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 decisionmaking 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,

Π. 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 decisionmaking 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.

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Recommended Action

None – for discussion only.

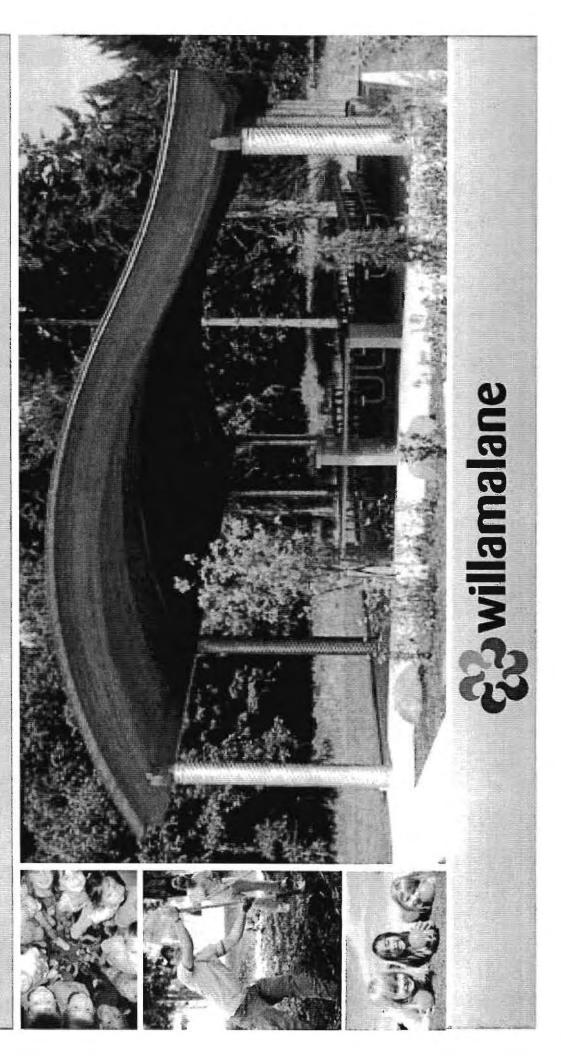
Attachments

Attachment 1: Draft Community Needs Assessment PowerPoint Presentation

Attachment 2: Draft Community Needs Assessment Key Findings

'Illamatane Park and Recreation Comprehensive Plan

COMMUNITY NEEDS ASSESSMENT



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.









Community Involvement Activities

Park & Facility
Analysis

Recreation
Services Analysis

Mgmt & Ops Analysis

Community Needs Assessment Report

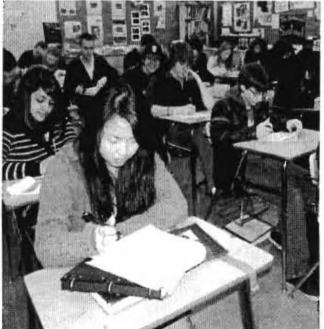
Strategies and Actions

Capital Improvements and Operations Plan

Park and Recreation Comprehensive Plan

Public Involvement Activities





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

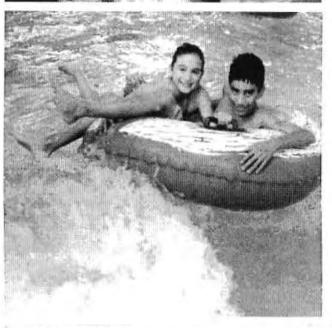
- Springfield SummerFest (316 participants completed questionnaire and over 600 children voted for their favorite activity)
- Community Survey (1,060 respondents to online and printed surveys)
- Spanish-language Community Survey
 (31 responses to online and printed surveys)
- Teen Workshops (77 participants)

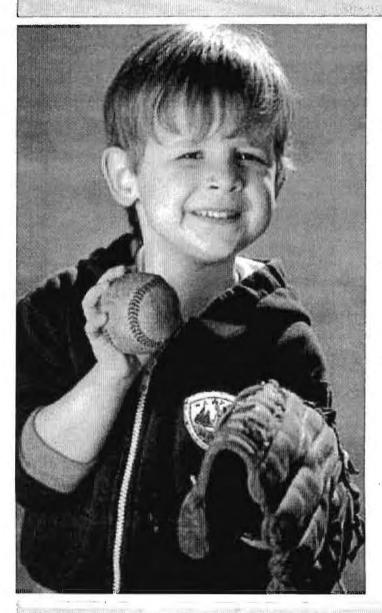
Population & Demographics





- 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





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)



