



Prospect Heights Park District Parks and Recreation Comprehensive Master Plan Findings Presentation

GreenbergFarrow



RRC
ASSOCIATES, INC.

August 8/9, 2017

Agenda

- ❑ **Process**
- ❑ **Demographics**
- ❑ **Trends**
- ❑ **Survey Results**
- ❑ **Level of Service**
- ❑ **Key Issues**
- ❑ **Reoccurring Themes**
- ❑ **Preliminary Recommendations**
- ❑ **Q & A**



Process

- ❑ Start-up
- ❑ Community Input
 - ❑ Focus Groups
 - ❑ Stakeholder Meeting
 - ❑ Survey
- ❑ Demographics
- ❑ Trends
- ❑ Level of Service Analysis
- ❑ Findings Presentation
- ❑ Visioning Workshop
- ❑ Draft Plan & Presentation
- ❑ Final Plan & Presentation



Focus Group and Stakeholder Summary

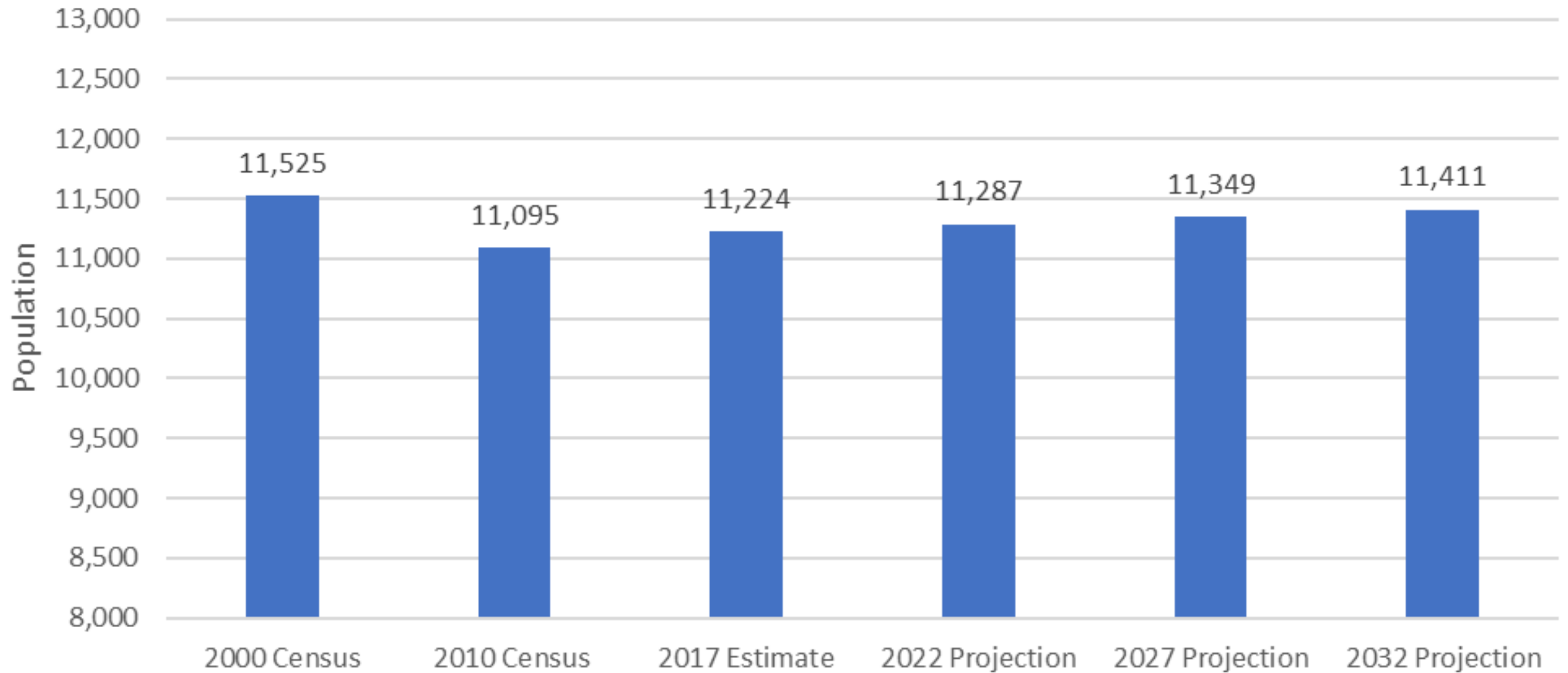
- **29 participants**
- **3 Focus Groups**
- **5 Stakeholder Meetings**



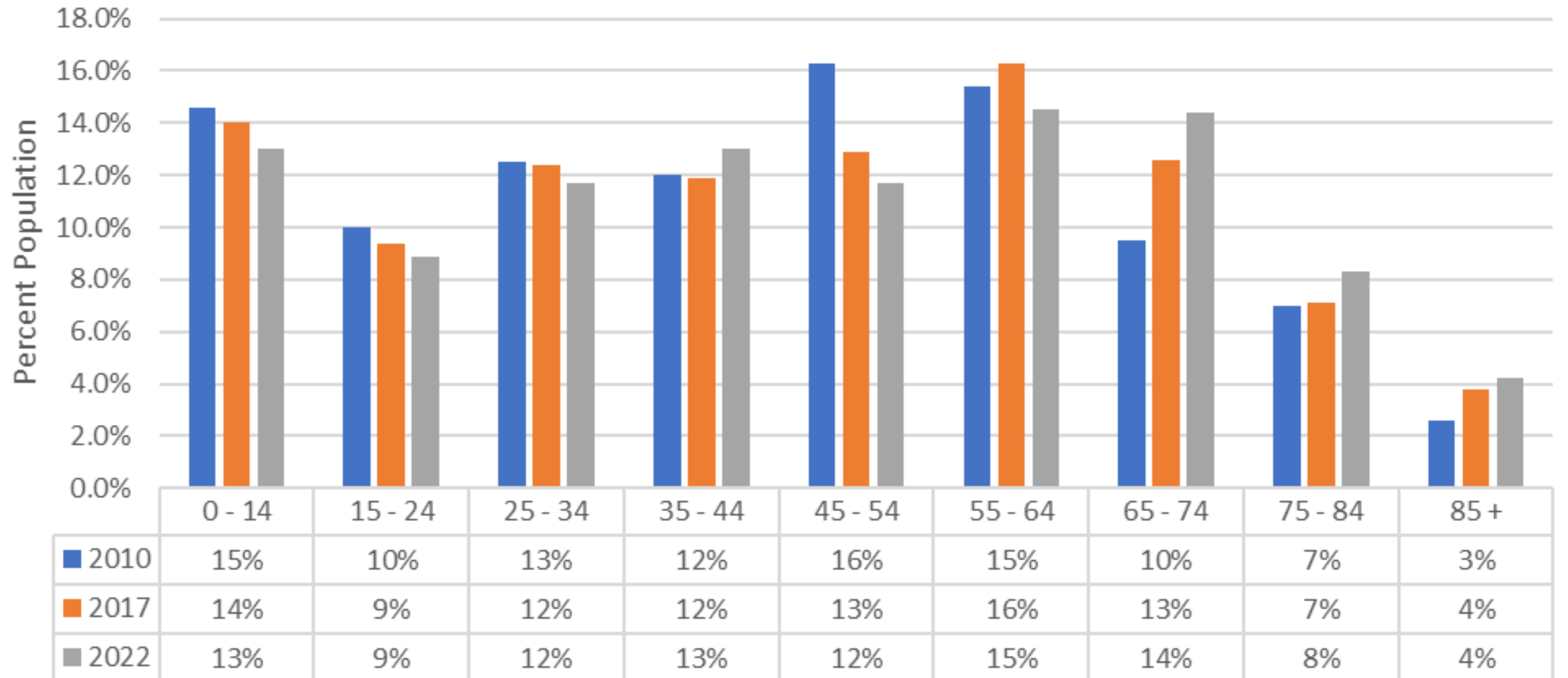
2017 Prospect Heights Park District Demographics Snapshot

Population	11,224
Median Age	47.2
Households	4,965
Median Household Income	65,410

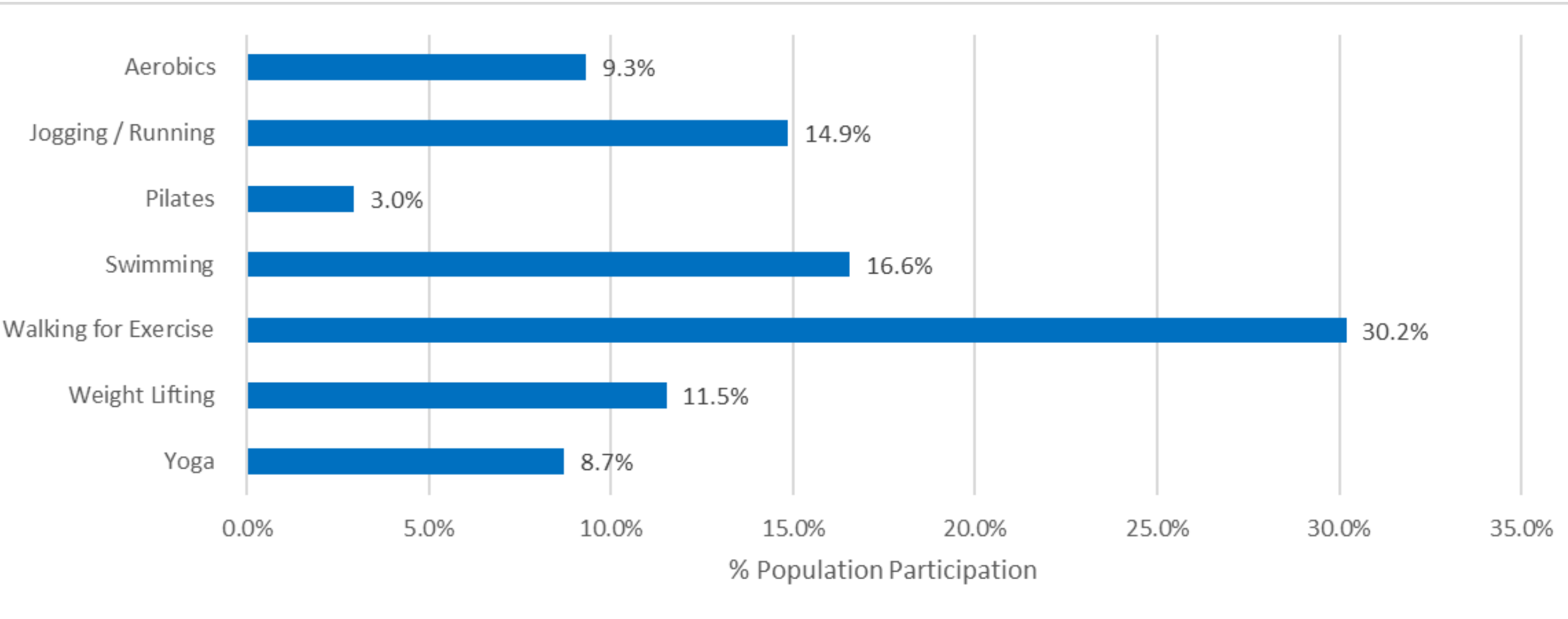
Prospect Heights Park District Population Projection



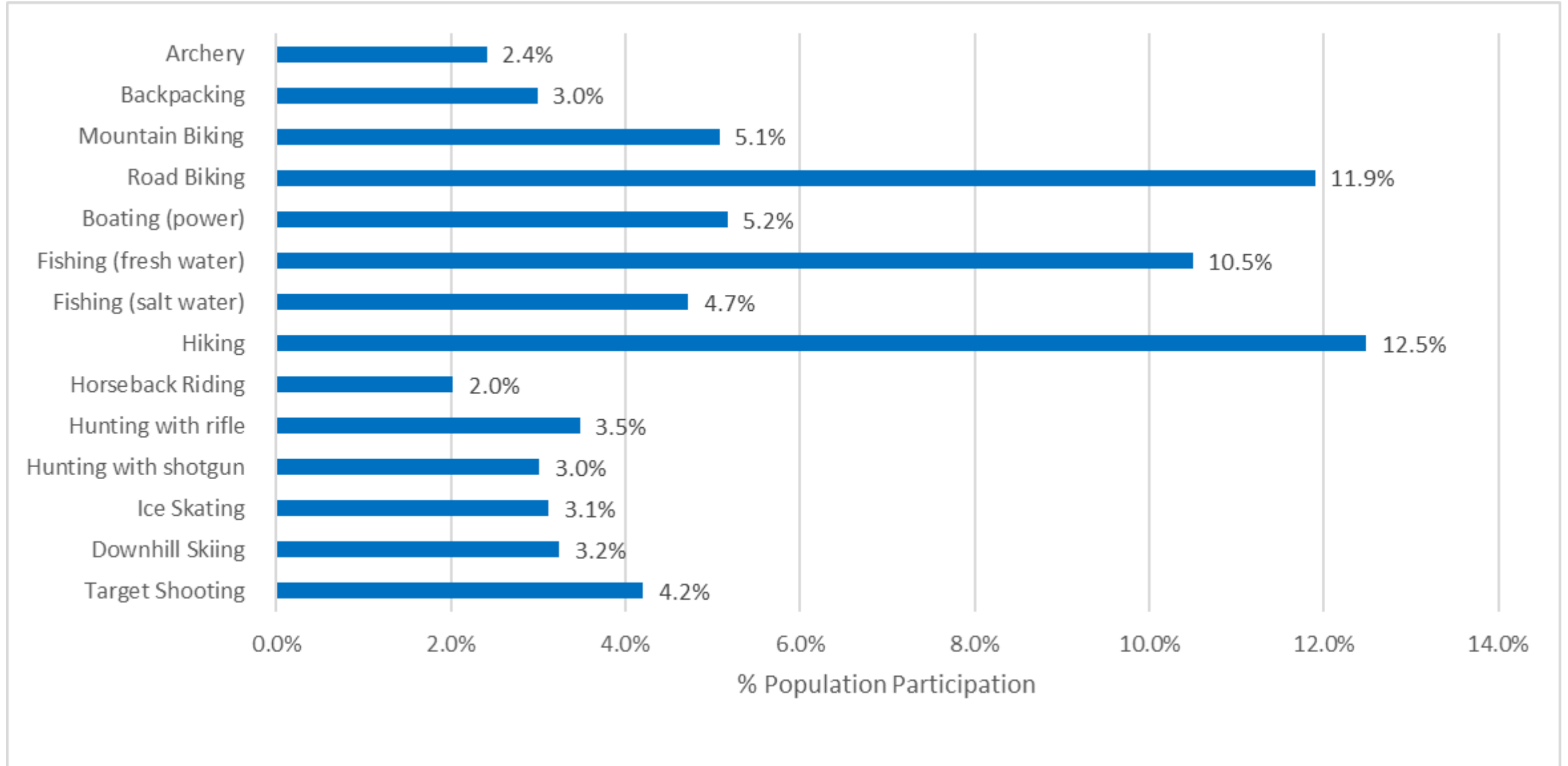
Prospect Heights Park District Population Age Projection



