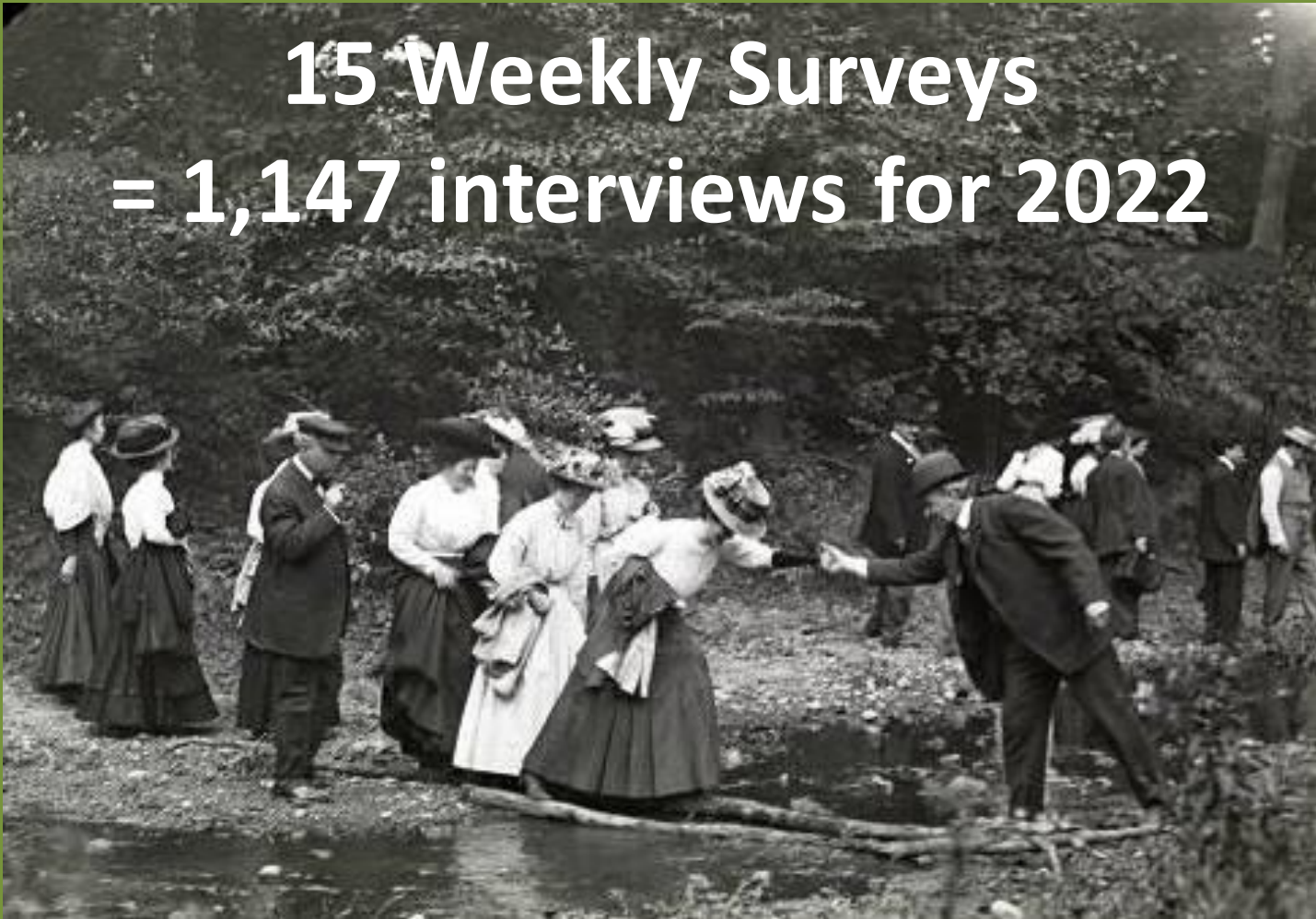




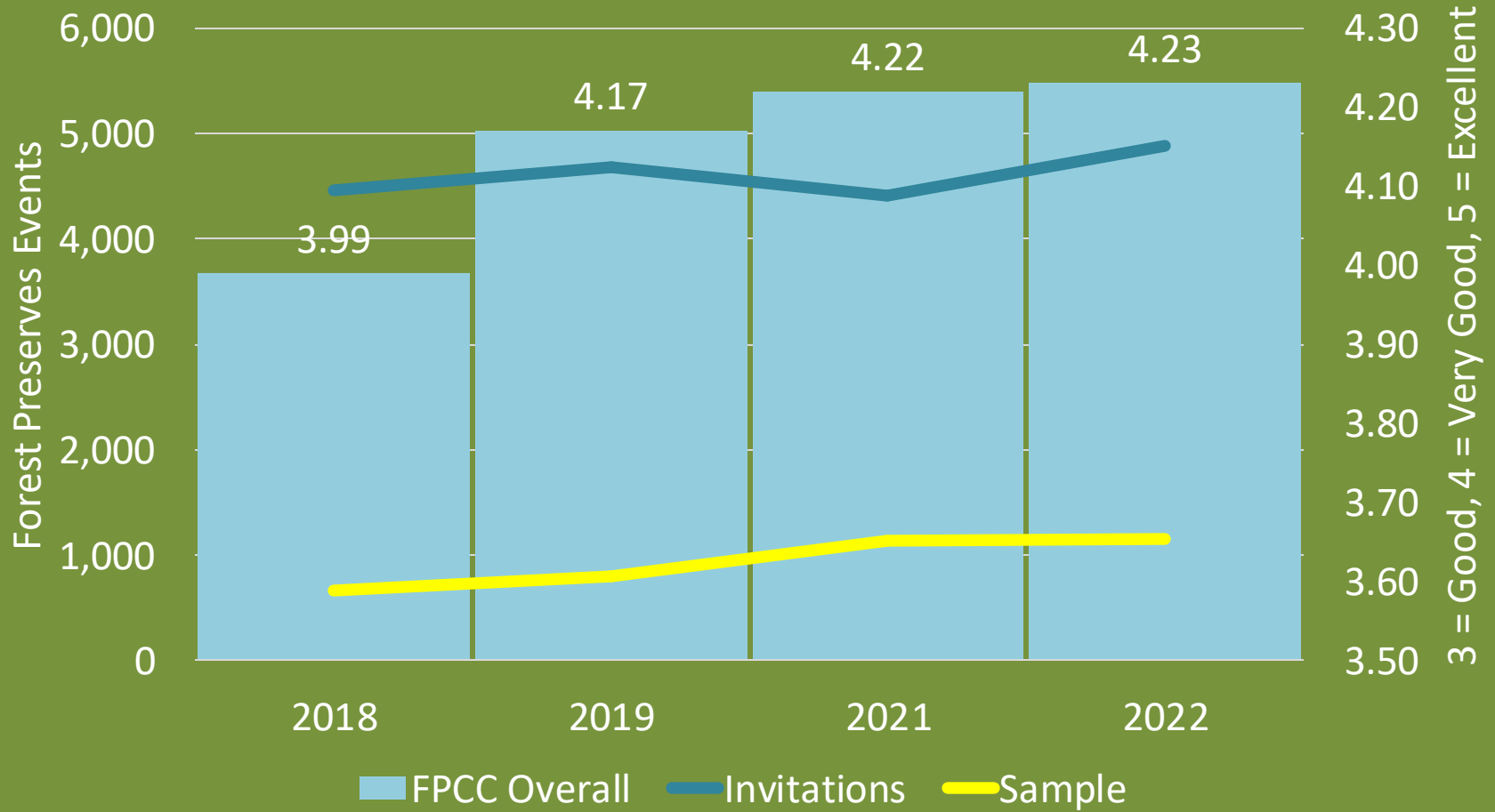
The Forest Preserves of Cook County 2022 Customer Services Survey

