AUBURN PARKS & RECREATION

Auburn Parks & Recreation Master Plan

AUBURN INDIANA

October 18, 2021 Auburn City Hall

pros consulting INC.

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Presentation Overview

- Project Team
- Process
- Community Engagement Findings
- Statistically Valid Survey Findings
- Program Assessment Findings
- Park & Facility Assessment Findings
- Auburn Parks & Recreation Level of Service
- Asset Mapping

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Project Team

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The Planning Team

Planning Team Experience

Brownsburg PARKS Naturally Exciting

Carmel • Clay Parks&Recreation
NATIONAL GOLD MEDAL WINNER AND ACCREDITED AGENCY

PENDLETON FALLS PARK

ATL PARKS & REC

CONNERSVILLE, INDIANA 1813

CITY OF BLOOMINGTON Parks and Recreation

TOWN OF AVON 25 1995 2020

Enrich Your Life Durango Parks & Recreation

Department of PARKS & REC Columbus, IN

PLAINFIELD PARKS & RECREATION

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Auburn Parks & Recreation Master Plan

Project Process & Department Overview

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Master Plan Process

Where Are We Today?

- Park and facility assessments
- Programs and services assessments
- Levels of services standards
- GIS mapping

Where Are We Going Tomorrow?

- Community engagement needs analysis
- Demographics & recreation trends analysis review
- Needs prioritization

How Do We Get There?

- Capital development planning
- Financial planning
- Funding and revenue planning
- Strategic action plan implementation

Parks and Recreation Department Overview

- Over 150 acres of parkland
- Five Community Parks (6.2 – 66 acres):
  - Eckhart Park, Memorial Park, Rieke Park, Smith Acres Park and Thomas Park
- Five Neighborhood Parks (0.67 - 9.8 acres):
  - Forrest Park, Riley Park, DeSoto Park, Willennar Park, and Don Lash Park
- Four Special Recreation Areas:
  - Courtyard Park, Carr Fields, Eckhart Park Disc Golf Course, and Auburn Gear Park – to be developed
- Eight full-time staff and seven part-time and seasonal
- Wide variety of programs and community events

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Auburn Demographics

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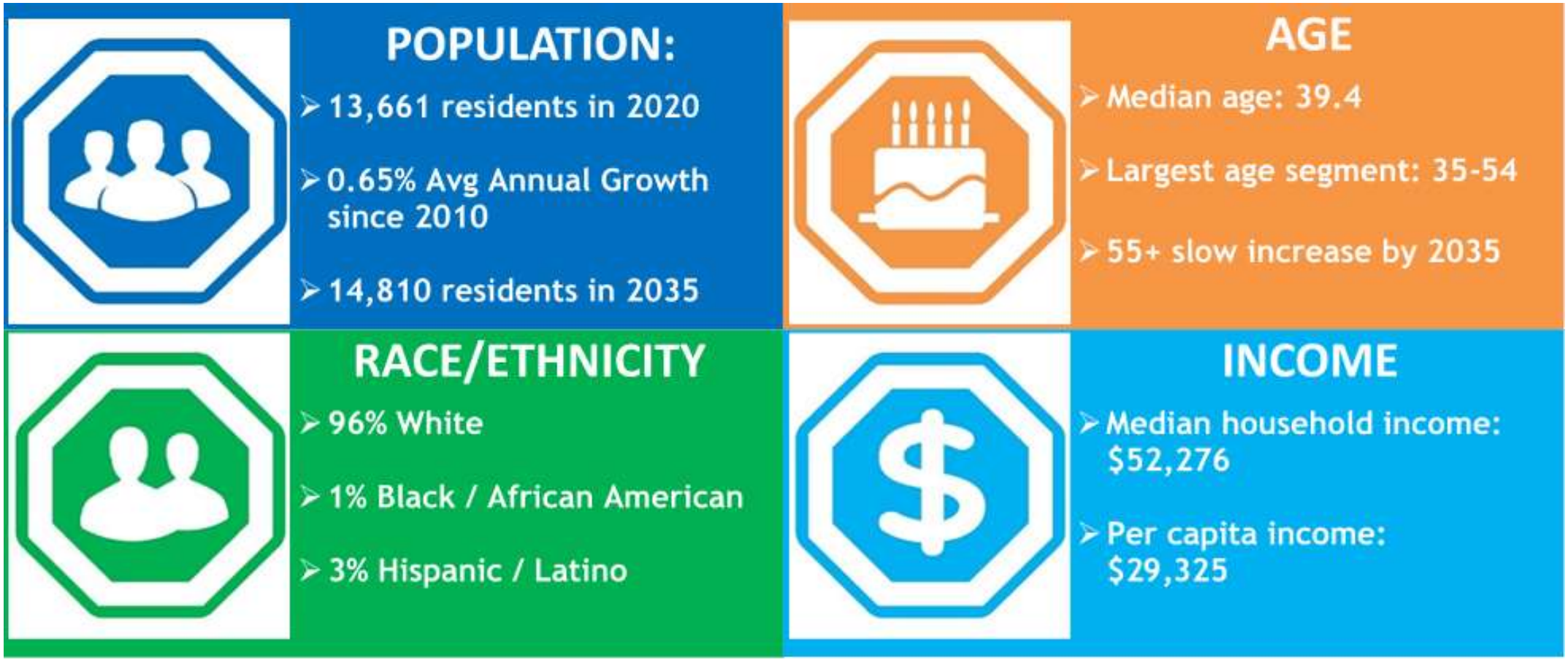
Demographic Findings



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Market Potential Index

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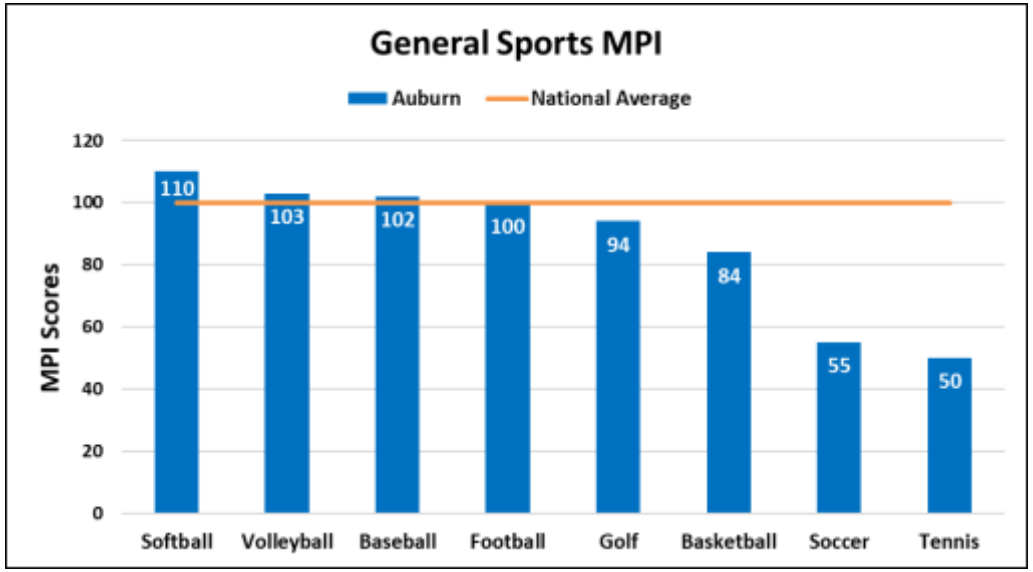
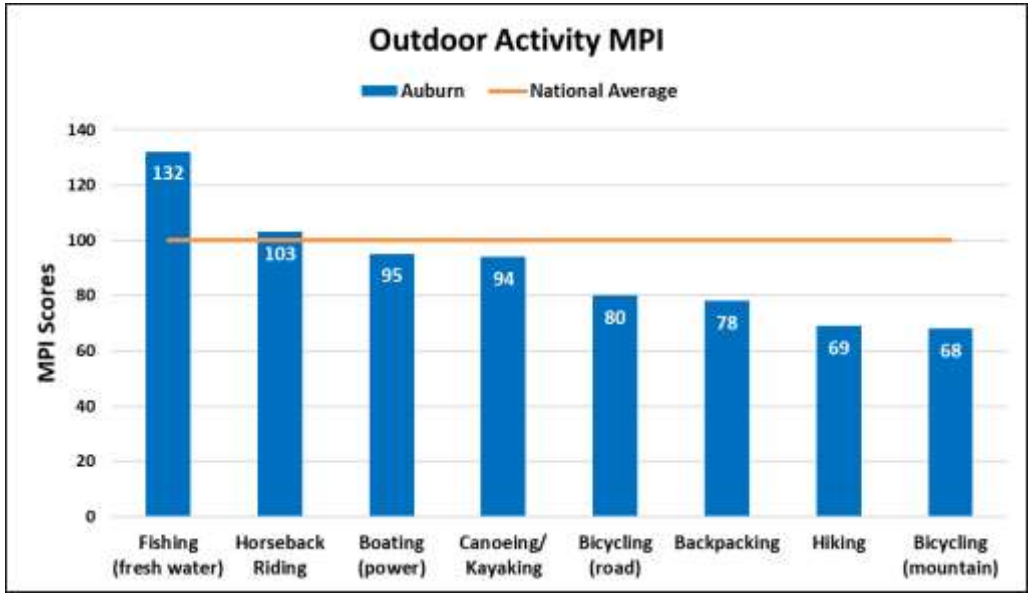
General Sports MPI

- Fishing 132
- Softball 110
- Volleyball 103
- Horseback Riding 103
- Baseball 102
- Football 100





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Community Engagement

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Community Engagement Summary

671 Participants

- Conducted 9 focus groups
  - Including 1 Steering Committee and 1 Staff
- 51 Stakeholders Interviewed
- 2 Public Forums (In-person & Virtual)
  - Live Polling
  - 167 Community Members

Surveys - Community Input

- Statistically Valid Surveys Completed: 355
- Online Surveys Completed: 98
- Open just over a month

Youth Survey

Powered by:

SurveyMonkey

https://www.surveymonkey.com/r/Auburnyouthsurvey

Stakeholder Input Emerging Themes

Improve parks

Replace play equipment

Miss having a pool

Want a splash play

Outdoor adventure

Activities for children

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Statistically Valid Survey

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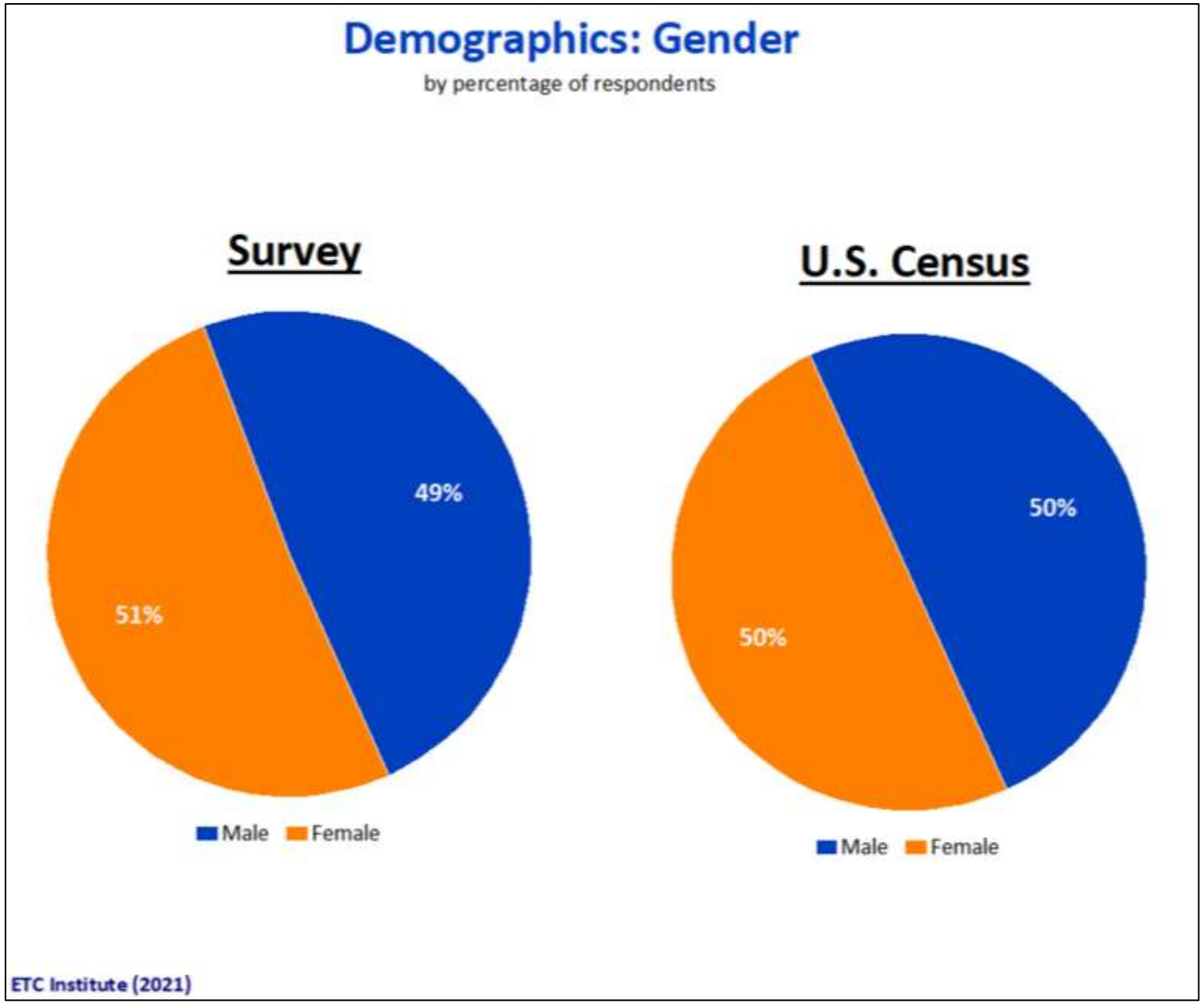
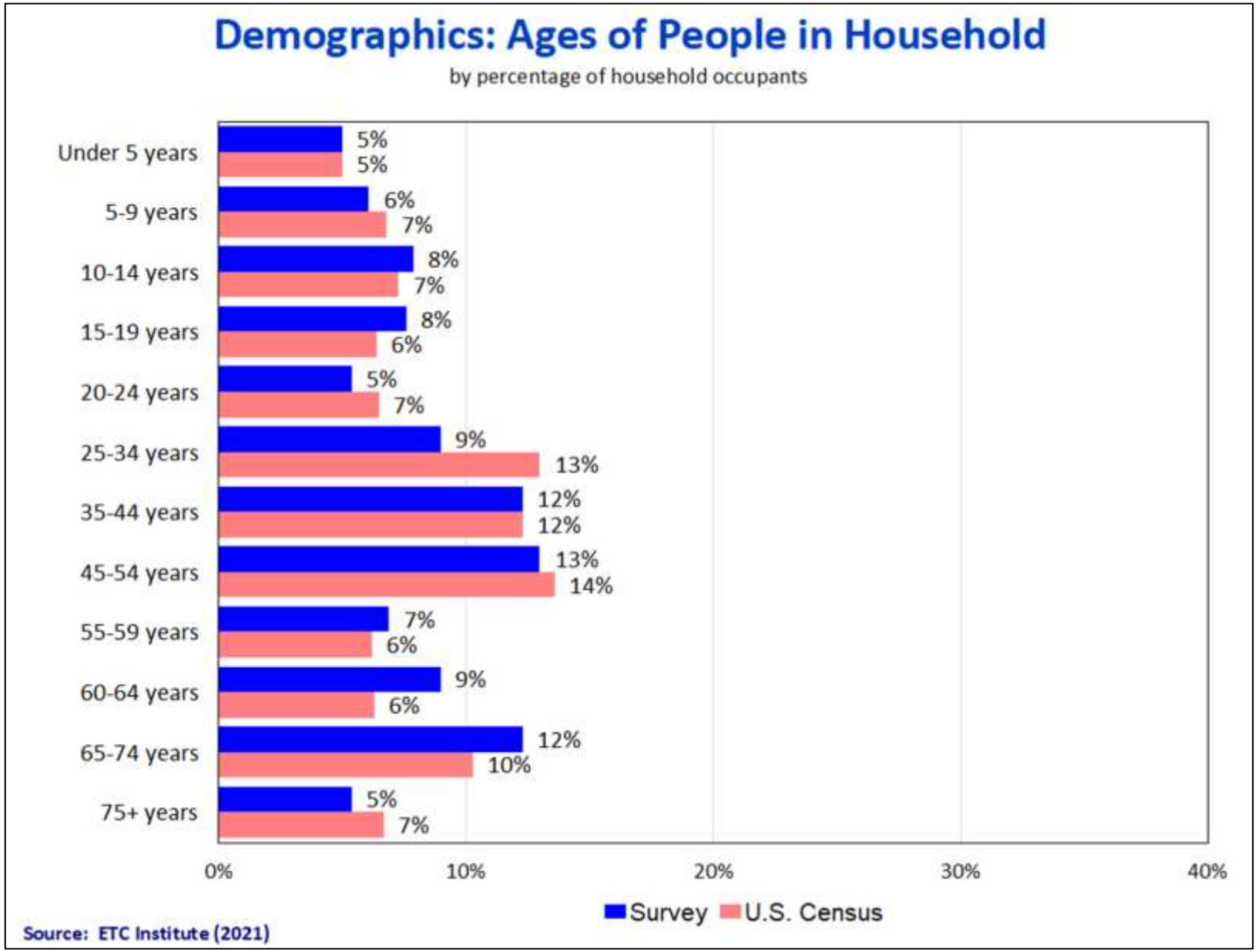
Survey & U.S. Census Demographic Comparison - Gender

To reach statistical validity, the demographics of the survey must mirror the community within the margin of error, limiting over-representation.



Survey & U.S. Census Demographic Comparison - Ages

This is comparing ages of people in households that participated in the survey to the U.S. Census ages of households in Auburn.



