



2023 Strategic Master Plan



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ACKNOWLEDGEMENTS

ADOPTED BY THE BOARD OF PARK COMMISSIONERS ON APRIL 25TH, 2023.

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CHAPTER ONE – EXECUTIVE SUMMARY

1.1 INTRODUCTION

Warrenville Park District (“District”) undertook the Strategic Master Plan (“Plan”) to serve as a “blueprint” for the District staff and Board of Directors in preparing them for the future. This is intended to be a dynamic and realistic document, designed to strengthen existing programs, facilities, and amenities while being guided by community values and changing trends.

1.2 PLAN GOALS

The following goals were identified as a key outcome of this planning process:

- **Maximize community engagement in an inclusive and innovative manner** through innovative public input means to build a shared vision for the District.
- **Utilize a wide variety of data sources and recommended practices**, including a statistically valid survey to predict trends and patterns of use and to address unmet needs in the District.
- **Determine unique Level of Service Standards** to develop appropriate actions regarding parks, recreation, facilities, and trails that reflects the Park District’s strong commitment in providing high quality recreational activities and plan to acquire any remaining greenspace for the Warrenville community.
- **Shape financial and operational preparedness** through innovative and “next” practices to achieve the strategic objectives and future accreditation needs.
- **Develop a dynamic and realistic strategic action plan** that creates a road map to ensure long-term success and financial sustainability for the Park District’s parks, recreation programs, and trails, as well as action steps to support the family-oriented community and businesses that call Warrenville home.

1.3 PROJECT PROCESS

The Plan followed a process of data collection, public input, on-the-ground study, assessment of existing conditions, market research, and open dialogue with local leadership and key stakeholders. The project process followed a planning path, as illustrated below in *Figure 1*.



Figure 1: Project Process

1.4 KEY FINDINGS

1.4.1 DEMOGRAPHIC OVERVIEW

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in August 2022 and reflects actual numbers as reported in the 2020 Census as well as estimates for 2027, 2032 and 2037 as obtained by ESRI. Straight line linear regression was utilized for 2027, 2032 and 2037 projections. The district boundaries shown below were utilized for the demographic analysis.

