



PROVO CITY PARKS AND RECREATION MASTER PLAN PRESENTATION



October 23, 2013



Agenda

- ❑ Community Values Model
- ❑ Vision and Mission
- ❑ Benchmark Comparison
- ❑ Community Input Overview
- ❑ Guiding Principles and Mandates
- ❑ Facility Standards
- ❑ Program Recommendations
- ❑ Community Values and Strategies
- ❑ Funding Strategies

Community Values Model



Vision and Mission

Vision

“Exceptional people, quality parks, dynamic programs, world-class facilities...welcome home.”

Mission

“Provo City Parks and Recreation enhances the quality of life by inspiring residents through our commitment to create dynamic parks, recreation facilities, programs, and services of the highest standard.”

Benchmarking

Benchmark Cities

- Missoula, Montana
- Tempe, Arizona
- Boulder, Colorado
- Flagstaff, Arizona
- Sandy, Utah

Benchmark Comparison

Park Acreage

| System | 2010 Population | Total Number of Parks/Facilities | Total Acres | Acres of Undeveloped Land | Total Park Acres Per 1,000 |
|---------------|-----------------|----------------------------------|-------------|---------------------------|----------------------------|
| Provo, UT | 112,488 | 92 | 2,197 | 1,370 | 19.53 |
| Missoula, MT | 66,788 | 61 | 4,234 | 3,878 | 63.40 |
| Tempe, AZ | 161,719 | 56 | 1,865 | 50 | 11.53 |
| Boulder, CO | 97,385 | 60 | 1,810 | 763 | 18.59 |
| Flagstaff, AZ | 65,870 | 27 | 710 | 566 | 10.78 |
| Sandy, UT | 87,461 | 52 | 393 | 52 | 4.49 |

Benchmark Comparison

Trail Mileage

| System | Miles | Paved | Natural | Total miles per 1,000 residents |
|------------------|-----------|-----------|-----------|---------------------------------|
| Provo, UT | 64 | 33 | 31 | 0.57 |
| Missoula, MT | 78 | 33 | 45 | 1.17 |
| Tempe, AZ | 75 | 15 | 60 | 0.46 |
| Boulder, CO | 108 | 15 | 93 | 1.11 |
| Flagstaff, AZ | 53 | 26 | 27 | 0.80 |
| Sandy, UT | 51 | 16 | 35 | 0.58 |

Benchmark Comparison

Funding and Budgeting

| System | Operating Expenses | Earned Revenue | Net Operating Cost | Cost Recovery | Net Annual Cost per Resident |
|---------------|--------------------|----------------|--------------------|---------------|------------------------------|
| Provo, UT | \$9,400,000 | \$3,500,000 | \$5,900,000 | 37% | \$52.45 |
| Missoula, MT | \$4,800,000 | \$1,300,000 | \$3,500,000 | 27% | \$52.41 |
| Tempe, AZ | \$15,900,000 | \$7,146,000 | \$8,754,000 | 45% | \$54.13 |
| Boulder, CO | \$24,600,000 | \$8,200,000 | \$16,400,000 | 33% | \$168.41 |
| Flagstaff, AZ | \$6,500,000 | \$1,300,000 | \$5,200,000 | 20% | \$78.89 |
| Sandy, UT | \$7,600,000 | \$3,600,000 | \$4,000,000 | 47% | \$60.73 |

