

Mail Survey Findings For New 37 Acre Community Park

Prepared for:

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Methodology

In March 2008, the Village of Roscoe commissioned a statistically valid survey to gather community input to the merit of a new community park. A random sample of a 1,000 residents was asked about their preferences regarding the proposed construction of a community park on the west side of the Village. The survey is in the Appendix of this report.

Thus far, 308 surveys have been returned from the random sample for a response rate of 31%. Based upon the population of the Village, this response rate provides for a margin of error of +/- 4%, generalizing the survey findings upon the total population.

This analysis will focus on the quantitative responses, using one-sample and independent sample t-testing as the primary methodologies. This analysis also considers the responses to open-ended questions, not as a valid method of generalizing responses, but as an indication of the depth of community sentiment.

Questions 1-11

Question 1 is a closed-ended yes or no question asking respondents if they use existing parks in the Village more than six times per year. The table below shows the percentage of respondents who said they did.

Use existing parks more than six times per year

| | N | Mean | Std. Deviation | Std. Error Mean |
|--------------|-----|------|----------------|-----------------|
| Use existing | 305 | .29 | .454 | .026 |

The table shows that nearly 30% of respondents said they did. This appears to be a relatively robust percentage of people who said they did. But for it to be more meaningful as a response, a whole series of questions would need to be asked about which specific parks they used and how often respondents used each one. That might be the focus of a future study.

Question 2 asked if respondents thought the location of the proposed community park depicted on the first page of the survey was a good one.

The following table shows the percentages of respondents who did.

Good location

| | N | Mean | Std. Deviation | Std. Error Mean |
|---------------|-----|------|----------------|-----------------|
| Good location | 284 | .62 | .485 | .029 |

The table suggests that 62% of respondents thought that the proposed location was good and that 38% thought it wasn't.

This finding suggests that the community appears to believe the Village has merit in the selection of the new park site location.

Question 3 asked the 38% of those who opposed the site if they had a better location for the proposed new community park. The following table shows summaries of their responses.

Where else?

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------------------|-----------|---------|---------------|--------------------|
| Valid | 231 | 75.0 | 75.0 | 75.0 |
| A location south and east | 1 | .3 | .3 | 75.6 |
| A more accessible location | 1 | .3 | .3 | 76.0 |
| Already have park near me | 1 | .3 | .3 | 76.3 |
| Anywhere in the Village | 1 | .3 | .3 | 76.6 |
| Boone County | 1 | .3 | .3 | 76.9 |
| Build up Riverside | 1 | .3 | .3 | 77.3 |
| By clinic near Hiland | 1 | .3 | .3 | 77.6 |
| Centralized in Village | 1 | .3 | .3 | 77.9 |
| Centrally located | 1 | .3 | .3 | 78.2 |
| Chicory Ridge | 4 | 1.3 | 1.3 | 79.5 |
| Chicory Ridge Area | 1 | .3 | .3 | 79.9 |
| Close to Chickory Ridge | 1 | .3 | .3 | 80.2 |
| Closer to downtown | 1 | .3 | .3 | 80.5 |
| Closer to the schools | 1 | .3 | .3 | 80.8 |
| don't know | 1 | .3 | .3 | 81.2 |
| Don't need | 1 | .3 | .3 | 81.5 |
| Don't need one | 1 | .3 | .3 | 81.8 |
| East of 251 | 1 | .3 | .3 | 82.1 |
| East of I-90 | 1 | .3 | .3 | 82.5 |
| East side of 251 | 3 | 1.0 | 1.0 | 83.4 |
| Expand on sports fields | 1 | .3 | .3 | 83.8 |
| Further east | 1 | .3 | .3 | 84.1 |
| Hickory Ridge | 1 | .3 | .3 | 84.4 |
| Hiland by I-90 | 1 | .3 | .3 | 84.7 |
| I don't need it | 1 | .3 | .3 | 85.1 |
| in the village | 1 | .3 | .3 | 85.4 |
| In Village limits | 1 | .3 | .3 | 85.7 |
| In town | 1 | .3 | .3 | 86.0 |
| Inside Village limits | 1 | .3 | .3 | 86.4 |
| Make it east to find | 1 | .3 | .3 | 86.7 |
| McCurry & Main | 1 | .3 | .3 | 87.0 |
| McCurry & Willowbrook | 1 | .3 | .3 | 87.3 |
| Near Chicory Ridge | 2 | .6 | .6 | 88.0 |

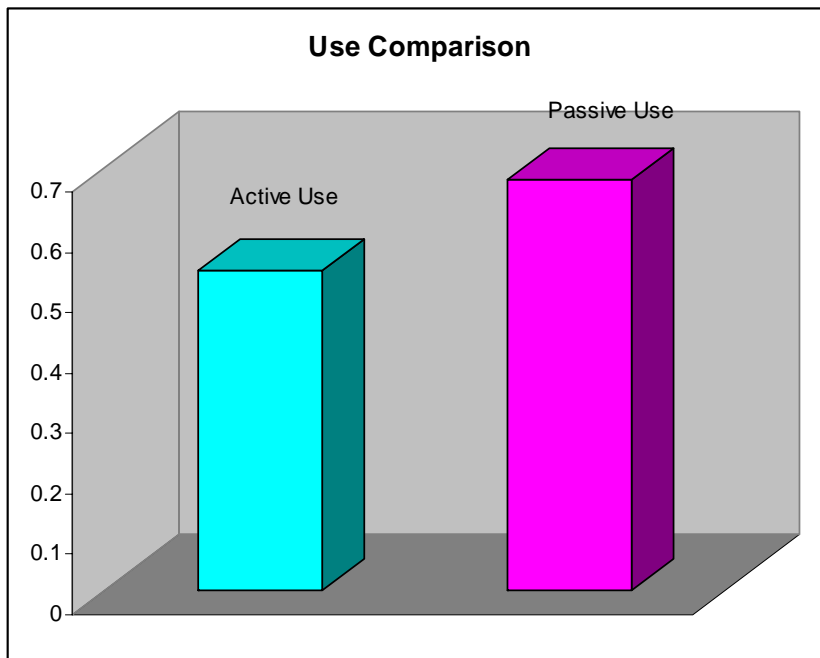
| | | | | |
|--------------------------------|-----|-------|-------|-------|
| Near Hononegah Road | 1 | .3 | .3 | 88.3 |
| Near Sagewood or Shepard | 1 | .3 | .3 | 88.6 |
| Need better road access | 1 | .3 | .3 | 89.0 |
| No park | 1 | .3 | .3 | 89.3 |
| No place; don't need | 1 | .3 | .3 | 89.6 |
| None-don't need | 1 | .3 | .3 | 89.9 |
| Not in middle of a subdivision | 1 | .3 | .3 | 90.3 |
| Not needed | 1 | .3 | .3 | 90.6 |
| Not needed | 1 | .3 | .3 | 90.9 |
| Not needed; fix roads | 1 | .3 | .3 | 91.2 |
| Nowhere | 1 | .3 | .3 | 91.6 |
| NW Corner 251&Hononega | 1 | .3 | .3 | 91.9 |
| on east side of 251 | 1 | .3 | .3 | 92.2 |
| Other side of river | 1 | .3 | .3 | 92.5 |
| Parks in neighborhoods | 1 | .3 | .3 | 92.9 |
| Provide options | 1 | .3 | .3 | 93.2 |
| Riverside | 1 | .3 | .3 | 93.5 |
| Rockton Rd/Willowbrook | 1 | .3 | .3 | 93.8 |
| Roscoe Rd & Chicory Ridge | 1 | .3 | .3 | 94.2 |
| Sagewood subdivision | 1 | .3 | .3 | 94.5 |
| Seems like Rockton | 1 | .3 | .3 | 94.8 |
| Small neighborhood parks | 1 | .3 | .3 | 95.1 |
| Swanson Rd. | 1 | .3 | .3 | 95.5 |
| Swanson Rd. | 1 | .3 | .3 | 95.8 |
| There are plenty of parks | 1 | .3 | .3 | 96.1 |
| Utilize existing parks | 1 | .3 | .3 | 96.4 |
| We have enough parks | 1 | .3 | .3 | 96.8 |
| West of 251 | 1 | .3 | .3 | 97.1 |
| What other land is available | 1 | .3 | .3 | 97.4 |
| Where there's growth | 1 | .3 | .3 | 97.7 |
| Where traffic would allow | 1 | .3 | .3 | 98.1 |
| Will it flood? | 1 | .3 | .3 | 98.4 |
| Willowbrook area | 1 | .3 | .3 | 98.7 |
| Willowbrick road | 1 | .3 | .3 | 99.0 |
| Willowbrook | 1 | .3 | .3 | 99.4 |
| Within new subdivision | 1 | .3 | .3 | 99.7 |
| Within walking distance | 1 | .3 | .3 | 100.0 |
| Total | 308 | 100.0 | 100.0 | |