Parks with most Visitation

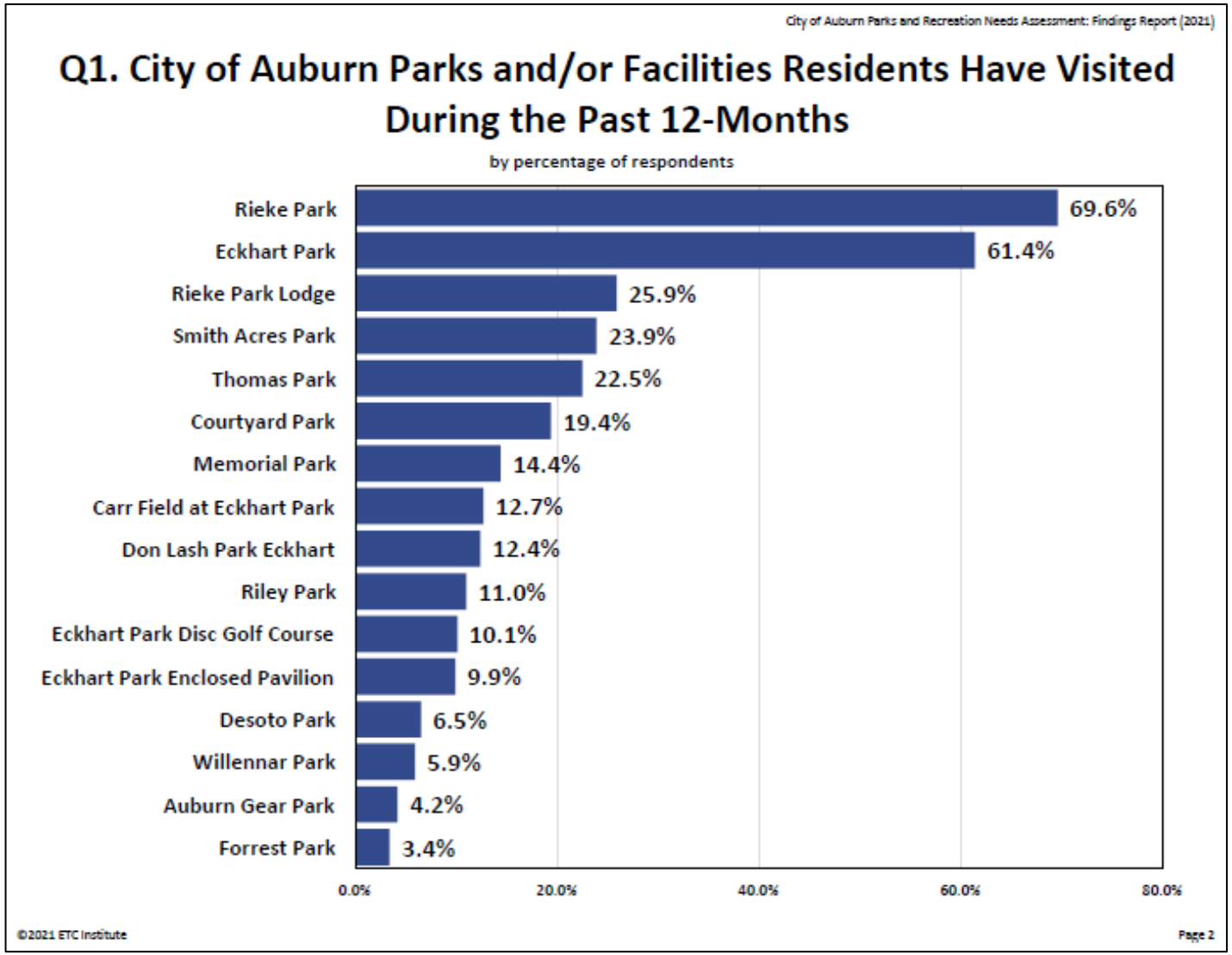
Rieke Park 69.6%

Eckhart Park 61.4 %

Rieke Park Lodge 25.9%

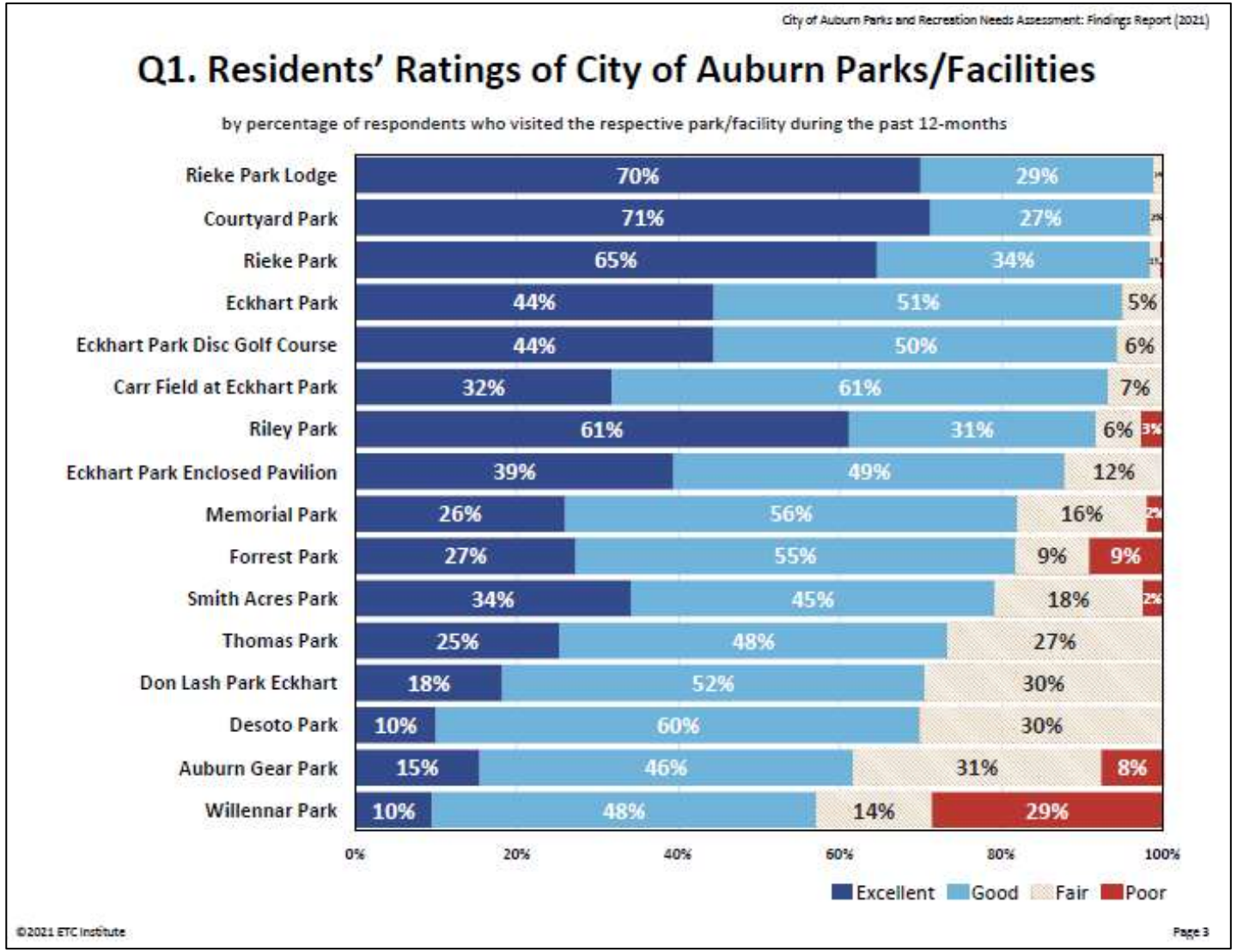
Smith Acres Park 23.9%

Thomas Park 22.5%



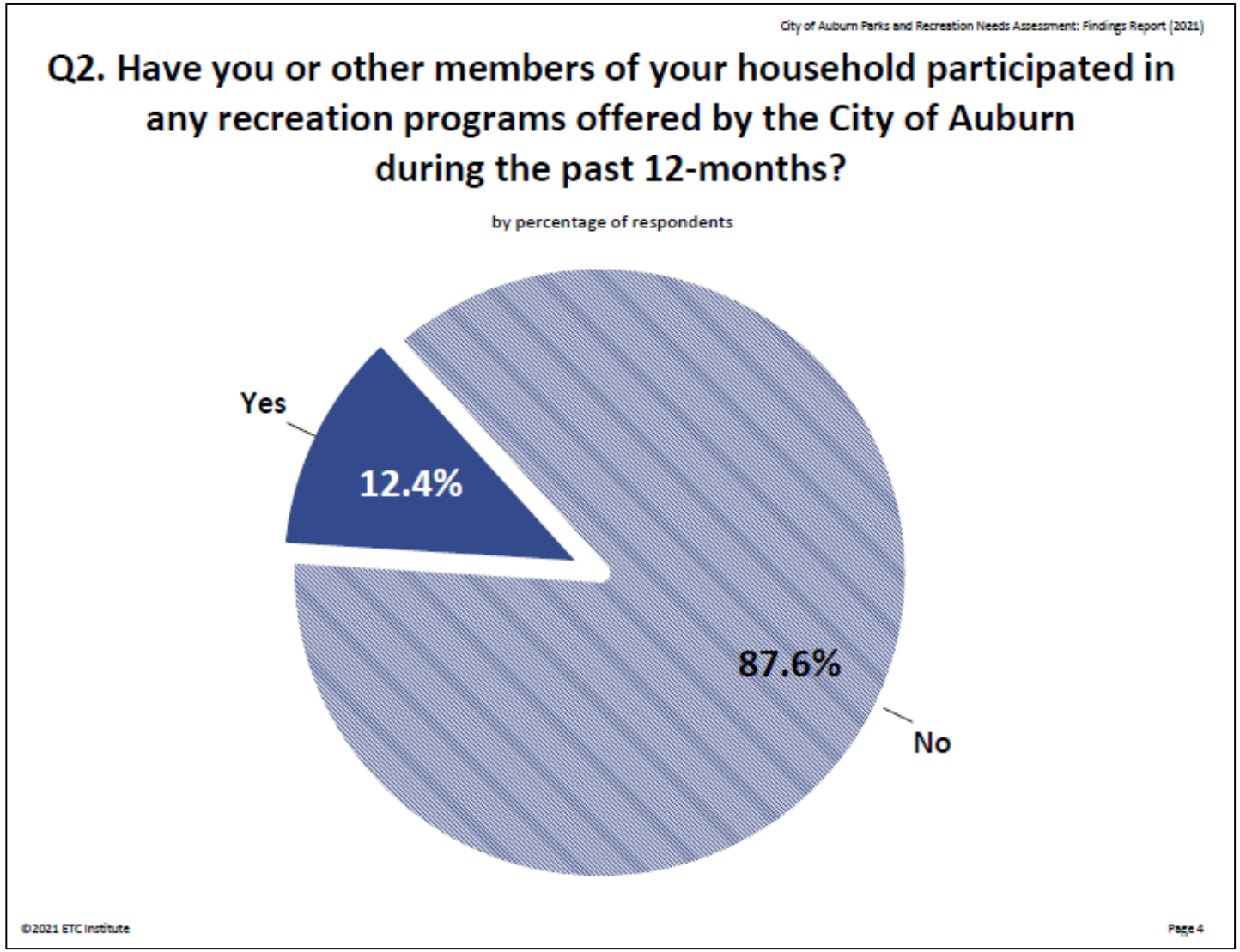
Parks/Facilities Rating

Responses are used to explore opportunities with the amenities the public identify as top priority investment.



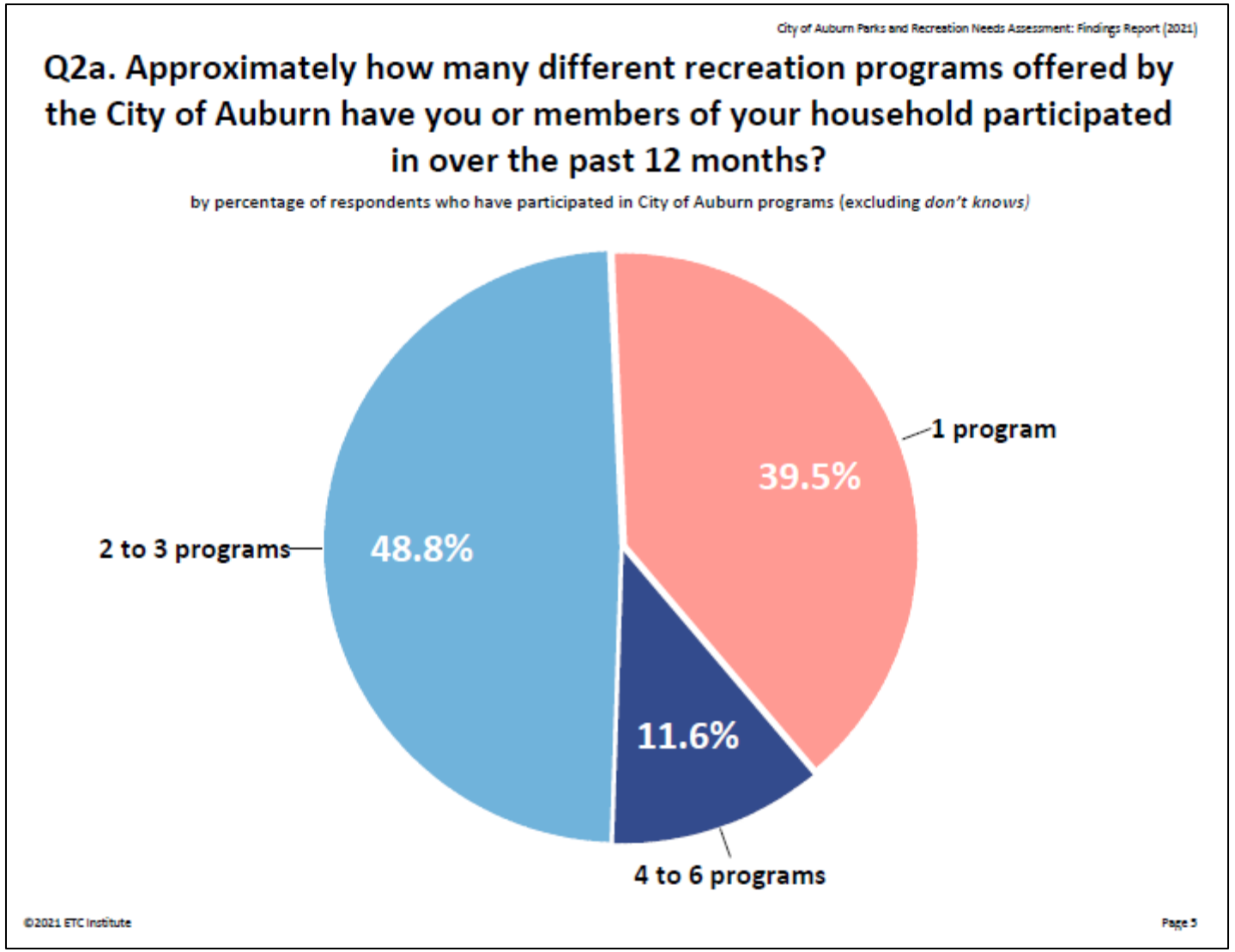
Program Participation

12.4% participation in programming is not uncommon when you consider that program offerings have only recently became part of the Parks Department's services.



Program Participant Retention

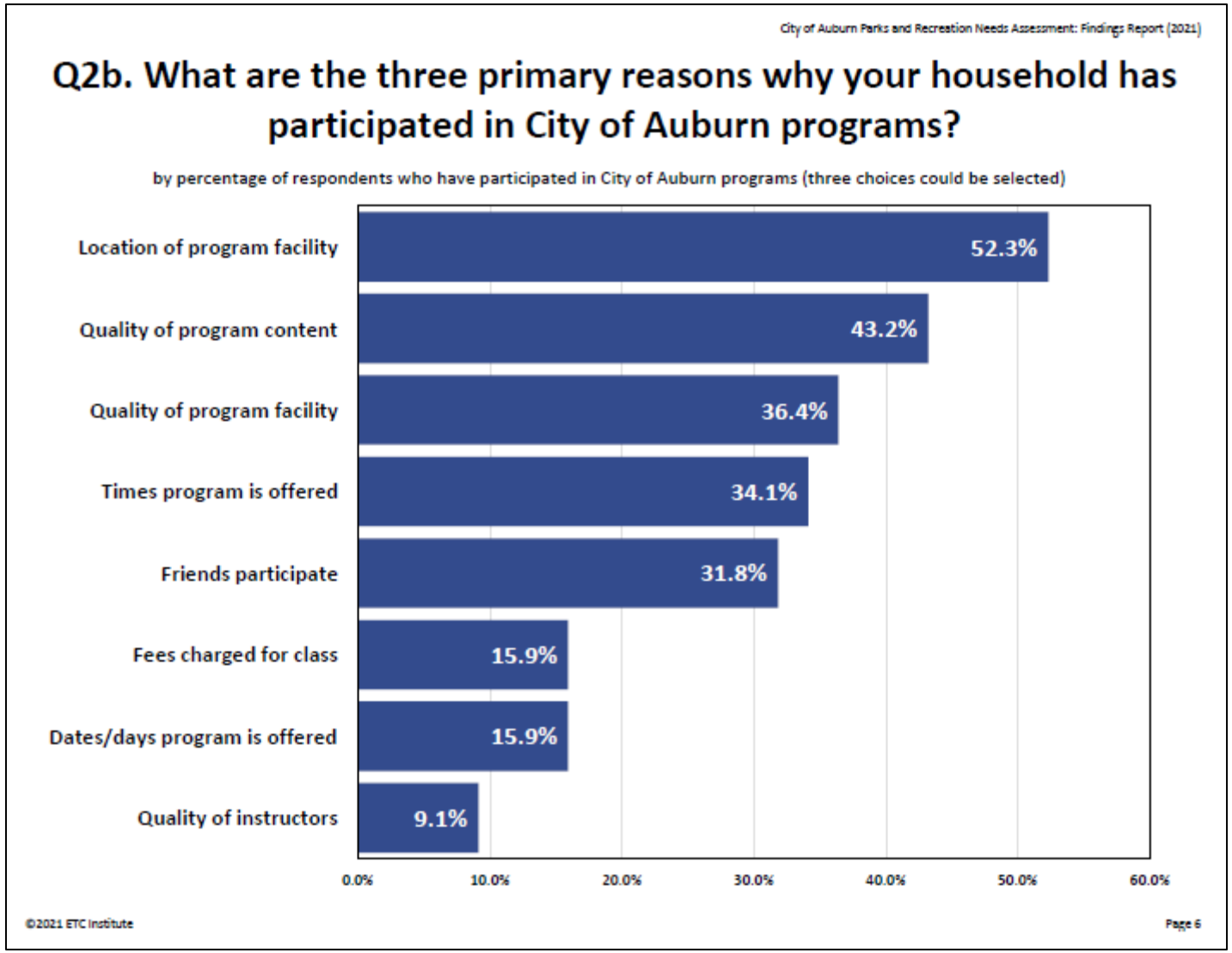
60.4% of respondents participate in more than one program a year.



Reasons Residents Participate

Three primary reasons are:

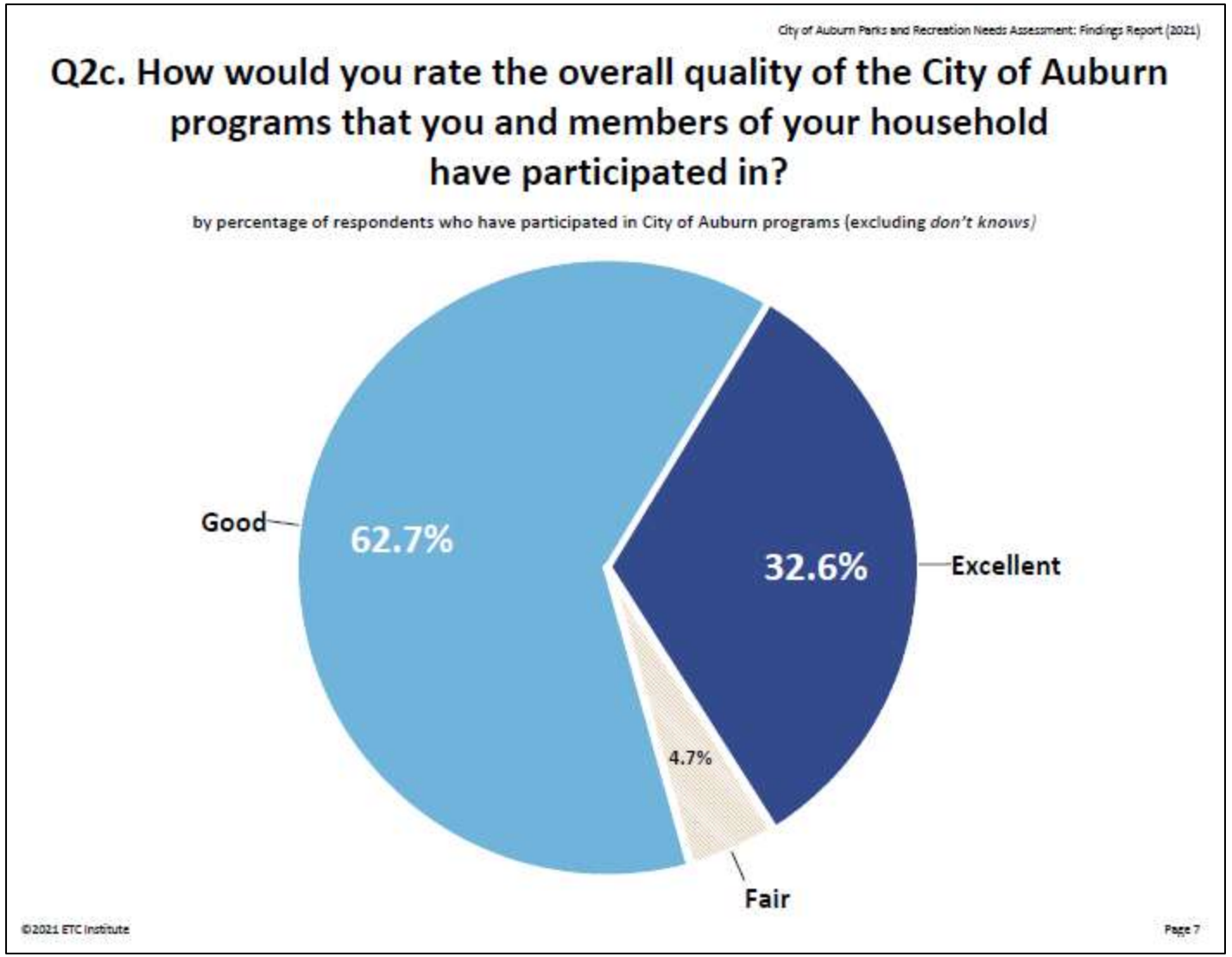
- Location
- Quality of program
- Quality of facility



Program Quality

Auburn ranks higher than the national average:

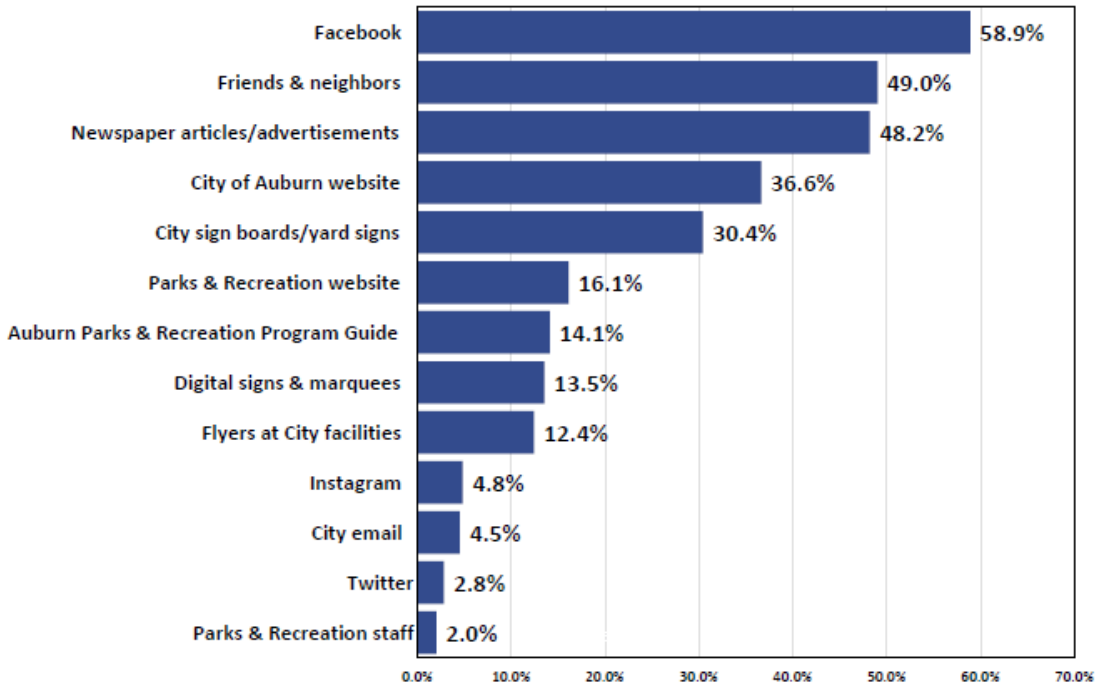
- Excellent 22%
- Good: 56%



Facebook is the Preferred Source of Information

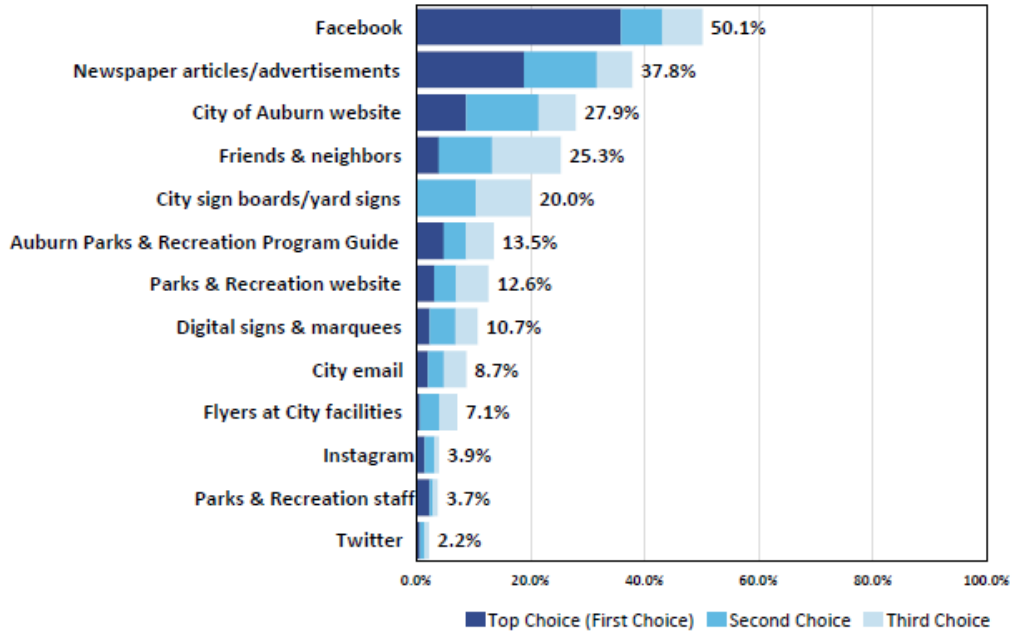
Q3. The Methods Residents Use to Learn About City of Auburn Programs and Activities

by percentage of respondents



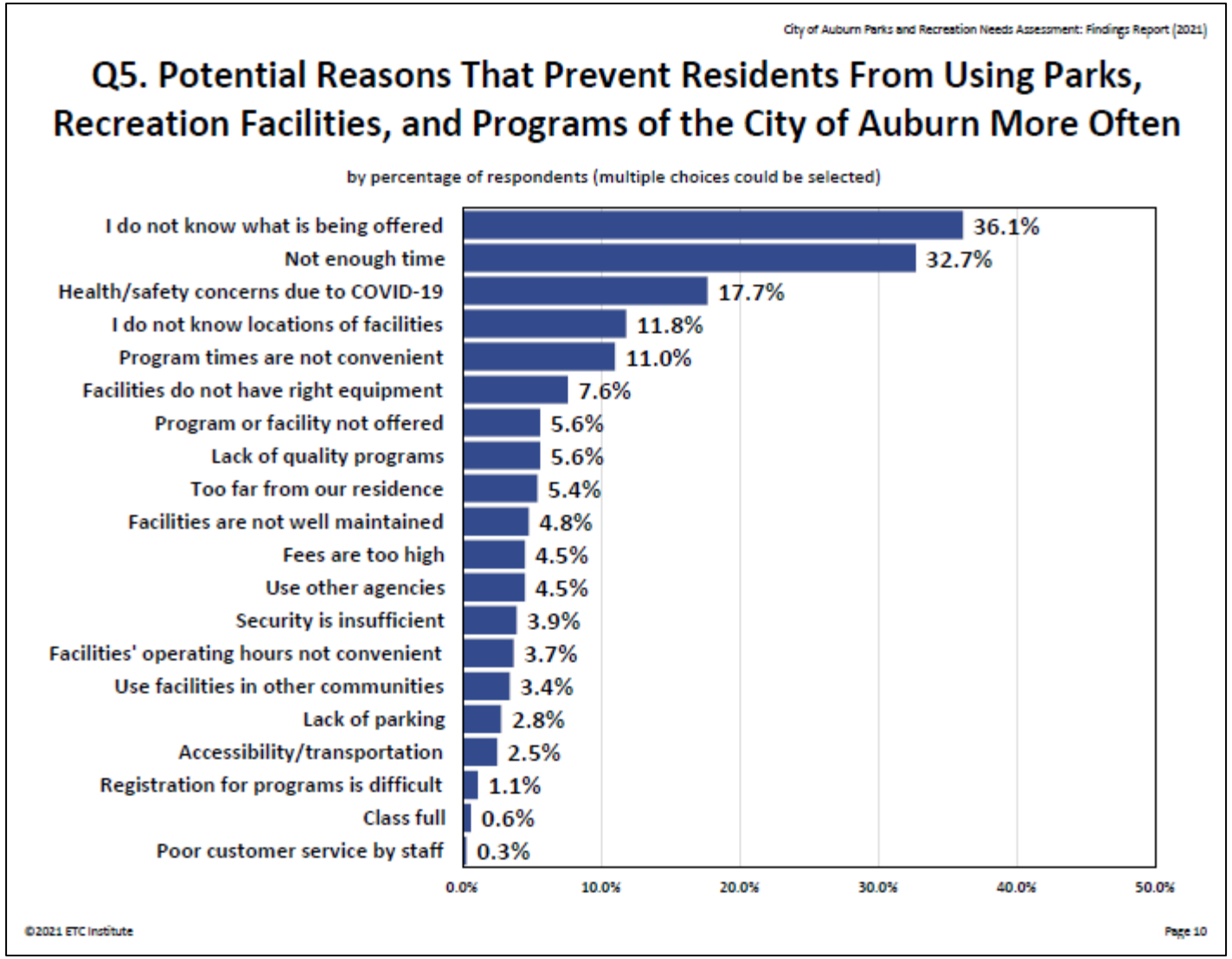
Q4. Information Sources Residents Most Prefer to Use to Learn About City of Auburn Recreation Programs and Activities

by percentage of respondents who selected the items as one of their top three choices



Greatest Barriers to Participation that can be addressed by the City:

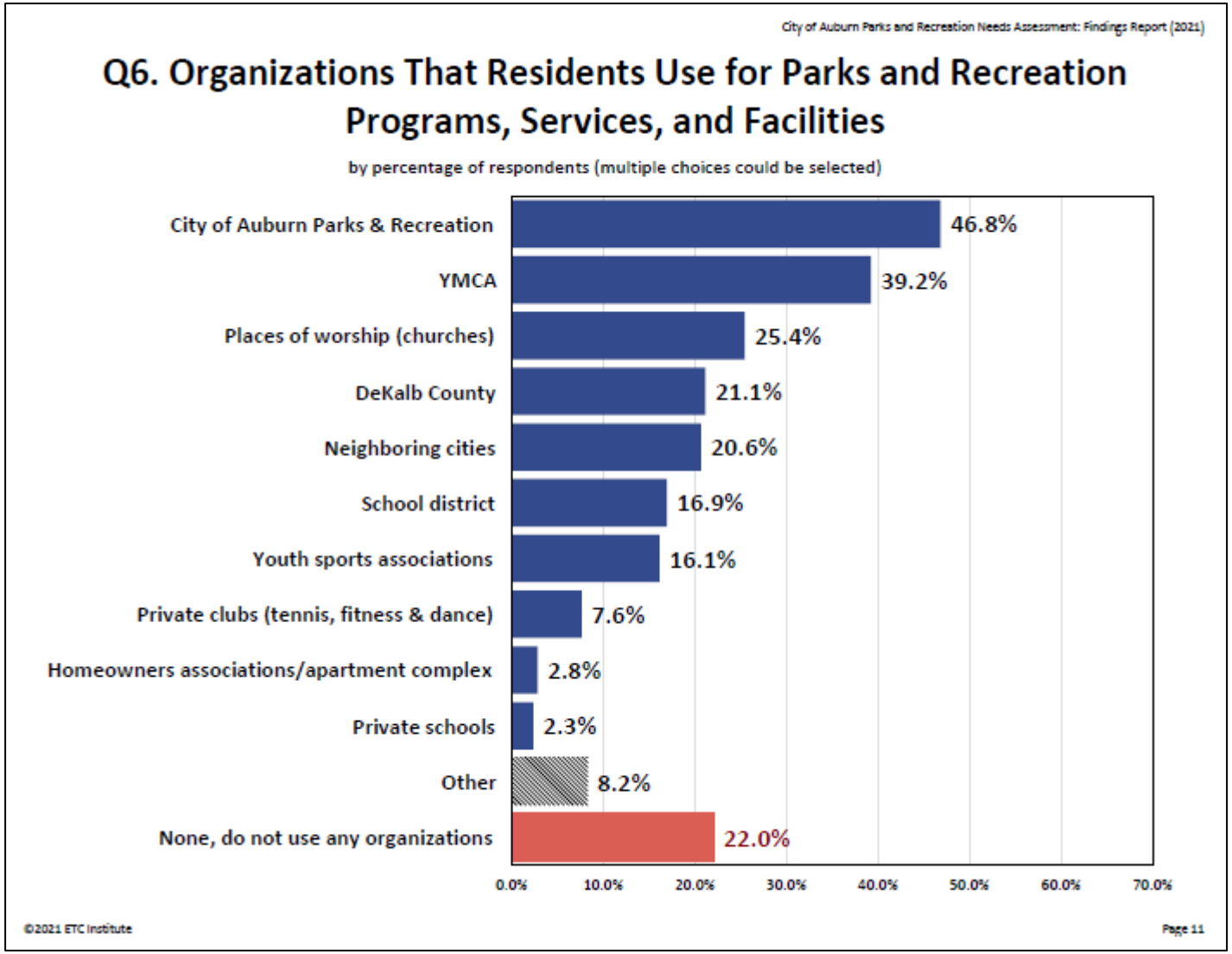
- I do not know what is being offered 36.1%
- I do not know locations of facilities (11.8%)
- Program times are not convenient (11.0%)



City tops the list of service providers used by residents

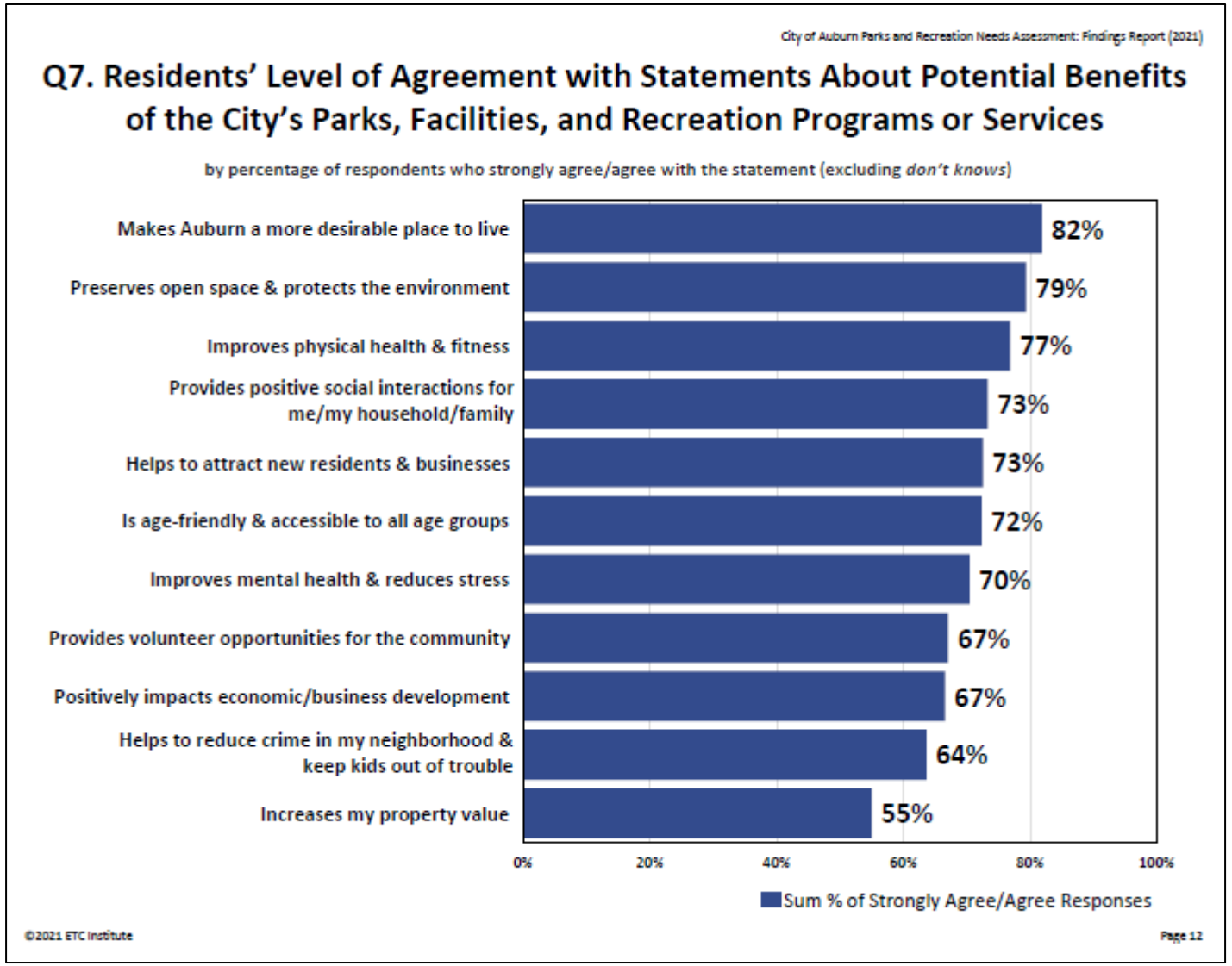
City Parks & Recreation Department tops the list (46.8%) followed by the YMCA (39.2).

While the YMCA serves a good percentage of residents, there is still approximately 60% (a majority) that are not served by the provider that have quality of life needs.



Benefits of parks and recreation the city should communicate

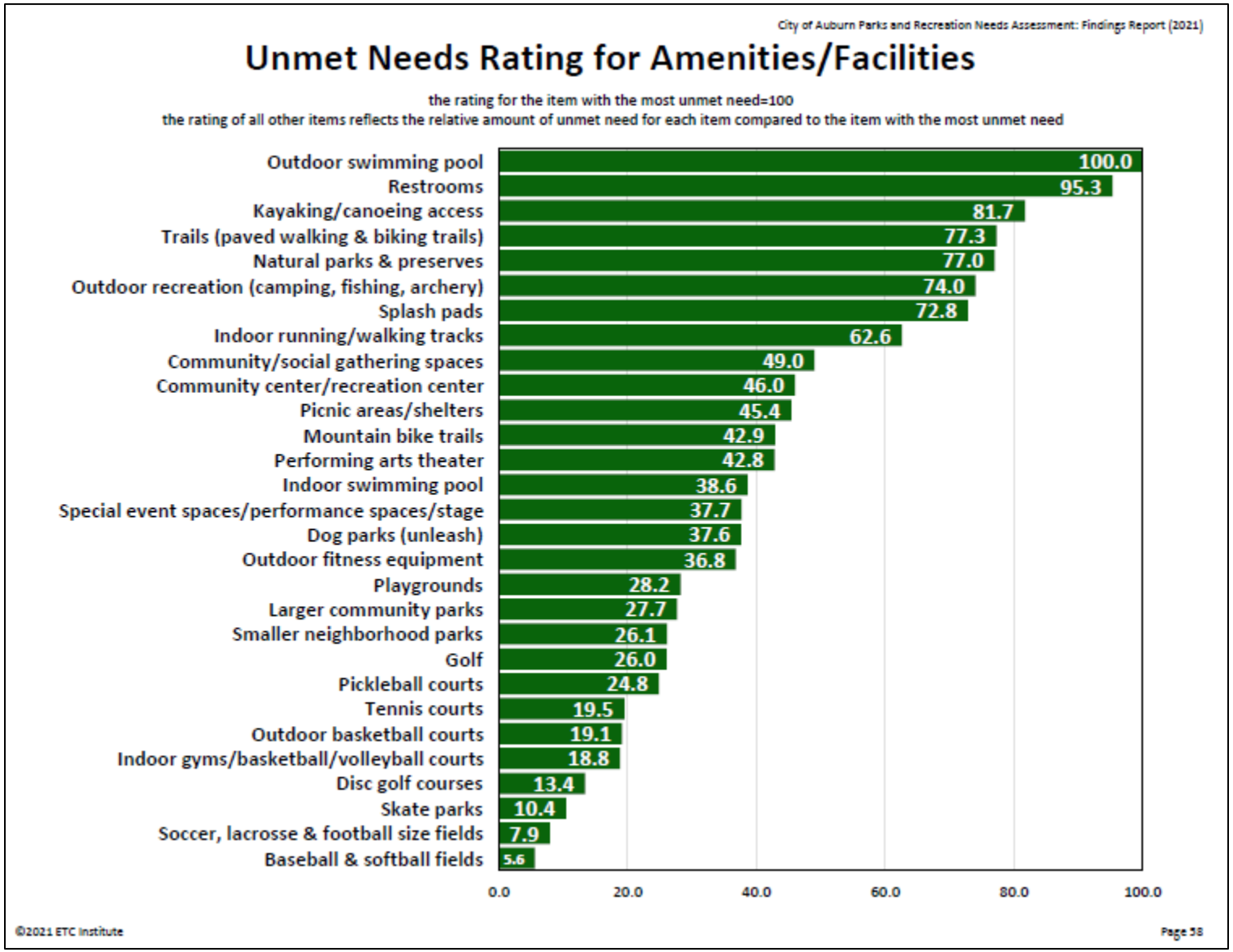
- Increase property values
- Crime reduction
- Economic development
- Volunteer opportunities



Residents identify top unmet needs for amenities / facilities

Top Unmet Needs:

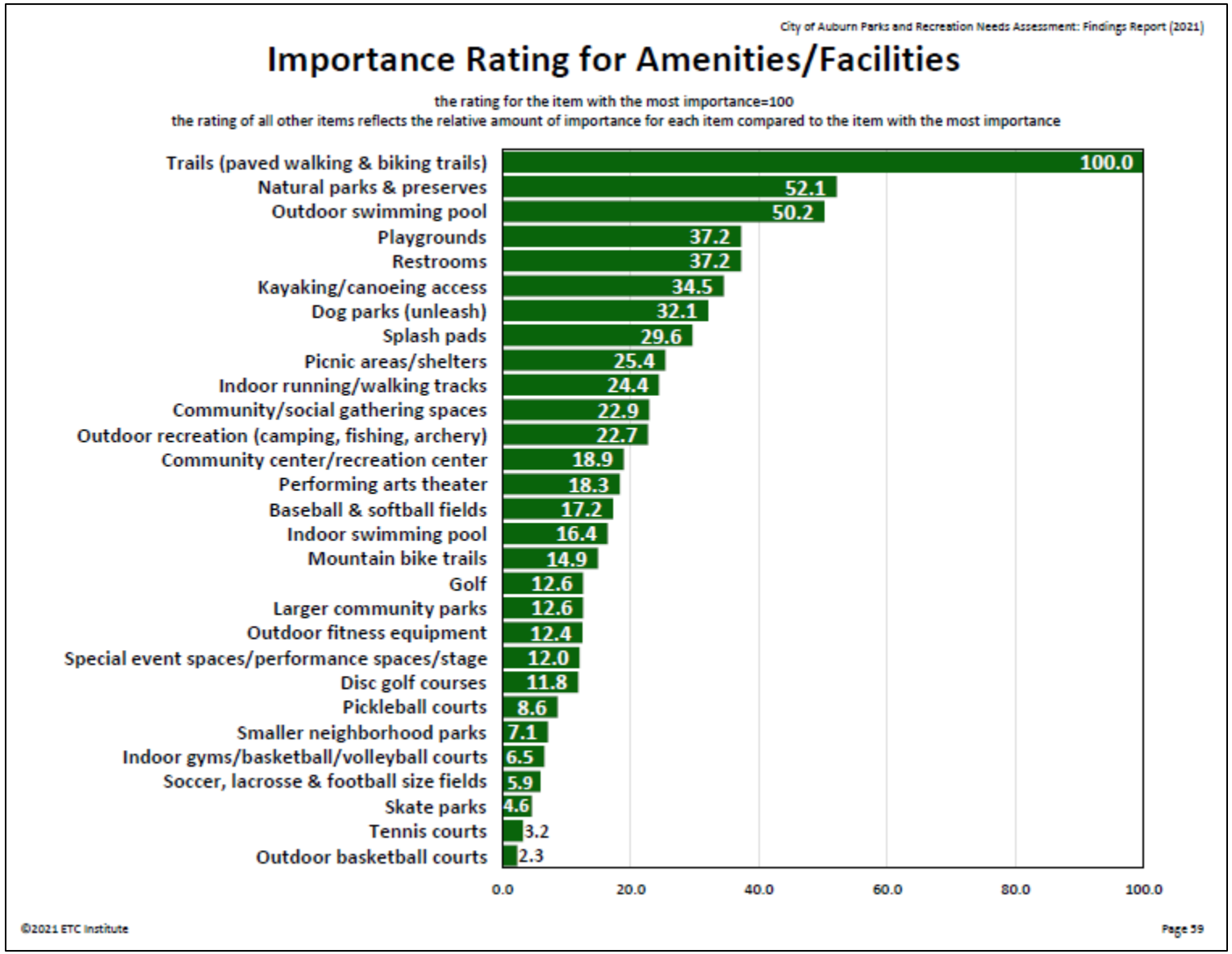
- Outdoor swimming pool
- Restrooms
- Water access
- Trails
- Nature parks/preserves



