

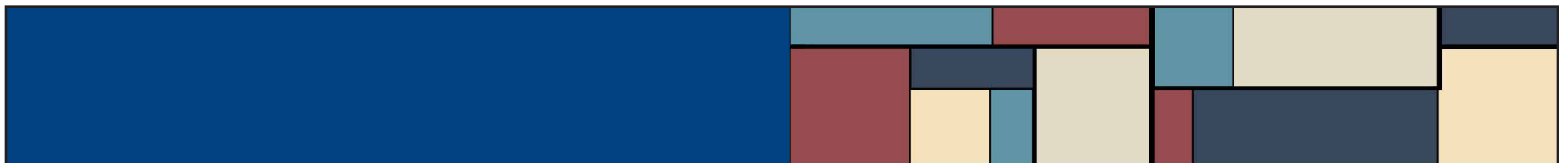
IV Visioning

A critical component of the CAP Plan is effective public engagement. Overall, the community visioning process must be balanced, open, and collaborative and as a result will build public trust in the process and the plan. Close interaction with the Park District staff, residents, and key stakeholders was accomplished throughout the public process and resulted in the identification of residents' concerns, expressed needs and priorities regarding the Wood Dale Park District's parks, facilities, programs, and services. The project team worked to include a comprehensive representation of interest and user groups.

These efforts included formal public input obtained in a public open house/workshop held at Salt Creek Golf Club on October 21, 2014. At this open house workshop the participants were divided into four tables where representatives of the Planning Team facilitated the discussion focusing on four topics:

- Programs/Parks & Facilities
- Opportunities
- Trends
- Elements of a Successful Park

Each group addressed each topic for approximately 20 minutes while the facilitators recorded their comments on “flip charts”. The meeting summary is included in the appendix to the CAP plan.



Under the Programs/Parks & Facilities the participants identified the following facilities:

- Cabin Nature Center
- Recreation Center
- Salt Creek Golf Course Clubhouse
- “The Beach” – Water Park
- Dog Park

The group identified the following existing and possible program needs:

- Fish Fry (continue add BBQ)
- Fall festival
- Passive walking paths
- Connect more with local history
- Family oriented programming

Key opportunities identified by the evening’s participants included:

- More in house programs such as soccer, gymnastics
- Indoor swim facility
- Silver-sneakers program
- A.M. programs for P.M. kindergartners
- Dedicated Senior room
- Dedicated spinning room
- More senior programs and classes
- Larger more spacious work out area
- Walking track
- Parking at golf course and other parks
- Landscaping in parks
- Beautification of parks
- Security lighting at Mohawk Manor Park
- Golf facility needs/opportunities
- Improve bunkers and golf features
- Add GPS on golf cars
- Turkey-trot outing
- Oktoberfest works well (capitalize)
- Update interior furnishings
- New dedicated soccer field
- Program expansion
- Nature cabin/Beach multi functional

- Obstacle course
- Expand trails/trail network

The participants identified the following “trends”

- Foot Golf
- Pickle ball
- Hacker golf (larger holes) leagues
- Dog/Bark Park
- Special events
- On-line registration
- Senior club events
- Veteran’s events
- Night golf
- Shade shelters
- Skateboard park
- Less discretionary income available
- Shorter class times (in & out)
- Scavenger hunts
- Flashlight egg hunts
- Pet inclusion in activities
- Frisbee® / disc golf
- Starbucks®/coffee shop at Rec Center for preschool moms & dads
- Geocaching
- Quinceañera (special events)
- Mommy/son & Daddy/daughter events
- Overnight senior trips

The question of “What would they say are the elements of a successful park”? Key elements identified by the participants included:

- Curb appeal
- Security
- Desire to be there, maintenance, soccer areas
- Condition
- Quality facilities
- Staff listens to patrons
- Indoor pool
- Skate park

- More soccer fields
- Water aerobics
- Well maintained trails
- Drinking fountains

The complete list and summary of the open house meeting is included in the appendix.

In addition, the Park District commissioned a community-wide mail survey during the fall of 2014 to develop a general understanding of the attitudes and interest that the community has regarding the Wood Dale Park District (WDPD). The information and opinions identified in this survey provides the foundation for many of the recommendations in this Master Plan; which will act to guide the District over the next three to five years and beyond.

Focus Groups/Stakeholder Interviews

The planning process included three focus group meetings on September 11, 2014 and several individual key stakeholder interviews with community leaders. The focus groups included an invited group of individuals including civic and community leaders, public agencies, Park District line staff, park users, and athletic affiliate groups. The meetings were an open-discussion format to allow the consultants to gain insight into the WDPD.

