

Richmond's

Park

Playbook

Parks & Recreation
Master Plan

2025



Mayor

Mike Wright

City Council

- June Paige - Ward I
- Bob Bond - Ward I
- Rob Brash - Ward II
- Deanna Guy - Ward II
- Barb Hardwick - Ward III
- Rodney Williams - Ward III
- Ron Peterson - Ward IV
- Rob Kinnard - Ward IV

City Administration

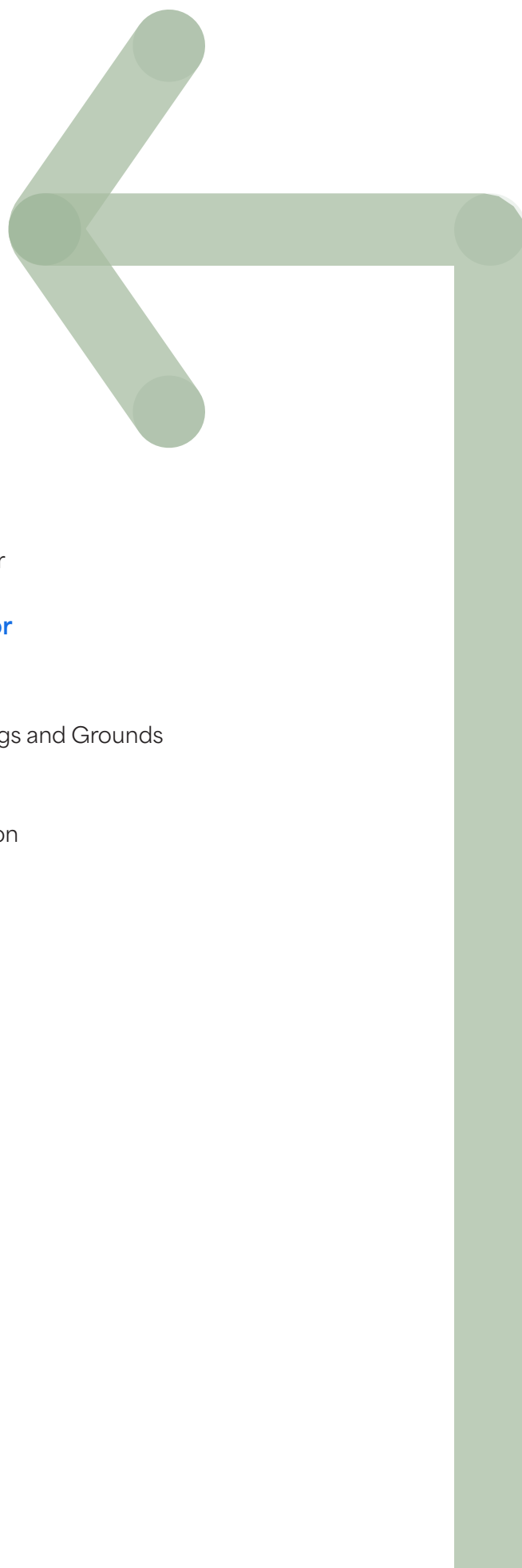
- Tonya Willim - City Administrator
- Saige Mason - City Clerk

Parks and Recreation Director

Haley Williams

Park Board

- Darrin Daniel - President, Buildings and Grounds
- Jarrett Love - Vice President
- Terry Padgett - Treasurer
- Deanna Guy - City Council Liaison
- Becky Austin
- Bev Phipps
- Beau Minson, Sr.
- Tracey Hewlett-Parks
- Joelle Butler



Consultant Team

vireo

Pat O'Toole
Consulting



Table of Contents

	<input type="radio"/>	Introduction	
01	<input checked="" type="checkbox"/>	Demographics & Trends	7
02	<input type="radio"/>	Organization & Program Analysis	23
03	<input checked="" type="checkbox"/>	Park Inventory, Assessment & Analysis	31
04	<input type="radio"/>	Community Engagement	81
05	<input checked="" type="checkbox"/>	Action Plan	91
A	<input type="radio"/>	Appendix A - Statistically Valid Survey	
B	<input checked="" type="checkbox"/>	Appendix B - Cost Recovery Pyramid	
C	<input type="radio"/>	Appendix C - Open House Results	
D	<input checked="" type="checkbox"/>	Appendix D - Mushroom Festival Results	

Intro



Introduction

PURPOSE

The purpose of this document is to provide the community and decision makers with a community-driven system-wide comprehensive plan that establishes a road map for the Richmond Park's and Recreation Department over the next 10 years. This Plan should be treated as a living and breathing document whose pulse needs to be checked along the way through continued community engagement. This master plan creates a set of goals and objectives that strives to take care of what we have, adapt to changing demographics, while also enhancing the user experience of parks and recreation in Richmond.

PROCESS

The process for developing this Master Plan was a collaborative approach including input from the community, Parks and Recreation Staff, a Steering Committee, and the Consultant Team. The following tasks were included in development of this Plan:

- Data Gathering & Background Review
- Public Engagement
- Demographics and Trends Analysis
- Park Inventory, Assessment, and Analysis
- Individual Park Concept Plans
- Level of Service Analysis and Mapping
- Recreation Programming Inventory & Analysis
- Action Plan

OVERVIEW

Richmond is a community of a little over 6,000 residents located in Ray County, Missouri. The median age of Richmond residents is 40 which is slightly older than that of both the state and national figures. Analysis of the City's demographic profile revealed some interesting population shifts that will be important for park facilities to respond to.

Community involvement guided the development of this Plan and extensive efforts were made to reach out in a variety of ways. Input from over 350 residents influenced the recommendations found within this plan.

Using the expressed interests and desires of the community, Park Staff has created a vision they can diligently and wisely allocate resources and tax

dollars to implement. Future allocation of resources towards this vision should be commensurate with the growth of Richmond and the interests of its citizens.

RESULTS

Results from the overall community engagement effort revealed a clear and consistent message. Below are the top priority investments for park amenities, recreation programs, and system-wide priorities as identified by taxpaying residents.

Park Amenities

1. Nature / Hiking / Biking Trails.
2. Outdoor Splash Pad.
3. Paved Trails.
4. Natural Areas for Passive Recreation & Wildlife Benefit.
5. Restrooms.
6. Community Gardens.
7. Outdoor Pickleball Courts.
8. Playgrounds.

Recreation Programs

1. Adult Fitness & Wellness.
2. Community Special Events.
3. Adult Water Aerobics & Fitness.
4. Adult Nature Programs.
5. Outdoor Water Recreation.
6. Adult Cooking & Nutrition Classes.
7. Teen/Tween Programs.
8. Senior Social Gathering & Trips.

System-wide Priorities

1. Update existing amenities that are aging & In poor condition & Improve ADA Accessibility in all parks.
2. Continue to expand trail connections to points of interest
3. Fund the parks and recreation department more robustly
4. Continue to enhance operations & programming.
5. Add new quality park amenities.

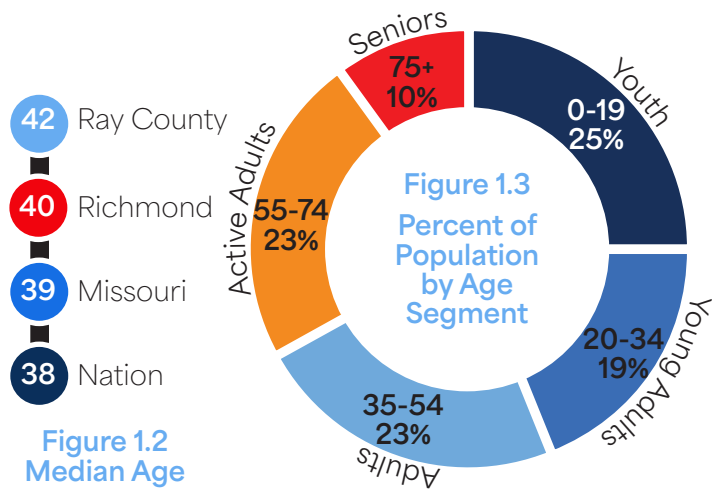
01



Demographics & Trends

The consultant team completed a demographic profile for the City of Richmond to provide an analysis of household and economic data in the area, helping to understand the historical and projected changes that might impact the community. The demographics analysis offers insight into the potential market for the community’s parks, trails, and recreation programs and services by highlighting where and how the community will change.

Population, age distribution, income, race/ethnicity, and other household characteristics referenced throughout this report were sourced from ArcGIS Community Analyst, utilizing the U.S. Census data with estimates generated in July 2024. Additional comparisons to the State of Missouri (State, MO) and the United States were provided where applicable for additional context.



POPULATION

The population of Richmond was estimated at 6,090 in 2024. That is an increase of almost 300 from 5,797 in the year 2010. Future projections indicate Richmond will see a very slight growth to a population of 6,093 by 2029 (Figure 1.1).

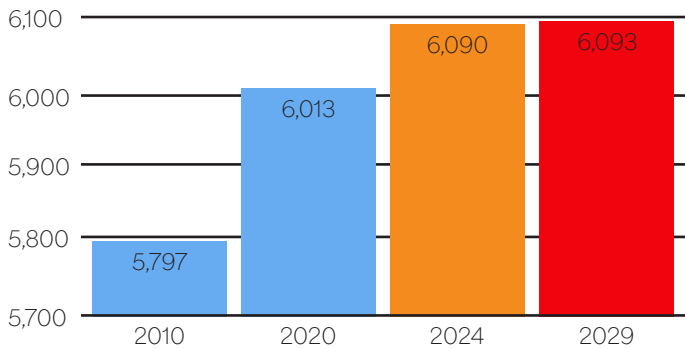


Figure 1.1 Population Change (2010-2029)

AGE

Figure 1.2 illustrates Richmond’s median age (40) in comparison to the county, state, and national trends for 2024. The Richmond community tends to be a little younger than the county and a little older than the state and national medians. Figure 1.3 shows an overall breakdown of the population by age

segment while figures 1.4 and 1.5 illustrate shifts that are trending within the youth and adult segments by percent of the total population. The data suggests that the community as a whole is growing older. Ages groups 55 and older show an increasing trend while those under 55 all show a decline. In line with this, input from the public in the statistically valid survey revealed a heavier demand for adult recreation programs over youth.

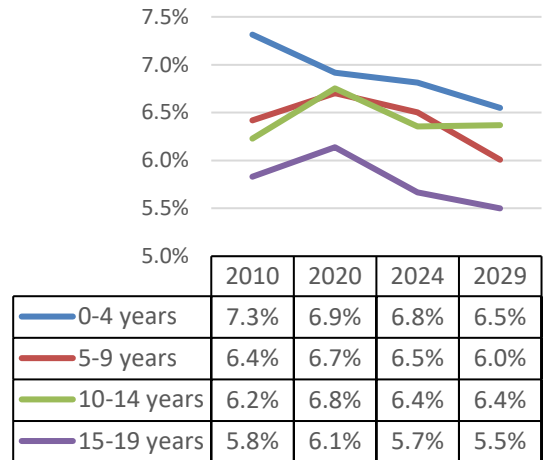


Figure 1.4 - Youth Population shifts by age category as a percentage of the whole.

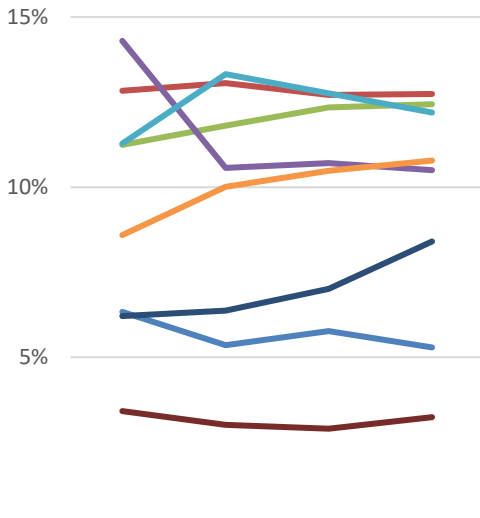


Figure 1.5 - Adult Population shifts by age category as a percentage of the whole.

RACE AND ETHNICITY

The racial and ethnic composition of Richmond is predominantly white (87%) but diversity is growing. People of two or more races have grown 6% as whole since 2010 and are forecasted to make up nearly 10% of the total population by 2029. In terms of ethnicity, the Hispanic population has grown by nearly 70% since 2010 and is forecasted to nearly double 2010 figures by 2029. While these population segments represent a small minority of the total population, it is evidence that Richmond’s diversity is growing.

HOUSEHOLD INFORMATION

The household characteristics in Table 1.2 indicate that Richmond tends to have a slightly smaller household size and households earn a lower median household income than the county, state, and nation. The average home value also tends to be lower. About 16% of the population lives below the poverty level which is slightly higher than the county, state, and nation. As a public recreation provider, the Department should continue to provide programs and services at price points that meet the needs

Table 1.1 - Distribution of race by percent of the total population.

	2010	2020	2023	2028
White	93.7%	88.0%	87.4%	90.9%
Black	3.2%	2.5%	2.3%	2.5%
Amer. Indian Alaska Native	<1%	<1%	<1%	<1%
Asian	<1%	<1%	<1%	<1%
Pacific Islander	<1%	<1%	<1%	<1%
Other Race	<1%	<1%	1.1%	1.3%
Two or More Races	1.9%	7.7%	8.3%	8.9%
Hispanic (any race)	2.1%	3.2%	3.5%	3.8%

Figure 1.6 - Minority Population Shift by Race as a percentage of the whole.

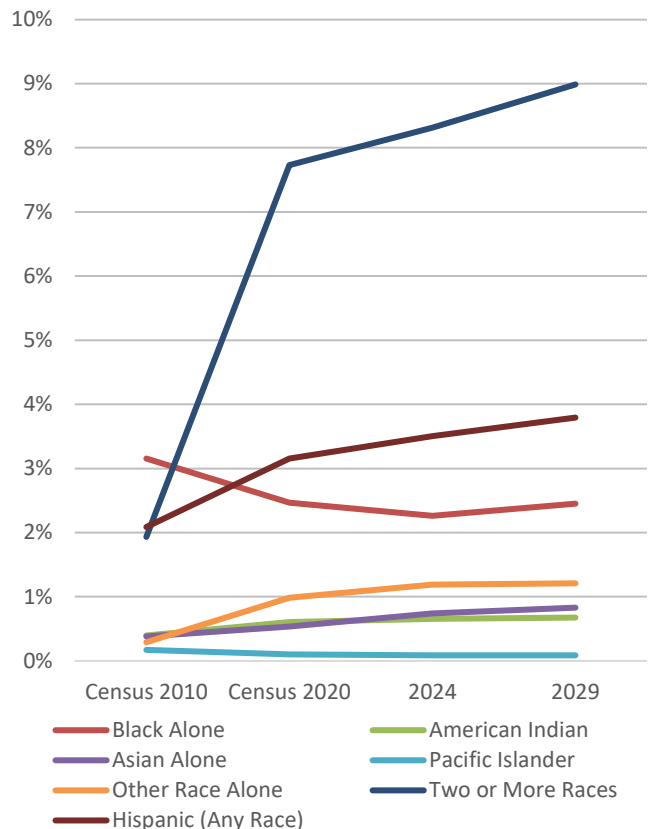


Table 1.2 - Household characteristics.

	City	County	State	Nation
Avg. HH Size	2.3	2.5	2.4	2.5
Median HH Income	\$62.5K	\$73.3K	\$68.1K	\$79.0K
Median Disposable Income	\$52.5K	\$58.1K	\$56.2K	\$63.5K
Avg. Home Value	\$169.5K	\$211.0K	\$246.3K	\$355.5K
Below Poverty Level	16%	12%	13%	12%

of all income levels. Figure 1.7 below shows the breakdown of household incomes by income range as a percentage of the whole.

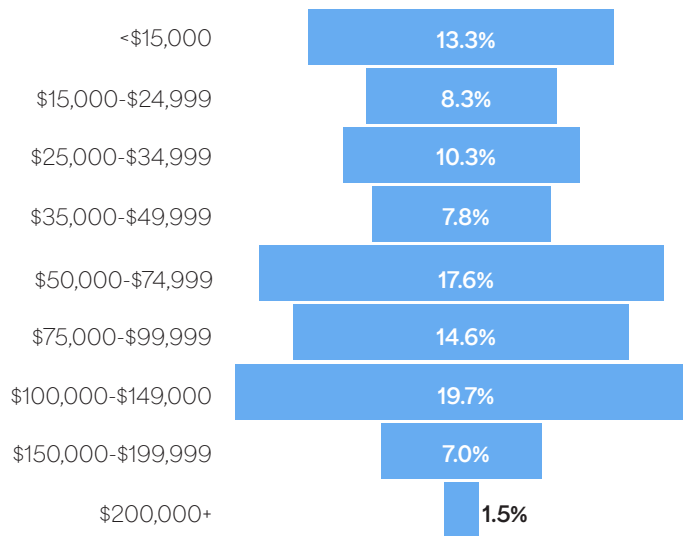
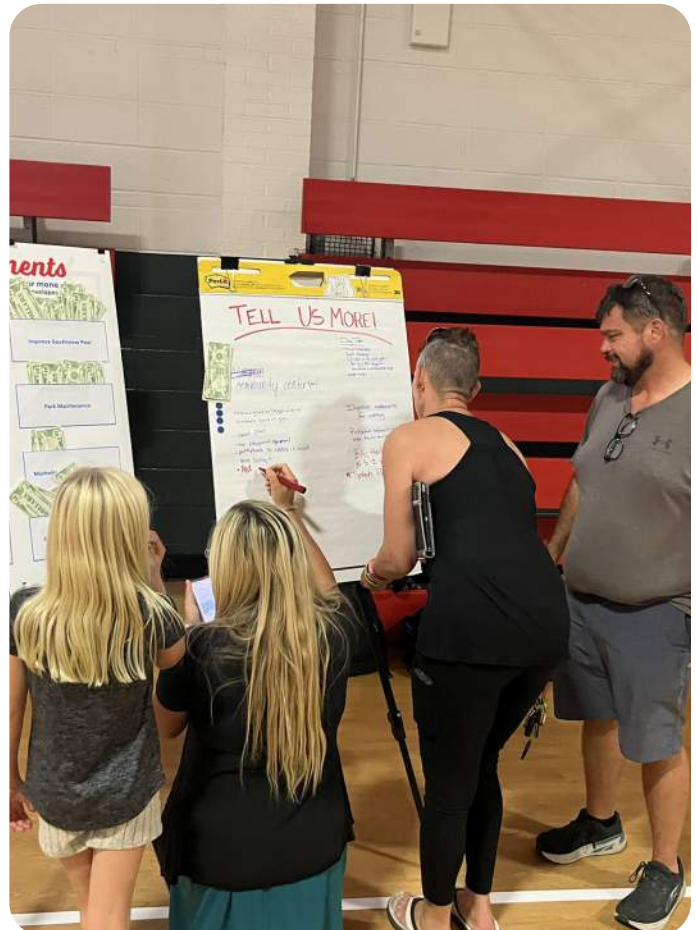


Figure 1.7 - Household income as a percentage of the whole.

KEY DEMOGRAPHIC FINDINGS

- Richmond has grown by about 300 people since 2010.
- Future population growth projections suggest that the population will stay relatively the same, with minimal growth by 2029.
- Collectively, youth 19 and under make up the largest population segment. History has shown that this segments tends to account for about 25% of the community, although forecasts suggest there could be a slight decline by 2029.
- Adults (35-54) and active adults (55-74) comprise 42% of the total population and trends suggest that populations over 55 are expected to grow.
- Racial and ethnic diversity is growing with the largest contributors being those of two or more races and the Hispanic populations. Both of which have tripled since 2010.
- 16% of the population lives below the poverty level.



TRENDS

This analysis examines current and future overall trends in recreation relevant to the Department. This process provides insights into the evolving needs and preferences of the community.

This report will focus on relevant local, regional and national recreation trends—an overview of recreational trends that may impact the provision of services. The following topics will help in understanding the landscape of recreational activities and the potential implications for services and programming in City of Richmond.

- Inactive Aspirational Activities by Age
- Recreational Sports and Facilities
- Outdoor Fitness
- Outdoor Recreation
- Outdoor Programming

INACTIVE AMERICAN'S ASPIRATIONAL ACTIVITIES BY AGE

The SFIA report provides data related to what inactive Americans were most interested in participating in by age. The city has a median age of 40. By comparing the SFIA “inactive aspirational activities by age (Figure 1.8), the top activities for most city residents (falling in the category of 35–44 years) are likely fishing, camping, cardio fitness, working out with machines and working out using machines.

RECREATIONAL SPORTS AND FACILITIES

Tennis

The United States Tennis Association (USTA) reports a significant surge in tennis participation in the United States, marking the third consecutive year of growth, with much of this expansion attributed to new players from diverse ethnic communities. According to recent studies conducted by the USTA, the Physical Activity Council, and the Tennis Industry Association, tennis participation increased by one million players in 2022 alone, totaling 23.6 million players, which represents a 33% increase since 2020. Notably, this figure surpasses the combined number of participants in other racket sports such as pickleball, badminton, racquetball, and squash.

The growth in tennis participation has been particularly driven by individuals from diverse ethnic backgrounds, with people of color now comprising

Figure 1.8 - SFIA Inactive Aspirational Activities by Age

6-12 Years of Age	
1	Fishing
2	Camping
3	Running/Jogging
4	Soccer
5	Basketball
6	Swimming for Fitness
7	Hiking
8	Tackle Football
9	Hunting
10	Boxing

13-17 Years of Age	
1	Fishing
2	Bicycling
3	Tennis
4	Swimming for Fitness
5	Shooting
6	Working Out Using Machines
7	Hunting
8	Camping
9	Hiking
10	Running/Jogging

38% of the overall tennis-playing population, up from 32.5% in 2019. Hispanic/Latino players have seen the most substantial increase, with 3.8 million players in 2022, marking a 90% rise over the past three years. Similarly, Black/African American participation increased by 46%, totaling 2.3 million players in 2022, while Asian/Pacific Islander participation grew by 37%, reaching 2.4 million players in the same period.

USTA Chairman of the Board and President Brian Hainline emphasized that these numbers reflect the organization's commitment to making tennis

18-24 Years of Age		25-34 Years of Age		35-44 Years of Age	
1	Working Out With Weights	1	Fishing	1	Fishing
2	Running/Jogging	2	Running/Jogging	2	Camping
3	Cardio Fitness	3	Camping	3	Cardio Fitness
4	Camping	4	Working Out Using Machines	4	Working Out With Weights
5	Hiking	5	Cardio Fitness	5	Working Out Using Machines
6	Working Out Using Machines	6	Hiking	6	Running/Jogging
7	Yoga	7	Working Out With Weights	7	Hiking
8	Basketball	8	Shooting	8	Yoga
9	Fishing	9	Yoga	9	Swimming for Fitness
10	Hunting	10	Soccer	10	Hunting

45-54 Years of Age		55-64 Years of Age		65+ Years of Age	
1	Fishing	1	Fishing	1	Fishing
2	Camping	2	Camping	2	Camping
3	Cardio Fitness	3	Swimming for Fitness	3	Swimming for Fitness
4	Working Out Using Machines	4	Working Out With Weights	4	Working Out Using Machines
5	Working Out With Weights	5	Working Out Using Machines	5	Working Out With Weights
6	Shooting	6	Cardio Fitness	6	Shooting
7	Hiking	7	Yoga	7	Cardio Fitness
8	Yoga	8	Hiking	8	Hiking
9	Hunting	9	Shooting	9	Yoga
10	Running/Jogging	10	Hunting	10	Hunting

accessible to people from all backgrounds. Efforts by the USTA to support tennis-playing opportunities in the U.S. include providing funding for facility assistance and grants, integrating tennis into school physical education programs, and offering grants and scholarships for under-resourced youth through National Junior Tennis and Learning (NJTL) chapters. This concerted effort aims to promote inclusivity and diversity within the sport, working to ensure that tennis reflects the diversity of the American population while providing health and wellness benefits to individuals and families across the nation.

Pickleball

A significant trend in park planning is the incorporation of pickleball facilities in response to the sport's rapid rise in popularity. To meet the need, some agencies are addressing the trend by re-purposing existing spaces or incorporating pickleball into their capital improvement plans, working to ensure that this sport becomes an integral part of the evolving landscape of recreational activities. This strategic approach allows cities to not only keep up with the pickleball surge but also enhance the diversity and appeal of community spaces. Note, recreation facilities such as tennis or basketball courts can be temporarily or permanently converted to pickleball courts through lining a court. One consideration to recreation professionals before lining tennis courts is potential inference with competitive tennis requirements. Best practices regarding pickleball setup and programming can be found on usapa.com, the official website for the United States Pickleball Association.

Disc Golf

Disc golf is experiencing notable trends in 2024 that are reshaping the sport's landscape. These trends include explosive growth in participation, with more individuals embracing the sport due to its accessible courses and low-cost equipment. Manufacturers are continually evolving disc technology, introducing new materials and designs to enhance disc performance. The professionalization of disc golf is also on the rise, with competitive circuits attracting top-tier players and sponsors, leading to increased visibility and prize money. Course design is evolving to offer diverse challenges, incorporating elevation changes and natural features to enhance player experience. Sustainability and eco-friendly practices are becoming integral, with a focus on environmental conservation in course design and tournament operations. Community building efforts aim to foster inclusivity, organizing events for players of all ages and backgrounds. Technological integration is enhancing player experience through mobile apps and GPS technology, providing real-time statistics and connecting players globally.

Cricket

In recent years, cricket has experienced a notable resurgence in the United States, fueled by a combination of factors. The nation's increasing diversity, with a significant influx of immigrants from cricket-playing countries, has infused the sport with enthusiasm and support within various communities. Moreover, the globalization of sports and advancements in media coverage have made cricket more accessible to American audiences,

facilitating its growth in popularity. The establishment of professional leagues like Major League Cricket (MLC) and Minor League Cricket (MiLC), alongside the proactive efforts of the United States of America Cricket Association (USACA), has further bolstered the sport's presence by organizing tournaments and enhancing infrastructure. Additionally, grassroots development initiatives and the proliferation of cricket facilities across the country have provided more avenues for active participation, fostering a new generation of players and enthusiasts. Despite challenges posed by entrenched American sports and cricket's complex rules, ongoing efforts from cricket organizations, coupled with growing youth involvement and increased accessibility, suggest a promising trajectory for cricket in the United States. As cricket continues to carve out its place among the nation's sports scene, it holds the potential to become a widely recognized and celebrated sport across diverse communities in the years ahead.

Sports Complexes

Several prominent trends are reshaping sports facilities. Multipurpose flexibility stands out as venues increasingly accommodate a diverse range of activities beyond traditional sports, optimizing space utilization for various needs efficiently. Technology integration plays a pivotal role in enhancing functionality and user experience, with advanced systems such as LED lighting and high-speed connectivity transforming operations and engagement with spectators. Sustainability and green design have become focal points, driving the incorporation of eco-friendly materials and energy-efficient systems like solar panels and natural ventilation to minimize ecological footprints. Health and wellness are prioritized in facility design, with dedicated spaces for fitness, training, and sports medicine, fostering safe and inclusive environments that promote physical activity and overall well-being. Moreover, there's a heightened emphasis on fan engagement and experience, with venues designed to offer enhanced sightlines, comfortable seating, and premium amenities, alongside advanced audiovisual systems and digital displays, creating immersive environments that captivate and entertain spectators, enriching the overall enjoyment of sporting events.

TRENDS HIGHLIGHTS

This section of the report details the trends and interests identified within the public engagement process as well as some relevant trends recognized on a regional or national level. The information contained in this report can be used by staff when planning new programs, considering additions

to parks and new park amenities, and creating the annual budget and capital improvement plan. Understanding trends can also help an organization reach new audiences and determine where to direct additional data collection efforts within an organization.

Inclusive Playgrounds

Well-designed inclusive parks and inclusive playgrounds welcome children of all abilities to play, learn, and grow together. An inclusive playground takes away the barriers to exclusion, both physical and social, providing a “sensory rich” experience for all. Accommodating physical disabilities is one component of an inclusive playground—this refers to providing wheelchair-accessible routes and ramp transfers points. Customized equipment, such as special swings, allow all kids to enjoy the playground as it is meant to be enjoyed.

An inclusive playground also provides several different opportunities for children to explore. They can integrate all the senses, and the amenities encourage social play. A true inclusive playground does not mean that there is a special piece of equipment in a separate area off to the side but rather that the space is designed as a cohesive community where play opportunities are integrated throughout. These types of park facilities stress the importance of inclusion in daily activities, regardless of ability level. More parks and recreation agencies across the country are installing inclusive playgrounds to better meet the needs of all constituents.

Dog Parks

A dog park is a great way to give people an opportunity to get some fresh air, enjoy time with their dog, and bring communities together. With 90 million dogs residing in the United States, dog parks continue to be the fastest growing type of park (according to NRPA)—especially in urban areas. Not everyone wants to live next door to a dog park, but dog parks are desired in nearly every community.

Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities over the past three years. According to an article from Recreation Management titled “Four-Legged-Friendly Parks,” dog parks help build a sense of community and can draw potential new community members and tourists traveling with pets (2016).

Recreation Magazine suggests dog parks can represent a relatively low-cost way to provide an oft-visited popular community amenity. Dog parks can be as simple as a gated area, or more elaborate with “designed-for-dogs” amenities like water fountains,

agility equipment, and pet wash stations. Even “spray grounds” are being designed just for dogs. Dog parks are also places for people to meet new friends and enjoy the outdoors.

The best dog parks cater to people with design features for their comfort and pleasure but also with creative programming. Amenities in an ideal dog park might include the following:

- Benches, shade, and water - for dogs and people
- At least one acre of space with adequate drainage
- Double gated entry
- Ample waste stations well-stocked with bags
- Sandy beaches/sand bunker digging areas
- Custom designed splashpads for large and small dogs
- People-pleasing amenities such as walking trails, water fountains, restroom facilities, picnic tables, and dog wash stations.

Community Gardens

Communities around the country are building community gardens for a number of far-reaching environmental and social impacts. According to GreenLeaf Communities, which supports scientific research in environmental and human health, community gardens offer benefits including:

Environmental
<ul style="list-style-type: none"> • Reducing waste through composting <ul style="list-style-type: none"> • Increasing water infiltration • Increasing biodiversity of animals & plants <ul style="list-style-type: none"> • Improve air and soil quality
Social
<ul style="list-style-type: none"> • Increase intake of vegetables and fruits • Promotes relaxation and improves mental health <ul style="list-style-type: none"> • Increases physical activity • Reduces risk of obesity and obesity-related diseases

Many studies show that community gardens can improve the well-being of the entire community by bringing residents together and creating social ties. This activity can reduce crime, particularly if gardens are utilized in vacant lots. In fact, vacant land has the opposite effect of community gardens, including increased litter, chemical and tire dumping, drug

use, and decreased property values. By creating community gardens, neighborhoods can teach useful skills in gardening, food production, selling, and business. The NRPA published an in-depth guide to building a community garden in parks through the Grow Your Park Initiative, which can be found on their website.

AQUATIC TRENDS

Pool Design

Municipal pools have shifted away from the traditional rectangle shape and instead have shifted to facilities that include zero-depth entry, play structures that include multiple levels, spray features, small to medium slides, and separate play areas segmented by age/ability.

Indoor warm water therapy pools continue to grow in popularity with the aging population, creating a shallow space for low-impact movement at a comfortable temperature enables programming options to multiply. “Endless” or current pools that are small and allow for “low-impact, high-intensity movement” are becoming popular as well.

Water Fitness

The concept of water fitness is a huge trend in the fitness industry, with many new programs popping up such as aqua yoga, aqua Zumba, aqua spin, aqua step, and aqua boot camp. Whether recovering from an injury, looking for ease-of-movement exercise for diseases such as arthritis, or simply shaking up a fitness routine, all demographics are gravitating toward the water for fitness. Partnerships can be important for parks and recreation agencies, such as working with hospitals to accommodate cardiac patients and those living with arthritis or multiple sclerosis.

Youth Programming

Swim lessons generally include the most significant number of participants and revenues for public pool operations. Programs can be offered for all ages and levels, including private, semi-private, and group lessons. Access to swimming pools is a popular amenity for summer day camp programs, too.

