



# Prospect Heights Park District Parks and Recreation Comprehensive Master Plan Focus Group and Stakeholder Summary

**GreenbergFarrow**



**RRC**  
ASSOCIATES, INC.

**May 10, 2017**

# Focus Group and Stakeholder Summary

## Length of Prospect Heights Residence

29 participants in 3 Focus Groups and 5 Stakeholder Meetings

• < 5 years	4	–	14	%
• 5-9 years	3	–	10	%
• 10-19 years	9	–	31	%
• 20+ years	11	–	38	%
• Not a resident, use programs	2	–	7	%

# Strengths

- Partnerships with other communities and agencies (ex. library, schools, other rec districts)\*
- District is a gathering place/ a gateway to the community
- District has a 'small-town' feel\*
- High quality programs and staff\*
- High maintenance standards\*
- Programming for all generations\*
- Owns a lot of green space
- Old Orchard Golf Course
- Community wants to engage with the District
- KinderStop and preschool programs\*
- Potential in the Morava Center\*
- Fitness center
- Great location\*
- Tennis courts
- Senior programs\*

# Strengths

- Youth programs\*
- Partnership with clubs and community organizations\* (ex. baseball club)
- Highly accessible for individuals with disabilities\*
- Racquetball courts
- Brochure is extensive
- High value programs
- Dance programs
- Pool amenity
- Customer Service goes over and above\*
- Department tries new things\*

# Opportunities for Improvement

- Aging infrastructure and outdated components\*
- Residents are going to programs outside of the District\*
- Athletics fields need upgrades
- Communication and marketing\*
- Perception that other communities offer better programs\*
- Minor issues prevent facility use (ex. snack shop closed at the pool)
- Operational issues at the golf course
- Programs close because of low attendance\*
- Programs seem to lack direction
- Partnerships are often short-term
- Reliant of volunteers for programs
- Programs are lacking qualified coaches\*
- Operations are often in conflict
- Youth age out of activities and programs offered at PHPD
- Competes with other Districts for Prospect Heights residents
- Maintenance issues in parks\*

# Opportunities for Improvement

- Pool needs to stay open later in the evening and seasonally\*
- Missing a gathering or community space in the District
- Preschool has outgrown facility
- Programs seem to be the same year after year\*
- Registration system is frustrating
- Doesn't necessarily feel welcome in other communities' programs
- Pool is too cold
- Block Party is deteriorating
- Golf communication is not working.
- Parents doing the part of the park district by getting families to sign up and create leagues.
- No 'open-use' facility time
- Missing teen programming
- Missing middle-aged/active adult programming

# Overall Quality of Current Programs Offered

## Average Rating

3.6



**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# Activities to Enhance

- Senior programming – fitness, trips, skill building\*
- Timing and scheduling should be reevaluated
- Residents are willing to pay more for a better experience
- Youth soccer\*
- Tennis
- Youth basketball\*
- Fitness programs
- Summer camps
- Dance programs\*
- Youth Programs\*
- Communication programs
- Teen programming
- Art programs\*



# Activities to Add

- Child care
- Full day programs for youth
- Adult programs - softball, basketball, pickle ball, bocce, volleyball, bags tournaments, and walleyball\*
- Active adult programs\*
- Walking/running club\*
- Open rec nights\*
- Group exercise class\*
- Foreign language class\*
- Skill building class (ex. computer sciences)\*

# Overall Quality of Current Facilities Offered

## Average Rating

2.6



**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# Overall Quality of Maintenance of Facilities

## Average Rating



4.3

**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# New Amenities Desired

- Updated or new center\*
- Partner with library for new facility, teen/senior/art center
- More multipurpose rooms\*
- Crafts/arts rooms\*
- New pool space or water amenities\*
- Dog parks\*
- Walking/jogging track\*
- Senior specific center
- Skateboard ramps/park/outdoor activities
- Climbing wall
- Multi-generational center\*
- Sport court/multipurpose facility for activities
- Gathering space in the center
- Educational space
- More natural space with trails, wildlife

# New Amenities Desired

- More lighting
- Focus on support services (ex. bathrooms, parking, etc.)
- Update to more modern facilities\*
- Destination playground amenities\*
- Shade structures in parks

# New Services Desired

- Senior/teen/youth services\*
- Active adults
- Volunteer programs\*
- Arts and educational classes\*
- Wellness classes\*
- Dance
- CPR/first-aid classes\*
- Computer classes
- Self-defense classes

# Portion of Community Underserved

- Polish community
- Latino community
- Youth/Seniors
- Teens\*
- Middle-aged/active adults
- Scheduling and communication
- Non-sport participants
- Age groups don't cross – cross generational programs
- Age 10 – Teenagers

# Financial Support

- User fees\*
- Bond issue\*
- Grants
- More effective cooperative agreements\*
- Combination of taxes and through fees\*



# Overall Effectiveness of Communication

## Average Rating



3.2

**5** Excellent **4** Very Good **3** Good **2** Fair **1** Poor

# Best Method to Communicate with Users

- Internet
- Text messaging
- Website
- Bulletin board at GMRC
- E-mail and other forms of electronic communication\*
- Monthly newsletter, email, and website more info\*
- Social media\*
- Brochure/newsletter more often
- Flyer the schools
- More user friendly website\*
- Too far behind the times

# Key Partners and Stakeholders

- Library\*
- District 23 and 214\*
- Churches
- Local businesses\*
- St Als School\*
- Harper College\*
- Other park districts\*
- Forest reserve/ conservancy groups\*
- Clubs/associations\*

# Key Issues and Values

- Keep core/nostalgic programming (ex. youth baseball)\*
- Multi-generational\*
- Create a community gathering space\*
- Update facilities with 'small-town' feel in mind
- Keep the character of the community, but facilities need to be updated\*
- Friendly
- Affordable
- Accessible

# Other Suggestions

- Continue to update playgrounds
- Focus on updating all services – programs and amenities
- Walkable and accessible
- Keep the character of the community
- Re-evaluate operations/maintenance and programming schedules
- Promote the golf course
- Promote the entire system
- Continue to form partnerships with regional providers
- Bike Path – promoting it
- Promote events and programs with more imager
- People "come home" here

# Top Park and Recreation Priorities During Next 5 Years

- Update programming for all ages\*
- Update facilities\*
- Communication and marketing
- Pursue more funding sources\*
- Cross generational programming and facilities
- Evolve with the community\*



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ASSOCIATES<sup>SM</sup>

**Thank You For Your Time**  
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