The organizations represented in the focus groups included:

- Youth Baseball & Softball Association
- Northeast DuPage Special Recreation Association (NEDSRA)
- WDPD Facility Users/Individual Residents
- High School District 100
- School District 7
- City of Wood Dale Police

- City of Wood Dale Fire Department
- City of Wood Dale Manager
- City of Wood Dale Mayor
- General Park District users

The Planning Resources Team conducted the interviews on October 1st and 2nd 2014. The meetings posed targeted questions to the participants regarding the perceived strengths and weaknesses of the District, the challenges facing the Park District and the general quality of the District's services to the community. The template of questions asked to each of the groups was consistent so as to ensure consistency across all respondents. However, not all questions were asked at each meeting based on the overall knowledge of the participants, responses received on a topic from a previous question, or time constraints. The list of questions is included in the appendix.

The Stakeholder Interviews included individuals who represent the community as a result of their position, involvement, interest, or identity in the community. The stakeholders of a community generally represent a cross section of the City and were interviewed to obtain a sense of overall public opinion. The key stakeholders were representatives of the Wood Dale Public Library, the City of Wood Dale, School District 100, and School District 7.

The following is a bulleted summary of the issues that were the most commonly discussed in the meetings and offer a general consensus of the respondents' answers. It must be noted that the bullets are not organized in any particular order but are arbitrarily listed.

What are the Park District's Overall Strengths?

- The staff is one of the District's strengths, they are accessible and their outreach to the

community is very good

- Community residents as instructors for programs
- Commitment of employees
- How the community comes together for District activities
- Teen camps and younger kids love working with older kids
- Golf course clubhouse good
- Salt Creek Golf Course as a "Destination"
- District is gateway from airport and could be a great opportunity to showcase entry corridor

What is Your Opinion of the District on a Scale of 1-5 (1=Best)?

- The general consensus is a 3 for parks and a 1 for Facilities
- Maintenance consensus is a 3 for parks and a 3 for facilities

These findings are from focus group sessions and are generally consistent with feedback received from the Community wide survey.

What do You Feel the Top Five Priorities of the Park District Should Be?

The focus groups were asked to identify priorities and ideas for consideration by the District.

- Take advantage of historical society and their volunteers
- Historical society could provide volunteers for programs offered by the District
- Take advantage of City's and Park District's marquee signage to advertise upcoming activities, programs, and events
- Facility upgrades
- Work with other governmental agencies
- Improve existing facilities before adding or building new
- New baseball fields

- Parking at Salt Creek Golf Club
- Lot adjacent to Historical Society – Household Finance Building
- Franzen Property
- Bicycle trail around retention area – existing pond path
- Equipment updates – especially Central Park
- Security lights at Central Park
- Develop support parking at parks
- Concession leases
- Synergism of business opportunities with District's activities
- Ice skating and other winter activities
- Work with adjacent park districts
- Volleyball and additional programs for teens/aquatic programs/programs for seniors
- Better use of pool facilities
- Swing repairs at various parks
- Improve ventilation at Recreation Center

What are Some Program or Facility Needs?

- Teen programming
- Coordination with after school bus transportation schedule
- School/District soccer teams
- After school – language, STEM, and Robotics classes/instruction
- Publicize open gym/after school activities
- Expand cooperative programs with other districts
- Expand collaboration with Historical Society
- Evaluate pool hours and hours of operation
- Soccer and soccer fields for after school kids
- Need more basketball courts
- Expand pool hours for teens
- Teen Night Activities with more action (similar to Itasca Park District's program)
- Improve "The Beach" it's not exciting
- Introduce Fenton or Junior High Bands and ask them to perform for seniors or other District events

What are areas of the District that may be underserved?

The focus groups were asked if they perceived any geographic areas or social areas that were underserved by District programs and activities. Their responses were somewhat limited which may mean the District does a good job of addressing programs and facilities for most populations and areas. They did however identify:

- Need to expand programs and services for seniors and teens
- Southwest area of the District (Area D) identified in the Community wide survey

Are There Any Other Topics the You Would Like to Communicate to the District?

