



IMAGINE YOUR PARKS²

Better Parks – Better Living

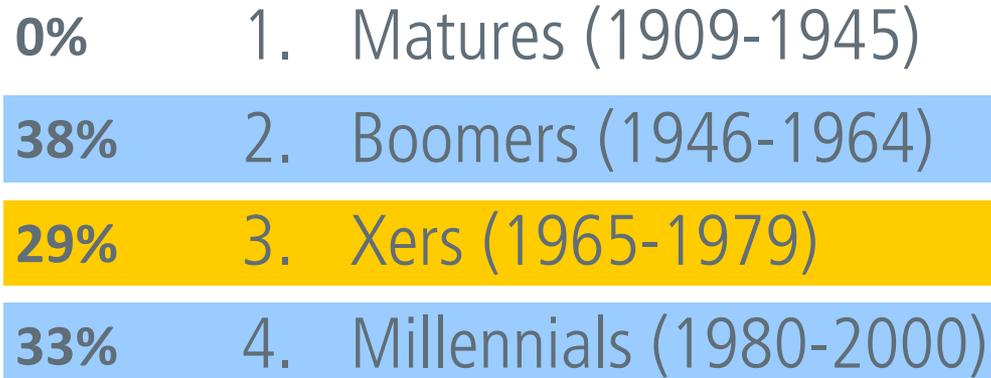


Agenda



- Welcome
- Refresher on the **Imagine Your Parks₂** Process
- Review of Community Input to Date
 - Survey
 - Kick-off and Area Meetings
 - Focus Group and Stakeholder Interviews
- More Input & Strategic Directions
- Next Steps

What generation do you belong to?



Matures



Boomers



Xers



Millenials

When I look at this photo, I think...

5% 1. Boring!

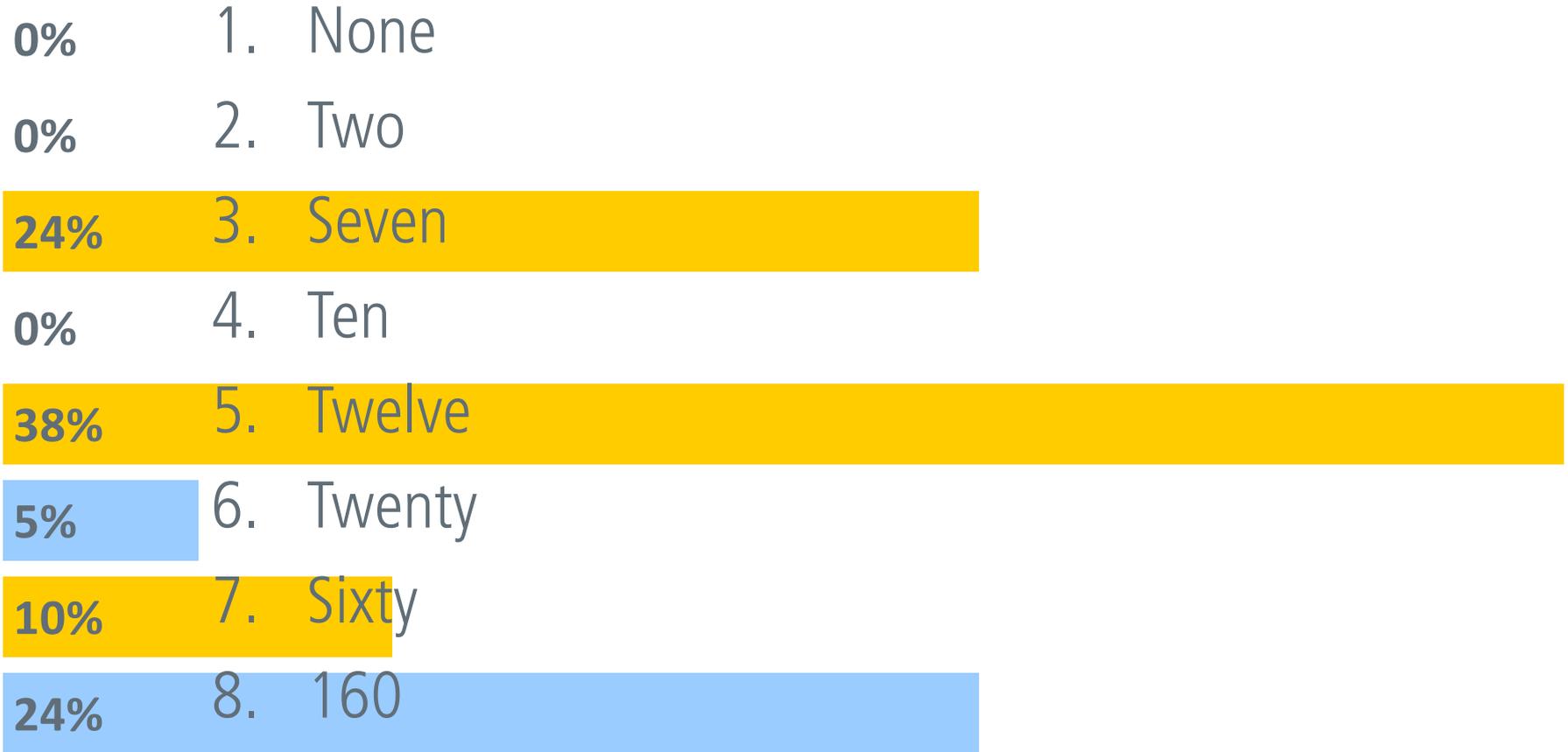
35% 2. Fun!

55% 3. Thrilling!

5% 4. Terrifying!



How many BREC community parks are there?



Imagine Your Parks₁



- Approved by voters in 2004
- 20-year, \$70.5M program
- Shift to Community Park model – i.e., larger, convenient, diverse facilities, serve all ages
- In the past 9 years, fulfilled program's goal of developing 12 new community parks
- Capital improvements from the plan are now largely complete



Program Comparison



1946 to 2003



Neighborhood
Parks



Special Use
Parks



Imagine
your

Parks Program: 2004 to 2014



Neighborhood
Parks



Community
Parks

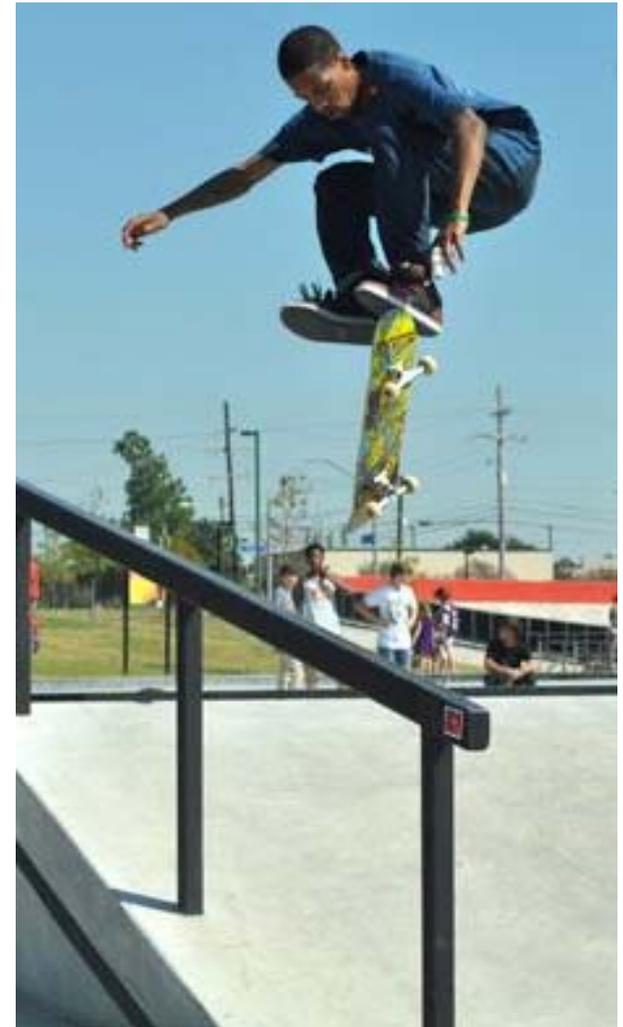


Special Use
Parks

Imagine Your Parks₂



- Will set the direction for the next 10 years (2015 - 2025)
- Builds on the success of the 2004 plan
- Updated plan to be completed by end of 2014



