



Naperville
Park District

RECREATION PROGRAMMING PLAN

Adopted June 9, 2011

Updated June 8, 2014 & February 25, 2016

Table of Contents

	Page
Plan Overview	3
Demographic Overview	3
Programming Overview	5
Utilization of Other Planning Documents	6
Program and Service Determinants	11
Conceptual Foundations of Play, Recreation and Leisure	11
Constituent Needs	12
Community Opportunities	13
Agency Mission, Philosophy, Goals and Core Values	14
Experiences Desirable for Clientele	15
Recreation Department Personnel	16
Mission, Goals and Objectives	17
Collaborative Partnerships	19
Comprehensive Review of the Recreation Programming Plan	20
Appendix A:	
New Recreation Program or Service Review Procedure	22
New Recreation Program or Service Request Form	26
New Recreation Program or Service Evaluation Form	28

RECREATION PROGRAMMING PLAN

PLAN OVERVIEW

The Recreation Programming Plan includes all elements and services of the District's programming functions, including activity selection, type and scope of programs, outreach initiatives, etc. The plan expands upon the District's Master Plan and Strategic Plan, supporting the goals and initiatives outlined within those plans. It includes both short-term and long-term initiatives. The plan is intended to be a living document that will be updated as community demographics, trends and needs change.

NAPERVILLE AT A GLANCE

The Naperville Park District was established as an independent municipal agency in 1966 by a public referendum. Originally serving a population of 18,000, the District has grown to meet the recreational needs of nearly 142,000 residents living in Naperville. Situated in Will and DuPage Counties, the District covers 41 square miles; its boundaries vary slightly from the City of Naperville's municipal boundaries. The District is within the boundaries of School Districts 203 and 204.

The District's mission, established when developing the 2010 Strategic Plan, is "[t]o provide recreation and park experiences that enrich the quality of life for our community." The vision, also taken from the Strategic Plan, is "[t]o be a national leader in parks and recreation providing and promoting high quality experiences and facilities at a great value to our community."

The District has responsibility for 137 parks that feature a variety of amenities and cover more than 2,400 acres. District operations include two championship golf courses; athletic fields for team sports including baseball, soccer, lacrosse, cricket and football; basketball and tennis courts; two inline skating and skateboarding facilities, and a trapshooting range. Prominent among the District's facilities are the Millennium Carillon in Moser Tower, a paddleboat quarry, an historic outdoor aquatic facility named Centennial Beach, and the crown jewel of Naperville, the Riverwalk, which meanders through Naperville's downtown district. In 2014 the District opened the Knoch Knolls Nature Center, which is the community's first staffed nature center that focuses on providing environmental education opportunities.

DEMOGRAPHIC OVERVIEW

The following demographic information was gathered from the 2012 Naperville Park District Master Plan.

Growth

Growth in the City of Naperville and Naperville Park District was rapid, particularly over the past few decades, until 2007. While growth is projected to continue, it has slowed compared to only a few short years ago and is expected to remain at this rate into the near future. In 2007, population projections provided by the City of Naperville anticipated continued rapid growth within Naperville Park District Planning Areas 1, 7 and 8. Due to the economy and housing market, all planning areas have experienced a severe drop in construction, with Planning Area 8 encountering the largest burden.

Aging Population

Based on the 2010 census data, the age breakdown is reflective of a 10 year shift with each group moving primarily one bracket higher. It was noted in the 2007 Open Space and Recreation Master Plan that an increase in senior population was the fastest growing group; the 60-69 year age bracket nearly tripled in 2010 from 2000. The NRPA states people 65 and older will comprise 20 to 25% of the total population in 2030. This growth further proves an increased need for senior-oriented facilities, as well as additional recreation/ open space areas that provide opportunities for senior-oriented programs and activities.

Age Bracket	2010	2000	Difference	% Change
Total population	141,853	128,358	13,495	10.51%
Under 5 years	8,171	10,806	-2,635	-24.38%
5 to 9 years	11,429	12,373	-944	-7.63%
10 to 14 years	12,992	11,512	1,480	12.86%
15 to 19 years	11,665	8,926	2,739	30.69%
20 to 24 years	6,860	5,452	1,408	25.83%
25 to 29 years	7,402	6,873	529	7.70%
30 to 34 years	7,296	9,915	-2,619	-26.41%
35 to 39 years	9,545	13,053	-3,508	-26.88%
40 to 44 years	12,181	13,392	-1,211	-9.04%
45 to 49 years	13,454	10,845	2,609	24.06%
50 to 54 years	12,415	8,874	3,541	39.90%
55 to 59 years	9,179	5,429	3,750	69.07%
60 to 64 years	6,964	2,917	4,047	138.74%
65 to 69 years	4,243	2,065	2,178	105.47%
70 to 74 years	2,518	1,933	585	30.26%
75 to 79 years	1,923	1,656	267	16.12%
80 to 84 years	1,701	1,198	503	41.99%
85 and over	1,915	1,139	776	68.13%

Data Source: 2010 US Census for Naperville

Changing Population

The 2010 census showed the overall population increased slightly from the last census in 2000. Referencing the economy along with reaching build-out status, the population is not likely to grow much larger from the existing figure of 141,853. However, the area saw a large increase in the African American and Asian populations over the last decade, with both groups experiencing a 70% rise from 2000; the Latino population also grew exponentially. With the change in population makeup, as well as the aging population noted in the previous section, the Park District will need to identify and adjust programming and park needs predicated on this information.

Population by Race	2010	2000	Difference	% Change
Total	141,853	128,358	13,495	10.51%
Population of one race	138,586	126,758	11,828	9.33%
White alone	108,447	109,346	-899	-0.82%
Black or African American alone	6,612	3,887	2,725	70.11%
American Indian and Alaska Native alone	212	154	58	37.66%
Asian alone	21,170	12,380	8,790	71.00%
Native Hawaiian and Other Pacific Islander alone	32	24	8	33.33%
Other Race alone	2,113	967	1,146	118.51%
Hispanic or Latino (of any race)	7,574	4,160	3,414	82.07%
Two or More Races	3,267	1,600	1,667	104.19%

Data Source: 2010 US Census for Naperville

Understanding community demographics is essential to providing Recreation Programming opportunities that appeal to the ever-changing population.

