

# OUR FUTURE STARTS WITH YOU

## COMMUNITY ENGAGEMENT & NEEDS ANALYSIS

REPORT OF RESULTS  
8/21/2018



ROCKFORD  
PARK DISTRICT

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# EXECUTIVE SUMMARY



**JAY SANDINE**

*Executive Director, Rockford Park District*

Quality family time and a way to keep kids out of trouble are the reason the Rockford Park District began in 1909. At that time, the heads of the household worked long hours in the factory, meaning young boys had a lot of free time on their hands to get into trouble. Thanks to the vision one Swedish immigrant named Levin Faust had for our community, the Rockford Park District formed. Faust rallied together other citizens to support his dream of a community where residents were able to enjoy beautiful places to rest and play. He believed that parks and playgrounds were a necessity. Fast forward 109 years, and recreation is even more essential today. The Rockford Park District improves the quality of life for citizens by providing a vibrant park system that increases property values, stimulates economic development, decreases juvenile crime, and improves our communities' health. The Rockford Park District also protects the environment, employs thousands of area kids for the first time, and brings people from different backgrounds, ethnicities, and neighborhoods together for the common love of play.

As it was then and is now, this is YOUR Rockford Park District. We are a park district rich in history that was built through the generosity of its citizens, strategic partnerships, and dedicated team members. Even during the recession, we've been able to consistently provide outstanding park and recreational offerings to our community; however, with declining revenue both through fees and a declining tax base, which are the District's two main revenue streams, along with population and demographic shifts, it is becoming more difficult to provide the same level of service without an increase in revenue or a decrease in our footprint.

In March, 2018, the District began a community-led master plan process to determine District priorities and allocation of resources of taxpayer dollars. A community-led master plan will provide a series of recommendations to guide investment in District assets, along with decisions regarding obsolete, underutilized, or non-trending parks, facilities, and amenities over the next five years. The process included holding seven community engagement sessions, a recreational needs assessment survey, a phone line for citizen feedback, social media, and an Operations Advisory Committee, where seven members of the community are touring facilities, meeting with team members, reviewing policies, and asking questions. We've engaged with dozens of neighborhood groups and other organizations, sharing information about the District's history, financial realities, and community impact. What people don't understand, they don't value; what they don't value, they don't protect; what they don't protect, they lose.

If you were in attendance and engaged with us, I want to thank you for your ideas and suggestions! Each comment and suggestion we received is critical data that is needed for us to create a five-year master plan that represents you, the citizens we serve. A master plan will provide a series of recommendations that will help guide investment in District assets, along with decisions regarding obsolete, underutilized, or non-trending parks, facilities, and amenities. Feedback regarding recreational needs will be used to determine areas to reinvest in, eliminate, or strategically add.

On August 7, 2018, Rockford Park District Board of Commissioners heard about the process taken to gather feedback, and received a summary of the feedback through the community-led master plan process. On August 21, 2018, the Board was presented with staff recommendations regarding areas to reinvest in, eliminate, and strategically add, based on community priorities. Once the Board approves the recommendations, we will create a strategic plan to implement how we are going to meet the recreational needs of this and succeeding generations, match the economic realities of our community and the District, and complement the priorities of other community leaders and organizations. I hope that you continue to get involved in your Rockford Park District. An investment in your Rockford Park District is an investment in your community. Thank you for your continued support, involvement, and for making this the greatest park system in the country.

A handwritten signature in black ink, appearing to read "Jay Sandine". The signature is fluid and cursive, written in the bottom right corner of the page.

# YOUR ROCKFORD PARK DISTRICT: PAST TO PRESENT

1900

## MEET JOSEPH LEE: FATHER OF THE PLAYGROUND MOVEMENT



*"Play is not a luxury but a necessity. Play for adults is recreation, the renewal of life. For children, it is growth, the gaining of life. It is not simply something that a child likes to have; it is something he must have if he is ever to grow up."*

1901

## MEET LEVIN FAUST: FOUNDER OF THE ROCKFORD PARK DISTRICT



Faust was a Swedish immigrant who dreamed of living in a community where residents could enjoy places of beauty.  
*"A working family should be able to spend their free time in the green grass under the shadow of trees without fear of their children playing in the streets."*

## TWO REASONS THE ROCKFORD PARK DISTRICT BEGAN:

- 1 The need for quality family time to keep the family unit together.
- 2 To keep kids (particularly young boys) out of trouble.

**OUR MISSION:** To help people enjoy life by providing an exceptional park and recreation system.

**OUR VISION:** To be the best urban park and recreation system in North America, as measured by national standards and the citizens we serve.

### PRIORITY RESULTS (PR):

**PR I:** Park space and recreational facilities meet the recreational needs of this and succeeding generations.

**PR II:** Residents value and are involved in diverse, well-supported, safe recreational activities for their health, well-being, fun, and entertainment.

**PR III:** Residents have exceptional parks and recreational facilities, services, and programs that reflect a high return on available resources.

RPD STATS

**3<sup>rd</sup> Largest**  
PARK AND RECREATION  
SYSTEM IN ILLINOIS



**3-Time Winner**  
NAMED BEST IN THE NATION

**9,534,951**  
USER VISITS  
IN 2017



**22,058**  
TREES



**179**  
PARKS AND  
FACILITIES

**4,962**  
TOTAL PARK ACREAGE  
DISTRICT MAINTAINS



**85**  
PARKS



**56.13**  
MILES OF  
TRAILS



**84**  
PLAYGROUNDS



## IT'S MORE THAN JUST PARKS AND RECREATION!

The Rockford Park District improves the quality of life for citizens by providing a vibrant park system that increases property values, stimulates economic development, decreases juvenile crime, and improves our communities' health. The Rockford Park District also protects the environment, employs thousands of area kids for the first time, and brings the community together to enjoy life.



## DID YOU KNOW?

UW Health Sports Factory and Mercyhealth Sportscore Complexes help bring \$20 million in economic impact to the community.



# 600

**YOUTH GET THEIR FIRST JOB EXPERIENCE EVERY SUMMER AT THE ROCKFORD PARK DISTRICT**



## LIFE IN THE ROCKFORD PARK DISTRICT

The Rockford Park District provides a wide variety of facilities, recreational opportunities, and partnership support for our community, including:

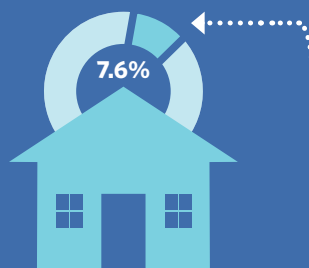
- Aquatic Facilities
- Dog Parks
- Golf Courses
- Indoor Recreational Facilities
- Neighborhood Parks
- Open Space and Gardens
- Outdoor Recreation
- Playgrounds
- Recreational Programs
- Sports Facilities
- Therapeutic Recreation
- Tournaments and Leagues
- Trails and Paths
- Youth Camps
- Museums
- Free community events such as Music in the Park and the Illinois Snow Sculpting Competition
- Partnerships with organizations such as NAACP, community centers, YMCA, and Rockford Sharefest

### FINANCIAL FACTS

**Tax Rate:** \$1.1544 (2016) to \$1.1371 per \$100 assessed value (2017)

RPD Taxes on \$100,000 home: **\$379** (2017)

**Two Main Revenue Streams:** Property Taxes and Fees



About 7.6% of a Rockford resident's total tax bill is attributed to the Rockford Park District.

**169**  
FULL-TIME  
TEAM MEMBERS

**1,441**  
SEASONAL  
TEAM MEMBERS

### DID YOU KNOW?

Research shows that property values can be up to 20% higher if a home is located within 500 feet of a well maintained park. (Source: Dr. John Crompton, Texas A & M University).

3/2018



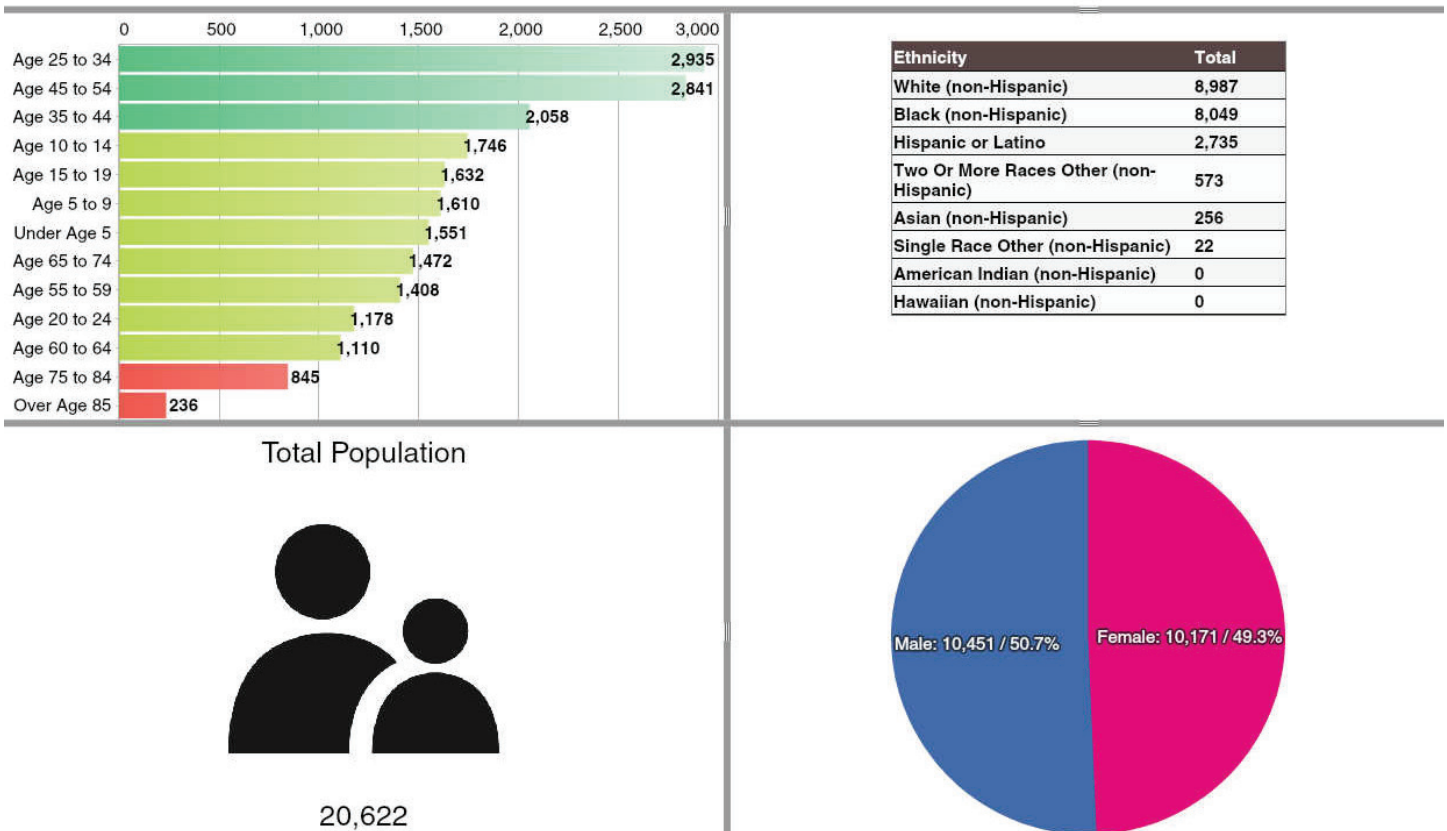
# STATISTICAL INFORMATION

## ROCKFORD PARK DISTRICT

### DEMOGRAPHICS

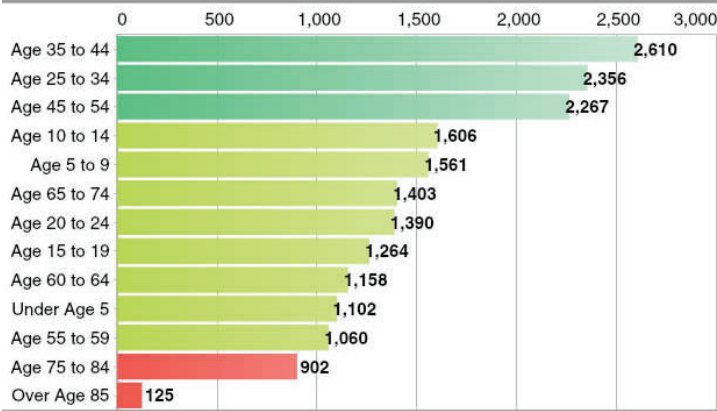
The information provided in the following section provides a overview of the demographic statistical information by ZIP code (age range, population, gender, and ethnicity) of the community the Rockford Park District serves. This information is critical to understanding the needs of Park District services, and ensuring proper alignment of resources to serve our citizens as we strategically plan for the future.

#### Zip Code Snapshot – 61101



SOURCE: US Census 2012–2016 ACS; US Census 2000 & 2010; ACS 2006–2010 Census

## Zip Code Snapshot – 61102

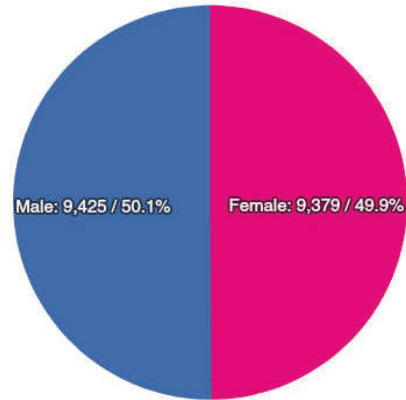


Ethnicity	Total
White (non-Hispanic)	6,797
Black (non-Hispanic)	5,547
Hispanic or Latino	5,517
Two Or More Races Other (non-Hispanic)	515
Asian (non-Hispanic)	342
Single Race Other (non-Hispanic)	45
American Indian (non-Hispanic)	39
Hawaiian (non-Hispanic)	2

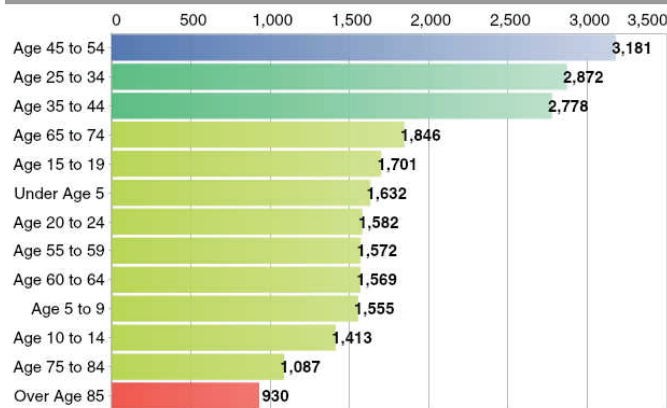
Total Population



18,804



## Zip Code Snapshot – 61103

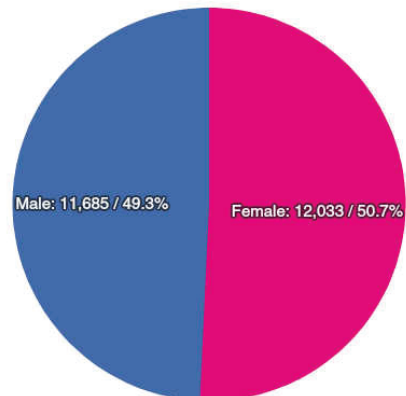


Ethnicity	Total
White (non-Hispanic)	15,208
Black (non-Hispanic)	4,673
Hispanic or Latino	3,133
Two Or More Races Other (non-Hispanic)	456
Asian (non-Hispanic)	192
American Indian (non-Hispanic)	54
Single Race Other (non-Hispanic)	2
Hawaiian (non-Hispanic)	0

Total Population

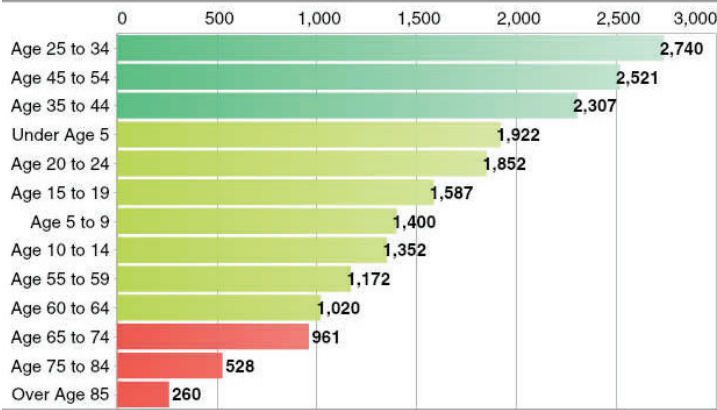


23,718



SOURCE: US Census 2012–2016 ACS; US Census 2000 & 2010; ACS 2006–2010 Census

## Zip Code Snapshot – 61104

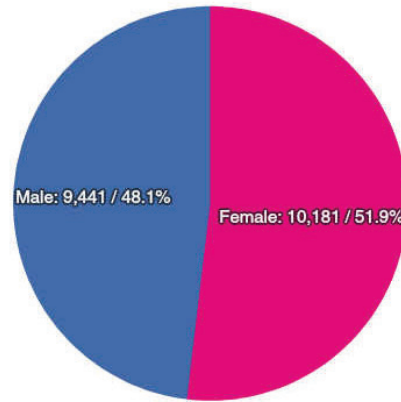


Ethnicity	Total
White (non-Hispanic)	7,958
Hispanic or Latino	5,452
Black (non-Hispanic)	4,738
Asian (non-Hispanic)	889
Two Or More Races Other (non-Hispanic)	562
American Indian (non-Hispanic)	23
Hawaiian (non-Hispanic)	0
Single Race Other (non-Hispanic)	0

