



RAYTOWN PARKS & RECREATION MASTER PLAN FINDINGS PRESENTATION



December 14, 2015

Agenda

- Project Status
- Findings
 - ▣ Dems & Trends
 - ▣ Public/Stakeholder Input
 - ▣ Community Survey
 - ▣ Park, Facilities, and Programs
 - ▣ Super Splash USA
- Next Steps



Project Status

1

- **Kickoff, Project Mgmt, Data Review**
- *Complete*

2

- **Community Profile & Public Engagement Process**
- *Complete*

3

- **Park, Facilities, and Program Analysis**
- *Complete*

4

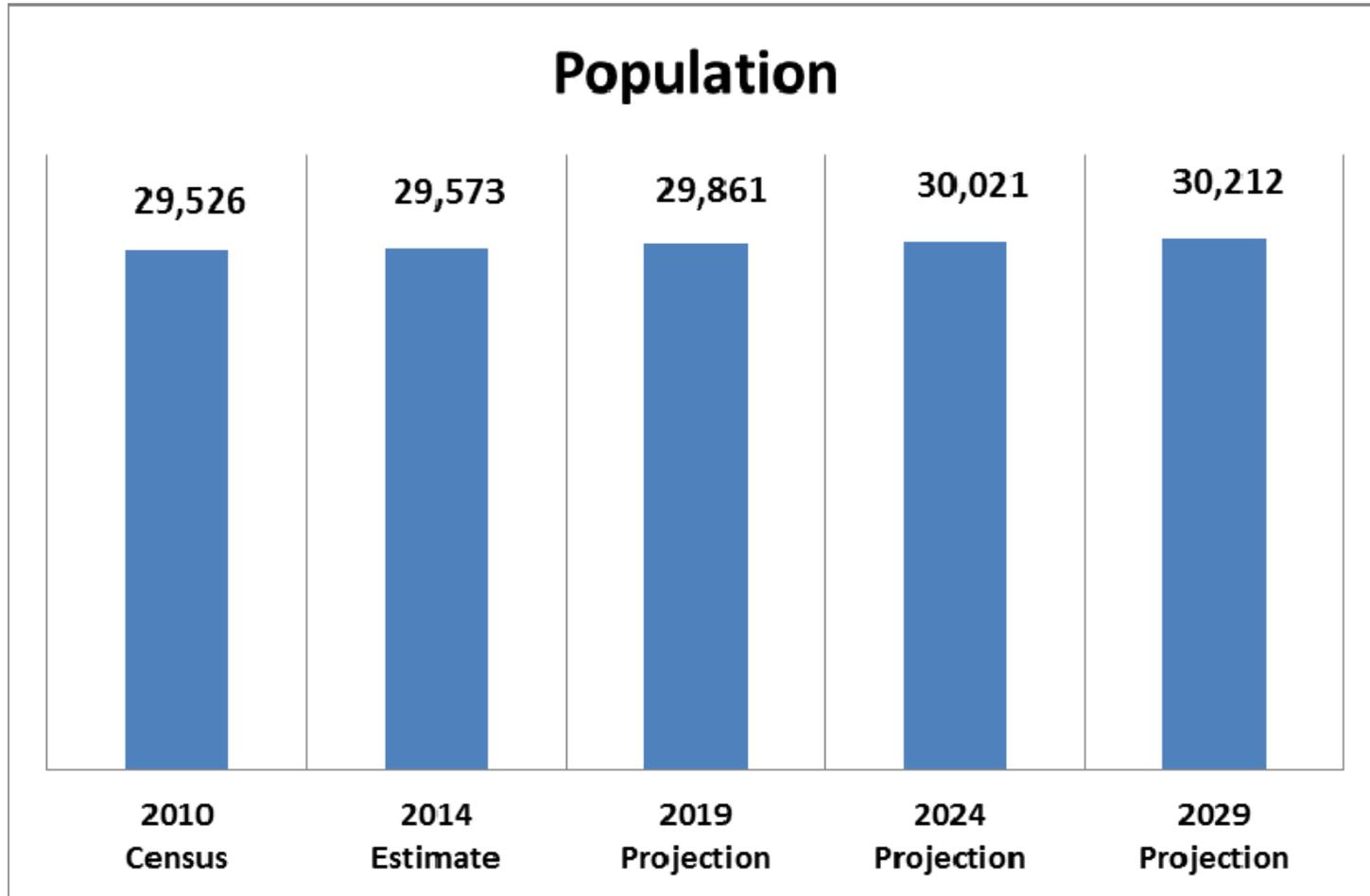
- **Super Splash USA Analysis**
- *In progress*