PROGRAMMING OVERVIEW

In 2015, the District offered over 1,500 programs and activities attracting 48,294 registrants. Approximately 25,500 individuals makeup the annual program registrants with eleven (11) percent coming from outside the District. The following table shows participation rates for programs requiring registration; it does not include participation in drop-in activities, golf, facility use or special events. In the period from 2011-2015, overall participation rates decreased by 7%. This is primarily due to the loss of summer high school athletic camps historically offered by the District. The change occurred in 2012 and represented a loss of approximately 3,400 registrants from the annual total, resulting in a 6% decrease in participants in that year. Since that time overall participation rates within programs has remained consistent.

Naperville Park District Program Participation							
	2011	2012	2013	2014	2015	5-yr Total	5-yr Average
Winter	13,334	14,313	14,576	13,772	13,700	69,695	13,939
Spring	9,800	11,761	12,456	11,767	12,474	58,258	11,652
Summer	17,215	10,245	10,030	10,631	10,244	58,365	11,673
Fall	11,520	12,500	12,225	12,006	11,876	60,127	12,025
Total	51,869	48,819	49,287	48,176	48,294	246,445	49,289
% Variance		-6%	1%	-2%	0%		

*2012 participant totals represent the loss of summer high school athletic camps.

On average, approximately 18% of the community's total population registers for programs offered by the District. The largest age segments served are youth between the ages of birth and 17 years old, accounting for approximately 54% of all registrations. The next largest age segment is adults between the ages of 25 and 49, representing an average of 20% of all registrations. Adults with no birth date on record account for another 14% of registrations.

PLANNING OVERVIEW

Developing an effective plan for providing recreation programs and services incorporates four critical areas of consideration – **assessment, constituent involvement, financing and evaluation**.

- The District must **assess** the viability of current programs, facilities, and resources, and focus on what is best for meeting the needs of the community and the organization.
- **Constituents must be involved** in both current and future recreation program and service planning. Constituent input is essential to the overall success of the organization as it enhances processes, service offerings, and community resources.
- Short and long term **financing** is another essential planning consideration. An organization with well conceived plans for capital projects, operations and financial management is more likely to remain fiscally stable and maximize alternative revenue potential.
- **Evaluation** is a critical component to the success of an agency. Several types of evaluations can be utilized to garner constituent feedback. Without evaluations it is impossible to determine the success or failure of the programs and services offered, measure progress and make improvements, or understand constituent needs.

UTILIZATION OF OTHER PLANNING DOCUMENTS

Assessment, constituent involvement, financing and evaluation were key components in the development of the Naperville Park District's overarching planning documents. These documents include the 2012 Master Plan and 2014-2016 Strategic Plan, which establish the foundation for all other planning documents. The Recreation Programming Plan and Strategic Marketing Plans are an outgrowth of the Master Plan, Strategic Plan and other program forecasting tools and reports maintained by the District. Brief summaries of the Master Plan, Strategic Plan, and Marketing Plans are provided below.

NAPERVILLE PARK DISTRICT MASTER PLAN

The Master Plan is intended as a guide for the Naperville Park District to achieve strategic, controlled growth and development into the next decade and beyond. The primary goal of the Master Plan is to synthesize the existing documentation and plans while integrating an open space analysis to provide clear and concise recommendations for the Park District today and into the future.

Relevant data from previous plans, including the 2007 Open Space and Recreation Master Plan, and community interest surveys served as a foundation for the Master Plan. Recommendations within the Master Plan directly impact the recreation programs and services provided by the District. Master Plan initiatives that directly involve the Recreation Programming Division are provided below and incorporated as action items within the Recreation Programming Plan.

Master Plan District-Wide Guides

The guides are sorted by Core Values, but are not limited to one category; some may apply to multiple values.

Years 1-5

Community Enrichment

1. Explore additional outdoor aquatic options, including partnerships, for each planning area that can serve the entire Park District.
2. Maximize the use of alternative revenue as outlined in the Non-Tax Revenue Plan.
3. Continue to establish and maintain fruitful partnerships with other jurisdictions, community and corporate organizations, and private recreation providers to help supplement shortages and needs, especially critical as it pertains to indoor space.
4. When partnering with Athletic Affiliates and providing them with leased space, ensure effective communication between the District, Affiliate, and leasing party to guarantee rental needs are met.
5. Collaborate with Athletic Affiliates on the implementation of Master Plan Recommendations in a manner that does not confer ownership rights and subject to annual use agreements.
6. Investigate other methods to schedule sporting events to increase efficiency.
7. Maintain services to solicit input from residents and Park District patrons through public and electronic forums and cater programming and open space needs influenced by the information by way of the Public Participation Process.

Accessibility

8. Encourage joint use of facilities through cooperative leases in a manner that does not substantially reduce Naperville Park District's ability to program facilities it does not own.
9. Cooperative use of facilities owned by others is only recommended if it satisfies Park District needs. As cooperative agreements are renewed, maximize the value of the facility to the District.
10. Consider replacing cooperative facility agreements with Naperville Park District owned facilities in order to better control and program them as needs shift driven by recreational trends.
11. Review and update the Fees and Charges Policy Manual.

Personal Growth and Enrichment

12. Continue expansion of Athletics and Early Childhood program areas.
13. Introduce program offerings to fill high school and athletic camp gaps.
14. Maintain successful Volunteer program and continue to research new initiatives to further volunteer opportunities.

Health and Wellness

15. As a result of the increasing aging population, identify new programming opportunities and partnerships within Naperville.
16. Continue to explore recreational trends and the offering of new park amenities based on resident demand.

Environmental Education, Stewardship and Sustainability

17. Engage residents in long term education of environmental stewardship through classes and volunteer opportunities as part of annual initiatives set forth by the Park District's Green Team.

Years 6-10

Community Enrichment

1. Uphold high efficiency operations and maintenance standards as evidenced by CAPRA Accreditation and Illinois' Distinguished Accreditation.
2. Continue to utilize existing plans and policies to guide planning and development decisions in preparing annual Operating and Capital budgets.

