

# Frankfort Square Park District Proposal

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## Attitude & Interest Community Survey 2017

### **Research Team Members**

Robin Hall, Director, ORPR  
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## Introduction

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The Frankfort Square Park District (FSPD) has asked the Office of Recreation and Park Resources (ORPR) at the University of Illinois to submit a proposal for the development of a community survey. The plan will provide the Park District with an evaluation of their programs, facilities, property and operations. It will also include a vision for the future and specific recommendations for how to achieve the goals set forth.

## Goals & Objectives

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### Research Goals

There are multiple goals for this study. The first goal is to gather input from the residents served within the FSPD boundary lines. Specifically, this study will seek to understand the overall satisfaction of these residents with existing parks, facilities and programs. It will also seek to understand their future park, facility and program priorities. The next goal of this study is to conduct a statistically reliable and valid survey for the FSPD. The third priority of this study is to assess and analyze the market of the FSPD to avoid duplication of services. Lastly, this study will seek to utilize the research and results to make recommendations for improvements and to engage the FSPD Board and staff in dialogue concerning the future development of and planning for parks, programs and services.

### Study Objectives

1. Identify resident/member priorities toward potential improvement projects.
2. Investigate the willingness of the Frankfort Square Park District residents to support or spend for recreational services.
3. Evaluate the overall performance of and demand for parks, facilities, programs and cultural arts/fine arts opportunities.
  - a. Evaluate for what purpose the parks, programs and facilities are being used.
  - b. Measure overall satisfaction with parks, programs and facilities.
4. Draw awareness to parks and facilities that are in need of updates.
5. Determine how residents are being made aware of the Park District's offerings and opportunities and to determine how to most effectively reach Park District residents with information.
6. Ascertain the District's strengths and weaknesses as perceived by the residents.

## Study Methods

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To ensure the success of the FSPD master plan it is important to follow a planning process prior to the delivery of a community survey. Upon approval of this proposal, ORPR will begin the study by taking the following steps:

### **Programs, Services and Parks Evaluation**

The project team will visit and tour the facilities and parks and open space areas of the FSPD. A visual investigation of the Park District's resources will be necessary to obtain a first-hand understanding of the community's needs.

### **Interviews**

1. Staff, FSPD
2. Board of Directors, FSPD

### **Survey Development**

A draft of the survey will be developed following the tour of programs and facilities after the initial interviews and discussions take place. A final draft of the survey will be reviewed with the Executive Director and his staff for their comments. It will then be presented to the Board of Commissioners for their approval before it is delivered to the resident sample.

### **Survey Instrument**

The purpose of this survey is to provide accurate insight into resident's attitudes, opinions and perceptions toward the FSPD's parks, facilities, programs and services. The data collected from the survey will be used by the staff to more accurately plan for the provision of programs, resources, and facilities in order to best meet the needs of the community. However, to ensure the results of the survey are valid indications of resident's attitudes and behaviors, proper survey methods and procedures are necessary.

### **Sampling Frame**

In response to this need, ORPR will work with the Frankfort Square Park District to draw a list of community residents within the Park District boundary lines. A stratified random sample method will be used to ensure an unbiased random selection of FSPD households in order to best represent the population. This process will mail to 2,000 random households and 2,000 additional random households with the head of household under age under 55 to total 4,000

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records. This sampling frame would be recommended to produce a representative response across all age demographics. Additional mailing options are included in the budget section for the Park District to weigh all options.

### **Survey Type**

For this study, it is suggested that a post card be mailed to all households, alerting them to expect to receive a survey. Three to four days later, the survey will be received in the mail by the participant. Participants will also be given the opportunity to complete the survey online. The second mailing will include a cover letter, the survey and a SASE to return the survey. Seven days after the survey has been received by the selected participants, a follow up post card will arrive reminding them of the importance of their participation.

## **Results & Analysis**

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Respondents will return completed surveys online or mail hard copies via SASE sealed envelopes to ORPR. Once the surveys are received, they will be inspected for accuracy. Surveys received by mail will then be entered into the database. The surveys received online will also be merged into the database. The data will then be coded and analyzed. Analysis will be conducted to meet the stated objectives using frequency distributions with descriptive statistics.

### **Community Survey Report**

The project team will review and study the information collected through the public participation process. After conducting a thorough analysis of all the data collected through interviews, tours and inspections, review of existing documents and records, and surveys, the project team will use this data to compile the final report.

The results will seek to provide the following information:

1. Resident's current use, satisfaction with and perception of the quality of existing parks, facilities, programs and services.
2. Resident's evaluation/views concerning current issues and future needs for expansion, rehabilitation, and/or development of parks, facilities, programs and services.
3. Resident's willingness to support rehabilitation, development and/or expansion of any projects.

4. Resident preference on how to receive information from the Park District.

## **Market Research & Analysis**

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The community survey will aid in the development of future planning. The final report will provide survey results and evaluations that are needed to assist in the development of plans for future programming, facility renovation, and park and natural areas renovation, management and development the FSPD.

Final deliverables will include:

1. Detailed report of the community survey and study
2. An Executive Summary Report
3. Presentation to the Park District Board of Commissioners

In addition, the FSPD will receive ten bound copies of the final report, an electronic copy of the report, and the raw data in Excel format. In the final stages of the community survey, the project team will work closely with the executive director to organize and prepare the report in a manner that effectively and efficiently meets the FSPD's needs.

