



# **Pearson Peninsula Park Community Survey**

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# Locator Map of Pearson Peninsula Park



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# Executive Summary

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The purpose of this project was to assess community needs and preferences regarding the re-development of Lake Sara's Pearson Peninsula Park. This was a mixed-methods study in which input from stakeholder groups and community members were used to develop an electronic survey (Appendix A) that was disseminated to Lake Sara residents and residents of the greater Effingham area. A total of 163 surveys were returned. Approximately 26% (N=40) of respondents were residents of Lake Sara and the rest (74%; N=114) were residents of the greater Effingham area.

Playground equipment was the most desired facility for youth. Other highly-prioritized facilities for youth were water slides and a splash pad. A disc golf course was highly desired by relatively small constituency of residents. Many other facilities were desired but not as highly prioritized.

A disc golf course for adults was the most desired, highest-prioritized facility. This finding, in combination with the importance placed on a disc golf course for youth, suggests disc golf is one of the most desired, if not *the* most desired, facility. Walking trails and grilling areas were also highly prioritized. Many other less prioritized facilities for adults were also mentioned.

Nature/environmental programs were the most desired type of program, followed by fishing education and teen programs. Respondents also indicated an interest in fitness and wellness programs – including instructional swim lessons – for both adults and youth. The vast majority of respondents indicated they would likely participate in programs offered at Pearson Park.

The top three supported revenue generators were community building rental fees, sponsorships, and donations. Respondents did not support a number of revenue generation strategies, most notably activity center user fees, picnic shelter user fees, and an annual sustainer fund for park maintenance. In general, respondents indicated they would volunteer their time for some revenue generation strategies.

Respondents most highly valued visiting Lake Sara to be away from “the hustle and bustle” of life and its natural beauty. For Pearson Park, they most valued spending time with family and friends. Other important experiences for the park to provide were activities for all ages, swimming opportunities, wildlife and nature viewing, and year-round activities.



# Project Overview

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## Purpose

The purpose of this project was to assess community (i.e., Lake Sara residents and Effingham area residents) needs and preferences regarding the re-development of Lake Sara's Pearson Peninsula Park. Specific aims of the study were:

1. *Assess needs, values and recreation preferences among the community stakeholders (e.g., EWA staff, parks committee, Lake Sara Forever Foundation members) to inform the community meeting and survey process.*
2. *Facilitate a community workshop that illuminates community needs, values and preferences for Pearson Park re-development*
3. *Design and implement an electronic survey to examine community needs, values and recreation preferences for Pearson Park re-development.*
4. *Utilize results of the survey, stakeholder focus group, and community meeting to inform the Pearson Park master plan.*

## Study Procedures

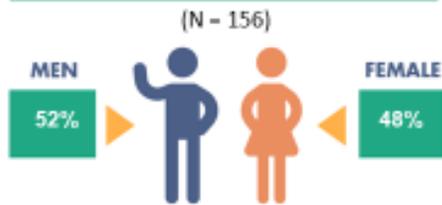
This was a mixed-methods study in which input from stakeholder groups and community members were used to develop an electronic survey that was disseminated to Lake Sara residents and residents of the greater Effingham area. The project team attended a stakeholder meeting to gather information and insights into Lake Sara and Pearson Park. Next, we conducted a focus group with Effingham Water Authority Board members and staff and the Lake Sara Parks and Recreation Volunteer Committee, and facilitated a community workshop for Lake Sara residents. The focus group guide and meeting agenda can be found in Appendix B. The insights from these meetings informed the content of the survey, which was developed and disseminated via Survey Monkey on October 18, 2017. Several reminders were sent out to increase the response rate. The Farnsworth Group project staff also disseminated the link to the survey through social media sites such as Facebook. A total of 163 survey surveys were returned. Approximately 26% (N=40) of respondents are residents of Lake Sara and the rest (74%; N=114) are residents of the greater Effingham area.

The data were cleaned in SPSS and frequencies, measures of central tendency (i.e., means, medians, and standard deviations) were calculated for the survey questions. The open-ended responses were summarized thematically. The following report summarizes the findings from the community needs study.

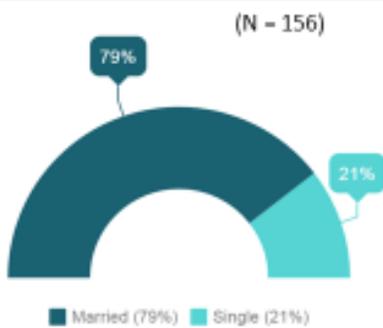


## Lake Sara Survey Demographics

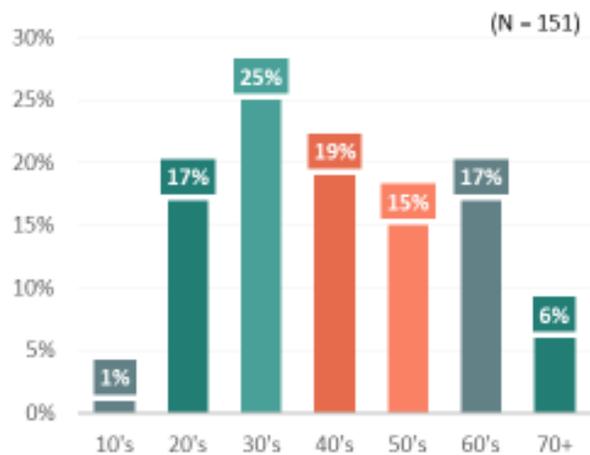
### Gender of Respondents



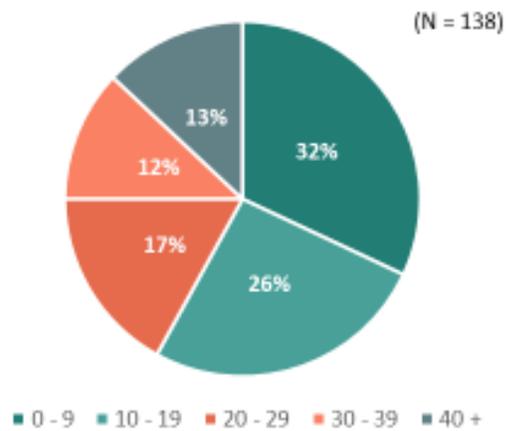
### Respondents Marital Status



### Respondents Age by Group



### Length of Residence in Lake Sara (years)



(N - 139)

**48%**

of respondents earn more than \$101,000 per year

# Study Findings

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## Facilities

### Youth

The respondents were asked to check all the facilities, from a given list, that they would like to have in Pearson Park for youth. Afterward, participants indicated the top four facilities they would prioritize for the park.

Playground equipment is the most desired facility for youth. Over two-thirds (72%) of respondents indicated interest and one-third (34%) of respondents indicated it was one of the top four priorities for youth facilities.

Other highly-prioritized facilities for youth were water slides and a splash pad. These were within the top four priorities for 26% and 25% of respondents, respectively. Both of these facilities were generally desired by 45% of respondents.

Interestingly, a disc golf course was *most* important (first choice) for 21 respondents as a youth facility. However, no respondents listed this as a second, third, or fourth choice facility. This demonstrates this facility is highly desired by relatively small constituency of residents.

Many other facilities were desired but not as highly prioritized. These included – in decreasing order of importance – a nature trail, water inflatables, fishing pier, climbing wall, bike trail, playing courts, wildlife area, star observatory, and beach volleyball area.

For youth, the top five facility selections (not prioritized) were a playground (n=114, 71.7%), nature trail (n=79, 49.7%), disc golf course (n=77, 48.4%), fishing pier (n=76, 47.8%), and splash pad (n=72, 45.3%). Water slides and beach volleyball also had over a 40 percent selection rate. Carousel and tricycle track were the least desired facilities with less than 10 percent selection rate.

Responses for an open-ended question about other facilities that respondents would like to have in Pearson Park for youth can be found in Appendix C.



Figure 1. Which facilities do you like to have in Pearson Park for Youth (N=159)

