



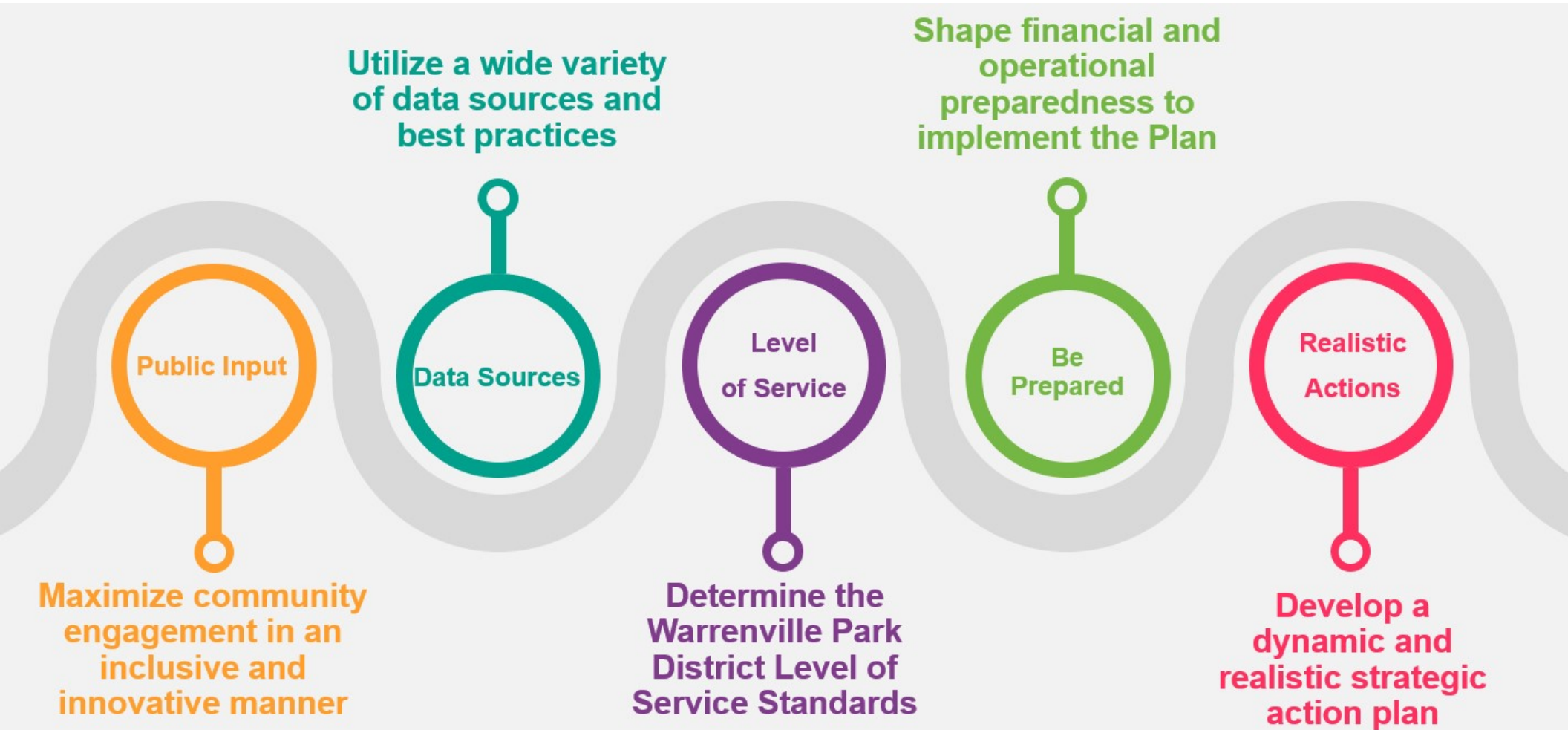
Findings Presentation

Warrenville Park District



Introduction

- Findings
- Visioning Workshop
- Strategies Development
 - Parks & Trails
 - Programs, Events & Facilities
 - Maintenance & Operations
 - Funding & Marketing
- Big Moves
- What's Next?



Demographics & Trends

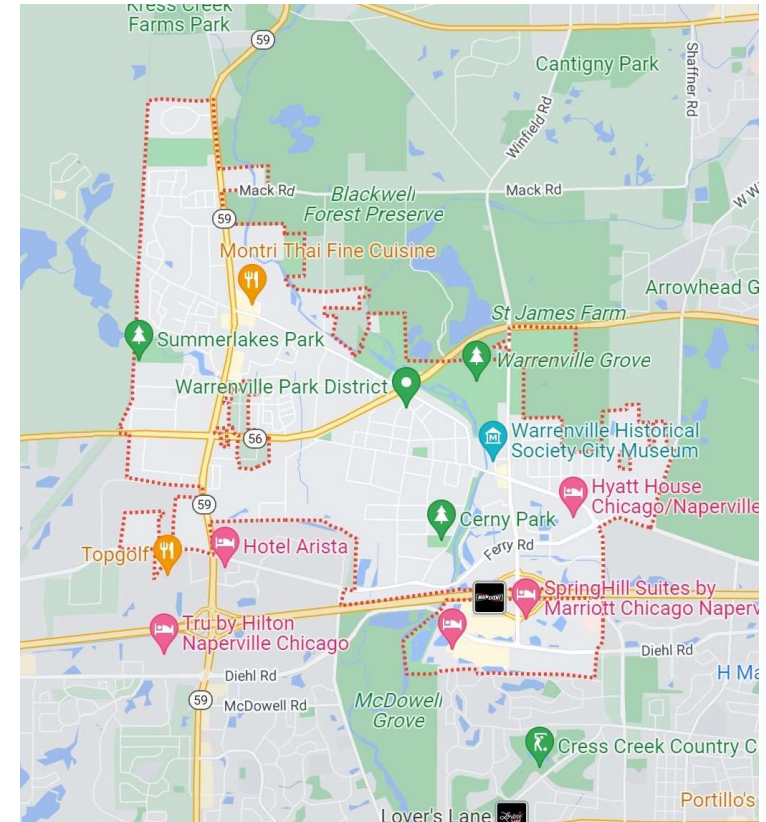


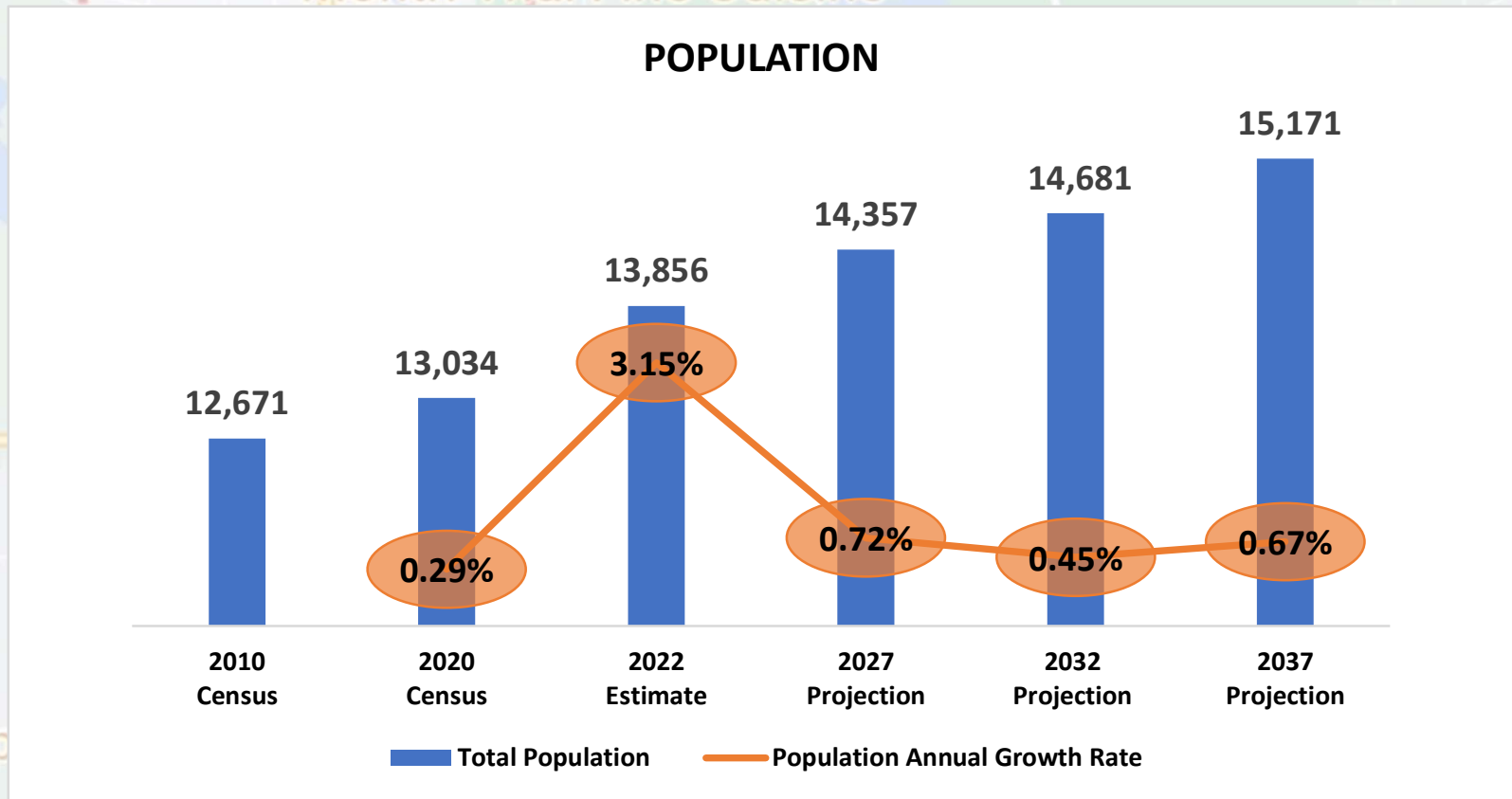


74% of Warrenville residents live within a 10-minute walk of a park. National Average 55%