Prospect Heights Park District Fitness Participation Rates



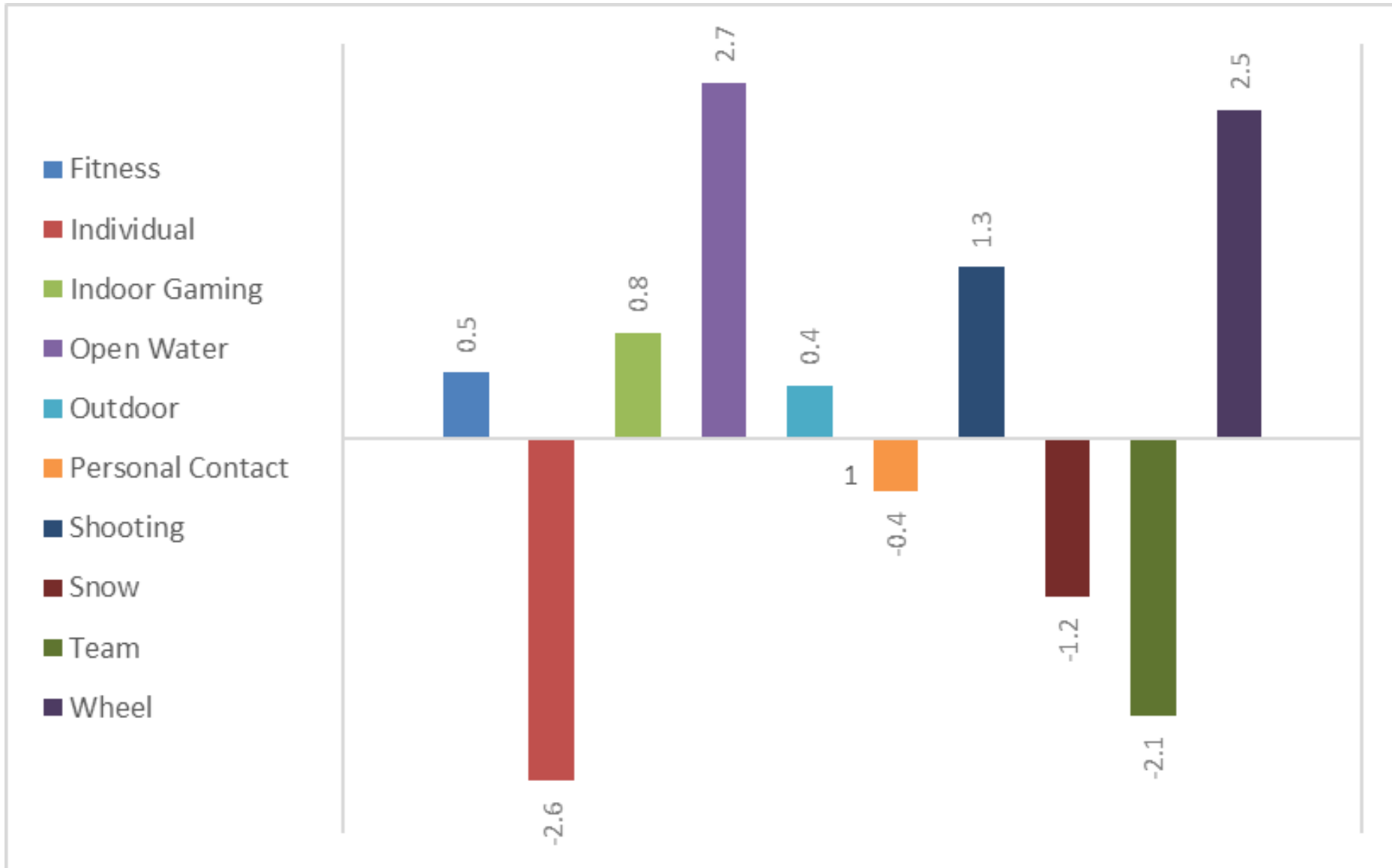
Prospect Heights Park District Outdoor Participation Rates



Prospect Heights Park District Fitness Trends

<u>2007 Trends</u>	<u>2017 Trends</u>
1.Children and obesity	1. Wearable technology
2.Fitness programs for older adults	2. Body weight training
3.Educated and experienced fitness professionals	3. High-intensity interval training
4. Functional fitness	4. Educated and experienced fitness professionals
5. Core training	5. Strength training
6. Strength training	6. Group training
7. Personal training	7. Exercise is Medicine
8. Mind/body exercise	8. Yoga
9. Exercise and weight loss	9. Personal training
10. Outcome measurements	10. Exercise and weight loss

National Changes in Sports Participation



Prospect Heights Park District Spending on Recreation

2016 PHPD Household Spending on Recreation

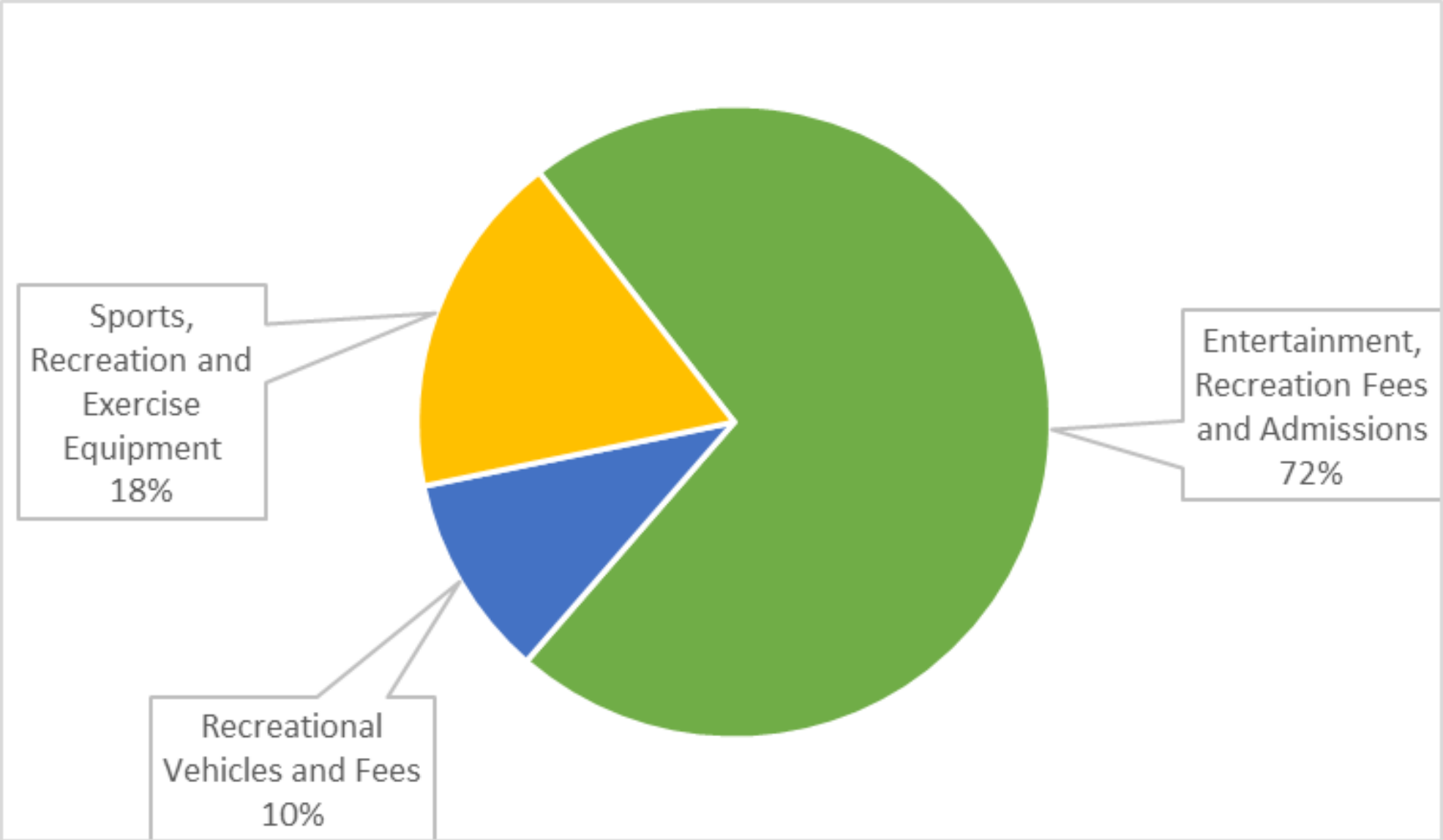
\$5.1 million

Estimated total spending of all households

\$840

Estimated average spending per household

Prospect Heights Park District Spending on Recreation



Economic Benefits of Parks & Recreation

In Illinois, the 2012 Outdoor Recreation Economy Generated...

204,000 Direct State Jobs

\$6.7 Billion in Wages and Salaries

\$22 Billion in Consumer Spending

\$1.6 Billion in State and Local Tax Revenue

Survey Results

- A total of 4,036 postcards were mailed to all households determined to be within district boundaries
- 2,500 reminder postcards mailed in July
- Invitation survey responses 368
- 5.1% +/- Confidence rate



Survey Results

- **Improve condition/maintenance of parks & facilities, particularly at Gary Morava Rec Ctr**
- **Taxes are already too high, user fees are the most supported funding mechanism**
- **Effective for young children, more can be done to serve teens/adults/seniors**
- **Extended hours of operation**
- **High level of crossover participation between PHPD and surrounding park districts**
- **Increasing the number and connectivity of trails and pathways a top priority**
- **Preserving green space/land acquisition and adding aquatics facilities/splash pad**
- **Indoor walking track**
- **Email, program guide/brochure preferred communication**
- **Old Orchard Golf Course has a small but passionate following**

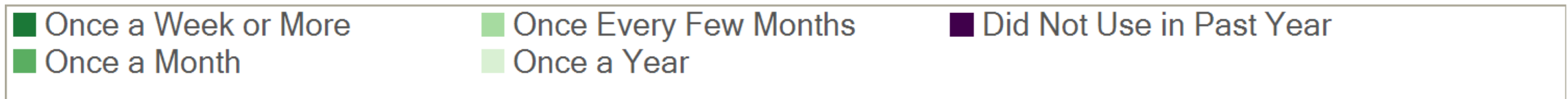
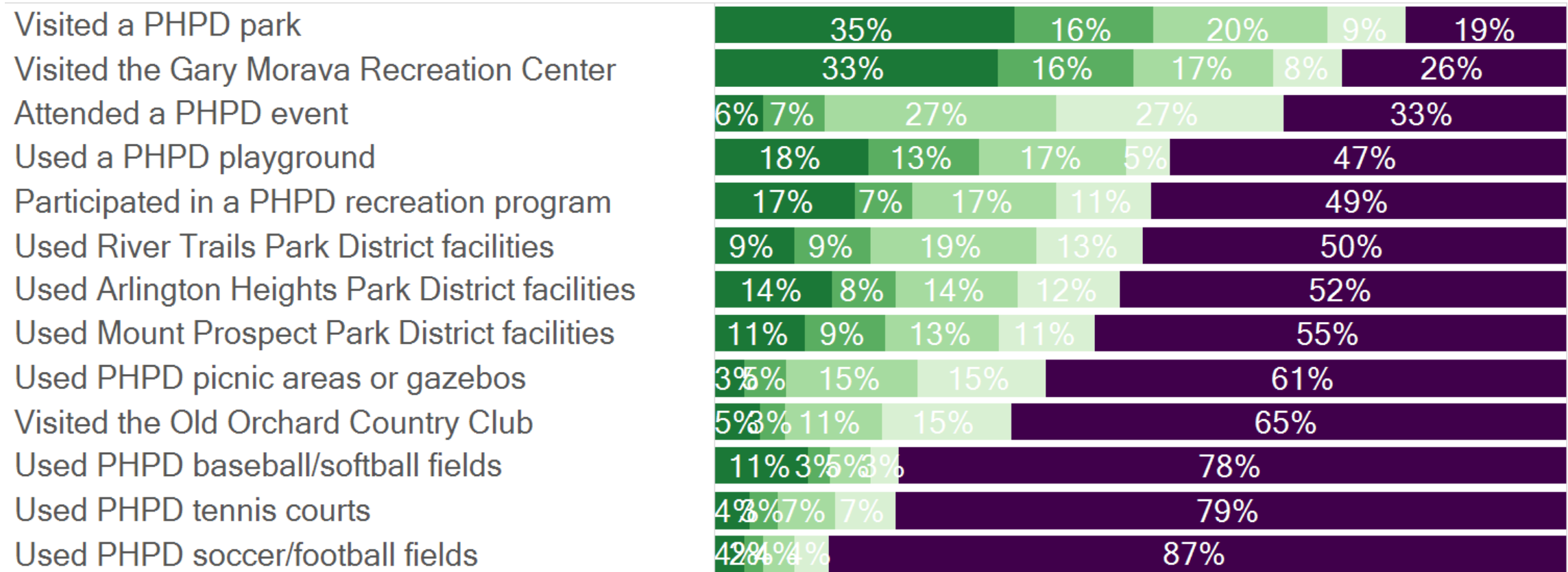
Survey Demographic Profile

