

# Strategic Plan





# 2016 STRATEGIC PLAN UPDATE

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The Chicago Park District strategic plan was first released in the summer of 2012. Envisioned as a living document, the plan was last updated in 2014 and is expected to be annually reviewed and updated every two years.

Chicago is a city of neighborhoods with 77 officially designated community areas. Beginning in the summer of 2015, executive management along with department heads and regional staff kicked off a series of visioning meetings for each of the 77 communities. Internal meetings were held in community parks to discuss enrollment in programs, understand community demographics, identify partners and competitors, and broadly ascertain how the parks are positively contributing to the quality of life in Chicago. These were followed by external meetings with community stakeholders to validate our findings and

provide input. Visioning sessions concluded in late 2016 and form one of the sources of information for this update.

On a regular basis many departments hold planning reviews and retreats semi-annually. These meetings were another source of information for the update. Finally, park advisory councils (PAC) and park patrons provide input at budget hearings, board meetings, and PAC meetings where, as appropriate, information was gleaned for the update.

The 2016 update pivots from prescriptive goals to strategic plan oriented thinking providing high level ideas and direction. This update was adopted by the Park District Board of Commissioners on January 11, 2017.

## OUR VISION

Chicago Park District's vision is to program, sustain, maintain and create world class parks and open spaces connected to residents and visitors.

## OUR MISSION

- Enhance the quality of life in Chicago by being the leading provider of recreation and leisure opportunities.
- Provide safe, inviting, sustainable and beautifully maintained parks and facilities.
- Create a customer-focused and responsive park system that prioritizes the needs of children and families.

## OUR CORE VALUES

### Children First

Our most important task is to bring children and families into our parks and give them great reasons to stay and play for a lifetime.

### Best Deal in Town

We prioritize quality in our programs and accountability in our fiscal management to provide excellent and affordable recreation that invites everyone to come out and play.

### Built to Last

We use our capital to renew our aging infrastructure in a sustainable manner and leverage partnerships that produce new parks and facilities that are forward-thinking, environmentally sensitive and world class.

### Extra Effort

We support innovation and welcome new ideas. We believe that professionalism, communication, technology, and team work serve as the foundation for great customer service and a productive workplace.

# STRATEGIC DIRECTION

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The following strategic statements provide our organization a direction for the future.

## YOUTH

Increase summer opportunities for youth.

Decrease childhood obesity through recreation.

Connect more kids to nature.

Support elementary sports in partnership with Chicago Public Schools.

## TEENS

Expand and enhance programs with input from teens.

Connect with teens digitally and creatively.

## GREENSPACE

Increase the amount of natural area acreage and eco-tourism opportunities.

Become the national model for modern, sustainable urban natural areas.

Ensure all residents live within a 10 minute walk of a park or open space.

## COMMUNITY DEVELOPMENT

Develop meaningful and sustainable partnerships in every community.

Become more efficient in our program offerings and increase number of enrolled participants.

Develop and improve performance of existing neighborhood park facilities through sustainable capital investment.

Provide robust health and wellness programs.

Ensure programs react and adapt to community demographics.

Increase access and exposure to culture and arts.

## WATER

Establish the Chicago River as our second shoreline activating existing park infrastructure.

Leverage water as a natural resource for developing green space and parks in Chicago.

Reduce water consumption while improving water infrastructure through sound investments.

## ORGANIZATIONAL EFFICIENCIES

Increase non-tax revenue focused on non-programmatic sources of funds.

Ensure fiscally responsible spending, investing and resourcing.

Modernize our workforce through trainings, opportunities, and enhanced hiring.

Enhance efficiencies in local government through partnerships and alignment.

Enhance connectivity and technological solutions for employees and our customers.