Health and Wellness

3. Continue to evaluate program and survey data regarding indoor space including aquatic facilities and other activities as well as sports fields (soccer, baseball/softball, lacrosse) opportunities to provide direction in planning future facility/amenity development driven by community needs.

Recreation Programming Plan Action:

Support and achieve the initiatives within the Master Plan.

Frequency:

- As outlined within Master Plan.

**NAPERVILLE PARK DISTRICT
STRATEGIC PLAN**

In summer 2013, after having completed the goals relative to the 2010-2015 Strategic Plan ahead of schedule, Park District board and staff embarked upon the creation of a new three-year plan. Board, staff and key community members worked through a series of meetings during summer 2013 to discuss the District's progress, direction and goals relative to recreation in the Naperville community.

The result of the sessions was the development of five major goals aligned with the District's mission and several additional goals tied to the District's Core Values. All goals were formally approved by the Park Board of Commissioners. Strategic Plan action items that directly involve the Recreation Programming Division are provided below and incorporated as action items within the Recreation Programming Plan.

**STRATEGIC PLAN
GOALS & OBJECTIVES**

Major Goals

1. Address current and future indoor space needs of community while maintaining fiscal stewardship.
2. Demonstrate leadership by providing innovative and uncommon experiences that the community wants and go beyond traditional park and recreation offerings.
3. Maintain high esteem rating at or above 2012 rating on the resident survey.

Goals aligned with Core Values

Community Enrichment

- Goal:* 1. Identify cultural recreation interests within the community and develop programs and events in support of those interests, taking into account changing community demographics.
- Objectives:*
- a. Engage demographic segments of the community through focus groups and surveys to learn their recreational interests.
 - b. Develop programs and events to support feedback.
- Goal:* 2. Provide quality volunteer experiences to support operations and foster a sense of ownership.
- Objectives:*
- a. Measure volunteer satisfaction and use results to improve future experiences.
 - b. Measure volunteer retention rates to establish a baseline and set goals.
 - c. Expand volunteer recognition through the development of an incentive program.
 - d. Link volunteers and their level of expertise with relevant opportunities.
- Goal:* 3. Identify what inspires community engagement and apply results to elicit greater participation.
- Objective:*
- a. Engage residents through surveys and focus groups to learn if/how they would like to be more involved in providing project feedback.

Health & Wellness

- Goal:* 1. Offer a variety of recreational experiences year round to support overall wellness that meet the needs of our evolving community.
- Objectives:*
- a. Assess programs & facilities; discontinue recreation and golf programs not meeting customer expectations.
 - b. Compare offerings to Community Interest and Opinion Survey results.
- Goal:* 2. Provide opportunities to address nationally and locally recognized health issues.
- Objectives:*
- a. Provide year round facilities for activities.
 - b. Integrate Health & Wellness messaging within Park District program offerings.

Environmental Education, Stewardship & Sustainability

- Goal:* 1. Open Knoch Knolls Nature Center in Fall 2014 and implement/increase environmental education programs.
- Objectives:*
- a. Hire an environmental educator to staff Knoch Knolls Nature Center.
 - b. Develop an environmental education curriculum for Knoch Knolls Nature Center.
 - c. Identify ongoing partnership opportunities.

Personal Growth & Enrichment

Goal: 1. Address the unique recreation needs of each generation.

Objectives: a. Form multigenerational stakeholder groups to serve in an advisory capacity.
b. Create programs and partnerships to encourage participation.

Accessibility

Goal: 1. Expand & improve upon facilities and programs for those with special needs.

Objective: a. Execute the Park District's ADA Transition Plan in conjunction with completing planned capital improvement projects.

Goal: 2. Meet the need for facilities and programs that are accessible to residents throughout our community.

Objectives: a. Implement facilities and programs that align with Community Interest and Opinion Survey data and the Master Plan.
b. Optimize funding opportunities that support the Park District's ADA Transition Plan.

Recreation Programming Plan Action:

Achieve the goals and objectives within the Strategic Plan.

Frequency:

- As outlined within Strategic Plan.

NAPERVILLE PARK DISTRICT MARKETING PLAN

The Naperville Park District's Strategic Marketing plan was developed in line with the organization's Strategic Plan and with input from the Community Interest & Opinion Survey and department directors. The plan outlines marketing strategies and tactics in addition to public relations and promotions that will be engaged to foster a consistent brand and image and support increased participation and revenue generation for the District.

Updates to the Recreation Programming Plan will coincide with updates to the Master Plan and Strategic Plan in order to maintain continuity among the District's planning documents.

PROGRAM AND SERVICE DETERMINANTS

Naperville Park District programs and services shall be based on:

- A. Conceptual Foundations of Play, Recreation and Leisure**
- B. Constituent Needs**
- C. Community Opportunities**
- D. Agency Mission, Philosophy, Goals and Core Values**
- E. Experiences Desirable for Clientele**

The Naperville Park District makes every effort to provide programs and services that meet community needs for recreation. The services and programs provided by the Naperville Park District have been developed to support our mission, vision and core values.

Planning, community research, outreach to targeted groups, benchmarking, evaluations and other methods of customer feedback ensure that the programs offered reflect community needs and support the Park District's philosophy. We collaborate with many public and private entities to provide these programs and services including school districts, the business community, non-profit agencies and community users.

A. Conceptual Foundations of Play, Recreation and Leisure

Quality recreation programs and services provide participants with a wide range of benefits that are linked to physical, mental, social and/or spiritual development and well-being. They give individuals the opportunity to play, learn, grow and socialize. Among the positive benefits attached to these types of programs are better overall health both physically and mentally, improved fitness, improved self-esteem and self-reliance, increased energy, reduced stress, a sense of social belonging and balance between work and play.

