

W. 13. a

AGENDA COVER MEMO



Memo Date: June 6, 2011
Fourth Reading Date: June 22, 2011

TO: Board of County Commissioners
DEPARTMENT: Public Works, Land Management Division, Planning Department
PRESENTED BY: Mark Rust, AICP, Associate Planner

AGENDA ITEM TITLE: **WORK SESSION/DISCUSSION ONLY/Willamalane Park And Recreation District Comprehensive Plan Update: Draft Community Needs Assessment Presentation** - Willamalane Park and Recreation District is in the process of updating their Comprehensive Plan. The Park and Recreation Comprehensive Plan will provide a framework for decision-making over a 20-year planning period regarding acquisition, development and management of Springfield's park, recreation and open space system. (Mark Rust, Associate Planner)

I. MOTION

No motion needed. Work session item/discussion only.

II. AGENDA ITEM SUMMARY

Willamalane's *Park and Recreation Comprehensive Plan* provides a framework for decision-making over a 20-year planning period regarding acquisition, development, and management of the Springfield-area's park, recreation, and open space system.

Willamalane Park and Recreation District is designated in the *Eugene-Springfield Metropolitan Area Plan* as the park and recreation service provider for Springfield and its urbanizable area; i.e., the area within Springfield's Urban Growth Boundary (UGB). Consequently, the planning area for the Park and Recreation Comprehensive Pan is generally defined by Springfield's UGB.

Following adoption by the Willamalane Board of Directors in 2004, the *Park and Recreation Comprehensive Plan* was jointly adopted by the Lane County Board of Commissioners and the Springfield City Council as a refinement plan of the *Eugene-Springfield Metropolitan Area General Plan*, for the purpose of meeting statewide Planning Goal 8 requirements. Both the City and County Planning Commissions recommended adoption of the 2004 *Park and Recreation Comprehensive Plan*. The same process is proposed for this update.

Willamalane has recently completed the draft Community Needs Assessment, which synthesizes the work to date of the Comprehensive Plan project, and identifies community needs as they relate to parks, recreation, and open spaces. It includes input from over 2,000 participants, as well as a technical analysis of parks and facilities, programs, and finances. The Community Needs Assessment findings will be the foundation for the strategies and actions developed for the Comprehensive Plan, and will be included as an appendix.

The Willamalane Board of Directors has already reviewed and provided input on the Draft Community Needs Assessment. The Springfield Planning Commission and City Council, Lane County Planning Commission, and Springfield School Board will all be reviewing the draft assessment in June. Joint adoption of the Plan is targeted for early 2012.

ATTACHMENTS

Attachment 1: Agenda Memo from Willamalane

Attachment 2: Draft Community Needs Assessment PowerPoint Presentation

Attachment 3: Draft Community Needs Assessment Key Findings



Agenda Memo

Willamalane Center for Sports and Recreation | 250 S. 32nd St., Springfield OR 97478-6302
541-736-4544 | willamalane.org

TO: Lane County Board of Commissioners
FROM: Rebecca Gershow, Park Planner
DATE: June 2, 2011
SUBJECT: Park and Recreation Comprehensive Plan Update:
Draft Community Needs Assessment

Topic

Willamalane Park and Recreation District is updating its 2004 *Park and Recreation Comprehensive Plan* and is seeking input on its draft Community Needs Assessment.

Discussion

Willamalane's *Park and Recreation Comprehensive Plan* provides a framework for decision-making over a 20-year planning period regarding acquisition, development, and management of the Springfield-area's park, recreation, and open space system.

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Recommended Action

None – for discussion only.

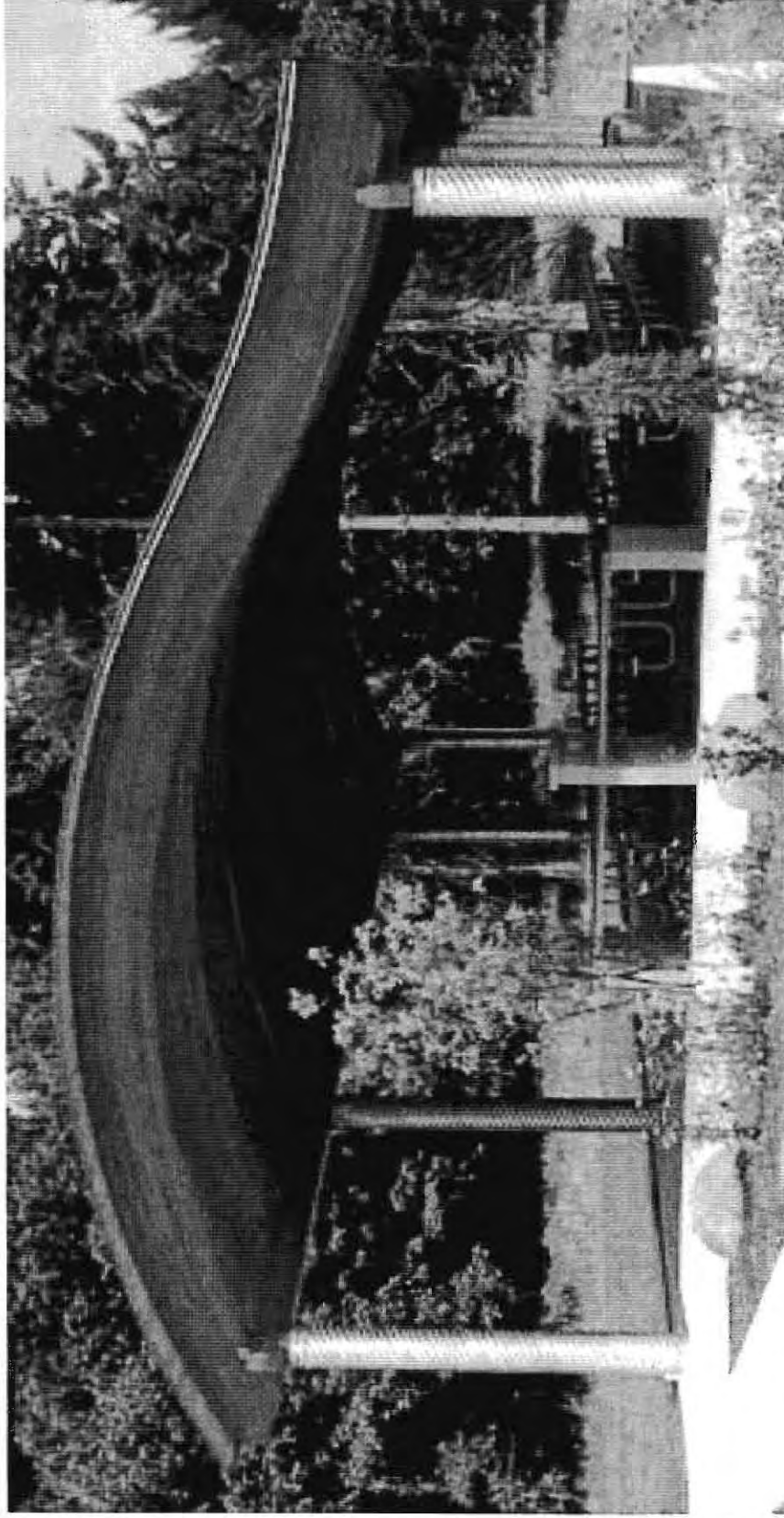
Attachments

Attachment 1: Draft Community Needs Assessment PowerPoint Presentation

Attachment 2: Draft Community Needs Assessment Key Findings

Willamalane Park and Recreation Comprehensive Plan

COMMUNITY NEEDS ASSESSMENT



 willamalane

Purpose of Needs Assessment

To identify what the community needs and wants in terms of parks, recreation facilities, and programs over the next 20 years.



Plan Framework

Community Involvement
Activities

Park & Facility
Analysis

Recreation
Services Analysis

Mgmt & Ops
Analysis

Community Needs Assessment Report

Strategies and Actions

Capital Improvements and Operations Plan

Park and Recreation Comprehensive Plan

Public Involvement Activities



Over **2,080** people have participated in the Community Needs Assessment:

- **Springfield SummerFest** (*316 participants completed questionnaire and over 600 children voted for their favorite activity*)
- **Community Survey** (*1,060 respondents to online and printed surveys*)
- **Spanish-language Community Survey** (*31 responses to online and printed surveys*)
- **Teen Workshops** (*77 participants*)

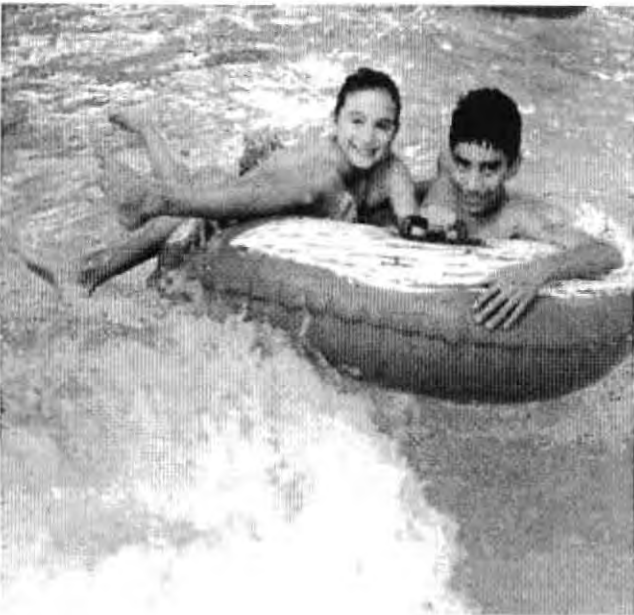
Population & Demographics



More People



Need for more parks,
facilities, & recreation



- 2000 Population = 62,514
- 2010 Population = 67,031
- Projected Population in 2030 = 81,608
- Latino population is increasing
- More than 50% of households have children
- Average income is lower and poverty level is higher than statewide averages

