

OUR  
PARKS,  
ARTS,  
SPORTS,  
HISTORY,  
OUR  
FUTURE.



**PARK DISTRICT**  
of OAK PARK

2025 – 2029  
Comprehensive & Strategic Master Plan

*(this page is intentionally left blank)*



# TABLE OF CONTENTS

<b>INTRODUCTION</b>	<b>4</b>
A Message from the Project Team	5
Acknowledgements	6
Executive Summary	7
<b>THE PARK DISTRICT OF OAK PARK</b>	<b>8</b>
District Overview	9
District Demographics	11
Plan Development	12
<b>ENGAGEMENT</b>	<b>13</b>
Plan Engagement Overview	14
<b>Priority Goals</b>	<b>17</b>
Priority Goals Overview	18
Quality Infrastructure Management	19
Staff Excellence	28
Organizational Excellence	31
Customer & Community Focus	36
Financial Strength	47
<b>IMPLEMENTATION PLAN</b>	<b>52</b>
<b>APPENDICES</b>	
<i>Appendix A: Engagement Summary</i>	
<i>Appendix B: Financial Sustainability Strategy and Analysis</i>	
<i>Appendix C: Implementation Plan</i>	
<i>Appendix D: Marketing Audit</i>	
<i>Appendix E: Parks Assessments</i>	
<i>Appendix F: Provider Network &amp; Inventory Summary</i>	





# INTRODUCTION



## INTRODUCTION | A MESSAGE FROM THE PROJECT TEAM

Dear Residents,

We are pleased to present the 2025-2029 Comprehensive and Strategic Master Plan, a thorough roadmap that will guide the Park District over the next five years. This plan represents the culmination of a year-long process of review, analysis, and collaboration, ensuring that it reflects the needs and aspirations of our community.

Developed in collaboration with residents, stakeholders, partners, Board members, and staff, the plan incorporates feedback collected through open houses, focus groups, surveys, and other engagement opportunities. It also includes a detailed analysis of financial, operational, structural, and programmatic data, all of which informed the priorities and strategies outlined in this document.

We are grateful to everyone who contributed to this process. Your participation and insights were instrumental in shaping a shared vision for the future of the Park District of Oak Park. This Master Plan not only identifies key priorities but also lays out actionable strategies to achieve our goals.

We look forward to bringing this vision to life and working together to serve the residents of Oak Park.

Sincerely,

The Project Team



Jan Arnold  
*Executive Director*



Chris Lindgren  
*Deputy Director of Properties & Planning*



Mitch Bowlin  
*Director of Business Operations*

# INTRODUCTION | ACKNOWLEDGEMENTS

## PARK DISTRICT BOARD COMMISSIONERS

Kassie Porreca, *President*

Jake Worley-Hood, *Vice President*

Sandy Lentz, *Secretary*

David Wick, *Treasurer*

Chris Wollmuth, *Commissioner*

## PARK DISTRICT PROJECT TEAM

Jan Arnold, *Executive Director*

Chris Lindgren, *Deputy Director of Properties & Planning*

Mitch Bowlin, *Director of Business Operations*

## THE PARK DISTRICT OF OAK PARK COMMUNITY

*A special thanks to the dedicated members of the Park District of Oak Park community who contributed their time, energy, and perspectives in efforts to inform this plan. All community feedback received throughout the process has been summarized and included as an appendix to this report.*

## THE CONSULTING TEAM



**CivicBrand**



## INTRODUCTION | EXECUTIVE SUMMARY

The Park District of Oak Park has a rich and prolific history of providing quality parks and recreation services to the residents of Oak Park as well as guests. The 2025-2029 Comprehensive and Strategic Master Plan is a roadmap designed to guide the District's over the next five years and is rooted in the principles of engagement, fiscal responsibility, and stewardship.

This Plan is the result of an inclusive and transparent process that combined robust community and staff input and collaboration, and data-driven analysis. It provides a framework to optimize parks, facilities, and recreation services while aligning with the District's mission to enrich lives by providing meaningful experiences through programs, parks, and facilities.

The 2025-2029 Comprehensive and Strategic Master Plan was developed and built upon the following pillars.



The District's Organizational Priorities were re-enforced throughout the process and serve as the umbrella under which all recommended actions were developed. These Priorities include *Financial Strength, Quality Infrastructure Management, Staff Excellence, Organizational Excellence, and Customer & Community Focus*.

As a living document, the 2025-2029 Comprehensive and Strategic Master Plan will serve as both a guide and benchmark for progress, empowering the Park District of Oak Park to continue to move forward with purpose and adaptability. Together with residents, the District continues in its efforts to create and sustain park and recreational spaces and services that connect, inspire, and enrich the lives of those it serves.



# THE PARK DISTRICT OF OAK PARK





# THE PARK DISTRICT OF OAK PARK | DISTRICT OVERVIEW

The Park District of Oak Park serves the recreational needs of the 53,000+ residents of Oak Park, providing nearly 8,000 recreation programs and special events annually. Since 1912, high-quality programs and well-maintained parks and facilities have dependably met residents' diverse leisure, wellness, childcare, and other needs and helped to enhance the quality of life.

The District is governed by a Board of five elected commissioners, who serve four-year terms without pay. The Board acts as the legislative and policy-making body of the District in operation, improvement, and planning of its parks, facilities, and recreation programs including:

- Seven neighborhood recreation centers at: Stevenson, Andersen, Barrie, Carroll, Field, Fox, and Longfellow
- 18 parks totaling 84 acres of parkland with playgrounds, restrooms, courts, etc.
- Dole Center which is home to the District's Active Adult programming
- Three historic properties: Cheney Mansion, Pleasant Home, and Oak Park Conservatory
- Two outdoor swimming pools: Rehm and Ridgeland Common
- One indoor, year-round ice rink: Paul Hruby Ice Arena at Ridgeland Common
- One Gymnastics & Recreation Center
- One Environmental Education Center at Austin Gardens
- One Community Recreation Center (CRC) with indoor track, gymnasium, fitness center, Esports Lounge, multipurpose and community rooms, and a playzone



# THE PARK DISTRICT OF OAK PARK | DISTRICT OVERVIEW

## MISSION

In partnership with the community, we enrich lives by providing meaningful experiences through programs, parks, and facilities.

## VISION

We strive for excellence in serving the well-being and recreation needs of our diverse community through a collaborative, innovative, and sustainable approach.

## VALUES

### Community Engagement

We will actively work to foster ongoing dialogue, relationships, collaborations, and partnerships with and within the community.

### Responsible Leadership

We will maintain a high performing, engaged, and accountable organization.

### Integrity

We will adhere to moral, honest, and ethical principles with a focus on accessibility, inclusion, and transparency.

### Innovation

We will continuously try new methods and ideas, adapt services according to trends, and continually improve processes.

### Sustainability

*We will thrive through renewal, maintenance, and stewardship in all aspects of operation.*

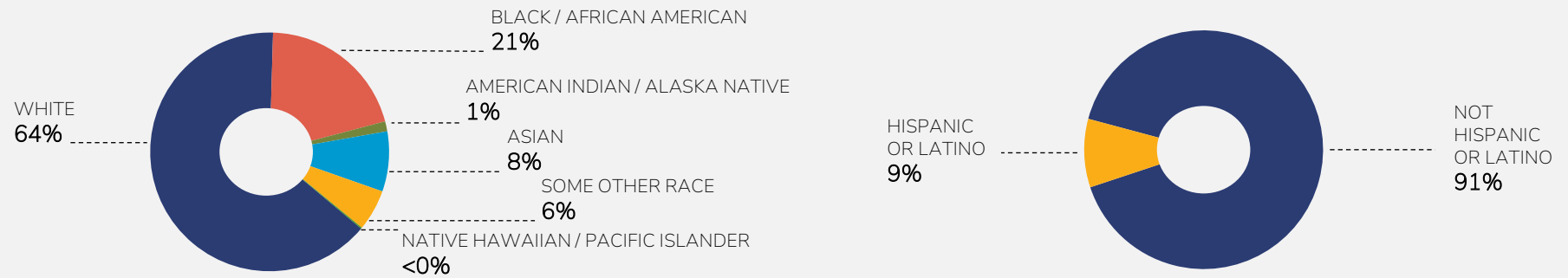
### Inclusivity

*We will actively and intentionally value multiple layers of human characteristics and view such differences as strengths, while striving for equity among all identities to be authentic, feel safe and be respected in our programs, parks, and facilities.*

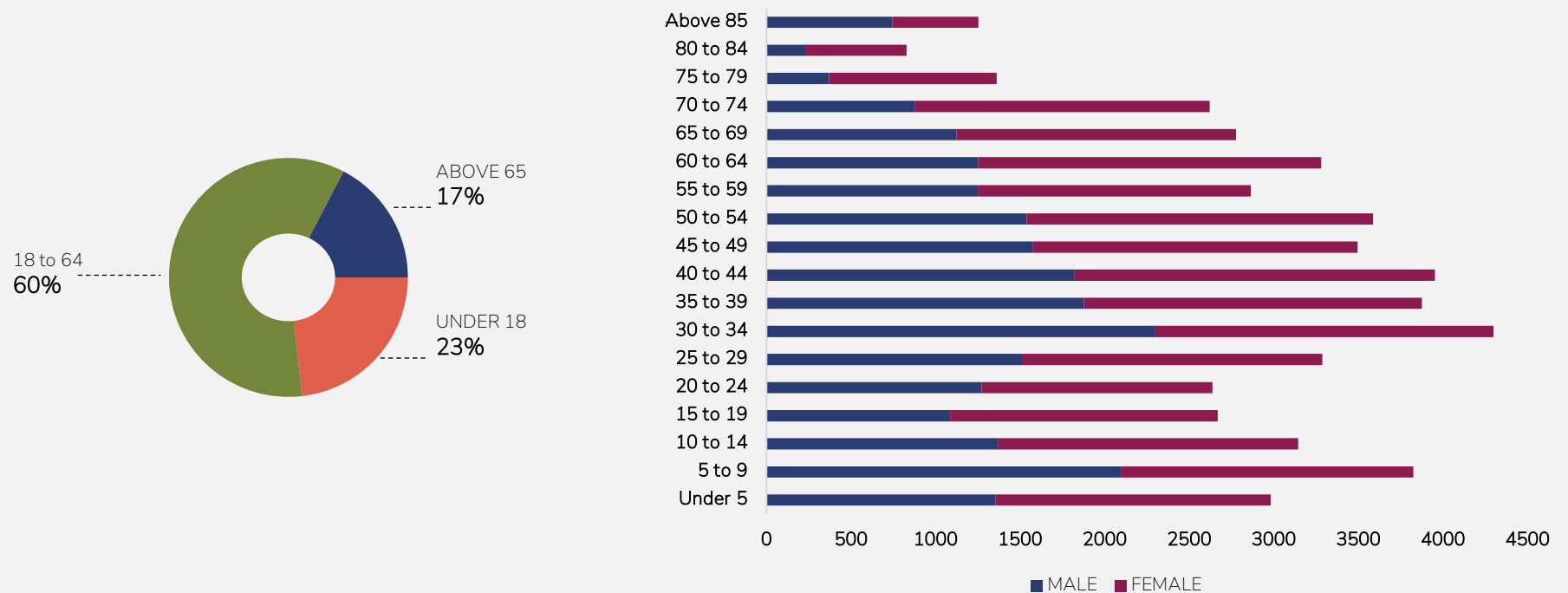


# THE PARK DISTRICT OF OAK PARK | DISTRICT DEMOGRAPHICS

## RACE & ETHNICITY



## AGE DISTRIBUTION



# THE PARK DISTRICT OF OAK PARK | PLAN DEVELOPMENT

In today's fast-changing society, it is crucial for quality-of-life organizations like the Park District of Oak Park to remain responsive to issues that impact internal operations and community service. This adaptability is crucial for the continuance of relevance and maintaining public trust.

The District's recognition of current realities and key issues provides it with opportunities to strategically align its fundamental work with internal and external developments leading to greater effectiveness.

The Comprehensive and Strategic Master Plan process prioritized consideration of dynamic social, economic, and environmental changes and anticipated impacts. These factors played a crucial role in all aspects of the process, from discussions and evaluations to the development of the 2025-2029 Comprehensive and Strategic Master Plan's design.

Themes emerged throughout the process by way of observation and community feedback, representing the District's Organizational Priorities as identified at right. Resident needs and preferences, and the District's organizational and financial health underpin each priority, and the subsequent recommended actions included in the Plan.



Park District of Oak Park's  
Organizational Priorities



# ENGAGEMENT







### *It is said...*

one of the most compelling challenges a local government employee or official has is to represent the interests and needs of those who are never seen or heard but still pay taxes to support the system. This plan and its recommendations attempt to reflect a balance of what was heard from those who participated and considerate of those who did not.

Engagement is a basic expectation in a democratic society and has become a commonplace exercise in planning, particularly at local levels. It attempts to foster transparency and to include as many perspectives as possible.

Engaging the community, District Board and staff through a variety of methods was a way to surface varying and representative opinions to guide the planning process – and not simply a means to collect and count votes. Deliberate and discerning evaluation and analysis of what was “heard, learned, and observed” ultimately helped in defining and re-affirming the District’s priorities – those areas of focus where, if the Park District of Oak Park invests its time and attention, will have broad impacts across the community at large.

Engagement included a variety of methods and tools that were used to build relationships and create advocates for the District.

Engagement efforts were designed to generate enthusiasm from a variety of residents about what the District hopes to achieve as the result of the planning effort.

Engagement efforts targeted internal and external stakeholders and were conducted with a principal interest in informing the Comprehensive and Strategic Master Plan.

## ENGAGEMENT | ENGAGEMENT OVERVIEW

The Park District of Oak Park engaged in a comprehensive engagement effort targeting internal and external stakeholders to inform the development of the District's Comprehensive & Strategic Master Plan.

The following key engagements below highlight the efforts conducted as part of this process.

### Staff and Board Planning Sessions

56 staff and 5 Board member participants

*February 2024*

### Community Focus Group Meetings

52 community representatives

*May 2024*

### Community Meeting

35 community participants

*May 2024*

### Service Provider Network Luncheon

*12 community organizations*

*May 2024*

### Online Survey

288 survey responses

*May - September 2024*

### Virtual Engagement Room

255 virtual participants

*May - September 2024*

### Community Pop-Ups

30 community participants

*August 2024*

*NOTE: Full results can be found in Appendix A: Engagement Summary and Appendix F: Providers Network & Inventory Summary.*

## ENGAGEMENT | ENGAGEMENT OVERVIEW

### Staff and Board Planning Sessions

Separate planning sessions were held for both Staff and the Park Board of Commissioners to learn about the planning process as well as undergo a series of analyses and concentrated discussions on their perspectives about the District.

### Community Focus Group Meetings

Five community focus groups consisting of small groups of select stakeholders gathered for concentrated discussions on their perspectives about the District through a series of structured questions.

### Community Meeting

This gathering included general information about the planning process and provided opportunities to collect resident and customer feedback by way of a series of interactive stations.

### Service Provider Luncheon

Community organizations were invited to gather to better understand the scope and breadth of the District's and each others' services to collectively work towards more efficient and effective service delivery.

### Online Survey

As part of the Community Meeting, an online survey was provided to visitors that gathered information about their current and desired engagement with District parks, facilities, and services.

### Virtual Engagement Room

This online engagement simulated the in-person Community Meeting experience and consisted of eight interactive stations meant to further dissect key themes discovered during prior engagement efforts.

### Community Pop-Ups

In order to meet the community where they were at, pop-up engagement opportunities were held at various locations throughout Oak Park and consisted of boards that prompted visitors to answer two short close-ended questions.



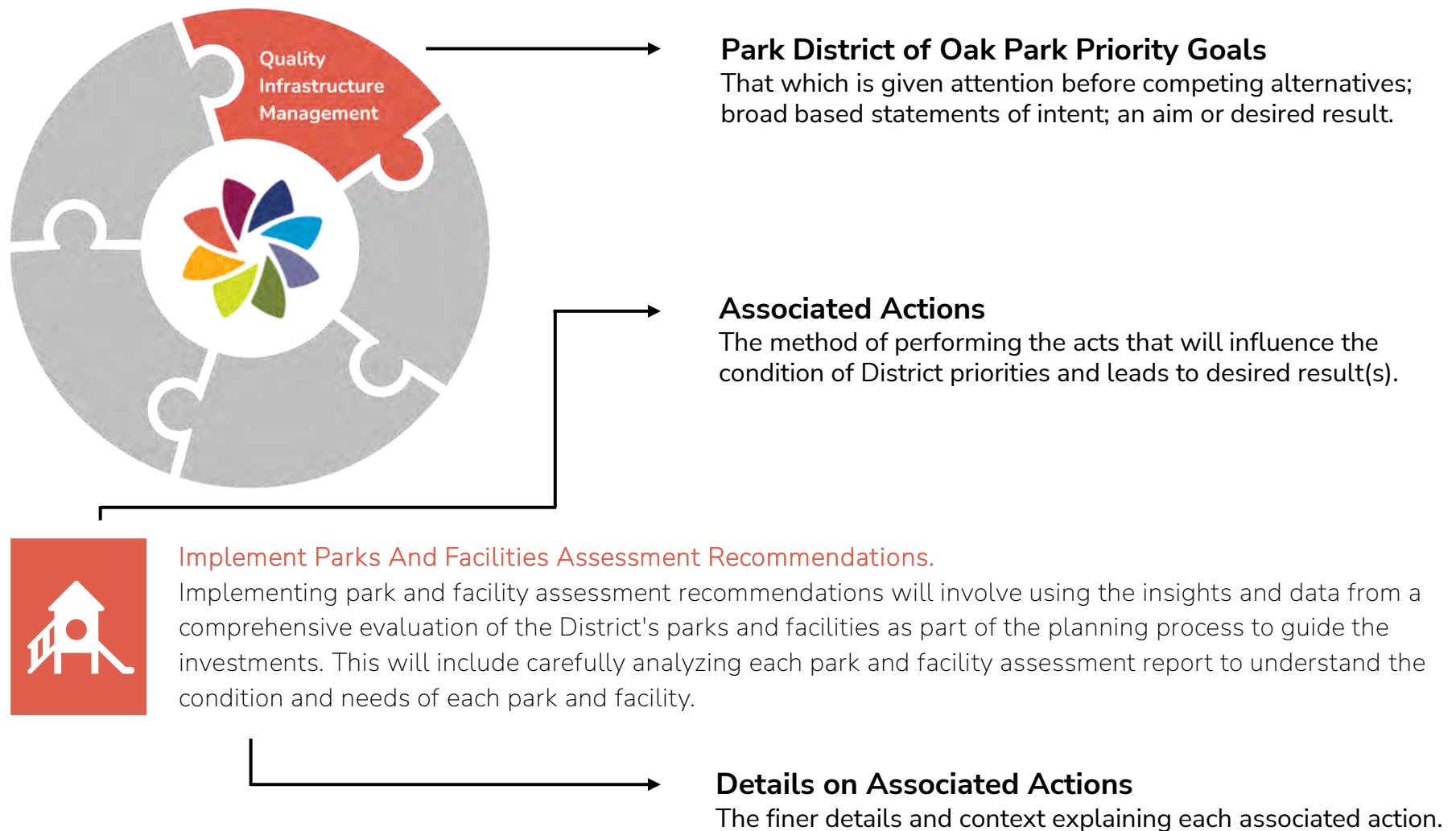
# PRIORITY GOALS





## PRIORITY GOALS | OVERVIEW

The following pages in this section detail the District's Priority Goals and Associated Actions. The graphic below serves as an example of how these goals and actions are structured and defined in the Comprehensive & Strategic Master Plan.



## PARKS & FACILITY INFRASTRUCTURE

Quality park and recreation infrastructure has become much more than a convenience - it is a necessity for thriving communities. By prioritizing infrastructure improvements, public park and recreation organizations can deliver exceptional value and create lasting and impactful legacies.

The District's commitment to quality infrastructure management means prioritizing the maintenance, repair, and strategic improvement of its parks and facilities. This includes ensuring that all physical assets, from playgrounds to sports fields to recreation centers are safe, functional, and sustainable.

Recommended actions resulting from the process (included on the following pages as well as in the District's Implementation Plan) intend to influence the following intended outcomes.

- 1. Safety and Accessibility:** The District will continue to properly maintain infrastructure reducing risk and ensuring that parks and facilities are accessible.
- 2. Maximization of Community Enjoyment:** The District will continue to properly maintain parks and amenities offering the community safe, enjoyable spaces for both passive and active recreation.
- 3. Preservation of Property Values:** The District will continue to invest in infrastructure protecting the value of assets and extending their lifespan.
- 4. Supporting Sustainability:** The District will continue to make certain that quality infrastructure management focuses on both financial and environmental sustainability.
- 5. Preparing for Future Needs:** The District will continue to anticipate future opportunities, ensuring infrastructure can accommodate changing community needs and preferences.





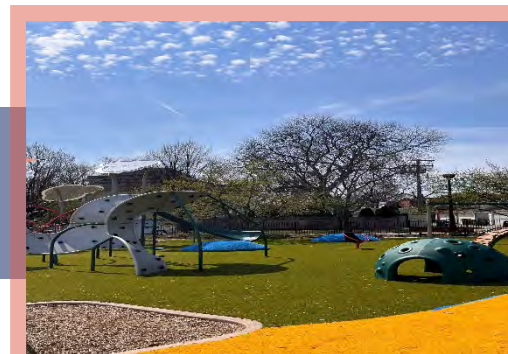
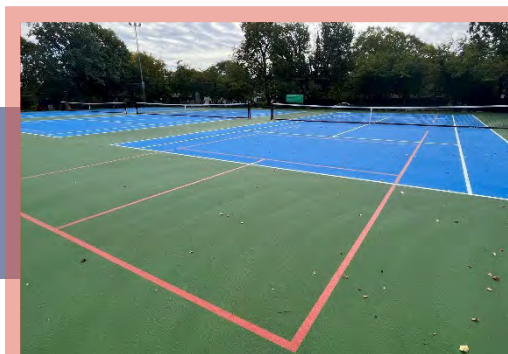
## PARKS & FACILITIES ASSESSMENTS

The evaluation of the District's parks, amenities and outdoor recreation facilities as part of the planning process involved collecting data on the condition, functionality, usage, and accessibility of these important community assets to define their current state and condition and identify opportunities for improvement.

Site investigations and assessments on each of the District's parks and facilities produced updated data and inventory sheets for each site (example included on page 20) with the complete assessment report included as Appendix E).

This process included assessments of athletic fields, sport courts, play areas, turf, trails, and all outdoor recreational facilities. Additionally, support amenities such as parking lots, restrooms, and site furniture, as well as tree canopy, lawn quality and landscape features were included in the site assessments.

Ultimately, the parks and facilities assessment becomes a vital tool for ensuring the Park District of Oak Park maintains and continues to improve the quality, accessibility, and relevance of these critical quality of life assets.





# PRIORITY GOALS | QUALITY INFRASTRUCTURE MANAGEMENT

## Cheney Mansion

220 North Euclid Avenue • 2.2 Acres

OVERALL  
PARK GRADE  
**A**

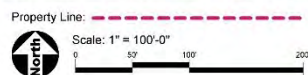
EVALUATION	SCORE	CARD	ATHLETIC	COURTS	ATHLETIC	PLAYGROUNDS	PATHS AND	PASSIVE GREEN	SEATING	BATHROOMS	DRINKING	FOUNTAIN	TOTAL SCORE
N/A	N/A	N/A	N/A	N/A	N/A	93	97	89	N/A	N/A	N/A	N/A	93

Year Acquired: 1985

PIN #: 16-07-213-001, 16-07-213-002, 16-07-213-003, 16-07-213-004, 16-07-213-005



Cheney Mansion is a historic building, formally a home, and now used for Park District programming and as a rental space for special events including weddings. The site is home to a variety of plants providing a lush garden look with walks and seating for the public to enjoy. The Cheney Mansion master plan was most recently updated in 2012.



### Site Programming

- Picnic areas
- Cooking classes
- Special events/weddings
- Rentable space, both indoor and outdoor
- Historic tours

### Natural Features

- Deciduous and evergreen trees
- Woodland walk
- Open lawn space
- Perennial gardens

### Site Analysis

- Active Recreation
- Some benches are not on an accessible route

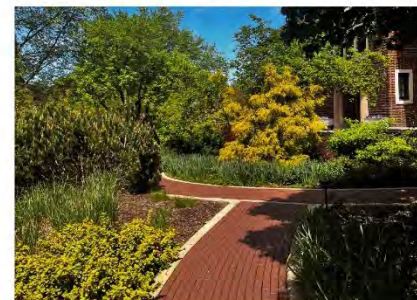
### Recommendations

- Turf in excellent condition at time of visit, expansion of irrigation could help with turf maintenance during busy rental season
- Provide gravel accessible route to the raised garden beds



### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
7	2006	<b>Trails</b>	
		<b>Benches</b>	Good
		- 1 recycled plastics w/ arms	
		- 2 wooden with 2 arms	
		- 1 w/ up-lit iron	
		- 1 w/o back near garden area	
		- 2 chairs w/ arms	
-		<b>Pavement</b>	Good
		- limestone path, brick pavers, concrete	
		<b>Other Amenities</b>	
-		Plantings	Excellent
-		Tree Canopy	Excellent
-		Fencing	Excellent
		- custom made ornamental iron	
-		Entrance(s)	Excellent
-		Signage	Excellent
-		Picnic Table	Good
10		Planters	Fair
		- wooden planters variety of sizes	



[Parks Assessment example – complete assessment included as Appendix E]



## PARK CLASSIFICATIONS

### Mini Parks (Service Area – 0.25 miles)

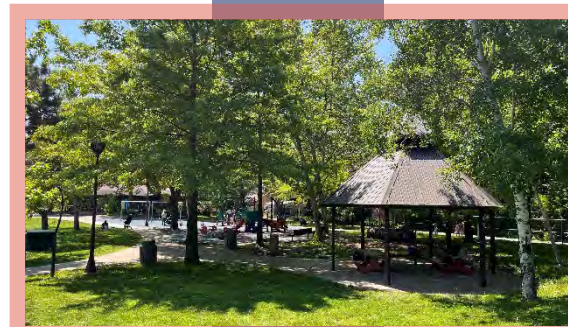
Provide walkable, drop-in recreation opportunities. Appropriate elements in these parks include playgrounds, picnic areas, and seating. These parks are located in residential areas, and their service areas do not include residents who must cross a planning area boundary to access the park. These parks typically serve residents within a 0.25-mile walkable distance. 0.5 acres of Mini Park open space is desired per 1,000 residents.

### Neighborhood Parks (Service Area – 0.5 miles)

Provide places for informal active and passive recreation and community gathering spaces. Elements in these parks often include playgrounds, picnic areas, and sports fields. Neighborhood Parks are located in residential areas and typically serve residents within a 0.5-mile walkable distance. 2 acres of Neighborhood Park open space is desired per 1,000 residents.

### Community Parks (Service Area – 1 miles)

Focus on meeting community-wide recreation needs. Elements in these parks often serve the community as gathering places and provide general athletics. Such elements include playgrounds, pavilions, trails and path systems, and multiple sport courts and fields. Community Parks are viewed as destinations and typically require travel by automobile for programmed recreation. Community Parks typically serve residents within a 1 mile distance. 7.5 acres of Community Park open space is desired per 1,000 residents.





## PRIORITY GOALS | QUALITY INFRASTRUCTURE MANAGEMENT

### Regional Parks (Service Area – 2 miles)

Provide region-wide recreation needs. These spaces may have recreation activities such as swimming and boating and include larger sport complexes or large natural areas. Regional Parks typically serve residents within a 2 mile distance, though they are enjoyed by surrounding communities as well. There is no established level of service standard for Regional Parks.

### Designated Natural Areas (Service Area – 2 miles)

Defined as conservation and wildlife areas. These areas are designed to preserve ecosystems and habitats. Designated Natural Areas typically serve residents within a 2 mile distance, and while there are not established level of service standards, these sites protect natural features and add value to the community.

### Special Use Parks (Service Area – 2 miles)

Provide community-wide recreation needs. These parks are designed as single-use recreation spaces that include amenities such as memorials, sculptures, historic buildings, and railways. Special Use Parks typically serve residents within a 2 mile distance. There is no established level of service standard for Special Use Parks.

### Undeveloped Parks (Service Area – None)

Not currently developed with amenities. In the District park system, they provide public open space with lawn and tree canopy. There is no established service area or level of service standard for Undeveloped Parks.



# PRIORITY GOALS | QUALITY INFRASTRUCTURE MANAGEMENT

## PARK LEVEL OF SERVICE (LOS)

Level of Service (LOS) was created by the National Recreation and Park Association (NRPA) to be used as a standard evaluation of park type and acreage across all jurisdictions. These data are a basis for evaluating acreage per population based on the park classification, or park type.

The following charts incorporate a population of 53,359 comparing it to the NRPA standard of 10 acres per 1,000 population. Each park type has a unique goal that when compiled together makes up the LOS. These charts analyze the Park District of Oak Park's park assets in terms of acreage.

*NOTE: This analysis does not suggest that the Park District of Oak Park's park acreage aligns with state and national standards as the District is landlocked; rather, it intends to provide a comparison between the District's park asset load and breadth with that of state and national standards.*

PARKS: 2024 Inventory- Outdoor Facilities						NRPA Park Metrics		2024 Facility Standards			
Park Type	PDOP Facilities	Oak Park Schools	Total Facilities & Schools	Quantity	Current Level of Service based upon the population		Based upon the median no. of residents per facility		Recommended	Meet Standard Need Exists Surplus	Additional Facilities/Amenities needed
Total Park acres	82.58	11.64	94.22	Acre(s)	1.77	1000	10.6	1000	566	Need Exists	-471 Acre(s)
OUTDOOR AMENITIES											
Picnic Shelters/Areas	9		9	Site(s)	1.00	5,929	1	7000	8	Surplus	1 Site(s)
Multipurpose Fields (Full=1, Half=0.5)	13	5.78	18.78	Field(s)	1.00	2,841	1	4070	13	Surplus	6 Field(s)
Diamond Fields	14	11.65	25.65	Field(s)	1.00	2,080	1	3675	15	Surplus	11 Field(s)
Basketball Courts (Full=1, Half=0.5)	5.5		5.5	Court(s)	1.00	9,702	1	8363	6	Need Exists	-1 Court(s)
Tennis Courts (Lit&Unlit)	12	1.5	13.5	Court(s)	1.00	3,953	1	5865	9	Surplus	4 Court(s)
Pickleball Court	6		6	Court(s)	1.00	8,893	1	10500	5	Surplus	1 Court(s)
Volleyball Court	2		2	Court(s)	1.00	26,680	1	26612	2	Meets Standard	0 Court(s)
Combined Court (Tennis/Pickleball/Ice rink)	10		10	Court(s)	1.00	5,336	1	12972	4	Surplus	6 Court(s)
Playgrounds	16	9	25	Site(s)	1.00	2,134	1	3707	14	Surplus	11 Site(s)
Off Leash Dog Parks	2		2	Site(s)	1.00	26,680	1	55135	1	Surplus	1 Site(s)
Skateboards Areas	1		1	Site(s)	1.00	52,080	1	60904	1	Meets Standard	0 Site(s)
Bikeways/Bike Lanes (Miles)	4.5		4.5	Mile(s)	0.08	1,000	0.04	1000	2	Surplus	2 Mile(s)
Walking and Biking Trails (Miles)	7.13		7.13	Mile(s)	0.13	1,000	0.25	1000	13	Need Exists	-6 Mile(s)
Spraypads	4		4	Site(s)	1.00	13,340	1	54100	1	Surplus	3 Site(s)
Outdoor Pool	2		2	Site(s)	1.00	26,680	1	46353	1	Surplus	1 Site(s)
Fitness Station	2		2	Site(s)	1.00	26,680	1	35000	2	Meets Standard	0 Site(s)
Population estimates - 2022 ACS, 5 Year Estimates											
											53,359



## RECOMMENDED ACTIONS



### Implement Parks And Facilities Assessment Recommendations.

Implementing park and facility assessment recommendations will involve using the insights and data from a comprehensive evaluation of the District's parks and facilities as part of the planning process to guide the investments. This will include carefully analyzing each park and facility assessment report to understand the condition and needs of each park and facility.



### Develop a Climate Action Plan.

The development of a Climate Action Plan should include operations and facilities electrification strategies. Replacing fossil-fuel-powered equipment, vehicles, and HVAC systems with electric alternatives, utilizing renewable energy sources where possible and continuing to prioritize energy audits are among plan initiatives expected to limit environmental impacts, lower operating costs, and create healthier and more sustainable built environments.



### Continued Development of an Asset Management Plan.

The continued development of the District's asset management plan will position the District to tell the story of where future capital and annual maintenance and operation funds should be allocated to bring the system up to satisfactory levels. Having the data and information included in this plan will be critical to directing appropriate funding levels to care for parks and other physical assets in the District's system.



### Strengthen the Capital Investment Policy.

Expanding upon the District's Capital Investment Policy will involve establishing a framework to guide the prioritization, funding, and implementation of long-term infrastructure and development projects. This will position the District to continue to invest in critical infrastructure and guide investments that align with organizational values.



## PRIORITY GOALS | QUALITY INFRASTRUCTURE MANAGEMENT



### Implement Dog Park Enhancements and Education.

Dog park enhancements and education are expected to improve the user experience, promote responsible pet ownership, and increase community engagement by way of the continued growth of pet ownership in communities across the country. This can include facility upgrades, better waste management practices, added amenities, and workshops and programs leading to more responsible pet ownership and care.



### Continue to Focus on the Customer Experience in Park Spaces.

As part of each 10-year park master plan, continue to commit to considering the user's experience when planning and improving park spaces fostering positive connections with public spaces and places. Examples of this include consideration of comfortability (shade) in areas that may lack tree canopy or seating in areas that may be considered heavily used or prompt serenity.



### Explore Passive Recreation Opportunities.

Emphasizing passive recreation opportunities involves continued consideration of spaces and experiences that allow visitors to engage with park environments in a relaxed, low-impact way. Passive recreation enhances well-being, fosters connection with nature, and makes parks accessible to a broader audience. Areas such as trails and walking paths are widely considered the most sought-after park amenities across the country.



### Continued Compliance with the Americans with Disabilities Act (ADA).

Continued compliance with the Americans with Disabilities Act (ADA) includes the District's ongoing commitment to meeting and exceeding standards. This includes ongoing assurance that all new design and construction of facilities and park assets meets the Illinois Accessibility Code (IAC) requirements and sustained implementation of the American with Disabilities Act (ADA) Transition Plan. [ADA outreach survey information can be found in Appendix A: Engagement Summary.]



### Continue to Adhere to and Update the District's Historic Property Management Plan.

The District should continue to adhere to and update its existing Historic Property Management Plan which guides the operations and maintenance practices for the District's three historic and cultural properties: Oak Park Conservatory, Pleasant Home, and Cheney Mansion.

“I love the parks around here! It's clear many other folks feel the same way. And to see people out enjoying the day greatly improves my own!”

*Community member comment received from a virtual engagement room survey.*

## PRIORITY GOALS | STAFF EXCELLENCE

Cultivating a team of highly skilled, motivated, and committed individuals who consistently deliver high-quality work and embody the Park District of Oak Park's value of responsible leadership.

Staff excellence encompasses professional development, collaboration, adaptive leadership, and a shared dedication to continuous improvement.

The foundation of the District's continued success lies in the performance and commitment of the professional staff who each day ensure that parks and recreation services meet or exceed expectations, directly impacting the District's success and reputation.

Recommended actions resulting from the process (included on the following pages as well as in the District's Implementation Plan) intend to influence the following intended outcomes.



1. **Enhancing Team Morale:** The District will continue to foster a culture of excellence which fosters pride, recognition, and shared purpose, leading to increased motivation and job satisfaction.
2. **Delivering Superior Services:** The District will continue to pursue excellence in staff performance which will translate to better outcomes for residents and the broader the community.
3. **Adaptability and Innovation:** The District will continue its commitment to excellence focused on learning and creative problem-solving, making the District resilient and forward-thinking.
4. **Attracting and Retaining Talent:** The District will continue to support staff development and create an environment where top talent wants to stay and grow.



### RECOMMENDED ACTIONS



#### Define Professional Development Opportunities and Guidelines.

Providing a menu of educational resources, including workshops, seminars, conferences, online courses, and certifications relevant to professional roles and career aspirations, and establishing parameters for participation is expected to help the District in efforts to retain top talent, enable succession, and foster a supportive work environment. Content can include topical areas most relevant to today's park and recreation systems such as inclusion practices, ADA requirements and compliance, sustainability practices, financial and business acumen, and others.



#### Analyze the Effectiveness of Communication Efforts.

Continually evaluating the effectiveness of current communication efforts through various methods, including surveys, focus groups, and interviews, will allow the District to gain insights into internal communication preferences, challenges, and areas for improvement.



