



**Park District of Oak Park**

**2015-2019**

**Recreation Programming Plan**

# Purpose

The primary purpose of the Recreation Plan is to provide the Park District of Oak Park an overview of community needs and an analysis of how the Park District can meet the recreation needs of the community. The plan is a companion document to the Comprehensive Master Plan as well as the Strategic Plan. It provides a guide to the orderly development of programs and services. It is flexible documents that pulls information from various sources such as demographic information, program trends, etc. and compiles them for staff to have quick access to while developing and delivering programs to meet the needs of the residents of Oak Park.

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# Park District Plans & Reports

## **Comprehensive Master Plan**

The Recreation Plan is tied to the Park District's 2015-2024 Comprehensive Master Plan that sets the overall direction for the Park District for the next 10 years, including specific recommendations various areas of the Park District. The recreation programming team has identified the recommendations related to recreation programs and services and used them as a guidelines for the goals and objectives of this plan. Examples include: integration of art into parks, conducting a feasibility study for an indoor recreation facility, managing partnership opportunities, increasing participation levels within district, improving adult fitness programming, improving environmental education programming, creating and supporting continued cultural opportunities and managing revenue growth.

## **Strategic Plan**

The Park District has identified 5 strategic initiatives, which are areas of special emphasis crucial for the continued success of the Park District – Customer-Focused, Financially Strong, Maintaining Our Infrastructure, Employee Excellence, and Organizational Excellence. The Park District developed the 2013-2015 Strategic Plan to identify objectives in order to drive the agency forward in these areas. The Park District emphasizes tie-in's to the Strategic Plan when developing goals and setting budget priorities.

## **Budget**

Yearly the Program Staff use the data included in this report in addition to general program observations and networking with peers to identify the program's they are going to budget for the following year. The budget process begins in July and is presented and approved by the board in late Fall. The budget document sets the plan for program offerings for the following calendar year. Staff understands that if a program misses the budget mark or a new program opportunity presents itself that fits into the overall direction that new programs can be added or used to replace struggling programs. This gives managers and supervisors an expectation and template for each calendar year for what programs will be offered for a particular year as well as enrollment and expense.

## **Recreation Report**

The Recreation programming team develops a yearly report called the Annual Recreation Programming and Participation Report. In addition to informing the Board of Commissioners and other stakeholders of the progress made by the recreation programming team, the formation of the report gives the recreation programming team an opportunity to reflect on prior year's performance and make recommendations moving forward. This report serves as the guide for the following year's program offerings. It takes into account the previous year's program successes and failures and sets priorities and direction for the following year. *(See Appendix I for the latest version of this report.)*

# Program Objectives

The mission of the Park District is “In partnership with the community, we enrich lives by providing meaningful experiences through programs, parks, and facilities.” In order to ensure that work towards achieving our mission and accomplishing our goals for recreation programming is actually producing results that benefit the community, each goal is tied to a specific and measurable objective. The current results of these objectives are tracked on the Park District’s dashboards as part of the MPOWER program in order for the recreation programming team to frequently monitor progress towards achieving these objectives year-round.

This report will be updated at the end of each calendar year with the annual results of each objective.

Organizational Mission, Initiative, or Plan	Goal	Objective
Strategic Initiative: Customer-Focused	<i>To provide programs that engage residents of all ages.</i>	The Park District will serve a minimum of Infant/Preschool      45% of population Youth                      75% of population Teens                      27% of population Adults                      25% of population Seniors                    10% of population
Strategic Initiative: Customer-Focused	<i>To provide quality programs that meets the needs of our residents.</i>	Score an average of 8.00 out of 10 on the “Overall Experience” score on the Program & Event Evaluation
Strategic Initiative: Staff Excellence	<i>To provide quality and engaging staff to deliver programs to our residents.</i>	Score an average of 8.00 out of 10 on the “Staff Quality” score on the Program & Event Evaluation
Strategic Initiative: Organizational Excellence	<i>To provide a safe environment and programs for all participants.</i>	Park District will achieve gold level status from Ellis for aquatic audits  Park District will maintain American Camping Association accreditation for day camp programs  Park District will maintain DCFS licensing standards for preschool program
Strategic Initiative: Customer-Focused	<i>To ensure participants meet their goals for participating in Park District Programs.</i>	At least 90% of respondents indicate that they achieved their goal for registering for a Park District program on the Program & Event Evaluation.
Strategic Initiative: Customer-Focused	<i>To provide affordable programs to our residents.</i>	Score an average of 7.00 out of 10 on the “Price” score on the Program & Event Evaluation

# Demographic Information

*Information below is pulled from information provided in the Comprehensive Master Plan document*

## **DEMOGRAPHIC ANALYSIS**

The Demographic Analysis provides an understanding of the population within the Village of Oak Park, Illinois boundaries. This analysis is reflective of the total population, and its key characteristics such as age segments, income levels, race, and ethnicity.

It is important to note that future projections are all based on historical patterns and unforeseen circumstances during or after the time of the projections could have a significant bearing on the validity of the final projections.

## **DEMOGRAPHIC OVERVIEW**

The total population of the target area had a slight decrease of approximately 1.2% from 52,524 in 2000 to 51,878 in 2010. The current estimated population for 2013 is 52,080, and it is projected to remain steady at 52,497 in 2018, and total 52,114 by 2028.

According to the U.S. Census reports, the total number of households in the service area has decreased by approximately 1.8%, from 23,079 in 2000 to 22,670 in 2010. The Village of Oak Park is estimated to have 22,765 households in 2013, and is expected to grow to 22,805 households by 2028.

Based on 2013 estimates, the target area's median household income (\$72,867) and per capita income (\$44,599) are both well above state and national averages.

According to the 2010 Census results, the population of the Oak Park is slightly older (38.8 years) than the median age of the U.S. (37.2 years). Projections show that the target area will undergo an aging trend, with the 55+ group growing to represent 34.7% of the total population by 2028.

The majority of the estimated 2013 population is White Alone (67.52%), with the Black Alone (21.22%) representing the largest minority. Future projections through 2028 expect the area's racial composition to remain consistent, as White Alone decreases minimally to 66.69%, followed by Black Alone (19.43%) and Asian (6.24%) minorities.

## **VILLAGE OF OAK PARK POPULACE**

The target area has witnessed minimal change in recent years. From 2000 to 2010, the service area's total population underwent a slight decrease of 1.2%, from 52,524 to 51,878. In 2013, the population was estimated to be 52,080. Projecting ahead, the total population of Oak Park is expected to remain relatively flat lined over the next 15 years. Based on predictions through 2028, the local population is anticipated to have approximately 52,114 residents living within 22,805 households

## **AGE SEGMENT**

Evaluating the distribution by age segments, the service area is largely balanced between youth, young adult, family, and senior populations. In 2010, the largest segment by population is the 35-54 group representing 31.5%, and the smallest is the 18-34 segment which constitutes 20% of the population.

Over time, the overall composition of the population is projected to undergo a rapid aging trend. Based on the 2013 estimate, the 35-54 segment remains the largest age group by a narrow margin at 29.8% of the population, but the 55+ is expected to grow to be the largest segment within the next five years. Future projections through 2028 show that the <18 and 35-54 segments will undergo small decreases in size as compared to the population as a whole, while the 18-34 and 55+ groups will grow. The 55+ group is expected to grow more rapidly than any other segment, and represent approximately 34.7% of the population by 2028. This is consistent with general national trends where the 55+ age group has been growing as a result of increased life expectancies and the baby boomer population entering that age group

### ***RACE AND ETHNICITY***

In analyzing race and ethnicity, the selected area is quite diverse. The 2013 estimate shows that over 85% of the population falls into the White Alone (67.52%) and Black Alone (21.22%) categories. Predictions for 2028 expect the population to remain mostly concentrated within the two largest racial categories, with the White Alone and Black Alone representing 66.69% and 19.43%, respectively. Based on 2028 projections, the Asian (6.24%) population and those belonging to Two or More Races (4.66%) are expected to continue growing. The Hispanic / Latino population grew to 6.79% in 2010, and is expected to reach 10.42% of the total population by 2028.