Community Survey Findings



Residents LIKE District services

- 85% of Community Survey respondents are *very or somewhat familiar* with what Willamalane does (4 or 5 out of 5)
- 86% rated District facilities and services **highly** (4 or 5, 5 = Excellent)
- 87% are **very or extremely satisfied** with park and facility maintenance (4 or 5 out of 5)

Community Survey Findings



Residents USE District services

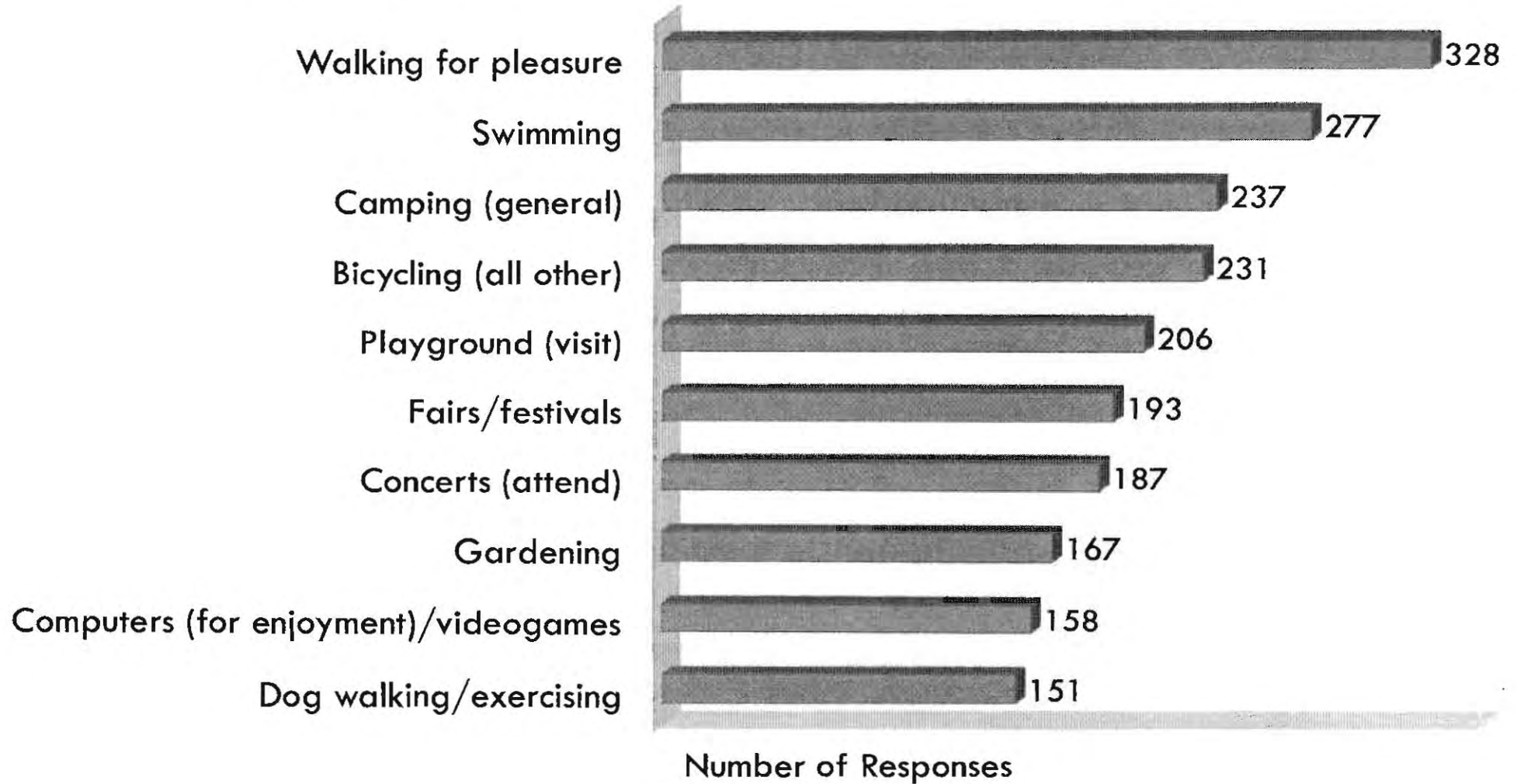
- 70% of Community Survey respondents have visited a park or facility in the last year

Residents SUPPORT more District services

- 79% of Community Survey respondents would (24%) or might (55%) vote for a bond measure that would increase their taxes in order to help finance their top priority projects