The table shows that, of the 116 respondents who didn't like the location for the proposed new community park, 68 people responded to Question 3.

Only 13 of those 68 said something to the affect that they didn't like the location because they didn't like the idea of a new park at all. Some of the others offered alternate ideas about where the new park should be located and some just said they didn't know.

Questions 10 and 11 asked if the proposed new community park should be used for active recreation, such as fields and playgrounds, and passive recreation, such as walking and sitting. Respondents were allowed to respond affirmatively to both questions.

The following graph compares the responses for Questions 10 and 11.



The graph shows that 53% of those surveyed said that the park should be used for active use and 68% said for passive use, suggesting that passive usage is the more popular of the two choices. This could be a function of the age of respondents, which will be discussed momentarily.

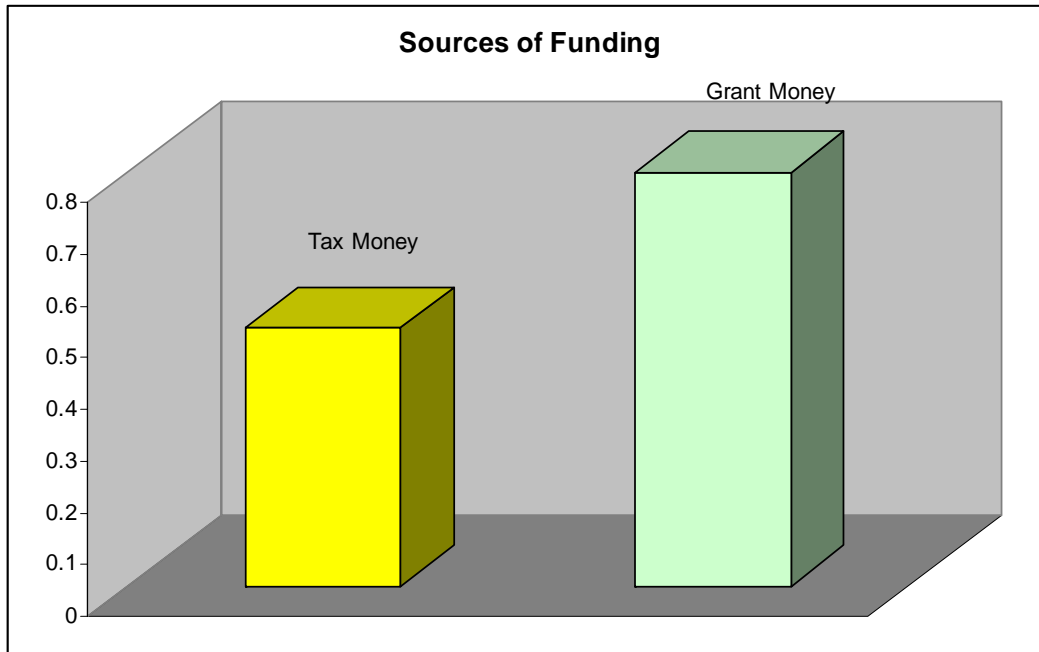
Questions 5, 6, 7, & 8 asked about the major facilities the new community park should have, including athletic fields, a community center, an indoor pool and an outdoor pool. The following table compares the averages of respondents preferring those amenities.

Community Park Major Facilities

| | N | Mean | Std. Deviation | Std. Error Mean |
|------------------|-----|------|----------------|-----------------|
| Athletic fields | 298 | .58 | .494 | .029 |
| Community center | 298 | .63 | .484 | .028 |
| Indoor pool | 299 | .46 | .499 | .029 |
| Outdoor pool | 292 | .49 | .501 | .029 |

The table shows that 58% of respondents preferred athletic fields, 63% a community center, 46% and indoor pool and 49% an outdoor pool.

Questions 4 and 9 asked respondents to express their levels of support for spending tax dollars on the proposed community park or developing the park using grant monies. The following table compares the responses.



The graph shows that 50% of respondents would approve of spending tax money to build the new community park and 80% would support building the park using grant money.

The reason these findings are important is that with 62% of those surveyed saying that they support the location for the park and 50% supporting the funding of the park using tax dollars suggests that there is support for the new park within the Village of Roscoe.

Were the findings 20% lower than that, it could not be concluded that there is support for the project. But with most people supporting the location for the proposed park, and a small percentage of those opposing the park doing so because they oppose the project altogether, it could be reasonably concluded that survey findings are an indication of positive levels of support for the project.