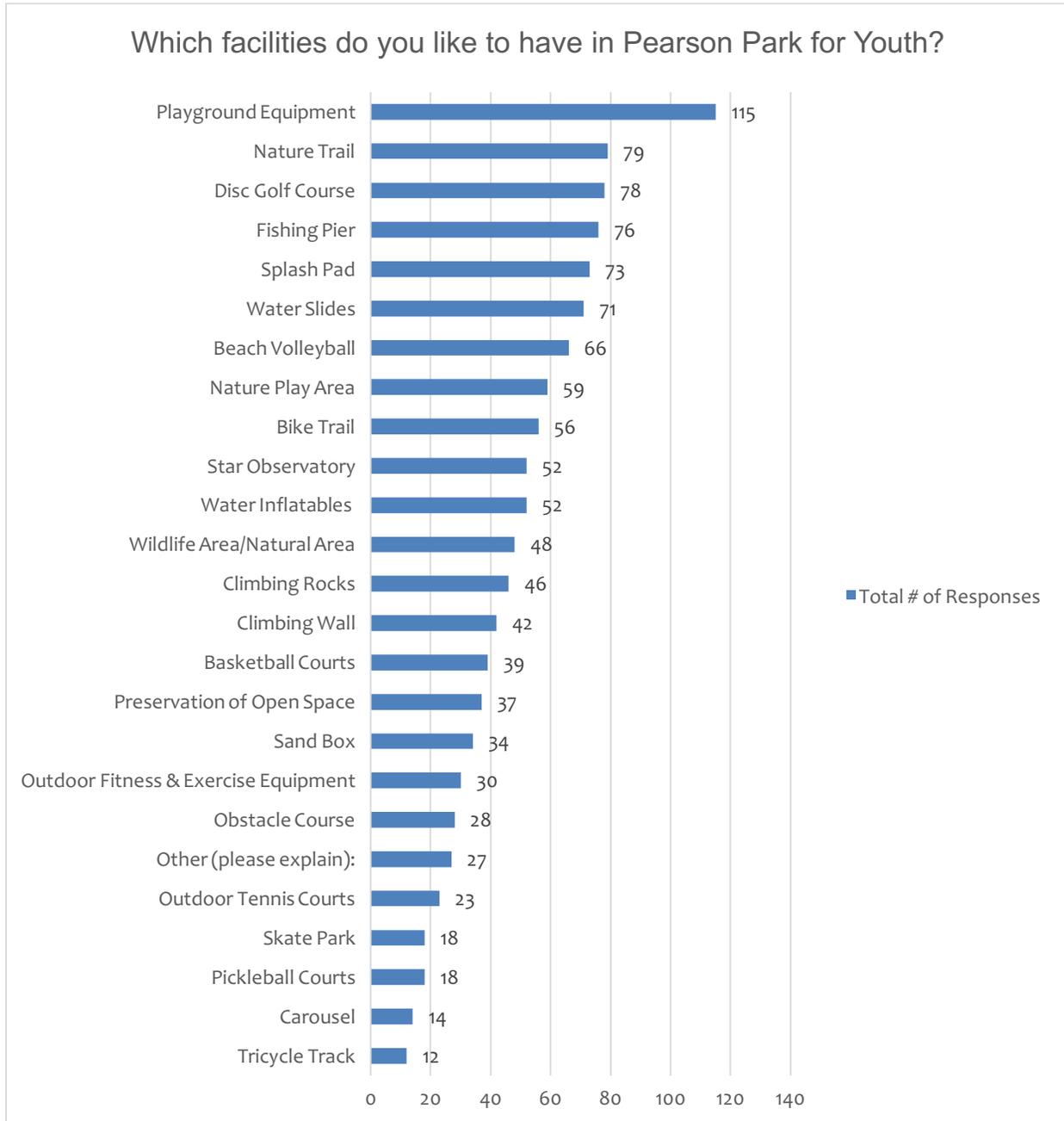
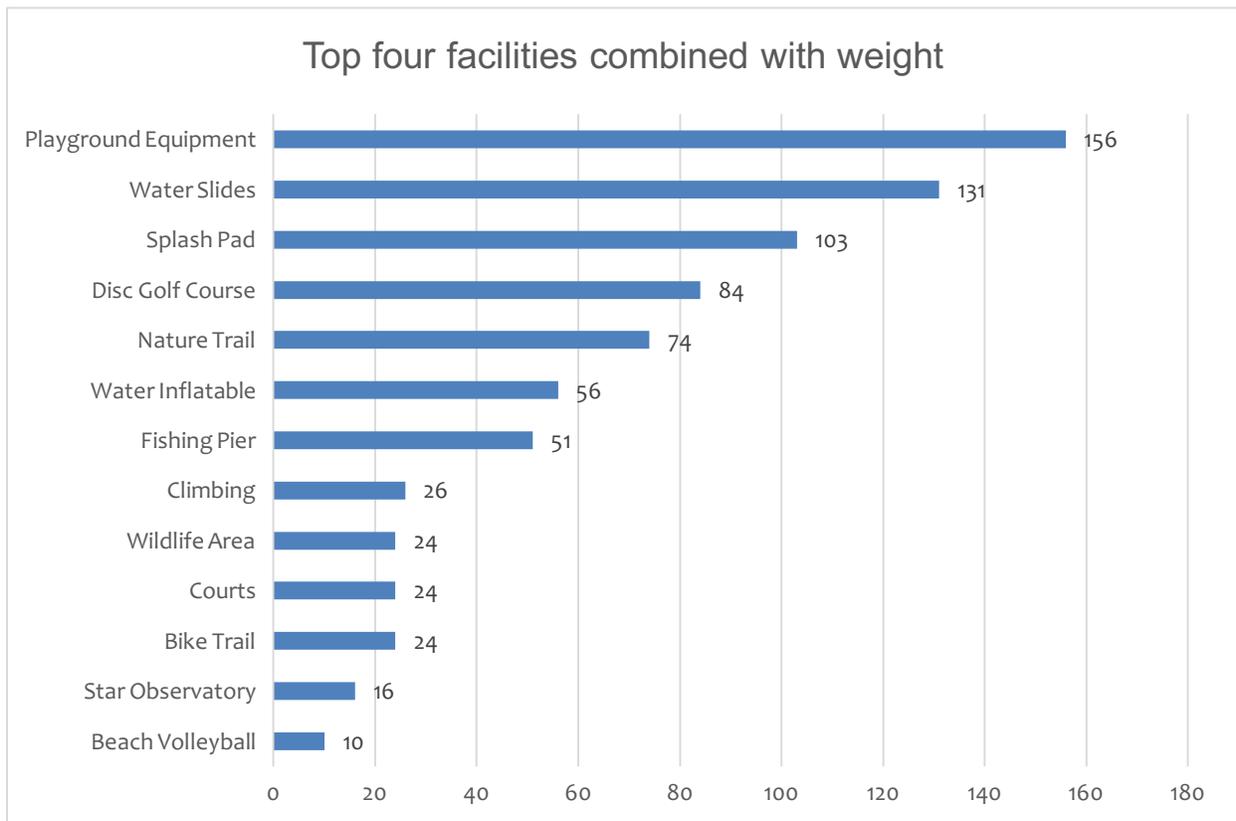


Figure 2. Choose top four facilities from the figure 1. list – combined with weight (n=149)



**Note:** Desire = Frequency x Intensity (1<sup>st</sup> choice = 4 points, 2<sup>nd</sup> choice = 3 points, 3<sup>rd</sup> choice = 2 points, 4<sup>th</sup> choice = 1 point)

Figure 3. Choose top four facilities from the figure 1. list – each choice (n=149)



## Adults

The respondents were asked to check all the facilities, from a given list, that they would like to have in Pearson Park for adults. Afterward, participants indicated the top four facilities they would prioritize for the park.

A disc golf course for adults was the most desired, highest-prioritized facility. Nearly one-half (48%) of respondents indicated they wanted this facility, and over one-third (38%) indicated it was one of their top four priorities. This finding, in combination with the importance placed on a disc golf course for youth, suggests disc golf is one of the most desired, if not *the* most desired, facility.

Walking trails and grilling areas were also highly prioritized. These facilities were desired by 45% and 50% of respondents and prioritized in the top four facilities by 26% and 20% of respondents, respectively.

Less prioritized facilities included an amphitheater, beach volleyball area, boat parking area, fishing pier, dog park, star observatory, fountain, wildlife area, open space, and bird garden. Each of these were desired by at least 22% of respondents, with the exception of the bird garden, which was desired by 17% of respondents.

For adults, the top five selected facilities (not prioritized) were grilling areas (n=80, 50.3%), a disc golf course (n=77, 48.4%), walking/running trails (n=71, 44.7%), beach volleyball (n=64, 40.3%), and an amphitheater (n=56, 35.2%). Fishing piers, boat parking, wildlife area/natural area, bike trail, miniature golf, and star observatory were also desired with a selection rate greater than 30 percent. Baseball and softball fields, platform tennis courts, and cremation memorial site were the least desired facilities with less than a 10 percent selection rate.

Responses for an open-ended question about other facilities that respondents would like to have in Pearson Park for adults can be found in Appendix C.



Figure 4. Which facilities do you like to have in Pearson Park for Adult (N=159)

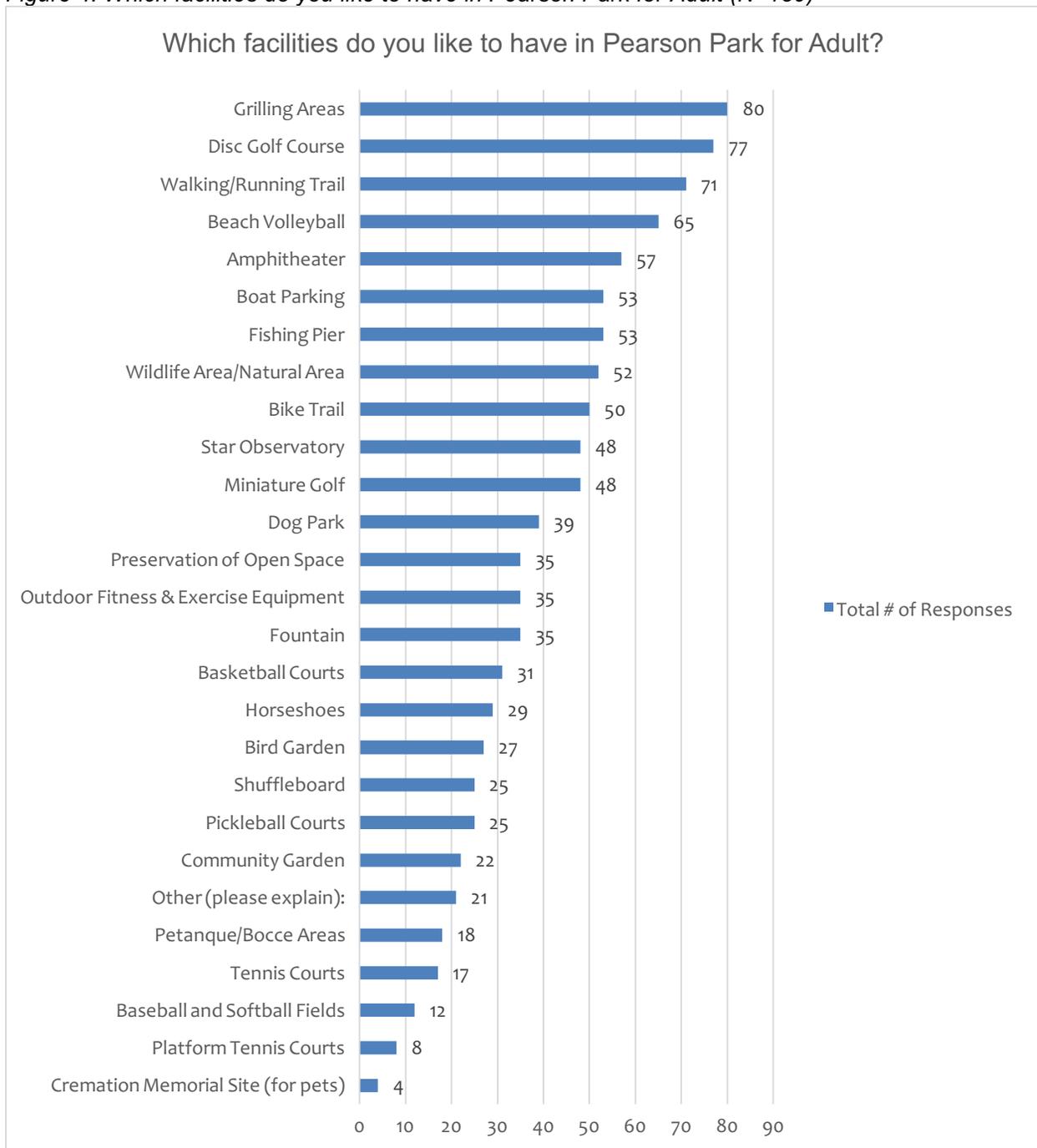
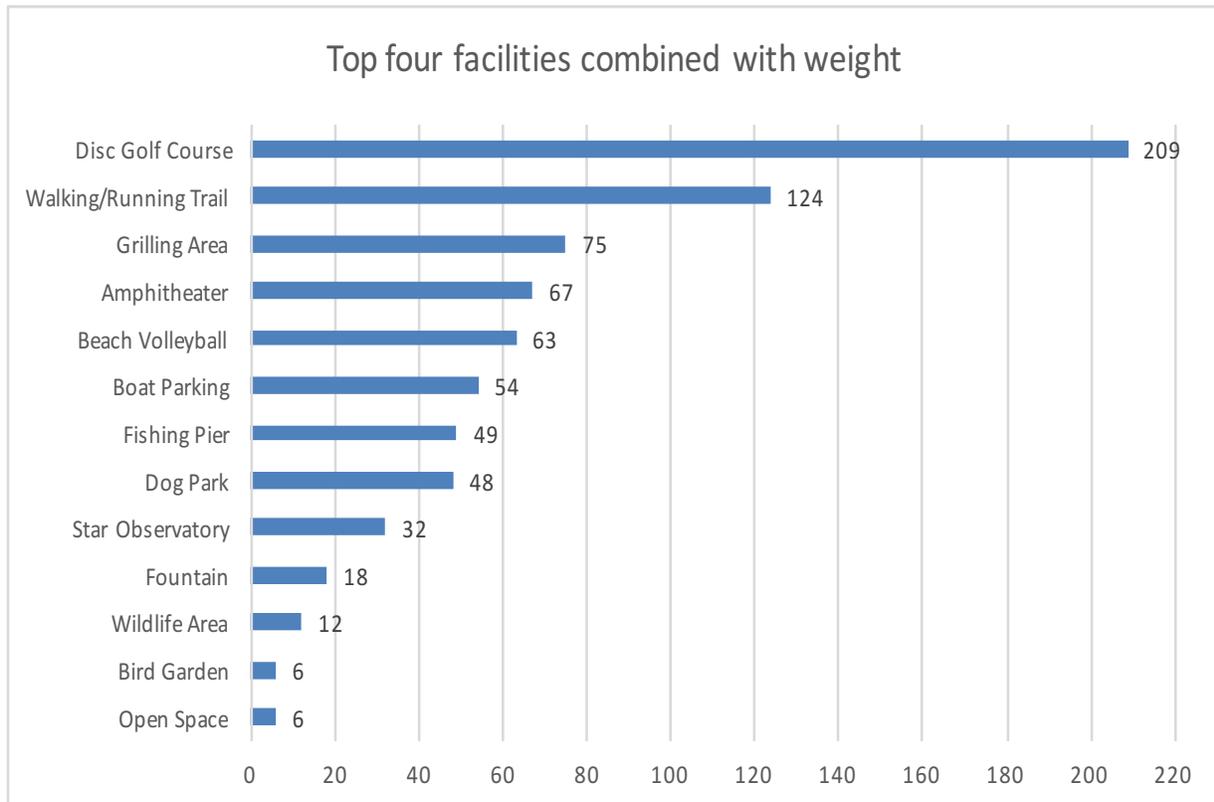
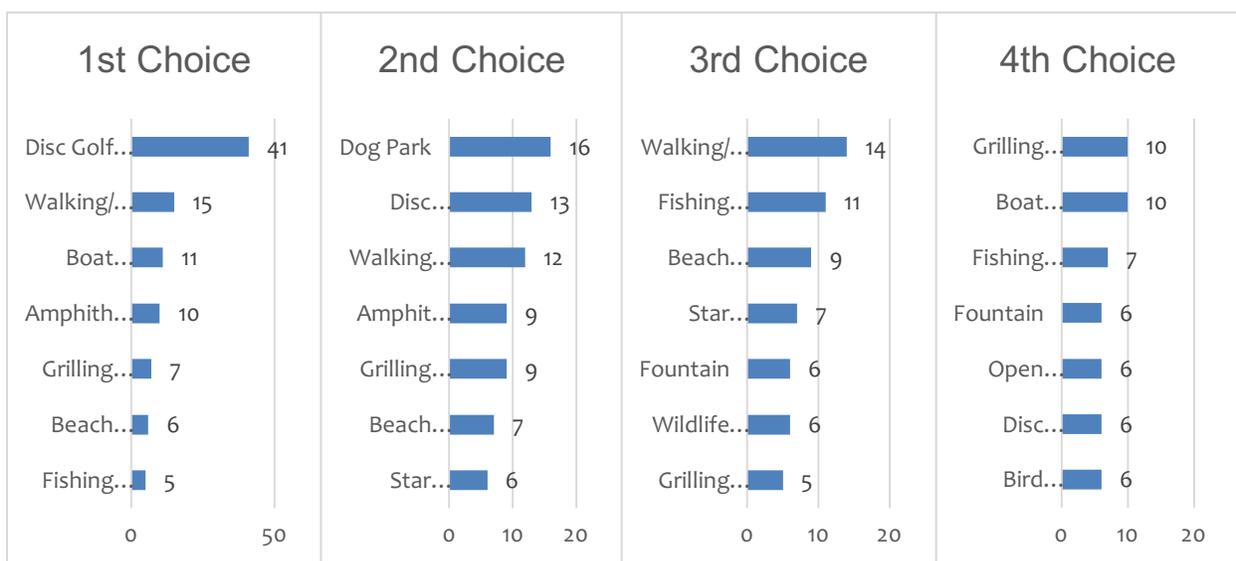