Residents identify top important amenities / facilities

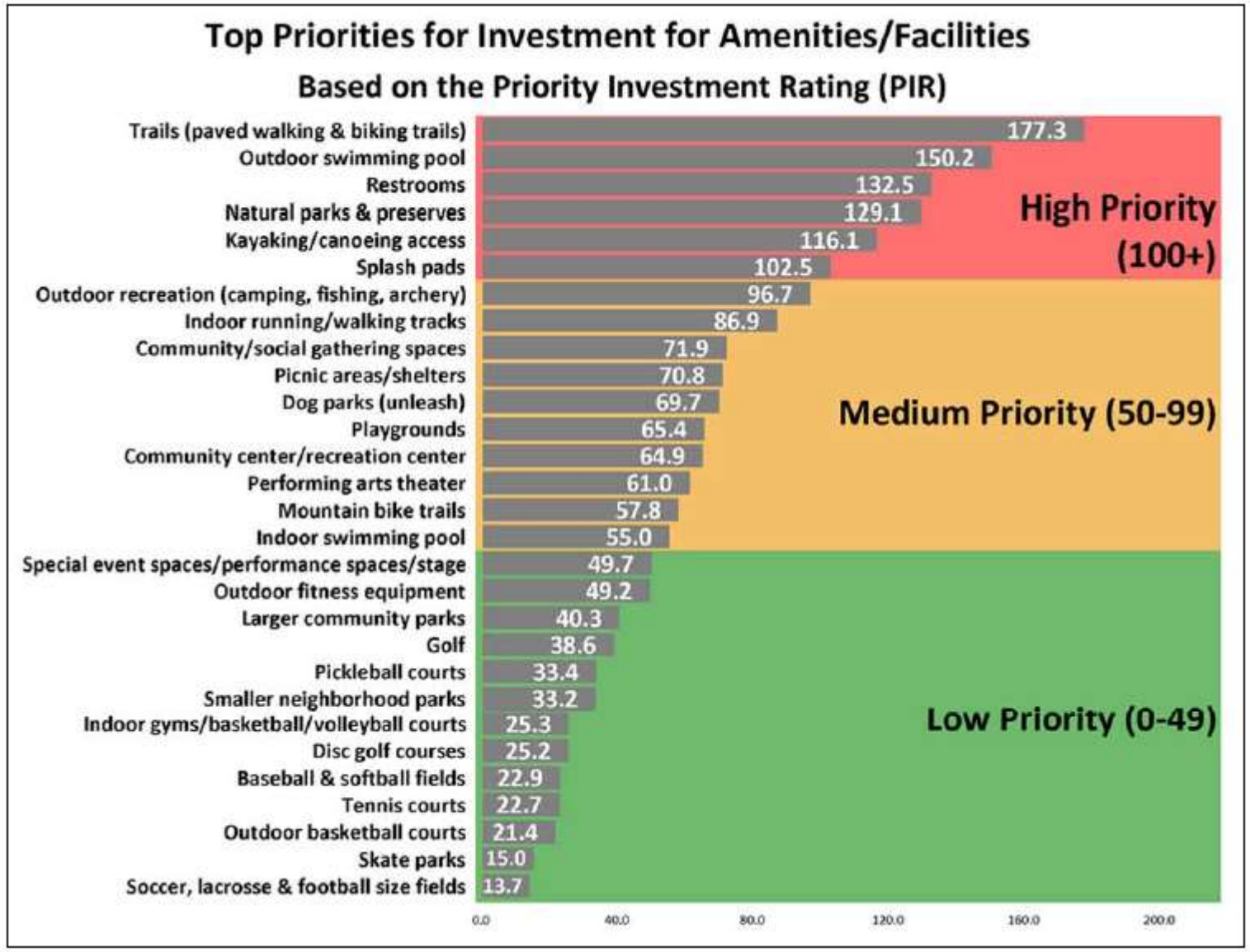
Highest Importance:

- Trails
- Natural parks/preserves
- Outdoor swimming pool
- Playgrounds
- Restrooms



Priority Investment Rating (PIR)

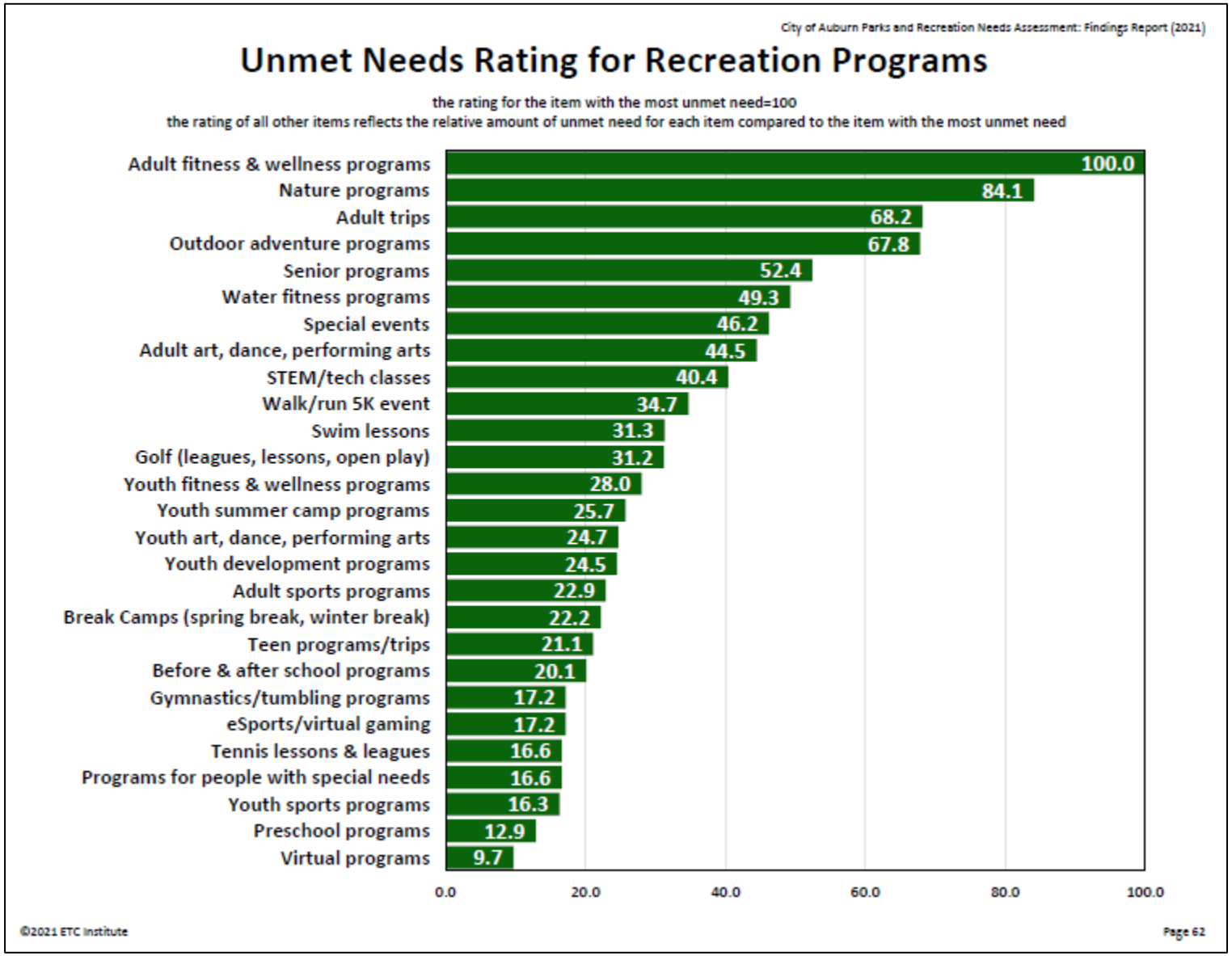
PIR Formula combines the ratings from the unmet need question and the importance question to develop the Priorities



Residents identify top unmet needs for programs

Top Unmet Needs:

- Adult fitness & wellness programs
- Nature programs
- Adult trips
- Outdoor adventure
- Senior programs



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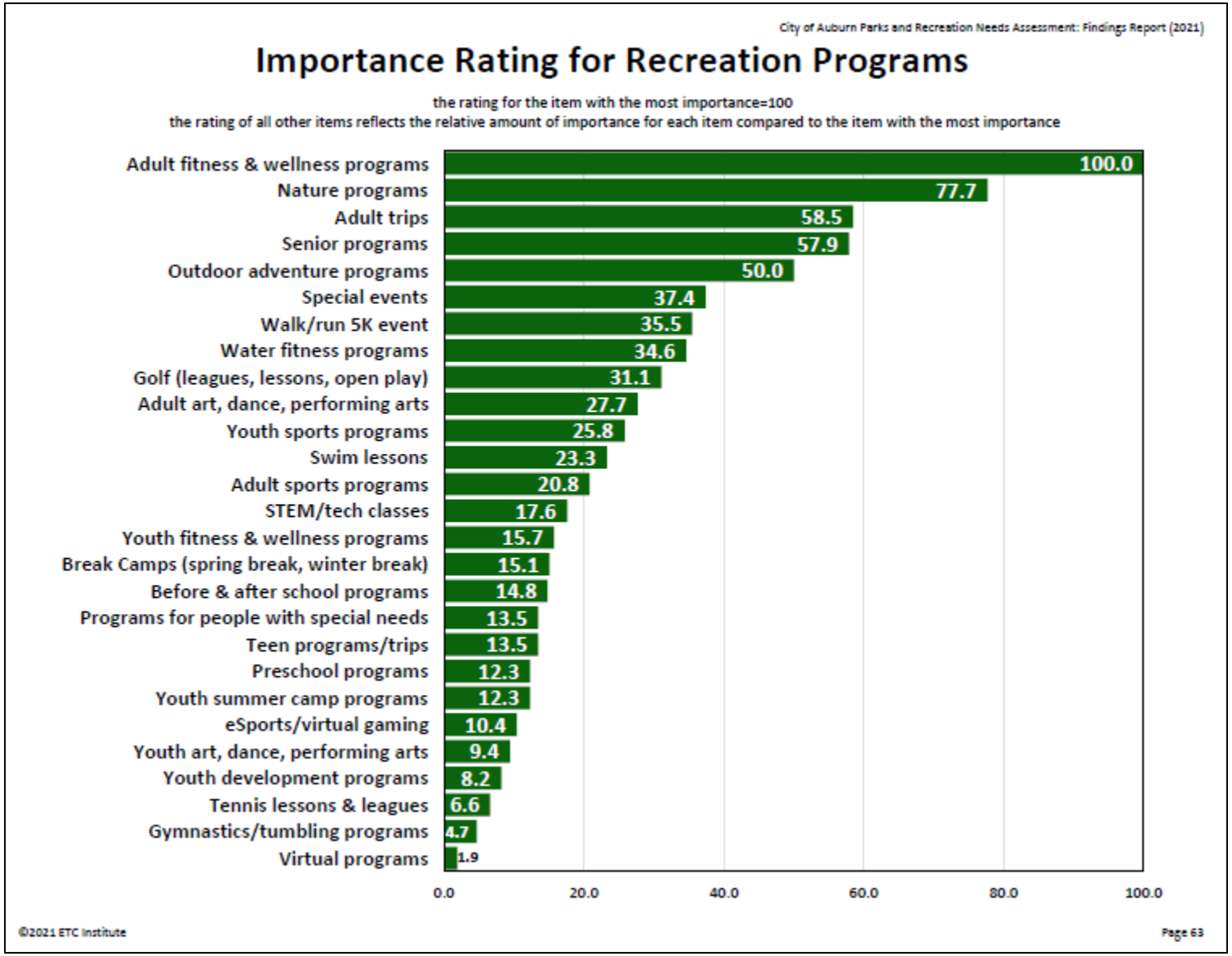

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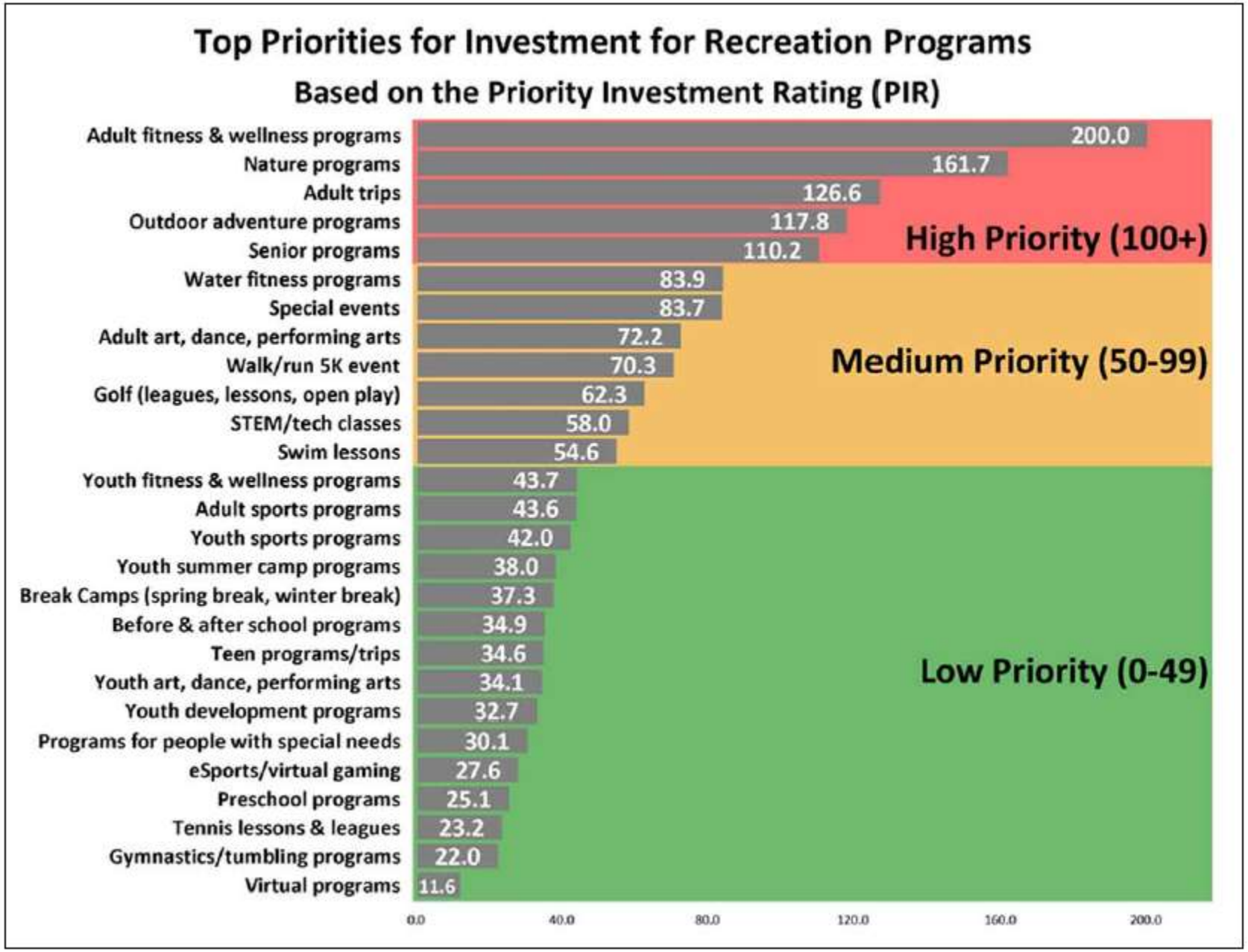


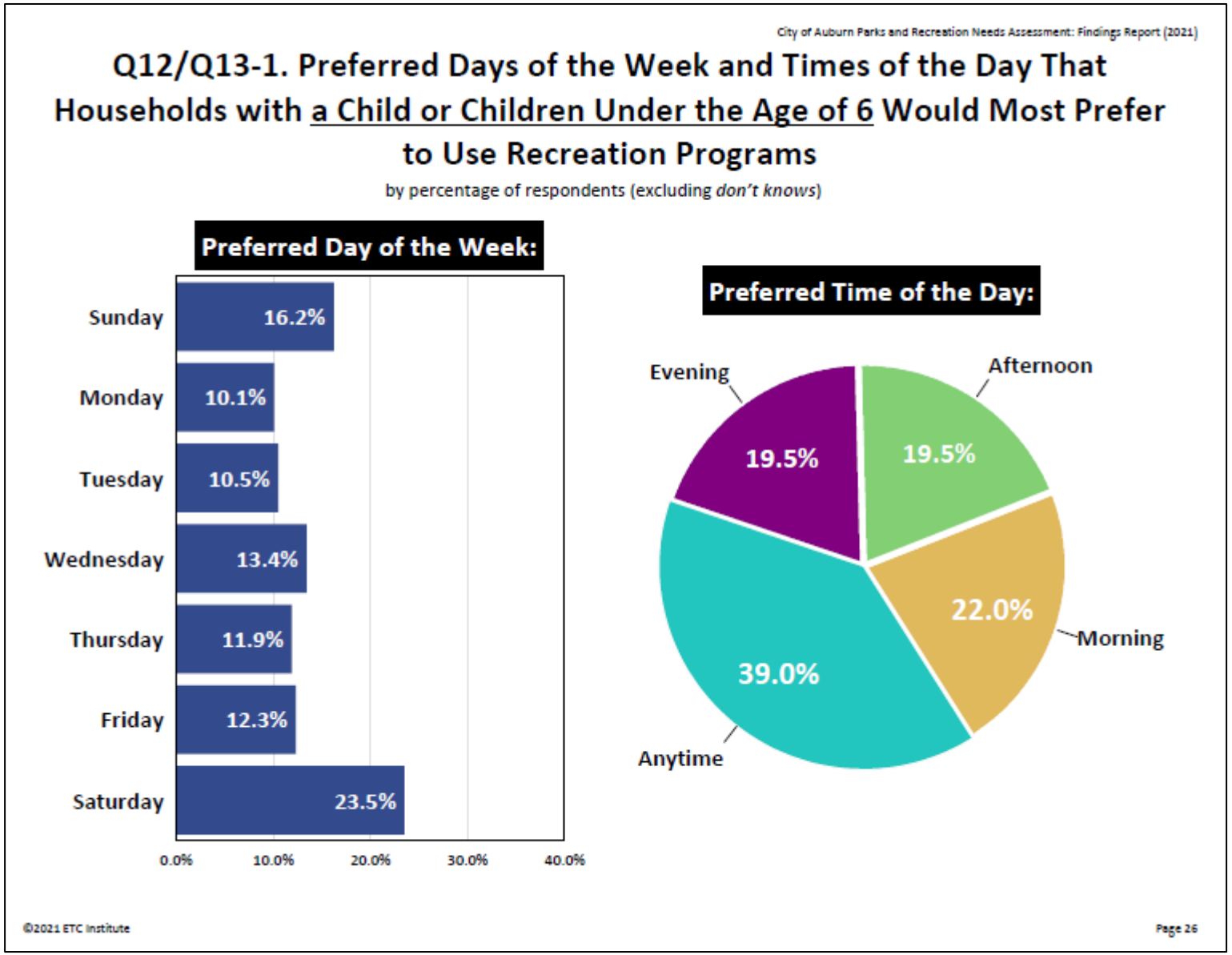
Preferred Days & Times (ages 6 & under)

Best Days:

- Saturdays
- Sundays

Best Times:

- Anytime
- Mornings



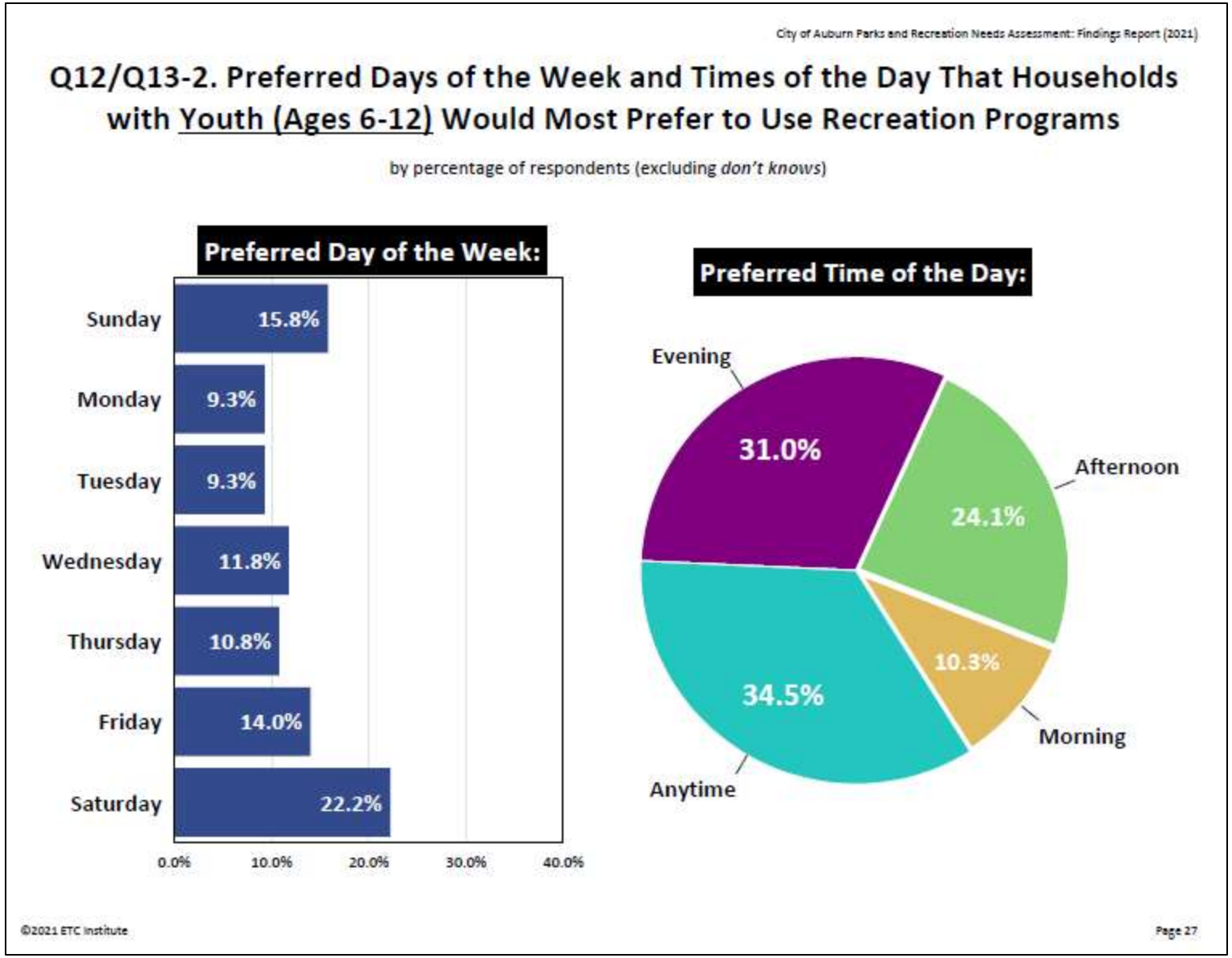
Preferred Days & Times (ages 6-12)

