



BERWYN PARK DISTRICT

2024-2029 COMPREHENSIVE MASTER PLAN
ADOPTED NOVEMBER 19, 2024

Board of Commissioners

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Introduction

The Berwyn Park District (BPD) developed this Comprehensive Master Plan, shaped by community input, to guide park, facility, and program development decisions over the next five years

Purpose

The purpose of this Comprehensive Master Plan is to:

- Assess existing parks, facilities, and programs
- Determine community opinion about services and facilities
- Identify park, facility, and program needs
- Define strategic, measurable goals and objectives
- Provide an action plan to implement strategies over the next five years

Planning Process

The comprehensive planning process consisted of four key phases: Analyze, Connect, Envision, and Implement. The planning process began in the Fall of 2023 with an extensive inventory and analysis of the Berwyn Park District's park and open space assets, indoor facilities, and community context. During the Connect Phase, the Park Board, staff, stakeholders, and community residents shared their opinions about

the District's parks, facilities, programs, services, and future needs.

Upon completion of the Analyze and Connect Phases, the Planning Team met to develop alternative strategies. With input from the Park Board and staff, the Planning Team prioritized and incorporated these strategies into an action plan that will be implemented over the next five years.

How to Use the Plan

This Comprehensive Master Plan will be used by the Park District as a guide to implement action items over the next five years. The first two chapters provide supporting evidence of those recommendations gained through the Analyze and Connect Phases while the following two chapters provide recommendations for the District's next five years. The Action Plan in Chapter Four is a "working list" that will be updated annually as funding opportunities and project priorities change.



STRUCTURE OF THE DOCUMENT



1

analyze

Chapter One

Analyze: Inventory & Analysis

Chapter One provides a detailed inventory of parkland, open space, District facilities, schools, and relevant adjacent land uses. Park assets are quantified by standards, size, location, and amenities.



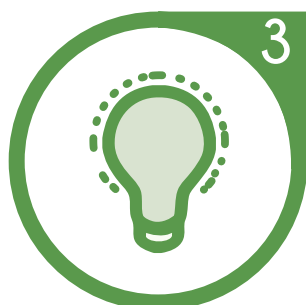
2

connect

Chapter Two

Connect: Needs Assessment

Chapter Two includes national, state, and local parks and recreation trends. It also includes summaries of the community survey, stakeholder interviews, community and staff workshops, and Board of Commissioners discussion.



3

envision

Chapter Three

Envision: Alternative Strategies

Chapter Three outlines the needs that arose during the Analyze and Connect Phases. It provides the background of those needs, synthesizing the results from the previous phases into justification and background for future action items and the strategies to achieve them.



4

implement

Chapter Four

Implement: Preferred Strategies

Chapter Four outlines the highest priority strategies in a Five-Year Action Plan that designates when strategies will occur and how to accomplish them.



5

appendix

Chapter Five

Appendix



District Profile

The Berwyn Park District service area covers approximately 5.05 square miles and serves a population of approximately 31,014 people. Located in Cook County, the Park District maintains more than 23 acres of open space.

Geographic Profile

The Berwyn Park District is located in the southwestern portion of Cook County.

The Park District's properties include a combined total of 12 park and open space properties. These include mini, neighborhood, community, special use, and undeveloped properties. Additionally, the Park District owns and maintains three indoor facilities.

Organizational Structure

The five-person Board of Commissioners is the legal governing authority of the Park District. The Commissioners are elected by District residents to serve four-year terms.

This governing body's responsibilities for their service include passing ordinances, adopting the budget, appointing committees, and hiring the Executive Director. They also internally elect the Board President, Vice President, and Treasurer, all of whom serve one-year

terms in those positions.

History

The Berwyn Park District, located in Berwyn, Illinois, has a rich history dating back to its establishment in 1920. The original boundary of the park district was on the Northerly side by the right of way of the Illinois Central Railroad on the Easterly side by Ridgeland Avenue on the Southerly side by Ogden Avenue and on the Westerly side by Harlem Avenue. The park district had only one park, Proksa Park, and when the district was established there was a court decree that it would be governed by 5 elected Commissioners.

Proksa Park was originally known as Community Park and the name had changed to Berwyn Park and then permanently renamed in 1958 to Joseph Proksa. Joseph Proksa was the park's superintendent for thirty years and had retired in 1958.

In 1976, the boundary expanded

to what we know it as today to the Northerly side of the center line of Cermak Road on the Easterly side by Lombard Avenue on the Southerly Side by Pershing Road and on the Westerly Side by Harlem Avenue. The second park was acquired which would later be known as Hessler Park.

Over the years, the park district expanded its services and facilities to meet the growing needs of the community. It developed various parks, playgrounds, and recreational facilities, including sports fields, courts, and walking trails. These amenities became central hubs for socializing, sports activities, and leisure pursuits for people of all ages.

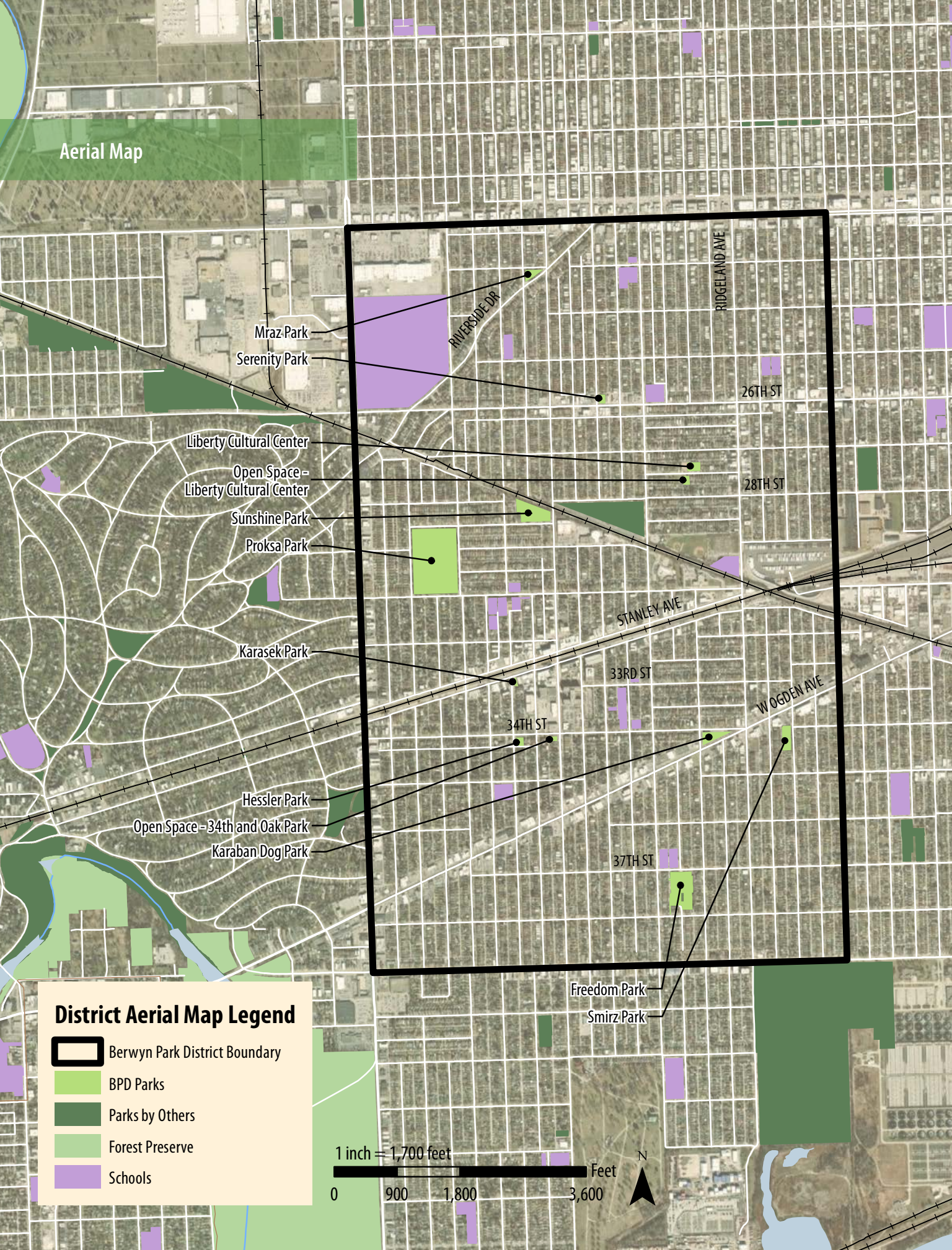
Today, the Berwyn Park District continues to play a vital role in the community, offering a wide range of recreational activities, cultural events, and educational programs. It remains dedicated to providing accessible and inclusive facilities and services that enrich the lives of Berwyn residents and foster a sense of community pride and belonging.

Berwyn Park District currently manages approximately 23.7 acres of park and open space. The District's largest park, Proksa Park, is the recreational hub for the community and numerous programs and activities are held there each day. This park plays host to the District's many community events.






Proksa Park houses the district's three tennis courts, a disc golf course, two baseball fields, a playground, and indoor programming spaces.

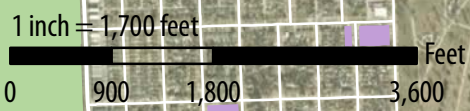
In addition to Proksa Park, the District has many other park sites located throughout various neighborhoods within the Village. These park sites are open from dawn to dusk and open to the public.

Aerial Map

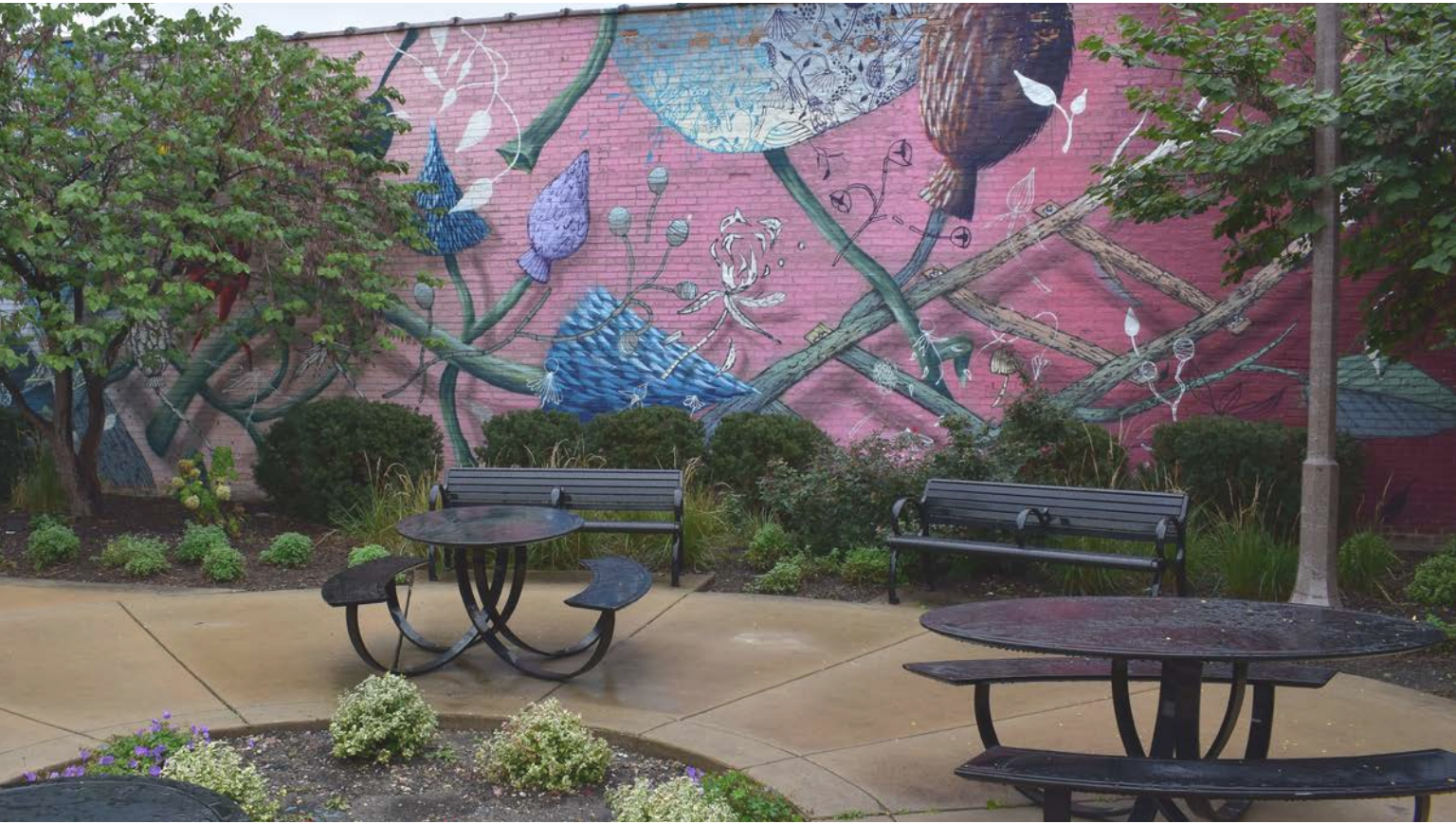


District Aerial Map Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools







CHAPTER ONE

ANALYZE

inventory and analysis





Overview

The Analyze: Inventory & Analysis chapter provides a description and illustration of the existing conditions of the Berwyn Park District, showing a comprehensive understanding of the District's assets and programs.

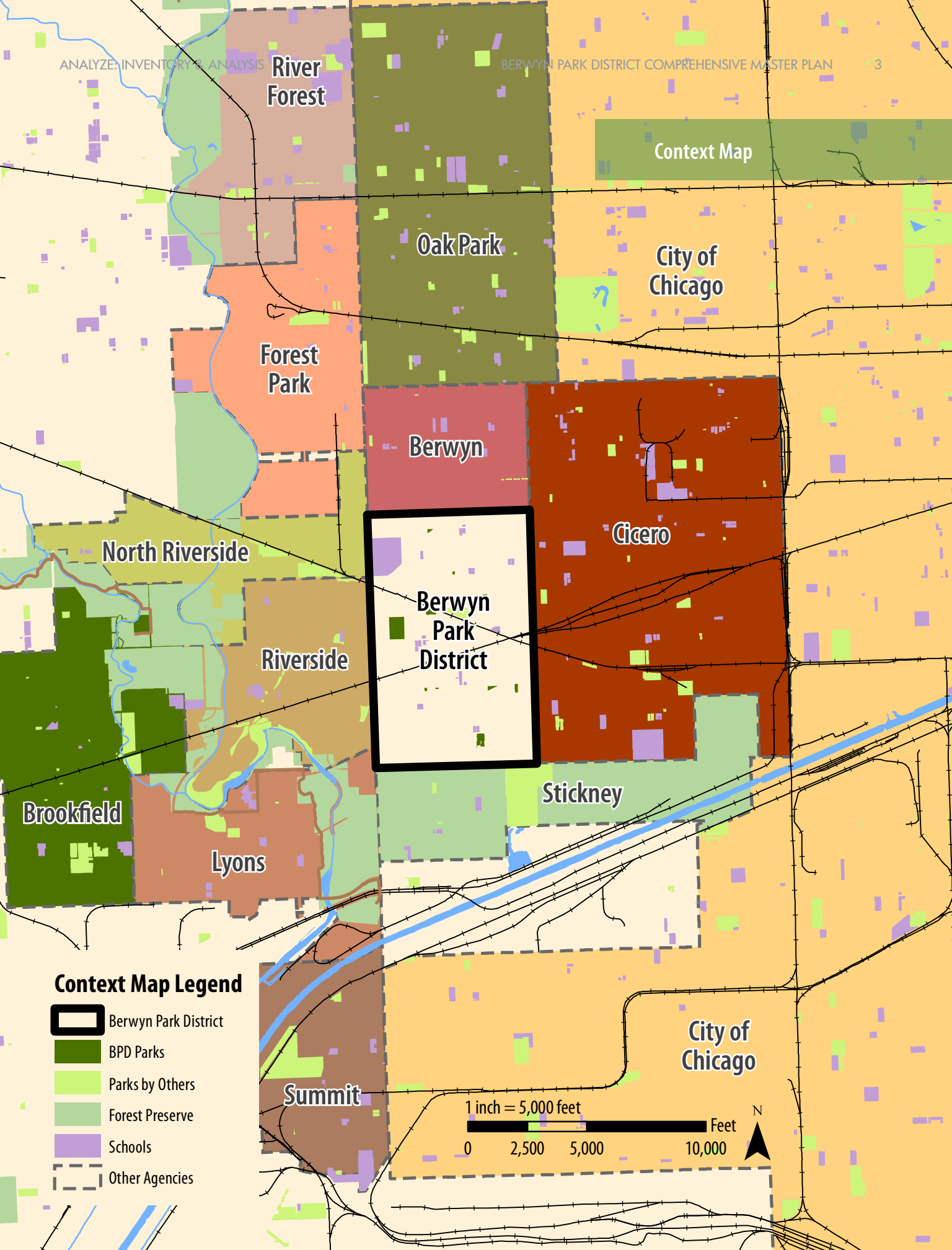
This chapter documents the inventory and analysis accomplished during the Analyze Phase of the comprehensive master planning process. This phase describes the context in which the Berwyn Park District (BPD) operates, the recreation services provided, and the patrons that utilize the parks, facilities, and programs.

The following chapter defines the community's demographic context and provides detailed maps of the District that identify parks, trails, and other relevant land uses. It also includes the level of service analysis for parks and facilities, comparing the District's total acreage of parks and open space to local, state, and national benchmarks. A distribution mapping analysis of the geographic location of parks is also found in this chapter.

This information provides insight into potential surpluses or deficiencies in the District in terms of parks, open space, facilities, and amenities.

Chapter Outline

- Demographics
- Existing Conditions
- Asset Inventory
 - Park Classifications
 - Park & Open Space Matrix
- Level of Service Analysis
 - Acreage
 - Distribution
 - Mini Park Distribution Analysis
 - Neighborhood Park Distribution Analysis
 - Community Park Distribution Analysis
 - Overall Park Distribution Analysis
 - Under-Resourced Demographic Groups
 - Amenities
 - SCORP Amenity Needs Assessment
 - Park Metrics Amenity Needs Assessment
- Facility Square Footage
- Program Assessment



Context Map

River Forest

Oak Park

City of Chicago

Forest Park

Berwyn

Cicero

North Riverside

Berwyn Park District

Riverside

Stickney

Brookfield

Lyons

City of Chicago

Summit

Context Map Legend

-  Berwyn Park District
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools
-  Other Agencies

1 inch = 5,000 feet



N



Demographics

The demographics review utilized the Environmental Systems Research Institute (ESRI) Business Analyst Online (BAO) software to gather up-to-date demographics data necessary to gain an understanding of the District and its context.

Summary

According to 2023 estimates, the Berwyn Park District has a population of 31,014. Total population from 2020 (the most recent U.S. Census published at the time this report was prepared) indicate that the population is decreasing, and will continue to do so into 2028. The projected 2028 population is 30,306. BPD’s annual decrease rate of -2.3% is below the national average 0.71%, and higher than the state’s decrease in population (-0.15%).

Race and Ethnicity

According to ESRI, BPD has a diversity index of 84.4. The Diversity Index captures the racial and ethnic diversity of a geographic area in a single number, 0 to 100, and allows for efficient analysis of diversity throughout the U.S. The Diversity Index is “the likelihood that two persons, selected at random from the same area, would belong to a different ethnic group.” According to demographic estimates, 35.4% of Park District residents indicate their race as White, resulting in a high Diversity Index. The second largest group identifies as “Some Other Race Alone” at 32.7%, followed by “Two or More Races” at 22.4%, “Black Alone” at 4.8%, “American Indian Alone” at 2.5%, “Asian Alone” at 2.3%, and finally “Pacific Islander Alone” at 0.0%.

Separately, 66.3% of the population identifies their ethnicity as Hispanic. Race and ethnicity are considered two different concepts and are measured separately. The U.S. Census Bureau defines race as “a person’s self-identification with one or more social groups.” Meanwhile, ethnicity “determines whether a person is of Hispanic origin or not...Hispanics report as any race.”

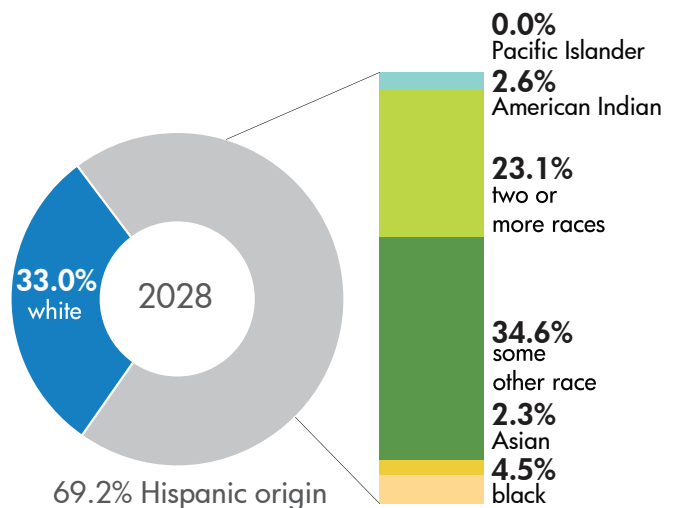
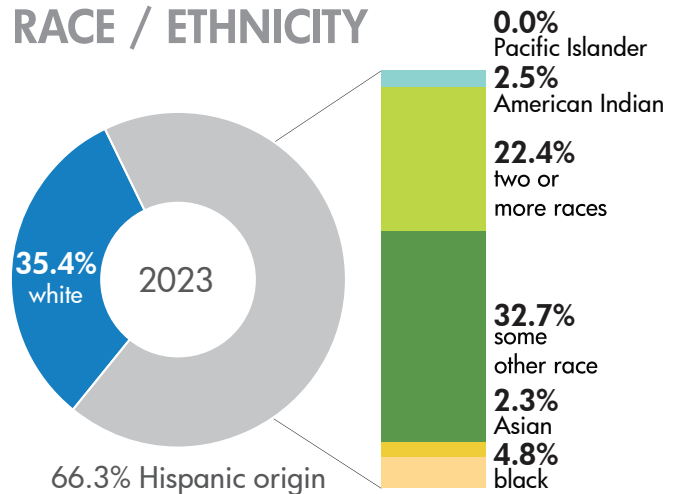
Age Distribution

With a median age of 36.1, the population is generally young. According to 2020 estimates, 42.2% of the population is in the 25-54 age range and is expected to stay relatively constant into 2028 (41.3%). The largest change between 2020 and 2028 is estimated to be in the 65+ age group with a 17.5% increase, which indicates that residents are choosing to age in place.

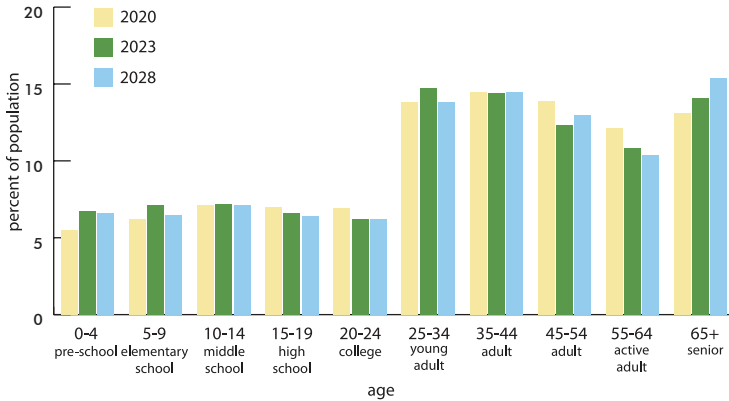
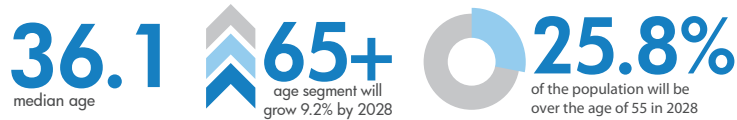
Population

There are 10,834 households within the District. According to the U.S. Census, a household “includes all the persons who occupy a housing unit as their usual place of residence.” Of these households, 67.2% (7,282) are families. Families are defined as a household in which one or more people are related to the householder by birth, marriage, or adoption. The average household size is 2.87. This is a minor decrease from 2020 (2.91) and is projected to decrease marginally by 2028 to 2.82.

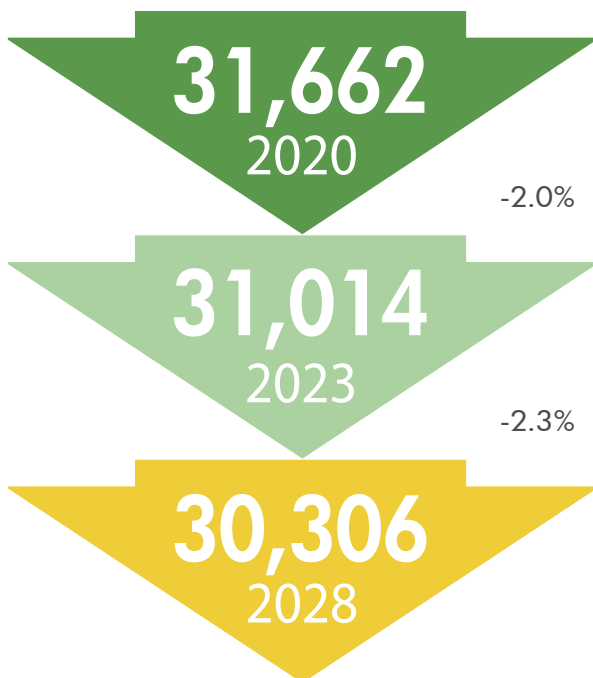
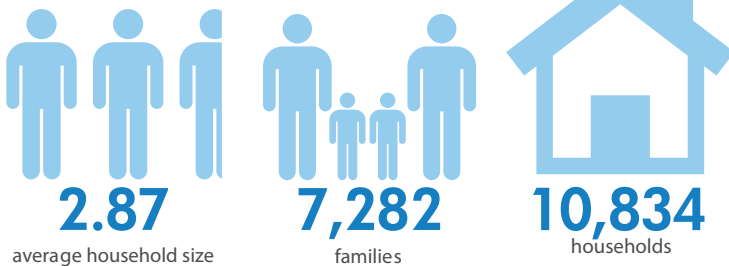
RACE / ETHNICITY



AGE DISTRIBUTION



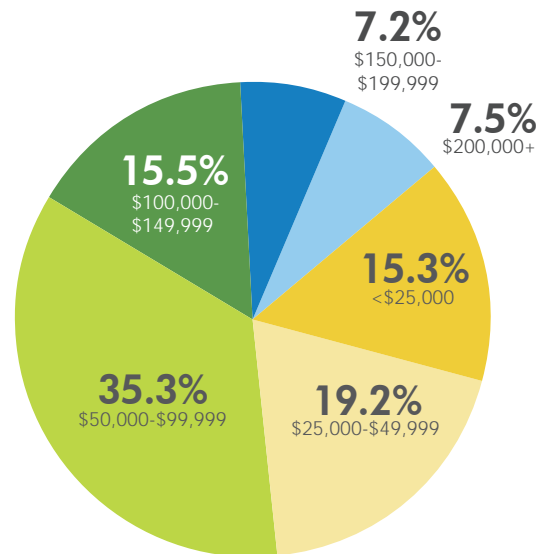
TOTAL POPULATION



Income

The median household income for Berwyn Park District is lower than the state but higher than the national median. It is expected that median household income in the Park District will increase at a rate of 1.92% per year, which is lower than the projected state and national rates (2.28% and 2.41%, respectively), but the median income itself will remain above the state and national median in 2028. 15.3% of the Park District's population make less than \$25,000 per year, which is the poverty level as defined by Illinois Legal Aid.

INCOME DISTRIBUTION



\$71,578

Berwyn Park District
2023 median HH income

\$78,717

Berwyn Park District
2028 median HH income

\$73,653

state median
HH income

\$65,712

national median
HH income



Existing Conditions

The first step in the comprehensive planning process is to understand the Park District's surroundings and the existing conditions of the District's assets including land use, open space, and trails.

Land Use

The Berwyn Park District encompasses parts of the City of Berwyn. The City is predominantly single-family and multi-family residential with townhomes and apartments throughout. There is an industrial district located in the eastern portion of the Park District. Beyond that the District is an area of commercial businesses, shops, and restaurants.

Open Space Providers

Berwyn Park District, along with Berwyn Recreation, provide the majority of open space and outdoor recreation within its boundaries. Several schools also provide public open space. The map to the right displays the open spaces within the Berwyn Park District.

Public Open Space

Park District, Municipal, Forest Preserve District, State, Federal

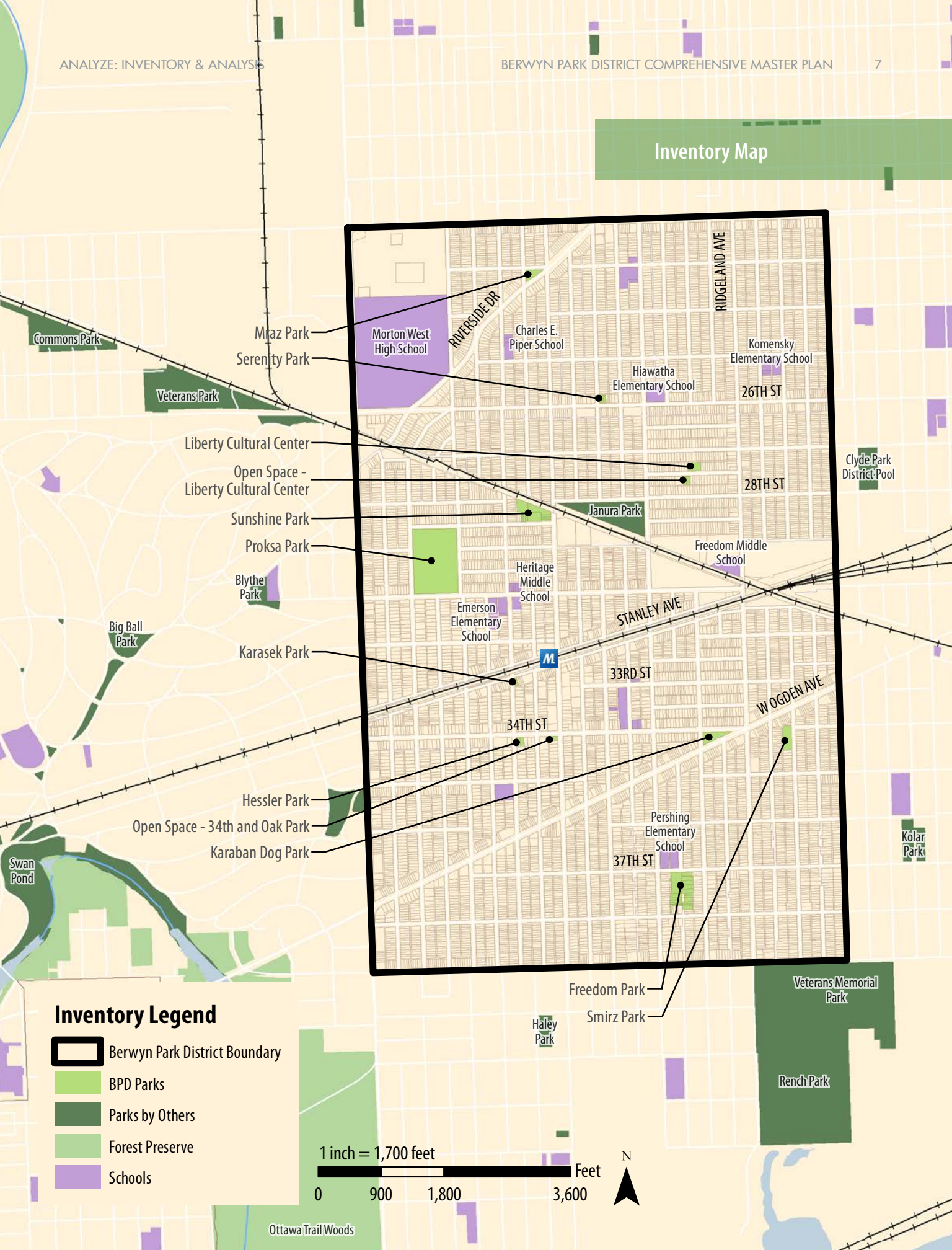
The majority of the public open space located within the Berwyn Park District boundary is owned and managed by BPD.

Institutional Open Space






Elementary, Middle, and High Schools; Colleges / Universities

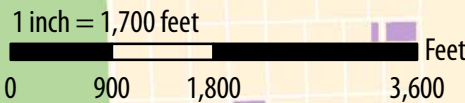
Berwyn South School District 100 is located within the Park District boundary, along with multiple private schools

Inventory Map



Inventory Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools



Freedom Park

3701 Scoville Avenue

Park Context:

Freedom Park is located towards the south boundary of the District, positioned directly south of Pershing Elementary School. The surrounding zoning is single family residential to the west, south and east. The Park District's administrative office and preschool classroom is at the north end of the Park.

Park Access:

On-street vehicular parking is available for patrons to the north along 37th Street and west of the park in the adjacent alley. A small interior parking lot is located at the north end of the park that also contains designated parking for Park District staff. Designated handicap parking spaces are available on 37th Street and within the parking lot.

Freedom Park is also accessed by pedestrians via right-of-way sidewalk on 37th Street to the north and 38th Street to the south with multiple points of entry. The park contains a loop walking path that connects into the right-of-way sidewalks.

Overall Condition:

Freedom Park contains some recreation amenities that are in good condition including newer playground equipment with poured-in-place rubber surfacing and synthetic turf multi-use field with sports lighting. Several amenities are beyond useful life including recirculating splash pad, permanent restroom/concessions building, and walking loop. The park has several mature deciduous trees that provide shade with benches for seating however no permanent shade structures are currently available and the site furnishings are in fair condition. Other comfort elements are available including drinking fountain and bicycle parking.



Smirz Park

3400 Highland Avenue

Park Context:

Smirz Park is located in the southeast portion of the District boundary, south of the Ogden Avenue corridor. The surrounding zoning is single family residential to the west, south and east and commercial to the north.

Park Access:

On-street vehicular parking is available for patrons to the east along Highland Avenue with no designated ADA parking stalls available. There is no internal parking at the park.

Freedom Park is also accessed by pedestrians via right-of-way sidewalk on Highland Avenue to the east. The park is fenced along the north, west and south boundaries without entry gates. There is no internal walking loop path at Smirz Park.

Overall Condition:

Smirz Park contains many recreation amenities that are beyond useful life including fenced skate park with surface mounted elements, playground with engineered wood fiber surfacing and permanent restroom building with open air shelter and drinking fountain. The playground does not currently provide ADA access. The park has several mature deciduous street trees along the east boundary that provide shade with some benches for seating that are in fair condition. Open green space is available at the south end of the park. A small permanent storage building is located in the northwest corner of the park. Some pedestrian lighting is present.



Karban Dog Park

3430 34th Street

Park Context:

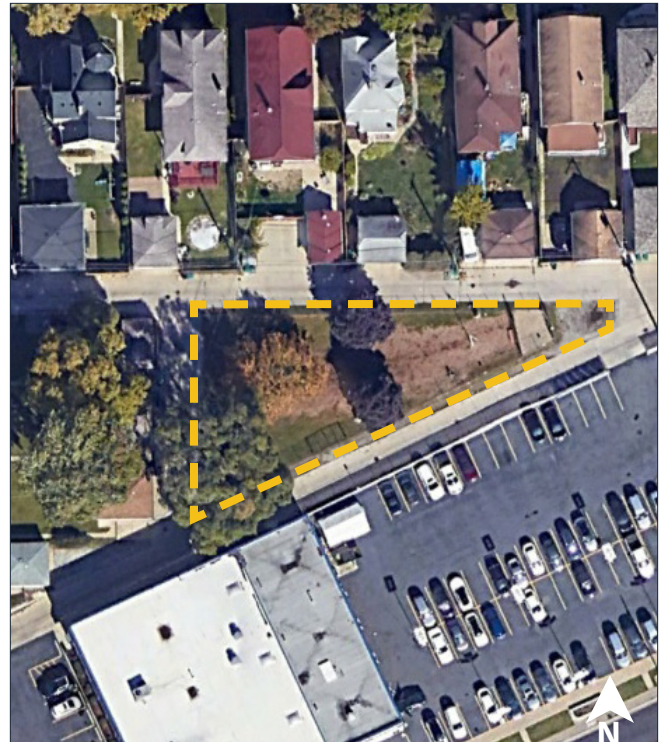
Karban Dog Park is located in the southern portion of the District boundary, north of the Ogden Avenue corridor. The surrounding zoning is single family residential to the north and west with commercial to the south and east.

Park Access:

No vehicular parking is available for patrons and it is entirely a walk to destination. No pathways currently exist surrounding the park or interior to the dog park.

Overall Condition:

The dog park contains perimeter fencing that is in good condition with separate entry enclosure that has brick pavers before leading into a single open run area. Several benches and a drinking fountain are provided. The surfacing of the dog park is primarily wood chips with some area of open lawn and few mature trees for shade. Some pedestrian lighting is available at the park.



Green Space #1

34th Street and Oak Park Avenue

Park Context:

Green Space #1 is an undeveloped parcel located towards the southeast boundary of the District. The surrounding zoning is single family residential to the south and east, multi-family residential to the west, and depot mixed use to the north.

Park Access:

An unimproved vehicular parking area is available in the adjacent alley along the west edge of the parcel. Right-of-way sidewalk is located on 34th Street to the north and Oak Park Avenue to the east.

Overall Condition:

Green Space #1 contains manicured turf grass with street trees and pedestrian lighting along 34th Street. The park currently contains an art installation.



Green Space #2

6598-6514 27th Place

Park Context:

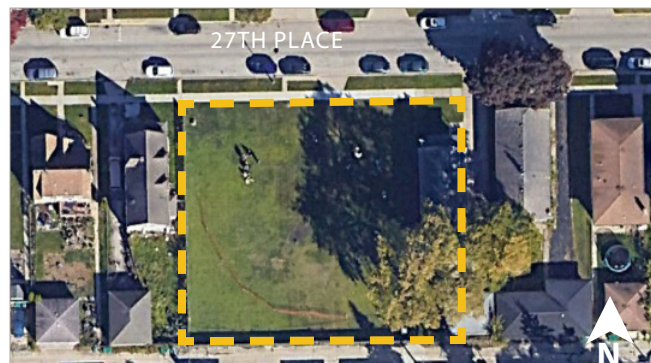
Green Space #2 is an undeveloped parcel centrally located within the District, positioned south of the Liberty Cultural Center. The surrounding zoning is single family residential.

Park Access:

On-street vehicular parking and right-of-way sidewalk is located along 27th Place to the north.

Overall Condition:

Green Space #1-#2 contains manicured turf grass with pedestrian lighting along 27th Place. The park is currently fenced along the south, west and east parcel boundary.



Hessler Park

6832 - 6898 W 34th Street

Site Location:

Hessler Park is located in the southwest portion of the District boundary. The surrounding zoning is single-family and two-family residential.

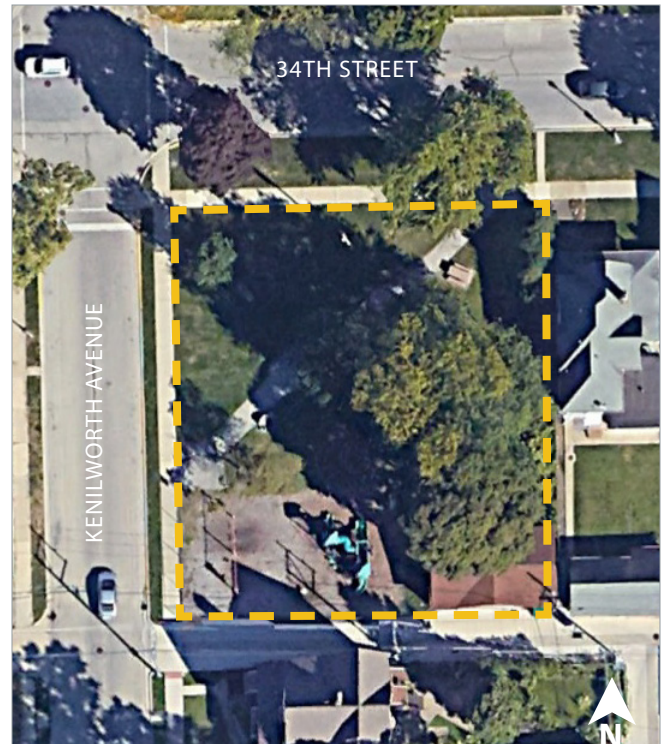
Park Access:

On-street vehicular parking is available for patrons to the north along 34th Street and west of the park along Kenilworth Avenue. No interior parking lot or designated handicap parking spaces currently exist at the park.

Hessler Park is also accessed by pedestrians via right-of-way sidewalk on 34th Street and Kenilworth Avenue. The park contains walking path that cuts through the site and connects into the right-of-way sidewalks. No bicycle parking is available at the park.

Overall Condition:

Hessler Park contains recreation amenities that are beyond useful life including playground equipment with engineered wood fiber surfacing and fencing along Kenilworth Avenue, walking path, game tables and a drinking fountain. The park has areas of passive open green space with some mature deciduous trees that provide shade and benches for seating. No permanent shade structures or restrooms are currently available to patrons. A small wood frame storage building is located within the southeast corner of the park.



Karasek Park

6844 Windsor Avenue

Park Context:

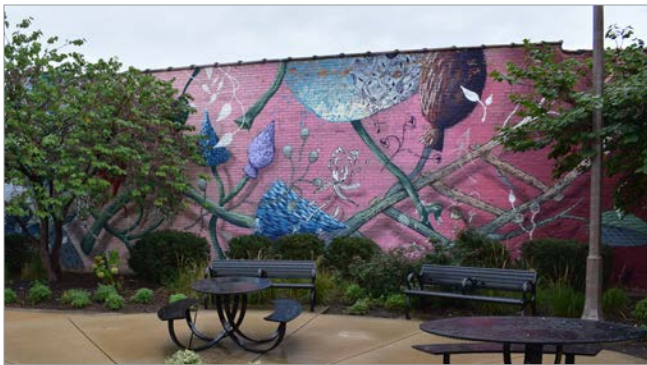
Karasek Park is centrally located in the heart of the Depot District of downtown Berwyn, south of the BNSF train line near the Berwyn Metra Station.

Park Access:

Public on-street vehicular parking is available for patrons on Kenilworth Avenue with no designated handicap parking spaces. Karasek Park is also accessed by pedestrians via right-of-way sidewalk on both Windsor and Kenilworth Avenue to the north and west, respectfully.

Overall Condition:

Karasek Park is a well-maintained passive park that contains a walking path that cuts through the site with ornamental landscaping, benches, and fencing along Kenilworth Avenue.



Proksa Park

3001 Wisconsin Avenue

Park Context:

Proksa Park is a large community park located along the west District boundary. The surrounding zoning is single-family residential to the north and south with Bungalow District to the east and west. Heritage Middle School is just southeast from the park. The Proksa Activity Center is along the west edge of the park on Wisconsin Avenue that contains Park District offices, rental space, and preschool classroom.

Park Access:

On-street vehicular parking is available on all surrounding streets with designated handicap parking on Wisconsin Avenue to the west and 29th Place to the north. Proksa Park is also accessed by pedestrians via right-of-way sidewalk on 29th Place and 31st Street with multiple points of entry on all sides of the park. The park contains extensive internal walking paths that connect into the right-of-way sidewalks. A designated Bicycle Way is located on 29th Place and Home Avenue however no bicycle parking is currently available.



Overall Condition:

Proksa Park is a community hub with diverse recreation amenities, expansive open green space, mature urban tree canopy, meandering creek with reflecting ponds and water fountain, several picnic groves, and extensive network of walking paths. The park contains a children's garden in the northeast corner with outdoor educational opportunities, art installations and signage, community garden plots, monarch wayfinding station, and rain garden with native planting. Proksa Park features several amenities in good condition including ballfields with sports lighting, newer backstop/fencing and player/spectator areas and tennis courts with sport court surfacing and perimeter fencing. Several amenities are also beyond useful life including playground equipment with engineered wood fiber surfacing, disc golf course and walking paths. No permanent shade structures are currently available and the site furnishings are in fair condition. Additional comfort elements are present including drinking fountain and permanent restrooms.



Sunshine Park

6815 29th Place

Park Context:

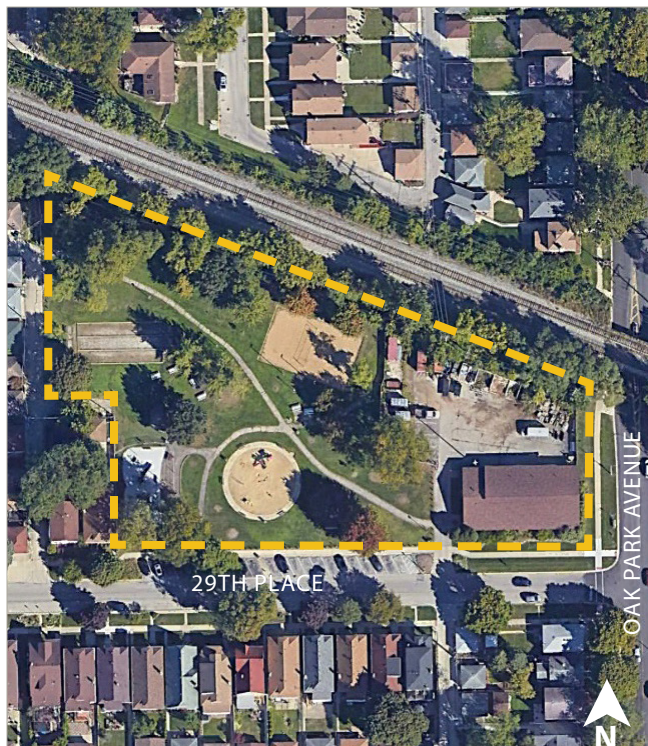
Sunshine Park is located along the west edge of the District boundary, adjacent to the railway. The surrounding zoning is single family residential to the north and west, bungalow district to the south, and industrial to the east. The Park District’s maintenance building and yard is located in the southeast corner of the park.

Park Access:

On-street vehicular parking is available to the south along 29th Place with designated handicap parking spaces. Sunshine Park is also accessed by pedestrians via right-of-way sidewalk on 29th Place and Oak Park Avenue that passes under the railroad bridge. The park contains walking paths that connects into the right-of-way sidewalks. A bus stop is located on Oak Park Avenue.

Overall Condition:

Sunshine Park contains some recreation amenities that are in good condition including newer playground equipment with poured-in-place rubber surfacing and a sand play opportunity. Several amenities are beyond useful life including sand volleyball court, bocce ball courts, small wood frame gazebo, and walking paths. The park has several mature deciduous trees that provide shade with benches for seating that are in fair condition. Other comfort elements are available including a drinking fountain and pedestrian lighting. No permanent or temporary restrooms are provided.



Serenity Park

6647 W 26th Street

Park Context:

Serenity Park is located in the northwest corner of the District boundary. The surrounding zoning is Bungalow District to the north and neighborhood mixed-use to the south, west, and east.

Park Access:

On-street vehicular parking is available to the south along 26th Street and west on Wesley Avenue. No designated handicap parking spaces are present. Serenity Park is also accessed by pedestrians via right-of-way sidewalk on 26th Street and Wesley Avenue.

Overall Condition:

Serenity Park contains passive open green space and volunteer led community ornamental garden space with some ornamental trees and benches. A drinking fountain is available for patrons.



Mraz Park

2301 Grove Avenue

Park Context:

Mraz Park is located in the northwest corner of the District boundary. The surrounding zoning is Bungalow District.

Park Access:

On-street vehicular parking is available on all adjacent streets with no designated handicap parking spaces present. Grove Avenue has a right-of-way sidewalk in Mraz Park with a central walking path bisecting the park.

Overall Condition:

Mraz Park is a passive park with manicured open green space, decorative water fountain, and variety of seating options. The park also contains a story walk and veterans flagpole.





Asset Inventory

As a part of the planning process, the Planning Team referenced the guidelines outlined by the National Recreation and Parks Association (NRPA) Park, Recreation, Open Space and Greenway Guidelines Manual.

NRPA recommends creating a park classification system to serve as a guide for organizing an agency's parks. Park, recreation, and greenway classification guidelines are expressions of the minimum amount and development type of land a community should provide for different classifications or types of parks, open space, and greenways.

Mini Park, Neighborhood Park, Community Park, Large Urban Park, and Sports Complexes are the five classifications for parks recognized by the NRPA. Commonly, School Parks serve similar functions as Neighborhood Parks, and Large Urban Parks and Sports Complexes are included in the Community Park category.

These categories are based on size, function, and use. Mini Parks are the smallest and most limited in function, while Community Parks are typically the largest parks of a system and serve a variety of functions for the community. Other open space categories recognized by the NRPA are Natural Areas; Trails, Corridors, or Linear Parks; and Special Use. Undeveloped Properties are sites not yet developed for meaningful access. This category is recognized for planning purposes but is not an NRPA category.

These classifications are vital to a comprehensive Level of Service analysis. In the park and open space matrix on the following pages, amenities were quantified to understand the District's total recreational offerings.

The District's indoor space was also categorized by the type of facility and/or use. It categorizes the District's facilities by use and identifies the total administration, recreation, and support space allocations within each facility.

PARK CLASSIFICATIONS

Classification	General Description	Service Area	Size Criteria	BPD Parks and Facilities
Mini Park* (M)	Mini Parks meet the need for a walkable, drop-in recreation experience. Appropriate elements in these parks include playgrounds, picnic areas, and seating. These parks usually do not include parking. They are typically used to address limited, isolated, or unique recreational needs.	Less than a 0.25-mile distance in a residential setting.	Typically less than 1 acre in size.	Hessler Park, Karban Dog Park, Serenity Park, Smirz Park
Neighborhood Park* (N)	Neighborhood Parks remain the basic unit of the park system and are generally designed for informal active and passive recreation and community gathering spaces. Elements in these parks often include playgrounds, picnic areas, sports fields, and trail systems. Neighborhood Parks often function as the recreational and social focus of the neighborhood.	0.25 to 0.5-mile distance and uninterrupted by non-residential roads and other physical barriers.	Typically ±15 acres	Freedom Park, Sunshine Park
Community Park* (C)	Community Parks focus on meeting community-wide recreation needs and serve broader purpose than neighborhood park. These parks may preserve unique landscapes and often serve the community as gathering places and for general athletics. Elements in these parks include playgrounds, pavilions, trails and path systems, multiple sport courts and fields.	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods with a 0.5 to 3-mile distance.	As needed to accommodate desired uses. Usually a minimum of 25 acres.	Proksa Park
Natural Area*	Natural areas consist of conservation and wildlife areas, wooded areas and waterways that are maintained for the most part in their natural state.	Service radius is unlimited.	No applicable standard.	None
Special Use*	Special use facilities focus on meeting specific and specialty recreation needs for the entire community. Often, these spaces, both indoor and outdoor, are designed as single-use recreation activities such as golf courses, nature centers, recreation centers, and museums.	No applicable standard.	Variable, depending on desired the amenity.	Karasek Park, Liberty Cultural Center, Mraz Park
Trails, Corridors, and Linear Parks*	These spaces effectively tie park system components together to form a continuous park environment.	Resource availability and opportunity.	No applicable standard.	None
Undeveloped Park	Lands owned by the agency, but not yet developed with any amenities to provide meaningful access to the site such as trails, seating areas, and other passive and active recreation amenities.	No applicable standard.	Variable.	Green Space (West 34th Street and Oak Avenue), Green Space (Liberty Cultural Center)

* from NRPA's Park, Recreation, Open Space and Greenway Guidelines.



Level of Service Analysis

This Level of Service analysis evaluates how well the District's parks, facilities, and amenities are serving the current needs of the community.

The development of a Level of Service standard for parks and recreation began in the 1980s with the development of Levels of Service for other infrastructure such as water, storm water drainage, sewer systems, and transportation. These benchmarks provide agency officials with the ability to respond to growing communities, evolving demographics, and changing needs. It is important to note however, that these benchmarks are not strict rules that all communities should follow. These Level of Service benchmarks are simply another gauge for agencies to use when determining future needs and services.

According to the National Recreation and Parks Association (NRPA), Level of Service is a quantification of the park and recreation delivery of philosophy and policy of a community. Its basic utility is in meeting a legal and/or economic requirement of quality service and equity. As a basic rule, a Level of Service benchmark should:

- Be practical and achievable
- Provide for an equitable allocation of park and recreation resources throughout a community with equal opportunity access for all citizens
- Reflect the real-time demand of the citizens for park and recreation opportunities

The Level of Service standard uses four measurements to help a community evaluate the comprehensiveness and equitability of their current park and recreation offerings. These are:

1. **Acreage:** A calculation of the minimum amount of land required to provide all of the recreation activities and facilities required to support such activities
2. **Distribution:** An evaluation of how equitably park and open space sites are placed throughout the community, as well as how accessible existing sites are to residents
3. **Amenities:** A calculation of the minimum number of amenities and facilities required to meet state and/or national averages
4. **Square Footage:** A calculation of the minimum amount of indoor square footage required to provide all of the recreation programs and services.



Level of Service guidelines are developed by state and national agencies, including the NRPA. Historically, a Level of Service analysis has been limited to total park and open space acreage alone and did not include distribution, amenities, or indoor square footage. The national standard for acreage Level of Service was 10 acres per 1,000 population, but as park and recreation planning developed, professionals saw the need to develop a more comprehensive benchmarking tool that could be adjusted for, and specific to, each community.

Because one size does not fit all, the NRPA recommends using community-specific benchmarks. Park Metrics is the NRPA's online management tool for public park and recreation agencies to supplement to the NRPA standards that have guided land acquisition and development for the past 55 years. Through this tool, agencies have the ability to compare themselves to others based on factors such as total population, operating budget, full-time technical equivalent employees, and services provided. Now, agencies can plan and benchmark with more applicable data than national averages.

Park Metrics has thousands of data points and more than 1,000 completed profiles. It is now the largest and most comprehensive collection of detailed municipal, county, state, and special district data. As more agencies add their data to the database, trends and patterns begin to emerge that help agencies plan and benchmark.

The following Level of Service analyses reference national NRPA standards, Park Metrics benchmarks, and local and regional-specific standards set by the State of Illinois and the planning team.

Acreage

Acreage Level of Service benchmarks are calculations of the recommended amount of land required to provide all of the recreation activities and facilities required to support them.

The NRPA's population ratio method (acres / 1,000 population) emphasizes the direct relationship between recreation spaces and people and is the most common method of estimating an agency's level of service for parkland and open space. In addition to the baseline of 10 acres / 1,000 population used in this analysis, Park Metrics benchmarks are also used to understand how the Berwyn Park District compares to agencies of similar population size.

Based on the NRPA benchmark of 10 acres per 1,000 population, 130.14 acres of Mini, Neighborhood, and Community Park space is recommended for the Berwyn Park District. The table to the right designates these park assets as "Active Recreation Areas." With 21.50 acres of active recreation area, BPD has a 288.6-acre deficiency compared to this benchmark. The District currently has a level of service of less than 1 acre per 1,000 population, which is significantly lower than the NRPA recommended 10 acres per 1,000 population.

In addition 21.50 acres of active recreation space, Berwyn Park District also has three Special Use properties and two undeveloped parks with a total acreage of 2.20, bringing the total open space acreage to 23.70 acres. This still leaves BPD with an acreage deficit when compared to the national benchmark.

Berwyn is a densely populated, urban, land locked community with minimal undeveloped land available for acquisition. Based on this, the agency has adopted a goal of 5 acres per 1,000 population in alignment with NPRAs 2024 Agency Performance Review for the lower quartile of all agencies.

While the target is based on the lower quartile of urban communities as outlined in the NRPA report, this goal reflects a practical strategy to address the need for recreational space while considering the limitations of urban density. It emphasizes the importance of providing essential green spaces and recreational amenities, even in areas where land availability is constrained. This approach ensures that residents have access to parks and outdoor spaces

that enhance quality of life, promote physical and mental well-being, and support environmental sustainability.

Level of Service Analysis: 10 acres / 1,000 population

OWNED / LEASED ACTIVE RECREATION AREAS						
Classification	BPD Acreage (Total)	BPD Existing Level of Service (acres / 1,000 population)	IAPD/NRPA Recommended Acreage	IAPD/NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)	Acreage deficiency / surplus (%)
Mini Park	1.90	0.06	15.51	0.50	-13.61	12.25%
Neighborhood Park	6.10	0.20	62.03	2.00	-55.93	9.83%
Community Park	13.50	0.44	232.61	7.50	-219.11	5.80%
Total Active Recreation Areas	21.50	0.69	310.14	10.00	-288.64	6.93%

Recommended acreage is based off the existing population of 31014

ALL BPD MANAGED OPEN SPACE

Classification	BPD Acreage (Total)	BPD Existing Level of Service (acres / 1,000 population)	IAPD/NRPA Recommended Acreage	IAPD/NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)	Acreage deficiency / surplus (%)
Mini Park	1.90	0.06	15.51	0.50	-13.61	12.25%
Neighborhood Park	6.10	0.20	62.03	2.00	-55.93	9.83%
Community Park	13.50	0.44	232.61	7.50	-219.11	5.80%
Special Use	1.60	0.05	0.00	0.00	1.60	N/A
Undeveloped Park	0.60	0.02	0.00	0.00	0.60	N/A
Total BPD Open Space	23.70	0.76	310.14	10.00	-286.44	7.64%

Recommended acreage is based off the existing population of 31014

ALL PUBLIC OPEN SPACE

Classification	BPD Acreage (Total)	BPD Existing Level of Service (acres / 1,000 population)	IAPD/NRPA Recommended Acreage	IAPD/NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)	Acreage deficiency / surplus (%)
BPD Total Parks & Open Space	23.70	0.76	310.14	10.00	-286.44	7.64%
Other Public Open Space	7.50	0.24	0.00	0.00	7.50	N/A
School Open Space	0.00	0.00	0.00	0.00	0.00	N/A
Forest Preserve Open Space	0.00	0.00	0.00	0.00	0.00	N/A
Total Public Open Space	31.20	1.01	310.14	10.00	-278.94	10.06%

Recommended acreage is based off the existing population of 31014

Level of Service Analysis: Park Metrics Benchmark

OWNED / LEASED ACTIVE RECREATION AREAS						
Classification	BPD Acreage (Total)	BPD Existing Level of Service (acres / 1,000 population)	Park Metrics Recommended Acreage	Park Metrics Average, Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)	Acreage deficiency / surplus (%)
Total Active Recreation Areas	21.50	0.69	310.14	10.00	-288.64	-9.31
Total BPD Managed Open Space	23.70	0.76	310.14	10.00	-286.44	-9.24

Recommended acreage is based off the existing population of 31014

Distribution

Planning areas are used to analyze park distribution, land acquisition, and park facility redevelopment needs. Planning areas are delineated by major pedestrian barriers, including major roads or highways, railroad corridors, and extreme natural features.

The location and geographic distribution of the parks themselves can offer an indication of how well an agency is serving its residents. Understanding where parks are located in relation to residential development determines who is under-resourced. This analysis may reveal the need for acquisition, to expand service, or may reveal that the District is serving the residents well and should focus on maintaining or updating existing assets.

Methodology

In the Berwyn Park District, arterial roads and a railroad serve as the main pedestrian barriers. These barriers resulted in four planning areas.

A service area, illustrated in the following maps with an orange halo, was created around each individual park. The shape of each service area is determined by analyzing the existing road and sidewalk infrastructure to identify the actual route and distance one has to travel to access the park. The size of the service area is dependent upon the park classification and is either a quarter, half, or one mile per NRPA recommendations.

The table on page 17 notes the various recommended service area distances for Mini, Neighborhood, and Community Parks. Planning area boundaries are considered barriers to safe or comfortable pedestrian access, and Mini and Neighborhood Parks are considered walk-to or walkable destinations. Service area buffers for Mini and Neighborhood Parks are truncated to the planning area boundaries in which the park is located. For Community Parks, the boundaries were not truncated because these parks are seen as drive-to destinations.

Finally, overlaying service areas reveal which areas are most and least served by the existing park system. The orange service area buffers overlap to form a gradient that illustrates the degree to which residents are served. The most served areas are illustrated by the dark orange, while the least served

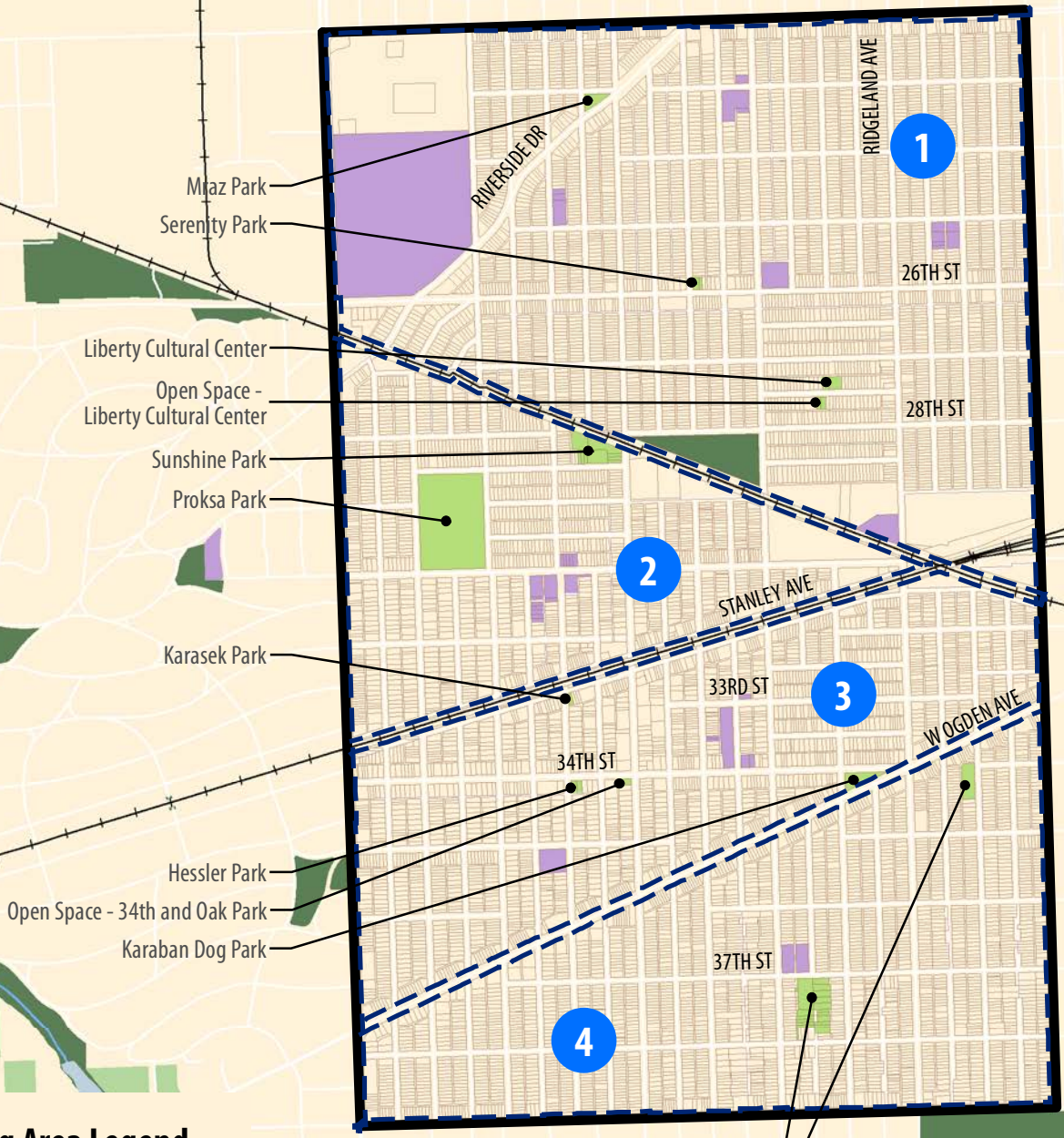
areas are illustrated by the lack of orange. Residents who fall within the darker or opaque orange areas are served by multiple parks and their amenities. Demographics for each planning area and service area further inform the level of service analysis.

Planning Area Explanation







Planning Area	Total Population
1	12,999
2	4,328
3	5,462
4	8,225

Planning area populations are projections of the most recent U.S. Census information used by ESRI. When the Analyze phase was being performed, ESRI was using 2010 Census data. The planning team took these populations into consideration when developing strategies and the action plan during the Envision and Prioritize Phases.

Planning Area Map

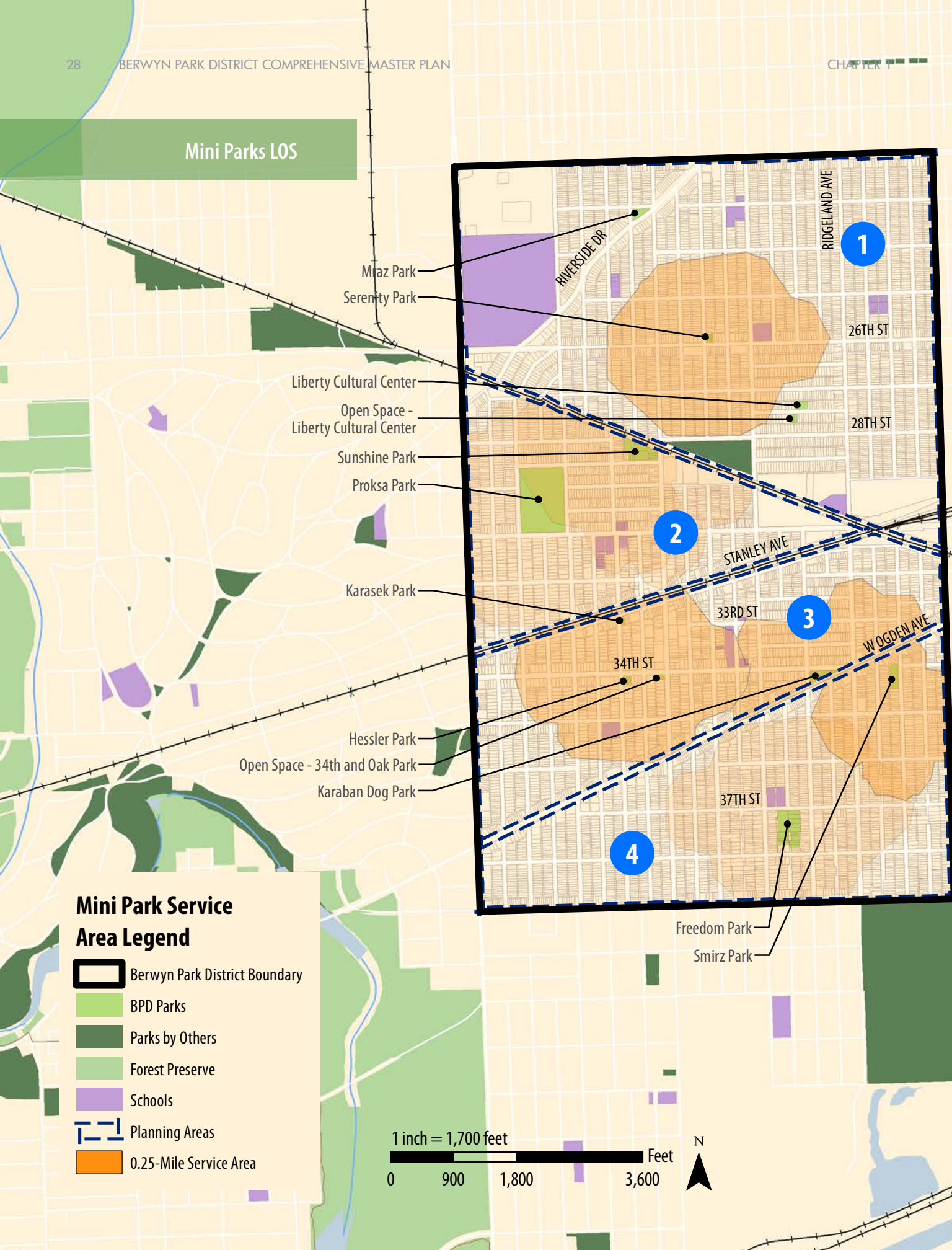


Planning Area Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools
-  Planning Areas



Mini Parks LOS



Miraz Park
Serenity Park

Liberty Cultural Center
Open Space -
Liberty Cultural Center








Sunshine Park
Proksa Park

Karasek Park

Hessler Park
Open Space - 34th and Oak Park
Karaban Dog Park

Freedom Park
Smirz Park

Mini Park Service Area Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools
-  Planning Areas
-  0.25-Mile Service Area

1 inch = 1,700 feet
0 900 1,800 3,600 Feet



Planning Area	Population Served	Population Not Served
1	3,236	9,763
2	3,695	633
3	3,143	2,319
4	5,299	2,926

Mini Park Distribution Analysis

Mini Parks meet the need for a walkable, drop-in recreation experience. Appropriate elements in these parks include playgrounds, picnic areas, and seating opportunities.

The purpose of the Mini Park Distribution Analysis is to determine which planning areas are under-resourced by the District’s existing Mini Park land holdings. Currently, the District has four Mini Park assets, totaling 1.9 acres.

The Mini Park service area map illustrates a 0.25-mile service radius (shown in orange) around each existing Mini Park.

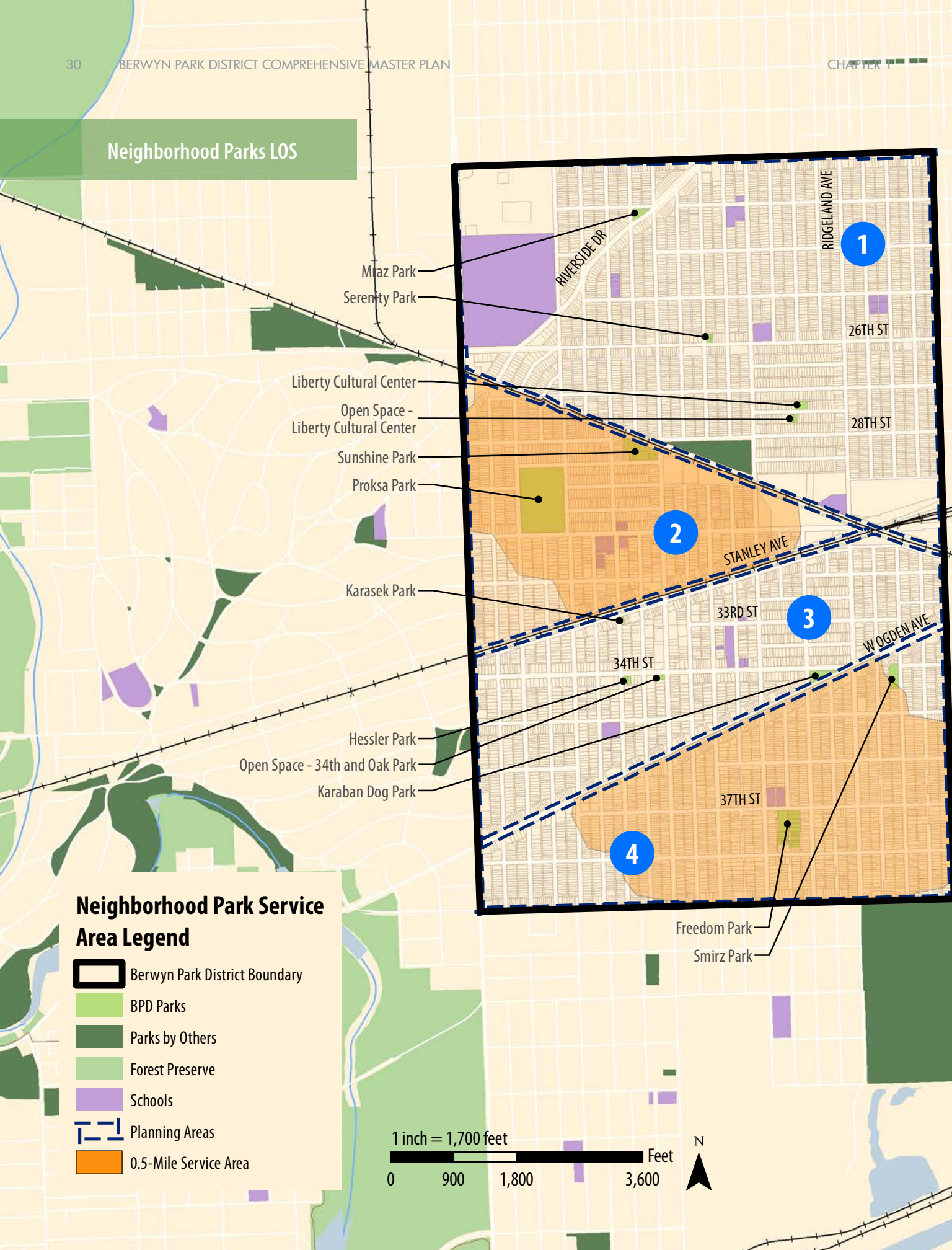
The map to the left illustrates the 0.25-mile service area reach for Mini, Neighborhood, and Community Parks. Neighborhood and Community Parks serve the function of a Mini Park for those residents within a 0.25-mile distance from the park. According to NRPA’s Park, Recreation, Open Space and Greenway Guidelines, Mini Park service areas do not include residents who must cross a planning area boundary to reach the parks. Service areas are truncated at all planning area boundaries.