Figure 5. Choose top four facilities from the figure 4. list – combined with weight (n=149)



**Note:** Desire = Frequency x Intensity (1<sup>st</sup> choice = 4 points, 2<sup>nd</sup> choice = 3 points, 3<sup>rd</sup> choice = 2 points, 4<sup>th</sup> choice = 1 point)

Figure 6. Choose top four facilities from the figure 4. list – each choice (n=149)



## Programs

Nature/environmental programs were the most desired type of program. Nearly two-thirds (59%) of respondents indicated they wanted some sort of nature or environmental program. Fishing and social or hobby activities for adults were desired by 49% and 46% of respondents. At least one-third of respondents indicated interest in adult and youth fitness programs, programs specifically for teenagers, and instructional swim lessons. The most prioritized programs were nature/environmental programs (n=50, 40%), fishing education (n=41, 33%) and teen programs (n=25, 20%).

The vast majority (92%) of respondents indicated they would likely (46%) or very likely (46%) participate in programs offered at Pearson Park. Only 8% of respondents indicated they would be *unlikely* or *very unlikely* to participate in such programs.

Responses for an open-ended question about other programs that respondents feel should be developed for Pearson Park can be found in Appendix C.

Figure 7. Which programs should be developed for Pearson Park (N=153)

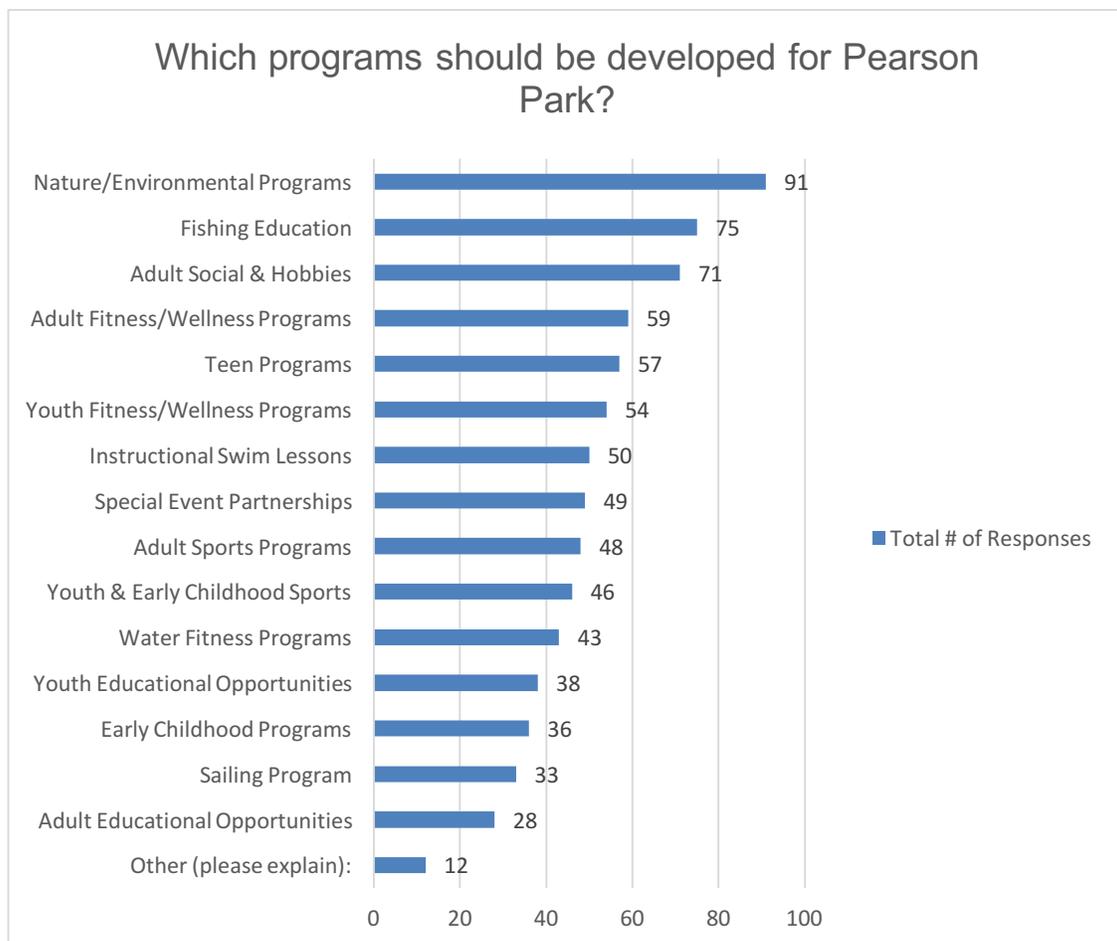
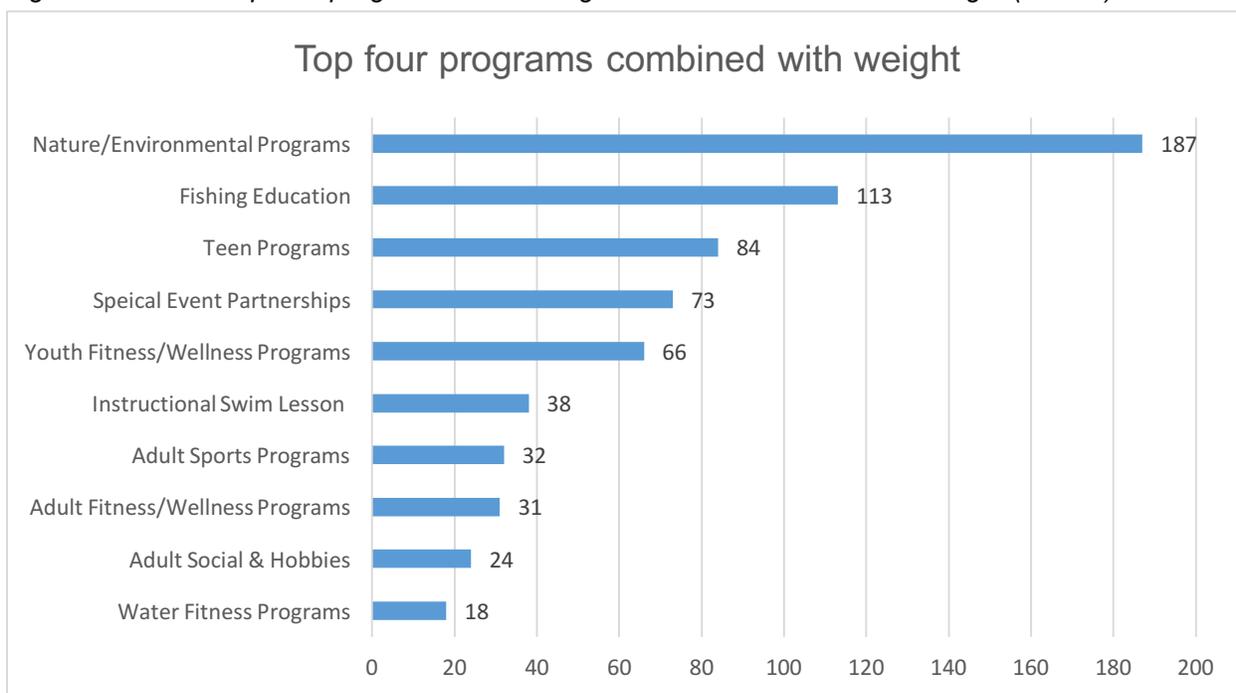