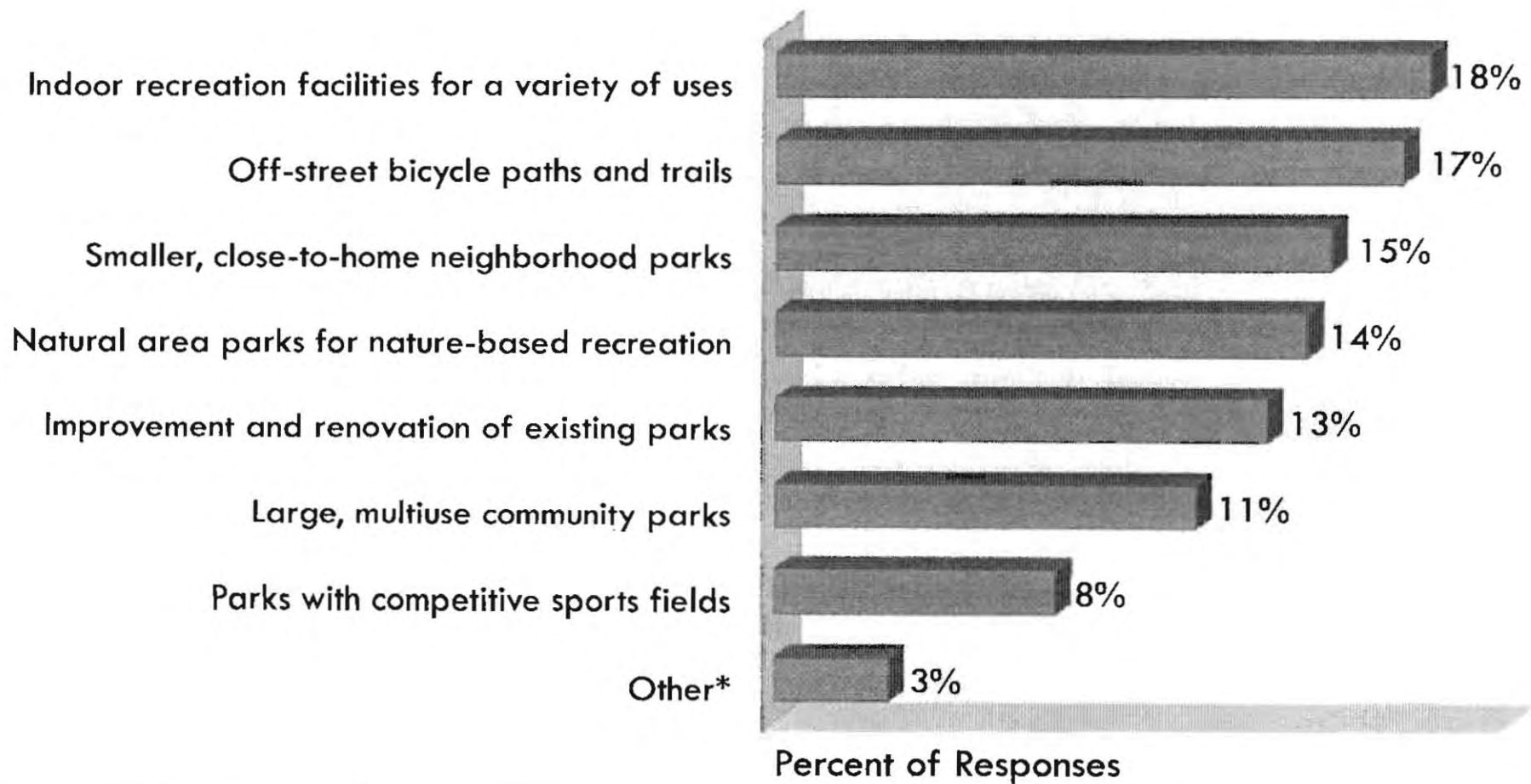
Community Survey Findings

Favorite Household Activities



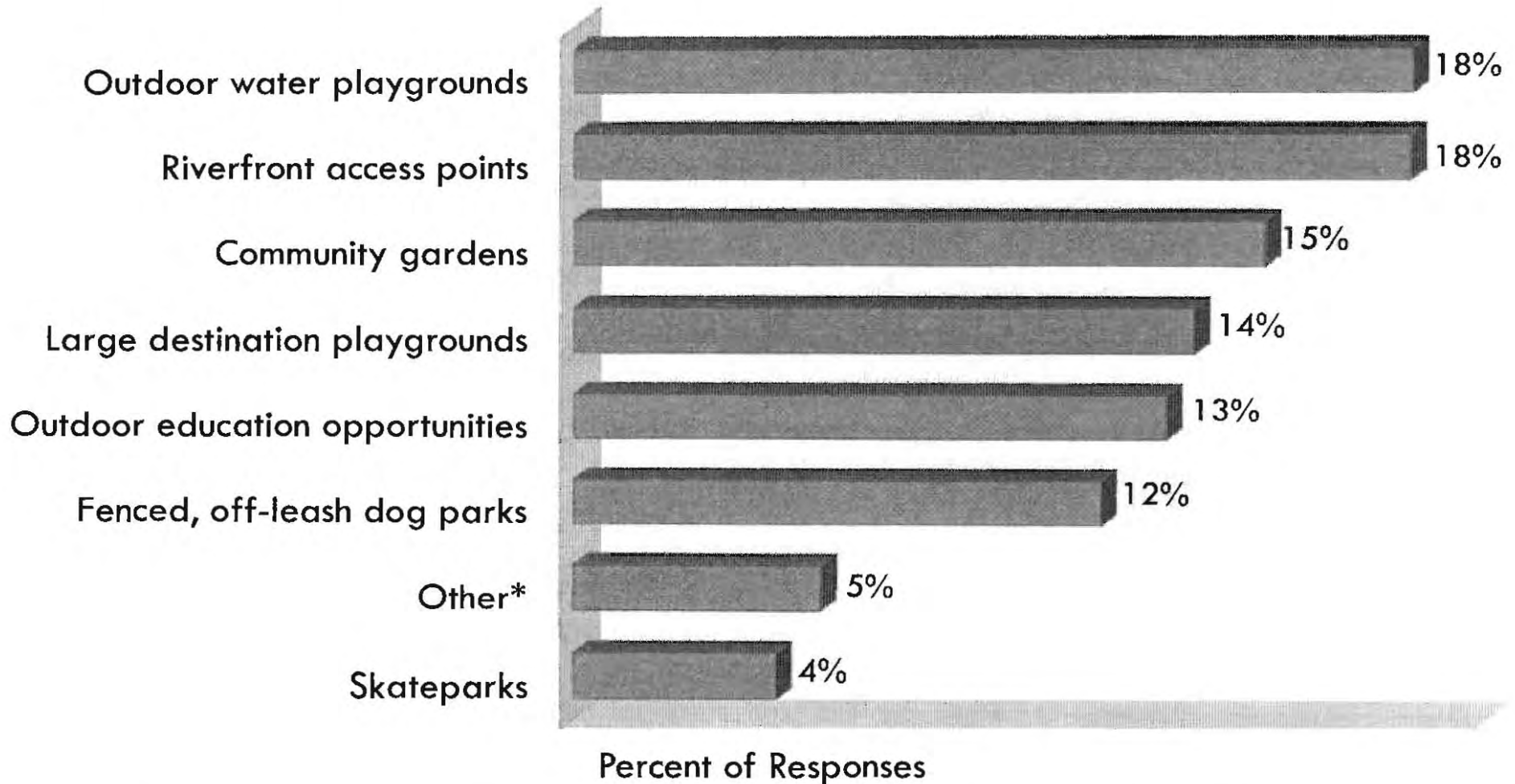
Community Survey Findings

Major park and recreation projects most important for the community



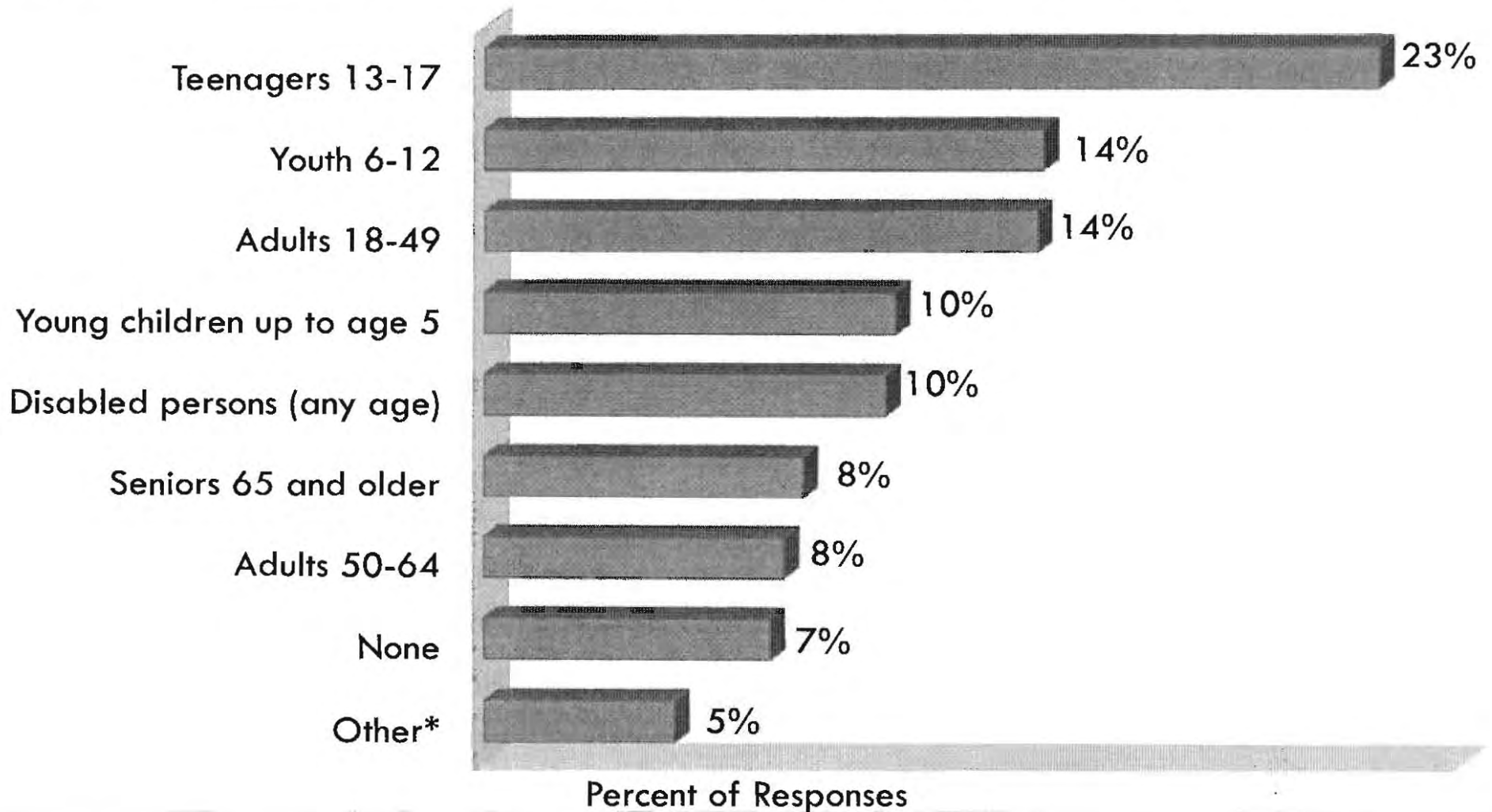
Community Survey Findings

Outdoor recreation features most needed in Willamalane's parks



Community Survey Findings

Groups in need of more or improved recreation services



Park and Facility Analysis



Methodology

- Park and facility inventory & assessment
- Mapping/geographic analysis
- Park and facility classifications and definitions
- Standards analysis

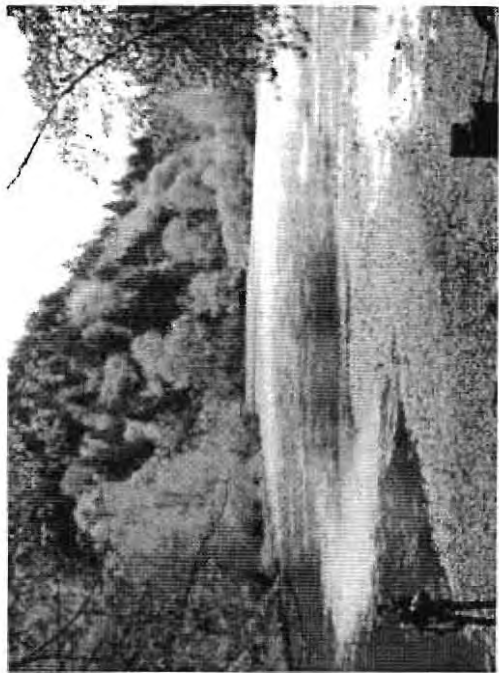
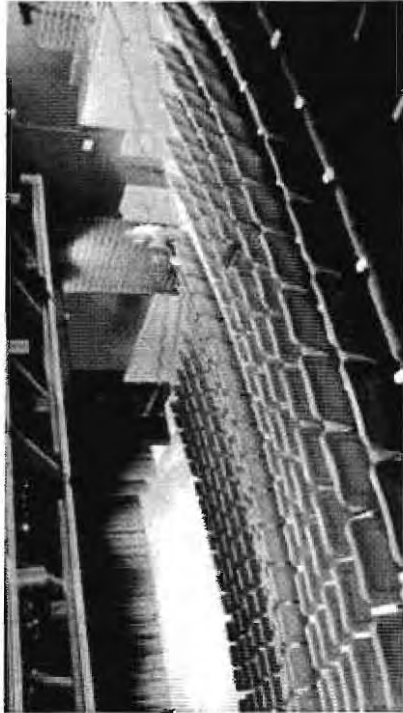
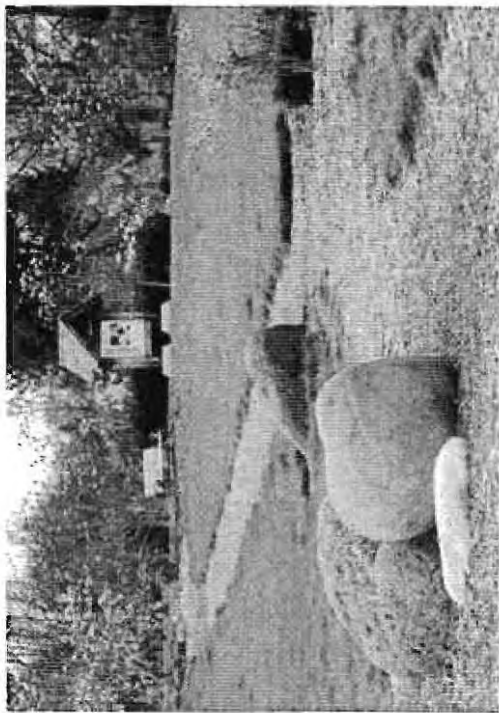
Current Park and Facility System