Community Involvement

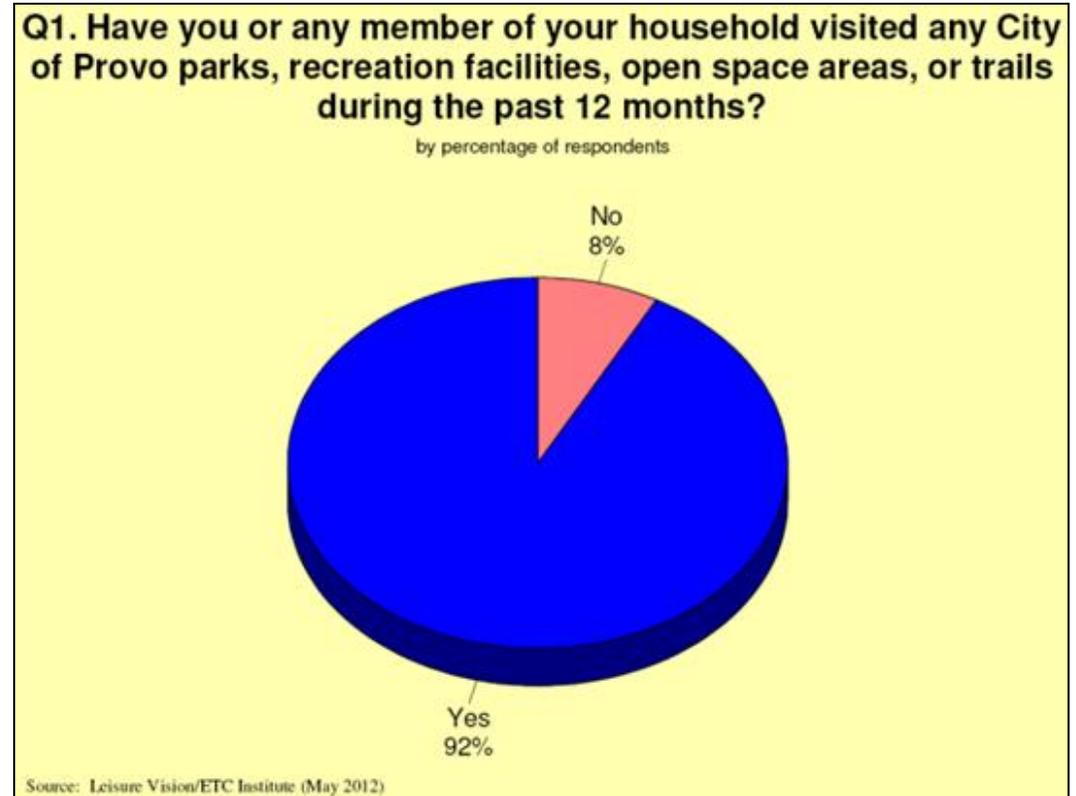
Community Input Overview

- Thirteen (13) leadership interviews and focus groups were conducted
- A statistically valid survey was administered on issues related to Provo City Parks and Recreation
 - ▣ Four hundred and eight (408) respondents
- Three (3) community meetings:
 - ▣ February 22, 2012
 - ▣ June 20, 2012
 - ▣ October 23, 2013



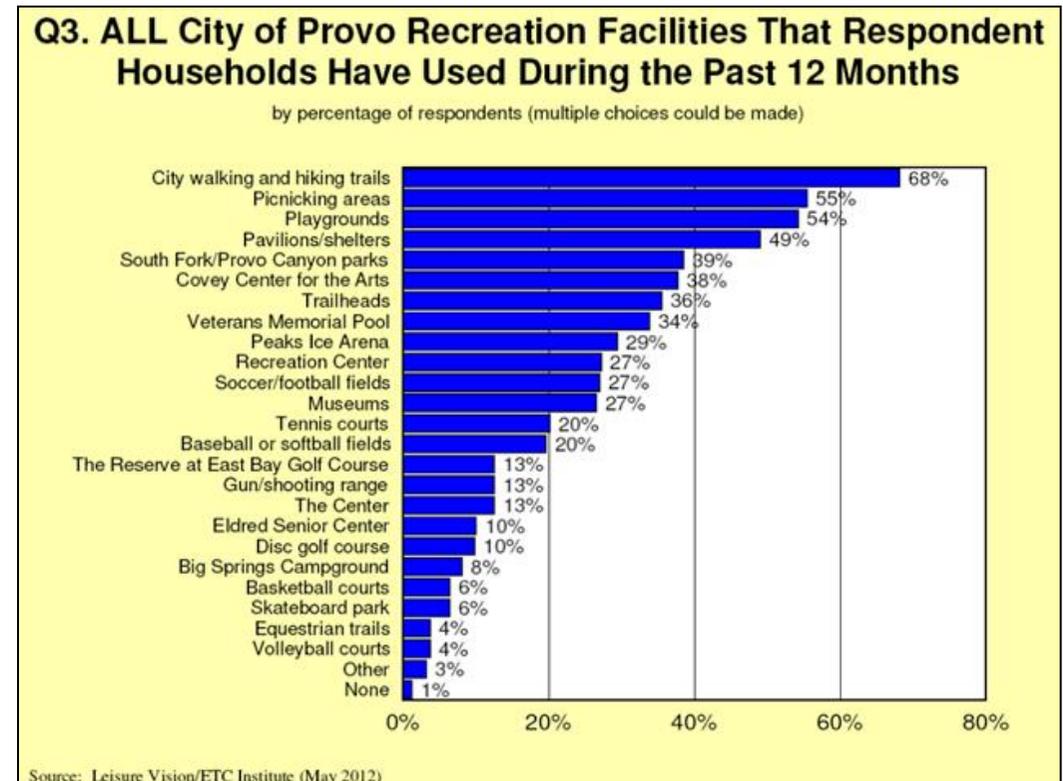
Survey Findings - Visitation

- 92% percent of the participants have visited a Provo City Park or Recreation Facility within the past year. This is above the national average of 72%.



