

Public Workshop Presentation - Findings and Preliminary Recommendations



UPDATE OF THE INDIANAPOLIS-MARION COUNTY PARK, RECREATION, AND OPEN SPACE PLAN

Nationally Recognized, Uniquely Local



MKSK



Agenda



- Update on Planning Process
- Summary of Public Engagement
- Park Assessment Highlights
- Equity Mapping
- Priority Rankings
- Preliminary Recommendations
- Next Steps



Garfield Park Fountains



Help Shape the Future of Indy's Parks & Recreation

Participate in the Indy Open Space Plan

**Create a Compelling Vision for
Park, Recreation,
and Open Space**



**Find The Right Path
To Follow**



www.planindyparks.com

Goals of the Plan



- **Engage the community**, leadership and stakeholders in meaningful and innovative public input
- **Utilize a wide variety of data sources and best practices** to predict trends and patterns
- **Determine unique Level of Service Standards** to project appropriate actions regarding services, open space, connectivity, infrastructure, and programs
- **Shape financial and operational preparedness** through innovation and “next” practices
- **Develop a dynamic and realistic action plan** that can ensure long-term success and financial sustainability



Haughville Sprayground

Indy Parks By the Numbers



- Garfield Park, Indy Parks' first park, acquired in 1873
- Indy Parks manages 10,912 acres of park property
- Eagle Creek, Indy Parks' largest park at 4,279 acres, acquired in 1962
- \$198 million in assets, less land and amenities valued at \$100,000 or less



Holliday Park

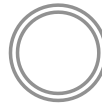
Indy Parks By the Numbers

- 125 full time staff that manage 207 park properties
- Indy Parks amenities include:
 - 23 recreation centers and nature centers
 - 563,548 square feet of built space
 - 15 outdoor pools
 - 13 public golf courses
 - 125 playgrounds
 - 22 free public spray grounds
 - 87 youth ball fields
 - 68 soccer, football and cricket fields



Sahm Pool

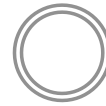
Summary of Public Engagement Process



- Feedback from over 1,600 residents
 - 125 Key Leader and Focus Group Interviews
 - 11 Public Meetings with 262 participants
 - 915 statistically-valid survey responses
 - 266 online survey responses
 - 64 intercept surveys
 - Crowdsourcing Public Website



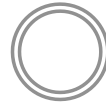
Summary of Public Engagement Process



- Assess resident usage and satisfaction with Indy Parks services
- Assess needs, unmet needs, and priorities for facilities and programs
- Gather input from residents to help set priorities
- Determine funding priorities to improve parks, facilities and services of Indy Parks

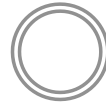


Needs Assessment Survey



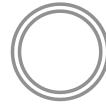
- Usage of Parks is High
 - 81% of households have visited parks over past 12 months
 - 64% use walking and biking trails
 - 49% use nature trails
 - 48% use picnic areas/shelters
 - 44% use playgrounds
- Signature Parks are Important to the System
 - 51% of households have visited Eagle Creek Park
- Lack of Awareness Major Reason for Not Using Indy Parks More Often

Needs Assessment Survey



- Needs are high for a number of facilities
 - 74% walking trails
 - 61% picnic areas/shelters
 - 61% large regional parks
 - 61% small neighborhood parks
- Unmet needs are highest for small neighborhood parks
- Most important facilities parks, trails and facilities
 - 40% walking and biking trails
 - 23% small neighborhood parks
 - 21% picnic areas and shelters
 - 21% natural areas
 - 20% large regional parks

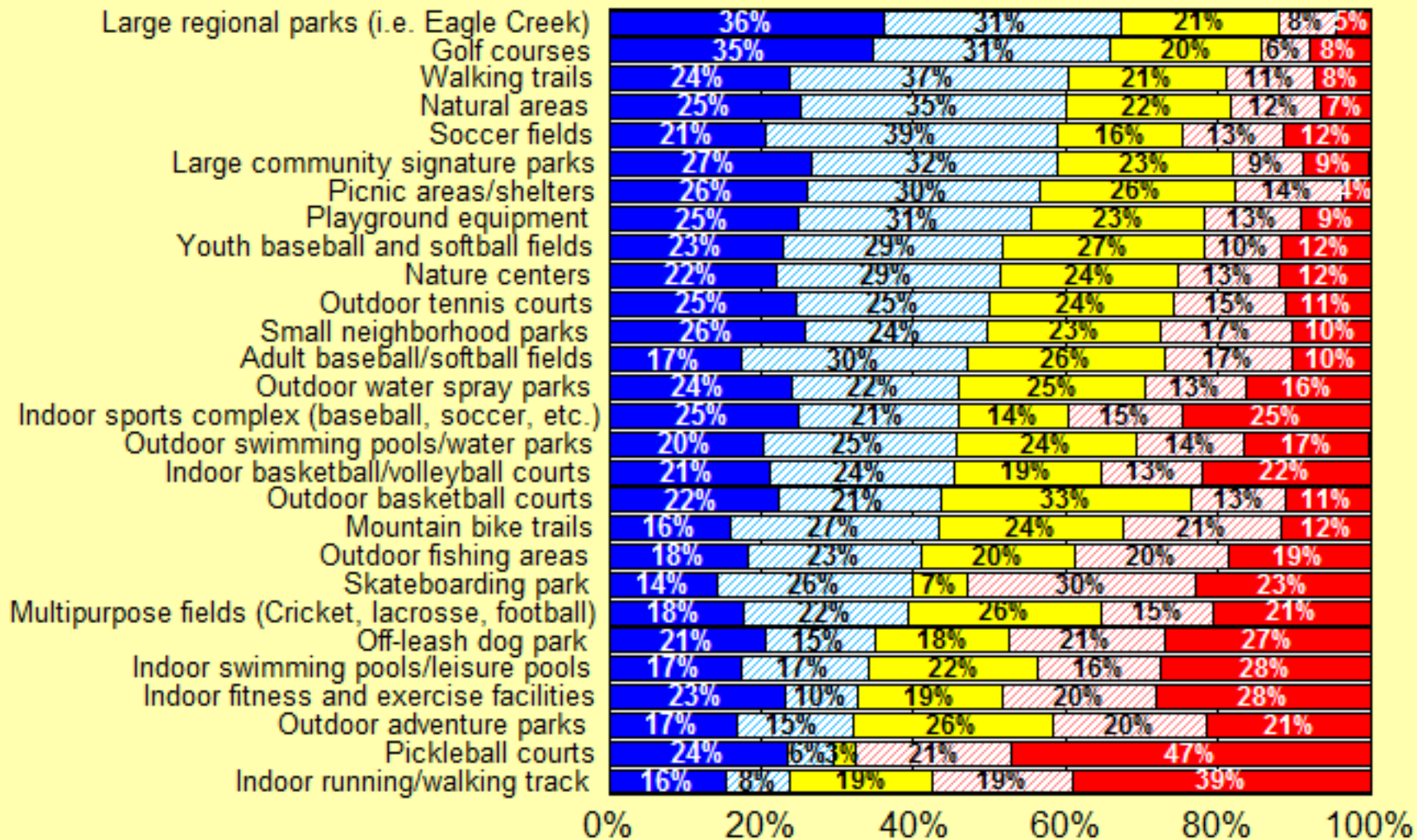
Needs Assessment Survey



- Needs are high for a number of programs
 - 51% adult fitness and wellness programs
 - 32% water fitness programs
 - 30% nature education programs
 - 30% outdoor adventure programs
- Significant opportunities exist to grow programs of importance at Indy Parks facilities
 - Adult fitness and wellness programs
 - Water fitness programs
 - Senior programs
- A majority of respondents support 50% or more of program costs being funded through fees

