

A G E N D A

SPECIAL MEETING OF THE MAYOR AND BOARD OF TRUSTEES OF THE VILLAGE OF WILLOWBROOK COMMITTEE OF THE WHOLE TO BE HELD ON MONDAY, FEBRUARY 13, 2023, AT 5:30 P.M. 7760 QUINCY STREET, WILLOWBROOK, IL, DUPAGE COUNTY, ILLINOIS

THE VILLAGE WILL BE OFFERING A ZOOM WEBINAR FOR THE MEETING TO ALLOW MEMBERS OF THE PUBLIC TO ATTEND BY VIDEO OR AUDIO IF DESIRED. IF A MEMBER IS USING ZOOM, PLEASE EITHER USE YOUR PHONE OR COMPUTER, NOT BOTH.

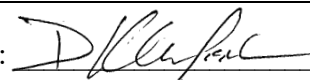
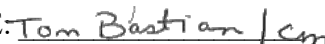
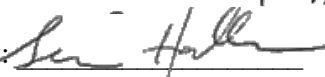
THE PUBLIC CAN UTILIZE THE FOLLOWING CALL-IN NUMBER:

Dial-in Phone Number: 312-626-6799

Meeting ID: 852 9998 3959

Written Public Comments Can Be Submitted By 5:15 P.M. on February 13, 2023 to aarteaga@willowbrook.il.us

1. CALL TO ORDER
2. ROLL CALL
 - a. MOTION - Motion to Allow Trustee Ruffolo to Attend the Meeting Remotely. (PASS)
3. PLEDGE OF ALLEGIANCE
4. VISITORS' BUSINESS - Public Comment is Limited to Three Minutes Per Person
5. [PRESENTATION - PRESENTATION OF THE 2023-2028 PARKS AND RECREATION DEPARTMENT MASTER PLAN](#)
6. ADJOURNMENT

VILLAGE OF WILLOWBROOK
COMMITTEE OF THE WHOLE
AGENDA ITEM - HISTORY/COMMENTARY
ITEM TITLE:
**PRESENTATION OF THE 2023-2028 PARKS AND
RECREATION DEPARTMENT MASTER PLAN**
AGENDA NO. 5**AGENDA DATE: 2-13-2023****STAFF REVIEW:** Dustin Kleefisch, Director of Parks & RecreationSIGNATURE: **LEGAL REVIEW:** Tom Bastian, Village AttorneySIGNATURE: **RECOMMENDED BY:** Sean Halloran, Village AdministratorSIGNATURE: 
REVIEWED & APPROVED BY A COMMITTEE: YES ☐ NO ☐ N/A ☒
ITEM COMMENTARY (BACKGROUND, DISCUSSION, RECOMMENDATIONS, ETC.)**BACKGROUND:**

As the Board is aware, the Master Plan for the Parks department is a critical document for the Village as it sets the direction for programming and facilities for the next five years. After discussions with Administrator Halloran and Mayor Trilla, staff felt that it was in the best interest of the Village to undertake the development and writing of the next Master Plan document for 2023-2028.

In 2011 and 2017, the Village contracted with Design Perspectives Inc. to produce the 2012-2017 Master Plan and the 2018-2022 Master Plan. From the 2012-2017 Master Plan, significant developments were implemented, such as the Willow Pond and Waterford Park improvement projects. However, the Master Plan from 2018-2022 was interrupted after the Sterigenics event; and as a result, much of the plan had become irrelevant and antiquated. After analyzing both documents, there were many generalities in the documents that pertain to the recreation field.

The goal in this endeavor is to create a personalized and professional document that is able to articulate the important aspects of the Village's operations with the recreational interest and needs of the community. Therefore, since Director Kleefisch was hired, he has been working on assessing and evaluating the park system within the Village and evaluating programming and special events to ascertain a professional opinion on the Department operations and potential.

Furthermore, the Master Plan is a living document that identifies strengths and weaknesses within the parks and prioritizes projects and interest to meet the needs of the community. During the next five years, this document will be a guide to the direction and priority of projects; along with establishing a comprehensive timeline and properly allocating resources. At the end of that duration, another Master Plan will need to be updated to reflect the changes in community interest, needs, and trends.

There are several components that comprise the Master Plan document. Two major components of the Master Plan document are the community survey and comprehensive park analysis plan. These components provide most of the data that helps create the other sections of the document. The community survey is a critical component of this evaluation process because it incorporates feedback from the community.

From the community survey that was administered by aQity Research and Insights Inc, staff was able to identify several needs identified by the community, as well as where the Department needs to increase programming. The survey was administered via mail, email, by selected random household invitation. There was a total of 315 respondents, who answered 30 multiple choice questions. A summary of the results are as follows:

- Overall, 74% of residents had a favorable opinion of the Department, while only 6% had a negative opinion. However, 25% of residents were not familiar enough with the Department to offer a rating.

- 95% of respondents believe that parks and recreation help improve their property values
- 75% believe that the Department represents good value, while 7% rated the Department as a poor value.
- 75% of residents reported visiting a park within the last year, with 43% visiting Willow Pond, 35% visiting Waterford Park and 30% visiting Borse Memorial Park.
- Overall, residents stated a high satisfaction level with the parks at 87%, with 91% stating that safety satisfaction was a leading reason.
- Residents who have not visited a park in the past year attributed that to the following reasons: 54% did not have children under the age of 18 in their household, 48% lack awareness of the department and parks, 32% were too busy.
- In terms of outdoor facilities and amenities 92% are interested in walking and biking paths/trails. 48% are interested in an outdoor concert/movie space, 47% were interested in outdoor flushable restrooms, 38% in playground equipment, 30% interested in pickleball courts, and 28% interested in a large pavilion for group events
- When asked if these interest areas were being met by the Village, the biggest gaps in service were shown with pickleball courts, walking and biking paths/trails, concert/movie area, outdoor restrooms, and a large pavilion for groups.
- From a programming/event need and interest perspective the largest demand was for family/community special events at 55%, adult programs for ages 65+ at 45%, adult non-sports activities at 43% as well as athletic programs for adults 19+ at 41%
- The largest area in service gaps for programming included Pre-K/Early Childhood programs, family and community events, adult programs for ages 65+ and adult sport programs.
- When asked how frequently residents would like to participate in programming they responded once a month to once a week.
- The preferred method of receiving information is the program guide at 46% or Village Website at 28%. Facebook was the top social media platform at 5%

In summary, the department has a positive standing and image within the community. With the results from the survey, the actions and plans created by staff were validated, specifically the recommendation for the Borse Park Improvement Project and the Midway Park Improvement Project. That is a tremendously positive aspect that the self-evaluation done by staff and elected officials was confirmed through community survey results.

The comprehensive park analysis plan is a systematic, non-biased, evaluation metric that scores a parks qualitative and quantitative impact on the community. Each park is graded by the number of amenities it has, their quality, and the recreational opportunities they present to the community. The purpose for this evaluation is to create a priority list and scale of importance for each park. That analysis and evaluation helps staff determine and plan how to properly allocate resources that will make the largest impact on the community's recreational opportunities.

The Master Plan is comprised of six sections; Section One: Parks and Recreation Department overview, Section Two: Finances, Section Three: Recreation Programs and Services, Section Four: Park Site Analysis, Section Five: Parks and Recreation Development Issues, and Section Six: Project Identification and Strategy. Many of these sections go into detail regarding the community survey responses, history, demographics, needs and interests, park conditions, programming available from the department, financials, along with park evaluation and project identification. These sections provide transparent documentation for the community on what the Department will do in the coming years. In addition, it serves as a community tool for the public so that during public meetings it can be referenced as a motivating factor for the Village's actions.

Feedback and response from the community is critical during this evaluation process to accurately identify and represent the community needs, interest, and facility uses.

ACTION PROPOSED:

Provide Feedback.

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Village of Willowbrook Parks and Recreation Comprehensive Planning Guide

Updated: June 2022

Comprehensive Planning Workshop

The Village of Willowbrook and their Mayor, Board of Trustees, and Village Clerk will hold the first in a series of meetings to discuss strategic plans for the development of the Parks and Recreation facilities, programs, and special events. The purpose of these meetings will be to gather information and input from staff to create a Village wide needs assessment while also assessing the age and condition of current facilities to identify potential strategic initiatives and projects for the next five years.

Objective and Purpose

The Village of Willowbrook Mayor, Board of Trustees, and Village Clerk, along with the new Parks and Recreation Director to develop a comprehensive master plan and create a five-year capital plan to establish a framework for the Village to follow regarding providing fiscally responsible investments, improvements, and development of all facilities, parks, and assets.

Evaluation Process

The planning process will be organized into three phases: Evaluation, Envision, and Execution

- ***Evaluation phase:*** The first phase of the planning process is to create a comprehensive analysis of the parks, facilities, and recreational offerings. Staff will evaluate and grade the current conditions of the parks and facilities along with the features and amenities within them to create an unbiased systematic approach that will help develop a priorities list.
- ***Envision phase:*** During the second phase of the planning process, staff and the Mayor, Board of Trustees, and Village Clerk will create a shared long-term vision for the Park and Recreation department based on the data and information from the evaluation phase. This plan will lead and guide the Village's Parks and Recreation capital improvements for the next five years. ○
- ***Execution phase:*** In the final phase, the Mayor, Board of Trustees, Village Clerk, and staff will focus on outlining strategies to execute the long-term vision. Staff will then develop appropriate timelines for a clear and concise five-year Action Plan. The Action Plan will detail the timeline of priorities, costs, actions need, and priority level. In addition, this five-year plan will serve as a supplementary document to assist in the creation of the Village's Parks and Recreation Master Plan as well as assisting with targeting potential grant opportunities.

Park and Facility Inventory and Scorecard

This process was developed to create a systematic evaluation of all the Village of Willowbrook's open spaces, parks, amenities, and facilities. The scorecard is intended to give direction and guide capital improvements to maintain and improve Willowbrook's parks and facilities. There were two scales used to create analytical scores for each facility. The Grading Scale was used to create a quantitative scale of the parks and facilities' current condition. While the Priority/Opportunity Scale was utilized to create a qualitative scale for the community impact and potential use of the park or facility. The more opportunities a facility or park quantifies, the variety of use and impact the facility or park has for the

community recreational opportunities. The Inventory score was compiled to show the type of amenities within a park, the condition, and quantity of each element.

- Per this evaluation, priorities for improvements and direction for asset allocation will be established.
- Communicate priorities among staff and with the community
- Evaluate and critique status of all features and amenities within the park and/or facility to determine needs and replacement priorities and recommendations.

Grading Scale

Example (Current physical condition, time of investment or updating, expected remaining life span, priority ranking for replacement)

A = 4 points (Great condition, recently replaced or updated in last three years, ten plus year life expectancy left, lowest priority for replacement)

B = 3 points (Good condition, replaced or updated in last five years, five plus year life expectancy left, low priority for replacement)

C = 2 points (Average condition, in need of replacement parts or updating, less than three-year life expectancy left, priority for replacement)

D = 1 point (Poor condition, in severe need of replacement parts or updating, less than two-year life expectancy left, high priority for replacement)

F = 0 points (Terrible condition, immediate replacement)

Recreational Activity Use Legend

- 1) Athletic opportunities = ATH
- 2) Recreational opportunities = REC
- 3) Special Event opportunities = SPEV
- 4) Rental opportunities = RENT
- 5) Age = AGE

Inventory Scale

For the inventory scale there are three tiers created to give values to the elements within that park. The tiers were comprised as such and provided with a value number to provide quantifiable data:

- Basic (1 point): small elements essential to most parks (i.e., Benches, picnic tables, garbage cans etc.)
- Standard (2 points): Elements found in many parks for recreation (i.e., ball fields, shelters, playgrounds, walking paths)

- Advanced (3 points): Elements unique to certain parks (i.e., splash pads, indoor restrooms, fountains, pond, nature trails)

Each facility and park will be given an inventory score assessment (basic = 1 point, standard = 2 points, advance = 3 points) for each amenity element it possesses. In addition, it will also be quantified by the total quantity of such amenities and the condition will be given a grade number. Finally, each park or facility will be given additional points for the recreational opportunity use that they provide (the more recreational uses the higher the score). All those figures will be added together to determine the total score for the park. Then the total score will be divided by the amenities number to determine the amenities score. This is done because some facilities or parks have more amenities than others so it can demonstrate per amenity how each park or facility measures up to each other.

Facilities and Parks

Creekside Park

Recreational Use: ATH, REC

Location: 64th and Madison St

Park Type: Neighborhood Park

Size: 10.18 acres

Amenities	Inventory	Quantity	Grade	Comments
Picnic tables	1	2	2	
Playground (installed 2001)	2	1	2	Sand base with ground wasps, towards end of useful life span
Basketball court	2	1	1	Concrete needs a resurface, lines need to be repainted, backboards are old
Nature Trail	3	1	2	Has three different walking surfaces (pavers, gravel, wood chips)
Baseball field	2	1	2	Lots of weeds, appears not to have been dragged
Drinking fountain	1	1	2	Needs paint
Park benches	1	6	2	Steel benches with rubber coating. Estimated to be about 10 years old need replacement soon
Bridges	3	3	1	Need immediate attention. Not ADA accessible, no handrails, boards are decaying and broken, needs replacement

Overall Score	15	16	14 + 2 = 16	47 Total Score, 5.87 amenity score
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Commentary: Opened in 1981, overall, two hidden walking entrances from neighborhood, no parking, Large open space that appears to also serve as a detention basin for the surrounding neighborhood. Overall, there is a lot of potential at this park. Shelter or pavilion could provide potential rental income. No shade structure on site or garbage cans.