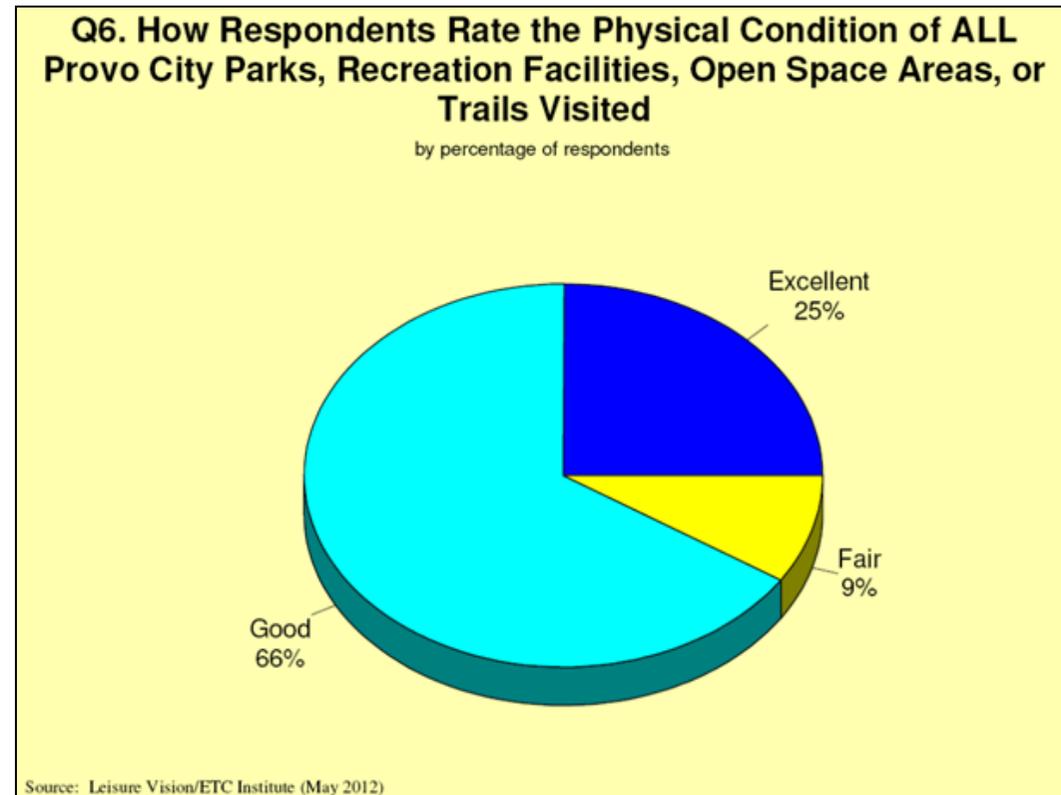
Survey Findings - Parks & Facilities

- The six (6) most commonly used:
 - ▣ Walking and hiking trails (68%)
 - ▣ Picnicking areas (55%)
 - ▣ Playgrounds (54%)
 - ▣ Pavilions/shelters (49%)
 - ▣ South Fork/Provo City canyon parks (39%)
 - ▣ Covey Center for the Arts (38%)



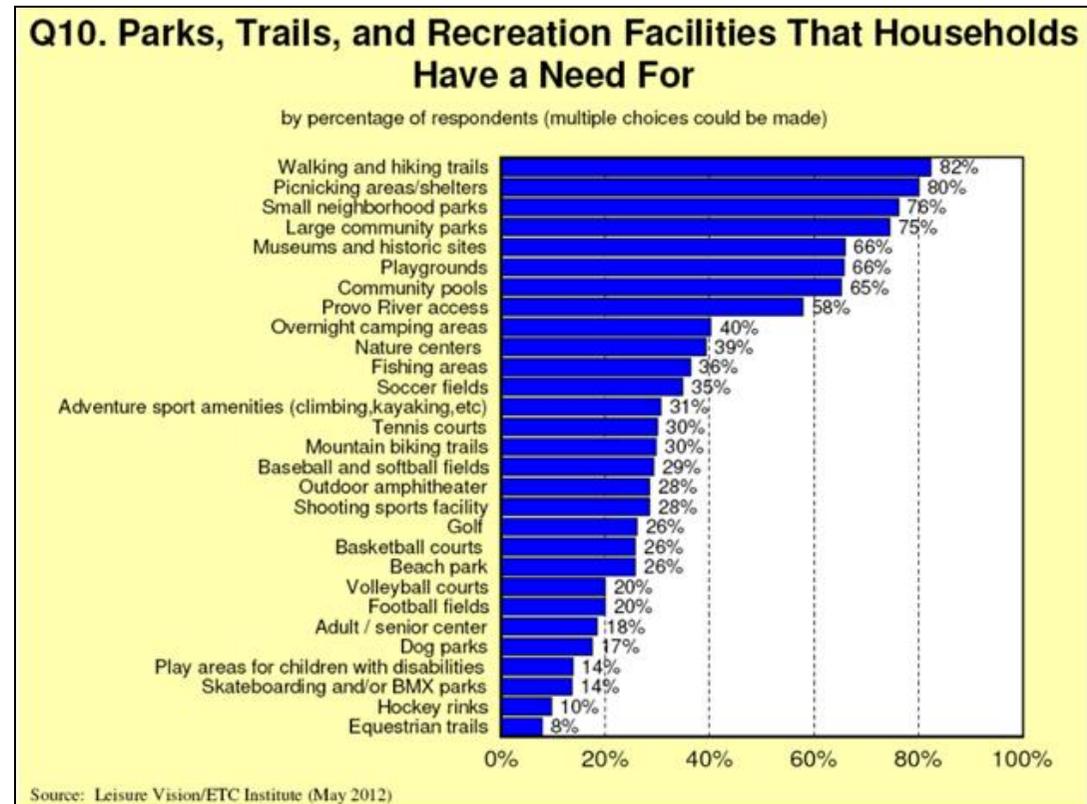
Survey Findings - Parks & Facilities

- 91% rated the condition of Provo City Parks, Recreation Facilities, and Trails as excellent or good
 - 25% - Excellent
 - 66% - Good
 - 9% - Fair



