



*Widefield School District #3 Community Center
Parks, Recreation, Facilities and Trails Master Plan
February 2016*

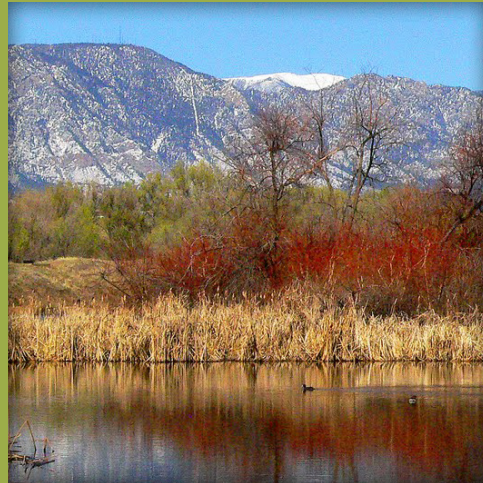


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Acknowledgements

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Community Center Staff

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Dave Allgood – Operations Manager

Danielle Beattie – Health & Fitness Coordinator

Tamara Moore – Marketing & Special Events Coordinator

Andrew O'Such – Adult Sports Coordinator

Chris Santaularia – Aquatics Coordinator

Doris Schommer – Office Manager

Marshall VanderPutten – Youth Sports Coordinator

Amy Wooldridge – Arts & Cultural Services Coordinator

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I. Executive Summary

A. Purpose of this Plan

This Master Plan is a resource for Widefield School District #3 that articulates a vision for the Widefield Community Center's parks, facilities, and recreation programs for the next ten years. The planning effort evaluated current circumstances, standards, trends, and community desires, in order to create a roadmap ensuring an appropriate balance of amenities through the development of goals, policies, and guidelines supported by achievable and sustainable strategies.

B. Planning Process Summary

The project team, including Community Center and School District staff, guided this project throughout the planning process. The project consisted of the following tasks.

Demographic Profile and Trends

- Consideration of the profile of the community and demographics, including population growth.
- Research of trends related to Widefield-Security, Colorado, and American lifestyles to help guide the efforts of the Widefield Community Center over the next several years.

Community Engagement

- Review of previous planning efforts and area's historical information.
- Extensive community involvement effort including focus groups, input from key stakeholders, and two community-wide public meetings. These meetings were held between May and September, 2015.
- Distribution and analysis of statistically-valid survey of area residents.

Assessment and Analysis

- Review and assessment of relevant plans.
- Measurement of the current delivery of service for park and recreation facilities using the level of service analysis and allowing for a target level of service to be determined that is both feasible and aligned with the desires of citizens as expressed through public input.
- Exploration of finance and funding mechanisms to support development and sustainability within the system.

Operational and Marketing Analysis

- Analysis of departmental programming and service delivery.
- Development of a broad assessment of the overall parks and recreation operations.

Facility Inventory

- Inventory of parks and facilities using existing mapping, staff interviews, and on-site visits to verify amenities and assess the condition of the facilities and surrounding areas.

Level of Service Analysis

- Interviews with staff to provide information about parks and recreation facilities and services, along with insight regarding the current practices and experiences of the Community Center in serving its residents and visitors.
- Identification of alternative providers of recreation services to provide insight regarding the market opportunities in the area for potential new facilities and services.
- Analysis addressing recreation, parks, cultural affairs, and related services.

Recommendations: Goals, Objectives, and Action Plan

- Identification of top priorities to add or expand include pathways and trails, improved park amenities, dog parks, and shade structures in parks.
- Identification and categorization of recommendations into themes with goals and objectives.
- Development of an action plan.

C. Community Engagement Findings

Demographic Profile

- The projected growth rate for 2015 through 2020 is 3.16% for the school district, compared to El Paso County's projected growth rate of 1.34%.
- 2000 population – 37,949; 2020 population – 59,916
- The percentage of WSD3 residents in the 25-44 and 55-74 age ranges is expected to grow 2.5% and 3.4%, respectively, from 2010 to 2020. At the same time, the percentage of residents in the 45-54 age cohort is predicted to drop 3.1% from 2010 to 2020.
- The Caucasian population is trending downward from 72.9% in 2010 to a predicted 69.2% in 2020.
- The population of Hispanic origin (irrespective of race), at 17.7% in 2010, is expected to grow to 21.4% of the population by 2020
- The industries in the school district jurisdiction providing the greatest employment percentages are the service industry (50.1%), retail trade (12.1%), and public administration (10.5%).
- The estimated 2015 median household income for residents of WSD3 is \$58,066 and is expected to grow to \$66,952 by 2020.

Trends

It is a challenge and an opportunity for parks and recreation providing agencies to continue to understand and respond to the changing recreation interests of their constituencies. In this fast-paced society, it is important to stay on top of current trends. Trends were researched at the local, regional, and national level relevant to the demographic profile of Widefield-Security and interests including such things as dog parks, shaded areas, trails, and exercise and fitness spaces. Programming trends reflect partnerships with the health community, nature-based activities, multi-generational activities, mind/body wellness programs, and sports. Improved funding for parks and recreation in general is being widely reported following the decline during the recession.

Summary of Survey Efforts and Findings

- In August 2015, 3,500 surveys were mailed to a random sample of Widefield-Security residents. A total of 303 surveys were returned, with the statistically-valid response resulting in a margin of error of approximately +/- 5.6%.
- An additional 209 responses were collected via an open link survey distributed through social media and email.
- Respondents rated local recreation opportunities as very important, with 85% providing a “4” or “5” response and an average importance rating of 4.4.
- Neighborhood parks, Security Public Library, walking trails, an indoor swimming pool, and playgrounds were the five most important facilities to households.
- Areas for potential facility improvement included walking trails, picnic areas, and an outdoor swimming pool.
- Youth sports, family programs, fitness classes, special events, and youth programs were the five most important programs to households.
- Areas for potential program improvements included special events, family programs, teen programs, and youth camps.
- The top five most important factors that would increase facility use were awareness of programs/communications, additional facilities and amenities, pricing/user fees, hours of operation, and different programs.
- Top priorities for improvement included community-wide special events, aquatic facilities/programming, developing new parks in under-served areas, pathway connectivity, and maintenance of parks and facilities.

D. Inventory and Level of Service Analysis

In planning for the delivery of parks and recreation services, it is useful to think of parks, trails, indoor facilities, and other public spaces as parts of an infrastructure. This infrastructure allows people to exercise, socialize, and maintain a healthy physical, mental, and social well-being. The infrastructure is made up of components that support this goal. Components include amenities such as playgrounds, picnic shelters, courts, fields, indoor facilities, and other elements that allow the system to meet its intended purpose.

A detailed inventory of parks and recreation facilities was conducted and approved for WSD3 in July and August 2015. For the purposes of this study, the inventory focused primarily on components at park sites and schools that are maintained for public use by the District.

Key Level of Service Findings for Parks, Schools, and Recreation in WSD3

- WSD3 provides a fairly good variety of outdoor recreational opportunities.
- All service is provided in southwest portion of the District.
- Various types of outdoor recreation opportunities are mostly well distributed throughout the 26 parks and schools.
- A total of 23 unique outdoor recreation component types were identified with 157 individual components overall.
- Neighborhood Access ranges from 0 to 43 components within one mile.
- Most residential areas of the District have one-mile neighborhood access to recreation.
- Walkable Access ranges from 0 to 20 components within one-third of a mile.
- Many residential areas of the District do not have access to recreation within one-third of a mile.
- Pedestrian barriers limit access to recreation opportunities by walking in many residential areas of the District.
- Indoor facilities are well distributed, and most District residents (86%) have access within three miles of indoor recreation.
- Indoor recreation opportunities, including those provided by the District, are very limited in terms of variety of facilities and programs.

E. Key Issues Summary

The key issues discovered during this planning process have been separated into five categories:

- Outdoor Facilities or Amenities to Add, Expand, or Improve
 - Upgrade existing facilities
 - Increased trail connectivity
- Indoor Facilities or Amenities to Add, Expand, or Improve
 - Lack of facilities and space is limiting the potential programs, services, and opportunities of the Community Center
 - Upgrade existing facilities
 - Improve facility accessibility
 - Preschool facility does not match the level of programs offered
 - Lack of opportunities to provide additional educational programming due to space restrictions
 - Currently partnering with District to use gym space for sports and fitness classes
 - Office space is limiting to staff effectiveness
 - Community wants a weight space
 - Pool size and features are limiting
- Operations
 - Lack of operating guidelines within the Center
 - Lack facilities/grounds maintenance plan
 - Lack of defined standards and guidelines
 - Support services need upgrades
 - Limited funding network reliant on dedicated tax funding.

- Programs to Add, Expand, or Improve
 - Increase family programming
 - Increase adult sports programming
 - More day time/evening offerings
 - Program philosophies (competitive vs. recreational) are unclear to participants
 - Lacking non-traditional programming
 - Community wants more wellness/yoga programming
 - Need to expand fitness programming (spin, TRX, etc.)
 - Increase preteen and teen programming
 - Increase arts and music programming
- Marketing and Awareness
 - Many in community are unaware of Community Center and its programs and services
 - Could be more connected to military populations

F. Recommendations

The key issues were used to develop the following recommendations.

Parks and Trails

1. Ensure that park level of service standards are adequately met in existing areas and strategies are in place to expand the system to the east to maintain the standard as population grows.
 - Define parks standards, and develop existing parks based on level of service analysis.
 - Amenities to add include: dog parks, shade structures, and trail connectivity.
 - Determine the impact of localized population growth on future recreational planning efforts.
2. Ensure trail opportunities to connect parks and civic areas and access to regional trail system through partnership with other providers in the community.
 - Develop a strategy to deliver a trail system to include adding/improving pedestrian options, planning for bicycle lanes, addressing barrier crossings, and enhancing wayfinding in the community.
 - Develop partnerships with other providers in the community to develop trail system.

Indoor Recreation Facilities

3. Ensure that indoor recreation space to support programming desires of the community focusing on expansion of the Community Center.
 - Conduct feasibility study to determine the demand and potential funding sources of a recreation center. Center could be designed in a phased approach to include:
 - Gymnasium
 - Fitness area
 - Aquatics facility
 - Educational classrooms
 - Arts and music spaces

- Consider options to improve the existing Community Center, including:
 - Restrooms and locker facilities
 - Support services in grounds facility
 - Support services dedicated to preschool space
 - ADA accessibility features
 - Spectator spaces
 - Connectivity between existing rooms
 - Develop standards and guidelines including construction standards, ADA, signage, etc.
4. Address the current capacity issues in the Community Center with a short term strategy.
 - Determine prioritized action plan to phase immediate upgrades as able.
 - Partner with District or alternative provider to find new space within the community for:
 - Athletics
 - Educational programs
 - Free weights space
 - Arts and music
 - Develop partnerships with the District to provide additional classroom space to the community.

Operations

5. Ensure communications of consistent policy and procedure for all operations addressing facility use, ADA compliant accessibility, and ongoing and preventative maintenance.
 - Develop policies of management and operating procedures to provide consistencies.
 - Develop a facilities and grounds maintenance plan that outlines standards for measure such as routine and preventative maintenance, asset life cycle management, performance levels, staffing levels, and equipment management.
 - Develop short term strategy to build capacity of locker rooms and bathrooms in the Community Center.
6. Ensure sustainability as the population grows through diversified funding sources and fee philosophy.
 - Develop a fee philosophy for programs and services, impact fees, and rentals.
 - Diversify funding sources to increase the ability to respond to community interests/demands.
 - Conduct a fee study to determine where inconsistencies are occurring.

Programming

7. Ensure that recreation programming is addressing community demand through both direct provision of service and through partnerships with the School District and other alternative providers.
 - Facility size limits operating hours. Partner with District or alternative providers to expand the hours and facility offerings of the Community Center.

8. Expand current offerings to diversify and target specific age groups and expand operation hours at the Community Center.
 - Look for opportunities to include multi-generational programming. This could include father-daughter dances, educational courses, etc.
 - Look to team sports like Ultimate Frisbee, kickball, or dodgeball to increase participation.
 - Develop department philosophy for sports programs. Partner with area competitive teams to expand services.
 - Look for new opportunities to provide educational or skill building classes.
 - Partner with District and alternative providers to develop program opportunities specific to age category.
 - Partner with the District to develop summer and adult opportunities in arts and music.

Marketing

9. Promote community awareness.
 - Develop a consistent message of what the Community Center stands for, its services, and its value to Widefield-Security.
 - Develop signage and wayfinding to the Community Center.
 - Look in to the possibility of changing the name of the department, to better represent the breadth of responsibilities and offerings.
10. Develop marketing efforts to reach targeted population segments through the most effective means.
 - Update 2006 Marketing Plan
 - Define a target market or markets within the greater whole.
 - Develop channels of communication.
 - Provide connections to technology through services (registration app, recreation program passport, etc.)
11. Increase partnerships to both identify and address community needs.
 - Increase partnerships with other community services.
 - Develop partnerships to identify needs, address needs, and deliver services to specific community groups.

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II. Introduction of the Planning Context

A. Purpose of this Plan

This Parks, Recreation, Facilities, and Trails Master Plan is a resource for Widefield School District #3 (WSD3)'s development and redevelopment of the Community Center's parks, facilities, and recreation system for the next ten years. The Plan creates a roadmap which evaluates and ensures an appropriate balance of facilities, programming, and amenities throughout the community now and into the future. The Plan is a system-wide approach to parks, recreational facilities, and amenities to develop goals, policies, and guidelines with an achievable strategy.

B. History of Parks and Recreation

Widefield-Security is located on the southern end of Colorado Springs and north of the Town of Fountain. It sits just below Pikes Peak and near the foot of Cheyenne Mountain.

Widefield-Security is strategically located off of I-25 and is approximately 80 miles south of the state capital of Denver. The Community Center is 90 minutes from Denver International Airport and 10 minutes from the Colorado Springs Airport.

Historically an agricultural area, it has become a bedroom community with 35 percent of the District students having military families. Four military installations are located in the Colorado Springs area, the Air Force Academy, Peterson Air Force Base, Schriever Air Force Base, and Fort Carson Army Base. There are no malls or big businesses in the Widefield-Security area. The largest employer is the School District. After the 2008 recession, development in Widefield-Security slowed, but is beginning to grow once again.

Widefield-Security is the largest unincorporated community in the state with 58 square miles and a population of over 50,000 residents. There is no town hall or similar organizational structure to service the needs of the community. The Board of Education functions to a greater degree than most Boards of Education, in providing direction for many services beyond education. Widefield School District #3 (WSD3) has the distinction of being the only school district in the state that owns and operates a Parks and Recreation Services Department. This department is called the Widefield Community Center.

What is now known as the Widefield Community Center started out in a small building at Pi-Ute Park and was established as the Security Metropolitan Park and Recreation District, offering programs and activities for the residents of Widefield-Security. In 1965, the current Community Center site at 705 Aspen Drive was purchased, and the complex was built to include the office building, pool, two fields, and a playground. Sport leagues, tennis lessons, archery, swim lessons, and more were offered. The Security Metropolitan Park and Recreation District found itself in financial troubles in the mid-1970s and was fortunately able to continue operating and servicing the community with the help of WSD3. In 1978, WSD3 assumed all assets, services, and responsibilities of the Security Metropolitan Park and Recreation District, including its employees. The new Widefield Community Education and Recreation Services was, and continues to be, guided by the WSD3 Board of Education, the only "governing body" for the unincorporated area of Widefield-Security. In 1987, with the help of Representative Mary Ellen Epps, a bill was passed to allow school districts operating systems of public recreation to obtain lottery funds.

With these Conservation Trust Funds, the Community Center has been able to add and improve the grounds with ball fields, tennis courts, outdoor pools, playgrounds, a splash-park, and off-site parks. In 2007, the logo and name was changed to Widefield Community Center to reflect the name the community used for the center and its programming. Over the years, as Widefield-Security has grown, the Widefield Community Center continues to offer programs and activities from preschool, art classes, and swimming, to sport leagues, lessons, and fitness classes for the residents of WSD3 and the surrounding communities.

C. Overview of the Parks and Recreation Effort

The Widefield Community Center is responsible for the recreation programs, facilities, and parks that are important factors in the quality of life in the community.

Under the WSD3, the Community Center is one of the District departments and strives to provide and enhance recreational opportunities for WSD3 residents and surrounding communities. The Department provides a variety of programs including youth and adult sports programs, aquatics, arts and cultural services programs, summer camps, special events, fitness, preschool, and more. Many of these activities take place at the Community Center, but due to the unique structure of the District, many of the activities are also held at school facilities. The Community Center is also responsible for the area's parks, including: Barnstormer's Park, Pi-Ute Park, Talbott Park, and Windmill Mesa Park.

In addition to the Director, there are 15 full-time recreation and support staff and five dedicated maintenance staff. The Community Center also employs approximately 165 part time and seasonal staff.

MISSION STATEMENT

The Mission of Widefield School District #3 Community Center is to create, promote, foster, and maintain programs, activities, and facilities that positively impact the quality of life for all segments of our community.

PHILOSOPHY

The primary purpose of the WSD3 Community Center is to provide the best programs for the most people.

While we will always seek to offer a wide range of programs, we recognize that we must live within our budget and believe that the highest priority for programs should be those that are educationally sound as well as personally meaningful to the community.

We believe our programs must emphasize participation, value to participants, safety, equal opportunity, and lifelong skill development.

D. Related Planning Efforts and Integration

The Community Center has undertaken several planning efforts in recent years that helped direct this planning process. These documents include:

- Widefield School District Comprehensive Plan
- Widefield Community Center Marketing Plan – 2006
- Widefield Community Center SWOT Analysis – 2011
- Widefield Community Center Activities Survey
- Widefield Community Center Conditions Report – 2007

These documents were reviewed by the consultant team and have been endorsed and integrated into the recommendations of the Parks and Recreation Master Plan, where applicable, with no conflicts among any of these existing planning efforts.

E. Methodology of this Planning Process

The project team, including Community Center and School District staff, guided this project providing input to the consultant team throughout the planning process. This collaborative effort creates a plan that fully utilizes the consultants' expertise and incorporates the local knowledge and institutional history that only community members can provide. The project consisted of the following tasks:

Demographic Profile and Trends

- Consideration of the profile of the community and demographics, including population growth.
- Research of trends related to Widefield-Security, Colorado, and American lifestyles to help guide the efforts of the Widefield Community Center over the next several years.

Community Engagement

- Review of previous planning efforts and area's historical information.
- Extensive community involvement effort including focus groups, meetings with key stakeholders, and community-wide public meetings.
- Distribution and analysis of statistically-valid survey of area residents.



Assessment and Analysis

- Review and assessment of relevant plans.
- Measurement of the current delivery of service for park and recreation facilities using the level of service analysis and allowing for a target level of service to be determined that is both feasible and aligned with the desires of citizens as expressed through public input.
- Exploration of finance and funding mechanisms to support development and sustainability within the system.

Operational and Marketing Analysis

- Analysis of departmental programming and service delivery.
- Development of a broad assessment of the overall parks and recreation operations.

Facility Inventory

- Inventory of parks and facilities using existing mapping, staff interviews, and on-site visits to verify amenities and assess the condition of the facilities and surrounding areas.

Level of Service Analysis

- Interviews with staff to provide information about parks and recreation facilities and services, along with insight regarding the current practices and experiences of the Community Center in serving its residents and visitors.
- Identification of alternative providers of recreation services to provide insight regarding the market opportunities in the area for potential new facilities and services.
- Analysis addressing recreation, parks, cultural affairs, and related services.

Recommendations: Goals, Objectives, and Action Plan

- Identification and categorization of recommendations into themes with goals and objectives.
- Development of an action plan.

F. Master Plan Timeline

| | |
|---|------------------------------|
| Start-up Meeting | April 2015 |
| Community Engagement | May – August 2015 |
| Inventory and Assessment of Existing Facilities | August – September 2015 |
| Level of Service Analysis | October 2015 |
| Operational and Program Analysis | October – November 2015 |
| Findings Compilation Report | October 2015 |
| Recommendations and Action Plans | November – January 2015 |
| Draft Plan | December 2015 – January 2016 |
| Final Plan, Presentation, and Deliverables | January – February 2016 |

III. What We Want – Our Community and Identified Needs

A. Demographic Profile

Understanding community demographics and needs is an important component of master planning for the WSD3 Community Center. The population data used in this demographic profile comes from Esri Business Information Solutions, based on the 2000 and 2010 U.S. Census data.

Table 1: Summary Demographics for WSD3 – 2015

| Summary Demographics | |
|-------------------------|----------|
| Population | 51,281 |
| Number of Households | 17,044 |
| Avg. Household Size | 2.89 |
| Median Age | 32.7 |
| Median Household Income | \$58,066 |

Population Projections

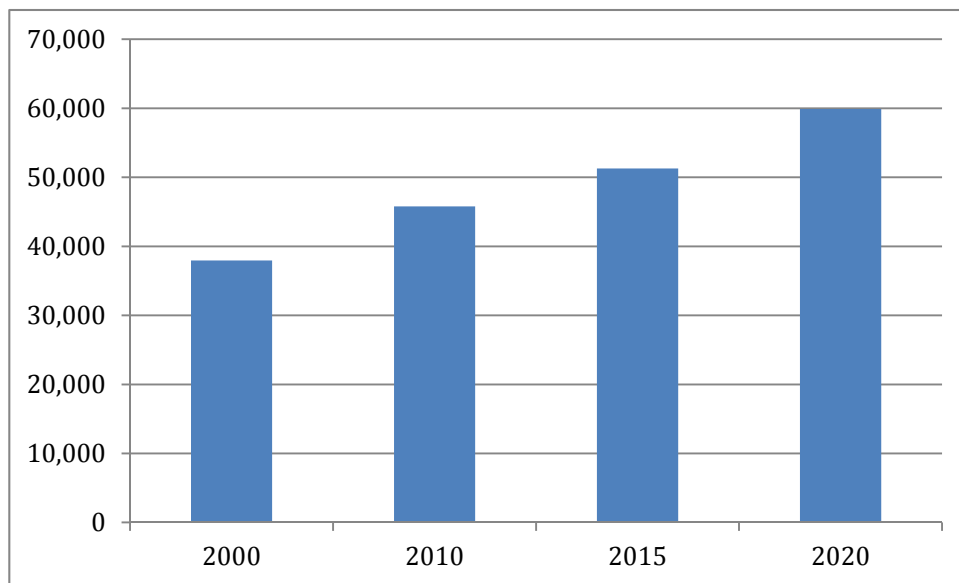
Although future population growth cannot be predicted with certainty, it is helpful to make growth projections for planning purposes. **Table 2** contains actual population figures based on the 2000 and 2010 U.S. Census for WSD3, as well as a population estimate for 2015 and projection for 2020. The School District's annual growth rate from 2000 through 2010 was 1.90 percent. Esri's projected growth rate for 2015 through 2020 is 3.16 percent for the School District, compared to the projected 2015-2020 annual growth rate for El Paso County, 1.34 percent. The growth trend is graphically represented in **Figure 1**.

Table 2: WSD3 Population projections, 2000--2020

| US Census (2000 and 2010) and Esri Projections | |
|--|--------|
| 2000 Population | 37,949 |
| 2010 Population | 45,794 |
| 2015 Estimated | 51,281 |
| 2020 Projected | 59,916 |

Source: 2010 U.S. Census; 2015 estimates and 2020 forecasts provided by Esri Business Information Solutions.

Figure 1: WSD3 Population Growth Trend

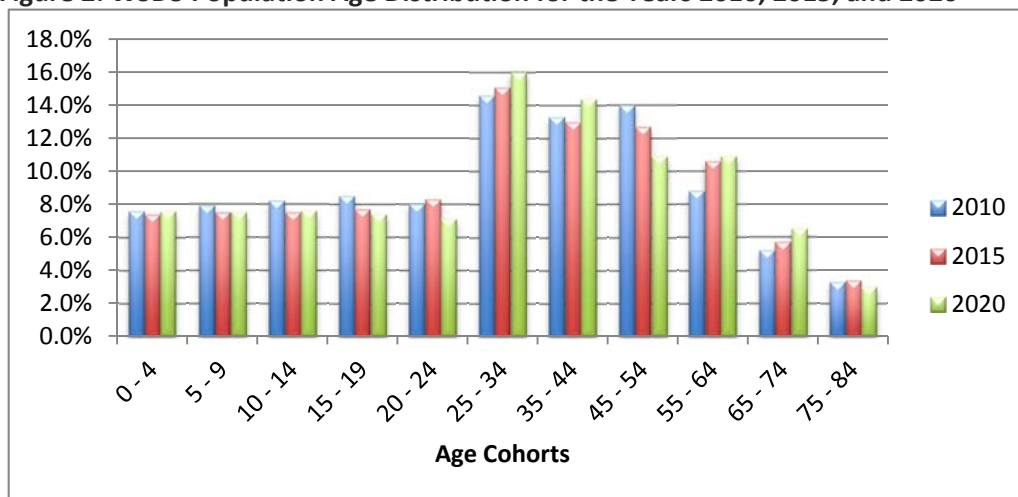


Source: Esri Business Information Solutions.

Population Age Distribution

A comparison of the estimated population break down by age for WSD3 from 2010 to 2020 is shown in **Figure 2**. The gender distribution in 2015 is 50.3 percent male to 49.7 percent female. The median age projected for the School District by Esri in 2015 is 32.7. When broken down by race/ethnicity by the U.S. Census in 2010, the median age for the Asian population was 41.7, Caucasian population—33.3, African American population—31.8, Native American population 31.1, and Hispanic population—23.5.

Figure 2: WSD3 Population Age Distribution for the Years 2010, 2015, and 2020



Source: 2010 U.S. Census; 2015 estimates and 2020 forecasts provided by Esri Business Information Solutions.

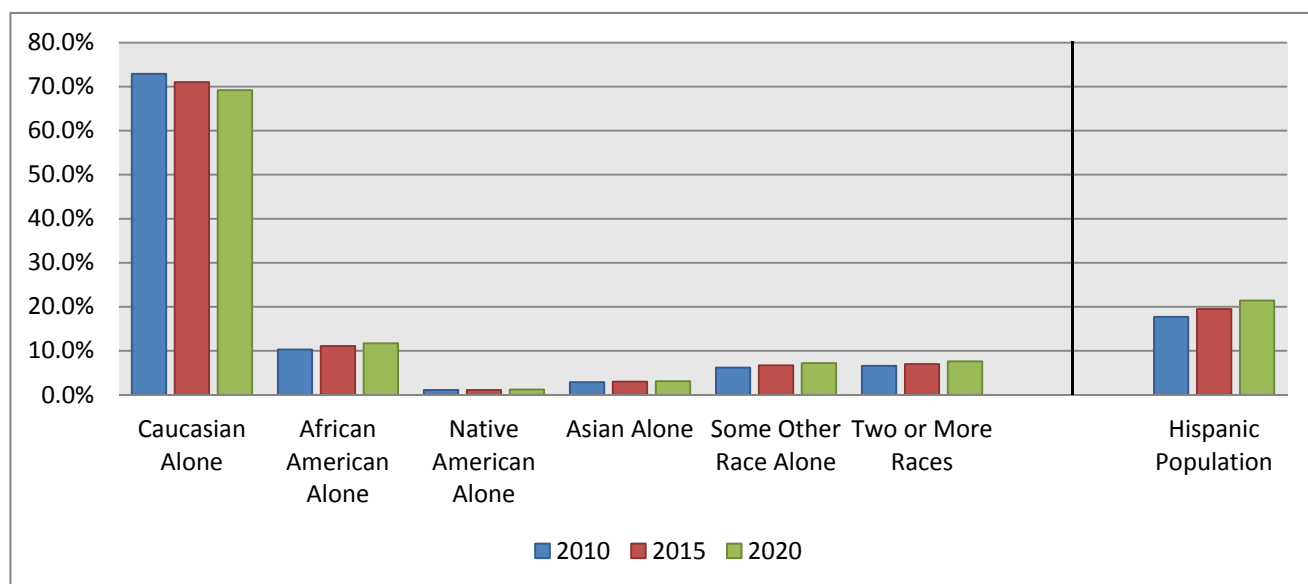
The age demographics have undergone a number of changes in the school district from 2010 to 2015 with these trends predicted to continue through 2020. The percentage of WSD3 residents in the 25-44 and 55-74 age ranges is expected to grow 2.5 percent and 3.4 percent, respectively, from 2010 to 2020. At the same time, the percentage of residents in the 45-54 age cohort is predicted to drop 3.1 percent from 2010 to 2020.

Race/Ethnicity

Figure 3 reflects the racial/ethnic population distribution for WSD3. Esri estimates that 71 percent of the population in 2015 is Caucasian, with an African American population at 11.1 percent and an Asian population at three percent. The population of Hispanic origin* provides separate look at the population, irrespective of race and this population is estimated at 19.5 percent of the population in 2015.

- The Caucasian population is trending downward from 72.9 percent in 2010 to a predicted 69.2 percent in 2020.
- The African American population, and those who identify with two or more races, are trending slightly upward, with the percentage in each group increasing by 1-2 percent from 2010 to 2020; Asian population percentages are staying relatively level at around three percent.
- The population of Hispanic origin (irrespective of race), at 17.7 percent in 2010, is expected to grow to 21.4 percent of the population by 2020.

Figure 3: WSD3 Race/Ethnicity Statistics (2010, 2015, 2020)



Source: 2010 U.S. Census; 2015 estimates and 2020 forecasts provided by Esri Business Information Solutions.

* Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arriving in the United States. In the U.S. census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. Figure 3 represents Hispanic Origin as recorded in the U.S. Census.

Educational Attainment

As shown in **Table 3**, the highest ranking educational cohorts in WSD3 are those residents with some college, no degree (32%), high school graduates (20.9%), and those with an associate's degree (15%), followed by those with a bachelor's degree (13.5%). According to a census study, education levels had more effect on earnings over a 40-year span in the workforce than any other demographic factor, such as gender, race, and ethnic origin.¹

Table 3: WSD3 Educational Attainment, 2015

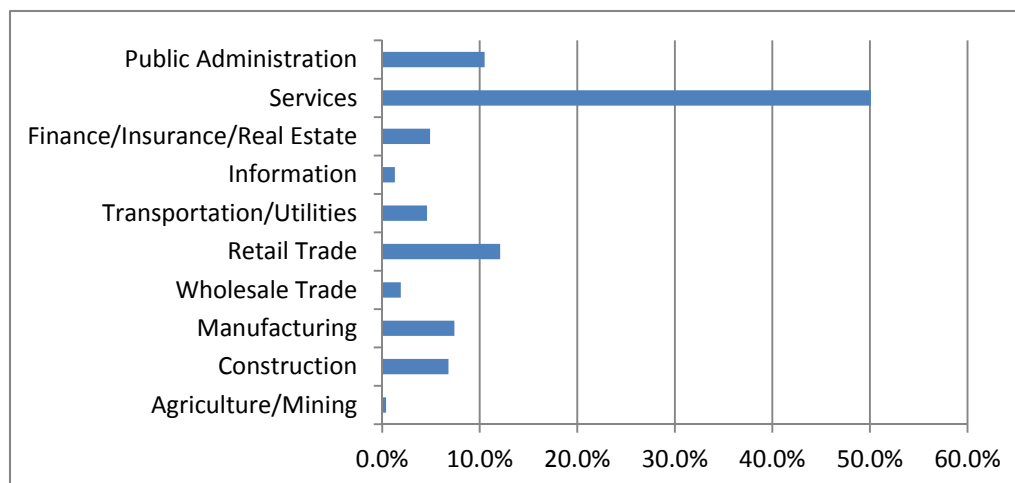
| Education Attainment | Service Area Percentage |
|---|-------------------------|
| Less than 9 th grade | 1.8% |
| 9 th to 12 th grade, no diploma | 4.8% |
| High school graduate (includes equivalency) | 20.9% |
| GED/Alternative Credential | 5.3% |
| Some college, no degree | 32.0% |
| Associate's degree | 15.0% |
| Bachelor's degree | 13.5% |
| Graduate or professional degree | 6.7% |

Source: Esri Business Information Solutions 2015 estimate based on the 2010 U.S. Census.

Employment

According to the Esri estimates for 2015, the industries in the School District jurisdiction providing the greatest employment percentages are the service industry (50.1%), retail trade (12.1%), and public administration (10.5%). **Figure 4** reflects the Esri estimate of employment by industry in the school district in 2015.

Figure 3: WSD3 Employment by Industry, 2015



Source: Esri Business Information Solutions 2015 estimate based on the 2010 U.S. Census.

¹ Tiffany Julian and Robert Kominski, "Education and Synthetic Work-Life Earnings Estimates" American Community Survey Reports, US Census Bureau, <http://www.census.gov/prod/2011pubs/acs-14.pdf>, September 2011.

Household Information

As reflected in **Table 4**, in 2015, WSD3 had 17,529 housing units with a 73.8 percent owner-occupied housing rate, compared to 23.4 percent renter occupied rate. The owner-occupied housing rate has dropped somewhat since 2000 when 79.8 percent of the housing in the school district was owner-occupied. The average household size in 2015 is 2.89.

Table 4: WSD3 Housing Statistics

| | 2000 | 2010 | 2015 | 2020 |
|----------------------------|---------------|---------------|---------------|---------------|
| Total housing units | 12,547 | 15,800 | 17,529 | 20,583 |
| Percent owner occupied | 79.8% | 75.3% | 73.8% | 74.3% |
| Percent renter occupied | 18.0% | 19.8% | 23.4% | 23.1% |
| Percent vacant | 2.2% | 4.9% | 2.8% | 2.6% |

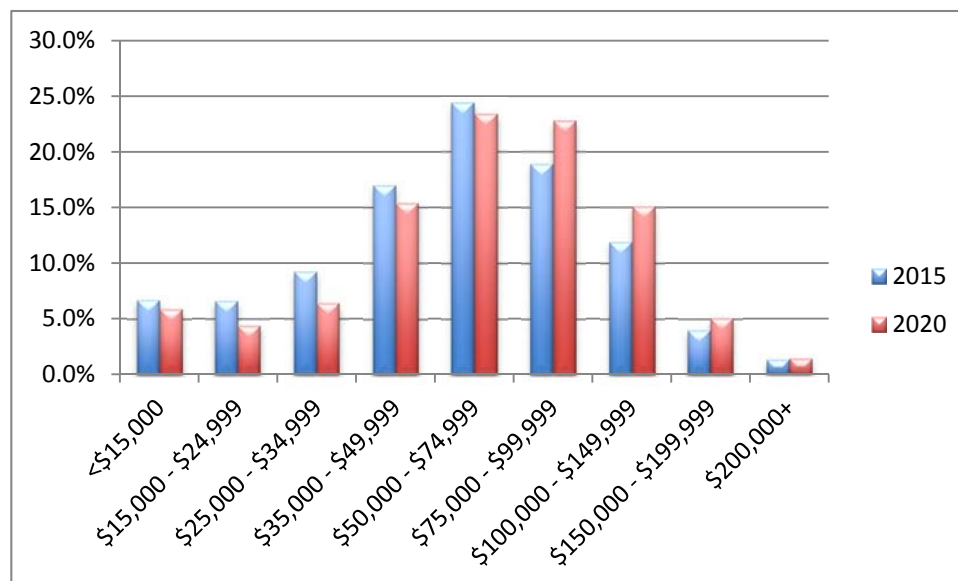
Source: 2010 U.S. Census; 2015 estimates and 2020 forecasts provided by Esri Business Information Solutions.

Household Income

The estimated 2015 median household income for residents of WSD3 was \$58,066 and is expected to grow to \$66,952 by 2020. **Figure 5** illustrates the full income distribution estimated for the School District in 2015 and projected for 2020.

- In 2015, most residents have an income in the \$50,000-\$74,000 income range (24.4%), followed by the \$75,000-\$99,999 and \$35,000-\$49,999 income ranges (at 18.9 percent and 17 percent, respectively).
- Income distribution in the \$75,000 through \$199,999 income range is expected to grow by a total of 8.2 percent, from 2015 to 2020.

Figure 4: Annual Household Income Distribution Comparison (2015 - 2020)



Source: Esri Business Information Solutions, 2015.

Health Ranking

The United Health Foundation has ranked Colorado 8th in its *State Health Rankings* in 2014, retaining the state's 2013 ranking. The State's biggest strengths include:

- Low prevalence of obesity
- Low prevalence of physical inactivity
- Low prevalence of diabetes

Some of the challenges the State faces include:

- High prevalence of binge drinking
- High prevalence of low birthweight
- Large disparity in health status by educational attainment

In the 2015 Colorado County Health Rankings (Robert Wood Johnson Foundation, [countyhealthrankings.org](http://www.countyhealthrankings.org)), ranked El Paso County ranked 31st out of 60 counties for health outcomes and 30th for health factors. As explained in the health ranking report, "Health outcomes represent how healthy a county is while health factors represent what influences the health of the county."²

B. Park and Recreation Influencing Trends

Based on the specific demographic profile and initial needs assessment of Widefield, a trends analysis was completed. The trends analysis is a look at different market segments, how programming is changing, and how facilities in the recreation industry are being developed. The following are highlights from that report.

Demographic Trends

- Millennials (born between 1980 and 1999, lead structured lives filled with rules and regulations. Less accustomed to unstructured play than previous generations and apprehensive of the outdoors, they spend most of their time indoors, leaving home primarily to socialize with friends and families. With an upbeat and with a can-do attitude, this generation is more optimistic and tech-savvy than its elders.
- The majority of Millennials say they exercise on a regular basis. Twenty-six percent (26%) identify as fitness fanatics, and 73 percent exercise to enhance their physical appearance.
- Millennials also tend to enjoy relaxation and rejuvenation, follow a diet plan, and commit to exercise more than people outside of their generation.
- With their varied life experiences, values, and expectations, Baby Boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults. Boomers are second only to Gen Y/Millennials in participation in fitness and outdoor sports. Boomers are reinventing what being a 65-year-old means.
- Boomers are known to work hard, play hard, and spend hard. Boomers typically respond that they feel 10 years younger than their chronological age. Their nostalgic mindset keeps boomers returning to the sights and sounds of their 1960s youth culture.

² Robert Wood Johnson Foundation, "County Health Rankings and Roadmaps: 2015 Rankings – Colorado," <http://www.countyhealthrankings.org/app/colorado/2015/rankings/el-paso/county/outcomes/overall/snapshot>, accessed on July 7, 2015.

- When programming for this age group, a customized experience to cater to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that boomers associate with senior citizens, as activities such as bingo, bridge, and shuffleboard will likely be avoided because boomers relate these activities to being old.
- Generation Z, (experts label this as those born after 2000), spends more time indoors, is less physically active, and more obese compared to previous generations. Generation Z is a generation that seeks social support from peers more so than any previous generation.
- Members of Generation Z also tend to use more technology, live their lives online, embrace diversity, and be generally more independent than previous generations. This age group may be the most technologically advanced generation, but it tends to struggle in and fear some basic activities such as physical activity and sport.
- African American youth age 6-12 participate are the only age category within the African American demographic to participate in outdoor activities at a rate above 50 percent.
- The most popular outdoor activities for African Americans include: running/jogging and trail running, fishing, and mountain and BMX biking.
- There are significant differences in Asian American sub groups (Japanese, Chinese, etc.), and should not be thought of or communicated with as a homogenous group.
- Hispanic participants and nonparticipants alike cite a lack of access to nearby places to participate in outdoor activities as a barrier to participation more often than other ethnicities.
- Young adults engage in mobile data applications at much higher rates than adults in age brackets 30 and older. It is also a fact that minority Americans lead the way when it comes to mobile internet access.

Facility Trends

- There is an increasing trend toward indoor leisure and therapeutic pools.
- To meet growing needs, through an annual industry survey, a majority of the parks and recreation agency survey respondents (72.6%) reported that they have plans to build new facilities or make additions or renovations to their existing facilities over the next three years. Nearly one-third (32.4%) of parks respondents said they have plans to build new facilities, and 29.9 percent said they plan to add to their existing facilities. More than half (53.1%) are planning renovations to existing facilities.
- The average amount planned for parks and recreation department construction in the 2015 budgets saw an increase from an average of \$3,795,000 in the previous year's survey to an average of \$3,880,000 for 2015.
- Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities over the past three years. The best dog parks cater to people with design features for their comfort and pleasure, but also with creative programming.³
Amenities in an ideal dog park might include the following:
 - Benches, shade and water – for dogs and people
 - Ample waste stations well-stocked with bags
 - Sandy beaches/sand bunker digging areas
 - Custom designed splash pads for large and small dogs
 - People-pleasing amenities such as walking trails, water fountains, restroom facilities, picnic tables, and dog wash stations.

³ Dawn Klingensmith "Gone to the Dogs: Design and Manage an Effective Off-Leash Area," *Recreation Management*, March 2014. (http://recmanagement.com/feature_print.php?fid=201403fe02).

Programming Trends

- The most common programs offered by parks and recreation survey respondents, according to a *Recreation Management* magazine report, include:
 - Holiday events and other special events
 - Youth sports teams
 - Day camps and summer camps
 - Educational programs
 - Adult sports teams
 - Arts and crafts
 - Programs for active older adults
 - Fitness programs
 - Sports tournaments and races
 - Sport training such as golf or tennis instruction
- The most common types of additional programming planned for 2015 include:
 - Environmental education programs
 - Mind-body/balance programs such as yoga and tai chi
 - Fitness programs
 - Educational programs
 - Programs for active older adults
 - Teen programming
 - Holidays and special events
 - Day camps and summer camps
 - Adult sports teams
- According to a 2013 Sports Industry and Fitness Association report (the most recent available), overall participation in sports, fitness, and related physical activities remained steady from 2011 to 2012.
 - Fitness sports had the largest increase in participation (two percent increase to 61.1 percent).
 - Racquet sports participation also increased (one percent increase to 12.8 percent), but its peak rate of 14 percent was reported in 2008.
 - Both team (21.6%) and water sports (12.5%) participation increased slightly, while individual (36%) and winter sports (6.6%) participation decreased slightly.
 - Outdoor sports participation remained stable at around 49 percent.
 - Spending on team sports at school and lessons/instruction/sports camp was projected to increase in 2013 as it did in 2011 and 2012.
 - Twenty-eight percent of all Americans are inactive while 33 percent are active to a healthy level (engaged in high-calorie-level sport/fitness activities on a frequent basis).
 - In 2012 youth (ages 6–12) participation was highest for outdoor (63.1%), team (53.1%), and individual sport (49.8%).
- According to the National Sporting Goods Association, overall participation trends indicate a general decrease for most team sports from 2005 to 2014 with soccer recovering by 4.9 percent from a participation dip in 2013. Lacrosse, football (tackle and touch), volleyball, and swimming also had an increase in participation in 2014 over 2013. Over the decade individual sports show a dramatic increase in aerobic exercising, exercise walking, exercising with equipment, hiking, kayaking, running/jogging, and yoga.