### ***HOUSEHOLDS AND INCOME***

The Village of Oak Park's projected income characteristics demonstrate an upward trend. The median household income is estimated to be \$72,867 in 2013 and per capita income is an estimated \$44,599. Household income is projected to grow to \$99,967 by 2028, while per capita income will reach \$59,095. The median household income represents the earnings of all persons age 16 years or older living together in a housing unit.

### ***LEVEL OF EDUCATION***

The following chart depicts the education level of adults 25 years and older within the Village of Oak Park. Approximately 96% of residents have at least a high school diploma, and nearly 70% have a Bachelor's degree or better. This is significantly higher than national averages and correlates directly with higher income levels and could also indicate a propensity to make greater use of online and social media tools to seek information for PDOP offerings.

### ***CONSUMER SPENDING***

The graph below shows the average consumer dollars spent among residents of Oak Park in 2013. Entertainment/recreation ranks fifth out of the 14 categories reported, averaging over \$4,700 spent per resident, which is higher than even travel and dining out and is certainly encouraging for PDOP offerings.

# Trends Analysis

*Information below is pulled from information provided in the Comprehensive Master Plan document*

Information released by Sports & Fitness Industry Association's (SFIA) 2013 Study of Sports, Fitness, and Leisure Participation reveals that the most popular sport and recreational activities include: fitness walking, treadmill, running/jogging, free weights and bicycling. Most of these activities appeal to both young and old alike, can be done in most environments, are enjoyed regardless of level of skill, and have minimal economic barriers to entry. These popular activities also have appeal because of the social aspect. For example, although fitness activities are mainly self-directed, people enjoy walking and biking with other individuals because it can offer a degree of camaraderie.

Fitness walking has remained the most popular activity of the past decade by a large margin. Walking participation during the last year data was available (2012), reported over 114 million Americans had walked for fitness at least once.

From a traditional team sport standpoint, basketball ranks highest among all sports, with nearly 24 million people reportedly participating in 2012. Team sports that have experienced significant growth in participation are lacrosse, rugby, ice hockey, ultimate Frisbee, gymnastics, beach volleyball, and fast pitch softball— all of which have experienced double digit growth over the last five years. Most recently, ice hockey, roller hockey, and fast pitch softball underwent the most rapid growth among team sports from 2011 to 2012.

In the past year, there has been a slight 1.9% increase of “inactives” in America, from 78.9 million in 2011 to 80.4 million in 2012. According to the Physical Activity Council, an “inactive” is defined as an individual that doesn't take part in any “active” sport. On the bright side, there is evidence that the rate of increase in inactivity is slowing down. Even more encouraging is that an estimated 33% of Americans above the age of 6 are active to a healthy level, taking part in a high calorie burning activity three or more times per week.

*The Sports & Fitness Industry Association (SFIA) Sports, Fitness & Recreational Activities Topline Participation Report 2013* was utilized to evaluate national sport and fitness participatory trends. SFIA is the number one source for sport and fitness research. The study is based on online interviews carried out in January and February of 2013 from more than 38,000 individuals and households.

NOTE: In 2012, the Sports & Fitness Industry Association (SFIA) came into existence after a two-year strategic review and planning process with a refined mission statement-- “To Promote Sports and Fitness Participation and Industry Vitality”. The SFIA was formerly known as the Sporting Goods Manufacturers Association (SGMA).

## **NATIONAL TRENDS IN GENERAL SPORTS**

Basketball, a game originating in the U.S., is actually the most participated in sport among the traditional “bat and ball” sports with almost 24 million estimated participants. This popularity can be attributed to the ability to compete with relatively small number of participants, the limited amount of equipment needed to participate, and the limited space requirements necessary – the last of which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

Since 2007, squash and other niche sports like lacrosse and rugby have seen strong growth. Squash has emerged as the overall fastest growing sport, as it has seen participation levels rise by over 110% over the last five years. Based on survey findings from 2007-2012, lacrosse and rugby have experienced significant growth, increasing by 51.9% and 43.8% respectively. Other sports with notable growth in participation over the last five years were ice hockey (28.4%), ultimate Frisbee (27.1%), gymnastics (25.8%), and beach volleyball (16.2%). From 2011 to 2012, the fastest growing general sports were squash (16%), ice hockey (10.9%), roller hockey (10.5%), and fast pitch softball (9.3%).

In terms of total participants, the most popular activities in the general sports category in 2012 include basketball (23.7 million), tennis (17 million), baseball (13 million), outdoor soccer (12.9 million), and slow pitch softball (7.4 million). All five of these sports have been declining in recent years; however, the sheer number of participants demands the continued support of these sports.

### ***NATIONAL TRENDS IN AQUATIC ACTIVITY***

Swimming is unquestionably a lifetime sport. Swimming activities have remained very popular among Americans, and all three categories have seen an increase in participatory recently. Fitness swimming is the absolute leader in multigenerational appeal with over 23 million reported participants in 2012, a 7.9% increase from the previous year

Aquatic Exercise has a strong participation base, and has reversed a downward trend in the last few years. Aquatic exercise has paved the way for a less stressful form of physical activity, allowing similar gains and benefits to land based exercise, including aerobic fitness, resistance training, flexibility, and better balance.

#### **- Aquatic Participatory Trends**

Doctors have begun recommending aquatic exercise for injury rehabilitation, mature patients, and patients with bone or joint problems due to the significant reduction of stress placed on weight-bearing joints, bones, muscles, and also the affect that the pressure of the water assists in reducing swelling of injuries.

### ***NATIONAL TRENDS IN GENERAL FITNESS***

National participatory trends in general fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among people to improve their health by engaging in an active lifestyle. Many of these activities have very few barriers to entry, which provides a variety of activities that are relatively inexpensive to participate in and can be performed by nearly anyone with no time restrictions.

The most popular fitness activity by far is fitness walking, which had over 114 million participants in 2012. Other leading fitness activities based on number of participants include running/jogging (over 51 million participants), treadmill (nearly 51 million participants), and hand free weights (46.6 million participants).

Over the last five years, the activities that are growing most rapidly are high impact aerobics (up 43.3%), cardio kickboxing (up 39.8%), group stationary cycling (up 34.3%), and running/jogging (up 25.3%). From 2011-2012, the largest gains in participation were in Tai Chi (up 7.7%), Calisthenics (up 6.5%), and Yoga (up 5.2%)

## ***NATIONAL TRENDS IN GENERAL RECREATION***

Results from the SFIA's *Topline Participation Report* demonstrate increased popularity among Americans in numerous general recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with a group, and is not limited by time restraints. In 2012, the most popular activities in the general recreation category include road bicycling (nearly 40 million participants), freshwater fishing (over 39 million participants), and day hiking (over 34.5 million participants).

From 2007-2012, general recreation activities that have undergone very rapid growth are adventure racing (up 131.8%), traditional/road triathlons (up 124.2%), non-traditional/off-road triathlons (up 122.6%), and trail running (up 37.7%). In-line roller skating, horseback riding, and skateboarding have all seen a substantial drop in participation, decreasing by 38.5%, 30.4%, and 26.1% respectively over the last five years.

## ***LOCAL SPORT AND MARKET POTENTIAL***

The following charts show sport and leisure market potential data from ESRI. A Market Potential Data (MPI) measures the probable demand for a product or service in the Village of Oak Park. The MPI shows the likelihood that an adult resident of the target area will participate in certain activities when compared to the US National average. The National average is 100, therefore numbers below 100 would represent a lower than average participation rate, and numbers above 100 would represent higher than average participation rate.

These MPI numbers are provided directly by ESRI and typically calculated using consumption rates for products or services in that area as identified by the Tapestry Segments. The Local Consumption Rate for an area is the ratio of expected consumers compared to the total number of households or adults in that area. The MPI is the ratio of local consumption rate compared to the US consumption rate for that product or service.