- 783 acres of parkland and facilities
- 37 parks
- 3 undeveloped properties
- 7 community recreation facilities



Current Park and Facility System

Outstanding Resources



Park and Facility Analysis



Park Types

- Neighborhood Parks
- Community Parks
- Natural Area Parks
- Linear Parks
- Special-Use Parks
- Sports Parks
- Undeveloped Parkland

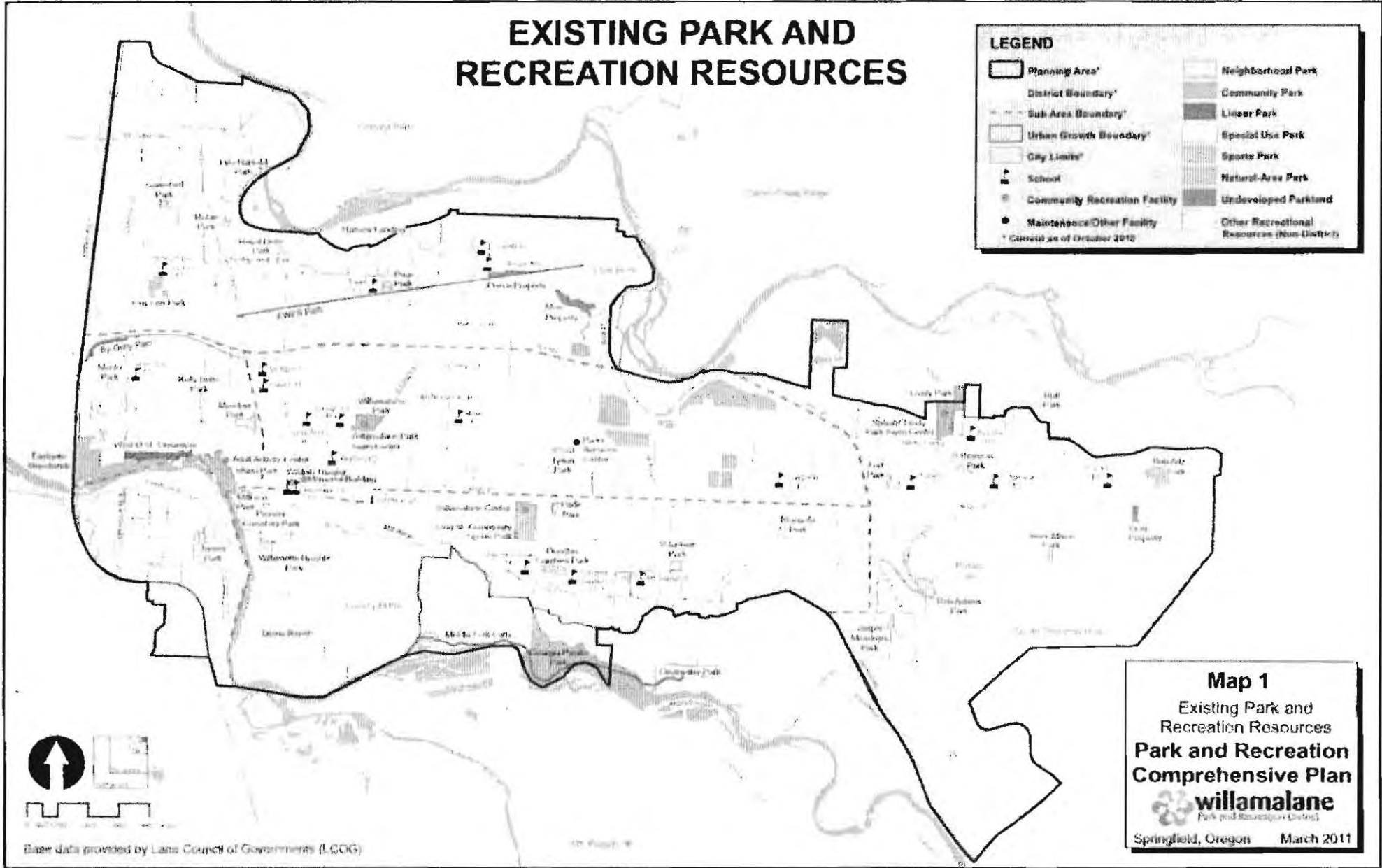
See (AppendixA-1) for Park Classifications

EXISTING PARK AND RECREATION RESOURCES

LEGEND

Planning Area*	Neighborhood Park
District Boundary*	Community Park
Sub Area Boundary*	Linear Park
Urban Growth Boundary*	Special Use Park
City Limits*	Sports Park
School	Natural-Area Park
Community Recreation Facility	Undeveloped Parkland
Maintenance/Other Facility	Other Recreational Resources (Non-District)

* Current as of October 2010



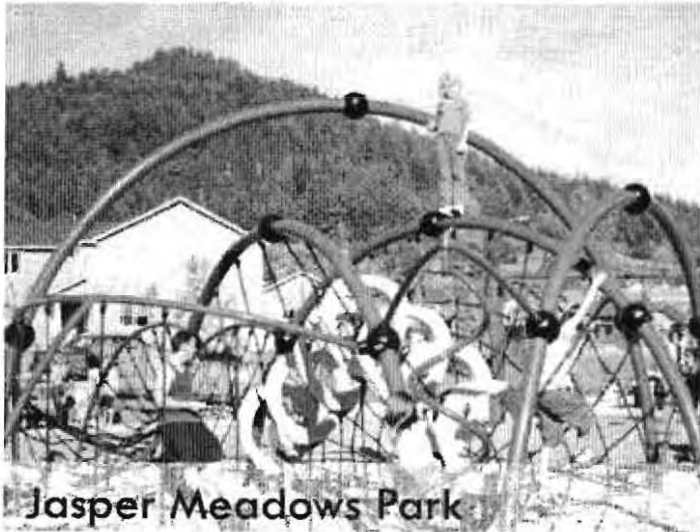
Map 1
 Existing Park and Recreation Resources
 Park and Recreation
 Comprehensive Plan

 Springfield, Oregon March 2011



Base data provided by Lane Council of Governments (LCOG)

Neighborhood Parks



Number of parks: 18

Current acres: 89.87

Current LOS: 1.42 acres/1,000 residents

Proposed standard: 2 acres/1,000 residents

Acres currently needed: 38.64

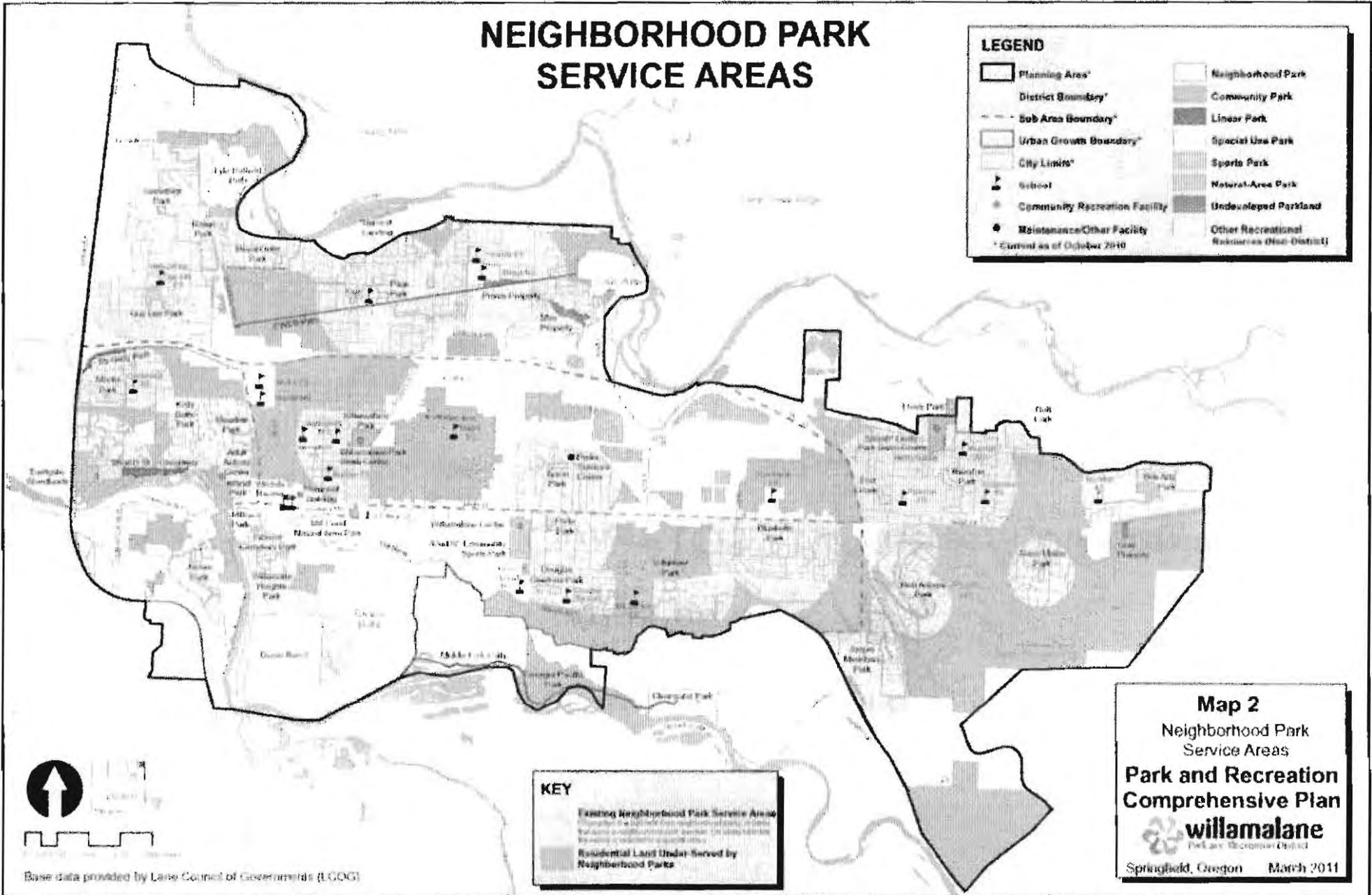
Projected acres needed by 2030: 67.80

NEIGHBORHOOD PARK SERVICE AREAS

LEGEND

Planning Area*	Neighborhood Park
District Boundary*	Community Park
Sub Area Boundary*	Linear Park
Urban Growth Boundary*	Special Use Park
City Limits*	Sports Park
School	Natural Area Park
Community Recreation Facility	Undeveloped Parkland
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KEY

Existing Neighborhood Park Service Areas
(Parks in a light gray neighborhood park service area are not necessarily under-served by neighborhood parks. They may be under-served by other types of recreational resources.)