Spray Parks

Spray parks (or spray grounds) are now a common replacement for aging swimming pools, particularly because it provides the community with an aquatic experience without the high cost of traditional pools. Spray parks do not require high levels of staffing, require only minimal maintenance, and offer a no-

cost (or low-cost) alternative to a swimming pool. A spray park typically appeals to children ages 2 - 12 and can be a stand-alone facility in a community or incorporated inside a family aquatic center.

COMMUNITY RECREATION CENTERS

Parks and recreation agencies serve their communities in many ways; one of the primary facilities that many agencies operate are community centers. These facilities may host a variety of amenities, such as sport courts, multipurpose rooms, fitness gyms, aquatic facilities. There has been a shift from traditional fitness and general activities in community centers to a more modern approach, which includes healthy living classes, computer classes/internet access, and older adult transportation. Data from the National Recreation and Park Association indicates that recreation centers play an important role in communities across the country. The following infographic demonstrates the potential for community services in offering non-traditional services.

Some of the activities, both traditional and non-traditional are listed below:

- Fitness classes such as yoga, meditation, martial arts, and spin cycling
- Esports such as competitive video gaming competitions or events such a tournaments and classes
- Swimming
- Indoor Gardening
- Art/dance/exercise studio
- Drama/voice/instrument instructional studio
- Health club/fitness center
- Roller skating
- Indoor archery and shooting range
- Indoor play center (rock climbing or inflatable party place)
- Indoor soccer facility
- Laser tag
- Tennis, handball, badminton, racquetball, pickleball

Non-Traditional Services Desired in Community Centers

Recreation Centers Play an Important Role in Communities Nationwide

Per a recent NRPA poll, Americans urge their local recreation center to offer a wide variety of nontraditional services, including...



These are *in addition to services traditionally offered* by park and recreation agencies – including fitness centers, out-of-school time programming and aquatic facilities.



www.nrpa.org/Park-Pulse

This Park Pulse survey was conducted on behalf of NRPA by Wakefield Research among 1,000 nationally representative Americans, ages 18+, between August 3 and 5, 2021.

FITNESS TRENDS

Each year, the American College of Sports Medicine (ACSM) conducts a survey of worldwide fitness trends. Now in its 15th year, the ACSM circulates an electronic survey to thousands of fitness professionals around the world to determine health and fitness trends. The COVID-19 outbreak impacted the results of the survey, with the top trend now online training, which was No. 26 in 2020. The list below includes the top 10 fitness trends for 2021.

Online Training

Virtual online training was first included in the survey in 2019 and was No. 3 before dropping to No. 26 in 2020 when the word “virtual” was eliminated from the title. The big changes within the fitness industry because of the COVID-19 outbreak resulted in the temporary closure of fitness centers around the world, forcing innovation in the way classes are delivered. Online training was developed for the at-home exercise experience. This trend uses digital streaming technology to provide group or individual fitness programs online.

Wearable Technology

Wearable technology, which includes activity trackers, smartwatches, heart rate monitors, GPS tracking devices, and smart eyeglasses (designed to show maps and track activity), has been one of the top three trends since 2016. These devices can track heart rate, calories, sitting time, etc. Wearable technology is estimated to be a \$95 billion industry.

Body Weight Training

Body weight training uses minimal equipment, which makes it a lower cost way to exercise effectively. Although most people think of body weight training as being limited to push-ups and pull-ups, it can be much more than that. This type of training first appeared in the trends survey in 2013 at No. 3.

Outdoor Activities

Likely because of the COVID-19 pandemic, outdoor activities such as group walks, group rides, or organized hiking groups are gaining in popularity. These can be short events, day long events, or planned week long excursions. Typically, people meet at a local park, hiking area, or bike trail with a designated leader. This trend for health and fitness professionals to offer outdoor activities to clients began in 2010 and has been in the top 20 since 2012.

High Intensity Interval Training

HIIT (High Intensity Interval Training) involves short bursts of high-intensity exercise followed by a short period of rest or recovery and typically takes fewer than 30 minutes to perform (although it is not uncommon for these programs to be much longer in duration). HIIT has been a top-five trend since 2014. Despite warnings by some fitness experts of the potential for increased injury using HIIT, this form of exercise is popular in fitness centers all over the world.

Virtual Training

This is the first time that virtual training has appeared separately from virtual online training. Virtual training is defined as the fusion of group exercise with technology, offering workouts designed for ease and convenience to fit a variety of schedules and needs. Typically, virtual workouts are played in gyms or fitness centers on a big screen, attracting a smaller number of participants compared with live classes while providing people of all fitness levels and ages with a different group fitness experience. Participants in virtual training can work at their own pace, making it ideal for those new to the class.

Exercise is Medicine® (EIM®)

EIM® is a global health initiative focused on encouraging primary care physicians and other healthcare providers to include physical activity when designing treatment plans for patients and referring their patients to exercise professionals. In addition, EIM® recognizes fitness professionals as part of the healthcare team. EIM® was No. 10 in 2019, jumping to No. 6 in 2020.

Strength Training With Free Weights

Strength training remains popular in all sectors of the health and fitness industry and for many kinds of clients. Free weights, barbells, kettlebells, dumbbells, and medicine ball classes incorporate equipment into another functional class or activity. New exercises are added periodically, starting with proper form and technique.

Many younger clients of both community-based programs and commercial clubs train almost exclusively using weights. In today's gyms, however, there are many others (men and women, young and old, children, and patients with stable chronic diseases) whose focus is using weight training to improve or maintain strength.



Fitness Programs for Older Adults

This trend continues to stress the fitness needs of baby boomers and older generations. People are working longer, living longer, and remaining active much longer. Fitness professionals should take advantage of the growing market of older adults now retiring by providing age-appropriate and safe exercise programs for this once-ignored sector of the population. The highly active older adult can be targeted to participate in more rigorous exercise programs, including strength training, team sports, and HIIT when appropriate.

Personal Training

Personal training is a one-on-one workout with a trainer that begins with fitness testing and goal setting. The trainer then works with the client and prescribes workouts specific to their needs. The profession of personal training is becoming more accessible online, in clubs, in the home, and in worksites that have fitness facilities. Many fitness centers continued to offer personal training during the COVID-19 pandemic.

TRAILS INCLUSIVITY AND ACCESSIBILITY

Many organizations such as the Irish Wheelchair Association (IWA) are working to promote trail and hiking accessibility for all individuals. The IWA along with other associations emphasize the importance of designing and managing outdoors spaces with inclusivity in mind. Some of the recommendations to achieve inclusivity in trails is to design and, where physically possible, clearly designate multi-access or, where not physically possible, challenging access. Multi-access trails are wide and flat Level 1 trails with no obstacles such as steps or gates and allow access with regular footwear, wheelchairs, or bicycles. In areas where not physically possible to modify, yet still accessible by all, challenging access signs should mark Level 2 trails which may feature narrower paths, slightly rougher terrain, and steeper gradients. Level 2 trails will be better suited for fitter individuals.



NATURE CENTERS

Nature centers are experiencing a wave of innovation. One notable trend is the embracing of sustainable construction practices where organizations build or renovate to achieve the full Living Building Challenge (LBC). The LBC sets a high standard for eco-friendly building practices within the field. Another emerging trend is nature centers facilitating virtual gatherings and workshop for children by taking the "nature center" to their school.

AGE-RELATED AND GENERATIONAL TRENDS

Activity Participation varies based on age, but it also varies based on generational preferences. The SFIA issues a yearly report on generational activity. In the 2020 SFIA report, millennials had the highest percentage of those who were “active to a healthy level,” but a quarter also remained sedentary. Nearly 28% of Generation X were inactive, with baby boomers at 33% inactive. Baby boomers prefer low-impact fitness activities such as swimming, cycling aquatic exercise, and walking for fitness.

Generation Alpha	~Born 2010 - Present
Generation Z	Born 1997 - 2010
Millennials	Born 1981-1996
Generation X	Born 1965 - 1980
Baby Boomers	Born 1946 -1964
Silent Generation	Born 1928 - 1945

A condensed list of generational trends which may impact recreational services are below, consolidated from Pew Research Center:

- Baby boomers are staying in the workforce longer than generations before them (2019)
- Almost a third of millennials are not affiliated with religion, and half of them describe themselves as political independent (2014)
- Millennials have more financial hardships, such as student loan debt, poverty and unemployment, and lower levels of wealth, but are optimistic about their future (2014)
- Approximately 13% of teens (Generation Z) said they have had a major depressive episode in the last year (2019)
- Those 60 and older (baby boomers) spend more than of their leisure time (about 4 hours) a day in front of a screen (2019)
- Generation Z is the most racially and ethnically diverse generation, with only 52% identifying as non-Hispanic whites (2018)

Generational Programming

There has been an increase in the number of offerings for families with children of all ages. This is a departure from past family programming that focused nearly entirely on younger children and preschoolers. Activities such as Family Fossil Hunt

and Family Backpacking and Camping Adventure have proven very popular for families with teens. This responsiveness to the Generation X and Generation Y parents of today is an important step, as these age groups place a high value on family. GameTime’s “Challenge Course” is an outdoor obstacle course that attracts people of all ages and backgrounds to socialize with family and friends while improving their fitness. This type of playground encourages multi-generational experiences.

Trends for Youth Ages 13 and Younger

Traditional Sport Programming

Prior to the COVID-19 outbreak, the number of youths involved in team sports was beginning to decline. From 2008 to 2018, the participation rate of kids between the ages of 6 and 12 dropped from 45% to 38% due to the increasing costs, time commitments, and the competitive nature of organized sports leagues.

According to the Aspen Institute, after most athletic programs were shut down in the spring of 2020, 30% of children who previously played team sports now say they are no longer interested in returning. It is estimated that up to 50% of the private travel sports clubs will fold following the pandemic, putting pressure on municipal recreation programs to fill the gaps for those children who do want to continue playing organized sports. There is a heightened need to save and build low-cost, quality, community-based sports programs that can engage children of all abilities in large numbers.

STEM and STEAM Programs

Science, Technology, Engineering, and Mathematics STEM or STEAM programs—including arts programming—are growing in popularity. Some examples include learn to code, design video games, Minecraft, create with Roblox (an online gaming platform and game creation system), engineer robots, print 3D characters, and build laptops.

Summer and School Break Camps

Participation in parks and recreation youth camp programs continues to be very strong. For some agencies, these programs are the most significant revenue producers.

Nature-Related Programming

There is an international movement to connect children, their families, and their communities to the nature world called the New Nature Movement, and it is having an impact. In addition to new nature programming, nature-themed play spaces

are becoming popular. Some park and recreation agencies are now offering outdoor preschool where the entire program takes place outside.

Youth Fitness

The organization Reimagine Play developed a list of the top eight trends for youth fitness. The sources for this information include the ACSM's Worldwide Survey of Fitness Trends, ACE Fitness, and SHAPE America. The top eight trends include:

- Physical education classes are moving from sports activities to physical literacy curriculums that include teaching fundamentals in movement skills and healthy eating
- High Intensity Interval Training classes that involve bursts of high-intensity exercise followed by a short period of rest with classes ranging 30 minutes or less
- Wearable technology and digital fitness media, including activity trackers, smartwatches, heart rate monitors, GPS tracking devices, and smart eyeglasses and virtual headsets
- Ninja warrior training and gyms because of NBC's premier shows American Ninja Warrior and Spartan Race
- Outdoor recreational activities including running, jogging, trail running, and BMX biking
- Family (intergenerational) fitness classes such as family fitness fairs, escape rooms, and obstacle races are gaining in popularity among Gen X and Gen Y families who place a high value on family time
- Kids' obstacle races in conjunction with adult obstacle races such as the Tough Mudder, Spartan Race, and Warrior Dash
- Youth running clubs that also teach life skills such as risk taking, goal setting, and team building

Trends for Teens/Younger Adults Ages 13 - 24

Local parks and recreation agencies are often tasked with finding opportunities for teen programming beyond youth sports. As suicide is the second highest causes of deaths among United States teens, mental health continues to be a priority for this age group. Activities such as meditation, yoga, sports, art, and civic engagement can help teens develop life skills and engage cognitive functions. Beyond interacting with those of their own age, many agencies are developing creative multi-generational activities which may involve seniors and teens assisting one another to learn life skills. Agencies that can help teens develop career development skills and

continue their education are most successful in promoting positive teen outcomes and curbing at-risk behavior.

Esports

Esports (also known as electronic sports, e-sports, or eSports) is a form of competition using video games. Forbes reported in December 2019 that eSports audiences exceed 443 million people across the world, and the International Olympic Committee is considering it as a new Olympic sport. Local recreation offerings can include training classes, open play, tournaments, and major competition viewing. A new recreation center in Westerville, Ohio includes a dedicated eSports room, and college campuses across the country are also launching eSports programs. Florida Southern College offers eSports as a Club Sport for both community and competitive players, and Florida Tech, in Melbourne, FL, has a dedicated eSports facility. As a result of the COVID-19 pandemic, many parks and recreation agencies are including eSports in their programming mix.



Parkour

Parkour is a physical training discipline that challenges the participant to move their body through obstacle courses like military training. Using body movements such as running, jumping, and swinging, the participant moves through static indoor courses or outdoor urban environments.

Outdoor Active Recreation

This includes activities such as kayaking, canoeing, stand-up paddleboarding, mountain biking, and climbing. Rentals for those who want to "try before they buy" are popular in many areas. All types of activities have experienced an increase since the start of the COVID-19 pandemic. A survey by Civic

Science found that those between 13 and 34 years old were the most likely age group to indicate that they planned to participate in more outdoor activities as a result of COVID-19-related shutdowns.

Bicycling

According to the Aspen Institute, bicycling became the third most popular sport for kids in 2020. Skate park usage surged as well.

Life Sports

According to the Learning Resources Network “Top Trends in Recreation Programming, Marketing and Management” article, “life sports” are a new priority in the recreation world, where the focus is on developing youth interests in activities they can enjoy for a lifetime, such as biking, kayaking, tennis, golf, swimming, and jogging/walking.

Holistic Health

Parks and recreation’s role in maintaining a holistic lifestyle will continue to grow. People are seeking opportunities to practice mindfulness, authentic living, and disconnection from electronic media. Programs to support mental health, including those that help to combat anxiety, perfectionism, and substance abuse in youth and young adults, are increasingly needed. The United Nations has urged governments around the world to take the mental health consequences of COVID-19 seriously and help to ensure the widespread availability of mental health support to constituents.

Trends for Adults ages 25 - 54

Aerobic Activities

For most age groups, swimming for fitness and weight training are the two most frequently mentioned activities in which people indicate interest. Running, walking, and biking for fitness continue to show strong and consistent growth. A good balance of equipment and classes is necessary to keep consistent with trends.

Fun Fitness

“Fun” fitness is a current trend. Exercises such as “P90x,” “Insanity,” and “CrossFit” have proven that a lot of equipment is not required to get fit. Since these programs have become popular, newer versions have become available, some cutting the time it takes to look and feel fit in half. These types of classes have been growing and will continue to grow in popularity at recreation departments and fitness centers.

Group Cycling

Group cycling, also known as spinning, continues in popularity as the younger fitness enthusiasts embrace this high-performance group exercise activity as well as program variations that are developed to attract the beginner participant.



Yoga

While Pilates has shown an incredible 10-year growth trend, the past three years have seen a decline in participation. Perhaps participation migrated to yoga, as participation is up across all levels for the year. Yoga is more class based, while Pilates is more of an individual activity. The millennial fitness participants (ages 25 - 39) are showing a higher propensity to go with group-oriented programs.

Cornhole (or Bags)

Cornhole is a low-impact, low-cost activity that can be played by people of all ages. Young adults are signing up for leagues (that can be held indoors or outdoors and are offered all year long). It does not take any skill, and it is a social activity. Although it can be offered recreationally, some competitive leagues are offered, as well.

Trends for Adults Ages 55 and Over

Lifelong Learning

A Pew Research Center survey found that 73% of adults consider themselves lifelong learners. Do-it-yourself project classes and programs that focus on becoming a more “well-rounded” person are popular. Phrases such as “how to” can be added to the agency website’s search engine optimization as consumers now turn to the internet as their first source of information regarding how-to projects. Safeguarding online privacy is also a trending course.

Fitness and Wellness

Programs such as yoga, Pilates, tai chi, balance training, chair exercises, and others continue to be popular with the older generation.

Encore Programming

This is a program area for baby boomers who are soon to be retired and focuses on a broad range of programs to prepare people for transitions into retirement activities. Popular programs for 55+ market include fitness and wellness (specifically yoga, mindfulness, tai chi, relaxation, personal training, etc.), drawing and painting, photography, languages, writing, computer and technology, social media, cooking, mahjong, card games, volunteering, and what to do during retirement.

Specialized Tours

Participants are looking for more day trips that highlight unique local experiences or historical themes. For example, a focus on authentic food, guided night walks, bike tours, concentration on a specific artist's work, and ghost walks are among the themes being sought out.

Creative Endeavors

Improv classes are specifically targeting age groups with classes that promote creative endeavors. Workshops and groups help seniors play, laugh, and let loose while practicing mental stimulation, memory development, and flexibility.

Youth Sports

There are many private, travel sports organizations that serve children and teens across the country. The Aspen Institute estimates that many of these clubs will not survive the COVID-19 pandemic. Sponsorships are likely to diminish, many coaches who went without a paycheck for many months might have moved on, and 50% of parents fear that their children might get sick if they resume youth sports when restrictions are lifted. A total of 46% of parents fear they will become ill watching a youth sports event. Financial concerns are also a factor when considering a return to youth sports, as 54% of sports parents' finances have been negatively impacted by the pandemic.

It appears from the research that families might be looking to scale back, stay closer to home, and spend less money on youth sports experiences. These factors will likely put pressure on public parks and recreation agencies to provide local, affordable, equitable, and quality sports options for all children, regardless of ability.



Child Care

According to the National Association for the Education of Young Children (NAEYC), the value of the child care sector in the United States was \$99 billion prior to the COVID-19 pandemic. Unfortunately, this is one of the industries that will be hit the hardest, as it relies on the ability of customers to safely show up be able to pay for the privilege. It has been estimated that nearly 20,000-day care facilities may have closed across the country due to the pandemic. Those that remain open will likely have to increase tuition. In a study by the NAEYC, 47% of programs indicated that they have raised tuition and taken on new debt to stay open and serve families.

The United States had a child care crisis before COVID-19, and the pandemic is making it much worse. Currently, child care providers receive no meaningful public investment and essentially operate as small businesses. Child care providers are treated like private enterprises, similar to private gyms, as these small businesses rely solely on tuition fees. While there are public subsidies available to child care providers to support the enrollment of children from low-income families, federal and state government support is minimal. Most child care providers operate on very thin margins with little cash reserves, and the complete loss of revenue has forced many of these businesses to close their doors.

Once child care facilities are allowed to reopen, these businesses are likely to remain unstable due to under-enrollment as many parents will not feel safe sending their child back to a group care setting. Constituents might put pressure on parks and recreation agencies to bridge the gap and provide safe, affordable child care options for residents.

NRPA Top Trends

Each year, the NRPA publishes an article about industry trends and predictions in Parks and Recreation Magazine. In the 2023 edition of the article, Top Trends in Parks and Recreation for 2023 (written by Richard Dolesh—former Vice President of Strategic Initiatives for NRPA), the trends identified for 2023 focused on technology, health and wellness, worker satisfaction, and recreation program trends. Below are a few highlights from Dolesh’s article:

- Parks and recreation agencies will be able to reduce their carbon footprint through the electrification of business elements such as buildings, vehicles, and equipment. The switch to electronic power is healthier, cheaper, more efficient, and more environmentally friendly for our communities.
- Five state park systems and one national park implemented programs that loan people with disabilities access to off-road, tracked, and powered wheelchairs. This is just one of many ways parks and recreation agencies are looking to provide opportunities for inclusion.
- Worker satisfaction is more important now than ever and should be a top goal for your organization’s culture. Employees who feel a sense of genuine care for their well-being from their employer are more engaged and productive.
- The lack of child care workers and lifeguards and the impact that has on parks and recreation agencies’ recreation is expected to continue. The child care workforce is one of the only occupations that has not rebounded from the COVID-19 pandemic.
- Pickleball has exploded onto the recreation scene; however, the loud volume coming from pickleball courts leaves little to be desired for those living nearby.
- Digital twin mapping is used to provide 3D models of the actual physical environment and is compatible with geographic information systems (GIS). The result of the two maps is a virtual image showing spatial relationships between objects, buildings, and elements of nature.
- Anchor institutions, typically universities and hospitals, are non-profit organizations that create strong bonds within their community. Parks and recreation agencies operate similarly and should be viewed as vital pieces of our communities.
- Parks and recreation agencies across the nation relaxed the use and sale of alcohol at the parks, typically during special events. Recreational use of cannabis is now on the rise, with 21 states allowing recreational use, and the recreational use of alcohol in parks may not be far behind.
- Single-use plastic utensils are easy to use in a park setting; however, some parks are looking for a more sustainable solution: edible utensils. Various companies now have items like edible straws, spoons, and forks that can help make agencies with food services more environmentally friendly.



02



Organization & Program Analysis

This organizational and program analysis examines current programming elements of the Department and the services the community would like to see in the future. Included is a cursory review of the organization, staffing, partnerships, and cost recovery.

Process

The Organizational and Programs Analysis reviews Richmond's recreation program and service offerings through a series of individual analyses. We reviewed the results of these analyses from a global perspective. The analysis offers insight into Richmond's recreation program offerings, staffing levels, cost recovery, partners, and helps to identify opportunities for future direction.

The reports and data provided by the city informed the recreation analysis process and were analyzed from a global perspective. The information included (but not limited to) the City's seasonal program guides, program fliers, participation data, revenue and expenses, organizational chart, sponsorships, income statements, and other planning documents. The integration of demographics, trends, staff input and community engagement results with analysis data helped to inform and drive program and service recommendations.

PROGRAM INVENTORY

The following is a list of program categories that park and recreation agencies throughout the country commonly provide. In matching the Department's inventory of programs against this list, which includes most of the program areas, only 21% of these categories are represented. (Blue text represents programs not offered by the Department.) The program areas in **bold** and underlined are the top five program areas the public would like to see based on the survey results.

For comparison purposes, the consulting team reviewed the program category percentages against its database of park and recreation agencies nationwide. The comparison agencies' average percentage of program categories was 64.5%, which is significantly higher than the Department's 21%. The Department has an impressive inventory of programs and should celebrate its offerings. The program categories depicted with blue text represent opportunities for program menu

Active Adult Programs	General Interest	Seniors
<u>Aquatics</u>	Golf	<u>Special/Community Events</u>
Arts	Gymnastics/Tumbling	Specialty Camps
Before/After School	Historical Programs	Sports
Biking	Homeschool	STEM/STEAM
Birthday Party Services	Summer Camps (Daylong)	Child Care
Cooking	Language Arts	Teen Programs
Dance	Lifelong Learning	Tennis
Day/School Break Camps	Martial Arts	Theater/Acting
Esports	Music	Therapeutic Recreation
Early Childhood	Open Gym	Trips
<u>Environmental/Nature</u>	<u>Outdoor Adventure</u>	<u>Wellness</u>
Extreme Sports	Pets	Preschool
<u>Fitness</u>	Pickleball	Disc Golf

expansion that could align with community needs. For example, birthday parties, seniors, outdoor adventure, esports, martial arts, cooking, dance, and therapeutic recreation programs are trending nationally and becoming a major component of parks and recreation agency offerings; however, these are not offered by the Department. However, there may be good reasons for not offering programs in some of the program areas identified. Potentially, program expansion in this area could be needed based on a feasibility analysis through demographic data.

PROGRAM PERFORMANCE

In addition to assessing the menu of programs offered, it is helpful to assess program performance as it provides understanding of program quality to the public. The extent of program performance can be measured by participation, financial performance, and the life cycle analysis.

FINANCIAL PERFORMANCE

The degree to which community services are subsidized by tax dollars varies between programs and services, often due to factors such as philosophical ideologies. The amount of money recouped to cover the expenses to run a program, or cost recovery is not based on an overall department-wide goal as it is not under a cost recovery model. From a global look at cost recovery, the Department seems to charge reasonable fees and brings in a lot of revenue to cover expenses overall and is in the typical range for small communities the size of Richmond. It is recommended that the department adopts a cost recovery goal and philosophy for all fee-based programs, activities, and special events based on the cost of providing the service and if the service benefits the participant or taxpayer the most to dictate the subsidy.

PARTNERSHIPS

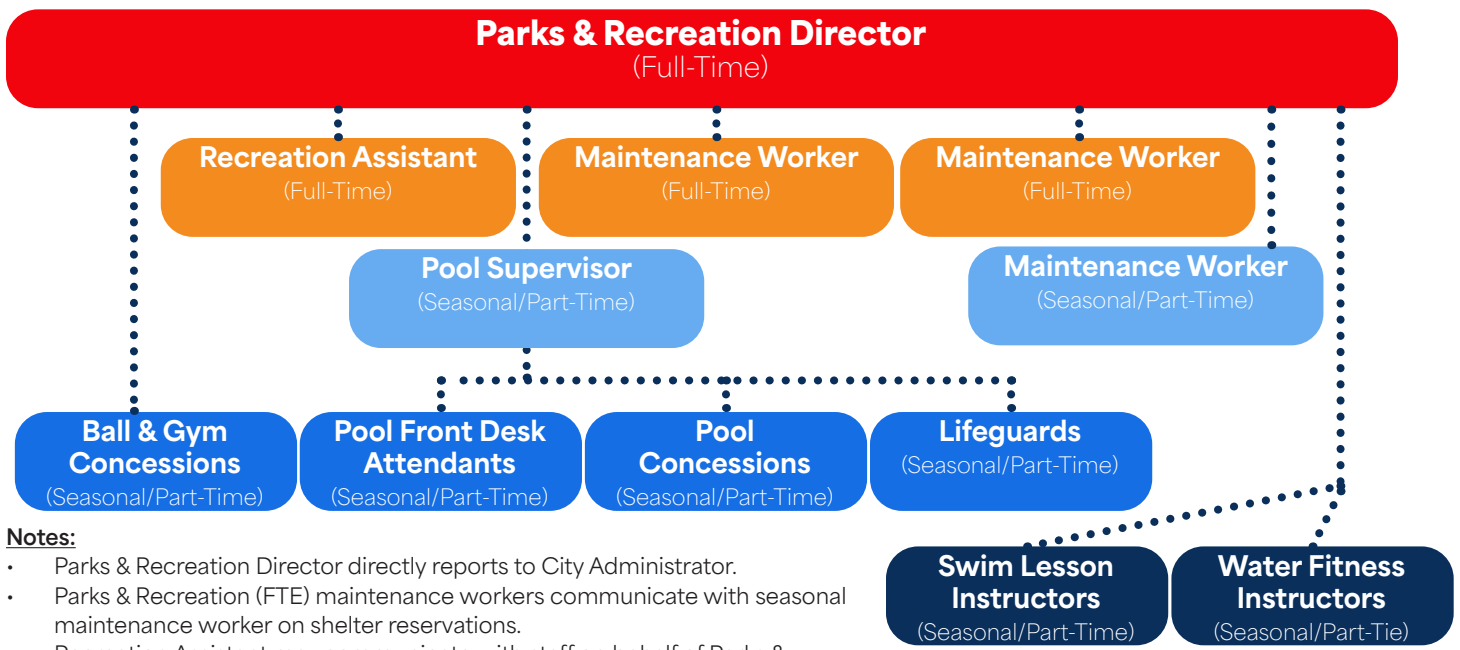
Local partnerships such as the current partnership with the school district maximize a community's resources for a common good. Seeking additional partnerships to add to the sponsorships would be advantageous to the Department in aspects of operations and programming.

SCHOLARSHIP PROGRAM

The survey indicated 18% believe the fees are too high and keep them from participating in recreational programs. The Department could implement a scholarship program that provides financial aid and assistance for eligible youth for annual memberships, classes, sports programs, summer camps, and season passes to the Department-managed pool. The scholarship program can be supported by local businesses and fundraising events to support the scholarship fund. The Department can rely on the local school list of free or discounted lunches to utilize for participants who need financial assistance for fee-based classes. The Department could market for scholarship opportunities on their website and in the program guides to increase participation and provide equitable opportunities to youth in need.

STAFFING AND ORGANIZATIONAL CHART

The current level of staffing within the Richmond Parks and Recreation Department is adequate for the number of programs, parks, facilities, amenities, and maintenance based on the typical level of service by cities similar to Richmond. However, any growth in additional parks, amenities, programs, etc. will require additional Full Time Equivalents (FTEs) staffing with a combination of full-time, part-time, seasonal, and volunteers depending on how much growth and what type of growth. The current organizational chart is included below.



Notes:

- Parks & Recreation Director directly reports to City Administrator.
- Parks & Recreation (FTE) maintenance workers communicate with seasonal maintenance worker on shelter reservations.
- Recreation Assistant may communicate with staff on behalf of Parks & Recreation Director. There are multiple pool supervisors (not all supervise at the same time). The pool only staffs one supervisor at a time. Pool supervisor is only in charge of daily operations and staff while they are at work.
- Pool front desk attendants, pool concession workers, and lifeguards report to the pool supervisor while they are on duty at work for day to day operations. If they have a scheduling conflict, questions, or concerns, while they are not at work, they will directly communicate with the Parks & Recreation Director.
- Parks & Recreation Director communicates with contracted out workers such as officials, swim team coach, etc.

PARTICIPATION

The participation in the Department's programs, activities, and classes for the last eighteen years is included on the following table.

Programs	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Card Board Boat Race	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	3 teams
Youth Little Hoopsters Clinic	N.O.	N.O.	30	31	18	16	N.O.	8	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.
Youth Baseball/Softball League	250	336	355	375	363	351	342	357	341	391	391	352	321	218	301	316	312	310	
Youth Basketball League	160	151	133	163	188	153	139	122	135	110	130	150	135	106	121	157	151	136	
Youth Cheer League	26	17	23	44	46	43	31	36	27	33	41	41	33	19	16	42	53	47	
Youth Flag Football League	110	120	84	88	91	95	90	90	112	94	87	65	62	81	83	82	104	109	
Youth Soccer League	200	245	214	213	207	193	194	206	195	216	230	215	175	C	186	225	267	258	
Youth Swim Team	67	86	101	100	84	90	74	73	61	58	64	54	37	36	40	45	48	40	
Youth Volleyball League	68	63	75	75	77	57	43	52	45	39	24	34	37	36	40	45	48	41	
Youth Iddy Biddy Flag Football Clinics	N.O.	N.O.	N.O.	13	12	8	13	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth American Red Cross Babysitting Clinic	N.O.	N.O.	4	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth Instructional Volleyball Clinics	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	7	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth & Adult 3 on 3 Basketball Tournament	N.O.	N.O.	7 teams	N.O.	6 teams	N.E.I.	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth & Adult Swim Lessons	84	76	112	117	117	141	115	144	161	185	106	110	110	47	86	130	188	81	
Youth 15+ & Adult American Red Cross Lifeguard Certification Courses	N.O.	N.O.	N.O.	N.O.	N.O.	5	12	2	37	27	24	27	20	12	21	25	25	22	
Youth & Adult Horse Shoe Tournament	N.O.	N.O.	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth 15+ & Adult Belly Dancing	N.O.	N.O.	N.E.I.	9	N.E.I.	13	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth & Adult Dog Obedience Class	N.O.	N.O.	4	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth & Adult Dodge Ball Tournament	N.O.	N.O.	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Youth & Adult Pumpkin Carving Contest	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	U	U	U	U	18	24
Youth & Adult Mushroom Festival 5K	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	U	28	17	
Youth & Adult Jingle Jog 5K	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	17	9	12	
Youth & Adult Puzzle Palooza	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	4 teams	10 teams	
Youth & Adult Dungeons & Dragons	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	9	
Youth & Adult Corn Hole Tournament-Mush. Fest	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	10 teams	9 teams	8 teams	C	N.O.	N.O.	N.O.	N.O.	
Water Fitness	N.O.	N.O.	30	17	25	27	10	N.E.I.	28	13	10	N.E.I.	N.E.I.	5	10	7	19	88	
Adult Co-Ed Softball League	N.O.	8 teams	8 teams	9 teams	10 teams	11 teams	12 teams	11 teams	11 teams	12 teams	7 teams	8 teams	10 teams	5 teams	7 teams	6 teams	11 teams	8 teams	
Adult Co-Ed Volleyball League	N.O.	N.O.	10 teams	12 teams	10 teams	8 teams	13 teams	15 teams	14 teams	13 teams	12 teams	11 teams	12 teams	11 teams	9 teams	6 teams	6 teams	6 teams	
Adult Volleyball Tournament - Fall	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	9 teams	6 teams	7 teams	5 teams	5 teams	C	6 teams	4 teams	4 teams	4 teams	
Adult Stretch & Flex	N.O.	N.O.	6	4	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	1	C	N.O.	4	2	4	
Adult Flag Football Tournament	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	
Adult Pickleball Tournament	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	10 teams	14 teams	N.O.	N.O.	N.O.	N.O.	
Adult Basketball League	N.O.	N.O.	N.E.I.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	N.O.	