#### Strengthen Employee Recruitment and Hiring Process and Diversify Workforce.

The commitment the District has made to hire a full-time Recruitment Coordinator, underscores its interests in strengthening the recruitment and hiring process. Continuing to identify positions that are commonly difficult to fill, expanding recruitment channels, and streamlining the hiring process so that it is user friendly and minimizes obstacles and barriers will further the District's interests in galvanizing its workforce. Additionally, a focus on diversifying the employee base will require an approach that aligns with the District's values and considers community demographics. Using the District's Diversity, Equity, and Inclusion Framework (as referenced on page 41), design postings with DEI references and language and consider broadening recruitment efforts beyond existing practices.

“[PDOP] provides indoor and outdoor places for community members. The facilities are well maintained by courteous and helpful staff.”

*Community member comment received from a virtual engagement room survey.*

## PRIORITY GOALS | ORGANIZATIONAL EXCELLENCE

A commitment to organizational excellence refers to achieving and maintaining the highest standards for operations, programming, and engagement. It means being a model of efficiency, innovation, and service delivery, while upholding a commitment to environmental stewardship, inclusivity, and fiscal responsibility.

Recommended actions resulting from the process (included on the following pages as well as in the District's Implementation Plan) intend to influence the following intended outcomes.

1. **Community Impact:** The District will continue to create meaningful recreational, educational, and cultural opportunities that enhance the quality of life for all residents.
2. **Trust and Credibility:** The District will continue to ensure transparency and accountability, ensuring that taxpayers and stakeholders see their resources managed effectively.
3. **Sustainability:** The District will continue to prioritize resource conservation, innovative design, and thoughtful planning, the district preserves natural and financial resources for future generations.
4. **Strength and Resilience:** The District will continue to foster a culture of excellence inspires staff to strive for their best, resulting in better programs, services, and overall community engagement.
5. **Leading in Parks and Recreation Systems Management:** The District will continue in its commitment to excellence positioning itself as a leader in the field, influencing other organizations and inspiring partnerships that amplify impact.





## PRIORITY GOALS | ORGANIZATIONAL EXCELLENCE

The Park District works to be a leader among park and recreation agencies throughout the country. By voluntarily submitting itself to various accreditation and awards processes, the community and staff can be assured that the Park District meets or exceeds current industry standards and has processes in place to best serve the Oak Park community.



**National Gold Medal Award Finalist/Winner (2015)** *National Recreation and Park Association (NRPA)*  
for parks and recreation management excellence



**National Accreditation** *Commission for Accreditation of Park & Recreation Agencies (CAPRA)*  
for overall quality of operation, management, and service to the community



**Distinguished Agency Accreditation** *Illinois Association of Park Districts (IAPD)*  
for providing outstanding parks and recreation services to their community



**Outstanding Park or Facility Award** *Illinois Parks & Recreation Association (IPRA)*  
for outstanding and unique achievement in design and development of the CRC



**Platinum International Aquatic Safety Award** *Ellis & Associates (E&A)*  
for aquatics safety; top 10% worldwide



**Golden Guard & Outstanding Responder Award** *E&A*  
for lifeguarding performance



**Best Green Practices Award** *IAPD*  
for work in CRC's construction and sustainability as a net zero facility



**Emerald Award** *Illinois Green Alliance*  
for outstanding green building achievements



**Champions of Change Award** *IPRA*  
for unique and exemplary DEI practices



**Distinguished Budget Award** *Government Finance Officers Association (GFOA)*  
for preparation of budget documents of the highest quality; 13 straight years



**Certificate of Achievement for Excellence in Financial Reporting (2023)** *GFOA*  
for annual comprehensive financial reporting

## RECOMMENDED ACTIONS



### Consider Future Application for the National Gold Medal Award.

The District is encouraged to consider future application for the National Gold Medal Award which honors public park and recreation agencies and state park systems throughout the United States and armed forces recreation programs worldwide. This award is given annually to systems which demonstrate excellence in long-range planning, resource management and innovative approaches to delivering superb park and recreation services with fiscally sound business practices.



### Maintain National Recreation and Park Association's (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA) designation.

The District is encouraged to maintain its National Recreation and Park Association's (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA) designation. CAPRA is an operational management system intended to improve infrastructures, increase efficiency in all activities; and a way to demonstrate accountability to communities served.



### Maintain Illinois Distinguished Agency Accreditation.

The Illinois Distinguished Accreditation program's purpose is to improve the delivery of recreation services to the residents of Illinois through a voluntary comprehensive evaluation process. The desired result is to improve the quality of life for Illinois residents and to recognize those agencies that provide this quality service. Ongoing completion of this program furthers the District's commitment to provide exceptional park and recreation services to its residents.



### Technological Improvements.

Improved technologies can help streamline operations, enhance service delivery, and make District services more accessible to a broader audience. Examples include advanced registration systems and platforms that have improved customer centric capabilities and the use of Artificial Intelligence (AI) to can enhance the customer experience as well as improve operations (use as a research assistant, data analyzer, etc.).



### Continue to Identify New Partnership Opportunities.

The District will continue to benefit from considering additional partnership opportunities as mechanisms to best use resources, reduce or eliminate duplication, and ways to enhance the community's "Continuum of Park and Recreation Service". Areas of focus may include youth service opportunities, outdoor recreation, facility management, and health and wellness. [Appendix F provides details regarding the Providers Network Luncheon held as part of the planning process that includes an inventory of current and prospective partners.]



### Continued Evaluation of Existing Partner Agreements, Memorandums of Understanding (MOUs), and Joint Use Agreements (JUAs).

Well planned and managed partnerships have provided the District with enhanced innovations and have led to bridging markets, cooperative capital development and improvements, and collaborative service delivery. These agreements, Memorandums of Understanding (MOUs), and Joint Use Agreements (JUAs) should continue to be evaluated annually with reviews of the scope and management of the relationship, roles and responsibilities, milestones, terms, and financial arrangements including reciprocity.



### Evaluate Performance Effectiveness.

Performance measures are essential tools for assessing the effectiveness and success of services, parks and facilities, and overall operations. These metrics will assist the District track progress, identify areas for improvement, and demonstrate accountability to stakeholders, including residents, the Board, and various funding bodies. These also allow the District to continue to update its existing performance dashboard allowing for transparency in reporting.



“The Park District is one of our favorite things about living in Oak Park! Thanks!”

*Community member comment received during the Community Meeting on May 15, 2024*

## PRIORITY GOALS | CUSTOMER & COMMUNITY FOCUS

The Park District of Oak Park embodies that of a community and customer-focused organization that understands the needs, preferences, and well-being of its residents.

For the District this involves listening to residents, fostering an inclusive and welcoming environment where people feel valued and engaged, and considering the provision and facilitation of park and recreation services that responsibly address community needs and interests.

Recommended actions resulting from the process (included on the following pages as well as in the District's Implementation Plan) intend to influence the following intended outcomes.

1. **Strengthen Community Connections:** The District will continue to focus on building trust and enhancing the overall quality of life for residents.
2. **Increase Recreation Program/Service Success:** The District will continue to design and deliver services while considering and appreciating community input leading to higher satisfaction and engagement.
3. **Promote Inclusivity and Access:** The District will continue to be customer-focused ensuring that diverse voices are heard and that offerings are accessible and welcoming to all.
4. **Drive Continuous Improvement:** The District will continue to solicit feedback from the community providing valuable insights that will help refine service and innovate new solutions.
5. **Build Loyalty and Advocacy:** The District will continue in its efforts to make residents feel valued and thus, likely to support the District through increased participation, volunteering, and ongoing advocacy.



## RECREATION TRENDS

Recreation trends can be a source of inspiration for park and recreation systems and professionals who serve communities across the country. Recreation related innovations and ideas have become game changers in the field from coast to coast.

Three significant trends highlighted here include changing perspectives on how to define a “senior” and their evolving interests, nationwide trends in youth sport participation, and the emergence of pickleball.

### What is a Senior?

Seventy-six million Americans were born between 1946 and 1964, representing the Baby Boomer generation and a cohort that is significant based on no more than size alone. Baby Boomers control over 80% of personal financial assets and more than 50% of discretionary spending power. Boomers are responsible for more than half of all consumer spending, buy 77% of all prescription drugs, 61% of OTC medication and 80% of all leisure travel.

This cohort does not relate to the term “senior” nor wishes to engage in the same types of activity as do their “elders”. Boomers are social-cause oriented, care about vitality and activity, claim, “65 is the new 50!” and are fitness and wellness driven. This “don’t call me senior” group enjoys more active pursuits including exercising to stay healthy and age well.







## Decline in Team Youth Sports Participation

Multiple studies have found a sharp and continuing decline in traditional youth sports participation (e.g., baseball, basketball, football, etc.). Concurrently, there also has been a steady decline in physical activity by youth. The Aspen Institute's Project Play *State of Play* report shows that before the restrictions imposed by the pandemic, participation in youth sports declined from 45 percent in 2008 to 38 percent in 2018 and new studies not yet released are expected to reveal that the decline continues.

The majority of kids ages 6 to 12 playing a team sport quit by age 11, and since the pandemic, three in 10 kids who previously played say they are no longer interested in playing again. These statistics have alarmed youth sports organizations and child health experts alike. One way some park and recreation agencies are addressing these issues is by hosting sports sampling programs. These specifically designed programs are held over a day or a weekend, during which sports trainers, players and leaders give kids an opportunity to try a variety of sports out for an hour or two and then move on to another sport. These efforts also include introductions to non-traditional sports such as mountain biking and pickleball.

This decline has begun to inspire some park and recreation systems to reduce the number of specialized sports facilities offered and begin to adapt fields and facilities to become multi-use spaces that accommodate more uses and users.

## The Emergence of Pickleball

There is one recreation trend that stands alone among all others today and one to which the Park District of Oak Park has responded: pickleball. What seemed to be a niche activity for older adults with bad knees has exploded into a full-fledged trend, complete with pickleball performance apparel, celebrity influencers, and even professional leagues. Virtually anyone can play, and schools and recreation centers are expanding opportunities for youth to play in a variety of indoor and outdoor settings.

The inception of pickleball can be traced back to 1965. Now considered the fastest growing sport in America by *The Economist*, pickleball is estimated to have more than 4 million people playing it annually. Some suggest the best part about pickleball is its universality. Two of the more compelling circumstances surrounding pickleball today are the degree to which agencies and therefore, communities financially support the sport as the flood of public demand continues to build more courts.

There is also the increase in the number of complaints park and recreation professionals nationwide are receiving about the incessant day and night “thwack-thwack” emanating from pickleball courts. Nearby residents claim the noise can reach 70 decibels from 100 feet away, noise that exceeds most local community standards.





## MARKETING AUDIT

A Marketing Audit, conducted by CivicBrand, evaluated the District's current efforts to reach residents not currently engaged in Park District services.

It analyzed the first two stages of the marketing funnel (pictured right), awareness and consideration. The Awareness stage is focused on generating awareness of District offerings through various channels, including social media, local events, and community partnerships. The Consideration stage aims to convert awareness into action with targeted messaging on the District's unique features and benefits, as well as education about its service offerings, in order to motivate non-users to become users.

*NOTE: The complete Marketing Audit is available as Appendix D.*



## RECOMMENDED ACTIONS

### Marketing Improvements and Enhancements.

#### Marketing - Awareness Stage

- There is opportunity to expand and grow interest amongst residents who do not have young children in the event the District were to place a more focused effort on the provision of adult centric programs and services (*see page 42 recommendation*).
- Evaluate the channels you post on along with opportunities for cross promotion with other organizations to expand the District's reach.
- Explore creative strategies to make your social media content more engaging by focusing on a mix of storytelling, interactive elements, and visuals.





### Continue 5-Year Community Survey.

Ongoing design and distribution of a 5-Year Community Survey will provide the District with important resident insights and perspectives as they relate to customer satisfaction as well as opportunities for improvement.

Considerations as informed by the Marketing Audit conducted as part of the planning process relating to survey design include but are not limited to the following:

- Look to increase respondents that indicate “Strongly Agree” on the “thinking about the Park District social media, how strongly do you agree or disagree that the posts are...” question in future surveys.
- Favorability remains high, but the amount of “Very Favorable” responses and the average rating has decreased since 2019, which aligns with national trends. This is something to keep an eye on to ensure it doesn’t become a downward trend.



### Continued Website ADA Compliance.

The District should continue its website compliance with the ADA to be accessible, operable, perceivable, and understandable to people with disabilities. The District should continually meet the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standard, the District can comply with this set of internationally recognized standards to ensure that its digital content is accessible to all users.



### Continue Community Outreach.

The planning effort served as a foundation from which to continue efforts to keep the community engaged and apprised of the happenings of the District. Scheduling touch points such as presentations at local service club functions, hosting and planning quarterly public gatherings (at various locations throughout the community and times of day), distributing annual satisfaction surveys, facilitating contests on social media, and other innovative ways to keep the community engaged will help keep the District stay top of mind and offer various platforms from which people can connect with the organization. This should also include consideration of multi-lingual communication methods.



### Define a Service Philosophy for Older (Active) Adults.

Serving the District's older adult population is currently done under the umbrella of "Active Adult" defined as anyone 50 years of age and older. There are three distinctive older adult demographics – active older adults, passive older adults, and the elderly over the age of 50. These all require different and diverse approaches to service design and delivery. This may be a service enhancement consideration of the District moving forward.



### Explore Options for Family and Adult Programming.

Given the demands of family life, working parents, adults without children, and a need for activity to support mental and physical health, the District should consider specialized classes, events, and workshops that are offered during non-working hours (between 5 and 8 pm) that are designed for families with young children (under the age of 8), and for adults who do not either have children or whose children are no longer dependent.



### Maintain an Understanding of Local Public Health Indicators.

Maintaining an understanding of local public health indicators is important for the District to effectively respond to community health needs and enhance the overall well-being of residents. Public health indicators provide valuable insights into the state of health in Oak Park, influencing decisions on recreation service development and facility enhancements (e.g., outdoor fitness equipment). By staying informed, the District will continue to play a critical role in promoting healthy lifestyles and contributing to community resilience.



### Identify Constraints and Barriers to Access.

Identifying constraints and barriers that could hinder access to District programs involves a comprehensive assessment of factors like geographical location, financial limitations, transportation options, scheduling conflicts, language barriers, and social and/or cultural considerations. By pinpointing these obstacles, a clearer picture emerges of the difficulties community members encounter in utilizing District services. This insight can then inform the development of focused strategies and initiatives to overcome or eliminate these barriers, ensuring that District services are accessible and inclusive to all individuals, irrespective of their circumstances.



### Continue the collaboration with West Suburban Special Recreation Association (WSSRA).

As a founding member of the West Suburban Special Recreation Association (WSSRA), the District's continued collaboration with WSSRA speaks to its importance as an avenue for connection so that special recreation programs remain accessible and available for Oak Park residents and that reasonable modifications to support inclusive participation in District services by people with disabilities remain available at locations throughout the community [ADA outreach survey information can be found in Appendix A: Engagement Summary].



### Review recreation fads and trends on an annual basis.

To ensure relevance, the District will conduct an annual analysis to review and evaluate industry related fads (new activity that has revealed itself but has yet to have a shelf life) and trends (activity that has been in existence for a decade or more). By considering relevant information and insights from organizations such as the National Recreation and Park Association as well as market research firms like Trend Hunter, the District will be positioned to identify fads and trends that can influence quality of life services like parks and recreation.



### Apply a Recreation Services Analysis.

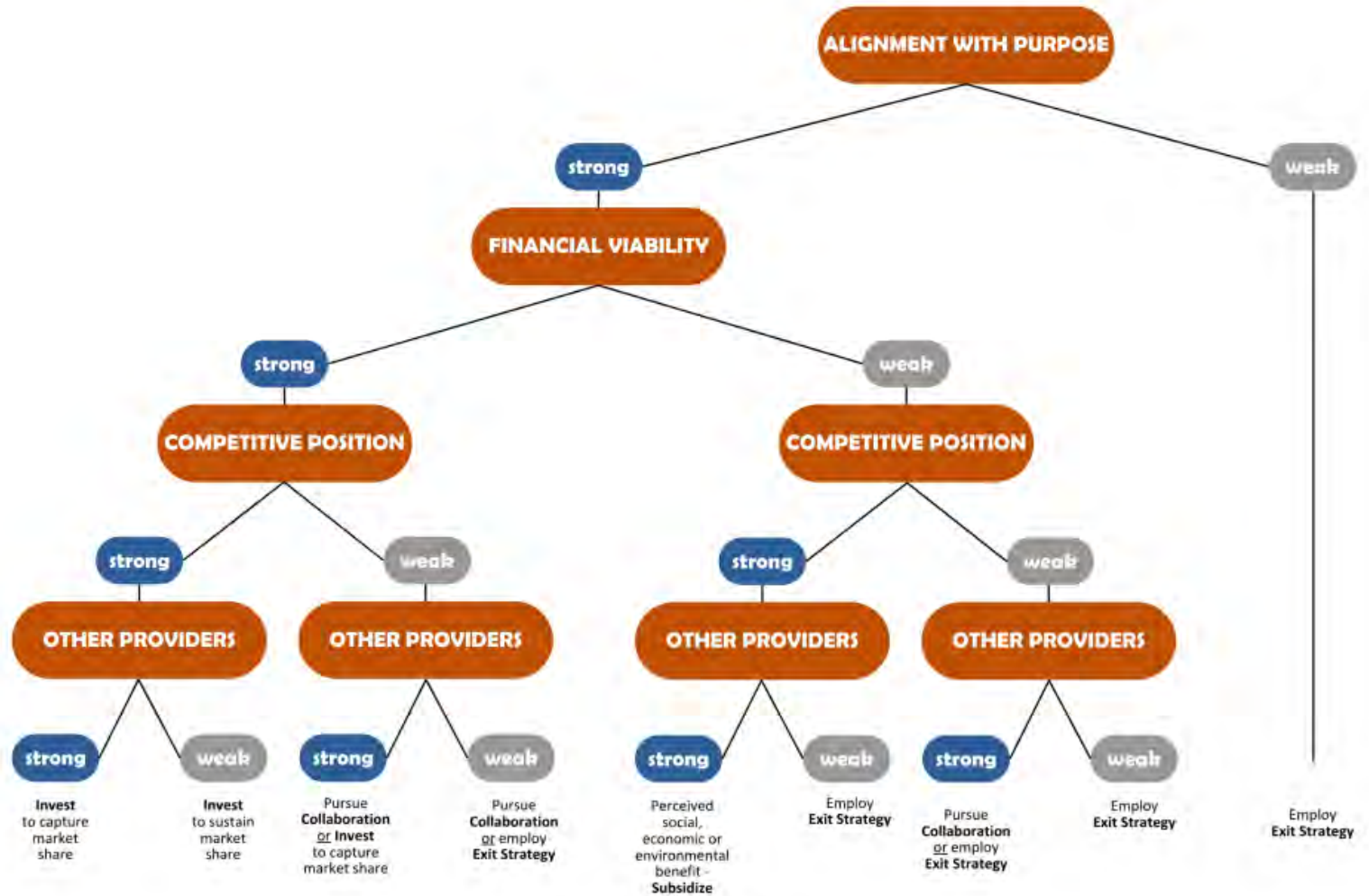
A service analysis includes a thoughtful review and evaluation of the effectiveness and efficiency of services such as activities, courses, classes, events, and rentals. Analysis results ultimately provide recommended service delivery strategies which can include either continued investment in the service, collaboration, or divestment. The analysis considers each service's relevance and alignment with purpose; its market position; consideration of other providers which offer similar and like services; and its financial viability. This extraordinarily valuable method was introduced to the recreation staff as part of the process by way of two workshops and intends to help staff analyze their service inventory, best define their service "lane", and reduce duplication of services which can fragment limited resources.

[Service Analysis Decision Making Tree on page 44]



Apply a Recreation Services Analysis (cont).

## SERVICE ANALYSIS DECISION MAKING TREE

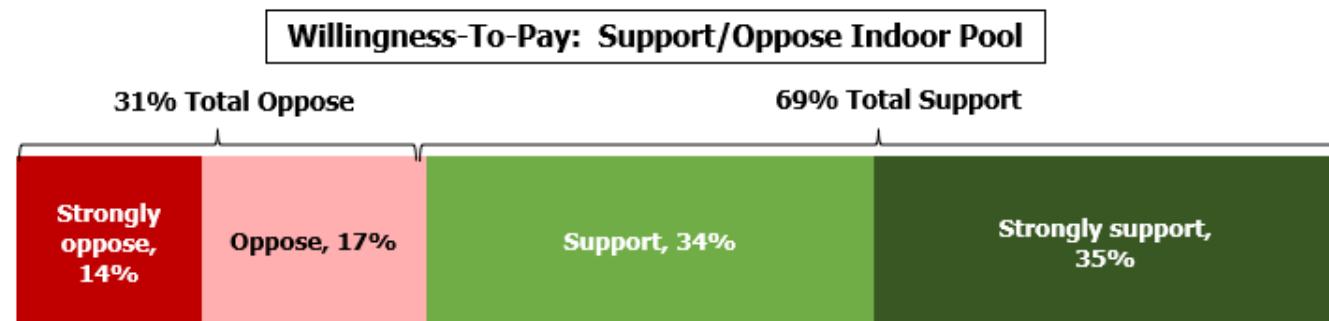


110%. All Rights Reserved.

## Present a Pool Referendum to Residents.

A community survey conducted by the District in 2023 included a question specific to resident support for a property tax increase to help pay for the cost of an indoor community pool. As a result, 69 percent of respondents expressed support for a new pool (see image below). In addition, there was also an expressed interest from those who engaged in community pop-up engagements during the planning process (73 percent of respondents suggested support for a referendum).

It is recommended in response that the District prepare and present a referendum to residents to determine their willingness to invest their tax dollars towards the construction of a new indoor pool as well as understand that there will be programmatic fees and charges assessed for admission and recreation services intended to cover the operations and maintenance of this new asset. In preparation of the referendum and to balance the District's commitment to addressing the community's interests while ensuring fiscal responsibility, it is recommended that a thoughtful and informed feasibility study leading to solid estimates for construction (including compounding based upon the anticipated year of construction) be conducted that will inform the tax increase that residents can expect. The study should consider the design, construction and ongoing operations and maintenance of a three-bodied pool lap, fun/open play and therapy) allowing the District to serve a broad portion of the greater Oak Park community providing various activities for varied markets.



[Source: 2023 Community Survey for the Park District of Oak Park]

“I appreciate all that you do to make Oak Park such a wonderful place to call home.”

*Community member comment received during the Community Meeting on May 15, 2024*



## PRIORITY GOALS | FINANCIAL STRENGTH

Exhibiting financial strength and being a fiscally responsible organization means using resources wisely, balancing expenses with revenues, and planning strategically to ensure long-term sustainability.

For the Park District of Oak Park, financial strength is about delivering high-quality parks and recreation services while maintaining accountability to taxpayers and stakeholders and continuing to be good stewards of taxpayer resources.

Recommended actions resulting from the process (included on the following pages as well as in the District's Implementation Plan) intend to influence the following intended outcomes.

- 1. Sustaining High-Quality Services:** The District will continue to ensure that it will maintain and improve parks and facilities over time without compromising quality.
- 2. Building Trust with Stakeholders:** The District will continue to be responsible fiscal stewards demonstrating transparency and accountability and fostering trust among residents.
- 3. Enabling Stability and Smart Growth:** The District will continue to maintain a strong financial position allowing investments in future projects, the ability to adapt to changing community needs and preferences and to seize new opportunities.
- 4. Preparing for Uncertainties:** The District will continue to maintain a solid financial foundation providing a safety net to weather unexpected challenges, such as economic downturns or natural disasters.
- 5. Ensuring Fair and Just Use of Resources:** The District will continue to be financially responsible ensuring that taxpayer dollars are spent equitably, benefiting the entire community.
- 6. Attracting Funding and Partnerships:** The District will continue to build upon its reputation for financial responsibility leading to increased grant opportunities, sponsorships, and collaborations with other organizations.



## FINANCIAL SUSTAINABILITY STRATEGY

This Plan's scope of work extended beyond a conventional comprehensive master planning effort to evaluate the costs of doing business so that there is a solid understanding of how taxpayer dollars are being spent and invested so that future financial decision making continues to be as informed as possible.

### Overview and Philosophy

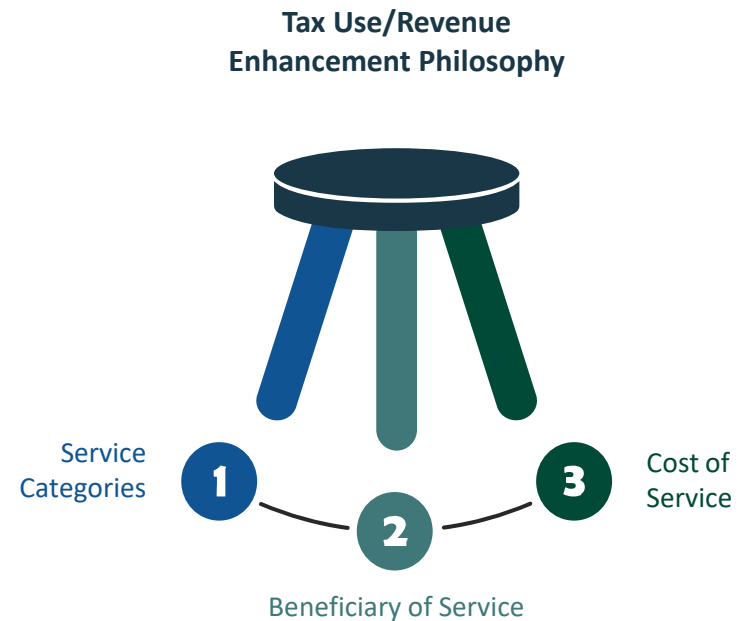
High-performing park and recreation agencies seek out and embrace responsible financial and service management practices. They actively understand the cost of doing business, identify cost savings, seek out partnerships that have reciprocal benefits, divest of services that do not align with mission or waste resources, and generate revenues when and where appropriate to reinvest in important and often underfunded services, maintain infrastructure, and relieve pressure on taxpayer resources. Ultimately, they possess a financial sustainability philosophy that provides a foundation from which all investment and spending decisions, and funding strategies are built.

### Designing the PDOP Financial Sustainability Strategy

The Financial Sustainability Three-legged Stool illustration builds on the philosophy of Parks and Reconomics© - how parks and recreation organizations manage their finite financial resources.

PDOP embraced this charge and the exercise of creating a financial sustainability strategy for its parks and recreation services by following these principal steps (as illustrated in the graphic to the right).

*NOTE: Full details on the Financial Sustainability Strategy are available as Appendix B.*



### RECOMMENDED ACTIONS



#### Update the Current Cost Recovery Policy for Board Approval.

The current cost recovery policy should be updated to reflect the new Tax Use and Revenue Generation Strategy (*see Appendix B*) created as part of the planning process. This will include review and approval of the Board of Commissioners.



#### Continue to Pursue Alternative Funding Sources.

The District should continue to actively pursue alternative funding sources beyond traditional revenue streams, such as grants, donations, and other innovative funding mechanisms. This approach will reflect the District's commitment to diversifying its financial resources and maximizing opportunities.



#### Evaluate Contractor "Splits".

Current contractors who work with the District to provide various services receive what are referred to as "splits" (e.g., 60/40 split with 60 percent of revenues going to the contractor while the remaining 40 percent goes to the District). These "splits" may not always be favorable to the District and therefore, taxpayers. It is recommended that this practice be evaluated and possibly discontinued. Each type of activity inherently belongs to a service area or category which has an assigned cost recovery goal. These goals should dictate pricing and therefore "splits" moving forward.



#### Conduct Annual Cost of Service Analysis Updates.

It is recommended that the District update and re-analyze its cost of service annually to ensure that ground is gained in terms of meeting cost recovery goals. This exercise will also allow the District to begin benchmarking against past performance rather than comparing itself with other organizations (which can be misleading given many do not account for all costs (direct and indirect) of doing business). These updates should consider capital expenditures in order to reflect complete cost of service.





### Conduct a Review of the Tax Use and Revenue Generation Strategy.

The recommended Tax Use and Revenue Generation Strategy should be reviewed annually, and subsidy (tax dollar) investment goals should be analyzed and updated at least every two to three years or more frequently as necessary.



### Implement Strategic Pricing.

An online Pricing Worksheet has been made available to staff as a tool to assist in pricing services based upon current cost of service while using the default principal method for establishing services fees, cost recovery pricing (defined as determining a fee based on established cost recovery goals). Other pricing methods may be utilized by the District, however, any strategy or method used will ultimately require that cost recovery goals and expectations be met per the District's Tax Use and Revenue Generation Strategy. Alternative pricing methods may include market, competitive, penetration, differential and bundling pricing that can be effective options based upon market behavior, economic principles like the law of supply and demand and ability to pay, the presence and characteristics of other service providers, and various other relevant considerations.



### Reevaluate Success Metrics.

Success metrics should be reviewed and used as a means to reevaluate whether each service is compliant with established cost recovery goals (as indicated on the Tax Use and Revenue Generation Strategy) as well as other efficiencies and intended outcomes. Examples of success metrics include those listed below.

- Financial Viability: a service must meet its minimum tax dollar investment/ cost recovery goal as noted on the Tax Use and Revenue Generation Strategy Continuum.
- Operational Efficiency: services should meet 75% or more of capacity or realize a minimum increase of 10% usage during each service cycle to ensure efficiency of resource investment.
- Participant/Customer Satisfaction: overall participant satisfaction must meet a minimum of 85% satisfaction or higher.
- Participant/Customer Impact: alignment with service goals – impact on social connections, increases in activity levels, impacts on quality of life, school performance, etc.

“When I hear ‘Park District of Oak Park’, I immediately think of sustainability – economically, historical, and environmental.”

*Community member comment received from a Community Focus Group Meeting on May 15, 2024*



# IMPLEMENTATION PLAN





## IMPLEMENTATION PLAN | IMPLEMENTATION

Implementation is the actionable part of the overall Comprehensive & Strategic Master Plan. The resulting Implementation Plan included as an appendix to the Comprehensive & Strategic Master Plan and is designed as a management tool for ease of use and as a method of simplifying recommendations. The Implementation Plan is essential for the Comprehensive & Strategic Master Plan to come to life for several key reasons, some of which include:

- **CLARITY OF GOALS AND OBJECTIVES:**  
It outlines specific actions that will be taken within a defined timeframe. This clarity helps ensure that everyone involved understands what needs to be done and why.
- **RESOURCE ALLOCATION:**  
It helps in allocating resources effectively. By identifying the actions, timelines, and responsibilities, the Implementation Plan allows the District to allocate resources such as budget, human resources, and other resources in a targeted and efficient manner.
- **ACCOUNTABILITY AND RESPONSIBILITY:**  
It assigns clear responsibilities to individuals or teams for each action item. This accountability ensures that actions are completed on time and to the expected standards.
- **MONITORING AND EVALUATION:**  
It provides a basis for monitoring progress and evaluating the success of the plan. Regular reviews against the action plan allow for adjustments to be made if circumstances change or if certain actions are not achieving the desired outcomes.
- **CONTINUOUS IMPROVEMENT:**  
It promotes a culture of continuous improvement. Through regular updates and revisions based on feedback and changing circumstances, the District can adapt and evolve to meet new challenges and opportunities.

The Implementation Plan includes 38 recommended actionable steps resulting from the comprehensive planning effort that staff are encouraged to execute to impact and improve District operations and service to community.

*NOTE: The Implementation Plan worksheet tool is available as Appendix C and should be reviewed and updated annually as it is not intended as a static plan given dynamic economic, social, and environmental change.*

## HELPFUL TIPS



### MAINTAIN AWARENESS

Maintaining awareness of the District's commitment to the Implementation Plan amongst all staff is critical to success – and this must go beyond an occasional speech, an annual meeting, or sending the occasional email. After spending months crafting the Comprehensive & Strategic Master Plan and its priorities and recommended actions, it is important that the same commitment, drive, and passion that carried through plan development is continued into implementation, execution, and monitoring progress.



### GENERATE AND KEEP MOMENTUM

It is essential to reinforce action when it is taken. Regular, consistent review of effort is needed to provide feedback, take corrective action, hold staff accountable, and keep the Park District of Oak Park on course.



### MONITORING AND KEEPING SCORE

Monitoring the implementation of the plan is important for several reasons.

First, it helps ensure that work is progressing, and the District is assessing whether it is accomplishing desired outcomes. Second, monitoring provides the opportunity to communicate progress, both internally and externally. Third, it identifies where problems and opportunities lie and what has changed allowing for corrective actions including adjustment or setting a new course. Most importantly, monitoring demonstrates a commitment to the plan and translating the planning effort into tangible reality rather than it become an occasional academic exercise.

OUR

PARKS,

ARTS,

SPORTS,

HISTORY,

OUR

FUTURE.



**PARK DISTRICT**  
of OAK PARK

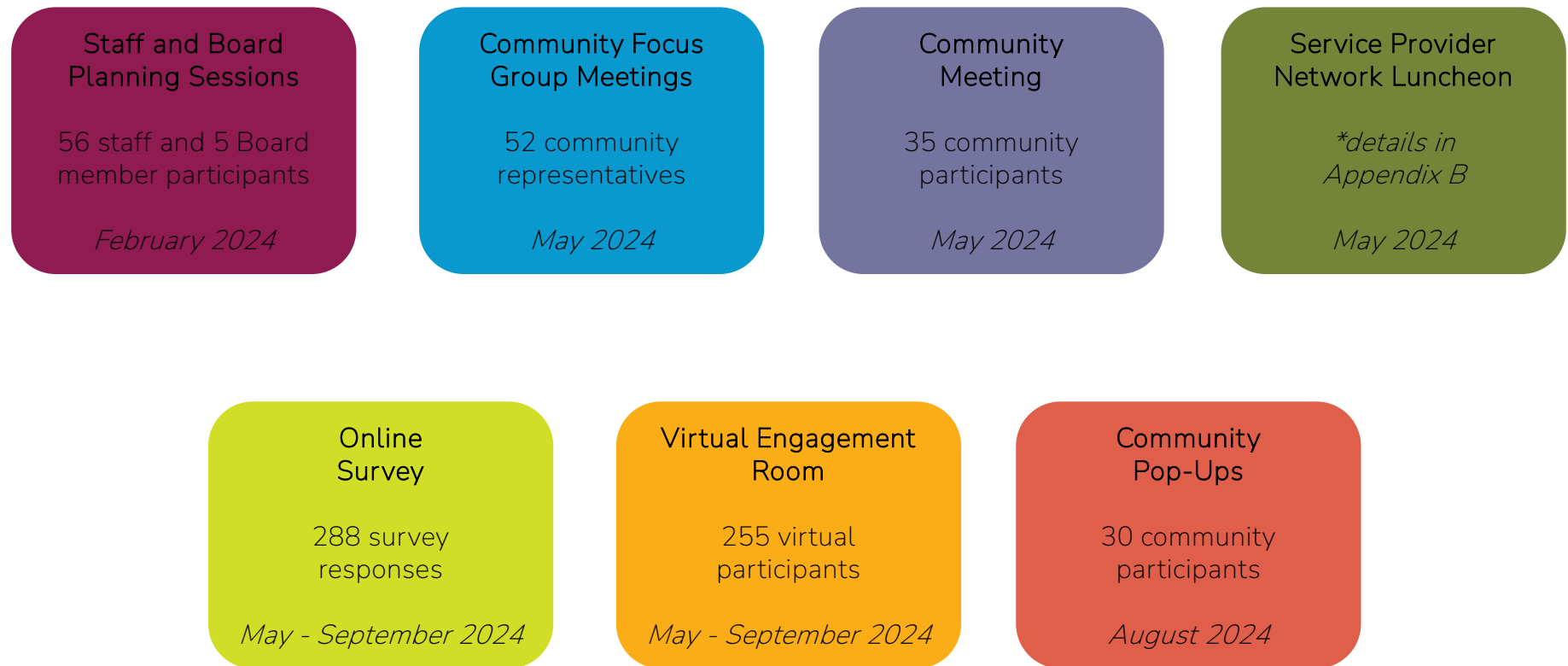


# APPENDIX A ENGAGEMENT SUMMARY



## APPENDIX A | ENGAGEMENT OVERVIEW

The Park District of Oak Park engaged in a comprehensive engagement effort targeting internal and external stakeholders to inform the development of the District's Comprehensive & Strategic Master Plan. The Engagement Summary report offers a high-level overview, and the responses from these engagements, of what was heard and learned throughout the process.