Residential Land Under-Served by Neighborhood Parks

Map 2
 Neighborhood Park Service Areas
Park and Recreation Comprehensive Plan

 Springfield, Oregon March 2011

Base data provided by Lane Council of Governments (LCOG)

Neighborhood Parks – Public Involvement Findings



- **Most highly used** recreation facility; 70% of Community Survey respondents have visited neighborhood parks at least once in the last year
- **Most frequently used** recreation facility
- **Medium priority for new development:** Developing smaller closer to home neighborhood parks ranked 3rd out of 7 for the most needed *major project* in Springfield

Community Parks



Willamalane Park



Lively Park

Number of parks: 3

Current acres: 61.62

Current LOS: 0.92 acres/1,000 residents

Proposed standard: 2 acres/1,000 residents

Acres needed 2010: 72.44

Projected acres needed by 2030: 101.6

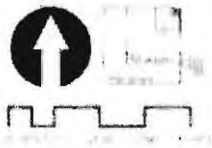
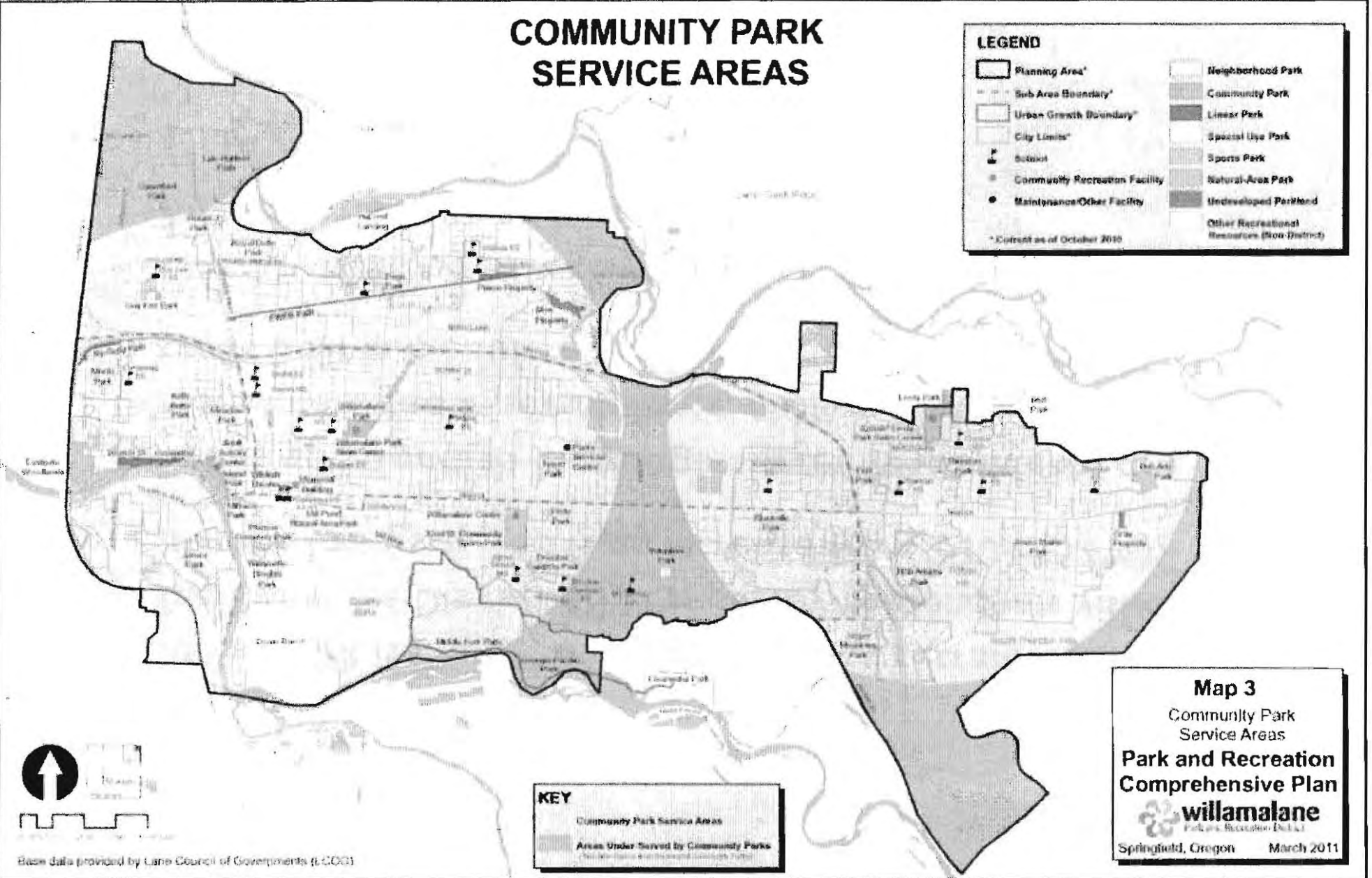
Parks: Island, Lively and Willamalane

COMMUNITY PARK SERVICE AREAS

LEGEND

Planning Area*	Neighborhood Park
Sub Area Boundary*	Community Park
Urban Growth Boundary*	Linear Park
City Limits*	Special Use Park
Subject	Sports Park
Community Recreation Facility	Natural-Area Park
Maintenance/Other Facility	Undeveloped Parkland
	Other Recreational Resources (Non-District)

*Current as of October 2010



Base Data provided by Lane Council of Governments (LCOG)

KEY

Community Park Service Area

Areas Under Served by Community Parks

Map 3
 Community Park Service Areas
 Park and Recreation Comprehensive Plan

 Springfield, Oregon March 2011

Community Parks – Public Involvement Findings

- Island Park is **the 2nd most highly used recreation facility** in the District: 68% of survey respondents visited it in the last year. This is an increase from 2002 (51%)
- **Teens and Spanish-language survey respondents** are more interested in seeing *large, multi-use community parks* built in the future than the general population.
- Overall, building new community parks is a **medium priority**, while usage continues to grow.