15 Weekly Surveys = 1,147 interviews for 2022

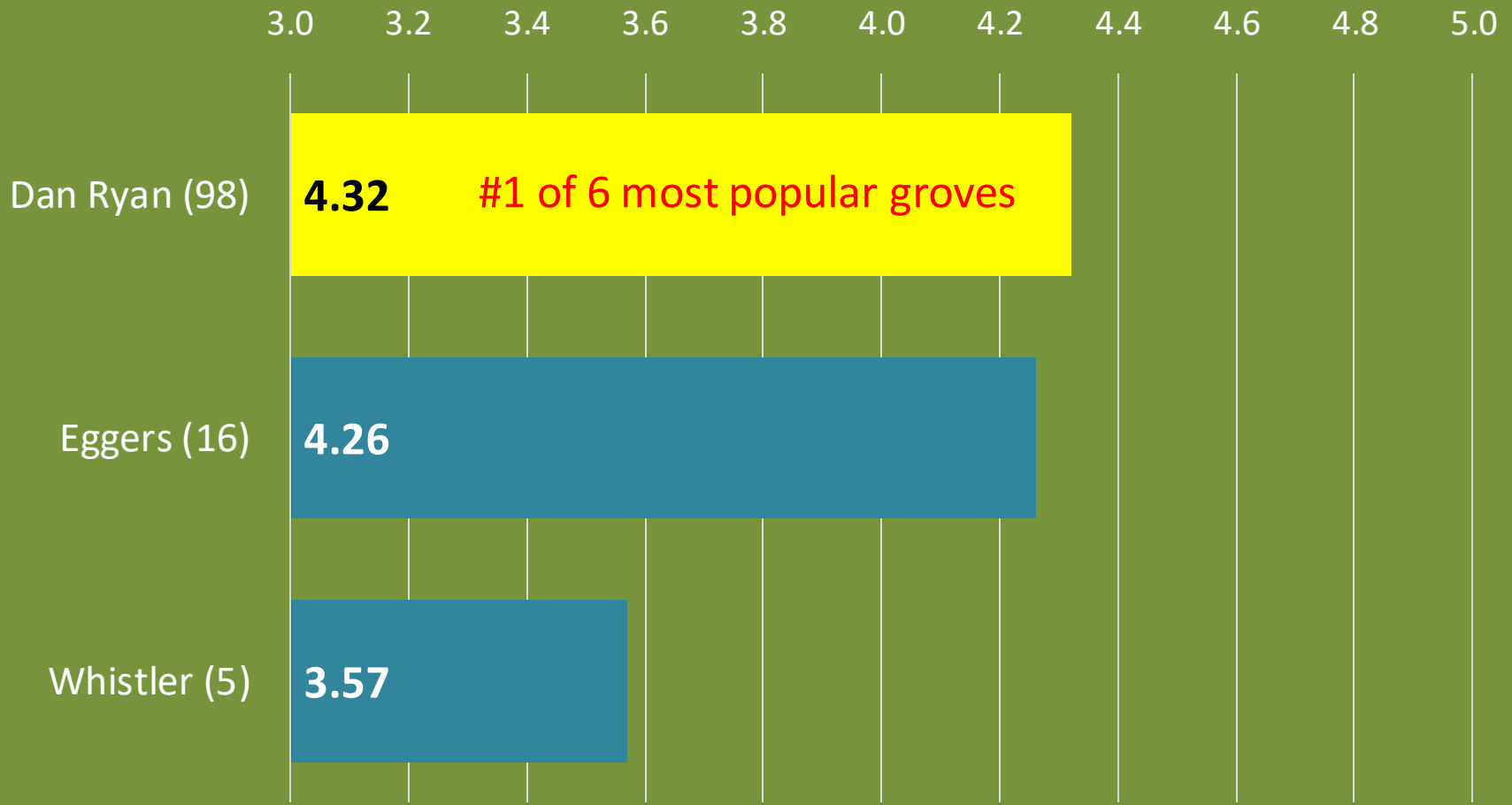


- All picnics and events throughout the 2022 season received an invitation (mostly email with an embedded link) to complete a survey
 - The questionnaire included nine opportunities for Forest Preserves patrons to provide written comments, which was in addition to rating all aspects and attributes of their event experience.