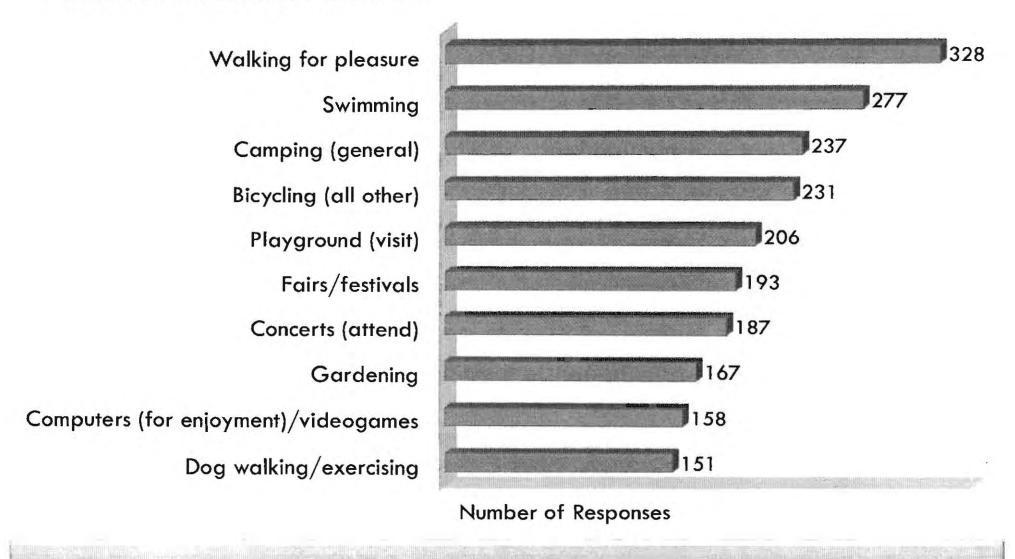
Residents USE District services

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

Residents SUPPORT more District services

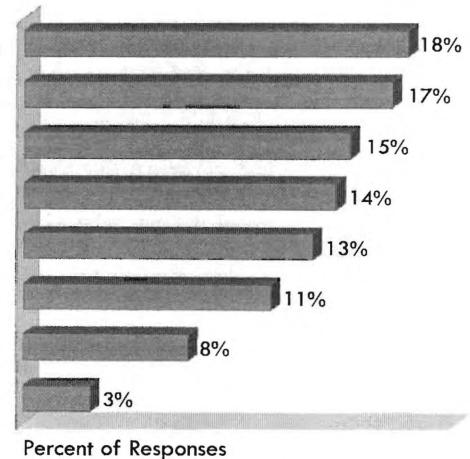
 79% of Community Survey respondents would (24%) or might (55%) vote for a bond measure that would increase their taxes in order to help finance their top priority projects