Other Parkland



Number of parks: 18

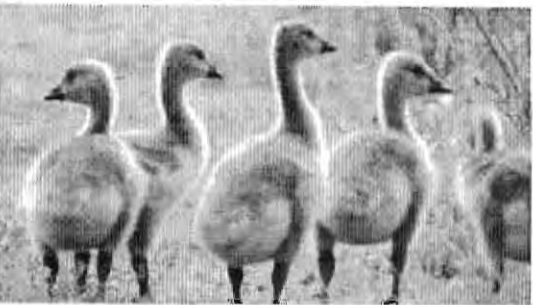
Current acres: 621.5

Current LOS: 9.27 acres/1,000 residents

Proposed standard: 10 acres/1,000 residents

Acres needed 2010: 48.81

Projected acres needed by 2030: 194.58



Park Types: Natural Area Parks, Linear Parks,
Sports Parks and Special-Use Parks

Natural Area Parks

Number of parks: 3

Current acres: 186.83

Current LOS: 2.79 acres/1,000 residents

Average LOS for Comparable Communities
(Table 7): 10.3 acres/1,000 residents



Eastgate Woodlands

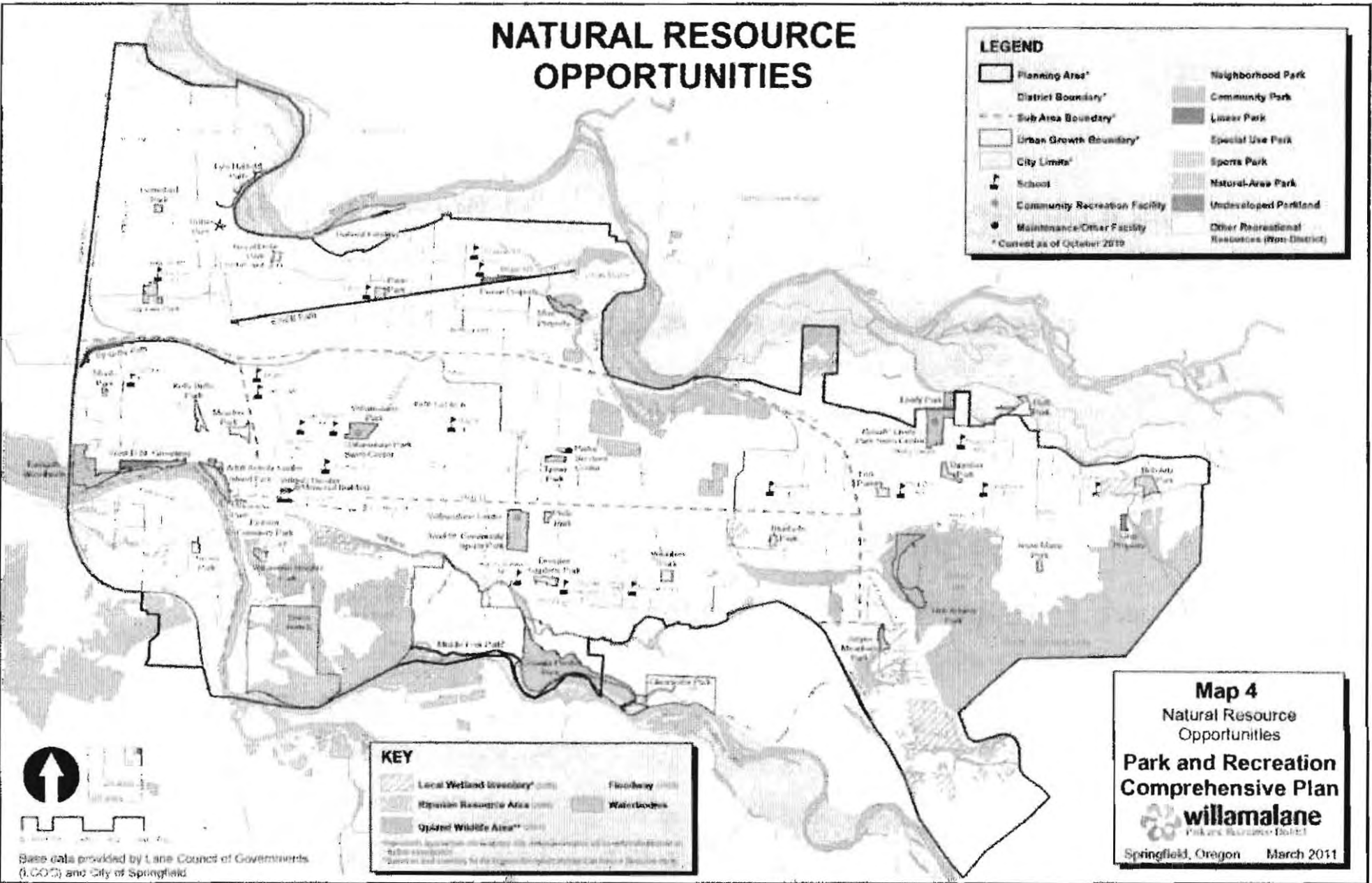
Parks: Eastgate Woodlands, Georgia-Pacific,
Harvest Landing

NATURAL RESOURCE OPPORTUNITIES

LEGEND

Planning Area*	Neighborhood Park
District Boundary*	Community Park
Sub Area Boundary*	Linear Park
Urban Growth Boundary*	Special Use Park
City Limits*	Sports Park
School	Natural-Area Park
Community Recreation Facility	Undeveloped Parkland
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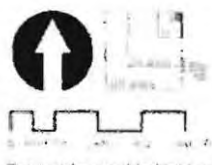
* Current as of October 2010



KEY

Local Wetland Inventory** (cont.)	Floodway
Riparian Resource Area (cont.)	Waterbodies
Opened Wildlife Area** (cont.)	

** Oregon Department of Fish and Wildlife (ODFW) Wetland Inventory and Riparian Resource Inventory. ** Oregon Department of Fish and Wildlife (ODFW) Wetland Inventory and Riparian Resource Inventory.



Base data provided by Lane Council of Governments (LCOG) and City of Springfield

Map 4
 Natural Resource Opportunities
 Park and Recreation Comprehensive Plan

 Springfield, Oregon March 2011

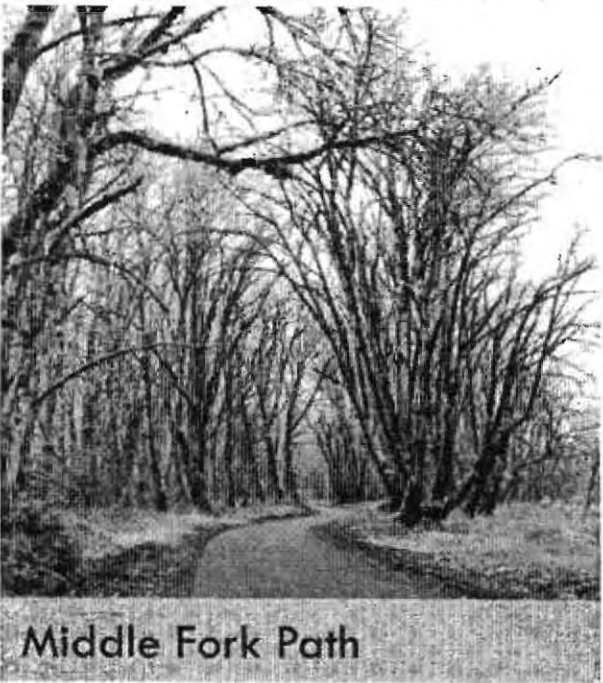
Natural Area Parks – Public Involvement Findings

- Natural area parks are a **medium priority** for Community Survey and teen respondents: ranked as the 4th and 3rd most important project for the community (out of 7).
- Natural areas parks are the **top priority** for SummerFest and Spanish-language Survey participants.
- **Natural area parks support some of survey respondent's favorite activities:** walking (ranked 1st); bicycling (4); dog walking (10); hiking (12); wildlife watching (13); picnicking (15); fishing (16); and running (17).

Linear Parks



By-Gully Path



Middle Fork Path

Number of parks: 5

Current acres: 31.59

Current LOS: 0.64 acres/1,000 residents

Average LOS for Comparable Communities
(Table 7): 0.3 acres/1,000 residents

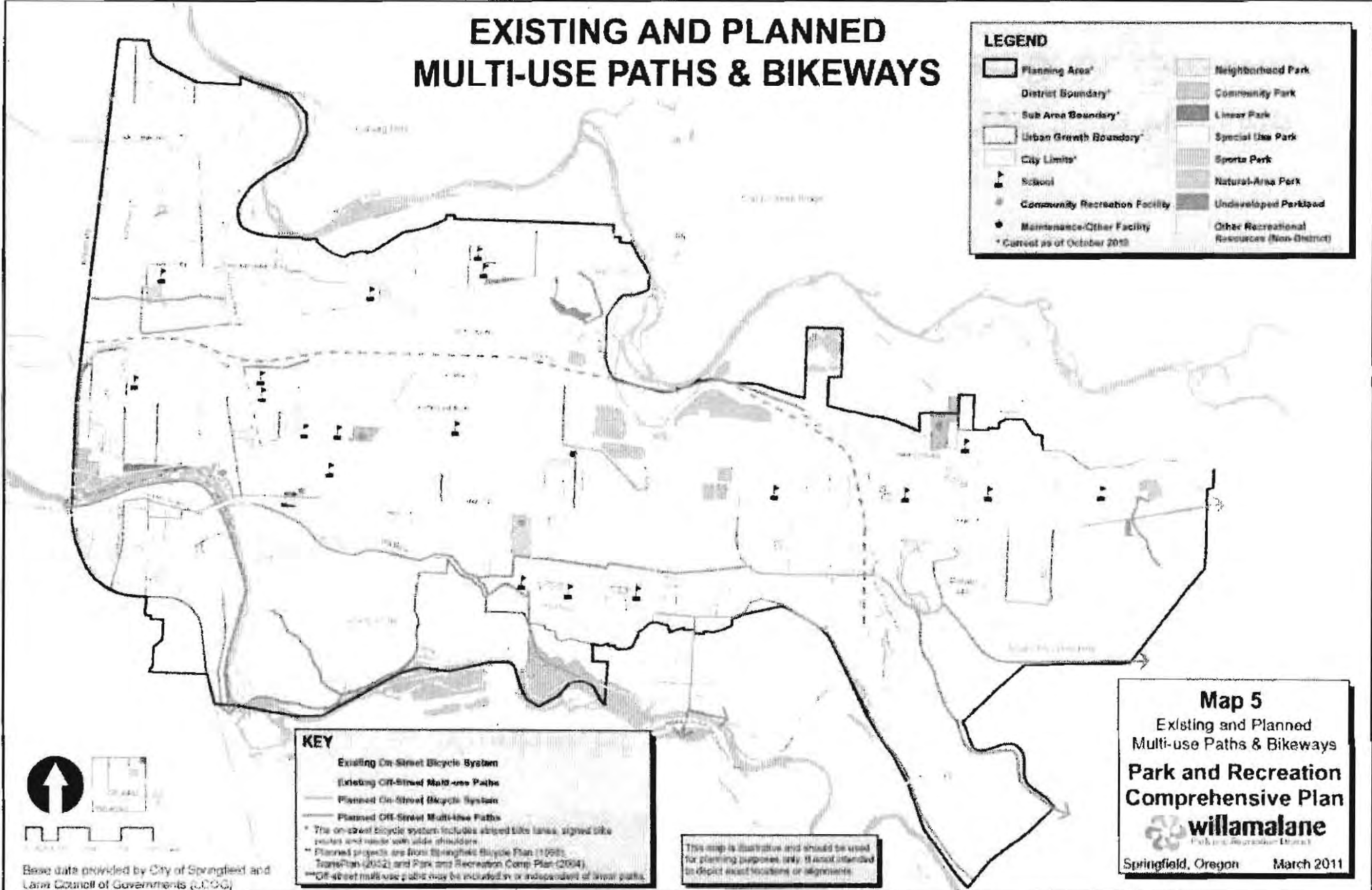
Parks: By-Gully Path, EWEB Path, Lyle Hatfield
Path, Middle Fork Path, West D. St. Greenway

EXISTING AND PLANNED MULTI-USE PATHS & BIKEWAYS

LEGEND

Planning Area*	Neighborhood Park
District Boundary*	Community Park
Sub Area Boundary*	Linear Park
Urban Growth Boundary*	Special Use Park
City Limits*	Sports Park
School	Natural-Area Park
Community Recreation Facility	Undeveloped Parkland
Maintenance/Other Facility	Other Recreational Resources (Non-District)

* Current as of October 2010



KEY

- Existing On-Street Bicycle System
- Existing Off-Street Multi-use Paths
- Planned On-Street Bicycle System
- Planned Off-Street Multi-use Paths

* The on-street bicycle system includes striped bike lanes, signed bike routes, and routes with side shoulders.
 ** Planned projects are from Springfield Bicycle Plan (1998), Transportation (2002) and Park and Recreation Comp. Plan (2004).
 *** Off-street multi-use paths may be included in or independent of water paths.