Farmingdale Terrace Park

Recreational Use: ATH, REC

Location: 415 Honey Locust Ln

Park Type: Neighborhood Park

Size: 3.02 acres

Amenities	Inventory	Qty	Grade	Comments
Picnic tables	1	1	2	
Playground (installed 2000)	2	1	2	Rubber coated steel is deteriorating where the rubber coating is flaking off. Toward end of useful life span
Basketball Court	2	1	1	Concrete condition, needs to be resurfaced and lines painted
Drinking Fountain	1	1	2	Chipping paint
Benches	1	3	2	
Trash Cans	1	3	2	
Walking Path	2	1	1	Crushed gravel material, needs to be improved to concrete or asphalt, 0.086 miles
Overall Score	10	11	13 + 2	36 Total Score, 5.17 amenity score

Commentary: Opened in 1976, gravel pathways, nestled in a neighborhood, no parking

Lake Hinsdale Park

Recreational Use: REC

Location: 63rd St and Americana Dr

Park Type: Neighborhood Park

Size: 1 acre

Amenities	Inventory	Qty	Grade	Comments
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Open space area	1	1	2	
Enclosed play area	1	1	2	Shade cover is attractive
Picnic tables	1	1	2	
Playground	1	1	2	
Overall Score	4	4	8+1	17 Total Score, 4.25 amenity score

Commentary: Opened in 1976, tilt-a-whirl could be a liability at this junction in its life. No parking for residents, all parking is for Lake Hinsdale owners/residents only. Does not provide recreational opportunities for anyone other than Lake Hinsdale Tower residents

Midway Park**Recreational Use:** ATH, REC,**Location:** 209 Midway Dr.**Park Type:** Community Park**Size:** 2.14 acres

Amenities	Grade	Comments
Soccer Field	3	

Commentary: Opened in 1976, larger open grass area, looks level and well maintained. This area has the potential for additional parking, pickleball, spray park, pavilion etc. for park expansion.

Prairie Trail Park**Recreational Use:** REC**Location:** 59th St and Clarendon Hills Rd**Park Type:** Neighborhood Park**Size:** 7.3 acres

Amenities	Inventory	Qty	Grade	Comments
4-acre pond	3	1	2	Shoreline restoration/beautification needed to halt erosion, no easy access fishing location
Benches	1	7	2	
Playground (installed 2002)	2	1	3	Appears to be in good condition, but nearing the end of useful life span
Drinking fountain	1	1	2	
Picnic tables	1	3	2	
Trash Cans	1	3	2	
Memorial	2	1	3	Plane crash memorial stone
Bike Rack	1	1	2	
Sidewalk/paths	2	1	2	0.35 miles if you include the sidewalk around the park
Overall Score	12	18	18+1	49 Total Score, 5.44 amenity score

Commentary: Opened in 1988, nice recreational area, offers nice fishing opportunities, lots of people from the apartment complex enjoying the park. It has the potential to be a community park on the north side of town. Park Pavilion/shelter would allow for rental income and special events to be held there. Parking lot is needed badly

Ridgemoor Park**Recreational Use:** REC**Location:** 65th and Quincy St**Park Type:** Neighborhood Park**Size:** 5.4 acres

Amenities	Inventory	Qty	Grade	Comments
0.5 acre pond	3	1	2	
Creek	3	1	3	
Playground	2	1	3	New installed 2022
Drinking fountain	1	1	2	Paint chipping
Bridge	3	1	2	
Pathway	2	1	3	New concrete 2002
Trash Cans	1	2	2	
Overall Score	15	8	17+1	41 Total Score, 5.85 amenity score

Commentary: Opened in 1976, located at the end of a cul-de-sac,**Rogers Glen Park****Recreational Use:** N/A**Location:** 63rd and Garfield Ave**Park Type:** Neighborhood Park**Size:** 1.38 acres

Amenities	Grade	Comments
Open area	N/A	Detention area, lacks features/amenities

Commentary: Opened in 1987

Area is a retention/detention basin. No real programming or recreational amenities

Tony and Florence Borse Memorial Community Park

Recreational Use: ATH, REC, AGE, RENT, SPEV

Location: 208 Midway Dr

Park Type: Community Park

Size: 17.17 acres

Amenities	Inventory	Qty	Grade	Comments
0.5-acre pond	3	1	2	Pond is shallow, needs shoreline restoration/development
Softball Fields (3)	2	3	2	
Athletic field lights (2)	3	2	2	Getting replaced in FY 2022
Football Field	2	1	3	Open recreational area
Volleyball Courts	2	3	2	Nets need some added, area could be developed for other use
Basketball Courts	2	2	2	Needs to be resurfaced, backboards nearing end of lifespan
Playground (installed 1996) Tot lot additions in 2007&2008	2	1	2	Some components of the playground are nearing useful life end. ADA accessibility issues are present at this playground
Shelter #1	2	1	2	
Shelter #2	2	1	2	
Indoor Restrooms	2	1	3	Structure is in good condition
Drinking fountains	1	2	2	
Parking lot	2	1	2	
Grills	2	2	1	Grills are toward the end of their useful life
Bleachers	2	5	2	Bleachers appear to be in good working condition
Park Benches	1	8	1	We have a collection of different styles and materials with many of them needing to be replaced.
Trash cans	1	25	2	The green basket cans need new tops and some of the bottom of the rubber coated baskets are starting to rust apart

Overall Score	31	59	32+5	127 Total Score, 7.93 amenity score
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Commentary: Opened in 1986, larger community park, lots of athletic opportunities and open area. This park has a tremendous amount of potential. However, we must have amenities, activities, and events that draw people to the park. It is truly the only Community Park where we can host larger events.

Waterford Park

Recreational Use: ATH, REC

Location: 6612 Rodgers Dr

Park Type: Neighborhood Park

Size: 4.28 acres

Amenities	Inventory	Qty	Grade	Comments
Walking Path	2	1	2	Gravel, 0.29 miles
Shelter w/ADA picnic tables	2	1	3	4 ADA tables under shelter, have the ability to remove legs for wheelchair access
ADA Accessible Playground (installed 2009)	2	1	3	Newer model, poured in place surface is still in good condition
Tennis Courts (2)	2	2	2	Needs resurfacing
Softball field	2	1	1	Backstop fence is in need of repair was installed in 2001
Drinking fountain	1	1	1	Installed 2009
Benches	1	5	2	Mix of steel and aluminum benches all look to be in average condition
Picnic tables	1	2	1	Tables are not anchored and kids move them all around the park
Volleyball court	2	1	2	Ground wasps are an issue. Posts look to be in average condition
Garbage cans	1	2	2	
Bike rack	1	1	2	
Overall Score	17	18	21+2	58 Total Score, 5.27 amenity score

Commentary: Open in 1985, renovated in 2013, nicer neighborhood park, playground is very enticing and has lots of different features, condition of the athletic facilities needs to be addressed

Willow Pond**Recreational Use:** REC, RENT, AGE**Location:** Plainfield Rd and Adams St**Park Type:** Community Park**Size:** 4.17 acres

Amenities	Inventory	Qty	Grade	Comments
1.5 Acre Pond	3	1	4	Shore restoration plantings look tremendous
Shelter	2	1	4	New condition
Shelter	2	1	4	
Playground	2	1	4	Enjoy the variety of play features around the pathway
Grills	2	1	3	
Splash Pad	3	1	4	
ADA Fishing Pier	3	1	4	Big and accessible area
Indoor Restrooms	2	1	4	
Water fountain	2	1	3	Has bottle filler option
Parking lot	2	1	3	Miscellaneous patching needed
Trash cans	1	11	4	
benches	1	11	2	
Interpretive signs	2	3	3	Educational boards about native grass and bird habitat
Concrete pathway	2	1	4	0.24 mile walking distance
ADA table	3	5	4	
Bike rack	1	1	3	

Overall Score	33	42	57+3=60	135 Total Score, 8.43 amenities score
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Commentary: Opened in 1985, renovated in 2018, beautiful landscaping and nature plantings around the shoreline and park. Street parking was available, easy to locate and find. Wonderful Park renovation with features for people of all ages, interests, and abilities. This park is a perfect example of what all our parks should strive for.

Total of 56 acres of park and open space available to residents

Current Trends in Parks and Recreation

- Pickleball - It is the fastest growing sport in the country and people of all ages now enjoy playing it. Alternative to tennis that is less demanding on the body but just as enjoyable to play and socialize.
- Esports - This has become a 1.79-billion-dollar industry in 2022. There are now college varsity esports clubs. It has developed into a community environment where people play, comment, and watch others play the game of choice.
- One day/one off special events and programs - Currently 59.8% of families in the US have two parents that work. As a result, the demand for eight weeklong programming for children has decreased as parents have become overwhelmed with work/life/parenting balance. More families are interested in participating in one day or one-off special events and programming when they have time together on the weekends or know that it will not be a long-term commitment and additional scheduling task for them
- Pop-up programming – This has been a product of the influence of social media. Park Districts/Departments are utilizing social media to engage with patrons and develop interesting and interactive programs for participants. They have ranged from guessing games, scavenger hunts, Pokemon Go parties, or simple giveaways like Popsicles in the Park.
- Virtual Programming – Due to the COVID–19 pandemics, Parks and Recreation professionals were forced to pivot and create alternative, socially distant and safe programming opportunities during uncertain times. Even as we have made our way through the pandemic, virtual classes have become an alternative for programming when COVID exposure or contacts have impacted in-person activities.
- Nature base play – The return to the woods has been a movement in early childhood education that has really taken off in the last five years. The movement emphasizes

using nature and natural elements to teach children S.T.E.M concepts. In addition, it is believed that allowing children to build with sticks, logs, and nature materials helps cognitive processes and critical thinking skills

- Indoor Facilities – Especially, in regions with multiple seasons, multi-purpose indoor recreational facilities have been community centerpieces. They can offer recreational activities and special events for every age demographic within a community. They can also serve as mass vaccination clinics, assembly/convention space, polling stations, and sport/athletic tournament locations. Some of these options can create millions in revenue for the community.

National Recreation and Parks Association (NRPA) Metric Standards

- The National Recreation and Parks Association (NRPA) Park Metrics report states that the typical park and recreation agency offers one park for every 2,277 residents served, with 9.9 acres of parkland per 1000 residents. Additional “standard metrics” are 3,607 residents per playground, 8.2 Full-Time Equivalent Employees (FTE) per 10,000 residents, and 22.9% revenue to operations expenditures.
- [NRPA Agency Performance Review, Field Report | Research | National Recreation and Park Association](#)

Illinois Association of Park Districts (IAPD) Metric Standards

- The Illinois Association of Park Districts (IAPD) Benchmark for Success Metrics report states that the typical park and recreation agency in the state of Illinois provides open space or park access to 1480 residents per park, with 12 acres of parkland per 1000 residents. Additional figures showed that park and recreation agencies across the state averaged \$28 per resident in capital expenditure per year.
- [PowerPoint Presentation \(ymaws.com\)](#) This is the IAPD Key Metric report from November 2021. IAPD presents information based on population size so that agencies have accurate information relatable to their community size. This is a wonderful document and one that is necessary for the future success in establishing appropriate metric standards for the Village of Willowbrook.



Village of Willowbrook Park and Recreation Strategic Plan

Updated: June 2022

Strategic Planning Workshop

The Village of Willowbrook Administrative staff will hold a meeting to discuss strategic plans for the Parks and Recreation Department. This meeting will gather information and input from staff on the Department's strengths, weaknesses, opportunities, and challenges within the Village to identify strategic initiatives and projects.

Strategic Plan: Mission Statement

The Village of Willowbrook and their Mayor, Board of Trustees, and Village Clerk and professional staff will develop a comprehensive strategic plan to establish a framework for the Village to follow regarding providing fiscally responsible investments, improvements, and developments of all park and recreation facilities, parks, and assets. This strategic plan will help guide investment and developments for the Village over the next five years.

Planning Process

The planning process will be organized into three phases: Analyze, Envision, and Execution

- **Analyze phase:** The first phase of the planning process is to create a comprehensive analysis of the Village's parks, facilities, and recreational offerings. Staff will evaluate and grade the current conditions of the parks and facilities along with the features and amenities within them to create an unbiased systematic approach that will help develop a priorities list.
- **Envision phase:** During the second phase of the planning process, Staff will create a shared long-term vision for the Department based on the data and information from the analyze phase.
- **Execution phase:** In the final phase, the Village Board of Trustees and staff will focus on outlining the strategies to execute the long-term vision. Staff will then develop appropriate timelines for a clear and concise five-year Action Plan. The Action Plan will detail the timeline of priorities, costs, actions need, and priority level.

Park and Facility Scorecard

This process was developed to create a systematic evaluation of all the Villages open spaces, parks, and facilities. The scorecard is intended to give direction and guide capital improvements to maintain and improve Willowbrook parks and facilities.

- From this evaluation, priorities for improvements and direction for asset allocation could begin.
- Communicate priorities among staff and with the community
- Evaluate and critique status of all features and amenities within the park and/or facility to determine needs and replacement priorities and recommendations.

Grading Scale

A = 4 points B = 3 points C = 2 points D = 1 point

(EXAMPLE) Tony and Florence Borse Memorial Community Park

Recreational Use: ATH, REC, AGE, RENT, SPEV

Location: 208 Midway Dr

Park Type: Community Park

Size: 17.17 acres

Amenities	Grade	Comments
0.5 acre pond	2	
Softball Fields (3)	2	Add scoreboards, lights
Football Field	3	
Volleyball Courts	2	
Playground	2.5	
Shelter #1	2	
Shelter #2	2	
Restrooms	3	Structure is in good condition
Drinking fountains	2	
Parking lot	2	Needs repainting/resurfacing

Commentary: Opened in 1986, larger community park, lots of athletic opportunities and open area

Execution Plan

Primary Goals: Completion by June 2023

Goal	Objectives	Lead/Dept/Updates
Create and Develop New Recreational Programming opportunities	*Identify interest areas to develop classes and activities *Identify necessary facilities for the execution of programs *Evaluate the cost benefit	<i>Lead:</i> Dustin Kleefisch, Director Parks and Recreation <i>Updates:</i> In Progress

Develop Capital Improvements and needs assessment	<ul style="list-style-type: none"> *Research and evaluate needs and opportunities in the community for recreational facilities and programs *Determine what facilities/programs should be prioritized *Research Return on Investment (ROI) of potential projects 	<i>Lead:</i> Dustin Kleefisch, Director Parks and Recreation <i>Updates:</i> In Progress
Finalize Strategic Plan for the Parks and Recreation Department	<ul style="list-style-type: none"> *Create the strategic priorities and objectives for first three years of the department *Establish three-year timeline of expectations for programming/events regarding revenue/expense 	<i>Lead:</i> Dustin Kleefisch, Director Parks and Recreation <i>Updates:</i> In Progress

Secondary Goals: Completion by June 2024

Goal	Objectives	Lead/Dept/Updates
Create foundational programs and recreational opportunities	<ul style="list-style-type: none"> *Identify areas of insufficient recreational opportunity *Project financial returns of programming opportunity *Implement marketing plan to promote program to community 	<i>Lead:</i> Dustin Kleefisch, Director Parks and Recreation <i>Updates:</i> In Progress
Build Pickleball courts (four courts)	<ul style="list-style-type: none"> *Research and evaluate potential locations that would fit a four-court facility *Research potential operational expenses and needs *Work with contractor on cost, design, and timeline of project 	<i>Lead:</i> Dustin Kleefisch, Director Parks and Recreation <i>Updates:</i> In Progress
Establish seasonal “come to you” special event opportunities	<ul style="list-style-type: none"> *Create a schedule of event for the calendar year *Develop concepts/ideas for “come to you” programming *Develop budgets and needs assessment for program success 	<i>Lead:</i> Dustin Kleefisch, Director Parks and Recreation <i>Updates:</i> In Progress

Organizational SWOC Analysis

Strengths: Strategic initiatives that capitalize on our strengths to further our mission statement and goals within the community.