Demographic Overview

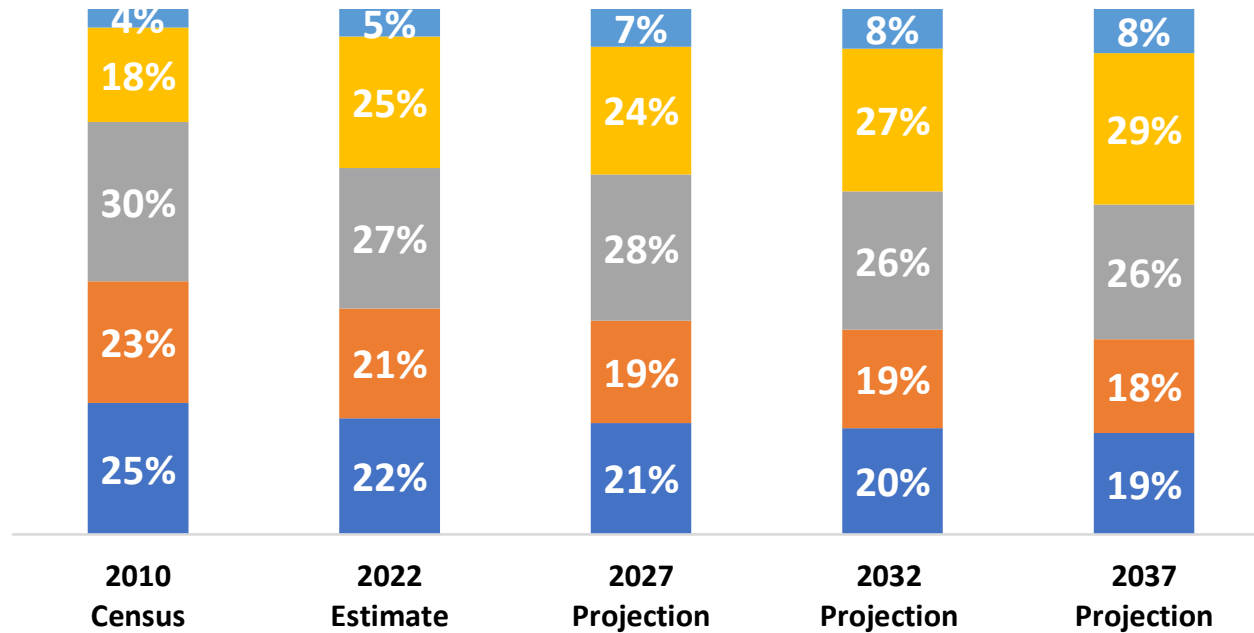
- Warrenville Park District boundaries were utilized for demographic analysis
- Data sourced from Environmental Systems Research Institute, Inc. (ESRI)





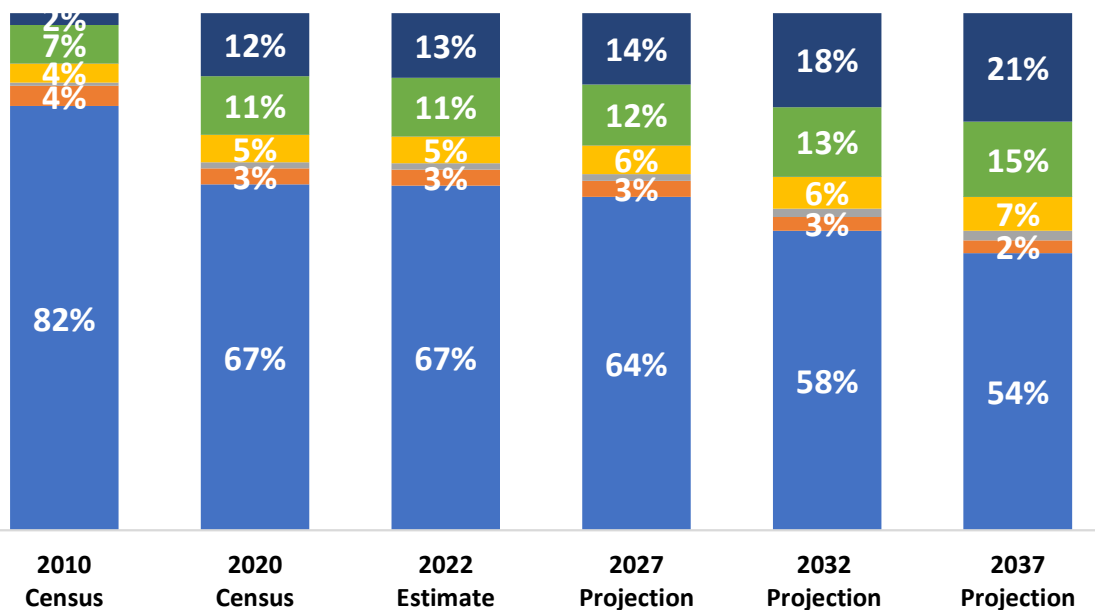
POPULATION BY AGE SEGMENTS

■ 0-17 ■ 18-34 ■ 35-54 ■ 55-74 ■ 75+



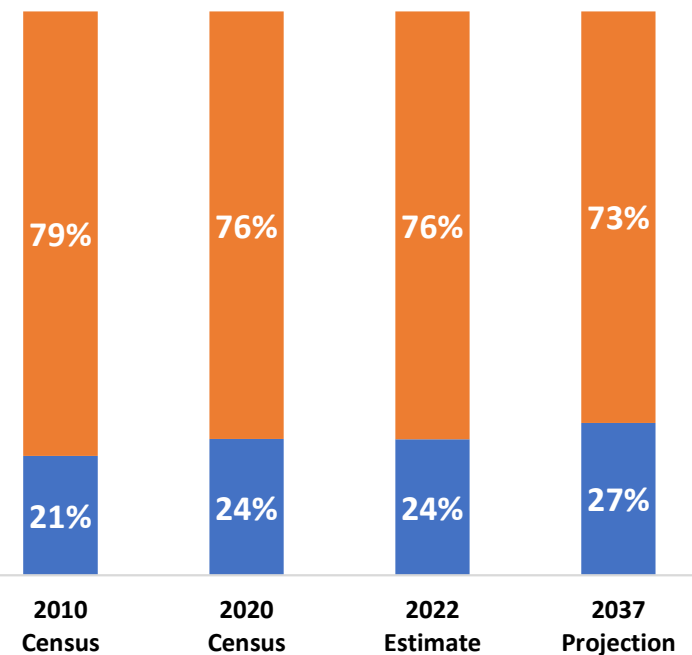
RACE

■ White Alone ■ Black Alone ■ American Indian ■ Asian Alone
 ■ Pacific Islander Alone ■ Some Other Race ■ Two or More Races