Offered
 N.E.I. = Not Enough Interest
 N.O. = Not Offered
 U = Unknown
 C = Canceled

2007

- Soccer had a spring and fall season

2008

- Soccer had a spring and fall season
- Tackle football (private organization) opened their league up to 3rd graders

2009

- Soccer fall season was taken out because there was not enough kids for a league

2011

- Richmond rec. had a couple teams participate in "comp" league within our MRYBC Basketball League

2012

- 2/3 volleyball division is canceled because there is not enough interest.
- Last year for noon water fitness, only offered in the evening.

2015

- Pool changes hours and now closes at 6:00 PM instead of 7:00 PM to offer opportunities to bring in more revenue
- Offer more swim lessons
- Pool parties are now offered throughout the week, two party slots offered Friday-Sunday. Before, no parties were offered during the week and only one slot on weekends.

2017

- Added a U4 soccer division.
- 7th grade volleyball league was canceled because Lexington and Higginsville have a 7th grade MSHSAA and not enough players for separate league.

2018

- Private organization started a spring competition soccer league in Richmond.

2023

- Private organization opened up their tackle football league to 2nd graders.

2024

- 2nd and 7th grade basketball were canceled.
- 2nd grade was removed for just the 2024 season while the City Gym floor was being replaced and did not have enough facilities
- 7th grade was removed because MSHSAA offers basketball
- Parks and Recreation become one department and is no longer separate.

PROGRAM LIFE CYCLE ANALYSIS

The recreation program assessment includes a life cycle analysis of programs selected for review. This type of assessment helps determine if Department staff need to develop new or more creative programs, reposition declining programs, or continue with the current balance of life cycle stages. The Consultant Team based this assessment on staff members' opinions of how their core programs were categorized according to four life cycle stages:

1. Introduction
2. Growth
3. Mature
4. Decline

The following table outlines those life cycle stages and the Department's percentage of programs within each stage.

Program Life Cycle Stages

Life Cycle Stage	Description	Department Percentage
Introduction	Getting a program off the ground; heavy marketing	19%
Growth	Moderate and interested customer base; high demand; not as intense marketing	37%
Mature	Steady and reliable performer but increased competition	16%
Decline	Decreased registration	28%

A healthy balance between stages is optimal, with most programs in the growth and mature stages. That is the case for the Department: 53% of its programs are in the growth and mature stages. The Department does not have issues with success in program offerings, the Department struggles with low participation numbers in several program areas. This is supported by the survey responses as to why residents do not participate in programs:

- Don't know what is offered 33%
- Program times are not convenient 15%
- Lack of quality programs 13%
- Lack of quality instructors 11%
- Program not offered 10%

These issues can be improved upon through engaging the community in providing their opinions on program offerings, convenient times,

and locations. Improving the quality of instructors will along with the continuous public input will improve the quality of the programs and allow the introduction of a lot of new programs to the public.

As a normal part of the planning cycle, there should be programs in the introduction stage that bring new programs to the menu. There will typically also be programs in the decline stage; those programs should be either repositioned or decommissioned. The Department's percentage of programs in the decline stage (28%) is high in comparison to national averages including post COVID. Additionally, efforts to encourage the introduction of new programs—and shift the introduction programs into growth status—would create a more balanced menu. The only way to accomplish this is to increase the programs the community wants, at the times and locations they want, and increase the quality of instructors and programs.

SURVEY FINDINGS ALIGNMENT

As part of the public input process, ETC Institute administered a statistically valid survey and open link survey for the Department. The goal was to obtain a minimum of 300 statistically valid survey responses and received 312 responses to the survey. The surveys asked specific questions regarding recreational program desires. According to survey findings, the following are high priorities for programmatic investment:

SURVEY RECREATIONAL PROGRAMMING RESULTS

Programs Use: Forty-five percent (45%) of respondents indicated that they have participated in recreation activities, classes, or sports programs in the last 2 years. Then, they gave ratings to these programs. 9% rated excellent, 51% rated good, 35%

rated fair, and 5% rated poor. For those who said they have not participated in a program in the last 2 years, they selected barriers that prevent them from participating in programs either more often or at all. The common barriers were: I don't know what is offered (33%), too busy/not interest (24%), and fees are too high (18%).

Recreation Programs

Program Needs: Respondents were asked to identify if their household had a need for 31 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

The three programs with the highest percentage of households that have an unmet need:

1. Adult-fitness & wellness programs
2. Community special events
3. Adult-water aerobics & fitness

Program Importance: In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

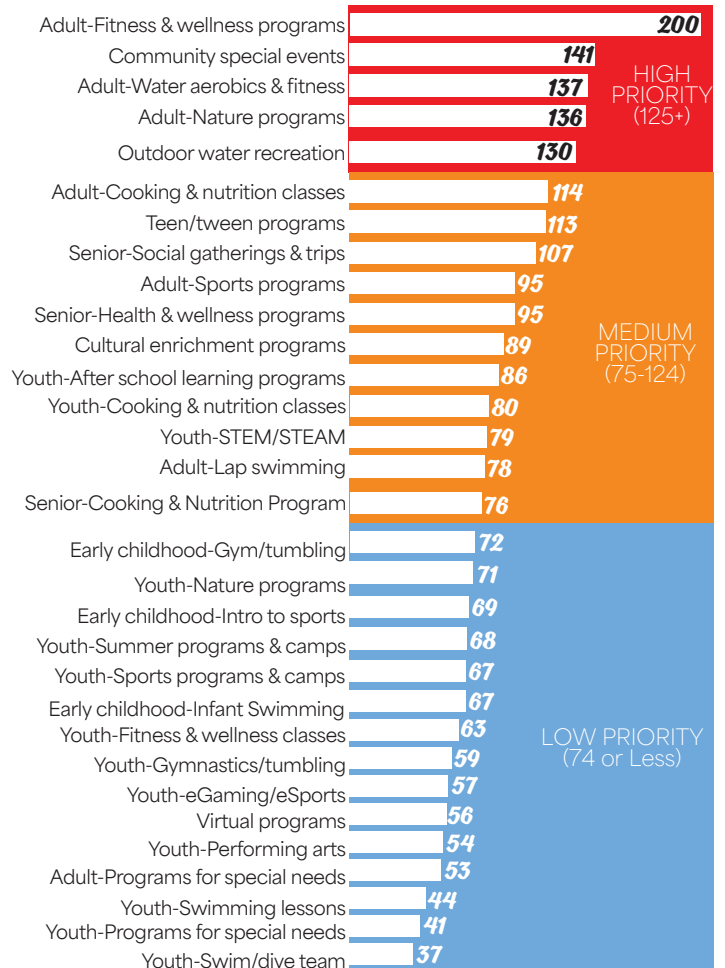
1. Adult-fitness & wellness programs
2. Community special events
3. Adult-water aerobics & fitness
4. Adult-cooking & nutrition classes

Priorities for Program Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Chapter 4 of this report.]

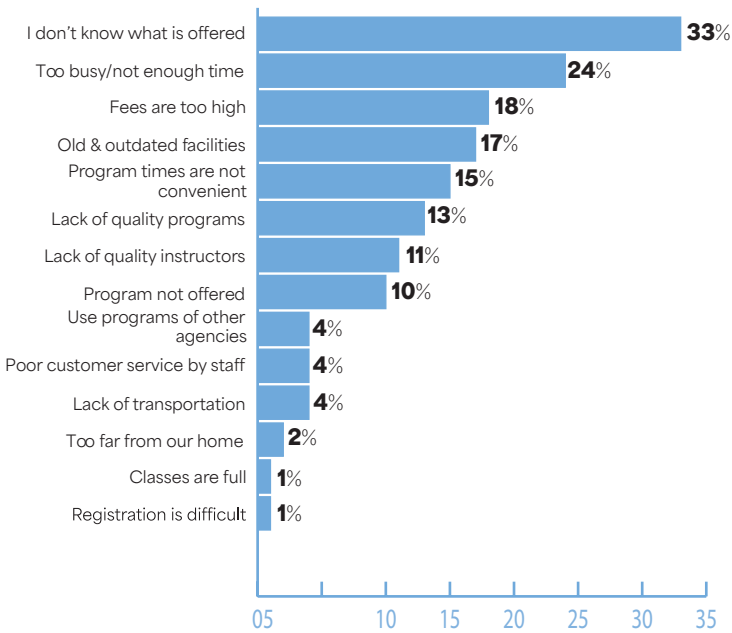
Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Adult-fitness & wellness programs (PIR=200)
- Community special events (PIR=114)
- Adult-water aerobics & fitness (PIR=137)
- Adult-nature programs (PIR=136)
- Outdoor water recreation (PIR=130)

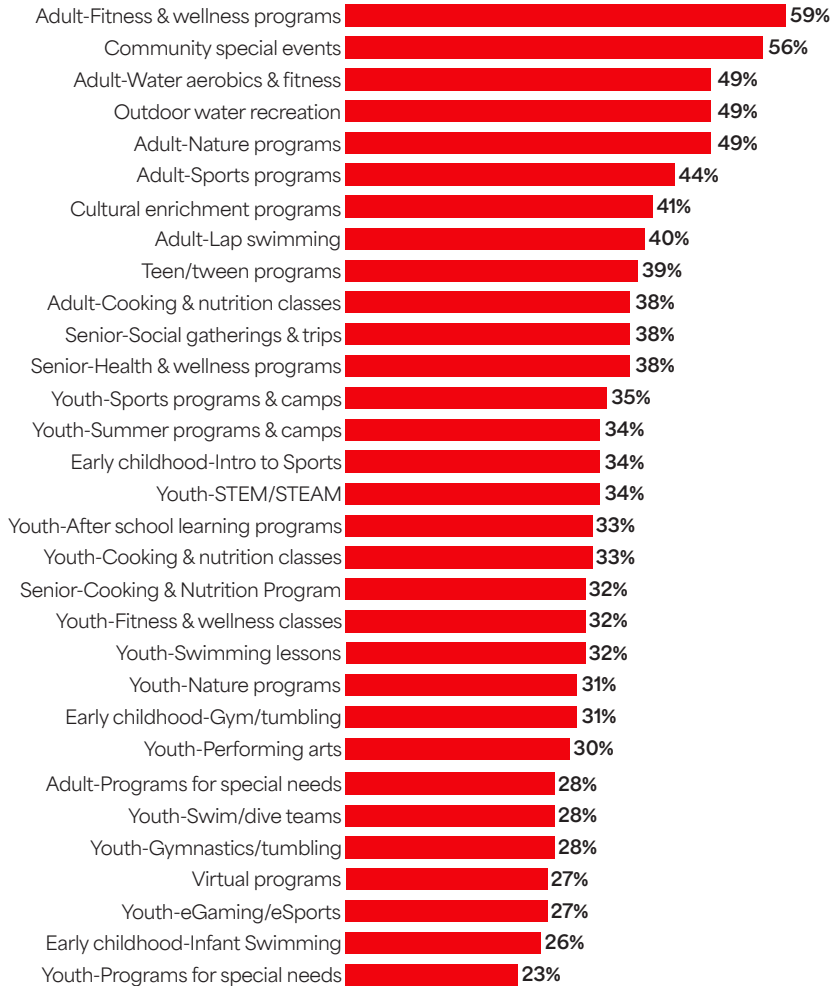
The chart below shows the Priority Investment Rating for each of the 31 programs assessed in the survey.



Reasons preventing households from using recreational programs and activities or from using them more often are shown in the following chart from the statistically valid survey.



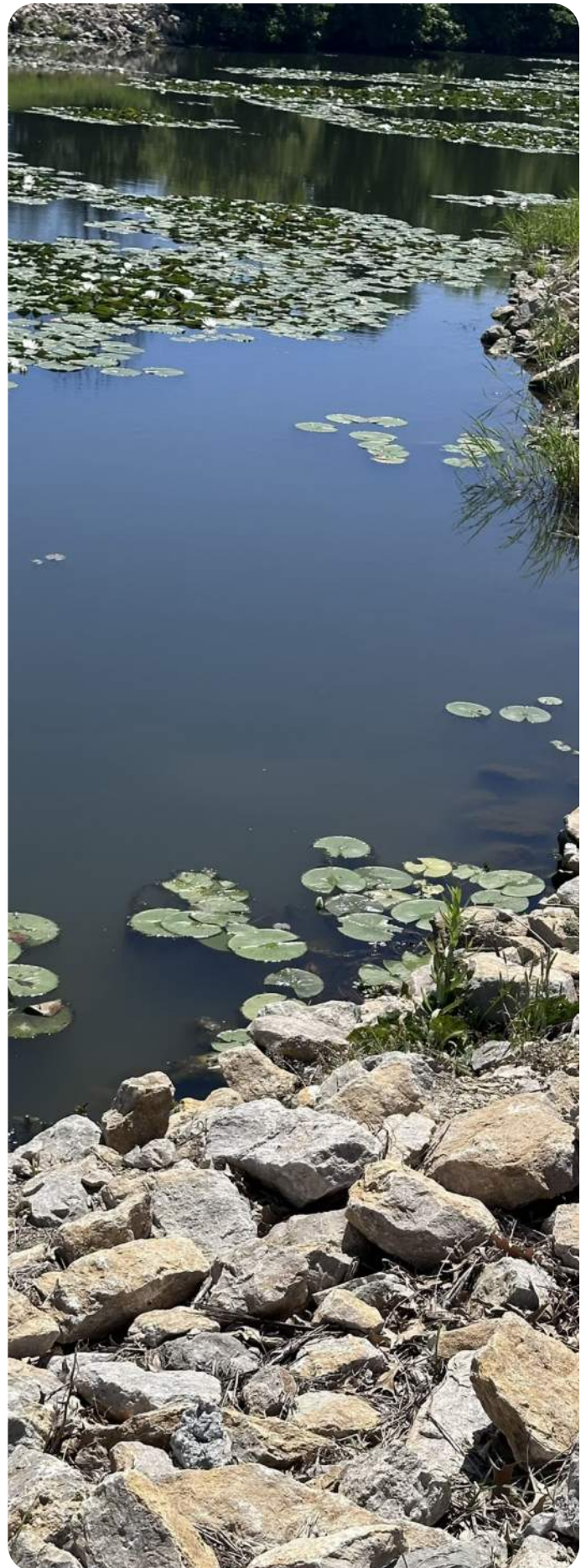
The following chart from the statistically valid survey shows the priorities for recreational programs and activities the community values the most.



RECOMMENDATIONS

As a result of meetings with staff, program data review and analysis, the statically valid survey, and other community engagement efforts, the Department does an outstanding job of operating and programming for Richmond. There are always areas for improvement and the consulting team recommends the following actions for the Department:

- Complete a study of feasibility to pursue a new recreation center to expand and provide new recreation programs to meet the established community demand. As indoor recreation facilities are added to the City's amenities, the existing recreation center should be reviewed and updated for potential uses.
- Adopt a cost recovery goal and philosophy for all fee-based programs, activities, and special events.
- Improve the balance of program life cycle as new and trending programs are added without deleting current successful programs.
- Expand partnerships beyond sponsorships to assist in the actual implementation and operations of the programming.
- Grow programs focusing on specific cultural experiences and/or celebrations.
- Seek additional partnerships to add to the sponsorships would be advantageous to the Department in as aspects of operations and programming.
- Continuously engage the community in providing their opinions on program offerings, convenient times, and locations and implement.
- Increase the quality of instructors and programs.
- Consider targeting geographical areas with low participant reach.
- Increase marketing and promotion of programs and special events.
- Review the programming life cycle of each program to establish decommissioning or rejuvenation plans for the program portfolio.



03



Park Inventory, Assessment & Analysis

LEVEL OF SERVICE (LOS)

Purpose

A level of service (LOS) is a quantitative measure that indicates how well park facilities are allocated throughout a community. We look at this measure in comparison to communities with similar characteristics. It serves as a guide to setting acquisition targets and future needs relative to population growth. The National Parks and Recreation Association (NRPA) defines LOS as an allocation mechanism for the delivery of park and recreation facilities throughout a community.

Methodology

The consultant team performed a LOS analysis at both macro and micro scales. At the macro-scale we looked at how Richmond’s overall supply of parkland compares to communities with similar characteristics while the micro-scale analysis looks at the system more granularly by park type. For the macro-scale analysis we obtained data from the NRPA’s Park Metrics online database for 2 key metrics:

- # Of acres per 1,000 residents
- # Of residents per park

These metrics give an indication of how much land as well as the number of parks a system should have relative to its population. The rule of thumb has been that a community should have about 10 acres of parkland per 1,000 residents. However, because every community is different, it is important for each community to make comparisons that are reflective of similar characteristics. For the purpose of this analysis, the consultant team analyzed Richmond’s current performance against the median values for the above metrics using the following 5 comparison characteristics:

1. **National:** All reporting agencies
2. **Region:** Midwest
3. **Population size:** (Less than 20,000).
4. **Budget size:** (Less than \$500,000).
5. **# Of Acres Maintained:** (Less than 250 acres).

The consultant team averaged the median values of comparison characteristics from the NRPA’s Park Metrics 2023 Agency Performance Review (survey data gathered from 2020-2022) to establish a LOS baseline. Table 3.1 on the following page shows the results.

Results

Based on a current population of 6,090 and a total of 6 parks with a combined acreage of 64 acres, Richmond currently has a LOS of 13.80 acres of parkland per 1,000 residents and enough parks to afford a ratio of 1,015 residents per park. By comparison, Richmond tends to have about 5 more acres of parkland per 1,000 residents than the average of similar communities.

Level of service Summary	Richmond Current
Current Population	6,090
Number of Parks	6
Park Acres	63.98
Residents Per Park	1,015
Current LOS (acres per 1,000)	13.80
NRPA LOS Benchmark Comparison (acres per 1,000)	8.92

The following pages provide a more in depth look at key metric comparisons. From there, we take a closer look at the makeup of the system by park type. We will also look at how Richmond’s parks and key amenities are dispersed throughout the community. Gaps in service areas become obvious when service radii shown are based on typical walking distances. The goal is to provide an equitable distribution of parks and park amenities to the extent possible.

TABLE 3.1 - LEVEL OF SERVICE (LOS) BENCHMARKS NRPA Relevant Perspective Comparisons		2023 NRPA Median	Richmond Current	Suggested Targets # of Parks ----- Acres	Richmond Needs
National	Residents Per Park	2,386	1,015	3	0
	Acres of Parkland per 1,000 Residents	10.60	13.80	65	-19
Midwest	Residents Per Park	1,829	1,015	3	0
	Acres of Park Land per 1,000 Residents	8.30	13.80	51	-34
POPULATION (<20,000)	Residents Per Park	1,172	1,015	5	0
	Acres of Park Land per 1,000 Residents	12.60	13.80	77	-7
BUDGET SIZE (<\$500,000)	Residents Per Park	1,562	1,015	4	0
	Acres of Park Land per 1,000 Residents	7.70	13.80	47	-37
Acres of Parks Maintained (<250acres)	Residents Per Park	1,950	1,015	3	0
	Acres of Park Land per 1,000 Residents	5.40	13.80	33	-51

Target # of Residents per Park (Averaged):	1,780	1,015	3 parks	0 parks
Target Acres of Parkland per 1,000 (Averaged):	8.92	13.80	54 acres	0 acres

Acres of Parkland per 1,000 Residents

This measure is used to determine how well a community is acquiring park land relative to the rate of population growth. Currently, Richmond has more acres of parkland per 1,000 residents than the average of cities with similar characteristics (Table 3.1). With the current amount of parkland, Richmond can match the rule of thumb benchmark of 10 acres per 1,000 residents until it reaches a population of 8,405. Once Richmond begins to near this population level, additional park land should be sought.

The average acreage LOS of similar communities is 8.92 acres per 1,000 residents. This suggests that the average total parkland of similar communities is about 54 acres. Thus, Richmond currently has about 30 acres more parkland than average.

Richmond has enough parkland to serve the community at or above recommended levels and will remain so until the population grows by about another 2,315 people. Richmond grew by 293 people over 14 years (2010-2024). Assuming a similar trend continues, no additional parkland is needed for the foreseeable future unless we find there to be areas of the community under-served by parks within a 10 minute walking distance.

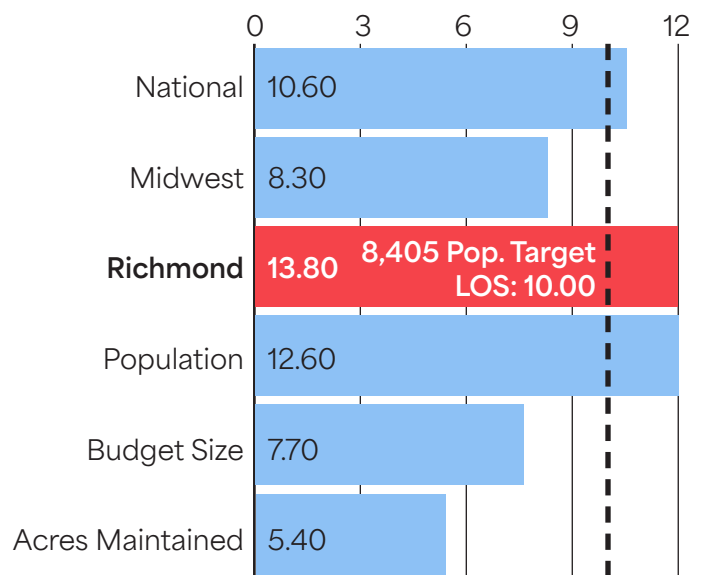


Figure 3.1: Comparison of Richmond's acres per 1,000 residents to national, regional, and communities with similar characteristics benchmarks.

Of Residents Per Park

This measure gives a sense for how crowded parks may be relative to the number of parks available to Richmond residents, regardless of size. The fewer number of parks, the more crowded the system is likely to be, especially as the population grows. After analyzing NRPA data, we find that a community of the same population size should have at least 3 parks to support an average of 1,780 residents per park or better.

Currently, Richmond's 6 parks supports about 1,015 residents per park. Thus, Richmond is out performing the average by 3 parks with a system that tends to be less crowded (by 765 residents) than the average of similar communities.

When the population of Richmond hits 8,405 the residents per park ratio will be 1,401 residents per park. This is still lower than the current average of similar communities.

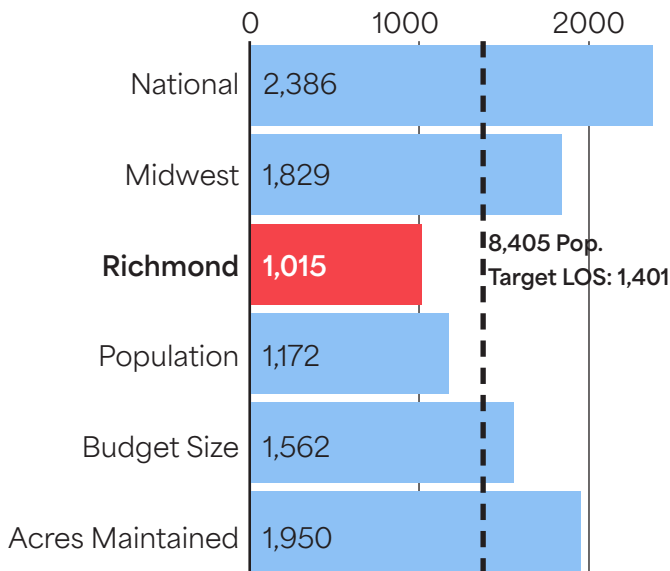


Figure 3.2: Comparison of Richmond's # of residents per park to national, regional, and communities with similar characteristics.



Table 3.2 - LOS by Park Type			NRPA Suggested Range acres per 1,000 residents	Richmond Current LOS acres per 1,000 residents	NRPA Minimum Suggested Acres	Richmond Current (Acres)	Target LOS acres per 1,000 residents	Target Total Acres	Acres Needed
	Park Name	Size (acres)							
Mini Parks Generally < 2 acres 1/4 mile Service Area	Fire House	0.11	0.25-50	0.018	1.52	0.11	0.018	0.11	0.00
Neighborhood Parks Generally 2-14 acres 1/2 mile Service Area	Cevie Due	13.35	1-2	4.55	6.09	27.73	4.55	27.73	0.00
	Charles Armour	8.76							
	Hamann	5.62							
Community Parks Generally 15-50 acres 1 mile Service Area	Maurice Roberts	11.41	5-8	9.23	30.45	56.21	9.23	56.21	0.00
	Southview	44.80							
Totals:					38.06	84.05		84.05	

LOS by Park Type - Micro Scale Analysis

Next, we want to take a closer look at how well the Richmond park system is served by specific types of parks. Table 3.1 gave us an overall indication of how much parkland the Richmond park system as a whole should have. It indicated that Richmond has about 30 acres more parkland than the average of comparison communities. Now we want to look at the make up of the system and how various types of parks (mini, neighborhood, community, etc.) are distributed throughout the community. It is great that Richmond has an adequate supply of parkland, but we need to make sure it is dispersed in a way that serves the community equitably.

Table 3.2 on the following page takes a deeper dive into Richmond's LOS by park type and compares this to NRPA suggested guidelines. Based on this, we find the following:

Mini Parks: The general guideline is about a quarter to half an acre per 1,000 residents and Richmond has .018 acres per 1,000. While this may seem to be low, it is important to remember that as the inventory of parks grows, mini parks can present a significant challenge to maintenance crews when the number of small parks also grows. It becomes a burden when more time is spent traveling to them, unloading and loading equipment than is actually needed to perform the maintenance.

Neighborhood Parks: The NRPA suggested guideline for these parks is 1 to 2 acres per 1,000 residents. Richmond's current LOS for these parks is 4.55 acres per 1,000.

Community Parks: The NRPA suggested guideline for community parks is 5 to 8 acres per 1,000. Richmond currently has a LOS of 9.23 acres per 1,000 in this type of park.

Special Use & Natural Areas: These types of parks do not have general LOS guidelines due to the fact that they serve niche users or are generally undeveloped areas.

Overall, we find that currently the distribution of Richmond's parkland by park type generally exceeds the NRPA suggested guidelines. Should population growth be in areas of the city where a gap in service exists for neighborhood parks, new neighborhood parks may need to be considered.

The service area analysis on the following pages illustrates the current distribution of parks and their service areas providing an indication of where gaps in service exist and where there may be a need for additional parkland.

LOS By Type of Facility

Benchmark data showing the most common types of park facilities was obtained from the NRPA Park Metrics database to identify the prevalence of various park facilities in communities with similar characteristics. Here we averaged the number of residents per facility across the 5 comparison

characteristics (Nation, region, budget size, population size, and acres maintained) for each facility type. Table 3.3 below shows the results of this analysis and is intended to provide more of a comparative reference than suggested needs.

Table 3.3 - LOS by Facility Type	Prevalence in Communities w/ Population <20,000	Population per Facility Average of Comparison Communities	Population per Facility Richmond	Current # of Facilities Richmond	Suggested # of Facilities
Outdoor facilities					
Playgrounds	93%	2,606	761	8	2
Diamond fields	85%	2,677	3,045	2	2
Basketball courts	85%	5,756	6,090	1	1
Rectangular fields	81%	3,308	0	0	2
Dog parks	46%	23,193	6,090	1	0
Community gardens	40%	15,544	0	0	0
Pickleball	28%	7,188	0	0	1
Multiuse courts - basketball, volleyball, etc.	37%	9,886	0	0	1
Multiuse courts - tennis, pickleball, etc.	26%	8,163	0	0	1
18-hole golf courses	5%	50,200	0	0	0
Driving range stations	7%	8,797	0	0	1
Playgrounds (aged 5-12)	25%	3,439	2,030	3	2
Inclusive Playgrounds	17%	18,756	0	0	0
Fitness zones/Exercise stations	10%	23,137	0	0	0
Disc golf courses	8%	41,639	6,090	1	0
Ice Rink	23%	9,712	0	0	1
9-Hole Courses	4%	69,876	0	0	0
Outdoor Restrooms	22%	4,700	1,218	5	1
Indoor Facilities					
Rec. centers (including gyms)	45%	18,516	6,090	1	0
Community centers	53%	16,097	0	0	0
Performance amphitheaters	21%	39,695	0	0	0
Aquatics centers	16%	31,247	0	0	0
Arena	4%	43,902	0	0	0

Park Types



Hamann Park

Neighborhood Parks - This basic unit of any park system is about 2 to 5 acres in size. Neighborhood parks serve the community with the capacity to provide recreational and social facilities. This type of park provides space for both active and passive recreational activities such as picnic areas, playgrounds, ball fields, multi-use open space, shelters, and walking paths. Neighborhood parks have a typical service radius of about 1/4 to 1/2-mile and account for about 1 to 2 acres per 1,000 residents.



Maurice Roberts Park

Community Parks - These are typically much larger in size than neighborhood parks at about 20-50 acres, and provide a wide range of facilities serving several neighborhoods. In some cases, this type of park can function on smaller properties depending on amenity offering, but typically not smaller than about 15-20 acres. Community parks often include a special attraction such as an aquatic center or city lake drawing people from throughout the community. Community parks have a service radius of about 1 to 3-miles and account for about 5 to 8-acres of parkland per 1,000 residents.



Cevie Due Park

Mini Parks - Sometimes called "Pocket Parks", mini parks are the smallest type of park and have a service radius of 1/4- mile or less. These parks generally serve a specific function or open space need. About 1/4 to 1/2- acre per 1,000 residents is the general NRPA guideline for this type of parkland.



Charles Armour Park

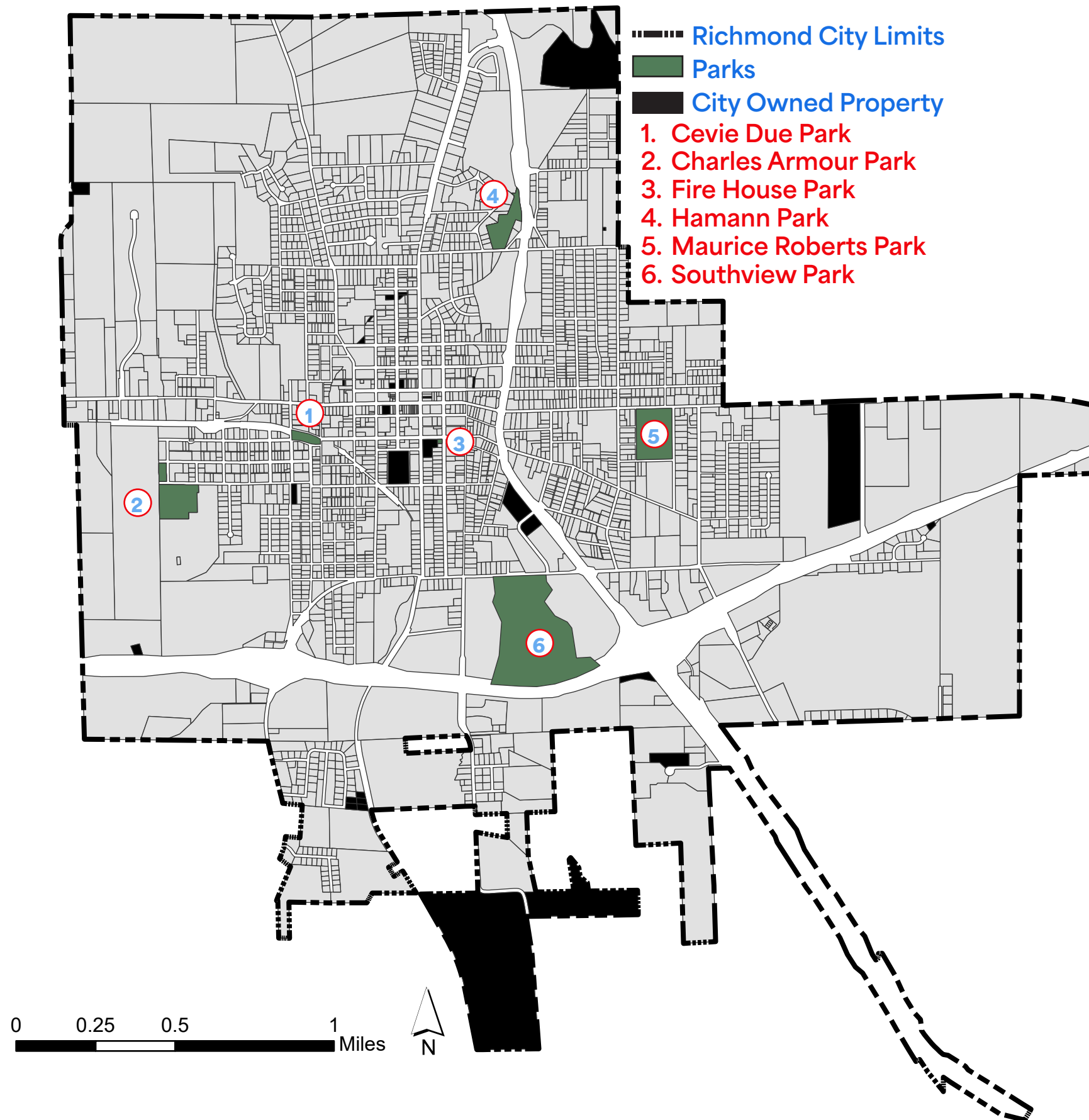
Special Use Parks - These parks typically serve specialized activities covering a broad range of facilities, which typically respond to cultural needs or single uses such as sports complexes. The size of this type of park varies as does the amount of parkland per capita need.