Planning Area 2 is best served with 3,695 residents within a 0.25-mile area. The number of residents with park access within the planning area is important, but knowing which planning areas have the highest total population without access allows the planning team to prioritize based on need. The planning area with the most residents not served is Planning Area 1, with only 3,236 residents served.








Overall, 49.6% of the Berwyn Park District’s population has access to a park asset within 0.25-mile walking distance. This is slightly higher than the median Mini Park Distribution Level of Service of 44.8% within the Planning Team’s database.

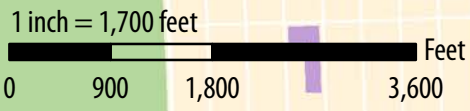


Neighborhood Parks LOS



Neighborhood Park Service Area Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools
-  Planning Areas
-  0.5-Mile Service Area



Planning Area	Population Served	Population Not Served
1	0	12,999
2	4,328	0
3	0	5,462
4	6,915	1,310

Neighborhood Park Distribution Analysis

Neighborhood Parks remain the basic unit of the park system and are generally designed for informal active and passive recreation and community gathering spaces.

The purpose of the Neighborhood Park Distribution Analysis is to determine which planning areas are under-resourced by the District’s existing Neighborhood Park land holdings. Currently, BPD has two Neighborhood Parks that total 6.1 acres.

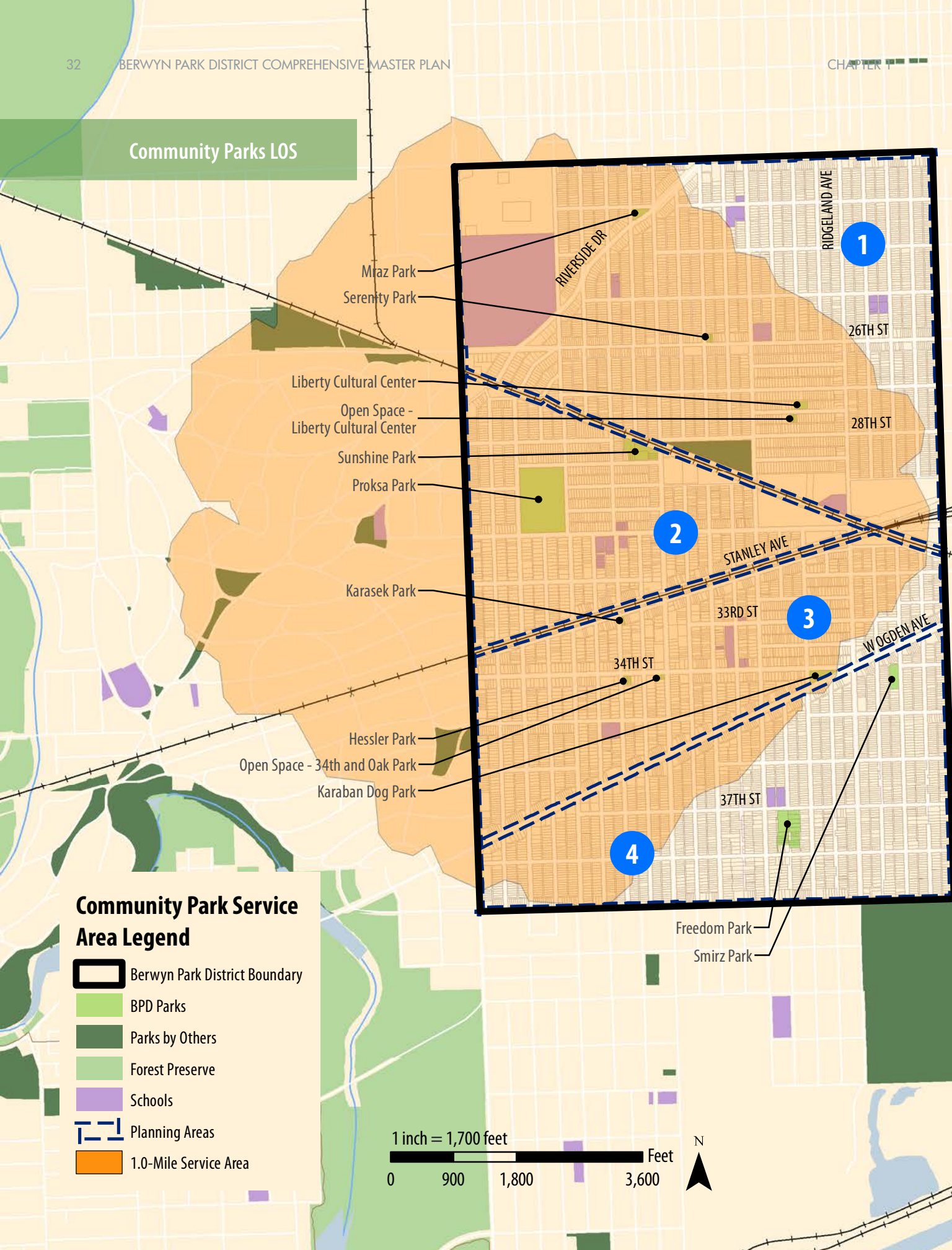
The Neighborhood Park service area map illustrates a 0.5-mile service radius (shown in orange) around each existing Neighborhood Park.

This plan also illustrates a 0.5-mile service area for Community Parks, as these parks can serve the function of a Neighborhood Park for residents within a 0.5-mile distance from the park. According to NRPA’s Park, Recreation, Open Space and Greenway Guidelines, Neighborhood Park service areas do not include residents who must cross a planning area boundary to reach the parks. Service areas are truncated to all planning area boundaries.

Planning Areas 2 and 4 are the only planning areas with any residents served within a 0.5-mile distance, with Planning Area 2 serving 4,328 residents and Planning Area 4 serving 6,915. However, planning Areas 1 and 3 have the highest need, with none of residents served by a Neighborhood Park asset. The table to the left compares the population served to the population not served. Overall, 36.2% of the Berwyn Park District’s population has access to a park asset within 0.5-mile walking distance. This is considerably lower than the median Neighborhood Park Distribution Level of Service of 53.0% within the Planning Team’s database.



Community Parks LOS



Miraz Park
Serenity Park

Liberty Cultural Center
Open Space -
Liberty Cultural Center








Sunshine Park
Proksa Park

Karasek Park

Hessler Park
Open Space - 34th and Oak Park
Karaban Dog Park

Freedom Park
Smirz Park

Community Park Service Area Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools
-  Planning Areas
-  1.0-Mile Service Area

1 inch = 1,700 feet



Planning Area	Population Served	Population Not Served
1	8,151	4,848
2	4,328	0
3	5,075	387
4	2,131	6,094

Community Park Distribution Analysis

Community Parks focus on meeting community-wide recreation needs. These parks may preserve unique landscapes and often serve as event and recreational team sport spaces.

The purpose of the Community Park Distribution Analysis is to determine the location of gaps in Community Park service area coverage. Currently, Berwyn Park District has one Community Park, totaling 13.5 acres.

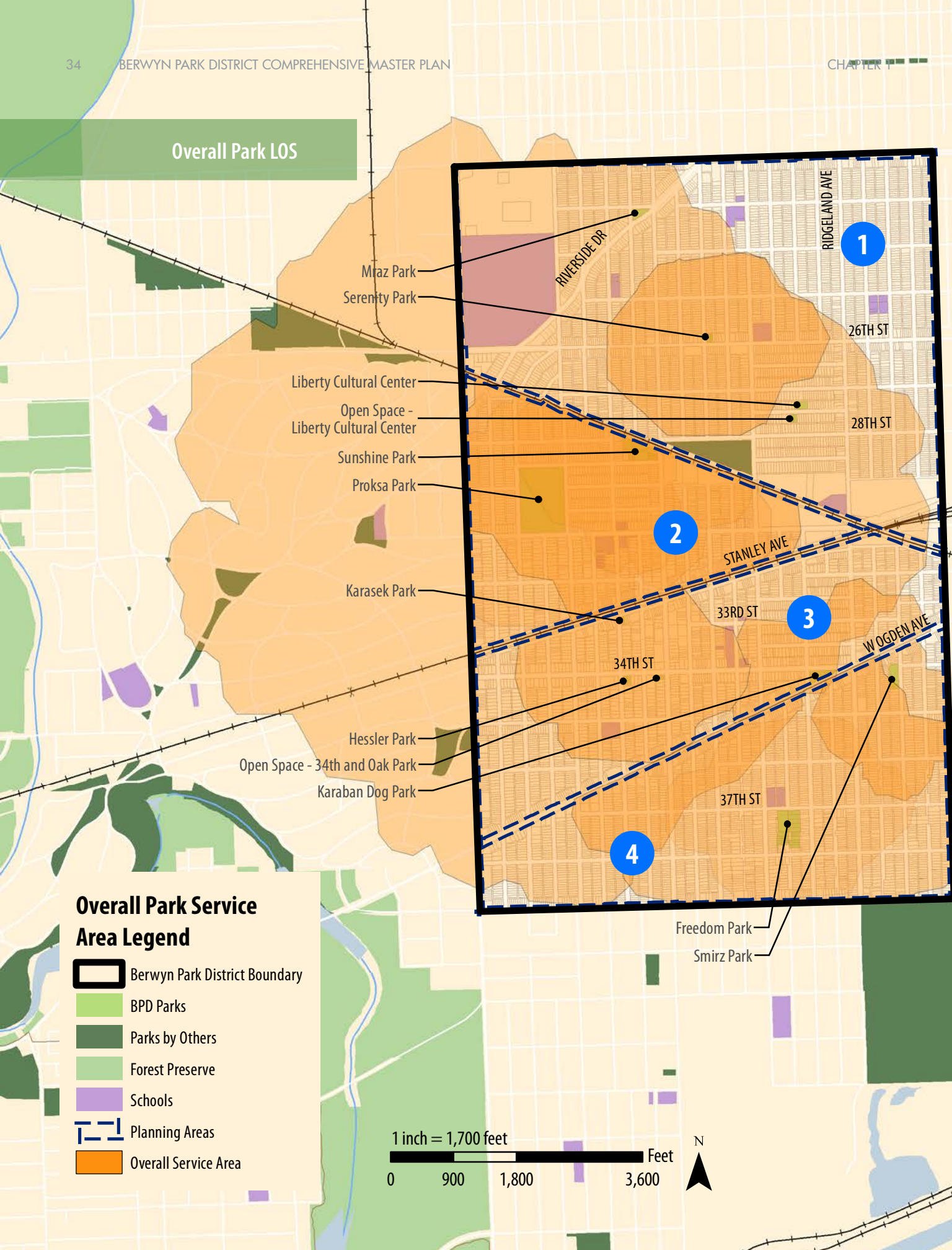
The Community Park service area map illustrates a 1.0-mile service radius (shown in orange) around each existing Community Park.

Unlike Mini and Neighborhood Parks, Community Parks are considered drive-to recreation destinations and service areas are not limited to the boundary of the planning area in which they are located. These drive-to destinations can cover multiple planning areas and are often community destinations for Park District residents. Additionally, it is common for residents living outside the Park District boundary to also utilize Community Parks.

Overall, 63.5% of the District has access to a Community Park asset within a 1.0-mile drive from where they live. The largest gaps exist in the northeast and southeast portions of the Park District. BPD's Community Park Level of service is lower than the median 69.3% found in the Planning Team's database.



Overall Park LOS



Miraz Park
Serenity Park

Liberty Cultural Center
Open Space -
Liberty Cultural Center

Sunshine Park
Proksa Park

Karasek Park

Hessler Park
Open Space - 34th and Oak Park
Karaban Dog Park

1








2

3

4

Freedom Park
Smirz Park

Overall Park Service Area Legend

-  Berwyn Park District Boundary
-  BPD Parks
-  Parks by Others
-  Forest Preserve
-  Schools
-  Planning Areas
-  Overall Service Area

1 inch = 1,700 feet
0 900 1,800 3,600 Feet



Planning Area	Population Served	Population Not Served
1	8,151	4,848
2	4,328	0
3	5,223	239
4	8,085	140

Overall Park Distribution Analysis

The Overall Service Area Analysis illustrates the District-wide service for Mini, Neighborhood, and Community Park assets combined.

The purpose of the Overall Park Distribution Analysis is to develop a District-wide understanding of the location, distribution, and Level of Service of all active parks (Mini, Neighborhood, and Community).

The overall service area map illustrates the service areas for all Mini (0.25-mile), Neighborhood (0.5-mile), and Community (1.0-mile) Parks.

Per NRPA guidelines, the Mini and Neighborhood service areas are truncated to the boundaries of the individual planning areas in which they reside. Community Parks are considered drive-to destinations and their service areas are not truncated to the planning area boundaries.

The Overall Level of Service for the Berwyn Park District is 83.1%, which is lower than the median 90.9% Overall Level of Service found in the planning team’s database.



Under-Resourced Demographic Groups

The Planning Team also took a deeper look at more specific demographic groups overlaid with the 0.5-mile service area map to see how well these traditionally under-resourced groups are served by current BPD park assets.

The three demographic groups analyzed are the Hispanic population, households with one or more persons with a disability, and households falling under the poverty level. The maps on the right show the concentration of these populations with the 0.5-mile service area overlaid to illustrate the level of service coverage.

Hispanic Population

Berwyn Park District's Hispanic population is spread throughout most of the District with concentrations from 51.3% all the way up to 73.2%. The most concentrated populations live in the north and south portions of the Park District in Planning Areas 1 and 4. When the neighborhood park level of service is overlaid onto this map, it can be seen that Planning Area 4 is well served by park assets. The Hispanic population in Planning Areas 1 is the most under-served by parks.

Households with a Disability

Of the 10,834 households within the Berwyn Park District boundary, 19.5% (2,114 households) include at least one member with a disability. The U.S. Census Bureau defines disability broadly as "difficulty with one of the following six basic areas of function: ambulation, cognition, hearing, independent living, self-care, and vision." The highest concentration of the disabled population lives in Planning Areas 1 and 3, with 23.6% and 25.3% of the households there containing at least one disabled person. Planning Area 2 is well-served by park assets, shifting the higher need for park assets to Planning Area 3.

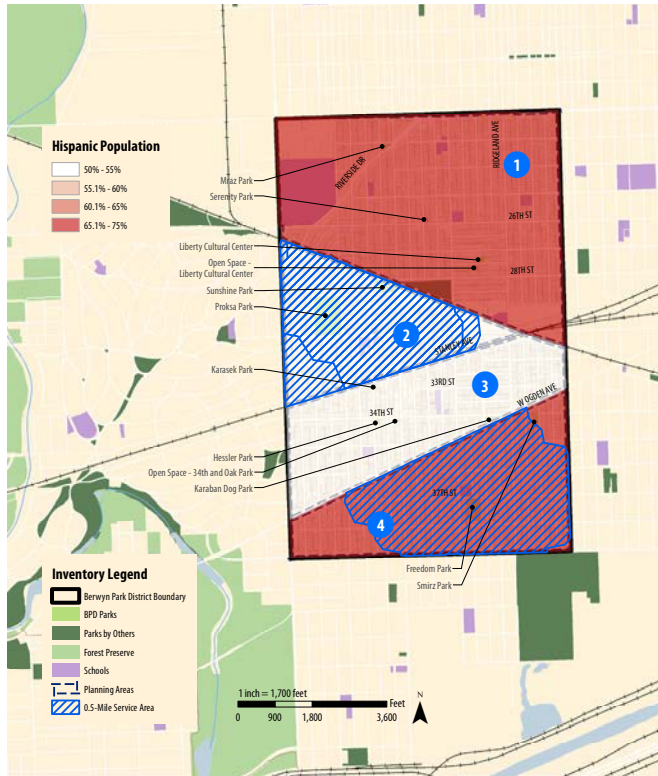
Households Below the Poverty Level

As defined earlier in the chapter, the poverty level in Illinois is a household income of \$25,000 or less. Berwyn Park District has a total poverty rate of 13.1%. The concentration of poverty within the individual planning areas ranges from 8.7% up to 19.9%. Planning Area 3 has the highest concentration of households under the poverty level (19.9%). Planning Area 1 also has a relatively high rate (13.0%). Looking at the concentration map with the service area overlaid, it is evident that Planning Area 3 has the highest need for park assets.

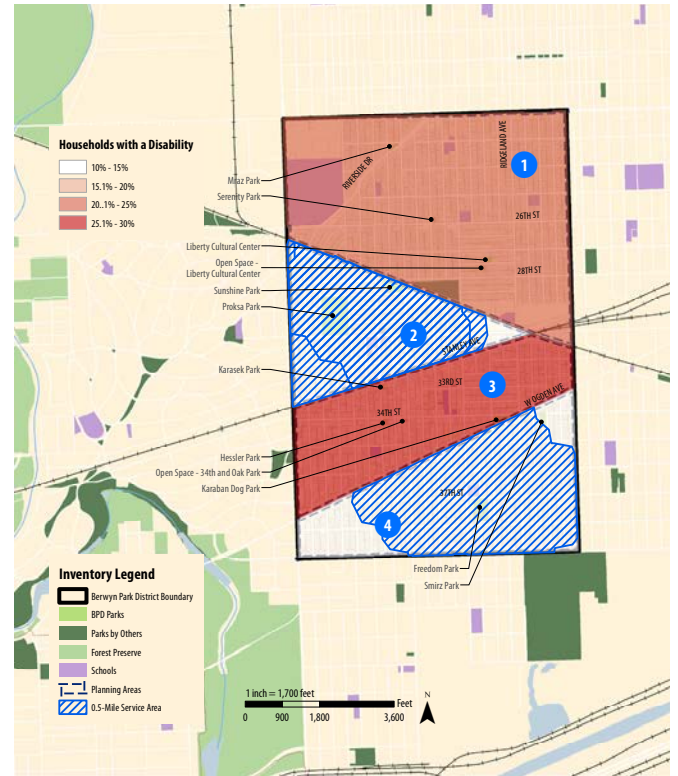
Combined Under-Resourced Population Concentration

When all three concentration maps are overlaid, it becomes clear that there is a heavy concentration of traditionally under-resourced populations in Planning Area 1. The existing 0.5-mile service area only covers a majority of Planning Areas 2 and 4. The heaviest un-served concentrations appear to be in Planning Areas 1, 3, and 4.

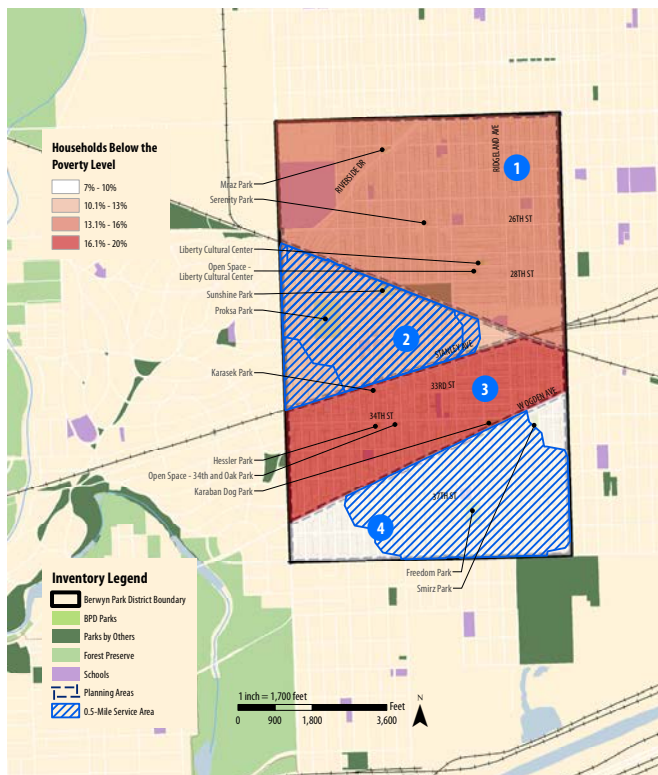
Hispanic Population Concentration



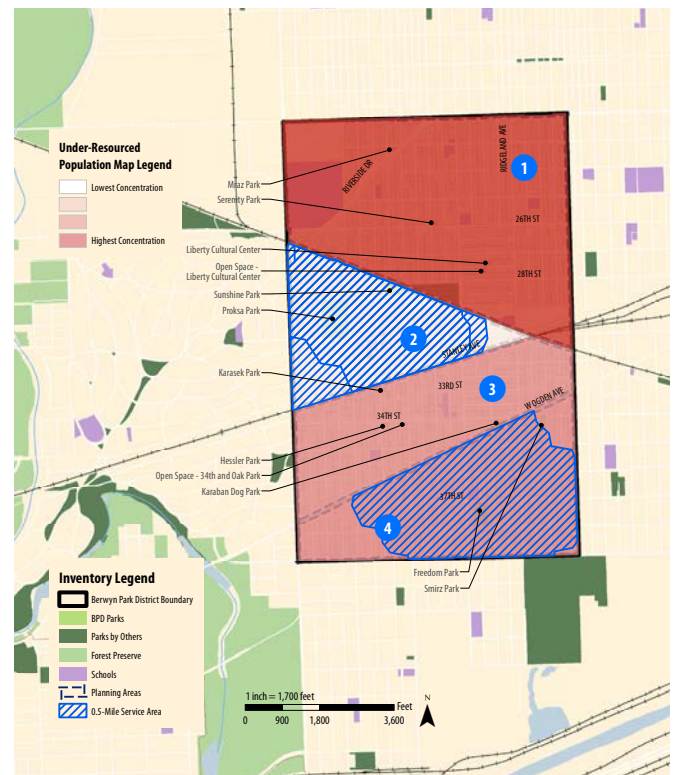
Disabled Population Concentration



Concentration of Population Below the Poverty Level



Combined Under-Resourced Population Concentration



Amenities

In addition to park acreage and distribution, another measure of Level of Service is the total recreation amenities available to residents. These benchmarks come from the Illinois Statewide Comprehensive Outdoor Recreation Plan (SCORP) and the National Recreation and Park Association (NRPA) Park Metrics.

SCORP Comparison

This analysis takes into account the useful life criteria as defined by the State of Illinois and defines those amenities that meet current useful life standards. Based on the Illinois SCORP, Berwyn Park District does not meet the recommended number of amenities for 21 of the 26 amenities outlined in the chart to the right as measured in the SCORP. The SCORP comparison is limited to outdoor amenities. Amenities that meet or exceed the recommendation are identified by the green text in the "Surplus / Deficit" column.

Items with red text noted in the "Surplus / Deficit" column are deficiencies. The top five amenities with the greatest deficiencies, according to the comparison against SCORP averages are:

- Tennis Courts (-12.2)
- Playgrounds (-10.5)
- Basketball Courts (-7.8)
- Physical Fitness Trails (Stations) (-6.8)
- Baseball Fields (-6.1)

The School District properties within the Park District boundaries also provide recreational amenities for the community. While these assets are not included in the analysis, they may be providing additional recreation opportunities for Berwyn Park District residents who have access to them.

Existing Population 2023

	Berwyn Park District			Illinois Facility Average		Surplus / Deficit	Ranking
	Existing # of Facilities (total)	Existing # of Facilities at current standards	Existing # of Facilities per 1,000 population	Total # of Facilities needed to meet IL Average	IL Average # of Facilities per 1,000 population	Surplus / Deficit	Highest (1) to Lowest (27) Need
WATER-BASED FACILITIES							
Swimming Pools	0	0	0.00	0.9	0.03	-0.9	20
Spray Grounds / Splash Pads	1	0	0.00	0.9	0.03	-0.9	19
TRAILS							
Multi-Use Trails (Miles)	1	1	0.03	5.1	0.16	-4.1	12
Bicycle Trails	0	0	0.00	3.2	0.10	-3.2	13
Physical Fitness Trails (Stations)	0	0	0.00	6.8	0.22	-6.8	5
Nature / Interpretive Trails (Miles)	0	0	0.00	1.7	0.05	-1.7	14
DAY USE FACILITIES							
Dog Parks	1	1	0.03	0.2	0.01	0.8	27
Picnic Shelters	2	0	0.00	6.4	0.21	-6.4	6
Playgrounds	5	2	0.06	12.5	0.40	-10.5	2
Interpretive Centers	0	0	0.00	0.3	0.01	-0.3	22
SPORTS COURTS AND FACILITIES							
Basketball Courts	0	0	0.00	7.8	0.25	-7.8	3
Volleyball Courts	1	0	0.00	5.3	0.17	-5.3	10
Tennis Courts	3	3	0.10	15.2	0.49	-12.2	1
Baseball Fields	2	2	0.06	8.1	0.26	-6.1	7
Softball Fields	0	0	0.00	4.3	0.14	-4.3	11
Football Fields	0	0	0.00	1.7	0.05	-1.7	15
Soccer Fields	0	0	0.00	5.5	0.18	-5.5	9
Field Hockey	0	0	0.00	0.0	0.00	0.0	24
Running Tracks	0	0	0.00	1.6	0.05	-1.6	16
Frisbee Golf	1	1	0.03	0.2	0.01	0.8	26
Skate Park	1	0	0.00	0.5	0.02	-0.5	21
Ice Rinks	0	0	0.00	1.2	0.04	-1.2	18
Bocce Court	3	0	0.00	0.0	0.00	0.0	24
Horseshoe Pits	0	0	0.00	7.5	0.24	-7.5	4
Shuffleboard courts	0	0	0.00	1.4	0.05	-1.4	17

Park Metrics Comparison

In addition to the SCORP averages, the planning team referenced NRPA's Park Metrics to identify how the Berwyn Park District compares to other agencies throughout the U.S. with populations between 30,000 and 35,000. Park Metrics provided information about the total population per facility for recreation facilities and amenity types.

The table below compares the total number of Park District-owned and managed facilities to agencies with similar populations.

Benchmarking Analysis

The development of a comparative analysis is a benchmarking tool that provides an understanding of how the Berwyn Park District compares to other area park and recreation agencies in meeting the recreation needs of its residents. The Berwyn Park District is located in western Cook County, and their boundaries are not continuous with the City of Berwyn.

Because the Berwyn community is at or near its population capacity, and the potential for land acquisition is limited, this type of comparative analysis could be considered less important than communities that continue to grow and develop. This analysis is developed as a local and regional assessment that offers a more accurate comparison of needs and potential District deficiencies as compared to an assessment that considers national and state averages.

Existing Population 2023

Berwyn Park District			Park Metrics Facility Median	Surplus / Deficit	Ranking	
Existing # of Facilities (total)	Existing # of Facilities at current standards	Existing # of Facilities per population	Total # of Facilities needed to meet Park Metrics median	Surplus / Deficit	Highest (1) to Lowest (21) Need	
INDOOR FACILITIES						
Recreation Center	1	0	0.00	1.82	-1.8	8
Community Center	0	0	0.00	1.03	-1.0	12
Senior Center	0	0	0.00	0.97	-1.0	16
Stadiums	0	0	0.00	0.90	-0.9	19
Indoor Ice Rink (indoor)	0	0	0.00	1.31	-1.3	9
Performance Amphitheater	0	0	0.00	0.97	-1.0	16
Nature Center	0	0	0.00	0.95	-0.9	18
DAY USE FACILITIES						
Playgrounds	5	2	0.06	8.89	-6.9	2
SPORTS COURTS AND FACILITIES						
Community Gardens	1	1	0.03	0.97	0.0	21
Basketball Courts	0	0	0.00	3.88	-3.9	5
Volleyball	1	0	0.00	0.99	-1.0	13
Diamond Fields	2	2	0.06	7.09	-5.1	4
Skateboard Parks	1	0	0.00	0.98	-1.0	15
Dog Park	1	1	0.03	1.03	0.0	20
Ice Rink (outdoor)	0	0	0.00	2.19	-2.2	7
Rectangular Fields	0	1	0.03	8.14	-7.1	1
Synthetic Rectangular Fields	1	1	0.03	2.24	-1.2	10
Splash Pads	1	0	0.00	0.99	-1.0	13
Tennis Courts	2	2	0.06	5.37	-3.4	6
Multiuse Courts (tennis, pickleball)	1	1	0.03	2.07	-1.1	11
Pickleball Courts	0	0	0.00	5.46	-5.5	3

The Park District was benchmarked against six nearby and similar districts.

- North Berwyn Park District
- City of Berwyn
- Park District of La Grange
- Park District of Franklin Park
- Oak Park Park District
- Village of Riverside

These park districts are comparable in population and/or demographics, as well as being in established communities. It can be challenging to find exact comparable park districts because each has its own unique identity. However, the communities were chosen due to the perceived similarities and proximity to Berwyn. For this analysis, the key benchmarking data sought included:

- Population
- Median household income
- Total number of parks/facilities
- Total park acres
- Acres per 1,000 residents
- Number of athletic fields
- Number of playgrounds
- Total expenditures
- Capital improvement expenditures
- Equalized assessed value

It should be noted that the information obtained for the other Park Districts was not always based on the same criteria; efforts were made to make the information provided as analogous as possible and analysis relied only on the data that appeared to be similar in comparison.

Population Characteristics

The six park districts included in this comparison range in population from 9,304 to 53,224 with an average of approximately 29,805. The range of population is within a reasonable range for comparison, with the Berwyn Park District's population at 31,014.

Parks and Facilities

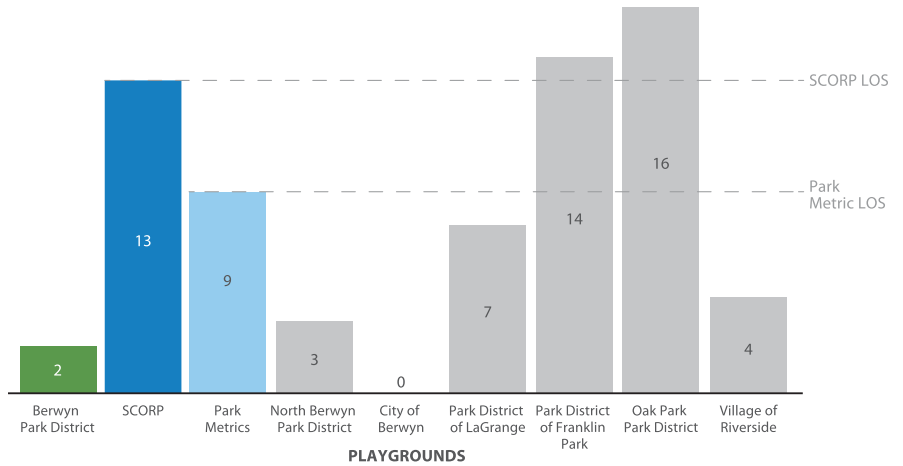
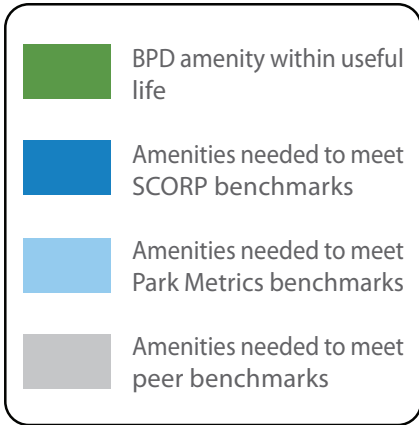
The total acres of land, including land that is owned and leased by the park districts, are comparable and range from 23.7 acres to 83.0 acres. The NRPA standard for park systems

relates to acres per 1,000 population, with a guideline of 6.25 to 10.5 acres of developed open space per 1,000 population. The Illinois average statewide is 11.35 acres per 1,000 population per the 2009-2014 Illinois Statewide Comprehensive Outdoor Recreation Plan. The Berwyn Park District has 23.7 acres which calculates to 0.7 acres per 1,000 residents. This figure is well below the NRPA and State of Illinois guidelines ratio.

Equalized Assessed Value

The equalized assessed value (EAV) varies from \$417,174,511 to \$2,361,857,488. The average EAV for the six park districts is \$982,886,868. The Park District's EAV is \$641,821,058. The lowest EAV is the North Berwyn Park District at \$417,174,511 and the highest is the Oak Park Park District at \$2,361,857,488

The graphs on the next page provide a visual representation of how the Park District's existing amenities compare to the State average and National median of those same amenities.



Peer Comparison

Berwyn Park District

Population: 31,014

EAV: \$641,821,058

North Berwyn Park District

Population: 24,758

EAV: \$417,174,511

City of Berwyn

Population: 55,772

EAV: \$1,058,995,596

Park District of LaGrange

Population: 16,249

EAV: \$552,617,581

Park District of Franklin Park

Population: 13,512

EAV: \$786,961,340

Oak Park Park District

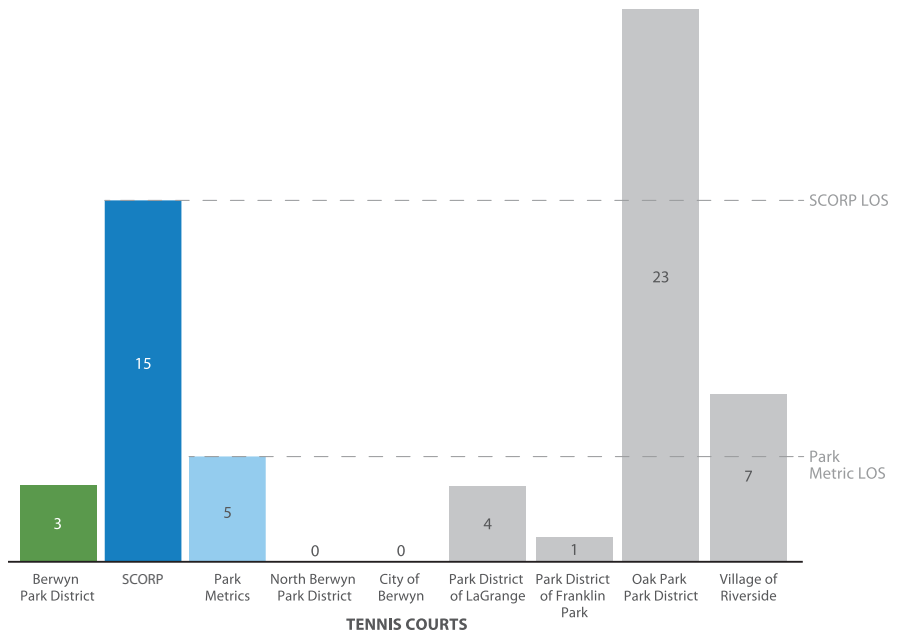
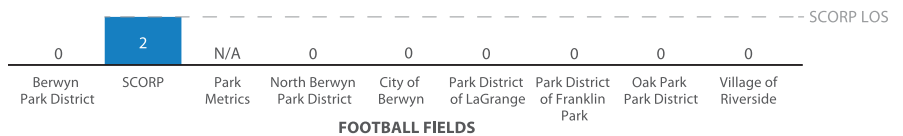
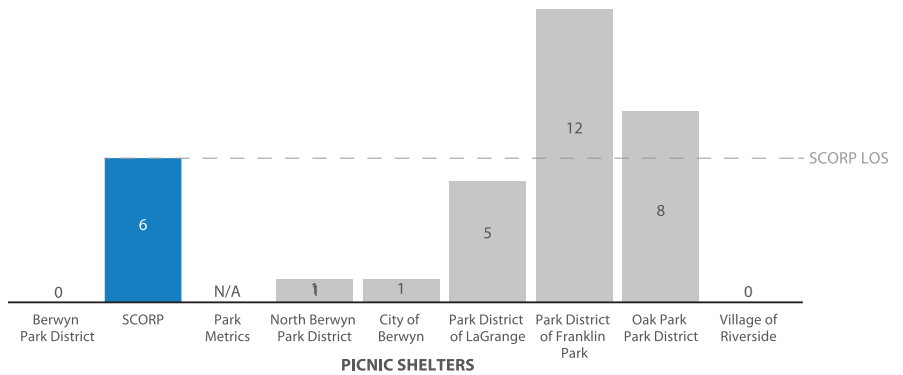
Population: 53,224

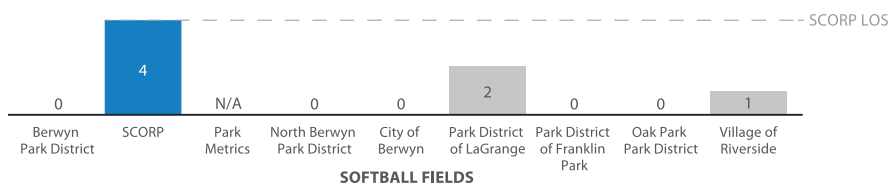
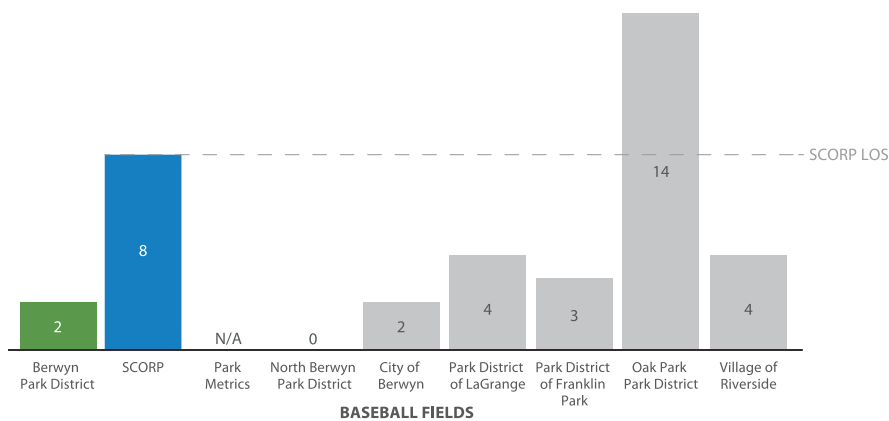
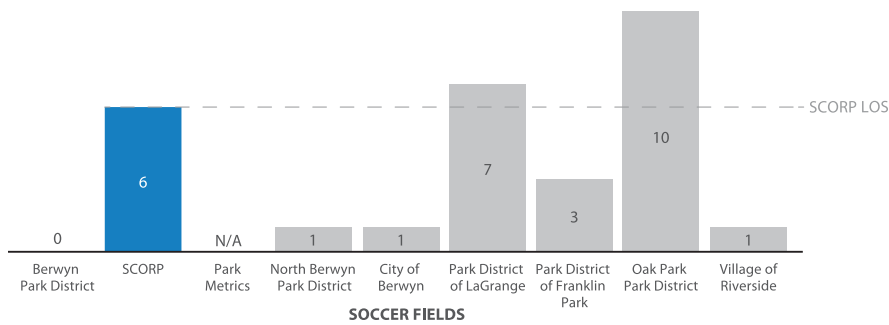
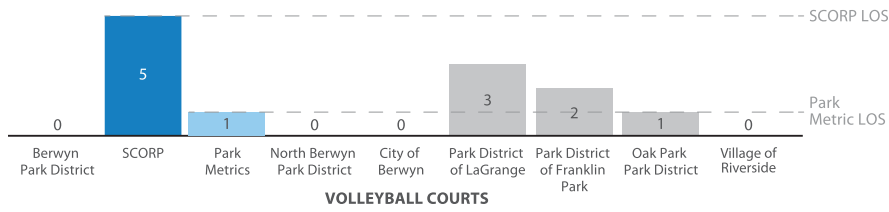
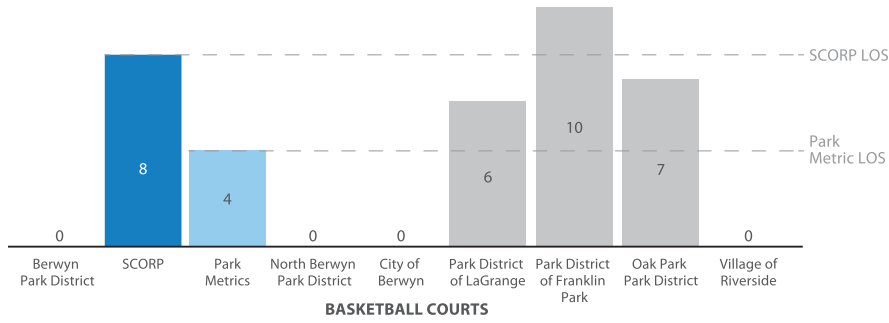
EAV: \$2,361,857,488

Village of Riverside

Population: 9,304

EAV: \$719,714,697





Facility Square Footage

Square Footage Level of Service benchmarks are calculations of the minimum amount of indoor space recommended to provide for all of the indoor recreation activities offered by the District. It also includes considerations for specific facilities recommended to support programs and activities.

Level of Service (LOS) guidelines for indoor space are less established than the guidelines for park and open space. NRPA does not collect square footage data for indoor facilities, so the Planning Team relies on local benchmarking for indoor recreation facility comparisons.

Williams Architects performed a facility assessment in which they collected square footage and usage information in addition to assessing the conditions of each indoor facility. The facility assessment report is found on the following pages.





**Liberty
Cultural Center**
Facility Conditions Assessment

Berwyn Park District
6445 W. 27th Place
Berwyn, IL 60402

7 December 2023
DRAFT



FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER

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FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER

I EXECUTIVE SUMMARY

The Berwyn Park District commissioned Williams Architects to provide an Architectural Facility Assessment of the Liberty Cultural Center located at 6445 27th Place, Berwyn, Illinois. The intent of the Facility Evaluation is to determine the overall condition of the facility's Architectural Systems inclusive of roofing, exterior elevation and interior finishes. The evaluation was prepared in conjunction with the District's Comprehensive Master Plan as prepared by Hitchcock Design.

A. ANALYSIS CRITERIA

The Williams Architects team provided visual observation of the facility with information gathered by the Berwyn Park District and operational / maintenance input by the Park District Staff. No testing, commissioning or exploratory probing was conducted by the consultant team. The assessment did not include calculation or analysis of the existing facility. The facility assessment describes property conditions at the time of the site visit and research conducted. The walk-thru observation included areas readily accessible by the consultant team. All areas may not have been observed nor disclosed by Park District Staff.

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER

B. PROPERTY INFORMATION

Table 1

Property Information Liberty Cultural Center	
Address:	6445 27th Place
Year Constructed / Renovated:	Approx. 1960's
Current Occupants:	N/A
Contact:	Cathy Fallon, Executive Director
Property Type:	Activity Center
Site Area:	N/A
Building Area:	Approx. 12,500 GSF
Number of Buildings:	Two Stories
Parking Type and Number of Spaces:	N/A
Building Construction:	Wood stud frame
Roof Construction:	Wood Truss Single Ply
Exterior Finishes:	Shake Siding
Exterior Windows:	Storefront / Wood Clad Windows
Exterior Doors:	Aluminum Storefront / Hollow Metal
Inaccessible Building Areas:	Attic, Roofing
Fire and Life Safety	Limited Life Safety: exit signs, back up light fixture and smoke detectors. Limited pull stations and alarms and strobes.

FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER

C. SYSTEMIC CONDITION SUMMARY

Generally the property appears to be constructed within industry standards in force at the time of construction. The property appears to have been well maintained in the recent past and is in fair condition. Refer to the enclosed summary:

Table 2

Systemic Condition Summary			
Site	Not Reviewed	HVAC	Poor
Structure	Good	Plumbing	Not Reviewed
Roofing	Poor	Electrical	Not Reviewed
Exterior Envelope	Fair / Good	Fire Protection	Not Reviewed
Interior Finishes	Fair / Poor	Conveying System (Elevators)	Fair

The following recommendations contribute to the immediate repair or replacement as Priority One as defined by the Facility Condition Index.

1. Structure: Verify structural stability of wood post in basement. Appears to be temporarily shoring floor above.
2. Structure: Replace water damaged perimeter rim joist.
3. Structure: Investigate structural stability of floor joist below Kitchen in basement.
4. Structure: Repair damaged roof truss above the stage.
5. Exterior Envelope: Remediate damage sub-structure for studs and sheathing observed in Basement.
6. Exterior: Repair deteriorated basement stair. Poses life safety hazard.
7. Interior: Entire building - provide life safety measures consistent with code requirements.
8. Interior: Entire building - Provide ADA Accessibility in compliance with code requirements.
9. Interior: Stage – modify stairway to comply with life safety requirements.
10. Interior: Stage – provide roof insulation above stage to comply with energy code.

FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER

D. ADDITIONAL COMMENTS / OBSERVATION - ARCHITECTURAL REVIEW

1. Structure

The visible areas of the building structure generally appear to be in good condition. Portions of the structure are concealed from view and were not observed. The Park District denoted a number of concerns accompanied by observations.

A. The following items were observed with the structure

1. Basement: Wood post appear to be shoring the floor above. No denotable structural connections were observed appears as a temporary measure. Floor assembly was not observable.
Recommendation: Verify structural stability of wood post in supporting floor above (Priority One).
2. Basement: Perimeter rim joist appears to be deteriorating from water damage.
Recommendation: Replace perimeter water damaged joist (Priority One).
3. Basement: The floor below the kitchen has sistered floor joists. Additional floor joist appear damaged in the same area.
Recommendation: Investigate structural stability of joist (Priority One).
4. Basement: Walls supporting the stairs leading to the basement appear in poor condition.
Recommendation: Continue to monitor status. Remediate as required (Priority Two).
5. Stage Roof: Damage/missing bottom chord of roof truss
Recommendation: Repair bottom chord of roof truss to maintain structural integrity. (Priority One).

2. Roofing

The roofing was not accessible. The Park District noted a number of leaks in the building and visible from stains observed on the ceiling. The roofing appears in poor condition. Exceeding the life expectancy. Down spout extension was missing at entry.

Recommendation: Replace roofing in accordance with operational maintenance schedule (Priority Two).

FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER

3. Exterior Envelope

The exterior envelope generally appears to be in fair to good condition. Areas visible in the basement, the envelope back-up is in poor condition.

A. The following items were observed with the exterior envelope.

1. Basement: Deteriorated stud and sheathing was observed in the basement. Other areas not observed and not accessible.
Recommendation: Replace damaged studs and sheathing. Determine water infiltration to prevent further damage. (Priority one).
2. Exterior: Missing exterior siding/damage siding.
Recommendation: Replace missing siding to prevent water infiltration (Priority two).
3. Exterior: Missing fascia trim piece.
4. Exterior: Rusting lintel at overhead door
Recommendation: Remove rust and paint to alleviate further deterioration (Priority Two).
5. Exterior: Brick appears in fair condition. Cracking visible at parapet with potential water infiltration. Stains observed on the exterior with efflorescence on the interior bay.
Recommendation: Continue to monitor water infiltration at brick wall and effloresce. Tuck point masonry. Install proper flashing with roofing replacement (Priority Two).
6. Exterior: Basement entry stair is in very poor condition with caving in walls and broken concrete stair. There are missing hand rails.
Recommendation: The damage stair poses a life safety hazard. Recommend replacing the stair as priority one and closing off access of the stair until repair is completed.

4. Interior

The interior finishes are generally in fair to very poor conditions dependent on the space in the building. The building is not in conformance with current accessibility (ADA) standards. In addition, Life Safety measures, in compliance with code, are not consistently applied thru-out the building: Certain areas contain fire alarm pull stations, strobes and exit signs

A. The following items were observed for the interior.

1. Basement: The lower level of the basement is in very poor conditions. Appropriate Life Safety Measures are not evident in

FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER

- the lower level. As previously noted, water damage in the lower level is observed. The ceiling height is not within compliant code criteria. The stairways to the lower level or exiting the lower level are damaged. The basement level is not occupiable at this time.
Recommendation: Provide Life Safety measures in lower level. Remediate lower level if District desires space to be occupiable. (Priority One).
2. Stage: The finishes on the stage appear in fair condition based on the usage. Access from the stage toward the Gym basement is missing railing and non-compliant with Life Safety Requirements.
Recommendation: Modify stairway to comply with Life Safety Requirement (Priority One).
 3. Stage: The roof insulation was missing above the stage
Recommendation: Provide roof insulation above stage to comply with Energy Code (Priority One).
 4. Garage: The interior of the garage appears in good condition. Roof insulation is exposed and missing in some areas.
 5. Multi-Purpose: The interior finish of the room appears in fair to good condition. The Park District noted the flooring was recently replaced. Roof leak stains are observed on the metal pan ceiling.
 6. Multi-Purpose: A delaminated header above the window appear to have water damage.
Recommendation: Replace/remediate header pursuant roofing replacement (Priority Two).
 7. Multi-Purpose Room Storage: The plywood floor in the Storage Room appears to be delaminating. The crawls space immediately below is not insulated nor does a vapor barrier appear to be installed. The installation is consistent in the adjacent rooms.
Recommendation: Based on programming needs, sub floor requires replacement (Priority Two).
 8. Multi-Purpose Rooms: The interior finishes of the Multi-Purpose/ Preschool Room are in poor condition. Due to it's use, the finishes have exceeded their life expectancy. Similar to the Storage Room noted above, it is our assumption the subfloor is delaminating due to vapor migration.
Recommendation: Based on programming needs, sub floor requires replacement (Priority Two).

FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER

5. Mechanical Systems

Although an assessment of the Mechanical, Plumbing and Electrical System was not conducted as part of this assessment, the Park District denoted the following:

- a. The HVAC System requires replacement due to an exceeded Life Expectancy.
- b. The existing boiler is having issues and may require replacement.

Recommendation: Based on existing and future program requirement, review the ventilation/mechanical requirement in conformance with code upon its scheduled replacement (Priority Three).

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER

II FACILITY CONDITION INDEX (FCI)

A. CONDITION RATING INDEX DEFINITION

FCI Rating	Definition	Priorities
Good	Exceeds Expectation - in a new and well maintained condition	4 - Replace Beyond 10 years - future repair or replacement due to end of life cycle.
Fair	Meets Expectations - subjected to use but remains serviceable and functioning condition.	3 - Replace or repair with 5-10 years due. Performance or due to end of life cycle.
Poor	Marginally Meets Expectations - subjected to long term wear. Nearing the end of useful or serviceable life.	2 - Replace in 1-5 years due to end of life cycle.
Very Poor	Below Expectation - has reached the end of its useful life.	1 - Replace within one year or immediately due to extensive deterioration of life safety concern.

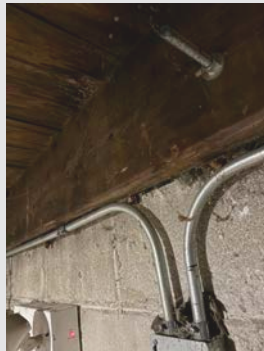
B. Current Replacement Value (CRV)

<u>Building</u>	12,500 GSF x \$700/SF =	\$ 8,750,000
TOTAL CRV		\$ 8,750,000

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



1 - Basement - Wood Post Shoring
Floor Above

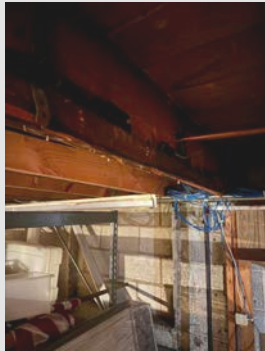


2 - Basement - Water Damaged
Perimeter Rim Joist



3 - Basement - Sistered Floor Joists

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



4 - Basement - Damaged Floor Joists



5 - Basement - Stair Structure



6 - Stage - Damaged Roof Joist

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



7 - Roofing - Roof Leaks



8 - Roofing - Single Ply Roofing

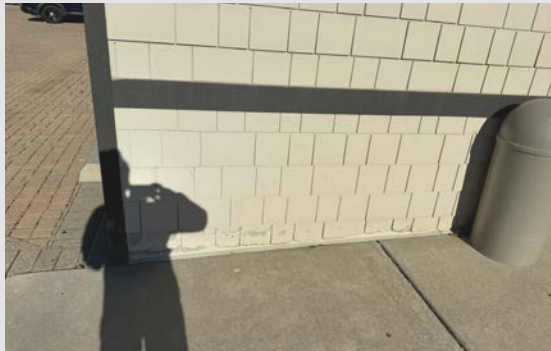


9 - Exterior Envelope - Deteriorating Wall

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



10 - Exterior Envelope - Missing Siding



11 - Exterior Envcelope - Damaged Siding



12 - Exterior Envelope - Missing Downspout at Entry

FACILITY CONDITION ASSESSMENT

LIBERTY CULTURAL CENTER



13 - Exterior Envelope - Missing Trim



14 - Exterior Envelope - Brick Cracking



15 - Exterior Envelope - Garage Efflorescence

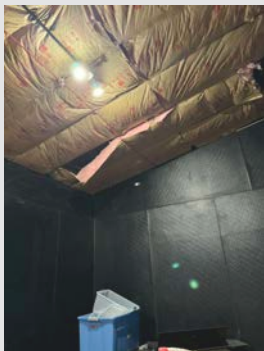
FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



16 - Exterior - Deteriorated
Basement Stair



17 - Interior - Basement Stair



18 - Interior - Back of Stage

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



19 - Interior - Garage



20 - Interior - Multi-Purpose Room
Ceiling



21 - Interior - Multi-Purpose Room
Window

FACILITY CONDITION ASSESSMENT
LIBERTY CULTURAL CENTER



22 - Interior - Multi-Purpose Room Floor



23 - Interior - Preschool Rooms



**Proksa Park
Activity Center**
Facility Conditions Assessment

Berwyn Park District
3001 Wisconsin Avenue
Berwyn, IL 60402

7 December 2023
DRAFT



FACILITY CONDITION ASSESSMENT
PROKSA PARK ACTIVITY CENTER

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FACILITY CONDITION ASSESSMENT

PROKSA PARK ACTIVITY CENTER

I EXECUTIVE SUMMARY

The Berwyn Park District commissioned Williams Architects to provide an Architectural Facility Assessment of the Proksa Park Activity Center located at 3001 Wisconsin Ave., Berwyn, Illinois. The intent of the Facility Evaluation is to determine the overall condition of the facility's Architectural Systems inclusive of roofing, exterior elevation and interior finishes. The evaluation was prepared in conjunction with the District's Comprehensive Master Plan as prepared by Hitchcock Design.

A. ANALYSIS CRITERIA

The Williams Architects team provided visual observation of the facility with information gathered by the Berwyn Park District and operational / maintenance input by the Park District Staff. No testing, commissioning or exploratory probing was conducted by the consultant team. The assessment did not include calculation or analysis of the existing facility. The facility assessment describes property conditions at the time of the site visit and research conducted. The walk-thru observation included areas readily accessible by the consultant team. All areas may not have been observed nor disclosed by Park District Staff.

FACILITY CONDITION ASSESSMENT
PROKSA PARK ACTIVITY CENTER

B. PROPERTY INFORMATION

Table 1

Property Information Proksa Park Activity Center	
Address:	3001 Wisconsin Avenue
Year Constructed / Renovated:	Construction 1970 / 1994 Addition
Current Occupants:	N/A
Contact:	Cathy Fallon, Executive Director
Property Type:	Activity Center
Site Area:	N/A
Building Area:	Approx. 5300 GSF
Number of Buildings:	One
Parking Type and Number of Spaces:	N/A
Building Construction:	Brick and Block
Roof Construction:	Wood Truss with asphalt shingle
Exterior Finishes:	Masonry
Exterior Windows:	Storefront
Exterior Doors:	Aluminum Storefront / Hollow Metal
Inaccessible Building Areas:	Attic
Fire and Life Safety	Fire sprinklers, alarms and strobes, fire extinguishers, pull stations, alarm panel, exit signs and back-up light fixture included in building.

FACILITY CONDITION ASSESSMENT

PROKSA PARK ACTIVITY CENTER

C. SYSTEMIC CONDITION SUMMARY

Generally the property appears to be constructed within industry standards in force at the time of construction. The property appears to have been well maintained in the recent past and is in fair condition. Refer to the enclosed summary:

Table 2

Systemic Condition Summary			
Site	Not Reviewed	HVAC	Fair
Structure	Good	Plumbing	Good
Roofing	Good	Electrical	Good
Exterior Envelope	Fair	Fire Protection	Good
Interior Finishes	Fair / Good	Conveying System (Elevators)	Not Applicable

The following recommendations contribute to the immediate repair or replacement as Priority One as defined by the Facility Condition Index.

1. The facility met the general intent of the ADA code, but does not conform with current standards.

FACILITY CONDITION ASSESSMENT

PROKSA PARK ACTIVITY CENTER

D. ADDITIONAL COMMENTS / OBSERVATION - ARCHITECTURAL REVIEW

1. Structure

The visible areas of the building structure generally appear to be in good condition. Portions of the building structure which are concealed from view were not observed. The Park District reported no issues with regards to the same.

2. Roofing

The roofing consists of asphalt shingles on a sloped roof. The roofing was recently replaced in 2021. The roofing appears to be in good condition with no noted leaks. The Park District identified that the gutters and downspout were not replaced at the same time of the roofing replacement.

A. The following items were observed with the roofing:

1. Disconnected downspout from the gutter.

Recommendation: Reconnect the downspout preventing water damage of the perimeter fascia (Priority Two).

3. Exterior Envelope

The exterior envelope generally appears to be in fair/good condition. The exterior finish is face brick and stone which is generally in fair condition, although some areas of the stone require tuckpointing. The exterior doors and frames are a combination of hollow metal and aluminum and are generally in good condition. The perimeter fascia are in fair condition, although some fascia boards have minimal water damage. The windows are aluminum and are in good condition. Spray foam insulation was observed at the window head above the stone.

A. The following items were observed with the exterior face brick.

1. Cracking in the free standing stone veneer.

Recommendation: Tuckpoint stonewalls inclusive of the stone cap. Caulk the stone cap wall to prevent infiltration of water into the wall. (Priority Two).

2. Deteriorated wood fascia from age and water damage.

Recommendation: Replace deteriorated fascia as needed. (Priority Two).

FACILITY CONDITION ASSESSMENT

PROKSA PARK ACTIVITY CENTER

3. Potential water /insect infiltration at stone header.

Recommendation: Continue to monitor the infiltration (Priority Three).

4. Interior Finishes

The interior finishes are generally in fair to poor condition due to the age of the facility. Some materials in the rooms appear worn and past their life expectancy and require updating. Due to the age, the facility is not in general conformance with current accessibility (ADA) standards. Although, the Park District has provided accommodation to meet the general intent of the code. No other visible code violations were apparent during the walk thru.

Recommendation: Conducting a Phase One environmental assessment of materials due to the facilities initial construction. (Priority One: ADA Accessibility.)

5. Mechanical Systems

Although an assessment of the mechanical, plumbing and electrical system was not conducted as part of this assessment, the Park District denoted the following:

- a. Temperature control issue between the spaces.
- b. The water heater appears relatively new and replaced more recently.
- c. The exterior grade mounted HVAC unit may be nearing their life expectancy, but are operational at this time. Four (4) units service the building.

Recommendation: Normal maintenance replacement of systems nearing end of life expectancy (Priority Two).

FACILITY CONDITION ASSESSMENT
PROKSA PARK ACTIVITY CENTER

II FACILITY CONDITION INDEX (FCI)

A. CONDITION RATING INDEX DEFINITION

FCI Rating	Definition	Priorities
Good	Exceeds Expectation - in a new and well maintained condition	4 - Replace Beyond 10 years - future repair or replacement due to end of life cycle.
Fair	Meets Expectations - subjected to use but remains serviceable and functioning condition.	3 - Replace or repair with 5-10 years due. Performance or due to end of life cycle.
Poor	Marginally Meets Expectations - subjected to long term wear. Nearing the end of useful or serviceable life.	2 - Replace in 1-5 years due to end of life cycle.
Very Poor	Below Expectation - has reached the end of its useful life.	1 - Replace within one year or immediately due to extensive deterioration of life safety concern.

B. Current Replacement Value (CRV)

Building	5,300 GSF x \$500/SF =	\$ 2,650,000
TOTAL CRV		\$ 2,650,000

FACILITY CONDITION ASSESSMENT
PROKSA PARK ACTIVITY CENTER



1 - Disconnected Downspout



2 - Tuckpointing Stone



3 - Deteriorated Fascia

FACILITY CONDITION ASSESSMENT
PROKSA PARK ACTIVITY CENTER



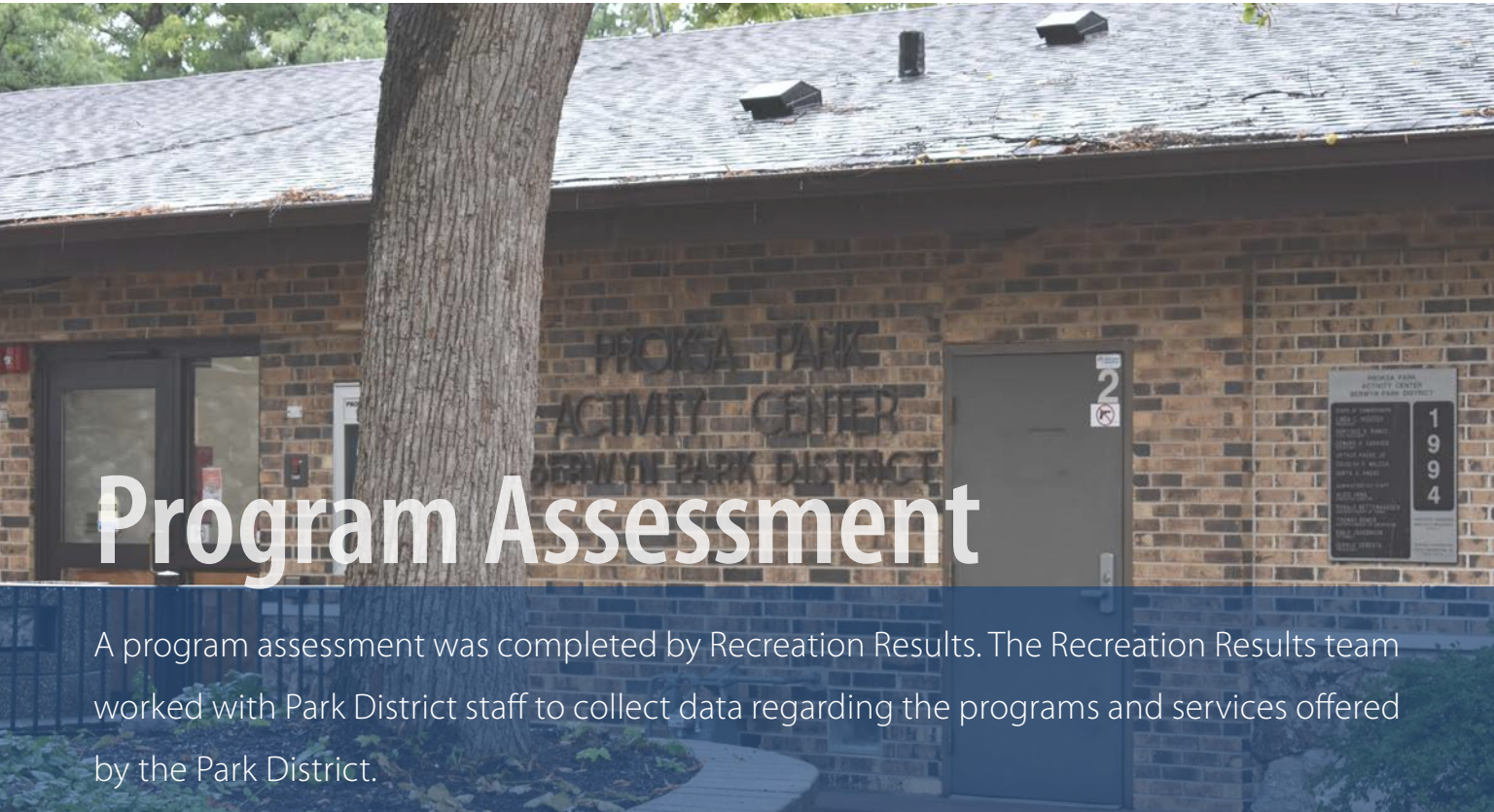
4 - Exterior Toilets



5 - Interior Toilets



6 - Interior Finishes - Preschool Room



Program Assessment

A program assessment was completed by Recreation Results. The Recreation Results team worked with Park District staff to collect data regarding the programs and services offered by the Park District.

Overview

To better understand and assess Berwyn Park District’s recreation program offerings, Recreation Results conducted a series of individual analyses in Fall 2023. This report offers a comprehensive look at the results of those analyses and insights into the size, scope, and health of the District’s recreation programs. Information from this report, combined with other community stakeholder feedback, will help shape recommendations for future recreation programs offerings and operations.

Information Utilized

This recreation program assessment reflects information and data collected from a variety of sources, including:

- Recreation Program Offering, Registration, and Participant Data from the District’s program, membership, and facility reservation software¹
- Recreation Program Evaluations completed by programming staff
- Internal workshop and meetings with District staff
- Review of District program guides, website, and social media
- Inventory of recreation providers within the community
- Demographic and trends information from Environmental Systems Research Institute, Inc. (ESRI)
-

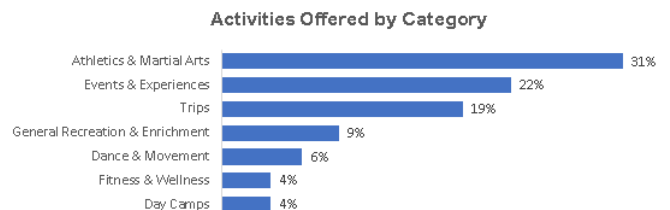
- Community stakeholder feedback, including a statistically valid survey of Berwyn Park District residents

1. Because the data collected from the recreation software typically only included programs that required registration, some programs and their participation data were excluded from those results, such as special events and some drop-in activities.

Program Offerings

Recreation Activity Offerings

As part of the program analysis, an inventory of programs by category was created. The chart below showcases the make-up of these unique activities offered in 2022 spread across different core program areas as identified by District staff.

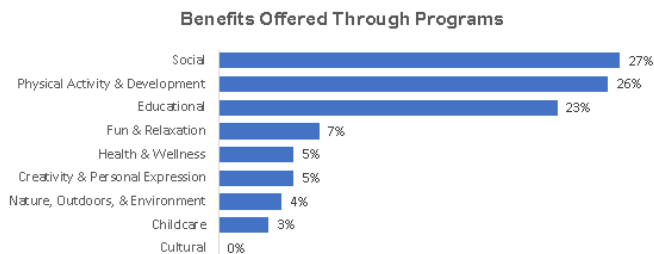


While the data collected indicates some variety in the program options available to the community, the District does not currently offer other program types commonly offered by parks and recreation organizations for communities of their size, most notably visual arts, nature, preschool, and aquatics. However, with two other municipal recreation providers as well as other non-profit and private recreation providers within the community, those types of programs are available through other organizations.

In 2022, many of these activities were offered multiple times at different times and locations throughout the year resulting in 153 classes in total. The most frequently offered type of class were for youth with 48 classes, followed by 39 classes designed for all ages.

Recreation Activity Benefits

As part of the input collected from staff about the activities that they offered, they were asked to share the primary and secondary benefits of each program. Unsurprisingly, with the bulk of programs offered by the District being related to sports, events, and trips, the top two user benefits were “Social” and “Physical Activity & Development,” although that was followed closely by “Educational” in third. However, due to a lower number of fitness, arts, culture, and nature programming within the District’s program portfolio, benefits such as “Health and Wellness,” “Creativity & Personal Expression,” “Nature & Environment,” and “Cultural” were rare or missing altogether. While all of these benefits are valuable, the District is especially encouraged to find ways either through recreation programs or other means to create more cultural events and opportunities, even through celebrating the diversity in its own community.



Program Scheduling

Recreation Class Locations

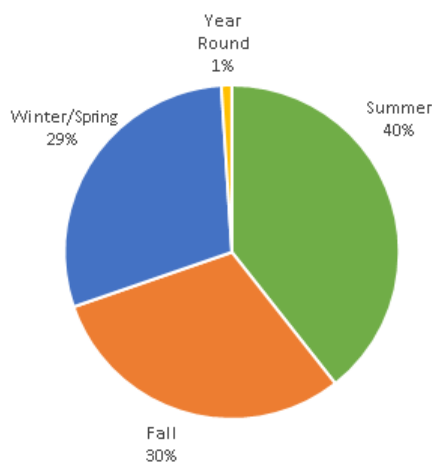
The District’s two main recreation facilities, the Proksa Activity Center and Liberty Cultural Center served as main bases for 76% of classes offered with the others being held in parks or other at non-District off-site spaces.

Recreation Class Offerings Throughout the Year

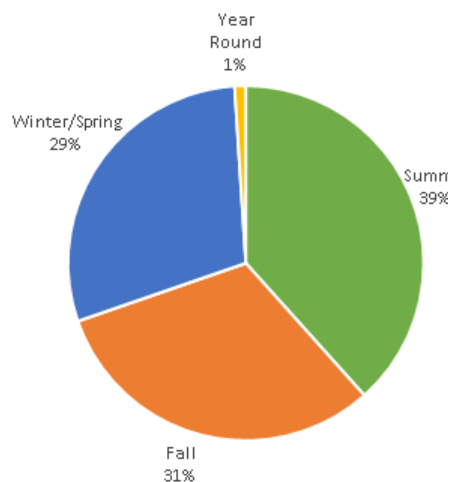
The District plans its programming schedule around three seasons – Winter/Spring, Summer, and Fall – in addition to

offering several school year or year round programs. Each season, the District offered a relatively balanced number of programs, although with an expected higher number in the summer months as is typical for parks and recreation organizations. Additionally, registration for programs fell almost exactly along those same lines, meaning that the District is well-positioned to recover if any single season suffers due extended bouts of poor weather or other conflicts that affect registration. For example, in 2022 the District offered 40% of its classes in the summer months and received 39% of its overall registration for the year in those classes.

Classes Offered by Season



Registrations by Season



Recreation Class Days and Start Times

Programs offered by the District were mainly scheduled in the morning and early afternoon hours. In 2022, 69% of classes started between the hours of 8-10am. Although there were also examples of programs taking place in the early evening hours on weekdays, very few recreation programs were scheduled in the early morning or late evening hours. In discussions with staff, they indicated that this was mainly due to the types of programs and audiences being served by the programs running successfully by the District. However, this also indicates that the District may be missing out on participation by those working traditional weekday (9am-5pm) hours.

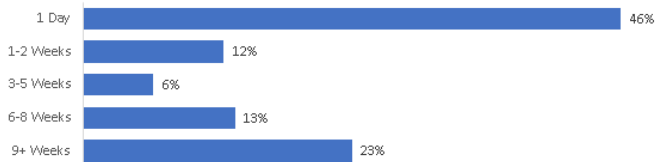
Berwyn Park District Program Days and Start Times

Program Day(s)	Before 8am	8-10am	10am-2pm	2-4:30pm	4:30-6:30pm	After 6:30pm
Monday	14	22	4	11	5	3
Tuesday	0	40	5	12	4	0
Wednesday	0	27	10	11	4	1
Thursday	0	28	4	11	7	1
Saturday	0	11	1	0	0	0
Sunday	0	0	0	2	0	0

Length of Recreation Classes

Recreation classes often vary in length due to several factors, including the time needed to instruct the specific activity, the scheduling needs of the participants, the attractiveness of the program to potential customers in terms of commitment level and pricing, as well as the park and recreation organization’s facility and staff availability. The most common program length was single day programs which likely offer a lot of flexibility and possibly also a lower cost to participate than longer class sessions. However, they may present challenges in building a relationship and retaining program participants who may be more infrequent users of District programs.

