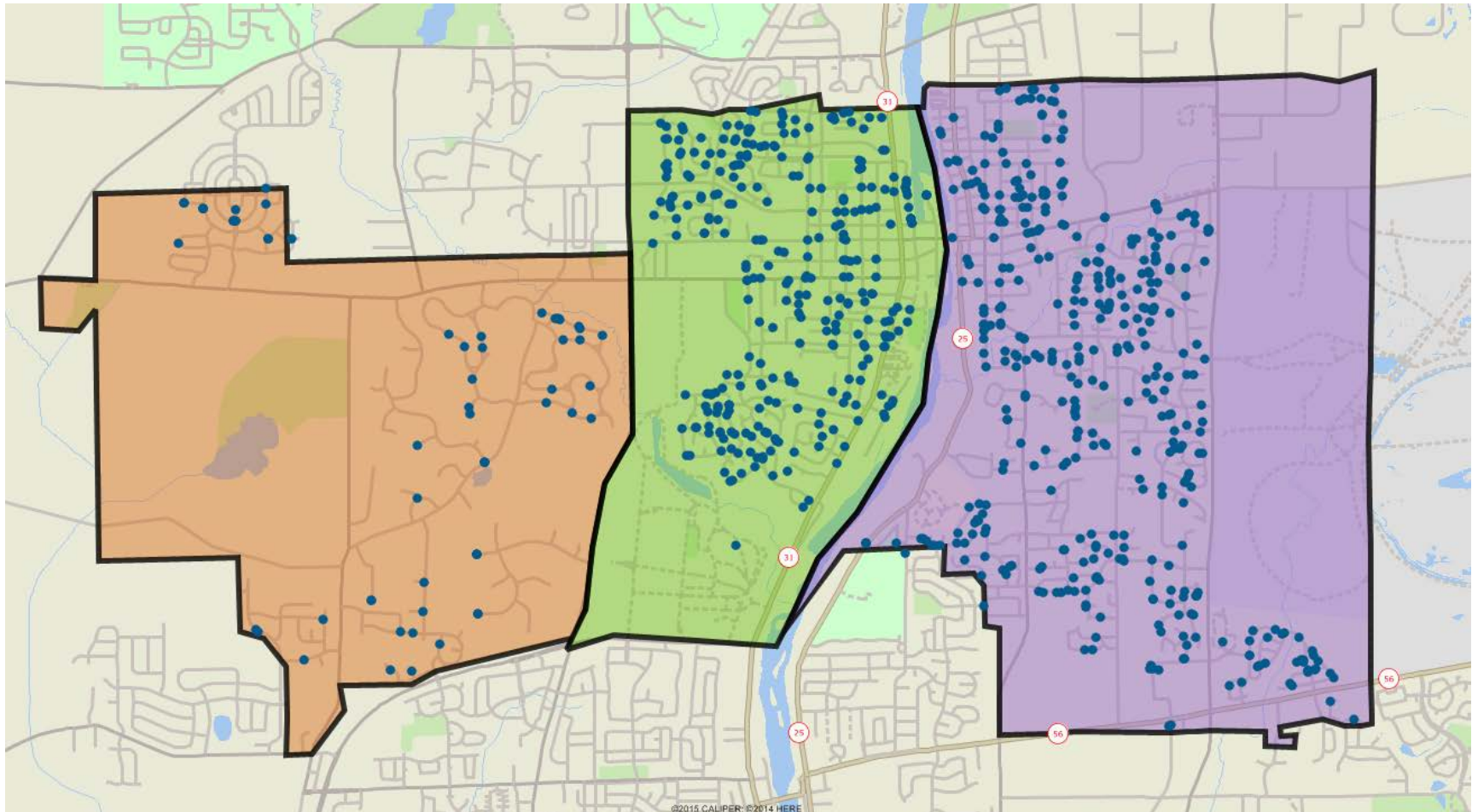
Evanston, IL

Research Methods

- District-wide sample of n=761 households (476 online, 283 mail, 2 phone).
- Data collection: September 30 through November 6, 2017.
- Sample was weighted to match updated US Census data for Batavia and surrounding BPD households (by region, gender, age, ethnicity, and percentage of households with children).
- Assuming no sample bias, the margin of error is +/- 3.5% (at the 95% confidence level) *.

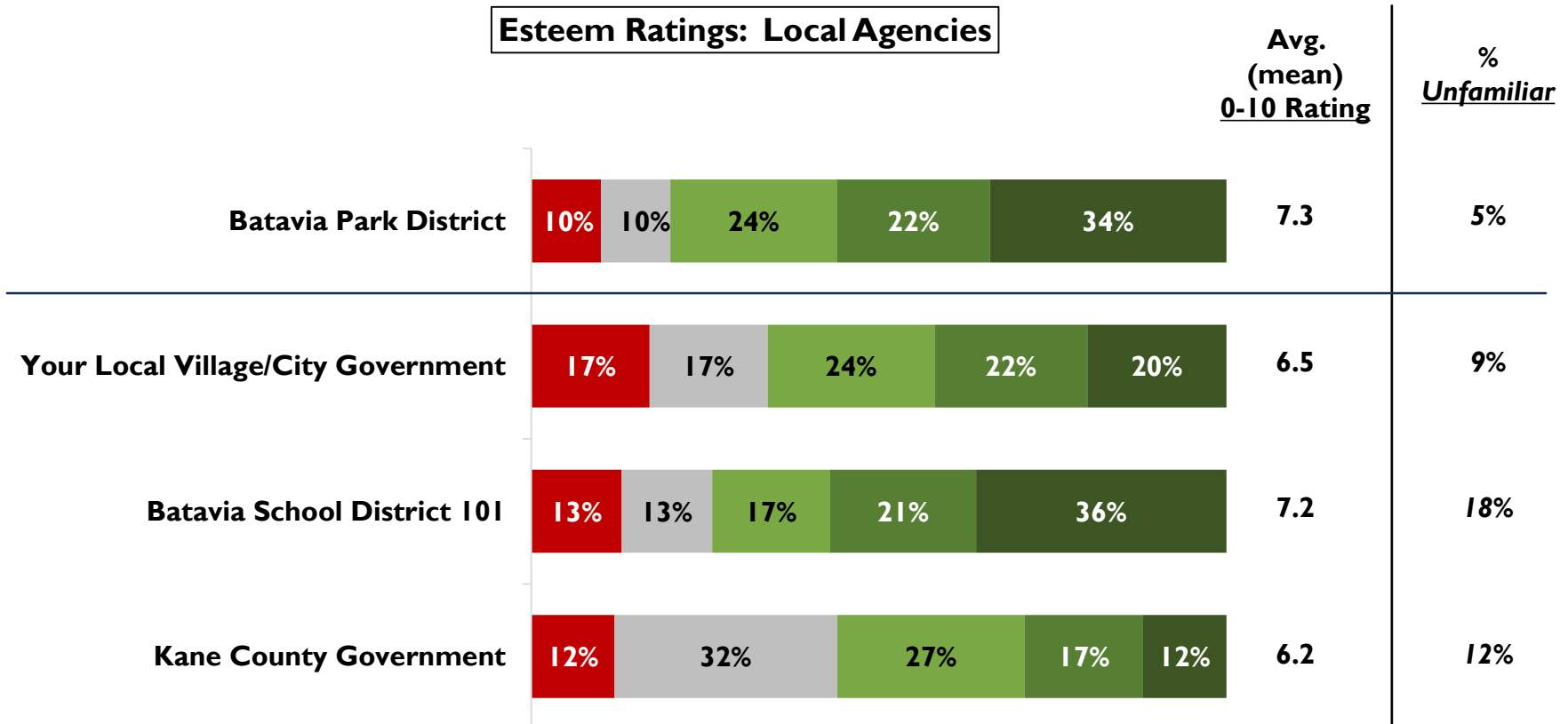
* In addition to sampling error, question wording, respondent error, and practical difficulties in conducting surveys may introduce error or bias in any opinion poll.

Methods: Regional Distribution of Survey Respondents



Residents Know and Like the BPD (High Esteem Ratings)

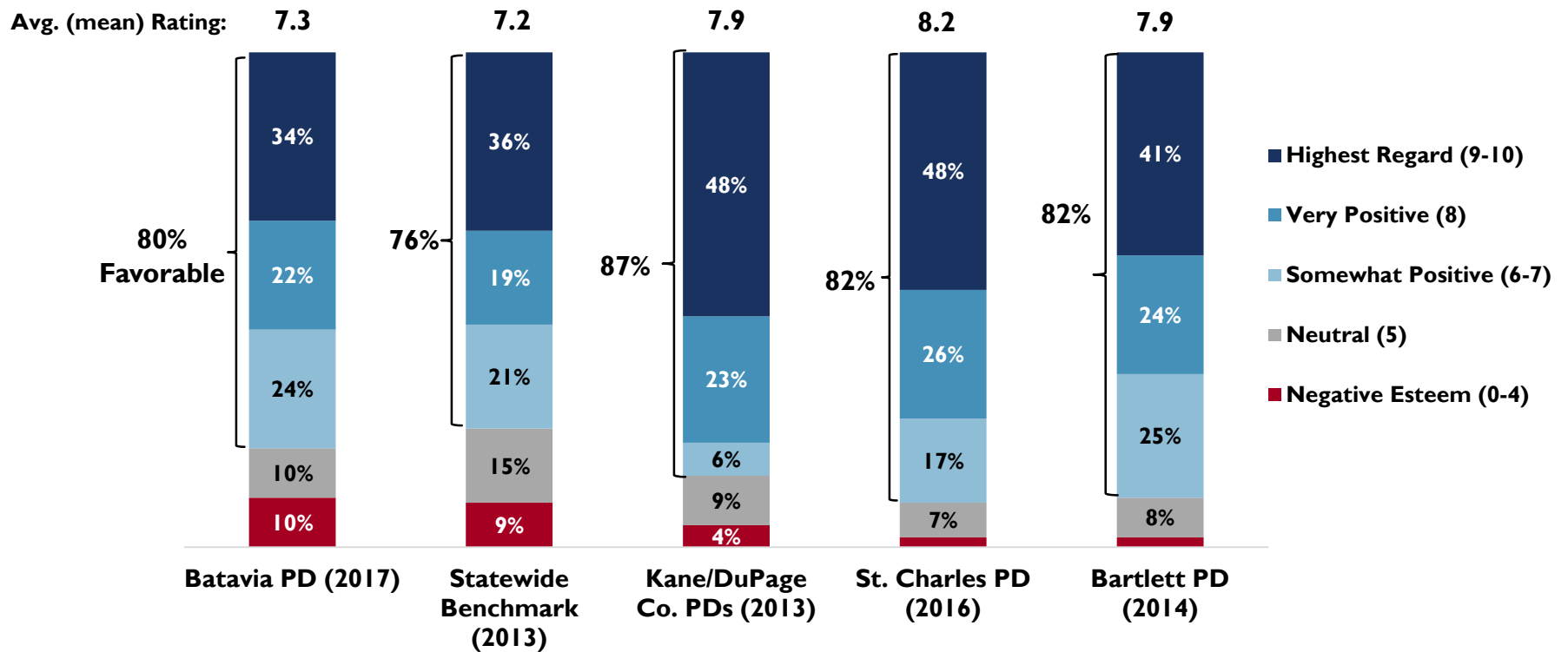
Esteem Ratings: Local Agencies



■ % Negative (0-4) ■ % Neutral (5) ■ % Somewhat Positive (6-7) ■ % Very Positive (8) ■ % Highest Regard (9-10)

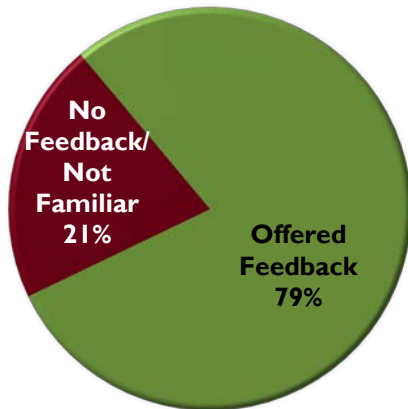
BPD Esteem Ratings Are Very Strong, Yet Slightly Lag Benchmarks

