



District Priority Goals 2025-2030

These goals were identified by the Board of Commissioners, Master Plan Task Force and District Staff to guide facility, program or park improvements over the next five years. Approved by Board of Commissioners on April 8, 2025

Maintain Existing Infrastructure

- Conduct a conditions assessment of existing infrastructure/assets (facilities, parks).
- Establish facility and park maintenance standards (to include safety standards).
- Develop a capital investment policy which identifies priority investments and aligns with the Capital Improvement Plan (CIP).
- Develop environmental enhancements through tech (ex: charging stations, adding solar to lighting).
- Delineate between new capital projects and those for existing maintenance (renovation) in the capital budget.
- Create a park and facility history resource for future generations.
- Create a technology equipment replacement schedule.

Engage the District Community

- Create a comprehensive service/program satisfaction evaluation system.
- Conduct a community satisfaction survey.
- Host community open house(s) to help inform the community about District updates, opportunities and issues.
- Retain our captive audience by increasing cross promotions at various programs and events.
- Research and implement innovative communication tools to enhance community engagement.

Be Fiscally Responsible

- Evaluate fund balance policy (update and present to board for approval).
- Evaluate current cost recovery performance and goals.
- Identify alternative revenue options (e.g., non-tax revenues, grants, sponsorships, Park Foundation).
- Create a snapshot that highlights key performance metrics on a quarterly basis.
- Prepare and maintain five-year financial forecast for capital and operating budgets.
- Develop a cash flow tool in order to optimize investments.
- Assess debt balances to determine future bond issuance opportunities for capital spending.
- Utilize internal committees and consultant recommendations to provide guidance for key financial decisions (e.g., bond issuance, fund balance policies).
- Research and evaluate the merits of volume purchasing to reduce costs (bulk purchases for the year).
- Evaluate partnerships (current and proposed) to ensure they include reciprocal benefit for District residents.

St. Charles Park District Priority Goals 2025-2030

Champion a Resilient & Supportive District Culture

- Continue monthly all District staff meetings.
- Create an inventory of job responsibilities and align with relevant training and development opportunities.
- Conduct a staff satisfaction survey.
- Provide opportunities to the team that allow for on-going continuing education or CEU learning opportunities.
- As the District expands its programs, parks, facilities and services through acquisition, capital development and/or operations, evaluate the impact on staffing levels.
- Include employees in capital & budget planning, building a transparent process.
- Develop a centralized resource collection and access system (Power DMS).
- Evaluate the effectiveness of the District's recruitment / onboarding processes and evaluation system.
- Develop an equitable compensation structure.
- Develop department-level succession plans.
- Develop consistent expectations and cadence for communication.

Provide Impactful Services

- Identify opportunities for direct customer engagement between staff and participants/users.
- Evaluate current community resources (e.g., public health data) that influence service design and delivery strategy.
- Engage outside organizations to understand services offered in order to align services, programs and events and avoid duplication.
- Analyze program trends that align with the needs of the community.
- Analyze online services -- current website use and registration systems to provide smooth customer service.
- Create customer service standards across all facilities (develop trainings to implement).
- Continue to focus on environmental stewardship and responsibility.
- Utilize community survey responses to develop programs that can meet the needs/desires of community and incorporate equitable delivery practices.
- Complete annual evaluation of programs by applying the Service Analysis method and tool.