Activities Offered by Session Length



Program Audience Age Groups Offerings

Although a variety of programs are offered for each age throughout the year, when taking a broad look at program offerings by age group, it becomes apparent that the District serves a few ages with a few areas well, possibly leaving other needs and interests unmet. The following heatmap shows the age distribution programs offered in 2022. This graphic highlights that youth have a large number of unique Athletics & Martial Arts programs available to them, but programming for adults mainly centers around

trips and senior programs and events. It should be noted that the District also reaches all ages through some of its special event offerings, and it is a good sign that District programming staff have already begun the process of offering new programming options to the community in 2023, both in terms of age groups and program types.

Unique Activities by Age Group

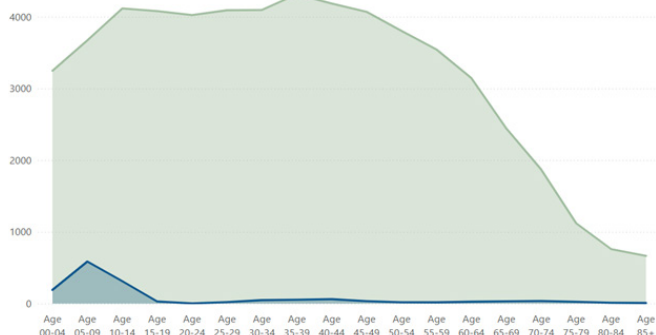
Program Area	Early Childhood	Elementary School Age	Middle School Age	High School Age	Younger Adults (18-34)	Middle-Age Adults (35-54)	Seniors (55+)	Families & Households	All Ages
Athletics & Martial Arts	5	16	10	2	1	0	2	0	0
Dance & Movement	2	4	1	1	0	0	0	0	0
Fitness & Wellness	0	2	2	1	0	0	1	0	0
General Recreation & Enrichment	2	1	1	0	0	0	5	0	0
Day Camps	1	2	1	0	0	0	0	0	0
Trips	1	0	0	0	0	14	14	0	0
Events & Experiences	1	2	2	1	3	1	6	3	8
Rentals & Parties	0	0	0	0	4	4	4	4	0

Resident Use of Berwyn Park District Recreation Programs

Most participants in recreation programs offered by the District are from those residing within the City of Berwyn. In 2022, 79% of registrations came from those living in Berwyn, which includes those that live within city limits, but may live outside of District boundaries and which the District treats as residents for pricing and registration purposes. The other 21% of participants came mostly from neighboring communities, including Cicero with 7% of registration and Chicago with 3%.

To better understand to what extent residents of the City of Berwyn are utilizing recreation services the following chart has been created. The area in blue highlights the unique Berwyn residents who registered for a program from 2021 through 2023 against the backdrop of the actual number of Berwyn residents in green to show where gaps in participation exist. However, it is important to note that this chart does not capture any engagement with recreation services that did not require a registration or transaction (such as attending a special event).

Program Participation of Berwyn Residents Compared to Overall Population



Program Portfolio Health

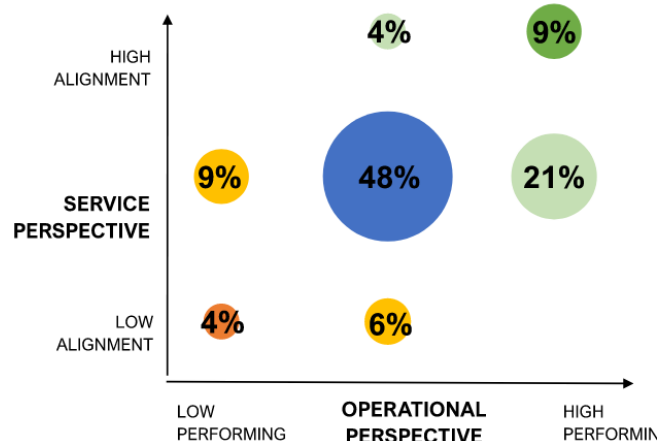
Although program registration and other operational metrics mentioned in this report can provide some insight into the current state of recreation programs offered by the District, they alone do not tell the whole story. To capture a fuller picture, additional analysis of the health of the program portfolio (slate of programs offered) was conducted.

To complete this analysis, programming staff answered a series of questions about each recreation program offered in the past year. These questions concerned current program performance, operations, audience, and benefits as well as staff’s perspective about each programs’ future direction. Recreation Results then compiled and analyzed their responses to share insights about the health of the District’s recreation program portfolio.

Program Operational and Service Alignment

Measuring the health of a recreation program portfolio can be difficult because park and recreation organizations are often tasked with meeting certain operational or business-related outcomes in addition to working to serve the community and meet their mission. Sometimes these two interests can even compete against each other. Using staff program assessment responses, Recreation Results evaluated programs from both a service/mission perspective as well as an operational/business perspective.

Recreation Program Portfolio Service Alignment and Operational Performance



As illustrated in the chart above, programs offered by the District seem to be a good fit overall with 82% of programs rating satisfactorily or higher from both a service and operational perspective. The 9% of programs falling in the upper right hand corner, including Advanced Soccer Camp for youth, the Community Garage Sale, and Fall Soccer League are likely ones that are worthy or expansion or should serve as inspiration for the District to create spin-offs of. Because the District has so many new programs that they are trying to get off the ground (see Program Life Cycle Analysis below), those few that rated poorly from both a service and operational perspective, such as their Art History program, may simply require additional time before determining that they should be eliminated from the list of programs the District chooses to offer in the future.

Program Life Cycle Analysis

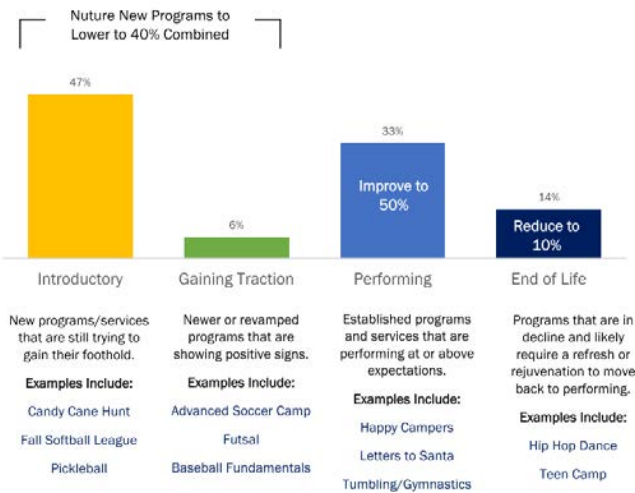
Another avenue used to evaluate the overall health of the District’s overall program offerings is to understand where programs fall on the program life cycle, which begins when a program is first introduced and continues until it reaches the end of its life. By looking at programs from this angle, it can help guide shape recommendations about current program offerings and future program development strategies.

A summary of the life cycle stages used in this analysis are shared below:

- **Introduction:** Recreation programs falling into this stage are new or somewhat new recreation opportunities that are still working to gain a foothold. They require extra effort and attention to get off the ground and are not quite meeting participation or financial goals yet but are still hold potential for success in this early stage.

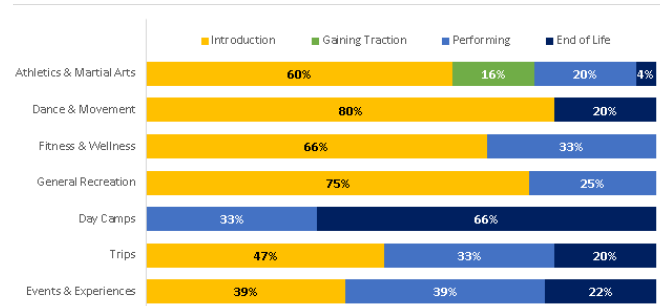
- **Gaining Traction:** Recreation programs falling into this stage are ones that have really picked up steam. They are the immediate successes or somewhat newer programs that are showing growth and may soon become a consistently well-performing program.
- **Performing:** Recreation programs that have run long enough and successfully enough to be considered consistent performers fall into this stage. They no longer require the same amount of attention and effort as they did to meet participation and financial goals as they did when they were initial offered.
- **End of Life:** Recreation programs falling into this stage are ones with declining participation, or ones that now need extra attention to get back to the participation and financial performance that they once had. They need to be renewed in some way to get them back on track or otherwise, they are likely to die out.

The chart below shows the overall results of this analysis. The District has a large slate of new program offerings, which is a good sign as it works to fill some of the identified gaps in program types and audiences served. Program staff need to continue to nurture those new programs to ensure that they reach the “Performing” stage to better balance their overall offerings. While this will require some effort, having a larger pool of steady performers will bring more stability to their registrations and sales and will lead to a higher percentage of programs that require less hands-on work to fill.



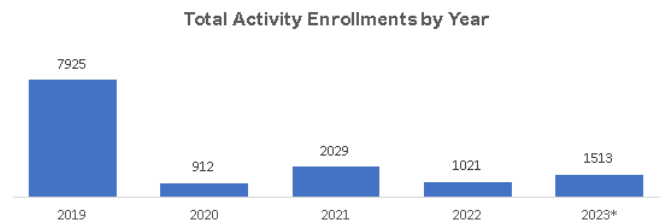
The following chart shows the life cycle distribution for each program area. By diving deeper into the results, some additional imbalance becomes apparent. For example, while most program areas have a heavy amount of programs in the “Introductory” stage, Day Camps do not. Although day camps are often run year to year without much variation, because some of the District’s day camps fall into the “End of Life” stage, it will be important to give those a refresh in order to bring them back to “Performing.” However, in the District’s most popular program category, “Athletics & Martial Arts,” finding that only 4% of programs are in that “End of Life” stage is positive news.

Recreation Program Life Cycle Distribution by Program Type



**Program Operations and Performance
Program Registration Trends**

Examining the District program and registration trends provides important data to better understand how well the District is performing as it works to meet its mission of providing recreation opportunities to the community. One of the first key metrics to review is total program registrations.



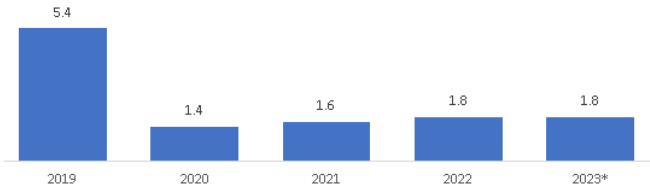
*Data for this chart was collected in early October 2023, meaning that data for 2023 was incomplete. However, based on past registration trends, the District was pacing ahead of 2022 registration totals, and only slightly behind 2021 by 97 registrations.

ANALYZE: INVENTORY & ANALYSIS

When looking at total program registrations that the District collected each year, a stark difference is apparent between 2019 and subsequent years. Although the COVID-19 pandemic certainly had an impact on the drop in participation, multiple changes to staff at the Berwyn Park District as well as changes to the types and number of programs offered by the District over that time also played a major role. Although the District has a desire and is working towards increasing program participation, it may not be realistic to expect a return to the levels seen in 2019 and earlier.

While overall participation is increasing, it can be helpful to understand how many individuals are completing those registrations. Since the high of 5.4 registrations per person in 2019, the District has been slowly increasing the average number of registrations per person to 1.8 per person. Although this is a positive sign, there is still room for growth in this area. Programming staff are encouraged to more heavily cross-promote their programs with current participants, especially to those attending special events.

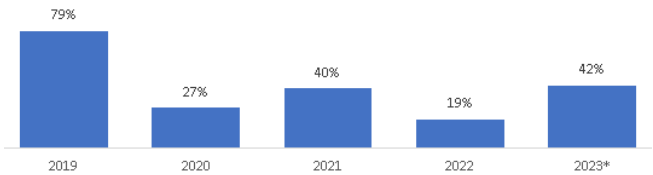
Average Registrations Per Customer Per Year



*Data for this chart was collected in early October 2023, meaning that data for 2023 was incomplete.

A final important metric to review is customer retention which is often a reflection of the quality of programs that a park and recreation organization offers. In this case, a review of overall household retention rates was examined which measures what percent of households participated in at least one program in the previous year and returned in the following year to register for at least one program.

Much like the other data points in this section, the results for Berwyn Park District varied quite a bit with the highest results coming from 2019. However, as of October of 2023, the District had already received the highest household retention rate since 2020 (see chart below). While having 42% of households return from the prior year to participate again in 2023 shows that District is moving in the right direction, this is another area where there is still room for improvement. The District should make a concerted effort to reach out to past participants and encourage them to stay engaged in recreation programs. Doing this will also result in higher performance in other areas as well as their data shows that their returning customers sign up for 50%



*Data for this chart was collected in early October 2023, meaning that data for 2023 was incomplete.

Program Marketing & Online Presence

Participants often learn about program offerings from their local park and recreation providers through a variety of ways. A review was completed of several of those key methods with a summary shared below:

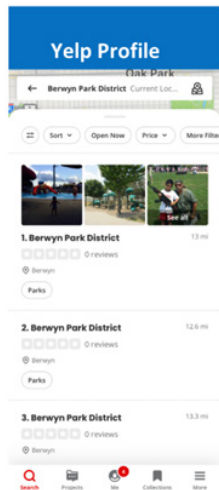
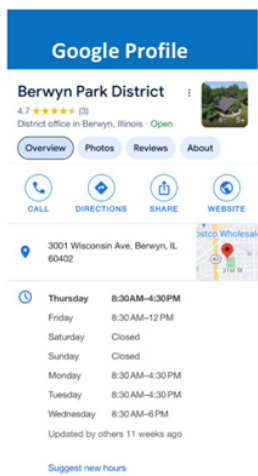
Online Searches and Reviews

When searching for key terms related to District programs in Berwyn, Illinois, the District performed well in general Google search results, but was often listed lower when searching through Google Business (maps) and did not appear at all on Yelp.

Search Term	Google Search Ranking	Google Business Ranking	Yelp Ranking
Early Childhood	3rd	Did Not Appear	Did Not Appear
Summer Camp	1st	3rd	Did Not Appear
Events	9th	Did Not Appear	Did Not Appear
Athletics	5th	2nd	Did Not Appear
Adult Programs	1st	8th	Did Not Appear

business and search rankings. Encouraging more reviews from participants will also help improve the visibility of the District in community members' search results. The District should also consider creating Google listings for all parks and facilities and link the new listings within the District's main Google Business Profile to help ensure that accurate and complete information is available to the community online, to improve website traffic, and to increase search results.

Although not used as frequently as Google searches, Yelp is still a popular method for finding and researching recreation program options and providers. When searching Yelp, Berwyn Park District shows three separate Yelp listings, all with outdated or incorrect information. The District should claim ownership of their sites and update the listing (including removing incorrect listings).



Source: Google.com & Yelp.com

Parks, Facilities, Rentals, and Special Events) making it quick for those looking for some specific information to begin to locate the information that they need. Although the banner at the top of the main page highlights current programs and events, the long list of news and updates that makes up most of the rest of the page is less visually appealing. Adding a calendar of upcoming events, such as a “What’s Going on This Week” or highlight programs and services in other manners may provide a better experience for website visitors. And while the form to sign up for the District’s newsletter is also located on the main page, it is somewhat lost among the other information on the page. Increasing the visibility by utilizing bolder colors and placing it higher up on the page (as well as in the footer of each page) would likely increase the number of subscribers.

The website features a page for each park that provides information about the park features and amenities as well as at least one photo. Rental information is easy to understand and communicated clearly. However, it may be advantageous to add an amenity listing and/or rental information the sidebar of each park page to bring it to the top of the page or make it easier to find for someone that may just be skimming the text on the page.

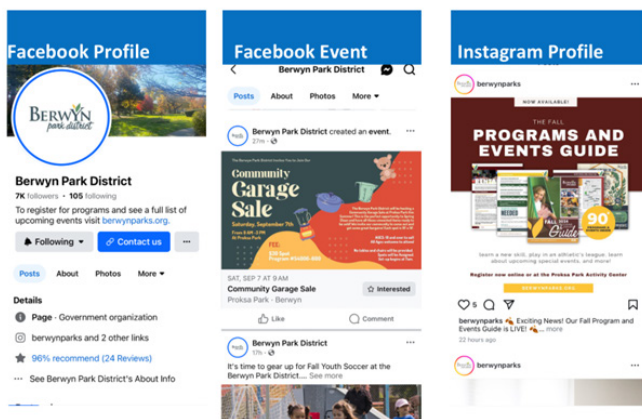
Program Operations Program Instruction

Although District staff are responsible for overseeing each program mentioned in this report, park and recreation organizations can utilize a variety of approaches towards securing instructors and facilitators to produce the program experience for participants. At the Berwyn Park District, just over half of recreation programs are led by District employees, with another 33% utilizing independent contractors or outside companies to lead much of the rest.

In addition to these two main approaches, there were some examples of the District partnering with partners and volunteers to offer a program. And while they are not included in this data, it is important to note that the Berwyn Park District is a member of West Suburban Special Recreation Association (WSSRA) which offers additional programming to Berwyn Park District residents with special needs. The results of this program instruction analysis are not uncommon for park and recreation organizations from communities similar in size to Berwyn. However, many park and recreation providers with a similar number of staff as the District often rely much more heavily on independent contractors and outside vendors to provide programming. Although any new programs offered, including by independent contractors, will still require oversight by District staff, this could be an effective solution to expand program options without placing as heavy of a burden on the District

Social Media

Berwyn Park District seems to be increasing engagement and regaining traction on their social media channels, Facebook and Instagram. The District posts approximately two to three times per week with informative posts about programs and events. To further increase visibility and boost engagement, they should improve the variety of their posts by also sharing information such as staff highlights, participant and community member features (especially individual stories about how they benefit from District programs and services), giveaways, and polls. The District should also respond to comments on posts when a question is asked or react to a comment (including with a GIF or emoji when appropriate), as well as respond to any reviews in their profiles.



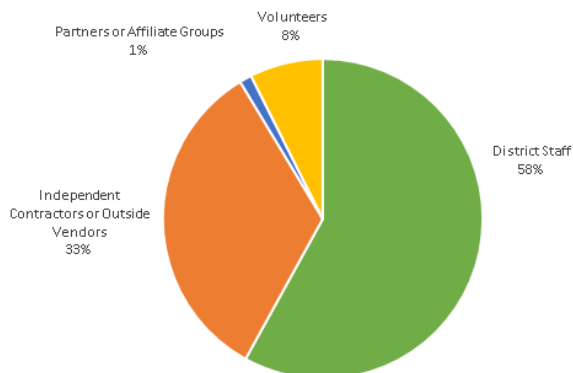
Source: Facebook & Instagram

Website

Overall, Berwyn Park District’s website is easy to navigate and the large online registration button serves as a great call to action to sign up for a program. The main navigation menu features each of the core service offerings (Programs,

as staffing the programs themselves would, assuming quality contractual instructors can be found.

Activities Offered by Type of Instructor or Leader



Staff Perspective on Program Operations

During a workshop with District staff, discussion and activities took place to uncover their perspectives about efforts to offer recreation programs to the community. Information from that workshop was used to better inform the results this analysis and guide recommendations. Some of the themes regarding the District’s strengths and challenges are highlighted below.

“What do you see as your biggest strengths & challenges?”







CONNECT

needs assessment



Overview

The Connect: Community Engagement & Needs Assessment chapter outlines the recognized national, state, and local trends in the recreation industry. The Chapter also includes summaries of input received from District residents.

Purpose

The purpose of understanding park and recreation trends is to determine probable demands for certain services and amenities. Recreation trend reports were compiled from nationally-recognized sources to explore spending, participation, and inactivity.

Knowing the trends and interests of various user groups is crucial in order to increase participation and provide adequate recreation resources. Significant changes in specific activities (both increases and decreases) from national, state, and local trends are summarized on the following pages.

During the Connect Phase of the master planning process, the planning team reviewed and facilitated a community meeting, conducted workshops with District staff and the Park Board, and hosted discussions with key community stakeholders. An online engagement portal, available 24 hours per day / 7 days a week, gathered input from

residents for four weeks regarding their thoughts on parks, programs, and facilities. A community survey was also distributed to a random sampling of households in the park District to obtain statistically valid results. In all, over 450 residents, stakeholders, staff, and board participated in these community engagement opportunities. Residents were also encouraged to provide input via email. Summaries of all engagement sessions follow the various trends reports.

Chapter Outline

- Review of Trends
 - National
 - State
 - Local
- Community Interest and Opinion Survey
- Online Portal
- Community Meetings
- Stakeholder Interviews
- Staff Workshop
- Board Input

METHODOLOGY

Review of Trends

National, State, and Local Trends

National trends were derived from the 2023 Sports, Fitness, and Recreational Activities Topline Participation Report facilitated by the Sports & Fitness Industry Association, a top national researcher in the sports and fitness industry. The 2022 Outdoor Foundation's Outdoor Recreation Participation Topline Report was also utilized. State trends were derived from the 2021 Illinois Department of Natural Resources (IDNR) Statewide Comprehensive Outdoor Recreation Plan (SCORP). The Environmental Systems Research Institute's (ESRI) Business Analyst provided local recreation participation trends.

Community Interest and Opinion Survey

Statistically Valid, District-wide Survey

Conducted by the ETC Institute during spring of 2024, the statistically valid community survey was distributed to a random sample of households in the Berwyn Park District. The goal for completing the survey was 300 responses, and a total of 303 BPD households completed the survey. The results for this sample have a 95 percent confidence level with a precision rate of at least ± 5.6 percent.

Online Portal

Online Survey

The online portal included an informative website and survey that was available 24 hours a day/7 days a week from November 29, 2023 through January 8, 2024. In total, 388 participants provided feedback about the District's parks and open spaces, facilities and indoor spaces, programs and events, and Park District priorities. A Spanish language survey was also made available and received one response.

Community Meetings

In-person discussions for residents to provide input on parks, programs, and facilities

All community members and residents were invited to participate in a facilitated workshop regarding the current status of BPD's parks, programming, facilities, and the needs and priorities for the next five years.

Stakeholder Interviews

In-person discussions for key stakeholder groups to provide input on parks, programs, and facilities

Specific interest groups, or stakeholders were invited to participate in small group discussions regarding needs and priorities for the next five years. Each group was formatted as a facilitated discussion between participants relevant to the District's programs, operations, parks, and facilities.

Staff Workshops

Focus group workshop with various staff members and a facilitated discussion with Staff Leadership

Staff provided input about their goals, objectives, desires, and hopes for the next five years as well as their opinions on the current state of the District in a facilitated workshop. Staff Leadership participated facilitated conversation.

Board Input

Meeting held to gather input from the Park Board of Commissioners

Commissioners provided comments about the strengths and weaknesses of the Park District in response to a series of questions. At the end of the discussion, each Commissioner was asked to select their top priority for BPD for the next five years.



National Trends

Derived from the statistically valid surveys facilitated by the Sports and Fitness Industry Association with the Physical Activity Council and The Outdoor Foundation, the following data will help inform the planning team's recommendations.

The Physical Activity Council (PAC) is a partnership of seven major trade organizations in U.S. sports, fitness, and leisure activities. These organizations are the Sports & Fitness Industry Association (SFIA), the National Golf Foundation (NGF), Outdoor Industry Association (OIA), the International Health, Racquet, and Sports Club Association (IHRSA), the Tennis Industry Association (TIA), the United States Tennis Association (USTA), and Snowsports Industries America (SIA).

The PAC produces an annual Sport, Fitness & Recreational Activities Topline Participation Report providing information on participation, inactivity, spending, aspirational participation and projections. The 2024 report compiled and analyzed the 18,000 online responses collected in 2023. These surveys were then weighted against a total population of 306,931,382 ages 6 and older. The following variables were used: gender, age, income, household size, region, and population density.

Other research incorporated in this chapter references the Outdoor Recreation Participation Topline Report,

created by the Outdoor Industry Association and Outdoor Foundation. These partner organizations research and publish the annual topline report which tracks American outdoor recreation trends with a focus on youth, diversity, and the future of the outdoors.

A special 2021 report studied the impacts of the COVID-19 pandemic on sports and fitness. A brief summary of these findings can be found at the end of this section since the effects of COVID-19 are still being felt.

In addition to these studies, this chapter references Active Network, a national software company that utilizes recreation data to study market trends.

Sports and Fitness Participation

For the tenth consecutive year, physical activity in the U.S. has increased. Over three-quarters (78.8 percent) of all Americans participated in at least one activity during 2023. This is a 6.8 percent increase from 2018 and a 2.2 percent increase from 2022. Americans are making physical activity more of





a priority in their lives. Comparing participation rates from 2013 to 2023 highlights the increased participation rate in every measured category. Winter sports, team sports, racquet sports, and water sports all increased participation by over 9%. Team sports participation has surpassed its pre-pandemic high from 2019 (23.4 percent) and is now at 25.7 percent participation in 2023.

The data collected suggests that Americans are continuing to add high-calorie burning exercise to their existing exercise routine. The most popular activities continue to be Fitness Sports. Following Fitness Sports, the most popular activity categories are Outdoor Sports, Individual Sports, Team Sports, Racquet Sports, Water Sports, and Winter Sports. Winter sports had the largest growth rate at 22 percent, followed by team sports at 10.8 percent in the last year. Five million more people participated in racquet sports in 2023 than in 2022 thanks in large part to pickleball. Pickleball continues to be the fastest-growing sport in the U.S. - total participation has grown 223.5 percent over the last three years bringing the total participation to a whopping 13.6 million people.

Activity participation is measured by core participation and growth. Core participants are defined as those who participate in a sport or activity on a regular basis. The number of core participants increased 4.4 percent (or 6.9 million athletes) from 2022 to 2023. Based on core participation, the top ten activities in 2023 defined by the number of participants, were:

1. Walking for Fitness (50+ times / year)
2. Free Weights (Dumbbells / Hand Weights) (50+ times / year)
3. Treadmill (50+ times / year)
4. Running / Jogging (50+ times / year)
5. Bicycling (Road / Paved Surfaces) (26+ times / year)
6. Fishing (Freshwater / Other) (8+ times / year)
7. Weight / Resistance Machines (50+ times / year)
8. Stationary Cycling (Reucumbent / Upright) (50+ times / year)
9. Hiking (Day) (8+ times / year)
10. Basketball (13+ times / year)

In addition to referencing the current most popular activities by measuring core participation, the Overview Report also lists the growth of activities over one-, three- and five-year periods. These predictions can be used to recognize ongoing recreation trends and predict future areas of growth.

The top ten core growth activities over the past three years are:

1. Pickleball (255.2%)
2. Soccer (Outdoor) (31.5%)
3. Hiking (Day) (21.3%)
4. Soccer (Indoor) (21.1%)
5. Trail Running (15.2%)
6. Football (Flag) (14.9%)
7. Jet Skiing (13.7%)
8. Camping (13.2%)
9. Boardsailing / Windsurfing (7.6%)
10. Volleyball (Court) (6.8%)

As evidenced by the above lists, 2023 saw growth in a diverse range of activities with four of the ten activities falling into the Aerobic Activities category based on the number of core participants, three into the Outdoor Activities category, two into the Strength Activities category, and one into the Team Sports category. Growth trends, however, indicate a different, but equally diverse trend. Activities from Team Sports (4), Outdoor Activities (2), Water Activities (2), Racquet Sports (1), and Individual Activities (1) are all represented in the top ten core growth activities.

These trends reveal that active people are increasingly looking for nontraditional health and recreation experiences that offer a fun physical, emotional, and mental experience. While the largest amount of growth is being seen in less traditional sectors, many class-based group fitness and exercise programs, as well as health club-based activities and team sports have increased in popularity over the last three years, due in large part to restrictions as a result of the pandemic being lifted.

Of the twenty-four Team Sports, twenty increased participation from 2022 to 2023, with Swimming on a Team leading the way with a 14.6 percent year-over-year increase. Volleyball (Court) also grew significantly at 13.4 percent from 2022 to 2023. There were 200 million more Team Sports play occasions in 2023 than 2022. This number is still 200 million play occasions down from its pre-pandemic height in 2019.

Health club-based activities (Treadmill, Stair-Climbing Machine, Stationary Cycling (Recumbent / Upright), Free Weights, Running / Jogging, and Rowing Machine) all showed participation increases from 2022, as did many class-based fitness activities (Barre, Pilates, Aquatic Exercise, Boot Camp Style Training, Dance, Tai Chi, and Yoga).

Individual Activities (Bowling, Golf (all kinds), Ice Skating, Horseback Riding, MMA for Competition, Trail Running, and Triathlon (Non-Traditional/Off Road), saw increased participation in 2023 and are expected to continue their growth. Golf (on-or-off course) continues its momentum,

increasing participation by 9.6 percent from 2022. This was driven by a 18.8 percent increase in off course golf, though on course golf showed a modest increase of 3.9 percent. Trail Running increased by 6.7 percent.

Outdoor Activities, (Birdwatching, Camping, Climbing (indoor and traditional), Freshwater and Fly Fishing, Hiking (Day), Hunting (Rifle), Shooting (Sport Clays), Target Shooting (Handgun and Rifle), and Wildlife Viewing participation increased with Indoor Climbing growing by 10 percent from 2022 to 2023.

Over the last three years, total participation in Racquet Sports (Badminton, Cardio Tennis, Pickleball, Racquetball, Squash, and Tennis) has increased. This trend is likely to continue. Table Tennis is the only Racquet Sport that has seen a decrease in total participation over the last three years. Core participation however, decreased over the last three years for Racquetball, Squash, and Table Tennis, indicating a shift to the other Racquet Sports for serious athletes.

Every Water Activity except for Snorkeling, saw an increase in total participation over the last three years. Only Boardsailing/ Windsurfing and Water Skiing are not projected to continue this growth over the next five years. Core participation increased over the last three years only in Boardsailing/ Windsurfing (13.7 percent), Jet Skiing (13.7 percent), Snorkeling (3.5 percent), and Surfing (3.5 percent).

Every Winter Sport increased its total participation from 2022 to 2023, with Snowshoeing increasing 17.2 percent, Alpine Touring 17.0 percent, and Snowboarding 10.0 percent. Every Winter Sport is expected to continue this growth trend over the next five years except for Skiing (Alpine/Downhill/ Freeski/Telemark).

The above findings are confirmed by the Worldwide Survey of Fitness Trends for 2024, which conducts an annual international survey among practitioners in the commercial, clinical, community, and corporate fitness industries. In their predictions for 2024, the majority of activities in the top ten and the top 20 could be described as fitness-related, while other trends can be classified as outdoor sports or technology.

Twelve of the top 20 trends reported remain from the previous year, but only half of the top 10 have carried over from 2023. The top 10 trends for 2024 are:

1. Wearable technology (activity trackers, smart watches, heart rate monitors, GPS trackers, and smart eyeglasses)
2. Worksite Health Promotion (encouraging health-promoting behaviors, access to fitness facilities, employee athletic leagues, and health education classes)

3. Fitness Programs for Older Adults (safe, age-appropriate exercise for older, retired adults)
4. Exercise for Weight Loss (includes aerobic activity, strength training, and accompany dietary changes to create a caloric deficit)
5. Reimbursement for Qualified Exercise Professionals (supports recognition of exercise professionals)
6. Employing Certified Exercise Professionals (emphasis placed on hiring certified professionals with proper education, training, and credentials)
7. Mobile Exercise Apps (track exercise activity and allow users to receive performance feedback)
8. Exercise for Mental Health (physical activity and exercise can boost mood and improve mental health)
9. Youth Athletic Development (focus on developing motor skills, strength, and coordination)
10. Personal Training (one-on-one training involving fitness testing, goal setting, and program implementation)

to 2023 among participating ages 6+ and were likely to continue to provide opportunities to engage more people in the future:

- Aquatic Exercise
- Swimming fir Fitness
- Walking for Fitness
- Pilates
- Tai Chi
- Yoga
- Baseball
- Basketball
- Football (Flag, Tackle, Touch, 7-on-7)
- Lacrosse
- Soccer (outdoor)
- Softball (Fast-Pitch, Slow-Pitch)
- Volleyball (Grass)
- Archery
- Golf on a 9 or 18-hole Golf course
- Horseback RidingIce Skating
- Martial Arts
- MMA (competition)
- Roller Skating (2x2, In-line Wheels)
- Skateboarding
- Trail Running
- Bicycling (BMX)
- Bicycling (Mountain / Non-paved Surface)
- Camping
- Climbing (Indoor, Sport / Boulder, Traditional / Ice / Mountain)
- Fishing (Fly, Freshwater / Other, Saltwater)
- Hiking (Day)
- Hunting (Bow)
- Shooting (Sport Clays)
- Wildlife Viewing More Than 1/4 Mile from Home / Vehicle
- Badminton
- Cardio Tennis
- Pickleball
- Racquetball
- Squash
- Tennis
- Boardsailing / Windsurfing
- Canoeing
- Jet Skiing
- Kayaking (Recreational, Sea / Touring, White Water)
- Rafting
- Sailing
- Scuba Diving
- Stand Up Paddling

Outdoor Sports & Participation

According to the most recent Outdoor Foundation Topline Report, published in 2023, over half the U.S. population (55.0 percent) participated in one or more outdoor sport or activity in 2022. A record number of people, 168.1 million, went on a reported total of 11.8 billion outdoor recreation outings over the course of the year. but the frequency of participation is declining for the first time since the pandemic began in 2020. The average number of outings per participant decreased to 71.8 outings per participant in 2023. The outdoor recreation participant base has grown significantly over the past three years, but the frequency of participation is dropping. The Covid-19 pandemic spurred growth in 2020, and that growth continued through 2022.

Across all age groups, hiking is the most popular outdoor activity, followed by running, bicycling, fishing, and camping to complete the list of top five activities. Eighty percent of outdoor activity categories experienced participation growth in 2022. Annual growth in large outdoor categories included:

1. Camping (51.4M / 22.9 percent)
2. Hiking (59.6M / 22.69 percent)
3. Fishing (fly, salt, fresh)(54.5M / 22.9 percent)
4. Biking (road, BMX, mountain)(54.7M / 22.9 percent)

The fastest growing categories in outdoor included (percent annual growth from 2021 to 2022):

1. Snowshoeing (21 percent)
2. Camping (12 percent)
3. Skiing (Cross-Country) (8.5 percent)
4. Bicycling (BMX)(8.3 percent)

Three-year growth trends indicated that the following activities saw steady or increasing participation from 2021

- Surfing
- Wakeboarding
- Water Skiing
- Skiing (Cross-Country)
- Sledding / Saucer Riding / Snow Tubing)
- Snowboarding
- Snowshoeing
- Snowboard Touring
- Alpine Touring
- Winter Fat Biking

Three-year trends also identified activities with declining participation between 2021 and 2023. They are:

- Paintball
- Roller Hockey
- Rugby
- Ultimate Frisbee
- Volleyball (Beach / Sand)
- Adventure Racing
- Boxing / MMA for Fitness
- Triathlon (Traditional / Road)
- Backpacking Overnight
- Bicycling (Road / Paved Surface)
- Camping (RV)
- Hunting (Handgun, Rifle, Shotgun, Trap / Skeet)
- Target Shooting (Handgun, Rifle)
- Table Tennis
- Snorkeling
- Skiing (Alpine / Downhill / Freeski / Telemark)

Engaging Inactives

An “inactive” person is defined by the Physical Activity Council as one who does not participate in any of the sports/activities covered in the PAC Overview Report. In 2023, 64.9 million (21.2 percent) Americans were inactive. This is the fifth consecutive year of inactivity decline. Inactivity went down for all eight age groups from 2022 to 2023. In fact, inactivity at every age group was significantly lower in 2023 than it was in 2018, pre-pandemic. While their overall activeness is increasing, Americans over 65 have the largest rate of inactivity, reflecting the trend that people generally become less active as they age.

In order to understand how to engage inactives in sports and activities, the PAC survey lists “aspirational” activities that inactives are interested in participating in. Aspirational activities are becoming more varied between age groups but fishing, swimming for fitness, cardio fitness, and camping made the top ten list for all age groups in 2023. Running / jogging made the list for all age groups except 65+ and yoga made the list for all age groups except 13-17. Working out with weights and working out using machines made

the list for all age groups except 6-12. All age groups show interest in 5 or more outdoor activities such as hiking, fishing, and camping.

Adults 45 and older list fishing as their number one aspirational activity. Adults 65+ list working out using machines and camping as their second and third, respectively. Working out with weights, swimming for fitness, cardio fitness, shooting, yoga, hiking, and hunting are also within the top ten activities for this age group.

Active adults, as well as inactives, are interested in social programs and sports leagues as well as active recreation. Active Network recommends the following activities for adult recreation programs:

- Sports – Broomball, Inner Tube Water Polo, Pickleball, Wallyball
- Exercise – Zumba Gold, Dance Buffet (multiple styles of dance in a single program), Kettlebells, Outdoor
- Technology – Beginner’s Guide to iPad, Social Media, Digital Photography
- Entertainment – Karaoke, Improv, Murder Mystery Dinners, Speed Dating, Wii for Seniors
- Art – Cooking, Drawing/Painting, Jewelry Making, Mixed Media Arts, Pottery, Quilting
- Professional/Other – Languages, Estate Planning, Self-Publishing, Brain Fitness, Voice-Overs, Memoirs

Many agencies are “branding” their active adult programs for younger populations instead of the traditional senior to encourage long-term participation.

COVID-19 Effect on National Trends

The Outdoor Foundation released a special report in 2021 summarizing the effect of the COVID-19 pandemic on participation and the anticipated trends moving forward.

Many of the trends observed can be attributed to the facility closures and activity cancellations observed during the pandemic. Group exercise class participation such as stationary cycling, cross-training, and kickboxing decreased dramatically as gyms and fitness clubs closed. Likewise, the cancellation of casual, competitive, and travel sports leagues led to decreases in many team sports. Volleyball, swimming on a team, and gymnastics experienced the biggest declines in participation.

In general, the COVID-19 pandemic led to a decline in intensity of participation but an overall increase in casual participants. Despite declines in core participation, casual

basketball and soccer had gains during the pandemic, likely because they can be practiced alone, at home, with minimal equipment. These same factors likely contribute to the increase of casual participation in yoga and the record high increases seen for biking, skateboarding, and surfing. Running, jogging, and walking also continued their year-after-year rising participation trend.

It is not yet clear how the pandemic will affect the popularity of different activities and core and casual participation long-term as many of the pandemic restrictions and concerns are still in place. However, the Outdoor Foundation found that about one-quarter of participants would prefer to return to their pre-pandemic habits rather than continuing new activities started in 2020.

Finally, the Outdoor Foundation also considered participation by diversity. New and young outdoor participants are significantly more diverse than the current outdoor base and overall U.S. population and are accelerating quickly. This includes increases in participation among Black people, Hispanic people, and LGBTQIA+ people. Additionally, Americans ages 55 and older continue to become more active and now represent 1 in every 5 outdoor participants. Participation rates that increased in 2022 include:

- Hispanic (56 percent)
- Black (40.7 percent)
- LGBTQIA+ (61 percent)

Many new participants start their exploration of outdoor recreation on a casual basis, camping with the family a few times a year, hiking from time to time with friends, or spending a little bit more time outdoors. New participants who showed up in outdoor recreation because of disruptions related to the pandemic did not leave outdoor recreation in droves once the restrictions were lifted. More casual participants are going to be seeking out experiences outdoors. The top barriers to continuation are travel, resuming pre-pandemic activities, and family demands.





State Trends

Data from the Statewide Comprehensive Outdoor Recreation Plan (SCORP) is used to compare District/Department amenities to other recreation agencies in the state of Illinois.

The Statewide Comprehensive Outdoor Recreation Plan (SCORP) is prepared as a five-year document by the Illinois Department of Natural Resources (IDNR) to maintain Illinois' eligibility to participate in the Land Water Conservation Fund (LWCF) program. Its purpose is to "evaluate the outdoor recreation needs of Illinois citizens and determine how best to meet these needs, considering the state's natural resources, recreational lands and facilities, and socioeconomic factors."

Recreation Facilities and Park Lands Inventory

There are about 1.5 million acres of outdoor recreation land in Illinois ranging from federal and state lands to schools and private commercial lands. Municipal agencies, which include park and recreation departments, park districts, forest preserve districts, conservation districts, and county-level park departments, provide an estimated total of 350,900 acres of parks. They also own 195,800 acres of natural areas and lease/manage another 15,600 acres of open space. The state itself offers over 470,000 acres of open space

throughout the state, through the IDNR. State lands include parks, fish and wildlife areas, conservation areas, and recreation areas to name a few. Federal lands include the 280,000-acre Shawnee National Forest and ten National Wildlife Refuges sites throughout the state. Other recreation providers include schools, non profits, and private entities that provide unique outdoor recreation opportunities for the people of Illinois. The lands managed by these private providers were not included in the SCORP.

The 2021-2025 SCORP identified Illinois' continued low ranking of per capita supply of outdoor recreation land and facilities compared to the rest of the nation. As a result, park and recreation agencies throughout Illinois consistently plan for and achieve a high level of excellence with the recreation opportunities they provide to their communities and land acquisition remains a high priority where possible.

Top Activities

Based on the 2020 Illinois Community Recreation Facilities and Park Lands Inventory, the top five trends across the state by importance for activities to be made available to Illinois residents are pleasure walking, scenic drives, swimming in an outdoor pool, picnicking, and bicycling (road) as determined by the Illinois resident responses. These results align with the reported preference for investment in trail development and maintenance and the high participation in trail activities such as pleasure walking and running/jogging which had the highest frequency for median participation/year among resident responses. The continued and increasing popularity in pickleball and wildlife/bird watching as well as the decreasing participation in many categories from the 2014 results is likely due to the aging populations in communities across the state.

According to the survey, municipal parks or county preserves are used as critical, close-to-home outdoor recreation opportunities and provide a variety of activities for programming/events, sports, trail systems, and play. State parks are typically tourism destinations and are significant conservation sites mostly used for wildlife and water activities such as tent camping, vehicle camping, hiking, motor boating, and water skiing. Federal locations in Illinois consist mostly of water bodies and are primarily used for sailing, water skiing, and motor boating. Private recreation locations may offer a variety of activities such as athletic fields, walking tracks, playgrounds, campgrounds, and hunting areas.

The importance of providing outdoor recreation opportunities close to residents' homes or neighborhoods has continued to increase with most of the surveyed activities reported to be taking a more localized form. While this may be partially attributed to the COVID-19 pandemic, previous surveys have also shown greater participation at localized locations for most activities.

Funding Priorities

Public recreation providers identified their top funding priorities for two categories: Outdoor Recreation and Conservation Efforts and Facilities. For Outdoor Recreation and Conservation, the top three priorities were "maintain existing parks/recreation areas," "provide environmental/conservation programs," and "develop/improve existing land/water open spaces." The top facility priorities were "inclusive/ADA programs/facilities," "community/regional parks," and neighborhood parks."

Attitudes about Outdoor Recreation

Respondents were asked to rate the various factors they considered to be important when making decisions about engaging in outdoor recreation opportunities. Top contributing factors to respondents' decisions to participate in outdoor recreation activities include "to have fun," "exercise/keep healthy," "spend time with family and friends," and "experience nature and/or the outdoors." Survey respondents indicated that "health and fitness," "area inclusion"/service for all people, and "quality of life and economic development" are important aspects of parks and recreation. Additionally, over 70% of residents agreed with the importance of all of the other resources listed in the survey including "maintenance," "health and fitness," "area inclusion" (access for all people,) "quality of life and economic development," "trails and greenway development," "wildlife habitat protected and restored," "conservation education," "public access to lakes, rivers, and streams," and "land acquisition - outdoor rec." The top reported concerns regarding parks and recreation were "facilities are clean," "parking available," "increased accessibility," and "educational activities needed."

Outdoor Recreation Priorities

Priorities identified by the IDNR are listed in the 2021-2025 State of Illinois SCORP as:

- Improving Health and Wellness
- Access to Parks and Recreation
- Natural Resources and Conservation Management
- Funding and Economic Development

COVID-19 Pandemic

The COVID-19 pandemic has caused increased demand for recreation worldwide with a shift in participation towards localized opportunities. This trend was reflected nationally and in Illinois as participating agencies reported high park and trail use and Illinois resident survey participants reported a desire for equitable access to amenities and greater conservation of natural resources.



Local Trends

Local recreation participation trend information was derived from the Environmental Systems Research Institute (ESRI) Sports and Market Leisure Potential and Recreation Expenditures Report applied to Berwyn Park District boundaries.

This data is based on national propensities to use various products and services, applied to the local demographic composition of the Berwyn Park District area. Usage data was collected by Growth for Knowledge Mediamark Research and Intelligence, LLC (GfKMRI) in a national survey that was representative of U.S. households. Market Potential Index (MPI) measures the relative likelihood of the adults in the specified area to exhibit certain consumer behaviors or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Based on projected population, the top ten recreational activities Berwyn residents are most likely to participate in are:

1. Walking for exercise (30.0% / 7,113)
2. Hiking (16.3% / 3,877)
3. Weight lifting (14.0% / 3,325)
4. Swimming (13.1% / 3,118)
5. Jogging or Running (10.3% / 2,433)
6. Bicycling (Road) (9.9% / 2,347)
7. Yoga (9.8% / 2,332)

8. Bowling (9.0% / 2,142)
9. Aerobics (8.8% / 2,099)
10. Fishing (Fresh Water) (7.3% / 1,725)

The number of MPIs over 100 for Berwyn is higher than the planning team typically finds, which speaks to a very active community. Most communities have scores over 100 for approximately 12-15 activities, but Berwyn Park District has 17 activities that score over 100. This bodes well for program expansion in the future, particularly in fitness and outdoor recreation-oriented activities.

Because the MPI indicates likely participation, these results indicate good potential for the further expansion of indoor and outdoor recreation activities and there may be opportunities to grow some program areas in parks. There may also be potential for growth in indoor activities.

Product/Consumer Behavior	Expected # of Adults/HHs	Percent	MPI
Participated in Aerobics/12 Mo	2,099	8.8%	115
Participated in Archery/12 Mo	595	2.5%	101
Participated in Backpacking/12 Mo	839	3.5%	103
Participated in Baseball/12 Mo	748	3.2%	109
Participated in Basketball/12 Mo	1,461	6.2%	112
Participated in Bicycling (Mountain)/12 Mo	744	3.1%	95
Participated in Bicycling (Road)/12 Mo	2,347	9.9%	90
Participated in Boating (Power)/12 Mo	786	3.3%	74
Participated in Bowling/12 Mo	2,142	9.0%	109
Participated in Canoeing or Kayaking/12 Mo	1,350	5.7%	77
Participated in Fishing (Fresh Water)/12 Mo	1,725	7.3%	74
Participated in Fishing (Salt Water)/12 Mo	756	3.2%	94
Participated in Football/12 Mo	604	2.5%	100
Participated in Frisbee/12 Mo	643	2.7%	82
Participated in Golf/12 Mo	1,615	6.8%	85
Participated in Hiking/12 Mo	3,877	16.3%	85
Participated in Horseback Riding/12 Mo	437	1.8%	90
Participated in Hunting w/Rifle/12 Mo	620	2.6%	78
Participated in Hunting w/Shotgun/12 Mo	447	1.9%	77
Participated in Ice Skating/12 Mo	637	2.7%	109
Participated in Jogging or Running/12 Mo	2,433	10.3%	99
Participated in Motorcycling/12 Mo	567	2.4%	94
Participated in Pickleball/12 Mo	527	2.2%	89
Participated in Pilates/12 Mo	666	2.8%	103
Participated in Ping Pong/12 Mo	905	3.8%	101
Participated in Rock Climbing/12 Mo	437	1.8%	107
Participated in Roller Skating/12 Mo	524	2.2%	119
Participated in Skiing (Downhill)/12 Mo	475	2.0%	76
Participated in Soccer/12 Mo	993	4.2%	133
Participated in Softball/12 Mo	442	1.9%	107
Participated in Swimming/12 Mo	3,118	13.1%	84
Participated in Target Shooting/12 Mo	1,059	4.5%	98
Participated in Tennis/12 Mo	990	4.2%	110
Participated in Volleyball/12 Mo	691	2.9%	117
Participated in Walking for Exercise/12 Mo	7,113	30.0%	92
Participated in Weight Lifting/12 Mo	3,325	14.0%	94
Participated in Yoga/12 Mo	2,332	9.8%	98
Participated in Zumba/12 Mo	998	4.2%	142



Community Interest and Opinion Survey

ETC Institute administered a community interest and opinion survey on behalf of the Berwyn Park District. The data compiled from the survey will be used to help determine programs, parks facilities, and amenities for the future.

Methodology

The survey was administered to a random sample of households in Berwyn Park District and a total of 303 surveys were completed by households. The results of the random sample have a precision of at least $\pm 5.6\%$ at the 95% level of confidence.

The survey consisted of a cover letter and a postage paid return envelope. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Once households received the survey in the mail, ETC Institute sent follow-up reminder communications to encourage participation. The communication methods contained a link to the online version of the survey to make it convenient for residents to participate. For verification purposes, residents were asked to enter their home address at the end of the survey. ETC Institute then matched the addresses that were entered with the addresses originally selected for the random sample. If the address entered online didn't match with an address on the random sample, that online survey was not counted.

Survey findings are presented on the following pages.

Parks, Facilities, & Amenities - Overview

Most (85%) households have visited Berwyn Park District park(s) / facilities during the past year. Of these households, 48% gave the overall quality of parks / facilities visited an "excellent" or "good" rating.

The highest percentage of respondents (58%) indicated they have used the Park District for recreation/sports activities in the past year. Other organizations uses include public schools (33%), YMCA (31%), other neighboring Park Districts/jurisdictions (31%), and the Berwyn Recreation Department (23%).

The park facilities with the highest need percentage were large community parks (93%), walking paths in park (91%), small neighborhood parks (87%), multi-use hiking, biking, and walking trails (85%), and shaded picnic areas and shelters (83%). These same five facilities had a need that affected more than 16,000 households.



Nearly half (42%) of households indicated that they do not visit Berwyn Park District parks and / or facilities more often because they lack desired amenities. The next four popular reasons why households do not visit parks and / or facilities more often are because:

- Parks/facilities are not well maintained (38%)
- Restrooms are not open/not available (32%)
- They use parks/facilities in other communities (22%)

Parks, Facilities, & Amenities - Needs

Households were asked to identify if they had a need for 25 amenities / facilities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the Berwyn Park District that had the greatest “unmet” need for various parks and recreation facilities and amenities.

The facility / amenity with the highest percentage of households whose needs are currently being hardly met or not met at all is an outdoor swimming pool (11,426 households).

Parks, Facilities, & Amenities - Importance

In addition to assessing the needs for each amenity / facility, ETC Institute also evaluated the importance that households placed on each one. Based on the sum of households’ top four choices, the top four most important amenities / facilities to households are:

- Large community parks (37%)
- Community center (33%)
- Multi-use hiking, biking, and walking trails (30%)
- Walking paths in parks (28%).

Parks, Facilities, & Amenities - Investments

The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The PIR equally weighs (1) the importance that households place on each facility / amenity and (2) how many households have unmet needs for the facility / amenity.

Details regarding the methodology for this analysis are found in the following pages. Based on the PIR, the three facilities / amenities that were rated as high priorities for investment are:

- Multi-use hiking, biking, and walking trails (PIR=174)
- Outdoor swimming pool (PIR=172)
- Community center (PIR=170)

Programs - Overview

More than one-third (36%) of households have indicated that they had participated in Berwyn Park District recreation programs / activities over the past year. More than two-thirds (68%) of these households gave the overall quality of Berwyn Park District recreation programs / activities an “excellent” or “good” rating.

The top five reasons households do not use BPD programs or activities more often are:

- Lack of knowledge of programs offered (44%)
- Program times are not convenient (25%)
- Program not offered (22%)
- Lack of quality programs (22%)
- Old and outdated facilities (21%)

Recreation Programs - Needs

Households were asked to identify if they had a need for 27 programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the Berwyn Park District that had the greatest “unmet” need for various parks and recreation facilities and amenities.

The program with the highest percentage of households whose needs are currently being hardly met or not met at all is adult fitness and wellness programs (9,401 households).

Recreation Programs - Importance

In addition to assessing the needs for each program, ETC Institute also evaluated the importance that households placed on each one. Based on the sum of households’ top four choices, the top four most important programs to households are:

- Adult fitness and wellness programs (35%)
- Community and cultural special events (31%)
- Senior programs (18%)
- Water fitness programs/lap swimming (14%).

Recreation Programs - Investments

Based on the PIR, the eight programs that were rated as high priorities for investment are:

- Adult fitness and wellness programs (PIR=200)
- Community and cultural special events (PIR=175)
- Cultural enrichment programs (PIR=126)
- Water fitness programs/lap swimming (PIR=125)
- Adult visual arts/crafts programs (PIR=120)
- Adult performing arts programs (PIR=117)
- Counseling and mental health programs (PIR=116)
- Swim lessons (PIR=115)

The information sources used by the most households, to learn about parks, programs, activities, and news, are the Berwyn Park District Program Guide (57%), social media (52%), word of mouth (42%), the Park District website (32%), and flyers (23%).

Based on the sum of their top three choices, the parks and recreation services that respondents thought should receive the most attention from the District over the next three years were:

- Cleanliness of Berwyn Park District parks and facilities
- Safety in parks
- Innovation in developing new offerings

Recommendations

In order to ensure that Berwyn Park District continues to meet the needs and expectations of their service area, ETC Institute recommends that they sustain and / or improve the performance in areas that are identified as “high priorities” by the Priority Investment Rating (PIR). The amenities / facilities with the highest PIR ratings are:

Facilities / Amenities:

- Multi-use hiking, biking, and walking trails
- Outdoor swimming pool
- Community center
- Large community parks
- Walking paths in parks
- Indoor fitness and exercise facilities

Recreation Programs:

- Adult fitness and wellness programs
- Community and cultural special events
- Cultural enrichment programs
- Water fitness programs/lap swimming
- Adult visual arts/crafts programs
- Adult performing arts programs

To help Berwyn Park District to identify areas to emphasize over the next year, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance of items based on the percentage of importance and the percentage of satisfaction with each service.





ETC Institute has based their recommendations on the I-S analysis to objectively assess the priorities for the Berwyn Park District. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with Park District services over the next year. Based on the results of the I-S analysis, ETC Institute recommends emphasizing improvements in the following areas over the next year:

- Large community parks
- Walking paths in parks
- Small neighborhood parks
- Adult fitness and wellness programs
- Community and cultural special events
- Cultural enrichment programs

Priority Investment Rating Analysis Explained

The Priority Investment Rating (PIR) was developed by ETC Institute to provide government leaders with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The primary purpose of the PIR is to identify the facilities, amenities, and programs households think should receive the highest priority for investment. The PIR has two components:

1. The importance households place on items (sum of top four choices)
2. Households' unmet needs (needs that are only being 50% met or less)

Since decisions related to future investments should consider both the level of unmet need and the importance of facilities, amenities, and programs, the PIR weights each of these components equally. Essentially, the equation for the Priority Investment Rating is the sum of the Unmet Needs Rating (UNR) and the Importance Rating (IR): **PIR = UNR + IR**

Importance-Satisfaction Analysis Explained

Today, decision-makers have limited resources which need to be targeted to services that are of the most benefit to their residents. Two of the most important criteria for decision making are:

1. To target resources toward services of the highest importance to residents
2. To target resources toward those services where residents are the least satisfied

The Importance-Satisfaction (I-S) rating is a unique tool that allows public officials to better understand highly important decision-making criteria for each of the services they are providing. The I-S rating is based on the concept that public agencies will maximize overall resident satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the Park District to provide. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the Park District's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable.

I-S Rating = Importance x (1 - Satisfaction)

Example Calculation:

Respondents were asked to identify major categories of services they think are most important for the Park District to provide. Thirty percent (29.6%) of respondents selected the *quality / number of indoor amenities / features* as one of the most important parks and recreation services for the Park District to provide.

Regarding satisfaction, 43.3% of respondents rated the Park District's overall performance regarding the *quality / number of indoor amenities / features* as a "4" or "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses.

In this example, 29.6% was multiplied by 56.7% ($0.567 = 1 - 0.433$). This calculation yielded an I-S rating of 0.1678 which ranked first out of the 18 categories of Parks and Recreation services analyzed.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and

0% indicate they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

1. If 100% of the respondents were positively satisfied with the delivery of the service
2. If none (0%) of the respondents selected the service as one of the four most important areas for the Park District to emphasize over the next two years

Interpreting the Ratings

Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis and ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely increase emphasis (IS \geq 0.20)
- Increase current emphasis (IS = 0.10 - 0.20)
- Maintain current emphasis (IS < 0.10)

The results from BPD's I-S Analysis can be found in the appendix.



NO PETS
ALLOWED





Online Survey

The online survey provided participants the opportunity to give input on parks, facilities, and programs. It consisted of 16 multiple choice and open-ended questions, including a final comment box for any additional feedback.

Participation and Traffic

The online survey was open from November 29, 2023 through January 8, 2024 to solicit input from participants about parks, facilities, and programs. It was available in both English and Spanish. The English version collected 337 responses, while the Spanish translation collected one. The Park District provided links to the survey on their website and social media pages.

Of those who answered the residency question, 93.5% responders were Berwyn Park District residents.

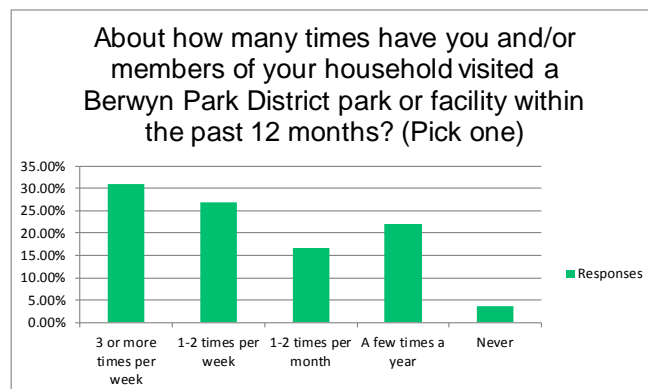
Format

The online questions were divided into five categories: Parks and Open Space, Indoor Facilities, Programs and Events, Park District Priorities, and Basic Demographics. All of the questions were optional, providing participants the ability to skip questions. The following is an overview of the results. Full results, including open-ended comments

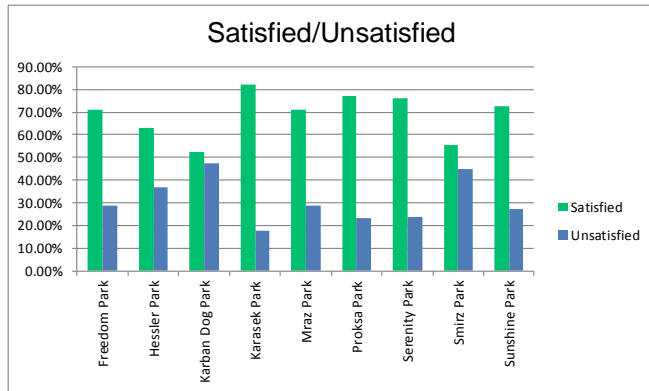
can be found in the appendix.

Overview

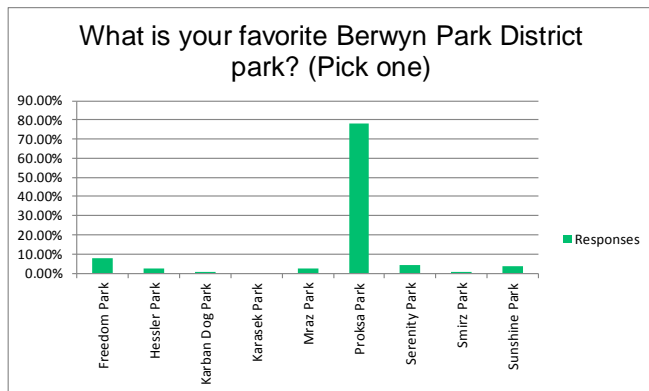
1. About how many times have you and/or members of your household visited a Berwyn Park District park or facility within the past 12 months? (388 responses)



2. How satisfied were you with the Berwyn Park District parks that you and/or members of your household visited in the last 12 months? (257 responses)



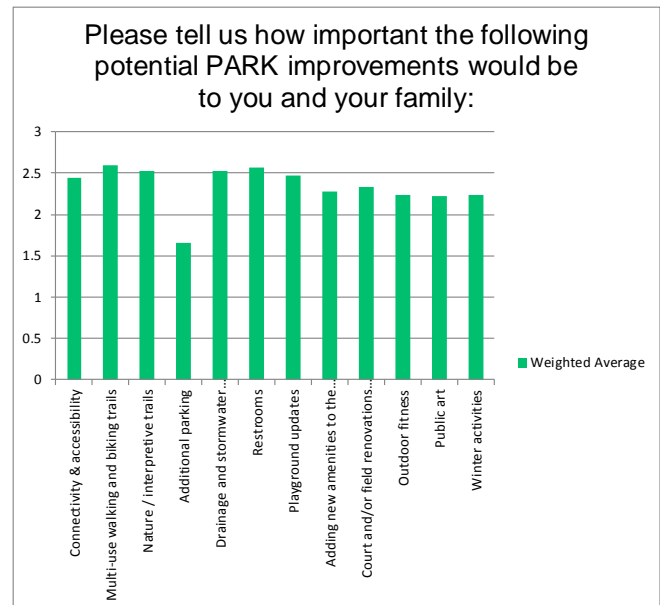
3. What is your favorite Berwyn Park District park? (263 responses)



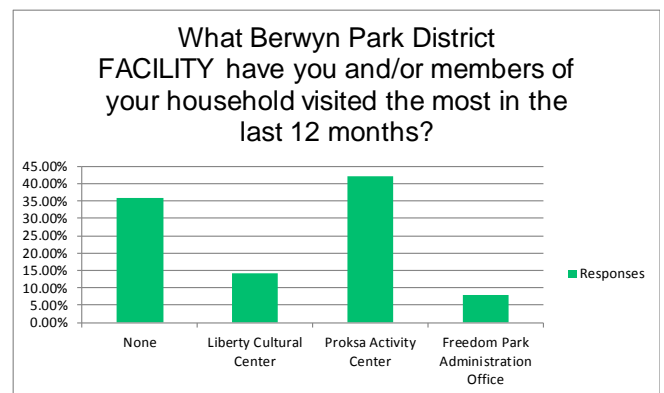
4. If you have not visit any of the Park District's parks, why not? (10 responses)



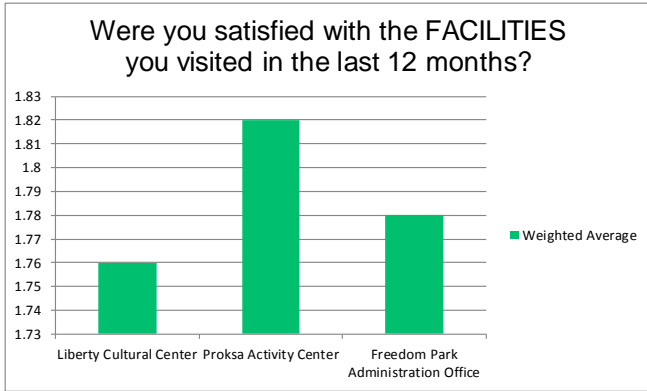
5. Please tell us how important the following potential PARK improvements would be to you and your family (263 responses)



6. What Berwyn Park District FACILITY have you and/or members of your household visited the most in the last 12 months? (255 responses)



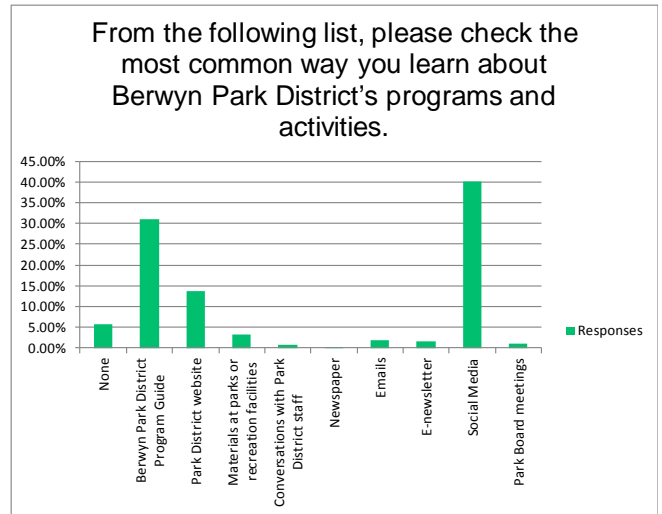
7. Were you satisfied with the FACILITIES you visited in the last 12 months? (239 responses)



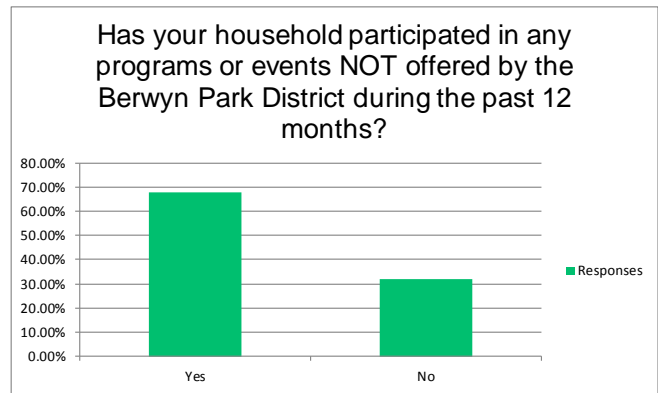
8. Please tell us how important the following potential improvements to INDOOR facilities would be to you and your family (247 responses)



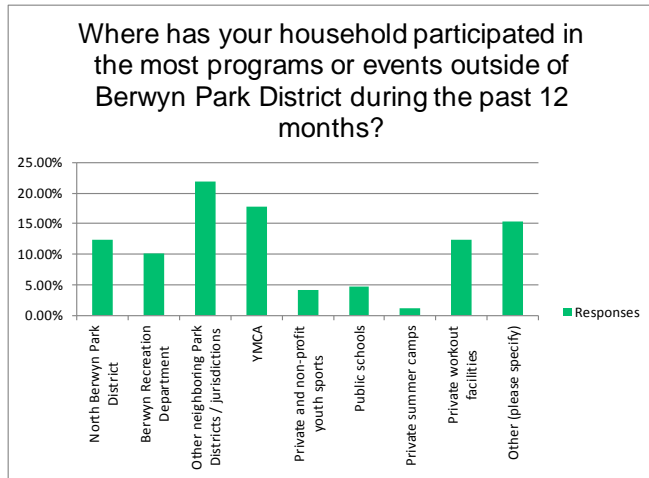
9. From the following list, please check the most common way you learn about Berwyn Park District's programs and activities (248 responses)



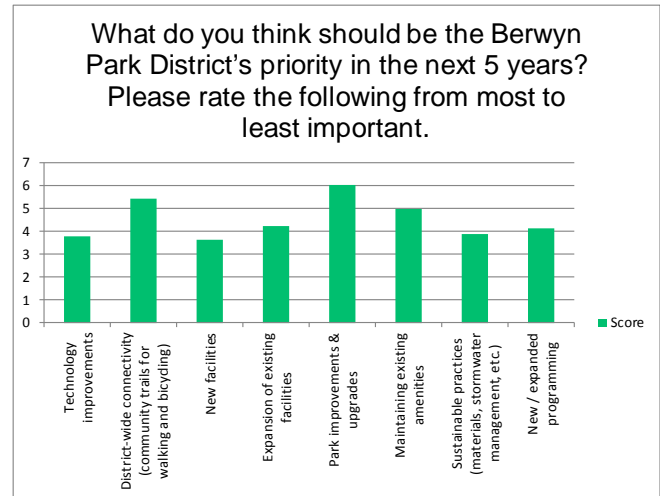
10. Has your household participated in any programs or events NOT offered by the Berwyn Park District during the past 12 months? (260 responses)



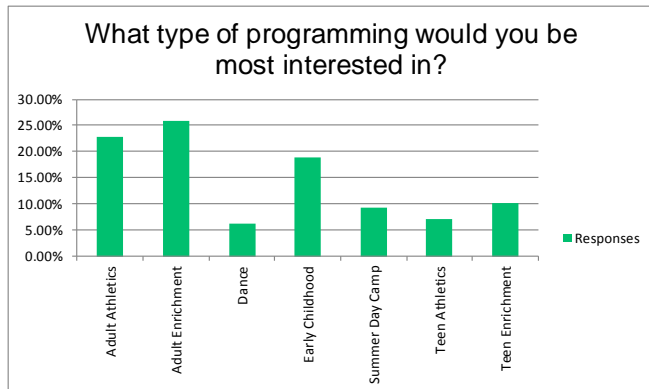
11. Where has your household participated in the most programs or events outside of Berwyn Park District during the past 12 months? (170 responses)



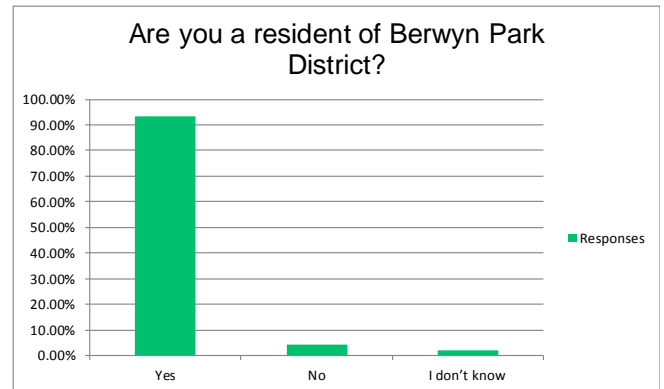
13. What do you think should be the Berwyn Park District's priority in the next 5 years? Please rate the following from most to least important (236 responses)



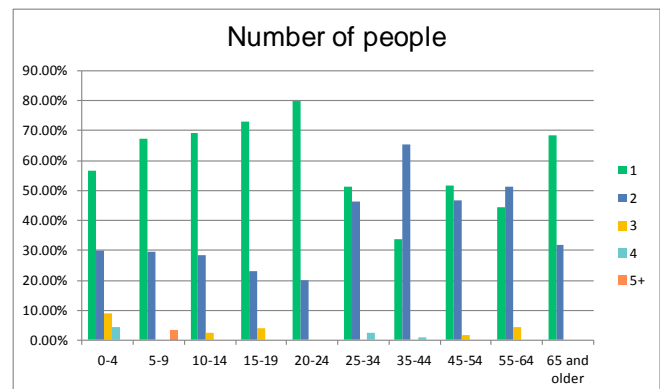
12. What type of programming would you be most interested in? (229 responses)



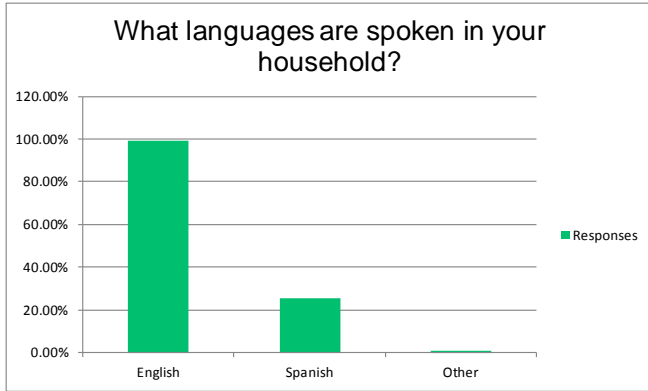
14. Are you a resident of Berwyn Park District? (233 responses)



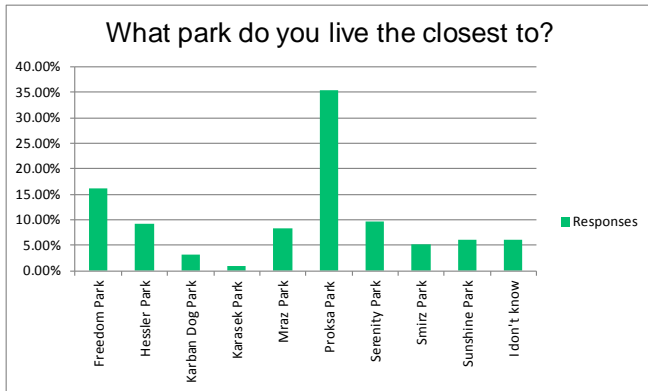
15. How many people of each age group reside in your household? (229 responses)



16. What languages are spoken in your household? (230 responses)



17. What park do you live the closest to? (230 responses)







Community Meetings

The following summary is an overview of the two community workshops held in January 2023.