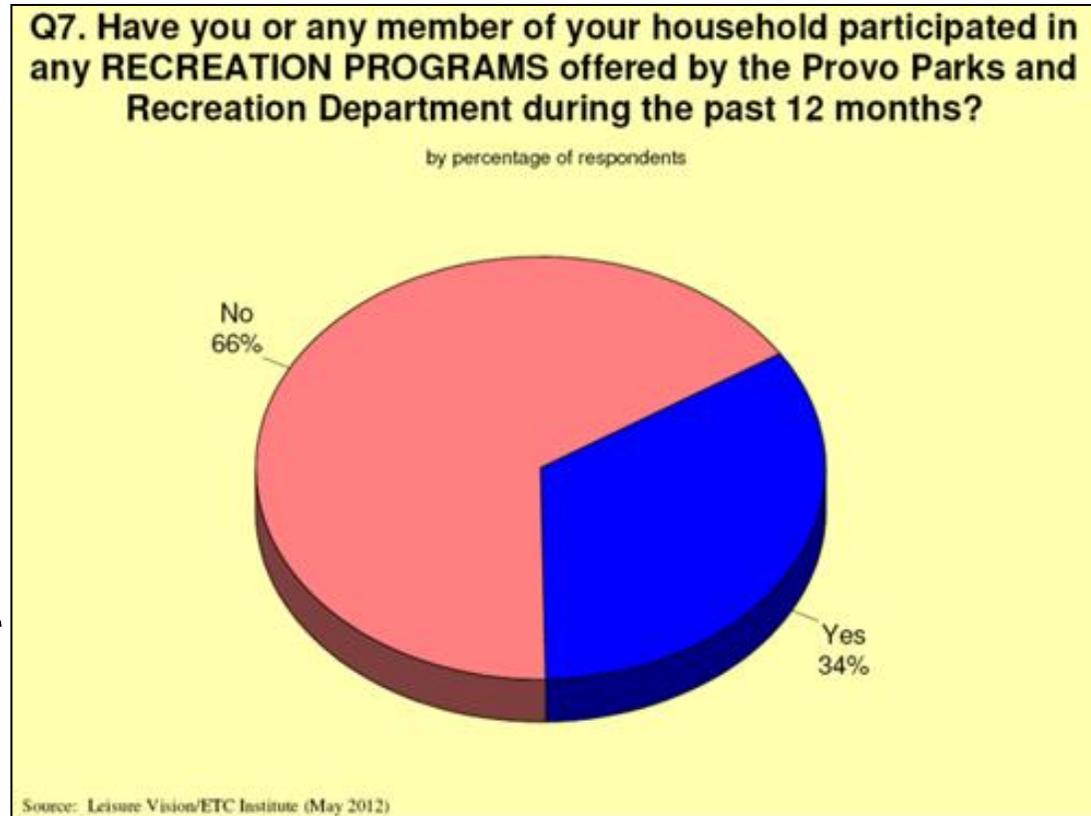
Survey Findings - Parks & Facilities

- The top (4) most needed facilities:
 - ▣ Walking and hiking trails (82%)
 - ▣ Picnicking/shelter areas (80%)
 - ▣ Small neighborhood parks (76%)
 - ▣ Large community parks (75%)



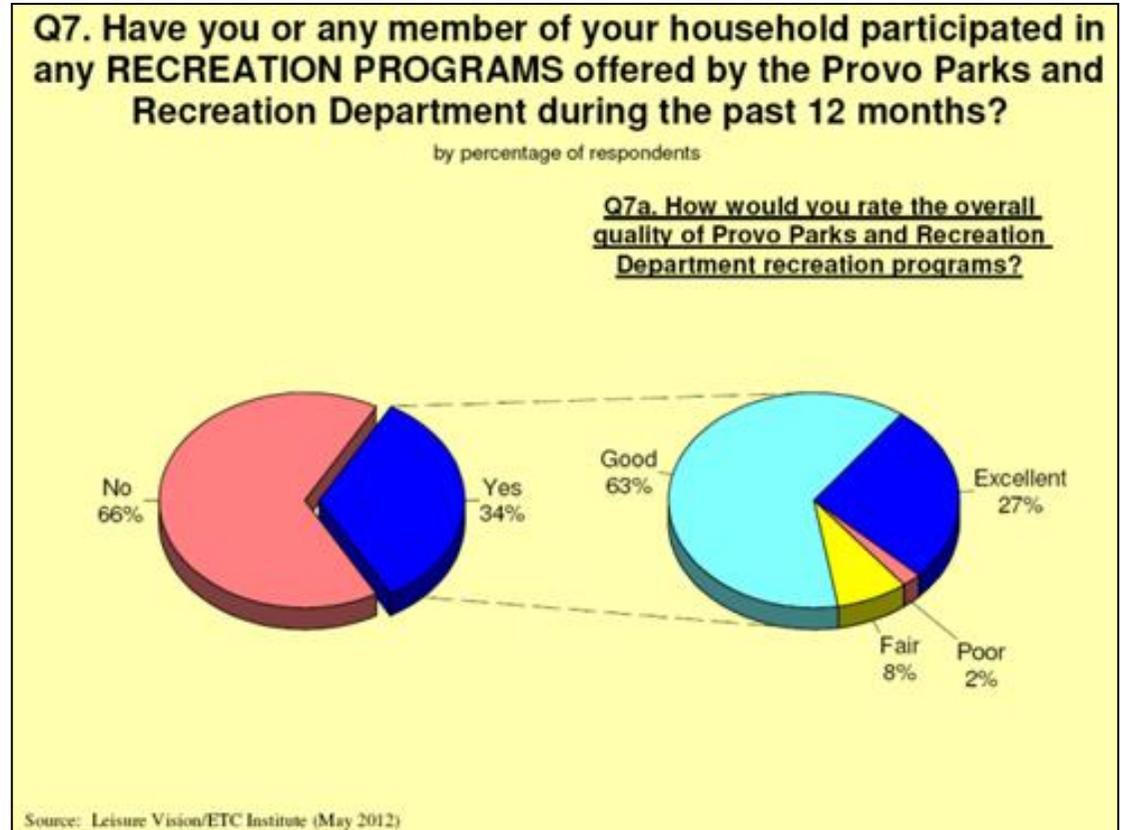
Survey Findings - Programs

- Only 34% had participated in a recreation program offered by the Provo City Parks & Recreation Department



