



Developing equitable & transparent investment action plan for  
Louisville Metro Area Parks System

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**Parks & Sustainability Committee**    **October 20, 2022**

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LOUISVILLE  
PARKS  
AND RECREATION



# MISSION

**Parks For All** will collect new data, listen to new voices, share new information, and create a roadmap for equitable and transparent investment in our public parks.

# LOCAL PROJECT TEAM

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## Local Team Leading and Guiding Project

- Abdi Farhan, Somali Community of Louisville
- Jecorey Arthur, Metro Councilman
- Deborah Bilitski, Waterfront Park
- Margaret Brosko, Louisville Parks & Rec
- Freddie Brown, YMCA
- BJ Bunton, JCPS
- Emilie Dyer, Americana Community Center
- Cindi Fowler, Metro Councilwoman
- Layla George, Olmsted Parks Conservancy
- Steve Haag, Louisville Metro Council
- Mark Hohmann, Goodwill Industries of KY
- Amos Izerimana, Louisville Metro
- Scott Kiefer, Parks Alliance of Louisville
- Michael Meeks, Louisville Metro
- Harrison Kirby, Greater Louisville Project
- Brooke Pardue, Parks Alliance of Louisville
- Lynn Rippy, Wilderness Louisville/Youth Build
- Ricky Santiago, Louisville Metro
- Dr. Ted Smith, Envirome Institute/UofL
- Cindi Sullivan, TreesLouisville

# THE PARKS FOR ALL APPROACH

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## PARKS + REC SITES

### *What We've Got*

Proximity + Access  
Recreation Value  
Conditions + Needs



## COMMUNITY CONTEXT

### *Who We Are*

The People  
Built Environment  
Health Implications

## PUBLIC INPUT

### *What We Want*

The public's priorities for investment

DEEP DIVE INTO DATA

# PARKS + REC SITES

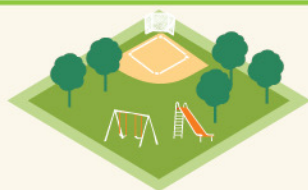


# ARE IN THE LOUISVILLE PARKS AND REC SYSTEM

**6,048 acres** in parks, parkways, and greenways  
plus **6,596 acres** within Jefferson Memorial Forest



**81** NEIGHBORHOOD  
PARKS



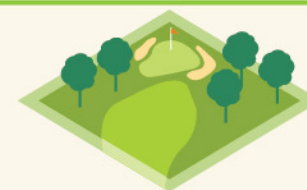
**29** COMMUNITY  
PARKS



**14** COMMUNITY  
CENTERS



**10** MAJOR URBAN  
PARKS



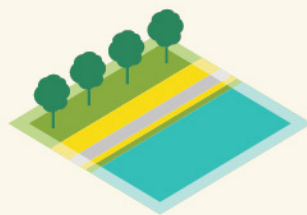
**10** GOLF  
COURSES



**6** PARKWAYS



**4** GREENWAYS



**3** OUTDOOR  
POOLS



**2** HISTORIC  
HOMES



**1** REGIONAL PARK  
JEFFERSON MEMORIAL  
FOREST



**1** AQUATIC  
CENTER

# HOW LOUISVILLE COMPARES

The Metro Area has **invested significantly less in its public park system** for decades.

## According to a comparison with 17 comparably-sized peer cities

(using data from the Trust for Public Land (TPL)):

- **Public spending** on Lou Parks & Rec is **37%** of the peer-city average (\$40 vs \$107 per resident)
- **Total spending** (public and private) is **36%** of the peer-city average (\$43 vs \$118 per resident)
- **Full time staffing** at Lou Parks & Rec is **58%** of the peer-city average (280 vs 480); total staffing (full time and part time) is **53%** (383 vs 720)
- Lou Parks & Rec's **operating budget** is **48%** of the peer-city average (\$24.6M vs \$50.8M)
- Louisville's **5-year average capital spending** on parks is **41%** of the peer-city average (\$36.4M vs \$66.4M)
- The **5-year average total spending** (operations & capital) is **45%** of the peer-city average (\$30.6M vs \$68M)

And yet, **Louisville's park system is significantly larger**, with more acres and assets per person.

This means **Louisville spends less on parks but has more to maintain**, even excluding Jefferson Memorial Forest.

## According to the National Recreation & Parks Association (NRPA):

- Louisville has **13% more public parkland** per 1,000 residents than the average of all park & rec agencies in the US
- **Spending per acre** in Louisville is **47%** (\$1,949 vs \$4,169) compared to all park systems in the US

## TPL Benchmarks

18 US Cities with Populations  
600,000–999,000

Albuquerque, NM

Austin, TX

Baltimore, MD

Boston, MA

Columbus, OH

Denver, CO

Detroit, MI

El Paso, TX

Fort Worth, TX

Jacksonville, FL

Las Vegas, NV

**Louisville, KY**

Memphis, TN

Nashville/Davidson, TN

Oklahoma City, OK

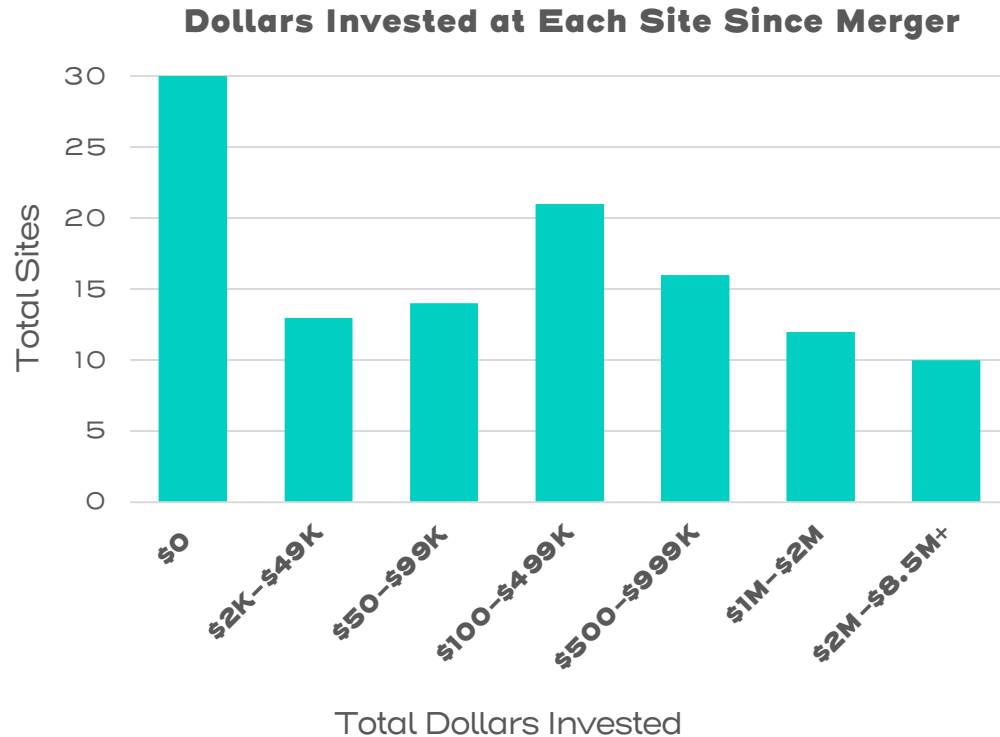
Portland, OR

San Francisco, CA

Washington, DC

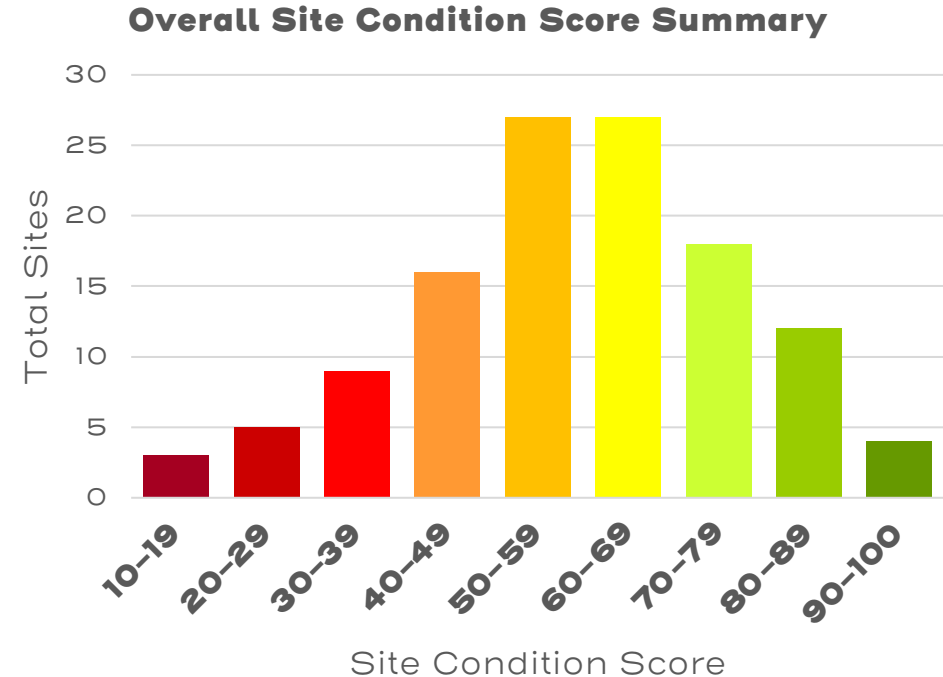
# OVER TIME, LACK OF RESOURCES TAKES A TOLL...

