

**City of Richmond, Kentucky  
Richmond Parks and Recreation  
2014 Master Plan**

**A Report to:**

**Mayor Jim Barnes**

**City Manager Jimmy Howard**

**City Commissioners**

**Donna Baird, Robert Blythe, Laura King & Jim Newby  
Richmond Parks and Recreation Board**

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Richmond, Kentucky**



*Welcome To*  
**RICHMOND**  
*Kentucky*

*Richmond is a beautiful city and I think enhancing what we currently have and adding more parks shows the pride we have for our community. Having a nice parks and rec system reflects how we are as a community. The current state of our parks is less than stellar, and I know we can do better. Richmond has a strong sense of community, and we need to make sure that is reflected in our parks not only for locals but visitors as well* (author anonymous, response to Q38).

## ACKNOWLEDGEMENTS

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## Executive Summary

Richmond Parks and Recreation (RPR) is responsible for serving thousands of people per year through various activities at their seven properties throughout the City of Richmond. People come to RPR parks and events to enjoy the outdoors, commune with friends and family, and get away from the everyday hustle and bustle of work. The human element of parks and recreation management cannot be ignored, and effective management requires information about people's perceptions, attitudes, and beliefs regarding management actions needed to meet the public's needs and desires. Through the collection of information from the citizens of Richmond regarding current and potential management actions and current use patterns, managers can balance public input with the wise use of limited resources.

From February 19 through May 1, 2014, a study was conducted of Richmond citizens by surveying the public through many different avenues, and inviting them to complete a questionnaire. A total of 1,012 members of the public began the survey with various response rates depending on the question (participants for the online survey could skip questions if they desired). Lake Reba is the most utilized park in the system, with the others getting limited and sporadic use. Community members were mostly happy with the quality of the parks and support the inclusion of more facilities into the system. Richmond parks are frequented to have fun and to spend time with family and participate in such activities as walking, jogging, going to playgrounds, relaxing and spending time at Paradise Cove.

Respondents felt that more money should be allocated to RPR. Facilities cited the most as needing a definite upgrade are as follows:

- Restrooms (35%)
- 2<sup>nd</sup> Street Rec Center (31%)
- Ball fields (24%)

Many other facilities were perceived to need some upgrades including:

- Picnic shelters (57%)
- Restrooms (55%)
- Playgrounds (53%)
- Concession Areas (46%)

The majority of respondents (75%) were in favor of an indoor recreation facility with basketball courts, walking track and an indoor swimming pool being identified as the largest need. One-third of the respondents stated that there was the most need for a new park on the north end/exit 90 area. The majority of respondents were satisfied with the services and facilities provided by RPR. Most people were in clear agreement that funding for parks and recreation programs and facilities is a good investment for Richmond with close to 90% agreeing or strongly agreeing with this statement. Most people also agreed or strongly agreed that high quality parks and recreation facilities and programs are important to Richmond. Programs and facilities most needed according to the respondents are as follows:

- Walking Trails (93%)
- Bike Trails (92%)
- Nature Trails (91%)
- Paddleboat Rentals (89%)
- Canoe/Kayak Rentals (87%)
- Picnic Shelters (86%)
- Passive Parks (86%)
- Playgrounds (84%)
- Greenway Corridors (81%)
- Teen Center (80%)
- Greenspace (undeveloped park land) (79%)
- Girl's Softball Fields (79%)

Questions 17 and 18 aimed to solicit the level of support for an indoor recreation facility in Richmond. Those in favor of a facility (75%) felt there was a strong need for an indoor walking/running track (74%), basketball/volleyball courts (70%), an indoor pool (67%), a fitness center (65%), and an indoor playground (60%).

The majority of respondents (62.62%) are in favor of parks being 100% tobacco free.

Question 11 indicated that the future growth of parks according to area preference: North End (33.58%); South End/Duncannon Area (21.30%); Tates Creek Road Area (13.28%); Downtown (11.78%).

### **Deficiencies in Parks and Recreation**

- ❖ Given benchmark comparisons it is evident that the number of Department employees should be increased. Professionally trained and educated personnel in the areas of business management, therapeutic recreation, special events, teenagers, and senior citizens should be considered (see Table 4). The number of full time staff, non-maintenance positions, indicates Richmond has significantly fewer employees:
  - Frankfort, Kentucky: 6 staff
  - Elizabethtown, Kentucky: 9 staff
  - Georgetown, Kentucky: 17 staff
  - Bowling Green, Kentucky: 17 staff
  - Paducah, Kentucky: 8 staff
  - Westerville, Ohio: 10 staff
- ❖ The only indoor facility operated by the City is the Richmond Recreation Center located on 2<sup>nd</sup> Street. This facility is sorely lacking in designated activity space; essentially this Center is designed for administrative offices and meeting space. The one gymnasium is woefully inadequate for programmed activity. Further, the gymnasium is in such poor repair that it is

currently closed for usage. This lack of public indoor gym space severely limits year-round recreation and leisure activity.

- ❖ Several facility deficiencies based on national standards include: playgrounds (-7); tennis courts (-16); skatepark (-2); indoor basketball (-6 courts); outdoor basketball (-12.5 courts); volleyball (-11 courts); youth softball (-3 fields); adult softball (-7 fields); unpaved trails (-8.65 miles); paved trails (-1.65 miles); picnic shelters (-3); and swimming pools (-2).
- ❖ Parks are not distributed well in the City. The northern end of the community as well as the Duncannon annexation need park areas. In addition, neighborhood parks were identified as a recommendation in the City of Richmond's 2011 Comprehensive Plan (Goal 7, Objective 1). Given the projected population increases, the City should develop an additional community park, thus surpassing the projected total park acreage deficit of 2020 (see Table 2). Additional neighborhood parks would add to the quality of life of Richmond residents while maintaining consistency with the City Comprehensive Plan.
- ❖ While the Department has made strides in the provision of programs for people with disabilities including Special Olympics programming, a full-time Certified Therapeutic Recreation Specialist should be hired to further enhance this program.
- ❖ Environmental Education is noted as a programming deficiency area. Camp Catalpa Park should be developed to focus on environmental education to include natural trails, removal of invasive species, bird-watching, self-guided environmental education as well as programmed environmental education programs and classes. The Department is encouraged to partner with 4H, Eastern Kentucky University, and Kentucky Department of Fish and Wildlife in program delivery. In addition, invasive species removal and poison ivy eradication should occur immediately at Camp Catalpa.
- ❖ Department and recreation program marketing needs considerably more dedicated funding (69% of the respondents indicated that programs were not advertised enough; 30% of comments from question 27 referenced not even being aware that Camp Catalpa exists). Many respondents were not at all familiar with the majority of parks aside from Lake Reba and Irvine McDowell.
- ❖ Richmond currently has a deficiency of 48.52 acres for parks based on national standards (standard = 199; current park acreage = 150.48). Richmond currently has 7 parks. Benchmark analysis indicates that the number of parks in Richmond is deficient, with a benchmark range of 9 to 30 parks per city. The mean number of parks is 18:
  - Frankfort, Kentucky: 9 parks (population 27, 570)
  - Elizabethtown, Kentucky: 9 parks (population 29,335)
  - Georgetown, Kentucky: 11 parks (population 30,271)
  - Bowling Green, Kentucky: 18 parks (population 60,000)
  - Paducah, Kentucky: 28 parks (population 25,048)
  - Westerville, Ohio: 30 parks (population 37,073)
- ❖ Targeted programming for senior citizens is lacking. Expanding the Senior Citizen Center would rectify this inadequacy, as well as the City taking over the daily operation. This Center does not have any full-time staff and pales in comparison with similar Kentucky municipalities<sup>7</sup> such as Frankfort. The Frankfort, Kentucky Senior Activity Center has seven (7) full time staff

servicing on average 100 seniors per day. This type of facility should be staffed with recreation educated professionals, and ideally a Certified Therapeutic Recreation Specialist (CTRS).

## **Vision and Future Direction of Richmond Parks and Recreation**

### **Parks and Facilities**

- ❖ Focused attention to the types of recreation facilities most in demand based on this master plan data: Walking Trails (93%); Bike Trails (92%); Nature Trails (91%); Paddleboat Rentals (89%); Canoe/Kayak Rentals (87%); Picnic Shelters (86%); Passive Parks (86%); Playgrounds (84%); Greenway Corridors (81%); Teen Center (80%); Greenspace (undeveloped park land) (79%); Girl's Softball Fields (79%).
- ❖ Add Paddleboats/Canoe rentals at Lake Reba.
- ❖ Develop a girl's softball field complex at Lake Reba utilizing the existing adult softball fields. Current field space should allow for program growth as well as practice space. Remove the ballfields at Irvine McDowell Park, and create a more passive park area to include maximizing greenspace. It is imperative that a landscaped barrier be erected to physically divide the adult softball fields from the girl's softball fields as per multiple parent concerns reported in the needs assessment survey. Moving girl's softball to Lake Reba will require a new multi-purpose restroom/concessions/storage building.
- ❖ Expanding parks in underserved areas of the City. Acquisition of additional park space for new parks as the population continues to grow. Partner with the County to develop park space in the Duncannon area. This recommendation is consistent with City of Richmond's 2011 Comprehensive Plan (Goal 7, Objective 1 & 2).
- ❖ Build a large-scale park (25-50+ acres per national standard) to rectify serious facility deficiencies including: youth sports practice fields, youth soccer complex, tennis courts, basketball courts, shelters, playground and skatepark. Long-range add a BMX track at this park to create an adventure activity area (along with skatepark). Such facilities have strong potential to become a regional destination. One potential area is off Duncannon because the City currently owns 187 acres of land that would be a good location given I-75 access. It is noted that such a location, while affording easy interstate access thus economic potential, does present an access issue given the distance from Richmond. A more centralized location would of course suffice for development of this type of park.
- ❖ Build a skatepark in Richmond. The ideal location would be downtown in order to maximize accessibility. However, locating this facility adjacent to other adventure type facilities is also preferable. A steering committee partially comprised of skateboarders of various ages should steer the design and development of this facility. This facility need was identified by 75% of survey respondents; it is noteworthy that this type of facility can be polarizing thus the percentage in favor of a skatepark is deemed very significant. Location of a skatepark can also be problematic with area neighbors frequently raising concerns.

- ❖ Explore creation of a BMX Track in Duncannon area. This type of facility has significant economic impact potential for the City of Richmond. The popularity of BMX racing is increasing; USA BMX has grown to over 70,000 members, and had 650,000 participants compete in nearly 13,000 events in 2013 (PRB, February 2012). For additional information visit [www.usabmx.com](http://www.usabmx.com)
- ❖ Create additional neighborhood parks. Cooperate with subdivision developers to place parks or green space in these developments. This recommendation is consistent with City of Richmond's 2011 Comprehensive Plan (Goal 7, Objective 1 & 2).
- ❖ A system of greenways and hiking/bike paths developed to link the parks, schools, neighborhoods and green spaces throughout the City. This recommendation is consistent with City of Richmond's 2011 Comprehensive Plan (Goal 7, Objective 3).
- ❖ Revitalization of Camp Catalpa and acquire additional natural areas to compliment Camp Catalpa. Removal of invasive species, eradication of poison ivy, add environmental education programming and self-guided elements, and positively alter perceptions of an unsafe park.
- ❖ Erect a bridge connecting Lake Reba Recreational Complex with Camp Catalpa Park. Such connectivity results in (1) enhanced perceptions of safety at Camp Catalpa, (2) increasing trails thus reducing deficiency per national standards; (3) creation of handicapped accessible natural areas.
- ❖ The Master Plan survey results are consistent with a future multi-use path system with walking trails (93%), bike trails (92%), and nature trails (91%) identified as the most need in the Richmond community. Connecting such multi-use systems with greenway corridors also received strong support (81%). The City of Richmond's 2011 Comprehensive Plan, page 34, states, "A system of multi-use paths can reinforce a pedestrian environment and provide outdoor recreation for residents. Through input gathered from the Steering Committee and public, there was a large desire to make Richmond more pedestrian and bicycle friendly. As a result, a multi-use path system was developed to connect destinations and favorable routes for non- motorized traffic movement. This system would include, ideally, a ten to twelve foot path along Lexington Road, Main Street, Irvine Road, Lancaster Avenue, Tates Creek Avenue and portions of Eastern Bypass. Where there is limited rights-of-way, such as downtown, the path width could be reduced. In addition, the careful planning of safe pedestrian crossings would improve safety for users."
- ❖ Beautification projects (City of Richmond's 2011 Comprehensive Plan, goal 7, objective 7) should include additional landscaping or park spaces as well as uniform signage reflecting the Department's new logo. Funding for such landscaping projects could be in the form of a Family Tree Program (see Additional Funding Sources, page 96).
- ❖ Development of an indoor community recreation center allowing for year-round recreation and leisure opportunities. Such a center could include designated space for a senior citizen and teen center. Gym space is of paramount importance for such a center; outdoor play space would be a desirable element of such a center.

## Recreation Programming

- ❖ Focused health and wellness partnerships and programming. Richmond could become a benchmark for the Commonwealth for health and wellness if partnerships were nurtured and programming expanded. For example, the Frankfort Senior Activity Center delivers programs such as Yoga, Tai Chi, Arthritis Exercise, and Ballroom Dancing. These types of programs should be delivered to all cohorts and staffed exercise programs initiated in the parks and throughout the community. The Department is encouraged to initiate partnerships with Baptist Health, Madison County Health Department, Eastern Kentucky University College of Health Sciences and other health oriented agencies in the community.
- ❖ Increase level of programming via facilitation role. A primary goal of a municipal recreation department should be facilitating social connectivity; this can be achieved by facilitating program expansion with current community resources. For example, Palisade, Colorado established interest groups for hiking, gardening, bird watching, star-gazers, dog lovers and disc golfers.
- ❖ Enhance programming for youth (City of Richmond’s 2011 Comprehensive Plan, goal 3, objective 3); bring recreation programming to neighborhoods. Consider the following comment from a master plan respondent: “I am fairly sure it was the park and rec program that I remember coming to my neighborhood when I was young. It was a summer program. People came to the park area in Robinson Terrace and we played games, had crafts, made stone soup and fun stuff like that. That was the best thing ever because we didn’t have money or a car so we weren’t able to do things like summer camps. I would love to have something like that for my children. It’s hard because on paper we make too much money to qualify for income based programs, but in reality I can’t afford most activities my children are interested in doing. It would be great to have something reasonably priced for them to get involved in. It would also be great if they were later in the evening or weekends for us 8-5 working parents.”
- ❖ Expand recreation opportunities for senior citizens to include expanding the Senior Citizen Center. This recommendation is consistent with the City of Richmond’s 2011 Comprehensive Plan (Goal 3). While the Richmond **Senior Citizens Center** is not under the purview of Richmond Parks and Recreation, it is recommended that such an operation fall under the auspices of this department given the 75% of respondents indicating that a new senior center be built. Such a facility could become an element of a multi-use indoor recreation center, which is preferable in order to maximize resources as well as develop intergenerational programming. The City of Richmond should explore a partnership recreational facility with the Telford YMCA, Baptist Health, and other local wellness partners.
- ❖ Expand special events including outdoor theatre, concerts, social and cultural programs and festivals. An overwhelming majority of Master Plan survey respondents favor such program enhancements. However, it is noted that such program expansion is not feasible with current staffing levels. This recommendation is consistent with City of Richmond’s 2011 Comprehensive Plan (Goal 3, Objective 8).

## Staffing

- ❖ The Department currently operates with a significant staff shortage. Additional full-time staff positions that should be added during this master plan cycle include an assistant programming director and an assistant director of recreation/administration.
- ❖ Hire a full-time CTRS for the special needs program. This position could be a shared appointment with the City of Berea to expand recreation services for all Madison County residents with disabilities.
- ❖ Expand the Teen Center hours and recreation programs; increase the number of recreation trained staff. The Teen Center Director position should be a full time position. The budget for the Center needs to be significantly increased. A satellite Teen Center should be an element of an indoor recreation center.
- ❖ Athletics position being hired 2014 needs to work cooperatively with all youth sports programs to ensure that maintenance issues and other concerns are addressed in a timely fashion.
- ❖ A formalized volunteer program should be initiated.

## Operations

- ❖ Eliminate smoking in all Parks.
- ❖ Maintain partnerships with community sports organizations.
- ❖ Benchmarking with the goal of continuous improvement.
- ❖ Work cooperatively with Madison County Schools, community sports groups, and Madison County Fiscal Court for the use of fields and facilities.
- ❖ Increase public input in the direction of parks and recreation.
- ❖ Create a steering committee to investigate creation of a Kit Carson Historic Park at the site of his birthplace off Goggins Lane . The Kit Carson Home and Museum in Taos, New Mexico serves as an example of what could be developed for education and tourism impacts. The Master Plan Survey indicated that 58% support such a park.
- ❖ All full-time recreation staff to be Certified Parks and Recreation Professionals (CPRP) through the National Recreation and Park Association.
- ❖ Enhance the marketing of parks and recreation programs. The Master Plan survey indicated that 69% do not think programs were advertised enough. The Department is to be applauded for their usage of Web 2.0 tools including email, Facebook and Twitter.

- ❖ Create new park signage consistent with department logo throughout the parks; directional signs should include facility listings (i.e. left turn leads to Adventure Falls, shuffleball Courts, Paradise Cove etc.)

It is noteworthy to connect the Richmond Chamber of Commerce Dream Session (March 28, 2014) with the future of Richmond Parks and Recreation. Elements from that dream session with recreation and park linkages include: (1) Create a park/playground/greenspace on Big Hill Avenue; (2) Downtown Richmond enhancements such as bike/walking path, more town Greenspace with fountain, open fellowship area/greenspace park; (3) Infrastructure including adding parks to both the north and south ends of the city, connect Lake Reba/downtown with bike trails and sidewalks; (4) Town and Gown initiatives such as fully incorporating students into all local activities, genuine campus/community events planned by all groups, walking and bike trails to connect campus to downtown.

### **Top 10 Priorities for Enhancing Richmond Parks and Recreation:**

1. Indoor Gym Space – repair 2<sup>nd</sup> Street Rec Center or purchase additional facility (ideally)
2. Increase Staff
3. Number of Parks (shortage in comparison to benchmark data, page 41)
4. Dog Park
5. Trails (walking/biking)
6. Girl's softball
7. Revitalization of Camp Catalpa/enhance perceptions of safety
8. Lack of youth sports field space
9. Lack of Greenspace
10. Skate Park

Note: A skate park should be located to maximize youth visitation. A possible location would be Big Hill Avenue. If downtown property suitable for a skatepark cannot be found, then the alternative would be in the 2018 Duncannon Park combined with a BMX facility to appeal to adventure recreationists. These adventure features represent significant economic impact potential for Richmond. A skatepark will cost between \$300,00-\$400,000 and comprise a space of 18,000-25,000 square feet.

## **Top Priority: Indoor Recreation Center**

### **Madison Indoor Center – Vision for Facility**

*Multi-Purpose facility meeting physical activity needs for all ages.*

Such a facility would address the following facility deficiencies based on national standards for a city the size of Richmond:

- Indoor Basketball (-6)
- Volleyball Courts (-11)
- Skatepark (-2)
- Playgrounds (-7)
- Picnic Shelters (-3)

The programming potential for this indoor space is significant and would represent the only such facility in the Commonwealth of Kentucky operated by a municipal agency. Targeted recreation programming includes the following:

#### **Senior Programs**

- Walking Club
- Exercise – Yoga, Body Recall, Tai Chi
- Card Games
- Senior Games (Badminton, Cornhole, Bocce, Racewalk, Basketball)
- Educational Classes: Finances, Gardening, How to...

#### **Individuals with Disabilities/Special Olympics Programs:**

- SOKY Basketball
- SOKY Cheerleading
- SOKY Track and Field
- SOKY Softball
- Flag Football
- Summer Day Camp
- Valentine Dance
- Halloween Party
- Christmas Party
- Movie Night
- Sports Banquet
- SOKY Young Athlete program with ECU RPA
- Annual Day Camp for Adults with Developmental Disabilities with ECU RPA
- Summer Day Camp for Children with various disabilities.