5

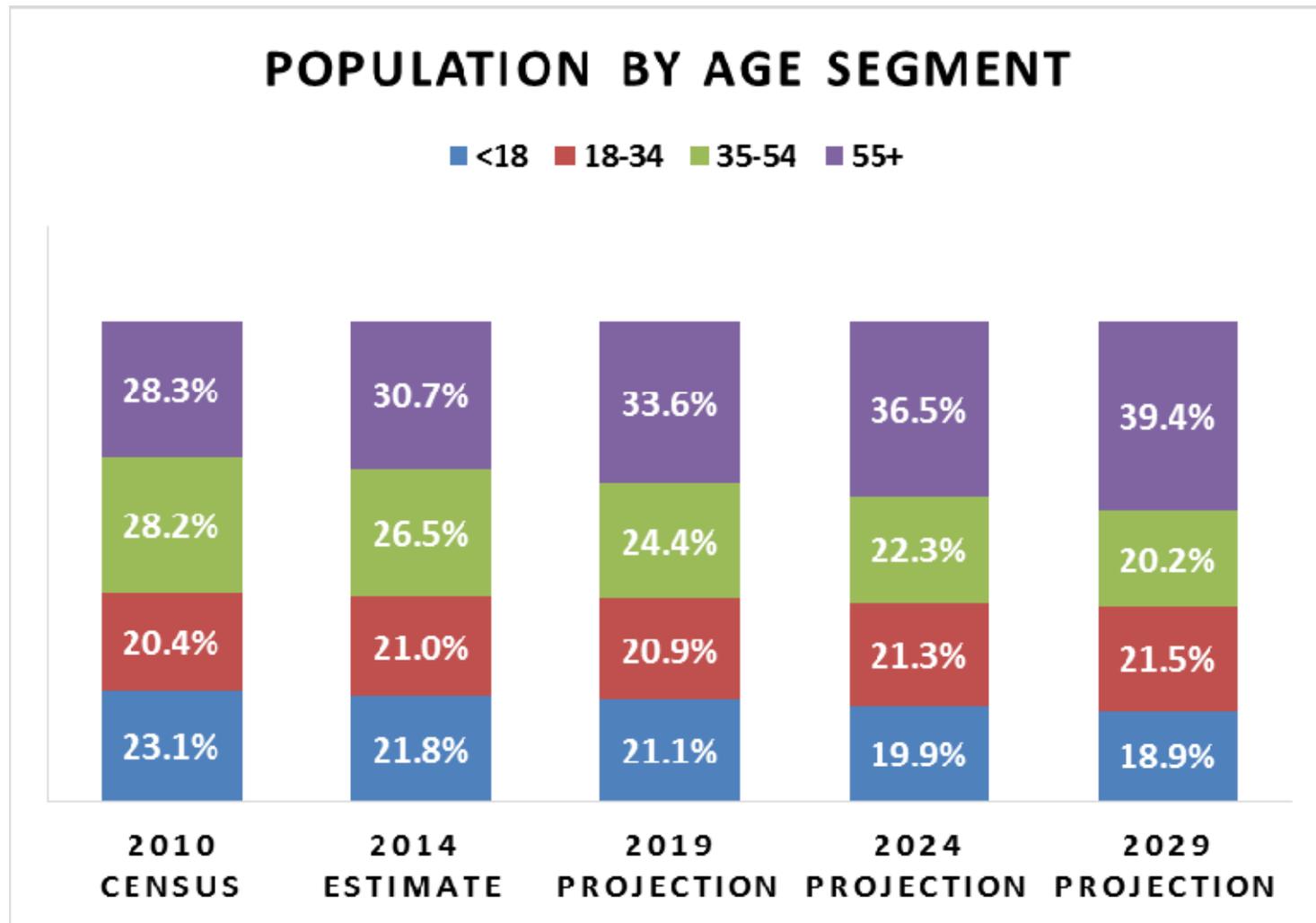
- **Implementation & Master Plan Development**
- *In progress*