Prospect Heights Park District | Demographic Profile

		Invitation Sample	Open Link
Gender	Female	59%	72%
	Male	41%	28%
Age	Under 35	5%	6%
	35 - 44	14%	34%
	45 - 54	21%	30%
	55 - 64	23%	12%
	65 - 74	23%	10%
	75 or over	14%	8%
Household Status	Single, no children	15%	8%
	Single with children at home	5%	9%
	Single, children no longer at home	6%	4%
	Couple, no children	18%	2%
	Couple with children at home	34%	65%
	Couple, children no longer at home	21%	13%

Park Usage

Prospect Heights Park District | Current Usage of Parks and Recreation Facilities



Park Usage

Most mentioned:

Parks

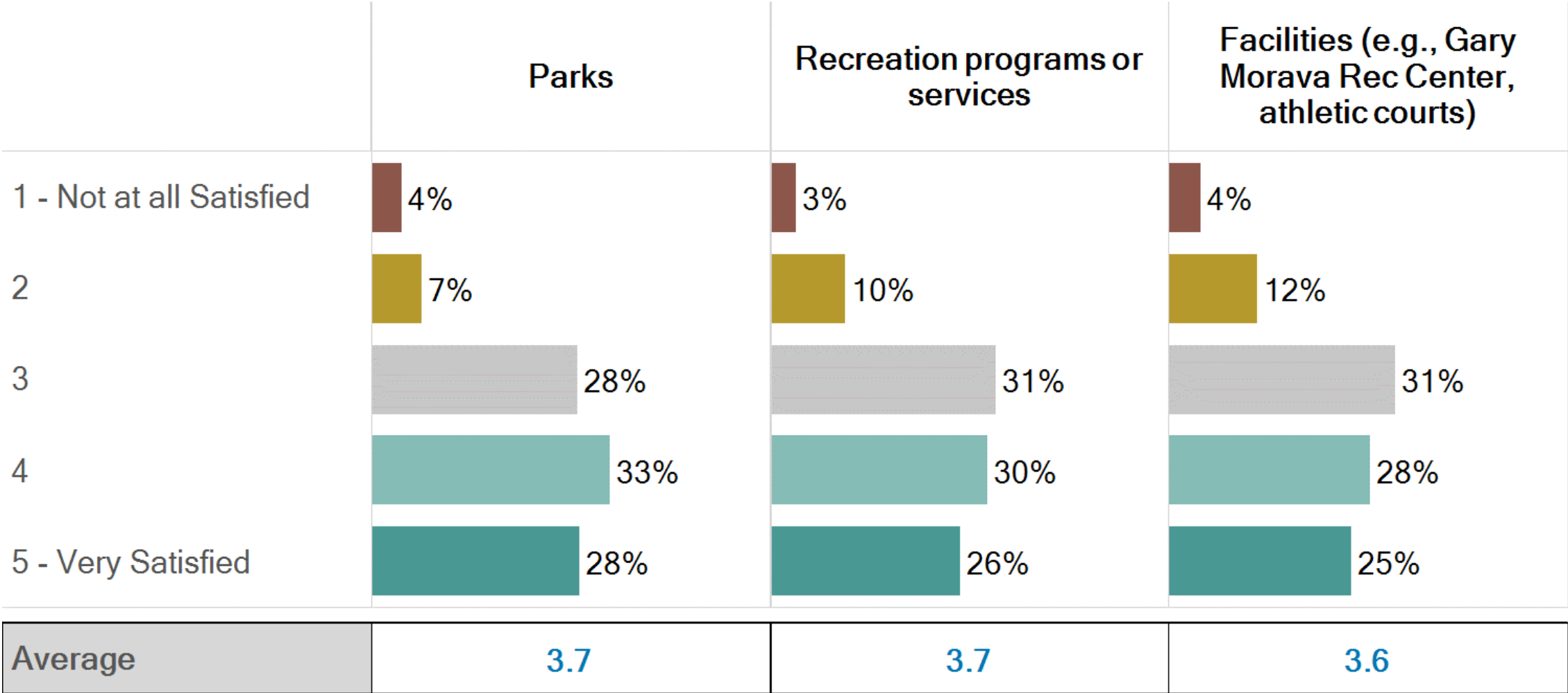
1. Gary Morava
2. Lions Park
3. Country Gardens
4. Claire Lane Park
5. Kiwanis Park

Activities

1. Walking
2. Playground
3. Play
4. Baseball
5. Tennis

Park Satisfaction

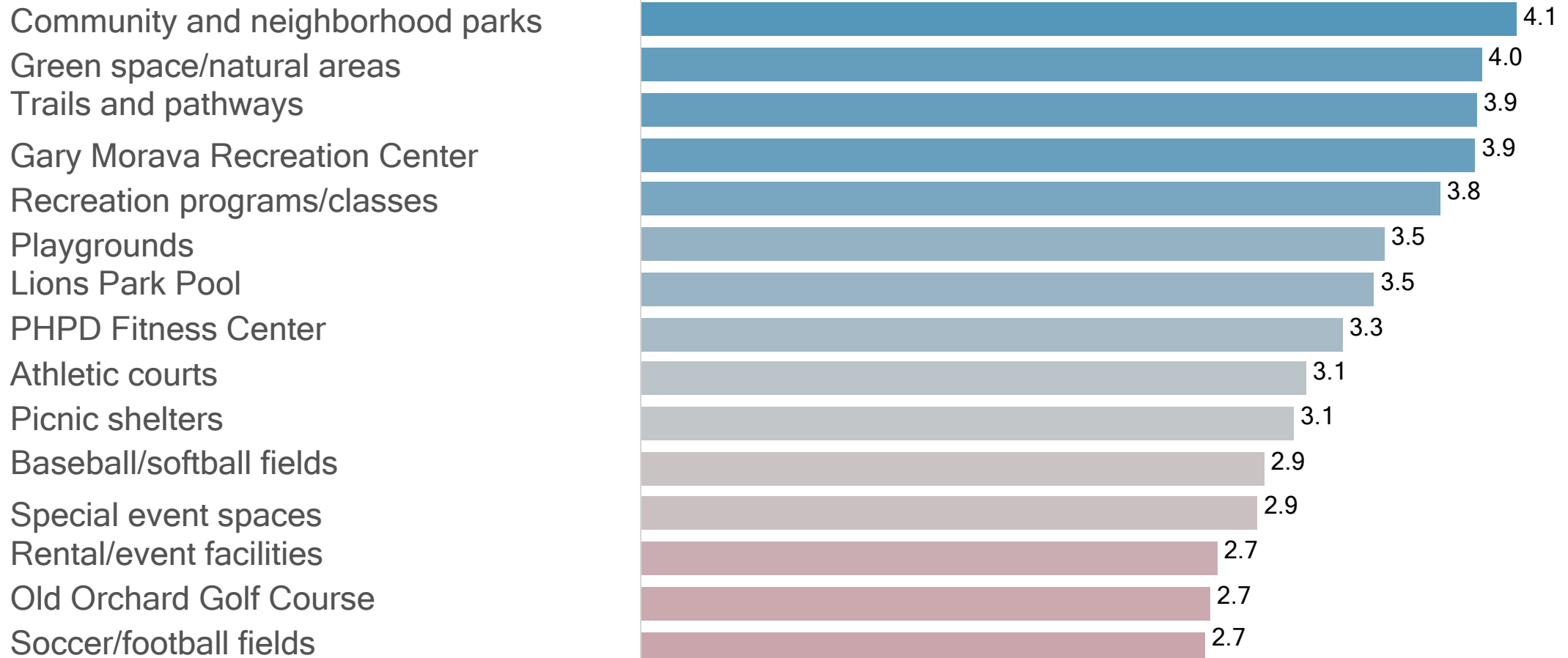
Prospect Heights Park District | Satisfaction with the Adequacy of PHPD...



Source: RRC Associates and GreenPlay

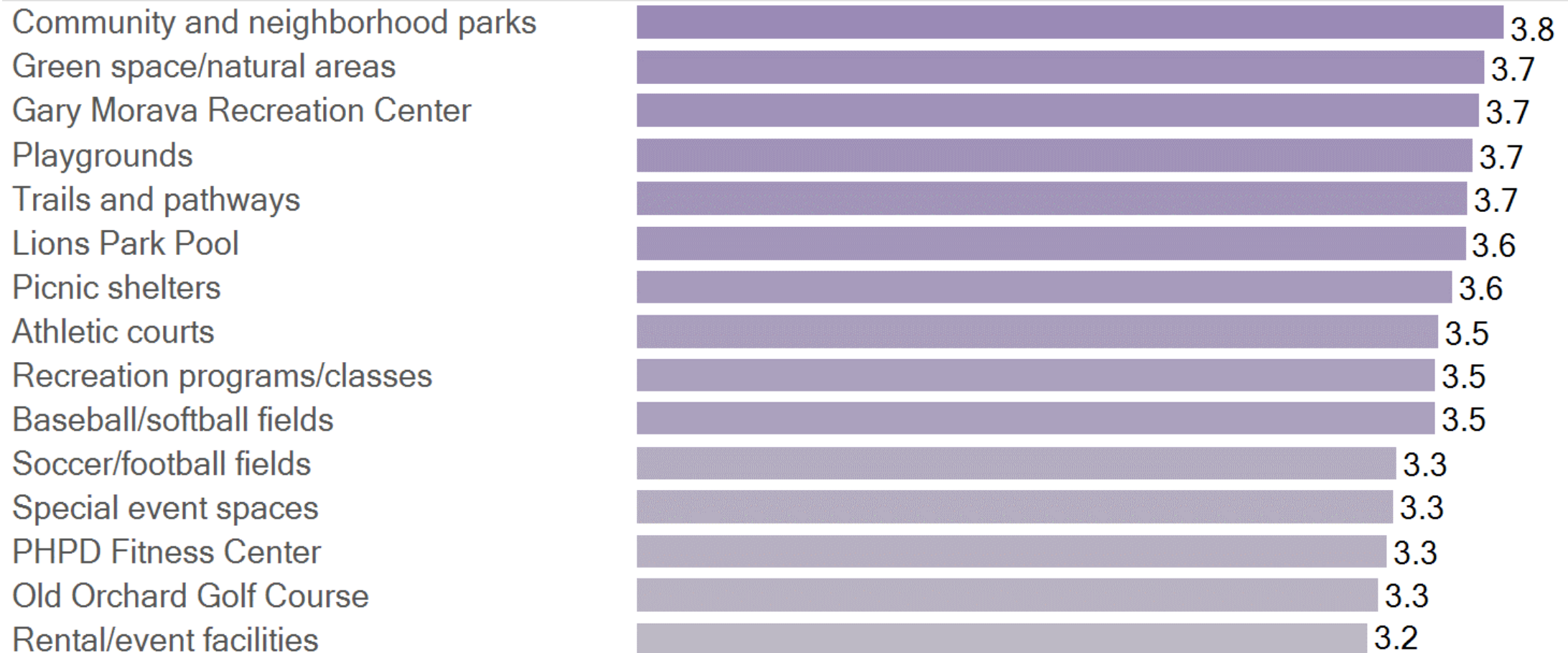
Importance of Facilities

Prospect Heights Park District | Importance of Current Facilities to Household
Average Rating (1=Not at All Important, 5=Very Important)



Facilities Meeting Community Needs

Prospect Heights Park District | Degree to Which Current Facilities Meet Community Needs *Average Rating (1=Not at All, 5=Completely)*



Facilities Meeting Community Needs

Importance-Performance Matrix

**High Importance/
Low Needs Met**

These are key areas for potential improvements. Improving these facilities would likely positively affect the degree to which community needs are met overall.