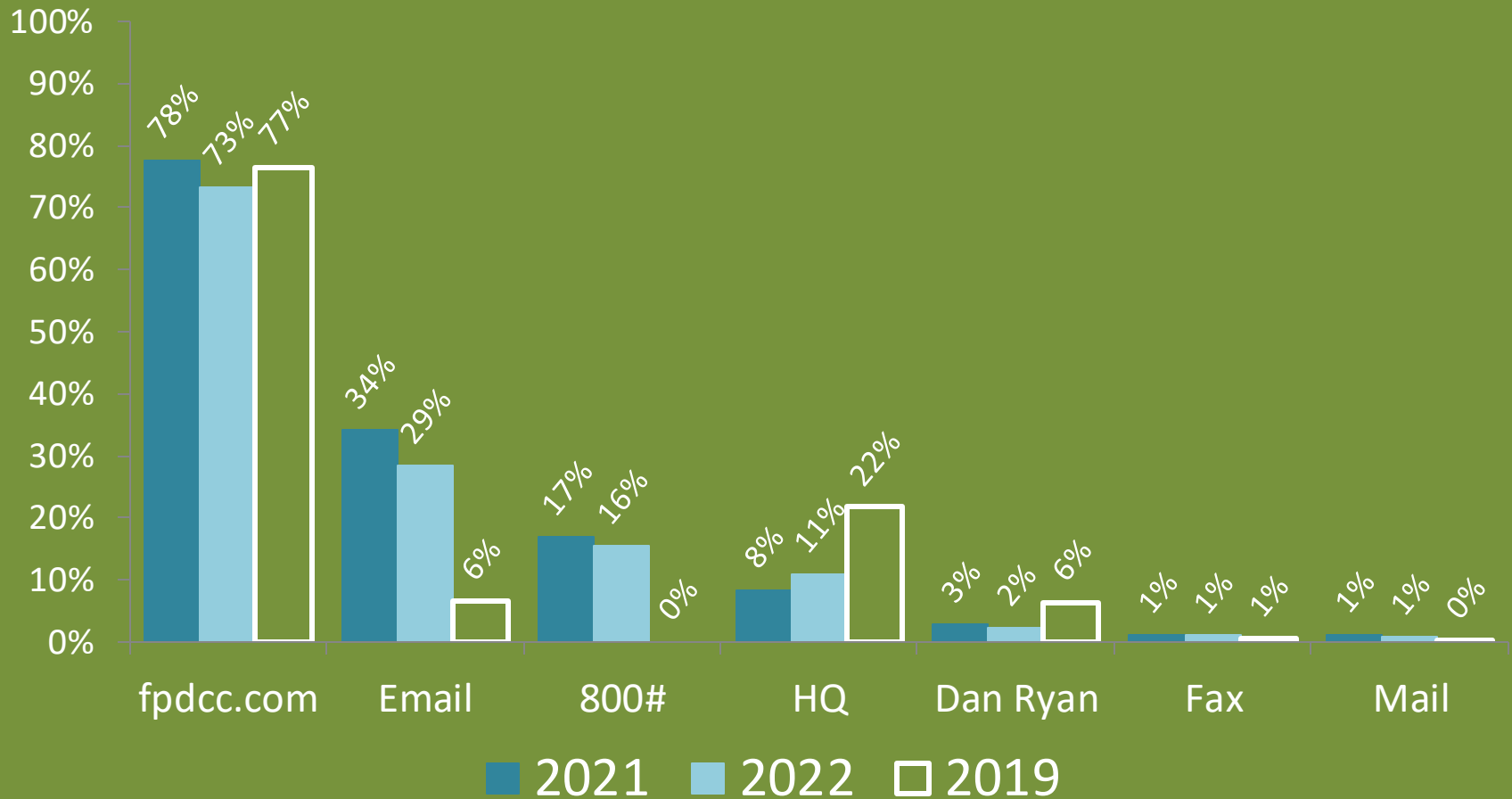
2018, 2019, . . . , 2021, 2022



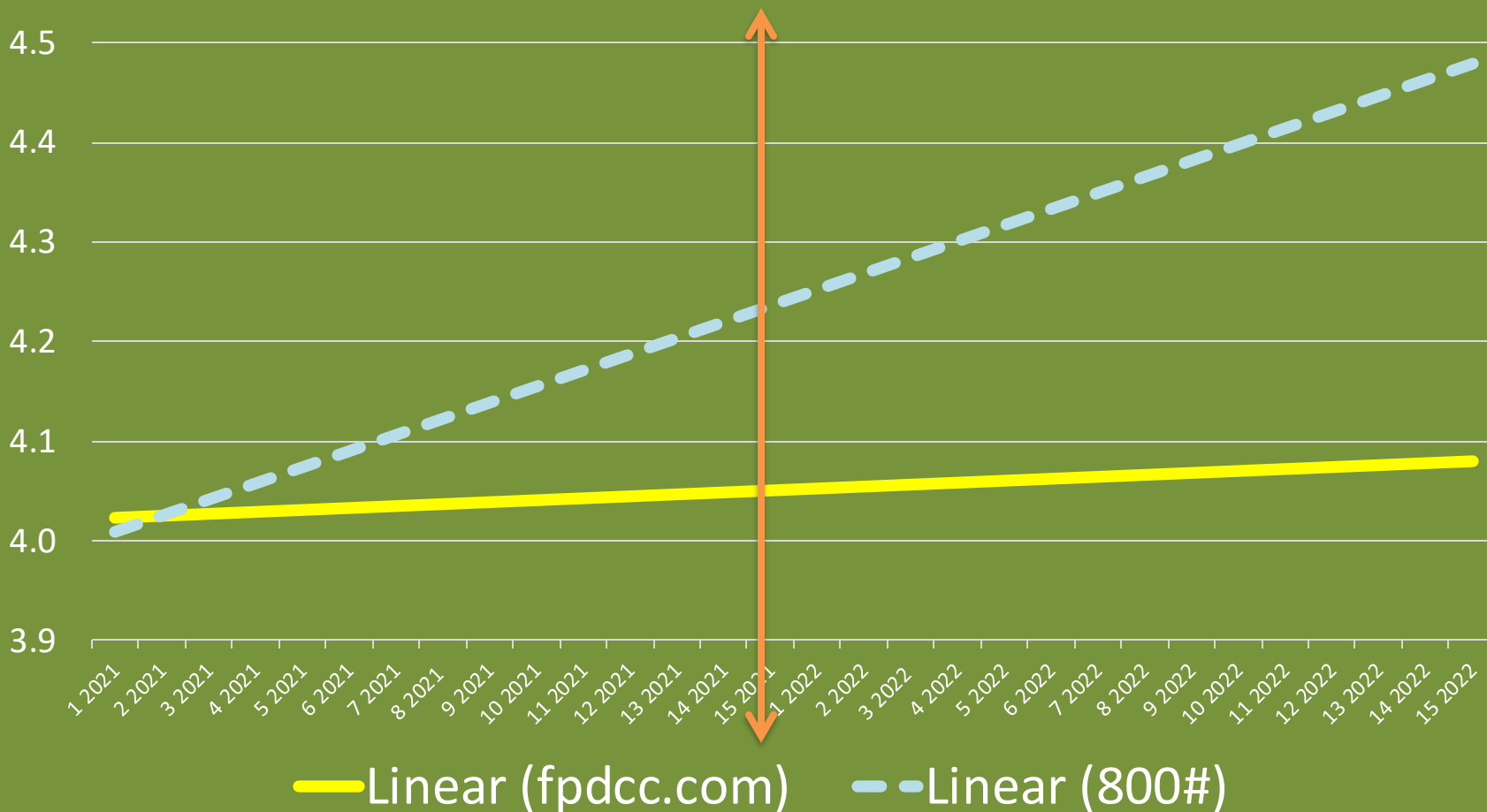
Calumet Groves: Event Area+



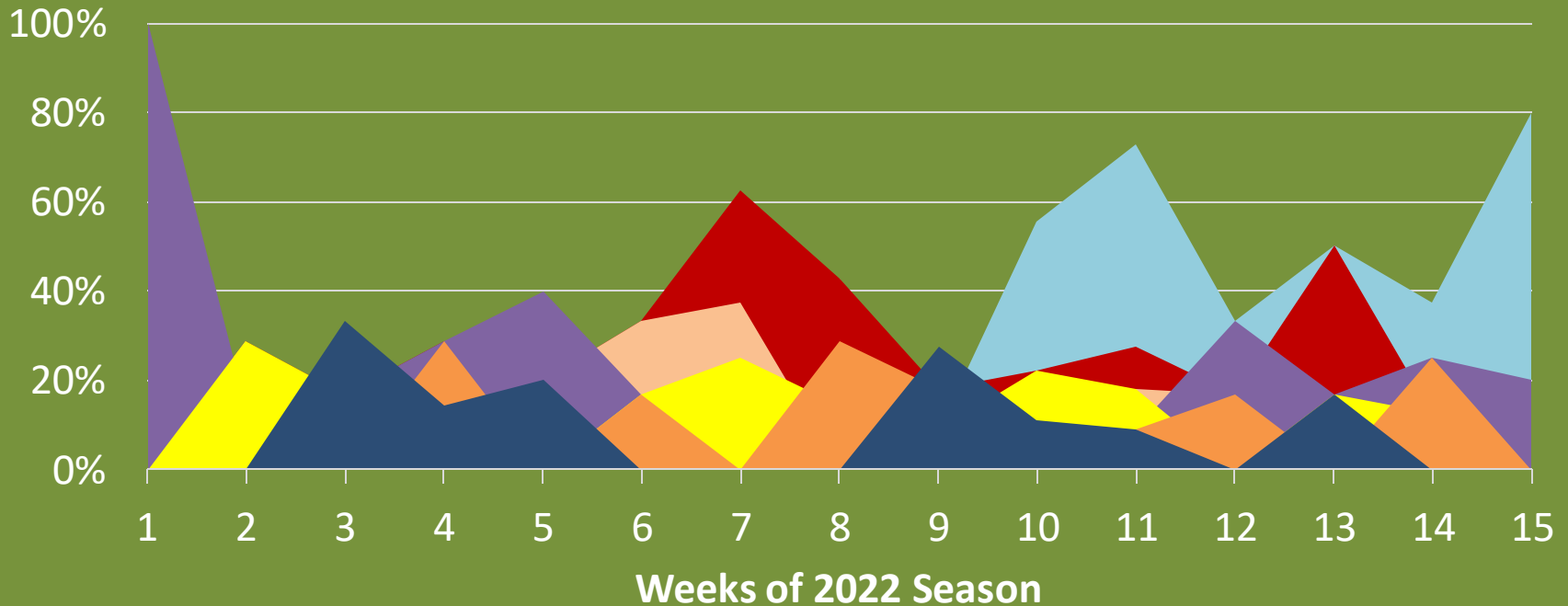
Permit Application Dynamics: 2021 vs 2022 (2019)