30 sites have received \$0 capital or rehab dollars since merger, resulting in varied conditions across the park system.



## Capital funding over the past 20 years:

- **26%** of parks received **\$0**
- **50%** of parks received less than **\$100K**
- **67%** of parks received less than **\$500K**



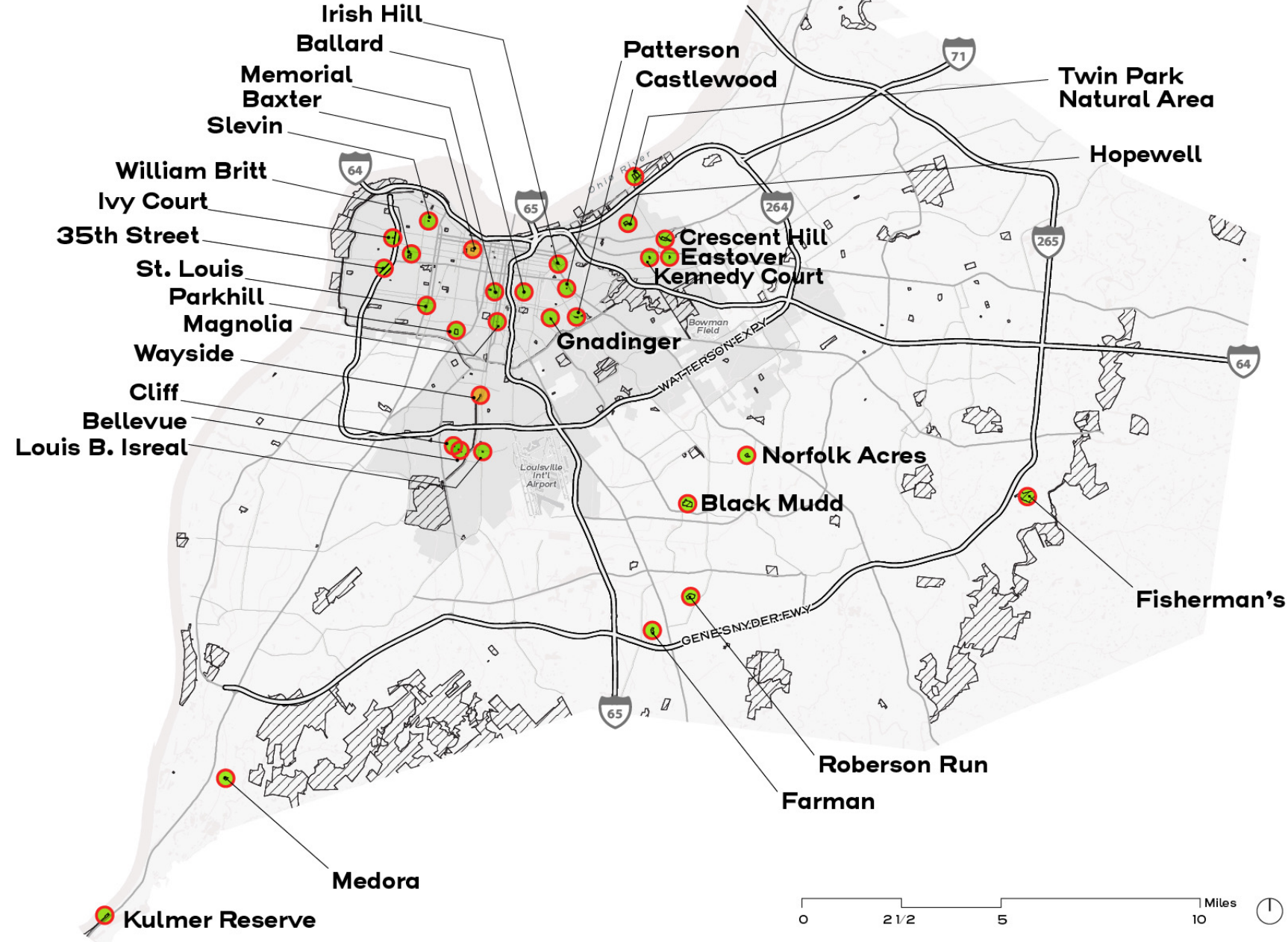
## Park Condition Scoring:

- **27%** (33) score **"F"** (<50)
- **72%** (87) score **"D-F"** (<70)

# SITES WITH NO CAPITAL IMPROVEMENT ALLOCATIONS FROM METRO BUDGET, METRO COUNCIL OR PHILANTHROPIC PARTNERS

FY04-FY23

LOUISVILLE METRO GOVERNMENT, PARKS ALLIANCE, OLMSTED PARKS CONSERVANCY, INTERFACE STUDIO



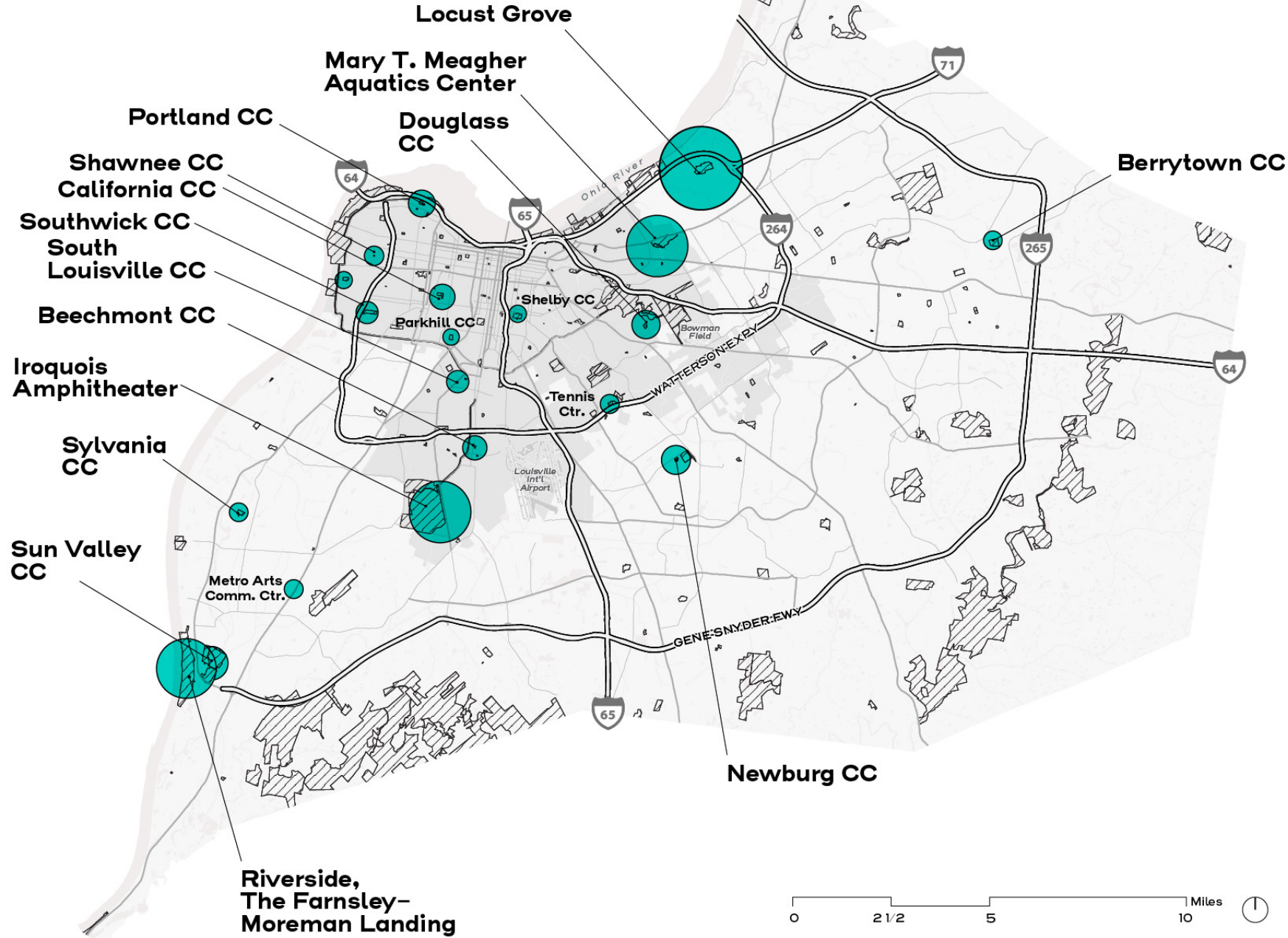
- Olmsted Parks
- Non-Olmsted Parks managed by Louisville Parks and Recreation
- Parks managed by Louisville Parks and Recreation that have received no capital allocations