Best Days:

- Saturdays
- Sundays

Best Times:

- Anytime
- Evenings



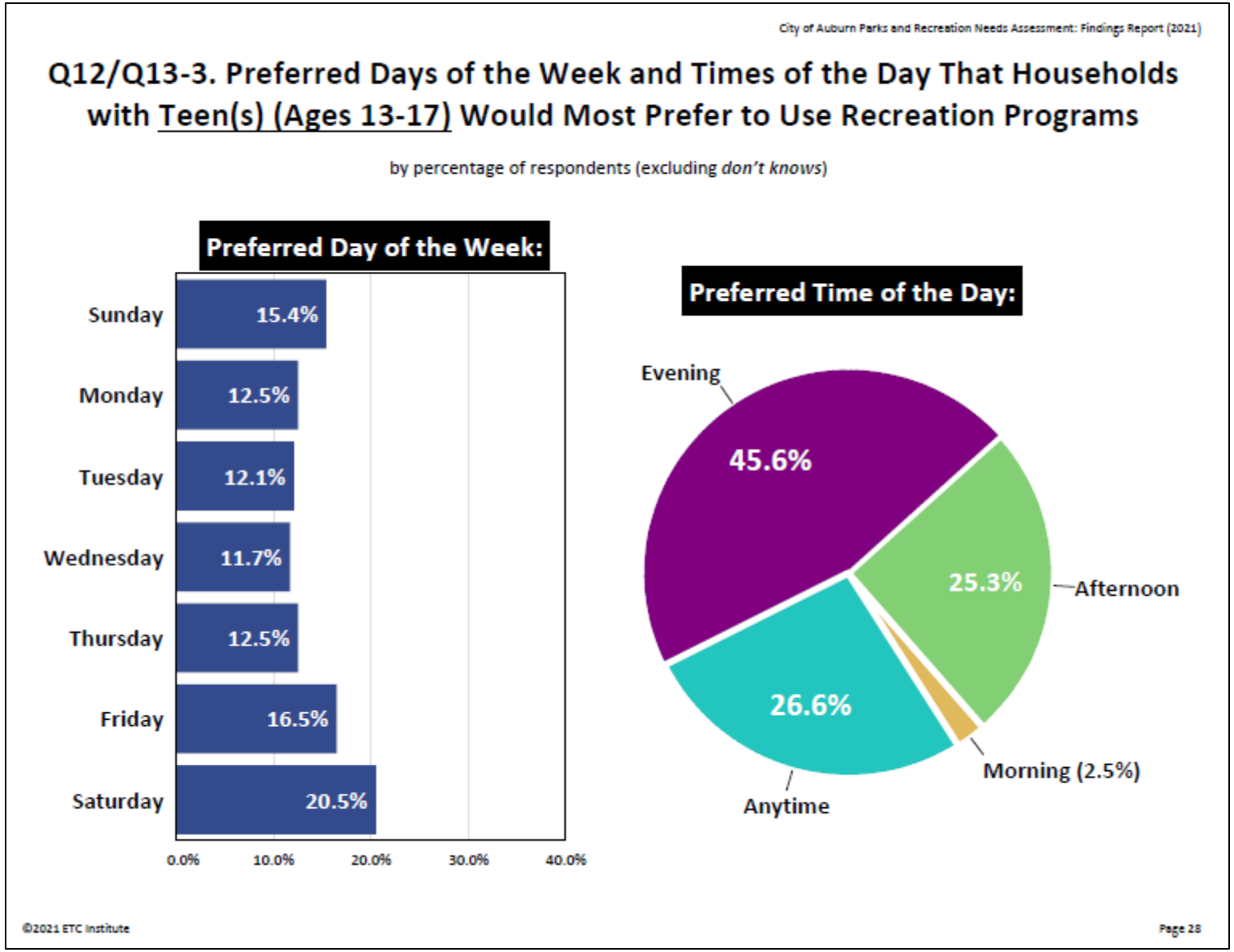
Preferred Days & Times (ages 13-17)

Best Days:

- Saturdays
- Fridays

Best Times:

- Evenings
- Anytime



Preferred Days & Times (ages 18-59)

Best Days:

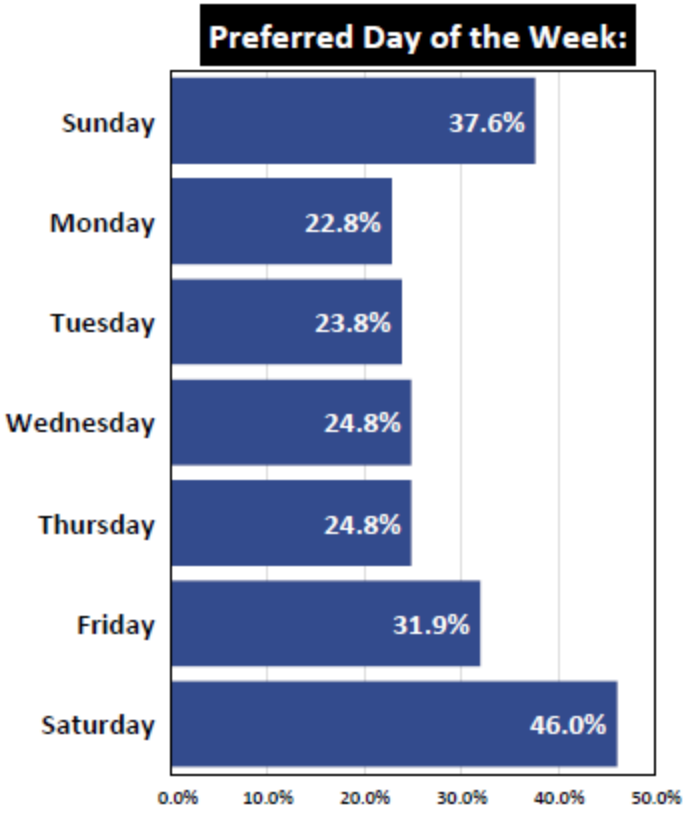
- Saturdays
- Sundays

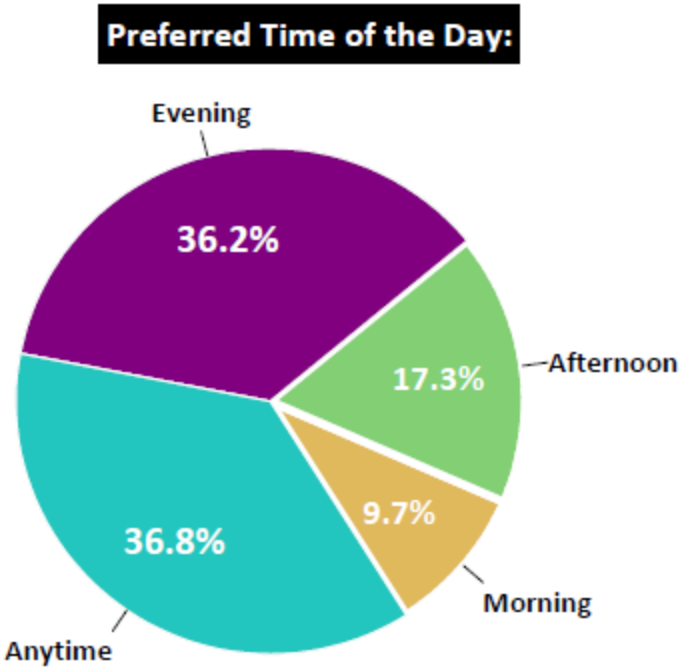
Best Times:

- Anytime
- Evenings

Q12/Q13-4. Preferred Days of the Week and Times of the Day That Adult(s) (Ages 18-59) in the Household Would Most Prefer to Use Recreation Programs

by percentage of respondents (excluding *don't knows*)





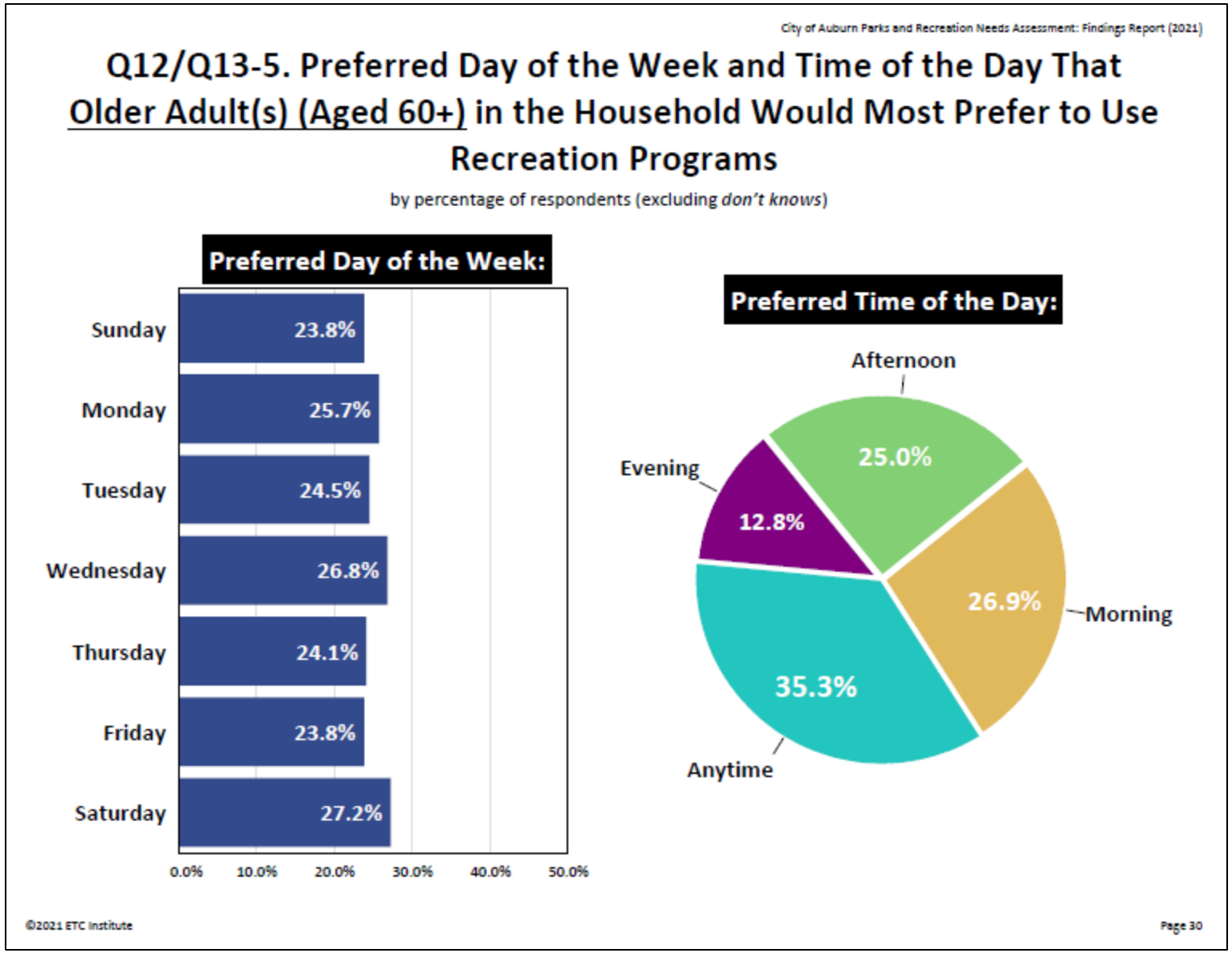
Preferred Days & Times (ages 60+)

Best Days:

- Saturdays
- Wednesdays

Best Times:

- Anytime
- Mornings



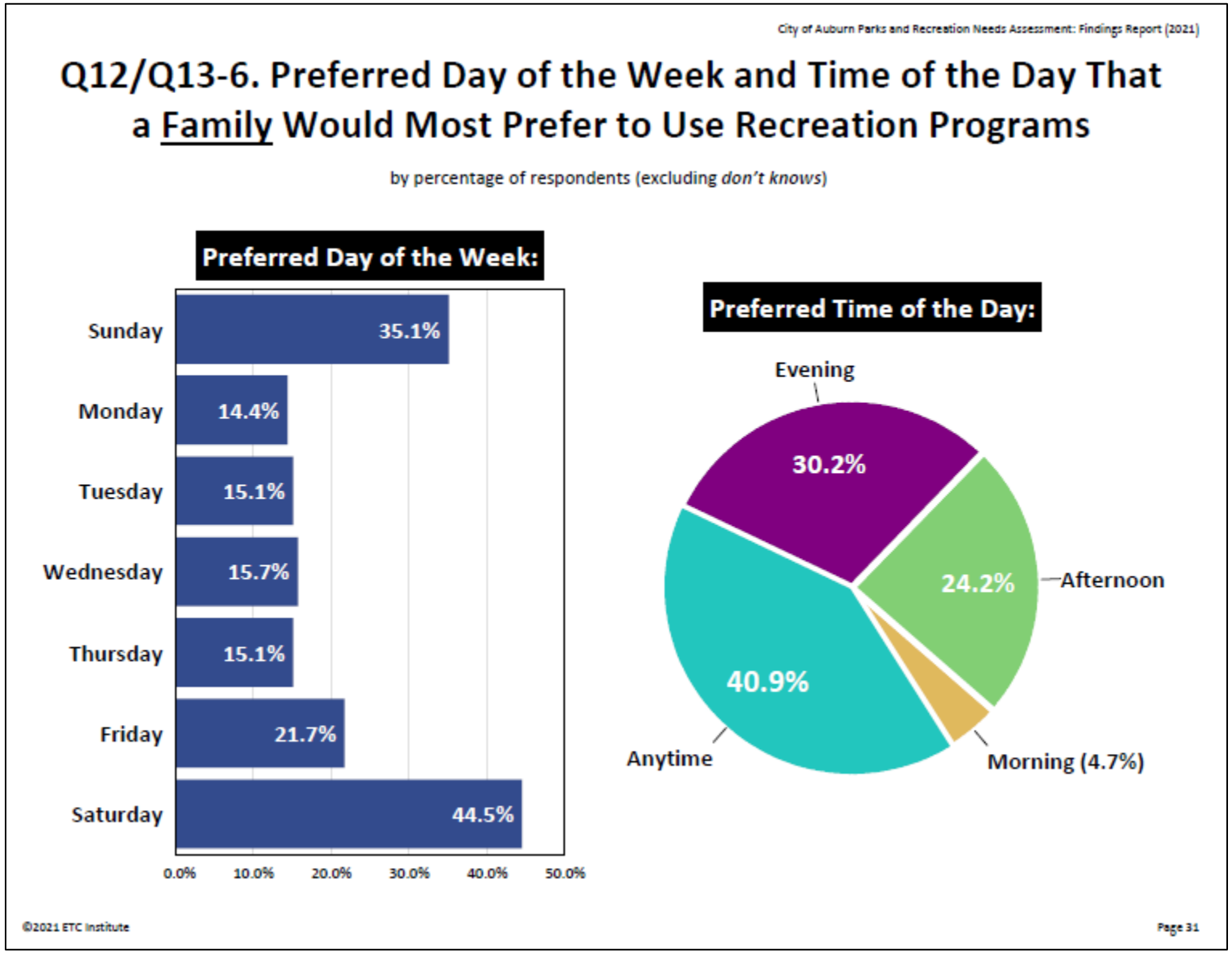
Preferred Days & Times (Family)

Best Days:

- Saturdays
- Sundays

Best Times:

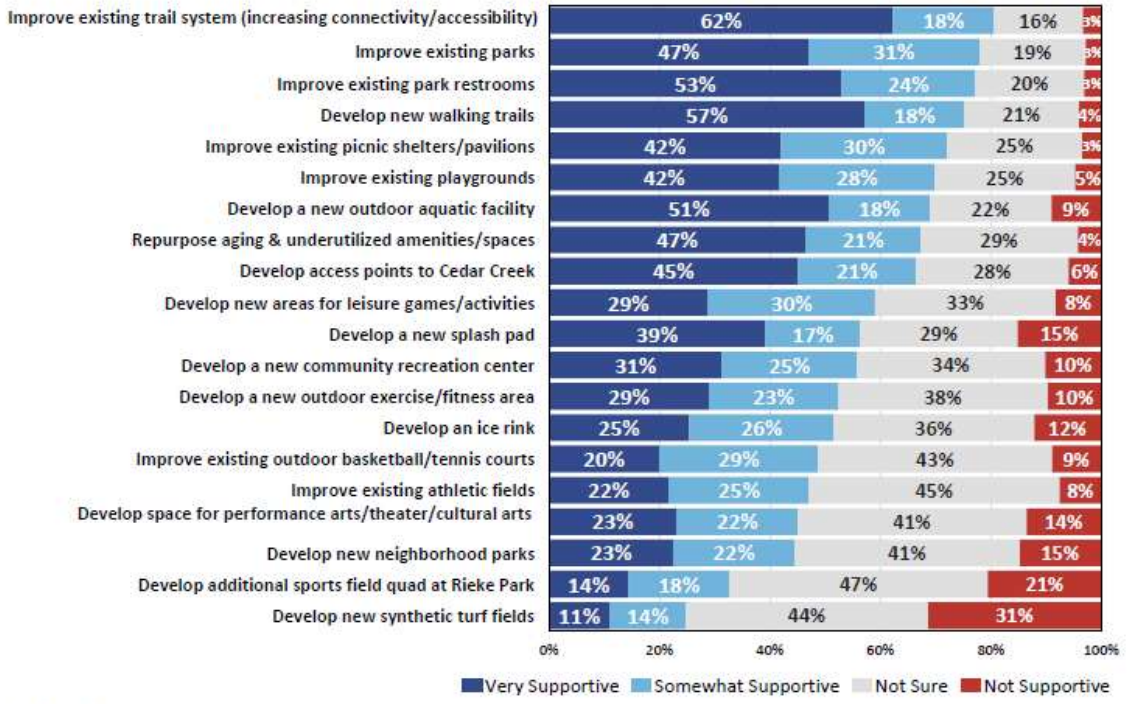
- Anytime
- Evenings



Trails top the list for resident's level of support and resident's willingness to fund

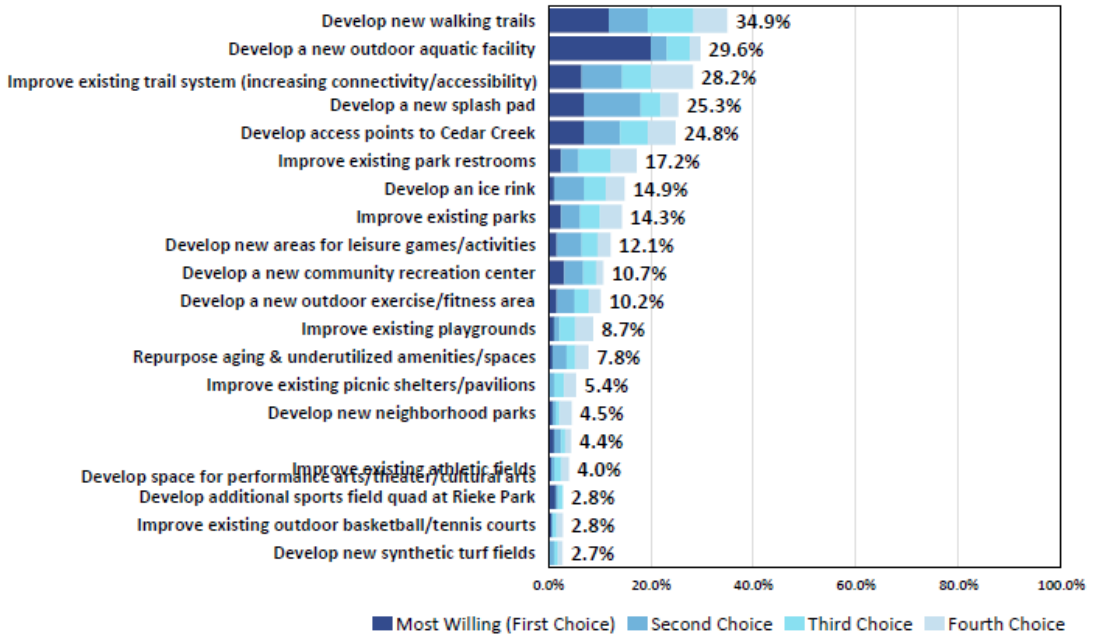
Q14. Residents' Level of Support For Major Improvement Actions the City Could Take to Enhance the Parks and Recreation System

by percentage of respondents



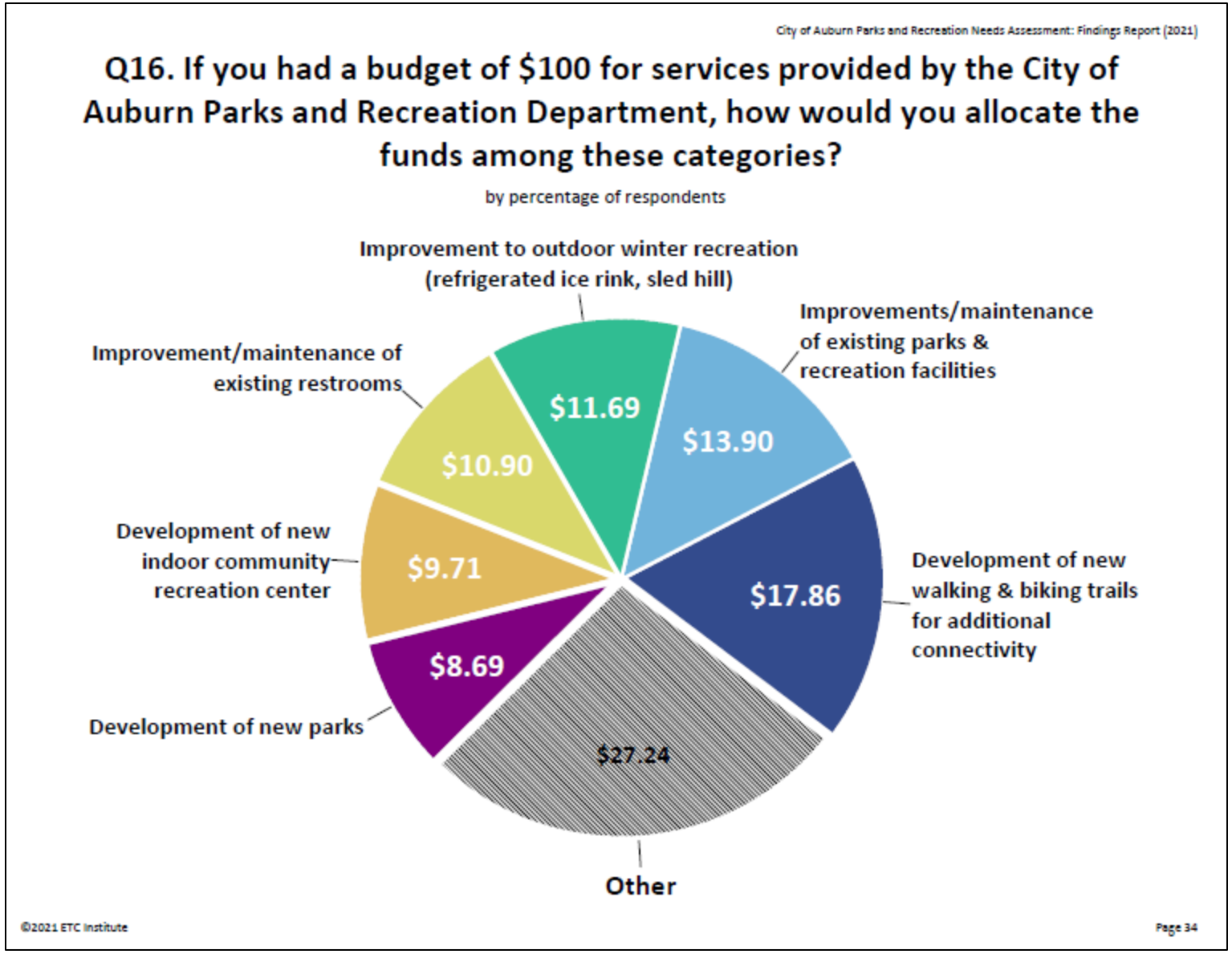
Q15. Major Improvement Actions the City Could Take to Enhance the Parks and Recreation System That Residents' Would be Most Willing to Fund