*Research indicates that people with disabilities may be less likely to participate in physical activity due to physical, emotional, and psychological barriers. Barriers may include the inaccessibility of facilities and the lack of staff trained in working with people with disabilities.*

**Teen Programs:**

- Lock-In
- CPR Class
- Formal Dance
- Movie Night
- Talent Show
- Open Gym
- Physical Activity and Wellness Programs

**Special Events**

- Indoor Movies, Concerts, Family Activity Nights
- Boxing, wrestling, lacrosse, craft shows
- Classes: CPR, first aid, Crafts, etc.
- Skills: Soccer, basketball, Football, baseball, speed and agility
- Archery
- Indoor Corn Hole Tournaments

**Facility Space:**

Keep existing soccer court to be used as a multipurpose area. Additional uses include:

- Exercise area
- Whiffle ball
- Kickball
- Dodgeball
- Flag Football
- Summer Camp
- Aerobics
- Jazzercise
- Lunch-Time Fitness Programs
- Ultimate Frisbee League
- Yoga
- Tai Chi
- Martial arts

**Remove the baseball areas and create 2 basketball courts + walking area around courts + indoor playground**

- Basketball
- Volleyball
- Exercise Area
- Badminton
- Whiffleball
- Dodgeball
- Kickball

### **Renovations/Additions Needed:**

- Add reception desk area at entrance for facility monitoring
- Additional storage space
- Meeting room addition (could house satellite Senior Center)

### **Revenue Opportunities**

- Concessions
- Rentals - Family reunions, businesses, or local groups. Birthday Parties, Tournaments
- Membership Fees (price for city residents & differential pricing for county)
- League Fees
- Tournaments
- Advertising
- Space Rental
- After School Program
- Snow Day Program
- Parents Night Out
- Homeschooled Activities

### **Linkages with 2014 Richmond Parks and Recreation Master Plan:**

- ❖ Focused health and wellness partnerships and programming. Richmond could become a benchmark for the Commonwealth for health and wellness if partnerships were nurtured and programming expanded. For example, the Frankfort Senior Activity Center delivers programs such as Yoga, Tai Chi, Arthritis Exercise, and Ballroom Dancing. These types of programs should be delivered to all cohorts and staffed exercise programs initiated in the parks and throughout the community. The Department is encouraged to initiate partnerships with Baptist Health, Madison County Health Department, Eastern Kentucky University College of Health Sciences and other health oriented agencies in the community.
- ❖ Increase level of programming via facilitation role. A primary goal of a municipal recreation department should be facilitating social connectivity; this can be achieved by facilitating program expansion with current community resources. For example, Palisade, Colorado established interest groups for hiking, gardening, bird watching, star-gazers, dog lovers and disc golfers.
- ❖ Expand recreation opportunities for senior citizens to include expanding the Senior Citizen Center. This recommendation is consistent with the City of Richmond's 2011 Comprehensive Plan (Goal 3). While the Richmond **Senior Citizens Center** is not under the purview of Richmond Parks and Recreation, it is recommended that such an operation fall under the auspices of this department given the 75% of respondents indicating that a new senior center be built. Such a facility could become an element of a multi-use indoor recreation center, which is preferable in order to maximize resources as well as develop intergenerational programming.

## **Fiscal Year Parks and Recreation Plan**

### **2014-2015 Fiscal Year:**

- (1) Secure Indoor Gym Space: (a) Either repair gymnasium floor - Second Street Recreation Center or (b) Purchase a facility that provides additional gym/indoor recreation space;
- (2) Begin Camp Catalpa improvements – eradication of invasive species and poison ivy and building a dog park to replace the one being removed at Lake Reba Park;
- (3) Create a steering committee to explore the feasibility of a Kit Carson Historic Park;
- (4) Repave Million Park walking trail;
- (5) Pave walking trail at Camp Catalpa (adds ½ mile of **accessible** trail to the Parks system);
- (6) Replace restrooms and storage building at Irvine McDowell Park keeping with the historic integrity and design of Irvinton – Irvine McDowell Park fund could pay for this project;

**Repairing Second Street Recreation Center Rationale:** (1) This is the only indoor gym space for the City of Richmond; (2) National standards indicate a severe shortage of gymnasium space in Richmond; (3) Center is a hub of activity including free play basketball after school, volleyball leagues, activities for Special Olympic athletes; (4) Teen Center should begin using the gym space to increase physical activity and wellness particularly in the winter months; (5) Gym accessibility for youth is excellent via walking or riding a bicycle; (6) Consistency with the City of Richmond’s 2011 Comprehensive Plan, Goal 7, Objective 1 and 2 (see below).

**If the 2<sup>nd</sup> Street Rec Center floor is not replaced, then it is imperative for the City to find additional indoor gym/activity space Rationale:** (1) There is no indoor gym space for the City of Richmond; (2) National standards indicate a severe shortage of gymnasium space in Richmond; (3) Center is a hub of activity including free play basketball after school, volleyball leagues, activities for Special Olympic athletes; (4) Teen Center should begin using gym space to increase physical activity and wellness particularly in the winter months; (5) Consistency with the City of Richmond’s 2011 Comprehensive Plan, Goal 7, Objective 1 and 2 (6) Indoor space would allow for added health and wellness programming and meeting the needs of all Richmond cohorts to include senior citizens.

### **City of Richmond’s 2011 Comprehensive Plan, Goal 7, Objective 1 and 2.**

**Objective 1:** Expand the current park system to include smaller pocket or neighborhood parks to best serve all areas and users of the City.

**Objective 2:** Expand the current park system to include both active and passive recreational opportunities for youth, families, and seniors.

### **2015-2016 Fiscal Year:**

- (1) Camp Catalpa – replace restrooms and shelter, seek grant support for a bridge connecting Lake Reba Park, begin self-guided environmental education features, enhance trails, add play-trail elements  
[http://www.youtube.com/v/6xYHGHn1F4?version=3&hl=en\\_US&rel=0&autoplay=1](http://www.youtube.com/v/6xYHGHn1F4?version=3&hl=en_US&rel=0&autoplay=1)
- (2) Consistent park signage including Department logo at all parks;
- (3) Create a steering committee to explore development of a skatepark;
- (4) Create a steering committee in partnership with the Telford YMCA and other area wellness agencies to explore the feasibility of an indoor recreation center;
- (5) Create a new Girl’s Softball complex at Lake Reba to include restroom/concessions/storage building and a landscape barrier separating the adult softball fields as per concerns identified by survey respondents. Two of the men’s softball fields would be converted to 3 fields for Girl’s Softball. It is recommended that Norris field remains at Irvine McDowell Park as a practice space as well as an area for pickup games such as kickball.

**Rationale:** (1) Relocating Girl’s Softball to Lake Reba will create one park area for all youth sports thus maximizing staff efficiency with field maintenance as well as convenience for patrons; (2) Removing the ballfields from Irvine McDowell Park and creating a landscaped greenspace is in keeping with the historical nature of Irvinton as well as data consistency from this report showing 86% in favor of passive parks, 79% favoring Greenspace, and another 79% in favor of a new Girl’s Softball complex.

### **2016-2017 Fiscal Year:**

- (1) Irvine McDowell Greenspace renovation complete to include addition of an amphitheater;
- (2) Camp Catalpa renovation complete (new shelter and restrooms, bridge connecting Lake Reba, dog park, trails with play trail elements throughout, bridge to Lake Reba, benches along lake with protective fencing, and self-guided environmental education throughout the park);
- (3) Create new neighborhood park at 649 North Street: Park space to include a small playground, shelter area and maximum Greenspace.

### **2018-2020 Fiscal Years:**

- (1) Expand Dillingham Park
- (2) Add paddleboat and canoe rentals at Lake Reba requiring erecting a building for rental transactions and boat storage;
- (3) Begin development of a new community park (25-50+ acres by national standard). Potential locations include Eastern Bypass or the Duncannon area to include a youth soccer complex, tennis courts, basketball courts, shelters, playground and skatepark;

**Rationale:** (1) Youth Soccer is a fast growing sport and is projected to continue to increase in popularity; (2) Moving youth soccer from Lake Reba will create additional greenspace as well as practice areas for all youth sports as well as recreational games; (3) Youth football field area can then be moved to soccer field area thereby increasing their space to two fields if demand necessitates as well as adding additional field space for Girl's Softball; (4) A youth soccer complex has significant economic impact potential and locating this complex off Duncannon maximizes accessibility off I-75.

### **Economic Impact Potential of a Youth Soccer Complex:**

#### **Elizabethtown, Kentucky Sports Complex Data:**

##### **Events (2013)**

- 50 per year
- 1,717 Sports Teams
- 35 States represented (including Hawaii) and also Canada represented
- Over 26,000 athletes participated in events
- Over 75,000 visitors directly from these events
- Sports consisted of Baseball, Softball, Soccer, Football, Lacrosse, X-Country
- Local youth sports programs also utilize the park during the week (The above numbers do not reflect local youth sports programs)

##### **Economic Data (2013)**

- Cost of the Park was \$29 million
- The bond for the park is paid for by a 2% restaurant tax. This tax generates \$2.6MM per year currently in Elizabethtown.
- \$12.9 – \$14.1 million in economic impact for Elizabethtown
- \$625,000 in revenue directly related to concessions, rentals, and sponsorships (expected to increase substantially in 2014)
- \$315,000 generated through concessions.
- Over \$120,000 generated through park rentals.

## **Long Range Plans-Richmond Parks and Recreation:**

### **(1) Build a BMX facility at the Duncannon Park**

Economic impact potential of a BMX facility is excellent.

- ❖ E.P Tom Sawyer State Park is hosting a 4-day national event; Louisville Sports Commission estimates this event will bring \$2 million in new money to the Louisville area.
- ❖ Rock Hill, South Carolina built a new “Supercross” track that brings in an estimated \$4 million each year to the local economy. In 2017, they are hosting a World Championship and are expecting a \$13 million economic impact over a 5-day period.

### **BMX Track Information (All statistics provided by USA BMX sanctioning body):**

Estimated community benefits in first year from *local racing program* (not including participant user fee's)

Participants (80 racer avg. for 72 race dates)	5,760
Spectators	15,840
Total spectators and participants	21,600
<b>Expected value to the community (does not include misc. expenses)</b>	<b>\$129,600</b>

*The above information does not include misc. expenses such as gasoline, entertainment, souvenirs, shopping, etc.*

Estimated community benefits from state-wide series races held each year—3 weekends.

Races include: State Championship Race, Race for Life, Double point event.

Participants	900
Spectators	2,880
Total spectators and participants	3,780
Expenditures while attending races: per day for each person	
Food and beverage	\$31
Total dollars spent on food by spectators and participants during the two day weekend	\$234,360
Hotel or motel expense while attending races: per room night	
Average room cost	\$68
Number of rooms used for two nights	945
Total number of room nights	1,890
Total dollars spent on lodging by spectators and participants	\$128,520
<b>Expected value to the community</b>	<b>\$362,880</b>

*The above information does not include misc. expenses such as gasoline, entertainment, souvenirs, shopping, etc*

Estimated Constructions Costs for Building BMX Track

	Low est.	High est.
Dirt	Present on property	?
Equipment	\$3,000.00	\$10,000.00
Lumber	\$5,000.00	\$10,000.00
Electricity	\$300.00	\$500.00
Water	\$500.00	\$2,000.00
Starting gate system	\$5,000.00	\$30,000.00
Release mechanism	\$850.00	\$850.00
Speakers	\$25.00	\$100.00
Air compressor	\$300.00	\$300.00
PA System	\$200.00	\$700.00
Fencing	\$1,600.00	\$8,000.00
Soil Treatments	?	?
Track Lighting	\$5,000.00	\$20,000.00
Bleachers	\$1,000.00	\$3,000.00
Restrooms (Rent Port-a-potty?)		

**Total of cost estimates                      \$22,775.00                      \$85,450.00+**

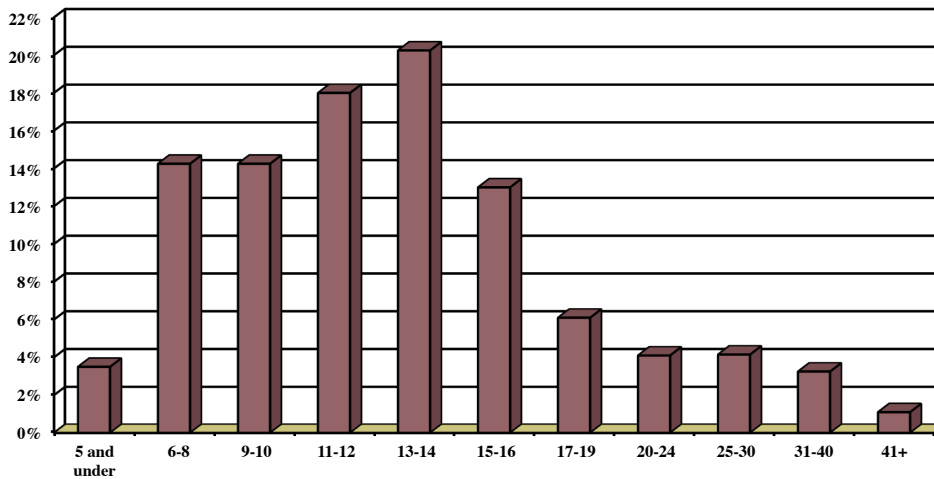
*All figures are estimates and may vary based on area. Information obtained from USA BMX data*

**Land requirements for track**

2-3 acres for track in existing park

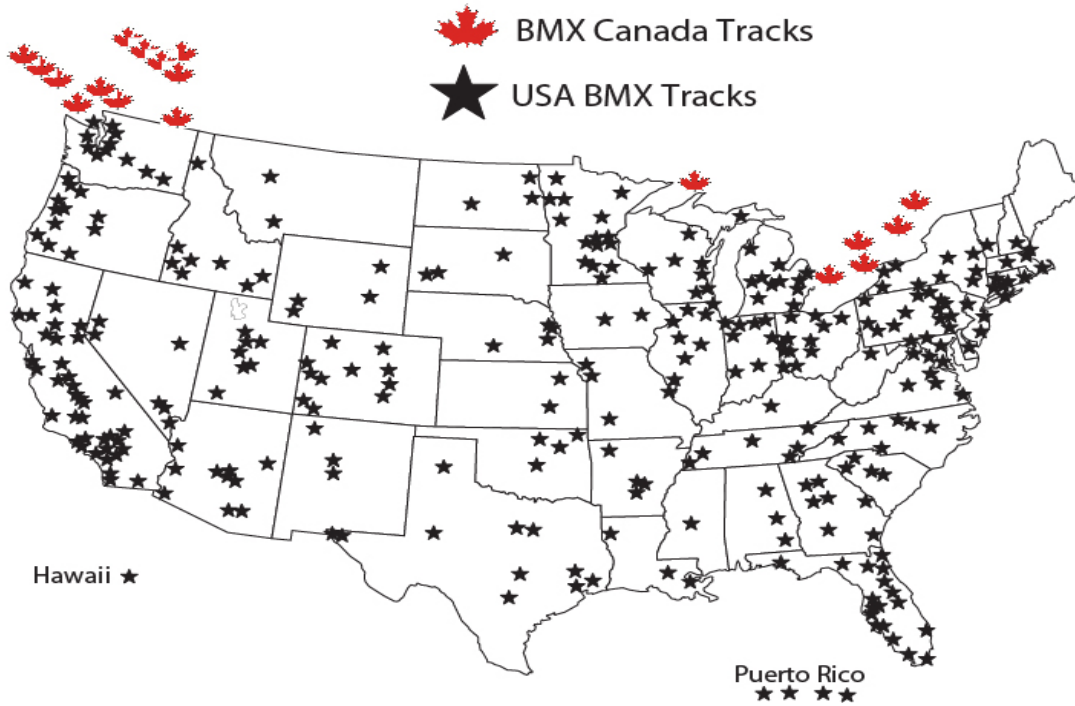
3-5 acres for track requiring parking and additional amenities

**National Event participation by Age**



## Current BMXUSA Track Locations

Alaska ★



**(2) Create bike trails connecting parks.**

**(3) Continue to update and expand Paradise Cove to include a new waterslide and shade structures;**

**(4) Consideration should be given for an indoor recreation center in partnership with the Telford YMCA and other partners**

**Case statement for a year-round indoor recreation center** (prepared in concert with Dave Wallace, Executive Director Telford TMCA)

The most publicly accessible indoor recreation centers in Richmond, the **Telford Community Center YMCA** and the **City of Richmond Recreation Center**, are challenged to meet the needs of the community due to problems associated with outdated and aging facilities. Constant capital improvement needs as well as poor operating efficiency of both facilities, dramatically impacts the ability of either facility to meet the expanding demand from all population segments for year-round recreation services of this growing community. Additionally, costs associated with operating such antiquated and deteriorating facilities are becoming a significant financial drain on budgets of both

agencies, which is an impediment to the future delivery of much needed community quality of life programs and services.

Other public indoor recreation facilities exist in the community, such as the facilities available at **Eastern Kentucky University** and **Madison Indoor Recreation Center**. Although more modern, they have limited accessibility, are inconveniently located, or have a limited and specific scope of programs delivered and populations served.

As a result of these factors, strong consideration should be given to securing the resources necessary for the development and sustainability of a conveniently located, intergenerational, full facility indoor recreation center that will meet the quality of life, social and well-being needs of our community for at least the next quarter century.

### **Scope of amenities, services and programs for a year-round recreation center**

Input from community leaders, collaborative partners and the general public through focus groups, public hearings/meetings, etc., will be imperative to better determine the specific scope of amenities, services and programs for a year-round recreation center. Existing community facility amenities, programs and services as well as current trends in new recreation facility development should warrant consideration for inclusion of the following:

- Multipurpose handicap accessible aquatic facility
  - 6 lane competition pool
  - 4 lane lap pool
  - Warm water therapeutic and instructional pool (Zero entry)
  - Play features (slides, fountains, etc.)
  - Youth, adult, family and special needs dressing/changing areas
- Multipurpose/multi court gymnasium with retractable seating with dividers
  - Basketball (recreational and organized program)
  - Volleyball (recreational and organized program)
  - Archery
  - Community Events/Meetings
- Elevated walking track
- Racquetball courts
- Indoor climbing wall
- Cardio, strength training, rehab/therapy facility
- Multipurpose group exercise facility
- Designated youth, teen, and senior centers
- Kitchen facility
- Childcare and summer day camp center
- Outdoor playground
- Multipurpose meeting space
- Common social areas (vending/lounge/concession)
- Administrative and program offices
- Storage space

A two-story facility of approximately 80,000 square feet should be adequate space to contain the amenities listed above. Design consideration should be given to environmental impact, operational

sustainability and future expansion. Appropriate space should be allocated for adequate parking and at least 5 acres of outdoor field space to support youth and adult program delivery. Projected cost of facility development is between 8-12 million dollars with the final cost subject to numerous economic factors. The annual operating cost would be projected to be between 1-1.5 million dollars.

### **Value of collaborative partners in developing a year-round indoor recreation facility**

Assembling a number of collaborative partners could prove to be infinitely valuable in making a year-round indoor recreation facility a reality. Beyond securing financial support from a number of organizations providing the opportunity to share in the cost of building and operating such a facility, collaborative partnerships have been proven to strengthen the case for support by a community for such an endeavor. Also, case statements for leveraging public and private resources due to an evident collaborative spirit are known to be improved, thereby increasing the opportunity to secure the necessary funding. Additionally, accessing capital and operating funds from a variety of community resources, positions a facility to exist on a scale that is positioned to impact a far larger portion of the community in a more profound way than if only a single entity attempted such an endeavor. Finally, collaborative partnerships minimize program, service and staff duplication, further improving long term sustainability of the facility.

Suggested collaborative partners include but are not be limited to:

- City of Richmond
- Madison Fiscal Court
- Madison County Schools
- Eastern Kentucky University
- Baptist Health Richmond
- Richmond Chamber of Commerce
- Richmond Industrial Development Corporation
- Telford Community Center YMCA

Our community leaders should give high priority to identifying the steps necessary to see that an indoor recreation facility becomes a reality in the near future. Moving forward on such a project that involves significant community input and is inclusive of collaborative partners, not only shares the burden of capital and operating cost and minimizes duplication of community programs and services but will have a significant and positive impact upon quality of life in the community. Furthermore, bringing together a number of collaborative partners to ensure this project becomes a reality and maintains its sustainability, indicates that our community is progressive in our approach to doing business by putting the good of the community ahead of any political or institutional differences, which may positively influence future commercial and industrial growth. This facility, once a reality, will serve as an opportunity to showcase our community as a model for cooperation and improving quality of life for its citizens.