Format

Berwyn Park District leadership invited members of the public to participate in a workshop to provide input for the District's Comprehensive Master Plan. An in-person evening event was held.

All participants were given a note card and asked to write down their comments and suggestions for the Park District based on a series of focus questions asked by the Planning Team. Each participant then selected the top two items most important to them. The group discussed the ideas and organized them based on theme.

All participants were then given the opportunity to vote on their favorite ideas. They could vote on either an entire category or specific item within a category. The results from both workshop are summarized and listed on the following pages. All comments are documented "as written" by community members during the meetings.

In-Person Meeting Comments

Indoor Facilities

- More free indoor walking tracks
- Indoor public parks
- Greenhouse facility
- Swimming pools that are open
- Upgrade facilities for events
- Rock climbing wall
- A place for youtubers to perform

Parks

- Better dog park
- More biking, hiking, walking paths
- Art in parks
- Splash pad at Smirz Park
- Trail network for biking, running, walking
- More places for kids basketball
- Nature playground
- Natural play for children and adults
- Nature play spaces
- Petting zoo outdoors
- Playground structures for different abilities, older children, more adventures
- Improve parks water retention (less turf, more native plants) to help with flooding
- Outdoor working swimming pool, no splash pad
- Dedicated bike trails that connect to Salt Creek Trail
- Roller coaster, Disneyland park
- Ice rink
- Monkey bars
- Water park
- Basketball hoops at Freedom Park

Access and Maintenance

- Upkeep (playground)
- Trees – plant more, maintain existing ones
- Plant native trees and plants
- Beautification, spray for weeds, park maintenance
- Safer routes between parks
- Apply for grants to plant trees
- Eradicate invasive plants, educate the public
- Turn water fountains back on
- More plantings (native and sustainable)
- Clean restroom
- Bike parking
- Connected safe routes between parks
- Park directory
- Bike parking

Programs

- Programming for ages 18+
- Middle-aged programming
- More variety of programming at smaller parks programming and amenities for teens

- Indoor programs, especially for teens
- Biking/camping, more group outdoor activities, tween and teen focused
- Something for all ages
- More affordable children's programming (currently use north riverside park district for kids)
- Birding for families
- Camping rentals
- Art activations/programming to engage with community
- Teen, tween, and parents out of cars
- Camping 101 night in the park
- Halloween haunted trail/path
- Camp gear rental in library

Acquisition

- Buy empty lots for pocket parks
- Acquire more park land
- Acquire more land/facilities

Special events

- Events for adults
- Better event planning
- More special use events at all parks
- An outdoor bandshell stage for public performances
- Community events that focus on connecting/building a better Berwyn

Communication

- Outreach to residents
- Better online registration
- Consistent and better marketing
- Communications and website, including bilingual materials
- Be a place for community to be community
- Community outreach and programming
- Consolidate/collaborate with North Berwyn Park District and City Recreation
- Less politics in parks



Stakeholder Interviews

The following summary is an overview of the discussions among the ten stakeholder participants representing four Berwyn agencies and organizations.

Format

The stakeholder interviews were structured as facilitated discussions between participants considering both their role as a stakeholder representative (for those representing a specific community agency or organization) and as an individual Park District participant. A list of questions was used to lead the discussion. Some questions were skipped or not asked as participants provided answers earlier in the conversation or if time ran out due to more in-depth conversation around earlier questions.

The stakeholder interviews consisted of four zoom sessions with 1-3 participants per call.

The following responses are not direct quotations, but rather a summarized interpretation of the participants' conversations.

Results

Recreation

YMCA, WSSRA

Relationship

- Current relationship with BPD is good
- Relationship and collaboration with BPD has fluctuated throughout the years
- Looking to reduce any competition between recreation entities
 - Openness to share staff, space, programs, support with YMCA and WSSRA
- Improve/increase collaboration, such as
 - Special events collaboration, utilize the 65,000sqft YMCA space
 - Combining staffing, volunteers, and financial resources to create better opportunities for the community
- Minimize service, facility, and amenity gaps
 - YMCA has an indoor pool
 - YMCA has day camps
 - WSSRA provides special recreation programming
- Equal opportunity at reservations

- Access to facilities during everyone's prime time
- Committed time and day events/programming to create consistency
- Maintain open green spaces
- Evaluate demand by consumers to provide accurate and inclusive events for all
- Improve presence in the community
 - Rebuilding credibility within the community
 - Collaboration with the community, listen to what residents want
 - Improve communications with residents

Public Arts Commission

Board Members of Berwyn Public Arts Commission

- Continue to put public art into parks, such as
 - Benches at busy intersections and green spaces
 - Received positive feedback on board installation at 34th and Oak green space
 - Holiday decorations
 - Collaboration with local artist for a mural
- Remove or replace old and broken amenities
 - Splash pad at Freedom Park
 - Clean restrooms at Proksa
 - Maintenance of landscaping throughout parks
- Partnerships and collaborations in the community
 - Increase enrollment numbers
 - Less competing and more working together to compliment each other
- Fix inconsistencies within the community
 - There needs to be consistent program times, communication, location, teachers, knowledge of what park district is offering which programs
- Wider range of adult programs
- Website and program guides need to be updated
 - Google translate on website, feature board meetings and interactive calendar
- Give a platform for collaboration – events, entertainment, arts, schools

Residents

Adjacent to Proksa Park

- Disc golf course upgrades
 - More signage, front board directory with map
- Upgrades needed for website
 - Online registration is very difficult to use, and website is hard to navigate
- Improved communication with the residents
 - BPD should be up front with budgets, meeting notices, programs, and partnerships
- Run programs better
 - Many teachers of the programming are mostly parent volunteers and have no passion or skill for the sports
 - More advertisement for programs

- Program gaps for middle-aged and seniors
- Youtube, coding, video, technology teen classes
- Overall upgrades to parks and amenities
 - Update signs with dual language
 - More signage for natural areas and habitats for critters
 - Consistently plowing pathways in the winter
 - Vandalism in the parks
 - Weed overgrowth, mulch, landscaping needs more attention
 - PBD needs a working pool

Residents

Residents of Berwyn Park District

- Program registration is challenging
- Clean up landscaping throughout parks
- Better programming for seniors
 - Knitting, yoga, field trips, dance classes
- Better programming for the Latino population
- Maintain existing parks better
- Proksa Park has gone downhill
 - Gardens are full of weeds
 - Community garden plots need more sun
 - Maintain walking loop path
 - Add more benches and drinking fountains
 - More signage in the gardens



Staff Input

The following summaries are an overview of the workshop completed by Berwyn Park District staff and the facilitated discussion with Staff Leadership.

Berwyn Park District staff members were asked a series of focus questions. Each participant then had the opportunity to write down all of their ideas and comments. From this list, they chose their three most important items for the Park District to focus on over the next five years. The group categorized these ideas to find similar themes and goals, then voted on priorities. They were allowed to vote on a category or a single item within a category.

The results are summarized and listed on the next page. All comments are documented “as written” by staff members during the meeting.

Staff Leadership participated in a separate exercise that was structured in a similar manner to the stakeholder interviews. A summary of that discussion follows the workshop results.

Topics

Aquatics

- Pool/splash
- Water facility
- Indoor pool

Facilities

- Sports dome (3 votes)
- New recreation center (15 votes)
- ARC – athletic and recreational center
- Fitness center (4 votes)
- Indoor workout gym and running/walking track
- Large facility with room for offices in one building (2 votes)
- Full kitchen at Proksa
- Upgrade buildings
 - Is it feasible to tear down buildings and rebuild?

Programs/Events

- New program events (5 votes)
- Adult programming at night/weekends (3 votes)
- Free events
- Special events

Parks

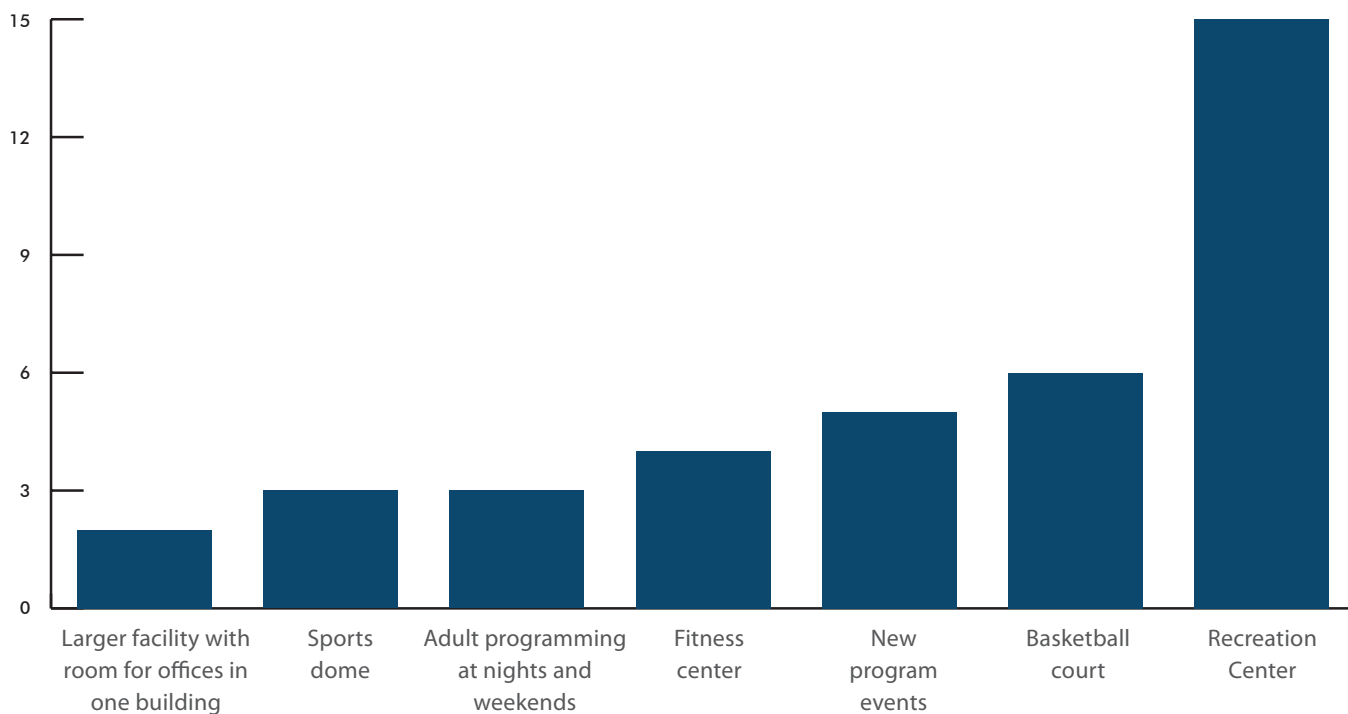
- Improved playgrounds
- Basketball court (6 votes)
- Outdoor basketball court
- Dog fountains
- Gazebo for outdoor music venue/improv

Communications

- Community relationships for sponsorships and revenue
- Community outreach to become the go-to in Berwyn for recreation programming

Maintenance

- Proksa dumpsters





Board Input

The following is an overview of the discussion held between the five Board of Commissioners members.

Format

The planning team reviewed the Analyze phase data with the Berwyn Park District Board of Commissioners. At the conclusion of the presentation, the Board members were asked for their thoughts on what the Park District is doing well, what could be improved, and what they feel the Park District's highest priorities should be over the next five years. A conversation was held, with Board members discussing their thoughts and building off of one another's responses. At the end of the discussion, the planning team asked each Board member to state their top priority for the Park District.

The following responses are not direct quotations, but a summarized interpretation of the participants' conversations.

Programs

- Coordinated programs with adjacent agencies
- Programming should be innovative, staff, affordable
- Maintain/upgrade what we have with new offerings as far as programming
- Teen programming

Facilities

- Offices centralized
- Improve existing facilities and spaces
- New or renovated activity/recreation/community facility
- Look at facilities to host programming and sports
- More intentional use of Liberty – athletic space/usable facilities
- Fix Liberty or sell it

Staff

- Improve customer service, hours, after-school when there is no school in session
- Consolidation of Park Districts and City Recreation
- Not wasting resources by competing with other entities
- Coordination with the Berwyn Recreation Department

**Parks**

- More natural parks and play areas
- Splash pad removal
- Water features working – splash pad, pond, fountain
- Master plan for Proksa, Freedom, Serenity
- Freedom splash pad/aquatic
- Acquire more and larger land – community or neighborhood park in northeast corner





OR WE LIVE IN A CITY

ENVISION

alternative strategies



Overview

This Chapter documents the Envision & Implement: Alternative & Preferred Strategies phase of the comprehensive master planning process.

Purpose

The purpose of the Envision: Alternative Strategies phase is to develop actionable items for the Park District to accomplish over the next five years.

The project team conducted a visioning workshop to develop a series of goals and strategies to address the opportunities revealed during the Analyze and Connect phases. The strategies were then organized into primary goals that relate back to the needs that were identified in the previous phases. Following the visioning workshop, the project team met with Park District staff members to review and build upon the proposed strategies.

The planning team then met with both staff and the Park District Board of Commissioners to review the initial priorities and determine the most preferred action items to implement over the next five years.

 Expand	 Core Services	 Partnership
 Steward	 Inclusive	 Inform
 Access	 Engage	 Advocacy
 Comfort	 Placemaking	 Vision
 Natural Systems		 Viability
 Parks for All		



EXPAND: Expand recreation amenities to keep pace with the growing needs of the community and maintain a high level of quality expected by residents.

1. Renovate existing well utilized amenities that are beyond useful life

- A) Develop replacement program for playgrounds, fields, courts, shelters, etc.
- B) Playground replacement priorities:
 - Priority 1: Proksa Park
 - Priority 2: Smirz Park and Hessler
 - Priority 3: Freedom Park
 - Priority 4: Sunshine Park
- C) Shelter replacement priorities:
 - Priority 1: Smirz Park
 - Priority 2: Freedom Park
- D) Field and Court replacement priorities:
 - Priority 1: Proksa Park tennis courts
 - Priority 2: Proksa Park ballfields
 - Priority 3: Freedom Park synthetic turf field

2. Evaluate opportunities to add new amenities within the District

- A) Including but not limited to basketball courts, pickleball courts, outdoor fitness, nature based, inclusive and/or adventure playground, sports dome, etc.
- B) Develop park specific master plans and consider inclusion of additional amenities as appropriate (highest priority for Community and Neighborhood Parks)
 - Priority 1: Proksa Park
 - Priority 2: Freedom Park
 - Priority 3: Sunshine Park
- C) Prepare feasibility study for amenities with more challenging development requirements including sports dome, pickleball courts, nature-based and/or inclusive playground etc.

3. Improve and expand walking/multi-use paths throughout District

- A) Develop comprehensive District trail plan for improved accessibility, enhanced connectivity and expanded trail options including nature trails
- B) Walking path replacement/expanded trail priorities:
 - Priority 1: Proksa Park
 - Priority 2: Smirz Park and Hessler Park
 - Priority 3: Freedom Park
 - Priority 4: Sunshine Park

4. Evaluate opportunities for outdoor water based facilities

- A) Renovate existing splash pad at Freedom Park
- B) Consider adding a splash pad at Proksa Park
- C) Consider partnership with aligned community agencies to provide access to outdoor aquatics
- D) Perform feasibility study for outdoor aquatics in conjunction with Community Center development



EXPAND: Expand recreation amenities to keep pace with the growing needs of the community and maintain a high level of quality expected by residents, continued.

5. Renovate/expand dog park

- A) Renovate dog park or consider new location at Smirz Park

6. Community Center/address Liberty Cultural Center

- A) Prepare plan for renovations at Liberty Cultural Center and/or move programming from this facility to others in the District until completion of safety items
- B) Perform feasibility study for development of a community center at Liberty Cultural Center and/or other available parcels within District boundaries
- C) Evaluate the potential for bond issuance to fund proposed Community Center improvements
- D) Collect specific community input on the potential development of a Community Center to evaluate resident support

7. Implement a facility assessment to identify a comprehensive and detailed list of recommendations based on initial community feedback/interests:

- A) Flex programming space
- B) Early childhood programming space
- C) Adult programming space
- D) Rental space

8. Consider relocation of preschool and daycare to Recreation Center to allow administrative use at Freedom Park building

9. Consider rental space at Proksa Park building



STEWARD: Maintain and improve the quality of District’s parks and facilities to ensure they meet the needs of current and future generations.

1. Develop maintenance plan/consider outsourcing/hiring summer staff

- A) Define and expand volunteer opportunities that support the stewardship of parks for both one-time volunteer groups and on-going volunteers.
- B) Provide adequate levels of staffing and other resources to maintain existing park and recreation facilities.

2. Address grading and drainage concerns at parks

3. Continue to seek partnership opportunities with MWRD for implementation/funding



ACCESS: Evaluate land acquisition as opportunities arise to expand park access, prioritizing investment where there is highest unmet need.

1. Acquire land as opportunities arise

- A) Highest priority in planning area #1 NE corner of District boundary
- B) Develop unimproved green space to fill gaps and meet needs of the community



COMFORT: Design and improve parks for better comfort and safety with improved essential infrastructure including shade, seating, drinking fountains, and restrooms.

1. Consider opportunities to provide additional shade/picnic shelter opportunities as parks

- A) Priority 1 Proksa Park
- B) Priority 2: Hessler Park

2. Consider opportunities to make access to restrooms available at parks

- A) Permanent (community and neighborhood)
- B) Temporary (mini parks)



NATURAL SYSTEMS: Preserve and enhance the District's urban tree canopy, protect natural open space, and increase nature interaction in parks.

1. Consider expanding outdoor environmental education opportunities
2. Develop a community forestry program - seek funding with Urban and Community Forestry Grant for Government Entities or Tree Equity Grant for Disadvantaged Communities
3. Plan and implement nature trails within the District
4. Consider a future environmental/nature education center
5. Consider opportunities for outdoor environmental/nature camps and programming



PARKS FOR ALL: Design and retrofit parks and facilities for improved accessibility, connectivity, and inclusion for all ages and abilities.

1. Develop a Universal and Inclusive Design Audit and Feasibility Study of existing parks and recreation facilities - including curb ramps, sidewalk and path conditions, park feature accessibility, amenities and signage - to identify and prioritize improvements
 - A) Priority #1: Proksa Park Activity Center
 - B) Priority #2: Freedom Park building
2. Improve/expand walking/multi-use paths for District wide connectivity, leverage community partnerships for implementation, and seek grant opportunities for funding
3. Evaluate access and equity for parks and amenities in planning areas #1 and #3
4. Incorporate universal design and inclusive play best practices for all new playground and play area projects



CORE SERVICES: Improve and enhance core services and programs that support physical, mental, emotional, and social health outcomes.

1. Expand adult program offerings
2. Expand early childhood programs/preschool
3. Consider teen programming
4. Swim/water fitness lessons
5. Expand program offerings that focus on health & wellness, creativity & personal expression, nature & environment and cultural benefits



INCLUSIVE: Continue to nurture introductory programs and expand opportunities to fill service gaps within the community.

1. Fill gaps in program opportunities including visual arts, nature & environment, preschool and aquatics
2. Integrate cultural diversity into recreation programs and facilitate multi-generational interactions and dialogues
3. Consider expanding program areas for age groups with needs and interests that are unmet
4. Continue to nurture programs in 'Introductory' stage into 'Gaining Traction'



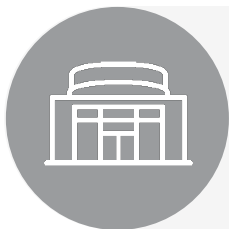
ENGAGE: Build participation and retention rates with program offerings.

1. Youth programming and sports leagues are performing well, consider expanding
2. Refresh day camps to bring back to 'Performing' stage
3. Offer more programming for early morning or late evening hours to appeal to those working the traditional workday
4. Consider additional programs with longer durations to build relationships and retain participants
5. Cross-promote programs with current participants, especially at special events
6. Reach out to past participants to keep engaged in recreation programs



PLACEMAKING: Provide programs and special events that celebrate Berwyn's unique cultures, arts, music, people, and surrounding landscape.

1. Incorporate artful design elements into parks that reflect the culture of the surrounding neighborhood and/or community.
2. Continue special events and improve operations at events



PARTNERSHIP: Collaborate and optimize partnerships to provide and promote park and recreation experiences for the community of Berwyn.

1. Continue collaboration with other community providers (NBPD/City/YMCA/WSSRA)
2. District wide connectivity (trails for walking/biking)



INFORM: Connect residents/users to information about their parks, facilities, and recreation program offerings provided by the District to increase visitation.

1. Improve communication with residents

- A) Website
- B) Brochure
- C) Social media
- D) Search Engines
- E) Yelp

2. Improve marketing and online presence

- A) Consistency
- B) Frequency
- C) Quality
- D) Encourage engagement with content

3. Encourage participants to write reviews to increase District visibility

4. Increase marketing to past participants to encourage continued involvement



ADVOCACY: Continue to stand out as a top recreation provided in the community amongst peers.

1. Offer diverse parks and programming opportunities

2. Offering high quality recreation amenities and facilities

3. Offering unique offerings that diversify them from others



VISION: Build upon and share vision for growth while enhancing organizational trust both internally and externally.

1. Develop a strategic plan
2. Strengthen and expand documentation of existing agreements and ownership documents on a more consistent basis.
3. Develop procedures for rentals



VIABILITY: Prioritize financial stability and equitable access to quality parks and recreation experiences.

1. Expand additional revenue opportunities beyond tax base
 - A) Rental opportunities (picnic shelters and facilities)
 - B) Preschool
2. Develop procedures for rentals
3. Evaluate grant opportunities to leverage funding for continued investment in capital improvement projects.
4. Apply for OSLAD grant funding for renovations to Proksa Park
5. Identify opportunities to increase community support and revenue opportunities such as partnerships, volunteers, fundraising, and not-for-profit charitable foundation.







CHECKMATE

IMPLEMENT

preferred strategies

Action Plan

The Implement: Action Plan Chapter outlines the proposed tasks and projects for the Berwyn Park District over the next five years.

Purpose

This chapter outlines the steps and potential timeline for implementing the Comprehensive Master Plan strategies identified in the previous chapter from the Envision phase. They were further refined and finalized through workshops with the Berwyn Park District staff and Board of Commissioners to develop the action plan. The action plan guides BPD in implementing the strategies over the next five years and will be periodically re-evaluated and adjusted to reflect completed projects and the community's changing needs.

This chapter is organized by the defined objectives as listed in the following pages. Determined through discussion with Park District staff and Board of Commissioners, goals were organized into a 5-year Action Plan or listed as recurring best practices.

The action plan is organized as follows:

- An at-a-glance Action Plan timeline with each year divided into quarters (Q1, Q2, Q3, and Q4) to provide a general idea of when each action or action item step might start or end within a given year
- A detailed summary of the action items provided in a year-by-year graphic timeline and list in chronological order from 2023 - 2029+

The Berwyn Park District is following a January to December fiscal year.

Current Year 2024

Year 1 2025

Jan Feb March	April May June	July August Sept	Oct Nov Dec
Quarter 1	Quarter 2	Quarter 3	Quarter 4
		Develop Master Plan & Prepare OSLAD Grant Application for Proksa Park \$30,000	
		Apply for Tree Equity Grant Funding	

Jan Feb March	April May June	July August Sept	Oct Nov Dec
Quarter 1	Quarter 2	Quarter 3	Quarter 4
	Design / Engineer / Permit / Bidding Proksa Park OSLAD \$150,000		
	Implement Tree Planting		
Develop Strategic Plan \$30,000			

Legend

- Facilities
- Parks and Open Space
- Administrative
- Other

Five-Year Action Plan

Berwyn Park District Comprehensive Master Plan

Year 2 2026

Year 3 2027

Jan Feb March	April May June	July August Sept	Oct Nov Dec
Quarter 1	Quarter 2	Quarter 3	Quarter 4
Perform Feasibility Study for Recreation Center \$30,000			
	Construct Proksa Park OSLAD Improvements \$1,050,000		
		Develop Master Plan & Prepare OSLAD Grant Application for Freedom Park \$30,000	

Jan Feb March	April May June	July August Sept	Oct Nov Dec
Quarter 1	Quarter 2	Quarter 3	Quarter 4
Collect Community Input & Prepare Referendum for Recreation Center \$30,000			
Design / Engineer / Permit / Bidding Freedom Park OSLAD Improvements \$150,000			

Legend

- Facilities
- Parks and Open Space
- Administrative
- Other

Five-Year Action Plan

Berwyn Park District Comprehensive Master Plan

Year 4 2028

Year 5 2029

Jan Feb March	April May June	July August Sept	Oct Nov Dec
Quarter 1	Quarter 2	Quarter 3	Quarter 4
Design / Engineer / Permit / Bidding Recreation Center	→		
Construct Freedom Park OSLAD Improvements \$1,050,000	→		

Jan Feb March	April May June	July August Sept	Oct Nov Dec
Quarter 1	Quarter 2	Quarter 3	Quarter 4
	Recreation Center Improvements	→	
Design / Engineer / Permit / Bidding Smirz Park Improvements (playground/ shelter) \$30,000	→		
Design / Engineer / Permit / Bidding Hessler Park Improvements (playground/ shelter) \$30,000	→		
Develop a Universal and Inclusive Design Audit and Feasibility Study	→		





EXPAND: Expand recreation amenities to keep pace with the growing needs of the community and maintain a high level of quality expected by residents.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Renovate existing well utilized amenities that are beyond useful life					
Develop replacement program for playgrounds, fields, courts, shelters, etc.					
Playground replacement priorities:	Develop replacement program for playgrounds, fields, courts, shelters, etc.	●			
	Priority 1: Proksa Park	●			
	Priority 2: Smirz Park and Hessler	●			
	Priority 3: Freedom Park		●		
	Priority 4: Sunshine Park			●	
Shelter replacement priorities:	Priority 1: Smirz Park	●			
	Priority 2: Freedom Park		●		
	Priority 3: Sunshine Park			●	
Field and Court replacement priorities:	Priority 1: Proksa Park tennis courts		●		
	Priority 2: Proksa Park ballfields		●		
	Priority 3: Freedom Park synthetic turf field			●	
Evaluate opportunities to add new amenities within the District					
Including but not limited to basketball courts, pickleball courts, outdoor fitness, nature based, inclusive and/or adventure playground, sports dome, etc.					●
Develop park specific master plans and consider inclusion of additional amenities as appropriate (highest priority for Community and Neighborhood Parks)	Priority 1: Proksa Park	●			
	Priority 2: Freedom Park		●		
	Priority 3: Sunshine Park			●	



EXPAND: Expand recreation amenities to keep pace with the growing needs of the community and maintain a high level of quality expected by residents.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Evaluate opportunities to add new amenities within the District					
Prepare feasibility study for amenities with more challenging development requirements including sports dome, pickleball courts, nature-based and/or inclusive playground etc. (can be internal study or external consultant)					●
Improve and expand walking/multi-use paths throughout District					
Develop comprehensive District trail plan for improved accessibility, enhanced connectivity and expanded trail options including nature trails			●		
Walking path replacement/expanded trail priorities	Priority 1: Proksa Park	●			
	Priority 2: Smirz Park and Hessler Park	●			
	Priority 3: Freedom Park		●		
	Priority 4: Sunshine Park			●	
Evaluate opportunities for outdoor water based facilities					
Renovate existing splash pad at Freedom Park		●			
Consider adding a splash pad at Proksa Park				●	
Consider partnership with aligned community agencies to provide access to outdoor aquatics					●
Perform feasibility study for outdoor aquatics in conjunction with Community Center development		●			
Renovate/expand dog park					
Renovate dog park or consider new location at Smirz Park			●		



EXPAND: Expand recreation amenities to keep pace with the growing needs of the community and maintain a high level of quality expected by residents.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Community Center/address Liberty Cultural Center					
Prepare plan for renovations at Liberty Cultural Center and/or move programming from this facility to others in the District until completion of safety items		●			
Perform feasibility study for development of a community center at Liberty Cultural Center and/or other available parcels within District boundaries		●			
Evaluate the potential for bond issuance to fund proposed Community Center improvements		●			
Collect specific community input on the potential development of a Community Center to evaluate resident support		●			
Implement a facility assessment to identify a comprehensive and detailed list of recommendations based on initial community feedback/interests:			●		
Flex programming space			●		
Early childhood programming space			●		
Adult programming space			●		
Rental space			●		
Consider relocation of preschool and daycare to Recreation Center to allow administrative use at Freedom Park building			●		
Consider rental space at Proksa Park building			●		



STEWARD: maintain and improve the quality of District’s parks and facilities to ensure they meet the needs of current and future generations.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Develop maintenance plan/consider outsourcing/hiring summer staff					
Define and expand volunteer opportunities that support the stewardship of parks for both one-time volunteer groups and on-going volunteers.					●
Address grading and drainage concerns at parks					●
Continue to seek partnership opportunities with MWRD for implementation/funding					●



ACCESS: Evaluate land acquisition as opportunities arise to expand park access, prioritizing investment where there is highest unmet need.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Acquire land as opportunities arise					
Highest priority in planning area #1 NE corner of District boundary.					●
Develop unimproved green space to fill gaps and meet needs of the community					●



COMFORT: Design and improve parks for better comfort and safety with improved essential infrastructure including shade, seating, drinking fountains, and restrooms.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Consider opportunities to provide additional shade/picnic shelter opportunities as parks					
Priority 1 Proksa Park		●			
Priority 2: Hessler Park			●		
Consider opportunities to make access to restrooms available at parks					
Permanent (community and neighborhood)				●	
Temporary (mini parks)				●	



NATURAL SYSTEMS: Preserve and enhance the District’s urban tree canopy, protect natural open space, and increase nature interaction in parks.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Consider expanding outdoor environmental education opportunities					●
Develop a community forestry program - seek funding with Urban and Community Forestry Grant for Government Entities or Tree Equity Grant for Disadvantaged Communities		●			
Plan and implement nature trails within the District					●
Consider a future environmental/nature education center				●	
Consider opportunities for outdoor environmental/nature camps and programming					●



PARKS FOR ALL: Design and retrofit parks and facilities for improved accessibility, connectivity, and inclusion for all ages and abilities.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Develop a Universal and Inclusive Design Audit and Feasibility Study of existing parks and recreation facilities - including curb ramps, sidewalk and path conditions, park feature accessibility, amenities and signage - to identify and prioritize improvements					
Priority #1: Proksa Park Activity Center		●			
Priority #2: Freedom Park building			●		
Improve/expand walking/multi-use paths for District wide connectivity, leverage community partnerships for implementation, and seek grant opportunities for funding					●
Evaluate access and equity for parks and amenities in planning areas #1 and #3					●
Incorporate universal design and inclusive play best practices for all new playground and play area projects					●



CORE SERVICES: Improve and enhance core services and programs that support physical, mental, emotional, and social health outcomes.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Expand adult program offerings					●
Expand early childhood programs/preschool					●
Consider teen programming					●
Swim/water fitness lessons					●
Expand program offerings that focus on health & wellness, creativity & personal expression, nature & environment and cultural benefits					●



INCLUSIVE: Continue to nurture introductory programs and expand opportunities to fill service gaps within the community.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
	Fill gaps in program opportunities including visual arts, nature & environment, preschool and aquatics				●
	Integrate cultural diversity into recreation programs and facilitate multi-generational interactions and dialogues				●
	Consider expanding program areas for age groups with needs and interests that are unmet				●
	Continue to nurture programs in 'Introductory' stage into 'Gaining Traction'				●



ENGAGE: Build participation and retention rates with program offerings.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
	Youth programming and sports leagues are performing well, consider expanding				●
	Refresh day camps to bring back to 'Performing' stage				●
	Offer more programming for early morning or late evening hours to appeal to those working the traditional workday				●
	Consider additional programs with longer durations to build relationships and retain participants				●
	Cross-promote programs with current participants, especially at special events				●
	Reach out to past participants to keep engaged in recreation programs				●



PLACEMAKING: Provide programs and special events that celebrate Berwyn’s unique cultures, arts, music, people, and surrounding landscape.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Incorporate artful design elements into parks that reflect the culture of the surrounding neighborhood and/or community.					●
Continue special events and improve operations at events					●



PARTNERSHIP: Collaborate and optimize partnerships to provide and promote park and recreation experiences for the community of Berwyn.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Continue collaboration with other community providers (NBPD/City/YMCA/WSSRA)					●
District wide connectivity (trails for walking/biking)					●



INFORM: Connect residents/users to information about their parks, facilities, and recreation program offerings provided by the District to increase visitation.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Improve communication with residents					
Website					●
Brochure					●
Social Media					●
Search Engines					●
Yelp					●
Improve marketing and online presence					
Consistency					●
Frequency					●
Quality					●
Encourage engagement with content					●
Encourage participants to write reviews to increase District visibility					●
Increase marketing to past participants to encourage continued involvement					●



ADVOCACY: Continue to stand out as a top recreation provided in the community amongst peers.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
Offer diverse parks and programming opportunities					●
Offering high quality recreation amenities and facilities					●
Offering unique offerings that diversify them from others					●



VISION: Build upon and share vision for growth while enhancing organizational trust both internally and externally.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
	Develop a strategic plan	●			
	Strengthen and expand documentation of existing agreements and ownership documents on a more consistent basis.				●
	Develop procedures for rentals				●



VIABILITY: Prioritize financial stability and equitable access to quality parks and recreation experiences.

STRATEGIES:	ACTION:	SHORT TERM: (1-5 years)	MID TERM: (5-10 years)	LONG TERM: (beyond 10 years)	ONGOING
	Expand additional revenue opportunities beyond tax base				
	Rental opportunities (picnic shelters and facilities)				●
	Preschool				●
	Develop procedures for rentals				●
	Evaluate grant opportunities to leverage funding for continued investment in capital improvement projects.				●
	Apply for OSLAD grant funding for renovations to Proksa Park				●
	Identify opportunities to increase community support and revenue opportunities such as partnerships, volunteers, fundraising, and not-for-profit charitable foundation.				●





ESCAPE TUNNEL



APPENDIX



Memo

Date: January 26, 2024
 To: Cathy Falon, BPD
 From: Abby Mies, Hitchcock Design Group

RE: BPD Comp Plan - Online Survey Review

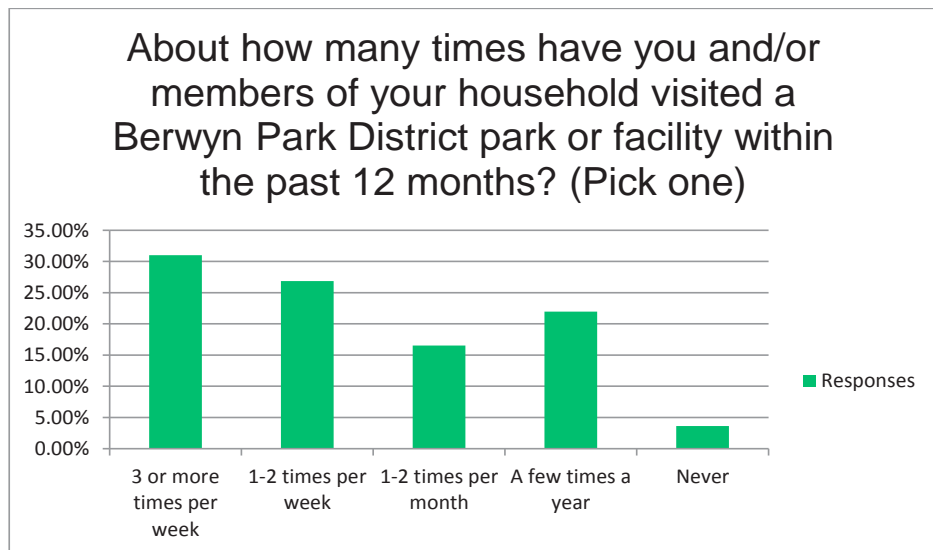
Survey Summary:

388 survey responses as of 5:00 PM on January 8, 2024

1. About how many times have you and/or members of your household visited a Berwyn Park District park or facility within the past 12 months? (Pick one)

- o Answered: 388
- o Skipped: 0

Answer Choices	Responses	
3 or more times per week	31.01%	120
1-2 times per week	26.87%	104
1-2 times per month	16.54%	65
A few times a year	21.96%	85
Never	3.62%	14

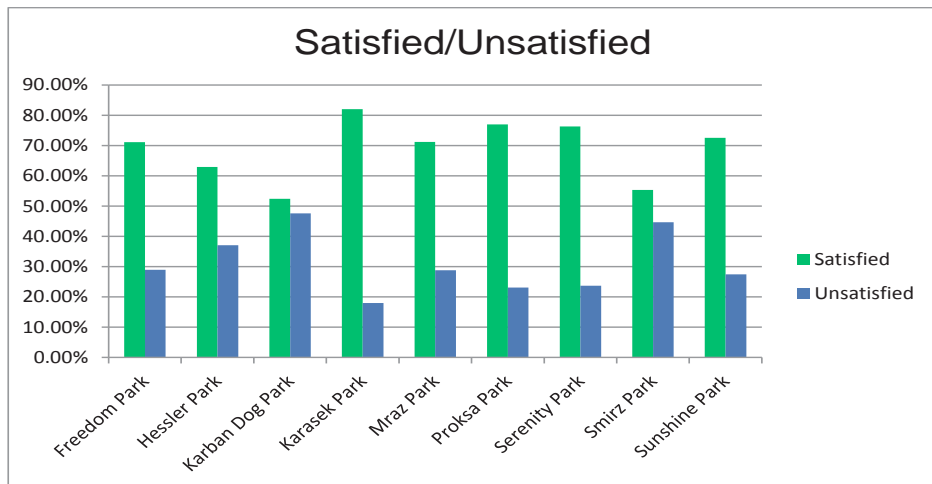




2. How satisfied were you with the Berwyn Park District parks that you and/or members of your household visited in the last 12 months?

- Answered: 258
- Skipped: 130

	Satisfied		Unsatisfied		Total
Freedom Park	71.09%	91	28.91%	37	128
Hessler Park	62.96%	34	37.04%	20	54
Karban Dog Par	52.38%	22	47.62%	20	42
Karasek Park	82.05%	32	17.95%	7	39
Mraz Park	71.19%	42	28.81%	17	59
Proksa Park	76.95%	187	23.05%	56	243
Serenity Park	76.32%	58	23.68%	18	76
Smirz Park	55.32%	26	44.68%	21	47
Sunshine Park	72.57%	82	27.43%	31	113

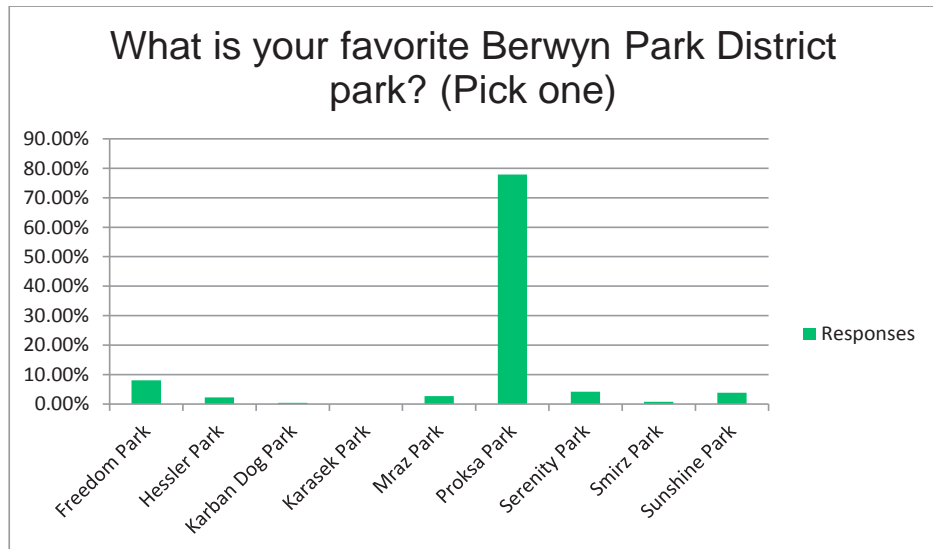




3. What is your favorite Berwyn Park District park? (Pick one)

- Answered: 263
- Skipped: 125

Answer Choices	Responses	
Freedom Park	8.02%	21
Hessler Park	2.29%	6
Karban Dog Par	0.38%	1
Karasek Park	0.00%	0
Mraz Park	2.67%	7
Proksa Park	77.86%	205
Serenity Park	4.20%	11
Smirz Park	0.76%	2
Sunshine Park	3.82%	10
Why?		210

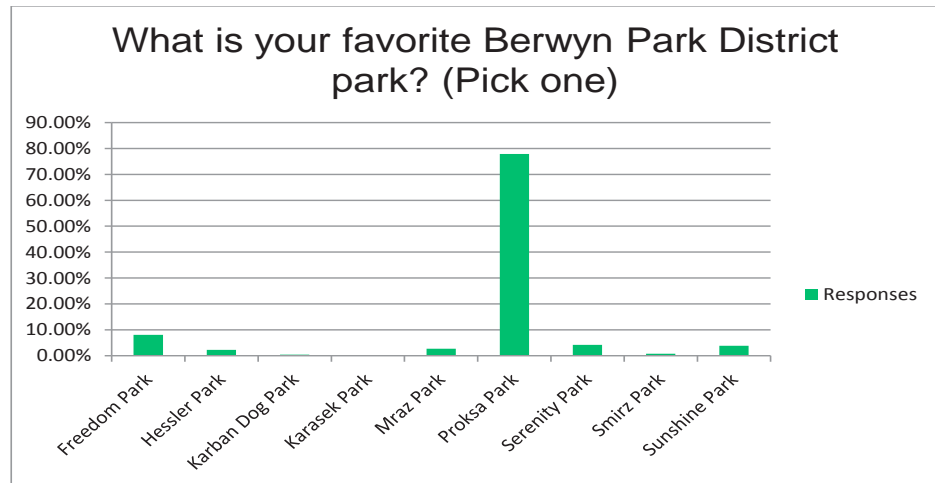




3. What is your favorite Berwyn Park District park? (Pick one)

- Answered: 263
- Skipped: 125

Answer Choices	Responses	
Freedom Park	8.02%	21
Hessler Park	2.29%	6
Karban Dog Par	0.38%	1
Karasek Park	0.00%	0
Mraz Park	2.67%	7
Proksa Park	77.86%	205
Serenity Park	4.20%	11
Smirz Park	0.76%	2
Sunshine Park	3.82%	10
Why?		210

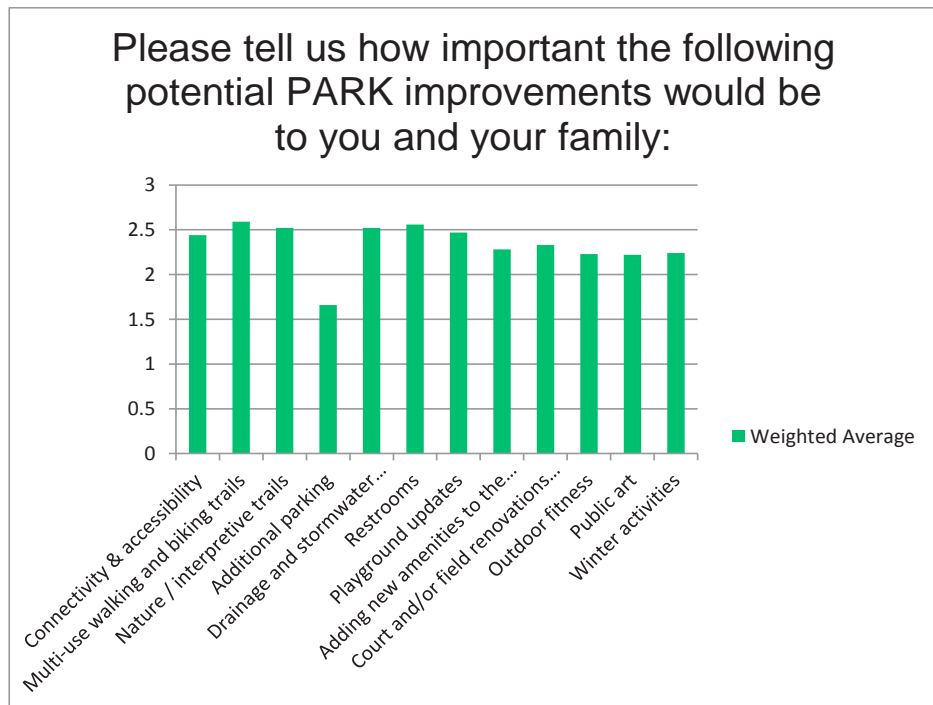




5. Please tell us how important the following potential PARK improvements would be to you and your family:

- Answered: 263
- Skipped: 125

	Very important	Somewhat important	Not important	Total	Weighted Average
Connectivity & accessibility	55.51%	32.68%	11.81%	254	2.44
Multi-use walking and biking trails	66.54%	26.15%	7.31%	260	2.59
Nature / interpretive trails	60.39%	31.37%	8.24%	255	2.52
Additional parking	15.29%	35.69%	49.02%	255	1.66
Drainage and stormwater management	59.52%	32.94%	7.54%	252	2.52
Restrooms	61.39%	33.59%	5.02%	259	2.56
Playground updates	59.77%	27.73%	12.50%	256	2.47
Adding new amenities to the community (pickleball, multi-use courts, etc.)	43.36%	41.41%	15.23%	256	2.28
Court and/or field renovations (updating, expansion, repurposing, etc.)	48.83%	35.55%	15.63%	256	2.33
Outdoor fitness	40.23%	42.19%	17.58%	256	2.23
Public art	39.77%	42.08%	18.15%	259	2.22
Winter activities	40.39%	43.14%	16.47%	255	2.24
Comments/Other (please list)				57	

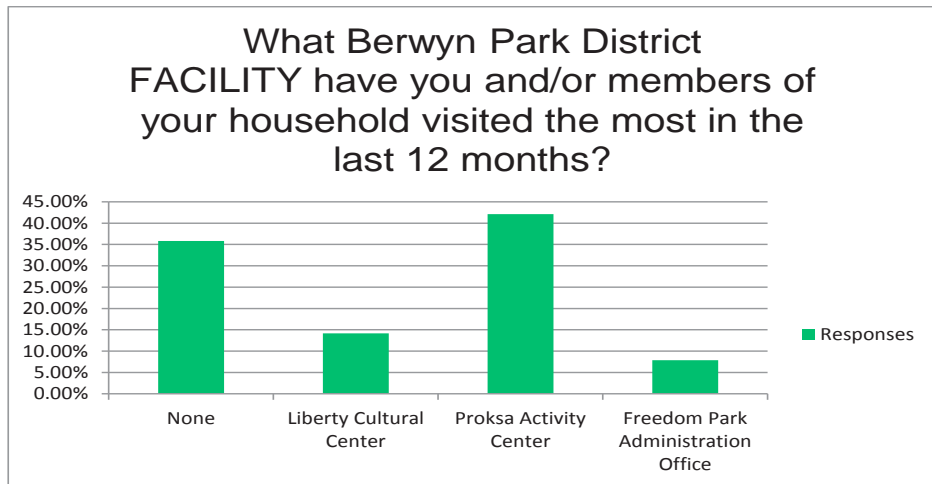




6. What Berwyn Park District FACILITY have you and/or members of your household visited the most in the last 12 months?

- Answered: 255
- Skipped: 133

Answer Choices	Responses	
None	35.83%	91
Liberty Cultural Center	14.17%	37
Proksa Activity Center	42.13%	107
Freedom Park Administration Office	7.87%	20

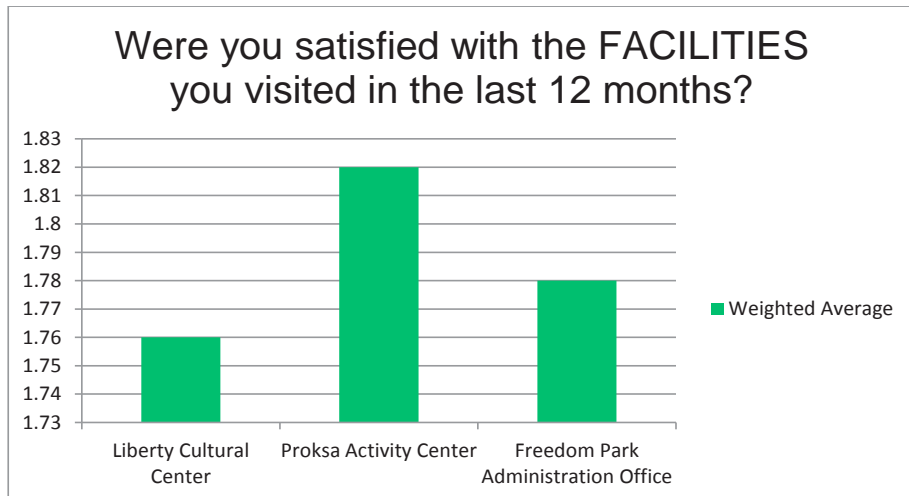




7. Were you satisfied with the FACILITIES you visited in the last 12 months?:

- Answered: 238
- Skipped: 149

	Satisfied		Unsatisfied		N/A		Total	Weighted Average
Liberty Cultural Center	29.09%	64	9.09%	21	61.82%	136	221	1.76
Proksa Activity Center	44.59%	103	9.96%	24	45.45%	105	232	1.82
Freedom Park Administration	20.55%	45	5.94%	13	73.52%	161	219	1.78

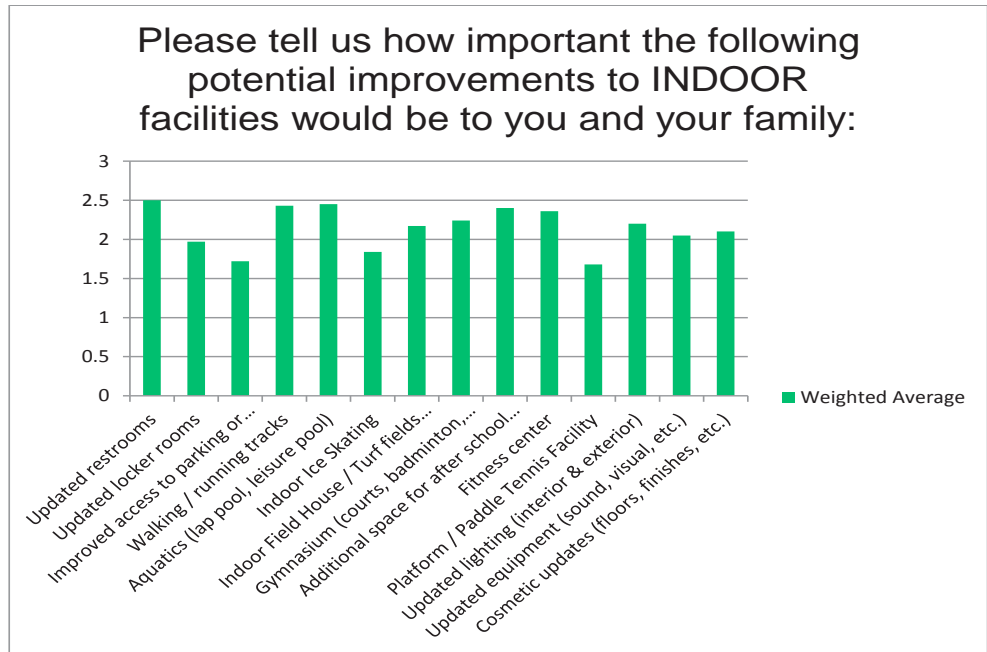




8. Please tell us how important the following potential improvements to INDOOR facilities would be to you and your family:

- o Answered: 247
- o Skipped: 141

	Very important		somewhat importar		Not important	Total	Weighted Average
Updated restrooms	58.75%	142	32.92%	79	8.33%	20	2.41
Updated locker rooms	28.33%	67	39.91%	93	31.76%	74	2.36
Improved access to parking or expanded parking	17.45%	42	37.02%	87	45.53%	107	2.36
Walking / running tracks	52.72%	126	37.66%	81	9.62%	23	2.40
Aquatics (lap pool, leisure pool)	62.18%	149	20.59%	49	17.23%	41	2.39
Indoor Ice Skating	26.47%	63	31.51%	76	42.02%	100	2.39
Indoor Field House / Turf fields (soccer, lacrosse, m	40.59%	97	35.98%	87	23.43%	56	2.40
Gymnasium (courts, badminton, pickleball, etc.)	43.10%	103	37.66%	91	19.25%	46	2.40
Additional space for after school youth programs (el	55.42%	133	29.58%	72	15.00%	36	2.41
Fitness center	50.00%	121	35.83%	86	14.17%	34	2.41
Platform / Paddle Tennis Facility	14.96%	35	38.46%	91	46.58%	109	2.35
Updated lighting (interior & exterior)	40.68%	97	38.56%	91	20.76%	49	2.37
Updated equipment (sound, visual, etc.)	28.33%	66	48.50%	114	23.18%	54	2.34
Cosmetic updates (floors, finishes, etc.)	28.57%	67	52.81%	122	18.61%	43	2.32
Other (please specify)						14	





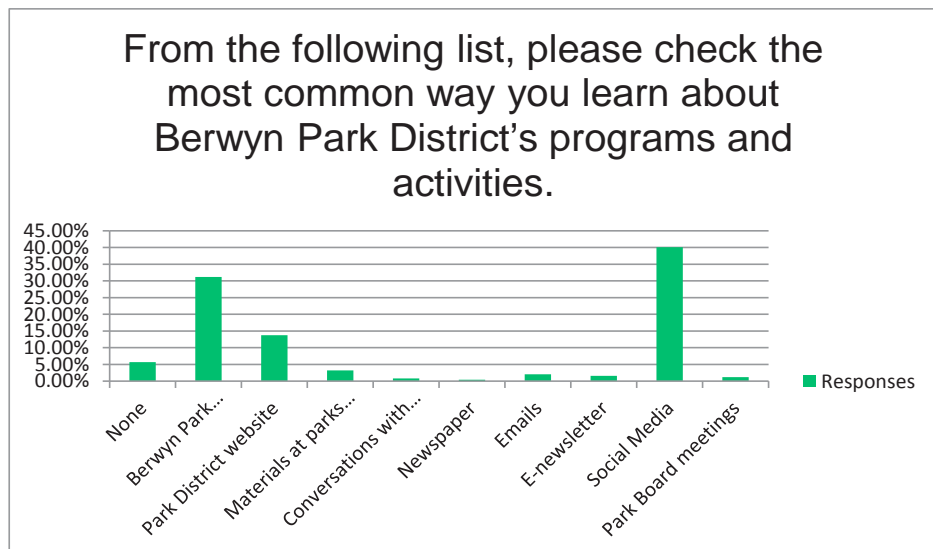
9. Are there indoor recreation opportunities not currently provided by the Berwyn Park District that you would like to see added?

- Answered: 84
- Skipped: 304

10. From the following list, please check the most common way you learn about Berwyn Park District's programs and activities.

- Answered: 248
- Skipped: 140

Answer Choices	Responses	
None	5.67%	14
Berwyn Park District Program Guide	31.17%	78
Park District website	13.77%	34
Materials at parks or recreation facilities	3.24%	8
Conversations with Park District staff	0.81%	2
Newspaper	0.40%	1
Emails	2.02%	5
E-newsletter	1.62%	4
Social Media	40.08%	99
Park Board meetings	1.21%	3

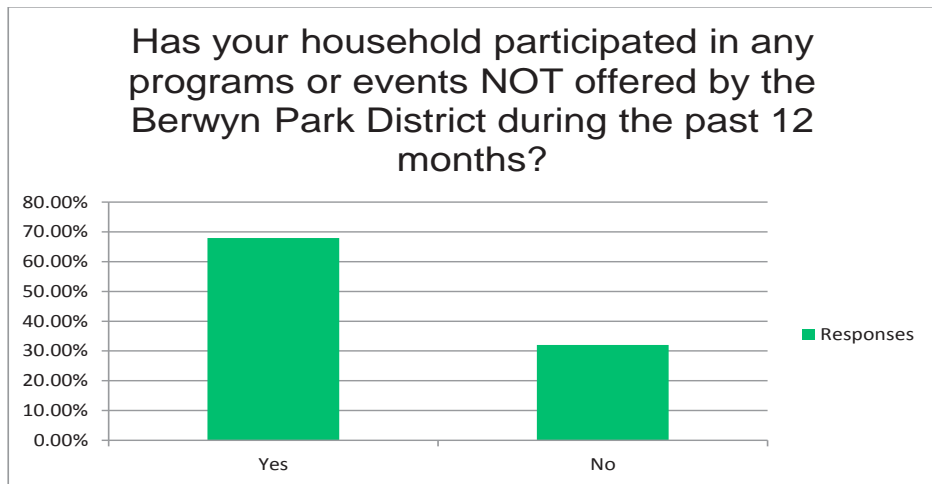




11. From the following list, please check the most common way you learn about Berwyn Park District's programs and activities.

- Answered: 260
- Skipped: 128

Answer Choices	Responses	
Yes	67.95%	177
No	32.05%	83

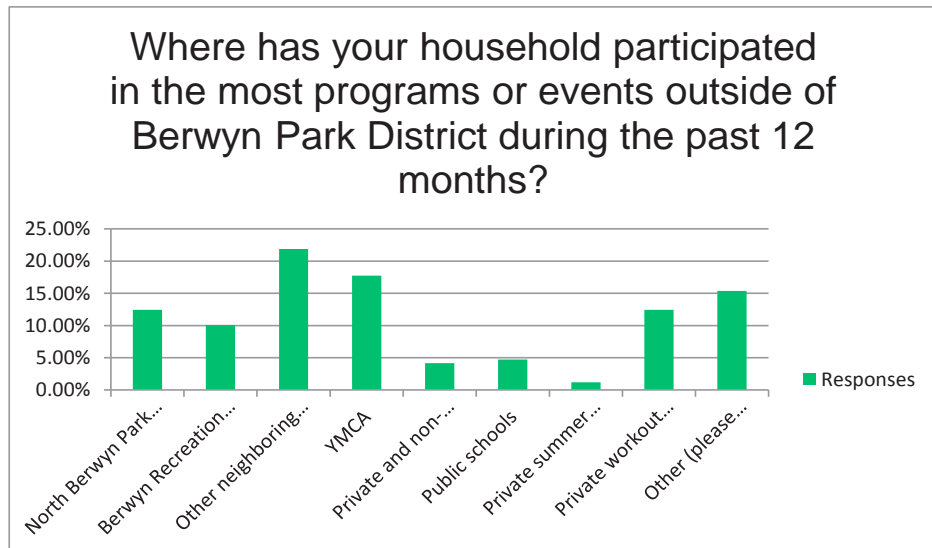




12. Where has your household participated in the most programs or events outside of Berwyn Park District during the past 12 months?

- o Answered: 170
- o Skipped: 218

Answer Choices	Responses	
North Berwyn Park District	12.43%	21
Berwyn Recreation Department	10.06%	17
Other neighboring Park Districts / jurisdictions	21.89%	38
YMCA	17.75%	30
Private and non-profit youth sports	4.14%	7
Public schools	4.73%	8
Private summer camps	1.18%	2
Private workout facilities	12.43%	21
Other (please specify)	15.38%	26

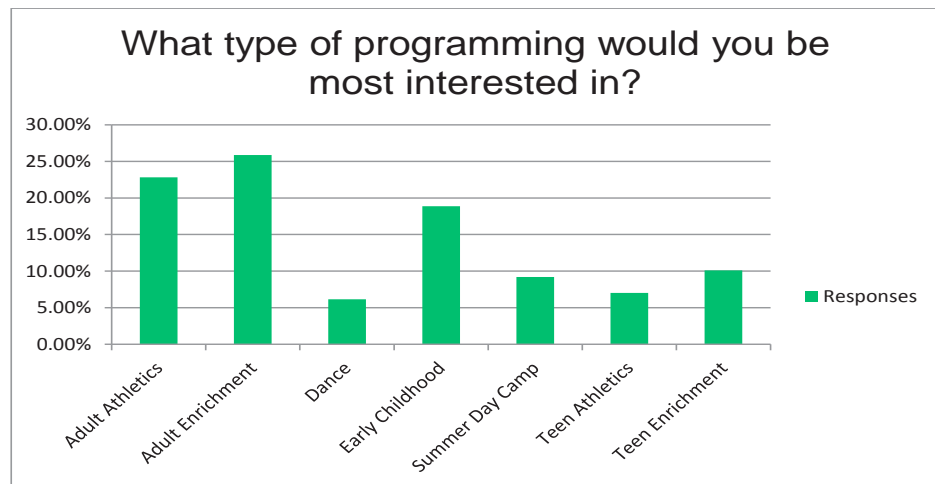




13. What type of programming would you be most interested in?

- Answered: 229
- Skipped: 159

Answer Choices	Responses	
Adult Athletics	22.81%	52
Adult Enrichment	25.88%	59
Dance	6.14%	14
Early Childhood	18.86%	44
Summer Day Camp	9.21%	21
Teen Athletics	7.02%	16
Teen Enrichment	10.09%	23





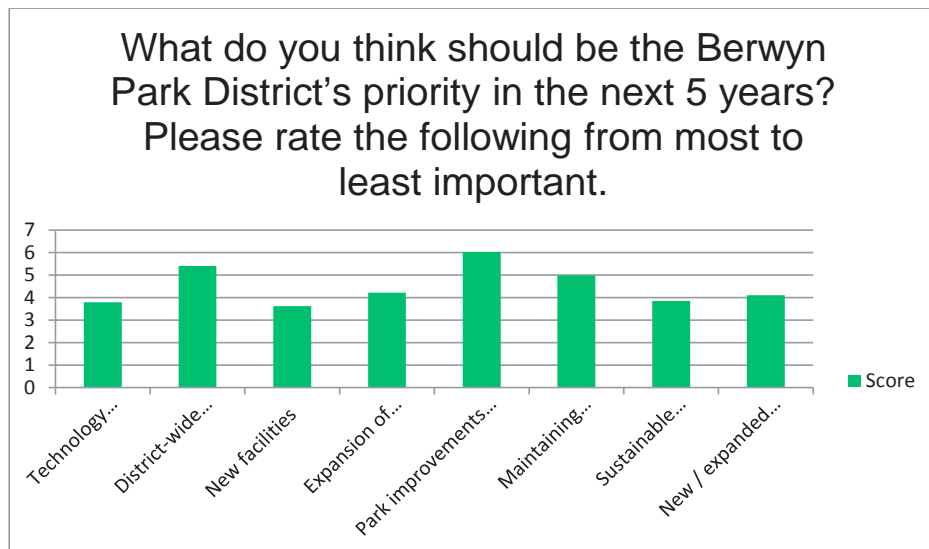
14. Are there programs or events not currently provided by the Berwyn Park District that you would like to see added?

- Answered: 83
- Skipped: 305

15. What do you think should be the Berwyn Park District's priority in the next 5 years? Please rate the following from most to least important.

- Answered: 236
- Skipped: 152

	1	2	3	4	5	6	7	8	Total	Score
Technology improvements	8.09%	6.38%	8.09%	12.77%	9.36%	23.83%	17.02%	14.47%	236	3.79
District-wide connectivity (community trails for walking)	20.85%	17.02%	15.74%	11.91%	14.04%	7.86%	7.86%	5.11%	236	5.4
New facilities	7.23%	10.64%	10.64%	9.36%	8.94%	8.51%	13.19%	31.49%	236	3.62
Expansion of existing facilities	3.83%	11.91%	11.91%	16.60%	15.74%	15.32%	20.00%	4.68%	236	4.22
Park improvements & upgrades	27.66%	22.55%	14.89%	11.06%	12.77%	7.66%	1.70%	1.70%	236	6.03
Maintaining existing amenities	11.91%	15.74%	19.15%	12.34%	14.04%	12.77%	8.51%	5.53%	236	4.99
Sustainable practices (materials, stormwater managem	8.94%	6.38%	9.36%	13.19%	10.21%	17.02%	20.00%	14.89%	236	3.85
New / expanded programming	11.49%	9.36%	10.21%	12.77%	14.89%	7.23%	11.91%	22.13%	236	4.1

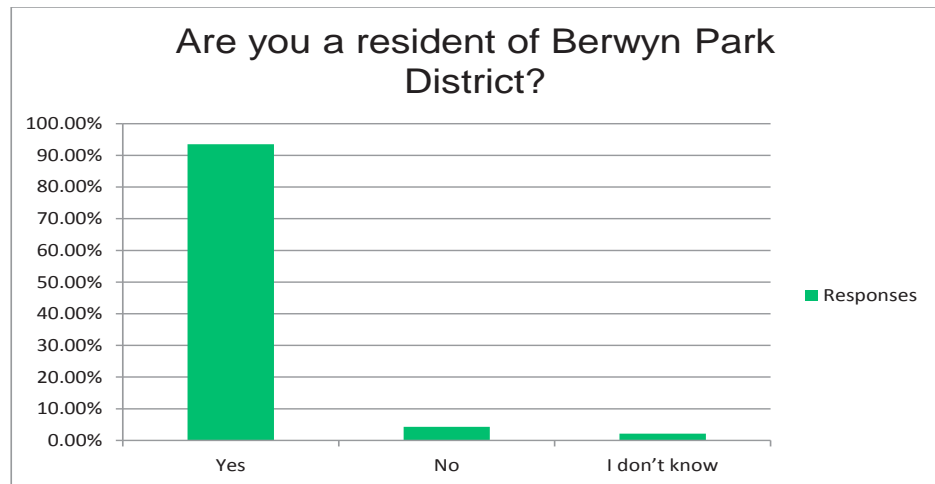




16. Are you a resident of Berwyn Park District?

- Answered: 233
- Skipped: 155

Answer Choices	Responses	
Yes	93.53%	218
No	4.31%	10
I don't know	2.16%	5

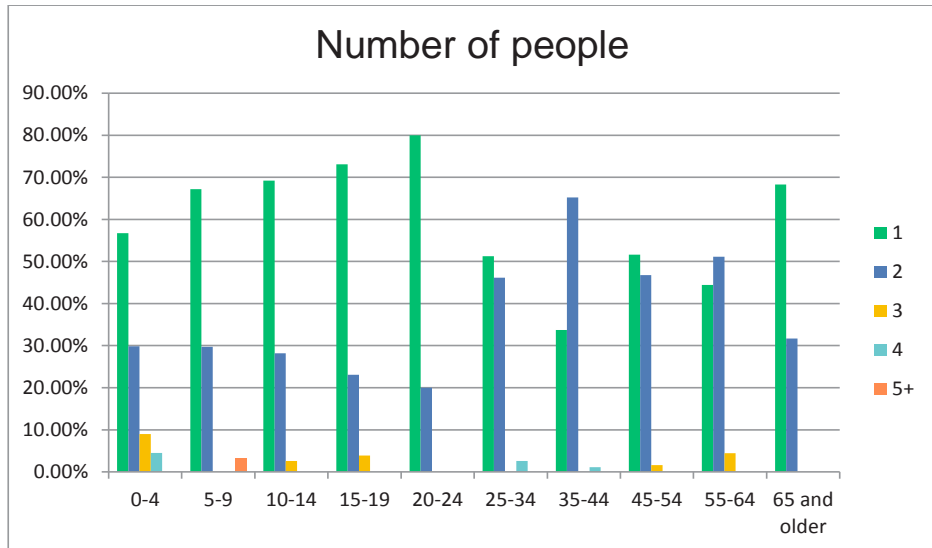




17. How many people of each age group reside in your household?

- Answered: 229
- Skipped: 159

Age	1	2	3	4	5+	Total
0-4	38	21	6	3	0	68
5-9	43	19	0	0	2	64
10-14	27	11	1	0	0	39
15-19	19	6	1	0	0	26
20-24	12	3	0	0	0	15
25-34	20	18	0	1	0	39
35-44	31	61	0	1	0	93
45-54	32	29	1	0	0	62
55-64	20	23	2	0	0	45
65 and older	29	13	0	0	0	42

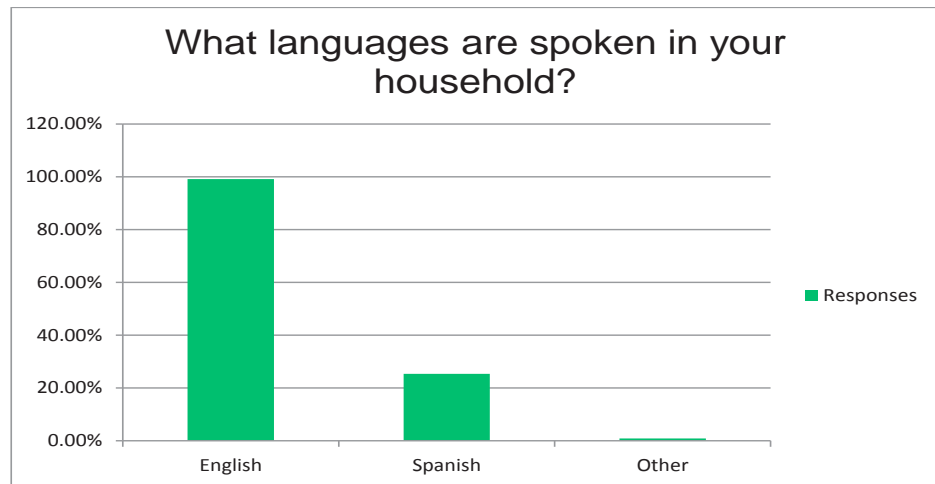




18. What languages are spoken in your household?

- Answered: 230
- Skipped: 158

Answer Choices	Responses	
English	99.13%	227
Spanish	25.33%	59
Other	0.87%	2

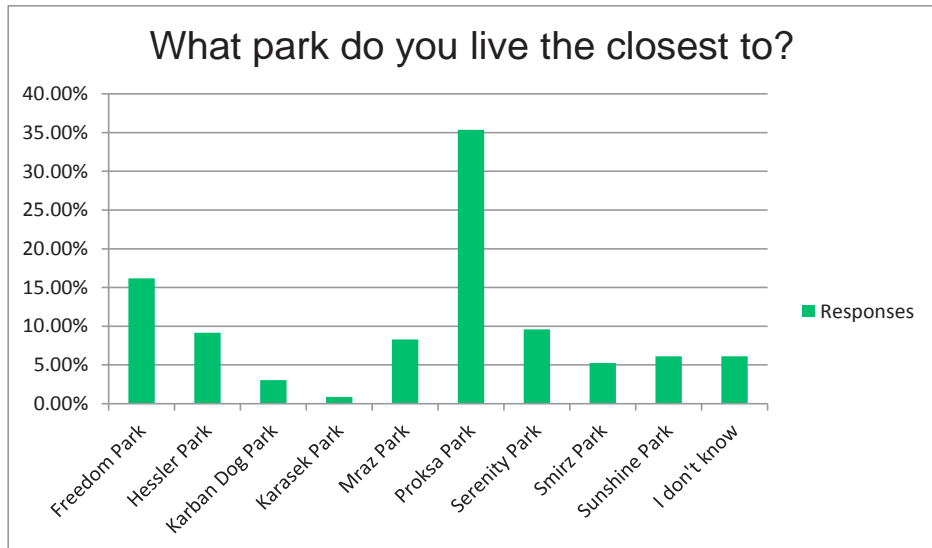




19. What park do you live the closest to?

- o Answered: 230
- o Skipped: 158

Answer Choices	Responses
Freedom Park	16.16% 37
Hessler Park	9.17% 21
Karban Dog Park	3.06% 7
Karasek Park	0.87% 2
Mraz Park	8.30% 19
Proksa Park	35.37% 82
Serenity Park	9.61% 22
Smirz Park	5.24% 12
Sunshine Park	6.11% 14
I don't know	6.11% 14





Meeting Summary

Date: January 16, 2024
Time: 6:00 PM
Location: Proksa Park
Attendees: See sign in sheet(s)
Lara Barnas, (HDG)
Abby Mies, HDG

RE: Berwyn Comprehensive Master Plan

Purpose of Meeting: Board Workshop

Items Discussed:

Participants were asked to write down all their comments and suggestions for Berwyn Park District relating to parks and facilities. They then selected their top priority. HDG facilitated organizing the responses into the following categories.