Southview Park

Natural Resource Areas - These areas may include park amenities, but they primarily play a larger more ecological role within the community. They generally preserve, restore, or provide access to natural resources and meet the need for open space preservation and trail needs.

Richmond



Service Areas

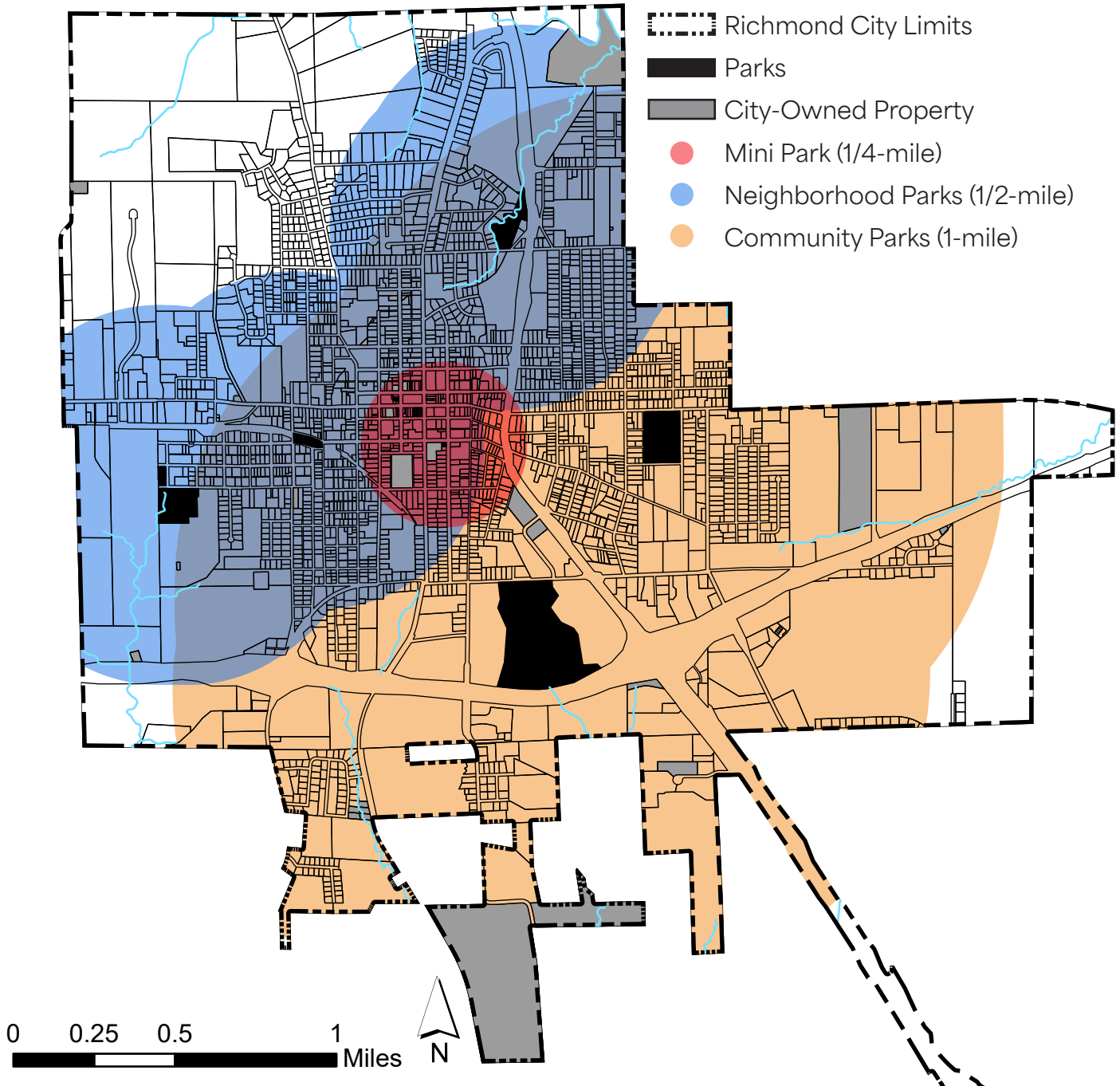
GAP ANALYSIS & FUTURE PARK LOCATIONS

A GAP analysis was conducted using GIS to identify areas of the community that may be under-served by parks and park amenities. Gaps in service areas become obvious when service radii are shown based on typical walking distances. The service radius of a park is dependent upon park type, level of quality (LOQ), and pedestrian walkability in the case

of neighborhood and mini parks. From the overall analysis, a majority of city residents have access to a park within a 10 to 20 minute walk. Richmond is served fairly well by parks with gaps along the outer edges of the city limits where there are fewer residents.

Legend

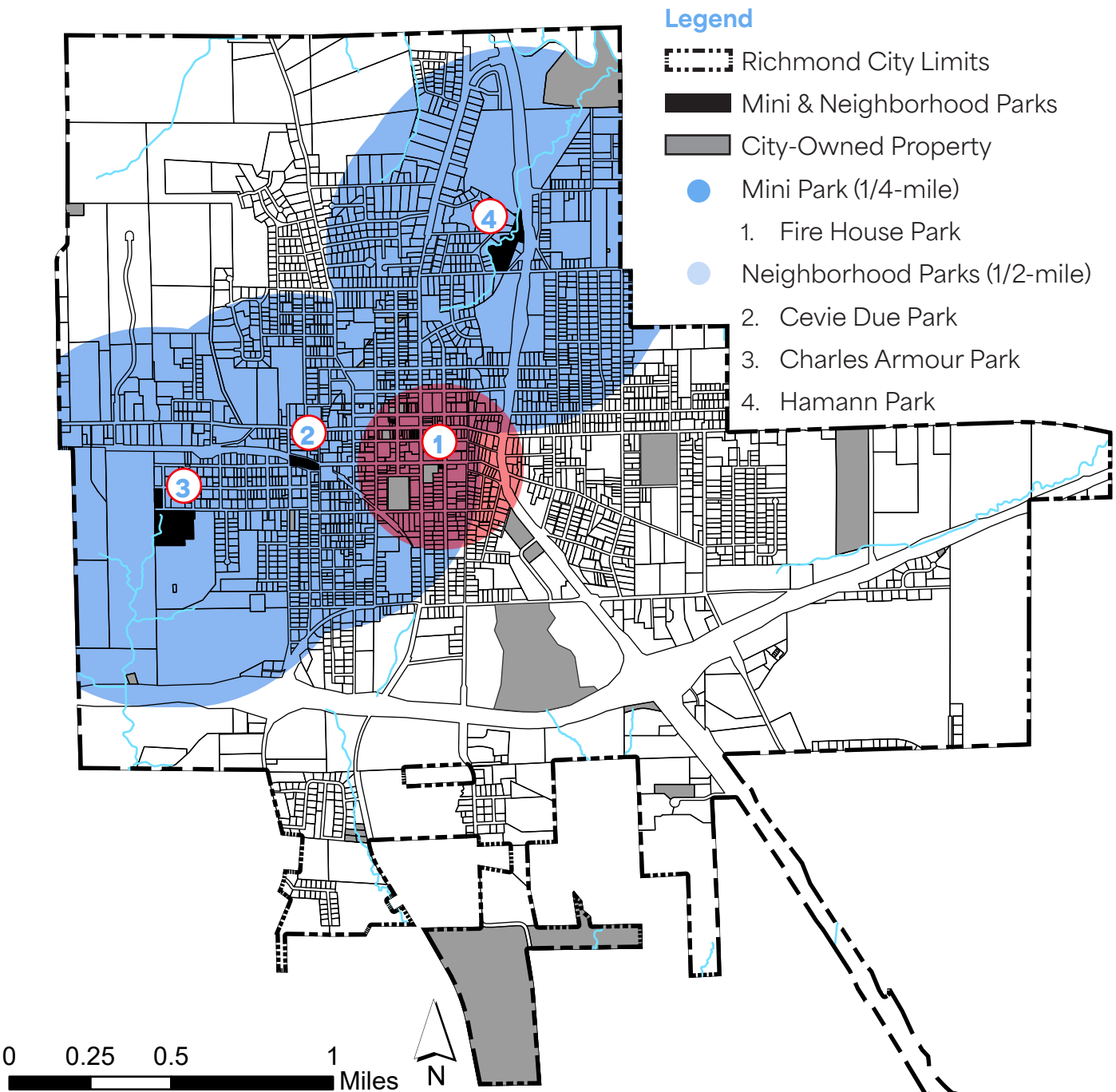
- Richmond City Limits
- Parks
- City-Owned Property
- Mini Park (1/4-mile)
- Neighborhood Parks (1/2-mile)
- Community Parks (1-mile)



Mini & Neighborhood

This map illustrates the service area for mini and neighborhood parks. The service area for mini-park is 1/4-mile (5-minute walk) and neighborhood parks is 1/2-mile (10-minute walk). Fire House Park is the only park that has been designated as a mini-park as it is only .75 acres. Cevie Due, Hamann, and

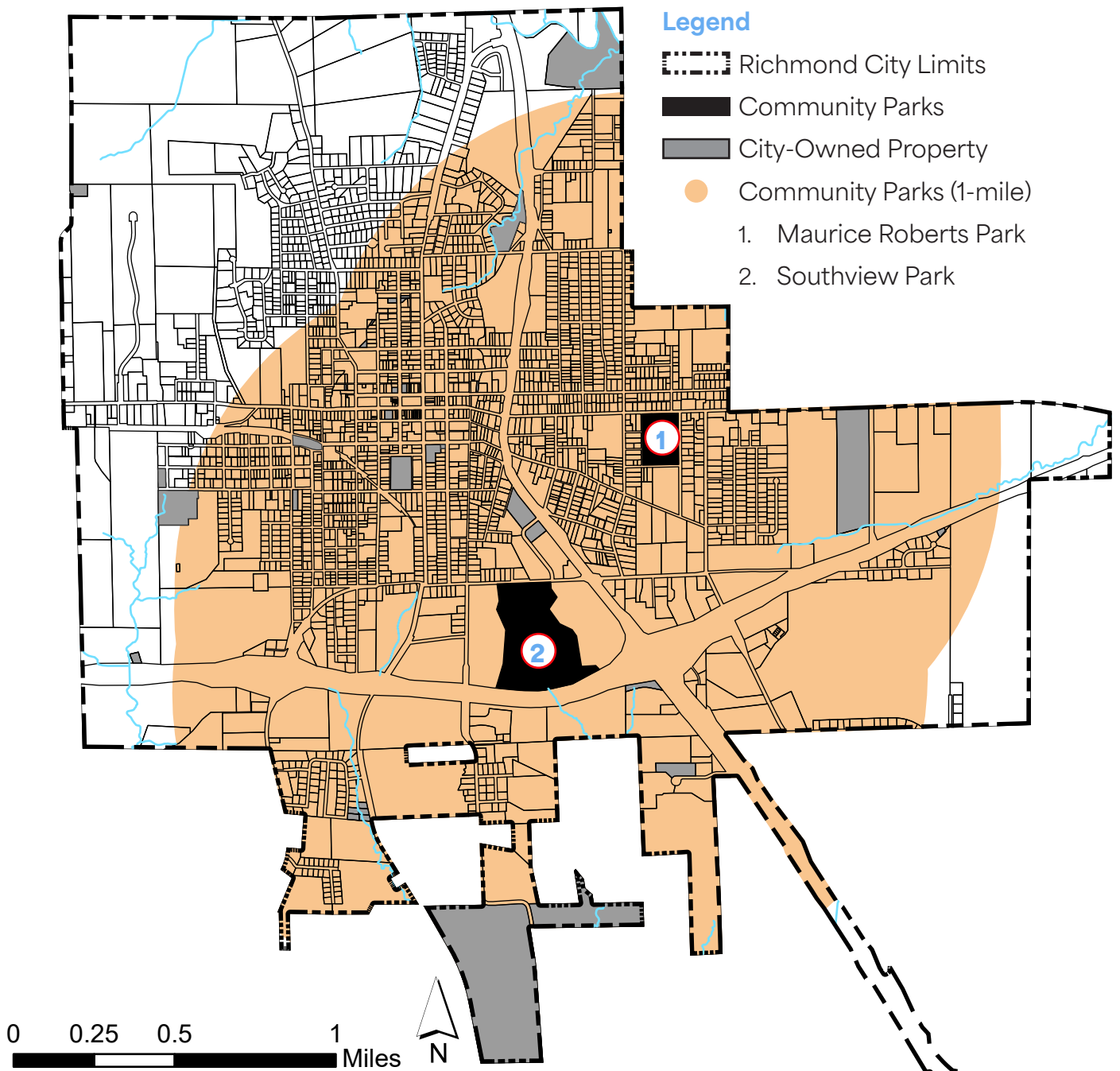
Maurice Roberts Park have been designated as neighborhood parks as they are all greater than an acre in size. Most of the dense residential areas are serviced by a neighborhood or mini park, most of the leftover white areas are served by larger community or special use parks.



Community & Special Use

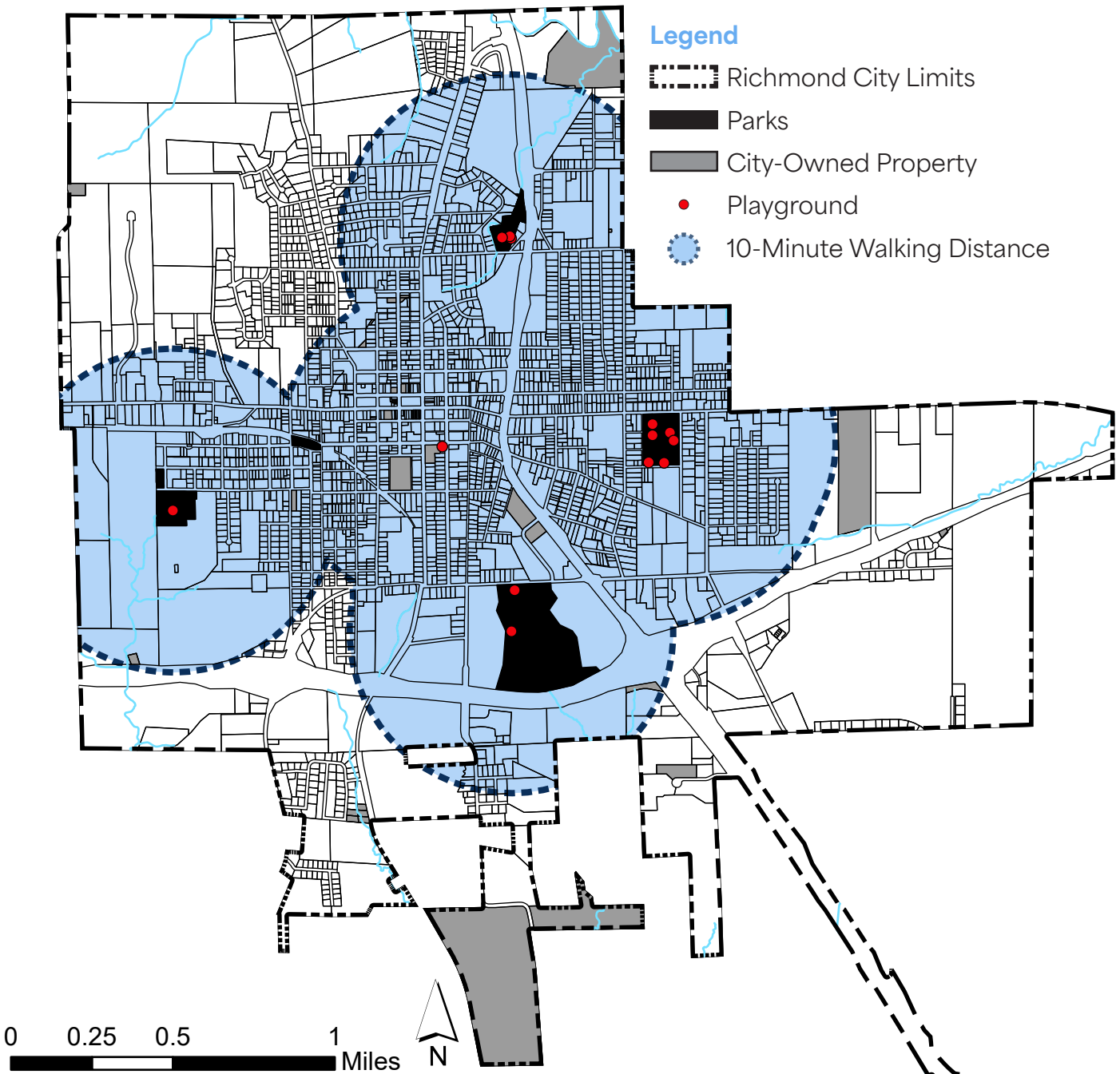
This map illustrates the service area for community and special use parks, which have a 1-mile service radius. Overall, the city is served fairly well by community and special use parks and no new parks of this size appear to be needed. Most special use parks are exclusively athletic fields or contain a dog

park. For this master plan, Charles Armour has been considered a special use park because of those two amenity offerings. The main focus for these parks should be on updating aging amenities and keeping up to date on the mix of amenities desired by the community.



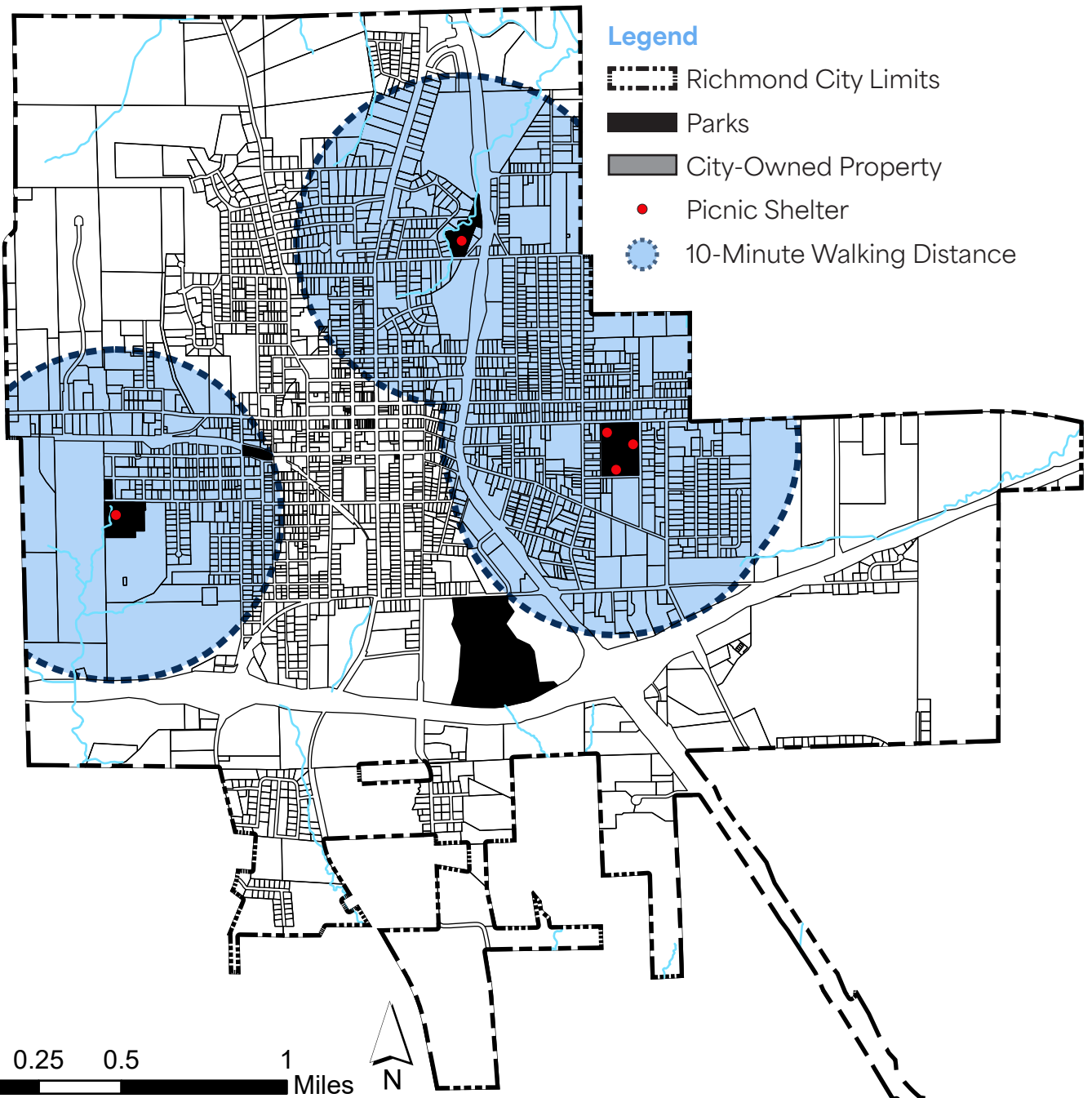
Playgrounds

One of the most desired features in a park is a playground, especially for neighborhood parks. The map below shows the current service area within a 10-minute walk (1/2-mile) of all playgrounds in Richmond parks. There are playgrounds in every park except for Cevie Due and most are in need of some repair or replacement in the next 1-5 years.



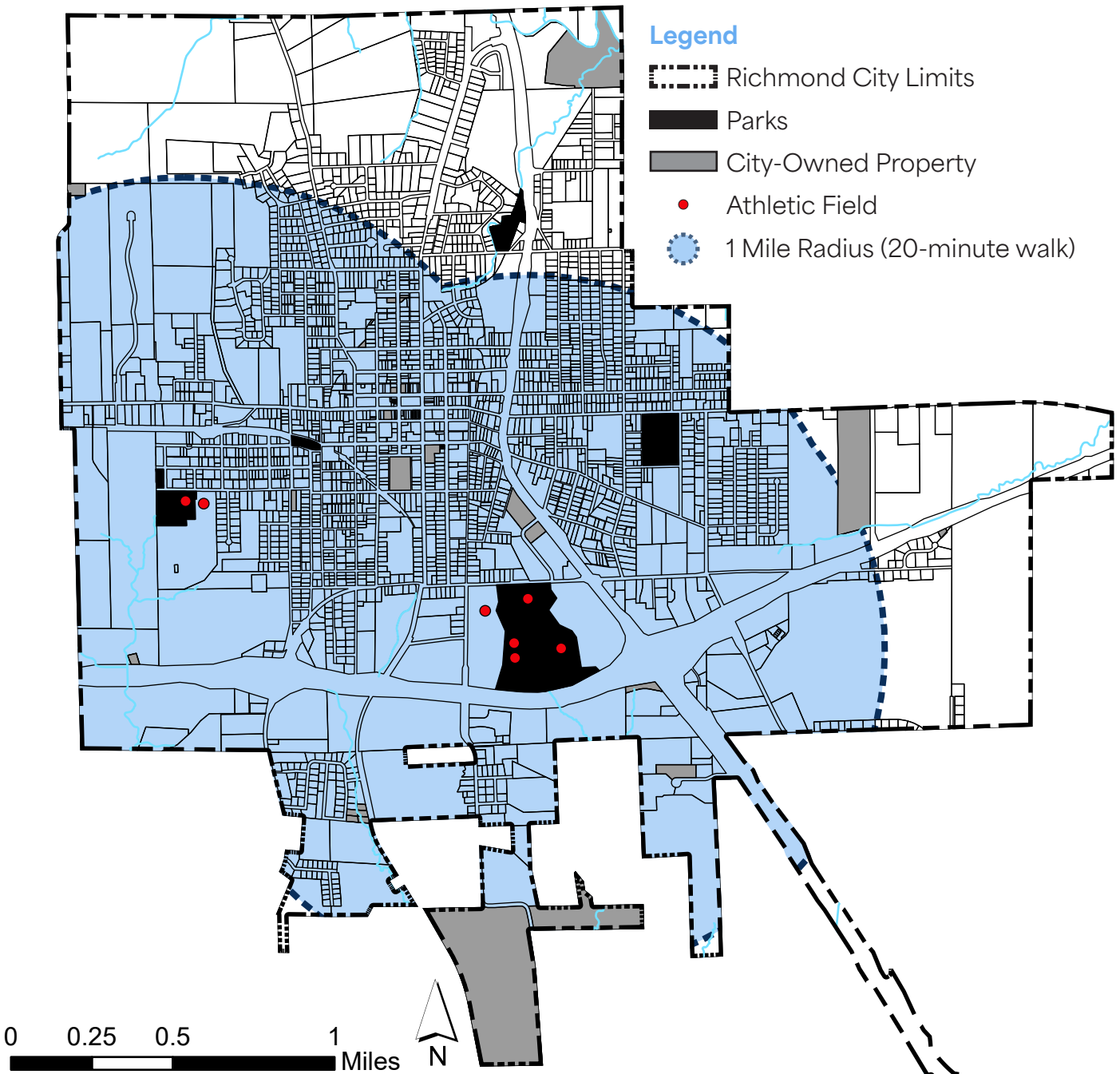
Picnic Shelters

Picnic shelters are another key feature in parks. They provide a park amenity that is multi-generational and serves cultural needs such as birthday parties, family gatherings, classrooms, and events. The map below shows the distribution of picnic shelters and the service area within a 10-minute walk. While there is a restroom/concession building in Southview with some shade, there is no dedicated picnic shelter here or in Cevie Due Park.



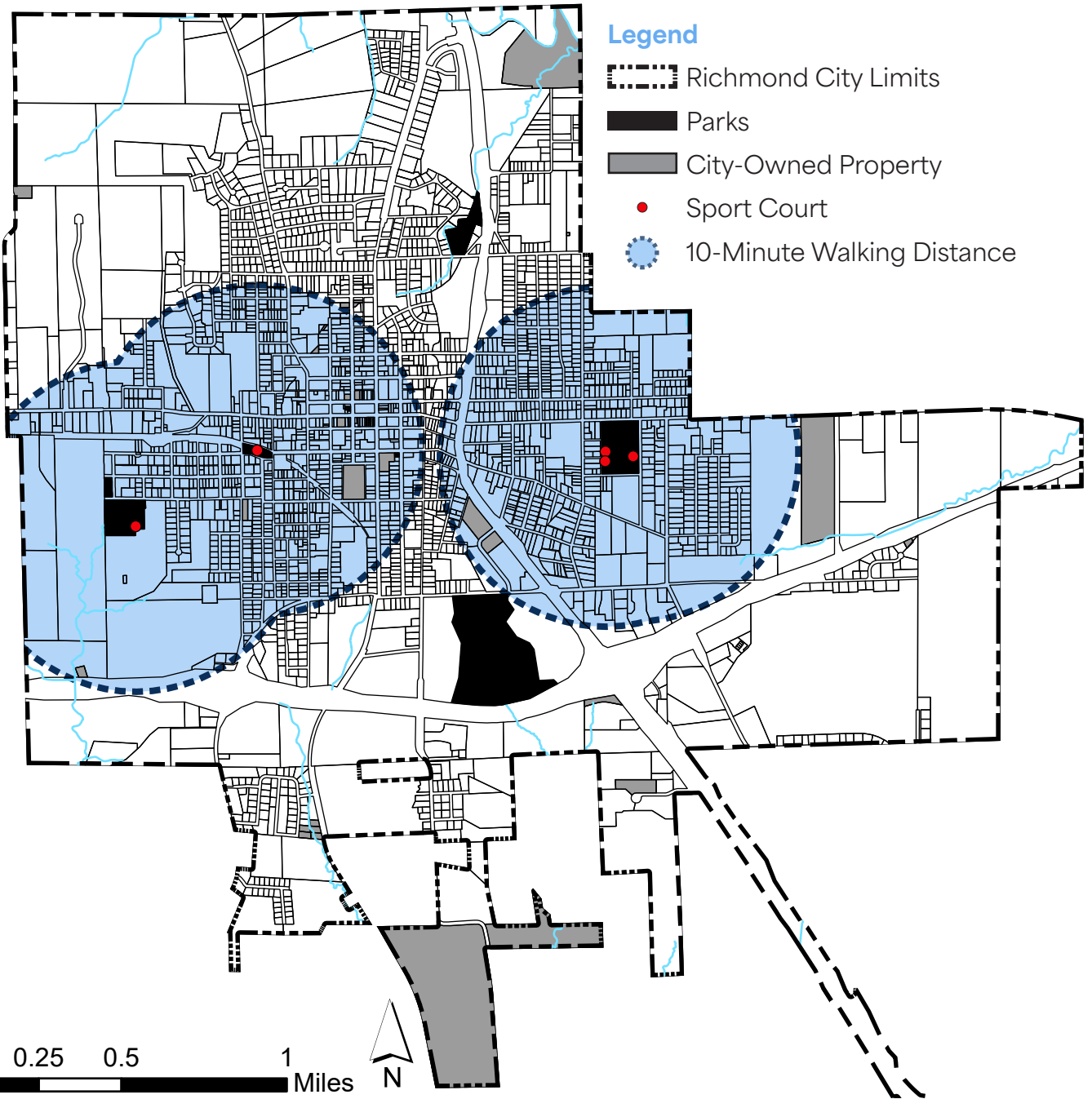
Athletic Fields

Athletic fields such as a baseball, softball, and soccer fields can be found in Charles Armour, Maurice Roberts, and Southview Park. All ballfields have dirt infields, lighting, and backstops and soccer is all real turf. With a 1-mile radius (20-minute walk) distribution of athletic fields is pretty good.