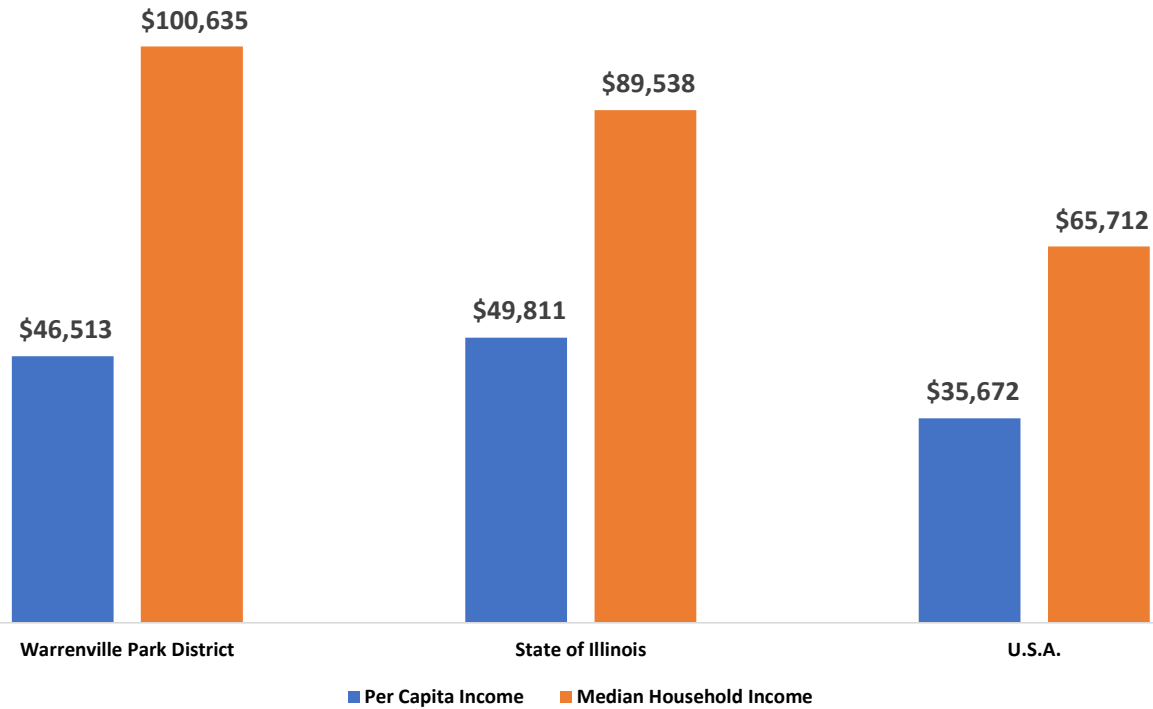


HISPANIC POPULATION

■ Hispanic / Latino Origin (any race) ■ All Others



Income Characteristics

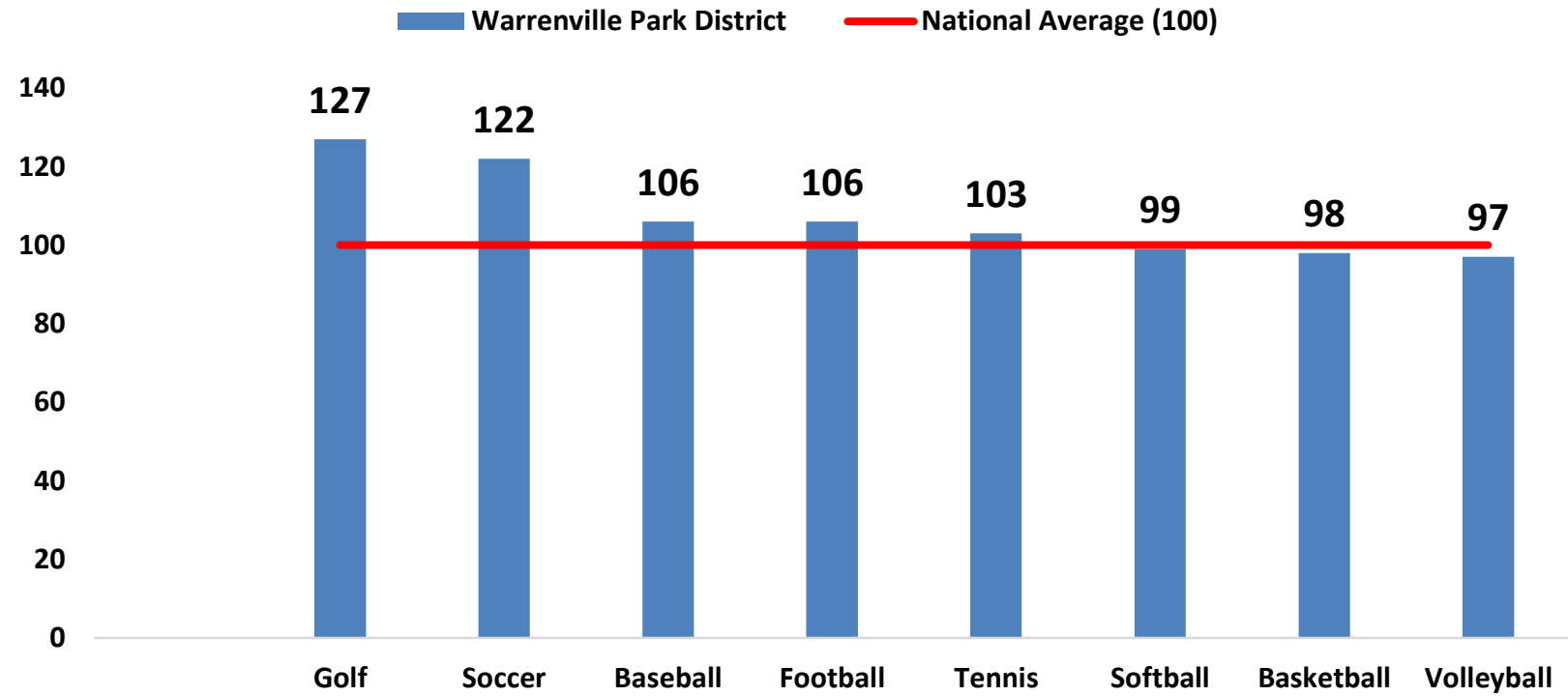


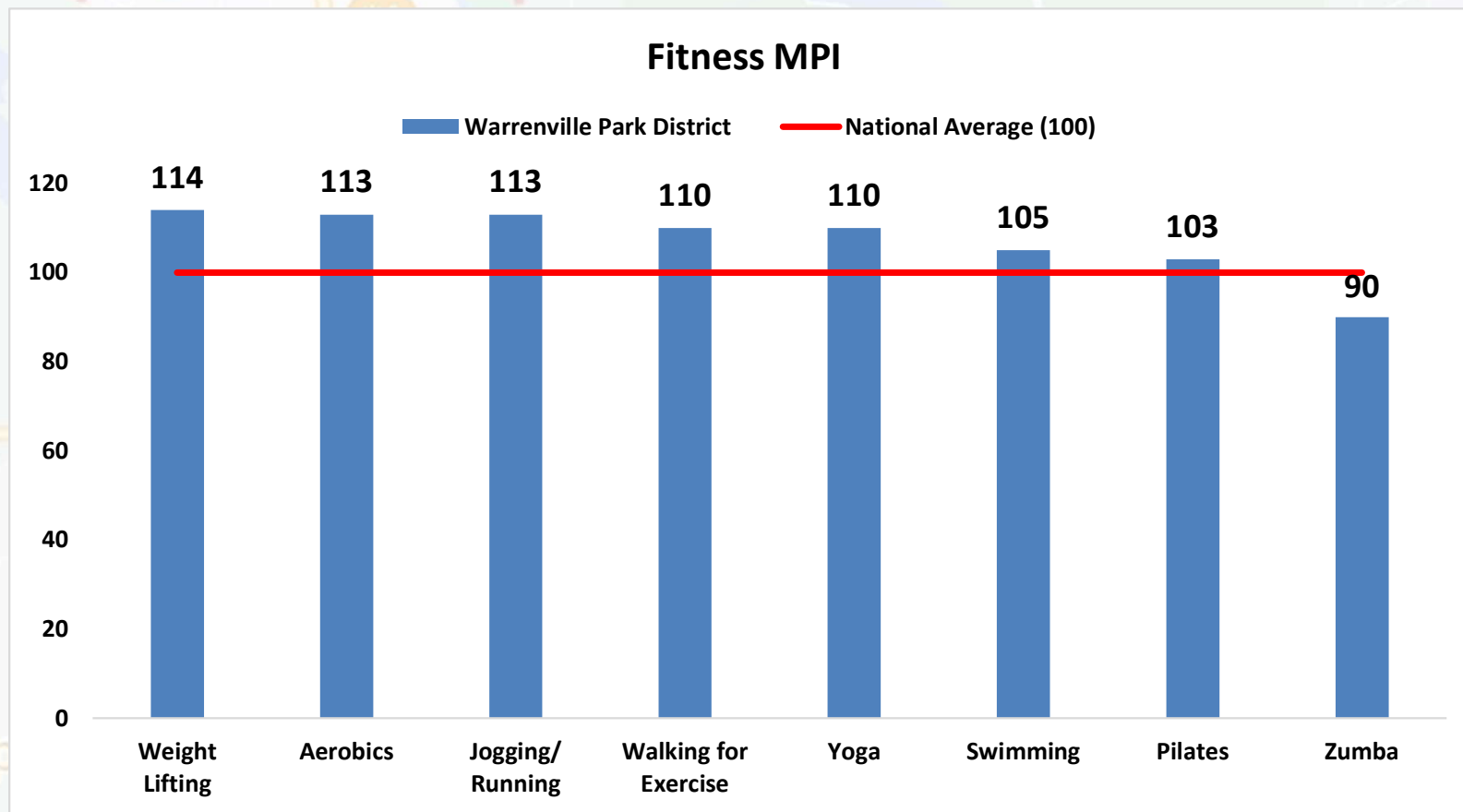
Trends Overview

- Market Potential Index (MPI) measures the probable demand for a product or service
- The national average is 100; therefore, numbers below 100 would represent lower-than-average probable participation rates, and numbers above 100 would represent higher-than-average probable participation rates
- Data sourced from Environmental Systems Research Institute (ESRI)

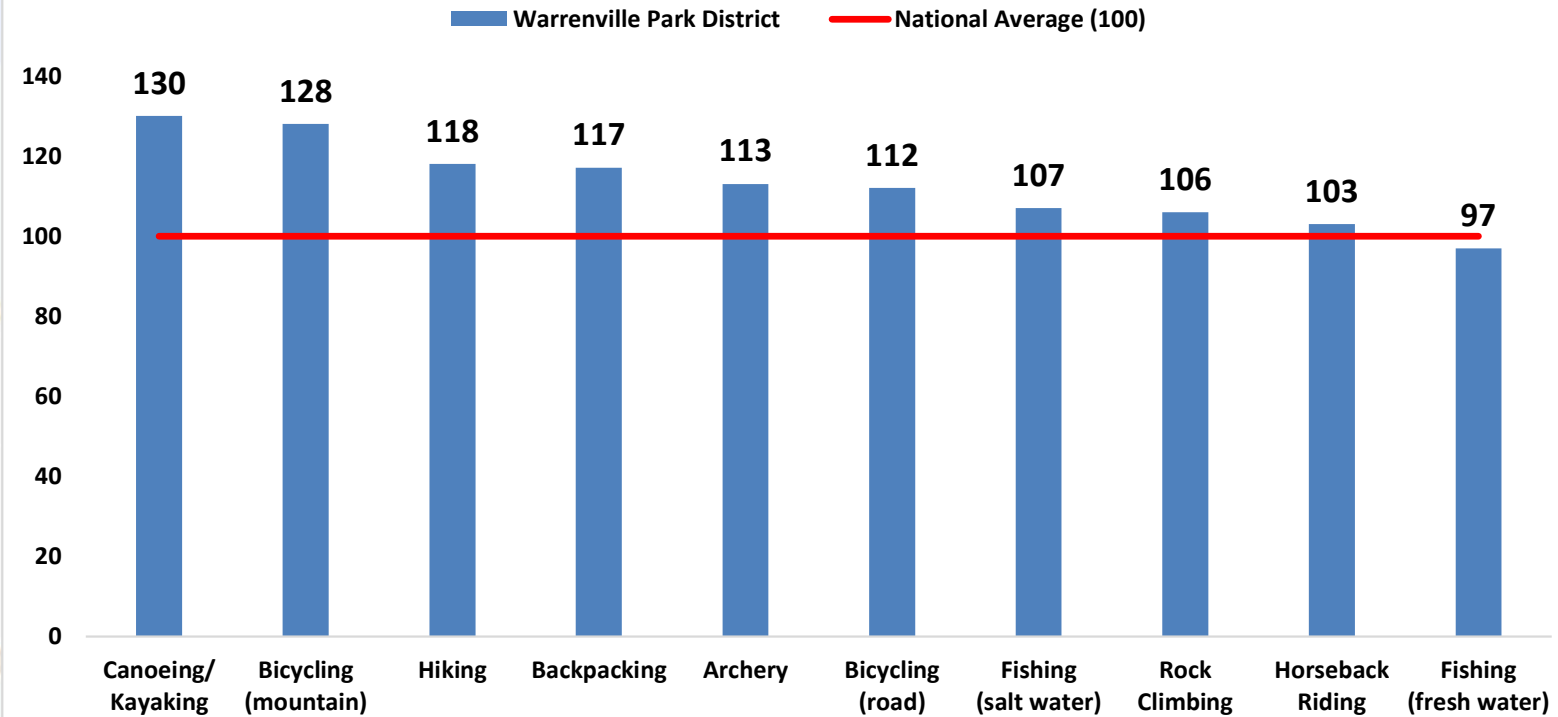


General Sports MPI





OUTDOOR ACTIVITY MPI





Benchmark Analysis

Benchmark Agencies

Agency	Jurisdiction Type	Population	Jurisdiction Size (Sq. Mi.)	Population per Sq. Mi.	CAPRA Accredited	Gold Medal Winner
Warrenville Park District	Park District	13,256	5.50	2,410	No	No
Gurnee Park District	Park District	33,706	14.73	2,288	No	Winner (2010)
Lisle Park District	Park District	32,000	12.00	2,667	No	No
Park District of Oak Park	Park District	55,000	5.00	11,000	Yes (2015, 2020)	Winner (1965, 2015) Finalist (2021, 2022)
Winfield Park District	Park District	11,000	3.50	3,143	n/a	n/a
Wood Dale Park District	Park District	13,969	4.72	2,960	No	Winner (1990)