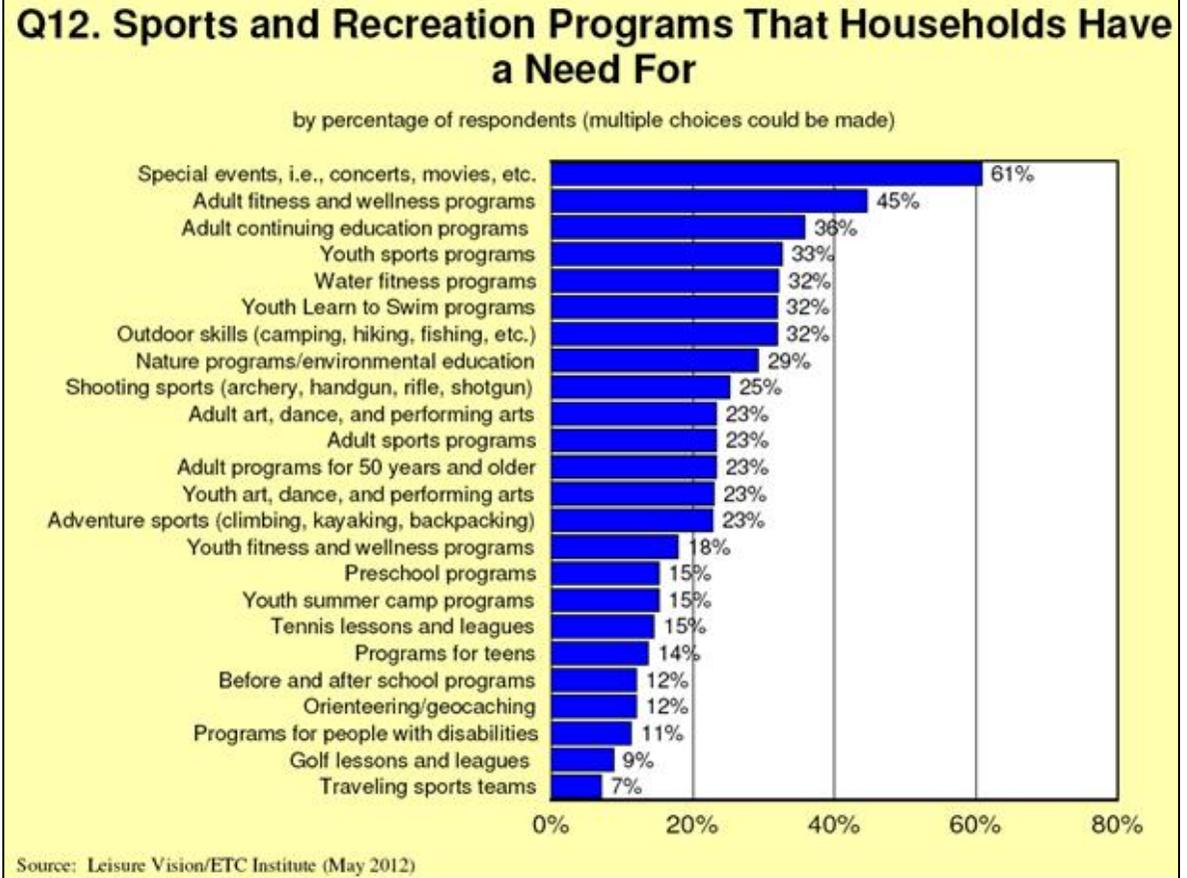
Survey Findings - Programs

- Of those that had participated, 90% rated the programs offered by Provo City Parks and Recreation as excellent or good
 - 27% - Excellent
 - 63% - Good
 - 8% - Fair
 - 2% - Poor



