

Cary Park District

Comprehensive Master Plan Update

Approved by Cary Park District Board of Commissioners September 8, 2016

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A photograph of four young children (three boys and one girl) smiling and posing together on a playground. The children are of diverse backgrounds and are wearing casual clothing. The background shows a wooden playground structure and greenery.

Introduction

From changes in leadership and administrative staff to shifting demographics, today's Cary Park District community looks very different than the Cary Park District of 2006, the last time the District completed a comprehensive master plan.

Planning Process

The planning process covers five key phases including Assess, Connect, Envision & Prioritize, Plan, and Implement. The results of the initial four phases have been compiled into this master plan document, while the fifth stage, Implementation, is to be completed through the use of this document.

The planning process began in the summer of 2015 with an extensive inventory and analysis of the Cary Park District's park and open space assets, indoor facilities, and social and economic context. An analysis of the recreation programs gave insight into the services provided by the District. Next, staff, stakeholders, the Board of Commissioners, and community provided awareness of the issues and needs facing the Park District through various platforms.

Upon completion of the Assess and Connect phases, the planning team held visioning sessions to develop the plan's alternative strategies. Input from the Board of Commissioners and staff prioritized and incorporated these strategies into an action plan that will be implemented over the next five years with an outlook to the next ten years.

Goals

Goals for this Comprehensive Plan include:

- Assess existing park, facility, and programming conditions.
- Determine community sentiment about existing services and facilities.
- Identify park, facility, and program needs.
- Define strategic and measurable goals and objectives.
- Provide action plan to implement strategies over next five years.

How to Use the Plan

This Comprehensive Plan document will be used by the Cary Park District as a guide to implement the primary action items over the next five to ten years. The Action Plan should be thought of as a "working list" that will need to be updated annually.

STRUCTURE OF THE DOCUMENT

Planning Process



Chapter One

Assess: Inventory & Analysis

Chapter One provides a detailed inventory of parkland, open space, District facilities, schools, trails and relevant adjacent land uses. Park assets are classified and quantified by standards, size, location, and amenities. Chapter One also includes the Level of Service and recreation programming analysis. Chapter One concludes with individual park and facility inventories for five of Cary Park District's key Community Parks.

Chapter Two

Connect: Needs Assessment

Chapter Two includes national, state, and local parks and recreation trends. It also includes summaries of the two community meetings, stakeholder interviews, staff workshops, and Board of Commissioners workshop.

Chapter Three

Envision & Prioritize: Alternative & Preferred Strategies

Chapter Three outlines all needs that arose during the Assess and Connect phases. It provides the background of those needs, synthesizing the results from the previous phases into a clear, understandable justification for future action items. Chapter Three also identifies the selected goals and strategies categorized by:

- People
- Enhance & Sustain
- Trends & Opportunities
- Outdoor Athletics
- Indoor Recreation

Chapter Four

Plan: Action Plan

Chapter Four outlines the highest priority strategies into a five-year action plan. Strategies are organized by Planning Initiatives, Organizational Initiatives, Capital Improvements, and Capital Replacements. The action plan designates when strategies will occur, how to accomplish them, and the leadership in charge of implementing each initiative.

District Profile

The Cary Park District's mission is "Providing exceptional recreation, parks and open space opportunities."

Vision

1. Recreation

Provide non-discriminatory leisure opportunities for the region to participate in active and passive, supervised and non-supervised, for-fee and free, parks and recreation programs, facilities and services.

2. Preservation, Heritage and Community Character

Lead the community in efforts to maintain and preserve the open space, natural and historical heritage, and "rural-suburban" character of the communities that we serve.

3. Service, Meeting the Needs of the Community

Provide services that are proactive that meet or exceed the current and future needs of the community.

4. Excellence and Value

Work with a commitment toward excellence and value as recognized by the community.

5. Cooperation

Accomplish more for the community than our own individual efforts may allow, through cooperation with other governmental, non-profit and private sector agencies.

6. Progressive Innovation

Lead the field in parks and recreation for communities our size through progressive and innovative practices.

Long Range Goals

The Long Range Goal of the Cary Park District is to provide exceptional services in the following area:

- **Park & Open Space Operations.** Provide park maintenance and open space preservation services to the community.
- **Recreation Programs & Facilities Operations.** Provide recreation programs, facilities and services to the community.
- **Community Information.** Provide communications, information and public relations services to the community.
- **Administration.** Provide support services in administration, finance, personnel, technology, risk management, planning and development to the agency.

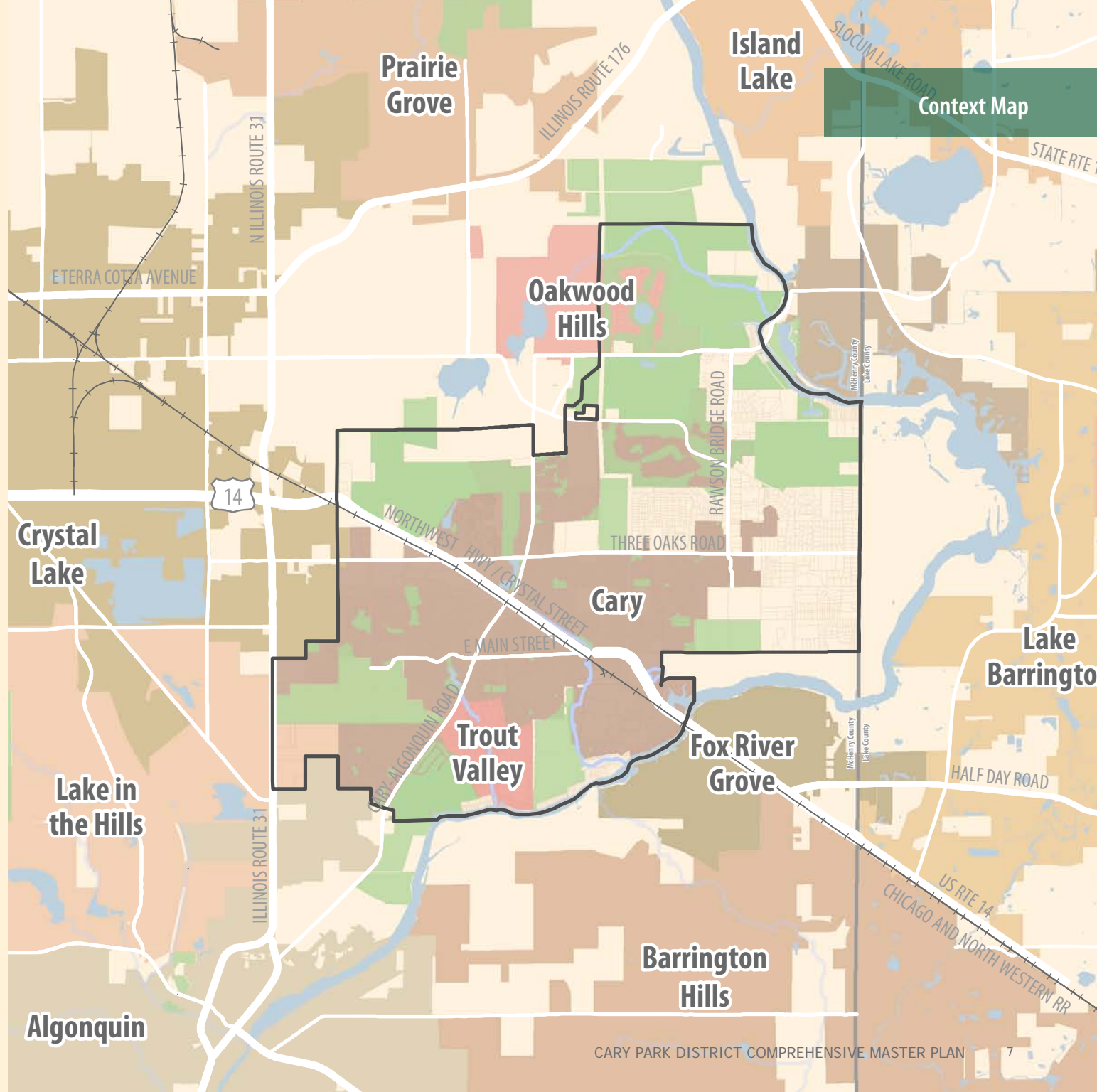
Geographic Profile

The Cary Park District is located in McHenry County and covers approximately 12 square miles. The Park District includes residents from the Villages of Oakwood Hills, Cary, Trout Valley, and Lake in the Hills. The City of Crystal

Context Map Legend

-  Cary Park District
-  Open Space

1 IN = 5,500 FT
0 1,375 2,750 5,500 Feet



...continued from page 6

Lake is located west of the District. The Fox River largely defines the Park District's southern border, directly across which lies the Village of Fox River Grove.

The Northwest Tollway (Interstate 90) is 15 miles south of Cary, with ingress and egress ramps located between Dundee and Elgin. U.S. Route 14 (Northwest Highway) bisects the Park District on northwest/southeast axis. McHenry County

On October 30, 1971 the community voted in favor of forming the Cary Park District.

Route V36 (Cary-Algonquin/Silver Lake Road) is the principle north/south route through the Park District. Illinois Route 31 forms a portion of the Park District's western boundary at Hoffman Park. West Main Street, Three Oaks Road, Crystal Lake Road and Rawson Bridge Road are other major roadways that link Park District facilities.

In its assessment of existing conditions, the McHenry County Transit Plan notes the county is a fast growing area in terms of population and employment but has relatively low densities, that transportation and land use planning are beginning to be looked at in tandem as evidenced by the County's 2020 Unified Plan and that growth is concentrating in emerging corridors, a pattern that is expected to continue.

Currently, there are no major state or county roadway improvements planned for the Park District service area, however, the recently completed Rakow Road widening in Crystal Lake and West Algonquin-Illinois Route 31 bypass helped to improve regional access to the District.

History

(The following written history of the Cary Park District, from inception to 2006, is revised from the book titled, Cary Me Back, ©1993 and updated information from Commissioner Phil Stanko.)

The formation of the Cary Park District traces its origins back to 1963 when an interest survey by the Jaycees indicated a strong community desire for a swimming pool. The Jaycees concluded that the only way that a community swimming pool

could be developed was with the formation of a park district. In the late '60s, a Pool Feasibility Study by the Cary Village trustees and a Citizens Committee for Recreational Expansion survey had similar results and came to a conclusion for the establishment of a park district.

In January, 1971, the Mayor of Cary distributed his annual report and the possible role the Village would play in organizing a referendum for the establishment of a park district. Over the next several months, meetings were held to discuss the formation of a park district and its boundaries. On September 14, 1971, a public hearing was held for the referendum, and on October 30 the community voted on the referendum. The vote was 457 for, and 363 against.

Voters elected five park commissioners when the Park District was formed. The charter commissioners were T. Larry Phalin, President; Michael D. Collins, Vice President; James F. Hollahan, Secretary; Paul W. Dianis, Treasurer; and Robert M. Skallerup. Jay Adler was the first employee of the Park District serving as a part-time director from the spring of 1972 until September of 1973. The Board hired Thomas E.

Connolly as the first full-time employee and director of the Park District. The Park District's first expansion of services came in 1976 when the Northern Illinois Special Recreation Association (NISRA) was created to meet the recreational needs of residents with disabilities. The Park District is a charter member of the association that has provided recreational programs for many residents for about 40 years.

The first Park District office was in a room rented from the Village. The office was on the second floor of the Cary Village Hall on West Main Street that previously housed a school, and now serves as the Kraus Senior Center. The first annual Budget and Appropriation Ordinance was approved on May 9, 1972 for \$67,210. The Park District had to borrow \$10,000 until June of 1973, when the first taxes were received. The anticipated taxes were to be approximately \$52,000. The Village of Cary had a population of 4,500, while the Park District's had expanded to 8,000.

In 1972, the Village of Cary transferred several parks, totaling 54 acres to the Cary Park District. Lions Park with 39 acres and later expanded to 105 acres; Jamesway Park with three acres; Deveron Circle with 1/4 acre; Val Budd Nature Park with 1/2 acre; Greenfields Park with six acres; and Water Tower Prairie Park with 5 acres. In 1980, Cary Park with six acres was transferred to the Park District and later rededicated as Cary Veterans Park. Today, the Park District operates over 40 parks, approximately eight miles of bike trails, an 18-hole golf course, and over 800 acres of open space.

Beginning in 1973, the Park District rented the Thunderbird Farm swimming pool at Three Oaks Road and Route 14 for \$6,000 a summer. Bill Meyer, a teacher at Cary Junior High School, was hired to run the swimming pool program, and the pool continued to be used until 1978, when the current Community Center pool opened.

The Park District held a referendum to sell \$760,000 of bonds to build the current Community Center and pool in 1976. The referendum was successful with 845 'yes' votes and 529 'no' votes. With this referendum, the Park District was able to fulfill one goal of its creation; meeting the need for a swimming pool in Cary.

In January, 1991, the Park District acquired 80 acres called the Sands Main Street Prairie, which included a house, garage, barn, and chicken coop. Sixteen acres were acquired from doctors who were keeping the land as investment property, and the remaining 64 acres were donated by Mr. Sands to the Park District. The 16 acres represented virgin gravel hill prairie identified on a survey done by the State of Illinois to inventory the last of its native landscape still in pre-settlement condition. Two houses built in the 1860s comprise Wallace Farm, the farmhouse on Sands Main Street Prairie. With the construction of East Main Street in 1886, the houses were combined. The back portion of the house was moved south to its present location from its original site where a pole barn now sits on what today is the Swanson property.

Jaycee Park was originally part of the Seebert Farm. Originally a swamp with a creek running through it, a developer in 1980 began excavating the property to drain the land and convert it into a pond for stormwater detention. In September, 1981, the developer deeded the property and the pond to the Cary Park District as part of the annexation agreement with the Village. The pavilion at the south end of the park was completed in September, 1990. The Jaycees, sharing expenses with the Park District, installed the original structure.

About the time Route 14 was expanded to four lanes, the Park District received a state grant to help it convert the pavilion into a warming shelter and add restrooms. The completion of the park's

improvements, finished in 1999, took longer than expected when Route 14 road construction caused a leak in the pond. The underground storm sewers were re-sealed, which stopped the infiltration of underground water into the stormwater system and returned the pond to its normal water levels.

and areas of unincorporated McHenry County. The population served by the Park District is now over 21,500 people.

Based on the Park District's Comprehensive Plan, the District discovered that it had growing areas within the District that lacked parks and open

One of the most unique park acquisitions was the purchase of Hoffman Park for \$11.5 million dollars in December of 1999.

The Village of Cary obtained the original 38 acres of Lions Park in October 1966 for \$20,300. The money for the park came from a contribution of the Cary Lions Club and a HUD Grant. The parcel started at Three Oaks Road and went north to what is now the entrance road to Lions Park. The Park District began development of the park in 1979 with the construction of a maintenance garage, which was funded through the first developer contribution ordinance passed by the Village in 1978. In January 1981, the Park District received a grant for \$229,000 from the U.S. Department of Heritage and Conservation Service to acquire land adjacent to Lions Park. With an additional \$40,000 of Park District funds, the District was able to acquire 66 acres. The grant funded the purchase and the development of a new parking lot, bathrooms, softball fields and playground equipment.

Throughout the '80s and the '90s the Cary area experienced explosive growth. The Park District along with the villages and unincorporated areas it served also grew. The boundaries of the Park District include the entire villages of Cary and Trout Valley, which became an incorporated village during the '90s. The Park District also includes parts of the villages of Lake in the Hills, Oakwood Hills,

space. The Park District began the acquisition of Cary-Grove Park in the mid-90s by attempting to purchase it from a developer who wanted to build a 200 home subdivision on the property. The 80 acres, formally known as Reiber Farm, was acquired after a long contested purchase for \$3.3 million in September, 2000. Cary-Grove Park is contiguous with Cary-Grove High School, for which it is named, with the Foxford Hills Golf Course, and with the Cary Junior High School. Cary-Grove Park is also centrally located within the Park District and an area where open space was needed. The park offers many benefits. First Street was extended to permit access to both the high school and the park. Soccer fields, multipurpose trails, playground and parking lot were created with the first phase of development.

One of the most unique park acquisitions was the purchase of Hoffman Park for \$11.5 million dollars in December, 1999. The property had been planned for development in the Village of Cary for many years. Unable to reach an agreement with the Village of Cary, the developer decided to annex the property into Lake in the Hills and seek a development agreement with that village. The Village of Lake in the Hills considered a plan that included a large area for gravel mining that would

be surrounded by residences. At this point a group of concerned Cary citizens formed and approached the Park District to consider the purchase of the property. Since the Park District's comprehensive plan indicated a need for land in the area and with the strong backing of citizens to acquire the land, the Park District went to referendum to increase the Corporate Tax rate to provide funding to purchase the land. With the successful referendum and an agreement reached with the developer for purchase, the land was acquired and named after the parents of the developer as part of the purchase agreement. In 2000, a consent agreement was reached with the Village of Lake in the Hills to determine development, annexation and other land use disputes regarding Hoffman Park. The Park District used a \$400,000 grant to develop the first legs of the internal trail system planned for the park.

In January, 2004, the Park District purchased Foxford Hills Golf Club for \$4.5 million. Nestled among the rolling hills of an old milk farm and the houses of the Foxford Hills subdivision, the golf course is one of the area's premier courses. The Nugent-designed course is a championship eighteen-hole golf course and laid out on 195 beautiful acres. The golf course includes a full service golf club that meets the needs of its patrons as well as anyone interested in a quick lunch, a cold beverage or an interest in purchasing golf merchandise. Foxford Hills is intended to be a regional, upscale, premier public golf course with a par 72 lay-out totaling over 7,000 yards. The five sets of tees offer the perfect challenge for the full spectrum of golfers from novice to experienced. The Park District is thrilled to offer this public facility as a recreational opportunity to our residents and golf patrons of the surrounding area.

Cary-Grove Park (1.83 acres) property was dedicated to the Village of Cary as roadway and intersection at First Street and Three Oaks Road. The Park District receives a 2005 Conservation & Native Landscaping Award from the United States Environmental Protection Agency and the Chicago Wilderness Society for the Jaycee Park renovation. In 2006, Decker Park (0.10 acres) adjacent land was

acquired by subdivision development ordinance. The Community Center lobby underwent a facelift to better serve the needs of both those who use the facility and those who work within the space. Improvements included more flat space for guests to write upon, more storage space, and improved accessibility to the area for those with disabilities. Cary Woods Park was developed. The Illinois Distinguished Park & Recreation Agency Award is presented to the Park District for the second time. The Park District receives two Programming Our World awards at the 2006 Programming Our World Conference in Michigan. Best Family Program: Monkey Bars; Best Environmental Program: IPRA Canoe Trip. The Cary Park District Board of Commissioners approves the 2006 Master Plan and Strategic Plan.

In 2007, the Park District launched a new and improved website with several interactive features including a park and trail map, events calendar, athletic league organizer, and many other features. The Park District received the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA). The award is the highest form of recognition in the area of governmental accounting and financial reporting. The Park District purchased and installed an electronic message sign in Jaycee Park on the corner of Silver Lake and Three Oaks Roads. Wentworth Park development was completed. A referendum asking voters for permission to sell up to 80-acres of the westernmost portion of Hoffman Park failed by a margin of 140 votes.

The Park District wins "Best Website" and "Most Improved Marketing Piece" in the Illinois Park and Recreation Association Agency Showcase Competition in January of 2008. The competition is the premier communication and marketing competition for park and recreation agencies in Illinois. The Park District receives a second Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA). WiFi is installed both in the Community Center and Foxford Hills Golf Club. Chalet Hills Park is





developed and Greenfields Park playground is renovated. Lyons Ridge out lot, Phase IV is accepted. New skate park opens at Lions Park. The Park District attempts a second referendum asking voters permission to sell up to 80-acres of the westernmost portion of Hoffman Park. The referendum passes.

The renovation of the Cary Park District Community Center began in June of 2009 and was complete in December. The racquetball courts were removed and replaced with program/meeting rooms, a large meeting space, and fully equipped kitchen. All equipment was replaced in the Fitness Center, as well as all flooring, lighting, and decor. An OSLAD grant of \$391,000 was obtained to help with the Hoffman Park development of a dog park. West Lake Park was accepted and dedicated in September. The Park District receives the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA).

Construction of the Cary Community Trail began in the spring of 2010. The nearly 2.0 mile trail links and provides nearly 6.0 miles of trail throughout the north east section of the Cary community. The trail links two elementary schools, the high school, the junior high, the library, two subdivisions, two Cary Park District properties, and a McHenry County Conservation District property. The Cary Community Trail opened November 2010. Construction begins on the Hoffman Park Phase 1 Development in the Fall of 2010. The plans include an off-leash dog play area, accessible fishing pier, a native prairie habitat and wildlife seed plots, nature observation shelter, accessible community garden plots, demonstration worm-farm, picnic shelter, public support facilities, 4,000 linear feet of trail, and alternative energy generation sources using wind and solar technologies. The Park District receives the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA). Rapid Reg, an easy and convenient online registration option, launched in the summer of 2011. Hoffman Park Phase I development

was completed. Amenities included an accessible fishing pier, shelters, parking, restrooms, open dog play area, and 0.7 miles of trail segment. The Park District receives the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA).

In 2012, the Community Garden Plots at Hoffman Park are opened for use. Renovation of employee spaces at the Maintenance Garage is complete. The Americans with Disabilities Transition Plan for the Park District is approved by the Board of Commissioners. The Park District receives the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA).

The Park District entered into a shared project with the Village of Cary for the paving of the Community Center parking lot with added amenities for the safety of the patrons in 2013. The Comprehensive Master Plan also underwent a historical update. Once again, Illinois Government Finance Officers' Association presented an award for achievement for excellence in financial reporting.

Policy-making and legislative authority are vested in the Cary Park District Board of Commissioners, which consists of five Commissioners.

In 2014, the Park District reached an agreement with Lake in the Hills for a shared maintenance of the Route 31 Trail. Resolution R-2013-14-03 offered support to Com Ed for the Green Regions Grant. Lions Park was the site of a new multi-use trail. The Cary Park District voted by resolution R-2014-15-01, to support the Silver Creek

Watershed. Plans were made and public hearings held for the redesign of Candlewood and Hillside playgrounds. The Preschool went through an RFQ, investigated options, and began the process with an architectural firm to seek a site and build a new Preschool. Pool improvements to the deck and locker room entries were completed prior to the 2014 pool season. The Park District received recognition at the IAPD/IPRA annual conference as an Illinois Distinguished Accredited Agency for the third time. The Park District receives the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA).

The Park District is very proud of its history, its parks, its stewardship of natural heritage, and its recreational programs. Our continuing mission is to serve the communities through providing exceptional recreation, parks, and open space opportunities.

Organizational Structure

Policy-making and legislative authority are vested in the Cary Park District Board of Commissioners, which consists of five Commissioners. The Board is elected on a nonpartisan, at-large basis.

Commissioners are elected to staggered six-year terms. This governing body is responsible, among other things, for passing ordinances, adopting the budget, appointing committees, and hiring the Park District Executive Director. The Executive Director is responsible for carrying out the policies and ordinances of the Board, for overseeing the

day-to-day operations of the Park District, and for hiring qualified and professional employees. The Executive Director is charged with overseeing four departments – Finance and Administration, Operations, Communications and Marketing, and Planning and Development.

Important Acquisitions, Grants, and Milestones 1971

October 30, Cary Park District created by referendum, 457 yes, 363 no.

1974

March, Property acquired by agreement with the Village of Cary:

- Water Tower Prairie Park (5.70 acres)
- Jamesway Park (3.10 acres)
- Deveron Circle (0.20 acres)
- Val Budd Park (0.70 acre)

July, Lions Park (39 acres) acquired by agreement with the Village of Cary.

1976

August, Bond (\$760,000) Referendum to build a community pool and center passes by vote of 845 yes to 529 no.

1977

February, Greenfields Park (6.10 acres) acquired by agreement with the Village of Cary.

May, Community Center Building Parcels acquired by agreement with the Village of Cary.

1978

June, Community Center and Pool opens to the public.

1980

July, Candlewood Park (4.90 acres) acquired by developer donation.

December, Cary Veterans Park (6.20 acres) acquired

by agreement with the Village of Cary by Warranty Deed.

1981

October, Montana Open Space/Detention (0.53 acres) acquired by developer donation.

1982

July, Jaycee Park (15.49 acres) acquired by developer donation. Lions Park (66.36 acres) acquired by purchase for \$290,000; Federal HCRS Grant in amount of \$229,030 received for acquisition.

1985

March, Federal LWCF Grant received in the amount of \$110,000 for field development and playground equipment at Lions Park.

1986

August, Hillhurst Open Space/Detention (3.35 acres) acquired by developer donation.

1988

February, Hillside Prairie Park (7.65 acres) acquired by developer donation.
November, Three Oaks Park (2.2 acres) acquired by developer donation.

1989

May, Sands Main Street Prairie (16 acres) acquired by condemnation and final judgment order in the amount of \$220,000.
June, Hampton Park (1.73 acres) acquired by developer donation.

1990

October, Patriot Meadows Subdivision Outlots A/B (.31 acres) acquired by developer donation.
November, Knotty Pines Park (1.1 acres) acquired by developer donation.
December, Sands Main Street Prairie (64.227 acres) acquired by purchase for \$570,000. Grant from

The Nature Conservancy received in amount of \$500,000.

1991

July, Community Center Park parcels (3.5 acres) acquired by purchase for \$310,000.00.

1992

January, Kaper Park (15.5 acres) acquired by developer donation. Cimarron Open Space/Detention (3.4 acres) acquired by developer donation.

1994

March, Fox Trails Park (11 acres) Lease Agreement with SD26 established (terminated in November, 2003).
August, Comprehensive Master Plan adopted.
September, Brittany Park (2.3 acres) acquired by developer donation. Kiwanis Park & Outlots (3.6 acres) acquired by developer donation. Cary-Grove Park (4.9 acres) acquired by developer donation.

1995

January, Bristol Park (0.5 acres) and Lyons Ridge Greenway Trail Outlots A/B (0.67 acres) acquired by developer donation.

1996

September, Timbertown community-built playground development completed at Kaper Park.

1997

January, Community Center renovation completed, adding a conference room, multi-purpose room, dance room and fitness component, plus office space. State of Illinois OSLAD Grant (\$165,700) awarded for Jaycees Park renovation project.

1999

April, Corporate Rate Increase (0.25/\$100 EAV) Referendum passes by vote of 1,838 yes to 1,378 no.
July, Cary Oaks Park (4.3 acres) acquired by

developer donation.

September, Jaycee Park renovation completed.
December, Hoffman Park (258 acres) acquired by purchase for \$11,586,960; Illinois First Funds grant received in amount of \$400,000 for development purposes of the site.

2000

February, Consent agreement reached with Lake in the Hills to end condemnation dispute over Hoffman Park parcel. Up to 20-year agreement is put in place regarding disconnection, annexation, property uses and fees, land exchange and security.
March, Decker Park & Trails (8.85 acres) acquired by developer donation.
May, Saddle Oaks Park (1 acre) acquired by developer donation.
September, Cary-Grove Park (additional 78 acres) acquired by condemnation and subsequent court order for \$3,304,626.
October, Sale of .68 acres of Candlewood Park to School District #26.
November, Illinois Distinguished Park & Recreation Agency Award presented to Cary Park District, the first designated agency in McHenry County.

2001

February, Hoffman Park (additional 80 acres) acquired by agreement with Lake in the Hills (2/2000).
April, The Park Foundation of Southeast McHenry County officially created to provide financial assistance to the Cary Park District.

2002

January, White Oaks Park (0.52 acres) & White Oaks Subdivision Outlot B (0.40 acres) acquired by developer donation.

September, Chalet Hills Park (0.67 acre) acquired by purchase for \$117,500.

2003

July, Jamesway Park (additional 0.5 acres) acquired by purchase for \$50,000.

November, Foxford Hills Park (0.62 acres) acquired by developer donation. Wentworth Park (0.40 acres) acquired by developer donation. Trail connection between Cary-Grove Park and Sterling Ridge Linear Park completed on School District 26 property by easement agreement.

2004

January, Foxford Hills Golf Club (194.87 acres) acquired by purchase for \$4,500,000.

April, Fox Trails Park (1 acre) acquired by purchase for \$72,000. Cary-Grove Park (0.2074 acres) additional property acquired by purchase for \$22,000.

June, Sterling Ridge Linear Park/Trailway (1.63 acres) acquired by developer donation.

July, Cambria Park (1.527 acres) acquired by developer donation. Cambria Park OSD (8.828 acres) acquired by developer donation. Hoffman Park (7.274 acres) adjacent land acquired by developer donation. New Haven Park & OSD (5.48 acres) acquired by developer donation. Cary Woods Park (0.50 acres) acquired by developer donation.

2005

February, Cary-Grove Park (1.83 acres) property dedicated to the Village of Cary as roadway and intersection at First Street and Three Oaks Road.

2006

February, Decker Park (0.10 acres) adjacent land acquired by developer donation.

West Lake Park (1.62 acres) acquired by developer donation.

Lyons Ridge Phase IV Trail Extension (.16 acres) acquired by agreement with Village of Cary and developer.

2006

Decker Park (0.10 acres) adjacent land was acquired by subdivision development ordinance.

Community Center lobby underwent a renovation. Cary Woods Park was developed.

The Illinois Distinguished Park & Recreation Agency Award is presented to the Park District for the second time.

The Park District receives two Programming Our World awards at the 2006 Programming Our World Conference in Michigan. Best Family Program: Monkey Bars; Best Environmental Program: IPRA Canoe Trip.

The Board of Commissioners approves the 2006 Master Plan and Strategic Plan.

2007

The Park District launches a new interactive website.

The Park District receives the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the United States and Canada (GFOA).

The Park District purchases and installs an electronic message sign in Jaycee Park on the corner of Silver Lake and Three Oaks Roads.

Wentworth Park development completed.

Referendum asking voters permission to sell up to 80-acres of the westernmost portion of Hoffman Park failed by a margin of 140 votes.

2008

The Park District wins “Best Website” and “Most Improved Marketing Piece” in the Illinois Park and Recreation Association Agency Showcase Competition.

The Park District receives a second Certificate of Achievement in Financial Reporting.

WiFi is installed both in the Community Center and





Foxford Hills Golf Club.

Chalet Hills Park is developed.

Greenfields Park playground is renovated.

Lyons Ridge outlot, Phase IV is accepted.

New skate park opens at Lions Park.

The Park District attempts a second referendum to sell up to 80-acres of the westernmost portion of Hoffman Park.

The referendum passes.

2009

The renovation of the Cary Park District Community Center began in June and was complete in December.

An OSLAD grant of \$391,000 was obtained to help with the Hoffman Park development of a dog park.

West Lake Park was accepted and dedicated in September.

The Park District receives the Certificate of Achievement in Financial Reporting.

2010

Construction of the Cary Community Trail began in the spring. Trail opened November 2010.

Construction begins on the Hoffman Park Phase 1

Development began in the summer.

The Park District receives the Certificate of Achievement in Financial Reporting.

2011

Rapid Reg, an easy and convenient online registration option, launched in the summer.

Hoffman Park Phase I development completed including the dog park and multi-use trail.

The Park District receives the Certificate of Achievement in Financial Reporting.

2012

The Community Garden Plots at Hoffman Park are opened for use.

Renovation of employee spaces at the Maintenance Garage is complete.

The Americans with Disabilities Transition Plan for the Park District is approved by the Board of Commissioners.

The Park District receives the Certificate of Achievement in Financial Reporting.

2013

The Park District entered into a shared project with the Village of Cary for the paving of the Community Center parking lot with added amenities for the safety of the patrons.

The Comprehensive Master Plan underwent a historical update.

Illinois Government Finance Officers' Association presented an award for achievement for excellence in financial reporting.

The Park District receives recognition at the IAPD/IPRA annual conference as an Illinois Distinguished Accredited Agency for the third time.

2014

The Park District reached an agreement with Lake in the Hills for a shared maintenance of the Route 31 Trail.

Resolution R-2013-14-03 offered support to Com Ed for the Green Regions Grant.

Lions Park was the site of a new multi-use trail.

The Cary Park District voted by resolution R-2014-15-01, to support the Silver Creek Watershed.

Plans were made for the redesign of Candlewood and Hillside playgrounds.

Pool improvements to the deck and locker room entries were completed prior to the 2014 pool season.

Illinois Government Finance Officers' Association presented an award for achievement for excellence in financial reporting.

Related Plans

Related documents referenced during the master planning process included the:

- Go to 2040, Chicago Metropolitan Agency for Planning (CMAP)
- McHenry County 2020 Unified Plan
- McHenry County Long Range Transportation Plan
- 2004 McHenry County Bicycle and Pathway System Plan
- 2012 McHenry County Green Infrastructure Plan
- McHenry County Conservation District (MCCD) Conceptual Framework 2010-2030
- 2006 Cary Park District Comprehensive Master Plan
- Village of Cary Comprehensive Plan (2015)

01 Assess

+ ANALYSIS



Overview

The Assess: Inventory and Analysis Chapter of the report describes and illustrates the existing conditions of the Park District. The information in this chapter helps to develop a base-line understanding of the Park District's assets and programs.

Purpose

This chapter documents the inventory and analysis accomplished during the "Assess" phase of the comprehensive master planning process. This chapter conveys extensive information, including demographics and detailed maps of the District that identify parks, trails, and other relevant land uses. This chapter includes the level of service analysis for both parks and facilities comparing the District's total acreage of parks and open space and indoor facility square footage to local, state, and national benchmarks.

An equity mapping analysis of the geographic distribution of park assets is also found in this chapter. The age segmentation and life cycle analyses and review of the District's marketing approaches follow the park and facility inventory and analysis. The chapter concludes with detailed inventories of five key Community Parks that include tax parcel identification number, acquisition history, site observations, character images, and aerial photography.

The map on the following page illustrates the Cary Park District planning boundary, showing key open spaces overlaid onto aerial photography of the region.

Chapter Outline

- Demographics
- Existing Conditions
 - Natural Resources
 - Trail Corridors
- Asset Inventory
- Level of Service Analysis
 - Acreage
 - Distribution
 - Amenities
 - Facility Square Footage
- Program Analysis
- Current Program Assessment
- Marketing Approaches Review
- Key Park Inventory
- Assess: Inventory and Analysis Summary

Park Key

M1, Devron Circle

M2, Kiwanis Park

M3, Val Budd Park

N1, Bristol Park/Lyon's Ridge Gwy

N2, Brittany Park

N3, Cambria Park

N4, Candlewood Park

N5, Cary Oaks Park

N6, Cary Woods Park

N7, Chalet Hills Park

N8, Decker Park & Trails

N9, Fox Trails Park

N10, Foxford Hills Park

N11, Greenfields Park

N12, Hampton Park

N13, Hillside Park

N14, Jamesway Park

N15, Knotty Pines Park

N16, New Haven Park

N17, Saddle Oaks Park

N18, Wentworth Park

N19, West Lake Park

N20, White Oaks Park

SU1, August Kraus Senior Center

SU2, Foxford Hills Golf Club

SU3, Sands Main Street Prairie

SU4, Water Tower Prairie Park

T1, Lyons Ridge - East

T2, Lyons Ridge Phase IV

T3, SD 26 Easement

T4, Spruce Tree Lane - North

T5, Sterling Ridge Greenway

T6, White Oaks Trail

O1, Cimarron Park, OSD


O2, Hillhurst Park, OSD

O3, Montana Park, OSD

O4, Three Oaks Park OSD

Aerial

Aerial Legend

-  Cary Park District (CPD)
-  CPD Park
-  McHenry County Conservation District (MCCD) Area
-  Private Open Space

1 IN = 3,400 FT
0 850 1,700 3,400 Feet



Demographics

The demographics review utilized the Environmental Systems Research Institute (ESRI) Business Analyst Online (BAO) software to gather up-to-date demographic data necessary to gain a strong understanding of the District and its context.

Summary

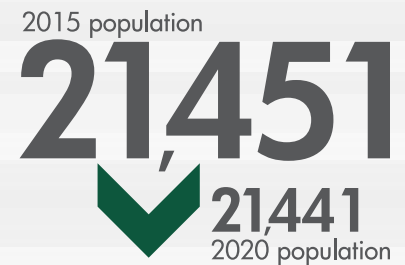
According to 2015 estimates, the Cary Park District has 21,451 residents. Out of the five McHenry County park districts, Barrington Hills, Cary, Crystal Lake, Huntley, and Marengo Park Districts, Cary has the third largest population. The smallest district is the Barrington Hills Park District (4,831) and the largest is the Crystal Lake Park District (50,990).

Currently, there are 7,160 households with more than 81% of those households consisting of families. On average, these households have 2.99 individuals. Compared to other McHenry County Park Districts, the Cary Park District has the largest average household size. Cary Park District's average household size has decreased slightly since 2010, and is projected to continue this decrease into 2020. Population estimates indicate that in 2020, the District will shrink to 21,441 residents, an annual decline of less than one percent. All other districts within McHenry County will experience growth over the next five years.

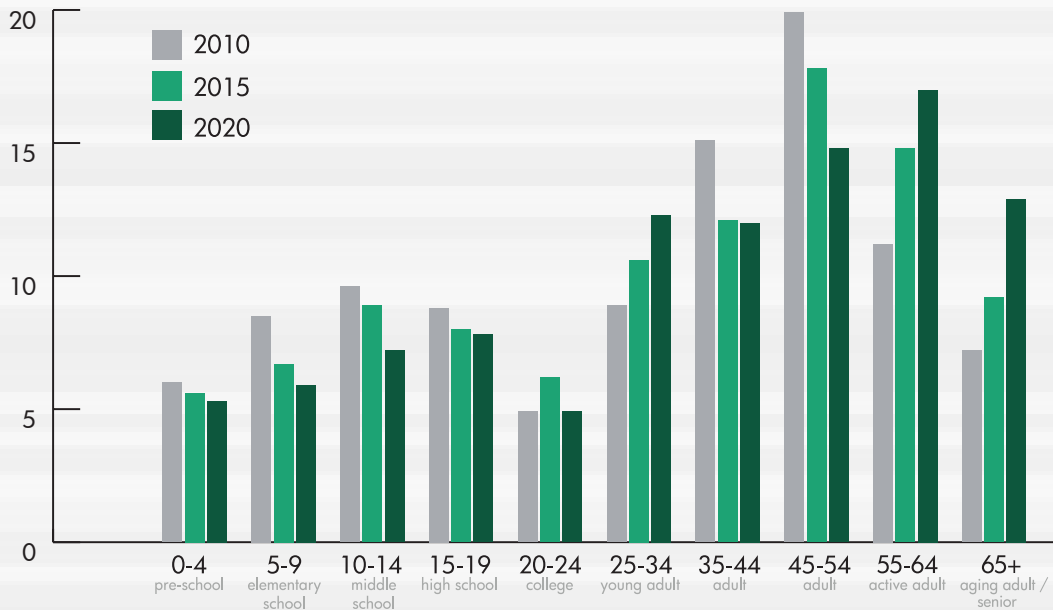
Age Distribution

Nearly 54% of the Park District's population is over the age of 35, with the 45-54 group being the largest age segment. At 38.6 years old, the District's median age is comparable to other McHenry County districts except Barrington Hills Park District, which has a median age of 47.3 years old. The Cary Park District population will age over the next five years, and its median age is projected to increase to 40.6 in 2020.

Since 2010, the number of children under 19 has decreased and this trend is projected to continue into 2020. This trend will also occur in other McHenry County districts. Only the Marengo Park District expects to see growth in their under 19 population. Active adults and seniors, however, have increased since 2010 and this trend is projected to continue into 2020. By 2020, 30% of the District's population will be over 55, an increase of nearly 5%. Other McHenry County Park Districts should see growth in this age segment over the next five years.



Age Distribution

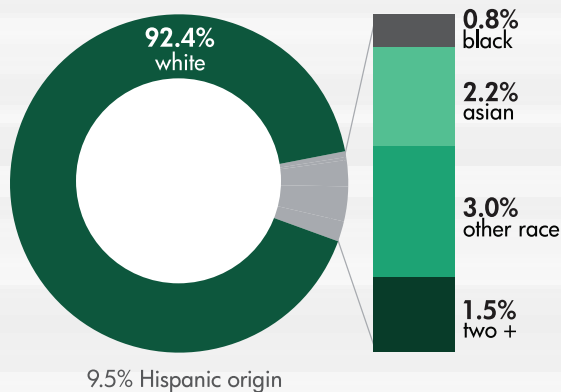


0-19
age segments will shrink 7% by 2020.

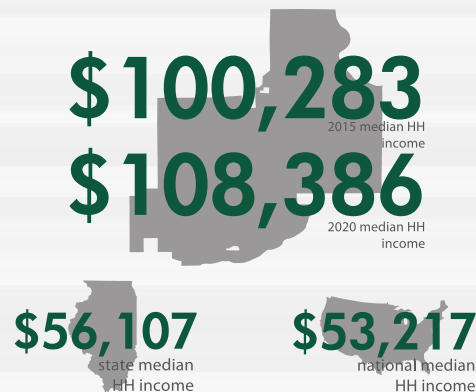


30%
of the population will be over the age of 55 by 2020.

Race and Ethnicity



Income



Race and Ethnicity

According to ESRI, the Cary Park District has a diversity index of 30.7. The Diversity Index captures the racial and ethnic diversity of a geographic area in a single number, 0 to 100, and allows for efficient analysis of diversity throughout the US. The Diversity Index is “the likelihood that two persons, selected at random from the same area, would belong to a different race or ethnic group.” At an index of 30.7, the Park District is largely non-diverse, with over 92% of the population indicating their race as White. Only 3% consider themselves “Some other race alone” while 2.2% indicated their race as Asian and 1.5% as “Two or more.” Finally, 0.8% indicated their race as Black and 0.2% indicated American Indian. The Cary Park District is the least diverse Park District in McHenry County and is projected to remain so into 2020.

Income

The Cary Park District’s median household income, according to 2015 estimates, is \$100,283. This is the second highest median income in McHenry County, second only to Barrington Hills Park District (\$123,037). Marengo Park District has the lowest median household income in McHenry County, at \$61,127. Cary Park District’s median household income is projected to increase by an annual rate of 1.6%, which is slower than adjacent McHenry County Districts. By 2020, the Park District’s median household income is projected to reach \$108,386.

Housing

The Cary Park District has 7,528 housing units according to 2015 estimates. Of these units, 89.4% are owner-occupied. Regardless of whether the unit is owner- or renter-occupied, only 4.9% of the housing units are vacant, indicating a fairly stable community. The median home value in the Cary Park District is \$224,931, the third highest median value in McHenry County. Barrington Hills Park District has the highest median home value at \$612,580, while Marengo Park District has the lowest at \$158,504. The median home value for the Cary Park District is projected to increase to \$248,457 by 2020.

TAPESTRY SEGMENTATION

Tapestry Segmentation, developed by ESRI, integrates consumer traits with residential characteristics to identify markets and classify neighborhoods, combining the “who” of lifestyle demography with the “where” of local geography. There are 67 distinctive, behavioral market segments based on demographic and socioeconomic conditions.