Festival and Events

- There has been a process that can be characterized as “festivalization,” which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of “cultural experience.”
- The success rate for festivals should not be evaluated simplistically solely on the basis of profit (sales), prestige (media profile), size (numbers of events).
- There are a growing number of smaller, more local, community-based festivals and events in communities, most often supported by local councils that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers.
- These community-based festivals often re-claim cultural ground based on their social, educational, and participative value.

Healthy Lifestyle Trends

- Cycling has become a popular mode of transportation as people consider the rising cost of fuel, desire for better health, and concern for the environment.
- An Alliance for Biking and Walking report shows that increasing bicycling and walking are goals that are clearly in the public interest.
- Design of a community’s infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk.
- According to the article “Outdoor Exercise ‘Healthier than Gym Workouts,’” researchers found that going for a run outdoors is better than exercising in the gym because it has a positive impact on mental as well as physical health.
- The link between health and the built environment continues to grow as a trend for local governments. Residents are increasingly incorporating active living and physical activity into daily routines.
- The link between health and the built environment continues to grow as a trend for local governments. Residents are increasingly incorporating active living and physical activity into daily routines.
- A trail in a neighborhood, creating a “linear park,” makes it easier for people to incorporate exercise into their daily routines, whether for recreation or non-motorized transportation. Urban trails need to connect people to places they want to go, such as schools, transit centers, businesses, and neighborhoods.

Sports and Recreation Trends

- The top five athletic activities ranked by total participation included exercise walking, exercising with equipment, swimming, aerobic exercising, and running/jogging. The following active, organized, or skill development activities remain popular: hiking, bicycle riding, basketball, golf, and soccer.
- According to the Sports & Fitness Industry Association’s 2013 report on sports, leisure and fitness activities:
 - Overall participation in sports, fitness, and related physical activities remained steady.
 - Spending on team sports at school and lessons/instruction/sports camp was projected to increase.
 - Fitness sports had the largest increase in participation.
 - Twenty-eight percent (28%) of all Americans are inactive.

- Adult sports teams of all sorts, from competitive volleyball to local flag football teams to casual kickball, are becoming more and more popular around the country, especially among Millennials.
- A recent survey conducted on behalf of the Sports Fitness Industry Association found that Millennials are twice as likely as Generation Xers to participate in team sports as adults.
- Sports teams in the work place is also a growing trend in the United States as companies look for new ways to keep their employees healthy and happy, and promote:
 - Developing team-building
 - Creating leadership opportunities
 - Increasing employee morale and overall health
- No adult recreational sport is taking off faster than pickle ball.
- According to the 2015 “Topline Report,” both the total number of outdoor outings and number of participants dropped in 2014.
- Participation in snow sports, including telemarking, snowshoeing, freestyle skiing, and cross-country skiing, grew significantly in 2014.
- Nearly 50 percent of Americans ages 6 and older participated in outdoor recreation in 2013. That equates to a total of 143 million.
- Recreation for exercise: More than 70 percent of outdoor participants were motivated to recreate outdoors as a way of getting exercise.
- Most youth are introduced to outdoor activities by parents, friends, family, and relatives.
- According to the Outdoor Foundation’s 2015 “Topline Outdoor Recreation Participation Report”:
 - Twenty-four percent (24%) of youth ages 6 to 17 identified running, jogging and trail running as the most popular outdoor activity. Twelve percent identified hiking.
 - Participation in trail running and BMX biking is up significantly over the recent three-year period.
- Bicycle touring is becoming a fast-growing trend around the world, including the United States and Canada.

Role and Response of Local Government

- Some local governments are now accepting the role of providing preventative health care through parks and recreation services.
- The following concepts are from the International County/County Management Association:
 - Parks and recreation departments should take the lead in developing communities conducive to active living.
 - There is growing support for recreation programs that encourage active living within their community.
 - One of the highest priorities is a cohesive system of parks and trails and accessible neighborhood parks.
- Newer partners include the health system, social services, justice system, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies and the increased willingness of other sectors to work together to address community issues.
- The traditional relationship with education and the sharing of facilities through joint-use agreements is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.
- Level of subsidy for programs is lessening and more “enterprise” activities are being developed, thereby allowing subsidy to be used where deemed appropriate.

- Information technology allows for better tracking and reporting.
- Pricing is often determined by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.
- Parks and recreation agencies are affirming their competencies and value through accreditation.
- Additional benefits of CAPRA accreditation include:
 - Encourages collaboration.
 - Improves program outcomes.
 - Identifies agency and cost efficiencies.
 - Builds high level of trust with the public.
 - Identifies best management practices.
- Usage rates of mobile applications demonstrate that chronologically across four major age cohorts, Millennials tend to get information more frequently using mobile devices such as smartphones. For example, 97 percent of cell phone owners ages 18–29 send and receive text messages, compared to 94 percent of ages 30–49, 75 percent of ages 50–64, and 35 percent of those 65 and older.

The complete trends report can be found in **Appendix A**.

C. Community and Stakeholder Input

This section is a summary of issues that were identified during focus groups, stakeholder interviews, and a public forum. **Figure 5** is a summary of dates and times of the public engagement.

Figure 5: Community and Stakeholder Engagement Schedule

| |
|--|
| <p>May 11, 2015 11:00am – Focus Group – Staff 1:00pm – Focus Group – Stakeholders/Seniors</p> |
| <p>June 17, 2015 6:00pm – Public Meeting 7:30pm – Advisory Committee Meeting</p> |
| <p>September 28, 2015 1:30pm – Findings and Visioning with Staff</p> |

The project team distributed a questionnaire as a mechanism to collect data beyond the verbal discussion at each session. Questions were developed by GreenPlay with assistance from the Community Center staff and project team. A copy of the questionnaire can be found in **Appendix B**. The input listed below is a summary of comments made in the meetings. The lists represent the responses from the participants and are not in order of importance. Participants in the focus groups, stakeholder meetings, and public forum expressed general agreement with this input.

Top priorities as indicated by focus group participants, as well as the citizen’s survey, can be found in the “Identification of Key Issues” section of this report.

Strengths and Areas for Improvement

What are the strengths and weaknesses of the Community Center that should be continued or improved upon over the next several years?

General sentiment among the group was that the small community feel of the Community Center is the biggest strength. It offers quality programs and amenities at an affordable rate.

Prevalent areas of improvement identified by the group is a lack of internal communication, the facility space is too small, the location of the facility is “hidden” due to a lack of signage, and the accessibility of features across amenities, including stairs, pools, and locker facilities.

Strengths

- Publicity/ social media
- Affordability
 - Is a draw/creates access
 - Fee structure is a plus
- Tight-knit staff
- Turf/grass
- Preschool program
 - 3-young 4s
 - Kindergarten Readiness
 - High quality
- Reasonable and affordable
- Best kept secret in the area
- Community-Centered
- “Comfortable” amount of people
- Close knit
- Great staff
- Variety of sports offered
- Opportunities for youth
- Engaged with the users of the Center
- Excellent program quality and value

Areas for Improvement

- Consistency
 - In communication
- Lack of internal communication
 - In regards to scheduling
- Hidden location
- Facility is outdated
 - Limits offerings
- External branding and signage
- Communicating through WSD3
 - “Do we have to be a part of the District?”
- Lacking public awareness/promotions
- How many more can fit?
- Rooms available create issues
 - Access, programming, storage
- Limited senior programming
- Lack of communication and marketing
- Family pricing
- Identity issue – What is the Community Center?

Additional Programs

What additional programs or activities do you feel the Department should offer that are currently not available?

- Weight and exercise rooms
- Day Care – drop-in
- Computer rooms/ study hall/ tutoring
- Tournaments
- More variety of summer camps – sports spec.
- Open gym for adults and youth
- More child-parent/multi-generational activities
- Advanced sports opportunities
- More arts and music programming
- Gardening/Recycling – instructional workshops, social (previously provided, may be better served by nursery in town)
- More senior activities – Social dance, cards, etc.
- Masters Level swimming
- Ultimate Frisbee
- Sensory trails and gardens and other accessible trails
- Need developmental programs for competitive youth
- TRX – new fitness
- Scheduling –
 - Needs more of the same
 - Capacity issues
 - Expanding use times
- Adult/senior level competitive athletics
- Youth Club opportunities
- Physical therapy
- Adult programming
- Community events –
 - Increased promotion opportunity
 - Farmers markets, Fall harvest, etc.
- Health/wellness/nutrition classes
- Adult trips – hiking
- Skill building, development, and educational classes

Improvements to Existing Facilities

What improvements are needed at existing facilities? Where are these improvements needed?

- Preschool building
 - Needs dedicated bathroom
 - Specific/dedicated program
- More accessibility in all facilities – pools, parks, bathrooms, etc.
- All restroom areas (Grounds facility has no running water)
 - Only stairs in the Community Center
 - Grounds facilities – specifically restrooms
- Parks improvements
 - Lower/Pool playgrounds at Community Center
- Office and storage spaces
- Lorson Ranch residents are looking for a system of carpooling to address distance from Center
- More, upgraded bathrooms at pool facility to expand capacity
- Enclose the splash pad area to see higher utilization
 - Castle Rock identified as example
- Age of Community Center is a major issue
- Expansion of weight rooms and fitness rooms
 - Include accessible machines
- Communication and awareness – information out through the schools; overall calendar of events (\$7 activity book); welcome packets to new families; interactive website; cross marketing opportunities with the County
- Removal of gates in Community Center areas
- Trails
- Accessible playgrounds
- New office space
- Pre-school specific facilities

Additional Facilities

What additional park and recreation facilities would you like to see the community provide?

- New gym facility
 - Basketball, volleyball, indoor track, stage, outdoor facilities
- Artificial turf field
- Multi-generational spaces
- Racquetball/Handball courts
- Classroom spaces
- Community rooms
 - Hangout space/lounge
 - Teen center, computer rooms
- Arts studios/ music space
- Theater/amphitheater
- Pool facilities – like zero depth pool, outdoor
- New playgrounds
- Coffee bar
- Outdoor bathrooms
- Preschool specific facility
- Multi-purpose Facility
 - Field house (8-12 gyms)
 - Fitness space
- Facility to host tournaments
- Facilities that allow for yearlong programming – not just seasonal
- could also host community concerts – not just district needs
- Auditorium for the district – schools are juggling and using valuable gym space
- Dedicated spaces for health and wellness and therapy
 - Possible community partner
- Trail connectivity
- Meeting spaces
- Auditorium
- Public batting cage
- Combo of Sr. Center/Library
- Pickle ball courts
- Weight room, workout area, multipurpose
- Space to eliminate the overcrowding on the upper level of the center
- Move preschool operation to another space to free up space in the center
- Indoor/outdoor batting cage
- Use of available space in the community (retail for instance)
- Indoor space for bad weather option for outdoor sports (educational with TVs, learning environment; ability to teach things you can do when it is raining)
- Tennis facility upgrades – back boards/lights

Potential Programs for Elimination

Are there any facilities and/or programs currently available that should be eliminated? If so, which ones and why?

- No one thought any programs should be eliminated. The question became: “Which programs don’t have the ability to meet their current demand?”
 - The pool space is bursting. Turning people away due to the capacity restrictions of the space. No spectator seating, no overflow area, limited restrooms create issues.
 - Painting, theater, and arts classes should be expanded.
- Two written responses mentioned that Kinder Readiness is not what it is supposed to be and the enrollment is dropping.
- Partnership with Fountain Valley Senior Center could create shift in senior programming to open opportunity for other programming.
- There was a need to define goals with objective measures discussed. Comment was that in order to make correct decisions for the Community Center a system of evaluation was needed.
- The splash pad was seen as underutilized – perhaps due to the seasonality of the feature.

- The Board commented on the Community Theater Programming not evolving as envisioned. General sentiment that youth sports, pool, and pre-school are the pillars of the Community Center, but community events (Tree Lighting and Clean Sweep) are becoming very popular.

Underserved Populations

Are there any portions of the community that are underserved? Please explain (i.e., where and what type of amenities are needed, what market segment needs more attention, etc.).

Age Related

- Teens
 - 11-14 yr olds
- Stay-at-home moms
 - No programming
 - No child-care
 - No toddler programming
- Lack of full family programming
 - Grandparent parents and other multi-generational families
- Preschool to senior

Other Populations

- More consistent senior services
- Competitive athletics
 - Youth, adult, and senior
- Military groups
 - Off-base programming
- Cyclists – Hard to connect where you are going
- People with disabilities
- Families (pricing)
- Lorson Ranch
- Renters and other non-permanent residents
- Missing segments of the community – try to engage through the school district

Financial Support

How do you believe the Community Center should be financially supported? Should it be self-supported through user fees, completely through taxes, alternative funding, or a combination of each? Please elaborate.

- A combination of all is a must.
- Hesitant to raise fees while the Community Center is in the “black.”
- Structure of organization is unique – Again asked if they “needed to be a part of WSD3.”
- Second group was generally okay with increasing user fees.
- Need to look for grants and partnerships.
- Increases for seniors with a fixed income could be a hardship.
- Higher fees for more advanced levels of competition (this was mentioned in the context of sports, but can be used across programs).
- Provide more opportunities for families that are in need.
- Partnerships with medical facility/insurance company.

Community Values

What are the key issues and values in the Widefield community that need to be considered while developing this Master Plan?

- Everyone knows everyone
- Hard to get into the community
- Businesses are collaborative/supportive of each other
- Small town takes care of each other and the community –
 - Home town feel
 - Family feel
- Want big city amenities
- History with the school district
- Alumni base of the community
- Long-time residents/multi-generational
- Affordability
- Traditions
- Unincorporated – not a city
- Non-competitive nature of what community center has to offer
- Spirit of the Center
- Word of mouth/grass roots
- Military community
- Diversity – all ages, all inclusive
- Should service the community of Widefield-Security
- Older population growing
 - FVSC claims 20,000+ coming
- Fiscally conservative
- Community doesn't have the big bucks
 - Is this true?
- Change the value proposition
- Religious community
- Family values are a priority
- Need for sustainable funding

Priorities of the Community Center

During the next 5-10 years, what are the top priorities for the Community Center?

Expansion of Space

- Multi-purpose gym/gym facility
- More storage and support space
- Weight room, fitness, aquatics, playgrounds (slides)
- Larger pool area/pool expansion
- Additional restroom facilities
- Indoor cycling spaces
- Bigger spaces
- Child care
- Café/lounge areas
- Multi-gen facilities

Expansion of Programs

- Programs for family groups
- More adult sports
- Building preschool program
- Preschool specific space
- Expanded daytime offering
- Expand evening programs
- More “off-the-wall” programming
- Programming for preteen/teens
- Expanding outreach
- More youth and senior programs
- Wellness and therapy-minded programs
- More services

Upgrades

- Construction of new facility
- Upgrade facilities
- Building repair and improvements
- Accessibility ramps/Accessible equipment
- Playground accessibility
- Upgrade grounds/maintenance equipment
- Elevator

Marketing and Awareness

- Promotions
- More marketing outlets/more publicity
- Increase total membership
- Greater visibility in community
- Improving public perception
- Accommodating eastern residents

Funding

- Find multiple funding networks
- Securing steady, consistent funding

Staffing and Administration

- Ensuring quality of staff and programs

D. Random Invitation Community Survey and Open Link Survey

Summary

This section is a summary of the Random Invitation Community Survey results and findings distributed within the WSD3 boundary. A summary for the Open Link can be found in Section E. A full survey report was provided as a staff resource document.

Methodology

The survey was conducted using three primary efforts:

- 1) A mail-back survey using a randomly selected sample of Widefield-Security residents.
- 2) An online, invitation-only web survey to further encourage response from those residents already within the defined invitation sample.
- 3) An “open-link” online survey for members of the public who were not part of the invitation sample. The open link survey was distributed via email to the Widefield Community Center newsletter list and employees of the school district as well as promoted on the Widefield Community Center’s Facebook page.

Based on analyzing survey results, the data shows open link respondents are generally strongly invested in the future of the Widefield Community Center; these responses were segmented from the mailback (“invitation” survey). There were notable differences between the random invitation sample and the open link sample. The analysis herein primarily focuses on responses from the statistically-valid invitation sample, but it is important to note the additional input.

In total, 3,500 surveys were mailed to a random sample of Widefield-Security residents in August 2015. Three hundred and three (303) surveys were returned, resulting in a margin of error of approximately +/- 5.6 percent.

The underlying data was weighted by gender and age to ensure appropriate representation of Widefield-Security residents across different demographic cohorts in the sample. Due to variable response rates by some segments of the population, while weighted to best match the overall demographics of residents, the results may not be completely representative of some sub-groups of the community.

The open link survey received an additional 209 responses; however, because these surveys were not collected at random, statistical measures are not reported for these responses.

Demographic Profile of Respondents

The following describes the respondent and household demographics of the invitation sample.

- Gender – Gender was relatively equally split in the invitation sample, with 52 percent female and 48 percent male.
- Age – A broad range of ages were represented in the invitation sample, with 28 percent under age 35, 39 percent between the ages of 35 and 54, and 32 percent over age 65.
- Household Profile – The largest share of invitation sample respondents live in family households with children at home (56 percent). An additional 30 percent are empty nesters, 11 percent are couples without children, and 3 percent are singles without children. Most respondents in the invitation sample reported being in a couple (83 percent).
- Annual Household Income – Among invitation sample respondents, 31 percent reported a household income of under \$50,000 per year, 46 percent indicated that they earn between \$50,000 and \$99,999, and 23 percent earn over \$100,000.
- Ethnicity/Race – Eighty-three percent (83%) of the invitation sample identified themselves as white, seven percent as African-American, three percent as Asian/Asian Indian/Pacific Islander, and less than one percent as Native American. An additional seven percent said they belong to some other race. Twelve percent (12%) of invitation respondents also identified themselves as being of Hispanic, Latino, or Spanish origin.
- Voter Registration – Most invitation respondents (88%) are registered to vote in El Paso County.
- Household Need for ADA-Accessible Facilities/Services – Eight percent of the invitation sample indicated that their household has a need for ADA-accessible facilities and services.

- Years in the Widefield-Security Area – Respondents have lived in the Widefield-Security area for an average length of 20 years. Thirty-seven percent (37%) of invitation respondents reported having lived in the area for over 20 years. Twenty-five percent (25%) have lived in Widefield-Security for between 11 and 20 years, and 36 percent have been there between 1 and 10 years. Only two percent reported living in the area for less than a year.
- Area of Residence – Eighty-nine percent of respondents have households located west of Powers Blvd in the invitation sample. The remaining 11 percent of invitation respondents live east of Powers Blvd.
- Own or Rent – Eighty-seven percent of invitation respondents own their residences in Widefield-Security.
- Number of Household Members – Seventy-nine percent (79%) of invitation respondents reported living in a household with two to four people. On average, invitation respondents reported a total of 3.7 household members and a total of 1.7 household members under the age of 18.
- Presence of Active Military Members in Household – Fourteen percent (14%) of the invitation sample indicated that they or members of their household are currently active members of the military.

The open link sample skewed heavily female, slightly younger, more ethnically and racially diverse, and more affluent than the invitation sample. There was a larger share of family households participating in the open link sample compared to the invitation sample. Voter registration is also high among open link respondents.

Survey Responses – Facilities

Importance of Parks and Recreation Opportunities

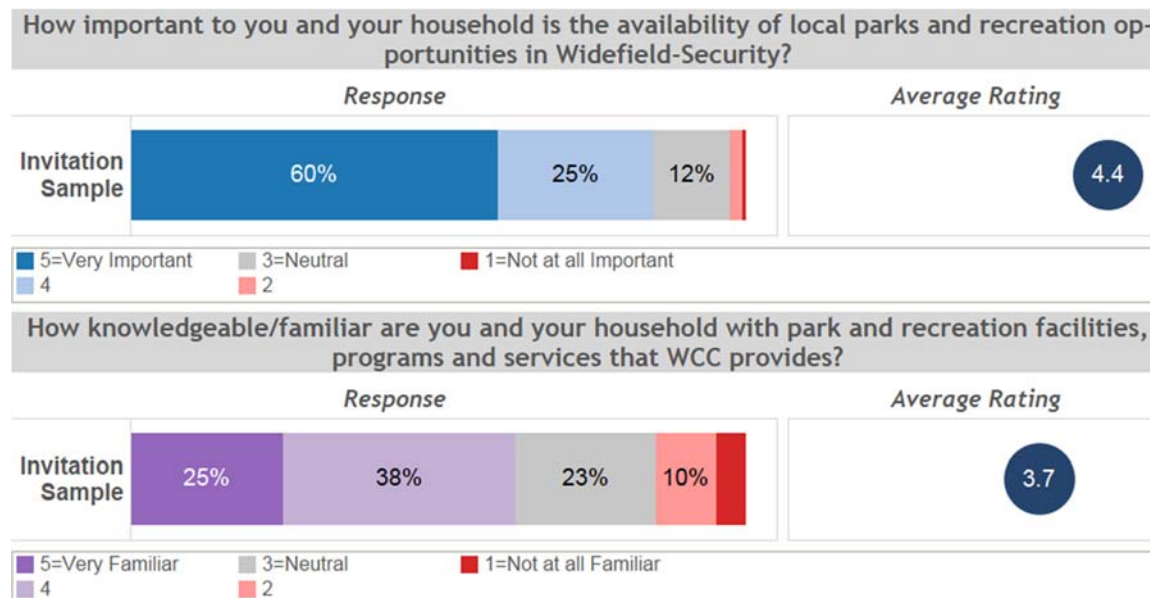
Respondents to the survey rated local recreation opportunities as very important, with 85 percent providing a “4” or “5” response and an average importance rating of 4.4. **Figure 6** shows a breakdown of total responses.

Knowledge or Familiarity of Parks and Recreation Opportunities

Using a similar scale as above, invitation respondents indicated how knowledgeable/familiar their household is with parks and recreation opportunities provided by the Widefield Community Center. Familiarity ratings were somewhat lower than importance ratings, with 63 percent providing a “4” or “5” response and a 3.7 average rating. **Figure 6** also shows a breakdown of total responses.

Open link respondents provided higher ratings for the importance of local parks and recreation opportunities as well as their familiarity with Widefield-Security offerings. This is logical, given the higher level of involvement in local parks and recreation among open link respondents relative to invitation respondents.

Figure 6: Importance/Knowledge of Parks and Recreation Opportunities



Importance of Facilities to Households

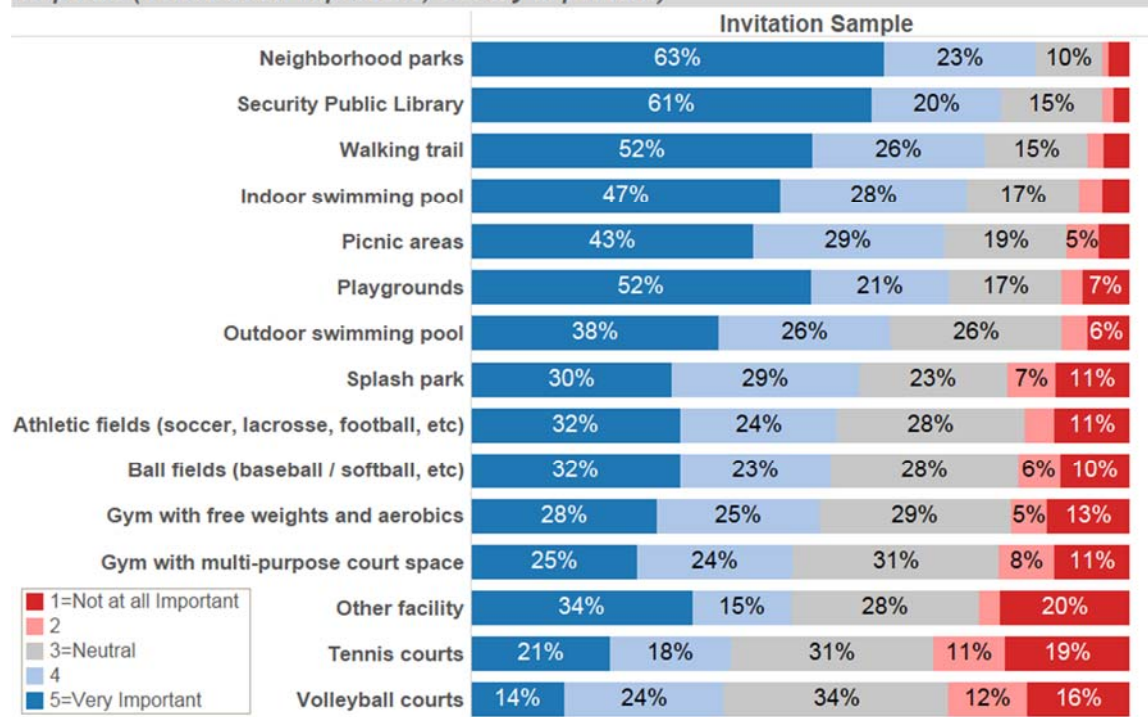
Figure 7 illustrates the percentage of respondents providing each rating of 1 to 5, where 5 is “very important.” The light and dark blue segments show “4” and “5” responses, while the dark and light red segments depict the percentage of “1” and “2” among invitation respondents. Facilities are sorted by percentage of “4” and “5” responses. The highest average ratings and largest shares of “4” and “5” responses were given for the following facilities:

- Neighborhood parks (average rating 4.4; 86% provided a 4 or 5 rating)
- Security Public Library (4.3; 81%)
- Walking trail (4.2; 78%)
- Indoor swimming pool (4.1; 75%)
- Playgrounds (4.1; 73%)
- Picnic areas (4.0; 72%)
- Outdoor swimming pool (3.8; 64%)
- Athletic fields (3.6; 56%)
- Splash park (3.6; 59%)
- Ball fields (3.6; 55%)
- Gym with free weights and aerobics (3.5; 53%)

Facilities that were given lower importance ratings with less than half of respondents providing 4 or 5 ratings include a gym with multi-purpose court space, tennis courts, and volleyball courts.

Figure 7: Importance of Parks and Recreational Facilities

Importance of Widefield-Security Facilities to Household
Response (1=Not at all Important, 5=Very Important)



Degree to Which the Community Needs are Met by Facilities

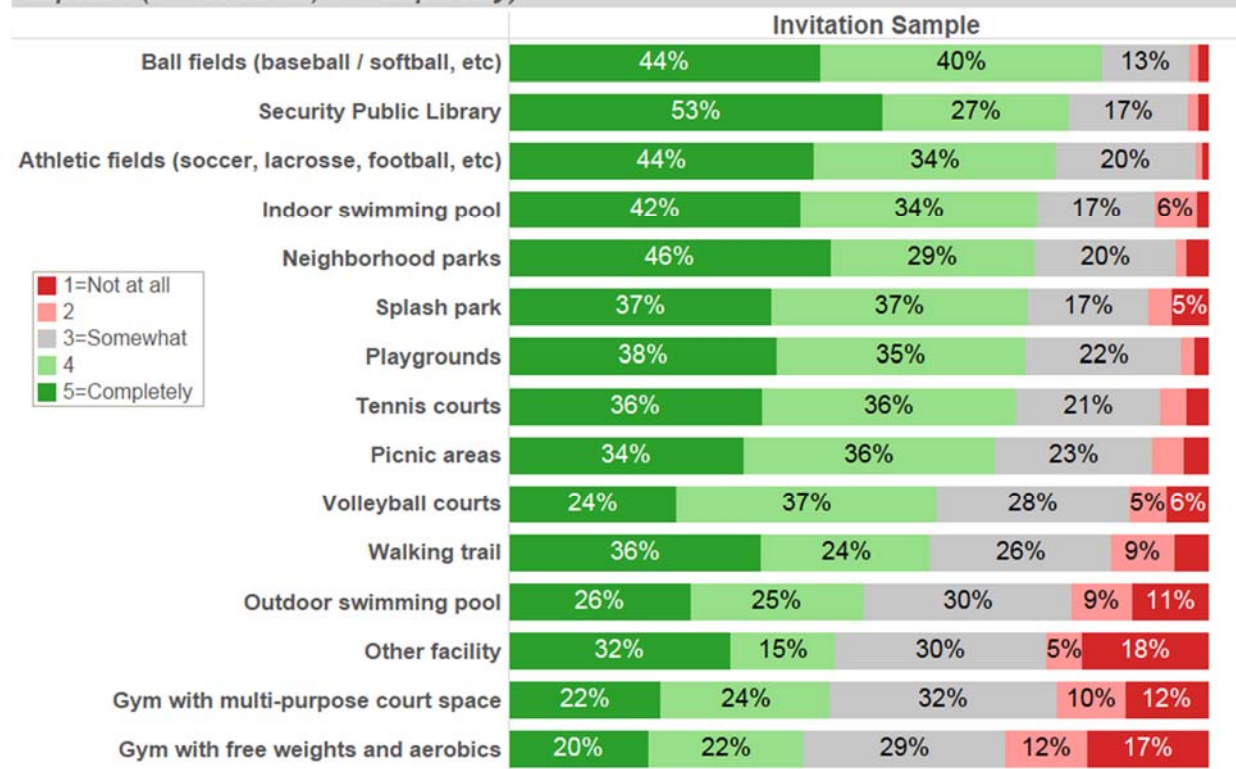
Respondents rated the degree to which they feel their community's needs are met by current Widefield Community Center facilities on a scale from 1 to 5, where 5 means "completely." **Figure 8** illustrates the percentage of invitation respondents providing each rating, with light and dark green representing "4" and "5" responses respectively and dark and light red representing "1" and "2" responses. The following facilities received the highest average ratings and highest proportions of "4" and "5" ratings among invitation respondents:

- Security Public Library (average rating 4.3; 80 percent provided a 4 or 5 rating)
- Ball fields (4.2; 85%)
- Athletic fields (4.2; 78%)
- Neighborhood parks (4.1; 75%)
- Indoor swimming pool (4.1; 75%)
- Playgrounds (4.1; 74%)
- Tennis courts (4.0; 72%)
- Splash park (4.0; 74%)
- Picnic areas (3.9; 69%)
- Walking trail (3.8; 60%)
- Volleyball courts (3.7; 61%)
- Outdoor swimming pool (3.5; 51%)

Respondents provided lower ratings for gym with multi-purpose court space and gym with free weights and aerobics, each receiving less than half of respondents providing a 4 or 5 rating.

Figure 8: Degree to Which Facilities Meet Community Needs

Degree to Which Community Needs are Met by Widefield-Security Facilities
Response (1=Not at all, 5=Completely)

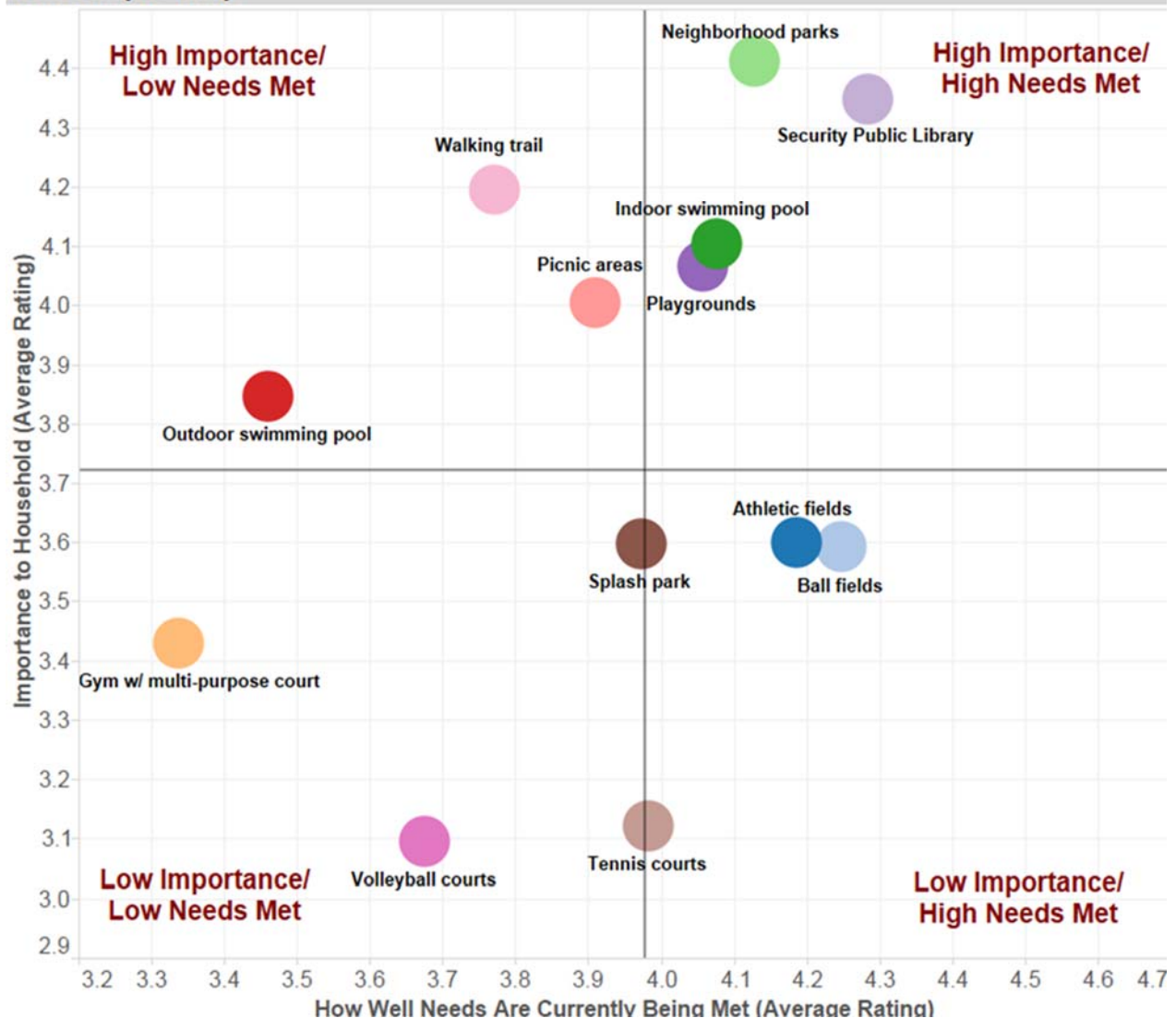


Importance vs. Needs-Met Matrix – Current Facilities

Figure 9 illustrates a comparative “Importance vs. Needs-Met” matrix. Scores from invitation respondents are displayed in this matrix using the mid-points for both questions to divide into four quadrants.

Figure 9: Importance vs Needs Met Matrix of Facilities

Level of Importance vs. Needs Met for Current Widefield-Security Facilities - Invitation Sample Only



Facilities located in the upper right quadrant have a high average importance rating and a strong level of needs being met. These facilities are typically less necessary to consider for immediate improvements, but should be maintained in the future as they are important to a majority of households within the community:

- Neighborhood parks
- Security Public Library
- Indoor swimming pool
- Playgrounds

The upper left quadrant shows facilities that are important to many households, but are not meeting community needs well, indicating that these facilities are potential areas for improvement. Enhancements to these facilities could boost the degree to which needs are met among community members:

- Walking trail
- Picnic areas
- Outdoor swimming pool

Lower right quadrant facilities were given lower importance ratings, but are meeting community needs adequately. Further evaluation of these facilities is warranted to consider the potential reallocation of resources:

- Athletic fields
- Ball fields
- Tennis courts (on the cusp of low needs met)

Facilities that are less important and do not meet community needs well are depicted in the lower left quadrant. These facilities are categorized as “niche” amenities, as they generally have a smaller following – it will be beneficial to measure current participation in order to more thoroughly plan for future improvements:

- Gym with multi-purpose court
- Volleyball courts
- Splash park (on the cusp of high needs met)

Survey Responses – Programs

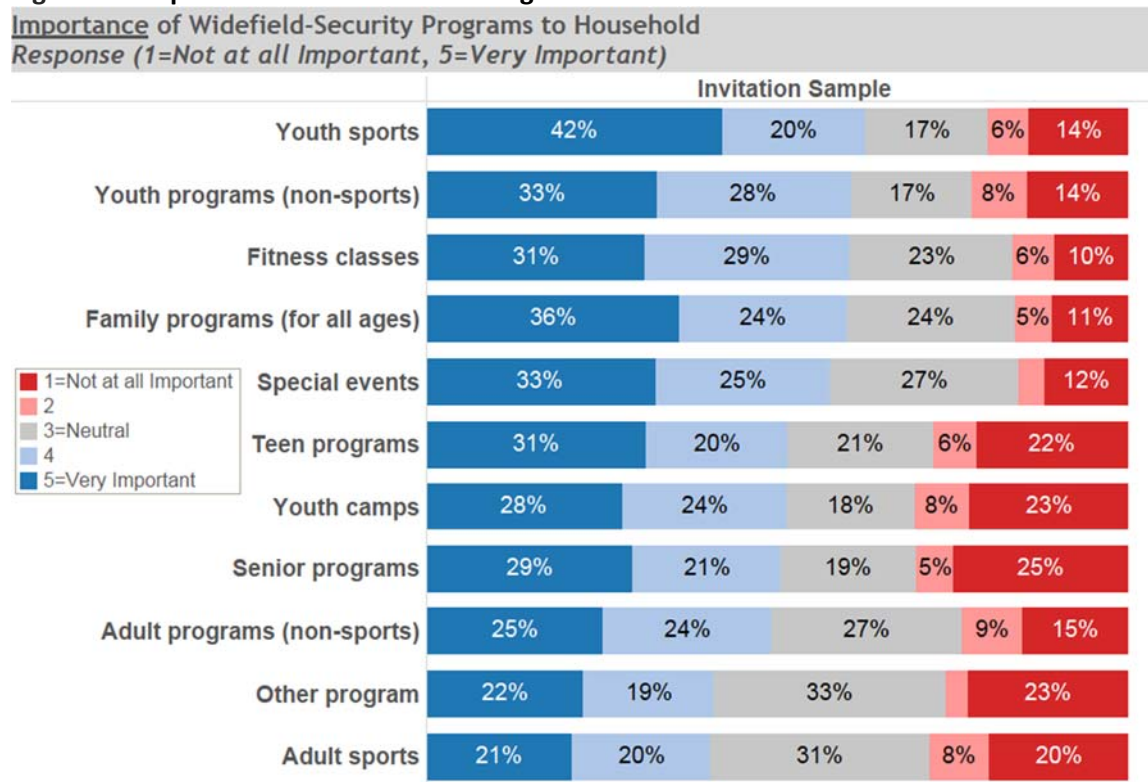
Importance of Programs to Household

Program ratings were measured on the same 5-point scale, with 1 meaning “not at all important” and 5 meaning “very important.” **Figure 10** illustrates the percentage of respondents providing each rating for the listed programs. Programs are sorted by the share of “4” and “5” responses. The light and dark blue segments show “4” and “5” responses, while the dark and light red segments depict the percentage of “1” and “2” responses among invitation respondents. The highest average ratings and largest shares of “4” and “5” responses were given for the following programs:

- Youth sports (average rating 3.7; 63% provided a 4 or 5 rating)
- Family programs (3.7 average; 60% rated 4 or 5)
- Fitness classes (3.6 average; 60% rated 4 or 5)
- Special events (3.6 average; 57% rated 4 or 5)
- Youth programs (3.6 average; 60% rated 4 or 5)

Adult programs, teen programs, youth camps, senior programs, and adult sports were rated as less important by invitation sample respondents. This was generally due to a moderate share of respondents rating these programs as a 1 or 2.