Batavia Park District Esteem Compared to Benchmarks



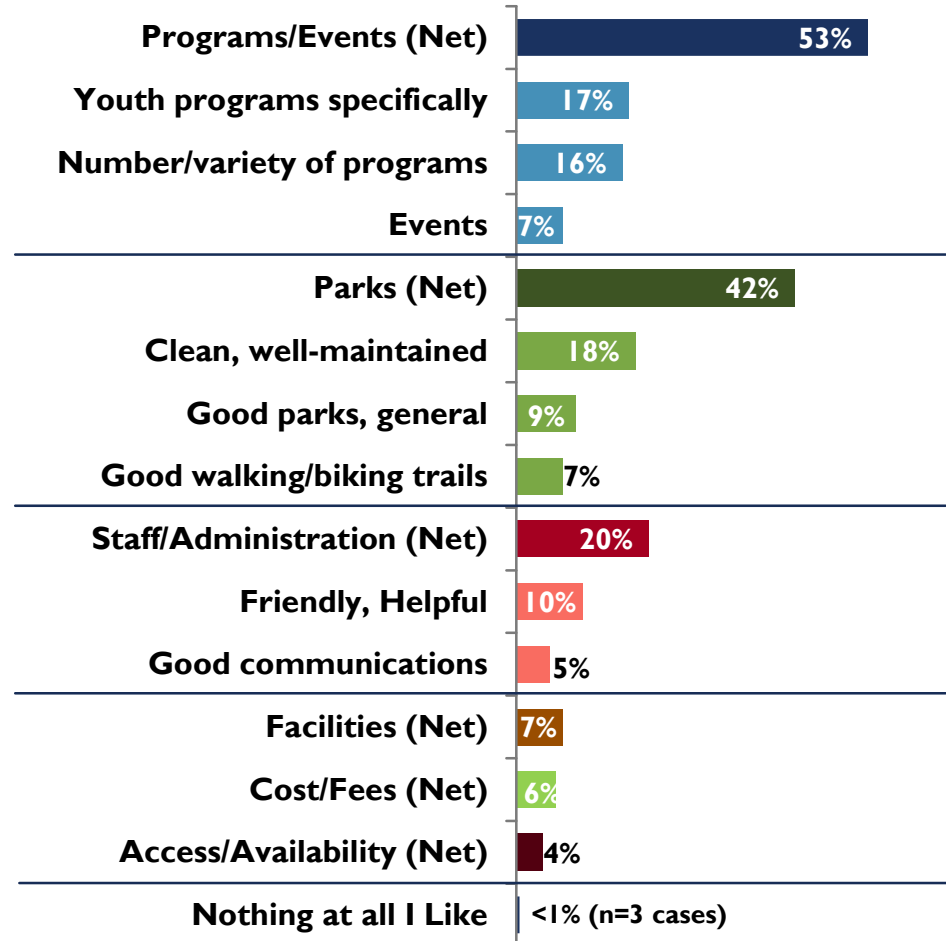
The District's Biggest Strengths Are Its Programs and Events, Followed Closely By Its Parks

Feedback on Batavia Park District Strengths?



n = 605

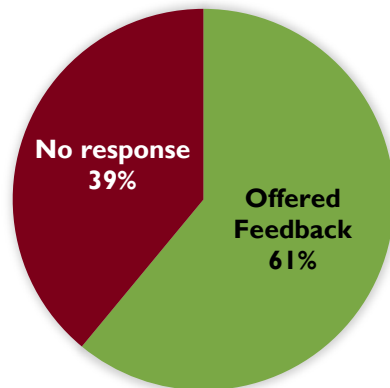
Top Strengths (open-ended)



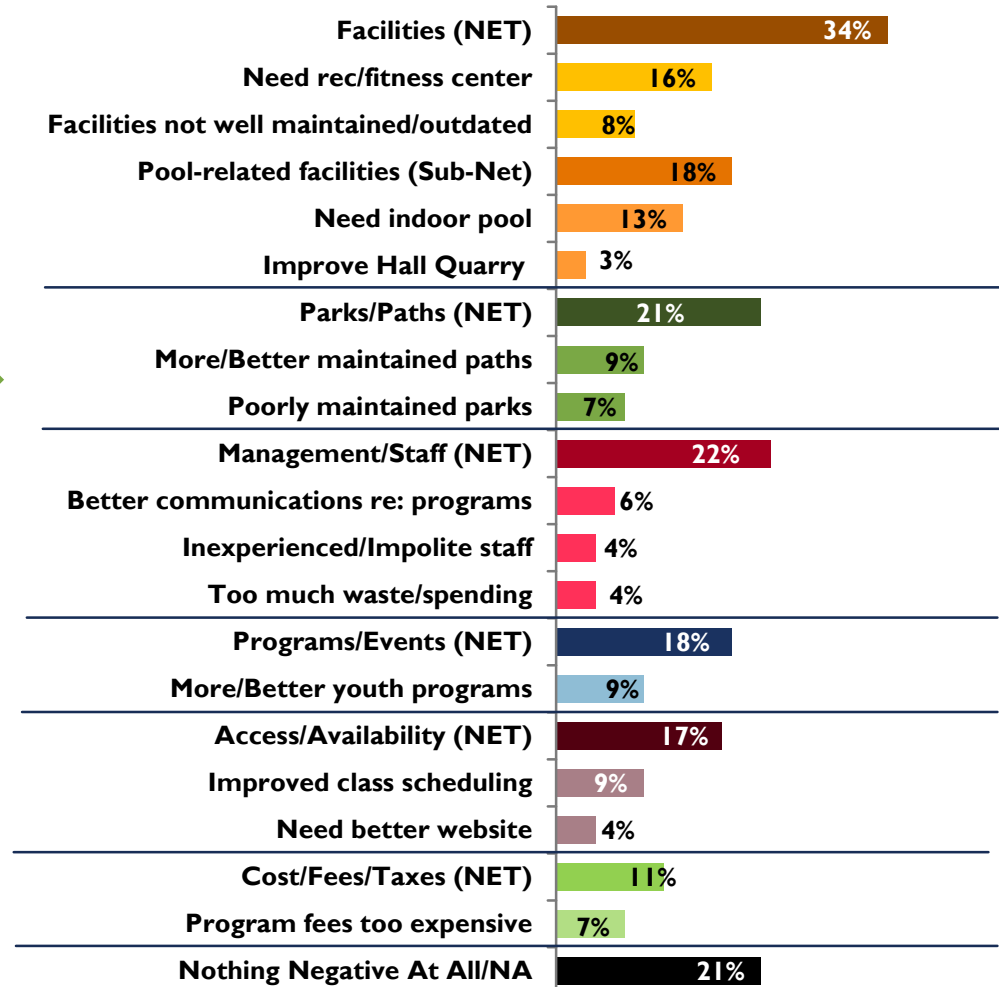
Among Those Offering Feedback on Dislikes/Suggested Improvements, Most Cite Facility Issues

Top Weaknesses/Improvement Opportunities

Weaknesses/Improvements Sought From Batavia Park District



n = 466



When Informed That BPD Represents 6% of Residents' Property Taxes, Its Value is Rated "Good" (But Not "Great") Overall.

Perceived Value of Batavia Park District Relative to Property Tax Share

Avg. (mean) Rating:

6.5

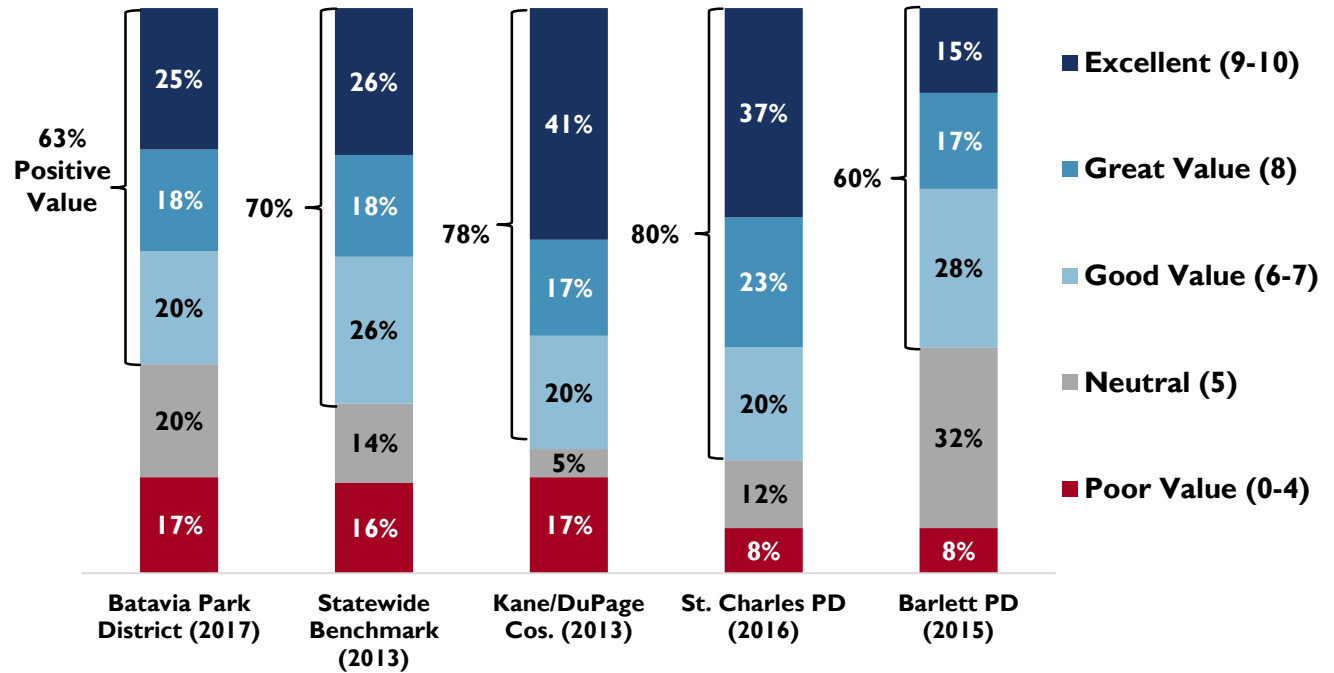
6.7

7.4

7.5

6.5

Q5. Approximately 6% of your property taxes goes to the Batavia Park District. Thinking about the programs, parks, facilities, and services that the Park District provides, please rate the overall value that it represents given its share of property taxes.



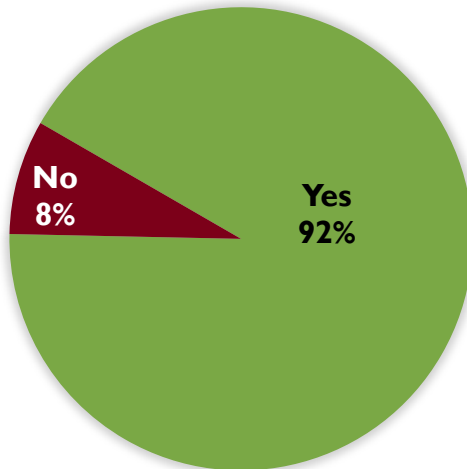
Nearly Half of Residents are Completely Satisfied with BPD Staff

Satisfaction with BPD Staff (n=585 respondents)



Virtually All Households Report Using BPD Parks and Facilities In The Past Year, Usually Riverwalk and Engstrom Park.