Process

Analysis

- Recreation Program Analysis
- Fees and Charges Study
- Economic Impact Study
- Interviews with Key Stakeholders

Synthesis

- Cultural and Historical Facilities Plan
- Funding for New Facilities & Major Renovations
- Visioning
- Policy Framework/Modification/Generation

Plan Development

- Implementation Plan
- Strategic Plan Document Writing/Formatting
- Draft Strategic Plan
- Final Plan Presentation

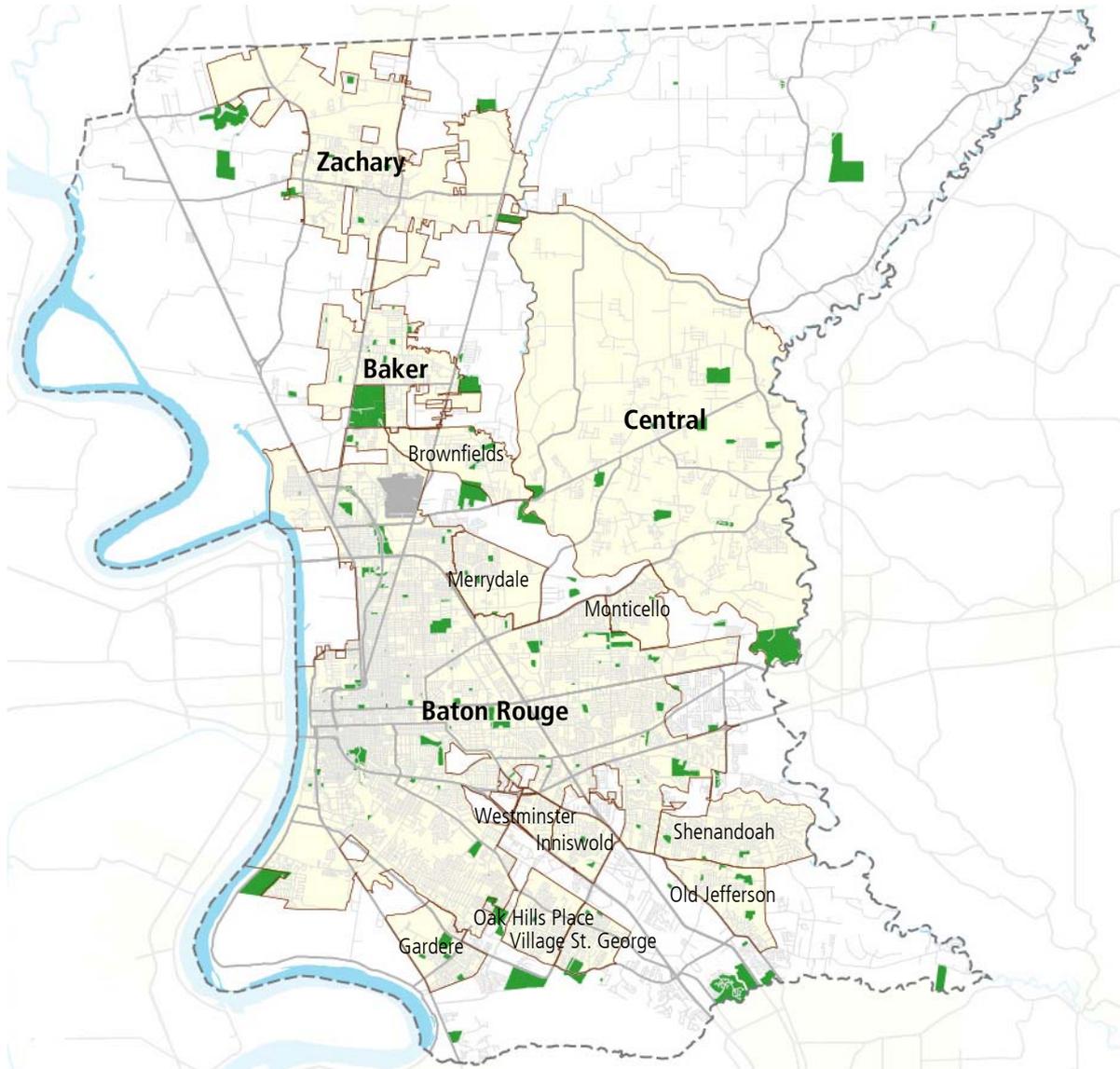


Citizen Input

Open House, Parish-Wide Workshops, Area Meetings, Survey



The Existing Park System



- Over 6000 Acres
- 181 Parks
 - Neighborhood Parks
 - Community Parks
 - Special Use Facilities
 - Nature Parks
 - Historic Sites
- 33 Miles of Trails

What We've Heard

- Community Survey
- First Parish-Wide Meeting
- 34 Community Meetings
- 31 Stakeholder Interviews and Focus Group Meetings
- 2,100 visitors on MindMixer site



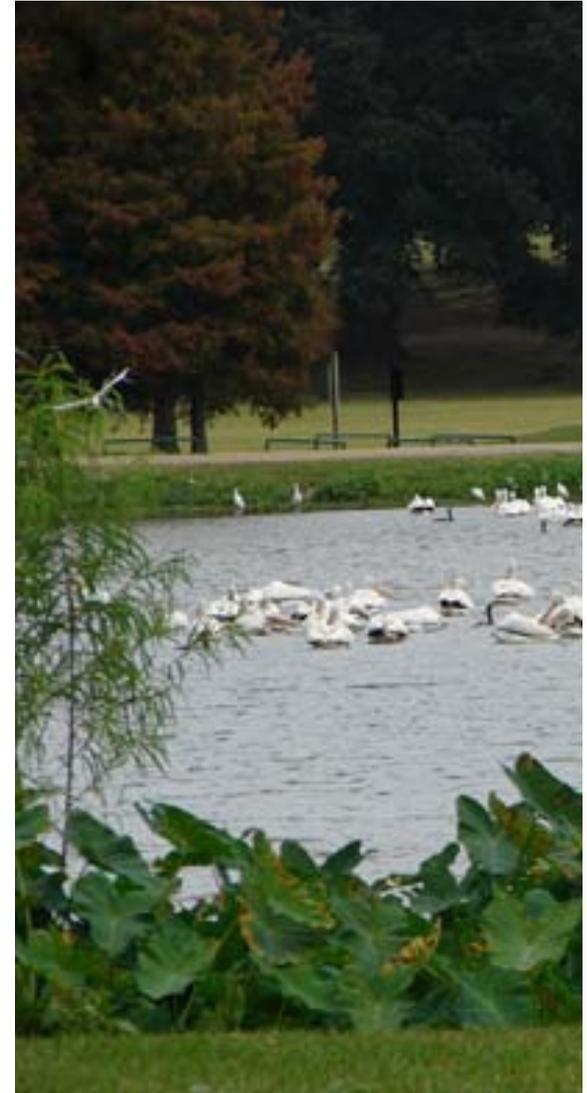
Community Survey



80% of households visited BREC parks in the past year

- **Parks visited most often:**
 - City-Brooks Community Park
 - Independence Community Park
 - North Sherwood Community Park
 - Highland Community Park
 - Jackson Community Park
 - Forest Community Park

85% rate the physical condition of parks as good or excellent



Community Survey

21% of households have participated in BREC recreation programs.

Of those households, 95% rate the quality of the programs as good or excellent.



Community Survey



Over half of respondents identified health and fitness as the most significant benefits of BREC parks, trails, recreation facilities, programs, and services.

Nearly a third responded that these facilities and services make the Parish a more desirable place to live.