# **Richmond, Kentucky Parks and Recreation Master Plan**

## **Introduction**

### **Purpose of the Master Plan**

A master plan is the “voice” of the constituency; it is their thoughts about the current status of parks and recreation as well as their hopes for the future. The City of Richmond is growing and changing, while financial responsibilities dictate prudence with expenditures. A Parks and Recreation Master Plan will aid the efficient usage of resources, and provide the data to make informed decisions for the future direction of parks and recreation in Richmond, Kentucky.

Richmond Parks and Recreation (RPR) is operated by the City of Richmond, in the Commonwealth of Kentucky. RPR is responsible for serving thousands of people per year through various activities at their seven properties throughout the City of Richmond. People come to RPR parks and events to enjoy the outdoors, commune with friends and family, and get away from the everyday hustle and bustle of work. The vast majority of people are from Madison County, but people do come from all over Kentucky, depending on the time of year and the event being held. Managers of RPR try to provide experiences for as many people as possible. The managers are, however, uncertain if they are meeting the needs of their constituents. This study will help managers better understand their constituents, find out if the services they are currently providing are adequate, and if there are other services that citizens of Richmond would like to see.

The human element of parks and recreation management cannot be ignored, and effective management requires information about people’s perceptions, attitudes, and beliefs regarding management actions needed to meet the public’s needs and desires. Oftentimes there is a rift between how the public views common resources, and how managers administer properties and programs. These conflicting views further emphasize the importance of understanding constituents’ views and attitudes prior to making critical management decisions, so as to avoid possible negative attitudes towards management actions addressed in the master plan. Beliefs, attitudes, and norms often drive policy decisions in parks and recreation management, and also tend to influence public behavior. Hence, understanding the knowledge and attitudes of visitors is important in determining their acceptance of management policies.

Through the collection of information from the citizens of Richmond regarding current and potential management actions and current use patterns, managers can balance public input with the wise use of limited resources. Therefore, this study was guided by the following objectives:

1. To identify attitudes towards proposed or potential management actions;
2. To understand current use patterns for recreational facilities and programs;
3. To identify RPR user demographics.

## **Master Plan Planning Process**

The planning process for the Richmond parks and Recreation Master Plan involved the following:

1. Discussion with various stakeholders of parks and recreation in Richmond including current and future goals for the Department.
2. A review of the current Parks and Recreation programs, facilities and parks.
3. A review of the Master Plans of similar communities.
4. The preparation of a comprehensive survey to identify usage patterns, quality perceptions, thoughts on growth and expansion of parks, programs and facilities, reasons for participation, and barriers to participation.
5. Survey data analysis and reporting.
6. Benchmark data collection and analysis.
7. Preparation of recommendations for improving the Richmond Parks and Recreation Department.
8. Preparation of a vision for Richmond Parks and Recreation Department based on master plan survey data.

## **Development of the Master Plan Survey**

The survey document utilized to collect stakeholder input was developed by Dr. McChesney and Dr. Sharp, professors in the Department of Recreation and Park Administration at Eastern Kentucky University in concert with the staff of the Parks and Recreation Department, the Richmond Parks and Recreation Board, expert opinion of parks and recreation academic professionals, and considerable professional research. The survey was examined by the Parks and Recreation staff as well as the Richmond Parks and Recreation Board on three separate occasions with adjustments made based on feedback each time. A fourth survey was prepared, and no corrections were deemed necessary.

## **Promoting Master Plan Involvement**

Maximizing citizen input in the Master Plan process was promoted in a myriad of ways including:

- Multiple News Releases sent to the Richmond Register
- Emails sent via Richmond Parks and Recreation listserve
- Facebook posts to Richmond Parks and Recreation followers
- EKU Today, an online newsletter for all faculty and staff at Eastern Kentucky University (three announcements)
- EKU students Today, an online newsletter for all students at Eastern Kentucky University (two announcements)
- Government Access Channel 12 via Time Warner Cable
- Fliers were distributed throughout the community including the Madison County Public Library
- The Richmond Parks and Recreation online newsletter

The business community was invited to participate in the Master Plan with targeted correspondence to the following:

- Chamber of Commerce
- Pattie A. Clay Hospital
- Richmond Industrial Development Corporation
- Sherwin Williams
- Bechtel Parsons

Public sector employees were invited to participate in the Master Plan with targeted correspondence to the following:

- City of Richmond employees
- Madison County Fiscal Court
- Madison County Schools
- Eastern Kentucky University

The church community was invited to participate in the Master Plan with targeted correspondence to the following:

- First Christian Church
- First United Methodist Church
- Red House Baptist
- Unity Baptist
- Mt. Pleasant Christian Church
- White Oak Pond Christian Church
- Richmond Church of Christ
- St. Mark Catholic Church
- Trinity Missionary Baptist Church
- First Baptist Church, Francis Street

Cohorts of the Richmond Parks and Recreation Department were also directly contacted to disseminate information to their stakeholders including:

- David Kotheimer, Adult sports
- Georgia Parks, Teen Center
- Phillis Adams, Little League
- Christi Hardin, Youth Football
- Tony Cuzick, Youth Softball
- Darius Lepp, Youth Soccer

Survey intercepts were employed throughout the Richmond Parks and Richmond community. Two Master Plan Focus groups were also held in conjunction with data gathering.

## Overview of Richmond and Madison County

The City of Richmond is a growing community within growing Madison County. The 2010 population of the City of Richmond from the United States Census Bureau was 31,364. The 2013 population was projected to be 32,550; Madison County population is 82,916. The inclusion of Eastern Kentucky University also adds a dimension for the delivery of parks and recreation services and the 16,000 students and 2,321 faculty and staff. Richmond is currently the seventh largest city in Kentucky. The population of Richmond is projected to increase as follows:

<b>Year</b>	<b>Population Projection</b>
2010	31,364
2015	33,841
2020	36,227
2025	38,586

*Source: Kentucky Data Center, University of Louisville*

The estimated population by age for Richmond (2010 US Census) is as follows:

<b>Age</b>	<b>Population Percentage</b>
Under 5	6.0%
5-9 years	4.9%
10-14 years	4.4%
15-19 years	11.4 %
20-24 years	19.9 %
25-29 years	9.3 %
30-34 years	7.0 %
35-39 years	5.8 %
40-44 years	4.9 %
45-49 years	5.1 %
50-54 years	4.6 %
55-59 years	4.0 %
60-64 years	3.3%
65+	9.4 %

**Ethnicity**

Caucasian	86.8 %
African American	8.0 %
American Indian and Alaska Native	0.3 %
Asian	1.2 %
Hispanic	2.7 %

**Income and Benefits (2012 Inflation Adjusted, US Census Bureau)**

Less than \$10,000	15.2%
\$10,000-\$14,999	8.1 %
\$15,000-\$24,999	19.8 %
\$25,000-\$34,999	12.1 %
\$35,000-\$49,999	14.1 %
\$50,000-\$74,999	14.4 %
\$75,000-\$99,999	8.4 %
\$100,000-\$149,999	6.2 %
\$150,000-\$199,999	0.8 %
\$200,000 or more	0.8 %

**Families**

Less than \$10,000	7.8 %
\$10,000-\$14,999	6.3 %
\$15,000-\$24,999	16.1 %
\$25,000-\$34,999	10.8 %
\$35,000-\$49,999	15.2 %
\$50,000-\$74,999	19.9 %
\$75,000-\$99,999	10.7 %
\$100,000-\$149,999	10.6 %

\$150,000-\$199,999	1.2 %
\$200,000 or more	1.3 %

<http://factfinder2.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

## **Why Parks are Important**

Public parks and recreation offers countless value to our citizens and to our country. Specific benefits according to research are as follows:

**1. Public parks provide millions of Americans with the opportunity to be physically active.**

Physical activity is an essential part of an individual's efforts to stay healthy, fight obesity and prevent chronic conditions that lead to coronary disease, high blood pressure and diabetes. Having close-to-home access to places where one can recreate is one of the most important factors linking whether people will become active and stay that way.

**2. Parks have true economic benefits.** Proximity to a developed state, regional or community park improves property value. The economic benefits of park and recreation areas are manifold, but one of the most significant is the increase in value of private land adjacent or near protected public land. The proximity of parks to residential areas leads to increased value of private land, a higher tax base and ultimately many economic benefits to a community including increased local and regional revenue from heritage tourism, steady jobs, and numerous small business benefits. Park and recreation areas are economic engines that improve the quality of life and make communities livable and desirable for businesses and homeowners.

**3. Parks provide vital green space in a fast-developing American landscape,** and provide vegetative buffers to construction and development, thus reducing the effects of sprawl. More importantly, parks and public lands also provide groundwater recharge areas, floodplain protection, natural sound barriers, storm water protection from wetlands, reductions in heat island effects, and carbon uptake from abundant trees and vegetation. Parks keep our living environment healthy.

**4. Parks preserve critical wildlife habitat.** As our nation develops and our rural, agricultural and forest landscape is being lost, open space and wildlife habitats are disappearing at an alarming rate. The connected network of local, regional, state and national parks across our country provide permanently protected wildlife habitat corridors for thousands of indigenous and migratory wildlife species. In addition, stream valley parks and community parks allow natural wildlife to co-exist with people while providing enjoyment and educational opportunity for children and families.

**5. Parks and recreation facilitate social interactions** that are critical to maintaining community cohesion and pride. Parks provide a meeting place where community members can develop social ties, and where healthy behavior is modeled and admired. People gather to share experiences, socialize and to build community bonds in common green spaces. These public commons are often the glue that holds the community together and the means to maintaining and improving future positive social interactions.

**6. Leisure activities in parks improve moods, reduce stress and enhance a sense of wellness.** In an increasingly complex world, more and more people are placing a high value on achieving the feelings of relaxation and peacefulness that contact with nature, recreation and exposure to natural open spaces bring. People go to the park to get in a better mood, to reinvigorate themselves and to decrease the anxieties of daily life.

**7. Recreational programs provide organized, structured, enjoyable activities** for all ages. The diverse range of recreational programs offered by public park and recreation agencies offers all Americans the opportunity to develop the skills necessary to successfully and confidently engage in sports, dance, crafts and other social activities. Public recreation leagues and classes offer seniors, adults and children alike the opportunity to interact with coaches and teachers who often turn into mentors and role models. Quality recreational programs facilitate safety, good sportsmanship and community participation.

**8. Community recreation services provide a refuge of safety for at-risk youth .** Many parents are rightfully concerned with the dangers of unstructured "hanging-out" or unsupervised after-school activities. Community recreation programs at public park and recreation facilities provide children with a safe refuge and a place to play, which are important in reducing at-risk behavior such as drug use and gang involvement. Recreational programs led by trained leaders offer children healthy role models and give valuable life lessons to help steer youth to a future of promise and opportunity for success.

**9. Therapeutic recreation is an outlet that individuals with disabilities have** to be physically active, socially engaged and cognitively stimulated. A goal of all public recreation agencies is to provide access to all people. Public park and recreation agencies are the largest providers in America of high-quality, life-enhancing therapeutic recreation programs and interventions. Such programs prevent the on-set of secondary conditions due to inactivity; improve physical, social, emotional and cognitive functioning; and slow the onset of regressive conditions.

**10. Public parks embody the American tradition of preserving public lands** for the benefit and use of all. Since the creation of the first national park and the subsequent development and growth of state, regional and local park systems in virtually every part of our nation, Americans have had a special relationship with their parks and public lands. A love of parks is one of the defining characteristics of our national identity. Americans love their parks, historical sites, national monuments, recreation areas and public open spaces because they bring such joy and pleasure to all people. In addition, the American public has shown time after time that they are willing to care for their parks, protect them, and pay for them. By Richard J. Dolesh, Monica Hobbs Vinluan and Michael Phillips, National Recreation and Park Association

## Standard Park and Recreation Classification

There are many kinds of parks and outdoor recreation facilities. Each specific park type, from mini-parks to a community park, has its own unique function. These functions are related to park size and site requirements, the mix of active and passive recreational opportunities, the age groups served, and administration. Parks generally fall into several different park classifications or types, which represent the basic elements of a municipal park and outdoor recreation system.

**School-Parks** combine parks with school sites to fulfill the recreation needs of the community, and may take the form of neighborhood, community, sports complex and special use parks. Facilities and features include athletic fields geared towards youth, playground, and blacktop areas for court sports. A joint-use agreement between involved agencies regarding acquisition, development, maintenance, liability, use and programming should be developed.

**Mini-Parks** are characterized by its relatively small size (approximately one acre) and its specialized facilities are to serve a specific segment of the population (i.e. tot lots or senior citizens). This park is typically located close to higher density neighborhoods such as apartment complexes, townhouse developments, and housing for the elderly. Facilities and features include a play area for young children, picnic areas, and frequently highlight aesthetic features such as a community garden or water fountains.

**Neighborhood Parks** are the basic unit of the park system and serve as the recreational and social focus of the neighborhood. The focus of features is on providing informal, active and reflective recreational options for all ages. Active recreational features may include a playground, paved games court, unstructured open play areas for practice of pickup games, low impact recreation options (i.e. bocce ball, horseshoes, outdoor chess tables), and wading pool. Reflective recreational features include trails connecting to greenways or city sidewalks, picnic/sitting areas, public art, conservation of natural areas. Shelter, restroom and water fountains should also be provided. The opportunity to acquire a parcel which includes small areas of land in a natural state should not be ignored. The service area of a neighborhood park should not exceed five thousand persons. Again, close attention should be given to the location of barriers, which may limit the service area of the park. If the population exceeds the maximum limit or the presence of several barriers limits the ability of the intended population to safely gain access to the park, it may be necessary to serve the recreation needs of the area with a combination of two or more smaller sub-neighborhood parks.

In addition to the multi-use parks described above, **specialized recreational areas** may be provided depending on the activities or environment of an area. For example, a city may have a nature preserve because a local parcel having unique natural features was available. Some specialized areas are golf courses, historic sites, conservancy areas, bathing beaches or boat marinas. Most of these have limited use or are not always available to the public. Still, it must be realized that these specialized areas are important adjuncts to a community and its parks program.

**Community Parks** are easily accessible to either a single or several neighborhoods depending on local needs and population distribution at the time the park is developed. When possible, the park may be developed adjacent to public schools to provide multiple or joint use of facilities. The community park provides recreational opportunities for the entire family and contains areas suited for intense active recreational purposes including a recreation center building, athletic fields, swimming, tennis, playgrounds, and walking/jogging trails. The park may also possess areas of natural beauty and unique landscape features for passive outdoor recreation such as viewing and picnicking. Additional features may include facilities for outdoor concerts, plays, farmers' markets, and other special events. Community parks are intended to satisfy the recreational needs of an entire city or community. Although a service area of one to three miles is indicated, there are often cases in which a major barrier such as highway, railroad tracks, or watercourse restricts the ability of the very young and very old to safely gain access to the facility. This barrier factor, along with site size and the provision of facilities to serve all age groups of the community are the most important criteria to consider in providing community-wide park facilities.

**Open Space** area standards are best determined by the community. Public open space is defined as any land acquired for the purpose of recreational opportunities either developed or undeveloped for the public good. The functions of such land include (1) protection of drainage areas for water supplies (watersheds); (2) protection of areas which are particularly well suited for growing crops (farmland preservation); (3) protection of attractive waterways (wild and scenic rivers); (4) preservation of spaces between communities to prevent urban sprawl (greenbelts); (5) protection of wildlife habitat (sanctuaries); (6) protection of land (landfills) that can not be developed.

**Greenways** effectively tie park system components together to form a continuous park environment, while emphasizing harmony with the natural environment. Greenways allow for uninterrupted and safe pedestrian movement between parks throughout the community, protect water quality, and provide functional wildlife corridors through the city and between larger public and private natural areas. Location criteria include railroad beds, subdivisions prior to platting, old industrial sites, safe power line right-of-way, street right-of-way; greenway development should be prioritized near schools, senior living and community centers. Desirable features include well-designed corridors linking residential areas with schools and other public places such as historical and cultural sites, trails for walking, jogging, biking, skating and horseback riding.

**Table 1**  
**Recommended Park and Recreation Area Classification System**

<b>Park Type</b>	<b>Typical Size &amp; Service Area</b>	<b>Acres/1,000 population</b>	<b>Typical Facilities</b>	<b>Desirable Characteristics</b>
Mini-Park or Play Lot	+/- 1 acre  1/8-1/2 mile service area	0.5 acre/1,000	Playground, wading pool,  Basketball/multi purpose hardcourt	Serves high density housing areas where yard space is limited
Neighborhood Park	5-15 acres  ½-1 mile service radius	1-2 acres/1,000	Playground, small swimming pool, court and field games, picnic shelters, water fountain, restrooms	Walking/biking distance from neighborhoods;
Community Parks	25-50+ acres  1-2 mile service radius  Serves multiple neighborhoods	2.5 acres/1,000	Large swimming pool, field/court complex, community center, picnic shelters, trails	Wide range of recreation opportunities
Greenways/Linear Park	N/A	N/A	Area developed for recreational travel (hiking, walking, jogging, biking)	Natural corridors, creek beds, railroad, utility rights-of-way – links park system areas

## **Assessment of the Parks and Recreation Needs by Park Type**

The current parks in the Richmond, Kentucky Recreation and Park system are classified as follows:

### **Mini Parks:**

- Dillingham Heights Park (.38 acre)
- Betty Miller Park (2.22 acres)

### **Neighborhood Parks:**

- E.C. Million Park (6.54 acres)
- Richmond Recreation Center (1.43 acre)

### **Community Parks:**

- Lake Reba Recreation Complex (405.79 acres; Park 102.17, Lake 78.29, Golf Course 225.33)
- Camp Catalpa (26.05 acres)
- Irvine McDowell Park (11.69 acres)

The National Recreation and Park Association standards suggest total park acreage devoted to all categories of developed parks is 6.1 acres per one thousand residents. Given Richmond's current population of 32,550, the total park acreage should be 199 acres. Total developed park acreage in the Richmond, Kentucky park system is 150.48, thus a deficiency of 48.52 acres according to national standards. The City of Richmond is projected to continue to grow, thus an acreage deficiency is projected by 2020.

**Table 2**  
**Total Park Acreage Needs**

<b>Year</b>	<b>Population Projection</b>	<b>National Park Acreage Standards</b>	<b>Surplus/Deficit</b>
<b>2013</b>	<b>32,550</b>	<b>199 acres</b>	<b>-48.52 acres</b>
<b>2015</b>	<b>33,841</b>	<b>207 acres</b>	<b>-56.52 acres</b>
<b>2020</b>	<b>36,227</b>	<b>221 acres</b>	<b>-70.52 acres</b>
<b>2025</b>	<b>38,586</b>	<b>236 acres</b>	<b>-85.52 acres</b>

## **Programming and Facilities Inventory**

The Richmond Parks and Recreation Department currently offers the following programs:

- Summer Concerts in the Park
- Karaoke in the Park
- Great American Backyard Campout
- Summer and Fall Softball
- Kid's Fishing Derby
- July 4<sup>th</sup> Concert and Fireworks
- Summer Day Camp
- Easter Eggstravaganza
- KidsFest
- Halloween Hoedown
- Holiday Happening Craft Show
- Santa Express
- Santa Hotline
- Santa Letter
- Free Play Basketball (currently cancelled due to gym floor in poor repair)
- Touch-a-Truck
- Movie in the Park
- Camp Catalpa Nature Walk
- National Kids to Parks Day
- Wildlife Program with Salato Wildlife Center
- Children's Champion Activities
- Adult Softball
- Fall Volleyball (currently cancelled due to gym floor in poor repair)
- Winter Basketball

### **Special Needs Programs include:**

- SOKY Basketball
- SOKY Cheerleading
- SOKY Track and Field
- SOKY Softball
- Flag Football
- SOKY Weight Lifting (In planning stages)
- Art in the park
- SOKY Bowling
- Hometown Heroes
- Summer Day Camp
- Valentine Dance
- Halloween Party
- Christmas Party
- Movie Night
- Sports Banquet

- Chili Dinner
- Participation in State Games
- Christmas Caroling & Crafts at Madison Manor
- SOKY Swimming
- SOKY Young Athlete program with ECU RPA
- Annual Day Camp for Adults with Developmental Disabilities with ECU RPA

**Teen Center Programs Include:**

- Thanksgiving Dinner
- Lock-In
- Christmas Program
- Christmas Parade Float
- Christmas Dinner
- Halloween Party
- Various Tours (Recycling Center, Louisville Zoo)
- CPR Class
- Various Service Projects (Operation Christmas Child, Hospice)
- Formal Dance
- Movie Night
- Camping Trip
- Talent Show
- Police Camp

**Department assists with the following programs:**

- Great American Festival
- All A Classic
- Little League Baseball
- Christmas Parade
- Youth Soccer
- Girl's Softball
- Youth Football
- Youth Cheerleading
- Madison County Horseshoe Association
- Richard McHargue Clogging
- Richmond Gold Gloves Boxing
- Madison County 2<sup>nd</sup> Sunday
- Telford YMCA Healthy Kids Day
- Color of Maroon Run
- Pops at the Park

## Parks and Recreation Facilities Inventory

### 1. Lake Reba Recreation Complex (405.79 acres; Park=102.17, Lake=78.29, Golf Course=225.33)

Lake Reba Recreation Complex is a 600 acre tract of land which includes the Gibson Bay Golf Course and Lighted Driving Range, Baseball Fields, the Soccer Complex, the Adult Softball Complex, the Herb Vescio Horseshoe Complex, a 1.2 Mile Walking/Jogging Trail, Adventure Falls Miniature Golf & Batting Cage Complex, a 75 Acre Fishing Lake with a Fish Cleaning Station, six shelters and a large playground with an area for ages 5 and under, an area for ages 6 through 12, and a universal playground for individuals of all ability levels.