**High Importance/
High Needs Met**

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

These “niche” facilities have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

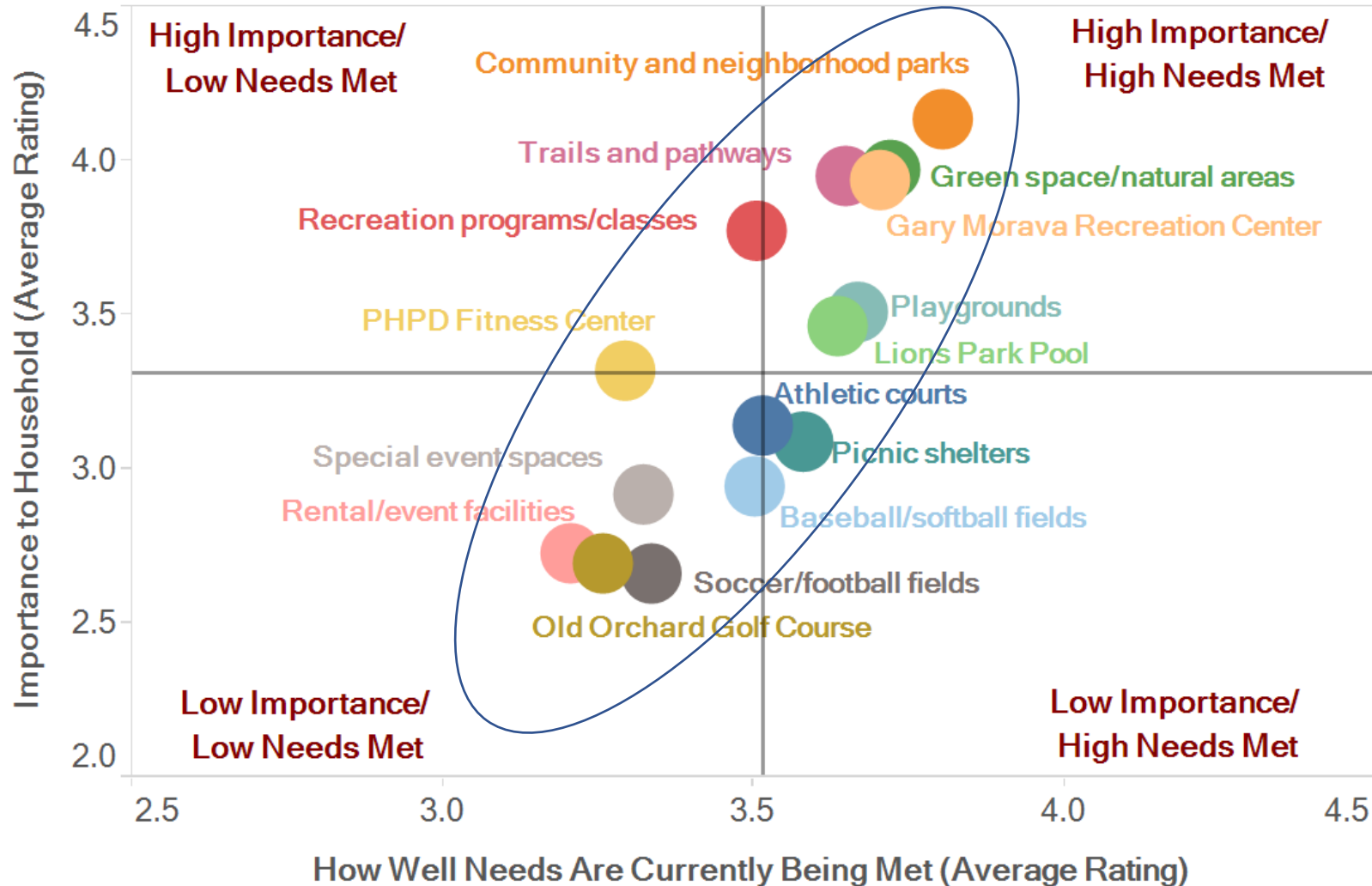
**Low Importance/
Low Needs Met**

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive.

**Low Importance/
High Needs Met**

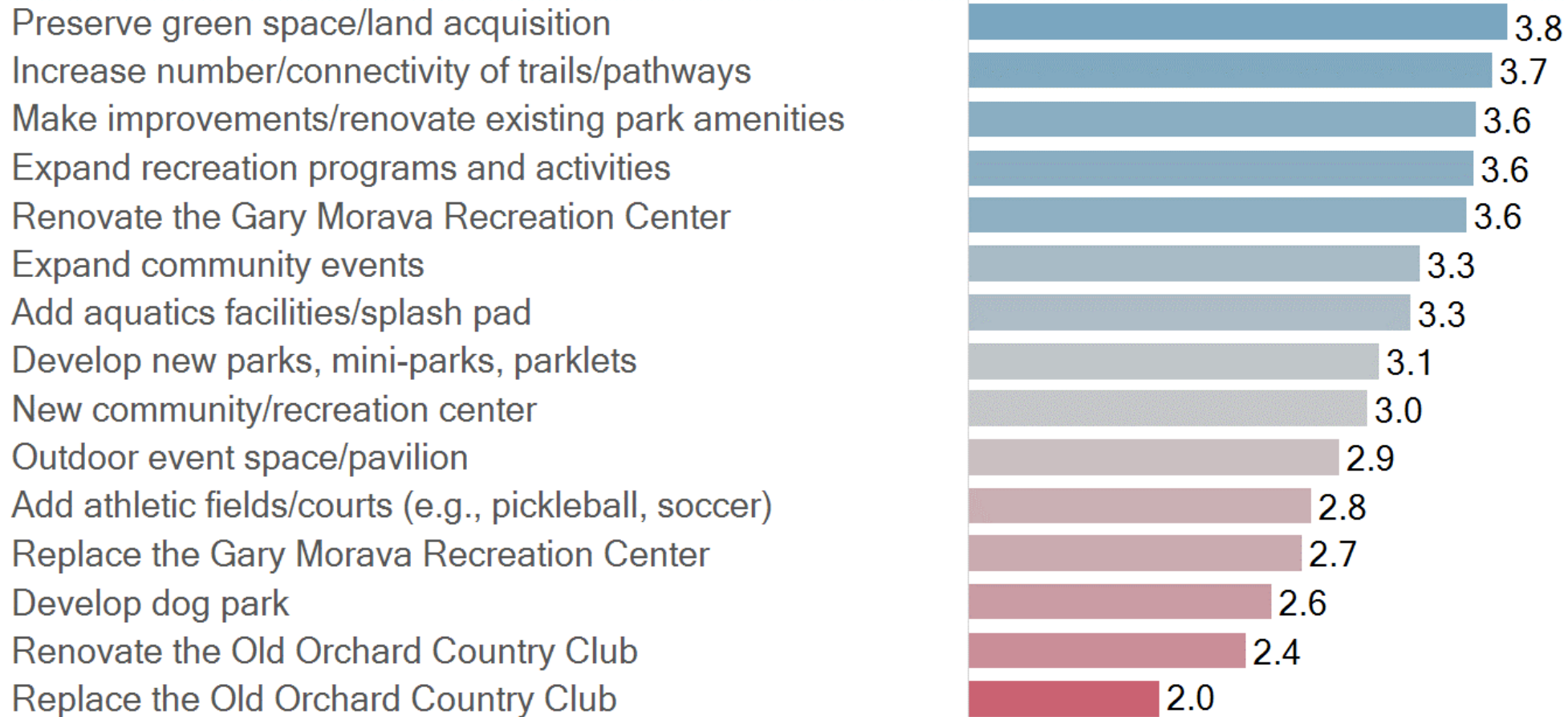
Facilities Meeting Community Needs

Prospect Heights Park District | Level of Importance vs. Needs Met for Current Facilities



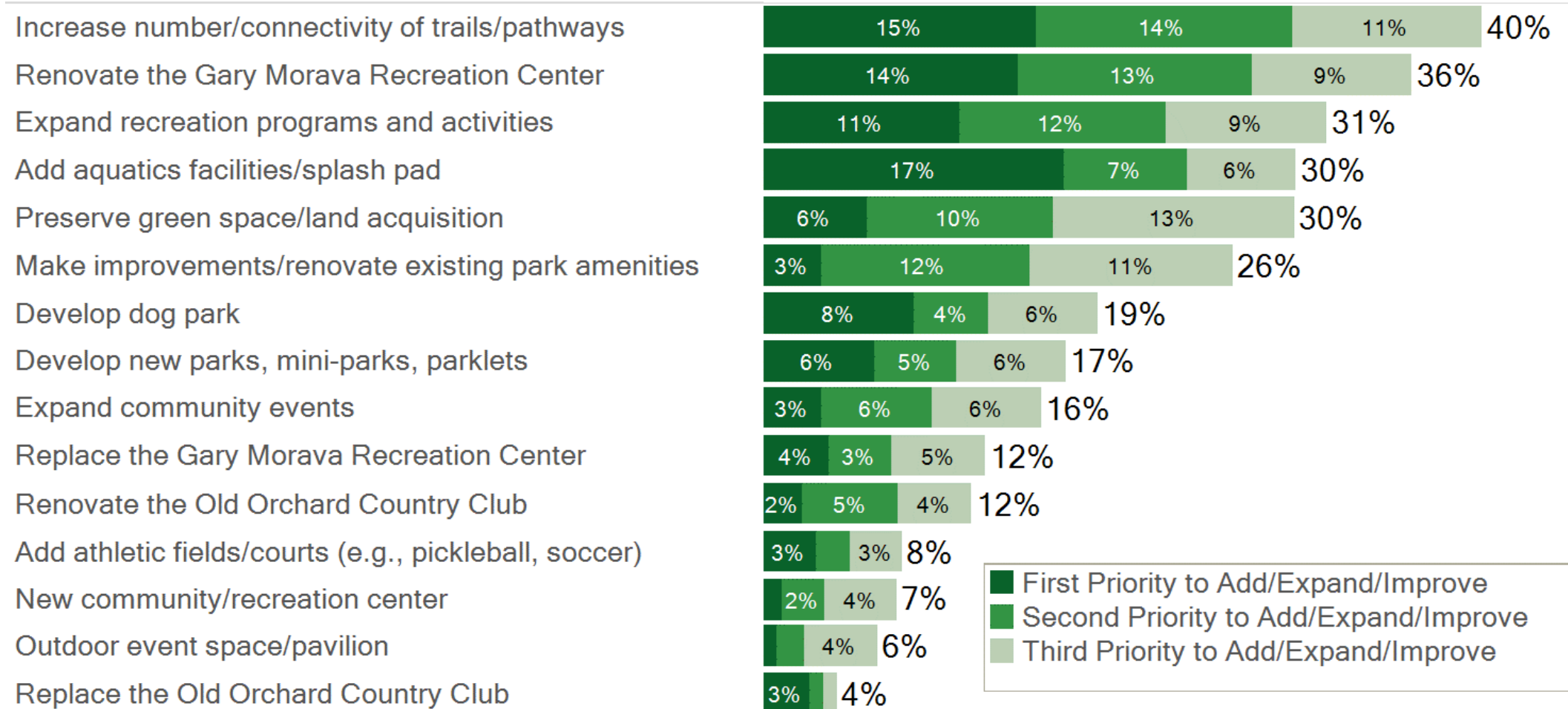
Importance of Addressing Needs

Prospect Heights Park District | Importance of Needs to Address Over Next 5 - 10 Years
Average Rating (1=Not at All Important, 5=Very Important)



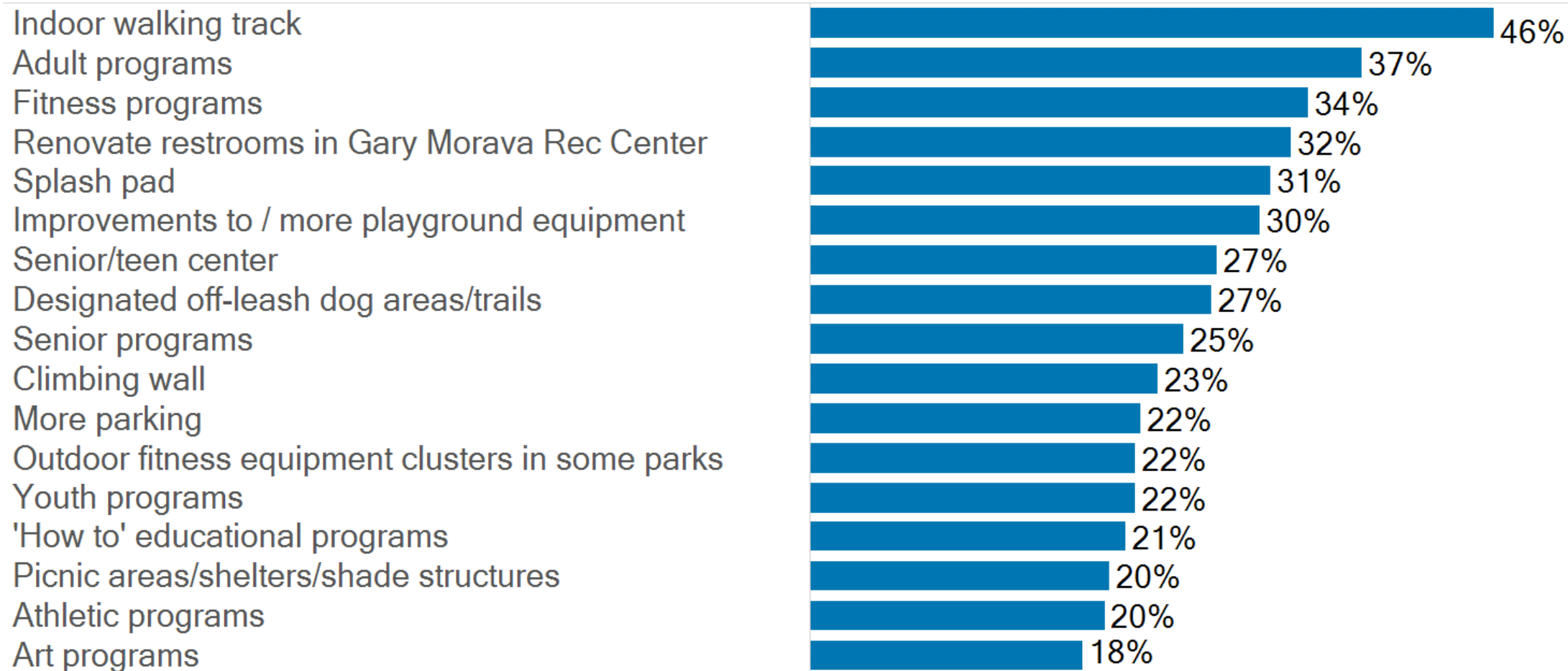
Top Three Priorities

Prospect Heights Park District | Top Three Highest Priorities Over Next 5 - 10 Years