Figure 10: Importance of Recreational Programs

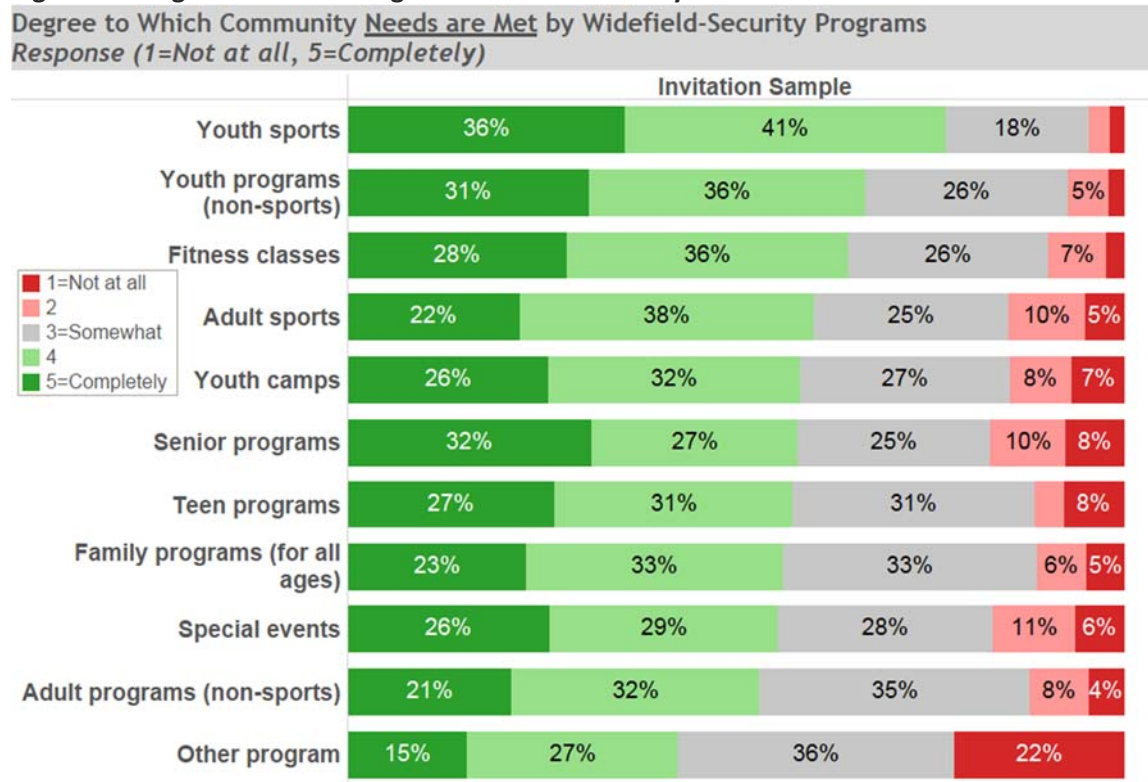


Degree to Which the Community Needs are Met by Facilities

Respondents rated the degree to which they feel their community's needs are met by each Widefield Community Center program on a scale from 1 to 5, where 1 is "not at all" and 5 is "completely." **Figure 11** illustrates the percentage of invitation respondents providing each rating, with light and dark green representing "4" and "5" responses respectively and dark and light red representing "1" and "2" responses respectively. All programs received fairly high average ratings and high proportions of "4" and "5" ratings among invitation respondents:

- Youth sports (average rating 4.1; 77 percent provided a 4 or 5 rating)
- Youth programs (3.9; 67 percent rated 4 or 5)
- Fitness classes (3.8; 64%)
- Teen programs (3.6; 57%)
- Senior programs (3.6; 58%)
- Family programs (3.6; 56%)
- Youth camps (3.6; 58%)
- Adult sports (3.6; 60%)
- Special events (3.6; 55%)
- Adult programs (3.6; 53%)

Figure 11: Degree to Which Programs Meet Community Needs

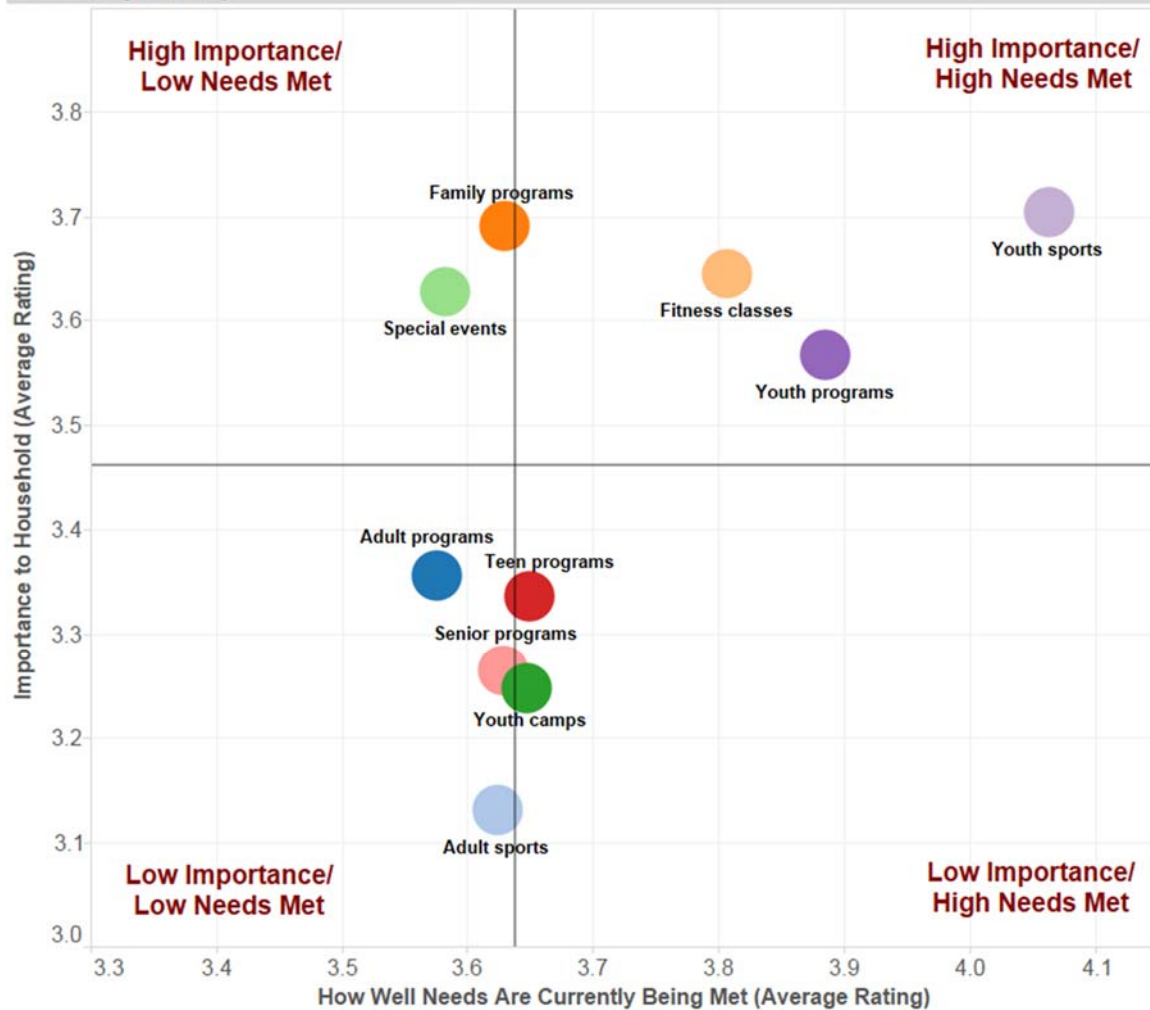


Importance vs. Needs-Met Matrix – Current Programs

Figure 12 illustrates a comparative “Importance vs. Needs-Met” similar to **Figure 9** in the Survey Responses – Facilities section. Scores from invitation respondents are displayed in the matrix using the mid-points for both questions to divide into four quadrants.

Figure 12: Importance vs Needs Met Matrix of Programs

Level of Importance vs. Needs Met for Current Widefield-Security Programs - Invitation Sample Only



The upper right quadrant includes programs that are highly important to community households and are also meeting their needs well. Enhancements to these programs are generally not needed now; however, preserving the programs in this quadrant should be a top priority as they are important to many resident households:

- Youth sports
- Fitness classes
- Youth programs

Programs found in the upper left quadrant were given high importance rating, though they are not faring well in terms of meeting community needs. These programs could be considered for potential improvements, which could increase the degree to which residents feel their needs are being met overall:

- Special events
- Family programs (on the cusp of high needs met)

The lower right quadrant shows programs with relatively low importance ratings but high needs-met ratings – these programs could be reviewed to understand whether the resources allocated justify the benefits received from them:

- Teen programs (on the cusp of low needs met)
- Youth camps (on the cusp of low needs met)

Programs in the lower left quadrant are neither important nor are adequately meeting the needs of the community. These programs typically appeal to only a small group of community members, so participation should be considered in future discussions:

- Adult programs
- Senior programs (on the cusp of high needs met)
- Adult sports (on the cusp of high needs met)

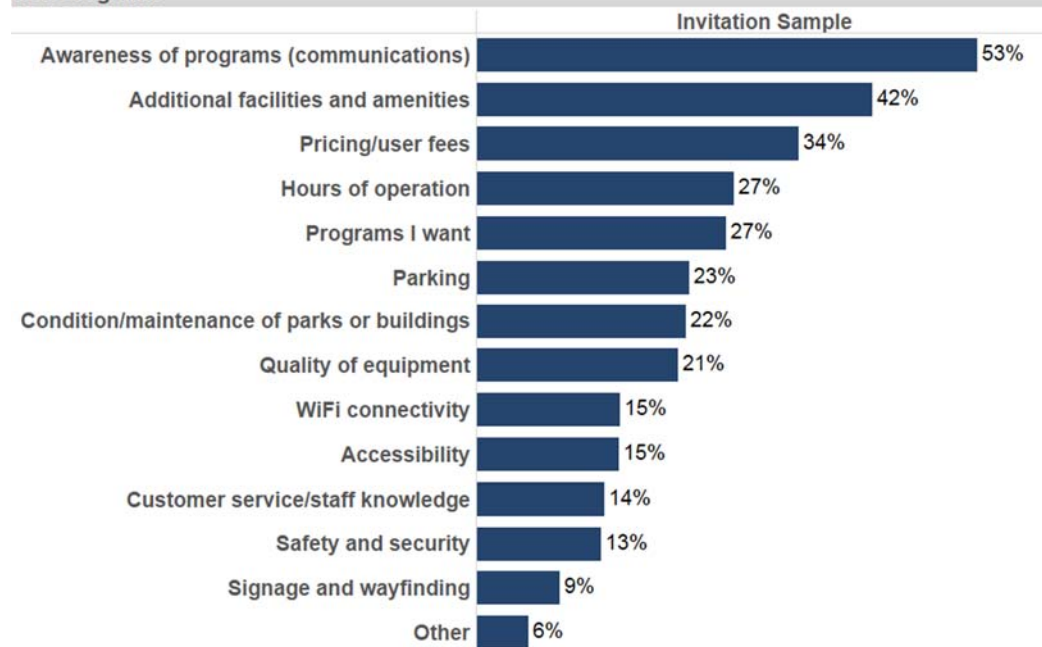
Most Important Factors that Would Increase Use of Facilities

Respondents chose the top five most important areas that, if addressed by Widefield Community Center, would increase their use of parks and recreation facilities. **Figure 13** the invitation responses for this question. The top areas selected by invitation respondents include:

- Awareness of programs/communications (53% of respondents selected this as one of their top five areas)
- Additional facilities and amenities (42%)
- Pricing/user fees (34%)
- Hours of operation (27%)
- Programs I want (27%)

Figure 13: Top 5 Most Important Areas That Would Increase Use – Invitation Link

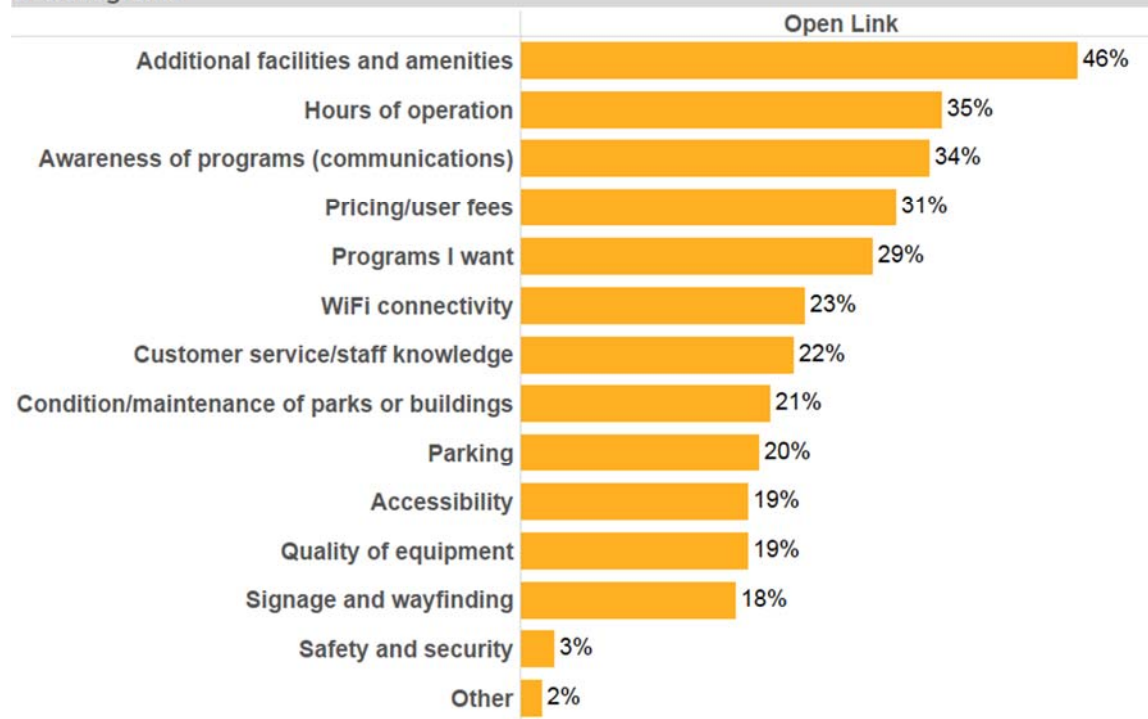
Top Five Most Important Areas that, if Addressed by WCC, Would Increase Use of Parks/Facilities/Programs



Open link respondents had a somewhat different hierarchy of responses for this question, as is shown in **Figure 14**. They were more likely to choose hours of operation, Wi-Fi connectivity, customer service/staff knowledge, and safety and security as factors that if improved would increase their usage. Open link respondents were less likely than invitation respondents to select awareness of programs/communications and signage and wayfinding.

Figure 14: Top 5 Most Important Areas That Would Increase Use – Open Link

Top Five Most Important Areas that, if Addressed by WCC, Would Increase Use of Parks/Facilities/Programs

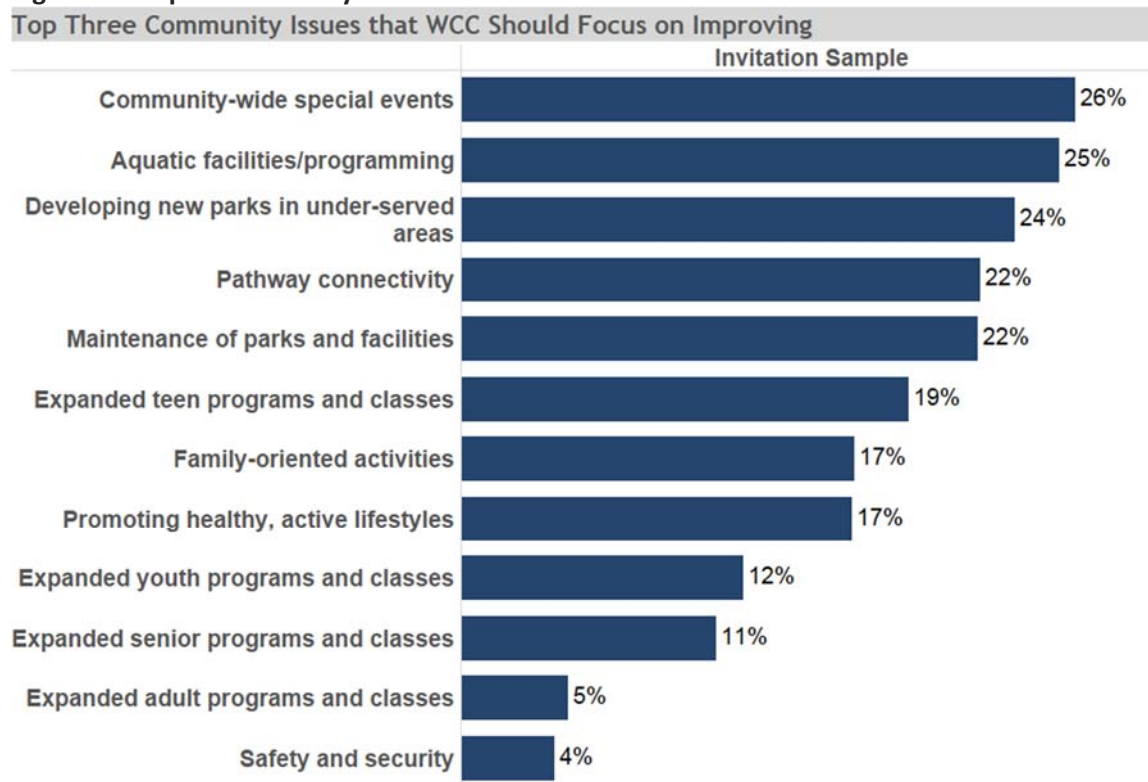


Top Areas Parks & Recreation Should Focus on Improving

Respondents were asked to identify the top three community issues that Widefield Community Center should focus on improving from a list of twelve potential areas. **Figure 15** shows the share of respondents who selected each of the items as one of their top three priorities. Top priorities for invitation respondents include:

- Community-wide special events (26% of respondents selected this as one of their top three priorities)
- Aquatic facilities/programming (25%)
- Developing new parks in under-served areas (24%)
- Pathway connectivity (22%)
- Maintenance of parks and facilities (22%).

Figure 15: Top 3 Community Issues on which to Focus – Invitation Link

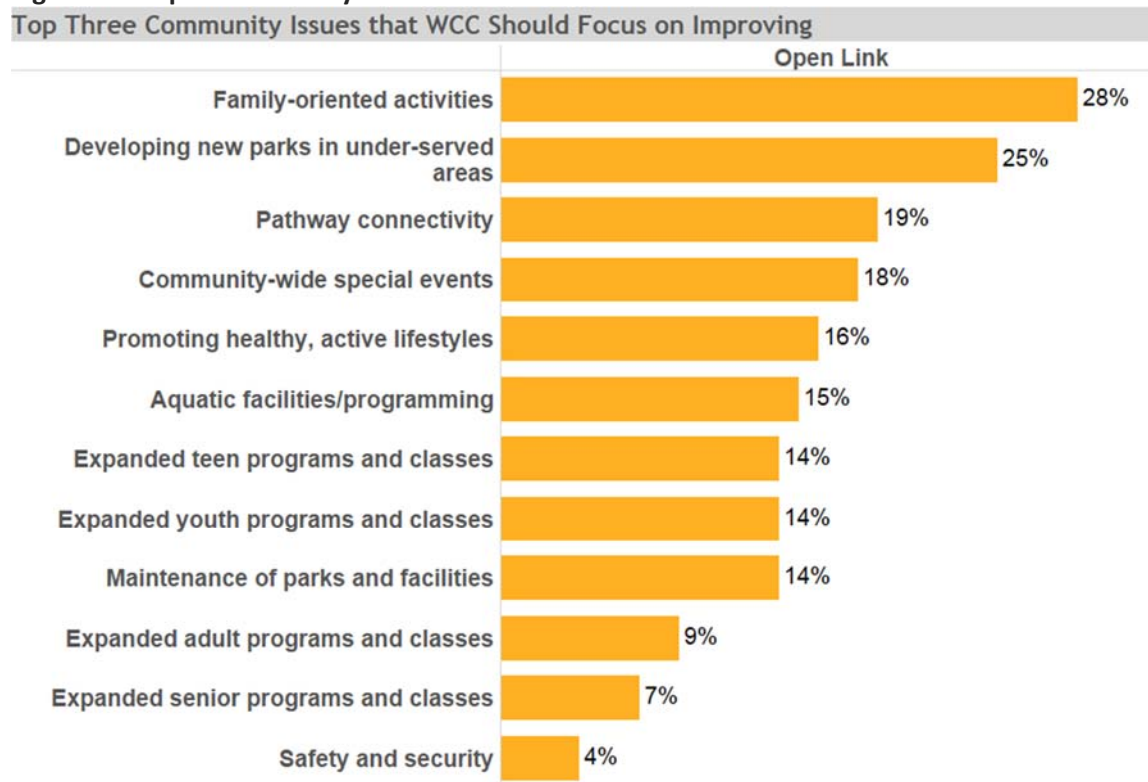


Invitation responses to this question were also analyzed by respondent gender and household profile. A summary is below. Complete results can be found in the separate report.

- **By Gender** – Male respondents were more likely than their female counterparts to select community-wide special events, aquatic facilities/programming, and expanded senior programs and classes as top community issues. In contrast, female respondents more frequently chose developing new parks in under-served areas and expanded youth programs and classes as top areas to focus on improving.
- **By Household Profile** – Respondents with children at home were more likely than those in non-family households to identify developing new parks in under-served areas and maintenance of parks and facilities as areas for improvement. Respondents without children in their household were more likely to select as community issues pathway connectivity, promoting healthy/active lifestyles, expanded senior programs and classes, expanded adult programs and classes, and safety and security.

Open link responses (**Figure 16**) were similar to the invitation sample, but with greater importance on family-oriented activities.

Figure 16: Top 3 Community Issues on Which to Focus – Invitation Link



Top Priorities to Add, Expand, or Improve

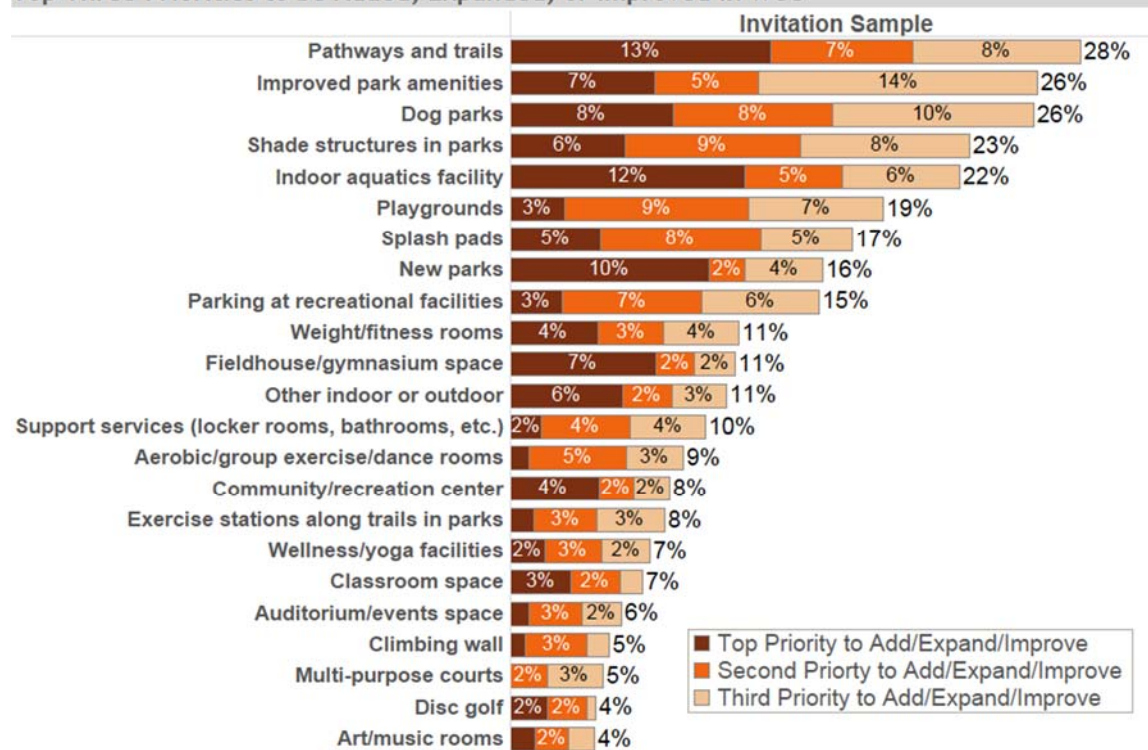
Respondents selected their top three priorities as the most important future facilities to be added, expanded, or improved in the Widefield Community Center. **Figure 17** depicts the percentage of respondents who chose each facility as their first, second, and third priority, ranked by the combined sum to show rank ordering of each facility relative to the other facilities. The top priorities among invitation respondents are:

- Pathways and trails (28% of respondents selected this as one of their top three priorities). Pathways and trails is also the single most important priority, with 13% of respondents selecting it as their number one priority.
- Improved park amenities (26% selected this as one of their top three priorities).
- Dog parks (26%).
- Shade structures in parks (23%).
- Indoor aquatics facility (22%).

Respondents to the open link survey were also asked to prioritize each facility into the first, second, and third most important. Compared to invitation respondents, open link respondents were more likely to prioritize pathways and trails, an indoor aquatics facility, weight/fitness rooms, fieldhouse/gymnasium space, a community/recreation center, and wellness-yoga facilities. Invitation respondents, on the other hand, placed greater importance on dog parks, shade structures in parks, playgrounds, splash pads, new parks, and parking at recreation facilities.

Figure 17: Top 3 Priorities to Add, Expand, or Improve

Top Three Priorities to be Added, Expanded, or Improved in WCC

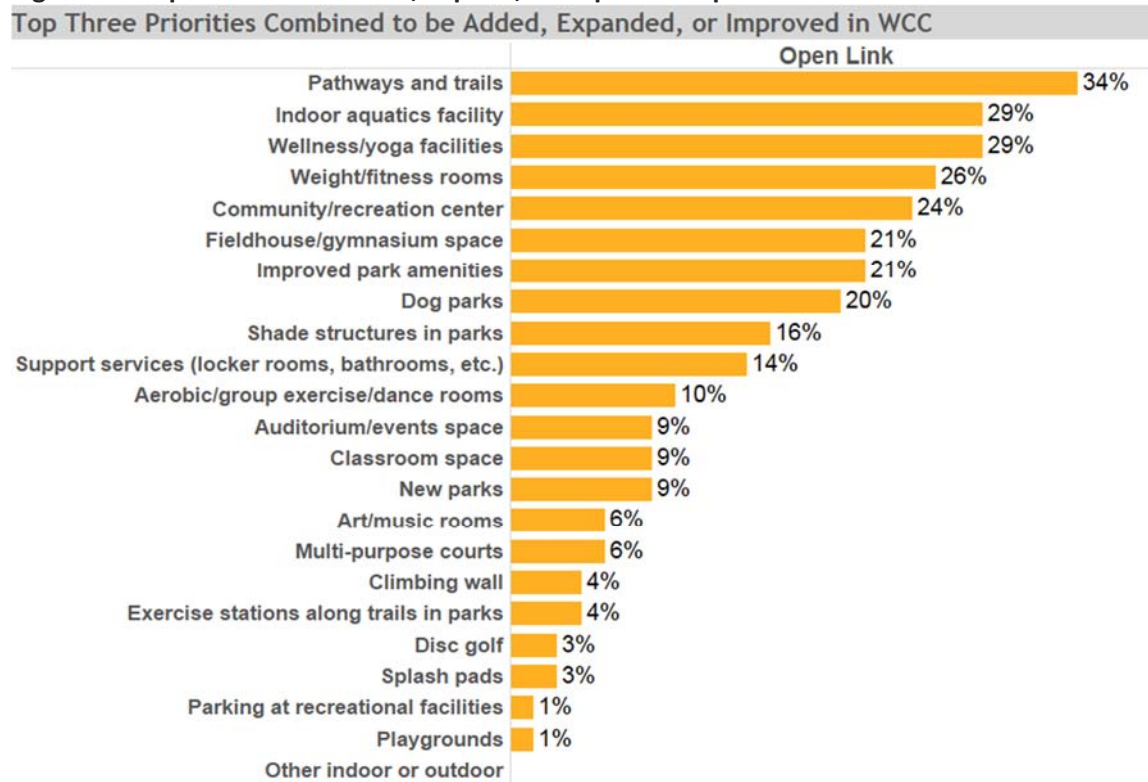


Invitation responses to this question were also analyzed by respondent gender and household profile. A summary is below. Complete results can be found in the separate report.

- **By Gender.** Female respondents more commonly prioritized an indoor aquatics facility, weight/fitness rooms, aerobic/group exercise/dance rooms, wellness/yoga facilities, and a climbing wall than male respondents. Male respondents showed a greater preference for pathways and trails, new parks, parking at recreational facilities, support services, and auditorium/events space.
- **By Household Profile.** Respondents living in family households prioritized to a greater degree than those without children at home, playgrounds, splash pads, weight/fitness rooms, fieldhouse/gymnasium space, multi-purpose courts, and art/music rooms. Meanwhile, respondents without kids at home more commonly selected as priorities pathways and trails, improved park amenities, dog parks, parking at recreational facilities, and wellness/yoga facilities.

Compared to invitation respondents, open link respondents (**Figure 18**) were more likely to prioritize pathways and trails, an indoor aquatics facility, weight/fitness rooms, fieldhouse/gymnasium space, a community/recreation center, and wellness-yoga facilities.

Figure 18: Top 3 Priorities to Add, Expand, or Improve – Open Link



Communication

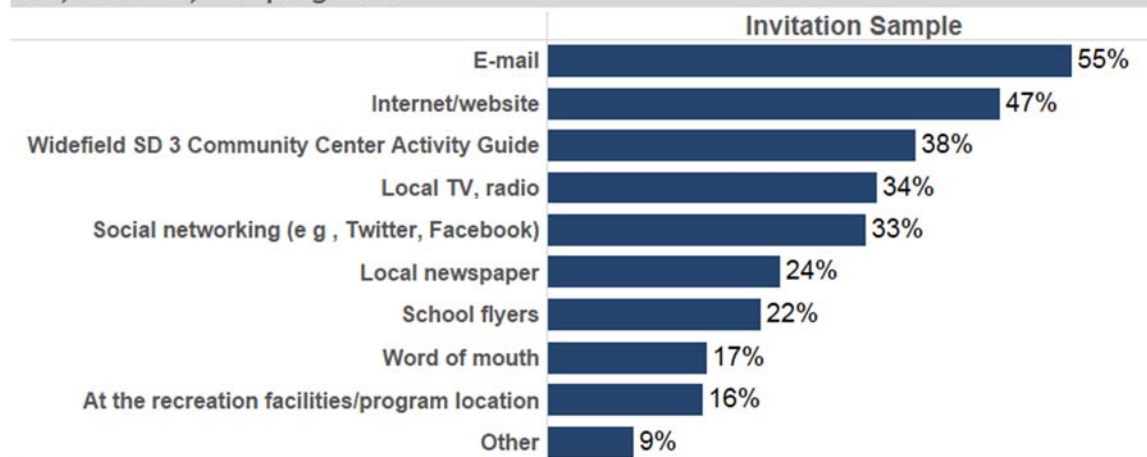
Respondents were asked several questions about communication and awareness. In the first question, respondents identified the best methods for reaching them from a list of communication techniques.

Figure 19 identifies the preferred communication methods of respondents. The top methods are:

- Email (55%)
- WCC website (47%)
- WCC Activity Guide (38%)
- Local TV/radio (34%)
- Social networking (33%)

Figure 19: Best Communication Methods

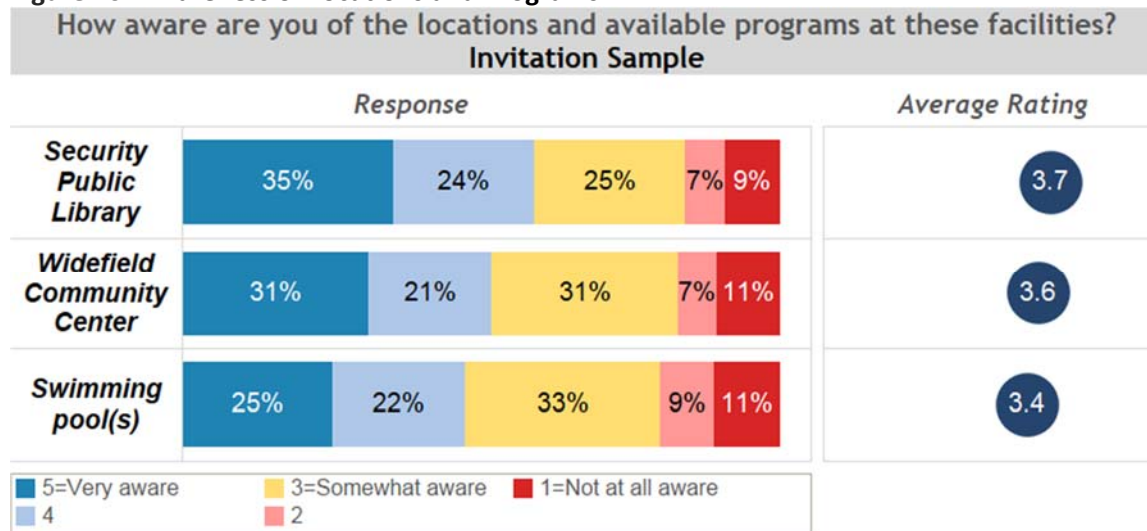
What is the best way to reach you with information on parks and recreation facilities, services, and programs?



Open link responses showed a greater inclination to receive communications in the form of the WCC Activity Guide, social networking, and school flyers. Open link respondents were less likely than invitation respondents to prefer local forms of communication such as local TV/radio and the local newspaper.

The second question was asked about awareness of three parks and recreation locations and programs in Widefield-Security. **Figure 20** details the results from this question.

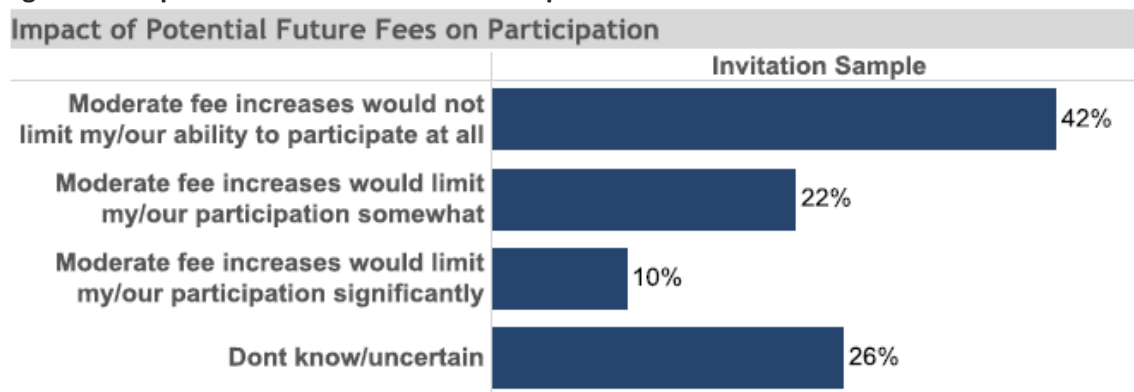
Figure 20: Awareness of Locations and Programs



Impact of Fee Increases

Respondents were asked what impact, if any, fee increases would have on their current level of participation in programs, services, or use of facilities. Responses are depicted in **Figure 21**.

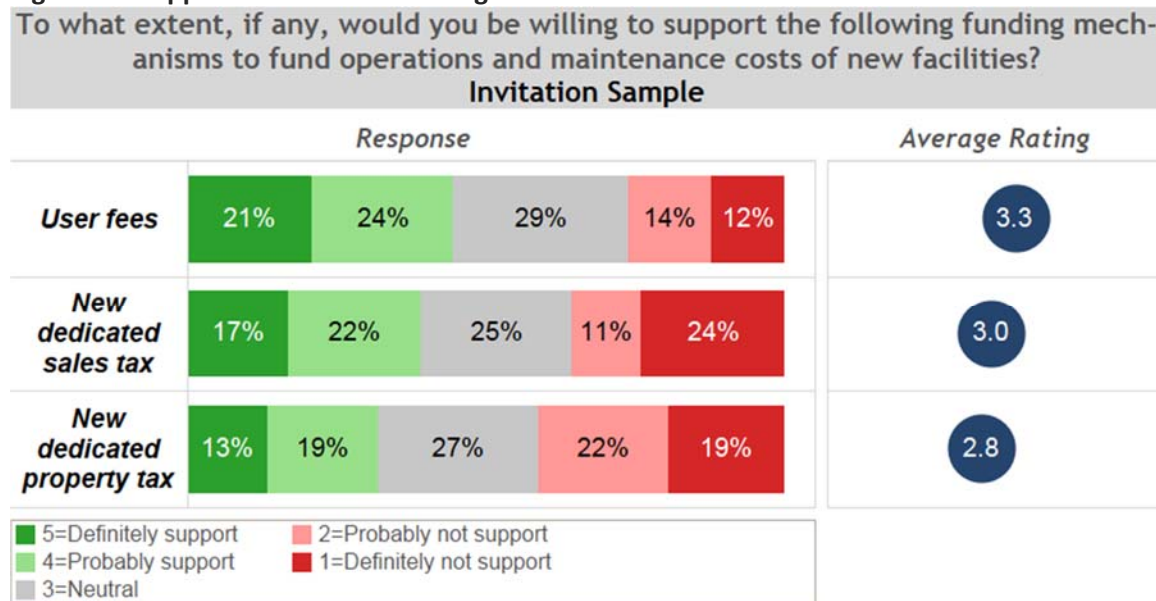
Figure 21: Impact of Potential Fees on Participation



Support for Future Funding Mechanisms

Respondents were informed that the Widefield Community Center currently receives funding through tax dollars, a mill levy approved in 2000, and program fees to build new facilities. The survey indicated that additional funding is needed to support operations and maintenance costs for new facilities. Respondents were then asked to what extent they would be willing to support three funding mechanisms to fund operations and maintenance for these facilities on a scale of 1 to 5, with 1 meaning “definitely not support” and 5 meaning “definitely support.” Results are depicted in **Figure 22**.

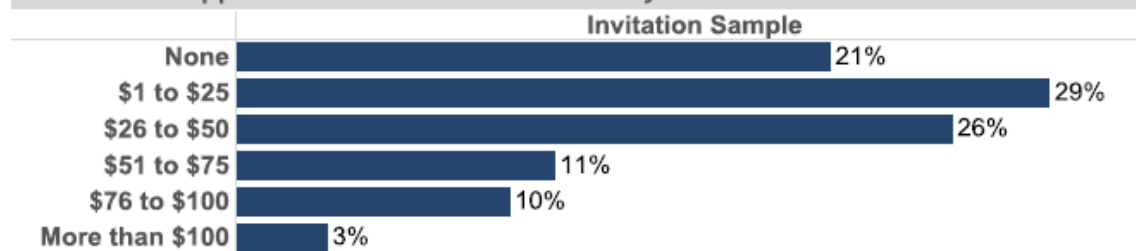
Figure 22: Support of Potential Funding Mechanisms



Respondents were also asked how much additional property tax they would be willing to pay annually to increase recreational opportunities in Widefield-Security, depicted in **Figure 23**.

Figure 23: Willingness to Increase Property Tax

How much additional property tax would you be willing to pay annually to increase recreational opportunities in Widefield-Security?



Allocation of Funding

Respondents were asked to allocate resources, in \$5 increments, “to spend on parks and recreation facilities, services and/or programs.” **Figure 24** shows the average allocation amount provided by invitation respondents for each amenity. Top responses were:

- Improvements/renovations and maintaining existing park facilities (average allocation amount \$19.20).
- Expanding aquatics (\$15.21)
- Recreation center (\$11.20)
- Expanding programs and activities (\$10.31)
- Adding new parks (\$10.08)
- Adding more pathways (\$9.59)

Figure 24: Prioritized Spending on Parks and Recreation Facilities – Invitation Link

If you had \$100 to spend on parks and recreation facilities and programs, how would you allocate it across the following categories?

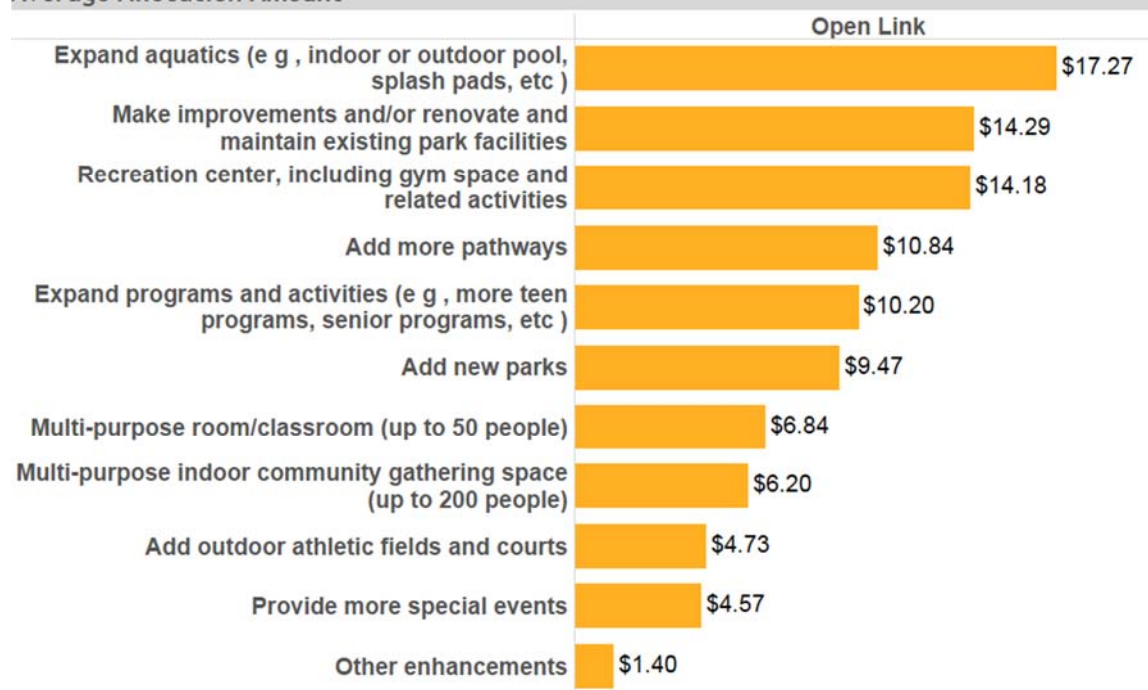
Average Allocation Amount



Figure 25: Prioritized Spending on Parks and Recreation Facilities – Open Link

If you had \$100 to spend on parks and recreation facilities and programs, how would you allocate it across the following categories?

Average Allocation Amount



Open link respondents (**Figure 25**) allocated more money on average toward the recreation center, a multi-purpose room/classroom, and expanding aquatics, while invitation respondents spent more on making improvements/renovations and maintaining existing park facilities and providing more special events.

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IV. Operational Analysis

A. Strengths, Weaknesses, Opportunities, and Threats (SWOT)

A SWOT Analysis completed by staff in 2011 was updated for this Master Plan.

| Strengths | | Weaknesses | |
|--|--|---|--|
| <ul style="list-style-type: none"> • Enthusiastic staff • High quality facility/grounds • Great customer service • Strong base of current customers • Tradition of programs • Affordability • One-stop shopping • Good reputation • Strong sense of community • Registration system • Ability to work as a team through challenges • Competitive pricing • Quality programs • Good culture • Support from district • Financially sound | | <ul style="list-style-type: none"> • Not enough space/facilities • Lack of defined standards • Facilities at capacity • Miscommunication with the community • Behind on basic technology • Number of Program Offerings • No Conference Room • Youth Sports office procedures • Registration system is fickle • Brand confusion • Office layout • Facilities – gym/fitness center • Limited \$\$\$ • Available space for growth • Old/outdated equipment • High operating costs | |
| Opportunities | | Threats | |
| <ul style="list-style-type: none"> • Baby Boomers and aging populations looking to stay fit • Diversity • Can expand the product/service as the area grows • Improve Youth Sports philosophy • Maximize Adult Sports • Efficient office systems and procedures • Visibility in community • Partnering with other agencies • More troops arriving • Alternative providers are cancelling programs or charging above the market costs • Collaboration w/schools, coaches • Facility upgrades • New fitness programming • Bolster community identity • Expand arts and music programming | | <ul style="list-style-type: none"> • Money will run out in households and will impact extra programs • Lack of incentives/competitive pay inhibits ability to attain and keep quality staff • Lack of standards and guidelines • Other agencies may close doors, but we may not be able to accommodate • Mistakes/miscommunication • Facility limitations • Adverse district changes • Changes on base • Closing of businesses • Demographic changes • Slow growth or decline • Bigger venues/modern facilities like aquatics • Sports organizations | |

B. Recreation Programming Analysis

The Widefield Community Center offers an array of recreational programs that seek to meet the needs of its community. This analysis examined information pertaining to program inventory, participation rates, expenses, and revenues. Other sources include the focus groups, staff input, and survey.