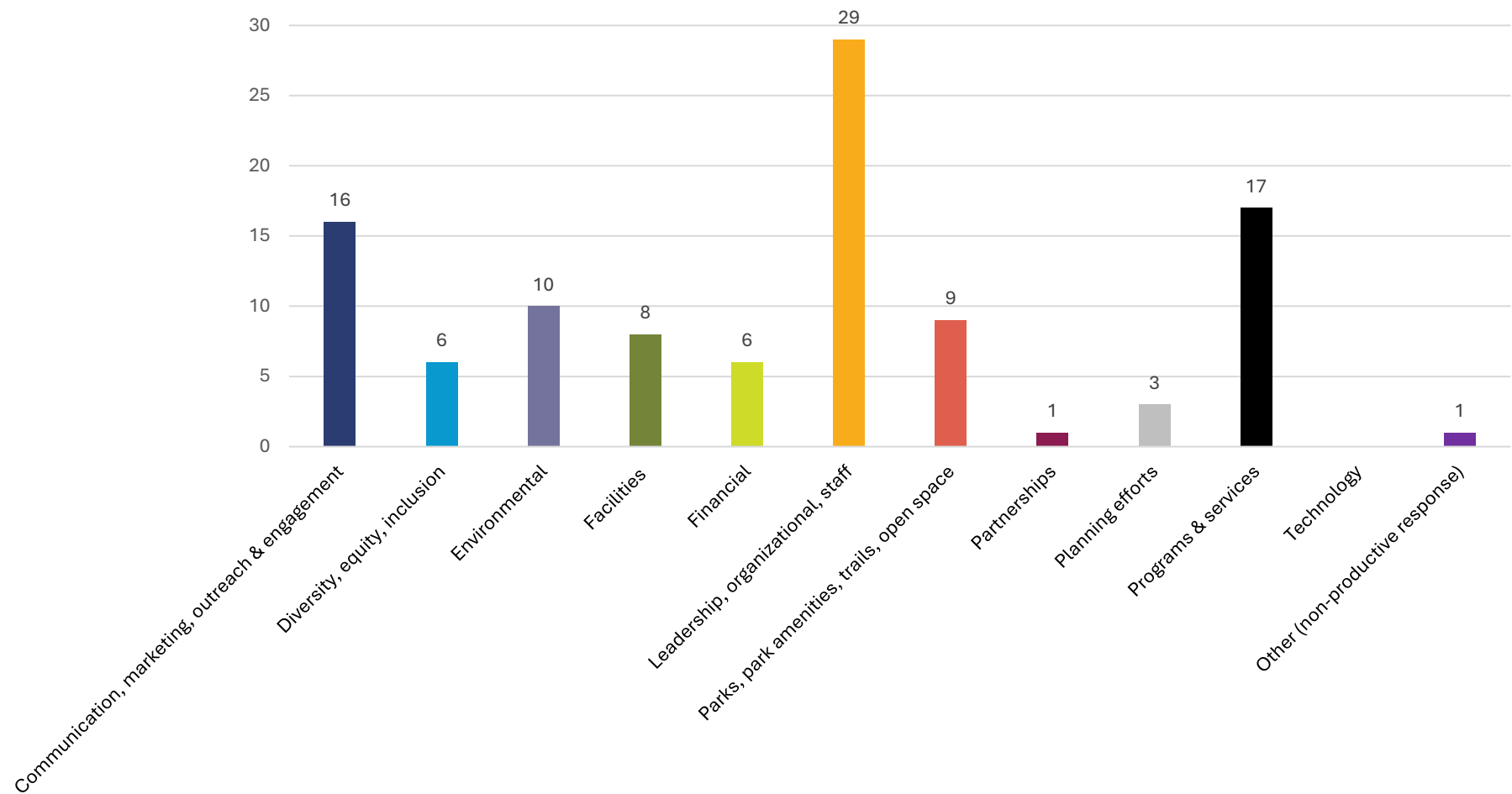


## APPENDIX A | STAFF & BOARD PLANNING SESSION #1 - SURVEY SUMMARY

The Staff and Park Board of Commissioners planning sessions were held on February 14 and 15, 2024.

*The Planning Sessions had 61 total participants (56 staff and 5 Board).*

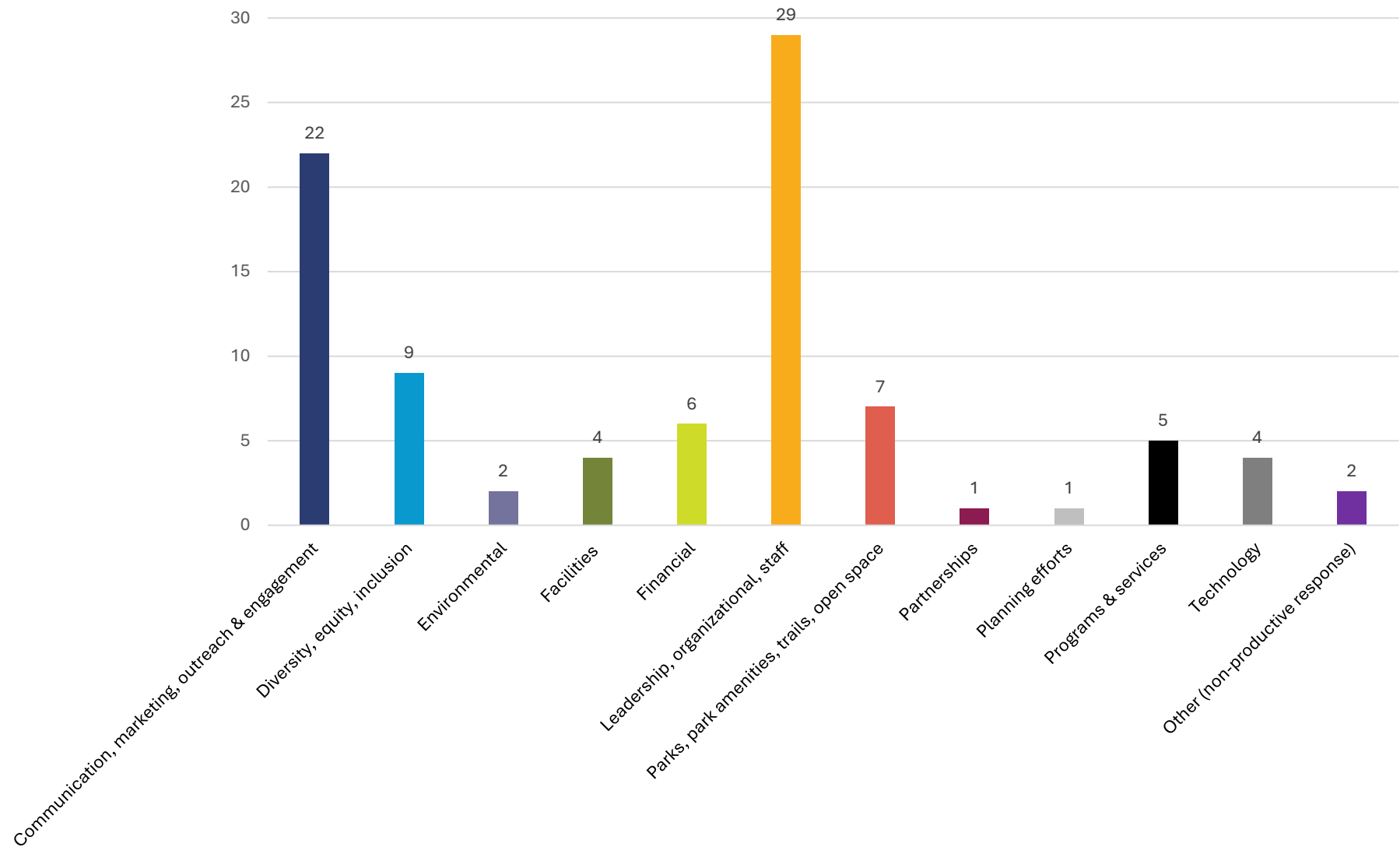
1) What do you believe is important for the Park District of Oak Park to keep/retain as it currently works well and benefits the organization and community?





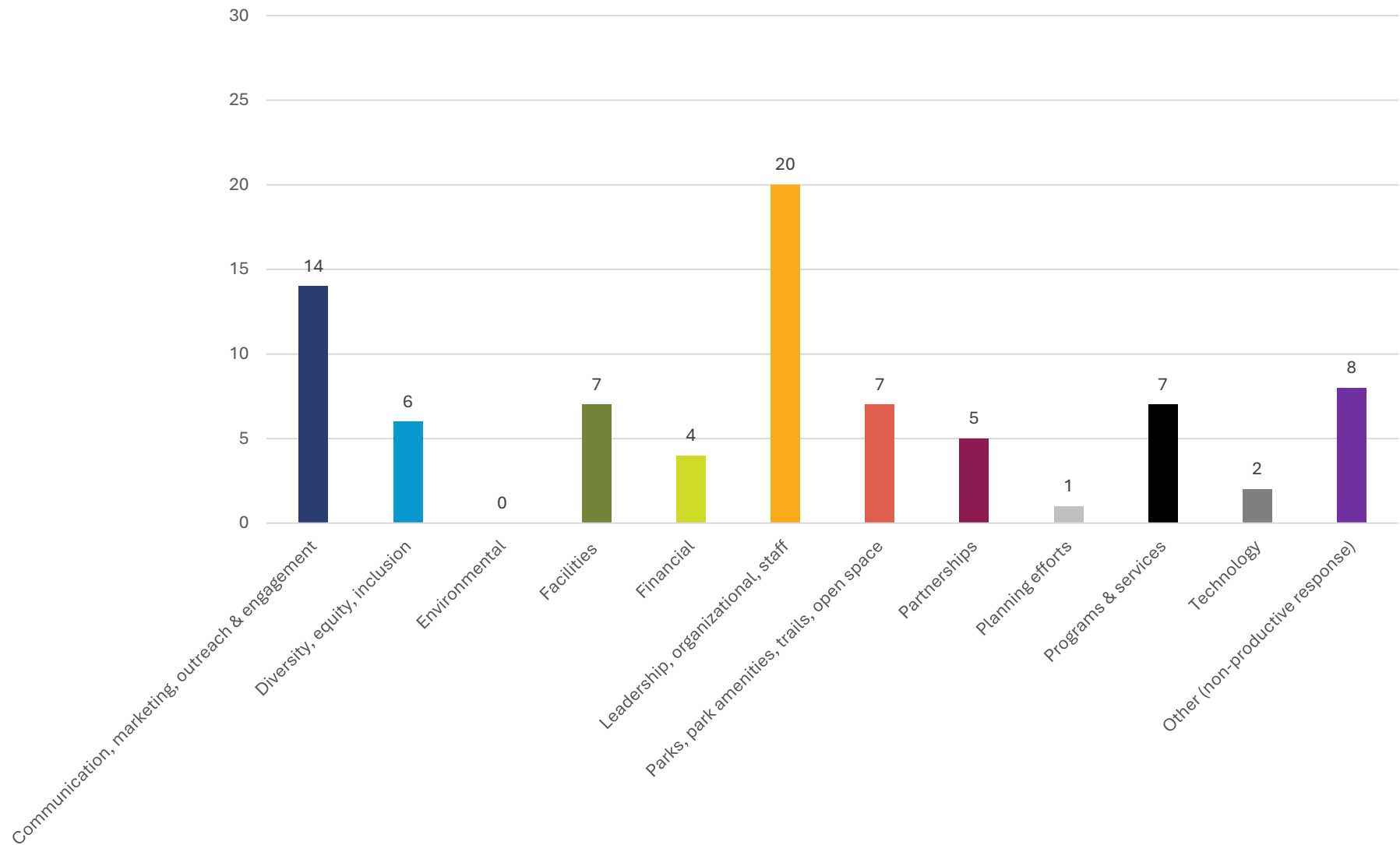
## APPENDIX A | STAFF & BOARD PLANNING SESSION #1 - SURVEY SUMMARY

2) What do you believe is important for the Park District of Oak Park to change so that it improves processes, district culture, and/or service to community?

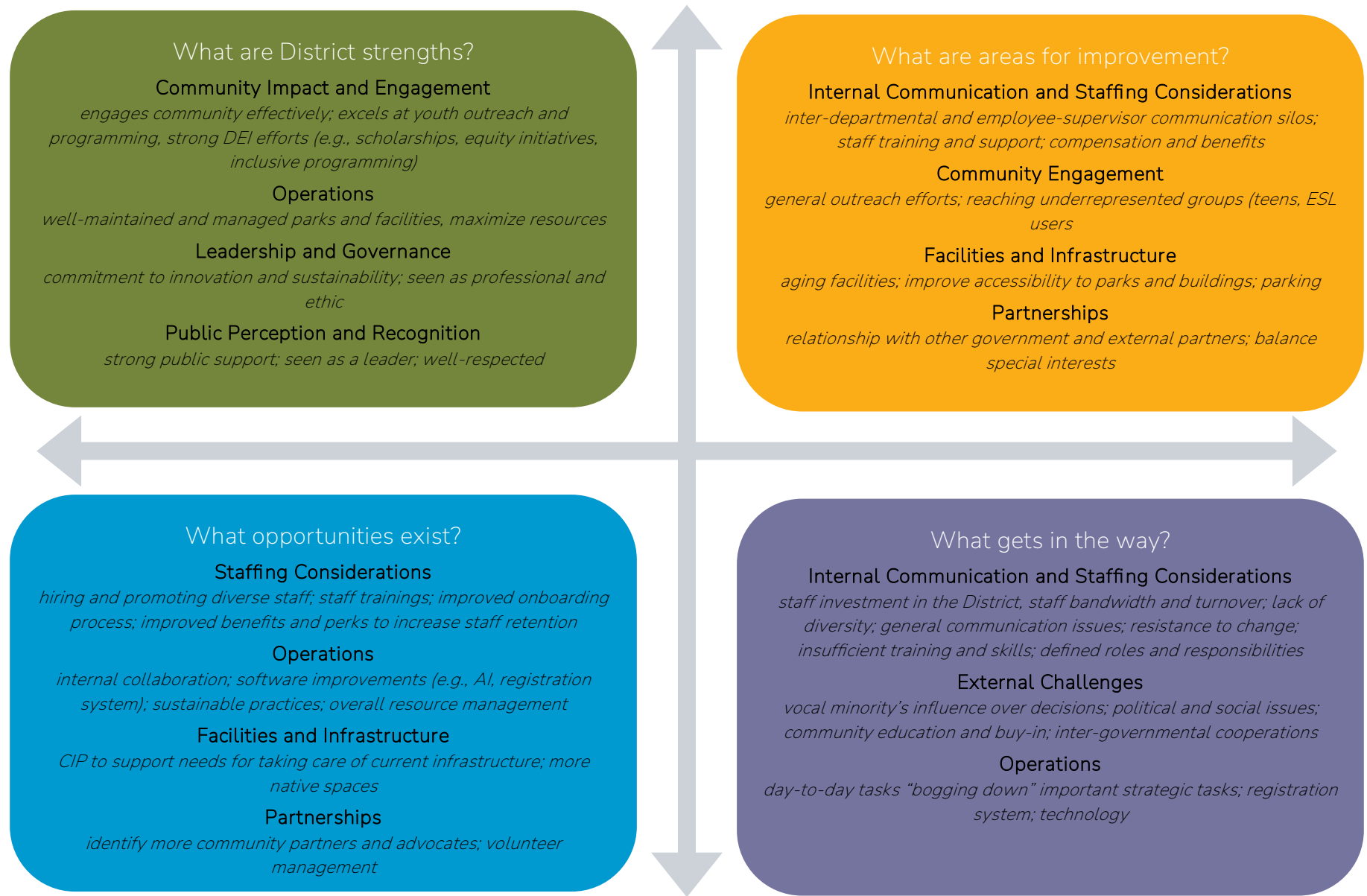


## APPENDIX A | STAFF & BOARD PLANNING SESSION #1 - SURVEY SUMMARY

3) What is it you believe is missing that would make the Park District of Oak Park even better than it is?



## APPENDIX A | STAFF & BOARD PLANNING SESSION #1 - SWOT SUMMARY

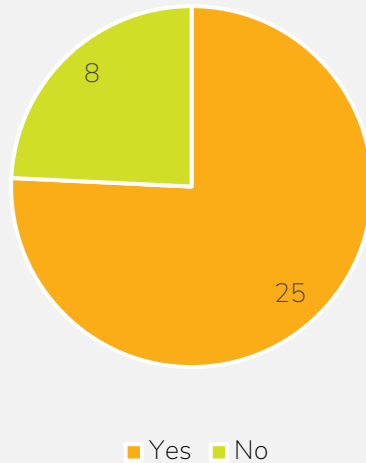






## APPENDIX A | COMMUNITY FOCUS GROUPS

Do you use services offered by the District? If so, what services? If not, why?



Yes

- 11 Facilities  
*Most frequent: Community Recreation Center*
- 6 Parks, park amenities, open space, trails
- 8 Recreation programs and services  
*Most frequent: Youth programs*

No

- 1 Accessibility
- 1 Communication, marketing, outreach
- 1 Partnerships
- 2 Policies
- 2 Registration system
- 1 Other

In what ways can the District influence and/or impact these issues?

Top Five Ways



*Communication,  
Marketing, Outreach*



*Recreation Programs  
& Services*



*Partnerships*



*Affordability*



*Facilities & Amenities*

## APPENDIX A | COMMUNITY FOCUS GROUPS

What do you believe will be the most important community wide issues the greater Oak Park area will face in the next 3-5 years?

### Key Themes

- Economy
  - Affordable Housing and Cost of Living: The rising cost of living and lack of affordable housing are major concerns.
  - Taxes: Rising taxes and the impact on long-term residency was a repeat theme. This includes general funding of the District.
- Changing Demographics
  - Aging Population: As the community's older population growing, there's concerns about accessibility and services that cater to this population.
  - Overpopulation: The growth in schools and multi-family housing contribute to these concerns.
  - Broadened Diversity: Accommodating and reaching the diverse families moving to the Oak Park community, including migrants, was mentioned multiple times.
- Environmental and Sustainability
  - Environmental: Climate change and environmental sustainability is an important key theme that was mentioned.
  - Land Use and Preservation: Some mention the District's preservation of green spaces and responsible land use is a crucial issue.

How should the District invest resources (incl: taxpayer dollars) given competing interests and demands?



### *Maintenance and Utilization of Parks and Facilities*

- Focus group members put the highest value on the District investing resources into the maintenance and utilization of its parks, park amenities, open spaces, trails, and facilities.



## APPENDIX A | COMMUNITY FOCUS GROUPS

### Other Popular Themes Included



#### *Partnerships*

- Collaboratively work with community partners to maximize collective resources and efforts.



#### *Communication, Marketing, Outreach*

- Invest in efforts to more effectively market services and gather community input.



#### *Community Impact*

- Invest in areas that will have the greatest and broadest impact to the community.

What barriers (if any) prevent people from participating in park and recreation services currently offered by the District?

### Top Five Barriers



#### *Communication, Marketing, Outreach*



#### *Recreation Programs & Services*



#### *Affordability*



#### *Diversity, Equity, Inclusion*



#### *Transportation*

What opportunities do you believe exist for the District to partner with other community organizations?

- 3 Community focused
- 2 Current partnerships
- 1 Hospitals
- 5 Intergovernmental
- 2 General partnerships

- 3 Human services (e.g., health, food, housing)
- 2 Overall willingness
- 1 School District
- 1 Other (non-productive)

## APPENDIX A | COMMUNITY MEETING

The Community Meeting was held on the evening of May 15 at the Cheney Mansion inviting the community to learn about the planning effort. It also provided a variety of stations at which attendees could share their opinions and perspectives in response to questions that will help inform the process.

STATION 1

**WHICH TWO ARE MOST IMPORTANT TO YOU?**

**ADD MORE SERVICES**  
(increase # of parks, facilities, recreation programs)

**HIGH QUALITY SERVICES**  
(quality parks, facilities, recreation programs)

**AVOID INCREASING TAXES & FEES**

STATION 2

You are a Park District of Oak Park resident in the year 2050.

**What would you tell the Park District of Oak Park staff and board that they need to hear as they plan for the future?**

STATION 3

**SURVEY**

Scan the QR code to fill out a short survey

STATION 4

**VIDEO**

Record a short video telling us what the Park District of Oak Park means to you

STATION 5

**PARKS Q & A**

STATION 6

**ACCESSIBILITY IN YOUR PARKS & FACILITIES**

What is the ADA?

What is a Transition Plan?

What is Program Access?

What are YOUR preferences?

STATION 7

**QUESTIONS?**

Talk to Park District of Oak Park Staff!

EXTRA

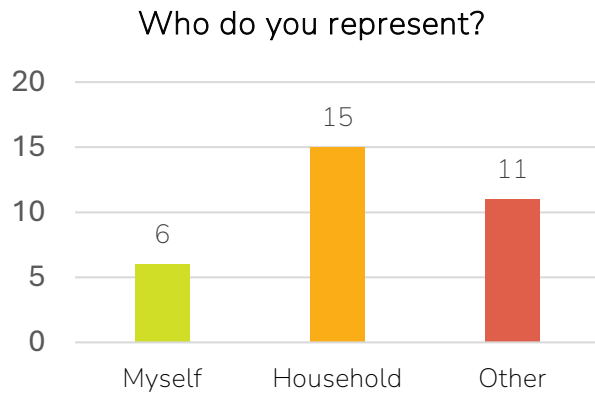
**CHILDREN'S AREA**

## APPENDIX A | COMMUNITY MEETING - DEMOGRAPHICS

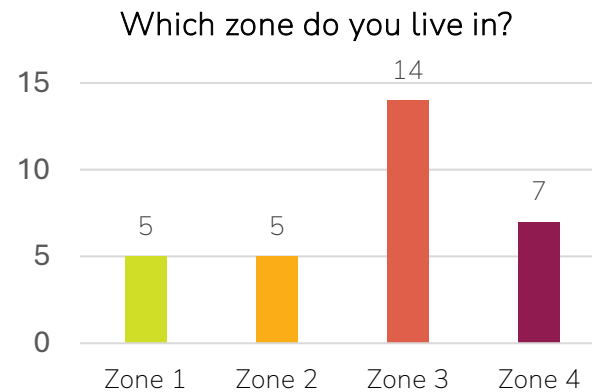
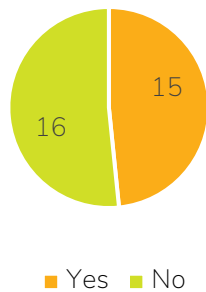
Serving as a subconsultant on the process to help conduct community engagement efforts, CivicBrand was present at the Community Meeting for general support efforts and to gather some basic demographic information from visitors.

### DEMOGRAPHIC QUESTIONS

*Notes: This station consisted of three closed response questions, The station received 31 total submissions.*



Do you want to receive project updates?





## APPENDIX A | COMMUNITY MEETING - PICK TWO

Station 1 at the Community Meeting prompted visitors with this “Pick Two” activity.

### WHICH TWO ARE MOST IMPORTANT TO YOU?

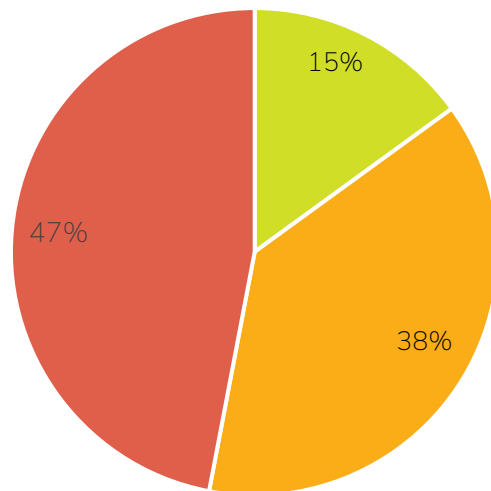
#### Add More Services

*(increase # of parks, facilities, recreation programs)*

#### High Quality Services

*(quality parks, facilities, recreation programs)*

#### Avoid Increasing Taxes & Fees



- High Quality Services
- Avoid Increasing Fees & Taxes
- Add More Services



## APPENDIX A | COMMUNITY MEETING - FUTURE YOU

Station 2 at the Community Meeting had a board that prompted visitors to ask themselves one question and use Post-It Notes to post their answers.

Imagine it's the year 2050, what do you need to tell staff?

*This question received 35 total submissions.*

### Key Themes



#### *Maintenance and Infrastructure*

- There is a strong desire for the District to focus on maintaining all existing parks and facilities equitably.
- Visitors also mention wanting safer paths and greater access to parks.



#### *Environmental Sustainability*

- Planting native species and creating habitats for wildlife to adapt to climate change is of utmost importance.
- Adding more natural aesthetic water features (e.g., ponds, fountains) is a secondary request.



#### *Affordability*

- Visitors want the cost of programs to stay affordable, ensuring equity across all residents.
- Concern over tax increases was also heard, with a preference for the District to explore other funding options first.



#### *Park Amenities*

- Top requests for park amenities include limiting the conversion of all racquet-sport courts to pickleball courts, improved features to dog parks, and adding more water fountains and trash cans.



#### *Indoor Swimming Pool*

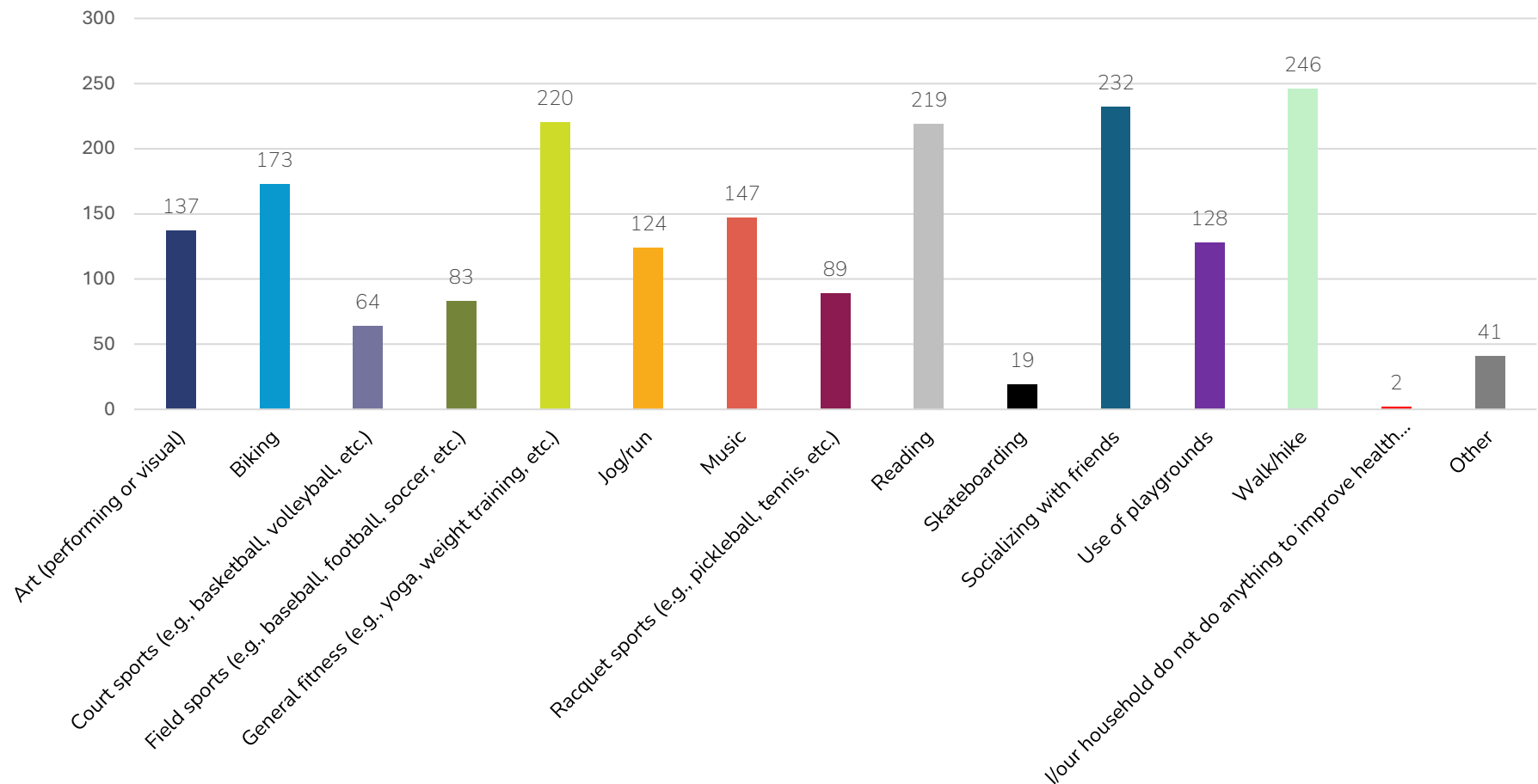
- There are mixed opinions about the possibility of building an indoor pool.
- Those in favor argue that a year-round pool is a necessity for the community.
- Those opposed argue against the expenses incurred by the District.

## APPENDIX A | COMMUNITY MEETING - SURVEY

Station 3 at the Community Meeting had QR code that prompted visitors to complete a survey. Note that the survey was open from May 15 to September 2.

*The survey had 288 total submissions.*

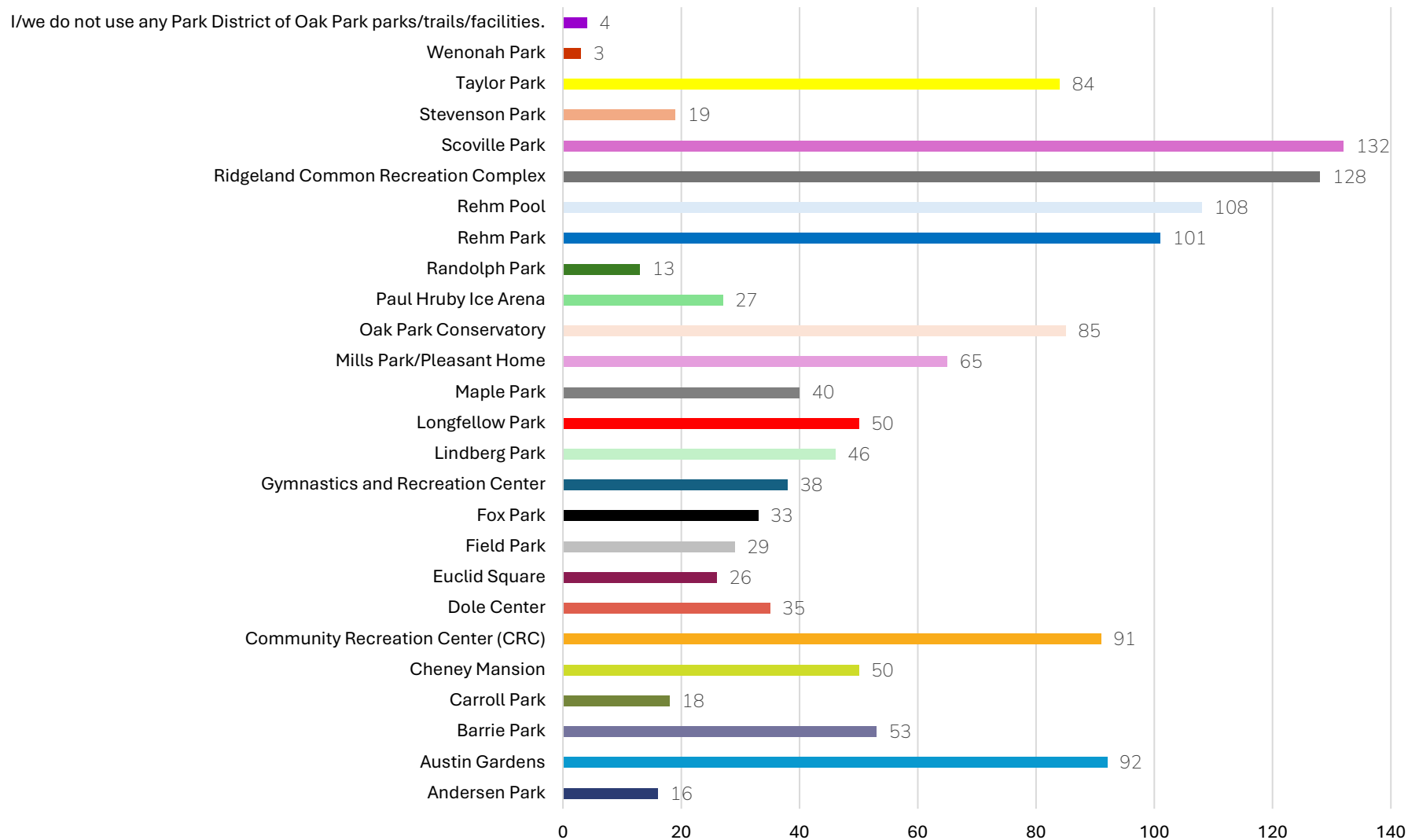
1) What activities do you/members of your household do to improve health and general well-being? Select all that apply.





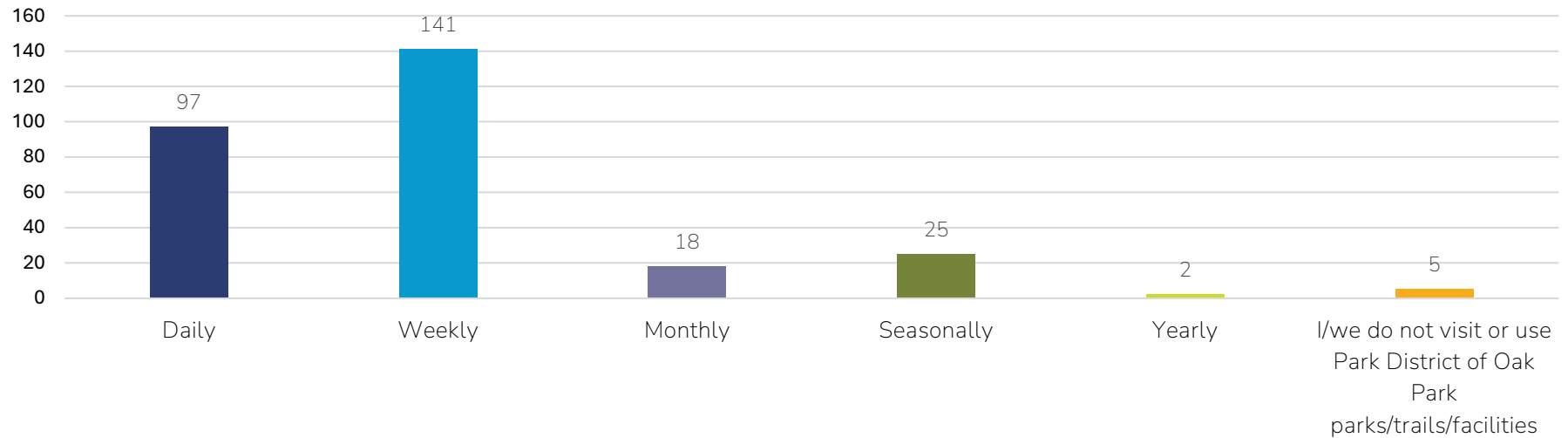
## APPENDIX A | COMMUNITY MEETING - SURVEY

2) What Park District of Oak Park park/trail/facility do you/members of your household use most often? Select all that apply.

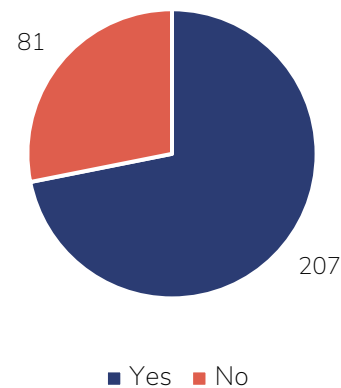


## APPENDIX A | COMMUNITY MEETING - SURVEY

3) How often do you/members of your household use Park District of Oak Park parks/trails/facilities?



4) Do you/members of your household use parks/trails/facilities NOT managed by the Park District of Oak Park?



## APPENDIX A | COMMUNITY MEETING - SURVEY

### 5) If yes, what/which park(s)/trail(s)/facility(ies) NOT managed by the Park District of Oak Park do you use?

*This question received 207 total submissions.*

#### BY SPECIFIC PARK/TRAIL/FACILITY

*(3 or more responses)*

84	Thatcher Woods <i>(Forest Preserve District of Cook County)</i>
21	Columbus Park <i>(Chicago Park District)</i>
15	Salt Creek Woods <i>(Forest Preserve District of Cook County)</i>
12	Illinois Prairie Path
12	Morton Arboretum
12	West Cook YMCA
9	Miller Meadow <i>(Forest Preserve District of Cook County)</i>
8	Des Plaines River Trail <i>(Forest Preserve District of Cook County)</i>
8	Waterfall Glen <i>(Forest Preserve District of DuPage County)</i>
7	Tennis and Fitness Centre of Oak Park & River Forest
6	Pav YMCA
5	Fitness Formula Clubs
5	Lakefront Trail <i>(Chicago Park District)</i>
4	Millenium Park <i>(Chicago Park District)</i>
4	Palos Trail <i>(Forest Preserve District of Cook County)</i>
3	Austin Town Hall Park <i>(Chicago Park District)</i>
3	Grant Park <i>(Chicago Park District)</i>
3	Hatha Yoga
3	Loyola Center for Fitness
3	Trailside Museum <i>(Forest Preserve District of Cook County)</i>

#### BY PROVIDER

*(3 or more responses)*

157	Forest Preserve District of Cook County
59	Chicago Park District
18	Forest Preserve District of DuPage County
14	Park District of Forest Park
12	Illinois Prairie Path
12	Morton Arboretum
12	River Forest Park District
12	West Cook YMCA
7	Tennis and Fitness Centre of Oak Park & River Forest
6	Pav YMCA
5	Fitness Formula Clubs
4	Berwyn Park District
3	Hatha Yoga
3	Loyola Center for Fitness

#### GENERALIZED ANSWERS

*(answers that were non-descript; 3 or more responses)*

20	forest preserves
12	trails
11	park districts
7	parks
6	gyms
4	playgrounds
3	golf



## APPENDIX A | COMMUNITY MEETING - SURVEY

### 6) What would encourage you to use Park District of Oak Park parks/trails/facilities more than you currently do?

*This question received 215 total submissions.*

#### KEY THEMES



#### *Safety & Accessibility*

Safer and more accessible paths to parks was the top request.