These segments are determined through various cluster analyses of geodemographic databases and other data mining techniques. Segmentation helps to identify the best consumer markets for products and services, find the most profitable consumer types, tailor marketing messages to specific audiences, and define product and service preferences. The top five segments are Professional Pride (40.8%), Soccer Moms (22%), Home Improvement (15.1%), Savvy Suburbanites (11.4%), and Parks and Rec (6.5%)

Professional Pride (40.8%)

At slightly more than 40% of the population, the Professional Pride segment consists of well-educated career-oriented couples who are financially savvy. Families in this segment are typically married and more than half of whom have children. They are goal-oriented and strive for lifelong earning and learning. Travel is a priority in their lives, and they typically take at least one domestic trip per year. Technology is also important, and they typically own the latest gadgets. On average, they spend more than 132% than the typical American on entertainment and recreation.

Soccer Moms (22%)

Soccer Moms are an affluent, family-oriented market that prefers to live away from the busy city, but close enough to enjoy the career, economic, and cultural benefits. Most households are married couples with children. They enjoy activities and sports like bicycling, jogging, golfing, boating, and target shooting and spend approximately 45% more than the average American on entertainment and recreation.

Home Improvement (15.1%)

Married-couple families make up the majority of this market, but single-parent families are also common. They enjoy working on home improvement projects and watching DIY networks. They pride themselves in being comfortable with new technology, and embrace the convenience of completing tasks on mobile devices. On average, this market group spends just 16% more than average on entertainment and recreation.

Savvy Suburbanites (11.4%)

At a little over 10% of the population, this well-educated, well-read, and well-capitalized segment includes empty nesters and empty nester wannabees. These married couples either don't have children, or have older children inside the home. They are informed consumers and research prior to purchasing. While one of the older markets, they appreciate technology and make liberal use of it for shopping, banking, and communicating. These active and physically fit consumers enjoy skiing and golf, and spend 84% more than the average American on entertainment and recreation.

Parks and Rec (6.5%)

These married couples, most without children, are approaching retirement age, and are comfortable in their jobs and homes. While this market, like the Savvy Suburbanites, is one of the older markets in the US, the kid-friendly neighborhoods they live in are now attracting a new generation of young couples as well. They are not extremely tech savvy. This market takes full advantage of local parks and recreational activities, and they enjoy working out at a home or community gym, swimming, or jogging. While this market enjoys parks and recreation activities, they spend less than average on entertainment and recreation.

Summary

The following summarizes the various tapestry segments characteristics in the Cary Park District:

- Younger families are more interested in family-oriented activities, while older residents prefer individual leisure.
- All segments except Parks and Rec spend more than average on recreation.



Existing Conditions

The first step in the comprehensive planning process is to understand not only the context around the Park District, but also the existing conditions of the District's assets including land use, open space, natural resources, and trail resources.

Land Use

The majority of the Cary Park District land uses are single or multi-family residential. Industry and manufacturing land uses are concentrated along the railroad corridor. Major commercial and business districts are located along the railroad, off of Crystal Street. In addition to Crystal Street, Cary-Algonquin Road also serves as a major commercial corridor. Most school and institutional uses are centrally-located within the District. Finally, a large percentage of the District is Conservation District, Park District, or private open space, with the majority of the open space concentrated north of Three Oaks Road.

Open Space Providers

The Park District is one of many open space and outdoor recreation providers within the community. Forest Preserve Districts and/or Conservation Districts provide regional active and passive recreation opportunities as well as preserve significant open space assets. School Districts also provide outdoor recreation opportunities at elementary, middle, and high school properties and private agencies provide pay-to-play opportunities such as golf courses.

The map to the right displays all public and private open spaces within the Cary Park District, as well as all institutional assets.

Public Open Space

Park District, Municipal, Conservation District, State and Federal

The Park District provides approximately 855 acres of open space and the McHenry County Conservation District (MCCD) provides 1,391 acres of open space. A number of MCCD properties are adjacent to District open space which provides opportunities for trail connections. The Cary Park District also utilizes MCCD land for camps and other programming.

Institutional Open Space

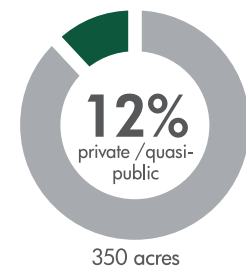
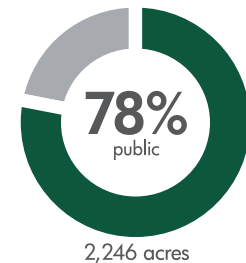
Elementary, Middle, and Senior High Schools, Colleges and Universities

School Districts 26, 47, and 300 provide Elementary and Middle Schools, while School Districts 155 and 300 provide Senior High Schools. In all, these sites provide 280 acres of open space for public use.

Private/Quasi-Public Open Space

HOAs, Cemeteries, Golf Courses

Private open space within the Cary Park District is primarily in the form of private Golf Clubs and HOAs including the Cary Country Club and Chalet Hills Golf Club. According to the latest GIS information, there are 350 acres of private / quasi-public open space.



Park Key

M1, Devron Circle

M2, Kiwanis Park

M3, Val Budd Park

N1, Bristol Park/Lyon's Ridge Gwy

N2, Brittany Park

N3, Cambria Park

N4, Candlewood Park

N5, Cary Oaks Park

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T1, Lyons Ridge - East

T2, Lyons Ridge Phase IV

T3, SD 26 Easement

T4, Spruce Tree Lane - North

T5, Sterling Ridge Greenway

T6, White Oaks Trail

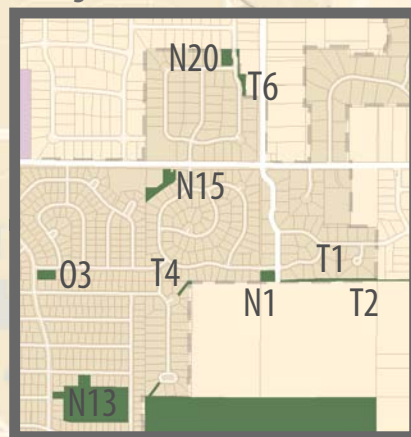
O1, Cimarron Park, OSD

O2, Hillhurst Park, OSD

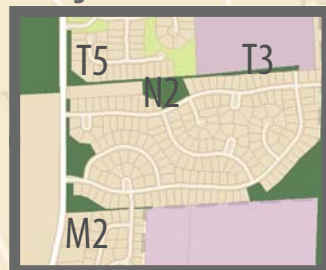
O3, Montana Park, OSD

O4, Three Oaks Park OSD

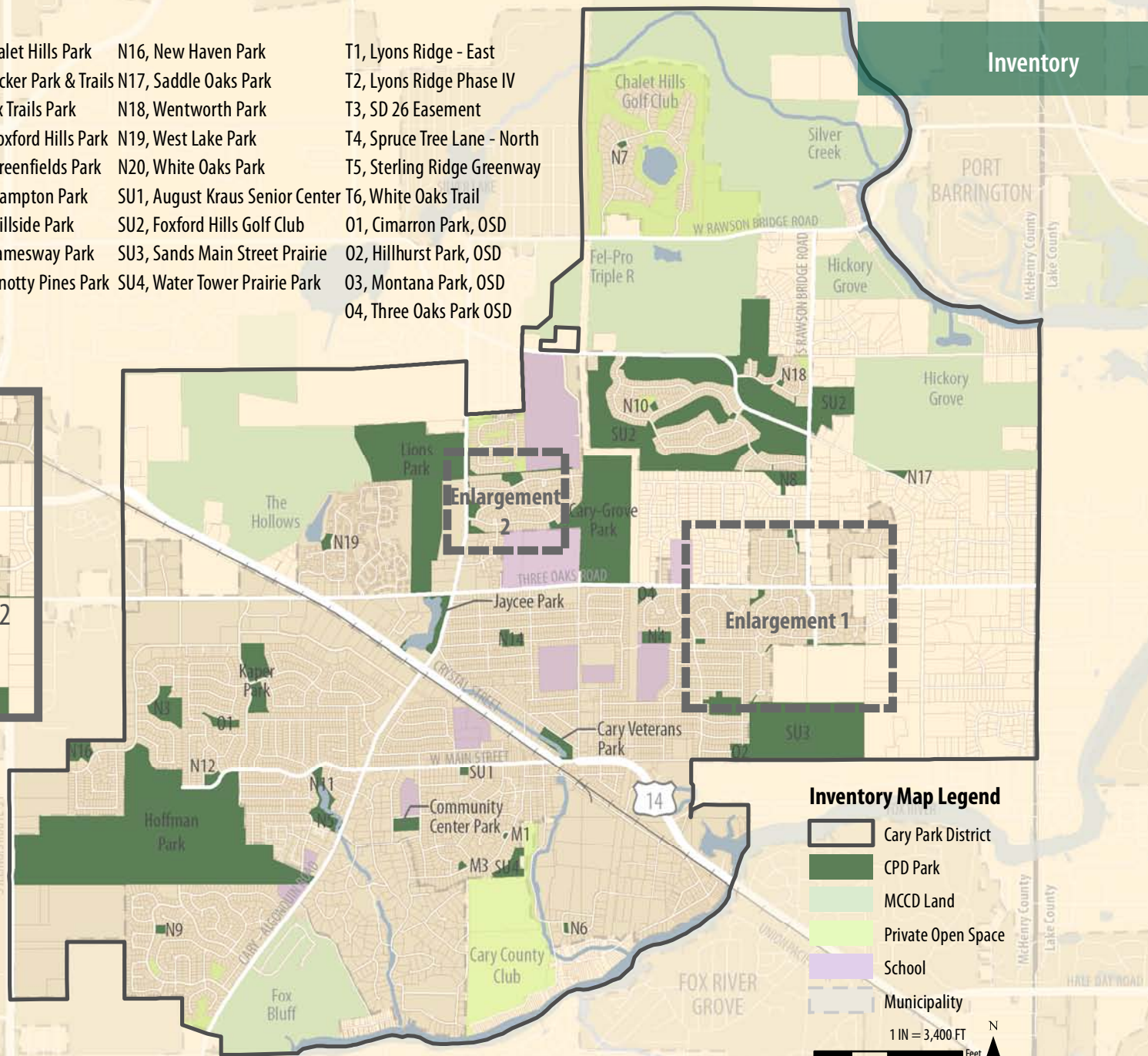
Enlargement 1



Enlargement 2



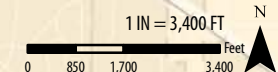
Enlargement 2



Inventory

Inventory Map Legend

- Cary Park District
- CPD Park
- MCCD Land
- Private Open Space
- School
- Municipality



Natural Resources

This section outlines the existing natural features present within the District. This includes watersheds, riparian corridors, floodplains and wetlands. These have been identified to provide a baseline of information and data for long-term decision-making.

Watersheds & Riparian Corridors

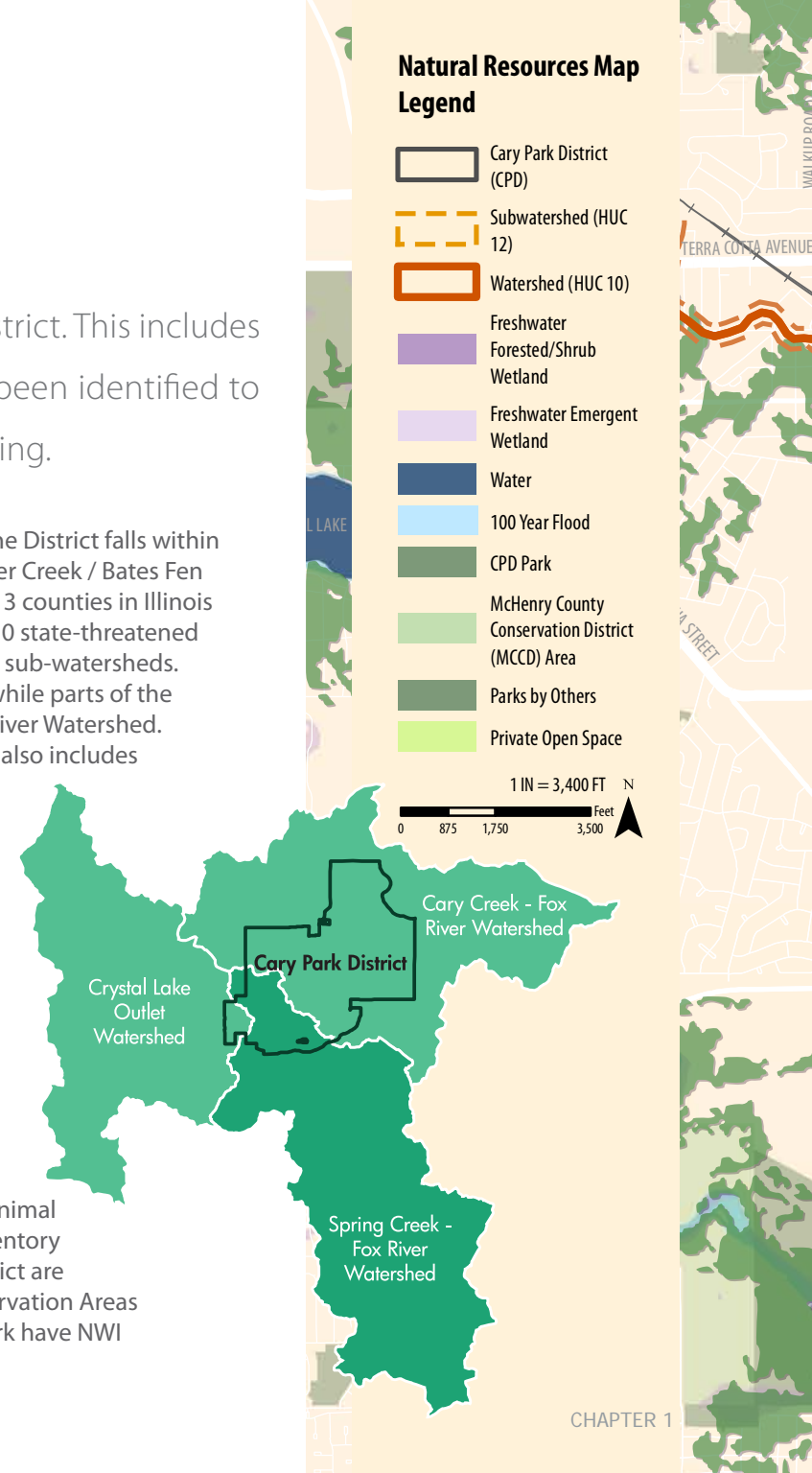
The Fox River meanders along the north and southeastern borders of the District, which means the District falls within the Fox River Basin. No District park property is located along the Fox River; however, MCHCD's Silver Creek / Bates Fen and Hickory Grove Nature Preserves are located along the river. The Fox River Basin spans across 13 counties in Illinois and Wisconsin and is home to a large collection of watersheds and sub-watersheds. More than 150 state-threatened and endangered species call this Basin home. The Cary Park District lies within three of the Basin's sub-watersheds. The northeastern three-quarters of the District lies within the Cary Creek – Fox River Watershed, while parts of the southwest third lies within the Spring Creek – Fox River Watershed and Crystal Lake Outlet - Fox River Watershed. Other open water within the District is primarily gravel-mined lakes and flood retention ponds, but also includes a few stream-fed or spring-fed ponds.

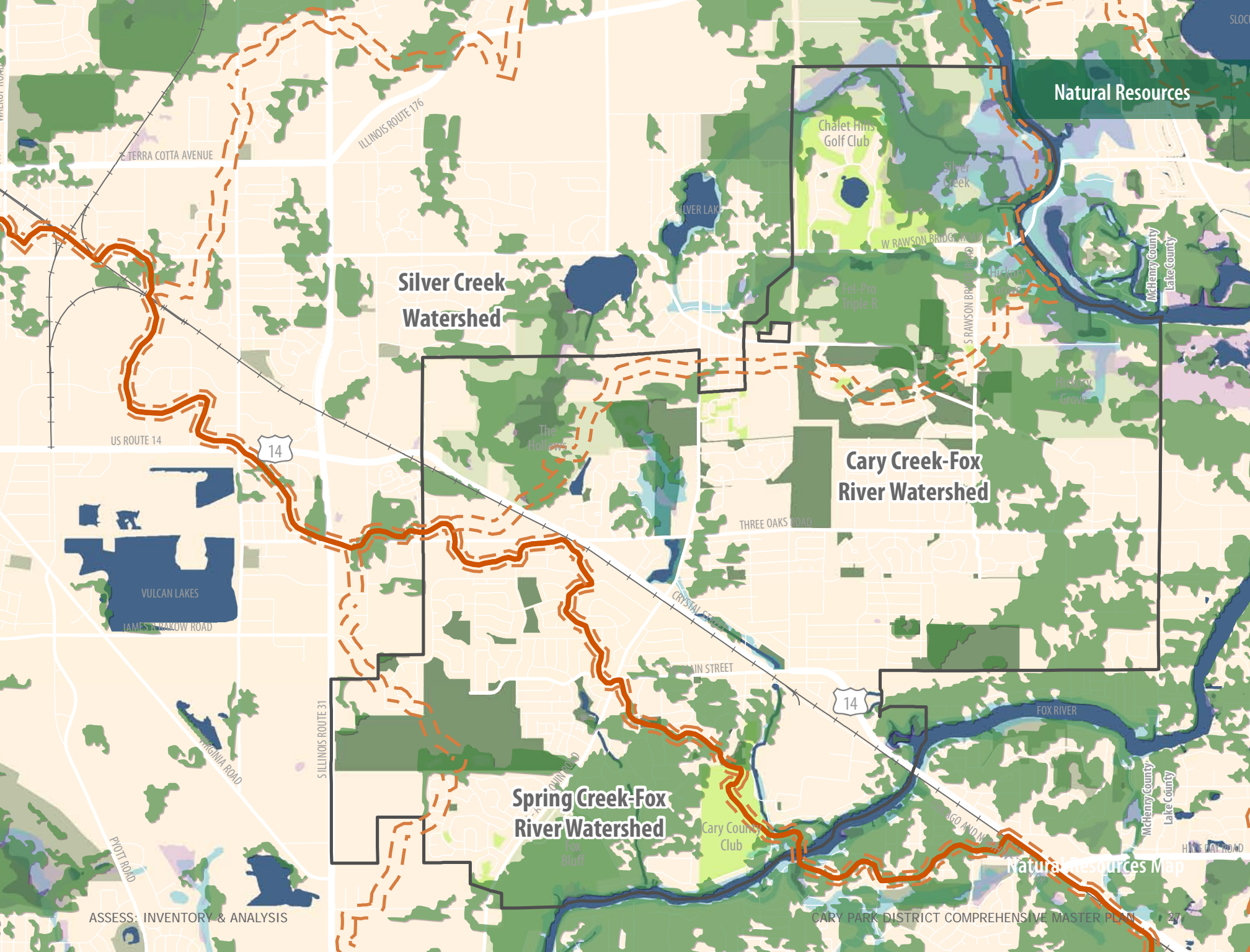
Floodplain

The Federal Emergency Management Agency through the National Flood Insurance Program produces Flood Hazard Boundary maps for areas prone to flood hazards. The 100-year flood plain associated with each of the creeks is light blue on the Natural Features Map. The 100-year flood plain denotes the area potentially affected by the level of floodwater equal to or exceeded every 100 years on average or having a 1% chance of being equal to or exceeded in any single year. Much of the floodplain within the District is concentrated in the Conservation Areas in the northeast. Two parks – Lions Park and Jaycee Park – have floodplains within the park.

Wetlands

Wetlands are lands saturated with water, and this saturation affects the soil character, plant and animal communities, and surface conditions of the land. Wetland data is from the National Wetlands Inventory (NWI) conducted by the US Fish and Wildlife Service. The types of wetlands found within the District are primarily Freshwater Forested / Shrub or Emergent Wetlands. Most wetlands are located in Conservation Areas in the northeast area of the District, but three parks – Hoffman Park, Lions Park, and Cary Oaks Park have NWI identified wetlands within their boundaries.





Natural Resources

Silver Creek Watershed

Cary Creek-Fox River Watershed

Spring Creek-Fox River Watershed

Natural Resources Map

Trail Corridors

The trail inventory map illustrates the existing trail corridors and walking or biking opportunities within the District. This map was created referring to the Cary Park District 2006 CMP, the Village of Cary 2014 CMP and Coordination with the Cary Park District Staff

Introduction

The Cary Community has a rich history of thoughtful planning and implementation of trails and greenways to meet resident interests and recreational needs. Since 1996 the Cary Park District (CPD), Village of Cary (VOC), and School District 26 have successfully implemented and presently maintain 12 miles of trail for Cary residents. The first trail plan was created as part of the CPD 1994 Comprehensive Master Plan (CMP) process. In 2006 all completed community trails and future trail corridors were further refined and adopted into the 2006 CMP Trail Plan. The Village of Cary 2014 CMP update also highlights a trail plan based on completed sections and future considerations.

Regional Trails and Bikeways

The Union Pacific Corridor is located along the Union Pacific rail line. Currently, only limited portions of this trail are constructed, but once complete, this trail will connect The District to the Prairie Trail. The Prairie Trail is a 28-mile trail that runs from Genoa City, Wisconsin, to Algonquin, Illinois, where it then turns into the Fox River Trail.

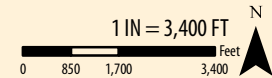
The Valley View Trail is located in the northern part of the District along Fell Pro Triple R and Hickory Grove. The Cary Algonquin trail is located along Cary Algonquin Road with a few sections remaining to be completed within Cary between W Main Street and the Union Pacific Railroad line.

Water Trails

The Fox River water trail is located to the east and southeast of the District. It is currently monitored and maintained by the Illinois Water Trail Keepers. There are two designated launch areas near the Park District, one at Riverfront Park and one at Fox River Forest Preserve (Fee Ramp). *Adjacent Map and Data Source: Openlands*

Trail Inventory Map Legend

- Cary Park District
- CPD Park
- McHenry County Conservation District Area (MCCD)
- Private Open Space
- School
- Municipality
- Existing Local Trail
- Existing Regional Trail
- Existing Nature Trail



Park Key

M1, Devron Circle

M2, Kiwanis Park

M3, Val Budd Park

N1, Bristol Park/Lyon's Ridge Gwy

N2, Brittany Park

N3, Cambria Park

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O1, Cimarron Park, OSD

O2, Hillhurst Park, OSD

O3, Montana Park, OSD

O4, Three Oaks Park OSD

Trail Inventory



Water Trails

ASSESS: INVENTORY & ANALYSIS

CARY PARK DISTRICT COMPREHENSIVE MASTER PLAN

A group of smiling children and two adults are in a swimming pool. The children are of various ages, some wearing swim caps and goggles. The adults are also smiling and looking towards the camera. The water is clear and blue.

Asset Inventory

As a part of the planning process, we reference the guidelines outlined by the National Recreation and Parks Association (NRPA) - Park, Recreation, Open Space and Greenway Guidelines Manual.

NRPA recommends creating a park classification system to serve as a guide for organizing an agency's parks. Park, Recreation, and Greenway Classification Guidelines are expressions of the amount of land a community determines should constitute the minimum acreage and development criteria for different classifications or types of parks, open space, and greenways.

Mini Park, Neighborhood Park, School-Park, Community Park, Large Urban Park, and Sports Complexes are the six classifications for parks recognized by the NRPA. Commonly, School-Parks are included into the Neighborhood Park category and Large Urban Parks and Sports Complexes are included in the Community Park category.

These categories are based on size, function, and use. Mini Parks are the smallest size and most limited in function and use while Community Parks

are typically the largest parks of a system and serve a variety of functions for the community. Other open space categories recognized by the NRPA are Natural Areas, Trails, Corridors or Linear Parks, and Special Use. Open Space Detention Areas are sites not yet developed for meaningful public access. This category is recognized for planning purposes but is not an NRPA designated category.

These classifications are vital to a comprehensive Level of Service analysis. In the park and open space matrix on the following pages, amenities were quantified to understand the District's total recreational offerings. The numbers in red text indicate an amenity is beyond its useful life, per the IDNR Useful Life Criteria (found in the Appendix). The District's indoor space was also categorized by the type of facility and/or programming. The facility matrix follows the park and open space matrix.

Classification Guidelines are expressions of the amount of land that should constitute the minimum acreage and development criteria for different park, open space, and greenway types.

PARK CLASSIFICATIONS

Classification	General Description	Service Area	Size Criteria	Cary Park District Parks and Facilities
Mini Park*	Mini Parks meet the need for a walkable, drop-in recreation experience. Appropriate elements in these parks include playgrounds, picnic areas, and seating. These parks usually do not include parking. Used to address limited, isolated, or unique recreational needs.	Less than 0.25 mile distance in a residential setting.	Between 2,500 SF and one acre in size.	Deveron Circle, Kiwanis Park, Val Budd Park
Neighborhood Park*	Neighborhood Parks remain the basic unit of the park system and are generally designed for informal active and passive recreation and community gathering spaces. Elements in these parks often include playgrounds, picnic areas, sports fields, and trail systems. Neighborhood Parks serve as the recreational and social focus of the neighborhood.	0.25 to 0.5 mile distance and uninterrupted by non-residential roads and other physical barriers.	1 to 5 acres in size is typical.	Bristol Park, Brittany Park, Cambria Park, Candlewood Park, Cary Oaks Park, Cary Woods Park, Chalet Hills Park, Decker Park and Trails, Fox Trails Park, Foxford Hills Park, Greenfields Park, Hampton Park, Hillside Prairie Park, Jamesway Park, Knotty Pines Park, New Haven Park, Saddle Oaks Park, Wentworth Park, West Lake Park, White Oaks Park
Community Park*	Community Parks focus on meeting community-wide recreation needs. These parks preserve unique landscapes, and often serve the community as gathering places and general athletics. Elements in these parks include playgrounds, pavilions, trails and path systems, multiple sport courts and fields. Serves broader purpose than neighborhood park. Focus is on meeting community based recreation needs, as well as preserving unique landscapes and open spaces.	Determined by the quality and suitability of the site. Usually serves two or more neighborhoods and 0.5 to 3 mile distance.	As needed to accommodate desired uses. Usually a minimum of 20 acres.	Cary-Grove Park, Cary Veterans Park, Community Center Park, Hoffman Park, Jaycee Park, Kaper Park, Lions Park
Natural Area*	Conservation and wildlife areas, wooded areas and waterways that are maintained for the most part in their natural state.	Service radius is unlimited.	No applicable standard.	included in Special Use
Special Use*	Special use facilities focus on meeting community-wide recreation needs. Often, these spaces, both indoor and outdoor, are designed as single-use recreation activities. Examples of special use facilities include golf courses, nature centers, recreation centers, and museums. Areas for specialized or single purpose recreational activities. Generally designed for active recreation and focus on meeting community based recreation needs.	No applicable standard.	Variable, depending on desired amenity.	Kraus Senior Center Site, Foxford Hills Golf Club, Sands Main Street Prairie, Water Tower Prairie Park
Trails, Corridors, and Linear Parks*	Effectively tie park system components together to form a continuous park environment.	Resource availability and opportunity.	No applicable standard.	Lions Ridge Phase I-IV, SD 26 Easement, Spruce Tree Lane Parcels, Sterling Ridge Greenway, White Oaks Easement
Open Space Detention	Lands owned by the agency for the purpose of providing temporary storm water detention.	No applicable standard.	Variable.	Cimarron Park, Hillhurst Park, Montana Park, Three Oaks Detention
Recreation & Fitness Programming	A facility that provides space for programs, services, athletics, and other indoor recreational needs. Many facilities include swimming pools or aquatics facilities for water sports.	Determined by uses and building space program. Typically serves a 1 to 3 mile distance.	Variable. Based on community size and program needs.	Community Center / Fitness Center
Single-Use	A facility built for a single, special use such as theatre or stables. Preschool facilities may be included as single-use or as a standalone category.	Typically a 3 mile distance.	Variable.	Kraus Senior Center, Foxford Hills Golf Clubhouse, Lions Park Concessions / Restroom, Lions Park Preschool
Outdoor Aquatics	A complex with facilities for water sports, including, but not limited to, swimming pools, diving boards, wading pools, lazy river, or splash pads. Includes support facilities for lifeguards, storage, locker rooms, and utilities.	Typically a 1 to 3 mile distance.	Variable.	Community Pool Bath House
Maintenance	A facility for maintenance operations. Multiple storage buildings, either heated or cooled, may be present. Typically, kitchen, break rooms, offices, and shops, such as a wood shops may be present. Outdoor storage is also present at maintenance facility site.	Typically a 15 to 20 minute drive time.	Variable. Based on community size and maintenance needs.	Foxford Hills Golf Maintenance, Lions Park Maintenance Facility

* from NRPA's Park, Recreation, Open Space and Greenway Guidelines.

Park & Open Space Matrix

		ACREAGE		TRAILS	INDOOR FACILITIES				DAY USE ASSETS				SPORTS COURTS AND FACILITIES														WATER-BASED FACILITIES					NATURAL FEATURES		
		Acreage - Own	Acreage - Lease / Manage	Trails / Pathways	Indoor Program Facility	Restrooms	Concessions	Maintenance / Storage	Amphitheatre	Dog Park	Picnic Shelter	Picnic Amenities	Playground	Basketball	Baseball / Softball	Disc Golf (holes)	Football / Rugby	Golf Course (holes)	Golf Driving Range	Horseshoe Pits	Lacrosse	Pickleball Court	Skate Park	Soccer	Softball	Tennis Court	Volleyball Court	Swimming Pool	Splash Pad	Ice Skating	Sled Hill	Fishing	Creek / River / Open Water	Natural Area / Gardens
PARK AND OPEN SPACE SYSTEM																																		
Mini Parks		Label																																
Deveron Circle		M1	0.2																															
Kiwanis Park		M2	3.5	X																														X
Val Budd Park		M3	0.7																															X
Mini Park Acreage		4.4	0.0																															
		4.4																																
Neighborhood Parks																																		
Bristol Park		N1	0.5										1																					
Brittany Park		N2	2.3	X									1																					X
Cambria Park		N3	10.4	X									1																					X
Candlewood Park		N4	4.2										1		1																			
Cary Oaks Park		N5	4.3																															X
Cary Woods Park		N6	0.5										1																					
Chalet Hills Park		N7	0.7										1																					
Decker Park & Trails		N8	9.0	X																														X
Fox Trails Park		N9	1.0	X									2																					
Foxford Hills Park		N10	0.6										1																					
Greenfields Park		N11	6.1										1																		X	X	X	
Hampton Park		N12	1.7										1																					
Hillside Prairie Park		N13	7.7										1																					X
Jamesway Park		N14	3.6	X									1																					
Knotty Pines Park		N15	1.0										1																					
New Haven Park		N16	5.5	X									1																					X
Saddle Oaks Park		N17	1.0										1																					
Wentworth Park		N18	0.4										1																					
West Lake Park		N19	1.6	X									1																					
White Oaks Park		N20	0.9										1																					
Neighborhood Park Acreage		63.0	0.0																															
		63.0																																
Community Parks																																		
Cary-Grove Park			81.1	X		X							1				1				1				3									X
Cary Veterans Park			6.2									X														2					X	X		
Community Center Park & Facility			5.9	X	X	X	X																					1						
Hoffman Park			263.5	X		X				1	1	X																				X		X
Jaycee Park			15.5	X		X						1	X								2									2		X	X	X
Kaper Park			15.1			X							1								1			6										X
Lions Park			105.4	X	X	X	X	X	1		2	X	2	2	3		1						1	2	3		1				X		X	X
Community Park Acreage		492.7	0.8																															
		493.5																																
		560.0	0.8																															

*all text in red indicates an amenity is beyond its useful life as defined in the Illinois Department of Natural Resources Statewide Comprehensive Outdoor Recreation Plan

*all text in red indicates an amenity is beyond its useful life as defined in the Illinois Department of Natural Resources Statewide Comprehensive Outdoor Recreation Plan

ASSESS: INVENTORY & ANALYSIS

Indoor Facility Matrix

	SQUARE FOOTAGE	RESTROOMS		ADMIN		ACTIVITY ROOMS						RECREATION AND FITNESS						OTHER				
	Total Square Footage	Restrooms	Locker Rooms	Reception Desk	Office	Kitchen	Concessions	Banquet / Community	Classroom / Multipurpose	Art Room	Teen Room	Auditorium	Gymnasium	Indoor Turf	Fitness / Weight Room	Aquatics	Indoor Activity Courts	Dance	Storage	General	Greenhouse	Maintenance
INDOOR FACILITIES																						
Recreation & Fitness Programming																						
Community Center	19,500	2	2	1	1	1		2	2						2		1	1	1			1
Recreation & Fitness Programming	19,500																					
Single-Use																						
Kraus Senior Center	3,900	3			2	1		1	2										1			
Foxford Hills Golf Clubhouse	10,055		2		1	1		1											1			1
Lions Park Concessions / Restroom	485	2					1															
Lions Park Preschool	2,590	2			1				2										1			
Single-Use	17,030																					
Aquatics																						
Community Pool Bath House	475		2		1											1			1			1
Indoor Pool	0																					
Aquatics	475																					
Maintenance																						
Foxford Hills Golf Maintenance	7,800		2		1	1													1			1
Lions Park Maintenance Facility	5,760	2	1		1				1										1			1
Maintenance	13,560																					
TOTAL SQUARE FOOTAGE	50,565	11	6	1	6	3	1	4	7	0	0	0	0	0	2	1	1	1	7	0	0	5

Source: Site observations, Cary Park District Staff



Level of Service Analysis

The Level of Service (LOS) analyses evaluate how well the District's parks, facilities, and amenities are serving the current needs of the community. Level of Service is evaluated through four different avenues.

The development of a Level of Service standard for parks and recreation began in the 1980s with the development of Levels of Service for other infrastructure such as water, stormwater drainage, sewer systems, and transportation. These benchmarks provide agency officials with the ability to respond to growing communities, evolving demographics, and changing needs. However, it is important to note that these benchmarks are not strict rules that all communities should follow. These Level of Service benchmarks are simply another gauge for agencies to use when determining future needs and services.

According to the National Recreation and Parks Association (NRPA), the Level of Service is a quantification of the park and recreation delivery philosophy and policy of a community. Its basic utility is in meeting a legal and/or economic requirement of quality service and equity. As a basic rule, a Level of Service benchmark should:

1. Be practical and achievable
2. Provide for an equitable allocation of park and recreation resources throughout a community; there should be equal opportunity access for all citizens
3. Reflect the real-time demand of the citizens for park and recreation opportunities

There are four different Level of Service measurements that help a community understand how equitable and comprehensive their current park and recreation offerings are. These are:

1. **Acreage:**
 - A calculation of the minimum number of land required to provide all of the recreation activities, and facilities required to support such activities.
2. **Distribution:**
 - An evaluation of how equitable park and open space sites are placed throughout the community, as well as how accessible existing sites are to residents.
3. **Amenities:**
 - A calculation of the minimum number of amenities and facilities required to meet state and/or national averages.
4. **Square Footage:**
 - A calculation of the minimum number of indoor square footage required to provide all of the recreation programs and services.

Level of Service guidelines are developed by state and national agencies, including the NRPA. Historically, a Level of Service analysis has been limited to total park and open space acreage alone, and did not include distribution, amenities, or indoor square footage. The national standard for acreage Level of Service was 10 acres per 1,000 population, but as park and recreation planning developed, professionals saw the need to develop a more comprehensive benchmarking tool that could be adjusted for and specific to each community.

PRORAGIS has thousands of data points and more than 600 completed profiles. It is now the largest and most comprehensive collection of detailed municipal, county, state, and special district data. As more agencies add their data to the database, trends and patterns begin to emerge that help agencies plan and benchmark. From comprehensive jurisdictional planning to business and revenue-generating planning, PRORAGIS offers tools that provide agencies the justification they need to get things done.

PRORAGIS, short for Park and Recreation Operating Ratio and Geographic Information System, is NRPA's online management tool, designed for public park and recreation agencies.

Because one size does not fit all, the NRPA recommends using community-specific benchmarks. PRORAGIS, short for Park and Recreation Operating Ratio and Geographic Information System, is the NRPA's online management tool, designed for public park and recreation agencies.

The following Level of Service analyses reference national NRPA standards, PRORAGIS benchmarks, and local and regional-specific standards set by the State of Illinois and the planning team.

This tool is a replacement for the NRPA standards that have guided land acquisition and development for the past 45 years. Through this tool, agencies have the ability to compare themselves and their offerings with departments and agencies in their state or region. Agencies can also compare themselves to others based on factors such as total population, operating budget, and number of full-time technical equivalent employees. These reports calculate actual numbers, based on real, similar agencies. Now, agencies can plan and benchmark with more applicable data than generic national averages.

Acreage

Acreage Level of Service benchmarks are calculations of the recommended amount of land required to provide all of the recreation activities, and facilities required to support such activities.

The NRPA's population ratio method (acres/1,000 population) emphasizes the direct relationship between recreation spaces and people and is the most common method of estimating an agency's level of service for parkland and open space. In addition to the baseline of 10 acres/1,000 population used in this analysis, PRORAGIS benchmarks are also used to understand how the Cary Park District compares to agencies of similar population size.

Based on the NRPA benchmark of 10 acres per 1,000 population, 214.51 acres of Mini, Neighborhood, or Community Park space is recommended for the Cary Park District. With 560.8 acres of open space dedicated to Mini, Neighborhood and Community Park uses, the District has a surplus of more than 345 acres. The District has a level of service of 26.15 acres per 1,000 population, well over the NRPA recommended 10 acres per 1,000.

When all District-owned and maintained open space is added to the level of service analysis, the District has 641 acres more than the NRPA recommended 214.5 acres. This Level of Service gauge includes Natural Areas, Special Use sites, Trails, Corridors and Linear Parks, and Open Space Detention Areas in addition to Mini, Neighborhood, and Community Parks. The District has an overall level of service of 39.88 acres per 1,000 population.

The PRORAGIS database was referenced to understand how the Cary Park District compares to agencies across the Midwest with similar population sizes. The Cary Park District has a population of 21,451. Out of over 600 agencies reporting, there were nine agencies with populations between 15,000 and 25,000 residents. Seven of these agencies reported information on the total number of acres maintained as well as the total parkland acres managed or maintained per 1,000 population. The results can be seen in the tables on the next page.

With more than 850 acres managed, Cary Park District is in the upper quartile of agencies in terms of total parkland acres managed or maintained. Even if only Mini, Neighborhood, and Community Parks are considered, the District is in the upper quartile of respondents. The District is also in the upper quartile of agencies for acreage Level of Service. At 26.58 acres per 1,000 population, the District has a higher acreage level of service than the median, but lower than the average out of these seven agencies.

According to the NRPA benchmark, the District has 346.3 acres more than the NRPA recommended 214.5 acres.

Acres per 1,000 population (10 acres/1,000)

OWNED / LEASED ACTIVE RECREATION AREAS					
Classification	CPD Acreage (Total)	CPD Existing Level of Service (acres / 1,000 population)	IAPD/NRPA Recommended Acreage	IAPD/NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)
Mini Park	4.4	0.21	10.7	0.50	-6.3
Neighborhood Park	63.0	2.93	42.9	2.00	20.0
Community Park	493.5	23.01	160.9	7.50	332.6
Total Parks	560.8	26.15	214.5	10.00	346.3

Recommended acreage is based off the existing population of 21,451

ALL CPD MANAGED OPEN SPACE					
Classification	CPD Acreage (Total)	CPD Existing Level of Service (acres / 1,000 population)	IAPD/NRPA Recommended Acreage	IAPD/NRPA Recommended Level of Service (acres / 1,000 population)	Acreage deficiency / surplus (acre)
Mini Park	4.4	0.21	10.7	0.50	-6.3
Neighborhood Park	63.0	2.93	42.9	2.00	20.0
Community Park	493.5	23.01	160.9	7.50	332.6
Natural Areas	Sands Main Street Prairie is included in Special Use acreage				
Special Use	281.4	13.12	0.0	0.00	281.4
Trails, Corridors, and Linear Parks	3.8	0.18	0.0	0.00	3.8
Undeveloped Parks	9.5	0.44	0.0	0.00	9.5
Total Parks	855.5	39.88	214.5	10.00	641.0

Recommended acreage is based off the existing population of 21,451

Total Number of Park Acres (PRORAGIS)

Number of Responses	7
Lower Quartile	213
Median	250
Upper Quartile	361

Acres per 1,000 population (PRORAGIS)

Number of Responses	7
Lower Quartile	11.2
Median	17.3
Upper Quartile	20.1
Average	30.5

Distribution

Planning areas are used to analyze park distribution, land acquisition and park facility redevelopment needs. Planning areas are delineated by major pedestrian barriers, including major roads or highways, railroad corridors and extreme natural features.

Not only is the quantity of park and open space important, but the location and geographic distribution of the parks themselves also offer an indication of how well a parks and recreation agency is serving its residents. By understanding where parks are located in relationship to residential development, we are able to understand who is underserved. This analysis may reveal the need for acquisition in underserved areas of the District, or may reveal that the District is serving the residents well and should focus on maintaining or updating existing assets.

Methodology

In the Cary Park District, arterial roads and railroad serve as the main pedestrian barriers. These pedestrian barriers created nine planning areas within the District.







After dividing the District into planning areas, the geographic distribution of the parks and open spaces was analyzed. A service area, illustrated in the following maps with an orange halo, was created around each individual park. The shape of each service area is determined by analyzing the real distance – a quarter-mile, half-mile, or one-mile distance – one has to travel to access the park. The size of the service area is dependent upon the park classification.

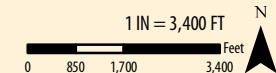
The table on page 31 notes the various service area distances for Mini, Neighborhood, and Community Parks. Natural Areas, Special Use Sites, and Open Space Detention Sites are not included in this analysis.

Service area buffers for Mini and Neighborhood Parks were clipped to the planning area boundaries in which the park is located. Planning Area boundaries are considered barriers to safe or comfortable pedestrian access and Mini and Neighborhood Parks are walk-to or walkable destinations. For Community Parks, the boundaries were not clipped because these parks are seen as drive-to destinations.

Finally, overlaying service area maps and other related maps reveals which areas are most and least served by the existing park system. The most served areas are illustrated by the dark orange while the least served areas are illustrated by the lack of orange. The orange service area buffers overlap to form a gradient that illustrates the degree to which residents are served. The darker the orange, the better these residents are served. Residents who fall within the darker or opaque orange areas are served by multiple parks and their amenities. Demographics for each planning and service area further informed the level of service analysis.