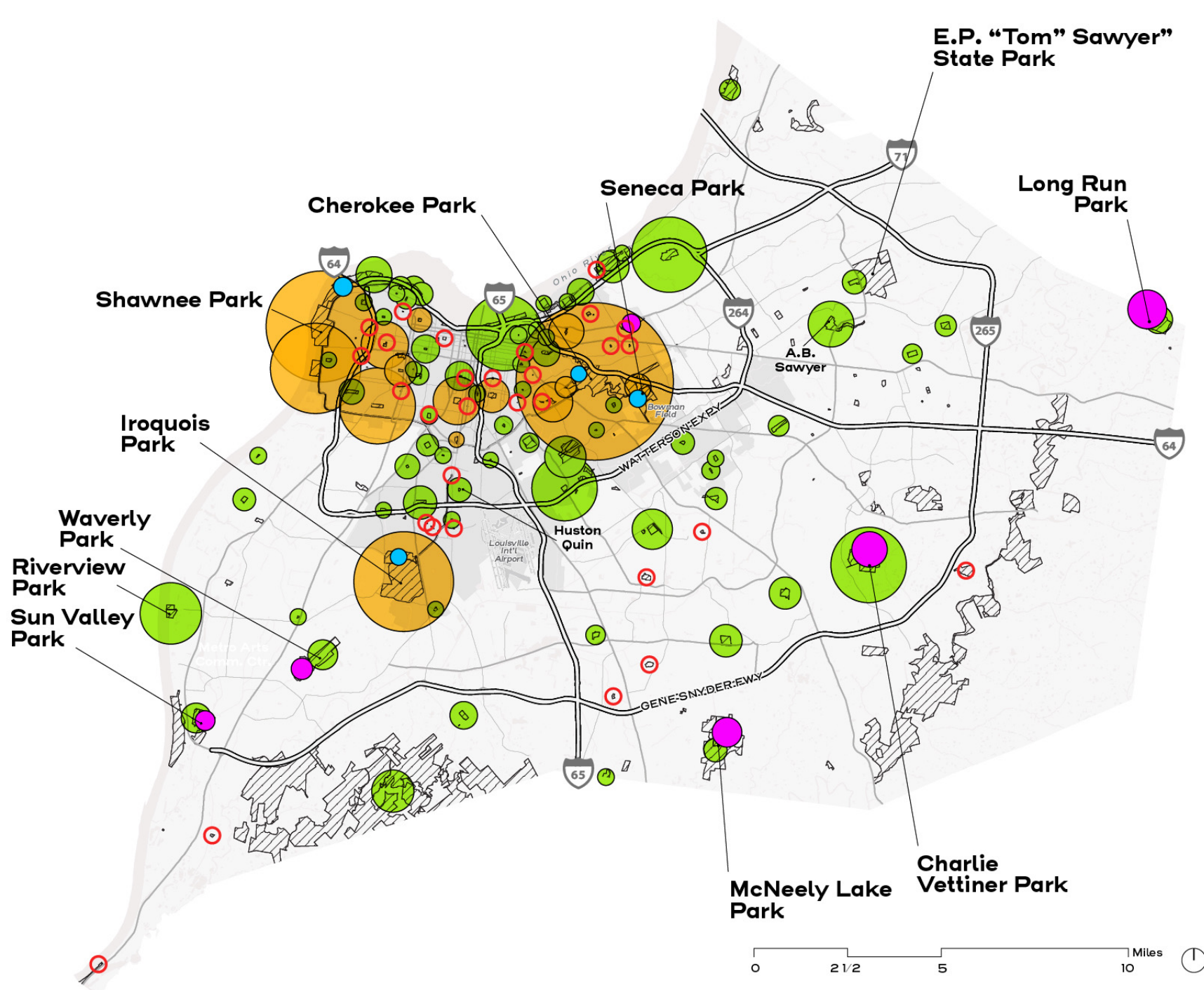


# CAPITAL IMPROVEMENT ALLOCATIONS FROM METRO BUDGET, METRO COUNCIL'S NDF & CIF FUNDS & PHILANTHROPIC PARTNERS FOR FACILITIES

FY04-FY23

LOUISVILLE METRO GOVERNMENT, PARKS ALLIANCE,  
INTERFACE STUDIO





# CAPITAL IMPROVEMENT ALLOCATIONS FROM METRO BUDGET, METRO COUNCIL'S NDF & CIF FUNDS & PHILANTHROPIC PARTNERS

FY04-FY23

LOUISVILLE METRO GOVERNMENT, PARKS ALLIANCE, OLMSTED PARKS CONSERVANCY, INTERFACE STUDIO

○ <\$100,000

○ \$500,000

○ \$5,000,000

○ Olmsted Parks

○ Olmsted Golf Courses

○ Non-Olmsted Parks managed by Louisville Parks and Recreation

○ Non-Olmsted Golf Courses managed by Louisville Parks and Recreation

○ Parks managed by Louisville Parks and Recreation that have received no capital allocations

## Capital funding over the past 20 years:

- **\$108.8M** TOTAL
- **61%** Metro Gov Capital Budgets
- **19%** Philanthropic Partners
- **13%** Other Public Sources (Fed, State, MSD)
- **6%** Metro Council allocations (CIF, NDF)
- **1%** Other

LEARNING ABOUT LOUISVILLE METRO'S

# COMMUNITY CONTEXT

UNDERSTANDING DIVERSITY & DISCREPANCIES  
ACROSS THE METRO AREA

# Datasets informing **EQUITABLE INVESTMENT STRATEGY**

## POPULATION DENSITY

### Residents/Sq Mi

**Population density**  
for all locations  
in the Metro Area

(ESRI 2021)

## HISTORICAL INEQUITY

### Race & Ethnicity

Density of residents who  
identify as a **racial or  
ethnic minority**

(ESRI 2021)

## ENVIRONMENTAL JUSTICE

### Air Quality/Pollution

The Environmental  
Protection Agency's  
**Air Toxics Respiratory  
Hazard Index**

(EPA 2019)

## HEALTH & WELLNESS

### Crime

Density of  
**UCR Part I crime reports**  
(serious violent and  
property crime)

(LMPD 2020)

### Poverty

Density of families  
who are  
**living below the  
poverty line**

(ESRI 2021)

### Heat Risk

**Difference from the  
Metrowide average  
summer temperature** for  
all locations in the Metro

(TPL 2021)

### Poor Physical Health

Self-reported **chronic  
physical health issues**,  
including diabetes,  
obesity, and heart disease

((CDC BRFSS 2019)

### Foreign Born

Density of residents  
who were  
**born outside the  
United State**

(US Census ACS 2020)

### Proximity to Green

**Normalized Difference  
Vegetation Index (NDVI)**  
indicating "greenness" for  
all locations in the Metro

(ESRI 2020)

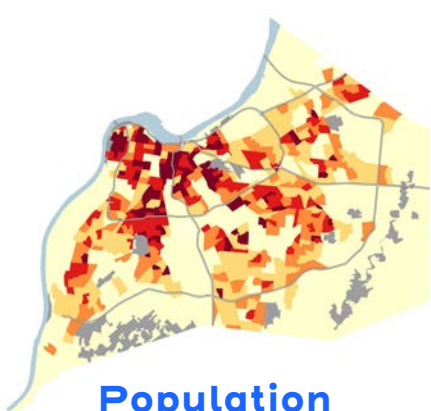
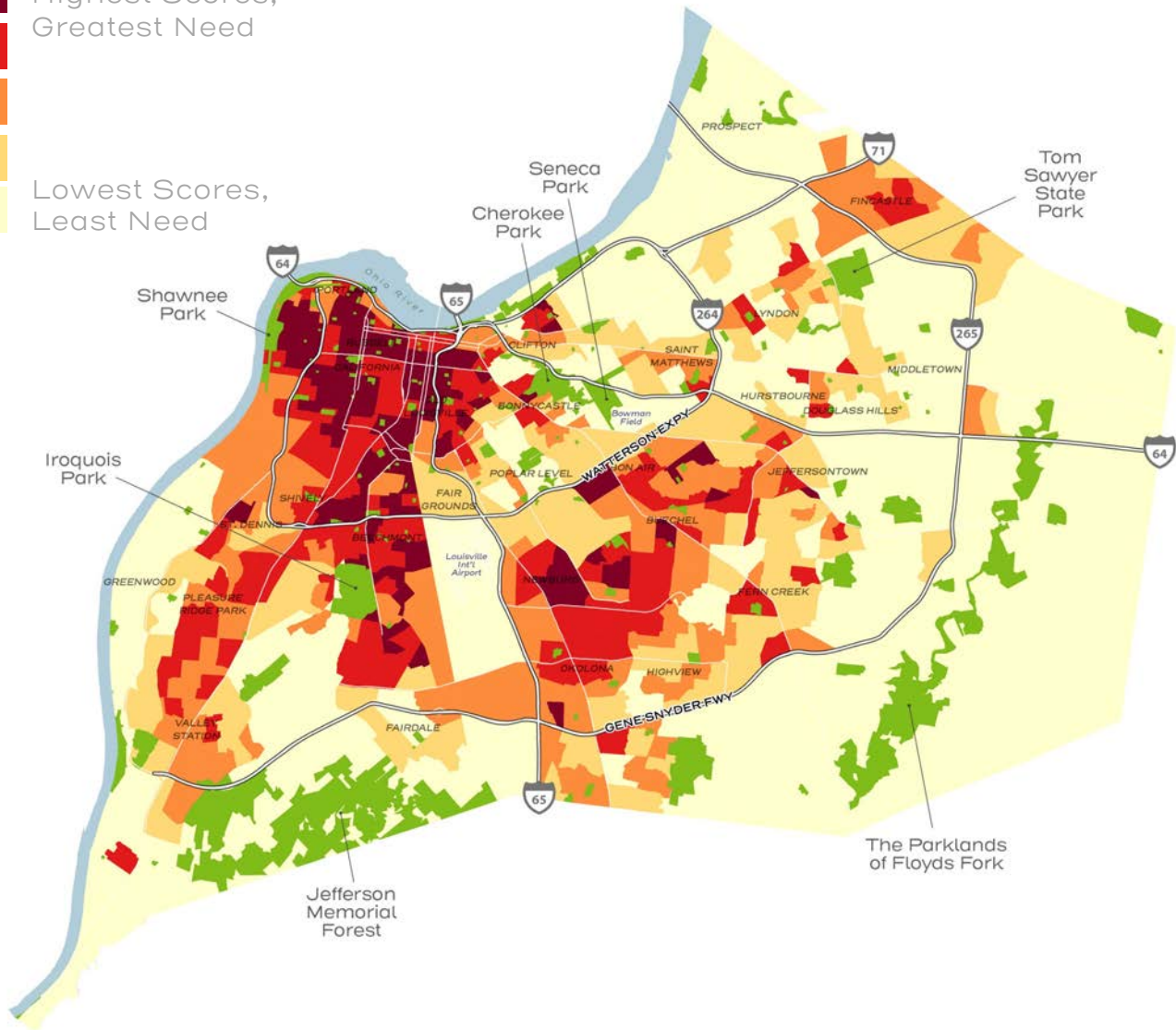
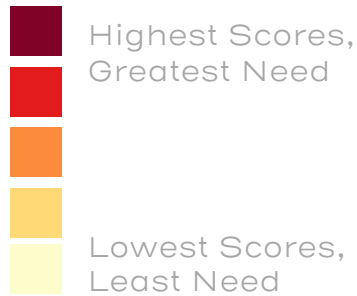
### Poor Mental Health

