

Strategic Plan Town Hall

Please fill out a form if you would like to provide public comments.

Complete un formulario si desea proporcionar comentarios públicos.

A Spanish language interpreter is present today.

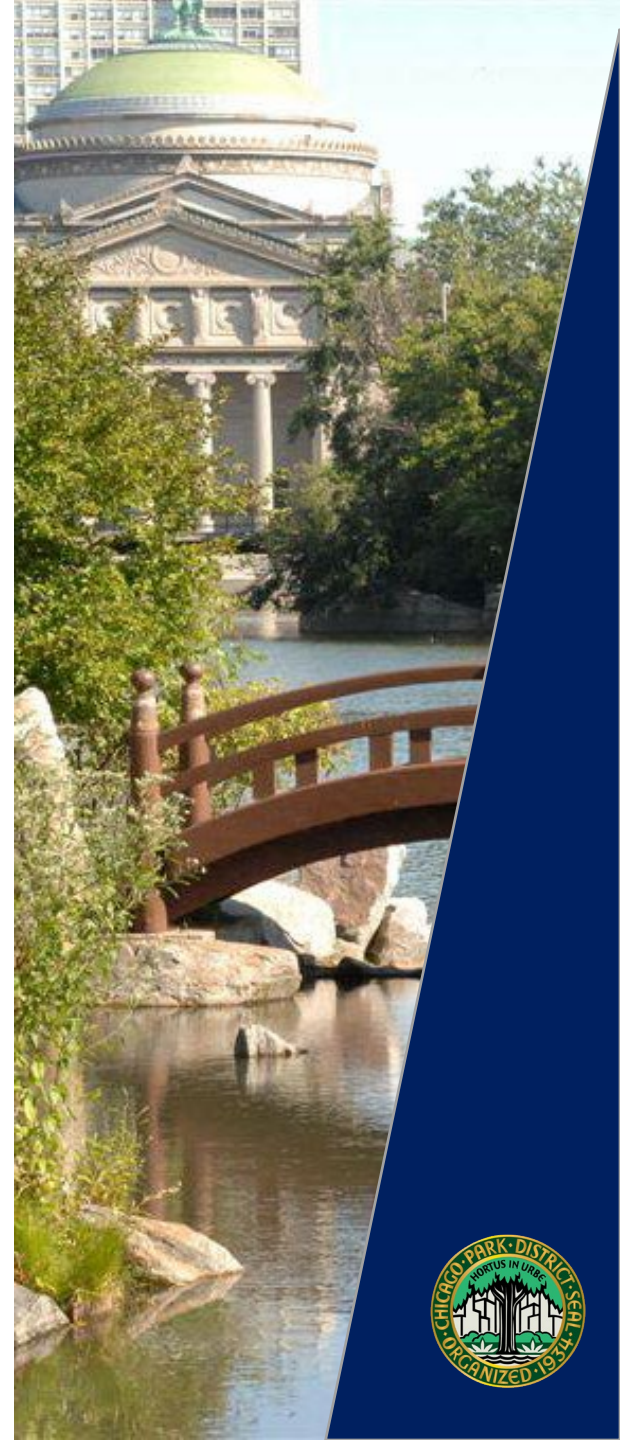
Un intérprete de español está presente hoy.



March 2024

About the Chicago Park District

- One of the **largest municipal park managers** in the nation with ~9,000 acres of green space. 98% of Chicagoans live in walking distance to a park.
- Operates a **diverse system** of parks, playgrounds and natural environments.
- Includes **616 parks, 519 playgrounds, 702 baseball/softball fields, 501 tennis courts, 28 miles of lakefront, 15 cultural centers** and more.
- 11 world-class museums and a sports/concert venue are located on Park District property.
- Offers a **vast array of programs** for all ages and interests.