The service area is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and money spent on miscellaneous recreation. Overall, the Village of Oak Park participation trends demonstrates high market potential index numbers in all categories. Of particular interest are:

- Participation in Golf, Soccer and Tennis
- All Fitness related programming (jogging / running, aerobics, pilates, yoga, swimming, weightlifting etc.)
- Outdoor Activities (backpacking / hiking, biking, canoeing / kayaking etc.)

# Community Inventory

When identifying new program opportunities or when deciding what to do with a program that is in decline, staff scan the community to see what other agencies are offering similar services. Updated by staff every 5 years (to coincide with the update of this plan), this information is used by programming staff to identify new opportunities for programs and services, as well as potential partners. It is also used by staff to help avoid duplication of services. *(See Appendix II for the latest version of this report.)*

## Program & Service Determinants

The Park District uses the following six program and service determinants when evaluating programs and services offered to the public:

- *Conceptual foundations of play, recreation and leisure,*
- *Organizational agency philosophy mission, vision and goals and objectives,*
- *Constituent interests and desired needs,*
- *Creation of a constituent-centered culture,*
- *Experiences desirable for clientele, and*
- *Community opportunities*

Staff use the table below as a tool to use to determine which recreation programs and services should be offered to best serve the community. This form also helps staff to plot out the benefits of adding a program/service. *(See Appendix III for the examples of completed Program & Service Determinant forms.)*

# Park District of Oak Park

## Program & Service Determinants Tool

Proposed Program or Service:

Staff Member:

Date:

Determinants	Y/N
<b><i>Does this program/service meet conceptual foundations of play, recreation and leisure?</i></b>	
Is there a purposeful end result in the program?	
Does this program improve the quality of life for participants?	
Does this improve social, physical, mental well-being?	
<b><i>Does this program/service meet organizational philosophy, goals and objectives?</i></b>	
Does this program provide quality programs that meet the needs of our residents?	
Does this program provide high quality engaging staff to deliver programs to our residents?	
Does this program provide a safe environment and programs for all participants?	
Does this program provide affordable programs to our residents?	
Does it produce revenue that can help offset the cost of other programs?	
<b><i>Does this meet Constituent interests and desired needs?</i></b>	
Has this program/service been identified as a community need?	
Would this program/service be unique to what is already offered in the community?	
<b><i>Does this program provide an experience that is desirable for the constituent?</i></b>	
Will this program provide an opportunity for participants to meet a personal goal?	
Are program participants involved in planning/evaluating/operating the program or service?	
<b><i>Does this program/service create a constituent centered culture?</i></b>	
Does this program/service meet a targeted age group or population need?	
Is this program/service accessible for various ability levels?	
Is this program/service operated fairly and ethically for all participants?	
Does this program/service promote a healthy lifestyle?	
<b><i>Does this program provide community opportunities?</i></b>	
Does this program provide an opportunity for community members to come together for a common purpose?	
Does this program provide a unique opportunity for residents?	

## Program & Service Statistics

In addition to tracking progress toward meeting plan objectives included earlier in this report, the recreation programming team reviews programs and service statistics on an ongoing basis. The team utilizes data collected on the dashboards through the MPOWER program to monitor enrollment, finances, demographics being served as well as waitlists and other program data. This tool has allowed staff up to the minute data on program enrollment, satisfaction as well as many other data points that help make informed decisions. At the end of the year, the Recreation Report is compiled as well as an annual report that highlights program success and helps staff focus on the things that are doing well. *(See Appendix I for the latest version of this report.)*

This report will be updated at the end of each calendar year with the annual results of each objective.

Goal	Objective	2015	2016	2017	2018	2019
<i>To provide programs that engage residents of all ages.</i>	The Park District will serve a minimum of Infant/Preschool 45% of population Youth 75% of population Teens 27% of population Adults 25% of population Seniors 10% of population					
<i>To provide quality programs that meets the needs of our residents.</i>	Score an average of 8.00 out of 10 on the "Overall Experience" score on the Program & Event Evaluation					
<i>To provide quality and engaging staff to deliver programs to our residents.</i>	Score an average of 8.00 out of 10 on the "Staff Quality" score on the Program & Event Evaluation					
<i>To provide a safe environment and programs for all participants.</i>	A) Park District will achieve gold level status from Ellis for aquatic audits, B) Park District will maintain American Camping Association accreditation for day camp programs, and C) Park District will maintain DCFS licensing standards for preschool program					
<i>To ensure participants meet their goals for participating in Park District Programs.</i>	At least 90% of respondents indicate that they achieved their goal for registering for a Park District program on the Program & Event Evaluation.					
<i>To provide affordable programs to our residents.</i>	Score an average of 7.00 out of 10 on the "Price" score on the Program & Event Evaluation					

## Appendix I

### Current Recreation Report



# PARK DISTRICT OF OAK PARK

## Annual Programming and Participation Report



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Oak Park, IL 60302  
(708) 725-2000  
[www.pdop.org](http://www.pdop.org)

# INTRODUCTION

The Program Participation Report was introduced in 2005. The report is developed and produced by Administration and Program staff.

The Park District's mission, vision, and values lay the foundation and set the direction of the agency. The Recreation department, with the mission in mind, work to develop program opportunities that are accessible to the community and integrated into the Oak Park living experience. Doing so requires that programs are relevant, innovative, quality based and focused on enhancing the participant's recreational experience.

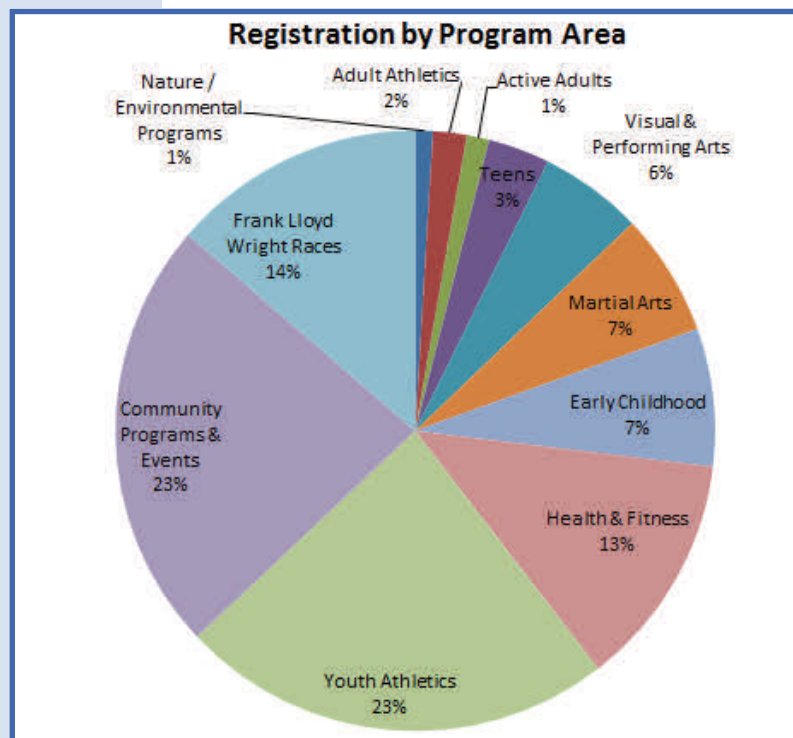
The data provided in this report is consistent with what is being tracked in the MPower system as performance measures.

This report:

- Identifies program strengths and weaknesses, providing an understanding of where there is a need for program improvements
- Provides data used to identify trends and creates a framework for improved program decision making
- Creates a historical record for ease of reference
- Improves staff accountability and provides a benchmark for performance

## PROGRAM OVERVIEW

The programs offered by the Recreation Department include; fitness, adult and youth sports, day camps, afterschool, early childhood, special event, adult, senior and teen programs. These programs typically receive tax subsidies and are expected to generate revenues to cover direct costs of programs.