A complete listing of recreational programs can be found on the Community Center's website (<http://cc.wsd3.org/>). For the purposes of this Master Plan, programs have been grouped into the following categories: Adult/Youth Sports, Aquatics, Fitness, Arts and Cultural Services, Children's Programs, Special Events/Programs.

Programs and Activities

Adult/Youth Sports

Adult sports provide opportunities in pickle ball, softball, and volleyball. Opportunities include drop-in, leagues, and tournaments. Youth sports are provided in soccer, baseball/softball/t-ball, basketball, volleyball, and football. Opportunities include: sports competitions (e.g. NFL Punt, Pass, and Kick) and leagues.

Aquatics and Fitness

Aquatics and Fitness are categorized together for this Plan, because many programs offered by the Community Center fall into both categories. Aquatics provides opportunities in lap and open swimming, swimming lessons, and pool/party rentals. Fitness opportunities include Deep/Shallow Water Aerobics, Water Dance, Yoga/Chair Yoga, ZUMBA®, Cardio and Strength, Flirty Girl Fitness®, Hot Fusion®, Hot Hula Fitness®, Hot Hula, Let's Dance, Rise and Shine Bootcamp, Sunrise Cycling and Strength, and Tai-Chi.

Arts and Cultural Services

Arts and Cultural Services provides a wide variety of programming to the community, including: martial arts, youth dance, adult art classes, babysitting bootcamps, American Red Cross CPR/first aid, Summer Theatre, youth cooking classes, youth art classes, Painting with Parents, and Play and Learn Club (P.A.L.)

Children's Programs

Children's opportunities include: Terrific Tots Preschool (ages 3-4), Kreative Kinder Preschool (4-5), Kindergarten Readiness, Camp VIP, and Best of Bear Trap (grades 6-8).

Special Events and Programs

The Widefield Community Center is responsible for multiple events per year, including: Summer Concert at Pi-Ute Park, Fall Festival on Community Day, Holiday Tree Lightning, Community Yard Sale, and Clean Sweep. Special programs include a Community Garden at Talbott Park and a Fun Bus, which facilitates multiple trips each year.

Program Participation and Revenues

Table 5 was developed using the most recent Annual Report, Expense Reports, and Income Reports (FY 2014-2015). While each line item, with the exception of Special Events, shows positive revenues, it is important to understand that this is not the entire picture of revenues and expenses to the Community Center. The expenses shown represent *direct* costs of putting on the program. A truer picture of actual costs to provide the programming would also include *indirect* costs associated with the administration of the programs within the operations of the Department.

Direct costs are those for activities or services that benefit a specific program, for example the cost of the instructional staff and materials required for a particular program. Because these activities are easily traced to program, their costs are usually identified with the program.

Indirect costs are not directly attributable to a program. Sometimes considered as overhead, these may be costs for marketing, program registration, or administrative oversight. Indirect costs are those for activities or services that benefit more than one program. Their precise benefits to a specific project are often difficult to trace.

Table 5: Current Program Analysis – Income vs. Expense

| | Participants | | Annual Income | Annual Expense | Income vs. Expenses |
|------------------------------------|---------------|------------|------------------|------------------|---------------------|
| | Indiv. | Team | | | |
| Adult Sports | | 103 | \$34,840 | \$20,697 | \$14,143 |
| Youth Sports | 4,195 | 327 | \$145,110 | \$45,365 | \$99,745 |
| Aquatics and Fitness | 8,613 | | \$103,574 | \$19,750 | \$83,824 |
| Arts and Cultural Services | 864 | | \$36,171 | \$ 9,725 | \$26,446 |
| Children's Programs | 488 | | \$177,203 | \$10,924 | \$166,279 |
| Special Events and Programs | Approx. 2,750 | | \$17,681 | \$24,480 | (\$6,799) |
| Total | 16,910 | 430 | \$514,579 | \$130,941 | \$383,638 |

Recreation and Program Space

On the surface, the Widefield Community Center provides many high quality and affordable recreational programs. The survey results, and much of the public comment, indicated that the Community Center is meeting diverse needs, with many programs and amenities rating a 4 or 5.

That is not to say that there are not areas identified by the community as areas for improvement. When combining the trends analysis with the public input, these areas include:

- New fitness opportunities like interval training, TRX classes, body weight training, and wellness activities like yoga.
- Educational programs ranging from recycling to woodworking to language classes.
- Multi-generational programming.
- Technology features and connections.
- Arts and music programming.
- Free weight opportunities.
- More aquatics programming.
- Child care programming.
- Age specific programming, like teen programs.
- An expansion of hours, both daytime and evenings.

For many of these programs, the Community Center is not a viable location because they are dependent on dedicated spaces or new equipment that requires more storage. The lack of space at the Community Center was identified by numerous parties from staff who feel constrained in providing programming to participants who are not finding the programs they want. Already partnering with the schools in the area to provide many fitness and sports programs, the Community Center could also look to the schools to provide spaces for arts and music programs or educational and skill building opportunities. Other programs that could be developed with WSD3 are fitness programs, yoga, and other wellness programs.

The Community Center should also look at developing new facilities in the coming years. While a new recreation center would alleviate many of these pressures, the Community Center could also look to build standalone features like a gymnasium space and fitness center or redesign current amenities like the pool. A Facility Study was completed, and is detailed in the next section.

Sports programs at the Community Center should be further developed. First, there were many comments about the philosophy of Youth Sports in the public sessions and the survey. The Community Center provides recreational and participation focused sports for youth, but some members of the community are looking for more competitive opportunities. The Community Center should develop and communicate a philosophy for its Youth Sports program, while looking to partner or communicate with other agencies to provide opportunities that fall outside of this philosophy. Second, Adult Sports participation in traditional sports like softball and basketball is decreasing across the country, while newer team/social sports continue to grow. The Community Center could look to team sports like Ultimate Frisbee, kickball, or dodgeball to increase participation.

Teen programming was a big topic discussed in the public outreach. The community felt that there is limited opportunity outside of WSD3 for high school-aged students. This is a common sentiment across the country, and may be best addressed through partnering with school organizations to develop programming that is tailored to this age group.

Program evaluation guidelines should be developed. When asked which program should be eliminated, very few were identified. While many of the programs categories are operating with a positive impact to the Community Center, guidelines for evaluating programs will help staff make decisions in the future, as the Center continues to grow and evolve.

Facility Study

Significant space limitations were identified through the information gathering process by multiple sources of input as a limiting factor to programming. The Community Center currently partners with WSD3 and others to create a larger profile of facilities, but new space is needed. While larger, multi-purpose facilities like a gymnasium, fitness room, and pool facility would allow the Community Center to consolidate its operations and provide many of the programs that the community demands, a full recreation center would provide for more opportunities in Widefield-Security.

A 2008 conditions report done by LKA Partners determined that due to the age of the Community Center, developing a new facility, or facilities, would have a greater long-term positive financial impact than a renovation/remodel of the current site.

The current components and conditions of the Community Center do not necessarily equate to a full recreation center, so cost estimates were developed for a phased, or add-on, approach to facilities that would alleviate the Community Center's current pressures. These add-on spaces and their estimated square footage are:

- **Gymnasium**
 - Court – 90' x 60' = 5,400 sq. ft.
 - Fitness Rm. – 50' x 50' = 2,500 sq. ft.
 - Offices (2) – 10' x 12' = 240 sq. ft.
 - Storage – 40' x 20' = 800 sq. ft.
 - Restrooms (2) – 12' x 20' = 480 sq. ft.
 - **Total Square Footage = 9,420 sq. ft.**
- **Natatorium**
 - 6 lane Lap Pool, High School Standards/ Diving Tank, High School Standards/ Lazy River
 - Zero Depth Entry with Play Features, Water Slide/ Pump Room = 4,800 sq. ft.
 - Locker Rooms, Male/Female = 2,000 sq.ft.
 - (2) Family Locker Rooms = 250 sq.ft.
 - Aquatics support space/ Staff Lounge/ Office = 750 aq.ft.
 - Guest Service Space/ Guest Lounge = 900 sf
 - **Total Nat. Square Footage = 8,700 sq. ft.**
- **Total of Gym and Natatorium = 18,120 sq. ft.**
- **Net to Gross Factor 70/30 = 18,120/.70 = 25,885 sq. ft.**

With these estimates, the following cost model was created:

| | |
|--|---------------------------------------|
| Site: | \$0 |
| 1. Cost of site acquisition | N/A |
| 2. Off-Site development costs | N/A |
| Building / Site Construction: | |
| 1 Demolition | UNKNOWN w/o design \$0 |
| 2 New Gymnasium | 13,457 sf \$140.71 \$1,893,503 |
| 3 New Natatorium | 12,428 sf \$281.37 \$3,496,859 |
| 4 Site | UNKNOWN w/o design - allow. \$388,275 |
| A. Subtotal Building and Site Cost | \$5,778,637 |
| General Conditions and General Requirements | \$520,077 |
| Insurance, Bonds, Permit OH/Profit | \$0 |
| 1 Liability Insurance | \$49,760 |
| 2 Builder Risk Insurance | \$9,448 |
| 3 Warranty Mngement | \$6,299 |
| 4 Bonds | \$42,642 |
| 5 Permit allowance | \$30,000 |
| 6 OH/Profit | \$186,669 |
| Insurance, Bonds, Permit OH/Profit | \$324,818 |
| B. Subtotal/ Building , Site, Gen. Conditions & Gen Reqments. | \$6,623,532 |

| | | | |
|---|--|------------|--------------------|
| Contingency | | | |
| 1 | Estimate and Design Contingency on above | 8.00% | \$529,883 |
| C. Total Estimate Construction Costs | | | \$7,153,415 |
| Movable Furniture and Equipment: | | | |
| 1 | Equipment Allowance | UNKNOWN | \$0 |
| 2 | Furniture Allowance | UNKNOWN | \$0 |
| Professional Services: | | | |
| 1 | Architect / Engineers Fee | 10% budget | \$715,342 |
| 2 | Surveyor | allowance | \$8,000 |
| 3 | Soils Consultant | allowance | \$10,000 |
| 4 | Materials and Soils Testing | | \$7,000 |
| 5 | State Geological Fee | | NA |
| Owner's Costs: | | | |
| 1 | Reimbursements (Printing Costs) | allowance | \$10,000 |
| 2 | Administrative / Legal | allowance | \$10,000 |
| 4 | Utility Fees / Connections | allowance | \$25,000 |
| D Total Project Cost | | | \$7,938,757 |

NOTE: Compilation of this data is based on LKA's judgement as design professionals generally familiar with the construction industry. LKA has no control the cost of labor, materials or equipment, over any contractor's methods of determining bid prices, or competitive bidding, market or negotiating conditions now or in the future. Accordingly, LKA cannot and does not warrant or represent that any of the project(s) contemplated by the user of this information can be constructed for the amount(s) presented here. Determination of budgets for any and all projects as well as determination of what information to consider in establishing such budget(s) rests solely with the user of this information. This information/cost data should not be relied upon by itself in planning or establishing project budgets.

It should be noted that:

- These costs do not take site development and analysis into account. They are strictly costs for the recommended facilities and their square footages. The Community Center will need to further explore this option to develop a more accurate costs.
- The \$281.37/sq. ft. cost estimates for the pool are valued in 2016 dollars. Figures for a facility to be delivered in 2018 – 2020 will push this value closer to \$325/sq. ft.
- Fixtures, Furniture, and Equipment is another cost not accounted for in the cost model above. For a 26,000 sq. ft. facility, an agency can expect to spend approximately \$250,000 on FF&E.
- Given these costs, and that immediate development of these facilities is not realistic, a more accurate cost for add-on and renovation would be \$10,000,000.

While a gymnasium, new pool facility, locker rooms, offices, etc. would provide new opportunities for the Community Center, it would not solve all of the programming issues. Given the programming needs of the community, and the significant space restrictions facing the Community Center, new construction of a full-sized recreation center should also be considered. Using similar figures above, a recreation center would cost between \$325 and \$375/sq. ft. and could be designed between 50,000 and 70,000 sq. ft. These figures combined would result in an estimated value cost of \$26,250,000, which does not include costs like site development, architectural costs, and FF&E. Potential funding opportunities are identified in the next section.

A feasibility study should be conducted to develop a more accurate cost model for a recreation center, and a phased approach.

Potential Funding Mechanisms for Widefield Community Center

While the Community Center currently receives dedicated funding through an approved tax, it will need to secure a larger initial investment to fund potential construction.

General Obligation Bonds

General obligation bonds are issued by a district against the value of taxable property, and are paid through taxes on property owners. General obligation bonds should be considered by the district for larger capital improvement projects.

Sales Tax Revenues

Sales tax is applied on sales of goods and/or services, typically collected at the time of sale. Typically, sales tax is an ongoing tax. In addition, it can be increased and assessed for a particular period (with a sunset date) for a specific project. This mechanism likely would require partnership with an entity that has the authority to implement and collect a sales tax.

Advertisement Sales

Advertisements can be sold for placement in a variety of promotional tools. Key to success in selling advertising is developing an Advertising Plan and Policy. This plan typically outlines acceptable types of advertisers, locations available for advertising coupled with target audience, costs for the various advertisements, and time frame as well as the details of the advertising program.

Partnerships

There have been very preliminary discussions regarding the possibility of forming partnerships with other entities to provide recreational services and expand the overall system within the community.

Partnerships can also be an excellent resource when approached by community members to add facilities or amenities to parks that are not part of the master plan priorities. When unique, unforeseen opportunities arise relative to development opportunities and community interest, rather than rejecting the project, the Community Center could consider a potential partnership opportunity.

Partnerships can be made between recreation agencies and other organizations in both the public and private sectors. Before these partnerships can be formed, a favorable, supportive environment for such partnerships has to be present. The first challenge is for the potential partners to recognize and accept different value systems.

There must be reciprocal benefits accruing to all parties in a partnership arrangement if it is to be successful. In addition to financial considerations, benefits may include efficiencies from removal of service duplication or use of complementary assets, and enhanced stability for the service.

Philanthropic

This is the concept of voluntary giving by an individual or group to promote the common good and improve the quality of life. Philanthropy generally takes the form of donor programs, capital campaigns, and volunteers/in-kind services. Communities will often form a specialized fundraising group to aid in these efforts. Generally, the “friends” groups are non-profit entities, and therefore donations may be tax deductible.

Donor programs and capital campaigns involve an organized drive to accumulate substantial funds to finance major needs of an organization. They can be very successful in delivering large sums of funding to an organization that has a significant financial need for a specific project. The right time to conduct this fundraising strategy is when an organization has the will, commitment, and need for a campaign. Mounting a capital campaign can involve extensive staff and financial resources. Outsourcing this task to a firm that specializes in this form of fundraising, or creating a specific position dedicated to partnerships and alternative funding may be appropriate.

General Purpose or Operating Support Grants

When a grant maker gives your organization an operating grant the funds may be used to support the general expenses of operating your organization. An operating grant means the funder supports your organization's overall mission and trusts you to make good use of the money.

Program or Project Support Grants

A project grant is given to support a specific, connected set of activities, with a beginning and an end, explicit objectives and predetermined costs. Here are some of the most common types of these grants:

- **Planning Grants** – when planning a major new program, the Department may need to spend a good deal of time and money conducting research. It may also need to investigate the needs of constituents, consult with experts in the field, or conduct other planning activities. A planning grant supports such initial project development work.
- **Facilities and Equipment Grants** – these grants help organizations purchase a long-lasting physical asset, such as a building. The applicant organization must make the case that the new acquisition will help better serve its clients. Funders considering these requests will not only be interested in the applicant's current activities and financial health, but will also inquire to the financial and program plans for the next several years.
- **Matching Grants** – many grant makers will provide funding only on the condition that your organization can raise, from other sources, an amount equal to the size of the grant. This type of grant is another means by which foundations can determine the viability of an organization or program.
- **Seed Money or Start-up Grants** – these grants help a new organization or program in its first few years. The idea is to give the new effort a strong push forward, so it can devote its energy early on to setting up programs without worrying constantly about raising money. Such grants are often for more than one year, and frequently decrease in amount each year.
- **Management or Technical Assistance Grants** – unlike most project grants, a technical assistance grant does not directly support the mission-related activities of the organization. Instead, it supports the organization's management or administration and the fundraising, marketing, financial management, etc.
- **Program-Related Investments (PRIs)** – in addition to grants, the Internal Revenue Service allows foundations to make loans, called program-related investments (PRIs), to nonprofits. PRIs must be for projects that would be eligible for grant support. They are usually made at low or zero interest. PRIs must be paid back to the grant maker. PRIs are often made to organizations involved in building projects.

Potential Grant Strategy

The competition for grants and awards has become stronger than ever. Due to the unreliable nature of this method of alternative funding, grants should be pursued for supplementary income, but not relied on as a primary means of operating funding.

The exception to this is proposing for grants that require matching funds. If other means of fundraising can be used to collect necessary dollars, and should be aggressively pursue grants that will provide a matching contribution.

These efforts should be pro-active and coordinated to ensure that all relevant grant opportunities are identified and prioritized. It would be advantageous for the Community Center to designate a specific staff person or contracted service to develop and implement an expanded grant program.

Partnership Opportunities in the Widefield-Security Area

Other partnering opportunities exist with alternate providers in the area that would allow the Community Center to share some of the costs of building and operation a larger recreation center.

Partnering with Alternate Providers

Throughout the planning process, alternate providers in the area have approached the Community Center about the potential of building a new facility in the area, namely, the Fountain Valley Senior Center and the YMCA. While these conversations are only preliminary, they could result in significant savings and growth opportunities for the Community Center's service profile. If this partnership were to be realized, each partnering agency would split the costs of building and operating the facility.

Partnering with Other Municipalities

Another opportunity that arose during the planning process is partnering with the City of Fountain, Colorado to provide a recreation center for the entire area. Fountain is a city of roughly 27,000 people just to the south of Widefield-Security, also in El Paso County. Currently, Fountain does not have a recreation center, and is looking for opportunities to provide a full-service recreation center to its community, while sharing some of the potential costs. Like partnering with an organization, such as the YMCA, this partnership would require substantial planning and agreements.

One opportunity that exists with this type of partnership is the creation of a parks and recreation district. While the creation of a special district requires the approval of voters, the dedicated funding from the areas combined population would be significant.

Marketing Analysis

The Community Center should be commended for having dedicated marketing staff whose responsibilities include program brochures, website management, social media, advertisements, and events. However, the community awareness of the Community Center could be improved.

While the Community Center is making efforts over the proper channels, as identified by the survey and public meetings, many people still felt unaware of all the services provided by the Community Center. Targeting the marketing efforts of the Community Center toward smaller groups, like females aged 35-45, can help focus the message of the Center and ensure a better connection to the community. Other opportunities for development include:

- Update the 2007 Marketing Plan to include:
 - Brand position
 - Goals and objectives
 - Target segments
 - Development of communication channels
 - Evaluation methods
- Signage and wayfinding to the Community Center.
- Technology through services (registration app, recreation program passport, etc.).
- Increase partnerships with other community services.
- Develop partnerships to identify needs, address needs, and deliver services to specific community groups.

Another opportunity area is the development and expansion of special events as a marketing and awareness tool. The Community Center already provides many successful events and festivals, but it is an area that the community identified in the survey as a program into which they would invest more. While the special events program as a whole is a large expense to the Community Center, the benefits gained through awareness, such as higher participation and more sponsorship opportunities, outweigh the monetary cost.

Lastly, the name “Community Center” is a catchall term that refers to both the physical space and the department within WSD3. While the name is meant to invoke the idea of the Community Center being the center of the community, many members of Widefield-Security were confused by the term; not knowing what it was or its function. A name change could help staff communicate the brand of the Community Center, and its breadth of responsibilities and offerings, more efficiently.

C. Maintenance Analysis

The facilities and amenities of the Community Center received high praise from staff and the public during the information gathering process. The athletics fields and parks are maintained to a high level, and the Community Center is in good condition, especially considering the age of the facility. The park facilities maintained by Community Center staff stand out in Widefield-Security when compared to other parks in the area aesthetically and based on the technical analysis detailed in the Inventory section of this report.

Survey data indicated that 22 percent of the respondents would like to see improved maintenance, however it appears that most of that input is in relation to the buildings/facilities at the Community Center location and is likely related to the age of the facility.

It appears that there are adequate funds allocated annually for general maintenance operations, however there is no current plan/policy to provide funding for capital repair and replacement needs nor for regular equipment replacement.

Areas for development include:

- ADA accessibility features at the Community Center and at playgrounds. New regulations in 2011 require new standards for buildings, trails, outdoor facilities, playgrounds etc. and assuming there is a previous formal compliance plan it likely needs to be updated.
- Improved restroom facilities at all locations (Ex. preschool specific bathroom).
- More shade structures in the parks.
- Restroom facilities at in the maintenance/grounds facility.
- Facilities and maintenance guidelines that detail:
 - Capital repair/replacement schedules to combat deferred maintenance.
 - Maintenance standards and maintenance schedules.
 - Inspection processes for safety and repair. Focus on liability issues and risk management documentation. Should have an inspection form and schedule for inspecting and documenting repairs for all park sites.
- A circulation study on the grounds of the Community Center to improve vehicle and pedestrian experience.
- A formalized system of asset management.
- Upgraded and maintained amenities existing within the service area of the Community Center (ex. school playgrounds or basketball courts), by working with other community partners.

D. Operations Analysis Summary

This analysis included input from staff interviews (both group and individual), community and key stakeholder engagement, and a level of service analysis.

This information-gathering process identified many positives. For example:

- Delivering high quality services according to staff and the community.
- Delivering high customer service and satisfaction.
- Operating at a financial benefit to the agency.
- Being viewed as an integral part of the community.

The process also identified a few areas of concern and opportunities for operational enhancement. Key issues include:

- Lack of a quantifiable evaluation method for programs.
- Lack of an organization-wide pricing strategy or tool.
- Inadequate organizational guidelines and policies.
- Inadequate operations and maintenance standards for grounds and facilities.
- Marketing and communication efforts of the Community Center.
- Hours of operations that match the demand of the community.

Additional information and recommendations for programs and facilities can be found in Inventory analysis and in the Key Issues summary and Recommendations sections.

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V. What We Have Now – Inventory and Level of Service Analysis

A. Inventory

Inventory Methods and Process

In planning for the delivery of parks and recreation services, it is useful to think of parks, trails, indoor facilities, and other public spaces as parts of an infrastructure. This infrastructure allows people to exercise, socialize, and maintain a healthy physical, mental, and social wellbeing. The infrastructure is made up of **components** that support this goal.

Components include amenities such as playgrounds, picnic shelters, courts, fields, indoor facilities, and other elements that allow the system to meet its intended purpose.

A detailed inventory of parks and recreation facilities was conducted and approved for WSD3 in July and August 2015. For the purposes of this study, the inventory focused primarily on components at park sites and schools that are maintained for public use by the District. The inventory located and catalogued all of the components. Further, each was evaluated to ensure it was serving its intended function within the system. Any components in need of refurbishment, replacement, or removal were noted.

The following information was collected:

- Component type and location
- General component functionality
- Site photos
- General comments in regard to components or sites

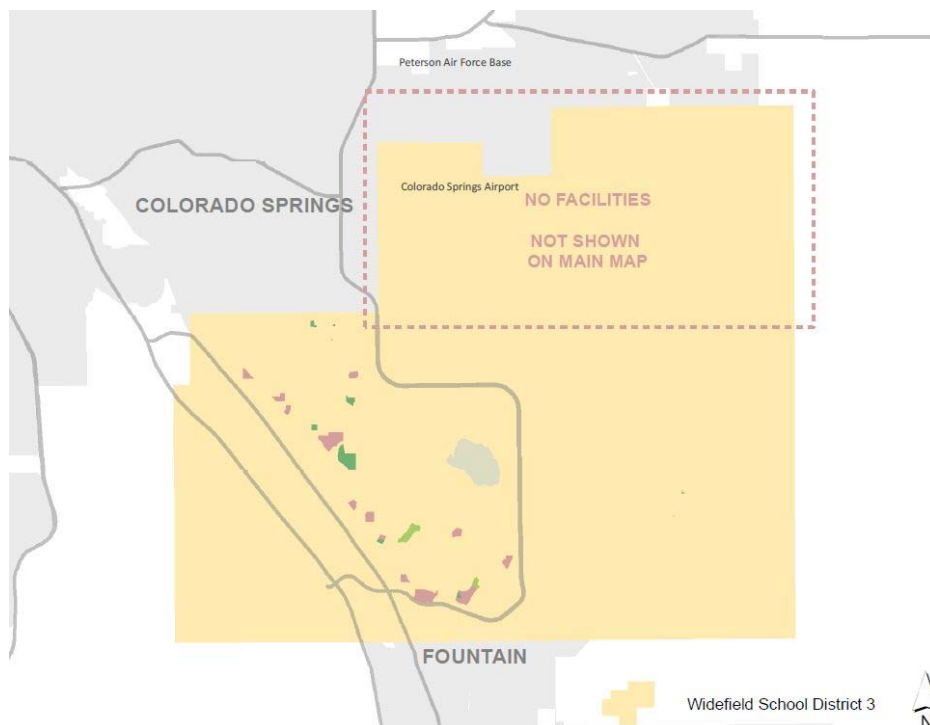
The inventory was completed in a series of steps.

- 1) The planning team first prepared a preliminary list of existing components using aerial photography and available El Paso County Geographic Information System (GIS) data. Components identified in aerial photos were located and labelled.
- 2) Next, field visits were conducted by the consulting team to confirm or revise preliminary component data, make notes in regard to sites or assets, and develop an understanding of the system as a whole.
- 3) Information collected during the site visit was then compiled. Corrections and comparisons were made in the GIS dataset. The inventory was sent to District staff for additional revision in an “Inventory Review Packet.” This review packet consisted of the most recent GIS data displayed by location over an aerial photograph. An accompanying data sheet for each site displayed component lists and park amenities, called modifiers, on site.



Example of inventory map and data sheet.

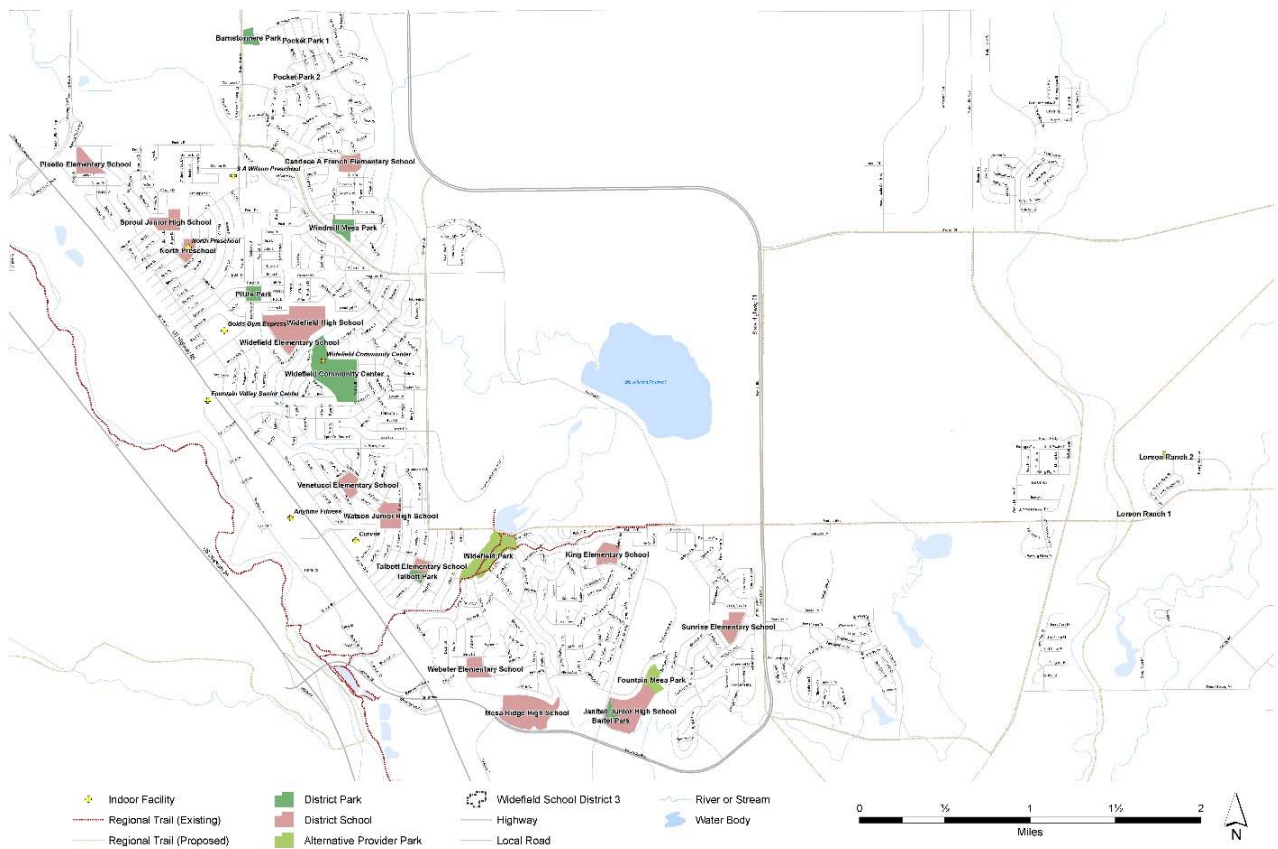
The asset inventory was created to serve the District in a number of ways. It can be used for a wide variety of planning and operations tasks such as asset management as well as future strategic and master plans. For the purposes of this study the current District limits were used. However, as all parks and facilities and most District residents are located in the Security/Widefield community, all study maps are focused on this area and exclude the northernmost part of the District, which includes the Colorado Springs Airport.



WSD3 parks, schools, and facilities are mostly located in well-established parts of the District, near the majority of the District's residents. The north most part of the District has no service and is excluded from analysis maps.

The inventory includes public parks and school facilities managed by the District and select alternative provider facilities that are open to the public.

Map 1: District Inventory



District system map showing all District inventory included in GRASP® analysis.

Summary of Inventory Locations

The District has a number of recreation locations that serve the community at-large in a variety of ways. While not formally classified in this study, the recreation sites generally fall into four categories:

Parks

Park size in the District ranges from pocket parks less than an acre in size to Widefield Community Center Park at nearly 40 acres. Parks offer a variety of recreation opportunities from neighborhood playgrounds to a complete community park and athletic field complex. Small parks may only have one or two components, while larger parks such as the Widefield Community Center Park have more than 25 components.

Schools

Schools provide a Level of Service and access to recreational opportunities in the District, but access may be limited to non-school hours. In addition, the quality of equipment and standards of maintenance are not always consistent with District standards. Schools were therefore included in the analysis with a discounted Level of Service.

Alternative Provider Parks

Several parks included in the inventory and analysis are owned and managed by other entities. Widefield Park, owned by El Paso County, and Fountain Mesa Park, provided by City of Fountain, are most comparable to District parks in terms of type and quality of facilities. Additionally, two Home Owners' Association parks in Lorson Ranch currently have limited recreation amenities providing a very limited offering.

Indoor Facilities

Inventory facilities for the indoor Level of Service analysis included any sites programmed by the District as well as several private indoor recreation facilities.

Inventory Summary Tables

Table 6: Indoor Recreation Location Inventory Summary

| Indoor Location | Ownership | Total Indoor Components | Comments |
|-------------------------------|-----------|-------------------------|---|
| Anytime Fitness | Other | 2 | Weights and cardio. |
| Curves | Other | 1 | Cardio. |
| Fountain Valley Senior Center | Other | 2 | Resource room and dining. |
| Golds Gym Express | Other | 2 | Weights and cardio. |
| North Preschool | District | 2 | Programmed for martial arts and fitness classes. |
| S A Wilson Preschool | District | 2 | Programmed for martial arts and fitness classes. |
| Widefield Community Center | District | 8 | Includes library resource rooms, aquatics center, and community center classrooms and fitness room. |

Inventory summary by indoor location.

Table 7: Outdoor Recreation Location Inventory Summary

| Outdoor Location | Ownership | Total Outdoor Components | Acres | Aqua Feat, Pool | Aqua Feat, Spray | Backstop, Practice | Ballfield | Basketball | Complex, Ballfield | Concessions with Restroom | Disk Golf | Event Space | Garden, Community | Loop Walk | MP Field, Large | MP Field, Small | Open Turf | Open Water | Playground, Local | Shelter | Shelter, Group | Shelter, Shade | Tennis | Track, Competition | Trail, Multi-use | Volleyball |
|------------------------------------|------------------|--------------------------|-------|-----------------|------------------|--------------------|-----------|------------|--------------------|---------------------------|-----------|-------------|-------------------|-----------|-----------------|-----------------|-----------|------------|-------------------|---------|----------------|----------------|--------|--------------------|------------------|------------|
| Barnstormer's Park | District | 4.5 | 4.2 | | | | | 0.5 | | | | | | 1 | | | 1 | | 1 | | 1 | | | | | |
| Bartel Park | District | 1 | 3.0 | | | | | | | | | | | | | | 1 | | | | | | | | | |
| Candace A French Elementary School | District | 6 | 7.9 | | | | 1 | 2 | | | | | | | | | 1 | | 2 | | | | | | | |
| Fountain Mesa Park | City of Fountain | 6 | 7.2 | | | | | | | | | | | | | 1 | | | 1 | 2 | | | | 1 | 1 | |
| Janitell Junior High School | District | 7.5 | 26.7 | | | | 1 | 2.5 | | | | | | | 2 | | | | | | | | 1 | 1 | | |
| King Elementary School | District | 10 | 9.2 | | | 1 | | 3 | | | | | | | 2 | | 1 | | 3 | | | | | | | |
| Lorson Ranch 1 | Lorson Ranch | 1 | 0.2 | | | | | | | | | | | | | | | | 1 | | | | | | | |
| Lorson Ranch 2 | Lorson Ranch | 1 | 1.0 | | | | | | | | | | | | | | | | 1 | | | | | | | |
| Mesa Ridge High School | District | 12 | 33.3 | | | | 4 | | | 1 | | | | | 1 | | 1 | | 1 | | | 4 | 1 | | | |
| North Preschool | District | 4 | 5.7 | | | 1 | | 1 | | | | | | | | | 1 | | 1 | | | | | | | |
| Pinello Elementary School | District | 7 | 8.9 | | | 1 | 1 | 2 | | | | | | | | | 1 | | 1 | | | | | | 1 | |
| Pi-Ute Park | District | 6 | 4.9 | 1 | | | | | | | 1 | 1 | | | | | 1 | | 1 | | 1 | | | | 1 | |
| Pocket Park 1 | District | 1 | 0.5 | | | | | | | | | | | | | | | | | | | | | | | |
| Pocket Park 2 | District | 0 | 0.3 | | | | | | | | | | | | | | | | | | | | | | | |
| Sproul Junior High School | District | 2 | 9.7 | | | | | | | | | | | | 1 | | | | | | | | 1 | | | |
| Sunrise Elementary School | District | 8.5 | 10.4 | | | | 1 | 1.5 | | | | | | | | | 2 | | 3 | | | | | | 1 | |
| Talbott Elementary School | District | 3 | 4.2 | | | | | 1 | | | | | | | | | 1 | | 1 | | | | | | | |
| Talbott Park | District | 4 | 3.1 | | | | 1 | | | | | | 1 | | | | 1 | | 1 | | | | | | | |
| Venetucci Elementary School | District | 5 | 7.3 | | | | 1 | 2 | | | | | | | | | 1 | | 1 | | | | | | | |
| Watson Junior High School | District | 6 | 11.6 | | | | 1 | 2 | | | | | | | 1 | | 1 | | | | | | 1 | | | |
| Webster Elementary School | District | 5 | 8.0 | | | | 1 | 1 | | | | | | | | | | | 3 | | | | | | | |
| Widefield Community Center | District | 27 | 39.6 | 1 | 1 | | 5 | | 1 | 2 | | | | 1 | 1 | 1 | | | 3 | | 2 | 2 | 4 | | 3 | |
| Widefield Elementary School | District | 3.5 | 6.3 | | | | | 2.5 | | | | | | | | | | | 1 | | | | | | | |
| Widefield High School | District | 11 | 32.7 | | | | | | | | | | | | 5 | | 1 | | | | | 4 | 1 | | | |
| Widefield Park | El Paso County | 10 | 25.3 | | | 1 | | 2 | | | 1 | | | | | | 1 | 1 | 1 | 1 | | 1 | | 1 | | |
| Windmill Mesa Park | District | 5 | 7.7 | | | | | | | | | | | 1 | | 2 | | | 1 | | 1 | | | | | |
| | | 157 | 278.8 | 2 | 1 | 4 | 17 | 23 | 1 | 3 | 2 | 1 | 1 | 3 | 13 | 4 | 16 | 1 | 27 | 3 | 5 | 2 | 13 | 5 | 3 | 7 |

Inventory summary by outdoor location. A complete list of component types and definitions may be found in the Appendix.

B. Level of Service Analysis

Level of Service Analysis evaluates how parks, schools, and facilities in the District serve the community. It may be used as a tool to benchmark current Level of Service and to direct future planning efforts.

Why Level of Service?

Level of Service may be defined as the extent to which a recreation system provides residents of a community access to recreational assets and amenities. It is indicative of the ability of people to pursue active lifestyles and can have implications for health and wellness, the local economy, and quality of life. Further, Level of Service for a recreation system tends to reflect community values. It is often emblematic of the manner and extent to which people are connected to their communities, especially true in Colorado where residents lead active lifestyles focused on outdoor recreation and healthy living.

GRASP® Analysis

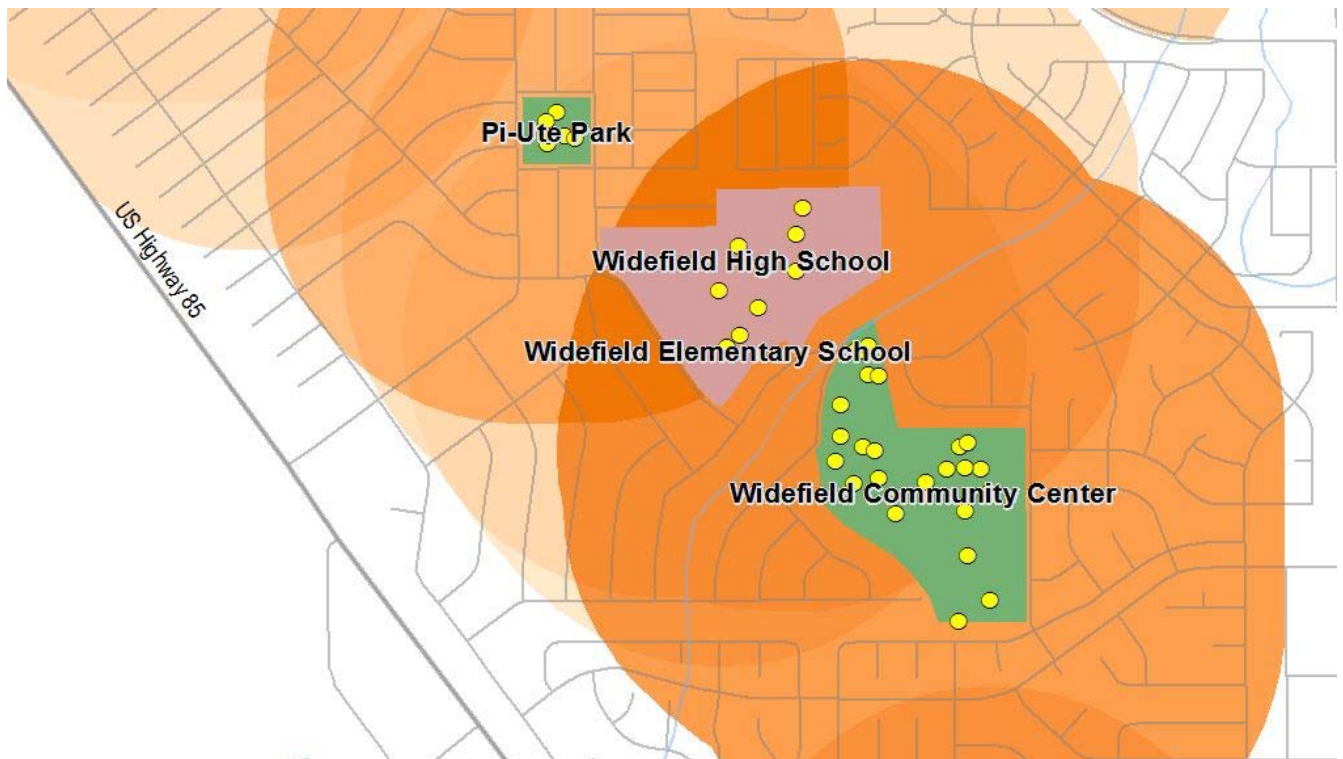
Developed by GreenPlay, LLC, and Design Concepts CLA, **GRASP® (Geo-referenced Amenities Standards Process)** is a proprietary approach that has been utilized in hundreds of communities across the country. The GRASP® Methodology is used to inventory and analyze recreation system assets.

Maps and data quantifications produced using the GRASP® methodology are known as **perspectives**. A perspective is a model of the service being provided across the study area. Perspectives show how well the community is served by any given set of assets and provide a benchmark a community may use to determine its success providing services both at present and over time. Perspective maps and charts were produced based by applying the GRASP® process to WSD3 inventory.

A variety of components within a recreation system is critical to serve different users with distinct interests and activity levels. For this study, each indoor and outdoor location was assigned a GRASP® value based on the total number of **unique** components on site. For example, even if more than one playground exists on a site, only one unique playground component was counted. All perspectives created were based on these site values. Basing the inventory on the number unique components on site, rather than a total number of individual components, assures that the analysis captures the diversity of a recreation system and eliminates the need for qualifying any inflated or wildly inaccurate Level of Service findings.

Catchment areas, also called buffers or radii, are used to calculate total GRASP® Level of Service scores. A line is drawn on a map around each location at a specific distance from the edge of that location. This “buffer” is a catchment area for that location. The GRASP® value for that location is then applied to that buffer which then reflects that value. This is called a **service area**.

When service areas for multiple locations are overlapped on a map, a picture emerges that represents the cumulative Level of Service provided by those locations. This process yields the data used to create perspective maps and data charts. For any place in a study area there is a total GRASP® value that reflects cumulative scoring for nearby assets.



