

Customer: Community Connections

		Short Term	Mid Term	Long Term
	Ongoing	2018-2019	2020-2021	2022
C1: Alignment with Community Need:				
C1a. Develop external communication guidelines for transparency with the community.				
Post Board Packet on the Website		A		
2019 Create data dashboards with some initial, primary benchmarks				
C1b. Develop and implement a needs assessment process to identify and align with unmet community needs.				
Conduct Community Survey			A	
C2: Quality of Service:				
C2a. Develop a system-wide approach to measuring customer satisfaction & implement excellent customer service.				
Review current evaluations			R & I	
Update Customer Service Standards		A & R		
WI-FI installation at Community Center		A		
C2b. Strengthen utilization of data for decision making, improvements to service, and customer knowledge.				
Engage consultant to educate staff on using metrics and analytics relating to service delivery		A		
2019 Create systems to gather data, providing specific supervisors with an interpretation of the data received			M	
2019 Utilize Community Survey to identify gaps in recreational programming			A & R	
C3: Consistent, Open Communication:				
C3a. Analyze & strengthen appropriate communication methods ensuring outreach to all demographic groups of the community.				
Add Google Translate to Park District Website			M	
2019 Continue to be a leader in the Partners committee			A & R	
2019 Hire for diversity			All	

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Financial: Financial Stewardship

	Ongoing	Short Term 2018-2019	Mid Term 2019-2020	Long Term 2022
F1: Grow Alternative Revenue :				
F1a. Analyze the agency-wide pricing process.			x	
F1b. Continue to seek grants and develop agency-wide sponsorship program.	x			
Utilizing Park District Sponsorship booklet visit a minimum of 5 businesses to share information			M	
2019 Complete GATA Registration for Illinois Department of Natural Resources			A	
F2: Optimize Fiscal Resources :				
F2a. Educate residents about our financial stewardship.			x	
2019 Create a Visual Annual Report			A & M	
2019 Generate targeted annual transfers to Capital Project Fund			A	
2019 Consider creating a restricted fund related to a facility project			A	
F2b. Seek avenues to save on expenses.	x			
F2c. Continue development and evaluation of green initiatives and energy efficiencies to reduce costs.			x	
2018 Determine need to conduct Energy Audit at Joint Maintenance Facility			P	
2018 Explore reducing use of water at West Meadows through re-cycling water from Dump Pit		P		
2019 Explore the cost associated to recycling of Parks garbage			P	
F3: Ongoing Service Evaluation :				
F3a. Continue to analyze costs and benefits of outsourcing or insourcing work.	x			
Formally report on actual savings for in-sourced activities		P		

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Internal Business Support: Operational Excellence

	Short Term	Mid Term	Long Term
Ongoing	2018-2019	2020-2021	2022
O1: Implement Best Practices			
O1a. Identify national best practices to benchmark and determine how the District can improve processes.	x		
Complete NRPA Metrics Report	A	A	
Benchmark agencies that have excellent rated employee guest service standards	A & R		
Benchmark agencies that have developed a report card for park quality standards (Oak Brook PD)	A & M		
O1b. Explore and research technology to improve services and efficiencies.	x		
Utilize Website Extranet for catalog production	A & M		
Explore use of app for scheduling part-time supervisors (implemented)	I & R		
2019 Create App for scheduling and tracking work orders		P	
2019 Fully implement ePact software for Camps and Preschool			
2019 Continued training on Active to fully use registration software			
O1c. Explore and meet industry and community trends and standards.		x	
Continue to meet IPRA/IAPD Distinguished Guidelines	All		
Continue to meet and exceed PDRMA Loss Control Standards	All		
Engage Recreation Accessibility Consultants to review the ADA Transition Plan from 2010	A		
2019 Earn the Exceptional Work Place Award		All	
2019 Earn the Distinguished Accredited Award		All	
O1d. Determine the need for additional programming space, identify potential locations for additional programming, and explore the possibility of a sports facility.			x
Parks & Recreation Master Plan Development	A		
2019 Hire a firm to complete a facilities assessment of the Community Center		A & P	
2019 Utilize Community Survey to identify gaps in recreational programming		R	
2019 Hire a firm to complete an feasibility analysis for building a Multi-use sports facility		A & P	
O2: Promote Brand and Image			
O2a. Update marketing and collateral material standards.	x		
2019 Update marketing standards materials, provide staff training on materials	M-in progress		
O3. Strong Collaboration with Partners:			

O3a. Review, evaluate, and seek new partners to develop more opportunities for residents.	x			
At a minimum 1 meeting per year with Intergovernmental or Affiliate partner		A, I & R		
2019 Continue Board Member & Staff Education regarding Intergovernmental & Affiliates		A		

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Learning and Growth: Empowered Team

		Short Term	Mid Term	Long Term
	Ongoing	2018-2019	2020-2021	2022
L1: Training and Development:				
L1a. Develop a succession plan for senior leadership positions and potential retirements.				
Review and Update all Job Descriptions		x		
As a part of review process discuss and Identify employee future goals		A		
		A, I, R, P		
L1b. Continue strengthening the internal communication process and support of all employees.				
Hold a minimum of two staff meetings per programming area per year	x			
		R & I		
L1c. Develop a park district education program.				
Develop an employee Orientation (on-boarding) program				x
Update Safety, Legal & Mandatory PowerPoint presentation				All
Poll FT staff to determine interest in health and wellness, social opportunities		A & P		
		A		
L2: Embrace Innovation:				
L2a. Create a framework for further developing innovation as part of the organizational culture.				
Conduct an innovation assessment			x	
			A	
L2b. Use technology for employee training and hiring process.				
Consider adding all hiring materials to the Extranet			x	
2019 Complete task of putting all hiring materials on the Extranet			A, R & M	
			M	
L3: Appreciation of All:				
L3a. Further operationalize mission, vision, and values.				
Explore ways to enhance employee recognition program	x			
Offer all staff / departmental social gathering 2 times per year (seasonally)		A & R		
2019 Explore development of Volunteer Recognition Program		All		
			R	

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(future goal - conduct workload analysis)
 (develop core competencies list for leadership positions)