Favorite Household Activities

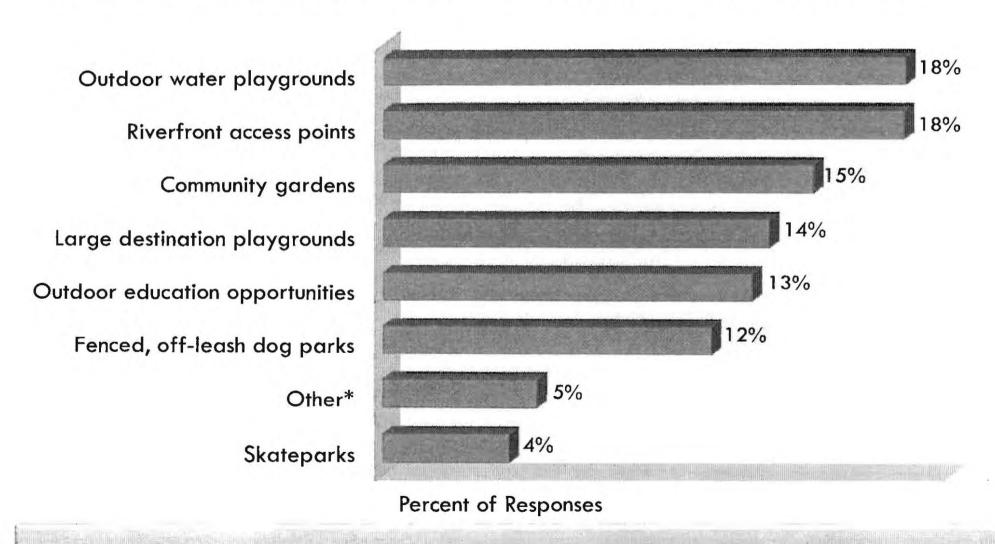


Major park and recreation projects most important for the community

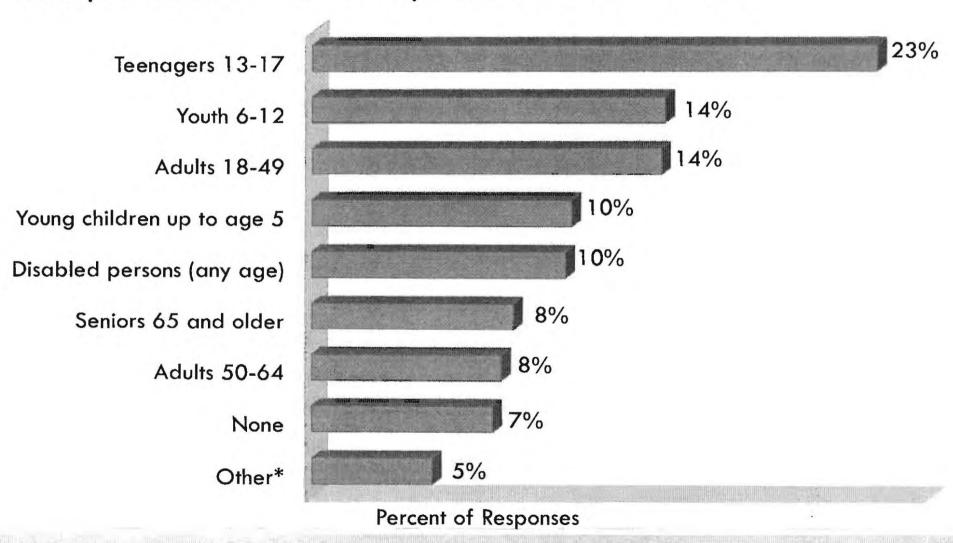
Indoor recreation facilities for a variety of uses Off-street bicycle paths and trails Smaller, close-to-home neighborhood parks Natural area parks for nature-based recreation Improvement and renovation of existing parks Large, multiuse community parks Parks with competitive sports fields Other*



Outdoor recreation features most needed in Willamalane's parks



Groups in need of more or improved recreation services



Park and Facility Analysis



Methodology

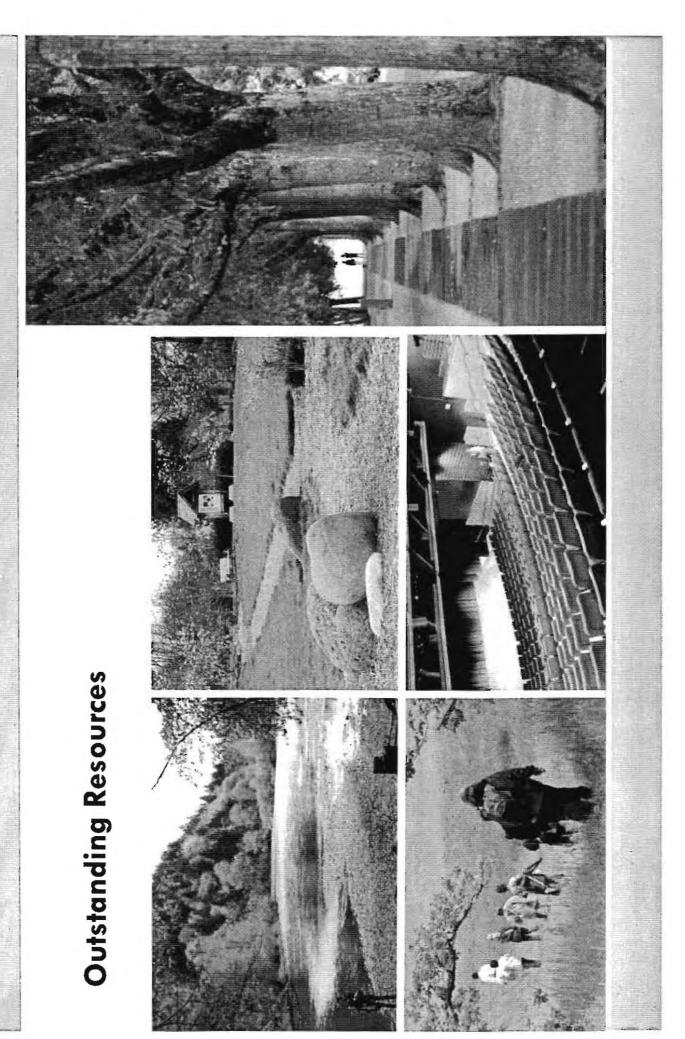
- Park and facility inventory & assessment
- Mapping/geographic analysis
- Park and facility classifications and definitions
- Standards analysis