We Must Go Where
The People Are

- Our Fundamental Community Input Philosophy

Community Engagement





Help shape the future of Warrenville



WarrenvilleParkPlan.com



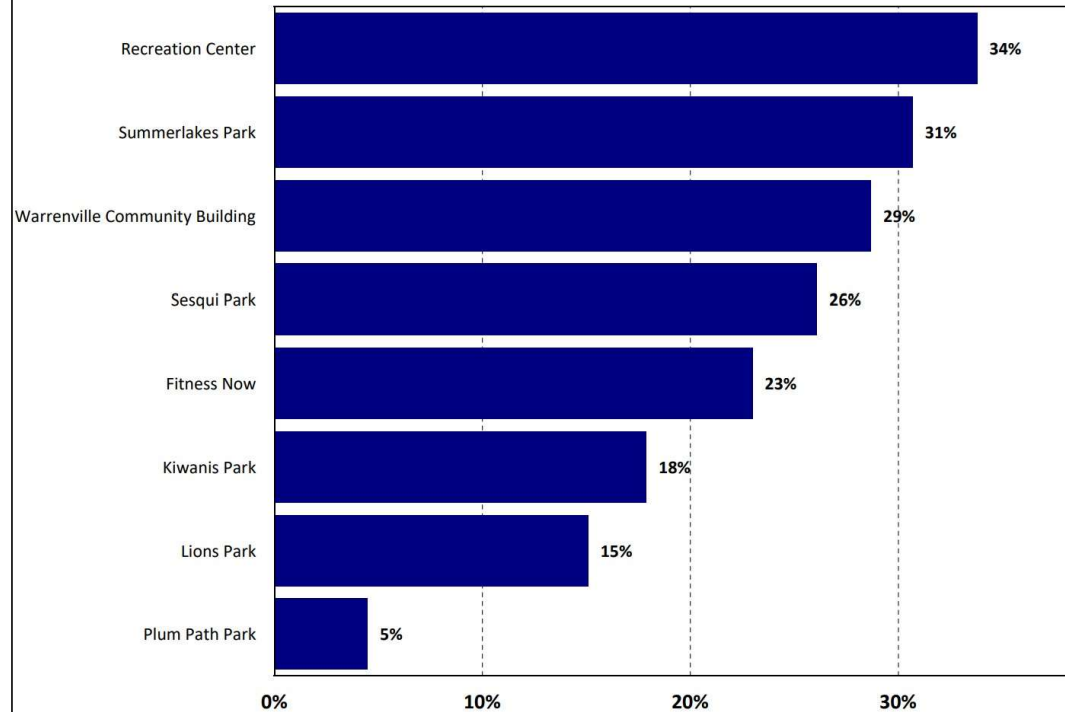
Statistically-Valid Survey

- Administered by mail and web
- Developed in partnership with the staff
- 352 responses 95% level of confidence with a margin of error of +/- 5.0% currently



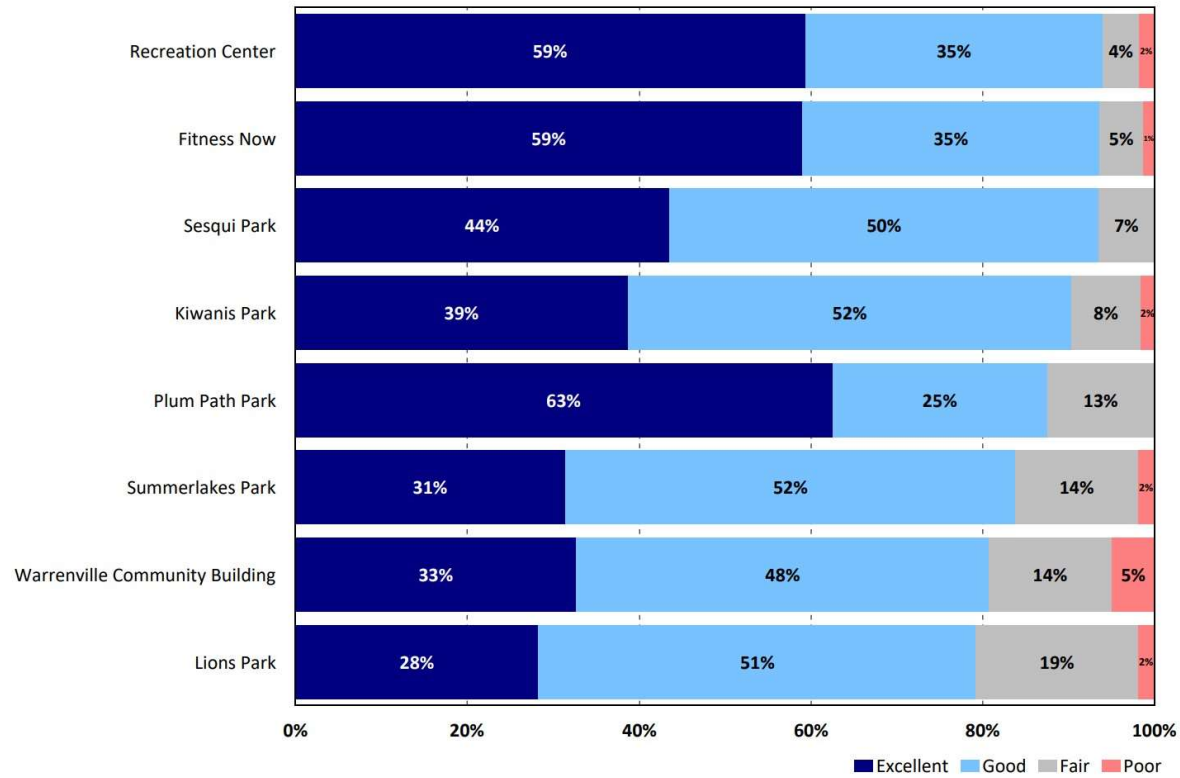
Q1. Use of Warrenville Park District parks/facilities during the past year

by percentage of respondents who indicated they had used the park/facility within the past year



Q1. Rating Condition of Parks/Facilities

by percentage of respondents who answered "Yes" to Q1 (excluding "not provided")



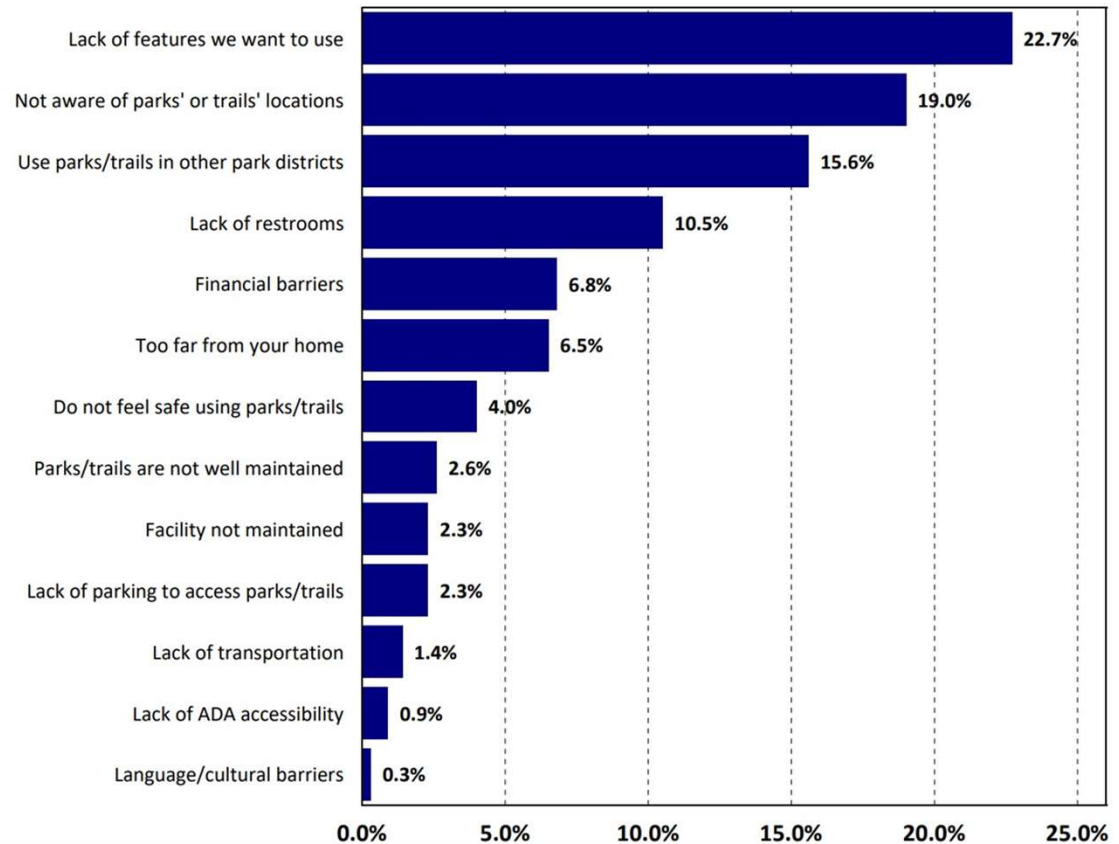
5 Largest Barriers to Visitation/Participation (National Average)

1. I don't know what is offered- 33%
2. Too busy/not interested- 29%
3. Not aware of parks' or trails' locations- 18%
4. Program not offered- 16%
5. Program times are not convenient- 16%

Q2. Barriers to Warrenville Park District parks or recreation facilities' use

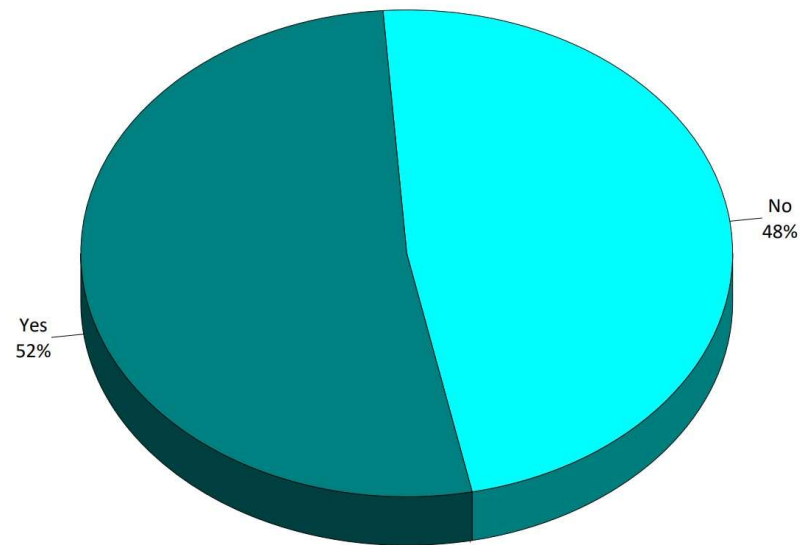
Warrenville Park District, IL 2022 Survey

by percentage of respondents (multiple selections could be made)