The pie chart above depicts program registration by area. It does not include passes or attendance to various public sessions or special events.

# FITNESS & MARTIAL ARTS

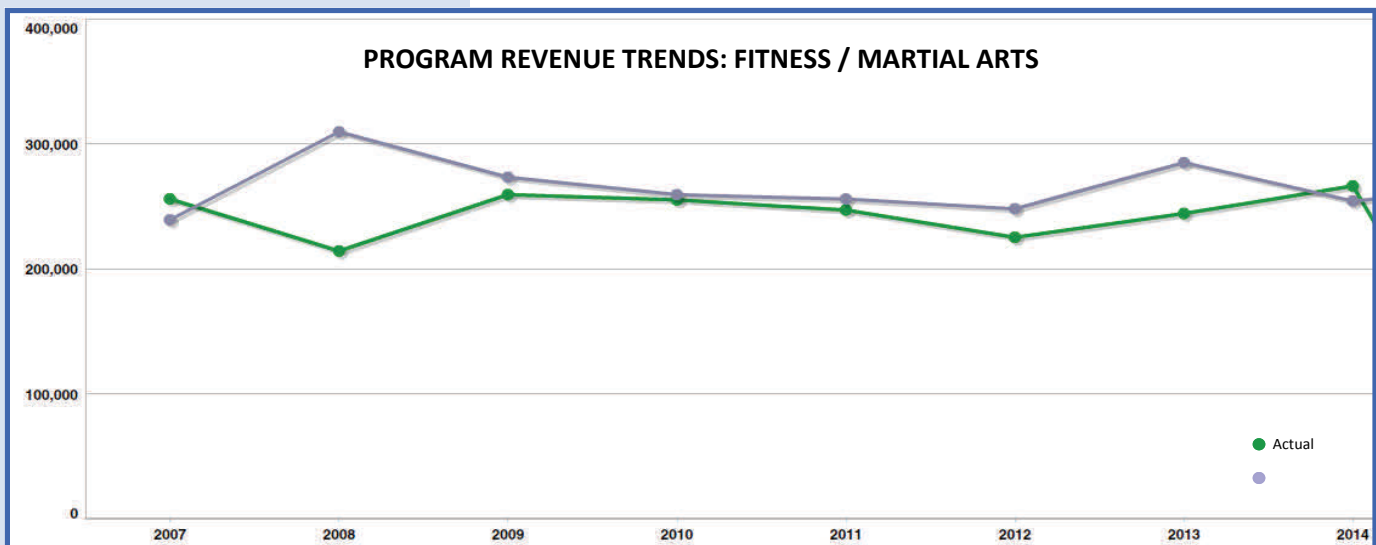
**Fitness** participation was up 21% from 2013. This can be attributed to the addition of Les Mills BODYPUMP™ as well as TRX® suspension training. The addition of the GRC and RCRC facilities has allowed for additional spaces that were designed with fitness classes in mind.

In January 2015, a new fitness model was launched to allow flexibility for participants. This decision was made based on feedback from the community survey as well as general feedback from residents that they could not commit to 8 week sessions due to the demands of modern life. In response, we converted all fitness instructors to staff to allow for participants to sign up for one class at a time. We tested the flexible

registration method with our existing software system and recognized that the current computer system did not allow for flexible registration for our residents. In response, we purchased a new system that allows participants to sign up for one class at a time as well as utilizing an app that enables them to use the system from a smart phone. We also provide several payment options, including monthly unlimited classes, a 10 pack of classes, as well as individual classes. This allows for ultimate flexibility for our participants.

We continue to monitor participation and will adjust the fitness class offerings monthly, based on community demand and fitness trends.

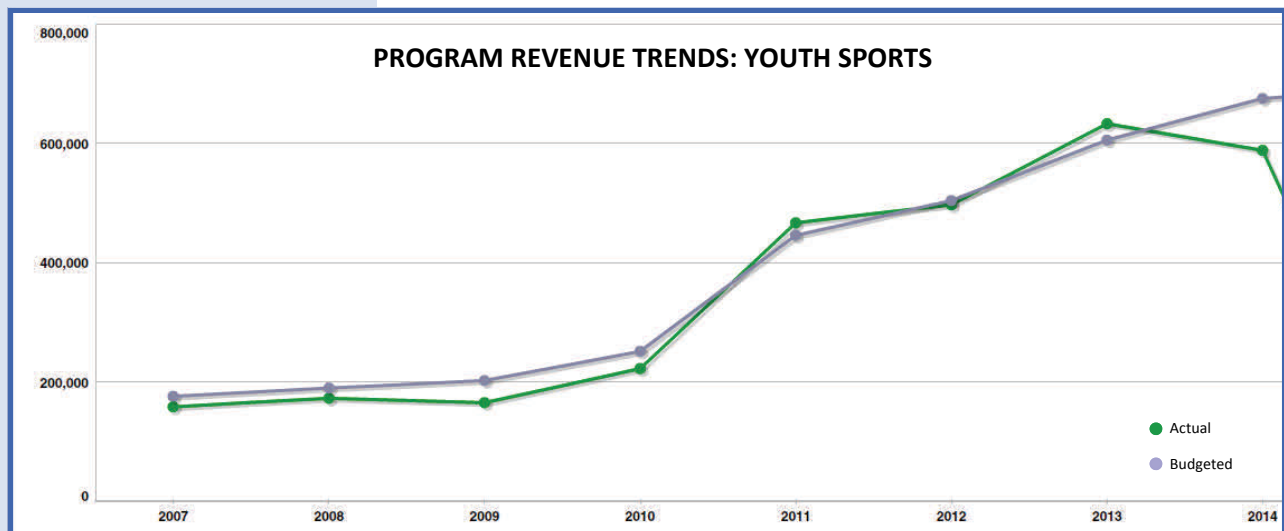
**Marital Arts** saw a decrease in participation of 2% in 2014. Based on feedback from the parents of the participants, the program has been moved from Fox to Dole. The new location offers mirrors and wooden floors for an improved space. We hope this change will have a positive impact on participation for 2015.



# YOUTH SPORTS

**Youth sports** programs are designed primarily to serve community members between the ages of 5 and 12 in a variety of sports activities including camps, clinics, leagues and classes. Youth sports saw a decrease in participation of 19%. A majority of that dip was in the sports camp area; a portion of the decline was due to the fact that a number of participants switched from the traditional sports camps to the skate and swim camps. So, while the youth sports department saw a decrease, the swim and rink areas saw an increase. The youth still participated just in a different camp.

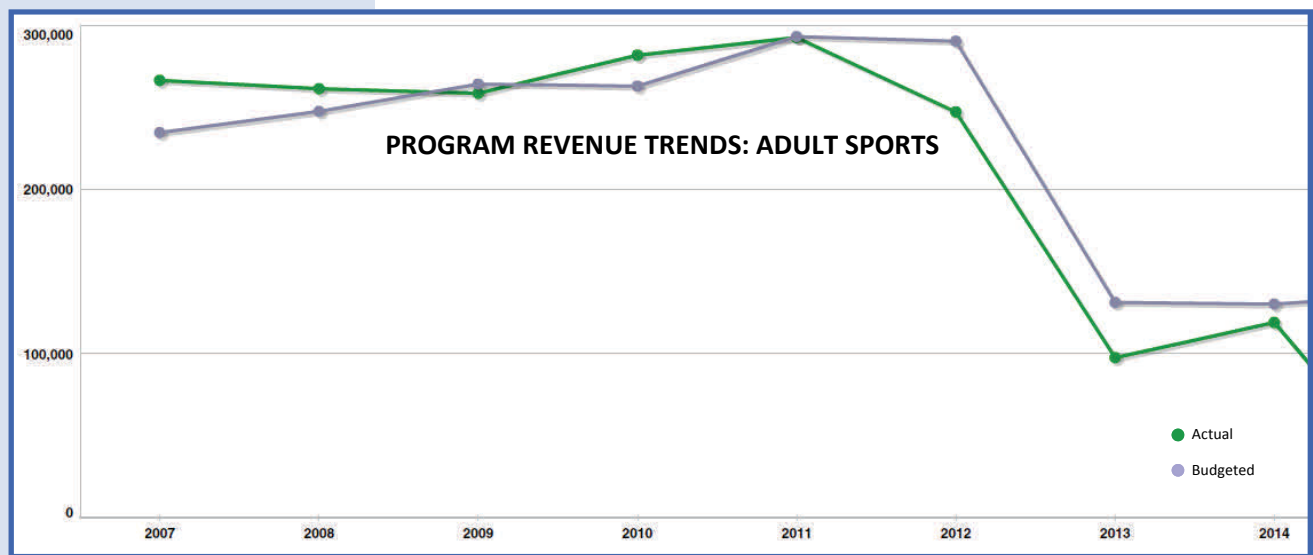
Youth Sports also saw a slight decrease in participation in some of the contracted sports programs. In January 2015, the Park District hired staff and are now directly running the youth sports classes that were previously run by a contractor to allow PDOP to keep more of the revenue. In 2014, the sports department brought tennis camps, clinics and classes in house as well.



