

## DIVERSITY AD HOC COMMITTEE MEETING

MEETING HELD TUESDAY, MARCH 15, 2022 AT 10:00 AM AT THE PEORIA PARK DISTRICT BONNIE NOBLE CENTER FOR ADMINISTRATION AT 1125 W. LAKE AVENUE, PEORIA, IL

**TRUSTEES PRESENT:** Trustees Laurie Covington (v), and Alex Sierra, Vice President Jackie Petty, and President Robert Johnson (v)  
Note: (v) = attending virtually

**STAFF PRESENT:** Executive Director Emily Cahill, Deputy Director Brent Wheeler, Attorney Bill Streeter, Rebecca Fredrickson, Matt Freeman, Mike Friberg, Gigi Gibson, David Gray, Mary Harden, Scott Loftus, Shalesse Pie, Karrie Ross, Nicole Staley (v) and Alicia Woodworth

**OTHERS PRESENT:** Sherrie Carter-Allen, Ron Givens (v), Marvin Hightower

### 1. WELCOME AND INTRODUCTIONS

Emily Cahill called the meeting to order at 10:00 am and welcomed everyone.

### 2. PROCESS/POLICY UPDATES

No updates at this time.

### 3. NEW BUSINESS

#### 3.A. Pillar 1: Equitable Access to Parks, Facilities, and Programming

Emily Cahill stated that as requested at the last meeting, a community survey provided for your review today. *Please see Attachment A.* The results of the survey are very interesting with a lot of information. The results show how people use the Park District, how they get information about the Park District, etc. which will help guide efforts in providing equitable access. Emily encouraged everyone to review the survey and results. If you have any questions, comments or would like more information, please feel free to contact Emily Cahill or Alicia Woodworth. One of the interesting takeaways is that the District is perceived by different groups differently and people prioritize the District for different supports and resources. One particularly interesting piece of information on page 3 of the survey "Challenges that PPD Should Address", jobs was the least important, which is something the District is currently focusing on. In April you will see a 3<sup>rd</sup> quarter ICJIA report and a 1<sup>st</sup> quarter District report on the pillars' progress. Trustee Alex Sierra asked if the District has a percentage breakdown of each insight. Emily Cahill replied that yes, the percentages are embedded within the survey results.

#### 3.B. Pillar 2: Focus on the PPD Workforce

Shalesse Pie stated the District is busy ramping up hiring efforts for the upcoming season. There are still 255 seasonal and summer positions needing filled. The District is challenged with a lack of applicants. In-house efforts to fill the positions include emails sent to staff, once again implementing the bonus referral program, emails sent to recruit siblings of former camp counselors, emails sent to Bradley University sororities and fraternities, high school advisors,

career centers, working with ELITE students, virtual career fairs, Urban League job fair, District job fairs, going to high schools. Open jobs are highlighted on the PPD website. Please direct anyone you may know of looking for a job to the District. Scott Loftus stated the District currently needs approximately 60 camp counselors, 25-30 lifeguards, 10 parks and seasonal positions, and concessions/event staff.

Shalesse Pie stated that the District has as of February 28:

136 Full time employees

25 of which are minorities as follows:

22 African American

1 Hispanic

1 Native American

1 Other

Sherry Carter-Allen requested to please show the District employment figures in numbers rather than percentages. In addition, please provide them in written form. She also recognized that the hiring challenges PPD is currently experiencing is a national issue, not just PPD and not just Peoria. She feels partnerships with community-based organizations will be the most useful resource to understand the local hiring trends and how to reach and attract qualified candidates.

Shalesse Pie presented a marketing video featuring PPD employee Graylin Guyton. The video can be seen here: <https://youtu.be/G76Z6lAPjiM>. This video will be featured in several marketing venues and platforms. The video highlights not only District DEI efforts but the many different jobs available at PPD. Many in attendance commented that the quality and content of this video is outstanding. More videos are planned for production using a four-pronged approach: highlight diversity, highlight how long people stay employed at PPD, highlight new employees, and highlight promotions within PPD showing the opportunity to grow.

**3.C. Pillar 3: Encourage Diversity of PPD-funded Contractors and Suppliers**

Becky Fredrickson stated that many requests for bids are being sent out to contractors and suppliers. The advertisements for these bids are provided to Trustees as well. They are being sent to NAACP, Black Chamber, etc. and sending info on smaller jobs as well to encourage minority participation. Next month the District will be using the revised EEO form that defines minority and women-owned businesses.