- Apparent impact of TopGolf on parking and other functions at Salt Creek Golf Club
- Opportunity for women's competitions and competitive programming at golf course
- Renovate the finishing holes at the golf course
- Disconnect between Park District residents of park districts and residents of different cities or villages and the price differential (Live in WDPD but Village of Bensenville and pay different fees to District depending on program) would like more input on where their money goes

Public Open House/Workshop

In addition to focus groups, the master planning processes utilized a second form of public input, an open house format. The WDPD hosted a public open house meeting at the Salt Creek Golf Club on October 21, 2014. The District advertised the event through a number of channels requesting attendance to provide input and feedback during the planning process. The event was very well-attended by the WDPD

residents.

The process included breaking the participants into smaller working groups to encourage participation and open communication.

A Team member rotated to each group to facilitate discussion regarding specific topics

1. Programs/Parks & Facilities
2. Opportunities
3. Trends
4. Elements of a Successful Park

Each group addressed each topic for 15-20 minutes while team members recorded their input on "flip charts". The list below summarizes the comments and input provided:

1. PROGRAMS/PARKS & FACILITIES

- Keep fish fry (on Friday nights) add BBQ
- Golf Course & facility is nice (especially patio)

Cabin/Nature Center

- Utilize cabin nature center
- Fall festival previously
- Family oriented programming
- Take advantage of walking paths
- Woods a little in disrepair
- Tie in local history
- Tear down?
- Bring back charm of building
- Programming for nature, outdoors, etc.
- Possible obstacle or ropes course
- Nature activities with kids
- Team building activities

Rec Center

- Would like to see more Senior functions
- Trips, (many cancelled in past)
- San Filippo Museum, Barrington
- Senior fitness (more affordable)

- More time for Bingo, have to leave at 2
- PM kindergarten class offered (space?)
- Nothing offered for AM kindergarten class
- Small skill classes could be offered (3-8) for kids

Golf Course/Clubhouse Enhancements

- Probably in best shape they have ever seen
- Enhance tee boxes
- Modernize additional maintenance equipment
- Targeted to beginners, seniors and women
- Strong leagues/outings (though down)
- Clubhouse – update finishes and furniture
- Potential to increase rentals
- View, food, atmosphere is great
- Current atmosphere (finishes) is not
- Need storage space
- Modernize finishes in clubhouse
- Is mini-golf going to be demolished for parking or road widening?
- Upgrade toilet rooms
- Facility "closes" for weddings
- Challenges with Top Golf proximity
 - Parking & proximity to entry
 - Identity challenges
- Special events are good, enjoyable
- Foot golf, first year, working on popularity
- Staff is good, people like customer service
- Consider couples, themed events
- Not enough space for specialized kids, learning/teaching events
- Winter sports and golf course
- Cross country skiing

- Snow shoeing
- More storage space at Clubhouse
- Upgrade finishes at Clubhouse
- Golf course maintenance building does not have hot water or indoor plumbing

The Beach – 25 years old

- Needs landscaping upgrade
 - Water slides under utilized
 - First attraction to close
- Signage for pool is bad/hard to find
- How is City's downtown plan going to affect visibility and access to the pool?
- How do we bring more kids to the pool?
- Could there be more exercise programs at pool?
- "The Beach" name is misleading (add "Wood Dale" either make it look like a beach or make the name more fitting)
- How will construction of E-O'Hare Expressway affect facility operations (Golf, Pool, etc.)?

Dog Park

- Add controlled access

2. OPPORTUNITIES

- More in-house programs
 - Soccer
 - Gymnastics
 - At risk adaptation (ECEC)
- Indoor swim facility
- Silver sneakers
- Better swim time
- Hot water in men's shower
- Later registration for pool passes
- A.M. Programs for P.M. kindergarten
- Extend pool season and hours
- Cooperative pool passes (DuPage)
- Dedicated senior room

- 150-200 capacity
- Kitchen

- Dedicated spinning room (11-16 total)
- More senior classes
- Larger spacious work out area
- Walking track (good)
- Silver sneakers
- North side windows
- Cleaning supplies available for fitness users
- Golf center excellent food
- Parking needs expansion
- Landscaping in parks
- Beautification of parks
- Security lighting at Mohawk Park

Golf Facility

- Paint fences
- Improve sand traps
- Tee boxes
- Ball washers
- Great staff
- Expand social media presence
- GPS for golf carts
- Larger advertising budget
- Top Golf helps exposure
- Expand database
 - Expand loyalty
 - Electronic announcements
 - Promotions Groupon (good)
- Fee structure evaluation
- Turkey trot (successful) capitalize
- Oktoberfest (works) capitalize
- Program expansion
 - Cabin & beach multi-functional
 - Obstacle course
 - Expand trails (regional)
- Quality staffing (retain)/(recruit)
 - Competitive pay
- Golf facility improvements
- Bingo event