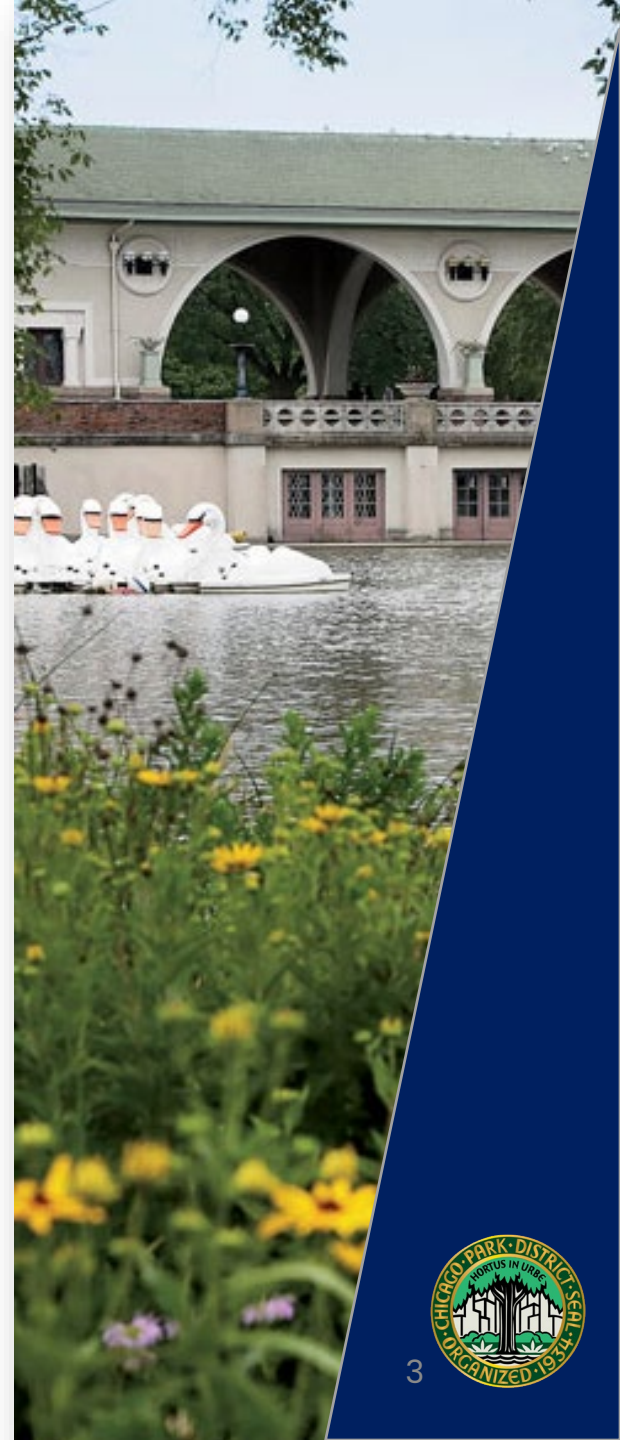
What Does a Strategic Plan Do?

Strategic plans:

- Define an organization's direction
- Identify areas for improvement
- Cultivate areas of excellence

This strategic plan will drive the Park District's future efforts to reimagine the purpose and structure of the organization, including:

- Developing initiatives to strengthen the Park District team
- Rethinking recreational programs and use of park spaces
- Providing a blueprint to continue to steer the Park District into a fiscally sound future



Why Do We Need Strategic Planning?

- **Vision and Direction**

A strategic plan sets a clear vision for the future and provides a roadmap to achieve it.

- **Enhanced Services**

By understanding community needs and priorities, the Park District can tailor its services and programs to better serve Chicagoans.

- **Effective Partnerships**

Collaboration with stakeholders leads to stronger partnerships and shared resources.

- **Embrace Change**

Communities evolve, so the Park District must adapt and embrace change. Strategic planning ensures we make informed decisions, prioritize resources and create a shared vision for the future.

How is the Strategic Plan Being Created?