# ADULT SPORTS

**Adult sports** programs focus on adult athletic leagues, classes and drop-in programs for individuals who are between 18 and 50 years old. Adult Sports saw a decrease in participation of 4% in 2014. Ridgeland Common Recreation Complex came back online in April of 2014, allowing Adult Softball to return to full participation. An adult basketball program did not run in 2014 due to many of the participants renting a school gym themselves rather than signing up through the Park District. A 7 on 7 soccer league was also added in 2014.

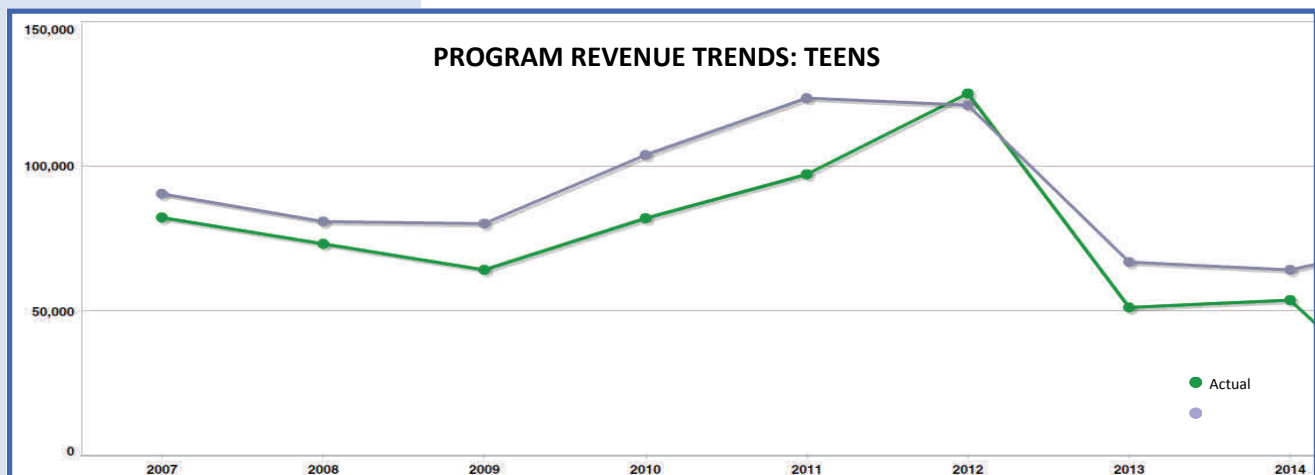
The Park District has added pre-season programs for both soccer and softball for 2015. Staff will continue to look at program offerings, time and dates of offerings as well as marketing efforts to increase in this area.



# TEENS

**Teen** programming is provided for youth between the ages of 12 and 18. Activities include camps, trips and teen nights. We did not have the teen center open at Stevenson in 2014. Despite losing that location, teen participation increased 9%. A bulk of that growth was in our teen camp and CIT programs. In addition, we were able to bring back the teen nights at the RCRC, which are very popular.

We expect participation in teen camp and CIT programs to remain high. We are also looking to partner with other Park Districts to provide program opportunities. Additionally, teen participation at the outdoor skate rinks and at RCRC have shown huge increases reinforcing the fact that teens enjoy self directed activities.

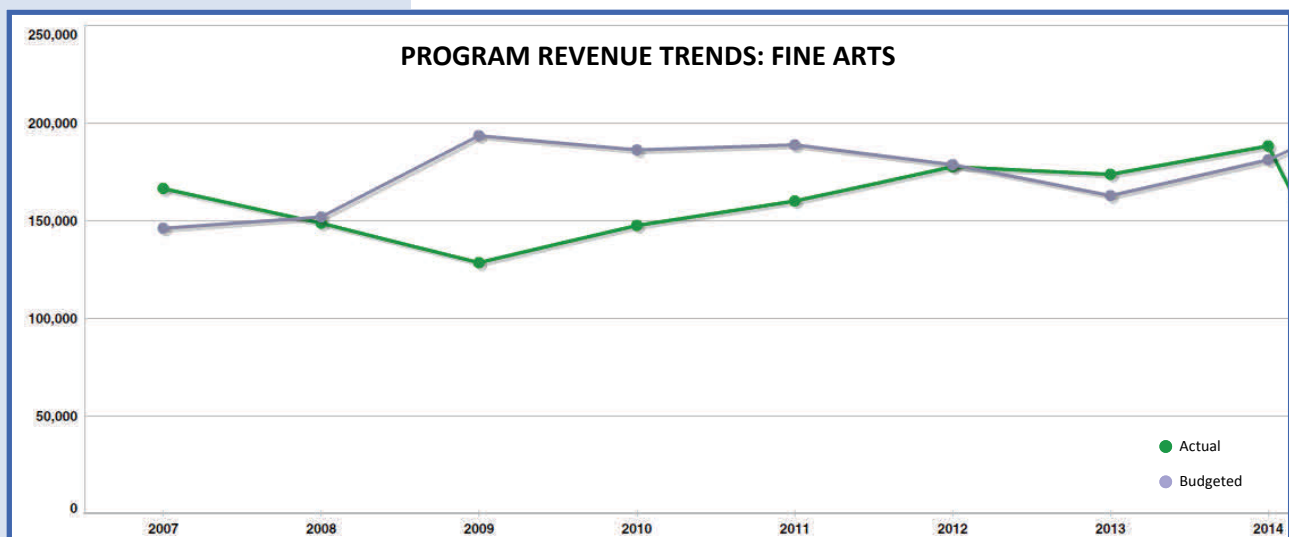


# FINE ARTS

**Fine arts** programming is focused on three different areas including performing arts, culinary arts and visual arts. Participation in Fine Arts increased by 5% in 2014. Summer SCAW was the most successful program in this area.

Significant changes were made to SCAW camp for 2015. High demand often results in wait lists for many of the programs in this area. This summer, we will offer two 4-week sessions rather than one 6-week session. In addition, we have expanded our offerings to include several academic tracks and incorporated Circus into this camp experience. We also added a session beginning at 8am to align with our other camps, and an extended care option from 3-6pm to accommodate working parents.