Figure 8. Choose top four programs from the figure 7. list – combined with weight (N=124)



**Note:** Desire = Frequency x Intensity (1<sup>st</sup> choice = 4 points, 2<sup>nd</sup> choice = 3 points, 3<sup>rd</sup> choice = 2 points, 4<sup>th</sup> choice = 1 point)

Figure 9. Choose top four facilities from the figure 7. list – each choice (N=124)

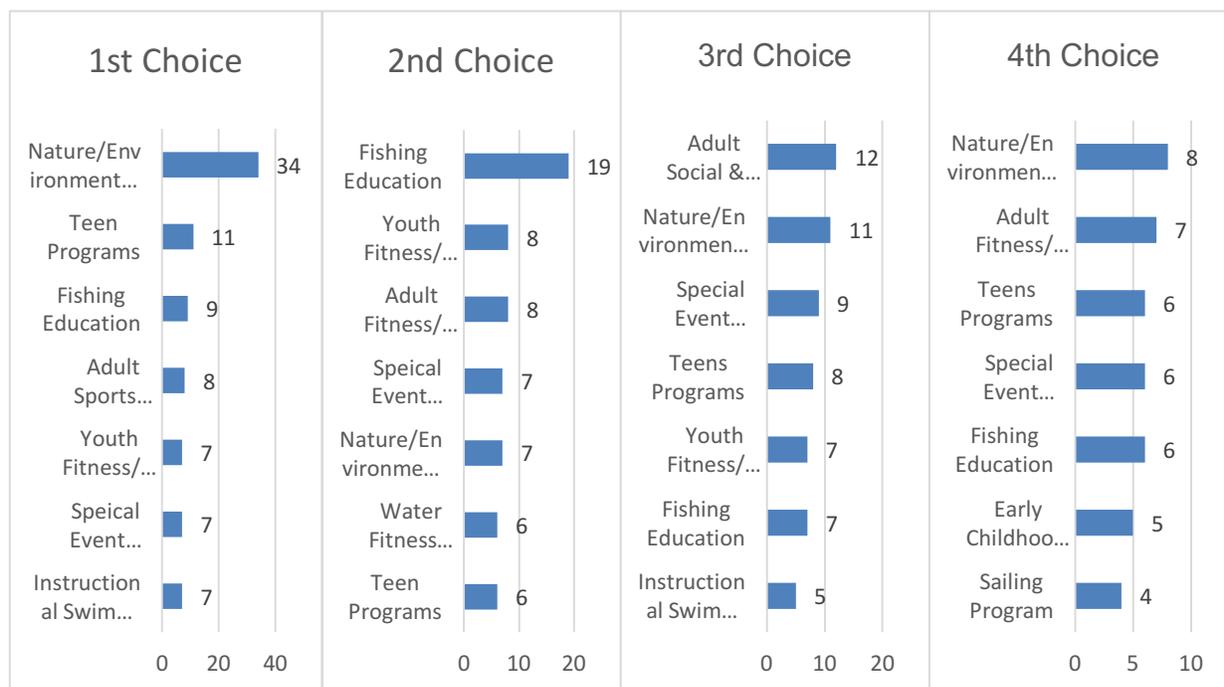
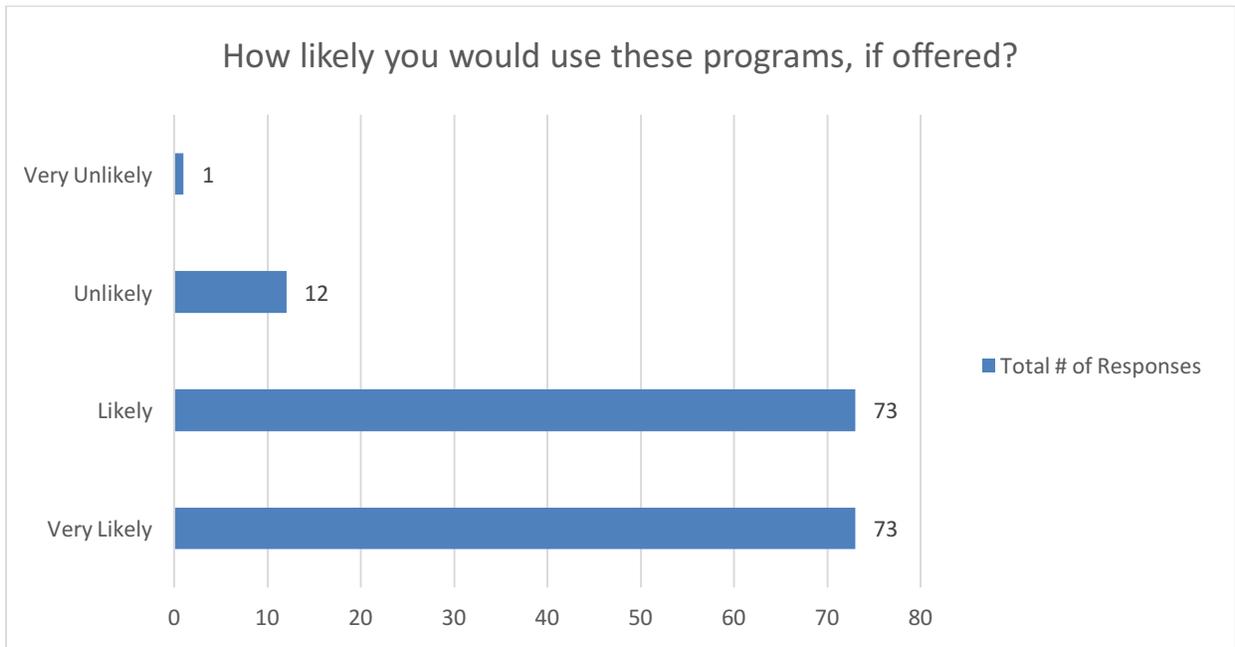


Figure 10. How likely you would use these programs, if offered? (N=159)



## Valued Community Experiences

Over one-half of respondents visiting Lake Sara to be away from “the hustle and bustle” of life (64%) and its natural beauty (58%). Other important experiences for respondents and their families were experiencing Lake Sara’s nature and wildlife (45%) and community and social events at Lake Sara (42%).

For Pearson park, respondents placed the most importance on spending time with family and friends (60% indicated this was *very important*). Four other experiences were particularly important for respondents and their families. These included the provision of activities for all ages (44%), swimming (42%), viewing wildlife and nature (41%), and fun activities for all seasons (41%).

Responses for open-ended questions about how respondents value Lake Sara and Pearson Park can be found in Appendix C.

Figure 11. What you value regarding your overall Lake Sara experience

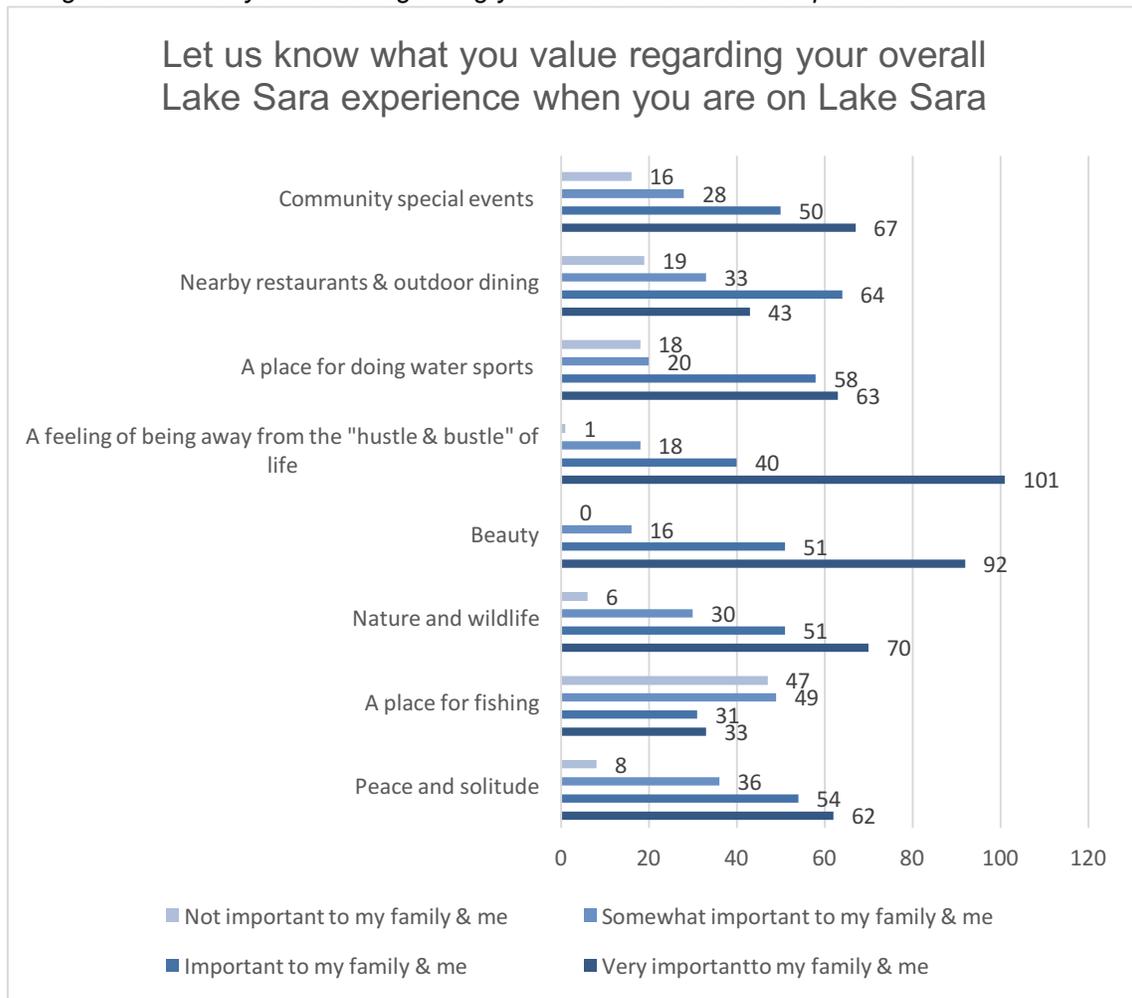
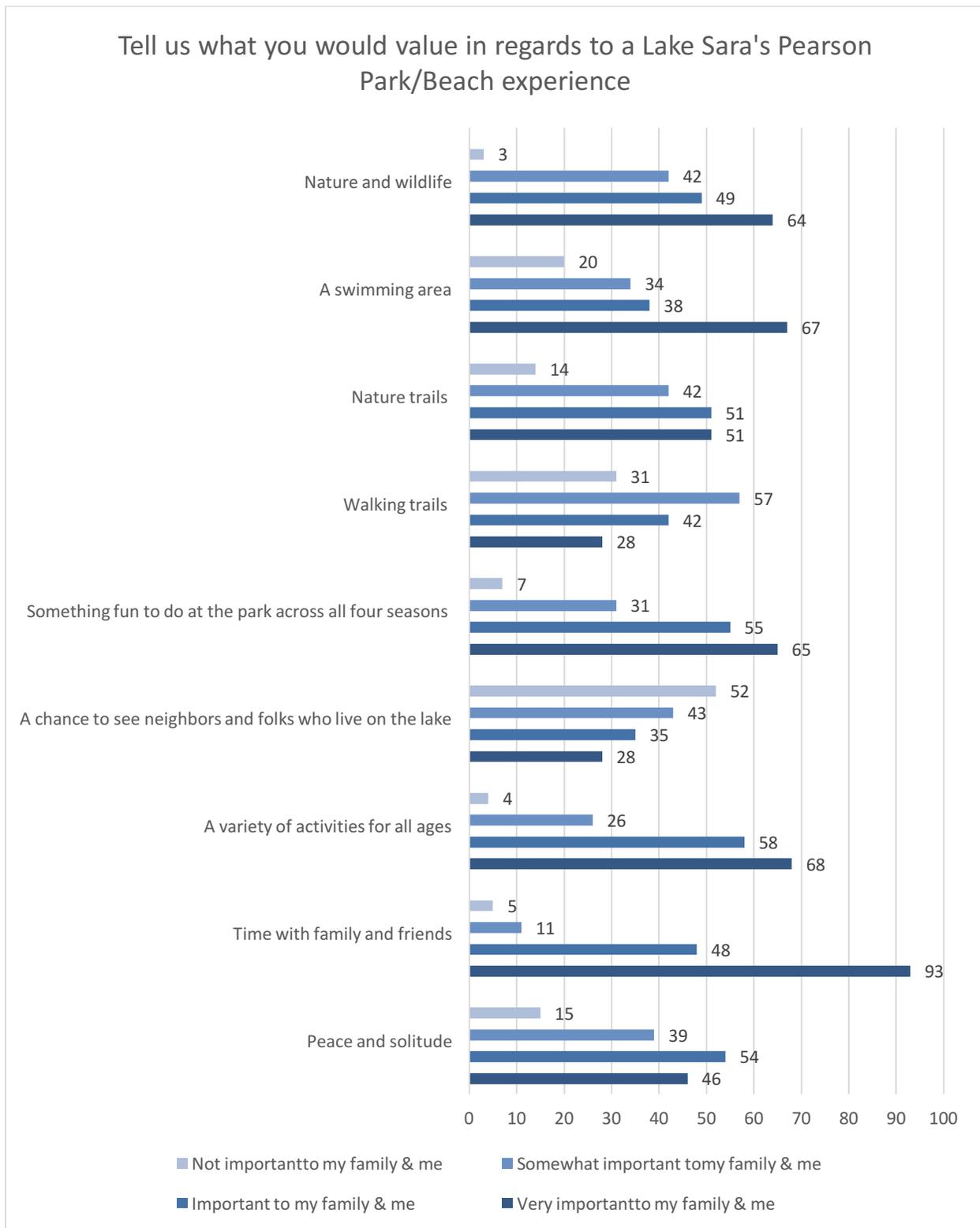