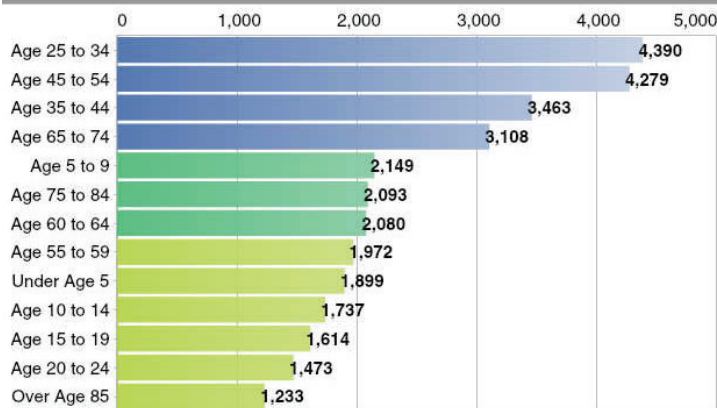
Total Population



19,622



## Zip Code Snapshot – 61107

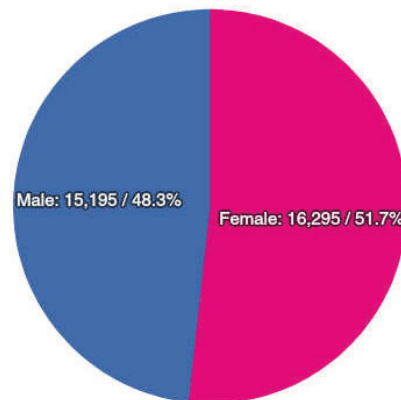


Ethnicity	Total
White (non-Hispanic)	23,332
Hispanic or Latino	3,001
Black (non-Hispanic)	2,718
Asian (non-Hispanic)	1,229
Two Or More Races Other (non-Hispanic)	1,046
Single Race Other (non-Hispanic)	129
American Indian (non-Hispanic)	35
Hawaiian (non-Hispanic)	0

Total Population



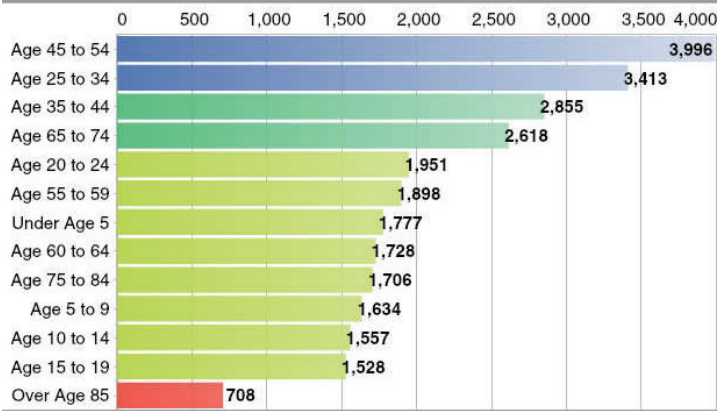
31,490



SOURCE: US Census 2012–2016 ACS; US Census 2000 & 2010; ACS 2006–2010 Census



## Zip Code Snapshot – 61108

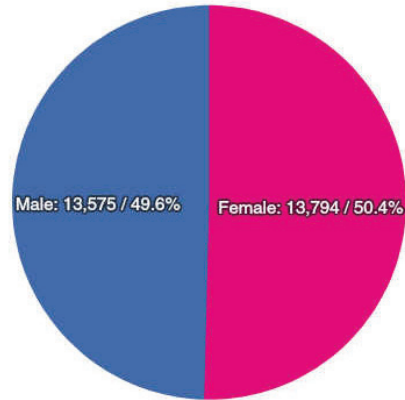


Ethnicity	Total
White (non-Hispanic)	18,615
Hispanic or Latino	3,935
Black (non-Hispanic)	3,175
Asian (non-Hispanic)	1,000
Two Or More Races Other (non-Hispanic)	585
Single Race Other (non-Hispanic)	54
American Indian (non-Hispanic)	5
Hawaiian (non-Hispanic)	0

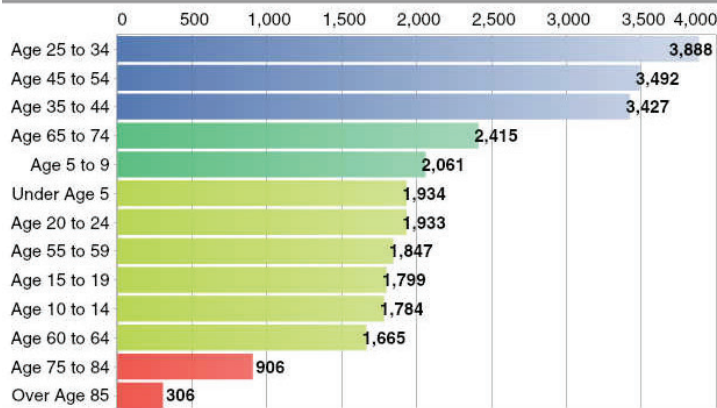
Total Population



27,369



## Zip Code Snapshot – 61109

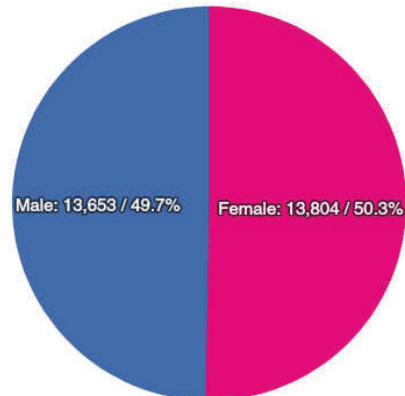


Ethnicity	Total
White (non-Hispanic)	17,283
Hispanic or Latino	5,150
Black (non-Hispanic)	3,273
Asian (non-Hispanic)	1,059
Two Or More Races Other (non-Hispanic)	627
Single Race Other (non-Hispanic)	57
American Indian (non-Hispanic)	8
Hawaiian (non-Hispanic)	0

Total Population

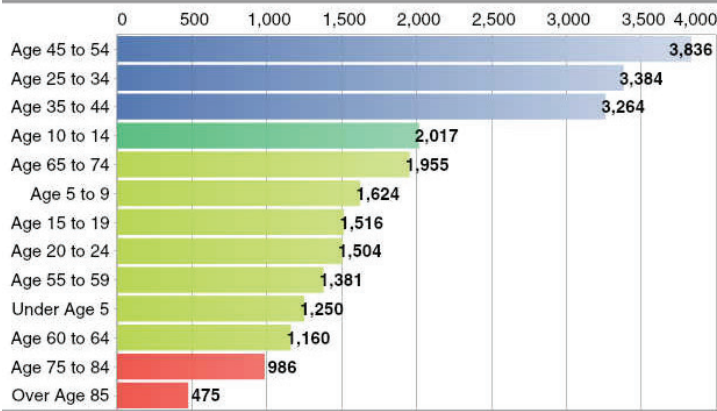


27,457



SOURCE: US Census 2012–2016 ACS; US Census 2000 & 2010; ACS 2006–2010 Census

## Zip Code Snapshot – 61111

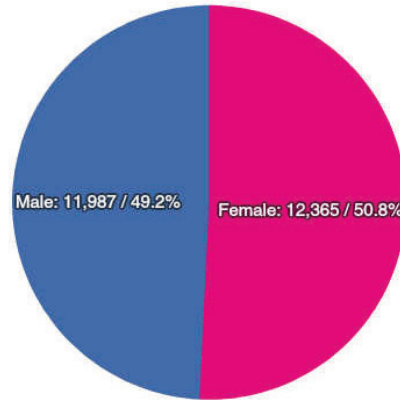


Ethnicity	Total
White (non-Hispanic)	20,216
Hispanic or Latino	1,828
Black (non-Hispanic)	897
Two Or More Races Other (non-Hispanic)	631
Asian (non-Hispanic)	511
American Indian (non-Hispanic)	169
Single Race Other (non-Hispanic)	77
Hawaiian (non-Hispanic)	23

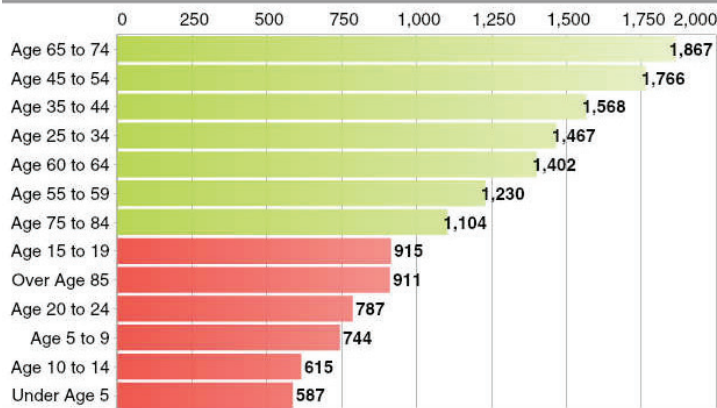
Total Population



24,352



## Zip Code Snapshot – 61114

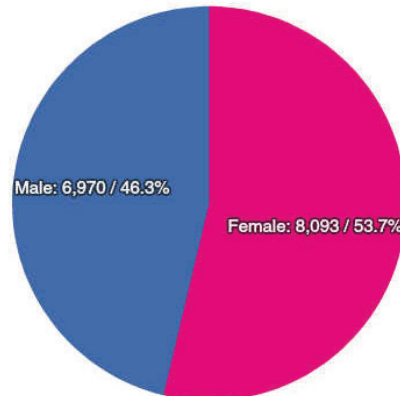


Ethnicity	Total
White (non-Hispanic)	12,303
Black (non-Hispanic)	1,038
Hispanic or Latino	669
Asian (non-Hispanic)	567
Two Or More Races Other (non-Hispanic)	374
Single Race Other (non-Hispanic)	12
American Indian (non-Hispanic)	0
Hawaiian (non-Hispanic)	0

Total Population



14,963



SOURCE: US Census 2012–2016 ACS; US Census 2000 & 2010; ACS 2006–2010 Census

# COMMUNITY ENGAGEMENT AND NEEDS ANALYSIS PROCESS TIMELINE

TASK	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
Recreational Needs Assessment Survey						
Hot Line						
Community Outreach						
Community Engagement Sessions						
Chalkboard Feedback with Area Youth						
Specific User Group Meetings						
Social Media Facebook Live						
Operations Advisory Committee						
Media Outreach						



## **SURVEY PROCESS OVERVIEW**

The Rockford Park District designed and administered the 2018 Recreational Needs Assessment Survey to obtain citizen help in developing a five-year master plan to determine areas to reinvest in, strategically add, and/or eliminate.

The Recreational Needs Assessment Survey was distributed at Rockford Park District facilities/programs, during community engagement sessions, and electronically via email and social media. English and Spanish versions of the survey were made available in both paper and online formats.

Survey responses were collected from March 26, 2018 through June 15, 2018.



**YOUR RECREATIONAL NEEDS ARE IMPORTANT TO US!**

For each question, please select the option that best represents your views, feelings, or experiences.

**This survey is also available to complete online at: [www.rockfordparkdistrict.org/surveys](http://www.rockfordparkdistrict.org/surveys)**

1) What is your zip code?

2) Counting yourself, how many people in your household are:

Ages 5 & Under	<input type="text"/>	Ages 18-24	<input type="text"/>	Ages 45-61	<input type="text"/>
Ages 6-12	<input type="text"/>	Ages 25-34	<input type="text"/>	Ages 62+	<input type="text"/>
Ages 13-17	<input type="text"/>	Ages 35-44	<input type="text"/>		

3) With which race/ethnicity do you identify? (select all that apply)

<input type="checkbox"/> African American or Black	<input type="checkbox"/> American Indian or Alaska Native	<input type="checkbox"/> Asian American or Asian
<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Middle Eastern	<input type="checkbox"/> Multiracial
<input type="checkbox"/> Pacific Islander	<input type="checkbox"/> White or Caucasian	<input type="checkbox"/> Prefer not to say

An identity not listed, self-identify:

4) How do you feel about the following statements?

a) The Park District increases connectedness in the community.

Strongly agree     Somewhat agree     Do not agree

b) The Park District enhances quality of life for me and/or my family.

Strongly agree     Somewhat agree     Do not agree

c) The Park District helps improve the health & well-being of myself and/or my family.

Strongly agree     Somewhat agree     Do not agree

5) How does your household **BENEFIT** from using the Rockford Park District's facilities, parks and programs? (check all that apply)

<input type="checkbox"/> Availability of facilities, parks, and programs	<input type="checkbox"/> Exposure to sports, arts and cultural activities
<input type="checkbox"/> Social benefits of adults/kids interactions	<input type="checkbox"/> Personal benefits of fitness opportunities
<input type="checkbox"/> Environmental benefits of nature trails / paths	<input type="checkbox"/> To have fun
<input type="checkbox"/> I do not benefit, I am not a user	

Other (please list)

6) Please check all the reasons that **PREVENT** you or other members of your household from using the Rockford Park District facilities, parks, and programs.

<input type="checkbox"/> I do not know locations of facilities/parks or what is being offered	<input type="checkbox"/> Facilities lack the right equipment/amenities
<input type="checkbox"/> Fees are too high	<input type="checkbox"/> I do not feel safe
<input type="checkbox"/> Prefer to use private facilities or facilities in other cities/counties	<input type="checkbox"/> Not accessible for people with disabilities
<input type="checkbox"/> Inconvenient times or location	<input type="checkbox"/> Registration for programs is difficult
<input type="checkbox"/> Program is full	<input type="checkbox"/> Poor customer experience
<input type="checkbox"/> Other (please list) <input type="text"/>	<input type="checkbox"/> Nothing prevents me from using the Rockford Park District facilities, parks, and programs

7) Please rank the following groups according to those who should receive the highest priority of recreational services. (1=highest priority; 5=lowest priority)

Adults	<input type="text"/>
Children	<input type="text"/>
Families	<input type="text"/>
Seniors	<input type="text"/>
Teenagers	<input type="text"/>

8) Which of these programs and services do you feel bring the most value to the community? (select all that apply)

- Adventure Activities (Snow Park, Zip Line, Wake Park)
- Arts & Cultural Programming  
(Sounds of Summer: Live @ Levings & Music in the Park, Museums, Outdoor Art/Sculptures)
- Community-wide Events (Snow Sculpting, Festival of Lights)
- Conservatory/Gardens (Nicholas Conservatory & Gardens)
- Dog Parks
- Excursions (Forest City Queen Riverboat & Trolley)
- Golf
- Ice Rinks (Carlson Ice Arena, Riverview Ice House)
- Indoor Playground (Sapora Playworld)
- Neighborhood Parks & Playgrounds
- Open Space/Trails/Rec Paths
- Outdoor Education/Recreation  
(Atwood Center, Lockwood Park Equestrian Centre & Children’s Farm)
- Programs for persons with disabilities (Therapeutic Recreation)
- Sports Facilities (UW Health Sports Factory, Mercyhealth Sportscore Complexes)
- Swimming (Neighborhood Pools)
- Youth Programs & Washington Park Community Center  
(Camps, Before/After School Programs, Lessons, Leagues)
- Waterpark (Magic Waters)

9) Neighborhood Parks should...

**Have passive uses that are open to the whole community (open lawns, forested areas, trails, picnic areas, etc.)**

<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree	<input type="checkbox"/> Do not agree
---	---	---------------------------------------

**Have active uses for organized sports and paid programs through user fees**

<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree	<input type="checkbox"/> Do not agree
---	---	---------------------------------------

**Have playground equipment**

<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree	<input type="checkbox"/> Do not agree
---	---	---------------------------------------

**Have programs for kids during summer and non-school times**

<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree	<input type="checkbox"/> Do not agree
---	---	---------------------------------------

**Be within walking distance of my residence**

<input type="checkbox"/> Strongly agree	<input type="checkbox"/> Somewhat agree	<input type="checkbox"/> Do not agree
---	---	---------------------------------------

**10) When considering potential budget reductions, the Rockford Park District should...**

Maintain all existing recreational facilities, parks, and programs, but at a lower level of service (e.g., park maintenance on fewer days per week; reduced hours at recreation facilities; fewer recreation program offerings within each category)

Eliminate some facilities, parks, and programs, but keep the remaining facilities, parks, and programs at current levels of service (e.g., close some facilities but keep all others on current schedules)

Select from range below

<input type="checkbox"/> Maintain All
<input type="checkbox"/> Maintain Most
<input type="checkbox"/> Somewhere in Between
<input type="checkbox"/> Eliminate Some
<input type="checkbox"/> Eliminate More

**11) The Rockford Park District has two main funding sources: Property Taxes and User Fees. In order for us to maintain a balanced budget, which of the following options do you support? (select one)**

- A combination of increased taxes and user fees
- Increased user fees
- Increased taxes
- Reduced programs and/or operations at facilities/parks

**12) If an additional \$100 were available for Rockford Park District to address its park and recreation needs, how would you allocate the funds among the facilities, parks, and programs listed below? (please allocate funds \$ below)**

- \$  Adventure Activities (Snow Park, Zip Line, Wake Park)
- \$  Arts & Cultural Programming  
(Sounds of Summer: Live @ Levings & Music in the Park, Museums, Outdoor Art/Sculptures)
- \$  Community-wide Events (Snow Sculpting, Festival of Lights)
- \$  Conservatory/Gardens (Nicholas Conservatory & Gardens)
- \$  Dog Parks
- \$  Excursions (Forest City Queen Riverboat & Trolley)
- \$  Golf
- \$  Ice Rinks (Carlson Ice Arena, Riverview Ice House)
- \$  Indoor Playground (Sapora Playworld)
- \$  Neighborhood Parks & Playgrounds
- \$  Open Space/Trails/Rec Paths
- \$  Outdoor Education/Recreation  
(Atwood Center, Lockwood Park Equestrian Centre & Children's Farm)
- \$  Sports Facilities (UW Health Sports Factory, Mercyhealth Sportscore Complexes)
- \$  Swimming (Neighborhood Pools)
- \$  Youth Programs & Washington Park Community Center  
(Camps, Before/After School Programs, Lessons, Leagues)
- \$  Waterpark (Magic Waters)