#### *Facilities & Amenities*

Top requests include improved fitness equipment, bathrooms, seating, and water fountains



#### *Recreation Programs & Services*

A request for a general increase in programming that's flexible for families and working adults.



#### *Affordability*

Lower fees for programs, especially for certain demographics, and free days for residents to facilities.



#### *Dog Park Improvements*

Requests include better off-leash areas and separation of space for small and large dogs.



#### *Environmental*

Suggestions include more green spaces with native plants, butterfly gardens, and increased tree canopy.



#### *Cultural and Community Events*

High value in providing events to bring community together. Suggestion for improved promotion to spread awareness.



#### *Park Maintenance*

Overall improvement to maintenance of parks.



#### *Sports Facilities*

More facilities that support sports including racquet sports (e.g., pickleball, tennis, badminton), basketball courts, and indoor turf.



#### *Teen Spaces*

More engaging and safe spaces dedicated for teens.

## APPENDIX A | COMMUNITY MEETING - SURVEY

### 7) What should the Park District of Oak Park prioritize in order to improve the overall health and well-being of the greater Oak Park community?

*This question received 288 total submissions.*



#### *Safety*

- Residents want to ensure parks are safe and secure, especially for children.
- Safer and more accessible paths to parks.



#### *Financial Considerations*

- A major priority is the affordability of programs and services.
- Two other concerns are taxes and future decisions that could increase the District and residents' financial obligations.



#### *Park Maintenance*

- The District can improve their dedication to maintenance in parks to provide cleaner and safer environments.



#### *Recreation Programs and Services*

- An expansion of offerings for health, fitness, and nature programs targeting seniors and working adults was a top request.



#### *Diversity, Equity, Inclusion*

- The District can prioritize diversity, equity, and inclusion in programs and services, particularly for youth and those with disabilities.



#### *Partnerships*

- Several respondents indicated greater collaborations with governmental entities and private businesses could optimize overall resources.

## APPENDIX A | COMMUNITY MEETING - SURVEY

### 8) Is there anything else you would like to share?

*This question received 78 total submissions.*

#### Key Themes

- Praise and Gratitude
  - The most mentioned key theme was the general positive feedback for the District, its services, facilities and amenities.
- Indoor Pool
  - The potential addition of a year-round indoor pool continued to be a point of discussion in these additional comments.
- Recreation Programs and Services
  - There is frustration over the online registration system and registering for popular programs (e.g., summer camps) due to limited availability.
  - Additionally, there were some requests for expansion of high-demand activities.
- Additional Facilities and Amenities
  - Respondents are seeking additional fitness equipment and outdoor fitness options.
  - Desired park amenities include upgraded paths, playground updates, lighted volleyball courts, and parking.
- Affordability
  - Concerns about the cost of District programs and services was received, especially for families with multiple children participating.

# APPENDIX A | COMMUNITY MEETING - ACCESSIBILITY

Serving as a subconsultant on the process to update the District’s Transition Plan, the WT Group Accessibility Practice was present at the Community Meeting at Station 6; additionally, they hosted a separate community engagement event on the afternoon of May 15, 2024, from 1:00-3:30 pm. Their community engagement goal was to hear from the individuals, family members, friends, caretakers, and others directly associated with disabilities on a daily basis through these engagements and also through an administered District-wide online survey.

## SURVEY RESULTS

Notes: This survey was not statistically valid and reliable. The survey received 6 total submissions. There was not a minimum number of responses, nor did the District suggest one.

### DEMOGRAPHICS

Do you have a disability or live with someone who has a disability?		Gender	Number of Responses	Zip Code(s)	Number of Responses	Age Range	Total of Respondents
	Number of Responses	Male	2 (40%)	60302	4 (80%)	Under 18	0
Yes	5 (83.3%)	Female	3 (60%)	60304	1 (20%)	18-24	0
No	1 (16.7%)					25-34	0
						35-44	1 (20%)
						45-54	2 (40%)
						55-64	2 (40%)
						65+	0
						No response	0

### SUBSTANTIVE CONTENT

Have you visited a Park District of Oak Park park, trail, or facility within the last year?		Most Visited Park			Park	Score of Accessibility	Parks Accessibility Rating			
	Number of Responses	Rank	Park	Number of Responses			1	2	3	N/A
Yes	5 (100%)	1 <sup>st</sup>	Rehm Park & Pool	5 (50%)	Rehm Park & Pool	86.7%	0%	30%	70%	0%
No	0 (0%)	2 <sup>nd</sup> (tie)	Taylor Park, Barrie Park, Euclid Square, Fox Park, Longfellow Park	1 (10%)	Taylor Park	100%	1 = not accessible, 2 = somewhat accessible, 3 = accessible.			
					Barrie Park	100%				
					Euclid Square	100%				
					Fox	67.7%				
					Longfellow Park	100%				



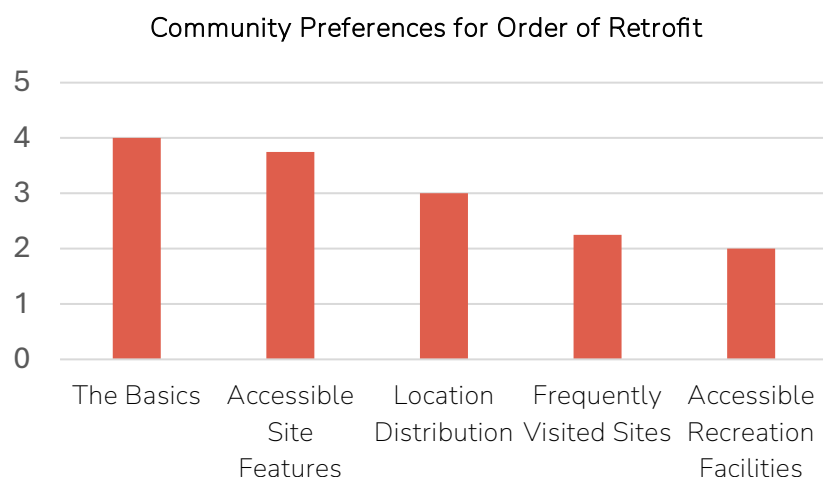
## APPENDIX A | COMMUNITY MEETING - ACCESSIBILITY

Most Visited Facility		
Rank	Park	Number of Responses
1 <sup>st</sup>	Community Recreation Center	2 (40%)
2 <sup>nd</sup> (tie)	Cherry Mansion, Gymnastics and Recreation Center	1 (20%)

Facility	Score of Accessibility
Community Recreation Center	100%
Cheney Mansion	67.7%
Gymnastics and Recreation Center	100%

Facility Accessibility Rating			
1	2	3	N/A
0%	25%	75%	0%
<i>1 = not accessible, 2 = somewhat accessible, 3 = accessible.</i>			

### TRENDS FOR BARRIER



**75%** want to start with the basics first (i.e., parking, entries, and restrooms).

**50%** want accessible park features phased second (trails, exercise equipment, sports fields, shelters).

**100%** want location distribution phased third (i.e., accessibility upgrades spread across the District equally and not clustered in one area).

**50%** want the most frequently visited sites phased fourth (i.e., address access at the most used sites before addressing the least used sites).

**50%** want accessible recreation facilities phased fifth.

Barriers	Number of Mentions
Playground	0
Park equipment	0
Program-related	2
Restroom	1
Parking, accessible route, and safety	0

# APPENDIX A | VIRTUAL ENGAGEMENT ROOM

CivicBrand administered a virtual engagement room to simulate the in-person Community Meeting experience. It was open from May 15 to September 2, 2024. The District promoted this through their traditional channels including e-news, social media, flyers in parks, and through the help of governmental partners (e.g., Library, Township, Village, etc.) The activity consisted of eight interactive stations meant to further dissect key themes discovered during prior engagement efforts. All activities in each of the virtual engagement room stations were optional.

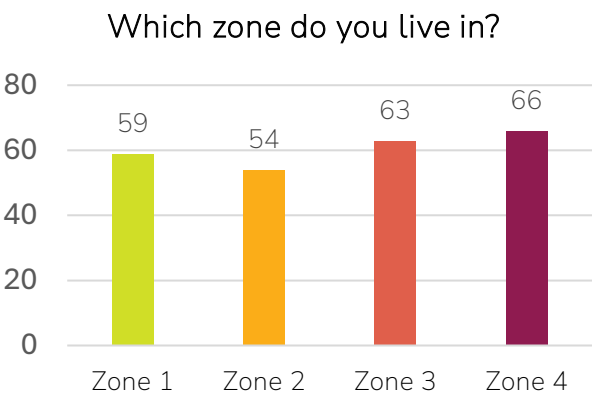
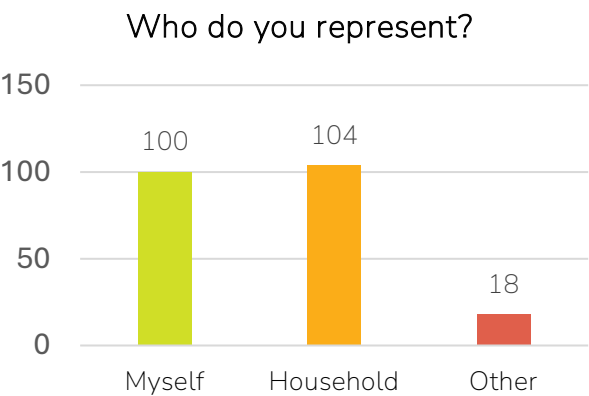


## STATION 1 – WHAT IS THE PLAN?

*This station consisted of a short slideshow, similar to what was shown at the Community Meeting.*

## STATION 2 – TELL US ABOUT YOU.

*This station consisted of two short demographic questions. The station received 255 total submissions.*



## APPENDIX A | VIRTUAL ENGAGEMENT ROOM

### STATION 3 – WHICH TWO ARE MOST IMPORTANT TO YOU?

*This station consisted of one checkbox question where users picked two of three choices. The station received 307 total submissions.*

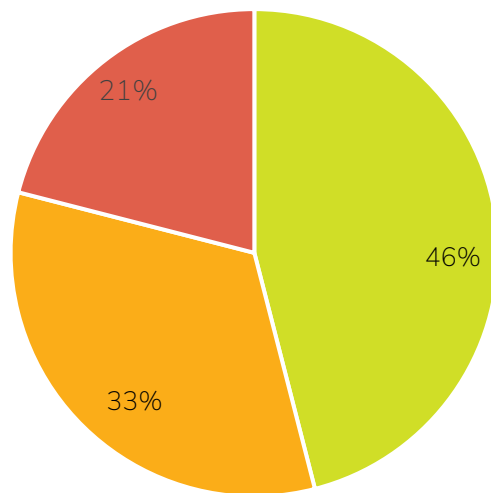
#### Add More Services

*(increase # of parks, facilities, recreation programs)*

#### High Quality Services

*(quality parks, facilities, recreation programs)*

#### Avoid Increasing Taxes & Fees



- High Quality Services
- Avoid Increasing Fees & Taxes
- Add More Services

### STATION 4 – PARKS IN THE FUTURE

*This station consisted of one open response question, The station received 182 total submissions.*

You are a Park District of Oak Park resident in the year 2050. What would you tell the Park District of Oak Park staff and board that they need to hear as they plan for the future?

#### Key Themes Across the Responses



#### *Indoor Swimming Pool*

- A repeated request for an indoor pool, often tied to year-round availability and improved conditions compared to the YMCA's basement pool.
- Many respondents prioritize a spacious, well-ventilated, and naturally lit pool, with some expressing a willingness to pay higher taxes for its development.

## APPENDIX A | VIRTUAL ENGAGEMENT ROOM



### *Quality of Programs*

- Several pointed out dissatisfaction with the quality of programs, particularly regarding staff training and program management.
- There were also calls for better advertising and a focus on program quality rather than just expanding the quantity.



### *Integration and Coordination*

- Some respondents expressed concerns about the inefficiency of separate taxing bodies (e.g., the Park District, city government, school district) and called for better integration to reduce taxes and improve service coordination.



### *Senior and Youth Programming*

- A growing senior population was mentioned, with calls for more senior-focused activities and facilities.
- More structured activities and spaces for youth, especially teens, who need spaces to socialize and develop independence away from screens.



### *Cultural and Community Events*

- Respondents desire to see continued support for cultural and community events such as concerts, movies, and festivals.
- Some asked for structured pickup sports and more diverse programming to attract broader participation.



### *Green Space and Parks*

- A strong emphasis on maintaining and increasing green spaces, with calls to preserve and enhance current parks.
- Suggestions include planting more trees for shade, using eco-friendly designs (like prairie grass), and improving park equipment, especially for children.



### *Sustainability and Environmentally Friendly Practices*

- Strong support for sustainable practices, including the use of native plants, green energy, and environmental education.
- Specific requests included reducing plastic use in playgrounds and ensuring environmentally responsible park management.



## APPENDIX A | VIRTUAL ENGAGEMENT ROOM



### *Improving Facilities*

- Requests included separate weight rooms for heavier lifting, improved locker rooms, and features like saunas and hot tubs.
- Some noted a desire for more public restrooms, bike lanes, and water fountains to support outdoor activities.



### *Concerns About Taxes*

- High taxes were a recurrent concern, with some calling for careful spending.
- Some respondents specifically noted that, while they support park development and strong services, it must be balanced with maintaining fiscal responsibility.



### *Coordination and Future Planning*

- Respondents frequently mentioned the need to plan long-term and the importance of preservation for future generations.
- Others urged collaboration between different local bodies to ensure better services without unnecessary financial burdens.

## STATION 5 – SHORT SURVEY

*This station consisted of a link to the Community Meeting survey referenced earlier in this Summary.*

## STATION 6 – RECORD A VIDEO

*This station prompted users to record a video/audio of themselves answering one question. The station received 7 total submissions.*

What does the Park District of Oak Park mean to you?



## APPENDIX A | VIRTUAL ENGAGEMENT ROOM

### STATION 7 – YOUR PARK EXPERIENCE

*This station consisted of three open response questions. The station received 23 total submissions.*

#### Key Themes and Highlights



#### 1) *Swimming Pools*

High value is placed on swimming facilities, with a specific emphasis on improving lap swim times and conditions.



#### 2) *Playgrounds and Trails*

Strong appreciation for playgrounds and walking trails, indicating a demand for well-maintained and engaging recreational areas.



#### 3) *Maintenance and Safety*

A notable concern across responses is the need for better maintenance and enhanced safety measures in parks.



#### 4) *Events & Facilities*

Interest in hosting more community events and enhancing facilities to serve diverse needs better.

Overall, respondents are focused on maintaining and improving essential amenities, ensuring safety, and enhancing the overall quality of park facilities and experiences.

#### Frequently Mentioned Responses

##### Which park would you like to share your thoughts on?

- Rehm Park: Frequently mentioned, often in relation to the pool.
- Ridgeland Commons: Noted for its athletic fields, ice rink, and dog park.
- Mills Park: Mentioned for its green space and natural setting.
- Barrie Park: Recognized for its hill and stairs.

##### What outdoor amenities do you utilize the most when you go to this park?

- Swimming Pools: Many highlight the importance of the swimming pools, particularly at Rehm and Ridgeland Commons.
- Playgrounds: Playgrounds are mentioned as valuable for children across several parks.
- Walking Paths and Trails: These are commonly appreciated, especially in parks like Scoville and Austin Gardens.
- Fields and Courts: Soccer fields, baseball fields, and pickleball courts are mentioned, especially in Ridgeland Commons.

## APPENDIX A | VIRTUAL ENGAGEMENT ROOM

### What would make your visit to the park a better experience?

- Maintenance and Upkeep: There are several calls for improved maintenance of equipment, clean facilities, and overall park cleanliness.
- Safety Concerns: Requests for better safety measures, including improved crossing safety and better monitoring of park rules.
- Amenities and Features: Suggestions for adding or improving amenities such as bike racks, shade, dog parks, and additional seating.
- Accessibility: Requests for better access to facilities, including more bike racks and improved pathways.

## STATION 8 – ACCESSIBILITY IN YOUR PARKS & FACILITIES

*This station consisted of two open response questions. The station received 23 total submissions.*

### What barriers have you encountered when using Park District of Oak Park sites and facilities?

#### Key Barriers

- Facility Maintenance and Cleanliness:
  - Bathrooms: Many respondents mentioned issues with cleanliness and availability of bathrooms. Complaints include dirty or out-of-service bathrooms, and the need for bathrooms to remain open during trail walks or bike rides.
  - Broken Equipment: Concerns about broken or poorly maintained equipment at parks.
- Accessibility and Inclusion:
  - Physical Accessibility: Issues with facilities not being user-friendly for people with physical disabilities, such as problems with door push buttons and elevator access.
  - Program Accessibility: Difficulty in accessing skating lessons and lack of effective inclusion for diverse children in programs. Some responses highlighted a perceived lack of understanding and support for neurodiverse and non-traditional children in park programs.
- Reservation and Registration Issues:
  - Cancellation Process: Frustration with the need to cancel reservations only by phone during business hours, which is inconvenient for busy individuals. Additionally, there are concerns about cancellation fees, particularly when canceling far in advance.
  - Registration Barriers: Problems with the timing and process of registration for programs, with some feeling that registration only twice a year is cumbersome.

## APPENDIX A | VIRTUAL ENGAGEMENT ROOM

- Program Quality and Staff Competence:
  - Staff Training: Some respondents found staff to be poorly trained, particularly in handling diverse needs and providing a stimulating experience for children.
  - Program Organization: Concerns about the organization and quality of park district programs, with some describing them as poorly managed or inadequate.
- Facility Access and Availability:
  - Pool Hours: Limited pool hours were noted as a barrier.
  - Community Center Rentals: Restrictions on renting community centers were mentioned as a problem.
  - Transportation and Accessibility: Difficulty accessing facilities, particularly for those without a car or bike.
- Cost and Pricing:
  - Membership Costs: Some respondents find the cost of memberships, such as for Rehm Pool, to be too high.
  - Program Fees: High pricing and fast-filling programs create barriers for some users.
- Miscellaneous Issues:
  - Website Search Engine: Difficulty using the park district website's search engine to find class schedules.
  - Dog Restrictions: Annoyance over not being able to bring dogs onto turf fields.

### Standout Issues



#### *Bathroom Cleanliness and Availability*

This was a recurring issue across responses, highlighting a significant area for improvement.



#### *Accessibility Challenges*

Both physical and programmatic accessibility issues were frequently mentioned, pointing to a need for more inclusive practices and facilities.



#### *Registration and Cancellation Difficulties*

The need for more flexible registration and cancellation processes stands out as a key barrier.



#### *Transportation Problems*

Difficulty accessing facilities without a car or bike, combined with the suggestion for shuttles, indicates a need for improved transportation options.



## APPENDIX A | VIRTUAL ENGAGEMENT ROOM

What amenities are the most important to you when you use the Park District of Oak Park sites and facilities?

### Key Amenities Highlighted

- Cleanliness and Maintenance:
  - Clean Bathrooms: Consistently cited as crucial, especially for families with young children. Clean bathrooms were highlighted across many responses as a top priority.
  - Clean Facilities: General cleanliness of parks and facilities is highly valued, including clean playgrounds and equipment.
- Restroom Facilities:
  - Separate Locker Rooms: Requests for separate locker rooms for men and women were noted.
  - Water Fountains/Bottle Fillers: Availability of water fountains and bottle fillers is important to respondents.
- Recreational Facilities:
  - Playground Equipment: Mentioned frequently, with a preference for equipment that is safe and engaging for children.
  - Sports Facilities: Soccer fields, baseball courts, and ice rinks are valued. There is also interest in having public skate times available during weeknights.
  - Ice Time: Availability of ice time for skating was specifically noted.
- Accessibility and Convenience:
  - Proximity & Multi-Use Space: The ability to engage multiple age groups in one setting, and their proximity, is appreciated.
  - Accessibility Features: Need for features that accommodate various needs, including accessibility for people with disabilities.
- Additional Features:
  - Benches and Shade: Importance of benches in shaded areas for parents and guardians.
  - Gazebos for Parties: Availability of structures like gazebos for social gatherings and birthday parties.
  - Safety and Security: Emphasis on the importance of a safe environment and secure facilities.
- Operational Aspects:
  - Hours of Operation: Flexibility and extended hours are important to users.
  - Professional Staff: Friendly and professional staff are valued for a positive experience.
- Amenities for Specific Needs:
  - Charging Access: Availability of charging stations for devices.
  - Vending Options: Interest in vending machines where appropriate.

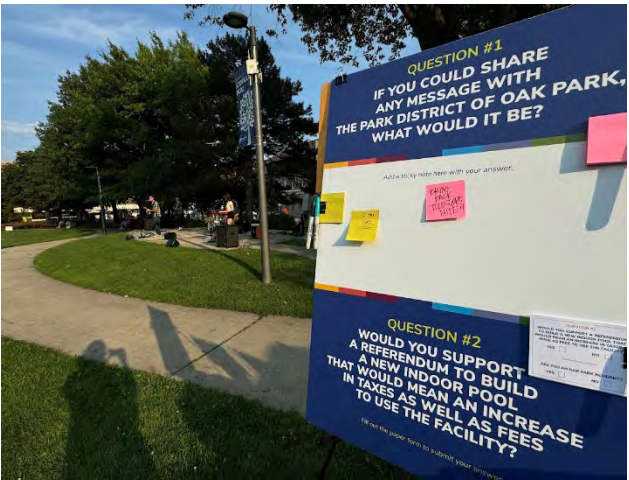
# APPENDIX A | COMMUNITY POP UPS

In order to meet the community where they were at, CivicBrand held pop up engagement opportunities on August 3 and 4, 2024 around various Oak Park locations. These engagements consisted of boards that prompted visitors to answer two short close-ended questions, share their thoughts via a Post-It Note activity, and had a QR code to complete the online survey.



Aug 3	Location
9:00-10:00am	Buzz Café
10:30-11:30am	Community Rec Center
1:00-2:00pm	Taylor Tennis Courts
2:30-3:30pm	Rehm Playground
3:30-4:30pm	Rehm Pool

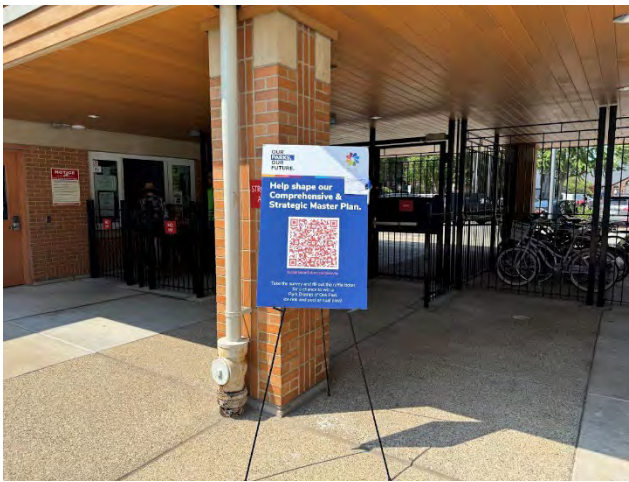
Aug 4	Location
9:00-10:00am	Lindberg Park
10:30-11:30am	Fairgrounds Coffee
1:00-2:00pm	Longfellow Playground
2:00-3:00pm	Ridgeland Pool
5:00-7:00pm	Summer Concert (Scoville Park)



Resident	Number of Responses
Yes	28 (93.3%)
No	2 (6.7%)

Would you support a referendum to build a new indoor pool that would mean an increase in taxes as well as fees to use the facility?

	Number of Responses
Yes	22 (73.3%)
No	8 (26.7%)





# APPENDIX B FINANCIAL SUSTAINABILITY STRATEGY



## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

### BENEFICIARY OF SERVICE

The development of categories which include services that are alike in "purpose" is important when it comes to justifiable and equitable allocation of subsidy, cost recovery levels, and assignment of budget and general ledger lines to account for a category's fiscal performance. The benefits of this type of approach are two-fold:

1. It is inefficient for the District to determine cost recovery expectations by each individual service including facility, activity, or event
2. Categorizing by "type of service" or "likeness of service" discourages attempts to determine fees and charges (and therefore cost recovery decisions) based upon special interests, age-based services, or individual values.

Service Categories are listed in order from those perceived to be Common Good Services (#1) to those seen as providing a more Exclusive Benefit (#11).

Common Good Services or cause and purpose driven services intend to impact social, economic, and environmental issues and needs and align with the fundamental purpose and mission of the District. Typically, there are no like services provided by the non-profit/Non-Governmental Organizations (NGO) or private sectors.

Exclusive Benefit Services or specialized services, intend to serve personal interests. Typically, there is competition with the non-profit/ Non-Governmental Organizations (NGO) and private sectors which offer like services.

#### Common Good Services (justification for greater subsidy investment)

- Community building
- Provides accessibility to marginalized/under-represented populations
- Broad appeal to a wide audience
- Services contribute to greater equity, cultural awareness, and make EVERYONE's life better

#### Exclusive Benefit Services (justification for greater cost recovery expectations)

- Individualized, special interest
- Requires higher competency/ability level to participate
- Specialized activities
- Individualized services are often accessible outside of the parks and recreation system



## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

### SERVICE CATEGORIES

1. **Open Access Activities:** Self-directed activity that does not include supervision or oversight by staff and/or volunteers. *Examples:* parks, playgrounds, splash pads, outdoor sports courts, walking paths
2. **Community Events:** Large-scale annual events that appeal to a large portion of the community regardless of age, skill/ability, family composition, etc. *Examples:* summer movies/concerts, Fall Fest
3. **Drop-in Activities:** Self-directed activities that do not require instruction but do require supervision or oversight by staff or volunteers. *Examples:* Cubhouse indoor playground, public skate, public swim, CRC walking track, fitness studio, open gymnasium, dog parks, historic home tours, Rehm trains
4. **Beginner/Introductory Activities:** Classes, clinics, workshops, beginner leagues, and instructor-led activities designed specifically to learn a skill. *Examples:* tennis, ice skating (Snowplow Sam – Basic 1), hockey (Mini/Mighty Cub 1-2), gymnastics (Gym Kids – Beginner 1), aquatics (Swim School), skateboarding, youth sports leagues, beginner martial arts, and performing arts
5. **Enrichment/Education Activities:** Classes, workshops, and instructor-led activities focused on education and fostering healthy lifestyles and development. *Examples:* fitness, nature, arts, gardening, camps, early childhood and afterschool programs
6. **Special Events:** Events designed to appeal to a specific target market and/or interest. *Examples:* Egg Dash & Scramble, Frank Lloyd Wright Races, holiday-themed programs, special events at historic properties, Uncorked, Kids Fest, My Dolly & Me Skate, ice show, Nutcracker dance recital

## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

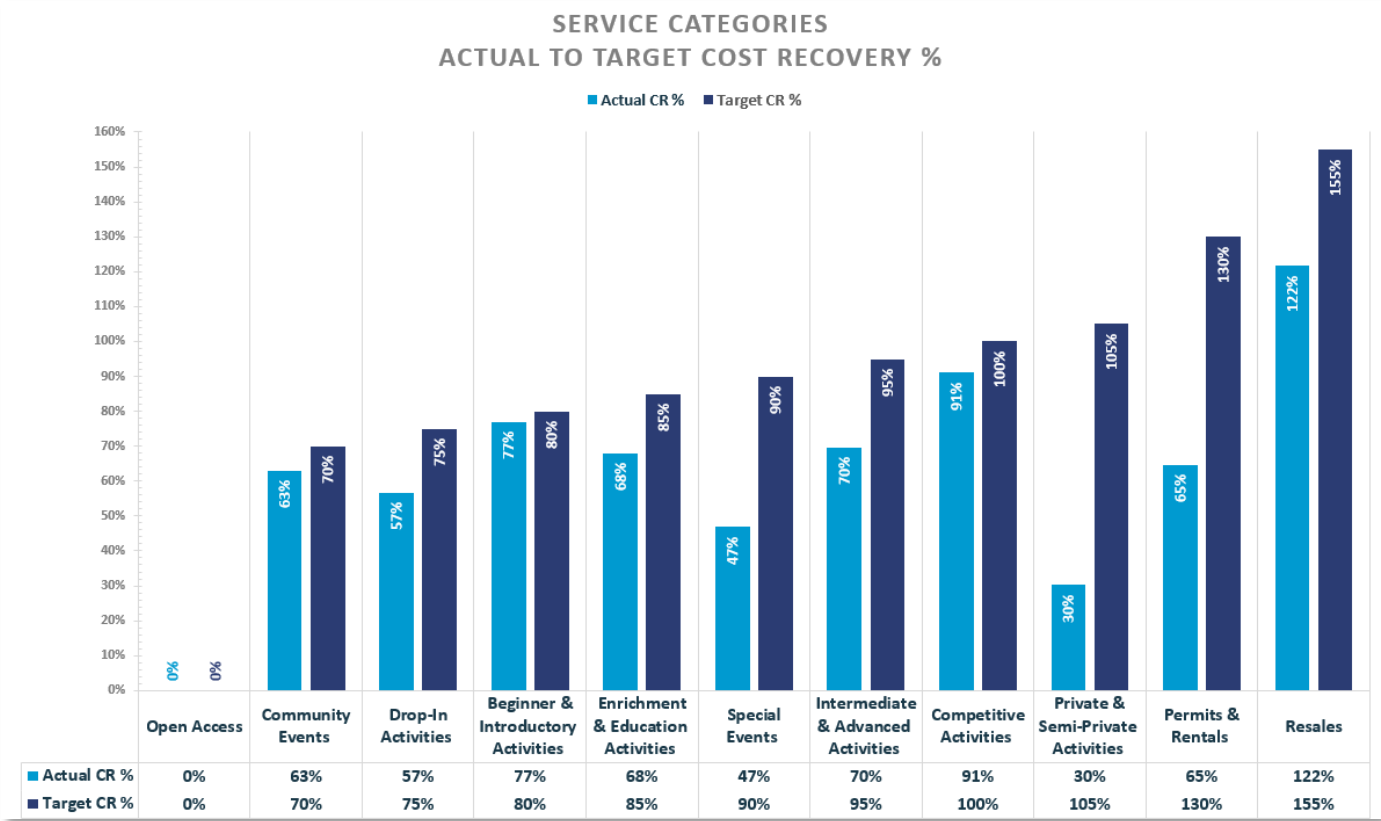
### SERVICE CATEGORIES, CONT.

7. **Intermediate/Advanced Activities:** Specialized classes and clinics led by an instructor designed to advance or master a skill. *Examples:* skating (Basic 2-6 – Freestyle 1-6); hockey (Mighty Cub 3-Power Skating), aquatics (Stroke School), gymnastics classes (all prerequisite classes), adult tennis, and ballet II classes for youth and adults
8. **Competitive Activities:** Leagues and teams where scores are kept, or performance is judged. *Examples:* adult softball/soccer/volleyball leagues; synchronized skating, Ice Bears, swim team, gymnastics team
9. **Private/Semi-private Activities:** Individual or small group classes, clinics, and workshops designed to meet unique and/or niche interests. *Examples:* skating, guitar, dance lessons, quick sketch garden design, book/esports clubs
10. **Permits & Rentals:** Space and facility reservations for private use by an individual or group. *Examples:* park permits, ice rink rentals, room and property rentals, birthday party rentals, sports field rentals
11. **Resales:** Consumable and non-consumable goods and services available for purchase. *Examples:* vending, skate sharpening, GRC Pro Shop, Conservatory Gift Shop items, Plants Market sales

# APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

## COST-OF-SERVICE ANALYSIS

Completion of an operational cost-of-service analysis allowed the Park District of Oak Park to undcost-of-servicet of doing business, ultimately revealing each service’s cost recovery and subsidy investment level. Operational revenues (fees and charges, sponsorships, grants, donations), direct costs (expenses associated with the delivery of a service; without the service, the cost would not exist) and indirect costs (expenses that would exist with or without the provision of any one service) that the District provided were captured and attributed to all services as part of this work, providing several insights that would inform the design and development of the District’s Tax Use/Revenue Generation Strategy. *NOTE: Capital expenses, which are a large portion of the District’s total budget, were not included as they do not relate to the cost-of-service delivery.*



## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

### COST-OF-SERVICE ANALYSIS, CONT.

#### Process

The consulting team worked closely with the PDOP team to ensure all expenses and services were identified, and to develop meaningful divisions, facility, and park areas to facilitate the appropriate attribution of expenses to services. The result is a clear picture of the total cost-of-service guiding the development of cost recovery/subsidy investment goals.

#### Results

Results of the analysis provide a comprehensive review of fiscal year 2023, encompassing January 1 – December 31, 2023. The full results from the analysis and interactive features are available in the Cost-of-Service Results excel file provided separately. Selected results from the analysis are included below.

#### Summary of Results by Service Category

Service Category	Revenue	Expenses				Subsidy	Cost Recovery Results			
	Total Revenue	Direct - Service	Direct - Facility	Indirect	Total Expense	Subsidy Amount	Cost Recovery %	Cost Recovery Goal (Min)	Cost Recovery Goal (Max)	Variance From Goal (Mid)
Community Events	\$ 73,041	\$ 74,732	\$ 153	\$ 41,034	\$ 115,919	\$ 42,877	63%	65%	75%	⬆️ -7%
Drop-In Activities	\$ 1,807,202	\$ 1,024,074	\$ 1,037,265	\$ 1,129,518	\$ 3,190,857	\$ 1,383,655	57%	70%	80%	⬆️ -18%
Beginner & Introductory Activities	\$ 2,619,649	\$ 1,862,991	\$ 336,526	\$ 1,205,233	\$ 3,404,750	\$ 785,100	77%	75%	85%	⬆️ -3%
Enrichment & Education Activities	\$ 2,927,975	\$ 1,698,328	\$ 1,083,030	\$ 1,524,055	\$ 4,305,413	\$ 1,377,437	68%	80%	90%	⬆️ -17%
Special Events	\$ 159,967	\$ 172,279	\$ 48,013	\$ 120,710	\$ 341,002	\$ 181,034	47%	85%	95%	⬆️ -43%
Intermediate & Advanced Activities	\$ 493,974	\$ 286,265	\$ 172,226	\$ 251,232	\$ 709,722	\$ 215,748	70%	90%	100%	⬆️ -25%
Competitive Activities	\$ 674,421	\$ 408,206	\$ 70,138	\$ 262,111	\$ 740,455	\$ 66,034	91%	95%	105%	⬆️ -9%
Private & Semi-Private Activities	\$ 10,502	\$ 16,982	\$ 5,456	\$ 12,294	\$ 34,732	\$ 24,230	30%	100%	110%	⬇️ -75%
Permits & Rentals	\$ 909,083	\$ 275,286	\$ 633,339	\$ 497,884	\$ 1,406,509	\$ 497,426	65%	125%	135%	⬇️ -65%
Resales	\$ 111,024	\$ 58,513	\$ 433	\$ 32,300	\$ 91,246	\$ (19,778)	122%	150%	160%	⬇️ -33%
Total by Service Category	\$ 9,786,839	\$ 5,877,657	\$ 3,386,578	\$ 5,076,369	\$ 14,340,605	\$ 4,553,765	68%			
Open Access	\$ -	\$ -	\$ 1,023,024	\$ 560,569	\$ 1,583,593	\$ 1,583,593	0%	0%	0%	0%
TOTAL	\$ 9,786,839	\$ 5,877,657	\$ 4,409,602	\$ 5,636,939	\$ 15,924,198	\$ 6,137,358	61%			



## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

### COST-OF-SERVICE ANALYSIS, CONT.

#### Summary of Results by Service Area

Service Area	Revenue	Expenses				Subsidy	Cost Recovery Results			
	Total Revenue	Direct - Service	Direct - Facility	Indirect	Total Expense	Subsidy Amount	Cost Recovery %	Cost Recovery Goal (Min)	Cost Recovery Goal (Max)	Variance From Goal (Mid)
Adult Sports	\$ 162,392	\$ 103,544	\$ 13,606	\$ 64,193	\$ 181,343	\$ 18,951	90%			
Youth Sports	\$ 1,032,342	\$ 745,455	\$ 53,230	\$ 437,642	\$ 1,236,327	\$ 203,986	84%			
Active Adults	\$ 31,231	\$ 78,434	\$ 167,587	\$ 134,808	\$ 380,830	\$ 349,599	8%			
Aquatics	\$ 296,620	\$ 171,470	\$ 42,736	\$ 117,375	\$ 331,582	\$ 34,962	89%			
Adult Programs	\$ 57,891	\$ 41,111	\$ 31,122	\$ 39,580	\$ 111,812	\$ 53,921	52%			
Early Childhood	\$ 337,122	\$ 271,295	\$ 161,432	\$ 237,115	\$ 669,842	\$ 332,721	50%			
Youth & Teen Programs	\$ 882,306	\$ 234,192	\$ 375,418	\$ 334,038	\$ 943,648	\$ 61,343	93%			
Camps & After School Programs	\$ 1,424,519	\$ 957,583	\$ 416,295	\$ 752,821	\$ 2,126,699	\$ 702,181	67%			
Events	\$ 144,751	\$ 213,520	\$ 17,980	\$ 126,852	\$ 358,352	\$ 213,602	40%			
Fine Arts	\$ 270,857	\$ 410,231	\$ 71,774	\$ 264,116	\$ 746,121	\$ 475,264	36%			
Nature and Adventure	\$ 317,980	\$ 201,356	\$ 32,377	\$ 128,075	\$ 361,808	\$ 43,829	88%			
Fitness Pass	\$ 70,344	\$ 170,065	\$ 26,316	\$ 107,608	\$ 303,988	\$ 233,644	23%			
Gymnastics	\$ 1,202,284	\$ 700,737	\$ 107,938	\$ 443,116	\$ 1,251,792	\$ 49,508	96%			
Ice Programs	\$ 1,151,346	\$ 528,946	\$ 435,413	\$ 528,424	\$ 1,492,783	\$ 341,436	77%			
Birthday Party Rentals	\$ 81,658	\$ 48,910	\$ 46,971	\$ 52,538	\$ 148,419	\$ 66,761	55%			
Rentals	\$ 252,702	\$ 35,780	\$ 115,275	\$ 82,771	\$ 233,827	\$ (18,875)	108%			
PACT Rentals	\$ 105,598	\$ 10,135	\$ 247,280	\$ 141,052	\$ 398,467	\$ 292,869	27%			
CRC Admissions	\$ 575,325	\$ 161,308	\$ 271,583	\$ 237,204	\$ 670,095	\$ 94,770	86%			
Pool Admissions	\$ 855,261	\$ 533,244	\$ 531,805	\$ 583,597	\$ 1,648,647	\$ 793,386	52%			
Historic Properties	\$ 534,312	\$ 260,340	\$ 220,438	\$ 263,444	\$ 744,222	\$ 209,910	72%			
Total by Service Area	\$ 9,786,839	\$ 5,877,657	\$ 3,386,578	\$ 5,076,369	\$ 14,340,605	\$ 4,553,765	68%			
Open Access	\$ -	\$ -	\$ 1,023,024	\$ 560,569	\$ 1,583,593	\$ 1,583,593	0%	0%	0%	0%
TOTAL	\$ 9,786,839	\$ 5,877,657	\$ 4,409,602	\$ 5,636,939	\$ 15,924,198	\$ 6,137,358	61%			

## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

### COST-OF-SERVICE ANALYSIS, CONT.

#### Expense Insights

Expense insights provide context and a greater understanding of how the district spends its operational budget. Results below detail the District and category breakdown.