Figure 12. What you value in regard to Lake Sara's Pearson Park/Beach experience



## **Revenue Generation**

The top three supported revenue generators were community building rental fees, sponsorships, and donations. Community building rental fees were strongly supported 65% of respondents, and sponsorships and donations were strongly supported by 59% and 52% of respondents, respectively.

Respondents did not support a number of revenue generation strategies. These included activity center user fees (not supported by 38% of respondents), picnic shelter user fees (15%), and an annual sustainer fund for park maintenance (13%).

In general, respondents indicated they would volunteer their time for some revenue generation strategies. Nearly two-thirds (64%) of respondents indicated they would donate or assist with a fundraising campaign. Over one-half (52%) indicated they would pay user fees for renting the Pearson Community Building. The only revenue generation strategy respondents were less willing to support was user fees for an activity center (e.g., basketball, tennis or shuffleboard courts, etc.). Over three-quarters (78%) of respondents indicated they would not volunteer or contribute to implement this fundraising strategy.

Responses for open-ended questions about funding and revenue generation for Pearson Park can be found in Appendix C.

Figure 13. Please respond to each idea below in terms of how supportive you would be for each funding strategy

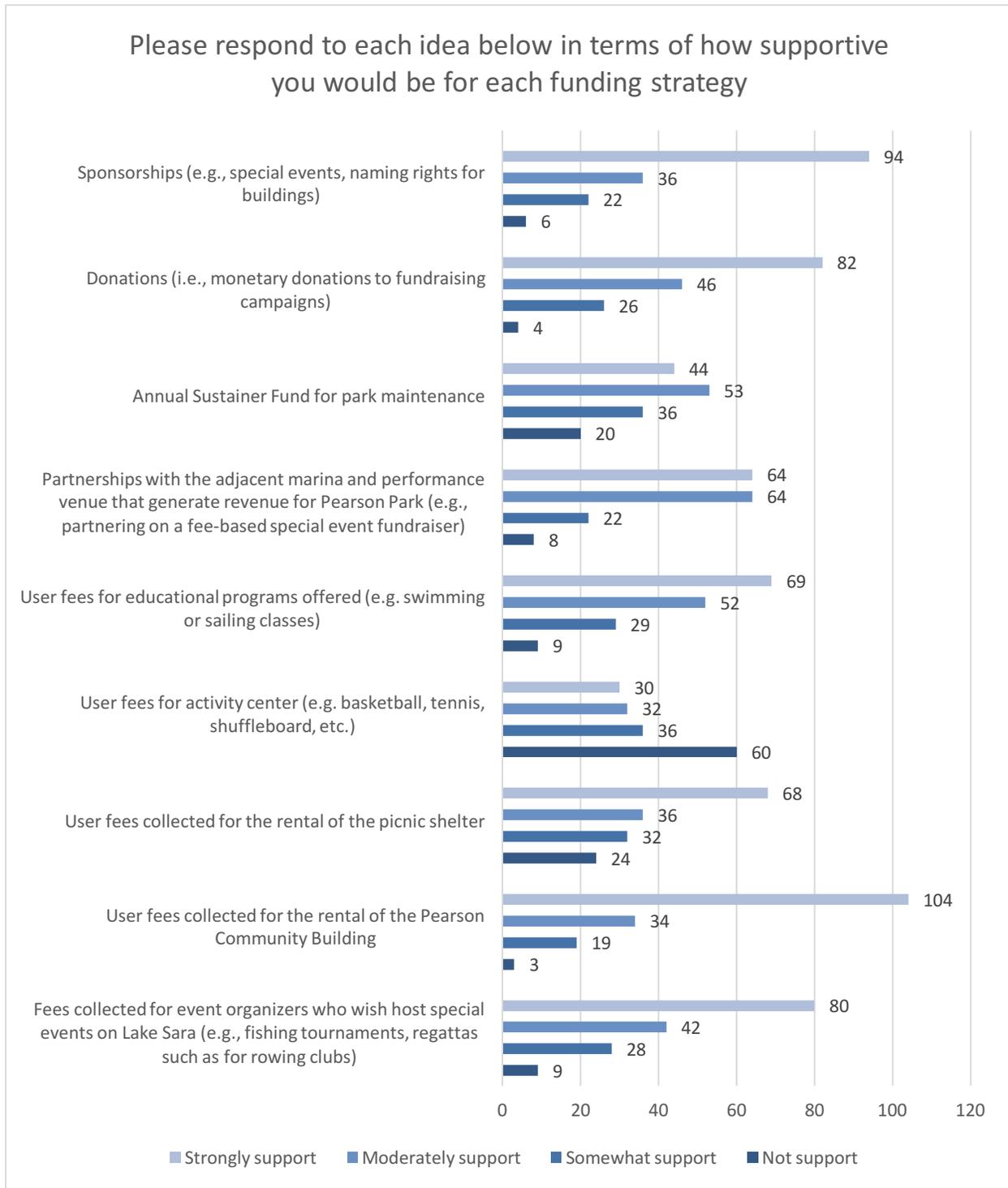
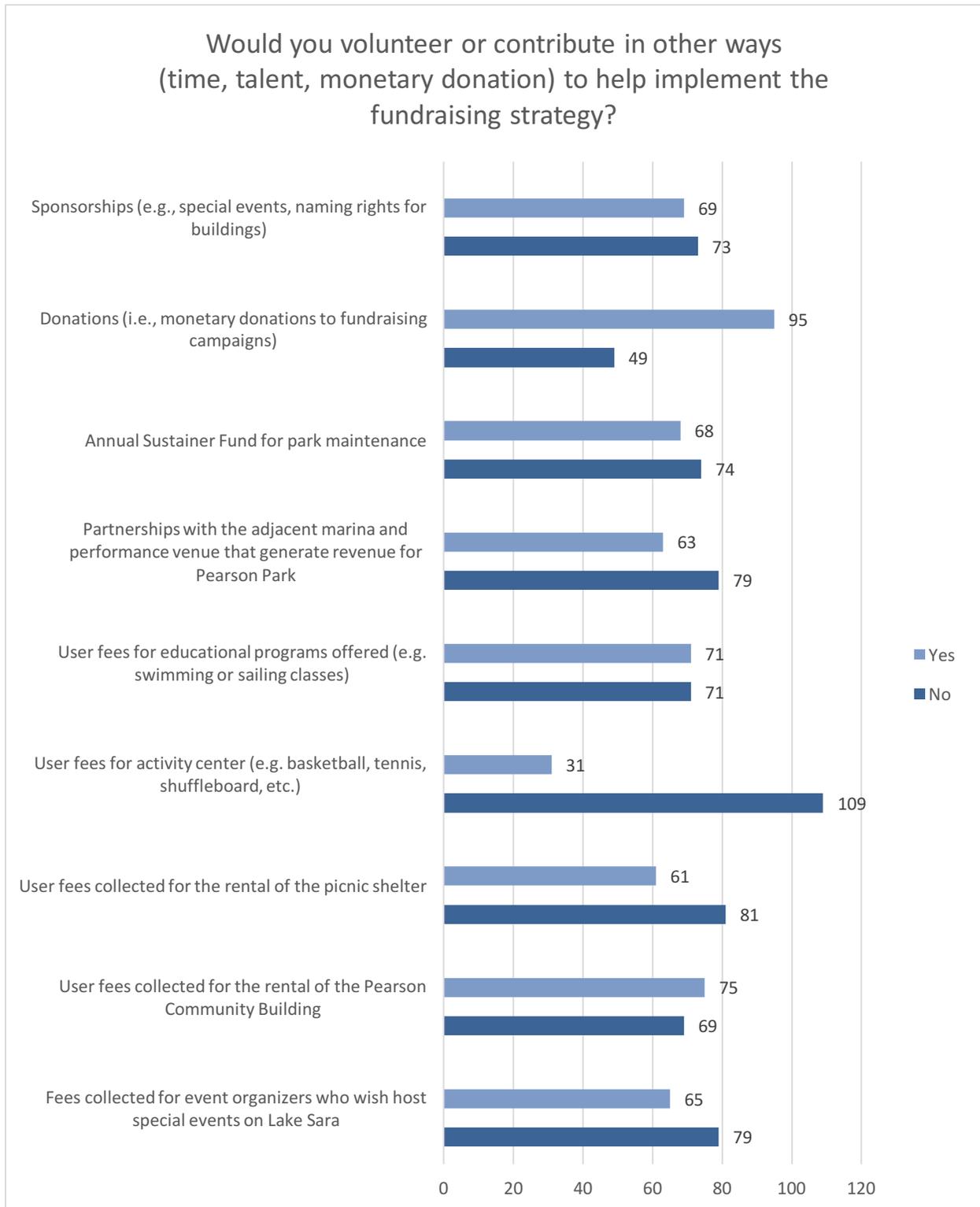


Figure 14. Would you volunteer or contribute in other ways to help implement the fundraising strategy?