**13) What would you KEEP and REINVEST in at the Rockford Park District?**

**14) What CHANGES (additions and/or eliminations) would you like to see at the Rockford Park District?**

**Please drop off your completed survey  
at any Rockford Park District facility  
by Friday, June 15, 2018**

**Thank you for completing this survey!**





# **SURVEY RESPONSE TOTALS**



**Number of  
Surveys Completed:**

**2937**

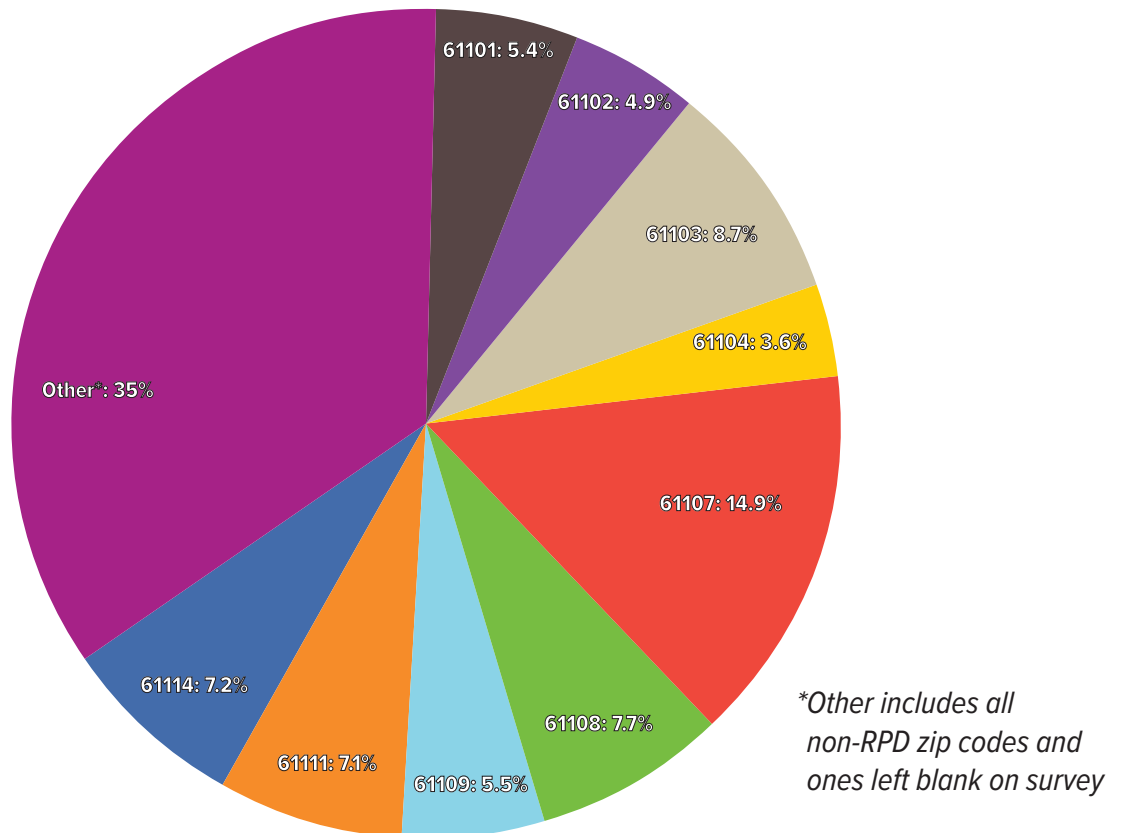
# SURVEY RESULTS

## STATISTICAL INFORMATION

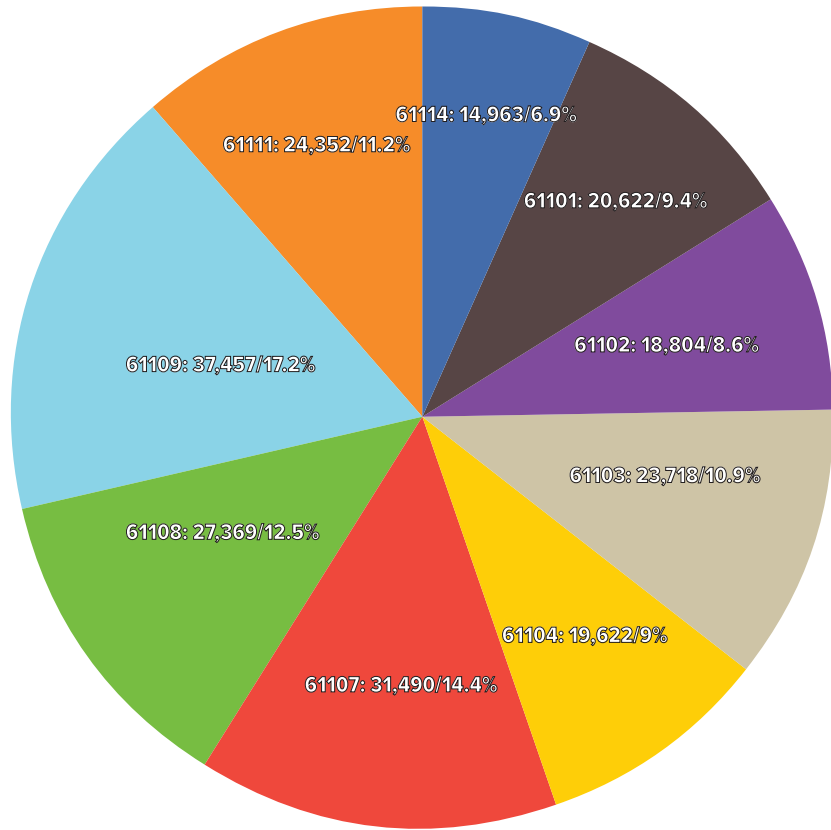
### % of Surveys Completed by Zip Code

Zipcode	Total
61101	159
61102	143
61103	255
61104	106
61107	439
61108	225
61109	162
61111	208
61114	211
Other	1,029
<b>Total</b>	<b>2,937</b>

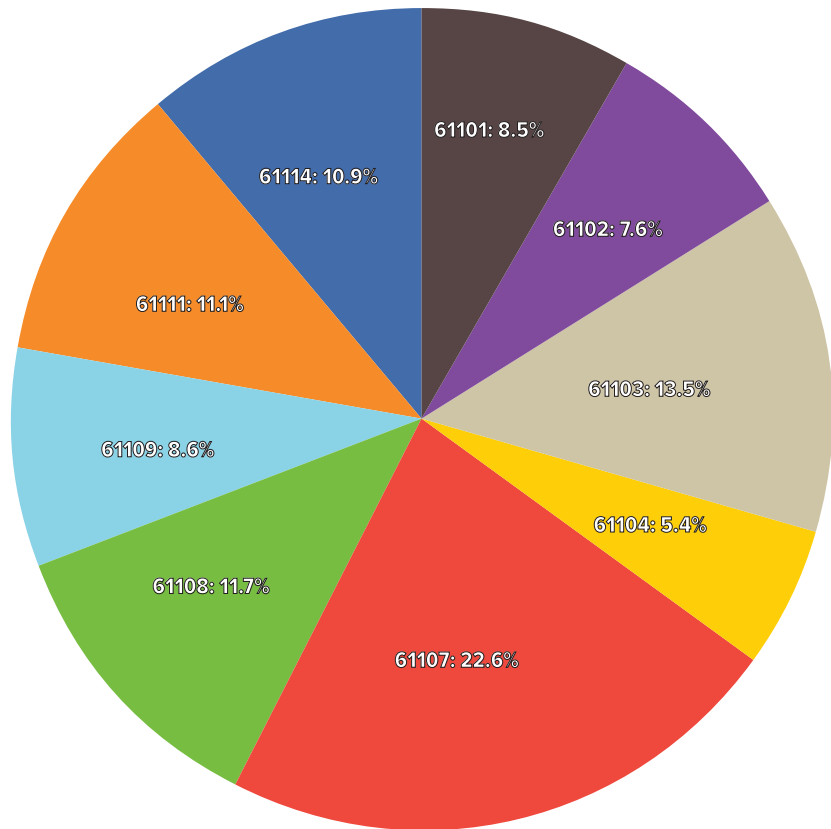
### RPD SURVEY RESPONSE BY ZIPCODE



### RPD POPULATION BY ZIPCODE



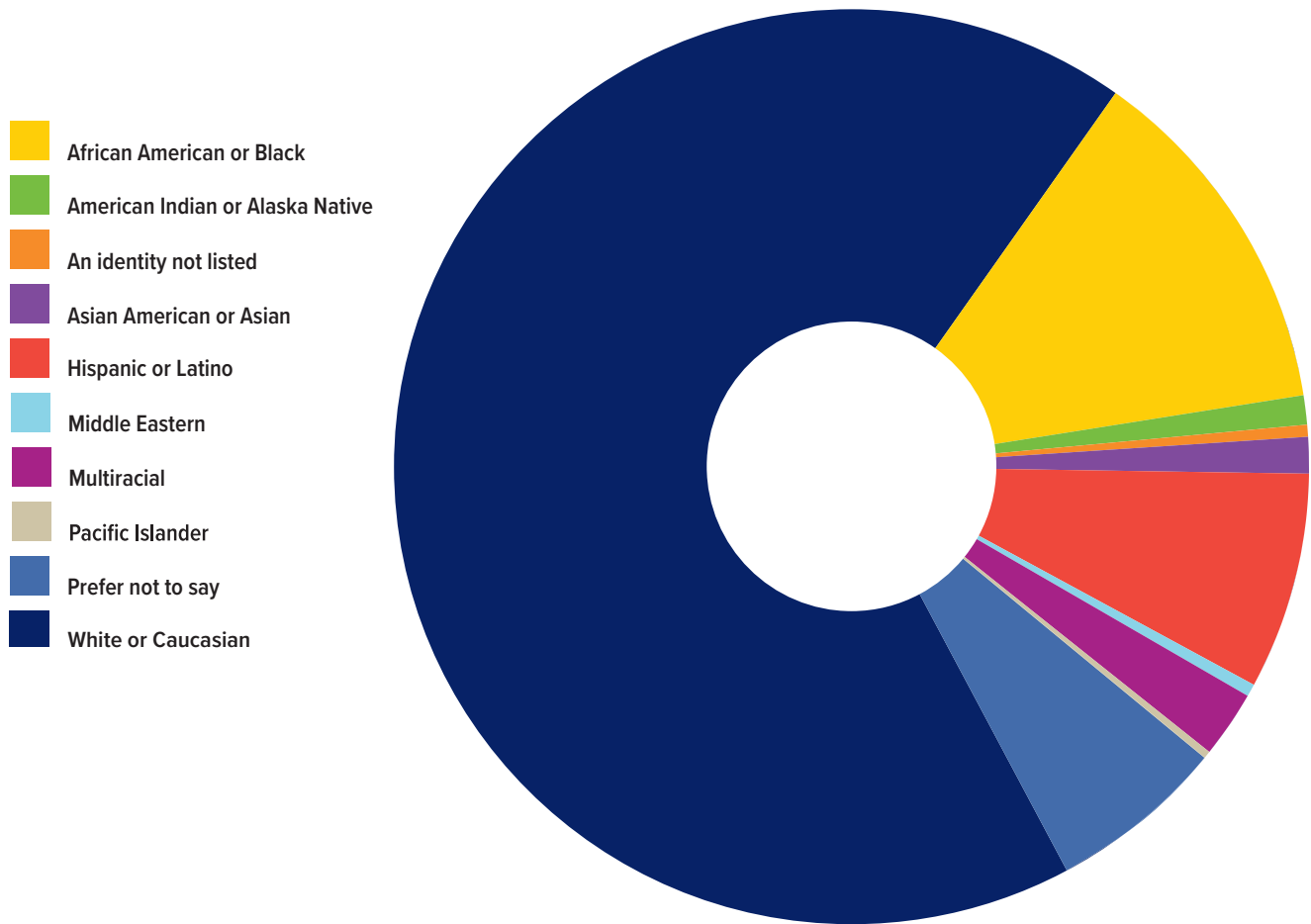
### RPD SURVEY RESPONSE BY ZIP CODE (RPD ZIP CODES ONLY)



# Ethnicity Totals

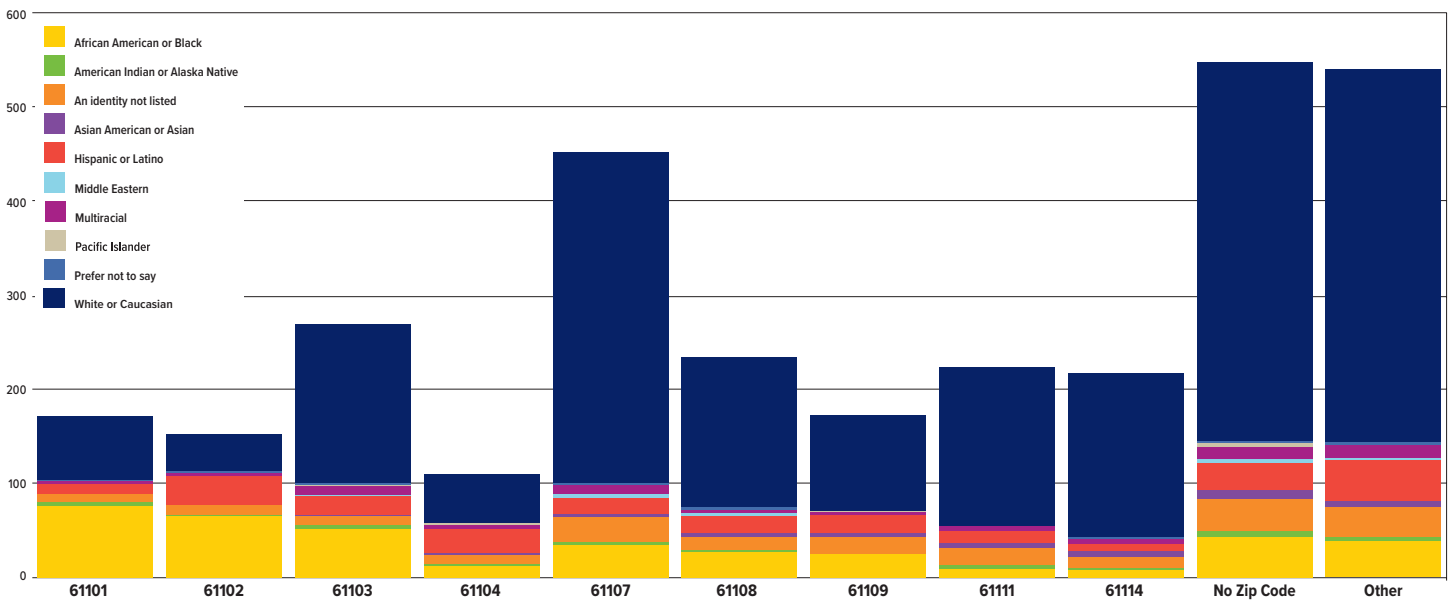
Ethnicity	Total
African American or Black	390
American Indian or Alaska Native	32
An identity not listed	14
Asian American or Asian	40
Hispanic or Latino	238
Middle Eastern	12
Multiracial	75
Pacific Islander	8
Prefer not to say	193
White or Caucasian	2,086
<b>Total</b>	<b>3,088</b>

*NOTE: Ethnicity total is higher than total survey responses due to some respondents selecting more than one ethnicity.*



# Ethnicity Totals by Zip Code

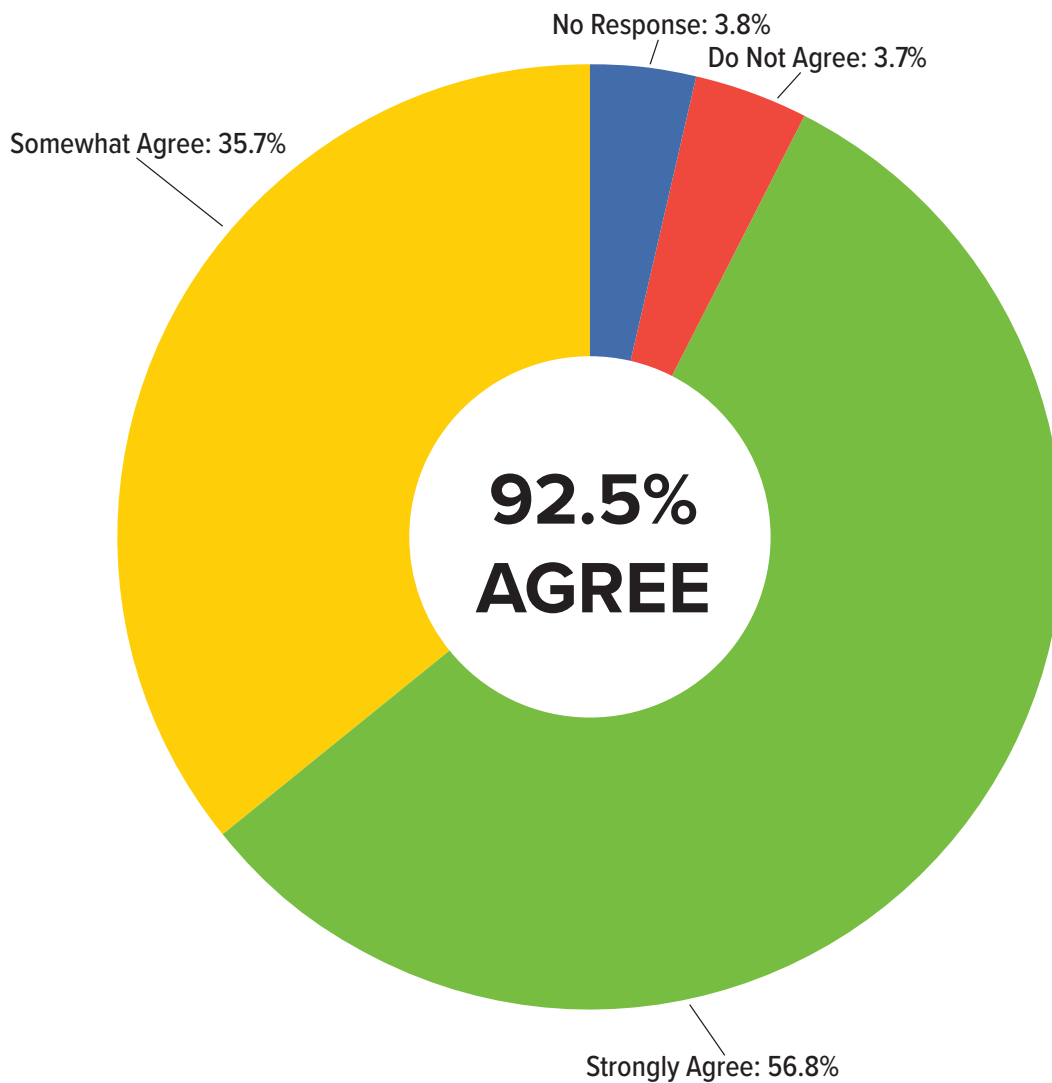
Zipcode	African American or Black	American Indian or Alaska Native	An identity not listed	Asian American or Asian	Hispanic or Latino	Middle Eastern	Multiracial	Pacific Islander	Prefer not to say	White or Caucasian
61101	76	4	9	0	10	0	4	0	1	67
61102	66	1	9	0	32	0	2	0	2	40
61103	52	3	10	1	21	1	9	1	1	170
61104	12	2	10	1	26	0	5	2	0	51
61107	34	4	26	3	17	4	10	0	2	352
61108	27	2	14	4	19	2	4	0	2	160
61109	25	0	18	4	19	0	3	1	0	102
61111	9	3	19	5	13	0	5	0	0	169
61114	8	2	12	6	7	0	6	0	1	175
No Zip Code	43	6	34	10	30	3	13	4	2	403
Other	38	5	32	6	44	2	14	0	3	397
<b>Total</b>	<b>390</b>	<b>32</b>	<b>193</b>	<b>40</b>	<b>238</b>	<b>12</b>	<b>75</b>	<b>8</b>	<b>14</b>	<b>2,086</b>