Site Location – Located east of Richmond off the Eastern Bypass at Gibson Bay Lane and Catalpa Loop Road. Lake Reba consists of 600 acres including a 75 acre fishing lake. A portion of this land includes Gibson Bay Golf Course, which is not operated by the Parks and Recreation Department.

Facilities include:

- 4 lighted softball fields
- 7 Little League fields
- Senior League baseball field
- 1 football field
- 8 soccer fields
- 7 picnic shelters
- 1.5 basketball courts
- 75 acre fishing lake
- Fish cleaning station and boat ramp
- Herb Vescio Horseshoe Pits (12 lighted)
- 1.25 mile paved walking path
- Playground (ages 5 and under)
- Playground (ages 6-12)
- Universal Playground for individuals with disabilities
- 3 concession stands
- 5 restroom facilities
- Adventure Falls miniature golf course (9 holes ADA accessible)
- Party room
- Batting cages
- Judy Rains Memorial Dog Park (off leash park for large dogs)
- 4 ½ acre Aquatic Center includes 8-lane lap pool, a handicap accessible lift and 2 diving boards. Feature Pool- 2 Large slides, 2 kid's slides, large play feature, zero depth entry, many spray features, and a whirl pool.

Note: Shelter A (8 picnic tables) and Shelter C (10 picnic tables) can be reserved for \$50; the small dog park was closed summer 2014 due to being in violation of the Kentucky Division of Water mandate of 150 feet of space around Lake Reba. Gibson Bay Golf Course and Lighted Driving Range are not under the purview of Richmond Parks and Recreation.

## **2. Camp Catalpa (26.05 acres)**

Camp Catalpa Park is a 15 acre tract of land located off of Catalpa Loop Rd. The property to this park borders Lake Reba. The park includes two shelters and a nature trail. The nature trail is approximately 1/2 mile and follows the perimeter of Camp Catalpa along Lake Reba and back around to the front of the park. Between 1970-1977, this park met the criteria for a bird sanctuary in that there is not hunting allowed, it has an adequate water supply and an abundance of wild vegetation.

Site Location – Located east of Richmond on Catalpa Loop Road off Route 52.

Facilities include:

- 1 large picnic shelter
- 1 small picnic shelter
- ½ mile nature and hiking trail
- Restroom facilities
- Bird sanctuary
- 18 hole disc golf course

Note: Large shelter (8 picnic tables) can be reserved for \$50; small shelter (4 picnic tables) can be reserved for \$25

## **3. Irvine McDowell Park (11.69 acres)**

Site Location – Located at 345 Lancaster Avenue

Facilities Include:

- 1 Picnic Shelter
- 1 Gazebo
- 3 youth softball fields
- Playground
- Restrooms
- Concession area
- Irvine McDowell Park Museum

Note: Gazebo (4 picnic tables) and Shelter (6 picnic tables) can be reserved for \$25; one ballfield was removed in 2013. This park is used for the Summer Concert Series.

#### **4. E.C. Million Park (6.54 acres)**

Site Location – Stratford Drive and Langford Court off Barnes Mill Road in the western part of Richmond.

Facilities Include:

- ½ mile Walking Trail
- 2 Soccer Fields
- Restrooms
- 1 large shelter
- 1 small shelter
- Playground (ages 5 and under)
- Playground (ages 6-12)

Note: This park formerly housed two tennis courts.

Note: Large shelter (6 picnic tables) can be reserved for \$50; small shelter (2 picnic tables) can be reserved for \$25

#### **5. Dillingham Heights Park (.38 acre) Neighborhood Park**

Site Location – Located at the corner of Linden and Pine Streets in the central area of Richmond.

Facilities Include:

- 1 shelter
- 1.5 lighted basketball courts (3 goals)
- Playground (ages 5 and under)
- Playground (ages 6-12)
- Restrooms

Note: Shelter (4 picnic tables) can be reserved for \$25

**6. Richmond Recreation Center (1.43 acre)**

Site Location – 321 North Second Street

Facilities Include:

- Gymnasium (currently unusable due to floor needing replacement)
- Playground
- Meeting Rooms

\*The Center is the location of the Parks and Recreation Department's Administrative Offices. The After School Program and Richmond Youth Services were delivered at this location until being transferred to the Telford YMCA in 2013.

**7. Betty Miller Park (2.22 acres)**

Site Location - North Estill Avenue

Facilities Include:

- Betty Miller Building

The Betty Miller Building currently houses the Teen Center.

Facilities include:

- Outdoor Basketball Court (1 goal)

**Table 3**  
**Facility Needs Analysis Based upon Accepted Standards**

**Recreation Facility Inventory and Goals**  
**Richmond, Kentucky**

<b>Facility</b>	<b>Population Goal (1 per)</b>	<b>Existing Supply</b>	<b>2014 Required</b>	<b>2014 Surplus (+) Deficit (-)</b>
Picnic Shelter	2,000	13	16	-3
Playground	2,000	9	16	-7
Paved Trails (miles)	10,000	1.75	3.4	-1.65
Unpaved Trails (miles)	4,000	0	8.46	-8.46
Skatepark	15,000	0	2	-2
Tennis Courts	2,000	0	16	-16
Volleyball Courts	3,000	0	11	-11
Indoor Basketball Courts	5,000	0	6	-6
Basketball (outdoor)	2,000	3.5	16	-12.5
Baseball (youth)	6,000	8	5	+1
Softball (youth)	5,000	3	6	-3
Softball (adult)	3,000	4	11	-7
Football Fields	10,000	1	3	-2
Soccer Fields	4,000	8	8	0
Swimming Pool	10,000	1	3	-2
Dog Park	15,000	2	2	0

Source: National Recreation and Park Association

2014 Required based on 2015 population projection of 33,841 (Kentucky Data Center, University of Louisville)

## **Richmond Parks and Recreation Partnerships**

1. American Red Cross
2. Berea Parks and Recreation
3. Big Brothers & Big Sisters
4. Bluegrass State Games
5. Bluegrass Domestic Violence
6. Children's Champions of Madison County
7. Downtown Richmond Association
8. EKV Housing
9. EKV Department of Recreation and Park Administration
10. EKV Student Life
11. God's Outreach
12. Kentucky Department of Fish and Wildlife
13. Kentucky River Foothills
14. Leadership Madison County
15. Madison County 4H
16. Madison County Extension Office
17. Madison County Fire Department
18. Madison County Health Department
19. Madison County Schools
20. Madison United Soccer Association
21. National Recreation and Park Association
22. National Wildlife Federation
23. Pedestrian Master Plan Committee
24. Richmond Chamber of Commerce
25. Richmond Fire Department
26. Richmond Girls Softball
27. Richmond Police Department
28. Richmond Teen Center Board
29. Richmond Tourism
30. Richmond Youth Football
31. Richmond Urban Development Committee
32. Salato Wildlife Reserve
33. Special Olympics Kentucky
34. Telford YMCA
35. United States Olympic Committee
36. Veteran's Association
37. Vineyard Community Church

## **Benchmark Analysis Synopsis**

A benchmark analysis indicates that Richmond has the fewest number of parks (seven) of the 7 identified benchmark communities:

Frankfort, Kentucky: 9 parks (population 27,570)

Elizabethtown, Kentucky: 9 parks (population 29,335)

Georgetown, Kentucky: 11 parks (population 30,271)

Bowling Green, Kentucky: 18 parks (population 60,000)

Paducah, Kentucky: 28 parks (population 25,048)

Westerville, Ohio: 30 parks (population 37,073)

The number of full time staff, non-maintenance positions, also indicates Richmond has significantly fewer employees:

Frankfort, Kentucky: 6 staff

Elizabethtown, Kentucky: 9 staff

Georgetown, Kentucky: 17 staff

Bowling Green, Kentucky: 17 staff

Paducah, Kentucky: 8 staff

Westerville, Ohio: 10 staff

**Table 4: Benchmark Comparison**

City	Westerville, Ohio	Paducah, Kentucky	Georgetown, Kentucky	Frankfort, Kentucky	Elizabethtown Kentucky	Bowling Green, Kentucky
Population	37,073	25,048	30,271	27,570	29,335	60,000
Total Parks Acreage	600 acres	530 developed; 840 total	350+ acres	1000	300	838
Full Time Staff	56	25	17	11	17	58
Full Time Staff (Non-Maintenance)	10	8	17	6	9	17
Total Operating Budget	\$6,280,923	\$3,200,000	Unable to disclose info	\$3,300,000	\$2,300,000	\$6,500,000
Average Capital Budget	1,176,743	\$350,000	Unable to disclose info	\$35,000 included in operating	\$200,000	\$100,000
Total Number of Parks	30	28	11	9	11	18
Miles of Trails	26 miles	5.5	2.2	40	12	9
Softball Fields	27	4	2 adult/3 kids	8	3	0
Baseball Fields	27	6	3	8	4	18
Soccer Fields	18	2	6	11	6	24
Football Fields		0	1	1	1	0
Outdoor Pools	(1) 41 acre aquatic center	1	1	1	1	2
Sprayground Areas	1	2	0	(0)	0	2
Playgrounds	3	7	12	5	8	21
Park Shelters	11	32	11	14	8	12
Skate Parks	1	1	1	1	0	1
Dog Parks	1	1	0	1	In progress	1
Outdoor Basketball Courts	(1) community center	11 goals	3	3	5 goals	11
Tennis Courts	5	6	6	12	23	18
Nature Center	4	1	1 outdoor	0	1 nature park	0

Community/Rec Centers	6/1	1	2	0	1	3
Indoor walking Tracks	0	0	0	0	0	1
Indoor Pools	1	0	1 Outdoor aquatic center	0 (in process)	0	0
Indoor Basketball Courts		1	4	0	2	4

### kyhealthnow 2019 goals

Kentucky's health goals that directly pertain to parks and recreation are as follows:

- Reduce Kentucky's smoking rate by 10%.
- Reduce the rate of obesity among Kentuckians by 10%.
- Reduce cardiovascular deaths by 10%.
- Reduce deaths from drug overdose by 25% and reduce by 25% the average number of poor mental health days of Kentuckians.

#### **Goal: Reduce Kentucky's smoking rate by 10%.**

Health experts agree – tobacco use is the single biggest factor negatively impacting the overall health of Kentuckians. In study after study, Kentucky ranks at the bottom on tobacco use – 50th in smoking (28.3% of adults, 24.1% of youth, 24.4% of pregnant women). Therefore, Gov. Beshear will launch an aggressive campaign to decrease Kentucky's smoking rate, including the following strategies:

- Continue to support comprehensive statewide smoke-free legislation.
- Encourage Kentucky's cities and counties to continue to implement smoke-free policies.
- Partner with school districts and universities to implement tobacco free campuses.

#### **Goal: Reduce the obesity rate among Kentuckians by 10%.**

Kentucky's obesity problem has far-reaching health and productivity implications – and threatens the future health of children. The Commonwealth ranks 42nd in obesity and 46th in physical inactivity. A shocking 31.3% of adults in Kentucky are obese. Obesity is linked to multiple chronic conditions, including diabetes, heart disease and stroke. The Governor will initiate multiple strategies to address this problem, including:

- Direct executive branch facilities to implement federal guidelines requiring posting of nutritional information for vending and concessions in state buildings.
- Work with public and private workplaces to adopt healthy concessions and vending policies reflecting federal guidelines.
- Certify 10 new "Trail Towns" through the Kentucky Office of Adventure Tourism by the end of 2015.

- Complete the Dawkins Rail Line Trail by the end of 2015, adding 36 miles of trail to Kentucky's statewide trail network.
- Invest more than \$30 million in federal funds by the end of 2015 to support many community-driven initiatives for pedestrian and bicycle paths.
- Challenge school districts to increase physical activity opportunities for children through implementing comprehensive school physical activity programs.
- Partner with school districts to increase the number of school districts collecting and reporting body mass index (BMI) data within the Kentucky Student Information System.
- Work with early child care providers to increase opportunities to prevent obesity among our youngest children.
- Develop initiatives to honor and recognize businesses and schools that provide greater opportunities for physical activity.

### **Goal: Reduce Cardiovascular Deaths by 10%.**

With more than 12,000 deaths per year, Kentucky ranks 48th in the nation in cardiovascular deaths. In addition to supporting the strategies listed above under Tobacco Use and Obesity, Governor Beshear will implement strategies to reduce cardiovascular disease, including:

- Reduce the proportion of adults with uncontrolled hypertension by 10%.
- Reduce the proportion of adults with hypertension who are current smokers by 10%.

## **National Health Trends**

### **President's Council on Fitness, Sports & Nutrition**

<http://www.fitness.gov/resource-center/facts-and-statistics/>

### **Physical Activity**

- Only one in three children are physically active every day.
- Less than 5% of adults participate in 30 minutes of physical activity each day, only one in three adults receive the recommended amount of physical activity each week.
- Only 35 – 44% of adults 75 years or older are physically active, and 28-34% of adults ages 65-74 are physically active.
- More than 80% of adults do not meet the guidelines for both aerobic and muscle-strengthening activities, and more than 80% of adolescents do not do enough aerobic physical activity to meet the guidelines for youth.
- In 2010, research found adults in Alaska (72.5%), Montana (72.4%), Utah (71.8%), and Vermont (73.3%) were more likely to be physically active than any other state. Tennessee (51.8%), Louisiana (56.0%), Mississippi (57.2%), and Kentucky (57.9%) were the least active states in the nation. The national average is only 64.5%.
- Children now spend more than seven and a half hours a day in front of a screen (e.g., TV, videogames, computer).
- Nationwide, 25.6% of persons with a disability reported being physically inactive during a usual week, compared to 12.8% of those without a disability.
- Only about one in five homes have parks within a half-mile, and about the same number have a fitness or recreation center within that distance.

## **Obesity**

- Data from 2009-2010 indicates that over 78 million U.S. adults and about 12.5 million (16.9%) children and adolescents are obese.
- Recent reports project that by 2030, half of all adults (115 million adults) in the United States will be obese.
- Overweight adolescents have a 70% chance of becoming overweight or obese adults.
- For children with disabilities, obesity rates are approximately 38% higher than for children without disabilities. It gets worse for the adult population where obesity rates for adults with disabilities are approximately 57% higher than for adults without disabilities.

## **Obesity Then and Now**

- Prevalence of obesity for children ages 2 to 5 years – doubled
- Prevalence of obesity for children ages 6 to 11 years – quadrupled
- Prevalence of obesity for children ages 12 to 19 years – tripled
- Percentage of obese adults – doubled
- States with an adult obesity prevalence rate of more than 25%: Early 1970s: Zero
- 2007-08: 32
- Nearly 45% of children living in poverty are overweight or obese compared with 22% of children living in households with incomes four times the poverty level.
- Almost 40% of Black and Latino youth ages 2 to 19 are overweight or obese compared with only 29% of White youth.<sup>16</sup>

## **Human and Financial Costs of Obesity**

- Obesity-related medical conditions cost our nation nearly \$150 billion every year and account for 16 to 18 percent of our total healthcare costs (1 in every 6 dollars spent).
- Projections estimate that by 2018, obesity will cost the U.S. 21 percent of our total healthcare costs - \$344 billion annually.
- Those who are obese have medical costs that are \$1,429 more than those of normal weight on average (roughly 42% higher).
- The annual cost of being overweight is \$524 for women and \$432 for men; annual costs for being obese are even higher: \$4,879 for women and \$2,646 for men.
- Obesity is also a growing threat to national security – a surprising 27% of young Americans are too overweight to serve in our military. Approximately 15,000 potential recruits fail their physicals every year because they are unfit.

## **Kentucky Obesity Statistics**

- Worst in the Nation: Percentage of Obese Young Adults in High School (18%)
- 5<sup>th</sup> Worst in Nation: Adult Obesity 33.2%

## Healthy People 2020

(U.S. Department of Health and Human Services)

<http://www.healthypeople.gov/2020/topicsobjectives2020/default.aspx>

### **Goal: Improve health, fitness, and quality of life through daily physical activity.**

More than 80 percent of adults do not meet the guidelines for both aerobic and muscle-strengthening activities. Similarly, more than 80 percent of adolescents do not do enough aerobic physical activity to meet the guidelines for youth.

The Physical Activity objectives for 2020 highlight how physical activity levels are positively affected by:

- Structural environments, such as the availability of sidewalks, bike lanes, trails, and parks
- Legislative policies that improve access to facilities that support physical activity

### **Why is physical activity important?**

Regular physical activity can improve the health and quality of life of Americans of all ages, regardless of the presence of a chronic disease or disability. Among adults and older adults, physical activity can lower the risk of:

- Early death
- Coronary heart disease
- Stroke
- High blood pressure
- Type 2 diabetes
- Breast and colon cancer
- Falls
- Depression

Among children and adolescents, physical activity can:

- Improve bone health.
- Improve cardiorespiratory and muscular fitness.
- Decrease levels of body fat.
- Reduce symptoms of depression.

### **Understanding Physical Activity**

Personal, social, economic, and environmental factors all play a role in physical activity levels among youth, adults, and older adults. Understanding the barriers to and facilitators of physical activity is important to ensure the effectiveness of interventions and other actions to improve levels of physical activity.

Factors positively associated with adult physical activity include:

- Postsecondary education
- Higher income
- Enjoyment of exercise
- Expectation of benefits
- Belief in ability to exercise (self-efficacy)
- History of activity in adulthood
- Social support from peers, family, or spouse
- Access to and satisfaction with facilities
- Enjoyable scenery
- Safe neighborhoods

Factors negatively associated with adult physical activity include:

- Advancing age
- Low income
- Lack of time
- Low motivation
- Rural residency
- Perception of great effort needed for exercise
- Overweight or obesity
- Perception of poor health
- Being disabled
- Older adults may have additional factors that keep them from being physically active, including lack of social support, lack of transportation to facilities, fear of injury, and cost of programs.

Among children ages 4 to 12, the following factors have a positive association with physical activity:

- Gender (boys)
- Belief in ability to be active (self-efficacy)
- Parental support

Among adolescents ages 13 to 18, the following factors have a positive association with physical activity:

- Parental education
- Gender (boys)
- Personal goals
- Physical education/school sports
- Belief in ability to be active (self-efficacy)
- Support of friends and family

Environmental influences positively associated with physical activity among children and adolescents include:

- Presence of sidewalks
- Having a destination/walking to a particular place
- Access to public transportation
- Low traffic density

- Access to neighborhood or school play area and/or recreational equipment.

People with disabilities may be less likely to participate in physical activity due to physical, emotional, and psychological barriers. Barriers may include the inaccessibility of facilities and the lack of staff trained in working with people with disabilities.