GRASP® Level of Service perspectives overlap service areas to yield a picture of total service for any place within a study area. Yellow dots indicate components on a site.

Types of Perspectives

People use a variety of transit modes to reach a recreation destination: on foot, on a bike, in a car, via public transportation, or utilizing any combination of these or other alternatives. The travel mode is often determined, at least in part, by the distance to be travelled, and the ultimate destination. This variability may be accounted for by applying more than one catchment area distance to determine Level of Service. The GRASP® methodology typically applies two different catchment area distances to calculate scoring totals, yielding two distinct types of perspectives used to examine a recreation system:

1. Neighborhood Access
2. Walkable Access

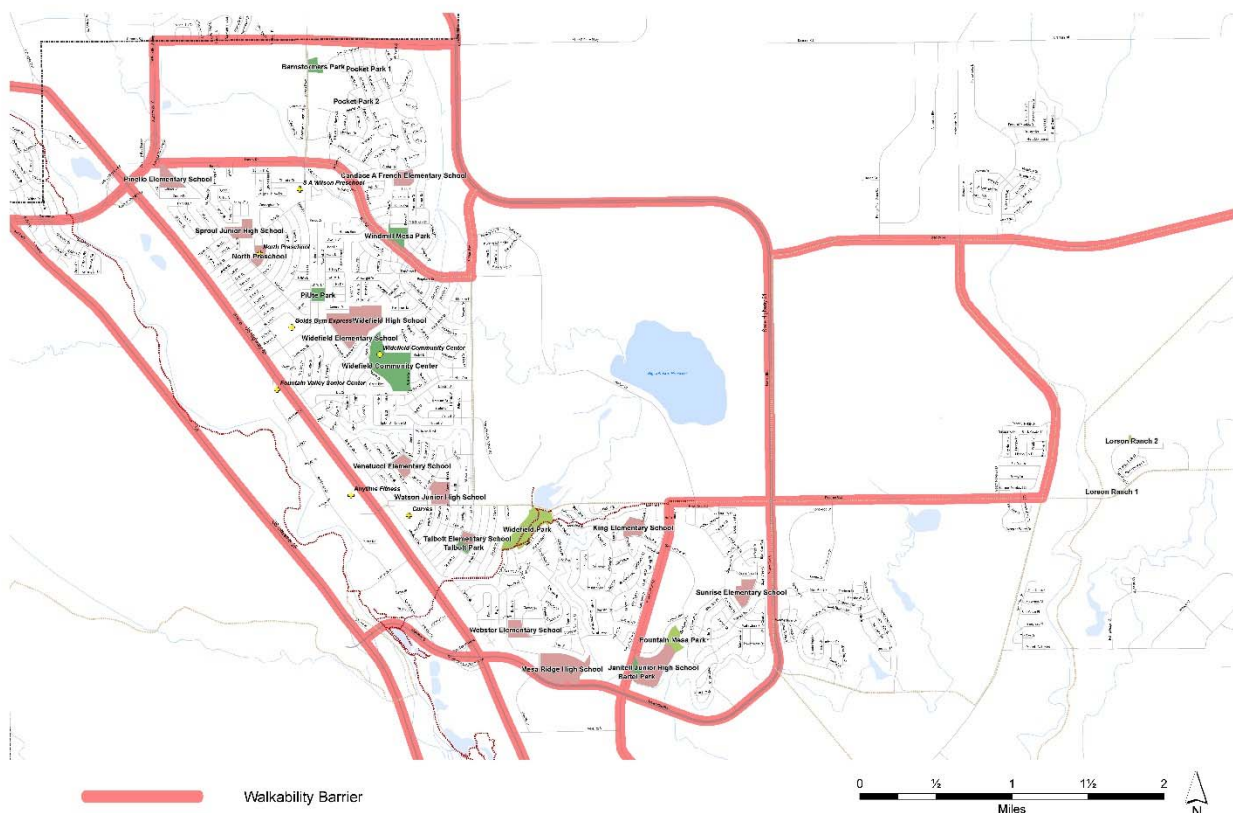
A Neighborhood Access perspective applies a catchment distance of one mile for outdoor inventory, three miles for indoor facilities. One mile is considered a suitable distance for a bike ride or a short drive in a car, or perhaps a longer walk. A one-mile catchment is intended to capture recreational users travelling from home or elsewhere to a park or facility by way of bike, bus, or automobile. A three mile catchment is more suitable for indoor facilities which tend to be fewer and more widely dispersed.

A Walkable Access, or walkability, perspective uses a shorter catchment distance intended to capture users within a 10 to 15 minute walk travelling at a leisurely pace. This distance can range from as short as 1/4 mile to as high as 1/2 mile depending on the study area. **For WSD3, a 1/3 mile catchment buffer was used.** A 1/3 mile catchment accounts for longer actual walking distances as a result of indirect routes, commonly found in a grid street pattern, and serves to ensure a travel time of 10 minutes or less for most people based on an average walking speed of three miles per hour.

Note: The GRASP system utilizes customized computerized analysis applications. These require that some site names be edited to eliminate special characters, as may be found in “Pi-Ute Park.” For the analysis, and on the resulting maps, this park is called “PiUte Park.” Similarly the name of Barnstormer’s Park has been revised to “Barnstormers Park.” These revised names may be reflected on maps and other graphics.

Barriers

Walkability can often be limited by environmental barriers. Several such disruptions to pedestrian access are created by highways and major roads within the District. To account for this, walkability service areas in the Level of Service analysis have been “cut-off” by identified pedestrian barriers where applicable.



Walkability barriers were used to “cut-off” service areas where applicable.

Assumptions

1. Proximity equates to access. This means that the presence of a recreational facility within a specified distance indicates that a site is “accessible.” “Accessibility” in this analysis does not refer to access as defined in the Americans with Disabilities Act (ADA).
2. Neighborhood Access to outdoor sites equates to proximity of 1 mile, a reasonable distance for a drive in a car or by bicycle.
3. Neighborhood Access to indoor sites equates to proximity of three miles.
4. Walkable Access equates to proximity of 1/3 mile, a reasonable distance attainable in 10 minutes walking at a leisurely pace.

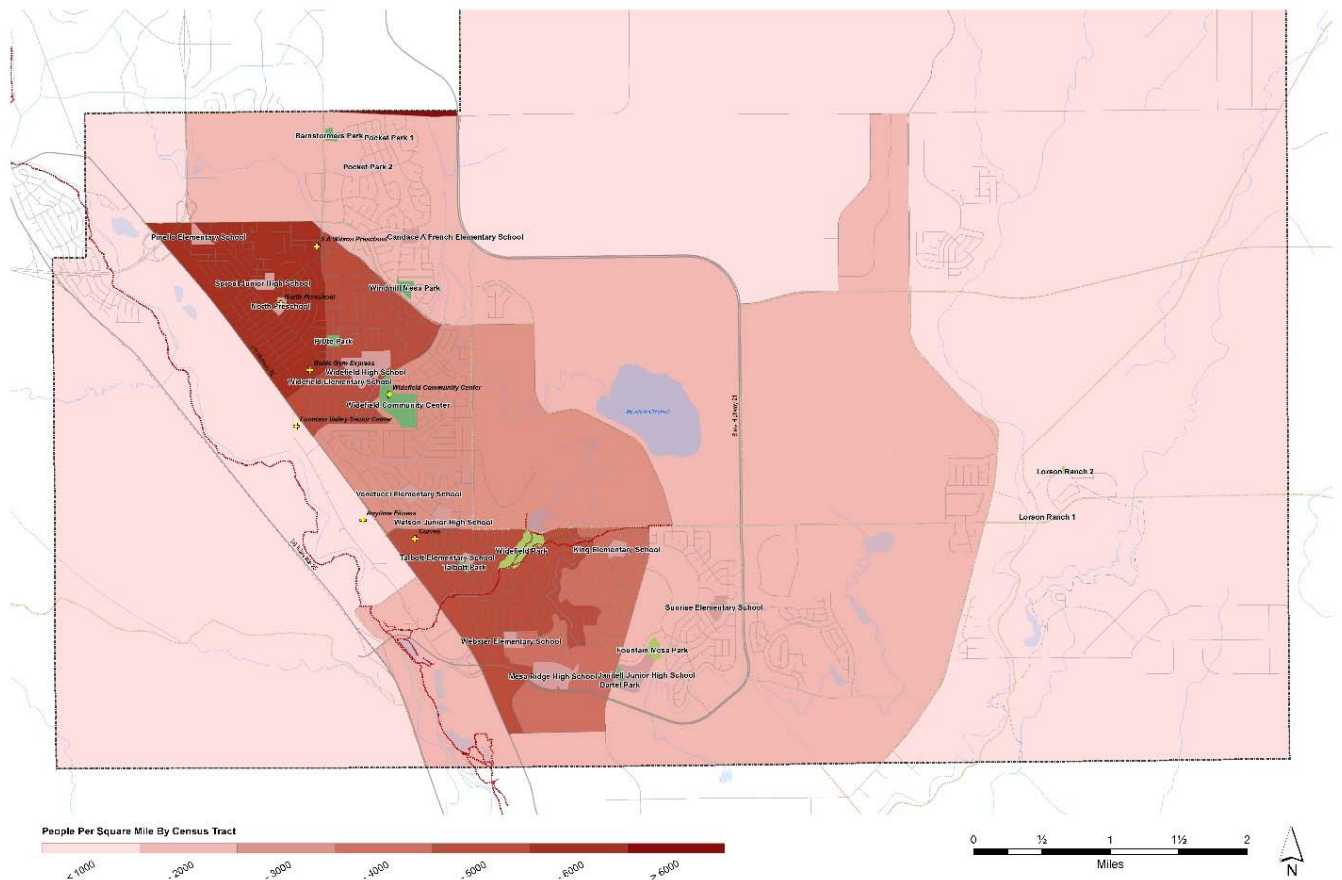
5. Barriers within the study area identified as restrictive to non-motorized travel include:
 - U.S. Interstate 25
 - U.S. Highway 85/87
 - Bradley Road
 - Milton Proby Parkway
 - South Academy Boulevard
 - South Powers Boulevard
 - Mesa Ridge Parkway
 - Fountain Mesa Road
 - Fontaine Boulevard (East of Fountain Mesa Road)
6. Zones created by identified barriers serve as discrete areas of the District within which any facilities are accessible without crossing a major street or other barrier.
7. The minimum standard for service, also called the **threshold**, equates to that provided by a “typical” neighborhood park, which may be described as a park/facility with five (5) recreation components on site. Barnstormer’s Park was used as a typical District park to determine this threshold value.

Population

Demographic data for WSD3 was obtained for use in Level of Service Analyses:

Table 8: WSD3 Population Statistics (Esri)

| | |
|-------------------------------------|---------------|
| 2015 Population | 51,281 |
| 2020 Population | 59,916 |
| 2015 Age 5-9 Population | 3,866 |
| 2015 Age 10-14 Population | 3,871 |
| 2015 Median Household Income | \$58,066 |
| Total Acres | 37,861 |



Population density based on U.S. Census projections for 2015.

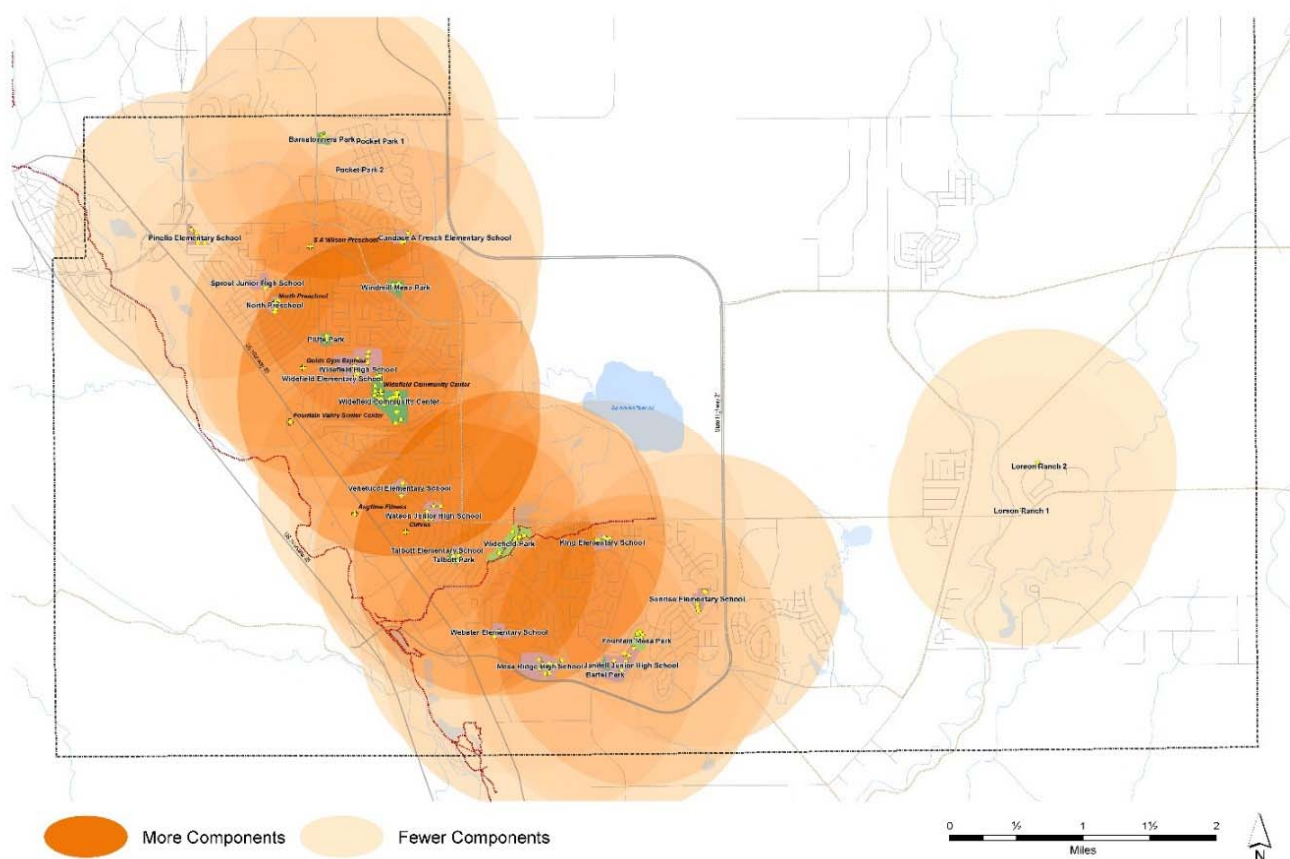
Population data indicates that the majority of District residents live in the Security/Widefield community, an established cluster of neighborhoods in an unincorporated area of El Paso County along the east side of Interstate 25 and Highway 85/87. Population density in this area is many times greater than in less developed parts of the District.

One Mile Neighborhood Access to Outdoor Recreation

One mile is considered a suitable distance for a bike ride or a short drive in a car, or perhaps a longer walk. This perspective is intended to capture access to recreation for users travelling from home or elsewhere to a park or school facility by way of automobile or bicycle.

A “heat map” was created to examine Neighborhood Access to Outdoor Recreation. This type of map shows where in the District there are more or fewer recreation components available based on a one mile service area. This perspective indicates that only 35% of the District acres are within one mile of a recreation opportunity. This may at first glance seem to indicate a low Level of Service. Based on where District residents actually live, however, it shows the District has good distribution of parks and outdoor facilities. Most recreation opportunities are found in densely populated Security/Widefield neighborhoods. Access lessens at the edges of the District and in future growth areas but is well distributed in all substantially populated areas.

Map 2: Neighborhood Access to Outdoor Recreation Heat Map

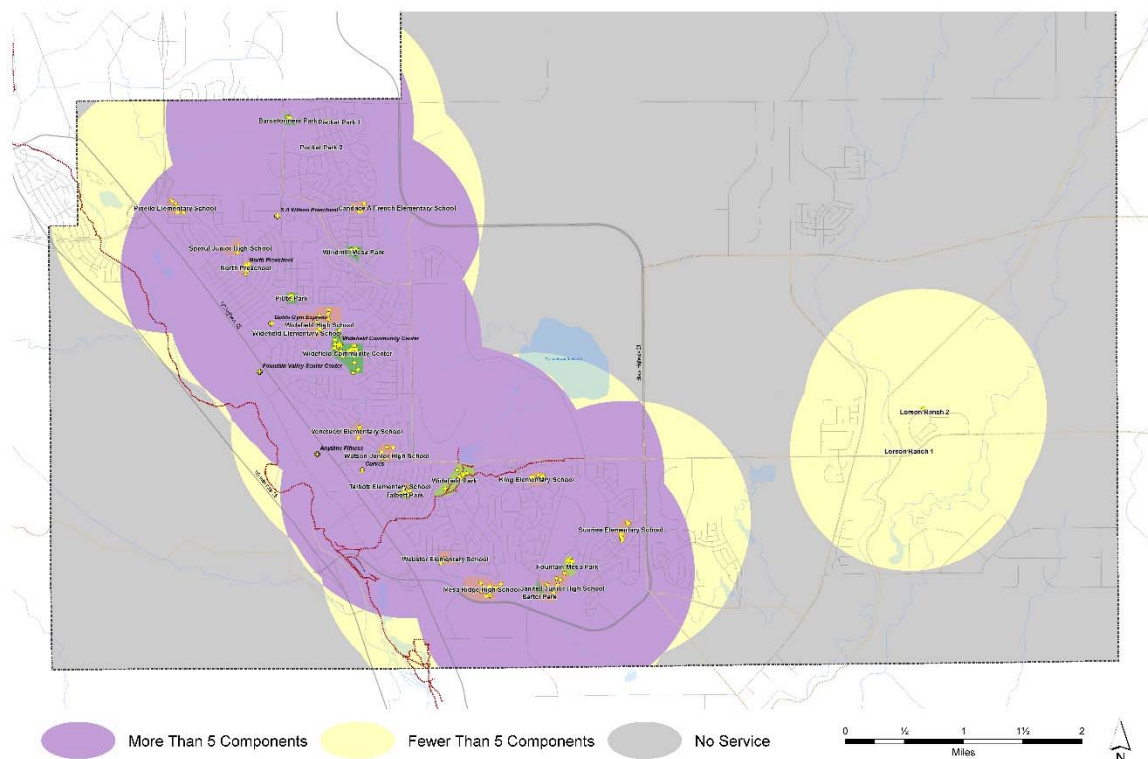


Areas with greatest access to recreation include those neighborhoods within a mile of Widefield Community Center and to a lesser extent those nearby Widefield Park, the latter owned and operated by El Paso County.

A variation on the heat map is the “threshold map” which displays the same data based on a minimum standard. This perspective is intended to identify gap areas, those with opportunities for improvement as compared with those areas that meet the District standard.

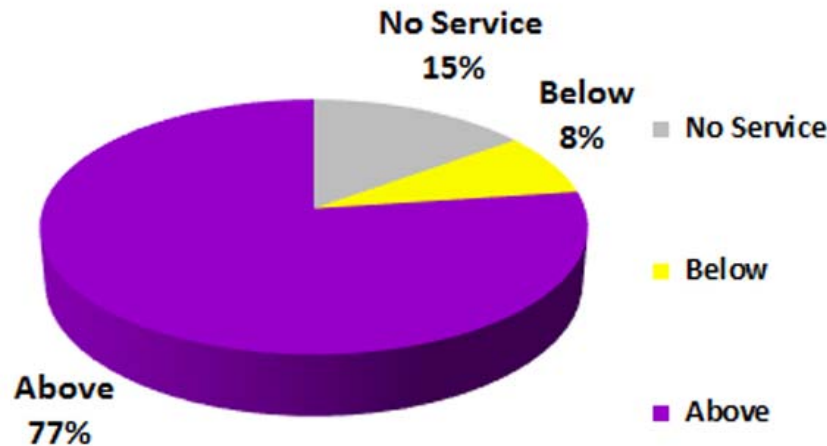
For the WSD3 analysis a minimum standard, or threshold, of five unique components was used. This standard was based on Barnstormer’s Park, a newer District park facility with five components that include playground, shelter, open turf, loop walk, and basketball. The threshold map displays anywhere in the District with access to any five unique components, regardless of type. This excludes multiple of same type components, such as more than one basketball court, in one location.

Map 3: Neighborhood Access to Outdoor Recreation Threshold Map



The threshold perspective for Neighborhood Access to Outdoor Recreation again indicates that residents of the District have good one mile access to recreation opportunities, as most populated areas are above threshold with access to at least five unique components.

This data can also be analyzed based on percentage of residents. This reveals that 85% of District residents have access to some type of recreation opportunity within one mile, despite that recreational access is limited to only 35 percent of District acreage. Again, this shows that parks and outdoor recreation facilities are well distributed and located where people live.



Neighborhood Access to Outdoor Recreation based on population. This chart shows percentages of District population above or below the minimum standard of five unique components, or with no service, within one mile.

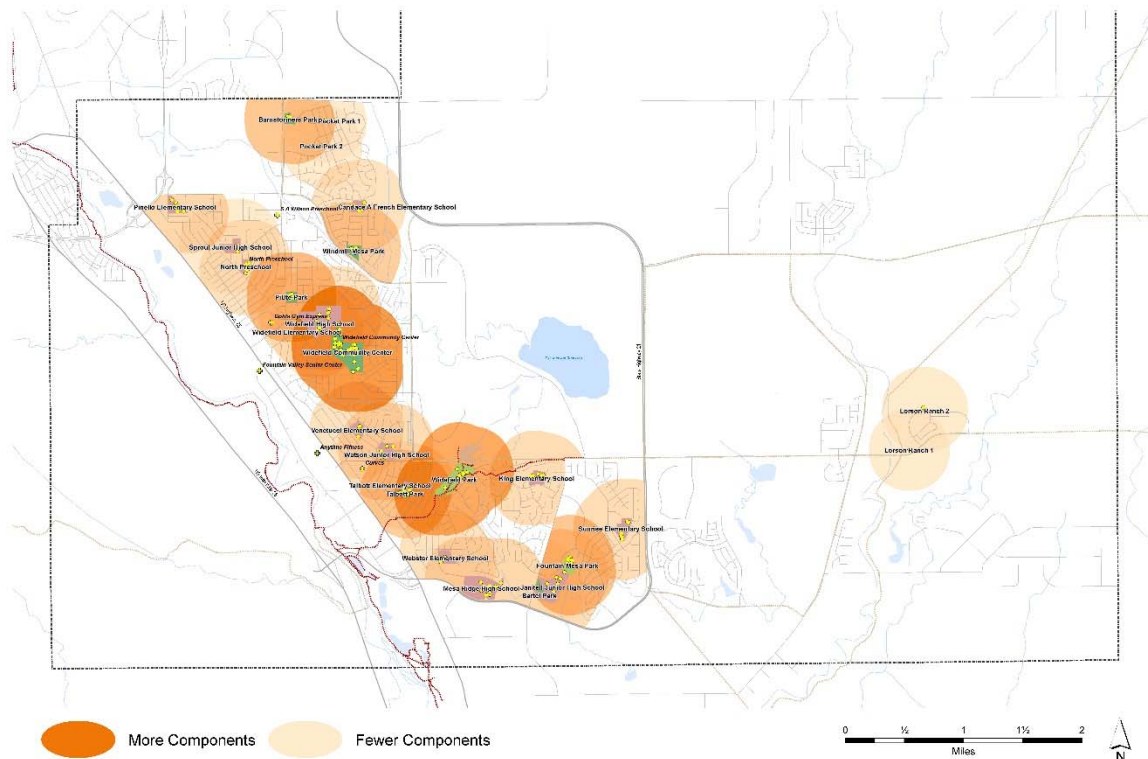
One-Third Mile Walkable Access To Outdoor Recreation

This perspective models access to recreation components by walking or other active transportation. As this walkability analysis accounts for barriers to non-motorized travel, service areas are truncated by these obstacles. One-third mile service areas have been applied to each location based on the number of unique components on site. This represents a distance from which convenient access to these recreation opportunities can be achieved by an average person within a ten minute walk.

This perspective indicates that only 11 percent of the District acres are within a 10 minute walk of a recreation opportunity. Based on where District residents actually live, however, walkable access to recreation in the District is fairly well distributed as most recreation opportunities are found in densely populated Widefield-Security neighborhoods.

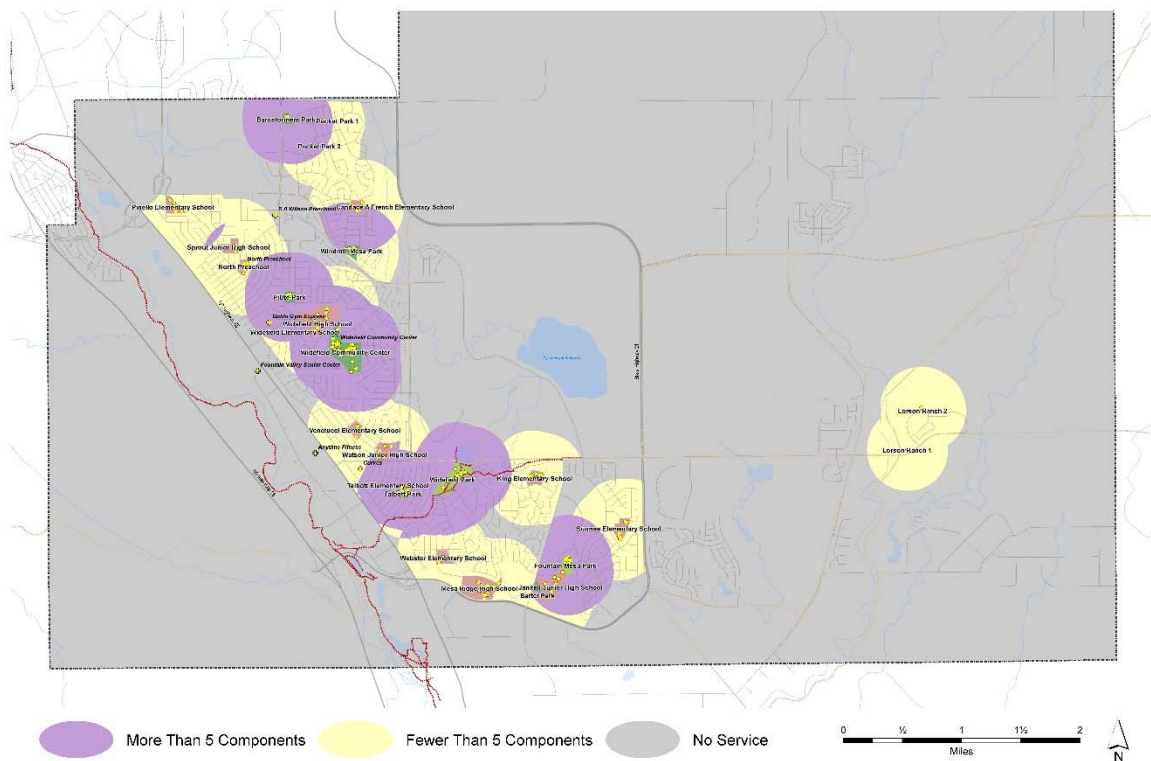
Walkability is a measure of how user-friendly an area is to people travelling on foot. A walkable environment benefits public health, the local economy, and quality of life. Many factors influence walkability. These include presence or absence and quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, building accessibility, and safety considerations among others. Walkability is an important aspect of **recreational connectivity** – the extent to which community recreational resources are physically linked to allow for easy and enjoyable travel between them. These concepts are discussed further in that section of the document.

Map 4: Walkable Access to Outdoor Recreation Heat Map

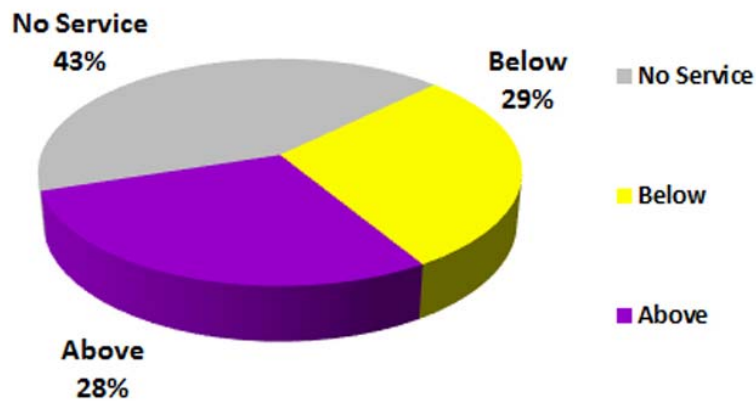


Due in part to the presence of significant barriers to access, there are several populated areas of the District without walkable access to recreation. The best walkable access to recreation may be found in those neighborhoods surrounding Widefield Community Center and Widefield Park. “Pockets” with access to relatively more components also exist around Barnstormer’s Park, Windmill Mesa Park, Pi-Ute Park, and Fountain Mesa Park.

Map 5: Walkable Access to Outdoor Recreation Threshold Map



The threshold perspective for Walkable Access to Outdoor Recreation again indicates that the most populated areas of the District have a good Level of Service, above threshold with access to at least five unique components. Barriers do limit walkable access to some extent, though the majority of sites are located in the most densely populated areas of the District and are connected by walkable travel routes.



Walkable Access to Outdoor Recreation based on population. This chart shows percentages of District population above or below the minimum standard of five unique components, or with no service, within one-third mile.

Analyzed based on percentage of residents, 57 percent of District residents have access to some type of recreation opportunity within one mile, despite that it is limited to only 11 percent of District acreage. Parks, schools, and outdoor recreation facilities in the District are well distributed and tend to be located where people live.

It should be noted that gap areas with below threshold access or no service do not necessarily warrant action. Further investigation may be required to determine the need for additional recreation in these areas on an individual basis.

Three Mile Neighborhood Access To Indoor Recreation

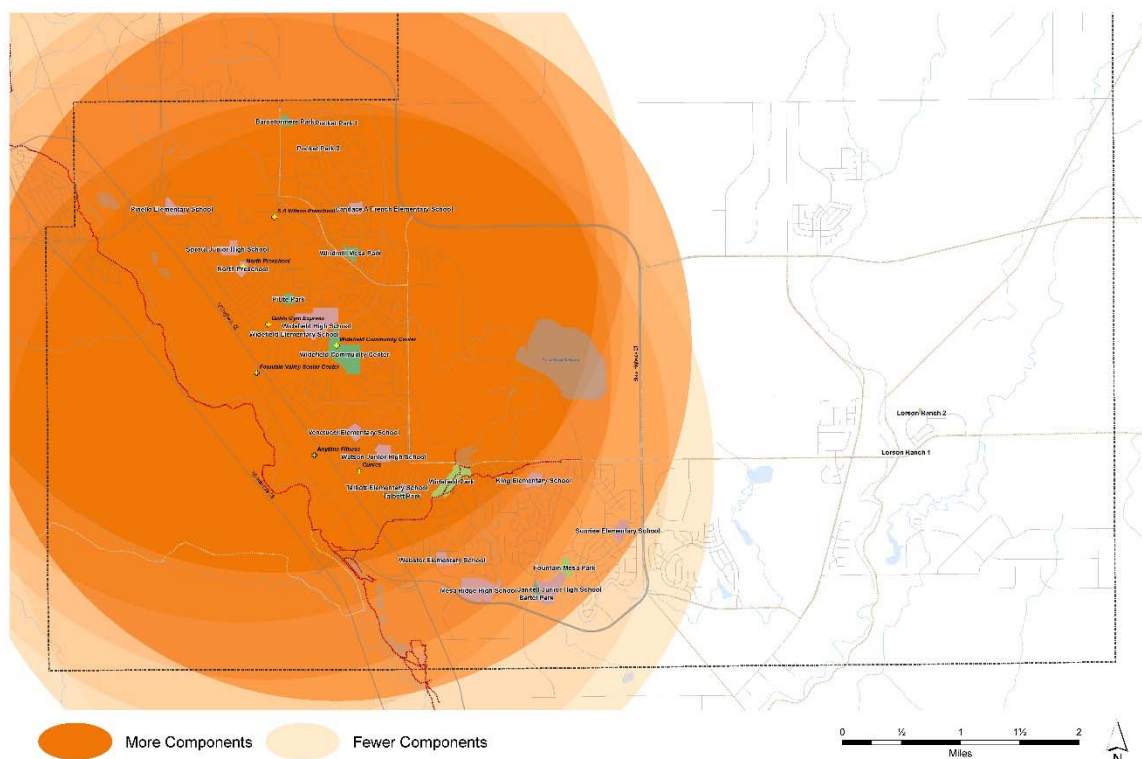
Three miles is a common service area distance for analysis of indoor facilities. This distance captures typical distribution patterns and user willingness to travel for indoor recreation. In WSD3 nearly half, 47 percent, of District acreage has access to indoor facilities. Examined based on population, however, 86 percent of District residents have access to indoor recreation within three miles.

For the purposes of this analysis indoor recreation components such as classrooms, aquatics facilities, and meeting rooms were included alongside programming options such as fitness and martial arts classes. Further, both public and private facilities were included. As such, this analysis provides a snapshot of all indoor recreation opportunities in the District. Though physical assets and recreational programming are often distinguished in Level of Service analyses, this integrated approach was used based on the limited variety of offerings in the Security/Widefield community for indoor recreation.

This Level of Service coverage includes the most populated areas of the District, although it does exclude some newer residential neighborhoods, such as Lorson Ranch.

It should be reiterated that indoor recreation opportunities, both those provided by the District and those of other providers, are very limited in terms of variety of facilities and programs. Despite that the vast majority of District residents have reasonable access to indoor recreation, the types of recreation available are unlikely to satisfy the needs of the community.

Map 6: Neighborhood Access to Indoor Recreation Heat Map.



A Note on Utilizing GRASP® Perspectives

GRASP® perspectives can be used to determine levels of service throughout the community from various points of view. These perspectives can highlight a specific set of components, depict estimated travel time to services, focus on a particular geographic area, or display facilities that accommodate specific programming. It is not necessarily beneficial for all parts of the community to score equally in the analyses. The desired Level of Service for any particular location will depend on the type of service being analyzed and the characteristics of the particular location.

Commercial, institutional, and industrial areas, such as the Colorado Springs Airport, might reasonably be expected to have lower levels of service for parks and recreation opportunities than residential areas. Or Levels of Service in retail areas, high density residential areas, or lower density areas may vary appropriately.

GRASP® Level of Service analysis perspectives are intended to focus attention on these types of issues for further scrutiny.

Used in conjunction with other assessment tools such as community needs surveys and a public input process, perspectives can be used to determine if current levels of service are appropriate in a given location.

Plans can then be developed that provide similar levels of service to new, developing neighborhoods. Or it may be determined that different Levels of Service are adequate or suitable, and therefore, a new set of criteria may be utilized that differs from existing community patterns to reflect that.

Missing Component Types

The GRASP® system draws upon a list of common recreation component types in categorizing and evaluating these assets. This list has been developed based on years of recreation system needs assessment and Level of Service analysis. Comparison of existing recreation components with common types can be useful in envisioning future development as to provide a variety of recreation opportunities in a community.

Many common components are already provided in WSD3. However, there are several GRASP® components not currently available in the District, many of which may often be found in other communities. These include:

- **BMX Course:** A designated area for non-motorized bicycle skills practice. Can be constructed of concrete or compacted earth.
- **Bocce Ball:** Outdoor courts designed for bocce ball.
- **Dog Park:** An area designed specifically as an off-leash area for dogs and their guardians. Also known as “a park for people with dogs” or “dog off-leash area.”
- **Driving Range:** An area designated for golf practice or lessons.
- **Educational Experience:** Signs, structures or historic features that provide an educational, cultural, or historical experience.
- **Fitness Course:** Consists of an outdoor path that contains stations that provide instructions and basic equipment for strength training.
- **Display Garden:** Any garden area that is designed and maintained to provide a focal point in a park. Examples include: rose garden, fern garden, native plant garden, wildlife garden, arboretum, etc.
- **Golf:** A course intended to be used for the game of golf.
- **Passive Node:** A place designed to create a pause or special focus within a park such as seating areas, plazas, overlooks, etc.
- **Public Art:** Any art installation on public property.
- **Shuffleboard:** Outdoor courts designed for shuffleboard.
- **Sledding Hill:** An area designated for sledding use that is free from obstacles or street encroachment.
- **Water Access, Developed:** A constructed element intended to help users access water for passive or active uses and including docks, piers, boat ramps, etc.
- **Water Access, General:** A user's general ability to have contact or an experience with water on a site.
- **Water Feature:** A passive water-based amenity designed as a visual focal point such as a fountain or waterfalls.

It should be noted that these components may not necessarily fit the mission of the District or be viable or appropriate to the Security/Widefield community. Any new recreation assets should be developed based primarily on public demand and national trends. Considered along with these factors, this list may provide some guidance and prompt further discussion in planning for future development of parks or the addition of new recreation assets.

Component Distribution

Existing recreation components available in WSD3 are mostly well distributed, with a few notable absences in an evaluation of their distribution. Two typically well-used component types, 1) loops walks and 2) group shelters may only be found in the District north of Widefield Community Center.

Additionally, there are no District facilities east of South Powers Blvd. Though not highly populated as compared to other parts of the District, this area nonetheless has a substantial and growing population base.

Capacities Analysis

One of the traditional tools for evaluating service for parks and recreation is the capacity analysis. This analysis compares the quantity of assets to population. Based on population projections, a projected number of new recreation improvements may be determined to maintain the current ration of residents per component or unit.

Based on projected population growth, the District would need to develop 47 additional acres of park land by 2020. As the most common component types currently within the District, playgrounds, open turf, basketball courts, and ballfields will be most needed in the future to maintain current capacities.

This information must be used in conjunction with other information such as input from focus groups, staff, and the general public to determine if the current capacities reflect need for specific components. The number of new components needed for all existing component types are listed below. A complete capacities table may be found in the Appendix.

Table 9: WSD3 Capacities

| Component Type | Number to be added by 2020 to achieve current ratio at projected population |
|---------------------------|---|
| Park Acres (GIS) | 47 |
| Backstop, Practice | 1 |
| Ballfield | 3 |
| Basketball | 4 |
| Concessions with Restroom | 1 |
| Loop Walk | 1 |
| MP Field, Large | 2 |
| MP Field, Small | 1 |
| Open Turf | 3 |
| Playground, Local | 5 |
| Shelter | 1 |
| Shelter, Group | 1 |
| Tennis | 2 |
| Track, Competition | 1 |
| Trail, Multi-use | 1 |
| Volleyball | 1 |

It should be noted that capacities analysis is based purely on the quantity of assets without regard to quality or functionality, with the assumption that a higher Level of Service is achieved simply by adding assets, regardless of the condition or quality of those assets. In theory, however, the service provided by assets should be based on their quality as well as their quantity.

Other Types of Analysis

Green Flags!

Green Flags components are those of particular value to users of a recreation system. As part of the inventory process such components were designated as “green flag” components. These serve as useful points of reference as recreation assets that exemplify the base of the WSD3 recreation system.

| MAP ID | LOCATION | COMPONENT | COMMENTS |
|--------|----------------------------|---------------------------|---|
| C046 | Pi-Ute Park | Playground, Local | Installed 2015. Assumed to be high quality. |
| C077 | Widefield Community Center | Ballfield | Skinned infield. Warning track. Hillside tiered seating. Field 2. |
| C078 | Widefield Community Center | Ballfield | Girls high school softball field. Skinned infield. Warning track. Hillside tiered seating. Covered dugouts. Field 1. |
| C079 | Widefield Community Center | Ballfield | Skinned infield. Warning track. Hillside tiered seating. Covered dugouts. Red Field. |
| C080 | Widefield Community Center | Ballfield | Skinned infield. Warning track. Hillside tiered seating. Covered dugouts. Green Field. |
| C088 | Widefield Community Center | Ballfield | Boys high school baseball field. Skinned infield. Warning track. Hillside tiered seating with bleachers. Covered dugouts. Blue Field. Also Gladiator Field. |
| C081 | Widefield Community Center | Complex, Ballfield | Very nice. |
| C133 | Widefield Community Center | Concessions with Restroom | |
| C075 | Widefield Community Center | Volleyball | |
| C094 | Widefield High School | Tennis | Nicely maintained courts. |
| C095 | Widefield High School | Track, Competition | Rubberized surface. Excellent views around stadium. |

Red Flags!

Red flag components are those that do not adequately serve their intended function or are in need of refurbishment or replacement. As part of the inventory process such components were given a “red flag.” Notes were made as to the reason each component was selected as a red flag. These components serve as opportunities to immediately improve recreation opportunities in the District, often with minimal expense or planning.

| MAP ID | LOCATION | COMPONENT | COMMENTS |
|--------|-----------------------------|--------------------|---|
| C022 | Fountain Mesa Park | Volleyball | Uneven surface. Weedy. |
| C112 | Janitell Junior High School | Basketball | Five half court hoops. No striping. Uneven surface. Delivery area. |
| C031 | King Elementary School | Basketball | Half court. No striping. |
| C104 | North Preschool | Backstop, Practice | Tall fence with two angled panels. Turf weedy, minimally maintained. |
| C111 | Pinello Elementary School | Volleyball | No net. |
| C142 | Sunrise Elementary School | Playground, Local | Limited assets. |
| C114 | Sunrise Elementary School | Volleyball | No net. |
| C090 | Widefield Elementary School | Basketball | 2 full courts. One half court with lowered hoop. No striping. |
| C099 | Widefield Park | Basketball | Repurposed tennis court. Hazard created by old net posts. Full court. |
| C118 | Widefield Park | Basketball | 2 half court. Cracked concrete. Weedy. Needs resurfacing. |
| C100 | Widefield Park | Tennis | Needs restriping. Chain link net. |

Access To Trails

Trails were highlighted in the public input process, and are recognized by WSD3 staff, as a valuable and desirable assets to serve the community in the future. While many District parks do have loop walks or access paths no District trails exist outside of park boundaries. Further, some neighborhoods in the District have limited public sidewalks. This lack of connectivity greatly limits access to parks and recreation opportunities, especially for young people.

A **trail system** is a group of trails that serves a community. No trail system currently exists in the District beyond the limited offerings within park lands. Trails systems will often include trail segments owned and maintained by various agencies. In the Security/Widefield area this would likely include City of Colorado Springs, City of Fountain, and El Paso County as these entities currently maintain a few trails and other assets within the District or nearby. Coordination with these and other agencies, such as Colorado Department of Transportation and El Paso County Public Works, would be necessary to further develop a District trails system.