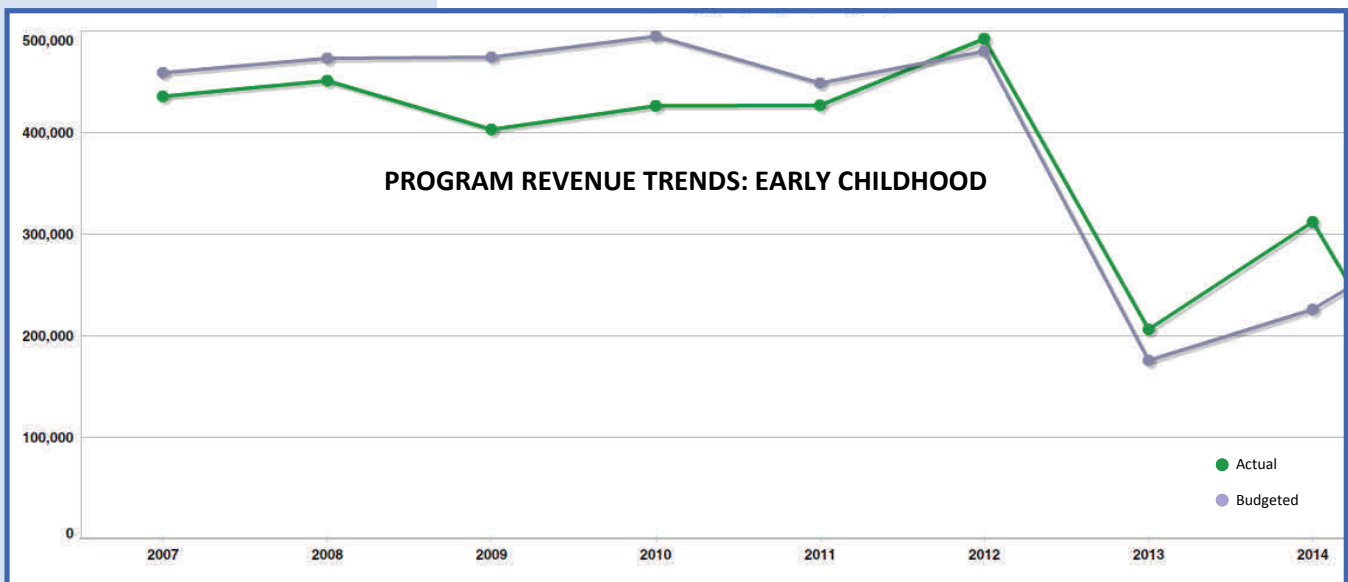
In addition to the camp program, we are offering one-day SCAW programming throughout the year to provide year-round arts options. We also recently hired a dance coordinator and will have a focus on growing our dance program, with the goal being to have enough participants to offer a dance recital.



# EARLY CHILDHOOD

**Early Childhood** programs are geared toward children ages 3 months through 7 years old, with parental participation included in various socialization and movement classes. Preschool and Playschool is geared towards 2 - 5 year olds and focus on social, emotional, and cognitive development, in addition to Kindergarten readiness skills. Early Childhood programming increased 13% in 2014. This was accomplished through adding another classroom to our preschool program. Additionally, we increased attendance and offerings for classes for this age group. In 2014 we opened the Cubhouse at the Stevenson location. Attendance has been steady with an average of 12 participants per day with over 20 per day attending on Fridays.

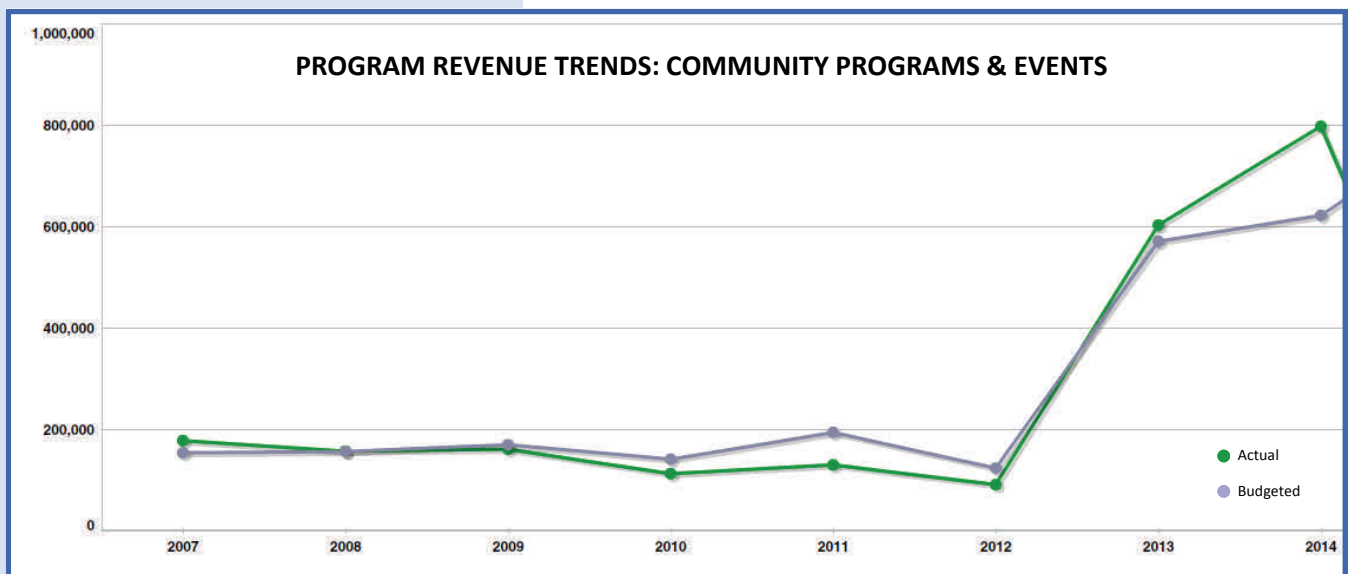
In 2015, we plan to offer Preschool at our Longfellow location and will be planning for a nature based curriculum to be implemented at the new Austin Gardens Environmental Center. We will also continue to introduce new class offerings to this age group.