Community Profile

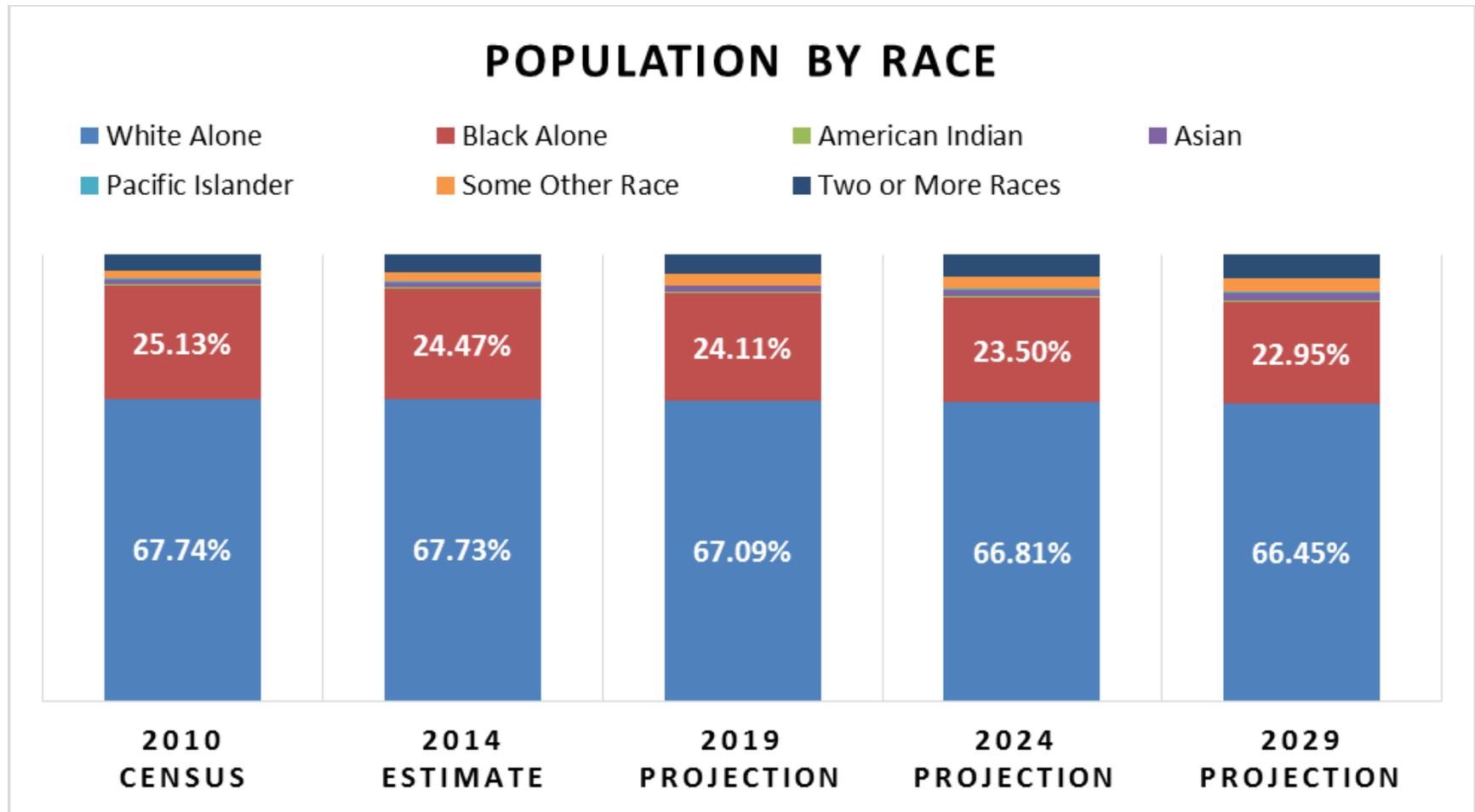
Demographics



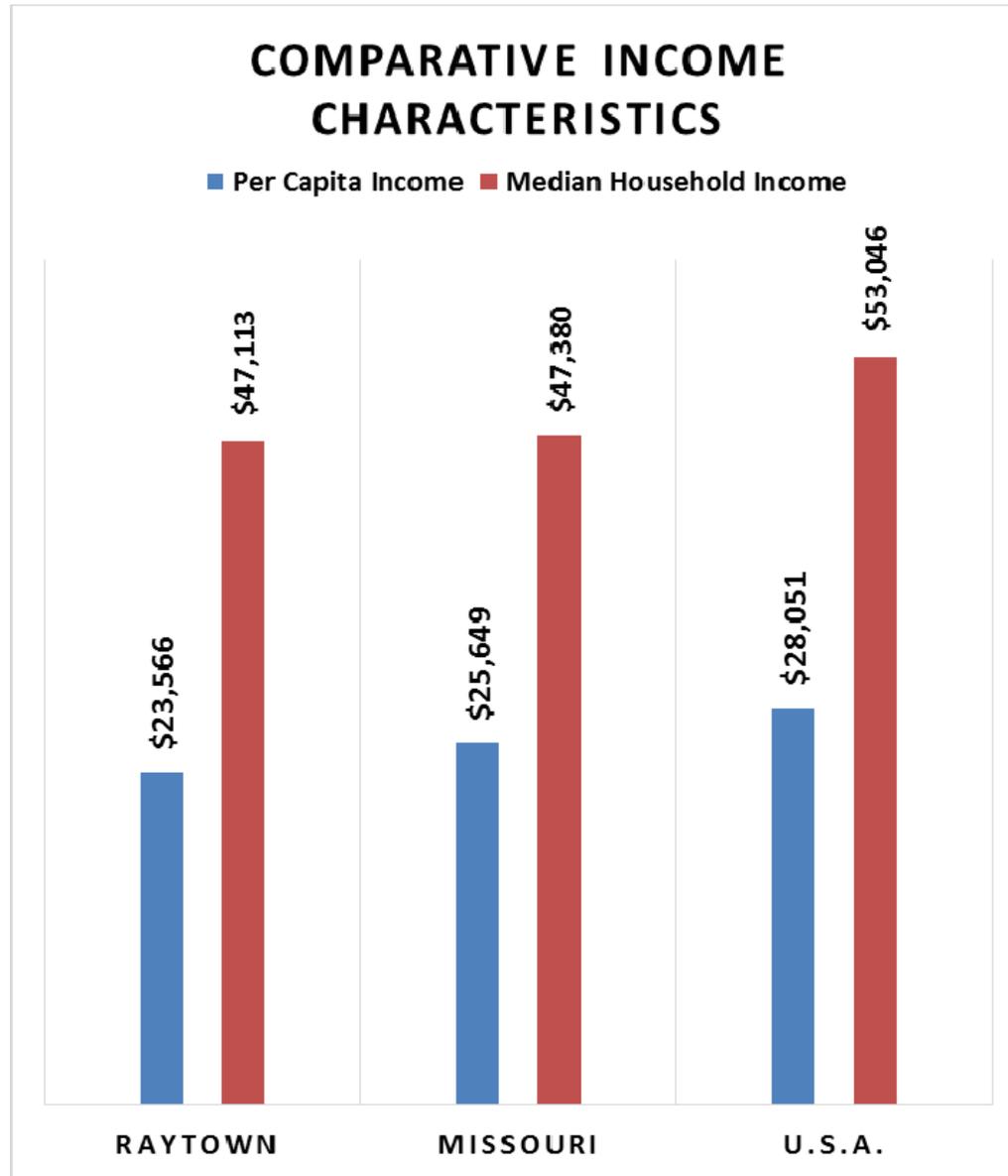
Demographics



Demographics



Demographics



National Trends Overview

- Most popular recreational activities
 - ▣ Fitness Walking (117 million)
 - ▣ Running/Jogging (54 million)
 - ▣ Treadmill (48 million)



National Trends Overview

- Activities with most rapid growth over last five years
 - ▣ Adventure Racing (+159%)
 - ▣ Non-traditional/Off-road Triathlon (+156%)
 - ▣ Traditional/Road Triathlon (+140%)
 - ▣ Squash (+115%)
 - ▣ Rugby (+81%)



National Trends Overview

- Activities with most rapid decline over last five years
 - ▣ Wrestling (-45%)
 - ▣ In-line Roller Skating (-40%)
 - ▣ Touch Football (-32%)
 - ▣ Horseback Riding (-29%)
 - ▣ Slow-pitch Softball (-29%)



Market Potential

Participatory Trends - General Sports	
Activity	MPI
Participated in Golf	107
Participated in Basketball	104
Participated in Softball	94
Participated in Football	93
Participated in Baseball	90
Participated in Volleyball	78
Participated in Soccer	67
Participated in Tennis	67

Market Potential

Participatory Trends - Fitness	
Activity	MPI
Participated in Walking for Exercise	98
Participated in Swimming	86
Participated in Aerobics	81
Participated in Pilates	81
Participated in Weight Lifting	80
Participated in Jogging/ Running	77
Participated in Yoga	65

Market Potential

Participatory Trends - Outdoor Activity	
Activity	MPI
Participated in Fishing (fresh water)	116
Participated in Boating (Power)	104
Participated in Bicycling (road)	94
Participated in Canoeing/Kayaking	94
Participated in Fishing (salt water)	93
Participated in Backpacking	89
Participated in Bicycling (mountain)	86
Participated in Hiking	84
Participated in Horseback Riding	65

Public Input

- Spring 2015
- Five focus groups
- One public forum
- Over 50 individuals engaged

What are the strengths the Dept. should build on for the future?

- **Trail system** needs to continue to expand and increase the level of connectivity.
- Increase **awareness of Super Splash**; amongst local residents and surrounding communities.
- Capitalize more on **Raytown's heritage** and historical landmarks; market them to incoming tourists.
- Continue to utilize and strengthen **partnerships and sponsors** throughout the community.

How can programs, parks, trails and/or facilities improve?

- **Additional parks and recreational facilities** need to be added; especially on north side.
- Raytown needs a **community/event center**; that can be used for meetings, weddings, concerts, etc.
- **Additional walking/bike trails** need to be added throughout the City in order to increase connectivity.
- Improvements on the quantity of **adult and youth sports** programs offered.

Are there recreation facilities or amenities missing that we should address?

- There is a lack of **senior specific facilities**; population is aging.
- Connecting **trails** that link neighborhoods to community parks.
- **Facilities** to house after school **programs** and summer camps.
- Youth football, volleyball, and softball **athletic facilities**.
- A **pool** that can be used for **senior** water aerobics classes.

How would you assess the Dept.'s ability to market services and communicate with residents?