Q5b. How Well Parks and Recreation Facilities Meet the Needs of Households

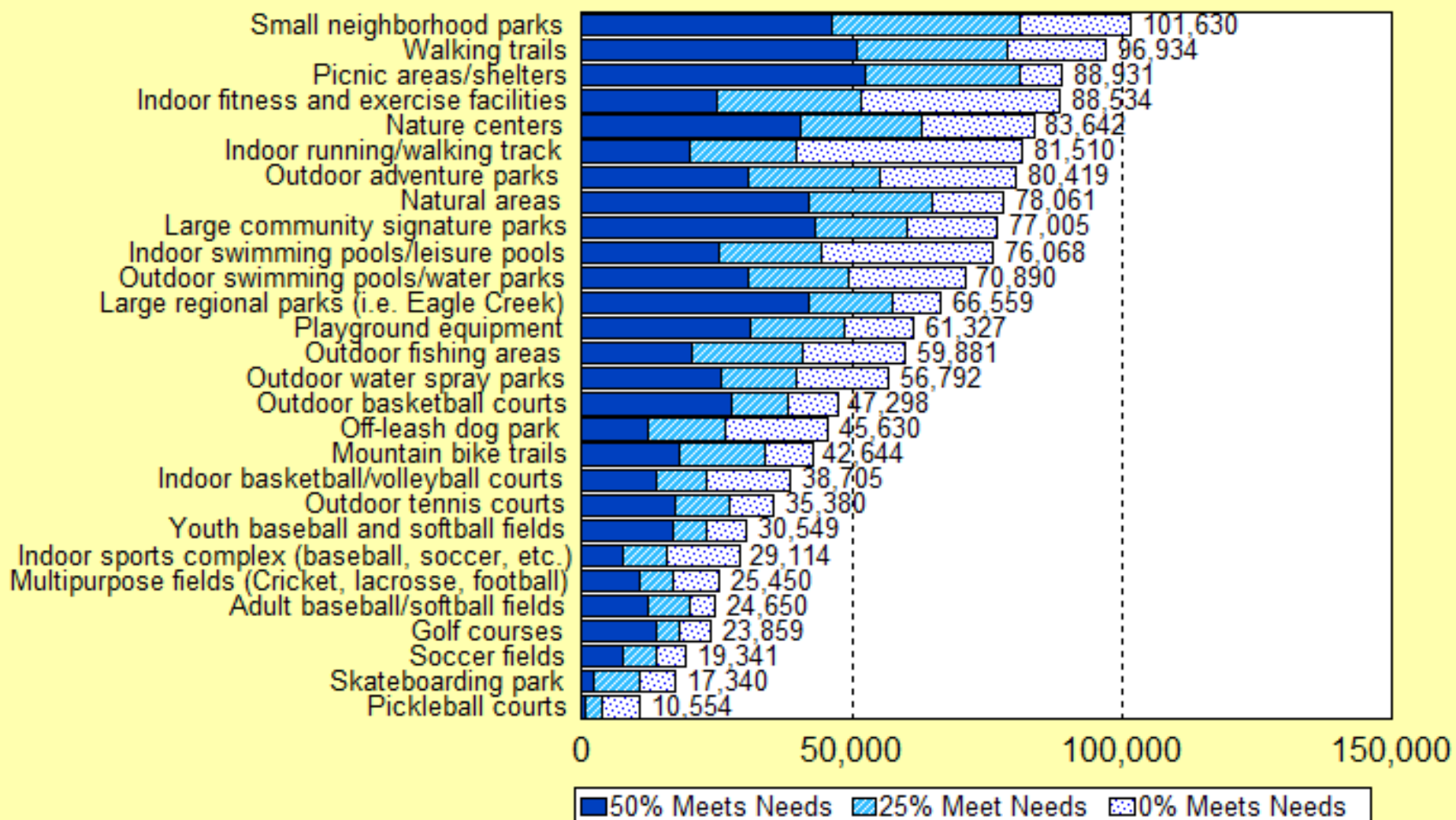
by percentage of households that have a need for programs



100% Meets Needs 75% Meets Needs 50% Meets Needs 25% Meets Needs 0% Meets Needs

Q5c. Estimated Number of Households in the City of Indianapolis Whose Needs for Parks and Recreation Facilities Are Only Being 50% Met or Less

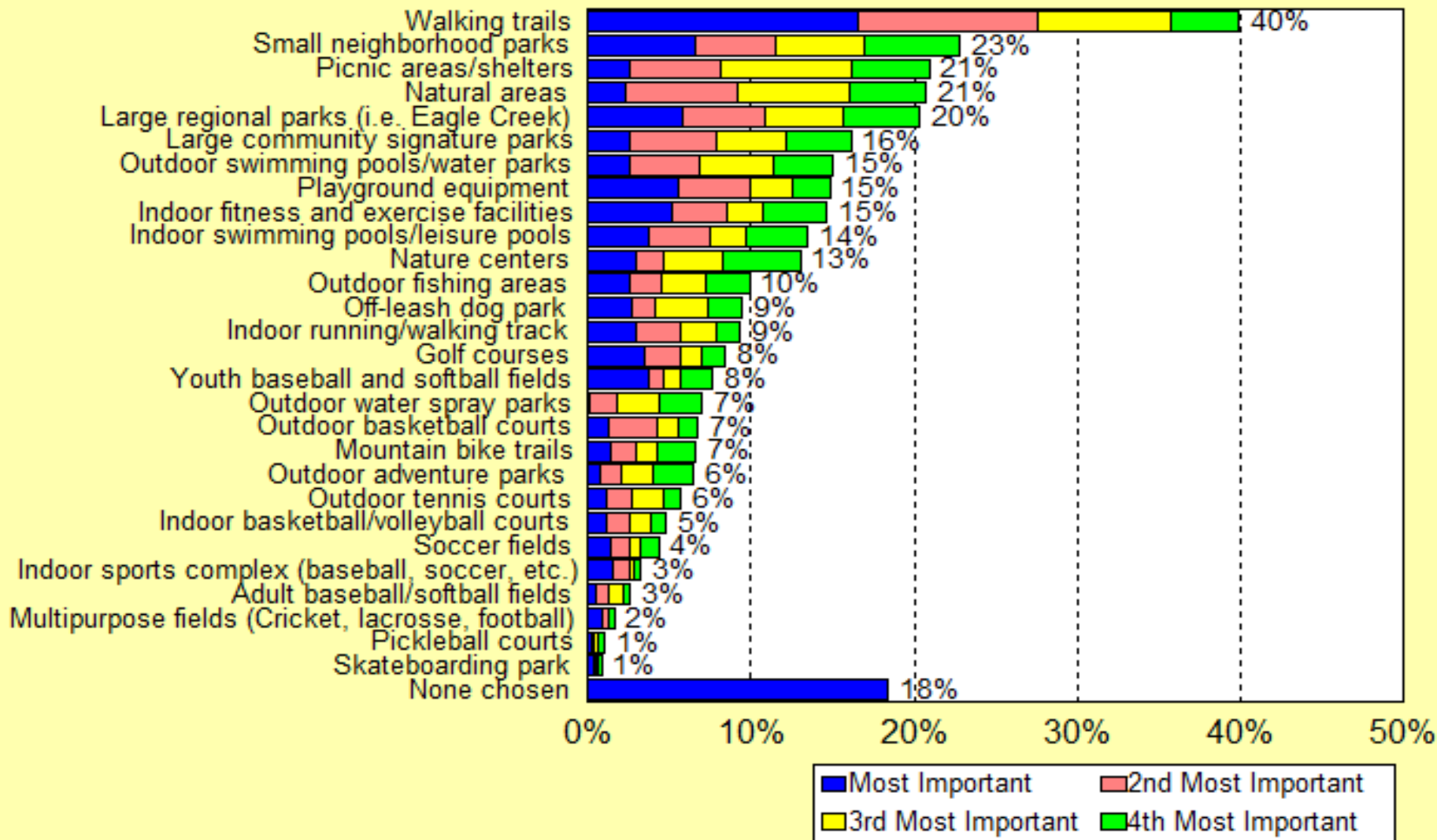
by number of households based on 332,199 households in the City of Indianapolis



Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

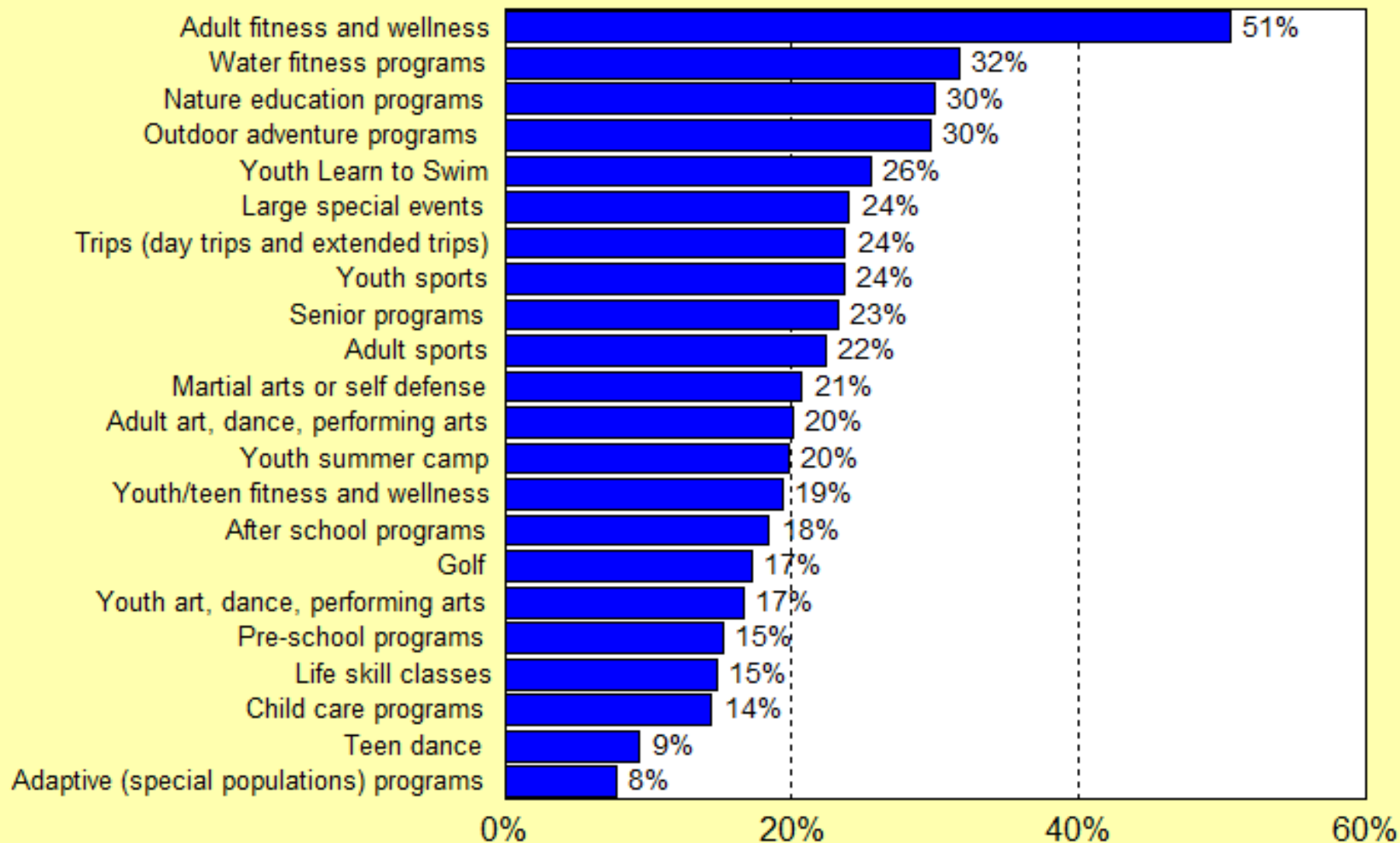
Q6. Parks and Recreation Facilities that Are Most Important to Households

by percentage of respondents who selected the item as one of their top four choices