Community Survey



Highest Priority Parks and Facilities

- Walking and Biking Trails (28%)
- Neighborhood Parks (27%)
- Playground Areas (21%)
- Fitness and Exercise Facilities (19%)
- Family Picnic Areas (17%)



Community Survey

Highest Priority Programs

- Youth Learn to Swim (16%)
- Water Fitness Programs (14%)
- Cultural Special Events (14%)
- Adult Continuing Education Programs (12%)
- Indoor Space for Small Events (12%)



Community Survey



Highest Priority Actions

- Improve existing neighborhood parks (34%)
- Improve trails that connect parks (25%)
- Develop new outdoor swim pools/family aquatic centers (20%)
- Develop new trails that connect parks (15%)
- Improve existing athletic fields / Purchase land to preserve natural areas (14%)



Did you attend the first IYP₂ parish-wide meeting?



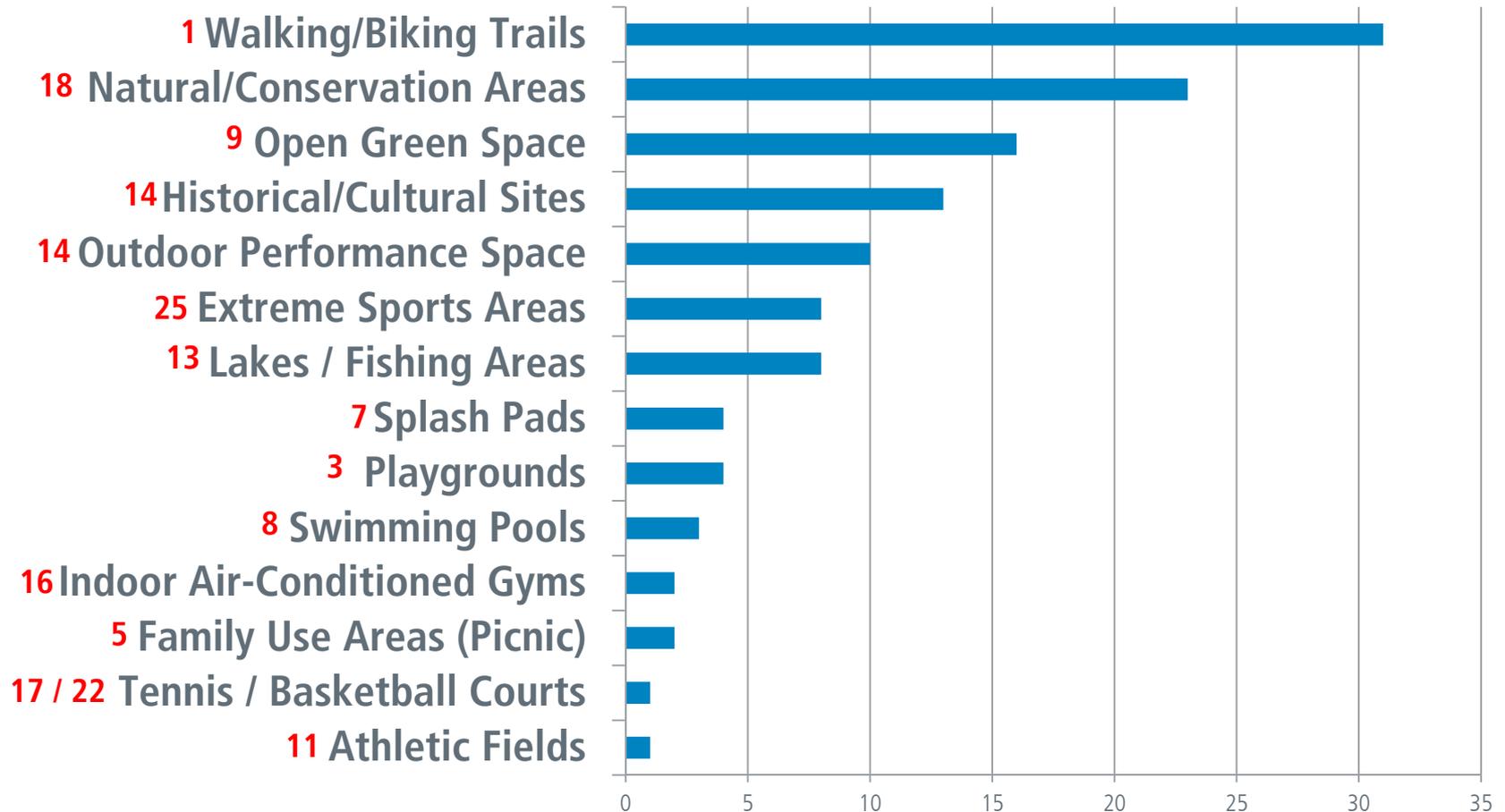
17% 1. Yes

83% 2. No

First Parish-Wide Meeting



Most important amenities



Stakeholder Meetings

Trail connections for bikers, runners, and walkers are important—particularly connections to parks and employment locations

Expand water-oriented recreation on Parish rivers

Water features and water access are key attractions

Events are good for enlivening parks



Stakeholder Meetings

Partnerships

- need to nurture new partnerships
- focus on improving communication

Facilities

- small improvements (e.g., lighted fields, scoreboards) could enhance use and increase community ownership



Stakeholder Meetings

Programs

- concern about affordability and opportunities at all skill levels – some sports becoming ultracompetitive
- expand integration with schools
- adult programs needed (not just for seniors)



Stakeholder Meetings

Continue to create unique recreational opportunities and the addition of new types of facilities

Make people more aware of BREC facilities and programs



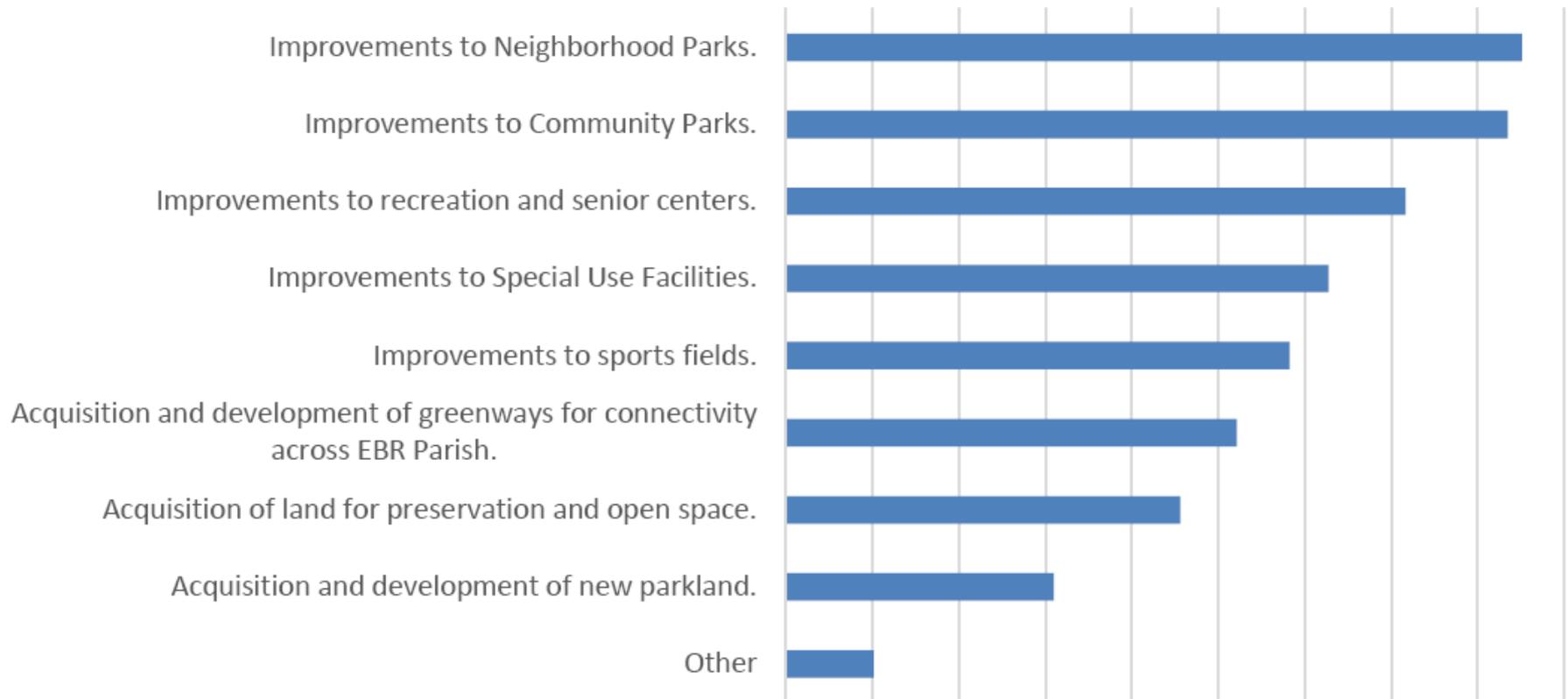
Did you attend one of the 33 IYP₂ neighborhood meetings?