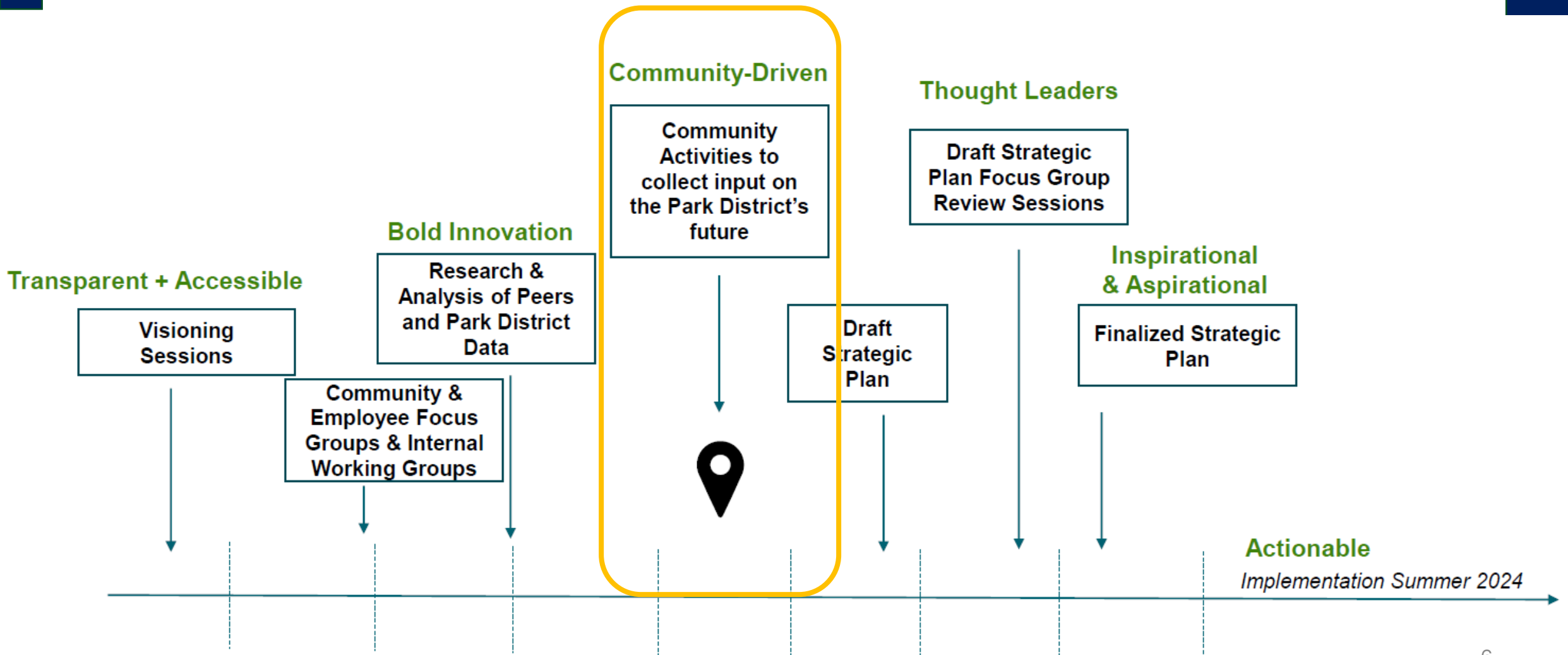
The strategic plan will be informed by a combination of:

- **Community engagement**
- **Research**
- **Data analysis** to answer **fundamental questions** related to the current and future state of the Park District, like:
 - What **solutions** can the Park District consider to address identified challenges and build a more sustainable future?
 - How can the Park District ensure that all Chicagoans can **fully benefit** from programming and facilities?
 - What **best practices** can the Park District adopt from other leading park systems and what are potential opportunities to set itself apart?





Timeline



Picture Your Parks

Community Engagement Activities



In-Person and Virtual Town Halls

- 7 in-person town halls
- 4 virtual town halls



Community Meetings

- 6 community meetings



Small Group Community Interviews

- 3 group community interviews



Internal Park District Focus Groups

- 2 internal focus groups



Community Survey & Employee Surveys

- Community survey: **Nearly 7,000 responses**
- Internal employee & volunteer survey



Teen Focus Groups

- 3 teen focus groups



Board Member Individual Interviews



Health and Wellness Focus Group

- Generated expert feedback



Additional Outreach

- Conducted Mini-Town Halls at Existing Programs and Events



PICTURE YOUR PARKS

Help design the future of the Chicago Park District!



PICTURE YOUR PARKS

Take our survey and tell us your vision!

Process

- Compiled Community Engagement Feedback
- Compiled Employee Feedback
- Compiled Volunteer Feedback
- Grouped the feedback into three categories:
 1. **Interactions**: How the Park District collaborates and interacts with other entities and community
 2. **Impact**: How the Park District affects communities and individuals; the opportunities, experiences, benefits that the Park District creates for Chicagoans.
 3. **Operates**: How the Park District conducts business internally and externally through offerings; the routine tasks processes performed to conduct and carry out business



Findings - Interactions: How the Park District How the Park District collaborates and interacts with other entities and community

We heard:

- Be the “garden keeper” for the City in the Garden – advance access to green space, nature, and recreation.
- Align with City wide policy themes – leverage partnerships where possible; continue to strengthen coordination with other departments and agencies on policy initiatives and themes.
- Develop & align local community partnerships – identify more methods of collaboration, alignment, and coordination with city departments, agencies, and other local partnerships. Target partnership growth areas on health and wellness, youth development, and sustainability initiatives.

Findings - Impact: How the Park District affects communities and individuals; the opportunities, experiences, benefits that the Park District creates for Chicagoans.