Questions 12 and 13

Question 12 asked respondents in which recreational activities did they or other members in their households participate. The following table presents those findings.

Recreational Activities

| Activity | Responses | Percentage Participation | of |
|------------------------------|-----------|--------------------------|----|
| Walking | 304 | .81 | |
| Dog obedience | 304 | .17 | |
| Swimming | 305 | .43 | |
| Swim lessons | 305 | .22 | |
| Aerobic classes | 305 | .18 | |
| Fitness center use | 305 | .43 | |
| Adult athletics | 305 | .20 | |
| Basketball | 305 | .18 | |
| Workshops/seminars | 305 | .22 | |
| Indoor soccer | 305 | .12 | |
| Volleyball | 304 | .14 | |
| Special events | 305 | .21 | |
| Hockey | 305 | .06 | |
| Arts and crafts | 305 | .22 | |
| Youth athletics | 305 | .26 | |
| Gymnastics | 305 | .12 | |
| Before/after school programs | 305 | .13 | |
| Dance classes | 305 | .15 | |
| Pre-school programs | 305 | .11 | |

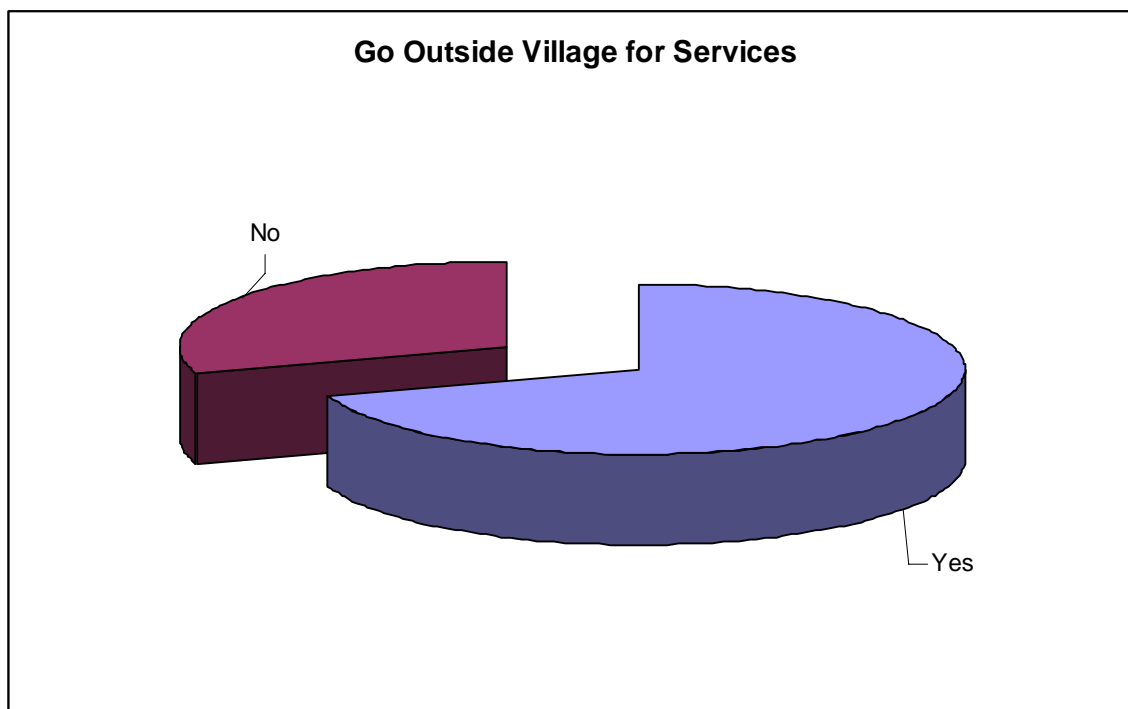
The table shows that, by far, the largest activity in which respondents reported participating was walking for recreation. That should correlate with the higher percentage of respondents who preferred the proposed new community park to contain passive recreational amenities than active recreational amenities.

Activities that had the second highest percentages of household participants were active recreational activities. Swimming and fitness center usage had 43% of households responding that they had members participating.

Households with swim lesson participation was reported by 22% of respondents, presumably comprised of children within the household participating. Youth athletics participation was reported by 26% of those responding, another activity provided on behalf of children.

While there are opportunities to walk for recreation within the Village and there are youth sports programs, there is not a swimming pool or other amenities, such as indoor soccer, where residents could participate.

Question 13 asked the percentage of respondents who went outside the Village of Roscoe to receive their recreational services, presumably because they were not available within the Village. The following graph compares the percentages.



The graph shows that 70% of residents go outside the Village for recreational services. In our experience of asking this questions, this is the highest percentage that we have ever seen.

It suggests that the Village of Roscoe is not meeting the recreational needs of its residents. Why this is occurring may be a function of the willingness of the majority of the residents themselves, as this analysis will see.

Questions of Interest and Willingness to Pay

In order for municipalities or park districts to have the political cover to provide recreational services, the citizens themselves must be interested in the Village providing them and be willing to pay for them.

Questions 14, 16, 17, and 18 asked residents a series of questions about the strength of their preferences for inclusion of certain facilities within the proposed new community park. Questions 15, 19, 20, and 21 asked about their willingness to pay.

Considering willingness to pay for the construction of the proposed new 37 acre park, Question 19 asked residents the amount of money they would be willing to pay per month in additional property taxes to fund the construction of the park.

Respondents were provided choices of “none,”\$2-10 per month<” \$10-20 per month,” and “more than \$20 per month.”

The following table shows the percentages of respondents who answered each of these questions.