# Lake Sara Pearson Park

## Community Survey 2017

### Facilities

#### Top Youth Choices

1. Playground Equipment
2. Water Slides
3. Splash Pad
4. Disc Golf
5. Nature Trail



#### Top Adult Choices

1. Disc Golf
2. Walking Running Trail
3. Grilling Areas
4. Amphitheater
5. Beach Volleyball



### Why Lake Sara?



Getting away from the "hustle and bustle" - Peace and solitude

Natural beauty



Community events

Time with family and friends



### Programs

1. Nature/Environment Programs
2. Fishing Education
3. Adult Social & Hobbies



#### Likelihood of Use



● Very Likely ● Likely ● Unlikely

In order to cover design, planning, maintenance, and construction, 50% or more of survey respondents were in *strong support* of generating revenue from the following opportunities.

- Pearson Community Building Rental Fees
- Sponsorships
- Donations
- Special Events Fees



Infographic created using Venngage in connection with The Office of Recreation and Parks Resources and the University of Illinois

# Appendices

## Appendix A: Survey Instrument

Time Sensitive – Please complete and return ASAP - *Thank you very much!*

**2017 Lake Sara Pearson Peninsula Park  
Attitude & Interest Survey**

**Project Coordinated By: Effingham Water Authority (EWA), Lake Sara Forever Fund, Farnsworth Group, & Office of Recreation & Park Resources (ORPR), University of Illinois at Urbana-Champaign**



EWA, with the support of the Lake Sara Forever Fund, has recently gained direct control of the 30-acre Pearson Peninsula which encompasses Lake Sara’s public beach. EWA has initiated a strategic effort to develop a Master Plan to create an improved park which offers the entire Effingham community fun experiences similar to those enjoyed by people in past decades when the train and water slide delighted everyone. EWA would like your input to help determine park and recreation priorities for Lake Sara’s Pearson Peninsula Park. Your feedback is very important

and will be used to develop strategies for serving you and your family more effectively in the future. This survey will take 5-10 minutes to complete. When you are finished, please return your survey in the enclosed pre-addressed postage-paid reply envelope. We greatly appreciate your time and input.

1. From the following list, **please check ALL** the **FACILITIES** that you would like to have in Pearson Park for **YOUTH?**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Sand Box              | <input type="checkbox"/> Basketball Courts                      | <input type="checkbox"/> Water Inflatables (slides, climbing walls, etc.) |
| <input type="checkbox"/> Playground Equipment  | <input type="checkbox"/> Skate Park                             | <input type="checkbox"/> Carousel   |
| <input type="checkbox"/> Tricycle Track        | <input type="checkbox"/> Beach Volleyball                       | <input type="checkbox"/> Star Observatory                                 |
| <input type="checkbox"/> Splash Pad            | <input type="checkbox"/> Fishing Pier                           | <input type="checkbox"/> Wildlife Area/Natural Area                       |
| <input type="checkbox"/> Nature Play Area      | <input type="checkbox"/> Outdoor Fitness and Exercise Equipment | <input type="checkbox"/> Preservation of Open Space                       |
| <input type="checkbox"/> Climbing Rocks        | <input type="checkbox"/> Nature Trail                           | <input type="checkbox"/> Other?   |
| <input type="checkbox"/> Climbing Wall         | <input type="checkbox"/> Bike Trail                             | _____   |
| <input type="checkbox"/> Disc Golf Course      | <input type="checkbox"/> Obstacle Course                        |   |
| <input type="checkbox"/> Pickleball Courts     | <input type="checkbox"/> Water Slides                           |   |
| <input type="checkbox"/> Outdoor Tennis Courts |   |   |

2. Please indicate the **TOP 4 FACILITIES** from **Question #1** your household would like to see developed for **YOUTH**. (*1 = top choice; 2 = second choice; 3 = third choice, & 4 = fourth choice.*)

1. \_\_\_\_\_ 3. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_

3. From the following list, **please check ALL** the **FACILITIES** that you would like to have in Pearson Park for **ADULTS**?

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Baseball and Softball Fields | <input type="checkbox"/> Fishing Pier                           | <input type="checkbox"/> Horseshoes                         |
| <input type="checkbox"/> Platform Tennis Courts       | <input type="checkbox"/> Amphitheater                           | <input type="checkbox"/> Bird Garden                        |
| <input type="checkbox"/> Pickleball Courts            | <input type="checkbox"/> Outdoor Fitness and Exercise Equipment | <input type="checkbox"/> Wildlife Area/Natural Area         |
| <input type="checkbox"/> Basketball Courts            | <input type="checkbox"/> Grilling Areas                         | <input type="checkbox"/> Preservation of Open Space         |
| <input type="checkbox"/> Tennis Courts                | <input type="checkbox"/> Community Garden                       | <input type="checkbox"/> Boat Parking                       |
| <input type="checkbox"/> Petanque/Bocce Areas         | <input type="checkbox"/> Dog Park                               | <input type="checkbox"/> Cremation Memorial Site (for pets) |
| <input type="checkbox"/> Disc Golf Course             | <input type="checkbox"/> Star Observatory                       | <input type="checkbox"/> Other?                             |
| <input type="checkbox"/> Beach Volleyball             | <input type="checkbox"/> Walking/Running Trail                  | _____   |
| <input type="checkbox"/> Miniature Golf               | <input type="checkbox"/> Bike Trail                             |   |
| <input type="checkbox"/> Fountain                     | <input type="checkbox"/> Shuffleboard                           |   |

4. Please indicate the **TOP 4 FACILITIES** from **Question #3** your household would like to see developed by for **ADULTS**. (*1 = top choice; 2 = second choice; 3 = third choice, & 4 = fourth choice.*)

1. \_\_\_\_\_ 3. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_

5. From the following list, please check **ALL** the **PROGRAMS** that you feel should be developed for Pearson Park?

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Nature/Environmental Programs   | <input type="checkbox"/> Youth Educational Opportunities | <input type="checkbox"/> Adult Sports Programs           |
| <input type="checkbox"/> Fishing Education               | <input type="checkbox"/> Youth & Early Childhood Sports  | <input type="checkbox"/> Adult Fitness/Wellness Programs |
| <input type="checkbox"/> Instructional Swim lessons      | <input type="checkbox"/> Teen Programs                   | <input type="checkbox"/> Water Fitness Programs          |
| <input type="checkbox"/> Sailing Program                 | <input type="checkbox"/> Adult Social & Hobbies          | <input type="checkbox"/> Special Event Partnerships      |
| <input type="checkbox"/> Early Childhood Programs        | <input type="checkbox"/> Adult Educational Opportunities | <input type="checkbox"/> Other?                          |
| <input type="checkbox"/> Youth Fitness/Wellness Programs |  | _____  |

6. Please indicate the **TOP 4 PROGRAMS** from **Question #5** your household would like to see developed in Pearson Park. (*1 = top choice; 2 = second choice; 3 = third choice, & 4 = fourth choice.*)

1. \_\_\_\_\_ 3. \_\_\_\_\_  
 2. \_\_\_\_\_ 4. \_\_\_\_\_

7. Please indicate how likely you would use these programs, if offered.

- Very likely     Likely     Unlikely     Very unlikely

8. Let us know what you value regarding **your overall Lake Sara experience when you are on Lake Sara**. Please mark the box that best represents how important each item is to you and your family.

| <b>What do you value about your <u>Lake Sara experience?</u></b>                                    | <b>Very important to my family &amp; me</b> | <b>Important to my family &amp; me</b> | <b>Somewhat important to my family &amp; me</b> | <b>Not important to my family &amp; me</b> |
|---|---|--|---|--|
| Peace and solitude  | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| A place for fishing   | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Nature and wildlife   | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Beauty  | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| A feeling of being away from the “hustle and bustle” of life  | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| A place for doing water sports (e.g., boating, stand up paddle boards, paddle boats, swimming etc.) | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Nearby restaurants & outdoor dining   | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Community special events (e.g., 4 <sup>th</sup> of July celebration)                                | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Other: please describe:   |   |  |   |  |

9. Tell us what you would value in regard to a Lake Sara’s **Pearson Park/Beach experience**.

| <b>What do you value in a <u>Pearson Park experience?</u></b>                          | <b>Very important to my family &amp; me</b> | <b>Important to my family &amp; me</b> | <b>Somewhat important to my family &amp; me</b> | <b>Not important to my family &amp; me</b> |
|--|---|--|---|--|
| Peace and solitude   | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Time with family and friends   | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| A variety of activities for all ages   | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| A chance to see neighbors and folks who live on the lake                               | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Something fun to do at the park across all four seasons (spring, summer, fall, winter) | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Walking trails (that are visible and not in the woods)                                 | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Nature trails (that go back into the woods)  | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| A swimming area  | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Nature and wildlife  | <input type="checkbox"/>                    | <input type="checkbox"/>               | <input type="checkbox"/>                        | <input type="checkbox"/>                   |
| Other: please describe:  |   |  |   |  |

10a. Park improvements are one-time costs that cover design, planning and construction. There are also costs associated with maintaining an improved Pearson Park that are beyond the scope of the Effingham Water Authority budget. Therefore, we would like your feedback on a variety of ideas that could generate revenue to cover expenses related to maintaining the park. Please respond to each idea below in terms of how supportive you would be for each funding strategy.