#### Expense Insights by Department

Department Summary	Amount	% of Total
Administration	\$ 3,812,586.85	23.94%
Conservatory	\$ 417,750.90	2.62%
Maintenance	\$ 2,897,533.69	18.20%
Risk Management	\$ 357,464.28	2.24%
Rec Admin	\$ 1,138,821.87	7.15%
Communications & Marketing	\$ 437,630.90	2.75%
Fitness & Martial Arts	\$ 205,321.40	1.29%
Youth Sports	\$ 631,420.12	3.97%
Adult Sports	\$ 66,776.12	0.42%
CRC	\$ 307,151.78	1.93%
Customer Service	\$ 304,948.22	1.91%
Community Programs	\$ 1,131,131.96	7.10%
Fine Arts	\$ 369,089.68	2.32%
Early Childhood	\$ 182,141.53	1.14%
Museum Admin	\$ 12,927.57	0.08%
Special Rec Admin	\$ 43,437.59	0.27%
Pool/Rink Admin	\$ 365,222.37	2.29%
Aquatics	\$ 642,929.17	4.04%
Ice Rink	\$ 467,514.32	2.94%
Gymnastics	\$ 685,669.19	4.31%
Pool/Rink/Gymnastics Maint	\$ 1,042,605.43	6.55%
Cheney	\$ 356,340.34	2.24%
Pleasant Home	\$ 47,782.42	0.30%
<b>Total District</b>	<b>\$ 15,924,197.70</b>	<b>100.00%</b>

#### Expense Insights by Category

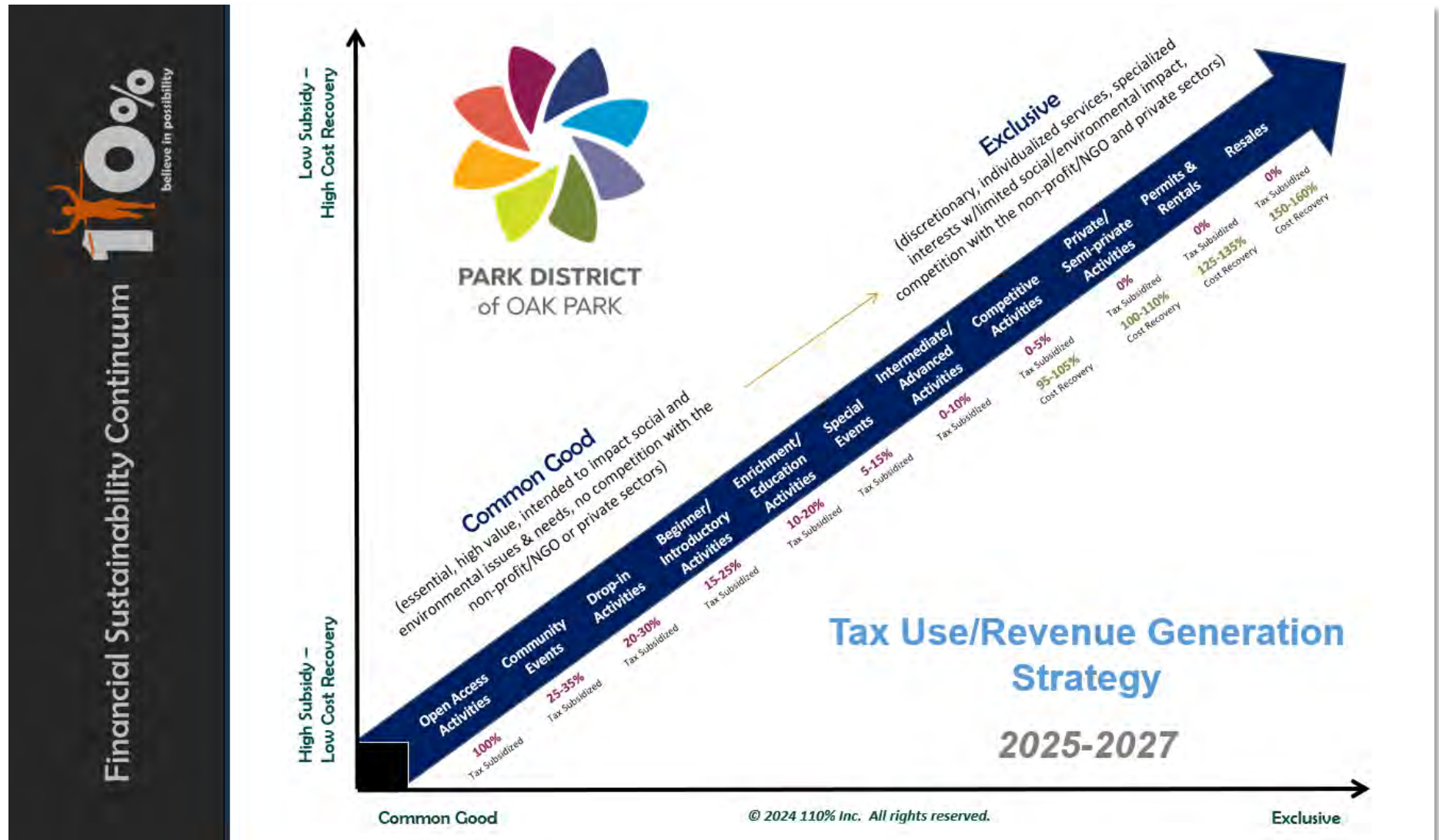
Expense Category Summary	Amount	% of Total
Personnel	\$ 10,522,489.13	66.08%
Admin	\$ 1,525,931.07	9.58%
O&M	\$ 3,119,935.50	19.59%
Utilities	\$ 755,842.00	4.75%
<b>Total District</b>	<b>\$ 15,924,197.70</b>	<b>100.00%</b>

## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY

### TAX USE/REVENUE GENERATION STRATEGY







PDOP's Tax Use/Revenue Generation Continuum presents the degree to which financial resources will be spent and expenses will be recovered and managed. This strategy shifts from one which suggests that all services should be provided at no or low cost for everyone to an equitable philosophy where subsidy allocation decisions are based upon "beneficiary of service". In this conceptualization, each type of service has a set of specific characteristics that provide a rationale for who should pay (e.g., taxpayers, the individual, or both) and to what degree. Ultimately, this aligns subsidy allocation, cost recovery goals and expectations with beneficiary of service. The three-year Tax/Use Revenue Generation Continuum includes the District's Service Categories and cost recovery goals and expectations. The continuum, shown on the next page, is a graphic representation of the District's tax use and revenue enhancement strategy and philosophy.

## APPENDIX B | FINANCIAL SUSTAINABILITY STRATEGY





## Park District of Oak Park Implementation Plan

QUALITY INFRASTRUCTURE MANAGEMENT		
	Recommended Actions	Timeline
	Implement Parks and Facilities Assessment Recommendations.	ongoing
	Develop a Climate Action Plan.	2025
	Continued Development of an Asset Management Plan.	2028
	Strengthen the Capital Investment Policy.	2027
	Dog Park Enhancements and Education.	2029
	Continue to Focus on the Customer Experience in Park Spaces.	ongoing
	Continue to Provide Passive Recreation Opportunities.	ongoing
	Continued Compliance with the Americans with Disabilities Act (ADA).	ongoing
STAFF EXCELLENCE		
	Recommended Actions	Timeline
	Define Professional Development Opportunities and Guidelines.	2025
	Analyze the Effectiveness of Communication Efforts.	ongoing
	Strengthen Employee Recruitment and Hiring Process and Diversify Workforce.	ongoing
ORGANIZATIONAL EXCELLENCE		
	Recommended Actions	Timeline
	Consider Future Application for the National Gold Medal Award.	2025
	Maintain National Recreation and Park Association's (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA) designation.	2025
	Maintain Illinois Distinguished Agency Accreditation.	2025
	Technological Improvements.	2027
	Continue to Identify New Partnership Opportunities.	ongoing
	Continued Evaluation of Existing Partner Agreements, Memorandums of Understanding (MOU), and Joint Use Agreements (JUAs).	2027
	Evaluate Performance Effectiveness.	2025
CUSTOMER & COMMUNITY FOCUS		
	Recommended Actions	Timeline
	Marketing Improvements and Enhancements.	ongoing
	Continue 5-Year Community Survey.	2028
	Continued Website ADA Compliance.	2027
	Continue Community Outreach.	ongoing
	Define a Service Philosophy for Older (Active) Adults.	2026
	Explore Options for Family and Working Adult Programming.	2028
	Maintain an Understanding of Local Public Health Indicators.	ongoing
	Identify Constraints and Barriers to Access.	2027
	Continue the collaboration with West Suburban Special Recreation Association (WSSRA).	ongoing
	Apply a Recreation Services Analysis.	2029
	Present a Pool Referendum to Residents.	2026
FINANCIAL STRENGTH		
	Recommended Actions	Timeline
	Update the Current Cost Recovery Policy for Board Approval.	2025
	Continue to pursue alternative funding sources (grants, donations, referendum, etc.).	ongoing
	Evaluate Contractor "Splits".	2025
	Conduct Annual Cost of Service Analysis Updates.	ongoing
	Conduct a Review of the Tax Use and Revenue Generation Strategy.	2029
	Implement Strategic Pricing.	2025
	Reevaluate Success Metrics.	2027
OTHER:		
	Recommended Actions	Timeline
	Update Strategic Master Plan Annually	ongoing

NOTES:

# APPENDIX D

## COMMUNITY MARKETING AUDIT

### MEETING

OUR  
PARKS,  
OUR  
FUTURE.



PARK DISTRICT  
of OAK PARK

**May 15th**  
**6:30–7:30pm**

**Cheney Mansion**  
**220 N Euclid Ave**

[OurParksOurFuture.com](http://OurParksOurFuture.com)

*Free childcare  
will be provided  
for ages 3+*





# BRAND & MARKETING DOCUMENTS



### BRAND GUIDELINES



#### **Ridgeland Common Recreation Complex (RCRC): Uncommon Fun for Everyone**

This message helps to solidify the RCRC brand as a unique facility that caters not only to hardcore hockey enthusiasts, but also to a first-time skater. It also helps to overcome the unique challenge of being incorrectly referred to as “Ridgeland Commons.”

#### **Cheney Mansion: Where Happily Ever After Begins**

This message reflects that at Cheney Mansion, a couple can live the fairy tale wedding they always wanted.

#### **Oak Park Conservatory: Journey Worlds Away in Your Back Yard**

This message is a call to action that appeals to an audience's curiosity, sense of adventure and desire for fun. It is not only designed to impart a sense of proximity and convenience, but also to convey the sense of outdoor adventure.



Park District branding is clearly defined and consistently well-executed and recognizable in the community. However PDOP should explore updating branding to include new facilities like the CRC and GRC.



### BRAND GUIDELINES



### Telephone Etiquette

Some of us spend a little bit of time on the phone and others, a great deal of time. It doesn't matter. Anyone who transacts business on the telephone for the Park District of Oak Park plays a critical role in our organization's success. The person on the other end of the phone is developing an image, an impression of our agency by the way we handle their telephone call. We want that image to be positive and to reflect that we are accessible and helpful. Remember, our brand personality is described as simultaneously playful and friendly, yet responsible and resourceful. We want to reflect that personality on the telephone. At the end of the call we want the caller to say that the Park District of Oak Park provides quality customer service.



Great consideration of how customer experience affects the brand. There is opportunity to amplify this message/philosophy beyond the telephone to all staff/patron interactions.

## APPENDIX D | MARKETING AUDIT

### MARKETING PLAN

CHANNEL	TACTIC	DETAILS
DIGITAL	Website	<ul style="list-style-type: none"> <li>- Host and manage four websites: pdop.org, cheneymansion.com, pleasanthomeop.com, oakparkconservatory.org</li> <li>- Collect stakeholder input to guide the development of new pdop.org website, to including the following: <ul style="list-style-type: none"> <li>- Community Surveys and focus groups</li> <li>- Park District Citizen Committee</li> <li>- Staff review and feedback</li> <li>- Industry best practices</li> <li>- Ongoing updates to ensure content is informative, engaging, and current</li> </ul> </li> </ul>
	Social Media	<ul style="list-style-type: none"> <li>- Manage four social media pages: <ul style="list-style-type: none"> <li>Facebook: parkdistrictoakpark</li> <li>Twitter: parkdistoakpark</li> <li>Instagram: parkdistoakpark and oakparkconservatory</li> <li>LinkedIn: XXX</li> </ul> </li> <li>- PDOP Social media channels are used for advertising upcoming events and programs, communicating immediate information, posting photos from recent events, highlighting staff, sharing partner news, and more.</li> <li>- All content within our social media accounts is archived through Social Archive as required by law.</li> </ul>

DIGITAL con't	Electronic Newsletters	<ul style="list-style-type: none"> <li>- Constant Contact is our enews letter provider</li> <li>- Content for the general enews is comprised of program marketing, District news, park projects/renovations, and staff highlights.</li> <li>- Each program area distributes a dedicated monthly e-newsletter to current and past program participants sharing news, events, and programming</li> <li>- Email lists are comprised of past program participants and pass holders and updated quarterly</li> </ul>
	REACH Screens	<ul style="list-style-type: none"> <li>- TV monitors located inside RCRC, GRC, and the Oak Park Conservatory</li> <li>- Available to promote PDOP programs, events, schedules, and park district news</li> </ul>
	RCRC Marquee	<ul style="list-style-type: none"> <li>- Located at corner of Lake &amp; Ridgeland at the RCRC facility</li> <li>- Advertises upcoming community events with details including dates</li> </ul>
	On-Hold Message	<ul style="list-style-type: none"> <li>- Features special events and programs <ul style="list-style-type: none"> <li>- Updated 4/x year (quarterly): January, April, August, November</li> </ul> </li> <li>- Coordinates loosely with E-News</li> </ul>
	Advertising	<ul style="list-style-type: none"> <li>- The PDOP uses paid social media advertising on Facebook, Instagram, Snap Chat, Tik Tok</li> <li>- The PDOP advertises in Wedding Wire, Here's Comes the Guide, and the Knot for Cheney Mansion, Pleasant Home, and Oak Park Conservatory.</li> <li>- The PDOP uses google ads as needed for larger initiatives</li> <li>- Additional print and digital advertising is included in the plan for FLW Races.</li> </ul>



Channels and tactics are clearly defined.  
Be sure to update the LinkedIn information in the next marketing plan.

### MARKETING PLAN



**Convenience** - The term ‘convenience’ is a nebulous one which describes a number of perceived benefits including location, price, and ease of registration. Overall, convenience was rated as the most important differentiator for PDOP compared to competing opportunities for recreational activities. PDOP will continue to provide convenience, so the brand should more frequently promote it. For instance, the notion of convenience could be captured by the tagline used in subsequent marketing communication materials.



Convenience is identified as a core component of the brand. However some have expressed frustration with the inconvenience of the registration system, Amilia (refer to website section). Evaluate Amilia’s cost/benefits to the PDOP brand and registration convenience.

## RECOMMENDATIONS: BRAND AND MARKETING DOCUMENTS



- Given that convenience is a core component of the PDOP brand, evaluate use of Amilia and its registration convenience for cost/benefits to the PDOP brand and/or consider ways in which marketing/communications can help to ease the frustration of Amilia users, e.g., tutorials, refreshers, cheat sheets for customer service to distribute, etc.



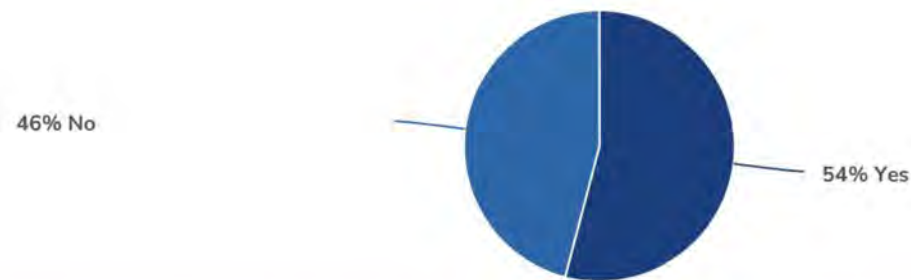


# SURVEYS

### 2024 SURVEY



12. Have you seen any social media posts from the Park District of Oak Park?



Responses to this question indicate that social posts are reaching slightly less than half of your intended audience. It could be worth evaluating the channels you post on along with opportunities for cross promotion with other organizations.

## APPENDIX D | MARKETING AUDIT

### 2024 SURVEY

13. Thinking about the Park District social media, how strongly do you agree or disagree that the posts are...



	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	Responses
<b>Helpful</b>					
Count	3	4	48	44	99
Row %	3.0%	4.0%	48.5%	44.4%	
<b>Engaging</b>					
Count	2	10	59	27	98
Row %	2.0%	10.2%	60.2%	27.6%	
<b>Informative</b>					
Count	2	2	47	47	98
Row %	2.0%	2.0%	48.0%	48.0%	
<b>Interesting</b>					
Count	2	6	62	28	98
Row %	2.0%	6.1%	63.3%	28.6%	
<b>Totals</b>					
Total Responses					99



Even though responses to this question lean positive, look for opportunities to be more creative on social media so that your content is more engaging and interesting. Look to increase respondents that indicate "Strongly Agree" on this question in future surveys.

## APPENDIX D | MARKETING AUDIT

### 2023 SURVEY

31. Thinking about the Park District website, how strongly do you agree or disagree that the website is...

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree	Responses
Helpful					
Count	2	1	23	15	41
Row %	4.9%	2.4%	56.1%	36.6%	
Engaging					
Count	2	7	21	11	41
Row %	4.9%	17.1%	51.2%	26.8%	
Informative					
Count	2	3	19	17	41
Row %	4.9%	7.3%	46.3%	41.5%	
Interesting					
Count	1	8	20	12	41
Row %	2.4%	19.5%	48.8%	29.3%	
Easy to use					
Count	3	14	16	8	41
Row %	7.3%	34.1%	39.0%	19.5%	
Up to date					
Count	2	5	20	14	41
Row %	4.9%	12.2%	48.8%	34.1%	
Totals					
Total					41



Responses to this question are most mixed on “Easy to use”. This aligns with other feedback received on the website. Look for ways to improve the user experience and consider additional research to better understand specific elements of frustration.



## 2024 SURVEY



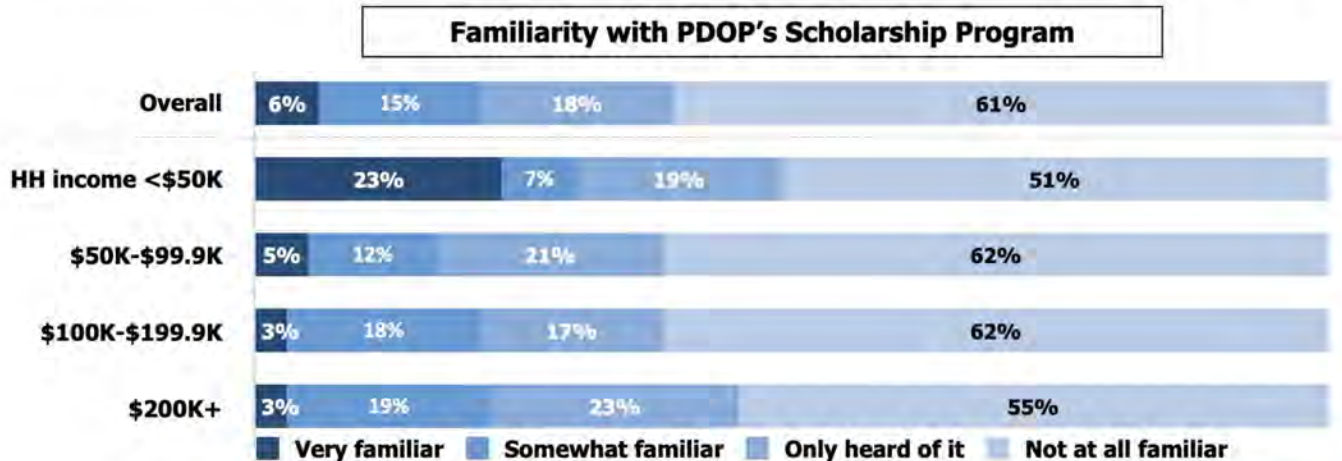
**The oldest and most long-term Oak Park residents are more likely to get their PDOP information from local newspapers/websites. Social media sites are referenced most often by PDOP program participants and adults under age 55.**

	Overall	Most Likely to Cite as a Source
<b>Local newspaper (print/online)</b>	<b>21%</b>	<ul style="list-style-type: none"> <li>- North region (32%)</li> <li>- Ages 65+ (41%)</li> <li>- Homeowners (27%)</li> <li>- Lived in Oak Park 25+ yrs. (40%)</li> </ul>
<b>PDOP social media</b>	<b>14%</b>	<ul style="list-style-type: none"> <li>- Under age 55 (17%, vs. 8% of those over 55)</li> <li>- Lived in Oak Park &lt;25 yrs. (18%, vs. 4% of 25+ year residents)</li> <li>- HH income \$50K-\$99K (25%)</li> <li>- PDOP program participants (20%, vs. 5% of non-participants)</li> </ul>

## 2024 SURVEY

**Overall, one in five respondents (21%) said they are familiar with the District's scholarship program for lower-income households. However, much of this awareness is "soft".**

- Only 6% are "very familiar", and more than twice as many are "somewhat familiar" (15%). Another one in five (18%) have only heard about these scholarships, nothing more. And the rest – a majority at 61% – are not at all aware.
- While awareness tends to be highest among those most eligible for these scholarships (lower-income respondents), at least half of this income group (51%) are still not at all familiar with this opportunity. Awareness is also lowest among:
  - Those with children (66% "not at all familiar", vs. 61% overall)
  - Non-PDOP program participants (74%)
  - Residents who moved to Oak Park <5 years ago (68%) or 15-24 years ago (69%)
  - Those under age 35 (81%) along with residents aged 65+ (66%).
- The 2019 survey tested awareness as a "yes/no" question, with 39% "yes" and 61% "no" results (no change vs. 2023).

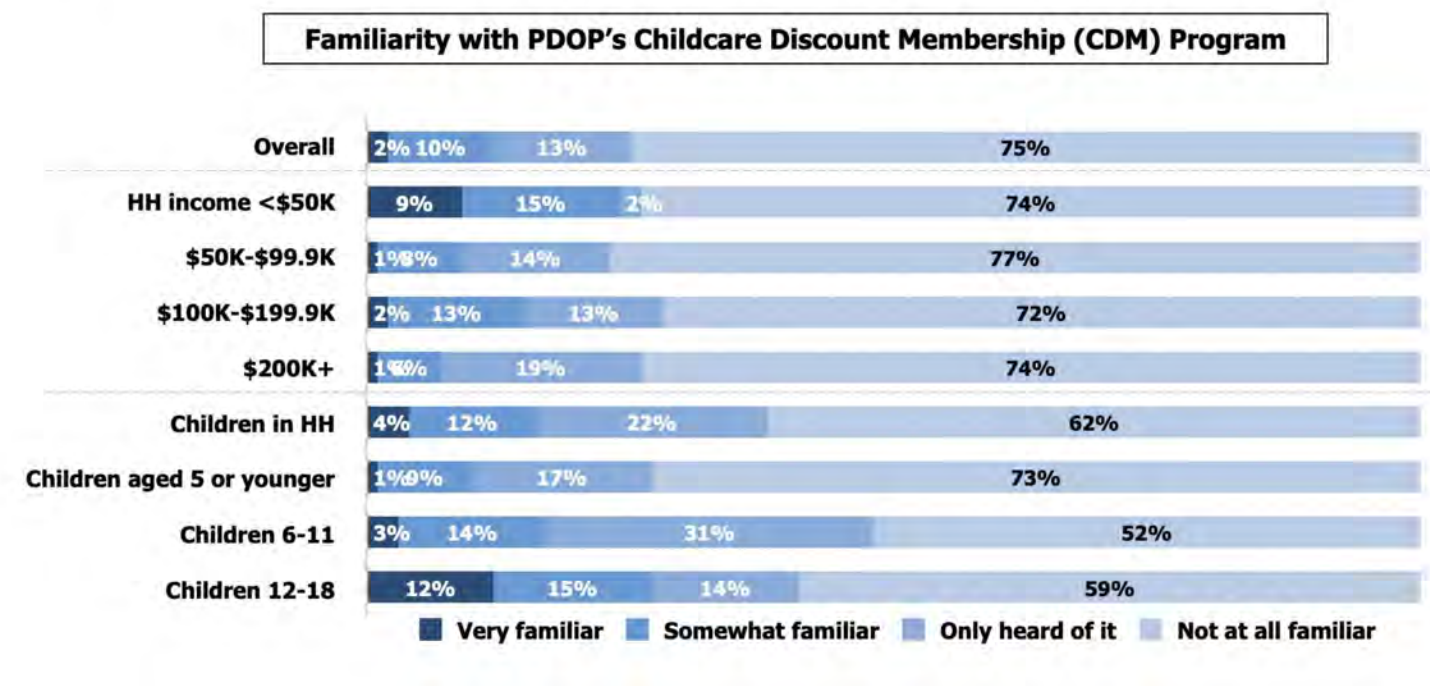


2024 SURVEY

**Awareness is even lower with the PDOP’s Childcare Discount Program (CDM) to assist lower-income residents with school-aged children (up to age 14) with the cost of full-day camps and afterschool programs.**



- Similar to the PDOP scholarship program, the lowest income residents tend to be more familiar with the CDM assistance. However, three out of four remain completely unfamiliar (similar to the overall response).
- Those with children likewise remain mostly unfamiliar, despite slightly higher awareness among those with children ages 6+ (and especially those with teenagers – some of whom may have recently benefited from the CDM).





### 2024 SURVEY



Awareness of the PDOPs scholarships and CDM discounts remains relatively low.

- Overall, about one in five are either “very” (6%) or “somewhat” familiar (15%) with the District’s scholarship pool which provides financial assistance available to lower-income households.
  - The good news is that those most likely to qualify (reporting household incomes under \$50K) tend to be the most aware of this opportunity (23% “very” familiar, vs. 6% overall). Still, just over half of these lower income residents (51%) have never heard of these scholarships.
- Similarly, only 12% are “very” (2%) or “somewhat” familiar (10%) with the District’s CDM offering for lower income residents with children in Kindergarten through age 14. Three in four overall (75%) have never heard of this program.
  - Residents with children ages 12 to 14 tend to be more aware (12% “very” familiar, vs. 2% overall) – possibly because they have taken advantage of CDM in the past or currently. However, 59% of these households remain not at all aware of this assistance.



Future marketing efforts could focus on increasing awareness of PDOP scholarships and CDM discounts. Over half of lower income residents have never heard of these opportunities.



# APPENDIX D | MARKETING AUDIT

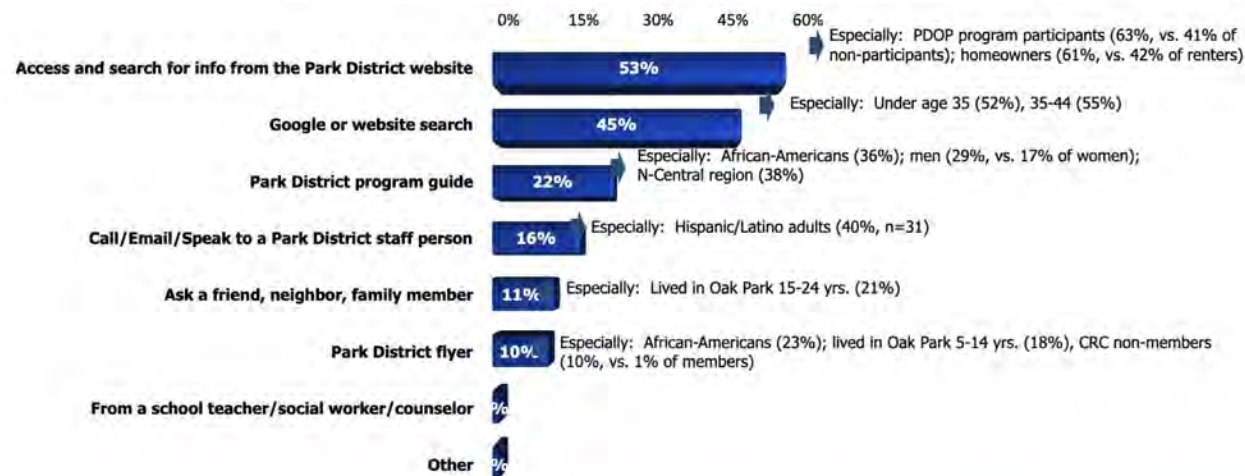
## 2024 SURVEY

**Respondents unaware of the PDOP's scholarship and/or CDM programs most often would seek additional information from the District website (especially those already in PDOP programs), with a general web search a close second option (especially among younger adults).**

- Hispanic residents would be more likely to call the PDOP for more information, while African Americans report a greater likelihood of looking to print materials (program guide, District flyers) compared to the average.



**PDOP's Financial Assistance Programs Information Sources**



Make scholarship/CDM program information easy to find on the website.

### 2024 SURVEY

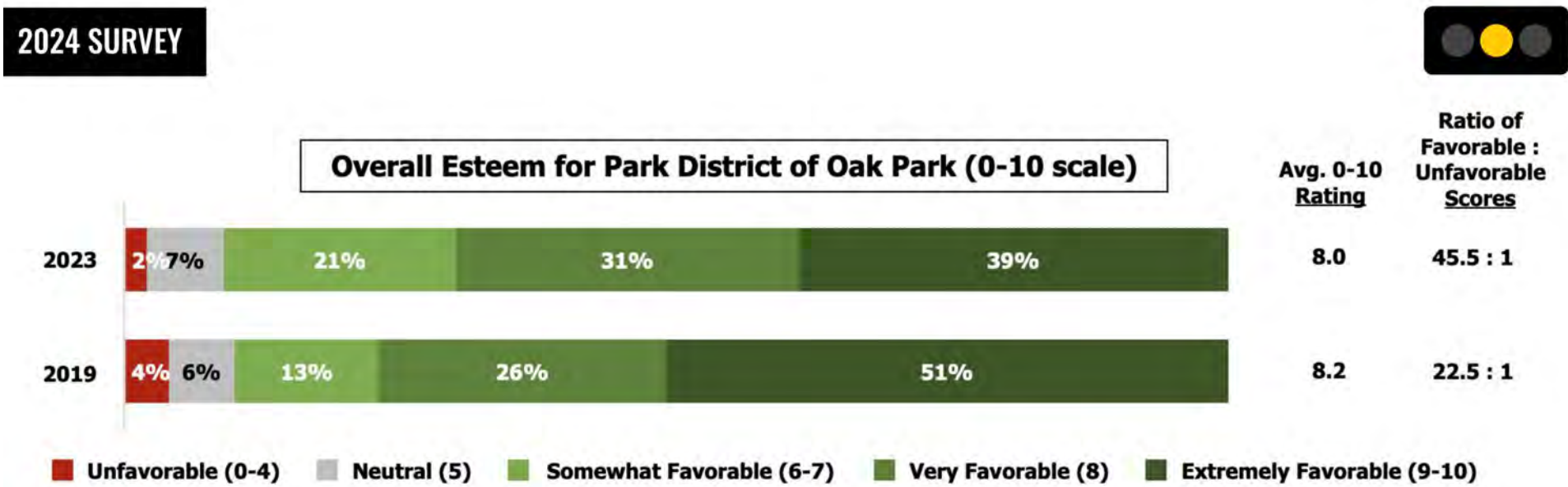


**Among the few (2%) who report no visits to PDOP parks or facilities in the past year, the top reason continues to be not having young children at home (continuing a perception that the District focuses on children and young families and is less relevant to older adults).**


- The rest usually attribute their non-usage to a lack of interest, health issues/limitations, and a lack of time (mentioned far less often now than in 2019).
- Similarly, non-users now appear to be more familiar with PDOP parks and facilities (given the big drop in lack of awareness in 2019).



There is opportunity to grow interest amongst residents without young children. Consider a focus on marketing “non-children” activities more to this audience.



**Respondents had a more difficult time identifying something they dislike or would like to see improved by the PDOP. Over a third (36%) could not think of anything (including 15% who said there is nothing they dislike).**



Favorability remains high, but the amount of “Very Favorable” responses and the average rating has decreased since 2019. This is something to keep an eye on to ensure it doesn’t become a downward trend. Consider other surveys to measure sentiment to track this measure.