### **National Recreation Programming Trends**

The 10 most commonly planned program additions according to a 2014 national study completed by Recreation Management include:

1. Fitness programs
2. Educational programs
3. Active older adult programming
4. Holiday events and other special events
5. Mind-body/balance programs, such as Yoga, Pilates and martial arts
6. Teen programming
7. Sports tournaments or races
8. Day camps and summer camps
9. Adult sports teams
10. Environmental education

### **Forming Partnerships Trends**

Given finite resources, partnerships become even more imperative. The top trends in partnerships according to a 2014 national study completed by Recreation Management include:

- Local Schools 72.3%
- Local Government 68.3%
- Nonprofit Organizations 57.7%
- State Government 41.9%
- Corporate or Local Businesses 38.6%
- College/University 33.3%
- Federal Government 27.2%
- YMCA 21.8%
- Health Care/Medical Facility 20.7%
- Military 6.6%
- Private Health Club 4.7%

## 2014 Sports, Fitness & Leisure Activities Topline Report

The overall levels of inactivity have decreased marginally in the last 12 months from 28.0% of Americans age six and older to 27.6%. Inactivity had been increasing each year since 2008. There are still 80.2 million Americans who are inactive which is still higher than the number in 2011. The 13 to 17 age group has continued to become more inactive; ages 25 to 34 is also trending that way. All of the age groups older than 45 have shown some drops in inactivity, thus the importance of physical activity is getting across to these older cohorts.

Racquet and water sports continue to be a millennial activity(1980-1999). Fitness sports are more popular with older generations, with less than half of Gen Z (1965-1979) participating. Gen Z prefer team and outdoor sports with more than 50% participating in these types of activities.

**Table 5: Recreation Participation Report**

Activity	2011 (in 000's)	2012 (in 000's)	2013 (in 000's)	Change 2012 to 2013	5 year average
Bicycling (mountain, non-paved surface)	6,989	7,265	8,542	17.6%	3.6%
Bicycling (road, paved surface)	39,834	39,790	40,888	2.8%	1.2%
Birdwatching (more than 1.4 mile from home/vehicle)	13,067	13,535	14,152	4.6%	0.4%
Canoeing	10,170	9,813	10,153	3.5%	0.6%
Fishing	38,864	39,002	37,796	-3.1%	-2.1%
Hiking (day)	33,494	34,519	34,378	-0.4%	2.0%
Hunting (bow)	4,271	4,354	4,079	-6.3%	1.7%
Kayaking (recreational)					
Running/Jogging	50,061	51,450	54,188	5.3%	5.7%
Skateboarding	6,318	6,227	6,350	2.0%	-4.7%
Trail Running	5,373	5,806	6,792	17.0%	8.5%
Wildlife Viewing (more than ¼ mile from home/vehicle)	21,495	22,482	21,359	-5.0%	-1.8%
Archery	6,471	7,173	7,647	6.6%	4.4%
Tennis	17,772	17,020	17,678	3.9%	0.0%

Swimming for Fitness	21,517	23,216	26,354	10.7%	NA
Lacrosse	1,501	1,607	1,813	12.8%	10.8%
Yoga	22,107	23,253	24,310	4.5%	6.5%
Badminton	7,135	7,278	7,150	-1.8%	0.1%
Ultimate Frisbee	4,868	5,131	5,077	-1.1%	2.7%
Sand Volleyball	4,451	4,505	4,769	5.9%	3.6%
Camping	31,961	31,454	29,269	-6.9%	-2.0%

Report from the Sports and Fitness Industry Association. Data collected January and February 2014 included a national sample of 19,240 online interviews including a statistical confidence interval of plus or minus 0.31 percentage points at the 95 percent confidence level translating to plus or minus four percent of participants.

**Table 6: Sports Popularity**

<b>Sport</b>	<b>2011 (in 000's)</b>	<b>2012 (in 000's)</b>	<b>2013 (in 000's)</b>	<b>Change 2012 to 2013</b>	<b>5 year average</b>
Baseball	13,561	12,976	13,284	2.4%	-3.0%
Basketball	24,790	23,708	23,669	-0.2%	-1.9%
Football (Tackle)	6,448	6,220	6,165	-0.9%	-4.6%
Soccer	13,667	12,944	12,726	-1.7%	-1.8%
Softball (slow-pitch)	7,809	7,411	6,868	-7.3%	-6.6%
Softball (fast-pitch)	2,400	2,624	2,498	-4.8%	1.6%
Volleyball	6,662	6,384	6,433	0.8%	-3.2%

**Aspirational Sports Interest Report: Which Sports Interest Non-Participants**  
**Table 7: Sports & Fitness Industry Association 2014 Report**

<b>Ages 6-12</b>	<b>Ages 13-17</b>	<b>Ages 18-24</b>
Swimming for Fitness	Swimming for Fitness	Swimming for Fitness
Bicycling	Camping	Bicycling
Camping	Bicycling	Hiking
Hiking	Working out with Weights	Trail Running
Running/Jogging	Working out with machines	Running/Jogging
Working out with Weights	Trail Running	Camping
Basketball	Hiking	Working out with weights
Fishing	Shooting (Target/Trap/Clays)	Working out with machines
Swimming on a Team	Running/Jogging	Backpacking
Soccer	Fitness Classes	

**Aspirational Sports Interest Report: Which Sports Interest Non-Participants**  
**Table 8: Sports & Fitness Industry Association 2014 Report**

<b>Ages 25-34</b>	<b>Ages 35-44</b>	<b>Ages 45-54</b>
Swimming for Fitness	Hiking	Swimming for Fitness
Bicycling	Working out with Weights	Working out using Machines
Camping	Swimming for Fitness	Bicycling
Hiking	Camping	Hiking
Working out with Weights	Bicycling	Camping
Trail Running	Working out using Machines	Working out with Weights
Running/Jogging	Running/Jogging	Running/Jogging
Fitness Classes	Trail Running	Fishing
Working out using Machines	Backpacking	Canoeing
Canoeing	Canoeing	Birdwatching/Wildlife Viewing

**Aspirational Sports Interest Report: Which Sports Interest Non-Participants**  
**Table 9: Sports & Fitness Industry Association 2014 Report**

<b>Ages 55-64</b>	<b>Ages 65+</b>
Swimming for Fitness	Swimming for Fitness
Bicycling	Working out using Machines
Working out with Weights	Hiking
Hiking	Fitness Classes
Working out using Machines	Working out with Weights
Camping	Birdwatching/Wildlife Viewing
Fishing	Bicycling
Birdwatching/Wildlife Viewing	Fishing
Fitness Classes	Camping
Running/Jogging	Running/Jogging

## Summary of the Needs from Discussions with Specific Recreation Groups

Comments from agencies connected with Richmond Parks and Recreation are as follows:

**Teen Center:** Board representative Scott Darst said, “ I have a very positive relationship with the Richmond Parks and Recreation Department. As a community member, I serve on the board for the Richmond Teen Center through the Parks service. I believe they do meet the needs of their participants to the best of their ability but would like to see updates to their office building and gym. They always seem professional to me in their interactions. The only issues I see is that Ms. Georgia needs help at the Teen Center in supervising all the teens and that the office building that houses many evening activities is out of date due to the conditions of the 2<sup>nd</sup> Street gymnasium.”

**Teen Center Board Member** Dianne Shuntich said, “Erin (Director of Recreation/Administration) is very professional and attempts to meet the needs of the Teen Center. I believe the concern your board (Parks Board) has shown is also making a difference. I still don’t think the Teen Center is a priority for Parks and Rec and city government. It takes a very long time for needs to be met. There are always varied “reasons” for this, mostly bureaucratic. For example, half of the computers have been broken down for all of the three years I have been a volunteer there. The donated televisions have also been down for a couple years. When equipment breaks down it is rarely fixed in a timely manner. Even when the needs are addressed, everything is done on a shoestring. For example, the kids rarely get anything new; it’s usually used and not the best. Currently the only money the city budgets for the center is \$200 a month for snacks after school. This is barely adequate. Erin informed us at the meeting that she has been approved for an additional \$1.500 for transportation for the coming year. I think there should be more attention given to the physical plant – computers, kitchen equipment, attractiveness. At Parks and Recreation, someone should be empowered to provide better support for daily needs that arise. For example, fixing of equipment, approval of small expenditures should be facilitated.

Staffing is another significant issue. Even though security concerns were raised after a scary incident on the bus (Teen Center trip), these were not addressed. As a result there was a subsequent incident where the Director was injured trying to break up a fight at the Center. Even after that, the security needs have not been addressed. It’s unlikely that the assistant position will be filled between the Police Camp and the start of school, so what will happen in the meantime?

Perhaps a central problem though is the lack of definition of the role of the Teen Center Board. When I first joined the board there was a meeting with the mayor to attempt to define this, but nothing came of it. As a board member, I do not know what authority we have, if any, or where any authority might be coming from. It appears that we function as a group that is called upon to provide in-kind donations of services, equipment, and volunteers. When we need additional members, we just recruit people we think might be helpful.”

**Girl Scouts** Assistant Membership Center Director Carlye Michael indicated, “The Girl Scouts have used the Richmond Parks and Rec Department for scholarship programs during summer camp, and we have used Paradise Cove and Adventure Falls for our Early Bird event the last two years. The staff has been professional in the interactions I have had with them. Our summer programs are run by Girl Scout staff, and our early bird event is an event that has a discounted price to attend, so most Richmond Parks and Rec Staff have not really interacted with any of our participants. The issues we have had with the Richmond Parks and Rec Department is slow communication. It sometimes takes a while to return emails/phone calls. We would love to work more with Richmond Parks and Rec. We always need a place for troops to meet, hold events, and have programs within camps. This year we were unable to have our scholarship Healthy Living program with the summer camp, due to day camp changes, but we would love to do this again. Girl Scouts in Madison co. are very active within the community, and holding events. I know the girls and leaders would love to either do a service project with Richmond Parks and rec, volunteer, or simply hold an event in their space.” It is important to note that Madison County alone has over 500 girls involved in Girl Scouts, and around 3,000 girls in the counties surrounding Lexington representing a significant cohort that could be better targeted with programs and facilities by Richmond Parks and Recreation.

Jim Peavely, **Madison County Horseshoe Association** said, “We continue to have a good working relationship with the Department, and we appreciate the maintenance they provide us. There are some issues that need some attention such as the fence in need of paint and the pits need better covers. Our pits of course have clay and must be covered or else they become unusable. Some type of thick rubber mats would be helpful, and then a sign indicating why they need to remain covered may help alleviate some of the problems we have had of people playing and not covering them back. Maybe the Department Maintenance staff could also help to make sure they stay covered when they make their rounds. We also host two annual tournaments each year that draw around 100 people (May and August). A portable toilet used to be provided by the Department for these events; we have a poured concrete base for them. We do get people coming from out of the state, so this level of hospitality does make a difference.”

Tony Cuzick, **President Richmond Girls Softball** said, “Joe Bentley does a great job getting the fields ready for our girls to play on and he should be commended for his efforts. Other staff has always been good to work with as well. I want an open door policy between Richmond Girls Softball (RGS) and Parks, for that matter, all sports leagues, to create an inviting experience for all.

The only issue that I see is it seems that there is a hidden agenda for Irvine McDowell Park. For a lack of better way of saying, RGS feels that we are 2nd fiddle to everything else. You have a little league complex that is one of the nicest facilities in central Kentucky, and the girls fields are at the other end of the spectrum. RGS wants to do Park improvements and feels that our hands are tied. An example: We need to put lights on the small field at Irvine McDowell. This supports our biggest age groups and is needed. We have been told that this would interfere with the surrounding community. I really don't understand this concept. I have contacted MUSCO Lighting and inquired about projects and possible grants with them. RGS is willing to pay to install lights.

Future Needs. We need Combs field built back at Irvine McDowell. When the field was torn down, a

lot of parents think that the city doesn't care about softball and have taken their children to the travel team route, when in reality they need to play in the rec league. Our numbers fell about 25%. As of now our league cannot grow any bigger than it is now with only 3 fields. If Combs was built back and a T-ball field (that RGS wants to build) was constructed, the needs would be met for the next several years. It would also be great if the Parks and RGS worked on getting the batting cages fixed and sure we retain them and grow our league. We would like a plan to roll out to our league and community.

Here is a plan that I would like to see discussed: A.) Build Combs field Back (\$40,000 city estimate). We didn't want it torn down, would show a great standing in the community; B.) When drainage project is approved and ready to break ground on, take down "A" field for underground drainage project (\$125,000) Drainage Problem Solved; C.) Build "A" field back (\$40,000). Possible Field Layout change. Total cost \$205,000 (City Cost of \$125,000 is mandated by state for drainage issue) and would have a very nice well drained park that would satisfy the needs of RGS, the drainage problem and a great showing to the community about Girls Softball. This project would increase the number of fields in the community to help give more kids a place to play.

Other Projects to Add to the list that would help RGS.

D.) Build T-ball field (Funded by RGS)

E.) Lighting project for Small field. (\$8,500 RGS Funded)

F) Possible Lighting Project on "A" field (TBD)

Some Major concerns that I have heard about moving girls softball to Lake Reba and adjacent to adult fields:

1.) Cost

2.) Being around the adults and the language and beverages that they consume. How are policing efforts going to be enforced?

3.) What happens if adult league grows back to where it once was? Also, who has control of scheduling if fields are needed for both leagues?

4.) Who is going to be responsible for any accidents that could happen? Example: If a ball from adult league fouls off and hits one of our patrons or players, who is responsible? Our insurance covers our league, not any other league. Our insurance coverage may increase if we say we share with adults

John Knuckles, **Madison County Youth Football League** President, said, "During my seven years with our football league our relationship with the Parks and Rec department could be described as quiet and cordial. After the field was built at Lake Reba, other than a few minor maintenance and practice reservations, there hasn't been that much interaction. We seem to be doing our job on our end providing the league for the children and Parks and Rec do theirs. We would like to have more of a voice. Thank you for allowing this to happen with the master plan. The only issue we have struggled with in the past deals with parking. Board members and fans have been ticketed for parking down at the field. We were also using the east side of the field (in between the soccer fields) for parking one year but the access to that has since been closed. The west side of the field can now be used for parking for board members with parking permits issued from the Parks and Rec department. We as a youth league are growing every year. If we continue the standard "quiet and cordial" relationship that we have now things will become stagnant. We have several prominent needs:

- a. Paved handicap parking spots down at the field is a necessity. Last year we witnessed several patrons on crutches and/or wheel chairs having to traverse the hill from the softball field parking lot above. I even watched as one handicap van was given permission to pull down onto

the field and park in the mud. The van pulled in parallel to the field and let the jimmy lift down beside the field so that the mother in the wheel chair would not have to put her chair in the mud to watch her son play that day.

- b. A Permanent bathroom/storage facility at the field. There have been talks about possibly building this structure between the football fields and soccer fields beside the lake. Up to this point we have been renting a 8x16 ft. storage container from Pak-rat and two portable bathroom units every year, a big annual expense from the league's budget. These units have to be set at the entrance to the field so they can be easily maintained. This becomes a huge problem mixing the sweltering heat of August with two port-o-potties sitting at the entrance of the field. I also need to mention that these are completely inaccessible by our handicapped community. In order to use the bathroom, a person in a wheel chair has to wheel through the field where they are sitting, up the hill to the softball parking lot, and then over to the bathroom facility at the Adult softball fields.
- c. Repairs to the field sprinkler system. A stitch in time saves nine definitely applies here. We need a clearer maintenance agreement that spells out what we are responsible for maintaining on the field and what the Parks and Rec dept. is responsible for.

**Richmond Little League** President Phillis Adams said, "The working relationship within the Parks & Recreation Department toward Little League is different. Therefore, there's a different working relationship with different staff. Sometimes Little League representatives are welcome at meetings and other times it is not. The meetings regarding concerns over the past few years have been at the request of Little League. Maintenance is a concern. Maintenance lists are reviewed at different times. Some of the same items continue to be listed. For example, there was a meeting at city hall over a year ago and the sprinkler system was discussed. It was supposed to be repaired and maintained so that fields could be watered. Almost two years later it has not been done. Two fields have been resoded, yet without the sprinkler system working properly, it unfortunately is money wasted. Dan McBride participated in the meeting at city hall. I provided a list of needs to him so that he was aware of the meetings that had been held. I was asked if the items on the list were taken care of. But I am reluctant to make comments at open meetings. The workers seem to be sincere when we have meetings but I'm not sure why things are not done. It was over a year that the front entrance had not been maintained. It was finally done the last day of the Little League Tournament. Maintenance that was supposed to be completed on dugouts between seasons was not done last year. I have been asked to provide a list, which I have, as requested. I made arrangements for Chris Pearl to come from ECU to provide assistance on maintaining fields and mounds. He even helped to build a mound appropriately. I suggest a regular maintenance list and an annual or semi annual list of items such as painting, fence and gate repairs, grounds repairs, and sidewalk repairs. Painting of dugouts and other scoreboxes used to be done every two years, but it was not done last year. Some repairs need to be done before the painting is done also. The bathrooms have been a concern this year. Bathrooms at the ballfields are locked. When games are being played, Little League is expected to unlock the bathrooms. When there are no games and only practices, the bathrooms are locked. I'm not sure what the policy is for bathrooms being locked and unlocked throughout the Park areas.

Little League needs another field for Tee Ball. There were 24 teams that used the Vescio Tee Ball Field last spring. Games are limited. There are no practices during the season. We have to limit the number who can participate. The Senior League Field needs to be leveled. There are unlevel

areas near the first and third base areas. The District Tournament could not be played there this year because of the condition of the field. We would like to be considered to host the State Tournament in two years. I have requested to be a part of the future planning but have not been asked to be included in any meetings. I have suggested that there be someone who meets with representatives from the youth sports together maybe once a year. Staff on the weekends during the busy spring and summer seasons need to be more readily available in the park, for maintenance, gathering garbage, keeping bathrooms workable. If you travel to parks systems that host tournaments and have games on weekends, there will be staff there between games working on fields and maintaining the areas around the playgrounds where there are picnics and cookouts. It would be helpful to have a person supervising the Lake Reba area on the weekends and in the evenings during the spring and summer seasons. This is for all the park area.”

Representatives with **Youth Soccer** indicated a good working relationship with Richmond Parks and Recreation. The main problems/issues that could be helped/solved by the City of Richmond are a “lack of proportional support of youth soccer by the City of Richmond in relation to the other youth sports. Until the big financial problem arose in 08/09, there had been a large historical spending gap by the City of Richmond between baseball/softball and all the other youth sports. Due to the money issues that arose (and continue) this gap has narrowed, but still exists. This narrowing was not accomplished by raising funds for the non-softball/baseball sports, but by reducing what they spent on baseball and softball. Historically, and continues today, Richmond spends money on soccer in two ways. The first is mowing the grass. The second is by cost sharing on new projects. The City spends money on softball/baseball in a similar fashion, but what creates the funding imbalance is the much greater labor and materials that are supplied by the City for the ordinary maintenance of the fields and the cost sharing (or instances of minimal input by baseball/softball). Many of the required tasks that must be accomplished to operate a youth sport are paid for by soccer (i.e. field creation and maintaining), but done by the City for Little League.

A number of cost sharing imbalance instances come to mind. In summer 2008 Little League hosted the state tournament for a particular age group; there were either several teams participating. The City spent \$47K to \$50K prepping fields. That fall soccer hosted the state tournament, which had 90+ participating teams. The City paid for 5 Port-A-Potties. Another instance was with the grass-spraying program the City contracted for a few years. Mr. Gorman (Recreation Director at the time) was explaining this new program and commitment that the City had under-taken. When asked why the soccer fields were not included, he had no real answer. The one sport that depends on turf being in good enough condition that a ball will roll smoothly across it and the City doesn't think to include it. As we were passing the Lake Reba baseball complex on that same park tour, Mr. Gorman also pointed out lights on 2 fields that he loudly proclaimed had been put up without his fore-knowledge or approval and the costs had been taken out of his budget.

Another issue youth soccer faces is a lack of field space for current operations and future growth. Typically soccer will have approximately 1,000 different kids play during the fall &/or Spring seasons. This fall for example there are almost 90 teams. In the spring this number will increase as older age groups (middle & high school age) join. This creates a great need for practice and game space. Because of a lack of space the soccer league is forced to use the available fields for both

practice and games. This results in the fields being intensively used 7 days a week for approximately 32 weeks a year and moderately used for about 8 weeks a year. The only time the fields are rested is from mid-November to mid-February. This creates a situation of high wear during the prime grass growing season and the fields being "rested" during the winter when the grass is dormant. The ideal solution would be enough space to have "game only" fields and to also have enough practice space to rotate and rest the practice areas."

## **Reporting of Focus Groups**

Two focus groups were held in order to further explore attitudes and perceptions about Richmond Parks and Recreation. This qualitative data is as follows:

### **What is Richmond Parks and REC doing well?**

**(1) Programming Costs:** Panelists indicated their satisfaction with the City of Richmond and Parks and Recreation Department underwriting the cost of activities and events. The multitude of free events such as KidsFest, Easter Eggstravaganza, summer concerts and movie nights were recognized and lauded.