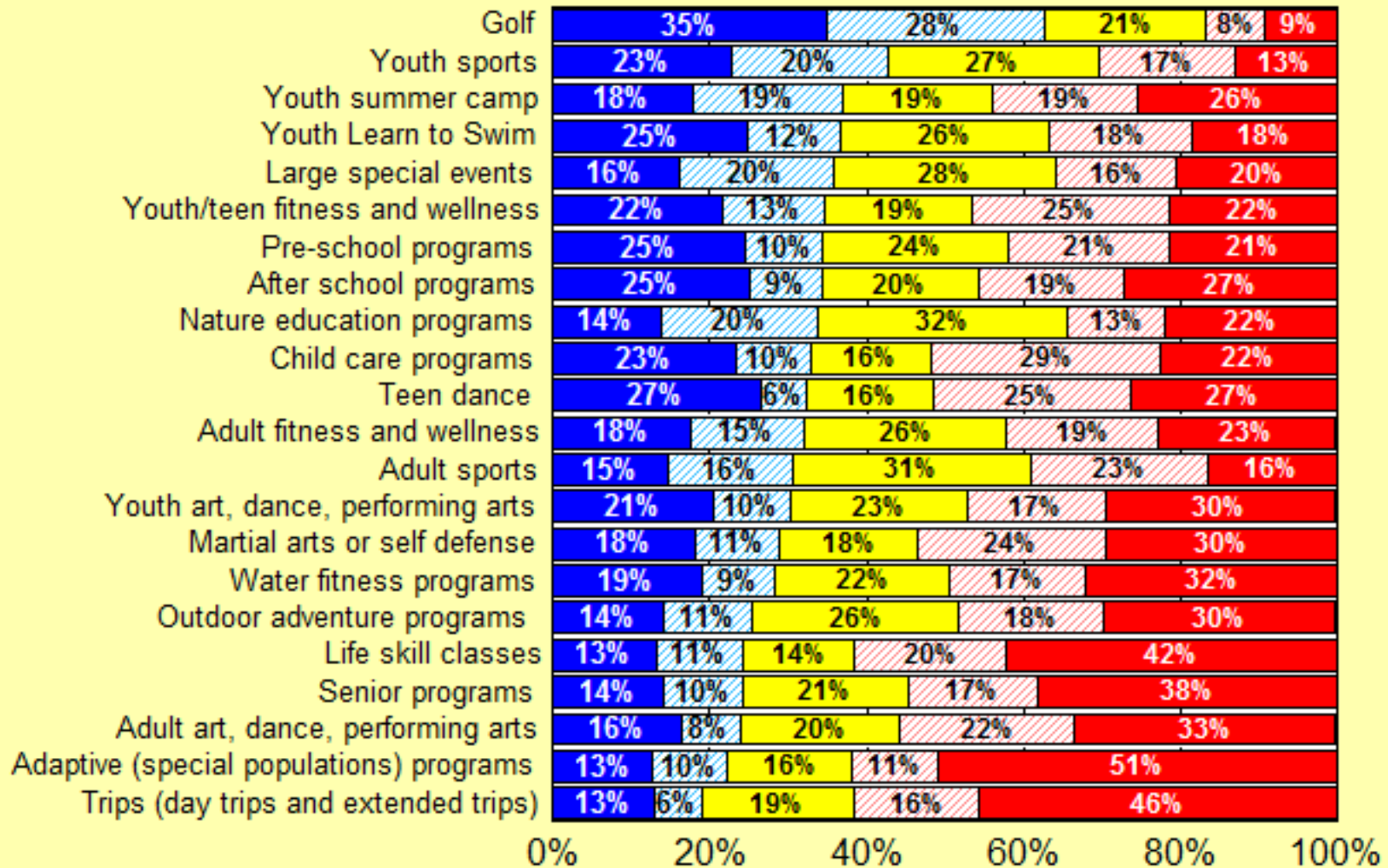
Q7. Households that Have a Need for Parks and Recreation Programs

by percentage of respondents (multiple choices could be made)



Q7b. How Well Recreation Programs Meet the Needs of Respondent Households

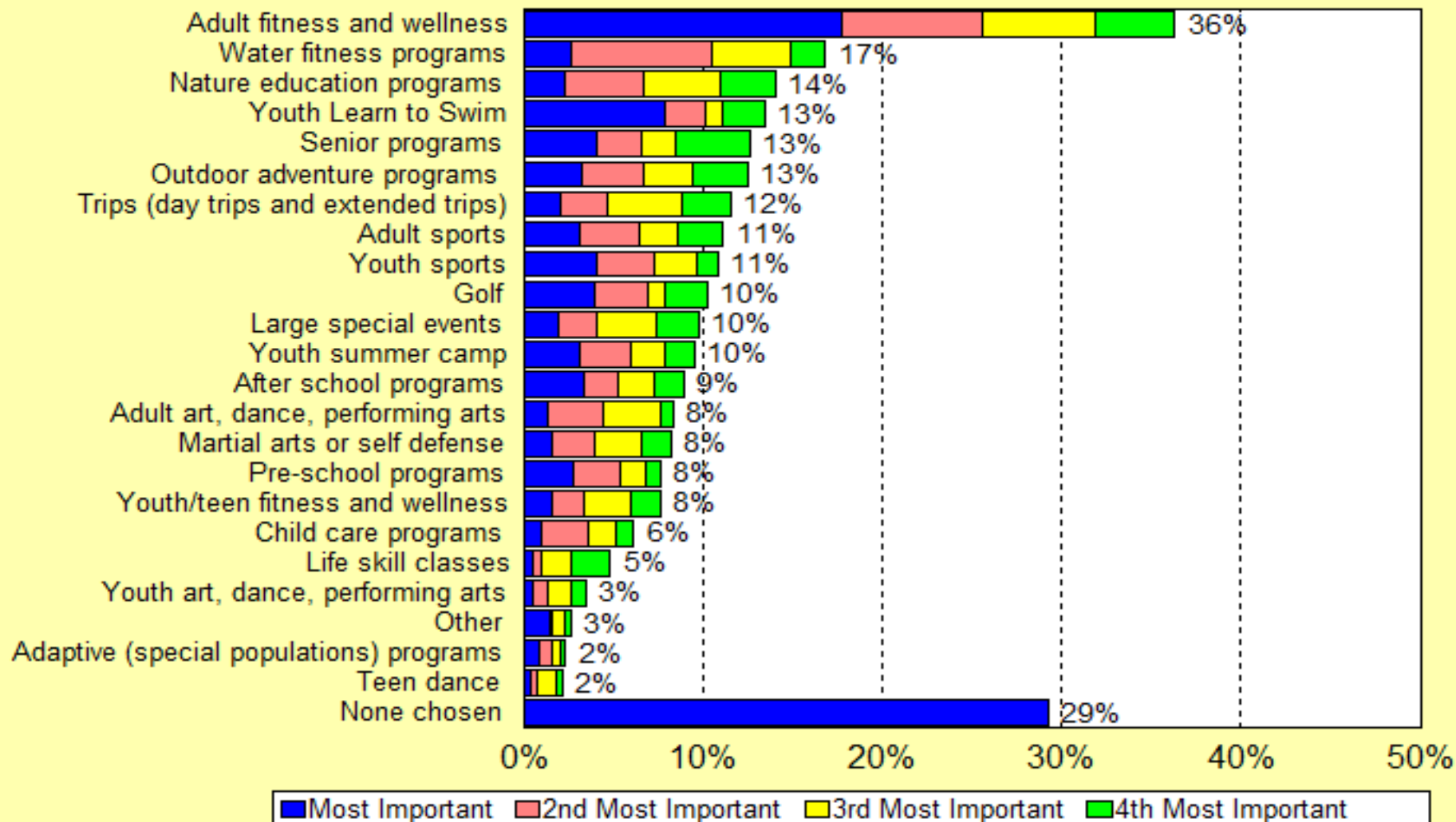
by percentage of households that have a need for programs



■ 100% Meets Needs ■ 75% Meets Needs ■ 50% Meets Needs ■ 25% Meets Needs ■ 0% Meets Needs

Q8. Recreation Programs that Are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top four choices