# SURVEY RESULTS

## The Park District increases connectedness in the community

Connectedness	Total
Strongly Agree	1,373
Somewhat Agree	863
No Response	92
Do Not Agree	89
<b>Total</b>	<b>2,417</b>

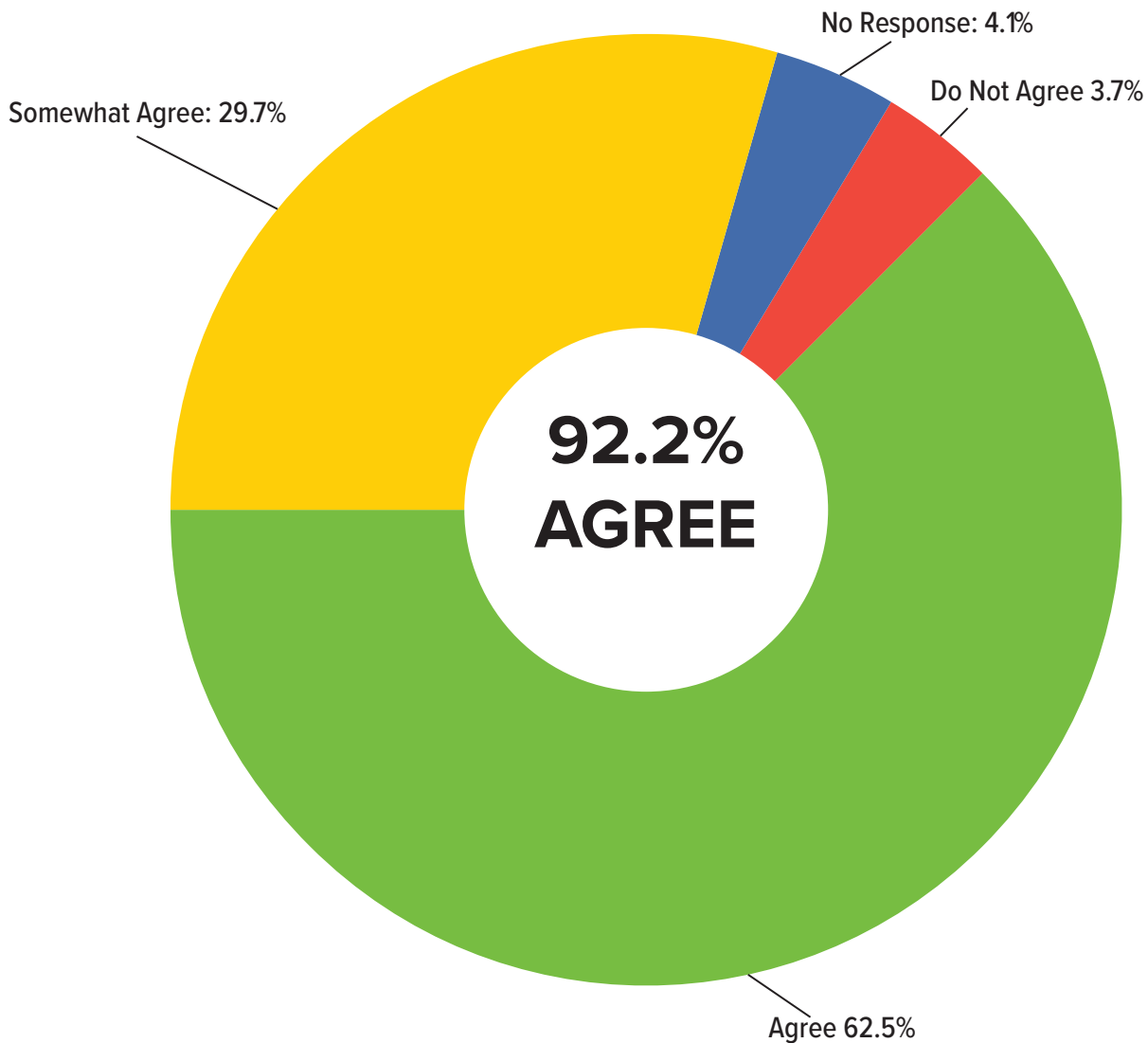


Connectedness	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly Agree	<b>99</b>	<b>86</b>	<b>150</b>	<b>53</b>	<b>264</b>	<b>124</b>	<b>83</b>	<b>109</b>	<b>124</b>	<b>281</b>	<b>1373</b>
Somewhat Agree	<b>50</b>	<b>47</b>	<b>85</b>	<b>38</b>	<b>153</b>	<b>85</b>	<b>56</b>	<b>85</b>	<b>78</b>	<b>186</b>	<b>863</b>
No Response	6	4	12	6	12	7	10	6	5	24	92
Do Not Agree	4	6	8	8	10	9	13	8	4	19	89

\***Bolded text** indicates responses that **AGREE** to statement listed above

## The Park District enhances quality of life for me and/or my family

Quality of Life	Total
Strongly Agree	1,511
Somewhat Agree	717
No Response	100
Do Not Agree	89
<b>Total</b>	<b>2,417</b>

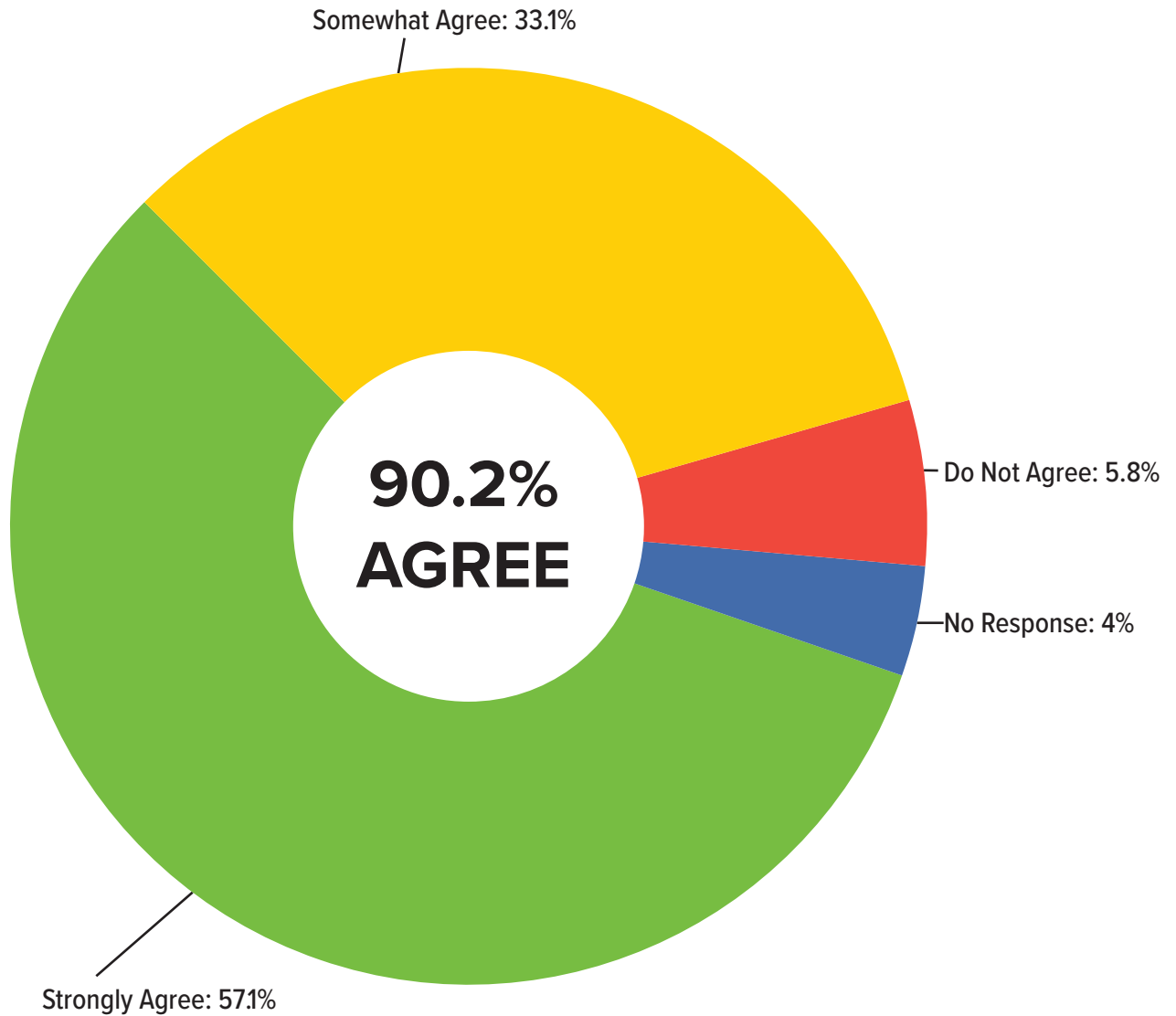


Quality of Life	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly Agree	<b>99</b>	<b>97</b>	<b>167</b>	<b>65</b>	<b>304</b>	<b>138</b>	<b>91</b>	<b>111</b>	<b>141</b>	<b>298</b>	<b>1511</b>
Somewhat Agree	<b>48</b>	<b>34</b>	<b>68</b>	<b>27</b>	<b>112</b>	<b>70</b>	<b>49</b>	<b>79</b>	<b>56</b>	<b>174</b>	<b>717</b>
No Response	6	5	12	6	16	7	12	8	5	23	100
Do Not Agree	6	7	8	7	7	10	10	10	9	15	89

\***Bolded text** indicates responses that **AGREE** to statement listed above

# The Park District helps improve the health and well-being of myself and/or my family

Health & Well-being	Total
Strongly Agree	1,380
Somewhat Agree	800
Do Not Agree	140
No Response	97
<b>Total</b>	<b>2,417</b>



Health & Well-being	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly Agree	<b>98</b>	<b>90</b>	<b>156</b>	<b>55</b>	<b>276</b>	<b>123</b>	<b>87</b>	<b>103</b>	<b>121</b>	<b>271</b>	<b>1380</b>
Somewhat Agree	<b>43</b>	<b>36</b>	<b>73</b>	<b>34</b>	<b>133</b>	<b>81</b>	<b>54</b>	<b>81</b>	<b>70</b>	<b>195</b>	<b>800</b>
No Response	7	6	14	6	12	8	10	6	6	22	97
Do Not Agree	11	11	12	10	18	13	11	18	14	22	140

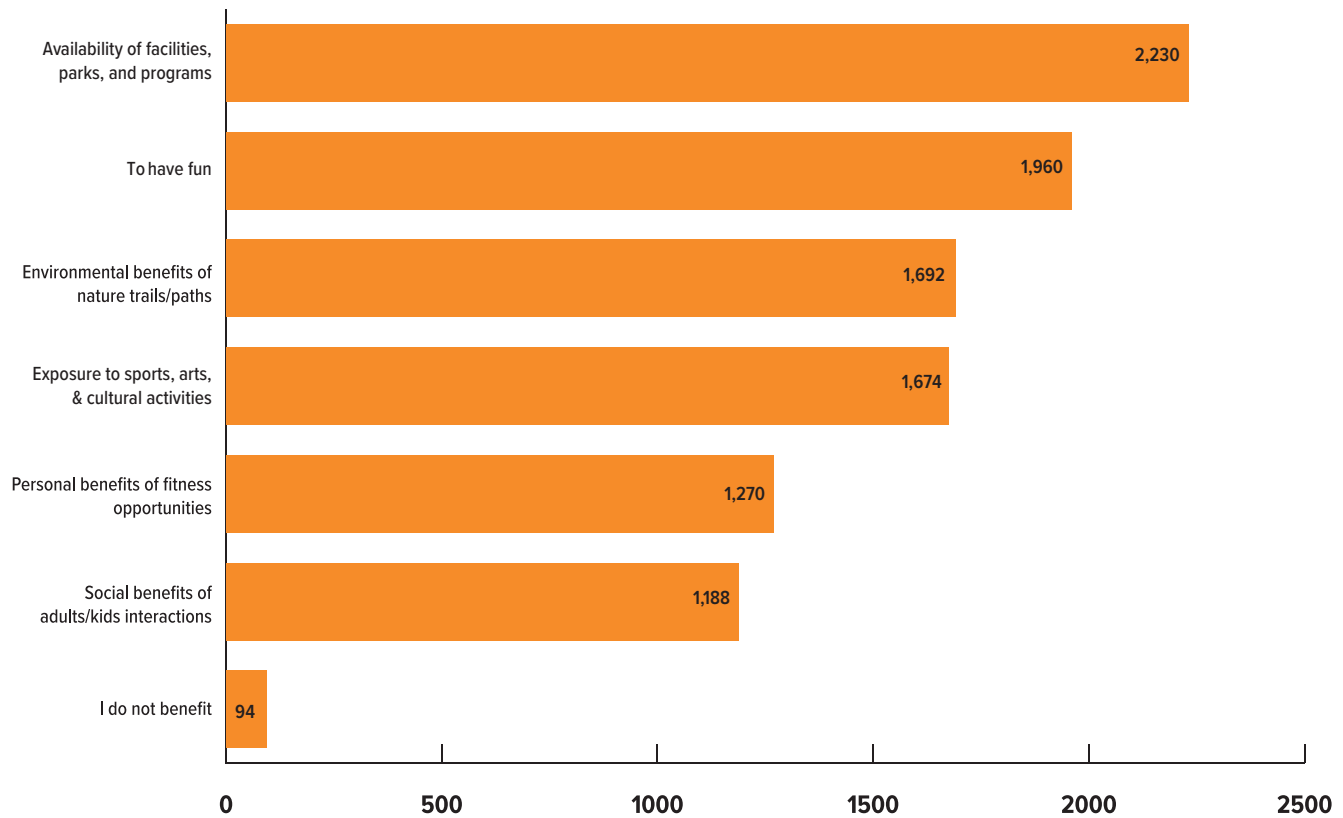
\***Bolded text** indicates responses that **AGREE** to statement listed above



# How does your household **BENEFIT** from using the Park District's facilities, parks, and programs?

Benefit	Total
Availability of facilities, parks, and programs	2,230
To have fun	1,960
Environmental benefits of nature trails / paths	1,692
Exposure to sports, arts and cultural activities	1,674
Personal benefits of fitness opportunities	1,270
Social benefits of adults/kids interactions	1,188
I do not benefit	94
<b>Total</b>	<b>10,108</b>

NOTE: Total is higher than total survey responses due to some respondents selecting more than one option.



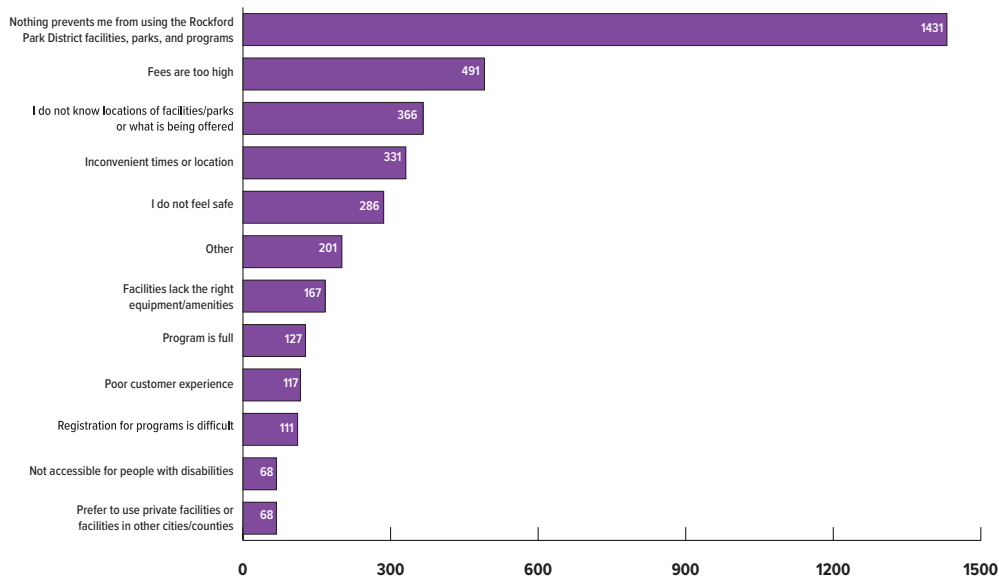
Benefit	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Availability of facilities, parks, and programs	<b>120</b>	<b>110</b>	<b>203</b>	<b>68</b>	<b>358</b>	<b>185</b>	<b>118</b>	<b>176</b>	<b>171</b>	<b>721</b>	<b>2230</b>
Environmental benefits of nature trails / paths	82	64	<b>164</b>	<b>57</b>	<b>288</b>	136	<b>96</b>	<b>131</b>	133	<b>541</b>	<b>1692</b>
Exposure to sports, arts and cultural activities	<b>87</b>	<b>77</b>	148	56	<b>282</b>	<b>137</b>	84	129	<b>137</b>	537	1674
I do not benefit	8	6	8	4	6	1	5	5	7	44	94
Personal benefits of fitness opportunities	62	52	120	45	236	96	76	102	97	384	1270
Social benefits of adults/kids interactions	72	61	99	44	196	112	57	89	84	374	1188
To have fun	<b>95</b>	<b>82</b>	<b>178</b>	<b>71</b>	<b>322</b>	<b>155</b>	<b>109</b>	<b>131</b>	<b>143</b>	<b>674</b>	<b>1960</b>

\***Bolded text** indicates the **TOP 3 BENEFITS** as identified by respondents

# Reasons that PREVENT you from using the Park District's facilities, parks, and programs

Prevent	Total
Nothing prevents me from using the Rockford Park District facilities, parks, and programs	1,431
Fees are too high	491
I do not know locations of facilities/parks or what is being offered	366
Inconvenient times or location	331
I do not feel safe	286
Other	201
Facilities lack the right equipment/amenities	167
Program is full	127
Poor customer experience	117
Registration for programs is difficult	111
Not accessible for people with disabilities	68
Prefer to use private facilities or facilities in other cities/counties	68
<b>Total</b>	<b>3,764</b>

NOTE: Total is higher than total survey responses due to some respondents selecting more than one option.