Weakness: Strategic initiatives that address areas that need improvement.

Opportunities: Potential strategic initiatives that can help increase financial success and service duty for the community.

Challenges: Strategic initiatives that work to prevent service and revenue generation.

Strengths	Weaknesses
Leadership	Landlocked
Public need and desire	Lack of established facilities
Development opportunities	Lack of multifunctional programming space
Safety/Risk management	No registration/recreation software
Financial capabilities	Staff shortage
Culture and environment	Limited capabilities/amenities at neighborhood parks
Village stakeholder motivation	Marketing
Cooperation with Village and other community organizations	Indoor athletics

Opportunities	Challenges
---------------	------------

Sponsorships	Specialized facility competition in the Village
Capital plan	Minimum wage increase
Revenue	Customer development and retention
Marketing	Capital development and timeline
Increased and diversified programming	Post-pandemic parks and recreation
Maintenance and replacement schedules/plans	Technology and security
Technology	Staff creation and development
Staff development	Establishing presence in the community



Village of Willowbrook Parks and Recreation Marketing Plan

Updated: June 2022

Marketing Plan: Mission Statement

This information guides the development of all community relations and marketing efforts. It defines the audience, brand message and provides recommendations regarding the Village's approach to community relations and marketing. Information regarding the marketing mix, general marketing calendar, marketing strategies, community relations strategies, and market research evaluation methods explains how the Village's programs, facilities, and services are presented to the public.

Marketing Plan Objectives

- Provide accurate, timely information about programs, facilities, and services to the citizens of Willowbrook
- Encourage participation and awareness for planned recreation programs and special events
- Educate customers on the benefits of recreation and the value it adds to the Willowbrook community and to individual's quality of life
- Encourage use and participation within the parks and facilities
- Increase and improve community relations through support of programs, initiatives, and events offered by the Village of Willowbrook, Chamber of Commerce, Gower School District 62, Hinsdale Township High School District 86, and other associated community entities
- Solicit input from citizens and program participants to ensure the quality and satisfaction of the Village's programs, facilities, and services.
- Solicit feedback from citizens to continuously meet the needs and expectations for recreational and leisure programs and facilities for the community.

Target Market

In simple terms, the Target Market for the Parks and Recreation Department of Willowbrook includes every resident of the Village of Willowbrook and residents from neighboring communities. Anyone seeking quality recreational opportunities will be welcomed at our facilities, parks, and programs.

*Census Data from April 1, 2020

- 1) Population-9,236, 8% population increase from 2010 census

Race Breakdown

White-81.7%

American Indian-0%

Two or more races-0.8%

Black or African American-2.4%

Asian-14%

Hispanic or Latino-5.1%

Foreign born persons-21.4%

Housing

Homeowner-78.2%

Median home value-\$278,200
 Median selected monthly costs (mortgage)-\$1,851
 Median gross rent 2016-2020-\$1,639
 Median household income, 2016-2020-\$86,364
 Per capita income in past 12 months, 2016-2020-\$54,805

Education

High School graduate, percent of persons aged 25 years+, 2016-2020-97.9%
 Bachelor's degree or higher, percent of persons aged 25 years+, 2016-2020-55.4%

Economy

In civilian labor force, total, percent of population aged 16 years+, 2016-2020-64.6%
 In civilian labor force, female, percent of population aged 16 years+, 2016-2020-61.6%

Geography

Population per square mile, 2010, 3,179.1
 Land area in square miles, 2010, 2.69 sq miles

Market Positioning

Branding

Branding is a critical component to creating a memorable impression on consumers, which creates an expectation for the customer about our organization. Our branding strategy will distinguish the Park and Recreation Department from competitors so that we can build strong relationships with our clients to demonstrate how our programs, facilities, and parks can bring happiness to their daily life.

Brand Message

The Brand message is the external statement made by the Park District describing the way we do business. The difficult aspect of this task is interpreting the Mission Statement of the Village "The Village of Willowbrook strives to make a positive impact in the experiences and quality of life for residents who utilize our parks, programs, and events" to relate effectively to the public on how the Village's facilities, parks, and programs provide convenient and affordable opportunities for fun and recreational activities.

Brand Attributes

The Parks and Recreation Department brand is oriented to promote resident benefits and accessibility over alternative recreational opportunities. The following components are key tenets to how residents identify that brand:

Affordability- Providing quality and affordable programs is the goal for the Village of Willowbrook. This is the benefit that residents receive for supporting the Village.

Fun- Creating an atmosphere that is enjoyable and creates happiness to enrich the life of residents is another attribute of the tenets that drives the Parks and Recreation department.

Innovative- Providing current, comprehensive, and unique recreational experiences for individuals of all ages and interests.

Stewardship- Protect open land and park space for the recreational use of Willowbrook residents.

Responsibility- Maintain the fiduciary responsibility to the residents of Willowbrook to effectively and efficiently allocate the tax resources and revenues received to provide the best facilities, parks, and programs for the residents of Willowbrook.

Brand Personality

We want to provide a family friendly, affable, neighborly, good-natured, and apolitical presence to the community. Current marketing efforts achieve this with warm family-oriented messaging, photographs, and marketing graphics. The brand will tell the story of the Parks and Recreation Department by continuing to use photos of residents participating in the department's programs and events. It creates a sense of togetherness and opportunity to showcase residents' happiness and excitement.

Marketing Mix

This will demonstrate the tools and resources used by the Parks and Recreation Department to deliver the Department's brand and message to our target audience. The following resources will have subcomponents that will help achieve this goal

Branding: Logo, brand standards, infographics

Environmental Graphics: Message boards, banners, signs & interpretive signs, unique graphics (vehicle signs, promotional items, clothing, etc.)

Brochure/Catalog: Program guide, fliers, programs, and services

Social Media: Facebook, Constant Contact, Twitter, Instagram, Tik Tok

Advertising: Printed advertisement and media

Public Relations: Media relations, press releases, and crisis planning

Direct Marketing: Newsletters, email marketing, and geo-marketing

Website: Inbound marketing, SEO, information, video, and photos

(Example from Westmont Park District)

Marketing Calendar and Priority List Summer

Key

BIG = \$ Program-Big successful programs

SEV = Special Event

CHD = Early Childhood

ATH = Athletics

DCE = Dance

Level One: Low Priority

- Summer Day Camp (first week 6/7) Ages 6-9
- Camp Operation Fun (COF)(first week 6/7) Ages 10-13
- Counselor in Training
- Post Camp
- Senior Golf League
- Combined Fitness & Golf Membership
- Pickleball
- Piano Lessons
- Watercolor & Mix Media
- Zumba Gold
- Tai Chi
- Ageless Grace
- Walk & Talk Club
- Geocaching Adventure Lab
- FMC Natatorium
- Clarendon Hills Park District Lions Pool Pass
- Contractual Athletic Classes: All-Star Sports, Soccer Made in America, Seven Bridges Ice Skating/Hockey, Karate, Tae Kwon Do, Rock N Kids (Tot Rock/Kid Rock), American Red Cross, Glitzy Girls, Lisa Lombardi, Gary Kantor, Liz Husky (Dog training)

Level Two: Medium Priority

- 4th of July Celebration-Special Event

- Nerf Wars
- Sidewalk Art Contest- Gregg House Special Event (FREE)
- Kiddie Kamp (July 6-29) Ages 2-3 w/Parent
- Summer Fun Camp (6/14-7/7 & 7/12-8/5) Ages 4-5
- Youth Golf Clinic (starts 6/8)
- Intro to Golf (starts 6/17)
- Splash N Bash – Spray Park Private Parties after hours
- Party at the Cabana- Party during operating hours
- Baseball Skills Development-Pitching
- Hitting Development Clinics
- Co-Ed 16" Softball Tournament
- Co-Ed Kickball Tournament
- All Dance classes: Pre-ballet/pre-tap, pre-Hip Hop/pre-ballet, Hip Hop/Jazz, Ballet/Tap #2, Stretch & Technique
- 2&3 Skool (9/21/21-1/13/22) ages 2-3 w/parent
- Puddles, Petals, & Play with Purpose (ages 4-5 & 6-8) sessions: 6/18-7/9 & 7/16-8/6
- Westmont Kids Club & Early Bird Kids Club
- Gregg House Garden Party & Ice Cream Social (FREE) • Gregg House Museum: History Lives Here! Series
- Summer Concert Series: June 16, July 21, and Aug 18

Level Three: High Priority

- Movies in the Park: Wonder Park (June 18), Rookie of the Year (July 16), How to Train Your Dragon: Hidden World (Aug 6)
- Race to the Flag 5k- Special Event
- Junior Golf League (Registration: Resident-Apr 8, NR-Apr 15) (Marketing starts in March)
- Wolverines Summer Biddy Basketball (ages K-4th) Start marketing in March/April
- Wolverines Basketball Tryouts (8/21) ages 3rd through 8th grade Boys and Girls (July marketing push)
- Wolverines Fall Soccer (grades k-8) usually starts in August, push in June/July
- Wolverines Flag Football (grades K-8) starts 8/15, market in June/July
- Wolverines Fall Girls Softball League (T-Ball, 8U, 10U, 12U, 14U, 16U)
- Dance Camp ***NEW PROGRAM***

Fall**Key**

BIG = \$ Program-Big successful programs

SEV = Special Event

CHD = Early Childhood

ATH = Athletics

DCE = Dance

Level One: Low Priority

- Craft Bazaar
- Holly Days events: Food Drive, Phone calls from Santa, Giving Tree, Letters from Santa
- Senior Golf League
- Combined Fitness & Golf Membership
- Snapshot photo contest
- Taekwondo
- Pickleball
- Piano Lessons
- Watercolor & Mix Media
- Zumba Gold
- Tai Chi
- Ageless Grace
- Walk & Talk Club
- FMC Natatorium Contractual Classes: All-Star Sports, Soccer Made in America, Seven Bridges Ice Skating/Hockey, Karate, Tae Kwon Do, Rock N Kids (Tot Rock/Kid Rock), American Red Cross, Glitzy Girls, Lisa Lombardi, Gary Kantor, Liz Husky (Dog training)

Level Two: Medium Priority

- The Last Straw-Oct 3
- Pumpkin Flotilla-Oct 8
- Ghost Stories at Smith Woods-Oct 22
- Spooktacular Fun Night-Oct 29
- Snow Much Fun-Dec 3

- Nerf Wars
- Splash N Bash – Spray Park Private Parties after hours
- Party at the Cabana- Party during operating hours
- All Dance classes: Pre-ballet/pre-tap, pre-Hip Hop/pre-ballet, Hip Hop/Jazz, Ballet/Tap #2, Stretch & Technique
- 2&3 Skool (9/21/21-1/13/22) ages 2-3 w/parent
- Puddles, Petals, & Play with Purpose (ages 4-5 & 6-8) • Westmont Kids Club & Early Bird Kids Club
- Tennis Titans-New program!
- Emerging Warriors

Level Three: High Priority

- Haunted Forest-Special Event, Oct 16
- Wolverines Biddy Basketball (ages K-4th)
- Santa's Sleigh Visit-Popular new event
- Holly Jolly Trolley-NEW Special Event-Dec 11
- Elf Tryouts-New Special Event- Dec 8

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Village of Willowbrook: Parks and
Recreation Department
Master Plan for Parks and Facilities
2023-2028



Village of Willowbrook

Mayor

Frank Trilla

Village Trustees

Mike Astrella

Sue Berglund

Umberto Davi

Mike Mistele

Gayle Neal

Greg Ruffolo

Village Administrator

Sean Halloran

Parks and Recreation Staff

Dustin Kleefisch: Director of Parks and Recreation

Carrie Navins: Recreational Services Coordinator

John Fenske: Parks and Recreation Manager

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Strategy

Dear Willowbrook Residents,

On (insert date) the Village of Willowbrook Board of Trustees adopted its Master Plan for the Parks and Recreation Department, 2023-2028.

The purpose of this Master Plan is to create an action plan for capital improvement projects over the next five years within the Village's parks and facilities. Alternatively, the document will serve as a community reference and guideline for staff regarding department operations and function.

Staff have worked to compile data and develop a comprehensive plan that is fiscally responsible and will set the course for improving the conditions and amenities offered in the parks. With public input and engagement, staff will now be able to effectively organize the department's efforts to meet the community's needs. This document will now function to prioritize and lead the department for the next six years.

The Village is excited to enhance the experiences and amenities that the residents will get to enjoy at their parks.

Sincerely,

The Village of Willowbrook



Sean Halloran

Village Administrator



Dustin Kleefisch

Director of Parks and Recreation

Mission Statement

The Village of Willowbrook strives to make a positive impact in the experiences and quality of life for residents who utilize our parks, programs, and events. The mission statement is meant to be the ethos of the department and fundamentally drives our actions. This mission and purpose orientation is meant to serve and show why Willowbrook is a unique and special place to live.

The Village of Willowbrook seeks to maximize community resources to serve the recreational needs and desires of the community. Promoting fiscally responsible practices while meeting the needs and desires of the community is paramount. These objectives will be completed through Intergovernmental agreements with Gower School District 62, Burr Ridge Park District, and other units of government. Within the parks system, there are a variety of elements and infrastructure that will be planned and budgeted to be addressed on a regular basis. These replacement schedules will help create budget projections and asset allocation in a timely manner.

The future of the Parks and Recreation department is bright. Staff are going to fulfill the potential and needs of the community with unique programming, special events, and amenities. The corresponding document will serve as that guideline to success for the department over the coming years.