We heard:

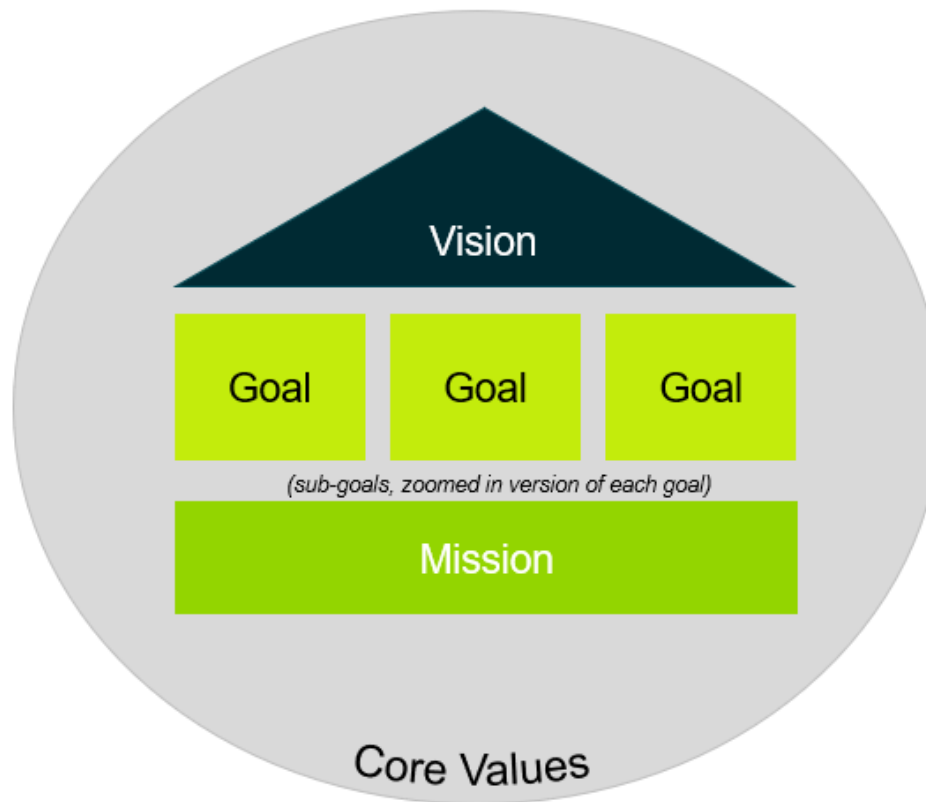
- Strengthen communication with park users
- Support Chicago as a destination and place to live – recognize the benefits of Park District programs, facilities, and spaces
- Foster community resilience – promote the physical, psychological, and social benefits to residents
- Create more equitable access to park spaces as it relates to quality and quantity
- Boost involvement among seniors and teens
- Support healthy individuals and communities beyond just recreation resources
- Prioritize program enrollment
- Develop transparent facility modernization standards to support modernization and facility upkeep

Findings - Operates: How the Park District conducts business internally and externally through offerings; the routine tasks processes performed to conduct and carry out business

We heard:

- Strengthen employee development
- Expand DEI initiatives
- Nurture organizational culture and empower employees.

Components of the Plan: Definitions



Vision: “North Star.” It is a clear, specific, compelling picture of what your collective vision is for the future. It should be ambitious and transformative, yet achievable

Goals: Achievable outcomes that are generally broad and long-term

Mission: A precise statement that defines what an organization does and what purpose it serves

Core Values: Beliefs, moral qualities, and virtues that guide the conduct, activities, and goals of the organization

Values (Draft)

DRAFT



Community Anchor

Connecting Chicagoans by serving as a community hub and providing dynamic programs within all neighborhoods.



Foster Belonging

Providing safe and inclusive spaces that foster a culture where each member of the community is embraced, valued, and treated with respect.



Promote Innovation

Pioneering new ideas that inspire change, building a culture committed to learning and organizational excellence, and driving the conversation on the transformative power of parks in urban landscapes.



Thoughtful Stewardship

Responsible management of assets and environmental resources to ensure sustainable use and a bright future.



Health & Wellness

Providing opportunities for leisure, fitness activities, and access to recreation that enrich community wellbeing, support active living, and offer access to a healthy food environment.

High-Level Goals (Draft)

DRAFT



Priority Areas

Draft High-Level Goals

Elevated Experiences

Enhance local engagement and expand park user base through tailored neighborhood programming

Community Vitality

Promote a thriving community by advancing wellbeing, improving health outcomes, and enhancing quality of life

A Greener City

Responsible asset management for long term environmental resiliency

Parks For All

Foster and cultivate belonging

Effective Operations

Evaluate and strengthen operational efficiencies

Premier Employer

Promote a work environment that prioritizes, supports, and empowers a high-performing and engaged workforce

Public Comment

- Please line up at the microphone when your name is called.
Por favor, haga fila junto al micrófono cuando digan su nombre.
- Please limit your remarks to 2 minutes.
Por favor limite sus comentarios a 2 minutos.

Chicagoparkdistrict.com/strategic-plan