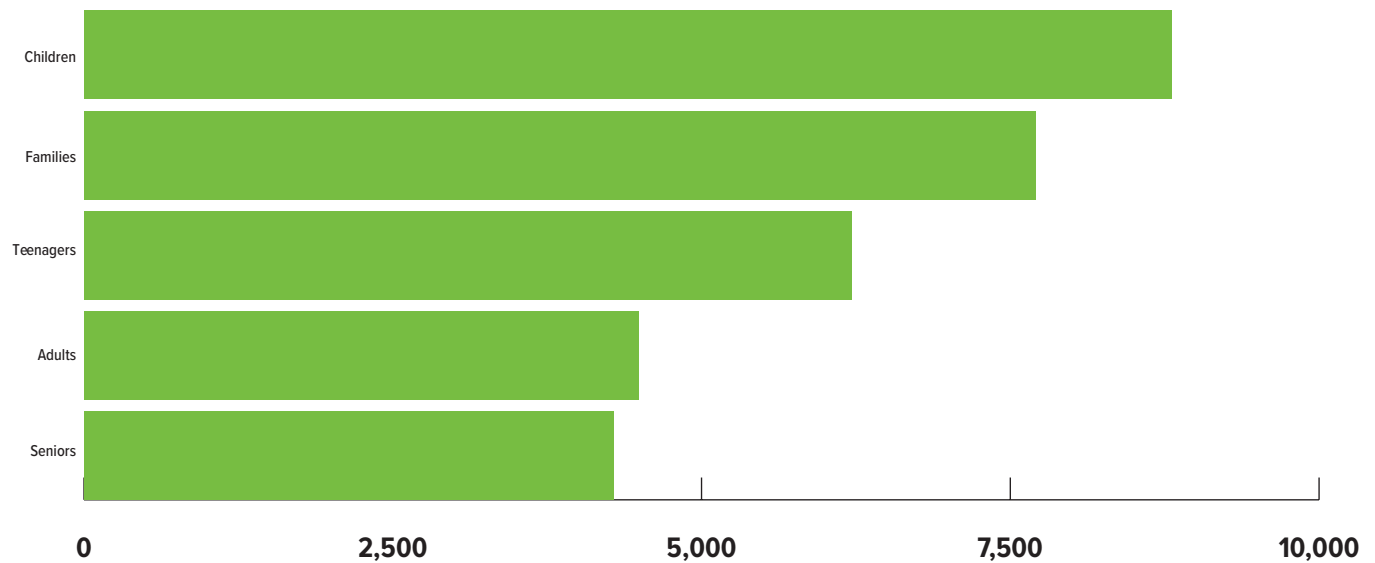


Prevent	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Facilities lack the right equipment/amenities	6	9	16	9	21	14	15	7	11	59	167
Fees are too high	<b>23</b>	<b>24</b>	<b>38</b>	<b>20</b>	<b>60</b>	<b>39</b>	<b>34</b>	<b>41</b>	<b>19</b>	<b>193</b>	<b>491</b>
I do not feel safe	8	15	27	10	40	24	21	26	13	102	286
I do not know locations of facilities/parks or what is being offered	<b>19</b>	7	<b>30</b>	<b>16</b>	54	<b>31</b>	<b>22</b>	21	12	<b>154</b>	<b>366</b>
Inconvenient times or location	12	<b>19</b>	24	15	<b>57</b>	21	15	<b>29</b>	<b>19</b>	120	331
Not accessible for people with disabilities	2	4	7	5	4	2	10	2	5	27	68
Nothing prevents me from using the Rockford Park District facilities, parks, and programs	<b>89</b>	<b>73</b>	<b>134</b>	<b>46</b>	<b>215</b>	<b>111</b>	<b>71</b>	<b>107</b>	<b>137</b>	<b>448</b>	<b>1431</b>
Other	4	6	12	5	48	12	7	16	7	84	201
Poor customer experience	4	5	10	9	17	8	10	7	5	42	117
Prefer to use private facilities or facilities in other cities/counties	2	3	5	2	14	3	2	4	4	29	68
Program is full	9	12	11	3	23	5	9	9	5	41	127
Registration for programs is difficult	4	6	8	8	21	11	9	7	6	31	111

\***Bolded text** indicates the **TOP 3 reasons that PREVENT** as identified by respondents

## Rank the groups according to those who should receive the highest priority of recreation services

Group	Weight
Children	8,838
Families	7,727
Teenagers	6,235
Adults	4,514
Seniors	4,305
<b>Total</b>	<b>31,619</b>



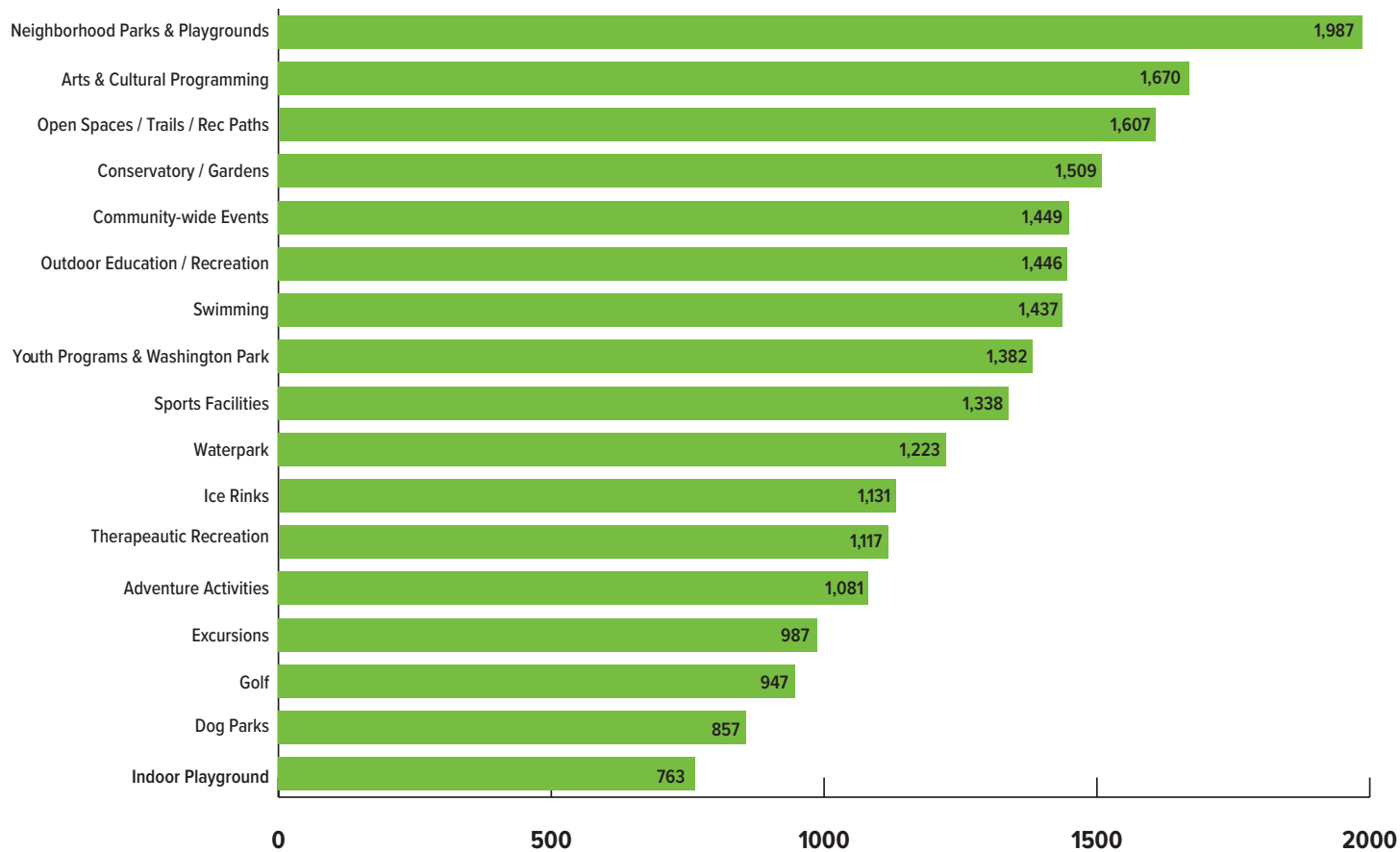
Rank	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Adults	270	268	514	216	855	421	304	390	378	898	4514
Children	<b>553</b>	<b>525</b>	<b>972</b>	<b>387</b>	<b>1618</b>	<b>814</b>	<b>561</b>	<b>836</b>	<b>779</b>	<b>1793</b>	<b>8838</b>
Families	<b>506</b>	<b>401</b>	<b>824</b>	<b>320</b>	<b>1427</b>	<b>707</b>	<b>508</b>	<b>687</b>	<b>661</b>	<b>1686</b>	<b>7727</b>
Seniors	301	246	441	188	785	396	309	388	365	886	4305
Teenagers	<b>395</b>	<b>360</b>	<b>654</b>	<b>269</b>	<b>1165</b>	<b>587</b>	<b>388</b>	<b>564</b>	<b>562</b>	<b>1291</b>	<b>6235</b>

\***Bolded text** indicates the **TOP 3** groups who should receive highest priority of services as identified by respondents

## Which of these programs and services do you feel bring the most value to the community?

Value	Total
Neighborhood Parks & Playgrounds	1,987
Arts & Cultural Programming	1,670
Open Space / Trails / Rec Paths	1,607
Conservatory / Gardens	1,509
Community-wide Events	1,449
Outdoor Education / Recreation	1,446
Swimming	1,437
Youth Programs & Washington Park	1,382
Sports Facilities	1,338
Waterpark	1,223
Ice Rinks	1,131
Therapeutic Recreation	1,117
Adventure Activities	1,081
Excursions	987
Golf	947
Dog Parks	857
Indoor Playground	763
<b>Total</b>	<b>21,931</b>

*NOTE: Total is higher than total survey responses due to some respondents selecting more than one option.*

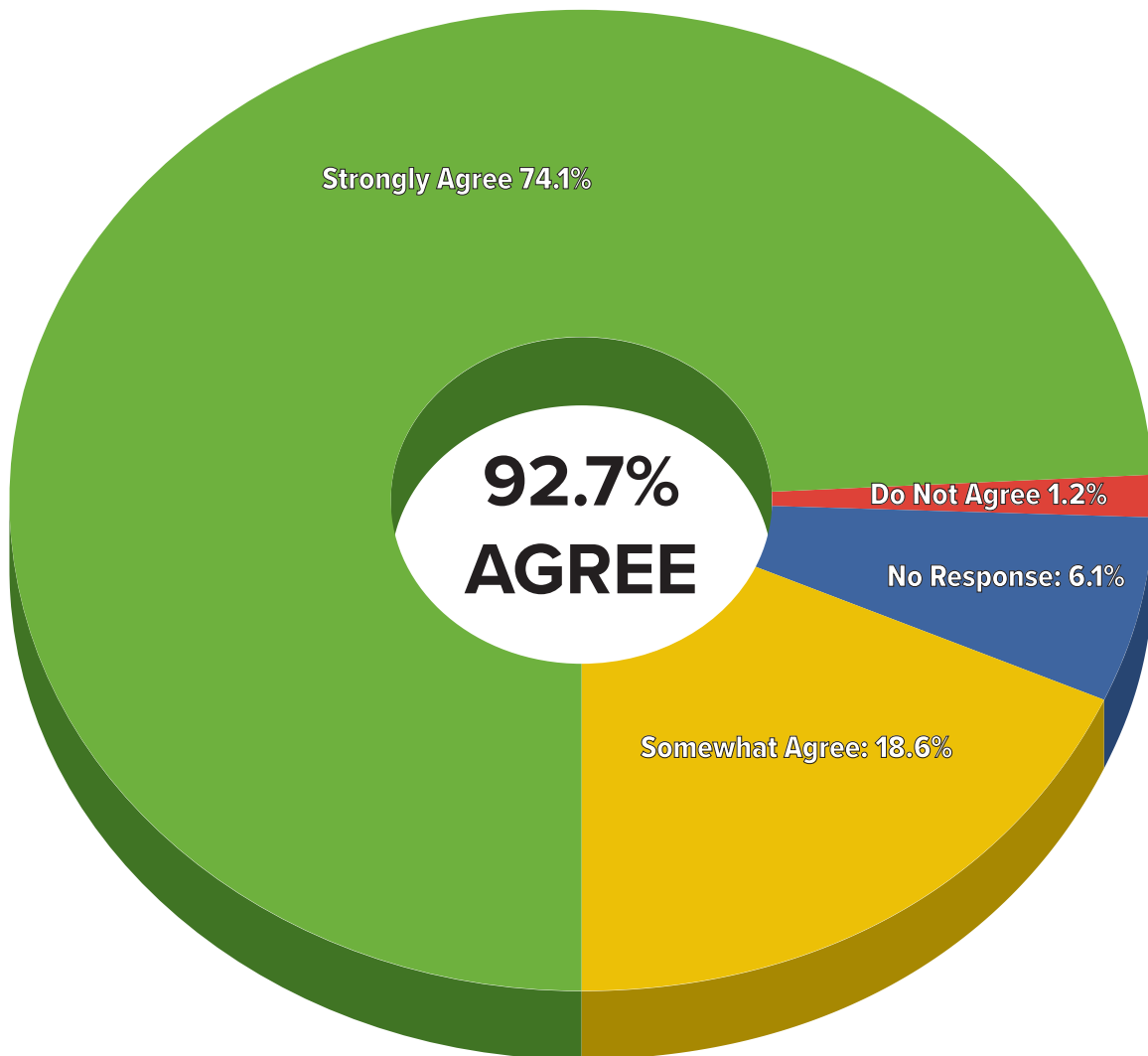


Most Value by Zip Code	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Adventure Activities	61	55	103	32	169	73	56	70	56	406	1081
Arts & Cultural Programming	<b>110</b>	<b>78</b>	<b>162</b>	<b>70</b>	<b>281</b>	<b>136</b>	<b>85</b>	<b>119</b>	<b>125</b>	<b>504</b>	<b>1670</b>
Community-wide Events	82	63	137	55	225	105	<b>88</b>	110	98	486	1449
Conservatory / Gardens	75	50	<b>159</b>	58	257	117	75	112	121	485	1509
Dog Parks	37	32	86	35	121	75	39	72	62	298	857
Excursions	54	45	99	36	158	80	42	87	72	314	987
Golf	40	30	83	21	193	86	45	68	92	289	947
Ice Rinks	55	41	95	34	188	96	46	90	89	397	1131
Indoor Playground	49	45	68	23	110	72	39	53	40	264	763
Neighborhood Parks & Playgrounds	<b>93</b>	<b>81</b>	<b>191</b>	<b>77</b>	<b>343</b>	<b>145</b>	<b>108</b>	<b>156</b>	<b>156</b>	<b>637</b>	<b>1987</b>
Open Space / Trails / Rec Paths	74	53	132	<b>61</b>	<b>284</b>	119	82	<b>125</b>	<b>128</b>	<b>549</b>	<b>1607</b>
Outdoor Education / Recreation	84	73	137	59	221	<b>125</b>	81	93	110	463	1446
Sports Facilities	69	63	119	41	233	110	72	115	103	413	1338
Swimming	83	72	137	50	199	122	71	116	110	477	1437
Therapeutic Recreation	68	55	100	38	176	99	60	84	75	362	1117
Waterpark	<b>85</b>	64	94	45	141	100	73	83	75	463	1223
Youth Programs & Washington Park	83	<b>78</b>	134	50	234	107	69	101	96	430	1382

\***Bolded text** indicates the **TOP 3** programs and services identified as bringing **MOST VALUE** to the community as identified by respondents

## NEIGHBORHOOD PARKS SHOULD: Have passive uses that are open to the whole community

Response	Total
Strongly agree	2,175
Somewhat agree	545
No Response	180
Do not agree	36
<b>Total</b>	<b>2,936</b>