**(2) Staff:** Panelists praised the staff for their professionalism. The efficiency given the staff reductions the Department has experienced was also praised.

"Staff is very organized as always... (That spends over several decades) I would like to see that continue, and we don't want to lose that."

**(3) Diversity of Activities:** Panelists commended the Department for the diversity of programming to include movie nights, summer camps, programs for inner city kids, Special Olympics, sports, and special holiday events considering the limited budget and staff limitations.

### **If you could change one thing about Richmond P&R what would it be?**

**(1) Health and Wellness Programming:** Consensus that more health and wellness programming is needed. Ideas included investing in outdoor fitness equipment,

**(2) Green Space:** Consensus that more green space and open space is needed within the Park system. Panelists felt that Lake Reba was over developed to the detriment of open spaces. Comments included

"We need places at Lake Reba where you can bring a blanket and have a picnic with your family that is away from the hectic pace of the park."

“Neighborhood parks that kids can walk to are what we had in the community where we used to live. Richmond has put all their eggs in one basket with Lake Reba.”

“I’m here representing the Girl Scouts, and if we had a place we could hold our campouts it would be a huge help. We would love to host our campouts at Camp Catalpa, and that would make it so much easier on families.”

**(3) Environmental Education:** Panelists were in agreement that environmental education is needed. There was consensus for the need to develop Camp Catalpa further. The need for children to participate in nature-based activities was mentioned by multiple panelists, and the idea to keep this park nature-focused received strong support. Two direct comments were as follows:

“We need to get children outside and away from technology. Inner city kids need more greenery; we should be educating them in terms of environmental education.”

“There’s no question in my mind that this park needs to remain a nature sanctuary; maybe add an environmental nature center to help educate people.”

**(4) Image of Parks:** Panelists indicated that there is imbalance in the location of parks as well as an image of affluence associated with Lake Reba Recreational Complex. However, this image is not consistent with all parks in the system. Direct comments from panelists include:

“You can tell the perceived perception of the areas to be of importance by the way they are kept up. Visitors and prospective citizens looking to come to the area can tell where the importance is focused on and it’s evident that is only Lake Reba.”

“It is only fair that all of the parks get treated the same because it is everyone’s park not just the surrounding neighborhoods.”

“Parks in Richmond are a reflection of the neighborhoods that surrounds them. For example, Lake Reba is flawless, much like the neighborhood that surrounds it. Dillingham Park is outdated and kind of run down and the neighborhood around it looks similar to the park in some places. All parks need to be as flawless and as nice as Lake Reba. It is only fair that all of the parks get treated the same because it is everyone’s park not just the surrounding neighborhoods.”

**(5) Park Facilities:** Panelists indicated that tennis courts, a skate park, and an amphitheater are needed in Richmond. Comments included:

“I cannot believe a city the size of Richmond doesn’t have any tennis courts. It is too cost prohibitive for my family to join Arlington. What about kids in the area that want to play? Where are they to go?”

“Richmond needs a skate park, but it should not be located at Lake Reba because it is too hard to get there. We need a skate park that children can access easily.”

## **Evaluation of Recreation Programming and Facilities**

**General Consensus:** The overall evaluation of the programs provided by Richmond Parks and Recreation was very good; they are well organized and creative and meet the needs for large numbers of people.

**Enhancements Needed:** The focus groups identified the following as specific areas of need for additional recreation programming.

**(1) Additional Activities and Programming for Senior Adults:** Panelists indicated that the Richmond Senior Center is woefully inadequate in providing recreation activities for seniors.

**(2) Health and Wellness Activities:** All cohorts need additional health and wellness activities, and ideas included inviting fitness into the parks such as Tai Chi and Yoga programs, adding educational components in partnership with health oriented agencies, programs to help children and teens “unplug” from technology. In addition, offering safe bicycle areas for children and families was consistently mentioned as a strong Richmond need.

**(3) Outdoor Theatre:** A new amphitheater that would be large enough to support outdoor theatre productions was mentioned by several focus group panelists as highly desirable.

**(4) Cultural Diversity Events:** Participants noted that cultural awareness and appreciation activities would augment the programming by the Department and serve to potentially increase Richmond tourism.

**(5) Teens:** While the Teen Center was mentioned as assisting with the programming for the teen cohort, many felt that additional programming is needed and at locations other than the Teen Center.

**(6) Indoor Gym Space:** There was strong consensus for the need to maintain and enhance indoor gym space. The focus groups concurred that the existing gym space at the Second Street location was needed for after school free play, basketball practice and leagues, winter volleyball, Special Olympics activities, birthday parties, and the summer camp program. The location of this facility was deemed very significant in that children can access it without having to be driven by an adult. One panelist remarked, “The lack of a gym would be devastating.” Additionally, the panelists were in agreement that additional indoor gym space is needed in the future.

**(7) Tennis Courts:** The lack of tennis courts was judged to be severely inadequate for a city the size of Richmond.

**(8) Community Center:** The focus groups were in agreement that a multi-purpose recreation building was needed that would provide indoor gym space and areas for health and wellness activities including a fitness area. The concept of intergenerational programming occurring at such a center was lauded as an opportunity to significantly enhance the City of Richmond.

**(9) Nature Education Center:** The need to aid environmental education and appreciation was noted by several focus group member. Girl Scout and 4H representatives were in agreement that a camping area adjacent to such a center would receive widespread usage among their agencies and participants.

**(10) Benches in Parks:** Multiple focus group panelists indicated a need for more sitting areas such as benches in Richmond parks to better accommodate senior adults and individuals with disabilities.

**(11) Hiking:** Walking and Bicycle Trails: There was strong consensus for the need to increase trails throughout Richmond to include connecting parks. Connecting Lake Reba Recreation Complex with Camp Catalpa via trail was deemed to be a priority by the panelists.

**What do you think about the distribution of parks in Richmond? Is there balance? Are parks needed in other areas?**

The consensus of the focus groups was that the parks in Richmond are not well balanced geographically. Parks are needed on the north end of Richmond as well as downtown to service the inner city population. In addition, the need for accessible neighborhood parks was once again mentioned by several panelists. Comments included:

“Reba – if you go everyone is going to be there plus it’s going to take me 20 minutes to just get down the bypass. It’s much too crowded.”

“People need recreational opportunities, and they need to be able to get to them easily and without having to always jump in the car.”

**Discussion of Lake Reba Recreational Complex**

A discussion of Lake Reba Recreational Complex elicited much discussion with the focus groups. Consensus was that this Park has reached capacity for development, and any future Park enhancements should occur at other Parks. Specifically, the focus groups made the following statements:

- Love Lake Reba!
- Too crowded; this Park has been developed so much there is little open space.
- Getting to the park drives me nuts! The traffic along the bypass is awful.
- Accessibly is only by vehicle, and that prevents people from enjoying the Park.
- Bikes aren’t accessible until farther down in the park.
- We need park areas where kids don’t always have to be driven by their parents. Whatever happened to walking to a park to play?
- There should be a skate park for children at Lake Reba.
- There’s a real lack of places for seniors to sit at that park.
- I would like to see a fitness route along the walking trail where exercises can be done along the way.

**Discussion of Irving McDowell Park**

There was an intense discussion of Irvine McDowell Park and the removal of Earle Combs field. There were definitely some emotional attachments to the Irvine McDowell Softball fields according to several of the discussion group members. They said that Richmond doesn’t have enough ball fields as it is and that it was not a good idea to take away the ball field. Comments were as follows:

- I have heard many complaints from citizens about removing the ball field.

- Removing the softball field may mean less visitors. I remember the fields as a child and think it's a shame now when I pass them. Transportation for some people is an issue to get to Lake Reba; Irvine-McDowell is in the heart of Richmond
- It's ok to move the fields if they are replaced with something of value like green space.
- I remember playing there in my younger years, the field is named after Hall of Famer Earle Combs, and the city needs to take care of what they have while they have it. We don't need to lose something that took 30 years to procure, Who ordered the removal of the ball field?
- The process the City used to remove the ball field was not fair in any way
- Why was the field even removed?
- Citizens should have a voice and be listened to.
- I like that the field is gone. Landscaping that area will make the park look more attractive.
- Leave the playground where it is.
- I would like to see an amphitheater; the Ravine is never used and there's no restrooms there.
- Lake Reba too crowded, this is better for bringing families to and you don't have to fight the crowds.
- The softball fields stand empty for most of the year and does not depict a very involved community for the most part.
- We need more events at this park.

## **Master Plan Methodology**

### ***Sampling Design***

From February 19 through May 1, 2014, a study was conducted of Richmond citizens by surveying the public through many different avenues, and inviting them to complete an online questionnaire. The primary means of data collection was through an online survey via SurveyMonkey; however, in person, pencil and paper surveys were also administered at various events throughout the survey timeframe. The survey online link was included in all correspondence. Further, the link was posted on the City of Richmond webpage, the Parks and Recreation webpage and the Department of Recreation and Park Administration webpage at Eastern Kentucky University.

The survey participants were over the age of 18 years. Potential participants were asked if they were willing to participate in a survey (in writing for the online survey, and verbally for the on-site surveys); if they agreed, participants were then asked to complete a 10-15 minute survey. This methodology was adapted from procedures outlined by Dillman (2007). A total of 1,012 members of the public began the survey with various response rates depending on the question (participants for the online survey could skip questions if they desired). This study utilized a convenience sampling method. The survey link was advertised on several websites, and in the Richmond Register in an attempt to reach as many people as possible.

### ***Questionnaire Design and Analysis***

For a guiding framework, the researchers selected an exploratory survey design (Vaske, 2008) to examine and begin to understand the public's perceptions of current and potential management actions and for current use patterns for RPR. The first portion of the survey examined the public's perceptions of, and their support for, different management scenarios, as well as gauging the current use of certain facilities. The second part of the survey collected standard demographic information from each participant using U.S. Census categories to further understand the characteristics of the sample. After confirming appropriate measurement qualities, descriptive statistics were calculated (frequencies and distributions) using SPSS 21.0.

### ***Limitations***

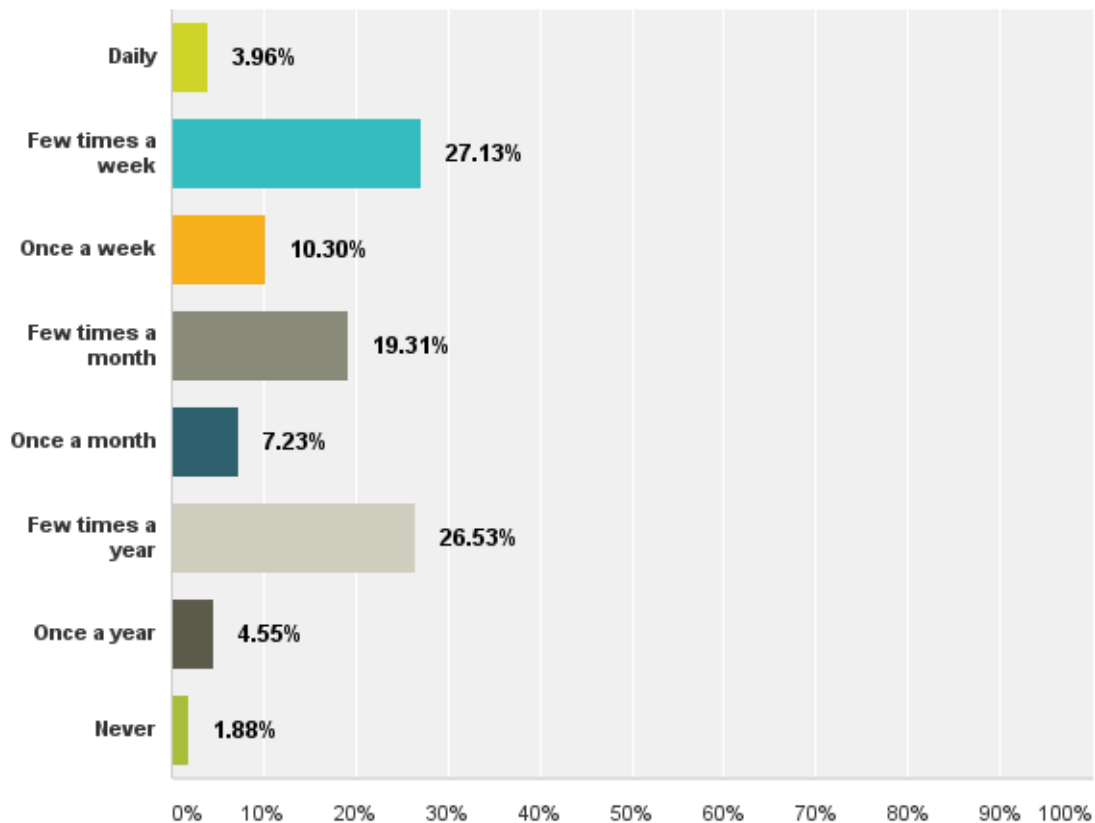
This study utilized a convenience sampling methodology, thus the sample collected may not be representative of all RPR users; however, the researchers did try to reach as broad an audience as possible to provide the most representative sample of RPR users.

## Survey Results - Attitudes, Perceptions and Use Patterns

**Question 1** - Only 4% of respondents use the parks in Richmond daily, but over 27% use them on a weekly basis. Another 19% reported monthly use of the parks, and over 26% use the parks a few times a year.

### Q1 How often do you use Richmond's Parks (Lake Reba, Camp Catalpa, Irvine McDowell, Million, Betty Miller, Dillingham, 2nd St. Rec Center)?

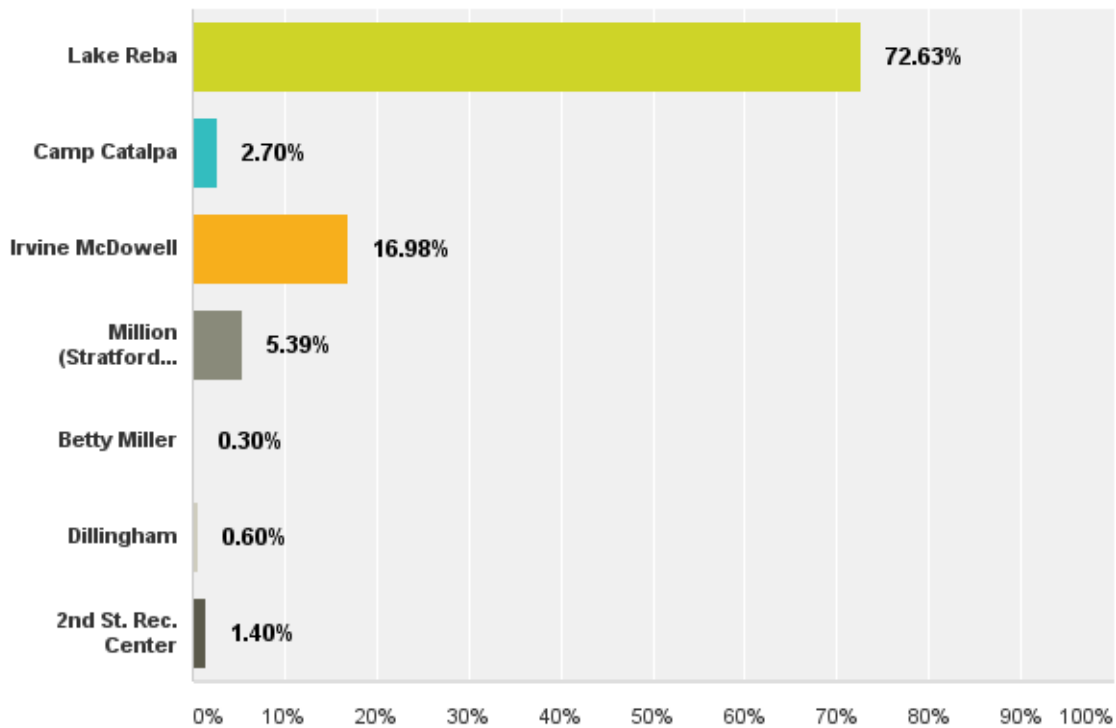
Answered: 1,010 Skipped: 11



**Question 2** - Over 72% of survey respondents reported using Lake Reba the most, with Irvine McDowell coming in a distant second (17%). Camp Catalpa and Million were next with a cumulative 8% saying they used these parks the most. Only 2% of respondents stated they used Betty Miller, Dillingham, and 2<sup>nd</sup> St. Rec. Center (cumulatively).

## Q2 Which Richmond Park do you use most often?

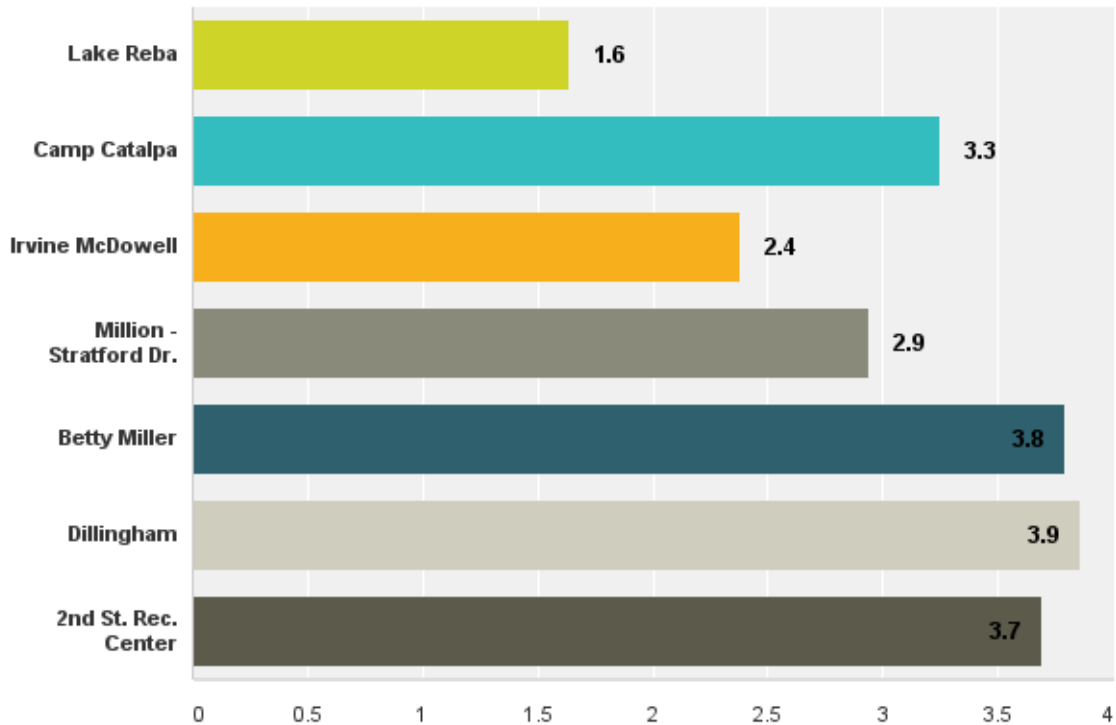
Answered: 1,001 Skipped: 20



**Question 3** - Lake Reba was the most visited park with 49% reporting regular visitation, followed by Irvine McDowell with 21% regular visitation. The majority of respondents reported never visiting Betty Miller (83%), Dillingham (89%), and 2<sup>nd</sup> St. Rec Center (79%).