Used or Visited an Batavia Park District Park or Facility in Past 12 Months?



n = 700

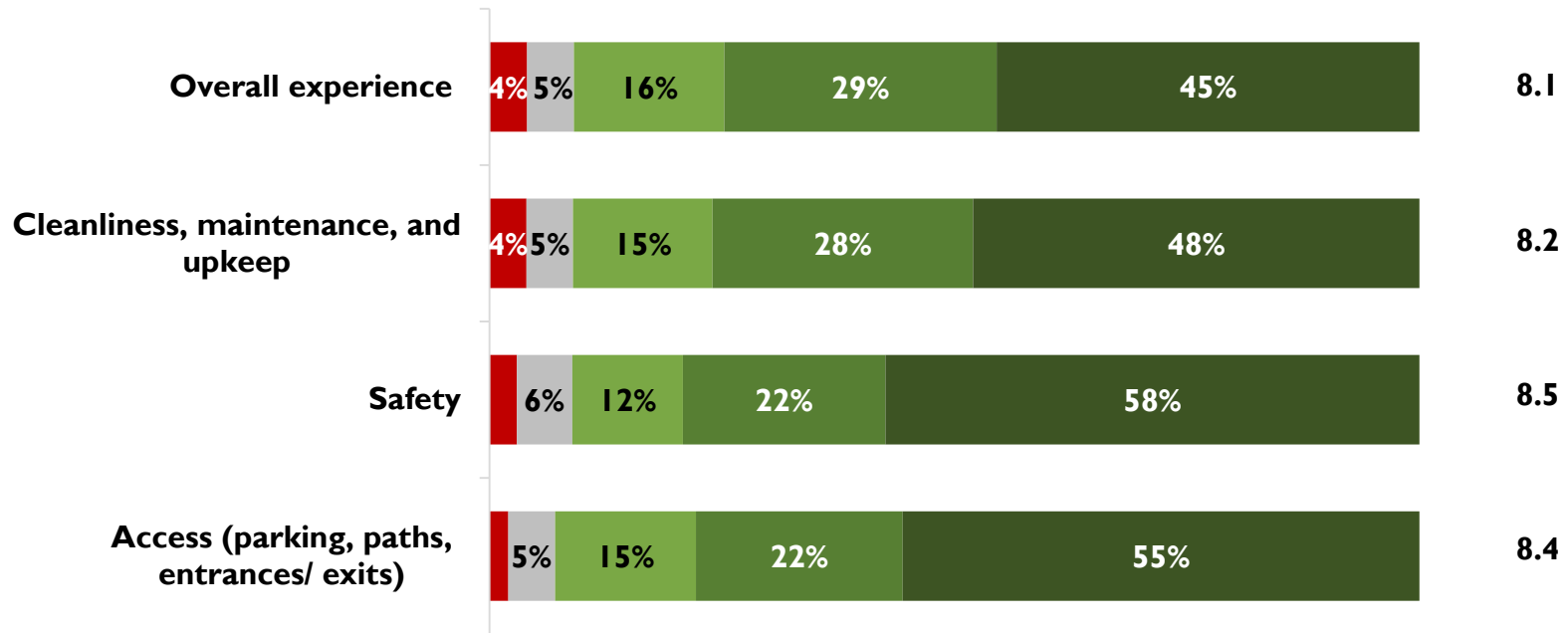
Visited or Used Facility/Park in Past 12 Months	% Reporting * (n=700)
Riverwalk	86%
Engstrom Family Park	46%
Big Woods Park	31%
Clark Island Recreation Area (inc. Blackard Skate-n-Bike Park and Woodard Field)	29%
West Main (inc. Bark Park, Disc Golf Course)	28%
Memorial Park	27%
Prairie Path Park	25%
Prairie and Lathem Park	18%
FACILITIES	
Peg Bond Center	39%
Hall Quarry Beach	35%
Batavia Depot Museum	26%
Eastside Community Center	25%
Civic Center	19%
Shannon Hall	14%
Lodge at Laurelwood Park	5%

* All others used/visited by fewer than 5% overall.

Satisfaction with BPD Parks and Facilities Exceeds BPD's Overall Esteem

Satisfaction with BPD Parks and Facilities
(n=709 recent users/visitors who responded)

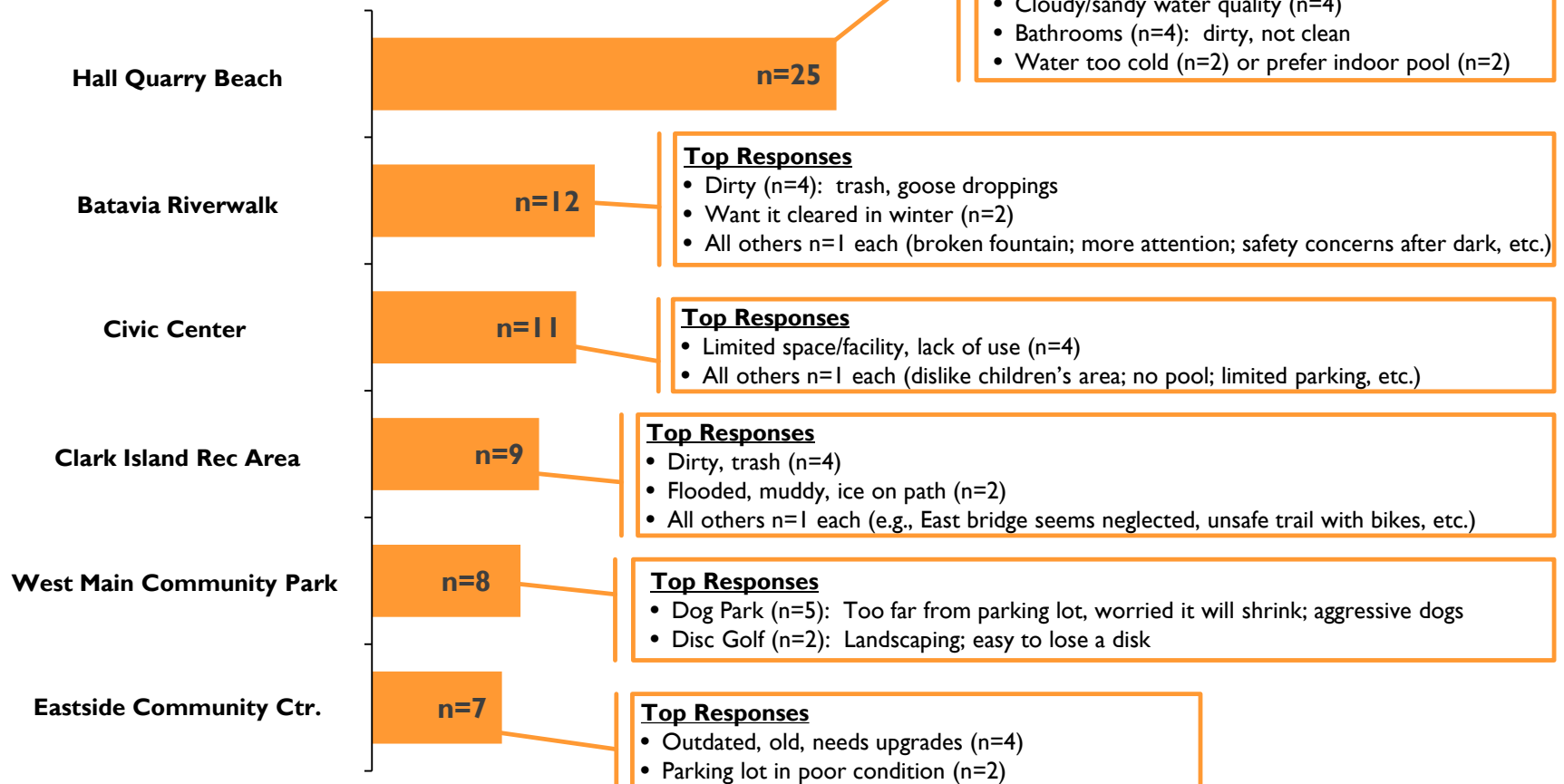
**Avg. (mean)
0-10 Rating**



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

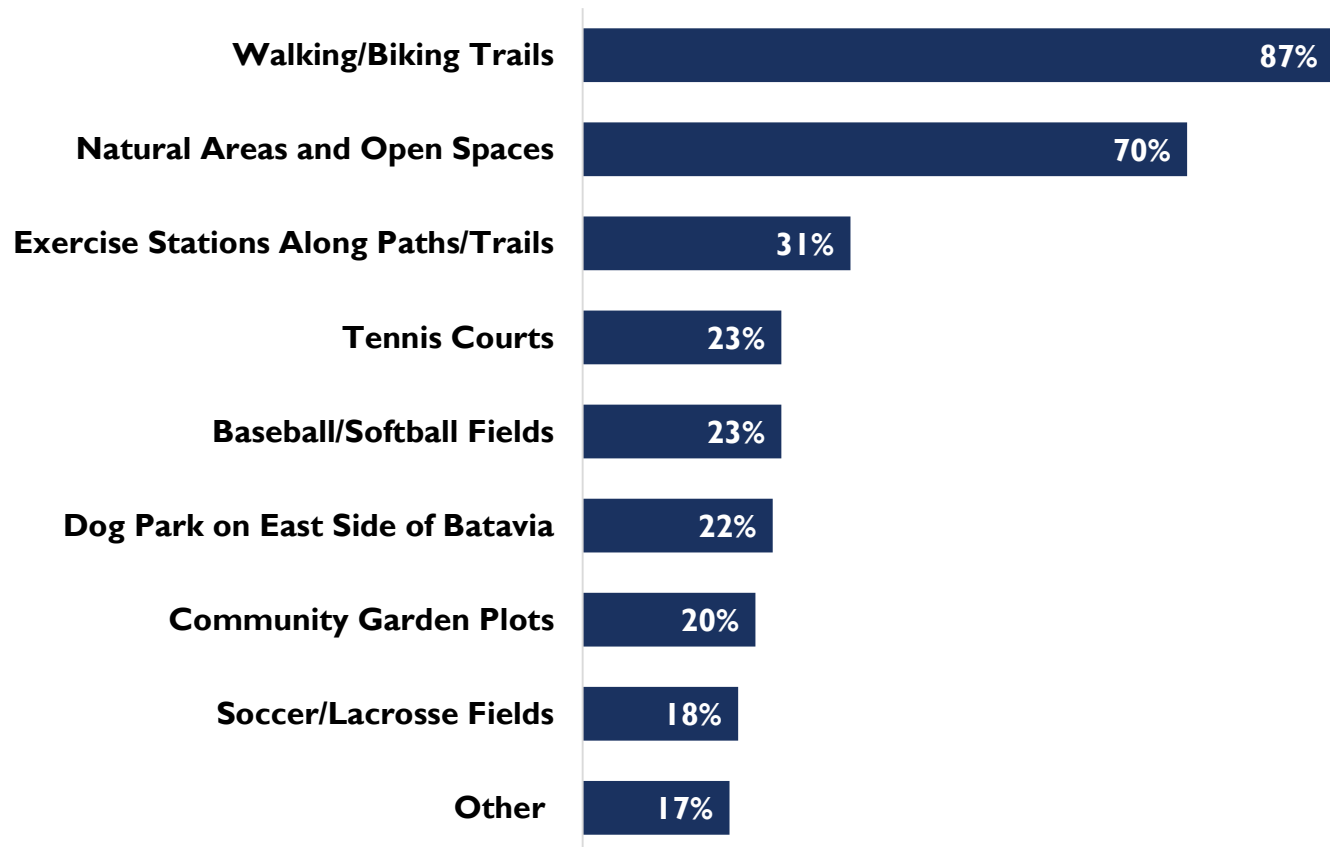
Roughly 13% Report Issues/Offer Suggestions For Specific BPD Parks, Facilities