## RECOMMENDATIONS: SURVEYS



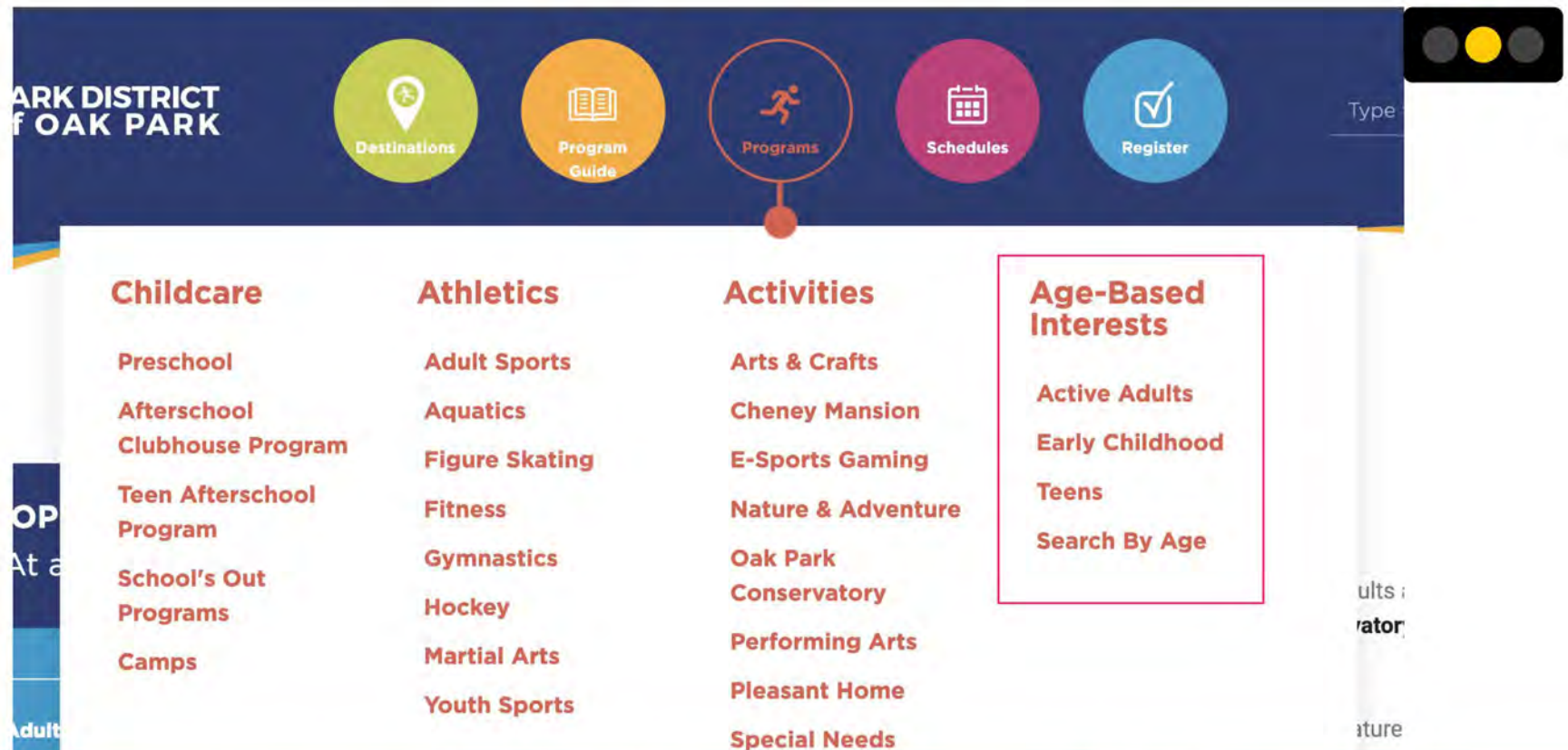
- Look to increase respondents that indicate “Strongly Agree” on the “thinking about the Park District social media, how strongly do you agree or disagree that the posts are...” question in future surveys.
- Favorability remains high, but the amount of “Very Favorable” responses and the average rating has decreased since 2019. This is something to keep an eye on to ensure it doesn’t become a downward trend.





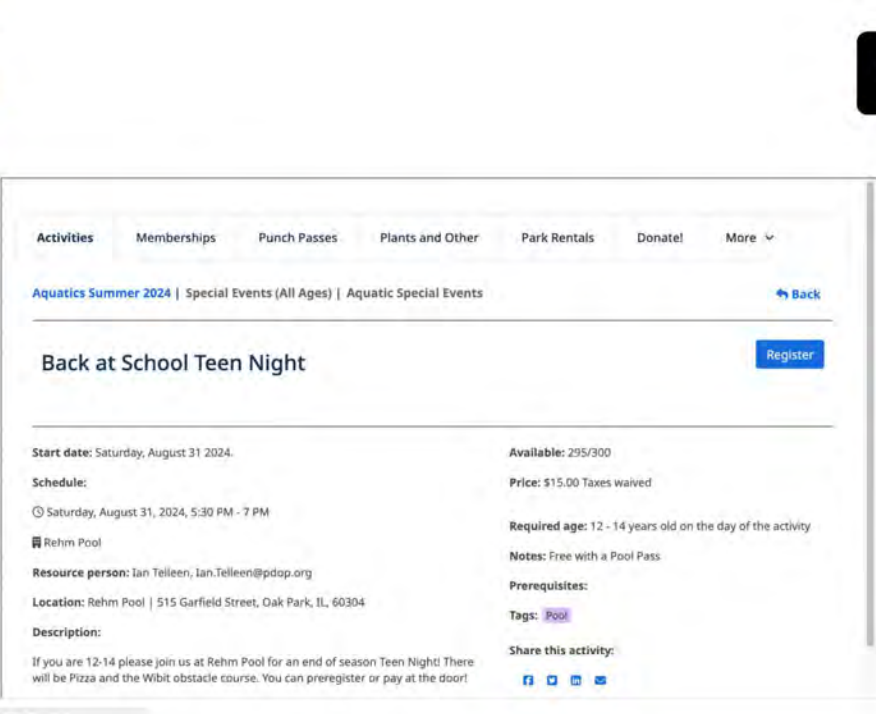
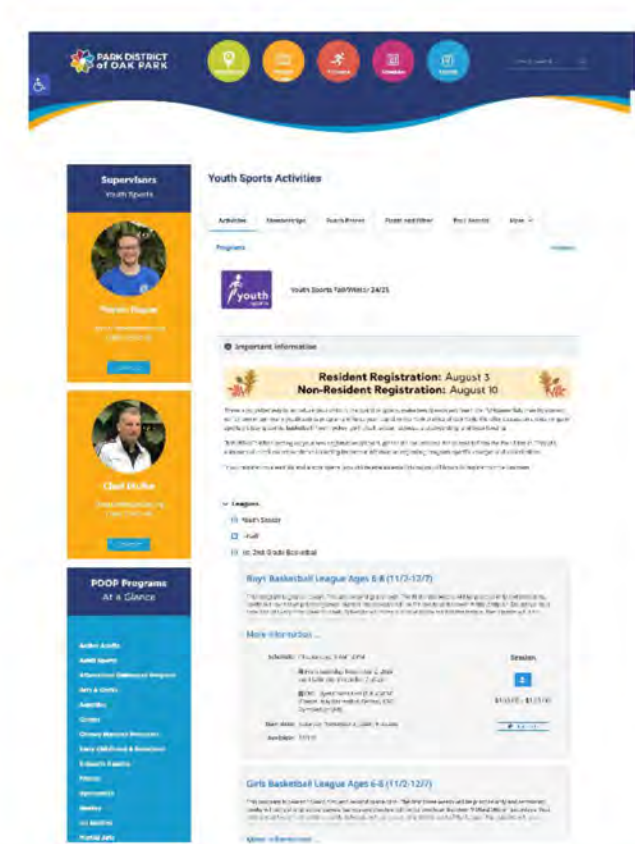
**WEBSITE**

## APPENDIX D | MARKETING AUDIT



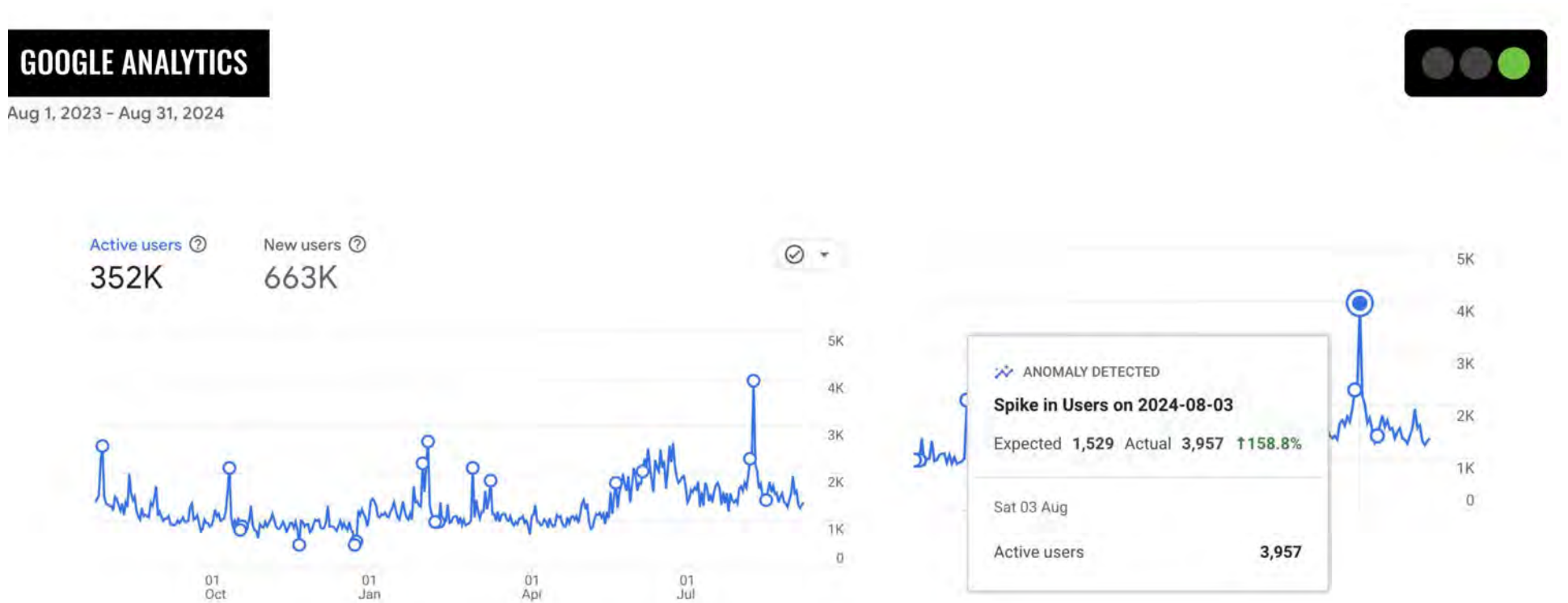
There is an opportunity to add "Adult" to the "Age-Based Interests" column in the nav under programs, if you do choose to expand on programs/marketing for adults (especially those without children).

APPENDIX D | MARKETING AUDIT



Almost one in four respondents from the 2024 survey mentioned difficulties and stress when registering for programs. Anecdotal comments received by the team back up this data. Evaluate your registration process and Amilia capabilities.

## APPENDIX D | MARKETING AUDIT



There have been 352K users on the site during the reporting period. Traffic sees a large uptick heading into the summer. There was a large spike in early August – that was a result of registration for Fall/Winter programming and FLW Early Bird registration.



## APPENDIX D | MARKETING AUDIT

### GOOGLE ANALYTICS

Aug 1, 2023 – Aug 31, 2024

First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	User key event rate All events
Total	352,682 100% of total	662,597 100% of total	101,275 100% of total	3m 02s Avg 0%	1.64 Avg 0%	8,528,129 100% of total	8,254.00 100% of total	1.77% Avg 0%
1 Organic Search	206,678	403,355	65,346	3m 06s	1.71	4,964,275	84.00	0.03%
2 Direct	126,792	224,469	33,882	3m 01s	1.65	3,219,976	7,285.00	4.38%
3 Referral	10,256	17,338	2,215	3m 50s	1.23	252,942	848.00	6.24%
4 Organic Social	8,201	16,021	503	37s	0.66	80,033	16.00	0.17%
5 Email	411	674	94	1m 49s	1.11	6,750	16.00	2.43%
6 Display	286	571	31	27s	0.70	2,790	0.00	0%
7 Unassigned	59	113	13	1m 39s	1.17	766	0.00	0%
8 Paid Social	41	51	6	58s	0.83	555	4.00	2.44%
9 Organic Video	2	3	0	3m 10s	1.50	34	1.00	50%
10 Organic Shopping	1	2	0	57s	2.00	8	0.00	0%



This is sources of traffic sorted by the amount of new users they bring. Organic Search brings the highest amount of both new users and engaged sessions to the site.

## APPENDIX D | MARKETING AUDIT

### GOOGLE ANALYTICS

Aug 1, 2023 – Aug 31, 2024

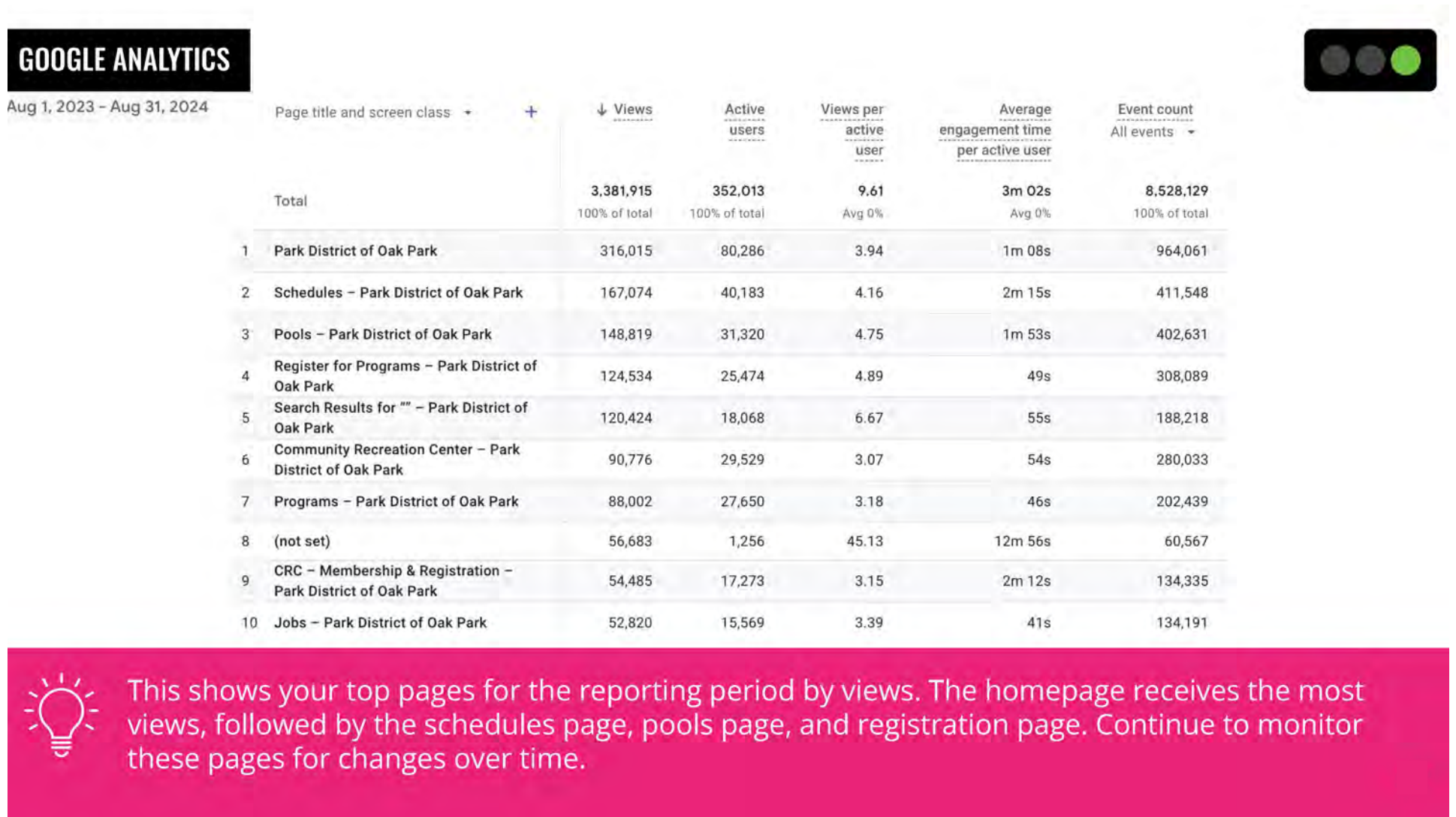
First user default channel group		New users	Total revenue	Transactions
Total		662,597	\$1,348,971.73	8,092
		100% of total	100% of total	100% of total
1	Direct	224,469	\$1,214,589.01	7,133
2	Referral	17,338	\$115,909.14	839
3	Organic Search	403,355	\$16,345.91	84
4	Email	674	\$1,321.67	15
5	Organic Social	16,021	\$373.00	16
6	Organic Video	3	\$243.00	1
7	Paid Social	51	\$190.00	4
8	Display	571	\$0.00	0
9	Organic Shopping	2	\$0.00	0
10	Unassigned	113	\$0.00	0



In terms of total revenue, Direct Traffic brings in the most money overall. An individual new user that came via Direct Traffic was worth \$5.41. However, a new user that came via Referral traffic (website visits that come from a link on another site) was worth \$6.67. A new user that came via Organic search was worth about 4 cents.

*NOTE: Revenue data begins in May 2024 and does not reflect the full reporting period.*

## APPENDIX D | MARKETING AUDIT



## APPENDIX D | MARKETING AUDIT

### GOOGLE ANALYTICS

Aug 1, 2023 – Aug 31, 2024

Landing page	↓ Sessions	Active users	New users	Average engagement time per session
Total	977,264 100% of total	352,013 100% of total	662,597 100% of total	1m 05s Avg 0%
1 /	183,968	72,420	118,934	1m 28s
2 /recreationdestinations/pools	68,169	26,562	43,255	50s
3 (not set)	52,085	28,999	1,889	35s
4 /crc	45,706	24,672	41,112	1m 56s
5 /register	26,802	10,329	11,572	42s
6 /schedules	26,375	10,093	9,905	50s
7 /upcomingevents/frank-lloyd-wright-races	23,294	11,535	20,312	43s
8 /jobs	22,284	10,420	17,528	21s
9 /parks-facilities/location/ridgeland-common-recreation-complex	19,513	11,241	19,077	1m 48s
10 /oakparkconservatory	19,228	11,649	20,571	1m 00s



This shows your top landing pages for the reporting period. Most users land on the homepage, but the pools page continues to be a big driver of traffic. Continue to monitor these pages for changes over time.



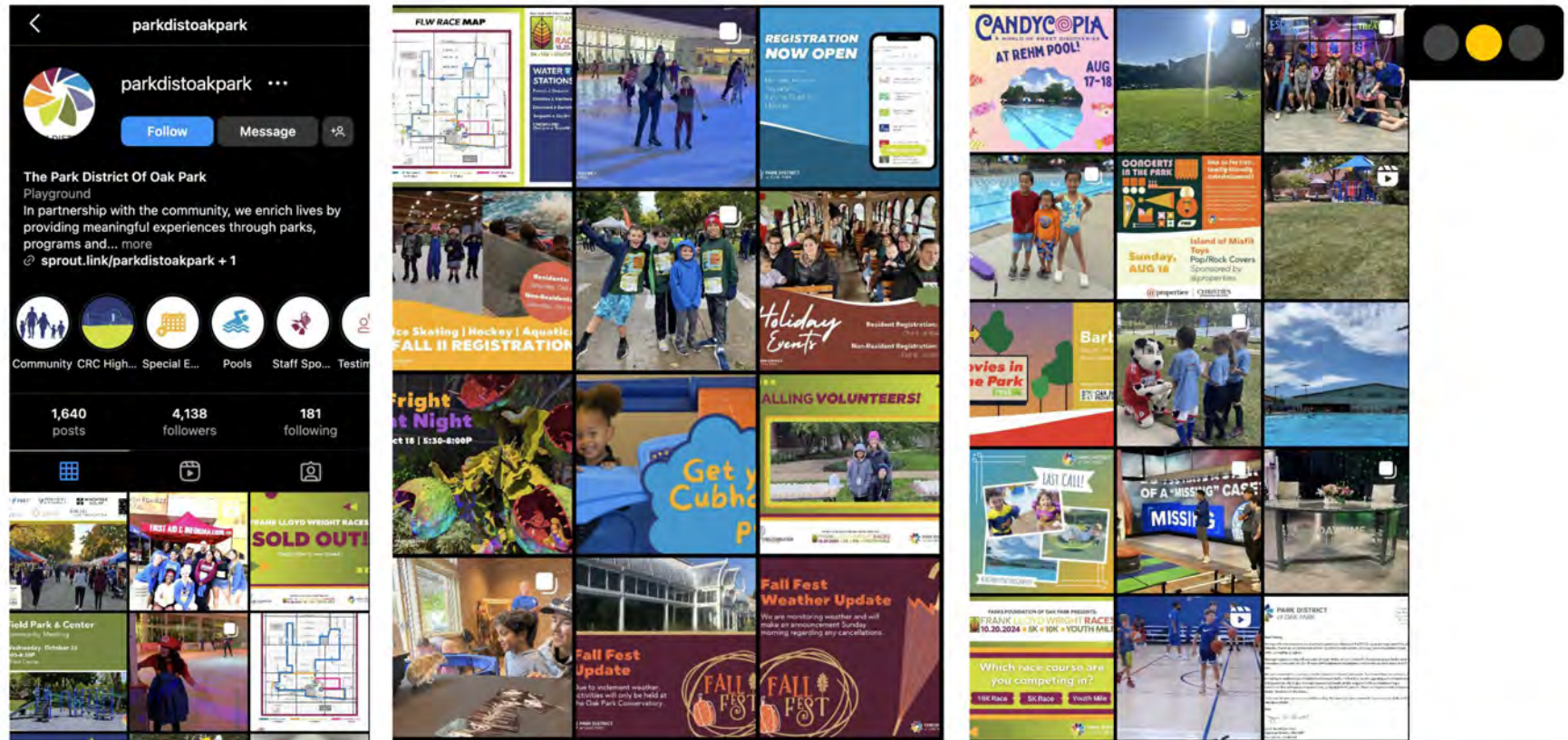
## RECOMMENDATIONS: WEBSITE

- There is an opportunity to add “Adult” to the “Age-Based Interests” column in the nav under programs, if you do choose to expand on programs/marketing for adults (especially those without children).
- Almost one in four respondents from the 2024 survey mentioned difficulties and stress when registering for programs. Anecdotal comments received by the team back up this data. Evaluate the convenience of the registration process and use of Amilia to determine cost/benefits to the PDOP brand, and/or consider ways in which marketing/communications can help to ease the frustration of Amilia users, e.g., tutorials, refreshers, cheat sheets for customer service to distribute, etc.
- Look for ways to improve the user experience of the website.
- Make scholarship/CDM program information easy to find on the website.



# SOCIAL MEDIA

## APPENDIX D | MARKETING AUDIT



PDOP posts on Instagram several times a week and has over 4,000 followers. The last 9 posts have received an average of 40 likes and 1.2 comments per post. Though PDOP focuses more on Reach over Engagement, because Engagement is directly tied to appearing in a user's feed (and therefore reach), developing more engaging content should improve reach and overall performance.



# APPENDIX D | MARKETING AUDIT

## FACEBOOK, 2023-YTD

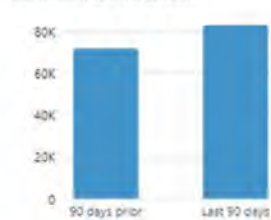
Facebook posts Facebook stories Instagram posts Instagram stories

### Reach

Post reach ⓘ

83K ↑ 15.7%

Total from last 90 days vs 90 days prior



### Median post reach per media type ⓘ

For posts created in the last 90 days



### Median post reach per content format ⓘ

For posts created in the last 90 days



### Engagement

Post reactions, comments and shares ⓘ

3.7K ↓ 13.7%

Total from last 90 days vs 90 days prior



### Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



### Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



### Content overview

Explore noteworthy trends from the content you recently created and shared.

Facebook posts Facebook stories Instagram posts Instagram stories

### Reach

Post reach ⓘ

83K ↑ 15.7%

Total from last 90 days vs 90 days prior



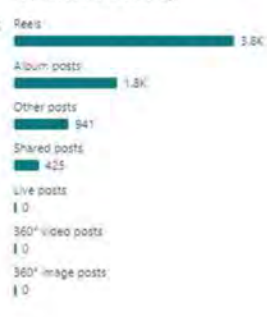
### Median post reach per media type ⓘ

For posts created in the last 90 days



### Median post reach per content format ⓘ

For posts created in the last 90 days



### Engagement

Post reactions, comments and shares ⓘ

3.7K ↓ 13.7%

Total from last 90 days vs 90 days prior



### Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



### Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



PDOP engagement is stronger on Facebook when links are shared (to programs, events, etc.) Image-based posts reach over 1K people but on average are only engaged with by 10 people. Developing more engaging content should improve performance.



## RECOMMENDATIONS: SOCIAL MEDIA



- Evaluate the channels you post on along with opportunities for cross promotion with other organizations to expand your reach.
- Explore creative strategies to expand reach and make your social media content more engaging by focusing on a mix of storytelling, interactive elements, and visuals. For example:
  - Leverage User-Generated Content (UGC) by encouraging PDOP visitors to share their own photos and experiences using a specific hashtag, and feature this content on your social media channels.
  - Use tools like Instagram Stories, Facebook polls, and live Q&A sessions to actively engage with your audience. Share behind-the-scenes looks at park operations, staff stories, and special events preparation.
  - Create and share short, visually appealing videos that highlight events, activities, and facilities. For example, a quick 30-second tour of a new playground, or a fun time-lapse of a community event, can grab attention more effectively than static images.
  - Partner with local influencers, businesses, or community leaders to help spread the word about park district events and initiatives.
  - Incorporate humor or light-hearted content where appropriate. Funny park-related memes, playful challenges, or quirky facts about the parks can capture attention and make your content more shareable.

## OTHER ITEMS REVIEWED



The below items were reviewed as part of the audit process but did not result in specific issues or recommendations.

- Email Newsletters
- Signage & Print Collateral
- Marketing Campaigns



# APPENDIX E PARKS ASSESSMENTS





## APPENDIX E | PARKS ASSESSMENTS

### PARKS AND FACILITY EVALUATION

As part of the Comprehensive Planning process, it is essential to assess all Park District properties and document their current conditions creating an overview to serve as a valuable benchmark for setting and measuring progress toward future goals and strategies.

Over the spring and summer of 2024, all the exterior park space was visually inspected to capture the condition of each park. Since the previous plan, the Park District has yearly review of park conditions, continued high quality of maintenance ,and implemented improvements at several parks.

- As a densely populated park district with limited field space, turf maintenance will be an ongoing issue. Bringing maintenance in house has improved turf quality. The District should continue to review usage rates and rotation of fields to further improve quality. Opportunities to add irrigation, drainage or artificial turf sites will also help with heavily used fields.
- Drinking fountains containing bottle fillers have been a successful addition to parks. Consider bottle fillers at all future drinking fountain renovations.
- As playgrounds age, poured in place surfacing should be continually reviewed and surface cleaning and repaired to help with longevity where playground equipment is in good condition.
- As playgrounds are renovated, artificial turf has been identified as the preferred play surfacing and should be considered in budgeting for future improvements.
- Many fabric shades have been added to the dugouts at baseball fields throughout the Park District. This has been a well received improvement and should added at for all remaining dugouts as funds become available.

The following pages compile essential background information and evaluation data for each park. A detailed review of specific amenities at each park, and observations regarding the condition of these facilities are included as well.

Each open space has been assigned a set of evaluation scores based on the amenities and features, contributing to an overall park rating. These scores were derived from a comprehensive evaluation of the specific amenities on the park sites. The parks were evaluated Excellent, Good, Fair, and Poor. The rubric for these criteria is noted below. The scoring system operates on a scale of one hundred points. Additional notes regarding the open spaces and facilities are derived from the consultant team's evaluations. No interior facility space was included in this report.

- Excellent: New or like new condition with no or few issues present
- Good: Operable condition but some wear may be present
- Fair: Wear and some damage may be present but not impacting operation or use. Park Amenities may be nearing the end of their useful life and merits future review.
- Poor: Extensive wear was present or impacting use. Park Amenities may be at or beyond their useful life and should be considered for replacement.



# APPENDIX E | PARKS ASSESSMENTS

## Andersen Park

824 Hayes Avenue • 1.3 Acres

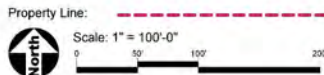
OVERALL  
PARK GRADE  
**C**

EVALUATION SCORE CARD	Metric	Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Restrooms	Drinking Fountain	TOTAL SCORE
N/A	60	69	70	63	60	85	80	70		

Year Acquired: 1916  
PIN #: 16-05-305-001



Andersen Park was named after children's author Hans Christian Andersen. The park features a soccer field, a playground and splash pad. The Andersen Center, the park community center, was designed by John S. Van Bergen and includes restrooms and indoor recreation space. The master plan for Andersen Park was updated in 2016.



### Site Programming

- After school club activities
- Summer & learning camps
- Adventure weeks
- Soccer

### Natural Features

- Rain gardens
- Open green space
- Shade trees
- Chess Scholars

### Site Analysis

#### Active Recreation

- Pavers at seating area near playground have settled and some grass and weeds are present
- Pavement along accessible route has some cracking and movement at entry

#### Site Amenities

- Ornamental Fencing is rusting in some locations

### Recommendations

- Monitor cracked pavement for impacts to accessibility and consider replacing when needed
- Replace or reinstall existing pavers at playground to improve accessibility
- Consider installing accessible path to soccer field bleachers
- Playground is reaching the end of its useful life and replacement is scheduled for 2025

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2014	<b>Soccer Field</b>	
2		Bleachers	Fair
-		Fencing	Fair
	2006	<b>Playground</b>	
2		Main Structure	Fair
4		Swings - 2 tot, 2 belt	Good
-		Surfacing- EWF	Good
2		Shade Structures	Good
-		Pavement - concrete pavers	Fair
-		Pavement - pavers	Poor
-		Drainage	Good
-		Fencing - aluminum fence	Fair
4	2008	Benches - w/o arms	Good
		<b>Trails</b>	
-		Pavement - concrete	Fair
4		Benches - w/o arms	Fair
1		Bike Racks - grid (8+)	Poor
		<b>Other amenities</b>	
5		Light Pole - corten steel	Good
1	2011	Restrooms - in building, all gender	Good
-		Tree Canopy	Fair
-		Plantings	Good
3		Picnic Tables	Fair
1		Drinking Fountain - 2 bowls - concrete	Good
-		Fencing - chain link fence	Poor
4		Signage	Good
4		Litter Receptacles	Good
1		Splash Pad	Good





# APPENDIX E | PARKS ASSESSMENTS

## Austin Gardens

167 Forest Avenue • 3.64 Acres

OVERALL  
PARK GRADE  
**A**

EVALUATION	SCORE	CARD	Athletic	Courts	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	N/A	N/A	80	85	75	85	60	76			

Year Acquired: 1947  
PIN #: 16-07-120-016



Austin Gardens is known for "The Secret Garden" with its secluded location. The lush woodland vegetation and mature trees shield Austin gardens from urban life, creating a cherished sanctuary for nearby residents and visitors with 285 trees. The garden features include raingardens, bioswales, and stormwater harvesting systems. Additionally, the site is an arboretum with an interpretive signs. The master plan for Austin Gardens was last updated in 2016.



### Site Programming

- Nature areas guided tours
- After school club activities
- Special events/ Workshops
- Nature camps
- Preschool camps
- Outdoor Festival Theater

### Natural Features

- Ornamental woodland plantings
- Arboretum
- Native wildflower garden
- Open green space
- Learning gardens

### Site Analysis

#### Active Recreation

- Some historic pavers have settled at entries

#### Site Amenities

- Benches need to be stained, some benches do not have companion seating
- Interpretive signs are showing wear

### Recommendations

- Existing poles are aging and may need replacement.
- Address readability of interpretive signs

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2011	<b>Trails</b>	
14		Benches - with arms	Good
9	2016	Bike Racks - 5 circular (1 ea.)	Good
-		Fencing - custom fencing	Good
5		Litter Receptacles	Good
-		Pavement	Good
-		Pavers	Fair
-		Aggregate Path	Fair
		<b>Other Amenities</b>	
-		Fencing - metal fence at the periphery	Good
-		Plantings	Good
-		Tree Canopy	Good
3		Picnic Tables	Good
4		Signages - interpretive	Good
2	2016	Drinking fountain - 1 bottle filler, 2 fountains at building	Good
1	2016	Restrooms - in building, all gender	Good
16		Light poles	Good
-		Lawn	Fair
1/2	2016	Shelter - attached to building	Good

2013 - OSLAD Grant





# APPENDIX E | PARKS ASSESSMENTS

## Barrie Park

1011 South Lombard Avenue • 4.22 Acres

OVERALL  
PARK GRADE  
**A**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
	85	86	97	96	95	98	98	99	94		

Year Acquired: 1932  
PIN #: 16-17-312-001, 16-17-311-033



Barrie Park features a nature playground and a tot lot. It was named for the children's author James Barrie. The sport courts include two half basket ball courts and six pickleball courts. A master plan was created for Barrie Park in 2015, and was completed in 2023-2024, including upgrades to the playground, sled hill, and the addition of the natural play area.



### Site Programming

- Pickleball classes
- Learning camps
- Traditional day camps
- After school programs
- Baseball games
- Soccer games
- Football games

### Natural Features

- Sled hill
- Nature playground area
- Berms
- Rain gardens

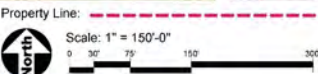
### Site Analysis

#### Active Recreation

- New nature play log  
steppers are adjacent to concrete paving

#### Site Amenities

- Seating at ballfield is older style that does not match new benches throughout park



### Recommendations

- Park Renovated in 2023 with additional court color coat surfacing completed in 2024, baseball field and soccer field were not updated and should be considered for the addition of drainage to the ballfield.
- Provide shaded seating areas
- Provide shade at Baseball dugouts

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2005	<b>Ball Field</b>	
-		Backstop	Good
-		Bases	Good
-		Bleachers	Good
2		Dug Out	Good
-		Fencing	Good
-		Infield	Good
-		Pavement	Good
2		Player Benches	Good
-		Irrigation	Good
2		Storage Boxes	Good
		<b>Soccer Field</b>	
-		Turf	Good
2		Soccer Goals	Good
2 Half	2005	<b>Basketball Courts</b>	
2		Basketball Hoops	Good
-		Pavement	Good
6	2019	<b>Pickleball Courts</b>	
	2023-24	Color Coating	Excellent
		Fencing - Chainlink - Windscreen Interior	Good
6		Netting, Posts, Equip.	Good
		Pavement	Good
	2023	<b>Tot Lot</b>	
1		2-5 Play Structure	Excellent
11		Independent Pieces - 3 rounds, 1 steppers, 1 spinner, 1 cafe stand, 1 sensory panel, 1 rocker, 3 music pieces	Excellent
1		Drinking Fountain - 1 bowl, 1 bottle filler	Excellent
-		Drainage	Excellent
-		Fencing	Excellent
-		Pavement - concrete	Excellent
	2024	<b>Nature Playground</b>	
50+		Log Steppers	Excellent
15		Rock Seating	Excellent
5		Logs	Excellent
1		Kompan Log House	Excellent
-		Surfacing - EPF	Excellent
-		Curb	Excellent

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2024	<b>Playground</b>	
1		2-5 Play Structure	Excellent
2		5-12 Play Structure	Excellent
12		Independent Pieces	Excellent
4		Swings - 2 seat, 1 net, 1 ADA	Excellent
2		Drinking Fountain - 2 w/ bottle filler, 1 bowl	Excellent
-		Drainage	Excellent
-		Surfacing - Turf	Excellent
1		Picnic Tables	Excellent
-		Fencing	Excellent
-		Pavement	Excellent
-		Pavement - at picnic tables, brick	Good
	2023	<b>Sledding Hill</b>	
-		Lawn/Grass	Poor
-		Pavement	Good
		<b>Trails</b>	
7		Bike Racks - 5 wave (5 ea.), 4 circular (1 ea.)	Excellent
1		Bike Fix it Station	Excellent
17		Benches - 8 w/ arms & back, 7 w/ back no arms, 1 w/ no back, 1 w/ no arms	Good
1		Drinking Fountain - 1 bowl, 1 bottle filler, 1 dog bowl	Good
33		Light Poles	Fair
9		Litter Receptacles	Good
		<b>Other Amenities</b>	
-		Plantings	Excellent
-		Tree Canopy	Excellent
8		Fitness Equipment	Excellent
1		Restrooms - 1 All Gender Room, in building - 1 Unisex, 1 Stall	Good
3		Picnic Tables - 1 standard, 2 ADA	Excellent
1		Signage	Excellent





# APPENDIX E | PARKS ASSESSMENTS

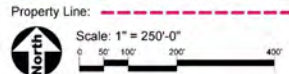
## Carroll Park

1125 South Kenilworth Avenue • 2.68 Acres

OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
	73	80	75	83	85	77	90	73	80		

Carroll Park is equipped with a tot lot and a playground which is shared with Lincoln Elementary School. The park is named after children's author Lewis Carroll. This park also features two half basketball courts, a soccer field and the Carroll Center, an indoor recreation center. The Discovery Area includes stone seating and a log area for nature play. Carroll Parks master plan was most recently updated in 2014.