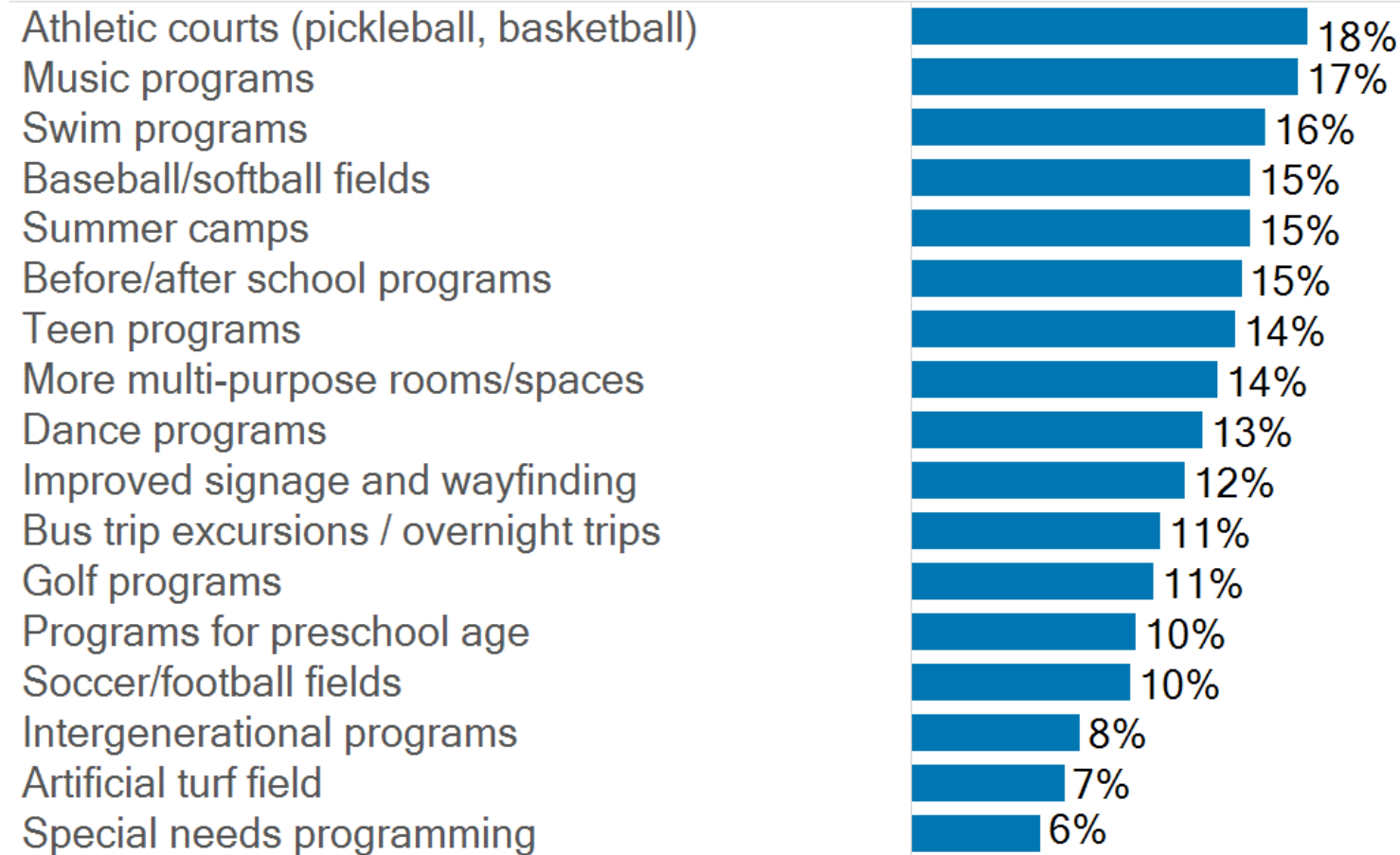
Top Amenities

Prospect Heights Park District | Would you like to see the addition or expansion of any of the following specific amenities and services? (Check all that apply) - Top Half



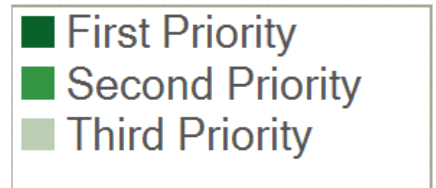
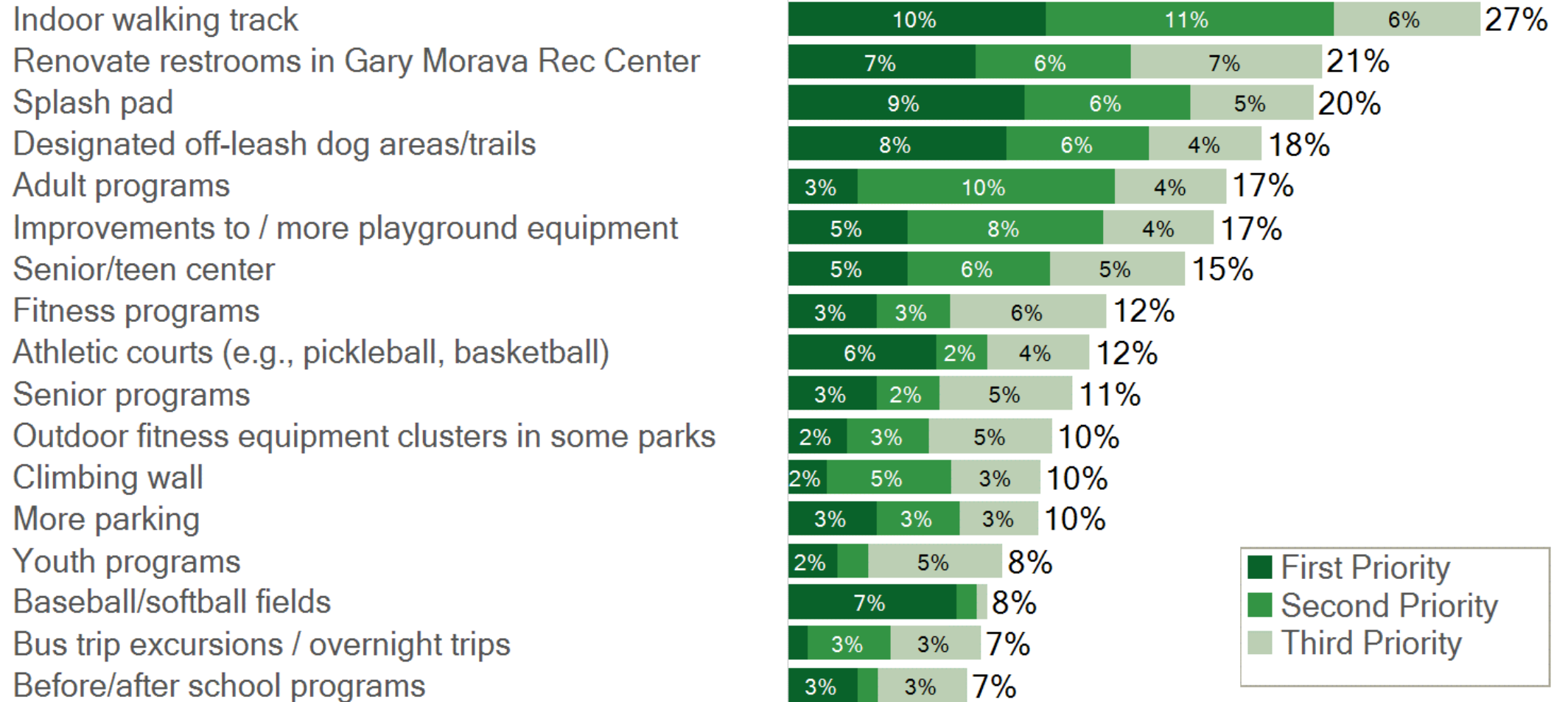
Amenities

Prospect Heights Park District | Would you like to see the addition or expansion of any of the following specific amenities and services? *(Check all that apply) - Bottom Half*



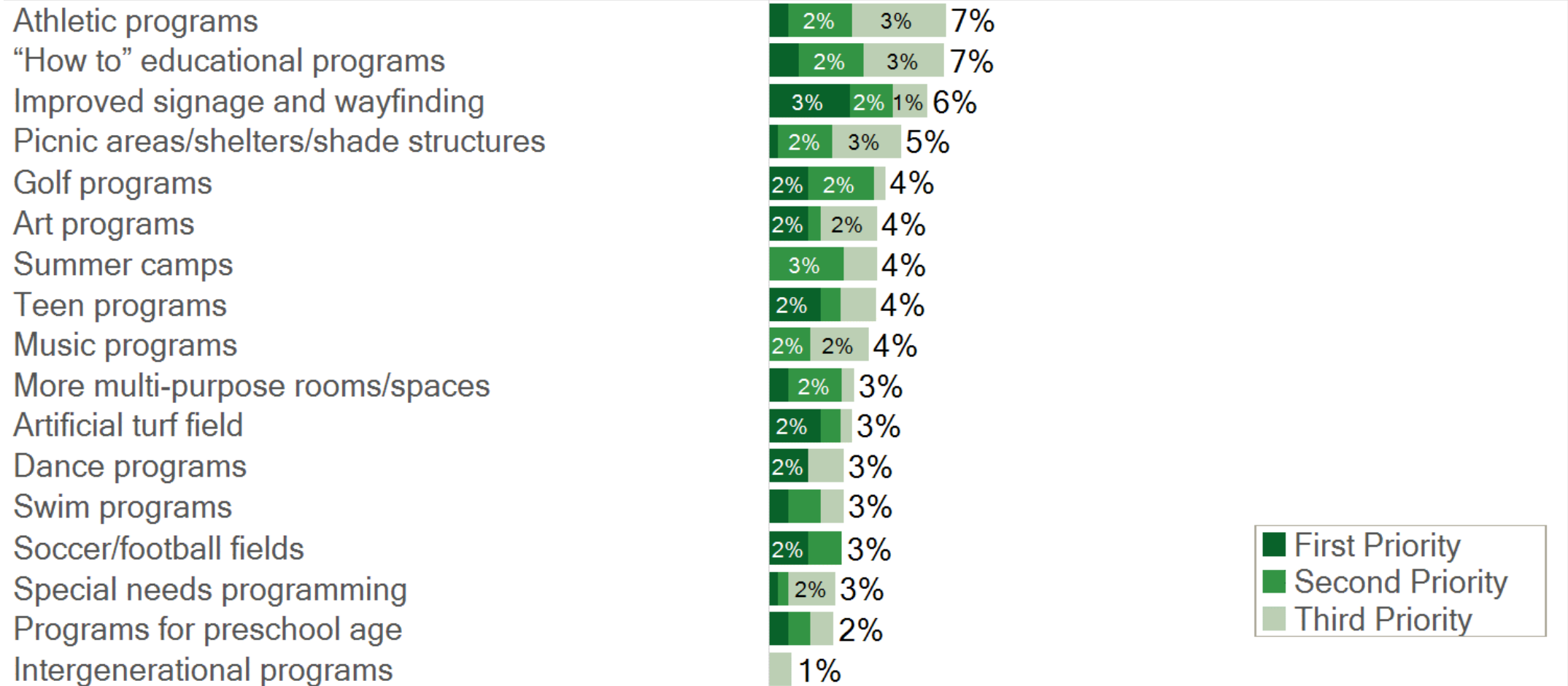
Top 3 Amenities

Prospect Heights Park District | Top Three Highest Priority Amenities and Programs - Top Half