Self-reported  
**poor mental health**  
for more than 14 days in  
the past month

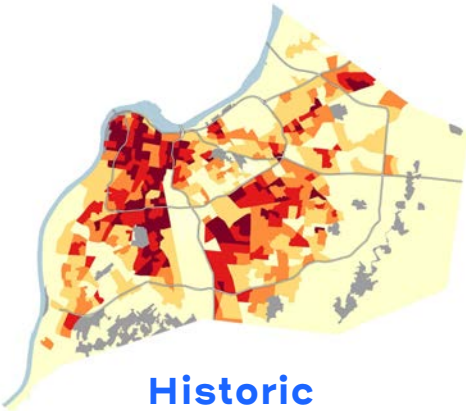
(CDC BRFSS 2019)

Combined, these datasets create a **COMMUNITY NEED SCORE**, identifying areas where investments in parks can make the greatest impact.

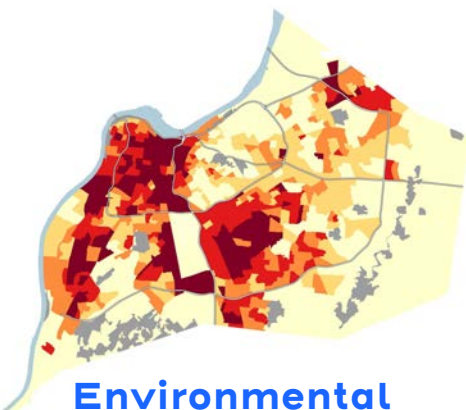
**Legend**



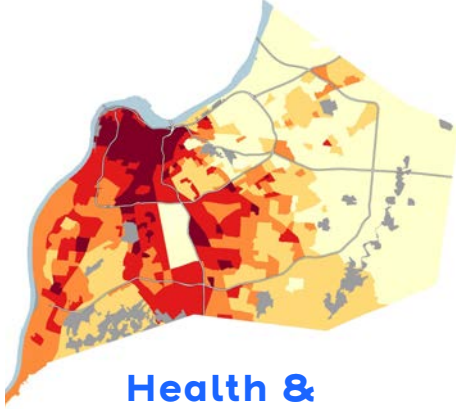
**Population  
Density**



**Historic  
Inequities**



**Environmental  
Injustices**



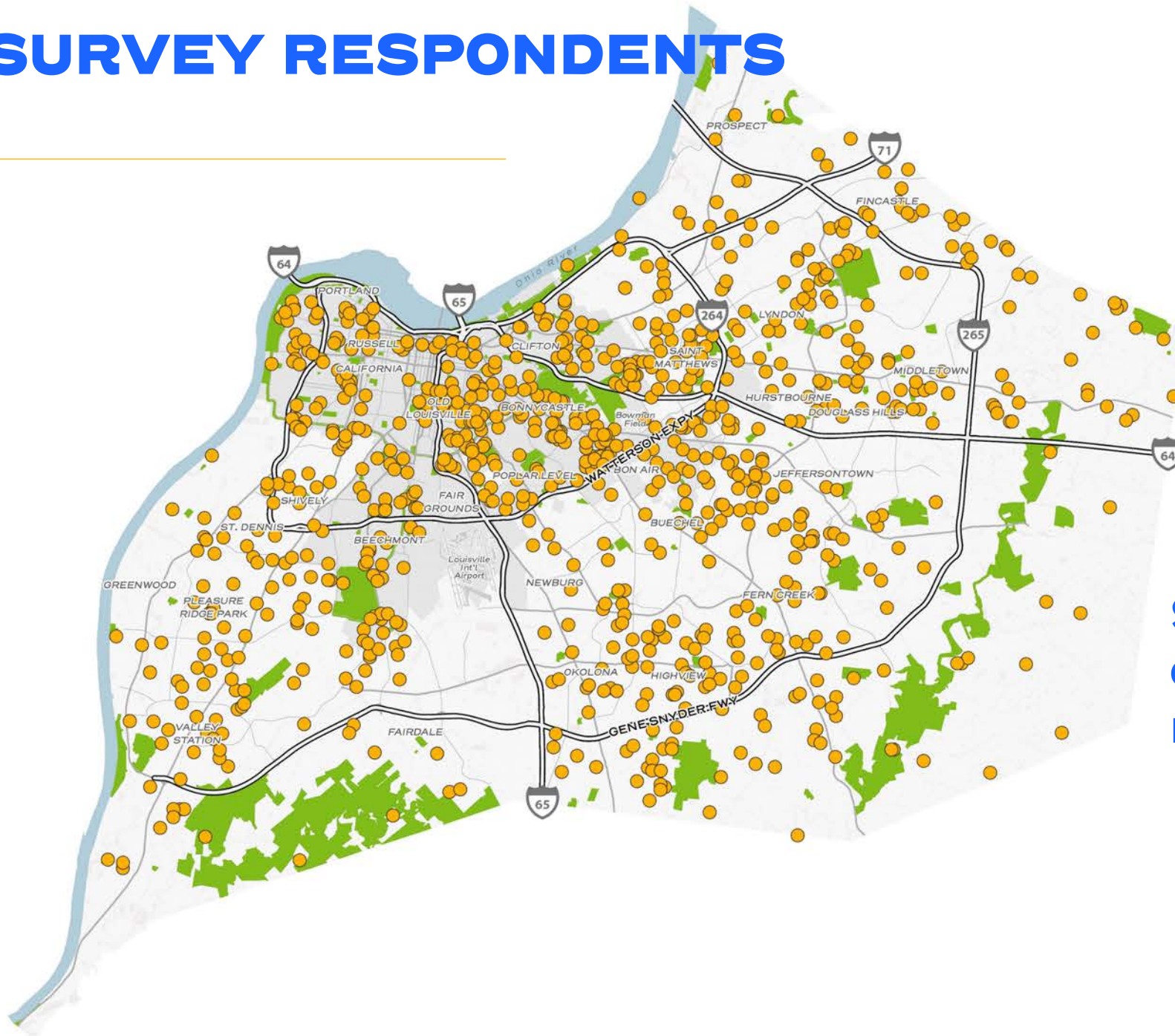
**Health &  
Wellness**

# A CLOSER LOOK



AT THE  
**COMMUNITY  
SURVEY DATA**

# SURVEY RESPONDENTS



900+ surveys received  
on statistically-valid  
mail-in survey

## LOCATIONS OF COMPLETED PARK SURVEYS

ETC INSTITUTE

-  Publicly Accessible Parks
-  Location of completed survey to the nearest U.S. Census block

## 1) West Louisville

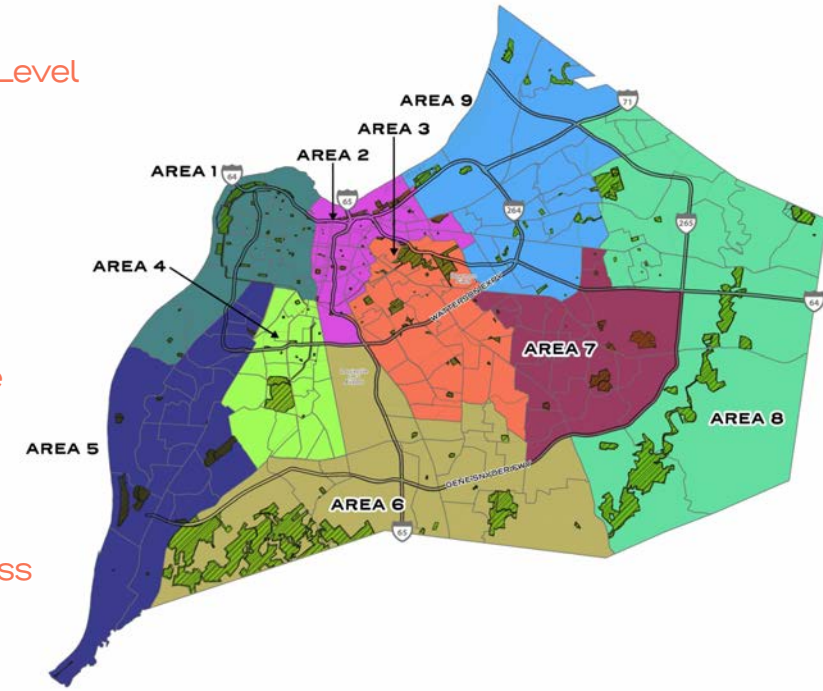
- California
- Chickasaw
- Park DuValle
- Park Hill – Algonquin
- Parkland
- Portland
- Rubbertown
- Russell
- Shawnee

