

NEWS RELEASE **ROCKFORD PARK DISTRICT** MAKING MEMORIES FOR A LIFETIME

From: Rockford Park District
For Immediate Release: June 7, 2010
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Citizen Survey Underway

ROCKFORD IL – The Rockford Park District Board of Commissioners is conducting a community-wide survey of District residents starting today and continuing through the seventh of July.

The written survey is being conducted by the University of Illinois College of Medicine's Health Systems Research, which implements the random survey of District citizens and analyzes the data collected.

According to Jack Armstrong, President of the Board of Commissioners, "The Board's responsibility as elected officials is to regularly link with our community, and this Citizen Survey is conducted every other year to discover citizen measurement ratings and opinions regarding current and future issues. We will use this feedback for our next three-year planning cycle to decide on services and fund allocation."

People do not need to have used Park District facilities or programs to participate in this household survey.

Health Systems Research sent out 4,000 written surveys by direct mail to random households in the District and included postage-paid response envelopes. The results and comments will be reported for the entire sample, so people are assured confidentiality. The survey is requested to be completed and returned by July 7, and a final report will be presented to the Commissioners in August.

Karen Weis, Special Projects Manager for the Board and Executive Director, who oversees the Citizen Survey project said, "We continue to ask for community feedback about maintenance, appearance, and safety in the survey so there are some trends that can be measured and compared over time. We ask questions about fees and charges, programming priorities, and groups of people who should receive priority in services. If you receive a survey in the mail, please take time to complete it and turn it in with the postage-paid envelope that is provided. If you do not receive a survey in the mail and would like to participate, you can fill one out in writing at several Rockford Park District facilities and programs or at the District's web site, <http://www.rockfordparkdistrict.org/survey>, it only takes about ten minutes to complete."

(more)



ROCKFORD PARK DISTRICT

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Rockford Park District Citizen Survey

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Written surveys are available at the following Rockford Park District locations:

- Atwood Park, Environmental Center, 2685 New Milford School Road, Rockford
- Carlson Ice Arena, 4150 N. Perryville Rd., Loves Park
- Harkins Aquatic Center, 910 Acorn St., Rockford
- Lockwood Park, 5201 Safford Rd., Rockford
- Magic Waters, gift shop or office, 7820 CherryVale N. Blvd., Cherry Valley
- Sand Park Pool, 1041 E.Riverside Blvd., Loves Park
- Sportscore One, Soccer Center, 4751 Hiawatha Dr.
- Washington Park Community Recreation Center, 3617 Delaware, Rockford
- Webbs Norman Center, Customer Service, 401 S. Main Street, Rockford

Written surveys will also be available on select dates at the following programs and events:

- Imagination Station
- Sounds of Summer/Music in the Park
- Levings Park events (Spanish interpretation available)
- Therapeutic Recreation programs
- Various outreach events (Spanish interpretation available)

Everyone completing an online or written survey through the Park District and providing contact information will be entered into a drawing to receive one of the following prizes: \$50 Park District gift card (4 total); Magic Waters Family Splash Pack (2 total); Golf 2010 Season Permit (2 total). A drawing will be held July 9, and winners notified by phone or e-mail.

Survey results will be posted on the District's web site, rockfordparkdistrict.org, when available in August. The Commissioners will share Citizen Survey results and analysis with citizens through two Feedback Forums to be held in late August and early September at Carlson Ice Arena and Washington Park Community Recreation Center.

Karen Weis concluded, "The Citizen Survey is conducted every other year, and we rely on the data from the survey to drive the Board's decisions for programming and funding for the next two to three years. In addition to the scientific household survey that Health Systems Research conducts, we wanted to open up the opportunity for all ages as well as customers of Park District services to be able to participate. The survey questions are exactly the same, and we will compare the responses between the household surveys and the electronic and written surveys taken at our facilities and programs. We wanted to offer a broader and more inclusive approach, and we are hopeful that many voices will be heard to guide our decisions."

For more information, please contact:

Karen Weis, Policy Governance and Special Projects Manager, Executive Director's Team Center, 815-987-8855.

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