- **Increase marketing efforts**, especially with new programs and sports starting up.
- **Update brand** that community members will be able to recognize and will want to be a part of.
- Make better use of **social media** marketing efforts, and use them more frequently (Facebook/Twitter).
- Take advantage of **alternative and target marketing** opportunities for promoting specific programs/events (local newspapers, local businesses, etc.)

Most important thing for Master Plan to address?

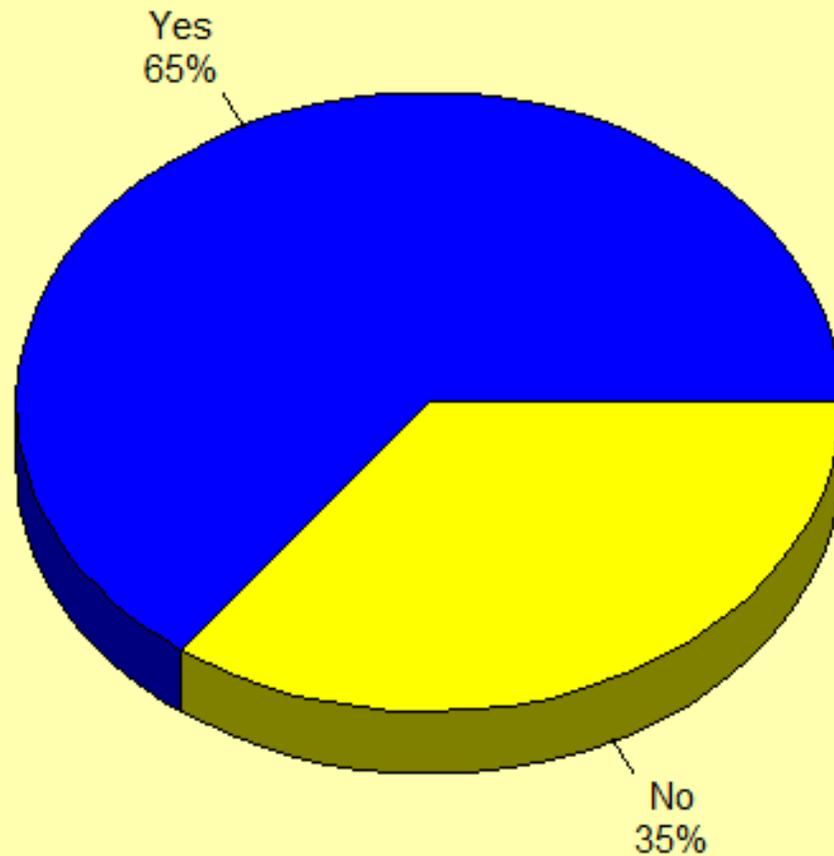
- **Financial sustainability**; explanations for how budget is going to be used; how additions/changes will be paid for.
- A plan, that will help **sustain existing facilities** and help develop new facilities.
- **Understand needs** of community and **adjust** what Dept offers accordingly.
- The addition of **more/new youth sport** leagues and activities.

Community Survey

- Conducted by ETC Institute
- Mailed to random sample of 3,250 households
- Goal: 325 completed surveys
- Actual: 486 completed surveys (15% response rate)
- 95% level of confidence; precision rate of +/- 4.4%
- National benchmark observations available for some question types

Q1. Whether or Not Households Have Visited Parks During the Past Year

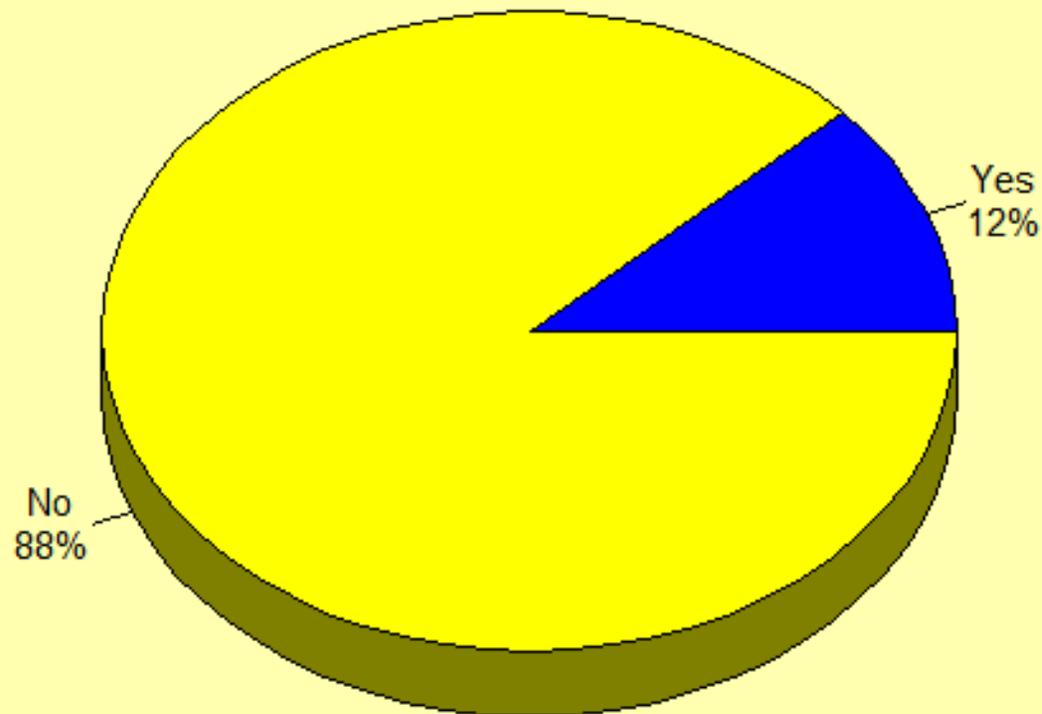
by percentage of respondents



Visitation lower than national average of 79%

Q3. Whether or Not Households Have Participated in Any Recreation or Sports Programs During the Past 12 Months