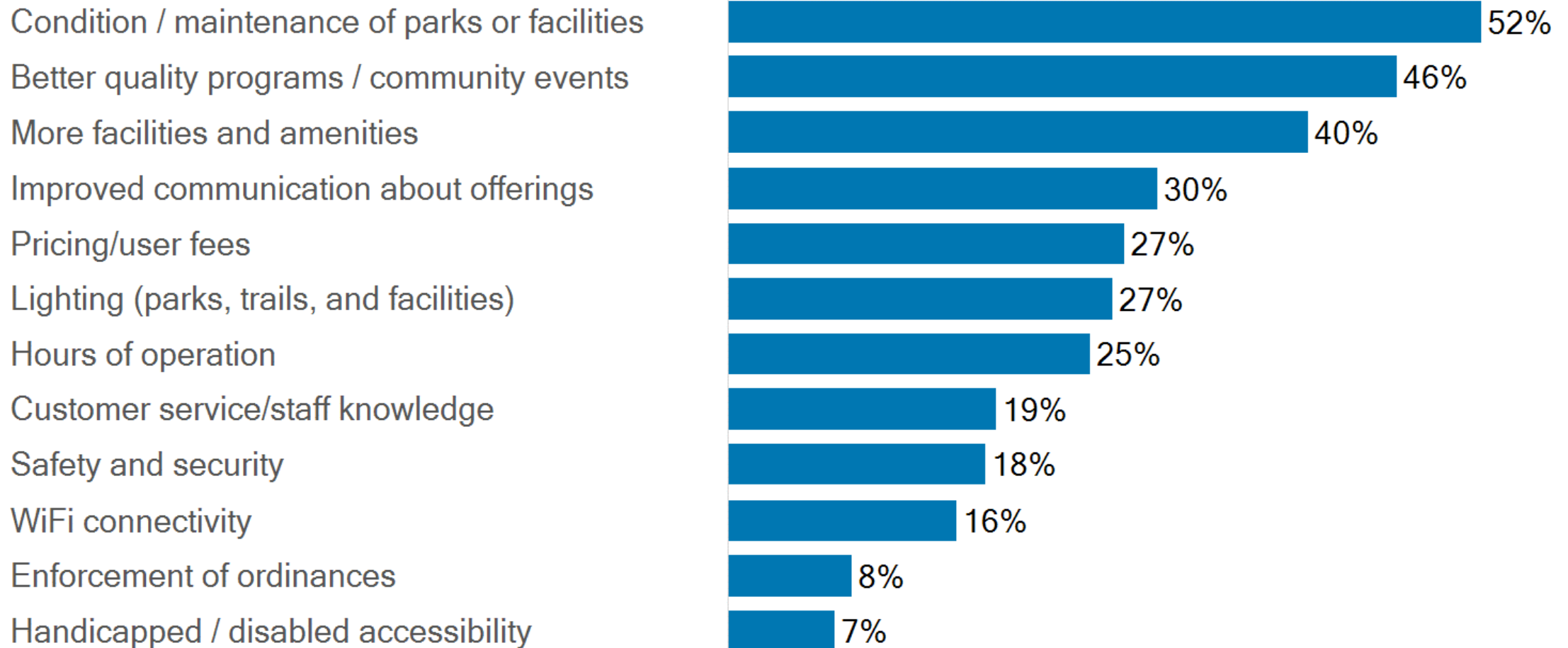
Amenities

Prospect Heights Park District | Top Three Highest Priority Amenities and Programs - *Bottom Half*



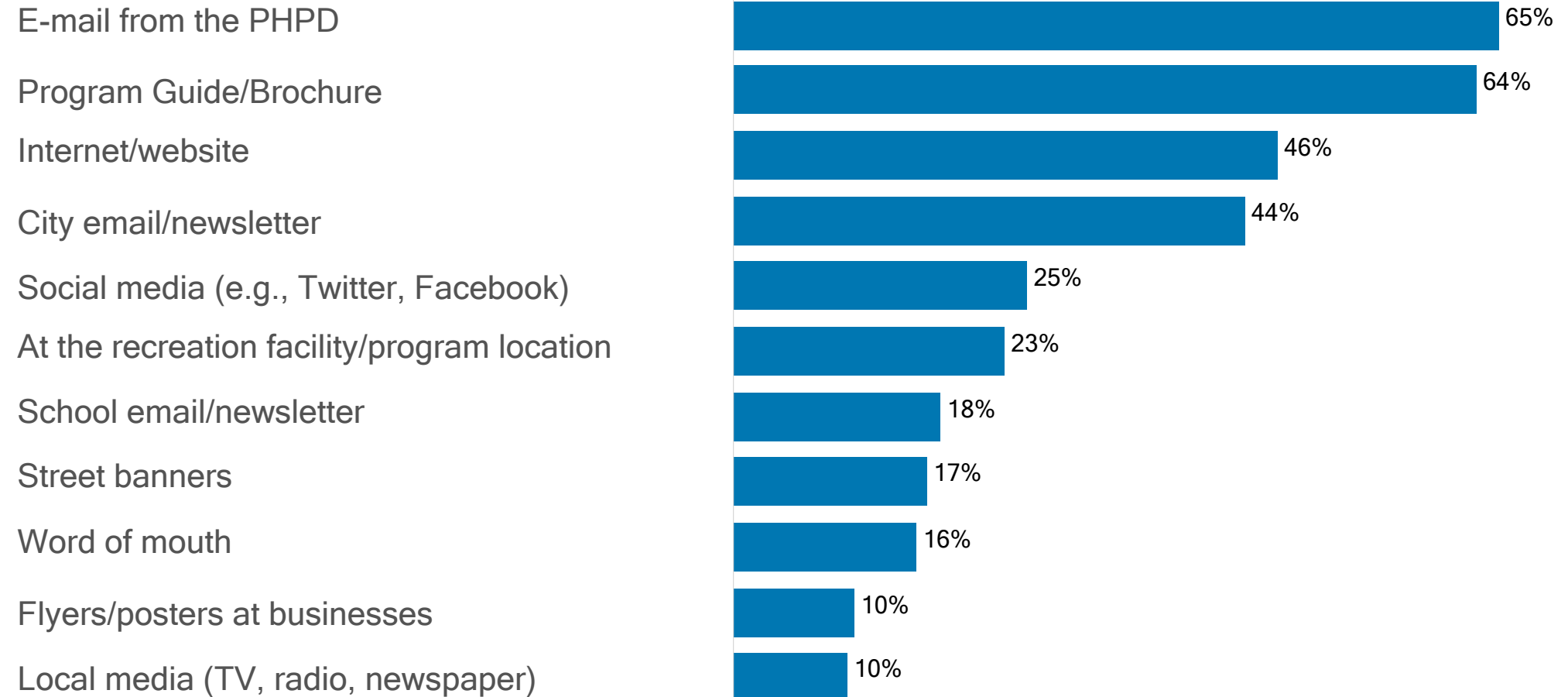
Factors To Increase Usage

Prospect Heights Park District | Most Important Areas that, If Addressed, Would Increase Usage of Facilities



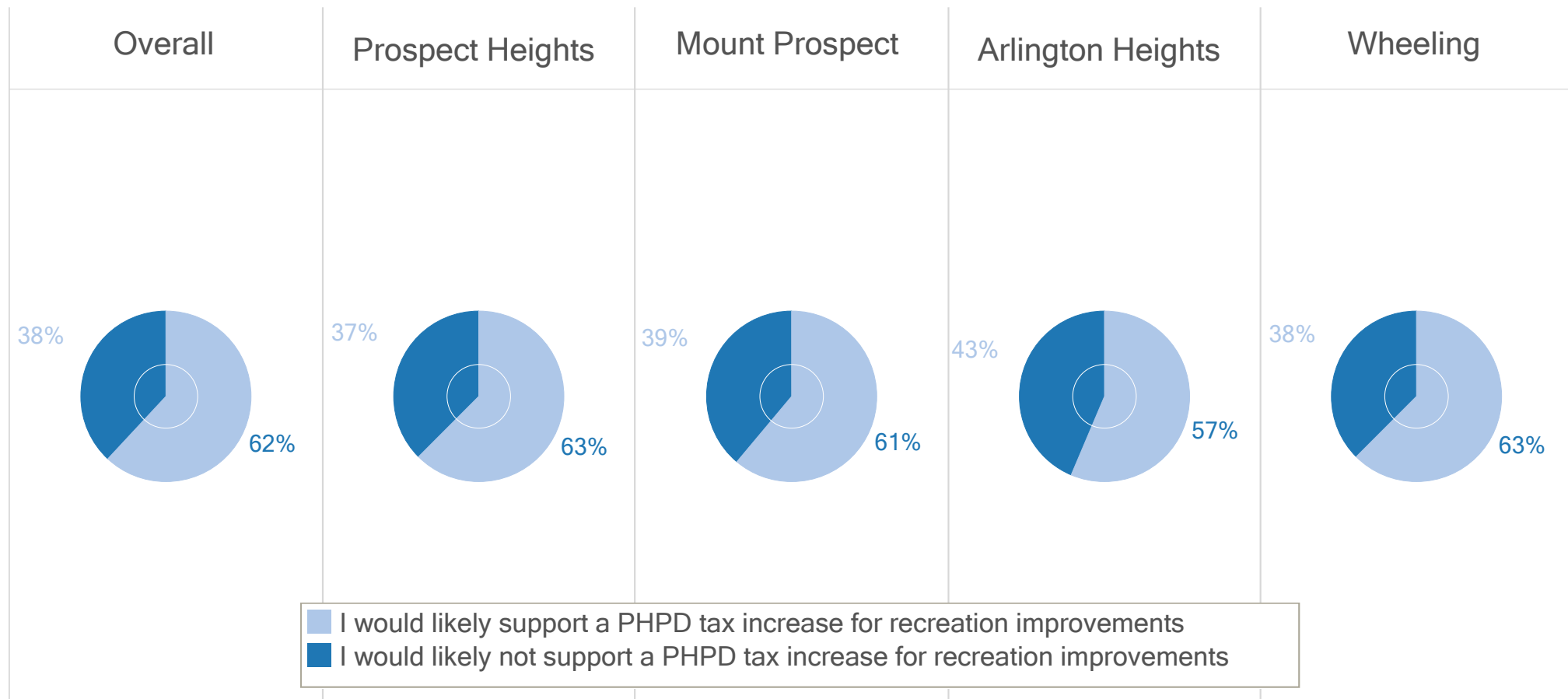
Communication

Prospect Heights Park District | Best Way to Reach You With Parks & Recreation Information



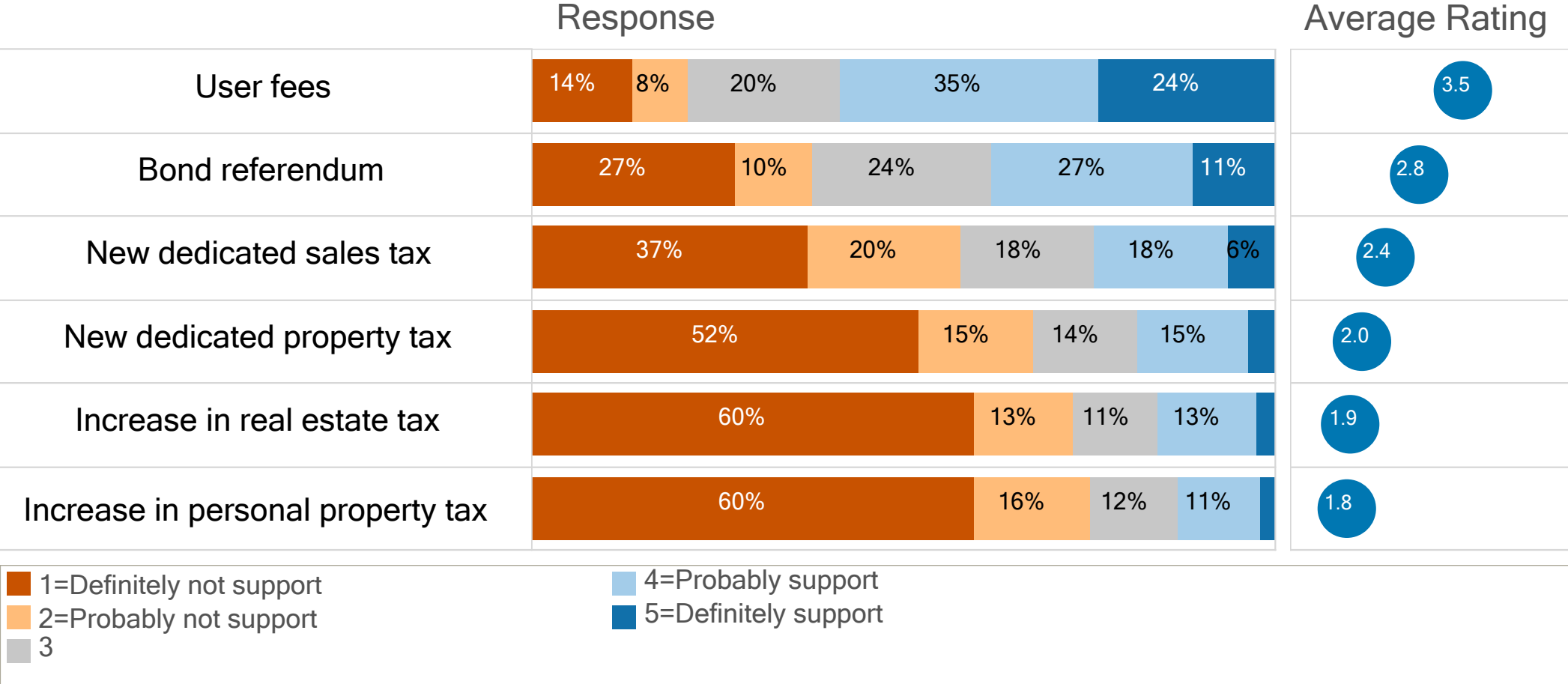
Support for Tax Increase

Prospect Heights Park District | Level of Support for a PHPD Tax Increase



Support for Various Funding Mechanisms

Prospect Heights Park District | Willingness to Support Parks & Recreation Funding Mechanisms



Parks Inventory & Analysis Summary

Park Assessments

The following is a list of the most common deficiencies noted throughout the parks:

- Need ADA access ramps into playgrounds
- Topdress wood fiber mulch for play area
- Buckling paver pathways
- Replace wood timber playground curbs
- Play apparatus/site furnishings past useful life
- More efficient use of the park space
- **All parks were very well-maintained.**
- **Lots of potential with each park!**
- **Opportunities to create an awesome trail network!**
- **Opportunities for rentals and revenue!**



Parks Inventory & Analysis Summary

PHPD Park Classifications

- Mini Park (1.5 ac or less)
- Neighborhood Park (5 to 10 ac)
- Community Park (15 ac +)
- Golf Course

Park acreage per 1,000 residents is very close to meeting the NRPA standards:

- Mini Parks = 2.17 ac. provided, 2.80 ac. recommended
- **Neighborhood Parks = 15.30 ac. provided, 11.22 ac. recommended**
- Community Parks = 53.50 ac. provided, 56.10 ac. Recommended

*The golf course is not figured into the overall park acreage.