Current Park and Facility System



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





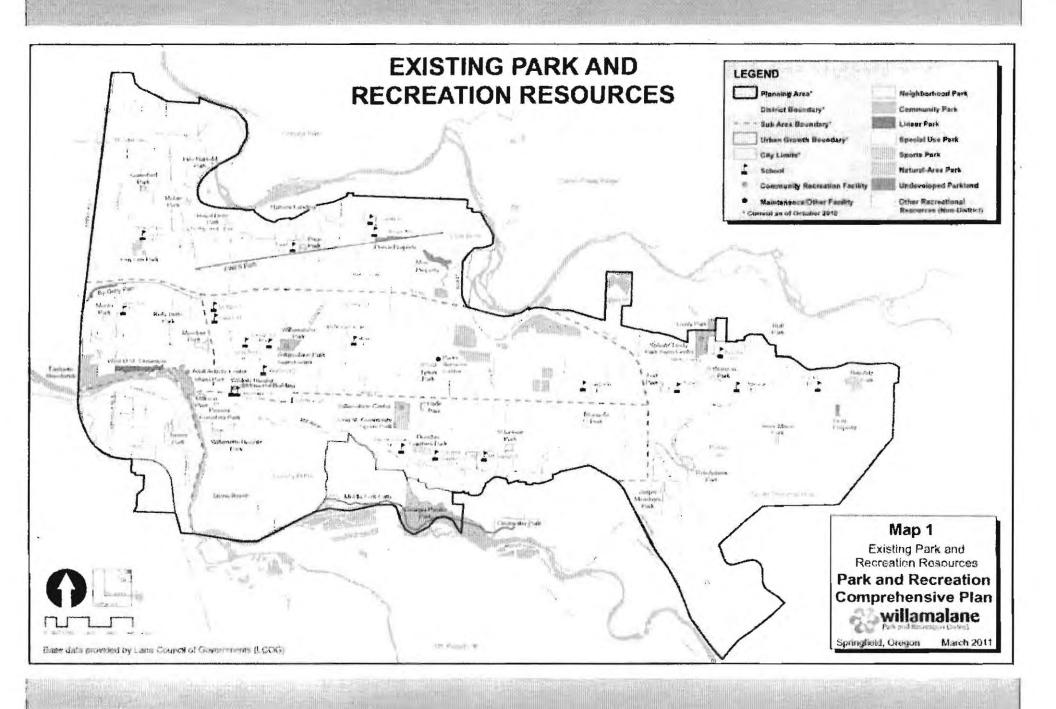
Park and Facility Analysis



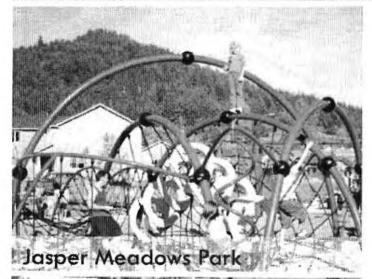
Park Types

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

See (AppendixA-1) for Park Classifications



Neighborhand Perks





Number of parks: 18

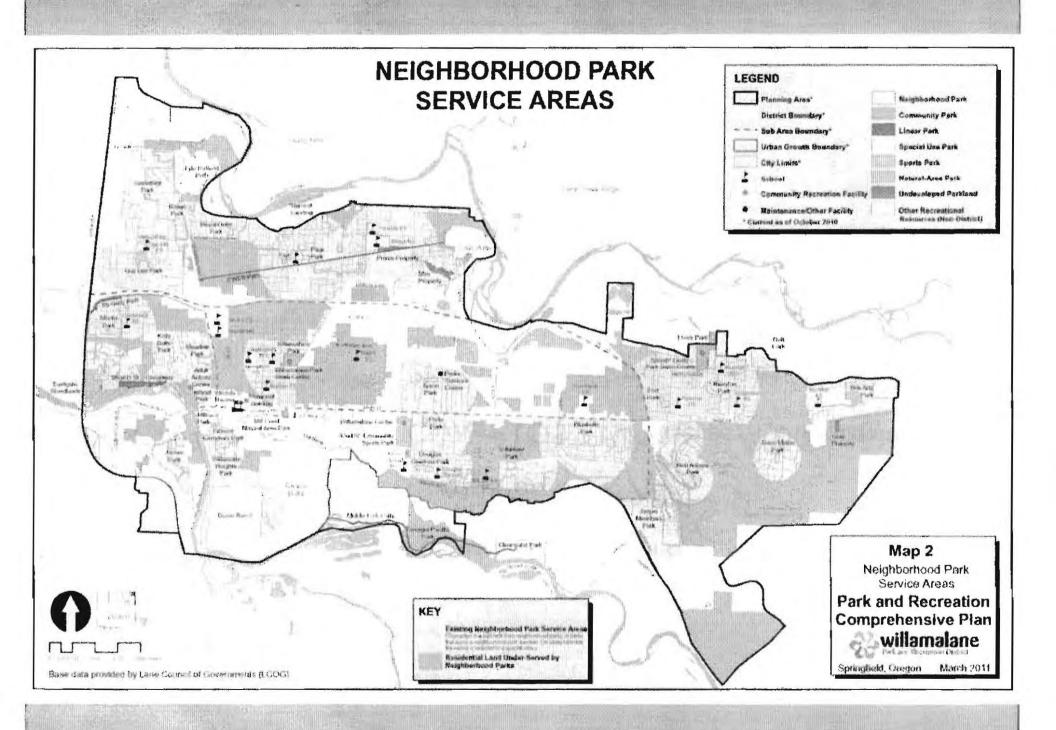
Current acres: 89.87

Current LOS: 1.42 acres/1,000 residents

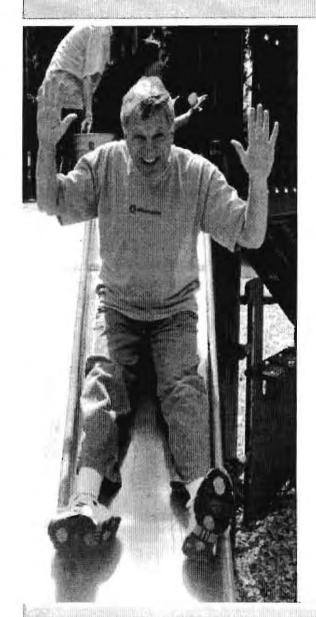
Proposed standard: 2 acres/1,000 residents

Acres currently needed: 38.64

Projected acres needed by 2030: 67.80



Neighbothood Parks – Public Involvement Findings

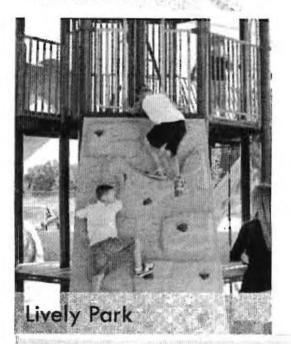


- Most highly used recreation facility; 70%
 of Community Survey respondents have
 visited neighborhood parks at least once in
 the last year
- Most frequently used recreation facility
- Medium priority for new development:
 Developing smaller closer to home neighborhood parks ranked 3rd out of 7 for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