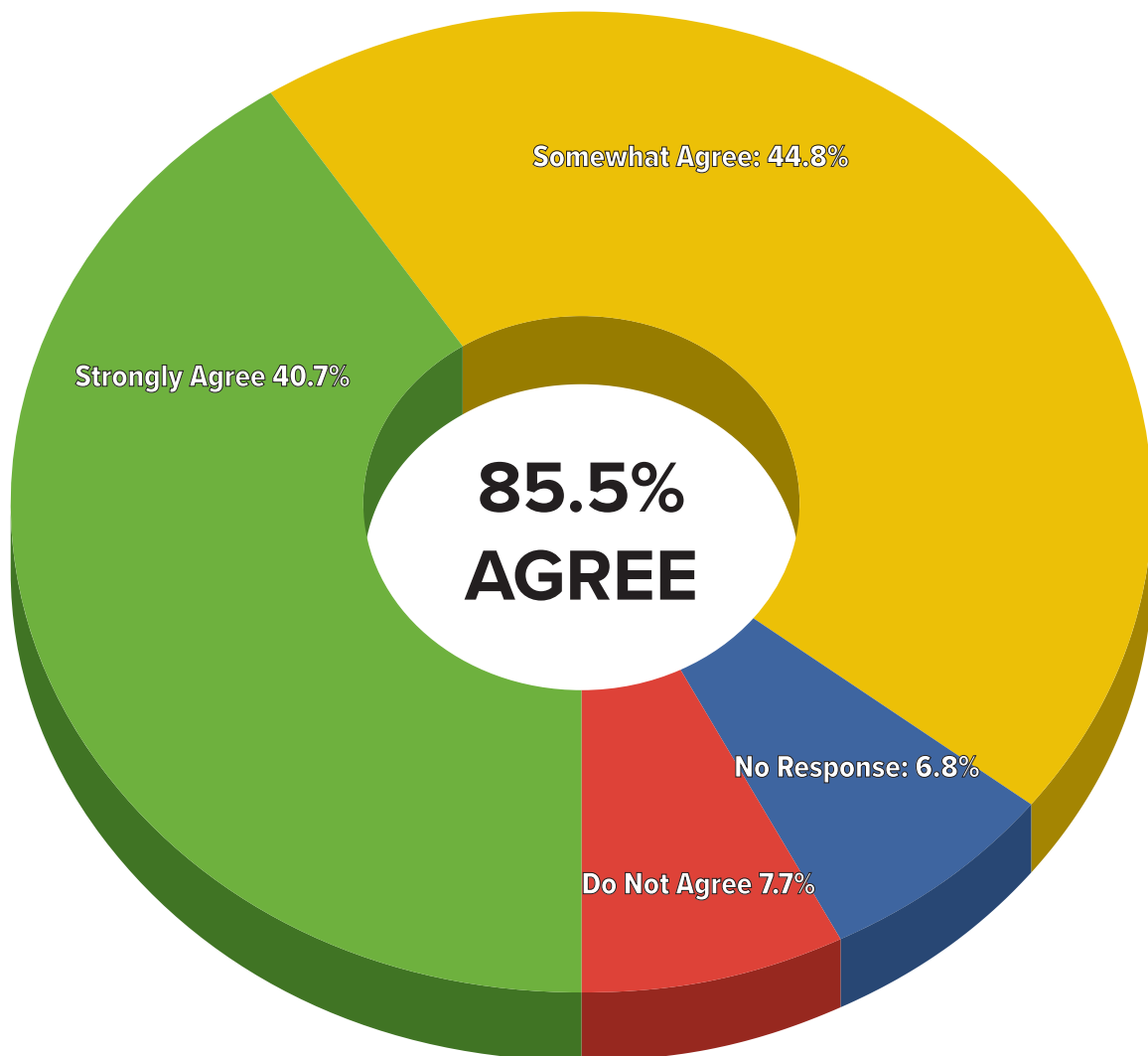


Passive Uses	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly agree	<b>116</b>	<b>107</b>	<b>195</b>	<b>84</b>	<b>333</b>	<b>173</b>	<b>122</b>	<b>155</b>	<b>166</b>	<b>724</b>	<b>2175</b>
Somewhat agree	<b>29</b>	<b>26</b>	<b>40</b>	<b>15</b>	<b>83</b>	<b>41</b>	<b>25</b>	<b>38</b>	<b>39</b>	<b>209</b>	<b>545</b>
Do not agree	2	1	1	0	6	2	0	6	1	17	36
No Response	12	9	20	6	16	9	15	9	6	78	180

\***Bolded text** indicates responses that **AGREE** to statement listed above

## NEIGHBORHOOD PARKS SHOULD: Have active uses for organized sports and paid programs through user fees

Response	Total
Somewhat agree	1,315
Strongly agree	1,194
Do not agree	227
No Response	200
<b>Total</b>	<b>2,936</b>

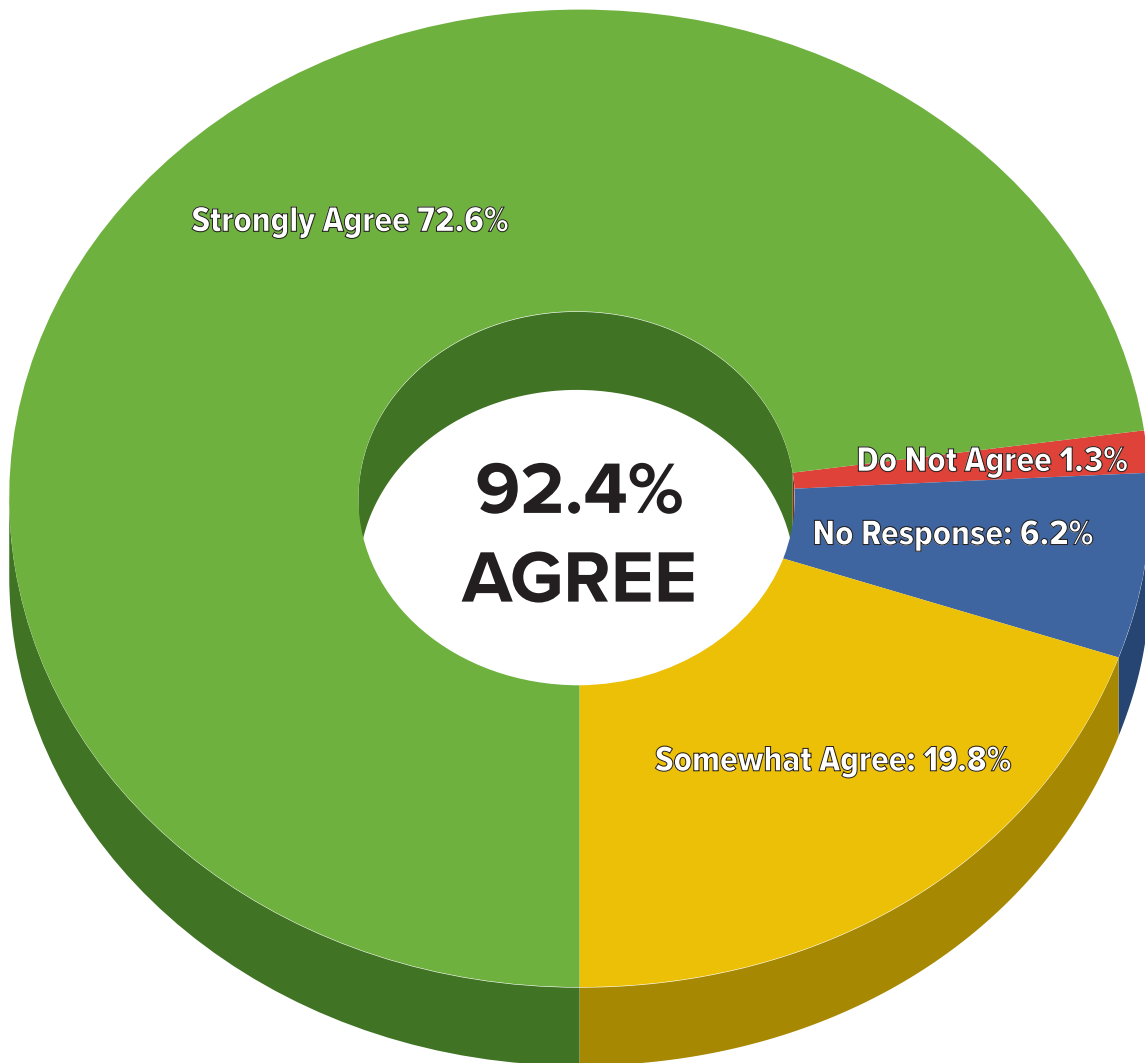


Organized Sports / Programs	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly agree	<b>77</b>	<b>70</b>	<b>99</b>	<b>43</b>	<b>164</b>	<b>106</b>	<b>75</b>	<b>72</b>	<b>93</b>	<b>395</b>	<b>1194</b>
Somewhat agree	<b>62</b>	<b>52</b>	<b>117</b>	<b>44</b>	<b>222</b>	<b>93</b>	<b>52</b>	<b>103</b>	<b>98</b>	<b>472</b>	<b>1315</b>
Do not agree	7	8	17	12	31	14	18	23	14	83	227
No Response	13	13	23	6	21	12	17	10	7	78	200

\***Bolded text** indicates responses that **AGREE** to statement listed above

## NEIGHBORHOOD PARKS SHOULD: Have playground equipment

Response	Total
Strongly agree	2,133
Somewhat agree	582
No Response	183
Do not agree	38
<b>Total</b>	<b>2,936</b>



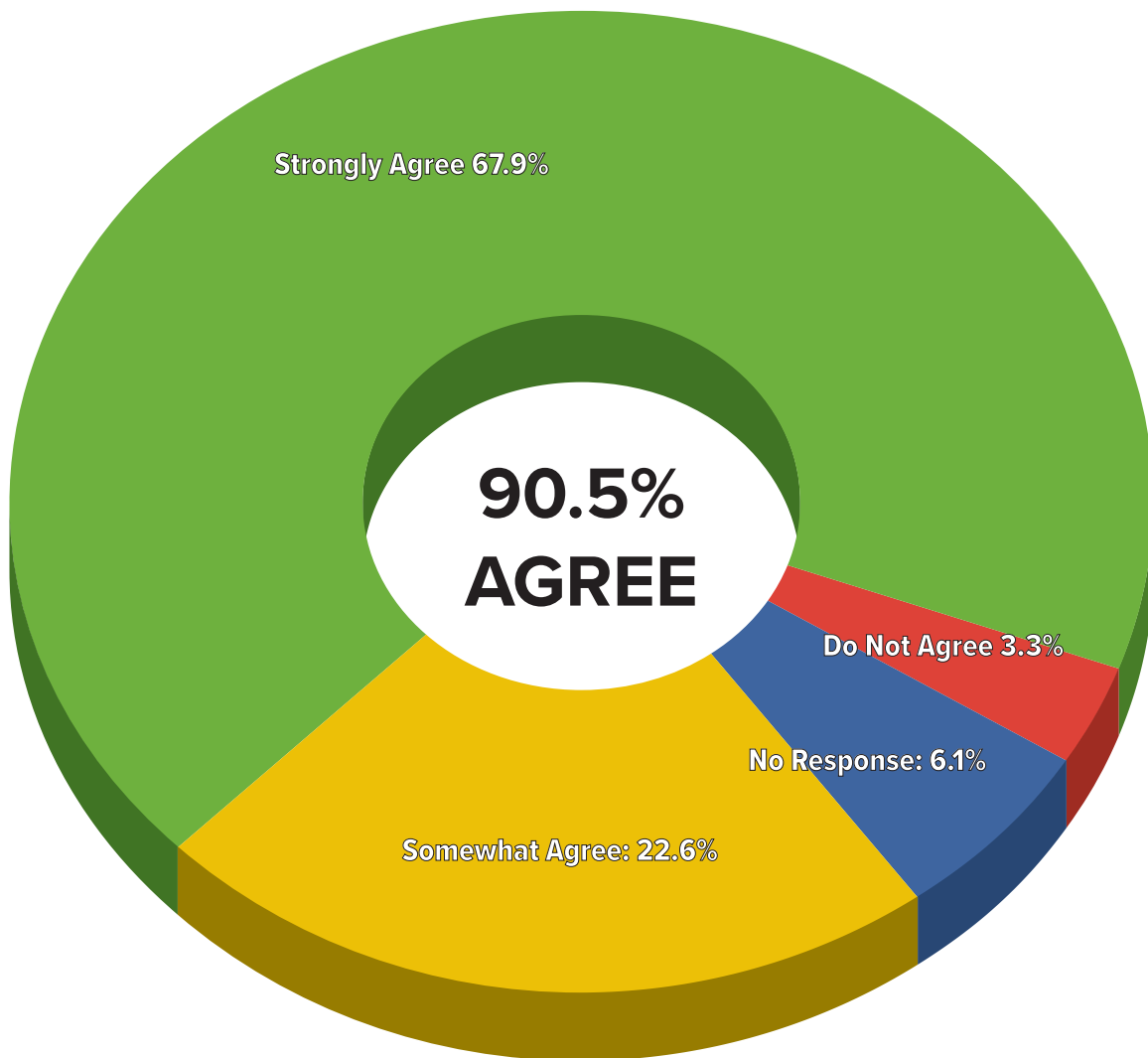
Playground Equipment	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly agree	<b>116</b>	<b>105</b>	<b>189</b>	<b>83</b>	<b>330</b>	<b>174</b>	<b>108</b>	<b>158</b>	<b>150</b>	<b>720</b>	<b>2133</b>
Somewhat agree	<b>30</b>	<b>24</b>	<b>43</b>	<b>13</b>	<b>83</b>	<b>39</b>	<b>37</b>	<b>37</b>	<b>55</b>	<b>221</b>	<b>582</b>
Do not agree	3	3	2	2	8	2	1	4	2	11	38
No Response	10	11	22	7	17	10	16	9	5	76	183

\***Bolded text** indicates responses that **AGREE** to statement listed above



## NEIGHBORHOOD PARKS SHOULD: Have programs for kids during summer and non-school times

Response	Total
Strongly agree	1,995
Somewhat agree	665
No Response	179
Do not agree	97
<b>Total</b>	<b>2,936</b>

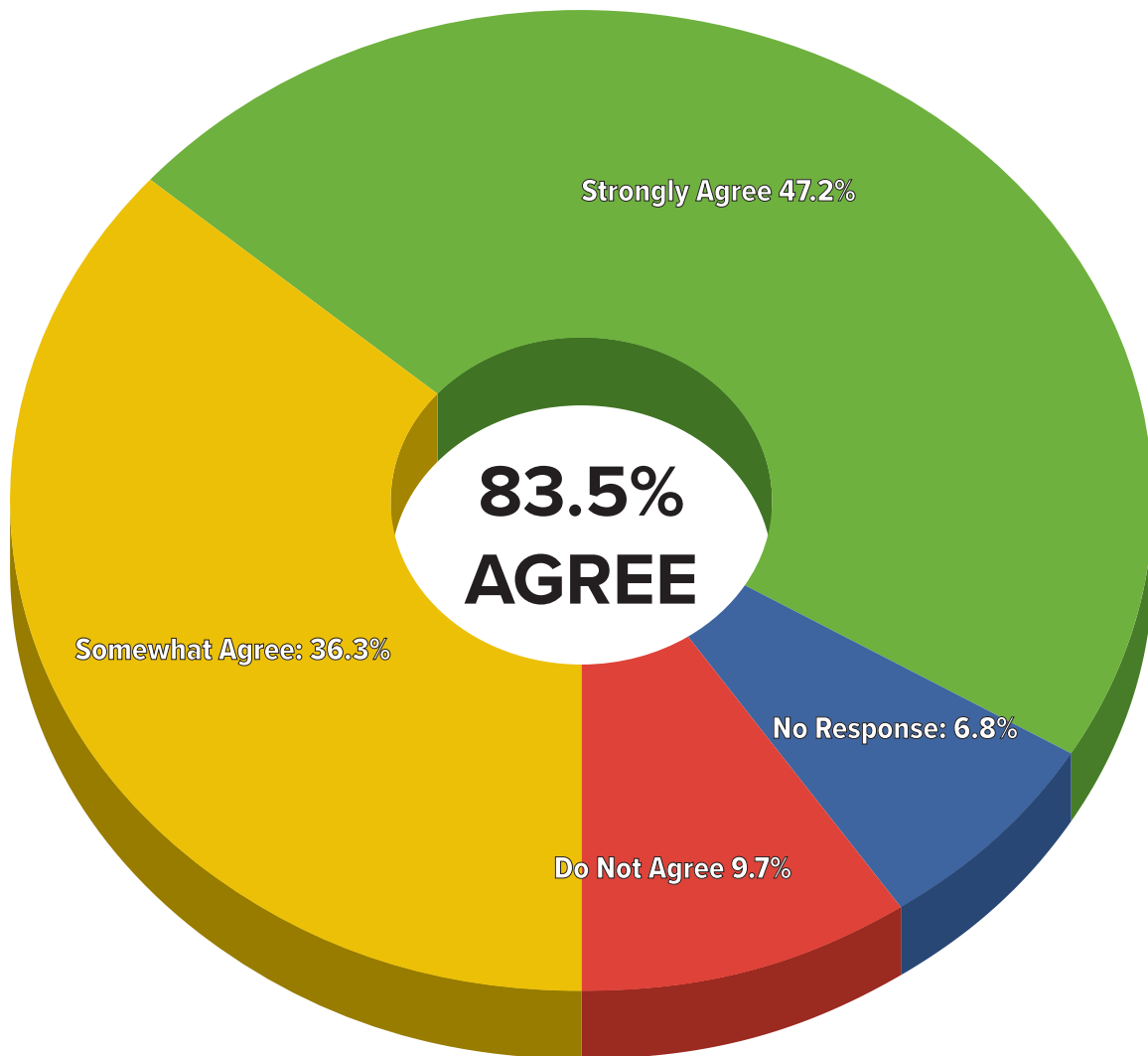


Summer Programs	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly agree	<b>116</b>	<b>115</b>	<b>181</b>	<b>70</b>	<b>284</b>	<b>171</b>	<b>111</b>	<b>144</b>	<b>138</b>	<b>665</b>	<b>1995</b>
Somewhat agree	<b>30</b>	<b>16</b>	<b>51</b>	<b>23</b>	<b>123</b>	<b>37</b>	<b>35</b>	<b>47</b>	<b>60</b>	<b>243</b>	<b>665</b>
Do not agree	2	4	4	5	14	8	4	9	7	40	97
No Response	11	8	20	7	17	9	12	8	7	80	179

\***Bolded text** indicates responses that **AGREE** to statement listed above

## NEIGHBORHOOD PARKS SHOULD: Be within walking distance of my residence

Response	Total
Strongly agree	1,385
Somewhat agree	1,066
Do not agree	284
No Response	201
<b>Total</b>	<b>2,936</b>