Planning Area Map Legend

-  Planning Area
-  Cary Park District
-  CPD Park
-  MCD Area
-  Private Open Space
-  School



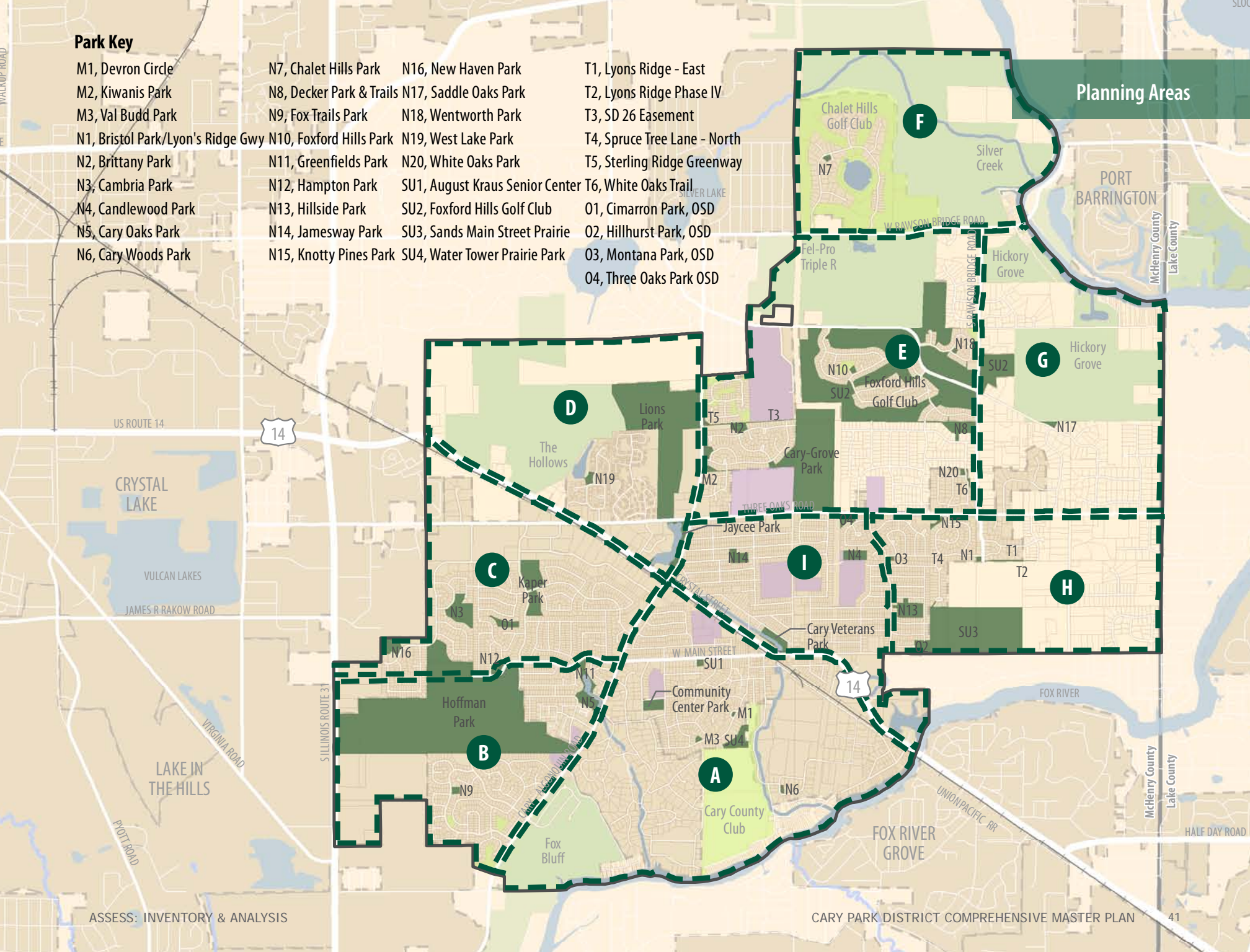
Park Key

M1, Devron Circle
M2, Kiwanis Park
M3, Val Budd Park
N1, Bristol Park/Lyon's Ridge Gwy
N2, Brittany Park
N3, Cambria Park
N4, Candlewood Park
N5, Cary Oaks Park
N6, Cary Woods Park

N7, Chalet Hills Park
N8, Decker Park & Trails
N9, Fox Trails Park
N10, Foxford Hills Park
N11, Greenfields Park
N12, Hampton Park
N13, Hillside Park
N14, Jamesway Park
N15, Knotty Pines Park
N16, New Haven Park
N17, Saddle Oaks Park
N18, Wentworth Park
N19, West Lake Park
N20, White Oaks Park
SU1, August Kraus Senior Center
SU2, Foxford Hills Golf Club
SU3, Sands Main Street Prairie
SU4, Water Tower Prairie Park

T1, Lyons Ridge - East
T2, Lyons Ridge Phase IV
T3, SD 26 Easement
T4, Spruce Tree Lane - North
T5, Sterling Ridge Greenway
T6, White Oaks Trail
O1, Cimarron Park, OSD
O2, Hillhurst Park, OSD
O3, Montana Park, OSD
O4, Three Oaks Park OSD

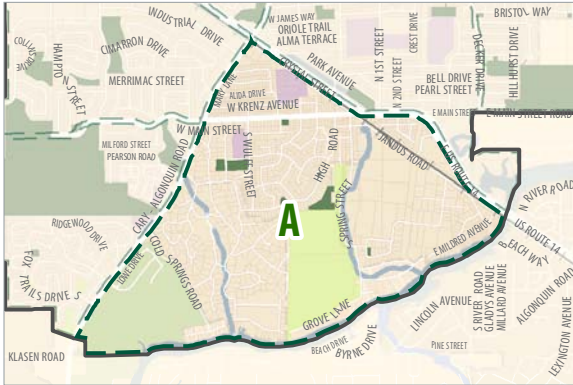
Planning Areas



PLANNING AREA PROFILES

Planning Area A

Total Population: 3,330



Park District Open Space		13.9
M	Devron Cricle	0.2
M	Val Budd Park	0.7
N	Cary Woods Park	0.5
C	Community Center Park	5.9
SU	Kraus Senior Center	0.9
SU	Water Tower Prairie Park	5.7
Conservation District Open Space		150.5
MCCD	Fox Bluff	150.5
School District Open Space		22.5
E	Briargate School	7.9
closed	Maplewood School	14.6
Other Open Space		130.0
PR	Cary Country Club	130.0

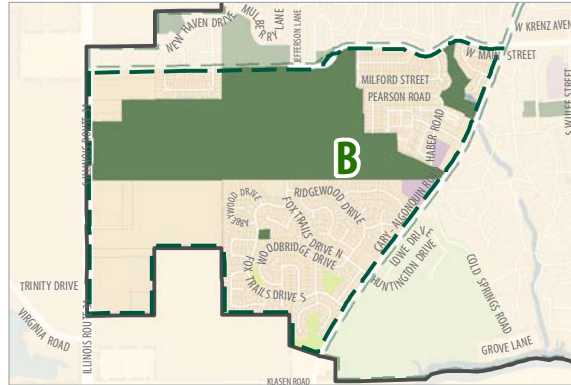
Planning Area A Total: 316.9 ac

The District only LOS: 4.2 ac / 1,000

Overall LOS: 95.2 ac / 1,000

Planning Area B

Total Population: 2,604



Park District Open Space		276.4
N	Cary Oaks Park	4.3
N	Fox Trails Park	1.0
N	Greenfields Park	6.1
C	Hoffman Park	263.5
Conservation District Open Space		0.0
None		0.0
School District Open Space		5.4
E	St. Barnabas Preschool and Kindergarten	5.4
Other Open Space		9.2
PR	HOA	1.2
PR	HOA	5.8
PR	HOA	2.2

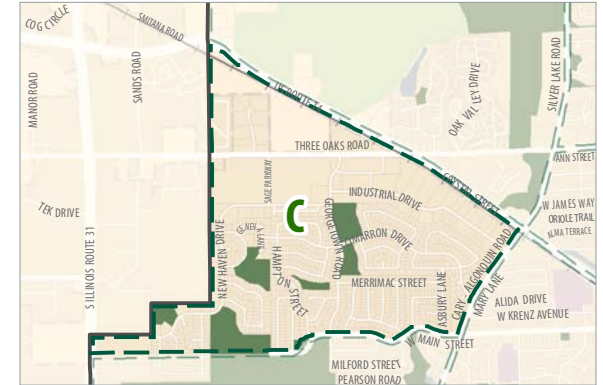
Planning Area B Total: 291.0 ac

The District only LOS: 106.1 ac / 1,000

Overall LOS: 111.8 ac / 1,000

Planning Area C

Total Population: 3,994



Park District Open Space		43.4
N	Cambria Park	10.4
N	Hampton Park	1.7
N	New Haven Park	5.5
C	Hoffman Park	7.3
C	Kaper Park	15.1
U	Cimarron Park	3.4
Conservation District Open Space		0.0
None		0.0
School District Open Space		0.0
None		0.0
Other Open Space		0.0
None		0.0

Planning Area C Total: 43.4 ac

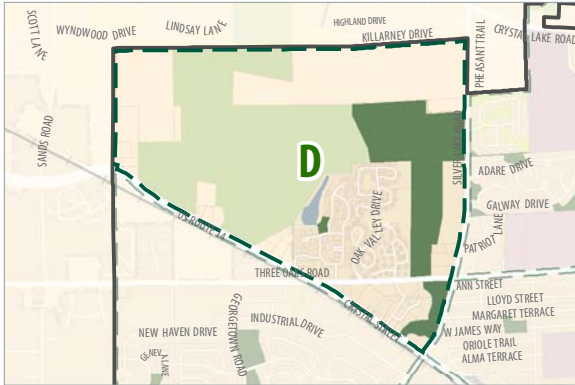
The District only LOS: 10.9 ac / 1,000

Overall LOS: 10.9 ac / 1,000

PLANNING AREA PROFILES

Planning Area D

Total Population: 1,131



Park District Open Space		123.3
N	West Lake Park	1.6
C	Jaycee Park	16.3
C	Lions Park	105.4
Conservation District Open Space		305.0
MCCD	The Hollows	305.0
School District Open Space		0.0
None		
Other Open Space		0.0
None		

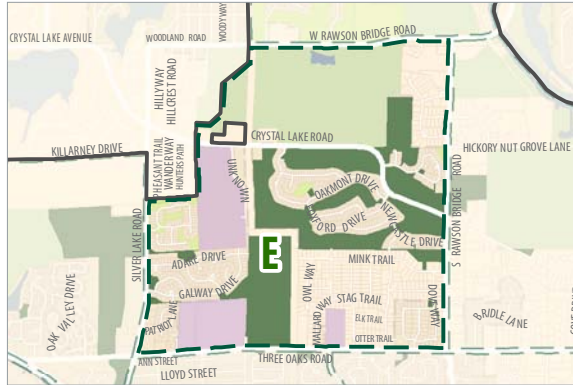
Planning Area D Total: 428.3 ac

The District only LOS: 109.0 ac / 1,000

Overall LOS: 378.7 ac / 1,000

Planning Area E

Total Population: 3,515



Park District Open Space		295.9
M	Kiwanis Park	3.5
N	Brittany Park	2.3
N	Decker Park	9.0
N	Foxford Hills Park	0.6
N	Wentworth Park	0.4
N	White Oaks Park & Easement	1.3
C	Cary-Grove Park	81.1
SU	Foxford Hill Golf Course	194.8
TR	Lyons Ridge Phase I-III	0.6
TR	Sterling Ridge Greenway	1.7
TR	School District (SD) 26 Easement / Trail	0.6

Conservation District Open Space		240.5
MCCD	Fel-Pro	240.5
School District Open Space		134.8

E	Deer Path Elementary	18.1
E	Three Oaks School	13.0
JH	Cary Junior High	50.0
HS	Cary-Grove High School	53.7

Other Open Space		16.2
PR	HOA	4.7
PR	HOA	11.5

Planning Area E Total: 687.4 ac

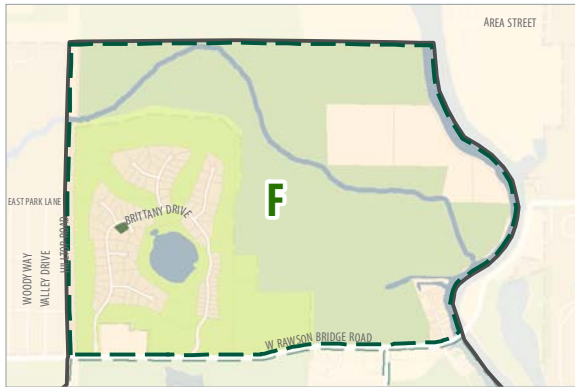
The District only LOS: 84.2 ac / 1,000

Overall LOS: 195.6 ac / 1,000

PLANNING AREA PROFILES

Planning Area F

Total Population: 294



Park District Open Space	0.7
N Chalet Hills Park	0.7
Conservation District Open Space	403.3
MCCD Silver Creek	403.3
School District Open Space	0.0
None	
Other Open Space	195.3
PR Chalet Hills Golf Course	195.3

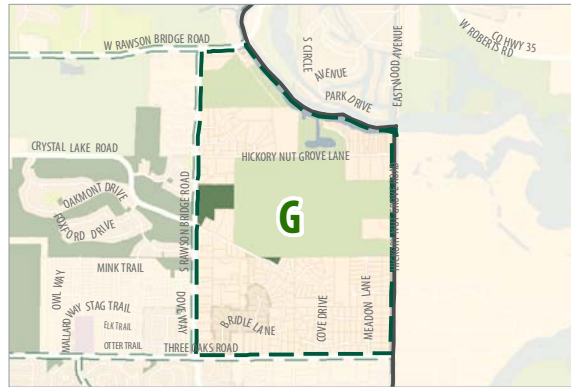
Planning Area F Total: 599.3 ac

The District only LOS: 2.38 ac / 1,000

overall LOS: 2,038.4 ac / 1,000

Planning Area G

Total Population: 758



Park District Open Space	18.5
N Saddle Oaks Park	1.0
SU Foxford Hills Golf Club	17.5
Conservation District Open Space	292.0
MCCD Hickory Grove	292.0
School District Open Space	0.0
None	
Other Open Space	0.0
None	

Planning Area G Total: 310.5 ac

The District only LOS: 24.4 ac / 1,000

overall LOS: 409.6 ac / 1,000

Planning Area H

Total Population: 2,074



Park District Open Space	93.6
N Bristol Park & Lyons Ridge Greenway	0.5
N Hillside Prairie Park	7.7
N Knotty Pines Park	1.0
SU Sands Main Street Prairie	80.0
TR Spruce Tree Greenway Parcels	0.3
TR Lyons Ridge Phase IV	0.2
U Hillhurst Park	3.4
U Montana Park	0.5

Conservation District Open Space	0.0
----------------------------------	-----

None	
------	--

School District Open Space	0.0
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None	
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Other Open Space	0.0
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None	
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Planning Area H Total: 93.6 ac

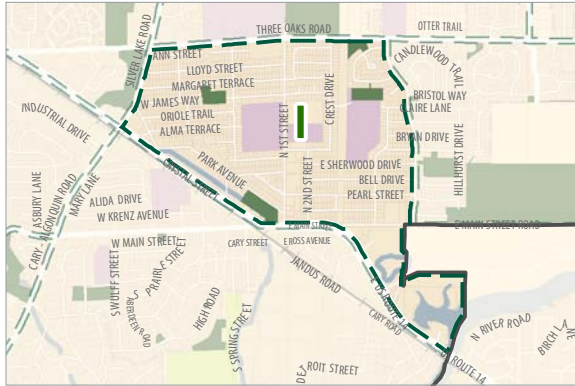
The District only LOS: 45.4 ac / 1,000

overall LOS: 45.4 ac / 1,000

PLANNING AREA PROFILES

Planning Area I

Total Population: 3,751



Park District Open Space	16.2
N Candlewood Park	4.2
N Jamesway Park	3.6
C Cary Veterans Park	6.2
U Three Oaks Park	2.2
Conservation District Open Space	0.0
None	
School District Open Space	117.4
E Trinity Oaks Christian Academy	75.0
E Prairie Hill School	20.8
E Ss. Peter and Paul	21.6
Other Open Space	0.0
None	

Planning Area I Total: 133.6 ac

The District only LOS: 4.3 ac / 1,000

overall LOS: 35.4 ac / 1,000

Planning Area Summary

Total Population: 21,451

Planning Area A	316.9
Park District Open Space	13.9
Conservation District Open Space	150.5
School District Open Space	22.5
Other Open Space	130.0
Planning Area B	291.0
Park District Open Space	276.4
Conservation District Open Space	0.0
School District Open Space	5.4
Other Open Space	9.2
Planning Area C	43.4
Park District Open Space	43.4
Conservation District Open Space	0.0
School District Open Space	0.0
Other Open Space	0.0
Planning Area D	428.3
Park District Open Space	123.3
Conservation District Open Space	305.0
School District Open Space	0.0
Other Open Space	0.0
Planning Area E	687.4
Park District Open Space	295.9
Conservation District Open Space	240.5
School District Open Space	134.8
Other Open Space	16.2

Planning Area F	599.3
Park District Open Space	0.7
Conservation District Open Space	403.3
School District Open Space	0.0
Other Open Space	195.3
Planning Area G	310.5
Park District Open Space	18.5
Conservation District Open Space	292.0
School District Open Space	0.0
Other Open Space	0.0
Planning Area H	93.6
Park District Open Space	93.6
Conservation District Open Space	0.0
School District Open Space	0.0
Other Open Space	0.0
Planning Area I	133.6
Park District Open Space	16.2
Conservation District Open Space	0.0
School District Open Space	117.4
Other Open Space	0.0

Total Open Space 2,904.0 ac

Park District Open Space	881.9 ac.
Conservation District Open Space	1,391.3 ac.
School District Open Space	280.1 ac.
Other Open Space	350.7 ac.

Mini Park Distribution Analysis

Mini Parks meet the need for a walkable, drop-in recreation experience. Appropriate elements in these parks include playgrounds, picnic areas, and seating opportunities.

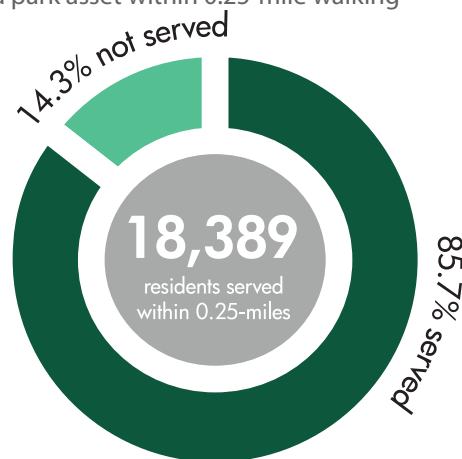
The purpose of the Mini Park Distribution Analysis is to determine which planning areas are under-served by the District's existing Mini Park land holdings. Currently, the District has three Mini Parks that range from 0.2 acres to 3.6 acres in size.

The Mini Park service area map illustrates a 0.25-mile service radius (shown in dark orange) around each existing Mini Park.

This plan also illustrates a 0.25-mile service area (shown in light orange) for Neighborhood and Community Parks as these parks can also serve the function of a Mini Park for those residents within a 0.25-mile distance from the park. According to NRPA's Park, Recreation, Open Space, and Greenway Guidelines, Mini Park service areas do not include residents who must cross a planning area boundary to reach the park. Service areas are truncated at all planning area boundaries.

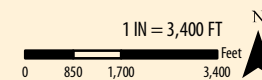
The map to the right illustrates the 0.25-mile service area reach for Mini, Neighborhood, and Community Parks. While most Mini Parks are concentrated in Planning Areas A, E, and I, all planning areas have some amount of coverage. Planning Areas E (94% served), I (92.5% served), and B (90.5% served) have the most coverage. Planning Area A has the highest need, or lowest Level of Service, with 1,015 residents without access to a park asset within 0.25-mile walking distance.

Overall, 85.7% of the Cary Park District's population has access to a park asset within 0.25-mile walking distance.



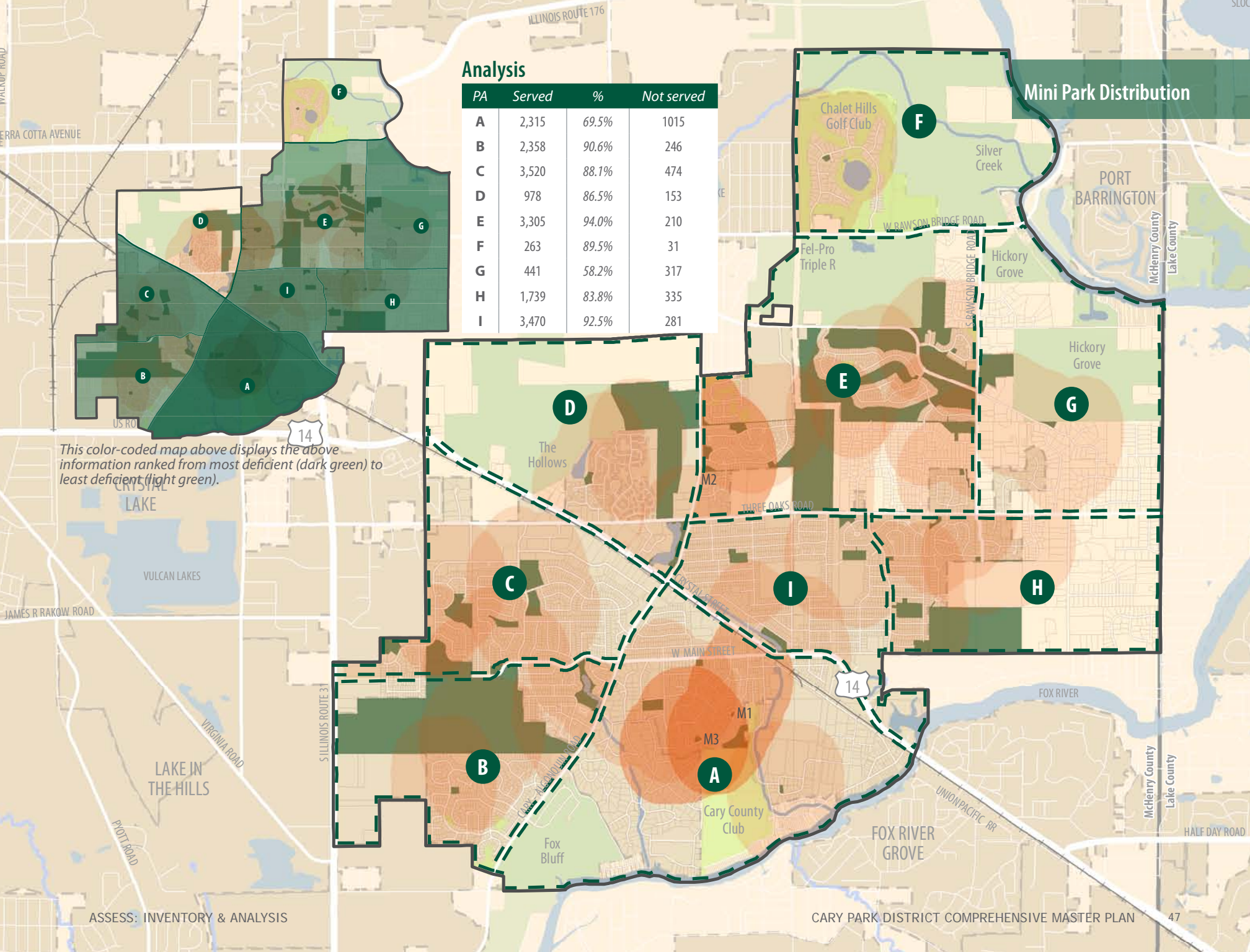
Mini Park Service Area Legend

- Planning Area
- 0.25-mile Service Area
- Cary Park District
- CPD Park
- MCCC Area
- Private Open Space



Park Key

- M1, Devron Circle
- M2, Kiwanis Park
- M3, Val Budd Park



Analysis

PA	Served	%	Not served
A	2,315	69.5%	1015
B	2,358	90.6%	246
C	3,520	88.1%	474
D	978	86.5%	153
E	3,305	94.0%	210
F	263	89.5%	31
G	441	58.2%	317
H	1,739	83.8%	335
I	3,470	92.5%	281

Mini Park Distribution

This color-coded map above displays the above information ranked from most deficient (dark green) to least deficient (light green).

Neighborhood Park Distribution Analysis

Neighborhood Parks remain the basic unit of the park system and are generally designed for informal active and passive recreation and community gathering spaces.

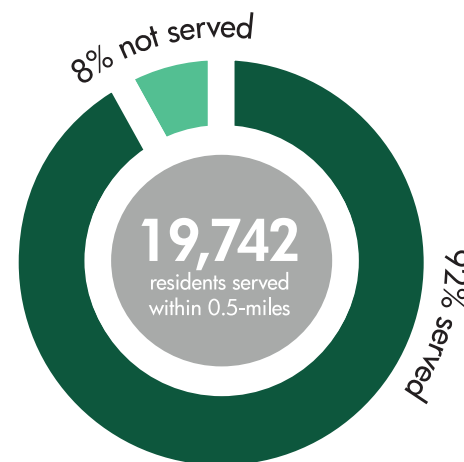
The purpose of the Neighborhood Park Distribution Analysis is to determine which planning areas are under-served by the District's existing Neighborhood Park land holdings. Currently, the District has 20 Neighborhood Parks that range from 0.6 acres to 10.3 acres in size.

The Neighborhood Park service area map illustrates a 0.5-mile service radius (shown in dark orange) around each existing Neighborhood Park.







This plan also illustrates a 0.5-mile service area (shown in light orange) for Community Parks as these parks can also serve the function of a Neighborhood Park for those residents within a 0.5-mile distance from the park. According to NRPA's Park, Recreation, Open Space, and Greenway Guidelines, Neighborhood Park service areas do not include residents who must cross a planning area boundary to reach the park. Service areas are truncated to all planning area boundaries.

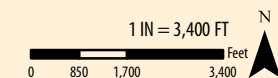
The map to the right illustrates the 0.5-mile service area reach for Neighborhood and Community Parks. While most Neighborhood Parks are concentrated in Planning Areas C, E, H, and I all planning areas have some amount of coverage. Planning Areas E (100% served), C (99.4% served), and I (98.9% served) have the most coverage. Planning Area A has the highest need, or lowest Level of Service. 713 residents do not have access to a Neighborhood Park asset within 0.5-mile walking distance.

Overall, 92% of the Cary Park District's population has access to a park asset within 0.5-mile walking distance.



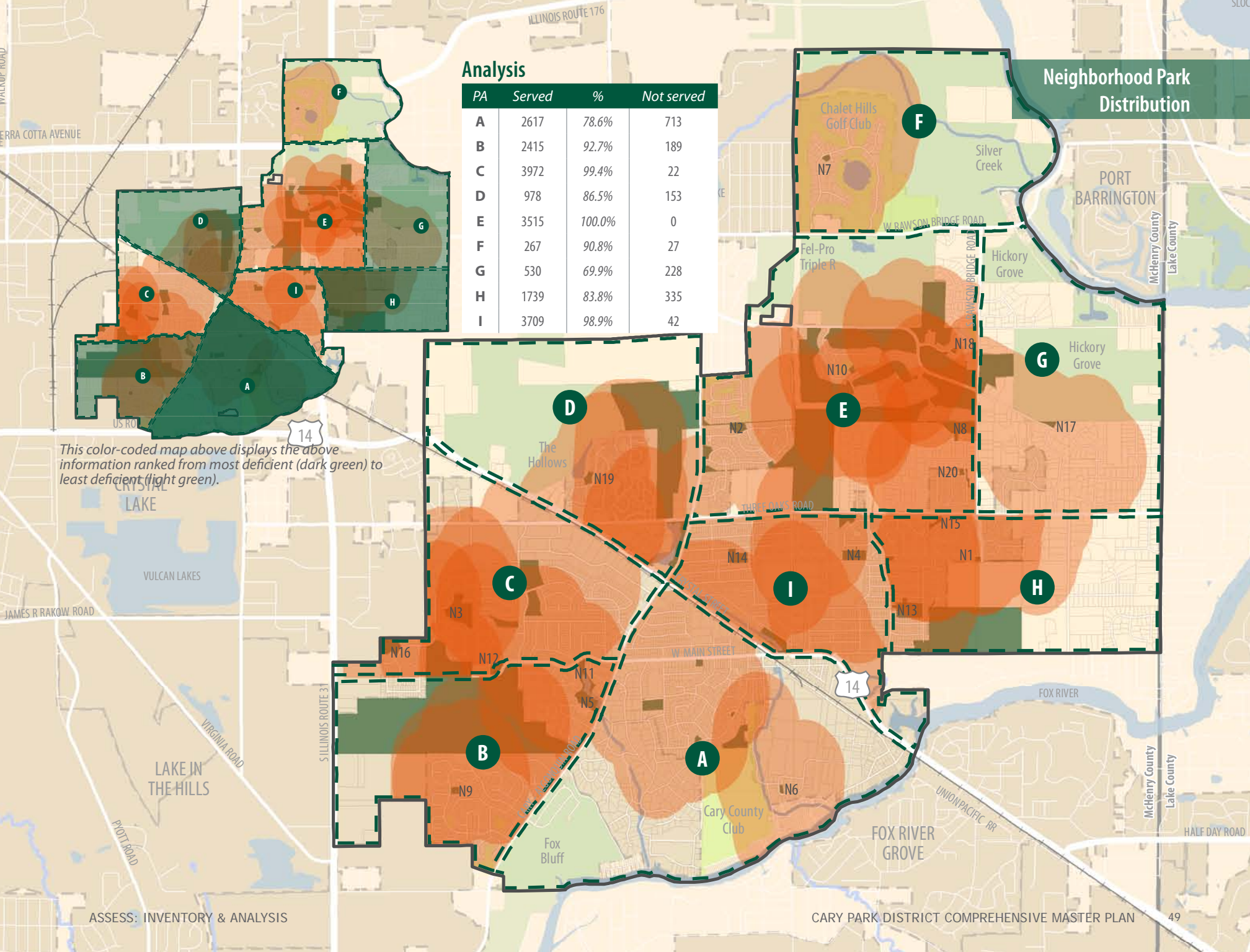
Neighborhood Park

-  Planning Area
-  0.5-mile Service Area
-  Cary Park District
-  CPD Park
-  MCCD Area
-  Private Open Space



Park Key

- N1, Bristol Park/Lyon's Ridge Gwy
- N2, Brittany Park
- N3, Cambria Park
- N4, Candlewood Park
- N5, Cary Oaks Park
- N6, Cary Woods Park
- N7, Chalet Hills Park
- N8, Decker Park & Trails
- N9, Fox Trails Park
- N10, Foxford Hills Park
- N11, Greenfields Park
- N12, Hampton Park
- N13, Hillside Park
- N14, Jamesway Park
- N15, Knotty Pines Park
- N16, New Haven Park
- N17, Saddle Oaks Park
- N18, Wentworth Park
- N19, West Lake Park
- N20, White Oaks Park



Analysis

PA	Served	%	Not served
A	2617	78.6%	713
B	2415	92.7%	189
C	3972	99.4%	22
D	978	86.5%	153
E	3515	100.0%	0
F	267	90.8%	27
G	530	69.9%	228
H	1739	83.8%	335
I	3709	98.9%	42

Neighborhood Park Distribution

This color-coded map above displays the above information ranked from most deficient (dark green) to least deficient (light green).

Community Park Distribution Analysis

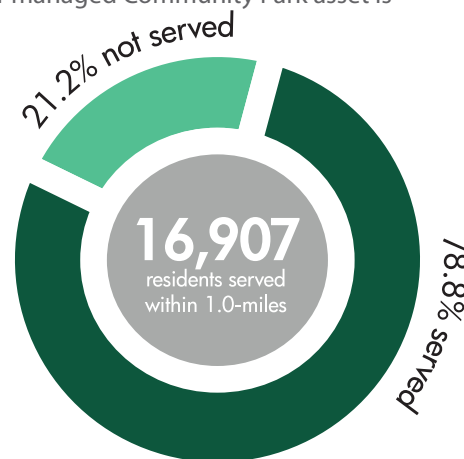
Community Parks focus on meeting community-wide recreation needs. These parks preserve unique landscapes and often serve the community as event and recreational team sport spaces.

The purpose of the Community Park Distribution Analysis is to determine the location of gaps in Community Park service area coverage. Currently, the District has seven Community Parks that range from 5.9 acres to 263.5 acres in size.

The Community Park service area map illustrates a 1.0-mile service radius (shown in dark orange) around each existing Community Park.

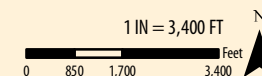
Unlike Mini and Neighborhood Parks, Community Parks are considered drive-to recreation destinations. Service areas are not limited to the boundary of the planning area in which they are located. These drive-to destinations cover multiple planning areas and are regional destinations for Park District residents.

Overall, 78.8% of the District has access to a Community Park asset within a 1.0-mile drive from where they live. The largest gaps occur in Planning Areas G, H, and F. While no Park District owned or managed Community Park asset is present within areas F and G, these two planning areas have Conservation District open space available to residents. Planning Area F has 403 acres of MCCD open space and Planning Area G has 240 acres of MCCD open space.



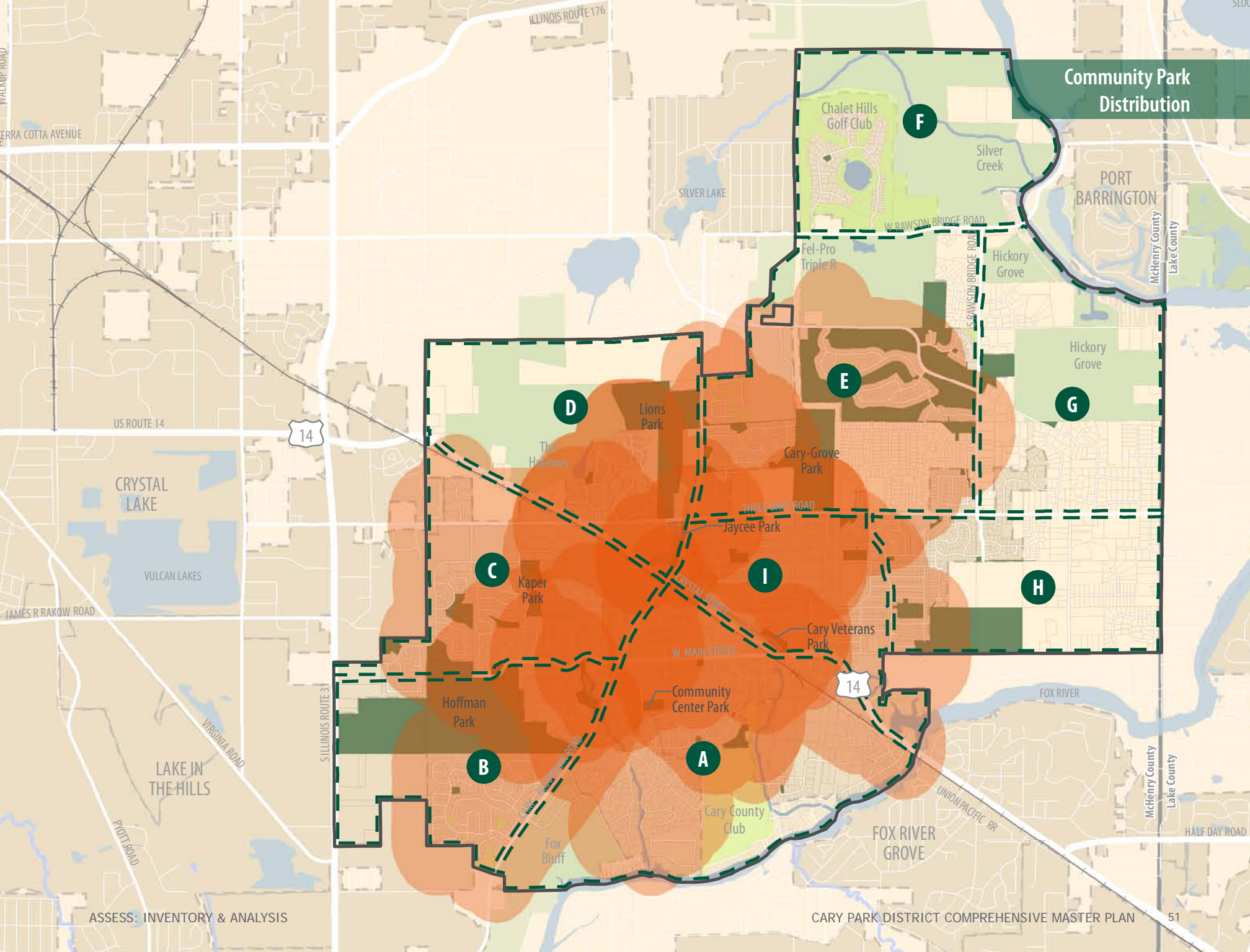
Community Park Service Area Legend

- Planning Area
- 1.0-mile Service Area
- Cary Park District
- CPD Park
- MCCD Area
- Private Open Space



Park Key

- Cary-Grove Park
- Cary Veterans Park
- Community Center Park
- Hoffman Park
- Jaycee Park
- Kaper Park
- Lions Park



Community Park Distribution

F
Chalet Hills Golf Club

Silver Creek

PORT BARRINGTON

SILVER LAKE

Fel-Pro Triple R

Hickory Grove

Hickory Grove

G

D

Lions Park

E

Cary-Grove Park

The Hollows

C

Kaper Park

I

Jaycee Park

H

Cary Veterans Park

W MAIN STREET

Community Center Park

Hoffman Park

B

A

Cary County Club

Fox Bluff

FOX RIVER GROVE

FOX RIVER

McHenry County
Lake County

McHenry County
Lake County

HALF DAY ROAD

UNION PACIFIC RR

14

14

US ROUTE 14

CRYSTAL LAKE

VULCAN LAKES

JAMES R RAKOW ROAD

VIRGINIA ROAD

LAKE IN THE HILLS

PIOTT ROAD

ILLINOIS ROUTE 176

WALKNUP ROAD

PERRA COTTA AVENUE

Overall Park Distribution Analysis

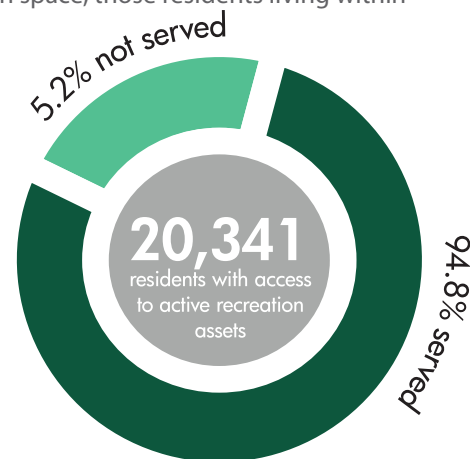
The Overall Distribution Analysis illustrates the District-wide deficiencies for Mini, Neighborhood, and Community Park assets.

The purpose of the Overall Park Distribution Analysis is to develop a District-wide understanding of the location, distribution, and Level of Service for all existing Mini, Neighborhood, and Community Parks. Natural Areas, Special Use facilities, Parkways, and Open Space Detention land holdings are not included in this analysis.

The overall service area map illustrates the service areas for all Mini (0.25-mile), Neighborhood (0.5-mile), and Community Parks (1.0-mile).

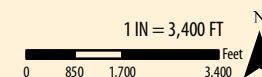
Per NRPA Guidelines, the Mini and Neighborhood Park service areas are truncated at the boundaries of the individual planning areas in which they reside. Community Parks are considered drive-to destinations and service areas are not truncated to the planning area boundaries.

Overall, almost 85% of Cary Park District residents have access to a Mini, Neighborhood, and/or Community Park resource within a mile of where they live. The largest coverage gaps are present in Planning Areas D, F, G, and H; however, Planning Areas D, F, and G have Conservation Area open space resources within their boundaries for residents to access. While residents in Planning Areas D, F, and G have access to Conservation District open space, those residents living within Planning Area H do not. Based on this distribution analysis, Planning Area H may be the highest priority for new Mini, Neighborhood, and / or Community Park spaces, if an opportunity arises.



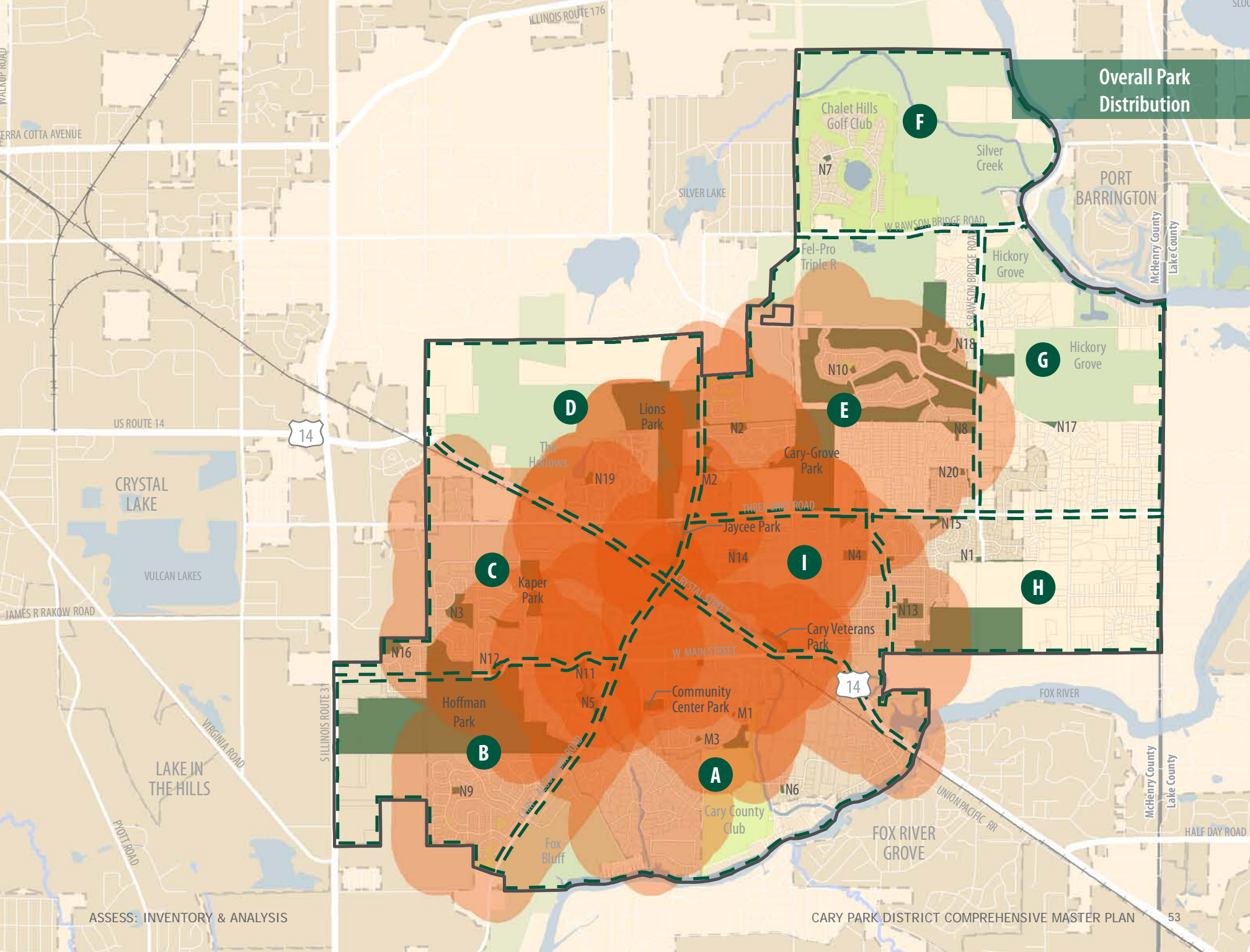
Overall Park Service Area Legend

- Planning Area
- 1.0-mile Service Area
- Cary Park District
- CPD Park
- MCCD Area
- Private Open Space



Park Key

- M1, Devron Circle
- M2, Kiwanis Park
- M3, Val Budd Park
- N1, Bristol Park/Lyon's Ridge Gwy
- N2, Brittany Park
- N3, Cambria Park
- N4, Candlewood Park
- N5, Cary Oaks Park
- N6, Cary Woods Park
- N7, Chalet Hills Park
- N8, Decker Park & Trails
- N9, Fox Trails Park
- N10, Foxford Hills Park
- N11, Greenfields Park
- N12, Hampton Park
- N13, Hillside Park
- N14, Jamesway Park
- N15, Knotty Pines Park
- N16, New Haven Park
- N17, Saddle Oaks Park
- N18, Wentworth Park
- N19, West Lake Park
- N20, White Oaks Park



Overall Park Distribution

Trail Analysis

The purpose of the Trail analysis is to determine which residents within the District do not have access to a community or regional trail and determine deficiencies in readily accessible trail corridors.