- Improve parking at golf course
- Update golf facility/furnishings
- Pool update lounge chairs
- Maintenance shed – building improvements
- New soccer field site (dedicated)

3. TRENDS

- Foot golf
- Pickle ball
- Hacker golf (larger hole) leagues
- Top Golf
- More parking (golf course) and other parks
- Dog park / Bark Park
- Special events
- On-line registration (Golf Now®)
- Senior club events
- Veteran's events
- Winter activities – all season year round
- Night golf
- Shade shelters
- Move to soccer
- Skateboard park
- Downward trend in participation
- Less discretionary income
- More affordable activities
- Overly involved in something
- Diversity in times programs offered
- Synergism of facilities
- Change size of hole
- Mini-golf target younger age group
- Good shorter classes (in & out)
- Family fitness
- Running/jogging marked trails
- Running class – introductory classes
- Obstacle running
- Scavenger hunts
- Flash light Easter egg hunts
- Plastic eggs with gift cards
- Pet inclusion with family activities

- Pet agility training
- Geo-caching
- Smart phone apps
- Skate park
- Frisbee® / Disc golf course
- Reconfigure golf course to market impulse purchases
- Halfway house for concessions
- Foot Golf
- Indoor swimming pool
- Starbucks®/coffee shop for preschool moms & pops
- Themed events/parties
- Family movies in park/date night
- Winter activities
- Seasonal and holiday events
- Winter solstice ball/dance for adults
- Mommy/son dance with entertainment
- Quinceañera
- Senior trips (overnight) Branson, Missouri
- Trivia night
- Geocaching
- Easter kegger
- Treasure hunt
- Fall festivals – community events/entertainment
- Events at Nature cabin (winter events)
- Historical walk/tour
- Teach a dance
- Belly dancing
- Country dancing
- Dance class
- Dancing with the Stars®
- Horseback riding/stables
- Walking trails – measured paths
- Bicycle trails
- Community gardens with rain barrels
- Convert turf areas
- Grandparent/grandkid trips
- Historical activities at Nature Cabin
- Nature Programs

4. ELEMENTS OF A SUCCESSFUL PARK

- Desire to be there, maintenance, soccer areas
- Curb appeal
- Security
- Quality facilities
- Condition
- Staff listens to patrons
- Need area for JR. High kids
- Alternate use for tennis courts i.e. basketball skate park, volleyball
- Space need more indoor space for activities
- Salt Creek is homey atmosphere best investment
- Good facility meets needs of people using it
- Parking lots maintained and sealed
- Pool wonderful but needs curb appeal, landscaping, renovated 25 years old water slides old needs to be expanded
- Indoor pool
- Gymnasium
- Work out center – better/bigger/track
- Space at premium at Rec Center
- Silver sneaker program
- Ice skating
- Movie night in pool
- Maintenance facility on Devon “bad facility” no hot water, access is really bad, it’s dangerous
- Skate park
- More soccer fields – only JR High area not dedicated
- Recreation complex no hot water
- Inadequate coaching or volunteering (need training) grateful for volunteers but need training in rules, consider outside contractors
- Water aerobics
- A.M. and P.M. kindergarten
- Indoor pool / water aerobics like Schaumburg
- Trail maintenance needed, overgrown/roots
- Expand building to different group needs

- Fitness Center crowded
- Soccer fields needed no designated area very popular
- Teen Center – teens no place to go
- Across from Salt Creek in Addison, possible tot lot or skate park
- Brookwood Park – hidden not utilized enough empty park baseball?
- Park beautification – landscape design rather than slabs of grass
- Site across from library – big pond, fishing pier, deep water
- Fountain in the park – curb appeal
- Usage
- Customer service
- Programs uninteresting – no time to use Park District programs, works full-time
- Condition of golf course, tee boxes, sand traps, etc. would help with usage
- Signage in front
- Timing with Elgin-O’Hare Expressway
- Facilities and upgrades would help with usage
- Weddings could be here
- Smaller parks new equipment
- Safety big thing with usage
- Perceived value, did I get my money’s worth – want to make sure retain clients
- Name “Salt Creek” does it hurt the golf course?
- Perhaps more programming at golf course

Items identified by multiple groups appear multiple times reflecting the relative perception that an item is desired or needed. Generally, the topics are transcribed “unabridged” representing the attitudes and interests of the participants at the October 21st open house.