Combined Results from Area Meetings



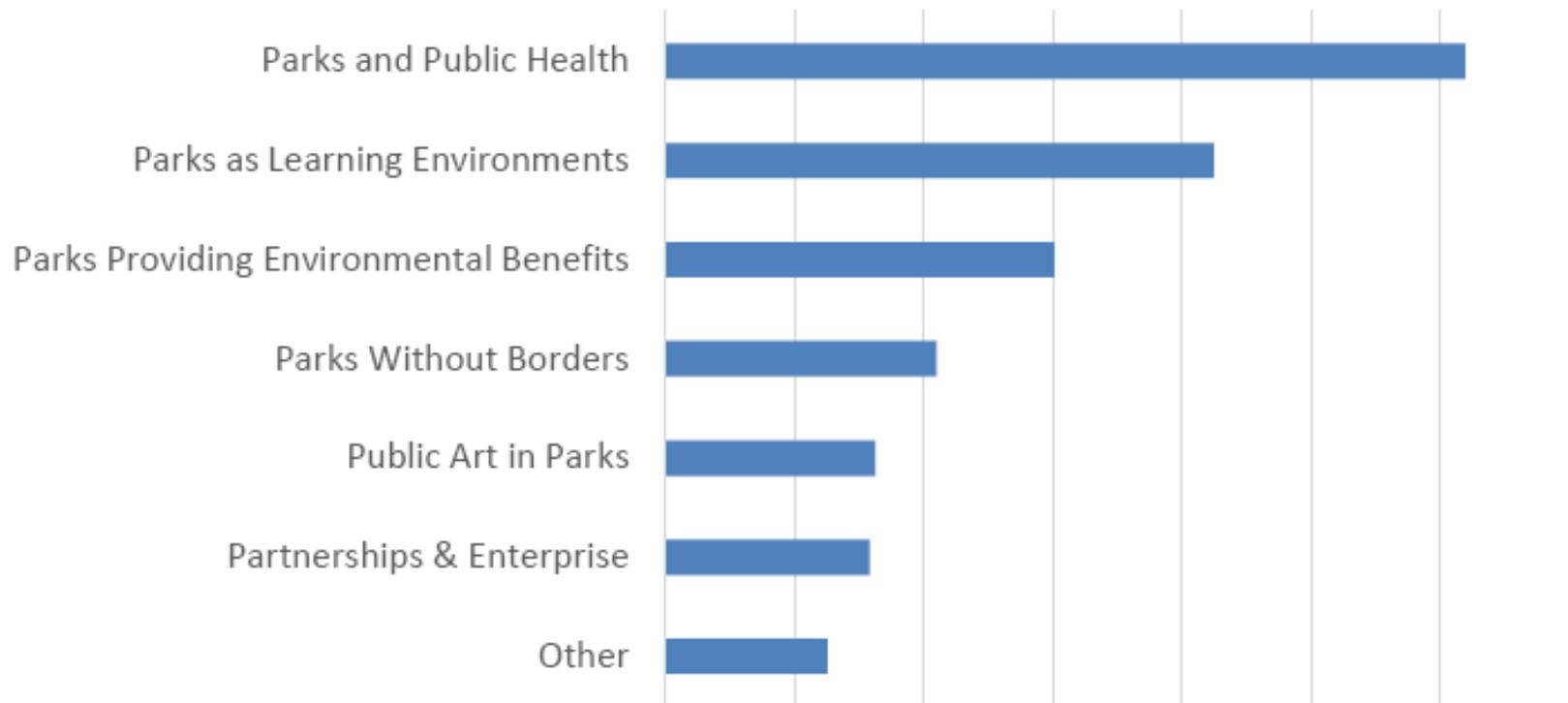
Funding Priorities



Combined Results from Area Meetings



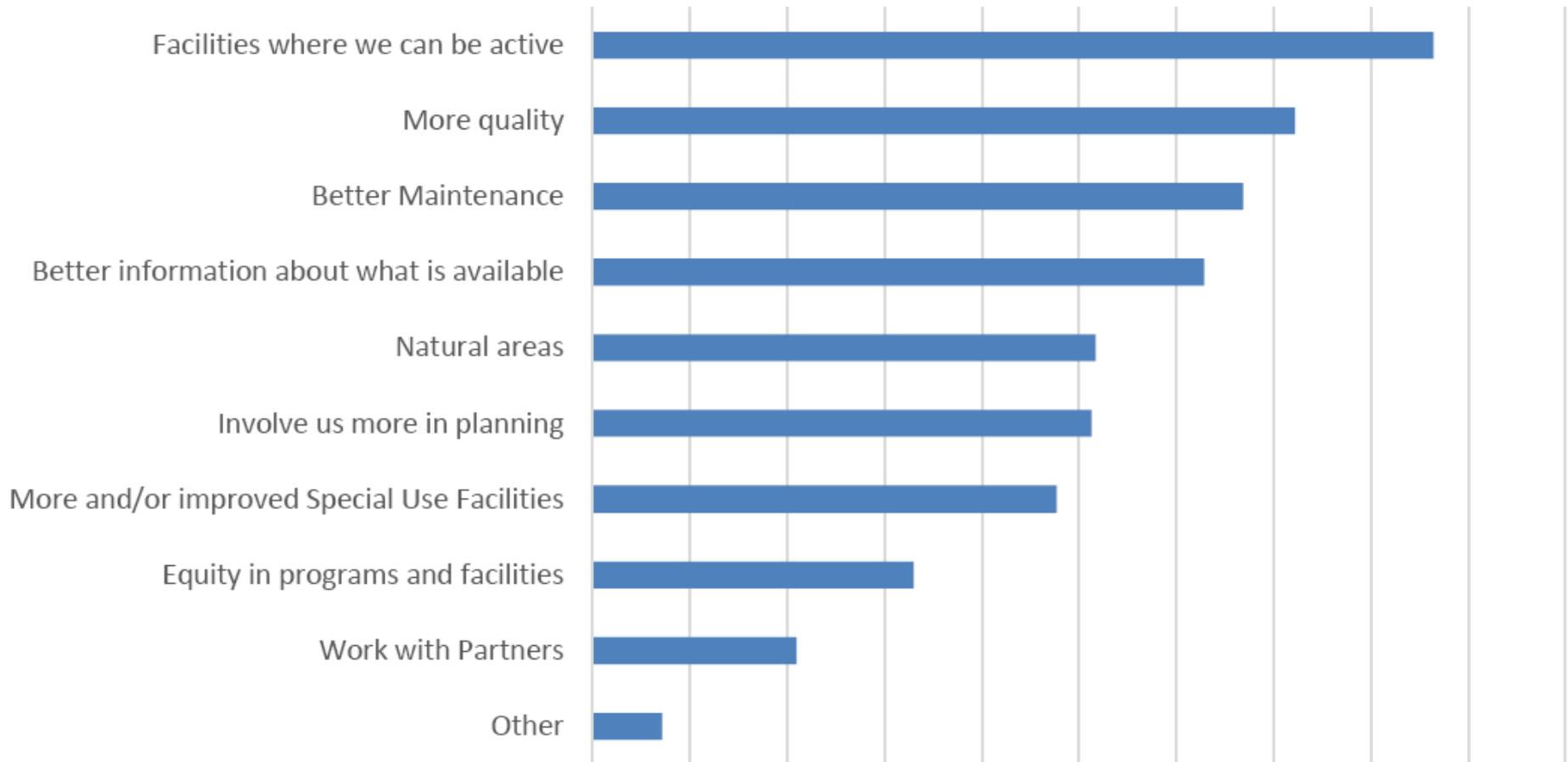
Important Trends



Combined Results from Area Meetings



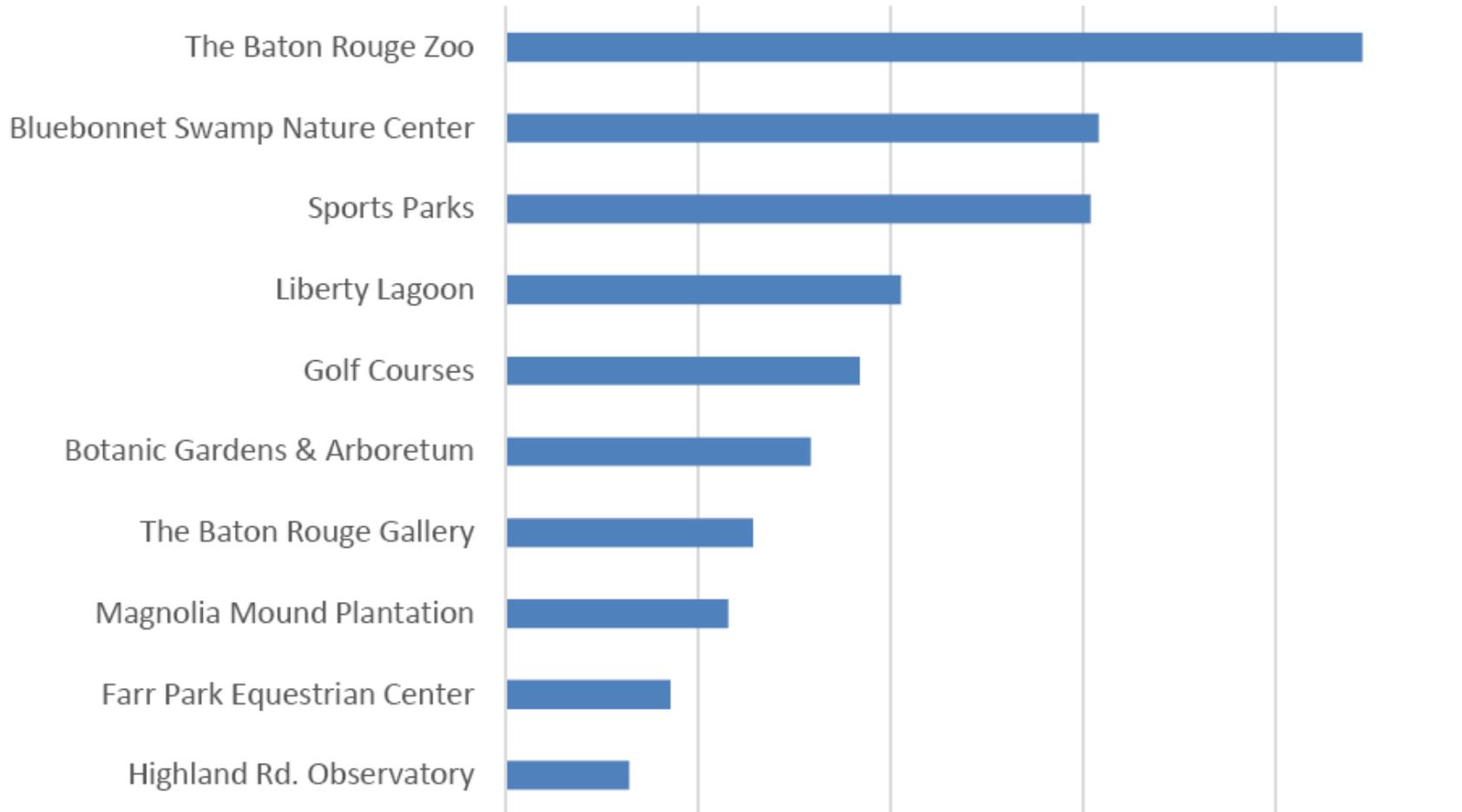
Common Desires



Combined Results from Area Meetings



Most Important Special Use Facilities



Common Themes

- **Connectivity**
- **Health and Wellness**
- **Learning**
- **Water and Nature**
- **Community Involvement and Ownership**
- **Innovation**



How would you prioritize the themes?



(Choose Three, In Priority Order)



Potential Strategic Directions



- Raise the standard for key recreation facilities (e.g., rec centers, community playgrounds).
- Improve connections to, within, and between existing parks (e.g., trails, sidewalks).
- Continue innovation in facilities and programming (e.g., zip-lining, adventure racing).

Potential Strategic Directions



- **Develop new parks and facilities to serve growing areas of the parish.**
- **Take advantage of the Parish's natural resources and expand conservation- and water-oriented recreation**
- **Determine how to better work with partners to achieve common goals, while filling gaps in recreational opportunities.**
- **Continue to make the best use of tax payer dollars.**

