



October 14, 2019

Greetings Residents,

The Schaumburg Park District is committed to serving our community by providing recreation and leisure opportunities that meet your needs and expectations. There's no better gauge for how we serve residents than hearing it directly from you. In addition to regularly soliciting your feedback through our digital channels, phone calls and "point of" surveys; the District periodically undertakes a formal analysis of how we serve you. The most recent Citizen Attitude and Interest Survey was conducted by ETC Institute, an independent company that specializes in asking park district residents for opinions of leisure services in their community. Results are statistically compiled to tell the District's elected officials and staff how residents regard SPD's programs, facilities and services. The survey delves in to your experiences with the Schaumburg Park District, what you enjoy, and the services and facilities you would like enhanced.

Thank you to those who participated in the survey. Your feedback is how we maintain an award winning, distinguished agency. Results are used to develop the District's Comprehensive Master Plan, a five-year-forward guide to our operations. For example, when the last citizen survey indicated residents wanted us to reinvest in the Community Recreation Center, it was incorporated into the Master Plan and we've made significant renovations at that facility.

We're pleased with what you told us. The District is consistently rated higher than national and Illinois benchmarks in many important areas including usage and conditions of parks, number of residents who participate, and the quality of programs. Some highlights include:

- 94 percent of households rated Park District parks as "excellent" or "good".
- 78 percent of respondents indicated they were "very satisfied" or "somewhat satisfied" with the overall value their household receives from the Park District.
- 59 percent of households indicate the Park District is the organization used the most for indoor and outdoor recreation activities.
- 45 percent of households indicated that they had participated in a Park District program in the past 12 months, 13 percent higher than the national average of 32 percent.

ETC concluded from the results that the residents our currently putting a priority on indoor fitness and exercise facilities; walking and biking trails; and fitness and wellness programs. We love to give people of all ages the opportunity to be active; whether it be inside or outside, these priorities will be central to our focus moving forward.

A more in-depth synopsis of the results is available on [parkfun.com](http://parkfun.com).

Thank you again for helping shape the future of the Schaumburg Park District.

Your fellow Schaumburg resident,

Tony LaFrenere