### Site Programming

- Traditional day camps
- Extended camp
- Baseball games
- After school daycare
- Preschool classes
- Tween and teen camps

### Natural Features

- Open lawn space
- Planted areas
- Discovery area
- Rain garden

### Site Analysis

#### Active Recreation

- Soccer field is heavily used
- The artificial turf at the Tot Lot swings has worn out in some locations

### Recommendations

- Repair artificial turf at the swings

Year Acquired: 1916

PIN #: 16-18-320-021, 16-18-321-007, 16-18-321-004, 16-18-321-005



### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
-	2015	<b>Ball Field</b>	
-	2014	Backstop	Good
-		Bases	Good
2		Bleachers	Good
2	2014	Dug Out -shades	Good
-		Fencing	Good
-		Turf	Fair
8		Bike Racks - 8 Circular	Good
-		Infield	Good
-		Pavement	Good
2		Player Benches	Good
2		Shade Structures	Excellent
-	2014	<b>Soccer Field</b>	
-		Lawn	Fair
1	2018	<b>Tot Lot</b>	
1		2-5 Play Structure	Good
1		Independent Pieces - group spinner	Good
3		Swings - 2 tots, 1 friendship swings	Fair
2		Benches - 2 w/ back and arm, 1 w/o back	Good
1	2007	Drinking Fountain - 2 bowls w/ bottle filler	Fair
1		Litter Receptacles	Good
1		Pavement	Good
-		Drainage	Good
-		Surfacing - ATF	Fair

2019 - Clean Energy Community Foundation Grant

2020 - OSLAD Grant



### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
-	2015	<b>Discovery Area</b>	
16		Natural Rock Seating	Excellent
-		Lawn	Fair
-		<b>Nature Play Area</b>	
-		Surfacing - EWF	Good
13		Horizontal Logs	Good
16		Log Steppers	Good
-		<b>Other Amenities</b>	
1		Restrooms - all gender	Good
1		Bike Racks - 1 wave (5 ea.)	Fair
10	2009	Light Poles	Good
4		Litter Receptacles	Good
-		Plantings	Good
-		Tree Canopy	Good





# APPENDIX E | PARKS ASSESSMENTS

## Cheney Mansion

220 North Euclid Avenue • 2.2 Acres

OVERALL  
PARK GRADE  
**A**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	N/A	N/A	N/A	N/A	N/A	93	97	89	N/A	N/A	93

Year Acquired: 1985

PIN #: 16-07-213-001, 16-07-213-002, 16-07-213-003, 16-07-213-004, 16-07-213-005



Cheney Mansion is a historic building, formally a home, and now used for Park District programming and as a rental space for special events including weddings. The site is home to a variety of plants providing a lush garden look with walks and seating for the public to enjoy. The Cheney Mansion master plan was most recently updated in 2012.



### Site Programming

- Picnic areas
- Cooking classes
- Special events/weddings
- Rentable space, both indoor and outdoor
- Historic tours

### Natural Features

- Deciduous and evergreen trees
- Woodland walk
- Open lawn space
- Perennial gardens

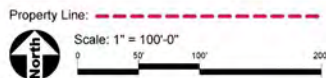
### Site Analysis

#### Active Recreation

- Some benches are not on an accessible route

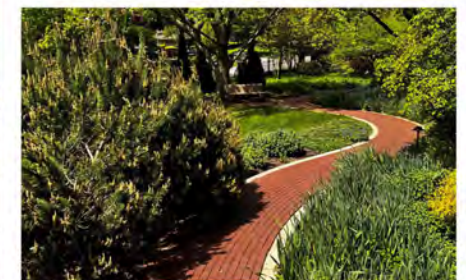
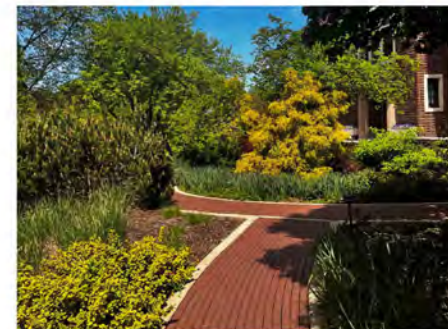
### Recommendations

- Turf in excellent condition at time of visit, expansion of irrigation could help with turf maintenance during busy rental season
- Provide gravel accessible route to the raised garden beds



### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
7	2006	<b>Trails</b>	
		<b>Benches</b>	
		- 1 recycled plastics w/ arms	
		- 2 wooden with 2 arms	
		- 1 wrought iron	
		- 1 w/o back near garden area	
		- 2 chairs w/ arms	Good
-		<b>Pavement</b>	
		- limestone path, brick pavers, concrete	Good
-		<b>Other Amenities</b>	
-		Plantings	Excellent
-		Tree Canopy	Excellent
-		Fencing	Excellent
		- custom made ornamental iron	
-		Entrance(s)	Excellent
-		Signage	Excellent
-		Picnic Table	Good
10		Planters	Fair
		- wooden planters variety of sizes	





# APPENDIX E | PARKS ASSESSMENTS

## Oak Park Conservatory

615 Garfield Street • 0.8 Acres

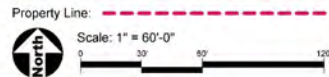
OVERALL  
PARK GRADE  
**A**

EVALUATION SCORE CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	N/A	93	94	92	88	N/A	N/A	92	

Year Acquired: 1914  
PIN #: 16-18-406-001



The Oak Park Conservatory is a designated Oak Park Landmark that was added to the National Register of Historic Places in 2005. The Conservatory consists of three garden showrooms, two outdoor garden and a gift shop. 20,000 plants are grown from seeds and are planted at public parks and sites throughout the village. The master plan for the Oak Park Conservatory was last updated in 2017.



### Site Programming

- Docent-led tours
- Nature and gardening classes
- Camps
- Hands on workshops
- Annual plant sales
- Lectures
- Markets
- Story times
- Indoor and outdoor rental space for celebrations

### Natural Features

- Rain Garden
- Flower wall
- Planter boxes

### Site Analysis

#### Site Amenities

- Discovery garden runnel needs attention.
- Brick along the runnel is not intact with concrete.
- Pergola is aging

#### Recommendations

- Repair runnel pump and bricks in discovery garden.
- Consider preventative maintenance on pergola to extend life

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
-	2015	<b>Entry</b>	
-		Pavement	Good
-		Plantings	Excellent
-		Stairs	Good
6		Bike Racks - 3 circular	Excellent
-	2015	<b>Discovery Garden</b>	
1		Down facing bells	Good
1		Up facing flowers	Good
1		Play dome	Good
-		Fencing - ornamental white vinyl	Good
5		Benches - 3 stone, 2 w/ back and arms	Good
3		Planters - 2 box planters, 1 rectangle	Good
-	2011	<b>Garden Area</b>	
-		Pavement - bluestone	Good
-		Wood Trellis	Fair
-		Water Fountain	Fair
-		Fencing - black metal	Good
-		Flower Wall	Good
7		Benches - 4 w/ back and arms, 3 w/o back and arm	Fair
-		<b>Other Amenities</b>	
-		Restrooms - inside building	Good
-		Plantings	Good
5		Bike Racks - circular	Good
-		Tree Canopy	Good

2002 - Illinois Department of Natural Resources Museum Grant





# APPENDIX E | PARKS ASSESSMENTS

## Euclid Square Park

705 Fillmore Street • 2.81 Acres

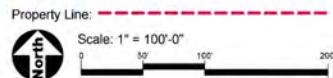
OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Restrooms	Drinking Fountain	TOTAL SCORE
	82	74	72	96	87	74	N/A	86	82		

Year Acquired: 1929  
PIN #: 16-18-423-001



Euclid Square Park features a baseball field, tennis and pickleball courts. Other amenities include pedestrian trails, a 2-5 year old playground, seating areas, soccer field, and rain gardens. The Euclid Square Park master plan was most recently updated in 2017 with renovations of the courts, playground, trails and drinking fountain.



### Site Programming

- Tennis & pickleball games
- Baseball games
- Youth soccer games

### Natural Features

- Rain Gardens
- Mounds
- Sled Hill
- Shade Trees

### Site Analysis

#### Active Recreation

- Poured in place (PIP) surfacing at playground shows dirt from heavy use, but in good condition; only cracking noted at tree areas

#### Site Amenities

- Site amenities are generally in good to excellent shape

### Recommendations

- Consider cleaning and providing preventative maintenance to prolong life of PIP surfacing
- At tennis/pickleball courts, address cracking, spalling of color coat and low spots where water collects

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2011	<b>Ball Field</b>	
1		Backstop	Good
-		Bases	Good
2		Bleachers	Good
2		Dug Out	Good
-		Fencing	Good
-		Infield	Good
-		Pavement	Good
2		Player Benches	Good
2		Shade Structures	Good
4	2017	<b>Tennis and Pickleball Courts</b>	
-		Color Coating	Fair
-		Fencing	Good
4		Netting, Post, Equip.	Good
-		Pavement	Fair
1		Storage Box	Good
	2017	<b>Multipurpose Field</b>	
		Turf	Good

2017 - DCEO Grant

2017 - OSLAD Grant



### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2017	<b>Playground</b>	
1		2-5 Play Structure	Good
7		Independent Pieces - 1 nicker, 3 mounds, 1 spinner	Good
4		Swings - 2 belt, 1 ret, 1 ADA	Good
1		Drinking Fountain - 1 w/ bottle filler+dog bowl+bowel	Good
1		Litter Receptacles	Good
-		Drainage	Good
-		Surfacing - PIP	Good
7		Benches - 6 w/o arms, 1 w/o back and arms	Good
-		Entrance	Good
1		Picnic Tables	Good
-		Fencing	Good
--		Pavement	Good
	2017	<b>Trails</b>	
14		Benches - 4 w/o arms, 3 w/back and arms	Good
-		Pavement	Good
-		Seat Wall	Good
		<b>Other Amenities</b>	
14		Bike Racks - 12 circular (1 ea.), 2 wave (5 ea.)	Excellent/Good
-	2011	Plantings	Good
-		Tree Canopy	Good
-		Restrooms	
6		Light Pole	Fair
7		Litter receptacles	Good
2	2017	Drinking Fountains - 1 w/ bottle filler	Good





# APPENDIX E | PARKS ASSESSMENTS

## Field Park

935 Woodbine Avenue • 3.39 Acres

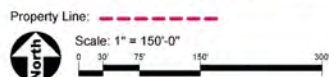
OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	79	68	85	87	82	94	87	83			

Year Acquired: 1916  
PIN #: 16-06-123-012



Field Park features a playground, tot lot, splash pad, walking paths, shelter and restrooms. Athletic amenities include two ball fields and a soccer field. The park also has nature play features and berms. The park is named after children's author Eugene Field. The last master plan was developed in 2014.



### Recommendations

- Playground is reaching the end of its useful life, replace in next 1-3 years
- Clean drainage under playground 1
- Consider preventative maintenance on PIP surfacing to extend life until play equipment is replaced
- Crack repair and sealcoat parking lot



### Site Programming

- Baseball and softball games
- Rentable gazebo
- Field center
- Soccer games
- After school daycare
- Summer camps

### Natural Features

- Open lawn space
- Planted areas
- Nature play

### Site Analysis

#### Active Recreation

- Appears water may be slow to infiltrate PIP surfacing
- The fences have chipped paint
- Asphalt pavement crack in the parking area

#### Site Amenities

- Playground is 16 years old and many pieces are showing wear
- Picnic tables are showing wear

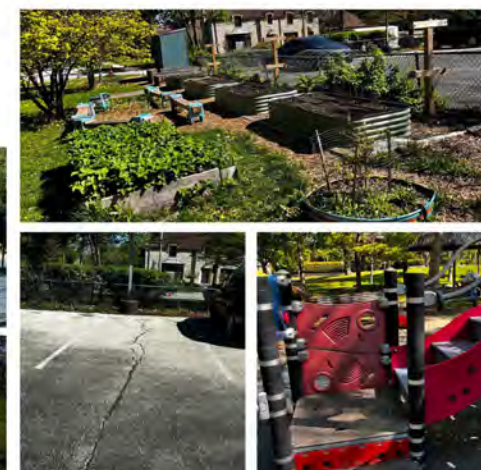
### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
2	2008	<b>Ball Fields</b>	
2		Backstop	Good
-		Bases	Good
4		Bleachers	Good
1		Drinking Fountain - 2 bowls, 1 hose	Good
2		Dug Out	Good
-		Fencing	Fair
-		Infield	Good
-		Pavement	Fair
4		Player Benches	Fair/Good
-		Turf	Excellent
2	2008	<b>Soccer Field</b>	
-		Goals	Good
-		Turf	Fair
1	2008	<b>Playground</b>	
1		Main Structure - 8 and up play structure	Good/Fair
2		Independent Pieces - 2 single spinners	Good
1		Swings - 1 tire swing	Good
1		Drinking Fountain - attached to building, 1 bowl	Good
-		Drainage	Poor
-	2018	Surfacing - PIP	Good
-	2008	<b>Splash Pad</b>	
Multi		Ground Sprayers	Good

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
		<b>Tot Lot</b>	
1		Main Structure - tot structure	Fair
3		Independent Pieces - 2 single rockers, 1 big rocker	Good
4		Swings - 2 belt swings, 2 tot swings	Good
-		Drainage	Fair
-		Surfacing	Good
		<b>Trails</b>	
16		Benches - 12 w/ backs, 4 w/ no back or arms	Good
9		Bike Racks - 3 wave, 6 U-shaped (1 ea.)	Good
		<b>Other Amenities</b>	
27+1 ADA		Parking Lot	Fair
-	2018	Plantings	Good
-		Tree Canopy	Good
-	2013	Irrigation	Good
9		Light Poles	Fair
1	2008	Shelter	Fair
2		Picnic Tables	Fair
7		Signage	Good
8		Litter Receptacles	Good
1	2011	Restrooms - in building, all gender	Good

2006 - OSLAD Grant  
Intergovernmental Agreement with School District 97





# APPENDIX E | PARKS ASSESSMENTS

## Fox Park

624 South Oak Park Avenue • 1.54 Acres

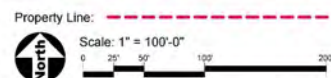
OVERALL  
PARK GRADE  
**C**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Restrooms	Drinking Fountain	TOTAL SCORE
N/A	78	71	71	76	81	90	87	79			

Year Acquired: 1922  
PIN #: 16-18-208-016, 16-18-208-015



Fox Park is named after William H. Fox, who served on the Park Board of Commissioners. The park features a playground and a tot lot with sand play area. The park also includes a splash pad, a soccer field and a ball field. The master plan for Fox Park was most recently updated in 2014.



### Recommendations

- Playground is reaching its useful life, replace in next 2-4 years
- During renovation, consider a buffer space between sand play and PIP rubber surface
- Consider preventative maintenance on PIP surfacing to extend life until play equipment is replaced



### Site Programming

- Adventure day trips
- Baseball and softball games
- Soccer games
- Dance camp
- After school programs

### Natural Features

- Shade trees
- Lawn area

### Site Analysis

#### Active Recreation

- 5-12 playground surfacing is showing wear
- Dugout is holding water runoff from field
- The net climber and play panels on the playground are damaged

#### Site Amenities

- Picnic tables are showing wear

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
	2014	<b>Ball Field</b>	
1		Backstop	Good
-		Bases	Good
2		Bleachers	Good
-		Fencing	Good
2		Dug Out-shaded	Fair
2		Shade structure	Excellent
-		Infield	Good
-		Pavement	Good
2		Player Benches	Good
		<b>Soccer Field</b>	
-		Turf	Excellent
	2009	<b>Playground</b>	
1		2-5 Play Structure	Good
1		5-12 Play Structure	Fair
4		Independent Pieces - 1 log and 3 sand diggers	Good
4		Swings - 2 belt, 2 tot	Good
1		Drinking Fountain - w/ bottle filler, 1 bowl	Good
1		Shade Structure	Good
-		Drainage	Good
-		Fencing	Good
-		Pavement	Good
2		Entrance(s)	Good
-		Surfacing - pip	Fair
-		Sand Area	Fair
1	2009	Splashpad - 1 whale spray feature	Good

### Amenities

QTY	INSTALL YEAR	AMENITY	CONDITION
		<b>Other Amenities</b>	
12		Benches - 1 w/o back or arms, 11 w/ back and arms	Good
	2009	Plantings	Fair
		Tree Canopy	Good
1	2009	Drinking Fountain - 1 bowl, 1 bottle filler, 1 dog bowl	Good
2		Bike Racks - wave (3 ea.)	Good
4		Litter Receptacles	Good
-	2008	Restrooms - in build, all gender, stalls	Good
-		Pavement - pavers	Fair
-		Pavement - concrete	Good
2		Picnic Table - 1 ADA	Fair
11		Light Poles	Fair





# APPENDIX E | PARKS ASSESSMENTS

## Lindberg Park

1151 N Marion St • 13.90 Acres

OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
		94	73	71	83	85	76	88	82	82

Year Acquired: 1925  
PIN #: 16-06-108-001



Lindberg Park was named after the first Superintendent of Parks at the Park District, Gustav A. Lindberg. The park features two ball fields, three tennis courts, and three soccer fields. There is also a shelter area, restroom building, a playground, natural play area, walking paths and a large prairie planting garden area. The gardens were restored in the 1990's to the 1930's design. The tennis courts were renovated in 2024. The master plan for Lindberg Park was most recently updated in 2018.

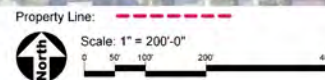


### Site Programming

- Soccer and football camp
- Soccer games
- Baseball games
- Shelter rental

### Natural Features

- Open lawn space
- Native plantings
- Deciduous and evergreen trees



### Recommendations

- Patch PIP or replace surface to extend life of the playground and clean drainage
- Replace asphalt paths
- Add shades to dugouts
- Consider adding mulch around natural play area and signage to engage kids in the space

### Site Analysis

#### Active Recreation

- The asphalt walkways have significant cracking
- The soccer goals are bent and have broken netting
- It is not apparent that the natural play area is for play
- Playground panels are worn and need to be replaced

#### Site Amenities

- Chainlink fencing coating is wearing at playground
- Bleacher seating is worn
- No shades at dugouts

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2015	<b>Ball Fields</b>	
2		Backstop	Good
-		Bases	Good
22		Bike Racks - Circular (1 ea.)	Excellent
8		Bleachers	Good
4		Dug Out	Fair
-		Fencing	Good
-		Infield	Good
-		Pavement	Good
4		Player Benches	Good
1		Drinking Fountain - 2 Bowls, 1 Hose	Good
2		Storage Boxes	Good
		<b>Soccer Field</b>	
6		Goals	Fair
-		Turf/Lawn	Fair
3	2024	<b>Tennis Courts</b>	
-	2024	Color Coating	Excellent
-		Fencing	Good
1		Gates	Good
3		Netting and Posts	Excellent
-	2024	Pavement	Excellent
1		Practice Board	Excellent
	2015	<b>Shelter Area</b>	
1		Shelter	Good
6		Picnic Tables	Good
-		<b>Nature Play Area</b>	
3		Independent Play	Good
5		Log Pieces	Fair

2012 – OSLAD Grant



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2014	<b>Playground</b>	
1		2-5 Play Structure	Good
2		Independent Play - 1 log tunnel, 1 task tubes	Good
1		Play Panels - wheels	Fair
2		Swings - 2 tot swings	Good
2		Benches	Fair
-		Drainage	Good
-		Fencing - chainlink PVC coated	Good
2		Gates	Good
-		Playground Surfacing	Poor
		<b>Other Amenities</b>	
-	2014	Asphalt Pavement	Poor
-		Concrete Pavement	Good
15		Benches - 11 w/ back no arms, 3 w/o back & arms, 2 w/ back and arms	Fair/Good
12		Bike Racks - loop	Excellent
1		Drinking Fountain - 1 Bowl, 1 Bottle Filler - Attached to Building	Good
-	2000	Irrigation	Good
-		Lawn	Fair
25		Light Poles	Good
12		Litter Receptacles	Good
3	2000	Restroom Building - 3 all gender rooms	Good
4		Signs	Good
1		Solar Charging Station	Good
-	2015	Plantings - Wildlife refuge	Fair
-		Tree Canopy	Excellent





# APPENDIX E | PARKS ASSESSMENTS

## Longfellow Park

610 S Ridgeland Ave • 2.62 Acres

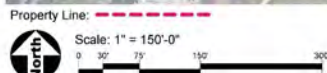
OVERALL  
PARK GRADE  
**D**

EVALUATION SCORE CARD	Athletic Curtis	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
	59	67	65	68	63	61	86	85	69

Year Acquired: 1920  
PIN #: 16-17-108-002, 16-17-108-003



Longfellow Park, named after American poet, Henry Wadsworth Longfellow, has a large playground area, small splash pad next to the playground, two lighted tennis courts that also act an outdoor ice rink in winter, a soccer field, a basketball court, softball field and indoor recreation center. Many elements are beyond their useful life and the park is ready for a major renovation. The Lindberge Park master plan was last completed in 2023.



### Recommendations

- Replace or repair tennis court pavement, fencing, and fence gates
- Renovate playground with all new surfacing and equipment including both 2-5 year old and 5-12 year old areas
- Renovate the basketball court
- Add nature/sensory spaces for all ages
- Implementation of the master plan and park improvements is scheduled for 2025-2027



### Site Programming

- Soccer camps
- educational camps and full day camps
- Soccer games
- Baseball and softball games
- After school programs

### Natural Features

- Open lawn space
- Deciduous and evergreen trees
- Planters and beds with perennials

### Site Analysis

#### Active Recreation

- The tennis fence coating is wearing, fence is bent, gate drags on the ground, and is hard to open/close
- The tennis court pavement has drainage issues, cracks, and no color coat
- The basketball court surfacing is cracking
- The ADA swing is missing the belt
- The playground has broken and missing pieces as well as cracked and torn surfacing

#### Site Amenities

- The interpretive signs at the playground are sun faded and chipping

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2014	<b>Ball Field</b>	
1		Backstop	Good
-		Bases	Good
2		Bleachers	Good
1		Drinking Fountain - 2 bowls, 1 bottle filler	Good
2		Dug Out	Fair
-		Fencing	Good
-		Infield	Fair
-		Outfield Turf	Good
-		Pavement	Good
2		Player Benches	Good
2		Shade Structures	Good
Full	2008	<b>Basketball Court</b>	
2		Player Benches	Good
-		Color Coating	Fair
-		Fencing	Good
-		Gates	Fair
2		Basketball Hoop	Fair
-		Pavement	Fair
2	2008	<b>Tennis Courts</b>	
2		Benches	Fair
1		Bleachers	Fair
-		Color Coating	None
-		Fencing	Poor
2		Gates	Fair
2		Lighting	Good
2		Netting and Posts	Fair
1		Pavement	Poor
		<b>Soccer Field</b>	
2		Goals	Fair
-		Turf/Lawn	Good

2008 - OSLAD Grant



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2009	<b>Playground</b>	
1		2-5 Play Structure	Fair
1		5-12 Play Structure	Good
3		Independent Play - 1 Sand Table, 1 Sand Digger, 1 Steppers	Fair
5		Play Panels - 2 Music, 1 Ball Maze, 1 Sign Language, 1 Chalk Board	Fair
4		Swings - 2 tot, 1 ADA, 1 belt	Fair
4		Benches	Good
-		Drainage	Fair
-		Fencing	Good
-		Pavement	Fair
-		Playground Surfacing	Fair
-		Sand Area	Fair
2		Shade Structure	Fair
5	2009	<b>Splash Pad</b> - 1 Whale, 4 Ground Sprayers	Fair
		<b>Other Amenities</b>	
-		Concrete Pavement	Good
2		Benches	Fair
1		Bike Fix-It Station	Fair
2		Bike Racks - 2 loop (5 ea.)	Good
1		Drinking Fountain - 1 bowl, 1 dog bowl, 1 bottle filler	Good
1		Game Table	Fair
16		Light Poles	Good
9		Litter Receptacles	
3	2008	Restroom Building	Good
3		Signs	Fair
4		Planters	Fair
-	2016	Cistern	Good
-	2013	Irrigation	Good
-		Plantings	Fair
-		Tree Canopy	Excellent





# APPENDIX E | PARKS ASSESSMENTS

## Maple Park

1105 S Maple Ave • 6.98 Acres

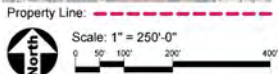
OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
	70	82	83	92	86	76	95	67	81		

Year Acquired: 1921  
PIN #: 16-18-308-002



Maple Park, formally railroad property, features ball fields, a dog park, a shelter area, a restroom building, a playground, a natural rock play area, two tennis courts, walking paths and lawn space with berms. The park was originally called Perennial Gardens for the formal plantings, but later named for the adjacent street, Maple Park is the third largest park in Oak Park at 6.98 acres. The most recent master plan was completed in 2013.



### Site Programming

- T-Ball League
- Shelter rental
- Summer camps - flag football
- Baseball and softball games

### Natural Features

- Open lawn space
- Deciduous and evergreen trees
- Berms
- Planted areas

### Site Analysis

#### Active Recreation

- The tennis courts surfacing is cracking and water is ponding
- Chainlink Fencing along Harlem is wearing from salt spray and age

### Site Amenities

- One of the players benches is bent
- Light poles are rusting

### Recommendations

- Replace the fencing on the west side of the park along Harlem Avenue
- Completely renovate the tennis courts to address low spots/drainage, and cracks
- Master plan to be revisited in 2025



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
2	2016	<b>Ball Fields</b>	
2		Backstop	Excellent
-		Bases	Good
14		Bike Racks - circular (1 ea.)	Excellent
5		Bleachers	Good
4		Dug Out	Good
-		Fencing	Good
-		Infield	Good
-		Turf	Good
-		Pavement	Good
4		Player Benches	Fair
4		Shade Structures	Good
2		Storage Boxes	Good
2	2011	<b>Tennis/Pickleball Courts</b>	
-	2016	Color Coating	Fair
1		Drinking Fountain - 2 bowls	Poor
-		Fencing	Fair
2		Netting and Posts	Fair
-		Pavement	Fair
1		Practice Board	Good
-		Windscreen	Good
4		Sports Lighting	Good
	2017	<b>Shelter Area</b>	
1		Shelter	Good
2		Game Tables	Good
2		Picnic Tables	Good
	2011	<b>Dog Park</b>	
3		Benches	Good
2	2011	Dog Play Pieces - 1 Bridge, 1 Fire Hydrant	Good
1		Drinking Fountain - 2 bowls, 1 dog bowl	Good
-		Fencing and Gates	Good
-		Pavement	Good
7		Seating - concrete cylinders	Fair
-		Gravel	Fair

2014 - OSLAD Grant

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2016	<b>Playground</b>	
1		2-12 Play Structure	Good
2		Independent Play - spinner and rocker	Good
2		Swings - tot swings	Good
-		Drainage	Good
1		Drinking Fountain - 2 bowl, 1 bottle filler, attached to building	Good
-		Fencing	Good
2		Litter Receptacles	Good
-		Pavement	Good
-	2017	Surfacing - RRP	Good
	2016	<b>Play Structures</b>	
3		Independent Play	Good
-		Surfacing	Good
-		Pavement	Good
		<b>Other Amenities</b>	
7		Bike Racks - 2 loop (5 ea.), 5 circular (1 ea.)	Fair/Good
37		Benches - 11 w/ back & arms, 4 w/ arms no back, 2 no back or arms, 3 w/ back, arms, & middle arm, 9 w/ back & middle arm, 8 flat concrete	Fair/Good
-		Fencing-chainlink	Poor/Good
-		Fencing-Ornamental	Good
2	2016	Restroom Building - 2 all gender rooms	Good
15		Light Poles	Fair
13		Litter Receptacles	Good
-		Plantings	Good
-		Tree Canopy	Good





# APPENDIX E | PARKS ASSESSMENTS

## Mills Park

217 Home Avenue • 4.43 Acres

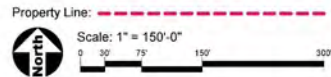
OVERALL  
PARK GRADE  
**B**

EVALUATION SCORE CARD	Athletic COURTS	Athletic FIELDS	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	N/A	N/A	N/A	81	95	68	N/A	80	80

Year Acquired: 1939  
PIN #: 16-07-309-003, 16-07-309-022, 16-07-309-007



Mills Park features a nature discovery area, a meadow, trails with interpretive signs and historic Pleasant Home. Pleasant Home is a National Historic Landmark designed by George Maher in the prairie style and built in 1897. It is open for tours. There are 51 shade trees, 86 ornamental trees and 7 heritage oak trees planted throughout the park. Mills Park master plan was most recently updated in 2017.



### Site Analysis

#### Site Amenities

- At the hammer head end of the driveway where the concrete path meets, there is ponding water
- The concrete curb is cracked and broken.
- Gravel paths have washed out in places

### Site Programming

- Nature Walks
- Tours and educational programming
- Weddings

### Natural Features

- Nature discovery area
- Shade trees
- Ornamental trees
- Heritage oak trees

### Recommendations

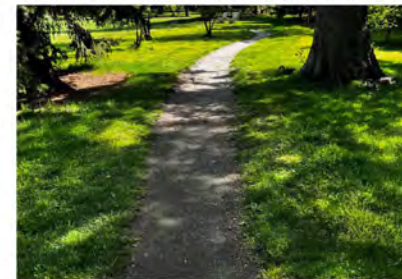
- Repair or replace the driveway concrete to address drainage issues
- Renovate gravel circulation path
- Master plan to be reviewed in 2027, consider nature/discovery area replacement at same time

## AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2011	<b>Trails</b>	
14		Benches - w/ arms and back	Good
2		Benches - w/o arms and back	Poor
6		Benches Around Tree - circular	Fair
13		Concrete Seating	Fair
2		Bike Racks - 2 loop (5 ea.)	Fair
21		Light Poles	Good
1		Drinking Fountains - 2 bowls, 1 dog bowl	Good
-		Fencing - chainlink	Fair
-	2011	Fencing and Gates - ornamental	Good
9		Litter Receptacles	Good
-	2011	Concrete Path	Good
-		Gravel Path	Poor
		<b>Other Amenities</b>	
-	2011	Plantings	Excellent
-	2011	Tree Canopy	Good
5		Signages	Good

2011 - OSLAD Grant

2020 - Illinois State Museum Department Grant





# APPENDIX E | PARKS ASSESSMENTS

## Randolph Park

301 South Oak Park Avenue • 0.32 Acres

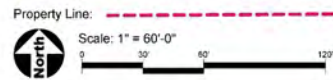
OVERALL  
PARK GRADE  
**C**

EVALUATION	SCORE	CARD	Courts	Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	N/A	N/A	74	78	80	78	N/A	77	77		

Year Acquired: 2006  
PIN #: 16-07-320-001



Randolph Park features a tot lot with a train themed main structure along with a plaza with seating, walking paths and fitness stations. The park land was originally set aside for rail stations along the "Dummy line railroad" that was never built and is split in two east-west by an alley. The master plan for Randolph Park was most recently updated in 2018.



### Recommendations

- Repair/repaint or replace the fencing
- Replace damaged bench

### Natural Features

- Shade trees
- Lawn areas

### Site Analysis

#### Active Recreation

- Some play equipment and surfacing is looking worn, mounds and frog added in 2019 are in great shape

#### Site Amenities

- Game table chairs are all cracked
- One bench appears damaged from fire



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
-	2010	<b>Trails</b>	
-		Pavement	Fair
-	2010	<b>Tot Lot</b>	
2		2-5 Structure - train piece, rope piece	Fair
3		Independent pieces - spinner, cozy dome, frog	Good
2		Tot Swings	Fair
1		Friendship Swing	Good
7	2010	Benches	Good
1	2010	Game table	Fair
1		Drinking fountain - concrete 1 structure, 2 fountains	Fair
-		Pavement - concrete	Good
-	2010	Surfacing - poured-in-place	Fair
-		Drainage	Good
1	2010	Picnic Table	Fair
-		Lawn	Fair
-		Fencing	Fair
	2020	<b>Fitness Stations</b>	
4		Fitness equipment	Good
-	2020	Surfacing - poured-in-place	Fair
		<b>Other Amenities</b>	
10		Benches	Good
-		Fencing	Fair
2		Light Poles	Fair
2		Litter Receptacles	Good
-		Plantings	Good
-		Tree Canopy	Fair
1		Bike Racks - 1 U-shaped (1)	Fair





# APPENDIX E | PARKS ASSESSMENTS

## Rehm Park

515 Garfield Street • 6.51 Acres

OVERALL  
PARK GRADE  
**B**

EVALUATION SCORE CARD	Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
82	70	85	86	80	77	85	80	80	

Year Acquired: 1912

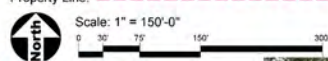
PIN #: 16-18-411-001, 16-18-411-002, 16-18-411-003, 16-18-411-016, 16-18-411-031, 16-18-411-047, 16-18-411-048



Rehm Park was named after the Park District's second Board of Commissioners President, Colonel Arthur D. Rehm. The park features Rehm Pool with zero depth entry, seven 50-meter lanes, a one meter diving board, two drop slides and a kiddie wading pool. The park includes a kiddie train, gazebo, a soccer field, two sand volleyball courts, two tennis courts and a playground. The master plan was most recently updated in 2016.



Property Line:



### Site Programming

- Sand Volleyball leagues
- Swimming lessons
- Special events
- Gazebo Rental
- Summer camps
- Soccer games

### Natural Features

- Shade trees
- Nature discovery area
- Turf/lawn areas



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
2	2009	<b>Sand Volleyball Court</b>	
2		Netting, posts, equip.	Fair
-		Sand	Fair
3		Benches - w/o arms	Fair
-		Curb	Fair
2	2020	<b>Tennis/Pickleball Courts</b>	
-		Color Coating	Good
-		Fencing	Good
2		Netting, Posts, Equip.	Good
-		Pavement	Good
-		<b>Soccer Field</b>	
-		Turf/Lawn	Fair
-	2021	<b>Playground</b>	
1		2-5 Play Structure	Good
1		5-12 Play Structure	Good
2		Ziplines - 1 standard, 1 ADA	Good
2		Independent pieces - inclusive spinner, cozy dome	Good
7		Swings - 2 tot, 2 ADA, 1 w/ strap and 1 w/o strap, 2 belt, 1 group swing	Good
9		Benches - 3 w/ back, 2 w/ back and arms, 4 w/o back and arms	Good
1		Picnic Tables	Fair
-		Playground Surfacing - PIP, AFT	Good
1		Drinking Fountain - 2 bowls, 1 bottle filler	Good
1	2016	<b>Gazebo</b>	Good
4		Picnic Tables	Good
-	2021	<b>Game Area</b>	
1 Set		BYO Bags	Good
1		Gaga Ball Pit	Good
1		Ping Pong Table	Good
-		Pavement	Good
-		<b>Trails</b>	
16		Bike Racks - 10 loop (5 ea.) & circular (1 ea.)	Good
-		Pavement	Good
14		Benches - 8 w/ back no arms, 2 w/ arms & back, 4 w/o arms & back	

2020 - OSLAD Grant

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
4/3+3 ADA		<b>Other Amenities</b>	
4		Parking Lot	Fair
16		Game Tables	Good
10		Light Poles	Fair
1		Litter Receptacles	Good
-		Restrooms - 1 All Gender Pod	Good
-		Plantings	Fair
-		Tree Canopy	Good
-		Log Area	Fair
-	2011	Train Track & Tunnel	Good

### Site Analysis

#### Active Recreation

- Playground was recently renovated and tennis courts added, older playground at top of hill still utilizes PIP surfacing

#### Site Amenities

- The edging between the landscape and rock play is not needed

### Recommendations

- Consider providing seating area at tennis courts
- Replace asphalt at pool maintenance entry
- Remove extra edging at rock play





# APPENDIX E | PARKS ASSESSMENTS

## Ridgeland Common Park

100 Lake Street • 6.06 Acres

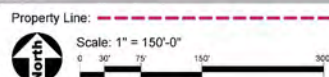
OVERALL  
PARK GRADE  
**A**

EVALUATION	SCORE	CARD	ATHLETIC	COURTS	ATHLETIC	PLAYGROUNDS	PATHS AND	PASSIVE GREEN	SPACE	SEATING AREAS	BATHROOMS	DRINKING	FOUNTAIN	TOTAL SCORE
N/A	90	82	97	86	90	95	93	90						90

Year Acquired: 1913  
PIN #: 16-07-227-001, 16-07-228-001



Ridgeland Common Park was named after the adjacent street and is the Park District's flagship facility. The park features Ridgeland Pool with permanent swim lanes, sun deck, two diving boards and a kiddie pool. The park includes an artificial turf, multipurpose field, two ball fields, batting cages, and a dog park. Facility was updated in 2014 based on the 2008 masterplan



### Site Analysis

#### Site Amenities

- The parking lot paving has cracks observed
- Some standing water was noted near building foundation (it had rained within the previous 12 hours of site visit)

### Recommendations

- Crack repair or resurfacing of the parking lot should be budgeted

### Site Programming

- Swimming lessons
- Special events
- Summer camps
- Soccer leagues and games
- Ice Skating
- Baseball and softball games

### Natural Features

- Shade trees
- Plantings
- Turf/lawn areas

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
-	2014	<b>Soccer Field</b>	
4		Turf - Artificial Turf	Excellent
2		Goals	Good
2	2014	<b>Ball Fields</b>	
2		Backstop	Excellent
-		Bases	Excellent
11		Bike Racks - circular (1 ea.)	Excellent
8		Bleachers - 5 long, 3 short	Good
4		Dug Out	Good
1		Drinking Fountain - 1 bowl, 1 bottle filler	Excellent
-		Fencing	Good
-		Infield - Artificial Turf	Excellent
-		Turf - Artificial Turf	Excellent
-		Pavement	Good
8		Player Benches - 4 short, 4 long	Good
4		Shade Structures	Good
3		Storage Boxes	Good
1		Score Board	Excellent
2		Batting Cages	Excellent
-	2014	<b>Dog Park</b>	
6		Benches - w/ arms and back	Good
6		Dog Play Pieces - 3 wall jumps, 1 wood walk board, 1 dog ramp, 1 jump balance beam	Good
1		Drinking Fountain - 2 bowls, 1 dog bowl	Good
-		Fencing and Gates	Excellent
-		Pavement	Good
3		Shade Structures - Metal	Good
-		Gravel	Good
-		<b>Trails</b>	
-		Pavement	Good
14		Benches - 2 w/ arms & back, 4 w/ arms no back - 8 slat benches around tree	Good



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
-		<b>Other Amenities</b>	
26+2 ADA		Parking Lot	Fair
1		Bike Fix-It Station	Excellent
12		Bike Racks - circular (1 ea.)	Excellent
1		Game Tables - TeeBall	Excellent
1		Drinking Fountain - 2 bowl	Good
10		Litter Receptacles	Good
3		Restrooms - All Gender Rooms attached to building	Good
-		Plantings	Good
-		Tree Canopy	Good
3		Parking Lot Lights	Good
14		Light Poles - pedestrian	Excellent
7	2011	Field Lights - 4 six heads, 3 four heads	Excellent





# APPENDIX E | PARKS ASSESSMENTS

## Scoville Park

800 Lake Street • 3.98 Acres

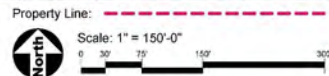
OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Restrooms	Drinking Fountain	TOTAL SCORE
	73	N/A	73	78	89	80	88	83	81		

Year Acquired: 1912  
PIN #: 16-07-123-001



Scoville park is adjacent to the Oak Park Public Library and gets a great deal of visitors each day. The park was listed on the National Register of Historic Places in 2002 because of its World War I monument located in the Peace Plaza. Scoville Park also features three tennis courts, a tot lot, restrooms, and an outdoor stage area. The master plan for Scoville Park was updated in 2018.