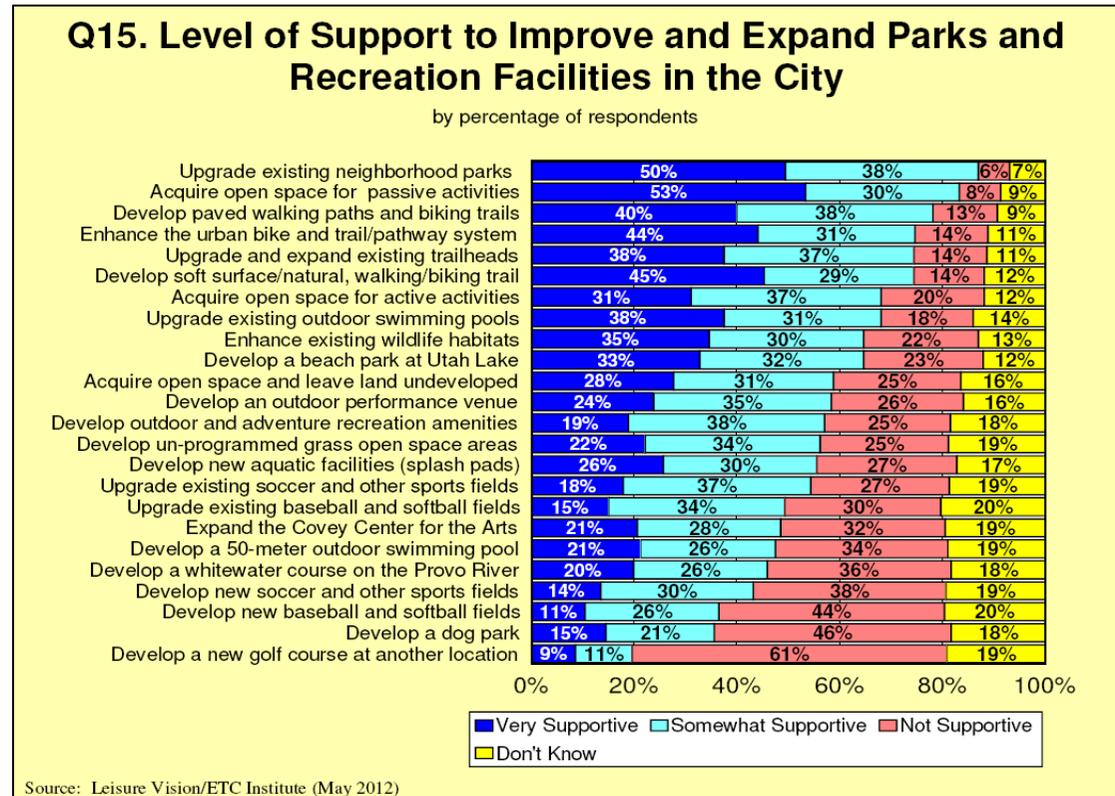
Survey Findings - Programs

- The top (7) most needed programs:
 - ▣ Special Events (61%)
 - ▣ Adult Fitness (45%)
 - ▣ Adult Continuing Education (36%)
 - ▣ Youth Sports (33%)
 - ▣ Water Fitness (32%)
 - ▣ Learn to Swim (32%)
 - ▣ Outdoor Skills (32%)



Survey Findings - Level of Support

- Key areas that are supported for improvement and expansion
 - Upgrade existing neighborhood parks
 - Acquire open space for passive activities
 - Upgrade and improve trails and trailheads
 - Acquire open space for active activities

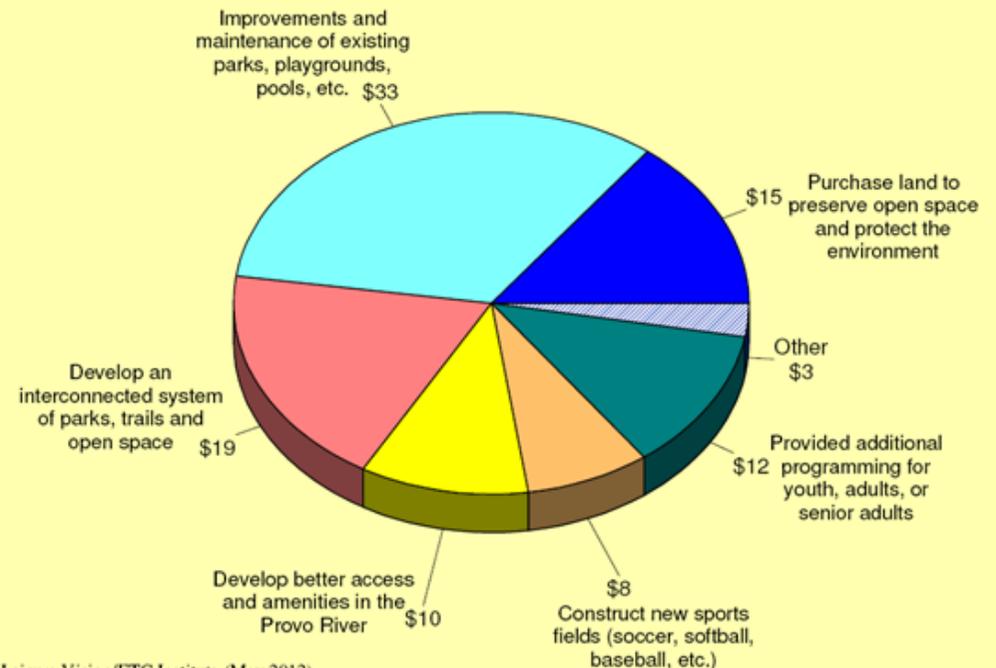


Survey Findings - Prioritized Funding Support

- Top three (3) areas of funding support
 - ▣ Improve existing parks and facilities
 - ▣ Develop interconnected system of parks, trails and open space
 - ▣ Purchase land to preserve open space and protect environment