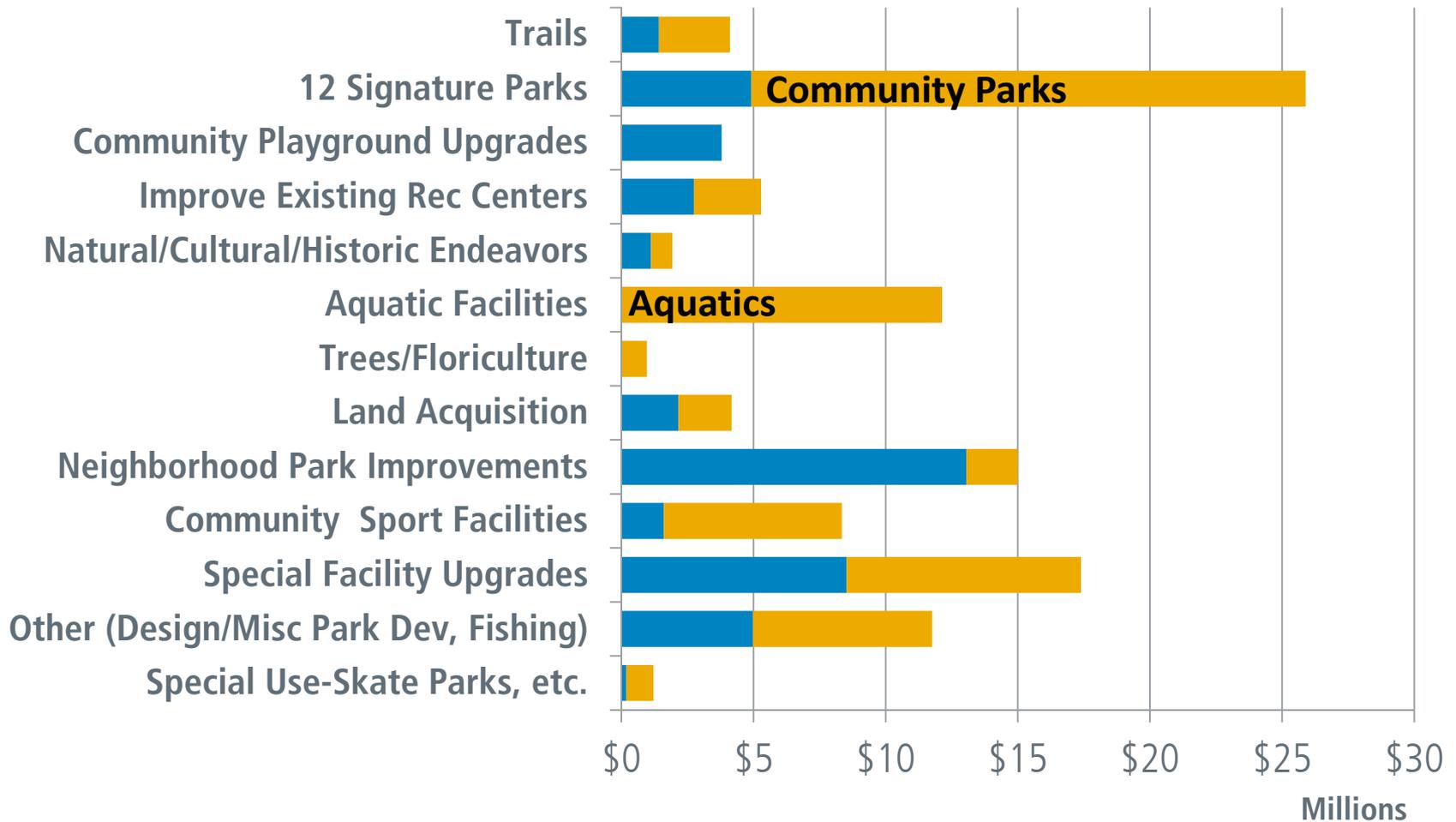
Fiscal Context



- **Imagine Your Parks was funded by a separate 20-year bond that was approved by voters in 2004**
 - Expanded recreational opportunities for residents, but also expanded maintenance requirements
 - Additional funding for maintenance will end in 2024
- **Costs of doing business have increased and continue to increase**