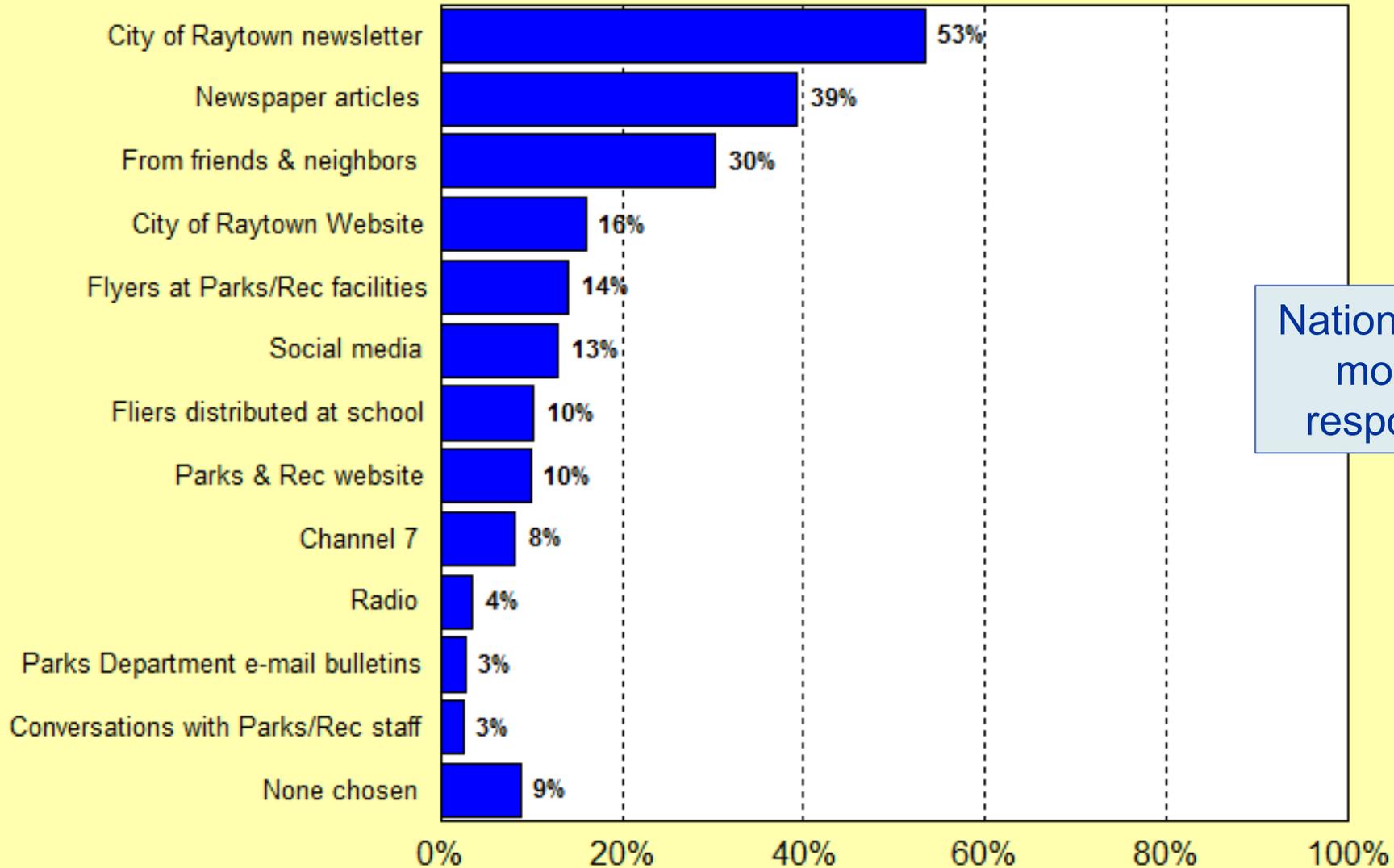
by percentage of respondents



Participation in programs is lower than national average (34%)

Q4. Ways Households Learn About City of Raytown Parks and Recreation Department Programs and Activities