Community Parks



Willamalane Park



Number of parks: 3

Current acres: 61.62

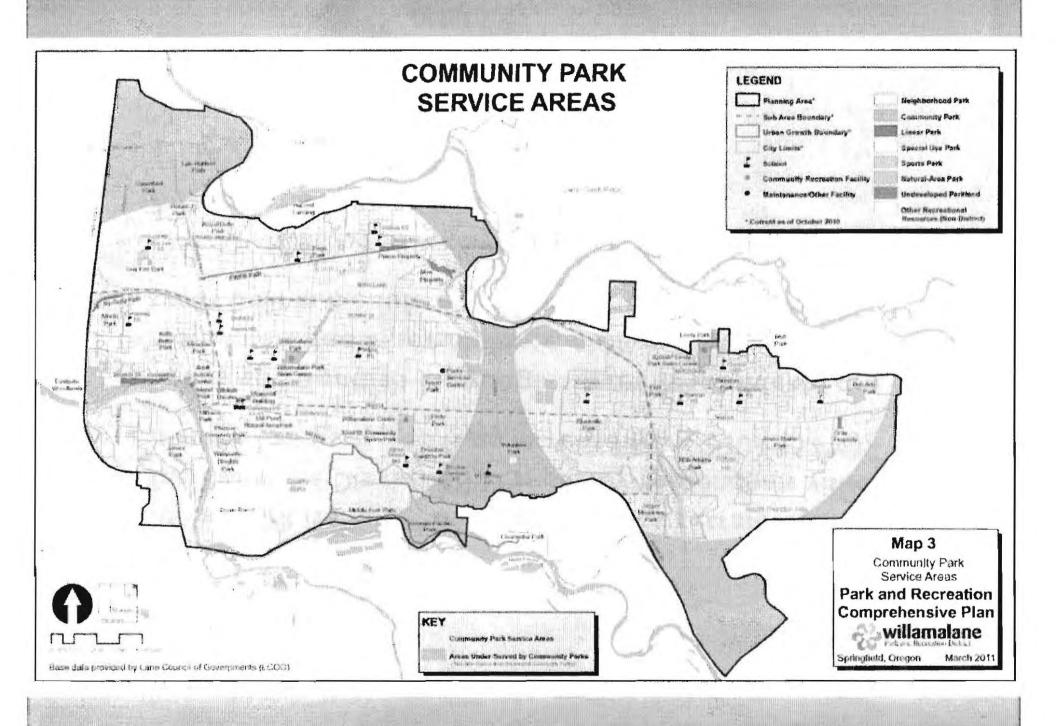
Current LOS: 0.92 acres/1,000 residents

Proposed standard: 2 acres/1,000 residents

Acres needed 2010: 72.44

Projected acres needed by 2030: 101.6

Parks: Island, Lively and Willamalane



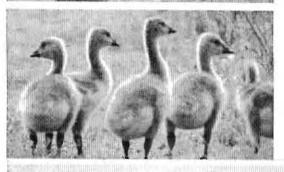
Community Parks - Public Involvement Findings

- 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: 10acres/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



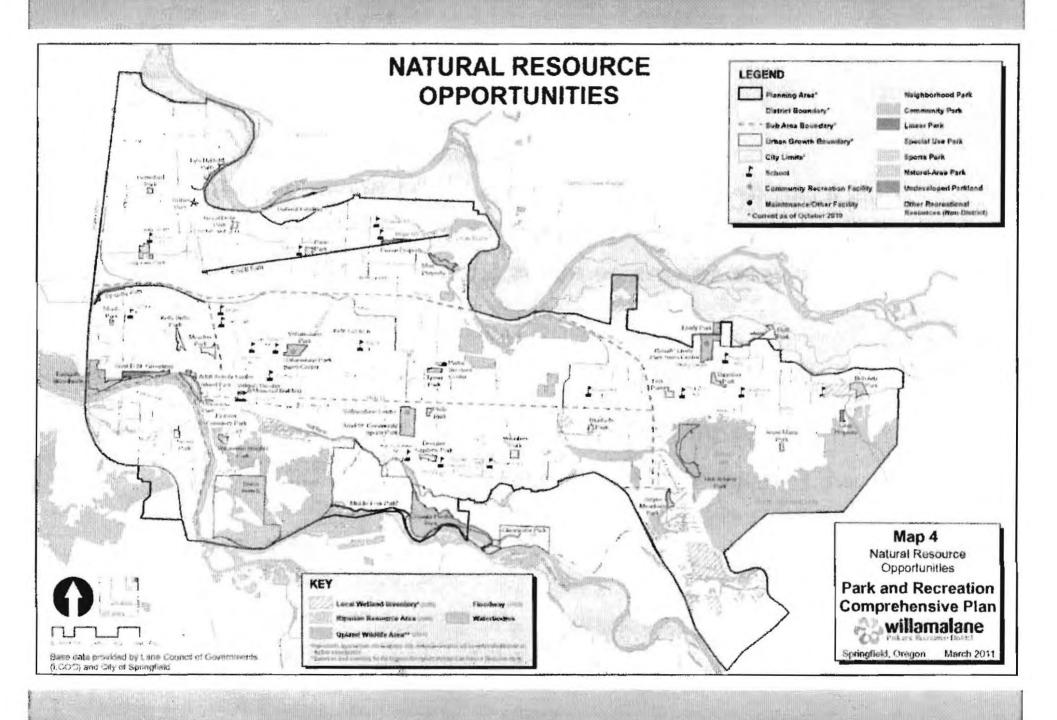
Number of parks: 3

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

Parks: Eastgate Woodlands, Georgia-Pacific, Harvest Landing



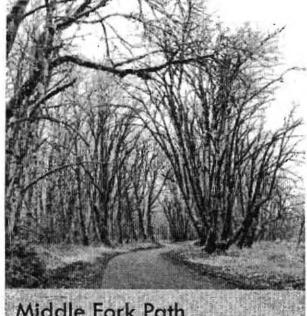
Notured Asses Parks - Public Involvement Findings

- 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).