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



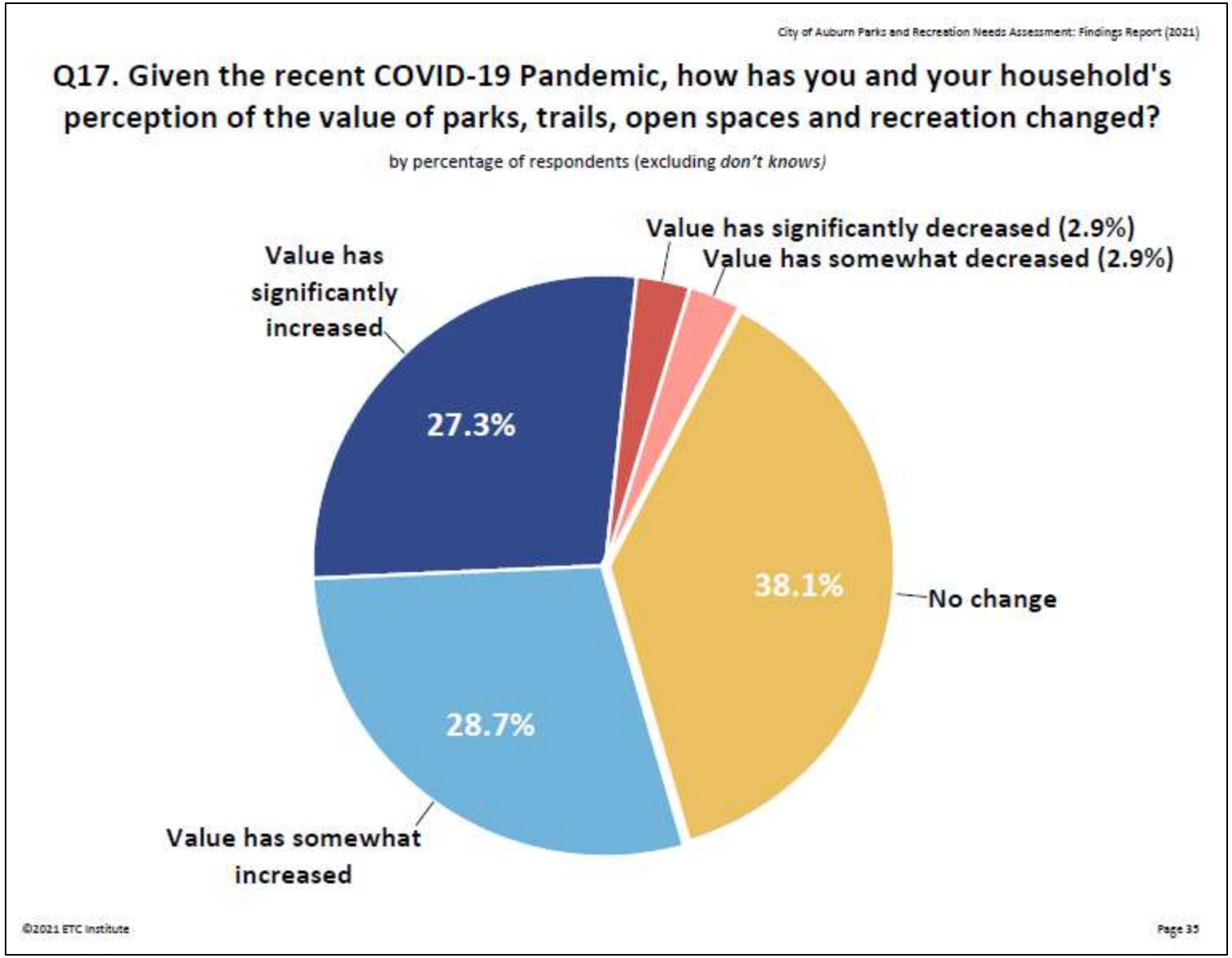
Financial Priorities

- Other
- Develop new walking/biking trails
- Improvements/maintenance of existing
- Winter recreation opportunities
- Restrooms



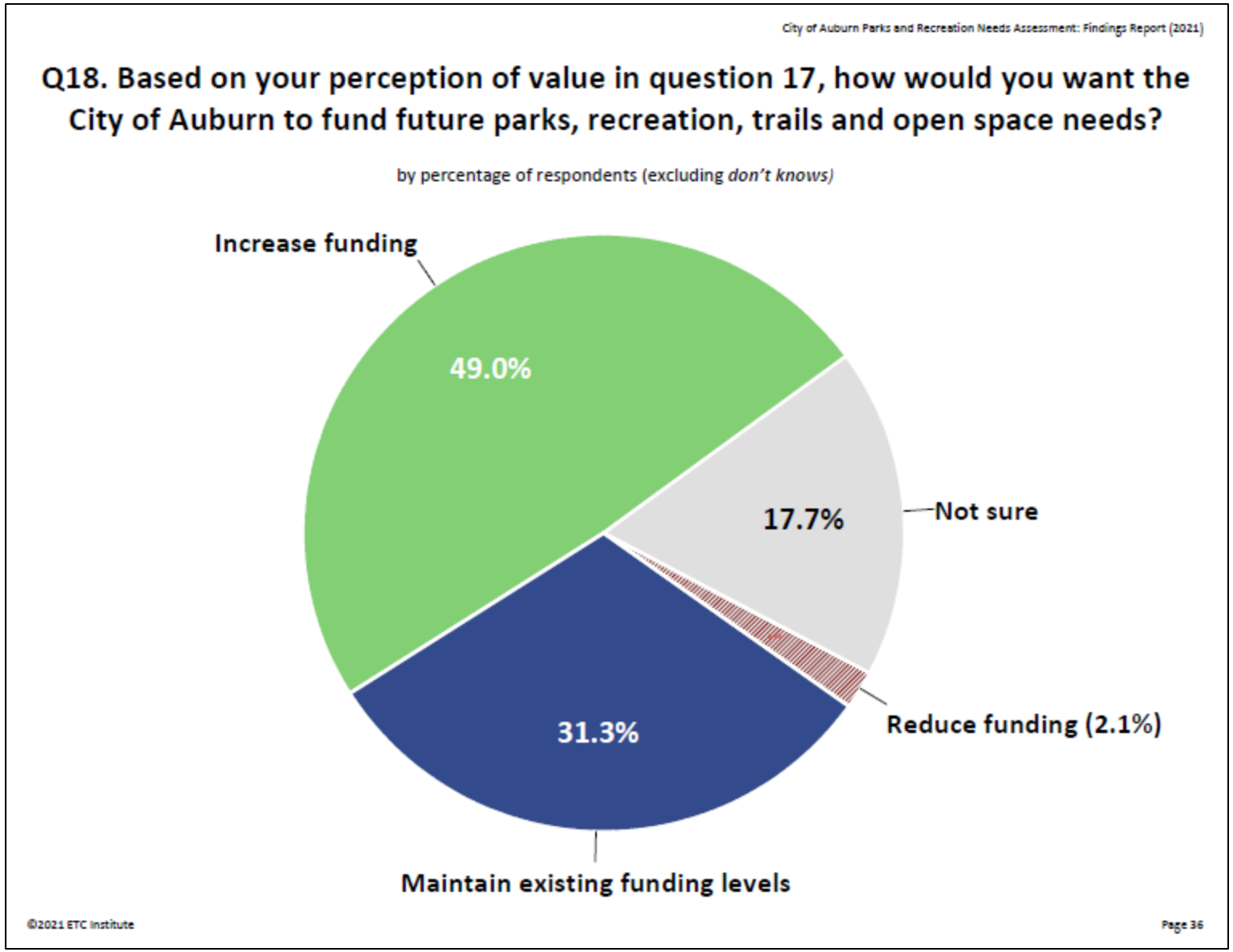
Perception of Parks, Trails & Open Space (COVID-19)

56% of residents perceive the value of parks trails and open space to have increased with indoor restrictions due to the pandemic.



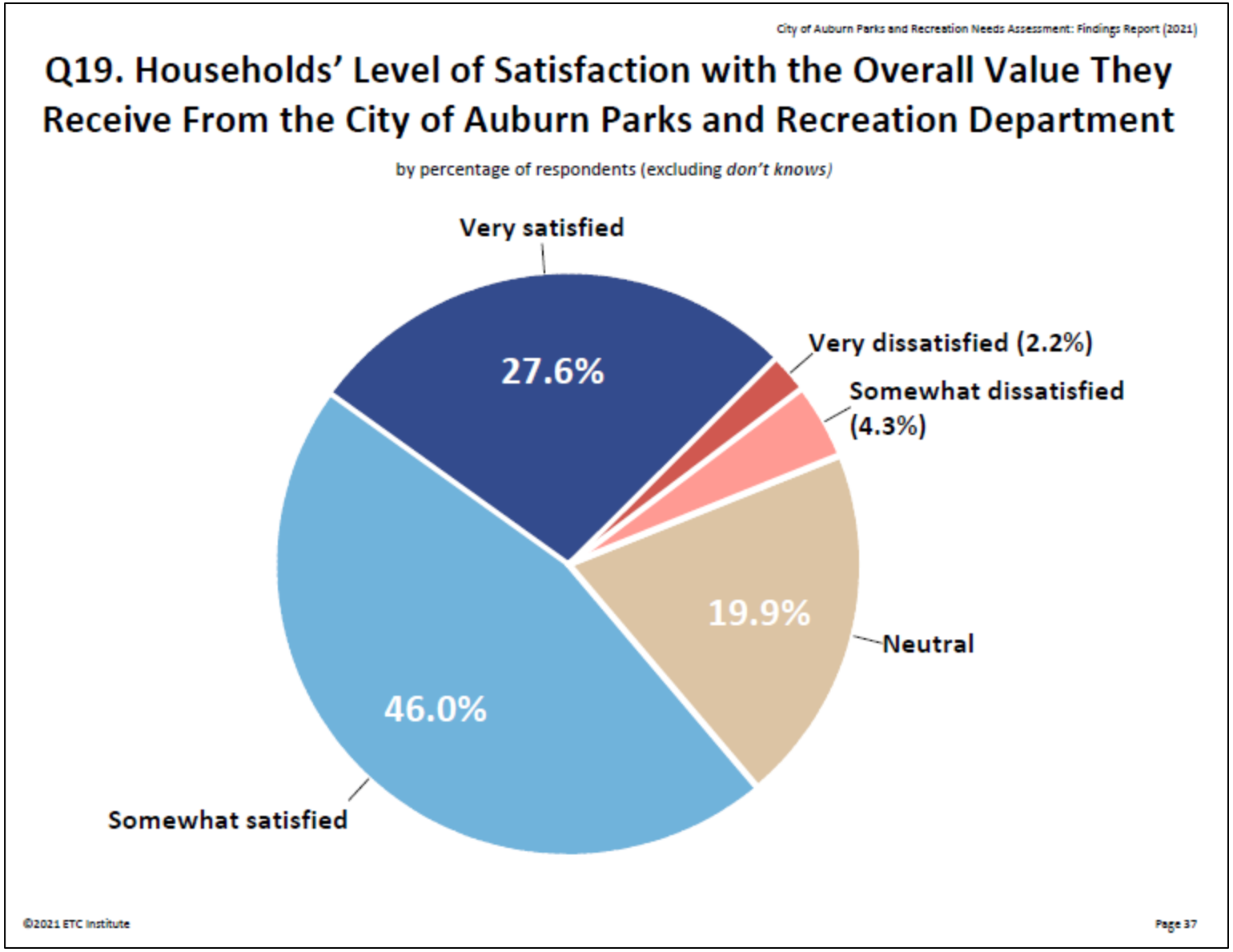
Preferred Future Funding Based on Perceived Value

49% of respondents would like to see funding increased and 31.3% would like to see it at least maintained.



Overall Satisfaction Received from Department

73.6% of respondents are very to somewhat satisfied with the overall value received from Auburn Parks and Recreation.



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Program Assessment

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Core Program Areas

Existing Core Program Areas	
Adult Programs	Youth Camps
Senior Programs	Youth Programs
Special / Community Events	Virtual Programs
Softball	

More than the recommended level of fresh programming since the service is relatively new.

Lifecycle Distribution				
Lifecycle Stage	Description	Actual Program Distribution		Recommended Distribution
Introduction	New program; modest participation	48%	82%	50-60% total
Take-Off	Rapid participation growth	24%		
Growth	Moderate, but consistent population growth	10%		
Mature	Slow participation growth	3%	3%	40% total
Saturation	Minimal to no participation growth; extreme competition	4%	15%	0-10% total
Decline	Decline participation	10%		

Over 100 individual programs were evaluated

Program Findings

- Age segments are well served
- Variety of programming adds value to community
- Volunteer program is beneficial with park improvements
- Marketing has improved, use methods identified by residents
- Knowing the cost of service will help set pricing
- Partnerships benefit community
- Support for programming:
  - Fitness/wellness, nature, trips, outdoor adventure, senior programs
- Additional part-time staff are needed to align programming with community need

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Park & Facility Assessment

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Site/Facility Findings

- Repurpose underutilized & aging amenities of the system
- Develop a park system-wide sign graphic design standard
- Increase maintenance standards
- Develop ADA pathways to key areas of interest, especially gathering spaces
- Increase trail connectivity
- Enhance shelters, picnic areas and gathering spaces

Site/Facility Findings

- Plant next generation trees, maintain vegetation/erosion along creek
- Create design standards to only use native plantings
- Create beautiful views (face assets toward natural areas)
- Develop restroom design standards
- Develop loop trails in parks
- Update playgrounds

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Level of Service

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Both the city and other providers in the community have a higher level of service with parkland acres per 1,000 residents (13.92 and 21.5 respectively). Both are higher than National Recreation and Parks Association average of 9.9 acres per 1,000 people

2018 Inventory - Developed Facilities

Inventory:	Auburn	County	YMCA	Schools	Other	Total Inventory	Current Service Level based upon population		
PARKS:									
Pocket Parks	0.20					0.20	0.01	acres per	1,000
Neighborhood Parks	19.14					19.14	1.40	acres per	1,000
Community Parks	127.30	27.94	55.60	28.59		239.43	17.53	acres per	1,000
Regional Parks	-					-	-	acres per	1,000
Undeveloped Parkland	35.18					35.18	2.58	acres per	1,000
Total Park Acres	**181.82**	**27.94**	**55.60**	**28.59**	**231.09**	**525.04**	**21.50**	**acres per**	**1,000**
TRAILS:									
Paved Trails	2.19	-	1.84	-	5.07	4.03	0.30	miles per	1,000
Unpaved Trails	0.65	-	-	-	-	0.65	0.05	miles per	1,000
OUTDOOR AMENITIES:									
Picnic Shelters	9.00	1.00	-	0.25	-	10.25	1.00	site per	1,333
Enclosed Pavilion	1.00	4.00	-	-	-	5.00	1.00	site per	2,732
Ball Diamonds	13.00	-	-	0.50	-	13.50	1.00	field per	1,012
Rectangular Fields	2.00	-	7.00	0.50	-	9.50	1.00	field per	1,438
Outdoor Basketball Courts	6.00	-	-	0.75	-	6.75	1.00	court per	2,024
Disc Golf	1.00	-	-	-	-	1.00	1.00	site per	13,661
Tennis Courts	3.00	-	-	2.50	-	5.50	1.00	court per	2,484
Pickleball Courts	5.00	-	-	-	-	5.00	1.00	court per	2,732
Playground (Youth & Tot)	10.00	-	2.00	1.00	-	13.00	1.00	site per	1,051
Dog Park	1.00	-	-	-	-	1.00	1.00	site per	13,661
Sand Volleyball	2.00	-	-	-	-	2.00	1.00	court per	6,831
Skate Park	1.00	-	-	-	-	1.00	1.00	site per	13,661
Splashpad	-	-	1.00	-	-	1.00	1.00	site per	13,661
Waterway Access	-	1.00	-	-	-	1.00	1.00	site per	13,661
Outdoor Pool	-					-	-	site per	15,000
INDOOR RECREATION SPACE:									
Indoor Recreation Space	3,160.00	15,940.00	86,468.00	-	18,794.00	3,160.00	0.23	SF per	person
Indoor Aquatics Space	-	-	14,185.00	-	-	14,185.00	1.04	SF per	person

2021 Estimated Population	13,661
2026 Estimated Population	14,810

AUBURN PARKS & RECREATION

Auburn Parks & Recreation Master Plan

AUBURN INDIANA

Asset Mapping

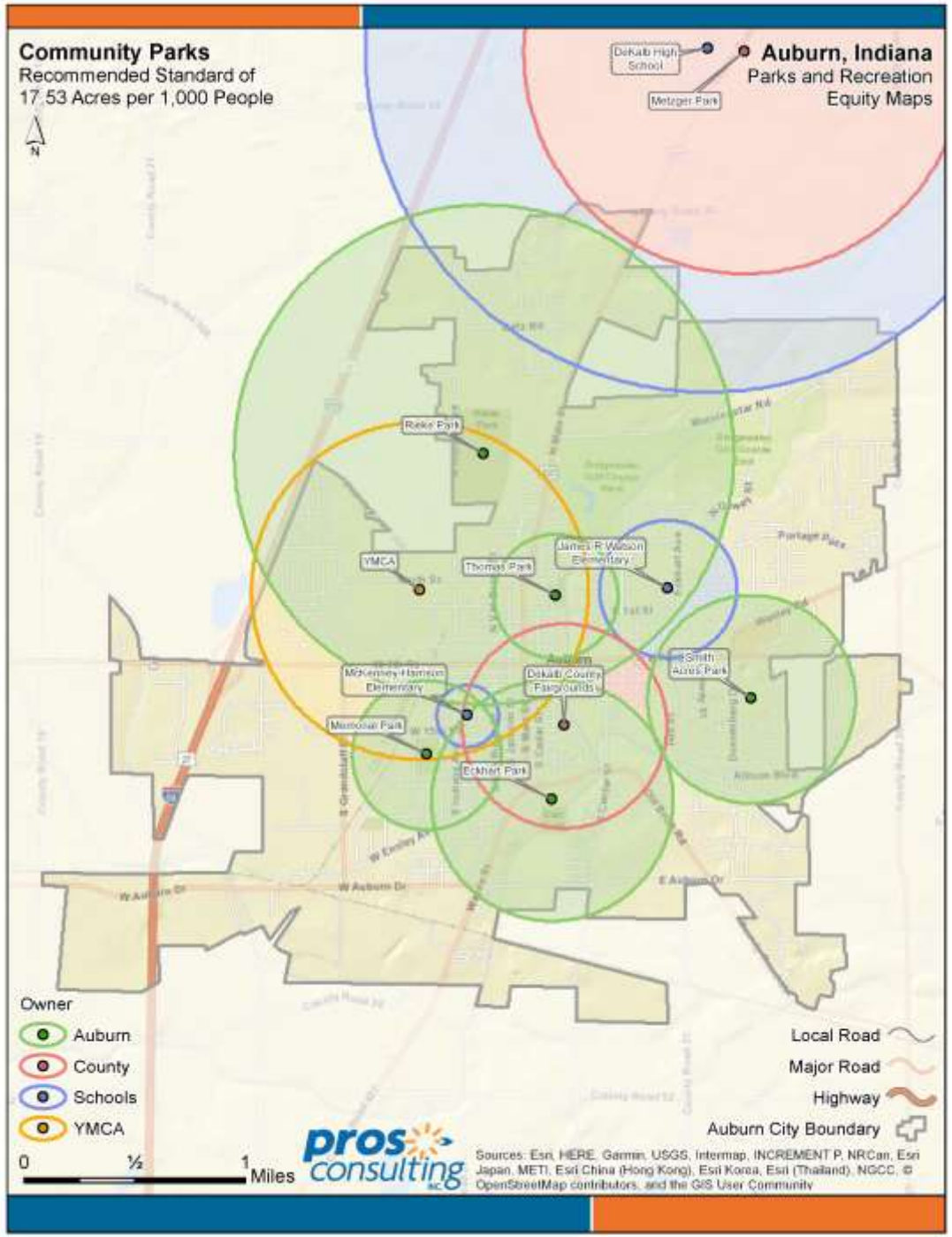
pros consulting INC.

context DESIGN

Community Parks

Community parks are well distributed with gaps in the southeast, southwest and northeast and west that could be provided for better with smaller parks.