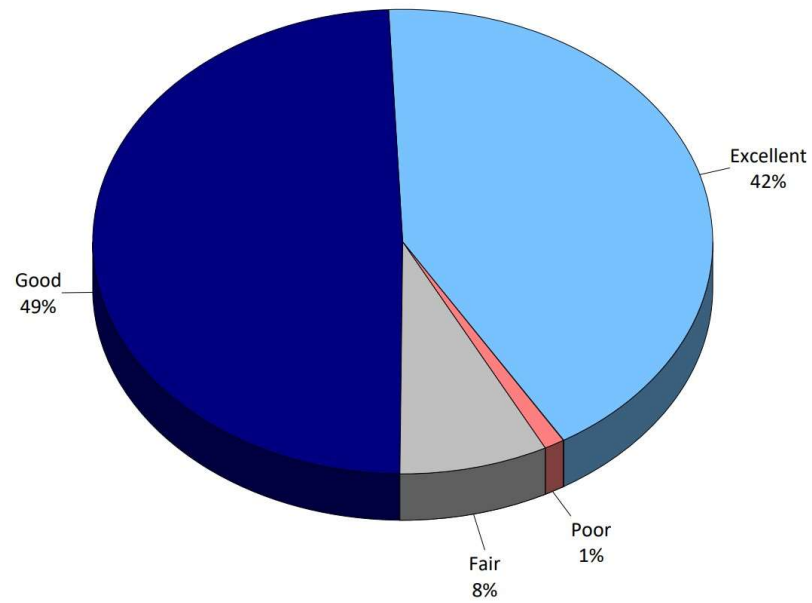
Q3. Has Your Household Participated in Any Parks and Recreation Programs During the Past 2 Years?

by percentage of respondents



Q3b. Rating Quality of Parks and Recreation Programs/Events

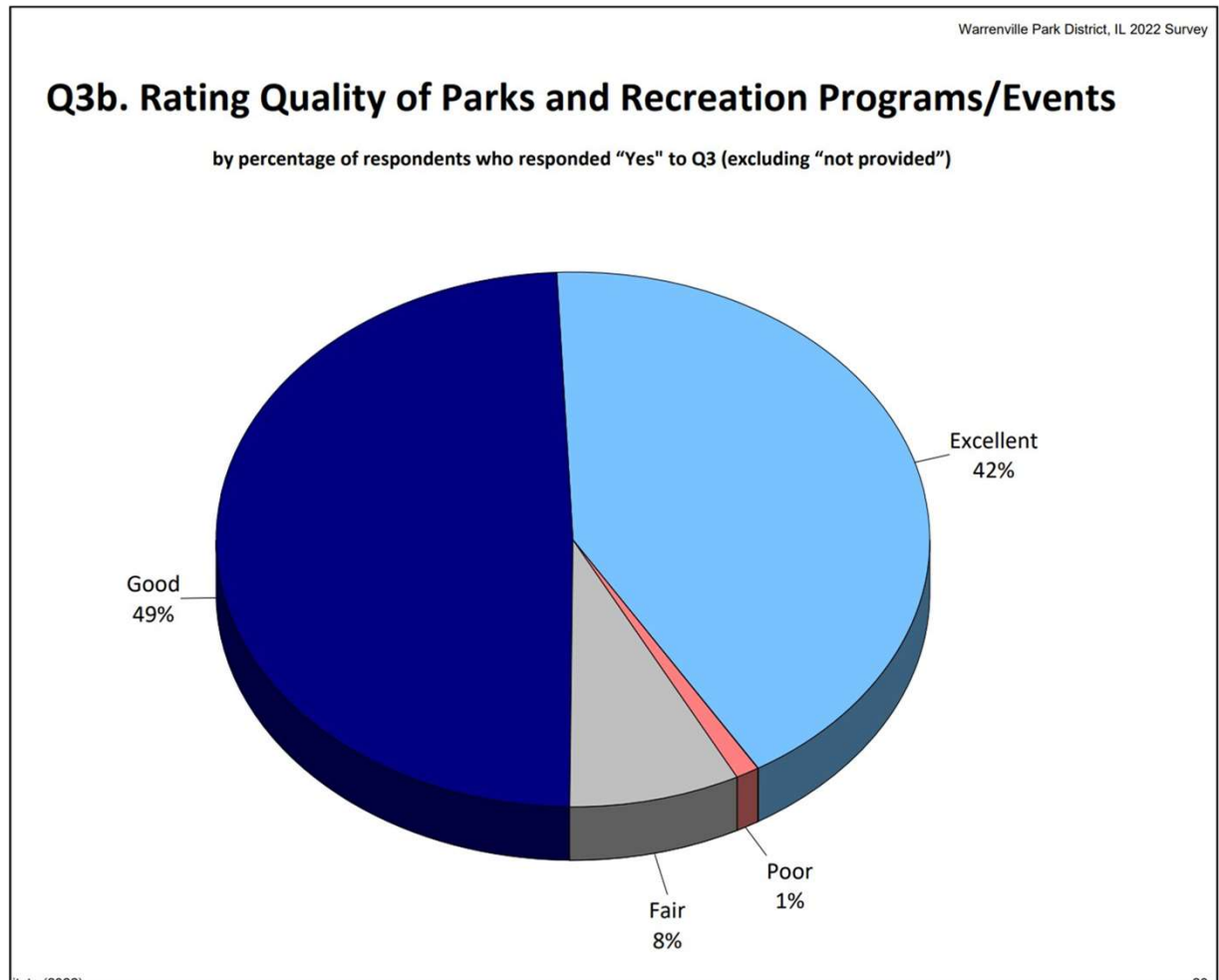
by percentage of respondents who responded "Yes" to Q3 (excluding "not provided")



% of Respondents Who Would Rate The Quality of Recreation Programs as “Excellent” or “Good”

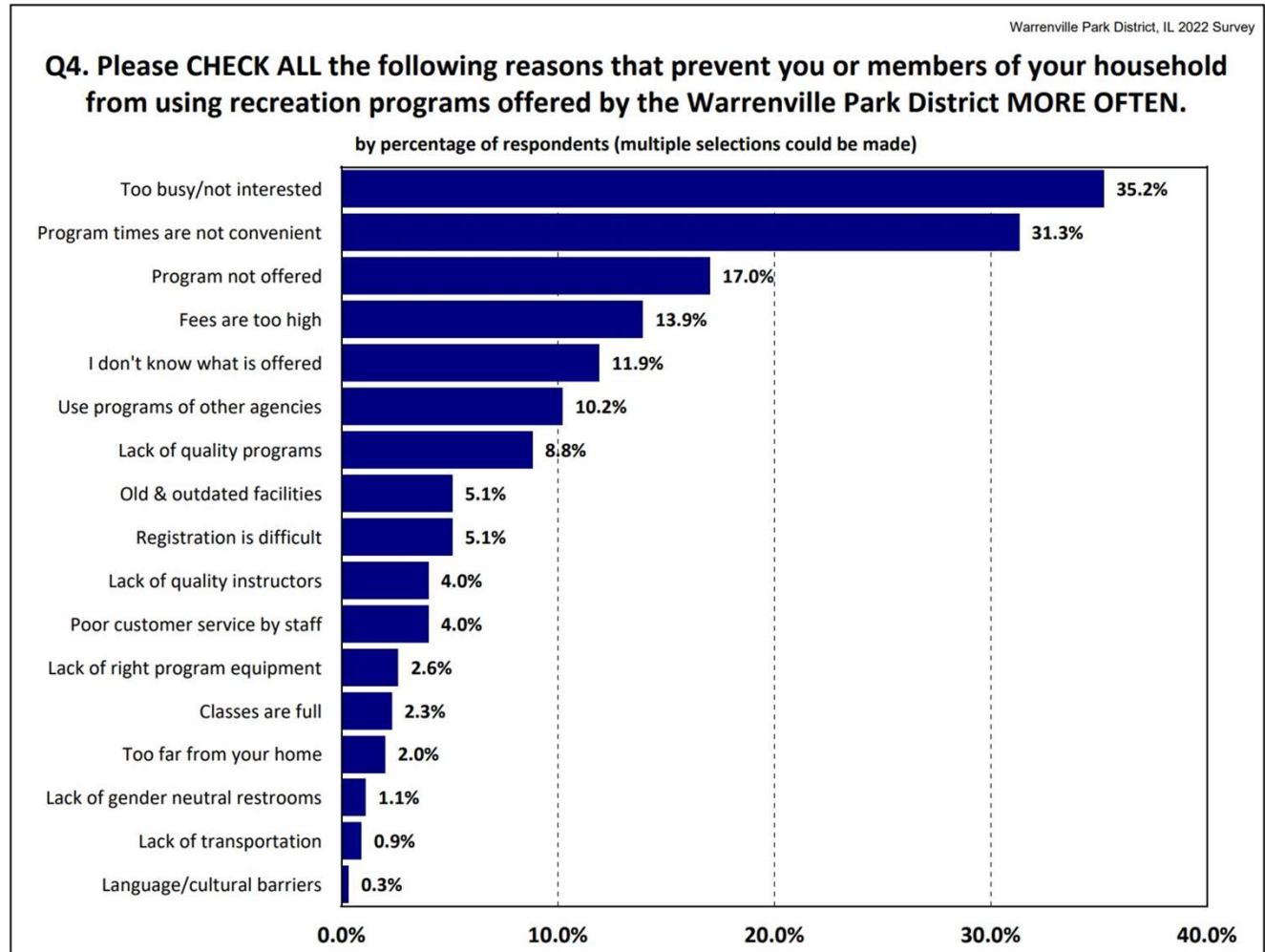
National Average – 79%

Warrenville – 91%



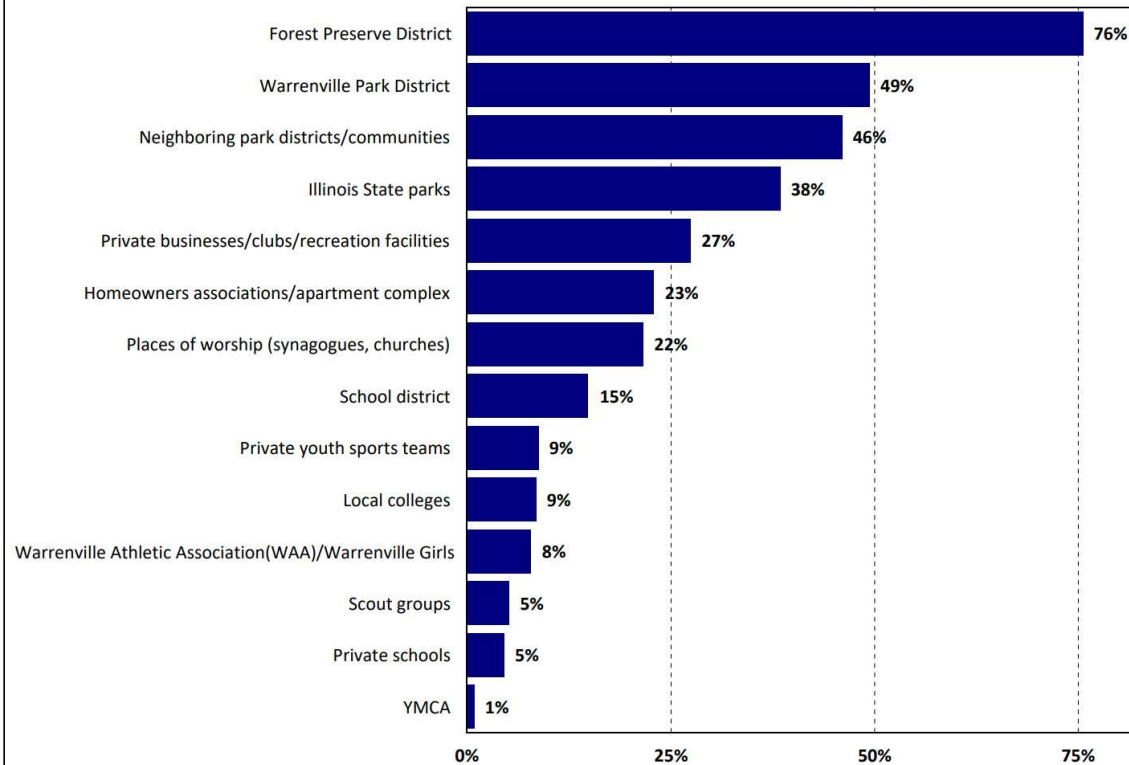
Top 5 Largest Barriers to Visitation/Participation (National Average)