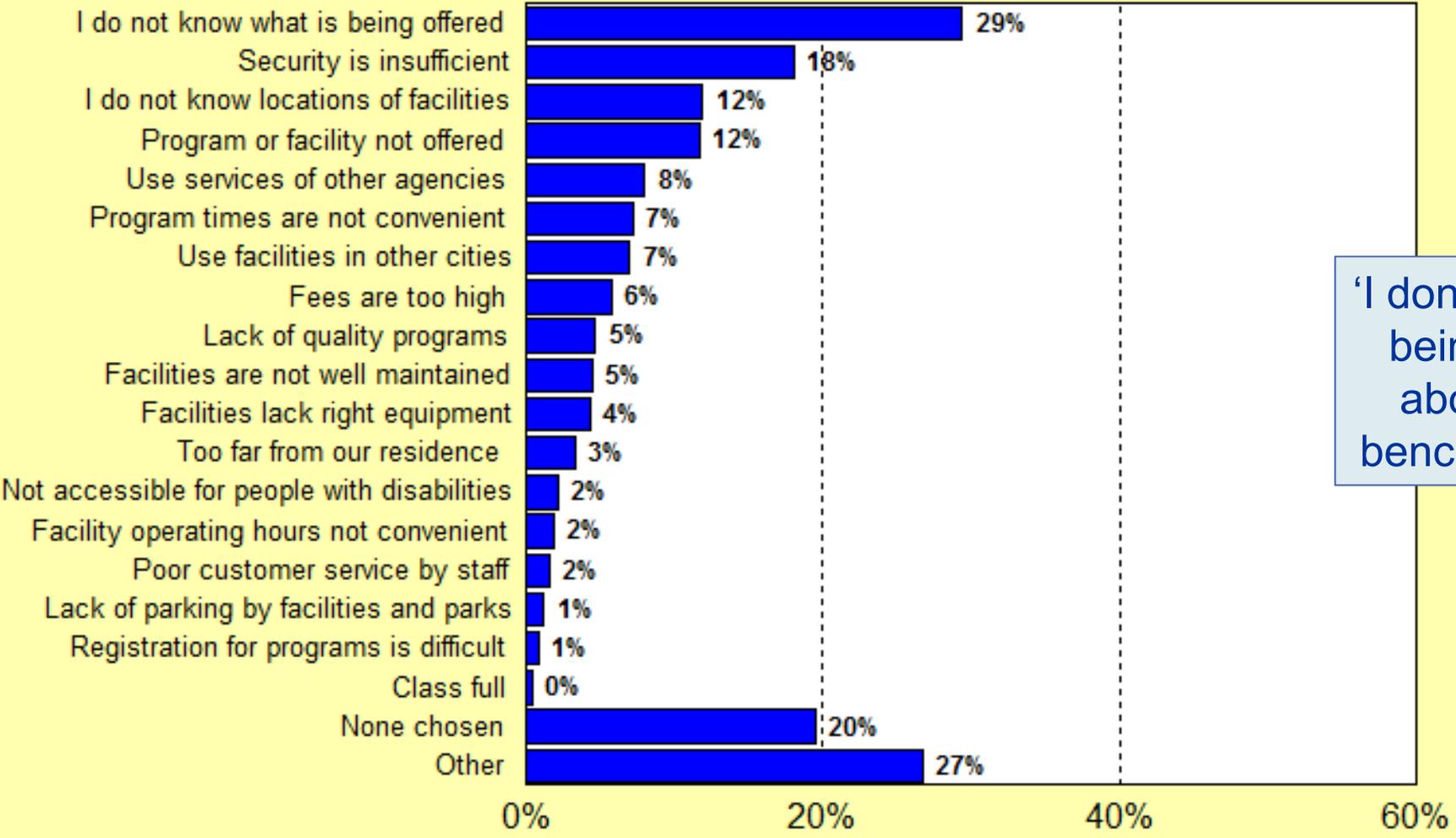
by percentage of respondents



Nationally, 'word of mouth' is top response (42%)

Q7. Reasons That Prevent Households from Using Parks, Recreation and Sports Facilities in the City of Raytown More Often

by percentage of respondents (excluding "none chosen")

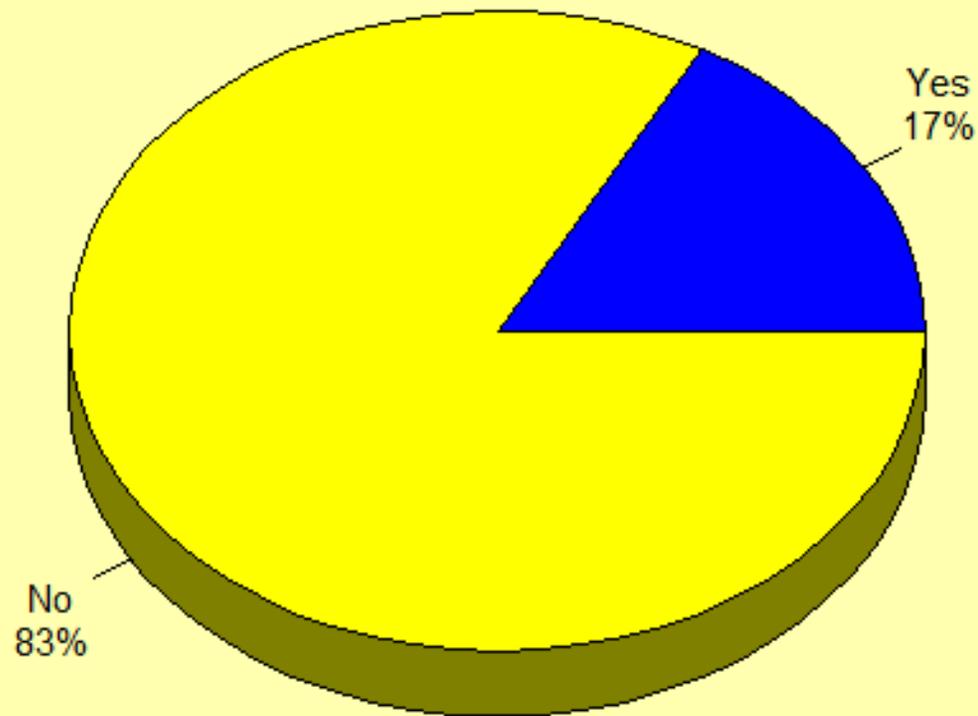


'I don't know what's being offered' is above national benchmark of 22%

Source: Leisure Vision/ETC Institute (2015)

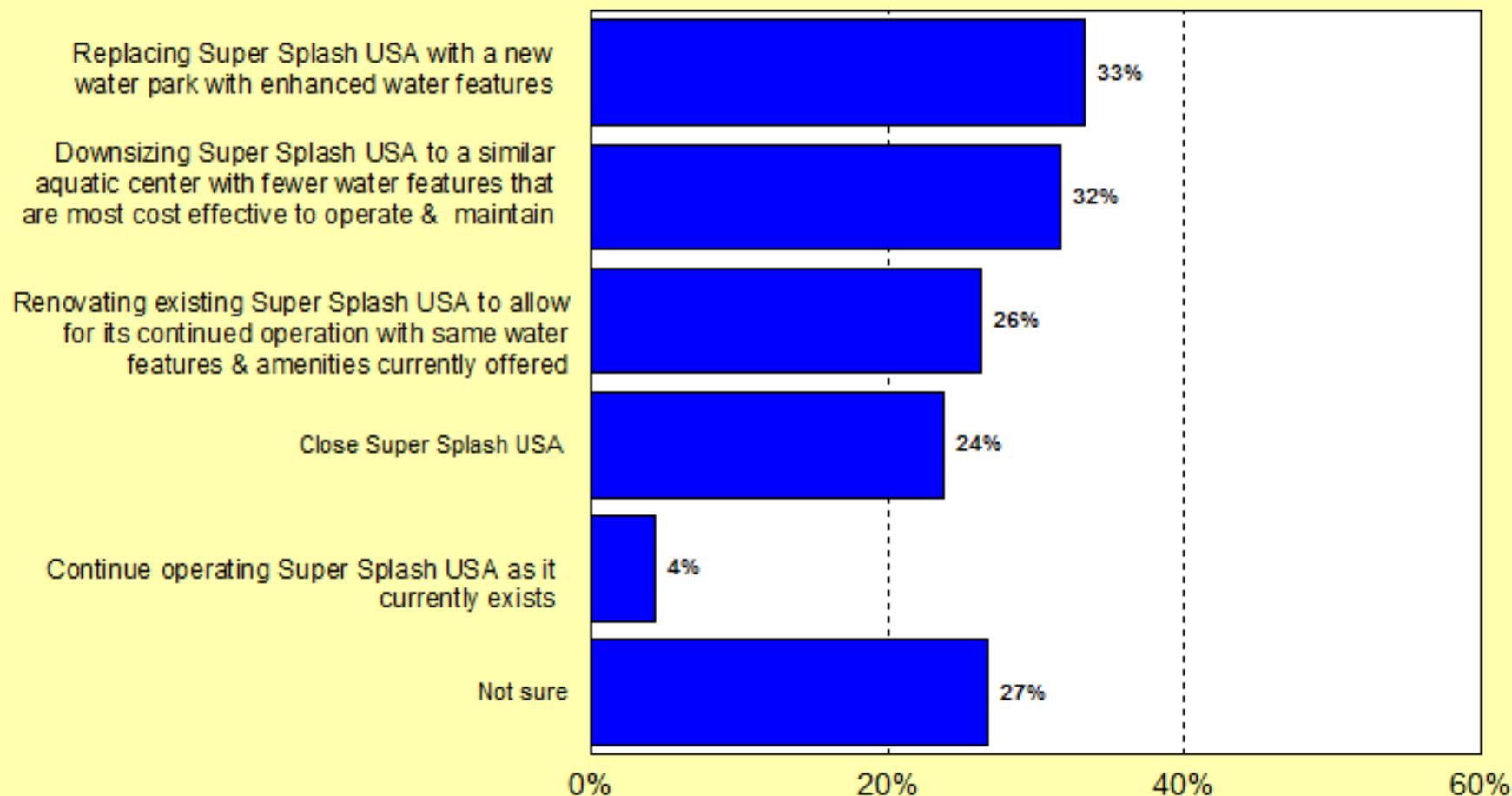
Q16. Whether or Not Households Have Visited Super Splash USA Over the Past 2 Years