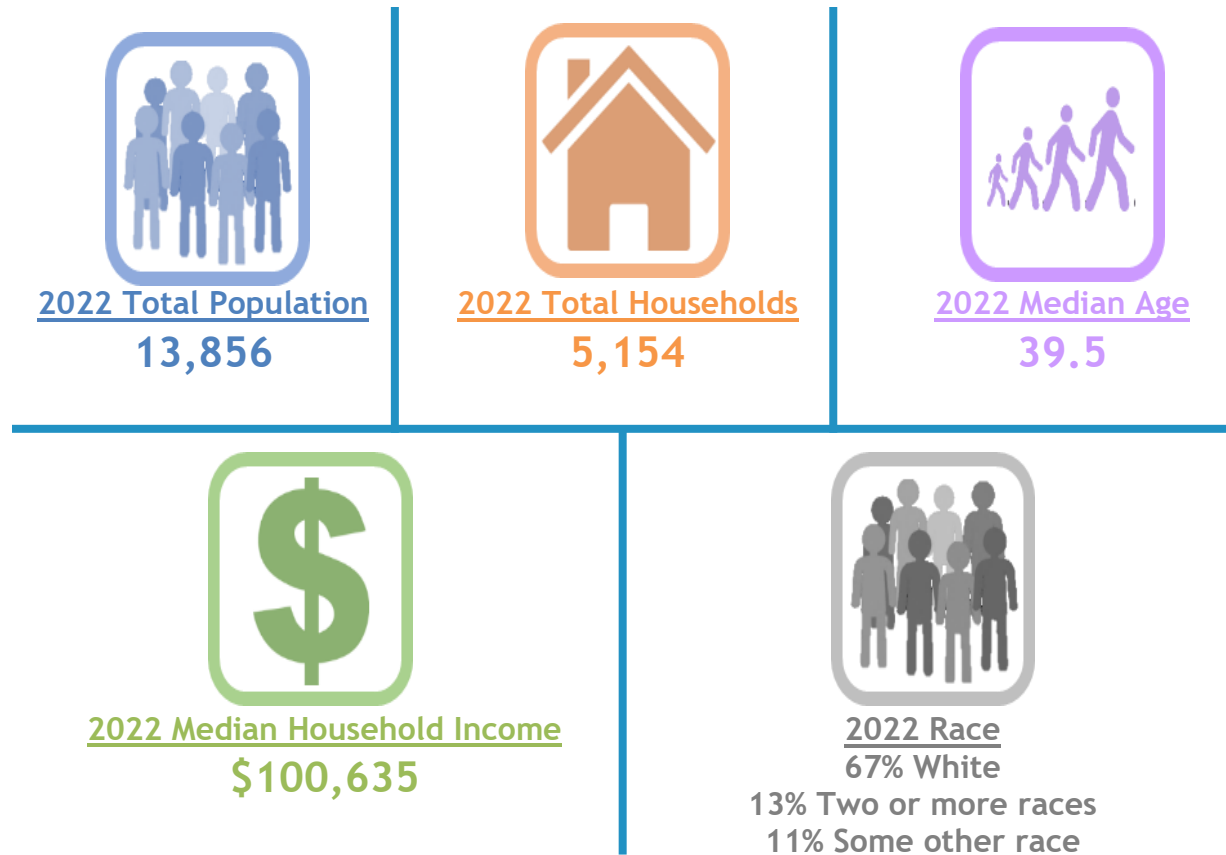


Figure 2: Demographic Overview

Population: The District's population has experienced a notable growing trend in recent years, increasing 6.3% from 2020 to 2022 (averaging 3.15% per year).

Currently, the population is estimated at 13,856 individuals living within 5,154 households. Projecting ahead, the total population and total number of households are both expected to continue growing at an above average rate over the next 15 years.

Age: Evaluating the District's total population by age segments, it exhibits an aging trend, with approximately 30% of its residents being over the age of 55-years old. The population has a median age of 39.5 years old which is one year older than the U.S. median age of 38.5 years.

Race: Analyzing race, the District has become more diverse since the 2010 Census when 82% of the population was White Alone. The 2022 estimate shows that 67% of the population falls into the White Alone category, with Two or More Races (13%) representing the largest minority.

Income: The District’s income characteristics show the per capita income (\$46,513) is below the state average (\$49,811) and above the national average (\$35,672) while the median household income (\$100,635) is above the state average (\$89,536) and significantly above the national average (\$65,712).

1.4.2 COMMUNITY INPUT SUMMARY



Figure 3: Community Input

1.4.3 STATISTICALLY VALID SURVEY

ETC Institute mailed a survey packet to a random sample of households in the Warrenville Park District. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at WarrenvilleParksSurvey.org.

After the surveys were mailed, ETC Institute followed up by sending text messages and mailing postcards to encourage participation. The text messages and postcards contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Warrenville from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The goal was to complete a minimum of 350 completed surveys from Park district residents. The goal was met with 352 completed surveys collected. The overall results for the sample of 352 households have a precision of at least +/-5.0 at the 95% level of confidence.

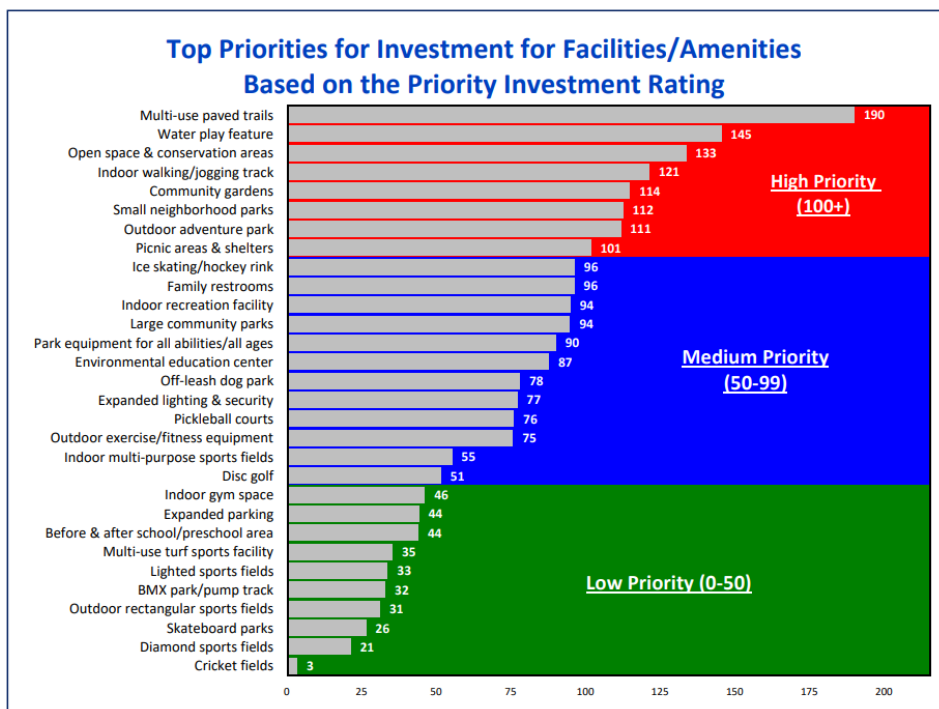


Figure 4: Top Priorities for Investment for Facilities/Amenities

Based on Priority Investment Rating (PIR), the following parks and recreation facilities/amenities were rated as high priorities for investment:

- Multi-use paved trails (PIR= 189.6)
- Water play feature (PIR= 145.1)
- Open space & conservation areas (PIR= 133.3)
- Indoor walking/jogging track (PIR= 120.9)

- Community gardens (PIR= 114.5)
- Small neighborhood parks (PIR= 112.2)
- Outdoor adventure park (PIR= 111.4)
- Picnic areas & shelters (PIR= 101.4)

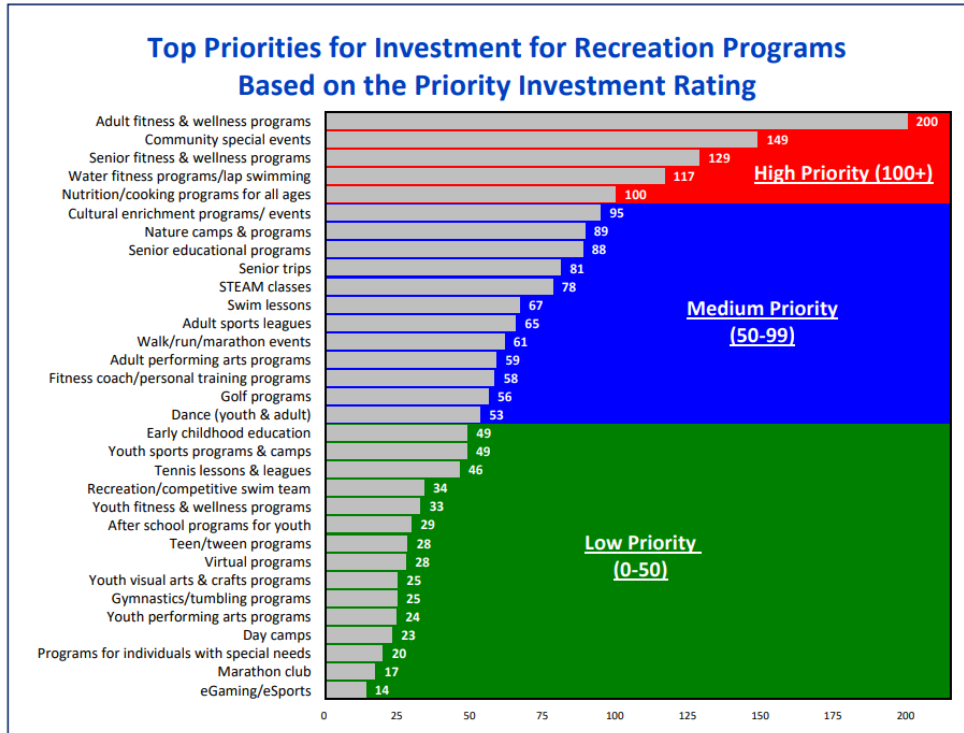


Figure 5: Top Priorities for Investment for Recreation Programs

Based on Priority Investment Rating (PIR), the following Warrenville programs were rated as high priorities for investment:

- Adult fitness & wellness programs (PIR=200)
- Community special events (PIR=149)
- Senior fitness & wellness programs (PIR=129)
- Water fitness programs/lap swimming (PIR=117)
- Nutrition/cooking programs for all ages (PIR=100)

1.4.4 PARKS, FACILITIES, AND RECREATION PROGRAM ASSESSMENT

For each asset in the Warrenville Park District, a grading standard has been assigned to the observed amenities within it. These scores are qualitative in nature and are determined based on the rigorous field observations of the personnel conducting the field inventory.

These categories were evaluated based on the individual asset's condition as opposed to the overall system during the inventory. If the condition of the existing amenity and/or facility was well below that of similar equipment in other parks, it was noted as such in the matrix. Number values were used to provide a numerical score for the park based on the number of opportunities and quality of opportunities offered.

The quality of each asset was evaluated as part of the on-site review and inventory. The following Parks and Facilities were reviewed during the inventory and assessment:

Recreation Center	Community Building
Maintenance Building	Bower School Field
Cerny Park	Grace Church Ballfields
Harding Field	Hubble School Field
Johnson School	Kiwanis Park
Lions Park	Plum Path Park
Sesquicentennial Park	Summerlakes Park
VFW Ballfield	Woodland School Field

1.4.5 EQUITY MAPS

Service area maps and standards assist the District in assessing where services are offered, how equitable the service distribution and delivery is across the District’s service area and how effective the service is as it compares to the demographic densities. In addition, looking at guidelines with reference to population enables the District to assess gaps or overlaps in its services, where amenities/facilities are needed, or where an area is oversaturated.