C. Findings Summary: Inventory and Level of Service Analysis

Key Level of Service Findings for Parks, Schools, and Recreation in WSD3

- WSD3 provides a fairly good variety of outdoor recreational opportunities.
- All Level of Service is provided in southwest portion of the District.
- Various types of outdoor recreation opportunities are mostly well distributed throughout the 26 parks and schools.
- A total of 23 unique outdoor recreation component types were identified, with a total of 157 individual components.
- Neighborhood Access ranges from 0 to 43 components within one mile.
- Most residential areas of the District have one-mile neighborhood access to recreation.
- Walkable Access ranges from 0 to 20 components within one-third mile.
- Many residential areas of the District do not have access to recreation within 1/3 mile.
- Pedestrian barriers limit access to recreation opportunities by walking in many residential areas of the District.
- Indoor facilities are well distributed and most District residents (86%) have three mile access to indoor recreation.
- Indoor recreation opportunities, including those provided by the District, are very limited in terms of variety of facilities and programs.

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VI. Identification of Key Issues

The key issues identified throughout the public process and analysis portions of project timeline are summarized below.

The sources of input used to determine these issues are:

- Community Center staff
- Public meetings/Focus groups
- Widefield Community Center Advisory Board
- Statistically-valid survey
- Inventory analysis

The key issues discovered during this planning process have been separated into five categories:

- Outdoor Facilities or Amenities to Add, Expand, or Improve
 - Upgrade existing facilities
 - Increased trail connectivity
- Indoor Facilities or Amenities to Add, Expand, or Improve
 - Lack of facilities and space is limiting the potential programs, services, and opportunities of the Community Center
 - Upgrade existing facilities
 - Improve facility accessibility
 - Preschool facility does not match the level of programs offered
 - Space restrictions reduce opportunities to provide additional educational programming
 - Currently partnering with District to use gym space for sports and fitness classes
 - Office space is limiting to staff effectiveness
 - Community wants a weight space
 - Pool size and features are limiting
- Operations
 - Lack of operating guidelines within the Center
 - Lack facilities/grounds maintenance plan
 - Lack of defined standards and guidelines
 - Support services need upgrades
 - Limited funding network reliant on dedicated tax funding.
- Programs to Add, Expand, or Improve
 - Increase family programming
 - Increase adult sports programming
 - More day time/evening offerings
 - Program philosophies (competitive vs rec) are unclear to participants
 - Lacking non-traditional programming
 - Community wants more wellness/yoga programming
 - Need to expand fitness programming (spin, TRX, etc.)
 - Increase preteen and teen programming
 - Increase arts and music programming
- Marketing and Awareness
 - Many in community are unaware of Community Center and its programs and services
 - Could be more connected to military populations

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VII. Recommendations

This section describes recommendations developed to enhance the level of service and the quality of life through improvement of existing sites, future development of new facilities, organizational enhancements, financial improvements, increased programming, and potential partnerships.

Parks and Trails

1. Ensure that park level of service standards are adequately met in existing areas and strategies are in place to expand the system to the east to maintain the standard as population grows.
 - Consider parks standards, and develop existing parks based on level of service analysis.
 - Amenities to add include: dog parks, shade structures, and trail connectivity.
 - Consider the impact of localized population growth on future recreational planning efforts.
2. Ensure trail opportunities to connect parks and civic areas and access to regional trail system through partnership with other providers in the community.
 - Develop a strategy to deliver a trail system to include adding/improving pedestrian options, planning for bicycle lanes, addressing barrier crossings, and enhancing wayfinding in the community.
 - Develop partnerships with other providers in the community to develop trail system.

Indoor Recreation Facilities

3. Ensure indoor recreation space to support programming desires of the community focusing on expansion of the Community Center.
 - Conduct a feasibility study to determine the demand and potential funding sources for a recreation center. The center could be designed in a phased approach to include:
 - Gymnasium
 - Fitness area
 - Aquatics facility
 - Educational classrooms
 - Arts and music spaces
 - Consider options to improve the existing Community Center, including:
 - Restrooms and locker facilities.
 - Support services in grounds facility.
 - Support services dedicated to preschool space.
 - ADA accessibility features.
 - Spectator spaces.
 - Connectivity between existing rooms.
 - Develop standards and guidelines including construction standards, ADA, signage, etc.

4. Address the current capacity issues in the Community Center with a short term strategy.
 - Determine prioritized action plan to phase immediate upgrades as able.
 - Partner with District or alternative provider to find new space within the community for:
 - Athletics
 - Educational programs
 - Free weights space
 - Arts and music
 - Develop partnerships with the District to provide additional classroom space to the community.

Operations

5. Ensure communications of consistent policy and procedure for all operations addressing facility use, ADA compliant accessibility, and ongoing and preventative maintenance.
 - Develop policies of management and operating procedures to provide consistencies.
 - Develop a facilities and grounds maintenance plan that outlines standards for measure such as routine and preventative maintenance, asset life cycle management, performance levels, staffing levels, and equipment management.
 - Develop short term strategy to build capacity of locker rooms and restrooms in the Community Center.
6. Ensure sustainability as the population grows through diversified funding sources and fee philosophy.
 - Develop a fee philosophy for programs and services, impact fees, and rentals.
 - Diversify funding sources to increase the ability to respond to community interests/demands.
 - Conduct a fee study to determine where inconsistencies are occurring.

Programming

7. Ensure that recreation programming is addressing community demand through both direct provision of service and through partnerships with the School District and other alternative providers.
 - Facility size limits operating hours. Partner with District or alternative providers to expand the hours and facility offerings of the Community Center.
8. Expand current offerings to diversify and target specific age groups and expand operation hours at the Community Center.
 - Look for opportunities to include multi-generational programming. This could include father-daughter dances, educational courses, etc.
 - Look to team sports like Ultimate Frisbee, kickball, or dodgeball to increase participation.
 - Develop department philosophy for sports programs. Partner with area competitive teams to expand services.
 - Look for new opportunities to provide educational or skill building classes.
 - Partner with District and alternative providers to develop program opportunities specific to age category.
 - Partner with the District to develop summer and adult opportunities in arts and music.

Marketing

9. Promote community awareness.
 - Develop a consistent message of what the Community Center stands for, its services, and its value to Widefield-Security.
 - Develop signage and wayfinding to the Community Center.
 - Look in to the possibility of changing the name of the department, to better represent the breadth of responsibilities and offerings.
10. Develop marketing efforts to reach targeted population segments through the most effective means.
 - Update 2006 Marketing Plan
 - Define a target market or markets within the greater whole.
 - Develop channels of communication.
 - Provide connections to technology through services (registration app, recreation program passport, etc.).
11. Increase partnerships to both identify and address community needs.
 - Increase partnerships with other community services.
 - Develop partnerships to identify needs, address needs, and deliver services to specific community groups.

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Appendix A – Park and Recreation

Influencing Trends

The following information highlights relevant regional and national outdoor recreation trends from various sources that may influence planning for the Widefield school District #3 Community Center.

Demographic Trends in Recreation

The highest-ranking age cohorts in the Widefield School District #3 in 2015 are 25–34 and 35–44 (15.1% and 13.0% of the population, respectively), followed by the 45–54 cohort at 12.7% of the population. In the 2010 U.S. Census, 22.8% of the population was in the Baby Boomer age range (currently age 51–69, a nearly 20 year span), however this seems to be leveling off. In 2015, an estimated 31.1% of the population is in the Millennial Generation (age 16 – 35, again, a nearly 20 year span).

Adult – The Millennial Generation

The Millennial Generation, generally considered to represent those born between about 1980 and 1999, represent 31.1 percent of the Widefield School District #3 population in 2015. In their book, Millennials Rising, the Next Great Generation, authors William Strauss and Neil Howe identify seven Millennials characteristics.⁴ These characteristics were discussed in a 2010 California State Parks article entitled, “Here come the ‘Millennials’: What You Need to Know to Connect with this New Generation”:

1. Special: Used to receiving rewards just for participating, Millennials are raised to feel special.
2. Sheltered: Millennials lead structured lives filled with rules and regulations. Less accustomed to unstructured play than previous generations and apprehensive of the outdoors, they spend most of their time indoors, leaving home primarily to socialize with friends and families.
3. Team Oriented: This group has a “powerful instinct for community” and “places a high value on teamwork and belonging.”
4. Technically savvy: Upbeat and with a can-do attitude, this generation is “more optimistic and tech-savvy than its elders.”
5. Pressured: Millennials feel “pressured to achieve and pressured to behave.” They have been “pushed to study hard and avoid personal risk.”
6. Achieving: This generation is expected to do great things, and they may be the next “great” generation.
7. Conventional (and diverse): Millennials are respectful of authority and civic minded. Respectful of cultural differences because they are ethnically diverse, they also value good conduct and tend to have a “standardized appearance.”

The California State Parks article provides a broad range of ideas for engaging Millennials in parks and recreation.⁵

⁴ Neil Howe and William Strauss, Millennials Rising, the Next Great Generation, Vintage: New York, New York, 2000.

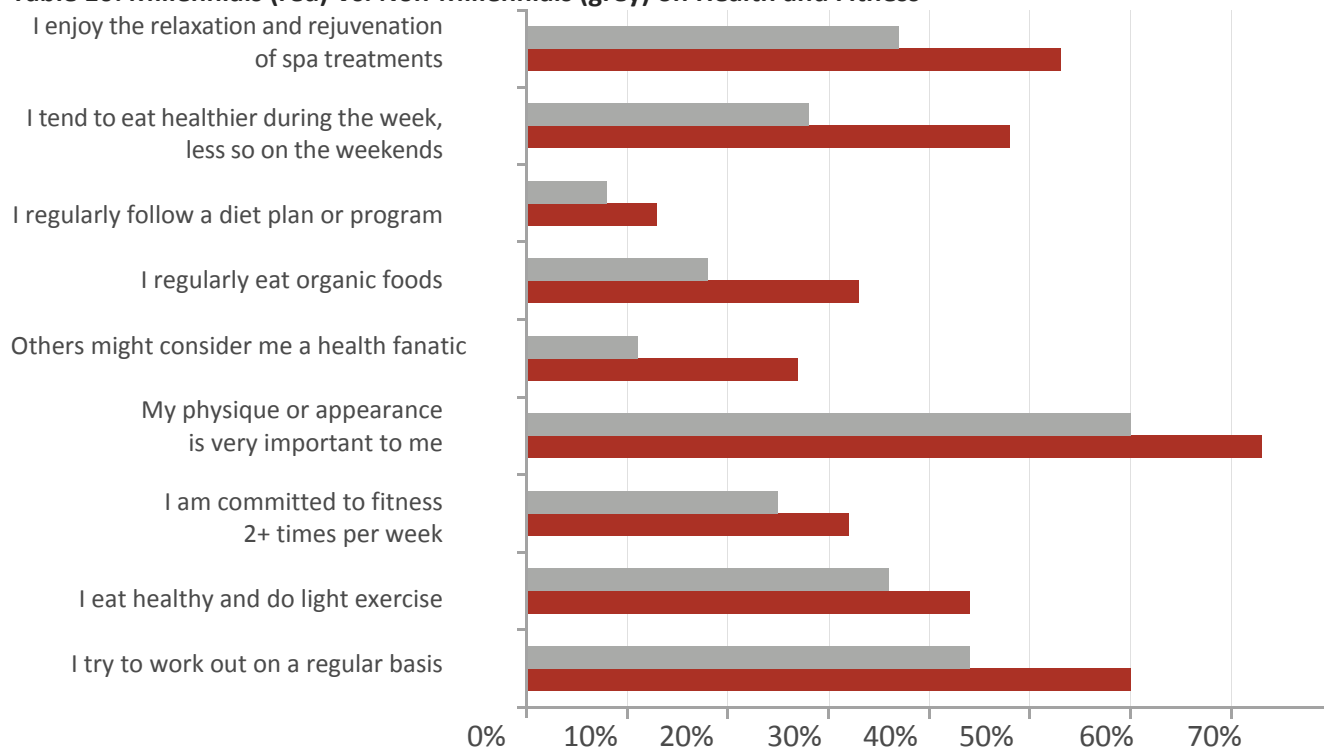
⁵ California State Parks, “Here come the ‘Millennials’: What You Need to Know to Connect with this New Generation,” *Recreation Opportunities*. (2010), p. 4-6, http://www.parks.ca.gov/pages/795/files/millennials%20final_03_08_10.pdf, accessed January 12, 2015.

In a 2011 study of the Millennial Generation⁶, Barkley Advertising Agency made the following observations about Millennials and health/fitness:

- Sixty percent (60%) of Millennials say they try to work out on a regular basis. Twenty-six percent (26%) consider themselves health fanatics.
- Much of this focus on health is really due to vanity and/or the desire to impress others — 73% exercise to enhance their physical appearance.
- Millennials are also fans of relaxation and rejuvenation, as 54% regularly treat themselves to spa services.
- Despite their commitment to health, Millennials stray from their healthy diets on weekends. There's a noticeable difference between their intent to work out regularly and the amount of exercise that they actually accomplish

Table 10 illustrates contrasts between Millennials and Non-Millennials regarding a number of health and fitness topics.⁷

Table 10: Millennials (red) Vs. Non-Millennials (grey) on Health and Fitness



Source: Barkley's Report on Millennials.

⁶ American Millennials: Deciphering the Enigma Generation, <https://www.barkleyus.com/AmericanMillennials.pdf>, accessed May 2015.

⁷ Barkley report.

Adults – Baby Boomers

Baby boomers are defined as individuals born between 1946 and 1964, as stated in “Leisure Programming for Baby Boomers.”⁸ It is a generation that consists of nearly 76 million Americans. In 2011, this influential population began its transition out of the workforce. As Baby Boomers enter retirement, they will be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles. With their varied life experiences, values, and expectations, Baby Boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults. In the July 2012 issue of NRPA’s *Parks and Recreation* magazine, Emilyn Sheffield, Professor of Recreation and Parks Management at the California State University, at Chico, wrote an article titled, “Five Trends Shaping Tomorrow Today.” In it, she indicated that Baby Boomers are driving the aging of America with Boomers and seniors over 65 composing about 39 percent of the nation’s population.⁹

In the leisure profession, this generation’s devotion to exercise and fitness is an example of its influence on society. When Boomers entered elementary school, President John Kennedy initiated the President’s Council on Physical Fitness; physical education and recreation became a key component of public education. As Boomers matured and moved into the workplace, they took their desire for exercise and fitness with them. Now as the oldest Boomers are nearing 65, park and recreation professionals are faced with new approaches to provide both passive and active programming for older adults. Boomers are second only to Gen Y/Millennials in participation in fitness and outdoor sports.¹⁰

Jeffrey Ziegler, a past president of the Arizona Parks and Recreation Association identified “Boomer Basics” in his article, “Recreating Retirement: How Will Baby Boomers Reshape Leisure in their 60s?”¹¹ Highlights are summarized below.

Boomers are known to work hard, play hard, and spend hard. They have always been fixated with all things youthful. Boomers typically respond that they feel 10 years younger than their chronological age. Their nostalgic mindset keeps boomers returning to the sights and sounds of their 1960s youth culture. Swimming pools have become less of a social setting and much more of an extension of Boomers’ health and wellness program. Because boomers have, in general, a high education level they will likely continue to pursue education as adults and into retirement.

The demographic profile for Widefield School District #3 indicates that about 23% of the current population falls within the Baby Boomer age range (those approximately 45–64 years of age).

Boomers will look to park and recreation professionals to give them opportunities to enjoy many life-long hobbies and sports. When programming for this age group, a customized experience to cater to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that Boomers associate with senior citizens, as Ziegler suggests that activities such as bingo, bridge, and shuffleboard will likely be avoided because Boomers relate these activities to being old.

⁸ Linda Cochran, Anne Roshchadl, and Jodi Rudick, “Leisure Programming For Baby Boomers,” *Human Kinetics*, 2009.

⁹ Emilyn Sheffield, “Five Trends Shaping Tomorrow Today,” *Parks and Recreation*, July 2012 p. 16-17.

¹⁰ 2012 Participation Report, Physical Activity Council, 2012.

¹¹ Jeffrey Ziegler, “Recreating Retirement: How Will Baby Boomers Reshape Leisure in Their 60s?,” *Parks and Recreation*, October 2002.

Boomers will reinvent what being a 65-year-old means. Parks and recreation agencies that do not plan for boomers carrying on in retirement with the same hectic pace they've lived during their years in employment will be left behind. Things to consider when planning for the demographic shift:

- Boomer characteristics
- What drives Boomers?
- Marketing to Boomers
- Arts and entertainment
- Passive and active fitness trends
- Outdoor recreation/adventure programs
- Travel programs

Youth – Generation Z

In her article, Emilyn Sheffield also identified that the proportion of youth is smaller than in the past, but still essential to our future. As of the 2010 Census, the age group under age 18 forms about a quarter of the U.S. population, and this percentage is at an all-time low. Nearly half of this population group is ethnically diverse, and 25 percent is Hispanic.

Characteristics cited for Generation Z, the youth of today,¹² include:

- The most obvious characteristic for Generation Z is the pervasive use of technology.¹³
- Members of Generation Z live their lives online, and they love sharing both the intimate and mundane details of life.
- They tend to be acutely aware that they live in a pluralistic society and tend to embrace diversity.
- Generation Zers tend to be independent. They do not wait for their parents to teach them things or tell them how to make decisions.¹⁴

With regard to physical activity, a 2013 article published by academics at Georgia Southern University¹⁵ notes that the prevalence of obesity in Generation Z (which they describe as individuals born since the year 2000) is triple that of Generation Xers (born between 1965 and 1979). It suggests that due to increased use of technology, Generation Z spends more time indoors, is less physically active, and is more obese compared to previous generations. The researchers noted that Generation Z is a generation that seeks social support from peers more so than any previous generation. This is the most competent generation from a technological standpoint but Generation Zers tend to struggle in and fear some basic activities such as physical activity and sport.

¹² Note: There does not appear to be a general consensus about the transition from Millennials to Generation Z. The range cited in various articles puts the transition year anywhere from about 1994 to 2000.

¹³ La Monica Everett-Haynes, "Trending Now: Generation Z," Arizona University UA News Blog, <http://uanews.org/blog/trending-now-generation-z>, accessed July 30, 2015.

¹⁴ Alexander Levit, "Make Way for Generation Z," *The New York Times*, March 28, 2015, http://www.nytimes.com/2015/03/29/jobs/make-way-for-generation-z.html?_r=0.

¹⁵ David D. Biber, Daniel R. Czech, Brandon S. Harris, and Bridget F. Melton, "Attraction to physical activity of generation Z: A mixed methodological approach," *Open Journal of Preventive Medicine*, Vol.3, No.3., 310 – 319 (2013), <http://dx.doi.org/10.4236/ojpm.2013.33042>.

Multiculturalism

Our country is becoming increasingly racially and ethnically diverse. In May 2012, the U.S. Census Bureau announced that non-white babies now account for the majority of births in the United States. “This is an important tipping point,” said William H. Frey,¹⁶ the senior demographer at the Brookings Institution, describing the shift as a, “...transformation from a mostly white Baby Boomer culture to the more globalized multi-ethnic country that we are becoming.” Cultural and ethnic diversity adds a unique flavor to communities expressed through distinct neighborhoods, multicultural learning environments, restaurants, places of worship, museums, and nightlife.¹⁷

The 2015 demographic profile for Widefield School District #3 indicates that 71% of the population is Caucasian and 11.1% is African American. Additionally, irrespective of race, 19.5% of the population self-designates as being of Hispanic origin (irrespective of race).

As the recreation field continues to function within a more diverse society, race and ethnicity will become increasingly important in every aspect of the profession. More than ever, recreation professionals will be expected to work with, and have significant knowledge and understanding of, individuals from many cultural, racial, and ethnic backgrounds.

- **Outdoor participation varies by ethnicity:** Participation in outdoor activities is higher among Caucasians than any other ethnicity and lowest among African Americans in nearly all age groups.
- **Lack of interest reason for not participating:** When asked why they did not participate in outdoor activities more often, the number one reason given by people of all ethnicities and races was because they were not interested.
- **Most popular outdoor activities:** Biking, running, fishing, and camping were the most popular outdoor activities for all Americans, with each ethnic/racial group participating in each in varying degrees.

Recreational Preferences among Ethnic/Racial Groups (Self-Identifying):

Nationwide participation in outdoor sports in 2013 was highest among Caucasians in all age groups and lowest among African-Americans, according to the 2014 “Outdoor Recreation Participation Report.”¹⁸ The biggest difference in participation rates was between Caucasian and African American adolescents, with 65 percent of Caucasians ages 13-17 participating and only 42 percent of African Americans in this age range participating.

African-Americans

African American youth ages 6-12 (52% participation), are the only age group in this demographic to participate in outdoor recreation at a rate of more than 50 percent. By comparison, Caucasians in four of the five age groupings participated in outdoor sports at rates of 60 percent or more, with only those aged 45+ (40% participation) participating at under 50 percent.

¹⁶ Adam Serwer, “The End of White America,” *Mother Jones*, <http://www.motherjones.com/kevin-drum/2012/05/end-white-america>, May 17, 2012.

¹⁷ Baldwin Ellis, “The Effects of Culture & Diversity on America,” http://www.ehow.com/facts_5512569_effects-culture-diversity-america.html, accessed on Sept. 20, 2012.

¹⁸ “Outdoor Recreation Participation Report 2014,” Outdoor Foundation, 2014.

According to the 2014 “Outdoor Recreation Participation Report,” the most popular outdoor activities among African-Americans are: running/jogging and trail running (18%); fishing (freshwater, saltwater, and fly) (11%); road, mountain, and BMX biking (11%); birdwatching/wildlife viewing (4%); and camping (car, backyard, backpacking, and RV) (4%).

Asian Americans

Research about outdoor recreation among Asian Americans in the San Francisco Bay Area (Chinese, Japanese, Korean, and Filipino)¹⁹ found significant differences among the four groups concerning the degree of linguistic acculturation (preferred language spoken in various communication media). The research suggests that communications related to recreation and natural resource management should appear in ethnic media, but the results also suggest that Asian Americans should not be viewed as homogeneous with regard to recreation-related issues. Another study²⁰ found that technology use for finding outdoor recreation opportunities is highest among Asian/Pacific Islander populations. Over 60 percent of these populations use stationary or mobile technology in making decisions regarding outdoor recreation.

According to the 2014 “Outdoor Recreation Participation Report,” the most popular outdoor activities among Asian/Pacific Islanders are running/jogging and trail running (24%); hiking (15%); road, mountain, and BMX biking (14%); camping (car, backyard, backpacking, and RV) (11%); and fishing (freshwater, saltwater, and fly) (10%).

Caucasians

According to the 2014 “Outdoor Recreation Participation Report,” the most popular outdoor activities among Caucasians are: running/ jogging and trail running (19%); fishing (freshwater, saltwater, and fly) (18%); road, mountain, and BMX biking (17%); camping (car, backyard, backpacking, and RV) (16%); and hiking (14%).

Hispanics

In the United States, the Hispanic population increased by 43 percent over the last decade, compared to five percent for the non-Hispanic population, and accounted for more than half of all the population growth. According to Emilyn Sheffield, the growing racial and ethnic diversity is particularly important to recreation and leisure service providers, as family and individual recreation patterns and preferences are strongly shaped by cultural influences.²¹

Participation in outdoor sports among those who identify as Hispanic is at seven percent nationwide, according to the 2013 “Outdoor Recreation Participation Report.”²² Those who do get outdoors, however, participate more frequently than other outdoor participants, with an average of 43 outings per year. Hispanic youth (ages 6-17) are the most likely age group to participate in outdoor recreation, in the Hispanic demographic, followed closely by those in the 25-44 age range. The most popular outdoor activities among Hispanics are: running and jogging (22%); road, mountain, and BMX biking (17%); fishing (freshwater, saltwater, and fly) (14%); Camping (car, backyard, and RV) (11%); and hiking (9%).

¹⁹ P.L. Winter, W.C. Jeong, G.C. Godbey, “Outdoor Recreation among Asian Americans: A Case Study of San Francisco Bay Area Residents,” *Journal of Park and Recreation Administration*, 2004.

²⁰ Harry Zinne and Alan Graefe, “Emerging Adults and the Future of Wild Nature,” *International Journal of Wilderness*, December 2007.

²¹ Emilyn Sheffield, “Five Trends Shaping Tomorrow Today,” *Parks and Recreation*, July 2012 p. 16-17.

²² “Outdoor Recreation Participation Report 2013,” Outdoor Foundation, 2013.

Facilities

According to *Recreation Management* magazine's "2015 State of the Industry Report,"²³ national trends show an increased user-base of recreation facilities (private and public). Additionally, parks and recreation providers responding to the survey indicated an average age of 26.4 years for their community recreation facilities. To meet that growing need, a majority of the parks and recreation survey respondents (72.6%) reported that they have plans to build new facilities or make additions or renovations to their existing facilities over the next three years. Nearly one-third (32.4%) of parks respondents said they have plans to build new facilities, and 29.9 percent said they plan to add to their existing facilities. More than half (53.1%) are planning renovations to existing facilities.

Also according to the 2015 "State of the Industry Report," the average amount planned for parks and recreation department construction in the 2015 budgets saw an increase from an average of \$3,795,000 in the previous year's survey to an average of \$3,880,000 for 2015. Currently, the most likely features included in park facilities are playgrounds, park shelters, restroom structures, walking and hiking trails, open spaces – gardens and natural areas, bleachers and seating, outdoor sports courts, natural turf sports fields, concession areas, and classrooms/meeting rooms. The top 10 planned features to be constructed for all facility types are:

1. Splash play areas (planned by 23.4% of parks respondents who will be adding features)
2. Playgrounds (22.4%)
3. Dog parks (22%)
4. Fitness trails and outdoor fitness equipment (21.5%)
5. Hiking and walking trails (20.3%)
6. Bike trails (20.1%)
7. Park restroom structures (19.5%)
8. Park structures such as shelters and gazebos (17.7%)
9. Synthetic turf sports fields (16.1%)
10. Wi-Fi services (14.4%)

The current national trend is toward "one-stop" indoor recreation facilities to serve all ages. Large, multipurpose regional centers help increase cost recovery, promote retention, and encourage cross-use. Agencies across the United States are increasing revenue production and cost recovery. Providing multiuse and flexibility in facilities versus specialized space is a trend, offering programming opportunities as well as free-play opportunities. "One-stop" facilities attract young families, teens, and adults of all ages.

Aquatics/Water Recreation Trends

According to the National Sporting Goods Association (NSGA), swimming ranked third nationwide in terms of participation in 2014.²⁴ Outdoor swimming pools are not typically heated and open year round. Swimming for fitness is the top aspirational activity for "inactives" in six of eight age categories in the Sports & Fitness Industry Association (SFIA) 2013 "Sports, Fitness and Leisure Activities Topline Participation Report," representing a significant opportunity to engage inactive populations. Nationally, there is an increasing trend toward indoor leisure and therapeutic pools.

²³ Emily Tipping, "2015 State of the Industry Report, State of the Managed Recreation Industry," *Recreation Management*, June 2015.

²⁴ "2014 Participation – Ranked by Total," National Sporting Goods Association, 2015.

Additional indoor and outdoor amenities like “spray pads” are becoming increasingly popular as well. In some cities and counties spray pools are popular in the summer and are converted into ice rinks in the winter. In this maturing market, communities are looking for atmosphere, an extension of surroundings either natural or built. Communities are also concerned about water quality and well as conservation. Interactive fountains are a popular alternative, ADA-compliant and low maintenance. Trends in architectural design for splash parks can be found in *Recreation Management* magazine articles in 2014 and 2015.²⁵

The Outdoor Foundation’s 2015 “Outdoor Recreation Participation Topline Report” provided nationwide trends for various outdoor activities, including the following water recreation activities: board sailing/windsurfing, canoeing, fishing, kayaking, rafting, sailing, stand-up paddle boarding, and wakeboarding (**Table 1**). Among water recreation activities, stand-up paddling had the largest increase in participation from 2012 to 2014 (30.5% increase) followed by several varieties of the kayaking experience: kayak fishing (20.1% increase), and whitewater kayaking (15.1% increase). Fly fishing participation went up while other fishing activities went down in the same time period. Sailing participation increased somewhat, while rafting and wakeboarding participation went down.²⁶

Table 11: Water Recreation Participation by Activity (in thousands)
(6 years of age or older)

| | 2010 | 2011 | 2012 | 2013 | 2014 | 3 Year Average Change |
|-----------------------------|--------|--------|--------|--------|--------|-----------------------|
| Boardsailing/windsurfing | 1,617 | 1,151 | 1,593 | 1,324 | 1,562 | 13.2% |
| Canoeing | 10,553 | 9,787 | 9,839 | 10,153 | 10,044 | 0.9% |
| Fishing (fly) | 5,478 | 5,683 | 6,012 | 5,878 | 5,842 | 1.0% |
| Fishing (freshwater/ other) | 38,860 | 38,868 | 39,135 | 37,796 | 37,821 | -0.9% |
| Kayak fishing | 1,044 | 1,201 | 1,409 | 1,798 | 2,074 | 20.1% |
| Kayaking (recreational) | 6,465 | 8,229 | 8,144 | 8,716 | 8,855 | 2.5% |
| Kayaking (white water) | 1,842 | 1,546 | 1,878 | 2,146 | 2,351 | 15.1% |
| Rafting | 4,460 | 3,821 | 3,690 | 3,836 | 3,781 | -0.3% |
| Sailing | 3,869 | 3,725 | 3,958 | 3,915 | 3,924 | 1.8% |
| Stand up paddling | 1,050 | 1,242 | 1,542 | 1,993 | 2,751 | 30.5% |
| Wakeboarding | 3,645 | 3,389 | 3,348 | 3,316 | 3,125 | -2.6% |

Source: Outdoor Foundation 2014 (numbers in thousands).

²⁵ Dawn Klingensmith “Make a splash: Spraygrounds Get (Even More) Creative,” *Recreation Management*, April 2014 (and April 2015 updates). (http://recmanagement.com/feature_print.php?fid=201404fe01).

²⁶ *Outdoor Recreation Participation Topline Report 2015*, Outdoor Foundation, 2015.

Dog Parks

Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities over the past three years. In 2014, a new association was founded dedicated to providing informational resources for starting and maintaining dog parks, the National Dog Park Association. *Recreation Management Magazine*²⁷ suggests that dog parks can represent a relatively low-cost way to provide an oft-visited a popular community amenity. Dog parks can be as simple as a gated area, or more elaborate with “designed-for-dogs” amenities like water fountains, agility equipment, and pet wash stations, to name a few. Even “spraygrounds” are being designed just for dogs. Dog parks are also places for people to meet new friends and enjoy the outdoors.

The best dog parks cater to people with design features for their comfort and pleasure, but also with creative programming.²⁸ Amenities in an ideal dog park might include the following:

- Benches, shade and water – for dogs and people
- At least one acre of space with adequate drainage
- Double gated entry
- Ample waste stations well-stocked with bags
- Sandy beaches/sand bunker digging areas
- Custom designed splashpads for large and small dogs
- People-pleasing amenities such as walking trails, water fountains, restroom facilities, picnic tables, and dog wash stations.

Programming

Fitness Programming

There have been many changes in fitness programs in the last fifteen years. What clients wanted in 2000 is not necessarily what they want today. The American College of Sports Medicine (ACSM) “Health and Fitness Journal”²⁹ has conducted a survey annually since 2007 to determine trends that would help create a standard for health and fitness programming. **Table 12** shows survey results that focus on trends in the commercial, corporate, clinical, and community health and fitness industry. Some trends first identified in 2007 have stayed near the top of the list year after year while others came and went in popularity. Zumba made a brief appearance on the top 10 in 2012 but fell off the list of top 20 in 2014. Body weight training appeared as a developing trend in 2014 and is projected to stay strong in 2015 as is high-intensity interval training. Yoga is regaining popularity after falling out of the top 20 in 2009 and staying out of the top 10 until 2014. Fitness programs for older adults will remain strong in 2015.

²⁷ Emily Tipping, “2014 State of the Industry Report, Trends in Parks and Recreation,” *Recreation Management*, June 2014.

²⁸ Dawn Klingensmith “Gone to the Dogs: Design and Manage an Effective Off-Leash Area,” *Recreation Management*, March 2014. (http://recmanagement.com/feature_print.php?fid=201403fe02).

²⁹ Walter R. Thompson, “Worldwide Survey of Fitness Trends for 2012,” *Health & Fitness Journal*, American College of Sports Medicine, 2011.

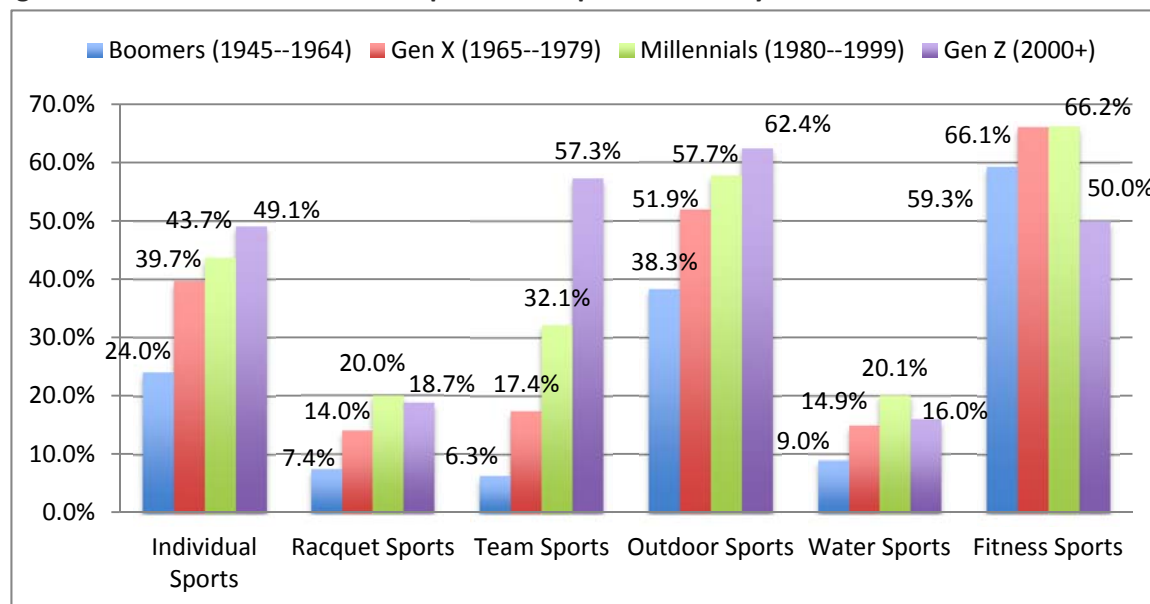
Table 12: Top 10 Worldwide Fitness Trends for 2007 and Predicted Trends for 2015

| 2007 | Trends for 2015 |
|--|---|
| 1.Children and obesity | 1. Body weight training |
| 2.Special fitness programs for older adults | 2. High-intensity interval training |
| 3.Educated and experienced fitness professionals | 3. Educated and experienced fitness professionals |
| 4. Functional fitness | 4. Strength training |
| 5. Core training | 5 Personal training |
| 6. Strength training | 6. Exercise and weight loss |
| 7. Personal training | 7. Yoga |
| 8. Mind/body exercise | 8. Fitness programs for older adults |
| 9. Exercise and weight loss | 9. Functional fitness |
| 10. Outcome measurements | 10. Group personal training |

Source: American College of Sports Medicine

According to the 2015 Participation Report by the Physical Activity Council,³⁰ over half of each generation participates in fitness sports and that team sports are more of a Generation Z activity while water and racquet sports are dominated by Millennials. Outdoor and individual sports tend to have younger participants with participation decreasing with age. **Figure 26** illustrates participation rates by generation.

Figure 26: A Breakdown of Fitness Sports Participation Rates by Generation



Source: 2015 Participation Report, Physical Activity Council.

³⁰ 2015 Participation Report," Physical Activity Council, 2015.

General Programming

One of the most common concerns in the recreation industry is creating innovative programming to draw participants into facilities and services. Once in, participants recognize that the benefits are endless. According to *Recreation Management* magazine's "2014 State of the Industry Report,"³¹ the most common programs, offered by survey respondents, include holiday events and other special events (78.1%), youth sports teams (69.1%), day camps and summer camps (64.7%), adult sports teams (61.3%), arts and crafts (60.9%), educational programs (60.5%), sports tournaments and races (56.8%), programs for active older adults (55.2%), fitness programs (61.4%), and festivals and concerts (53.2).

The report also suggested more than three in 10 (35.7%) respondents indicated that they are planning to *add* additional programs at their facilities over the next three years. The most common types of programming they are planning to add include:

1. Programming for active older adults (up from No. 5 on the 2013 survey)
2. Fitness programs (up from No. 3)
3. Teen programming (down from No. 2)
4. Adult sports teams (did not appear in 2013)
5. Holiday events and other special events (up from No. 6)
6. Mind-body/balance programs – yoga, tai chi, Pilates or martial arts (up from No. 7)
7. Environmental education (down from No. 1)
8. Educational programs (up from No. 4)
9. Festivals and concerts (up from No. 10)
10. Sports tournaments or races (down from No. 8)

Older Adults and Senior Programming

The American Academy of Sports Medicine issues a yearly survey of the top 20 fitness trends³² It ranks senior fitness programs eighth among most popular fitness trends for 2015. Whether it's SilverSneakers, a freestyle low-impact cardio class, or water aerobics, more and more people are realizing the many benefits of staying active throughout life. According to the National Sporting Goods Association, popular senior programming trends include hiking, birding, and swimming.

Festivals and Events

In the context of urban development, from the early 1980s, there has been a process that can be characterized as "festivalization," which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of "cultural experience."

³¹ Emily Tipping, "2014 State of the Industry Report, Trends in Parks and Recreation," *Recreation Management*, June 2013.

³² "Survey Predicts Top 20 Fitness Trends for 2015," American College of Sports Medicine, <http://www.acsm.org/about-acsm/media-room/news-releases/2014/10/24/survey-predicts-top-20-fitness-trends-for-2015>, Accessed January 2015.

The success rate for festivals should not be evaluated simplistically solely on the basis of profit (sales), prestige (media profile), size (numbers of events). Research by the European Festival Research Project (EFRP)³³ indicates that there is evidence of local and city government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives, often defined very narrowly (sales, jobs, tourists, etc.). There are also a growing number of smaller more local community-based festivals and events in communities, most often supported by local councils that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers. These community-based festivals often will re-claim cultural ground based on their social, educational, and participative value. For more information on the values of festivals and events, see the CRC Sustainable Tourism research guide³⁴ on this topic.

In 2014, festivals grew in popularity as economic drivers and urban brand builders. Chad Kaydo describes the phenomenon in the January 2014 issues of *Governing Magazine*: “Municipal officials and entrepreneur see the power of cultural festivals, innovation-focused business conferences, and the like as a way to spur short-term tourism while shaping an image of the host city as a cool, dynamic location where companies and citizens in modern, creative industries can thrive.”³⁵ Examples of successful festivals include:

- South by Southwest (SXSW) – this annual music, film, and digital conference and festival in Austin, Texas, is a leading example. Launched in 1987, the festival’s economic impact has grown steadily over recent years. In 2007, it netted \$95 million for Austin’s economy. In 2013, the event topped \$218 million.
- Coachella Valley Music and Arts Festival in California – this two-week cultural event draws big-name bands, music fans, and marketers, attracting 80,000 people per day.
- First City Festival in Monterey, California – Private producer, Goldenvoice, launched this smaller music event in August 2013 with marketing support from the Monterey County Convention and Visitors Bureau, drawing on the city’s history as host of the Monterey Jazz Festival. Adding carnival rides and local art, furniture and clothing vendors to the live music performances, the event drew 11,000 attendees each of its two days.

Healthy Lifestyle Trends and Active Living

Active Transportation – Bicycling and Walking

Bicycle friendly cities have been emerging over the last ten years. Cycling has become a popular mode of transportation as people consider the rising cost of fuel, desire for better health, and concern for the environment. Some people also use cycling as a mode of transportation just for the fun of it.

³³ EFRP is an international consortium seeking to understand the current explosion of festivals and its implications and perspective, <http://www.efa-aef.eu/en/activities/efrp/>, accessed October 2012.

³⁴ Ben Janeczko, Trevor Mules and Brent Ritchie, “Estimating the Economic Impacts of Festivals and Events: A Research Guide,” Cooperative Research Centre for Sustainable Tourism, 2002, <http://www.sustainabletourisonline.com/1005/events/estimating-the-economic-impacts-of-festivals-and-events-a-research-guide>, accessed October 2012.

³⁵ Chad Kaydo, “Cities Create Music, Cultural Festivals to Make Money,” *Governing*, January 2014, <http://www.governing.com/topics/finance/gov-cities-create-music-festivals.html>.

The Alliance for Biking and Walking published “Bicycling and Walking in the United States 2014 Benchmark Report,”³⁶ updating the one from 2012. The report shows that increasing bicycling and walking are goals are clearly in the public interest. Where bicycling and walking levels are higher, obesity, high blood pressure, and diabetes levels are lower.

Design of a community’s infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking make a big impact on improving public health and life expectancy. The following trends as well as health and economic indicators are pulled from the 2012 and 2014 Benchmarking Reports:

Public health trends related to bicycling and walking include:

- Quantified health benefits of active transportation can outweigh any risks associated with the activities by as much as 77 to 1, and add more years to our lives than are lost from inhaled air pollution and traffic injuries.
- Between 1966 and 2009, the number of children who bicycled or walked to school fell 75 percent, while the percentage of obese children rose 276 percent.
- Bicycling to work significantly reduces absenteeism due to illness. Regular bicyclists took 7.4 sick days per year, while non-bicyclists took 8.7 sick days per year.

The economic benefits of bicycling and walking include:

- Bicycling and walking projects create 8-12 jobs per \$1 million spent, compared to just seven jobs created per \$1 million spent on highway projects.
- Cost benefit analyses show that up to \$11.80 in benefits can be gained for every \$1 invested in bicycling and walking.

National bicycling trends:

- There has been a gradual trend of increasing bicycling and walking to work since 2005.
- Infrastructure to support biking communities is becoming more commonly funded in communities.
- Bike share systems, making bicycles available to the public for low-cost, short-term use, have been sweeping the nation since 2010. Twenty of the most populous U.S. cities have a functional bike share system.