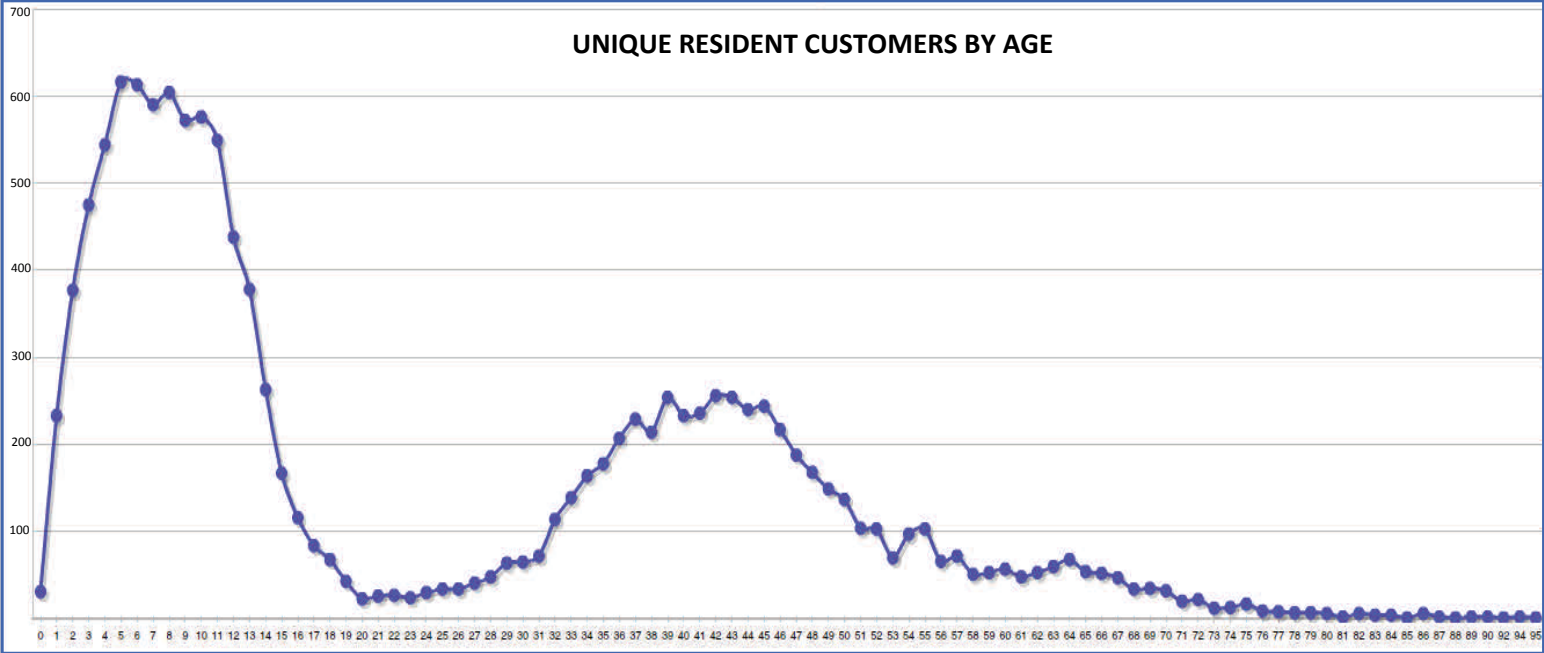
# COMMUNITY PROGRAMS & EVENTS

**Community Programs and Events** includes events such as A Day in our Village, Frank Lloyd Wright Races, etc., as well as programs such as Afterschool, Day Camp, and Active Adult programming. 2014 saw participation increase 48%. The increase can be attributed to the addition of a new Afterschool site, increased participation in senior programming, a successful Day Camp program, as well as increases in event participation and general programming.

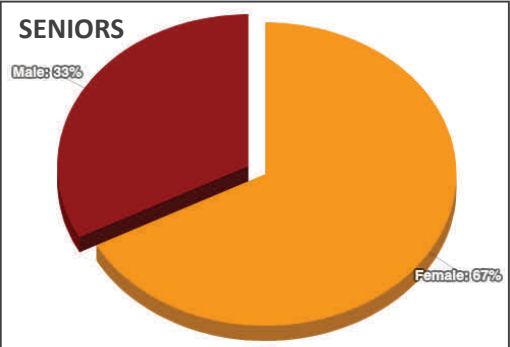
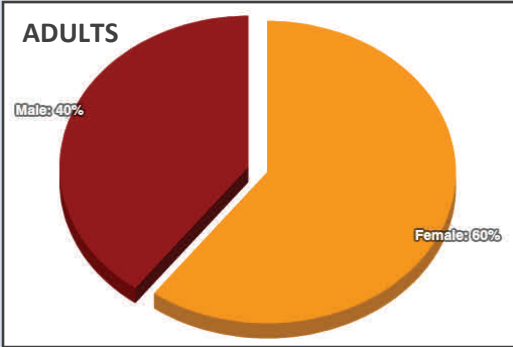
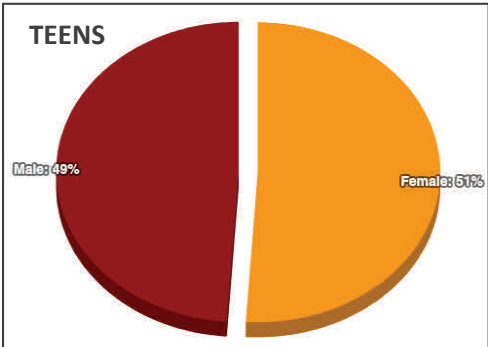
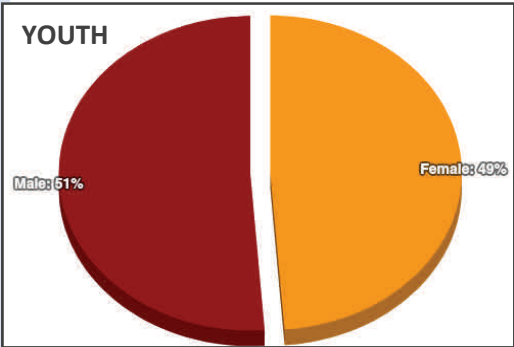
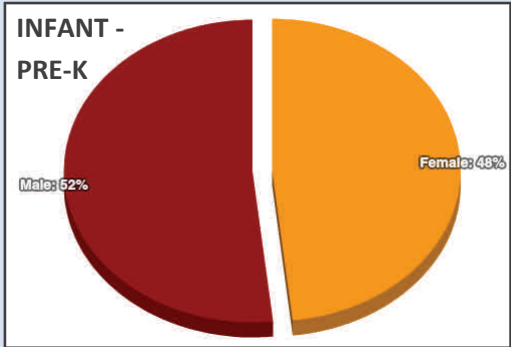
2015 will include an additional Afterschool site at Stevenson and a continued effort to offer programming for adults and seniors.



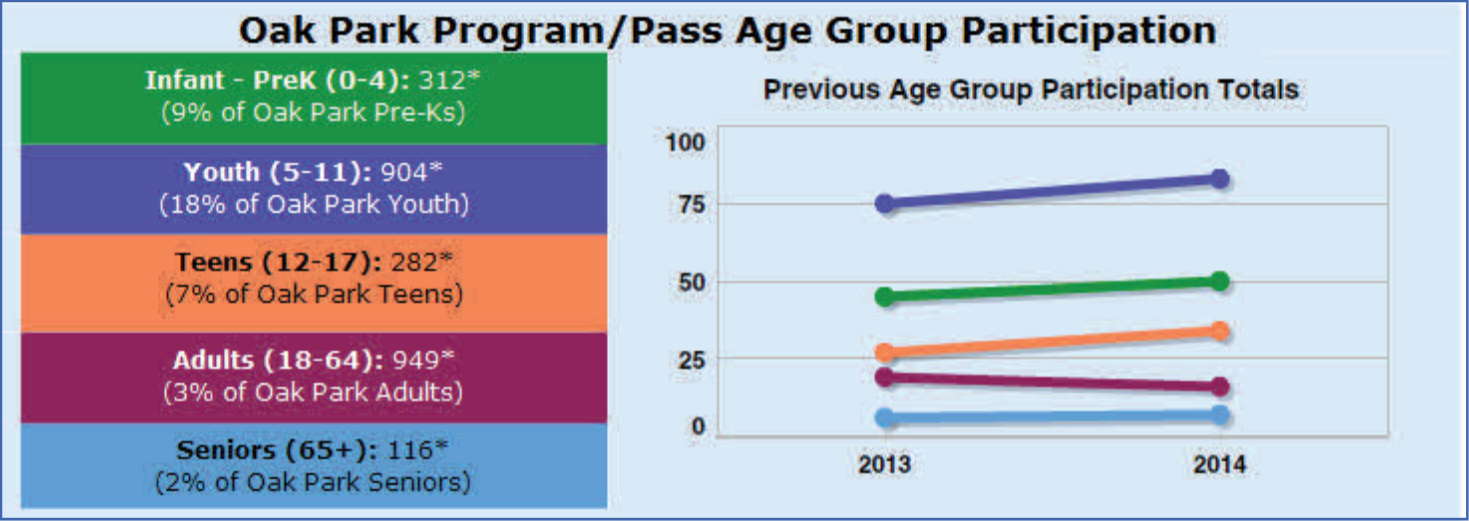
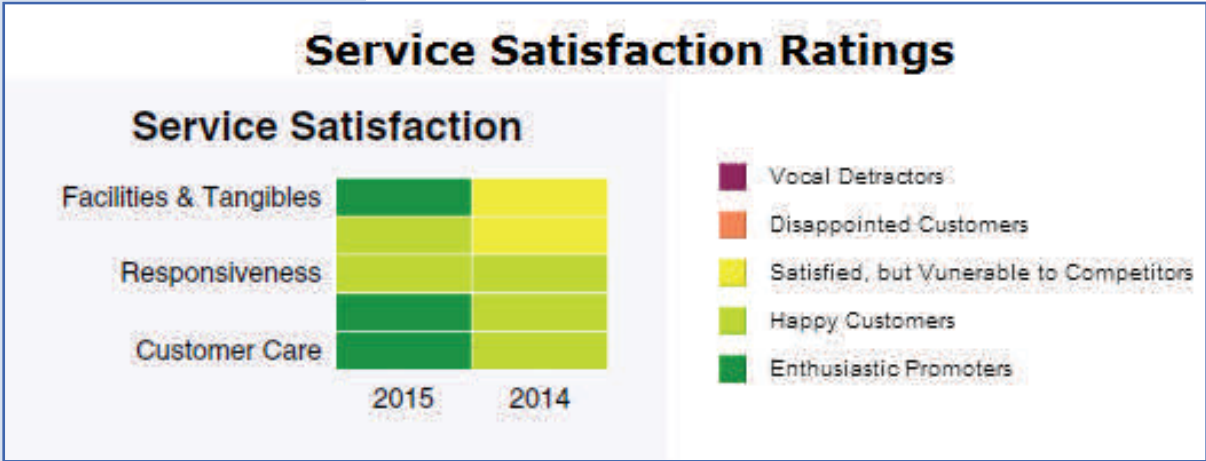
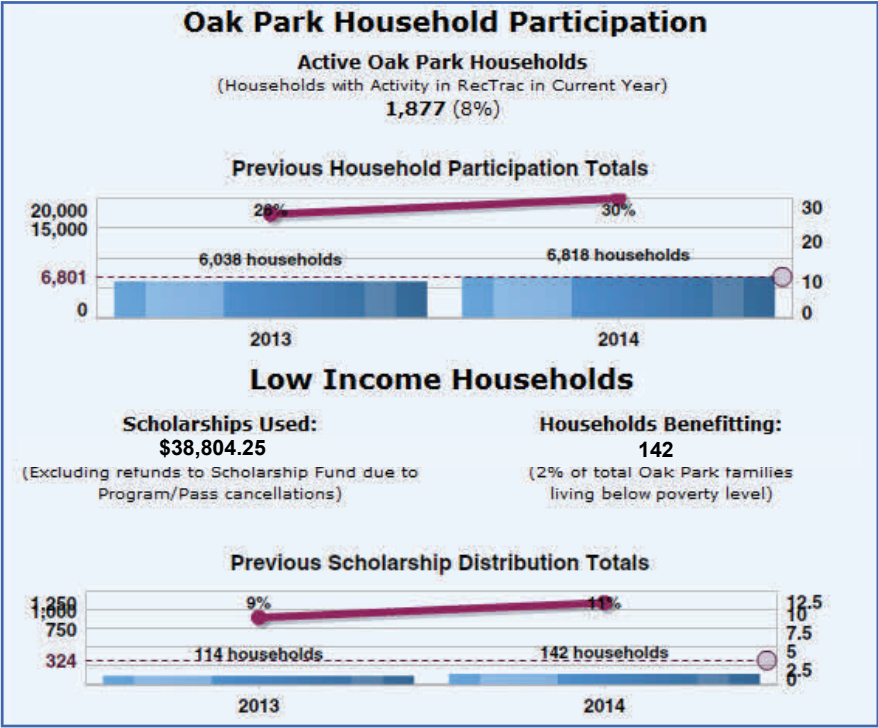
# PROGRAM DEMOGRAPHICS