RATINGS: Permit Application Trends 2021 and 2022: Online and 800#

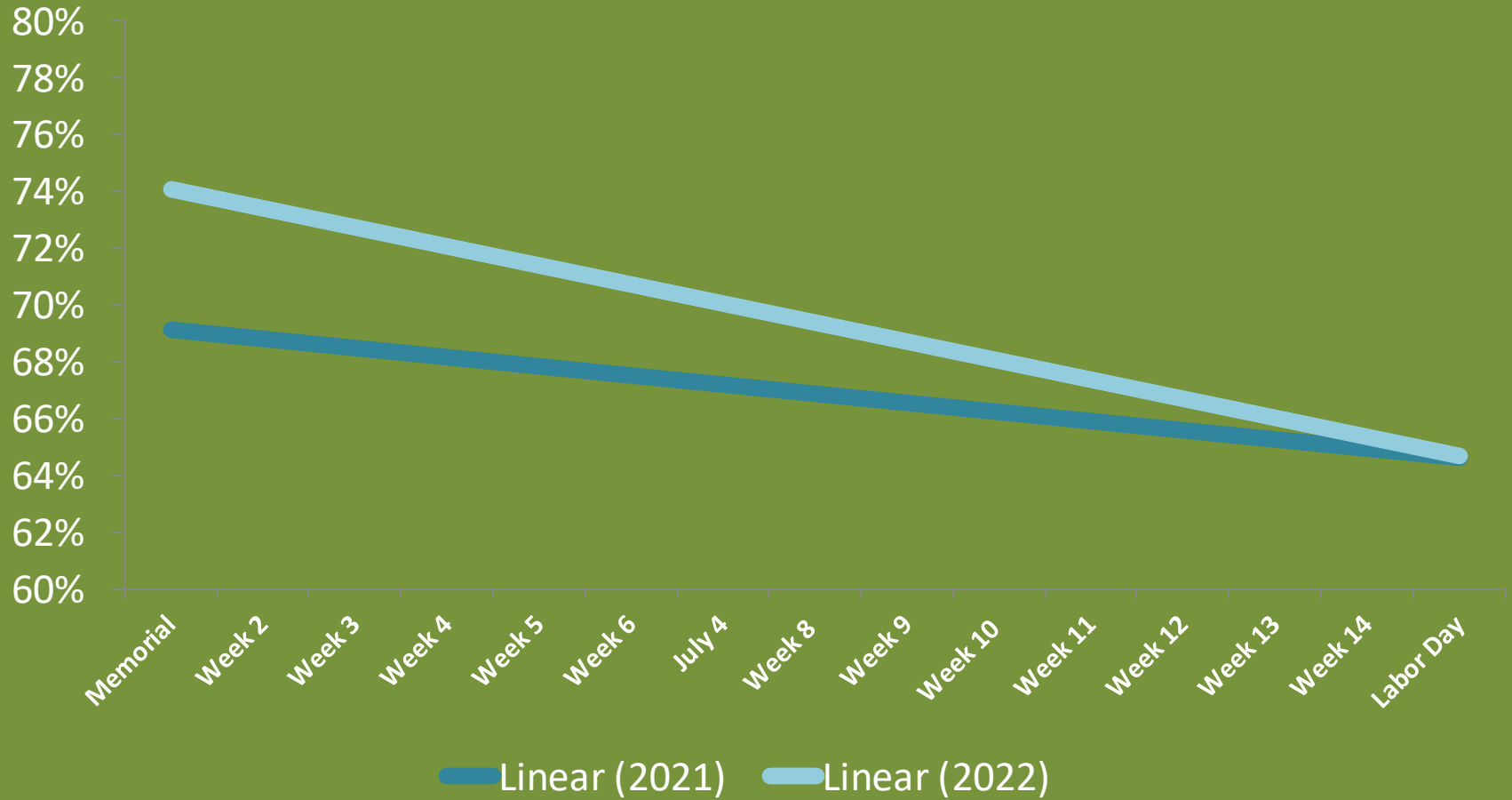


Online Reservation System Categories of Written Comments



- Simplify
- Location availability
- Date Availability
- Grove Information
- Search
- Customer Support
- Special Events / Use

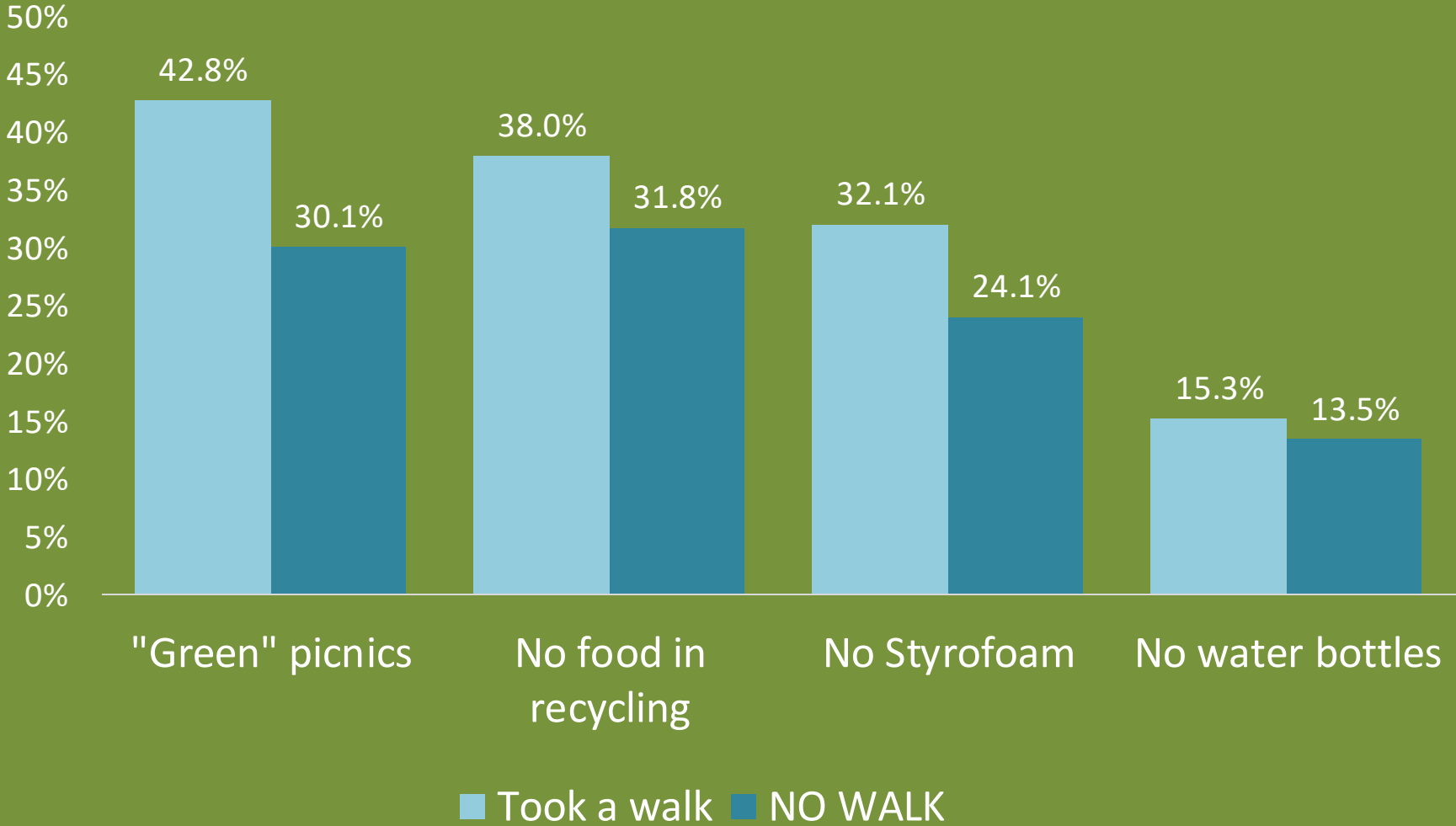
VOLUME: First choice of event location: 2021 versus 2022