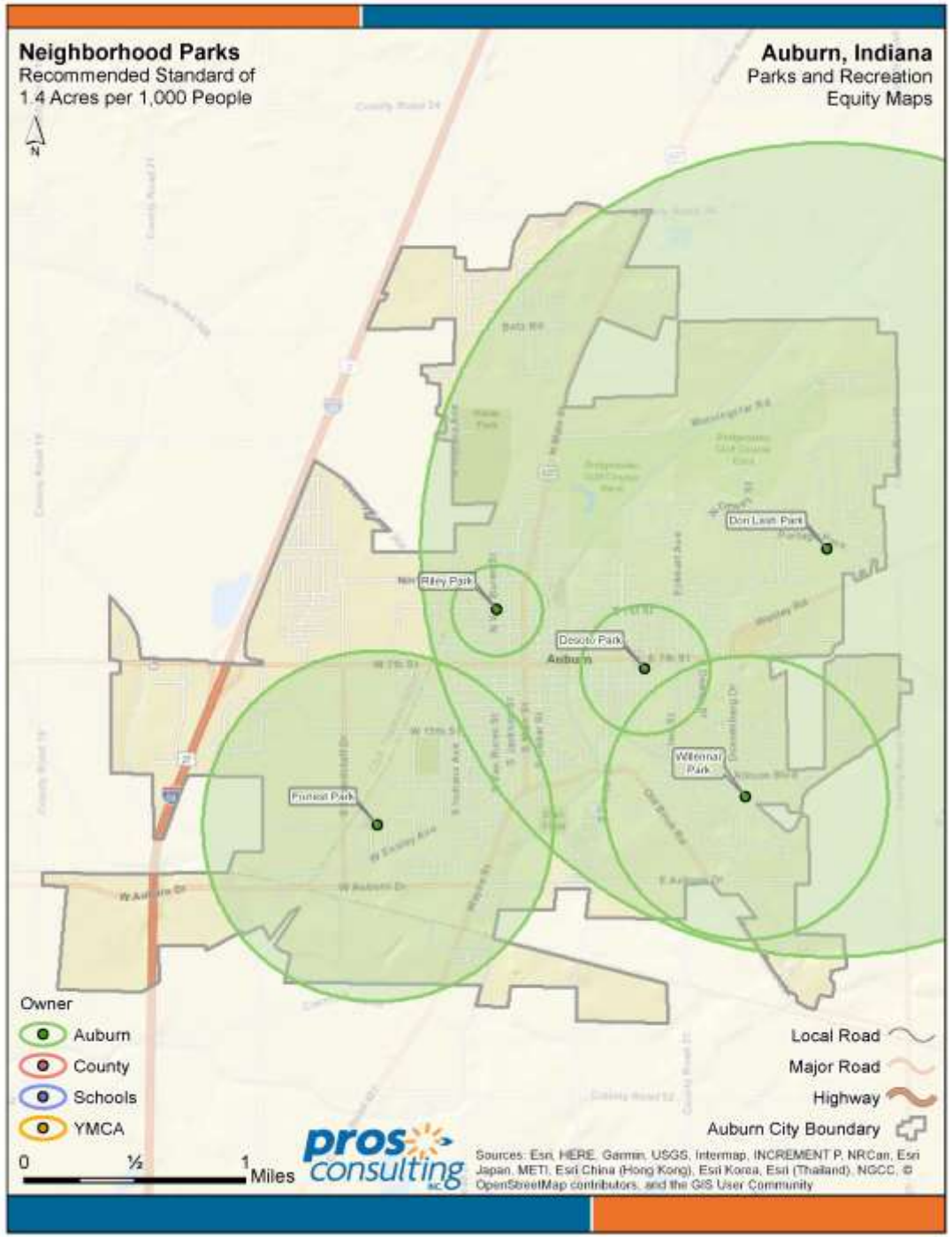
Large community parks ranked low as a priority investment rating (PIR)



Neighborhood Parks

Neighborhood parks have good distribution with a gap in the west where the mobile home development is located. It is worth noting the development has a small neighborhood park at Susan and Donald Streets.

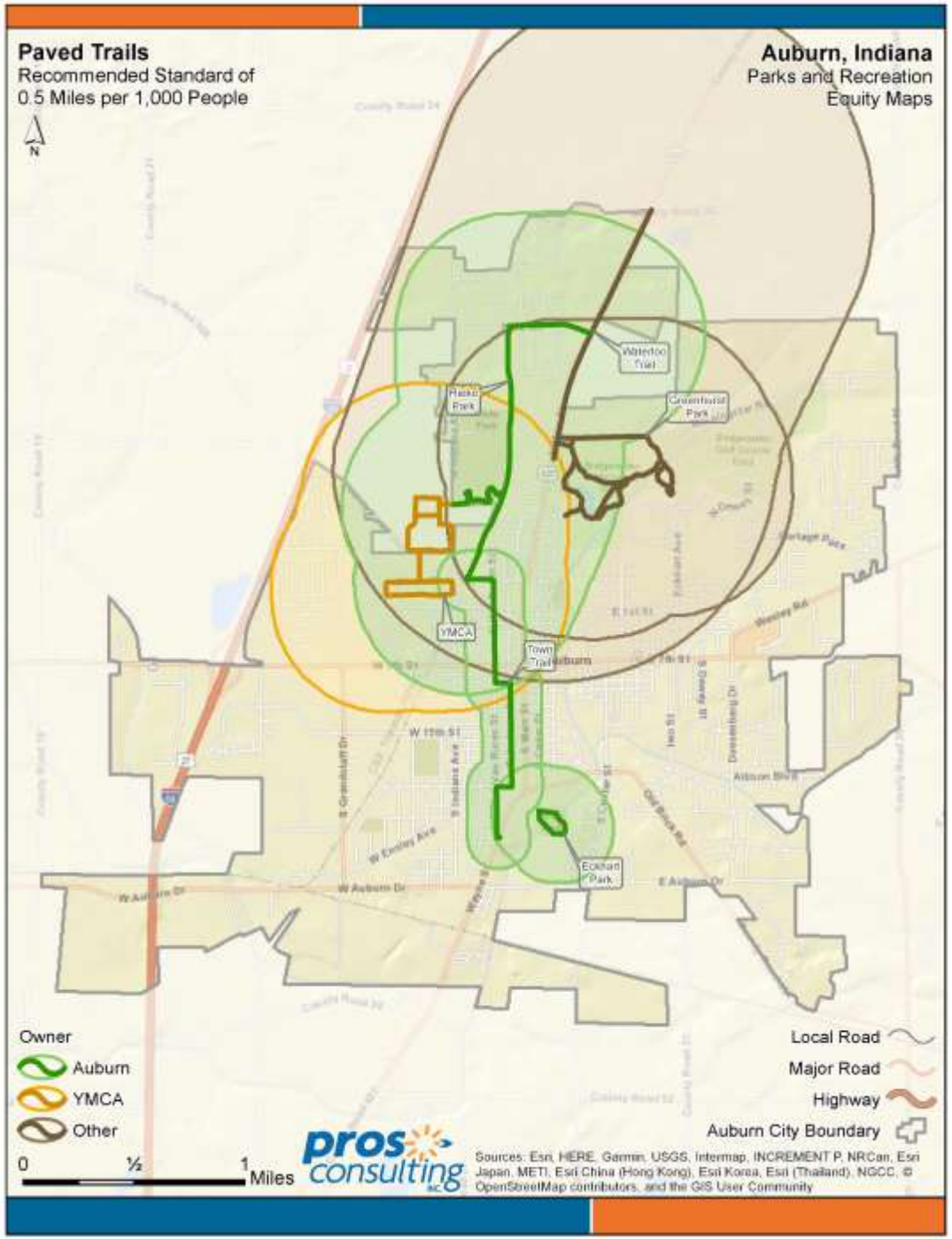
Neighborhood parks ranked low as a priority investment rating (PIR)



Paved Trails

Paved Trails connect many neighborhoods to various areas of the city including downtown. Important to work with developers, residents and other public providers to increase trails.

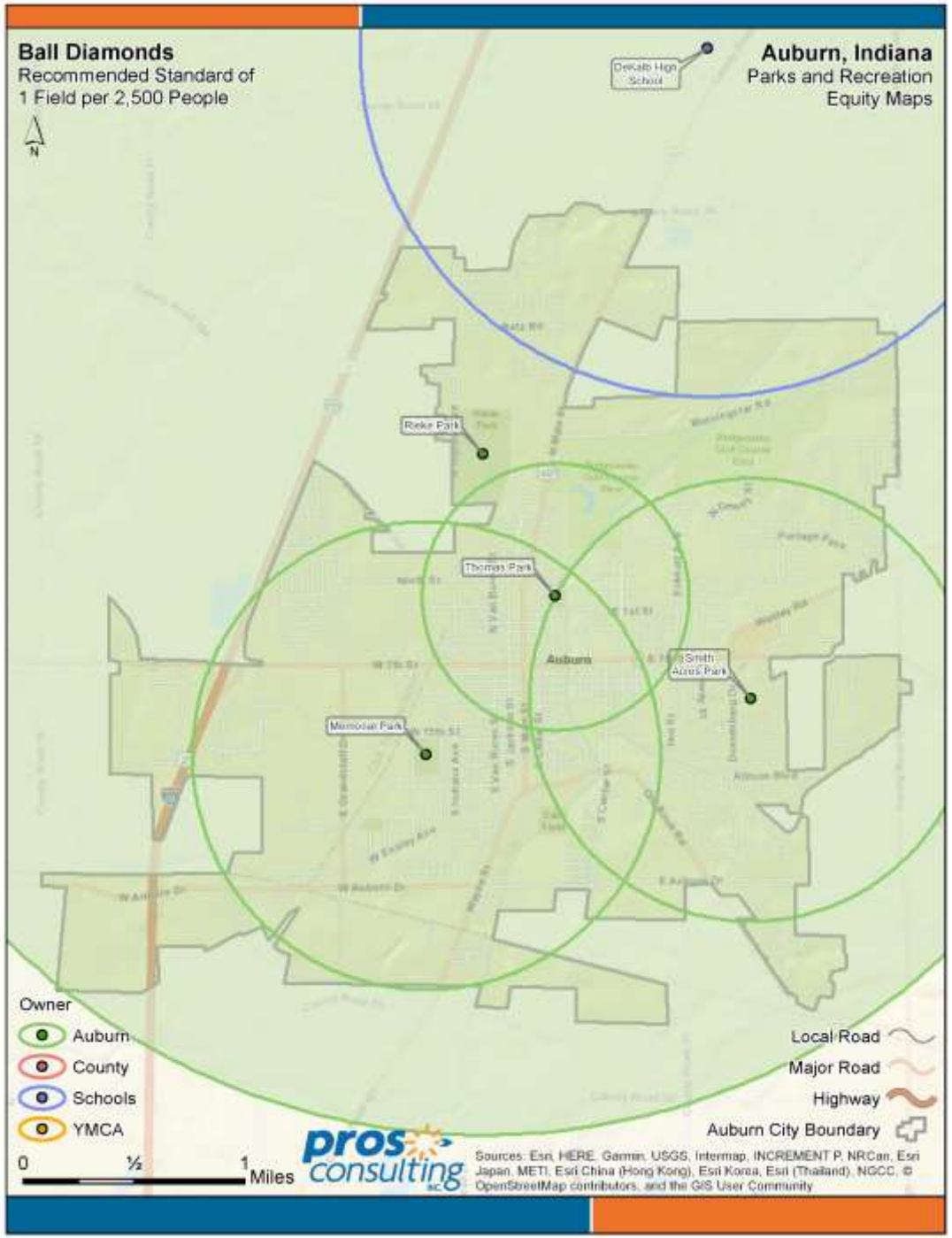
Trails are the highest priority investment rating (PIR).



Ball Diamonds

Ball diamonds are currently serving more than the city residents with adding Rieke Park to the system with eight ball diamonds.

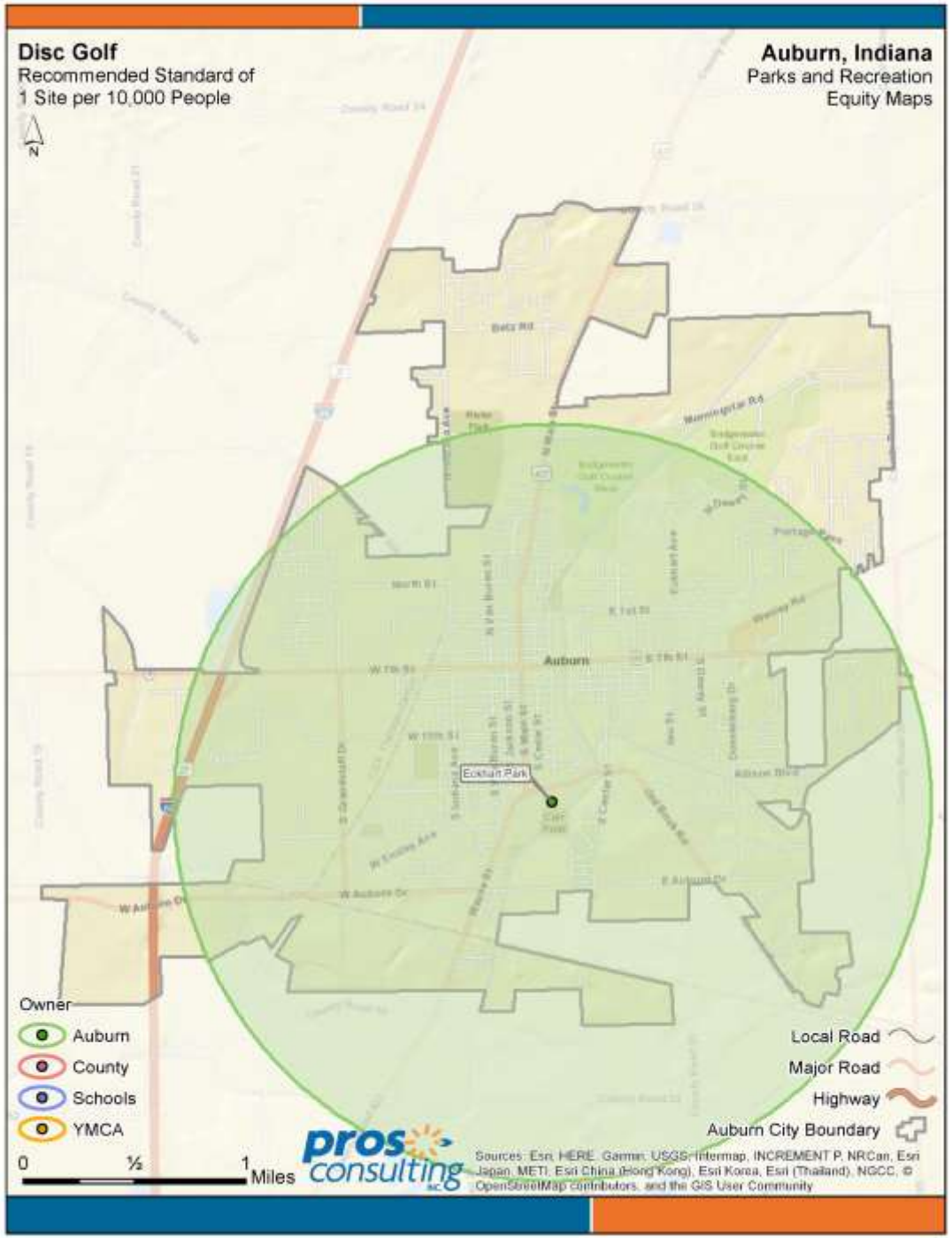
Ball diamonds ranked low as a priority investment rating (PIR)



Disc Golf

Disc golf currently serves the community well. A need to increase the level of service is anticipated with population increases.

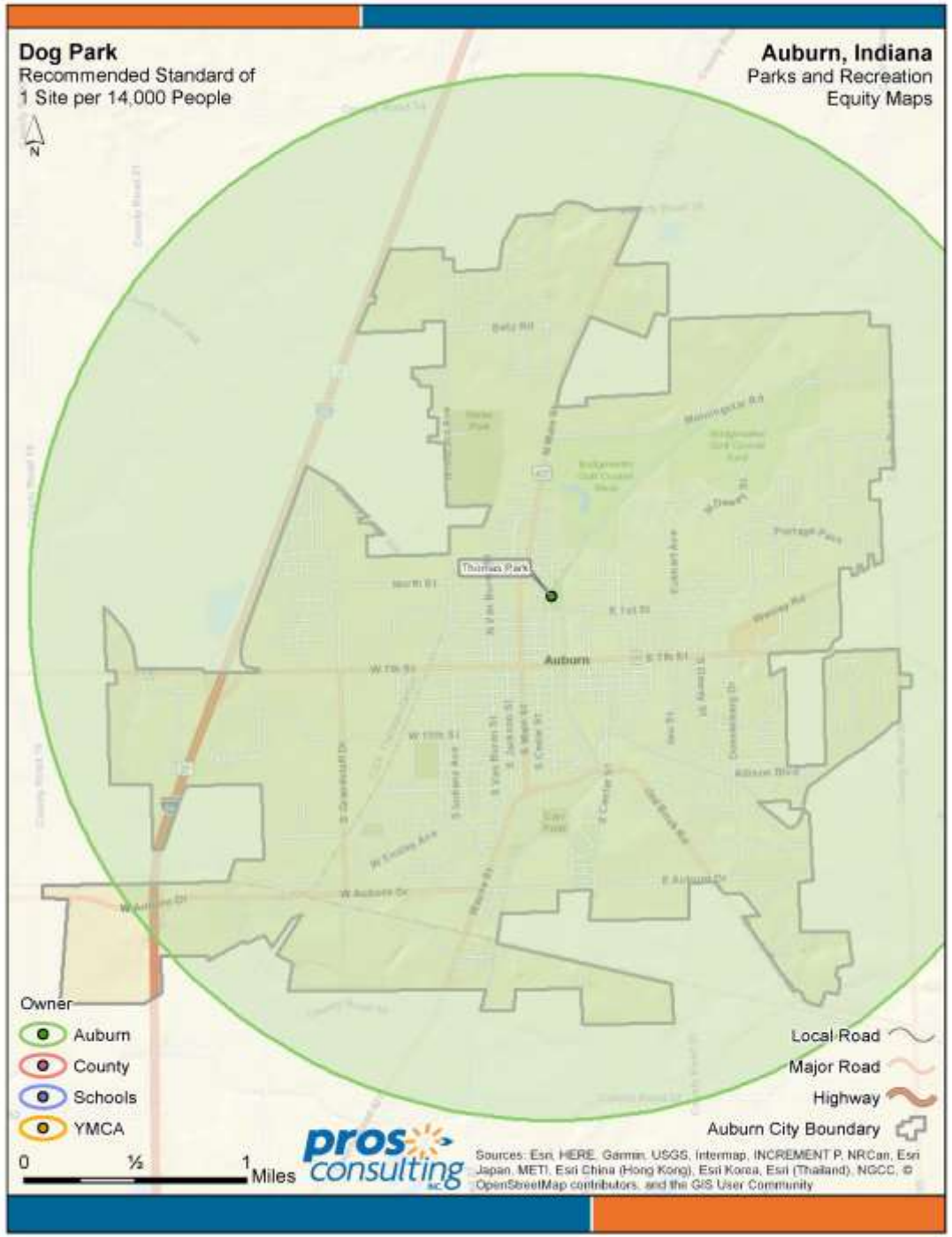
Disc golf ranked low as a priority investment rating (PIR)



Dog Parks

The dog park currently serve the community well. There is not an anticipated need in the near future.

Dog parks ranked medium as a priority investment rating (PIR)



Indoor Aquatics Space

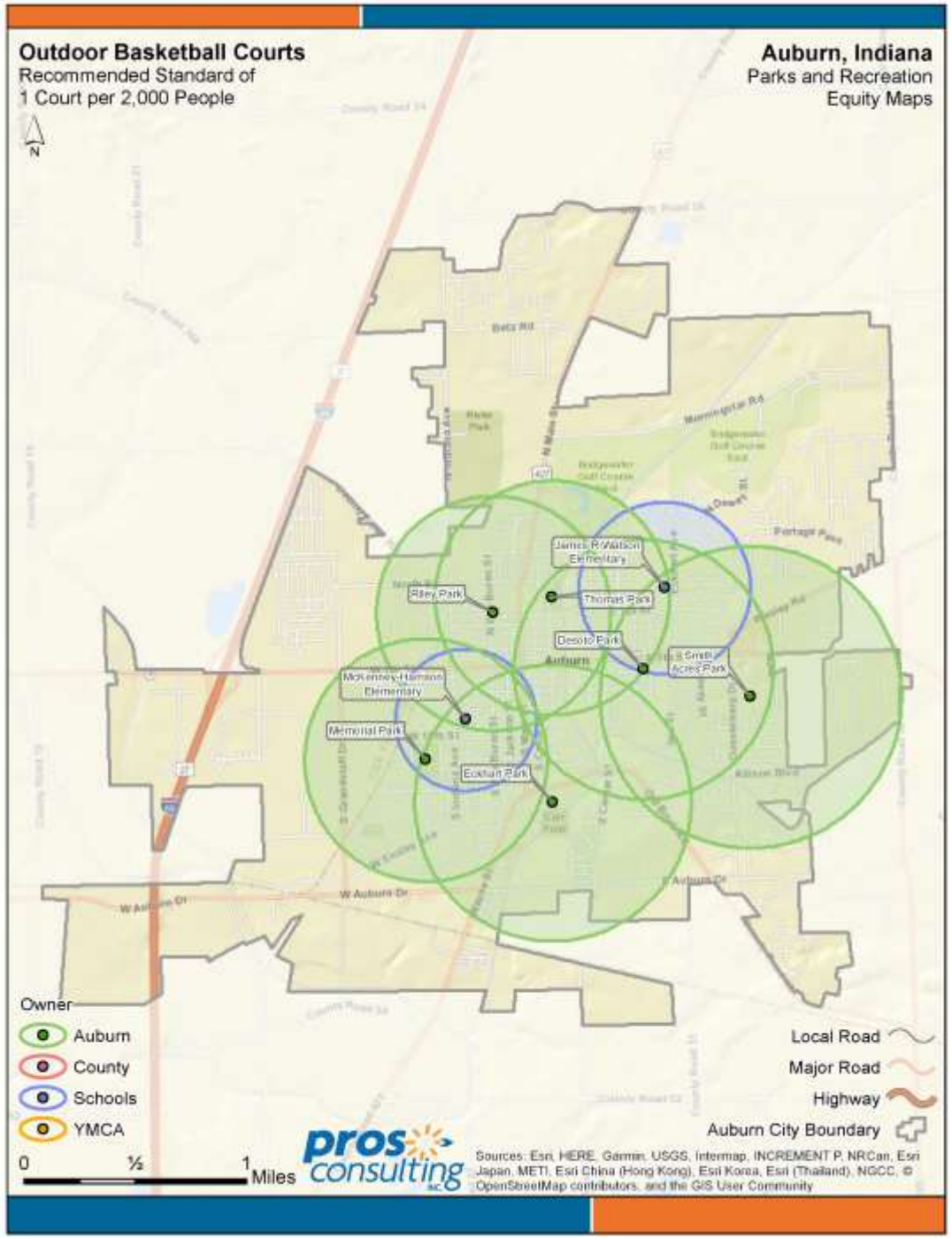
The YMCA is currently the only provider of recreational indoor aquatics for the city. There was not a need identified from all of the public input.

