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# WAUKEGAN PARK DISTRICT

TO: Board of Commissioners

FROM: Greg Petry  
Executive Director

RE: Waukegan Park District Strategic Plan 2014-15

DATE: April 29, 2015

## **Waukegan Park District Strategic Plan 2014-2015**

### **Summary of Outcomes for Fiscal Year 2014/2015 Highlights**

303 of 320 Objectives Complete or 94%

#### **Customer Theme: Community Connection**

- Coordinated development of new/updated Strategic Plan
- Updated Five Year Master Plan
- Developed a corporate outreach program for taking the Waukegan Park District fitness programs on the road
- Incorporated ERSI data into the Community Engagement Project Report, Lake County Community Foundation grant proposal and Resources and Information Guidebook.
- Through the use of a Latino arts and culture ambassador developed and executed a Spanish language history tour
- Offered free or reduced cost programs/events each season that introduce more families to Early Childhood programs
- Developed and implemented an Adult Pickleball league
- Developed and implemented the HEART program, an adult day program for individuals with cognitive disabilities

- Created a Waukegan Park District bimonthly electronic newsletter
- Purchased a retractable display stand and develop promotional banners for Special Recreation
- Secured an Instagram page to provide photos on a biweekly basis through general activities in Cultural Arts programming and staff providing input
- Refreshed brochure design
- Expanded the use of video on the website through YouTube
- Complied with the new Concealed Carry Firearm Law requirements
- Created and implemented Employee Standards Guide outlining customer service, job expectation and park district procedures for all part time and seasonal staff to follow

### **Programs and Services: Aligning Initiatives with Community Need**

- Submitted the Park and Recreation Construction (PARC) Facility Grant for an indoor pool at the Field House
- Implemented the recommendations of the Hay Group Classification and Compensation Study
- Realigned capital expenditures to ensure a conservation approach to spending
- Deferred implementation of OSLAD and IGIG funding for construction of Clearview Park improvements
- Implemented EAB Technical and Reforestation Grants which enable purchase of TreeKeeper 7.0 software, development of an EAB management plan and 5,000 tree inventory plus remove of 59 trees and replanting of 32 trees. Final report submitted and grant reimbursement of \$18,000 received
- Created marketing plan for Fitness Center memberships

## **Internal Business Theme: Operational Excellence**

- Obtained State Accreditation through the Illinois Distinguished Agency Accreditation Program
- Continued to coordinate the Centennial Celebration Committee and planning
- Implemented recommendations as outlined in the Playground Safety Compliance Audit
- To implement a Geographic Information System (GIS) park mapping and inventory system with Global Positioning (GPS) technology
- Installed new Hyper-V server and migrate virtual machines to new server platform
- Upgraded Microsoft Windows service on existing virtual hosts
- Developed a Cash Flow Analysis System Matrix to maximize investment timing
- Worked with Northern Illinois Food Bank to provide free healthy meals for summer camps and B.A.S.E programs
- Created two new exhibits for the museum based on the needs expressed by community members and the Waukegan Historical Society
- Created the Waukegan Park District Foundation
- Collaborated with Solid Waste Agency of Lake County (SWALCO) on district and community wide recycling initiatives
- Developed a relationship with Waukegan School District for facility sharing through a reservation request system for both the park district and the school district facilities
- Worked collaboratively with Waukegan Public Library on joint Early Childhood programs and services
- Enhanced involvement with community youth groups (BMX, Skateboard, Boy Scouts, Boys and Girls Club, 4-H) by working collaboratively on existing program and developing new programs

- Implemented an annual Mayor's Cup Soccer Tournament for adults at the Waukegan SportsPark
- Expanded the partnership with Vista Health Systems by working collaboratively on existing program and developing new programs
- Served as Project Manager of the Citizen's Advisory Group (CAG) Great Lakes Restoration Initiative (GLRI) Grant for the Bowen Park Ravine Restoration Project.
- Implemented outdoor LED parking lot lights retrofit project
- Corresponded with Merleanne Rampale of SWALCO to finalize the November 1, 2014 Electronics, Bikes, Document Shredding, Shoes and Clothing Recycling event at Belvidere Park

**Learning and Growth Theme: Dedicated and Continuously Learning Staff**

- Continual organizational commitment to training and development.

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