Based on this, the District can make appropriate capital improvement decisions to meet systemwide needs while assessing the ramifications of the decision on a specific area.

The source for the population used for standard development is the estimated 2020 population as reported by Environmental Systems Research Institute, Inc. (ESRI). The shaded areas within the Equity Maps indicate the service level (i.e., the population being served by that park type/amenity). Two sample maps are displayed below for Diamond Fields and Outdoor Pickleball Courts respectively.

Outdo

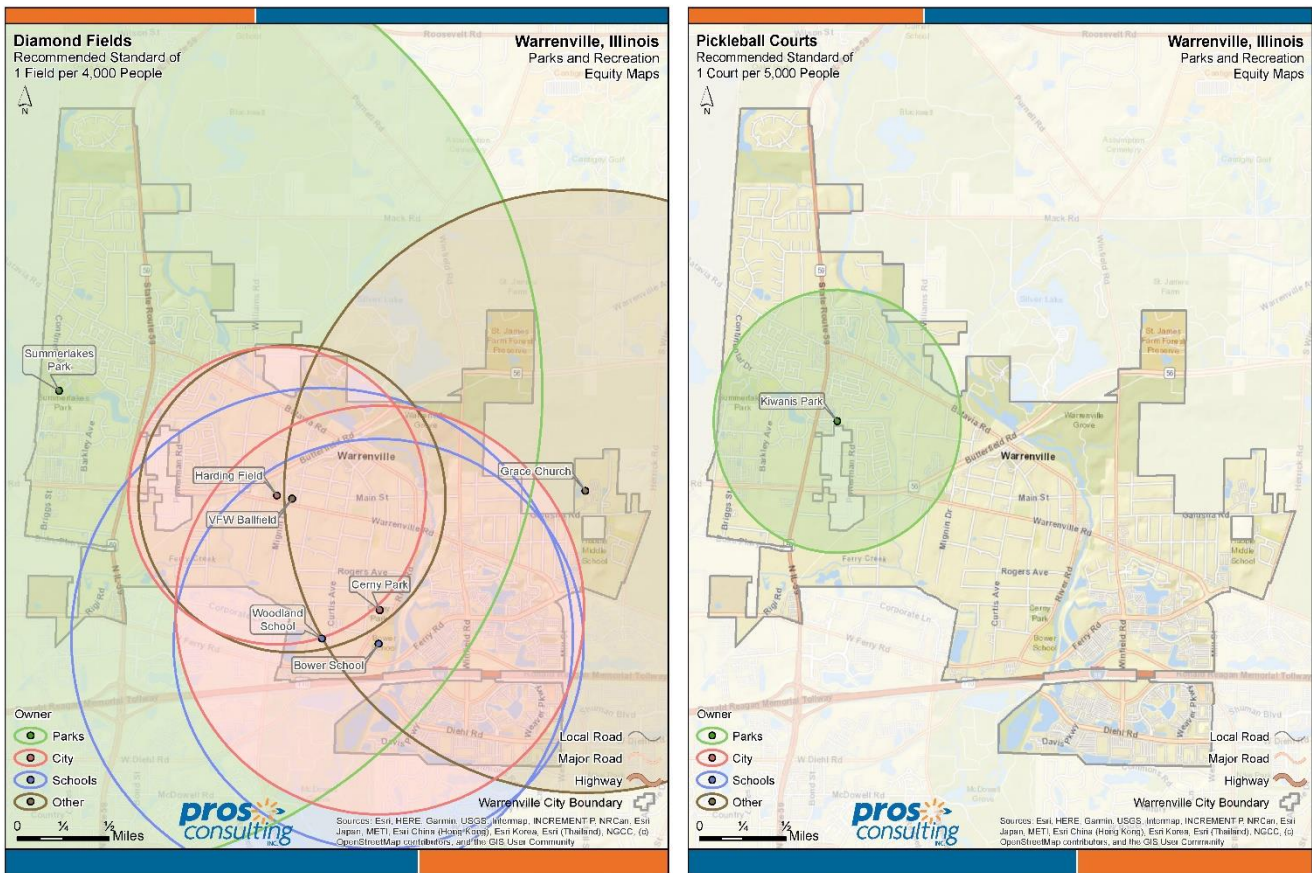


Figure 6: Equity Maps

1.4.6 RECREATION PROGRAMS & SERVICES ANALYSIS

As part of the process, the consulting team performed a Recreation Program Analysis (“Analysis”) of the recreation services offered by the District. The Analysis offers an in-depth perspective of program/service offerings and helps identify strengths, weaknesses, and opportunities regarding programming. The Analysis also assists in identifying core programs, program gaps within the community, key system-wide issues, areas of improvement, and future programs and services for residents.