Purpose of the Master Plan

In 2022, the Village of Willowbrook decided to update the Parks and Recreation Master Plan from 2018-2022 to provide long-term direction for delivery of services and to sustainably meet community expectations. At its core, the Master Plan is a document to state the current condition of the parks, identify ways to improve the parks and how we are going to execute that plan. This document provides a clear and comprehensive directive on specific project priorities, funding, and the timeline to completion. The unique component to this document is that it reflects the wants and desires of the public, therefore, it is a living document that can change and be amended to better meet the expectations of the public. Recreational trends and programming evolve and change, and it is critical to department success to remain organized but flexible to meet those needs.

The project priority list and schedule are major components of this document. By evaluating the list of priorities, the Village can show the potential time it will take to complete the project. Funding will not be discussed in this document since economic conditions change regularly and funding from the Village may have to be reallocated on an annual basis. To maximize potential grant opportunities, project scheduling will be a critical component to maximize Village resources potential.

Lastly, the Master Plan is an educational and informational guide for residents. It is a transparent document that provides information on park conditions, financing, community demographics, community input, and potential development. This information will educate the reader on the direction of recreational trends, current conditions of capital assets, and what services the Department will be providing in the coming years.

2012-2017 Master Plan History

In 2012, the Village of Willowbrook worked with Design Perspectives to compile the first Master Plan specific to the Parks and Recreation Department. That Master Plan was able to identify some needs within the community, however, circumstances changed, and events happened within the Village that required them to halt progress on the plan. The Willow Pond renovation was one of the projects from the previous Master Plan that was completed. Now with a renewed enthusiasm to provide recreational opportunities to the community, the Village and staff are looking to develop a new plan.

2018-2022 Master Plan History

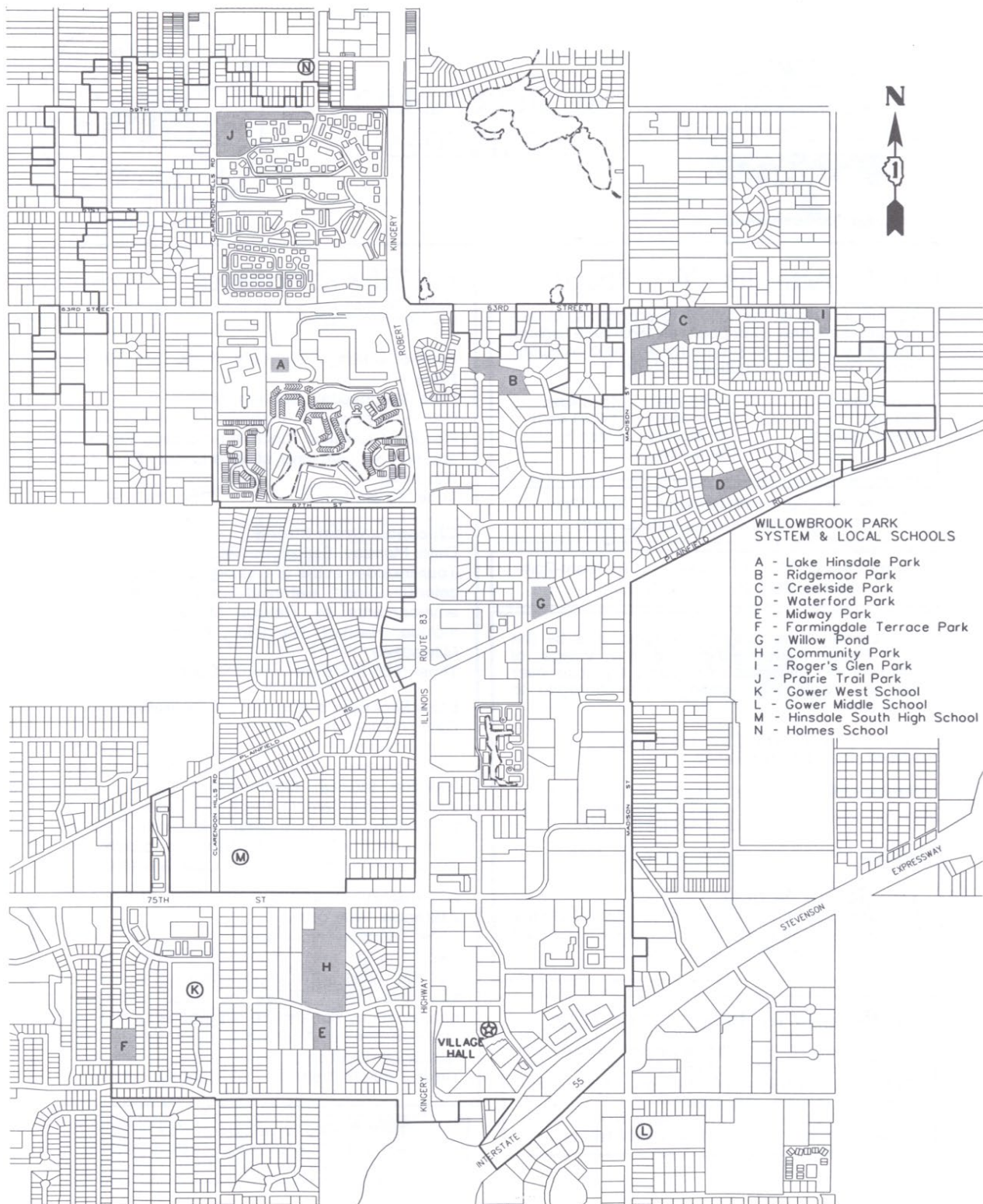
In 2017, the Village of Willowbrook proceeded with a Comprehensive Parks and Recreation Master Plan update to create goals and objectives and recommendations to guide the staff during the next five years. Several surveys were completed including town hall style meetings. The results from the surveys recommended the department needed to focus on improvements to the parks, create better awareness and marketing for Village events and programs, develop a variety of programming opportunities for residents to participate in, such as group fitness classes, yoga, continuing education, and youth sports. The focus group sessions provided some excellent feedback in that residents wanted different special events and programs and to see new improvements to the parks and the amenities they provided.

This portion of the Master Plan is to identify the park projects and renovations that are needed or have been completed throughout the Village of Willowbrook. In Section 4: Park Site Analysis, each park will get a thorough analysis of its current condition. The items listed below are summaries of the current park conditions and the potential for development. Priority will be placed on the projects later when public input and opinion are gathered.

- Ridgemoor Park: Opened in 1976, the property is 5.4 acres. Ridgemoor Park was renovated in 2022. A new playground with a pour-in-place rubber surface was installed, along with a new shelter, ADA picnic tables, concrete walking path, and cornhole set.
- Willow Pond: Opened in 1985, the property is 4.17 acres. Willow Pond was renovated in 2018. The park received a new restroom facility, splash pad, playground with pour-in-place rubber surface, shoreline restoration and native planting, informational/educational signs, concrete walking path, and new pavilions.
- Midway Park: Opened in 1976, the property is 2.14 acres. Midway Park is a 2-acre open green space that can provide different and unique recreational opportunities not present in the Village. It truly is the only undeveloped property in the parks portfolio and has several opportunities for recreational use.
- Borse Memorial: Opened in 1986, the property is 17.17 acres. Borse Memorial Park is the only community park in the Village. In its current condition, there is a significant need to redevelop and improve the amenities and attractions. Many of the features have met their expected lifespan and the need to recreate a plan for replacement will cost significant capital. This park can be the location for larger community events and gatherings, while also offering diverse recreational opportunities and amenities unavailable at all neighborhood parks.
- Creeside Park: Opened in 1981, the property is 10.18 acres. The playground equipment, sand play area surface, basketball court surface, and surrounding area at

Creekside Park need attention and investment. Many of the amenities at this park have met their useful lifespan and need replacement. This park is a detention/retention area for the surrounding neighborhood, so infrastructure and stormwater must be considered with its redevelopment. Nonetheless, this park offers a nature trail and amenities that other parks in the community do not provide. This park is truly a neighborhood park and has no parking available.

- Farmingdale Terrace Park: Opened in 1976, the property is 3.02 acres. The playground equipment has met its useful lifespan. The basketball court needs to be resurfaced. The gravel pathway could be improved and upgraded. There is currently a lack of shade cover at the park. There is potential for a small parking lot and additional amenities given the size of the property.
- Prairie Trail: Opened in 1988, the property is 7.30 acres. This park needs to develop an identity. It feels as if it is a part of the apartment complex. There is a playground that is in good condition but relatively little else. Shoreline restoration and native plantings needs to be a priority due to significant shoreline erosion.
- Waterford: Opened in 1985, the property is 4.28 acres. The playground was replaced in 2013 with a pour-in-place surface and small shelter with picnic area. In addition, there is a sand volleyball court, tennis courts, and ball field. There are some small improvements that could be made to this park to update and upgrade it. Overall, it is well utilized and functional for the needs of the neighborhood. The park is a detention basin for the surrounding neighborhood so this must be taken into consideration with any new development.
- Lake Hinsdale: Opened in 1976, the property is 1 acre. Over the last several years, several amenities have been updated at this park, including the playground, table, and shelter, walking path, fence, and park benches. There are two original pieces of equipment, the swing set and spinner. Public parking for this park is nonexistent. A non-resident of Lake Hinsdale Tower needs a visitor pass from a resident of the Lake Hinsdale Tower to park in the lot, which makes this a difficult place for the public to utilize.
- Rogers Glen Park: Opened in 1987, the property is 1.38 acres. This property is a detention basin for the neighborhood. There are no amenities or features within it.



Section 1: Parks and Recreation Department Overview

History

The Willowbrook Village Board created the Village's Parks and Recreation Commission by ordinance on August 11, 1975. During the first two years after its inception the Commission strived to acquire land through purchase or development donations. By 1977, the Commission created four park sites totaling nearly ten acres and were ready to introduce their first recreational activities program by the summer of 1977.

In 1986, the Village was successful in obtaining a \$148,375.00 matching state grant to acquire approximately 15 acres for what is today known as Borse Memorial Community Park. Later, the Village acquired an additional parcel that brought the park to its current size of 17 acres. In 1989, the Village joined five other communities to form the Gateway Special Recreation Association.

The Village was awarded a State of Illinois DNR (Department of Natural Resources) Open Space Land Acquisition and Development (OSLAD) grant for the redevelopment of Willow Pond. This project included a new splash pad, restroom structure, shelter, pathways, educational signs, and shoreline restoration to Willow Pond.

The Parks and Recreation Commission was dissolved in 2021. The Willowbrook Village Board at that time decided to hire its first ever Director of Parks and Recreation. The current department has two full-time staff members and one permanent part-time employee who oversees the day-to-day function of the department.

Organizational Structure

Mayor

Board of Trustees

Village Administrator

Administration Finance Police Parks & Recreation Community Development Public Works

The Village of Willowbrook is governed by an elected Mayor and six Village Trustees. Trustees are elected by popular vote for their four-year term. Elections are staggered; no more than three trustee positions are up for election in any given year. Village Trustees are elected leaders tasked with setting policy and planning the municipality's future. The Village Board delegates organizational management to the Village Administrator. The Village Administrator is an appointed position that reports to the Village Board. The responsibility and function of the position is to oversee the day-to-day operations of the Village and the coordination of all municipal functions with its departments. Within that authority, the Village Administrator is responsible for creating and managing the Village budget, capital improvement plans, and long-term financial planning and development for the Village.

The Director of Parks and Recreation reports directly to the Village Administrator. The Director of Parks and Recreation is responsible for the department's overall function. These responsibilities

include department budget, park maintenance, capital improvement projects, special events programming, community engagement, and marketing.

Geographic and Political Boundaries

The Village of Willowbrook is 23 miles west of Chicago, Illinois. According to the 2020 US Census, the Village of Willowbrook is comprised of an area of 2.57 square miles with a population of 9,236. The Village of Willowbrook is in DuPage County and neighbors the Village of Hinsdale to the northeast, Clarendon Hills to the north, Westmont to the west, Darien to the southwest, unincorporated DuPage County to the south and Burr Ridge to the east.

Illinois Route 83 (Kingery Highway) splits the community in half, east and west. The northern boundary for the Village of Willowbrook in the northwest corner of the village are 59th Street to Kingery Highway (Route 83) and then south to 63rd Street. The boundary line then goes south down Garfield Avenue to Plainfield Road. From Plainfield Road, the boundary line travels down Madison Street to Joliet Road where it goes west. The southern boundary continues along 79th Street until just pass Blackberry Lane. The Village boundary then splits between Sawyer Road and Blackberry Lane north to 75th Street. Heading east on 75th Street to Route 83, the boundary goes north. At the intersection of 67th Street and Clarendon Hills Road the boundary lines continue north until 63rd Street and goes west to Western Avenue and then north again to 59th Street to complete the Village boundary lines.

The Village of Willowbrook shares overlapping boundaries with several other units of local government. It is important to note that each of these agencies is a separate taxing unit governed by independent, elected boards or councils. The combination of all these taxing units comprises a homeowner's property tax bill.

DuPage County

Downers Grove Township

Indian Prairie

Gower District 62

School District 86

College of DuPage

DuPage Water Commission

DuPage Airport Authority

Population Analysis

According to the 2020 US Census data the following statistics represent the population living in the Village of Willowbrook.

Total population: 9,236 Total households: 3,916 Employment rate: 62.6%

Median household income: \$86,364 Total housing units: 4,509

The median age in Willowbrook was 48.8, higher than the 39.0 median age for Illinois. Age groups by percentage were as follows:

Under 5 years old: 4.7% Under 18 years: 15% 18 years and over: 85%
65 years and over: 24.6%

Currently, 15% of the population is a child under the age of 18, which is below the state average of 22.1%. Within Willowbrook, the average family size is 2.82 members, which again is below the state average of 3.15 members. The community is a family/couple community with 51.6% reporting as married-couple family households, 13.1% reported as male householder, no spouse, and 31.9% reported as female householder, no spouse.

In the category language spoken at home, 29% spoke a language other than English at home, which is higher than the 23.3% for the State of Illinois. The types of languages spoken at home ranged from 71% English only, Indo-European languages 15.7%, Asian and Pacific Islander languages 6.2%, other languages 4.4%, and Spanish at 2.7%.

From income and earnings prospective the residents of the Village of Willowbrook are within higher standards than the median around the state. The median household income of \$86,364 is higher than the state median of \$72,205. In addition, people in poverty in Willowbrook was 5.4%, whereas around the state the average is 12.1%.