The Naperville Park District provides a wide range of recreation opportunities. Staff coordinates a number of initiatives and programs which are available to all constituents, regardless of age, ability, ethnicity or financial means. In addition to providing programs, staff coordinates the use of District resources through the issuance of permits for athletic fields and facilities used by a variety of individuals, community groups, and athletic organizations. Programs offered by the Naperville Park District fall within the following **Core Program and Service Areas**. They include:

- **Sports**
- **Arts**
- **Youth, Teen & Family**
- **Aquatics, Fitness & Wellness**
- **Active Seniors**
- **Special Events & Projects**
- **Environmental**

Examples of programs include:

- Introductory skill development programs such as T-ball, soccer, lacrosse, arts, music and swimming
- Skill development programs such as dance, martial arts, swimming, and golf
- Socialization and education programs such as day camps and early childhood classes
- Recreational sports leagues for youth and adults

- Open swim, play, gym and skating programs for all ages
- Parent/child classes
- Entertainment in the Parks including kids' concerts, recitals and other performances free to the public
- Community and family special events such as the Kite Fly Festival, Halloween Happening, and New Year's Eve Countdown
- Outdoor walking, jogging and biking available year-round on our extensive trail system
- Health and fitness programs
- Personal development programs such as art, computer, martial arts, nutrition and cooking
- Drop-in senior programs

Recreation Programming Plan Action:

Programs shall be based upon Conceptual Foundations of Play, Recreation and Leisure. Current and newly proposed leader-directed programs must fall within one of the District's Core Program and Service Areas. Programs will be evaluated using the Park District's *New Recreation Program or Service Review Procedure* (see Appendix A).

Frequency:

- Evaluation of Programs against Conceptual Foundations – Annually (Existing)- As Proposed (New)
- Evaluation of New Leader-directed Programs against Core Program and Service Areas – As Proposed

B. Constituent Needs

Having full knowledge of the community's needs, interests and behaviors is essential for program development. Needs of the community are determined through community surveys, program evaluations, Recreation staff meetings, trend identification and participant input (both formal and informal). Additionally, the Park District has adopted a Public Participation Process related to Capital Initiatives to formalize the processes and procedures for communicating and receiving constituent feedback on projects. Examples of some of our efforts to assess constituent needs include:

- *Program & Service Evaluations (evaluations and data analysis on-going)*
- *2000 – present, Youth Ambassador Program (YAP)*
- *2005 Community Interest and Opinion Survey*
- *2009 Community Interest and Opinion Survey*
- *2012 Community Interest and Opinion Survey*
- *Public Open Houses, Project Committees, Focus Groups, Program and Project Surveys*

Recreation Programming Plan Action:

Constituent needs shall be considered during development of programs. The feedback received will be used to enhance existing programs and develop new offerings. Feedback also will be utilized to confirm/modify standards for program and facility development.

Frequency:

- Program & Service Evaluations – Quarterly
- Committees, Open Houses, Focus Groups – On-going
- Community Interest & Opinion Survey – Every 3 to 5 Years

C. Community Opportunities

Naperville has access to many excellent recreational amenities throughout the community. When planning activities and making decisions about program and facility priorities, one of the essential planning functions is to review the 2012 Master Plan, which includes a community inventory of district-wide amenities and adopted standards for the provision of open space and amenities. The Naperville Park District utilizes internal recreational resources, as well as those made available through collaboration in an effort to meet community needs for recreation programs and services.

In addition to making programs and facilities accessible geographically throughout the community, the Naperville Park District provides opportunities for individuals with special needs or financial hardships. The District participates as a member of the Western DuPage Special Recreation Association (WDSRA), which provides inclusion services for programs and offers programs designed for individuals with special needs. The District also maintains a scholarship program, making activities accessible to those who could otherwise not afford to participate.

Examples of programs and services meeting this program determinant are listed below.

- Naperville Park District includes 73 neighborhood parks, 10 community parks, 8 district-wide parks, 6 special use parks, 15 greenways, 25 preservation areas, and 2 golf courses which provide recreational opportunities for participants of all ages and abilities.
- The Naperville Park District offered over 1,500 programs and activities for participants of all ages in 2015, ultimately serving over 48,000 registrants including youth, adults and special needs populations through a variety of sports, arts, aquatics, fitness & wellness, active senior, and special event programs and activities.
- Inclusion services are provided annually to over 360 Naperville Park District constituents in over 600 programs, and over 4,000 Naperville registrations are received annually for special needs programs through WDSRA.
- 158 households received scholarships from the Naperville Park District in 2015 to participate in programs, resulting in the distribution of nearly \$32,000 in scholarship funding.
- Over 55 miles of biking and walking trails, 119 athletic fields, 60.5 athletic courts, 2 skate facilities, 2 golf courses, 1 trapshooting facility, 1 outdoor aquatics facility, and over 42,000 square feet of indoor space are maintained by the Park District.
- Cooperative agreements with Naperville School Districts provide over 18,000 square feet of additional indoor recreation space.
- A public/private lease agreement provides over 11,500 square feet of indoor recreation space in south Naperville.
- In 2015 over 2,700 volunteers assisted the District, resulting in over 94,000 hours of volunteer service.

Recreation Programming Plan Action:

When possible, the District will collaborate in an effort to meet community needs for recreation programs and services. Consideration will be given to program and service accessibility during the development process. Programs and services will be made available geographically throughout Naperville, to the extent that adequate facilities and resources are available. Programs and services will be made available to individuals with special needs and individuals demonstrating financial hardships.

Frequency:

- Geographic Review of Programs – Annually
- Participation in WDSRA – On-going
- Award of Scholarship Funds – Quarterly (As applications are received)

D. Agency Mission, Philosophy, Goals and Core Values

The Naperville Park District makes every effort to provide the community with quality programs that support our mission, philosophy, goals and core values. The services and programs provided by the Naperville Park District have been developed to support these areas. Determining what programs and services are provided is done in a systematic manner, evaluating not only constituent needs, but program objectives and outcomes against our mission and core values. The Naperville Park District has adopted the following core values:

**Naperville Park District
Core Values**

The Naperville Park District embraces these core values that emphasize collaboration, integrity and accountability:

Health and Wellness	<ul style="list-style-type: none">• Promote community health and wellness• Help build healthy lifestyles and encourage a reduction in obesity• Promote year round physical fitness
Environmental Education, Stewardship and Sustainability	<ul style="list-style-type: none">• Promote natural resource management• Promote sustainability initiatives
Community Enrichment	<ul style="list-style-type: none">• Provide co-sponsored family special events• Promote cultural diversity and creativity• Promote community involvement
Public Safety	<ul style="list-style-type: none">• Meet or exceed public safety standards• Collaborate with other units of government to promote public safety
Accessibility	<ul style="list-style-type: none">• Promote connectivity of recreational paths or trails• Provide accessible parks, facilities and programs
Personal Growth and Enrichment	<ul style="list-style-type: none">• Promote personal creativity• Promote the development of life skills

As identified in the 2010 Organizational Assessment of Operations Report completed by Springsted, the basic premise supporting recreation program planning is to provide equitable service to all segments of the community through leader-directed and self-directed programs consistent with the District's core values. Leader-directed programs and services are defined as recreation opportunities where participant involvement is directed by a leader. Examples include skill instruction classes and youth sports. Self-directed programs and services are defined as recreation opportunities where participant involvement does not require leadership or occurs with only general supervision. Examples include picnic facilities, tennis courts, biking trails, self-guided nature trails, garden plots and playgrounds.

The Naperville Park District has identified the following community segments, or cohorts, served by the District's recreation programs. Assessing core program offerings by cohorts helps to identify existing gaps in programming. Existing cohorts served by the District include early childhood, youth, teens, young adults, adults, active older adults, seniors, families, and persons with special needs. The District is able to determine recreation programming considering each cohort's representation in census data, school enrollment data, and District data on current participants.

Core Recreation Programs are defined as those programs, which over time, will meet District core values and address the conceptual foundations of play, games, recreation, tourism, and sports as identified by Rossman and Schlatter in the Recreation Programming, 5th edition text. Leader-directed programs should be offered in accordance with the interest and needs of each cohort and evaluated over time on quality of life outcome-based performance measurements.

Recreation Programming Plan Action:

Recreational experiences developed and offered by the District will be consistent with its Mission, Philosophy, Goals and Core Values. Programs and services will be evaluated against the mission of the District. Leader-directed programs also will be evaluated against core values, and in most cases must meet a minimum of 3 core value areas to remain a viable District offering. Programs that do not meet a minimum of 3 core values will either be restructured or eliminated/not offered. Existing programs will be measured against cohorts to determine gaps in programming. Consideration will be given to community demographics and past age segment participant data.

Frequency:

- Evaluation of Recreational Experiences against Mission and Philosophy – Annually (Existing), As Proposed (New)
- Evaluation of Leader-directed Programs against Core Values – Annually (Existing), As Proposed (New)
- Evaluation of Programs against Cohorts - Annually

E. Experiences Desirable for Clientele

Diversity in programs and services is essential in order to meet the recreational needs and desires of the community. Age, interests, costs, locations and special needs are taken into consideration when planning programs. Below are some examples of our diverse programs and services within the core program and service areas identified earlier in this document.

- The Naperville Park District offered over 1,500 programs and activities for participants of all ages in 2015, ultimately serving over 48,000 registrants including youth, adults and special needs populations through a variety of sports, arts, aquatics, fitness & wellness, active senior, and special event programs and activities.
- Inclusion services are provided annually to over 360 Naperville Park District constituents in over 600 programs, and over 4,000 Naperville registrations are received annually for special needs programs through WDSRA.
- Sports activities include: Naperville Youth Soccer, T-ball, Coach-pitch, Softball, Youth Sport Camps, Youth Instructional Sports, Adult Leagues, Cricket, Flag Football, Golf
- Arts activities held throughout the year include: Non-Recital and Recital Dance, Theater, Carillon Recitals, Pottery, Painting

- Youth, Teen and Family activities include: Day Camps, Early Childhood Classes, Preschool, TNT, Battle of the Bands, Family Campouts, Ghost Stories
- Aquatics, Fitness & Wellness activities include: Youth Learn to Swim, Water Polo, Group Fitness Classes, Yoga
- Active Seniors activities include: Drop-in Card Games, Bingo, Day Trips
- Special Event and Project activities include: Kite Fly Festival, Concerts in Your Park, Halloween Happening, Santa House
- Numerous self-directed experiences also are available throughout the District. Examples are listed in Section C of this document.

Recreation Programming Plan Action:

Program planning will consider age, interests, costs, locations and special needs.

Frequency:

- On-going

Recreation Department Personnel

The Recreation Department consists of six divisions, including Programming, Community Relations, Recreation Support, Aquatics and Facilities, Environmental, and Volunteers. The Recreation Programming Division is directly responsible for the coordination and management of the District's programs. In 2006 the Recreation Programming Division was reorganized into 6 core program and service areas – Sports, Arts, Youth, Teen and Family, Aquatics, Fitness and Wellness, Active Seniors, and Special Events and Projects. In 2014 "Environmental" was added as a core program area in anticipation of the Knoch Knolls Nature Center opening. The Director of Recreation has overall responsibility for the Recreation Programming Division (8 full-time Program Managers, 1 Nature Center Manager, 2 Facility Managers, 1 Food & Beverage Manager, 1 Volunteer Coordinator, and 19 part-time seasonal Program Coordinators). The Program Managers, Facility Managers, and Nature Center Manager are responsible for managing programs and services within each of the core program and service areas.

Recreation Programming Division Staff: (FTE = Full Time / PTE = Part Time)

1 FTE – Director of Recreation

8 FTE – Program Managers

1 FTE – Nature Center Manager

2 FTE – Facility Managers

1 FTE – Food & Beverage Manager

1 FTE – Volunteer Coordinator

19 PTE – Recreation Program Coordinators

1 PTE – Administrative Assistant

Approx. 800 PTE – Program instructors and support staff. The number of seasonal positions fluctuates during the year with summer having the greatest number of staff.

Recreation Programming Plan Action:

Staffing levels within the Recreation Programming Division will be evaluated during development of the annual budget. Any recommendations for staffing changes will be based on projected program and service growth/decline and the completion of strategic goals and objectives.