## 2) Downtown & surrounding

- Central Business District
- Clifton Heights–Zorn
- Clifton–Irish Hill
- Crescent Hill
- Germantown Paristown
- Highlands
- Merriwether–St. Joe–Fairgrounds
- Old Louisville–Limerick
- Phoenix Hill–Butchertown
- Schnitzelburg
- Shelby Park
- Smoketown
- SoBro
- University

## 3) East Central

- Audubon–Poplar Level
- Bashford Manor
- Belknap
- Bon Air
- Bonnycastle
- Buechel
- Camp Taylor
- Cherokee Seneca
- Cherokee Triangle
- Deer Park
- Hawthorne
- Hayfield Dundee–Gardiner Lane
- Highlands Douglass
- Newburg
- Strathmore
- Tyler Park



## 4) South Central

- Auburndale
- Beechmont
- Cloverleaf
- Hazelwood
- Iroquois
- Jacobs
- Kenwood Hill
- Oakdale
- South Louisville
- Southland Park
- Southside
- Taylor Berry
- Wilder Park

## 5) South West

- Pleasure Ridge Park
- Riverport
- St. Andrews
- Shively
- Southwest Dixie
- Valley Station

## 6) Airport/South

- Airport
- Blue Lick
- Edgewood
- Fairdale
- Highview
- McNeeley Lake
- Okolona

## 7) South East Central

- Avondale Melbourne Heights
- Fern Creek
- J–Town
- Klondike
- Six Mile

## 8) South East

- Chamberlain–Ford
- Eastwood–Long Run
- Fisherville
- Lake Forest
- Middletown–Anchorage

## 9) North East

- Glenview–Prospect
- Goose Creek
- Hikes Point
- Indian Hills
- Lyndon
- Oxmoor
- St. Matthews
- Wolf Pen Branch–Norton Commons

# PARKS ARE PART OF PEOPLE’S LIVES.

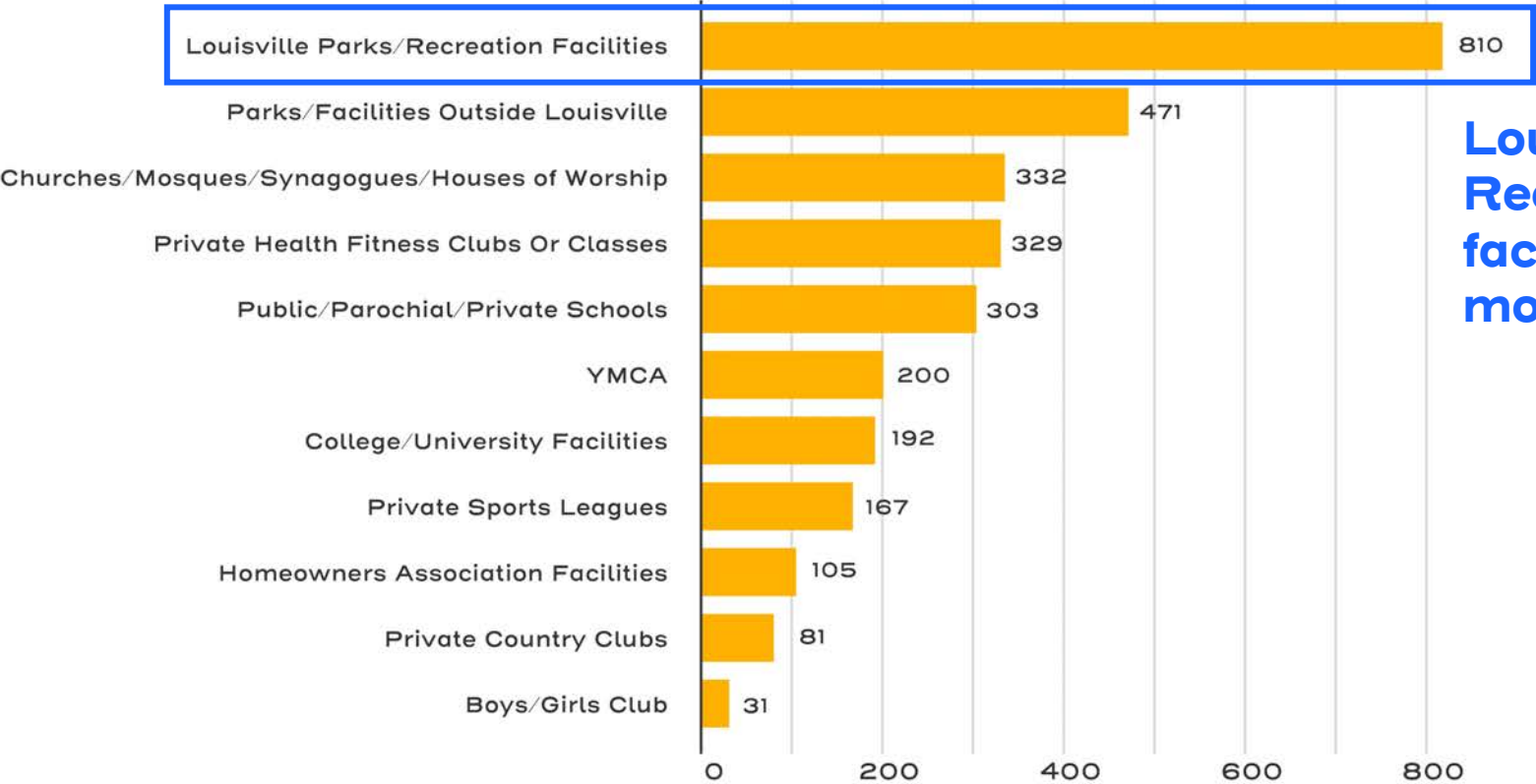
95%

of households  
have visited parks  
in Louisville  
within the last  
year.

METRO

**Q2. Think about any indoor and/or outdoor recreation that you and members of your household engage in. Which of the following do you and members of your household use for indoor and/or outdoor recreation?**

by number of households (multiple choices could be selected)



Lou Parks & Recreation facilities are the most visited.

SOURCE: Public Survey by ETC Institute

# PARKS MATTER TO PEOPLE.

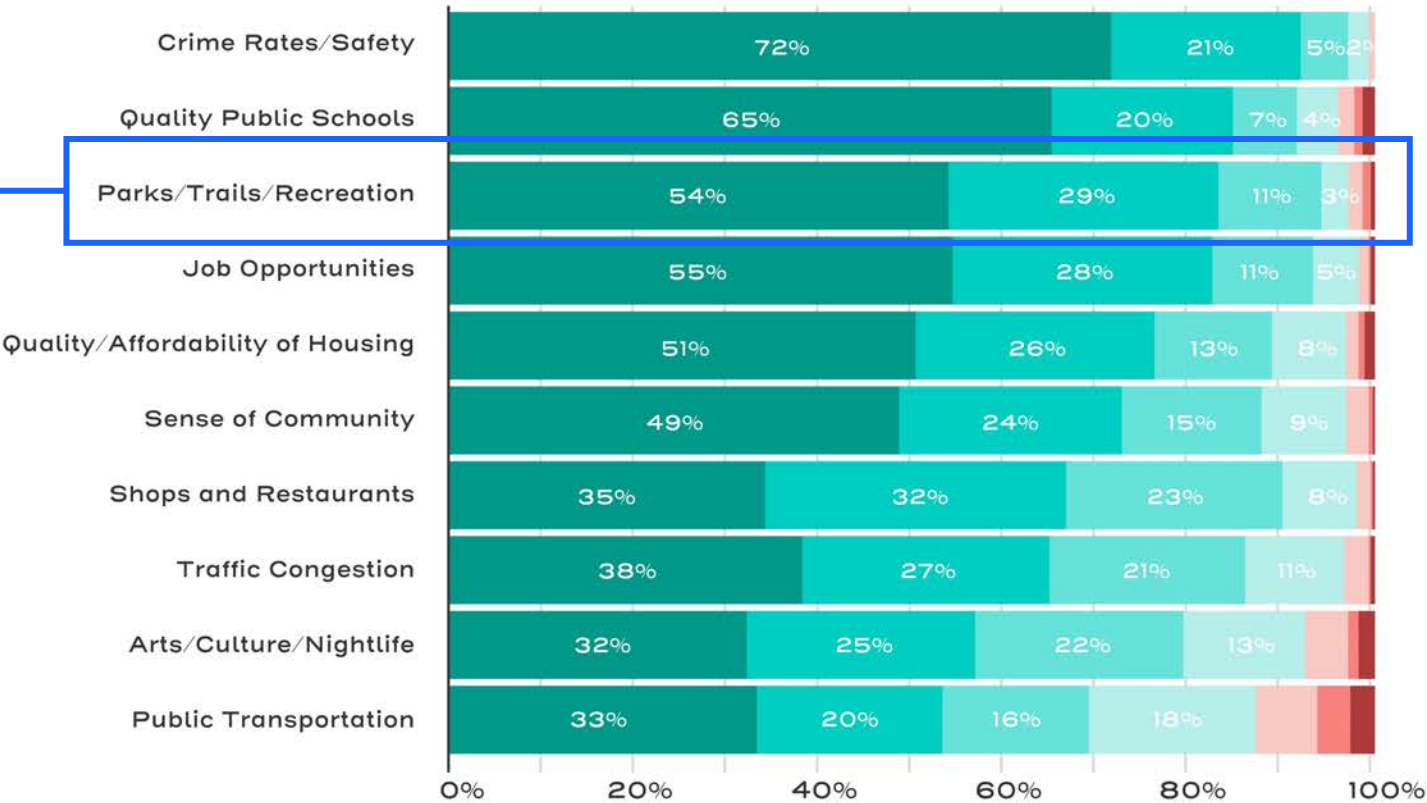
Parks, trails & recreation are among the **top three** factors that make a neighborhood a great place to live.