From an ethnic perspective 70.2% identified as white, 14.4% Asian, 7.9% Hispanic, and 4.4% Black or African American.

Special Interest Organizations

Within the community there are several special interest organizations that the Village of Willowbrook Parks and Recreation Department interacts with. Among these organizations are the Burr Ridge-Willowbrook Chamber of Commerce, BRW (Burr Ridge / Willowbrook) Softball, Willowbrook Sports Performance Center, Compass Arena, Superior Training, the Kiwanis, and Gower District 62 PTO.

Summary

Overall, the Village of Willowbrook has a great school system, low property taxes, and is a vibrant and thriving community that manages growth with success and style. The community is slightly older than the median average around the state. The conditions and state of the Village from a financial standpoint appear to be strong and Willowbrook is a desirable location to work or reside.

Section 2: Finances

Operation Budget Overview

The Parks and Recreation Department functions under the Village's fiscal year approved and appropriated budget. The department budget functions from a Line-Item Detail structure with assigned general ledger codes for specific department expenditures. Account numbers are designated into several distinct categories such as personnel, contractual, commodities, and capital maintenance expenditures. These general ledger accounts serve the department through their daily operating process. There are several fiscal year categories used for comparison and tracking for each line-item category, which enables staff to identify fluctuations in specific accounts. The items include the actual budget from the past two fiscal years, the previous year's approved budget, the previous year's estimated budget (prior to the budget audit completion) and the current fiscal year proposed budget. These categories serve as tools to identify and track fluctuations with each category year over year.

For Fiscal Year 2020-21 the actual budget for the department was \$281,275. The Fiscal Year 2021-22 approved budget was \$675,154. The 2021-22 estimate came in at \$533,668. Fiscal Year 2022-23 proposed budget was set at \$649,050. With the emphasis on developing more programs, events and enhancing parks and facilities, there will be some increases to the budget in the coming fiscal years. These increases will be presented to the Mayor and Board of Trustees, reviewed, discussed, and approved or modified for the overall fiscal year budget on a regular and reoccurring basis.

Capital Improvement Budget Overview

The Village of Willowbrook practices a Capital Improvement Program (CIP) that identifies large future financial planning and investment commitments critical to the Village's infrastructure. The Capital Improvement Program (CIP) is a governmental fund that exists to aggregate resources to complete infrastructure improvements and large-scale capital projects. Projects are identified, vetted, prioritized, and proposed to fit within the Village's financial means for the given year. Park projects and renovations are a part of this process every fiscal year. From this aspect each project is categorized into either Village Equipment, Village Facility, or Infrastructure. Capital Improvement Program projects are funded from several sources which include grants, Motor Fuel Tax, State Bonds, Water Fund, and the General Fund.

Capital Improvement Funding Levels

Capital improvement funding levels will fluctuate from year to year due to project projections and economic influences from the corresponding funding sources. Village staff prepares a five-year summary of potential large capital improvement projects to manage resources appropriately. This summary provides the Village administration flexibility in completing a high percentage of projects while also staying financially responsible and not overextending Village resources. The Village Administrator oversees each department and works with department heads to determine what potential projects will be placed on the five-year summary. Staff then sources quotes and scope of work estimates to fine tune the projection and project figures. For fiscal year 2022-2023, the CIP budget was \$6,384,200 which consisted of four infrastructure projects, fifteen Village equipment purchases, and twelve Village facilities improvements. The current CIP five-year summary has estimated budgets for fiscal year (FY) 2023-2024 at \$4,610,249, FY 2024-2025 at \$4,922,000, FY 2025-2026 at \$2,911,000, and FY 2026-2027

at \$7,583,000. These projections could potentially change if state or federal grants are awarded, or other revenue sources fluctuate.

Section 3: Recreation Programs and Services

Programming History

The Village has offered seasonal programming through an Intergovernmental agreement with the Burr Ridge Park District for the past several years. From the previous Master Plan findings, programming and services has been a deficiency for the department. A common retort from residents during the information gathering sessions was they desired to have Willowbrook programming offered to them before having to resort to other recreational options, e.g., Burr Ridge Park District, Midtown Athletic Club, other private organizations.

Overall, the other results from the previous Master Plan findings were that residents needed to improve their familiarity and satisfaction with the parks and recreation services. It was articulated that a branding and marketing campaign needed to take place to make this goal come to fruition. However, since recreation programming ceased after 2016 with the Intergovernmental agreement with Burr Ridge Park District, many residents were not looking to the Village for recreational and leisure activities anymore. After 2016, the recreational programming offered by the Village fluctuated between 11 to 16 offerings a year with between 697 and 1,463 participants. Most of the offerings were special events in nature, the highlights of the programs offered were the Co-Recreation 16" Softball league, several fishing derbies events, Easter Egg Hunt, Holiday Party, Movie Night, 5k Fun Run, and Tree Lighting Ceremony. Moving forward, this is going to be a large obstacle to overcome and will require a grassroots campaign to bring events and information to the community and slowly increase awareness and participation.

Comprehensive Program Design

With all these factors considered and looking at Illinois Association of Park Districts (IAPD) and Illinois Park and Recreation Association (IPRA) State metric reports along with the National Recreation and Park Association (NRPA) 2022 Agency performance metrics, there are some baseline statistics and goals that can be achieved in the near future. From a programming standpoint, given the community population size of 9,232 residents, we can use several key success metrics to structure our comprehensive programming plan and organizational goals. On average, park districts and parks and recreation departments offer 320 different programs to residents, or 15 different programs for every 1,000 residents in their jurisdiction. For populations under ten thousand people the median number of programs offered annually was only 24 total programs. Therefore, for Willowbrook, the Parks and Recreation Department should aim to offer between 24 and 135 unique programs a year for the community. This range of program totals will enable staff to gradually build and develop programs that fit the community's interest. A strategic approach to creating interest categories will also enable staff to track and monitor what areas and programs are most popular. Providing programmatic opportunities for active adults (seniors), athletics, early childhood, youth, camps, special interest, and special events will diversify the program portfolio and supply the community with a balanced variety of activities. As more programs are offered more staff will be required to help administer and run these programs.

Revenue Generation

Revenue generation is a critical component to the viability of sustained success for a program. Therefore, having a model in place to ensure that costs and expenses are covered, while also keeping program prices at fair and reasonable levels for the consumer, is the responsibility and duty of staff. To achieve this practice, staff will operate with a budget template model that creates proposed and actual budget figures for each program. The proposed budget overestimates potential expenditures and determines a minimum and maximum participant number for the program. Once the minimum participant number is concluded you can create your price for the program. Staff will also have a standardized profit margin built into each price point. This profit margin creates flexibility for the programmer if the program registration numbers are close to the minimum figure. By practicing and executing these methods, the staff should enable more programs to run if they are close to or below the minimum registration numbers. The standardized fee can vary depending on the activity and costs/risk associated with the activity. The Village Administrator and Director of the Parks and Recreation Department will discuss and decide on the appropriate percentages for each program.

Referencing the IAPD Key Metric findings again, on average Park and Recreation departments across the State of Illinois must generate one-third of their operating expenditures through revenues. With the Department's main and primary expenditure resource being the Village's General Fund, revenue generation will help create potential for capital improvements or other potential projects. In Illinois, communities with a population under 10,000 residents, on average, have a capital expenditure of \$22.35 per person. For the Village of Willowbrook, that would equate to \$206,355.24 in capital expenditures per year for the department. By practicing sound fiscal methods and creating strong revenue generation within and from the program offerings that generation can help offset some of those yearly capital expenditures.

Program Forecast

The Village will plan to develop programs and provide recreational opportunities for residents in two seasonal program guides, Spring/Summer, and Fall/Winter. To attain and achieve the goal of reaching 135 unique programs a year for residents, each program guide will have a variety of programs and interests to support this goal. Active Adults will plan on programming between five (5) and seven (7) activities a month, extrapolated over a year that would be between sixty (60) to eighty-four (84) Active Adult activities per year. Programming for early childhood, athletics, youth, and special events strive to program between thirty (30) to forty (40) programs per guide, bringing the yearly total to sixty (60) to eighty (80) total programs for those categories. With these estimates the department should be providing between one hundred and twenty (120) to one hundred and sixty-four (164) programs a year to the Village residents.

Once we achieve the success rate standard for program offerings, the evaluation and adaptation of programs will begin. Each program will be evaluated and judged on its own merit. No program will be subsidized by another. The goal is to identify each component of a program that is either making it successful or preventing it from being successful. Through this evaluation process there will be attrition and change to stay current with recreational trends.

Within a three-year period, there will be enough data and evidence to determine success rates for programs. It will be the responsibility of staff to ensure that programs are evaluated, wrap up reports

and budget reports completed so that the program portfolio can continue to grow and evolve efficiently. Once this process is completed, staff can project revenue and expenditure potential for budgeting purposes. In addition, program hierarchies will start to develop, and then potential spinoff opportunities will arise for the most popular programs.

Section 4: Park Site Analysis

Evaluation Process

The planning process will be organized into three phases: Evaluation, Envision, and Execution

- ***Evaluation phase:*** The first phase of the planning process is to create a comprehensive analysis of the parks, facilities, and recreational offerings. Staff will evaluate and grade the current conditions of the parks and facilities along with the features and amenities within them to create an unbiased systematic approach that will help develop a priorities list.
- ***Envision phase:*** During the second phase of the planning process, staff, the Mayor, Board of Trustees, and Village Clerk will create a shared long-term vision for the Parks and Recreation department based on the data and information from the evaluation phase. This plan will lead and guide the Village's Parks and Recreation capital improvements for the next five years.
- ***Execution phase:*** In the final phase, the Mayor, Board of Trustees, Village Clerk, and staff will focus on outlining strategies to execute the long-term vision. Staff will then develop appropriate timelines for a clear and concise five-year action plan. The action plan will detail the timeline of priorities, costs, actions need, and priority level. In addition, this five-year plan will serve as a supplementary document to assist in the creation of the Village's Parks and Recreation Master Plan as well as assisting with targeting potential grant opportunities.

Park and Facility Inventory and Scorecard

This process was developed to create a systematic evaluation of all the Village of Willowbrook's open spaces, parks, amenities, and facilities. The scorecard is intended to give direction and guide capital improvements to maintain and improve Willowbrook's parks and facilities. There were two scales used to create analytical scores for each facility. The Grading Scale was used to create a quantitative scale of the parks and facilities' current condition. While the Priority/Opportunity Scale was utilized to create a qualitative scale for the community impact and potential use of the park or facility. The more opportunities a facility or park quantifies the variety of use and impact the facility or park has for the community recreational opportunities. The Inventory score was compiled to show the type of amenities with a park, the condition, and quantity of each element.

- Per this evaluation, priorities for improvements and direction for asset allocation will be established.
- Communicate priorities among staff and with the community
- Evaluate and critique status of all features and amenities within the park and/or facility to determine needs and replacement priorities and recommendations.

Grading Scale

Example (Current physical condition, time of investment or updating, expected remaining life span, priority ranking for replacement)

A = 4 points (Great condition, recently replaced or updated in last three years, ten plus year life expectancy left, lowest priority for replacement)

B = 3 points (Good condition, replaced or updated in last five years, five plus year life expectancy left, low priority for replacement)

C = 2 points (Average condition, in need of replacement parts or updating, less than three-year life expectancy left, priority for replacement)

D = 1 point (Poor condition, in severe need of replacement parts or updating, less than two-year life expectancy left, high priority for replacement)

F = 0 points (Terrible condition, Immediate replacement)

Recreational Activity Use Legend

- 1) Athletic opportunities = **ATH**
- 2) Recreational opportunities = **REC**
- 3) Special Event opportunities = **SPEV**
- 4) Rental opportunities = **RENT**
- 5) Age = **AGE**

Inventory Scale

For the inventory scale there are three tiers created to give values to the elements within that park. The tiers were comprised as such and provided with a value number to provide quantifiable data:

- Basic (1 point): small elements essential to most parks (i.e., Benches, picnic tables, garbage cans etc.)
- Standard (2 points): Elements found in many parks for recreation (i.e., ball fields, shelters, playgrounds, walking paths)
- Advanced (3 points): Elements unique to certain parks (i.e., splash pads, indoor restrooms, fountains, pond, nature trails)

Each facility and park will be given an inventory score assessment (basic = 1 point, standard = 2 points, advance = 3 points) for each amenity element it possesses. In addition, it will also be quantified by the total quantity of such amenities and the condition will be given a grade number. Finally, each park or facility will be given additional points for the recreational opportunity use that they provide (the more recreational uses the higher the score). All those figures will be added together to determine the total score for the park. Then the total score will be divided by the amenities number to determine the amenities score. This is done because some facilities or parks have more amenities than others so it can demonstrate per amenity how each park or facility measures up to each other.

Facilities and Parks

Creskide Park

Recreational Use: **ATH**, **REC**

Location: 64th and Madison St

Park Type: Neighborhood Park

Size: 10.18 acres

Amenities	Inventory	Quantity	Grade	Comments
Picnic tables	1	2	2	
Playground (installed 2001)	2	1	2	Sand base with ground wasps, play structure towards end of useful life span
Basketball court	2	1	1	Concrete needs a resurface, lines need to be repainted, backboards are old
Nature Trail	3	1	2	Has three different walking surfaces (pavers, gravel, wood chips)
Baseball field	2	1	2	Lots of weeds, appears not to have been dragged
Drinking fountain	1	1	2	Needs paint
Park benches	1	6	2	Steel benches with rubber coating. Estimated to be about 10 years old need replacement soon
Bridges	3	3	1	Need immediate attention. Not ADA accessible, no handrails, boards are decaying and broken, needs replacement
Overall Score	15	16	14 + 2 = 16	47 Total Score, 5.87 amenity score

Commentary: Opened in 1981, overall, two hidden walking entrances from neighborhood, no parking, Large open space that also serves as a detention basin for the surrounding neighborhood. Overall, there is a lot of potential at this park. Shelter or pavilion could provide potential rental income. No shade structure on site or garbage cans.