This map is illustrative and should be used for planning purposes only. It does not intend to depict exact locations or alignments.

Map 5
 Existing and Planned
 Multi-use Paths & Bikeways
**Park and Recreation
 Comprehensive Plan**

 Springfield, Oregon March 2011

Base data provided by City of Springfield and
 Lane Council of Governments (L.C.O.G.)

Linear Parks – Public Involvement Findings

- From a list of 5 potential projects, *expansion of the walking/bicycling path system* was identified as **the most important by all survey respondents** (also in the Recreation Survey).
- Off-street bike paths and trails were ranked as the **second most needed outdoor recreation facility** by community survey and SummerFest questionnaire respondents.
- **Linear parks support some of survey respondent's favorite recreation activities:** walking (ranked 1st); bicycling (4); dog walking (10); hiking (12); wildlife watching (13); and running (17).

Special-Use Parks



Dorris Ranch Living History Farm



Wallace M. Ruff Jr. Mem Park

Number of parks: 5

Current acres: 340.05

Current LOS: 5.12 acres/1,000 residents

Average LOS for Comparable Communities
(Table 7): 1 acre/1,000 residents

Parks: Clearwater, Dorris Ranch, Kelly Butte, Mill
Race, Ruff Memorial

Special-Use Parks - Public Involvement Findings

- **Dorris Ranch usage has almost doubled since 2002:** It was visited at least once in the last year by 40% of survey respondents; visitation was at 22% in 2002.
- Survey respondents consider *development of additional event, rental and educational opportunities at Dorris Ranch* a **medium priority** (2.6 out of 5). This is consistent with the Recreation Survey.
- **Riverfront access points tied for the *most needed* feature** in Willamalane parks by survey respondents. Four of five special-use parks are on riverfront property and there are plans for improved river access at Clearwater Park.

Sports Parks



Number of parks: 3

Current acres: 48.97

Current LOS: 0.73 acres/1,000 residents

Parks: 32nd St., Bob Artz, Guy Lee

Sports Parks – Public Involvement Findings

- Bob Artz Memorial Park and 32nd St. Community Sports Parks are the **least-used District parks**, of those listed.
- Community Survey and SummerFest participants ranked *parks with competitive sports fields* **last** from a list of 7 major projects. **Teens ranked it first.**
- The development of additional multi-purpose athletic fields at 32nd St Community Sports Park was ranked 2.6 out of 5, or of **medium importance.**

Undeveloped Parkland

Number of properties: 3

Current acres: 19.61

Properties: Gray Homestead, Moe Mountain Linear Park Property,
Pierce Park Property



Moe Mtn. Linear Park Property



Gray Homestead

Indoor Community Recreation Facilities

Number of facilities: 7

Total size: 215,140 sq ft

Facilities include: swim centers, community/teen center, adult activity center, community theater

These facilities contribute to community identity and attract regional use.



Indoor Community Recreation Facilities



Lively Park Swim Center (*Splash! at Lively Park*)

Willamalane Park Swim Center



Public Input:

- Aquatic facilities get more use than other indoor community recreation facilities
- Swimming was survey participants' second favorite activity
- Overall, more survey respondents visit *Splash! at Lively Park*, however Willamalane Park Swim Center gets more frequent use



Indoor Community Recreation Facilities



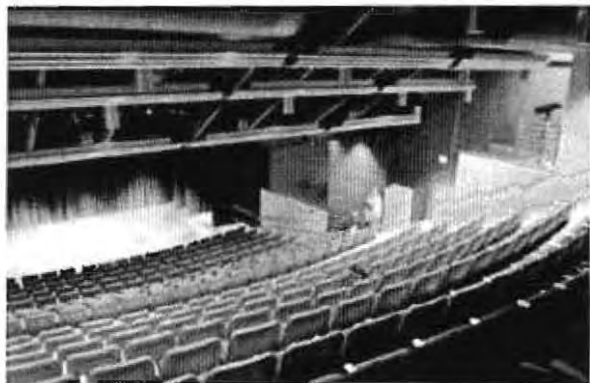
Willamalane Center for Sports and Recreation **Willamalane Teen Center**

Public Input:

- Community Survey respondents consider *indoor recreation facilities* the most important major park and recreation project for our community.
- Teen workshop participants identified the need for a place to *hang out* with friends.



Indoor Community Recreation Facilities



Richard E. Wildish Community Theater

Public Input:

- *Attending concerts and attending cultural events* ranked very high in both participation frequency and in popularity, indicating strong support for the theater.

Indoor Community Recreation Facilities



Willamalane Adult Activity Center

- Survey results show that seniors feel they are well served by Willamalane. Seniors were ranked 6th & 7th (of 9) for groups that need more or improved recreation services. In 2002, seniors ranked 3rd.
- The current facility is frequently programmed to capacity; other facilities will need to be identified for additional program and service provision in the future.



Outdoor Recreation Facilities



Identified Need For:

- Outdoor water playgrounds
- River access points
- Multi-use path & trails
- Community gardens
- Large destination playgrounds
- Multipurpose sports fields
- Dog parks



See Table 9: Recreation Facility Standards

Park and Facility Assessment



The park and facility assessment addresses needs within existing parks in the District (Appendix A-5).

Issues that need to be addressed within existing parks include:

- Increasing maintenance and operation demands
- Illegal activity (litter, vandalism, drug use)
- ADA and other access concerns
- Natural area management
- Aging facilities



Recreation Services Analysis

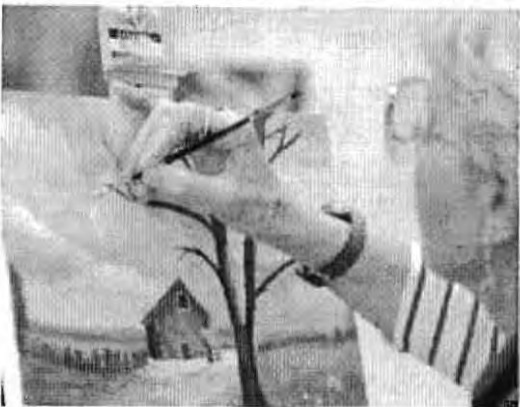


Purpose:

- Describes community needs and priorities for service improvements
- Identifies interest areas for program expansion

Data used:

- Public involvement findings
- National and state trends
- Cost Recovery Model
- Current Level of Service



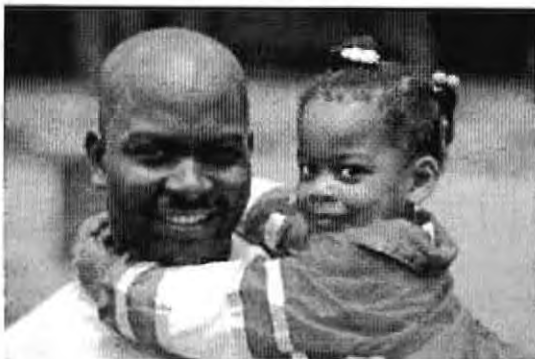
Recreation Services Analysis

Program participation in FY10 = **393,000 visits**



- **Youth Programs:** Preschool, Kids Club, Camps, Classes/Programs, Sports, Summer Playground, Dorris Ranch Living History Programs
- **Adult Programs:** Classes, Leagues, Adaptive Recreation
- **Senior Programs:** Trips, Classes/Programs, Services
- **Aquatics:** Pool Admission, Swim Lessons, Classes
- **Special Events**
- **Rentals**

Recreation Services Analysis



Changes since 2002 ... Willamalane is now:

- Coordinating with SPS on grant-funded before- and after-school programs
- Facilitating middle school sports program
- Programming Wildish Community Theater
- Managing Camp Putt Adventure Golf
- Operating under the Cost Recovery Model