### Q3 Check below how frequently you visit the following Richmond Parks:

Answered: 1,013 Skipped: 8

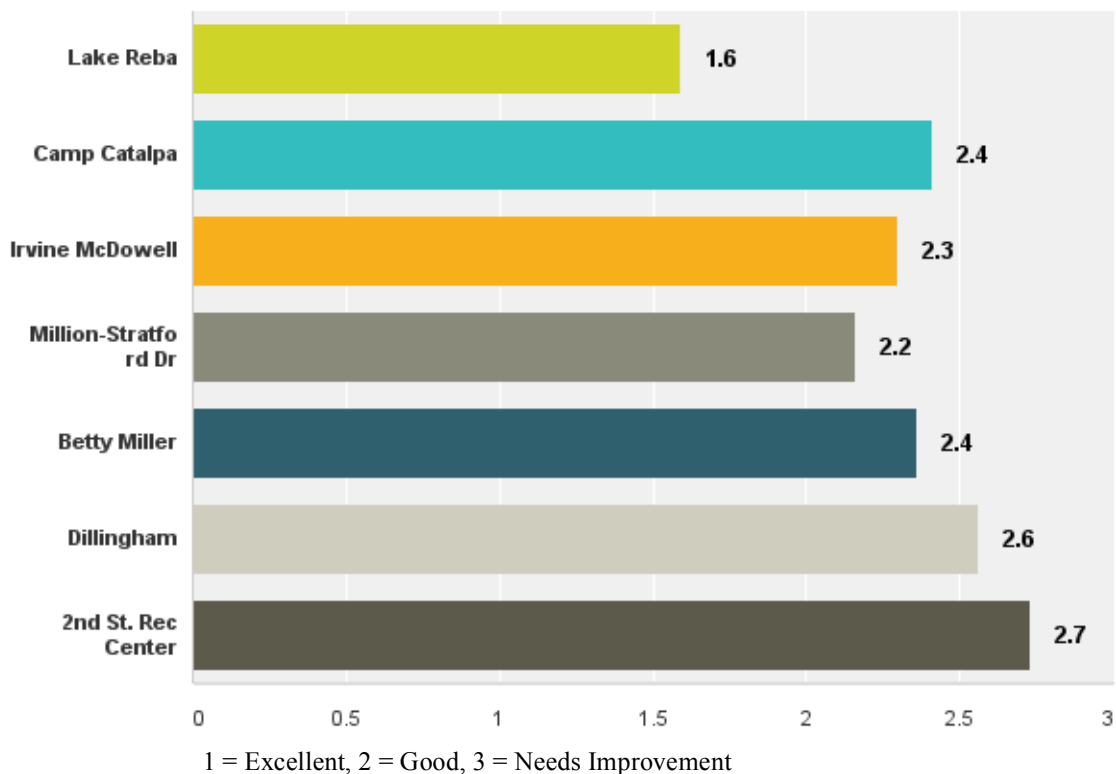


1 = Regularly, 2 = Occasionally, 3 = Rarely, 4 = Never

**Question 4** - Almost all of the parks were rated as needing improvement, with 2<sup>nd</sup> St. Rec Center needing the most; however, a large percentage of people (over 75%) said they did not know the condition of Betty Miller, Dillingham, and the 2<sup>nd</sup> St. Rec Center. The two parks that were rated as needing the least amount of improvement were Lake Reba and Million Park. Almost 91% of respondents rated Lake Reba as good or excellent, and close to 65% said the same for Million Park. Open-ended responses (n=156) to this question are located in Appendix A

### Q4 How would you rate the quality of our parks?

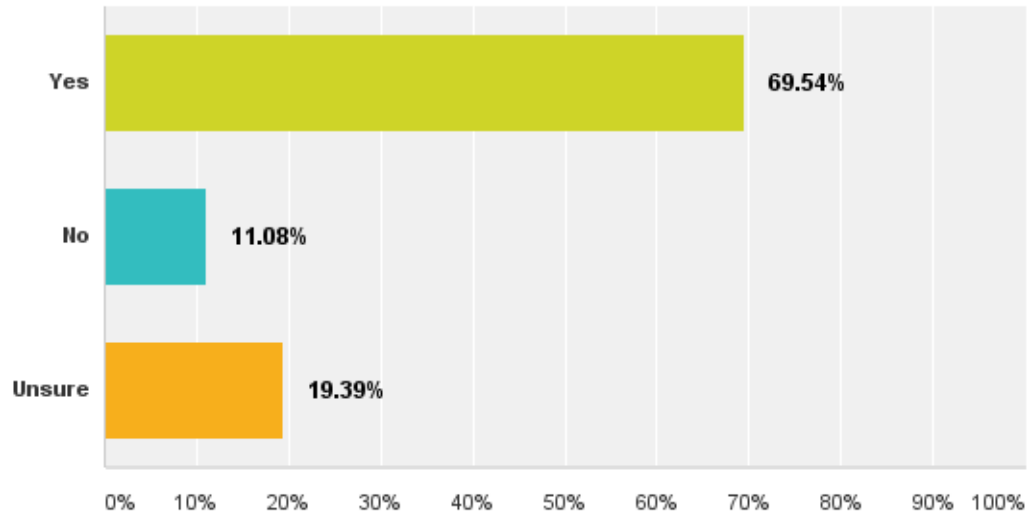
Answered: 1,013 Skipped: 8



**Question 5** - Close to 70% of survey respondents support the acquisition of more lands for RPR, with nearly 20% being unsure.

**Q5 Do you support the acquisition of more land in the Richmond area for parks and open space preservation?**

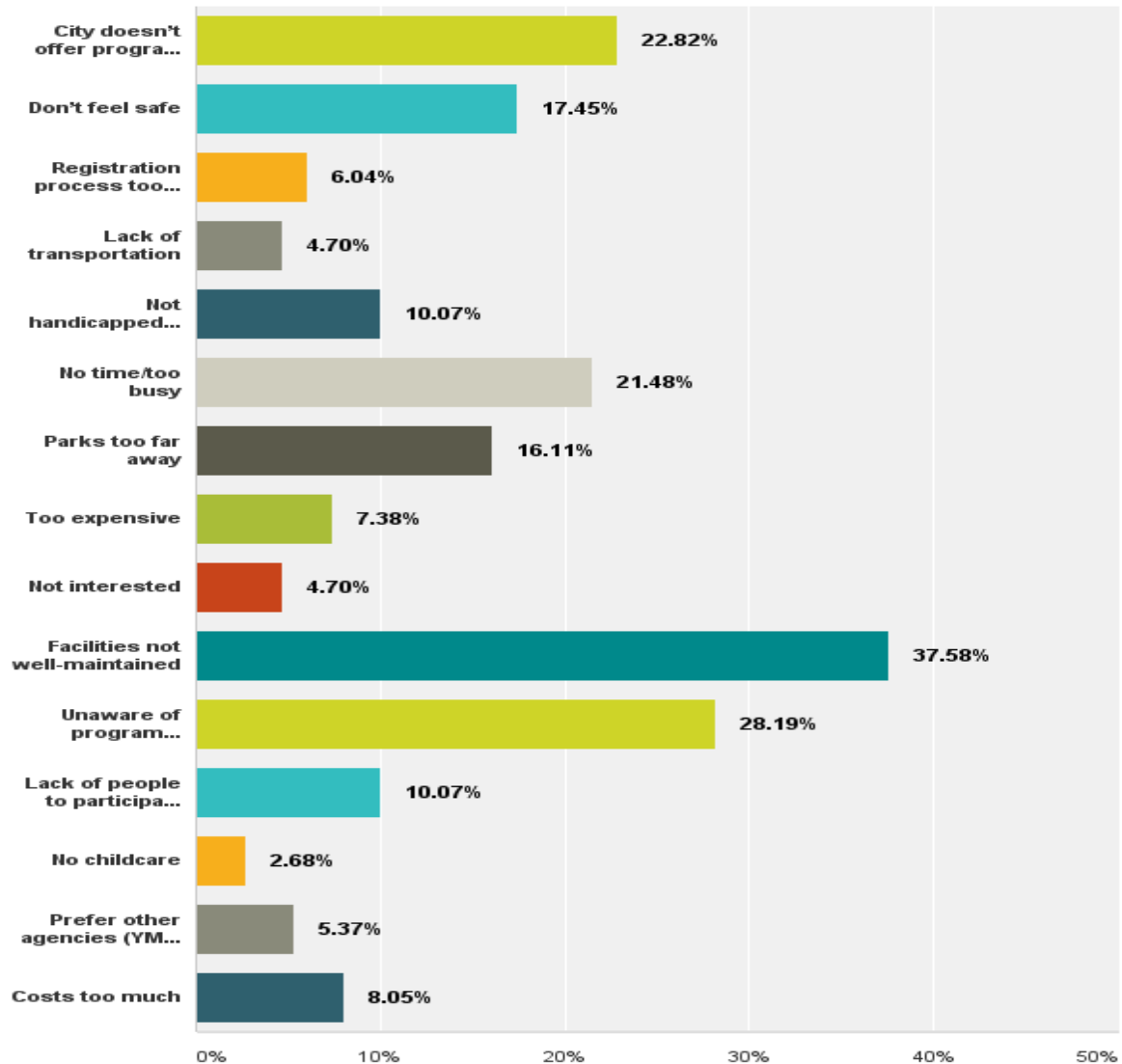
Answered: 1,011 Skipped: 10



**Questions 6 and 7** – These questions aimed to understand if there are any barriers to using parks in the Richmond area. The majority (83%) said that there were no barriers to their participation; however, of the 17% (149 people) who said there were barriers, 4 categories received the most responses. The most common barriers to participation were facilities not well maintained (38%), unaware of program offerings (28%), city doesn't offer programs I want (23%), and no time/too busy (21%). Open-ended responses (n=68) to this question can be found in Appendix B.

### Q7 What barriers keep you from using Richmond Parks and Recreation programs (check all that apply)?

Answered: 149 Skipped: 872

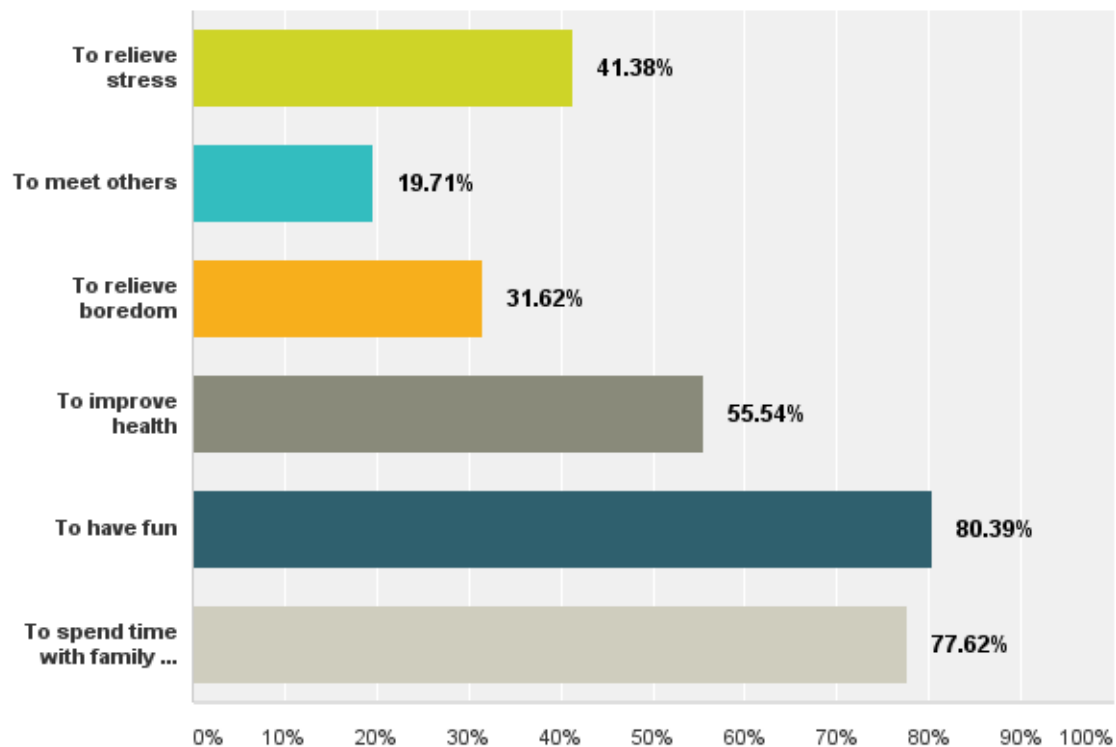


A comment that should be addressed by the Parks and Recreation department follows: “Family members find only one park accessible so I bring them to Lake Reba” (Q7, #11).

**Question 8** - Most people use Richmond parks and attend activities to have fun (80%), spend time with family (78%), and to a lesser extent, to improve their health (56%). It is clear that respondents do not look to meet new people (20%) through RPR parks and programs. Open-ended responses (n=102) to this question can be found in appendix C.

**Q8 Which of the following are the most important reasons you or members of your household participate in recreation activities and/or use parks in Richmond? Check all that apply.**

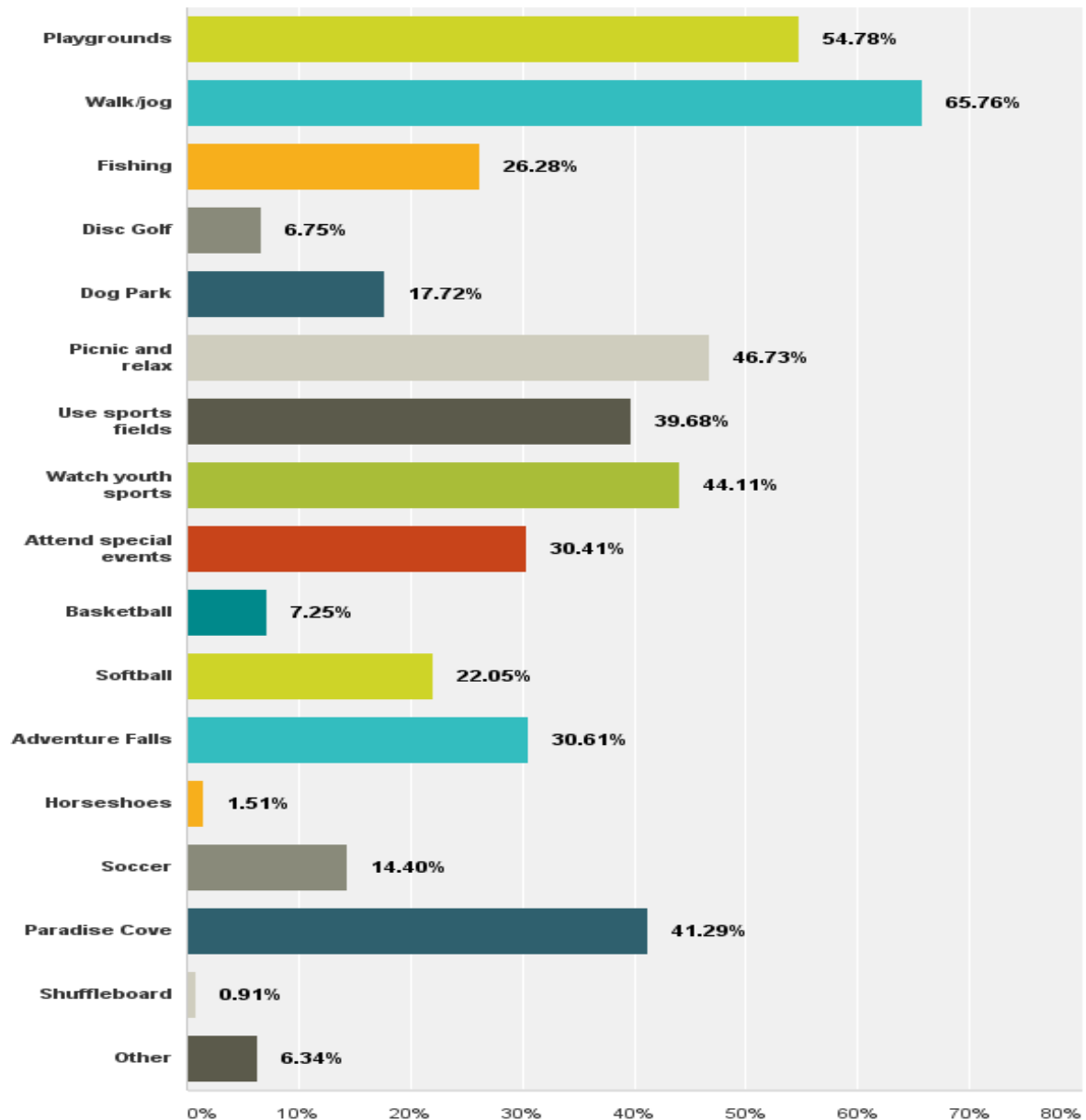
Answered: 974 Skipped: 47



**Question 9** - Respondents reported participating in a wide variety of activities. Walking/jogging (66%) was most popular, followed by going to playgrounds (55%), picnicking/relaxing (47%), watching youth sports (44%), and going to Paradise Cove (41%). Respondents reported less involvement in activities like playing shuffleboard (1%), playing horseshoes (2%), disc golf (7%), and basketball (7%). Open-ended responses (n=82) to this question can be found in Appendix D.

### Q9 What do you typically do in the parks (check all that apply)?

Answered: 993 Skipped: 28

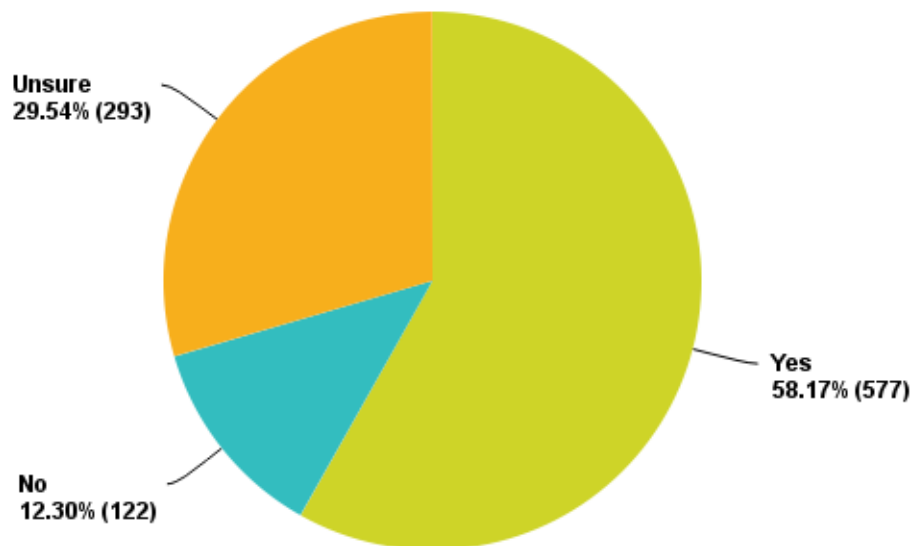


**Question 10** – This question asked if respondents felt that parks were well distributed throughout Richmond, and 83% agree that they are; however, 166 people felt they were not, with a common response being that more parks were needed on the north end of town. The open-ended responses (n=116) to why they felt this way are available in Appendix E.

**Question 11** - The majority of the respondents (58%) support a park off of Tates Creek Road, but almost one-third (30%) were unsure about this proposition.

**Q11 Do you support the development of a Kit Carson historic park off Tates Creek road given that is the location of his birthplace?**

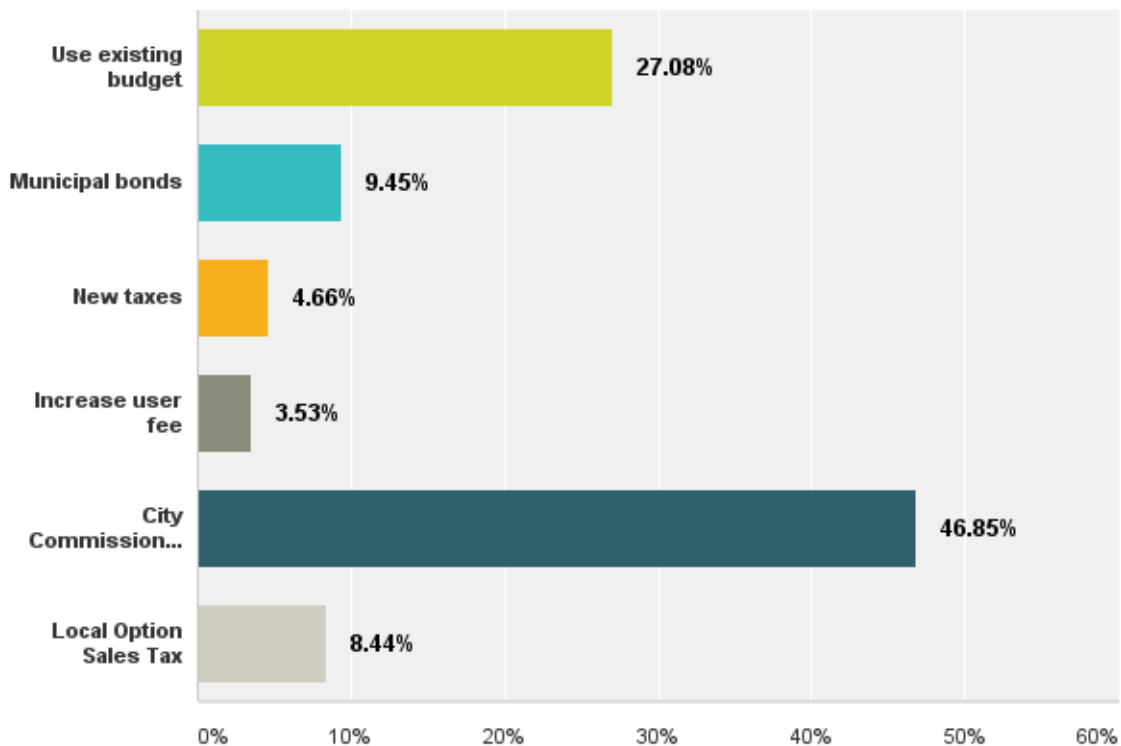
Answered: 992 Skipped: 29



**Questions 12 and 13** – These questions asked respondents if more money should be invested in parks and recreation, and if so, how should new parks and facilities be funded. A majority (86%) said that there should be an increased investment, and of this majority 47% said that the city commission should increase the recreation and parks budget. A large percentage (27%) stated that new facilities should be funded through existing budgets. Increased user fees (4%) and new taxes (5%) were the least popular means of funding improvements. Other suggestions (n=110) are listed in Appendix F at the end of this report.