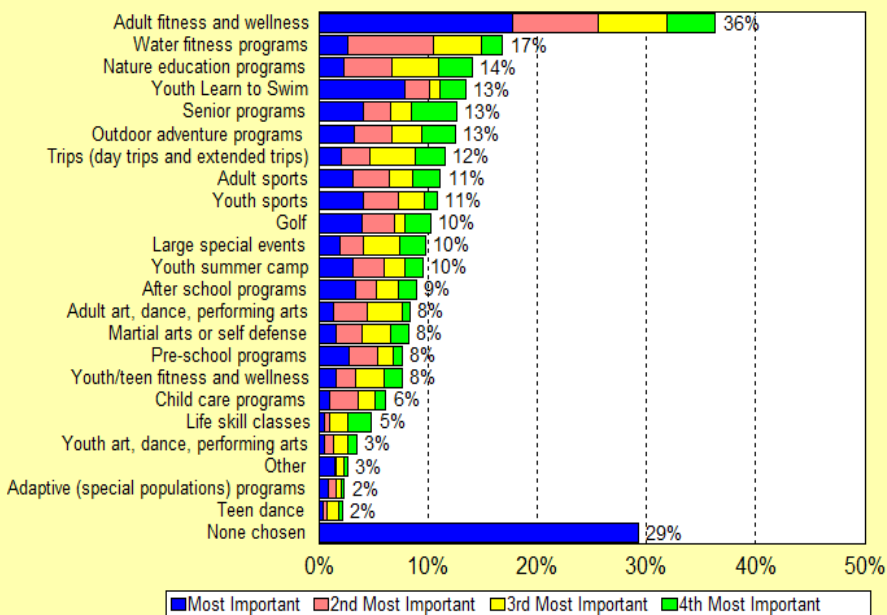
Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)



Opportunities exist to grow programs of importance at Indy Parks facilities

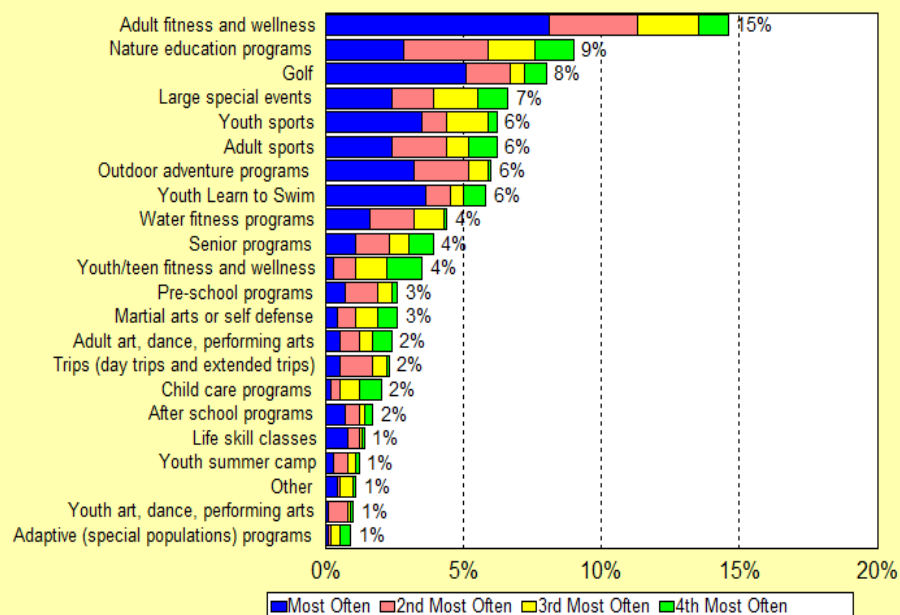
Q8. Recreation Programs that Are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top four choices



Q9. Recreation Programs that Households Currently Participate in Most Often at Indy Parks Facilities

by percentage of respondents who selected the item as one of their top four choices



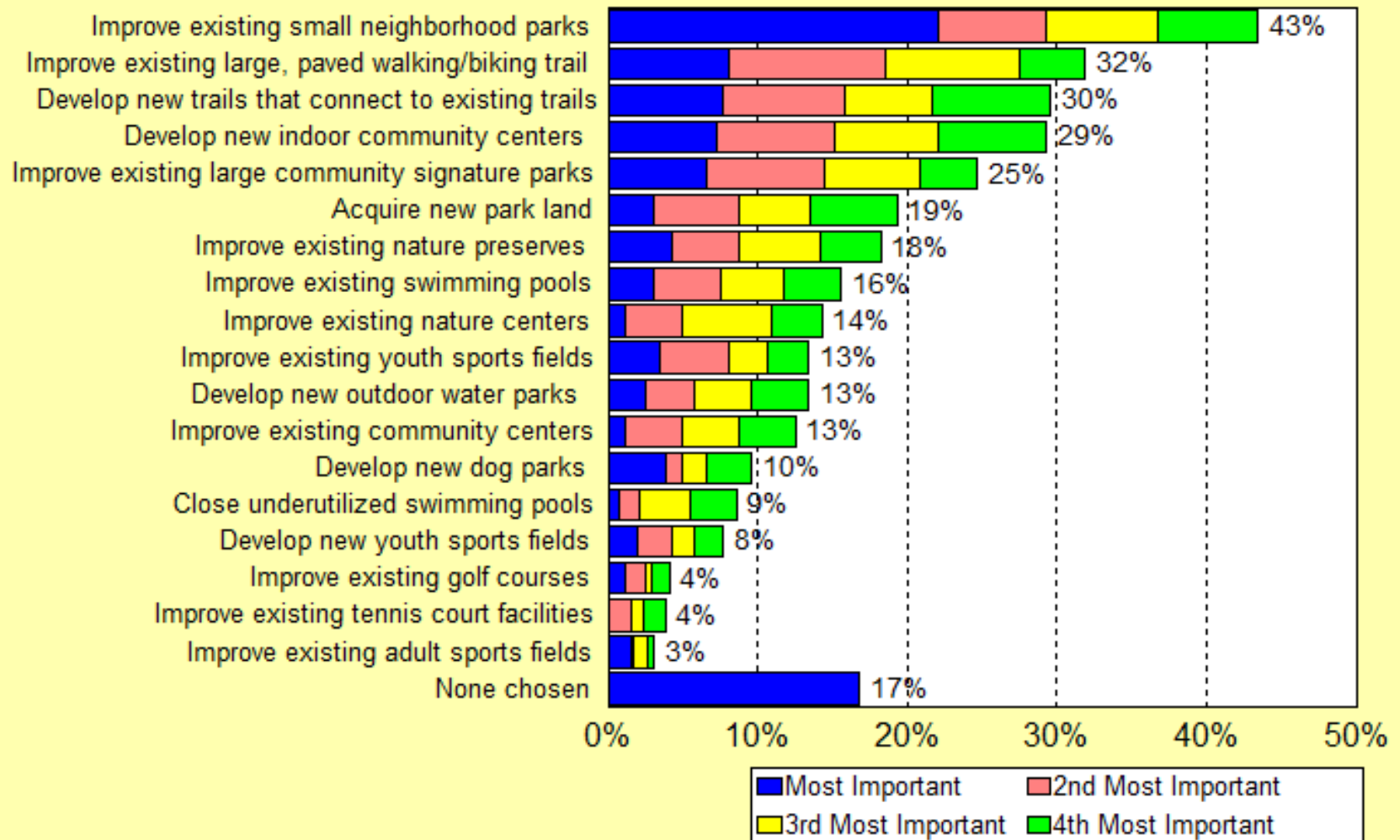
Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Example: 36% of households indicated adult fitness and wellness programs are 1 of the 4 most important to their household but only 15% of households use Indy Parks facilities among their top 4 locations for these programs

Q15. Potential Actions that are Most Important to Respondent Households

by percentage of respondents who selected the item as one of their top four choices