Based on the map to the right, gaps in connectivity for local (school district, Park District, municipal) trails are present:

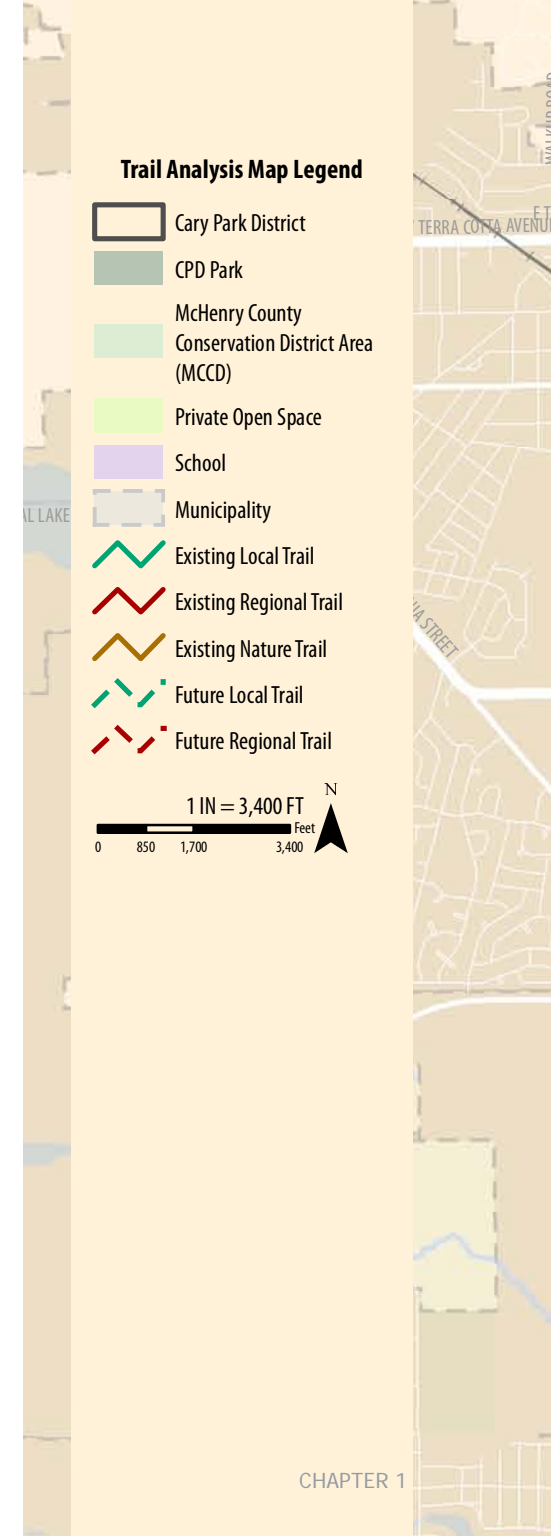
- Along Cary-Algonquin Road
- Along Three Oaks Road

Gaps in connectivity of regional trails are present between the existing UP-Corridor that crosses the Fox River and the Prairie Trail. This will / would be a major regional connector through the Cary Park District.

Three Oaks Road and Cary-Algonquin Road trails are the major local connections to the proposed UP-Corridor regional trail.

The Village of Cary 2014 Bicycle and Mobility Plan identifies recommendations on trail gap infill projects and connectivity. Over the next five to ten year outlook the Cary Park District and other trail partners should continue to focus on completing the trail gaps within the District and Village limits.

Next steps to consider would be to engage in additional dialogue with appropriate parties and interested units of local government to create intergovernmental trail cooperatives and agreements, evaluate private public partnerships where possible and seek out grants and fundraising opportunities to assist with implementation.



Park Key

M1, Devron Circle

M2, Kiwanis Park

M3, Val Budd Park

N1, Bristol Park/Lyon's Ridge Gwy

N2, Brittany Park

N3, Cambria Park

N4, Candlewood Park

N5, Cary Oaks Park

N6, Cary Woods Park

N7, Chalet Hills Park

N8, Decker Park & Trails

N9, Fox Trails Park

N10, Foxford Hills Park

N11, Greenfields Park

N12, Hampton Park

N13, Hillside Park

N14, Jamesway Park

N15, Knotty Pines Park

N16, New Haven Park

N17, Saddle Oaks Park

N18, Wentworth Park

N19, West Lake Park

N20, White Oaks Park

SU1, August Kraus Senior Center

SU2, Foxford Hills Golf Club

SU3, Sands Main Street Prairie

SU4, Water Tower Prairie Park

T1, Lyons Ridge - East

T2, Lyons Ridge Phase IV

T3, SD 26 Easement

T4, Spruce Tree Lane - North

T5, Sterling Ridge Greenway

T6, White Oaks Trail

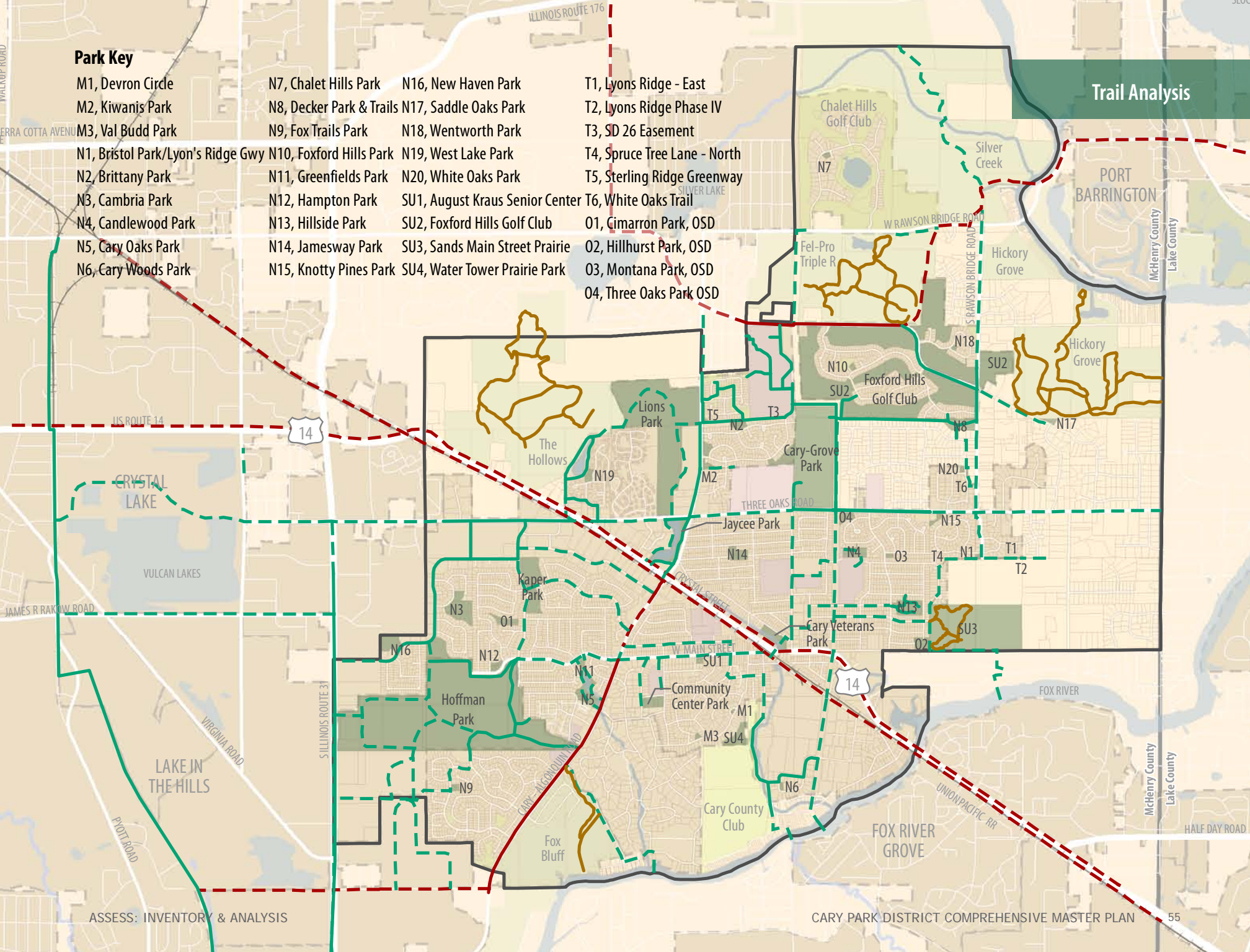
O1, Cimarron Park, OSD

O2, Hillhurst Park, OSD

O3, Montana Park, OSD

O4, Three Oaks Park OSD

Trail Analysis



Amenities

In addition to park acreage and distribution, another measure of Level of Service is the total recreation amenities available to residents. These benchmarks come from the Illinois Statewide Comprehensive Outdoor Recreation Plan (SCORP) and PRORAGIS.

This analysis takes into account useful life criteria as defined by the State of Illinois SCORP and defines those amenities that meet current useful life standards. Based on the Illinois SCORP, the District has a meets or exceeds the recommended number of amenities for the following:

- Playgrounds (+5)
- Football fields (+1)
- Ice rinks (+1)
- Dog parks (+1)
- Skate parks (+1)
- Tennis courts (0)
- Swimming pools (0)

According to Illinois averages, compared to all other amenities the Park District has the greatest deficiencies of the following amenities.

- Hiking trails (-10 miles)
- Cross-Country trails (-9 miles)
- Baseball fields (-6)
- Physical fitness trails and stations (-5)
- Basketball courts (-5)
- Horseshoe pits (-5)
- Fitness stations (-5)
- Fishing piers (-4)
- Ski trails (-4)
- Boat launch ramps (-3)
- Softball fields (-3)

The table to the right displays the complete amenity analysis information, per SCORP benchmarks. This analysis only included amenities owned and managed by the Cary Park District. Amenities provided by other agencies were not included; however, it is important to note that the following amenities are also provided by other agencies who also serve Park District residents.

- Hiking and Cross-Country trails are provided by the McHenry County Conservation District throughout all nature preserves.
- The School Districts provide baseball fields, softball fields, basketball courts, and soccer fields.
- McHenry County provides boat launch ramps and fishing piers along the Fox River (outside of the District, but within 1.0 mile).

Statewide Comprehensive Open Space and Recreation Plan (SCORP) Amenity Needs Analysis

	Cary Park District			Illinois Facility Average		Surplus / Deficit	Ranking
	Existing # of Facilities (total)	Existing # of Facilities at current standards	Existing # of Facilities per 1,000 population	Total # of Facilities needed to meet IL Average	IL Average # of Facilities per 1,000 population	Surplus / Deficit	Highest to Lowest Need
WATER-BASED FACILITIES							
Fishing Pier / Docks / Access	4	4	0.19	8.8	0.41	-4.8	
Boat Launch Ramps / Access			0.00	2.6	0.12	-2.6	
Canoe only access areas			0.00	0.8	0.04	-0.8	
Swimming Pools	1	1	0.05	0.6	0.03	0.4	
TRAILS							
Multi-Use Trails (Miles)	14	14	0.65	3.5	0.16	10.5	
Hiking Trails			0.00	9.9	0.46	-9.9	
Bicycle Trails			0.00	2.2	0.10	-2.2	
Physical Fitness Trails (Stations)			0.00	4.7	0.22	-4.7	
Nature/Interpretive Trails (Miles)			0.00	1.2	0.05	-1.2	
Cross-Country Trails			0.00	8.6	0.40	-8.6	
DAY USE FACILITIES							
Picnic Shelters	4	2	0.09	4.4	0.21	-2.4	
Playgrounds	23	14	0.65	8.7	0.40	5.3	
Interpretive Centers			0.00	0.2	0.01	-0.2	
SPORTS COURTS AND FACILITIES							
Tennis Courts	2	0	0.00	0.8	0.04	-0.8	
Basketball Courts	2	0	0.00	5.4	0.25	-5.4	
Volleyball Courts	1	1	0.05	3.6	0.17	-2.6	
Baseball Fields*	4	0	0.00	5.6	0.26	-5.6	
Softball Fields*	3	0	0.00	3.0	0.14	-3.0	
Football Fields	2	2	0.09	1.2	0.05	0.8	
Soccer Fields	11	11	0.51	3.8	0.18	7.2	
Golf Course (18-Hole Course)	1	1	0.05	0.2	0.01	0.8	
Golf Course (9-Hole Course)			0.00	0.1	0.01	-0.1	
Running Tracks			0.00	1.1	0.05	-1.1	
Ice Rinks	2	2	0.09	0.9	0.04	1.1	
Horseshoe Pits	2	2	0.09	5.2	0.24	-3.2	
Bocce Court			0.00	0.0	0.00	0.0	
Shuffleboard courts			0.00	1.0	0.05	-1.0	
Ski Trails			0.00	3.9	0.18	-3.9	
Dog Parks	1	1	0.05	0.2	0.01	0.8	
Frisbee Golf			0.00	0.2	0.01	-0.2	
Skate Park	1	1	0.05	0.3	0.02	0.7	
Spray Grounds / Splash Pads			0.00	0.6	0.03	-0.6	
Badminton			0.00	0.0	0.00	0.0	
Handball			0.00	0.0	0.00	0.0	
Combo Skeet/Trap Field 8 stations			0.00	0.0	0.00	0.0	
Field Hockey			0.00	0.0	0.00	0.0	
Golf Driving Range	1	1	0.05	0.0	0.00	1.0	
Multiple Use Court			0.00	0.0	0.00	0.0	

* Cary Park District has a total of four Baseball/Softball Fields. Three fields are used for both softball and baseball while one field is used exclusively for baseball. All four fields have been identified as being beyond their useful life per State of Illinois IDNR standards.

According to the PRORAGIS report, which was filtered by jurisdictions in midwestern states (IL, IN, IA, OH, MI, and KY) with populations between 15,000-25,000 the following ratios for various park and open space amenities are recommended benchmarks for the Cary Park District.

- 1 playground per 1,920 residents
- 1 tennis courts per 5,999
- 1 basketball court per 5,667
- 1 football field per 12,647
- 1 soccer field (regulation) per 10,597
- 1 soccer field (small-size) per 6,029
- 1 baseball field (90 ft.) per 17,278
- 1 baseball field (50-65 ft.) per 7,463
- 1 softball field (youth) per 4,199
- 1 softball field (adult) per 9,548
- 1 swimming pool (outdoor): 15,158

According to PRORAGIS benchmarks, The District is above average for Football Fields. While they are below average in all other categories, the biggest differences include:

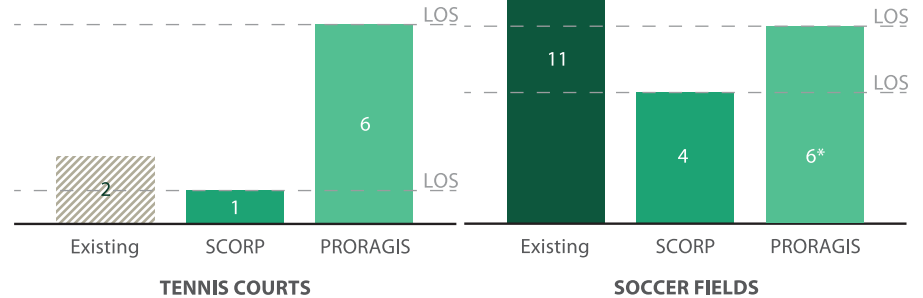
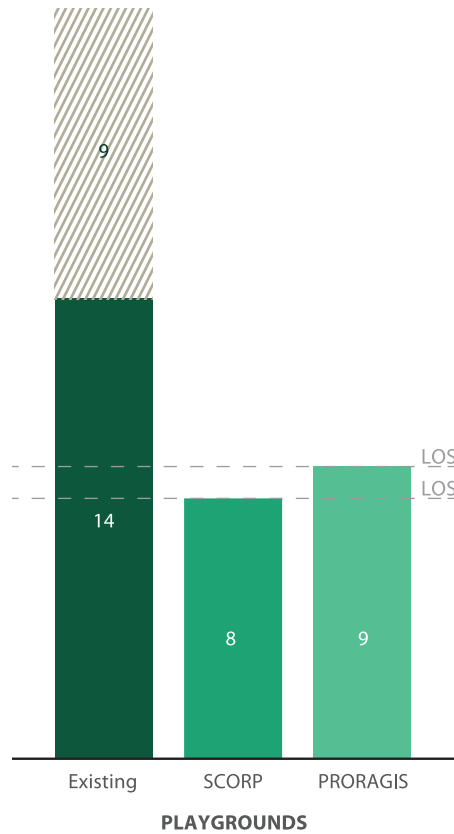
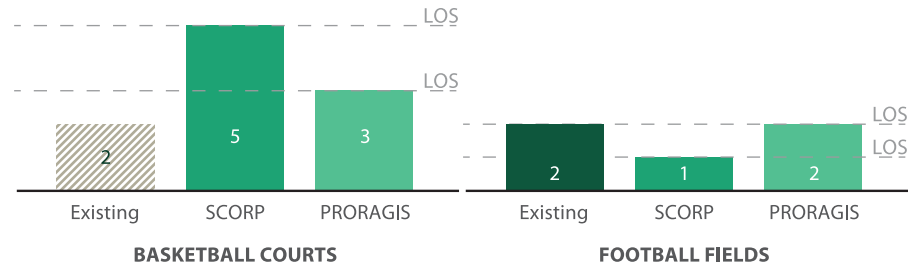
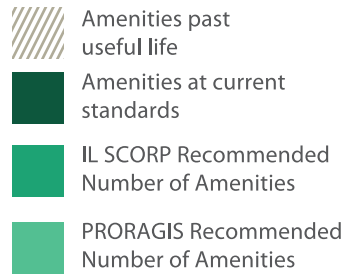
- Softball Fields (-7)
- Basketball Courts (-4)
- Baseball Fields (-4)
- Tennis Courts (-4)

The charts to the right illustrate the both state (SCORP) and national (PRORAGIS) level of service benchmarks for key park amenities.

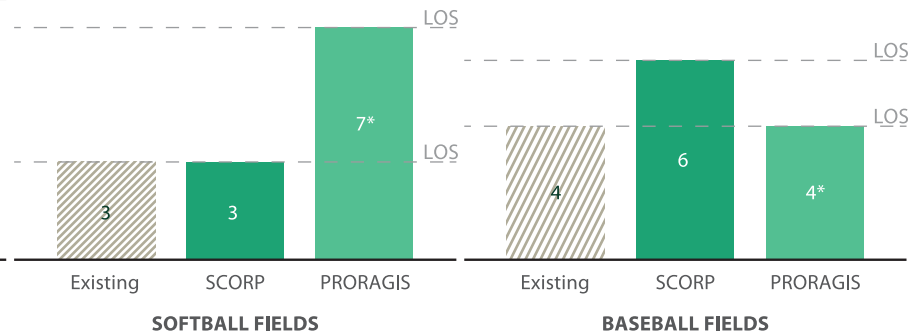
PRORAGIS Amenity Needs Analysis

	Cary Park District			PRORAGIS	Surplus / Deficit	Ranking
	Existing # of Facilities (total)	Existing # of Facilities at current standards	Existing # of Facilities per population	Total # of Facilities needed to meet PRORAGIS median	Surplus / Deficit	Highest to Lowest Need
DAY USE FACILITIES						
Playgrounds	23	14	0.65	11.2	2.8	
SPORTS COURTS AND FACILITIES						
Tennis Courts	2	0	0.00	3.6	-3.6	
Basketball Courts	2	0	0.00	3.8	-3.8	
Baseball Fields	4	0	0.00	4.1	-4.1	
Softball Fields	3	0	0.00	7.3	-7.3	
Football Fields	2	2	0.09	1.7	0.3	
Soccer, Lacrosse, Rugby Fields	11	11	0.51	5.6	5.4	

SCORP - PRORAGIS Key Comparison Graphics



*Includes regulation and small size fields



* includes (5) youth softball fields and (2) adult softball fields

* includes (1) 90' baseball field and (3) 50-65' baseball fields

Facility Square Footage

Square Footage Level of Service benchmarks are calculations of the minimum amount of indoor space recommended to provide all of the indoor recreation activities. It also includes considerations for specific facilities recommended to support programs and activities.

Level of Service (LOS) guidelines for indoor space is less established than the guidelines for parks and open spaces. A benchmark commonly used for the Chicagoland area is two square feet per 1,000 of population with 1.5 square feet consisting of indoor classroom-based or active recreation space and 0.5 square feet consisting of indoor aquatics.

The District has a total of 20,750 square feet of indoor recreational programming space. According to the indoor square footage level of service analysis, the District has an indoor level of service of 0.97 square feet per person. This is an overall deficiency of 22,152 square feet. According to this Level of Service gauge, the Cary Park District has a, 11,426.5 square foot deficiency of indoor recreational space and a 10,725.5 square foot deficiency of indoor aquatics space.

PRORAGIS also provides information on recreation / community center and fitness center operations. Eight of the nine comparable Midwestern agencies provide recreation / community centers for their residents. Six agencies also responded that they provide a fitness center.

Agencies that provide recreation / community centers also provided information on the total square footage per facility. The Cary Park District provides one recreation center that totals 19,500 square feet. This is among the

lower quartile of PRORAGIS respondents. The Cary Park District provides a 4,000 square foot fitness center, which lands the District in the lower quartile of respondents.

Finally, the last benchmark used to analyze the Cary Park District's indoor facility Level of Service related to the recommended number of indoor facilities per population. According to the PRORAGIS report, similar agencies have one recreation center per 21,524 residents. Based on this recommended facility per population gauge, one facility is recommended for the Cary Park District's 21,451 residents. The District has the recommended number of facilities based on the PRORAGIS benchmark; however based on the recommended number of square feet per facility, they have a large deficiency of indoor recreational programming, fitness, and aquatics space.

Level of Service Analysis: Square Feet per Person (Chicagoland Benchmark of 2 SF/ person)

INDOOR RECREATION SPACE					
Classification	CPD Square Feet (Total)	CPD Existing Level of Service (SF / person)	Recommended Square Footage	Recommended Level of Service (SF / 1,000 population)	Square Footage deficiency / surplus (acre)
Indoor Recreational Space	20750.0	0.97	32176.5	1.50	-11426.5
Indoor Aquatics	0.0	0.00	10725.5	0.50	-10725.5
Total Square Feet	20750.0	0.97	42902.0	2.00	-22152.0

Recommended square footage is based off the existing population of 21,451

Square Feet per Rec / Community Center (PRORAGIS)

Number of Responses	8
Lower Quartile	35,875
Median	57,966
Upper Quartile	91,500

Square Feet per Fitness Center (PRORAGIS)

Number of Responses	6
Lower Quartile	2,500
Median	6,250
Upper Quartile	13,750

Facilities per population (PRORAGIS)

Facility	Median Pop / Facility
Rec / Community Center	21,524
Fitness Center	ISD*
Senior Center	ISD*
Conference Center	ISD*
Nature / Interpretive Center	ISD*
Performing and / or Visual Arts Center	ISD*

*ISD: Insufficient Data

Recreation Assessment

The Master Plan process included a Recreation Assessment. The full report is included as a separate document. This is an executive summary that details major highlights of the Assessment.

The report offers a detailed perspective of recreation programs and events and helps to identify the strengths, weaknesses, and opportunities for future program direction. It also assists in identifying program categories, program gaps within the community, and future program offerings for residents based on staff input and trends.

A review of program information, program assessment worksheets completed by staff, and interviews and meetings with staff were conducted. In addition, marketing materials such as the Program Brochure, Website, and social media were reviewed. The District has an excellent process in place for developing annual Operating Reports, which were also helpful in this process.

The full report includes analysis of the following categories:

- Introduction and Review of Process
- Relationship of Survey Results
- Age Segment Analysis
- Program Category Cancellation Rates
- Lifecycle Analysis
- Current Program Assessment
- Program Best Practices
- Catalog, Website and Social Media Review
- Future Programming and Recommendations

The executive summary includes information about the following elements:

- Age Segment Analysis
- Program Category Cancellation Rates
- Lifecycle Analysis
- Current Program Assessment
- Recreation Program Participation Comparisons
- Program Opportunities for Improvement
- Marketing Approaches

Age Segment Analysis

The Assessment also included information about numbers of programs offered by age categories. The percentage of program offerings in each age category should closely match community demographics.

The following chart shows the age segment percentages of program offerings. This information was calculated by reviewing the fall 2014, winter 2015 and summer 2015 Program Brochures and counting the number of programs offered for each segment with some overlapping age categories. Programs and events offered for all ages, such as family special events, were not included in the list. The age distribution of programs is shown on the following page.

Age Segment Profile

Ages	Fall '14	%	Winter '15	%	Summer '15	%	Total	%
Youth age 5 and under	42	29.2%	43	24.9%	53	27.6%	138	27.1%
Youth ages 6-12	43	29.9%	51	29.5%	64	33.3%	158	31.0%
Youth ages 13-17	19	13.2%	34	19.7%	36	18.8%	89	17.5%
Adults 18-54	30	20.8%	31	17.9%	30	15.6%	91	17.9%
Adults 55+	10	6.9%	14	8.1%	9	4.7%	33	6.5%
Total	144		173		192		509	

Program Categories

Category	Classes offered '13/'14	Successful Classes	Total Participants	Canceled Classes	Success Rate	Cancellation Rate
Adult	158	91	298	67	57.59%	42.41%
Classic Adult	52	41	885	11	78.85%	21.15%
Early Childhood	244	166	1,389	78	68.03%	31.97%
Family	48	19	491	29	39.58%	60.42%
Teens	13	5	24	8	38.46%	61.54%
Youth	610	457	3,638	153	74.92%	25.08%
Totals	1,125	779	6,725	346	59.57%	40.43%

This distributions show to the left, Total Age Segments, reflects that programs are most geared toward individuals ages 6-12 with an average of 31% of programming in this area. Adding the youth category ages 5 and under increases the total program percentage to 58%. Therefore, that leaves nearly 50% of programs are offered for all other age segments. Recreation assessments in the database of approximately 50 other agencies nationwide typically have an average of approximately 70% of program offerings geared toward youth 12 and under. Cary Park District's program offerings are lower for youth according to the benchmark database, which is good as there should be representation of programs for age segments other than 12 and under.

Program Category Cancellation Rates

The data in the table to the left was provided by staff and is an example of program success measurement. Program categories should strive for a 20% cancellation rate or lower. This is based on a benchmark comparison of other agency's performance nationally. The program categories are defined below:

- Adults: Adult Fitness (Group, not Fitness Center)
- Classic Adults: Adult
- Early Childhood (participants under 5 yrs. Old): Early Childhood, Preschool, Dance, Gymnastics, Martial Arts and Youth Athletics
- Family: Special Events
- Teens: Teen, Dance (Teen Dance Mix)
- Youth (participants over 5 yrs. Old): Birthday Party, Dance, Gymnastics, Martial Arts, Youth Athletics, Youth Art and Youth General
- Pets: Special Events

Lifecycle Analysis

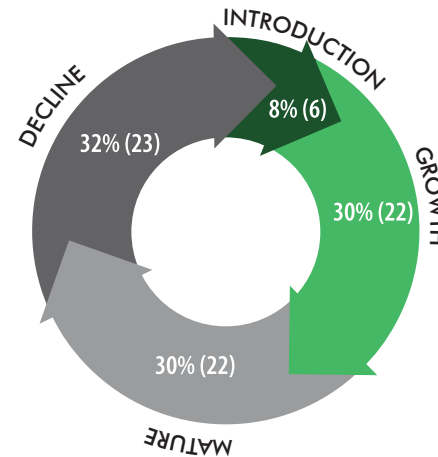
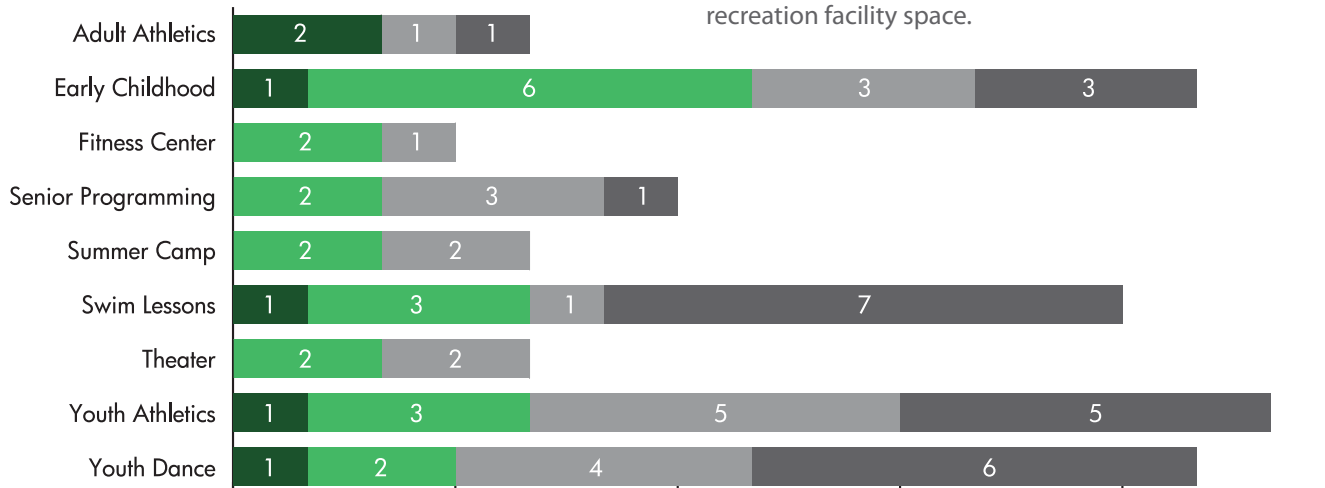
The program assessment included a lifecycle analysis of programs selected for review. This assessment helps to determine if the Cary Park District needs to develop newer and more innovative programs, reposition programs that have been declining, or continue the current mix of lifecycle stages. This assessment was based on staff members' opinions of how their core programs were categorized according to the following areas. Some areas list individual programs and others list the area as a whole.

- Introduction Stage (Getting a program off the ground, heavy marketing)
- Growth Stage (Moderate and interested customer base, high demand, not as intense marketing)
- Mature Stage (Steady and reliable performer, but increased competition)
- Decline Stage (Decreased registration)

The percentage distribution of programs according to lifecycle categories includes:

- Introductory programs: 8% (6)
- Growth programs: 30% (22)
- Mature programs: 30% (22)
- Decline programs: 32% (23)

**Number of programs in parenthesis*



According to other agency benchmarks in the Heller and Heller database, the average percentage distribution is 55% of programs are in the introductory/growth stages, and 45% are in the maturation/ decline stages. For the Cary Park District, the percentage is 38% introduction/ growth and 62% maturation/ decline. Therefore Cary programs are skewed toward maturation and decline. The mature and decline stage programs are areas to monitor on an annual basis and to show the trend line of the program lifecycle. The higher percentage of maturation and decline programs may be indicative of insufficient recreation facility space.

Current Program Assessment

The ability to align program offerings according to community need is of vital importance to successfully delivering recreation services. At the same time, it is also important to deliver recreation programs with a consistent level of quality, which results in consistent customer experiences. In assessing the categorization these programs, many criteria are considered. A list of the criteria includes:

- The program has been provided for a long period of time
- Offered three to four sessions per year or two to three sessions for seasonal programs
- Wide demographic appeal
- Includes 5% or more of recreation budget
- Includes tiered level of skill development
- Requires full-time staff to manage the program area
- Has the ability to help solve a community issue
- High level of customer interface exists
- High partnering capability
- Facilities are designed to support the program
- Evolved as a trend and has resulted in a “must have” program area
- Dominant position in the market place
- Great brand and image of the program, based on the District’s experience of offering the program over a period of time

The Cary Park District staff members were asked to complete program assessments that included detailed information for a variety of program areas. The assessments requested information about market segments by age group, program description, pricing mechanisms, financial and performance measures, and information about similar providers of services. The following section includes general comments about the programs assessments.

Programs Included:

- Adult Athletics
- Early Childhood
- Fitness Center
- Senior Programs
- Summer Camps
- Swim Lessons
- Theatre
- Youth Athletics
- Youth Dance

Marketing Approaches, Catalog and Website Review

The Recreation Assessment also included an analysis of three key Cary Park District marketing communications activities: Program Guide, Website, and Social Media. The report included a review of current industry best practices and recommendations that can improve performance. During staff interviews, additional marketing support was identified as a need. Marketing of parks and recreation services has become more sophisticated and labor intensive in recent years, with the growth of social media. The District may want to augment marketing support with an additional part-time position. Corporate support is another area that could use staff support. It is best to have one person in charge of corporate support as success is predicated on developing relationships with corporate sponsors. This is more readily achieved through one individual. This could also be a part time position.

Marketing should have an overall strategic plan to ensure that efforts are planned and not reactive. In the absence of direction, marketing becomes a tactical exercise reacting to the greatest need at the time. It is then important to develop core program business plans that include future direction for the most important programs and facilities.

PROGRAM PARTICIPATION & ENROLLMENT COMPARISONS

Group A

There was a 1% increase in 2014.

- Senior parties, trips, Drop-in clubs and classes.

Group B

There was a 10% decrease in 2014.

- Community & Fitness Center,
- Adult Athletics
- General Interest
- Pool Operations.

Group C

There was an 11% increase in 2014.

- Day Camps
- General Interest
- Preschool
- Early Childhood
- Special Events
- ET KidZone.

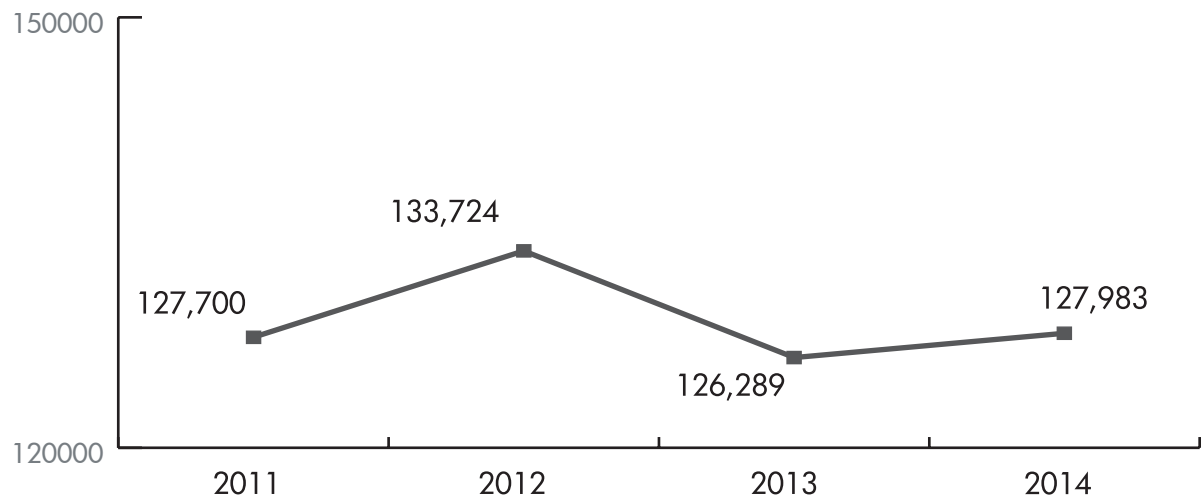
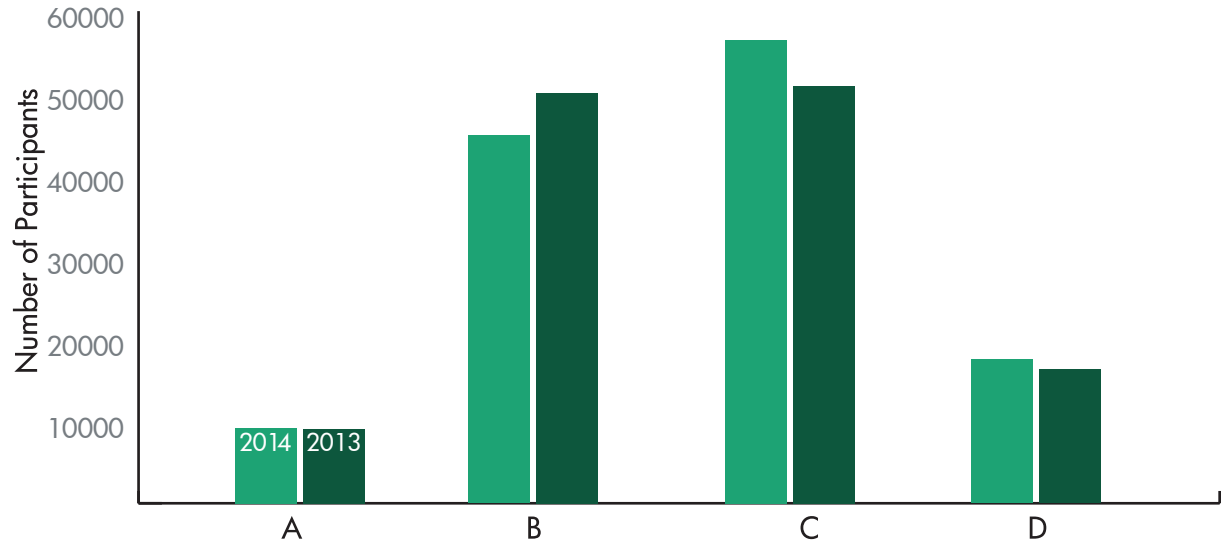
Group D

There was a 7% increase in 2014.

- Arts
- Camps
- General Interest
- Teens

Participation increases took place in Group C (11%) and Group D (7.4%). Declining participation existed in Group B (10.4%). There was a slight 1% increase in Group A. In terms of enrollment, there was a 1.3% increase in 2014 from 2013, but was highest in 2012.

2013-2014 Program Participation Comparison
Four Year Enrollment Comparison



RECREATION PROGRAM OPPORTUNITIES FOR IMPROVEMENT

The following are recommendations for improvement based on the information reviewed for recreation programs and facility operations.

- Continue monitoring the lifecycle of programs. The current distribution is 38% introductory and growth in programs and 62% mature and decline. Benchmark percentage is 45% Introductory and growth and 55% mature and decline stages. This can be done on an annual basis.
- Develop best practice approaches to the recreation program process, including additional use of standards, identification of customer requirements, performance measures, and cost recovery calculations by core program area.
- Develop a process to strengthen recreation program delivery as a follow up to the Community Survey results. Program priorities include the following programs:
 - Adult fitness and wellness, special events, water fitness, adult and youth sports, golf programs, age and age specific special events,
- Continue to track cancellation rates for program areas as well as a universal cancellation rate. The benchmark goal for cancellation rates is 20% or below. This can be tracked by core program area.
- The age segment analysis showed that 57% of programs are offered for youth 12 and under and 43% for all other age groups. As the community ages, this percentage ratio should be tracked on an annual basis to ensure there are a sufficient number of programs offered for adults, active adults and seniors.
- As a result of an aging community, efforts should be made to connect with the older adult population. As reviewed in the Assessment, participation rates in programs drops off significantly for adults 50+. The District should pursue an outreach effort to connect with older residents.
- Develop a launch group or consumer advisory panel of adults and active adults that can serve as a connection to the adult community to identify how to best serve these age groups.
- Thirty-two percent of programs are in the decline phase. These should be reviewed for repositioning or retrenchment.
- Total recreation program enrollment has trended downward during 2014 with the exception of a few program areas. It may be useful to track customer retention and try to build customer loyalty through a formalized customer loyalty program.
- Develop a trends process for the recreation and facilities staff to identify upcoming trends and positioning future programs. This can include a similar provider review that consists of doing a comparison with other providers in the marketplace, such as preschool programs. The review can include an assessment of pricing, program quality, teacher certification requirements, etc. and a comparison make with Cary Park District programs.



KEY PARK INVENTORY

The following inventory offers a snapshot of the existing conditions for five of the Cary Park District's Community Parks, which were reviewed at the time of this master plan. Aerial photography, character images, observations, and service area information are documented in the following page.

Introduction

This section includes a detailed inventory of each for five of the Cary Park District's Community Park properties. The planning team performed a site visit and evaluation to determine the opportunities and/or potential recommendations for improvements. Upon the planning team visiting and photographing each site, staff provided information on how the park is used and any issues with the site or site amenities.

Listed in alphabetical order, each spread offers a detailed checklist of the elements present within and around the site. The inventory checklist is outlined in four categories: context, natural features, site characteristics, and uses and programming. Along with the detailed checklist of the site characteristics, the size, tax numbers, year acquired, planning area, and population served are listed. A development history matrix is also included, providing the quantity of each amenity on a per park basis along with the age of the amenity. Finally, site aerial and character photos are included.

Utilization

The inventory of the five Community Parks aids in the development of individual action items - both District-wide "big picture" items and individual "nuts and bolts" items. However, while the inventory informs the action plan, the information is documented to serve as a general park reference guide. This not only allows for the Park District to utilize these pages to reference the existing conditions of each park at the time of the master plan, but also document the on-going changes and updates to each park as capital improvements and master plan action items are completed.

Cary-Grove Park

Context

Zoning

<input checked="" type="checkbox"/>	residential
<input type="checkbox"/>	commercial / office
<input checked="" type="checkbox"/>	institutional
<input type="checkbox"/>	industrial
<input type="checkbox"/>	open space

Adjacent to Cary Grove High School.

Site Characteristics

Playground Elements

<input checked="" type="checkbox"/>	modular structure
<input type="checkbox"/>	independent elements
<input type="checkbox"/>	swings
<input type="checkbox"/>	none

Engineered wood fiber surfacing is contained by concrete curb. Seating present. Swings and independent elements are to be phased in.

Soccer (3 total fields)

<input checked="" type="checkbox"/>	goals
<input type="checkbox"/>	spectator seating
<input checked="" type="checkbox"/>	irrigation
<input checked="" type="checkbox"/>	under drain
<input type="checkbox"/>	accessibility

Trails

<input checked="" type="checkbox"/>	asphalt
<input type="checkbox"/>	concrete
<input type="checkbox"/>	other
<input type="checkbox"/>	none

Crosswalk between high school and park is unused. Cowpath leading to high school present.

Site Furnishings

<input checked="" type="checkbox"/>	picnic tables
<input checked="" type="checkbox"/>	benches
<input checked="" type="checkbox"/>	lighting
<input checked="" type="checkbox"/>	trash receptacles
<input checked="" type="checkbox"/>	drinking fountain
<input checked="" type="checkbox"/>	bike rack

Parking

<input checked="" type="checkbox"/>	parking lot
<input type="checkbox"/>	on street
<input type="checkbox"/>	none

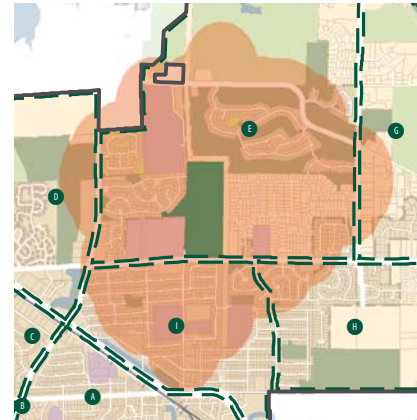
High school shares parking.