1. I don't know what is offered- 33%
2. Too busy/not interested- 29%
3. Not aware of parks' or trails' locations- 18%
4. Program not offered- 16%
5. Program times are not convenient- 16%



Q5. Organizations Used for Recreation and Sports Activities

by percentage of respondents (multiple selections could be made) (excluding "none")

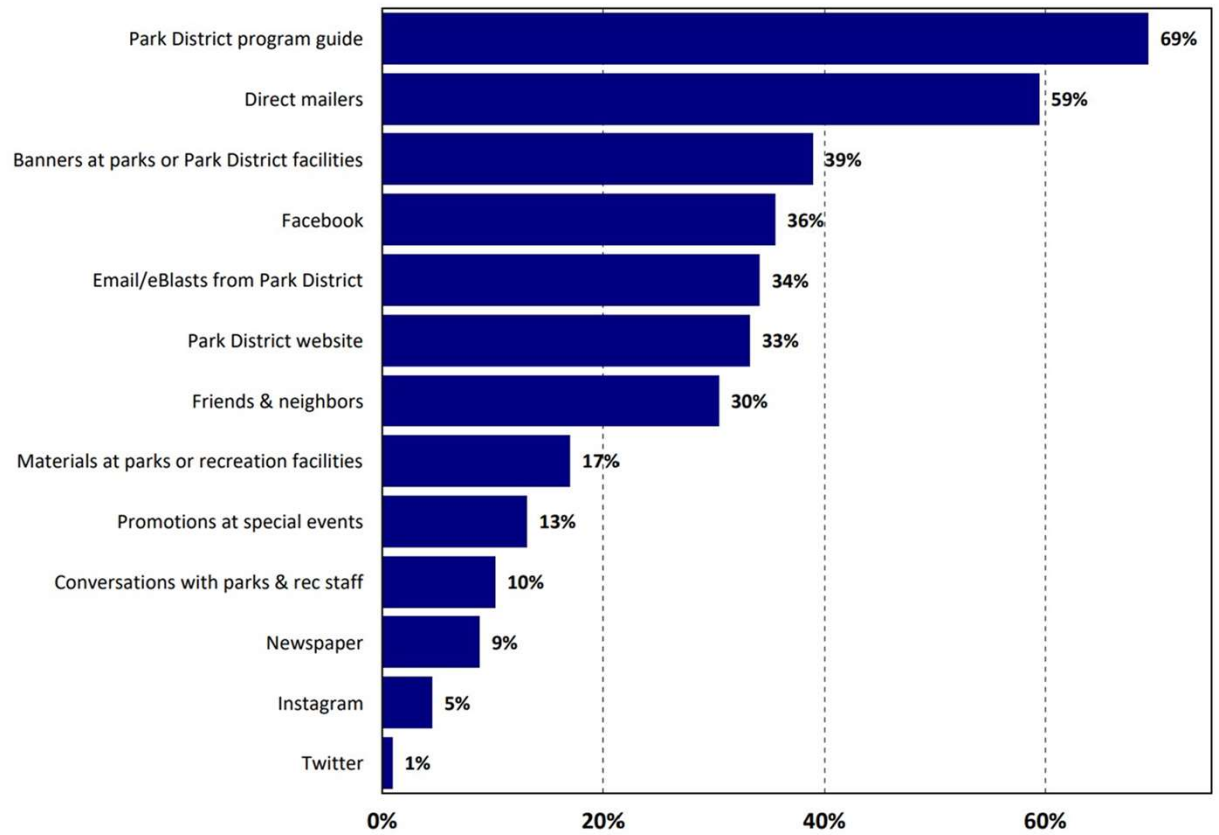


Top 5 Ways households learn about activities and events (National Average)

1. Friends & neighbors - 45%
2. Physical program guide - 40%
3. Park District website - 34%
4. Newspaper - 30%
5. Social media - 25%

Q6. Ways Households Learn about Programs and Events

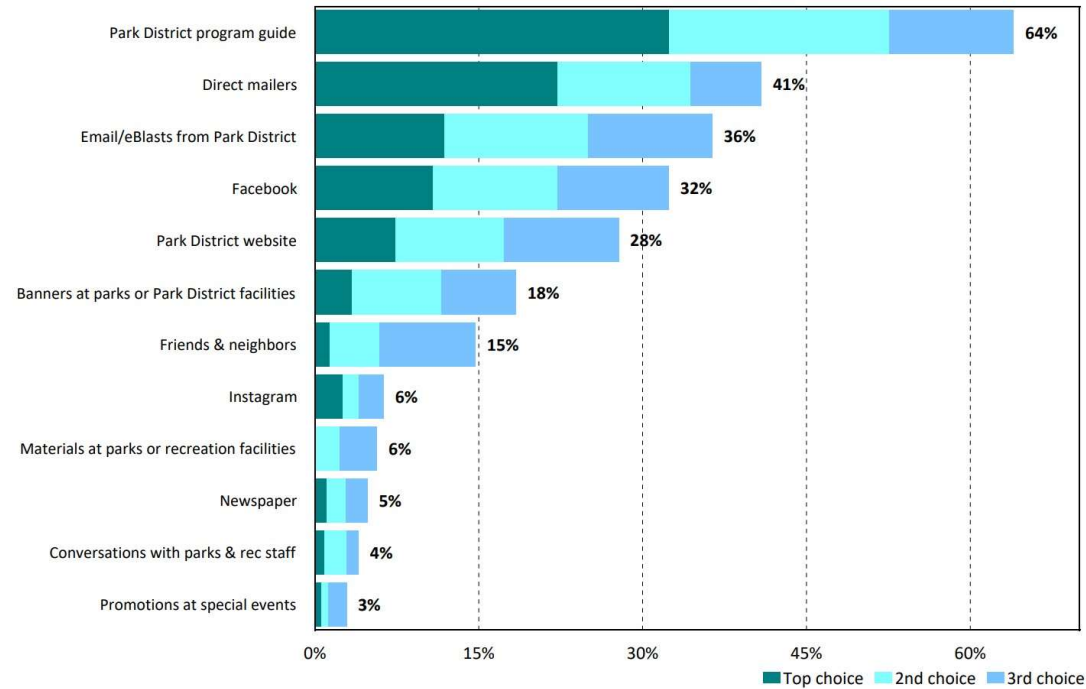
by percentage of respondents (multiple selections could be made)



Warrenville Park District, IL 2022 Survey

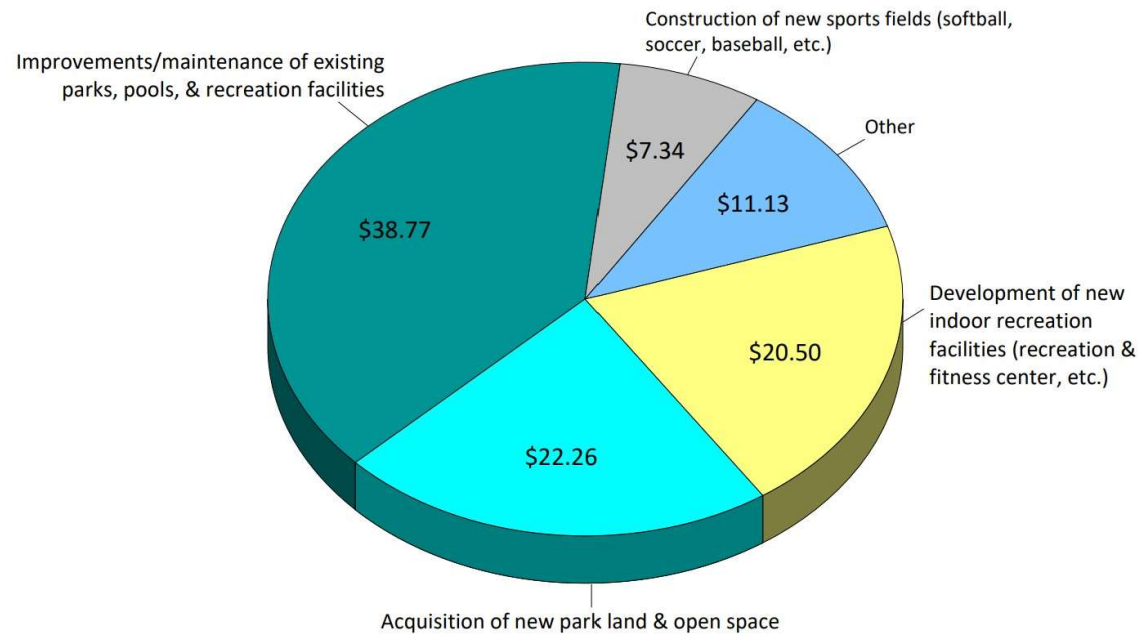
Q7. Most Preferred Communication Methods To Learn about Parks, Recreation Programs and Activities