Top priorities for the Berwyn Park District over the next 5 years:

- Improve existing facilities and spaces
- Water features woring
 - Splash pad
 - Pond
 - Fountain
- Consolidation of Park District and City Recreation
- Fix Liberty Cultural Center or sell it



Meeting Summary

Date: January 10, 2024
 Time: 10:00 AM
 Location: Freedom Park
 Attendees: See sign in sheet(s)
 Lacey Lawrence, (HDG)
 Abby Mies, HDG

RE: Berwyn Comprehensive Master Plan

Purpose of Meeting: Staff Workshop

Items Discussed:

Participants were given a notecard and asked to write down all their comments and suggestions for Berwyn Park District relating to parks and facilities. They then selected their top two to write down on sticky notes. HDG facilitated organizing the responses into the following categories and had the participants vote on the items most important to them:

1. Aquatics
 - i. Pool/sprinkles
 - ii. Water facility
 - iii. Indoor pool
2. Facilities
 - a. Sports dome
 - b. New rec center
 - c. ARC – athletic and recreational center
 - d. Fitness center
 - e. Indoor workout gym and running/walking track
 - f. Large facility with room for offices in one building and a rec center
 - g. Full kitchen at Proksa
 - h. Upgrade buildings
 - i. Is it feasible to tear down buildings and rebuild?
3. Programs/Events
 - a. New program events
 - b. Adult programming at night/weekends
 - c. Free events
 - d. Special events
4. Parks
 - a. Improved playgrounds
 - b. Basketball court
 - c. Outdoor basketball court
 - d. Dog fountains



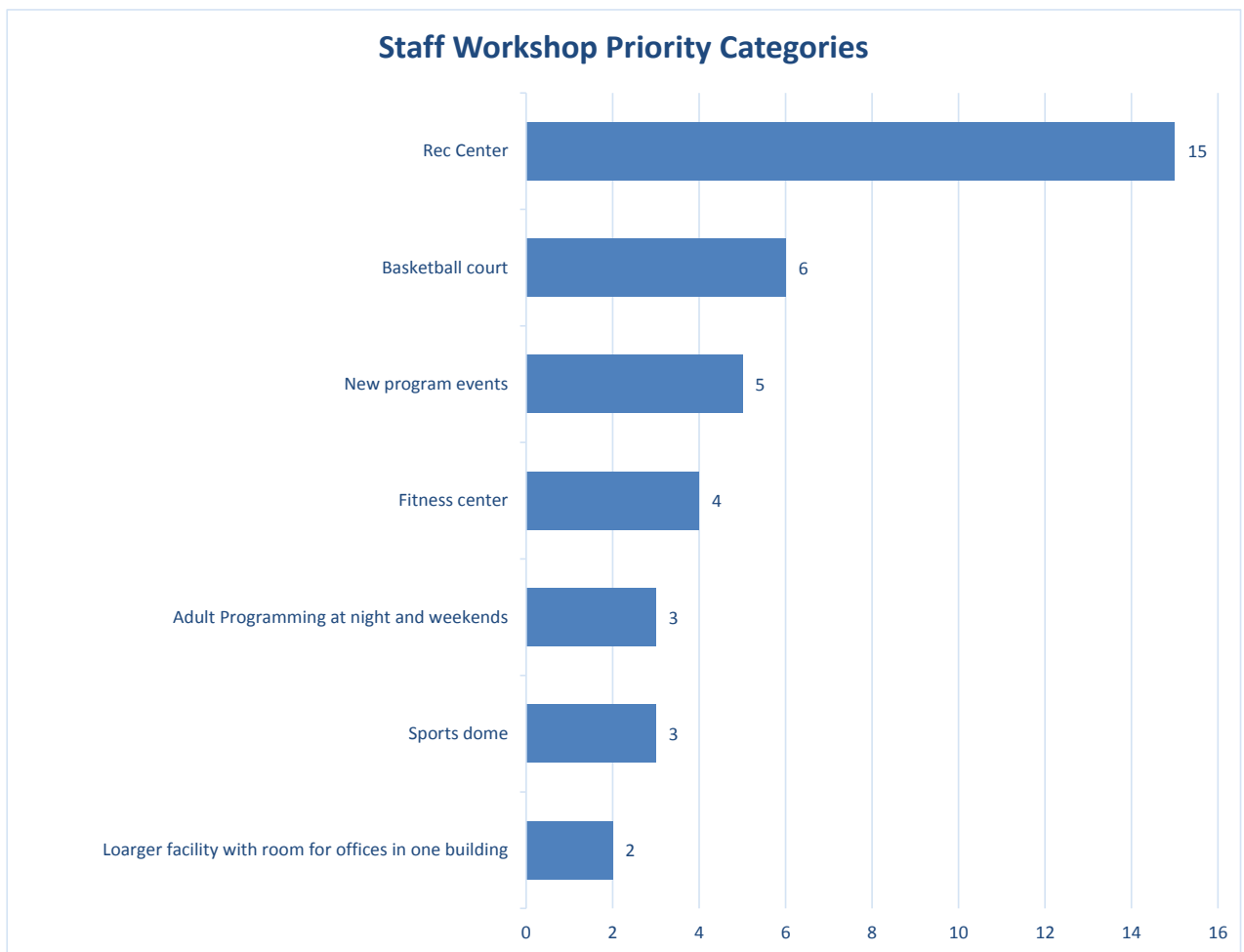
Page 2

- e. Gazebo for outdoor music venue/improv
- 5. Communications
 - a. Community relationships for sponsorships and revenue
 - b. Community outreach to become the go-to in Berwyn for recreation programming
- 6. Maintenance
 - a. Proksa dumpsters

See Next Page for additional summary.



After the categories were established, attendees were given stickers to vote on the items most important to them. They could vote on a category (green) or an item within it (blue).





Memorandum

Date: November 28, 2023
 To: Berwyn Park District (BPD)
 From: Abby Mies, Hitchcock Design Group (HDG)

RE: Berwyn Park District Comprehensive Master Plan Update – Stakeholder Interview Summary

Recreation

YMCA, WSSRA

- Current relationship with BPD is good
- Relationship and collaboration with BPD has fluctuated throughout the years
- Looking to reduce any competition between recreation entities
 - Openness to share staff, space, programs, support with YMCA and WSSRA
- Improve/increase collaboration
 - Special events collaboration, utilize the 65,000sqft YMCA space
 - Combining staffing, volunteers, and financial resources to create better opportunities for the community
- Minimize service, facility, and amenity gaps
 - YMCA has an indoor pool
 - YMCA has day camps
 - WSSRA provides special recreation programming
- Equal opportunity at reservations
 - Access to facilities during everyone's prime time
 - Committed time and day events/programming to create consistency
- Maintain open green spaces
- Evaluate demand by consumers to provide accurate and inclusive events for all
- Presence in the community
 - Rebuilding credibility within the community
 - Collaboration with the community, listen to what residents want
 - Improve communications with residents

Public Arts Commission

Board Members of Berwyn Public Arts Commission

- Continue to put public art into parks
 - Benches, busy intersections, green spaces
 - Received positive feedback on board installation at 34th and Oak green space
 - Holiday decorations
 - Collaboration with local artist for a mural
- Remove or replace old and broken amenities
 - Splash pad at Freedom Park
 - Clean restrooms at Proksa
 - Maintenance of landscaping throughout parks
- Partnerships and collaborations in the community
 - Increase enrollment numbers

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 Suite 200A
 Naperville, Illinois 60540
 630.961.1787
 hitchcockdesigngroup.com

Planning
 Landscape Architecture



Page 2

- Less competing and more working together to compliment eachother
- Fix inconsistencies within the community
 - There needs to be consistent program times, communication, location, teachers, knowledge of what park district is offering which programs
- Wider range of adult programs
- Website and program guides need to be updated
 - Google translate on website, feature board meetings and interactive calendar
- Give a platform for collaboration – events, entertainment, arts, schools

Residents

- Program registration is challenging
- Clean up landscaping throughout parks
- Better programming for seniors
 - Knitting, yoga, field trips, dance classes
- Better programming for the Latino population
- Maintain existing parks better
- Proksa Park has gone downhill
 - Gardens are full of weeds
 - Community garden plots need more sun
 - Maintain walking loop path
 - Add more benches and drinking fountains
 - More signage in the gardens

Residents

Adjacent to Proksa Park

- Disc golf course upgrades
 - More signage, front board directory with map
- Upgrades needed for website
 - Online registration is very difficult to use, and website is hard to navigate
- Improved communication with the residents
 - BPD should be up front with budgets, meeting notices, programs, and partnerships
- Run programs better
 - Many teachers of the programming are mostly parent volunteers and have no passion or skill for the sports
 - More advertisement for programs
 - Program gaps for middle-aged and seniors
 - Youtube, coding, video, technology teen classes
- Overall upgrades to parks and amenities
 - Update signs with dual language
 - More signage for natural areas and habitats for critters
 - Consistently plowing pathways in the winter
 - Vandalism in the parks
 - Weed overgrowth, mulch, landscaping needs more attention
 - PBD needs a working pool



Meeting Summary

Date: November 28, 2023
 Time: 6:00 PM
 Location: Liberty Cultural Center
 Attendees: See sign in sheet(s)
 Lacey Lawrence, (HDG)
 Abby Mies, HDG

RE: Berwyn Comprehensive Master Plan

Purpose of Meeting: Community Meeting

Items Discussed:

Participants were given a notecard and asked to write down all their comments and suggestions for Berwyn Park District relating to parks and facilities. They then selected their top two to write down on sticky notes. HDG facilitated organizing the responses into the following categories and had the participants vote on the items most important to them:

1. Indoor Facilities
 - i. Indoor public parks
 1. Open to all residents
 2. Four season access
 3. Indoor playgrounds
 - ii. Greenhouse facility
 1. Winter access
 - iii. Swimming pools that are open
 - iv. Upgrade facilities for events
 1. Added income to BPD
 - v. Rock climbing wall
 - vi. A place for Youtubers to perform
2. Parks
 - i. Better dog park
 - ii. More biking, hiking, walking paths
 - iii. Art in parks
 1. Bike racks, sculptures, murals
 - iv. Splash pad at Smirz
 - v. Trail network for biking, running, walking
 - vi. More places for kids basketball
 - vii. Nature playground
 - viii. Natural play for children and adults
 - ix. Nature play spaces
 - x. Petting zoo outdoors
 - xi. Playground structures for different abilities, older children, more adventures



- xii. Improve parks water retention (less turf, more native plants) to help with flooding
 - xiii. Outdoor working swimming pool, no splash pad
 - xiv. Dedicated bike trails that connect to Salt Creek Trail
 - 1. Not a shared road with traffic
 - xv. Roller coaster, Disneyland park
 - xvi. Ice rink
 - xvii. Monkey bars
 - xviii. Water park
 - xix. Basketball hoops at Freedom
3. Access and Maintenance
- a. Upkeep (playground)
 - i. Boarded up slide for weeks
 - b. Trees – plant more, maintain existing ones
 - c. Plant native trees and plants
 - d. Beautification, spray for weeds, park maintenance
 - e. Safer routes between parks
 - i. Painted crosswalks)
 - ii. Routes between parks, handicap access from street to park
 - f. Apply for grants to plant trees
 - g. Eradicate invasive plants, educate the public
 - h. Turn water fountains back on
 - i. More plantings (native and sustainable)
 - j. Clean restroom
 - k. Bike parking
 - l. Connected safe routes between parks
 - m. Park directory
 - n. Bike parking
4. Programs
- a. Programming for ages 18+
 - b. Middle-aged programming
 - i. Beerfest, antique sales
 - c. More variety of programming at smaller parks (aside from big ones)
 - d. Programming and amenities for teens
 - e. Indoor programs, especially for teens
 - f. Biking/camping, more group outdoor activities, tween and teen focused
 - g. Something for all ages
 - h. More affordable children’s programming (currently use North Riverside Park District for kids)
 - i. Birding for families
 - j. Camping rentals
 - k. Art activations/programming to engage with community
 - l. Teen, tween, and parents out of cars
 - m. Camping 101 night in the park
 - n. Halloween haunted trail/path



Page 3

- o. Camp gear rental in library
- 5. Acquisition
 - a. Buy empty lots for pocket parks
 - b. Acquire more park land
 - c. Acquire more land/facilities
- 6. Special Events
 - a. Events for adults
 - b. Better event planning
 - i. Event spaces should cater to guests
 - 1. Don't have a Halloween event, invite 500 people, and have two tables
 - 2. Not a space for politicians
 - c. More special use events at all parks
 - d. An outdoor bandshell stage for public performances
 - e. Community events that focus on connecting/building a better Berwyn
- 7. Communication
 - a. Outreach to residents
 - b. Better online registration
 - c. Consistent and better marketing
 - i. Cross-promotions
 - d. Communications and website, including bilingual materials
 - e. Be a place for community to be community
 - f. Community outreach and programming
 - i. Giving updates on programming and maintenance
 - g. Consolidate/collaborate with NBPD and City Recreation
 - h. Less politics in parks

See Next Page for additional summary.



After the categories were established, attendees were given stickers to vote on the items most important to them. They could vote on a category (green) or an item within it (blue).



What should the Berwyn Park District focus on over the next 5 years?

Indoor Facilities	Parks	Access	Maintenance	Programs	Aquisition	Special events	Communication
<ul style="list-style-type: none"> More open spaces for walking paths ART in Parks (community) Splashes at Park out (Smitz) Special events (e.g. movie night) Pool cleaning Prize for sports to perform 	<ul style="list-style-type: none"> Better Day Park (for money) More open spaces for walking paths ART in Parks (community) Splashes at Park out (Smitz) Special events (e.g. movie night) Pool cleaning Prize for sports to perform 	<ul style="list-style-type: none"> Nature playground Nature playground (as a design) A patting 200 outdoor More open spaces for walking paths Roller coaster Baseball field More open spaces for walking paths Roller coaster Baseball field 	<ul style="list-style-type: none"> Plant trees (planting) Plant trees (planting) Plant trees (planting) Plant trees (planting) Plant trees (planting) Plant trees (planting) Plant trees (planting) Plant trees (planting) Plant trees (planting) 	<ul style="list-style-type: none"> Program for 1st-8th More evening programs (e.g. dance) More evening programs (e.g. dance) More evening programs (e.g. dance) More evening programs (e.g. dance) More evening programs (e.g. dance) More evening programs (e.g. dance) More evening programs (e.g. dance) 	<ul style="list-style-type: none"> Buy empty lots for pocket parks Acquire more park land Acquire more park land Acquire more park land Acquire more park land Acquire more park land Acquire more park land Acquire more park land 	<ul style="list-style-type: none"> Evening events Evening events Evening events Evening events Evening events Evening events Evening events Evening events 	<ul style="list-style-type: none"> Online Registration Communication (including social media) Community programming (e.g. yoga, meditation) Community programming (e.g. yoga, meditation) Community programming (e.g. yoga, meditation) Community programming (e.g. yoga, meditation) Community programming (e.g. yoga, meditation) Community programming (e.g. yoga, meditation)

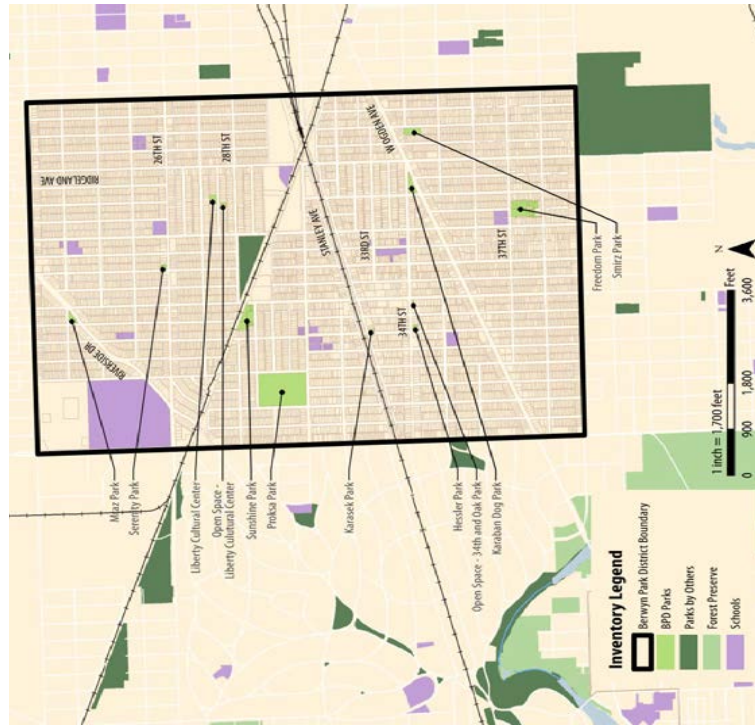
¿En qué debería enfocarse el Distrito de Parques de Berwyn durante los próximos 5 años?

Comprehensive Master Plan



The Berwyn Park District is in the process developing a **Comprehensive Master Plan**. This planning tool will serve as a road map for the next **5 years** by determining service gaps, identifying opportunities for improvements, establishing values and goals, and providing a **framework** to guide future investment and funding in the park system.

PARKS AND RECREATION ANALYSIS:



PLANNING PROCESS:

Analyze
Inventory and analysis:
Assessment of parks, facilities, and programming offerings

- population, regional, and local trends
- peer benchmarking
- mapping analysis
- data analysis

fall 2023

+

Connect
Needs assessment:
Solicit input from the Community

- community meeting
- staff workshop
- board workshop
- stakeholder meetings
- public online survey
- statistically valid survey

winter 2023 - spring 2024

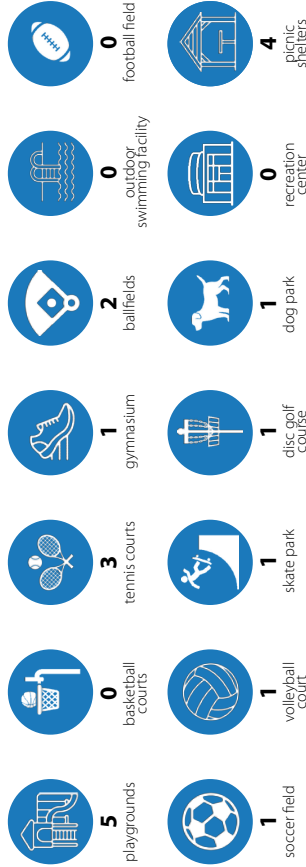
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Envision
Alternative and Preferred Strategies:
What's next?

- goals and objectives
- strategies
- prioritize
- action plan

spring 2024 - summer 2024

EXISTING AMENITIES



PARK DISTRIBUTION:



PROGRAMMING:

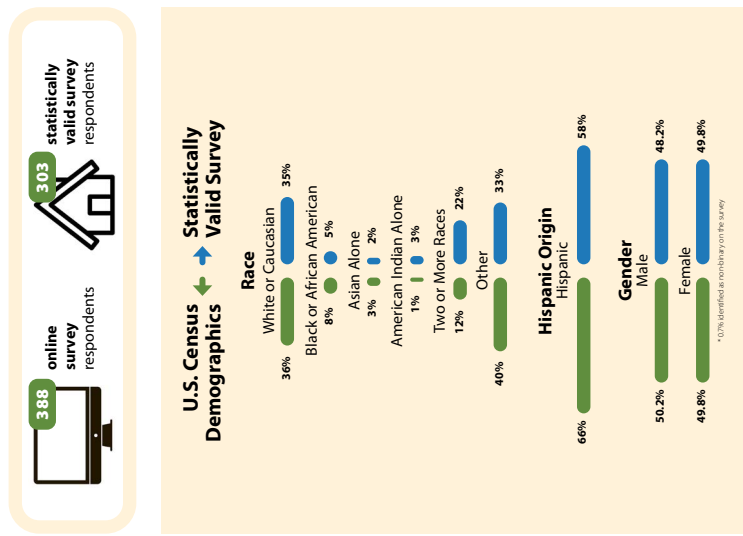


Analyze | Inventory and analysis

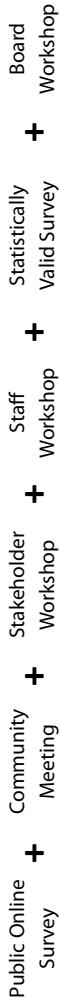
BERWYN park district where park meets city

Comprehensive Master Plan

In the **Connect Phase**, the consultant team and Park District collected **public opinion** to understand how residents use the Park District's offerings and to identify **future needs**. This phase includes an **online survey, statistically valid survey, and community meeting**.



Parks, programs, and facility needs assessment inputs:



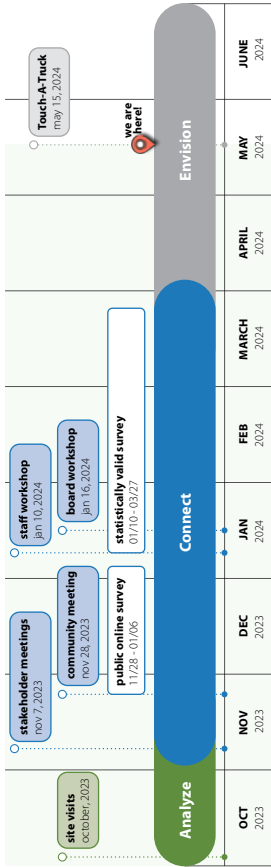
Residents	Stakeholders	Staff and Board
<p>themes: Residents</p> <p>Enhance existing parks by prioritizing maintenance, updating playgrounds for diverse abilities; integrating more trees and native plants; improving park connectivity, offering affordable programming, and expanding program offerings for community engagement and inclusivity.</p>	<p>themes: Stakeholders</p> <p>Minimize competition and service gaps, address broken amenities, prioritize existing park upkeep, beautification landscaping, and enhance collaboration through expanded partnerships.</p>	<p>themes: Staff and Board</p> <p>Create a new, larger recreation center with office space, upgrade existing facilities, and consider additional partnerships with community recreation providers for improved efficiency and services for the residents of Berwyn.</p>
<p>expand</p> <ul style="list-style-type: none"> Trail network for biking, running, and walking Art in the parks Acquire more land 	<p>reduce</p> <ul style="list-style-type: none"> Competition between entities Service, facility, and amenity gaps Remove or replace broken amenities 	<p>additions</p> <ul style="list-style-type: none"> Recreation center Basketball court Fitness center Sports dome
<p>upgrades</p> <ul style="list-style-type: none"> Better dog park More trees and native plants Beautification Event planning Aquatics 	<p>upgrades</p> <ul style="list-style-type: none"> Landscaping and maintenance Programs for Latino population Adult programming Online website Disc golf course Communications with residents Open green spaces Art in the parks 	<p>upgrades</p> <ul style="list-style-type: none"> Larger facility with room for offices Adult programming at night & weekends Existing facilities and spaces Water features Liberty Cultural Center
<p>additions</p> <ul style="list-style-type: none"> Nature Playground Programming for ages 18+ Swimming pools Ice rink Camping gear rental 	<p>partnerships</p> <ul style="list-style-type: none"> Continued collaboration with other community recreation providers 	<p>partnerships</p> <ul style="list-style-type: none"> Continued collaboration with other community recreation providers
<p>highest need/most important recreation amenities (statistically valid survey):</p> <ul style="list-style-type: none"> #1 Multi-Use Trails #2 Outdoor Swim Facilities #3 Community Center #4 Large Community Park 	<p>highest need/most important recreation amenities (statistically valid survey):</p> <ul style="list-style-type: none"> #1 Adult fitness & wellness programs #2 Community & cultural events #3 Cultural enrichment programs #4 Water fitness program 	<p>highest ranked priorities according to the online survey responses:</p> <ul style="list-style-type: none"> #1 Park improvements & upgrades #2 District wide connectivity #3 Maintenance of existing facilities

Connect | needs assessment

Comprehensive Master Plan



During the **Evision Phase**, the consultants created consensus with **community leaders** on the needs of the Berwyn Park District for the next **five** years. The consultants will then develop preliminary **strategies** based on **local** and **regional** market characteristics, physical, cultural, and financial resources, and the **expectations and needs of the stakeholders** during this phase.



Parks & Facilities

- EXPAND**
Expand recreation amenities to keep pace with growing needs and maintain high-quality user experience.
- STEWARDSHIP**
Care for our parks and assets to ensure they meet the needs of current and future generations.
- VIABILITY**
Prioritize financial stability and equitable access to quality parks and recreation experiences.
- MAINTAIN**
Maintain and improve quality across the District's parks and facilities while prioritizing investment where there is highest unmet need.
- NATURAL SYSTEMS**
Preserve and enhance the District's urban tree canopy, protect natural open space, and increase nature interaction opportunities in parks.
- ACCESS**
Evaluate land acquisition as opportunities arise to expand park access.
- COMFORT**
Design and improve parks for better comfort and safety with improved essential infrastructure including shade, seating, drinking fountains, and restrooms, etc.
- PARKS FOR ALL**
Design and retrofit parks and facilities for improved accessibility, connectivity, and inclusion for all ages and abilities.

Programs

- CORE SERVICES**
Improve and enhance core services and programs that support physical, mental, emotional, and social health outcomes.
- INCLUSIVE**
Continue to nurture introductory programs and expand opportunities to fill service gaps within the community.
- ENGAGE**
Build participation and retention rates with program offerings.
- PLACEMAKING**
Provide programs and events that celebrate Berwyn's unique cultures, arts, music, people, and surrounding landscape.

Administration & Operations

- PARTNERSHIP**
Collaborate and optimize partnerships to provide and promote park and recreation experiences for the community.
- INFORM**
Connect residents/users to information about their parks, facilities, and recreation offerings provided by the District to increase visitation.
- ADVOCACY**
Continue to stand out as a top recreation provider in the community amongst peers.
- VISION**
Build upon a shared vision for growth while enhancing organizational trust both internal and external.

Evision | *alternative and preferred strategies*



Event Summary

Date: June 22, 2024
 Time: 1:00 PM – 4:00 PM
 Location: Berwyn, IL
 Attendees: Lara Barnas, HDG
 Cameron Carter, HDG

RE: Berwyn Park District's Fiesta de Verano –

Purpose of Meeting:

Comprehensive Master Plan Public Engagement Opportunity

Items discussed:

The Berwyn Park District hosted Fiesta de Verano at Proksa Park. HDG was present to gather public input and promote awareness of the Park District's Comprehensive Master Plan. Participants were informed by HDG that the Berwyn Park District is currently developing its Comprehensive Master Plan and that it is collecting community input to help guide it. They were informed that the plan will help the Park District determine the park and facility projects and goals over the next five years.

Below is a summary of comments by residents who stopped by to share their input:

1. Swim Facility Requested:
 - a. Splash Pad →
 - i. Adding a splash pad, especially for the 2-5 age ranges: **x3 Comments**
 - b. Swimming pool →
 - i. residents want a local swim facility **x6 comments**
 - ii. A pool for 2-5 year olds as well as a large pool so families with kids of all ages can enjoy the area **x2 comments**
2. Programming Requested:
 - a. Adult fitness programming:
 - i. more options **x1 comment**
 - b. Teen programming **x2 comments**
 - c. Facility for programming
 - i. Community center: more programming **x1 comment**
 - ii. Rec center: adult fitness classes: **x3 comments**
 - iii. Rental space: **x1 comment**
 - d. Access to programming
 - i. For seniors **x1 comment**
 - ii. Later start times for child programming: 4:30, 5:00 for working parents **x1 comment**
 - iii. Age restrictions for some programming **x1 comment**
 - e. Cultural programming **x1 comment**
3. Parks/Facilities Improvements:



Page 2

- a. Outdoor fitness gym **x1 comment**
- b. Add swings back to sunshine park **x1 comment**
- c. Large community park **x4 comments**
- d. Tree Preservation **x1 comment**
- e. Ice Skating Rink **x1 comment**
- f. Support for multiuse trails **x3 comments**
- g. Basketball courts and shade added **x2 comments**
- h. More sports facilities **x3 comments**
- i. Dog Park **x2 comments**
- j. More parks on the North and Southwest sides **x2 comments**
- k. A playground for 2–5-year-olds at Proksa Park **x1 comment**
- l. More mini parks **x1 comment**
- m. Nature education/interpretive signage **x1 comment**
4. Park District Staff Improvements
 - a. Continued maintenance of the park **x3 comments**
 - b. Online interface
 - i. Up-to-date communication from PD staff **x1 comment**
 - ii. Better marketing for events **x1 comment**
 - iii. Difficulty registering online for events **x1 comment**
 - iv. Wants more space for the public to rent/use instead of increase office capacity for staff **x1 comment**

Attached: Public input comment cards

Berwyn Park District
Comprehensive Master Plan



Please let us know if you have any comments or suggestions.

+ Splash pad, small pool for 2-5 years

Berwyn Park District
Comprehensive Master Plan



Please let us know if you have any comments or suggestions.

- Multi-Use Trails, YES!
- Cultural programming, YES!
- Adult Fitness programming, YES!

Berwyn Park District
Comprehensive Master Plan



Please let us know if you have any comments or suggestions.

• Outdoor swim facility where all ages can enjoy → teenagers, young kids, adults
Fun for the whole family in one spot

• Shade for the basketball courts
+ Trees, shelter

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• 1945/75 → Maintenance → Keep things up
• grass: cut by weekly →
• general upkeep →

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• Field sports - more needed
• More sports
• Built upwards - multiuse fields (rugby and conservation for school)
• YMCA - synthetic field on top floor
• Lights for field's event coming on in time. Have them stay on from dusk till 10

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• Families that have smaller kids
→ Playground for 2-5 year olds
→ Teenage → swing, fitness,
→ special pick especially text to playground

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• Better day park
• Community center - more programming
• large park

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• Rec Center - most important
• A place to hold events
• Squares access to programming
• Trails - go out of town to get to them - trails are needed

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• More nature oriented stuff
• Perennial gardens
• Nature education programs
• Learning for natives/labeling?
• Signage
(EBONY travel with responsibly)
- message of education of natives

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• Green Alleyways?
→ Great Movies for kids →
→
• Tree Planting in the park ways? → Photo/feedback

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• Aggregate maintenance continued (mowing)
• 4pm start times hard for working parents - maybe 4:30/5pm start

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

• More sports facilities
• Pool facility

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

- Teen programming/engagement
- Fitness/labor gym
- Better communication from PD

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

- Free Description
- Continued Maintenance
- Comping districts → governance of the parks + maintenance

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

+ Don't need park offices, what amenities for the future a swim facility for Berwyn residents

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

- Large community park +

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

+ Sunshine: Sidings ~~the~~ covered: what than
→ sunny @ exist park but gets too busy, also water loggia after

+ Large community park
• Lots of small parks in the area, but no large parks to wander in

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

- Speech/water facility needed
- Large community park needed
- Age restriction for programs appropriate
- Adult programming - more options

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

- Difficult to register
- park on north of freeds
- Bridge over the roads for somewhat
- Designated bike greenway
- Better marking - search for stuff after

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

+ Dog parks added in the area
+ More parks in south-west side and the north side
→ More paw: parks

Berwyn Park District
Comprehensive Master Plan

BERWYN
Parks and Recreation
2020-2025

Please let us know if you have any comments or suggestions.

- Would like to see the trails
- Park on outdoor swim facility
- Would like to have a ice skating rink
→ have to go
- More park programming
→ more in the park

INTRODUCTION

To better understand and assess Berwyn Park District’s recreation program offerings, Recreation Results conducted a series of individual analyses in Fall 2023. This report offers a comprehensive look at the results of those analyses and insights into the size, scope, and health of the District’s recreation programs. Information from this report, combined with other community stakeholder feedback, will help shape recommendations for future recreation programs offerings and operations.

Information Utilized

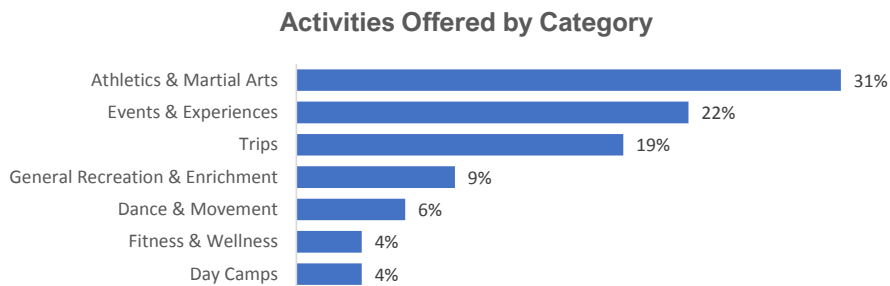
This recreation program assessment reflects information and data collected from a variety of sources, including:

- Recreation Program Offering, Registration, and Participant Data from the District's program, membership, and facility reservation software¹
 - Recreation Program Evaluations completed by programming staff
 - Internal workshop and meetings with District staff
 - Review of District program guides, website, and social media
 - Inventory of recreation providers within the community
 - Demographic and trends information from Environmental Systems Research Institute, Inc. (ESRI)
 - Community stakeholder feedback, including a statistically valid survey of Berwyn Park District residents
1. Because the data collected from the recreation software typically only included programs that required registration, some programs and their participation data were excluded from those results, such as special events and some drop-in activities.

PROGRAM OFFERINGS

Recreation Activity Offerings

As part of the program analysis, an inventory of programs by category was created. The chart below showcases the make-up of these unique activities offered in 2022 spread across different core program areas as identified by District staff.



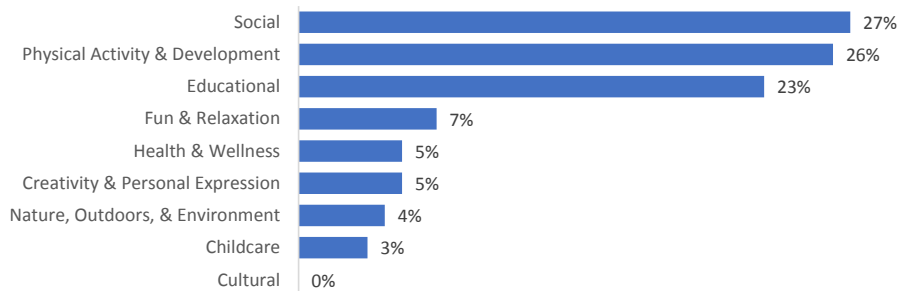
While the data collected indicates some variety in the program options available to the community, the District does not currently offer other program types commonly offered by parks and recreation organizations for communities of their size, most notably visual arts, nature, preschool, and aquatics. However, with two other municipal recreation providers as well as other non-profit and private recreation providers within the community, those types of programs are available through other organizations.

In 2022, many of these activities were offered multiple times at different times and locations throughout the year resulting in 153 classes in total. The most frequently offered type of class were for youth with 48 classes, followed by 39 classes designed for all ages.

Recreation Activity Benefits

As part of the input collected from staff about the activities that they offered, they were asked to share the primary and secondary benefits of each program. Unsurprisingly, with the bulk of programs offered by the District being related to sports, events, and trips, the top two user benefits were “Social” and “Physical Activity & Development,” although that was followed closely by “Educational” in third. However, due to a lower number of fitness, arts, culture, and nature programming within the District’s program portfolio, benefits such as “Health and Wellness,” “Creativity & Personal Expression,” “Nature & Environment,” and “Cultural” were rare or missing altogether. While all of these benefits are valuable, the District is especially encouraged to find ways either through recreation programs or other means to create more cultural events and opportunities, even through celebrating the diversity in its own community.

Benefits Offered Through Programs



Program Scheduling

Recreation Class Locations

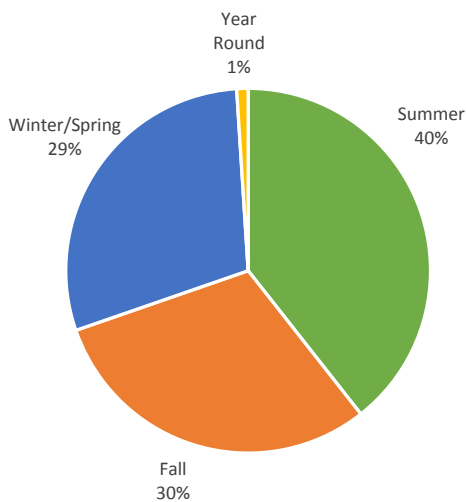
The District’s two main recreation facilities, the Proksa Activity Center and Liberty Cultural Center served as main bases for 76% of classes offered with the others being held in parks or other at non-District off-site spaces.

Recreation Class Offerings Throughout the Year

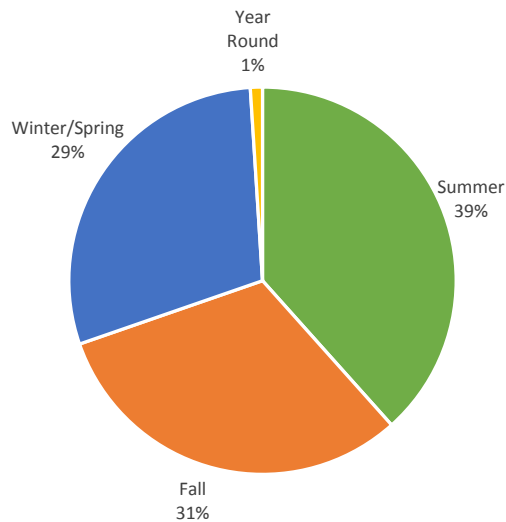
The District plans its programming schedule around three seasons – Winter/Spring, Summer, and Fall – in addition to offering several school year or year round programs. Each season, the

District offered a relatively balanced number of programs, although with an expected higher number in the summer months as is typical for parks and recreation organizations. Additionally, registration for programs fell almost exactly along those same lines, meaning that the District is well-positioned to recover if any single season suffers due extended bouts of poor weather or other conflicts that affect registration. For example, in 2022 the District offered 40% of its classes in the summer months and received 39% of its overall registration for the year in those classes.

Classes Offered by Season



Registrations by Season



Recreation Class Days and Start Times

Programs offered by the District were mainly scheduled in the morning and early afternoon hours. In 2022, 69% of classes started between the hours of 8-10am. Although there were also examples of programs taking place in the early evening hours on weekdays, very few recreation programs were scheduled in the early morning or late evening hours. In discussions with staff, they indicated that this was mainly due to the types of programs and audiences being served by the programs running successfully by the District. However, this also indicates that the District may be missing out on participation by those working traditional weekday (9am-5pm) hours.

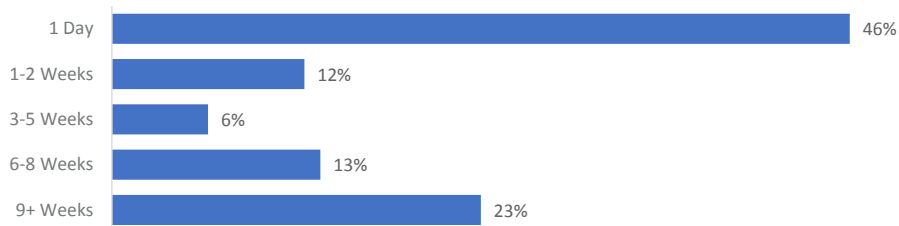
Berwyn Park District Program Days and Start Times

Program Day(s)	Before 8am	8-10am	10am-2pm	2-4:30pm	4:30-6:30pm	After 6:30pm
Monday	14	22	4	11	5	3
Tuesday	0	40	5	12	4	0
Wednesday	0	27	10	11	4	1
Thursday	0	28	4	11	7	1
Saturday	0	11	1	0	0	0
Sunday	0	0	0	2	0	0

Length of Recreation Classes

Recreation classes often vary in length due to several factors, including the time needed to instruct the specific activity, the scheduling needs of the participants, the attractiveness of the program to potential customers in terms of commitment level and pricing, as well as the park and recreation organization’s facility and staff availability. The most common program length was single day programs which likely offer a lot of flexibility and possibly also a lower cost to participate than longer class sessions. However, they may present challenges in building a relationship and retaining program participants who may be more infrequent users of District programs.

Activities Offered by Session Length



Program Audience

Age Groups Offerings

Although a variety of programs are offered for each age throughout the year, when taking a broad look at program offerings by age group, it becomes apparent that the District serves a few ages with a few areas well, possibly leaving other needs and interests unmet. The following heatmap shows the age distribution programs offered in 2022. This graphic highlights that youth have a large number of unique Athletics & Martial Arts programs available to them, but programming for adults mainly centers around trips and senior programs and events. It should be noted that the District also reaches all ages through some of its special event offerings, and it is a good sign that District programming staff have already begun the process of offering new programming options to the community in 2023, both in terms of age groups and program types.

Unique Activities by Age Group

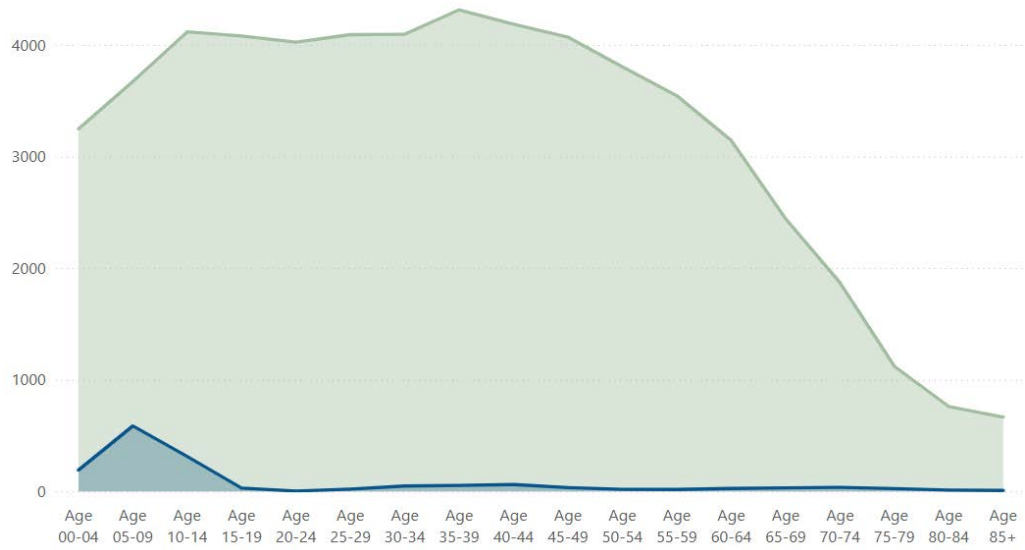
Program Area	Early Childhood	Elementary School Age	Middle School Age	High School Age	Younger Adults (18-34)	Middle-Age Adults (35-54)	Seniors (55+)	Families & Households	All Ages
Athletics & Martial Arts	5	16	10	2	1	0	2	0	0
Dance & Movement	2	4	1	1	0	0	0	0	0
Fitness & Wellness	0	2	2	1	0	0	1	0	0
General Recreation & Enrichment	2	1	1	0	0	0	5	0	0
Day Camps	1	2	1	0	0	0	0	0	0
Trips	1	0	0	0	0	14	14	0	0
Events & Experiences	1	2	2	1	3	1	6	3	8
Rentals & Parties	0	0	0	0	4	4	4	4	0

Resident Use of Berywn Park District Recreation Programs

Most participants in recreation programs offered by the District are from those residing within the City of Berwyn. In 2022, 79% of registrations came from those living in Berwyn, which includes those that live within city limits, but may live outside of District boundaries and which the District treats as residents for pricing and registration purposes. The other 21% of participants came mostly from neighboring communities, including Cicero with 7% of registration and Chicago with 3%.

To better understand to what extent residents of the City of Berwyn are utilizing recreation services the following chart has been created. The area in blue highlights the unique Berwyn residents who registered for a program from 2021 through 2023 against the backdrop of the actual number of Berwyn residents in green to show where gaps in participation exist. However, it is important to note that this chart does not capture any engagement with recreation services that did not require a registration or transaction (such as attending a special event).

Program Participation of Berwyn Residents Compared to Overall Population



PROGRAM PORTFOLIO HEALTH

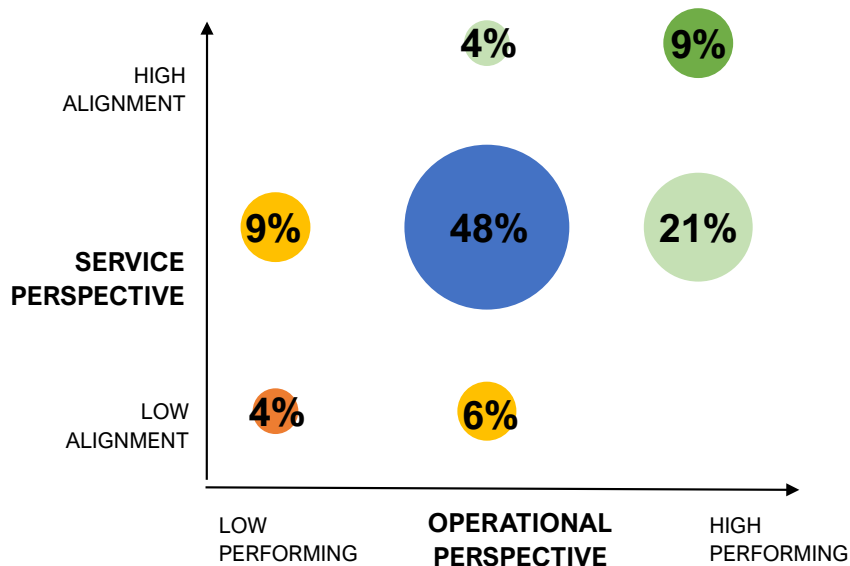
Although program registration and other operational metrics mentioned in this report can provide some insight into the current state of recreation programs offered by the District, they alone do not tell the whole story. To capture a fuller picture, additional analysis of the health of the program portfolio (slate of programs offered) was conducted.

To complete this analysis, programming staff answered a series of questions about each recreation program offered in the past year. These questions concerned current program performance, operations, audience, and benefits as well as staff’s perspective about each programs’ future direction. Recreation Results then compiled and analyzed their responses to share insights about the health of the District’s recreation program portfolio.

Program Operational and Service Alignment

Measuring the health of a recreation program portfolio can be difficult because park and recreation organizations are often tasked with meeting certain operational or business-related outcomes in addition to working to serve the community and meet their mission. Sometimes these two interests can even compete against each other. Using staff program assessment responses, Recreation Results evaluated programs from both a service/mission perspective as well as an operational/business perspective.

Recreation Program Portfolio Service Alignment and Operational Performance



As illustrated in the chart above, programs offered by the District seem to be a good fit overall with 82% of programs rating satisfactorily or higher from both a service and operational perspective. The 9% of programs falling in the upper right hand corner, including Advanced Soccer Camp for youth, the Community Garage Sale, and Fall Soccer League are likely ones that are worthy of expansion or should serve as inspiration for the District to create spin-offs of. Because the District has so many new programs that they are trying to get off the ground (see Program Life Cycle Analysis below), those few that rated poorly from both a service and operational perspective, such as their Art History program, may simply require additional time before determining that they should be eliminated from the list of programs the District chooses to offer in the future.

Program Life Cycle Analysis

Another avenue used to evaluate the overall health of the District's overall program offerings is to understand where programs fall on the program life cycle, which begins when a program is first introduced and continues until it reaches the end of its life. By looking at programs from this angle, it can help guide shape recommendations about current program offerings and future program development strategies.

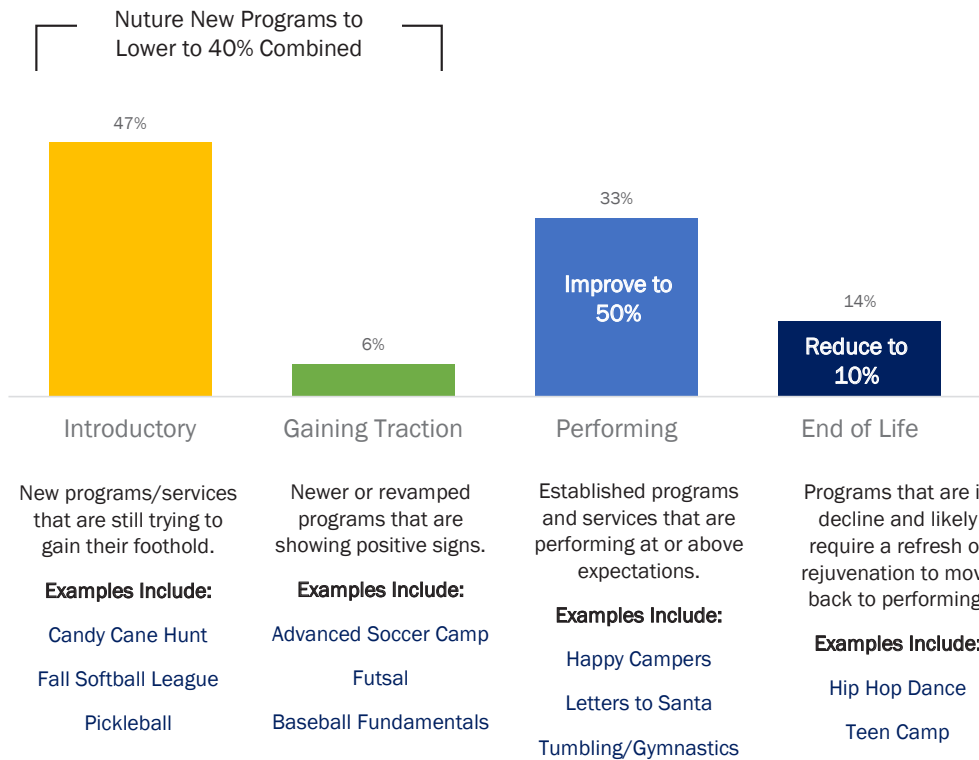
A summary of the life cycle stages used in this analysis are shared below:

- **Introduction:** Recreation programs falling into this stage are new or somewhat new recreation opportunities that are still working to gain a foothold. They require extra effort and attention to get off the ground and are not quite meeting participation or financial goals yet but are still hold potential for success in this early stage.
- **Gaining Traction:** Recreation programs falling into this stage are ones that have really picked up steam. They are the immediate successes or somewhat newer programs that are showing growth and may soon become a consistently well-performing program.
- **Performing:** Recreation programs that have run long enough and successfully enough to be considered consistent performers fall into this stage. They no longer require the same amount of attention and effort as they did to meet participation and financial goals as they did when they were initial offered.
- **End of Life:** Recreation programs falling into this stage are ones with declining participation, or ones that now need extra attention to get back to the participation and financial performance that they once had. They need to be renewed in some way to get them back on track or otherwise, they are likely to die out.

The chart below shows the overall results of this analysis. The District has a large slate of new program offerings, which is a good sign as it works to fill some of the identified gaps in program types and audiences served. Program staff need to continue to nurture those new programs to ensure that they reach the "Performing" stage to better balance their overall offerings. While this will require some effort, having a larger pool of steady performers will bring more stability to

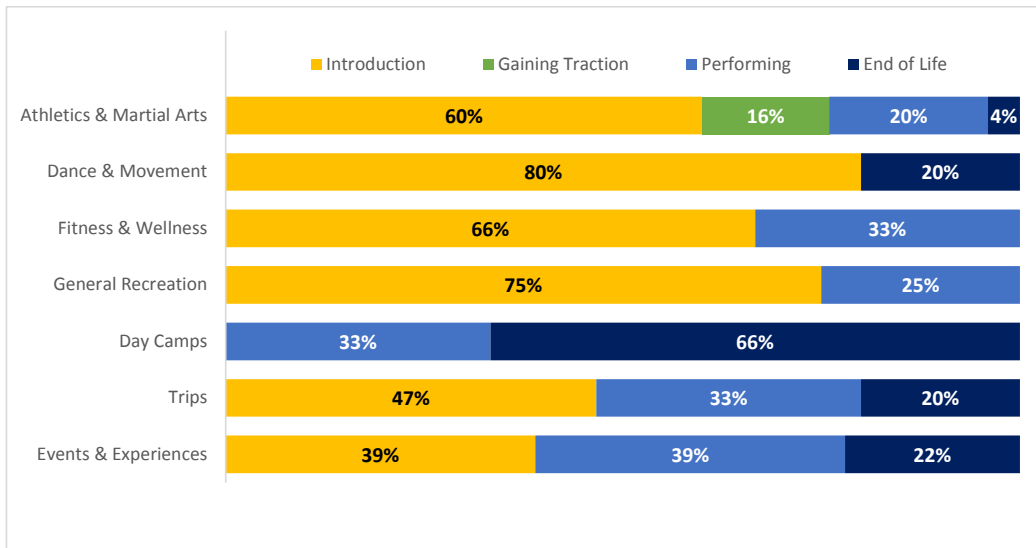
their registrations and sales and will lead to a higher percentage of programs that require less hands-on work to fill.

Recreation Program Life Cycle Distribution



The following chart shows the life cycle distribution for each program area. By diving deeper into the results, some additional imbalance becomes apparent. For example, while most program areas have a heavy amount of programs in the “Introductory” stage, Day Camps do not. Although day camps are often run year to year without much variation, because some of the District’s day camps fall into the “End of Life” stage, it will be important to give those a refresh in order to bring them back to “Performing.” However, in the District’s most popular program category, “Athletics & Martial Arts,” finding that only 4% of programs are in that “End of Life” stage is positive news.

Recreation Program Life Cycle Distribution by Program Type

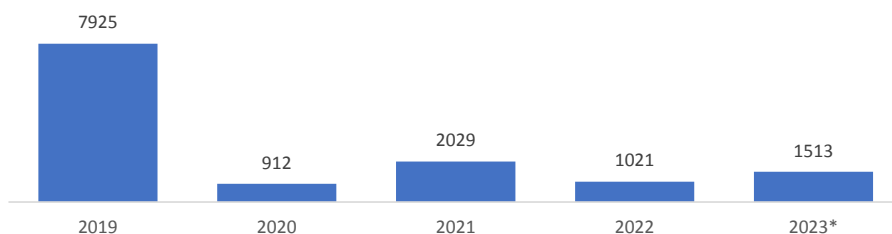


PROGRAM OPERATIONS & PERFORMANCE

Program Registration Trends

Examining the District program and registration trends provides important data to better understand how well the District is performing as it works to meet its mission of providing recreation opportunities to the community. One of the first key metrics to review is total program registrations.

Total Activity Enrollments by Year

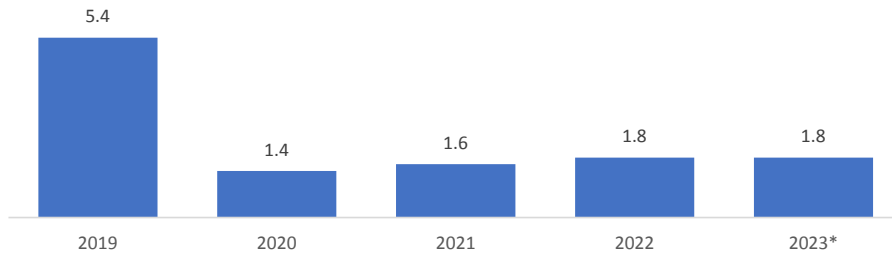


*Data for this chart was collected in early October 2023, meaning that data for 2023 was incomplete. However, based on past registration trends, the District was pacing ahead of 2022 registration totals, and only slightly behind 2021 by 97 registrations.

When looking at total program registrations that the District collected each year, a stark difference is apparent between 2019 and subsequent years. Although the COVID-19 pandemic certainly had an impact on the drop in participation, multiple changes to staff at the Berwyn Park District as well as changes to the types and number of programs offered by the District over that time also played a major role. Although the District has a desire and is working towards increasing program participation, it may not be realistic to expect a return to the levels seen in 2019 and earlier.

While overall participation is increasing, it can be helpful to understand how many individuals are completing those registrations. Since the high of 5.4 registrations per person in 2019, the District has been slowly increasing the average number of registrations per person to 1.8 per person. Although this is a positive sign, there is still room for growth in this area. Programming staff are encouraged to more heavily cross-promote their programs with current participants, especially to those attending special events.

Average Registrations Per Customer Per Year

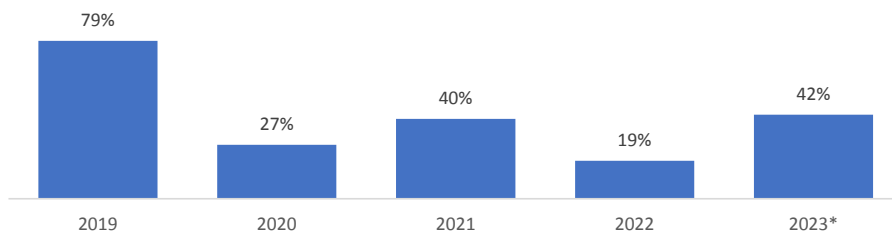


*Data for this chart was collected in early October 2023, meaning that data for 2023 was incomplete.

A final important metric to review is customer retention which is often a reflection of the quality of programs that a park and recreation organization offers. In this case, a review of overall household retention rates was examined which measures what percent of households participated in at least one program in the previous year and returned in the following year to register for at least one program.

Much like the other data points in this section, the results for Berwyn Park District varied quite a bit with the highest results coming from 2019. However, as of October of 2023, the District had already received the highest household retention rate since 2020 (see chart below). While having 42% of households return from the prior year to participate again in 2023 shows that District is moving in the right direction, this is another area where there is still room for improvement. The District should make a concerted effort to reach out to past participants and encourage them to stay engaged in recreation programs. Doing this will also result in higher performance in other areas as well as their data shows that their returning customers sign up for 50% more programs than their new customers do.

Household Retention Rates



*Data for this chart was collected in early October 2023, meaning that data for 2023 was incomplete.

Program Marketing & Online Presence

Participants often learn about program offerings from their local park and recreation providers through a variety of ways. A review was completed of several of those key methods with a summary shared below:

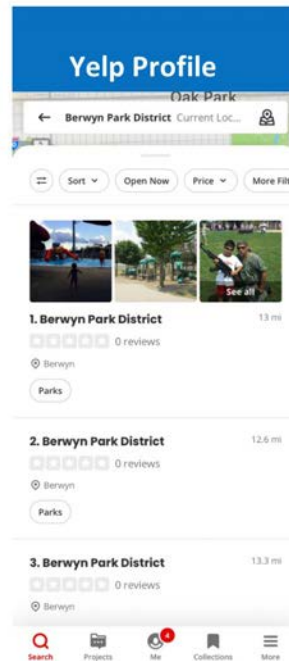
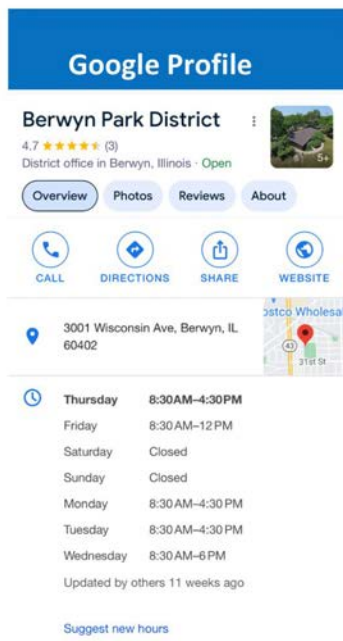
Online Searches and Reviews

When searching for key terms related to District programs in Berwyn, Illinois, the District performed well in general Google search results, but was often listed lower when searching through Google Business (maps) and did not appear at all on Yelp.

Search Term	Google Search Ranking	Google Business Ranking	Yelp Ranking
Early Childhood	3rd	Did Not Appear	Did Not Appear
Summer Camp	1st	3rd	Did Not Appear
Events	9th	Did Not Appear	Did Not Appear
Athletics	5th	2nd	Did Not Appear
Adult Programs	1st	8th	Did Not Appear

When searching Google, the District has 3 reviews and a 4.7-star rating within their Google Business Profile. While this is an incredibly strong rating, interaction or response to these Google reviews will help with improving overall business and search rankings. Encouraging more reviews from participants will also help improve the visibility of the District in community members' search results. The District should also consider creating Google listings for all parks and facilities and link the new listings within the District's main Google Business Profile to help ensure that accurate and complete information is available to the community online, to improve website traffic, and to increase search results.

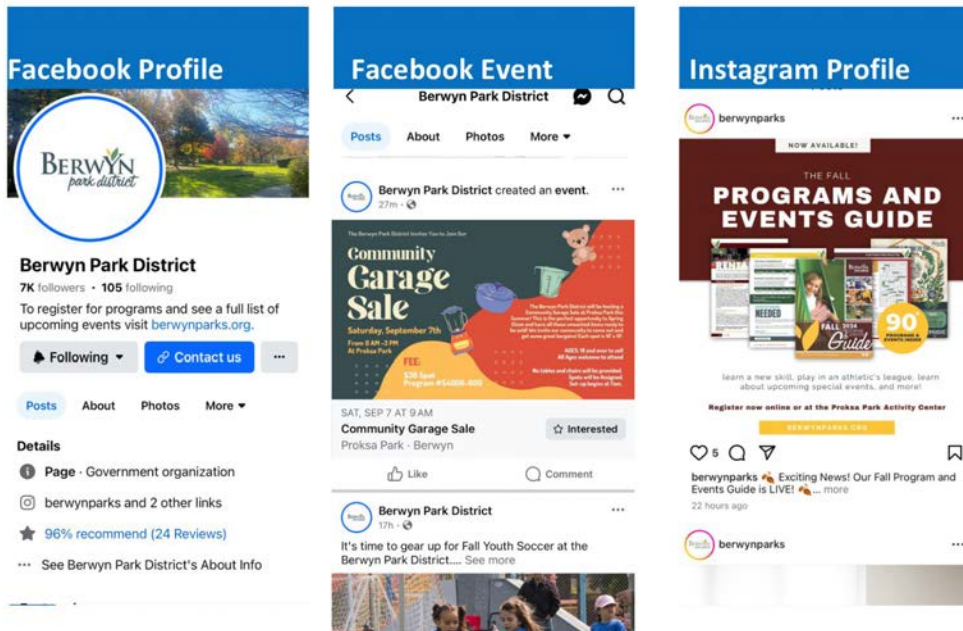
Although not used as frequently as Google searches, Yelp is still a popular method for finding and researching recreation program options and providers. When searching Yelp, Berwyn Park District shows three separate Yelp listings, all with outdated or incorrect information. The District should claim ownership of their sites and update the listing (including removing incorrect listings).



Source: Google.com & Yelp.com

Social Media

Berwyn Park District seems to be increasing engagement and regaining traction on their social media channels, Facebook and Instagram. The District posts approximately two to three times per week with informative posts about programs and events. To further increase visibility and boost engagement, they should improve the variety of their posts by also sharing information such as staff highlights, participant and community member features (especially individual stories about how they benefit from District programs and services), giveaways, and polls. The District should also respond to comments on posts when a question is asked or react to a comment (including with a GIF or emoji when appropriate), as well as respond to any reviews in their profiles.



Source: Facebook & Instagram

Website

Overall, Berwyn Park District’s website is easy to navigate and the large online registration button serves as a great call to action to sign up for a program. The main navigation menu features each of the core service offerings (Programs, Parks, Facilities, Rentals, and Special Events) making it quick for those looking for some specific information to begin to locate the information that they need. Although the banner at the top of the main page highlights current programs and events, the long list of news and updates that makes up most of the rest of the page is less visually appealing. Adding a calendar of upcoming events, such as a “What’s Going on This Week” or highlight programs and services in other manners may provide a better experience for website visitors. And while the form to sign up for the District’s newsletter is also located on the main page, it is somewhat lost among the other information on the page. Increasing the visibility by utilizing bolder colors and placing it higher up on the page (as well as in the footer of each page) would likely increase the number of subscribers.

The website features a page for each park that provides information about the park features and amenities as well as at least one photo. Rental information is easy to understand and communicated clearly. However, it may be advantageous to add an amenity listing and/or rental information the sidebar of each park page to bring it to the top of the page or make it easier to find for someone that may just be skimming the text on the page.

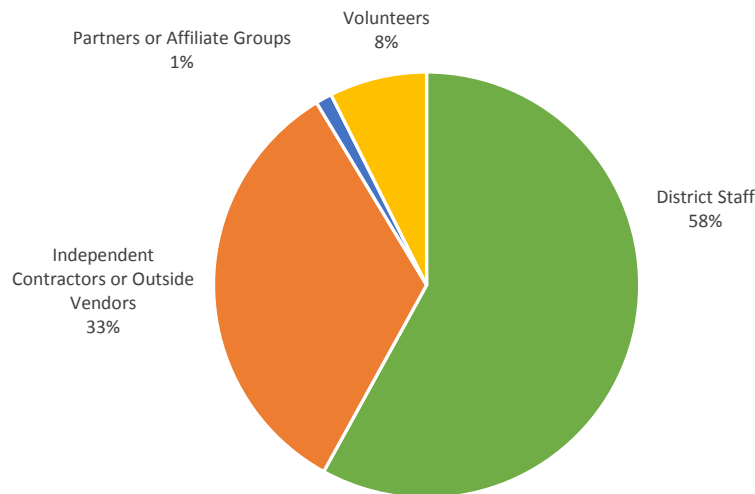
Program Operations

Program Instruction

Although District staff are responsible for overseeing each program mentioned in this report, park and recreation organizations can utilize a variety of approaches towards securing instructors and facilitators to produce the program experience for participants. At the Berwyn Park District, just over half of recreation programs are led by District employees, with another 33% utilizing independent contractors or outside companies to lead much of the rest.

In addition to these two main approaches, there were some examples of the District partnering with partners and volunteers to offer a program. And while they are not included in this data, it is important to note that the Berwyn Park District is a member of West Suburban Special Recreation Association (WSSRA) which offers additional programming to Berwyn Park District residents with special needs. The results of this program instruction analysis are not uncommon for park and recreation organizations from communities similar in size to Berwyn. However, many park and recreation providers with a similar number of staff as the District often rely much more heavily on independent contractors and outside vendors to provide programming. Although any new programs offered, including by independent contractors, will still require oversight by District staff, this could be an effective solution to expand program options without placing as heavy a burden on the District as staffing the programs themselves would, assuming quality contractual instructors can be found.

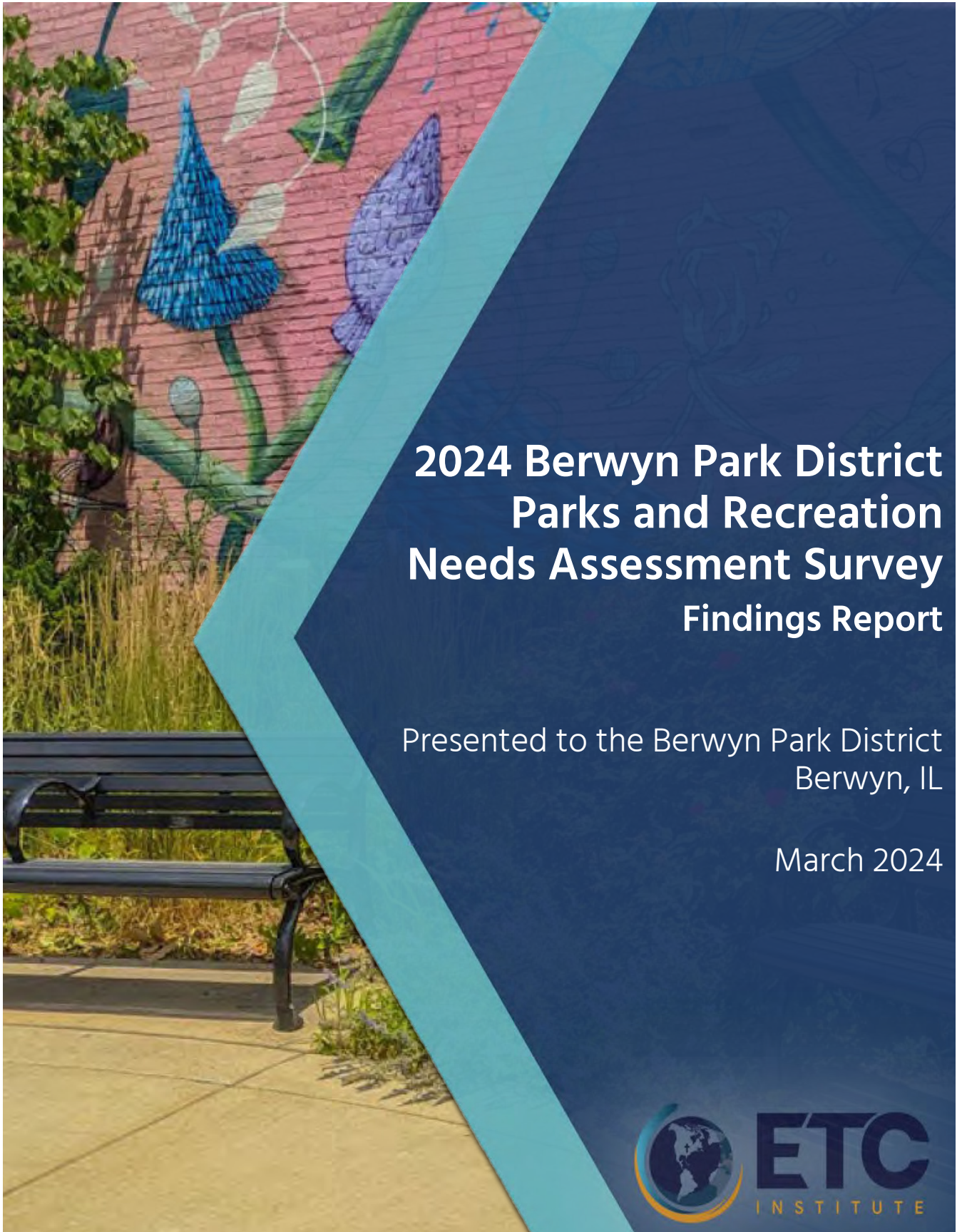
Activities Offered by Type of Instructor or Leader



Staff Perspective on Program Operations

During a workshop with District staff, discussion and activities took place to uncover their perspectives about efforts to offer recreation programs to the community. Information from that workshop was used to better inform the results this analysis and guide recommendations. Some of the themes regarding the District's strengths and challenges are highlighted below.





2024 Berwyn Park District Parks and Recreation Needs Assessment Survey Findings Report

Presented to the Berwyn Park District
Berwyn, IL

March 2024



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

A white lowercase letter 'i' inside a white circle, which is set against a dark blue background. The circle is partially overlapping a dark blue horizontal bar that extends to the right.

Executive Summary

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey – Executive Summary



PURPOSE

ETC Institute conducted a parks and recreation needs assessment survey for the Berwyn Park District between January and March of 2024. The survey was conducted as part of the Comprehensive Master Plan that will guide future improvements to facilities, programs, and services over the next five years.

METHODOLOGY

The six-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in the Berwyn Park District. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent follow-up text messages to the households that received the survey to encourage participation. The texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 300 residents. This goal was met, with a total of 303 households completing the survey. The results for the sample of 303 households have a 95% level of confidence with a precision rate of at least +/- 5.6%.

This report contains the following:

- An executive summary of the methodology for administering the survey and major findings
- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing Berwyn Parks District's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The percentage of “don’t know” or “not provided” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Berwyn Park District with the results from other communities where ETC Institute has conducted a parks and recreation survey. Since the number of “don’t know”/“not provided” responses often reflects the utilization and awareness of services, the percentage of those responses has been provided in the tabular data section of this report. When the “don’t know”/“not provided” responses have been excluded, the text of this report will indicate that the responses have been excluded with either the phrase “*who had an opinion*” or “*who provided a response.*”

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey – Executive Summary



USAGE AND RATINGS OF/PARKS AND FACILITIES

Eighty-three percent (85%) of households surveyed indicated their household visited Berwyn Park District parks or facilities during the past year. Of those who had visited parks or facilities, 43% who provided a response indicated they did so 2 times a week or more; 16% visited once a week, 22% visited 1 to 3 times a month, and 19% visited parks or facilities less than once a month.

Overall, 48% of respondents who visited parks or facilities in the past year and who had an opinion rated the physical condition as “excellent” or “good;” 41% gave a rating of “fair,” and 11% of those who visited parks or facilities in the past year rated the physical condition as “poor.”

REASONS PREVENTING HOUSEHOLDS FROM USING PARKS/FACILITIES MORE OFTEN

Forty-two percent (42%) of respondents surveyed indicated the lack of desired amenities prevented them from visiting Berwyn Park District parks, community centers, or indoor recreation/aquatics facilities more often. Other reasons include: parks/facilities are not well maintained (38%), restrooms are not open/not available (32%), and use of parks/facilities in other communities (22%).