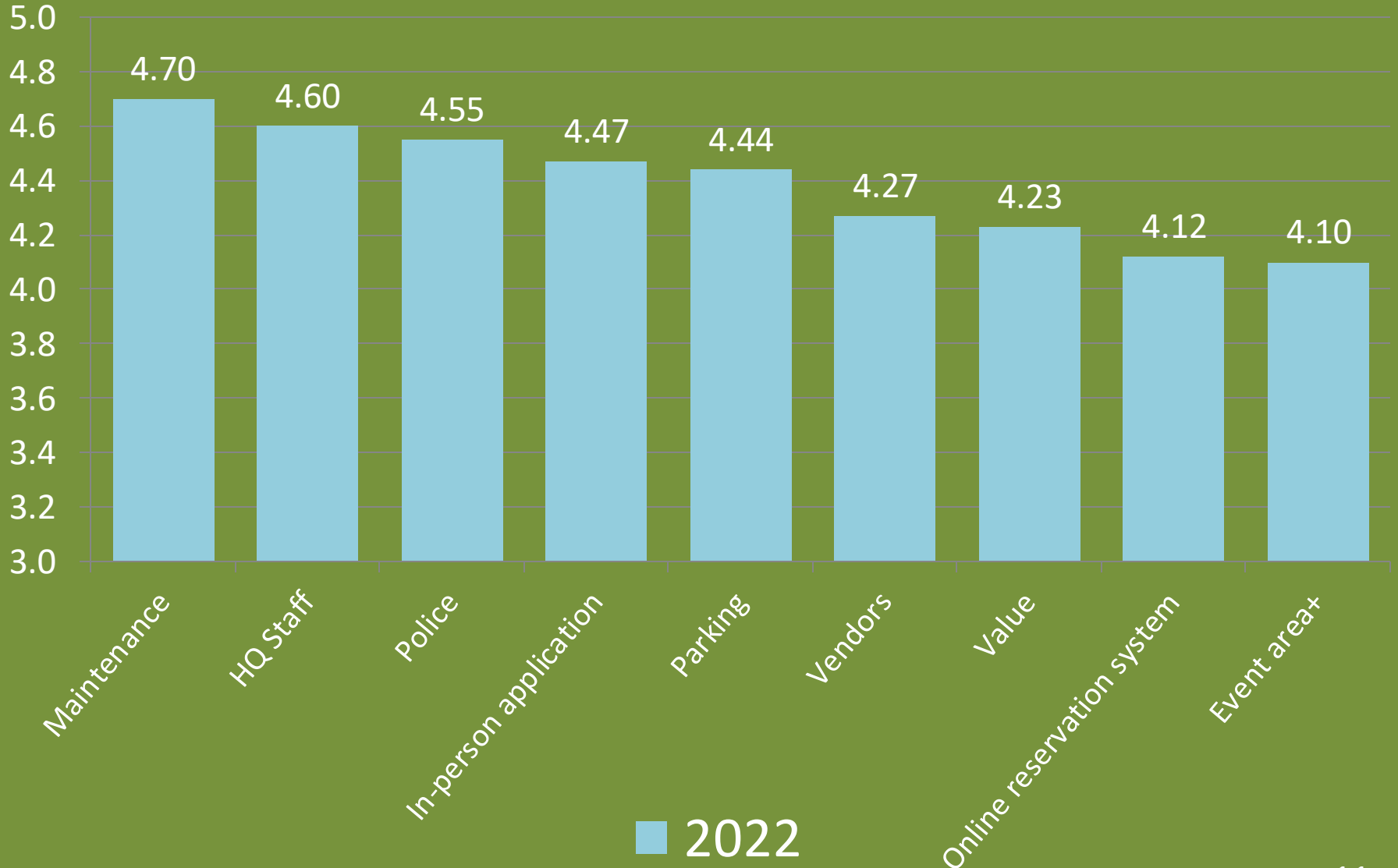
Event-Area+ Ratings were consistently higher in 2022 when patrons achieve their 1st choice



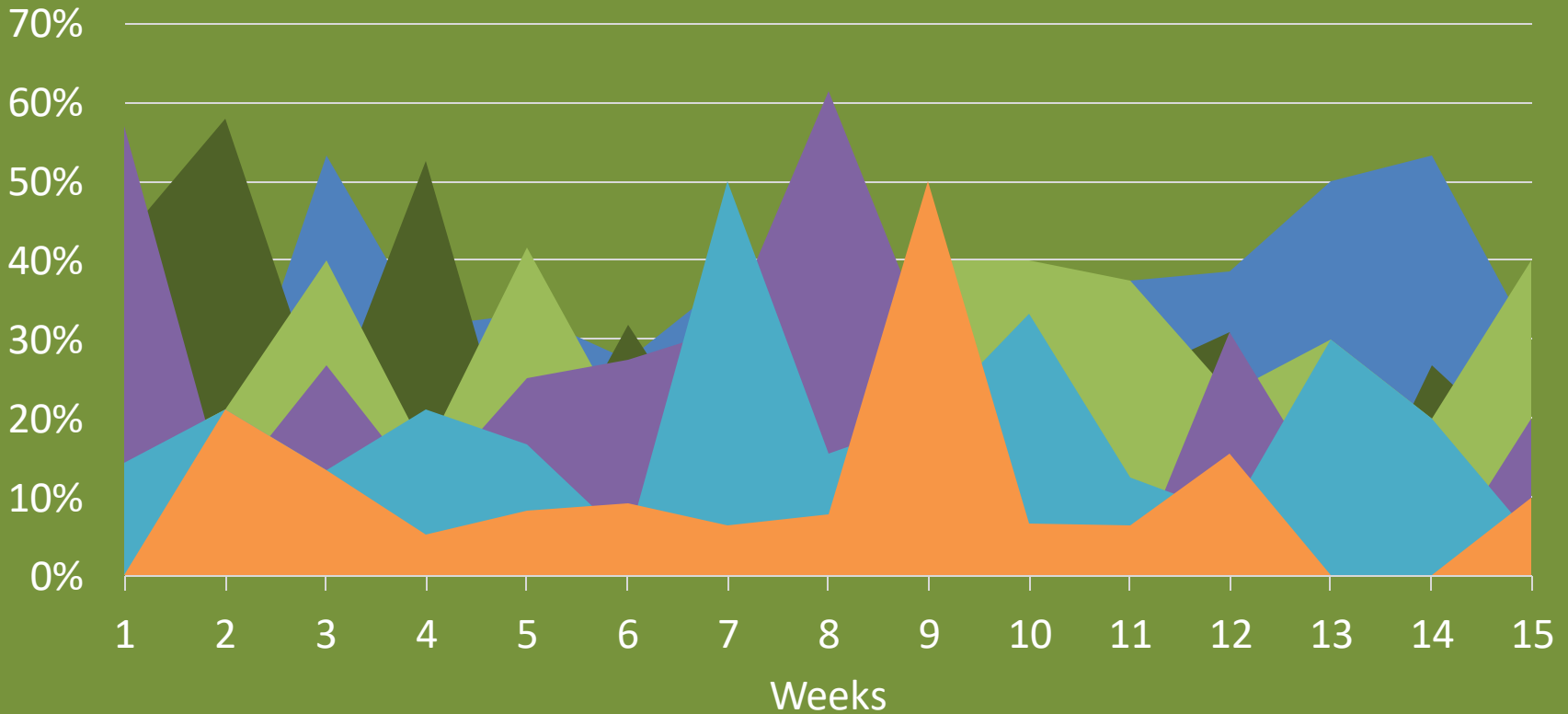
The benefits of walking in the Forest Preserves? *Strongly Agree with:*