METRO

**Q1. When you think about what makes a community a “great place to live,” how important are each of the following things?**

by percentage of households using a 7-point scale,  
where 7 means extremely important and 1 means not at all important

EXTREMELY IMPORTANT / 6 / 5 / SOMEWHAT IMPORTANT / 3 / 2 / NOT IMPORTANT AT ALL



SOURCE: Public Survey by ETC Institute

## Maintenance Priorities

(Importance  
Most Important

vs.

Satisfaction)

Satisfaction

| RANK            | VERY HIGH PRIORITY                      | %     | RANK | %     | RANK |
|-----------------|-----------------------------------------|-------|------|-------|------|
| 1               | Restroom Maintenance                    | 41.3% | 1    | 23.4% | 19   |
| 2               | Graffiti Removal/Vandalism Repair       | 31.8% | 4    | 32.4% | 16   |
| 3               | Path/Sidewalk (paved) Maintenance       | 39.7% | 2    | 46.3% | 8    |
| HIGH PRIORITY   |                                         |       |      |       |      |
| 4               | Mowing                                  | 36.3% | 3    | 48.5% | 6    |
| 5               | Waste Pickup                            | 30.0% | 5    | 44.9% | 9    |
| 6               | Landscape Care                          | 25.5% | 6    | 51.0% | 4    |
| 7               | Trail (non-paved) Maintenance           | 23.4% | 7    | 55.4% | 2    |
| 8               | Playground Safety & Maintenance         | 21.5% | 8    | 53.5% | 3    |
| MEDIUM PRIORITY |                                         |       |      |       |      |
| 9               | Pavilion/Picnic Area Maintenance        | 15.6% | 9    | 44.4% | 10   |
| 10              | Tree Care                               | 12.7% | 11   | 38.0% | 14   |
| 11              | Dog Park (off-leash) Maintenance & Care | 10.0% | 14   | 30.7% | 18   |
| 12              | Athletic Court Maintenance              | 11.1% | 12   | 38.5% | 13   |
| 13              | Golf Course Maintenance                 | 13.5% | 10   | 55.6% | 1    |
| 14              | Community/Senior Center Maintenance     | 10.2% | 13   | 48.1% | 7    |
| 15              | Pool/Spraypad/Sprayground Maintenance   | 9.9%  | 15   | 49.1% | 5    |
| 16              | Athletic Field Maintenance              | 6.5%  | 17   | 37.7% | 15   |
| 17              | Waterways/Lakes                         | 6.7%  | 16   | 42.6% | 12   |
| 18              | Boat Ramp Maintenance                   | 4.3%  | 18   | 31.7  | 17   |
| 19              | Specialized Facility Maintenance        | 3.8%  | 19   | 44.4% | 11   |

SOURCE: ETC Institute (Ranked by multiplying Most Important % by (1-Satisfaction %))

# Which four **MAINTENANCE ACTIVITIES** are most important to your household?

Based on the sum of the top 4 choices

#1

#2

#3

#4

| All responses            | Black                 | White             | Hispanic              | Other             | Households with children under age 10 | Households with children ages 10-19 | Households with no children | Households with no children, 55+ |
|--------------------------|-----------------------|-------------------|-----------------------|-------------------|---------------------------------------|-------------------------------------|-----------------------------|----------------------------------|
| RESTROOMS<br>41%         | RESTROOMS             | RESTROOMS         | RESTROOMS             | RESTROOMS         | PLAYGROUND SAFETY<br>53%              | RESTROOMS                           | RESTROOMS                   | PATHS & SIDEWALKS                |
| PATHS & SIDEWALKS<br>40% | MOWING                | PATHS & SIDEWALKS | LANDSCAPE CARE<br>40% | GRAFFITI REMOVAL  | RESTROOMS                             | MOWING                              | PATHS & SIDEWALKS           | MOWING                           |
| MOWING<br>36%            | PATHS & SIDEWALKS     | MOWING            | MOWING                | MOWING            | PATHS & SIDEWALKS                     | GRAFFITI REMOVAL                    | MOWING                      | RESTROOMS                        |
| GRAFFITI REMOVAL<br>32%  | LANDSCAPE CARE<br>30% | GRAFFITI REMOVAL  | GRAFFITI REMOVAL      | PATHS & SIDEWALKS | POOL & SPRAY FEATURES<br>35%          | PATHS & SIDEWALKS                   | WASTE PICKUP<br>36%         | GRAFFITI REMOVAL                 |

Race/Ethnicity & Age

| Under \$35k           | \$35-\$74.9k        | \$75-\$99k          | \$100-\$149k      | \$150-\$199k          | \$200k+           | Prefer not to answer |
|-----------------------|---------------------|---------------------|-------------------|-----------------------|-------------------|----------------------|
| PATHS & SIDEWALKS     | RESTROOMS           | RESTROOMS           | RESTROOMS         | PATHS & SIDEWALKS     | PATHS & SIDEWALKS | PATHS & SIDEWALKS    |
| MOWING                | PATHS & SIDEWALKS   | PATHS & SIDEWALKS   | MOWING            | RESTROOMS             | GRAFFITI REMOVAL  | RESTROOMS            |
| RESTROOMS             | MOWING              | MOWING              | GRAFFITI REMOVAL  | LANDSCAPE CARE<br>35% | RESTROOMS         | GRAFFITI REMOVAL     |
| LANDSCAPE CARE<br>30% | WASTE PICKUP<br>35% | WASTE PICKUP<br>32% | PATHS & SIDEWALKS | GRAFFITI REMOVAL      | MOWING            | MOWING               |

Income

| Area 1            | Area 2                | Area 3            | Area 4            | Area 5            | Area 6              | Area 7            | Area 8            | Area 9              |
|-------------------|-----------------------|-------------------|-------------------|-------------------|---------------------|-------------------|-------------------|---------------------|
| RESTROOMS         | RESTROOMS             | RESTROOMS         | RESTROOMS         | PATHS & SIDEWALKS | RESTROOMS           | PATHS & SIDEWALKS | PATHS & SIDEWALKS | PATHS & SIDEWALKS   |
| MOWING            | MOWING                | MOWING            | PATHS & SIDEWALKS | MOWING            | MOWING              | RESTROOMS         | RESTROOMS         | RESTROOMS           |
| PATHS & SIDEWALKS | LANDSCAPE CARE<br>38% | PATHS & SIDEWALKS | GRAFFITI REMOVAL  | RESTROOMS         | PATHS & SIDEWALKS   | GRAFFITI REMOVAL  | MOWING            | WASTE PICKUP<br>33% |
| GRAFFITI REMOVAL  | GRAFFITI REMOVAL      | GRAFFITI REMOVAL  | MOWING            | GRAFFITI REMOVAL  | WASTE PICKUP<br>28% | MOWING            | GRAFFITI REMOVAL  | MOWING              |

Geographic Area



# Top Priorities for Investment in Recreation Facilities & Amenities

(Unmet Need + Importance)

| VERY HIGH PRIORITY                                |             | score of 100+  | RANK | RANK |
|---------------------------------------------------|-------------|----------------|------|------|
| Multi-use Paved & Unpaved Trails (hiking, biking) | <div></div> | 150.6          | 4    | 1    |
| Outdoor Restrooms (permanent, port-a-john)        | <div></div> | 149.3          | 2    | 3    |
| Water Fountains/Bottle Filling Stations           | <div></div> | 144.8          | 1    | 4    |
| Outdoor/Indoor Swimming Pools                     | <div></div> | 105.1          | 3    | 9    |
| HIGH PRIORITY                                     |             | score of 50-99 |      |      |
| Open Space Conservation & Forested Areas          | <div></div> | 98.4           | 9    | 2    |
| Pavilions and picnic areas (indoor/outdoor)       | <div></div> | 79.0           | 7    | 6    |
| Dog Parks (off-leash)                             | <div></div> | 76.3           | 6    | 8    |
| Outdoor Exercise/Fitness Areas                    | <div></div> | 66.7           | 5    | 13   |
| Community/Senior Centers                          | <div></div> | 66.3           | 8    | 11   |
| Amphitheater                                      | <div></div> | 65.9           | 11   | 7    |
| Playgrounds                                       | <div></div> | 61.8           | 16   | 5    |
| Spraypads/Spraygrounds                            | <div></div> | 51.9           | 13   | 12   |
| MEDIUM PRIORITY                                   |             | score of 0-49  |      |      |
| Indoor Basketball/Volleyball Courts (indoor gyms) | <div></div> | 43.8           | 10   | 18   |
| Golf Courses (course, clubhouse, driving range)   | <div></div> | 39.3           | 20   | 10   |
| Outdoor Courts (volleyball, basketball)           | <div></div> | 39.0           | 14   | 16   |
| Lighted Diamond & Rectangular Sports Fields       | <div></div> | 38.6           | 15   | 14   |
| Indoor Racket Sports Courts (tennis, pickleball)  | <div></div> | 36.9           | 12   | 20   |
| Outdoor Racket Sports Courts (tennis, pickleball) | <div></div> | 34.7           | 17   | 15   |
| Disc Golf Courses                                 | <div></div> | 26.0           | 19   | 17   |
| Computer Labs in Community Centers                | <div></div> | 26.0           | 18   | 19   |
| Equestrian Stable                                 | <div></div> | 16.8           | 21   | 21   |
| Cricket Pitch                                     | <div></div> | 3.0            | 22   | 22   |