Users and Programs

Uses

<input checked="" type="checkbox"/>	recreation programs
<input checked="" type="checkbox"/>	CYSO
<input checked="" type="checkbox"/>	none

Service Area



Planning Area

Service Area

E
1.0 mi.

Natural Resources



Freshwater Forested/Shrub Wetland
Freshwater Emergent Wetland

Water
100-year Flood Plain

Development History

Classification

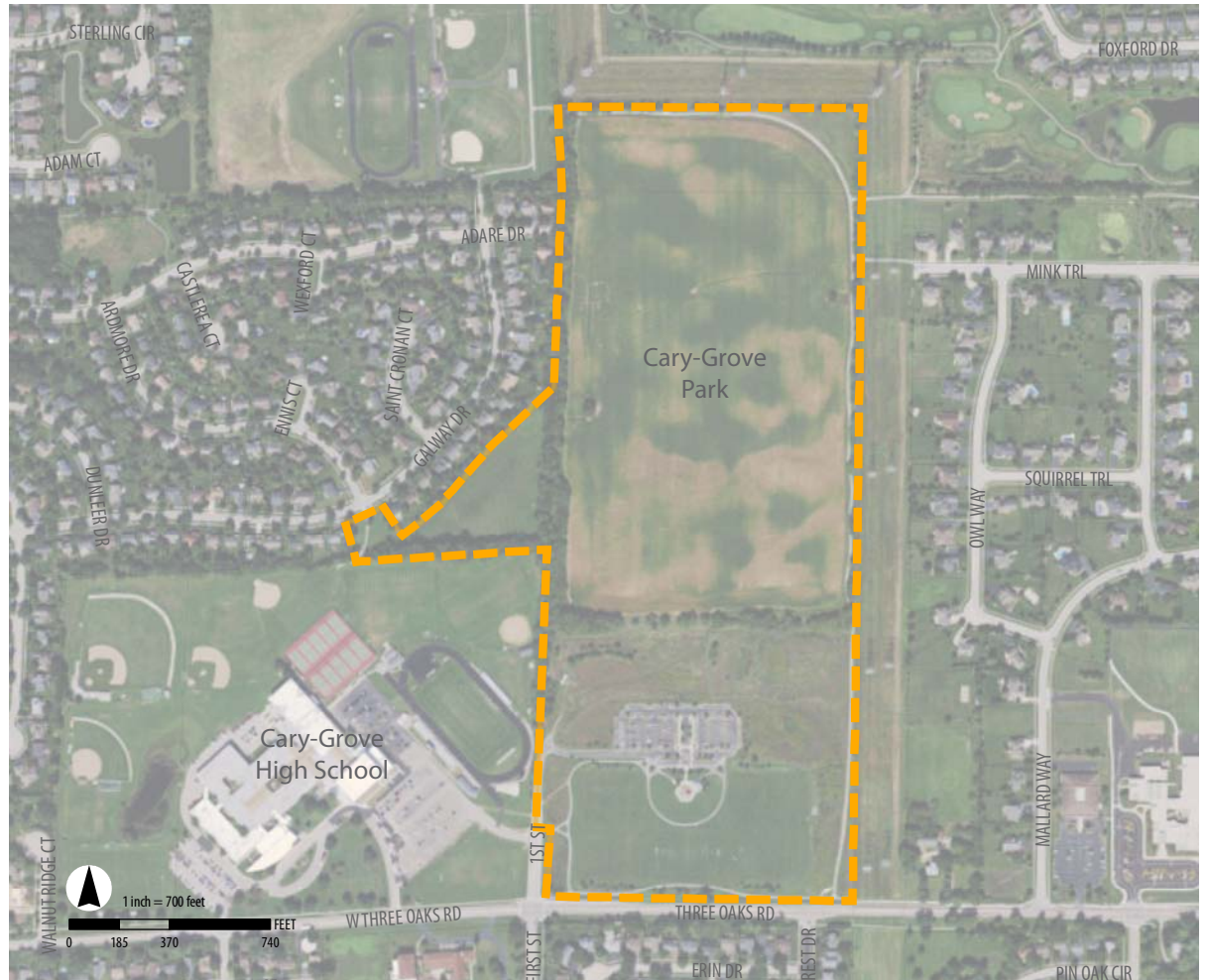
Community

Acres

81.1

Quantity Year Built

<input checked="" type="checkbox"/>	2004, 2012	Trails-Multi-Use (miles)	Trails
<input checked="" type="checkbox"/>	2004	Indoor Program Facility	Indoor Facilities
		Restrooms (<i>permanent</i>)	
		Concessions	
		Maintenance / Storage	Day Use Assets
		Amphitheater	
		Dog Park	
		Picnic Shelter	
1	2004	Playground	Sports Courts and facilities
		Basketball	
		Baseball	
		Disc Golf (holes)	
		Equestrian Riding Arena	
1	1996	Football / Rugby	
		Golf Course (hole)	
		Golf Driving Range	
		Horseshoes	
1	2004	Lacrosse	
		Pickleball	
		Skate Park	
3	2004	Soccer	Water - Based Facilities
		Softball	
		Tennis	
		Volleyball	
		Swimming Pool	
		Splash Pad	
		Ice Skating	Natural Features
		Sledding	
		Fishing	
		Creek / River / Open Water	
<input checked="" type="checkbox"/>		Natural Area / Gardens	



Service Layer Credits: Source: Esri, DigitalGlobe, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Cary Veterans Park

Context

Zoning

<input checked="" type="checkbox"/>	residential
<input checked="" type="checkbox"/>	commercial / office
<input type="checkbox"/>	institutional
<input type="checkbox"/>	industrial
<input type="checkbox"/>	open space

Site Characteristics

Playground Elements

<input type="checkbox"/>	modular structure
<input type="checkbox"/>	independent elements
<input type="checkbox"/>	swings (4 belt, 2 tot)
<input type="checkbox"/>	none

Tennis (2 courts)

<input checked="" type="checkbox"/>	color coat
<input checked="" type="checkbox"/>	striping
<input checked="" type="checkbox"/>	lighting
<input checked="" type="checkbox"/>	fencing
<input type="checkbox"/>	accessibility

Fencing in poor to fair condition. Color coat in poor condition. Big cracks present. Location is questionable.

Trails

<input type="checkbox"/>	asphalt
<input type="checkbox"/>	concrete
<input type="checkbox"/>	other
<input type="checkbox"/>	none

Site Furnishings

<input checked="" type="checkbox"/>	picnic tables
<input checked="" type="checkbox"/>	benches
<input checked="" type="checkbox"/>	lighting
<input type="checkbox"/>	trash receptacles
<input checked="" type="checkbox"/>	drinking fountain
<input type="checkbox"/>	bike rack

Parking

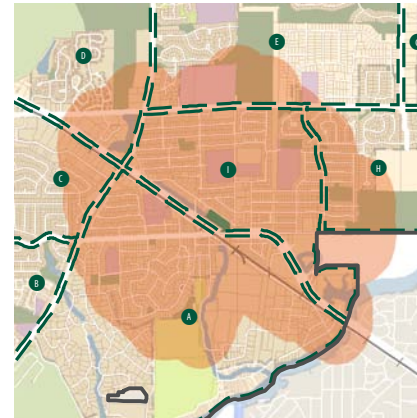
<input type="checkbox"/>	parking lot
<input checked="" type="checkbox"/>	on street
<input type="checkbox"/>	none

Users and Programs

Uses

<input type="checkbox"/>	recreation programs
<input type="checkbox"/>	CYSO
<input type="checkbox"/>	none

Service Area



Planning Area
Service Area 1.0 mi.

Natural Resources



Development History

Classification Community
Acres 6.2

Quantity	Year Built		
		Trails-Multi-Use (miles)	Trails
		Indoor Program Facility	Indoor Facilities
		Restrooms	
		Concessions	
		Maintenance / Storage	
		Amphitheater	Day Use Assets
		Dog Park	
		Picnic Shelter	
		Playground	
		Basketball	Sports Courts and Facilities
		Baseball	
		Disc Golf (holes)	
		Equestrian Riding Arena	
		Football / Rugby	
		Golf Course (hole)	
		Golf Driving Range	
		Horseshoes Pits	
		Lacrosse	
		Pickleball	
		Skate Park	
		Soccer	
		Softball	
2	1985	Tennis	
		Volleyball	
		Swimming Pool	Water-Based Facilities
		Splash Pad	
		Ice Skating	
		Sledding	
<input checked="" type="checkbox"/>		Fishing	Natural Features
<input checked="" type="checkbox"/>		Creek / River / Open Water	
		Natural Area / Gardens	



Service Layer Credits: Source: Esri, DigitalGlobe, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Jaycee Park

Context

Zoning

- ☒ residential (multi-family)
- ☒ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

Parking

- ☒ parking lot
- ☐ on street
- ☐ none

Parking lot in good condition.

Site Characteristics

Soccer (1 total fields)

- ☒ goals
- ☐ spectator seating
- ☐ irrigation
- ☐ under drain
- ☐ accessibility

Trails

- ☒ asphalt
- ☐ concrete
- ☐ other
- ☐ none

Site Furnishings

- ☒ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ bike rack

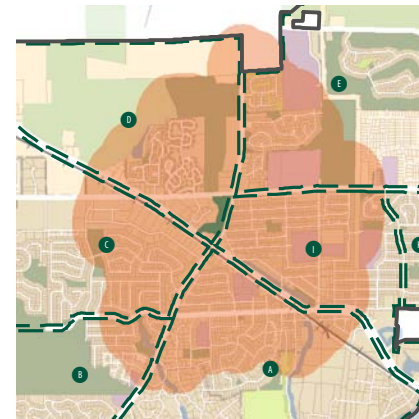
Picnic tables and trash receptacles located at shelter.

Users and Programs

Uses

- ☐ recreation programs
- ☐ CYSO
- ☒ none

Service Area



Planning Area

Service Area

D
1.0 mi.

Natural Resources



Development History

Classification

Community

Acres

16.3

Quantity Year Built

<input checked="" type="checkbox"/>	1999	Trails-Multi-Use (miles)	Trails
<input checked="" type="checkbox"/>	1999	Indoor Program Facility	Indoor Facilities
		Restrooms	
		Concessions	
		Maintenance / Storage	Day Use Assets
		Amphitheater	
		Dog Park	
1	1984	Picnic Shelter	Sports Courts and Facilities
		Playground	
		Basketball	
		Baseball	
		Disc Golf (holes)	
		Equestrian Riding Arena	
		Football / Rugby	
		Golf Course (hole)	
		Golf Driving Range	
2	1999	Horseshoe Pits	
		Lacrosse	Water - Based Facilities
		Pickleball	
		Skate Park	
		Soccer	
		Softball	
		Tennis	
		Volleyball	
		Swimming Pool	Natural Features
		Splash Pad	
2	1999	Ice Skating	
		Sledding	
<input checked="" type="checkbox"/>	1999	Fishing	
<input checked="" type="checkbox"/>	1999	Creek / River / Open Water	
<input checked="" type="checkbox"/>	1999	Natural Area / Gardens	



Service Layer Credits: Source: Esri, DigitalGlobe, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Kaper Park

Context

Zoning

- ☒ residential
- ☐ commercial / office
- ☐ institutional
- ☐ industrial
- ☐ open space

Site Characteristics

Playground Elements

- ☒ modular structure
- ☒ independent elements
- ☒ swings (5 belt, 6 tot, 2 ADA,)
- ☐ none

Leathers playground.
No accessible route to playground. Two tire swings are also in the playground.

Soccer (6 total fields)

- ☒ goals
- ☐ spectator seating
- ☐ irrigation
- ☐ under drain
- ☐ accessibility

Seating is removable.

Trails

- ☐ asphalt
- ☐ concrete
- ☐ other
- ☒ none

No accessible routes to any amenities.

Site Furnishings

- ☒ picnic tables
- ☒ benches
- ☐ lighting
- ☒ trash receptacles
- ☐ drinking fountain
- ☐ bike rack

Parking

- ☒ parking lot
- ☒ on street
- ☐ none

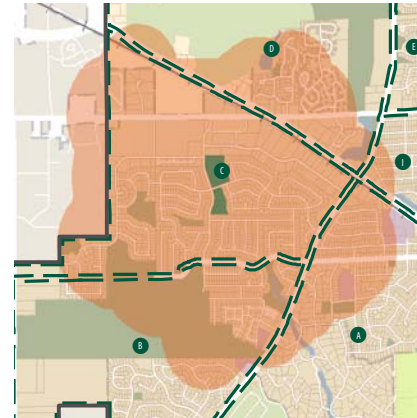
Curb cuts drain to bioswale.

Users and Programs

Uses

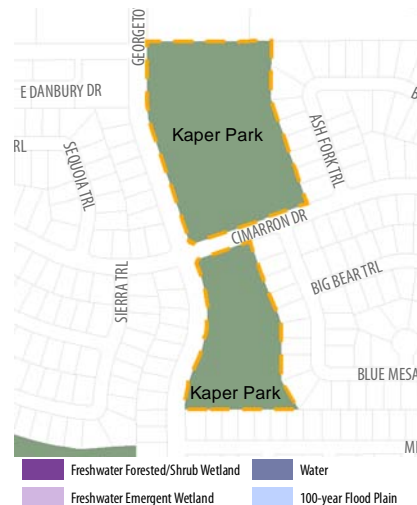
- ☒ recreation programs
- ☒ CYSO
- ☐ none

Service Area



Planning Area
Service Area
1.0 mi.

Natural Resources



Development History

Classification Community
Acres 15.1

Quantity	Year Built		
		Trails-Multi-Use (miles)	Trails
		Indoor Program Facility	Indoor Facilities
<input checked="" type="checkbox"/>		Restrooms*	
		Concessions	
		Maintenance / Storage	
		Amphitheater	Day Use Assets
		Dog Park	
		Picnic Shelter	
1	1994	Playground	
		Basketball	Sports Courts and Facilities
		Baseball	
		Disc Golf (holes)	
		Equestrian Riding Arena	
		Football / Rugby	
		Golf Course (hole)	
		Golf Driving Range	
		Horseshoe Pits	
		Lacrosse	
		Pickleball	
		Skate Park	
6	1990	Soccer	
		Softball	
		Tennis	
		Volleyball	
		Swimming Pool	Water-Based Facilities
		Splash Pad	
		Ice Skating	
		Sledding	
		Fishing	Natural Features
		Creek / River / Open Water	
<input checked="" type="checkbox"/>	1994	Natural Area / Gardens	

* portable restroom



Service Layer Credits: Source: Esri, DigitalGlobe, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Lions Park

Context

Zoning

<input checked="" type="checkbox"/>	residential
<input type="checkbox"/>	commercial / office
<input type="checkbox"/>	institutional
<input type="checkbox"/>	industrial
<input checked="" type="checkbox"/>	open space

Adjacent to Jaycee Park, a preschool, and maintenance buildings.

Site Characteristics

Playground Elements

<input checked="" type="checkbox"/>	modular structure
<input checked="" type="checkbox"/>	independent elements
<input checked="" type="checkbox"/>	swings (4 belt, 2 tot, 2 ADA)
<input type="checkbox"/>	none

Engineered wood fiber surfacing is contained by concrete curb. ADA ramp is present. Independent play elements include play panels, two spring rockers, see saw, and climber.

Basketball (2 total courts)

<input type="checkbox"/>	color coat
<input checked="" type="checkbox"/>	striping (2008)
<input checked="" type="checkbox"/>	full-court
<input checked="" type="checkbox"/>	half-court (2)
<input type="checkbox"/>	accessibility

Court is part of parking lot.

Baseball / Softball

<input checked="" type="checkbox"/>	outfield fencing
<input checked="" type="checkbox"/>	backstop (arch)
<input checked="" type="checkbox"/>	lighting (1990)
<input type="checkbox"/>	scoreboard
<input checked="" type="checkbox"/>	spectator seating
<input checked="" type="checkbox"/>	dugouts
<input type="checkbox"/>	batting cages
<input type="checkbox"/>	irrigation
<input type="checkbox"/>	under drainage
<input checked="" type="checkbox"/>	accessibility

Dugouts have no cover. Drainage issues present.

Soccer (2 total fields)

<input checked="" type="checkbox"/>	goals
<input checked="" type="checkbox"/>	spectator seating
<input type="checkbox"/>	irrigation
<input type="checkbox"/>	under drain
<input type="checkbox"/>	accessibility

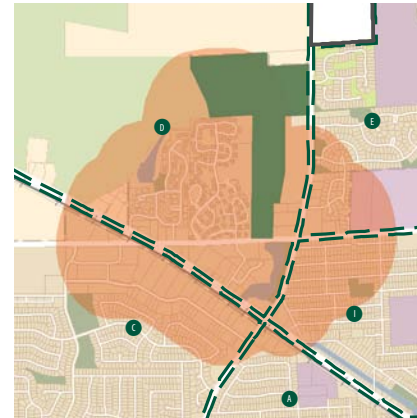
No permanent seating.

Trails

<input checked="" type="checkbox"/>	asphalt
<input type="checkbox"/>	concrete
<input type="checkbox"/>	other
<input type="checkbox"/>	none

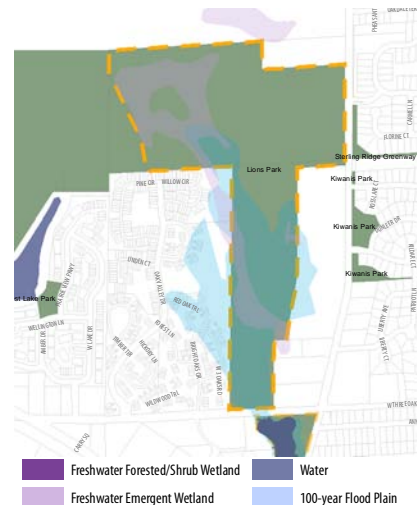
Drainage issues present.

Service Area



Planning Area
Service Area
1.0 mi.

Natural Resources



Development History

Classification	Community
Acres	105.4

Quantity	Year Built		
<input checked="" type="checkbox"/>	2015	Trails-Multi-Use (miles)	Trails
<input checked="" type="checkbox"/>	1990	Indoor Program Facility	Indoor Facilities
<input checked="" type="checkbox"/>	1990	Restrooms	
<input checked="" type="checkbox"/>	1990	Concessions	
<input checked="" type="checkbox"/>	1990	Maintenance / Storage	
1		Amphitheater	Day Use Assets
		Dog Park	
2	1990	Picnic Shelter	
2	2006	Playground	Sports Courts and Facilities
2	2008	Basketball	
3	1990	Baseball	
		Disc Golf (holes)	
		Equestrian Riding Arena	
1	1990	Football / Rugby	
		Golf Course (hole)	
		Golf Driving Range	
		Horseshoe Pits	
		Lacrosse	
		Pickleball	Water-Based Facilities
1	2008	Skate Park	
2	1990	Soccer	
3	1990	Softball	
		Tennis	Natural Features
1		Volleyball	
		Swimming Pool	
		Splash Pad	
		Ice Skating	Natural Features
<input checked="" type="checkbox"/>	1990	Sledding	
		Fishing	
<input checked="" type="checkbox"/>		Creek / River / Open Water	Natural Features
<input checked="" type="checkbox"/>		Natural Area / Gardens	

Site Furnishings

- ☒ picnic tables
- ☒ benches
- ☒ lighting
- ☒ trash receptacles
- ☒ drinking fountain
- ☒ bike rack

Parking

- ☒ parking lot
- ☐ on street
- ☐ none

Users and Programs

Uses

- ☒ recreation programs
- ☒ CYSO
- ☐ none

Special event programming.
Used for preschool and softball
/ baseball, soccer, and football.



Service Layer Credits: Source: Esri, DigitalGlobe, i-cubed, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community



Assess: Inventory and Analysis Summary

The following conclusions, combined with the information gathered in the Connect Phase, directly influence the strategies developed in later phases of the project.

Population is Aging in Place

Similar to national, state, regional, and local trends, the Park District's population is aging in place. The District is not expected to see an increase in the amount of children under the age of 19, but will, however, see growth in the active adult and senior age groups. This has implications not only on the type of recreational programs the District will want to offer, but also the types of park and indoor space amenities they will want to develop. The analysis of program age segment distribution revealed that the District has well-distributed program offerings. As the population ages the District will need to continuously review this and ensure equal opportunities for all ages.

Parks and Recreation Partnership Opportunities

Residents of the Cary Park District are not limited to Park District properties for their open space and outdoor recreational opportunities. The School District and McHenry County Conservation District (MCCD) also provide open space opportunities throughout the community. The School District provides similar active recreation amenities at their school sites, including playgrounds, fields, and courts, while MCCD provides passive recreational opportunities such as trails and nature overlooks. Rather than trying to cover all community recreational needs themselves, partnerships with other open space providers may be a good opportunity to help all agencies provide the highest level of service to Cary Park District residents.





Trail development may also be dependent upon partnerships between the various agencies within the Cary Park District. In order to continue to develop a comprehensive, connected trail network for residents, the District will need to work with municipalities, MCCD, the School District, and the county.

Sufficient Park and Open Space Acreage

According to national and local benchmarks, the District has a surplus of open space for their population. With an acreage level of service of 26.15 acres per 1,000 population for active recreation areas (Mini, Neighborhood, and Community Parks), the District provides an ample amount of open space for its 21,451 residents. Based on NRPA benchmarks, the District has a surplus of 355.7 acres of active recreation areas for residents. When all open space owned and managed by the District (Parks, Special Use, Trails, and Open Space Detention) is included in the acreage level of service analysis, the District has a level of service of 40.29 acres per 1,000 population. This is nearly 670 acres more than the NRPA recommendation. When compared to PRORAGIS information, the District is in the upper quartile of responding Midwestern agencies with similar populations. for both total open space and acreage Level of Service.

Equal Distribution of Park Sites

Overall, 95% of residents have access to one of the Park District's many active recreation sites (Mini, Neighborhood, and Community Park). However, according to population analyses, additional Mini and/or Neighborhood Park developments may need to occur in Planning Areas A, G, and H. In regards to Community Park space, the central and southern half of the District is well served, but Planning Areas F, G, and H lack access to a Community Park within a mile. Redevelopment of existing non-park sites, new acquisition and development, or land swaps with other open space providers on the east side of the District may be a priority for over the next five years.

Deficiencies in Key Active Recreation Amenities

According to state and national benchmarks, the Cary Park District is deficient in key active recreation amenities such as baseball fields, basketball courts, volleyball courts, softball fields, soccer, lacrosse, and rugby fields, and picnic amenities such as shelters and horseshoe pits. Replacing amenities beyond their useful life and / or developing new amenities may be a priority for the District over the next five years.

Indoor Recreation, Fitness and Aquatics Space Deficiencies

Most Districts with similar populations have at least two recreation centers and one fitness center according to PRORAGIS benchmarks. The Park District has one recreation center, but and one fitness center. Not only is the Park District deficient by one recreation center according to PRORAGIS benchmarks, but it is lower than the lower quartile of responding agencies. The District has 20,750 square feet of indoor recreation space compared to the PRORAGIS benchmark of 35,875 square feet. While the District meets recommendations for the total number of fitness centers, it's 4,000 square feet fitness facility is within the lower quartile of responding agencies. The Cary Park District does not own, manage or offer any indoor aquatics facilities. In order to serve the District's growing population, additional indoor facilities may be a need in the next five years.

02 Connect

Assessment



Overview

The Connect: Community Engagement and Needs Assessment chapter outlines the recognized national, state, and local trends in the recreation industry. The chapter also includes summaries of all input from District residents and stakeholders.

Purpose

During the Connect: Community Engagement and Needs Assessment phase of the master planning process, the planning team reviewed trends, facilitated two community meetings, hosted stakeholder interviews, and workshopped ideas with staff and the Board of Commissioners. A community survey was also distributed to a random sampling of households in the Park District to obtain statistically-valid results. In all, more than 800 residents, stakeholders, and staff participated in the community engagement. Residents also provided input via email.

The purpose for understanding park and recreation trends is to determine probable demands for certain services and amenities. Recreation trend reports were compiled from nationally-recognized sources to explore inactivity, spending, and participation are documented in this chapter.

In order to increase participation, knowing the trends and interests of various users groups is crucial. Significant changes in specific activities (both increases and decreases) over the past two years are summarized. Summaries of all engagement sessions follow the national, state, and local trends report.

The systematic approach to community engagement provided a multitude of avenues for residents to provide input on aspirations and needs while also defining problems and opportunities for the next five years.

Chapter Outline

- Trends Review
 - State Trends
 - Local Trends
- Community Survey
- Community Meetings
- Stakeholder Interviews
- Staff Input
- Board Input
- Connect: Needs Assessment & Community Engagement Summary

METHODOLOGY

Review of Trends

National, State, and Local Trends

National trends were derived from the 2014 Sports, Fitness, and Recreational Activities Topline Participation Report facilitated by The Sports & Fitness Industry association, a top national researcher in the sports and fitness industry as well as The Outdoor Foundation's Outdoor Recreation Participation Topline Report (2014). State trends were derived from the 2015 Illinois Department of Natural Resources Statewide Comprehensive Outdoor Recreation Plan (SCORP). ESRI's Business Analyst provided local recreation participation trends.

Community Interest and Opinion Survey

Statistically-valid, District-wide survey

Conducted by the ETC Institute in the summer of 2015, the community survey was distributed to a random sample of 4,000 households in the Cary Park District. The goal for completion was 400 surveys, but a total of 731 households completed the survey. This is an 18.3% response rate. The results for this sample have a 95% level of confidence with a precision rate of at least +/-3.6%. The results of the survey are considered "statistically-valid."

Community Meetings

Public meetings to gather input from community members

Two public meetings were held at the Community Center to gather input from the public at-large. More than 45 residents participated in a focus group activity to provide input on needs, desires, and priorities for the next five years.

Stakeholder Interviews

Individual discussions with key stakeholders about parks, programs, and facilities

Specific interest groups, or stakeholders, relevant to the District were invited to participate in small group interviews and meetings. These groups, facilitated independently of one another, were asked a series of questions about their goals, objectives, desires, and hopes for the next five years as well as their opinions on the current state of the District.

Staff Workshops

Individual focus group workshops with various full- and part-time staff members

Staff provided input about their goals, objectives, desires, and hopes for the next five years as well as their opinions on the current state of the District in a series of workshops. All departments participated.

Board Workshops

Input meeting held to gather input from the Board of Commissioners

An initial workshop was held in which Board members provided input about the strengths and weaknesses of the District, future improvements, and potential action items for the next five years. The Board participated in several additional workshops to discuss and debate the final plan.

Trends Review

The data in the following pages reflects the national, state, and local trends derived from the recognized industry resources such as the Physical Activity Council, Illinois State-wide Comprehensive Open Space and Recreation Plan, and ESRI.

National Trends

The Physical Activity Council (PAC) is a partnership of six major trade associations in US sports, fitness, and leisure activities. The six organizations involved in the PAC are: Sports and Fitness Industry Association (SFIA), National Golf Foundation (NGF), Outdoor Industry Association (OIA), International Health, Racquet, and Sportsclub Association (IHRSA), Tennis Industry Association (TIA), the United States Tennis Association (USTA) and the Snowsports Industries America (SIA).

Each year, the PAC produces an Overview Report that summarizes data about leisure activity in the US. The report has provided participation, inactivity, spending, aspirational and projection information from 2006 through 2014. This report aims to identify level of activity in various age groups and generations and provide information about key participation trends in sports, fitness and recreation. Each partner listed above, not only participates in the production of the Overview Report, but also produces their own detailed reports on their specific areas of interest. Detailed reports incorporated into this summary include the Outdoor Industry Association Topline Report and The Sports and Fitness Industry Association Topline Report.

Other trends research and reports incorporated into this summary include the Worldwide Survey of Fitness Trends, the annual trend forecast from the American College of Sports Medicine (ACSM).

Participation

Overall, leisure activity participation has fluctuated over the last six years, and while there was a decrease in activity for 2014, racquet, team, and water sports all had participation increases. This may indicate that those particular categories added activities to their repertoire. Outdoor and fitness sports participation remained relatively flat from 2012 to 2014, while individual sports have experienced steady decline. Indoor sports participation dropped almost 1% between 2013 and 2014. The Overview Report also broke down participation by generation. Regardless of age, over half of each generation participates in fitness sports. Team sports are primarily a Gen Z (born 2000+) activity while water and racquet sports are dominated by Millennials (born 1980-1999). Gen Z also dominates individual and outdoor sports participation. Participation in team, individual, and outdoor sports tends to decrease with age, while fitness increases slightly with age.





Fitness-related activities were eight of the 10 Core Participation Activities identified in the PAC Overview Report. Core participants are those who participate in a sport or activity on a regular basis. According to the Overview Report, the Top Ten Core Participation Activities, by number of participants, are:

Activity (definition of core), total number of core participants

- Walking for Fitness (50+ times per year), 76.8M
- Running / Jogging (50+ times per year), 28M
- Treadmill (50+ times per year), 27.7M
- Stretching (50+ times per year), 26M
- Free Weights (hand weights) under 15 lb. (50+ times per year), 24.8M
- Weight Resistance Machines (50+ times per year), 21.2M
- Bicycling (Road / Paved) (26+ times per year), 20.4M
- Free Weights (dumbbells) over 15 lb.. (50+ times per year)
- Fishing (freshwater / other) (8+ times per year), 17.9M
- Stationary Cycling (recumbent / upright) (50+ times per year), 17.4M

The Overview Report reveals Core Participation Activities and insight into the fastest growing sports and activities through the US. The top five percentage growth activities include adventure racing, mixed martial arts (MMA) for competition, off-road triathlons, lacrosse, and traditional triathlons. While this information is helpful, the actual growth activities, based on quantity of participants, provide more insight into what Americans are becoming more interested in for their health, wellness, and fitness needs.

The Top Ten Actual Growth Activities are:

- High Impact Aerobics
- Swimming for Fitness
- Yoga
- Adventure Racing
- Mountain Biking
- Traditional Triathlons
- Lacrosse
- Archery
- Off-Road Triathlons
- BMX Bicycling

These trends reveal that active people are looking for non-conventional health and fitness experiences. More Americans are looking for activities that provide a fun physical, emotional, and mental experience. This reveals that while many Americans enjoy watching team sports like football, basketball, the Olympics, and national championship events, they aren't necessarily interested in participating in those types of events for their fitness needs. While watching competitive sports is popular, and continues to increase in popularity, Americans don't necessarily look to traditional competitive sports for their personal fitness. Finally, trends reveal that team sports are still popular among Gen Z, but traditional team sports aren't experiencing growth.

Class-based group fitness and exercise programs like HIIT (High Intensity Interval Training), Pilates, and Cardio Dance continue to drive the growth in fitness activities. Many of these activities are categorized as "fun" fitness activities. Exercises like "P90x," "Insanity," or "Crossfit" have proven that you don't need a lot of equipment to look and feel good. These types of classes have been and will continue to grow in popularity at park districts, parks and recreation departments and public / private fitness centers and gyms.

Activity	Participants*	'13-'14 Change	2-year AAG**
Aerobics (HIIT)	1,746	+14.0%	+10.5%
Cardio Kickboxing	6,747	+6.9%	n/a
Cross-Training Style Workouts	11,265	n/a	n/a
Dance, Step, and other Choreographed Exercise to Music (ex. Zumba, Werc, Cardio Dance)	21,455	n/a	n/a
Barre	3,200	+10.3%	n/a
Pilates Training	8,504	+5.4%	+0.1%
Yoga	25,262	+3.9%	+4.2%

*Participation is in 000s

**Average Annual Growth

Fitness class activities and the use of various cardio and fitness equipment experienced an increase in participation over the last two years. Swimming for fitness is increasing in popularity. Strength training activities, like such as free weights and weight / resistance machines, have seen a slight decline in participation.

Another recent trend includes "functional fitness," as reported in the April 22, 2013 New York Times article "Gyms Move from Machines to Fitness Playgrounds". Sandbags, ropes and climbing areas are taking over fitness center and gym floor space as part of this functional fitness movement. Companies such as Lifetime Fitness are removing weight machines and are replacing them with open areas of space for people to use as more natural strength training, rather than being locked into a machine.

The Worldwide Survey of Fitness Trends for 2016 also reported similar trends related to fitness programming. According to this report, the top ten

fitness trends for 2016 are:

- Wearable Technology: includes fitness trackers, smart watches, heart rate monitors, and GPS tracking devices.
- Body Weight Training: body weight training uses minimal equipment making it more affordable. Not limited to just push-ups and pull-ups, this trend allows people to get "back to the basics" with fitness.
- High-Intensity Interval Training (HIIT): HIIT involves short bursts of activity followed by a short period of rest or recovery. These exercise programs are usually performed in less than 30 minutes.
- Strength Training: Incorporating strength training is an essential part of a complete exercise regimen for all physical activity levels and genders.
- Educated and Experienced Fitness Professionals: Given the large number of organizations offering health and fitness certifications, it's important that consumers choose professionals certified through programs accredited by the National Commission for Certifying Agencies (NCCA).
- Personal Training: Education, training, and proper credentialing for personal trainers have become increasingly important to the health and fitness facilities that employ them.
- Functional Fitness: This trend involves using strength training to improve balance and ease of daily living. Functional fitness and special fitness programs for older adults are closely related.
- Fitness Programs for Older Adults: Health and fitness professionals administering age-appropriate fitness programs to keep older adults healthy and active.

Trends, continued:

- Exercise and Weight Loss: Exercise is a key component to any proper weight loss program. Many professionals are successfully integrating exercise into weight loss programs along with diet and nutrition components.
- Yoga: Yoga utilizes a series of specific bodily postures for health and relaxation.

Racquet sports that have maintained popularity over the last two years include squash and cardio tennis. A growing trend in the recreation industry is Pickleball. Reports on Pickleball participation were new in the 2015 SFIA Topline Report, so growth trends are not currently available. Pickleball courts are the same size a double badminton courts and is striped similar to a tennis court with right and left service courts and a seven-foot non-volley zone in front of the net. Pickleball courts can be constructed specifically for pickleball or the striping can be overlaid onto existing tennis or badminton courts for multi-use opportunities (USAPA).

Activity	Participants*	'13-'14 Change	2-year AAG**
Squash	1,596	+12.9%	+11.3%
Cardio Tennis	1,617	+5.0%	+5.9%
Tennis	17,904	+1.3%	+2.6%
Pickleball	2,462	n/a	n/a
Table Tennis	16,385	-4.1%	-1.3%
Badminton	7,176	+0.4%	-0.7%
Racquetball	3,594	-6.0%	-6.0%

*Participation is in 000s

**Average Annual Growth

Team sports, as shown in the breakdown of participants by generation, are most popular for Gen Z. Thus, it is not surprising that most of the activities with consistent or increasing rates of participation, with the exception of roller

hockey, include activities facilitated by schools, like cheerleading and swimming teams. Football has seen as consistent decline in participation since 2009, and this is expected to continue throughout the coming years. Ultimate Frisbee, an activity popular on college campuses, hit its peak participation numbers in 2012, but has experienced a consistent decline each year since. Activities shown below experienced the greatest percent increase or decrease over the last two years.

Activity	Participants*	'13-'14 Change	2-year AAG**
Roller Hockey	1,736	+33.7%	+14.3%
Lacrosse	2,001	+10.9%	+11.7%
Rugby	1,276	+7.9%	+20.6%
Cheerleading	3,456	+6.8%	+3.3%
Gymnastics	4,621	-7.1%	-4.9%
Football (touch)	6,586	-7.8%	-4.9%
Ultimate Frisbee	4,530	-10.8%	-5.9%

*Participation is in 000s

**Average Annual Growth

The Outdoor Industry Association's 2015 Topline Report indicated that nearly half of all Americans (48.8%) participated in at least one outdoor activity in 2014. This is the lowest participation has been since 2006. Extreme weather and an unusually cold winters are noted as likely contributors to this decline. This 48.8% of active Americans equals 141.4 millions participants, and these participants went on a collective 11.8 billion outings. An "outing" is defined as an outdoor activity. This equates to 83.4 outings per participant, per year, on average. When outdoor participation is broken down by region, the top three most active regions outdoors are south Atlantic, east north central, and middle Atlantic.

The most popular youth (age 6-24) outdoor activities, determined by participation rate, were:

- Running, Jogging, and Trail Running, 25.6% or 20.7M
- Bicycling (Road, Mountain, BMX), 21.2% or 17.2M
- Camping (Car, Backyard, RV), 18.5% or 15.0M
- Fishing (Fresh, Salt, Fly), 18.0% or 14.6M
- Hiking, 12.8% or 10.4M

The top five favorite youth activities, based on frequency of participation were running, jogging and trail running, bicycling, skateboarding, surfing, and bird watching.

The most popular adult (age 25+) outdoor activities, determined by participation rate, were:

- Running, Jogging, and Trail Running, 15.8% or 33.0M
- Fishing (Fresh, Salt, Fly), 15.0% or 31.4M
- Bicycling (Road, Mountain, BMX), 12.8% or 26.8M
- Hiking, 12.4% or 25.9M
- Camping (Car, Backyard, RV), 12.2% or 25.5M

The top five favorite adult activities based on frequency of participation were running, jogging, and trail running, bicycling, birdwatching, wildlife viewing, and hunting.

Positive outdoor recreation participation trends have been seen in racing, triathlons, paddling, and kayak fishing. Three year growth trends indicated the following top ten activities have seen increasing participation, and may provide opportunities to engage more people in the future.

- Adventure Racing
- Non-traditional off-road triathlon
- Stand Up Paddling
- Kayak Fishing
- Traditional Road Triathlon
- BMX Bicycling
- Traditional Climbing
- White Water Kayaking
- Boardsailing / Windsurfing
- Sea / Tour Kayak

Inactivity

An “inactive” person is defined as one who does not participate in any of the 120 sports / activities covered in the PAC Overview Report, which includes everything from individual and team sports to fitness machines, camping, walking, and stretching. 2014 saw that highest percentage of inactivity in the last six years. At 28.3%, this equates to 82.7 million inactive Americans. A recovering economy and more extreme weather conditions are cited as the likely reasons many chose other commitments instead of physical activity.

Only one age group, 18 to 24, experienced a decrease in inactivity since 2013. All other age groups experienced an increase. Even those ages 45 and older, which decreased in activity in 2013, were more inactive in 2014. Overall, the trends indicate that as American’s age, their rates of inactivity increase.

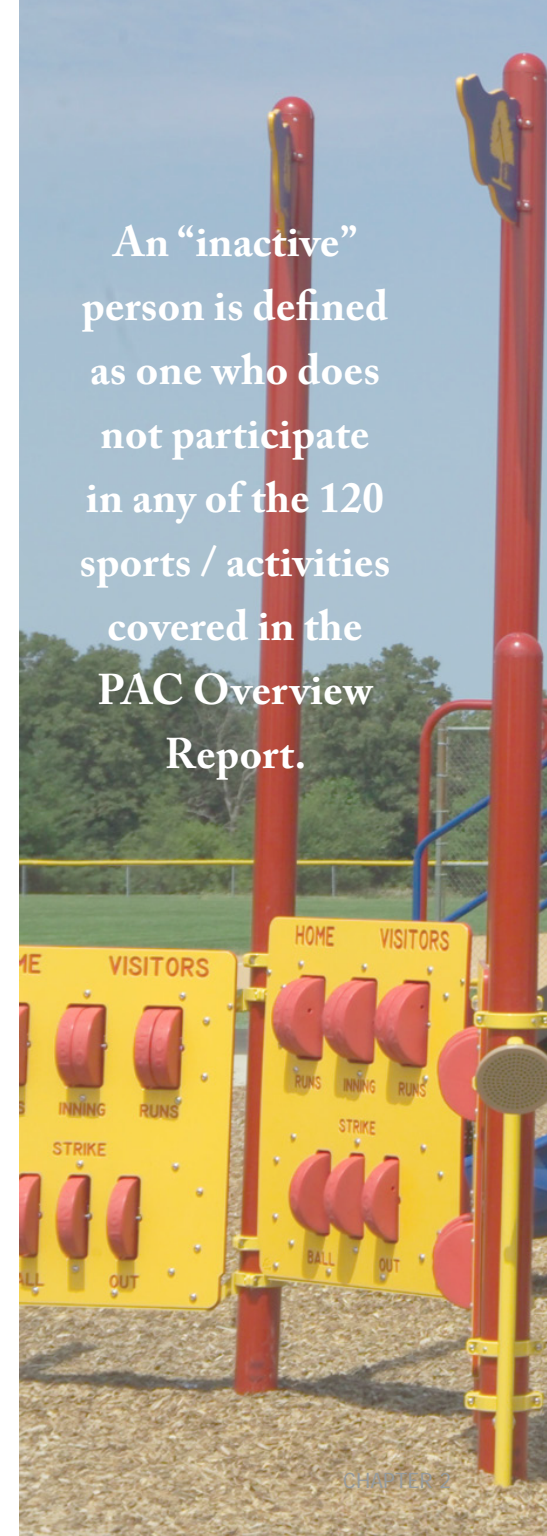
Engaging Inactive People

Swimming for fitness is the top aspirational activity for inactive Americans. For youth, camping and bicycling also top the list of aspirational sports and activities they would like to try. For adults, 25-64, camping hiking and bicycling are some of the top aspirational activities they would like to try, while for adults 65 and older prefer more passive activities such as birdwatching / wildlife viewing. Adults over 65 also aspire to try working out with machines, hiking, and fishing. Outdoor activities were an interest for all age groups. Providing programs categorized as “aspirational” are an effective start when trying to engage inactive people in recreation.

The US population is getting older, and while there are more adult, active adult, and senior individuals within communities, many recreation providers have not expanded their adult programming base. Active adults are vitally interested in social program areas, which can include walking and biking clubs. Active Network produced a whitepaper that lists 40 suggestions for adult recreation programs. These ideas were compiled from various recreation industry resources, such as programming consultants, fitness trends, and recreation guides. Programs include:

- Sports - Broomball, inner tube water polo, pickleball, Wally ball
- Exercise - Zumba Gold, Dance Buffet, kettlebells, outdoor fitness
- Technology - Beginner’s Guide to iPad, Social media, digital photography, etc.
- Entertainment - Karaoke, improv, Murder Mystery dinners, speed dating, Wii for seniors
- Art - Cooking classes, drawing / painting, jewelry making, mixed media arts, pottery, quilting
- Professional / Other - Estate planning, self-publishing, brain fitness, voice-overs, writing your memoirs

An “inactive”
person is defined
as one who does
not participate
in any of the 120
sports / activities
covered in the
PAC Overview
Report.





Another growing area for active adults is sports leagues for 45+, 55+ and older. The Schaumburg Park District has taken a unique approach and has created an identity for their active adult section titled Club 55. This section of their Program Guide is easily identifiable and creates a brand and image for this age group looking for programming. The Champaign Park District has taken a similar approach and titled their age-targeted program group, 50 Plus.

Spending

The economy has had a slight impact on sports and recreation spending. Overall, the net average spending decreased or remained consistent in 2014. Spending on gym memberships and fees continued its consistent four-year increase, while spending on outdoor recreation activities and travel to take part in sports and recreation continued to show a consistent decrease. Footwear, clothing, and exercise equipment experienced decreased spending compared to 2013 numbers, but Americans still spend most of their sports and leisure dollars in these three categories.

Pay-to-Play programs charge families a flat rate fee for kids to participate in school sports. These fees are typically in addition to spending for travel, equipment, clothing, and other accessories for school sports. Most families with children playing a sport in middle or high school paid a fee so their child could participate in 2014. Forty-seven percent (47%) indicated they paid more compared to 2013. Most families pay less than \$150 per child, but a significant percent (28%) pay more than \$200 for their child to participate.

