



VI Benchmarking

In order to understand how well the Wood Dale Park District provides park and recreation services and facilities for its residents, a comparative analysis with other park districts was developed. Benchmarking is a tool used by agencies to measure where they fall in contrast to other agencies. The WDPD was benchmarked against four surrounding park districts; Itasca Park District, Addison Park District, Elk Grove Park District, and Bensenville Park District. These park districts are comparable in demographics and median income as well as being in established communities. They also all border the city of Wood Dale. The analysis also included the Wauconda Park District which is comparable in population, number of park sites and acreage as well as median income. It is very challenging to find exact equivalent park districts because each has its own unique identity.

This comparative analysis includes the quantification of park acreage, number of athletic fields and playgrounds that traditionally are found in park districts and common to those districts included in the benchmarking analysis. The population of each park district, median household income, equalized assessed value and capital improvement expenditures are key components of the assessment in being able to provide a viable analysis based on comparable elements. For this analysis, the key benchmarking data sought included:

- Population
- Median household income
- Total number of parks/facilities
- Total park acres
- Acres per 1,000 residents

- Number of athletic fields
- Number of playgrounds
- Total expenditures
- Capital improvement expenditures
- Equalized assessed value

It should be noted that some of the variables compared may not be equivalent. Efforts were made to make the facts provided as comparable as possible and analysis relied only on the data that appeared to be equal.



| | Wood Dale Park District | Itasca Park District | Addison Park District | Elk Grove Park District | Bensenville Park District | Wauconda Park District |
|-------------------------------------------------------------------------------------|-------------------------|----------------------|-----------------------|-------------------------|---------------------------|------------------------|
| Community Overview | | | | | | |
| Population (1) | 13,770 | 8,811 | 37,385 | 33,419 | 18,535 | 13,823 |
| Median Household Income (2) | \$61,406 | \$74,387 | \$55,136 | \$66,905 | \$56,374 | \$73,958 |
| | | | | | | |
| Park District Overview | | | | | | |
| Total Number of Parks/ Facilities | 15 | 13 | 25 | 45 | 22 | 16 |
| Total Park Acres | 140.0 | 43.0 | 290.0 | 474.0 | 342.1 | 92.8 |
| Acres per 1000 Residents | 10.2 | 4.9 | 7.8 | 14.2 | 18.5 | 6.7 |
| Number of Athletic Fields | 10 | 13 | 31 | 35 | 20 | 13 |
| Number of Playgrounds | 8 | 6 | 22 | 41 | 10 | 12 |
| | | | | | | |
| Finances (3) | | | | | | |
| Total Expenditures | \$4,338,723 | \$3,550,548.4 | \$7,484,606 | \$17,015,294 | \$8,235,050 | \$2,826,135 |
| Capital Expenditures/Outlay | \$110,371 | \$242,904 | \$301,372 | \$9,038,406 | \$847,166 | \$147,214 |
| Capital Expenditure % of Total Expenditures | 2.5% | 6.8% | 4.0% | 53.1% | 10.3% | 5.2% |
| Per Capita Capital Expenditure | \$8.02 | \$27.57 | \$8.06 | \$270.46 | \$45.71 | \$10.65 |
| | | | | | | |
| Total Equalized Assessed Value (3) | \$516,865,494 | \$552,803,232.4 | \$1,031,327,203 | \$1,696,836,827 | \$725,596,289 | \$336,010,467 |
| | | | | | | |
| 1. U.S. Census Bureau 2013 Estimates, with the exception of Wood Dale Park District | | | | | | |
| 2. U.S. Census Bureau 2013 Estimates | | | | | | |
| 3. 2013 Annual Financial Reports, with the exception of Itasca Park District | | | | | | |
| 4. FY 2011 AFR, Illinois Comptroller's Office | | | | | | |

BENCHMARKING ANALYSIS

Population

The six park districts included in this comparison range in population from 8,811 to 37,385 with an average of approximately 20,990. This population range is within a reasonable span for assessment. The WDPD population is at the lower end of the comparable park districts with a population of 13,770. It should be noted that the reported populations through the U.S. Census Bureau consist of city or village populations, not park district service areas. For the Wood Dale Park District, we utilized the service area population. Through our research, it was believed that any difference between municipal and park district populations would not be statistically significant.

Parks and Facilities

Relative to parks and facilities, the total acres of owned and leased land by the park districts was used for comparison. The six park districts being compared ranged in park acreage from 43 acres to 474 acres. Traditional park standards set by the National Recreation and Park Association (NRPA) suggest 6.25 to 10 acres of park land per 1,000 population. The NRPA adopted the “Park, Recreation, Open Space, and Greenways Guidelines” (Mertes & Hall, 1996) as a baseline recreation standard to serve as a planning and exploration tool for park districts to evaluate their park and open space supply. Utilizing the standard of 10 acres per 1,000 population, WDPD meets the NRPA guidelines with 140 acres of parkland for 13,770 residents. Only three of the six park districts meet the 10 per 1,000 population standard; WDPD, Elk Grove Park District and Bensenville Park District. When you compare the standard among the six park districts, Bensenville Park District has the highest ratio

of park acreage with a ratio 18.5 acre per 1,000 residents. This number is bolstered by the White Pines Golf Club property which is 240 acres. Being a national standard, it is recommended that the NRPA guideline be reviewed and adjusted locally based upon demographics, available open space and other impacts. Additional data can be found in the Park Classification/Level of Service Analysis chapter of the Community Action Park Plan.

Number of Playgrounds

The NRPA established the national guideline of 1 playground per 1,000 population. WDPD is six playgrounds below the guideline. Reviewing the benchmarked park districts, the quantity of playgrounds per 1,000 population are all below the NRPA standard with the exception of Elk Grove Park District which exceeds the criterion by eight parks.

Capital Improvements

Capital improvements and per capita spending varies widely between agencies. The capital expenditures and outlay spanned a wide range from \$110,371 to \$9,038,406. It should be noted that the Elk Grove Park District issued \$8,590,000 in bonds for a specific project, which if included would skew the comparative analysis. By not including that single capital project a more accurate comparison can be attained. The revised Elk Grove Park District (EGPD) capital expenditures total is \$448,406. The average capital outlay among the six park districts, utilizing the revised EGPD value is \$349,572. The WDPD has the lowest capital improvement spending at \$110,371. The WDPD’s percent of total expenditures spent on capital improvements is 2.5% which equates to only 31.6% of the average capital improvement spending. This level

of expense is low; however, when contrasted to the percent of total expenditures spent on capital improvements for Addison Park District (4.0%), Elk Grove Park District (4.1%), and the Wauconda Park District (5.2%) they are closer to the average in their capital outlay.

Equalized Assessed Value

The equalized assessed value (EAV) varies from \$336,010,467 to \$1,696,836,827. The average EAV for the six park districts is \$717,772,713. The Wood Dale Park District’s EAV is \$516,865,494, the lowest EAV is the Wauconda Park District at \$336,010,467 and the highest is the Elk Grove Park District at \$1,696,836,827.

Lake Mini Ha-Ha



