IL Parks and Recreation Benchmarking Notes

*March 5*

*1:00-4:00*

*Arrowhead Golf Club: Wheaton Park District*

**Purpose Statement**

The purpose of the IL Park and Recreation Benchmarking initiative is to improve parks and recreation agency performance in Illinois by working collaboratively to: 1) Address regional trends and challenges; 2) Share information and best practices; 3) Identify similarities and differences between agencies to more accurately measure performance; 4) Learn best practices in performance management.

**What deliverables would you like to see?**

* Annual composite trend report
* Automated online interactive dashboard to customize benchmarking data
* Presentations/case studies from benchmarking agencies to learn best practices
* Quarterly dialogue around specific topics/metrics and how agencies are using it

Representatives:

* **Normal Parks and Recreation**
  + Gadhiraju, Vasudha
  + Doug Damery
* **Evanston Parks and Recreation**
  + Lawrence Hemingway (online)
* **Wheaton Park District**
  + Mike Bernard
* **Oak Lawn Park District**
  + Jack Leiser (online)
  + Michael Sinkewich
  + Phil Costello
* **Hoffman Estates Park District**
  + Nicole Hopkins
* **Downers Grove Park District**
  + Bill McAdam
* **Park District of Oak Park**
  + Greg Stopka
  + Jan Arnold (online)
* **Naperville Park District**
  + Omar Sandoval
* **Geneva Park District**
  + Sheavoun Lambillotte
* **Rolling Meadows Park District**
  + Conor Cahill
* **1:00: Lunch**
* **1:30: Welcome and Introductions**
* **1:45: Review Results from Last Meeting**
  + Metric Selection
  + Metric Definitions
    - **Section 1: Financial**
      * Parks Departments will compare total subsidy % vs. special districts (park) % of property taxes
      * Parks Department question #1 is not applicable because subsidies can be more than property taxes
      * Adding 1b for % of subsidy
      * Question # 2 will be % of earned revenue vs subsidies (taxes & other non-earned subsidies) due to including Parks Department (local tax levy vs. parks department also includes other subsidies)
      * Question #2 revenue geared towards operations, eliminate debt service proceeds & transfers (change to excluding debt service proceeds & transfers)
    - Section 2: Recreation Programs/Passes
      * Only include special events with registration in system
      * # of program per capita means total registrations only for residents per population total
      * Add additional metric % of residents vs. non-residents in terms of total registrations (% of residents to total registrations)
      * 3rd metric clarify as program success rate % of programs launched is changed to offered (measure total offered vs % that is successful (programs that are not cancelled)= to show success) ex. 95 ran out of 100 and 5 cancelled= 95% success rate which is what is entered for this metric
      * Want to count new programs offered as a deep dive metric (% of programs offered that are new-program not offered in the last calendar year)
      * Need to get our district onboard with universal data entry (ex. how cancelling programs in RecTrac): Clean-up Internal Operations of Data Entry
    - **Section 3: Households**
      * Unique resident household registrations within a calendar year vs census data
    - **Section 4: Parks/Operations**
      * Eliminate avg. days to complete metric
      * Look into TMA instead of MainTrac (Wheaton recommendation)
      * RecTrac report to measure and can set for “prime time” example
      * Need to continue to work on facility utilization % to deeper dive into definition of what measuring, including definition of facility rooms
      * Tabling both metrics for now
      * Adding Age Groups Served Metric
      * Will be unique residents and use age groupings based on census data (under 5 0-4 (Pre-K), 5-9 (Youth), 10-19 (Teen Group), 20-64 (Adults), 65+ Seniors)
      * Greg will send queries from RecTrac
* **2:45: Outcomes Desired**
  + Thinking about the metrics in each section, what do they inform us about our business?
  + Identify the consensus outcomes desired for each section.
    - Telling story to patrons/board and internal usage
    - To tell how being Financially Responsible For The Public (ex. Board)- Section 1
    - To show how well we are meeting the needs of our community (Outcome of Serving The Entire Community)- Section 2, 3 & New Age Metric
    - Use both outcomes as reasoning for setting example internal goals
* **3:45: What’s Next**
  + What meeting structure should we adopt moving forward?
    - Quarterly Meetings (every 3 months)
    - Deep dive on 1-2 items (Roundtable of sharing info on our successes with those items
    - Next meeting: June- Hoffman Estates Golf Course?
* **4:00: Close**