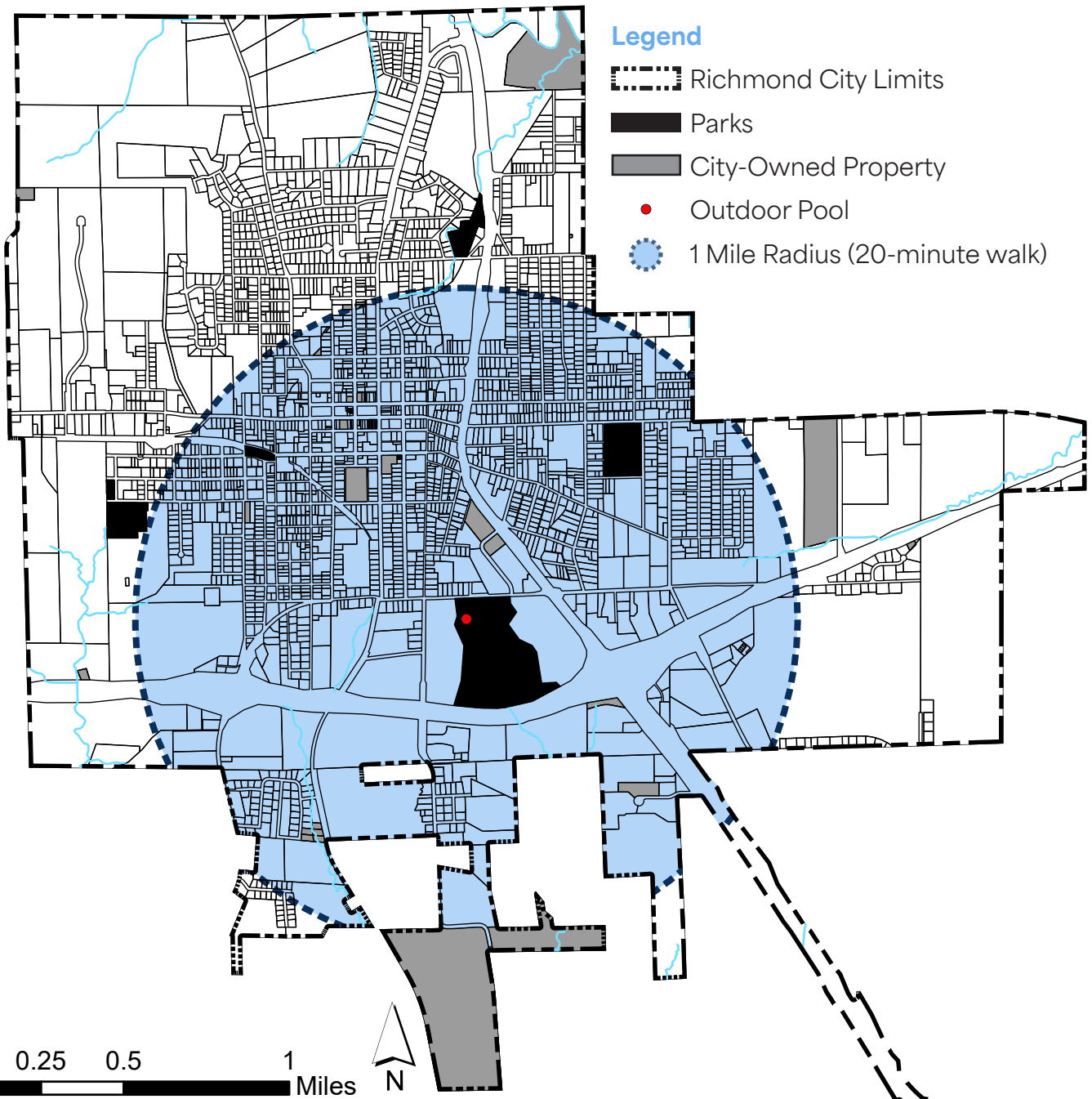
Sport Courts

Typical sport courts such as basketball, tennis, pickleball, and sand volleyball are found in Cevie Due and Maurice Roberts Park. Charles Armour has 12 horseshoe pits. Potential opportunities to expand the service area may come with additions to Southview and Hamann or the purchase of additional park land.



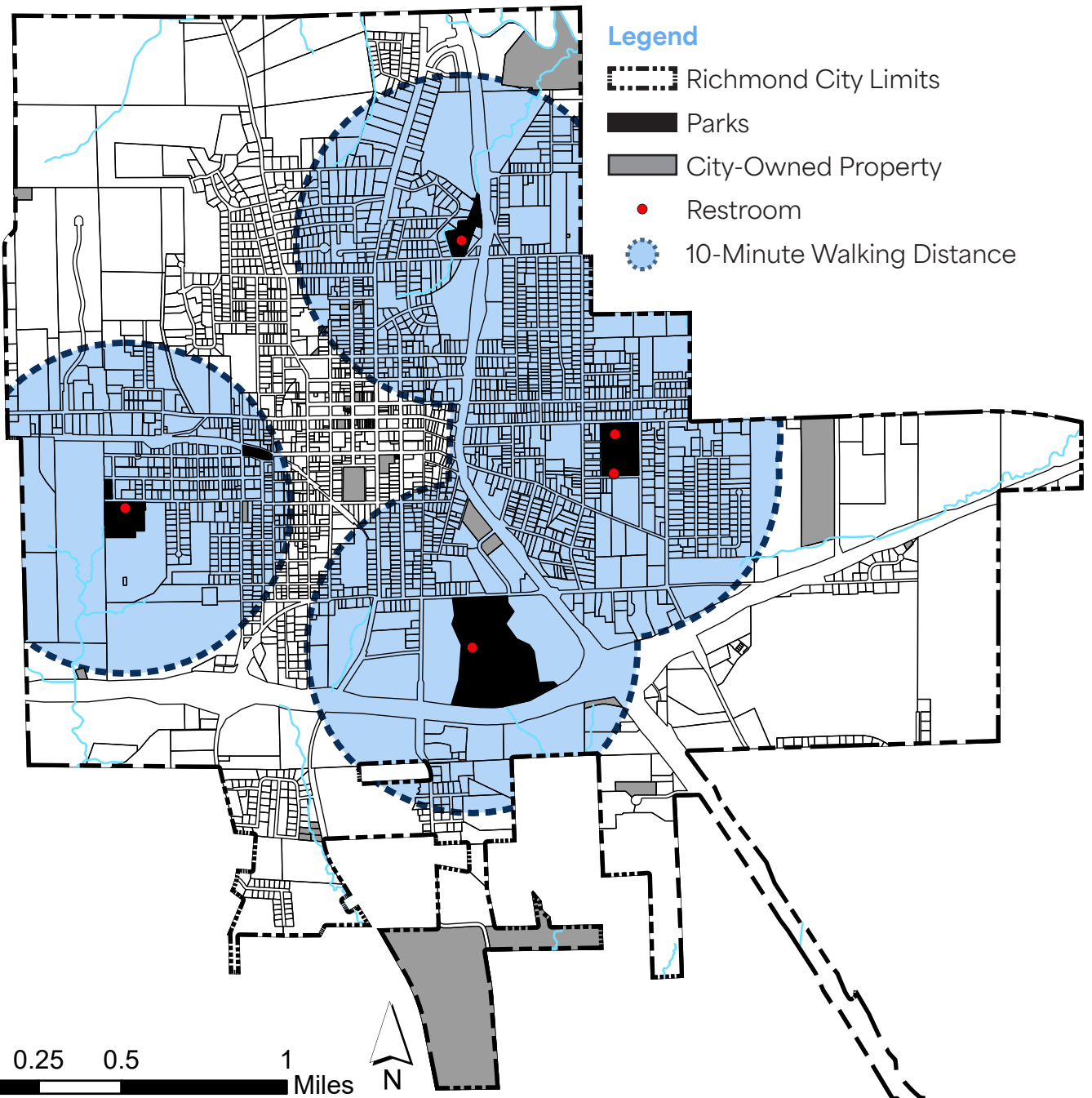
Outdoor Pool

The Southview Pool in Southview Park currently serves the community with aquatic needs. Splash pads in Hamann or Charles Armour could be considered to expand the service area of aquatic facilities.



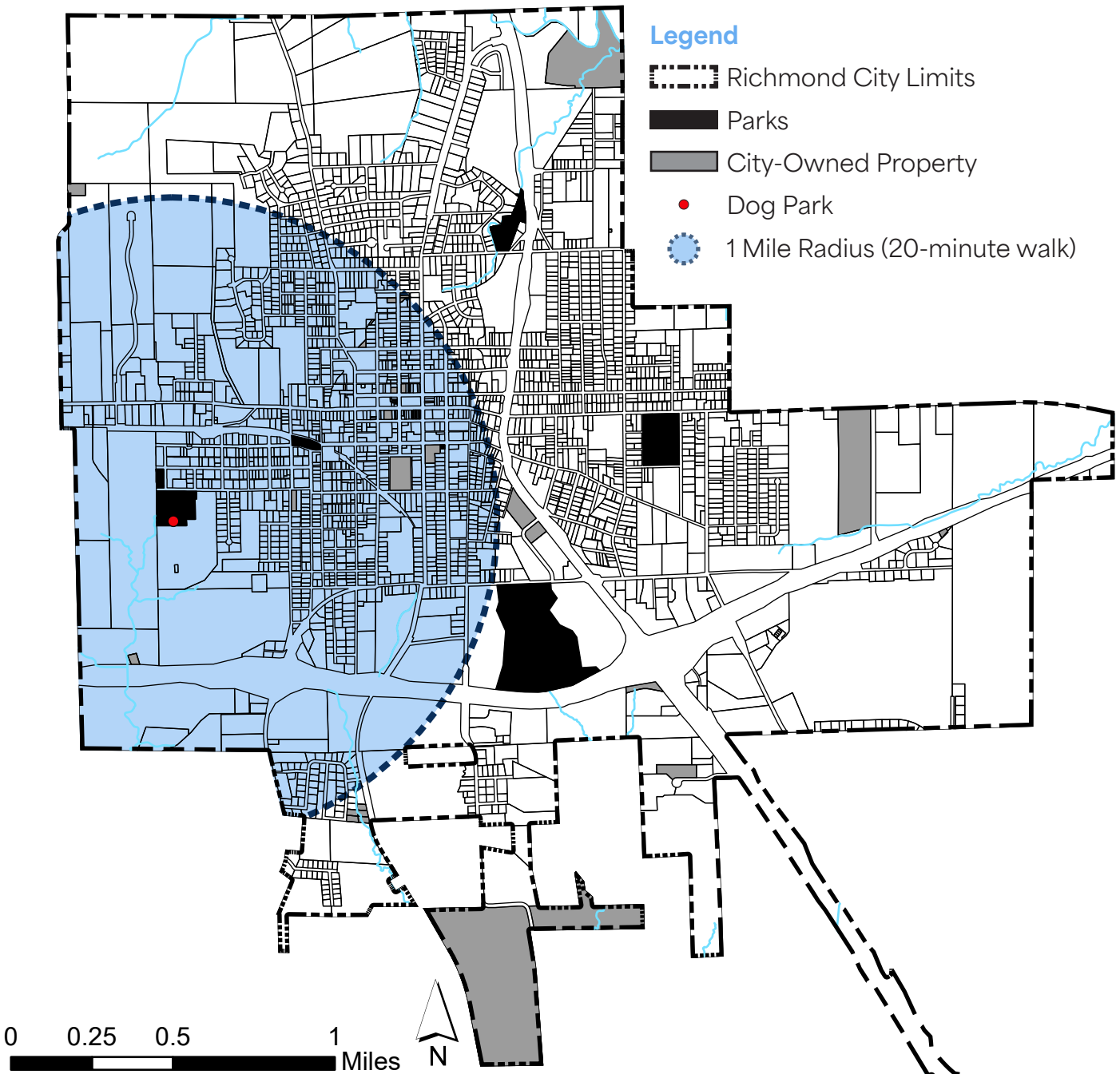
Restrooms

Restrooms are often an overlooked but highly desired amenity by communities and greatly increase the usability of parks. Overall, Richmond is fairly well served by public restroom buildings. A small pre-fabricated restroom could be considered in Cevie Due Park to close a gap in downtown Richmond.



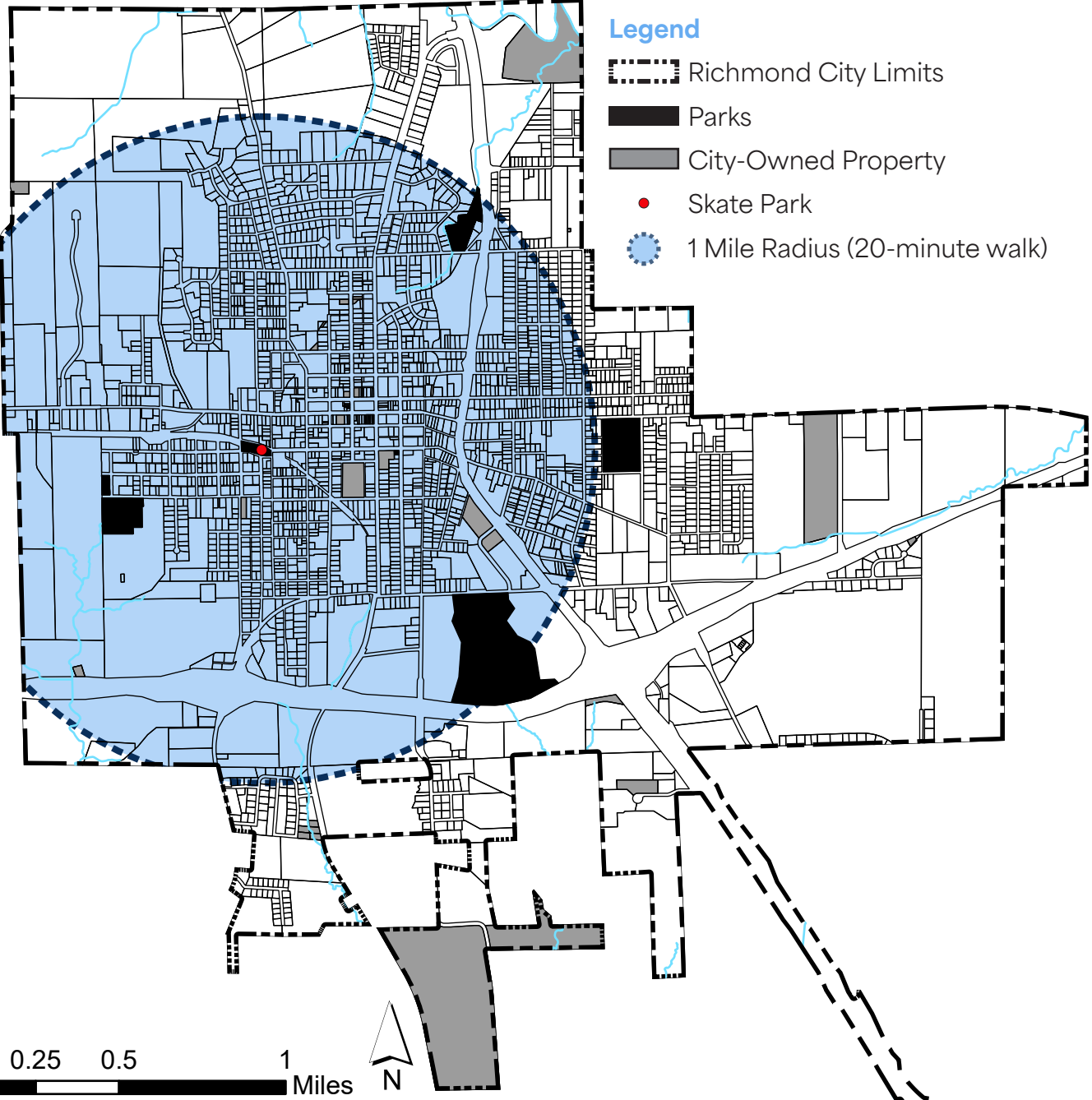
Dog Park

Wiggly Field Dog Park serves the City's needs for a dog park. While small, there is still an off-leash option for dog owners to utilize in city limits. Expansion of the dog park in Charles Armour could be considered, especially if a partnership with Ray County is explored or included in the master plan of any future acquired park land.



Skate Park

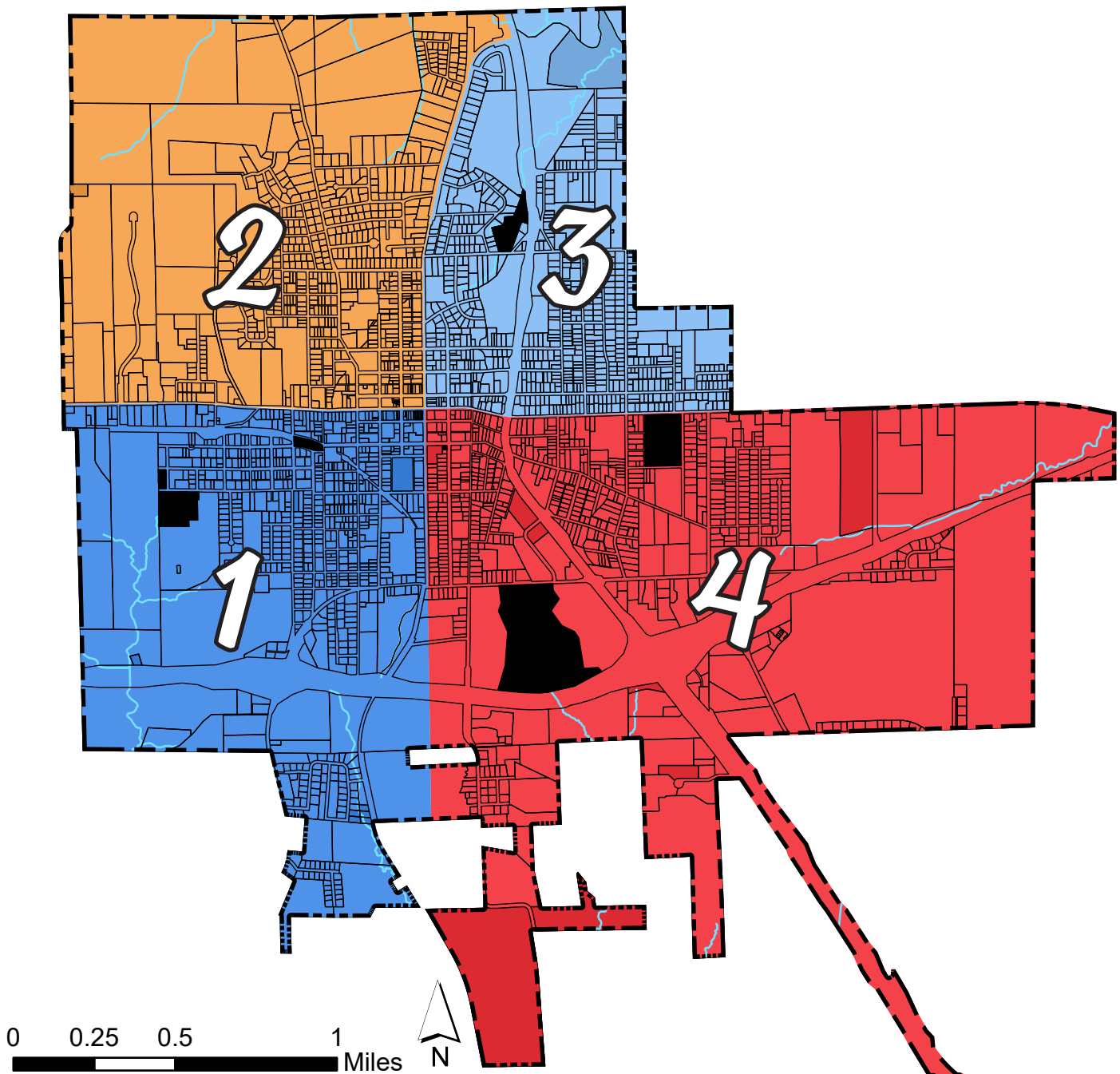
A majority of the city has access to a skate park within a 20-minute walk. As there is open space within Cevie Due Park, possible skate park expansions could occur here to expand and better serve the community of Richmond.



Planning Areas

A total of four planning areas were defined for the purpose of analyzing equitable distribution of parks and recreation facilities throughout the city and to provide a planning tool for decision-makers. The size and shape of each planning area was determined by the wards of Richmond.

The following pages provide descriptions of each of the four planning areas.



Area 1

Overview

About 23% of the population lives in this area. There are two parks within a 5-10 minute walk of most residences, Charles Armour Park and Cevie Due Park. Sidewalks or trails are needed to improve pedestrian walkability. Area 1 has a median age of 39.1 with almost half of its population between the ages of 35-74. Median income is \$62,875 and residents are mostly homeowners. As with most of Richmond, residents are a mix of the Traditional Living tapestry and Heartland Communities.

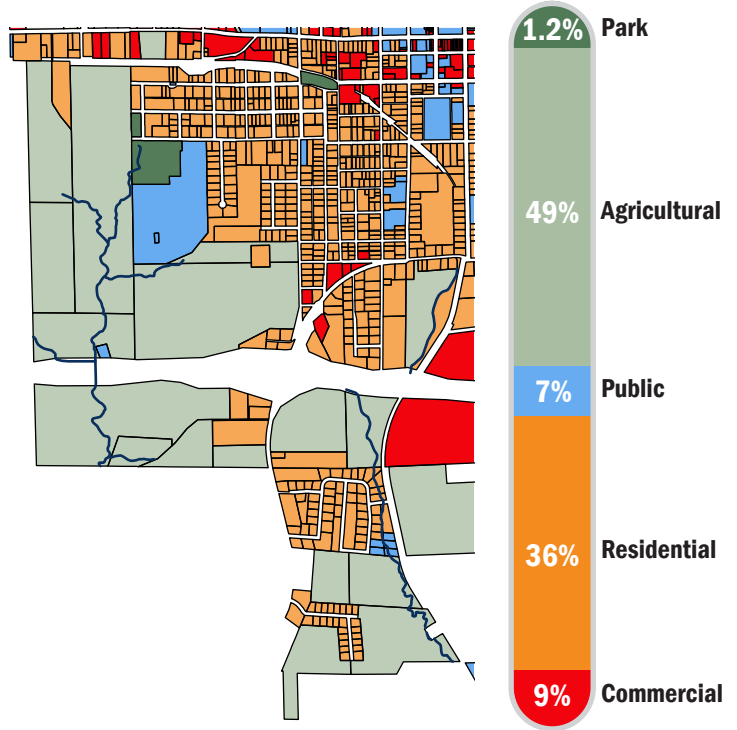
Total Area: 1.37 sq. mi.

Population: 1,427
 1,019 Density | 26.1 Diversity Index | 38.2 Median Age

Income: 67,274 Median | **31,587 Per Capita**

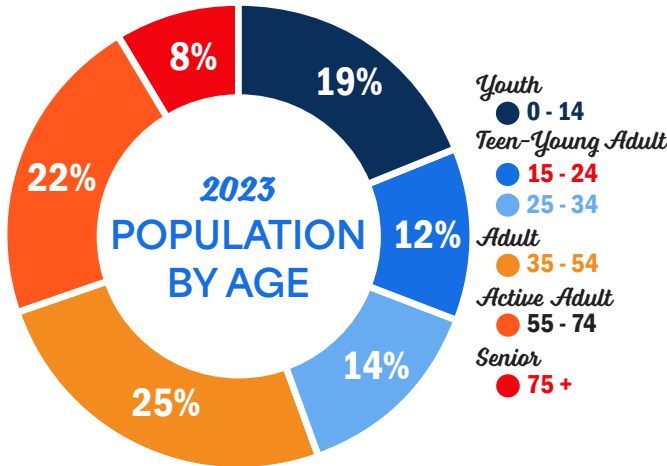
Housing: 670 Total Units
 55% Owner: | 35% Renter:

LAND USE



At Risk Population

Households Below Poverty:	99
Child Population (<18):	325
Senior Population:	256
Households with a Disability:	130



TAPESTRY SEGMENTATION

Traditional Living 52.8%

- Mix of married-couple families and singles
- The younger market
- Beginning householders who are juggling the responsibilities of living on their own or a new marriage
- Youthful interests in style and fun

Heartland Communities 47.2%

- Semi-rural and semi-retired community
- Primarily homeowners
- They embrace the slow-paced life
- Support local businesses, and always buy American
- Traditional and patriotic

Area 2

Overview

Area 2 does not have any city-owned parkland and is mostly made of residential and agricultural lands. About 24% of Richmond’s population lives here. This area is predominately made up of the Small Town Sincerity tapestry and live fairly simple, semi-rural lifestyles. The median income is the highest in Richmond at \$78,079. Most residents in this area own their home at 56% with only 37% renters.

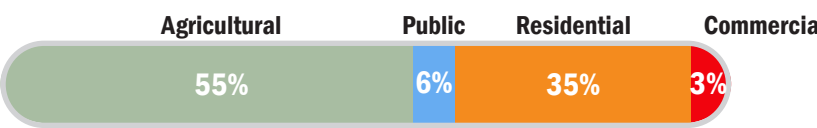
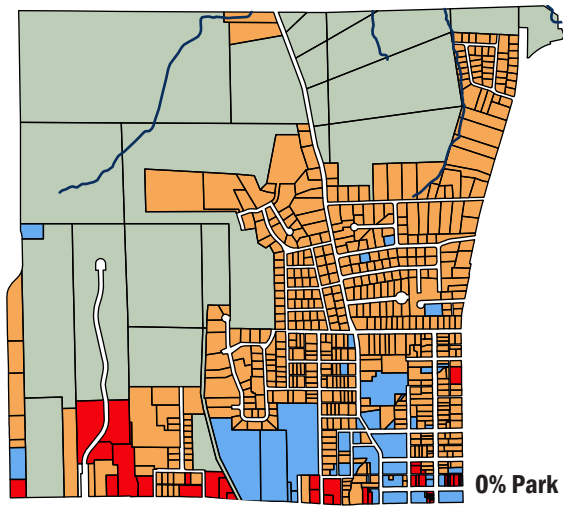
Total Area: 1.48 sq. mi.

Population: 1,487
1,017 Density | **27 Diversity Index** | **42.5 Median Age**

Income: 80,629 Median | **33,989 Per Capita**

Housing: 695 Total Units
56% Owner: 🏠🏠🏠🏠🏠🏠
37% Renter: 🏠🏠🏠

LAND USE



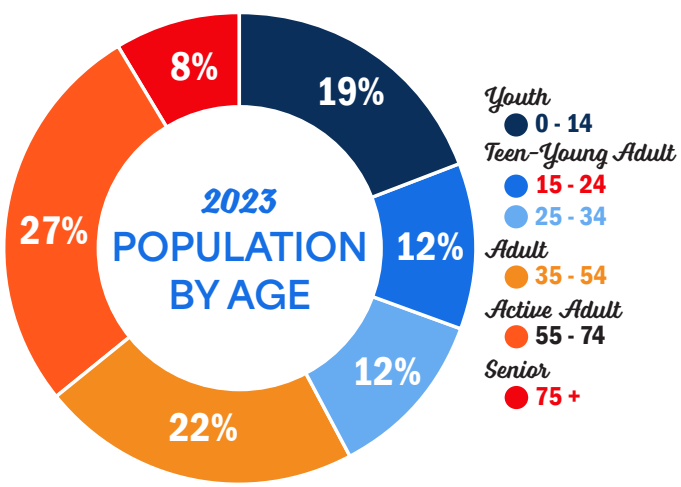
At Risk Population

Households Below Poverty:	67
Child Population (<18):	335
Senior Population:	346
Households with a Disability:	156

TAPESTRY SEGMENTATION

Small Town Sincerity 100%

- Community of young families and senior citizens
- Their lifestyle is down to earth and semi-rural
- Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing
- Along with simple finances paying bills in person and avoiding debt



Area 3

Overview

Just over 30% of city residents live in this area as it is made up of mostly residential land use. Area 3 has the youngest median age at 38.6 and has the greatest number of housing units. Hamann Park serves this area. More than half of this area is part of the Heartland Communities tapestry with slow-paced lives in a semi-rural town are semi-retired homeowners.

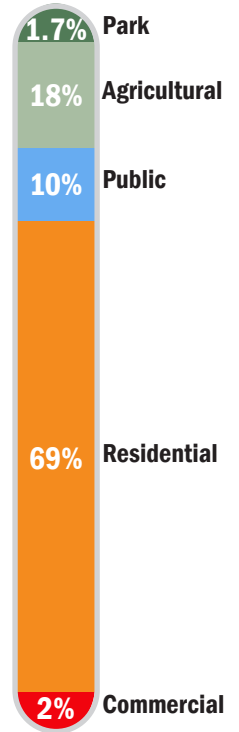
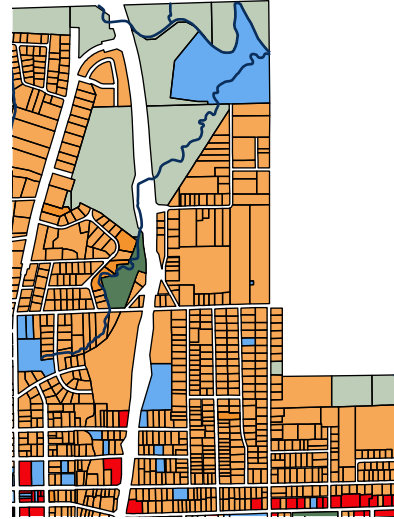
Total Area: 0.83 sq. mi.

Population: 1,595
 1,901 Density | 29.4 Diversity Index | 38.1 Median Age

Income: 56,380 Median | **27,512 Per Capita**

Housing: 721 Total Units
 65% Owner: | 28% Renter:

LAND USE



At Risk Population

Households Below Poverty:	142
Child Population (<18):	394
Senior Population:	264
Households with a Disability:	234

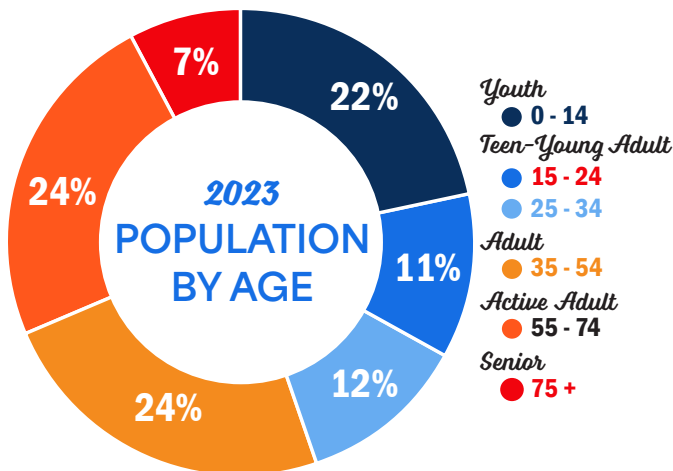
TAPESTRY SEGMENTATION

Heartland Communities **56.2%**

- Semi-rural and semi-retired community
- Primarily homeowners
- They embrace the slow-paced life
- Support local businesses, and always buy American
- Traditional and patriotic

Small Town Sincerity **43.8%**

- Community of young families and senior citizens
- Their lifestyle is down to earth and semi-rural
- Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing
- Along with simple finances paying bills in person and avoiding debt



Area 4

Overview

Area 4 is the largest of the 4 planning areas and has the highest commercial density in Richmond with 26% of Richmond’s population residing here. This area has the largest community and neighborhood park, Southview Park and Maurice Roberts Park totaling 46.5 acres. With 709 housing units, this area has the smallest gap between owner-occupied dwellings (48%) and renter-occupied housing (41%).

Total Area: 2.49 sq. mi.

Population: 1,581

636 Density | 29 Diversity Index | 41.8 Median Age

Income:

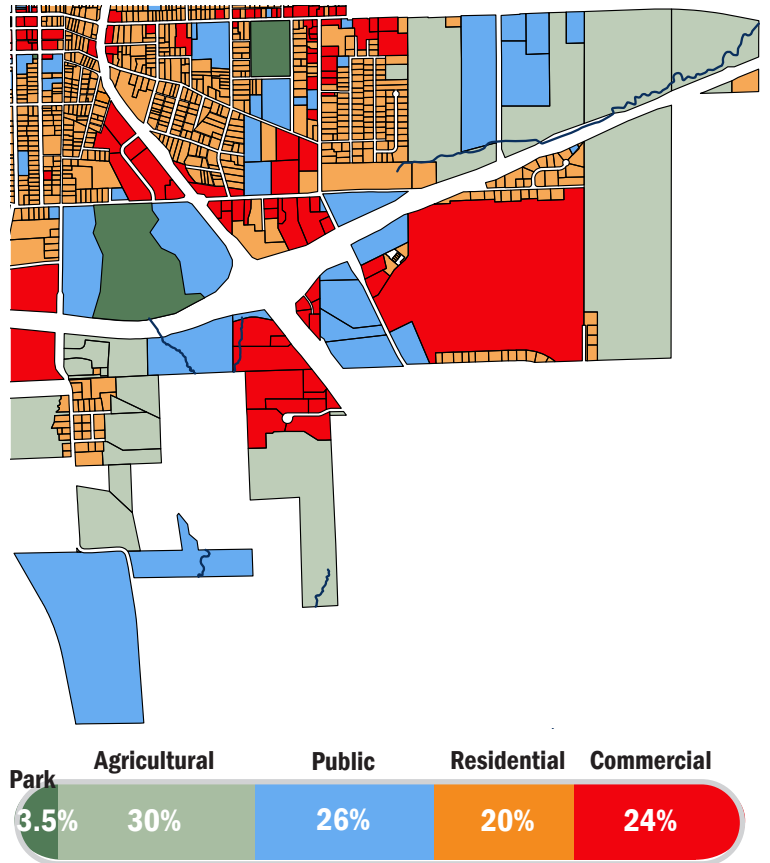
53,674 Median | 32,828 Per Capita

Housing: 709 Total Units

48% Owner:

41% Renter:

LAND USE



TAPESTRY SEGMENTATION

Small Town Sincerity 55.2%

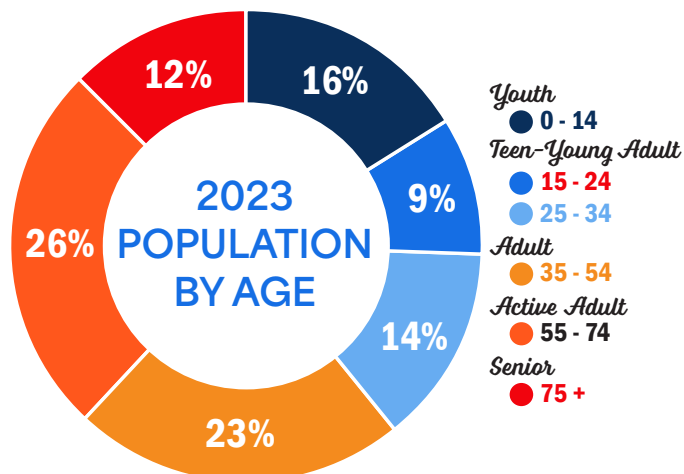
- Community of young families and senior citizens
- Their lifestyle is down to earth and semi-rural
- Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing
- Along with simple finances paying bills in person and avoiding debt

Heartland Communities 44.8%

- Semi-rural and semi-retired community
- Primarily homeowners
- They embrace the slow-paced life
- Support local businesses, and always buy American
- Traditional and patriotic

At Risk Population

Households Below Poverty:	134
Child Population (<18):	345
Senior Population:	374
Households with a Disability:	244



Inventory Assessment

OVERVIEW

An inventory and assessment of Richmond’s parks was conducted by the consultant team. The team visited each park and rated them based on 5 metrics to establish a Level of Quality (LOQ) rating for each. The following metrics were used: Accessibility, Character, Connectivity, Usability, and Condition of Amenities. LOQ ratings are identified on the following cut sheets with a gauge of Good, Fair, or Poor.