State Trends

The Statewide Comprehensive Outdoor Recreation Plan (SCORP) is prepared as a five-year document by the Illinois Department of Natural Resources (DNR) to maintain Illinois' eligibility to participate in the Land and Water Conservation Fund (LWCF) program.

Its purpose is to "evaluate the outdoor recreation needs of Illinois citizens and determine how best to meet these needs." The state's natural resources, recreational lands, facilities, and socioeconomic factors are considered in this vision document.

A major finding in the 2015 SCORP is the state's long-standing deficit of outdoor recreation lands and facilities. While Illinois has not been able to achieve the per capita equivalent of other states with more lands and fewer people, park and recreation agencies throughout the state consistently plan for and achieve a high level of excellence with the recreation opportunities they provide to their communities.

Recreation Facilities and Park Lands Inventory

There are more than 1.5 million acres of outdoor recreational land in Illinois ranging from federal and state lands to schools and private commercial lands. Municipal agencies, which include Park and Recreation Departments, Park District, Forest Preserve Districts, Conservation Districts, and County-level Park Departments, provide a total of 350,916 acres of park sites. They also own 195,753 acres of natural areas and lease / manage another 15,612 acres of open space. The state itself, primarily handled by the IDNR, manages over 470,000 acres of open space throughout the state. State lands include parks, fish and

wildlife areas, conservation areas, recreation areas, and more. Federal lands include the 280,000-acre Shawnee National Forest and seven National Wildlife Refuges sites throughout the state. Other providers include schools, non-profits, and private entities that provide unique outdoor recreation opportunities for the people of Illinois. The lands managed by these providers were not included in the SCORP.

Based on the 2014 Illinois Community Recreation Facilities and Park Lands Inventory, there are approximately 347.08 acres and 17.9 park sites on average per community throughout the state. Typically, park districts provide more acreage and park sites than City / Village Recreation agencies.

Top trends across the state are pickleball, disc golf, and splash pads. The increasing popularity of pickleball is in response to the aging populations found in all communities across the state, while the popularity of splash pads is in response to financial constraints related to outdoor swimming pool renovations. The popularity of disc golf demonstrates a growing preference for alternative outdoor recreation activities. Foot golf is another example of an alternative outdoor recreation activity that has increased as golf course owners look for alternate uses for their assets.

Top Activities

The top activities for IDNR community-wide survey respondents, conducted during the SCORP planning process, were pleasure walking and observing wildlife / bird watching. Picnicking, using a playground, on-road bicycling, and swimming at outdoor pools were also among the most prevalent activities for Illinois residents. Activities with lower participation numbers include lacrosse, pickleball, snowmobiling, trapping, in-line skating, sailing, and cross-country skiing. This may indicate that these activities are primarily done by smaller interest groups, such as lacrosse, that the facilities for the activity are not always available, like sailing, or that the activity is a growing trend and is not yet prevalent in all communities, like pickleball.

According to the survey, City Parks or County Preserves are used most for visiting an amphitheater or band shell, softball / baseball, lacrosse, soccer, and mountain biking. State Parks are used most for tent camping, vehicle camping, hiking, motor boating, and water skiing. Federal Lake or Forests are primarily used for sailing, water skiing, and motor boating. Hunting is the most prevalent reason residents visit and use private areas for recreation.

Attitudes about Outdoor Recreation

Respondents were asked to rate the various factors they considered to be important when making decisions about engaging in outdoor recreation opportunities. Top contributing factors to respondents' decisions to participate in outdoor recreation activities include experience nature, exercise / health, have fun, and time with family and friends.

Survey respondents indicated the primary role of parks and recreation facilities for Illinois communities is to preserve open space. Other primary roles include making the community more desirable, improving fitness, enhance a sense of place, and increase property values. Most (56.3%) respondents believe that local, state, and federal open space and recreation agencies

are underfunded. The top two priorities for providers in the state, according to the survey are the operation and maintenance of existing park facilities and long-term planning and management. The most important items in terms of park and open space development are recreational facility variety, followed closely by camping, trails, fishing and boating facilities. Regional and community trails are also important to approximately 80% of respondents.

Outdoor Recreation Priorities

Priorities in the 2015 State of Illinois SCORP are:

- Healthy People and Communities
- Access to Outdoor Recreation
- Natural Resource Stewardship
- Conservation Education
- Cooperative Partnerships

Local Trends

Local recreation participation trends information was derived from the Environment Science Research Institute (ESRI) Sports and Leisure Market Potential Report.

This data is based upon national propensities to use various products and services, applied to the local demographic composition of the Cary Park District area. Usage data were collected by Growth for Knowledge Mediamark Research and Intelligence, LLC. (GfK MRI) in a nationally representative survey of U.S. households. MPI (Market Potential Index) measures the relative likelihood of the adults in the specified area to exhibit certain consumer behaviors or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Based on projected population, the top ten recreational activities Cary residents will participate in (based on percentage of population as well as above the national average with an MPI over 100) include:

- Golf
- Skiing (downhill)
- Boating (power)
- Yoga
- Ice Skating
- Jogging / Running
- Aerobics
- Pilates
- Bicycling (road)
- Weight Lifting

While lower on the list in terms of the MPI, 33.2% of the population is expected to participate in walking for exercise. These numbers are important to know when considering program and service improvements as well as parks and open space amenities. To support activities with high MPI numbers the District will need to consider improvements to existing programs and facilities and / or new programs and facilities.

Sports and Leisure Market Potential

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Participated in golf in last 12 months	2,354	14.9%	157
Participated in skiing (downhill) in last 12 months	674	4.3%	149
Participated in boating (power) in last 12 months	1,237	7.8%	148
Participated in yoga in last 12 months	1,637	10.3%	144
Participated in ice skating in last 12 months	581	3.7%	143
Participated in jogging/running in last 12 months	2,882	18.2%	143
Participated in aerobics in last 12 months	1,975	12.5%	140
Participated in Pilates in last 12 months	610	3.9%	138
Participated in bicycling (road) in last 12 months	2,138	13.5%	137
Participated in weight lifting in last 12 months	2,313	14.6%	137
Participated in tennis in last 12 months	919	5.8%	136
Participated in swimming in last 12 months	3,324	21.0%	133
Participated in bicycling (mountain) in last 12 months	843	5.3%	132
Participated in hiking in last 12 months	2,082	13.1%	131
Participated in canoeing/kayaking in last 12 months	1,089	6.9%	128
Participated in backpacking in last 12 months	570	3.6%	123
Participated in bowling in last 12 months	1,902	12.0%	123
Participated in horseback riding in last 12 months	467	2.9%	121
Participated in walking for exercise in last 12 months	5,258	33.2%	119
Participated in softball in last 12 months	644	4.1%	119
Participated in volleyball in last 12 months	659	4.2%	117
Participated in soccer in last 12 months	667	4.2%	112
Participated in motorcycling in last 12 months	541	3.4%	111
Participated in fishing (fresh water) in last 12 months	2,153	13.6%	110
Participated in fishing (salt water) in last 12 months	704	4.4%	110
Participated in baseball in last 12 months	774	4.9%	109
Participated in Frisbee in last 12 months	797	5.0%	109
Participated in basketball in last 12 months	1,377	8.7%	105
Participated in football in last 12 months	810	5.1%	102



Community Survey

Conducted by ETC Institute in the summer of 2015, the statistically-valid community survey went out to a random sample of 4,000 households in the Cary Park District. The goal for completion was 400 surveys, but a total of 731 households completed the survey.

Overview

Cary Park District is the Main Recreation Provider in the Area

Fifty-four percent (54%) of households indicated they used the Cary Park District for indoor and outdoor recreation activities during the past 12 months. Other organizations used include: McHenry County Conservation District (32%), churches (28%), private clubs (28%), the School District (27%), and youth sports associations (24%). Fifty-six percent (56%) of households indicated they are either “very satisfied” or “somewhat satisfied” with the overall value they receive from the Cary Park District. This compares to a national average of 61% nationally.

Program / Facility not offered is the largest Barrier to Use

When asked about the reasons preventing households from using parks, recreation facilities or

programs provided by the Cary Park District more often, 34% indicated it was because programs or facilities were not offered. Other reasons include: use services of other agencies (30%), use facilities in other communities (25%), facilities lack the right equipment (24%), and program times are not convenient (24%).

Typically, households not being aware of services rank in the top five reasons for non-participation. The Cary Park District, however, does not have this factor in its top five, which is positive. It is important to follow up with customers to concentrate on recreation program priorities to reduce households’ non participation in programs.

Program Brochure is Key for Marketing

Most (83%) of households indicated they learn about Cary Park District programs and activities through the Park District brochure. Other ways

households learn about programs and activities include: mailings (44%), Park District website (40%), from friends and neighbors (30%) and e-mail blasts (25%).

Parks and Open Space

High Park Usage and Satisfaction

Eighty-three percent (83%) of respondents indicated, over the past year, they have visited parks in the Cary Park District. Of those who had visited the parks, 30% who had an opinion rated the overall physical condition of the parks as “excellent”; 61% rated the condition of the parks as “good,” 9% gave a rating of “fair” and 1% “poor.”

Two-thirds (67%) of households who had an opinion were either “very satisfied” or “satisfied” with the safety of baseball and softball fields. Other categories in which respondents were “very

satisfied” or “satisfied” with baseball/softball fields include: playability of fields (67%), number of game fields (50%), and number of practice fields (42%).

Fifty percent (50%) of households who had an opinion were either “very satisfied” or satisfied” with the safety of football fields. Other categories in which respondents were “very satisfied” or “satisfied” with football fields include: playability of fields (50%), number of practice fields (32%), and number of game fields (31%).

Sixty-eight percent (68%) of households who had an opinion were either “very satisfied” or satisfied” with the playability of soccer fields. Other categories in which respondents were “very satisfied” or “satisfied” with soccer fields include: safety of fields (68%), number of game fields (59%), and number of practice fields (57%).

Twenty-six percent (26%) of households who had an opinion were either “very satisfied” or satisfied” playability of lacrosse fields. Other categories in which respondents were “very satisfied” or “satisfied” with lacrosse fields include: safety of grass fields (26%), number of practice fields (18%), and number of game fields (18%).

Thirty-eight percent (38%) of households indicated they visited the Community Center in Cary over the past 12 months. Other facilities visited include: community pool (33%), Foxford Hills Golf Club (31%), and the Fitness Center (17%).

Trails and Connectivity

Trails are the Most Needed and Most Important Amenity

Eighty-three percent (83%) of households indicated a need for walking and biking trails. Other facilities households have a need for include: nature trails (71%), small neighborhood parks (64%), large

community parks (59%), outdoor swimming pools/water parks (54%), and picnic areas and shelters (50%). Based on the sum of their top four choices, the parks and recreation facilities that are most important to households include: walking and biking trails (48%), nature trails (29%), outdoor swimming pools/water parks (28%), and small neighborhood parks (26%).

Indoor Facilities

Respondents Desire a Walking and Jogging Track

When asked what potential indoor programming spaces households would use, 67% indicated they would use a walking and jogging track. Other potential spaces include: leisure pool (water slides, sprays, etc.) (47%), weight room/cardiovascular equipment area (39%), lanes for lap swimming (39%), and aerobics/fitness/dance class space (32%). Based on the sum of their top four choices, the indoor spaces households would use most often include: walking and jogging track (56%), leisure pool (water slides, sprays, etc.) (39%), weight room/cardiovascular equipment area (27%), and lanes for lap swimming (26%).

Aquatic Center

Respondents Desire Water Play Amenities

When asked what potential outdoor water programming spaces households would use, 53% indicated they would use a lazy river. Other potential spaces include: water slides (50%), zero depth entry (44%), family cabanas in shade areas (42%), and interactive water spray features (35%). Based on the sum of their top four choices, the outdoor water program spaces households would use most often include: lazy river (43%), water slides (43%), zero depth entry (35%), and family cabanas in shade areas (25%).

Programs

High Program Participation and Satisfaction

Thirty-four percent (34%) of households indicated they had participated in recreation programs offered by the Cary Park District in the past 12 months. Of those participants, 30% participated in one program; 56% participated in two to three programs, and 14% participated in four programs or more.

Based on the sum of their top four choices, the parks and recreation programs in which households participate most often include: community wide events (19%), youth sports programs (15%), adult fitness and wellness programs (14%), and golf programs (10%).

Programs Ranked as Excellent or Good

Ninety-one percent (91%) of respondents who had an opinion rated program quality as excellent or good. This compares to a national average of 88%. Thirty-one percent (31%) rated the quality as “excellent.” This response is positive, but the District should have a goal to increase the excellent percentage to over 40%.

Adult Fitness and Wellness are the Most Needed and Most Important Programs

Fifty-one percent (51%) of households indicated they have a need for adult fitness and wellness programs. Other parks and recreation programs that households have a need for include: community-wide special events (44%), water fitness programs (29%), youth sports programs (26%), and golf programs (24%). Based on the sum of their top four choices, the parks and recreation programs that are most important to households include: adult fitness and wellness programs (33%), community-wide special events (27%), youth sports programs (18%), and water fitness programs (16%).

RECREATION PROGRAM PRIORITIES

	Program	Q 11 Results	Rank	Q11 Results	Rank	Q 12 Results	Q 12	Total Rank Score
High Priority	Adult Fitness & Wellness programs	3,095	1	1,944	1	33%	1	3
	Community wide special events	2,680	2	1,496	2	27%	2	6
	Water fitness programs	1,723	3	1,400	3	16%	4	10
	Adult sports programs	1,239	4	985	4	10%	8	16
	Youth sports programs	1,578	5	734	11	18%	3	19
	Golf programs	1,445	6	834	8	14%	5	19
	Age specific special events	1,348	7	915	5	9%	9	21
	Youth learn to swim programs	1,191	9	715	12	12%	6	27
Medium Priority	Senior adult programs	1,149	8	694	14	11%	7	29
	Teen programs	967	13	841	7	8%	10	30
	Computer programs	1,052	11	871	6	7%	14	31
	Youth painting, arts, sculpturing classes	973	10	765	9	7%	14	33
	Tennis programs/leagues	877	14	752	10	8%	10	34
	Youth fitness & wellness programs	1,052	12	708	13	6%	17	42
	Trips	895	18	603	17	8%	10	45
	Youth summer camp programs	919	15	273	20	8%	10	45
Low Priority	Youth theater, dance, performing arts	937	16	638	16	7%	14	46
	Adult painting, arts, sculpturing classes	834	17	655	15	5%	18	50
	Adult theater, dance, performing arts	671	19	510	18	4%	20	57
	Before & after school programs	635	20	212	22	5%	18	60
	Martial arts programs	544	22	389	19	4%	20	61
	Early learning/preschool programs	580	21	223	21	4%	20	62
	Special needs programs	266	23	211	23	1%	23	69

Q11. Households that Have a Need for Recreation and Parks Programs

Q11. Estimated Number of Households in Cary Whose Needs for Sports and Recreation Programs are only being 50% met or less

Q12. Parks and Recreation Programs that are Most Important to Respondent Households

Adult Fitness and Wellness, Community-wide Special Events, and Water Fitness are High Priority Programs

The chart to the left is a Recreation Program Priority Spreadsheet. The spreadsheet shows the relative ranking of program priorities based on three questions from the Community Survey:

- Estimated number of households in the Cary Park District that have a need for recreation programs
- Estimated number of households in the Cary Park District whose needs for recreation programs are only being met 50%
- The four recreation programs and activities that are most important to households

The programs were ranked according to each of the three variables listed above, and then the rankings were totaled for a final ranking. Therefore, these three survey questions combined show how significant the need is for the community based on how many households have a need, how much of an unmet need is for a program, and if the program was listed as being one of the four most important programs to a household. For example, there may be a large unmet need for a program such as computer programs, but the number of households having that need may be small. Therefore, the Priority Chart assists with developing a true picture of the relative importance of need.

The programs are grouped into three categories:

- High Priority
- Medium Priority
- Low Priority

As a result, programming areas including special events, adult fitness/health/wellness, special events, water fitness, adult sports, youth sports, golf programs, age-specific special events, and youth learn to swim programs are a high priority for the community. There is significant household need for the program, large unmet household need, and the programs were deemed to be either the first, second, third, or fourth most important program.

Community Vision

Residents Support Maintaining and Improving Trails

Eighty percent (80%) of households who had an opinion were either “very supportive” or “somewhat supportive” of Cary Park District maintaining or upgrading existing multi-use trails. Other actions for which households are “very supportive” or “somewhat supportive” include: developing new and/or connecting existing multi-use trails (76%), maintaining or upgrading existing small neighborhood parks (76%), maintaining or upgrading existing large community parks (73%), and developing new indoor program spaces (72%).

Funding

Forty-four percent (44%) of households indicated they would be willing to develop a new outdoor family aquatic center with their tax dollars. Other actions that households are willing to fund include: developing new indoor programming spaces (40%), developing new and/or connecting existing trails (40%), maintaining or upgrading existing multi-use trails (34%), and maintaining or upgrading existing small neighborhood parks (32%).

Eighty percent (80%) of households who had an opinion were either “very supportive” or “somewhat supportive” of Cary Park District maintaining or upgrading existing multi-use trails.

Community Meetings

In addition to the statistically-valid survey, the District hosted two community meetings to gather input from residents. Overall, nearly 60 people provided input between the two meetings.

Attendees were given a short presentation about the comprehensive planning process before participating in the focus group activity. Attendees were asked to first write down all ideas they had related to the focus question – “What priorities should the District include in the five-year master plan?”. They were then asked to write their top three ideas individually on large post-it notes.

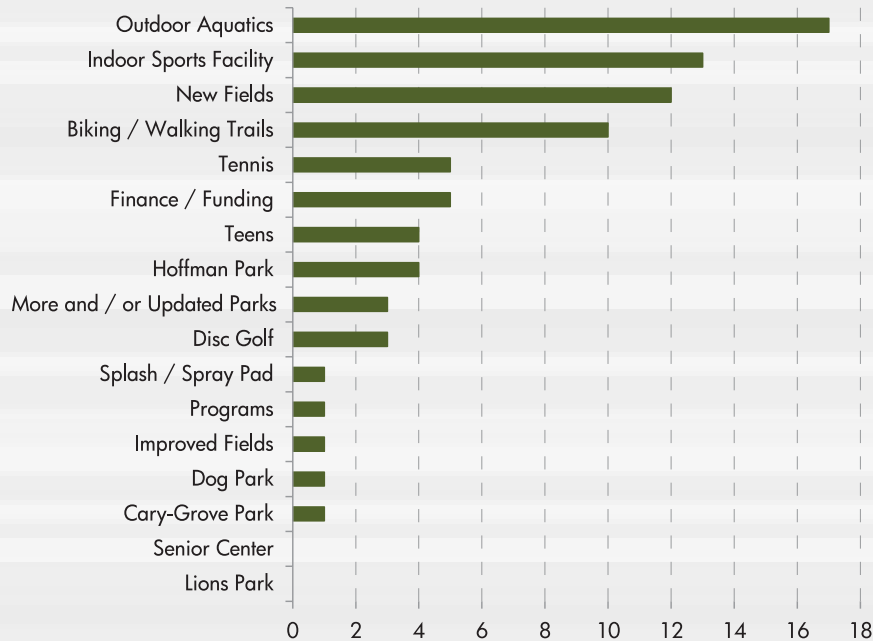
These post-it notes were read aloud and posted on a board in front of the group. Once all ideas were read aloud, similar ideas were grouped together into categories. Both meetings had more than ten different categories of ideas. Once ideas were grouped together and the categories were labeled, attendees were asked to post three dot stickers on the idea(s) they thought were the top priorities.

These dot stickers represented their “votes” for specific ideas or categories. Attendees could place all three stickers on one category or place their stickers on three different categories. Placing a sticker on a category counted as a vote for all ideas included underneath that category. They also had the option to place their dot sticker on a specific idea underneath the larger category. The results of this activity are summarized in the tables to the right.

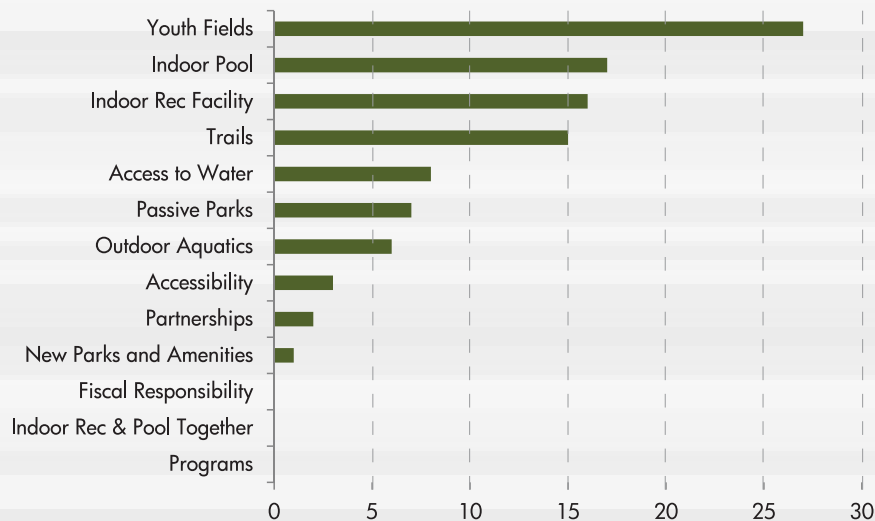
Twenty-six (26) residents attended the first meeting on June 24, 2015 and 32 residents attended the second meeting on July 1, 2015.

Indoor recreation space, athletic fields, and trails were the top priorities in both community meetings. Ideas for indoor recreation space focused on various health and fitness space such as a field house, gymnasium, sportsplex, or an indoor pool. Many of the ideas about athletics fields related to both improvements of existing fields and construction of new fields throughout the District. Specifically, baseball field received the most votes for residents in the first meeting, while football fields received the most votes for residents in the second. Both groups agreed that expanding biking and walking trails should be a high priority in the next five years.

Public Meeting #1 Votes



Public Meeting #2 Votes



Public Meeting #1 Top Priority

Comments related to the top priority, Outdoor Aquatics, include:

- Aquatics expansion
- Larger pool area
- Family bathrooms / locker rooms – 1 vote
- Outdoor pool / park
- Updated pool with zero depth entry – 2 votes
- New pool
- New outdoor pool and waterpark
- Aquatics
- Zero depth / slides, etc.

Public Meeting #2 Top Priority

Comments related to the top priority, Youth Fields, include:

- Youth sports facilities for Cary Youth Sports (i.e. football, baseball, soccer, lacrosse, basketball)
- Youth sports fields
- Football fields
- Football practice fields
- Baseball fields
- Improved baseball fields – drainage / irrigation
- More grass fields for contest (lacrosse, football, soccer)
- Improved condition of existing youth sports fields
- Properly maintained designated sports fields
- Additional youth sports fields in one area to promote a better sense of community
- Youth sports fields – better availability / more fields
- Turf – multipurpose field(s)
- Youth sports fields – better upkeep / equal distribution



Stakeholder Interviews

A series of stakeholder and focus group meetings were held with Cary residents and individuals associated with the Park District through their business or non-profit organization.

Sports Fields

All stakeholder groups were concerned with the quality and quantity of area sports fields, specifically baseball / softball fields. Concerns about the impending loss of Maplewood School were brought to light with stakeholders noting that the community would like the heavily-used, centrally-located site to remain open space. Stakeholders urged the District to pursue ownership or improve District fields if the Maplewood site is developed. However, while the impending loss of Maplewood was at the front of stakeholder's minds, some did mention that prior to constructing additional baseball fields the need should be evaluated as baseball's participation numbers have declined over the last few years.

A central baseball complex was noted as a need numerous times, with baseball organizations pointing out challenges with the "spread out"

distribution of existing fields and the Village noting a desire for tournaments to help drive economic development. Stakeholders would like to see a complex with dugouts, scoreboards, lights, seating for up to 2,000 spectators, memorial area beyond the outfield, and a two-story concession / pro-shop facility. Concerns about Cary-Grove Park were raised, specifically about the vision for the site and whether the baseball fields would be constructed per the 2001 Cary-Grove Park master plan.

Residents and stakeholders not only advocated for baseball and softball, but also for lacrosse, soccer, and football fields. According to some of the sports organizations representatives, the U-9 and U-15 lacrosse groups have seen a 25% increase in participation, but organizations have a hard time finding field space for games and practices. Soccer groups currently use Cary-Grove, Lions, and Kaper Park fields, but the limited amount of fields make

it hard to maintain a sustainable resting / rotation schedule. Some stakeholders advocated for a synthetic turf field to alleviate some of this issue, but all agreed that additional fields are needed to accommodate the growing programs.

Stakeholders would like to see support amenities at existing and future fields, including on-site storage, concessions, portable restrooms, shelter, sports lighting, and lightning detection systems to accommodate field users better. Some stakeholders appeared willing to share costs to construct the desired amenities.

Youth Sports Organizations Relationships

Not only are the physical support amenities for youth and adult sports programs important to stakeholders, but so is improving the District and youth sports organizations relationship.

Organizations should work together, rather than compete with each other for field time, services, and infrastructure. Improvements in communication would alleviate some conflicts between different programs, improve game and practice scheduling, and keep up with maintenance needs. Others suggested improvements related to fee structure and policy including clarification of sports organization funding versus District funding.

The youth sports organizations would like to explore more ways their organizations can partner with the Park District. Some noted that the previous plan was not accomplished as it related to sports fields and programs and are concerned that Cary-Grove Park is being set aside. The youth sports organizations are willing to help raise funds to improve fields and provide high quality products to attract residents to the community. Stakeholders would like to see the District focus on developing youth sports fields. This School District is also a key player in youth sports service delivery, and should be included in conversations and coordination.

Indoor Recreation Space

Stakeholders identified a need for indoor recreation space. Some felt that the location of the existing Community Center is challenging for some residents to remain involved in programs. Stakeholder groups mentioned utilizing Maplewood School for a new recreation center or constructing a new facility at Cary-Grove Park.

A new facility would not only accommodate active health and wellness programming desired by the community, but could also provide accessible space for Northern Illinois Special Recreation Association (NISRA) programs. NISRA has a hard time finding accessible space for programs. Multi-use spaces would benefit both District programs and partner agency programs. Sports facilities, such as turf and

gymnasium space are desired by stakeholders, but stakeholders note that buy-in from residents is still needed. The District should remain transparent in each planning and development endeavor, especially as it relates to Cary-Grove, Hoffman, and indoor recreation space.

Stakeholders not only advocated for an outdoor synthetic turf field, but also for an indoor field as well. Some groups discussed the indoor turf facilities in other communities and brainstormed how residents, stakeholders, and the District might work together to provide the same amenities in the Cary Park District community.

Indoor and Outdoor Aquatics

Stakeholders noted a need for both indoor and outdoor aquatics. While they noted that residents appreciate what the District currently provides, an indoor pool would provide more opportunities for swim programs and partnerships with area high schools. Some stakeholders suggested utilizing land at Cary-Grove Park for an indoor pool facility based on the central location, shared parking opportunities, and access to the high school.

Stakeholders not only had an interest in indoor aquatics, but also in improving the existing outdoor aquatics facility. According to some stakeholders, pool memberships are down because adjacent communities have updated their facilities which draws residents to non-District facilities. Suggested improvements included renovated family locker rooms and / or a splash pad. Some stakeholders suggested partnerships with the YMCA or other private and public organizations to implement pool improvements.

Trails and Connectivity

Stakeholder groups applauded the District for their role in expanding the trail network and would like to see this continue over the next five years. The District will need to work cooperatively with the Village, Park District, McHenry County Conservation District, and other area organizations to provide necessary trail improvements. The Village currently has bike accessibility improvements incorporated into their comprehensive plan, and residents see this form of transportation as a growing need for more than recreation. Some specific trail connections stakeholders mentioned were between the Hollows and Lions Park, Cary and the Prairie Trail, and Cary and McHenry County Community College.

Partnerships

To implement and achieve all aspirations, needs, and goals outlined by stakeholders, partnerships are necessary. Currently, there are intergovernmental agreement for before- and after-school programs, senior programs, and special events. Stakeholders noted that the District partners well with other agencies.

Additional partnerships, such as a shared maintenance facility with the Village, can provide opportunities for both agencies. Partnerships with adjacent Districts, such as Crystal Lake, can provide more program and amenity opportunities for residents. Finally, the partnership with the township, allowing township programs to piggy-back on District programs and the District to utilize township equipment would benefit area seniors. A funding partnership with the Cary Park Foundation and the School District can help to improve parks and facilities, specifically sports fields. By working together, stakeholders believe the District can become a destination for tournaments.

Staff Input

As part of the community engagement process, staff members from various District departments participated in focus groups to share their institutional knowledge and ideas for the next five years.

Existing Facility Updates

An ongoing theme in staff workshops was the need to update existing facilities within the District. Staff noted that programs and offerings could be strengthened by simply updating the facilities the District already owns and maintains. The two main facilities staff identified as high needs for updates were the Preschool and Senior Center.

Staff noted that although the Community Center has space for rental opportunities (the Oak Room) the size limits what events the District can offer. Staff also noted that the fitness center does not meet the District's needs because the size limits the amount of equipment they are able to provide. The limited amount of equipment results in wait times for users – a complaint staff has heard often.

Staff recently underwent a planning process for pre-school improvements, and this facility was still at the forefront of the discussion for existing facility upgrades. They noted that the building is beyond its useful life, and with only two classrooms the program is not able to grow as the demand grows. The program is very successful, and staff would like to expand. Not only is the facility itself in need of repairs, but the site around it is as well. Staff noted that the facility needs improved / additional parking and better access and visibility.

Finally, staff noted that the maintenance facility is at its maximum capacity and the Senior Center needs more amenities and accessibility upgrades. While staff recognized a need for improvements to the Senior Center, they all recognized that the facility is not District-owned, so investments into that facility should be evaluated carefully.

Outdoor Aquatics

Pool upgrades were a key topic in staff workshops. Staff noted that the pool dates back to the 1970s and is approaching or beyond its useful life. Upgrades or improvements to this facility are a high priority for staff. Some staff had ideas for a splash pad in addition to, or as a preliminary action plan, for a new pool facility.

Sports Fields

Staff noted that the community does not always have positive feedback on the District's baseball and softball fields and they would like to see investments in upgrading these amenities. Upgrading the fencing and backstops, fixing drainage issues, and improving the turf would make strides in field improvements throughout the parks.

Similar to comments about existing facilities, staff recognized the need to upgrade and improve existing amenities prior to building new. However, they did note the need for additional sports fields and pointed out Cary-Grove Park as an ideal location for new sports fields.

Programs and Services

While staff noted that they provide a vast array of program and service opportunities for the community, they also recognized the improvements to their service delivery and internal process is necessary over the next five years. From new finance systems to IT upgrades, improvements to internal processes could help with service delivery. Asset management tools would help both maintenance and finance staff manages park and facility upgrades and provide better data to balance facilities, sustainability, and finances.

Program staff noted improvements to branding and outreach may help engage more residents in District programs and services. Rebranding was mentioned several times in relation to both programs and the facilities themselves. It may help the District to explore what other districts do in terms of their programs and repackage, rebrand, or “borrow” concepts from other districts to give new life to their existing program offerings. Finally, staff noted the need to diversify their offerings and explore additional revenue opportunities.

New Indoor Space

While most comments focused on updating existing facilities and amenities, staff did acknowledge and discuss the need for new indoor space. The most prevalent comments related to gymnasium space. Staff noted the need for true indoor gymnasium space that could be used for camp groups and programmed for additional activities. Staff noted that residents frequently request gym space, and while they partner with the School District for gym space (for a rental fee), it would help all District programs to have their own gymnasium.

New Park Amenities

Finally, staff noted an array of new park amenities residents (or staff) have an interest in. Shelters, restroom facilities, and drinking fountains were pointed out as high need facilities / amenities, and new trails could be developed for cross-county skiing. Upgraded “21st century” playgrounds and a universally designed playground (ADA accessible) could provide more unique recreation opportunities throughout the District. Some residents have also expressed an interest in a zip line, climbing wall, community art, archery, and disc golf.

Program staff noted improvements to branding and outreach may help engage more residents in District programs and services.

Board Input

In addition to public and staff input, the Board of Commissioners also provided thoughts on the current status of the Cary Park District and ideas for the future during several workshops and review sessions in which they formulated their vision for the agency.

Outdoor Aquatics

The Board recognized that the pool facility is approaching or beyond its useful life; however, it is unlikely that funding for a new facility will be available over the next five years. The Board also thought it was interesting that according to the survey, pool participation numbers were down, yet the community supported investing in the facility. They wondered if investing in the facility would, as the survey alluded, actually increase participation. The board also discussed consideration of a splash pad as an alternative option for water based recreation opportunities.

Indoor Recreation Facility and Pool

The Board of Commissioners was not surprised to see that the community desires an indoor recreation and aquatic center; however, they acknowledged that without a referendum this action item may not be feasible in the next five years. Commissioners wondered what types of fitness facilities the community wants and how they might change the existing facility into something people will want to use. They examined the challenges of the preschool building at Lions Park and noted it trending toward the end of its useful life. The Board acknowledged that the population of the community is aging and identified a growing need for active adult and senior programming and facility space. Similarly, Commissioners

reviewed the aging infrastructure of the Park District and identified the limitations with the Kraus Senior Center to meet these needs. An indoor recreation facility that might meet several of these needs directly or indirectly was identified as a priority for the Commissioners.

Cary-Grove Park, Community Parks, Athletic Fields

Some Commissioners stressed the need to build-out Cary-Grove Park, while others noted that the community engagement results, specifically the community survey, had other items as higher priorities and may make Cary-Grove Park field development a lower priority for the next five years. As the District develops the five-year action plan, careful thought must be given to major investments in youth and adult athletic fields. Over the course of their review the Commissioners identified a priority for a major reinvestment into the Community Park system (Kaper, Lions and Cary-Grove) to improve existing field resources as well improving support facilities and features.

Trails

The input on the need and desire for trails is not surprising to the Board. They noted that trail use and need has continually grown over the recent years based on the continued build out of the community trail system. The Board would support making more trail connections throughout the community over the next five years where possible should funding become available. The Board identified interest in identifying expansion and/or connection of existing trail system projects that would be eligible for outside funding sources including grants.

Creative Implementation

The Board of Commissioners was presented with a vast amount of data at the input workshops, and Commissioners noted that this information is very helpful, but that they only have a limited amount of funds with which to maintain and enhance their existing offerings but also build new. Unless the District decides to pursue a referendum, the focus of the next five years will be to maintain the existing system and offerings. However, they also acknowledge that there are non-residents served by the Park District as well. The Board would like to explore ways to address the needs of the District residents, and some non-residents, creatively with available resources. Opportunities to accomplish this may lead to smaller projects and improvements completed in both neighborhood and community parks and the sale of land as a means to generate revenue to expand the scope of what can be accomplished.

Neighborhood Park Playgrounds

The Board was pleased to see the positive survey results indicating that neighborhood parks are important to Cary Park District residents and reflect the efforts to improve and maintain these spaces over the years. The Board identified continued dedication of resources to these spaces in order to maintain these positive features of the community.

Connect: Needs Assessment & Community Engagement Summary

The following conclusions, combined with the information gathered in the Assess Phase, directly influence the strategies developed in the next phase of the comprehensive master planning process.

Indoor Recreation Space

Input gathered during all community engagement methods suggests the community desires additional Park District indoor recreation space. Survey results indicated the largest barrier to use for residents is that the program or facility is not offered. Other reasons that limit residents from using the Park District include using facilities in other communities and that the District facilities lack the right equipment. The survey also noted that out of 15 indoor space options, the community desires an indoor walking and jogging track the most. This was followed by a leisure pool, weight room / cardiovascular equipment area, lane for lap swimming, and aerobics / fitness / dance class space.

Residents who attended the community meetings also listed indoor recreation and sports space as a high priority. It was listed as the second highest priority in the first meeting and the third highest priority in the second. The second community meeting group also included an

indoor pool as a high priority. Stakeholders identified a high need for indoor recreation space for health and wellness programming and potentially indoor synthetic turf. Indoor space was important to stakeholders, but some felt that additional community buy-in was needed prior to pursuing action items related to new facilities. Staff echoed the need for indoor space, noting the existing facilities and amenities cannot accommodate all programs. Staff specifically mentioned the need for indoor recreation space such as a gymnasium, but also noted a need for new preschool and maintenance space.

In the survey, 72% of respondents indicated they were supportive of developing new indoor program spaces and 40% indicated they were willing to fund their development with tax dollars.





Sports Fields and Youth Sports Organizations

Sports Fields improvements are a top priority for residents, based on the survey, community meetings, stakeholder interviews, and staff workshops. Survey respondents were satisfied with the overall quality of all fields except lacrosse fields. More than 50% ranked their satisfaction with lacrosse fields as either neutral or dissatisfied.

Community meeting attendees listed sports fields in their top priorities. “New fields” were listed as the third highest priority for attendees at the first meeting while “youth fields” were the top priority for attendees at the second meeting.

Much of the discussion during stakeholder interviews focused on the condition and quality of existing fields as well as the need for additional sports fields. Stakeholders noted a need for a centralized baseball complex and urged the Park District to develop a plan of action for the loss of ballfields at Maplewood School. Some strategies for fields included the purchase of Maplewood School, building out Cary-Grove, or partnering with the School District for additional fields. Residents not only advocated for improvements and additions to baseball field assets, but also discussed needs related to lacrosse, soccer, and football. With growing participation, stakeholders believe additional fields are needed and this growth may also warrant improvements in site furnishings such as benches, bleachers, and shelters at existing fields.

Staff noted that they often receive negative feedback on field conditions. They believe investing in fencing, backstops, and drainage would help to improve the playability and quality of existing fields within the District. Finally, both stakeholders and staff acknowledged that in addition to field improvements, improvements to the youth sports organizations and Park District relationships are needed. From improved communication and scheduling to fee structure and policy agreements, there was consensus among both groups that improving the relationships should be a priority over the next five years.

Aquatics Facility

Improvements to the aquatics facility were noted as a high priority by all input groups. Survey respondents indicated a desire for a lazy river, water slides, zero-depth entry, family cabanas, and interactive water spray features. Outdoor aquatics improvements were also high priorities for community meeting attendees. At the first public meeting, outdoor aquatics was listed as the top priority, while at the second meeting it was the seventh. At the first meeting, comments associated with the “Outdoor Aquatics” category included a need for expansion, a larger pool area, family bathrooms, and an updated pool with a zero-depth entry.

The survey respondents indicated a desire for a lazy river, water slides, zero-depth entry, family cabanas, and interactive water spray features.

Some stakeholders believe that pool membership and attendance is down because adjacent communities have recently updated their pool facilities and this has drawn Cary Park District residents out of the District to those facilities. Suggested improvements were family locker rooms and splash components. Pool upgrades were a key topic in staff workshops. Staff noted that the age and condition of the pool facility make it hard to maintain. Some suggested that in lieu of a new pool facility, a community splash pad could serve some of the outdoor aquatics needs for Park District residents until a new aquatics center could be constructed.

Trail and Connectivity

The community supports trails and connectivity enhancements. Community survey results indicated trails are the most needed and most important amenity to Cary Park District households. Trails were also listed as the “most supported” action item, with 80% indicating they were either “very supportive” or “somewhat supportive” of the District maintaining or upgrading existing multi-use trails. Respondents also indicated support for developing new and / or connective existing multi-use trail and 40% indicated they support using tax dollars to implement these action items. Trails were also listed in the top five priorities for community meeting attendees. Stakeholder groups acknowledged the District’s efforts in trail development and indicated

support for additional trails and connections throughout the community.

Maintain and Enhance Existing

While many community members had ideas for new facilities within the District, they also noted that maintaining the existing opportunities within the District is a high priority as well. Two of the top priorities for survey respondents were maintaining or upgrading existing small neighborhood parks and maintaining or upgrading existing large community parks. Attendees at the first community meeting included “more and / or updated parks” in their top ten priorities for the next five years. Finally, one of staff’s highest priorities over the next five years was updated existing indoor facilities,

specifically the Community Center, Preschool, Krause Senior Center and Maintenance Facility.

Programs and Services

Although most of the community engagement results focused on new facilities or amenities, the community praised the District for their existing programs and services and encouraged them to continue their efforts. Survey results indicated that program participation is high, with 34% of households participating in at least one program over the last year. Most (91%) of those that participate in programs ranked their quality as excellent or good. Priority program areas over the next five years, according to the survey are adult fitness and wellness, community-wide special events, water fitness, adult sports, youth sports, golf, age-specific special events, and youth learn-to-swim programs. Staff acknowledged that while their participation rate is high, improvements to the branding and awareness of various programs and services may help to engage more residents.

Partnerships

Partnerships are critical to enhancing existing offerings or implementing new. Less than 50% of respondents in the survey indicated they would support funding the listed improvements with tax dollars, which may indicate that the Park District would need to establish partnerships with other agencies to accomplish those action items. Partnerships were one of the top ten priorities for attendees at the second community meeting. Stakeholders spent much of their time discussing the potential partnerships within the community. They noted that the District partners well with other agencies, and that they would like to see the District explore additional opportunities with the Village, School District, and township.

03 Envision + Prioritize



Overview

This Chapter documents the Envision: Alternative Strategies and Prioritize: Preferred Strategies phases of the comprehensive master planning process.

Purpose

The Envision: Alternative Strategies Phase is the synthesis of the Assess: Inventory and Analysis Phase and Connect: Community Engagement and Needs Assessment Phase. During this phase, the project team conducted an internal charrette where a series of strategies were developed for various issues and concerns that arose during the first two phases of the process. After reviewing with staff, the alternative strategies were categorized into high, medium, and low priorities. This phase, known as Prioritize: Preferred Strategies resulted in the final strategies set forth in this chapter.

Strategies are organized into system themes. Each theme includes the background information for the theme, the needs associated with each theme, and the goals and strategies to address the needs over the next five years.

System themes are:

- People
- Enhance and Sustain
- Trends and Opportunities
- Outdoor Athletics
- Indoor Recreation

High priority strategies are strategies planned for implementation over the next five years. The timeline for their implementation is in the following chapter, Chapter 4. Low priority strategies are planned for implementation after the initial five-year implementation period.

NEEDS SUMMARY

People

Provide inclusive recreational opportunities for all residents and respond to changing demographics.

NEEDS:

- Increase and/or update active and aging adult programs including health and wellness
- Provide balanced program offerings across all age groups.
- Provide park and open space amenities geared to active and aging adults.
- Facility improvements and/or partnerships to support the above needs (i.e. Senior Center improvements)
- Expand partnerships with others to support the above needs.

Enhance and Sustain

Maintain, improve, and upgrade existing parks, facilities, and programs to address deficiencies and continue to provide quality recreation with the resources available.

NEEDS:

- Address park assets that are beyond their useful life, under-utilized, and/or in declining condition.
- Increase participation in existing programs and decrease cancellation rates.
- Improve satisfaction and quality rankings of existing programs.
- Provide improved and/or additional space for maintenance operations and storage.
- Address aging preschool facility conditions.
- Address aging outdoor aquatic offerings and consider enhancements.

Trends and Opportunities

Provide new outdoor recreation opportunities in response to recreational trends, community preferences, and changing context.

