

Theme: Customer Connection

Customer Connection mandates the District to seek new opportunities for managing first and last impressions for program, facility and event participants. District staff will personalize the customer experience while continuing to develop relationships with our residents. Positive experiences in our parks and facilities ensure continued community support. Diversified programming serving all demographics allows residents to grow with us and expand their recreational horizons while enjoying all that the District offers.



2020/2021 Highlights

Goal:

Manage First & Last Impressions

- Develop District wide customer service standards
 - **Branded staff shirts, lanyards and name tags**
- Optimize the registration process
 - **Added Reservations feature within RegSys**
- Create a more user friendly website **(Completed 2018)**
- Increase promotion of the District brand **(Ongoing)**

Goal:

Personalize Customer Experience

- Create a welcome program for new residents
 - **Spring 2020 program guide introduced new resident form**
- Develop a customer loyalty program
 - **2021 Maximize your Membership campaign offered benefits for member loyalty**
 - **Developed secret shopper program in 2020**
- Develop & Implement a system for public input
 - **Refined 2021 Contact Us and added staff email to mppd.org**

Goal:

Provide Exceptional Parks & Facilities

- Create and implement a process for park and facility improvements
 - **Updated the work order system**
 - **Quarterly inspection program**
 - **Utilized Contact Us for park deficiencies**
 - **Updated a field maintenance training video to share with coached and volunteers via Team Sideline**

Provide Exceptional Parks & Facilities Cont.

- Create a park volunteer program
 - **Revitalize in 2021 the Adopt a Park Program**
- Implement a park and facility secret shopper program
 - **Created in spring 2020-Revisit fall 2021**
- Ensure safety and security in all parks and facilities
 - **EAP (Emergency Action Plan) updated in 2020**
 - **Additional AED's purchased in 2020**
 - **Completed installation of security cameras at LRC, RecPlex and FPC**
 - **Further enhanced cameras across the District and at Golf Course Maintenance garage**

Goal:

Diversify Program Opportunities

- Align program opportunities with Community Attitude & Interest Survey **(Ongoing)**
- Develop a process to monitor and review program life cycles and trends **(Ongoing)**
- Develop and incorporate a space utilization study to maximize offerings
 - **Inline-to-turf project underway following feasibility study for CCC; RecPlex Feasibility Study approved in fall 2020 capital**
- Revamp the group fitness and membership program offerings **(Completed 2020/2021)**
- Evaluate and revise District affiliate agreements **(Completed 2019)**



Theme: Financial Stewardship

Through financial stewardship, the District will continuously evaluate and improve processes to maximize non-tax revenue opportunities, create financial best practices, and align our resources with the needs of the community. Excellence in Financial Stewardship provides the foundation for both a five-year Capital Improvement Plan and a District-wide Master Plan.



2020/2021 Highlights

Goal:

Maximize Non-Tax Revenue Opportunities

- Develop and pursue corporate and event sponsorships
 - **\$5,000 sponsorship commitment from the Moorings in Arlington Heights for the summer concert series**
- Research and apply for grant opportunities annually
 - **Obtained a \$5,000 reimbursement from Cook County for qualifying unbudgeted COVID expenses in 2020**
 - **Applied for ComEd Illinois Trails Grant and PARC Grant opportunities**
- Increase special programming and events
 - **Established circle concert/Halloween movie night programs with fees for attendance**
 - **Introduced the Mt. Melas Adventure Run**
- Explore private/public partnership opportunities
 - **Pesche's Greenhouse Agreement 2021**
 - **Host site of D214 Annual musical at Veterans Memorial Bandshell with expected revenue of \$5,000 in circle sales for attendees**

Goal:

Create Financial Best Practices

- Develop and implement financial policies
 - **Update the District purchasing policy saving time and resources while eliminating 40% of annual purchase orders**
- Create District-wide investment strategy
(Completed 2018-2020)

Create Financial Best Practices Cont.

- Evaluate program fee structures **(Ongoing)**
- Increase District fund balances
 - **Leveraged numerous strategies to sustain fund balances through a 2020 hampered by lasting restrictions and mitigations**

Goal:

Align Resources with Community Need

- Partner with local municipalities
- Incorporate community input throughout the budget and planning process
 - **Host a RecPlex June 2021 vaccination clinic at RecPlex through Illinois Senators, Mark Walker and Anne Gillespie's offices.**
 - **Shifted Art Studio revenue to DIY Kits during facility shutdown**
 - **Implemented virtual and Zoom platform program options**

Goal:

Define Long-Term Capital Vision

- Develop a District-wide Master Plan
- Develop a 5-year Capital Improvement Plan
 - **2021- develop framework for soliciting, entering and tracking long-term capital requests from Divisions with an emphasis on known infrastructure needs from the ADA assessment**

Theme: Internal Efficiency, Innovation & Technology

Internal Efficiency and Innovation & Technology are on the forefront of the important changes the District will implement to remain competitive, consistent and community minded. A District-wide marketing plan will assist in maximizing internal & external communication. The District will review and revise all standard operating procedures and leverage technology while inspiring a new culture of innovation.