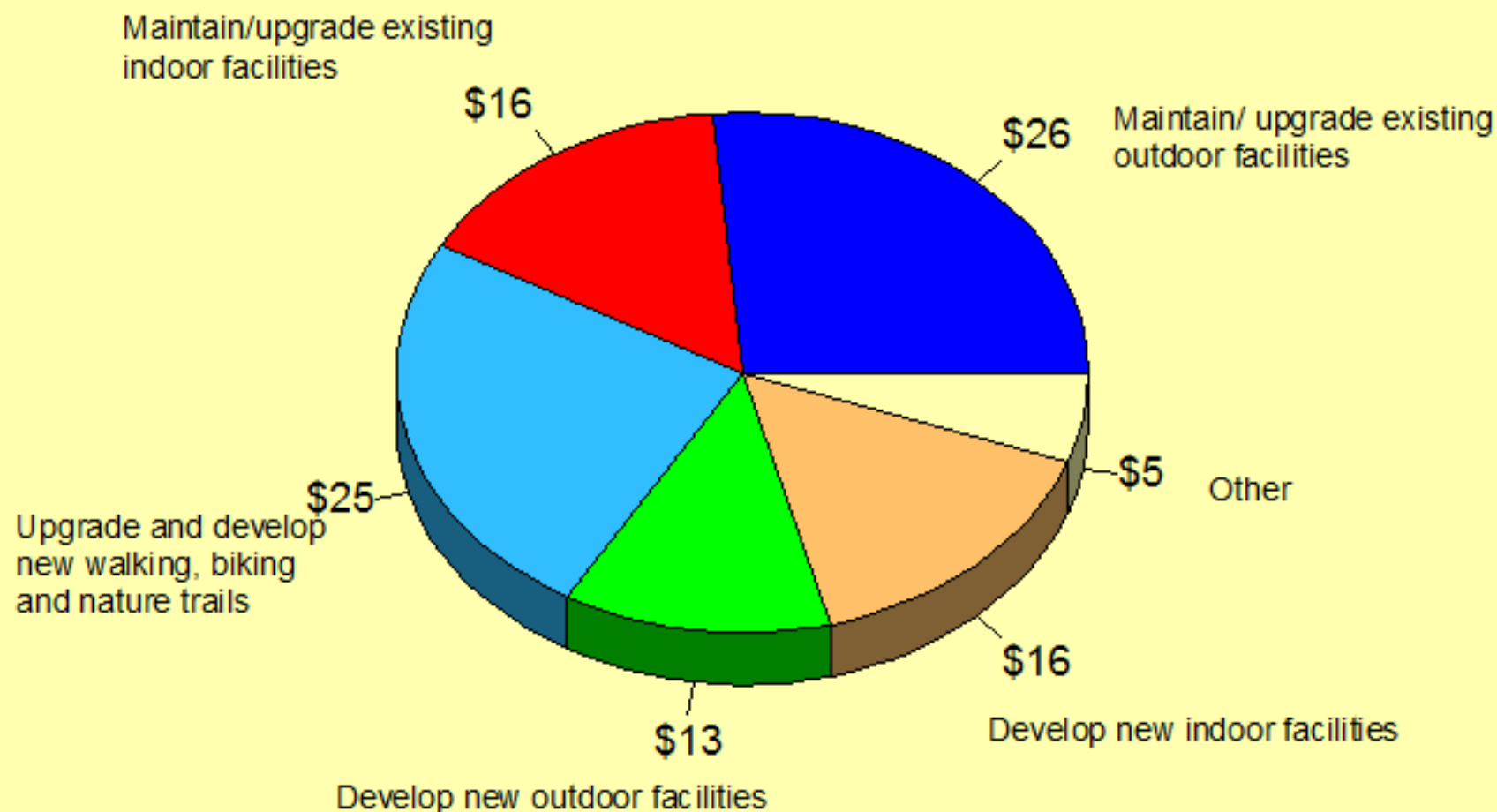


Source: Leisure Vision/ETC Institute for the City of Indianapolis (2015)

Improve existing small neighborhood parks is Number 1 most important action in ALL 9 Regions

Q16. Resident Choice for Allocation of \$100 to Various Parks and Recreation Categories

by percentage of respondents



Analysis of Parks



- **Assessed 29 Parks**

- **Regional Parks**

- ✦ Eagle Creek, Garfield, Grassy Creek, Riverside, Sahn, Southeastway, Southwestway

- **Community Parks**

- ✦ Brookside, Broad Ripple, Christian, Douglass, Ellenberger, Krannert, Northwestway, Perry, Rhodius, Thatcher, Washington, Watkins, Windsor Village

- **Neighborhood Parks**

- ✦ Dubarry, Glenns Valley, Gustafson, Haughville, Martin Luther King Jr.

- **Sports or Aquatic Facilities**

- ✦ Central Greens, Chuck Klein, Indy Island, O'Bannon

Analysis of Parks



Park Maintenance Standards

Consistent Maintenance of Facilities

Park Deficiencies Summary

- Lack of Consistent Maintenance Standards
 - Southeastway Park had High Standard of Maintenance
 - Brookside Park had Low Standard of Maintenance
- Need to keep up with aging infrastructure



Mowing . . . weeds, trimming, grass clippings, clumps, regular mowing

Eagle Creek, Grassy Creek, Riverside, Southeastway, Brookside, Douglass, Northwestway, Rhodius, Washington, Winsor Village, Haughville, Martin Luther King Jr., Central Greens



Tree Pruning and Removal removal of dead limbs or trees

Eagle Creek, Garfield, Grassy Creek, Riverside, Sahn, Brookside, Douglass, Krannert, Northwestway, Perry, Thatcher, Winsor Village, Dubarry, Martin Luther King Jr., Chuck Klein



Benches wood slats, rusting metal

Eagle Creek, Riverside, Sahn, Brookside, Douglass, Ellenberger, Krannert, Perry, Washington, Gustafson, Haughville, Martin Luther King Jr.



Walks and Trails cracked pavement, crushed stone, edging

Riverside, Sahn, Southwestway, Brookside, Broad Ripple, Ellenberger, Krannert, Rhodius, Thatcher, Washington, Watkins, Winsor Village, Dubarry, Gustafson, Martin Luther King Jr.



Mulch at Playgrounds weeds, mulch level

Eagle Creek, Sahn, Southwestway, Brookside, Northwestway, Rhodius, Washington, Watkins, Dubarry, Gustafson, Martin Luther King Jr.



Baseball/ Softball Fields backstops, infield weeds, seating

Garfield, Riverside, Christian, Douglass, Ellenberger, Krannert, Rhodius, Thatcher, Watkins, Haughville



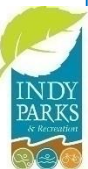
Football Fields goal posts, mowing, weeding

Grassy Creek, Riverside, Christian, Ellenberger, Thatcher, Watkins, Dubarry



Picnic Shelters paint peeling, tables, structure

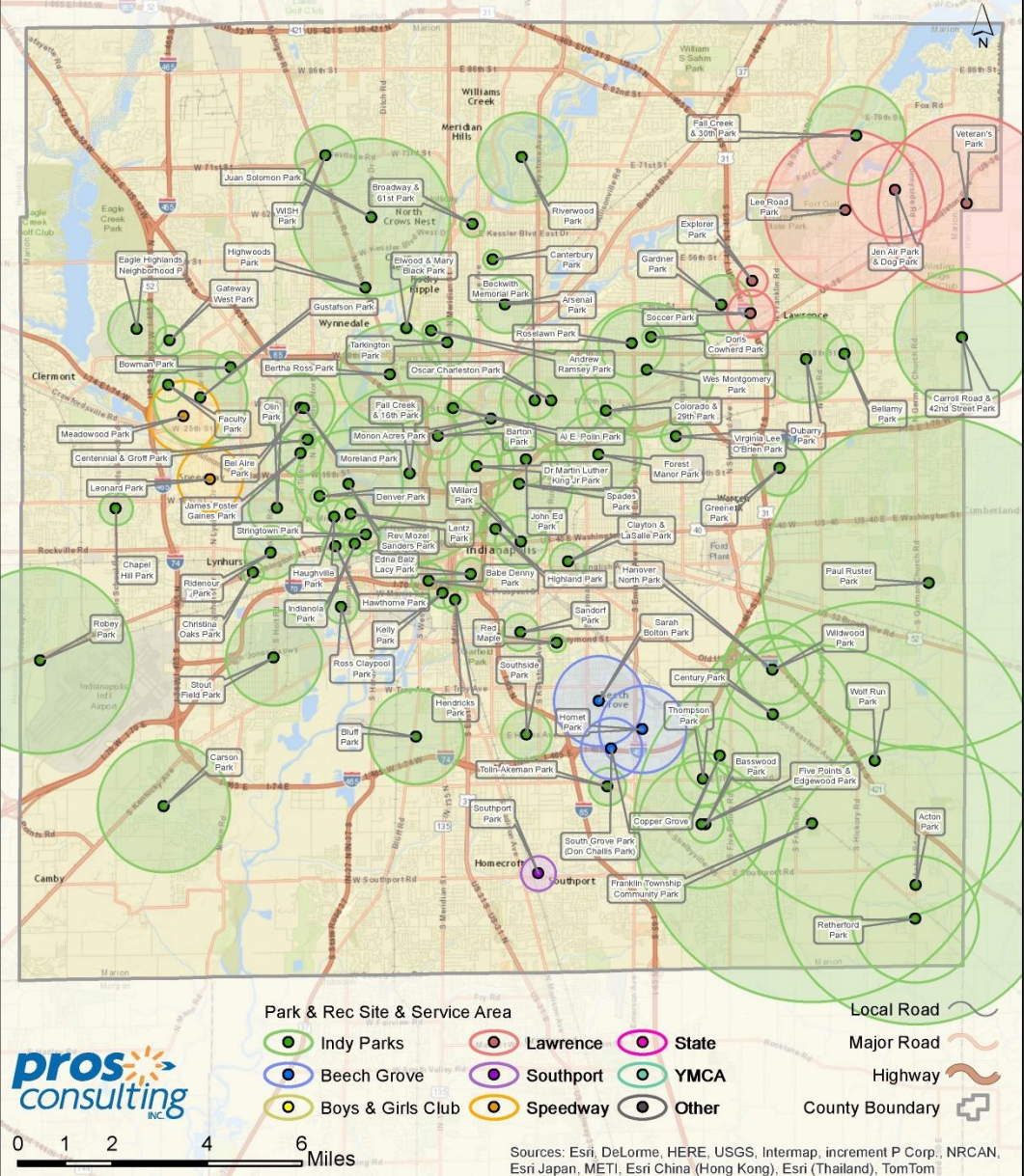
Eagle Creek, Garfield, Sahn, Brookside, Christian, Douglas, Kannert, Perry Dubarry, Chuck Klein