NEEDS:

- Address Community and Neighborhood Park deficiencies in the southeastern and south-central portion of the District.
- Provide new park amenities that align with current recreation trends and community preferences.
- Continue to provide additional trails and trail connectivity throughout the District.
- Provide new and/or updated programs that address unmet program needs and community preferences.
- Expand partnerships with others to support the above needs.

Outdoor Athletics

Maintain and enhance athletics program and amenities.

NEEDS:

- Renovate or enhance existing athletic fields and support amenities that are in poor or declining condition.
- Provide improved and/or additional fields and/or field availability to meet needs of various sports competing for space.
- Plan for potential loss of baseball fields from impending sale of Maplewood School property.
- Accommodate changing youth and adult sport programs interests.

Indoor Recreation

Provide expanded offerings for indoor recreation opportunities to address deficiencies and community preferences.

NEEDS:

- Provide additional indoor space for active recreation (i.e. gymnasium, court, turf, expanded fitness, health and wellness, dance).
- Provide additional indoor space for expanded or improved programs (i.e. multi-purpose, seniors, teens).
- Provide enhanced and/or additional administration space to support current and expanded recreation operations.

People

Provide inclusive recreational opportunities for all residents and respond to changing demographics.

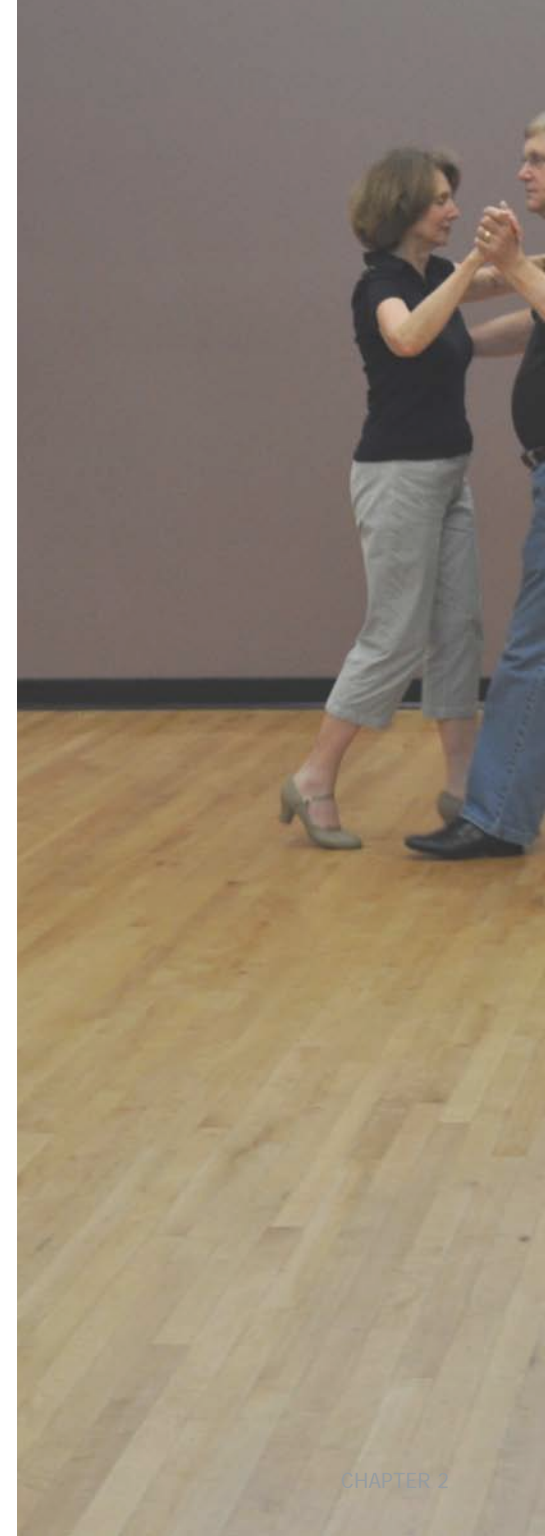
The Park District's population is aging in place. By 2020, more than 30% of the District's population will be over the age of 55. With an average household size of 2.99, families are still prevalent; however, the District is not expected to see an increase in the amount of children under the age of 18. In fact, all age groups under 24 have seen a steady decline since 2010, and this is projected to continue into 2020. The closing of two elementary schools in the area over the last few years also indicates that the younger age groups are declining. This has implications not only for the type of recreational programs the District will want to offer but also the types of park and indoor space amenities CPD will want to develop. As the population ages, the Senior Center may become a greater destination for residents; however, the center is outdated, not purpose built, and has several ADA and parking issues.

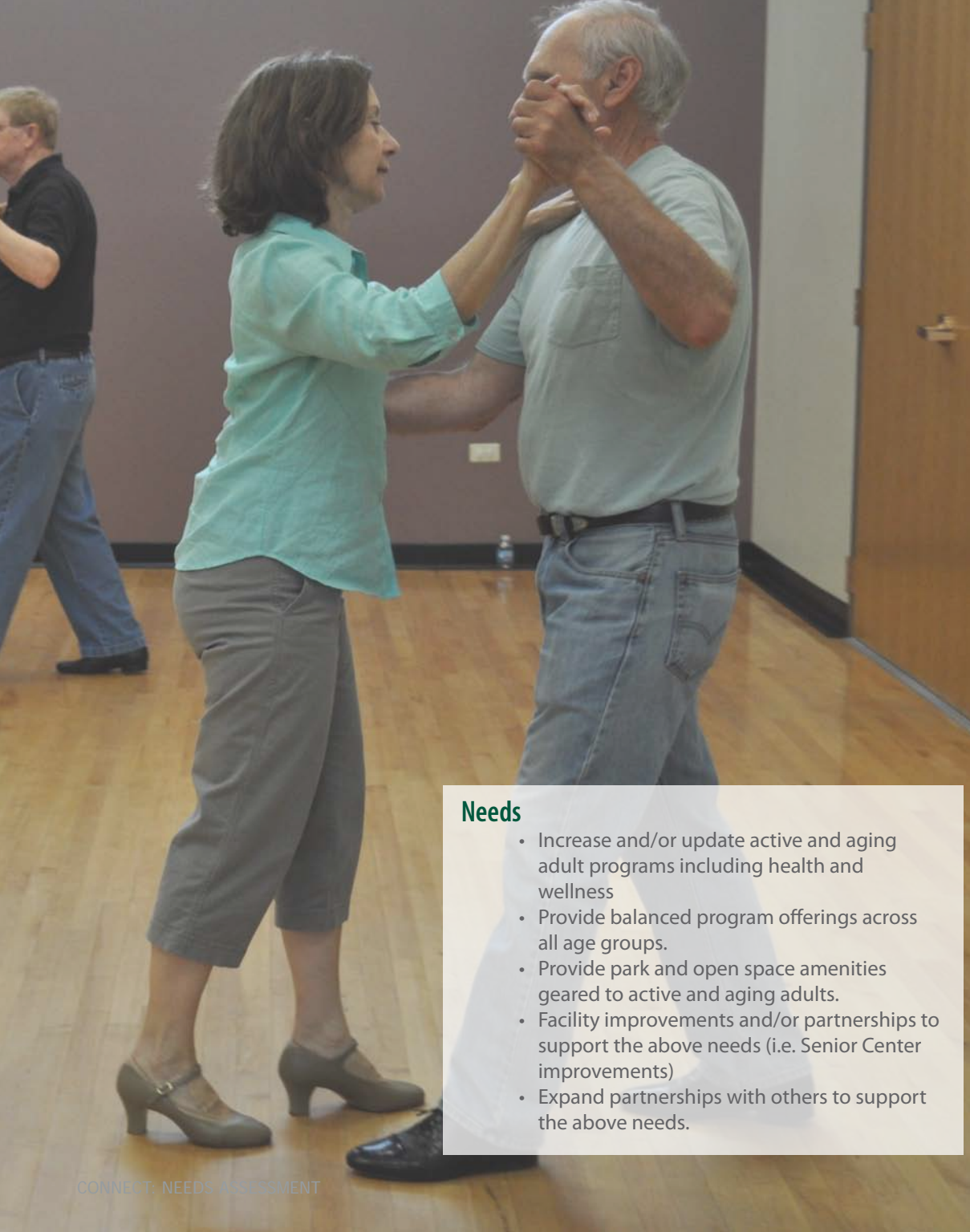
On average, most CPD programs are focused toward children 12 and under (58.1% of programs). Overall, programs for children under 18 makes up more than 75% of CPD's program offerings while programs for adults make up only 17.9% and active aging adults make up 6.5%. This distribution of programs does not accurately match the age segment distribution of the population, so additional considerations for adult and active aging adult programs are recommended. According to the recreation assessment, of the adult and active aging adult programs offered, 78.9% of the Classic Adult programs

are successful. 57.6% of the Adult programs offered are successful.

Based on the lifecycle analysis of programs, 32% (23) programs are in the decline stage. These declining programs have decreasing enrollment and increasing competition. The majority of these programs are in the swim lessons, youth athletics, and youth dance program categories. Based on the planning team's database, CPD has a higher percentage of programs in maturation and decline stages, which indicates that some programs may be targets for repositioning or deletion. This may also indicate there is insufficient indoor recreation facility space to accommodate changed or added programs. Core programs for the Cary Park District are Adult Athletics, Early Childhood, Fitness Center, Senior Programs, Summer Camps, Swim Lessons, Theatre, Youth Athletics, and Youth Dance. Over the last two years, CPD has seen the greatest increase in Day Camp, General Interest, Preschool, Early Childhood, Special Events, and ET Kidzone participation.

The community survey indicated that Adult Fitness and Wellness are the Most Needed and Most Important Programs with fifty-one percent (51%) of households indicating a need for these programs. Based on the sum of their top four choices, the parks and recreation programs most important to households include adult fitness and wellness programs (33%), community-wide special events





Needs

- Increase and/or update active and aging adult programs including health and wellness
- Provide balanced program offerings across all age groups.
- Provide park and open space amenities geared to active and aging adults.
- Facility improvements and/or partnerships to support the above needs (i.e. Senior Center improvements)
- Expand partnerships with others to support the above needs.

(27%), youth sports programs (18%), and water fitness programs (16%). Based on the recreation program priority analysis of the survey, the top priorities include adult fitness and wellness, community-wide special events, water fitness, adult sports, youth sports, golf, age-specific special events, and youth learn-to-swim programs. While adult fitness and wellness programs are a top priority, registration is declining in group exercise classes.

Program partnerships were encouraged by staff and stakeholders throughout the community engagement process. Some ideas considered were a special needs program – indoor space partnership between the NISRA and Park District and a senior program partnership between the Village, township, and Park District. A partnership with the historical society where the society could utilize park district space to facilitate programs was also encouraged by various stakeholder groups. While Cary is the main recreation provider in the area, residents also use the McHenry County Conservation District, churches, private clubs, and school district, and youth sports associations. The School District and McHenry County Conservation District can not only provide open space opportunities, but also program partnerships opportunities. Rather than trying to cover all recreational needs in-house, partnerships may help all agencies provide the highest level of service to CPD residents.

Regarding existing amenities, the District has more than 23 playgrounds. This greatly exceeds both Illinois and PRORAGIS averages. Out of the 23 playgrounds, nine are beyond their useful life or are recommended for replacement. Additional evaluation of playground distribution may indicate that in addition to or rather than investing in playgrounds, the District could invest in amenities focused toward adults and active, aging adults. Amenities that are geared towards adult populations that the District might consider, based on deficiencies compared to state and national average are trails, fishing piers, tennis courts, basketball courts, shelters, picnic amenities, and baseball / softball fields.

People: Goals and Strategies

Goal: Increase active and aging adult program offerings.

Strategies:

- Further Develop Advisory Panel: Develop a launch group or consumer advisory panel of adults and active adults that can serve as a connection to the adult community to identify how to best serve these age groups. Consider establishing Meetup (<http://www.meetup.com>) groups for this demographic.
- Increase active and aging adult programming at all District facilities during periods of underutilization or downtime.
- Improve awareness of current and added offerings.
- Include digital marketing with inclusive views and descriptions of facilities and programs.
- Cross market low participation programs with other Districts.
- Rebrand active and aging adult offerings and develop smaller “one-day” events that can be planned/facilitated by multiple staff.
- Contact other agencies to understand top successful offerings and consider adding trending active adult / senior programming such as:
 - Events – triathlon
 - Sports - Broomball, inner tube water polo, pickle ball, Wallyball, platform tennis leagues
 - Exercise - Zumba Gold, Dance Buffet, kettlebells, outdoor fitness
 - Technology - Beginner’s Guide to iPad, Social media, etc., digital photography,
 - Entertainment - Karaoke, improv, Murder Mystery dinners, speed dating, Wii for seniors
 - Art - Cooking classes, drawing / painting, jewelry making, mixed media arts, pottery, quilting
 - Professional / Other - Estate planning, self-publishing, brain fitness, voice-overs, writing your memoir, Meditation, and mindfulness
- Explore partnership with McHenry County College for shared marketing for active and aging adult programming.
- Explore partnership with local healthcare facilities to utilize space for health and wellness programs.
- Consider adding more 1 day or short term programs with smaller schedule commitments
- When considering new active and aging adult programming, look for ways to incorporate programs into parks and open spaces. Consider hosting programs in parks.

Goal: Improve physical conditions, utilization, and code issues of Senior Center to better address the needs of the active adult and senior age groups.

Strategies:

- Perform a Space Needs Assessment/Utilization Study to better define and understand existing space utilization and space needs with regard to Active and Aging Adult offerings, perhaps as part of a larger District-wide effort.
- Continue to operate Senior Center under the lease agreement with minor improvements as required to maintain existing programs and utilization while evaluating options for new space.
- Evaluate existing Senior Center for other uses to re-purpose if Senior offerings are moved to another facility.
- Following completion of Space Needs Assessment: Evaluate purchase or lease of new existing school (ex. Oak Knoll School), commercial, or other available space as defined by the assessment
- Explore partnership with Township.
- Consider if purchased or leased space can accommodate combined preschool / senior needs.
- Explore the possibility of providing senior-focused space as part of a future new multi-purpose/recreation center facility or combined facility with preschool (at Cary-Grove Park or another location).
- Explore partnership with Township and other Park Districts.

Goal: Improve existing and increase adult's health and wellness program offerings.

Strategies:

- Consider partnerships with YMCA, Holiday Inn, or others for use of the pool to increase water fitness programs.
- Explore possibilities for minor improvements to existing Community Center spaces that would increase utilization of space and/or improve the functionality of spaces for health and wellness program offerings. Examples of minor improvements include different flooring materials to achieve better utilization, adjustable lighting for mind/body/spirit programming, etc.
- Explore opportunities to provide on-site corporate wellness programming with local business.
- Establish a community fitness and wellness task force that provides input into program offerings
- Construct additional indoor fitness space as part of future new multi-purpose/recreation center facility (at Cary-Grove Park or another location TBD). Long term goal.
- Offer health and wellness programs at parks.
- Install fitness equipment in parks. Work with residents to confirm interest.

Goal: Consider additional multi-generational and age-specific special events.

Strategies:

- Define community interest and need. Determine what type of specific events the public is most interested in.
- Identify top health and wellness types of events to offer.
- Identify staffing requirements for additional events to determine the feasibility of adding new events.
- Determine possible corporate sponsors for new events.

Goal: Provide inclusive park amenities.

Strategies:

- Consider replacing a Community Park playground with universally designed playground equipment. Prioritize which playground to replace based on age, condition, and site users / programs.
- Increase outdoor recreation activities and amenities that appeal to active and aging adults. Consider fitness stations, shelters and picnic amenities, pickleball, fishing stations, nature overlooks, low-impact ropes and obstacle courses, community gardens, trails, trail support amenities, and platform tennis.

Goal: Better engage teen and young adult populations within the District.

Strategies:

- Partner with school districts and/or other partners to engage teen and young adult populations in programming (before school, after school, sports leagues).
- Establish active teen / young adult task force to develop future program, facility, and park amenity offerings.
- Consider alternative sports leagues, such as disc golf league, dodgeball, bowling, sand volleyball, baggo, flag football, kickball, or bubble soccer. Refer to Players Sport & Social Group, one of the nation's largest adult recreation sports league / social event organizers for ideas.
- Consider partnerships with MCCD to develop additional teen-focused amenities.
- Consider the implementation of adventure course amenities to attract teens / young adults. Consider bike park amenities, a skate park, in-line skating rink, adventure course, zip line, high ropes course, agility course, etc.
- Expand multi-generational events to include more teen activities (i.e. music and talent performances/competitions).
- Evaluate existing Senior Center for re-purposing as the teen center should Senior programs move to another facility.
- Consider how current technology can be incorporated into teen programs (i.e. geocaching using phones).



Enhance & Sustain

Maintain, improve, and upgrade existing parks, facilities, and programs to address deficiencies and continue to provide quality recreation with the resources available.

Based on the level of service analyses, CPD has sufficient park and open space opportunities for their population. According to national and local benchmarks, CPD has a 355.7 acres surplus of open space compared to their population and therefore acquisition may not a priority for the District. Not only do benchmarks indicate adequate acreage for the size of their population, but CPD parks are equitably distributed throughout the District. Overall, 95% of residents have access to one of CPD's many active recreation sites (Mini, Neighborhood, and Community Parks).

The McHenry County region offers a variety of parks and recreation opportunities. According to the survey, Cary is the main recreation provider in the area. Fifty-four percent (54%) of households indicated they used Cary Park District for indoor and outdoor recreation activities during the past 12 months. Other organizations used include McHenry County Conservation District (32%), churches (28%), private clubs (28%), and school district (27%), and youth sports associations (24%). This indicates that while most residents use CPD for their indoor and outdoor recreation, they do have and take full advantage of the multiple options available. The School District and McHenry County Conservation District also provide open space opportunities. The School District provides similar amenities – playgrounds, fields, and courts – while MCCC provides more passive recreational opportunities such as

trails. Rather than trying to cover all recreational needs themselves, partnerships may help all agencies provide the highest level of service to CPD residents.

According to the amenity development history provided by the District, two picnic shelters, nine playgrounds, two basketball courts, four baseball fields, and two tennis courts are beyond their useful life. Before considering the construction of new amenities at existing or future sites, investment in existing assets is necessary to bring them up to current standards. Staff noted the need to improve tennis and basketball courts, baseball fields, parking, and turf fields. Other improvements to existing parks noted by Stakeholders were the restrooms at Lions Park, increased parking at the Hoffman Park Dog Park, Timbertown renovation / removal / replacement, and general Candlewood Park (neighborhood park) improvements.

According to the community survey, most residents support maintaining and upgrading existing assets. 80% support maintaining / upgrading existing trails, 76% support maintaining / upgrading existing small neighborhood parks, and 73% support maintaining / upgrading existing large community parks. Residents, especially those over the age of 55, are willing to fund maintaining and upgrading assets with their tax dollars. Once amenities are brought up to current standards, additional amenities to address system-wide deficiencies should be considered.

In order to continue maintaining the quality of parks and recreation facilities, additional maintenance space should be considered. Compared to districts of similar size, CPD's maintenance facility is undersized. Not only could additional maintenance space (indoor and outdoor) improve operations, but Staff also noted the implementation of asset management tools would help maintenance efforts. Stakeholders also mentioned improvements to maintenance efforts and suggested improved maintenance schedules and funding efforts.

Cary's program participation (34%) is identical to the national average (34%) but lower than the state average (41%). Those that do participate rate the programs

improvements are also necessary. The preschool building is beyond its useful life according to observations from the inventory and analysis phase and needs to be improved to current standards for preschool programming to continue. Preschool / Early Childhood programming is a core program according to the recreation assessment and is very successful according to staff, but with only two classrooms available, there is no room to grow. Additional / upgraded space and parking improvements are also a priority according to recreation staff. Stakeholder groups also noted the need for preschool facility improvements.

Needs

- Address park assets that are beyond their useful

Not only are improvements to parks and programs needed to continue offering the same quality of service to CPD residents, but facility maintenance and improvements are also necessary.

as excellent or good. This information is positive, but improvements are still needed to increase participation and decrease cancellation rates. According to the survey, the greatest barrier to participation is that the program or facility is not offered (34%). This may be impacted heavily by the lack of indoor space appropriate for some programs, but until additional indoor space can be developed, CPD should make efforts to mitigate this barrier. Cancellation rates for programs are also much higher than other agencies in the planning team's database. Even CPD's most successful program category has a cancellation rate of the recommended 20%. Efforts should be made to achieve a cancellation rate of less than 20% for each category. Improvements to the brand of existing programs may help increase participation according to recreation staff.

Not only are improvements to parks and programs needed to continue offering the same quality of service to CPD residents, but facility maintenance and

life, under-utilized, and/or in declining condition.

- Increase participation in existing programs and decrease cancellation rates.
- Improve satisfaction and quality rankings of existing programs.
- Provide improved and/or additional space for maintenance operations and storage.
- Address aging preschool facility conditions.
- Address aging outdoor aquatic offerings and consider enhancements.

Enhance & Sustain: Goals and Strategies

Goal: Maintain / upgrade existing natural areas and continue leading the community in efforts to maintain and preserve the open space, natural and historical heritage, and “rural-suburban” character of the communities.

Strategies:

- Develop natural areas management plan.
- Increase existing volunteer program.
- Provide increased public access, education, and programming in natural areas to encourage use.
- Focus on trails and connectivity
- Coordinate with Illinois Nature Preserve requirements for planning additional trails and amenities at Sands Main Street Prairie.
- Explore partnership opportunities with MCCD for natural area management and programming.

Goal: Maintain / update Community Parks.

Strategies:

- Develop Master Plans for each park as each one is scheduled for improvements including (below based on Park Board input):
 - replacement of aging amenities
 - accessibility improvements in accordance with accessibility audit
 - addition of amenities to address key deficiencies (i.e. trails, fitness, fishing, picnicking)
 - removing, updating, or re-purposing under-utilized space and amenities
- Develop or update the Capital Replacement Plan to address replacement of aging amenities including pavement and infrastructure. Partner with Village and/or others for pavement replacement program.
- Improve Community Park athletic fields including (below based on Park Board input):
 - focus on fields that are multi-purpose rather than single use and fields/open space that is under-utilized
 - new fields are higher priority before re-doing existing fields with major upgrades such as synthetic turf
 - include synthetic turf fields in field development planning
 - ability to increase adult athletic program offerings
 - evaluate developing Cary-Grove, Lions, and Kaper Parks each with a specific sports focus (i.e. Lions baseball/ softball, Cary-Grove soccer/lacrosse)
- Further evaluate and confirm Community Park redevelopment/development priorities based on the following preliminary priorities (below based on Park Board input):
 - Kaper Park
 - Cary-Grove Park
 - Lions Park

Goal: Maintain / update Kaper Park.

Strategies:

- Develop transition plan to address changing park, open space, and amenity needs including:
 - evaluate Timber Town Playground for replacement with community scale playground and/or provide other support amenities within Kaper Park (i.e. restrooms)
 - community engagement process to define community needs / preferences
- Provide additional amenities (based on deficiencies).

Goal: Maintain / update Cary-Grove Park.

Strategies:

- Update master plan for changing athletic field priorities and community context including:
 - community engagement process to define community needs / preferences
 - Village annexation planning
 - replace one (or both) of the existing natural turf soccer fields with synthetic turf.
 - consider sports lighting.
 - evaluate the potential for an indoor rec center/aquatic facility at this site.
 - coordinate planning with the Village of Cary 2014 Comprehensive Master Plan objectives.
- Explore partnership opportunities for implementing further development of the park.

Goal: Maintain / update Lions Park.

Strategies:

- Develop master plan for park improvements and replacements including:
 - community engagement process to define community needs / preferences
 - evaluate converting baseball infields and soccer fields to synthetic turf
 - evaluate addition of sports lighting
 - replacement and upgrading amenities to current standards (useful life and accessibility)
 - resolve use conflicts and visibility issues on north side of park and improve utilization
 - future relocation of the preschool facility and re-purposing that space
 - adding new amenities based on deficiencies
 - trail connectivity to the Hollows, south side of the site, and Jaycees Park
 - minor renovations/upgrades to restroom/concessions building to improve accessibility, functionality, and architectural appeal
- Develop phasing plan for implementation.

Goal: Maintain / update Cary-Veterans Park.

Strategies:

- Maintain as is with the removal of tennis courts until funding is available for further park improvements.
- When funding becomes available, develop master plan in coordination with Village TIF district opportunities for park improvements and replacements including:
 - community engagement process to define community needs / preferences
 - added amenities to address key deficiencies and community preferences, consider:
 - fishing
 - shelter
 - picnic amenities
 - playground
 - fitness equipment
 - trails
 - improved connections to downtown and within the park

Goal: Maintain / update Jaycees Park.

Strategies:

- Implement general maintenance of existing amenities, including:
 - assess asphalt path for resurfacing / replacement needs
 - improve fishing stations and accessibility
 - improve vegetation and paving around the shelter
 - replace fishing pier
 - expanded electrical services
- Facilitate community engagement process to define community needs / preferences for further park improvements. Consider additional amenities based on deficiencies including:
 - additional shelter
 - additional fishing piers
 - fitness equipment
 - other opportunities

Goal: Maintain / update Hoffman Park.

Strategies:

- When funding becomes available, develop master plan to determine appropriate recreation amenities as previously considered in the land-use planning.
 - community engagement process to define community needs / preferences
 - trail development and connectivity to Route 31 and future Meyer Property improvements
 - consider additional athletic fields
 - consider indoor recreation center location
- Re-evaluate market at a later date for the potential sale of the frontage along Route 31 or partnership for development to assist with funding for capital projects.

Goal: Maintain / update Sands Main Street Prairie.

Strategies:

- Consider amenities and improvements on the five acres available outside of the nature preserve limits to increase utilization, recreation, and event opportunities. Consider:
- Picnic Shelter(s) and Amenities
- Prairie House improvements for educational / history programs

Goal: Maintain / update Mini and Neighborhood Parks.

Strategies:

- Continue current planning and replacement practices. Update capital improvement plan to prioritize upgrading, renovating, or replacing amenities beyond their useful life.
- As parks are developed or upgraded, consider expanding outdoor recreation activities and amenities that appeal to multiple age groups, include active and aging adults. Consider fitness stations, shelters, picnic amenities, pickleball, fishing stations, nature overlooks, low-impact ropes and obstacle courses, community gardens, trails, trail support amenities, and platform tennis where appropriate.
- Consider replacing outdated playgrounds / playgrounds that are beyond their useful life with more passive amenities that may appeal to active and aging adults including the following playgrounds:
 - Knotty Pines Park
 - Fox Trails Plus Ten Playground

Goal: Address preschool facility condition and space deficiencies.

Strategies:

- Evaluate the market to determine projected program needs.
- Based on market evaluation, purchase / lease available school, commercial, or retail facility space to move preschool programming out of existing facility until funding becomes available for new facility.
- Explore the possibility of providing new preschool space as part of future combined Senior Center/Preschool at Lions Park or new multi-purpose recreation center at Cary-Grove Park or Hoffman Park.

Goal: Address aging pool facility and expanded community interests.

Strategies

- Conduct a Feasibility Study and Needs Assessment to evaluate options and costs for a replacement outdoor aquatic facility, allowing the District to quantify and plan for future potential capital expenditures in this area.
- Make necessary repairs to address issues identified in Stantec evaluation and continue operating the current facility until funds are available for a new facility.
- When funds become available, decommission existing pool and develop a new outdoor aquatic facility at another site based on Feasibility Study results.
- Explore partnerships for implementation.

Goal: Improve maintenance space for District operations.

Strategies:

- Construct covered exterior storage at existing maintenance facility site
- When funding becomes available and preschool program is relocated, plan for expansion in location of existing preschool.

Goal: Improve program quality and participation ratings and decrease cancellation rates.

Strategies:

- Establish formal measurement of satisfaction and review annually.
- Develop best practice approaches to the recreation program process, including additional use of standards, identification of customer requirements, performance measures, and cost recovery calculations by core program area.
- The age segment analysis showed that 57% of programs are offered for youth 12 and under and 43% for all other age groups. As the community ages, this percentage ratio should be tracked on an annual basis to ensure there are a sufficient number of programs offered for adults, active adults, and seniors.
- Continue monitoring the lifecycle of programs. The current distribution is 38% introductory and growth in programs and 62% mature and decline. Benchmark percentage is 45% Introductory and growth and 55% mature and decline stages. This can be done on an annual basis.
- Align program offerings with the top eight core programs (adult fitness and wellness, special events, water fitness / adult sports, youth sports, golf programs, age-specific special events, youth learn-to-swim).
- Align program offerings with unmet community needs. Develop a process to strengthen recreation program delivery as a follow up to the Community Survey results. Program priorities include the following programs:
- Adult fitness and wellness, special events, water fitness, adult and youth sports, golf programs, age and age specific special events.
- Consider rebranding and repositioning programs as needed.
- Review and consider repositioning or retrenchment of program in the decline phase. Thirty-two percent of programs are in the decline phase.
- Track customer retention and try to build customer loyalty through a formalized customer loyalty program.
- Develop a trends process for the recreation and facilities staff to identify upcoming trends and positioning future programs. This can include a similar provider review that consists of doing a comparison with other providers in the marketplace, such as preschool programs. The review can include an assessment of pricing, program quality, teacher certification requirements, etc. and a comparison with Cary Park District programs.
- Evaluate “contracted” programs” to determine how to improve marketing, participation, and tracking performance.
- Improve alignment of cancellation periods with registration periods.
- Combine events with use of the downtown in coordination with the Village, Chamber of Commerce, and others (i.e. art fair).



CARY
Veterans Park



A group of approximately 15 children are posed on a stage, wearing various costumes. Some are in medieval-style dresses, one is in a red and white jester or clown costume with a tall hat, and others are in more casual or modern costumes. They are all smiling and looking towards the camera. The background is dark, and a microphone stand is visible on the right side of the stage.

Trends & Opportunities

Provide new outdoor recreation opportunities in response to recreational trends, community preferences, and changing context.

While the population analysis revealed that 95% of residents have access to an active recreation amenity, there are still needs for Mini and/or Neighborhood Park access in Planning Areas A, G, and H. There is also a need for the District to address the lack of Community Park amenities in Planning Areas G and H. Only 79% of residents have access to a Community Park within a 1.0-mile drive, with the majority of the deficiencies lying on the eastern / southeastern side of the District. Conservation District land does provide large expanses of open space and outdoor recreation opportunities in the unserved portions of Planning Areas E, F and some of G, but needs exist for residents in the southern portion of Planning Area G and all of Planning Area H. As opportunities for re-development, partnerships, and/or acquisition arise, the District may want to strongly consider them.

According to state and national benchmarks, CPD is deficient in various amenities and may look to develop and/or replace high priority items such as baseball fields, basketball courts, volleyball courts, softball fields, soccer, lacrosse, and rugby fields, and picnic amenities such as shelters and horseshoe pits. The survey reported 32% of respondents support maintaining / upgrading existing small neighborhood parks. Stakeholders identified the desire for a splash pad. As parks are renovated and upgraded, these amenities are important considerations.

In addition to park amenity opportunities, the District faces a growing desire to not only maintain existing trails but to also expand upon the trail system. According to the survey, residents support maintaining and improving trails. Eighty percent (80%) of households who had an opinion were either “very supportive” or “somewhat supportive” of Cary Park District maintaining or upgrading existing multi-use trails. Survey respondents also indicated that trails are the most needed and most important amenity. Eighty-three percent (83%) of households indicated the need for walking and biking trails and 48% indicated these amenities were most important to their household. In addition to walking and biking trails, respondents indicated a need for nature trails. Nature trails were also most important to 29% of households.

According to residents at the community meetings, Trails were one of the top five priorities for development. At both community meetings, they were the fourth highest priority for participants. Stakeholders also noted that while the District is doing a good job with current trails, more walking, and biking paths are encouraged. Stakeholders requested specific trail connections such as the Prairie Trail, MCC, and adjacent communities. Other connections mentioned were between parks and conservation district land. The community survey indicates that 40% of residents would support developing new and / or connecting existing trails and 34% support maintaining / upgrading

can be developed, CPD should make efforts to provide programs residents are likely to participate in. According to the survey, programs with unmet needs range from martial arts programs to special needs programs to computer programs. Staff noted that incorporating programs into parks could also increase participation and access to parks.

Program partnerships were also encouraged by staff and stakeholders throughout the community engagement process. Some ideas considered were an indoor space partnership between the NISRA and Park District and a senior program partnership between the Village, township, and Park District.

Needs

- Address Community and Neighborhood Park deficiencies in the southeastern and south-central portion of the District.
- Provide new park amenities that align with current recreation trends and community preferences.
- Continue to provide additional trails and trail connectivity throughout the District.
- Provide new and/or updated programs that address unmet program needs and community preferences.
- Expand partnerships with others to support the above needs

Unmet needs exist in 20 of 23 programs according to the community survey results. Many of these programs align with the sports and leisure market potential report that indicates the top ten programs.

existing multi-use trails. Some trail development may be dependent upon partnerships between other agencies and the Cary Park District. Not all trails are managed by CPD, nor are they all managed by another agency. In order to continue to develop a comprehensive, connected trail network for residents, CPD will need to work with municipalities, MCCD, the school district, and the county.

Unmet needs exist in 20 of 23 programs according to the community survey results. Many of these programs align with the sports and leisure market potential report that indicates the top ten programs CPD residents are most likely to participate in are boating, skiing, ice skating, jogging / running, yoga, aerobics, bicycling, weight lifting, Pilates, and tennis. Many of these programs do require additional indoor space, but until additional space

A partnership with the historical society where the society could utilize park district space to facilitate programs was also encouraged by various stakeholder groups.

With regards to increasing program opportunities, Staff indicated that while they don't currently provide large-scale banquet services at the golf course, with improvements they could expand offerings. The operations have been self-supporting, but increases to net operating income are desirable. Additional programming and banquets at the course could increase revenue opportunities and participation of the course.

Trends & Opportunities: Goals and Strategies

Goal: Provide an equitable distribution of Community and Neighborhood Park open space with improved recreation access and / or amenities to underserved areas of the District (Planning Areas A, G, and H)

Strategies:

- Conduct community outreach to determine specific Neighborhood or Community Park needs in each of the priority planning areas.
- Expand recreation opportunities and amenities at existing parks in the priority planning areas.
- Evaluate opportunities to purchase or trade land with School, Village or MCCD for a Neighborhood Park in Planning Area G or H.

Goal: Alleviate park amenity deficiencies, provide new amenities that address current trends, and provide an equitable balance of amenities throughout the District.

Strategies:

- Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development.
- Prioritize upgrading, renovating, or replacing amenities beyond their useful life.
- When renovating Community Parks, consider constructing new amenities:
 - Basketball Court(s)
 - Shelter(s) (at Kaper Park and Sands Main Street Prairie)
 - Picnic Amenities (horseshoes, baggo, bocce, etc.)
 - Volleyball Court(s)
 - Baseball Field(s)
 - Fishing Station(s) (at Greenfields Park) / Pier(s)
 - Splash Pad (consider Cary-Grove and Kaper Parks)
 - Disc Golf
 - Pickle-ball
 - Tennis courts
- Partner with MCCD, School Districts, Village, and Neighboring Districts to develop amenities for new and / or trending recreational opportunities and river access.
- Work with the Village to evaluate future recreation opportunities that can be provided on the Meyer property when mining operations are discontinued.

Goal: Provide additional trails and connections.

Strategies:

- Partner with the Village, MCCD, and others to complete gap analysis and trail master plan, and to implement regional trail connections and water trails including:
 - extension along Cary-Algonquin Road
 - Hoffman Park, Meyer Property, and Route 31 connectivity
 - Connectivity to Prairie Trail in Crystal Lake
 - Village of Cary High Priority Trail Connections, including the multi-use trail along the Union Pacific / US Route 14 corridor; an on-street bike route connecting to a trailhead at Hoffman Park; and a multi-use trail along the Three Oaks Road corridor connecting to a multi-use trail along IL Route 31.
- Coordinate with MCCD to develop trail connections between Lions Park and the Hollows, and Foxford Golf Course and Fel-Pro.
- Continue developing internal trail / pathway networks within Neighborhood and Community Parks
- Provide trail support amenities throughout the existing trail system including seating, shade, signage and trail markers, bike stations and racks, drinking fountain with dog bowls.
- Develop a marketing campaign for trail awareness and events on trails.

Goal: Expand revenue opportunities and utilization at existing and new facilities including Foxford Golf Course.

Strategies:

- Utilize Golf Course clubhouse and site for off-season programming.
- Expand Golf Course clubhouse to accommodate larger rental or outing groups and increase revenue opportunities.
- Provide minor enhancements at secondary facilities (i.e. flooring and lighting) and parks to expand programming (i.e. Jaycee shelter, Lions band shell, Hoffman dog park building)
- Incorporate banquet and rental/event spaces into new multi-purpose/recreation center facility.
- Improve Sands Main Street Prairie house and grounds including passive recreation amenities (shelter, trails, seating areas, gardens) to provide additional rental and event opportunities.

Outdoor Athletics

Maintain and enhance athletics amenities to support athletics programs.

According to the amenity development history provided by the District, four baseball fields are beyond their useful life. Of the fields and support amenities, the District does manage, some are in poor condition or declining. Results from both the inventory and analysis observations and community engagement input indicate improvements to fields is a desired objective over the next five years.

The potential for additional field development is present at Cary-Grove, Kaper, and Hoffman Parks. Based on the community survey results, the District has room to improve good and excellent ratings for all fields – baseball, softball, soccer, football, and lacrosse. Staff echoed these results, noting that they have received negative feedback on the condition of softball fields and other sports fields. Many of the fields the District owns are not only beyond their useful life, but some were not originally designed to be sports fields. Drainage issues, aging backstops, and deteriorating turf and courts need to be addressed in the coming years according to staff. Stakeholders indicated additional parking is needed for all parks with fields, scoreboards and lighting are desired, and restrooms and concessions would improve visitor experiences.

Not only are baseball and softball field improvements a priority for staff and stakeholders, but so are soccer and lacrosse field improvements. According to stakeholders, U-9 and U-15 lacrosse organizations have seen a 25%

increase in participation and are having difficulty accommodating the growing program with limited fields or field time available. Many are in detention areas and are not always available (dry) for use. Soccer groups indicated that with the number of fields, field rotation is limited. While the community survey indicated soccer fields have high satisfaction rankings than other fields, the lack of rotation impacts turf condition and can decrease the quality. Staff echoed the need for more available field time to accommodate programs and users. All organizations noted that on-site storage for fields and rental gear is desired.

With the impending sale of the Maplewood School property, the District should consider how that may impact baseball / softball offerings. If the site is sold and developed, the community would lose six baseball fields. Stakeholders noted many community members prefer this site for baseball / softball programming because it is a consolidated, central location. Some stakeholders indicated they would encourage the District to consider purchasing the property to maintain fields and building use.





School District stakeholders noted that they are open to partnerships with the Park District for stadium and turf field use, and residents echoed these ideas as well. Stakeholders encouraged partnerships between public agencies as opposed to public-private partnerships and believe a focused effort on partnerships could accomplish many of the goals, needs, and desires residents have.

Finally, with improvements to existing facilities, the District would be able to also make improvements to the youth sports programs themselves. According to stakeholders, while relationships with CYSOs are positive, improvements could also be made. Most recommendations centered on funding and development efforts, but improvements to communication, scheduling and maintenance are also needed. According to the community survey, youth sports programs are one of the 20 programs that have room to grow, and with 18% indicating these programs are most important (third most important program), this program area should be an important priority over the next five years. Youth sports programs are most important for households with youth under the age of 10.

Needs

- Renovate or enhance existing athletic fields and support amenities that are in poor or declining condition.
- Provide improved and/or additional fields and/or field availability to meet needs of various sports competing for space.
- Plan for potential loss of baseball/softball fields from impending sale of Maplewood School property.
- Accommodate changing youth and adult sport programs interests.

Outdoor Athletics: Goals and Strategies

Goal: Enhance youth and adults sports programs and amenities (fields, etc).

Strategies:

- Collaborate with Colleague Youth Sports Organizations (CYSO) to align program offerings with unmet community needs.
- Explore partnerships for use and development of fields and expansion of programs at other sites (i.e. schools, MCCD).
- Consider improvements to existing fields throughout District for improved playability and utilization, with Lions Park field improvements as a priority. Improvements include, but are not limited to:
 - Drainage improvements
 - Turf Restoration
 - Synthetic Turf
 - Backstop / dugout / support amenity replacement
- Consider accessibility, visitor experience, and comfort improvements. Improvements could include:
 - Seating (bleachers, tables, benches, movable seating)
 - Shade (vegetation, shade structures)
 - ADA accessibility improvements (accessible routes)
 - Drinking fountains
 - Restrooms / Concessions

Goal: Plan for the changing needs of baseball and softball facilities and interests within the District.

Strategies:

- Provide leadership role and coordination with CYSOs.
- Define current and projected needs with the potential loss of Maplewood School fields.
- Based on defined needs:
 - Re-master plan Cary-Grove Park to accommodate additional fields. Construct fields as funds become available.
 - Redevelop Lion's Park as funds become available to provide synthetic turf and sports lighting on baseball fields and/or soccer fields to increase utilization of those fields.
 - Explore partnerships with others (School District, adjacent park districts) to provide additional fields and/or access to fields as needed and to implement improvements at Cary-Grove Park.

Goal: Increase availability of athletic fields and offerings throughout Community Parks including field space for pick-up games and residents not participating in youth sports organizations.

Strategies:

- Conduct field assessment and youth / adult sports projections to understand future needs of the community.
 - Improve / enforce use policies and procedures for fields.
 - Evaluate field allocations and consider reallocated existing field space.
 - Consider repurposing existing field space and replace with another field type, based on field assessment and projections (i.e. Candlewood Park field).
- Establish partnerships with School District or adjacent park districts for athletic field use.
- Explore sport related grant and sponsorship opportunities to assist with funding for field improvements/additions.
- As funds become available, implement Cary-Grove and Lions Park field improvements/additions in accordance with field assessment results and each Park's Master Plan strategies including:
 - Develop synthetic turf field(s) at Cary-Grove and/or Lions Park including dedicated football/lacrosse field(s)
 - Consider improvements at Cary-Grove Park focusing on soccer and Lions Park focusing on baseball/softball but allowing for multi-purpose use to accommodate other sports including rugby, lacrosse, and football.

Indoor Recreation

Provide expanded offerings for indoor recreation opportunities to address deficiencies and community preferences.

Based on the inventory and analysis, most districts of CPD's size have at least two recreation centers and one fitness center. CPD has one recreation center that's approximately 19,500 square feet with a fitness center that is approximate 4,350 square feet. Compared to other Midwest agencies of similar size (15,000-25,000 residents), CPD's indoor facilities are smaller than the median for both facilities. Compared to the Chicagoland benchmark of two square feet per person, CPD has a deficiency of 11,426.5 square feet of indoor recreation space and 10,725.5 of indoor aquatics. In terms of building program, the community center has space dedicated to banquets / community space, classrooms, fitness / weight room, indoor activity courts, and dance. Spaces the District does not currently own or operate include a gymnasium, indoor turf, and aquatics. Of the spaces the District does offer, many are similar in size and quality

In terms of indoor programming, the community survey indicated that the greatest barrier to overall program participation was that the program or facility is not offered. The community survey also indicated that Adult Fitness and Wellness are the Most Needed and Most Important Programs. Fifty-one percent (51%) of households indicated they have a need for adult fitness and wellness programs. Water fitness was also considered a top program need (29% indicated need).