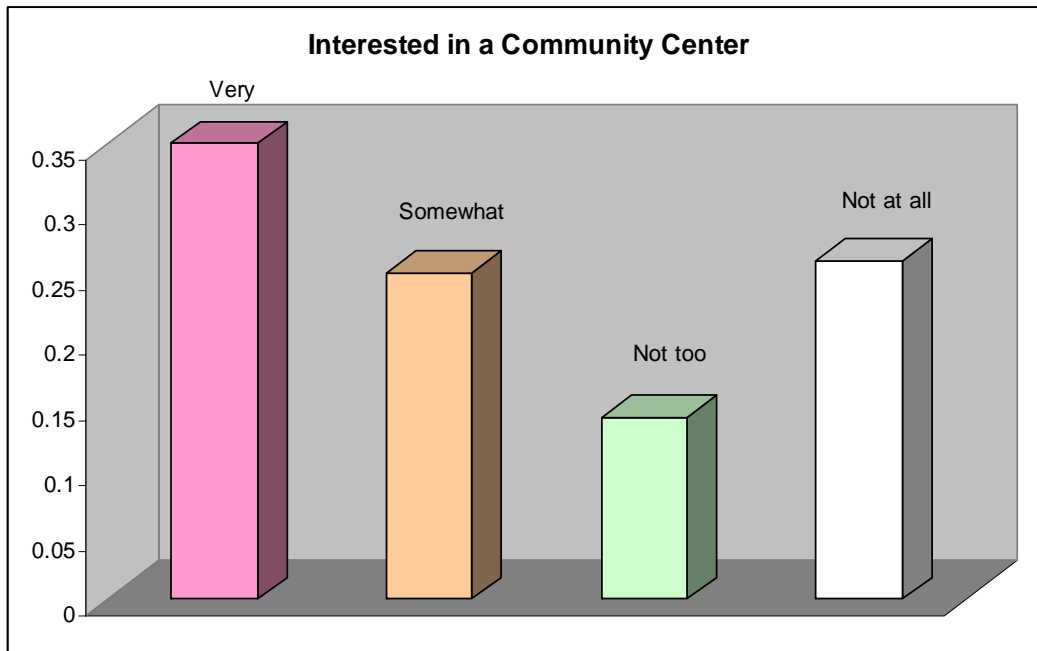
Support for a Community Park Tax

| | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------------|-----|------|----------------|-----------------|
| None | 295 | .52 | .501 | .029 |
| \$2-10 per month | 295 | .41 | .493 | .029 |
| \$10-20 per month | 295 | .07 | .252 | .015 |
| More than \$20 per month | 295 | .01 | .082 | .005 |

The table shows that 52% of those responding could not support a tax increase, with 48% support some level of tax for the construction of the proposed park.

The implications of this finding are that, while 70% of respondents said they go outside the community for services, 62% said they supported the proposed location for the new park, 50% said that they supported construction of the park with tax money, less than half were willing to pay for it through an **increase** in taxes. Therefore, reallocation of tax dollars in the budget process could be used a possible funding source for part of the project costs.

Similar findings were evident comparing other questions. In Question 14, respondents were asked whether they were “very interested,” “somewhat interested,” “not too interested,” or “not at all interested” in the addition of a full service community center. The following graph compares their responses.



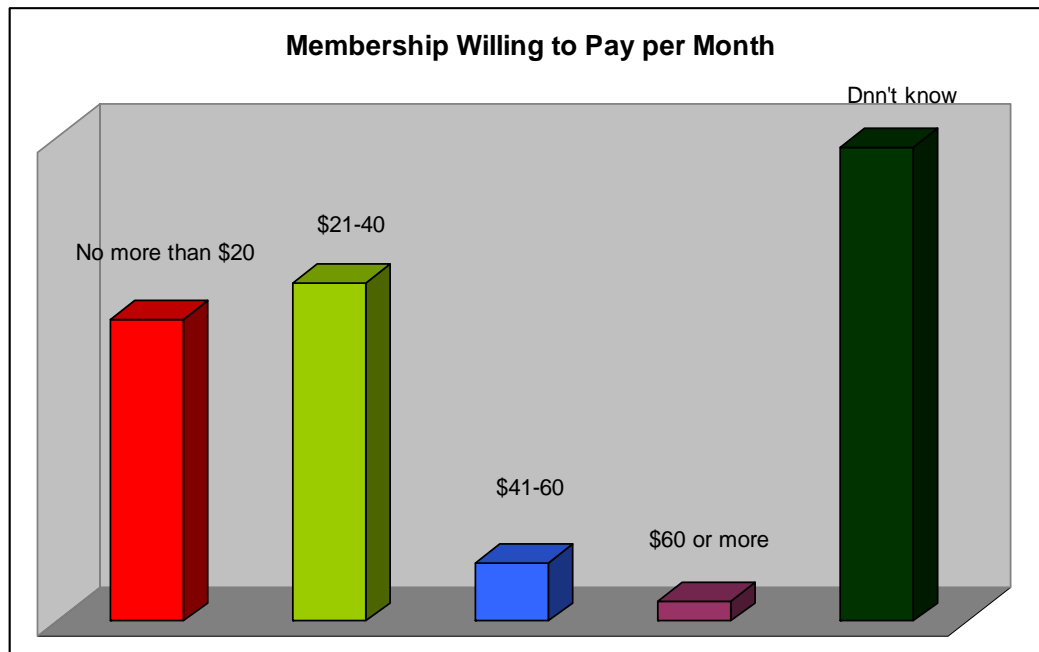
The graph shows that 35% of respondents were very interested in a new full service community center, 25% were somewhat interested, for a total of 60% positive responses.

By comparison, 16% of those responding to the questions said they were not too interested in a full service community center and 26% said they were not at all interested, for a total of 40% opposed to the idea.

Considering their willingness to pay, Question 15 asked respondents the level of annual membership fee they were willing to pay for using a new full service community center and Question 21 asked the level of property tax increase they would be willing to pay to build it.

The following graph presents the comparisons of responses to Question 15. Because the respondents were not provided an opportunity to respond “none,” additional analysis is necessary.

In this case, those responding “don’t know” will be added to those who chose not to answer the question at all, and new percentages developed for each of the responses to questions about the price they would be willing to pay.



The graph shows that 25% of respondents expressed a willingness to pay no more than \$20 per month, 28% between \$21 and \$40 per month, about 5% between \$41 and \$60 per month and only about 2% more than \$60 per month. 39% said they didn't know.

The issue with their willingness to pay is that communities in which full service community centers are offered charge an average of \$50 per month per person and \$76 per household. The willingness of Roscoe residents to pay the costs associated with **operating** such a facility is not evident in the survey data.