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

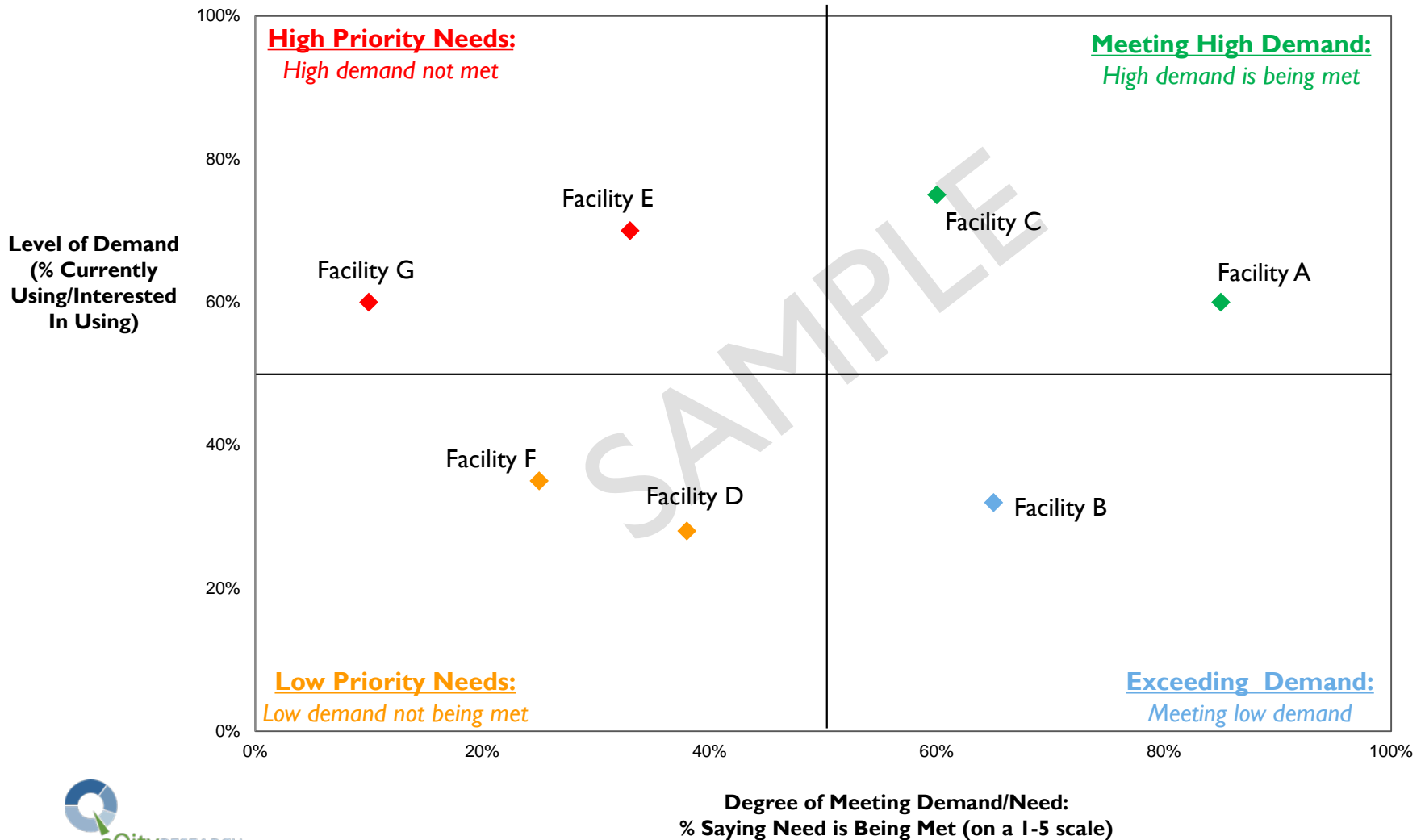


Trails and Open Space are Top Outdoor Recreational Needs

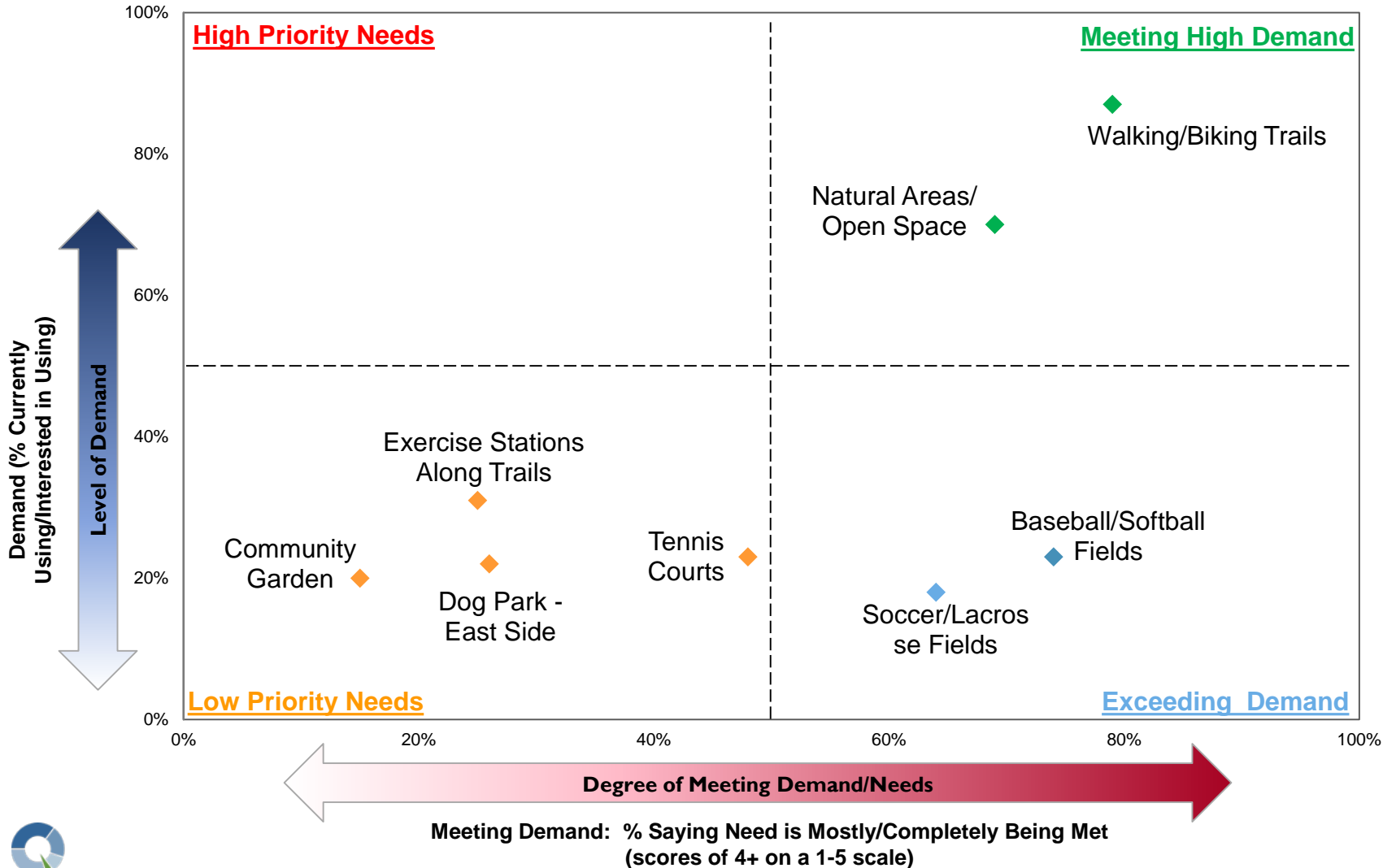
Outdoor Facilities of Interest/Need Among Residents (% “Yes”)



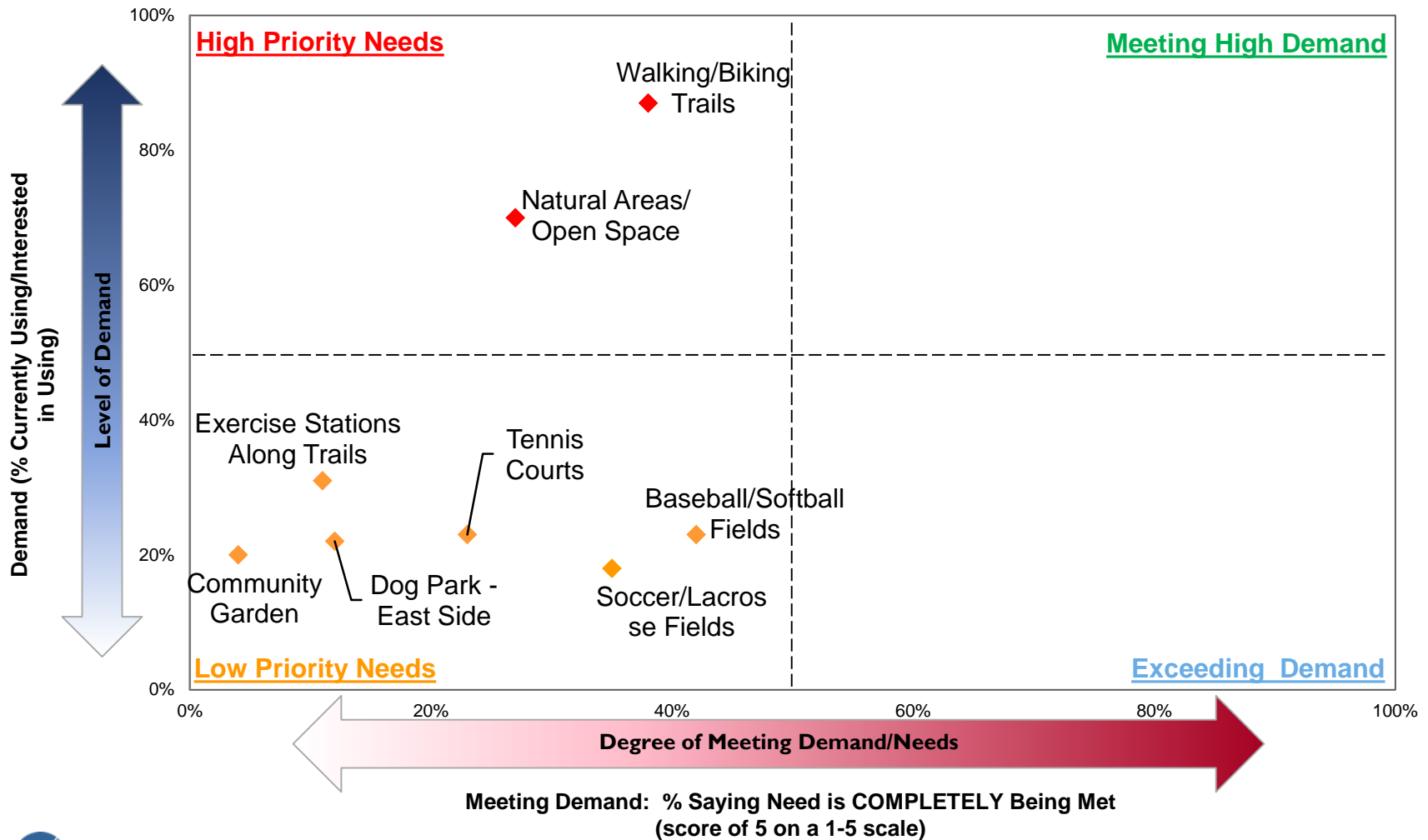
Quadrant Analysis: Determining if Demand for Facilities is Being Met



Based on Gap Analysis, Top Demands For Trails and Open Space Are Being Met. Exercise Stations Along Trails Are an Opportunity.

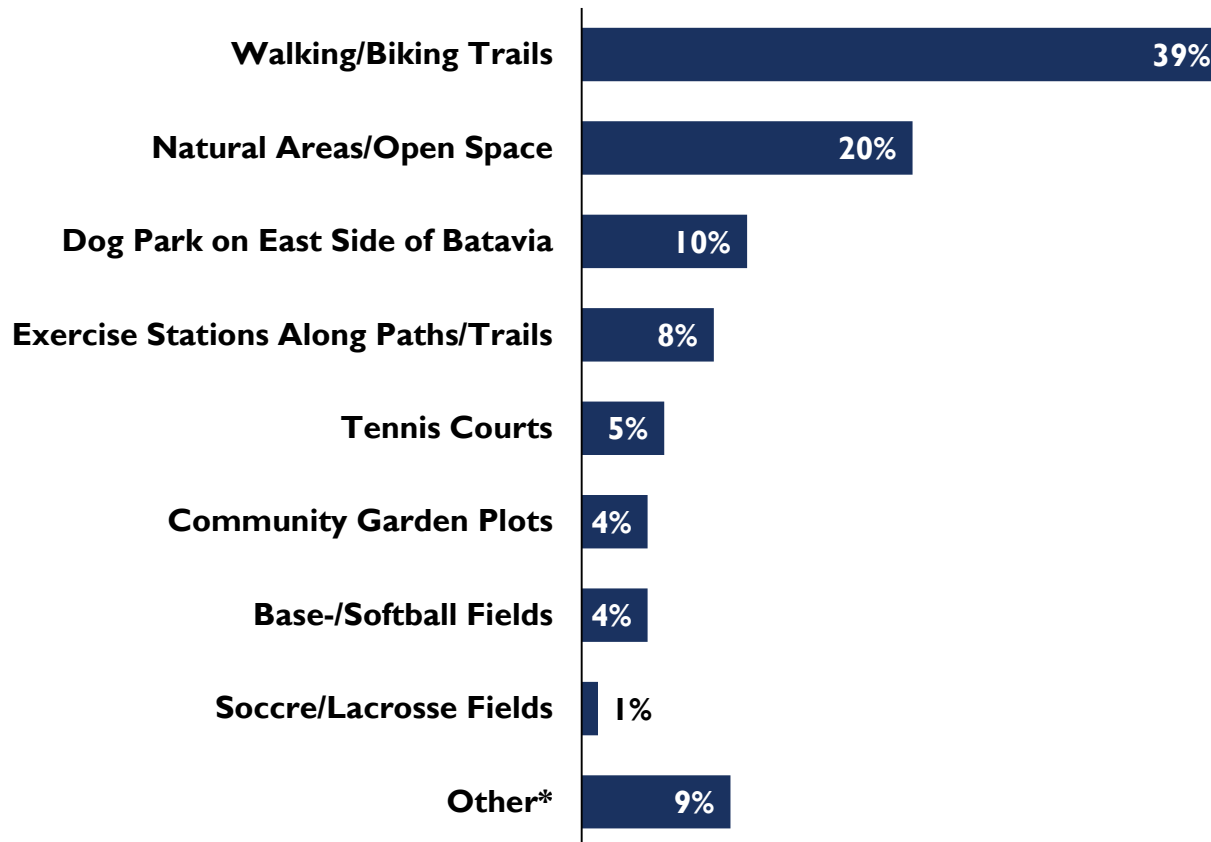


No Outdoor Need Is Seen as Being “Completely” Met; Those Interested in Trails and Sports Fields Are Close To Feeling That Way