ASSESSMENT CRITERIA

Below is a brief description of the criteria for each metric:

Accessibility is determined not only by the presence of Americans with Disabilities Act (ADA) accommodations, but also by whether or not one can easily identify it as a park and access it by one or more modes of transportation. Other criteria for this metric include park signage, the presence of parking, and visual accessibility (site lines) into the park.

Character of a park includes criteria that evaluate both the look and feel of a park and the experience. In some cases, parks have charming features or are in a unique setting with natural beauty or interesting views inherent to their location. While these are often factors that cannot always be created in every park, there are other criteria that affect character through the experience one has while there. Such criteria include maintenance, landscaping, shade, seating, site furnishings, and lighting.

Connectivity of parks was looked at from several aspects including connectivity to neighborhoods, other parks, and points of interest. Parks with sidewalks that connect to neighborhoods with a good sidewalk network enhance pedestrian connectivity. Parks that connect to other parks and points of interest such as schools and community centers gain bonus points for being well connected.

Usability is a metric that looks at what a park has to offer its community. This metric asks the question, does it have suitable land and offer basic amenities necessary to function as a park? Criteria for this metric include the park’s amenity offering which looks at whether or not there is suitable green space for activities, and if there are amenities other than green space. Amenities such as shelters, playgrounds, trails, and restrooms also play into evaluation of this metric.

Condition of Amenities has a significant impact on the overall LOQ rating of parks as well as the health, safety, and welfare of its users. Amenities in each park are rated on their remaining lifespan.

PERFORMANCE SUMMARY

Overall, there is a mix of Good, Fair, and Poor parks in Richmond. The cut sheets on the following pages provide a more in depth look at each park’s performance, key issues, and recommendations to enhance its ratings and service to the community. Below is a summary table of the LOQ ratings for each park resulting from the assessment criteria performance.

Park	LOQ Assessment
Mini Parks	
Firehouse Park	Poor
Neighborhood Parks	
Cevie Due Park	Fairly Poor
Charles Armour Park	Poor
Hamann Park	Good
Maurice Roberts Park	Fair
Community Parks	
Southview Park	Fairly Good

Cevie Due Park



Community Comments

- Could use modernizing/slight expansion
- Add visual interest (trees, flowers)
- Add a restroom, a shelter with tables and trees and shade (x2)
- Updated and cleaned up (x2)
- Add signage/rules
- Expand skate park
- Pave and expand parking lot
- Add pickleball courts (x2)

PARK FACTS

Location: 500 West Lexington Street

Park Type: Neighborhood Park

Park Size: 1.48 acres

Description: Cevie Due is a small neighborhood park that has a small parking lot, a skate park, and a full, lit basketball court as well as a small open field for other activities.

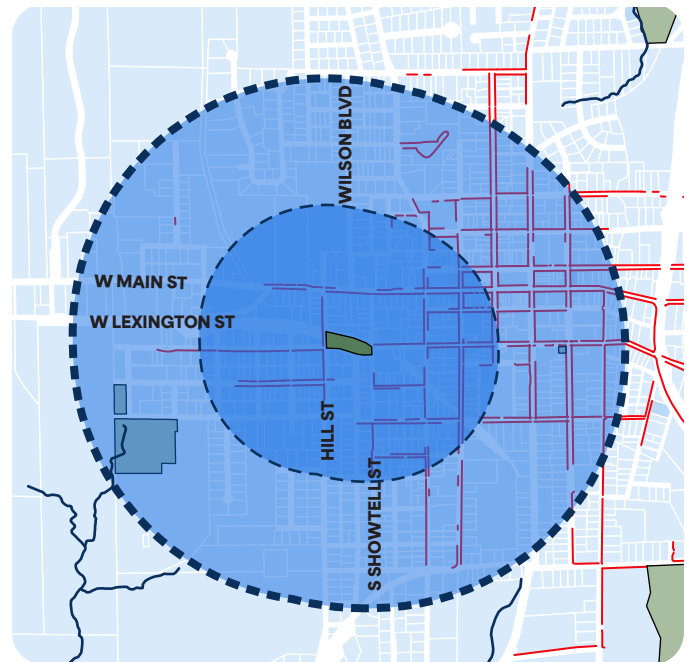
Inventory of Amenities:

Skate Park

Basketball Court

Open Field

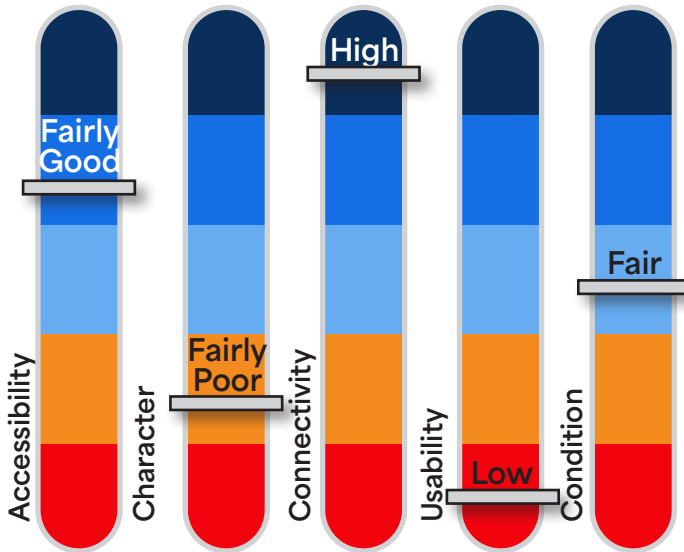
Gravel Parking Lot



AMENITIES - AT A GLANCE



LEVEL OF QUALITY



● Accessibility: Fairly Good

Cevie Due Park is relatively accessible. While there is no signage, it has clear sight lines into all areas of the park. To improve accessibility, consider adding a ADA accessible features and sidewalks to all amenities.

● Character: Fairly Poor

Cevie Due lacks any shade and does not have a visually interesting landscaping. To improve character, consider adding lighting and site furnishings.

● Connectivity: High

The connectivity to Cevie Due Park is high. While there are no sidewalks, it connects to the nearby neighborhood and to Main Street and downtown Richmond but does not easily connect to other parks.

● Usability: Low

There are no shelters, restrooms, playgrounds or seating and only has two specific amenities: skate park and basketball court making the usability low because of its lack of typical park amenities.

● Condition: Fair

All amenities at Cevie Due Park are in fair condition and need to be repaired or replaced within the next five years. However, the amenities are still functional.

Key Issues:

While the site is mostly flat, none of the amenities are connected by sidewalk or a paved surface. There is no shade or seating for long-term use of the park.

Recommendations:

Basketball court may need repavement in the next 5-10 years. Add a small parking lot (16 stalls shown) to service the basketball and new pickleball courts. Install 3 pickleball courts. Expansion of the skate park area is recommended with additional amenities added. Add a small shelter with picnic tables and a connector path to all the amenities. A small pre-fabricated restroom will encourage users to stay in the park for longer periods of time. Shade trees could be added to increase shade of all amenities and provide users with respite from the summer sun to increase time spent in the park. Adding more amenities to this park will increase eyes and users on the park and may help reduce undesired activities like vandalism.

POTENTIAL COST:

\$494,000

[See Action Plan for cost breakdown](#)

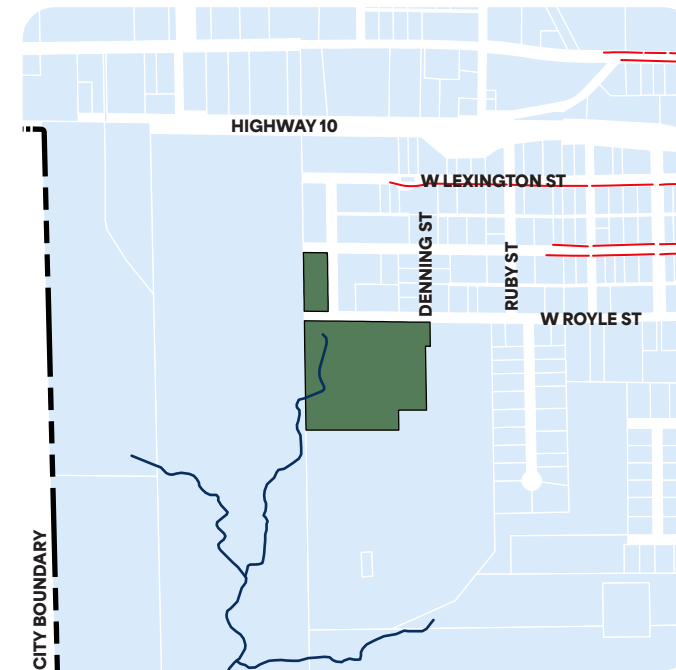
OVERALL: FAIRLY POOR



Cevie Due Park



Charles Armour Park



Community Comments

- Add a walking trail
- Improve parking (x4)
- Improve shelters
- Split dog park in half for large and small dogs, add a water source, replace with better benches, and display the rules
- Add a trail in the woods over the creek
- New play structures
- Maintain everything
- Add corn hole near the horseshoe pits

PARK FACTS

Location: 1013 West Royle Street

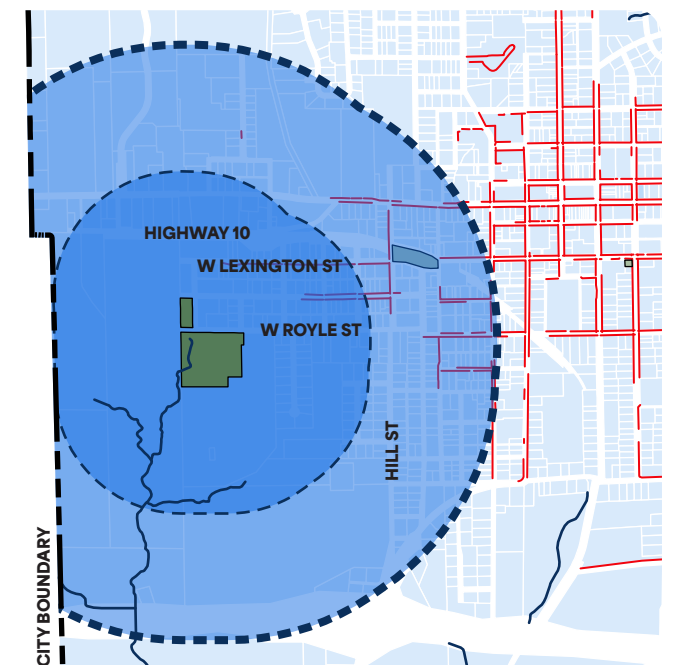
Park Type: Special Use Park

Park Size: 7.60 acres

Description: Charles Armour Park has a small playground, a ballfield, a concessions/restroom building, two picnic shelters, a small dog park, youth soccer fields, and 12 horseshoe bays. This park is adjacent to County fairgrounds and the Ray County Museum and Senior Center.

Inventory of Amenities:

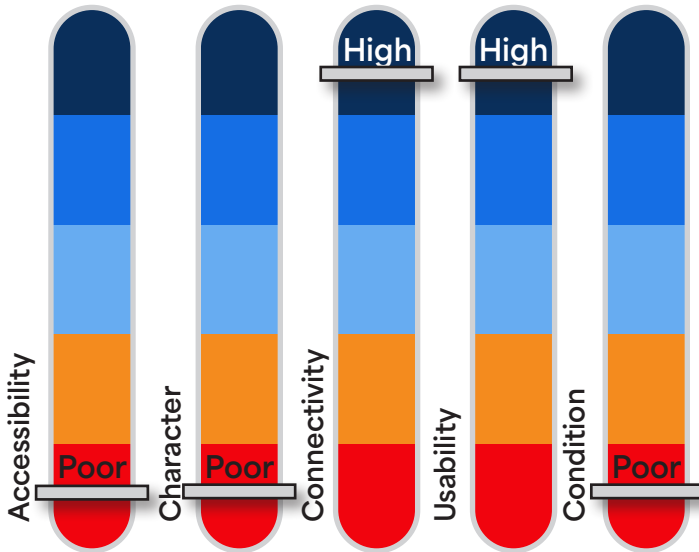
Ballfield	1
Dog Park	✓
Horseshoe Pit	12
Playground	2-5 years
Shelter	2
Restroom/Concession	✓
Swingset	✓



AMENITIES - AT A GLANCE



LEVEL OF QUALITY



● Accessibility: Poor

Charles Armour Park has no designated parking and is located on the west edge of town with no sidewalks connected back to the neighborhoods to the east. There are no ADA features within the park. However, there is prominent park signage and clear sightlines into and out of the entire park.

● Character: Poor

While there are some shaded spots, there is little visual interest or interesting views, no lighting other than on the ballfield, limited seating, and no drinking fountain. Park appears clean and well maintained.

● Connectivity: High

The park is directly adjacent to County fairgrounds, the Ray County museum, and Senior City, and while there are no sidewalks, the park is surrounded by neighborhoods.

● Usability: High

Charles Armour has amenities in addition to green space, has a picnic shelter, a restroom, and a playground. To increase usability, consider adding a loop path.

● Condition: Poor

Most amenities look dated and may need replacement in the next 1-5 years and there are moderate accessibility restraints because of the lack of connecting sidewalks.

OVERALL: POOR



Key Issues:

Amenities are dated and are not connected to one another with sidewalks or to the surrounding neighborhoods. Playground is small and has some rusting on the decks and may need more immediate replacement.

Recommendations:

For greater usability, a new larger ballfield is recommended (225' outfield) and new facilities to serve the ballfield (bleachers, lighting, etc). Replace the existing playground with all new equipment and surfacing along with a new picnic shelter (24'x36') and prefabricated restroom (20'x26'). Enlarge the dog park area and separate into a large dog and small dog area with a double gate entry in between. Consider adding corn hole or other family games to one half of the existing horseshoe area to increase usability. An asphalt parking lot is necessary for this new park concept (106 stalls are shown), and could be phased accordingly, phase 1 includes 54 stalls and phase 2 can add 52 more stalls, especially necessary if programming for the ballfield increases and the soccer fields become more accessible for recreation league use by Ray County. Consider adding mulch or earth paths in the wooded area to increase passive activities within the park system.

POTENTIAL COST:

\$1,198,500

[See Action Plan for cost breakdown](#)

Charles Armour Park



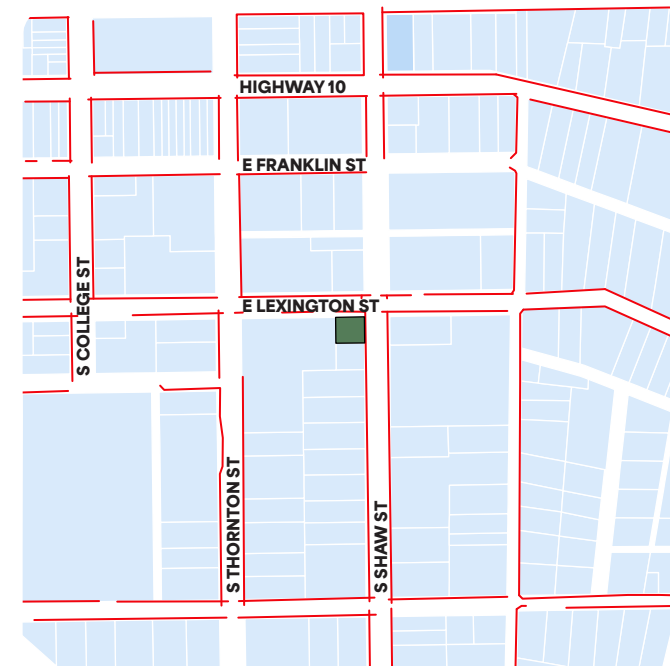
Denning St

W Royle St

W Haven Dr

0 50 100 200 Feet

Firehouse Park



Community Comments

- Add shade
- Want swings
- Add a drinking fountain
- Want better play structure
- Replace playground with giant morel mushroom like Penguin Park with a ladder inside the mushroom with a window (kind of like the keebler elf house)
- Create a photo opportunity area that is fun and/or adds historical significance (x2)

PARK FACTS

Location: 300 South Shaw Street

Park Type: Mini Park

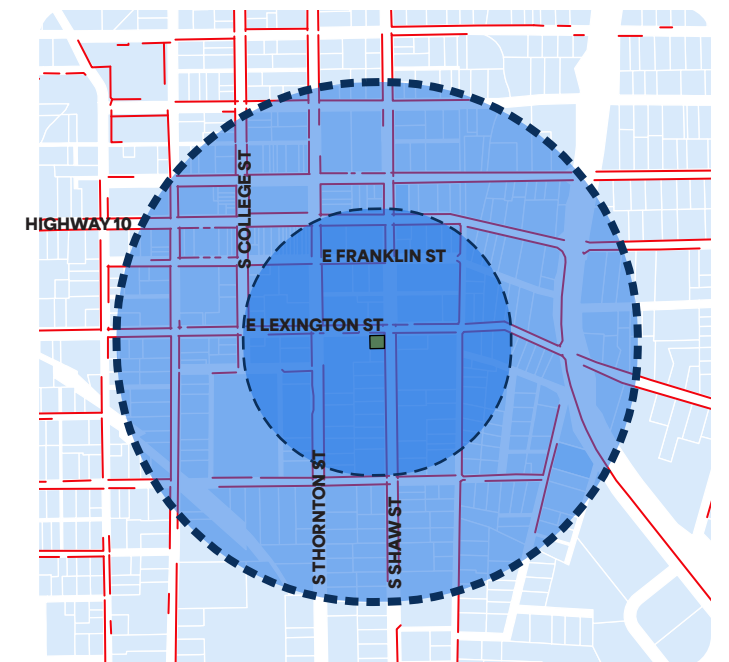
Park Size: .75 acres

Description: Firehouse Park is a mini park located next to the Richmond Fire Department just a block from Main Street. There is a small 2-5 year old playground with large shade trees.

Inventory of Amenities:

Playground
Bench

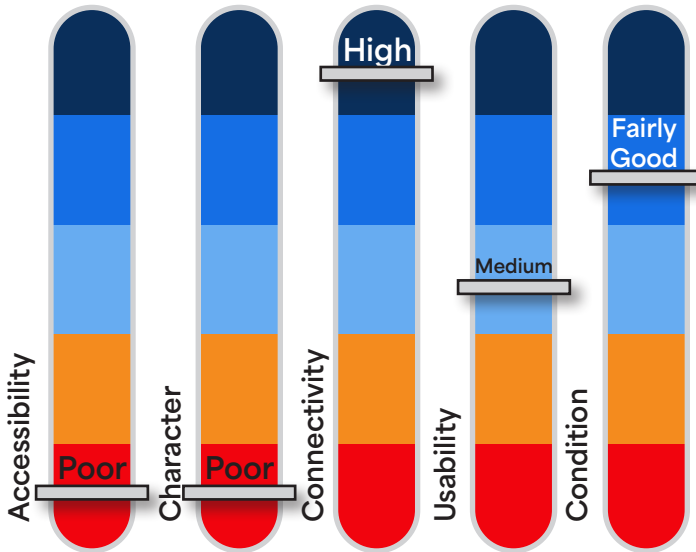
2-5 years
✓



AMENITIES - AT A GLANCE



LEVEL OF QUALITY



● Accessibility: Poor

While there are clear sightlines into and out of the park, there is no designated parking or park signage. There are some sidewalk connections to downtown and to neighborhoods but they are in poor condition.

● Character: Poor

Firehouse Park has spotted shade with large trees to the south but has no lighting, visually interesting views or landscaping. There is a single bench and appears clean and well maintained.

● Connectivity: High

Connectivity is high as it is close to Main Street, City Hall, neighborhoods and a few blocks from Cevie Due Park.

● Usability: Medium

Park amenities are limited as there is only one small playground for ages 2-5, a bench, and some shade. Family games could be added to increase usability.

● Condition: Fairly Good

Condition of the playground pieces look fairly new and will not need replacement or repair for the next 10 years. Firehouse Park has a poor condition rating because of its severe accessibility restraints as it is on a pretty significant slope from the sidewalks.

Key Issues:

Firehouse Park is on a significant slope from the sidewalks and makes accessibility difficult, especially since there is no parking, sidewalks are in poor condition, and if you do park, you have to cross the road at least once without a crosswalk.

Recommendations:

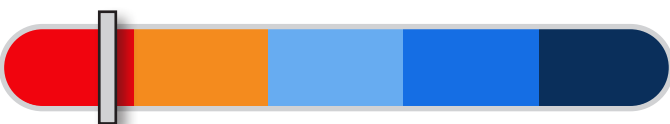
Consider striping the crosswalks and fixing up the sidewalks to the park and adding park signage. Consider expanding the usable playground area and adding rubber surfacing. Add a small shelter to increase user comfortability. Install a low decorative fence to increase safety within the park from passing vehicles.

POTENTIAL COST:

\$266,000

[See Action Plan for cost breakdown](#)

OVERALL: **POOR**

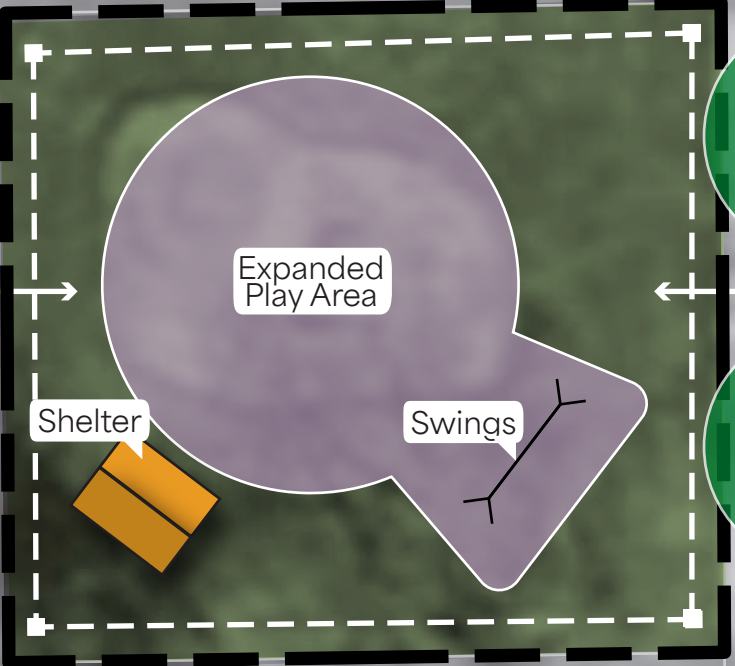


Firehouse Park

E Lexington St

S Shaw St

ADA Sidewalk Connection



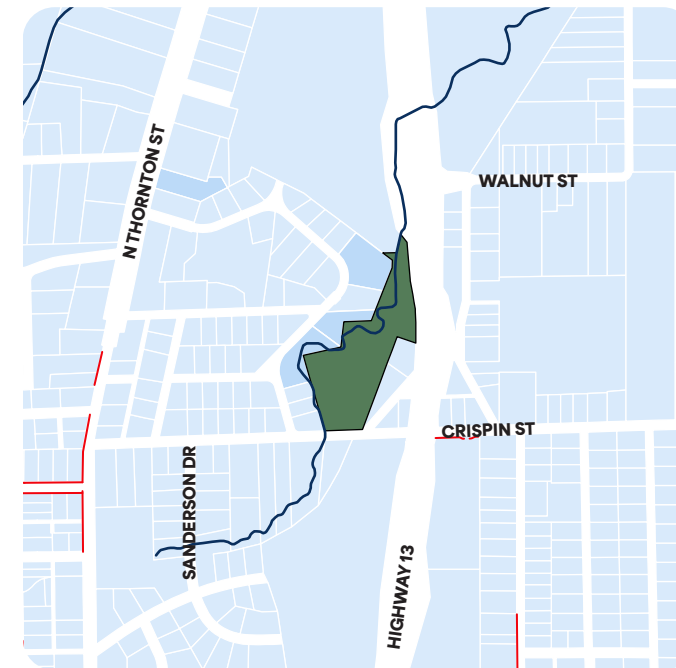
Stair Entrance



New Tree



Hamann Park



Community Comments

- Want more swings
- Add a longer zip-line!
- Want a splash pad in the middle of the walking loop
- Add a trail over/near the creek
- Want a trail/connection to Dauxville St.
- Would like sidewalks on Crispin St.

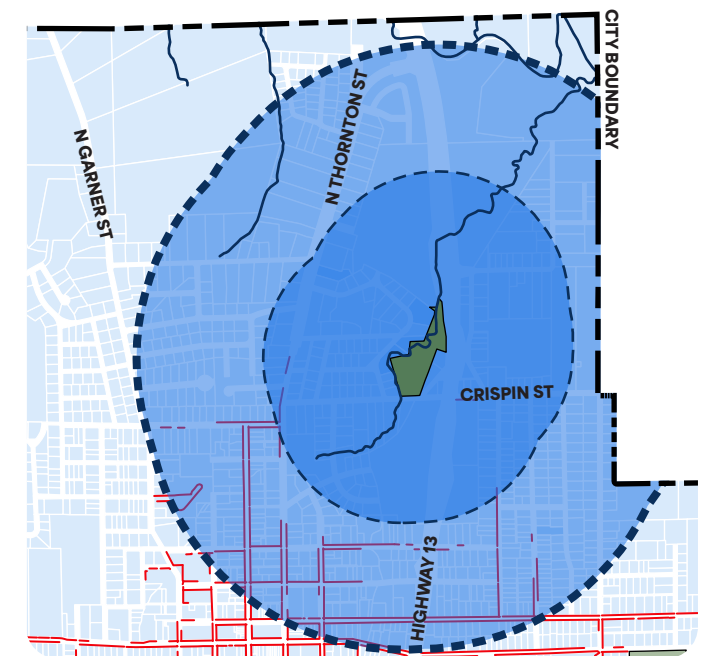
PARK FACTS

Location: 312 Crispin Street
Park Type: Neighborhood Park
Park Size: 7.65 acres

Description: Hamann Park is Richmond's newest addition to the park system and has two playgrounds, two shelters, a restroom, a loop path, and a large parking lot. There is a playground for ages 2-5 and a playground for 5-12 and a swingset. Both shelters have several picnic tables and have a water fountain in between them.

Inventory of Amenities:

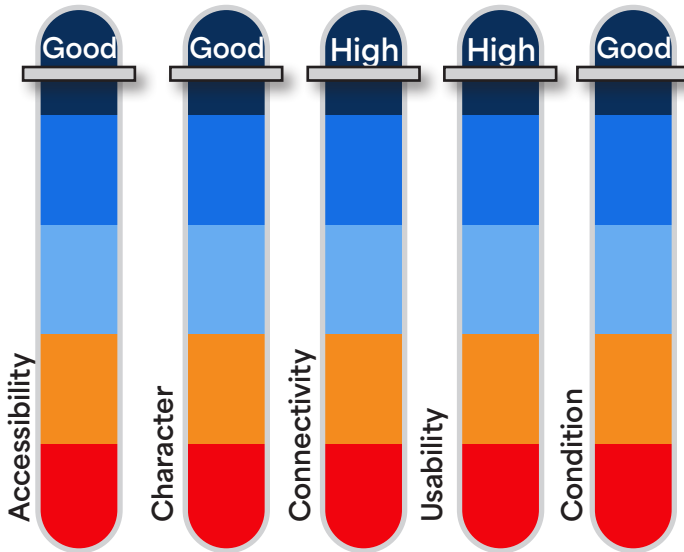
- | | |
|-------------------|------------|
| Loop Path | ✓ |
| Open Field | ✓ |
| Paved Parking Lot | ✓ |
| Restroom | ✓ |
| Shelter | 2 |
| Playground | 2-5 years |
| Playground | 5-12 years |
| Swingset | ✓ |



AMENITIES - AT A GLANCE



LEVEL OF QUALITY



● Accessibility: Good

All amenities are ADA accessible and there are inclusive play features. There is a large paved parking lot with handicapped parking spaces, noticeable park signage from the road and has clear sightlines for majority of the park to the parking lot and street.

● Character: Good

With two shelters and large surrounding shade trees, with visually interesting views to nature, Hamann Park has good character. It has lighting, seating, a drinking fountain and appears well maintained.

● Connectivity: High

Hamann Park is the northern-most park and does not connect to any points of interest or other parks, but it does have significant sidewalks/trails to neighborhoods and Highway 13.

● Usability: High

Amenity offerings are varied for different ages and has two usable picnic shelters with seating for longer stays at the park. The restroom also guarantees longer usability.

● Condition: Good

As the newest Richmond park, all amenities look fairly new and will not need repair or replacement within the next 10 years.

Key Issues:

Hamann Park has great potential with the path that leads to the creek and should be completed if possible for another nature/loop path within the park.

Recommendations:

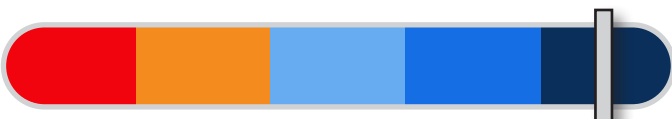
Complete the loop path through the woods with an earth or mulch path. Based on focus group and open house discussions with the community, a splash park is greatly desired and Hamann Park would be the perfect location as there is already a graded location with a loop trail, a water connection and is on the opposite side of town so the most residents are served by an aquatic feature. An expanded play area would also be able to serve a larger part of the community.

POTENTIAL COST:

\$669,500

[See Action Plan for cost breakdown](#)

OVERALL: GOOD



Hammann Park



Maurice Roberts Park



PARK FACTS

Location: 819 East Main Street
Park Type: Neighborhood Park
Park Size: 11.20 acres

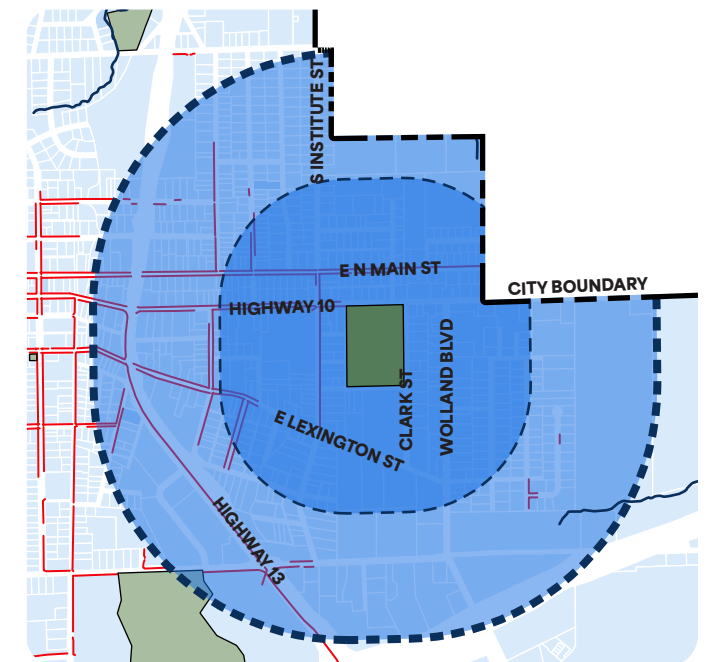
Description: Maurice Roberts is one of Richmond's largest and most varied park within the system with several picnic shelters, various playground structures dispersed throughout, and sport courts.