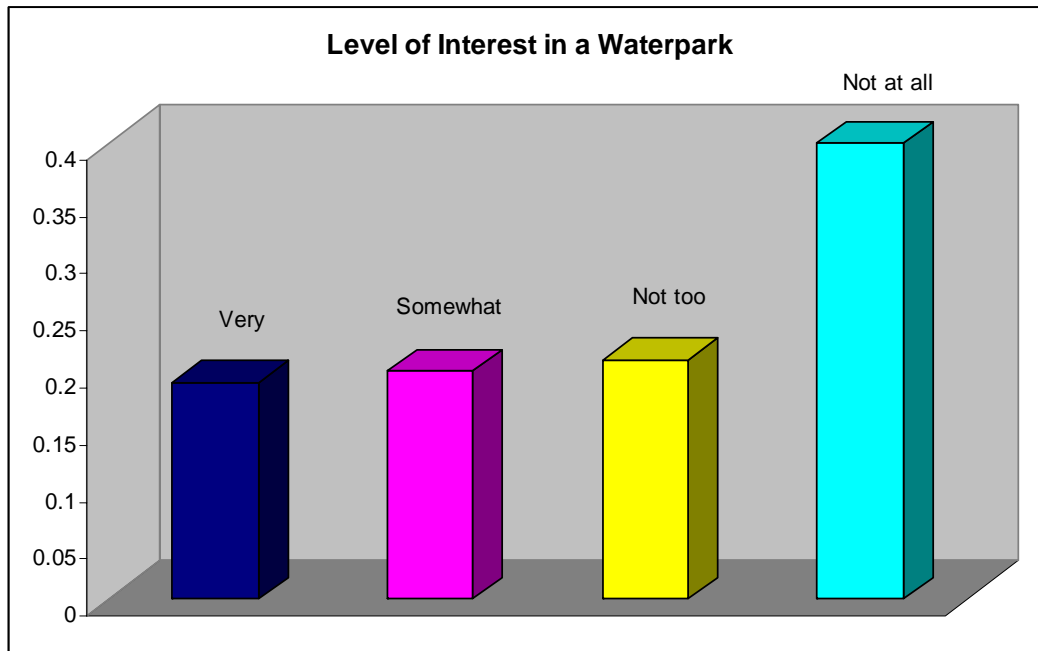
Similar findings are available from the survey data for Question 21, in which residents were asked if they were willing to pay a tax increase to **build** a new community center. The following table makes that comparison.

Willingness to Pay Property Tax Increase

| | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------------|-----|------|----------------|-----------------|
| None | 298 | .61 | .515 | .030 |
| \$2-10 per month | 298 | .35 | .497 | .029 |
| \$10-20 per month | 298 | .08 | .323 | .019 |
| More than \$20 per month | 298 | .02 | .252 | .015 |

The previous table shows that 61% of those responding to the survey were not willing to pay any property tax increase to construct a full service community center. This suggests that, regardless of whether 60% of respondents support the construction of a new full service recreation center, with 61% opposed to a tax increase to fund it, construction would be problematic.

Question 17 asked respondents at what level they would favor construction of a new waterpark facility. The following graph presents the findings.



The graph shows that 19% of those surveyed were very interested and 20% were somewhat interested in a new waterpark, for a total of 39% supporting the idea.

In comparison, 21% of respondents were not too interested and 40% were not at all interested for a total of 61% opposing the idea.

Considering their willingness to fund construction of a waterpark, the following table compares the percentages of respondents.

Willingness to Fund a Waterpark

| | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------------|-----|------|----------------|-----------------|
| None | 296 | .65 | .479 | .028 |
| \$2-10 per month | 296 | .32 | .466 | .027 |
| \$10-20 per month | 296 | .03 | .181 | .011 |
| More than \$20 per month | 296 | .00 | .058 | .003 |

The table shows that 65% of those surveyed oppose increasing their own taxes to fund construction of a waterpark, with 35% willing to increase taxes at some level.

This finding is another strong indication of the lack of willingness of Roscoe residents to pay for construction of recreational facilities, just as they were for the proposed new park and full service community center, even though 70% of them go to other communities for these services.

Questions 16 and 18 asked respondents if they favored a teen center or indoor sports complex. But there were not questions on the survey asking respondents for their willingness to pay for these facilities.

The following tables show the levels of interest in a teen center and sports complex.

Interest in a Teen Center

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------|-----|------|----------------|-----------------|
| Very interested | 290 | .21 | .411 | .024 |
| Somewhat interested | 290 | .31 | .462 | .027 |
| Not too interested | 290 | .20 | .398 | .023 |
| Not at all interested | 290 | .29 | .453 | .027 |

The table shows that 51% of those responding supported a teen center and 49% opposed the concept.

Interest in an Athletic Complex

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------|-----|------|----------------|-----------------|
| Very interested | 296 | .20 | .400 | .023 |
| Somewhat interested | 296 | .29 | .453 | .026 |
| Not too interested | 296 | .20 | .400 | .023 |
| Not at all interested | 296 | .31 | .464 | .027 |

Similarly, 49% of those surveyed reported supporting an athletic complex and 51% opposed the concept. But with a pattern of unwillingness to pay for these facilities, it is difficult to see the importance of these findings.

Park Amenities

A series of questions at the end of the survey asked respondents for specific amenities that they would support in the proposed new park. Respondents were provided 18 choices, including questions about a community center and outdoor swimming pool.

Survey data was recorded using a Likert Scale, where 0 represented “no opinion,” 1 represented “do not need,” 2 represented “possible need,” and 3 represented “definite need.” Using a Likert Scale allows the strength of the average scores to represent the strength of the comparative need of each amenity. The following table presents the average scores.

Amenity preferences

| | N | Mean | Std. Deviation | Std. Error Mean |
|-------------------------|-----|------|----------------|-----------------|
| Community center | 300 | 1.74 | .881 | .051 |
| Multi-use loop path | 300 | 1.87 | .971 | .056 |
| Parking lots | 301 | 2.14 | 1.029 | .059 |
| Athletic fields | 301 | 1.85 | 1.008 | .058 |
| Courts | 301 | 1.77 | .964 | .056 |
| Playground | 300 | 2.05 | 1.065 | .061 |
| Splash pad/sprayground | 296 | 1.49 | .953 | .055 |
| Restroom | 299 | 2.12 | 1.045 | .060 |
| Park shelter | 298 | 2.00 | 1.013 | .059 |
| Park benches | 299 | 2.24 | .991 | .057 |
| Drinking fountain | 299 | 2.12 | 1.030 | .060 |
| Frisbee golf | 299 | 1.20 | .815 | .047 |
| Skate park | 298 | 1.38 | .845 | .049 |
| Outdoor pool | 300 | 1.65 | .936 | .054 |
| Security lighting | 299 | 2.18 | 1.003 | .058 |
| Athletic field lighting | 298 | 1.73 | .996 | .058 |
| Fitness stations | 298 | 1.57 | .859 | .050 |
| Landscaping | 299 | 1.94 | 1.006 | .058 |

The previous table shows that park benches are the most popular amenities that respondents would like to see in the proposed new park, with a score of 2.24 them to be a possible need.

Security light is characterized as a possible need with a score of 2.18, parking lots are characterized as a possible need by respondents with a score of 2.14, and restrooms and drinking fountains were also with a score of 2.12,

More expensive amenities, such as the community center, splashpad, outdoor swimming pools and athletic fields had the lowest scores.

Open-ended Comments

One of the reasons that open-ended questions are asked is that they can illuminate some of the reasons that people answered questions the way they did. They can be a window into the sentiment of the community and its level of sentiment.

If a high percentage of respondents choose to answer the open-ended questions, it is typically an indication of a high level of sentiment. If not, residents may be more content with the local governmental unit and its services.