Neighborhood Parks

Neighborhood Parks
Recommended Standard of
1.75 Acres per 1,000 People

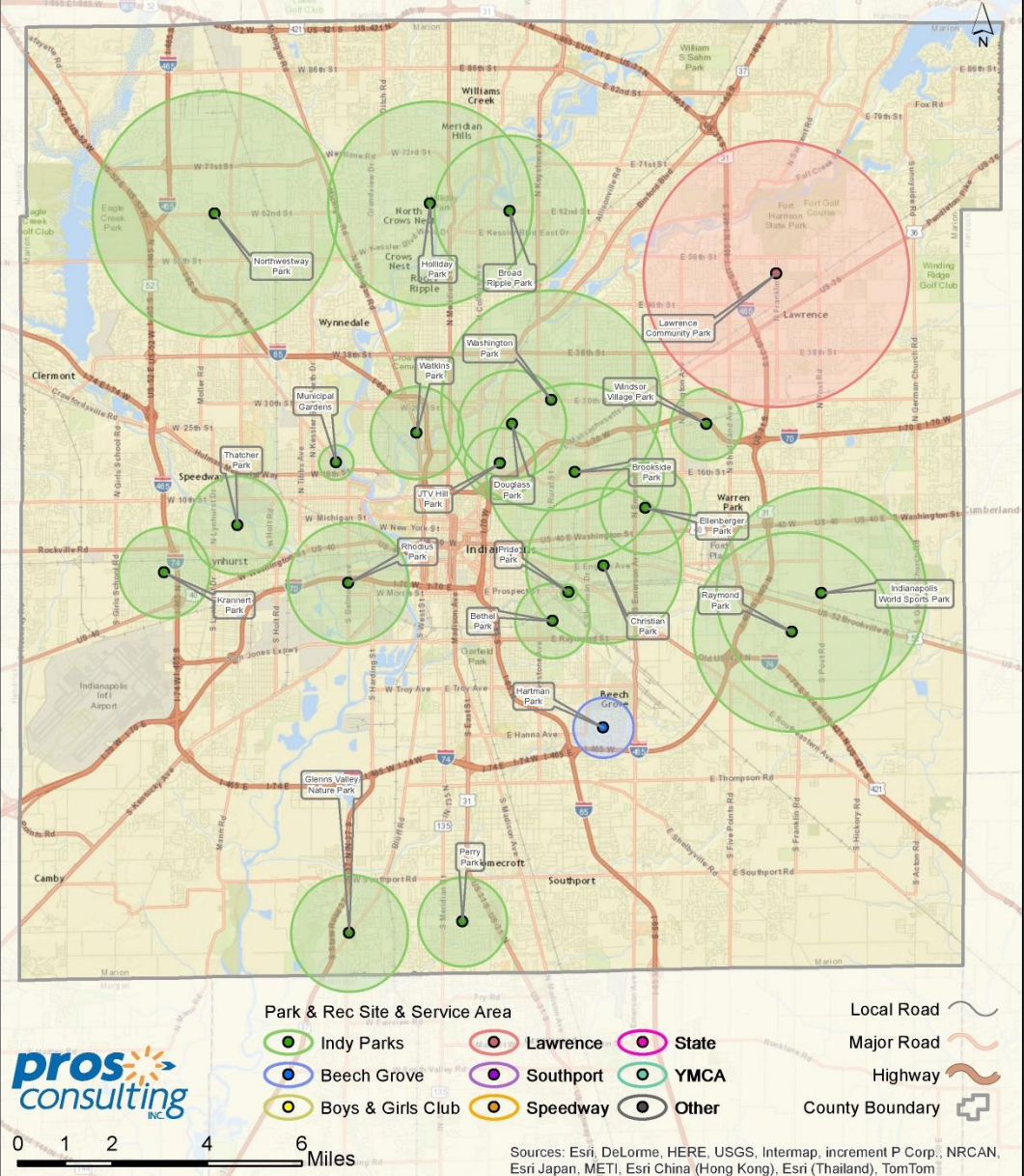
Marion County, Indiana
Parks and Recreation
Master Plan 2015



Community Parks

Community Parks
 Recommended Standard of
 2 Acres per 1,000 People

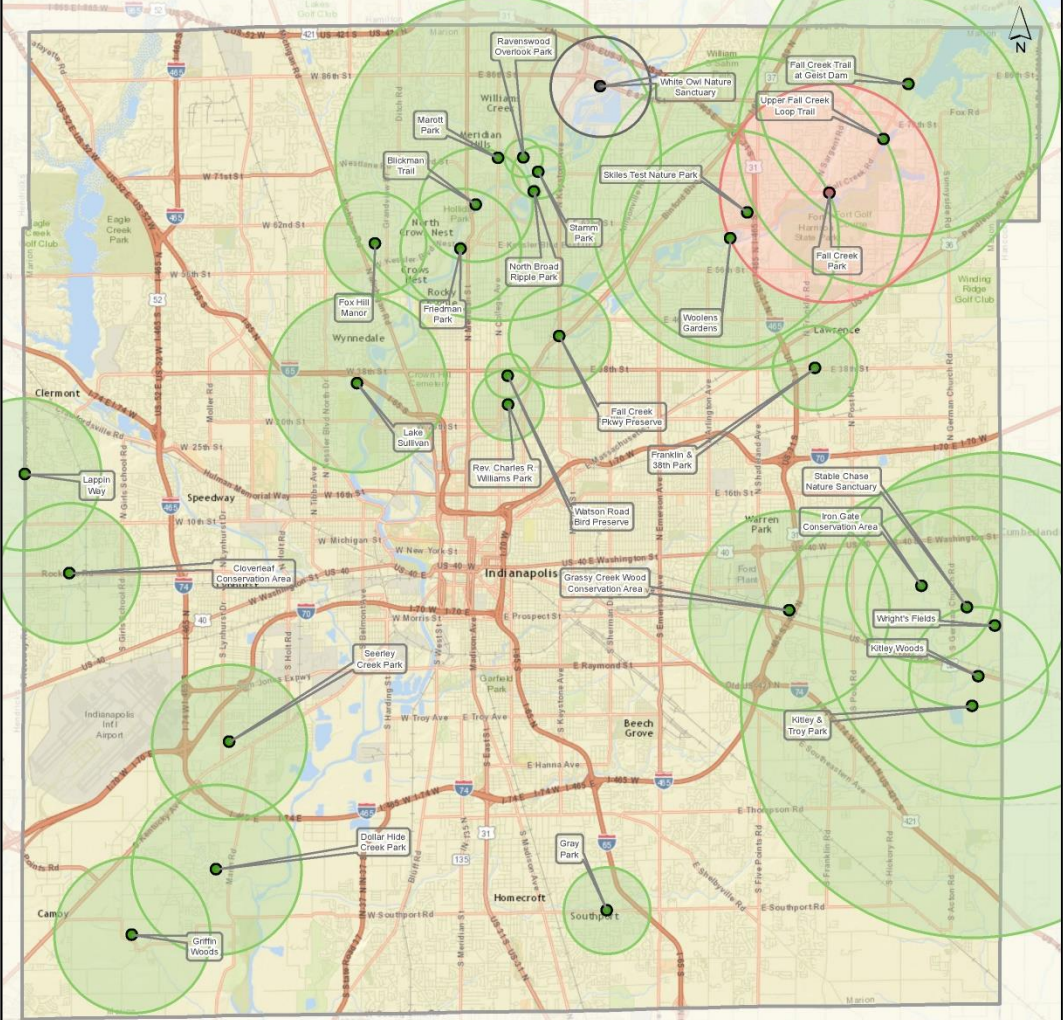
Marion County, Indiana
 Parks and Recreation
 Master Plan 2015



Natural Areas

Natural Resource Area
Recommended Standard of
1 Acre per 1,000 People

Marion County, Indiana
Parks and Recreation
Master Plan 2015



Park & Rec Site & Service Area

- Indy Parks
- Beech Grove
- Boys & Girls Club
- Lawrence
- Southport
- Speedway
- State
- YMCA
- Other

- Local Road
- Major Road
- Highway
- County Boundary

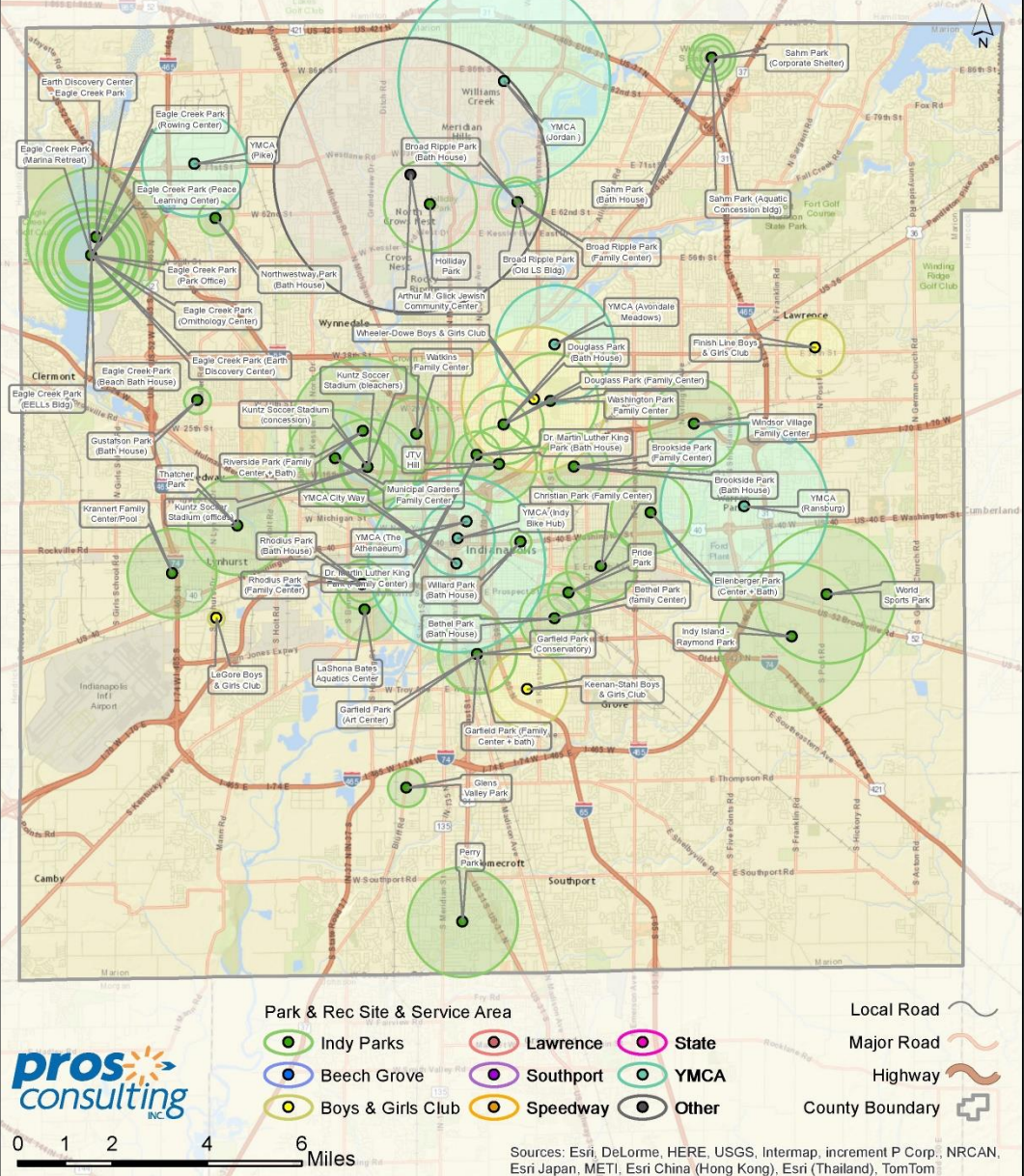


Sources: Esri, DeLorme, HERE, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom

Recreation/ Aquatic Centers

Recreation/Aquatic Centers (Square Feet)
Recommended Standard of
2 Square Feet per 1 Person

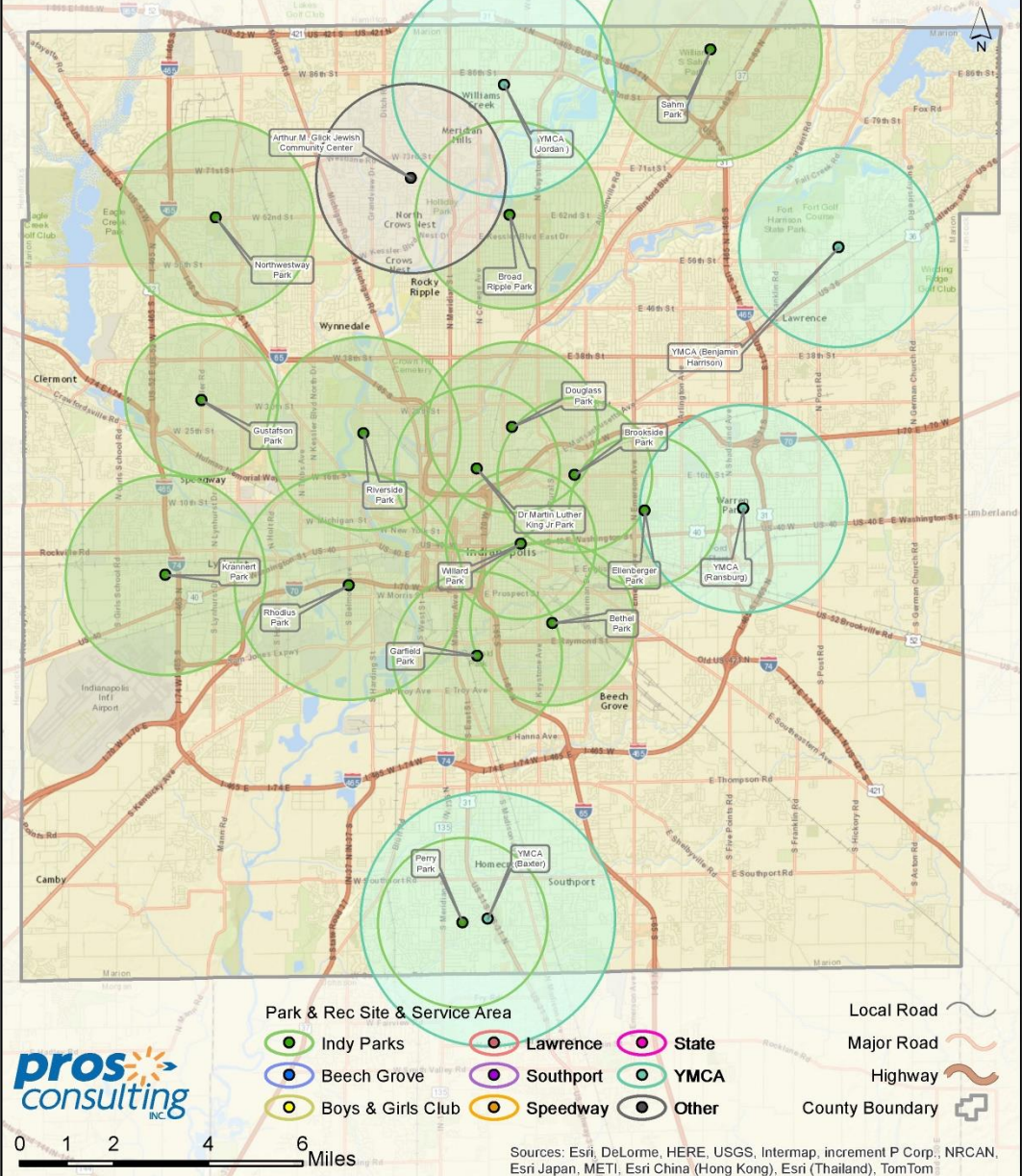
Marion County, Indiana
Parks and Recreation
Master Plan 2015



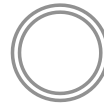
Outdoor Pools

Outdoor Pools
 Recommended Standard of
 1 Site per 40,000 People

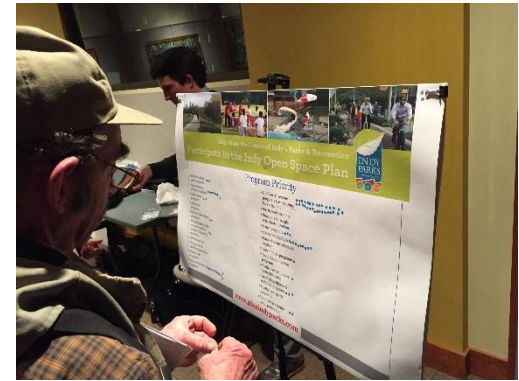
Marion County, Indiana
 Parks and Recreation
 Master Plan 2015



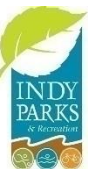
Prioritization of Demands & Opportunities



- **Unmet Needs**
 - Unmet desires for facilities / recreation programs.
 - Weighted value of 3.
- **Importance Ranking for Facilities & Programs**
 - Importance allocated to a facility or program by the community.
 - Weighted value of 3.
- **Consultant Evaluation Factor**
 - Derived from PROS' program and facility assessment based on survey results, demographics, trends and overall community input.
 - Weighted value of 4.



Facility / Amenity Priority Rankings	
	Overall Ranking
Walking trails	1
Small neighborhood parks	2
Indoor fitness and exercise facilities	3
Picnic areas/shelters	4
Natural areas	5
Indoor swimming pools/leisure pools	6
Indoor running/walking track	7
Large regional parks (i.e. Eagle Creek)	8
Large community signature parks	9
Outdoor swimming pools/water parks	10
Nature centers	11
Playground equipment	12
Outdoor fishing areas	13
Outdoor adventure parks	14
Off-leash dog park	15
Outdoor water spray parks	16
Outdoor basketball courts	17
Mountain bike trails	18
Youth baseball and softball fields	19
Golf courses	20
Indoor basketball/volleyball courts	21
Outdoor tennis courts	22
Indoor sports complex (baseball, soccer, etc)	23
Soccer fields	24
Multipurpose fields (cricket, lacrosse, football)	25
Adult baseball/softball fields	26
Skateboarding park	27
Pickleball courts	28



Program Priority Rankings	
	Overall Ranking
Adult fitness and wellness	1
Water fitness programs	2
Outdoor adventure programs	3
Youth Learn to Swim programs	4
Nature education programs	5
Senior programs	6
Trips (day trips and extended trips)	7
Adult sports	8
Adult art, dance, performing arts	9
Large special events	10
Martial arts or self defense	11
Youth sports	12
Youth summer camp programs	13
Youth/teen fitness and wellness	14
After school programs	15
Pre-school programs	16
Golf	17
Child care programs	18
Life skill classes	19
Youth art, dance, performing arts	20
Adaptive (special populations) programs	21
Teen dance	22