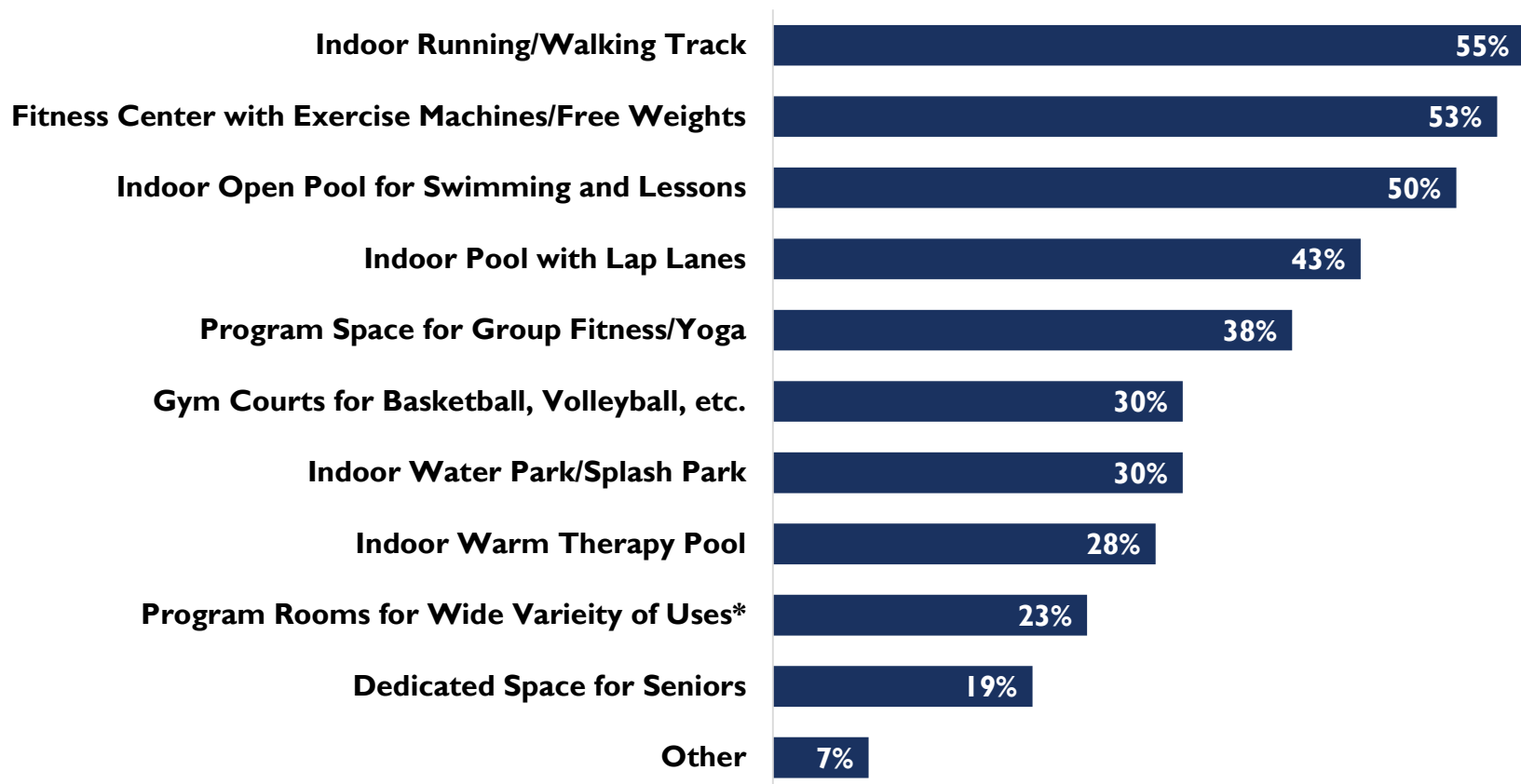
Likewise, The Single Top BPD Priority for Outdoor Recreation Is Usually Trails or Natural Areas

Top Priority: Most Important Outdoor Facility/Amenity For Batavia Park District To Provide/Expand/Improve

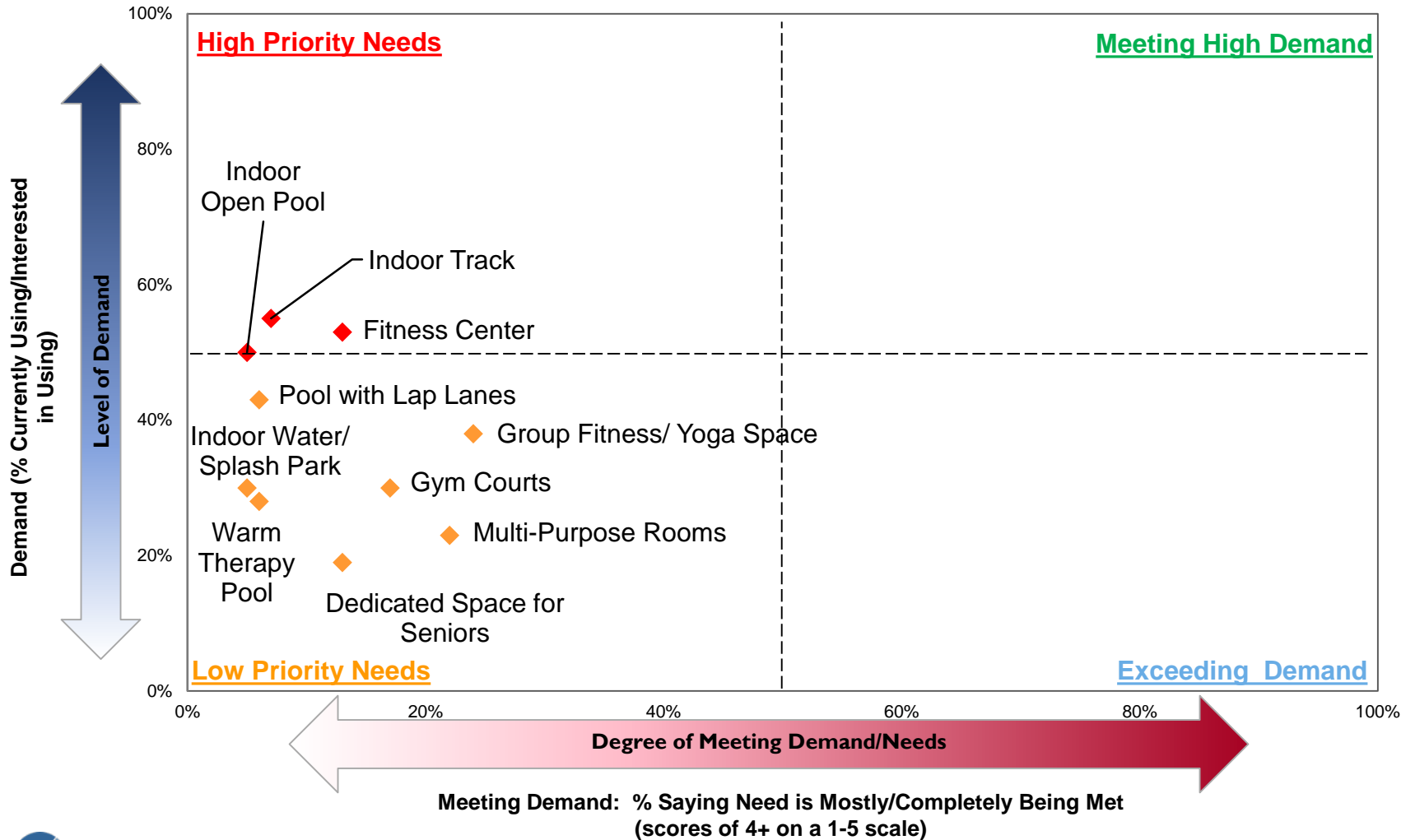


Regarding Indoor Facilities, At Least Half Express A Need/Interest in an Indoor Track, Fitness Center, And Indoor Open Pool

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

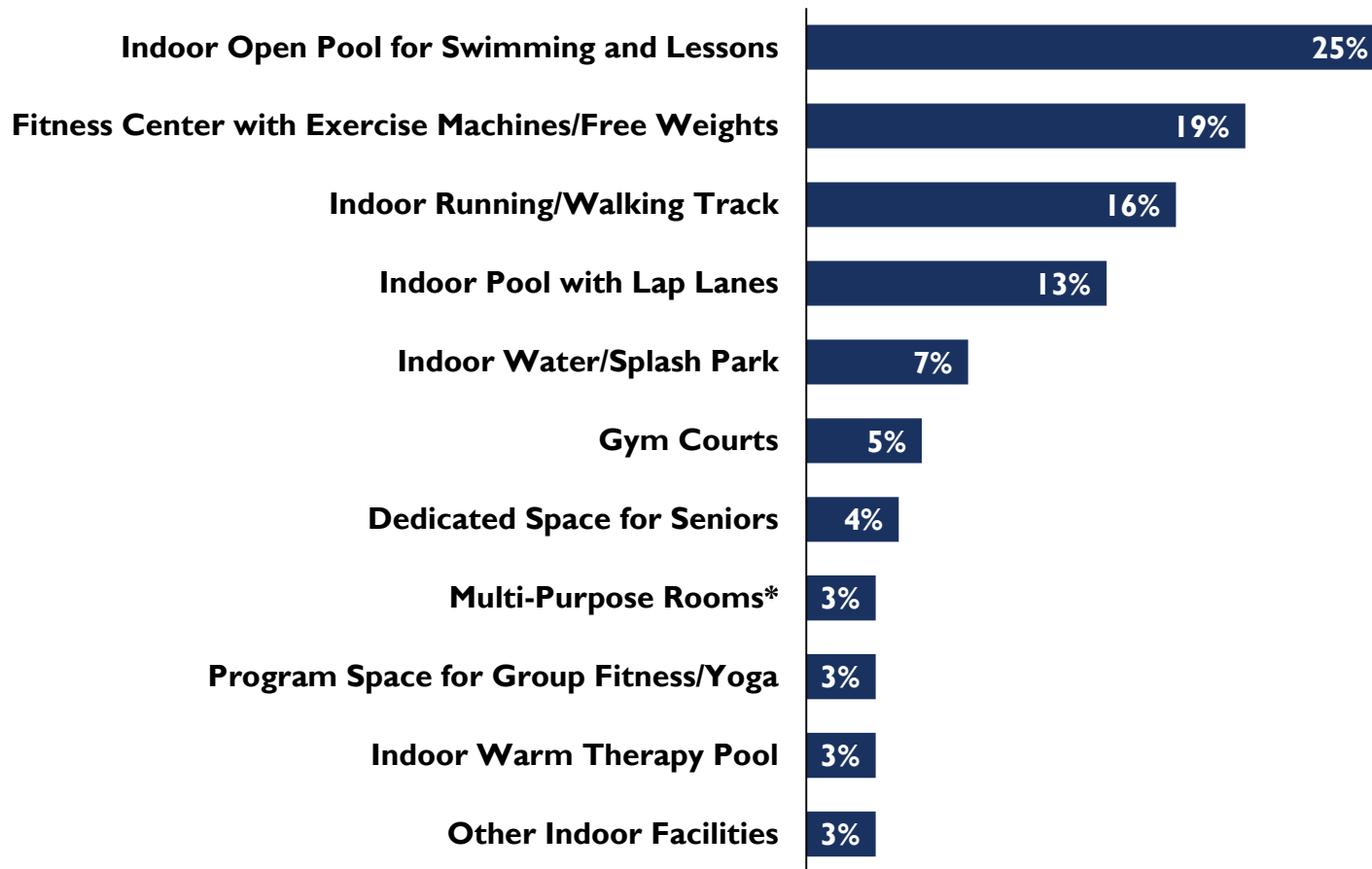


Biggest Indoor Facility “Gaps” Include Indoor Track, Fitness Center, and Open Pool



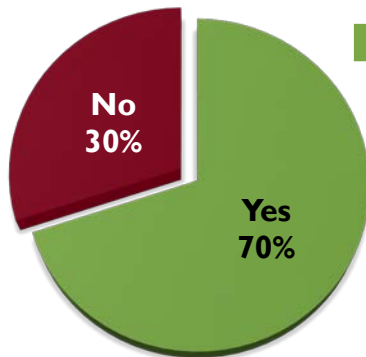
When Asked To Choose The Top Indoor Improvement, One In Four Cite a Need For Indoor Pool, Followed Closely by a Fitness Center and Track

Top Priority: Most Important Indoor Facility/Amenity For Batavia Park District To Provide/Expand/Improve