It is the opinion of Design Perspectives that this study produced an unusually high percentage of responses to the open-ended questions. We will let the reader judge what kind of sentiment they express.

Comments

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------------------------|-----------|---------|---------------|--------------------|
| Valid | 196 | 63.6 | 63.6 | 63.6 |
| Already have sports fields and pool. | 1 | .3 | .3 | 64.0 |
| Annex our western neighbors so they can help pay | 1 | .3 | .3 | 64.3 |
| Bad map. should have done this awhile ago | 1 | .3 | .3 | 64.6 |
| Batting cages and miniputting | 1 | .3 | .3 | 64.9 |
| Build a path to connect subdivisions | 1 | .3 | .3 | 65.3 |
| Build it in phases | 1 | .3 | .3 | 65.6 |
| Can we use Roscoe's surplus for funding? | 1 | .3 | .3 | 65.9 |
| Cannot afford more taxes | 1 | .3 | .3 | 66.2 |
| Community center should be located within village | 1 | .3 | .3 | 66.6 |

| | | | | |
|-----------------------------------------------------|---|----|----|------|
| Coordinate with other efforts in the region | 1 | .3 | .3 | 66.9 |
| Create a park district separate from the village | 1 | .3 | .3 | 67.2 |
| Cut property taxes. | 1 | .3 | .3 | 67.5 |
| Do not support tax increase | 1 | .3 | .3 | 67.9 |
| Don't build the park on the edge of town | 1 | .3 | .3 | 68.2 |
| Don't duplicate services with the YMCA | 1 | .3 | .3 | 68.5 |
| Don't know, just moved here | 1 | .3 | .3 | 68.8 |
| Don't raise taxes to build the park | 1 | .3 | .3 | 69.2 |
| Don't use parks and can't afford more taxes | 1 | .3 | .3 | 69.5 |
| Don't raise taxes | 1 | .3 | .3 | 69.8 |
| Economy is bad now, fix existing parks first | 1 | .3 | .3 | 70.1 |
| existing parks are not being used. more fields | 1 | .3 | .3 | 70.5 |
| fair taxes for the people on Rockton | 1 | .3 | .3 | 70.8 |
| Fix the streets first | 1 | .3 | .3 | 71.1 |
| Flooding an issue, need walking path | 1 | .3 | .3 | 71.4 |
| Focus on a green community center | 1 | .3 | .3 | 71.8 |
| Fund it by user fees | 1 | .3 | .3 | 72.1 |
| Fund it without tax money | 1 | .3 | .3 | 72.4 |
| Great additions to our community | 1 | .3 | .3 | 72.7 |
| Have developers pay | 1 | .3 | .3 | 73.1 |
| Have small parks scattered around town | 1 | .3 | .3 | 73.4 |
| How many years can we expect the tax burden? | 1 | .3 | .3 | 73.7 |
| How often are the parks used | 1 | .3 | .3 | 74.0 |
| How will the village pay for this? | 1 | .3 | .3 | 74.4 |
| I like being surveyed | 1 | .3 | .3 | 74.7 |
| I pay too much taxes now | 1 | .3 | .3 | 75.0 |
| Interested in outdoor pool | 1 | .3 | .3 | 75.3 |
| Invest in fields off old river | 1 | .3 | .3 | 75.6 |
| It's great you guys are going to build a playground | 1 | .3 | .3 | 76.0 |
| It should be a green facility | 1 | .3 | .3 | 76.3 |

| | | | | |
|--------------------------------------------------------------|---|----|----|------|
| Let people donate trees and benches with their names on them | 1 | .3 | .3 | 76.6 |
| Like Indoor pool idea | 1 | .3 | .3 | 76.9 |
| Like to see these facilities offered | 1 | .3 | .3 | 77.3 |
| lower our taxes | 1 | .3 | .3 | 77.6 |
| make existing parks usable | 1 | .3 | .3 | 77.9 |
| Make fees pay for it | 1 | .3 | .3 | 78.2 |
| Make it like Rotary Center in Beloit | 1 | .3 | .3 | 78.6 |
| Meet basic needs of community first | 1 | .3 | .3 | 78.9 |
| Minimal taxes | 1 | .3 | .3 | 79.2 |
| Must be within the Village limits | 1 | .3 | .3 | 79.5 |
| My taxes are too high now | 1 | .3 | .3 | 79.9 |
| Need a bike path from Chicory Ridge | 1 | .3 | .3 | 80.2 |
| Need a skate park, not more athletic fields | 1 | .3 | .3 | 80.5 |
| Need a water attraction | 1 | .3 | .3 | 80.8 |
| Need something for the kids | 1 | .3 | .3 | 81.2 |
| New development should be enough to pay for this | 1 | .3 | .3 | 81.5 |
| no tax increase | 1 | .3 | .3 | 81.8 |
| No tax increase | 1 | .3 | .3 | 82.1 |
| No tax increase for a community center | 1 | .3 | .3 | 82.5 |
| Not interested. Blaring lights | 1 | .3 | .3 | 82.8 |
| On a fixed income, can't support it | 1 | .3 | .3 | 83.1 |
| Outdoor pool a high priority | 1 | .3 | .3 | 83.4 |
| outdoor pool and playground | 1 | .3 | .3 | 83.8 |
| Outdoor pool would be well received | 1 | .3 | .3 | 84.1 |
| Park away from residential areas | 1 | .3 | .3 | 84.4 |
| park in the wrong location, nearer to schools | 1 | .3 | .3 | 84.7 |
| Park will be an excellent addition to Roscoe | 1 | .3 | .3 | 85.1 |
| Park would be great, but people are taxed to death | 1 | .3 | .3 | 85.4 |

| | | | | |
|-----------------------------------------------------------------|---|----|----|------|
| Parks and recreation are vital to the community quality of life | 1 | .3 | .3 | 85.7 |
| People are taxed too much as it is | 1 | .3 | .3 | 86.0 |
| Phase in over 10 years | 1 | .3 | .3 | 86.4 |
| Playground for smaller children needed | 1 | .3 | .3 | 86.7 |
| Playground, not pool | 1 | .3 | .3 | 87.0 |
| Put in city limits | 1 | .3 | .3 | 87.3 |
| Put in village, not township | 1 | .3 | .3 | 87.7 |
| Rather have roads repaired | 1 | .3 | .3 | 88.0 |
| Recruit builders to corporate park space | 1 | .3 | .3 | 88.3 |
| Require developments to include parks | 1 | .3 | .3 | 88.6 |
| Roscoe does poor planning. Who'll pay for it? | 1 | .3 | .3 | 89.0 |
| Sell the property back to the church | 1 | .3 | .3 | 89.3 |
| Something needs to be done for the kids | 1 | .3 | .3 | 89.6 |
| Sounds like a great idea | 1 | .3 | .3 | 89.9 |
| Support community development | 1 | .3 | .3 | 90.3 |
| Tax increase out of the question | 1 | .3 | .3 | 90.6 |
| Taxes are high | 1 | .3 | .3 | 90.9 |
| Taxes are high enough | 2 | .6 | .6 | 91.6 |
| Taxes are too high | 1 | .3 | .3 | 91.9 |
| Teen center instead of community center | 1 | .3 | .3 | 92.2 |
| The park should be a safe area | 1 | .3 | .3 | 92.5 |
| The site won't be accessible to most residents | 1 | .3 | .3 | 92.9 |
| The whole idea is foolish | 1 | .3 | .3 | 93.2 |
| There needs to be a place for people to meet | 1 | .3 | .3 | 93.5 |
| This seems frivolous | 1 | .3 | .3 | 93.8 |
| Time frame of tax increase is important to know | 1 | .3 | .3 | 94.2 |
| Timing is all wrong | 1 | .3 | .3 | 94.5 |
| totally against any tax increase | 1 | .3 | .3 | 94.8 |

