IL Parks and Recreation Benchmarking Meeting #2 Notes

*Nov 1, 2019*

*Noon-2:00*

*Oak Lawn Park District*

*Attendance:*

1. Doug Damergy and Vasudha Gadhiraju, Normal Parks and Rec.
2. Jan Arnold and Greg Stopka, Park District of Oak Park
3. Mike Benard, Wheaton Park District
4. Maddie Kelly, Jack Leiser, Phil Costello (via phone), and Michael Sinkewich, Oak Lawn Park District
5. Conor Cahilll, Rolling Meadows Park District
6. Bill McAdam, Downs Grove Park District
7. Nicole Hopkins, Hoffman Estates Park District

*Absent*

1. Lawrence Hemingway, Evanston Parks and Recreation
2. Omar Sandoval, Naperville Park District
3. Sheavoun Lambillotte, Geneva Park District

* **Noon: *Lunch***
* **12:30: *Welcome and Introductions***
* **12:40*: Review Results from Last Meeting***
  + Purpose statement
  + Deliverables

**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
* ***12:50: Review Potential Metrics***
* **1:30: *Group Discussion***
  + *What’s your reaction?*
  + *What should be our final metrics?*

FINANCIAL

* **% of tax bill**
* **% of earned revenue vs taxes**

RECREATION PROGRAMS/PASSES

* **Participants per capita**
* **# of programs per capita**
* **% of programs launched vs. canceled**

HOUSEHOLDS

* **% of unique households served**
* **% of age groups served**

PARKS/OPERATIONS

* **Avg days for facility or park service request**
* **Facility utilization %**

STAFFING (TBD)

ORGANIZATIONAL (TBD)

The group built consensus around the above metrics. We’ll move forward in gathering data for these metrics. Others will be tabled for future conversations.

* **2:20: *What’s Next***
  + Dashboards with Dummy Data

GovBench shared what our charts, reports and dashboards could look like: See them here: <https://app.powerbi.com/view?r=eyJrIjoiMjY1NzhmYTktZjA1Mi00NTQ4LTg0ZTgtMmFhOGQ4NDc1NGMwIiwidCI6IjkxNzA5YTJkLTVmOWMtNGQxYy1iMTVmLTIzODNlNmIxNTlkNiIsImMiOjN9>

Group agreed to pay $100 to GovBench to create charts, reports, and manage charts for the group. The basis product is free but each organization can choose to pay an addition 10.99 a month for a PowerBI account to access interactive dashboards.

What’s next:

* November:
  + Greg will develop proposed metric definitions for the group in a shared doc.
  + Each organization pay $100 to GovBench by end of November: <https://www.paypal.com/donate/?token=DoGcR71R9jSzcQANOQ7m3kxU-Osk_wMkEc0uyXaMMyLQj-RiQM-TZxd3eZflDGEWYj7XHG&country.x=US&locale.x>
* December
  + After metric definitions are finalize, please submit your data here: <https://govbench.wixsite.com/il10benchmarking>
* March
  + Wheaton Park District will host our next meeting in March. Please fill out the doodle: <https://doodle.com/poll/fz5t2szc3i3yrh8v>

Focus of March Conversations

* Review charts and data
* Discuss and finalize outcome categories
* **2:30: *Close***