2020/2021 Highlights

Goal:

Maximize Internal & External Communications

- Develop a District-wide marketing and promotional plan **(Ongoing)**
- Improve communication with residents
 - **Monthly e-newsletter**
 - **Monthly news article on mppd.org**
 - **Athletic Quarterly Newsletter (2021)**
 - **Know Before You Go web page (2020)**
 - **Index By Age (Summer Program Guide 2021)**
 - **Created online park permit at mppd.org and adjusted price in accordance with the surrounding market)**
- Increase usage of the District's intranet
 - **Added links to Forms file and RegSys resources**
 - **Revamped IT Ticketing Form**
- Develop an internal communication system
 - **Monthly Staff Update via email**
 - **Created a live document for Internal Service Fund (ISF) tracking purposes to share with GAI, Admin and Parks and Planning**

Goal:

Standardize District-wide Processes

- Achieve Distinguished Accreditation through IPRA/IAPD
- Review and identify all current standard operating procedures **(Ongoing)**
- Create and/or revise standard operating procedures
 - **Review and update personnel manual 2021**

Goal:

Leverage Technology

- Increase use of District-wide technology applications
 - **Program level credits**
 - **Wait list Registrations**
 - **Stored Payment Cards**
 - **New RegSys Reports and Enhancements**
 - **Updated facility copiers**
 - **Utilized G drive for organization/storage of PO paperwork**
 - **Implemented antenna technology at the Golf Course Garage eliminating a DSL line**
 - **Added extra remote programming stations and zoom accounts for virtual/hybrid programs**
 - **Procured necessary technology and equipment for in-person Park Board meetings with hybrid on-site and remote participation via zoom.**
- Develop a technology strategic plan **(Ongoing)**
- Implement more accessible ways to register for programs and purchase memberships
 - **Streamline WebStore account activation process**

Goal:

Inspire a Culture of Innovation

- Develop an internal process for identifying recreation trends and implementing seasonally
 - **Formed a weekly program/revenue meeting with Recreation, Finance, Marketing and Executive Director**
- Create an environment that allows for and supports creative thinking **(Ongoing)**

Theme: Organizational & Professional Development

Organizational & Professional Development is an essential piece to the continued growth and success of the Mt. Prospect Park District. Park District leadership recognizes the value of creating a strong organizational culture that is both inclusive and comprehensive. Creating a positive work environment that promotes organizational accountability will solidify the District's status as the local Employer of Choice. Innovative organizations operate with growth in mind and are successful in sustaining positive and encouraging relationships with all levels of staff.



2020/2021 Highlights

Goal:

Professional Growth & Development

- Encourage and promote employee continuing education opportunities
 - **Employee Committee compiling list of professional development seminars, programs and accreditations by department for review in 2021**
- Create a cross training program **(Completed 2020)**
- Develop a succession plan
 - **Senior staff instructed to detail requirements of their position with the goal of preparing staff for future advancement (2021)**

Goal:

Positive Work Environment

- Develop an employee recognition program **(Ongoing)**
 - **5, 10 and 15 year service pins distributed in summer 2021**
- Develop an employee wellness program
 - **Hosted 7th Annual Wellness Screening**
 - **Staff summer walking (2019) and exercise program (2021)**
- Create an environment that is supportive & respectful for all employees
 - **2020/2021 monthly staff update**
 - **Promoted flexible schedules to accommodate COVID work environment**
- Institute team building exercises & events
 - **Employee Committee creating a list of internal events for staff only at our parks and facilities**

Goal:

Organizational Accountability

- Develop a new employee orientation
 - **Employee Committee defined the content and format of an employee orientation program (winter 2021)**
- Develop a Park Board of Commissioners onboarding program **(Ongoing)**
- Create an employee satisfaction survey **(Completed 2019)**
- Revise employee performance evaluation system **(Completed 2020)**
 - **Offering exit interview for summer staff in 2021**

Goal:

Employer of Choice

- Evaluate employees salary and benefits through a comprehensive study
 - **Compensation Study scheduled for fall 2021**
- Develop internal leadership and management university (MPPD-U)