by percentage of respondents (excluding "don't know")



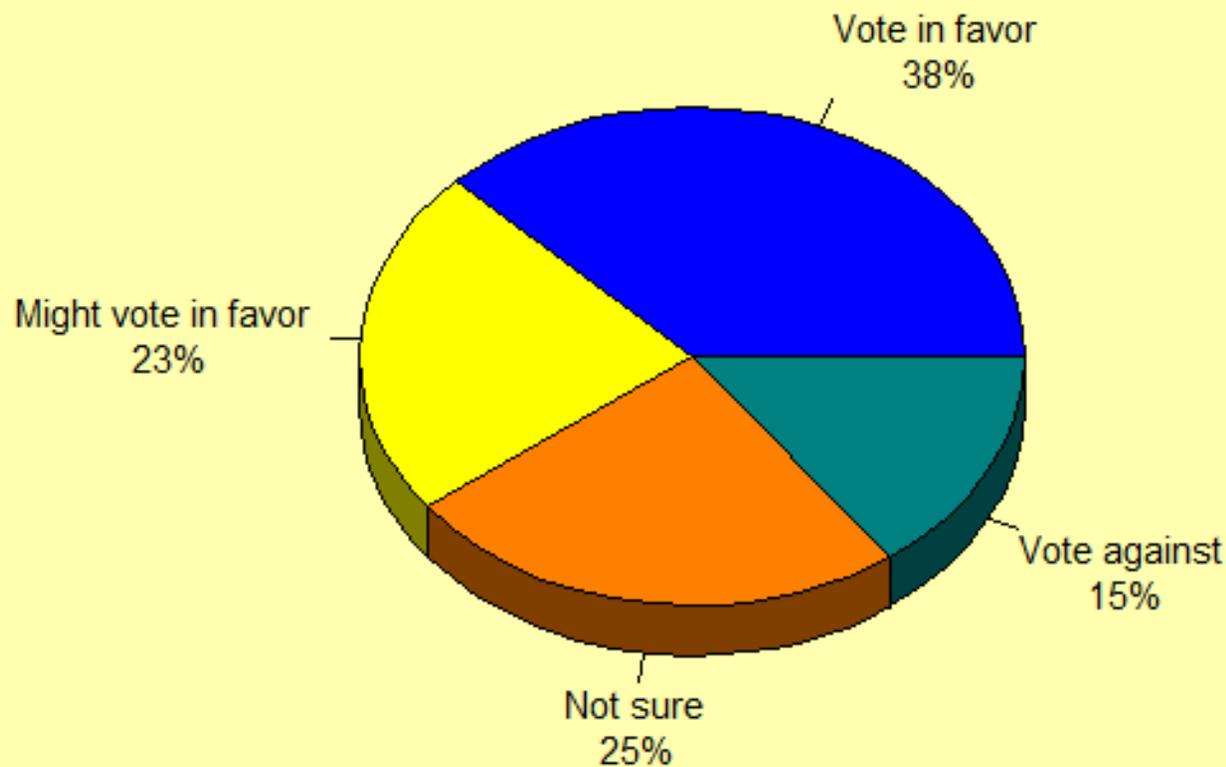
Q17. Options Households Most Support the City Taking for the Future of Super Splash USA

by percentage of respondents



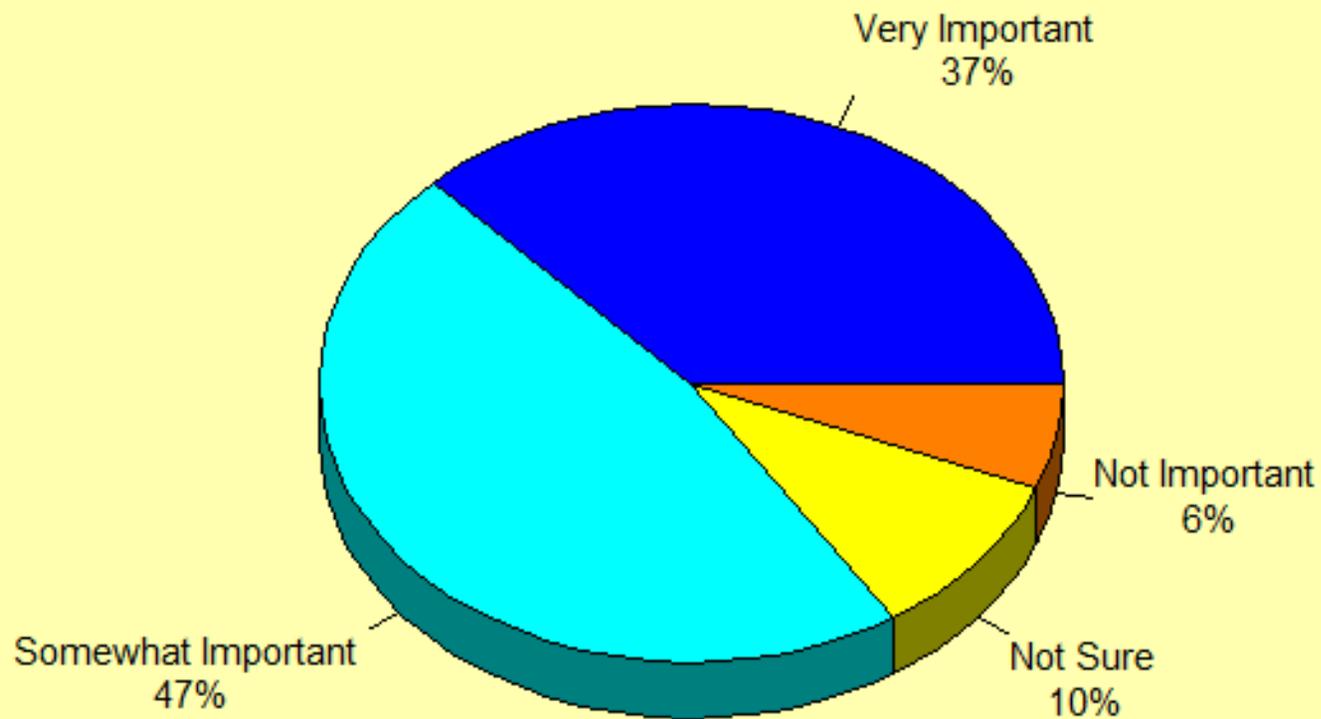
Q19. If the City Places a Ballot Issues Before the Public to Establish a Total ½ Cent Sales Tax to Develop the Types of Parks, Trails, and Recreation Facilities, Programs and Services That Are the Most Important to Your Household, How Would You Vote?