Trustee Alex Sierra asked Emily Cahill if she was able to compile the list of potential people and organizations PPD could start working with to help draw potential employees and contractors. She stated that is already listed with every request for bid that goes out. Trustee Sierra stated he was referring to Larry Ivory's suggestion at the last meeting to collaborate with local organizations to build attraction to minority-owned businesses in the local Peoria area. Emily will follow up with Trustee Sierra on this.

**3.D. Pillar 4: Support Community Workforce Development**

Gigi Gibson stated the District currently has 11 interns, 19 intern applications submitted and 15 have completed the program since September 2021. Thirteen of the 15 are still with PPD. Of the 11 interns, 2 state they are two or more races, 1 Hispanic, 4 African American, and 4 Caucasian. The interns are provided soft skills training which consists of critical thinking, teamwork, conflict resolution, planning and organizing. Tomorrow interns will be receiving badges on initiative and self-drive. Interns will also receive PPD gear – fleece jacket, baseball cap and portfolio.

Emily Cahill stated that ELITE high school students will be graduating soon. PPD is working with Carl Cannon and his team to recruit students to work at PPD.

**4. PENDING BUSINESS**

None

**5. OTHER BUSINESS**

Marvin Hightower asked Matt Freeman how the District will implement HB453. The synopsis for HB453 as introduced:

*Amends the Property Tax Code. Provides that any taxing district that has an aggregate property tax levy of more than \$5,000,000 for the applicable levy year shall make a good faith effort to collect and electronically publish data from all vendors and subcontractors doing business with the taxing district as to whether the vendor or subcontractor is a minority-owned, women-owned, or veteran-owned business or whether the vendor or subcontractor is a small business. Preempts the concurrent exercise of home rule powers. Amends the State Mandates Act to require implementation without reimbursement.*

Matt Freeman stated this will be tracked between Finance and Planning. Karrie Ross stated the reporting starts next calendar year and that the District currently tracks this information and all that is needed is reporting as required. Nicole Staley attended a webinar about HB453 offered by The Illinois Government Finance Officers Association (IGFOA). The District has had conversations with its accounting software vendor to track this information. Some language may need to be changed in the District’s EEO form to be compliant with HB453.

**6. NEXT MEETING**

Tuesday, April 19, 2022 10:00 am

**7. ADJOURNMENT**

The meeting was adjourned at 1:14 pm.

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Respectfully Submitted by Alicia Woodworth  
Executive Assistant and Secretary to the Board

## ATTACHMENT A

### Opinions about PPD

When asked how they thought PPD was important to the community, a majority of respondents said they strongly agreed that the PPD was important for **preservation, quality of life, and health** of the Peoria community.

When asked about **safety** and the **maintenance** of PPD facilities, the average respondent agreed that facilities are well maintained and that they felt safe in PPD parks, recreational paths, and outdoor spaces. Hispanic/Latino respondents reported feeling least safe, on average, of all racial groups. Asian respondents reported feeling most safe, on average, of all racial groups.

### PPD's Impact on the Community

When asked how PPD offerings impact their life and their community, the average respondent most strongly agreed with the statement that **PPD offerings protect and preserve our environment**. However, the following statements all received high average levels of agreement: **PPD offerings improve my physical health; PPD offerings improve my quality of life; PPD offerings decrease stress; PPD offerings support our local economy; and PPD offerings bring my community together**. The lowest rated impacts (although still averaging agreement) were: **PPD offerings provide space to be alone and PPD offerings attract new residents to Peoria**.

Hispanic/Latino and White respondents were more likely to rate **protecting and preserving our environment** as a positive impact of the PPD, while Black/African American respondents were more likely to rate **improving my physical health** and Asian respondents more likely to rate **improve my quality of life** as an impact of the PPD.

Female respondents were more likely to agree that **preserving our environment** was an impact of the PPD. However, male respondents were more likely to agree that **improving quality of life, decreasing stress, and improving my physical health** were impacts of the PPD.

### Prioritizing Future PPD Offerings

When asked how the PPD should prioritize future offerings, the average respondent rated **keeping or expanding community events and keeping or expanding nature programs** as the 2 most important offerings. The least important priority for future offerings was **making sure parks/open spaces are within a 10-minute walk of all residents**.