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



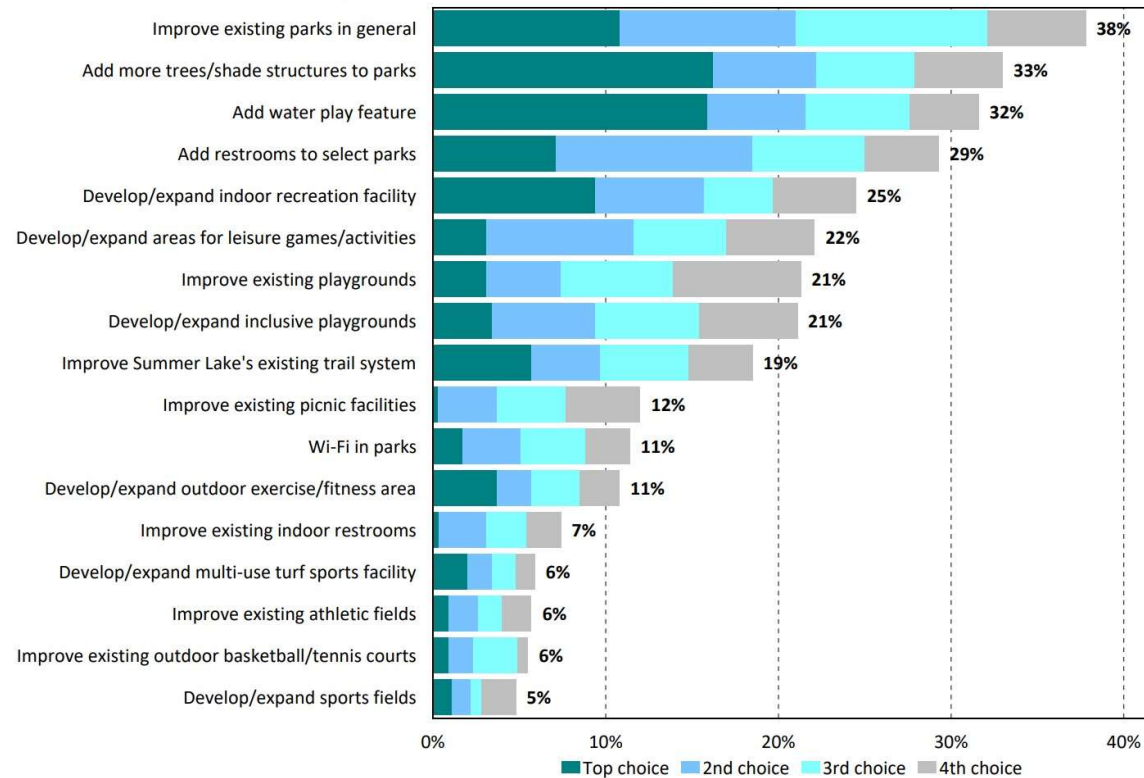
Q13. With a Budget of \$100, How Would Respondents Allocate Funds for Parks and Recreation Improvements

by average allocated per item



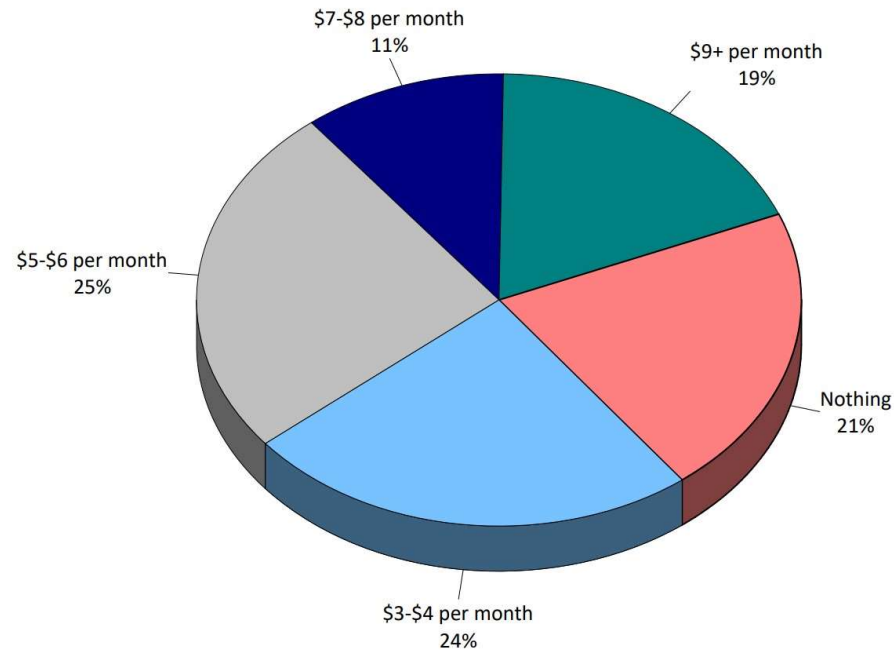
Q15. Improvement Actions Respondents Would Be Most Willing to Fund

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



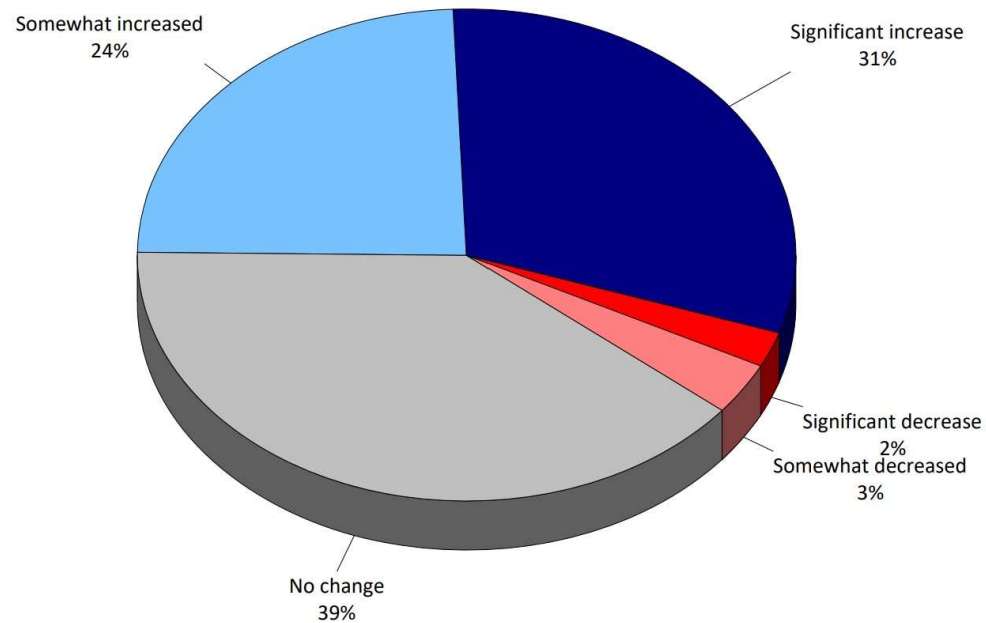
Q16. Maximum amount of additional tax revenue respondents would be willing to pay

by percentage of respondents (excluding "not provided")



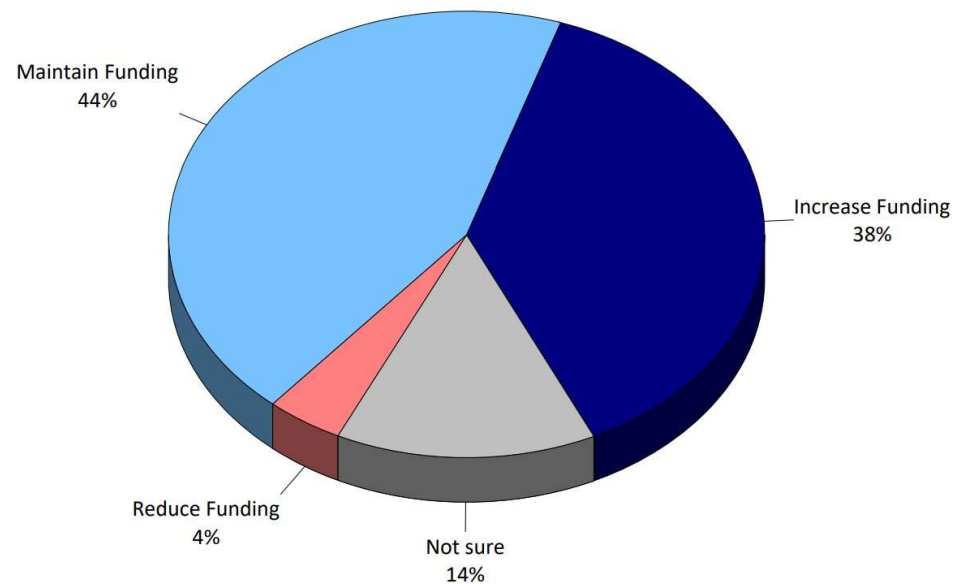
Q17. How has Your Household's Perception of the Value of Parks, Trails, Open Spaces, and Recreation Changed Given the COVID-19 Pandemic?

by percentage of respondents (excluding "not provided")



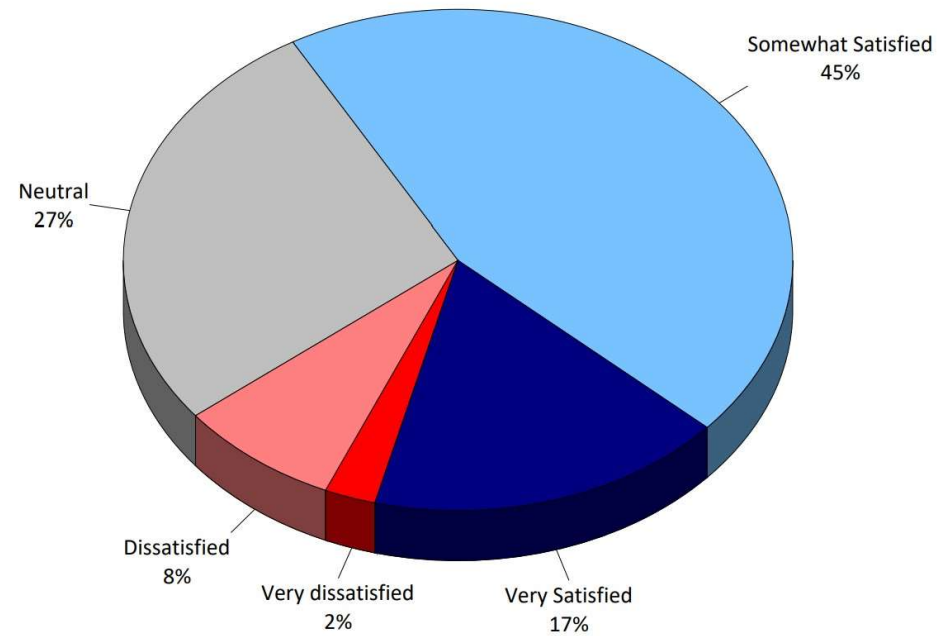
Q18. Based on Your Perception of Value, How Would You Want Warrenville Park District to Fund Future Parks, Recreation, Trails, and Open Space Needs?

by percentage of respondents (excluding "not provided")