|   | <b>How much do you support each strategy?</b>   |                          |                          |                          | <b>Would you volunteer or contribute in other ways (time, talent, monetary donation) to help implement the fundraising strategy?</b> |                             |
|---|---|--------------------------|--------------------------|--------------------------|--|-----------------------------|
|   | 1 = Not support<br>2 = Somewhat support<br>3 = Moderately support<br>4 = Strongly support |                          |                          |                          |  |                             |
|   | <b>1</b>  | <b>2</b>                 | <b>3</b>                 | <b>4</b>                 | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| Fees collected for event organizers who wish host special events on Lake Sara (e.g., fishing tournaments, regattas such as for rowing clubs)                  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| User fees collected for the rental of the Pearson Community Building  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| User fees collected for the rental of the picnic shelter  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| User fees for activity center (e.g. basketball, tennis, shuffleboard, etc.)   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| User fees for educational programs offered (e.g. swimming or sailing classes)   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| Partnerships with the adjacent marina and performance venue that generate revenue for Pearson Park (e.g., partnering on a fee-based special event fundraiser) | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| Annual Sustainer Fund for park maintenance  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| Donations (i.e., monetary donations to fundraising campaigns)   | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| Sponsorships (e.g., special events, naming rights for buildings)  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |
| Other (please describe): _____  | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> Yes   | <input type="checkbox"/> No |

10b. If you answered “somewhat support” or “do not support” on any of the strategies in Question 9a, please share your concerns or suggestions regarding each strategy:

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## Appendix B: Community Meeting Agenda & Focus Group Guide

### Community Workshop Agenda

Wednesday, Sept. 20th, 2017 at 6pm

Pearson Park Community Building

Facilitators: Bruce Brown and Lara Browning

- I. Open with overview of project (Bruce) (5 minutes)
- II. Introductions: Who you are? What do you love about the lake? What do you do when you are here? Values/place-meaning (Or encourage people to write down when they come in on a flip chart) (10 minutes)
- III. Poll: Summer, Half-the-year, Full-time residents (if too many people) (5 minutes)
- IV. Questions geared toward different age groups (Markers on flip-charts) (15 minutes)
  - Infant/Toddler
  - Young children (4-8 yrs.)
  - Middle childhood (9-13 yrs.)
  - Teens
  - Young Adults
  - Middle Aged Adults
  - Older Adults
- V. Gauge interest across seasons (5 minutes)
- VI. What features? (10 minutes)
- VII. What activities? (10 minutes)
- VIII. Print out colored aerials of park. Have people write top 3 things (activities or built features such as bench swings etc.) they would likely to see and where? If you could have three things in the park, what would they be? (5 minutes)
- IX. Closing (Next steps) (5 minutes)

Stakeholders: 3-5pm; Community Workshop 6-7pm

### Focus Group Questions

1. Retrospective- what are your memories of the park? How did you and your families use it? Past use or observations of past and current use? Employees versus residents. How do you currently use the lake?
2. Is the park currently being used and if so, how? What have they been doing with the pavilion?
3. Janet mentioned the "Good Neighbor's Association." Can you tell us a little bit more about that? What types of activities do you do? How long have you been organized? Etc.
4. To what extent are events, rentals and parties important to developing revenue to maintain new place? Weddings, retirement parties, birthday parties? Revenue and general interest? What other sorts of revenue generating strategies would you support? e.g. entry fees, annual dues, events, park foundation etc.
5. Interest for hosting tournaments? What would you like to have to better host these types of events? How long has Lake Sara been hosting tournaments? How many are there? What are the various formats? Are there fees? What is the process of obtaining access or a permit?
6. Can you describe how people from Effingham currently use the lake? How do you envision them using the park?
7. Consider the neighbors/adjacent properties. What opportunities do you see for beneficial relationships? Are there any concerns?
8. Bring in Community Workshop questions

### Community Meeting- Workshop

- Open with overview of project (Bruce) 10 minutes
- Introductions: Who you are? What do you love about the lake? What do you do when you are here? Values/place-meaning (5 min) (Or encourage people to write down when they come in on a flip chart)
- Poll: Summer, Half-the-year, Full-time residents (if too many people)
- Questions geared toward different age groups (Markers on flip-charts)
  - Infant/Toddler
  - Young children (4-8 yrs.)
  - Middle childhood (9-13 yrs.)
  - Teens
  - Young Adults
  - Middle Aged Adults
  - Older Adults
- Gauge interest across seasons
- What features?
- What activities?
- Print out colored aerials of park. Have people write top 3 things (activities or built features such as bench swings etc.) they would likely to see and where? If you could have three things in the park, what would they be?
- We recognize funding to maintain the park for years to come is important to consider in your planning. Typical ways to support parks long term include entry fees, annual dues and membership fees, fees and charges from special events, and park foundations. What are your thoughts and what would work for your community?
- Closing (Next steps)

The Pearson Building  
15170 N. Beach Road  
Effingham, IL 62401

## Appendix C: Open-ended Question Responses

### Other ideas for FACILITIES that you would like to have in Pearson Park for YOUTH.

- Horseshoes, dog park
- Dark area with no lights
- Picnic area for parties and reunions
- Outdoor fitness trail with exercise stations
- I am against sand boxes because cats love them...dirty. Climbing rocks and walls okay but concerned about liability for EWA.
- Plantings for monarch butterflies in natural areas
- Family picnic area/tables
- Put put golf course
- Playground equipment for handicap children.
- Covered picnic areas
- Big water fountain or water feature
- A Bankshot Play court...see the children's museum - cmom.com outdoor exhibit and the posting on disabled visitors and see bankshot.com for the differently able in the community...all the other facilities on the list are exclusionary not mainstreaming the differently able. see also nareletsplayfair.org
- Lazy River and more sand on the beach
- A swim dock with slide and diving board like what used to be there. Grills and picnic tables near beach
- Go Kart track
- MOST important: Larger clean sand beach with good quality swimming area with weed clearance to allow safe swimming for all areas within defined area.

- PUT PUT GOLF, BATTING CAGES
- Floating dock to swim out to
- There are good arguments to include all, but items selected would serve a larger community.
- A water trampoline would be very popular!
- A place to play some roller hockey
- Indigenous Insect House., Local insects can be used including butterflies. This eco system, will also have low growing plants ..with a walkway path for observation. ex. Keywest Butterfly House, fee to observe is a small fee ..contact all local churches, all schools, and of course, the public ..fees collected per person ..events ..many events to make money
- My #1 on this would be Disc Golf!!! Greatest growing sport out there!!!
- Pump track for BMX
- Paddle board / kayak area.
- Community pool
- Larger beach sand area
- Amphitheater
- Picnic area for parties and reunions
- Only Low maintenance options
- Lighted walking/jogging path that can be used after dark
- Dog park
- Picnic tables
- Handicap
- Walking/Hiking Nature Trail

- Sports without opponents provides for inclusion...as at bankshot sports, golf and bowling
- Wheel chair accessible
- Pavilion Areas for Family Gatherings with Grilling areas.
- Go Karts
- Please not too much duplication of sports areas that take up a lot of space- this area should be for FAMILY recreation, not another cleared out space for baseball, tennis, etc. We do not need more community park and evergreen park type locations- this is a LAKE, so let's maintain that approach.
- Croquet
- Decent Campground
- Skate Park
- Pontoon rental
- Bouldering climbing area

**Other ideas for FACILITIES that you would like to have in Pearson Park for ADULTS.**

- Pool and go cart race track
- Observatory a nice touch
- Slam disc area - please look up enjoyable game if you haven't heard of it

**Other ideas for PROGRAMS that you feel should be developed for Pearson Park.**

- Bankshot basketball and other self-competitive sports
- Wakeboard and waterski competitions
- Lake based activities only; do not need to duplicate services available from Effingham parks n Rec or from Workman Center. New items not more of the same available. Nature education and appreciation are needed for all ages.
- Special needs programs

- Disc golf club
- Disc golf is great for all ages
- Disc Golf classes
- Boating Program (different than sailing)
- Disc Golf is a great way to get everyone together. Old and young alike!
- Paddle board / kayak instruction
- Party rentals
- We value the reduced speed limit at night.
- Entire family loves the fireworks!
- Unifying play bringing a community together including participants with disabilities as at Bankshot, bowling, mini-golf where participants play the challenge of the course not one another.
- Please preserve what we have and not create a tourist attraction.
- I would like the Lake to stay true to nature.
- Ease of access to the lake

**Other ideas for what you value regarding your overall Lake Sara experience when you are on Lake Sara.**

- Disc golf Disc Golf Tournament to attract players and fans from across the country
- We don't own a boat, but I would love to be able to rent boats to take the grandkids out on the lake for water activities
- We like it dark at night to see stars! Playground Equipment Drop-in walk on ball playing participation Disc golf.

- Disc golf is very important to my family and me.
- Disc golf course. Disc golf is the fastest growing sport in America. I feel that many of the lake residents, especially the youth, are missing out on a wonderful outdoor activity.

**Ideas for funding/revenue generation for Lake Sara's Peninsula Park:**

- NO naming rights for bldg. too many people give what they can afford. Naming rights for facilities ex. Disc Golf Course PickleBall Courts Sell summer passes
- If the Disc Golf course is Great it could be a successful Pay to Play. Along with a pro shop to offer snacks and sell discs! Sometimes people are not doing an actual "game" but just want to do it for a short time for fun.
- Not a big fan of people donating to get naming rights. Give cash without advertising you did it. Annual Family Suggested Voluntary Contributions?

**Other ideas for what you would value in regard to a Lake Sara's Pearson Park/Beach experience.**

- The public should be able to use the sports area and the picnic tables with no charge.
- No one will shoot hoops or play tennis/pickleball if fees associated (unless, indoor courts)
- Rental for picnic shelter seems a bit much. You want people to come and use it. Would it be off limits if you don't rent? I don't understand what Annual Sustainer fund is. It is a yearly fee for using all the services? Activity fees for using the basketball court again seem like something you wouldn't want to do. There has to be some free things as the beach is free right now.
- Would generate more use if there weren't fees associated with the activities such as basketball.
- I don't think charging people to use basketball courts or tennis courts or disc golf courses is going to get people out of their houses and into nature. Also fees for clubs wanting to have special events may discourage as many events from taking place.

- Requiring fees for events or use of equipment will be detrimental in trying to draw people in.
- I think the Effingham community would be more than generous to a great park like this but fundraisers especially where there is alcohol served would help. Maybe 5k race walk many other options for fundraisers.
- I do not support fees for outdoor uses like basketball courts or picnic area because then they simply won't ever be used except for large get together or organized events instead of just being used freely like they should be allowed
- Putting a cost or fee associated with some of the items may limit or prevent people from coming to the lake
- Don't want to charge anyone to use the park sports equipment. They won't use it or they won't return.
- I like the idea of it being a more public park place and charging fees for something as relatively basic as a basketball court seems like a deterrent to use for most, in my opinion.
- I'm concerned that there will be a membership fee and i do not believe that is the proper way to gain funds for a park. It will only discourage use and divide communities that should be one community.
- Events that allow alcohol (Beer festival) are better fund raisers
- Would rather see donations and local support for the project than forcing fees upon the users.
- I understand it cost money to build these things and when I mean cost I know it cost A LOT. But growing up around Effingham there is really nothing to do unless you like to get plastered on the weekend or if you like to get high all the time... don't forget the teen pregnancy rate in Effingham either. I know me and my family and friends would love a place to enjoy concerts. Do you remember when Luke Bryan came to town? Pretty sure that went over really well. So I understand cost and fees but it also needs to be able to be affordable for younger kids/adults to enjoy.
- Personally, I would find it difficult to donate funds on a continual basis. However, I love the lake and its activities, and would be more than willing to donate occasionally.