Frequency:

- Annually

Programs and Services

The Naperville Park District is comprised of 137 parks with over 55 miles of biking and walking trails, 119 athletic fields, 60.5 athletic courts, 2 skate facilities, 2 golf courses, 1 trapshooting facility, 1 outdoor aquatics facility, and over 42,000 square feet of indoor space. In 2016 the Naperville Park District will add over 79,000 square feet of indoor recreation space with the opening of the Fort Hill Activity Center. These amenities provide recreational opportunities for participants of all ages and abilities.

Programs are made available based on participant interests, market trends, recreation fundamentals and available resources. It is the goal of the recreation division to provide high quality programs that meet the needs of the community and maximize resources. The Recreation Programming Division's mission, goals and objectives are listed below.

Mission, Goal and Objectives

District Mission

To provide recreation and park experiences that enrich the quality of life for our community.

Recreation Programming Division Mission

To create, manage and facilitate recreation experiences for all ages that promote our core values and enrich the quality of life for our community.

Goal

To provide quality programs that meet the needs of the community, maximize resources, promote our core values and provide the community a variety of opportunities to participate in both self-directed and leader-directed activities.

Division Objectives

The Recreation Division has set the following division objectives based upon the District's core values and strategic objectives. These objectives are in addition to, and in some cases overlap, objectives included within the strategic plan.

Participant

1. Encourage socialization and personal growth through participation.
2. Provide recreation activities that improve health and wellness and build life-long skills.
3. Provide programs that are accessible.
4. Increase and/or maintain annual participation levels.
5. Expand, restructure or eliminate existing programs based on declining demand.
6. Develop new programs based on new trends and/or community demand.

Community Collaboration, Involvement & Communication

1. Identify key projects and initiatives that may be advanced through partnerships and pursue opportunities for collaboration.
2. Improve outreach efforts by fostering strategic targeting of promotional efforts, effective joint promotional efforts and effective distribution of public information materials.
3. Utilize constituent feedback (residents, participants, park users, interest groups) in setting priorities for planning, development, programming, use of facilities and other recreation related matters.

Resources (facilities, staff, volunteers)

1. Evaluate existing facilities for opportunities to increase revenue potential.
2. Maintain high quality programs.
3. Maintain/encourage cooperative facility arrangements and joint use agreements.
4. Provide skills training and development programs to improve and expand staff skills and capabilities.
5. Maintain and build a high volunteer base.
6. Improve the use and effectiveness of volunteers by maintaining a diverse pool of skilled volunteers; an effective system for matching volunteers with specific tasks based on skills required, time commitment and other factors; and adequate training and supervision.
7. Consistently reward and recognize staff and volunteers for their contributions to the District.

Evaluation

1. Data collection, coordination and analysis capabilities will provide adequate information for planning, evaluation and management.
2. Continue to evaluate and review existing facilities, programs and services on an on-going basis to measure use and demand and determine value to constituents.
3. Measure community satisfaction and needs and adapt program offerings accordingly.

Core Program and Service Area Primary Objectives

The Recreation Division has established the following Core Program and Service Area Primary Objectives. The primary objectives of each program area are intended to support the Core Values adopted by the District. Individual program objectives are included within Program Analysis Worksheets, which are updated and reviewed annually. Program objectives are intended to support the Core Program and Service area Primary Objectives outlined below.

Core Program and Service Area	Primary Objectives
Sports	<ul style="list-style-type: none">• Participants will increase Socialization & Personal Growth• Participants will improve their Health & Wellness• Participants will Build Life-long Skills• Programs offered will be Accessible to varying demographics and abilities• Programs offered will support New Trends or Community Demand
Arts	<ul style="list-style-type: none">• Participants will increase Socialization & Personal Growth• Participants will Build Life-long Skills• Programs offered will be Accessible to varying demographics and abilities• Programs offered will support New Trends or Community Demand
Youth, Teen & Family	<ul style="list-style-type: none">• Participants will increase Socialization & Personal Growth• Participants will Build Life-long Skills• Programs offered will be Accessible to varying demographics and abilities• Programs offered will support New Trends or Community Demand

Aquatics, Fitness & Wellness	<ul style="list-style-type: none"> • Participants will increase Socialization & Personal Growth • Participants will improve their Health & Wellness • Participants will Build Life-long Skills • Programs offered will be Accessible to varying demographics and abilities • Programs offered will support New Trends or Community Demand
Active Seniors	<ul style="list-style-type: none"> • Participants will increase Socialization & Personal Growth • Participants will improve their Health & Wellness • Participants will Build Life-long Skills • Programs offered will be Accessible to varying demographics and abilities • Programs offered will support New Trends or Community Demand
Special Events & Projects	<ul style="list-style-type: none"> • Participants will increase Socialization & Personal Growth • Participants will improve their Health & Wellness • Programs offered will be Accessible to varying demographics and abilities • Programs offered will support New Trends or Community Demand
Environmental	<ul style="list-style-type: none"> • Participants will increase Socialization & Personal Growth • Participants will Build Life-long Skills • Programs offered will be Accessible to varying demographics and abilities • Programs offered will support New Trends or Community Demand

Collaborative Partnerships

The Naperville Park District has numerous written agreements and contracts for cooperative use, maintenance of facilities, and administration of programs and services. Intergovernmental cooperative agreements exist with the City, School Districts, neighboring Park Districts, and Forest Preserve Districts. Additionally, the Park District partners with community organizations, service clubs and athletic organizations. Below are a few examples:

1. The Naperville Park District worked collaboratively with Naperville Community Unit School District 203 and Indian Prairie School District 204 to develop gymnasiums and outdoor athletic fields for shared use.
2. The Naperville Park District worked cooperatively with the Naperville School Districts, City of Naperville, and Forest Preserve Districts to lease park property for the provision of community open space.
3. The Naperville Park District works cooperatively with the City of Naperville and Forest Preserve Districts to develop and maintain walking, jogging and biking trails throughout the community.
4. The Naperville Park District collaborates with eight other park districts to fund the Western DuPage Special Recreation Association (WDSRA) to provide inclusion services and programs for individuals with special needs.
5. The Naperville Park District works cooperatively with the City of Naperville to maintain the Naperville Riverwalk, considered the “Crown Jewel” of Naperville.

