

Mundelein Park & Recreation District Goals and Objectives

The District's goals and objectives were developed to guide the District in the development of programs and facilities. They are a roadmap of where the District is heading. Goals are more broad based and indicate the end desire. Objectives are more specific and outline how the goal will be achieved and are generally measureable.

Goals and objectives have been developed in the following areas:

- Recreation Programming
- Acquisition of Parks and Open Space Areas
- Maintenance/Redevelopment of Parks and Facilities
- Financial Resources
- Image/Service
- Community Awareness and Participation
- Technology
- Employee Development

Recreation Programming

Goal

Provide recreation opportunities through organized programs, facilities and areas.

Objectives

1. Provide appropriate recreation activities for all genders, ages, including basic to mid-levels of skill and ability. Annually review Program Portfolio to determine deficiencies and develop appropriate programs.
2. Hire and train qualified staff to enhance the delivery of programs and services. Work with Illinois Park & Recreation Association to recruit qualified staff. Develop in-house program to offer advancement opportunities to interested staff. Continue offering internship program.
3. Identify organizations with expertise in programs not currently offered by MPRD. Co-sponsor activities with appropriate partners to efficiently broaden recreation opportunities.
4. Coordinate programs with other agencies to provide comprehensive recreation opportunities for the entire community. Identify struggling program areas with lower participation that could benefit from multi-community cooperation. Work with neighboring communities to expand programming.
5. Ensure that programs and facilities are self-sustaining to the greatest extent possible. On an annual basis, set target margins for each program area and facility. Evaluate viability of programs or facilities that do not reach target margins.
6. Utilize neighborhood meetings to receive public input regarding planning of facilities and programs and to educate residents to all aspects of the Park District. Notify all registered Homeowners Associations offering Park District presentations for their meetings.
7. Monitor success rates to determine viability of programs. Target success rates are 75-90%. Review programs out of the target to determine if program should be modified or discontinued.
8. Maintain membership in a special recreation organization to offer programming to residents with disabilities.
9. Continually review programs and facilities to ensure safest possible setting for patrons. Conduct monthly building inspections. Review procedures for equipment inspections.
10. Conduct periodic user preference surveys to evaluate existing programs and identify recreation trends. Seasonally conduct participant and instructor evaluations of 25% of all programs. Administer community wide survey at least every 10 years.

Acquisition of Parks and Open Space Areas

Goal

Acquire and develop recreation areas and open space to meet existing and future needs of Park District residents.

Objectives

1. By working with the Village and County, monitor areas of growth and target acquisitions in these areas. These acquisitions should be able to provide a variety of recreation uses or link open spaces and/or connect greenways. Current areas of interest are; property in the vicinity of Holcomb, open space on the north end of Midlothian, and Lincoln School.
2. Utilize innovative acquisition techniques to acquire open space – conservation easements, covenants, and land trusts to secure open space without Park District expenditures.
3. Cooperate with public and private entities in the acquisition/development of open space to address recreation needs. Work with County to connect bike path along Midlothian, continue development of bike path under Com Ed lines and research Route 53 expansion to be used as recreation area.
4. Every two years review the Land/Cash Ordinance to ensure land values are consistent with current real estate market and density is consistent with latest census.
5. Review the Master Plan at least every five years to reflect current needs of the community. Needs will be determined by program evaluations, facility surveys, community wide needs assessment and usage.

Maintenance/Redevelopment of Parks and Facilities

Goal

Maintain recreation areas, open space and facilities in the most cost-effective manner possible, while recognizing the community's needs and desires.

Objectives

1. Plan and program facilities that can accommodate a variety of uses and programs as future needs and trends dictate. Annually set goals for facility utilization will be determined by monitoring use, reviewing professional journals and participating in professional network opportunities.
2. Continue to incorporate safety standards and Americans with Disabilities Act (ADA) requirements in the development and/or re-development of facilities. Seek advice from the District's attorney and IAPD. Maintain PDRMA accreditation. Monitor changes issued by the Department of Justice.
3. Develop and implement a playground replacement schedule. Review annually and make adjustments if necessary due to resources or equipment conditions.
4. Develop and implement a Capital Asset Replacement Plan to prepare for the eventual replacement of all capital assets. CARP will include all assets with a value greater than \$5,000 and will include purchase cost, life expectancy and estimated replacement cost. CARP will be updated each year.
5. Preserve, restore or recreate, where appropriate, significant Park District historical structures and landscapes. Areas include Diamond Lake, Fort Hill Heritage Museum, Diamond Lake Sports Complex, Centennial Time Capsule and Lincoln School.
6. Develop best practices that will most effectively and efficiently maintain the highest standards of care in all Park District parks and facilities. Document processes, using like agencies for comparison and monitor success annually.
7. Continually monitor parks and facilities to ensure safest possible environment for patrons. Conduct weekly playground inspections. Notify police department of concerns and request increased patrols.
8. Periodically survey facility users to identify modifications necessary to meet community needs. Continue with Park Chats and institute web based surveys.