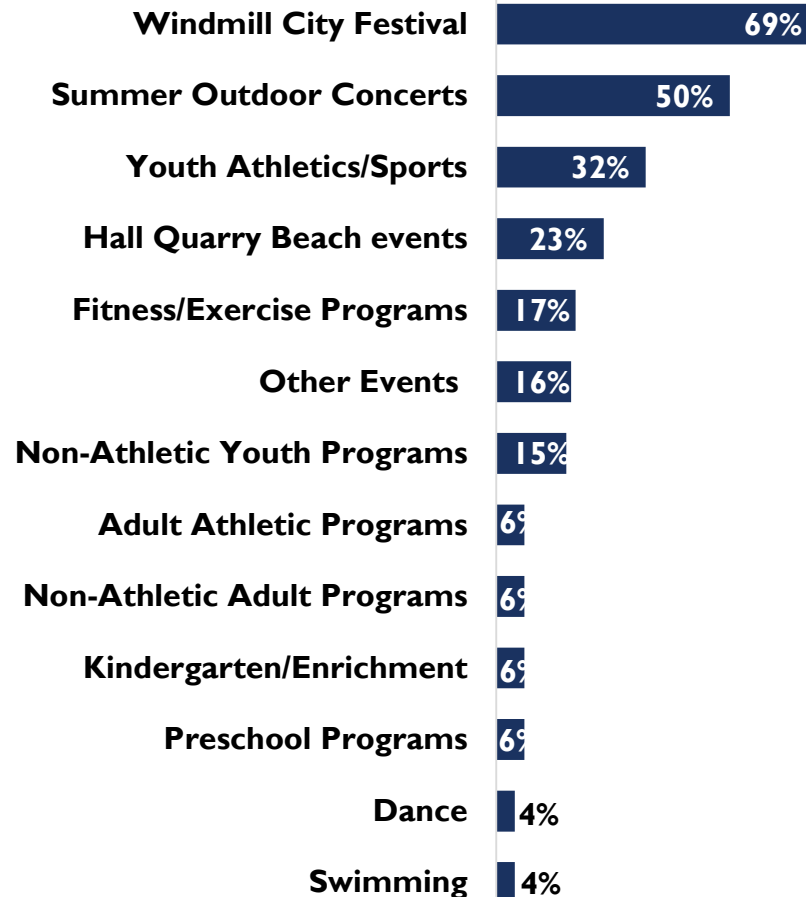


Most Households Took Park In Recent BPD Event/Program; Windmill City Festival and Summer Concerts Are Most Popular

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

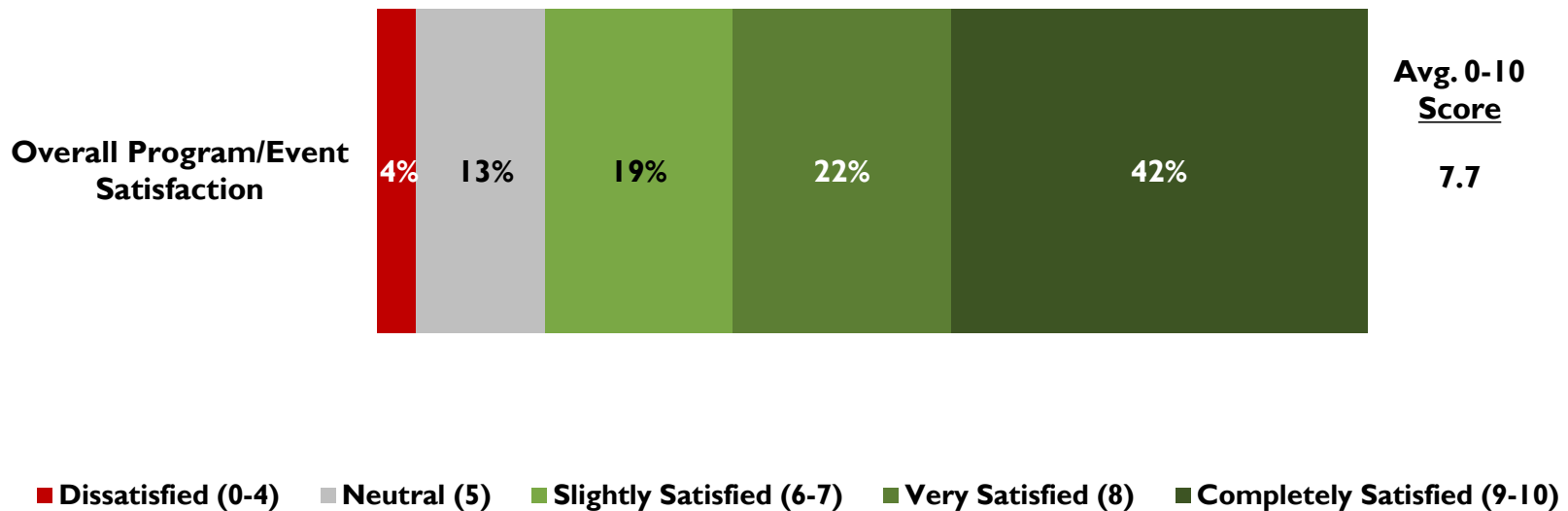


Top Responses:
Recent Program/ Event Participation



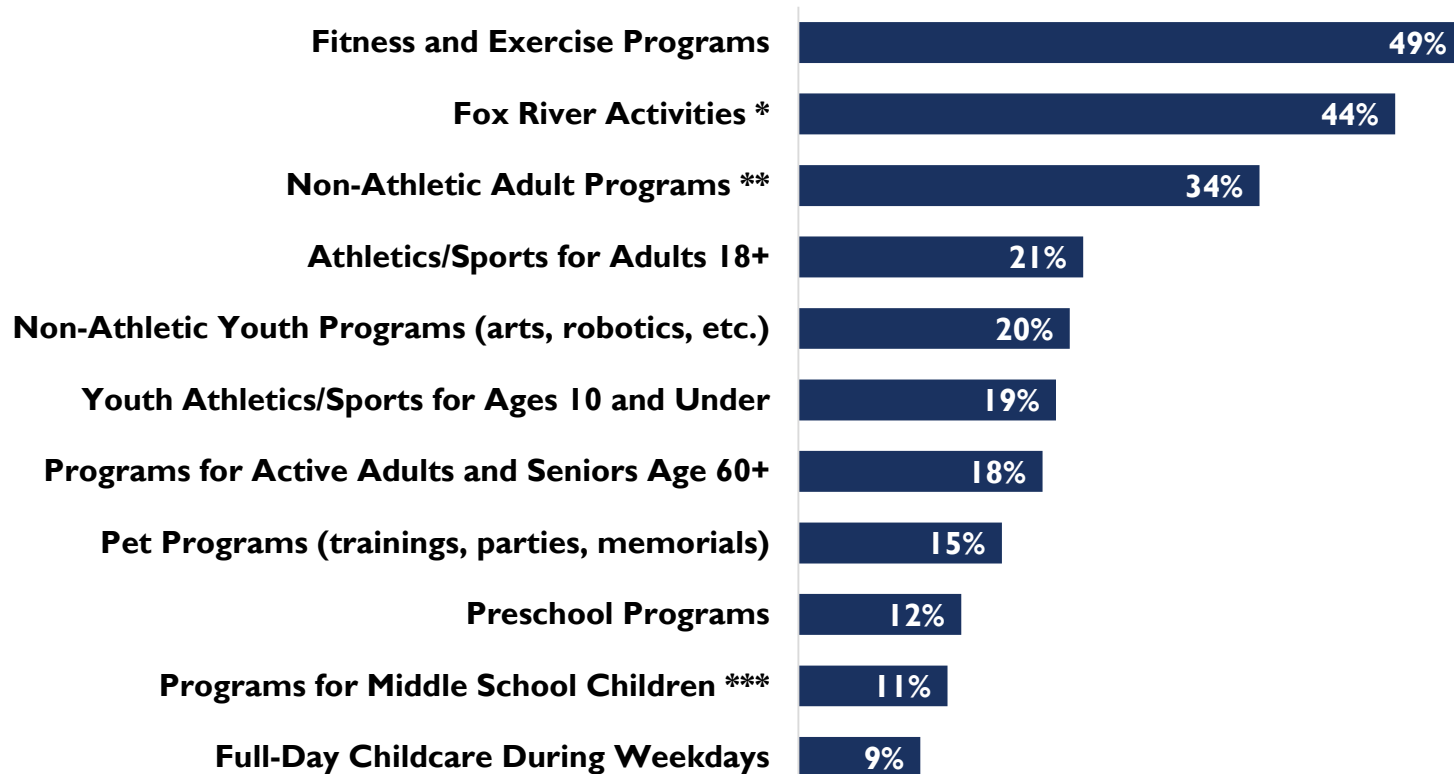
BPD Event/Program Participants Are Very Satisfied

**Satisfaction with Batavia Park District Programs and Events
(n=556 recent program/event participants)**



Nearly Half Express Interest in Fitness Programs and Activities on the River. At Least a Third Seek More Adult Programming

Programs/Events of Interest/Need Among Residents (% “Yes”)



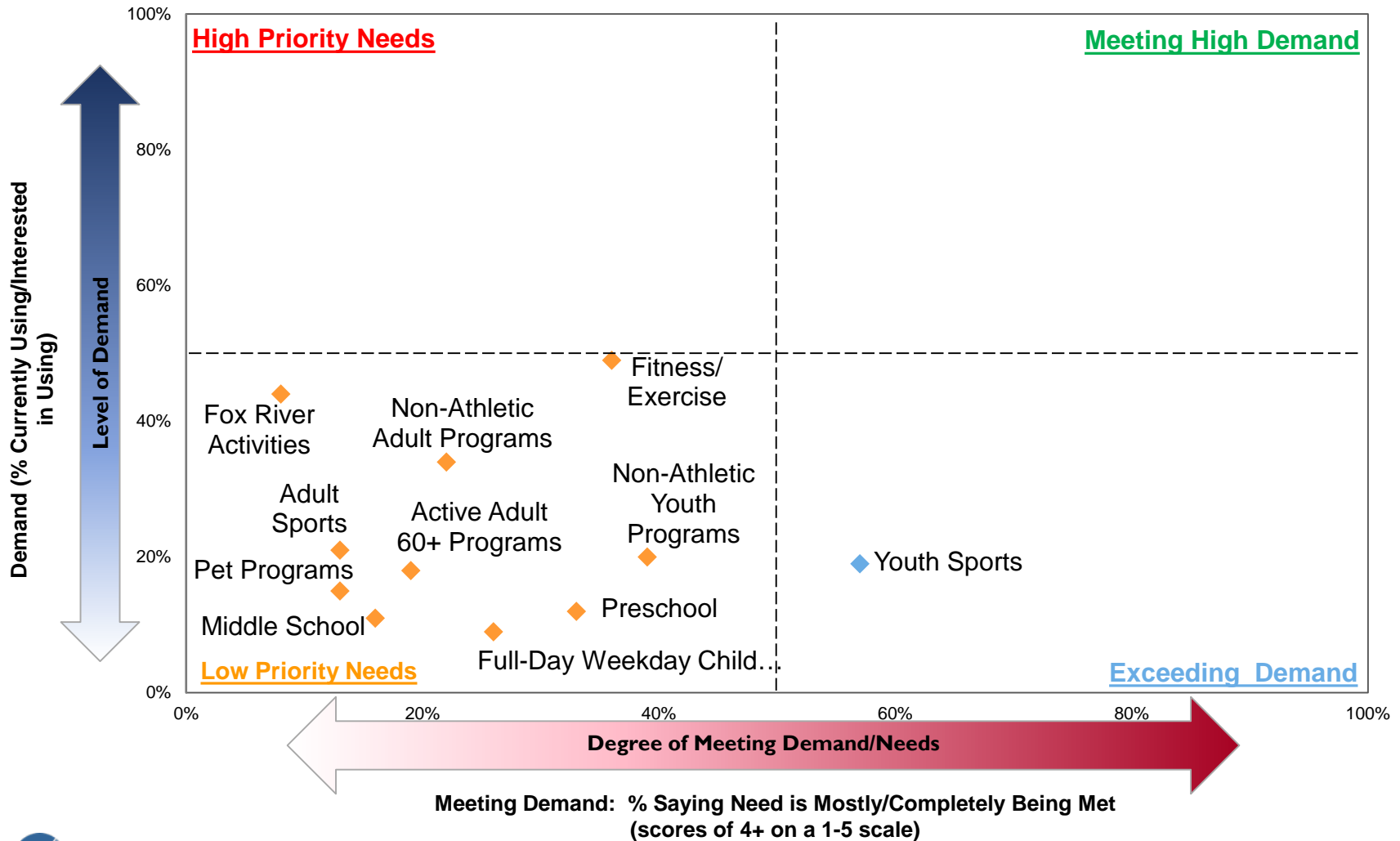
Q21. Which of the following recreational programs or activities do you or your household have a need or interest in?

