

National Benchmarking

Since 1998, Leisure Vision (a division of ETC Institute) has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 100 communities in over 30 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

Communities within the following states are included within the National Benchmarking data base.

- **Arizona**
- **Arkansas**
- **California**
- **Colorado**
- **Connecticut**
- **Florida**
- **Georgia**
- **Kansas**
- **Kentucky**
- **Idaho**
- **Illinois**
- **Indiana**
- **Iowa**
- **Maine**
- **Massachusetts**
- **Michigan**
- **Minnesota**
- **Mississippi**
- **Missouri**
- **Montana**
- **Nevada**
- **New Hampshire**
- **New Jersey**
- **Ohio**
- **Oklahoma**
- **Oregon**
- **Pennsylvania**
- **South Carolina**
- **Texas**
- **Utah**
- **Vermont**
- **Virginia**
- **Washington**
- **Wyoming**

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for the Wheeling Park District were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on pages 3-7.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the Wheeling Park District is not authorized without written consent from Leisure Vision/ETC Institute.

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		<u>National Average</u>	<u>Wheeling Park District</u>
Have you or members of your household visited any City/County/ Park District parks over the past year?			
	Yes	72%	64%
	No	28%	36%
Overall rating of quality of parks			
	Excellent	30%	38%
	Good	53%	56%
	Fair	13%	5%
	Poor	2%	1%
	Don't know	2%	0%
Have you or members of your household participated in City/County/Park District programs during the past year?			
	Yes	29%	37%
	No	71%	63%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		<u>National Average</u>	<u>Wheeling Park District</u>
Overall rating of quality of programs			
	Excellent	32%	34%
	Good	54%	55%
	Fair	10%	9%
	Poor	2%	2%
	Don't Know	2%	0%
Where respondents learned about recreation programs			
	Wheeling Park District brochure	45%	89%
	From friends and neighbors	40%	31%
	Community Center "Electronic Sign"	27%	28%
	Newspaper	36%	24%
	School fliers/newsletter	25%	24%
	Materials at Park District facilities	NA	15%
	Park and Recreation Website	5%	15%
	Promotions at Park District events	NA	14%
	Cable access television	7%	9%
	Conversations with Park District staff	NA	8%
	Radio	9%	2%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		<u>National Average</u>	<u>Wheeling Park District</u>
Organizations respondents use for parks and recreation programs and facilities			
	Indian Trails Library	NA	55%
	Wheeling Park District	50%	53%
	Private or public schools	26%	28%
	Churches	33%	21%
	County Forest Preserve Districts	20%	17%
	Homeowners associations/apt. complexes	11%	16%
	Private clubs	23%	13%
	Prospect Heights Park District	NA	12%
	Youth sports organizations	18%	11%
	Park instruction	14%	9%
	Buffalo Grove Park District	NA	7%
	Arlington Heights Park District	NA	6%
	River Trails Park District	NA	6%
	YMCA/JCC	20%	3%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		<u>National Average</u>	<u>Wheeling Park District</u>
Parks and recreation facilities that respondent households have a need for			
	Walking and biking trails	65%	72%
	Indoor swimming pool/leisure pool	44%	56%
	Indoor fitness and exercise facilities	46%	50%
	Small neighborhood parks	58%	49%
	Natural areas/wildlife habitats	58%	49%
	Outdoor aquatic center	42%	47%
	Indoor recreation centers	42%	46%
	Greenway areas along lakes and streams	NA	46%
	Picnic shelters/areas	55%	42%
	Large community park	51%	39%
	Playground equipment	42%	33%
	Gym space/indoor court	28%	27%
	Outdoor cultural facilities	NA	24%
	Outdoor tennis courts	24%	24%
	Outdoor basketball courts	26%	24%
	Outdoor ice-skating/hockey rink	23%	24%
	Indoor cultural facilities/performance spaces	NA	21%
	Golf learning center and driving range	NA	20%
	Off-leash dog park	24%	20%
	Youth soccer fields	21%	13%
	Skateboarding park	15%	11%
	Youth baseball fields	26%	11%
	Adult softball fields	17%	9%
	Senior adult center	19%	9%
	Youth softball fields	17%	6%
	Youth football fields	15%	5%

Parks and Recreation Benchmarking for Needs Assessment Surveys			
		<u>National Average</u>	<u>Wheeling Park District</u>
Priorities of Recreation Facilities (Sum of Importance Percentages)			
	Walking and biking trails	40%	59%
	Indoor swimming pool/leisure pool	18%	41%
	Indoor fitness and exercise facilities	20%	37%
	Small neighborhood parks	31%	33%
	Outdoor aquatic center	17%	32%
	Natural areas/wildlife habitats	22%	31%
	Indoor recreation centers	13%	30%
	Greenway areas along lakes and streams	NA	24%
	Playground equipment	23%	21%
	Picnic shelters/areas	20%	19%
	Large community park	19%	17%
	Gym space/indoor court	8%	15%
	Off-leash dog park	11%	15%
	Golf learning center and driving range	NA	13%
	Outdoor tennis courts	7%	13%
	Outdoor basketball courts	6%	10%
	Outdoor cultural facilities	NA	10%
	Outdoor ice-skating/hockey rink	5%	9%
	Youth soccer fields	8%	9%
	Indoor cultural facilities/performance spaces	NA	7%
	Youth baseball fields	10%	7%
	Senior adult center	9%	6%
	Skateboarding park	4%	5%
	Adult softball fields	6%	4%
	Youth softball fields	4%	2%
	Youth football fields	3%	1%