Financial Resources

Goal

Utilize financial resources efficiently and equitably.

Objectives

1. Develop, approve, implement and monitor annual budget with focus on revenue generation and cost containment.
2. Hire full time grant writer/sponsorship coordinator to actively seek federal, state and local and private grants. Annually set goal for number of grants sought, including dollar amounts.
3. Write guidelines and procedures for park, facility and program sponsorship plan, including a remembrance program.
4. Develop five year bond plan that will be tied into the District's Capital Plan.
5. Identify opportunities for possible privatization. Annually research a minimum of two areas that may be privatized and report findings and recommendations to the Board.
6. Promote the Park District's Memorial Tree Program and develop additional programs for individuals or companies to commemorate people, events or organizations. Golf course paver path to 10th tee to be developed in 2012.
7. Maintain a balanced revenue mix utilizing property taxes, user fees, sponsorships and grants. Keep reliance on property taxes to a 45% maximum and sponsorships and grants to a minimum of 5%.
8. Recruit additional members for the Mundelein Park Foundation, holding a minimum of quarterly meetings and at least one major fund raiser each year.

Image/Community Awareness

Goal

Establish the Mundelein Park & Recreation District as a recognized leader in the community, state and nation through responsive, effective programming and excellence in park and recreation management.

Objectives

1. Respond to the public comments/questions/concerns in less than 48 hours. Whenever possible, resolve to the satisfaction of all parties. Track responses utilizing the Citizen Complaint/Concern Form.
2. Join and participate in community service organizations to promote the Park District's important role in the community. Organizations may include Rotary, Kiwanis, Mundelein Blood Committee, Community Days Commission, Mundelein After School Coalition, Lake County After School Coalition, Mundelein Junior Football, Mundelein American Youth Soccer Organization, and Mundelein Little League. Seek membership and involvement in Mundelein's commercial/downtown organization.
3. Sponsor and participate in community projects/activities. Annually set goal of number and size of events (i.e. community wide, school district, etc.) Continue participation in Village events like Community Days and Park on Park, begin participation at new events like Farmers Market where the District could do promotion of events.
4. Enhance residents' awareness of the Park District through updates in the seasonal brochure and by disseminating educational and public relations information to groups and the media. Notify Homeowners Associations, utilize school districts' virtual backpacks and the Village newsletter. Tie into IAPD; IPRA; IDNR; NRPA events to develop new programs and promote parks and recreation, i.e. June is Water Safety Month; July is Parks Month; Illinois Fishing events. Promote environmental stewardship through promotions and educational material and working with Lake County Stormwater Management.
5. Promote the Park District through a multi-media based public information program. Each year develop marketing plans for the revenue facilities and recreation programs. Develop monthly E Blasts promoting the District. Develop an on hold message about the benefits and happenings at the Park District instead of on hold music. Add links on our web site to the school district web sites and ask them to put our link on their site.
6. Utilize mail, telephone and web surveys to periodically assess community recreation trends, user preferences and levels of satisfaction with facilities, programs, parks and services.
7. Obtain Distinguished Agency Accreditation status through the Illinois Association of Park Districts and Illinois Park & Recreation Association.

8. Encourage non-resident participation by mailing seasonal brochures to non-resident participants and facility members. Offer on line registration through the website making it easier to sign up for programs.
9. Design new logo that reflects community involvement and the comprehensive offerings of the District. Implementation of a new logo will be contingent on financial position of the District and the feasibility of such an investment.

Technology

Goal

Anticipate needs and recognize trends in innovations in technology.

Objectives

1. Annually monitor, and update as needed, the District's Technology Plan and Disaster Recovery Plan.
2. Implement online program registration.
3. Utilize contacts within the industry to stay up to date on technology. Attend at least one trade show/conference annually that includes opportunities to learn about latest technology.
4. Launch an intranet site to keep District staff informed on latest news.
5. Implement proven technology to offer the best service and programs to our customers while enabling our staff to work efficiently.
6. Hire a full time Information Technology Manager.
7. Offer in-service training to staff quarterly on technology used at the District.

Employee Development

Goal

Implement training, procedures, and resources to enable District staff to provide superior services and programming, and effectively, efficiently and safely perform their jobs.

Objectives

1. Budget outside educational opportunities annually to grow staff knowledge and capabilities.
2. Offer quarterly in-service training sessions that enable staff to effectively, efficiently and safely perform their jobs.
3. Provide quarterly in-service customer service training for all front line staffing, including seasonal staff.
4. Whenever possible, promote employees to positions of greater responsibility.
5. Continue to foster a work environment built around trusting, accountability, follow-through, dignity, self-confidence, stretching, growing, esteem-building and sound decision making.
6. Educate all staff to the District's Long Range Plan to improve service and remain focused on District's priorities.