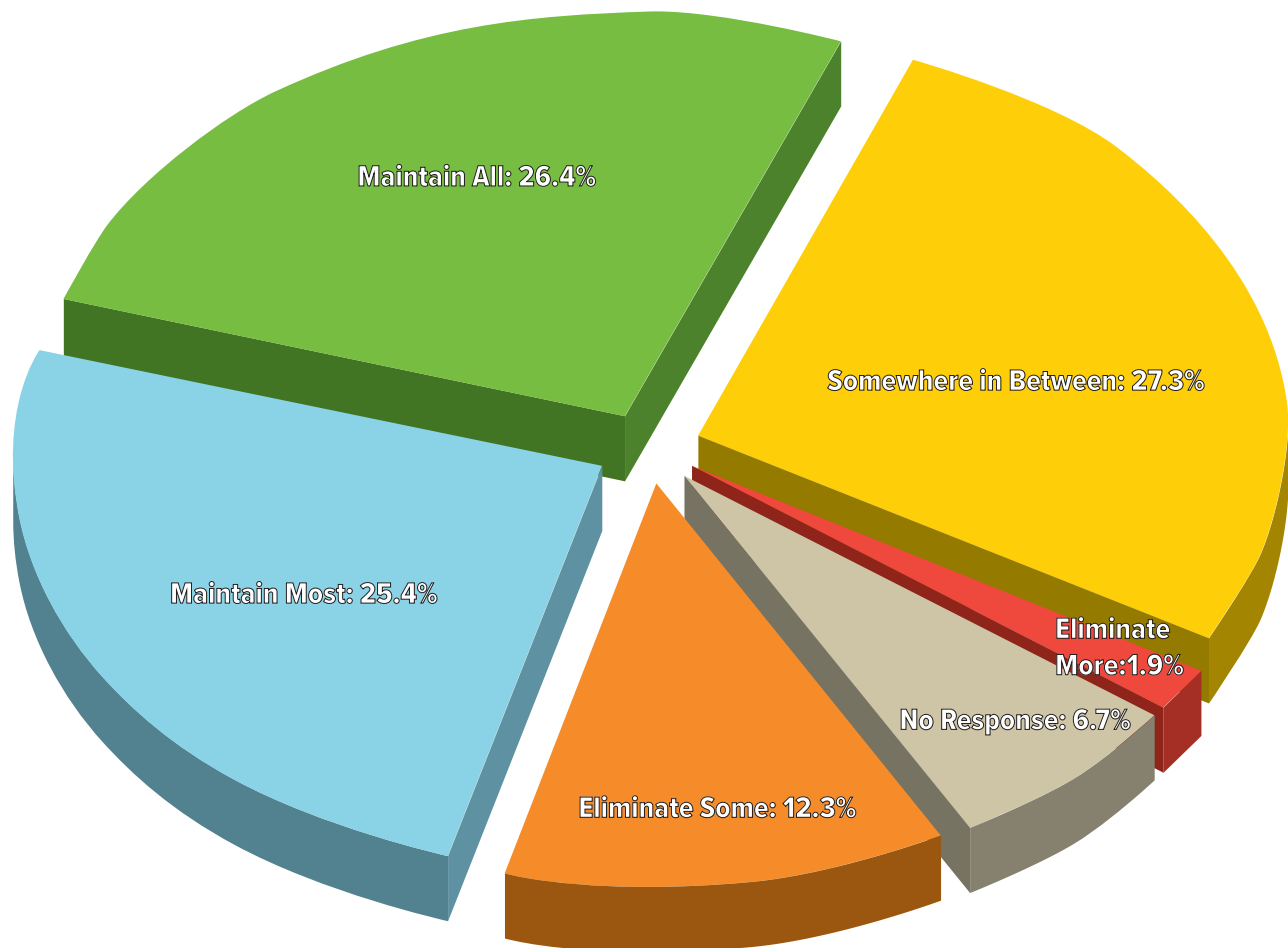


Walking Distance	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Strongly agree	<b>76</b>	<b>77</b>	<b>141</b>	<b>59</b>	<b>239</b>	<b>122</b>	<b>71</b>	<b>88</b>	<b>102</b>	<b>410</b>	<b>1385</b>
Somewhat agree	<b>63</b>	<b>35</b>	<b>82</b>	<b>34</b>	<b>154</b>	<b>71</b>	<b>67</b>	<b>84</b>	<b>86</b>	<b>390</b>	<b>1066</b>
Do not agree	9	17	11	5	27	22	11	26	17	139	284
No Response	11	14	22	7	18	10	13	10	7	89	201

\***Bolded text** indicates responses that **AGREE** to statement listed above

## When considering potential budget reductions, the Rockford Park District should . . .

Budget Reductions	Response
Somewhere in Between	661
Maintain All	638
Maintain Most	614
Eliminate Some	297
No Response	162
Eliminate More	45
<b>Total</b>	<b>2,417</b>

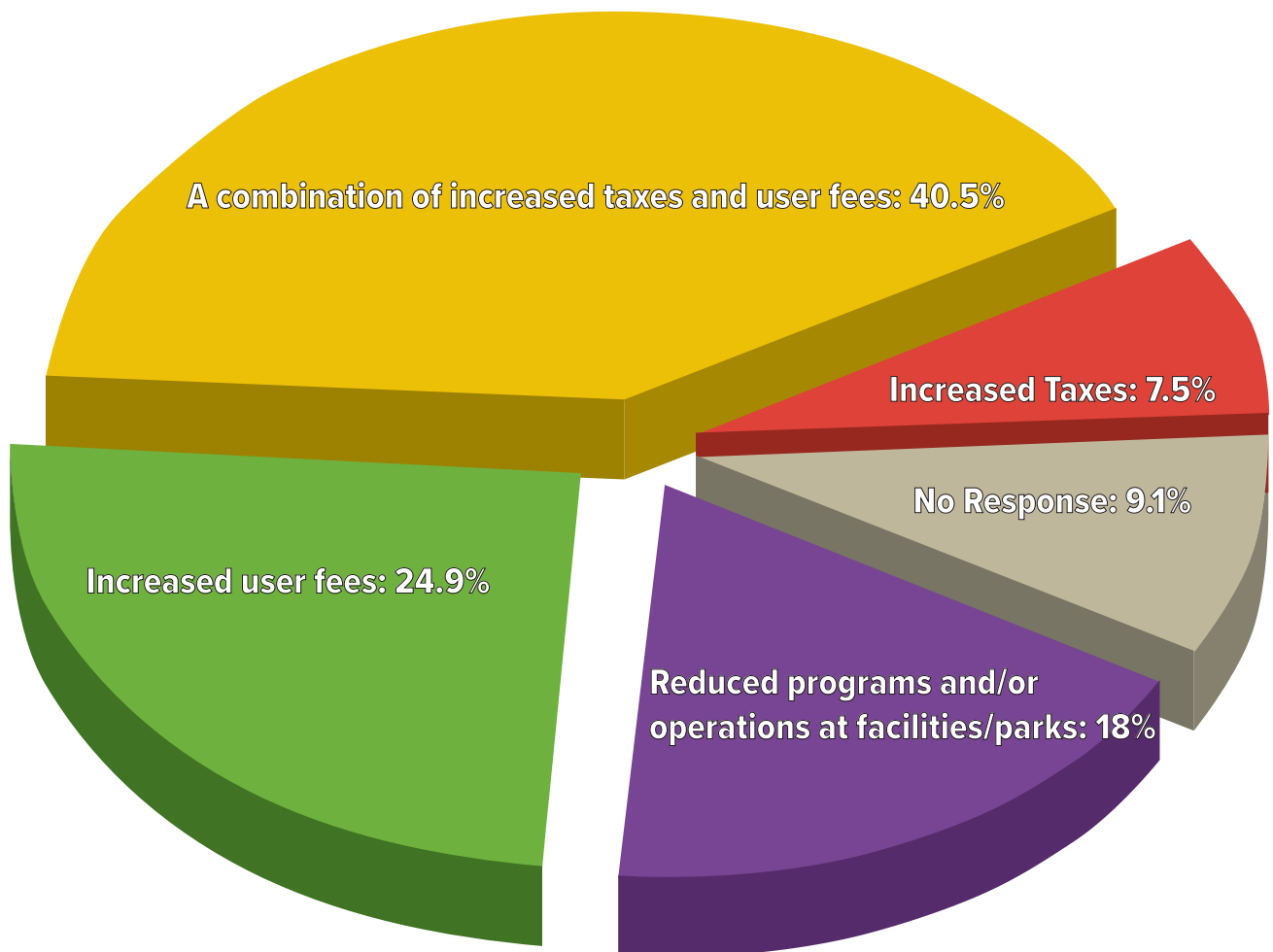


Budget Reductions	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Maintain All	<b>67</b>	<b>61</b>	62	<b>39</b>	82	<b>67</b>	<b>42</b>	47	40	131	614
Maintain Most	30	<b>38</b>	<b>66</b>	<b>29</b>	<b>125</b>	43	41	<b>52</b>	<b>56</b>	<b>134</b>	297
Somewhere in Between	<b>42</b>	27	<b>75</b>	17	<b>125</b>	<b>65</b>	<b>43</b>	<b>64</b>	<b>63</b>	<b>140</b>	<b>638</b>
Eliminate Some	7	7	20	12	76	34	18	31	36	56	45
Eliminate More	4	2	3	0	9	7	3	6	3	8	<b>661</b>
No Response	9	7	28	8	21	9	15	8	12	45	162

\***Bolded text** indicates the **TOP 2** potential budget reductions as identified by respondents

## In order for the RPD to maintain a balanced budget, which of the following options do you support?

Funding	Response
A combination of increased taxes and user fees	978
Increased user fees	603
Reduced programs and/or operations at facilities/parks	435
No Response	219
Increased Taxes	182
<b>Total</b>	<b>2,417</b>



Funding	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
A combination of increased taxes and user fees	<b>66</b>	<b>69</b>	<b>109</b>	<b>48</b>	<b>172</b>	<b>90</b>	<b>66</b>	<b>90</b>	<b>75</b>	<b>193</b>	<b>978</b>
Increased user fees	<b>34</b>	<b>27</b>	<b>53</b>	<b>26</b>	<b>124</b>	<b>60</b>	<b>25</b>	<b>56</b>	<b>74</b>	<b>124</b>	<b>603</b>
Increased Taxes	15	11	17	9	22	18	16	13	13	48	182
Reduced programs and/or operations at facilities/parks	24	20	43	13	87	42	<b>34</b>	40	37	95	435
No Response	20	15	32	9	33	15	21	9	11	54	219

\***Bolded text** indicates the **TOP 2** potential funding sources as identified by respondents

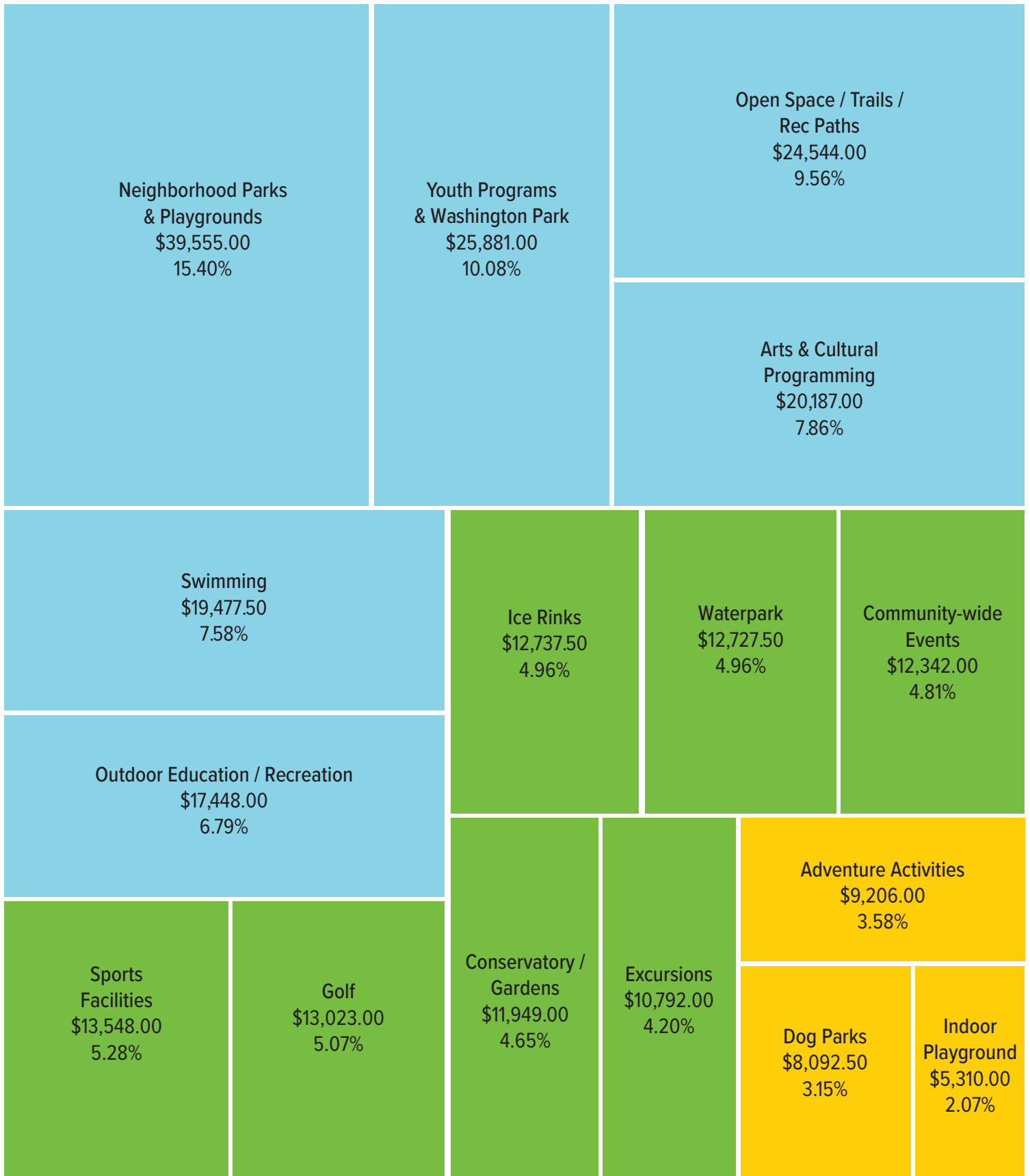
## If an additional \$100 were available, how would you allocate the funds?

Allocate Funds	Total
Neighborhood Parks & Playgrounds	\$39,555.00
Youth Programs & Washington Park	\$25,881.00
Open Space / Trails / Rec Paths	\$24,544.00
Arts & Cultural Programming	\$20,187.00
Swimming	\$19,477.50
Outdoor Education / Recreation	\$17,448.00
Sports Facilities	\$13,548.00
Golf	\$13,023.00
Ice Rinks	\$12,737.50
Waterpark	\$12,727.50
Community-wide Events	\$12,342.00
Conservatory / Gardens	\$11,949.00
Excursions	\$10,792.00
Adventure Activities	\$9,206.00
Dog Parks	\$8,092.50
Indoor Playground	\$5,310.00
<b>Total</b>	<b>\$256,820.00</b>

Allocate Funds	61101	61102	61103	61104	61107	61108	61109	61111	61114	Other	All
Adventure Activities	\$ 634.00	\$ 776.00	\$ 871.00	\$ 309.00	\$ 1,353.50	\$ 548.25	\$ 428.00	\$ 580.00	\$ 500.00	\$ 3,206.25	\$ 9,206.00
Arts & Cultural Programming	\$ 1,016.00	<b>\$ 1,222.00</b>	<b>\$ 2,058.00</b>	<b>\$ 1,166.00</b>	\$ 3,265.50	\$ 1,590.25	\$ 1,081.00	\$ 1,325.00	\$ 1,535.00	\$ 5,928.25	\$ 20,187.00
Community-wide Events	\$ 870.00	\$ 564.00	\$ 948.00	\$ 527.00	\$ 1,798.50	\$ 813.25	\$ 719.00	\$ 902.00	\$ 1,119.00	\$ 4,081.25	\$ 12,342.00
Conservatory / Gardens	\$ 540.00	\$ 375.00	\$ 1,168.00	\$ 473.00	\$ 1,953.50	\$ 957.25	\$ 534.00	\$ 911.00	\$ 1,099.00	\$ 3,938.25	\$ 11,949.00
Dog Parks	\$ 180.00	\$ 197.00	\$ 838.00	\$ 406.00	\$ 943.50	\$ 736.25	\$ 423.00	\$ 766.00	\$ 731.00	\$ 2,871.75	\$ 8,092.50
Excursions	\$ 626.00	\$ 462.00	\$ 1,106.00	\$ 457.00	\$ 1,714.50	\$ 808.25	\$ 385.00	\$ 944.00	\$ 737.00	\$ 3,552.25	\$ 10,792.00
Golf	\$ 445.00	\$ 287.00	\$ 1,075.00	\$ 371.00	\$ 2,697.50	\$ 1,126.25	\$ 544.00	\$ 766.00	\$ 1,592.00	\$ 4,119.25	\$ 13,023.00
Ice Rinks	\$ 503.00	\$ 505.00	\$ 905.00	\$ 180.00	\$ 1,914.50	\$ 693.25	\$ 443.00	\$ 998.00	\$ 1,017.00	\$ 5,578.75	\$ 12,737.50
Indoor Playground	\$ 442.00	\$ 244.00	\$ 385.00	\$ 160.00	\$ 648.50	\$ 362.25	\$ 318.00	\$ 419.00	\$ 254.00	\$ 2,077.25	\$ 5,310.00
Neighborhood Parks & Playgrounds	<b>\$ 1,515.00</b>	<b>\$ 1,792.00</b>	<b>\$ 3,638.00</b>	<b>\$ 1,328.00</b>	<b>\$ 6,769.50</b>	<b>\$ 3,573.25</b>	<b>\$ 2,276.00</b>	<b>\$ 3,096.00</b>	<b>\$ 3,035.00</b>	<b>\$ 12,532.25</b>	<b>\$ 39,555.00</b>
Open Space / Trails / Rec Paths	\$ 958.00	\$ 808.00	\$ 1,757.00	\$ 794.00	<b>\$ 4,379.50</b>	<b>\$ 2,010.25</b>	<b>\$ 1,848.00</b>	<b>\$ 1,801.00</b>	<b>\$ 1,998.00</b>	<b>\$ 8,190.25</b>	<b>\$ 24,544.00</b>
Outdoor Education / Recreation	<b>\$ 1,077.00</b>	\$ 912.00	\$ 1,397.00	\$ 537.00	\$ 2,574.50	\$ 1,427.25	\$ 1,119.00	\$ 1,167.00	\$ 1,402.00	\$ 5,835.25	\$ 17,448.00
Sports Facilities	\$ 713.00	\$ 704.00	\$ 1,222.00	\$ 361.00	\$ 1,950.50	\$ 1,046.25	\$ 1,232.00	\$ 1,084.00	\$ 1,031.00	\$ 4,204.25	\$ 13,548.00
Swimming	\$ 1,020.00	\$ 899.00	\$ 1,852.00	\$ 670.00	\$ 2,215.50	\$ 1,502.25	\$ 966.00	<b>\$ 2,162.00</b>	\$ 1,441.00	\$ 6,749.75	\$ 19,477.50
Waterpark	\$ 968.00	\$ 692.00	\$ 806.00	\$ 383.00	\$ 1,145.50	\$ 914.25	\$ 937.00	\$ 660.00	\$ 625.00	\$ 5,596.75	\$ 12,727.50
Youth Programs & Washington Park	<b>\$ 1,693.00</b>	<b>\$ 2,361.00</b>	<b>\$ 2,734.00</b>	<b>\$ 878.00</b>	<b>\$ 4,170.50</b>	<b>\$ 1,892.25</b>	<b>\$ 1,342.00</b>	\$ 1,519.00	<b>\$ 1,661.00</b>	<b>\$ 7,630.25</b>	<b>\$ 25,881.00</b>

\***Bolded text** indicates the **TOP 3** programs and services which were allocated the most funds, as identified by respondents

## If an additional \$100 were available, how would you allocate the funds?





# COMMUNITY OUTREACH

The Rockford Park District participated in over 100 different outreach opportunities in an effort to educate community members and organizations about the history of the Rockford Park District, facts and figures, District realities, and community impact. During these outreach sessions, participants were also asked to provide feedback and engage in group discussion to identify strengths, weaknesses, and opportunities within the Rockford Park District.