* (kayak/paddleboard lessons or rentals, etc.)

** (cooking, crafts/hobbies, dance, day trips, etc.)

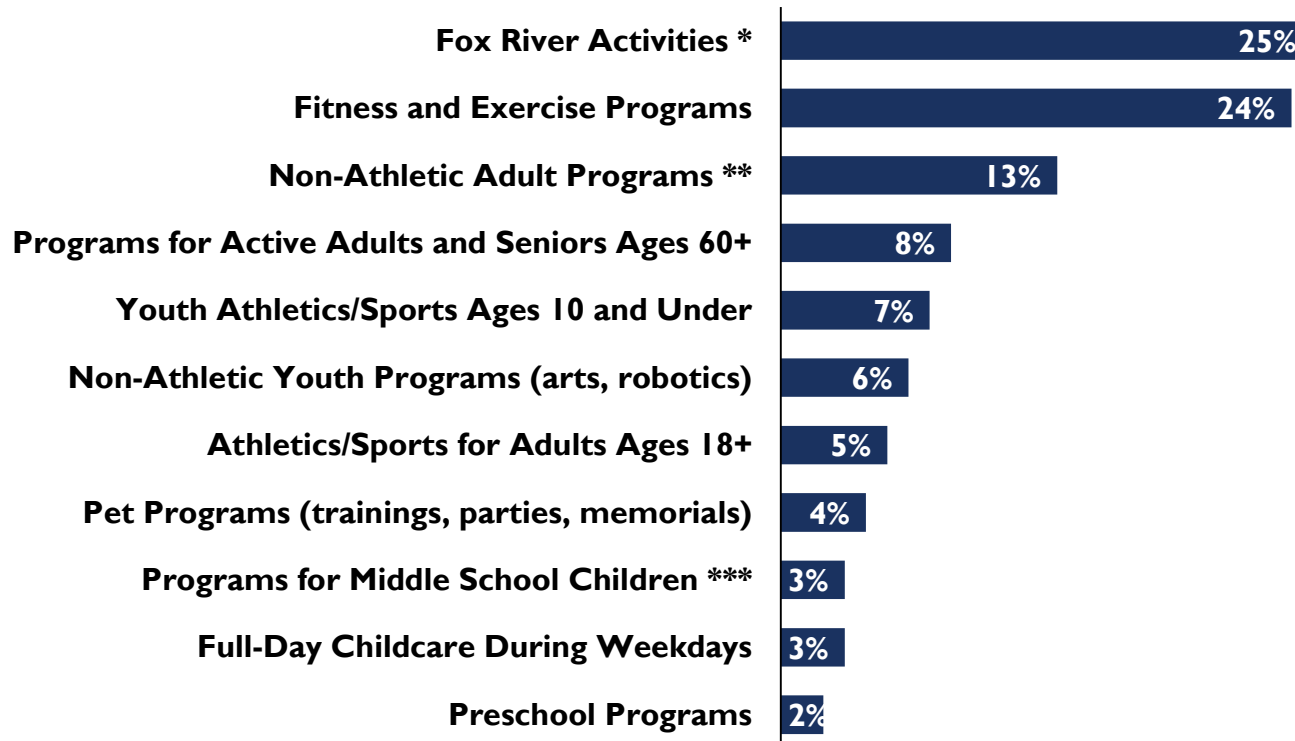
*** (summer camp, before-/after-school programs)

Demand for Youth Programs In General Appears To Be Well Met; More is Sought for Adults, Fitness, and River Activities



The Top Programming Opportunities (Single Choice) for the BPD Are River Activities and Fitness-Related, Followed by Programs for Adults

Top Priority: Most Important Program/Event For Batavia Park District To Provide/Expand/Improve



Q23. Which of those programs/activities do you think should be a top priority for the Park District to provide, add, or improve?

* (kayak/paddleboard lessons or rentals, etc.)

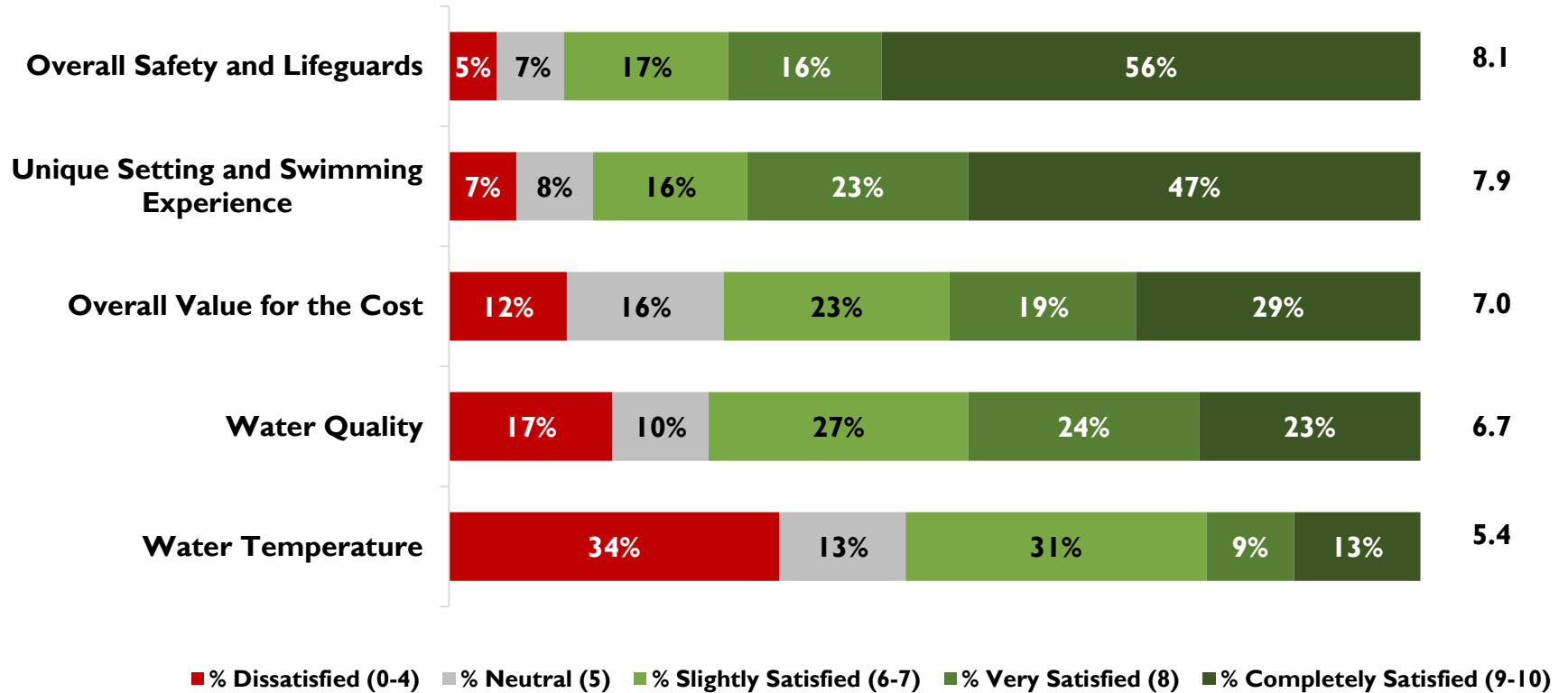
** (cooking, crafts/hobbies, dance, day trips, etc.)

*** (summer camp, before-/after-school programs)

Hall Quarry Beach Visitors Are Very Satisfied With Overall Safety and Unique Facility

Satisfaction with Hall Quarry Beach
(n=334 who responded)

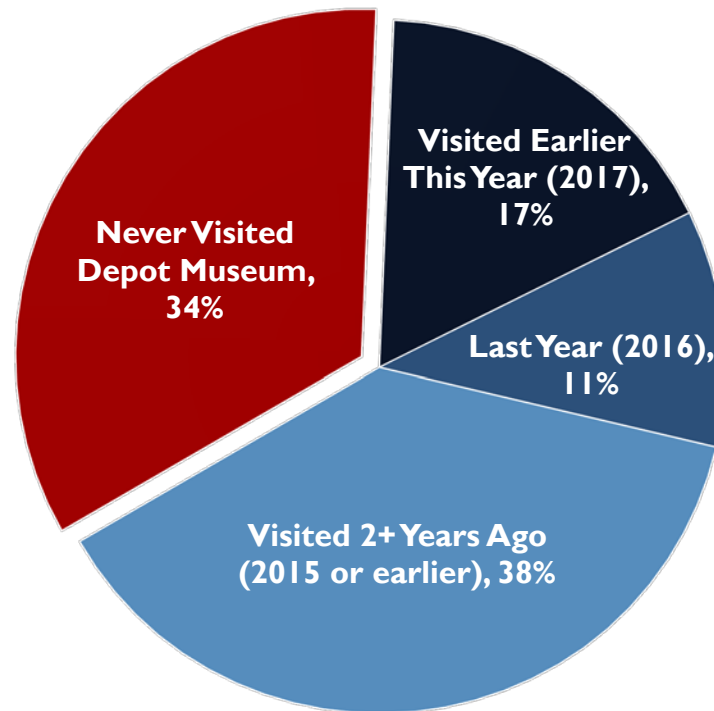
**Avg. (mean)
0-10 Rating**



Q27. Thinking about your recent visits to Hall Quarry Beach, please rate your satisfaction with each of the following: (0-10 scale)

Just Over a Quarter of BPD Households Report Visiting Depot Museum in Past Two Years; One in Three Have Never Visited

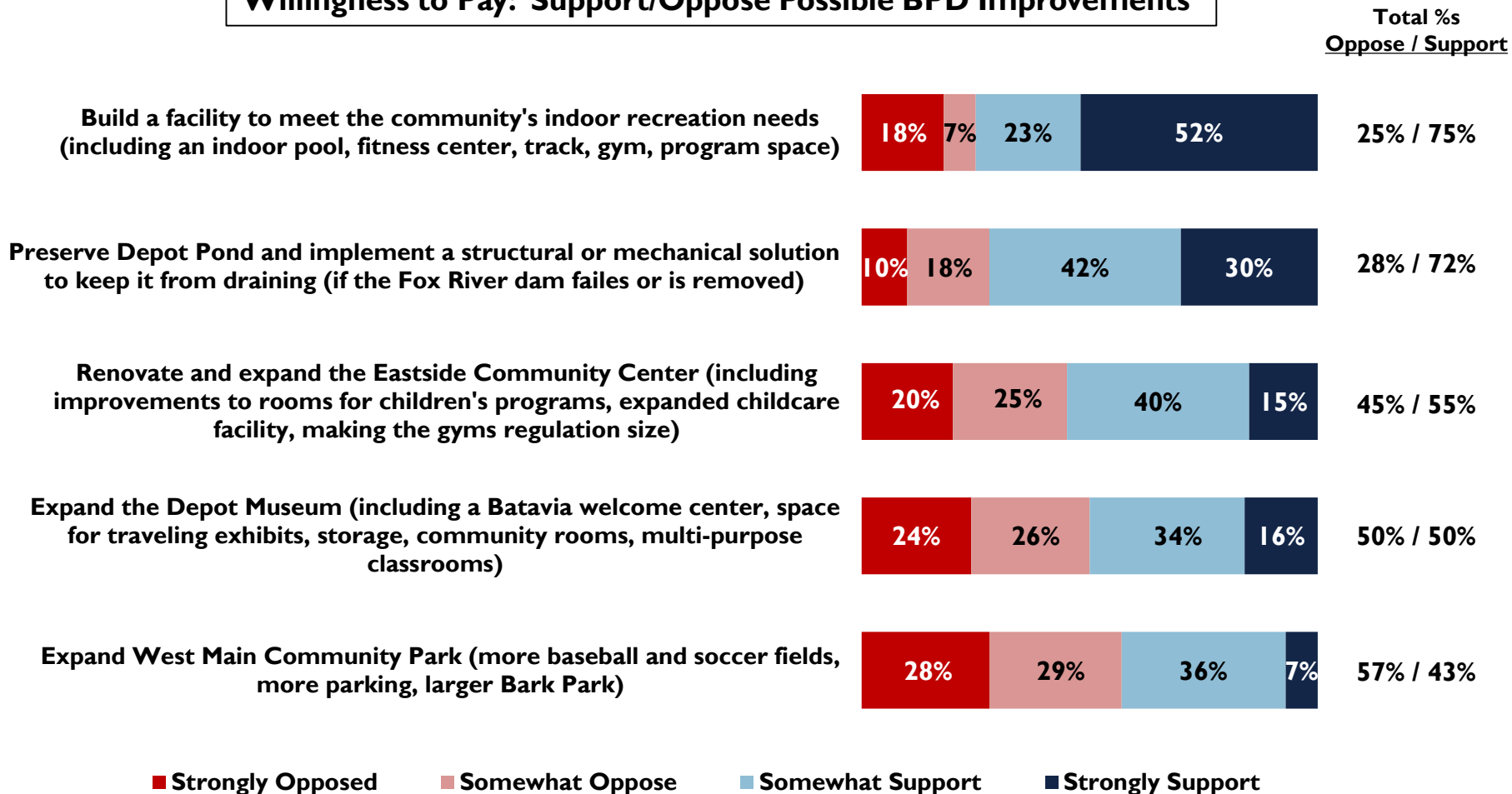
Depot Museum Visits



Q30. When were you last inside the Depot Museum?