UNIQUE RESIDENT CUSTOMERS BY GENDER



# CUSTOMER FOCUSED



## Appendix II

### Examples of Completed Program & Service Determinants Tool

# Park District of Oak Park

## Program & Service Determinants Tool

**Proposed Program or Service:** Youth Archery Classes

**Staff Member:** Amanda Heiman

**Date:** November 18, 2014

<b>Determinants</b>	<b>Y/N</b>
<b><i>Does this program/service meet conceptual foundations of play, recreation and leisure?</i></b>	
Is there a purposeful end result in the program?	Y
Does this program improve the quality of life for participants?	Y
Does this improve social, physical, mental well-being?	Y
<b><i>Does this program/service meet organizational philosophy, goals and objectives?</i></b>	
Does this program provide quality programs that meet the needs of our residents?	Y
Does this program provide high quality engaging staff to deliver programs to our residents?	Y
Does this program provide a safe environment and programs for all participants?	Y
Does this program provide affordable programs to our residents?	Y
Does it produce revenue that can help offset the cost of other programs?	N
<b><i>Does this meet Constituent interests and desired needs?</i></b>	
Has this program/service been identified as a community need?	N
Would this program/service be unique to what is already offered in the community?	Y
<b><i>Does this program provide an experience that is desirable for the constituent?</i></b>	
Will this program provide an opportunity for participants to meet a personal goal?	Y
Are program participants involved in planning/evaluating/operating the program or service?	N
<b><i>Does this program/service create a constituent centered culture?</i></b>	
Does this program/service meet a targeted age group or population need?	N
Is this program/service accessible for various ability levels?	Y
Is this program/service operated fairly and ethically for all participants?	Y
Does this program/service promote a healthy lifestyle?	Y
<b><i>Does this program provide community opportunities?</i></b>	
Does this program provide an opportunity for community members to come together for a common purpose?	N
Does this program provide a unique opportunity for residents?	Y

# Park District of Oak Park

## Program & Service Determinants Tool

**Proposed Program or Service:** Afterschool Site at Stevenson Center

**Staff Member:** Mike Lozach

**Date:** October 10, 2014

Determinants	Y/N
<b><i>Does this program/service meet conceptual foundations of play, recreation and leisure?</i></b>	
Is there a purposeful end result in the program?	Y
Does this program improve the quality of life for participants?	Y
Does this improve social, physical, mental well-being?	Y
<b><i>Does this program/service meet organizational philosophy, goals and objectives?</i></b>	
Does this program provide quality programs that meet the needs of our residents?	Y
Does this program provide high quality engaging staff to deliver programs to our residents?	Y
Does this program provide a safe environment and programs for all participants?	Y
Does this program provide affordable programs to our residents?	Y
Does it produce revenue that can help offset the cost of other programs?	Y
<b><i>Does this meet Constituent interests and desired needs?</i></b>	
Has this program/service been identified as a community need?	Y
Would this program/service be unique to what is already offered in the community?	Y, but needed
<b><i>Does this program provide an experience that is desirable for the constituent?</i></b>	
Will this program provide an opportunity for participants to meet a personal goal?	Y
Are program participants involved in planning/evaluating/operating the program or service?	N
<b><i>Does this program/service create a constituent centered culture?</i></b>	
Does this program/service meet a targeted age group or population need?	N
Is this program/service accessible for various ability levels?	Y
Is this program/service operated fairly and ethically for all participants?	Y
Does this program/service promote a healthy lifestyle?	Y
<b><i>Does this program provide community opportunities?</i></b>	
Does this program provide an opportunity for community members to come together for a common purpose?	N
Does this program provide a unique opportunity for residents?	N

## Appendix III

### Community Inventory

**Oak Park  
Recreational Facility and Service Providers**

[illegible]

Oak Park  
Recreational Facility and Service Providers

Recreation Provider	Adults Sports Programs	After School Programs	Art Programs	Athletic Fields	Birthday Parties	Camps	Fitness Programs and/or Equipment	Gymnastics	Gymnasiums	Ice Skating/Hockey	Indoor Playground	Indoor Pool	Indoor Tennis Courts	Matial Arts Programs	Museum	Outdoor Pool	Outdoor Tennis Courts	Parks	Performing Arts (Dance, Music, Theatre, etc.) Programs	Playgrounds	Preschool Programs	Skills Clinics/Classes	Swim Lessons	Swim Team	Teen Programs	Walking Paths/Track	Youth Sports Programs
The Mama Tribe						x																					
Master S.H. Yu Martial Arts												x															
Mid-Town Athletic Club						x					x																
Oak Park Education Foundation					x																						
Oak Park Tennis & Fitness Centre						x					x																
Orangetheory Fitness						x																					
Peek A Boo Playroom										x																	
Pilgrim Community Nursery																				x							
School of Rock				x	x													x									
Wonder Works Children's Museum				x						x			x														
Yoga Trek Center						x																					
Other Private Studios		x		x	x	x						x					x		x	x			x				