

## Public Affairs Division Report August 31, 2015

- **Marketing for Fiestas Patrias:** at the Greenbelt Cultural Center from 2-6 pm on September 11 is ongoing.
- **Horizons Readership Survey:** We are conducting a survey about our *Horizons* quarterly publication. The survey includes questions about design, editorial content, organization, size, frequency of publication, and preferred delivery method (print or digital). New with this survey is a question asking if readers would be interested to make a voluntary subscription “gift” to help with the cost of providing *Horizons* to the public. You can find the survey on our website at [LCFPD.org/survey](http://LCFPD.org/survey) responses will be collected through October 9.
- Educator Jen Berlinghof and Environmental Communication Specialist Allison Frederick are hiking the full Des Plaines River Trail & Greenway, and writing about that experience in the District’s nature blog it in segments, approx. 5 miles a hike. They began in June and hope to be near the end by the time construction is complete, which is estimated for this fall. Following each hike they highlight that particular section in great detail. [www.lakecountynature.com](http://www.lakecountynature.com)
- **Fort Sheridan Use Survey:** This summer the Public Affairs Division oversaw a Public Use Survey at Fort Sheridan Forest Preserve, working with Lake Forest College (LFC) students under the direction of LFC Liberal Arts & Business Professor Jeffry Sundberg. The survey included only five questions: where visitors live; how visitors traveled to Fort Sheridan; what activities visitors planned to do at the preserve; frequency of visits to Fort Sheridan; and length of stay on an individual visit. Surveys were collected on both weekdays and weekends, at various times of day; 573 surveys were completed and a summary report was prepared by the students.