The consulting team based these program findings and comments from a review of information provided by District staff including program descriptions, financial data, partnership agreements, promotion methods, etc. This report addresses the program offerings from a systems perspective for the entire portfolio of programs, as well as individual program information.



Active Adults



Dance



Day Camps



Early Childhood & Youth Sports



Fitness



General Recreation



Pickleball



Special Events



Sports Leagues

Figure 8: Existing Programs

1.5 VALUES, VISION, MISSION, AND BIG MOVES

Based on an iterative visioning process with staff and the board while incorporating community input, demographics and trends, analysis of the District’s offerings and levels of service, the following Core Values, Vision and Mission Statement and Big Moves were developed.

1.5.1 CORE VALUES

The following core values were developed through an iterative process during the Visioning workshop with staff and Board. These are the core values by which staff will operate. They have also helped shape Vision and Mission for the District.

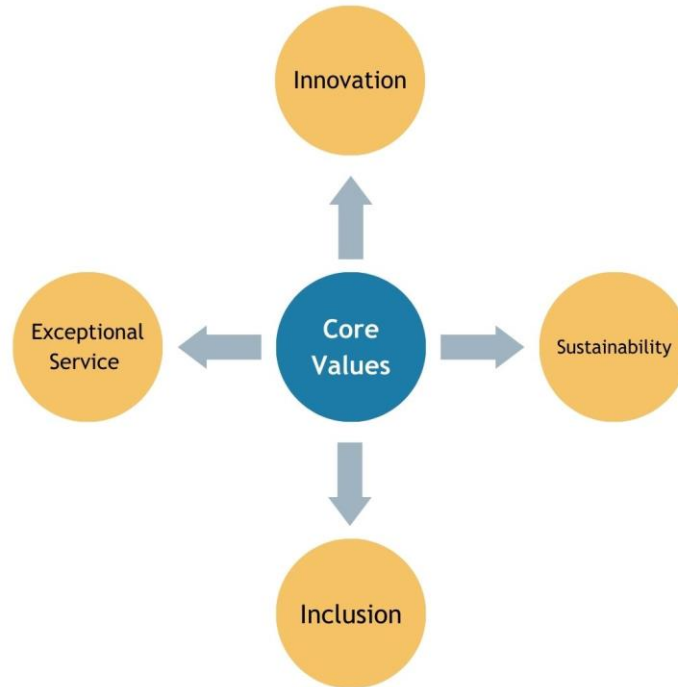


Figure 9: Core Values

1.5.2 VISION

The following is the vision statement that the District aspires to fulfill:

The “place to be” for exceptional experiences.

1.5.3 MISSION

The following mission statement serves as the “why” for the staff to do what they do every day:

To create community

1.5.4 BIG MOVES

The staff and board collaborated to identify the primary District-wide outcomes they would aspire to achieve from this Plan. These Big Moves are the most significant outcomes desired and, when achieved,

will serve as the legacy fulfilling the Plan's vision. The following are the 5 Big Moves that were identified through this process:

1. Increased Staffing: Increase staffing district-wide, including mentorship and training programs.
2. Investments in Storytelling: Create engaging narratives around park development and activities.
3. Land Acquisition: Focus on acquiring and developing additional land/space to expand parks and amenities to meet the community's needs.
4. Maintenance Enhancements: Invest in the maintenance facilities and equipment to take care of what you have.
5. Increased Funding: Utilize various mechanisms including a referendum to fund future park development and maintenance.



1.6 CONCLUSION

The Warrenville Park District is the perfect example of a small but mighty performer whose impact significantly outpaces its budget and resources. With great leadership and staff, signature parks like Summerlakes Park and spaces like the Recreation Center, it excels at providing a joyous experience for everyone.

This Strategic Master Plan is the community-input driven roadmap to guide the District forward. As demographics shift, newer trends emerge and existing infrastructure ages, it is critical for the District to embrace bold initiatives and leave behind the status quo.

This plan requires the District to balance taking care of what they have and pursuing other community needs that will require funding, increased staffing and emphasis in storytelling. By embracing next practices and focusing on the community, the Warrenville Park District can undoubtedly become the place to be for exceptional experiences!