| | | | | |
|--------------------------------------------------|-----|-------|-------|-------|
| Upgrade the existing parks first | 1 | .3 | .3 | 95.1 |
| Use grant money and existing taxes to build park | 1 | .3 | .3 | 95.5 |
| Very happy with project will get use | 1 | .3 | .3 | 95.8 |
| We desperately need a place for activities | 1 | .3 | .3 | 96.1 |
| We don't have any extra money | 1 | .3 | .3 | 96.4 |
| We don't want to pay for a park | 1 | .3 | .3 | 96.8 |
| We love the idea of a new community center | 1 | .3 | .3 | 97.1 |
| We need new schools first | 1 | .3 | .3 | 97.4 |
| We need to be able to access bike paths | 1 | .3 | .3 | 97.7 |
| What's the hurry? | 1 | .3 | .3 | 98.1 |
| Why build in Rockton vicinity? | 1 | .3 | .3 | 98.4 |
| Would like a new facility, but not the taxes. | 1 | .3 | .3 | 98.7 |
| Would like an indoor pool | 1 | .3 | .3 | 99.0 |
| Would the center be added to the Village hall? | 1 | .3 | .3 | 99.4 |
| Yes on an outdoor pool | 1 | .3 | .3 | 99.7 |
| You can't pay for other things now! | 1 | .3 | .3 | 100.0 |
| Total | 308 | 100.0 | 100.0 | |

Conclusion

In this study, like most, the data speaks for itself. While there is the apparent desire on the part of many residents to improve parks and recreation facilities within the Village of Roscoe, there is not yet the sentiment to pay for those improvements. There appears to be enough silent voices through the survey to justify the location of the new park. There is also border line support for existing taxes to pay for portions of the construction cost. There is a hard line attitude of no additional taxes to pay for the proposed project in any shape or fashion. This would lead us to believe that a voter approved referendum for this project would not pass under the current community attitudes reflected in this survey and verified in the public meetings.

In fact, the open-ended comments provide an indication of a substantial anti-tax sentiment within the community. This may be a function of the age of respondents and

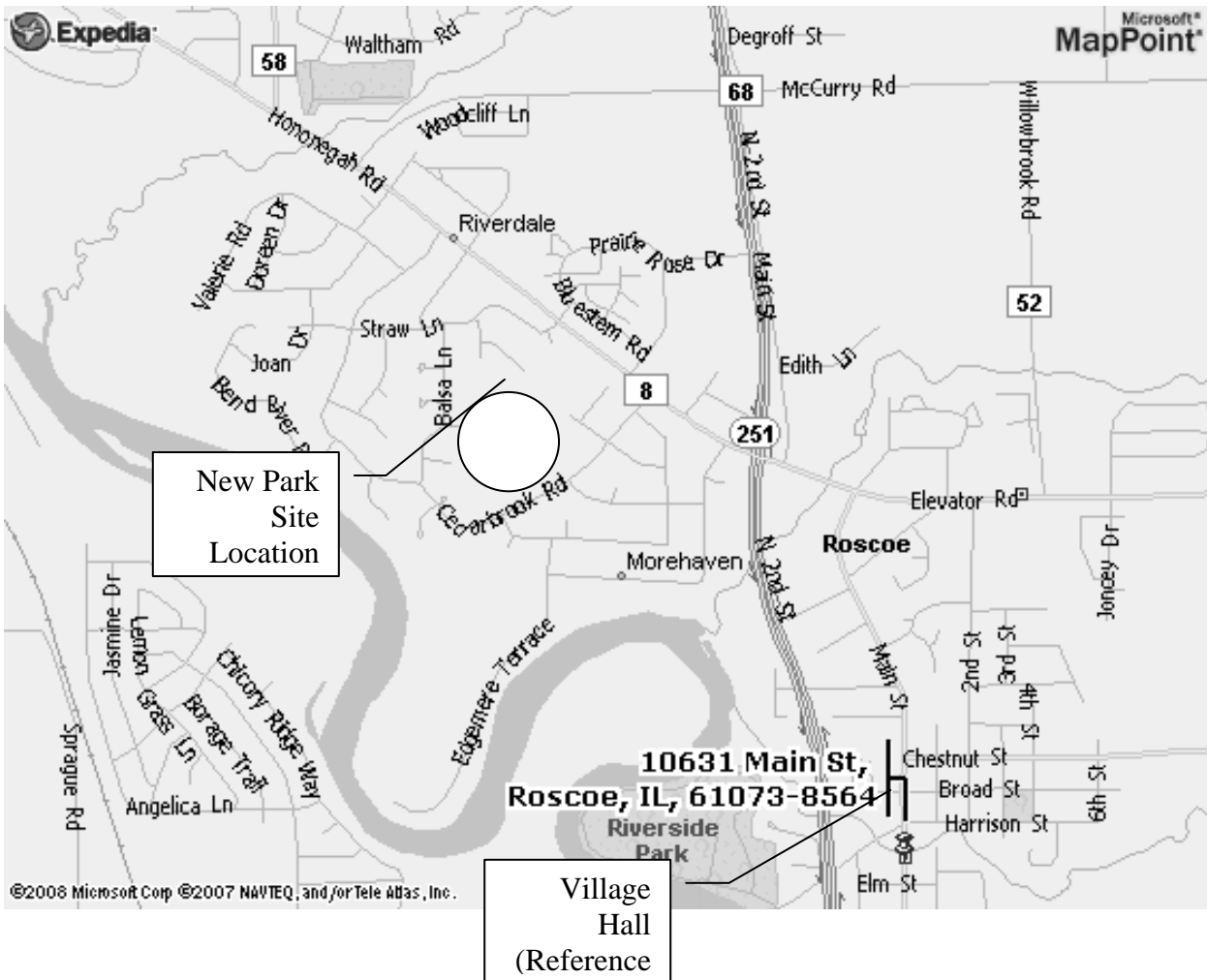
their levels of usage of recreational services now. Or it may be a function of a history of this sentiment existing within the culture of the community.