## **Timeline**

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ORPR will begin work on the community survey within two weeks of FSPD's approval of this agreement. The project director and the executive director of the FSPD will work together to develop a detailed timeline upon contract approval.

## **Project Staff**

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Mr. Robin Hall, Director of the Office of Recreation and Park Resources will serve as the project director. Jarrod Scheunemann, Community Services and Education Coordinator for ORPR will serve as the project assistant. Other ORPR and Recreation, Sport & Tourism staff will be involved in the data collection and analysis process. Additional information on the project staff can be found in the Addendum.

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## Project Cost

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The total cost for this project will be subject to the package selected by FSPD commissioners and staff.

<b>Budget Items</b>	
<b>Fixed Staff Costs</b>	
Meetings, travel, study design, survey development, sample selection, data collection, analysis and report writing	\$5500
<b>Printing &amp; Mailing</b>	
3,000 household sample	\$4500
4,000 household sample	\$6000
Census: 7,700 households	\$11,500
<b>Total Project Cost: Varies based on mailing method selected</b>	

Half of the agreed upon total project cost will be payable upon acceptance of the proposal. The remaining balance is due upon receipt of the executive summary report. Please make checks payable to the University of Illinois.

Payments may be sent to the following location:

The Office of Recreation and Park Resources  
Attn: Mr. Robin Hall  
University of Illinois  
Room 104 Huff Hall  
1206 South Fourth St  
Champaign IL 61821

## **Addendum: Project Team**

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### **Robin Hall**

Hall is the Director of the Office of Recreation and Park Resources, a position he has held for eight years. He has over thirty-five years of experience in the field of community parks and recreation management. He served as the Executive Director of the Urbana Park District for thirty-three years and has also worked as a consultant to park and recreation departments and agencies.

Hall has expertise in the planning, operation and evaluation of park and recreation agencies, citizen involvement in the planning and evaluation of parks and recreation, the relationship between park design and park use, public policy issues and trends that relate to parks and recreation, and art in outdoor public spaces.

He has conducted surveys and studies for the Illinois Department of Natural Resources, the Illinois Association of Park Districts, and local park and recreation agencies.

Hall has been active with the Illinois Park and Recreation Association. He has served as its president, as director of the Administration and Finance Section and on the Board of the Professional Development School. Hall currently serves on the Board of IPRA's Leadership Academy. He was also an active member of the IAPD/IPRA Joint Legislative Committee.

Hall has a Bachelor and Master Degrees from the University of Illinois in community recreation administration. He also has a certificate from Indiana University's Fundraising school, Indiana University's Professional Development School and the Illinois Park and Recreation Association's Professional Development School.



## **Jarrold Scheunemann, MS**

Jarrold is the Community Services and Education Coordinator for the Office of Recreation and Park Resources. He holds a Master's degree in Recreation Management from the University of Illinois. He also received a Bachelor's degree in Geographic Information Systems from the University of Wisconsin-Oshkosh. Prior to joining the Office of Recreation & Park Resources, Jarrold worked in construction and industrial supply chain management strategies. His sales totaled over \$3 million annually.

Jarrold has completed numerous studies involving park, policy and urban planning. He has assisted in statewide surveys for the Illinois Department of Natural Resources (IDNR), the Illinois Park & Recreation Association (IPRA) and Trails for Illinois. He has also helped produce technical reports and plans for the National Great Rivers Research and Education Center (NGRREC), IDNR, IPRA, the Frankfort Square Park District, the Village of Oak Brook, the Champaign Park District, the Wheaton Park District, the City of Jacksonville, the Illinois Association of Park Districts and the City of Pontiac. Jarrold has made presentations at state, local and national conferences.

Jarrold also serves as the Alumni Director for the Department of Recreation, Sport & Tourism. He has organized seven events that have led to the establishment and endowment of three student scholarships.

He is an active member of the Illinois Park and Recreation Association serving on the Board of Directors, the IPRA Leadership Academy Board of Regents and the Community Campaign Task Force. Jarrold is the recipient of the 2014 IPRA Chairman's award, the 2014 AHS Academic Excellence Award and 2011 Ronald H. Dodd award for student excellence in the Department of Recreation, Sport and Tourism at the University of Illinois.

## **Michael Mulvaney, Ph.D.**

Michael Mulvaney is an Associate Professor in the School of Kinesiology and Recreation at Illinois State University. Dr. Mulvaney is a member of the National Recreation and Park Association, the Illinois Park and Recreation Association, and several regional park and recreation associations. Dr. Mulvaney has extensive experience working with public park and recreation agencies and professionals on a variety of management topics, including comprehensive planning projects, compensation and benefits administration, performance appraisal systems and practices, and training and development programs. Dr. Mulvaney's areas of research include human resource management functions in public park and recreation agencies, management and organization of public park and recreation agencies, learning and the use of learning technologies in employee training, and planning processes in park and recreation agencies. Publications authored include two textbooks, journal articles, technical reports, and several national and international presentations. Dr. Mulvaney received a Ph.D. from the University of Illinois. Prior to obtaining his Ph.D., Dr. Mulvaney was employed with the Decatur Park District (Decatur, Illinois) in a variety of capacities including, Facility Management, Fitness, Programming, and Special Recreation.