## Below is a sampling of organizations reached:

- |                                      |                                    |  |
|--------------------------------------|------------------------------------|--|
| Alpine Kiwanis Club                  | IGNITE                             | Rockford Art Museum Board                  |
| Boy Scouts                           | Kiwanis Club of Rockford           | Rockford Christian Schools                 |
| Churchill Grove                      | Leadership Rockford                | Rockford City Council                      |
| Cosmopolitan Club of Rockford        | Midway Village Museum Board        | Rockford Dance Company Board               |
| Discovery Center Museum Board        | Mosaic Rockford Church             | Rockford Health Council Board of Directors |
| Domingos en el Parque                | North End Square Neighborhood      | Rockford Minister's Fellowship             |
| Edgewater Neighborhood               | New Zion Baptist Missionary Church | Rotary Club of Downtown                    |
| Faith Walkers Church                 | Oaks Neighborhood Association      | St. Paul Church of God in Christ           |
| Forest Hills Country Club            | Orchid/3rd Union                   | Tinker Swiss Cottage Museum Board          |
| Freedom Baptist Church Without Walls | Patriots Gateway Community Center  | West Church of Christ                      |
| Garden Club of Rockford              | Pilgrim Baptist Church             | West Side Church of God in Christ          |
| Girl Scouts                          | Providence Baptist Church          | Winnebago County Board                     |
| Gomez Church                         | RACVB Board of Directors           | Winnebago County Health Department         |
| Headliners Support Group             | Riverfront Museum Park Board       | YMCA                                       |
| Heartland Church                     |                                    |  |

# COMMUNITY ENGAGEMENT SESSIONS

The Rockford Park District hosted seven community engagement sessions throughout the community, in an effort to educate community members and organizations about the history of the Rockford Park District, facts and figures, District realities, and community impact. During these engagement sessions, participants were also asked to provide feedback and engage in group discussion to identify strengths, weaknesses, and opportunities within the Rockford Park District. Ninety-two individuals attended and participated in the engagement sessions.

- Session #1** Atwood Center (4/3/18)
- Session #2** Washington Park Community Center (4/14/18)
- Session #3** Lockwood Park (4/19/18)
- Session #4** UW Health Sports Factory (5/10/18)
- Session #5** Loves Park City Hall (5/12/18)
- Session #6** Loves Park City Hall (5/16/18)
- Session #7** Elliot Golf Course (5/19/18)

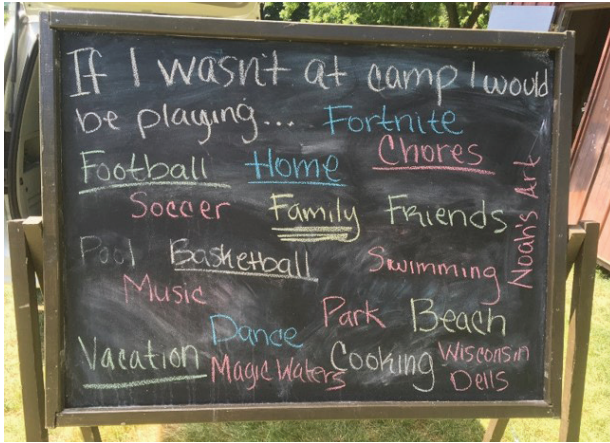








# CHALKBOARD FEEDBACK FROM AREA YOUTH



In an effort to engage with area youth, the Rockford Park District placed chalkboards at summer programs to get the youths perspective on the needs of their neighborhood parks. Youth participants were asked the following:

- **What I love about my park is ...**
- **If I wasn't here, I would be ...**
- **I want my park to have ...**

Seventeen neighborhood park sites participated:

Beattie Park	Harmon Park	Lewis Lemon	Sinnissippi Park
Bloom Park	Highland Park	Community Center	Southwest Park
Churchill Park	Keye-Mallquist	Ridge Park	Wantz Park
Elliot Playground	Park	Sabrooke Park	Washington Park
Fairgrounds Park	Levings Park	Sawyer Park	Community Center

Through the chalkboard feedback sessions, youth across the community identified the following needs at our neighborhood parks and programs.

## PARK IMPROVEMENTS

- Water features
- Soccer nets, basketball hoops, volleyball court, bases for baseball diamond
- Trees/shade/shelters
- Bathrooms
- Picnic tables, places to sit
- Bike rack
- Playground features

## PLAYGROUND PROGRAM SUGGESTIONS

- More board games
- Site specific equipment (example: spider balls)

## BIG DREAMS

- Zipline
- Hoverboard Park
- Snack Shop
- Trampoline
- Bike Park



# USER GROUP MEETINGS GOLF COMMUNITY

Three user group meetings were held to gather additional information from the golf community. Information shared at each meeting included golf course history, financial realities, and efforts to grow the game of golf.

GOLF COMMUNITY MEETINGS		
Sinnissippi Park Twin Shelters (7/11/18)	Ingersoll Golf Course (7/17/18)	Rockford Bank & Trust Pavilion at Aldeen (8/1/18)

Participants were asked to provide ideas through the following questions:

- How can the golf community help increase revenue?
- How can the golf community help decrease operational and capital expenses?
- In what ways would you be willing to further support your Rockford Park District golf courses and programs?

## KEY THEMES IDENTIFIED

- Increase fees, including membership fees
- Reduce fees during non-peak times
- Seek more corporate sponsors
- Expand youth golf programs



# USER GROUP MEETINGS AQUATICS COMMUNITY

Three user group meetings were held to gather additional information from the aquatics community. Information shared at each meeting included getting to know more about the operations of pools in the District, and financial realities.

AQUATICS COMMUNITY MEETINGS		
Alpine Pool (8/4/18)	Fairgrounds Valley Community Room (8/6/18)	Loves Park City Hall Civic Center Cafeteria (8/9/18)

**Participants were asked to provide ideas through the following questions:**

- What are the reasons you use RPD pools?
- What types of improvements or amenities are needed at our public pools?
- What type of programming or events would you like at our public pools?
- For the amount of financial investment, would you prefer outdoor pools during the summer season or year-round indoor pools?
- How many public pools should the District operate?
- Could a spray park replace a pool?

## KEY THEMES IDENTIFIED

1. Amenity improvements
  - Additional play features
  - New/improved locker room/bathrooms
  - Additional shade
2. Importance of water safety/lessons
3. Add more programming:
  - Parents' Night Out
  - Family Swim
  - Lap Swim



# USER GROUP MEETINGS

## ICE FEASIBILITY STUDY RESULTS

Over the years, the Rockford Park District has seen growth in the number of youth and adults participating in skating and hockey programs. Riverview Ice House is a 43-year-old facility and is in need of significant repairs along with a new refrigeration system that has exceeded its life cycle. In light of aging infrastructure needs, coupled with the increased demand for ice sports, the District wanted to explore the options to add another sheet of ice.

In October of 2017, the District, along with various community partners, began a study to determine if it is feasible to add an additional sheet of ice. The feasibility study was made possible thanks to funding provided by the City of Rockford, Rockford Area Convention & Visitors Bureau, Rockford Park District, and a generous donation from Pete and Heather Provenzano.

HVS Convention, Sports & Entertainment Facilities Consulting, Inc. was hired to conduct the ice feasibility study. Analysis of current mechanical and ice systems was performed by Stevens Engineers, Inc. The ice feasibility study reviewed the following:

- Evaluate current facility usage and physical conditions
- Analyze current program and operational components
- Complete a review of revenues and expenses
- Complete a building mechanical and ice system analysis
- Include an analysis of market conditions, demand, needs, and amenities
- Economic pro formas of operating expenses and revenue projections

During the summer of 2018, two options were presented to the Park District:

**OPTION 1** would include renovations to Riverview Ice House and adding an outdoor pavilion that would transform into an ice rink during the winter months. Option 1 would cost between \$9 million and \$13 million.

**OPTION 2** would also include renovations to Riverview Ice House, adding an NHL-sized rink indoors, and would cost between \$13 million and \$18 million.

### RESULTS AND RECOMMENDATIONS

Preliminary results of the feasibility study indicated there may not be enough program growth to sustain an additional sheet of ice without additional tax dollar support to operate annually. With the current financial realities of the Park District, the District would not be able to take this on at this point in time.

### NEXT STEPS

- Hold on Options 1 and 2 (adding a sheet of ice)
- Evaluate consolidating locations in an effort to address aging facility needs and reduction of tax dollars needed for ice operations.
- Identify and secure funding for the critical condition of Riverview Ice House's mechanical systems and / or consolidation

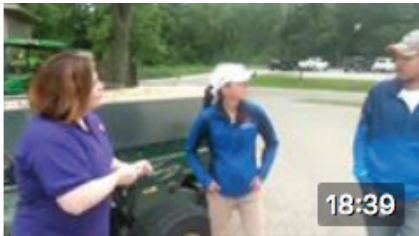
The Park District will work with our skating community as we go through this next process. More information at [rockfordparkdistrict.org/icerinkstudy](http://rockfordparkdistrict.org/icerinkstudy).



# SOCIAL MEDIA FACEBOOK LIVE VIDEOS

## *A Day in the Life of the RPD*

27,608 VIEWS



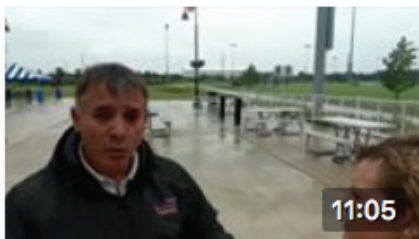
Day in the Life of the RPD; Stop #1: Sinnissippi Golf Course.



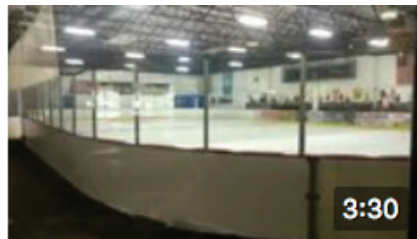
Day in the Life at RPD; Stop #2: Alpine Meadows Park to talk...



Day in the Life of the RPD Tour; Stop #3: Rockford Bank and...



Day in the Life of the RPD; Stop #4: Mercyhealth Sportscore...



Day in the Life of the RPD; Stop #5: Riverview Icehouse. We'll...



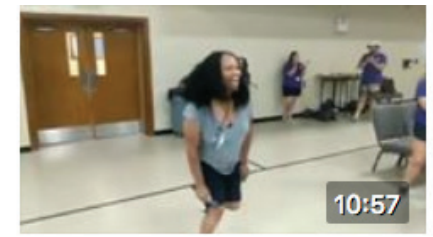
Coming back online at Riverview!



Day in the Life of the RPD; Stop #6: Trolley Car 36 at Rockford...



Day in the Life of the RPD; Final Stop: West Rock Wake Park at...



Checking in at Lockwood Park for Rockford Sharefest.



We are connecting with Debbie Ackerman, manager of...



Let's put a wrap on all the hard work done Thursday, Day 7 of...

# OPERATIONS ADVISORY COMMITTEE

The Rockford Park District enlisted the help of community members to serve on the Operations Advisory Committee. The role of the committee was to review and analyze the Park District's operations regarding the following areas: youth programs, golf and aquatics operations, maintenance, human resources, partnerships, and food service/marketing.

Each of the committee members was assigned an area of focus in which their professional expertise would be most applicable. The committee members identified the top three successes and challenges facing the Rockford Park District within their areas of focus (see following page).

## COMMITTEE VOLUNTEERS

### **Creig Day**

Executive Director,  
Rockford Sharefest  
*FOCUS AREA: Maintenance*

### **Jeff Fahrenwald**

Vice President Strategic  
Development, SupplyCore  
*FOCUS AREA: Human Resources/  
Finance*

### **Jim Aamodt**

Owner,  
Gymnastic Academy of Rockford  
*FOCUS AREA: Golf & Aquatic  
Operations*

### **Lloyd Johnston**

President,  
Rockford NAACP  
*FOCUS AREA: Youth Programs*

### **Luz Ramirez**

Chief Administrative Officer,  
YWCA Northwestern Illinois  
*FOCUS AREA: Youth Programs*

### **Stephanie Koch**

Owner, Culver's  
*FOCUS AREA: Food Service/  
Marketing*

### **Scott Olson**

Rockford Park District  
Board of Commissioners  
*FOCUS AREA: Youth Programs*

### **Tyler Smith**

Rockford Park District  
Board of Commissioners  
*FOCUS AREA: Maintenance*

### **Rudy Valdez**

Product Leader,  
Kaney Aerospace  
*FOCUS AREA: Partnerships*



# OPERATIONS ADVISORY COMMITTEE SUCCESSSES & CHALLENGES



## FOOD SERVICE & MARKETING

### SUCCESSSES

1. Passionate team
2. Perfecting policies and procedures daily
3. Food and beverage department profit potential currently and in the future

### CHALLENGES

1. District footprint is very large, and team is stretched thin
2. Wages and attracting skilled staff
3. More visual signage needed

## YOUTH PROGRAMS

### SUCCESSSES

1. Staff
2. Programming options
3. Dedication from the organization to stay true to the mission by evaluating what is best for the community

### CHALLENGES

1. Community awareness
2. Not generating income for great programming
3. Duplication of services

## GOLF & AQUATICS

### SUCCESSSES

1. People and culture
2. Hidden potentials throughout District
3. Undiscovered first-class facilities

### CHALLENGES

1. Pricing opportunities
2. Infrastructure
3. Getting back to the basics – neighborhood parks

## HUMAN RESOURCES & FINANCE

### SUCCESSSES

1. District and Foundation are well aligned
2. Growing volunteer program
3. Human Resources and Finance teams constantly look for ways to improve and streamline processes and procedures

### CHALLENGES

1. District does not have sustainable revenue to support all programming, maintenance, HR, and other functions
2. Complex District finances (operating versus capital)
3. Staffing concerns with workload, classification, benefits

# OPERATIONS ADVISORY COMMITTEE SUCCESSSES & CHALLENGES

## PARTNERSHIPS

### SUCCESSSES

1. Raising awareness about community impact
2. Lots of potential opportunities
3. Reinforced partnership philosophy with common-minded partners

### CHALLENGES

1. Current or potential partners are in similar financial situations
2. Work with key partners to grow the number of tournaments and visitors
3. Revise partnership arrangement language

## MAINTENANCE

### SUCCESSSES

1. Dream team employees
2. Constant eye on efficiency and cost effectiveness
3. Re-evaluating current intergovernmental agreements

### CHALLENGES

1. Too big of a footprint for current staffing levels
2. Wages and recruitment for seasonal and part-time employees
3. Staying on top of ongoing equipment needs





## **MASTER PLAN SUMMARY & NEXT STEPS**

The Rockford Park District would like to thank all of the individuals who participated, advocated and engaged throughout the Recreational Needs Assessment and Community Engagement process. The feedback received is critical to helping the Rockford Park District develop a five-year master plan to determine areas to reinvest in, strategically add, and/or eliminate. Over the six-month process, the Park District directly engaged with an estimated 37,000 youth and adults.

The Rockford Park District always welcomes your continued support and feedback. Please visit us at [rockfordparkdistrict.org/surveys](http://rockfordparkdistrict.org/surveys) to tell us how we are doing, give us ideas and suggestions, or provide concerns/service requests.

**THANK YOU!**

# COMMUNITY IMPACT THROUGH THE ROCKFORD PARK DISTRICT

The Rockford Park District provides a vibrant park system that increases property values, stimulates economic development, decreases juvenile crime, and improves our communities' health. The Rockford Park District also protects the environment, employs thousands of area kids for the first time, and brings the community together to enjoy life.

## PROPERTY VALUE

Rockford Park District is critical to increasing your property value.

**Key Fact:** Research shows that property values can be up to 20% higher if a home is located within 500 feet of a well maintained park. (Source: Dr. John Crompton, Texas A & M University)



Highland Park

## CRIME PREVENTION

By keeping youth actively engaged through lessons, camps, and programs, Rockford Park District helps decrease juvenile crime.

**Key Fact:** The American Correctional Association estimates that, on average, it costs states \$240.99 per day or around \$88,000 a year for every youth in a juvenile facility. Confinement costs continue to grow. Prevention or intervention? (Source: [www.justicepolicy.org](http://www.justicepolicy.org))



## ECONOMIC DEVELOPMENT

Rockford Park District stimulates economic development.

**Key Fact:** Parks and facilities can ignite redevelopment, revitalization, and investment. A vibrant park system offers a higher quality of life for prospective new home owners and businesses looking to invest in the community.



UW Health Sports Factory

## HEALTH AND WELLNESS

Rockford Park District facilities and parks provide the opportunity to improve physical and mental well-being through exercise or recreation, which leads to an enhanced quality of life.

**Key Fact:** National health expenditures hit \$3.35 trillion in 2016, which works out to \$10,348 for every man, woman, and child. That's two times more than any other developed country. ([www.cms.gov](http://www.cms.gov))



“What people don’t understand, they don’t value; what they don’t value, they don’t protect; what they don’t protect, they lose.”

**OUR FUTURE STARTS WITH YOU!**  
VISIT [WWW.ROCKFORDPARKDISTRICT.ORG](http://WWW.ROCKFORDPARKDISTRICT.ORG) TO DO YOUR PART



**ROCKFORD PARK DISTRICT**

**BOARD OF COMMISSIONERS** Jack L. Armstrong • Julie Elliott  
Ian K. Linnabary • Scott Olson • Tyler Smith

**EXECUTIVE DIRECTOR** Jay Sandine