Q19. Ways in Which Respondents Would Allocate \$100 of City Revenues Among the Following Categories

by percentage of respondents

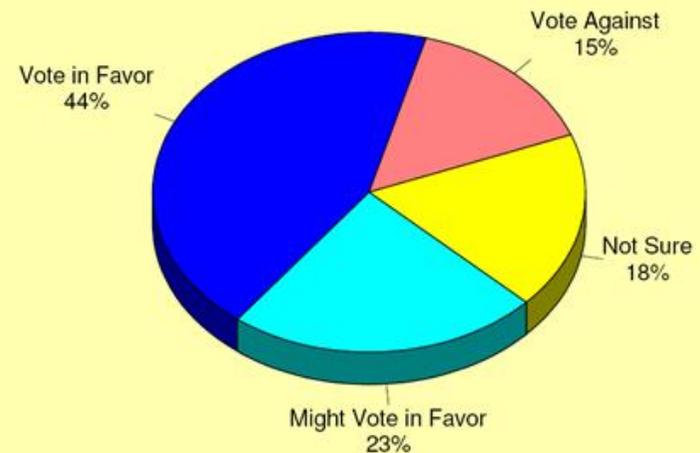


Source: Leisure Vision/ETC Institute (May 2012)

Survey Findings - Tax Support

- 67% said they “would or might” vote in favor of a 1/10th of 1% sales and use tax to support improvement and expansion of Parks and Recreation

Q21. How Respondents Would Vote for a 1/10 of 1% Sales and Use Tax for Open Space Acquisition/Protection and the Development of Trails, Parks, Arts and Recreation Facilities
by percentage of respondents



Source: Leisure Vision/ETC Institute (May 2012)

Guiding Principles

- ❑ Residents are Active and Diverse
- ❑ City Parks play a pivotal role in the Community
- ❑ Residents Are Supportive to Enhancements
- ❑ Parks and Facilities that Support Passive Recreation are of greatest interest
- ❑ Active Recreational Sites are Popular

Key Community Input Mandates

1. Maintain What We Have
2. Improve What We Have
3. Develop New Opportunities

Facility Needs

Facility Standards Recommendations

| Facility Standards Category | Totals |
|-----------------------------|----------------|
| Pocket Parks (Acres) | 1.1 |
| Neighborhood Parks (Acres) | 90.9 |
| Community Parks (Acres) | 283.1 |
| Regional Parks (Acres) | 167.4 |
| Conservation Parks (Acres) | 609.6 |
| Open Space (Acres) | 553.8 |
| Total Park Acreage | 2,175.5 |

| Current Standards | | | 2020 Need Calculation (Acres/Miles/Qnty) Based on Current Standards |
|-------------------|------------------|--------------|---|
| 0.01 | Acres per | 1,000 | 0.08 |
| 0.81 | Acres per | 1,000 | 6.30 |
| 2.52 | Acres per | 1,000 | 19.63 |
| 1.49 | Acres per | 1,000 | 11.61 |
| 5.42 | Acres per | 1,000 | 42.27 |
| 4.92 | Acres per | 1,000 | 38.40 |
| 15.16 | Acres per | 1,000 | 118.28 |

Program Needs

Prioritized Program Needs

| Program | Recommended Priority Assignment |
|--|---------------------------------|
| Enhance programs that promote the safe use of parks and trails in the community | Primary |
| Enhance the availability and diversity of youth sports and recreation programs | Primary |
| Enhance the availability and diversity of adult fitness and sports programs | Primary |
| Enhance the availability and diversity of aquatic programs | Primary |
| Enhance programs available to and that target the needs of older adults | Primary |
| Develop stronger and more consistent providing instruction for and exposure to non-traditional outdoor-recreation and adventure activities | Primary |

Prioritized Program Needs

| | |
|---|-----------|
| Enhance partnerships to engage alternative providers in building a network of recreational opportunities | Primary |
| Enhance the volunteer program to supplement the operational costs and labor demands of the Parks and Recreation Department | Primary |
| Develop partnered programs that focus on the health and lifestyles of residents | Secondary |
| Develop partnerships to improve the quality and diversity of programs for residents with special needs | Secondary |
| Develop programs that celebrate the significance of the natural and cultural resources of Provo (e.g., interpretive signage, naturalist programs, etc.) | Secondary |
| Enhance programs that will engage whole families in recreational experiences | Secondary |
| Support programs that promote the community as a tourist destination | Secondary |

Community Values Based Recommendations

Value #1: Community Mandate

GOAL:

- **Maintain and enhance parks, trails and recreational facilities to promote community interaction, healthy lifestyles and safety.**

Value #2: Standards

GOAL:

- Update and utilize standards for acquisition, development, design, operations, and maintenance of parks, trails and recreational facilities.

Value #3: Programs and Services

GOAL:

- Provide balance and consistency in the delivery of programs and services by meeting the needs of the residents of Provo City.

Value #4: Business Practices

GOAL:

- **Manage parks, trails, recreational facilities and programs that support the financial goals and policies of Provo City.**

Value #5: Outreach and Partnerships

GOAL:

- Maximize resources through mutually acceptable partnerships that leverage parks, trails, and recreational facility development and program opportunities.

Improvement Recommendations

Exchange Park

1. Update or replace the restroom and the 4 pavilions in the park, and add lighting to each.
2. Consider this site for the addition of enclosed dog-park areas for large dogs (1-1.25 acres) and small dogs (0.3-0.5 acres). The design may include police K-9 training features.
3. Consider land acquisition at the bridge at Columbia Lane for a water-trail staging area.
4. Consider parking expansion by removing the guardrail, and install curb and gutter at the parking lot. Increase parking for dog-park demand.
5. Construct a horseshoe courts complex.
6. Pipe the ditch on the east side of parking lot, and install new path lighting to replace existing street-style lights.
7. Enhance security lighting under the Columbia Lane Bridge.

