

## CHAPTER 7

# POLICY GOALS AND OBJECTIVES

The Comprehensive Park Master Plan is intended to guide the Park District's decision making process and actions for the next five to ten years. The Mission Statement, goals and objectives provide the framework for making decisions that affect the future of the District.

**Mission Statement** is the Park District's interpretation of its purposes. It is a statement that establishes the purpose for the District's actions and activities.

**Goals** describe future expected outcomes or states. They provide programmatic direction. They focus on the ends rather than the "hows" or means. Goals are stated first and are more general in nature. They are categorized around major responsibilities or program areas.

**Objectives** are clear, realistic, specific, measurable, and time-limited statements of action

which when completed will move the agency towards achievement. They are written for each goal. In other words, objectives are written action steps toward meeting or accomplishing a goal.

## Mission Statement

*The Hampshire Park District's mission is to provide recreational, educational and cultural opportunities that improve the quality of life through a responsive, efficient and creative park and recreation system. The District shall balance quality recreational facilities and programs while protecting parks, natural resources and open spaces for the benefit of present and future generations.*

## Goals and Objectives

### LAND AND FACILITIES

**Goal:** Provide and maintain park land and recreational facilities that meet the present and future recreational needs of district residents.

**Objectives:**

1. Meet community needs for parks and recreation facilities through property acquisition, land donations or other appropriate options and within available resources.
2. As the Village annexes land beyond the Park District boundaries, pursue annexation of these properties.
3. Provide parks that meet neighborhood and community recreation requirements.

4. Provide a minimum of 10 acres of park land (for active recreation use) per 1,000 population.
5. Require developers to comply with Park District standards for number of acres, location, and size of parks to be donated to the Park District.
6. Plan and design recreational facilities in existing parks and new parks that serve a variety of age groups.
7. Improve existing facilities and design new facilities that:
  - Are functional, safe, accessible, and aesthetically pleasing
  - Meet or exceed federal accessibility requirements (ADA)
  - Respect the effects on neighboring properties
  - Develop a mix of health and fitness facilities that provide for year-round activity
  - Maintain all athletic fields in parks, focusing on improved playing conditions for users.
8. Provide for the preservation and conservation of open space that includes:
  - Wetlands
  - Floodplains
  - Streams and water bodies
  - Woodlands
  - Natural areas

9. Plan with other agencies open space that provide trails and safe linkages with major destinations, including
  - Regional and local trail systems
  - Forest preserve
  - Schools
  - Parks
  - Village's downtown and other commercial areas
10. Provide open space and recreation facilities that are supported by user fees, taxes and other appropriate sources of revenue.
11. Create a unified appearance image for all parks and facilities by:
  - Developing a unified sign system for park identification.
  - Coordinating site amenities to develop a unified image.
12. Promote the construction of a District-wide Recreation Community Center that includes:
  - Community gathering spaces/meeting rooms
  - Administrative offices
  - Multi-purpose classrooms for district programs
  - Pre-school programs for children
  - Facilities for seniors

- Gymnasium space for indoor court programs
- Locker rooms and restrooms
- Fitness facilities
- Storage and utility space

## PROGRAMS

**Goal:** Ensure that recreation programs meet the interests and needs of a variety of ages and abilities by providing and sponsoring programs independently and in cooperation with other community organizations or agencies.

### Objectives:

1. Conduct an annual meeting of District affiliates and community organizations to evaluate planned programs and potential for cooperative efforts.
2. Continue to coordinate availability of facilities for use by individuals and community groups.
3. Provide opportunities for individuals and groups to participate in cultural, recreational, and educational activities, and to develop lifetime leisure skills.
  - Sponsor or co-sponsor programs for senior citizens.
  - Conduct recreational programs, which explore various art forms through instruction or lectures, exhibits, and trips.
  - Continue popular recreational programs and explore potential for new programs. Incorporate appropriate instruction within recreational pro-

grams to promote safety and enjoyment.

- Continue to promote the health benefits by participation in fitness and recreational activities for all ages.
- Conduct on-going review of recreation trends and adjust programs to meet these needs.

4. Continue and expand the sponsorship of special events in the Parks, such as movies, concerts, community special events, and other activities.
  - Investigate opportunities to affiliate with special interest groups, service clubs, and the private sector in organizing and operating special events.
5. Review Comprehensive Master Plan annually, and publish an update to the plan every three years.

## ADMINISTRATION

**Goal:** Ensure that administration of the Park District is effective, well-managed, customer friendly and provides a creative work environment for staff.

### Objectives:

1. Provide a safe, productive and pleasant work environment, fair compensation and opportunities and encouragement for professional growth.
  - Maintain in-house employee administered risk management program.
  - Continue to review annual salaries for full-time employees based on market values, develop pay ranges for

full time positions, and conduct periodic review of salary/benefits to comparable agencies.

- Encourage employees' membership and active participation in professional organizations.
- Conduct periodic review of Personnel Policies.