Farmingdale Terrace Park

Recreational Use: **ATH**, **REC**

Location: 415 Honey Locust Ln

Park Type: Neighborhood Park

Size: 3.02 acres

Amenities	Inventory	Qty	Grade	Comments
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Picnic tables	1	1	2	Table is not anchored so it can be moved all over the park
Playground (installed 2000)	2	1	2	Rubber coated steel is deteriorating where the rubber coating is flaking off. Toward end of useful life span
Basketball Court	2	1	1	Concrete condition, needs to be resurfaced and lines painted
Drinking Fountain	1	1	2	Chipping paint
Benches	1	3	2	
Trash Cans	1	3	2	
Walking Path	2	1	1	Crushed gravel material, needs to be improved to concrete or asphalt, 0.086 miles
Overall Score	10	11	12 + 2	35 Total Score, 5 amenity score

Commentary: Opened in 1976, gravel pathways, nestled in a neighborhood, no parking

Lake Hinsdale Park

Recreational Use: REC

Location: 63rd St and Americana Dr

Park Type: Neighborhood Park

Size: 1 acre

Amenities	Inventory	Qty	Grade	Comments
Open space area	1	1	3	
Enclosed play area	1	1	2	Shade cover is attractive
Picnic tables	1	1	2	
Playground	1		2	
Overall Score	4	4	8+1	17 Total score, 4.25 amenity score

Commentary: Opened in 1976, tilt-a-whirl could be a liability at this junction in its life. No parking for non-residents of Lake Hinsdale Tower, all parking is for Lake Hinsdale owners/residents only. Does not provide recreational opportunities for anyone other than Lake Hinsdale Tower residents.

Midway Park**Recreational Use:** ATH, REC,**Location:** 209 Midway Dr.**Park Type:** Community Park**Size:** 2.14 acres

Amenities	Grade	Comments
Soccer Field	3	

Commentary: Opened in 1976, larger open grass area, looks level and well maintained. This area has the potential for additional parking, pickleball, spray park, pavilion etc. for park expansion.

Prairie Trail Park**Recreational Use:** REC**Location:** 59th St and Clarendon Hills Rd**Park Type:** Neighborhood Park**Size:** 7.3 acres

Amenities	Inventory	Qty	Grade	Comments
4-acre pond	3	1	2	Shoreline restoration/beautification needed to halt erosion, no easy access fishing location
Benches	1	7	2	
Playground (installed 2002)	2	1	3	Appears to be in good condition, but nearing the end of useful life span
Drinking fountain	1	1	2	
Picnic tables	1	3	2	
Trash Cans	1	3	2	
Memorial	2	1	3	Plane crash memorial stone
Bike Rack	1	1	2	
Sidewalk/paths	2	1	2	0.35 miles if you include the sidewalk around the park
Overall Score	12	18	18+1	49 Total Score, 5.44 amenity score

Commentary: Opened in 1988, nice recreational area, offers nice fishing opportunities, lots of people from the apartment complex enjoying the park. It has the potential to be a community park on the north side of town. Park Pavilion/shelter would allow for rental income and special events to be held there. Parking lot is needed

Ridgemoor Park**Recreational Use:** REC**Location:** 65th and Quincy St**Park Type:** Neighborhood Park**Size:** 5.4 acres

Amenities	Inventory	Qty	Grade	Comments
0.5-acre pond	3	1	2	
Creek	3	1	2	Shoreline restoration or shoreline stabilization needed
Playground	2	1	3	New installed 2022
Drinking fountain	1	1	2	Paint chipping
Bridge	3	1	2	
Pathway	2	1	3	New concrete 2002
Trash Cans	1	2	2	
Overall Score	15	8	17+1	41 Total Score, 5.85 amenity score

Commentary: Opened in 1976, located at the end of a Cul de sac. Renovated 2022**Rogers Glen Park****Recreational Use:** N/A**Location:** 63rd and Garfield Ave**Park Type:** Neighborhood Park**Size:** 1.38 acres

Amenities	Grade	Comments
Open area	N/A	Detention area, lacks features/amenities

Commentary: Opened in 1987

Area is a retention/detention basin. No real programming or recreational amenities

Tony and Florence Borse Memorial Community Park**Recreational Use:** ATH, REC, AGE, RENT, SPEV**Location:** 208 Midway Dr**Park Type:** Community Park**Size:** 17.17 acres

Amenities	Inventory	Qty	Grade	Comments
0.5-acre pond	3	1	2	Pond is shallow, needs shoreline restoration/development
Softball Fields (3)	2	3	2	Surface is not the best. Difficult to tell what the condition of the clay base is, lots of surface material present

Athletic field lights (2)	3	2	2	Getting replaced in FY 2022
Football Field	2	1	3	Open recreational area
Volleyball Courts	2	3	2	Nets need some added, area could be developed for other use
Basketball Courts	2	2	2	Needs to be resurfaced, backboards nearing end of lifespan
Playground (installed 1996) Tot lot additions in 2007&2008	2	1	2	Some components of the playground are nearing their useful life end. ADA accessibility issues are present at this playground
Shelter #1	2	1	2	
Shelter #2	2	1	2	
Indoor Restrooms	2	1	3	Structure is in good condition
Drinking fountains	1	2	2	
Parking lot	2	1	2	Needs to be resurfaced or replaced in near future
Grills	2	2	1	Grills are toward the end of their useful life
Bleachers	2	5	2	Bleachers are in good working condition
Park Benches	1	8	1	We have a collection of different styles and materials with many of them needing to be replaced.
Trash cans	1	25	2	The green basket cans need new tops and some of the bottom of the rubber coated baskets are starting to rust apart
Overall Score	31	59	32+5	127 Total Score, 7.93 amenity score

Commentary: Opened in 1986, larger community park, lots of athletic opportunities and open area for community events. This park has a tremendous amount of potential. However, we must have amenities, activities, and events that draw people to the park. It is truly the only Community Park where we can host larger events.

Waterford Park

Recreational Use: ATH, REC

Location: 6612 Rodgers Dr

Park Type: Neighborhood Park

Size: 4.28 acres

Amenities	Inventory	Qty	Grade	Comments
Walking Path	2	1	2	Gravel, 0.29 miles

Shelter w/ADA picnic tables	2	1	3	4 ADA tables under shelter, can remove legs for wheelchair access
ADA Accessible Playground (installed 2009)	2	1	3	Newer model, poured in place surface is still in good condition, some patchwork is necessary under swings and high traffic areas
Tennis Courts (2)	2	2	2	Needs resurfacing
Softball field	2	1	1	Backstop fence needs repair was installed in 2001
Drinking fountain	1	1	1	Installed 2009
Benches	1	5	2	Mix of steel and aluminum benches all look to be in average condition
Picnic tables	1	2	1	Tables are not anchored, and kids move them all around the park
Volleyball court	2	1	2	Ground wasps are an issue. Posts look to be in average condition
Garbage cans	1	2	2	
Bike rack	1	1	2	
Overall Score	17	18	21+2	58 Total Score, 5.27 amenity score

Commentary: Open in 1985, renovated in 2013, nicer neighborhood park, playground is very enticing and has lots of distinctive features, condition of the athletic facilities and potential use needs to be addressed

Willow Pond

Recreational Use: REC, RENT, AGE

Location: Plainfield Rd and Adams St

Park Type: Community Park

Size: 4.17 acres

Amenities	Inventory	Qty	Grade	Comments
1.5 Acre Pond	3	1	4	Shore restoration plantings look tremendous
Shelter	2	1	4	New condition
Shelter	2	1	4	
Playground	2	1	4	Variety of play features around the pathway
Grills	2	1	3	
Splash Pad	3	1	4	

ADA Fishing Pier	3	1	2	Big and accessible area, has some wood decay and needs some replacement
Indoor Restrooms	2	1	4	
Water fountain	2	1	3	Has bottle filler option
Parking lot	2	1	3	Miscellaneous patching needed
Trash cans	1	11	4	
benches	1	11	2	
Interpretive signs	2	3	3	Educational boards about native grass and bird habitat
Concrete pathway	2	1	4	0.24-mile walking distance
ADA table	3	5	4	
Bike rack	1	1	3	
Overall Score	33	42	57+3=60	135 Total Score, 8.43 amenities score

Commentary: Opened in 1985, renovated in 2018, beautiful landscaping and natural plantings around the shoreline and park. Street parking was available, easy to locate and find. Wonderful Park renovation with features for people of all ages, interests, and abilities. This park is a perfect example of what all our parks should strive for.

Section 5: Parks and Recreation Development Issues

Within this section of the document, the discussion will focus on the lifespan and standards of normal park amenities and equipment, National, State and Local Park standards and Community survey results. Each category enables staff to create a standard and best practice methodology for the department in developing and maintaining its parks and assets.

To begin, one of the standards created by the Illinois Department of Natural Resources (IDNR) for their grant management program is the useful life criteria for park amenities. This criterion is critical to understanding the expected duration of useful life and can assist in the planning and replacing of said amenities. The following descriptions are from the IDNR publication and are the standard across Illinois.

IDNR Office of Grant Management and Assistance Useful Life Criteria

USEFUL LIFE CRITERIA IDNR Office of Grant Management and Assistance Per IPRA-Park & Natural Resource Management Section's Recommendations

Facility Type

Expected useful life

1) Baseball/Softball Fields

8-10 years

Evaluation Criteria – Factor: # Games/week, # Practices/week, Grass infields, Maintenance Procedure/Standards, is site used for multiple uses, soccer, and football? Is space used for organized or programmed events? Spectator considerations – bleachers, concession stands

2) Baseball/Softball Field Lighting

20 years

Evaluation Criteria – Factor: Pole Type (wood, steel, concrete), wiring type (aluminum, copper), HID or incandescent fixtures, Existing FC vs. new standards, Accepted grounding systems? Panel Capabilities/Technology, Electrical Code compliance

3) Basketball Courts

12-15 years (resurface) 20-25 years (total renovation)

Evaluation Criteria – Factor: Lighted Y/N (Use Baseball Criteria) Surface clay, asphalt, other Color coat/overlay/rebuild Frequency of color coating Location – high water table Fencing material/posts Preventive maintenance Location: Water table concerns Is site used for organized or programmed events? To what extent? Are courts used for making ice?

4) Bike Paths

12-15 years (resurface) 20-25 years (total renovation)

Evaluation Criteria – Factor: Gravel, asphalt or concrete, Monthly volume, and load use (i.e., delivery trucks or garbage), Spring use –heavy, moderate, light, Seal coating frequency, Preventive maintenance record, original construction design loads, Location: flooding/water concerns, Snow removal or salt use? Curbed or sheet drainage to edges

5) Boathouse

10-15 years

Evaluation Criteria – Factor: Attached to Community Center Y/N, Mechanical room connected? ADA compliance Y/N, Local Code compliance? Preventive Maintenance record, Location i.e., Lake Michigan

6) Boat Launch Ramps

15-20 years

Evaluation Criteria – Factor: Construction materials, gravel, concrete, Location i.e., Lake Michigan, Annual Usage, is facility fee generating? Region

7) Fishing Piers & Docks

15-20 years

Evaluation Criteria – Factor: Original construction materials – plastic, wood, aluminum, Location i.e., Lake Michigan, Annual volume/usage, Winter removal and storage? Preventive maintenance record

8) Interpretive Center

10-15 years

Evaluation Criteria – Factor: Attached to Community Center Y/N, Mechanical room connected? ADA compliance Y/N, Local Code compliance? Preventive Maintenance record, Location i.e., Lake Michigan

9) Irrigation System

20 years

Evaluation Criteria – Factor: Irrigated Y/N, Usage # games per week, Drainage considerations, Maintenance standards/levels, is site used for organized or programmed events? To What extent? Is site used for multiple uses? Softball, baseball, or football

10) Parking Lots

12-15 years (resurface), 20-25 years (Total Renovation)

Evaluation Criteria – Factor: Gravel, asphalt or concrete Monthly volume and load use (i.e., delivery trucks or garbage), Spring use –heavy, moderate, light, Seal coating frequency, Preventive maintenance record, original construction design loads, Location: flooding/water concerns, Snow removal or salt use? Curbed or sheet drainage to edges

11) Picnic Shelters

25 years

Evaluation Criteria – Factor: Support structures: masonry, steel, wood, Roof type: metal, asphalt, shingle, slate, cedar shake, Construction type: post & beam, frame, Historical value and consideration, Preventive maintenance record, is site used for organized or programmed events? To what extent?

12) Playgrounds

8 – 12 years – wood, 10 years – plastic, 15 years - metal

Evaluation Criteria – Factor: Meet Standards? ASTM, CPSC (Consumer Product Safety Commission), ADA, Daily usage by intended user group, Location: school, or Neighborhood Park, Surfacing Material, Preventive maintenance record, Border construction material, Location: retention area/water?

13) Restrooms

25 years

Evaluation Criteria – Factor: Stand-alone site? Heated for winter?

14) Shuffleboard Resurface Total Renovation 12-15 years 20-25 years Same as tennis courts

15) Soccer Fields 8-10 years Usage rating A/B/C/D # games/week, # weeks/year, time of year, age of user

16) Swimming Pools and Bathhouse

25 years

Evaluation Criteria – Factor: Stand-alone site? Heated for winter?

17) Tennis Courts

12-15 years (resurface), 20-25 years (Total Renovation)

Evaluation Criteria – Factor: Lighted Y/N (Use Baseball Criteria), Surface clay, asphalt, other, Color coat/overlay/rebuild Frequency of color coating, Location – high water table, fencing material/posts, Preventive maintenance, Location: Water table concerns, is site used for organized or programmed events? To what extent? Are courts used for making ice?

18) Volleyball Courts

8-10 years

Evaluation Criteria – Factor: Sand / Grass? Lighted Y/N, Borders, Bleachers/spectator area

National, State and Local Standards

The Illinois Association of Park Districts published a report in November of 2021 titled IAPD *Key Metric Agency Data*. The study investigated key local and statewide statistics for Park Districts, Village

Parks and Recreation Departments, and Forest Preserves to create benchmark comparisons statewide, as well as by agencies of similar size, location, and offerings. In the study, there were one hundred and forty-six (146) agencies that participated.