2004 Funding Review

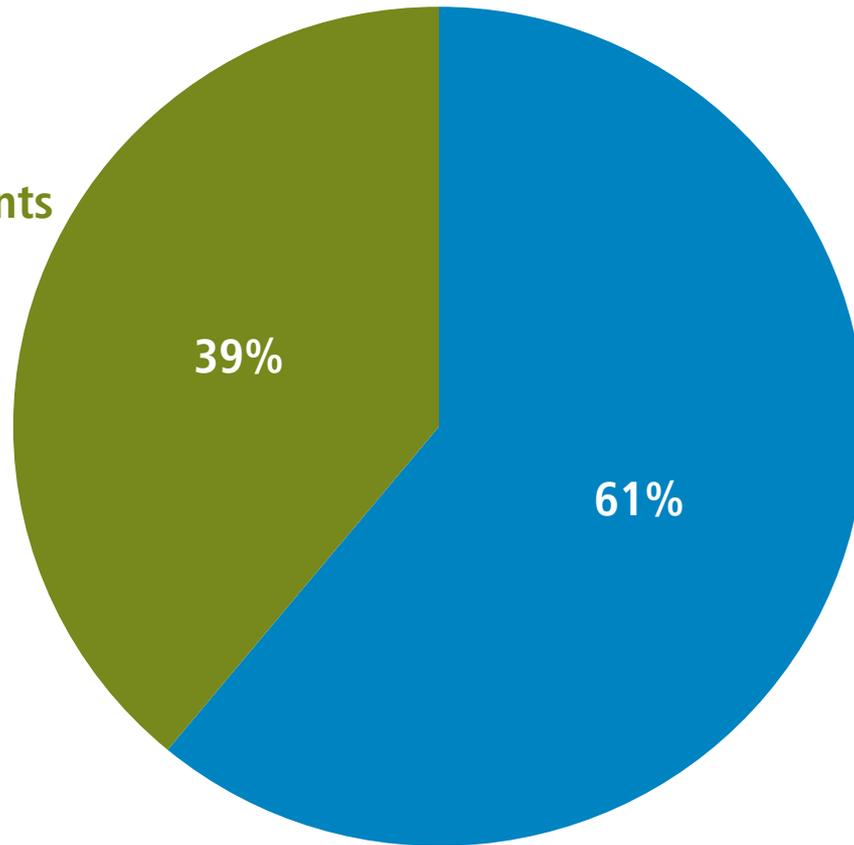


■ Apr 2004 Base Funding - Operating & CIP
 ■ Nov 2004 Additional Funding - IYP

2004 Funding Review

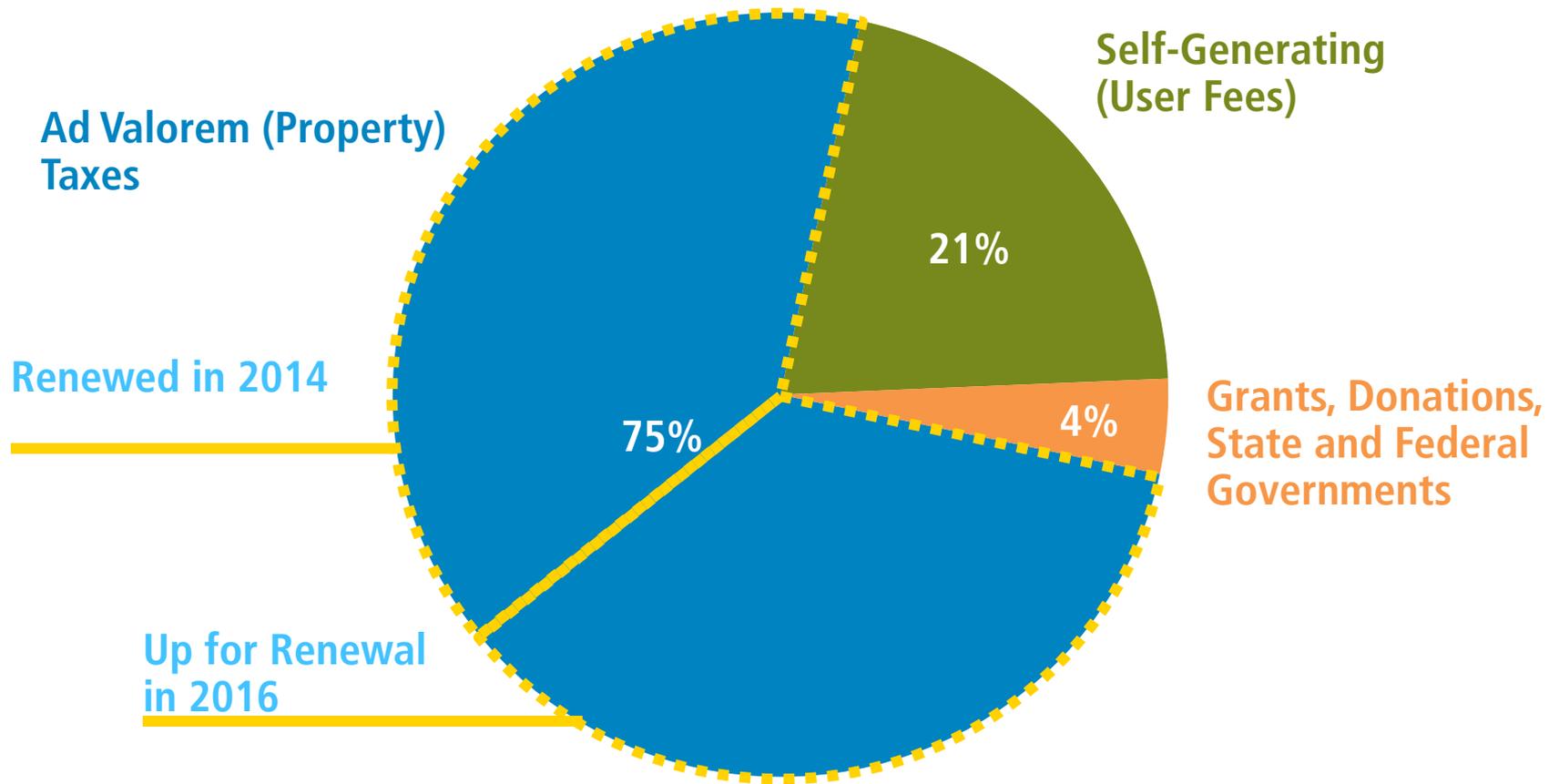


2004 Pay-As-You-Go
(Capital Improvements
Plan)

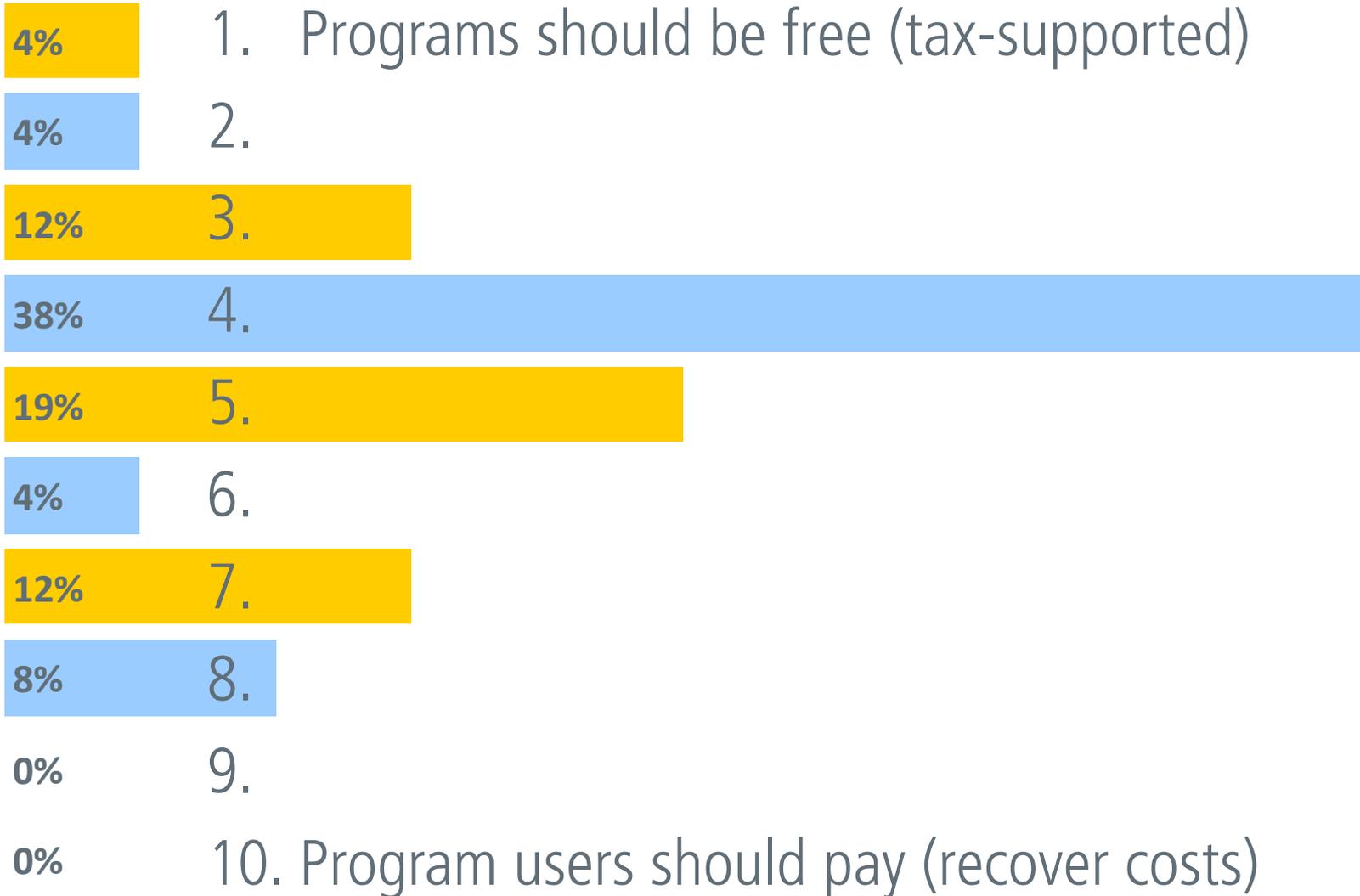


2004 Borrowed
(Imagine Your Parks)

BREC's 2013 Budget Revenue



How should programs be paid for?



Cost Recovery Targets

Cost recovery targets should reflect degree to which program area provides a public v. private good.

	Category	Description	Cost Recovery	Subsidy
Broad Public Benefit  Individual Benefit	Core-Essential	<ul style="list-style-type: none"> Part of the organizational mission Serves a majority of the community "BREC must offer this program." 	None to moderate	High to complete