Based on the sum of their top four choices, the parks and recreation programs that are most important to households include adult fitness and wellness programs (33%), community-wide special events (27%), youth sports programs (18%), and water fitness programs (16%). The lifecycle and core program analysis revealed that CPD has a disproportionate number of programs in maturation and decline phases which may indicate that there is insufficient indoor space for these programs. The age segment distribution also indicated a need for additional adult and active, aging adult programs, but the implementation of these programs is limited by the size, quantity, and quality of indoor spaces available.

New indoor space was not only a priority in the community survey but at both community meetings. An indoor sports facility was the second highest priority for residents at the first community meeting and the third highest priority for residents at the second. Stakeholders and staff also indicated a need for indoor space including a climbing wall, indoor pool, gymnasium, and larger fitness / program space. Stakeholders discussed the idea of partnering with the YMCA or other agency to aid in maintenance, revenue, and support. They did, however, recognize that partnerships for indoor space can also cause conflicts with scheduling and operations. Indoor pool and associated programming were also considered a high priority according to the community survey, community meetings, staff and board workshops, and stakeholder interviews. Implementation of additional indoor space that includes aquatics would provide the opportunity to expand existing programs, add new programs, and provide additional recreation opportunities year-round.

Water fitness was considered a top program need and priority (based on importance). Water-related programming is limited to summer months, but could be expanded to year-round, if indoor aquatics are made available. According to the survey, unmet needs exist for an indoor competitive pool (listed in top ten unmet needs).

While many current facilities are well-maintained and in good condition, in order to serve the District's changing population and program needs, additional indoor facilities may be a need in the next five to ten years.

Needs

- Provide additional indoor space for active recreation (i.e. gymnasium, court, turf, expanded fitness, health and wellness, dance).
- Provide additional indoor space for expanded or improved programs (i.e. multi-purpose, seniors, teens).
- Provide enhanced and/or additional administration space to support current and expanded recreation operations.
- Consider partnerships for providing indoor aquatic offerings.

Indoor Recreation: Goals and Strategies

Goal: Provide enhanced and added indoor active recreation and program offerings.

Strategies:

- Conduct Space Needs Assessment/Utilization Study to better define and understand existing space utilization and space needs with regard to indoor active recreation and program offerings.
- Determine specific indoor spaces needed. Consider aquatics, gymnasium, fitness, group exercise, turf, multi-purpose, banquet / rental/event space, etc.
- Partner with Schools and/or other park districts to provide additional access to indoor recreation.
- Purchase / lease available school, commercial, industrial, or other space to provide additional recreation space until funds become available for a new recreation center.
- Explore the opportunity to purchase Village Administration Building if the Village looks to re-locate their administration operations.
- As funds become available, renovate and/or expand the existing Community Center for additional administration space.
- As funds become available, construct a new multi-purpose/recreation center.
- Consider Cary-Grove and Hoffman Park for location.
- Explore partnership opportunity with Crystal Lake Park District to develop a facility for residents of both districts.

Goal: Provide additional fitness offerings.

Strategies:

- Enhance existing spaces within Community Center to allow for more fitness-specific uses (i.e. flooring, lighting).
- Include fitness space as part of exploring opportunities to purchase/lease available school, commercial, or industrial space for providing more recreation space.
- Implement outdoor fitness equipment within park spaces in accordance with resident interests and explore opportunities to host fitness programming in parks.
- As funds become available for a new multi-purpose/recreation center, include additional indoor fitness space.

04 Plan

ACTION
PLAN

Overview

The Action Plan Chapter outlines the proposed tasks and projects for Cary Park District over the next five years. For detailed information regarding the sites listed in the action plan, refer to Chapter 3.

Purpose

This chapter outlines the guide for implementing the strategies in Chapter 3, Envision + Prioritize: Alternative and Preferred Strategies. This guide is organized as follows:

- At-a-Glance Action Plan timeline
- Detailed Implementation Guide, organized chronologically from 2016-2021
- Other Initiatives 2021-2025
- Ongoing Initiatives





	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
2016-2017	<div>Programs & Operations</div> <div>Finance</div> <div>Facilities</div>	<div>Community Parks</div> <div>Neighborhood Parks</div> <div>Trails and Open Space</div>		Partnerships/Awareness - Explore & Increase		
				Community Engagement - Conduct for Specific Program Areas		
				Athletic Field Assessment - Conduct Market Analysis		
				Disc Golf Course - Design		
				Cary Veterans Park Tennis Courts - Obtain Permits		
				Cary-Grove Park - Update Master Plan		
	Jamesway Park Playground Replacement - Bid			Jamesway Park Playground Replacement - Construct		
2017-2018	Additional Recreational Program Offerings - Implement			Additional Recreational Program Offerings - Implement		
	Funding Source for Kaper and Lions Park Improvements - Identify & Implement			Funding Source for Kaper and Lions Park Improvements - Identify & Implement		
	Cary-Grove Park - Annex			Cary-Grove Park - Annex		
	Kaper Park (Timbertown) & Lions Park - Master/Improvements Plan			Kaper Park (Timbertown) & Lions Park - Master/Improvements Plan & Design/Engineer		
	Disc Golf Course - Construct			Disc Golf Course - Construct		
				Multi-use Trail Plan/Grant Cycle - Update & Apply		
			Sands Main Street Prairie - Identify Enhancement/Strategic Plan			
2018-2019	Special Event New Offerings - Implement			Special Event New Offerings - Implements		
	Indoor Recreation Center - Develop Program/Market Analysis & Schematic Design			Indoor Recreation Center - Schematic Design/Engineer		
	Kaper Park (Timbertown) & Lions Park Improvement Projects - Construct			Kaper Park (Timbertown) & Lions Park Improvement Projects - Construct		
	Disc Golf Course - Complete Construction					
	Hampton Park Playground Replacement - Bid			Hampton Park Playground Replacement - Construct		
	Multi-use Trail Plan/Grant Cycle - Update & Apply					
	Sands Main Street Prairie Strategic Plan - Conduct & Finalize			Sands Main Street Prairie Strategic Plan - Conduct & Finalize		
2019-2020	50th Anniversary Celebration - Plan			50th Anniversary Celebration - Plan		
	Funding Source for Indoor Recreation Center - Identify & Implement			Funding Source for Indoor Recreation Center - Identify & Implement		
	Indoor Recreation Center - Bid			Indoor Recreation Center - Bid		
	Aquatic Facility (New) &/or Community Pool (Renovation) - Exploration of Options			Aquatic Facility (New) &/or Community Pool (Renovation) - Exploration of Options		
				Brittany Park Playground Replacement - Design & Engineer		
			Multi-Use Trail Plan/Grant Cycle - Updates & Apply			
2020-2021	50th Anniversary Celebration - Implement			50th Anniversary Celebration - Implement		
	Indoor Recreation Center - Construct			Indoor Recreation Center - Construct		
				Cary Veterans Park Improvements - Master Plan		
	Fox Trails Playground Replacement - Bid			Fox Trails Playground Replacement - Construct		
	Brittany Park Playground Replacement - Bid			Brittany Park Playground Replacement - Construct		
	Multi-Use Trail Plan/Grant Cycle - Updates & Apply					

	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
2016-2017	Partnerships/Awareness - Explore & Increase			Partnerships/Awareness - Explore & Increase		
	Community Engagement - Conduct for Specific Program Areas			Community Engagement - Conduct for Specific Program Areas		
				Capital Replacement / Improvement Plan - Update		
	Disc Golf Course - Design & Bid			Disc Golf Course - Bid & Construct		
	Cary Veterans Park Tennis Courts - Demo/Removal			Kaper Park (Timbertown) & Lions Park - Master/Improvements Plan		
	Cary-Grove Park - Update Master Plan			Cary-Grove Park - Update Master Plan		
2017-2018	Special Event Offerings - Evaluate Expanding			Special Event Offerings - Evaluate Expanding		
				Indoor Recreation Center - Develop Program/Market Analysis		
	Cary-Grove Park - Annex			Cary-Grove Park - Annex		
	Kaper Park (Timbertown) & Lions Park - Design/Engineer & Bid			Kaper Park (Timbertown) & Lions Park - Bid & Construct		
	Disc Golf Course - Construct			Disc Golf Course - Construct		
	Hampton Park Playground Replacement - Design & Engineer					
	Multi-use Trail Plan/Grant Cycle - Update & Apply			Multi-use Trail Plan/Grant Cycle - Update & Apply		
	Sands Main Street Prairie - Identify Enhancement/Strategic Plan			Sands Main Street Prairie - Complete Enhancement/Strategic Plan		
2018-2019	Funding Source for Indoor Recreation Center - Identify & Implement			Funding Source for Indoor Recreation Center - Identify & Implement		
	Indoor Recreation Center - Schematic Design/Engineer			Indoor Recreation Center - Design/Engineer		
	Kaper Park (Timbertown) & Lions Park Improvement Projects - Construct			Kaper Park (Timbertown) & Lions Park Improvement Projects - Complete Construction		
	Hampton Park Playground Replacement - Complete Construction					
2019-2020	50th Anniversary Celebration - Plan			50th Anniversary Celebration - Plan		
	Indoor Recreation Center - Bid & Construct			Indoor Recreation Center - Construct		
	Aquatic Facility (New) &/or Community Pool (Renovation) - Exploration of Options			Aquatic Facility (New) &/or Community Pool (Renovation) - Exploration of Options		
	Fox Trails Playground Replacement - Design & Engineer					
	Multi-Use Trail Plan/Grant Cycle - Updates & Apply			Multi-Use Trail Plan/Grant Cycle - Updates & Apply		
2020-2021	50th Anniversary Celebration - Implement			50th Anniversary Celebration - Implement		
	Indoor Recreation Center - Construct			Indoor Recreation Center - Complete Construction		
	Cary Veterans Park Improvements - Master Plan			Cary Veterans Park Improvements - Master Plan		
	Fox Trails Playground Replacement - Complete Construction					
	Brittany Park Playground Replacement - Complete Construction					

2016 - 2017

Programs & Operations

Action

- ☐ Further explore New **Partnerships & Increased Awareness** marketing campaign for programs and facilities
 - Include digital marketing with photographic images and descriptions of facilities and programs
 - Cross market low participation programs with other Districts
 - Explore further development of partnerships with MCCD, Library District, and Crystal Lake Park District to develop additional teen-focused amenities
 - Explore partnership with McHenry County College for shared marketing for active and aging adult programming
 - Partner with MCCD, School Districts, Village, and Neighboring Districts to develop amenities for new and / or trending recreational opportunities and explore recreational river access
 - Explore partnerships with private partners and vendors
- ☐ Conduct **Community Engagement** for Seniors, Active Adult, Teens, and Adult Health and Wellness Programs
 - Conduct Community Engagement to evaluate and establish needs:
 - Further define community interest by conducting community outreach efforts (i.e. advisory group, task force, focus group, other) to seniors and active adults that can serve as a connection to the adult community to identify how to best serve these age groups
 - Partner with school districts and/or other partners to engage teen and young adult populations in programming (before school, after school, sports leagues)
 - Conduct community outreach (i.e. advisory group, task force, focus group, other) to teen / young adults to develop future program, facility, and park amenity offerings
 - Conduct community outreach (i.e. advisory group, task force, focus group, other) to those interested in community fitness and wellness areas to provide input into program offerings
 - Complete evaluation of other successful offerings
 - Contact other agencies to understand top successful offerings and consider adding trending active adult / senior programming
 - Incorporate programs into parks and open spaces by hosting programs in parks
 - Explore opportunities to provide on-site corporate wellness programming with local business

Finance

Action

- ☐ Update the **Capital Replacement / Improvement Plan** to be more inclusive including
 - Address replacement of aging amenities including pavement and infrastructure
 - Partner with Village and/or others for pavement replacement program.
 - Revisit indoor fitness equipment replacement strategy
 - Revisit Foxford Hills Golf Club maintenance equipment replacement strategy
 - Minor enhancements at secondary facilities (i.e. flooring and lighting) to expand programming (i.e. Jaycee shelter, Lions band shell, Hoffman shelter)

Community Parks

Action

- ☐ Conduct detailed **Athletic Field Assessment & Market Analysis** for youth / adult sports programs to understand future needs of the community
 - Evaluate field allocations and consider reallocating existing field space
 - Consider repurposing existing field space and replace with another field type, based on field assessment and projection
 - Conduct community outreach to determine preferences for new field support amenities and their locations
 - Define current and projected needs with potential loss of Maplewood School fields
 - Evaluate additional field development or existing field enhancements such as lighting and synthetic turf at Community Parks as options to accommodate Field Assessment and Analysis needs
 - Explore partnerships with others (School District, adjacent park districts) to provide additional fields and/or increased access to fields as needed
 - Improve / enforce use policies and procedures for fields
 - Improve existing Community Park athletic fields including:
 - Focus on fields that are multi-purpose rather than single use and fields/open space that is under-utilized
 - Determine if new fields are higher priority before re-doing existing fields with major upgrades such as synthetic turf
 - Include synthetic turf fields in field development planning
 - Improvements needed to increase adult athletic program offerings
 - Evaluate developing Cary-Grove, Lions, and/or Kaper Parks each with a specific sports focus
 - Expand existing partnerships with School District or adjacent park districts for additional athletic field use
- ☐ Design, Bid, & Construct **Disc Golf Course**

- ☐ Demolish/Remove **Cary Veterans Park Tennis Courts** and maintain park as is until funding is available for further park improvements
- ☐ Develop **Master Plan for Lions Park Improvements**
 - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
 - Develop Updated Master Plan for park improvements and replacements considering
 - Field improvements including synthetic turf and lighting based on Athletic Field Assessment and Market Analysis findings
 - Aging amenities needing replacement
 - Accessibility improvements in accordance with accessibility audit
 - Maintenance facility improvements and/or expansion
 - Pre-school space re-purposing
 - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including:
 - Disc Golf
 - Spray Ground
 - Additional Trails and connectivity to The Hollows
 - Include detailed Assessment of the Lions Park Support Building (Concessions, Restroom, Storage) to evaluate options and costs for renovations or replacement
 - Explore partnership opportunities for implementing re-development of the park

- ☐ Update Master Plan for **Cary-Grove Park**
 - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
 - Develop Updated Master Plan for further park development, considering
 - Field improvements including synthetic turf and lighting based on Athletic Field Assessment and Market Analysis findings
 - Aging amenities needing replacement
 - Accessibility improvements in accordance with accessibility audit
 - Removing, updating, or re-purposing under-utilized space and amenities
 - Outdoor aquatic facility
 - Recreation center
 - First Street extension per Village of Cary Comprehensive Plan
 - Village annexation planning
 - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including:
 - Sport Court(s)
 - Picnic Amenities (horseshoes, baggo, bocce, etc.)
 - Disc Golf
 - Pickle-ball
 - Spray Ground
 - Additional Trails
 - Explore partnership opportunities for implementing further development of the park

Neighborhood Parks

Action

- ☐ Bid & Construct **Jamesway Park Playground Replacement**

2017 - 2018

Programs & Operations

Action

- ☐ Implement **Additional Recreational Program Offerings** based on 2016 Community Engagement task results including
 - Increase active and aging adult programming at all District facilities during periods of underutilization or down time
 - Rebrand active and aging adult offerings and develop smaller “one-day” events that can be planned/facilitated by multiple staff
 - Explore partnership with local healthcare facilities to utilize space for health and wellness programs
 - Consider adding more 1 day or short term programs with smaller schedule commitments
 - Consider alternative sports leagues, such as disc golf league, dodgeball, bowling, sand volleyball, baggo, flag football, kickball, or bubble soccer.
 - Consider implementation of adventure course amenities to attract teens / young adults. Consider bike park amenities, inline skating rink, adventure course, zip line, high ropes course, agility course, NFL-style combine / challenge course, etc.
 - Consider how current technology can be incorporated into teen programs (i.e. geo-caching using phones)
- ☐ Evaluate expansion of **Special Event Offerings** including:
 - Define community interest and need. Determine what type of specific events the public is most interested in
 - Identify top health and wellness types of events to offer
 - Identify staffing requirements for additional events to determine feasibility of adding new events
 - Determine possible corporate sponsors for new events
 - Expand multi-generational events to include more teen activities (i.e. music and talent performances/competitions)
 - Combine events with use of the downtown in coordination with the Village, Chamber of Commerce, and others (i.e. art fair)
 - Quantify all indirect and direct costs, including staffing, for all departments associated with each special event and evaluate costs per existing agency revenue policy

Finances

Action

- ☐ Identify & implement funding source for **Kaper and Lions Park Improvements**

Facilities

Action

- ☐ Develop program and market analysis for a new **Indoor Recreation Center**
 - Consider including preschool, senior programming, and fitness space.
 - Explore separate option to provide new preschool space as part of future combined Senior Center/Preschool at Lions Park or other location.

Community Parks

Action

- ☐ Annex **Cary-Grove Park**
- ☐ Master plan, design & engineer, bid, and construct **Kaper Park (Timbertown) Improvements** in accordance with results of district wide Athletic Field Assessment and Timbertown Playground Evaluation tasks
 - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
 - Develop Master Plan, considering
 - Aging amenities needing replacement
 - Accessibility improvements in accordance with accessibility audit
 - Removing, updating, or re-purposing under-utilized space and amenities
 - Restroom and shelter
 - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including
 - Sport court(s)
 - Picnic amenities (horseshoes, baggo, bocce, etc.)
 - Splash pad

- ☐ Master plan, design & engineer, bid, and construct **Lions Park Improvements**
 - Conduct community outreach to determine appropriate new amenities and their locations. Utilize public input to prioritize new amenity development
 - Develop Updated Master Plan for park improvements and replacements considering
 - Field improvements including synthetic turf and lighting based on Athletic Field Assessment and Market Analysis findings
 - Aging amenities needing replacement
 - Accessibility improvements in accordance with accessibility audit
 - Maintenance facility improvements and/or expansion
 - Pre-school space re-purposing
 - Consider addition of amenities to address key deficiencies as listed under the Inventory & Analysis Chapter and new trends including:
 - Disc Golf
 - Spray Ground
 - Additional Trails and connectivity to The Hollows
 - Include detailed Assessment of the Lions Park Support Building (Concessions, Restroom, Storage) to evaluate options and costs for renovations or replacement
 - Explore partnership opportunities for implementing re-development of the park
- ☐ Construct **Disc Golf Course**

Neighborhood Parks

Action

- ☐ Design & engineer **Hampton Park Playground Replacement**

Trails & Open Space

Action

- ☐ Update & Apply **Multi-use Trail Plan/Grant Cycle**
 - Extension along Cary-Algonquin Road
 - Hoffman Park, Meyer Property, and Route 31 connectivity
 - Connectivity to Prairie Trail in Crystal Lake
 - Coordinate with MCCD to develop trail connections between Lions Park and the Hollows, and Foxford Golf Course and Fel-Pro
 - Continue developing internal trail / pathway networks within Neighborhood and Community Parks
 - Develop marketing campaign for trail awareness and events on trails
- ☐ Evaluate opportunities for minor Enhancements at **Sands Main Street Prairie** including:
 - Educational and wayfinding signage
 - Seating
 - Hiking trail expansion
 - Look for grant opportunities

2018 - 2019

Programs and Operations

Action

- ☐ Implement **Special Event New Offerings** in accordance with the results of the Special Event Expansion Evaluation task

Finances

Action

- ☐ Identify and implement **Funding Source for Indoor Recreational Center** in accordance with results of Feasibility Study

Facilities

Action

- ☐ Develop program and market analysis, schematic design, and design & engineer **Indoor Recreation Center**. Consider including preschool, senior programming, and fitness space.
 - Explore separate option to provide new preschool space as part of future combined Senior Center/ Preschool at Lions Park or other location.
 - Develop community engagement strategy around development of new facility
 - Consider Cary-Grove and Hoffman Park for location
 - Explore partnership opportunity with Crystal Lake Park District to develop a facility for residents of both districts
 - Incorporate rental/event spaces into new multi-purpose/recreation center facility
 - As funds become available for a new multi-purpose/recreation center, include additional indoor fitness space

Community Parks

Action

- ☐ Construct **Kaper Park (Timbertown) Improvement Project**
- ☐ Construct **Lions Park Improvement Project**
- ☐ Complete **Disc Golf Course** construction

Neighborhood Parks

Action

- ☐ Bid and construct **Hampton Park Playground Replacement**

Trails and Open Space

Action

- ☐ Update and apply **Multi-use Trail Plan/Grant Cycle**
- ☐ Conduct & finalize **Sands Main Street Prairie Strategic Plan**

2019 - 2020

Programs and Operations

Action

- ☐ Plan for Park District **50th Anniversary celebration** in 2021

Finances

Action

- ☐ Identify and implement **Funding Source for Indoor Recreational Center**

Facilities

Action

- ☐ Bid and construct **Indoor Recreation Center**
- ☐ Explore options for a new **Aquatic Facility &/or** renovated **Community Pool** to plan for potential capital expenditures in 2021 in coordination with results from the 5-Year Financial Analysis task

Neighborhood Parks

Action

- ☐ Design & engineer **Brittany Park Playground Replacement**
- ☐ Design and engineer **Fox Trails Playground Replacement** without the plus 10 playground

Trails and Open Space

Action

- ☐ Update and Apply **Multi-use Trail Plan/Grant Cycle**

2020 - 2021

Programs and Operations

Action

- ☐ Implement **50th Anniversary celebration** plans.

Facilities

Action

- ☐ Construct **Indoor Recreation Center**

Community Parks

- ☐ Master Plan **Cary Veterans Park Improvements** when funding becomes available, develop master plan in coordination with Village TIF district opportunities for park improvements and replacements including:
 - Implement a community engagement process to define community needs / preferences
 - Added amenities to address key deficiencies and community preferences, consider
 - Shelter
 - Picnic amenities
 - Playground
 - Fitness equipment
 - Trails
 - Improved connections to downtown and within the park
 - Explore partnerships for implementation

Neighborhood Parks

Action

- ☐ Bid and construct **Fox Trails Playground Replacement**
- ☐ Bid and construct **Brittany Park Playground Replacement**

Trails and Open Space

Action

- ☐ Update and Apply **Multi-use Trail Plan/Grant Cycle**

Trails & Open Space

Action

- ☐ Master Plan Sands Main Street Prairie site and facilities for improvements. Consider:
 - Indoor and outdoor educational / history programs
 - Amenities and improvements on the five acres available outside of the nature preserve limits to increase utilization, recreation, and event opportunities such as:
 - Picnic shelter(s) and amenities, trails and seating areas.

Programs and Operations

Action

- ☐ Update 5 year Action Plan for the next 5 years

Facilities

Action

- ☐ Implement Aquatic Facility (new) &/or Community Pool (Renovation) Strategy
- ☐ Evaluate Expansion of Foxford Hills Golf Club to accommodate larger rental or outing groups and increase revenue opportunities
- ☐ Include fitness space as part of exploring opportunities to purchase/lease available school, commercial, or industrial space for providing more recreation space as an option to constructing new multi-purpose/recreation center

Community Parks

Action

- ☐ Master Plan Hoffman Park
 - When funding becomes available, develop master plan to determine appropriate recreation amenities as previously considered in the land-use planning
 - Community engagement process to define community needs / preferences
 - Trail development and connectivity to Route 31 corridor and Meyer property
 - Consider additional athletic fields
 - Consider for indoor recreation center location
 - Consider for aquatic facility location
 - Re-evaluate market for potential sale of the frontage along Route 31 or partnership for development to assist with funding for capital projects
 - Maintain opportunities for trail connectivity to Route 31 corridor and Meyer property

Neighborhood Parks

Action

- ☐ Design & Engineer Bristol Park Playground Replacement

ONGOING (CURRENT AND CONTINUING TASKS)

- ☐ Partner with Schools and/or other park districts to provide additional access to indoor recreation needs
- ☐ Offer health and wellness programs at parks
- ☐ Implement outdoor fitness equipment within park spaces in accordance with resident interests and explore opportunities to host fitness programming in parks
- ☐ Evaluate options for developing a spray pad and coordinate with community park planning initiatives
- ☐ Evaluate options for developing additional trails and partnering with others for trail development in accordance with Trail Gap Analysis findings.
 - Develop additional multi-use trails within Community Parks and for community connectivity
 - Develop additional hiking trails within Sands Main Street Prairie and connectivity to MCCD trails
 - Provide trail support amenities throughout the existing trail system including seating, shade, signage and trail markers, bike stations and racks, fitness stations, and drinking fountains with dog bowl where appropriate
- ☐ Provide inclusive park amenities
 - Consider replacing a Community Park playground with universally designed playground equipment. Prioritize which playground to replace based on age, condition, and site users / programs
 - Increase outdoor recreation activities and amenities that appeal to active and aging adults. Consider fitness stations, shelters and picnic amenities, pickle ball, fishing stations, nature overlooks, low-impact ropes and obstacle courses, community gardens, trails, trail support amenities, and platform tennis
- ☐ Continue current planning and replacement practices
- ☐ As parks are developed or upgraded, consider expanding outdoor recreation activities and amenities that appeal to multiple age groups include active and aging adults. Consider fitness stations, shelters, picnic amenities, pickle ball, fishing stations, nature overlooks, low-impact ropes and obstacle courses, community gardens, trails, trail support amenities, and platform tennis where appropriate
- ☐ Consider removing and not replacing playgrounds that are beyond their useful at locations of low utilization or value due to change in demographics and community build out including:
 - Knotty Pines Park
 - Fox Trails Plus Ten Playground
- ☐ Establish formal measurement of satisfaction and review annually
 - Develop best practice approaches to the recreation program process, including additional use of standards, identification of customer requirements, performance measures, and cost recovery calculations by core program area
 - The age segment analysis showed that 57% of programs are offered for youth 12 and under and 43% for all other age groups. As the community ages, this percentage ratio should be tracked on an annual basis to ensure there are a sufficient number of programs offered for adults, active adults, and seniors
 - Continue monitoring the lifecycle of programs. The current distribution is 38% introductory and growth in programs and 62% mature and decline. Benchmark percentage is 45% Introductory and growth and 55% mature and decline stages. This can be done on an annual basis
 - Continuously track program cancellation rates to achieve best practice performance rate of 20% or less
- ☐ Align program offerings with the top eight core programs (adult fitness and wellness, special events, water fitness / adult sports, youth sports, golf programs, age-specific special events, youth learn-to-swim)
- ☐ Align program offerings with unmet community needs. Develop a process to strengthen recreation program delivery as a follow up to the Community Survey results. Program priorities include the following programs:
 - Adult fitness and wellness, special events, water fitness, adult and youth sports, golf programs, age and age specific special events
- ☐ Consider rebranding and repositioning programs as needed
- ☐ Pursue meeting benchmark standards for programs in the lifecycle stages. Review and consider repositioning or retrenchment of program in the decline phase. Thirty-two percent of programs are in the decline phase
- ☐ Track customer retention and try to build customer loyalty through a formalized customer loyalty program

ONGOING (CURRENT AND CONTINUING TASKS)

- ☐ Develop a trends process for the recreation and facilities staff to identify upcoming trends and positioning future programs. This can include a similar provider review that consists of doing a comparison with other providers in the marketplace, such as preschool programs. The review can include an assessment of pricing, program quality, teacher certification requirements, etc. and a comparison with Cary Park District programs
- ☐ Evaluate contracted programs to determine how to improve marketing, participation, and tracking performance.
- ☐ Improve alignment of cancellation periods with registration periods
- ☐ Continue Best Practices for Social Media Improvements:
 - Use consistent visual identity across social media sites
 - Explore protocol and options to increase engagement in social media such as posting questions that generate meaningful discussion or solicit valuable input on Park District topics
 - Expand on current practice of creating and posting short YouTube videos and embedding them in the website, Facebook, and Twitter posts
 - Monitor activity and manage the District's presence on review sites such as Google+ and Yelp
- ☐ Continue Best Practices for Website Improvements:
 - Work to improve search rankings
 - Communicate a brand identity consistently across all communications
 - Review the entire site at least quarterly to ensure content is up to date
 - Add a news section to serve as an archive for past posts and communications
 - Make registering as easy and seamless as possible
 - Track and analyze user behavior at least quarterly and adjust site accordingly
- ☐ Continue Best Practices for Program Guide Improvements
 - Develop a brand identity
 - Develop a new design theme for communications
 - Be consistent in design identity for sub-branded facilities/programs
 - Add selling power with testimonials and calls to action
 - Be strategic in deciding on what content to include in the print catalog
- ☐ Continue to utilize Foxford Hills Golf Club for off-season programming and explore options to utilize golf course site for other off-season programming
- ☐ Evaluate opportunities to purchase or trade land with School, Village or MCD for a Neighborhood Park in Planning Area G or H

05 Appendix

PROGRAM CANCELLATION COMPARISON

Program Key

The following graphs display information regarding the number of programs and their cancellation rate.

- Adults: Adult, Adult Fitness (Group, not Fitness Center)
- Classic Adults: Adult
- Early Childhood (participants under 5 yrs. Old): Early Childhood, Preschool, Dance, Gymnastics, Martial Arts and Youth Athletics
- Family: Special Events
- Teens: Teen, Dance (Teen Dance Mix)
- Youth (participants over 5 yrs. Old): Birthday Party, Dance, Gymnastics, Martial Arts, Youth Athletics, Youth Art and Youth General
- Pets: Special Events

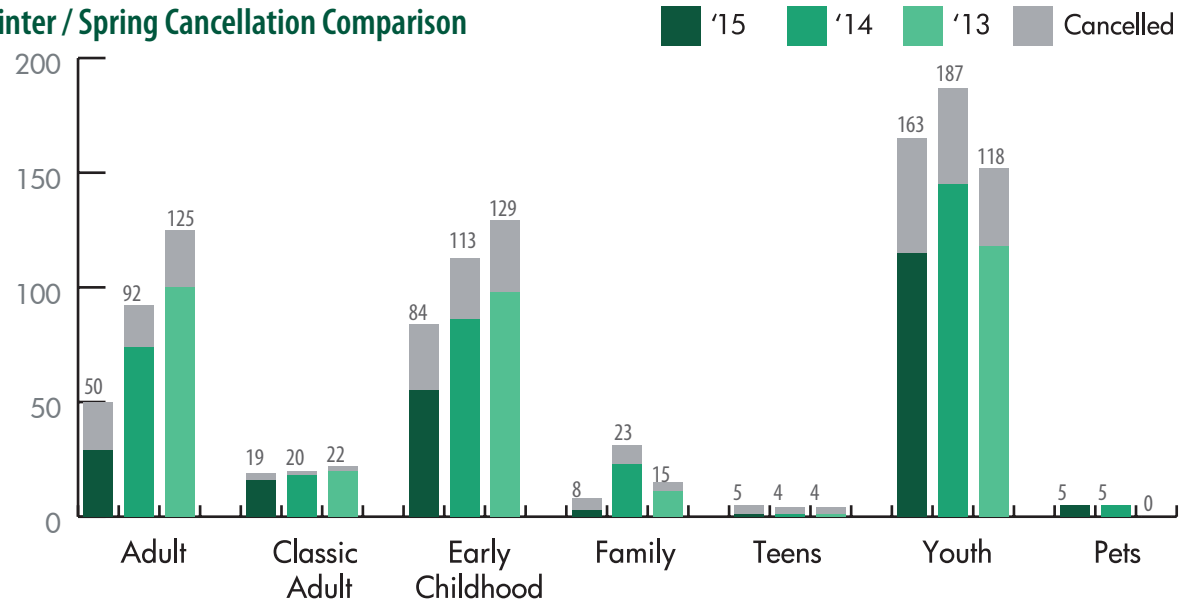
Winter / Spring

Most areas have had a decline in program offerings except teens, youth and special events. The cancellation rates were at their highest in 2015 compared to the previous two years. And compared to the previous year's Winter / Spring offerings, most areas had less program offerings and higher cancellation rates in 2014.

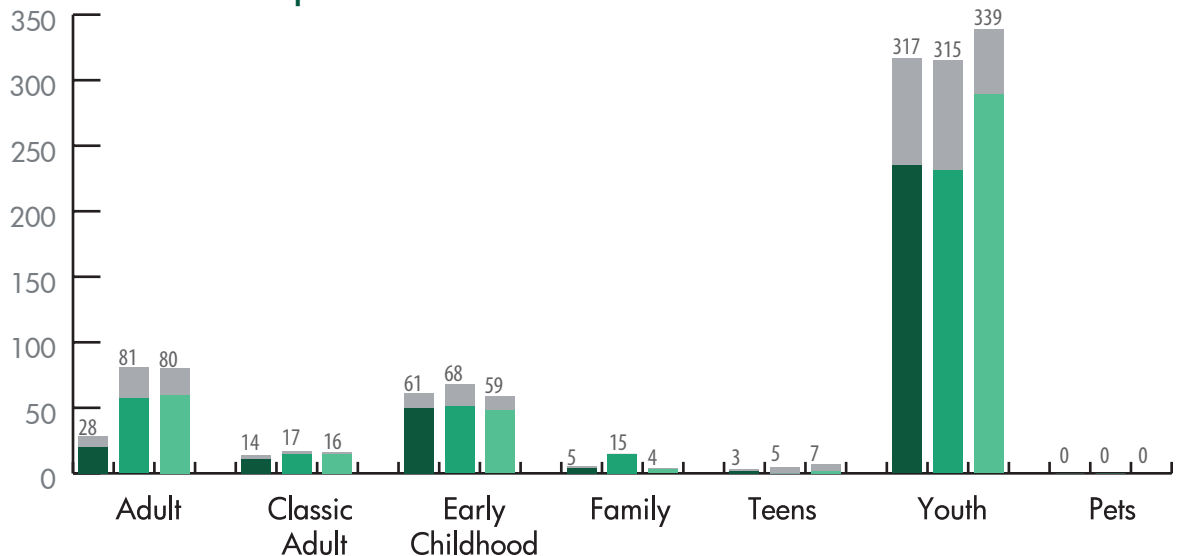
Summer

The number of youth programs increased during the summer, while offerings for other program categories decreased. Cancellation rates were higher in 2015 for all program categories.

Winter / Spring Cancellation Comparison



Summer Cancellation Comparison

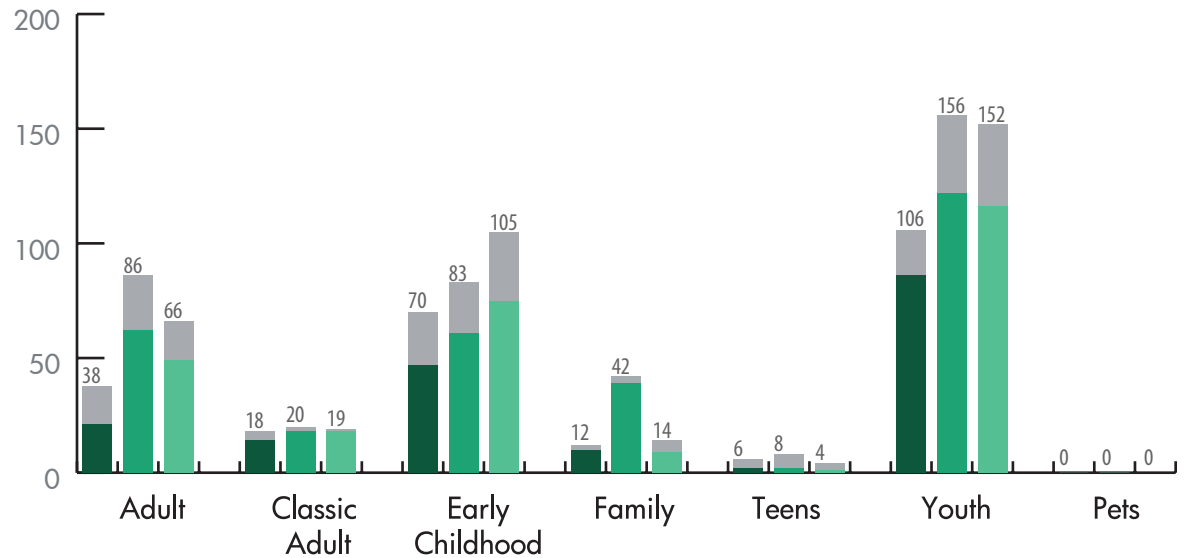


PROGRAM CANCELLATION COMPARISON

Fall

Again, the cancellation rates are at their highest for most programs in 2014 compared to the previous two years. And compared to the previous Fall Programs Offered graph, most areas had fewer program offerings and higher cancellation rates in 2014.

Fall Cancellation Comparison



A photograph of five children sitting at a wooden picnic table outdoors. From left to right: a girl with brown hair and a red headband, a boy with glasses and a red t-shirt, a girl with dark hair and a green t-shirt, a girl with blonde hair and glasses, and a girl with dark hair and a pink flower headband. They are all smiling and looking towards the camera. On the table are various items including a blue water bottle, a glue stick, and some craft materials. The background shows a grassy area and trees.

Marketing Approaches Review

This assessment includes an analysis of three key Cary Park District marketing communications activities: Program Guide, Website, and Social Media.

All marketing communications should help to identify the organization's brand identity and positioning. The brand is the public personality of the organization. The position is how the organization's programs and services differ from the rest of the marketplace and what level of value is offered. Examining the strengths, weaknesses, opportunities, and threats (as in a SWOT analysis) will help identify a strategic position in the marketplace.

The Cary Park District would benefit from defining a brand identity. Some park districts have identified with an attribute, such as "fun", "health", "active", "natural", or something similar. Others, in communities with strong existing identities, build upon that. Keep it simple, but above all be real. Let this guide the look, feel and messages of all communications. Consistency and repetition is important. Ensure the chosen identity is conveyed

consistently everywhere - website, program guide, signage, and social media.

During staff interviews, additional marketing support was identified as a need. Marketing of parks and recreation services has become more sophisticated and labor intensive in recent years, with the growth of social media. The District may want to augment marketing support with an additional part-time position. Corporate support is another area that could use staff support. It is best to have one person in charge of corporate support as success is predicated on developing relationships

with corporate sponsors. This is more readily achieved through one individual. This could also be a part time position.

Marketing should have an overall strategic plan to ensure that efforts are planned and not reactive. In the absence of direction, marketing becomes a tactical exercise reacting to the greatest need at the time. It is then important to develop core program business plans that include future direction for the most important programs and facilities.

83% of households find out about programs through the program guide. Therefore, the guide is very important to customers.

Program Guide Review

Three issues were used for this review: 2014 Fall, 2015 Winter & Spring, and 2015 Summer. According to the Community Survey, 83% of households find out about programs through the program guide. Therefore, the guide is very important to customers.

Identity Recommendations

Each individual section in the guide is titled descriptively, which is appropriate. Each section would benefit from a subhead that sells the features and benefits of that collection of programs, facility, or service.

Brand Builders - The Cary Park District does an excellent job of engaging its readers with brand builders throughout the guide. Staff photos and profiles, original photos for programs, spotlights for contest winners and volunteers, are all very well done. The President's letter in the Cary Park District guide is excellent. The three in the issues reviewed convey valuable and interesting District information. Call more attention to these with more design elements such as white space or a photo, and by adding a headline and paragraph headlines where appropriate.

Design Recommendations

Overall – The current overall design is generally professional looking. The body font is sans serif, which has an updated feel, and program detail content is cleanly laid out. Product order is consistent from issue to issue. The guide currently uses a “rolling wave” theme on the front cover and interior headers. This lends some design consistency to the guide and is used fairly consistently from season to season, which is desirable.

Content Recommendations

Marketing copy – Adding in some brand-building marketing copy will help the District communicate identity and benefits to the community.

Testimonials are very effective.

Photography - Any photo used should be selected thoughtfully, tell a story, and of high quality resolution and composition. The majority of photos in the guide are excellent in this regard. They often show participants interacting with the instructor, which is especially effective.

Additional Recommendations

Measure Performance – Establishing and tracking performance measures will help improve return on investment (ROI). Calculate ROI by dividing total registration revenue for the season by the total cost of designing, printing and mailing the guide. Use participation numbers in place of revenue for free services such as community events or trails.

Program Guide Review Summary

- Develop a brand identity.
- Be consistent in design identity for sub-branded facilities/programs.
- Be strategic in deciding on what content to include in the print guide.
- Maximize ROI and measure performance.

Website Review

The website is the keystone to an overall communications program. Today's websites are much more than simply an online guide. They communicate agency information, “sell” the agency and its services, collect feedback, engage customers and stakeholders, and are a place to conduct transactions. According to the Community Survey, 40% of households find out about programs through the District's website.

For Park District agencies, websites have two main goals:

1. Advance the District's mission
2. Provide transparency

To keep workload of maintaining the site manageable, the District should prioritize these goals and design and manage the website accordingly. Any feature or page should further one of these goals, otherwise, does not need to be included.

Identity Recommendations

The Cary Park District website visual identity is colorful and clean, and portrays a happy, lively personality. The rotating ads in the slide deck show a fresh, bright style, and one announcing the dog park being named “one of the best” is great for brand-building. The photo albums also help build the brand and tell the District story of the activities and happy participants.

Design Recommendations

Main Site - Overall design of the website is professionally done and attractive. The name and logo are displayed prominently in the upper left, which is expected. The colors and fonts are appropriate, clean and clear. Elements of the site are easy to see. The photos used throughout the site are excellent.

The site performs well on mobile devices due to the clear, clean construction. Content is easy to see and user can quickly scroll and find what they are looking for.

Navigation

As with design, the site navigation is professionally developed and done well. The categories are simple, appropriate, and the subcategories are easy to understand from their titles. The colored buttons for key sections such as registration, forms, events, etc. are easy to see and use. The park district map is an interactive Google map. This enhances usability especially for mobile users.

Additional Recommendations

Measure Performance – Track user behavior and adjust the website and content accordingly. This should be done frequently. To improve site effectiveness, decide what actions the District wants to increase, make changes, and then measure the effects. Even simple changes in color, size, location, shape, photos, wording, etc. can have a significant difference.

Website Review Summary

- Work to improve search rankings.
- Communicate a brand identity consistently across all communications.
- Review the entire site at least quarterly to ensure content is up to date.
- Add a news section to serve as an archive for past posts and communications..
- Track and analyze user behavior at least quarterly and adjust site accordingly.

Social Media Review

Nationwide studies show that word of mouth is the second highest source of information on an agency. It is also trusted more. Reviews and posts on social media are essentially online word of mouth; so active social media strategy is an important part of the District's marketing plan. Currently, the District has a presence on Facebook, Twitter, YouTube, Instagram, and Yelp.

In general it is most effective to follow the rule of three when it comes to communicating through social media. One-third of posts should be to Promote, another third to Inform, another third to Engage. Promotion is advertising a sale, registration dates, or otherwise trying to get followers to buy something. Inform by sharing newsy items or updates about the district, or links to other websites with interesting and relevant articles or information. Engage with great photos and captions, asking a question and interacting with the responses, or post a short survey.

Facebook

Timeline Page – The Cary Park District has an active presence on Facebook. The timeline shows frequent recent posting with photos of current activities.

Twitter

The Cary Park District has a presence on Twitter, which is integrated with its Facebook posts.

YouTube

Several videos are posted on the Cary Park District channel. The videos posted are engaging slideshows set to music. Video is becoming the communication method of choice, so future posts should include live video. They should be short – no more than two to three minutes. Subject matter can be snippets of select programs, quick interviews with instructors or staff, the latest capital project, etc. Post videos on the website, Facebook and Twitter pages.

Social Media Summary

- Use consistent visual identity across social media sites.
- Monitor activity and manage the District's presence on review sites such as Google+ and Yelp.