### Site Analysis

#### Active Recreation

- Some of the artificial turf is showing wear at the playground
- Sand is very low in the sand area

#### Site Amenities

- The park has plenty of seating throughout
- The main playground equipment has 2 black metal seat pieces that are not attached to the posts



### Site Programming

- Family entertainment
- School group recess

### Natural Features

- Lawn
- Deciduous and evergreen trees
- Ornamental plants and trees
- Woodland plantings

### Recommendations

- Repair playground equipment piece that is not attached to post
- Repair worn areas of artificial turf
- Master plan to be reviewed in 2027.

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
3	2003	<b>Tennis Court</b>	
-	2024	Color coating	Fair
-		Fencing - black vinyl coating	Excellent
4		Light Poles	Good
-		Pavement	Fair
2		Entrances	Good
3		Netting, Posts, Equip.	Good
	2012	<b>Tot Lot</b>	
1		2-5 structure	Fair
1		Independent Pieces - see saw	Good
4		Swings - 2 belt, 1 tot, 1 ADA	Good
6		Benches - 3 w/o back and arms, 3 w/ back and arms	Good
1		Drinking Fountain	Good
-		Sand Area	Fair
-		Drainage	Good
-		Fencing - black wrought iron fence	Good
-		Pavement	Good
2		Entrance(s)	Good
-	2019	Surfacing - ATF	Good
		<b>Trails</b>	
83		Benches	Good
6		Bike racks - Circular (1 ea.)	Good
3		Drinking fountain - 1 w/ 1 dog bowl and bottle filler - 1 historic concrete fountain - 1 bowl	Good
13		Litter receptacles	Good
-		Pavement	Excellent
		<b>Other Amenities</b>	
-	2012	Stage Area	Good
2		Signage	Good
1	Restored 2010	WWI Memorial	Good
1		Flagpole	Good
20		Light poles - LED with park banners	Excellent
2	2010	Restrooms - 1 women and 1 mens	Good
-	2019	Planting	Good
-		Tree Canopy	Good

2011 - PARC Grant





# APPENDIX E | PARKS ASSESSMENTS

## Stevenson Park

49 Lake Street • 3.3 Acres

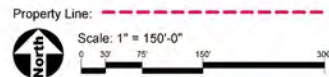
OVERALL  
PARK GRADE  
**C**

EVALUATION	SCORE	CARD
Athletic Courts	56	70
Athletic Fields	70	89
Playgrounds	89	86
Paths and Walkways	86	75
Passive Green Space	75	69
Seating Areas	69	55
Restrooms	55	63
Drinking Fountain	63	70
TOTAL SCORE		

Year Acquired: On 99-year lease with Village of Oak Park from 2006  
PIN #: 16-08-127-001



Stevenson Park features a playground with adjacent games, three half basketball courts, a ball field and a skate park. The park is also home to two underground water reservoirs that are managed by the Village of Oak Park and limit uses over the reservoirs. Stevenson Center includes indoor play, multipurpose rooms and restrooms. The master plan for Stevenson Park was most recently updated in 2018.



### Site Programming

- Baseball/Softball Games • Ultimate frisbee league/camp
- Basketball games
- Soccer games
- Skateboarding

### Site Analysis

#### Active Recreation

- Plantings in front of the building are overgrown
- The skate park and basketball pavement have low spots
- The backstop chainlink is worn and is missing paint

#### Site Amenities

- Benches made of metal are rusting
- Drinking fountain is rusty, missing paint, and not draining
- Skate park pieces need repairing, some bolts are missing/loose

### Natural Features

- Open Lawn Area
- Planted Areas
- Ornamental Trees and Shrubs
- Bioswale

### Recommendations

- Replace or repair skate park pieces
- Replace metal benches that are rusting
- Repaint fencing at skate park
- Resurface low spots at skate park and basketball courts.
- Restripe basketball courts
- Improve aesthetics of basketball and skate park area

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2007	<b>Ball Field</b>	
1		Backstop	Fair
-		Bases	Good
2		Bleachers	Fair
-		Fencing	Good
-		Turf	Good
-		Infield	Good
	2014	Irrigation	Good
-		Pavement	Good
2		Player Benches	Good
1		Drinking Fountain - 2 bowls	Good
3	2004	<b>Half Basketball Courts</b>	
-		Color coating	Fair
-		Fencing	Fair
3		Basketball Hoops	Fair
-		Pavement	Fair
2		Gate	Good
	2020	<b>Playground</b>	
2		Main structure	Good
3		Independent Pieces - 1 see saw, 2 turf mounds	Good
10		Swings - 4 belt, 4 tot, 2 ADA	Good
4		Benches - arms rests in the middle	Good
8		Bike rack - Circles (1 ea.)	Good
-		Drainage	Good
-		Fencing	Good
-		Pavement	Excellent
-		Surfacing - AFT	Good
	2020	<b>Game Area</b>	
2	2020	Game Table	Good
1	2020	Ping Pong Table	Good
	2020	<b>Soccer Field</b>	
1		Kick Wall - brick	Good
-		Turf	Good

2019 – OSLAD Grant



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
	2004	<b>Skate Park</b>	
1		Picnic Tables	Good
10		Skate Pieces	Good
-		Fencing	Good
1		Gate	Fair
-		Pavement	Fair
3		Lockers	Fair
2		Planter	Good
1		Benches	Fair
		<b>Other Amenities</b>	
-		Plantings	Good
-		Tree Canopy	Good
1		Drinking Fountain - Dog bowl, bottle filler, fountain	Fair
10		Bike racks - Circular (1 ea.)	Good
8		Litter Receptacles	Good
1		Restrooms - Porta Potty	Fair
-	2007	Restrooms - indoor	-
-	2020	Pavement/Walking Loop	Good





# APPENDIX E | PARKS ASSESSMENTS

## Taylor Park

West Division Street • 11.75 Acres

OVERALL  
PARK GRADE  
**B**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
	93	70	82	86	90	80	95	93	86		

Taylor Park was originally named "North Park" but was changed to be named after the first President of the Park Board of Commissioners, Henry A. Taylor. The park features a playground, six tennis courts, shelter, picnic areas, restrooms, and athletic fields. The park also includes trails, sledding hill, native plantings, turf mounds and native lowland area that visitors can walk across. The master plan for Taylor Park was recently updated in 2017.



### Site Programming

- Tennis camp and tennis lessons
- Pickleball
- Adult tennis league
- Shelter Rental
- Patio Rental
- Sledding
- Fitness Classes
- Soccer games/practice

### Natural Features

- Sled Hill
- Native Planting
- Berms
- Turf
- Wetlands

### Site Analysis

#### Active Recreation

- No swings are present for 5-12 year age group.

#### Site Amenities

- Bleachers are worn and are uneven
- Picnic tables are chipped or broken



### Recommendations

- Add belt swings and ADA accessible swings
- Master plan review in 2027 and consider playground replacement at same time

Year Acquired: 1914  
PIN #: 16-06-230-001



### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
6	2011	<b>Tennis Court</b>	
-	2023	Color coating	Excellent
-		Fencing	Good
-		Pavement	Excellent
6		Netting, Posts, Equip.	Excellent
6		Gate	Good
3		Storage Boxes	Good
8		Sports Lighting	Good
1		Drinking Fountain - 1 bowl, 1 bottle filler, 1 dog bowl	Good
	2011	<b>Playground</b>	
1		Main structure	Fair
6		Independent Pieces - 4 large rocks, 1 small rock, 899-949	Good
2		Swings - 2 bucket	Good
1		Drinking Fountain - 2 bowls	Good
-		Drainage	Fair
-		Pavement	Good
-		Lawn	Good
-		Surfacing	Poor
		<b>Trails</b>	
1		Solar Charging Stations	Good
		<b>Picnic Patio</b>	
5		Tables	Good
2		Grills	Poor
-		Pavement	Poor
1 Set		BYO Bags	Good
1		Drinking Fountain - 2 bowls, 1 dog bowl	Good
		<b>Shelter Area</b>	
1	2011	Shelter	Good
6		Picnic Tables	Fair
		<b>Soccer Field</b>	
5		Bleachers	Poor
-		Lawn	Fair
-	2014	Irrigation	Good
-	2017	Drainage System	Good

2010 - OSLAD Grant

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
		<b>Other Amenities</b>	
24		Benches - 6 w/o Back & Arms, 3 w/ Back No Arms, 15 w/ Back and Arms	Good
-	2011	Plantings	Fair
-		Tree Canopy	Good
-		Pavement	Poor
4		Bike racks - 4 Wave (3 ea.)	Fair
11		Litter Receptacles	Good
12		Light Pole	12
2	2007	Restrooms - All Gender Rooms	Good





# APPENDIX E | PARKS ASSESSMENTS

## Wenonah Park

844 Wenonah Avenue • 0.12 Acres

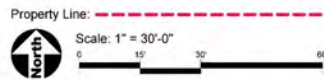
OVERALL  
PARK GRADE  
**D**

EVALUATION	SCORE	CARD	Athletic Courts	Athletic Fields	Playgrounds	Paths and Walkways	Passive Green Space	Seating Areas	Bathrooms	Drinking Fountain	TOTAL SCORE
N/A	N/A	68	71	62	72	N/A	74	69			

Year Acquired: 1962  
PIN #: 16-18-129-018



Wenonah Park is the Park District's smallest park. It features a car and truck themed playground for children. It also includes a small walking loop, seating and game tables. The Wenonah Park master plan was most recently updated in 2018.



### Recommendations

- Add mulch at concrete turtle where concrete paving is exposed
- Consider preventative maintenance on PIP surfacing to extend life until play equipment is replaced
- Continue to plant along wood fence

### Site Programming

- Children's traffic safety

### Natural Features

- Shade trees.

### Site Analysis

#### Active Recreation

- Poured-in-place (PIP) play surfacing is worn and damaged.
- Planting areas are sparse.
- Fence on north side is falling.

#### Site Amenities

- The game table is worn and chipped.
- Educational signs are showing UV degradation

### AMENITIES

QTY	INSTALL YEAR	AMENITY	CONDITION
-	2010	<b>Playground</b>	
3		2-5 structure	Good
2		Independent Pieces	Good
1		- turtle, talk tubes	
2	2020	Swings	Good
1		-2 tot	
2	2020	Play Mounds	Good
2		Benches	Good
1		- 2 w/ back and arms	
1		Drinking Fountain	Good
-		- 1 dog bowl	
-		Drainage	Good
-	2010	Fencing	Good
-		Pavement	Good
1		Entrance/Gate	Fair
1		Litter receptacle	Good
-	2010	Surfacing	Fair
		- EWF, PIP, ATP	
-	2010	<b>Other Amenities</b>	
-		Plantings	Fair
-		Tree Canopy	Good
-		Fencing	Poor
1		Game Tables	Fair
3		Signage	Good
1		Bike Racks - 1 U-shaped (1)	Good
-		Pavement	Good
2	2010	Drinking Fountain	Fair
1		- 1 bowl, 1 dog bowl separate	
1		Litter Receptacle	Good





# APPENDIX F PROVIDERS NETWORK & INVENTORY SUMMARY



## APPENDIX F | PROVIDERS NETWORK & INVENTORY OVERVIEW

On Thursday, May 16, 2024, 110% presented the “*Parks & Recreation Service Providers Network and Inventory*” as part of the Park District of Oak Park’s *Comprehensive & Strategic Master Plan* project. The recreation and leisure industry service providers of Oak Park were invited to be part of this unique opportunity that included an interactive discussion to understand what services are provided in the community and how the District and all providers can work together for the greater good.

Providers were provided with the following items to expect from the workshop:

- Network with other Oak Park service providers.
- Share the types of services each organization offers to the community.
- Learn what services other organizations are providing to the community.
- Consider opportunities that may exist for organizations to partner with others in the community.

Not including District staff, 14 individuals representing 12 various recreation and leisure industry service providers attended the workshop. The gathering began with an introduction of the workshop and its place as part of the District’s *Comprehensive & Strategic Master Plan* project. Then a brief educational overview of the types of sectors serving the recreation and leisure industry, service analysis and the MacMillian Matrix, and information on effective partnerships was covered.

During the workshop, attendees were prompted to scan a QR code, leading to the Parks & Recreation Providers Inventory survey, to answer a series of questions aimed to gather more information about each provider and a self-assessment of their services.

Lastly, attendees were provided with two interactive activities before the workshop closed. The first activity had attendees use Post-It Notes to represent their organizations and the types of services they offer on a large board presented to the group at large. Then each provider was asked to identify a prospective partner in the attendance and have a structured conversation to begin exploring a partnership.

This Parks & Recreation Providers Network and Inventory Summary shares important information that was used to structure the workshop, as well as sharing the results from the gathering’s Parks & Recreation Providers Inventory survey.



## APPENDIX F | INFORMATION ON PARTNERSHIPS

### WHAT'S A PARTNERSHIP?

The term “partnership” has become a bit of a buzzword over the past few decades and encompasses a variety of relationships such as *strategic alliances*, *cooperative ventures*, and *collaborations*. Whatever the term used, a partnership revolves around achieving mutually beneficial outcomes for all parties.

It seems as though a partnership would be irresistible. However, the reality is that some organizations view joining hands with a “partner” as a potential threat to their territory (or silo), image, or bottom line. Yet, in today’s competitive landscape and ever-changing markets, a thoughtfully constructed and managed partnership can be a powerful asset.

Partnerships represent advantageous collaborations that position participating organization(s) to efficiently utilize resources leading to cost effective and efficient service delivery. They facilitate the bridging of markets, reduce duplication of services and fragmentation of resources, and foster cooperative capital development and/or improvements.





## APPENDIX F | INFORMATION ON PARTNERSHIPS

### PARTNERSHIP CONSIDERATIONS

**#1 Reciprocal benefit...** seek organizations that have something your organization desires, and vice versa. The expectation of reciprocal benefit is a must when preventing one organization from simply becoming a granting body to another. Identifying the value of the contributions brought forth from all participating organizations helps ensure that there is equal value and benefit to each all. *For any governmental organization, receiving fair and just value on behalf of taxpayers in return for any resource investment and commitment must be paramount.*

**#2 Don't settle...** any alliance should be beneficial to your organization and, by extension, to your community and taxpayers. This can be in terms of a positive impact on the bottom line, an enhanced image, or some other benefit. If no such advantages exist, reconsider the partnership.

**#3 Think long-term...** partnerships are strategic relationships designed to benefit all involved for a minimum of three to five years. Evaluate potential partners based upon their potential long-term contributions. Partnerships should be strategic with sustained mutual benefits.

**#4 Relationships are key...** recognize partnerships are essentially business relationships, and the individuals involved can make or break the collaboration.

**#5 Shy away from those with a questionable reputation...** it is important to research any prospective partners. Are they credible and honest in their dealings with others? Assess their reputation, service quality, and standards. If their values are not in sync with your organization, reconsider the partnership.

**#6 Are your eyes on the same ball...** potential partners share the same or similar fundamental purpose (mission). Aligning mission and purpose is crucial for the success of the partnership.

## APPENDIX F | INFORMATION ON PARTNERSHIPS

### A CONTINUUM OF SERVICE – GETTING STARTED

Given the competitive landscape in the park and recreation and leisure services market, strategically crafted partnerships serve as powerful tools to optimize resources, foster collaborative competition, and achieve cost-effective service delivery.

To set the stage for the future of partnerships in your community and ensure a seamless *Continuum of Service* within the leisure services market in your community or region, consider initiating what we refer to as a *Partner Network*.

#### *What is a Partner Network?*

A *Partner Network* is a platform that brings together service providers together with the goal of reducing service duplication, promoting effective partnerships, and helping organizations define their service lanes. The first step involves creating a comprehensive inventory of existing and potential partners. This should include the organization's name, location, primary contact with email, sector classification, and mission/purpose of the organization.

Once the inventory is ready, consider hosting a *Providers Network* gathering. The primary objective is to introduce the concept of a collaborative network of park and recreation/leisure service providers. This forum encourages engagement and discussion with a focus on “how we can work together for the greater good.” Creating a greater understanding of the spectrum of providers and Continuum of Service in your community and region, and intentionally identifying current services and providers, you establish a robust platform for future collaboration. Key focus areas for the initial gathering:

- Service Provider Types: the types and number of service providers within each sector (public, non-profit/NGO, private, social enterprise).
- Competitive Landscape Analysis: Analyze the competitive landscape by identifying organizations that compete for similar markets to those of your organization.
- Collaborative Opportunities: Identify organizations interested in pursuing collaborative efforts through partnerships, grounded in reciprocity for the efficient and effective use of resources.

## APPENDIX F | INFORMATION ON PARTNERSHIPS

### CREATING MOMENTUM

Once potential partners have been identified, whether through a Partner Network or other means, it's time to make contact. Initiate a meeting to discuss the possibility of collaboration.

The initial meeting is arguably the most important moment in any partnership. While a meeting does not bind either party to a commitment, it serves as a logical starting point for the conversation. This is the moment to establish the foundation for a productive future relationship and to uncover any potential obstacles or challenges. The primary goal of this initial conversation is to assess whether the partnership holds value for both your organization and theirs.

### CREATING A PARTNERSHIP AGREEMENT

As you get closer to finalizing a deal with a potential partner, the following list outlines key tasks to navigate discussions, deliberations, and the negotiation of a partnership agreement.

- ❑ Schedule one or more meetings with the potential partner to establish the foundation for an agreement.
- ❑ Discuss the future vision, or “big picture” to align both parties’ interests with their respective goals for the next year, 3-5 years, and beyond.
- ❑ Identify any potential challenges and obstacles that may arise during the partnership and strategize on how to address them.
- ❑ Create a draft agreement that includes the following parameters and ensure mutual agreement:
  - Scope and management details of the partnership
  - Defined goals and objectives
  - Explicit roles and responsibilities of all partners, including decision-making authority
  - Detailed obligations of all partners
  - Milestones with identified accomplishment dates
  - Term of the agreement, avoiding indefinite commitments and incorporating periodic review periods
  - Key Performance Indicators (KPIs) encompassing financial and strategic aspects, tangible and intangible.
  - Financial arrangements with specified contributions, distributions, and terms
  - Termination clause in the event of poor performance, unforeseen circumstances, etc.
- ❑ Establish an agenda for formal negotiation, ensuring every aspect is documented in writing. Under no circumstance should there be a “handshake agreement.”



## APPENDIX F | INFORMATION ON PARTNERSHIPS

### MANAGING THE PARTNERSHIP MOVING FORWARD

After the agreement is signed, the focus shifts to *implementation*, marking the start of the work. The key determinant of a partnership's success lies in access to the right team members – this distinction is the difference between a partnership that yields results from one that is simply documented on paper. Identifying the specific individuals, departments, or divisions responsible for implementing and managing the partnership streamlines the process. It establishes a direct link to those capable of evaluating its effectiveness, identifying areas for improvement, and ensures a connection to the individuals accountable for the partnership's expected work.

*Consistent and open communication* is the backbone of any successful partnership. Each party relies on the other for staying well informed. Achieving this involves providing regular status reports and/or scheduling a periodic touch point (e.g., quarterly) to facilitate connection and to address any concerns that may impact the health and well-being of the relationship.

When executed thoughtfully, partnerships are advantageous collaborations that empower participating organizations to optimize resources and deliver cost-effective services. In an era where resources are increasingly scarce across all sectors, the strategic value of partnerships is more crucial than ever. By fostering alliances, we not only streamline operations but also elevate our capacity to serve the community better.



## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

The pages that follow are the results from the workshop's Providers Inventory survey. Attendees were asked to answer a series of questions aimed to gather more information about each provider and a self-assessment of their services. The questions from the survey are shown below.

- 1. Organization Name*
- 2. Organization Address*
- 3. Organization Contact Name*
- 4. Organization Contact Title*
- 5. Organization Contact Email*
- 6. Organization Contact Phone*
- 7. To which sector does your organization belong?*
- 8. Please list your organization's mission/purpose.*
- 9. Please select the service(s) provided by your organization. (list of choices)*
- 10. Who are your organization's target market(s)/primary customers?*
- 11. Does competition for the target market(s) listed above exist from other organizations?*
- 12. What organization(s) do you consider to be competitors?*
- 13. To what degree does competition exist? (on a scale of 1 to 5 with 1 = low degree and 5 = high degree)*
- 14. Please select your organization's funding sources. (list of choices)*
- 15. Does competition exist for funding?*
- 16. To what degree does competition exist for the same funding source? (on a scale of 1 to 5 with 1 = low degree and 5 = high degree)*
- 17. Recognizing that a partnership requires a reciprocal benefit for all organizations involved, do you believe opportunities exist for organizations to partner in order to reduce duplication of service and most responsibly use finite resources?*
- 18. Please list your organization's current partnership(s).*
- 19. What organization(s) comes to mind as potential partners?*
- 20. What would be the reciprocal benefit(s) to your organization and to these potential partner organization(s)?*

## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Organization Address:	Organization Contact Name:	Organization Contact Title:
By Discovery LLC	44 Lake St, Oak Park	Jocelyne Adkins	Founder, Program Director & Lead Educator
CAST Water Safety Foundation	7628 Madison St, Forest Park	Anna Biggins	Co-Director
Collaboration for Early Childhood	171 S. Oak Park Ave, Oak Park	Mary Reynolds	Executive Director
Norridge Park District	4631 N Overhill Ave, Norridge	Annemarie Flaherty	Executive Director
North Riverside Parks & Recreation	2401 Des Plaines Ave, North Riverside	Colleen Broderick	Director
Oak Park Education Foundation	260 Madison St, Oak Park	Latonia Baker	Executive Director
Oak Park Township	105 S. Oak Park Ave	Dominique Hickman; Megan Traficano	Assistant Director Youth and Family; Director of Youth and Family Services
Oak Park and River Forest High School	201 N. Scoville Ave, Oak Park	Nicole Ebsen	Athletic Director
Ovation Academy for the Performing Arts	1010 Madison St, Oak Park	Corinne Neal	Managing Director
Park District of Forest Park	7501 Harrison St, Forest Park	Jackie Iovinelli	Executive Director
River Forest Park District	401 Thatcher Ave, River Forest	Michael Sletten	Executive Director
West Suburban Special Recreation Association	2915 Maple St, Franklin Park	Marianne Birko	Executive Director



## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Organization Contact Email:	Organization Contact Phone:	To which sector does your organization belong?
By Discovery LLC	jocelyne.adkins@bydiscovery.org	773 802-4142	Private
CAST Water Safety Foundation	anna@castwatersafety.org	708-508-2662	NPO/NGO
Collaboration for Early Childhood	MReynolds@collab4kids.org	708-613-6122	NPO/NGO
Norridge Park District	Annemarie@norridgepk.com	708-457-1244	Public
North Riverside Parks & Recreation	Cbroderick@northriverside-il.org	708-442-5515	Public
Oak Park Education Foundation	Lbaker@opef.org	708-524-3023	NPO/NGO
Oak Park Township	Dhickman@oakparktownship.org; Mtraficano11@gmail.com	708-359-1198; 708-445-2727	Public
Oak Park and River Forest High School	Nebsen@oprfs.org	708-434-3000	Public
Ovation Academy for the Performing Arts	Corinne@ovationacademy.org	708-222-7564	Private
Park District of Forest Park	jjovinelli@pdofpstaff.org	708-366-7500	Public
River Forest Park District	Msletten@rfparks.com	708-890-1092	Public
West Suburban Special Recreation Association	marianneb@wssra.net	847-455-2100	NPO/NGO

## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Please list your organization's mission/purpose (if no mission, why is it the organization exists?).
By Discovery LLC	By Discovery's mission is to provide K-5 students opportunities for exploration and growth through afterschool art enrichment and project based learning.
CAST Water Safety Foundation	Create safer swimmers sooner & educate families that drowning is the leading cause of death for children 1-4 and it doesn't have to be. Together we can make a difference.
Collaboration for Early Childhood	The Collaboration for Early Childhood is a community-driven organization that cultivates the development of the whole child, birth to age five, by engaging families, local organizations, early childhood educators, caregivers, and health providers to create equitable, nurturing, and interconnected systems of support.
Norridge Park District	Parks & Recreation facilities and services
North Riverside Parks & Recreation	To offer parks, recreation programs and special events to participants
Oak Park Education Foundation	To bring innovation and inspiring hands on STEAM educational experiences that foster a life long love of learning in D97 and the Oak Park community.
Oak Park Township	To provide human and social services to the community of Oak Park.
Oak Park and River Forest High School	To educate the students of Oak Park and River Forest in secondary education.
Ovation Academy for the Performing Arts	Ovation Academy offers performing arts training and opportunities for all ages.
Park District of Forest Park	Park district-parks and recreation services.
River Forest Park District	The provide recreation and community opportunity for the residents of RF.
West Suburban Special Recreation Association	Provide Superior Year-round recreation programs for all person's with disabilities who live within our 12 partner communities. WSSRA will provide: outreach support, safe transportation options, trained supportive staff and offer unique program opportunities that support the individual with the disability and their opportunity to have fun!

## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Please select from the list below the service(s) provided by your organization.
By Discovery LLC	Visual Arts; Youth Camps; Childcare
CAST Water Safety Foundation	Aquatics;
Collaboration for Early Childhood	Other - Coordinated Intake (helping families learn about and access resources, including those offered by the Park District); developmental and hearing/vision screening (including on-site in PDOP early childhood programs); parent/caregivers workshops and leadership development; professional development for early childhood educators; community-wide special events (i.e. Early Childhood Resource Fair);
Norridge Park District	Adult Sports; Afterschool; Aquatics ;Childcare; Facility Rentals; Fitness; General Interest Activities - Adult; General Interest Activities – Older Adults/Seniors; General Interest Activities - Youth; Outdoor Recreation; Performing Arts; Special Events; Visual Arts; Youth Camps; Youth Sports
North Riverside Parks & Recreation	Adult Sports; Facility Rentals; Fitness; General Interest Activities - Adult; General Interest Activities – Older Adults/Seniors; General Interest Activities - Youth; Special Events; Youth Camps; Youth Sports
Oak Park Education Foundation	Afterschool; General Interest Activities - Youth; Youth Camps; Other - STEAM / STEM education
Oak Park Township	Facility Rentals; General Interest Activities – Older Adults/Seniors; General Interest Activities - Youth Other - Mental Health Counseling, scholarships, General assistance, Emergency Assistance, Hygiene Products, groups etc
Oak Park and River Forest High School	Afterschool; Aquatics; Environmental Education; Facility Rentals; Fitness; General Interest Activities - Youth; Outdoor Recreation; Performing Arts; Special Events; Visual Arts; Youth Camps; Youth Sports
Ovation Academy for the Performing Arts	Performing Arts; Youth Camps; Afterschool
Park District of Forest Park	Adult Sports; Afterschool; Aquatics; Childcare; Environmental Education; Facility Rentals; Fitness; General Interest Activities - Adult; General Interest Activities – Older Adults/Seniors; General Interest Activities - Youth; Outdoor Recreation; Performing Arts; Special Events; Visual Arts; Youth Camps; Youth Sports
River Forest Park District	Adult Sports; Environmental Education; Fitness; General Interest Activities - Adult; Facility Rentals; General Interest Activities - Youth; Outdoor Recreation; Performing Arts; Special Events; Youth Camps; Youth Sports; General Interest Activities – Older Adults/Seniors
West Suburban Special Recreation Association	Adult Sports; Afterschool; Aquatics; Childcare; Environmental Education; Fitness; General Interest Activities - Adult; General Interest Activities – Older Adults/Seniors; General Interest Activities - Youth; Outdoor Recreation; Performing Arts; Special Events; Visual Arts; Youth Camps; Youth Sports Other - A variety of opportunities for social engagement



## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Who are your organization's target market(s)/primary customer(s)?	Does competition for the target market(s) listed above exist from other organizations?
By Discovery LLC	Parents of elementary school children	Yes
CAST Water Safety Foundation	Families with children ages 1-4, families with children who have special needs, families with children who have not yet learned to swim & self rescue by ages 5/6	Yes
Collaboration for Early Childhood	Families from the prenatal period until a child enters kindergarten; early childhood care and education professionals, pediatric providers, early intervention service providers, etc.--the constellation of professionals who work with young children and their families	No
Norridge Park District	Residents. Non-residents in the neighboring areas.	Yes
North Riverside Parks & Recreation	North Riverside residents	Yes
Oak Park Education Foundation	District 97 staff and students, Oak Park families.	Yes
Oak Park Township	All residents of Oak Park-all ages	Yes
Oak Park and River Forest High School	9-12 grade students K-12 students	Yes
Ovation Academy for the Performing Arts	1) Youth k-12 interested in singing, dancing, and acting. 2) Minimal adult programming for same. 3) Teens for volunteer/staff positions. 4) Audiences - community members who like musical theater	Yes
Park District of Forest Park	All ages.	Yes
River Forest Park District	River Forest residents	Yes
West Suburban Special Recreation Association	All persons with disabilities any age and ability	Yes

## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	What organizations do you consider to be competitors?	To what degree does competition exist?
By Discovery LLC	Afterschool Enrichment Programs & summer camps	2
CAST Water Safety Foundation	Big box swim schools	3
Collaboration for Early Childhood	We're absolutely all about coordination of our work and partnership/collaboration. If there are ways we can offer value (ie adding an early childhood angle to an existing event), we are delighted to do it!	1
Norridge Park District	Private Indoor Swim Facility. High School feeder teams. Private soccer leagues.	3
North Riverside Parks & Recreation	Neighboring Recreation Departments and Park Districts, YMCA, schools, private providers	4
Oak Park Education Foundation	PDOP, STEAM Academy, local small youth education organizations such as Slowfire, Summer enrichment camps,	3
Oak Park Township	Schools, Libraries, Parks, Village, Non Profits in the community that provide services to youth, families and seniors in particular, private sector private practice groups, etc.	2
Oak Park and River Forest High School	Private High Schools	4
Ovation Academy for the Performing Arts	Actors Garden, BAMtheatre, Academy of movement and dance, Maywood Fine Arts, school-based theater and dance programs, choirs, oak park village players, many Chicago area theaters	5
Park District of Forest Park	Fitness clubs, private day cares, unfortunately other government entities in town, library, school and village,	4
River Forest Park District	River Forest Community Center, D90 PTO's, Dominican University, Concordia University, local commercial program operators, surrounding park districts	3
West Suburban Special Recreation Association	Opportt	2

## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Please select from the list below your organization's funding sources.	Does competition exist for funding?	To what degree does competition exist for the same funding sources?
By Discovery LLC	Fees & Charges;	Yes	2
CAST Water Safety Foundation	Donations; Fees & Charges	No	1
Collaboration for Early Childhood	Fees & Charges; Grants; Donations Other - not directly a taxing body, but revenue largely comes from Oak Park taxing bodies, including the Park District	Yes	4
Norridge Park District	Taxes; Grants; Donations; Sponsorships; Fees & Charges	Yes	3
North Riverside Parks & Recreation	Taxes; Grants; Donations; Sponsorships; Fees & Charges	Yes	5
Oak Park Education Foundation	Grants; Donations; Fees & Charges; Sponsorships	Yes	4
Oak Park Township	Taxes; Grants; Donations	Yes	5
Oak Park and River Forest High School	Taxes; Grants; Donations; Sponsorships; Fees & Charges	Yes	4
Ovation Academy for the Performing Arts	Fees & Charges Other - ticket sales	Yes	5
Park District of Forest Park	Taxes; Grants; Donations; Fees & Charges	Yes	2
River Forest Park District	Taxes; Grants; Donations; Sponsorships; Fees & Charges	Yes	1
West Suburban Special Recreation Association	Taxes; Grants; Donations; Sponsorships; Fees & Charges	Yes	3



## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	Do you believe opportunities exist for organizations to partner?	Please list your organization's current partnership(s)?
By Discovery LLC	Yes	None at this time, however open to the opportunity...
CAST Water Safety Foundation	Yes	Other drowning nonprofits, local pools that share pool space with us, local businesses who hand out our educational materials...really anyone who works with children ages 1-4 who's willing to share information & educations
Collaboration for Early Childhood	Yes	Park District of Oak Park, Oak Park Public Library, Village of Oak Park, Oak Park Elementary School District 97, Oak Park and River Forest High School District 200, Basically all early childhood education and care programs in Oak Park and River Forest, SO MANY MORE, like too hard for me to list here, and we are so grateful: <a href="https://collab4kids.org/partners-supporters/">https://collab4kids.org/partners-supporters/</a>
Norridge Park District	Yes	School District.
North Riverside Parks & Recreation	Yes	Riverside Recreation Department, Brookfield Recreation Department, Westchester Park District, YMCA, Local schools
Oak Park Education Foundation	Yes	Concordia University- nursing and health sciences, D97, By Discovery
Oak Park Township	Yes	Libraries, park district, schools and police departments, IL Department on Aging, River Forest public entities, some non-profits in the community
Oak Park and River Forest High School	Yes	PDOP, Triton College, D97, D90, Concordia, Dominican, Riverside Brookfield HS
Ovation Academy for the Performing Arts	Yes	Madison Street theater (our nonprofit host venue), Oak Park Arms (rehearsal space), Bravo (Brooks middle school theater program), Cast (Julian theater program), Lincoln Elementary School PTO, Maywood Fine Arts, Oak Park Library
Park District of Forest Park	Yes	Village, library and school at a minimum.
River Forest Park District	Yes	PDOP sharing program guide space & joint programming, Dominican University joint programming.
West Suburban Special Recreation Association	Yes	PDOP, All WSSRA partners, too many to describe

## APPENDIX F | PROVIDER INVENTORY SURVEY RESULTS

Organization Name:	What organization(s) comes to mind as potential partners?	What would be the reciprocal benefit(s) to your organization and to these potential partner organization(s)?
By Discovery LLC	Open to possibilities	Share resources, spaces, encourage growth
CAST Water Safety Foundation	Preschools, park district pools & programs that works with young children	We provide free water safety education, help families make strategic plans for being around water.
Collaboration for Early Childhood	Anyone serving families of young children, anyone interested in supporting young children and their families and the professionals who work with them!	A major goal for us is to get the word out to families about resources and supports available, so a broad community network helps us do that. I think we can offer ways to include young children in things in creative ways
Norridge Park District	Village. High School. Salvation Army. Swim School.	Reduced expenses, increased participation, facility space, increased awareness of organizations by the community, reduced calendar conflicts
North Riverside Parks & Recreation	Additional neighboring park districts and recreation departments	Offering additional programs, sharing resources
Oak Park Education Foundation	PDOP	Space use, some financial resources
Oak Park Township	Churches, Hospital (social workers), Thrive Counseling Center, Village of Oak Park	Connecting with families that are in need of additional support surrounding mental health, space use, some financial resources
Oak Park and River Forest High School	Specific feeder systems for local athletes who will feed into the high school	Athletic spaces
Ovation Academy for the Performing Arts	Anyone with available rehearsal space	Theater programming in exchange for space
Park District of Forest Park	Regional park districts, local theater groups	Offering more services that we cannot do because of space and or instructors.
River Forest Park District	Triniy HS	Shared space & staff to create a better opportunity
West Suburban Special Recreation Association	Private sector opportunities	WSSRA participants benefit