SOURCE: ETC Institute (Ranked by adding Unmet Need score to Importance score)

# Which four **RECREATION FACILITIES/AMENITIES** are most important to your household?

Based on the sum of the top 4 choices

#1  
#2  
#3  
#4

| All responses                   | Black                    | White                    | Hispanic                        | Other                    | Households with children under age 10 | Households with children ages 10-19 | Households with no children | Households with no children, 55+ |
|---------------------------------|--------------------------|--------------------------|---------------------------------|--------------------------|---------------------------------------|-------------------------------------|-----------------------------|----------------------------------|
| MULTI-USE PATHS & TRAILS<br>64% | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS        | MULTI-USE PATHS & TRAILS | PLAYGROUNDS<br>67%                    | MULTI-USE PATHS & TRAILS            | MULTI-USE PATHS & TRAILS    | MULTI-USE PATHS & TRAILS         |
| OPEN SPACE<br>39%               | OUTDOOR RESTROOMS        | OPEN SPACE               | OUTDOOR RESTROOMS               | OPEN SPACE               | MULTI-USE PATHS & TRAILS              | OPEN SPACE                          | OPEN SPACE                  | OUTDOOR RESTROOMS                |
| OUTDOOR RESTROOMS<br>37%        | OPEN SPACE               | OUTDOOR RESTROOMS        | PAVILIONS & PICNIC AREAS<br>44% | OUTDOOR RESTROOMS        | SPRAYGROUNDS & SPRAYPADS<br>48%       | OUTDOOR RESTROOMS                   | OUTDOOR RESTROOMS           | OPEN SPACE                       |
| BOTTLE FILLING STATIONS<br>29%  | BOTTLE FILLING STATIONS  | BOTTLE FILLING STATIONS  | OPEN SPACE                      | BOTTLE FILLING STATIONS  | OUTDOOR RESTROOMS                     | BOTTLE FILLING STATIONS             | BOTTLE FILLING STATIONS     | COMMUNITY/SENIOR CENTERS<br>24%  |

Race/Ethnicity & Age

| Under \$35k              | \$35-\$74.9k             | \$75-\$99k               | \$100-\$149k             | \$150-199k                      | \$200k+                  | Prefer not to answer     |
|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------------|--------------------------|--------------------------|
| MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS        | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS |
| OUTDOOR RESTROOMS        | OPEN SPACE               | OPEN SPACE               | OUTDOOR RESTROOMS        | OPEN SPACE                      | OPEN SPACE               | OPEN SPACE               |
| OPEN SPACE               | OUTDOOR RESTROOMS        | OUTDOOR RESTROOMS        | OPEN SPACE               | OUTDOOR RESTROOMS               | OUTDOOR RESTROOMS        | OUTDOOR RESTROOMS        |
| BOTTLE FILLING STATIONS  | BOTTLE FILLING STATIONS  | BOTTLE FILLING STATIONS  | BOTTLE FILLING STATIONS  | PAVILIONS & PICNIC AREAS<br>37% | BOTTLE FILLING STATIONS  | PLAYGROUNDS<br>23%       |

Income

| Area 1                   | Area 2                   | Area 3                   | Area 4                   | Area 5                   | Area 6                   | Area 7                   | Area 8                          | Area 9                   |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------------|--------------------------|
| MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS | MULTI-USE PATHS & TRAILS        | MULTI-USE PATHS & TRAILS |
| OUTDOOR RESTROOMS        | OPEN SPACE               | OPEN SPACE               | OPEN SPACE               | OUTDOOR RESTROOMS        | OUTDOOR RESTROOMS        | OUTDOOR RESTROOMS        | OPEN SPACE                      | OPEN SPACE               |
| OPEN SPACE               | OUTDOOR RESTROOMS        | BOTTLE FILLING STATIONS  | OUTDOOR RESTROOMS        | OPEN SPACE               | PLAYGROUNDS<br>30%       | OPEN SPACE               | OUTDOOR RESTROOMS               | OUTDOOR RESTROOMS        |
| BOTTLE FILLING STATIONS  | BOTTLE FILLING STATIONS  | OUTDOOR RESTROOMS        | AMPHITHEATER<br>32%      | BOTTLE FILLING STATIONS  | BOTTLE FILLING STATIONS  | DOG PARKS<br>21%         | PAVILIONS & PICNIC AREAS<br>28% | BOTTLE FILLING STATIONS  |

Geographic Area



# Top Priorities for Investment in Recreation Programs & Activities

(Unmet Need + Importance)

## VERY HIGH PRIORITY

score of 100+

RANK

RANK

Adult Fitness Programs (Including Water)

174.6

1

2

Special Events/Festivals

173.5

2

1

Family Programs

102.2

3

3

## HIGH PRIORITY

score of 50-99

Senior Programs

91.2

4

5

Adult Adapted Recreation Programs

90.7

5

4

Adult Swim Programs

75.8

6

8

Adult Sports Leagues

71.8

7

6

Support Services (Family, Youth, Adult)

54.2

14

9

Teen/Young Adult Workforce Development Programs

51.9

8

12

Races (Running, Triathlon, Bicycling)

50.7

22

7

## MEDIUM PRIORITY

score of 0-49

Teen Programs

49.3

12

11

Youth Summer Programs and Camps

48.8

11

13

Youth Camp Programs

45.9

10

18

Youth Art, Dance, and Performing Arts Programs

45.5

13

16

Youth Environmental Education Programs and Camps

44.9

15

14

Youth Swim Programs

44.6

9

20

Preschool Programs

44.0

18

10

Teen/Young Adult (At-Risk) Programs

37.0

20

15

Youth Before/After School Programs

36.8

17

19

Youth Fitness Programs (Including Water)

36.0

16

23

Youth Sports Leagues

35.8

19

17

Youth Adapted Recreation Programs

30.8

21

21

Youth Meal Programs

24.0

23

22

SOURCE: ETC Institute (Ranked by adding Unmet Need score to Importance score)

# Which four **RECREATION PROGRAMS/ACTIVITIES** are most important to your household?

Based on the sum of the top 4 choices

#1  
#2  
#3  
#4

| All responses                     | Black                      | White                      | Hispanic                       | Other                              | Households with children under age 10 | Households with children ages 10-19      | Households with no children        | Households with no children, 55+ |
|-----------------------------------|----------------------------|----------------------------|--------------------------------|------------------------------------|---------------------------------------|------------------------------------------|------------------------------------|----------------------------------|
| <b>SPECIAL EVENTS</b><br>47%      | <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>      | <b>FAMILY PROGRAMS</b>         | <b>SPECIAL EVENTS</b>              | <b>SPECIAL EVENTS</b>                 | <b>SPECIAL EVENTS</b>                    | <b>SPECIAL EVENTS</b>              | <b>SPECIAL EVENTS</b>            |
| <b>FITNESS PROGRAMS</b><br>35%    | <b>FITNESS PROGRAMS</b>    | <b>FITNESS PROGRAMS</b>    | <b>SPECIAL EVENTS</b>          | <b>FITNESS PROGRAMS</b>            | <b>FAMILY PROGRAMS</b>                | <b>FITNESS PROGRAMS</b>                  | <b>FITNESS PROGRAMS</b>            | <b>FITNESS PROGRAMS</b>          |
| <b>FAMILY PROGRAMS</b><br>23%     | <b>FAMILY PROGRAMS</b>     | <b>FAMILY PROGRAMS</b>     | <b>SENIOR PROGRAMS</b><br>24%  | <b>RECREATION PROGRAMS</b>         | <b>PRESCHOOL PROGRAMS</b><br>28%      | <b>FAMILY PROGRAMS</b>                   | <b>RECREATION PROGRAMS</b>         | <b>SENIOR PROGRAMS</b><br>40%    |
| <b>RECREATION PROGRAMS</b><br>20% | <b>RECREATION PROGRAMS</b> | <b>RECREATION PROGRAMS</b> | <b>SUPPORT SERVICES</b><br>20% | <b>ADULT SPORTS LEAGUES</b><br>24% | <b>FITNESS PROGRAMS</b>               | <b>Y. WORKFORCE DEV. PROGRAMS</b><br>24% | <b>ADULT SPORTS LEAGUES</b><br>22% | <b>RECREATION PROGRAMS</b>       |