SOURCES OF INFORMATION ABOUT PROGRAMS AND ACTIVITIES

Fifty-seven percent (57%) of respondents indicated they learn about programs and activities through the Berwyn Park District Program Guide. Other sources of information include: social media (52%), word of mouth (42%), the Park District website (32%), and flyers (23%).

Based on the sum of respondents’ top three choices, the *most preferred* methods of communicating about programs and activities were: 1) Berwyn Park District Program Guide, 2) social media, and 3) Park District website.

ORGANIZATIONS USED FOR RECREATION/SPORT ACTIVITIES

Fifty-eight percent (58%) of respondents indicated they have used the Berwyn Park District for recreation/sports activities in the past year. Other organizations that households have used include: public schools (33%), YMCA (31%), other neighboring Park Districts/jurisdictions (31%), and the Berwyn Recreation Department (23%).

PARTICIPATION IN/RATINGS OF PROGRAMS OR EVENTS

Thirty-six percent (36%) of households surveyed indicated their household participated in programs or events during the past. Of those who participated in programs, 13% indicated they participated in 4 programs or more; 55% participated in 2 to 3 programs, and 32% participated in one program.

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More than two-thirds (68%) of respondents who participated in programs in the past year and who had an opinion rated the quality as “excellent” or “good;” 30% rated the quality of programs as “fair,” and only 2% gave a rating of “poor.”

REASONS PREVENTING HOUSEHOLDS FROM PARTICIPATING IN PROGRAMS MORE OFTEN

Forty-four percent (44%) of respondents indicated the lack of knowledge of programs offered prevented them from participating more often. Other reasons include: program times are not convenient (25%), program not offered (22%), lack of quality programs (22%), and old and outdated facilities (21%).

SATISFACTION WITH PARKS AND RECREATION SERVICES

Sixty-four percent (64%) of respondents, *who had an opinion*, were “very satisfied” or “satisfied” with safety in parks. Other services in which respondents were “very satisfied” or “satisfied” include: cleanliness of Berwyn Park District parks and facilities (57%), friendliness and professionalism of Berwyn Park District staff (54%), and quality of outdoor athletic fields (52%).

PRIORITIES FOR PARKS AND RECREATION DEPARTMENT

Based on the sum of their top three choices, the parks and recreation services that respondents thought should receive the most attention from the District over the next three years were: 1) cleanliness of Berwyn Park District parks and facilities, 2) safety in parks, and 3) innovation in developing new offerings.

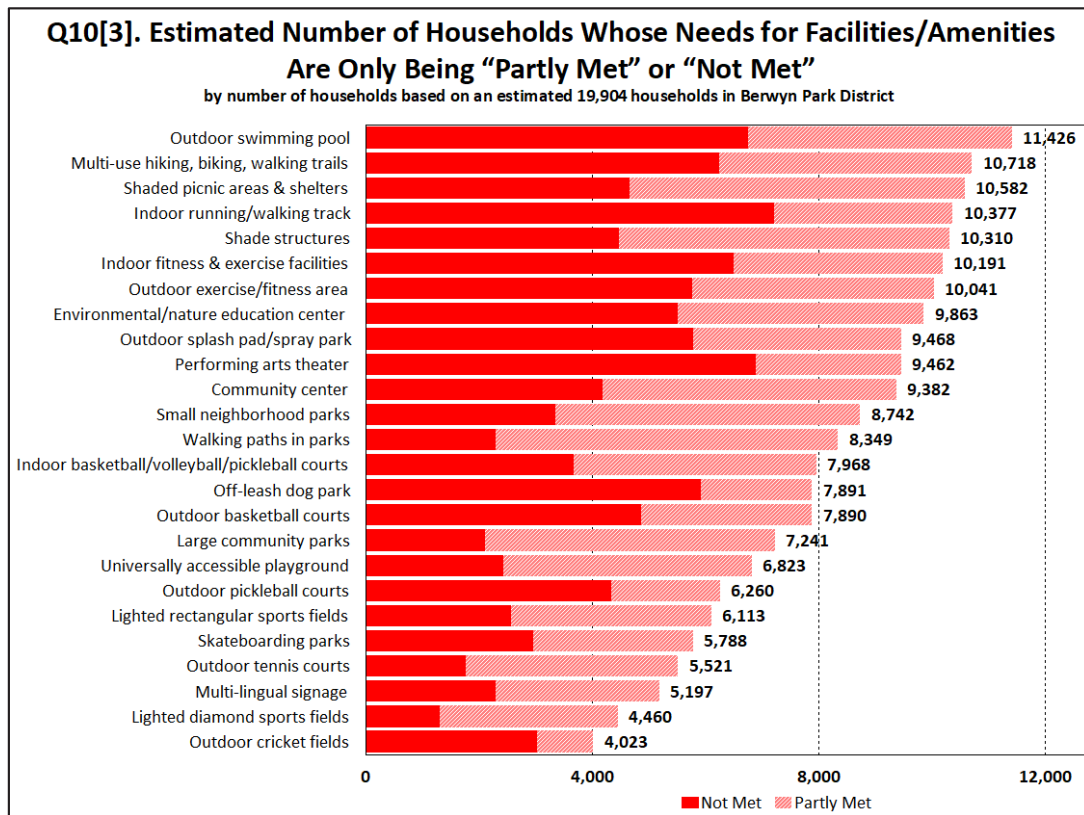
PARK FACILITY NEEDS AND PRIORITIES

Park Facility Needs: Respondents were asked to identify if their household had a need for 25 park facilities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The five park facilities with the highest percentage of households that indicated a need for the facility were: large community parks (93%), walking paths in parks (91%), small neighborhood parks (87%), multi-use hiking, biking, and walking trails (85%), and shaded picnic areas and shelters (83%). When ETC Institute analyzed the needs in the community, these same five facilities had a need that affected more than 16,000 households.

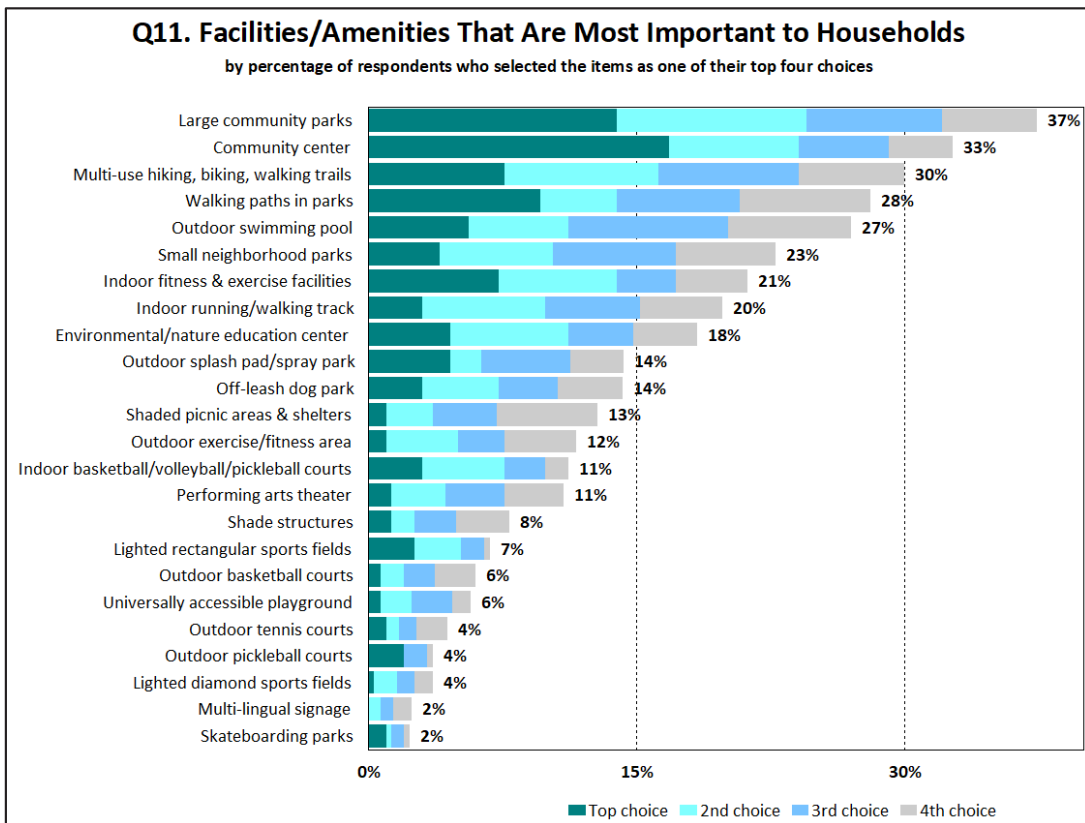
ETC Institute estimates a total of 11,426 households in the Berwyn Park District that have a need, have unmet needs for an outdoor swimming pool. The estimated number of households that have unmet needs for each of the 25 park facilities that were assessed is shown on the following page.

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Park Facility Importance: In addition to assessing the needs for each park facility, ETC Institute also assessed the importance that residents placed on each. Based on the sum of respondents’ top four choices, the most important park facilities to households were: large community parks (37%), community center (33%), multi-use hiking, biking, and walking trails (30%) and walking paths in parks (28%). The percentage of residents who selected each facility as one of their top four choices is shown in the chart on the following page.

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Priorities for Park Facility Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on facilities. The PIR equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

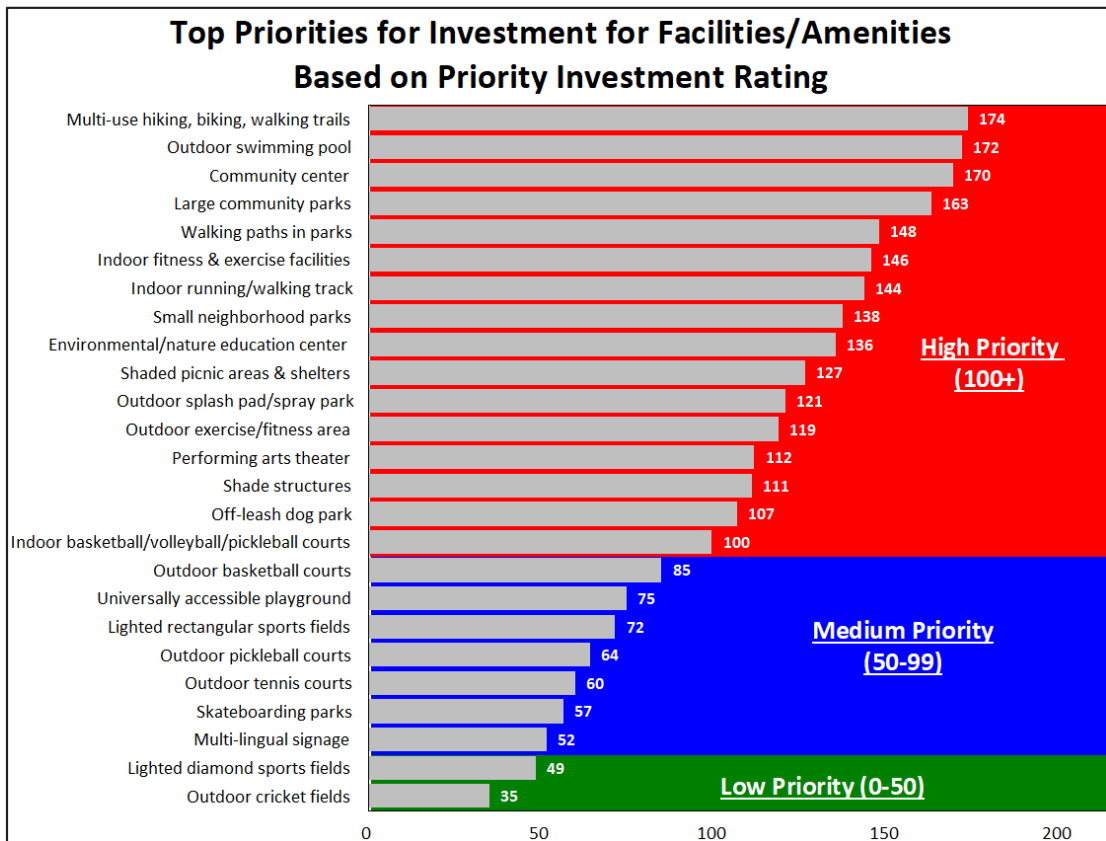
Based the Priority Investment Rating (PIR), the following sixteen park facilities were rated as high priorities for investment:

- Multi-use hiking, biking, and walking trails (PIR=174)
- Outdoor swimming pool (PIR=172)
- Community center (PIR=170)
- Large community parks (PIR=163)
- Walking paths in parks (PIR=148)
- Indoor fitness and exercise facilities (PIR=146)

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- Indoor running/walking track (PIR=144)
- Small neighborhood parks (PIR=138)
- Environmental/nature education center (PIR=136)
- Shaded picnic areas and shelters (PIR=127)
- Outdoor splash pad/spray park (PIR=121)
- Outdoor exercise/fitness area (PIR=119)
- Performing arts theater (PIR=112)
- Shade structures (PIR=111)
- Off-leash dog park (PIR=107)
- Indoor basketball/volleyball/pickleball courts (PIR=100)

The chart below shows the Priority Investment Rating for each park facility that was assessed on the survey.



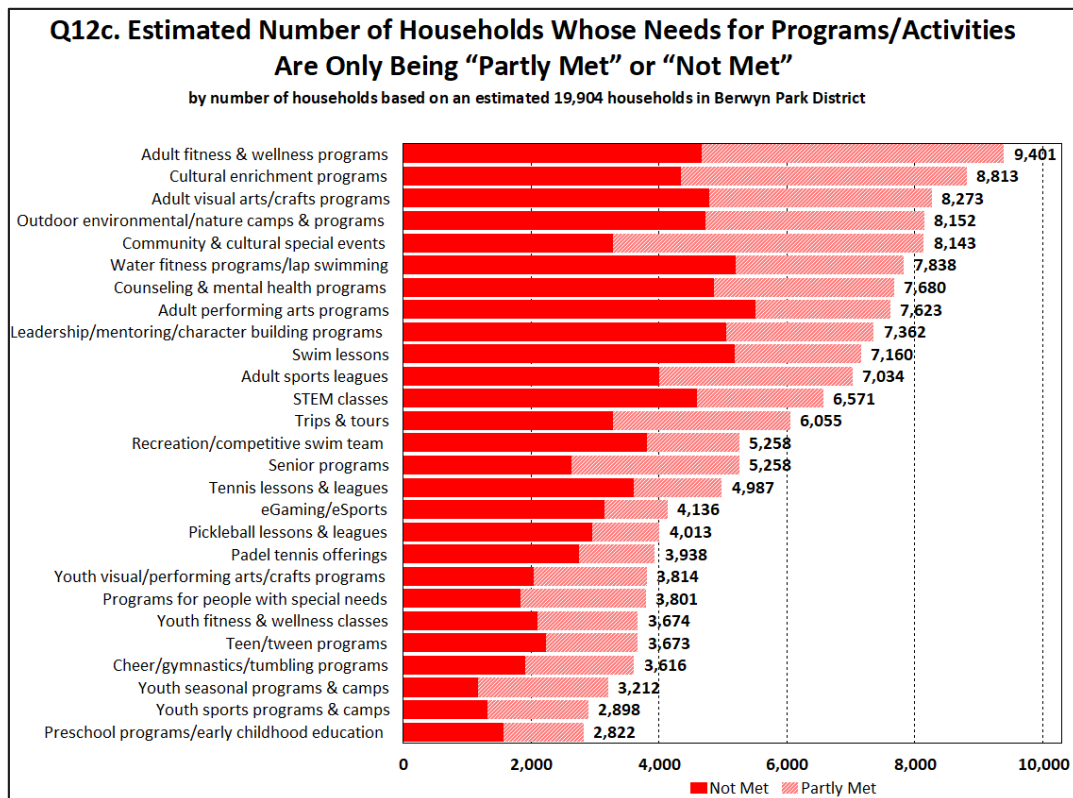
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey – Executive Summary

PROGRAMMING NEEDS AND PRIORITIES

Programming Needs. Respondents were asked to identify if their household had a need for 27 parks and recreation programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

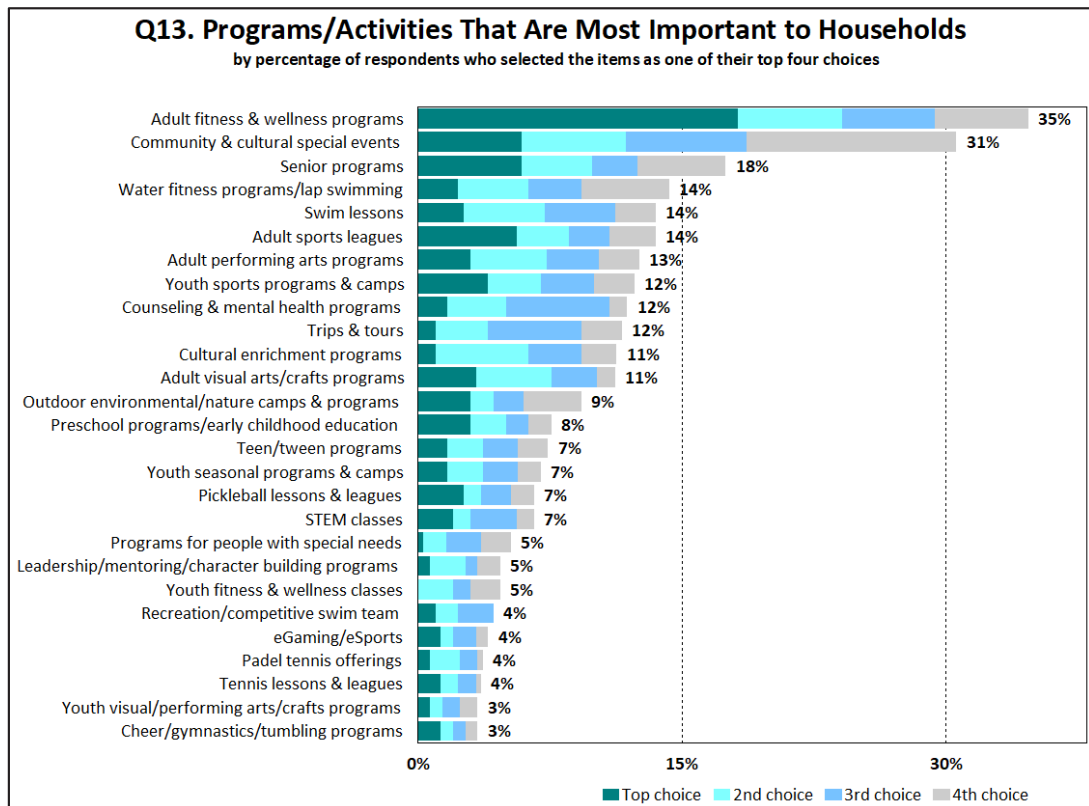
The five programs with the highest percentage of households that had needs were: adult fitness and wellness programs (61%), community and cultural special events (61%), cultural enrichment programs (55%), adult visual arts/crafts programs (51%), and outdoor environmental/nature camps and programs (51%). When ETC Institute analyzed the needs in the community, all five of these programs had a need that affected more than 10,000 households.

ETC Institute estimates a total of 9,401 households in the Berwyn Park District that have a need, have unmet needs for adult fitness and wellness programs. The estimated number of households that have unmet needs for each of the 27 programs that were assessed is shown below.



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Programming Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each. Based on the sum of respondents’ top four choices, the most important programs to households were: adult fitness and wellness programs (35%), community and cultural special events (31%), senior programs (18%), and water fitness programs/lap swimming (14%). The percentage of residents who selected each program as one of their top four choices is shown in the chart below.



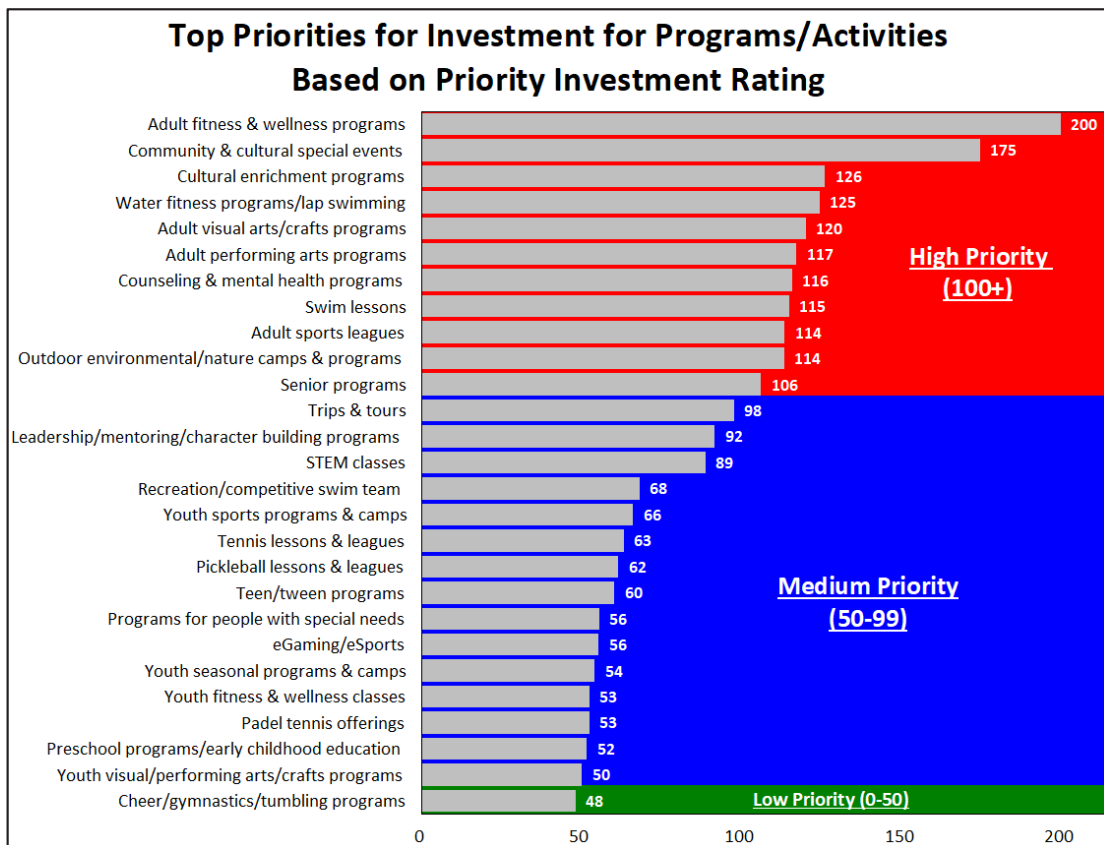
Priorities for Programming Investments. Based on the priority investment rating (PIR), which was described briefly on page vi of this Executive Summary and is described in more detail in Section 2 of this report, the following eleven programs were rated as “high priorities” for investment:

- Adult fitness and wellness programs (PIR=200)
- Community and cultural special events (PIR=175)
- Cultural enrichment programs (PIR=126)
- Water fitness programs/lap swimming (PIR=125)

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- Adult visual arts/crafts programs (PIR=120)
- Adult performing arts programs (PIR=117)
- Counseling and mental health programs (PIR=116)
- Swim lessons (PIR=115)
- Adult sports leagues (PIR=114)
- Outdoor environmental/nature camps and programs (PIR=114)
- Senior programs (PIR=106)

The chart below shows the Priority Investment Rating (PIR) for each of the programs that were rated.



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CONCLUSIONS AND RECOMMENDATIONS

When analyzing the park facilities and programs offered by the Berwyn Park District, the following were the items for which the highest number of residents had a need: large community parks, walking paths in parks, small neighborhood parks, adult fitness and wellness programs, community and cultural special events, and cultural enrichment programs. Focusing on these items would provide the greatest benefit for the largest number of residents in the Berwyn Park District.

Making certain the District's availability of facilities and programs encompasses the greatest number of households ensures funding is appropriately allocated to give the community the greatest benefit possible. In order to ensure that the District continues to meet the needs and expectations of the community, ETC Institute recommends that the District sustain and/or improve the performance in areas that were identified as "high priorities" by the Priority Investment Rating (PIR).

The facilities and programs with the highest PIR ratings are listed below.

Park Facility Priorities

- Multi-use hiking, biking, and walking trails (PIR=174)
- Outdoor swimming pool (PIR=172)
- Community center (PIR=170)
- Large community parks (PIR=163)
- Walking paths in parks (PIR=148)
- Indoor fitness and exercise facilities (PIR=146)
- Indoor running/walking track (PIR=144)
- Small neighborhood parks (PIR=138)
- Environmental/nature education center (PIR=136)
- Shaded picnic areas and shelters (PIR=127)
- Outdoor splash pad/spray park (PIR=121)
- Outdoor exercise/fitness area (PIR=119)
- Performing arts theater (PIR=112)
- Shade structures (PIR=111)
- Off-leash dog park (PIR=107)
- Indoor basketball/volleyball/pickleball courts (PIR=100)

Programming Priorities

- Adult fitness and wellness programs (PIR=200)
- Community and cultural special events (PIR=175)
- Cultural enrichment programs (PIR=126)
- Water fitness programs/lap swimming (PIR=125)

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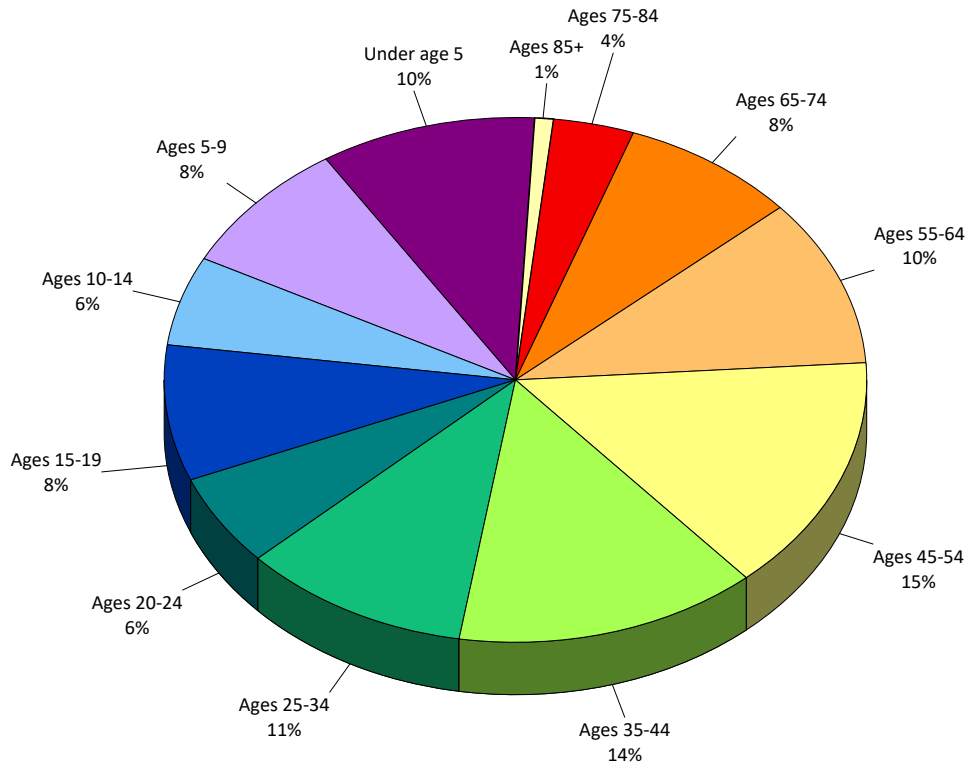
- Adult visual arts/crafts programs (PIR=120)
- Adult performing arts programs (PIR=117)
- Counseling and mental health programs (PIR=116)
- Swim lessons (PIR=115)
- Adult sports leagues (PIR=114)
- Outdoor environmental/nature camps and programs (PIR=114)
- Senior programs (PIR=106)



1 Charts and Graphs

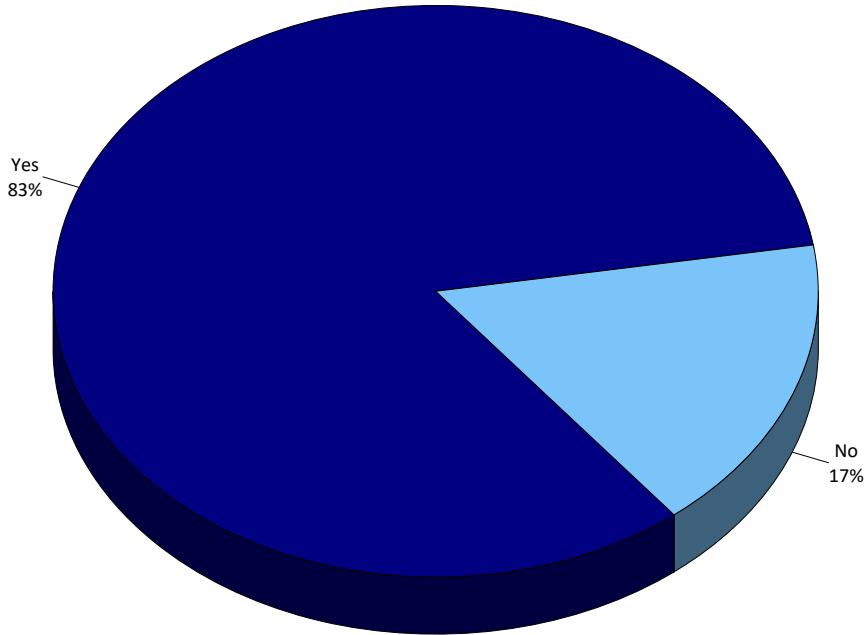
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q1. Including yourself, how many people in your household are... by percentage of persons in household



Q2. Have you/your household visited any Berwyn Park District parks/facilities in the past year?

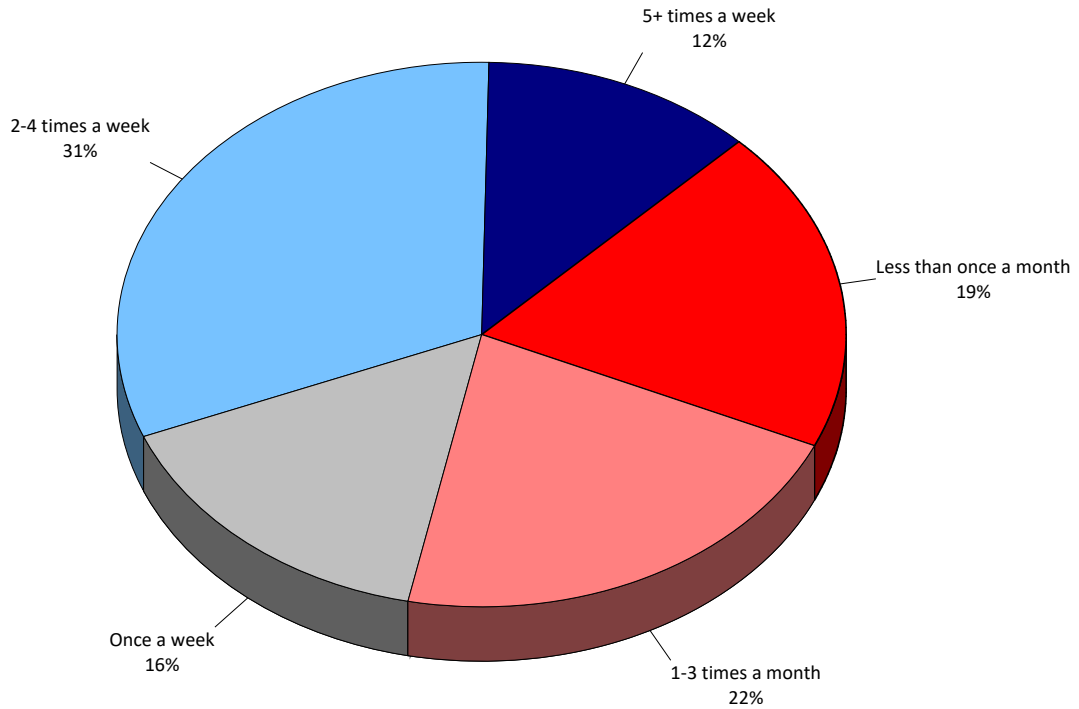
by percentage of respondents



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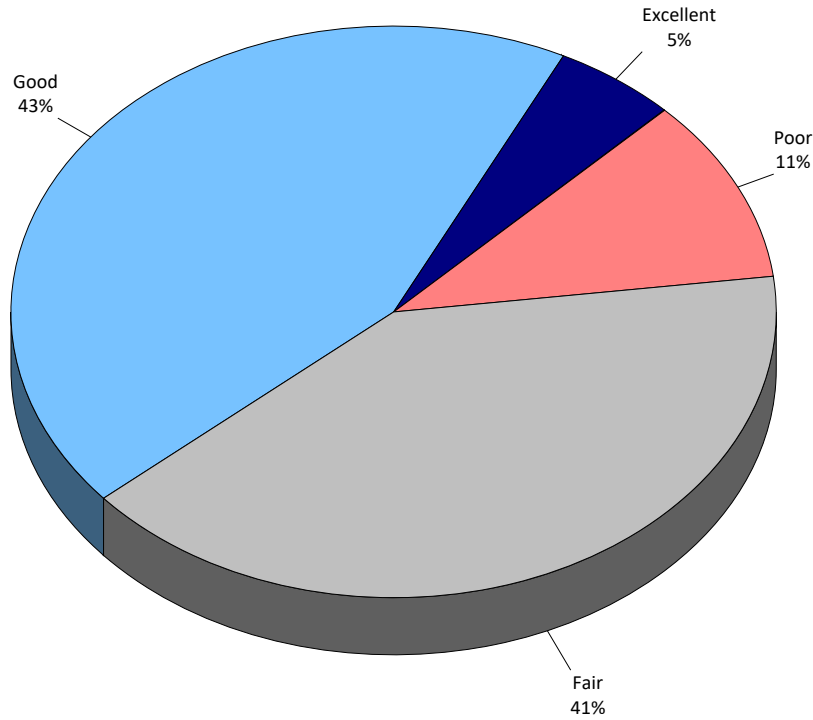
Q2a. How often have you visited Berwyn Park District parks/facilities in the past year?

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



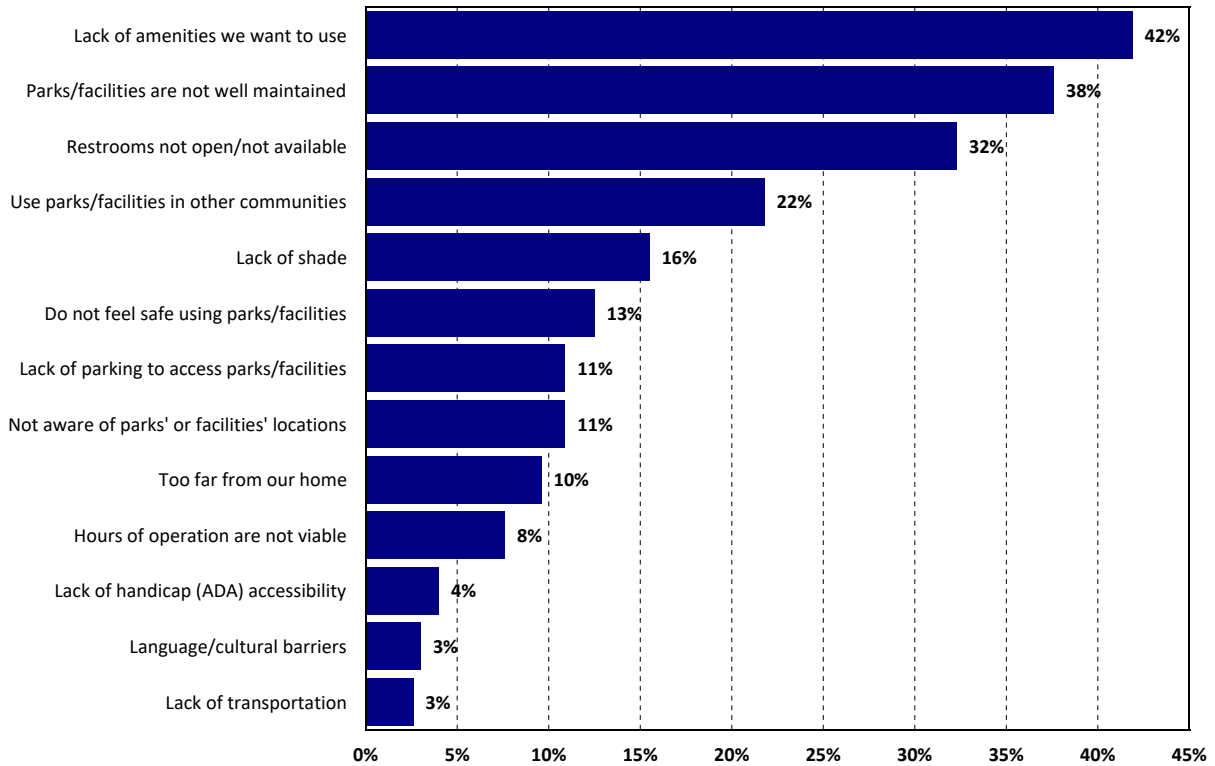
Q2b. How would you rate the physical condition of all the parks/facilities you have visited?

by percentage of respondents (excluding "not provided")



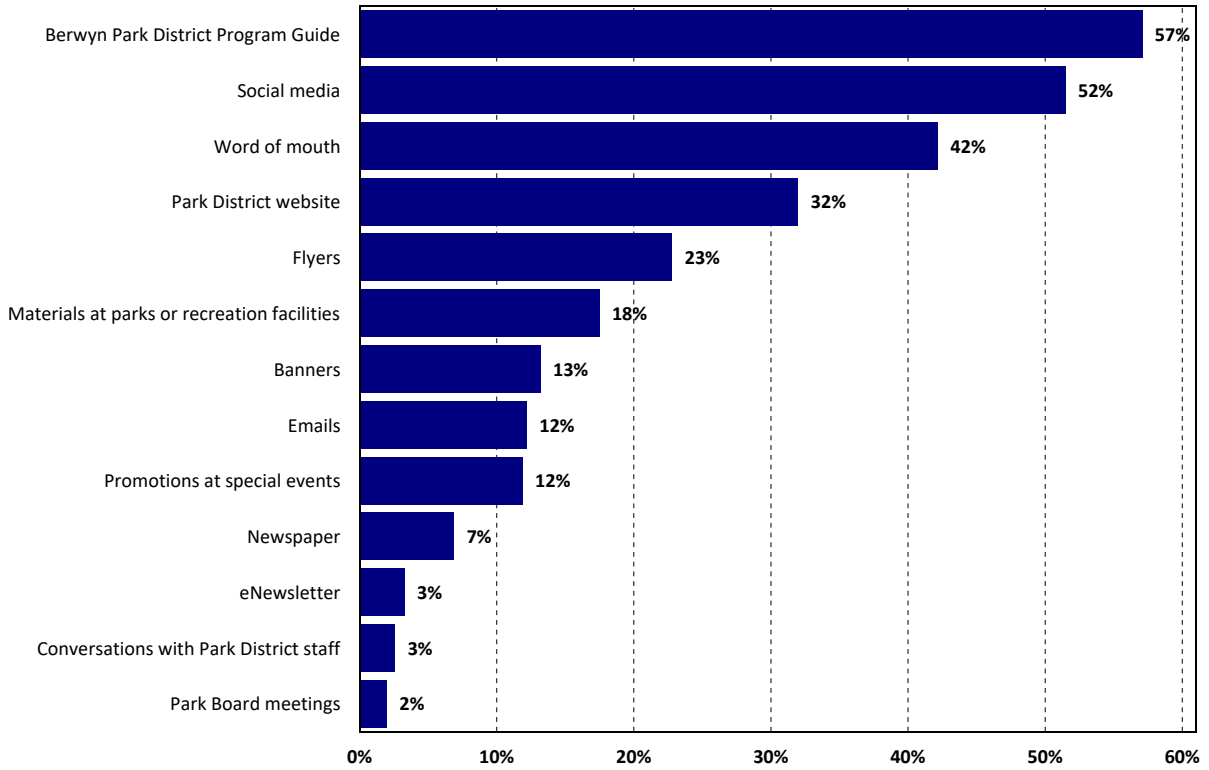
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q3. Please check all the reasons that prevent you/your household from visiting parks, community centers, or indoor recreation/aquatics facilities more often by percentage of respondents (multiple selections could be made)



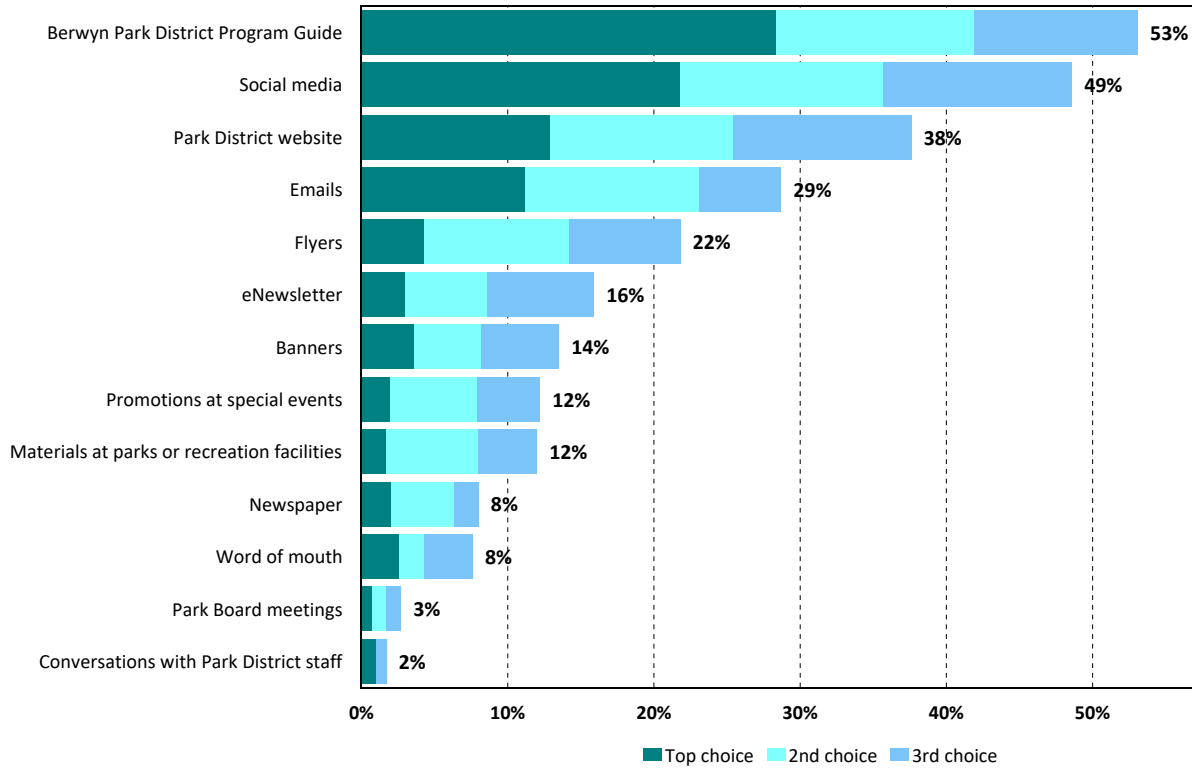
Q4. Please check all the ways you learn about Berwyn Park District programs and activities

by percentage of respondents (multiple selections could be made)

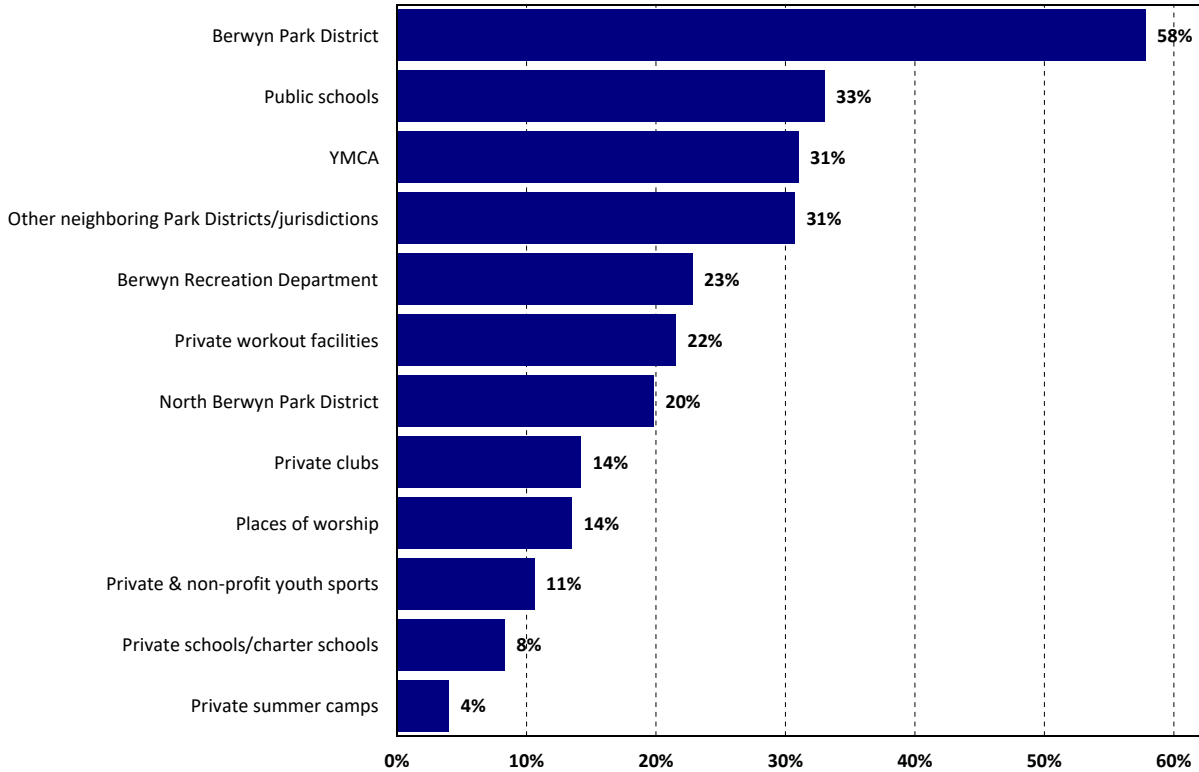


2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q5. Which three methods of communication would you most prefer the park district use to communicate with you about programs and activities?
 by percentage of respondents who selected the items as one of their top three choices



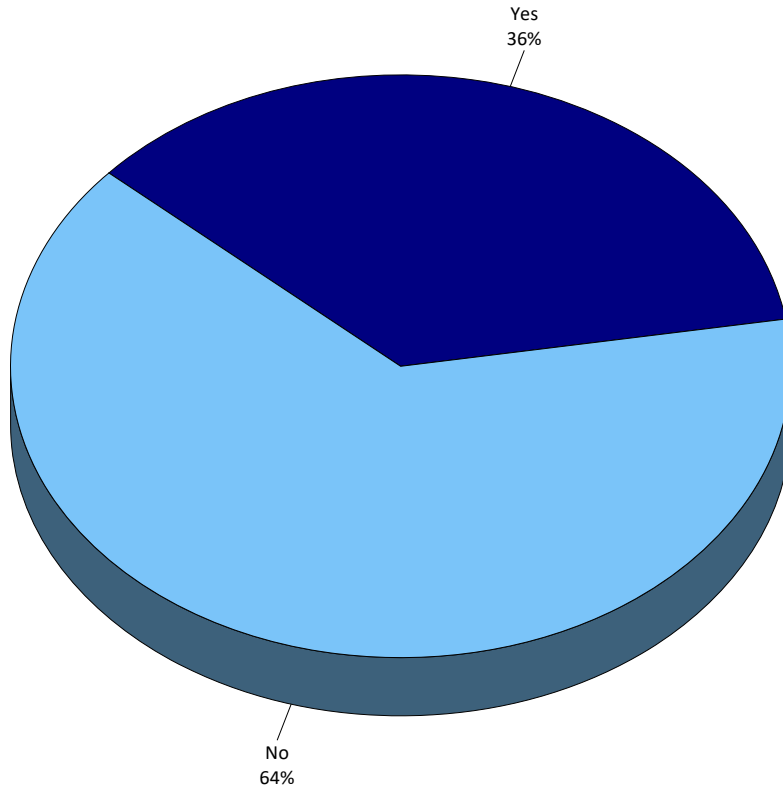
Q6. Please check all the organizations that you/your household have used for recreation/sports activities in the past year
by percentage of respondents (multiple selections could be made)



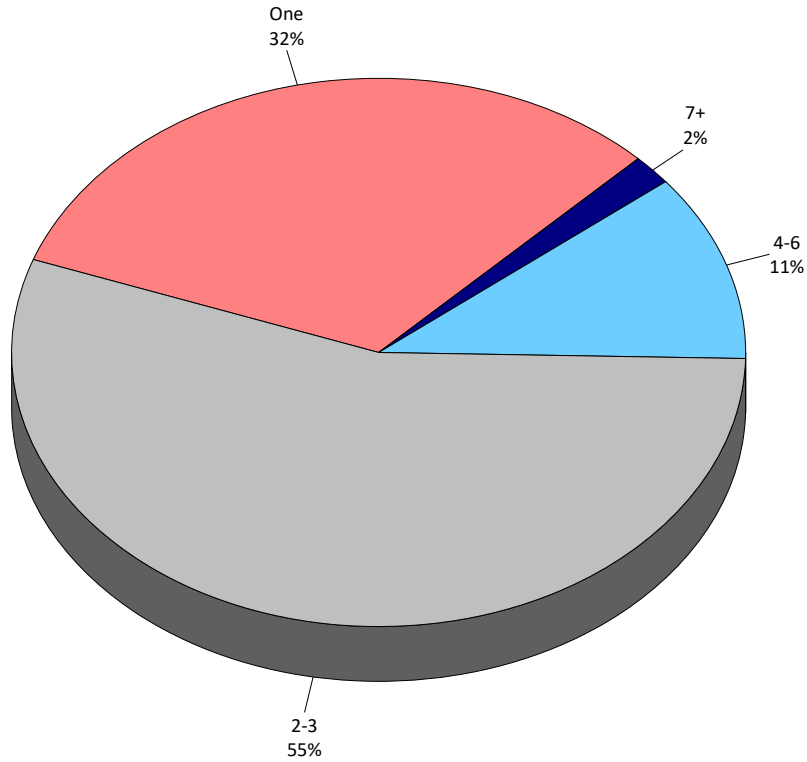
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q7. Has your household participated in any programs or events in the past year?

by percentage of respondents



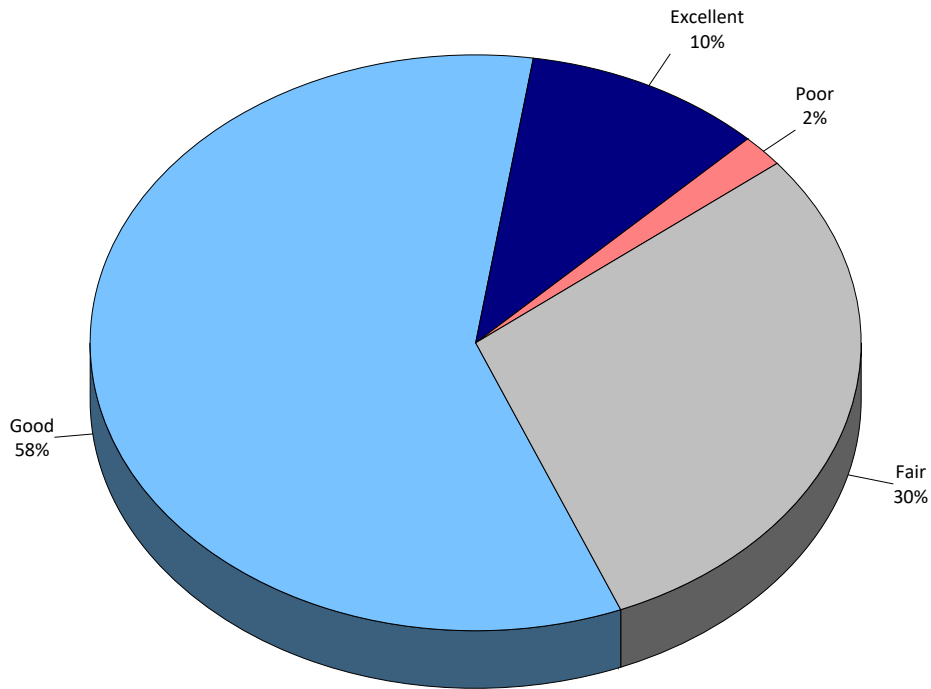
Q7a. How many programs/events have you/your household participated in during the past year?
by percentage of respondents



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

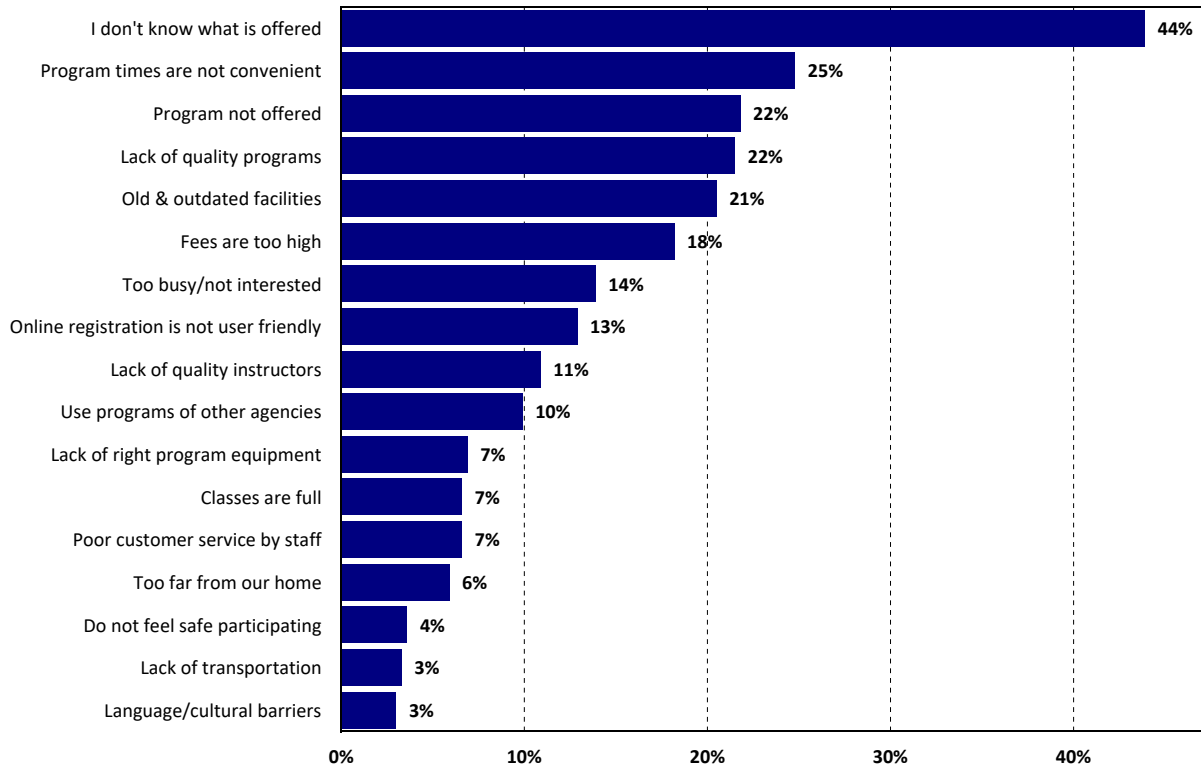
Q7b. How would you rate the overall quality of the programs/activities in which your household has participated?

by percentage of respondents (excluding "not provided")



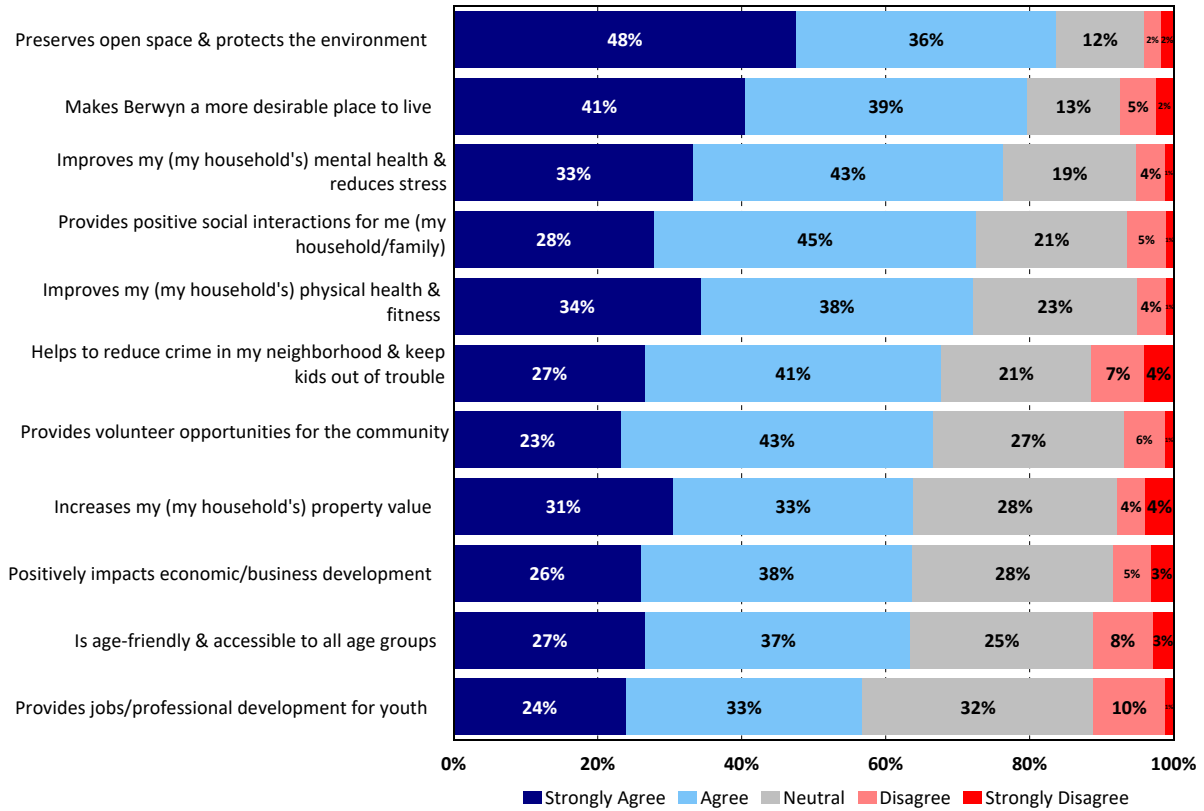
Q8. Please check all the reasons that prevent you/your household from participating in programs more often

by percentage of respondents (multiple selections could be made)

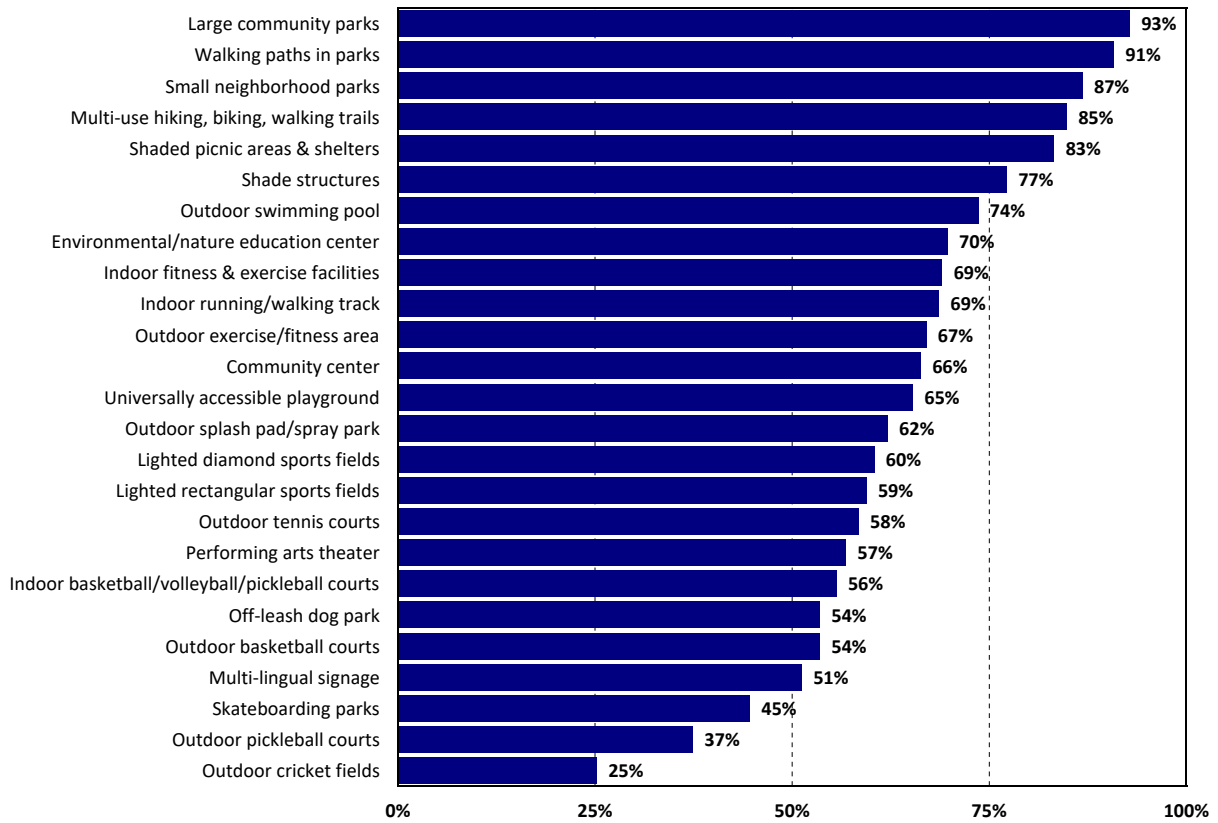


2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q9. Please indicate your level of agreement with the following statements
by percentage of respondents (excluding "don't know")

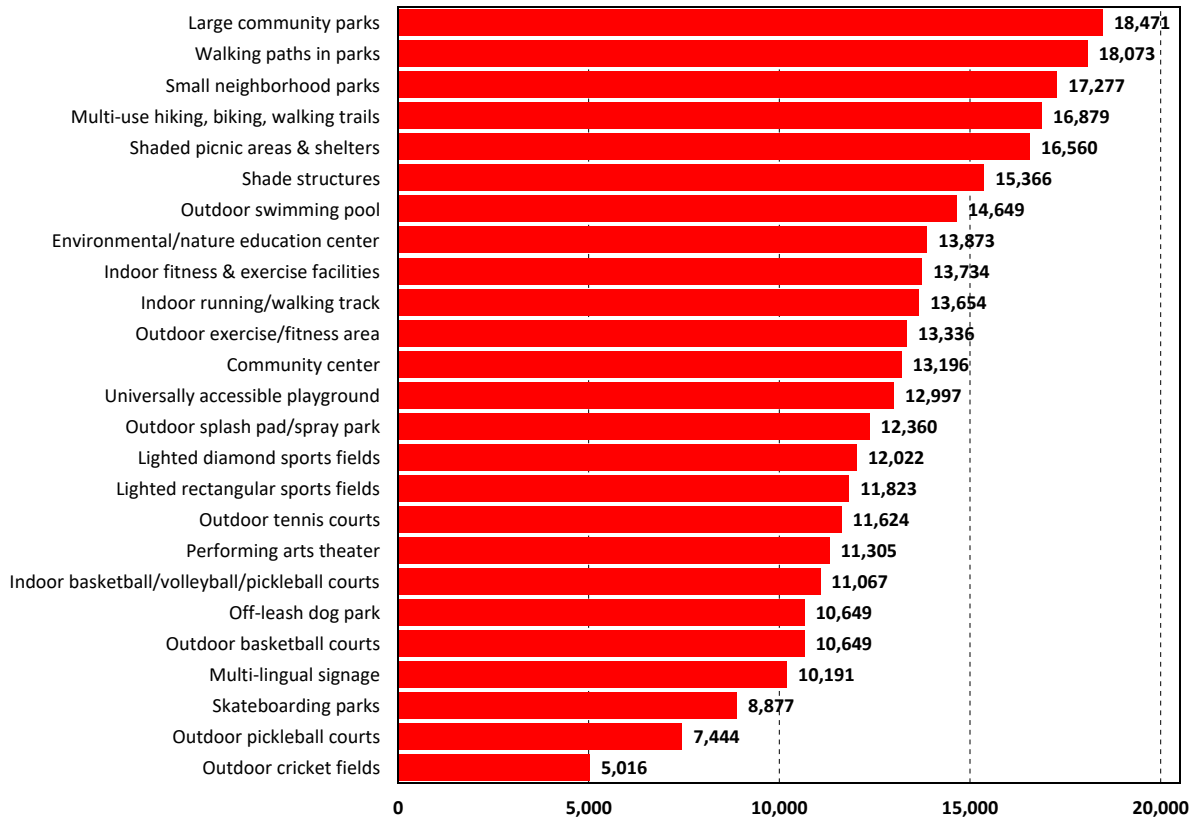


Q10[1]. Households That Have a Need for Facilities/Amenities by percentage of respondents who indicated a need

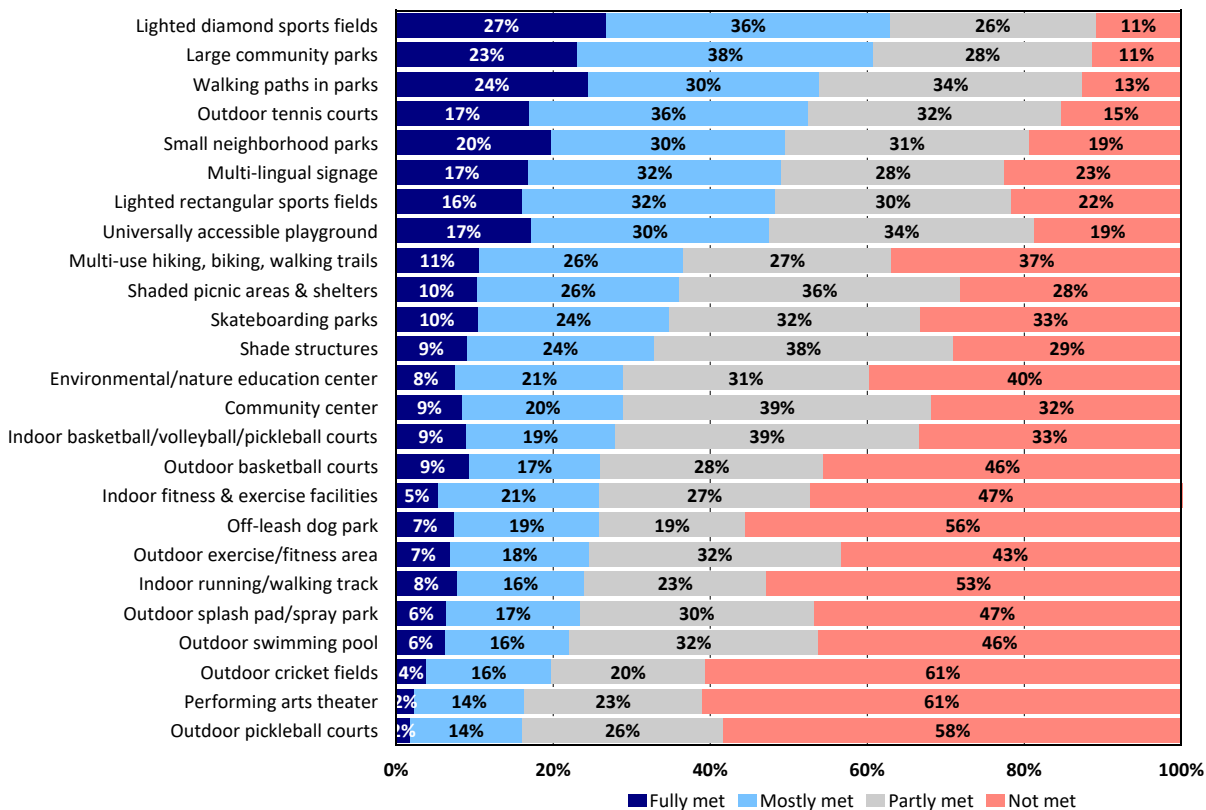


2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q10[1]. Estimated Number of Households That Have a Need for Facilities/Amenities
 by number of households based on an estimated 19,904 households in Berwyn Park District



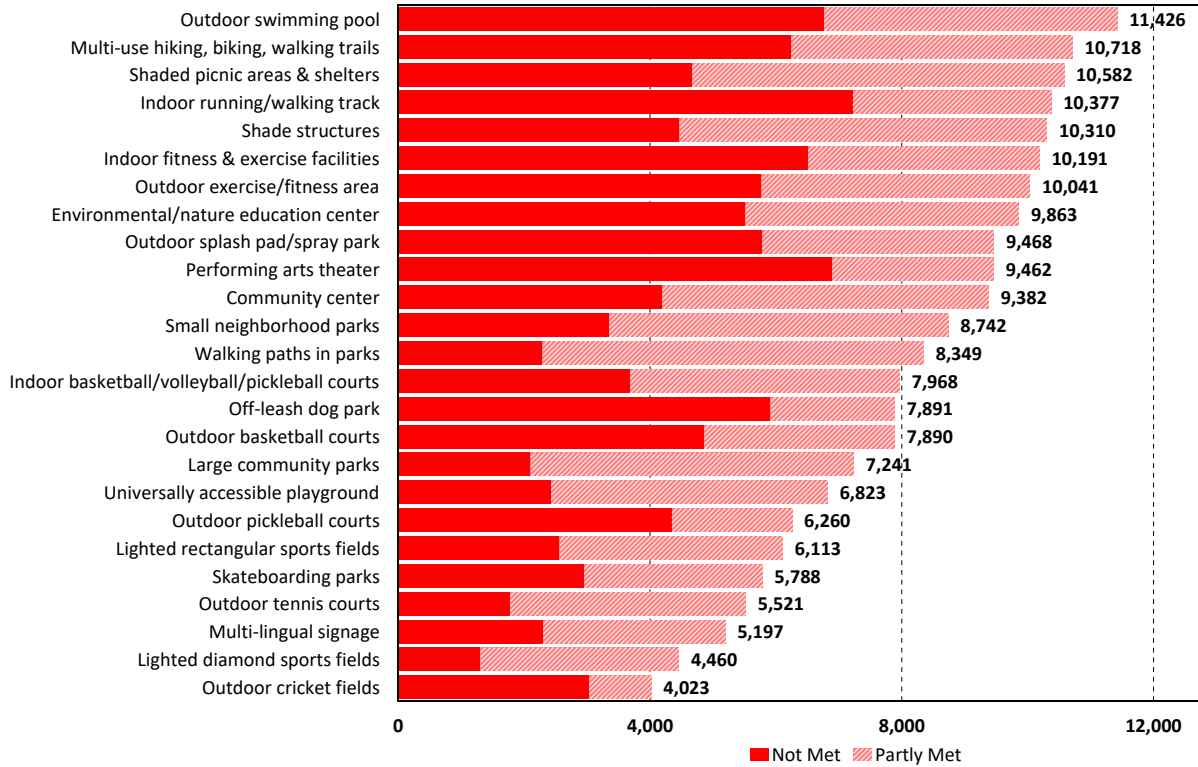
Q10[2]. How Well Facilities/Amenities Are Meeting the Needs of Households by percentage of respondents