2017 Population of Prospect Heights Park District 11,224					
Park Classification	Prospect Heights Park District Existing Parks		NRPA Recommended Guidelines		Total Acreage Provided
	Acreage	Level of Service (acres per 1,000 residents)	Acreage	Level of Service (acres per 1,000 residents)	
Mini Parks	2.17	0.19	2.80	0.25	(-0.63 deficit)
Neighborhood Parks	15.30	1.36	11.22	1.00	4.08 surplus
Community Parks	53.50	4.76	56.10	5.00	(-2.6 deficit)
TOTAL ACRES	70.97	6.31	70.12	6.25	

Parks Inventory & Analysis

Level of Service/Demographics

Overall Parks System:

- Community Parks – 100% coverage
- Neighborhood Parks – 38% coverage
- Mini Parks – 6% coverage

Planning Area 1:

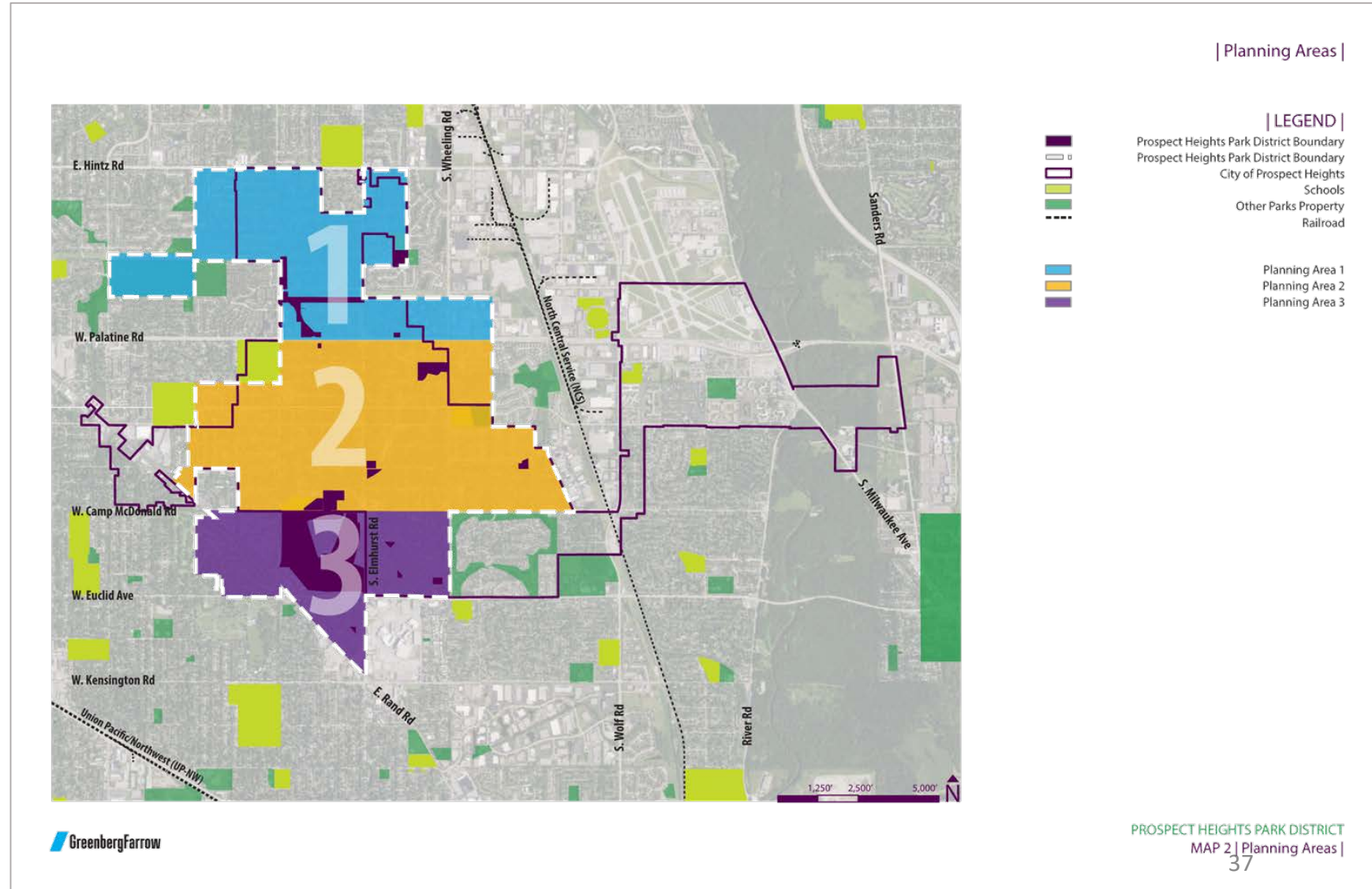
- Community Parks – 100%
- Neighborhood Parks – 64%
- Mini Parks – 0%

Planning Area 2:

- Community Parks – 100%
- Neighborhood Parks – 50%
- Mini Parks – 6%

Planning Area 3:

- Community Parks – 100%
- Neighborhood Parks – 35%
- Mini Parks – 33%



| MINI PARK SERVICE AREA |

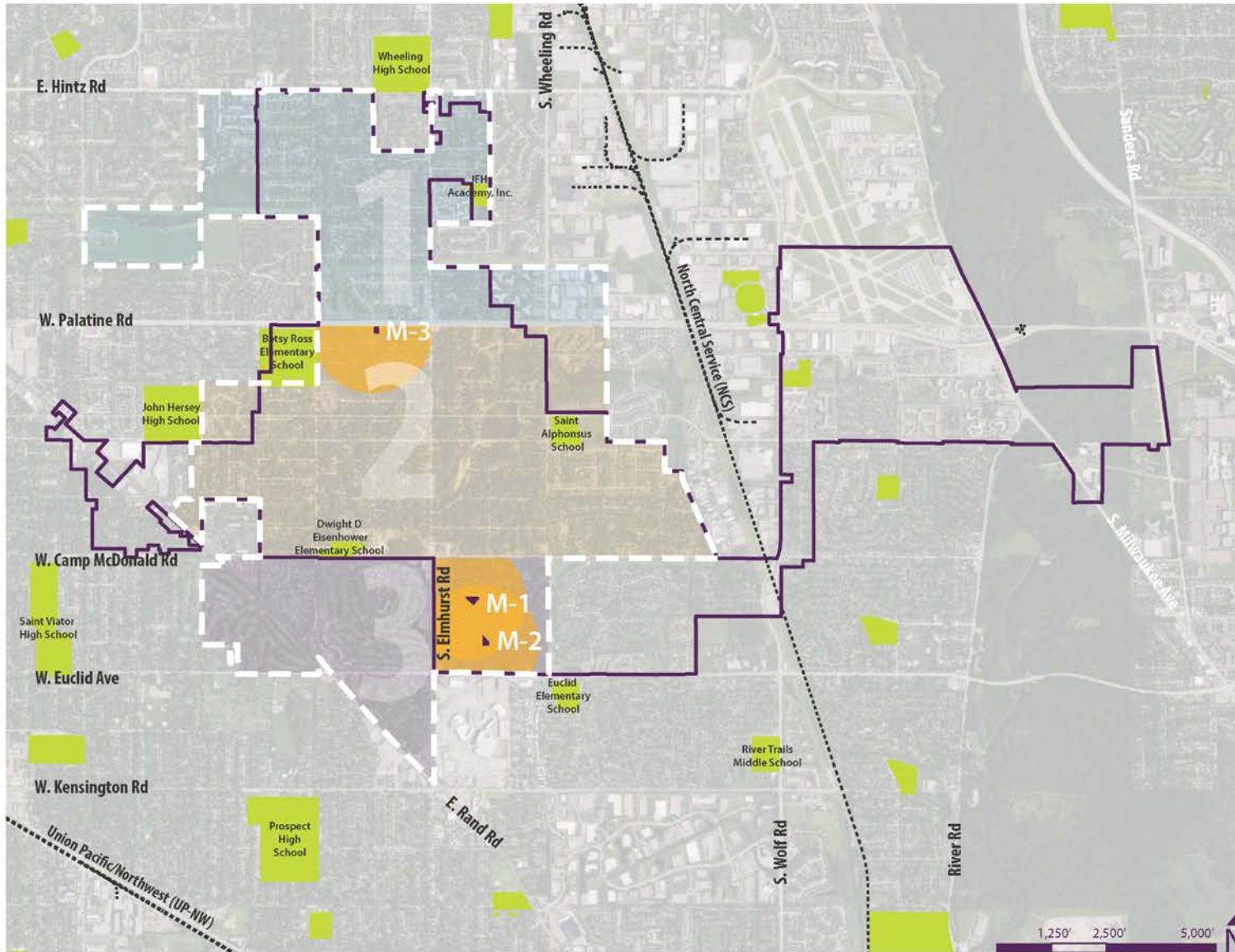
This map illustrates the Prospect Heights Park District's Mini Parks as classified by the NRPA classification. Mini Parks have a service area of a 1/4 mile radius. The service areas are clipped where interrupted by non-residential roads or other physical barriers such as railroad lines.

| LEGEND |

-  Prospect Heights Park District Boundary
-  City of Prospect Heights Boundary
-  Prospect Heights Park District Property
-  Mini Park Service Area | 1/4 mile radius
-  School Property

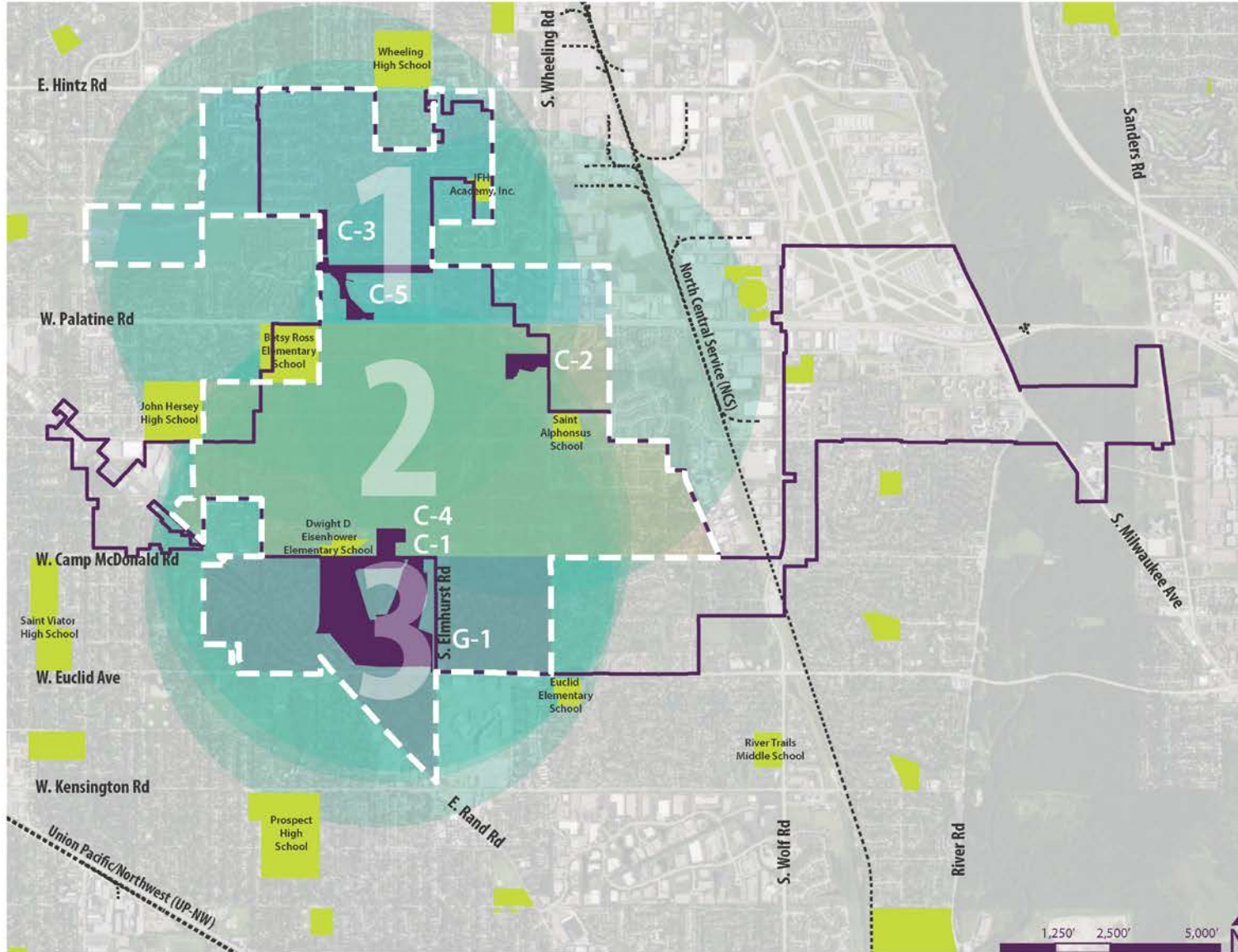
| MINI PARKS |

- M-1 Jaycee Park
- M-2 Rosemary Roth Park
- M-3 Kiwanis Park



| COMMUNITY PARK SERVICE AREA |

This map illustrates the Prospect Heights Park District's Community Parks as classified by the NRPA classification. Community Parks have a service area of a 1 mile radius. Unlike Mini and Neighborhood Parks, Community Park service areas are not affected by physical boundaries. They are considered a drive-to recreation destination.