2. Develop in, and expect from, staff a strong sense of personal service in connection with all programs and services.
  - Initiate training programs that emphasize service.
  - Review/revise policies and procedures to reflect the importance of service.
3. Provide services regardless of ability, race, ethnic or socioeconomic background, creed, sex or age.
4. Obtain membership and participate in the Illinois Association of Park Districts.
5. Offer competent, high quality leadership and direction in all programs and services.
  - Receive agency accreditation from the Illinois Park and Recreation Association/Illinois Association of Park Districts. (IPRA/IAPD)
6. Take all reasonable measures to promote the safety and effectiveness of all Park District sponsored activities.
7. Encourage volunteers to participate in the delivery of Park District services.

- Develop a program to solicit volunteers
  - Develop a program to recognize volunteer service.
  - Consider the development of a Citizen Advisory Committee.
8. Maintain cordial, effective relationships among the staff, Park Board and the community.
- Continue to conduct annual holiday party.
  - Plan and conduct annual staff outing.
  - Develop and implement a customer service program.
9. Continue to upgrade computer systems for the operations and management of the District.
- Take advantage of new technology and computer programs to improve services for staff, customers, and the community.
2. Make prompt payment of bills for quality goods and services.
3. Develop and adopt a long-range capital development program.
4. Develop and conduct a program for the solicitation, application, and acknowledgment of private donations of real estate and financial assets.
- Continue to promote programs in which interested citizens and groups assist the Park District in enhancing the appearance of parks and facilities, e.g., tree donor and adopt-a-park.
  - Establish a not-for-profit foundation.
5. Pursue revenues from public and private sources.
- Continue to seek state and federal grants for park development projects and/or property acquisition.
  - Apply for funding from private foundations, where appropriate, to supplement available Park District resources.

**FINANCE**

**Goal:** Exercise fiscal responsibility and prudence in all financial and business transactions.

**Objectives:**

1. Develop a long-range financial plan in order to assess cost of operations, capital improvements related to revenues and future increases in revenue.
6. Establish policies for assessing fees and charges for Park District services and facilities.

- Compare fees for similar services and facilities provided outside the Park District.
- Maintain a scholarship program for financial aid to assist residents who cannot afford enrollment in programs.

## MAINTENANCE

**Goal:** Ensure that all parks facilities are maintained efficiently, cost effectively, safely, and in accordance with all standards and codes.

### Objectives:

1. Maintain the quality and appearance of athletic fields, courts, playgrounds, parks, and buildings.
  - Focus athletic field improvements on enhanced player safety and maximized field use.
  - Ensure that all facilities meet current safety standards and are inviting and appealing.
2. Preserve and enhance the landscape plantings in all District park property.
  - Conduct annual tree planting program to replace and/or supplement existing trees.
  - Develop a program to improve turf quality in parks.
3. Provide plantings that are easy to maintain and improve the appearance of Hampshire.

- Emphasize the use of native plantings.
- Plant in clusters within planting beds to facilitate ease of maintenance and maximize visual impact of plantings.

4. Employ efficient maintenance practices, which are sensitive to potential long-term environmental impacts.
5. Employ full-time and part-time maintenance staff knowledgeable in maintenance practices.

## COMMUNICATION

**Goal:** Maintain strong communications with District residents and other public agencies and private sector organizations.

### Objectives:

1. Inform District residents of programs, activities and facilities by:
  - Mailing the brochure to all residents, and provide additional copies for review and/or distribution at the Village Hall, Library, Schools and Chamber of Commerce.
  - Developing use of Cable TV to inform residents of meetings and services.
  - Utilize District web-site to provide information about District's programs and registration.
2. Seek community input in planning and effecting changes to parks and facilities. Conduct periodic evaluations of recreation programs and services.

- Conduct a community mail and phone survey at least every two years to evaluate attitudes toward and interest in Park District programs, facilities and services.
  - Provide residents with an opportunity to evaluate programs and facilities and to suggest improvements.
  - Continue liaison with community-based affiliate organizations.
  - Convene focus groups on a periodic basis to discuss various aspects of Park District services.
3. Encourage public participation at all Park and Recreation Commission meetings.
- Make all official actions and documents available to the public at the Park District Headquarters, Village Library and on the Park District's web-site.
  - Continue practice of allowing citizens to address the Board at all meetings of the Park District Commissioners.

**Objectives:**

1. Seek new alternatives for recreational facilities, parks and trails with the Village.
2. Continue to develop a strong relationship and working partnership with School District 300, Village of Hampshire, Kane County Forest Preserve and other governmental units.
3. Participate in the joint purchase of supplies and equipment, e.g., Village, School, Library and I.P.R.A.
4. Continue membership in the Northern Illinois Special Recreation Association (NISRA).
5. Share specialized equipment with other local governmental units.
6. Continue to pursue cooperative agreements with school district for development and operation of joint facilities
7. Seek new alternatives for recreational facilities with adjacent park districts.

**COOPERATION AND COLLABORATION**

**Goal:** Conserve community resources to the greatest possible extent through cooperation with other local organizations and agencies.