South Fork Equestrian Trailhead

1. Improve parking and the entry road.
2. Develop pavilions, and construct a restroom at the site.
3. Develop trailhead amenities at the South Fork Equestrian Trailhead, such as: restrooms, fencing, gates, parking-area surfacing and striping, horse-trailer parking, troughs, landscaping, map-and-information kiosk, and other trailhead amenities.
4. Consider building overnight campsites and a looped road in the available open space at the site.
5. Develop the White Pine Springs water transmission line to provide water to the trailhead.

Provo River Parkway Trail

Further develop the capacity of this trail resurface, widen and develop lighting systems along areas of the route to enhance safety.

Covey Center for the Arts

1. Consider possible expansion of the facility to include additional performing arts venues, expanded visual-arts exhibition/display areas, expanded storage and support spaces, and additional office space
2. Consider possible additional outdoor sculpture-garden elements
3. Consider redevelopment of the outdoor amphitheater with a potential shade covering

Peaks Ice Arena

Consider expansion as a fieldhouse facility to include:

- A weight/cardio training facility
- Indoor tennis courts
- Aquatic facilities
- Additional indoor multi-use turf areas.

New Projects

Recommendations

- Dog parks
- Community gardens
- Mountain-bike skills courses
- BMX tracks

Visionary Projects

PROVO CITY RIVER WHITEWATER TRAIL (LIMITED)



REGIONAL SPORTS COMPLEX



PROVO CITY BEACH PARK



PROVO CITY ADVENTURE PARK



PROVO CITY BOTANICAL GARDEN



Funding Strategies

Funding Sources for Capital Improvement Dollars and Operations

- General Obligation Bond
- Establish a Park and Recreation District or Commission
- Park Impact Fees
- Internal Park Improvement Fund
- Tax Allocation or Tax Increment District
- Cash-in-Lieu of Open Space Requirement
- Facility Authority
- Utility Lease Fee
- Transient Occupancy Tax
- Food and Beverage Tax
- Capital Improvement Fee
- Lease Back
- Real Estate Transfer Tax

Funding Sources For Operational Dollars

- Land Leases/ Concessions
- Admission to the Park
- Parking Fee
- User Fee
- Corporate Naming Rights/ Sponsorships
- Advertising Sales
- Maintenance Endowment Fund
- Parks Revolving Fund
- Permit Fees



Private Funding Sources

- Business/Citizen Donations
- Private Foundation Funds
- Nonprofit Organizations
 - ▣ Foundation or Friends Organization
 - ▣ Greenway Foundation



Vision and Mission

Vision

“Exceptional people, quality parks, dynamic programs, world-class facilities...welcome home.”

Mission

“Provo City Parks and Recreation enhances the quality of life by inspiring residents through our commitment to create dynamic parks, recreation facilities, programs, and services of the highest standard.”



DISCUSSION / QUESTIONS?

Value #1: Community Mandate

GOAL: Maintain and enhance parks, trails and recreational facilities to promote community interaction, healthy lifestyles and safety.

- Maintain and enhance the quality of current park sites, facilities, and amenities
- Develop facilities that are equitably accessible to residents throughout the City
- Upgrade parks, trails and recreational facilities to address management challenges and to meet the needs of current users.
- Maintain the importance and value of parks and recreation as a City service through organizing events, festivals, and programs that build community

Value #2: Standards

- **Goal: Update and utilize standards for acquisition, development, design, operations, and maintenance of parks, trails and recreational facilities.**
 - ▣ Utilize consistent design standards in the development of park and facility landscaping, amenities, signage, and infrastructure.
 - ▣ Utilize best practices that match the established maintenance standards for sites and facilities.
 - ▣ Enhance communications in marketing and promotions of City parks, trails and recreational facilities
 - ▣ Maintain consistent and updated standards for asset and amenity management
 - ▣ Establish a department environmental sustainability policy

Value #3: Programs and Services

- **Goal: Provide balance and consistency in the delivery of programs and services by meeting the needs of the residents of Provo City.**
 - ▣ Develop and maintain high quality programs
 - ▣ Engage residents in programs that build community and reflect its values in the City, targeting special events.
 - ▣ Continue to monitor and evaluate alternative services, events and programs that may be provided to the public
 - ▣ Provide access to quality programs, services and partnerships that fulfill the unique and specialized needs of the community's residents.

Value #4: Business Practices

- **Goal: Manage parks, trails, recreational facilities and programs that support the financial goals and policies of Provo City.**
 - ▣ Update the Department fee philosophy and pricing plan.
 - ▣ Maintain affordability for the programs and services of the Department.
 - ▣ Maximize the capability of new and existing technology to enhance business effectiveness
 - ▣ Establish alternative funding policies and procedures that support capital and operating expenses
 - ▣ Seek status as an accredited agency through the Commission of Accreditation for Park and Recreation Agencies (CAPRA)

Value #5: Outreach and Partnerships

- **Goal: Maximize resources through mutually acceptable partnerships that leverage parks, trails, and recreational facility development and program opportunities.**
 - ▣ Develop partnership policies with public, non-profit and profit groups
 - ▣ Review and update terms of agreements with existing partners utilizing Provo City parks and facilities for public or private events.
 - ▣ Maintain and monitor services provided to the community
 - ▣ Pursue and develop a youth services partnership plan for Provo City with other service providers.
 - ▣ Enhance the level of partnership with schools to be more equitable and allow for more recreation access.