Race/Ethnicity & Age

| Under \$35k                       | \$35-\$74.9k                  | \$75-\$99k                         | \$100-\$149k                       | \$150-\$199k               | \$200k+                    | Prefer not to answer          |
|-----------------------------------|-------------------------------|------------------------------------|------------------------------------|----------------------------|----------------------------|-------------------------------|
| <b>SPECIAL EVENTS</b>             | <b>SPECIAL EVENTS</b>         | <b>SPECIAL EVENTS</b>              | <b>SPECIAL EVENTS</b>              | <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>         |
| <b>FITNESS PROGRAMS</b>           | <b>FITNESS PROGRAMS</b>       | <b>FITNESS PROGRAMS</b>            | <b>FITNESS PROGRAMS</b>            | <b>FITNESS PROGRAMS</b>    | <b>FITNESS PROGRAMS</b>    | <b>FITNESS PROGRAMS</b>       |
| <b>FAMILY PROGRAMS</b>            | <b>FAMILY PROGRAMS</b>        | <b>FAMILY PROGRAMS</b>             | <b>RACES</b><br>25%                | <b>RECREATION PROGRAMS</b> | <b>RECREATION PROGRAMS</b> | <b>FAMILY PROGRAMS</b>        |
| <b>ADULT SWIM PROGRAMS</b><br>23% | <b>SENIOR PROGRAMS</b><br>20% | <b>ADULT SPORTS LEAGUES</b><br>19% | <b>ADULT SPORTS LEAGUES</b><br>22% | <b>RACES</b><br>22%        | <b>FAMILY PROGRAMS</b>     | <b>SENIOR PROGRAMS</b><br>24% |

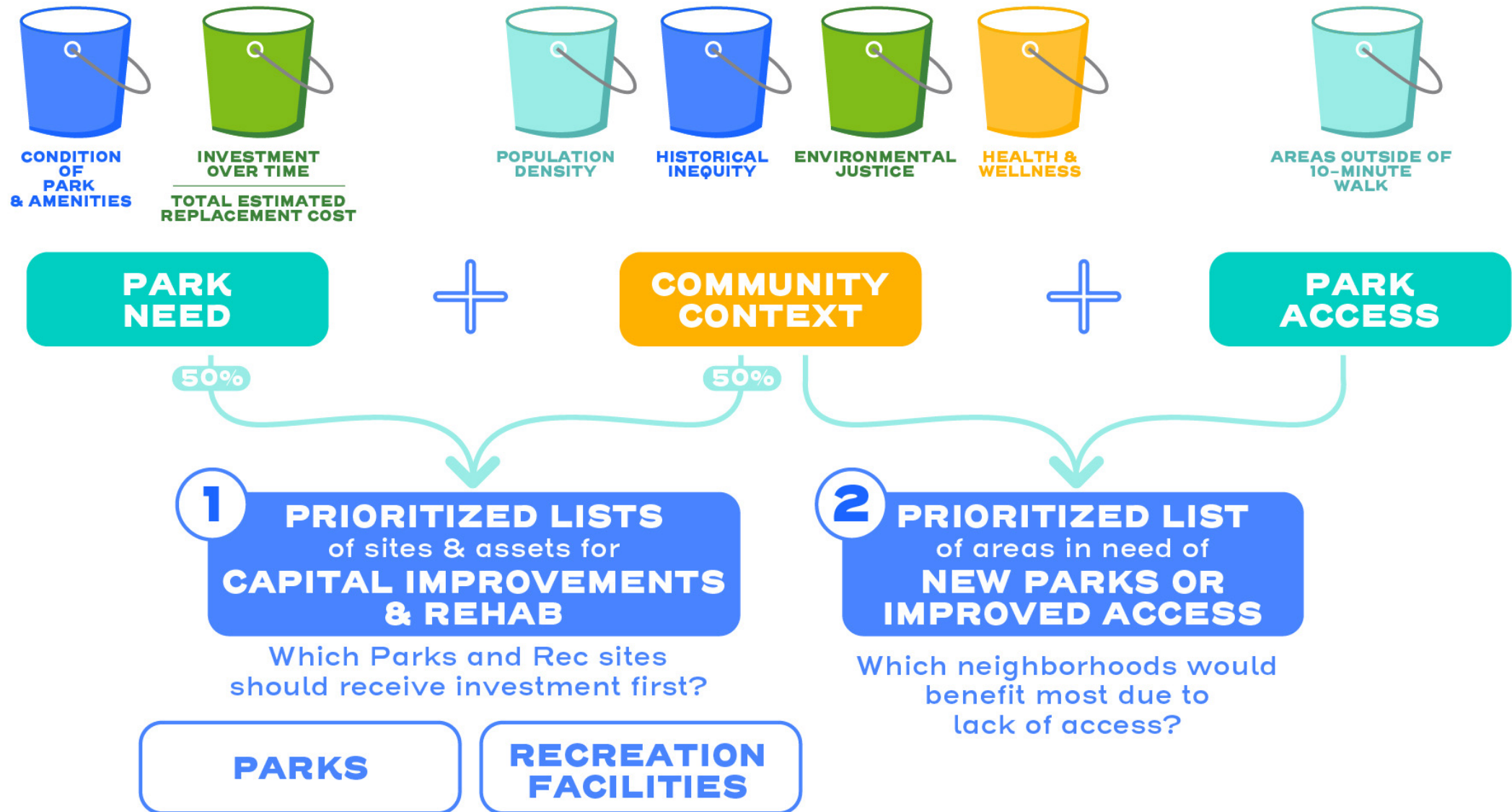
Income

| Area 1                     | Area 2                             | Area 3                     | Area 4                     | Area 5                        | Area 6                     | Area 7                        | Area 8                        | Area 9                  |
|----------------------------|------------------------------------|----------------------------|----------------------------|-------------------------------|----------------------------|-------------------------------|-------------------------------|-------------------------|
| <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>              | <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>         | <b>SPECIAL EVENTS</b>      | <b>SPECIAL EVENTS</b>         | <b>SPECIAL EVENTS</b>         | <b>SPECIAL EVENTS</b>   |
| <b>FITNESS PROGRAMS</b>    | <b>FITNESS PROGRAMS</b>            | <b>FITNESS PROGRAMS</b>    | <b>FITNESS PROGRAMS</b>    | <b>FAMILY PROGRAMS</b>        | <b>FITNESS PROGRAMS</b>    | <b>FITNESS PROGRAMS</b>       | <b>FITNESS PROGRAMS</b>       | <b>FITNESS PROGRAMS</b> |
| <b>FAMILY PROGRAMS</b>     | <b>RECREATION PROGRAMS</b>         | <b>FAMILY PROGRAMS</b>     | <b>RECREATION PROGRAMS</b> | <b>FITNESS PROGRAMS</b>       | <b>FAMILY PROGRAMS</b>     | <b>FAMILY PROGRAMS</b>        | <b>SENIOR PROGRAMS</b><br>25% | <b>RACES</b><br>23%     |
| <b>RECREATION PROGRAMS</b> | <b>ADULT SPORTS LEAGUES</b><br>21% | <b>RECREATION PROGRAMS</b> | <b>FAMILY PROGRAMS</b>     | <b>SENIOR PROGRAMS</b><br>19% | <b>RECREATION PROGRAMS</b> | <b>SENIOR PROGRAMS</b><br>22% | <b>RECREATION PROGRAMS</b>    | <b>FAMILY PROGRAMS</b>  |

Geographic Area



# How does Parks For All approach TOTALLY NEW AMENITIES & DESIGNS (capital)?





# PARKS FOR ALL ROADMAP

How the pieces fit together

# FOUR KEY STRATEGY AREAS

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Equitable allocation of resources

## **MAINTENANCE** **day-to-day**

**Regular upkeep tasks** including waste pickup; path, sidewalk, and trail maintenance; playground maintenance; tree care; and other tasks

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## **REHABILITATION** **of existing assets**

**Regularly-scheduled investments** to repair or restore existing amenities, in order to extend their life, improve safety, and increase functionality

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## **PROGRAMMING** **& SERVICES**

**Enriching youth, adult and family friendly programs, activities and events** that cater to local interests and needs

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## **CAPITAL** **INVESTMENT**

**Major investments** to transform a site through master planning and/or replacement of existing amenities

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# THREE SUPPORTING STRATEGY AREAS

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## POLICY

**Metro Government and/or Parks and Rec policies** that support the equitable investment initiative and its implementation, reflect industry best practices, protect against neighborhood displacement, and provide for improved operational efficiencies

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## INTERNAL OPERATIONS

**Parks and Rec internal operations** for improved alignment and coordination of department activities, operational efficiencies, implementation of the equitable investment initiative, and adoption of industry best practices

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## FINANCING & FUNDRAISING

**Financial management policies and practices,** revenue generation strategies that reflect industry best practices, partnership recommendations for relationships with non-profit partners and philanthropic community, and reporting strategies for transparency and accountability

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# NEXT STEPS

## LOCAL PROJECT TEAM:

- **OCT 26:** Meeting #9 (park, recreation and community data; Parks for All draft investment strategy & supporting policy, internal operations & financing recommendations)

## PUBLIC ROLL-OUT:

- **NOVEMBER:**
  - Phase II of Community Engagement: sharing recommendations, building support
- **JANUARY 25:**
  - Community-wide event presenting recommendations

**QUESTIONS?  
COMMENTS?**

**THANK YOU!**



Photo Credit: Lou Parks & Rec