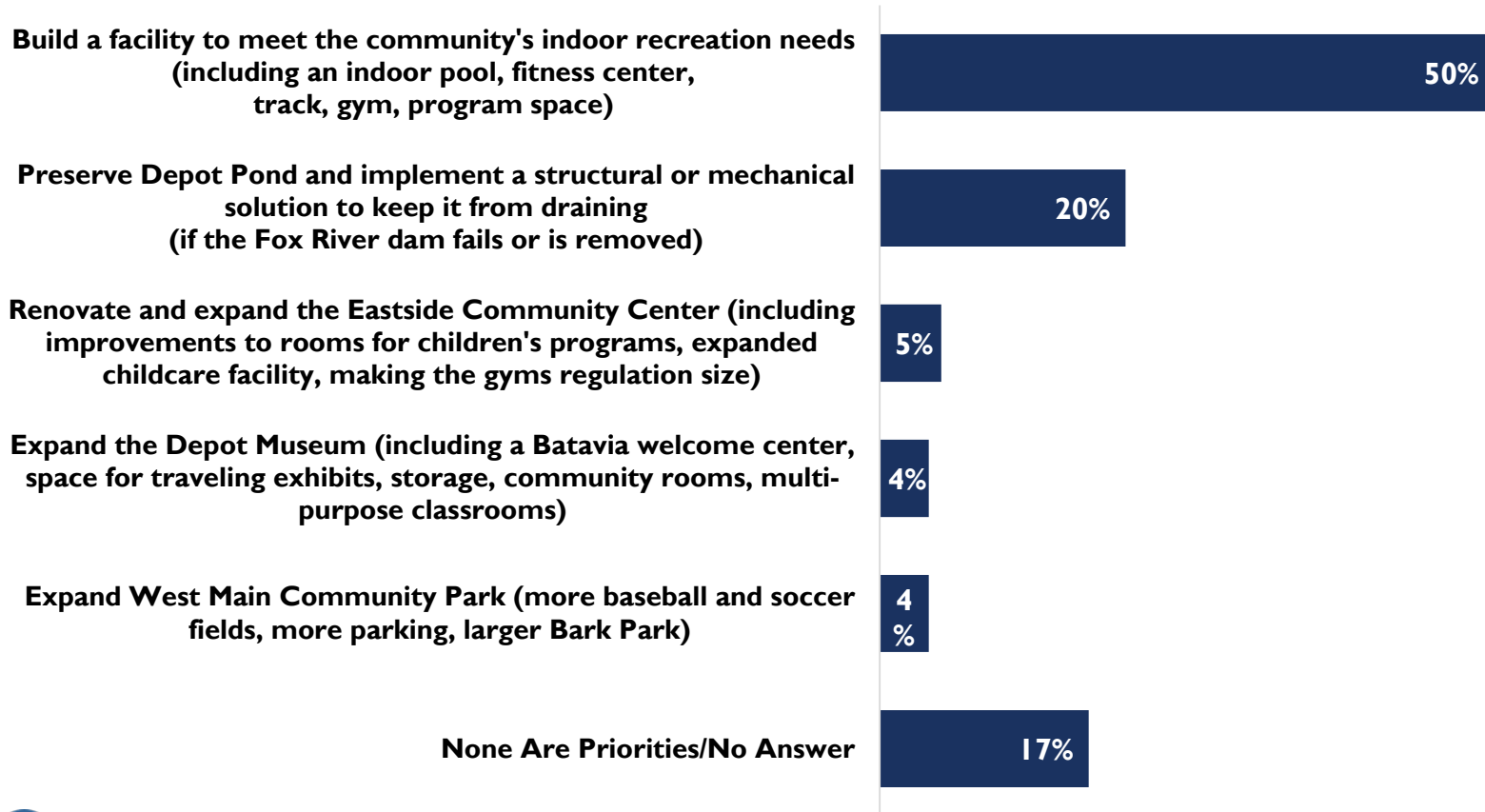
Strong Support for Indoor Rec Center and Keeping Depot Pond; Residents Are Divided on Other Improvements

Willingness to Pay: Support/Oppose Possible BPD Improvements



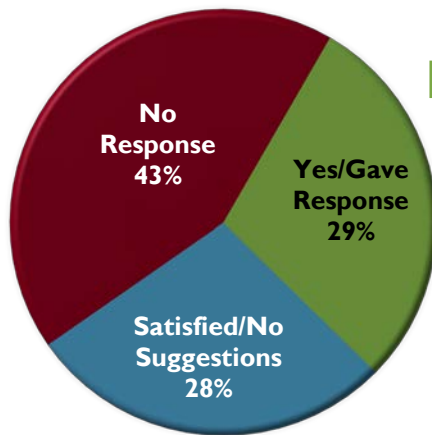
Single Top Priority for BPD is Indoor Pool, With Depot Pond Improvements A Distant Second

Potential Improvements Considered
“Top Priority” (multiple responses)



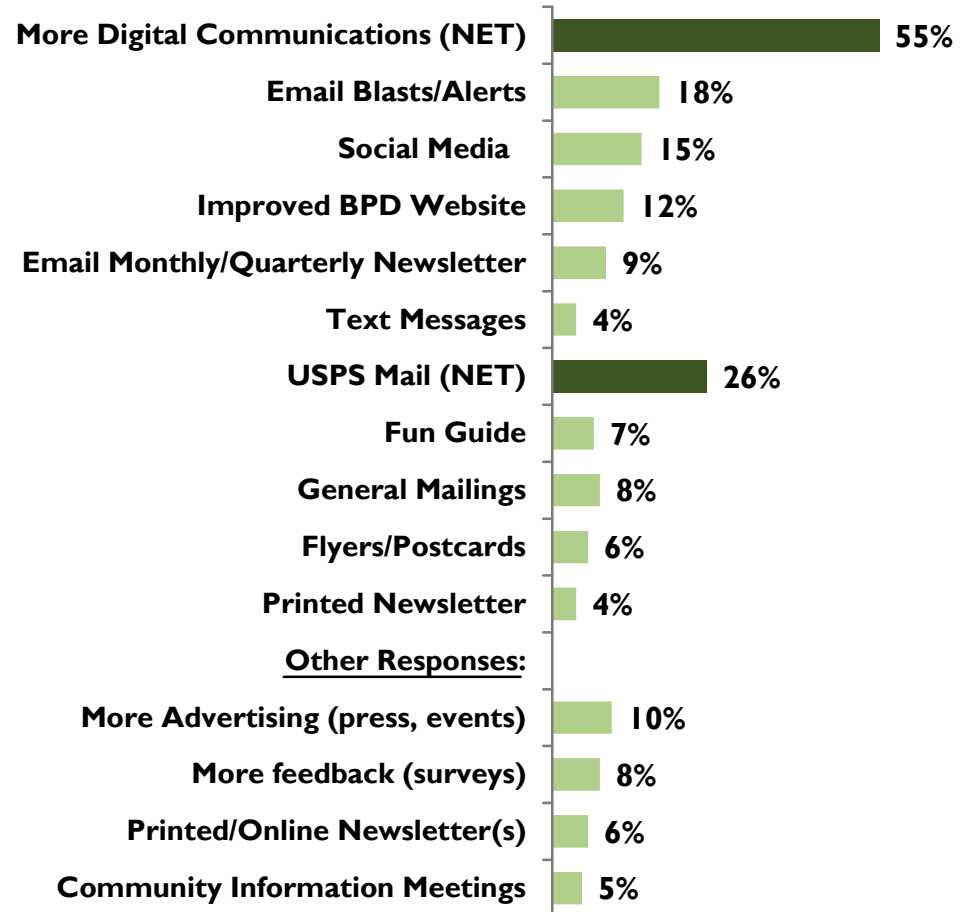
Few Offered Suggestions For Improved BPD Communications; Those Who Did Clearly Prefer More/Improved Digital Information

Suggested Improvements for BPD Communications?



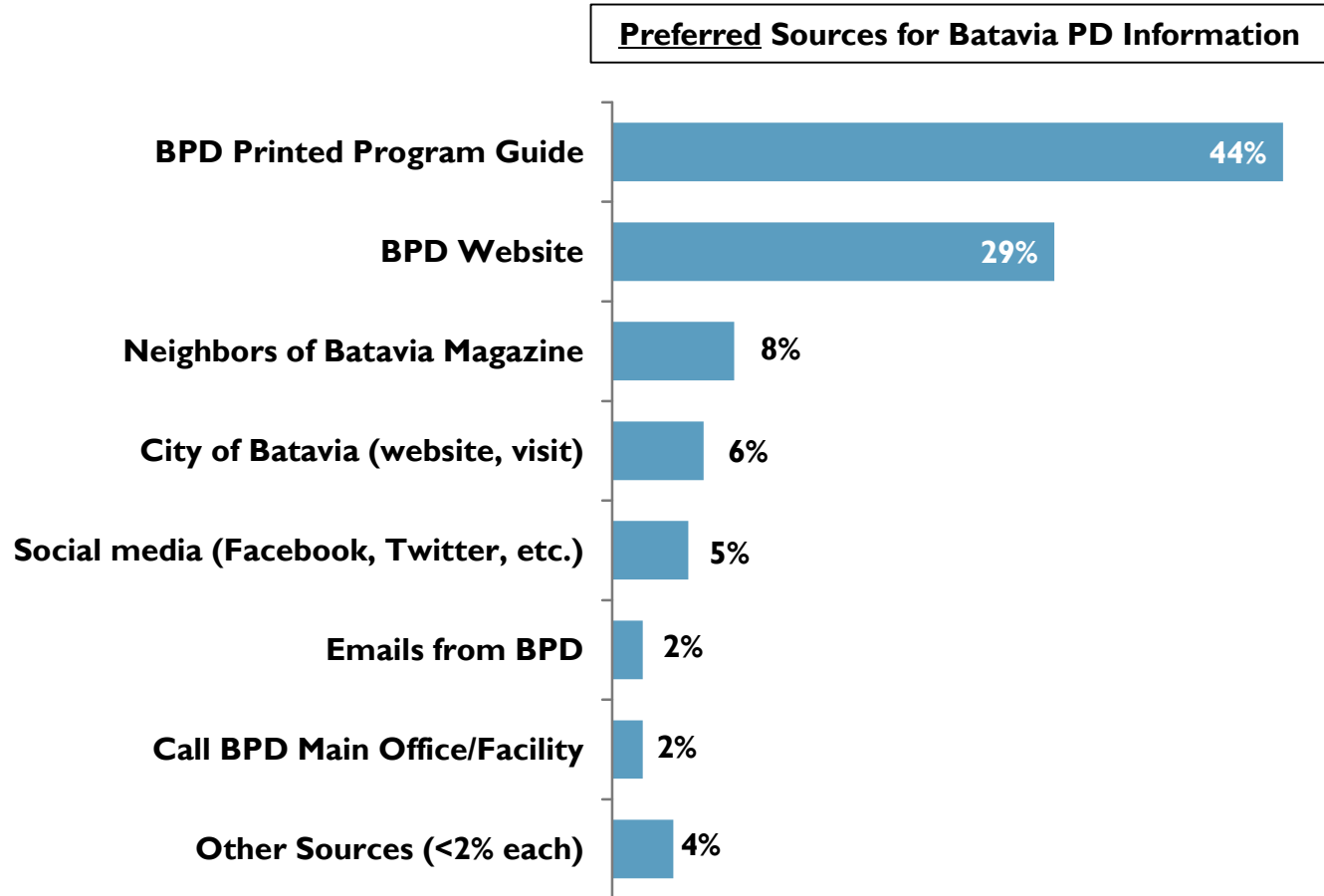
n = 218

Most Frequent Suggestions for BPD Communications (n=218 respondents)



Q32. How could the Park District improve its communication efforts? (multiple open-ended responses)

A Majority Seek BPD Information From The Program Guide (69%) and Website (58%), But The Program Guide is Their “Go-To” Source for Info



Q34. What is your preferred source of information about the Batavia Park District?