Facility / Amenity Priority	Rankings by Township									
	Overall Ranking	Center	Decatur	Franklin	Lawrence	Perry	Pike	Warren	Washington	Wayne
Walking trails	1	1	1	1	1	1	1	3	1	1
Small neighborhood parks	2	2	3	3	2	3	7	1	2	3
Indoor fitness and exercise facilities	3	3	6	6	13	14	2	5	3	5
Picnic areas/shelters	4	4	7	12	4	6	8	2	10	2
Natural areas	5	7	11	5	10	2	11	9	6	8
Indoor swimming pools/leisure pools	6	8	2	14	14	13	5	4	8	10
Indoor running/walking track	7	5	12	7	5	11	3	7	4	9
Large regional parks (i.e. Eagle Creek)	8	14	18	9	6	4	4	16	7	4
Large community signature parks	9	12	8	8	8	10	6	8	5	13
Outdoor swimming pools/water parks	10	10	5	4	11	7	9	6	18	11
Nature centers	11	6	10	11	3	9	12	12	11	7
Playground equipment	12	9	9	2	9	8	13	11	9	14
Outdoor fishing areas	13	13	4	15	15	12	19	14	21	6
Outdoor adventure parks	14	15	13	10	7	20	15	10	13	18
Off-leash dog park	15	19	14	16	16	15	10	13	19	12
Outdoor water spray parks	16	18	15	13	17	21	22	15	24	17
Outdoor basketball courts	17	11	20	20	21	19	20	20	12	15
Mountain bike trails	18	20	17	18	18	17	14	27	17	16
Youth baseball and softball fields	19	17	19	17	20	16	23	19	25	19
Golf courses	20	26	23	19	12	5	21	21	16	21
Indoor basketball/volleyball courts	21	21	16	21	24	22	18	17	23	20
Outdoor tennis courts	22	25	21	22	19	18	16	25	20	22
Indoor sports complex (baseball, soccer, etc)	23	22	26	25	22	26	17	24	14	25
Soccer fields	24	24	25	23	25	25	24	18	15	23
Multipurpose fields (cricket, lacrosse, football)	25	16	27	27	23	23	25	23	27	26
Adult baseball/softball fields	26	23	22	24	26	24	26	28	26	27
Skateboarding park	27	27	24	28	28	28	27	22	28	24
Pickleball courts	28	28	28	26	27	27	27	26	22	28

Program Priority Rankings by Township

	Overall Ranking	Center	Decatur	Franklin	Lawrence	Perry	Pike	Warren	Washington	Wayne
Adult fitness and wellness	1	1	2	1	1	1	1	1	1	1
Water fitness programs	2	3	1	4	6	2	2	2	6	2
Outdoor adventure programs	3	7	6	5	3	3	4	7	7	10
Youth Learn to Swim programs	4	2	4	2	8	8	5	5	9	5
Nature education programs	5	5	9	3	9	5	3	4	4	3
Senior programs	6	6	3	8	5	6	6	3	2	8
Trips (day trips and extended trips)	7	13	5	15	2	4	7	6	11	4
Adult sports	8	14	7	6	7	12	11	9	10	7
Adult art, dance, performing arts	9	16	11	14	10	9	9	10	3	6
Large special events	10	18	16	9	11	7	12	15	8	12
Martial arts or self defense	11	15	10	20	16	10	10	8	5	9
Youth sports	12	8	8	10	13	11	8	19	15	14
Youth summer camp programs	13	9	13	12	15	15	13	14	20	16
Youth/teen fitness and wellness	14	12	14	11	14	17	16	13	14	13
After school programs	15	4	17	17	12	19	15	12	22	17
Pre-school programs	16	11	12	7	19	14	17	16	17	15
Golf	17	20	18	18	4	13	14	22	12	21
Child care programs	18	10	19	19	17	16	19	18	21	19
Life skill classes	19	19	21	13	21	18	22	11	13	11
Youth art, dance, performing arts	20	17	15	16	20	20	21	17	18	18
Adaptive (special populations) programs	21	22	20	22	18	21	20	21	16	22
Teen dance	22	21	22	21	22	22	18	20	19	20

Organizational Alignment

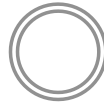
Goal:

“Bring back together the department as a park and recreation agency where the department can control its maintenance quality.”



IPL Day in the Parks

Organizational Alignment



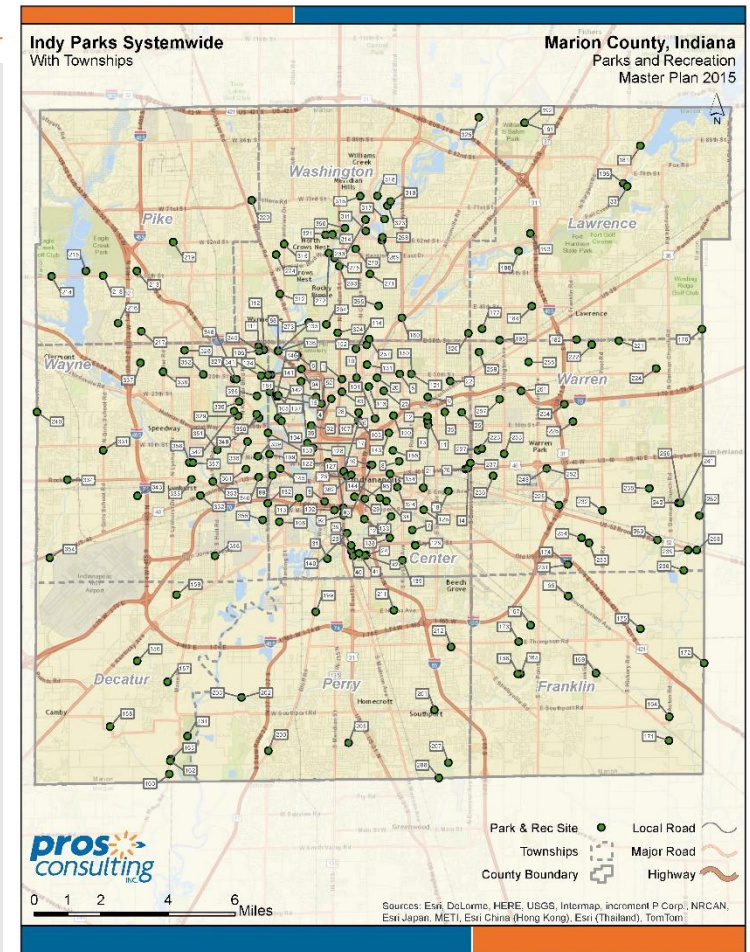
- **Considerations:**

- Become a “Top 10” best practice agency through demonstrated management practices
- Seek support for a dedicated funding source
- Improve maintenance standards and communicate them to maintenance staff and why they are important

Parkland

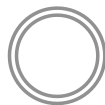
Goal:

“Ensure adequate parkland to accommodate future growth and underserved township county areas by meeting recommended levels of service standards.”



Indy Parks Map

Parkland



- **Considerations:**

- Park dedication/impact ordinance for dedicated park funding
- Complete the Greenways Plan by 2030 with a goal of 18 miles/year completed
- Neighborhood parks enhancements to support revitalization and livability
- Create 10 signature parks in the city and improve 10 neighborhood parks annually through multiple funding sources
- Seek a balance of developed (70%) and undeveloped (30%) park land in the system

Fiscal Sustainability

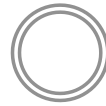
Goal:

“Allow Indy Parks to operate as a municipal corporation with a dedicated funding source much like the library system operates so that it can support the needs of all residents for parks, facilities and programs.”



2014 Summer Servings

Fiscal Sustainability



- **Considerations:**

- Seek to become 50% self-supporting with cost recovery goals for each core program area and recreation facility
 - ✦ Enhance “friends” and volunteer groups and recreation facilities/parks programs
- Establish a Business Development office (grants, alliances, partnerships, and sponsorships) and create more earned income
- All partnership agreements ensure that the goals are mutual with measurable outcomes
- Similar to Indianapolis Zoo, establish Eagle Creek Park as an Enterprise Fund or Conservancy
- Greater collaboration with Indianapolis Parks Foundation to support capital improvements and marketing needs of the Department

Recreation Programming

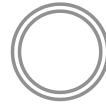


Indy Island Aquatic Center

Goal:

“Strive to meet the unmet needs for recreation programs and services through the development of outstanding programs and events that makes living in Indianapolis a desirable place to be.”

Recreation Programming



- **Considerations:**

- Recreation center business plans for each regional service area
- Expand or build 35,000 – 50,000 sf new recreation centers in underserved service areas
 - ✦ Expand hours of operation at recreation facilities
- Incorporate new core programs for active adults 55+ and older, adults sports, fitness and wellness and special events
- Promote interpretation and education of historic, cultural, and natural resources in parks
- Partner with Visit Indy to provide authentic user experiences that residents and visitors would support and pay for

Economic Development

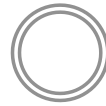


The Monon Trail

Goal:

“Develop the entire park system as an economic tool through strong parks, outstanding facilities and programs that make living in the city the city of choice.”

Economic Development



- **Considerations:**

- Tie the Parks system to Plan 2020, Visit Indy Plan, and IMPD Public Safety Plan
- Track and communicate the economic value (housing and commercial) of parks and trails
- Tie parks, recreation facilities, and programs to health and wellness and public safety
- Partner with Indiana Sports Corp for future sports facility development to target sports tourism
- Trailside development (parks and amenities) to lift the property values and create an enhanced park experience using redevelopment monies

Marketing



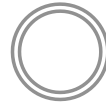
Goal:

“Improve marketing and communications that will enhance the systems visibility and awareness to drive more use and revenue to the system.”



Holliday Park

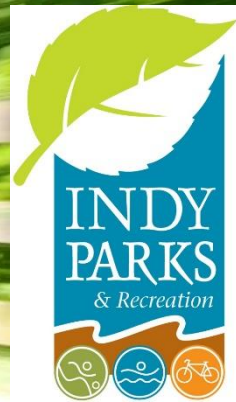
Marketing



- **Considerations:**

- Develop a marketing and branding plan for the system
- Update existing website to a responsive design site and build a mobile app
- Dedicate increased resources for marketing and communications staff – best practices 3% - 4% of operational value nationwide
- Incorporate technology, analytics and data-based decision making into marketing practices
- Customize facilities and park-related programs to the demographics of the people served

Feedback / Questions?



UPDATE OF THE INDIANAPOLIS-MARION COUNTY PARK, RECREATION, AND OPEN SPACE PLAN