FPCC 2022 Customer Service Experience



Maintenance and Grounds Issues throughout the season



Shelter

Lawns

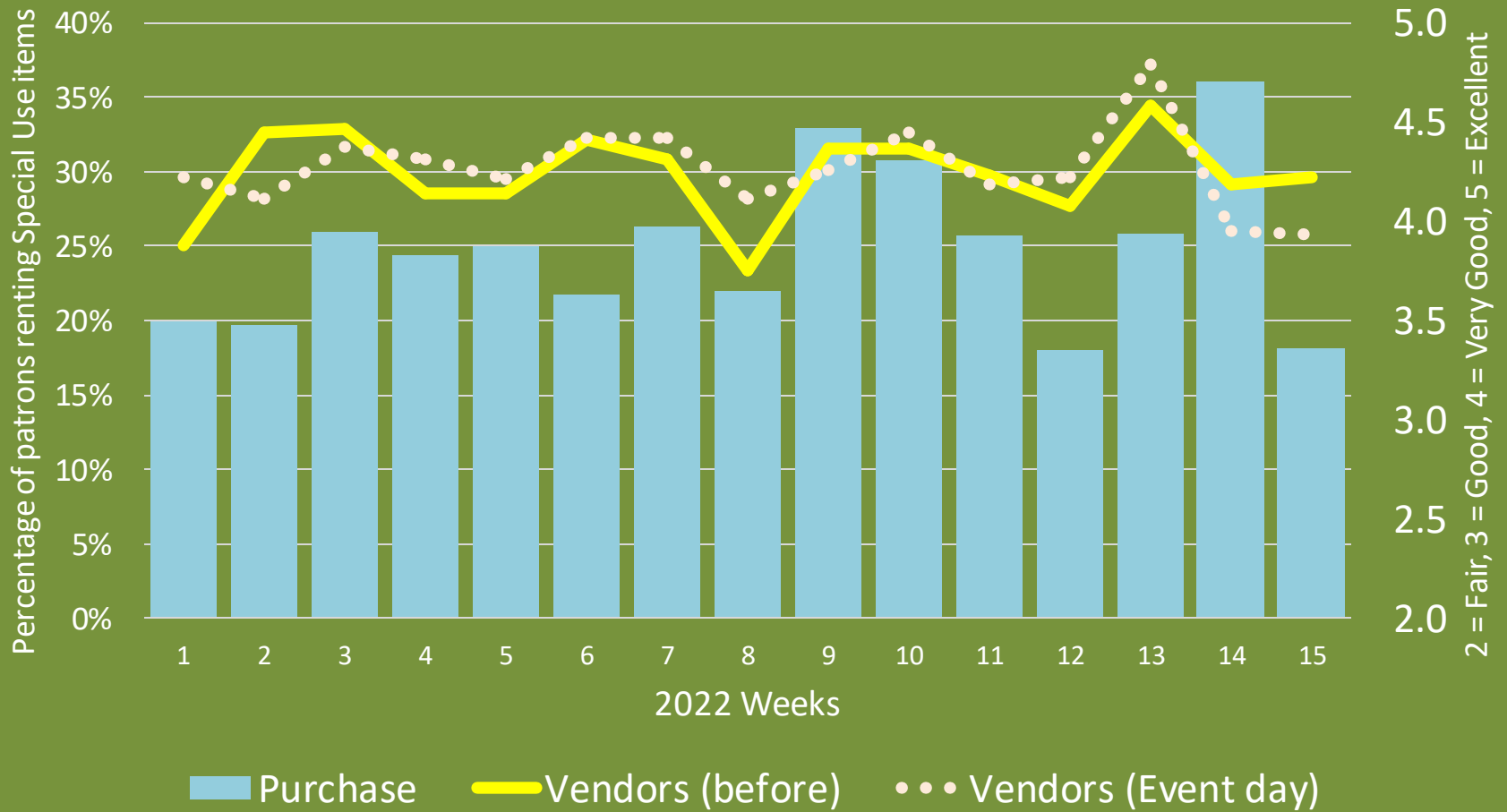
Birds & Wildlife

Restrooms

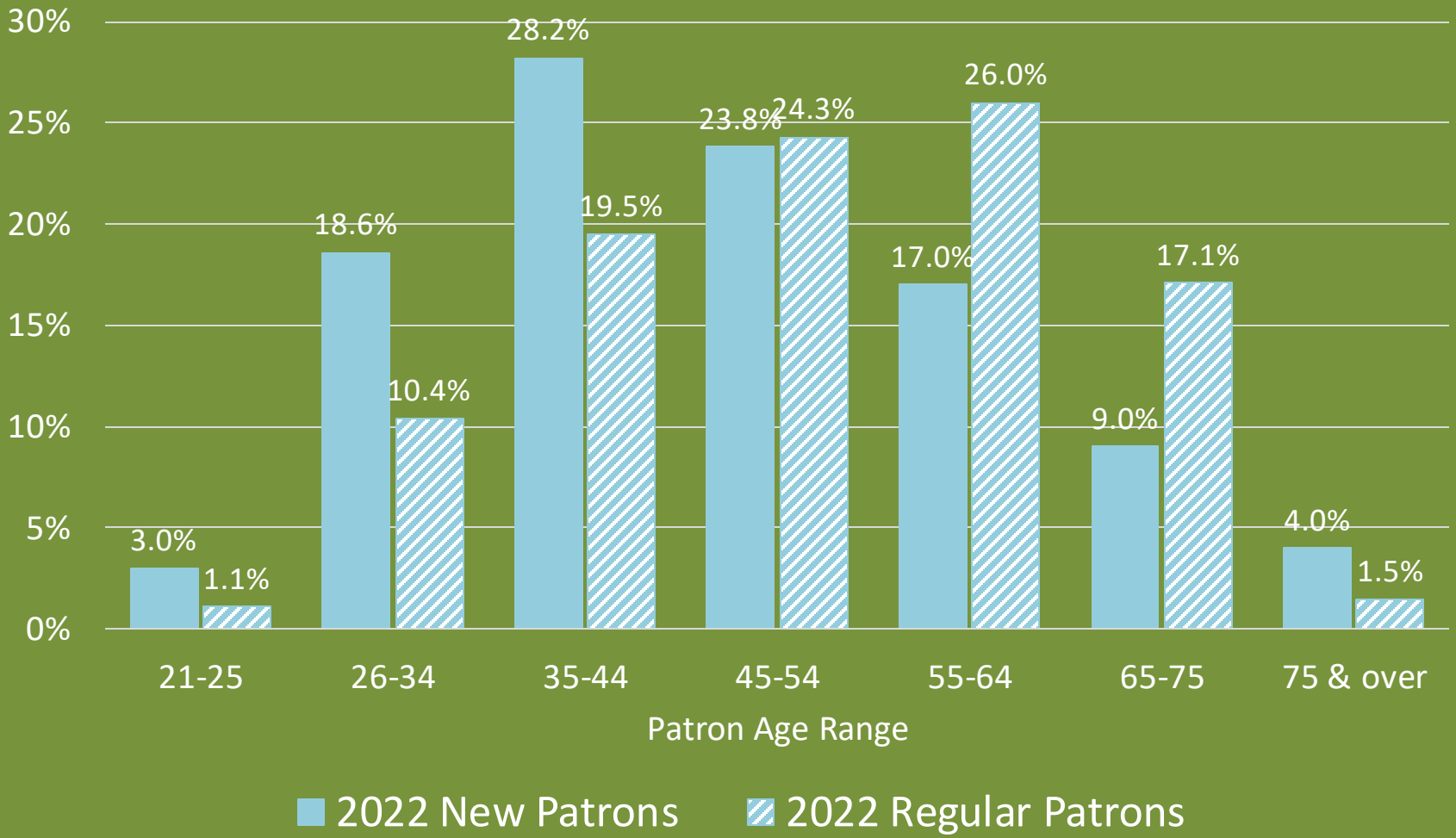
Garbage (trash cans)