Recreation Services Analysis

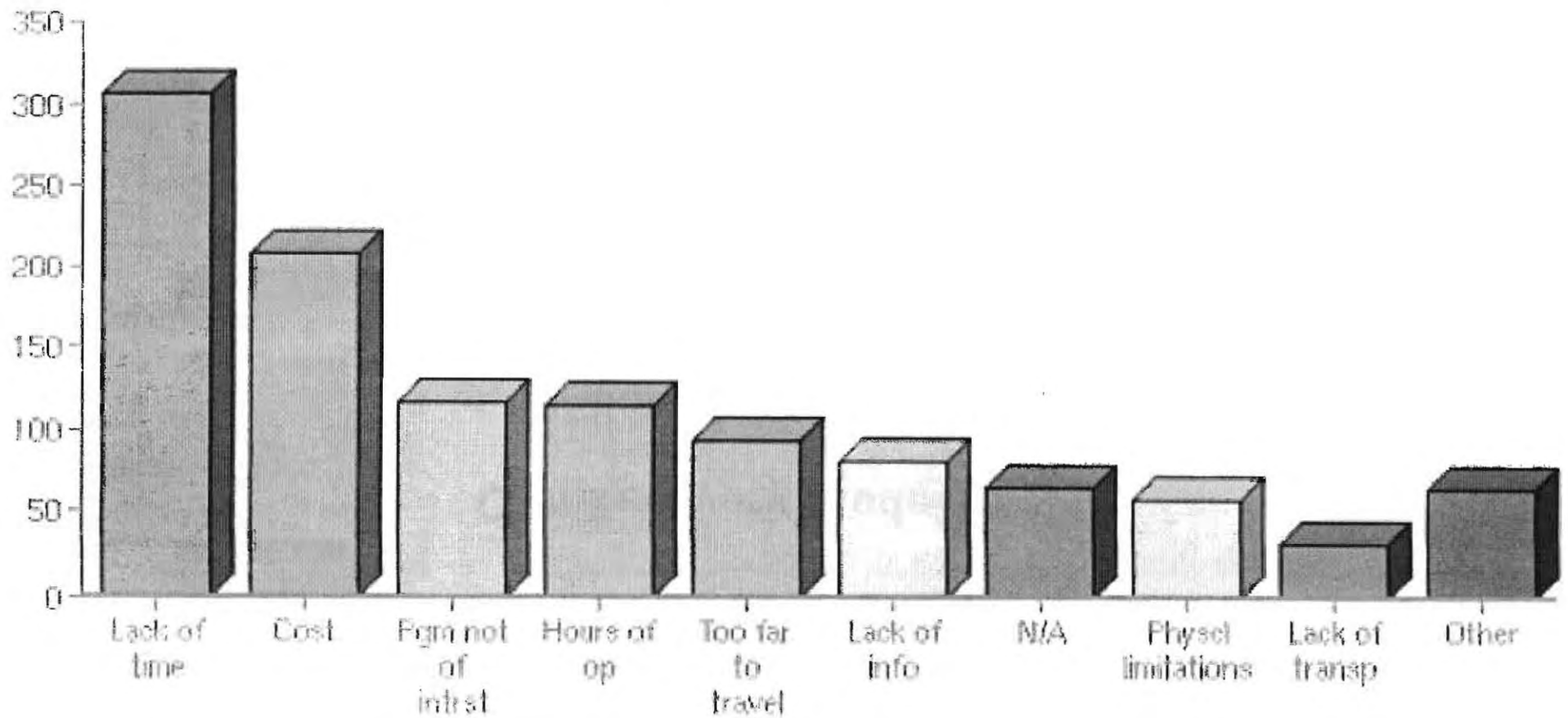


Cost Recovery Model

- Willamalane has made strides in providing diverse programs and services that are aligned with patron demands and the Cost Recovery Model
- Programs need to be evaluated in an ongoing basis in order to keep them responsive to changing community needs, and aligned with the District's cost recovery goals.

Recreation Services Analysis

Which of the following limit your household's use of Willamalane programs or activities?



Recreation Services Analysis



Public involvement findings

- Survey respondents still believe **teenagers** (23%) are the number one group in need of *improved recreation services*. This is consistent with teen responses, and with findings from 2002.
- Other groups in need of improved services are **Youth** (6-12) and **Adults** (18-49), (both 14%).
- The number of survey respondents who learn about programs through the **Willamalane web site** jumped from 1.5% in 2002 to 41% in 2010.

Recreation Services Analysis



Public involvement findings, continued

- There is potential demand for additional **special events**, based on the high ranking of *fairs and festivals* and *attending concerts* in the Community Survey.
- Survey results indicate a growing support for implementing a **community garden program**.
- One of Willamalane's challenges will be to identify ways to improve services to the **growing Latino population**.

Management and Operations Analysis

Purpose:

To understand the current organizational structure and operating base of the District.

Includes:

- Organizational structure
- Total operating budget
- General fund budget
- Debt service
- Assessed valuation



Management and Operations Analysis

Willamalane is growing:

Since 2002 ...

- Total operating budget has increased by 54%
- Employees have increased by 13 FTE
- Assessed valuation of the District has grown 62%



General Fund:

- The Recreation Services Division produces 85% of the District's non-tax revenue from program fees and charges and rental revenue.
- RSD is allocated the largest portion of the General Fund at 53%. This is virtually the same as in 2002.
- RSD has an overall subsidy rate of 56% (Table 17). This is up from a subsidy rate of 51% in 2002.



Management and Operations Analysis



Debt Service:

Since 2002 ...

- The two general obligation bonds for Willamalane's aquatics facilities were paid off
- Two new full faith and credit bonds for the CRC, Willamalane Center, and WAAC were incurred
- Overall, Willamalane's bonded debt has decreased by \$1.9 million

Plan Framework

Community Involvement
Activities

Park & Facility
Analysis

Recreation
Services Analysis

Mgmt & Ops
Analysis

Community Needs Assessment Report

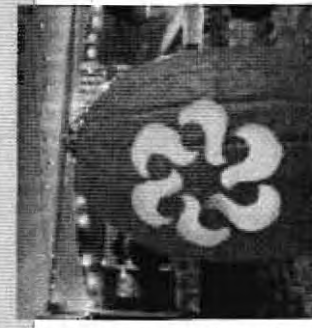
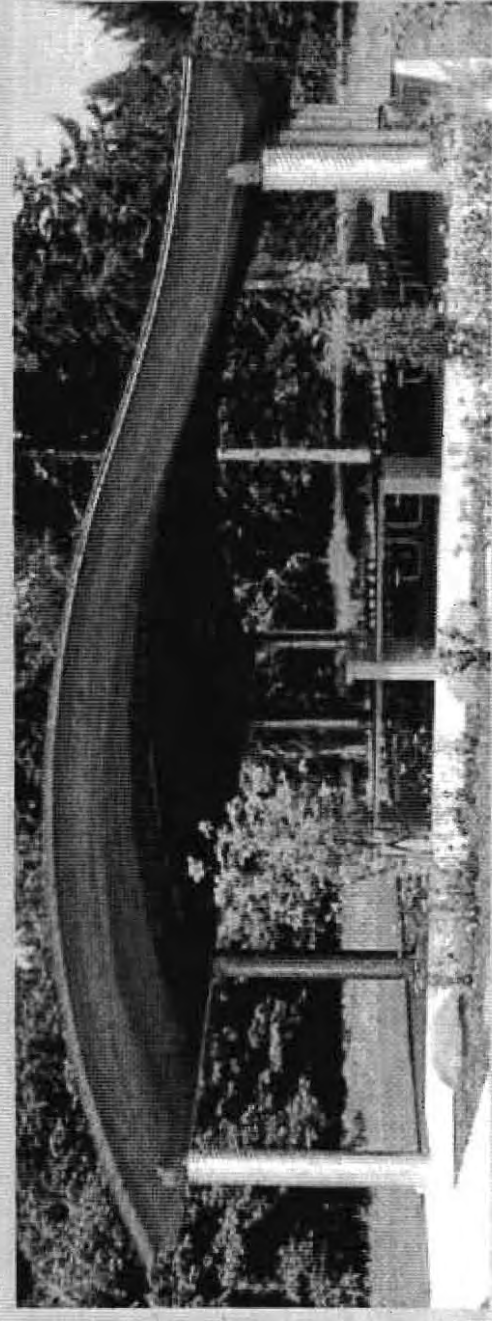
Strategies and Actions

Capital Improvements and Operations Plan

Park and Recreation Comprehensive Plan

COMMUNITY NEEDS ASSESSMENT

Willamalane Park and Recreation Comprehensive Plan



 willamalane

COMMUNITY NEEDS ASSESSMENT KEY FINDINGS

- The District planning area's population is expected to grow from 67,031 to 81,608 residents in the next 20 years. This is a slowdown in the growth rate from the 2002 Community Needs Assessment. While the rate of increase has decreased, the population is still growing, so a corresponding increase in facilities and services will be needed.
- Since 2002, Willamalane's operating budget has increased by 54 percent. Willamalane's staff ranks have grown by 13 FTE. The assessed valuation of the District has grown 62 percent.
- People know us: In 2002, 66 percent of survey respondents were somewhat to relatively familiar with Willamalane; in 2010, it increased to 85 percent.
- People like us: In 2002, 59 percent of survey respondents rated the park and recreation services offered by Willamalane as very good or excellent (4 or 5 out of 5); in 2010, it increased to 86 percent.
- People like how we are maintaining our parks and facilities: Eighty-seven percent of survey respondents are very or extremely satisfied with park and facility maintenance (4 or 5 out of 5).
- District parks, recreation facilities and services are seen as important community resources. Seventy percent of Community Survey respondents have visited a park or facility in the last year. This is up from 60 percent in 2002.
- The number one reason survey respondents don't visit parks and recreation facilities more frequently is *not enough time*. *Cost* is also a significant factor. For teenagers, the number one reason is there are *not enough activities to do*.
- District residents want more or improved recreation services for teens. This is consistent with findings from 2002.
- Teenagers want a place to hang out with friends, and more active recreation facilities at District parks. They also want more drop-in activities provided inexpensively. This is also consistent with findings from 2002.
- The proposed overall level of service standard for parkland is 14 acres per 1,000 residents. This is the same standard that was used in the 2002 Community Needs Assessment. Based on this standard, 160 additional acres of parkland are currently needed. By 2030, 364 additional acres will be needed. In addition to numerical

Community Needs Assessment

standards, the District also evaluates geographic distribution and adequate public access to parks and facilities when assessing needs.

- There is strong community interest in indoor recreation facilities for a variety of uses, followed by off-street bicycle paths and trails, and smaller, close-to-home neighborhood parks.
- The public believes outdoor water play areas, riverfront access points, and community gardens are the outdoor recreation features most needed in parks.
- There is strong public support for the District continuing to collaborate with partners to most effectively meet needs, avoid duplication of efforts, and leverage funds.
- The District has made strides in providing diverse programs and services that are aligned with patron demands and the District's Cost Recovery Model. Programs need to be evaluated on an ongoing basis in order to keep them responsive to changing community needs and aligned with the District's cost recovery goals.