6. The Naperville Park District collaborates with the City of Naperville on the operation and maintenance of the Millennium Carillon and Visitor Center.
7. The Naperville Park District works cooperatively with the Naperville Sportsman's Club in the operation of the Sportsman's Park Trapshooting Range.
8. The Naperville Park District worked cooperatively with Naperville athletic organizations in the shared funding of athletic field renovations and development.
9. The Naperville Park District leases facility space to Ecumenical Adult Day Care at the District's Senior Center.
10. The Naperville Park District collaborated with the Woodridge Park District on the purchase of a mobile stage in 2010, and works cooperatively with Woodridge to schedule the stage each year.
11. The Naperville Park District works cooperatively with the Lisle Park District for emergency use of aquatics facilities for season pass holders.
12. The Naperville Park District entered into a public/private partnership in 2012 to lease approximately 11,500 sq ft of indoor programming space in south Naperville.

The Naperville Park District Board of Commissioners has adopted the following administrative policy with respect to ***Cooperation between Agencies***.

"The Park District recognizes the need and desirability of cooperating with community agencies in order to best serve the residents of the District in the most economical manner.

The Board members and staff of the District will strive to cooperate to the fullest extent with other agencies in the community, including governmental, public, private, and voluntary organizations.

Cooperation with other agencies should not be detrimental to the functions or operations of the District or be adverse to prior commitments of the District made with individuals or groups.

All contacts with other agencies will be handled through the office of the Executive Director, except where he/she may authorize such relations to be maintained by other staff members."

Recreation Programming Plan Action:

To its fullest extent, the Recreation Department will collaborate on the provision of recreation programs and services when it is believed that such cooperative efforts will better serve District residents while making the best utilization of District resources. The department will proactively create resource sharing and cost savings opportunities for the Park District through community partnerships. In addition, the Recreation Department will maintain an inventory of other program and service providers to understand recreational offerings available to the community. Information included within the inventory will be utilized in planning efforts to understand gaps in services and identify opportunities for potential partnerships.

Frequency:

On-going

Comprehensive Review of the Recreation Programming Plan

The review and update of any plan is an essential phase of the overall planning process. Updates to the Recreation Programming Plan will coincide with updates to the Master Plan and Strategic Plan in order to maintain continuity among the District's planning documents. Plan updates will consider changes

with community demographics, industry and local trends, resource availability, and feedback from program participants. Participant feedback provides important information for improving program and service offerings. The Naperville Park District gathers participant information related to programming in the following ways:

- **Program, Membership and Facility Rental Evaluations** - conducted at the end of a program session or facility rental. Evaluations are conducted using the Program Evaluation Procedure. Results for each program survey are compiled and shared with the Director of Recreation and the Program Manager responsible for the activity. Evaluations are completed quarterly.
- **Customer Comments** – included on the program and rental evaluations.
- **Attendance Numbers** – compiled from daily attendance at drop-in facilities, such as Centennial Beach, Paddleboats, and Sportsman’s Park Trapshooting Range. Attendance numbers are tracked annually.
- **Participation numbers** – tracked through the recreation software system. Comparison reports are generated to evaluate participant data from prior seasons. Participation numbers are tracked quarterly.
- **Program and Service Statistics** - appropriate program and service statistics are monitored and evaluated. References to statistics are used in making decisions for programs, program improvements, and assisting with meeting target measurements and strategic objectives.
- **Implementation of the Public Participation Process** – includes community meetings, open houses, review teams and focus groups. Meeting notes are collected and considered during program and project planning. Implementation of the process occurs in conjunction with capital projects or events.
- **Community Interest & Opinion Surveys** –includes the completion of a statistically valid survey of the community. Community surveys are conducted every 3 to 5 years. Local program and service trends are identified through survey results and assist in the development of agency goals and objectives.

Recreation Programming Plan Action:

The Recreation Department will gather participant feedback using the means outlined above. Updates to the Recreation Programming Plan shall be completed in conjunction with Master Plan and Strategic Plan updates, or when significant changes are anticipated with community demographics, industry and local trends, resource availability, or results from participant feedback. Plan revisions shall be reviewed and discussed by the District’s Parks and Recreation Committee prior to implementation. Results will be tracked through program and service evaluations and plan updates.

Frequency:

- Plan Updates – Annually (Completed in conjunction with Master Plan & Strategic Plan updates.)
- Program & Service Evaluations – Quarterly
- Attendance Numbers – Annually
- Participation Numbers – Quarterly
- Public Participation Process – On-going
- Community Interest & Opinion Survey – Every 3 to 5 Years

Appendix A

New Recreation Program or Service Review Procedure

New Recreation Program or Service Review Procedure

- I. **Purpose:** The purpose of this procedure is to outline the steps required to submit and respond to a request for a new recreation program or service.
- II. **Scope:** The procedure applies to all recreation program or service requests submitted for consideration to the Recreation Department.
- III. **Procedure:**

A. Administer *New Recreation Program or Service Request Form*

Upon development or receipt of a request for a new recreation program or service, the Recreation Department staff member or requesting individual shall complete a *New Recreation Program or Service Request Form*. The completed form shall be provided to the Director of Recreation for review.

B. Evaluate *New Recreation Program or Service Request Form*

The completed form is evaluated by the Director of Recreation. A New Program or Service Evaluation sheet is completed for each form, measuring the proposed program or service against a series of questions, including the District's mission, vision and core values.

C. Approve or Deny Request

The Director of Recreation will review the completed request form and evaluation sheet with Program Management staff. The group will recommend to approve the program/service, or deny the request based upon the results of the evaluation. A response will given to the person who submitted the request form indicating whether the program or service will be implemented.

- D. If the program or service is approved the information will be forwarded to the appropriate Program Manager to begin implementation.

IV. Recreation Program and Service Considerations

The following considerations shall be used during the evaluation of new recreation programs and services.

Program and Service Determinants

Naperville Park District programs and services shall be based on:

- A. Conceptual Foundations of Play, Recreation and Leisure**
- B. Constituent Needs**
- C. Community Opportunities**
- D. Agency Mission, Philosophy, Goals and Core Values**
- E. Experiences Desirable for Clientele**

The Naperville Park District will make every effort to provide programs and services that meet community needs for recreation. The services and programs provided by the Naperville Park District will be developed to support our mission, vision and core values.