The policy implications of these findings are that, before the Village moves forward with its plans to construct a new community park, build a full service community center or waterpark, it would be wise for the Village to fully educate the community of the costs and benefits of these facilities. It would also help to have a financial plan in place to pay for any type of new park development using the existing tax dollars, grant monies, donations, sponsorships and any other economic means to get the project off the ground. It also might be wise to explore alternative projects to gauge the new park site merits in terms of economic commitment and recreational value. In the end, this site might be the best choice to pursue as a long term investment for the future of parks and recreation within the village. To do otherwise would not appear to be politically prudent.

Appendix

Resident Survey for New Community Park

Citizen input is an important component to any park planning and development project. The purpose of this survey is to collect information that will assist the Village of Roscoe in planning for your needs and interests at a new 37 acre community park. The proposed park parcel is located near Cedarbrook Road and Rollingsford Lane. We have included a location map below that shows the proposed location. We appreciate your responses to the questions that follow starting on the next page.



*Survey starts on reverse side. Please turn over...
(Page 1 of 4)*

Please answer the following questions.

- 1. I use the existing parks in the Village more than six times per year? Yes or No
- 2. I think this is a good location for a new community park? Yes or No

If you answered Yes, skip to Question 4.

- 3. If you answer No, where is a good location? _____
- 4. I would approve of spending tax dollars on a new park? Yes or No
- 5. I would support having lighted athletic fields in the new park? Yes or No
- 6. I would support having a Community Center in the new park? Yes or No
- 7. I think an indoor pool is needed in a new Community Center? Yes or No
- 8. I think the Village of Roscoe needs an outdoor pool at the new park? Yes or No
- 9. I would support the Village of Roscoe to development the park through grant monies? Yes or No
- 10. I would use the park for active use (Fields, playground)? Yes or No
- 11. I would use the park for passive use (Walking, sitting)? Yes or No

12. In which of the following recreational activities do you or other members of your household participate? Please check all that apply.

- | | |
|------------------------------|---------------------------------------|
| a. Walking/ jogging _____ | j. Indoor soccer _____ |
| b. Dog obedience _____ | k. Volleyball _____ |
| c. Swimming _____ | l. Special events _____ |
| d. Swim lessons _____ | m. Hockey _____ |
| e. Aerobic classes _____ | n. Art/craft classes _____ |
| f. Fitness center use _____ | o. Youth athletics _____ |
| g. Adult athletics _____ | p. Gymnastics _____ |
| h. Basketball _____ | q. Before/After school programs _____ |
| i. Workshops/Seminars _____ | r. Dance classes _____ |
| Other (please specify) _____ | s. Pre-school programs _____ |

13. Do you or your family members go outside the Village of Roscoe to receive recreational services?
 ____ Yes ____ No

- 14. How interested would you be in having the Village of Roscoe offer in a potential future phase a full service community center, with such amenities as an indoor track, swimming pool, meeting rooms, childcare center, fitness center with exercise rooms and indoor courts for volleyball, basketball, etc.
 - a) Very interested
 - b) Somewhat interested
 - c) Not too interested
 - d) Not at all interested

15. If the Village of Roscoe builds a full service community center in a potential future phase with such amenities as an indoor track, swimming pool, meeting rooms, childcare center, fitness center with exercise rooms and indoor court for volleyball, basketball, etc, what type of per person membership/user fees would you expect to pay to use the facility?
- a) no more than \$20 per month
 - b) \$21-\$40 per month
 - c) \$41-\$60 per month
 - d) \$60 or more per month
 - e) don't know
16. How interested would you be in having the Village of Roscoe having a Teen Center to be included as a part of a community center described above in a potential future phase of this project?
- a) Very interested
 - b) Somewhat interested
 - c) Not too interested
 - d) Not at all interested
17. How interested would you be in having an outdoor water park in a potential future phase? This could be a stand-alone facility or be included as a part of a community center described above.
- a) Very interested
 - b) Somewhat interested
 - c) Not too interested
 - d) Not at all interested
18. How interested would you be in an indoor sports complex such as soccer, baseball, softball, football, ice rink to be included in the community center previously mentioned in a potential future phase?
- a) Very interested
 - b) Somewhat interested
 - c) Not too interested
 - d) Not at all interested
19. How much of a tax increase would you support to pay to construct the new 37 community acre park?
- a) None
 - b) \$2-10 per month
 - c) \$10-20 per month
 - d) More than \$20 per month
20. How much of a tax increase would you support to pay to build an Outdoor Pool at the new 37 community acre park?
- a) None
 - b) \$2-10 per month
 - c) \$10-20 per month
 - d) More than \$20 per month

21. How much of a tax increase would you support to pay to build a Community Center at the new 37 acre park?
- a) None
 - b) \$2-10 per month
 - c) \$10-20 per month
 - d) More than \$20 per month

This section will be used to assess your opinions on what type of park elements should be included in the new 37 acre community park.

22. For each statement, check the answer that BEST describes your interest.

| Park Amenity Item | No Opinion | Do Not Need | Possible Need | Definite Need |
|----------------------------------------------------------------|------------|-------------|---------------|---------------|
| 1. Community Center | | | | |
| 2. Multi-Use Loop Path Inside Park (Concrete or Asphalt) | | | | |
| 3. Parking Lots | | | | |
| 4. Athletic Fields (Softball, Baseball, Football, Soccer) | | | | |
| 5. Courts (Sand Volleyball, Basketball, Tennis, In-line) | | | | |
| 6. Playground | | | | |
| 7. Splash Pad/Sprayground | | | | |
| 8. Restroom/Concession Building | | | | |
| 9. Park Shelter | | | | |
| 10. Park Benches, Trash Receptacles, Picnic Tables, Bike Racks | | | | |
| 11. Drinking Fountain | | | | |
| 12. Frisbee Disc Golf | | | | |
| 13. Skate Park | | | | |
| 14. Outdoor Swimming Pool | | | | |
| 15. Security lighting | | | | |
| 16. Athletic field lighting | | | | |
| 17. Fitness stations | | | | |
| 18. Landscaping | | | | |

23. Please list any specific questions or comments about the park planning project that you would like us to know.

Demographic data:

24. Sex: Male or Female

25. What are the ages of those in your household?

26. Do you reside within the Roscoe Village limits? Yes or No

27. Did you vote in the last election? Yes or No