by percentage of respondents



Q20. Importance of Parks and Recreation Services Compared to Other Priorities Such as Police, Fire, and Streets

by percentage of respondents



Priority Rankings

- Two sets of rankings
 - Facility
 - Programs
- Algorithm weightings:
 - 35% Community Need (survey)
 - 35% Community Importance (survey)
 - 30% Planning Team Observation

Facility Priority Rankings

Facility	Overall Rank
Walking & biking trails	1
Indoor fitness & exercise facilities	2
Indoor running/walking track	3
Indoor swimming pools/leisure pool	4
Senior center	5
Nature center & trails	6
Indoor lap lanes for exercise swimming	7
Small neighborhood parks	8
Off-leash dog park	9
Greenspace & natural areas	10
Playground equipment	11
Outdoor swimming pools/water parks	12
Large community parks	13
Outdoor amphitheater	14
Splash pad	15
Disc golf	16
Adult softball fields	17
Youth soccer fields	18
Outdoor basketball courts	19
Indoor ice arena	20
Youth baseball & softball fields	21
Outdoor tennis courts	22
Skateboarding park	23
Youth football fields	24
BMX/mountain bike park	25

Program Priority Rankings

<u>Program</u>	<u>Overall Rank</u>
Adult fitness & wellness programs	1
Adult programs for 50 years & older	2
Special events (i.e. concerts, movies, etc.)	3
Water fitness programs	4
Nature programs/environmental education	5
Adult continuing education programs	6
Youth Learn to Swim programs	7
Adult sports programs	8
Travel programs	9
Programs for teens	10
Adult art, dance, performing arts	11
Youth fitness & wellness programs	12
Youth art, dance, performing arts	13
Programs for people with disabilities	14
Before & after school programs	15
Birthday parties	16
Youth sports programs	17
Youth summer camp programs	18
Golf lessons & leagues	19
Preschool programs	20
Tennis lessons & leagues	21

Program Assessment

Overview of Programs

- Over 40 different types of programs/events
- Operates public water park (Super Splash USA) and BMX Track
- Partnerships enable shared use of facilities and some coordinated programming
- Core Program Areas:
 - ▣ Adult & Youth Sports
 - ▣ Special Events
 - ▣ Aquatics (Super Splash USA)



Program Lifecycle Analysis

<i>Lifecycle Stage</i>	<i>Description</i>	<i>Actual Program Distribution</i>		<i>Recommended Distribution</i>
<i>Introduction</i>	<i>New program; modest participation</i>	15%	53% total	50-60% total
<i>Take-Off</i>	<i>Rapid participation growth</i>	15%		
<i>Growth</i>	<i>Moderate, but consistent population growth</i>	23%		
<i>Mature</i>	<i>Slow participation growth</i>	16%	16%	40%
<i>Saturation</i>	<i>Minimal to no participation growth; extreme competition</i>	23%	31% total	0-10% total
<i>Decline</i>	<i>Declining participation</i>	8%		

Program Recommendations

- **Redesign programs** falling into the Saturation or Decline lifecycle stages.
- **Priority areas:**
 - Health & wellness
 - Senior programs: active segment & passive segment
 - Water fitness
 - Environment & natural resources
- Formalize and maintain an overall **partnership** philosophy supported by an adopted **policy framework**
- Enhance **marketing:**
 - Refresh brand and identity of department
 - Develop additional messages for various segments
 - Establish additional performance measures

Program Recommendations

- Expand business management approaches
 - ▣ Develop “mini business plans” for each Core Program Area or facility
 - ▣ Define program outcomes
 - ▣ Calculate true cost of service
 - ▣ Identify & track cost recovery goals
 - ▣ Justify pricing decisions
 - ▣ Identify marketing and communication strategies

Park Assessment

- Six parks and two facilities assessed:
 - Sarah Colman-Livengood
 - C. Lee Kenagy
 - Southwood
 - Minor Smith
 - Little Blue Trace
 - Henry C. Kritser
 - Rice Tremonti Farm Home
 - Raytown BMX Track

General Conditions

Overall:

- ❑ Conditions are **good** across the system, providing residents with a variety of opportunities for active and passive activities.
- ❑ Older parks could use some renovating as some of the equipment is outdated.



Strengths

- **Well maintained** and the majority have good quality landscape.
- Appropriate **mix** of facilities and amenities.
- Parks are generally **embraced** and **appreciated** by users.
- **Strong utilization**, especially park shelters.



Challenges

- ❑ **Lack of signage** and wayfinding for a majority of the parks makes them difficult to find.
- ❑ Many parks have **aging or outdated** facilities and equipment.
- ❑ **Vandalism** and **crime** is often an issue.



Opportunities

- Strategically update top **priority** facilities.
- Continue to **program parks** to drive use and visibility.
- Continue to seek **sponsorships and partnerships** to foster a sense of joint ownership/responsibility.



Next Steps

Next Steps

1

- **Kickoff, Project Mgmt, Data Review**
- *Complete*

2

- **Community Profile & Public Engagement Process**
- *Complete*

3

- **Park, Facilities, and Program Analysis**
- *Complete*

4

- **Super Splash USA Analysis**
- *In progress*

5

- **Implementation & Master Plan Development**
- *In progress*