Planning, community research, outreach to targeted groups, benchmarking, evaluations and other methods of customer feedback will ensure that the programs offered reflect community needs and support the Park District's philosophy. We will collaborate with many public and private entities to provide these programs and services including school districts, the business community, non-profit agencies and community users.

Core Program and Service Areas

Programs offered by the Naperville Park District fall within the following Core Program and Service Areas. They include:

- **Sports**
- **Arts**
- **Youth, Teen & Family**
- **Aquatics, Fitness & Wellness**
- **Active Seniors**
- **Special Events & Projects**
- **Environmental**

Programs and services implemented by the District shall fall within a core area.

Mission and Core Values

Determining what programs and services are provided is done in a systematic manner, evaluating not only constituent needs, but program objectives and outcomes against our mission and core values. The Naperville Park District mission is “[t]o provide recreation and park experiences that enrich the quality of life for our community.” The Naperville Park District has adopted the following core values.

Naperville Park District Core Values	
Health and Wellness	<ul style="list-style-type: none">• Promote community health and wellness• Help build healthy lifestyles and encourage a reduction in obesity• Promote year round physical fitness
Environmental Education, Stewardship and Sustainability	<ul style="list-style-type: none">• Promote natural resource management• Promote sustainability initiatives
Community Enrichment	<ul style="list-style-type: none">• Provide co-sponsored family special events• Promote cultural diversity and creativity• Promote community involvement
Public Safety	<ul style="list-style-type: none">• Meet or exceed public safety standards• Collaborate with other units of government to promote public safety
Accessibility	<ul style="list-style-type: none">• Promote connectivity of recreational paths or trails• Provide accessible parks, facilities and programs
Personal Growth and Enrichment	<ul style="list-style-type: none">• Promote personal creativity• Provide the development of life skills

New programs and services shall be evaluated against the Park District mission and core values. Program outcomes and objectives implemented by the District must support the mission and meet a minimum of 3 core values.

**New Recreation Program or Service
Request Form**
(Use of Online Form Preferred)

The decision to offer a new program or service is based on specific criteria as determined by the Naperville Park District. To determine the qualification of a new program or service, please complete this form and return it to the Recreation Department.

Program or Service Title			
Contact Person/Instructor			
Email			
Phone (Day)	()	Phone (Evening)	()
Program or Service Description			
Program Objectives:			
Program Guide Description:			

Participants			Program Schedule	
Expected number in class.			Season of the year.	
Min. number for class.			Number of weeks program meets.	
Max. number for class.			Days per week program meets.	
Age Group	Youngest		Hours per day program meets.	
	Oldest		Anticipated fee for program.	
Equipment/Facility Requirements				
Equipment/Supplies Needed for Program:				
Facility Requirements:				

New Recreation Program or Service Evaluation Form

The evaluation form will be completed by the Naperville Park District Recreation Department.

Date Received: _____

Proposed Program
or Service Title: _____

Please respond to the following questions using information provided in the New Recreation Program or Service Request Form.

1. Do the objectives and outcomes of the program or service support the Park District mission?

_____ Yes _____ No *(If no, do not offer.)*

2. Which core area will the program or service meet?

_____ Sports
_____ Arts
_____ Youth, Teen & Family
_____ Aquatics, Fitness & Wellness
_____ Active Seniors
_____ Special Events & Projects
_____ Environmental

_____ None *(If none, do not offer.)*

The Goal of the Recreation Programming Division is *"to provide quality programs that meet the needs of the community, maximize resources, promote our core values and provide the community a variety of opportunities to participate in both self-directed and leader-directed activities."*

3. Is there community need for the program or service? *(A "Yes" response will support the Division Goal of meeting community needs.)*

_____ Yes _____ No *(If no, do not offer.)* _____ Unknown

4. Are appropriate resources (i.e. facilities, equipment, etc.) available for the program?

_____ Yes _____ No

4a. If yes, will the program or service assist in maximizing available District resources? *(A “Yes” response will support the Division Goal of maximizing resources.)*

_____ Yes _____ No

4b. If no, can appropriate resources be secured?

_____ Yes _____ No *(If no, do not offer.)*

5. Will the program or service promote the District’s core values? *(A “Yes” response will support the Division Goal of promoting core values.)*

_____ Yes _____ No *(If no, do not offer.)*

5a. If yes, which core values are supported by the objectives and outcomes of the program or service?

- _____ Health & Wellness
- _____ Environmental Education, Stewardship and Sustainability
- _____ Community Enrichment
- _____ Public Safety
- _____ Accessibility
- _____ Personal Growth and Enrichment
- _____ None *(If none, do not offer.)*

The program or service must meet a minimum of 3 core values to be considered for implementation. If 3 core values are not met do not offer.

6. Is a similar program or service already offered by the Park District? (A "No" response will support the Division Goal of providing a variety of opportunities to participate in both self-directed and leader-directed activities.)

_____ Yes _____ No

- 6a. If yes, can the program or service be implemented without adversely impacting the other offering(s)?

_____ Yes _____ No (If no, do not offer.)

7. Is a similar program or service already offered by another provider within the community?

_____ Yes _____ No

- 7a. If yes, is there sufficient community demand to provide additional offerings?

_____ Yes _____ No (If no, do not offer.) _____ Unknown

8. The outcome of participant involvement in the District's Core Programs and Services shall support primary objectives. Which of the below participant objectives are supported by the proposed program or service.

_____ Encourage Socialization & Personal Growth
_____ Improve Health & Wellness
_____ Build Life-long Skills
_____ Provide Accessibility
_____ Support New Trends and/or Community Demand

9. Are qualified staff available to instruct the program? _____ Yes _____ No

Response to Program or Service Request

The request for a new recreation program or service is:

☐ Approved ☐ Not Approved.

Reason(s) for decision:

Comments, questions, or concerns regarding the decision to approve the program or service request may be directed to the Director of Recreation at (630) 848-5000.