## ATTACHMENT A (CONTINUED)

### 2021 Peoria Park District Community Survey Overview

- **Number of Responses Collected:**
  - 1,032 - Total
  - 500 - Narrowed to be representative of racial demographics in Peoria
    - Statistical representation achieved through analysis by Laura Payne, Professor, Director, Office of Recreation and Park Resources (ORPR) at the University of Illinois.
- **Timeframe of Responses Collected**
  - 1/26/2021-5/4/2021
- **Where the survey was distributed**
  - PPD Facebook, PPD Instagram, PPD Newsletter, PPD Workforce E-mails, All PPD Facilities, Neighborhood House, East Bluff Neighborhood Housing Services, Carver Center, PCCEO, Urban League, South Side Mission, South Side Community Center, East Bluff Community Center, Dream Center, Heartland Health Clinics, AFSCME Council 31, PFT, SEIU, Food Pantries, Boys and Girls Club, Harrison/Roosevelt Schools, Sophia's Kitchen, OSF Healthcare, UnityPoint Methodist, New Beginnings Ministries of Peoria Food Pantry, Peoria Friendship House, Peoria Grown/Market 309
- **Languages survey was distributed in**
  - English, Spanish

View all responses at: [tiny.cc/ppdsurvey](https://tiny.cc/ppdsurvey)

### Insights

*Note on insights: the insights below were prepared by Supervisor of Community Connections Peter Kobak and should be considered alongside the full range of responses at [tiny.cc/ppdsurvey](https://tiny.cc/ppdsurvey). They are not an exhaustive account of survey results and do not serve as formal recommendations by PPD staff.*

#### Popularity of PPD Offerings

When asked which PPD offerings respondents participate in most, the top result was **Parks and Trails**, followed by **Community events including those on the Peoria Riverfront**. Offerings that were, on average, rated as being rarely or never used included **Golf courses and Camping, fishing, and lodging facilities**. All other offerings fell between "Rarely Used" and "Frequently Used"

The top 2 offerings held for nearly every demographic group of respondents, with the following notable exceptions:

1. Black/African American respondents participated in **Community Events** at the highest rate, with **Parks and Trails** coming in second.
2. Asian respondents participated in **Parks and Trails** at the highest rate, with **Sports leagues and lessons** coming in second.
3. The top 2 offerings for respondents under 20 years of age were **Zoo and animal education** and **The Peoria PlayHouse Children's Museum**.

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## ATTACHMENT A (CONTINUED)

White and Latino/Hispanic respondents rated **keeping or expanding nature programs** as the most important future offerings, on average. Meanwhile, Black/African American respondents rated **keeping or expanding sports and recreation programs** as highest on average.

**Keeping or expanding community events** was the most important offering, on average, for all age demographics 60 and under. For respondents aged 61 or older, **keeping or expanding nature programs** was the most important offering on average.

### Challenges PPD should address

When asked what challenges the PPD should address when planning for the future, **things for youth to do** was rated the most important, while **jobs** was rated the least important. **Things for youth to do** was the highest rated challenge for the PPD to address for all racial groups, with the exception of Asian respondents who rated **public safety** the highest, with **things for youth to do** as the second-highest. While **jobs** was rated the least important challenge (of 8 options) to address by the average respondent, it was the 4th most important challenge as rated on average by Black/African American respondents.

### Deciding to select a PPD activity

When asked which factors were most important when deciding whether or not to select a PPD activity, **safety** was rated the most important by the average respondent. Additionally, the **variety of activities** and **time activities are offered** were rated as highly important, behind **safety**. The least important factor for the average respondent was **travel time to activities**. While **safety** was rated high among nearly every demographic, it received some of its highest ratings by respondents from the 61605 zip code.

### Learning about PPD offerings

When respondents were asked how they heard about PPD offerings, the most frequently used platform cited by the average respondent was **internet**, followed by **social media**, **direct e-mail**, and **word of mouth**. The least frequently used platforms were **streaming radio services**, **newspaper (print)**, **newspaper (online)**, **radio**, or **TV**. Among younger respondents, aged 30 and under, **social media** was the most frequently used platform. Among older respondents, **internet** was cited as the most frequently used platform on average, with **direct e-mail** being cited more frequently than **social media**.