In November 2013, the Institute for Transportation and Development Policy published a “Standard for Transportation Oriented Design,” with accessible performance objectives and metrics, to help municipalities, developers and local residents design land use and built environment “...to support, facilitate and prioritize not only the use of public transport, but the most basic modes of transport, walking and cycling.” The TOD Standard, along with its performance objectives and scoring metrics, can be found at www.itdp.org/documents/TOD_v2_FINAL.pdf.³⁷

³⁶ 2014 “Benchmarking Report,” Alliance for Biking and Walking, <http://www.bikewalkalliance.org/download-the-2014-benchmarking-report>, Accessed on January 23, 2015.

³⁷ “TOD Standard, Version 2.0,” Institute for Transportation & Development Policy, November 2013, http://www.itdp.org/documents/TOD_v2_FINAL.pdf.

National Healthy Lifestyle Trends

The population of the United States is becoming more diverse. As demographics are experiencing an age and ethnic shift, so too are landscapes, daily lifestyles and habits changing. The number of adults over the age of 65 has increased, lifestyle changes have encouraged less physical activity; collectively these trends have created profound implications for the way local governments conduct business. Below are examples of trends and government responses.

- According to the article “Outdoor Exercise ‘Healthier than Gym Workouts,’” published in February 2011,³⁸ researchers found that going for a run outdoors is better than exercising in the gym because it has a positive impact on mental, as well as physical health. Levels of tension, confusion, anger, and depression were found to be lowered. This aligns with the trend of adult fitness playgrounds that are popping up all over the world.
- While Americans have been notoriously unhealthy, a recent survey found that 58 percent of Americans adults are paying more attention to their personal health than in the past; 57 percent seek to eat a healthier diet, 54 percent seek to achieve a healthy weight; and, 45 percent want to reduce stress in their lives.³⁹
- The link between health and the built environment continues to grow as a trend for local governments. They are increasingly incorporating active living and physical activity into daily routines.

Economic and Health Benefits of Parks

There are numerous economic and health benefits of parks, including the following:

- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- Research from the University of Illinois shows that trees, parks, and green spaces have a profound impact on people’s health and mental outlook.⁴⁰
- U.S. Forest Service research indicates that when the economic benefits produced by trees are assessed, the total value can be two to six times the cost for tree planting and care.⁴¹
- Fifty percent of Americans regard outdoor activities as their main source of exercise.⁴²

³⁸ “Outdoor Exercise Healthier than Gym Workouts,” Telegraph, <http://www.telegraph.co.uk/earth/outdoors/outdoor-activities/8306979/Outdoor-exercise-healthier-than-gym-workouts.html>, accessed March 2011.

³⁹ Sy Mukherjee, “Are Americans inching their way to Healthier Lifestyles?” Think Progress, <http://thinkprogress.org/health/2013/08/02/2403921/americans-maybe-getting-healthier/>, Aug 2, 2013.

⁴⁰ F.E. Kuo, “Environment and Crime in the Inner City: Does Vegetation Reduce Crime?,” *Environment and Behavior*, Volume 33, p. 343-367.

⁴¹ Nowak, David J., “Benefits of Community Trees,” (Brooklyn Trees, USDA Forest Service General Technical Report, in review).

⁴² *Outdoor Recreation Participation Report 2010*, Outdoor Foundation, 2010.

“The Benefits of Parks: Why America Needs More City Parks and Open Space,” a report from the Trust for Public Land, makes the following observations about the health, economic, environmental, and social benefits of parks and open space⁴³:

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and physiological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Researchers have long touted the benefits of outdoor exercise. According to a study published in the *Journal of Environmental Science and Technology* by the University of Essex in the United Kingdom, “as little as five minutes of green exercise improves both mood and self-esteem.”⁴⁴ A new trend started in China as they prepared to host the 2008 Summer Olympics. Their aim was to promote a society that promotes physical fitness and reaps the benefits of outdoor exercise by working out on outdoor fitness equipment.

The United States is now catching up on this trend, as parks and recreation departments have begun installing “outdoor gyms.” Equipment that can be found in these outdoor gyms is comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc. With no additional equipment such as weights and resistance bands, the equipment is fairly easy to install. Outdoor fitness equipment provides a new opportunity for parks and recreation departments to increase the health of their communities, while offering them the opportunity to exercise outdoors. Such equipment can increase the usage of parks, trails, and other outdoor amenities while helping to fight the obesity epidemic and increase the community’s interaction with nature.

Nature Programming

Noted as early as 2003 in *Recreation Management* magazine, parks agencies have been seeing an increase in interest in environmental-oriented “back to nature” programs. In 2007, the National Recreation and Park Association (NRPA) sent out a survey to member agencies in order to learn more about the programs and facilities that public parks and recreation agencies provide to connect children and their families with nature.⁴⁵ A summary of the results follow:

- Sixty-eight percent (68%) of public parks and recreation agencies offer nature-based programming and 61 percent have nature-based facilities.

⁴³ Paul M. Sherer, “The Benefits of Parks: Why America Needs More City Parks and Open Space,” The Trust for Public Land, San Francisco, CA, 2006.

⁴⁴ Cited in: Sally Russell, “Nature Break: Five Minutes of Green Nurture,” Green Nurture Blog, <http://blog.greennurture.com/tag/journal-of-environmental-science-and-technology>, accessed November 14, 2012.

⁴⁵ “NRPA Completes Agency Survey Regarding Children and Nature,” National Recreation and Parks Association (NRPA), http://www.narpp.org/assets/Library/Children_in_Nature/nrpa_survey_regarding_children_and_nature_2007.pdf, April 2007.

- The most common programs include nature hikes, nature-oriented arts and crafts, fishing-related events, and nature-based education in cooperation with local schools.
- When asked to describe the elements that directly contribute to their most successful programs, agencies listed staff training as most important followed by program content and number of staff/staff training.
- When asked what resources would be needed most to expand programming, additional staff was most important followed by funding.
- Of the agencies that do not currently offer nature-based programming, 90% indicated that they want to in the future. Additional staff and funding were again the most important resources these agencies would need going forward.
- The most common facilities include: nature parks/preserves, self-guided nature trails, outdoor classrooms, and nature centers.
- When asked to describe the elements that directly contribute to their most successful facilities, agencies listed funding as most important followed by presence of wildlife and community support.

Figures from the Association for Interpretative Naturalists, a national group of nature professionals, demonstrate that nature-based programs are on the rise. According to Tim Merriman, the association's executive director, the group was founded in 1954 with 40 members. It now boasts 4,800 members, with research indicating that about 20,000 paid interpreters are working nationally, along with an army of more than 500,000 unpaid volunteers staffing nature programs at parks, zoos, and museums. The growth of these programs is thought to come from replacing grandparents as the teacher about the "great outdoors." It is also speculated that a return to natural roots and renewed interest in life's basic elements was spurred as a response to the events of September 11, 2001.⁴⁶

"There's a direct link between a lack of exposure to nature and higher rates of attention-deficit disorder, obesity, and depression. In essence, parks and recreation agencies can and are becoming the 'preferred provider' for offering this preventative healthcare."

– **Fran P. Mainella**, former director of the National Park Service and Instructor at Clemson University

In his book, Last Child in the Woods: Saving Children from Nature Deficit Disorder,⁴⁷ Richard Louv introduced the concept of the restorative qualities of being out in nature, for both children and adults. This concept, and research in support of it, has led to a growing movement promoting connections with nature in daily life. One manifestation of this is the development of Nature Explore Classrooms in parks. Nature Explore⁴⁸ is a collaborative program of the Arbor Day Foundation and the non-profit organization Dimensions Educational Research Foundation, with a mission of helping children and families develop a profound engagement with the natural world, where nature is an integral, joyful part of children's daily learning. Nature Explore works to support efforts to connect children with nature. More recently, Scott Sampson advanced the cause in a book

⁴⁶ Margaret Ahrweiler, "Call of the Wild – From Beautiful Blossoms to Bugs and Guts, Nature Programs Are Growing as People Return to Their Roots," *Recreation Management*, <http://recmanagement.com/200310fe04.php>, October 2003.

⁴⁷ Richard Louv, Last Child in the Woods: Saving Children from Nature Deficit Disorder, Algonquin Books of Chapel Hill, North Carolina, 2005.

⁴⁸ "What is the Nature Explore Program," http://www.arborday.org/explore/documents/NE_FAQ_002.pdf, accessed August 12, 2012.

entitled, *How to Raise a Wild Child: The Art and Science of Falling in Love with Nature*.⁴⁹ Citing research supporting his case that connecting with nature is vital to the healthy development of individuals, communities, and the world, Sampson offers practical and helpful advice to parents, educators, and any other would-be nature mentors to kids.

Sports and Recreation Trends

General Sports and Recreation Trends

The National Sporting Goods Association (NSGA) survey on sports participation⁵⁰ found that, in 2014, the top five athletic activities ranked by total participation included exercise walking, exercising with equipment, swimming, aerobic exercising, and running/jogging. Additionally, the following active, organized, or skill development activities remain popular: hiking, bicycle riding, basketball, golf, and soccer.

The sports segment that saw the highest percentage increase was the open water segment with a 2.7 percent increase. This increase was driven significantly by boating (motor/power), canoeing, and kayaking activities. The individual sports/activity segment experiences the highest decrease (-2.6%) driven by a decrease in bowling, golf and tennis. **Table 13** outlines the top 20 sports ranked by total participation in 2014.

Table 13: Top 20 Sports Ranked by Total Participation (in millions) in 2014

| Sport | Total |
|---------------------------------------|-------|
| 1. Exercise walking | 104.3 |
| 2. Exercising with equipment | 55.1 |
| 3. Swimming | 45.9 |
| 4. Aerobic exercising | 44.2 |
| 5. Running/jogging | 43.0 |
| 6. Hiking | 41.1 |
| 7. Camping (vacation/overnight) | 39.5 |
| 8. Workout at club/gym/fitness studio | 35.9 |
| 9. Bicycle riding | 35.6 |
| 10. Bowling | 34.4 |
| 11. Weightlifting | 34.0 |
| 12. Fishing (freshwater) | 29.4 |
| 13. Yoga | 29.2 |
| 14. Basketball | 23.7 |
| 15. Billiards/pool | 20.8 |
| 16. Target shooting (live ammunition) | 20.4 |
| 17. Golf | 18.4 |
| 18. Hunting with firearms | 17.5 |
| 19. Boating, motor/power | 14.1 |
| 20. Soccer | 13.4 |

Source: NSGA 2015

⁴⁹ Scott D. Simpson, *How to Raise a Wild Child: The Art and Science of Falling in Love with Nature*, Houghton Mifflin Harcourt, New York, N.Y., 2015.

⁵⁰ "2014 Sport/Recreation Activity Participation," National Sporting Goods Association, 2015. <http://www.nsga.org>.

The Sports & Fitness Industry Association (SFIA) produces a report on sports, fitness, and leisure activities in the United States. The following findings were highlighted in the 2013 report⁵¹:

- Overall participation in sports, fitness, and related physical activities remained relatively steady from 2011 to 2012.
- Fitness sports had the largest increase in participation (2% increase to 61.1%).
- Racquet sports participation also increased (1% increase to 12.8%) but the peak rate of 14% remains from 2008.
- Both team (21.6%) and water sports (12.5%) participation increased slightly while individual (36%) and winter sports (6.6%) participation decreased slightly.
- Outdoor sports participation remained stable at around 49 percent.
- Spending on team sports at school and lessons/instruction/sports camp was projected to increase in 2013 as it did in 2011 and 2012.
- Twenty-eight percent (28%) of all Americans are inactive, while 33 percent are active to a healthy level (engaged in high-calorie-level sport/fitness activities in a frequent basis). Indiana was among the states with the highest activity levels (activity levels of 38% to 43.4%).

The National Sporting Goods Association (NSGA) provides information about national trends in a broad variety of sporting activities since 1984. Overall participation trends indicate a general decrease for most team sports from 2005 to 2014 with soccer recovering by 4.9 percent from a participation dip in 2013. Lacrosse, football (tackle and touch), volleyball, and swimming also had an increase in participation in 2014 over 2013. Over the decade individual sports show a dramatic increase in aerobic exercising, exercise walking, exercising with equipment, hiking, kayaking, running/jogging, and yoga. **Table 14** illustrates a ten year change in participation for selected activities including both team sports and individual sports.⁵²

⁵¹ 2012 Sports, Fitness and Leisure Activities Topline Participation Report, Sporting Goods Manufacturers Association (now Sports and Fitness Industry Association), <http://www.sfia.org/reports/all/>.

⁵² This data was pulled from the NSGA's "Historical Sports Participation" 2015 Report, <https://www.nsga.org/research/nsga-research-offerings/sports-participation-historical-file-2015/>.

Table 14: Ten-Year History of Sports Participation (in millions) 2005-2014

| Sport | 2005 | 2007 | 2009 | 2011 | 2013 | 2014 |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Aerobic Exercising | 33.7 | 34.8 | 33.2 | 42.0 | 44.1 | 44.2 |
| Archery (Target) | 6.8 | 6.6 | 7.1 | 6.3 | 8.3 | 8.3 |
| Backpack/Wilderness Camping | 13.3 | 13.0 | 12.3 | 11.6 | 12.2 | 12.0 |
| Baseball | 14.6 | 14.0 | 11.5 | 12.3 | 11.7 | 11.3 |
| Basketball | 29.9 | 24.1 | 24.4 | 26.1 | 25.5 | 23.7 |
| Bicycle Riding | 43.1 | 37.4 | 38.1 | 39.1 | 35.6 | 35.6 |
| Billiards/Pool | 37.3 | 29.5 | 28.2 | 20.0 | 19.5 | 20.8 |
| Boating (Motor/Power) | 27.5 | 31.9 | 24.0 | 16.7 | 13.1 | 14.1 |
| Bowling | 45.4 | 43.5 | 45.0 | 34.9 | 35.2 | 34.4 |
| Boxing | NA | NA | NA | NA | 3.8 | 3.4 |
| Camping (Vacation/Overnight) | 46.0 | 47.5 | 50.9 | 42.8 | 39.3 | 39.5 |
| Canoeing | NA | NA | NA | NA | 6.7 | 7.3 |
| Cheerleading | 3.3 | NA | NA | 3.1 | 3.5 | 3.6 |
| Dart Throwing | NA | 12.1 | 12.2 | 9.3 | 9.8 | 10.1 |
| Exercise Walking | 86.0 | 89.8 | 93.4 | 97.1 | 96.3 | 104.3 |
| Exercising with Equipment | 54.2 | 52.9 | 57.2 | 55.5 | 53.1 | 55.1 |
| Fishing (Fresh Water) | 37.5 | 30.8 | 29.0 | 28.0 | 27.0 | 29.4 |
| Fishing (Salt Water) | 10.0 | 10.4 | 8.2 | 9.7 | 9.5 | 9.4 |
| Football (Flag) | NA | NA | NA | NA | 6.8 | 6.3 |
| Football (Tackle) | 9.9 | 9.2 | 8.9 | 9.0 | 7.5 | 7.5 |
| Football (Touch) | NA | NA | NA | NA | 8.8 | 8.9 |
| Golf | 24.7 | 22.7 | 22.3 | 20.9 | 18.9 | 18.4 |
| Gymnastics | NA | NA | 3.9 | 5.1 | 5.1 | 5.4 |
| Hiking | 29.8 | 28.6 | 34.0 | 39.1 | 39.4 | 41.1 |
| Hockey (Ice) | 2.4 | 2.1 | 3.1 | 3.0 | 3.5 | 3.4 |
| Hunting with Bow & Arrow | 6.6 | 5.7 | 6.2 | 5.1 | 5.7 | 5.9 |
| Hunting with Firearms | 19.6 | 19.5 | 18.8 | 16.4 | 16.3 | 17.5 |
| Ice/Figure Skating | NA | NA | NA | NA | 7.2 | 7.3 |
| In-Line Roller Skating | 13.1 | 10.7 | 7.9 | 6.1 | 5.7 | 4.7 |
| Kayaking | NA | 5.9 | 4.9 | 7.1 | 8.1 | 9.0 |
| Lacrosse | NA | 1.2 | NA | 2.7 | 2.8 | 2.8 |
| Martial Arts/MMA/Tae Kwon Do | NA | NA | NA | NA | 6.4 | 6.3 |
| Mountain Biking (off road) | 9.2 | 9.3 | 8.4 | 6.0 | 5.2 | 5.4 |
| Muzzleloading | 4.1 | 3.6 | 3.8 | 3.1 | 3.2 | 2.7 |
| Paintball Games | 8.0 | 7.4 | 6.3 | 5.3 | 4.8 | 4.8 |
| Running/Jogging | 29.2 | 30.4 | 32.2 | 38.7 | 42.0 | 43.0 |
| Scuba Diving (Open Water) | NA | 2.4 | NA | NA | 2.7 | 2.4 |
| Skateboarding | 12.0 | 10.1 | 8.4 | 6.6 | 5.0 | 5.4 |
| Skiing (Alpine) | 6.9 | 6.4 | 7.0 | 6.9 | 6.1 | 5.9 |
| Skiing (Cross Country) | 1.9 | 1.7 | 1.7 | 2.3 | 2.5 | 2.4 |
| Snowboarding | 6.0 | 5.1 | 6.2 | 5.1 | 4.5 | 4.2 |
| Soccer | 14.1 | 13.8 | 13.6 | 13.9 | 12.8 | 13.4 |
| Softball | 14.1 | 12.4 | 11.8 | 10.4 | 10.0 | 9.5 |
| Swimming | 58.0 | 52.3 | 50.2 | 46.0 | 45.5 | 45.9 |
| Table Tennis/Ping Pong | NA | NA | 13.3 | 10.9 | 9.8 | 9.9 |
| Target Shooting (Airgun) | 6.7 | 6.6 | 5.2 | 5.3 | 4.8 | 5.1 |
| Target Shooting (Live Ammunition) | 21.9 | 20.5 | 19.8 | 19.6 | 19.0 | 20.4 |
| Tennis | 11.1 | 12.3 | 10.8 | 13.1 | 12.6 | 12.4 |

| | | | | | | |
|--|------|------|------|------|------|------|
| Volleyball | 13.2 | 12.0 | 10.7 | 10.1 | 10.1 | 10.2 |
| Water Skiing | 6.7 | 5.3 | 5.2 | 4.3 | 3.6 | 3.4 |
| Weight Lifting | 35.5 | 33.2 | 34.5 | 29.1 | 31.3 | 34.0 |
| Work-Out at Club/Gym/Fitness Studio | 34.7 | 36.8 | 38.3 | 34.5 | 34.1 | 35.9 |
| Wrestling | NA | 2.1 | 3.0 | 3.2 | 3.1 | 2.9 |
| Yoga | NA | 10.7 | 15.7 | 21.6 | 25.9 | 29.2 |

Note: Participated more than once (in millions), seven (7) years of age and older.

Source: NSGA 2015

Adult Sport Teams in the Work Place and after the Work Day

Adult sports teams of all sorts, from competitive volleyball to local flag football teams to casual kickball, are becoming more and more popular around the country, especially among millennials (young adults from around 18 to early 30s) who grew up with a full extra-curricular schedule of team sports. While adult team sport participation is not limited to the millennial generation by any means, a recent survey conducted on behalf of the Sports Fitness Industry Association (SFIA) found that millennials are twice as likely as Generation Xers (born between 1965 and 1979) to participate in team sports as adults.⁵³

Adult team sports are attractive as ways to be social, get exercise, or just for something to do after work. Instead of the bar scene, this provides a more comfortable form of interaction for many.⁵⁴

Sports teams in the work place sports is also a growing trend in the United States as companies look for new ways to keep their employees healthy and happy. The United States Tennis Association (USTA) promotes tennis in the work place, citing the following benefits⁵⁵:

- Developing team-building
- Creating leadership opportunities
- Increasing employee morale and overall health

A recent story on National Public Radio examined sports participation among adults in Finland.⁵⁶ Finland consistently makes the top-five list of “most physically active European countries” according to European Commission studies. There is a strong tradition of employers encouraging sports participation among their employees, which started about a century ago with the forest industry. These days, about 90 percent of employers provide some kind of support for their employee’s physical activity. Finns say it’s understood that healthy employees do better work.

⁵³ Sarah M. Wojcik, “Millennials Fuel Rise of For-profit Recreation Leagues,” *The Morning Call*, <http://www.mcall.com/news/local/mc-millennials-adult-sports-leagues-20190727-story.html>, July 27, 2015, accessed July, 2015.

⁵⁴ Liz Butterfield, “Adult Sport Leagues: the New After Work Social Scene,” *RVANews*, <http://rvanews.com/sports/adult-sport-leagues-the-new-after-work-social-scene/100639>, August 8, 2013, accessed July, 2015.

⁵⁵ <http://www.kentuckytennis.com/adult/recreational.htm>, accessed July 2015.

⁵⁶ Rae Ellen Bichell, “How Finns Make Sports Part of Everyday Life,” NPR, Morning Addition, July 28, 2015, http://www.npr.org/sections/health-shots/2015/07/28/426748088/how-finns-make-sports-part-of-everyday-life?utm_source=npr_newsletter&utm_medium=email&utm_content=20150728&utm_campaign=npr_email_a_friend&utm_term=storyshare.

Adult Recreation: Pickle ball

No adult recreational sport is taking off faster than pickle ball.⁵⁷ Pickle ball is a racquet sport played on a badminton court with a lowered net, perforated plastic ball and wood paddles. While it originated in the Pacific Northwest in the 1960s, it has grown exponentially since 2000. The USA Pickle ball Association (USAPA) estimates that there were about 500 pickle ball players in 2000, with that number growing to 125,000 in 2013. It's especially popular with the 50 plus crowd because it is low impact but gets the heart rate pumping.⁵⁸ Pickle ball is an attractive programming option for recreation managers because it is adaptable to a variety of existing facilities – four pickle ball courts fit in one tennis court.

"I can very easily talk myself out of going to the gym. But if I know that people are going to count on me to be there, I want to make sure to follow through on that. This will be an easy way to kick-start my routine and get me back in shape."

26-year-old, Allentown, PA.

Youth Sports

The 2013 SFIA Sports Participation Report indicates that in 2012 youth (ages 6–12) participation was highest for outdoor (63.1%), team (53.1%), and individual sport (49.8%). Children in this age group have increased interest in camping, while young adults ages 18–24 are becoming more interested in running/jogging.

In 2009, an article in *The Wall Street Journal* observed that in recent years lacrosse has become one of the country's fastest growing team sports. Participation in high-school lacrosse has almost doubled in the first decade of the century. An estimated 1.2 million Americans over age seven played lacrosse in 2009.⁵⁹ A 2011 report, U.S. Trends in Team Sports, finds that lacrosse and other niche team sports and volleyball are continuing to experience strong growth for youth and adults.⁶⁰

Outdoor Recreation

The Outdoor Foundation releases a "Participation in Outdoor Recreation Report" annually. According to the 2015 Topline Report,⁶¹ both the total number of outdoor outings and number of participants dropped in 2014, with extreme weather and an unusually cold winter likely contributing to the decline. Bright spots in outdoor participation include paddle sports, with stand up paddle boarding remaining the top outdoor activity for growth, with participation growing by 38 percent from 2013 to 2014. Participation in snow sports, including telemarking, snowshoeing, freestyle skiing, and cross-country skiing, grew significantly as well.

⁵⁷ Chris Gelbach, "Never Stop Playing: Trends in Adult Recreational Sports" *Recreation Management*, September 2013, http://recmanagement.com/feature_print.php?fid=201309fe02, Accessed January 2015.

⁵⁸ David Crumpler, "Pickleball a fast-growing sport, especially for the 50 and older crowd," *Florida Times Union*, January 26, 2015, <http://jacksonville.com/prime-time/2015-01-26/story/pickleball-fast-growing-sport-especially-50-and-older-crowd>, Accessed January 2015.

⁵⁹ Evans and Trachtenberg, "Lacrosse Muscles Its Way West," *The Wall Street Journal*, May, 2009.

⁶⁰ "2011 Preview: U.S. Trends in Team Sports," Fall 2011," SMGA, 2011.

⁶¹ *Outdoor Recreation Participation Topline Report 2015*, Outdoor Foundation, 2015.

The foundation reports that the top outdoor activities for adults in 2014 were running, fishing, bicycling, hiking, and camping. Birdwatching and wildlife viewing are also among the favorite adult outdoor activities by frequency of participation. The Outdoor Foundation's research brought the following key findings for the 2014 "Outdoor Recreation Report."

Participation in Outdoor Recreation

- Return to nature: Nearly 50 percent of Americans ages six and older participated in outdoor recreation in 2013. That equates to a total of 143 million.
- Top five participation percentage increase in outdoor activities in the past three years (2014 Topline Report): Adventure racing, triathlon (off-road), stand-up paddling, kayak fishing, recreational kayaking.
- Recreation for exercise: More than 70% of outdoor participants were motivated to recreate outdoors as a way of getting exercise.

Youth Participation in Outdoor Recreation

- Good news about outdoor participation rates of female youth: Participation rates among girls and young women increased by two percentage points – bringing young women's participation to the highest since 2006.
- The influence of family: Most youth are introduced to outdoor activities by parents, friends, family, and relatives.
- Physical education in schools: The importance cannot be understated. Among adults ages 18 and older who are current outdoor participants, 74 percent say they had PE in school between the ages of 6 and 12.

The Outdoor Foundation's 2015 "Topline Outdoor Recreation Participation Report" lists the most popular (by participation rate) and favorite (by frequency of participation) outdoor activities for youth ages 6-17.

Most Popular Outdoor Activities (ages 6—17)

1. Road, mountain and BMX biking (27% of American youth participating)
2. Running, jogging and trail running (24%)
3. Freshwater, saltwater and fly fishing (21%)
4. Car, backyard, backpacking and RV camping (20%)
5. Hiking (12%)

Favorite Outdoor Activities (ages 6—17)

1. Running, jogging and trail running (77 average outings per runner)
2. Road, mountain and BMX biking (65 average outings per cyclist)
3. Skateboarding (53 average outings per skateboarder)
4. Freshwater, saltwater and fly fishing (15 average outings per fishing participant)
5. Car, backyard, backpacking and RV camping (15 average outings per camper)

Outdoor recreation trends are also a recurring topic of study by the United States Forest Service through the Internet Research Information Series (IRIS). An IRIS report dated January 2012⁶² provides the following recent nature-based outdoor recreation trends: Participation in walking for pleasure and family gatherings outdoors were the two most popular activities for the U.S. population as a whole. These outdoor activities were followed closely in popularity by viewing/ photographing wildlife, boating, fishing, snow/ice activities, and swimming. There has been a growing momentum in participation in sightseeing, birding and wildlife watching in recent years.

Role and Response of Local Government

Collectively, these trends have created profound implications for the way local governments conduct business. Some local governments are now accepting the role of providing preventative health care through parks and recreation services. The following concepts are from the International County/County Management Association.⁶³

- Parks and recreation departments should take the lead in developing communities conducive to active living.
- There is growing support for recreation programs that encourage active living within their community.
- One of the highest priorities is a cohesive system of parks and trails and accessible neighborhood parks.

In summary, the United States, its states, and its communities share the enormous task of reducing the health and economic burden of obesity. While numerous programs, policies, and products have been designed to address the problem, there is no magic bullet to make it go away. The role of public parks and recreation as a health promotion and prevention agency has come of age. What matters is refocusing its efforts to insure the health, well-being, and economic prosperity of communities and citizens.

Administration Trends for Recreation and Parks

Municipal parks and recreation structures and delivery systems have changed, and more alternative methods of delivering services are emerging. Certain services are being contracted out and cooperative agreements with non-profit groups and other public institutions are being developed. Newer partners include the health system, social services, justice system, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies and the increased willingness of other sectors to work together to address community issues. The relationship with health agencies is vital in promoting wellness.

The traditional relationship with education and the sharing of facilities through joint-use agreements is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

⁶² "Recent Outdoor Recreation Trends," USDA Forest Service Internet Research Information Series (IRIS) Research Brief, January 2012, <http://warnell.forestry.uga.edu/nrrt/nsre/IRISRec/IRISRec23rpt.pdf>, accessed August, 2012.

⁶³ www.ICMA.org, accessed in 2012.

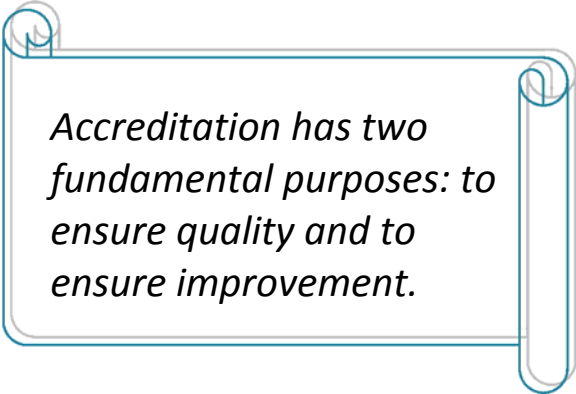
Listed below are additional administrative national trends:

- Level of subsidy for programs is lessening and more “enterprise” activities are being developed, thereby allowing subsidy to be used where deemed appropriate.
- Information technology allows for better tracking and reporting.
- Pricing is often determined by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.

Agency Accreditation

Parks and recreation agencies are affirming their competencies and value through accreditation. This is achieved by an agency’s commitment to 150 standards. Accreditation is a distinguished mark of excellence that affords external recognition of an organization’s commitment to quality and improvement.

The National Recreation and Parks Association administratively sponsors two distinct accreditation programs: The Council on Accreditation of Parks, Recreation, Tourism, and Related Professions (COAPRT) approves academic institutions and the Commission for Accreditation of Parks and Recreation Agencies (CAPRA) approves agencies. It is the only national accreditation of parks and recreation agencies, and is a valuable measure of an agency’s overall quality of operation, management, and service to the community.



Accreditation has two fundamental purposes: to ensure quality and to ensure improvement.

There are currently over 130 agencies around the nation that have received the CAPRA accreditation.

Additional benefits of CAPRA accreditation include:

- Boosts staff morale
- Encourages collaboration
- Improves program outcomes
- Identifies agency and cost efficiencies
- Builds high level of trust with the public
- Demonstrates promise of quality
- Identifies best management practices

Americans with Disabilities Act (ADA) Compliance

On September 14, 2010 the U.S. Department of Justice (DOJ) issued an amended regulation implementing the Americans with Disabilities Act (ADA 2010 Standards)⁶⁴ and, for the first time, the regulations were expanded to include recreation environment design requirements. Covered entities were to be compliant with design and construction requirements and the development of three-year transition plan by March 15, 2012. The deadline for implementation of the three-year transition plan was March 15, 2015.

⁶⁴ U.S. Department of Justice, Americans with Disabilities Act, ADA Home Page, <http://www.ada.gov/>, accessed November 15, 2012.

The Role of the ADA with regard to Parks and Recreation Programming

How a community interprets and implements the guidelines of the ADA regarding parks and recreation programs and services for children, youth, and adults with disabilities ultimately depends upon the philosophy of staff and how accepting they are of people with disabilities. Some organizations provide a basic level of service as per the law and other communities embrace the notion of accessibility and choose to exceed what is expected.

Community therapeutic recreation programs must address the needs of all people with disabilities. Disabilities may include autism, developmental, physical, learning, visual impairments, hearing impairments, mental health and more. Community therapeutic recreation programs should also serve children, youth, and adults of all ages.

The types of programs offered by a community therapeutic recreation program may include specialized, inclusive, and unified programs. Specialized recreation programs generally serve the needs specifically for someone with a disability. A “Learn to Swim” program for children with autism or an exercise program for adults with arthritis are just two examples of specialized programs. An inclusive program is one in which a person with a disability chooses to participate in a regular recreation program with a reasonable accommodation, alongside typical peers who do not have a disability. A third type of program is a unified program. This program is for individuals with and without disabilities who participate together as a “buddy,” or are paired or matched -- able-body with disabled. Many Special Olympic programs are offered as unified programs.

Funding

According to *Recreation Management Magazine's* 2014 State of the Industry Report, survey respondents from parks and recreation departments/districts reporting about their revenues from 2011 through 2013 reveals the beginning of a recovery from the impact of the Recession of 2008. From 2011 to 2012, 82.6 percent of respondents reported that their revenues had either stabilized or had increased. This number grew to 84.8 percent of respondents when reporting on the 2012 to 2013 time frame and, by 2015, 95 percent of parks and recreation department respondents are expecting revenues to either increase (49.7%) or remain stable (45.4%).

Trends in Marketing by Parks and Recreation Providers

The concept of marketing is rapidly evolving with the changing of technology and social media outlets. Every successful business from start-ups to corporations uses some form of marketing to promote their products and services. For parks and recreation, it can be difficult to stay current with the trends when the “formula for success” hasn’t yet been defined for non-profits and governments.

Municipalities can use marketing to increase awareness of an issue, promote an upcoming program, encourage community participation, or to gain advocacy for a public service. Active Network offers expertise in activity and participation management. Their mission is to make the world a more active place. In their blog, they offered the following marketing mix ideas which came out of a meeting with park and recreational professionals in the Chicago area.⁶⁵

- Updated booths and community event presence—Bring a tablet or laptop to show programs you offer and provide event participants the opportunity to register on the spot.

⁶⁵ <http://www.activenetwork.com/blog/17-marketing-campaigns-parks-and-recreation-marketing/>, May 2013, accessed February 26, 2015.

- Facebook redirect app—This application redirects people automatically to the link you provide. Add it to your Facebook page.
- Instagram challenge—Think about how you can use mobile and social tools at your next event. It could be an Instagram contest during an event set up as a scavenger hunt with participants taking pictures of clues and posting them on Instagram.
- Social media coupons—Research indicates that the top reason people follow an organization on a social network is to receive discounts or coupons. Consider posting an event discount on your social networks redeemable by accessing on phone or printing out.

Mobile marketing is a growing trend. Social websites and apps are among the most used features on mobile phones. Popular social marketing electronic tools include Facebook, Instagram, SocialWhirled, Twitter, YouTube, Tagged, and LinkedIn. Private messaging apps such as Snapchat and WhatsApp are being used more and more for live media coverage.⁶⁶

Ninety-one percent (91%) of Americans own a cell phone and most use the devices for much more than phone calls. Young adults engage in mobile data applications at much higher rates than adults in age brackets 30 and older. Usage rates of mobile applications demonstrate that chronologically across four major age cohorts, Millennials tend to get information more frequently using mobile devices such as smartphones. For example, 97 percent of cell phone owners ages 18–29 send and receive text messages, compared to 94 percent of ages 30–49, 75% of ages 50–64, and 35 percent of those 65 and older.

Minority Americans are significantly more likely to own a cell phone than are their white counterparts. (87% of African Americans and 87 percent of Hispanics own a cell phone, compared with 80 percent of whites). Minority Americans also lead the way when it comes to mobile Internet access. Two-thirds of African Americans (72%) and Hispanics (67%) access the Internet in their cell phones, compared to Non-Hispanic Whites (56%).⁶⁷ By 2015, mobile Internet penetration is expected to have grown to 71.1 percent for Hispanics compared to 58.8 percent for whites.⁶⁸

⁶⁶ Jacqueline Woerner, "The 7 Social Media Trends Dominating 2015," Emarsys Blog, <http://www.emarsys.com/en/resources/blog/the-7-social-media-trends-dominating-2015/>, accessed February 26, 2015.

⁶⁷ Maeve Duggan, "Cell Phone Activities 2013," Pew Internet and American Life Project, Pew Research Center, September 16, 2013, http://www.pewinternet.org/files/old-media//Files/Reports/2013/PIP_Cell%20Phone%20Activities%20May%202013.pdf, accessed November 15, 2012.

⁶⁸ Erik Sass, "Minority Groups Heaviest Users of Mobile Net," *Media Daily News*, Nov. 18, 2011, <http://www.mediapost.com/publications/article/162699/minority-groups-heaviest-users-of-mobile-net.html#axzz2CK9zYGFw>, accessed November 15, 2012.

Appendix B – Public Input Questionnaire

Stakeholder Questions

- 1) What are the strengths and weaknesses of the Community Center that should be continued or improved upon over the next several years?

- 2) What additional programs or activities do you feel the Department should offer that are currently not available?

- 3) What improvements are needed at existing facilities? Where are these improvements needed?

- 4) What additional park and recreation facilities would you like to see the community provide?

- 5) Are there any facilities and/or programs currently available that should be eliminated? If so, which ones and why?

6) Are there any portions of the community that are underserved? Please explain (i.e., where and what type of amenities are needed, what market segment needs more attention, etc.).

7) How do you believe the Community Center should be financially supported? Should they be self supported through user fees, completely through taxes, alternative funding or a combination of each? Please elaborate.

8) What are the key issues and values in the Widefield community that need to be considered while developing this Master Plan?

9) During the next 5-10 years, what are the top priorities for the Community Center?

Appendix C – GRASP® Methodology

A. Introduction

GRASP® is a unique toolset that allows service providers to identify gaps and prioritize improvements. For the parks and recreation field, this means that you can accurately target needs and develop effective strategies to address them.

- Provides more robust evidence for action than traditional master planning techniques
- Decisions are based on customizable demographics and other factors specific to YOUR community, rather than generalized standards
- The needs and desires of the public are incorporated into the process and reflected in the outcomes

The GRASP® methodology was developed collaboratively by GreenPlay, LLC, and Design Concepts, CLA, Inc. specifically to advance the state of the art in master planning for parks and recreation systems. It has been proven over the past 15 years on more than 100 plans representing many of the nation's top accredited and Gold Medal agencies. Recognizing the value that GRASP® has brought to parks and recreation planning, other firms have adopted similar methods. Meanwhile, we have continued to evolve our proprietary GRASP® methodology to remain at the forefront of innovation and expertise in the field. We are able to offer a much more detailed and refined picture of the level of service for the parks and recreation system in any community. GRASP® goes beyond the typical lands-and-features analysis to incorporate historical values, cultural arts, and other unique aspects of your system while taking into account the quality and condition of each asset.

B. Level of Service Analysis

Analysis of the existing parks, open space, trails, and recreation systems are often conducted in order to try and determine how the systems are serving the public. A Level of Service (LOS) has typically been defined in parks and recreation master plans as the capacity of the various components and facilities that make up the system to meet the needs of the public. This has traditionally been expressed in terms of the size or quantity of a given facility per unit of population.

Brief History of Level of Service Analysis

In order to help standardize parks and recreation planning, professionals and academics have long been looking for ways to benchmark and provide “national standards” for how much acreage and how many ballfields, pools, playgrounds, etc., a community *should* have. For example, in 1906 the fledgling “Playground Association of America” called for playground space equal to 30 square feet per child. In the 1970s and early 1980s, the first detailed published works on these topics began emerging (Gold, 1973, Lancaster, 1983). In time “rule of thumb” **capacity** ratios emerged with 10 acres of parklands per thousand population becoming the most widely accepted standard application. Other normative guides have also been cited as “traditional standards,” but have been less widely accepted. In 1983, Roger Lancaster compiled a book called, Recreation, Park and Open Space Standards and Guidelines, published by the National Park and Recreation Association (NRPA). In this publication, Mr. Lancaster centered on a recommendation “that a park system, at minimum, be composed of a core system of parklands, with a total of 6.25 to 10.5 acres of developed open space per 1,000 population.” (Lancaster, 1983, p. 56) The guidelines went further to make recommendations regarding an appropriate mix of park types, sizes, service areas, acreages, and standards regarding the number of available recreational facilities per thousand people. While the book was published by NRPA and the table of standards became widely

known as “the NRPA standards,” for Level of Service Analysis, **it is important to note that these standards were never formally adopted for use by NRPA.**

Since that time various publications have updated and expanded upon possible “standards”, several of which have also been published by NRPA. Many of these publications did benchmarking and other normative research to try and determine what an “average LOS” should be. Yet organizations such as the NRPA and the prestigious American Academy for Park and Recreation Administration have focused in recent years on accreditation standards for agencies which are less directed towards outputs, outcomes, and performance, and more focused on planning, organizational structure, and management processes. The following table gives some of the more commonly and historically used “capacity standards.”

Common Historically-Referenced LOS Capacity “Standards”

| Activity/ Facility | Recommended Space Requirements | Service Radius and Location Notes | Number of Units per Population |
|-------------------------------|--|--|--|
| Baseball Official | 3.0 to 3.85 acre minimum | ¼ to ½ mile Unlighted part of neighborhood complex; lighted fields part of community complex | 1 per 5,000; lighted 1 per 30,000 |
| Little League | 1.2 acre minimum | | |
| Basketball Youth | 2,400 – 3,036 vs. | ¼ to ½ mile Usually in school, recreation center, or church facility; safe walking or bike access; outdoor courts in neighborhood and community parks, plus active recreation areas in other park settings | 1 per 5,000 |
| High school | 5,040 – 7,280 s.f. | | |
| Football | Minimum 1.5 acres | 15 – 30 minute travel time Usually part of sports complex in community park or adjacent to school | 1 per 20,000 |
| Soccer | 1.7 to 2.1 acres | 1 to 2 miles Youth soccer on smaller fields adjacent to larger soccer fields or neighborhood parks | 1 per 10,000 |
| Softball | 1.5 to 2.0 acres | ¼ to ½ mile May also be used for youth baseball | 1 per 5,000 (if also used for youth baseball) |
| Swimming Pools | Varies on size of pool & amenities; usually ½ to 2-acre site | 15 – 30 minutes travel time Pools for general community use should be planned for teaching, competitive, and recreational purposes with enough depth (3.4m) to accommodate 1m to 3m diving boards; located in community park or school site | 1 per 20,000 (pools should accommodate 3% to 5% of total population at a time) |
| Tennis | Minimum of 7,200 s.f. single court area (2 acres per complex) | ¼ to ½ mile Best in groups of 2 to 4 courts; located in neighborhood community park or near school site | 1 court per 2,000 |
| Volleyball | Minimum 4,000 s.f. | ½ to 1 mile Usually in school, recreation center or church facility; safe walking or bike access; outdoor courts in neighborhood and community parks, plus active recreation areas in other park settings | 1 court per 5,000 |
| Total land Acreage | | Various types of parks - mini, neighborhood, community, regional, conservation, etc. | 10 acres per 1,000 |

Sources:

David N. Ammons, *Municipal Benchmarks - Assessing Local Performance and Establishing Community Standards*, 2nd Ed., 2002

Roger A. Lancaster (Ed.), *Recreation, Park and Open Space Standards and Guidelines* (Alexandria, VA: National Recreation and Park Association, 1983), pp. 56-57.

James D. Mertes and James R. Hall, *Park, Recreation, Open Space and Greenways Guidelines*, (Alexandria, VA: National Recreation and Park Association, 1996), pp. 94-103.