Q19. Level of Satisfaction With Overall Value From Warrenville Park District

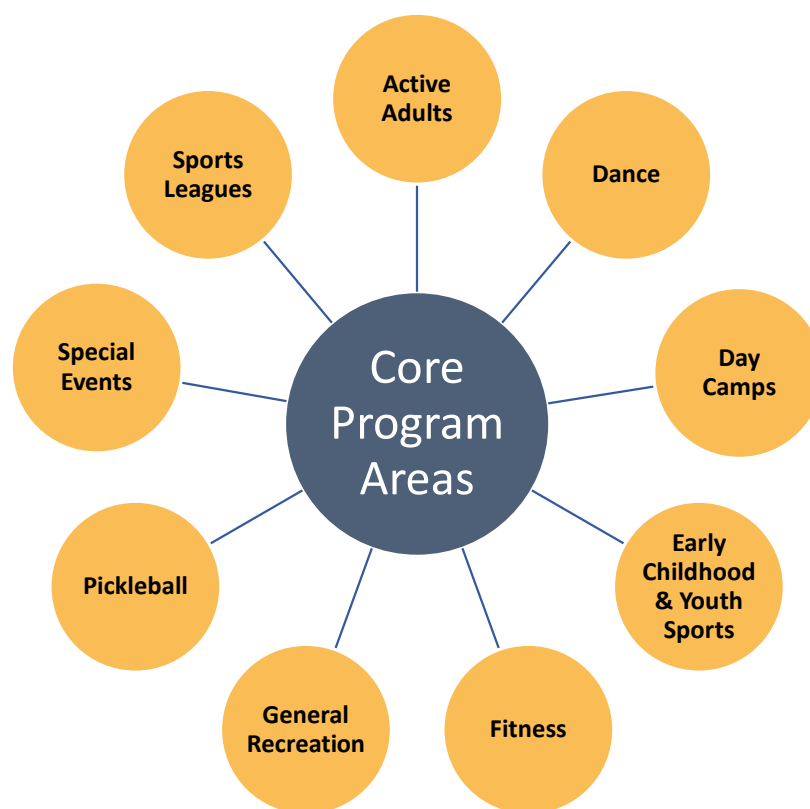
by percentage of respondents (excluding "don't know")



A photograph of children participating in an outdoor obstacle course. In the foreground, a girl in a bright green shirt with the number 22 on her bib is running over a wooden ramp. Behind her, a boy in a similar green shirt is also running over the ramp. Further back, other children in green shirts are visible, some standing near a blue tarp on the grass. The background consists of a green lawn and a line of trees.

Program Assessment

Core Program Areas



Age Segment Identification

Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Pickleball				S	P	
Active Adult					P	
Dance	P	P		P	S	
Day Camps	P	P	P			
Early Childhood and Youth Sports	P	P	S			
Fitness		S	P	P	P	
General Recreation						P
Special Events						P
Sports Leagues		P	S	P	S	

Program Area Lifecycle

Lifecycle Stage	Description	Actual Program Distribution		Recommended Distribution
Introduction	New program; modest participation	12%	51%	50-60% total
Take-Off	Rapid participation growth	15%		
Growth	Moderate, but consistent population growth	24%	34%	40% total
Mature	Slow participation growth	34%		
Saturation	Minimal to no participation growth; extreme competition	9%	15%	0-10% total
Decline	Decline participation	6%		

Program Area Pricing Strategies

PRICING STRATEGIES										
Core Program Area	Age Segment	Family / Household Status	Residency	Weekday / Weekend	Prime / Non-Prime Time	Group Discounts	By Location	By Competition (Market Rate)	By Cost Recovery Goals	By Customer's Ability to Pay
	Different prices offered for different ages	Different prices offered for family / household groups	Different prices for resident vs non-resident	Different prices for different days of the week	Different prices for different times of the day	Different prices for groups	Different prices at different locations	Competitors' prices influence your price	Dept. cost recovery goals influence your price	Scholarships, subsidies, discounted rates offered for low-income
Active Adults			X						X	
Dance	X		X						X	X
Day Camps			X						X	X
Early Childhood & Youth Sports		X	X			X			X	X
Fitness	X	X	X			X		X	X	X
General Recreation	X		X						X	X
Pickleball			X			X			X	
Special Events	X		X						X	
Sports Leagues	X		X					X	X	X

Park and Facilities Assessment



INITIAL TAKEAWAYS



EXCELLENT FIELD AND TURF MAINTENANCE

INITIAL TAKEAWAYS



FIELDS AND SURFACES WITH ROOM FOR IMPROVEMENT

INITIAL TAKEAWAYS



EXCEPTIONAL NATURALIZED AREAS



INITIAL TAKEAWAYS



EXCELLENT COURTS



COURTS WITH ROOM FOR IMPROVEMENT

INITIAL TAKEAWAYS



WELL-MAINTAINED, BUT WORN PLAYGROUND EQUIPMENT

INITIAL TAKEAWAYS



GOOD ADA ACCESSIBILITY / SAFETY



ACCESSIBILITY / SAFETY OPPORTUNITIES

INITIAL TAKEAWAYS



OPPORTUNITIES TO UTILIZE SPACE

GOOD PARK EXAMPLES



SUMMERLAKES PARK



GOOD PARK EXAMPLES



SUMMERLAKES PARK



GOOD PARK EXAMPLES



SESQUICENTENNIAL PARK

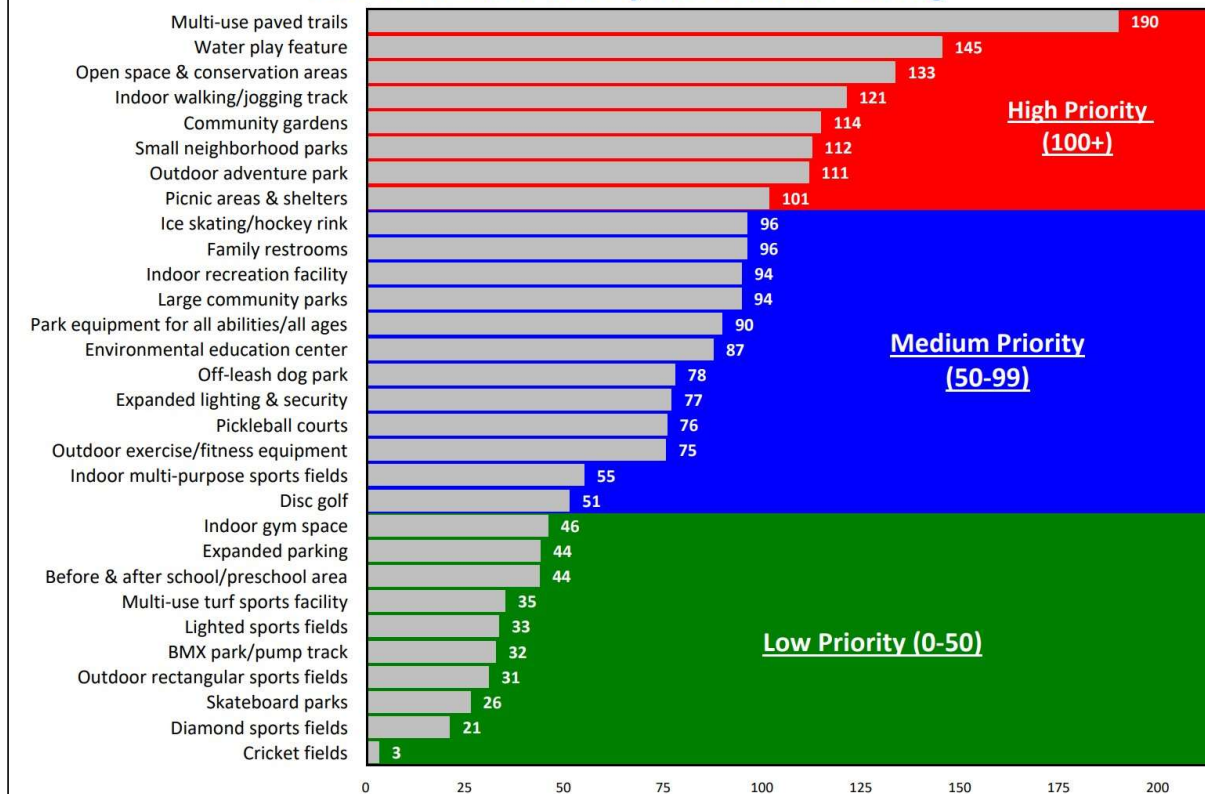


HUBBLE SCHOOL FITNESS EQUIPMENT

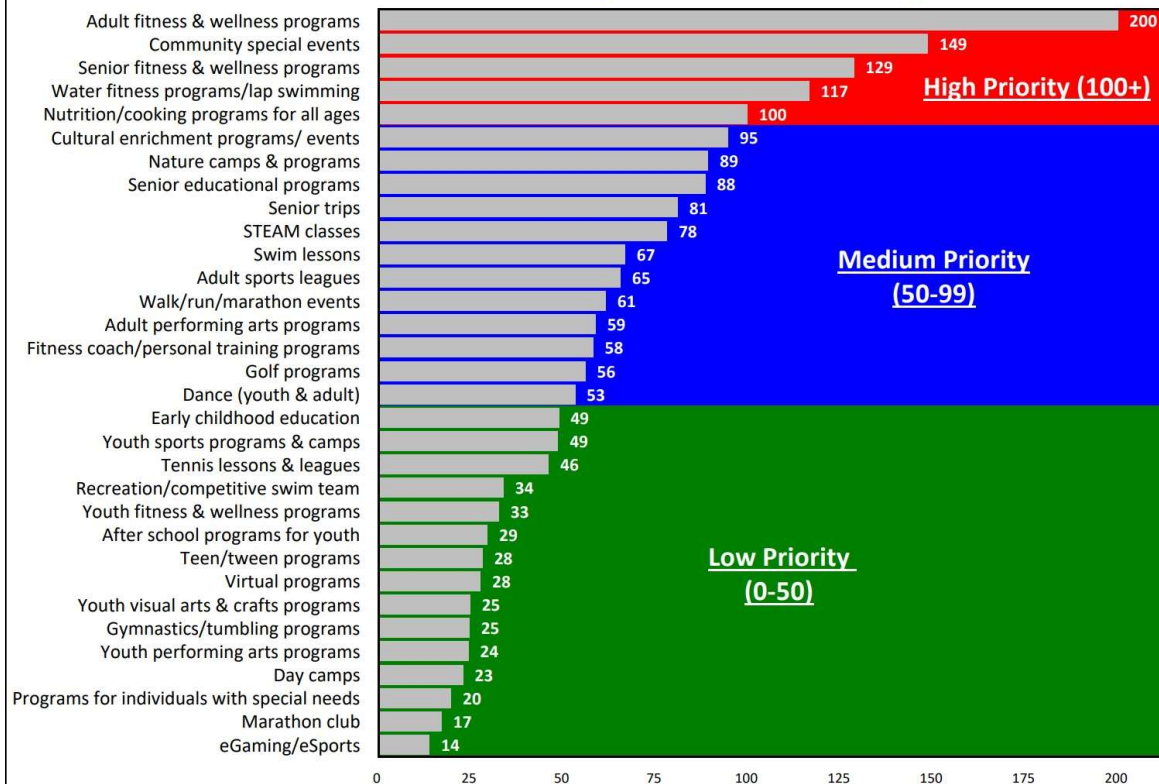


Priority Investment Rating

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



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



QUESTIONS?



THANK YOU



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