Picnic tables

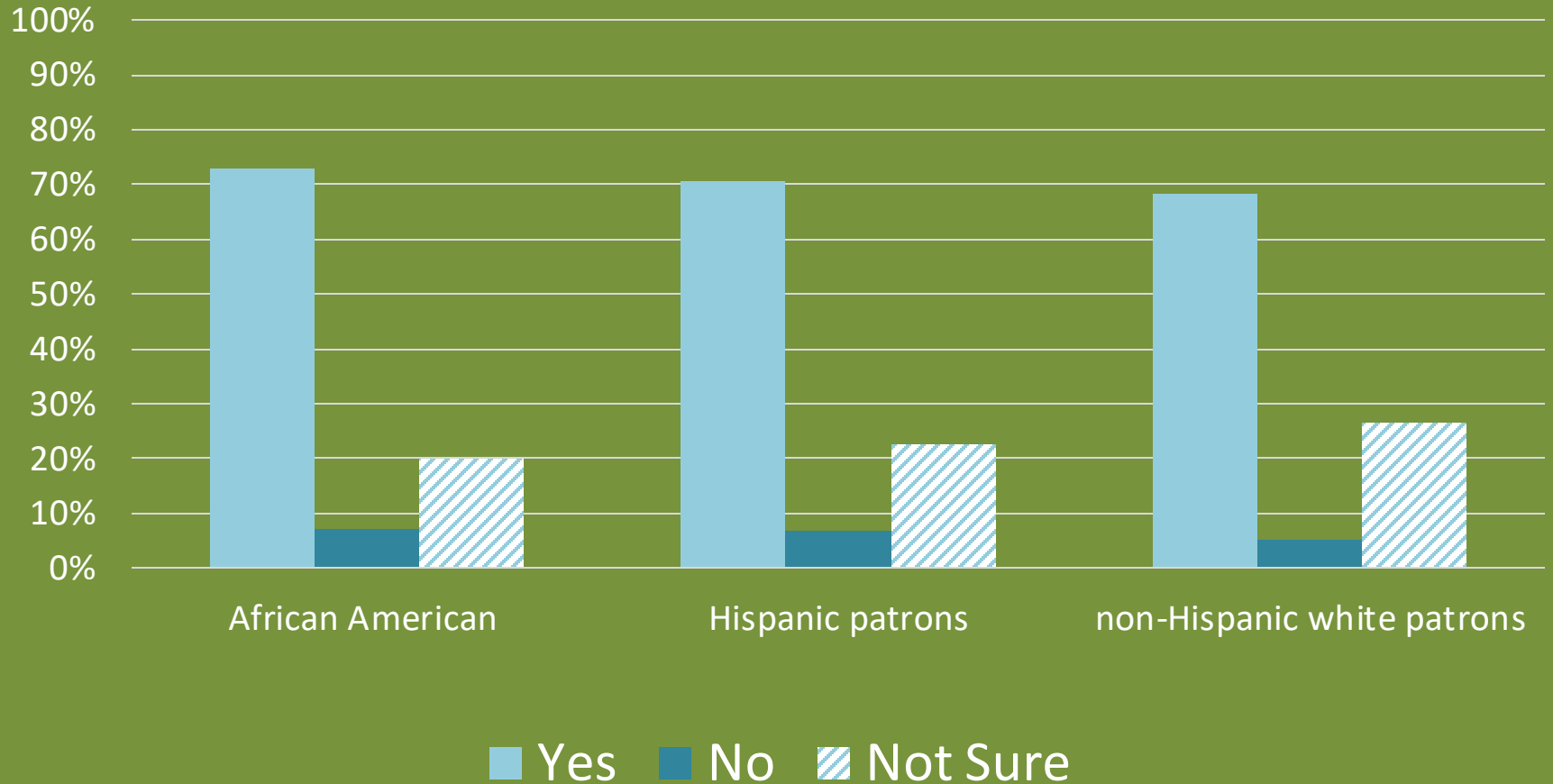
Special Use Items 2022 - success



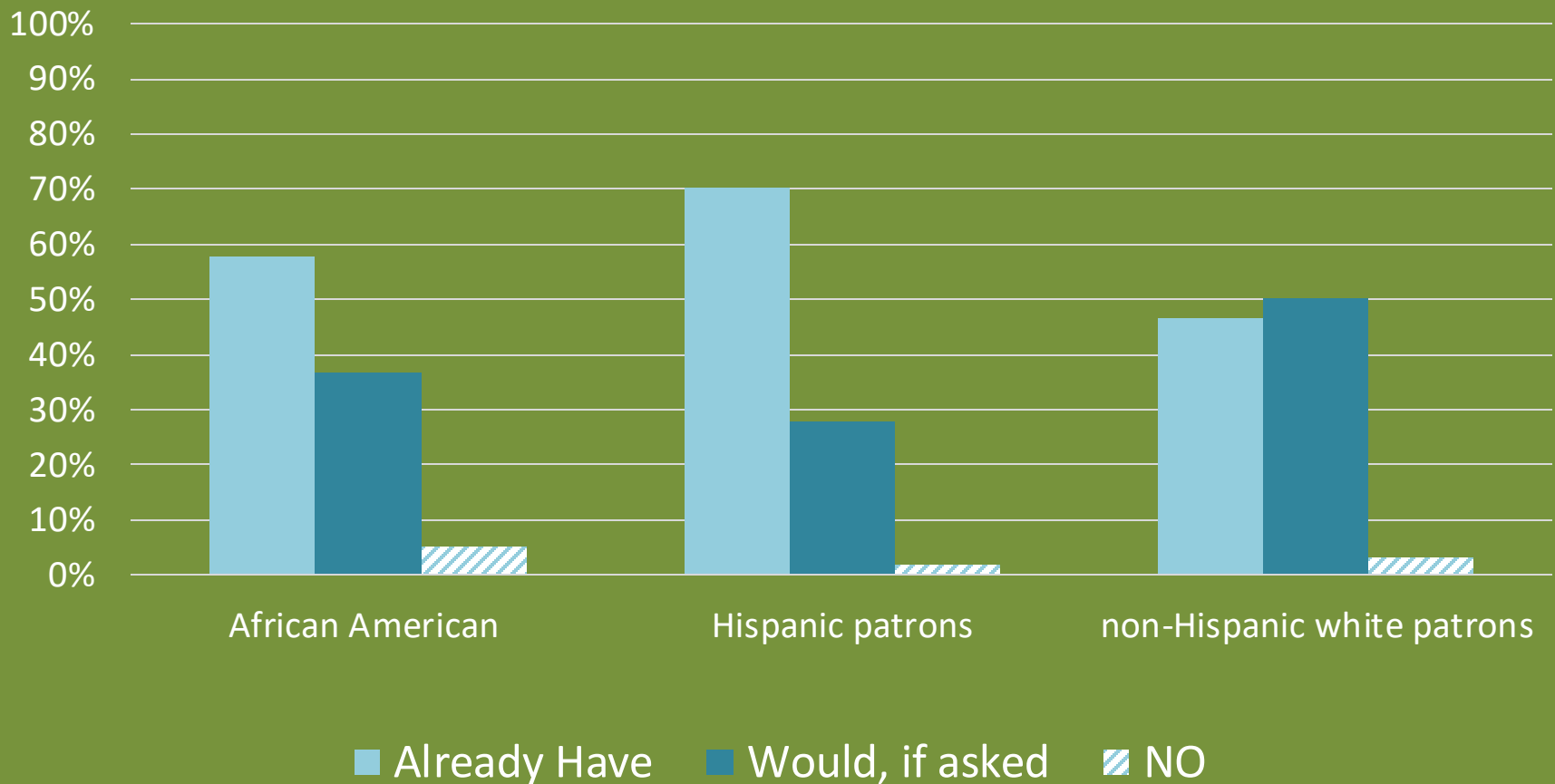
2022 New versus Regular Patrons by AGE



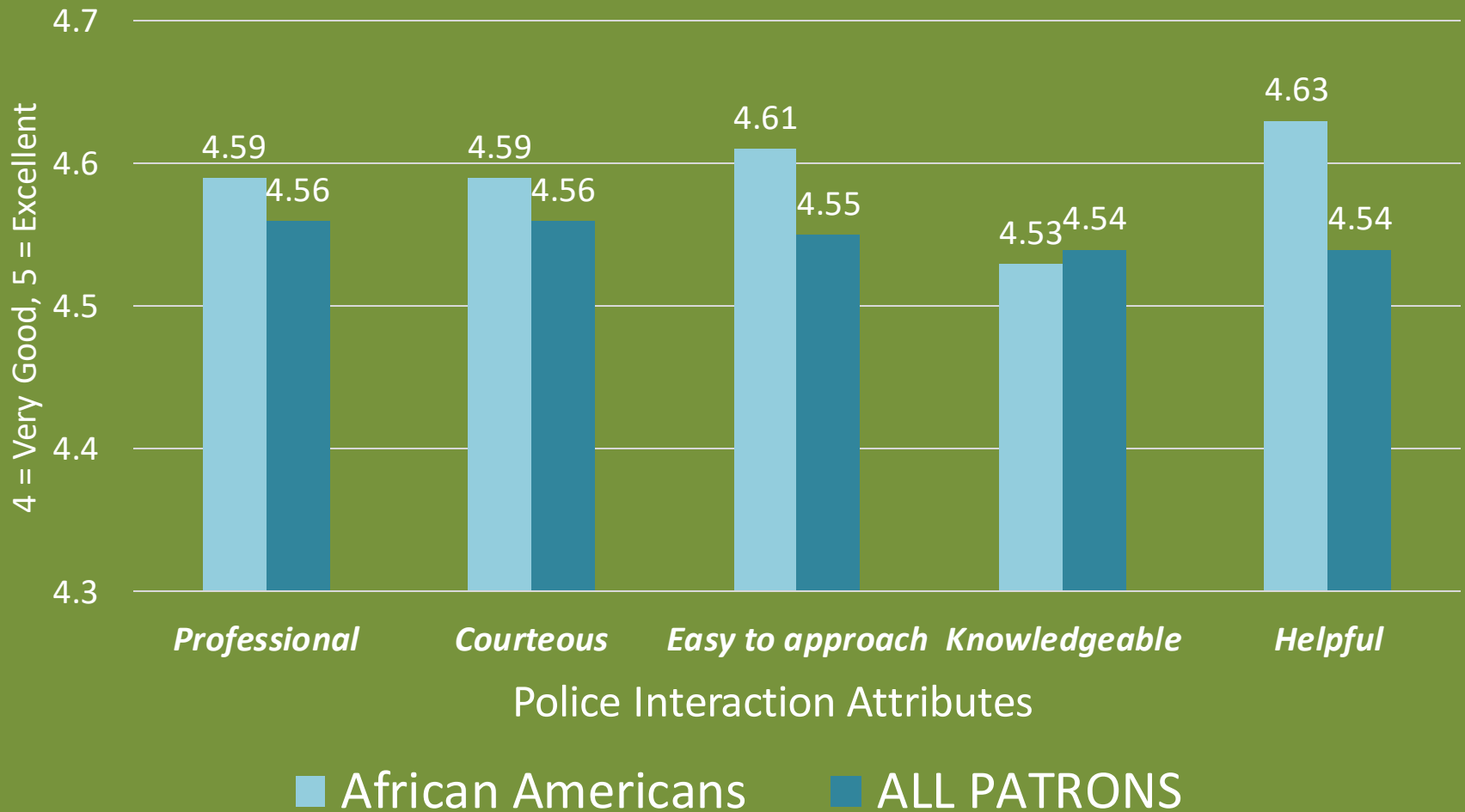
Returning to FPCC in 2023 by Ethnicity and Race of Patrons



Recommend FPCC by Ethnicity and Race of Patrons



Forest Preserves Police Ratings by African American patrons



Recommendations

- Create a Walk-in-the-Forest-Preserves campaign and launch Green-Picnic-Programs.
- Continue to offer extra garbage bags and make new patrons welcomed.
- Reduce Special Event permit application complexity.
- Ensure young Hispanic patrons achieve their first choice of location.
- Extra attention to locations on Mondays in 2023.
- Use linguistic forms of “safe,” “clean,” and “nature” in messaging.
- Add videos to The Forest Way and add the mechanics to receive live written comments from readers.
- Add full definition of “accessible groves”