Inventory of Amenities:

Playground	2-5 years
Playground	5-12 years
Shelter	3
Swingset	✓
Tennis Court	4
Sand Volleyball	1
Paved Parking Lot	✓
Gravel Parking Lot	✓
Restroom	✓

Community Comments

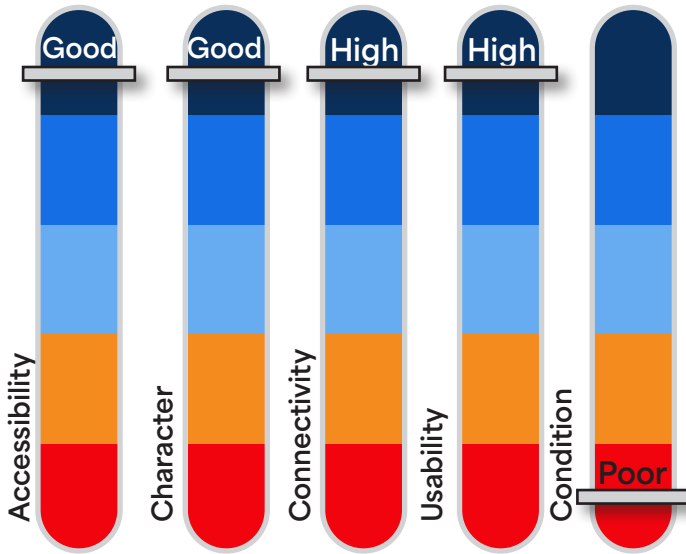
- Maurice Roberts is outdated
- Update play equipment (x2)
- Take out the volleyball court
- Maybe add a pickleball or basketball court
- Want more swings
- Water fountains
- Loop path
- Want more swings for all (x2)
- Want at least 3 pickleball courts (x3)
- Walking trail similar to trail near Higginsville High School
- Add exercise equipment around walking loop
- Improve sand volleyball court
- Add play equipment for older children (x2)
- Would like this park to be more like City Park in Liberty
- 3-4 pickleball courts with lighting, fencing and seating
- Better parking
- Raise airplane, remove fence, and add a simple fountain or water feature below



AMENITIES - AT A GLANCE



LEVEL OF QUALITY



● **Accessibility: Good**

Maurice Roberts has two small parking lots, noticeable park signage, and fair visual accessibility to most parks of the park from the road. This park has some ADA accessibility features but could use more sidewalks to all amenities.

● **Character: Good**

With large shade trees throughout the park, Maurice Roberts has ample shade with interesting views and a visually aesthetic landscape. This park is also home to a retired US army plane acquired by the VFW making this a unique feature.

● **Connectivity: High**

The connectivity to Maurice Roberts Park is high as it connect to nearby neighborhoods, other points of interest like Dear Elementary School and the VFW.

● **Usability: High**

There are several shelters, restrooms, site furnishings, playgrounds and play structures within the park.

● **Condition: Poor**

All amenities at Maurice Roberts Park are fairly dated and may need repair or replacement in the next 2-5 years. Some of the playground decks have significant rust and some amenities have moderate-severe accessibility restraints.

OVERALL: **FAIR**



Key Issues:

Most amenities do not have a paved walking surfaces to connect them to the road or parking lot. Playground decks have some significant areas of rust and may needs more immediate replacement.

Recommendations:

By closing most of the vehicular entrances, Maurice Roberts can become more of a pedestrian-friendly park. The east entrance will remain the only drive through the park with added parking and a circle drive to turn around. The existing parking lot on the southwest corner will be expanded to have 22 stalls with some ADA spots. A new parking lot (32 stalls) will be added to help serve the ballfield near the VFW and the relocated, consolidated playground. The new playground will have new play equipment, rubber surfacing and a new 24'x36' shelter. All existing shelters will remain. All updates to this park will happen in phases as budgets allow. The large (5-12 year old) playground will remain until the new parking lot and playground are completed. A small 20'x20' fitness court has been identified as a desire for the community and has been located here in Maurice Roberts to increase the generational amenity offerings in this park. The airplane in the center of the park is planned to get a lifted base to better highlight this great amenity and serve as a Veteran's Memorial for the community of Richmond, located just north of the VFW hall with pedestrian and vehicular access. This memorial, with its lifted plane could also include a small plaza with flags, service line monuments, donation plaques, or personalized bricks or pavers with Richmond residents that have served. Paved sidewalk connectors to all amenities and a loop path around the park would enhance the usability and accessibility of the park greatly.

POTENTIAL COST:

\$1,573,000

[See Action Plan for cost breakdown](#)

Maurice Roberts Park



Southview Park



PARK FACTS

Location: 333 East South Street

Park Type: Community Park

Park Size: 35.30 acres

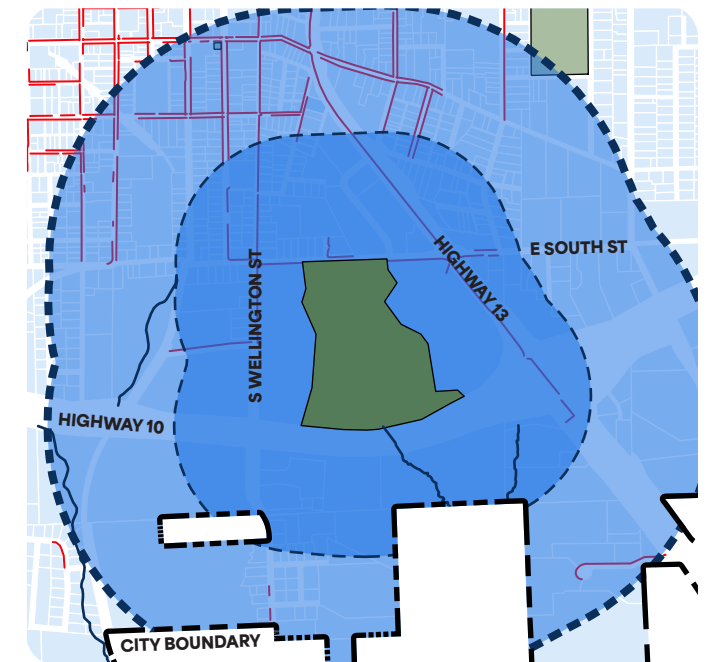
Description: Southview Park is Richmond's largest park, nestled between Richmond Middle School and Richmond High School, it is home to the Southview Pool, ballfields, playgrounds, a fishing pond, and an 18-hole disc golf course.

Inventory of Amenities:

Ballfield	3
Fishing Pond	✓
Outdoor Pool	✓
Playground	2-5 years
Playground	5-12 years
Shelter	1
Restroom	✓
Soccer Field	2
Disc Golf	18-hole
Loop Path	✓
Paved Parking Lot	✓

Community Comments

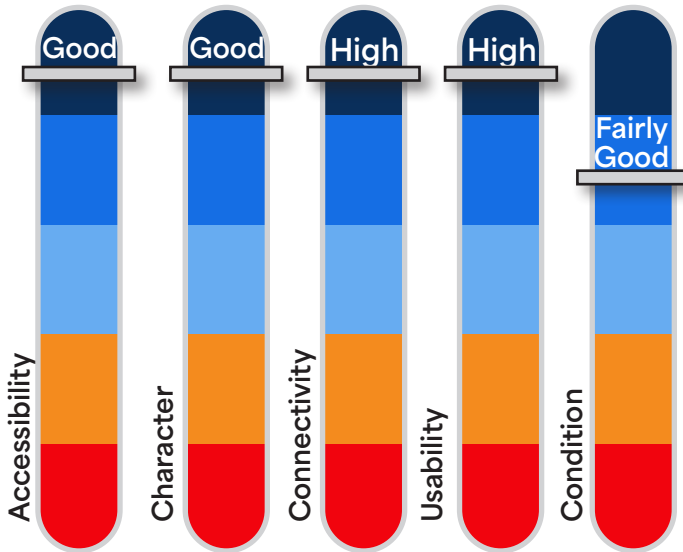
- Want a paved walking path around lake
- More shade or trees on west side of ballfields/dugouts
- Extend walking trail (x2)
- Add bleachers
- Want a high school level soccer field
- Continue lake improvements
- Widen sidewalks to ballfields
- Want smaller size gravel or a paved surface to ballfields
- New play structures
- Add large rocks for fishing platforms on east side of lake and clear out some trees for temperature control
- Want exercise equipment
- Add a shaded area at the Southview Pool



AMENITIES - AT A GLANCE



LEVEL OF QUALITY



● Accessibility: Good

Most of Southview Park's amenities are ADA accessible with paved pathways except for some areas of the soccer fields. There is prominent park signage and paved parking lots, but there are a few areas where there is limited visibility from the road.

● Character: Good

With a fairly large fishing/boating pond and mature trees there are ample interesting views and great visual aesthetic in the landscape. There is ballfield and parking lighting with site furnishings near playgrounds and fields and following the loop path leading to great park character.

● Connectivity: High

Trails and sidewalks connect all amenities to one another and the park itself to the middle and high school and surrounding neighborhoods. Unfortunately, this park is adjacent to Highway 13 and 10 and makes pedestrian connectivity to other parks fairly difficult.

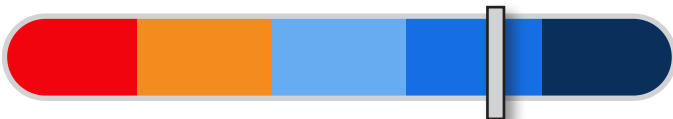
● Usability: High

Southview Park has a great variety of amenities for all ages, with multiple ballfields and playgrounds, a restroom, loop trail, and disc golf course.

● Condition: Fairly Good

Some amenities look aged and may need repair or replacement in the next 5 years.

OVERALL: **FAIRLY GOOD**



Key Issues:

Some amenities like the pool entrance/pool signage and some play equipment looks dated and has some rusting. New paint for the pool sign/entryway may be necessary.

Recommendations:

Enlarging the play areas and adding more play equipment and seating could increase usability of this park. Paving the gravel connections over to ballfields B&C would increase accessibility and allow for more players, viewers, visitors, and other park users to enjoy this space.

The department's long-term goal is to eventually leave Southview Park and return its use and maintenance back to the school district. The pool is 45 years old and the park's department is on a 99-year lease from the school district which is not planned to be renewed. Looking to the future, the City of Richmond and the Park's Department is hoping to buy new land somewhere else in city limits to build a new pool and possible sports complex that they will own. There is no schedule for these developments so far. For now, the goal is to maintain what is there now but will not be investing more funds into Southview Park.

POTENTIAL COST:

\$280,000

[See Action Plan for cost breakdown](#)

Southview Park



Update Playground

Pool

Update Playground

Pave Sidewalks

E South St

S Wellington St

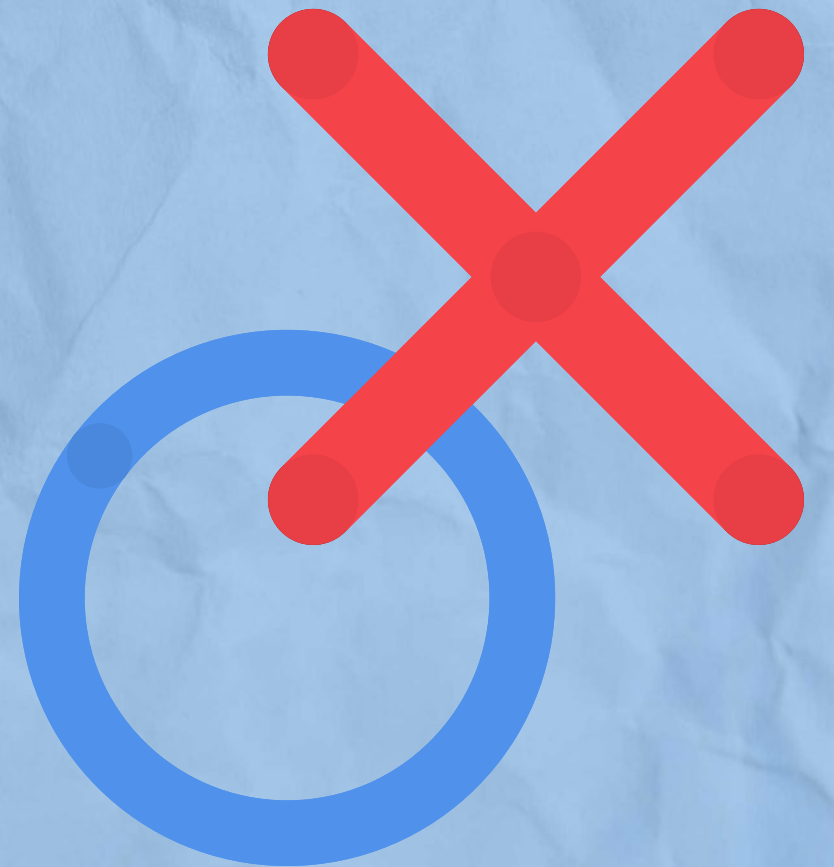
Smith St

S Spartan Dr

Highway 10



04



Community Engagement

APPROACH

The approach to public input for this Plan involved multiple focus group meetings, a large steering committee group, two public open houses, a survey administered at the Mushroom Festival pop-up event, and a statistically valid survey. The kick-off for this project started with a steering committee meeting of 15 people representing a cross section of Richmond's community. They were consulted many times throughout the project to gather information and share their thoughts on the needs and desires of the community. In July 2024, several different focus group meetings were held in person at City Hall with community members, City staff, and stakeholders of Richmond. The public open house allowed residents to come and share their feedback for each of Richmond's parks and amenities that they would like to see implemented. A statistically valid survey was sent to a random sample of households in Richmond, capturing the diversity and demographics of the city, to engage an even larger population of residents and obtain their feedback on their park and recreation system.

IN-PERSON CONVERSATIONS

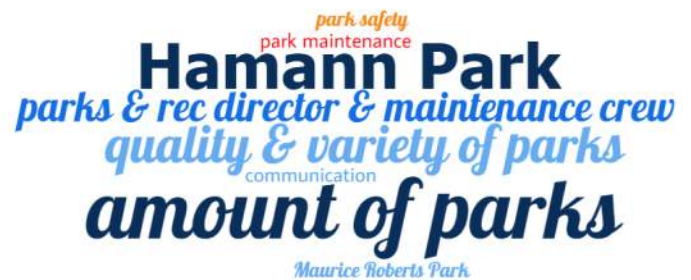
Focus Groups

A series of conversations were held for the span of an entire day and included City staff, business owners, and key stakeholders. Each focus group was guided by a set list of questions. Approximately 15 different community members participated in these discussions. Responses are shown to the right and on the following page using word clouds and pie charts. The larger a word appears in the word cloud, the more frequently it was used.

Open House

A public open house was held in the fall of 2024, at the City Gym. Community members could participate in dot-voting boards for park amenities, write comments on individual park boards, and "spend" \$100 on different investments within the Department's purview. Approximately 38 residents participated in this open house.

What are the **BEST ASPECTS** or **STRENGTHS** of the park system?



What are the **WEAKNESSES** of the park system?



In the next 5 years, should the City focus on **improving existing facilities, build new facilities, or both?**



Are there **areas** of the City without convenient access or **with limited access to parks**? Where?

no
Charles Armour Park
North/northwestern side of town
no adequate park parking
 Southview Park walking trail

If you could select **one priority** for the parks and recreation system, what would it be?

improved ballfields
new park on northeast side of town
 generational amenities
ADA accessibility
pick one park and completely fix it
 condition of restrooms
Maurice Roberts Park
walking/biking connections
improved dog park

In 5 years, what **ONE WORD OR PHRASE** would you like to be able to use to describe the Richmond Parks systems?

plentiful
fun place to play
WOW
 clean & safe

Which **PARKS** do you feel are **most in need** of improvements?

Cevie Due (skate park)
Maurice Roberts
Charles Armour

What types of **park amenities** would you like to see offered that are either currently not in any parks or could be added to other parks?

benches
trail connectivity between parks
 inclusive swings
pickleball
community center *landscaping*
 walking loop with exercise equipment
splash pad
community artwork
multi-generational amenities
rubber play surfacing

How do you **find out about recreation programs and services**? Do you have ideas on how the Department can do a better job in creating awareness?

not sure
 facebook and parks website
Haley (parks director)
don't go looking for it
fliers

Are there any specific **recreation programs** or activities that you **would like to see offered** that are currently not?

programs for disabled
 events in the park (movies, concerts, etc.)
adult co-ed leagues
social activities (puzzles, game nights, walking groups)
free swim nights at Southview Pool
diverse fall youth sports

PERFORMANCE RATINGS

Stakeholder and Focus Group participants were asked to rate the Park System on performance categories listed below from 1 to 5 (5 being the best). The results below show the average rating for each category.

	1	2	3	4	5	
Park Maintenance, Cleanliness, and General Upkeep	★	★	★	★	★	4.27
Marketing & Communication of Programs & Services	★	★	★	★		3.90
Variety of Recreation Programs	★	★	★	★		3.90
Quality of Recreation Programs	★	★	★	★		3.90
Park System Overall as a Whole	★	★	★	★	★	3.55
Distribution of Parks (locations within the community)	★	★	★	★	★	3.55
Park Safety and Security	★	★	★	★	★	3.55
Number and Variety of Community Events in Parks	★	★	★	★	★	3.33
Quality of Park Amenities	★	★	★	★	★	3.27
Parks Amenities Meet the Needs of the Community	★	★	★			3.00
Accessible Amenities for Limited Mobility Patrons	★	★				1.60



STATISTICALLY VALID SURVEY

Purpose

A parks and recreation survey was conducted as part of this master planning effort to provide public input on various aspects of the Richmond parks and recreation system. The results helped to determine park and recreation priorities to aid in the development of this Master Plan. Below are key findings of the survey results. A copy of the full report with more details can be found in the Appendix containing:

- Executive Summary
- Charts & Graphs
- Benchmarks
- Priority Investment Rating (PIR)
- I-S Analysis
- Tabular Data
- Survey Instrument

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Richmond. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails and text messages to the households that received the survey to encourage participation. The emails and texts contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 300 residents. This goal was exceeded, with a total of 312 households completing the survey. The results for the sample of 312 households have a 95% level of confidence with a precision rate of at least +/- 5.4%. This means that if we conducted this survey the same way 100 times, 95 times the results would be +/- 5.4% from what we reported. Survey results are never perfect, but the margin of error is small.

ETC Institute has developed a Priority Investment Rating (PIR) tool that evaluates the investment that should be placed on the amenity or program that residents give the highest importance. The PIR system was developed to identify the facilities, amenities, and programs that should receive the highest priority for future investment. How to analyze the PIR charts:

High Priority Areas (PIR of 100+). A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas.

Medium Priority Areas (PIR of 50-99). A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.

Low Priority Areas (PIR <50). A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

Outdoor Park Amenities

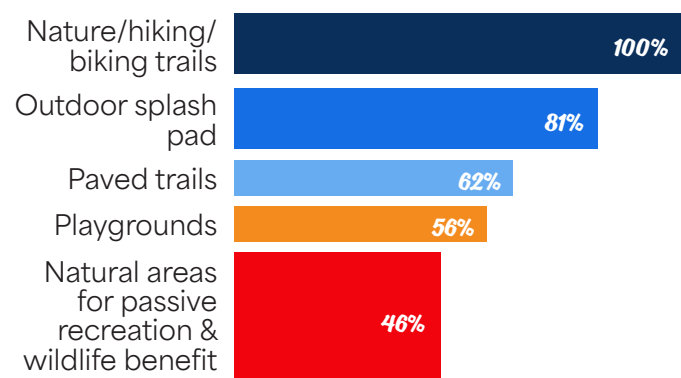
Needs

Respondents were asked to identify their household had a need for 23 park amenities and to rate how well their needs for each were currently being met. The five park amenities with the highest percentage of households that have an unmet need were:

1. Nature/hiking/biking trails
2. Outdoor splash pad
3. Natural areas for passive recreation & wildlife benefit
4. Restrooms
5. Paved trails

Importance

In addition to assessing the needs for each park amenity, ETC Institute also assessed the importance that residents placed on each amenity. Based on the sum of respondents' top five choices, the most important park amenities to residents were:

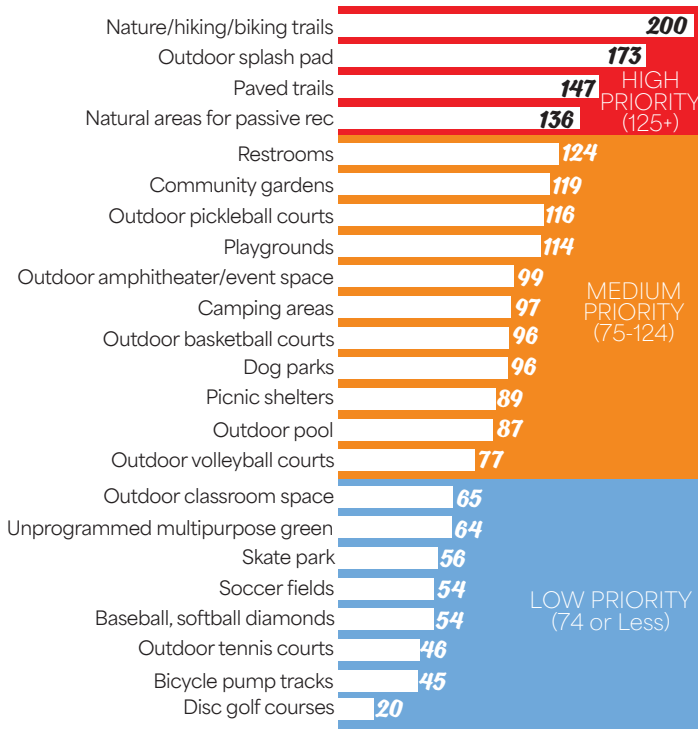


Priorities

Base on the PIR, the following five park amenities were rated as high priorities for investment:

- Nature/hiking/biking trails (PIR=200)
- Outdoor splash pad (PIR=173)
- Paved trails (PIR=147)
- Natural areas for passive recreation & wildlife benefit (PIR=136)
- Restrooms (PIR=124)

The chart below shows the PIR for each of the 23 park amenities that were rated.



Recreation Programs

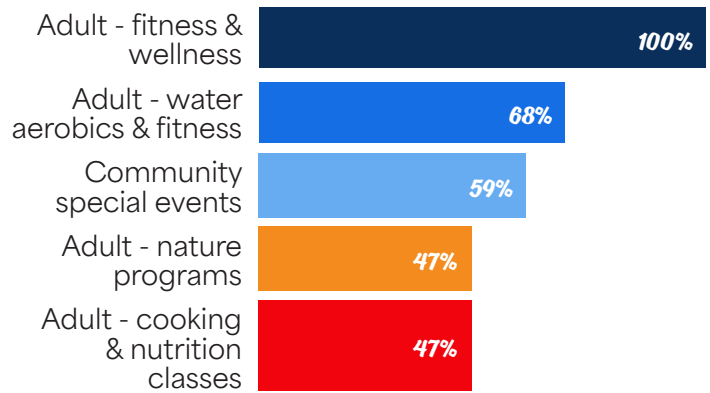
Needs

Respondents were asked to identify their household had a need for 31 recreation programs and to rate how well their needs for each were currently being met. The five recreation programs with the highest percentage of households that have an unmet need were:

1. Adult - fitness & wellness programs
2. Adult - nature programs
3. Outdoor water recreation
4. Community special events
5. Cultural enrichment programs

Importance

In addition to assessing the needs for each recreation program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top five choices, the most important recreation programs to residents were:

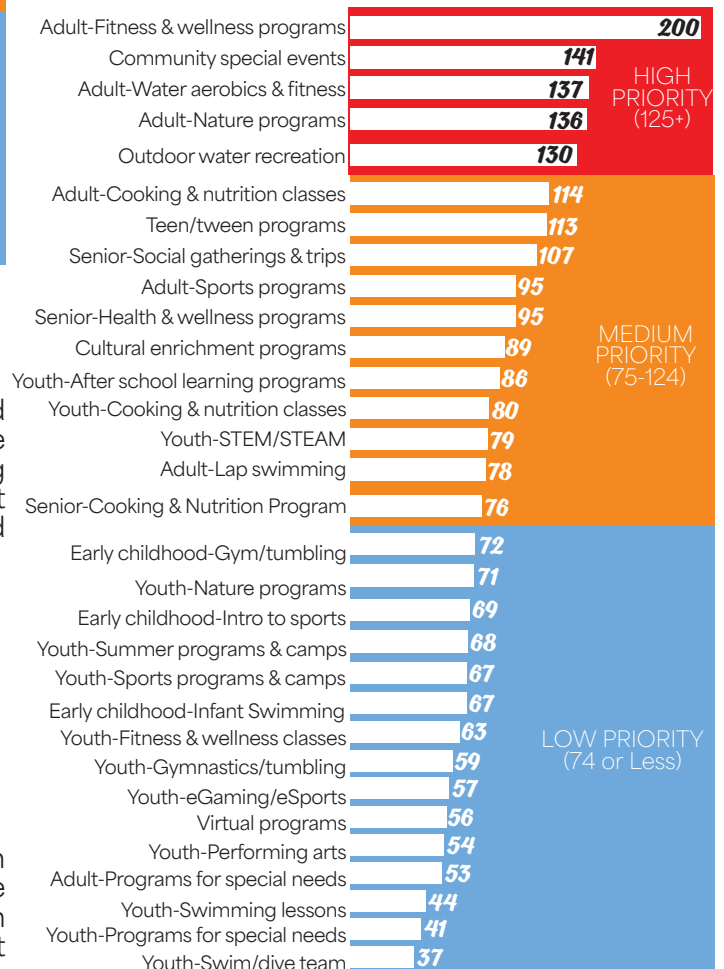


Priorities

Base on the PIR, the following five recreation programs were rated as high priorities for investment:

- Adult - fitness & wellness programs (PIR=200)
- Community special events (PIR=141)
- Adult - water aerobics & fitness (PIR=137)
- Adult - nature programs (PIR=136)
- Outdoor water recreation (PIR=130)

The chart below shows the PIR for each of the 31 recreation programs that were rated.



Recreation Programs

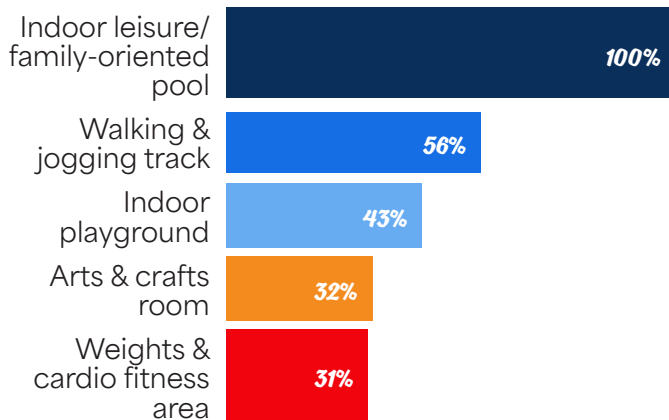
Needs

Respondents were asked to identify their household had a need for 31 recreation spaces and to rate how well their needs for each were currently being met. The five recreation spaces with the highest percentage of households that have an unmet need were:

1. Indoor leisure/family-oriented pool
2. Walking & jogging track
3. Weights & cardio fitness area
4. Indoor playground
5. Learning kitchen

Importance

In addition to assessing the needs for each recreation space, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top five choices, the most important recreation spaces to residents were:

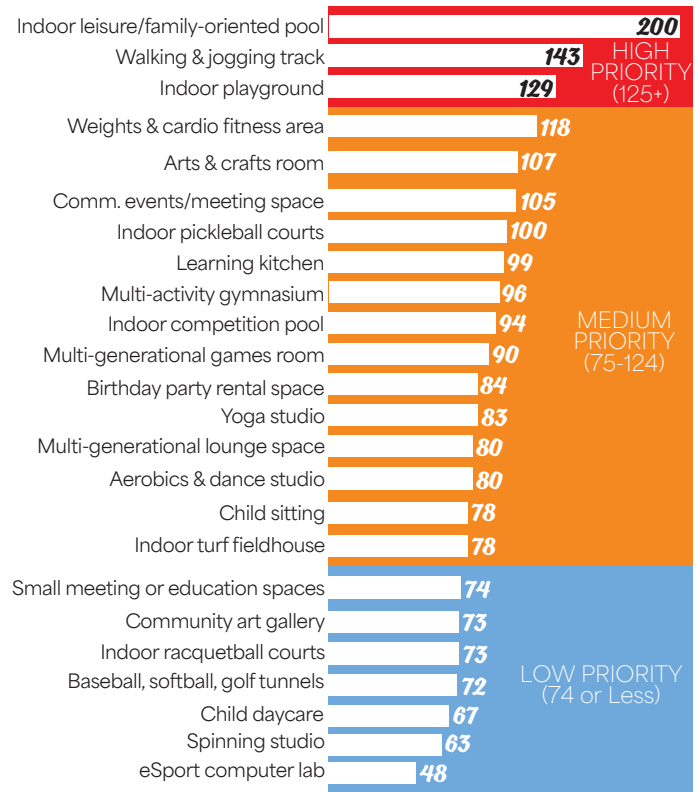


Priorities

Based on the PIR, the following five recreation spaces were rated as high priorities for investment:

- Indoor leisure/family-oriented pool (PIR=200)
- Walking & jogging track (PIR=143)
- Indoor playground (PIR=129)
- Weights & cardio fitness area (PIR=118)
- Arts & crafts room (PIR=107)

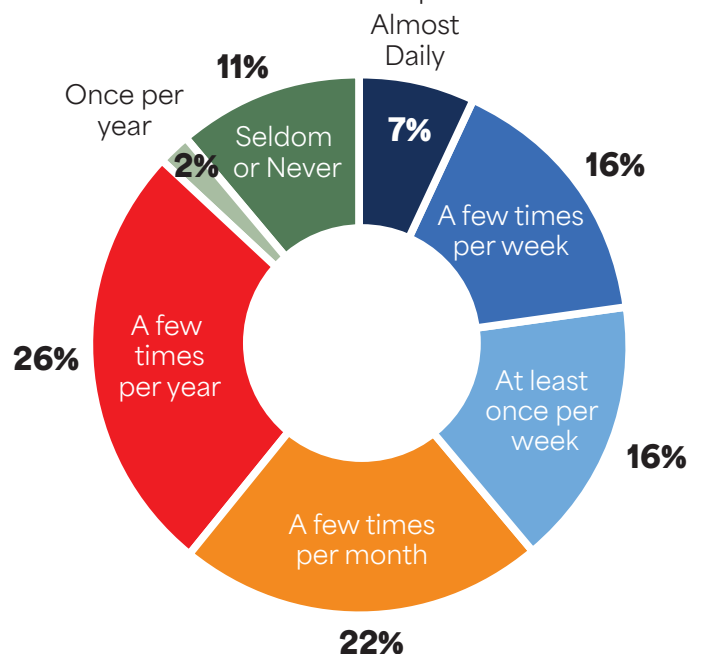
The chart below shows the PIR for each of the 31 recreation spaces that were rated.