	Important	<ul style="list-style-type: none"> Important to the community Serves large portions of the community "BREC should offer this program." 	Moderate	Moderate
	Value-Added	<ul style="list-style-type: none"> Enhanced community offerings Serves niche groups "It would be nice if BREC offered this program." 	High to complete	Little to none

BREC Core Program Areas

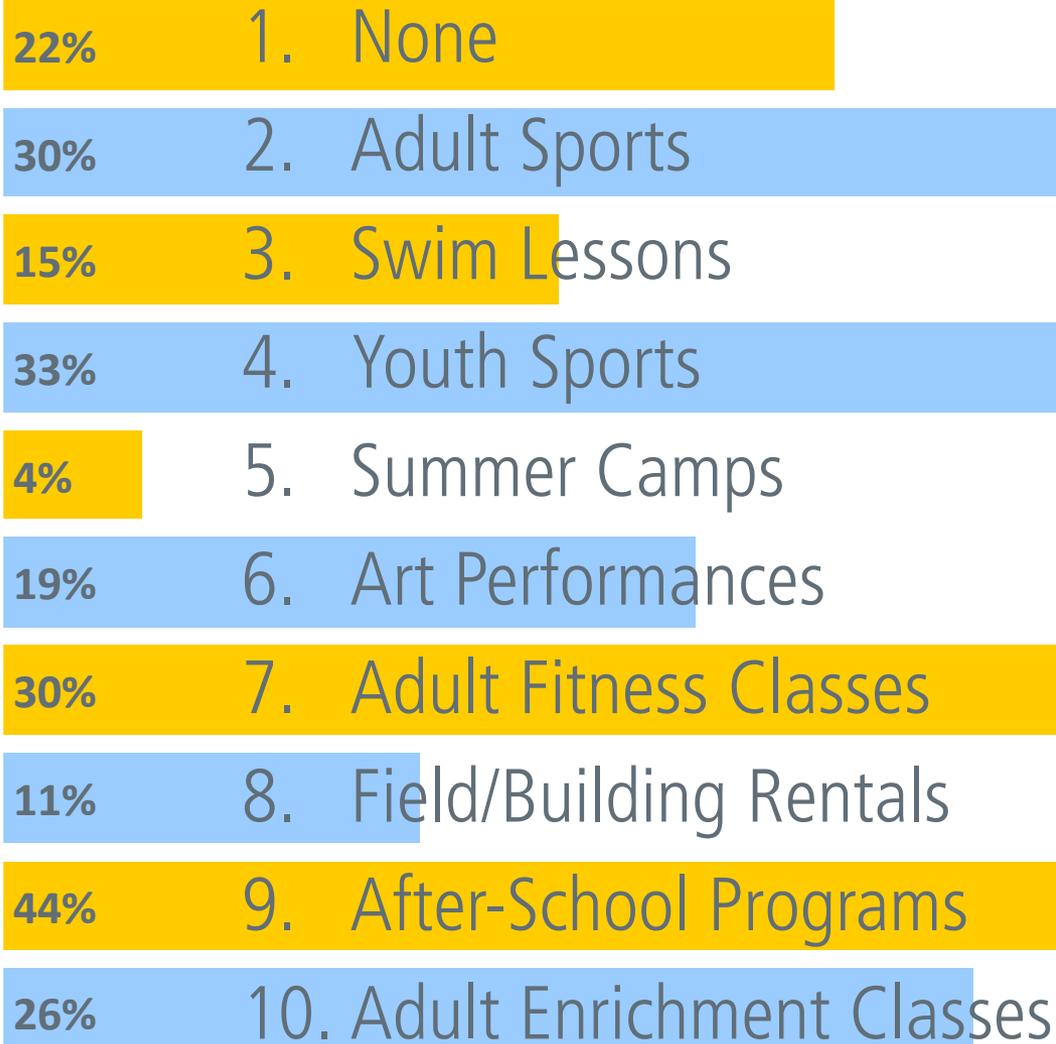


- Adult Leisure
- Aquatics
- Athletics
- Baton Rouge Gallery
- Conservation Programming
- Community Events
- Extreme Sports
- Farr Park Equestrian Center
- Fitness, Health, & Wellness
- General Recreation
- Highland Road Park Observatory
- Inclusive Recreation
- Independence Park Theatre & Cultural Center
- Historical Programming
- Outdoor Adventure & Recreation

Which programs should be free?