| LEGEND |

- Prospect Heights Park District Boundary
- City of Prospect Heights Boundary
- Prospect Heights Park District Property
- Community Park Service Area | 1 mile radius
- School Property

| COMMUNITY PARKS |

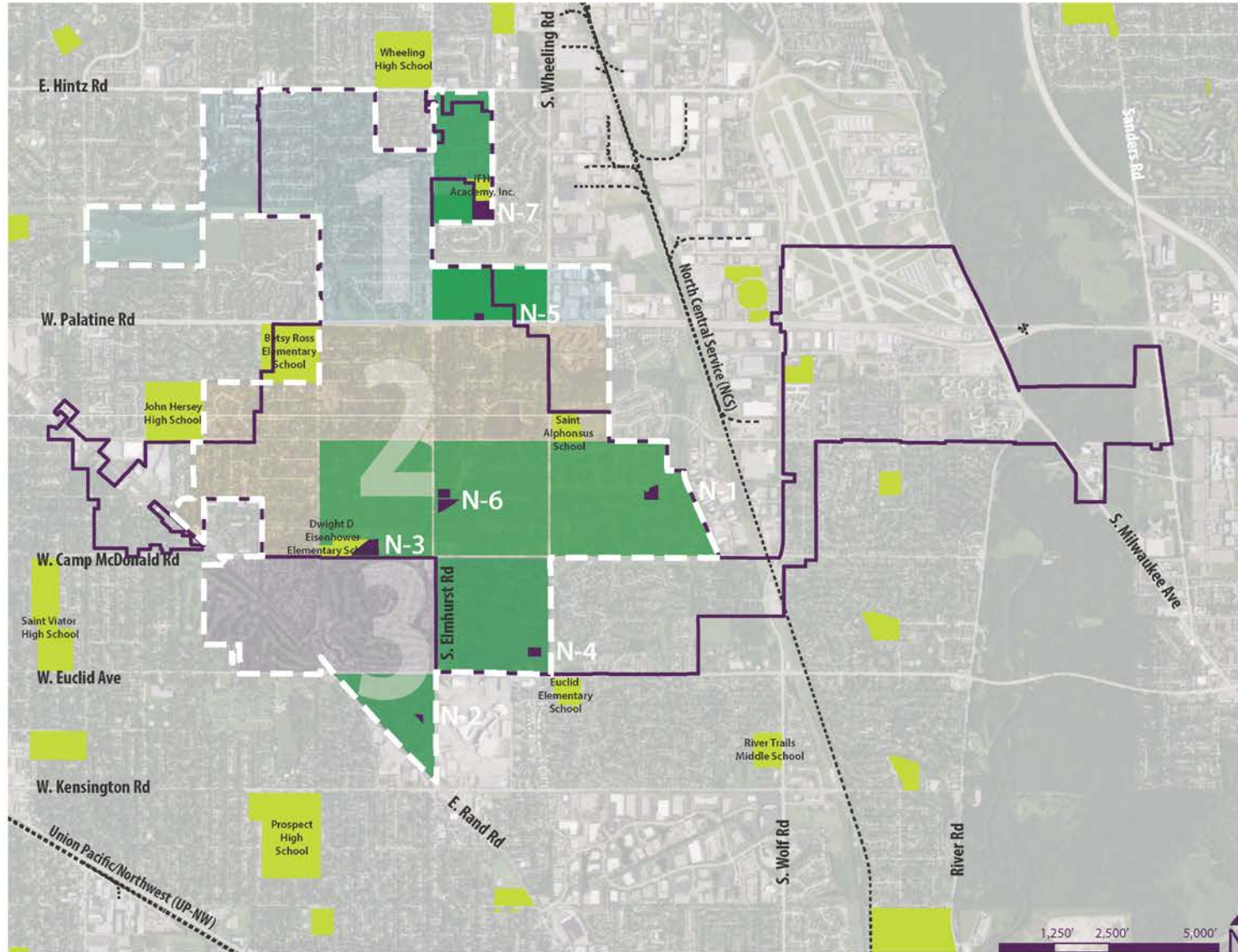
- C-1 Gary Mora Recreation Center
- C-2 Walnut Woods Park
- C-3 Country Gardens Park
- C-4 Lions Park
- C-5 Somerset Park

| GOLF COURSE |

- G-1 Old Orchard Country Club

| NEIGHBORHOOD PARK SERVICE AREA |

This map illustrates the Prospect Heights Park District's Neighborhood Parks as classified by the NRPA classification. Neighborhood Parks have a service area of a 1/2 mile radius. The service areas are clipped where interrupted by non-residential roads or other physical barriers such as railroad lines.



| LEGEND |

-  Prospect Heights Park District Boundary
-  City of Prospect Heights Boundary
-  Prospect Heights Park District Property
-  Neighborhood Park Service Area | 1/2 mile radius
-  School Property

| NEIGHBORHOOD PARKS |

- N-1 Claire Lane Park
- N-2 East Wedgewood Park
- N-3 McDonald Field
- N-4 Tully Park
- N-5 School Street Park
- N-6 Izaak Walton Park
- N-7 John Muir Park

Parks Inventory & Analysis

PHPD Amenities

Prospect Heights Park District Amenities per Park District Population (11,224)									
		NRPA Guidelines				Illinois Recreation Facilities Inventory			
Amenity	PRPD Existing # of Facilities	NRPA Recommended Level of Service (1 per X residents)	Current Facility (Shortfall) *	Current Facility Overage *	Total # of Facilities to meet NRPA Standards	IRFI (state average per 1,000 pop.)	Current Facility (Shortfall) **	Current Facility Overage **	Total # of Facilities to meet IRFI Standards
Outdoor Basketball	4	1 per 5,000		2	2	0.2500		1	3
Tennis	9	1 per 2,000		3	6	Not available		9	
Volleyball	1	1 per 5,000	(-1)		2	Not available		1	
Baseball Fields	3	1 per 5,000		1	2	0.2552			3
Spray Park	1	Not available		1		0.0292		1	0
Football	0	1 per 20,000		0	0	0.0546		1	1
Soccer	2	1 per 4,000	(-1)		3	0.1779			2
Swimming Pool	1	1 per 20,000		1	0	0.0282		1	0
Running Track	0	1 per 20,000			0	Not available			
Playground	7	1 per 1,000	(-4)		11	0.4035		2	5
Recreation Center	1	1 per 100,000		1	0	Not available			
Picnic Shelters	5	1 per 2,000	(-1)		6	0.2060		3	2
Skate Park	0	1 per 100,000			0	0.0163			0
Golf Driving Range	1	1 per 50,000		1	0	Not available			
18-Hole Golf Course	100					0.0017		100	0
Trail System (miles)	4.01	1 mile per 2,000	(-1.99)		6	0.163		2.01	2

* (using NRPA Recommended Level of Service) ** (using IRFI Standards)

- Deficient in Volleyball, Soccer, Playgrounds and Picnic Shelters compared to National Guidelines
- Meeting or exceeding all IRFI Standards

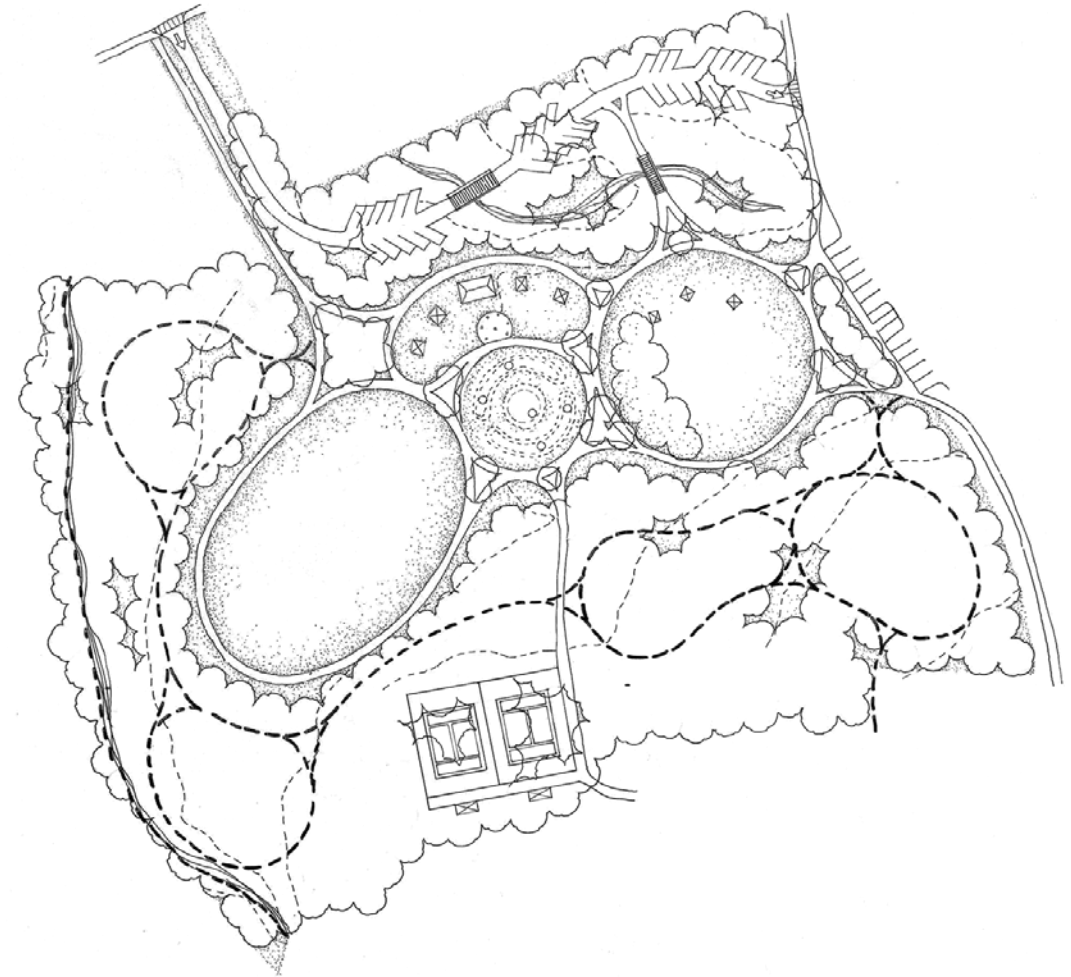
Parks Inventory & Analysis

Initial Findings and Recommendations

- Mini Parks are deficient in Planning Area 1
- Residents are underserved by Mini & Neighborhood Parks
- Residents are well served by Community Parks

Accessibility

- Address accessibility within parks and to recreation elements
- Create an overall PHPD Trail Master Plan



Parks Inventory & Analysis

Initial Findings and Recommendations (cont.)

Park Visibility

- Increase signage, entrance access, wayfinding

Park Planning

- Create a Master Plan for each park
- Look to diversify elements – theming, WOW factor
- Create a playground replacement schedule
- Durable/longer lasting products
 - Site Furnishings
 - Site building materials

Recreation Center

- Full assessment or initiate a feasibility study for a new multi-purpose facility.



Reoccurring Themes

- **Condition/maintenance of parks and facilities**
- **Funding**
- **More can be done to serve teens/adults/seniors**
- **Extended hours of operation**
- **“keep up the good work”**
- **High level of crossover participation between PHPD and surrounding park districts**
- **Connectivity of trails and pathways**
- **Preserving green space/land acquisition and adding aquatics facilities/splash pad**
- **Indoor walking track**
- **Email and the program guide/brochure preferred communication**
- **Old Orchard Golf Course has a small but passionate following**

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**

Next Steps

Key Elements of a Community Parks and Recreation Strategic/Master Plan





Prospect Heights Park District Parks and Recreation Comprehensive Master Plan Findings Presentation

GreenbergFarrow



RRC
ASSOCIATESSM

Thank You For Your Time
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