

# PARK DISTRICT OF OAK PARK

## 2014 Performance Measurement Report



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# MEETING OUR MISSION

*The Park District's mission is "In partnership with the community, we enrich lives by providing meaningful experiences through programs, parks, and facilities." The first set of measures reflects this mission, measuring both the number of people served through the Park District's programs, parks, and facilities as well as customers' satisfaction with their experiences.*

Measure	2010	2011	2012	2013	2014	2014 Target	Status
<b>Program Registrations</b>	26,139	27,296	26,216	24,477	29,361	≥ 29,000	●
<b>Pass Sales</b>	-	11,180	10,721	7,011	11,811	≥ 11,000	●
<b>Program &amp; Event Satisfaction</b>	-	-	-	-	8.24	≥ 8.00 (out of 10)	●
<b>Park &amp; Facility Visit Satisfaction</b>	-	-	-	-	8.74	≥ 8.00 (out of 10)	●
<b>Avoidable Program Cancellations</b>	Waitlisted	-	-	-	340	452	●
	Low Enrollment	-	-	-	401	454	
	Dissatisfaction	-	-	-	179	164	
<b>Cancellations Transferred to Another Service</b>	49%	47%	47%	44%	43%	≥ 50%	●
<b>Refunds Applied to Household Account</b>	55%	43%	45%	45%	54%	≥ 50%	●

● = at or better than target, ● = within 10% of target, ● = more than 10% from target

## HOW ARE WE DOING?

### Program & Events

The Park District had a record-setting year in program registrations with 29,361 registrations, which is the highest program participation since the Park District began using its current registration system in 2007. Some of the increase was due to expanded program offerings with recently-opened facilities, including the Gymnastics & Recreation Center and Ridgeland Common Recreation Complex. Additional focus on new program options led to increases in other areas as well, most notably, Community Programs, which includes special events, summer camps, afterschool programs, and general interest programs and saw a participation increase of 50% in 2014 from the previous year.

Over 1,000 responses were received to the Park District's Program & Event participant evaluation with the Park District receiving an average score of 8.24 out of 10 in "Overall Experience." Park District programs scored highest in "Program Location," which may be a reflection of the convenience of program facilities located throughout the community as well

as recent upgrades to Park District parks and facilities. The lowest score came in the area of “Price,” although the majority of programs were still rated as being a good value. Park District fitness and nature programs were rated the highest among all program areas.

### **Parks & Facilities**

After a significant dip in pass sales in 2013, the Park District rebounded in 2014 when its only indoor ice rink and second pool and dog park re-opened at the Ridgeland Common Recreation Complex. Overall pass sales were at their highest level in the four years since the current pass system was enacted with 11,811 sold. Despite lower than average pool pass sales (thought to be due to a cooler, wetter summer), they still made up 66% of all passes sold in 2014. Rink passes helped make up the difference with over 1,000 promo passes sold in association with the RCRC re-opening.

Over 400 responses were collected to the Park District’s Park & Facility Visit evaluation with the Park District receiving an average score of 8.74 out of 10 in “Overall Experience.” The Park District scored highest in the area of “Staff Friendliness & Expertise” and lowest in “Parking,” which continues to be a challenge throughout Oak Park. Not surprisingly, the highest rated parks and facilities were the Gymnastics & Recreation Center, Ridgeland Common Recreation Complex, and Scoville Park, which are the Park District’s three most recently redeveloped/constructed facilities.

### **Cancellations & Refunds**

When refunds were requested in 2014, 43% of customers transferred their refund to another program or service, below the target of 50%. However, more customers chose to apply those refunds to their household account to be used for Park District programs and passes than in 2013. The Park District tracked more refund requests due to dissatisfaction, being waitlisted, and programs cancelled due to low enrollment, but this is attributed to better tracking of this data than in previous years. Regardless, efforts need to be made to monitor and minimize the need for these types of refunds in future years.



Skaters take the ice on opening day of Ridgeland Common Recreation Complex. Customer responses to the new facility have been very positive, giving it one of highest scores of all Park District parks and facilities in 2014.

# CUSTOMER FOCUSED

As stewards of public resources, it is important that the Park District remains focused on the current and future needs of all Oak Park residents. The second set of measures demonstrates the Park District's reach to the community, as well as customers' satisfaction with service provided by the Park District which is key to developing customer loyalty.

Measure	2010	2011	2012	2013	2014	2014 Target	Status	
<b>Oak Park Households Completing a Transaction</b>	-	-	-	26%	30%	30%	●	
<b>Oak Park Participation in Registered Programs &amp; Passes by Age Group</b>	Infant/Pre-K (0-4)	-	-	-	45%	50%	47%	●
	Youth (5-11)	-	-	-	75%	83%	77%	●
	Teens (12-17)	-	-	-	27%	34%	29%	●
	Adults	-	-	-	19%	16%	21%	●
	Seniors	-	-	-	6%	7%	8%	●
<b>Oak Park Households Receiving Scholarships</b>	-	-	-	114	142	125	●	
<b>Service Satisfaction</b>	-	-	-	-	8.01	8.00 (out of 10)	●	
<b>Website Visits</b>	-	206,241	233,046	228,897	292,838	230,000	●	

● = at or better than target, ● = within 10% of target, ● = more than 10% from target

## HOW ARE WE DOING?

### Resident Involvement with the Park District

In 2014, the Park District completed a Community Needs Assessment in which 93.9% of respondents indicated that they or a member of their household has visited a park during the past year. The Park District also tracks household participation by monitoring households that have completed a transaction (linked to their household account) with the Park District. Through a concerted effort by staff to increase this number, the Park District served an additional 815 households in 2014 versus 2013, bringing total Oak Park household participation to 30%.

With increased outreach efforts to local schools and the community, the Park District distributed scholarships to 142 Oak Park households in 2014, a 25% increase over the previous year.

The Park District does an excellent job of serving the youth of Oak Park through its programs and facility passes, with approximately 50% of infants/early childhood-aged children, 83% of youth, and 33% of teens participating in at least one Park District program or having at least one Park District pass in 2014. The Park District realizes however that adults and seniors make up

approximately 75% of the population in Oak Park. In 2014, adult participation in Park District programs and passes actually dropped by 3% to 16%. Additional effort is needed to curb this decline, especially as a theme from the Park District's recent branding study indicated that the Park District may appear too "kid-focused." In order to combat the low participation levels from seniors, the Park District hired a part-time employee dedicated to serving that population in 2014. Participation in senior programs and Active Adult membership passes increased slightly in 2014, resulting in the Park District reaching an additional 1% of Oak Park seniors from the previous year, but did not reach the target for the year.

### **Customer Service**

In 2014, customers gave the Park District an average score of 8.05 out of 10 in five service areas. The Park District rated highest in the area of "Customer Care" and indicated that the Park District had their best interest at heart. The Park District rated lowest in "Facilities and Tangibles," especially in the area of easy to follow and appealing signs, forms, and brochures.

### **Website**

The Park District website saw a tremendous increase in visits in 2014, far exceeding expectations from the prior year after finishing a complete redesign. Half of the visits came from mobile devices, demonstrating the need for the Park District to pay special attention to the mobile version of its website. The highest visited interior pages were for swimming, ice, and Frank Lloyd Wright races. Visits to the website were highest in the summer, and saw peak visits on the dates of two of the Park District's largest events in 2014—with nearly 4,000 website visits on the weekend of the Ridgeland Common Recreation Complex opening and over 6,000 on Frank Lloyd Wright Races weekend.



Participants work out at Body Pump, one of the new program offerings for adults in 2014.