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

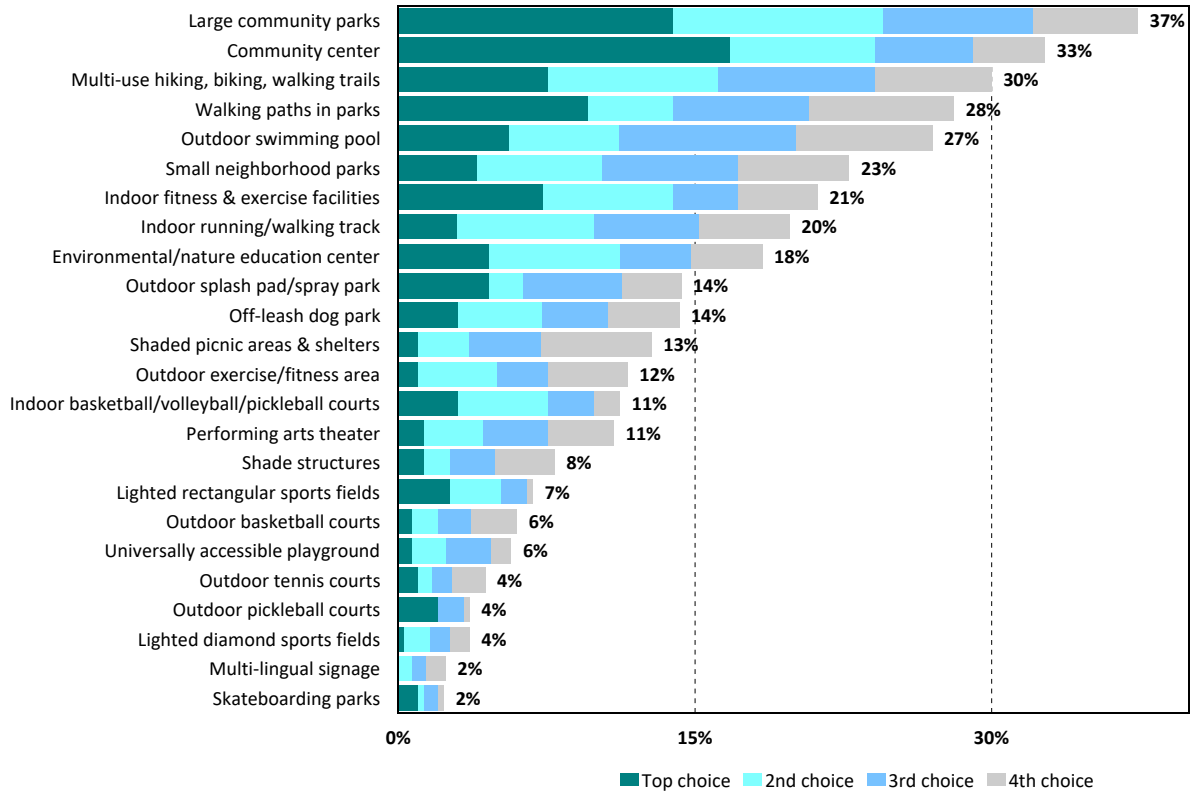
Q10[3]. Estimated Number of Households Whose Needs for Facilities/Amenities Are Only Being “Partly Met” or “Not Met”

by number of households based on an estimated 19,904 households in Berwyn Park District



Q11. Facilities/Amenities That Are Most Important to Households

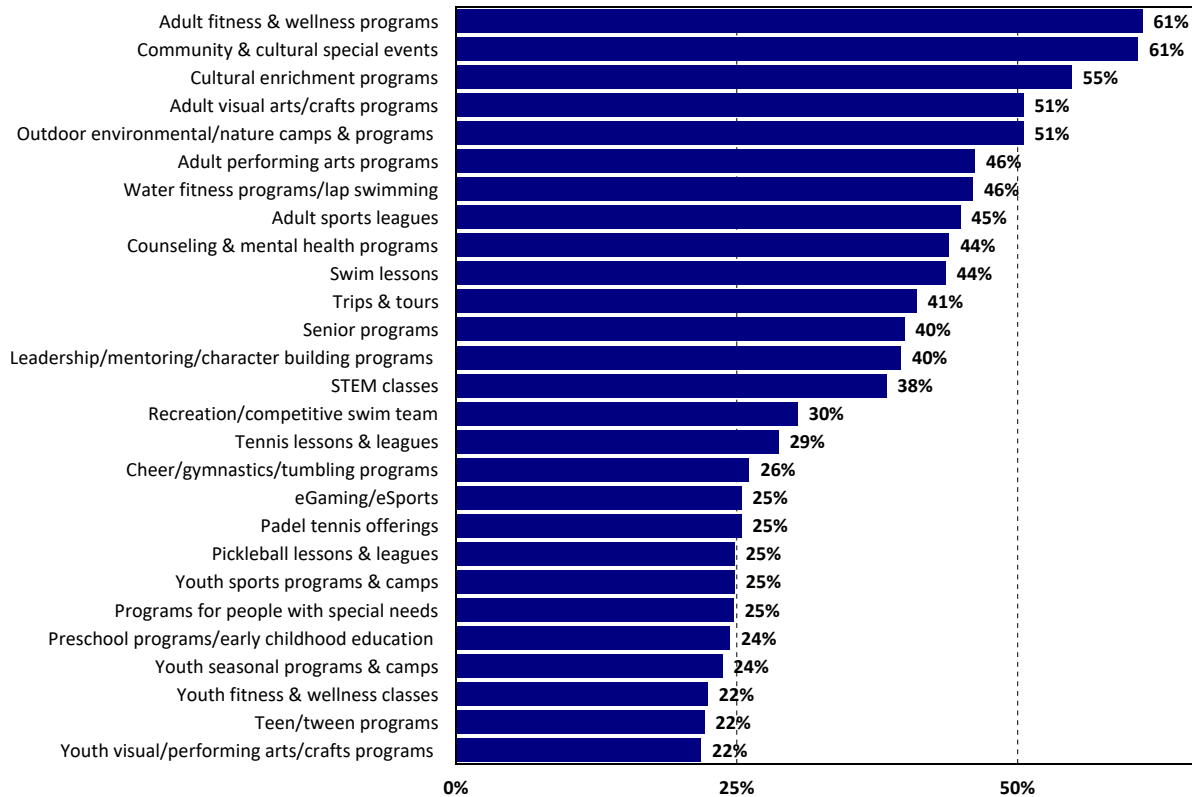
by percentage of respondents who selected the items as one of their top four choices



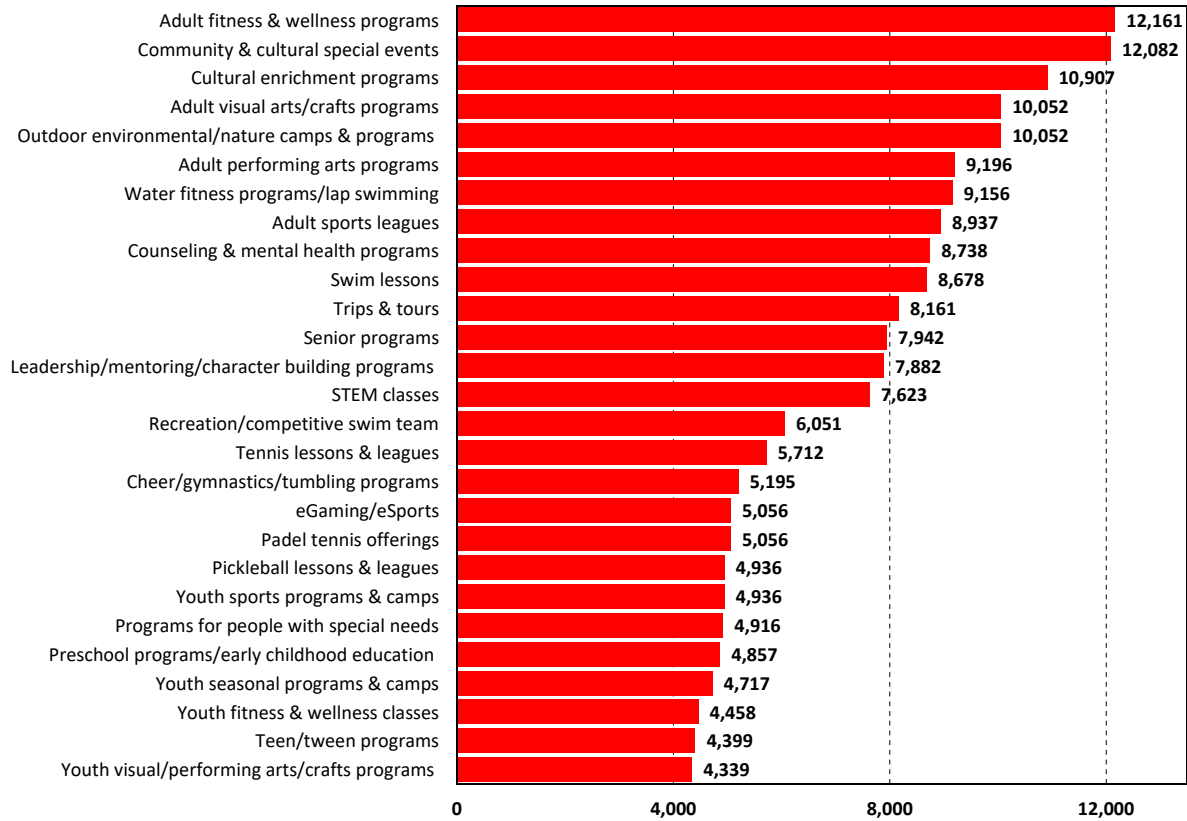
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q12[1]. Households That Have a Need for Programs/Activities

by percentage of respondents who indicated a need

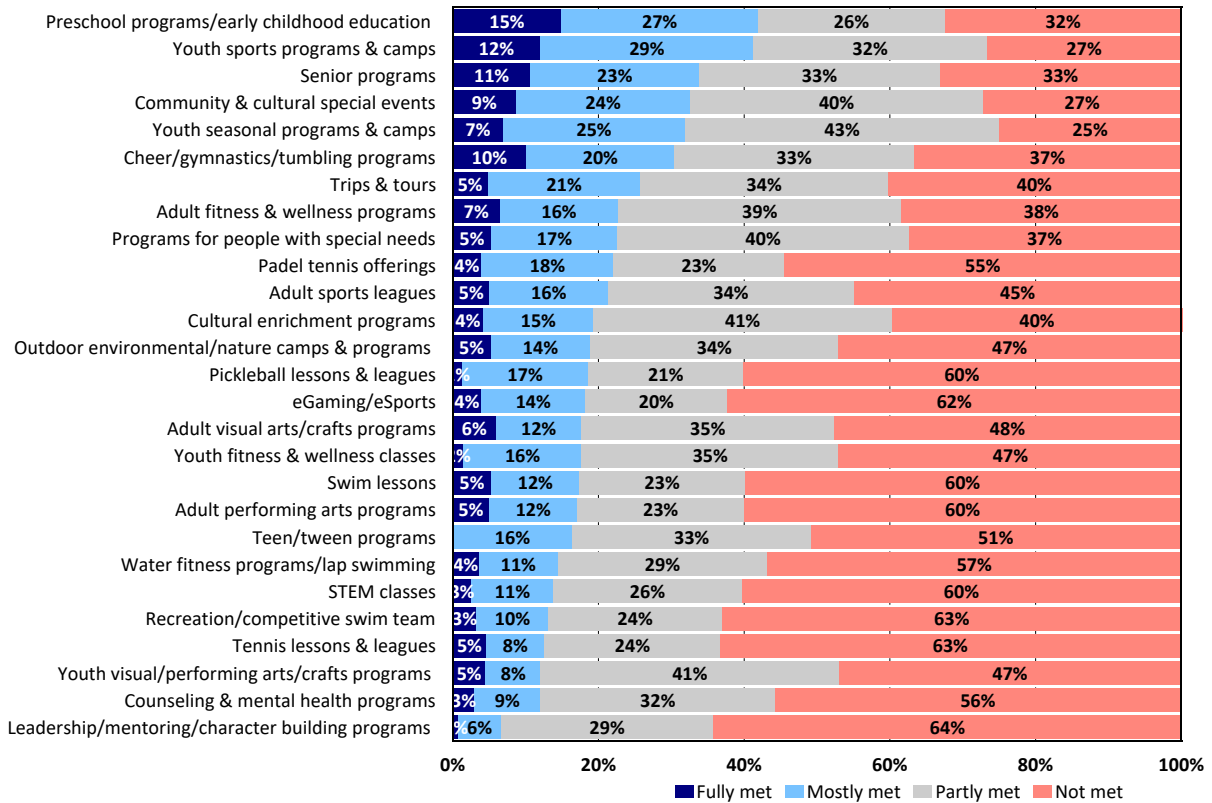


Q12[1]. Estimated Number of Households That Have a Need for Programs/Activities
 by number of households based on an estimated 19,904 households in Berwyn Park District



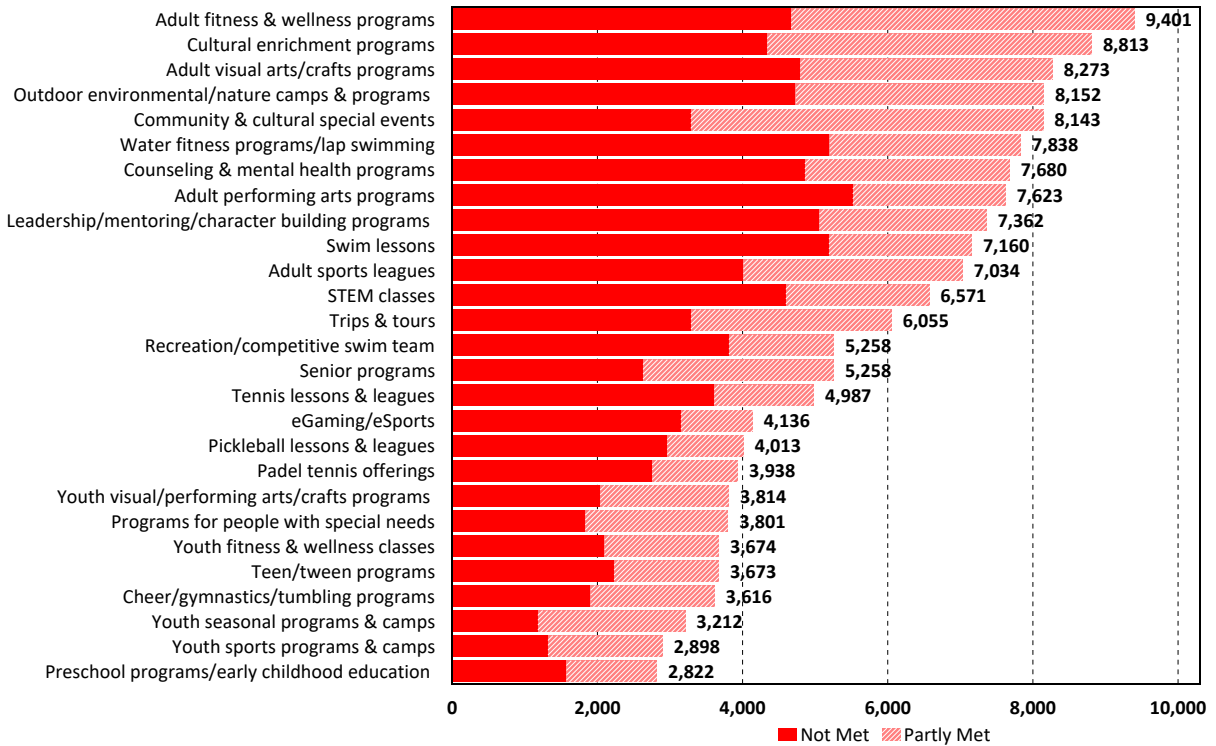
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q12[2]. How Well Programs/Activities Are Meeting the Needs of Households by percentage of respondents



Q12[3]. Estimated Number of Households Whose Needs for Programs/Activities Are Only Being “Partly Met” or “Not Met”

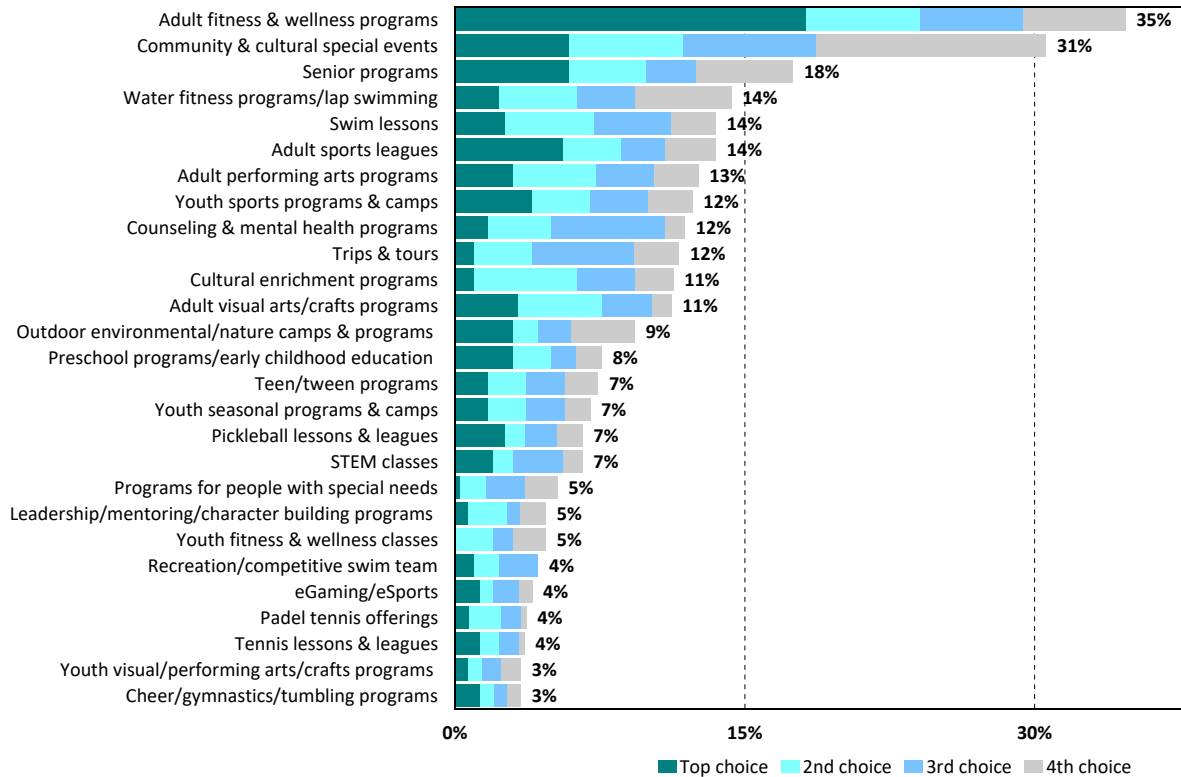
by number of households based on an estimated 19,904 households in Berwyn Park District



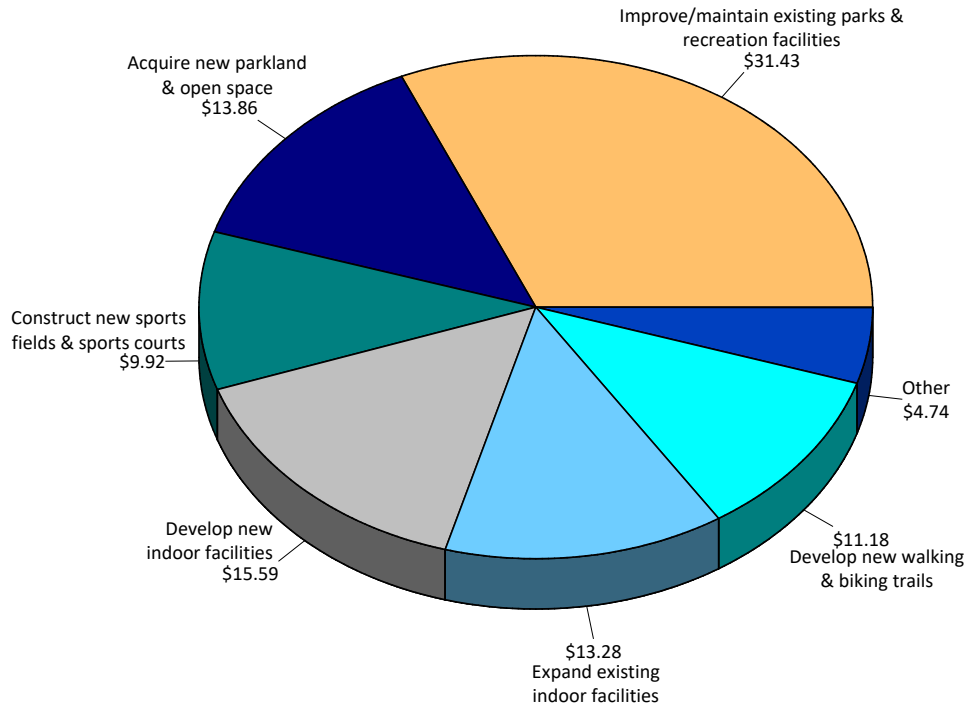
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q13. Programs/Activities That Are Most Important to Households

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

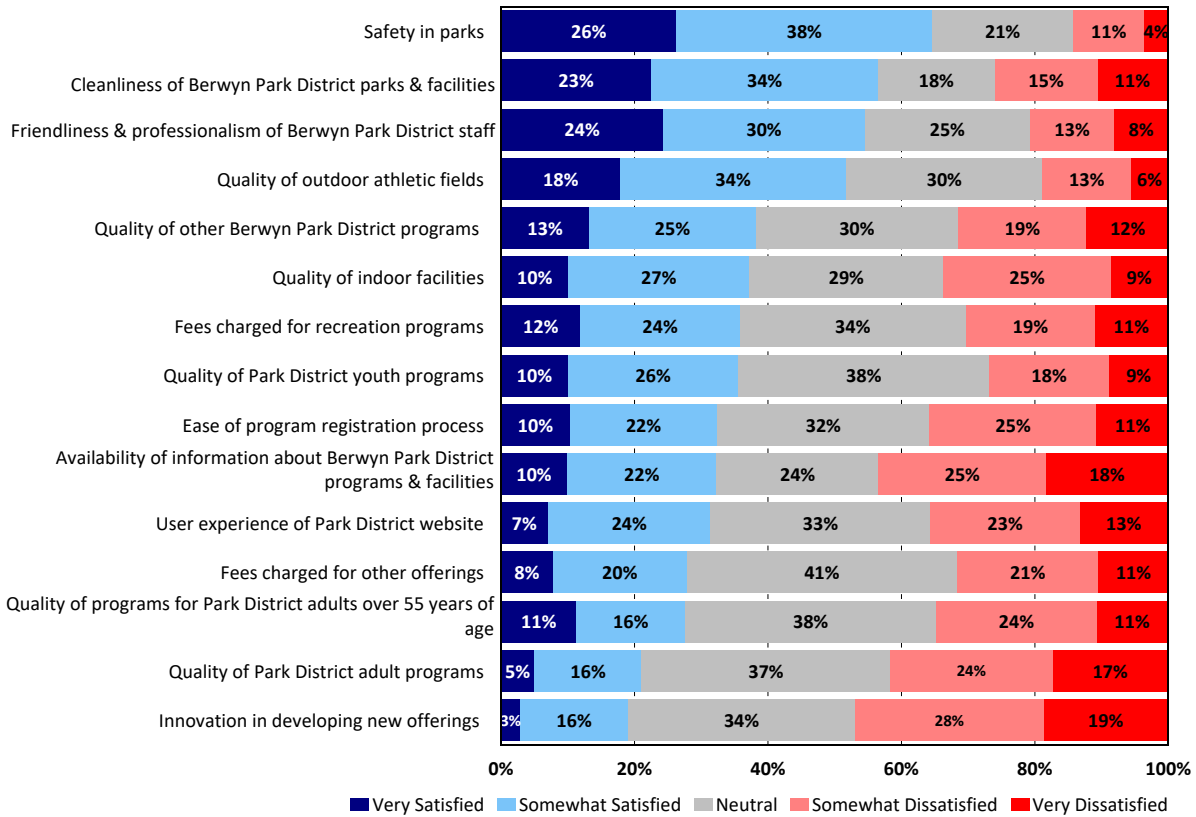


Q14. If you had \$100, how would you allocate the funds among the parks and recreation categories?
based on amount allocated (excluding "not provided")

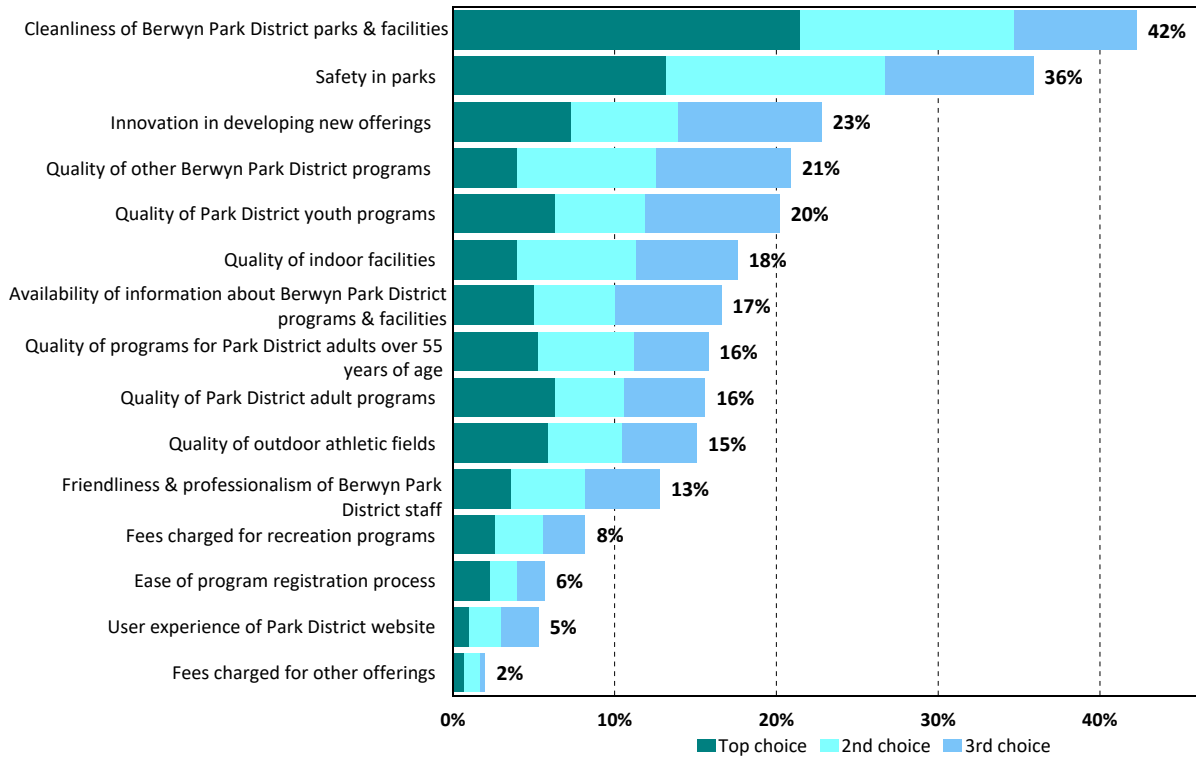


2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q15. Please rate your satisfaction with these parks and recreation services
by percentage of respondents (excluding "don't know")



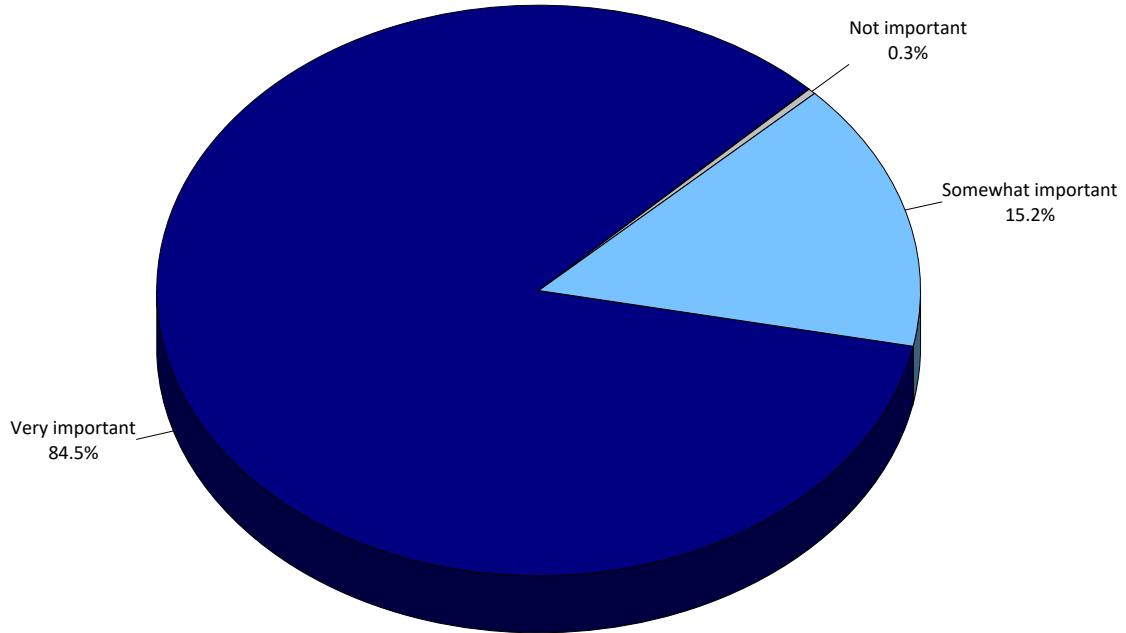
Q16. Which three services do you think should receive the most attention from the District over the next three years?
 by percentage of respondents who selected the items as one of their top three choices



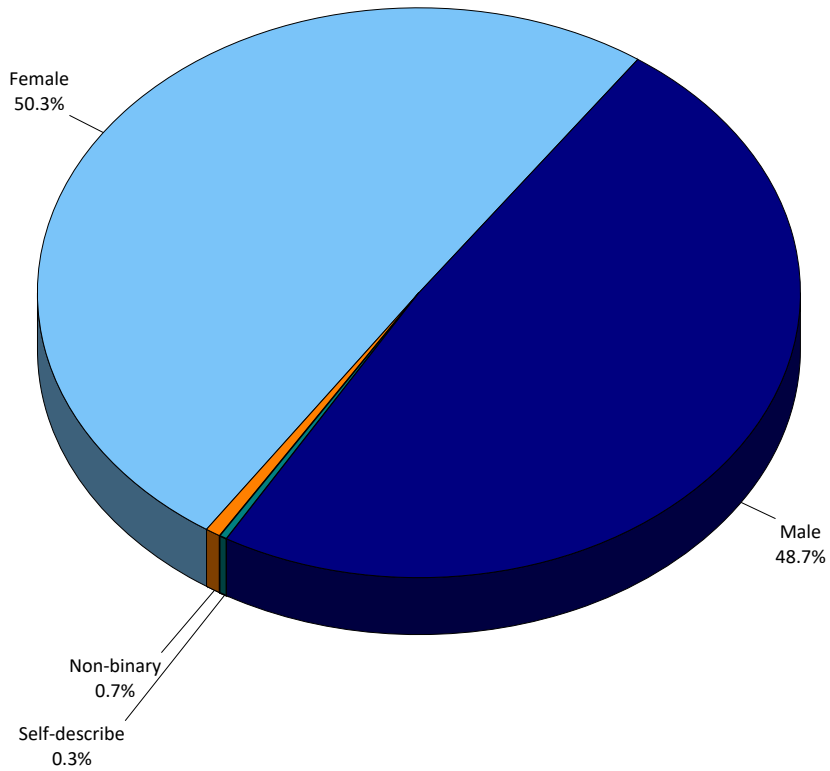
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q17. How important do you feel it is for the Berwyn Park District to provide high quality parks, recreation facilities and programs?

by percentage of respondents (excluding "not sure")

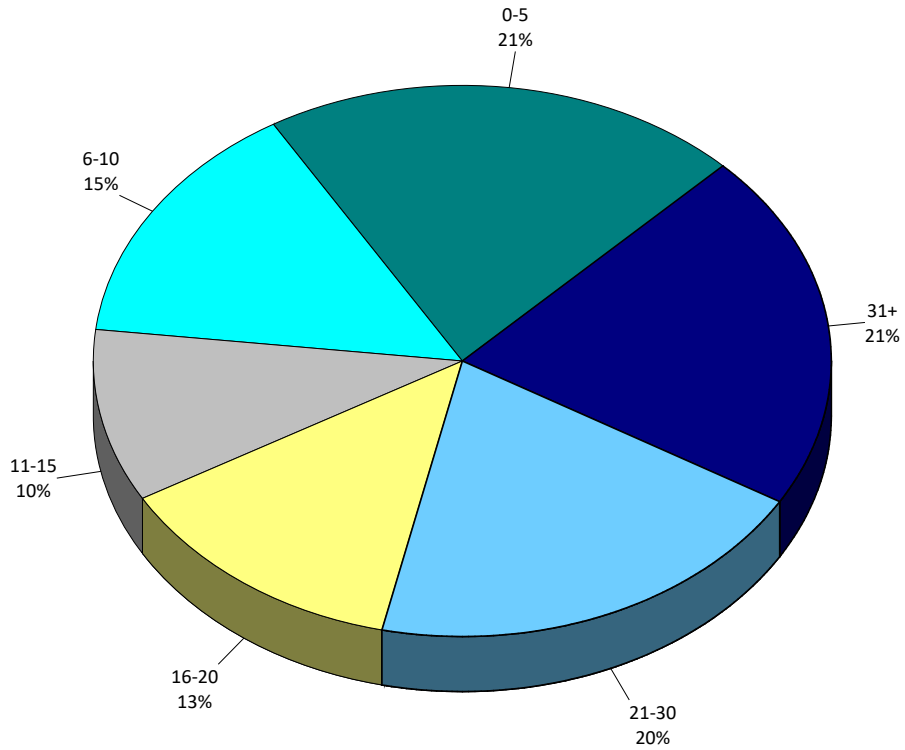


Q18. Your gender identity:
by percentage of respondents (excluding "prefer not to disclose")



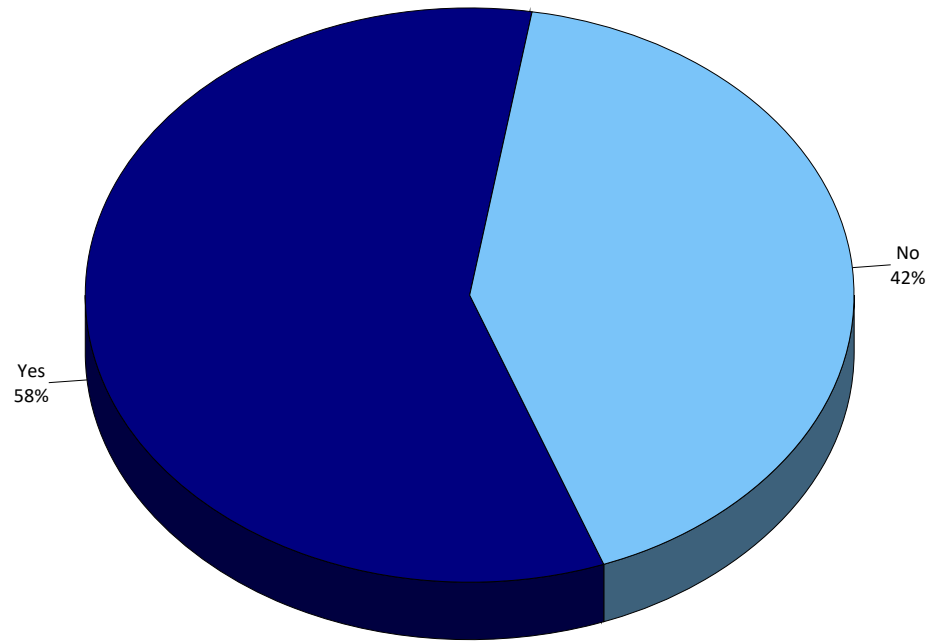
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q19. How many years have you lived in the Berwyn Park District? by percentage of respondents (excluding "not provided")



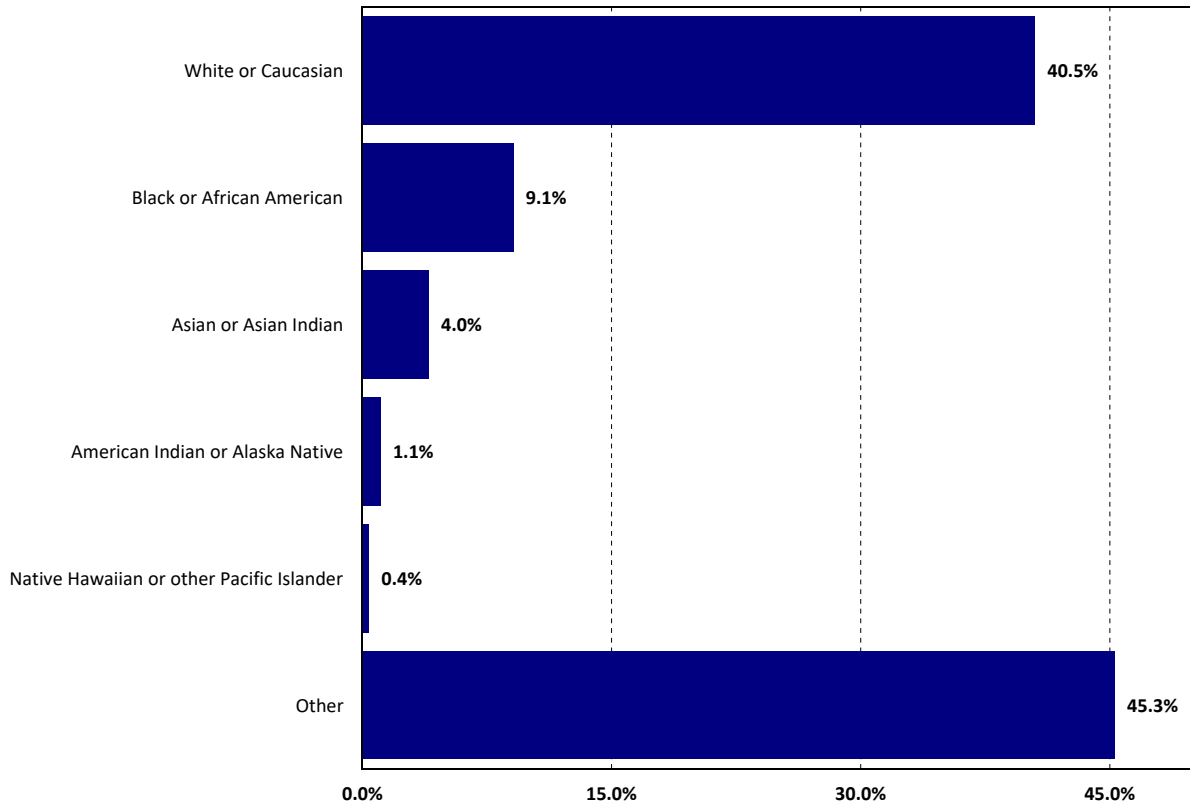
Q20. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

by percentage of respondents (excluding "not provided")



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q21. Which of the following best describes your race/ethnicity? by percentage of respondents (excluding "none selected")



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing a large, bold, dark blue number '2'. To the right of the circle, the text 'Priority Investment Rating' is written in a white, sans-serif font, with 'Priority Investment' on the top line and 'Rating' on the bottom line.

2 Priority Investment Rating

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Priority Investment Rating (PIR)



Overview

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

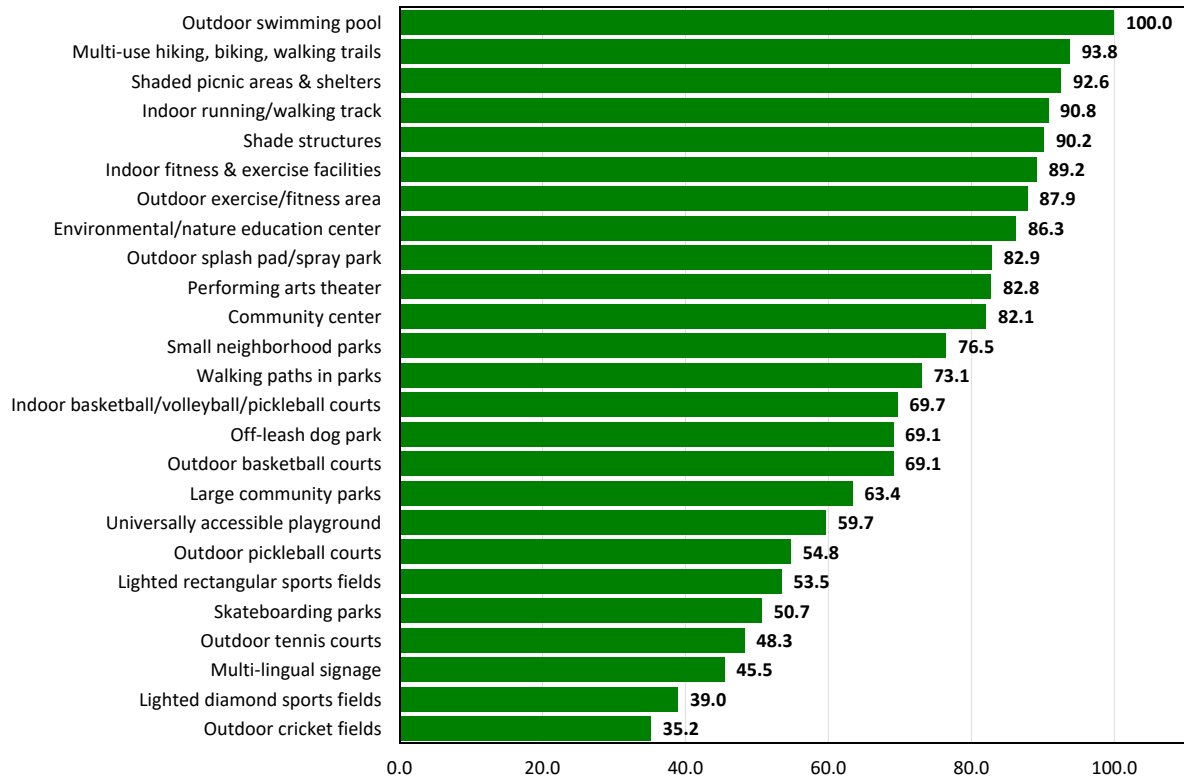
- High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- Medium Priority Areas are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- Low Priority Areas are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities/amenities and programs/activities.

Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

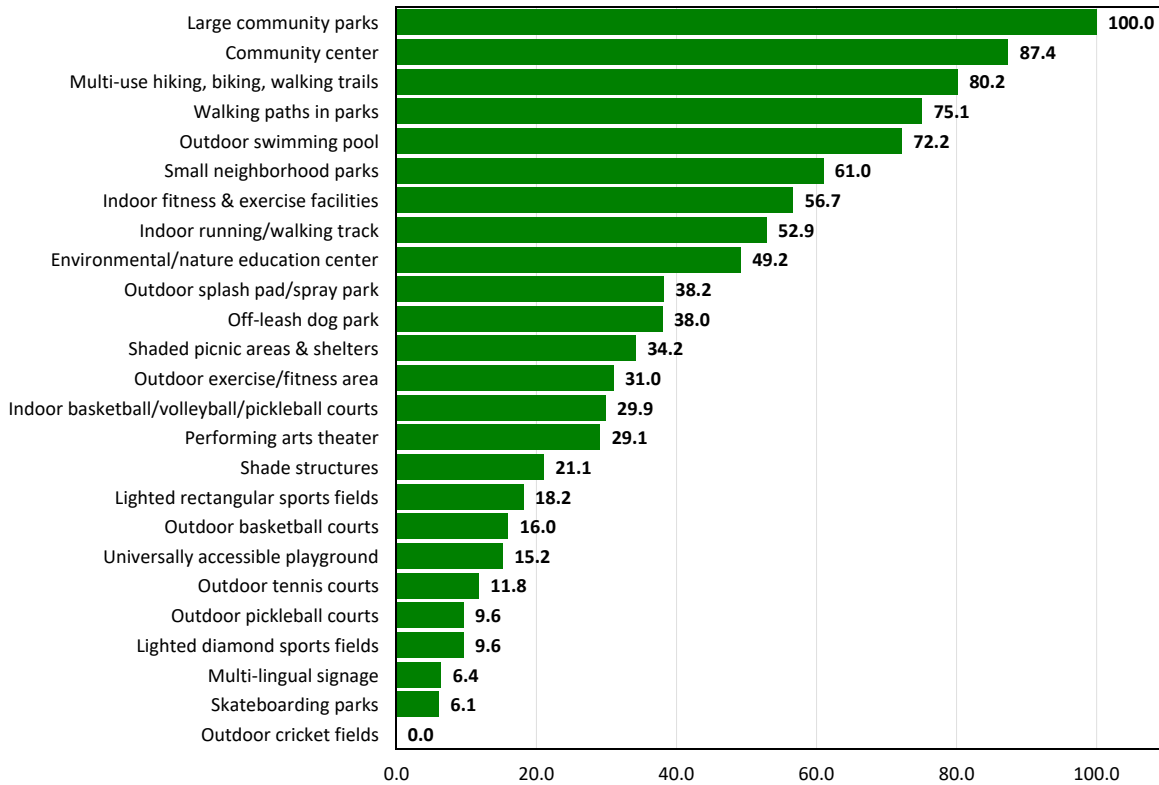
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



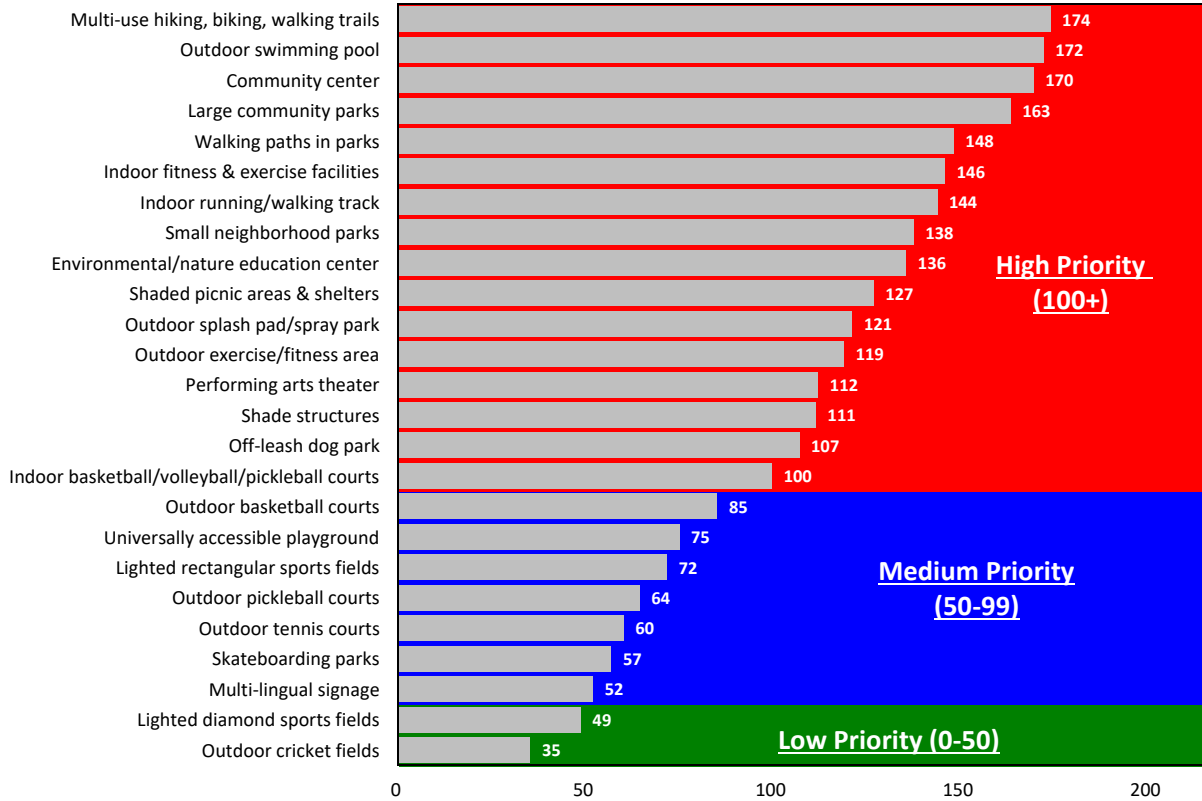
2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100
 the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



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

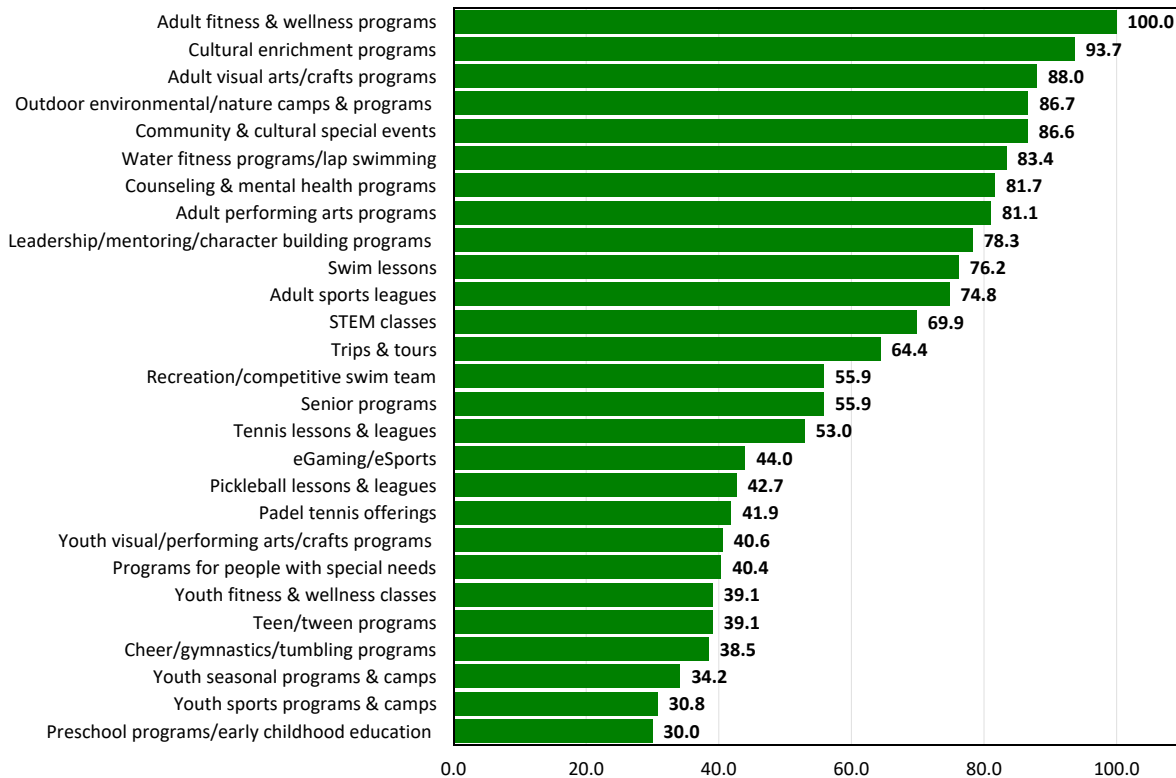


2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Unmet Needs Rating for Programs/Activities

the rating for the item with the most unmet need=100

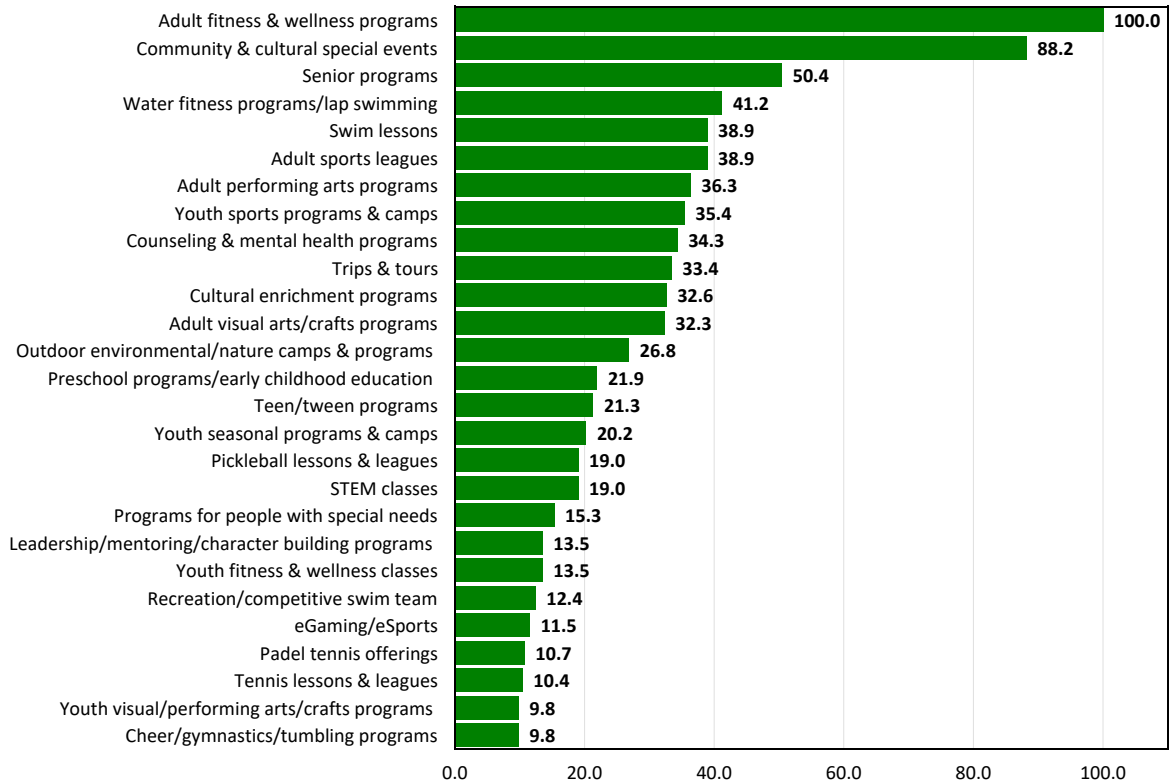
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Importance Rating for Programs/Activities

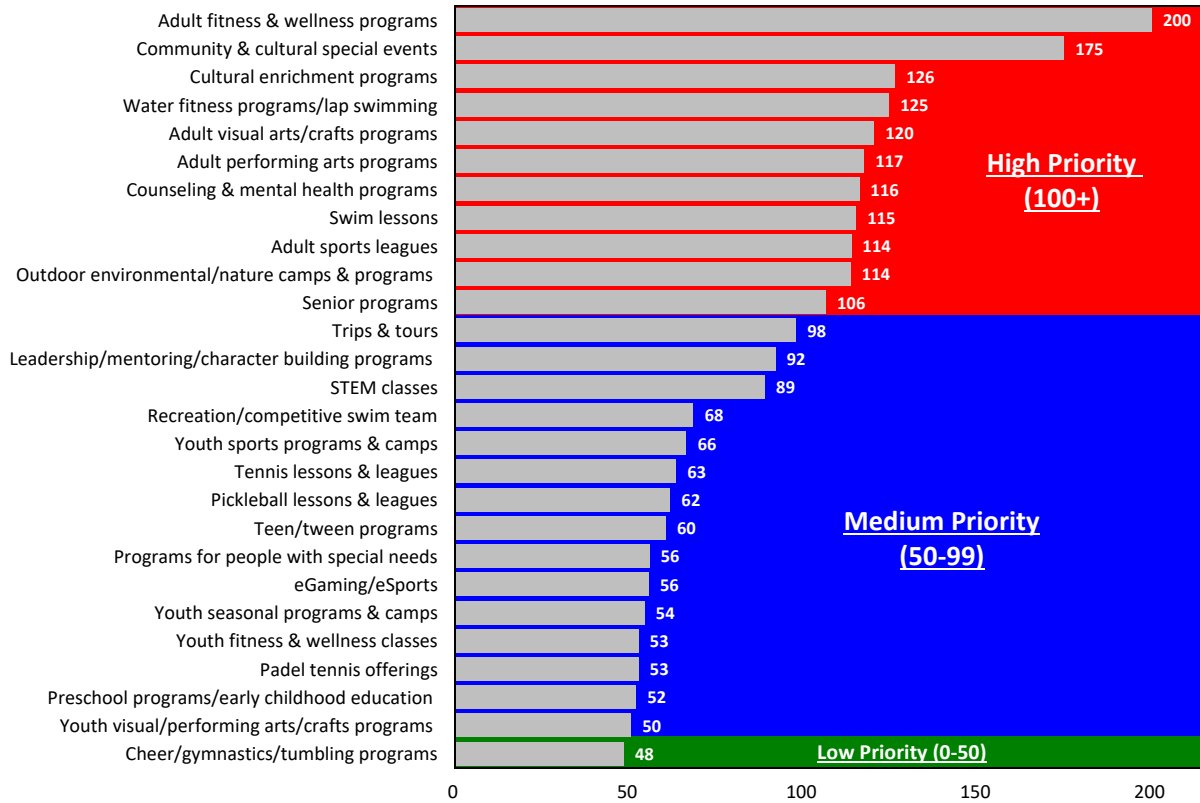
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



A graphic consisting of a dark blue horizontal bar. On the left side of the bar is a white circle containing the number '3' in dark blue. To the right of the circle, the text 'Benchmarking Analysis' is written in white, bold, sans-serif font.

3 Benchmarking Analysis

Benchmarking Analysis



Overview

Since 1998, 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 500 communities in 49 states across the country.

The results of these surveys have provided an unparalleled database 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 database include a full-range of municipal and county governments, with populations ranging from 20,000 to over 1 million residents. They include communities in warm weather and cold weather climates, mature communities, and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues, including: customer satisfaction and usage of parks and activities; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation activities, 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 Berwyn Park District were compared to National Benchmarks to gain further strategic information. A summary of all comparisons is shown in the graphs on the following pages.

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 Berwyn Park District is not authorized without written consent from ETC Institute.

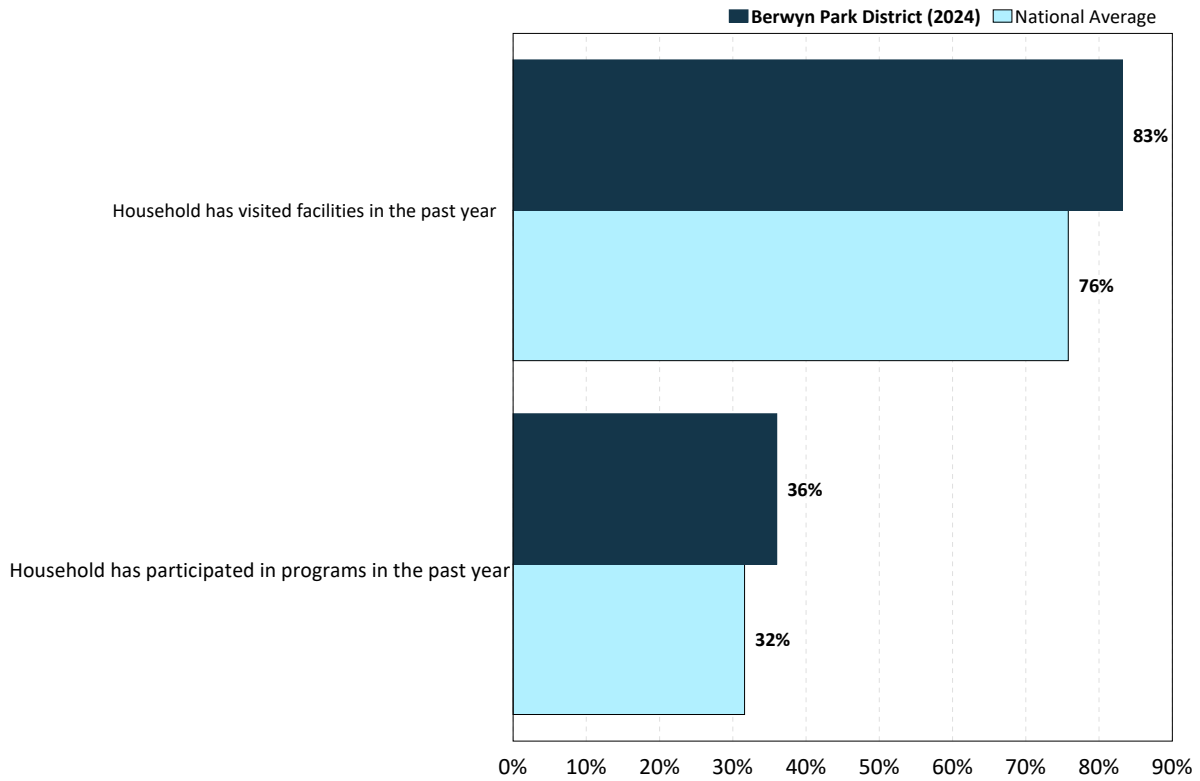
National Benchmarks

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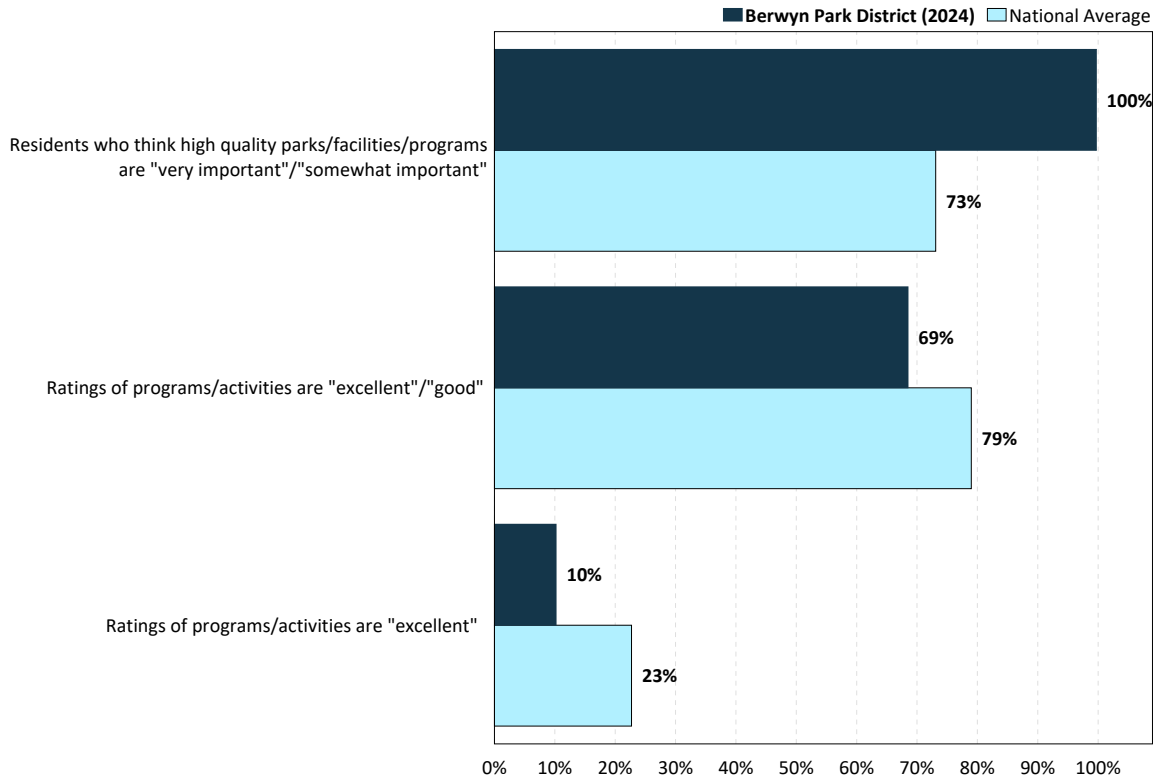
Usage of Facilities/Programs

by percentage of respondents



Ratings and Importance of Parks/Facilities/Programs

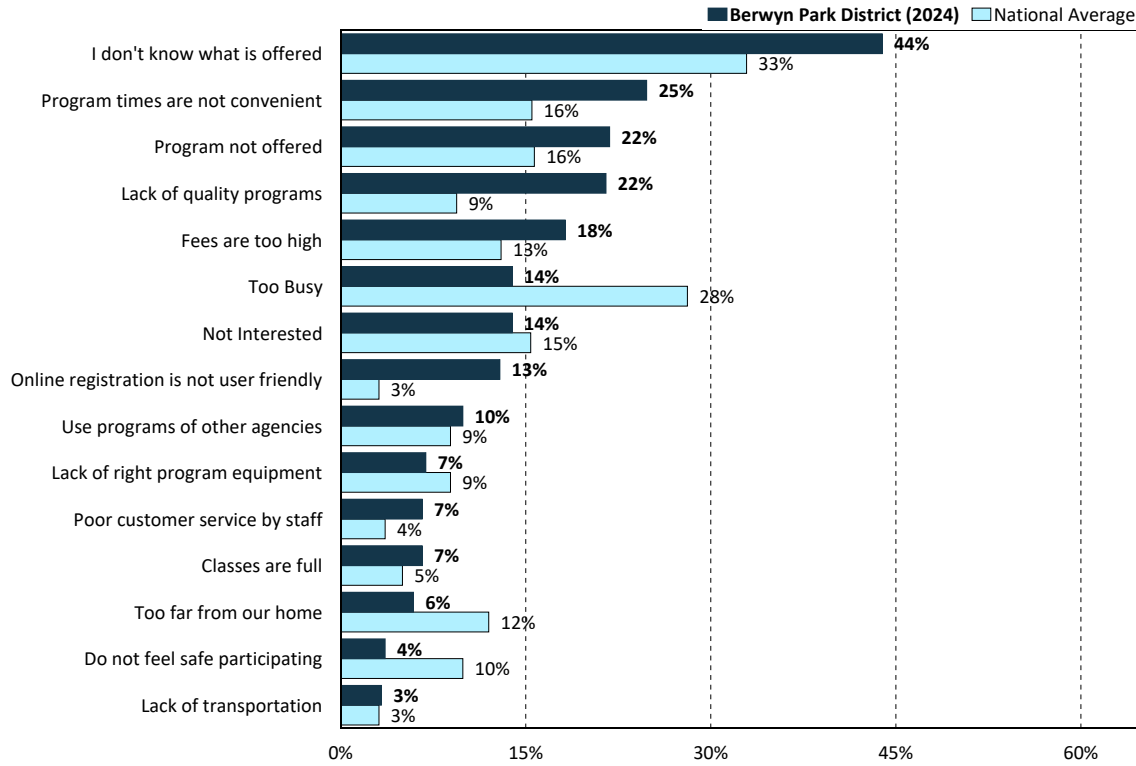
by percentage of respondents



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

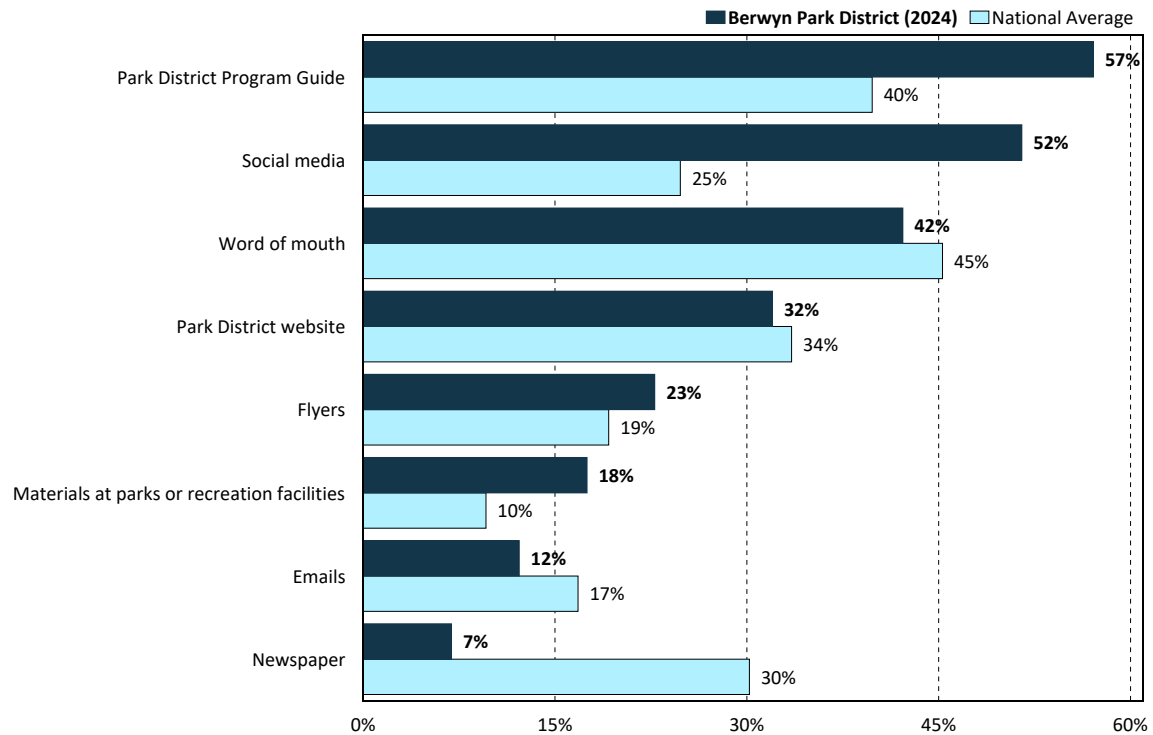
Reasons Preventing Households From Participating in Park District Programs More Often

by percentage of respondents



Sources Used for Information About Parks and Recreation Programs and Activities

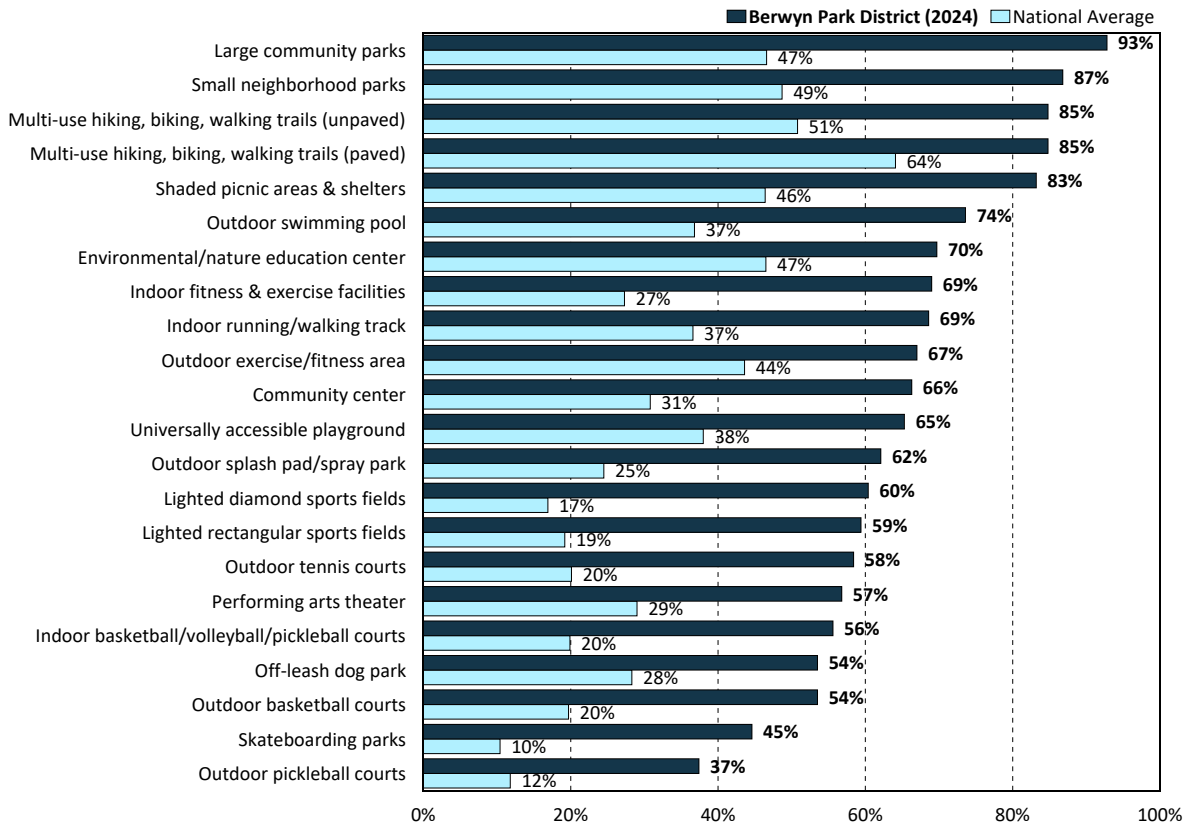
by percentage of respondents



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

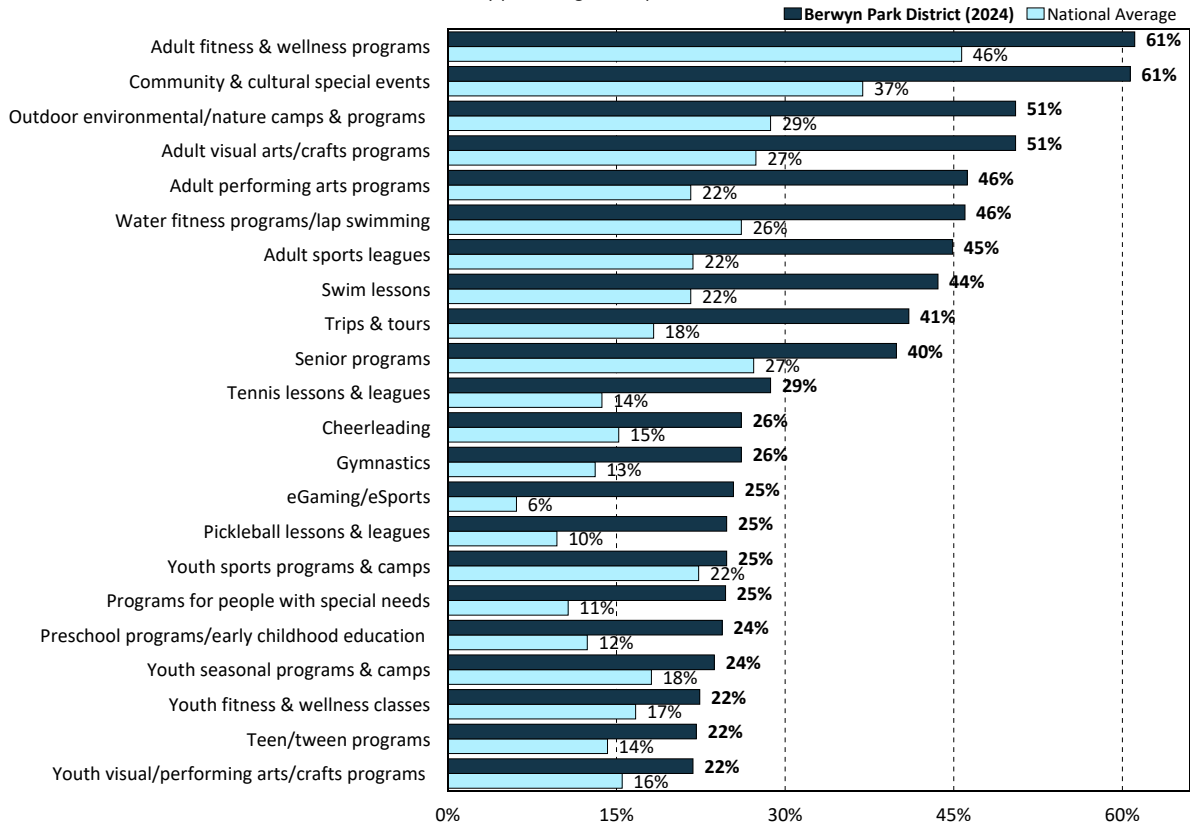
Households That Have a Need for Facilities and Amenities

by percentage of respondents



Households That Have a Need for Recreation Programs

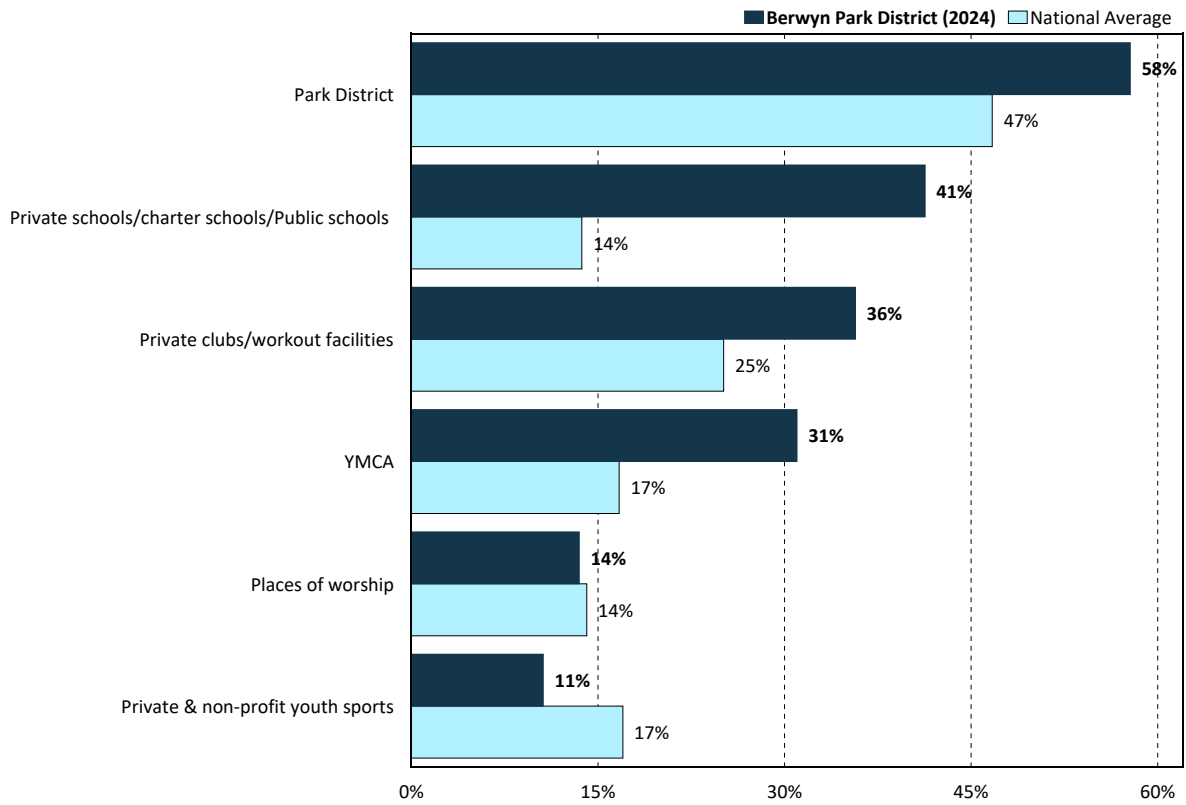
by percentage of respondents



2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Organizations Used for Recreation and Sports Activities

by percentage of respondents



A graphic for section 4, featuring a large white circle with a dark blue border containing the number '4'. To the right of the circle is a dark blue horizontal bar with the text 'Tabular Data' in white.