On average, Park District and Park and Recreation departments reported having a median of 21 park and non-park sites and a mean of 36.2 total sites in their operational responsibility. For agencies serving a population under 10,000 (n=25) the median total sites were 6 and the mean was 7.5 sites. From that data the Village of Willowbrook is exceeding the average of similar sized agencies around the state. The Village owns and operates 10 park sites and is opening the Community Resource Center for 11 sites. From the data, it also showed that among Park Districts and Park and Recreation Departments the number of residents served per park within their jurisdiction was 1,079. Again, the Village of Willowbrook scored better than the statewide benchmark with 923.6 residents served per site. Regarding improved acreage per capita, for a population size of less than 10,000 residents (n=25) the mean number of improved acreages per 1,000 residents was 12.2. In this area, the Village of Willowbrook does fall short at 6.22 acres per 1,000 residents, however, that can be contributed to Willowbrook being a developed community in a suburban area of the state. Conversely, village departments averaged 27.4 acres per square mile within their jurisdiction. When this metric is used compared to Willowbrook's 2.57 square miles within the jurisdiction the Village has almost doubled the statewide bench for similar sized municipalities with 56 acres managed. Within the open space and facility segment of the report the only area that could be classified as deficient or lacking would be the indoor recreational space, where the statewide benchmark for a population of <10,000 was 2 facilities. With the Community Resource Center opening in 2023, that is a positive step in providing more diversified recreational facilities and space to the residents.

Park and Recreation Departments operating expenses had a small sample size (n=8) but interesting breakdown. The breakdown for their operating expenses was as follows: 54.4% of all department expenses are covered by General Fund Tax Support, 26.8% from earned/generated revenue, 12.7% from other/alternative sources (donations, sales tax, interest, or developer fees), 2.4% dedicated tax levies, 1.6% from grants, and 0.4% from sponsorships. Specifically, for Parks and Recreation Departments, operating expenditure coverage is significantly different than their counterparts, who rely on property taxes to support their operating expenses Park Districts (58.5% revenue source) and Forest Preserves (77.4% revenue source). From a financial perspective this model can provide less guaranteed revenue but ultimately can also provide more flexibility regarding project funding. Currently, the Village of Willowbrook funds the Parks and Recreation department through the Village General Fund. From this data analysis the Village of Willowbrook generally is on par or slightly above their similar sized counterparts around the state.

Community Survey and Results

2022 Willowbrook Parks & Recreation Department Community Survey

—Initial Topline Results—

(n= 315 surveys; completed between October 20th, 2022, and January 10th, 2023)

1. How many years have you lived in Willowbrook? (n=314)	
Less than 5 years	23%
5 – 9 years	20
10 - 19 years	16
20 - 29 years	20
30+ years	21
Mean (average)	16 years

2. Please give your overall opinion of the Village of Willowbrook Parks & Recreation Department. (0-10 scale, n=241 giving a rating)	
Highest regard (9-10)	24%
Very favorable (8)	33
Somewhat favorable (6-7)	17
Neutral (5)	20
Unfavorable (0-4)	6
Mean (average)	7.1
Median (midpoint)	8.0
Unfamiliar	25%

3. What do you <u>like</u> most about the Willowbrook Parks & Rec Department, or what does it do particularly well?
<i>Coding of open-ended question in progress; results will be included in final report.</i>

4. What do you dislike most about the Willowbrook Parks & Rec Department, or what could it do better?

Coding of open-ended question in progress; results will be included in final report.

5. Without checking any reference information, what percent of your property taxes do you think goes to Village of Willowbrook Parks & Rec Department? Please provide your best estimate. (n=301)

None/0%	9%
1%-2%	33
3%-5%	29
6+%	29
Mean (average)	5.9
Median (midpoint)	3.0

6. Which Village of Willowbrook parks and playgrounds have you or other household members visited in the past 12 months? (n= 251 visiting at least one park/playground)*

Willow Pond Park	43%
Waterford Park	35%
Borse Community Park	30%
Midway Park	26%
Creekside Park	25%
Ridgemoor Park	24%
Prairie Trail Park	21%
Lake Hinsdale Park	15%
Roger's Glen Park	8%
Farmingdale Terrace Park	6%
None of the above	24%

*Based on multiple responses (% selected)

7. Please rate your overall satisfaction with the Willowbrook parks and playgrounds that you have recently visited. (0-10 scale)

A. Overall experience (n=244)	
Extremely satisfied (9-10)	50%
Satisfied (8)	25

Somewhat satisfied (6-7)	14
Neutral (5)	7
Dissatisfied (0-4)	4
Mean (average)	8.2
B. Cleanliness, maintenance, and upkeep (n=211)	
Extremely satisfied (9-10)	58%
Satisfied (8)	19
Somewhat satisfied (6-7)	11
Neutral (5)	3
Dissatisfied (0-4)	9
Mean (average)	8.2
C. Access (parking, paths, entrances/exits) (n=209)	
Extremely satisfied (9-10)	61%
Satisfied (8)	15
Somewhat satisfied (6-7)	11
Neutral (5)	5
Dissatisfied (0-4)	8
Mean (average)	8.3
D. Safety (n=206)	
Extremely satisfied (9-10)	62%
Satisfied (8)	20%
Somewhat satisfied (6-7)	9%
Neutral (5)	6%
Dissatisfied (0-4)	3%
Mean (average)	8.6
E. Amenities provided (trash cans, benches, etc.) (n=205)	
Extremely satisfied (9-10)	53%
Satisfied (8)	21
Somewhat satisfied (6-7)	17
Neutral (5)	5
Dissatisfied (0-4)	4
Mean (average)	8.3

8. If you are dissatisfied with any Parks & Rec Department park, playground, etc., please indicate which one(s) and why.

Coding of open-ended question in progress; results will be included in final report.

9. If you have not used or visited a Park District park or facility recently, why not? (n=61)*

Do not have children or children are grown	54%
Unaware of/Unfamiliar with the Department and/or its parks, playgrounds, and nature areas	48%
Too busy/don't have time	32%
Use other facilities for recreation/activities – specify (e.g., Waterfall Glen, Morton Arboretum)	25%
No facilities or activities offered for my/our age group	12%
Just not interested	8%
Other, please specify (e.g., no dog park)	3%
Do not feel safe going to the parks in general	2%
Poor health, mobility issues	2%
COVID-19 related reasons	2%
Had a bad experience	-
Cost/Fees are too high	-
Location issues, lack of transportation	-
Poor quality/condition of the park facilities -specify	-

*Based on multiple responses (% selected)

Q10A. Please indicate if you or a household member uses, has a need or interest in the following amenities or facilities. (n=298 indicating at least one)*

Walking and biking trails	92%
Open space for small concerts, movies, etc.	48%
Outdoor flushable toilets/restrooms	47%
Outdoor playground equipment	38%
Outdoor pickleball courts	30%
Large pavilion for family/group events	28%
Spray park or splash pad	24%
Other - please specify (e.g., tennis courts, pool, dog park, basketball courts)	22%
Athletic fields (soccer, football, lacrosse)	19%
Softball fields	9%
None of these	4%

*Based on multiple responses (% selected)

Q10B. How well is each of those needs or interests being met – whether they are provided by the Parks & Rec Department or any other source.

Q10B_1. Walking and biking trails (n=258)	
Top2Box (4-5)	45%
Completely Met (5)	20%
Mostly met (4)	25
Average (3)	35
Barely met (2)	7
Not at All Being Met (1)	13
<i>Mean (average)</i>	3.3
Q10B_2. Spray park or splash pad (n=87)	
Top2Box (4-5)	39%
Completely Met (5)	13%
Mostly met (4)	26
Average (3)	20
Barely met (2)	8
Not at All Being Met (1)	33
<i>Mean (average)</i>	2.8
Q10B_3. Outdoor playground equipment (n=119)	
Top2Box (4-5)	70%
Completely Met (5)	46%
Mostly met (4)	24
Average (3)	23
Barely met (2)	3
Not at All Being Met (1)	4
<i>Mean (average)</i>	4.1
Q10B_4. Open space for small concerts, movies, etc. (n=137)	
Top2Box (4-5)	24%
Completely Met (5)	6%
Mostly met (4)	18
Average (3)	27
Barely met (2)	19
Not at All Being Met (1)	30
<i>Mean (average)</i>	2.5

Q10B_5. Softball fields (n=37)	
Top2Box (4-5)	58%
Completely Met (5)	34%
Mostly met (4)	24
Average (3)	24
Barely met (2)	4
Not at All Being Met (1)	14
<i>Mean (average)</i>	3.6
Q10B_6. Outdoor pickleball courts (n=96)	
Top2Box (4-5)	3%
Completely Met (5)	2%
Mostly met (4)	1
Average (3)	7
Barely met (2)	22
Not at All Being Met (1)	68
<i>Mean (average)</i>	1.5
Q10B_7. Outdoor flushable toilets/restrooms (n=146)	
Top2Box (4-5)	20%
Completely Met (5)	12%
Mostly met (4)	8
Average (3)	33
Barely met (2)	21
Not at All Being Met (1)	26
<i>Mean (average)</i>	2.6
Q10B_8. Large pavilion for family/group events (n=90)	
Top2Box (4-5)	30%
Completely Met (5)	14%
Mostly met (4)	16
Average (3)	23
Barely met (2)	26
Not at All Being Met (1)	21
<i>Mean (average)</i>	2.7
Q10B_9. Athletic fields (soccer, football, lacrosse) (n=63)	

Top2Box (4-5)	44%
Completely Met (5)	22%
Mostly met (4)	22
Average (3)	35
Barely met (2)	12
Not at All Being Met (1)	9
Mean (average)	3.3

11. Please indicate the top three outdoor recreational opportunities that you think the Parks & Rec Department should prioritize providing, adding, or improving. (n=295)

	Top 1	Top 2	Top 3
Walking and biking trails	56%	76%	82%
Other – specify (e.g., tennis courts, pool, dog park, basketball courts)	11%	15%	19%
Outdoor pickleball courts	9%	17%	24%
Open space for small concerts, movies, etc.	6%	18%	36%
Outdoor playground equipment	6%	21%	32%
Outdoor flushable toilets/restrooms	5%	19%	33%
Spray park or splash pad	3%	9%	14%
Large pavilion for family/group events	2%	7%	20%
Athletic fields (soccer, football, lacrosse)	2%	8%	16%
Softball fields	<1%	1%	2%

12. If you are dissatisfied with any Willowbrook Parks & Rec Department program or event, please indicate which one(s) and why.

Coding of open-ended question in progress; results will be included in final report.

13. What type of new program(s) or event(s) would you like the Parks & Rec Department offer, or provide more often? Please be specific.

Coding of open-ended question in progress; results will be included in final report.

14A. Please indicate if you or a household member uses or has a need or interest in the following programs or events. (n=250 indicating at least one)

Family or community events	55%
Active older adult programs, ages 65+	45%
Adult non-sports, ages 19+	43%
Adult sports/athletics, ages 19+	41%
Youth sports/athletics, ages 5-11	18%
Pre-K/Early childhood programs	16%
Teen sports/athletics, ages 12-18	15%
Youth non-sports, ages 5-11	15%
Teen non-sports, ages 12-18	9%
Other, please specify (e.g., programs for older adults who are not seniors yet)	3%
<i>None of these</i>	22%

Q14B. How well is each of those needs or interests being met – whether they are provided by the Parks & Rec Department or any other source.

Q14B_1. Pre-K/Early childhood programs (n=38)	
Top2Box (4-5)	10%
Completely Met (5)	1%
Mostly met (4)	9
Average (3)	57
Barely met (2)	10
Not at All Being Met (1)	23
<i>Mean (average)</i>	2.6
Q14B_2. Youth sports/athletics, ages 5-11 (n=52)	
Top2Box (4-5)	23%
Completely Met (5)	1%
Mostly met (4)	22
Average (3)	45
Barely met (2)	19
Not at All Being Met (1)	13
<i>Mean (average)</i>	2.8

Q14B_3. Youth non-sports, ages 5-11 (n=44)	
Top2Box (4-5)	15%
Completely Met (5)	-
Mostly met (4)	15%
Average (3)	52
Barely met (2)	12
Not at All Being Met (1)	21
<i>Mean (average)</i>	2.6
Q14B_4. Teen sports/athletics, ages 12-18 (n=36)	
Top2Box (4-5)	44%
Completely Met (5)	7%
Mostly met (4)	37
Average (3)	26
Barely met (2)	14
Not at All Being Met (1)	15
<i>Mean (average)</i>	3.1

Q14B_5. Teen non-sports, ages 12-18 (n=33)	
Top2Box (4-5)	15%
Completely Met (5)	5%
Mostly met (4)	10
Average (3)	54
Barely met (2)	11
Not at All Being Met (1)	20
<i>Mean (average)</i>	2.7
Q14B_6. Adult sports/athletics, ages 19+ (n=83)	
Top2Box (4-5)	10%
Completely Met (5)	1%
Mostly met (4)	9
Average (3)	49
Barely met (2)	21
Not at All Being Met (1)	20
<i>Mean (average)</i>	2.5

Q14B_7. Adult non-sports, ages 19+ (n=92)	
Top2Box (4-5)	11%
Completely Met (5)	-
Mostly met (4)	11%
Average (3)	40
Barely met (2)	21
Not at All Being Met (1)	28
<i>Mean (average)</i>	2.4
Q14B_8. Active older adult programs (65+) (n=108)	
Top2Box (4-5)	12%
Completely Met (5)	-
Mostly met (4)	12%
Average (3)	40
Barely met (2)	24
Not at All Being Met (1)	24
<i>Mean (average)</i>	2.4
Q14B_9. Family or community events (n=138)	
Top2Box (4-5)	22%
Completely Met (5)	1%
Mostly met (4)	21
Average (3)	45
Barely met (2)	17
Not at All Being Met (1)	16
<i>Mean (average)</i>	2.7

15. Please indicate the top three programs or events that you think the Parks & Rec Department should prioritize providing, adding, or improving. (n=276)

	Top 1	Top 2	Top 3
Active older adult programs, ages 65+	23%	33%	43%
Family or community events	20%	44%	59%
Adult sports/athletics, ages 19+	16%	26%	34%
Pre-K/Early childhood programs	11%	14%	20%
Youth sports/athletics, ages 5-11	9%	17%	29%
Adult non-sports, ages 19+	7%	23%	33%

Teen sports/athletics, ages 12-18	7%	14%	19%
Youth non-sports, ages 5-11	3%	12%	17%
Other - specify (e.g., programs for older adults who are not seniors yet)	2%	2%	3%
Teen non-sports, ages 12-18	1%	5%	9%

16. If the Parks & Rec Department were to offer programs of interest to you and your household, how often would you (or someone in your household) most likely participate in these activities in general? (n=301)*

More than once a week (e.g., daily or multiple days/week)	9%
Once a week (e.g., weekly program on the same day/time)	22
2 to 3 times a month	29
Once a month	22
Less than once a month	13
Never/Not interested	5