Use, Barriers, and Satisfaction

Frequency of Park & Facility Use

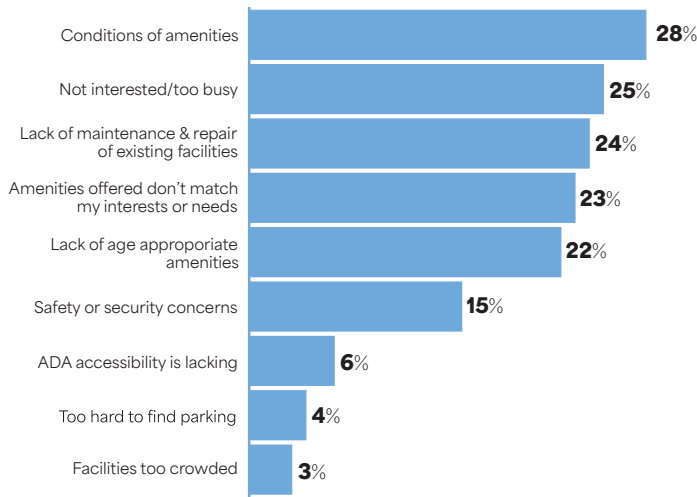
Most respondents (89%) indicated they have at least visited the park system once in the past year. The pie chart below indicates the frequency these households visited Richmond's parks and facilities:



Park and Programming Use Barriers

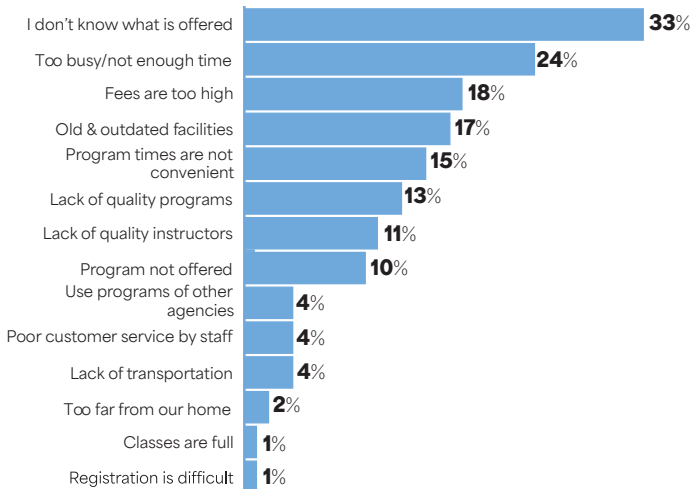
The top three reasons preventing households from using parks or using them more often are:

- Conditions of amenities (28%)
- Not interested/too busy (25%)
- Lack of maintenance & repair of existing facilities (24%)



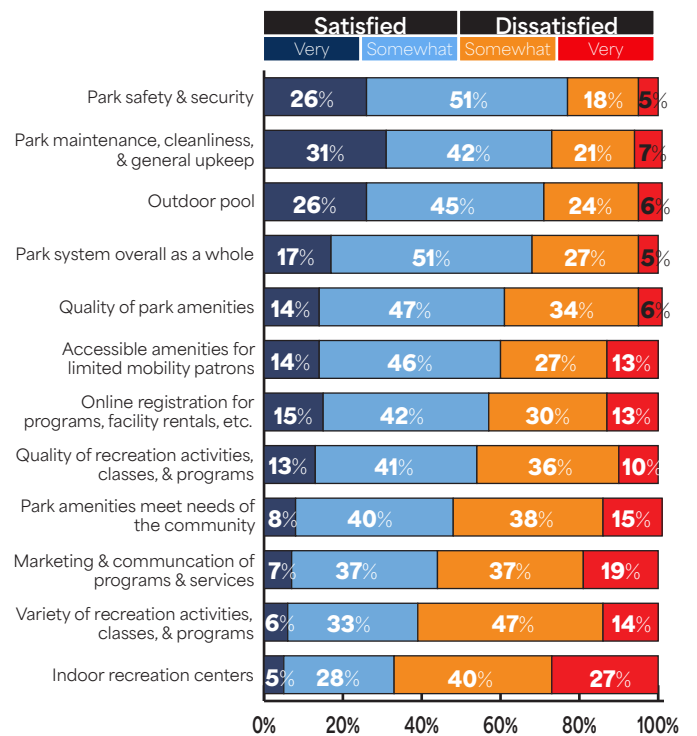
In addition to park barriers, households were asked to identify what reasons prevent them from using recreation activities, classes, or sports programs more often. The top three reasons are listed below:

- I don't know what is offered (33%)
- Too busy/not enough time (24%)
- Fees are too high (18%)

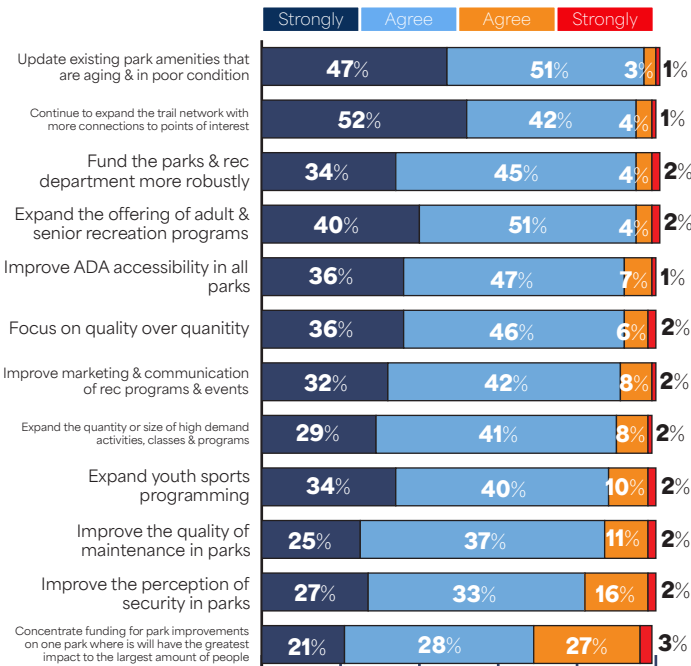


System-Wide Satisfaction

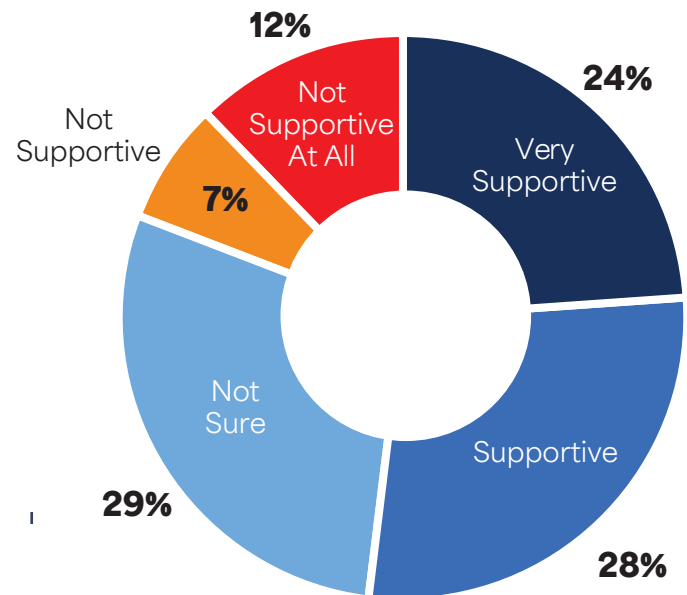
Approximately three-fourths of respondents surveyed (77%) of the respondents surveyed were "very satisfied" or "satisfied" with park safety and security. Other aspects of the park system that were ranked positively include: park maintenance, cleanliness, and general upkeep (73%), outdoor pool (71%), the park system overall as a whole (68%), the quality of park amenities (61%), and the accessible amenities for limited mobility patrons (60%).



Respondents were also asked their level of agreement with the importance of various Parks & Recreation Department priorities over the next 10 years. The chart below shows those responses. Updating existing park amenities is top priority with 98% of participants “agreeing” or “strongly agreeing”.



As part of the survey, residents were asked a question about an increase in the 1/4-cent sales tax and how supportive they would be for a 1/4-cent sales tax. This existing sales tax currently funds the Parks Department. An increase would be used to specifically fund, operate, and maintain improvements to the park system. Just a little more than half of respondents (52%) were “supportive” or “very supportive” of this increase. Another large percentage of participants (29%) were not sure and would most likely need more information before they made a final decision.



Importance-Satisfaction Rating of Parks & Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	I-S Rating	I-S Rating Rank
HIGH PRIORITY						
Maurice Roberts Park & Tennis Courts	33%	1	69%	5	0.1030	1
MEDIUM PRIORITY						
Charles Armour Park	16%	2	53%	7	0.0741	2
Cevie Due Park	10%	3	35%	8	0.0666	3
Southview Pool	8%	4	77%	4	0.0179	4
Southview Park (lake, trails, disc golf)	7%	5	81%	3	0.0144	5
Fire House Park	2%	6	60%	6	0.0088	6
City Gym at City Hall	4%	7	81%	2	0.0081	7
Hamann Park	2%	8	93%	1	0.0014	8

Importance-Satisfaction Rating

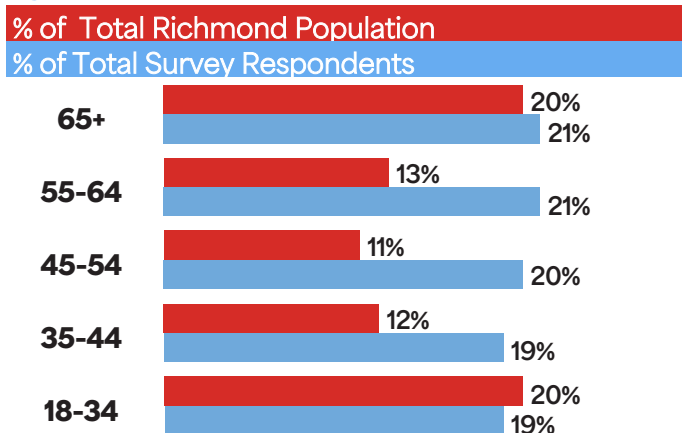
In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each park and facility and the level of satisfaction with each aspect. By identifying the parks and facilities of high importance and low satisfaction, the analysis identified which parks and facilities will have the most impact on overall satisfaction with the parks and recreation services in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in the parks and facilities with the highest Importance Satisfaction (I- S) ratings. Top priorities are:

1. Maurice Roberts Park & Tennis Courts
2. Charles Armour Park
3. Cevie Due Park

RESPONDENT DEMOGRAPHICS

Overall, the demographic makeup of respondents is representative of the City of Richmond. This suggests that the findings of the survey are generally representative of the community as a whole. The charts below and on the following page illustrate the key demographic backgrounds of respondents as well as how they compare to the overall demographic makeup of the city and the latest Census data.

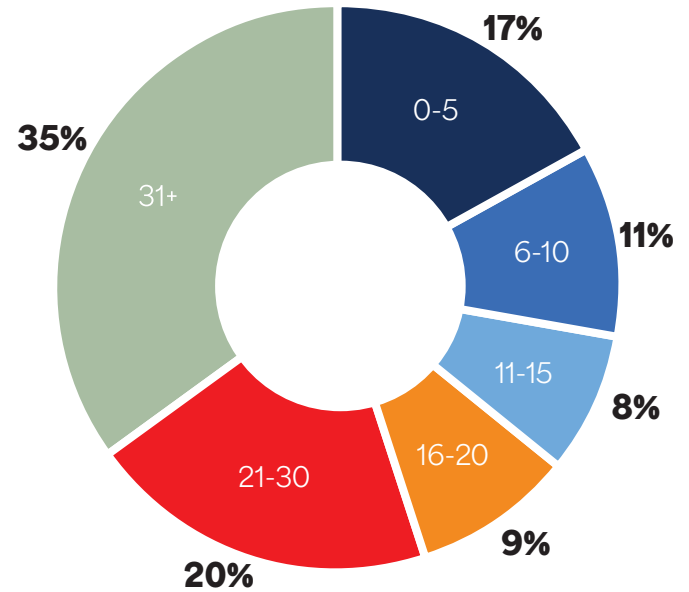
Age of Respondents Compared to City



Gender of Respondents Compared to City

	Male	Female
Survey	49%	51%
City	48%	52%

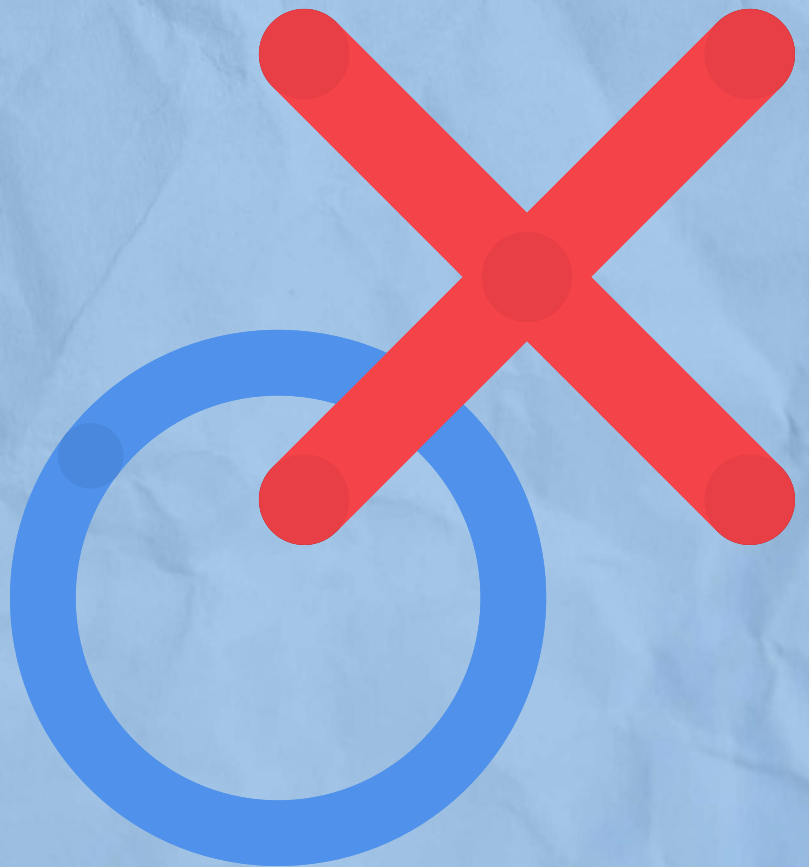
Respondents' Number of Years Lived in Richmond



CONCLUSION

Between the focus groups, steering committee, the open house, and the statistically valid survey, there were approximately 378 people engaged in the master plan public engagement process. Between all engagement efforts, participants were most satisfied with the maintenance, cleanliness, and general upkeep of the park, park safety and security, the variety of recreation programs, and the outdoor pool for the park system as a whole. Top 3 priorities and greatest unmet needs include: (1 from each category: park amenities, recreation programs, and recreation spaces) nature/hiking/biking trails, adult fitness and wellness programs, and indoor leisure/family-oriented pool. Another desired amenity to note is an outdoor splash pad as it was consistently mentioned between all engagement forums. The parks in the most need of improvement are Charles Armour and Maurice Roberts Park. Most respondents stated their reason from using the parks more frequently is due to the condition of amenities and that they are too busy. The greatest prevention of program use is that users do not know what is offered or are too busy. The majority of the community agree that the Park Departments' priorities for the next 10 years should be updating existing park amenities that are aging and in poor conditions, continuing to expand the trail network with more connections to points of interest, and to fund the parks and recreation department more robustly.

05



Action Plan

The purpose of this Plan is to provide a community driven comprehensive Parks Master Plan to guide future development and redevelopment of the City's parks and recreation system. This chapter identifies a set of goals based on community input. Feedback from the Richmond community was gathered in a variety of ways throughout the entire planning process. In total 378 interactions from the community provided guidance on development of this plan. The outreach format and number of participants are listed below:

In-Person Participants:	51
Statistically Valid Survey:	312

Based on the results of the statistically valid survey, the following park amenities and recreation programs were identified by residents as having a high level of priority for future investments. Improvements in these areas are likely to have a positive impact on the greatest number of households:

Park Amenities:

- Nature/hiking/biking trails
- Outdoor splash pad
- Paved trails
- Natural areas for passive recreation & wildlife benefit
- Restrooms

Recreation Programs:

- Adult-Fitness & wellness programs
- Community special events
- Adult-Water aerobics & fitness
- Adult-Nature programs
- Outdoor water recreation

Recreation Spaces:

- Indoor leisure/family-oriented pool
- Walking & jogging track
- Indoor playground
- Weights & cardio fitness area
- Arts & crafts room

The following pages identify goals and tasks of the department for the next 10 years. These goals are driven by input obtained primarily from residents, City staff, Richmond Park Board, and the professional recommendations from the consultant team.

While described separately, these goals build on and support each other. Future allocation of resources towards these endeavors should be commensurate with the growth of Richmond and the interests of its citizens. The following goals are explained in more detail on the next few pages:

1. Update existing amenities that are aging & in poor condition & Improve ADA Accessibility in all parks.
2. Continue to expand trail connections to points of interest
3. Fund the parks and recreation department more robustly
4. Continue to enhance operations & programming.
5. Add new quality park amenities & investigate park system expansion opportunities.



Goal #1: UPDATE EXISTING AMENITIES THAT ARE AGING & IN POOR CONDITION & IMPROVE ADA ACCESSIBILITY IN ALL PARKS

The #1 system-wide priority identified by the community is to update existing park amenities that are aging and in poor condition. It is an inevitable constant that upgrades to park facilities and amenities are needed. Safety, citizen interests, and degradation of facilities over time are all factors, among others, that influence the need for updates to existing facilities, amenities, and services. Below is a list of key park amenities prioritized by their

need for improvements. Replacements and repairs should be staggered over the years to spread out future depreciation.

Ensuring accessibility for all is a top priority expressed by residents. Continue to improve park infrastructure to improve access to all park amenities. This may include adding or replacing ADA parking stalls, paved sidewalks and inclusive play features.

High

Charles Armour

- Restroom
- Picnic Shelter
- Playground

Maurice Roberts

- East Shelter
- Playground (2-5 year olds)
- Playground (5-12 year olds)
 - Sand Volleyball Court

Southview

- Playground (2-5 year olds)
 - Pool

Medium

Cevie Due

- Skate Park

Charles Armour

- Dog Park
- Restrooms
- Baseball/Softball Field
 - Horseshoe Pits

Maurice Roberts

- South Shelter
- Playgrounds & Swings

Low

Cevie Due

- Basketball Court

Firehouse Park

- Playground

Hamann Park

- Playgrounds
- Picnic Shelters

Maurice Roberts

- Restrooms & Concession
 - Tennis Courts

Southview

- Disc Golf Course

Charles Armour Restroom



Cevie Due Skate Park



Maurice Roberts Tennis Courts



Goal #2: CONTINUE TO EXPAND TRAIL CONNECTIONS TO POINTS OF INTEREST

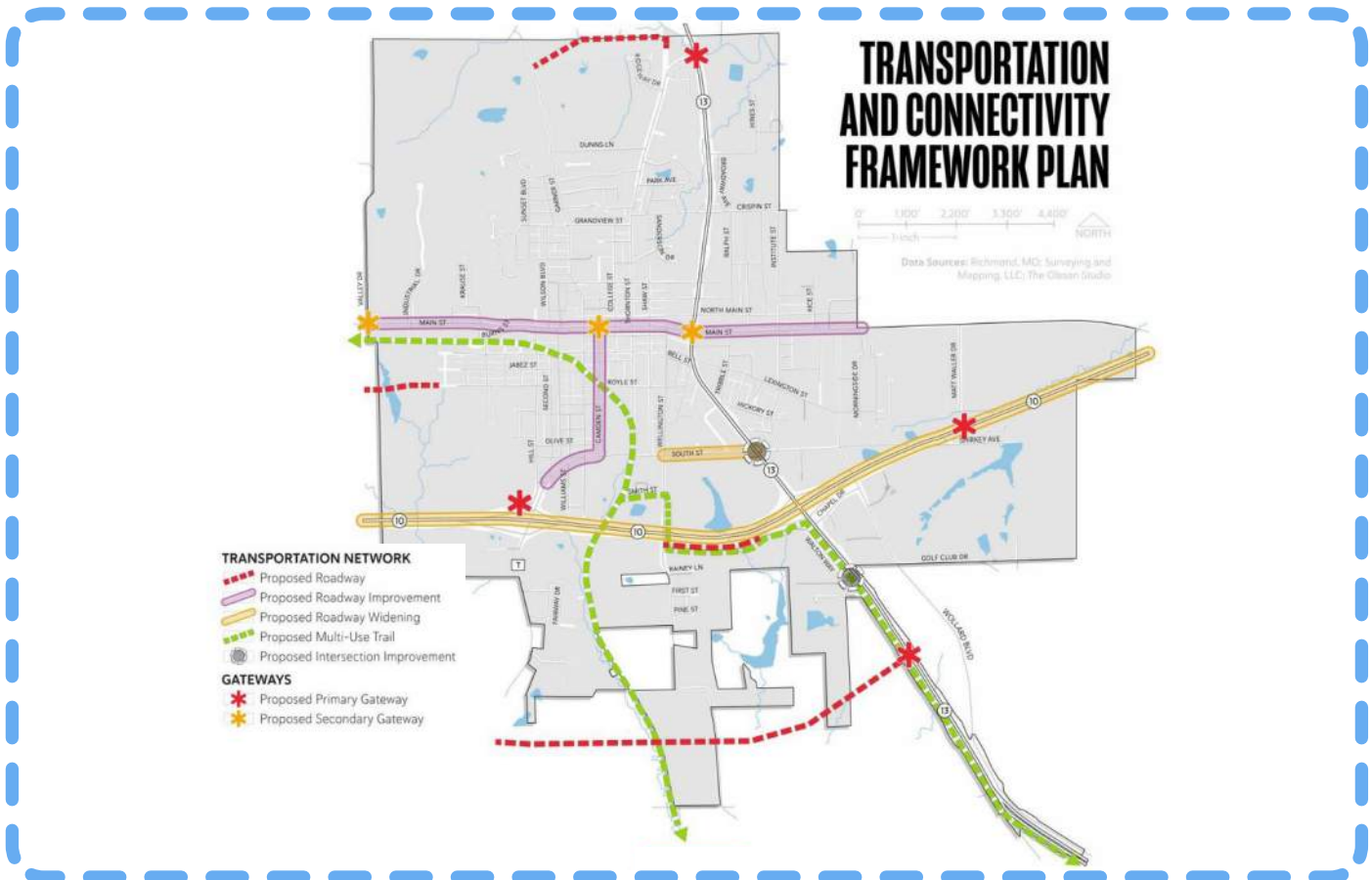
The #2 system-wide priority identified by residents is to continue to expand the trail network with more connections to points of interest.

1. Consider developing a trails master plan that takes a deeper dive into developing the feasibility and implementation of a trail network throughout the city.
2. Within the trails master plan, establish a set of trail typologies, locate where each trail type will be installed, then determine cost implications and phasing.
3. Communicate regularly with the planning and public works departments to identify city projects such as major road or stormwater improvements that can implement portions of the trails master plan.

The Richmond Comp. Plan, adopted in 2022, identified the goals below related to expanding trail connections. To the right is a list of specific tasks included in the plan that could improve pedestrian connectivity.

- Goal 4.6: Increase multi-use trail connectivity.
- Goal 5.3: Connect parks, pathways/trails, and recreational facilities.

- Sidewalk repair and/or addition along Camden Street.
- Realign the roadway at Spartan Drive and Walton way to better manage vehicular and pedestrian traffic to improve accessibility.
- Add and improve marked and specialized pedestrian crossings at each corner of Spartan Drive and East South Street intersection as it is near pedestrian destination points. These points include: Richmond High School and Middle School, Southview Park, Harps, Dollar Tree, and McDonald's.
- Construct a service road from Walton Way to Wellington Street that includes pedestrian infrastructure or a multi-use trail alignment for safe access.
- Repurpose the underutilized and abandoned railroad corridor for a rails-to-trails conversion to support a multi-use path.
- Construct trails in the right-of-way wherever possible as multi-use trails separate from vehicular traffic, such as MO-13.
- Pedestrian facilities should be considered whenever possible, especially around destination points such as parks, schools, grocery stores, retail, restaurants, faith establishments, and other gathering places.



Goal #3:

FUND THE PARKS & RECREATION DEPARTMENT MORE ROBUSTLY

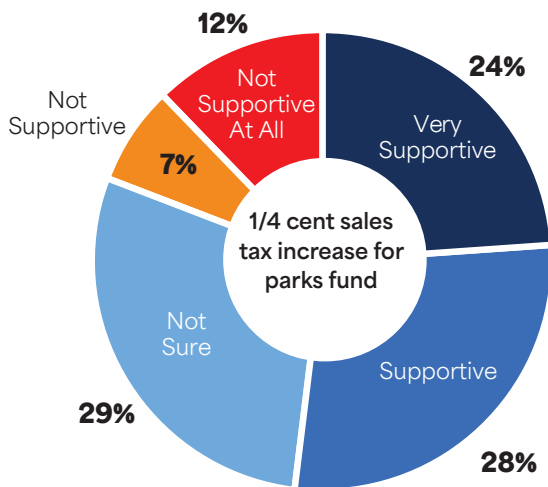
Goal #4:

CONTINUE TO ENHANCE OPERATIONS & PROGRAMMING

The statistically valid survey, taken only by tax paying residents, indicated strong support and desire from the community to fund the Department more robustly. The survey question asked,

“How supportive would you be of increasing the existing ¼-cent sales tax that currently funds the Parks Department by an additional ¼-cent to specifically fund, operate, and maintain improvements to the park system? Sales tax is collected on goods and services purchased in the city and is NOT a property tax.”

52% of survey respondents said they were supportive to very supportive. Another 29% were unsure which is likely due to the fact that they don't yet know specifically what the increased funding would go towards. Only 19% said they were not supportive.



1. Continue to work with City Council and the City Administrator to increase the funding levels for Parks & Recreation sufficient to support and sustain the goals of this Plan.
2. Consider ballot language and appropriate timing to ask the public for a sales tax increase. The survey results suggest it may have a good chance if the public is informed about the specific improvements it will fund.
3. Continue to pursue grant opportunities such as the Land and Water Conservation Fund (LWCF) to fund improvements.

As a result of meetings with staff, program data review and analysis, the statically valid survey, and other community engagement efforts, the Department does an outstanding job of operating and programming for Richmond. There are always areas for improvement and the consulting team recommends the following actions for the Department:

- Expand the offering of adult & senior recreation programs. This action was the #4 priority in the survey.
- Complete a study of feasibility to pursue a new recreation center to expand and provide new recreation programs to meet the established community demand. As indoor recreation facilities are added to the City's amenities, the existing recreation center should be reviewed and updated for potential uses.
- Adopt a cost recovery goal and philosophy for all fee-based programs, activities, and special events.
- Improve the balance of program life cycle as new and trending programs are added without deleting current successful programs.
- Expand partnerships beyond sponsorships to assist in the actual implementation and operations of the programming.
- Grow programs focusing on specific cultural experiences and/or celebrations.
- Seek additional partnerships to add to the sponsorships would be advantageous to the Department in as aspects of operations and programming.
- Continuously engage the community in providing their opinions on program offerings, convenient times, and locations and implement.
- Increase the quality of instructors and programs.
- Consider targeting geographical areas with low participant reach.
- Increase marketing and promotion of programs and special events.
- Review the programming life cycle of each program to establish decommissioning or rejuvenation plans for the program portfolio.

Goal #5: ADD NEW QUALITY PARK AMENITIES & INVESTIGATE PARK SYSTEM EXPANSION OPPORTUNITIES

Residents identified quality park amenities and ADA accessibility as top 5 priorities. Based on community feedback, 9 amenities were determined to be high priority investment opportunities. The list below identifies amenities and park locations where amenities are most needed or could be considered.

To ensure the long-term sustainability and enhancement of the parks system, a proactive land acquisition strategy is imperative. This action plan necessitates the initiation of a site assessment to identify potential locations for future park expansion, including, but not limited to, the development of a new aquatic facility and a comprehensive sports complex.

Picnic Shelters

- Cevie Due Park
- Charles Armour Park
- Firehouse Park

Nature/Hiking/Biking Trails

- Charles Armour Park
- Hamann Park

Paved Trails

- Cevie Due Park
- Charles Armour Park
- Maurice Roberts Park
- Southview Park

Accessible Play Equipment

- Charles Armour Park
- Maurice Roberts
- Hamann Park
- Maurice Roberts Park
- Southview Park

Splash Pad

- Hamann Park

Pickleball Courts

- Charles Armour Park
- Maurice Roberts Park

Paved Parking Lots

- Cevie Due Park
- Charles Armour Park

Family Games

- Maurice Roberts Park

GENERAL CAPITAL COSTS

The following is a list of planning level costs to install typical park amenities. This table can be used as a reference to evaluate and budget for new improvements. Costs assume product and installation by a contractor. Where the City has the capacity to install amenities themselves, costs may be much lower. The City can also save costs by purchasing equipment and materials directly through cooperative purchasing companies. Operational and maintenance costs are not included but should also be considered.

PARK AMENITY	BUDGET COSTS
Picnic Shelter	\$85-\$100/sq. ft.
Playground (w/o surfacing)	\$50-\$100/sq. ft.
Playground Surfacing	\$15-\$35/sq. ft.
Basketball Court	\$25-\$30/sq. ft.
Pickleball Court	\$25-\$30/sq. ft.
Paved Trail (8'-10' wide)	\$100-\$125/LF
Hiking Trail (earth)	\$3-\$5/LF
Hiking Trail (mulch)	\$5-\$7/LF
Pedestrian Bridge	\$1,000-\$1,200/LF
Benches, Picnic Tables, Trash Receptacles	\$1,200-\$3,000 Each
Drinking Fountain	\$8,000 Each
Prefabricated Concrete Restroom (Small 2 unisex rooms; not including utilities)	\$125,000 - \$175,000
Seeding (cool season)	\$3,500/Acre
Seeding (natives)	\$5,000/Acre
Shade Trees (2" cal. b&b)	\$500 Each
Flowering/Fruit Trees (2" cal. b&b)	\$400 Each
Concrete Cornhole Set	\$1,500-\$2,000
Connect 4 Outdoor Game	\$6,000-\$6,500
Ladder Toss Outdoor Game	\$1,000-\$2,000
Ping Pong (outdoor)	\$6,000-\$6,500

CAPITAL NEEDS BY PARK:

The following opinion of costs were determined based on recommendations for each park and is provided for reference in determining annual budgets and future capital improvement plans.

A Short-Term:	\$1,590,500
B Mid-Term:	\$1,520,000
C Long-Term:	\$1,363,500
Total Needs:	\$4,474,000
Annually (10-Years):	\$447,400

CEVIE DUE PARK **\$494,000**

B	New post-tension basketball court	\$80,000
C	New shelter (24'x36')	\$75,000
C	Paved loop path (6' wide)	\$43,500
C	Asphalt parking lot (16 stalls)	\$10,000
C	Pickleball courts (x3)	\$120,000
C	Prefabricated restroom (20'x26')	\$80,000
C	Skate park expansion	\$80,000
C	Shade tree (x14)	\$5,500

CHARLES ARMOUR PARK **\$1,198,500**

A	Asphalt parking lot (106 stalls)	\$185,500
A	New shelter (24'x36')	\$75,000
A	Prefabricated restroom (20'x26')	\$80,000
A	Playground with surfacing	\$400,000
B	Ballfield renovation (backstop and skinned infield)	\$250,000
B	Paved path (6' wide)	\$65,000
C	Pavement	\$70,000
C	Family games (corn-hole, ladder toss, etc.)	\$6,000
C	Dog park renovations (fencing, double gate entrance)	\$50,000
C	Creek bridge	\$10,000
C	Nature path (mulch)	\$7,000

FIREHOUSE PARK **\$266,000**

B	Playground with surfacing	\$250,000
C	Decorative fencing	\$10,000
C	Sidewalk connection	\$5,000
C	Shade tree (x2)	\$1,000

HAMANN PARK **\$699,500**

B	Expanded playground	\$300,000
C	Splash park	\$350,000
C	Nature path (mulch)	\$7,500
C	Paved walk connection	\$12,000

MAURICE ROBERTS PARK **\$1,573,000**

A	Veteran's Memorial	\$500,000
A	Paved loop path (6' wide)	\$350,000
B	Playground with surfacing	\$500,000
B	New shelter (24'x36')	\$75,000
C	Asphalt parking lot (81 stalls)	\$98,000
C	Fitness court (20'x20')	\$50,000

SOUTHVIEW PARK **\$280,000**

C	Paved path connection	\$80,000
C	Renovated playgrounds	\$200,000