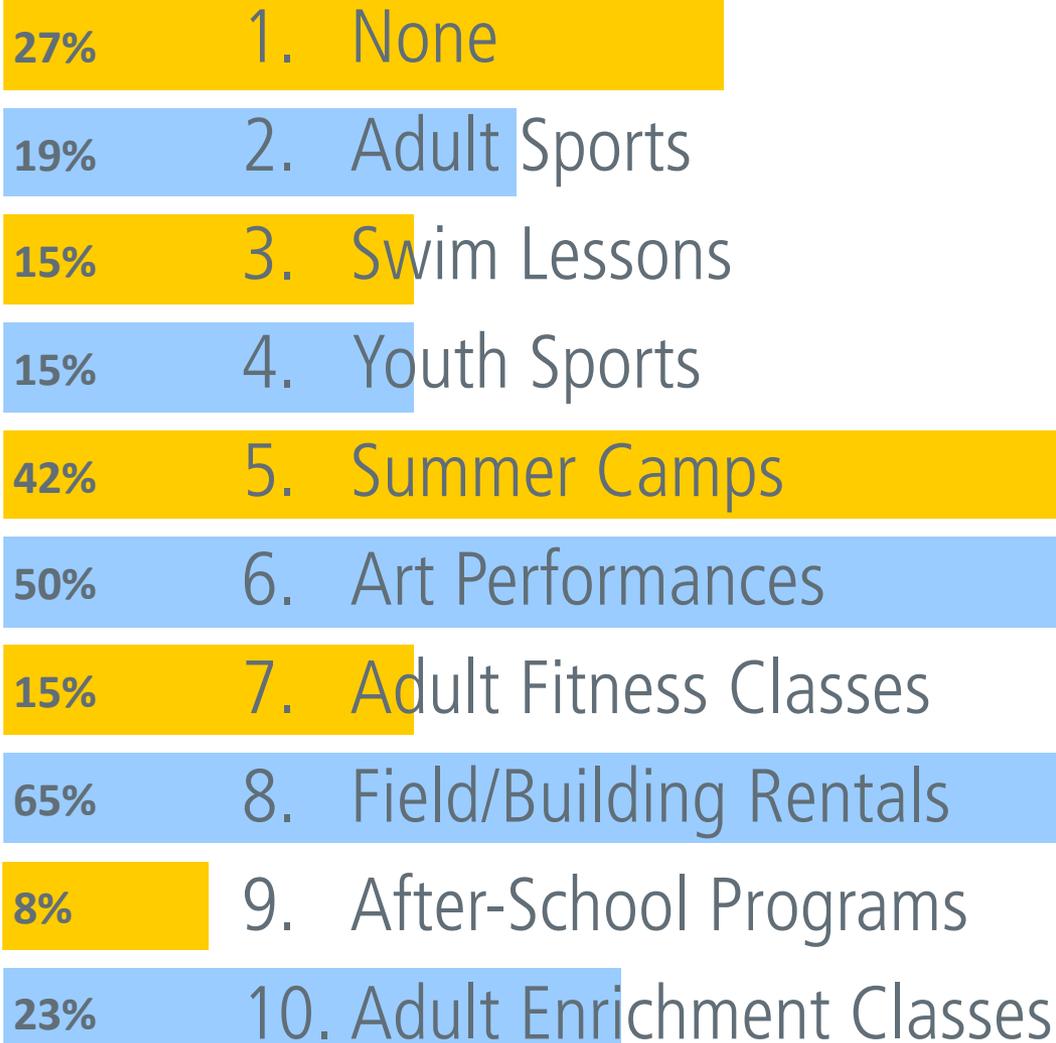
(Choose Up To Three)



Which programs should recover all costs?



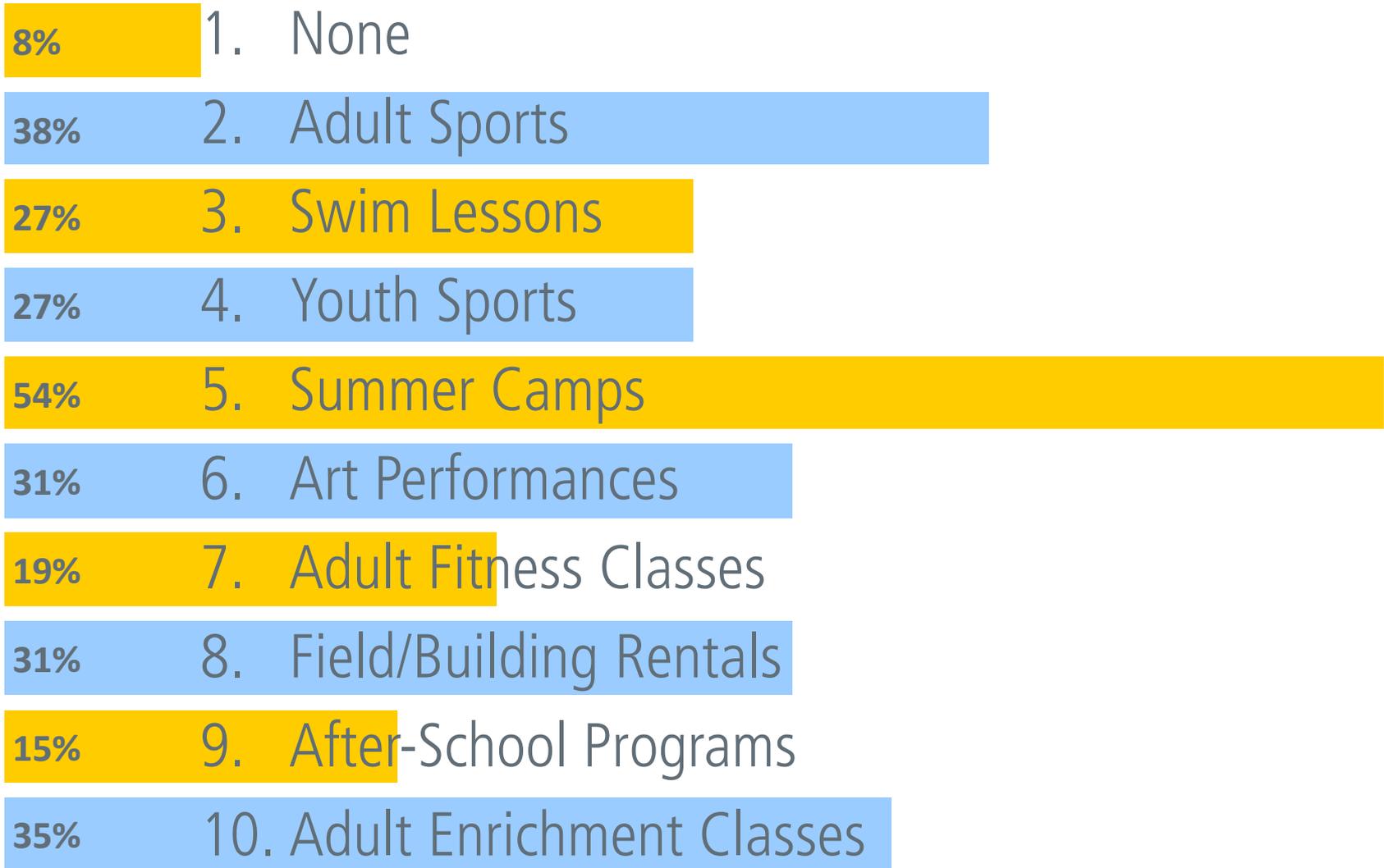
(Choose Up To Three)



Which programs should recover some, but not all, costs?



(Choose Up To Three)



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