17. How likely are you to participate in informal discussion groups (e.g., resident meetings in a local park) with Parks & Rec Department staff to discuss possible park improvements, program and event ideas, etc.? (n=305)

Very likely	8%
Somewhat likely	47
Not very likely	31
Not at all likely	14

18. As you may know, none (0%) of your property taxes goes to the Willowbrook Parks & Recreation department, as it is completely funded currently by program fees, facility rentals, etc. Given the parks, facilities, programs, and services provided by the Department, rate the overall value that the Department represents given its share of property taxes. (0-10 scale, n=302)

Excellent value (9-10)	51%
Great value (8)	16
Good value (6-7)	8
Average value (5)	18
Poor value (0-4)	7
<i>Mean (average)</i>	7.9

19. When you seek information about the Village of Willowbrook Parks & Rec Department and its parks, facilities, programs, or services, from what sources do you get that information? (n=308)*

Quarterly <u>printed</u> Willowbrook Parks & Rec Department Newsletter/Fun Guide	61%
Village of Willowbrook website	52%
Other Village mailings/newsletters/emails	28%
Rely on word of mouth from family, friends, or neighbors	27%
Quarterly <u>digital</u> Newsletter/Fun Guide on the Village/Department website	14%
Social media, such as Facebook, Twitter, etc.	14%
Call the Village or Department main office	11%
Local newspaper (print or online) (e.g., The Doings, Daily Herald)	4%
Other source – please specify (e.g., signage)	3%
Other website - which one (e.g., Nextdoor)	3%

*Based on multiple responses (% selected)

20. Please select your most preferred source when seeking information about the Parks & Rec Department. (n=295)

Quarterly <u>printed</u> Willowbrook Parks & Rec Department Newsletter/Fun Guide	46%
Village of Willowbrook website	28%
Rely on word of mouth from family, friends, or neighbors	9%
Social media, such as Facebook, Twitter, etc.	5%
Quarterly <u>digital</u> Newsletter/Fun Guide on the Village/Department website	4%
Other Village mailings/newsletters/emails	4%
Call the Village or Department main office	2%
Other source (e.g., signage)	1%
Other website, which one	1%
Local newspaper (print or online)	-

21. Which social media platforms would you be most likely to use to find out information about the Parks & Rec Department's programs, events, services, etc.? (n=306)*

Facebook	83%
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Instagram	37%
Twitter	13%
Other – specify (e.g., Nextdoor, Willowbrook website)	6%
TikTok	6%
None/Do not use social media	45%

*Based on multiple responses (% selected)

22. Please indicate below if you agree or disagree with the following statement:

Parks and recreation help to improve property values.

(n=308)

Strongly Agree	54%
Agree	41
Disagree	3
Strongly Disagree	2

DEMOGRAPHICS

23. What is your age? (In what year were you born?) (n=315)

Under 35	21%
35-44	14
45-54	15
55-64	20
65+	30
<i>Mean (average)</i>	<i>55 years</i>

24. Please indicate your gender. (n=315)

Male	46%
Female	54

25-27. Including yourself, how many people ... (n=315)

	0/n.a.	1	2	3-4	5+
... live in your household?	4%	22	43	25	6

... in your household are under age 18?	81%	5	9	5	<1
... in your household are ages 65 or older?	61%	16	23	-	-

**28. Which of the following identifies your race or ethnicity?
(n=315)***

American Indian or Alaska Native	2%
Asian	16%
Black/African American	1%
Hispanic, Latino, or Spanish	6%
Native Hawaiian or Other Pacific Islander	-
White	75%
Other	5%

*Based on multiple responses (% selected)

**29. Last year, what was your household income before taxes?
(n=287)**

Less than \$35,000	7%
Between \$35,000 and \$49,999	9
Between \$50,000 and \$74,999	13
Between \$75,000 and \$99,999	15
Between \$100,000 and \$149,999	19
Between \$150,000 and \$199,999	15
\$200,000 or more	22

30. Apart from any earlier responses, what one thing could the Willowbrook Parks & Rec Department do to better serve you and your household.

Coding of open-ended question in progress; results will be included in final report.

From the results of the survey, the mean age was 55 years old, 46% male and 54% female, ethnically there was 75% White, 16% Asian, 6% Hispanic, and 5% Other. All the demographics reported fell in line with the most recent census information regarding the community.

Overall, the survey respondents provided high esteem scores, and good value ratings for the Department. In addition, we found that there is opportunity for education and public outreach in several areas. In particular, 25% of residents were not familiar enough to offer a rating on the Department, along with the fact that on average residents believe that a property tax is levied for Parks and Recreation.

One of the overwhelming results was that 95% of respondents believed that parks and recreation help improve their property value, with 54% strongly agreeing and 41% somewhat agreeing. Along those lines, 75% rated the Department as good value, with 51% seeing that it provided excellent value. Another key finding was that 76% reported visiting Willowbrook park or playground within the past year, most often Willow Pond (43%), then Waterford Park (35%), and Borse Memorial Park (30%). The interesting component in those responses is that Willow Pond and Waterford Park have two of the newer playgrounds in the Village. Among park users, 87% were satisfied with their experience with safety, receiving the highest score at 91%.

Regarding amenities and activities, we were able to identify what priorities the community truly has now. Questions 10A, 10B, and 11 provided us with critical insight into the priorities the community had for outdoor amenities. In terms of outdoor amenities, 92% of respondents are currently seeking trails for walking or biking. 48% are seeking outdoor space for concerts and movies in the park, along with 47% having interest in outdoor flushable bathrooms. Interest in playgrounds was expressed by 38% of respondents. Pickleball courts received a 30% interest but received a 90% response to the need not being met from the Department, which demonstrates that it is a high priority.

From a programming perspective, respondents identified that they would like to participate in programs once a month to once a week. In addition, community/family special events were a top priority with 55% of respondents saying they need or seek this activity. Adult programs for ages 65+ had a 45% response in need, along with adult non-sports at 43%, along with athletic programs for ages 19+ at 41%. The community also felt that Pre-K/Early Childhood programming was not meeting their needs, with only 10% feeling that current programming met their need. Those areas were our largest responses to the community need.

Communication and public engagement also received beneficial feedback. With the seasonal program guide receiving a 61% as a preferred method of learning about Department activities, followed closely by the Village website at 51%. In regard to social media platforms, 83% of respondents identified Facebook as their preferred method of social media. However, only 14% look for park and program information on Facebook and only 5% identified it as their preferred source for department information.

In conclusion, the survey helped identify areas of need within the department, areas of weakness, and the possibility for more public education and outreach. The data collected will be vital to the development of park plans and amenities for the coming years.

Section 6: Project Identification and Strategy

In this section potential projects will be identified to assist in the planning and execution strategy of potential developments within the parks system. Village staff, during any potential development, will also seek input and feedback from the community regarding the direction of a potential project. Most of these interactions will come through Open House style public meetings where the public will be able to view general concepts and provide feedback so that staff can develop specific renderings from that point. In addition, staff has created an evaluation metric to rank and prioritize parks based off their recreational uses, size, amenities, and inventory. This metric will help provide data driven analysis when it comes to the potential enhancements and redevelopment needed for each park. This practice is simply to state potential projects at each park.

Creekside Park

Creekside Park is the second largest park in the Village next to Borse Memorial Community Park. It has several unique features such as a nature trail and pedestrian bridges. However, there is no parking or vehicle access to the park and can only be accessed by foot or bicycle. There are also several different materials used on the walking paths to access the park which include mulch, gravel, and pavers. In addition, the area serves as an overflow detention basin for the neighborhood. This component must be considered during redevelopment. There are no shade structures or coverings. The playground is dated and features a sand base which has a propensity to house ground wasps. The basketball court and baseball field both require attention.

Given the nature and location of this park it is a wonderful neighborhood park. Hosting any events at the location would be logistically difficult due to the lack of parking and power. However, renovations to the current playground structure are necessary. The addition of a picnic shelter would be a nice addition for the residents to utilize and have parties or rental potential. The basketball court will need to be resurfaced and replaced. The pedestrian bridges are at the end of their useful life and additional hardscaping and landscaping could make the park more attractive. Many of the features and amenities in this park are from the late 1990's to early 2000s.

Evaluating the Park Site Analysis for Creekside Park, the total score of 47 was the 5th highest score out of all the facilities evaluated. While the amenity score of 5.87 was the third highest. The translation to these quantifiable figures is that Creekside has unique or advanced features such as the nature trail and bridges that other parks do not possess but lacks in overall quality and many of the features need attention.

Farmingdale Terrace Park

The location of this park is wonderful. It is nestled in a neighborhood and has a nice walking path through it. Situated on just over three acres of land, the park offers a good balance of green space and amenities. There is only on-street parking available, which realistically could accommodate about four to five vehicles. The playground was built in 2000 and has a mulch surface. Many of the amenities are reaching their useful life span and will require attention. The walking path consists of crushed stone, which needs to be upgraded. Additionally, there is no shade structure at the park currently.

Overall, Farmingdale Terrace scored lowest on the total score scale and amenity score. This means that it has the fewest features and lowest quality of features out of parks evaluated. These scores mean that it should be a priority in the next three to five years.

Prairie Trail Park

Prairie Trail has some excellent fishing opportunities with the four-acre pond that is on the 7.3-acre property. The park is adjacent to the TGM apartments and is sometimes confused as a piece of their property. Currently, there is no parking for the park which makes it difficult for other patrons who do not live in the apartments or surrounding area to enjoy. In addition, there is no shade structure. Pathways along Clarendon Hills Road are concrete, but the interior pathways are crushed stone, this will need to be addressed. There is a lot of potential for this park, and it could develop into a smaller community park on the north side of Willowbrook.

The qualitative and quantitative scores for Prairie Trail Park place it at 4th place in total score and 5th place in amenity score. Meaning that the park has a few unique features like the pond and memorial but overall, the amenities are in average condition and nearing the end of their useful life stage. In the future, there could be a picnic shelter and parking lot created for this site to host events and different programming opportunities.

Tony and Florence Borse Memorial Community Park

Borse Memorial Community Park is the only community park in the village and is the largest parcel at 17.17 acres. The property features a variety of amenities and facilities that can be utilized by the public for recreational purposes and community gatherings. Many of the amenities need attention and updating. With the park being the size it is, the potential costs and scope of work are going to be much more extensive and expensive than any of the neighborhood parks. Presently, there is an 86-parking space parking lot that is asphalt on the property. It needs replacement; there are already patches and sealing done to cracks. The pavilion shelter roofs are sagging and will need replacing. The playground equipment was installed in 1996 and is at the end of its useful life.

Due to the park's size and number of amenities, it was second in the total score at 127 and second in the amenity score at 7.93, both were best by Willow Pond, which was renovated in 2018. From a recreational use, Borse Memorial Community Park has the most opportunity and potential out of any park within the village. It should be the community's focal point and bring people together for various activities and events. Increasing the parking capacity will be a concentration of any potential redevelopment along with adding additional walking pathways, family focused and community amenities. Given the scale of any potential redevelopment, this will be a project that spans several years in order to accommodate all the work that will need to be done. Borse Memorial is the only Community Park and does have the potential to serve the most people and provide the most recreational opportunities. In addition, many of the features within the park need attention and are approaching the end of their life span. There has not been significant investment in Borse Memorial Park in fifteen plus years.

Willow Pond

The Village received an OSLAD grant from IDNR to redevelop Willow Pond and the project was completed in 2018. This park is the standard of what parks should be in the community. There are a

variety of amenities and features for patrons to enjoy. It scored the highest in the total score at 135 and amenity score at 8.43 which represents the quality and variety of features it offers the community.

Nonetheless, the ADA fishing pier will need attention to replace some rotting boards and railings. Parking is limited at this location, but there really is not any feasible way to expand or add parking spots given the current layout and situation.

Midway Park

Currently, Midway Park is a 2.14-acre property that is not developed. The vacant space could be developed and serve as an extension of Borse Memorial Park or utilized in other capacities that fit the recreational needs of the community. This park is the only undeveloped property with potential to be developed into something better.

Lake Hinsdale Park

Lake Hinsdale Park serves the residents of Lake Hinsdale Tower and provides an acre of green space for them. It does have a shade structure and newer playground and overall, the condition of the park is in good condition. There is no public parking for this park currently situated.

Ridgemoor Park

In 2021, Ridgemoor Park was renovated with a new playground, shelter, pour-in-place surface, and walking path. These new features should serve the residents in this area for the next decade.

Rogers Glen Park

This park currently functions as a retention/detention basin with steep inclines. Given the function and geography it does not have the potential to serve as anything other than a retention/detention basin and green space when dry.

Strategy

There are several directions that the Village can go when it comes to improving and redeveloping the parks. First and foremost, being fiscally responsible and looking for opportunities that provide the largest impact for the community will be front and center during the decision-making process. As discussed in the document, any Parks and Recreation Department development must fall within the Village's Capital Improvement Program (CIP). Therefore, determining the duration and expense of projects is critical to a proper five-year plan for the park redevelopment.

After evaluating the parks' condition, amenities and determining the potential impact on programming, special events, and individual recreational opportunities, Borse Memorial Community Park will serve the most benefit to the community. Developing Midway Park to add several amenities and features will also increase the recreational opportunities and enhance the community park feel in that area. Furthermore, both locations either have parking available or have the space available to create parking, which makes any investment in the park more accessible to more individuals in the community. Whereas many of the neighborhood parks do not have parking and do not have feasible areas to create parking. From a financial perspective these two projects will be the largest in scale and cost. Once updated and completed these parks could serve the community with regular upkeep and maintenance for the next twenty to twenty-five years.

Once these projects are completed then staff can focus on redevelopment of the neighborhood parks. These projects will be smaller in scope and cost and should have shorter project timelines. Given the potential renovations to the current parks, it is rather feasible to have a project completed within each fiscal year until all the parks have been renovated. Once we get to that point, staff will be tasked with creating the replacement plan schedule for the parks so that replacement and renovation can fall within a scheduled period. This will make financial planning and projections for the projects easier, and it will also enable staff to create a transparent timeline for residents to follow.

Investing in the local parks is an investment in the community and should reflect what the residents' needs and desires are. Throughout this process, once projects are identified, Open House meetings will allow the residents to provide feedback to staff to ensure that the parks meet their expectations.