In planning work it is important to realize that the above standards can be valuable when referenced as “norms” for capacity, but not necessarily as the target standards for which a community should strive. Every community is different, and there are various factors and details not addressed by the standards above, such as:

- What about quality and condition? What if there are multiple ballfields, but they haven’t been maintained in the last ten years?
- What if the agency is an urban land-locked community? What if the agency is a small town surrounded by open Federal lands?
- Does “developed acreage” include golf courses? What about indoor and passive facilities?
- What are the standards for skateparks? Ice Arenas? Public Art? Etc.?
- And many other questions....

C. GRASP® Component-Based Level of Service Analysis

In order to address these and other relevant questions, a new methodology for determining Level of Service was developed. Since 2001 GRASP® Component Based Level of Service Analysis has been applied in many communities across the nation to provide a better way of to measure and portray the service provided by parks and recreation systems. A component is an asset such as a playground, picnic shelter, court, field, indoor facility or other elements that allows a system to meet the recreational needs of a community. The GRASP® methodology focuses on these essential pieces and parts to glean and understanding of a system as a whole.

Primary research and development on this methodology was funded jointly by GreenPlay, LLC, a management consulting firm for parks, open space, and related agencies, Design Concepts, a landscape architecture and planning firm, and Geowest, a spatial information management firm. While a component based system can be utilized by anyone, the proprietary trademarked name for the process used by these three firms is **GRASP® (Geo-Referenced Amenities Standards Process)**.



For GRASP® analysis, the traditional idea of capacity based on acreage and asset quantity is only part of the LOS equation. Other factors are brought into consideration including *quality, condition, location, comfort, convenience, and ambience*. In a GRASP® analysis parks, trails,

open space, and other recreation amenities and properties are studied as part of an overall infrastructure for a community made up of various components such as playgrounds, ballfields, swimming pools, etc. This methodology is unique in that it values the context and setting of a component in addition to the characteristics of the component itself, based on the assumption that but an enhanced setting in proximity to a component enhances the value of the component.

The characteristics of components include:

- Quality –** The service provided by anything, whether it is a playground, soccer field, or swimming pool is determined in part by its quality. A playground with a variety of features, such as climbers, slides, and swings provides a higher degree of service than one with nothing but an old teeter-totter and some “monkey-bars.”
- Condition –** The condition of a component within the park system also affects the amount of service it provides. A playground in disrepair with unsafe equipment does not offer the same service as one in good condition. Similarly, a soccer field with a smooth surface of well-maintained grass certainly offers a higher degree of service than one that is full of weeds, ruts, and other hazards.
- Functionality –** Functionality is a measure of how well something serves its intended purpose, and is a result of its quality and condition.
- Location –** To receive service from something, you need to be able to get to it. Therefore, service is dependent upon proximity and access. All components are geographically located using GPS coordinates and GIS software.
- Comfort –** The service provided by a component is increased by having amenities. For example, outdoor components are often enhanced by attributes such as shade, seating, and a restroom nearby. Comfort enhances the experience of using a component.
- Convenience –** Convenience encourages people to use a component, which increases the amount of service that it offers. Easy access and the availability of trash receptacles, bike rack, or nearby parking are examples of conveniences that enhance the service provided by a component.
- Ambience –** Simple observation will prove that people are drawn to places that “feel” good. This includes a sense of safety and security, as well as pleasant surroundings, attractive views, and a sense of place. For example, a well-designed park is preferable to poorly-designed one, and this enhances the degree of service provided by the components within it.

Capacity is still part of the LOS analysis and the quantity of each component is recorded as well. By combining and analyzing the overlapping values of each component on a map, it is possible to measure the service provided by a parks and recreation system from a variety of perspectives and for any given location in a study area. Typically this begins with a decision on “**relevant components**” for the analysis, collection of an accurate inventory of those components, analysis and then the results are presented in a series of maps and tables that make up the analysis of the study area.

Data for Analysis and Making Justifiable Decisions

All of the data generated from the GRASP® evaluation is compiled into a digital database that is then available and owned by the agency for use in a variety of ways. In addition to determining LOS, the database can help keep track of facilities and programs, can be used to schedule maintenance or replacement of components, and can be used to project long-term capital and life-cycle costing needs. All portions of the information are in standard available software and can be produced in a variety of ways for future planning or sharing with the public.

It is important to note that GRASP® analysis not only provides accurate LOS and facility inventory information, but also works with and integrates with other tools to help agencies make decisions. It is relatively easy to maintain, updatable, and creates easily understood graphic depictions. Combined with a needs assessment, public and staff involvement, program, and financial assessment, GRASP® analysis allows an agency to make defensible recommendations on priorities for ongoing resource allocation, along with capital and operational funding.

D. Inventory Data Collection Process

A detailed inventory of relevant components for the project is conducted. The inventory locates and catalogues all of the relevant components for the project, and evaluates each one as to how well it was serving its intended function within the system. The planning team first prepares a preliminary list of existing components using aerial photography and the community's Geographic Information System (GIS). Components identified in the aerial photo are given GIS points and names according to a list of standard components.

Next, field visits are conducted by the consulting and project team staff to confirm the preliminary data and collect additional information. Additionally, indoor facilities are scored and for the purposes of this study, each relevant space is considered a component and is scored based on its intended function. During the field visits and evaluations, any missing relevant components are added to the data set, and each component is evaluated as to how well it meets expectations for its intended function. During the site visits the following information is collected:

- Component type and location
- Evaluation of component functionality
- Evaluation of comfort and convenience features
- Evaluation of park design and ambience
- Site photos and general comments

After the inventory is completed, it is given to the project team for final review and approval for accuracy.

E. Standardized Process for Scoring Components

Component Scoring

The approved inventory is the basis for the creation of values used in analysis. Each component received a functionality score that is related to the quality, condition, and ability of the space to meet operational and programming needs.

For the GRASP® process, the range of scores for each component is as follows:

- **Below Expectations (BE)** – The component does not meet the expectations of its intended primary function. Factors leading to this may include size, age, accessibility, or others. Each such component is given a score of **1** in the inventory.
- **Meeting Expectations (ME)** – The component meets expectations for its intended function. Such components are given scores of **2**.
- **Exceeding Expectations (EE)** – The component exceeds expectations, due to size, configuration, or unique qualities. Such components are given scores of **3**.
- If the feature exists but is not useable because it is unsafe, obsolete, or dysfunctional, it may be listed in the feature description, and assigned a **score of zero (0)**.

If a feature is used for multiple purposes, such as a softball field that is also used for T-Ball or youth soccer games, it is scored only once under the description that best fits the use that for which the component is designed.

Neighborhood and Community Scoring

Components are evaluated from two perspectives: first, the value of the component in serving the immediate neighborhood, and second, its value to the entire community.

Neighborhood Score

Each component is evaluated from the perspective of a resident that lives nearby. High scoring components are easily accessible to pedestrians in the neighborhood, are attractive for short and frequent visits, and are unobtrusive to the surrounding neighborhood. Components that do not have a high neighborhood score may not be located within walking distance of residents, may have “nuisance features” such as sports lighting, or may draw large crowds for which parking is not provided.

Community Score

Additionally each component is evaluated from the perspective of residents in the community as a whole. High scoring components in this category may be unique components within the parks and recreation system, have a broad draw from throughout the community, have the capacity and associated facilities for community-wide events, or are located in areas that are accessible only by car.

Indoor Components

Indoor components are generally thought to be accessible to the entire community, partially because it is often not financially feasible to provide indoor facilities at a walking distance from every distance from each residence. Additionally, indoor facilities often provide programs and facilities that are geared to the community as a whole, or in larger communities, are intended

for a region of the community. For these reasons, unless a detailed indoor analysis is completed, indoor facilities are given only one score.

Modifiers (Comfort and Convenience Features) Scoring

Outdoor Modifiers

Besides standard components, this inventory also evaluates features that provide comfort and convenience to the users. These are things that a user might not go to the parks specifically to use, but that may enhance the user's experience by making it a nicer place to be and include: drinking fountains, seating, BBQ grills, dog stations, security lighting, bike parking, restrooms, shade, connections to trails, park access, parking, picnic tables, and seasonal and ornamental plantings. These features are scored as listed above with the 1-3 system. In this case it is not important to get a count of the number or size of these components; instead the score should reflect the ability of the item to serve the park.

Indoor Modifiers

For indoor facilities, the comfort and convenience features change slightly to reflect the characteristics of the building. Building modifier categories include: site access, setting aesthetics, building entry function, building entry aesthetics, overall building condition, entry desk, office space, overall storage, and restrooms and/or locker rooms.

Activity and Sports Lighting

This modifier accounts for lighting that allows for component use in the evening/night hours and is applied to the quantity of the component as it affectively expands the capacity of the component. This modifier does not apply to security lighting.

Shade

Like Activity and Sports lighting, shade can be added to outdoor components to extend use beyond normal hours or seasons.

Design & Ambience Scoring

Using the same rating system that is used for components and modifiers, the quality of Design and Ambience is scored. Good design not only makes a place look nice, it makes it feel safe and pleasant, and encourages people to visit more often and stay longer

Trails and Greenways Scoring

Trails and/or greenways can be scored as independent parcels or as individual components within another parcel. The former type of trail receives its own set of scores for modifiers and design and ambience. The trail in the latter situation takes on the modifiers and design and ambience of the larger park in which it resides. Multi-use trails are assumed to consist of three components including one active component, one passive component, and the parcel itself. Because traveling the length of any given trail is time consuming, trail information is often collected with the aid of staff.

For the purposes of most studies, a list of trails is obtained to provide a reasonable dataset that offers some park and recreational value to the public. While no specific listing of components at each greenway or trail is generated, it is assumed that each greenway provides a value equivalent to three (3) components. Think of these as one active component (walking, running, biking, etc.), one passive

component (quiet contemplation along the trail), and one experiential component (observing nature, perhaps art and interpretive signage).

These three components and the parcel are assumed to be meeting the expectations (scores 2) of the community in the same way that park components meet expectations. The other parts to the GRASP® score relate to the comfort and design of the location, and are called modifiers. The aesthetic and recreational standards for greenways are typically similar to those for parks, so modifiers at greenways are generally assigned a value of meeting expectations (score 2). Multi-use trails that typically are adjacent to major roads are assumed to have less aesthetic and recreational standards and are therefore assigned a value of below expectations (score 1). The final component in the GRASP® score is the ownership modifier. This is a percentage that is applied to the score that relates to the general public's ability to access the facility.

This translates into the following formula for calculating the GRASP® score:

Trails or Greenway Scoring

(Component number + Parcel) x Component score x (Comfort x Design) x ownership = GRASP® score or
 $(3 + 1) \times 2 \times 2.2 \times 1 = 17.6$

Multi-Use Trail Scoring

(Component number + Parcel) x Component score x (Comfort x Design) x ownership = GRASP® score or
 $(3 + 1) \times 2 \times 1.1 \times 1 = 8.8$

In the GRASP® Perspectives t, that value is assigned to the location where each trail is found and buffered accordingly. This value also is included in computations for the GRASP® Indices that are calculated along with each Perspective.

Ownership Modifier

This modifier is generally weighted with a percentage that is applied to the GRASP® score after other modifiers have been applied. It accounts for access and control of components that are provided by alternative providers. For example, in most cases components that are owned and managed by schools are given a 50% weighted ownership modifier, which halves the GRASP® score to account for the limited access that the neighborhood has to school facilities (it's only open to the public outside of school hours).

F. Calculating GRASP® Functional Scores

Once the components are inventoried and scored, calculations can be made for any combination of components to derive average scores, scores per combinations of various components, scores per sub-areas, etc., depending on the key issues being studied and objectives for the project. These are very helpful for analyzing area comparisons and setting of target scores for component service and agency target standards.

For example, a total composite GRASP® score for each individual component is determined by using the following formula:

$$(\text{total component score}) \times (\text{adjusted modifier score}) \times (\text{design and ambiance score}) \times (\text{ownership modifier}) = \text{Composite GRASP}^{\circ} \text{ Score}$$

These individual scores can be additively combined in various ways to examine service from various subsets of the agency's system.

G. GRASP[®] Perspectives and Target Threshold Scores

GRASP[®] scores are often used to create analysis maps to show how the study area is being served for parks and recreation benefits. These maps are called Perspectives, because each one provides a certain perspective on the way service is being provided. Types of Perspectives include heat maps, threshold maps, and composition maps, as well as others.

On heat maps, the numerical value of LOS available to a person at any given location is represented by an orange tone. Where the tone is darker, the available LOS is higher. Locations on the map with no orange tone (i.e. a grey tone) have no service. Heat maps can be produced from any set of components in the inventory. For example, if the intent is to measure the relative LOS available for seniors, then a heat map can be generated using only those components in the inventory that relate to seniors.

Heat maps can be further analyzed to determine where the LOS on them falls above or below a certain threshold. The threshold may vary, and can be set to represent an assumed "target" value for LOS, or can be the median, average, or other value for the Perspective. On the threshold maps, colors are used to show whether any given location is above or below the threshold value.

The types of Perspectives used to analyze and depict the community's LOS will depend upon the key issues being studied.

Typical and Standard GRASP[®] Perspectives

Below are some types of Perspectives typically used to analyze service in an area.

Neighborhood Composite

This Perspective depicts service from a neighborhood point of view. Multiple buffers (or "catchment areas") are used to reflect multiple ways of travelling to reach components. The threshold for this Perspective is typically the value that results from being within 1/2 mile of 4 recreation components and one recreational trail.

Walkability (same as Neighborhood Composite but with only 1/2 mile buffers)

The threshold scores for this Perspective are normally the same as for the Neighborhood Composite.

Component-Specific Analysis

The threshold here is equivalent to being within 1/2 mile of the selected component, and assumes that the component, modifiers, and design and ambiance are meeting expectations.

Note: Aside from meeting a single goal, the mix of components also needs to be considered. For example, a home that is within 1/2 mile away from four tennis courts and no other amenities would meet the basic numeric standard, but not the intent of the standard. Component Specific Analyses can

examine one single type of component or an array of types to analyze the mix of options available to residents.

H. GRASP® Project Technical Standards for GIS Data

The GRASP® Team utilizes the most up to date computer hardware and software to produce and enhance project-based GIS data. The following technical details are standard with all GRASP® Team projects.

- All GRASP® Team GIS workstations employ Microsoft® Windows® operating systems. All project files conform to PC-based architecture and extension naming standards.
- The GRASP® Team employs ESRI® ArcGIS™ 10.2 for all GIS applications. Final project GIS data is submitted to the client in Microsoft® Access™-based Geodatabase (*.mdb) Feature Class format and/or Shapefile (*.shp/*.dbf/*.shx) format. ArcMap™ Layer files (*.lyr) are submitted to ease client replication of all project map legend formats. The GRASP® Team will not resubmit original client source data that has not undergone enhancement.
- All final GIS datasets (deliverables) are submitted to the client using the geographic coordinate system(s) from the original client source data. The GRASP® team will assign a coordinate system that is most appropriate for the client location if the client does not require a predetermined standard coordinate system. Most GRASP® project data is submitted in State Plane Coordinates (Feet) with a NAD83/NAD83 HARN datum.
- All GRASP® Perspectives and Resource Maps (deliverables) are submitted to the client in standard PDF and JPEG formats. The project PDFs are high resolution, print-ready files for scalable print operations. Most project map-based PDFs are 300dpi, 24" x 36" images. The project JPEGs are lower resolution digital presentation-ready files for insertion into Microsoft® Office® productivity suite applications – MS Word®, MS Power Point®, etc. Most project map-based JPEGs are 300dpi 4"x6" images.

Project Deliverables and Future Use

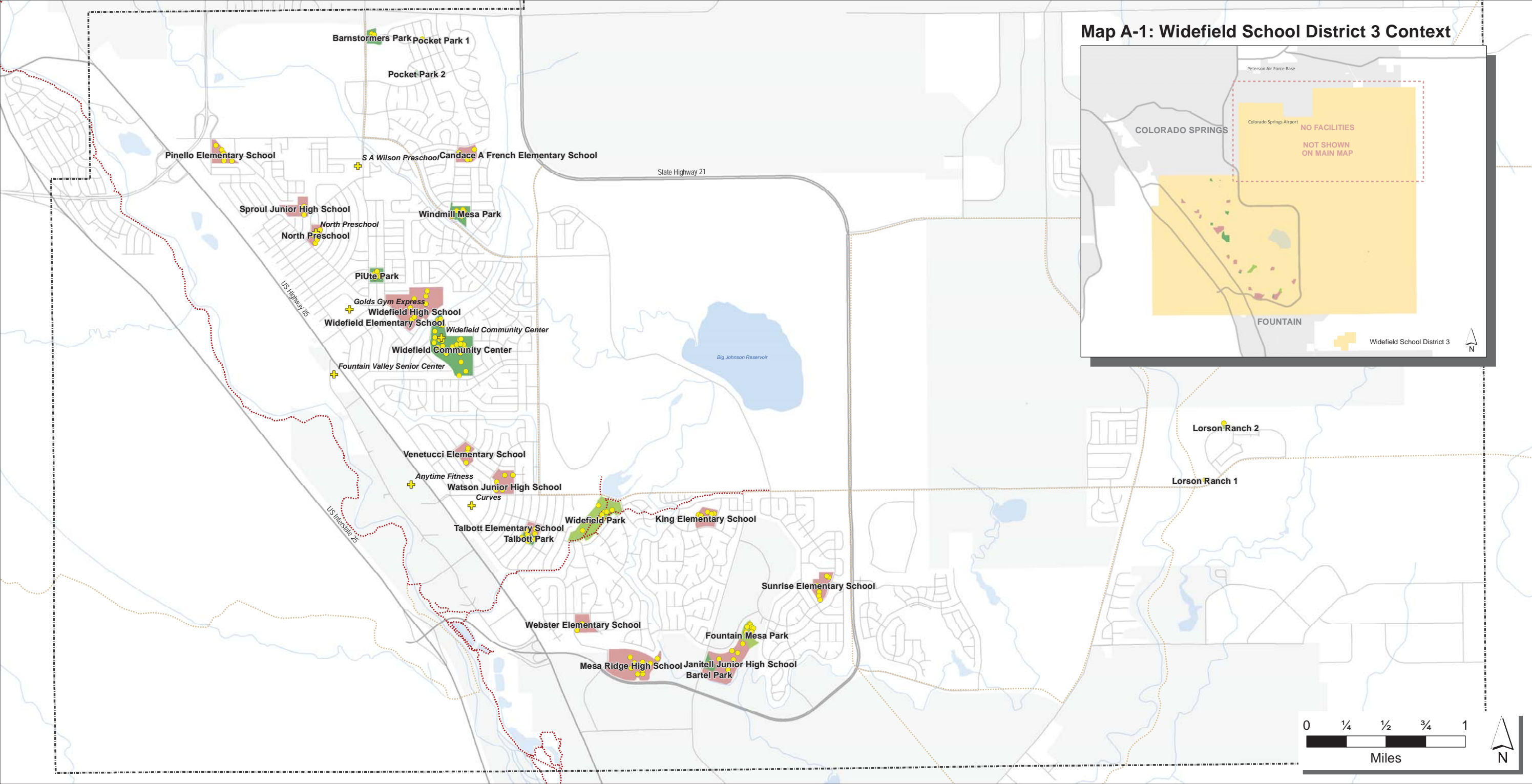
All information and deliverables are transmitted “as-is” to fulfill specific tasks identified in a scope of services for a contract. While these may be useful for other purposes, no warranties or other assurances are made that the deliverables are ready for such use. The database can be modified to add, change, or delete information as needed by personnel trained in use of these standard software applications. For example, if new parks or facilities are constructed, the components of these may be added to the database to keep it current. The database may also be queried in a variety of ways to produce tables, charts, or reports for use in operations, management, and planning or other agency tasks. Such modification, updating, reformatting, or other preparation for other purposes is the sole responsibility of the client.

Similarly, the database information can be used to prepare a variety of maps and analysis perspectives using GIS software. Such use by the client is beyond the scope of a single contract, and no warranties or assurances are made that the deliverables are ready or intended for such future use. If desired, the GRASP® Team can make such modifications, and/or prepare additional or updated maps or Perspectives upon request for a negotiated fee.

The **GRASP®** name for the methodology for analysis is proprietary, but the component based process is generic and the software used is common and typical for most agencies. The data and information collected is owned and can be updated and managed by the agency for ongoing usage

Appendix D – GRASP® Maps and Perspectives

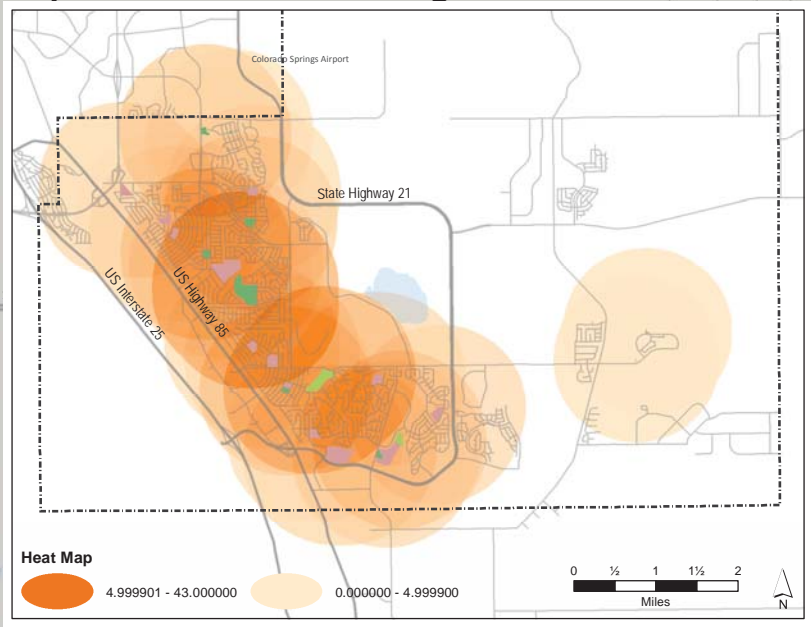
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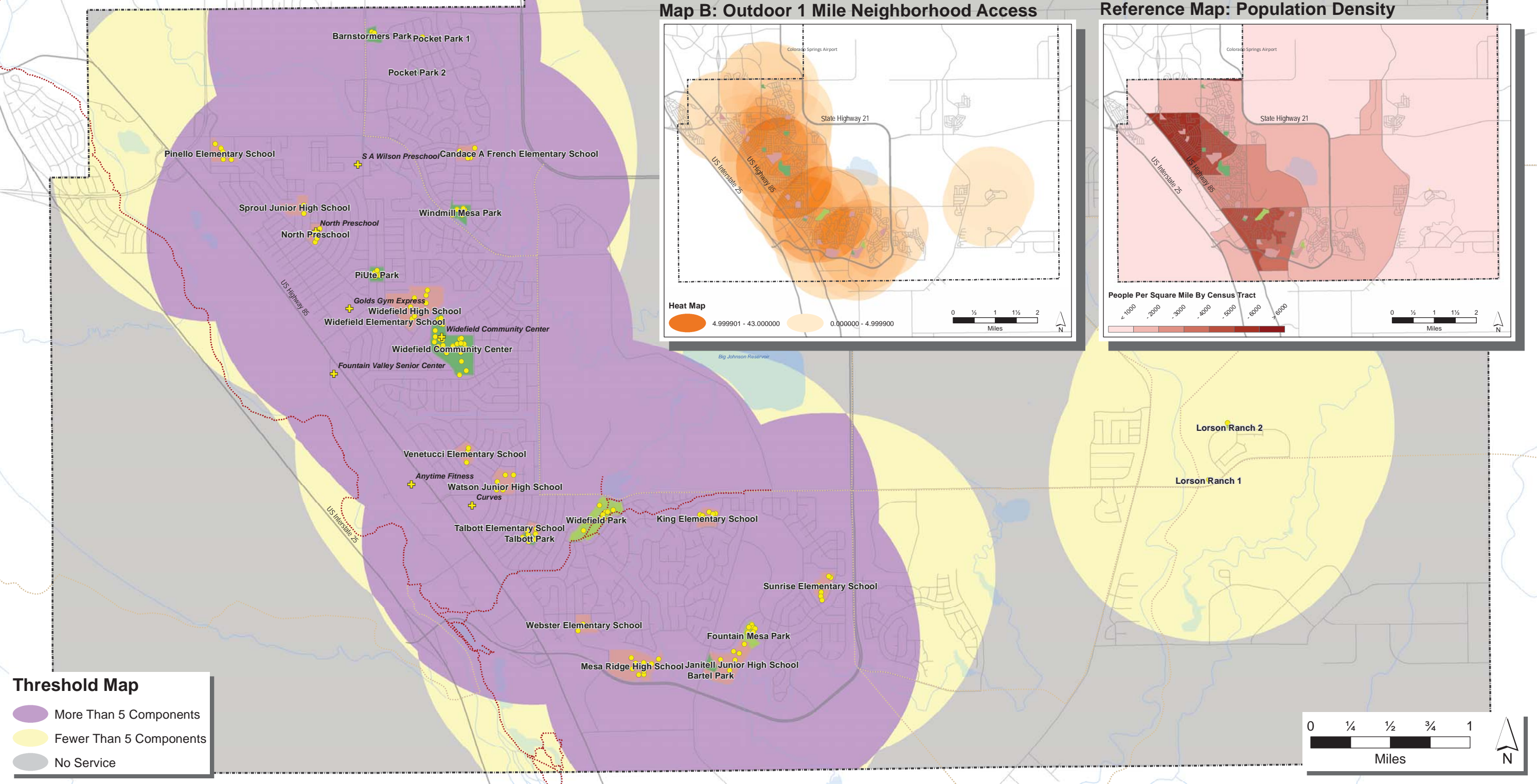
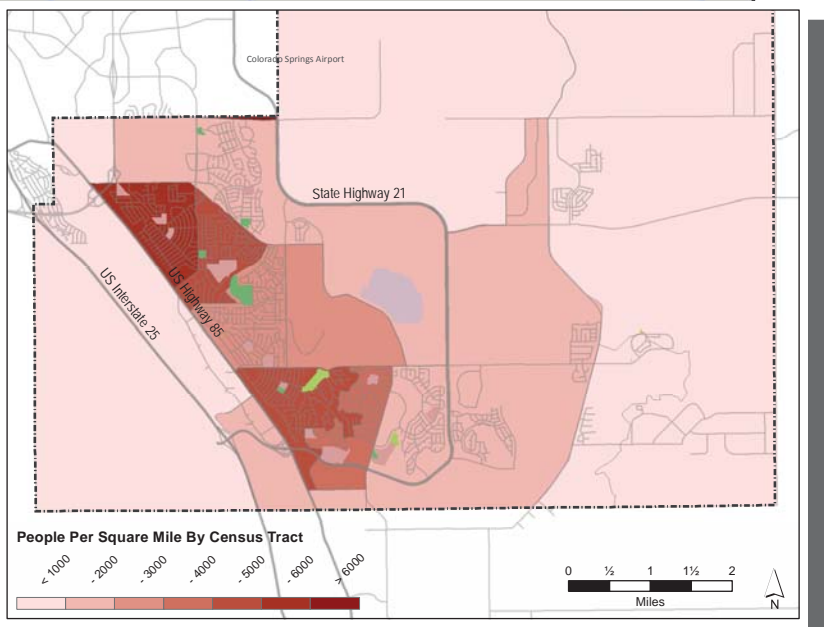
Map Produced For Widefield School District 3 - By The GRASP® Team
This Map Is Intended For Planning & Discussion Purposes Only -
Please Refer To The Project Document For Map Details
Legend Elements May Vary Slightly In Size, Color And Transparency From Those Shown On Map
GIS Data Sources May Include: Widefield School District 3, ESRI
GRASP® Team - November 2015
Copyright © 2015 Widefield School District 3

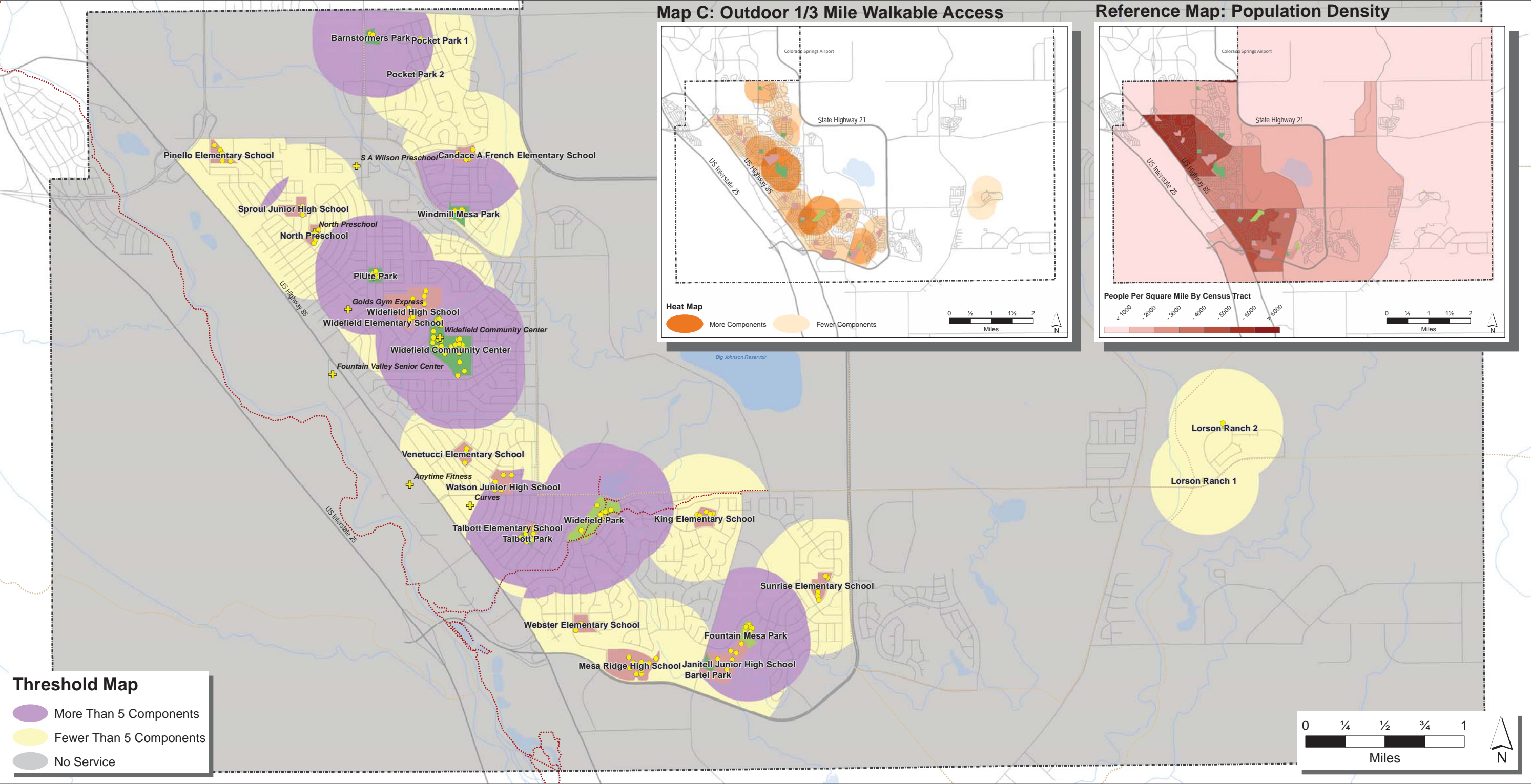
- Indoor Facility
- Recreation Component
- Regional Trail (Existing)
- Regional Trail (Proposed)
- District Park
- District School
- Alternative Provider Park
- Highway
- Local Road
- Widefield School District 3
- Incorporated City
- River or Stream
- Water Body

Map B: Outdoor 1 Mile Neighborhood Access

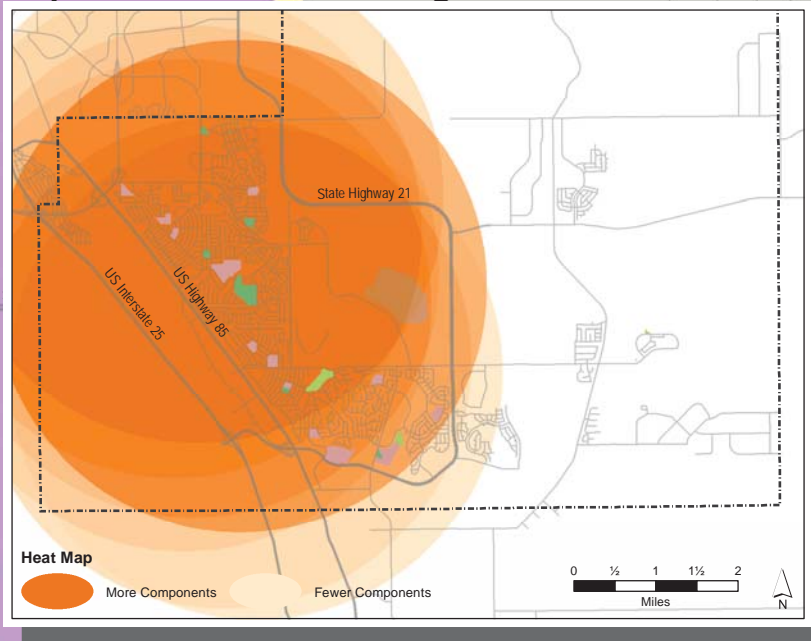


Reference Map: Population Density

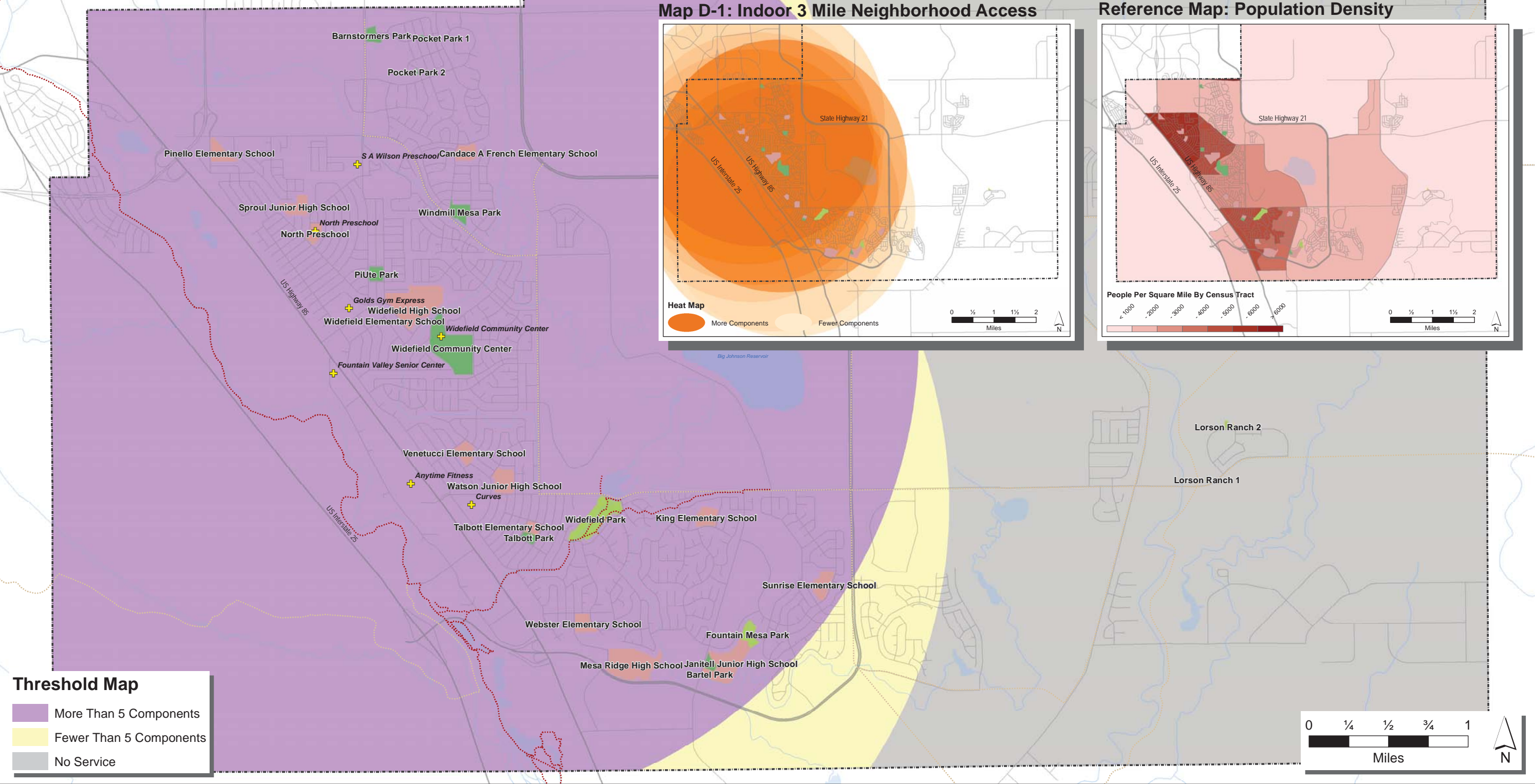
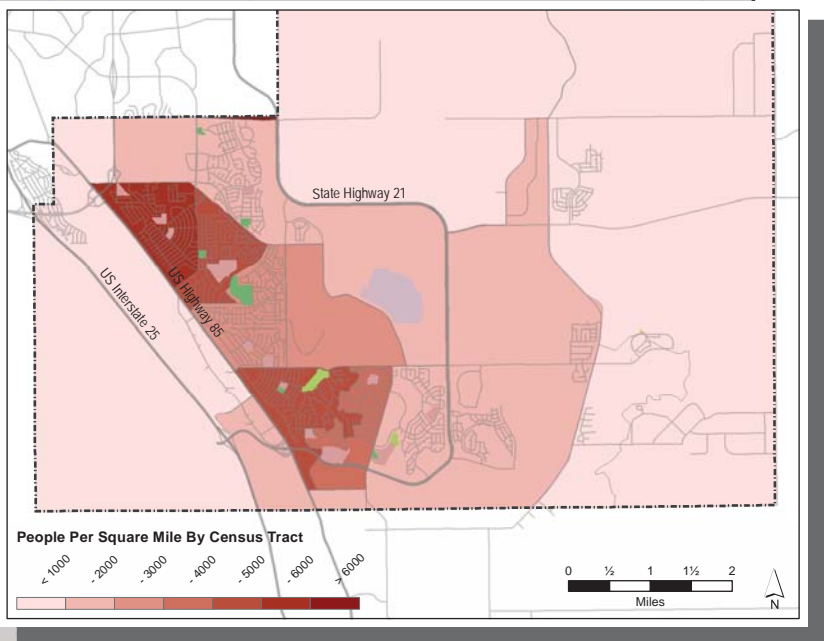




Map D-1: Indoor 3 Mile Neighborhood Access



Reference Map: Population Density



Appendix E – Inventory Summary

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| | | Park Acres (GIS) | Aqua Feat, Pool | Aqua Feat, Spray | Backstop, Practice | Ballfield | Basketball | Complex, Ballfield | Concessions with Restroom | Disk Golf | Event Space | Garden, Community | Loop Walk | MP Field, Large | MP Field, Small | Open Turf | Open Water | Playground, Local | Shelter | Shelter, Group | Shelter, Shade | Tennis | Track, Competition | Trail, Multi-use | Volleyball |
|---|--------|------------------|-----------------|------------------|--------------------|-----------|------------|--------------------|---------------------------|-----------|-------------|-------------------|-----------|-----------------|-----------------|-----------|------------|-------------------|---------|----------------|----------------|--------|--------------------|------------------|------------|
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Widefeild School District 3 Inventory | | 279 | 2 | 1 | 4 | 17 | 23 | 1 | 3 | 2 | 1 | 1 | 3 | 13 | 4 | 16 | 1 | 27 | 3 | 5 | 2 | 13 | 5 | 3 | 7 |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| CURRENT POPULATION 2015 | 51,281 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Current Ratio per 1000 Population | | 5.44 | 0.04 | 0.02 | 0.08 | 0.33 | 0.45 | 0.02 | 0.06 | 0.04 | 0.02 | 0.02 | 0.06 | 0.25 | 0.08 | 0.31 | 0.02 | 0.53 | 0.06 | 0.10 | 0.04 | 0.25 | 0.10 | 0.06 | 0.14 |
| Population per component | | 184 | 25,641 | 51,281 | 12,820 | 3,017 | 2,230 | 51,281 | 17,094 | 25,641 | 51,281 | 51,281 | 17,094 | 3,945 | 12,820 | 3,205 | 51,281 | 1,899 | 17,094 | 10,256 | 25,641 | 3,945 | 10,256 | 17,094 | 7,326 |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| PROJECTED POPULATION - 2020 | 59,916 | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total # needed to maintain current ratio of all existing facilities at projected population in 2020 | | 326 | 2 | 1 | 5 | 20 | 27 | 1 | 4 | 2 | 1 | 1 | 4 | 15 | 5 | 19 | 1 | 32 | 4 | 6 | 2 | 15 | 6 | 4 | 8 |
| Number to be added by 2020 to achieve current ratio at projected population | | 47 | 0 | 0 | 1 | 3 | 4 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | 1 | 3 | 0 | 5 | 1 | 1 | 0 | 2 | 1 | 1 | 1 |

| Indoor Location | Ownership | Total Indoor Components | Comments |
|-------------------------------|-----------|-------------------------|---|
| Anytime Fitness | Other | 2 | Weights and cardio. |
| Curves | Other | 1 | Cardio. |
| Fountain Valley Senior Center | Other | 2 | Resource room and dining. |
| Golds Gym Express | Other | 2 | Weights and cardio. |
| North Preschool | District | 2 | Programmed for martial arts and fitness classes. |
| Widefield Community Center | District | 8 | Includes library resource rooms, aquatics center, and community center classrooms and fitness room. |

Widefield School District #3
Inventory Site List
Design Concepts
July 2015

Outdoor Location

Administration Building
Bluestem Prairie Open Space
Candace A French Elementary School
Ceresa Park
Cross Creek Park
Fountain Creek Regional Park
Janitell Junior High School
King Elementary School
Pinello Elementary School
Sproul Junior High School
Sunrise Elementary School
Talbott Elementary School
Watson Junior High School
Webster Elementary School
Widefield Community Center
Widefield Park
Widefield School District 3 Preschool
Windmill Mesa Park

Indoor Facility

Widefield Community Center