Linson Porks



By-Gully Path



Middle Fork Path

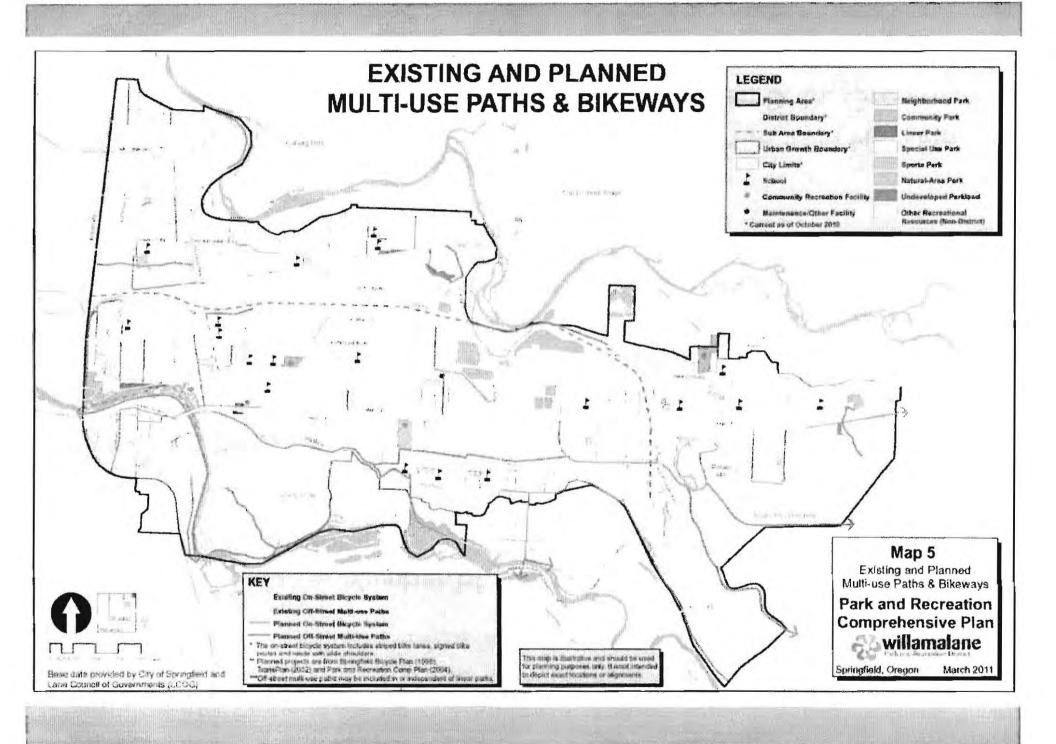
Number of parks: 5

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

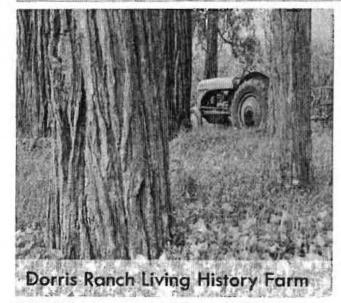
Parks: By-Gully Path, EWEB Path, Lyle Hatfield Path, Middle Fork Path, West D. St. Greenway



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



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

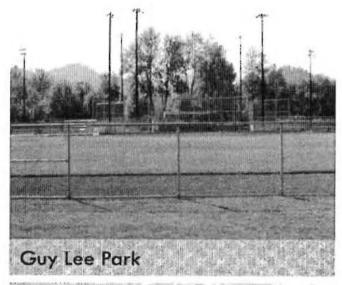


Parks: Clearwater, Dorris Ranch, Kelly Butte, Mill Race, Ruff Memorial

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.

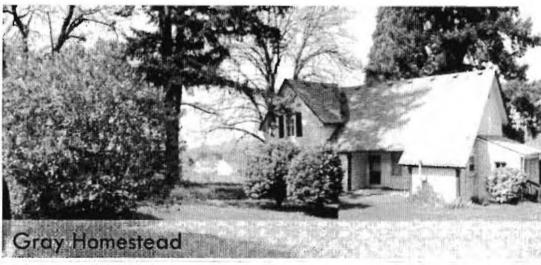
Undeveloped Parkland

Number of properties: 3

Current acres: 19.61

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





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.









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





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.







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.





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





Purpose:

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

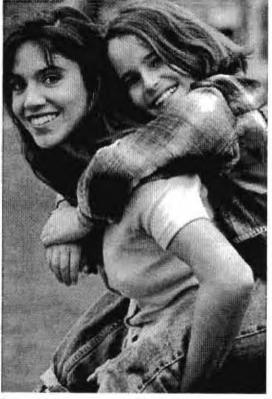
Data used:

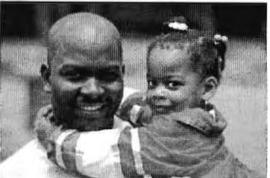
- Public involvement findings
- National and state trends
- Cost Recovery Model
- Current Level of Service



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





Changes since 2002 ... Willamalane is now:

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

Rediention Services Analysis



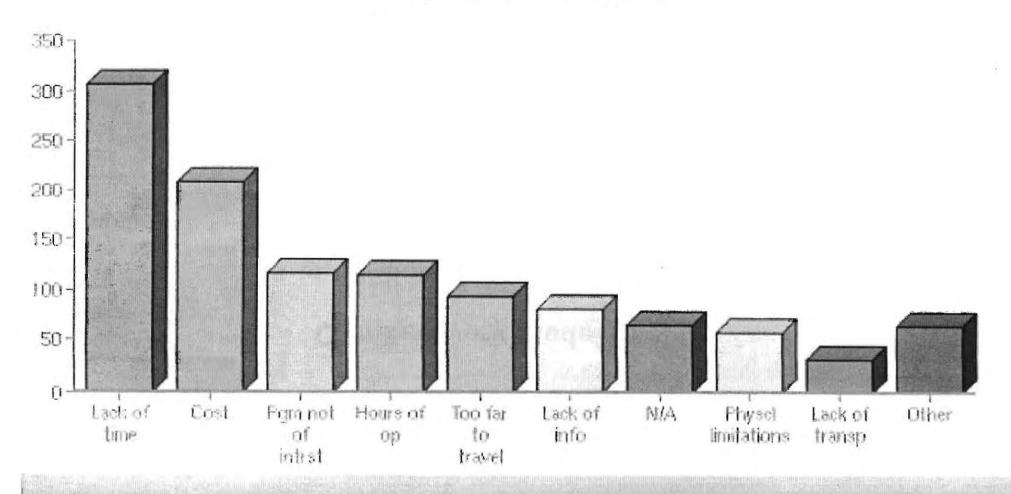




Cost Recovery Model

- 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.

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









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.







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.

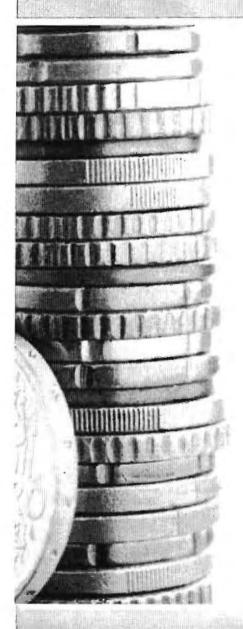


Purpose:

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



Willamalane is growing:

Since 2002 ...

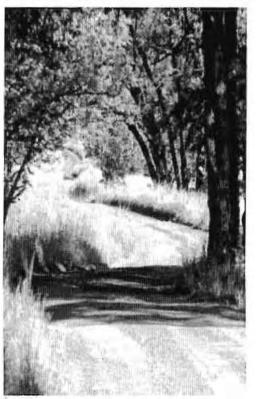
- Total operating budget has increased by 54%
- Employees have increased by 13 FTE
- Assessed valuation of the District has grown 62%



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.





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



Community Involvement Activities

Park & Facility
Analysis

Recreation
Services Analysis

Mgmt & Ops
Analysis

Community Needs Assessment Report

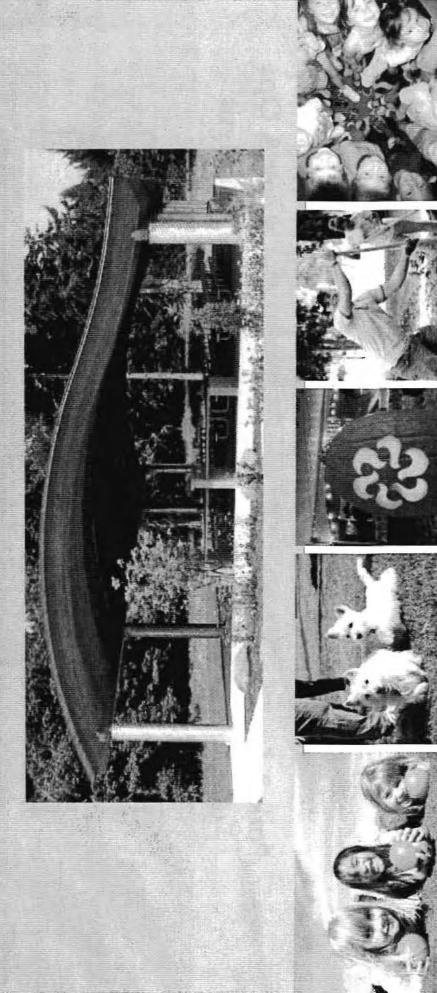
Strategies and Actions

Capital Improvements and Operations Plan

Park and Recreation Comprehensive Plan

COMMUNITY NEEDS ASSESSMENT

emaigne Park and Recreation Comprehensive Plan





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 da.
- 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

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.