4 Tabular Data

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q1. Including yourself, how many people in your household are...

	Mean	Sum
number	3.7	1089
Under age 5	0.4	107
Ages 5-9	0.3	92
Ages 10-14	0.2	60
Ages 15-19	0.3	89
Ages 20-24	0.2	63
Ages 25-34	0.4	116
Ages 35-44	0.5	151
Ages 45-54	0.5	159
Ages 55-64	0.4	113
Ages 65-74	0.3	90
Ages 75-84	0.1	40
Ages 85+	0.0	9

Q2. Have you or any members of your household visited any Berwyn Park District parks and/or recreation facilities during the past 12 months?

Q2. Have you visited any Berwyn Park District parks and/or recreation facilities during past 12 months	Number	Percent
Yes	252	83.2 %
No	51	16.8 %
Total	303	100.0 %

Q2a. How often have you visited Berwyn Park District parks and/or recreation facilities during the past 12 months?

Q2a. How often have you visited Berwyn Park District parks and/or recreation facilities	Number	Percent
5+ times a week	30	11.9 %
2-4 times a week	77	30.6 %
Once a week	39	15.5 %
1-3 times a month	53	21.0 %
Less than once a month	47	18.7 %
Don't know	6	2.4 %
Total	252	100.0 %

WITHOUT "DON'T KNOW"

Q2a. How often have you visited Berwyn Park District parks and/or recreation facilities during the past 12 months? (without "don't know")

Q2a. How often have you visited Berwyn Park District parks and/or recreation facilities	Number	Percent
5+ times a week	30	12.2 %
2-4 times a week	77	31.3 %
Once a week	39	15.9 %
1-3 times a month	53	21.5 %
Less than once a month	47	19.1 %
Total	246	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q2b. Overall, how would you rate the physical condition of ALL the Berwyn Park District parks and recreation facilities you have visited?

Q2b. How would you rate physical condition of all parks & recreation facilities	Number	Percent
Excellent	13	5.2 %
Good	107	42.5 %
Fair	100	39.7 %
Poor	26	10.3 %
Not provided	6	2.4 %
Total	252	100.0 %

WITHOUT "NOT PROVIDED"

Q2b. Overall, how would you rate the physical condition of ALL the Berwyn Park District parks and recreation facilities you have visited? (without "not provided")

Q2b. How would you rate physical condition of all parks & recreation facilities	Number	Percent
Excellent	13	5.3 %
Good	107	43.5 %
Fair	100	40.7 %
Poor	26	10.6 %
Total	246	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q3. Please CHECK ALL of the following reasons that prevent you or members of your household from visiting Berwyn Park District parks, community centers, or indoor recreation/aquatics facilities more often.

Q3. All the reasons that prevent your household from visiting Berwyn Park District parks, community centers, or indoor recreation/aquatics facilities more often

	Number	Percent
Use parks/facilities in other communities	66	21.8 %
Too far from our home	29	9.6 %
Parks/facilities are not well maintained	114	37.6 %
Lack of amenities we want to use	127	41.9 %
Lack of parking to access parks/facilities	33	10.9 %
Do not feel safe using parks/facilities	38	12.5 %
Lack of handicap (ADA) accessibility	12	4.0 %
Not aware of parks' or facilities' locations	33	10.9 %
Lack of transportation	8	2.6 %
Restrooms not open/not available	98	32.3 %
Language/cultural barriers	9	3.0 %
Hours of operation are not viable	23	7.6 %
Lack of shade	47	15.5 %
<u>Other</u>	<u>41</u>	<u>13.5 %</u>
Total	678	

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q4. From the following list, please CHECK ALL the ways you learn about Berwyn Park District programs and activities.

Q4. All the ways you learn about Berwyn Park District programs & activities	Number	Percent
Berwyn Park District Program Guide	173	57.1 %
Park District website	97	32.0 %
Materials at parks or recreation facilities	53	17.5 %
Conversations with Park District staff	8	2.6 %
Newspaper	21	6.9 %
Word of mouth	128	42.2 %
Promotions at special events	36	11.9 %
Banners	40	13.2 %
Emails	37	12.2 %
eNewsletter	10	3.3 %
Social media	156	51.5 %
Flyers	69	22.8 %
Park Board meetings	6	2.0 %
Other	8	2.6 %
Total	842	

Q4-14. Other:

Q4-14. Other	Number	Percent
Instagram	2	25.0 %
School	1	12.5 %
Magazine and calls	1	12.5 %
Live next to it	1	12.5 %
I live close to the area	1	12.5 %
Booklet Berwyn mails out	1	12.5 %
Info in my bill	1	12.5 %
Total	8	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the Park District use to communicate with you about programs and activities?

Q5. Top choice	Number	Percent
Berwyn Park District Program Guide	86	28.4 %
Park District website	39	12.9 %
Materials at parks or recreation facilities	5	1.7 %
Conversations with Park District staff	3	1.0 %
Newspaper	6	2.0 %
Word of mouth	8	2.6 %
Promotions at special events	6	2.0 %
Banners	11	3.6 %
Emails	34	11.2 %
eNewsletter	9	3.0 %
Social media	66	21.8 %
Flyers	13	4.3 %
Park Board meetings	2	0.7 %
None chosen	15	5.0 %
Total	303	100.0 %

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the Park District use to communicate with you about programs and activities?

Q5. 2nd choice	Number	Percent
Berwyn Park District Program Guide	41	13.5 %
Park District website	38	12.5 %
Materials at parks or recreation facilities	19	6.3 %
Newspaper	13	4.3 %
Word of mouth	5	1.7 %
Promotions at special events	18	5.9 %
Banners	14	4.6 %
Emails	36	11.9 %
eNewsletter	17	5.6 %
Social media	42	13.9 %
Flyers	30	9.9 %
Park Board meetings	3	1.0 %
None chosen	27	8.9 %
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the Park District use to communicate with you about programs and activities?

Q5. 3rd choice	Number	Percent
Berwyn Park District Program Guide	34	11.2 %
Park District website	37	12.2 %
Materials at parks or recreation facilities	12	4.0 %
Conversations with Park District staff	2	0.7 %
Newspaper	5	1.7 %
Word of mouth	10	3.3 %
Promotions at special events	13	4.3 %
Banners	16	5.3 %
Emails	17	5.6 %
eNewsletter	22	7.3 %
Social media	39	12.9 %
Flyers	23	7.6 %
Park Board meetings	3	1.0 %
None chosen	70	23.1 %
Total	303	100.0 %

SUM OF TOP 3 CHOICES

Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the Park District use to communicate with you about programs and activities? (top 3)

Q5. Sum of top 3 choices	Number	Percent
Berwyn Park District Program Guide	161	53.1 %
Park District website	114	37.6 %
Materials at parks or recreation facilities	36	11.9 %
Conversations with Park District staff	5	1.7 %
Newspaper	24	7.9 %
Word of mouth	23	7.6 %
Promotions at special events	37	12.2 %
Banners	41	13.5 %
Emails	87	28.7 %
eNewsletter	48	15.8 %
Social media	147	48.5 %
Flyers	66	21.8 %
Park Board meetings	8	2.6 %
None chosen	15	5.0 %
Total	812	

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q6. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.

Q6. All the organizations your household has used for recreation & sports activities	Number	Percent
Private schools/charter schools	25	8.3 %
Places of worship (e.g., synagogues, churches)	41	13.5 %
Private & non-profit youth sports	32	10.6 %
Public schools	100	33.0 %
Private summer camps	12	4.0 %
Private workout facilities	65	21.5 %
Berwyn Park District	175	57.8 %
North Berwyn Park District	60	19.8 %
Berwyn Recreation Department	69	22.8 %
Other neighboring Park Districts/jurisdictions	93	30.7 %
Private clubs (tennis, swim, fitness)	43	14.2 %
YMCA	94	31.0 %
Other	16	5.3 %
Total	825	

Q6-13. Other:

Q6-13. Other	Number	Percent
Berwyn Public Library	2	12.5 %
For profit programs	1	6.3 %
Fun time	1	6.3 %
Work health programs	1	6.3 %
Forest Preserve District	1	6.3 %
Libraries	1	6.3 %
Forest Preserve	1	6.3 %
Cernan Earth and Space Center	1	6.3 %
Loyola Fitness	1	6.3 %
Adult hockey league	1	6.3 %
South District	1	6.3 %
Morton Arboretum, Chicago Botanic Gardens	1	6.3 %
Forest Preserves	1	6.3 %
Outdoor concerts	1	6.3 %
Our house	1	6.3 %
Total	16	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q7. Has your household participated in any programs or events offered by the Berwyn Park District during the past 12 months?

Q7. Has your household participated in any Berwyn Park District programs or events	Number	Percent
Yes	109	36.0 %
No	194	64.0 %
Total	303	100.0 %

Q7a. How many programs or events offered by the Berwyn Park District have you or members of your household participated in during the past 12 months?

Q7a. How many programs or events has your household participated in	Number	Percent
One	35	32.1 %
2-3	60	55.0 %
4-6	12	11.0 %
7+	2	1.8 %
Total	109	100.0 %

Q7b. How would you rate the overall quality of the Berwyn Park District programs or activities in which your household has participated?

Q7b. How would you rate overall quality of Berwyn Park District programs or activities	Number	Percent
Excellent	11	10.1 %
Good	63	57.8 %
Fair	32	29.4 %
Poor	2	1.8 %
Not provided	1	0.9 %
Total	109	100.0 %

WITHOUT "NOT PROVIDED"

Q7b. How would you rate the overall quality of the Berwyn Park District programs or activities in which your household has participated? (without "not provided")

Q7b. How would you rate overall quality of Berwyn Park District programs or activities	Number	Percent
Excellent	11	10.2 %
Good	63	58.3 %
Fair	32	29.6 %
Poor	2	1.9 %
Total	108	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q8. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in Berwyn Park District programs more often.

Q8. All the reasons that prevent your household from participating in Berwyn Park District programs more often

	Number	Percent
Lack of quality instructors	33	10.9 %
Old & outdated facilities	62	20.5 %
Use programs of other agencies	30	9.9 %
I don't know what is offered	133	43.9 %
Lack of quality programs	65	21.5 %
Do not feel safe participating	11	3.6 %
Fees are too high	55	18.2 %
Too far from our home	18	5.9 %
Program times are not convenient	75	24.8 %
Classes are full	20	6.6 %
Program not offered	66	21.8 %
Online registration is not user friendly	39	12.9 %
Poor customer service by staff	20	6.6 %
Lack of transportation	10	3.3 %
Lack of right program equipment	21	6.9 %
Too busy/not interested	42	13.9 %
Language/cultural barriers	9	3.0 %
Other	20	6.6 %
Total	729	

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q9. Please indicate your level of agreement with the following statements about potential benefits of the Berwyn Park District's parks, facilities, recreation programs and events.

(N=303)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9-1. Improves my (my household's) physical health & fitness	31.4%	34.7%	20.8%	3.6%	1.0%	8.6%
Q9-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	24.8%	38.3%	19.5%	6.9%	3.6%	6.9%
Q9-3. Makes Berwyn a more desirable place to live	39.9%	38.6%	12.9%	5.0%	2.3%	1.3%
Q9-4. Preserves open space & protects the environment	46.2%	35.0%	11.9%	2.3%	1.7%	3.0%
Q9-5. Increases my (my household's) property value	28.4%	31.0%	26.4%	3.6%	3.6%	6.9%
Q9-6. Improves my (my household's) mental health & reduces stress	30.7%	39.6%	17.2%	3.6%	1.0%	7.9%
Q9-7. Provides positive social interactions for me (my household/family)	25.7%	41.6%	19.5%	5.0%	1.0%	7.3%
Q9-8. Positively impacts economic/business development	22.8%	33.0%	24.4%	4.6%	2.6%	12.5%
Q9-9. Is age-friendly & accessible to all age groups	24.4%	33.7%	23.1%	7.6%	2.6%	8.6%
Q9-10. Provides jobs/professional development for youth	19.1%	26.4%	25.7%	7.9%	1.0%	19.8%
Q9-11. Provides volunteer opportunities for the community	18.8%	35.0%	21.5%	4.6%	1.0%	19.1%

WITHOUT "DON'T KNOW"

Q9. Please indicate your level of agreement with the following statements about potential benefits of the Berwyn Park District's parks, facilities, recreation programs and events. (without "don't know")

(N=303)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Improves my (my household's) physical health & fitness	34.3%	37.9%	22.7%	4.0%	1.1%
Q9-2. Helps to reduce crime in my neighborhood & keep kids out of trouble	26.6%	41.1%	20.9%	7.4%	3.9%
Q9-3. Makes Berwyn a more desirable place to live	40.5%	39.1%	13.0%	5.0%	2.3%
Q9-4. Preserves open space & protects the environment	47.6%	36.1%	12.2%	2.4%	1.7%
Q9-5. Increases my (my household's) property value	30.5%	33.3%	28.4%	3.9%	3.9%
Q9-6. Improves my (my household's) mental health & reduces stress	33.3%	43.0%	18.6%	3.9%	1.1%
Q9-7. Provides positive social interactions for me (my household/family)	27.8%	44.8%	21.0%	5.3%	1.1%
Q9-8. Positively impacts economic/business development	26.0%	37.7%	27.9%	5.3%	3.0%
Q9-9. Is age-friendly & accessible to all age groups	26.7%	36.8%	25.3%	8.3%	2.9%
Q9-10. Provides jobs/professional development for youth	23.9%	32.9%	32.1%	9.9%	1.2%
Q9-11. Provides volunteer opportunities for the community	23.3%	43.3%	26.5%	5.7%	1.2%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=303)

	Fully met	Mostly met	Partly met	Not met	No need
Q10-1. Community center (multi-use space for fitness, exercise & sports)	5.6%	13.5%	26.1%	21.1%	33.7%
Q10-2. Environmental/nature education center	5.3%	14.9%	21.8%	27.7%	30.4%
Q10-3. Indoor basketball/volleyball/pickleball courts (indoor gyms)	5.0%	10.6%	21.5%	18.5%	44.6%
Q10-4. Indoor fitness & exercise facilities	3.6%	14.2%	18.5%	32.7%	31.0%
Q10-5. Indoor running/walking track	5.3%	11.2%	15.8%	36.3%	31.4%
Q10-6. Large community parks	21.5%	35.0%	25.7%	10.6%	7.3%
Q10-7. Lighted diamond sports fields (baseball, softball)	16.2%	21.8%	15.8%	6.6%	39.6%
Q10-8. Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	9.6%	19.1%	17.8%	12.9%	40.6%
Q10-9. Multi-lingual signage	8.6%	16.5%	14.5%	11.6%	48.8%
Q10-10. Multi-use hiking, biking, walking trails (paved or unpaved)	8.9%	22.1%	22.4%	31.4%	15.2%
Q10-11. Off-leash dog park	4.0%	9.9%	9.9%	29.7%	46.5%
Q10-12. Outdoor basketball courts	5.0%	8.9%	15.2%	24.4%	46.5%
Q10-13. Outdoor cricket fields	1.0%	4.0%	5.0%	15.2%	74.9%
Q10-14. Outdoor exercise/fitness area	4.6%	11.9%	21.5%	29.0%	33.0%
Q10-15. Outdoor pickleball courts	0.7%	5.3%	9.6%	21.8%	62.7%
Q10-16. Outdoor swimming pool	4.6%	11.6%	23.4%	34.0%	26.4%
Q10-17. Outdoor splash pad/spray park	4.0%	10.6%	18.5%	29.0%	38.0%
Q10-18. Outdoor tennis courts	9.9%	20.8%	18.8%	8.9%	41.6%
Q10-19. Performing arts theater	1.3%	7.9%	12.9%	34.7%	43.2%
Q10-20. Shade structures	6.9%	18.5%	29.4%	22.4%	22.8%
Q10-21. Shaded picnic areas & shelters	8.6%	21.5%	29.7%	23.4%	16.8%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q10-22. Skateboarding parks	4.6%	10.9%	14.2%	14.9%	55.4%
Q10-23. Small neighborhood parks	17.2%	25.7%	27.1%	16.8%	13.2%
Q10-24. Universally accessible playground	11.2%	19.8%	22.1%	12.2%	34.7%
Q10-25. Walking paths in parks	22.1%	26.7%	30.4%	11.6%	9.2%
Q10-26. Other	0.3%	3.3%	3.0%	3.3%	90.1%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

WITHOUT "NO NEED"

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=303)

	Fully met	Mostly met	Partly met	Not met
Q10-1. Community center (multi-use space for fitness, exercise & sports)	8.5%	20.4%	39.3%	31.8%
Q10-2. Environmental/nature education center	7.6%	21.3%	31.3%	39.8%
Q10-3. Indoor basketball/volleyball/pickleball courts (indoor gyms)	8.9%	19.0%	38.7%	33.3%
Q10-4. Indoor fitness & exercise facilities	5.3%	20.6%	26.8%	47.4%
Q10-5. Indoor running/walking track	7.7%	16.3%	23.1%	52.9%
Q10-6. Large community parks	23.1%	37.7%	27.8%	11.4%
Q10-7. Lighted diamond sports fields (baseball, softball)	26.8%	36.1%	26.2%	10.9%
Q10-8. Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	16.1%	32.2%	30.0%	21.7%
Q10-9. Multi-lingual signage	16.8%	32.3%	28.4%	22.6%
Q10-10. Multi-use hiking, biking, walking trails (paved or unpaved)	10.5%	26.1%	26.5%	37.0%
Q10-11. Off-leash dog park	7.4%	18.5%	18.5%	55.6%
Q10-12. Outdoor basketball courts	9.3%	16.7%	28.4%	45.7%
Q10-13. Outdoor cricket fields	3.9%	15.8%	19.7%	60.5%
Q10-14. Outdoor exercise/fitness area	6.9%	17.7%	32.0%	43.3%
Q10-15. Outdoor pickleball courts	1.8%	14.2%	25.7%	58.4%
Q10-16. Outdoor swimming pool	6.3%	15.7%	31.8%	46.2%
Q10-17. Outdoor splash pad/spray park	6.4%	17.0%	29.8%	46.8%
Q10-18. Outdoor tennis courts	16.9%	35.6%	32.2%	15.3%
Q10-19. Performing arts theater	2.3%	14.0%	22.7%	61.0%
Q10-20. Shade structures	9.0%	23.9%	38.0%	29.1%
Q10-21. Shaded picnic areas & shelters	10.3%	25.8%	35.7%	28.2%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

WITHOUT "NO NEED"

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q10-22. Skateboarding parks	10.4%	24.4%	31.9%	33.3%
Q10-23. Small neighborhood parks	19.8%	29.7%	31.2%	19.4%
Q10-24. Universally accessible playground	17.2%	30.3%	33.8%	18.7%
Q10-25. Walking paths in parks	24.4%	29.5%	33.5%	12.7%
Q10-26. Other	3.3%	33.3%	30.0%	33.3%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for fitness, exercise & sports)	51	16.8 %
Environmental/nature education center	14	4.6 %
Indoor basketball/volleyball/pickleball courts (indoor gyms)	9	3.0 %
Indoor fitness & exercise facilities	22	7.3 %
Indoor running/walking track	9	3.0 %
Large community parks	42	13.9 %
Lighted diamond sports fields (baseball, softball)	1	0.3 %
Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	8	2.6 %
Multi-use hiking, biking, walking trails (paved or unpaved)	23	7.6 %
Off-leash dog park	9	3.0 %
Outdoor basketball courts	2	0.7 %
Outdoor exercise/fitness area	3	1.0 %
Outdoor pickleball courts	6	2.0 %
Outdoor swimming pool	17	5.6 %
Outdoor splash pad/spray park	14	4.6 %
Outdoor tennis courts	3	1.0 %
Performing arts theater	4	1.3 %
Shade structures	4	1.3 %
Shaded picnic areas & shelters	3	1.0 %
Skateboarding parks	3	1.0 %
Small neighborhood parks	12	4.0 %
Universally accessible playground	2	0.7 %
Walking paths in parks	29	9.6 %
<u>None chosen</u>	<u>13</u>	<u>4.3 %</u>
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for fitness, exercise & sports)	22	7.3 %
Environmental/nature education center	20	6.6 %
Indoor basketball/volleyball/pickleball courts (indoor gyms)	14	4.6 %
Indoor fitness & exercise facilities	20	6.6 %
Indoor running/walking track	21	6.9 %
Large community parks	32	10.6 %
Lighted diamond sports fields (baseball, softball)	4	1.3 %
Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	8	2.6 %
Multilingual signage	2	0.7 %
Multi-use hiking, biking, walking trails (paved or unpaved)	26	8.6 %
Off-leash dog park	13	4.3 %
Outdoor basketball courts	4	1.3 %
Outdoor exercise/fitness area	12	4.0 %
Outdoor swimming pool	17	5.6 %
Outdoor splash pad/spray park	5	1.7 %
Outdoor tennis courts	2	0.7 %
Performing arts theater	9	3.0 %
Shade structures	4	1.3 %
Shaded picnic areas & shelters	8	2.6 %
Skateboarding parks	1	0.3 %
Small neighborhood parks	19	6.3 %
Universally accessible playground	5	1.7 %
Walking paths in parks	13	4.3 %
<u>None chosen</u>	<u>22</u>	<u>7.3 %</u>
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?

Q11. 3rd choice	Number	Percent
Community center (multi-use space for fitness, exercise & sports)	15	5.0 %
Environmental/nature education center	11	3.6 %
Indoor basketball/volleyball/pickleball courts (indoor gyms)	7	2.3 %
Indoor fitness & exercise facilities	10	3.3 %
Indoor running/walking track	16	5.3 %
Large community parks	23	7.6 %
Lighted diamond sports fields (baseball, softball)	3	1.0 %
Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	4	1.3 %
Multilingual signage	2	0.7 %
Multi-use hiking, biking, walking trails (paved or unpaved)	24	7.9 %
Off-leash dog park	10	3.3 %
Outdoor basketball courts	5	1.7 %
Outdoor exercise/fitness area	8	2.6 %
Outdoor pickleball courts	4	1.3 %
Outdoor swimming pool	27	8.9 %
Outdoor splash pad/spray park	15	5.0 %
Outdoor tennis courts	3	1.0 %
Performing arts theater	10	3.3 %
Shade structures	7	2.3 %
Shaded picnic areas & shelters	11	3.6 %
Skateboarding parks	2	0.7 %
Small neighborhood parks	21	6.9 %
Universally accessible playground	7	2.3 %
Walking paths in parks	21	6.9 %
None chosen	37	12.2 %
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?

<u>Q11. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Community center (multi-use space for fitness, exercise & sports)	11	3.6 %
Environmental/nature education center	11	3.6 %
Indoor basketball/volleyball/pickleball courts (indoor gyms)	4	1.3 %
Indoor fitness & exercise facilities	12	4.0 %
Indoor running/walking track	14	4.6 %
Large community parks	16	5.3 %
Lighted diamond sports fields (baseball, softball)	3	1.0 %
Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	1	0.3 %
Multilingual signage	3	1.0 %
Multi-use hiking, biking, walking trails (paved or unpaved)	18	5.9 %
Off-leash dog park	11	3.6 %
Outdoor basketball courts	7	2.3 %
Outdoor exercise/fitness area	12	4.0 %
Outdoor pickleball courts	1	0.3 %
Outdoor swimming pool	21	6.9 %
Outdoor splash pad/spray park	9	3.0 %
Outdoor tennis courts	5	1.7 %
Performing arts theater	10	3.3 %
Shade structures	9	3.0 %
Shaded picnic areas & shelters	17	5.6 %
Skateboarding parks	1	0.3 %
Small neighborhood parks	17	5.6 %
Universally accessible playground	3	1.0 %
Walking paths in parks	22	7.3 %
<u>None chosen</u>	<u>65</u>	<u>21.5 %</u>
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

SUM OF TOP 4 CHOICES

Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household? (top 4)

Q11. Sum of top 4 choices	Number	Percent
Community center (multi-use space for fitness, exercise & sports)	99	32.7 %
Environmental/nature education center	56	18.5 %
Indoor basketball/volleyball/pickleball courts (indoor gyms)	34	11.2 %
Indoor fitness & exercise facilities	64	21.1 %
Indoor running/walking track	60	19.8 %
Large community parks	113	37.3 %
Lighted diamond sports fields (baseball, softball)	11	3.6 %
Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	21	6.9 %
Multilingual signage	7	2.3 %
Multi-use hiking, biking, walking trails (paved or unpaved)	91	30.0 %
Off-leash dog park	43	14.2 %
Outdoor basketball courts	18	5.9 %
Outdoor exercise/fitness area	35	11.6 %
Outdoor pickleball courts	11	3.6 %
Outdoor swimming pool	82	27.1 %
Outdoor splash pad/spray park	43	14.2 %
Outdoor tennis courts	13	4.3 %
Performing arts theater	33	10.9 %
Shade structures	24	7.9 %
Shaded picnic areas & shelters	39	12.9 %
Skateboarding parks	7	2.3 %
Small neighborhood parks	69	22.8 %
Universally accessible playground	17	5.6 %
Walking paths in parks	85	28.1 %
None chosen	13	4.3 %
Total	1088	

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=303)

	Fully met	Mostly met	Partly met	Not met	No need
Q12-1. Adult fitness & wellness programs	4.0%	9.9%	23.8%	23.4%	38.9%
Q12-2. Adult sports leagues	2.3%	7.3%	15.2%	20.1%	55.1%
Q12-3. Adult performing arts programs (dance/music)	2.3%	5.6%	10.6%	27.7%	53.8%
Q12-4. Adult visual arts/crafts programs	3.0%	5.9%	17.5%	24.1%	49.5%
Q12-5. Cheer/gymnastics/tumbling programs	2.6%	5.3%	8.6%	9.6%	73.9%
Q12-6. Community & cultural special events	5.3%	14.5%	24.4%	16.5%	39.3%
Q12-7. Counseling & mental health programs	1.3%	4.0%	14.2%	24.4%	56.1%
Q12-8. Cultural enrichment programs	2.3%	8.3%	22.4%	21.8%	45.2%
Q12-9. eGaming/eSports	1.0%	3.6%	5.0%	15.8%	74.6%
Q12-10. Leadership/mentoring/character building programs	0.3%	2.3%	11.6%	25.4%	60.4%
Q12-11. Outdoor environmental/nature camps & programs	2.6%	6.9%	17.2%	23.8%	49.5%
Q12-12. Padel tennis offerings	1.0%	4.6%	5.9%	13.9%	74.6%
Q12-13. Pickleball lessons & leagues	0.3%	4.3%	5.3%	14.9%	75.2%
Q12-14. Preschool programs/early childhood education	3.6%	6.6%	6.3%	7.9%	75.6%
Q12-15. Programs for people with special needs	1.3%	4.3%	9.9%	9.2%	75.2%
Q12-16. Recreation/competitive swim team	1.0%	3.0%	7.3%	19.1%	69.6%
Q12-17. Senior programs	4.3%	9.2%	13.2%	13.2%	60.1%
Q12-18. STEM (science, technology, engineering, & mathematics) classes	1.0%	4.3%	9.9%	23.1%	61.7%
Q12-19. Swim lessons	2.3%	5.3%	9.9%	26.1%	56.4%
Q12-20. Teen/tween programs	0.0%	3.6%	7.3%	11.2%	77.9%
Q12-21. Tennis lessons & leagues	1.3%	2.3%	6.9%	18.2%	71.3%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q12-22. Trips & tours	2.0%	8.6%	13.9%	16.5%	59.1%
Q12-23. Water fitness programs/lap swimming	1.7%	5.0%	13.2%	26.1%	54.1%
Q12-24. Youth fitness & wellness classes	0.3%	3.6%	7.9%	10.6%	77.6%
Q12-25. Youth seasonal programs & camps	1.7%	5.9%	10.2%	5.9%	76.2%
Q12-26. Youth sports programs & camps	3.0%	7.3%	7.9%	6.6%	75.2%
Q12-27. Youth visual/performing arts/crafts programs (dance/music)	1.0%	1.7%	8.9%	10.2%	78.2%
Q12-28. Other	0.0%	0.3%	0.3%	1.3%	98.0%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

WITHOUT "NO NEED"

Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=303)

	Fully met	Mostly met	Partly met	Not met
Q12-1. Adult fitness & wellness programs	6.5%	16.2%	38.9%	38.4%
Q12-2. Adult sports leagues	5.1%	16.2%	33.8%	44.9%
Q12-3. Adult performing arts programs (dance/music)	5.0%	12.1%	22.9%	60.0%
Q12-4. Adult visual arts/crafts programs	5.9%	11.8%	34.6%	47.7%
Q12-5. Cheer/gymnastics/tumbling programs	10.1%	20.3%	32.9%	36.7%
Q12-6. Community & cultural special events	8.7%	23.9%	40.2%	27.2%
Q12-7. Counseling & mental health programs	3.0%	9.0%	32.3%	55.6%
Q12-8. Cultural enrichment programs	4.2%	15.1%	41.0%	39.8%
Q12-9. eGaming/eSports	3.9%	14.3%	19.5%	62.3%
Q12-10. Leadership/mentoring/character building programs	0.8%	5.8%	29.2%	64.2%
Q12-11. Outdoor environmental/nature camps & programs	5.2%	13.7%	34.0%	47.1%
Q12-12. Padel tennis offerings	3.9%	18.2%	23.4%	54.5%
Q12-13. Pickleball lessons & leagues	1.3%	17.3%	21.3%	60.0%
Q12-14. Preschool programs/early childhood education	14.9%	27.0%	25.7%	32.4%
Q12-15. Programs for people with special needs	5.3%	17.3%	40.0%	37.3%
Q12-16. Recreation/competitive swim team	3.3%	9.8%	23.9%	63.0%
Q12-17. Senior programs	10.7%	23.1%	33.1%	33.1%
Q12-18. STEM (science, technology, engineering, & mathematics) classes	2.6%	11.2%	25.9%	60.3%
Q12-19. Swim lessons	5.3%	12.1%	22.7%	59.8%
Q12-20. Teen/tween programs	0.0%	16.4%	32.8%	50.7%
Q12-21. Tennis lessons & leagues	4.6%	8.0%	24.1%	63.2%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

WITHOUT "NO NEED"

Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q12-22. Trips & tours	4.8%	21.0%	33.9%	40.3%
Q12-23. Water fitness programs/lap swimming	3.6%	10.8%	28.8%	56.8%
Q12-24. Youth fitness & wellness classes	1.5%	16.2%	35.3%	47.1%
Q12-25. Youth seasonal programs & camps	6.9%	25.0%	43.1%	25.0%
Q12-26. Youth sports programs & camps	12.0%	29.3%	32.0%	26.7%
Q12-27. Youth visual/performing arts/crafts programs (dance/music)	4.5%	7.6%	40.9%	47.0%
Q12-28. Other	0.0%	16.7%	16.7%	66.7%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	55	18.2 %
Adult sports leagues	17	5.6 %
Adult performing arts programs (dance/music)	9	3.0 %
Adult visual arts/crafts programs	10	3.3 %
Cheer/gymnastics/tumbling programs	4	1.3 %
Community & cultural special events	18	5.9 %
Counseling & mental health programs	5	1.7 %
Cultural enrichment programs	3	1.0 %
eGaming/eSports	4	1.3 %
Leadership/mentoring/character building programs	2	0.7 %
Outdoor environmental/nature camps & programs	9	3.0 %
Padel tennis offerings	2	0.7 %
Pickleball lessons & leagues	8	2.6 %
Preschool programs/early childhood education	9	3.0 %
Programs for people with special needs	1	0.3 %
Recreation/competitive swim team	3	1.0 %
Senior programs	18	5.9 %
STEM (science, technology, engineering, & mathematics) classes	6	2.0 %
Swim lessons	8	2.6 %
Teen/tween programs	5	1.7 %
Tennis lessons & leagues	4	1.3 %
Trips & tours	3	1.0 %
Water fitness programs/lap swimming	7	2.3 %
Youth seasonal programs & camps	5	1.7 %
Youth sports programs & camps	12	4.0 %
Youth visual/performing arts/crafts programs (dance/music)	2	0.7 %
<u>None chosen</u>	<u>74</u>	<u>24.4 %</u>
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	18	5.9 %
Adult sports leagues	9	3.0 %
Adult performing arts programs (dance/music)	13	4.3 %
Adult visual arts/crafts programs	13	4.3 %
Cheer/gymnastics/tumbling programs	2	0.7 %
Community & cultural special events	18	5.9 %
Counseling & mental health programs	10	3.3 %
Cultural enrichment programs	16	5.3 %
eGaming/eSports	2	0.7 %
Leadership/mentoring/character building programs	6	2.0 %
Outdoor environmental/nature camps & programs	4	1.3 %
Padel tennis offerings	5	1.7 %
Pickleball lessons & leagues	3	1.0 %
Preschool programs/early childhood education	6	2.0 %
Programs for people with special needs	4	1.3 %
Recreation/competitive swim team	4	1.3 %
Senior programs	12	4.0 %
STEM (science, technology, engineering, & mathematics) classes	3	1.0 %
Swim lessons	14	4.6 %
Teen/tween programs	6	2.0 %
Tennis lessons & leagues	3	1.0 %
Trips & tours	9	3.0 %
Water fitness programs/lap swimming	12	4.0 %
Youth fitness & wellness classes	6	2.0 %
Youth seasonal programs & camps	6	2.0 %
Youth sports programs & camps	9	3.0 %
Youth visual/performing arts/crafts programs (dance/music)	2	0.7 %
<u>None chosen</u>	<u>88</u>	<u>29.0 %</u>
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?

Q13. 3rd choice	Number	Percent
Adult fitness & wellness programs	16	5.3 %
Adult sports leagues	7	2.3 %
Adult performing arts programs (dance/music)	9	3.0 %
Adult visual arts/crafts programs	8	2.6 %
Cheer/gymnastics/tumbling programs	2	0.7 %
Community & cultural special events	21	6.9 %
Counseling & mental health programs	18	5.9 %
Cultural enrichment programs	9	3.0 %
eGaming/eSports	4	1.3 %
Leadership/mentoring/character building programs	2	0.7 %
Outdoor environmental/nature camps & programs	5	1.7 %
Padel tennis offerings	3	1.0 %
Pickleball lessons & leagues	5	1.7 %
Preschool programs/early childhood education	4	1.3 %
Programs for people with special needs	6	2.0 %
Recreation/competitive swim team	6	2.0 %
Senior programs	8	2.6 %
STEM (science, technology, engineering, & mathematics) classes	8	2.6 %
Swim lessons	12	4.0 %
Teen/tween programs	6	2.0 %
Tennis lessons & leagues	3	1.0 %
Trips & tours	16	5.3 %
Water fitness programs/lap swimming	9	3.0 %
Youth fitness & wellness classes	3	1.0 %
Youth seasonal programs & camps	6	2.0 %
Youth sports programs & camps	9	3.0 %
Youth visual/performing arts/crafts programs (dance/music)	3	1.0 %
<u>None chosen</u>	<u>95</u>	<u>31.4 %</u>
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?

Q13. 4th choice	Number	Percent
Adult fitness & wellness programs	16	5.3 %
Adult sports leagues	8	2.6 %
Adult performing arts programs (dance/music)	7	2.3 %
Adult visual arts/crafts programs	3	1.0 %
Cheer/gymnastics/tumbling programs	2	0.7 %
Community & cultural special events	36	11.9 %
Counseling & mental health programs	3	1.0 %
Cultural enrichment programs	6	2.0 %
eGaming/eSports	2	0.7 %
Leadership/mentoring/character building programs	4	1.3 %
Outdoor environmental/nature camps & programs	10	3.3 %
Padel tennis offerings	1	0.3 %
Pickleball lessons & leagues	4	1.3 %
Preschool programs/early childhood education	4	1.3 %
Programs for people with special needs	5	1.7 %
Senior programs	15	5.0 %
STEM (science, technology, engineering, & mathematics) classes	3	1.0 %
Swim lessons	7	2.3 %
Teen/tween programs	5	1.7 %
Tennis lessons & leagues	1	0.3 %
Trips & tours	7	2.3 %
Water fitness programs/lap swimming	15	5.0 %
Youth fitness & wellness classes	5	1.7 %
Youth seasonal programs & camps	4	1.3 %
Youth sports programs & camps	7	2.3 %
Youth visual/performing arts/crafts programs (dance/music)	3	1.0 %
None chosen	120	39.6 %
Total	303	100.0 %

SUM OF TOP 4 CHOICES**Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household? (top 4)**

Q13. Sum of top 4 choices	Number	Percent
Adult fitness & wellness programs	105	34.7 %
Adult sports leagues	41	13.5 %
Adult performing arts programs (dance/music)	38	12.5 %
Adult visual arts/crafts programs	34	11.2 %
Cheer/gymnastics/tumbling programs	10	3.3 %
Community & cultural special events	93	30.7 %
Counseling & mental health programs	36	11.9 %
Cultural enrichment programs	34	11.2 %
eGaming/eSports	12	4.0 %
Leadership/mentoring/character building programs	14	4.6 %
Outdoor environmental/nature camps & programs	28	9.2 %
Padel tennis offerings	11	3.6 %
Pickleball lessons & leagues	20	6.6 %
Preschool programs/early childhood education	23	7.6 %
Programs for people with special needs	16	5.3 %
Recreation/competitive swim team	13	4.3 %
Senior programs	53	17.5 %
STEM (science, technology, engineering, & mathematics) classes	20	6.6 %
Swim lessons	41	13.5 %
Teen/tween programs	22	7.3 %
Tennis lessons & leagues	11	3.6 %
Trips & tours	35	11.6 %
Water fitness programs/lap swimming	43	14.2 %
Youth fitness & wellness classes	14	4.6 %
Youth seasonal programs & camps	21	6.9 %
Youth sports programs & camps	37	12.2 %
Youth visual/performing arts/crafts programs (dance/music)	10	3.3 %
None chosen	74	24.4 %
Total	909	

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q14. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

	<u>Amount</u>
Improve/maintain existing parks & recreation facilities	\$31.43
Acquire new parkland & open space	\$13.86
Construct new sports fields & sports courts (softball, football, soccer, baseball, tennis, pickleball, etc.)	\$9.92
Develop new indoor facilities (indoor walking track, fitness centers, pool, gyms, etc.)	\$15.59
Expand existing indoor facilities (indoor fitness, sports courts, pool, gyms, etc.)	\$13.28
Develop new walking & biking trails	\$11.18
Other	\$4.74

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q15. Please rate your satisfaction with the following parks and recreation services provided by the Berwyn Park District using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=303)

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't know
Q15-1. Cleanliness of Berwyn Park District parks & facilities	21.1%	32.0%	16.5%	14.5%	9.9%	5.9%
Q15-2. Safety in parks	23.8%	34.7%	19.1%	9.6%	3.3%	9.6%
Q15-3. Quality of outdoor athletic fields	13.9%	26.1%	22.8%	10.2%	4.3%	22.8%
Q15-4. Quality of indoor facilities	6.6%	17.8%	19.1%	16.5%	5.6%	34.3%
Q15-5. Quality of Park District youth programs	5.3%	13.5%	19.8%	9.6%	4.6%	47.2%
Q15-6. Quality of Park District adult programs	3.0%	9.6%	22.1%	14.5%	10.2%	40.6%
Q15-7. Quality of programs for Park District adults over 55 years of age	5.3%	7.6%	17.5%	11.2%	5.0%	53.5%
Q15-8. Quality of other Berwyn Park District programs (e.g., concerts, special events)	9.9%	18.8%	22.8%	14.5%	9.2%	24.8%
Q15-9. Ease of program registration process	6.6%	14.2%	20.5%	16.2%	6.9%	35.6%
Q15-10. Availability of information about Berwyn Park District programs & facilities	8.6%	19.5%	21.1%	21.8%	15.8%	13.2%
Q15-11. Fees charged for recreation programs	8.6%	17.2%	24.4%	13.9%	7.9%	28.1%
Q15-12. Fees charged for other offerings (membership, rentals, etc.)	4.6%	11.9%	24.1%	12.5%	6.3%	40.6%
Q15-13. User experience of Park District website	5.0%	17.2%	23.1%	15.8%	9.2%	29.7%
Q15-14. Friendliness & professionalism of Berwyn Park District staff	17.8%	22.1%	18.2%	9.2%	5.9%	26.7%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q15. Please rate your satisfaction with the following parks and recreation services provided by the Berwyn Park District using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Don't know
Q15-15. Innovation in developing new offerings	2.0%	10.9%	23.1%	19.1%	12.5%	32.3%

WITHOUT "DON'T KNOW"

Q15. Please rate your satisfaction with the following parks and recreation services provided by the Berwyn Park District using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=303)

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q15-1. Cleanliness of Berwyn Park District parks & facilities	22.5%	34.0%	17.5%	15.4%	10.5%
Q15-2. Safety in parks	26.3%	38.3%	21.2%	10.6%	3.6%
Q15-3. Quality of outdoor athletic fields	17.9%	33.8%	29.5%	13.2%	5.6%
Q15-4. Quality of indoor facilities	10.1%	27.1%	29.1%	25.1%	8.5%
Q15-5. Quality of Park District youth programs	10.0%	25.6%	37.5%	18.1%	8.8%
Q15-6. Quality of Park District adult programs	5.0%	16.1%	37.2%	24.4%	17.2%
Q15-7. Quality of programs for Park District adults over 55 years of age	11.3%	16.3%	37.6%	24.1%	10.6%
Q15-8. Quality of other Berwyn Park District programs (e.g., concerts, special events)	13.2%	25.0%	30.3%	19.3%	12.3%
Q15-9. Ease of program registration process	10.3%	22.1%	31.8%	25.1%	10.8%
Q15-10. Availability of information about Berwyn Park District programs & facilities	9.9%	22.4%	24.3%	25.1%	18.3%
Q15-11. Fees charged for recreation programs	11.9%	23.9%	33.9%	19.3%	11.0%
Q15-12. Fees charged for other offerings (membership, rentals, etc.)	7.8%	20.0%	40.6%	21.1%	10.6%
Q15-13. User experience of Park District website	7.0%	24.4%	32.9%	22.5%	13.1%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

WITHOUT "DON'T KNOW"

Q15. Please rate your satisfaction with the following parks and recreation services provided by the Berwyn Park District using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
Q15-14. Friendliness & professionalism of Berwyn Park District staff	24.3%	30.2%	24.8%	12.6%	8.1%
Q15-15. Innovation in developing new offerings	2.9%	16.1%	34.1%	28.3%	18.5%

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q16. Which THREE services listed in Question 15 do you think should receive the MOST ATTENTION from the Berwyn Park District over the next THREE years?

<u>Q16. Top choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Berwyn Park District parks & facilities	65	21.5 %
Safety in parks	40	13.2 %
Quality of outdoor athletic fields	18	5.9 %
Quality of indoor facilities	12	4.0 %
Quality of Park District youth programs	19	6.3 %
Quality of Park District adult programs	19	6.3 %
Quality of programs for Park District adults over 55 years of age	16	5.3 %
Quality of other Berwyn Park District programs (e.g., concerts, special events)	12	4.0 %
Ease of program registration process	7	2.3 %
Availability of information about Berwyn Park District programs & facilities	15	5.0 %
Fees charged for recreation programs	8	2.6 %
Fees charged for other offerings (membership, rentals, etc.)	2	0.7 %
User experience of Park District website	3	1.0 %
Friendliness & professionalism of Berwyn Park District staff	11	3.6 %
Innovation in developing new offerings	22	7.3 %
None chosen	34	11.2 %
Total	303	100.0 %

Q16. Which THREE services listed in Question 15 do you think should receive the MOST ATTENTION from the Berwyn Park District over the next THREE years?

<u>Q16. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Cleanliness of Berwyn Park District parks & facilities	40	13.2 %
Safety in parks	41	13.5 %
Quality of outdoor athletic fields	14	4.6 %
Quality of indoor facilities	22	7.3 %
Quality of Park District youth programs	17	5.6 %
Quality of Park District adult programs	13	4.3 %
Quality of programs for Park District adults over 55 years of age	18	5.9 %
Quality of other Berwyn Park District programs (e.g., concerts, special events)	26	8.6 %
Ease of program registration process	5	1.7 %
Availability of information about Berwyn Park District programs & facilities	15	5.0 %
Fees charged for recreation programs	9	3.0 %
Fees charged for other offerings (membership, rentals, etc.)	3	1.0 %
User experience of Park District website	6	2.0 %
Friendliness & professionalism of Berwyn Park District staff	14	4.6 %
Innovation in developing new offerings	20	6.6 %
None chosen	40	13.2 %
Total	303	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q16. Which THREE services listed in Question 15 do you think should receive the MOST ATTENTION from the Berwyn Park District over the next THREE years?

Q16. 3rd choice	Number	Percent
Cleanliness of Berwyn Park District parks & facilities	23	7.6 %
Safety in parks	28	9.2 %
Quality of outdoor athletic fields	14	4.6 %
Quality of indoor facilities	19	6.3 %
Quality of Park District youth programs	25	8.3 %
Quality of Park District adult programs	15	5.0 %
Quality of programs for Park District adults over 55 years of age	14	4.6 %
Quality of other Berwyn Park District programs (e.g., concerts, special events)	25	8.3 %
Ease of program registration process	5	1.7 %
Availability of information about Berwyn Park District programs & facilities	20	6.6 %
Fees charged for recreation programs	8	2.6 %
Fees charged for other offerings (membership, rentals, etc.)	1	0.3 %
User experience of Park District website	7	2.3 %
Friendliness & professionalism of Berwyn Park District staff	14	4.6 %
Innovation in developing new offerings	27	8.9 %
None chosen	58	19.1 %
Total	303	100.0 %

SUM OF TOP 3 CHOICES

Q16. Which THREE services listed in Question 15 do you think should receive the MOST ATTENTION from the Berwyn Park District over the next THREE years? (top 3)

Q16. Sum of top 3 choices	Number	Percent
Cleanliness of Berwyn Park District parks & facilities	128	42.2 %
Safety in parks	109	36.0 %
Quality of outdoor athletic fields	46	15.2 %
Quality of indoor facilities	53	17.5 %
Quality of Park District youth programs	61	20.1 %
Quality of Park District adult programs	47	15.5 %
Quality of programs for Park District adults over 55 years of age	48	15.8 %
Quality of other Berwyn Park District programs (e.g., concerts, special events)	63	20.8 %
Ease of program registration process	17	5.6 %
Availability of information about Berwyn Park District programs & facilities	50	16.5 %
Fees charged for recreation programs	25	8.3 %
Fees charged for other offerings (membership, rentals, etc.)	6	2.0 %
User experience of Park District website	16	5.3 %
Friendliness & professionalism of Berwyn Park District staff	39	12.9 %
Innovation in developing new offerings	69	22.8 %
None chosen	34	11.2 %
Total	811	

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q17. How important do you feel it is for the Berwyn Park District to provide high quality parks, recreation facilities and programs?

Q17. How important is it for Berwyn Park District to provide high quality parks, recreation facilities & programs

	Number	Percent
Very important	245	80.9 %
Somewhat important	44	14.5 %
Not important	1	0.3 %
Not sure	13	4.3 %
Total	303	100.0 %

WITHOUT "NOT SURE"

Q17. How important do you feel it is for the Berwyn Park District to provide high quality parks, recreation facilities and programs? (without "not sure")

Q17. How important is it for Berwyn Park District to provide high quality parks, recreation facilities & programs

	Number	Percent
Very important	245	84.5 %
Somewhat important	44	15.2 %
Not important	1	0.3 %
Total	290	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q18. Your gender identity:

<u>Q18. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	146	48.2 %
Female	151	49.8 %
Non-binary	2	0.7 %
Prefer to self-describe	1	0.3 %
Prefer not to disclose	3	1.0 %
Total	303	100.0 %

WITHOUT "PREFER NOT TO DISCLOSE"

Q18. Your gender identity: (without "prefer not to disclose")

<u>Q18. Your gender identity</u>	<u>Number</u>	<u>Percent</u>
Male	146	48.7 %
Female	151	50.3 %
Non-binary	2	0.7 %
Prefer to self-describe	1	0.3 %
Total	300	100.0 %

Q18-4. Self-describe your gender identity:

<u>Q18-4. Self-describe your gender identity</u>	<u>Number</u>	<u>Percent</u>
A sexual	1	50.0 %
FLUID	1	50.0 %
Total	2	100.0 %

Q19. How many years have you lived in the Berwyn Park District?

Q19. How many years have you lived in Berwyn Park

District	Number	Percent
0-5	61	20.1 %
6-10	43	14.2 %
11-15	29	9.6 %
16-20	39	12.9 %
21-30	58	19.1 %
31+	61	20.1 %
Not provided	12	4.0 %
Total	303	100.0 %

WITHOUT "NOT PROVIDED"

Q19. How many years have you lived in the Berwyn Park District? (without "not provided")

Q19. How many years have you lived in Berwyn Park

District	Number	Percent
0-5	61	21.0 %
6-10	43	14.8 %
11-15	29	10.0 %
16-20	39	13.4 %
21-30	58	19.9 %
31+	61	21.0 %
Total	291	100.0 %

Q20. Are you or other members of your household of Hispanic, Spanish, or Latino/a/x ancestry?

Q20. Are you of Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
Yes	173	57.1 %
No	125	41.3 %
Not provided	5	1.7 %
Total	303	100.0 %

WITHOUT "NOT PROVIDED"

Q20. Are you or other members of your household of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")

Q20. Are you of Hispanic, Spanish, or Latino/a/x ancestry

	Number	Percent
Yes	173	58.1 %
No	125	41.9 %
Total	298	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

Q21. Which of the following best describes your race/ethnicity?

<u>Q21. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	11	3.6 %
Black or African American	25	8.3 %
American Indian or Alaska Native	3	1.0 %
White or Caucasian	111	36.6 %
Native Hawaiian or other Pacific Islander	1	0.3 %
None selected	29	9.6 %
<u>Other</u>	<u>124</u>	<u>40.9 %</u>
Total	304	

WITHOUT "NONE SELECTED"

Q21. Which of the following best describes your race/ethnicity? (without "none selected")

<u>Q21. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Asian or Asian Indian	11	4.0 %
Black or African American	25	9.1 %
American Indian or Alaska Native	3	1.1 %
White or Caucasian	111	40.5 %
Native Hawaiian or other Pacific Islander	1	0.4 %
<u>Other</u>	<u>124</u>	<u>45.3 %</u>
Total	275	

Q21-7. Self-describe your race/ethnicity:

<u>Q21-7. Self-describe your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Hispanic	64	51.6 %
Latino	23	18.5 %
Mexican	12	9.7 %
Mixed	10	8.1 %
Hispanic/Latino	8	6.5 %
White/Hispanic	2	1.6 %
Latin	1	0.8 %
Mestizo	1	0.8 %
Latina	1	0.8 %
Caribbean	1	0.8 %
<u>Native American</u>	<u>1</u>	<u>0.8 %</u>
Total	124	100.0 %

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey: Findings Report

A graphic for Chapter 5. It features a white circle on the left containing a large, bold, dark blue number '5'. To the right of the circle is a dark blue horizontal bar with the text 'Survey Instrument' in white, bold, sans-serif font.

5 Survey Instrument



January 2024

Dear Berwyn Park District Resident,

You can help shape the future of parks and recreation in Berwyn!

As you may know, the Berwyn Park District is undergoing a Comprehensive Master Plan that will guide the District for the next five years. Your input is critical to the success of this project.

The enclosed survey is one facet of community input for this project, providing an opportunity for you to share your thoughts about our parks, facilities and programs. You have been selected at random to receive this statistically valid survey. Because the survey is sent to a limited number of residents, your participation is important. An independent firm has been engaged to conduct the survey, compile the data and present the results to the Park District. Responses will remain confidential.

This survey will take approximately 10-15 minutes to complete, and each question is essential. The time you invest in completing this survey will aid the Berwyn Park District in our resident-driven approach to making decisions that will enrich the future of our community.

Please complete the survey and return it in the enclosed postage-paid envelope within the next two weeks. If you prefer to complete the survey online, you can do so at berwynpdsurvey.org. The results will be incorporated into the development of our Comprehensive Master Plan and will be posted on our website at berwynparks.org. We anticipate the plan being completed by the summer of 2024.

We appreciate your time and look forward to receiving your feedback.

Thank you in advance,

A handwritten signature in black ink, appearing to read "Cathy Fallon", is written over a light blue circular background.

Cathy Fallon
Executive Director
Berwyn Park District



Enero de 2024

Estimado residente del Distrito de Parques de Berwyn:

Queremos informarle que tiene la posibilidad de ayudar a determinar el futuro de los parques y las actividades recreativas de Berwyn.

Como sabrá, el Distrito de Parques de Berwyn está elaborando un plan maestro Integral que servirá de guía al Distrito durante los próximos cinco años. Su aporte es fundamental para el éxito de este proyecto.

La encuesta adjunta es una forma de recibir comentarios de la comunidad para la elaboración de este proyecto y le brinda la oportunidad de compartir sus opiniones sobre nuestros parques, instalaciones y programas. Ha sido seleccionado al azar para recibir esta encuesta estadísticamente válida. Debido a que la encuesta se envía a un número limitado de residentes, su participación es importante. Se ha contratado a una empresa independiente para que lleve a cabo la encuesta, recopile los datos y presente los resultados al Distrito de Parques. Las respuestas serán confidenciales.

Completar esta encuesta le tomará aproximadamente entre 10 y 15 minutos. Es importante que responda cada pregunta. El tiempo que invierta en completar esta encuesta ayudará al Distrito de Parques de Berwyn a adoptar un enfoque impulsado por los residentes para tomar decisiones que enriquecerán el futuro de nuestra comunidad.

Complete la encuesta adjunta y devuélvala en el sobre con franqueo pagado que se proporciona en las próximas dos semanas. Si prefiere completar la encuesta en línea, puede hacerlo en el sitio web berwynpdsurvey.org. Los resultados se incorporarán al desarrollo de nuestro Plan Maestro Integral y se publicarán en nuestro sitio web berwynparks.org. Prevemos que el plan se completará antes del verano de 2024.

Agradecemos su tiempo y esperamos recibir sus comentarios.

Gracias de antemano,

A handwritten signature in black ink, appearing to read "Cathy Fallon".

Cathy Fallon
Directora ejecutiva
Distrito de Parques de Berwyn

2024 Berwyn Park District Parks and Recreation Needs Assessment Survey



The Berwyn Park District would like your input to help determine park, facility, and recreation priorities for the community. This survey will take 10-15 minutes to complete. When you are finished, please return your completed survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at Berwynpdsurvey.org. We greatly appreciate and value your time!

1. Including yourself, how many people in your household are...

Under age 5: ___ Ages 15-19: ___ Ages 35-44: ___ Ages 65-74: ___
Ages 5-9: ___ Ages 20-24: ___ Ages 45-54: ___ Ages 75-84: ___
Ages 10-14: ___ Ages 25-34: ___ Ages 55-64: ___ Ages 85+: ___

2. Have you or any member of your household visited any Berwyn Park District parks and/or recreation facilities during the past 12 months?

___(1) Yes [Answer Q2a-b.] ___(2) No [Skip to Q3.]

2a. How often have you visited Berwyn Park District parks and/or recreation facilities during the past 12 months?

___(1) More than 5 times a week ___(3) Once a week ___(5) Less than once a month
___(2) 2-4 times a week ___(4) 1-3 times a month ___(9) Don't know

2b. Overall, how would you rate the physical condition of ALL the Berwyn Park District parks and recreation facilities you have visited?

___(4) Excellent ___(3) Good ___(2) Fair ___(1) Poor

3. Please CHECK ALL of the following reasons that prevent you or members of your household from visiting Berwyn Park District parks, community centers, or indoor recreation/aquatics facilities more often.

___(01) Use parks/facilities in other communities ___(08) Not aware of parks' or facilities' locations
___(02) Too far from our home ___(09) Lack of transportation
___(03) Parks/facilities are not well maintained ___(10) Restrooms not open/not available
___(04) Lack of amenities we want to use ___(11) Language/cultural barriers
___(05) Lack of parking to access parks/facilities ___(12) Hours of operation are not viable
___(06) Do not feel safe using parks/facilities ___(13) Lack of shade
___(07) Lack of handicap (ADA) accessibility ___(14) Other: _____

4. From the following list, please CHECK ALL the ways you learn about Berwyn Park District programs and activities.

___(01) Berwyn Park District Program Guide ___(08) Banners
___(02) Park District website ___(09) Emails
___(03) Materials at parks or recreation facilities ___(10) E-newsletter
___(04) Conversations with Park District staff ___(11) Social media
___(05) Newspaper ___(12) Flyers
___(06) Word of mouth ___(13) Park Board meetings
___(07) Promotions at special events ___(14) Other: _____

5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the Park District use to communicate with you about programs and activities? [Write in your answers below using the numbers from the list in Question 4, or circle "NONE."]

1st: ___ 2nd: ___ 3rd: ___ NONE

6. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.

- (01) Private schools/charter schools
- (02) Places of worship (e.g., synagogues, churches)
- (03) Private and non-profit youth sports
- (04) Public schools
- (05) Private summer camps
- (06) Private workout facilities
- (07) Berwyn Park District
- (08) North Berwyn Park District
- (09) Berwyn Recreation Department
- (10) Other neighboring Park Districts/jurisdictions
- (11) Private clubs (tennis, swim, fitness)
- (12) YMCA
- (13) Other: _____

7. Has your household participated in any programs or events offered by the Berwyn Park District during the past 12 months?

- (1) Yes [Answer Q7a-b.] (2) No [Skip to Q8.]

7a. How many programs or events offered by the Berwyn Park District have you or members of your household participated in during the past 12 months?

- (1) One (2) 2-3 (3) 4-6 (4) 7 or more

7b. How would you rate the overall quality of the Berwyn Park District programs or activities in which your household has participated?

- (4) Excellent (3) Good (2) Fair (1) Poor

8. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in Berwyn Park District programs more often.

- (01) Lack of quality instructors
- (02) Old and outdated facilities
- (03) Use programs of other agencies
- (04) I don't know what is offered
- (05) Lack of quality programs
- (06) Do not feel safe participating
- (07) Fees are too high
- (08) Too far from our home
- (09) Program times are not convenient
- (10) Classes are full
- (11) Program not offered
- (12) Online registration is not user friendly
- (13) Poor customer service by staff
- (14) Lack of transportation
- (15) Lack of right program equipment
- (16) Too busy/not interested
- (17) Language/cultural barriers
- (18) Other: _____

9. Please indicate your level of agreement with the following statements about potential benefits of the Berwyn Park District's parks, facilities, recreation programs and events by circling the corresponding number.

The Berwyn Park District parks and recreation system...		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Improves my (my household's) physical health and fitness	5	4	3	2	1	9
02.	Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
03.	Makes Berwyn a more desirable place to live	5	4	3	2	1	9
04.	Preserves open space and protects the environment	5	4	3	2	1	9
05.	Increases my (my household's) property value	5	4	3	2	1	9
06.	Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
07.	Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
08.	Positively impacts economic/business development	5	4	3	2	1	9
09.	Is age-friendly and accessible to all age groups	5	4	3	2	1	9
10.	Provides jobs/professional development for youth	5	4	3	2	1	9
11.	Provides volunteer opportunities for the community	5	4	3	2	1	9

10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

Type of Facility/Amenity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Community center (multi-use space for fitness, exercise and sports)	4	3	2	1	9
02. Environmental/nature education center	4	3	2	1	9
03. Indoor basketball/volleyball/pickleball courts (indoor gyms)	4	3	2	1	9
04. Indoor fitness and exercise facilities	4	3	2	1	9
05. Indoor running/walking track	4	3	2	1	9
06. Large community parks	4	3	2	1	9
07. Lighted diamond sports fields (baseball, softball)	4	3	2	1	9
08. Lighted rectangular sports fields (football, rugby, soccer, lacrosse)	4	3	2	1	9
09. Multilingual signage	4	3	2	1	9
10. Multi-use hiking, biking, walking trails (paved or unpaved)	4	3	2	1	9
11. Off-leash dog park	4	3	2	1	9
12. Outdoor basketball courts	4	3	2	1	9
13. Outdoor cricket fields	4	3	2	1	9
14. Outdoor exercise/fitness area	4	3	2	1	9
15. Outdoor pickleball courts	4	3	2	1	9
16. Outdoor swimming pool	4	3	2	1	9
17. Outdoor splash pad/spray park	4	3	2	1	9
18. Outdoor tennis courts	4	3	2	1	9
19. Performing arts theater	4	3	2	1	9
20. Shade structures	4	3	2	1	9
21. Shaded picnic areas and shelters	4	3	2	1	9
22. Skateboarding parks	4	3	2	1	9
23. Small neighborhood parks	4	3	2	1	9
24. Universally accessible playground	4	3	2	1	9
25. Walking paths in parks	4	3	2	1	9
26. Other:	4	3	2	1	9

11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 4 to 1, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

Type of Program/Activity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Adult fitness and wellness programs	4	3	2	1	9
02. Adult sports leagues	4	3	2	1	9
03. Adult performing arts programs (dance/music)	4	3	2	1	9
04. Adult visual arts/crafts programs	4	3	2	1	9
05. Cheer/gymnastics/tumbling programs	4	3	2	1	9
06. Community and cultural special events	4	3	2	1	9
07. Counseling and mental health programs	4	3	2	1	9
08. Cultural enrichment programs	4	3	2	1	9
09. EGaming/ESports	4	3	2	1	9
10. Leadership/mentoring/character building programs	4	3	2	1	9
11. Outdoor environmental/nature camps and programs	4	3	2	1	9
12. Padel tennis offerings	4	3	2	1	9
13. Pickleball lessons and leagues	4	3	2	1	9
14. Preschool programs/early childhood education	4	3	2	1	9
15. Programs for people with special needs	4	3	2	1	9
16. Recreation/competitive swim team	4	3	2	1	9
17. Senior programs	4	3	2	1	9
18. STEM (science, technology, engineering, and mathematics) classes	4	3	2	1	9
19. Swim lessons	4	3	2	1	9
20. Teen/tween programs	4	3	2	1	9
21. Tennis lessons and leagues	4	3	2	1	9
22. Trips and tours	4	3	2	1	9
23. Water fitness programs/lap swimming	4	3	2	1	9
24. Youth fitness and wellness classes	4	3	2	1	9
25. Youth seasonal programs and camps	4	3	2	1	9
26. Youth sports programs and camps	4	3	2	1	9
27. Youth visual/performing arts/crafts programs (dance/music)	4	3	2	1	9
28. Other: _____	4	3	2	1	9

13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

14. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

- \$ ____ Improve/maintain existing parks and recreation facilities
- \$ ____ Acquire new parkland and open space
- \$ ____ Construct new sports fields and sports courts (softball, football, soccer, baseball, tennis, pickleball, etc.)
- \$ ____ Develop new indoor facilities (indoor walking track, fitness centers, pool, gyms, etc.)
- \$ ____ Expand existing indoor facilities (indoor fitness, sports courts, pool, gyms, etc.)
- \$ ____ Develop new walking and biking trails
- \$ ____ Other: _____

\$100 TOTAL

15. Please rate your satisfaction with the following parks and recreation services provided by the Berwyn Park District using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Services	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Don't Know
01. Cleanliness of Berwyn Park District parks and facilities	5	4	3	2	1	9
02. Safety in parks	5	4	3	2	1	9
03. Quality of outdoor athletic fields	5	4	3	2	1	9
04. Quality of indoor facilities	5	4	3	2	1	9
05. Quality of Park District youth programs	5	4	3	2	1	9
06. Quality of Park District adult programs	5	4	3	2	1	9
07. Quality of programs for Park District adults over 55 years of age	5	4	3	2	1	9
08. Quality of other Berwyn Park District programs (e.g., concerts, special events)	5	4	3	2	1	9
09. Ease of program registration process	5	4	3	2	1	9
10. Availability of information about Berwyn Park District programs and facilities	5	4	3	2	1	9
11. Fees charged for recreation programs	5	4	3	2	1	9
12. Fees charged for other offerings (membership, rentals, etc.)	5	4	3	2	1	9
13. User experience of the Park District website	5	4	3	2	1	9
14. Friendliness and professionalism of Berwyn Park District staff	5	4	3	2	1	9
15. Innovation in developing new offerings	5	4	3	2	1	9

16. Which THREE services listed in Question 15 do you think should receive the MOST ATTENTION from the Berwyn Park District over the next THREE years? [Write in your answers below using the number from the list in Question 15, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

17. How important do you feel it is for the Berwyn Park District to provide high quality parks, recreation facilities and programs?

____(3) Very important ____ (2) Somewhat important ____ (1) Not important ____ (9) Not sure

Demographics

18. Your gender identity:

____(1) Male ____ (3) Non-binary ____ (5) Prefer not to disclose
 ____ (2) Female ____ (4) Prefer to self-describe: _____

19. How many years have you lived in the Berwyn Park District? _____ years

20. Are you or other members of your household of Hispanic, Spanish, or Latino/a/x ancestry?

____ (1) Yes ____ (2) No

21. Which of the following best describes your race/ethnicity?

____ (01) Asian or Asian Indian ____ (04) White or Caucasian
 ____ (02) Black or African American ____ (05) Native Hawaiian or other Pacific Islander
 ____ (03) American Indian or Alaska Native ____ (99) Other: _____

22 Would you be willing to participate in future surveys sponsored by the Berwyn Park District?

____(1) Yes *[Answer Q22a.]* ____ (2) No

22a. Please provide your contact information.

Mobile Phone Number: _____

Email Address: _____

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed return-reply envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential.
The information to the right will ONLY be used to help
identify the level of need in your area. Thank you!