Indoor pool ranked medium as a priority investment rating (PIR)

Outdoor Basketball

Outdoor basketball courts are currently located in the more densely populated areas of the city.

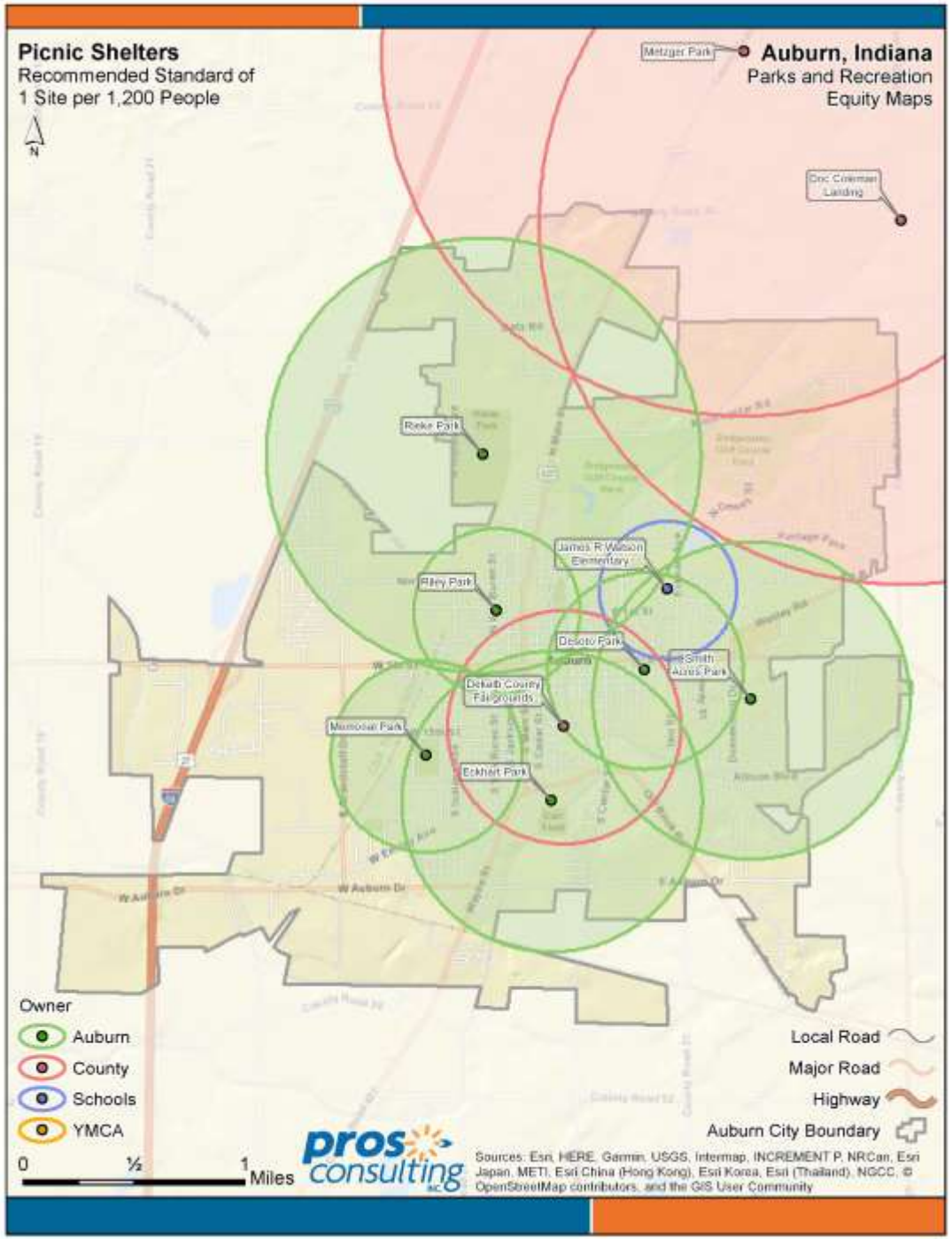
Outdoor basketball courts ranked very low in the priority investment rating (PIR)



Picnic Shelters

Picnic shelters are well distributed and serving the community. A couple of gaps exist in the northeast and southwest. These may be better served in existing parks without a shelter.

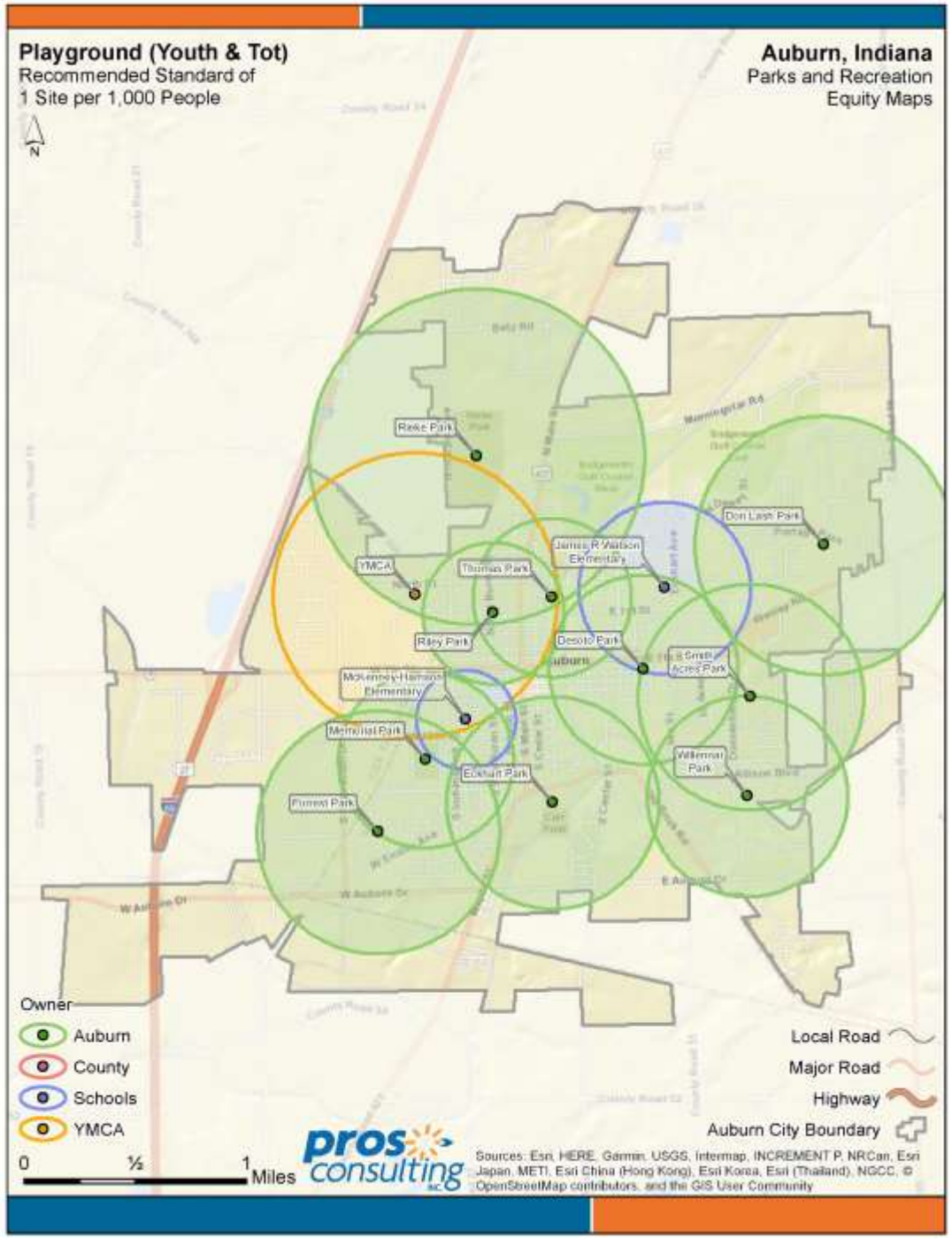
Picnic shelters ranked medium in the priority investment rating (PIR)



Playground (Youth & Tot)

Playgrounds currently serve the community well. However, there are some playgrounds that are aging and will need to be replaced soon.

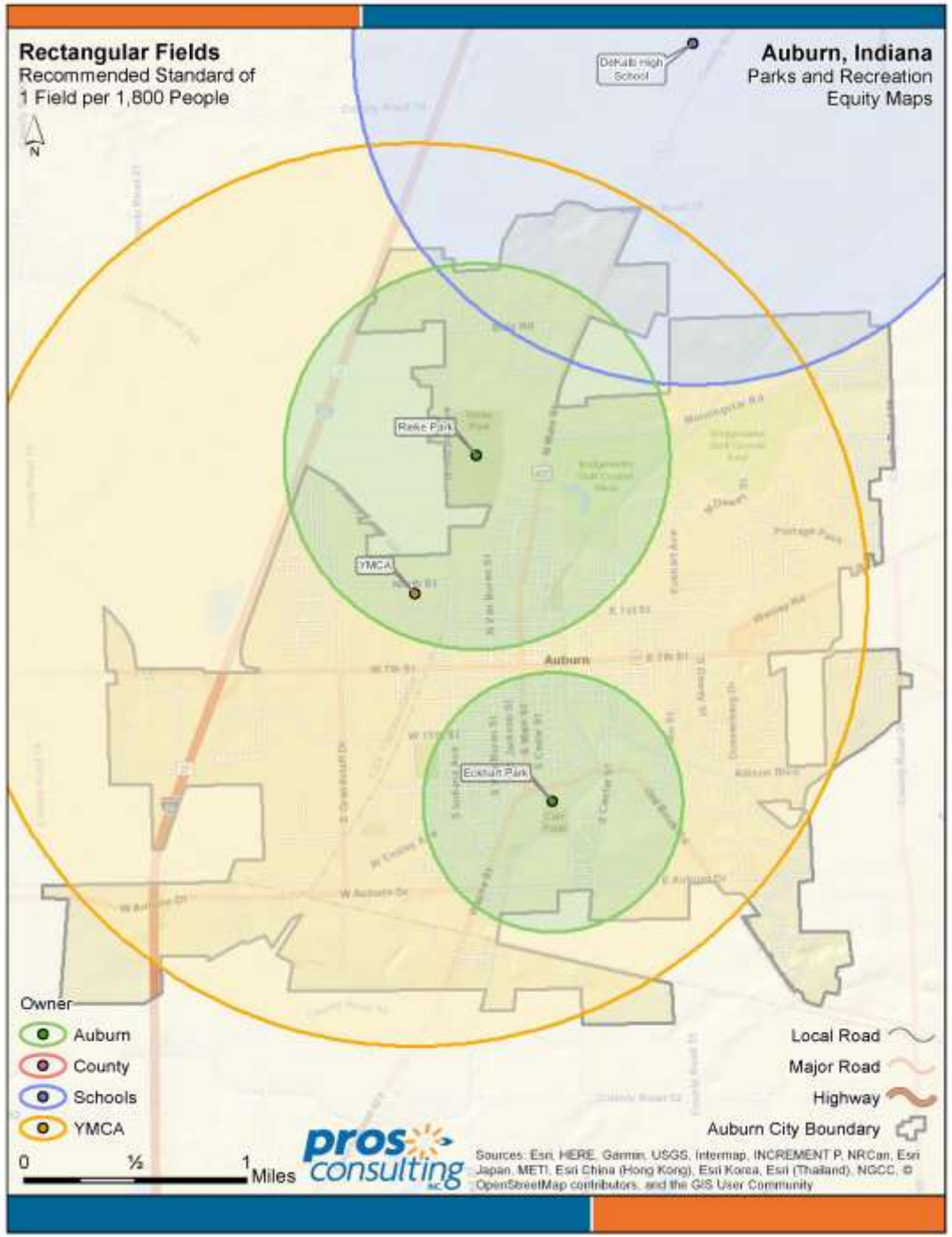
Playgrounds ranked medium in the priority investment rating (PIR)



Rectangular Fields

Rectangular fields serve the community well when factoring in the city owned and YMCA owned fields.

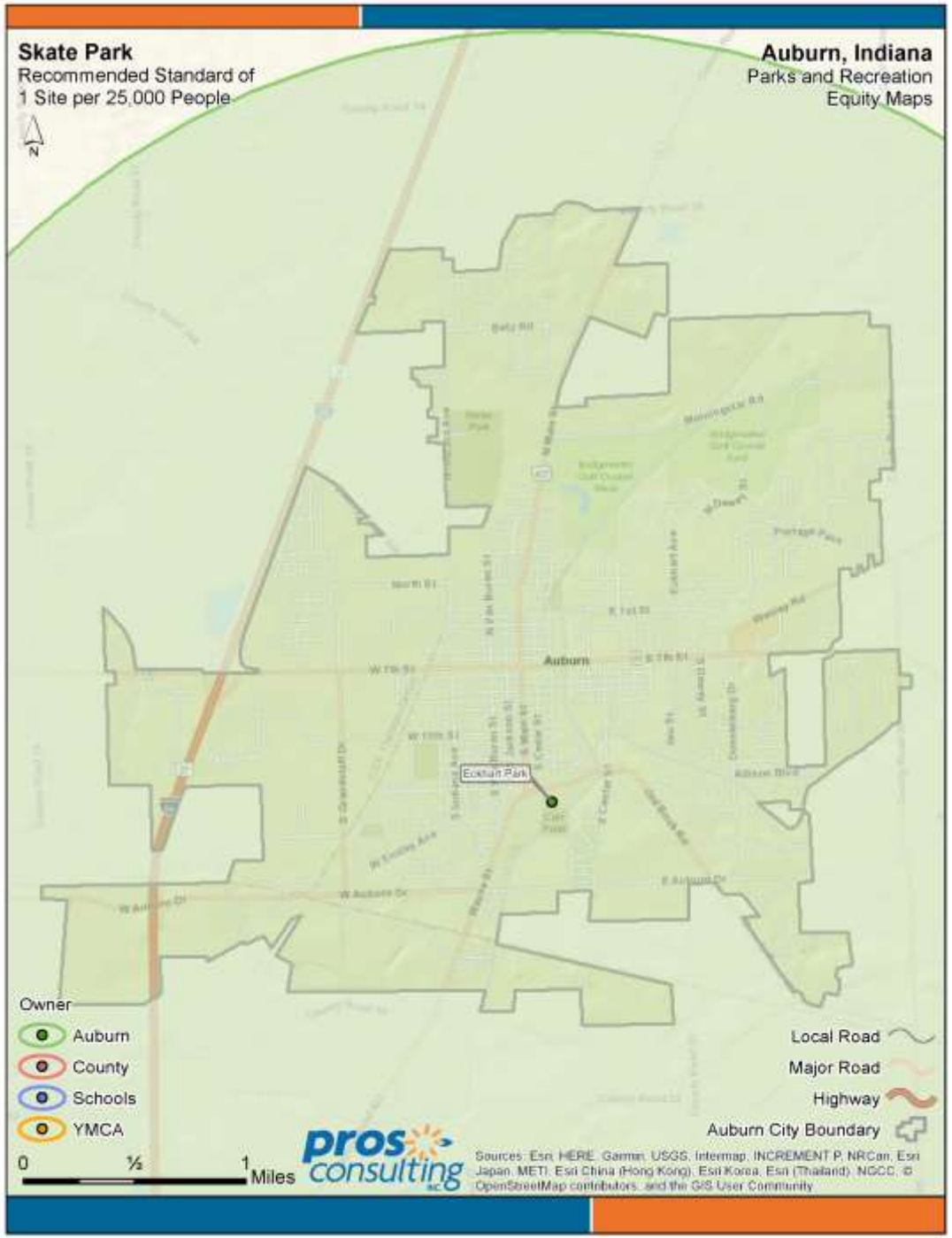
Rectangular fields ranked the lowest in the priority investment rating (PIR)



Skate Park

The skate park currently serves more than the community. The level of quality has increase use from other communities in the county and Allen County.

Skate park ranked very low in the priority investment rating (PIR) since a new one already exists.



Splashpad

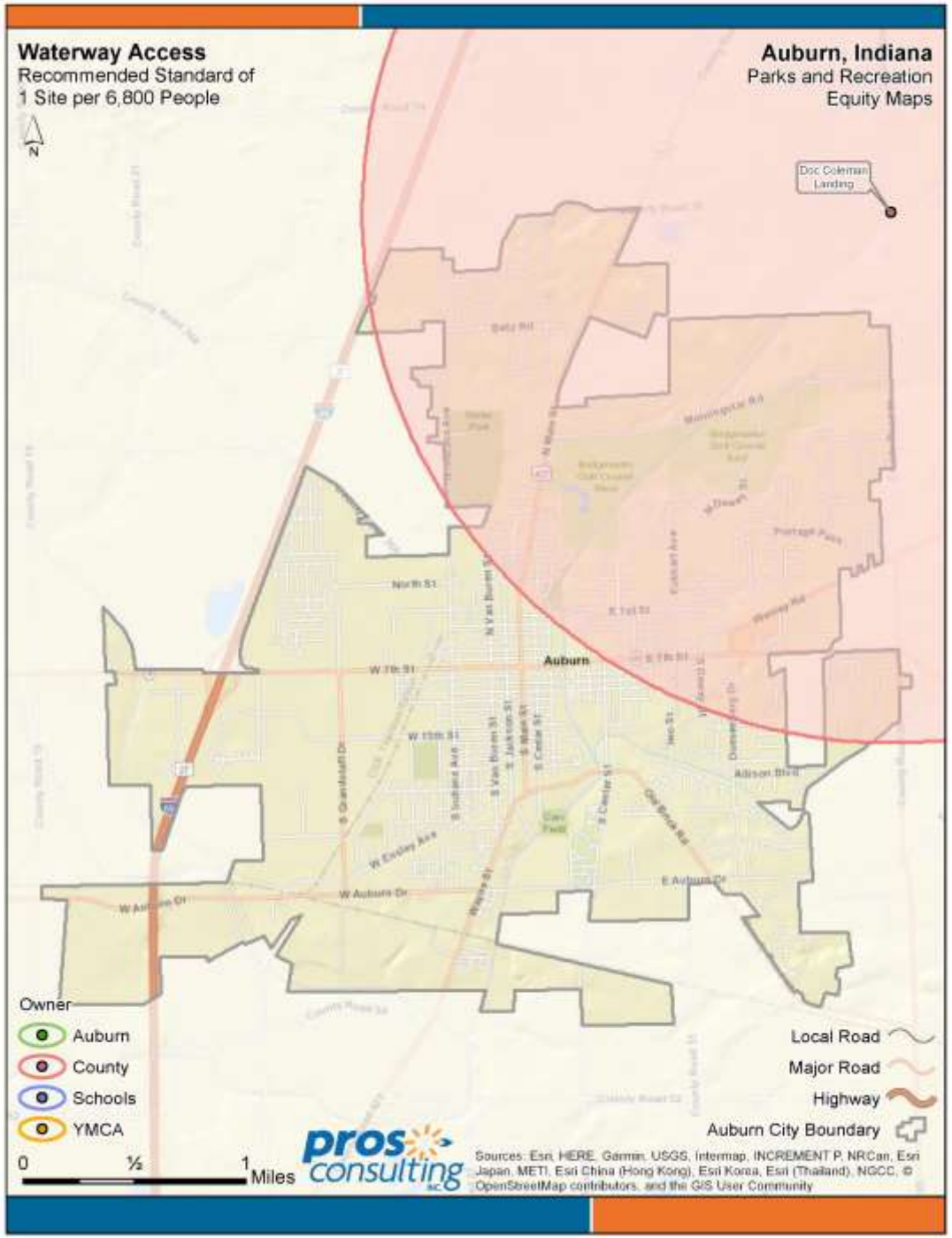
The YMCA splashpad currently has the ability to serve a good portion of the community. However, 60% of respondents of the survey do not use the YMCA.

Splashpads ranked very high in the priority investment rating (PIR)

Waterway Access

Waterway access is currently north of the city. There are opportunities to look at developing another access point.

Kayaking/canoeing access ranked high in the priority investment rating (PIR)



Next Steps

- Funding and Revenue Strategies
- Capital Improvement Plan
- Visioning and Action Plan
- Draft Submittal to IDNR – January 15, 2022
- Recommendation Presentation
- Final Report Submittal to IDNR – April 15, 2022