- Funding strategies that revolve around fees for the users or fundraisers can sometimes get out of hand. Too much financial burden can be put on families that want to actively use the facilities. They can be done but must be kept to a reasonable amount.
- I do not support charging a user fee for activity areas. If you are looking to get people involved with the lake and this area, you cannot put a price on attendance of open area spaces. What do you do w/ those individuals who typically wouldn't have access to the lake due to monetary constraints? You'd be building another area around the lake that would be unattainable for some.
- Concern private business having too close a relationship with a Community resource.
- I like to have free educational options
- You just can't charge people to play basketball or shuffleboard. No one will do that.
- Users should expect to pay for services in this day and age
- Sponsorships would be akin to turning this into a commercial enterprise, which I would be against.
- I believe if you require fees for certain 'basic' things such as pavilions and/or basketball and other sports facilities, they will not be utilized.
- Picnics and things can be in the way and disruptive to park goers. They should have to pay to "rent" a public space
- I would want to pay a fee just to play basketball. Renting a facility is a completely different story, but to just use the courts seems a little drastic
- Reservation fees for shelters, but free use if not reserved
- I don't think you should have to pay to play a game of basketball or shuffle board. I also don't think you should have to pay to use a picnic table. But I maybe the picnic area is something different than just picnic tables. If it offers something worth paying for than that could be a different story
- I like the idea of paying for specials, but like the idea that the beach is free to go and play with my son.

- People will not use basketball courts if charged
- You want it to be for the enjoyment of the community, but a bunch of "user " fees drive people away from using.
- Until it's clean, I don't allow my kids in the water. What we had as kids was great
- I think having a user fee for sports courts will limit their use to those who can afford the fee -- I believe they should be available to all. That said, if there was a tournament of some sorts on these courts, I'd be fine with a tournament entry fee, part of which would go to park maintenance.
- Picnic pavilion should be an open use area. First come first serve
- I think user fees for the activity center would make it less accessible for families in the community.
- Paying for activities my family and I would not participate in.
- Some sound like taxes that I would not support. Others sound like not likely to generate revenue
- Just keep the prices fair and reasonable for all. More people will utilize all it has to offer, if you keep the prices low.
- User fees to reserve building/picnic area use for family reunions etc. allow people to plan and provide funds for maintenance. Fees for accessing special activities/services the same. EWA and community support through donations and sponsorship would be better than a bunch of special events, which minimizes open general use on those dates and makes it less pleasant to enjoy the lake, which is the intent.
- I feel the ones I chose should be a free service or interest will be low.
- Seems like everything is for sale now. I'd really like to avoid overt commercialization of the property. But the reality is that naming rights are a good way to raise money. I just wish you didn't have to.
- Charging for the use of sport facilities may turn someone away from participation in cardio or activities, and that should not occur.

- Kids should be able to play a pickup game of basketball without having money on them
- I would support a nominal deposit/clean up fee for pavilion areas for family gatherings. If families don't pick up after themselves, keep the deposit.
- I would like to attract more youth with programs that are accessible to them.
- Tennis courts, etc. should be free or may not be used
- Beach is meant to be for public use with no fee
- I feel nature/educational programs that are unique to the park should be free to encourage participation. Activities that can be found other places in town should have low priority. Why duplicate things? We have enough ball diamonds and basketball courts that don't get used. Kids are inside all the time. Outdoor/nature programs are necessary. This should not be funded by an increase in taxes.
- I don't think there should be a fee to use a tennis court or basketball court etc. Maybe a suggested yearly moderate overall family fee would be something to consider instead of a fee each time you want to use any of the courts, etc.
- Shuffle board, picnic tables, tennis courts, basketball courts, etc. should be part of the park for general use and not limited access due to a fee. If so not likely to be utilized, and costly to hire staff to manage and collect.
- It would be nice to have some activities available to those who are living on a tight budget.
- If basketball, tennis or shuffleboard are built, they should be free but maybe they could be reserved
- I did on number ten
- Annual sustainer fund should be only by donation. No fees should be charged to all lake residents.
- If open to the public are fees to be collected or taxed to all of Effingham, etc. There should not be duplication of activities/offerings that we already have such as miniature golf, etc.

- I appreciate the Natural look of the lake with moderate/natural opportunities for adults and youth to enjoy. I wish not to provide funds for maintaining elaborate projects, but ok with the natural simple beauty upkeep of the area.
- Education services should be as inexpensive as possible
- N/A. Users of the facility and programs should be expected to pay for the use & maintenance.

**Please share any additional feedback you have below.**

- This is a great idea to develop something families can enjoy together. As Effingham grows in the industrial world, we also need to think about the families that support and thrive off of this community.
- Would love to see disc golf included in this project.
- If a park is built, my family and I would definitely be there frequently. I believe a disc golf course would bring a variety of people to the area. We recently had a tournament at Community Park, and had an excellent turnout. People came all the way from Champaign and Indiana to participate. I also believe a basketball court in close vicinity of the water would be perfect for this park. When the Rec Center by the mall closes in the summer, a large number of people are always looking for a place to play. The courts at Workman Complex are often too crowded to play a full court game, and the courts at the other parks aren't in the greatest shape. There's at least 50 of us that regularly play pick up basketball at the Rec Center during the winter. Building the basketball court at the lake would be beneficial to so many. Additionally, I believe that placing it near the water would add for a beautiful view while playing. There is a court in Wilmington, North Carolina that is called the River Court, and is in close vicinity of the water. It's a simple basketball court, with lights and a set of small bleachers, and is very close to the river. People from all over have visited to play a game on it. I believe that by building a court near the lake, we would have a similar effect. With the beautiful view of the court overlooking the water, people would love to come visit, just to okay a game of basketball. I can assure you, I would be there almost every night.
- A fun go cart, mini golf, laser tag and arcade game area would be tons of fun! Even for adults too!

- Disc Golf!!! GROW THE SPORT!!! There are 18 baskets going to waste in St Elmo... Would be nice to work w/ them and rescue the baskets that could be used for this facility.
- I look forward to these developments and thank the planning committee for its' efforts!
- Disc Golf is a growing sport and does not cost much to build a course. Local players are usually willing to help out with the build. PDGA tournaments can help raise money to maintain the course and possibly other projects.
- Our grandsons live away from the area. We are always looking for activities when they visit. With growth, Lake Sara could be a fun resource.
- The Skatepark by the Rec Center is falling apart. There are contests every year that bring people from multiple states into Effingham even with the state of the park as is. The city already took some of the obstacles that were falling apart but have not replaced any of it.
- A new skatepark would benefit the youth of Effingham as well as bring in even more people with contest if it were a better park.
- I'd love to see a disc golf course installed
- I believe disc golf can be a featured element of the penninsula and can be installed along with other activities. A professional course designer is very important to the success of a disc golf course.
- I would travel from the Champaign area to play disc golf and attend disc golf tournaments.
- Disc golf brings tons of out of town visitors. I'd love to see more nature related activities for kids, as well. And a fishing pier sounds fantastic. Thank you for this initiative and good luck!
- I really believe Disc Golf course is a fun affordable choice. While Basketball and tennis courts can only cater to 4-10 people at a time. A Disc Golf Course can hold 72-90 on an 18 hole course. Plus the location between two major Highways will attract players to stop through on travel to other places. The PDGA just got there 100,000 member and the sport isn't slowing down anything soon.

- Disc Golf is a great sport for all ages, a course can be put in with reasonable cost and if done right can accommodate all skill levels. Daily fees \$ 2 or \$ 3 bucks a round or \$ 7 all day or monthly fee can be charged as well.
- Would love to see another disc golf course in the area
- Disc Golf courses are a wonderful addition to a healthy well-rounded park system. Please give it a fair chance and look into it- you will be impressed by the potential benefits it can bring to your park district vs the nominal costs of installation and very little maintenance costs. Great for all age groups- families- competitive play-tournaments- fundraisers- increase diversity- etc.
- I would love to see a disc golf course here, it's the perfect balance of exercise and relaxation and it appeals to a large variety of people
- Thank you for doing this, my family and I love the beach
- I have no additional feedback.
- Not willing to share income - as most people will not. Family lived on the lake in the 70s and 80s, so we are familiar with it. Working with the marina to rent boats would be important in organizing family events.
- Build a disc golf course
- Make it an area those who do not have access to the lake can have a place to go. Keep it simple but clean and safe.
- DISC GOLF!!
- This seems like a great next step in making Lake Sara a great family and visitor attraction for the Effingham Community. Great job with the survey and the effort to get this project started. Thank you
- I would be willing to help do things on an event by event basis. Don't have a lot of spare time
- My family lives in Effingham and/or on Lake Sara. I'm just there a little bit now, but I love it and want to support it.

- I would make it different than your typical park in town. We have enough basketball courts and tennis courts. Wisconsin does a great job with municipal parks on lakes. They have playgrounds, piers, facilities and trails.
- I definitely support a bike path that could hopefully be extended around Lake Sara at some time in the future.
- We have enjoyed Lake Sara for many years as a family boating, swimming and fishing. I hope that the development of a park will be something that we can all be proud of and that it will fit into the surrounding natural environment.
- I think we should keep the beach nice to swim at in the summer because during past visits, the beach was not very impressive.
- The beach area needs expanded and cleaned up. The water is really dirty with lots of rocks and seaweed
- Too much collision sports...too few inclusive like at Bankshot.com
- I feel the lake has become a place to show off one's wealth. I'd love to see this project be one that focuses on and embraces the natural beauty of the area.
- Caution should be taken regarding development of programs and facilities that require staffing for fee collection and safety issues with careful thought to long-term cost and maintenance requirements.
- Build what can be paid for not for wishes that will result in increase in taxes or debt.
- Good Luck!
- I like the idea of some development of the swimming area and adjacent park, but I would be extremely unhappy if this development changes the atmosphere of the lake. Right now it is a quiet get away for me and my husband. Increased traffic, noise and lights from baseball games or basketball courts would not be a welcome addition. Water activities or playgrounds or small areas that kids could enjoy would be nice for when the grandkids visit. Too much is just too much. I am sure there are plenty of ball fields located in Effingham. Please don't change our Lake just because you can.
- Thank you for all your hard work and thoughtful consideration with this project.

- We want to build and live there. Our entire family loves Lake Sara. We have one of the original cottages.
- We have grandchildren and friends that would enjoy the park with us. It's important to maintain respect for the beauty and natural nature experiences that the lake provides.
- Don't ruin the serenity and beauty of Lake Sara. Don't make it a 24 hour lit up park.
- Our Family (kids and grandkids) truly values all the lake area has to offer. My thoughts are to develop/build things that are very low cost to maintain or go big that charges a fee for usage that covers expenses.
- Thank you for taking the time to collect ideas from the community. It's programs and efforts like this that continue to make Effingham a great place to live and work.
- I hope it's still quiet and dark at night. No more lights added at park area.
- Excited for what may be coming to our area. Thanks for your work and studying for this project.

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