### Q13 How would you like Richmond to pay for new parks and facilities?

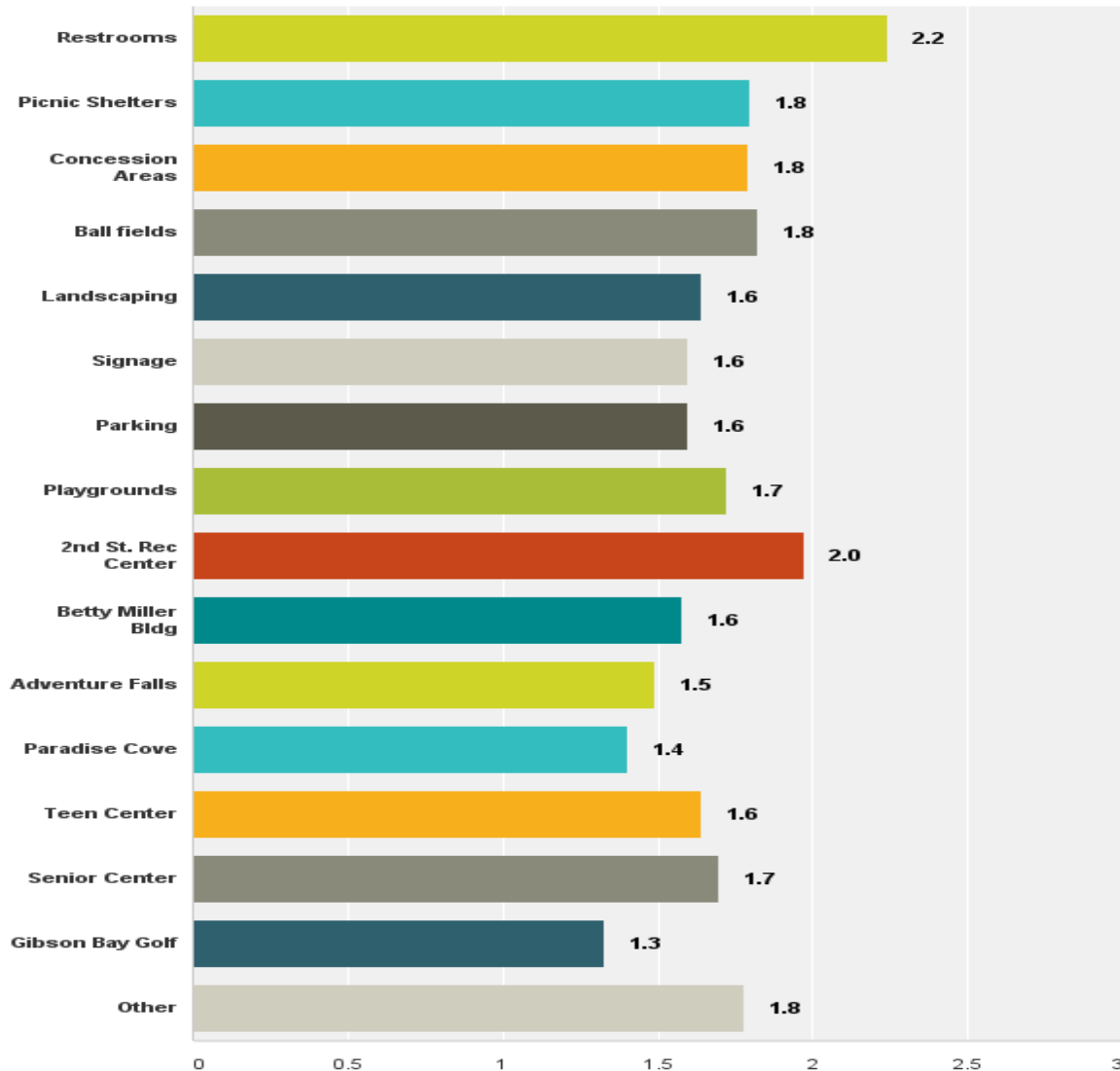
Answered: 794 Skipped: 227



**Question 14** - Restrooms (35%), 2<sup>nd</sup> St. Rec Center (31%), and ball fields (24%) were cited the most as needing a definite upgrade. Many others were perceived to need some upgrades, such as picnic shelters (57%), restrooms (55%), playgrounds (53%), and concession areas (46%). Respondents felt that Paradise Cove (66%), Adventure Falls (59%), the Betty Miller Building (53%), signage (52%), and parking (52%) are not in need of an upgrade. Other suggestions (n=129) are listed in Appendix G at the end of this report.

**Q14 Identify all of the aspects in the Richmond Park System that you feel need to be upgraded.**

Answered: 905 Skipped: 116

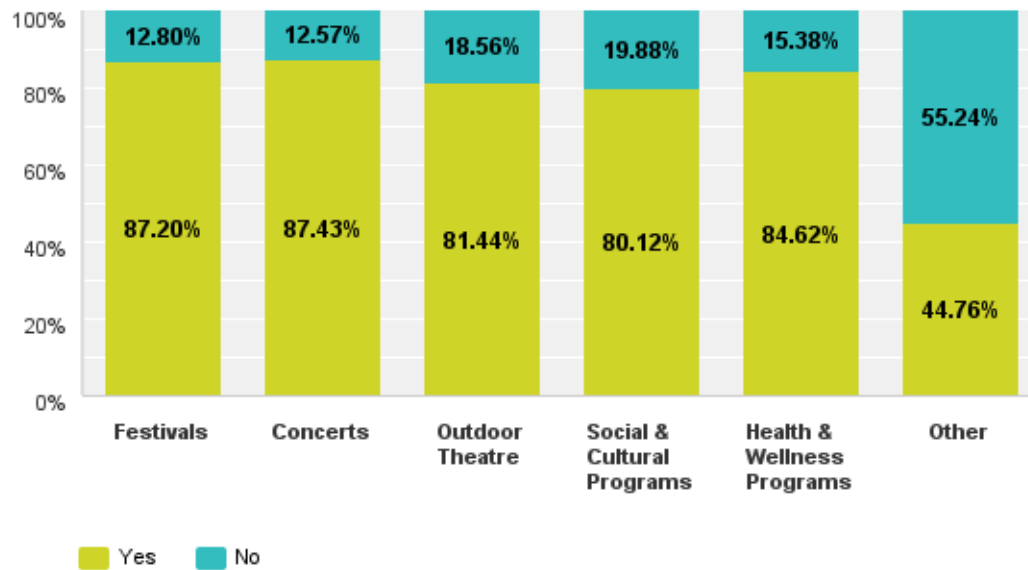


1 = Not Needed, 2 = Some Need, 3 = Definite Need

**Question 15** - The vast majority of people felt that there should be more events held in Richmond. Other suggestions (n=57) are listed in Appendix H at the end of this report.

### Q15 Do you think there should be more of any of the following events held in Richmond?

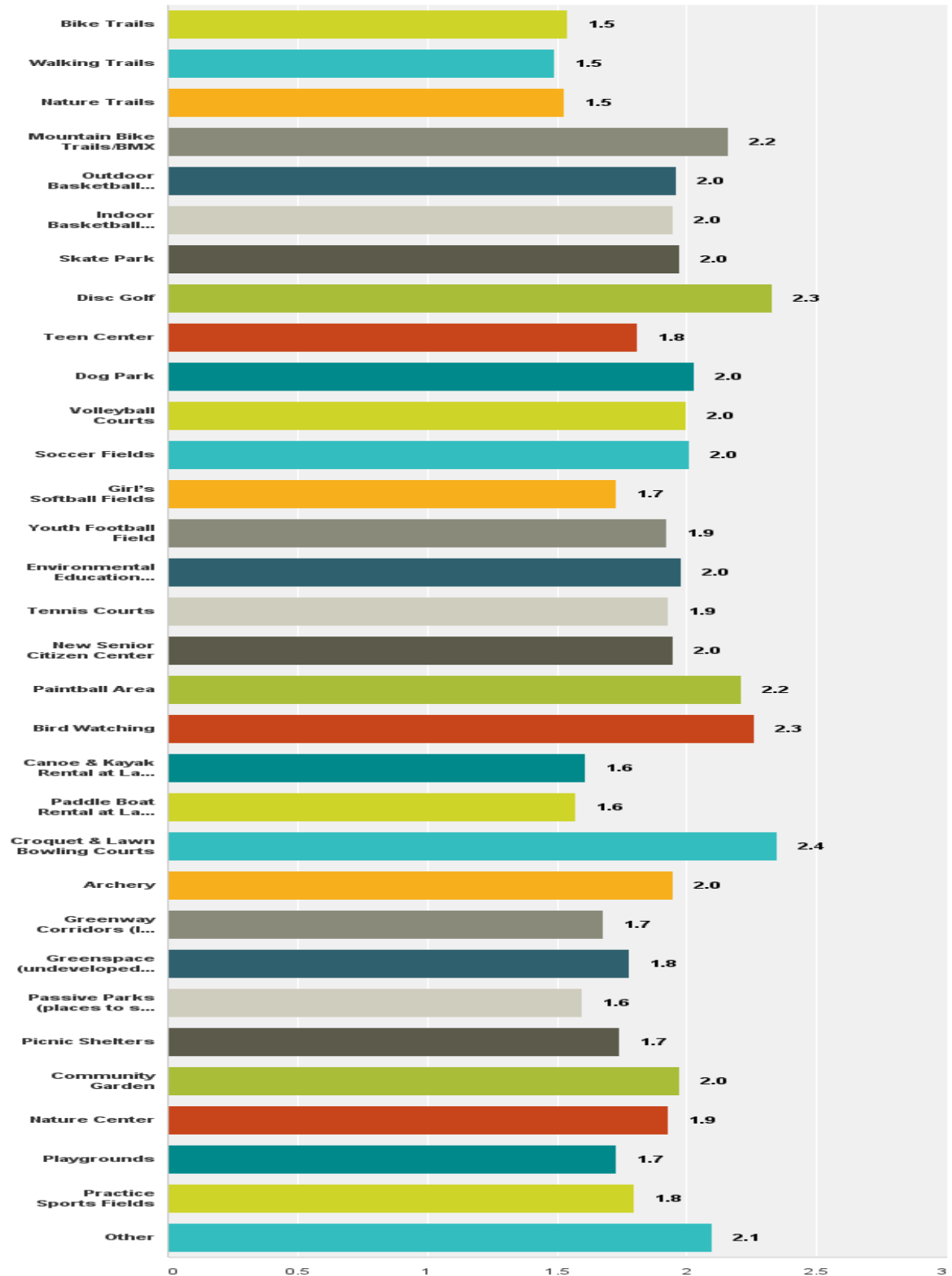
Answered: 930 Skipped: 91



**Question 16** - A clear set of needs was recognized once the categories “strong need” and “some need” were combined into one. Walking trails (93%), Bike trails (92%), and nature trails (91%) were recognized the most as have some/strong need in the community. Paddleboat rentals (89%) and canoe/kayak rentals (87%) were seen to have some/strong need by the respondents. The community also felt there was some/strong need for picnic shelters (86%), passive parks (86%), playgrounds (84%), and greenway corridors (81%). There were many services that the respondents did not see as a need, such as lawn bowling/croquet courts (50%), disc golf (45%), and bird watching (44%). Other suggestions (n=84) are listed in Appendix I at the end of this report.

**Q16 We need to know what types of recreation facilities you think are needed in Richmond. Please check what you think is the level of need for each of the facilities listed below.**

Answered: 916 Skipped: 105

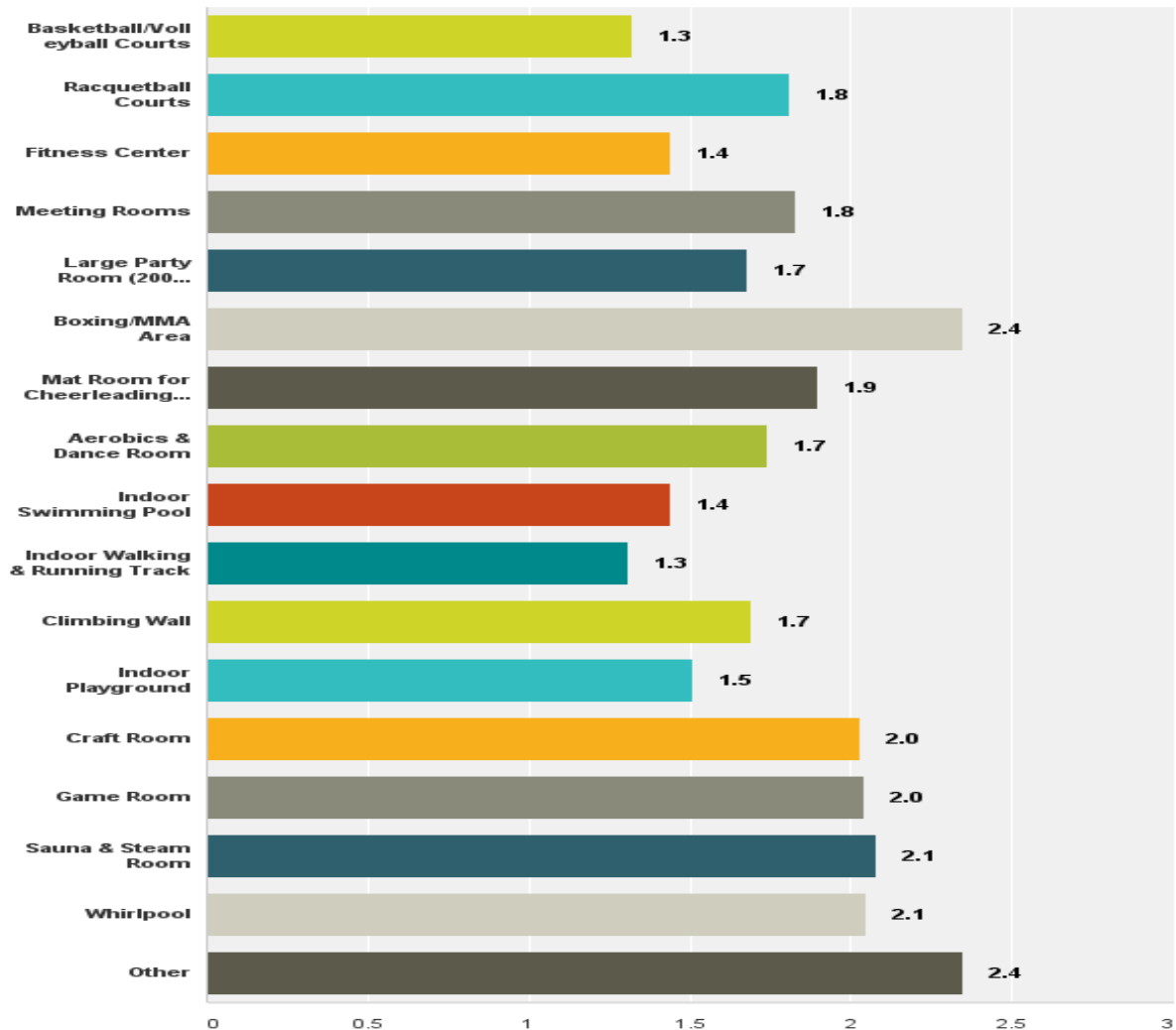


1 = Strong Need, 2 = Some Need, 3 = No Need

**Question 17 and 18** – These questions aimed to solicit the level of support for an indoor recreation facility in Richmond. Those in favor of a facility (75%) felt there was a strong need for an indoor walking/running track (74%), basketball/volleyball courts (70%), an indoor pool (67%), a fitness center (65%), and an indoor playground (60%). Only a few items had more than one-third of the respondents feeling that there was no need, there were: a boxing/MMA area (48%), sauna (36%), whirlpool (35%), and a game room (32%). Other suggestions (n=46) are listed in Appendix J at the end of this report.

**Q18 Please check all of the facilities that you would like to have in an indoor recreation facility and indicate the level of need.**

Answered: 660 Skipped: 361



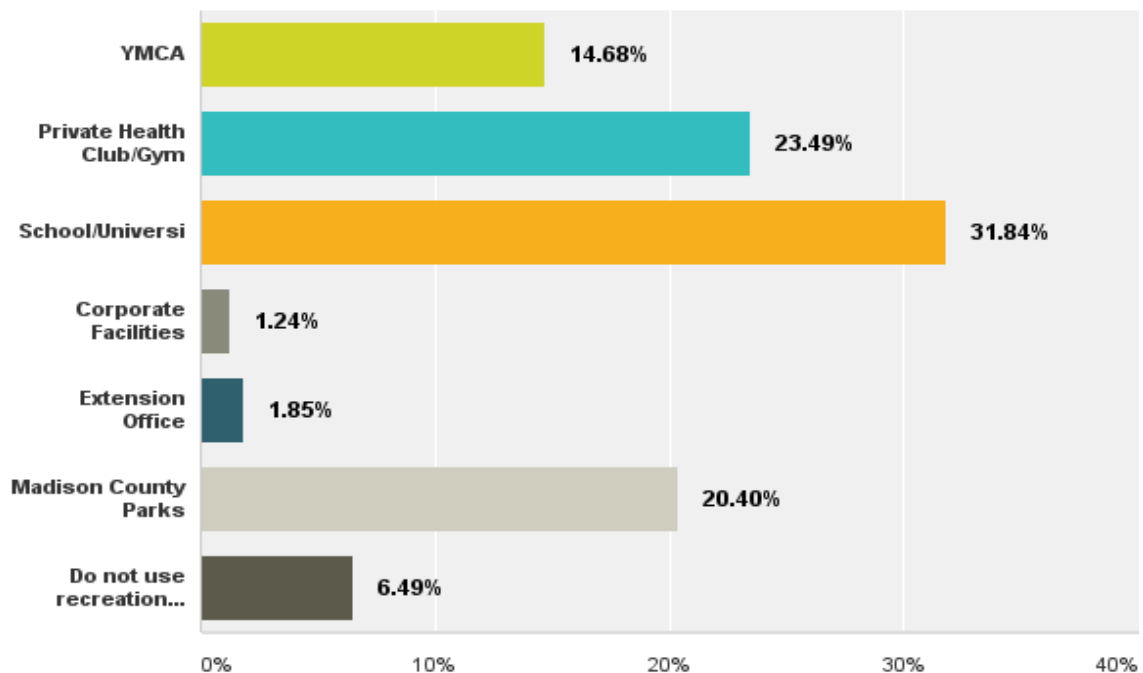
1 = Strong Need, 2 = Some Need, 3 = No Need

**Question 19** - This question solicited open-ended responses where survey participants could write in their top three needs for RPR. Text analysis showed that respondents' first needs (n=620) were more parks (14%), more softball fields (10%), and more indoor facilities (10%). Respondents' second most important needs (n=561) were more parks (15%), more trails (14%) and more indoor facilities (11%). Respondents' third most important needs (n=467) were more parks (14%), more fields (7%), and more playgrounds (5%). Other suggestions (n=647) are listed in Appendix K at the end of this report.

**Question 20** - If respondents did not recreate at RPR facilities, they used school/university facilities (32%), private health club/gym (23%), and Madison County Parks (20%). Other areas are listed (n=92) in Appendix L at the end of this report.

### Q20 If you rarely use Richmond parks and recreation facilities and programs, where do you go, if anywhere for recreation?

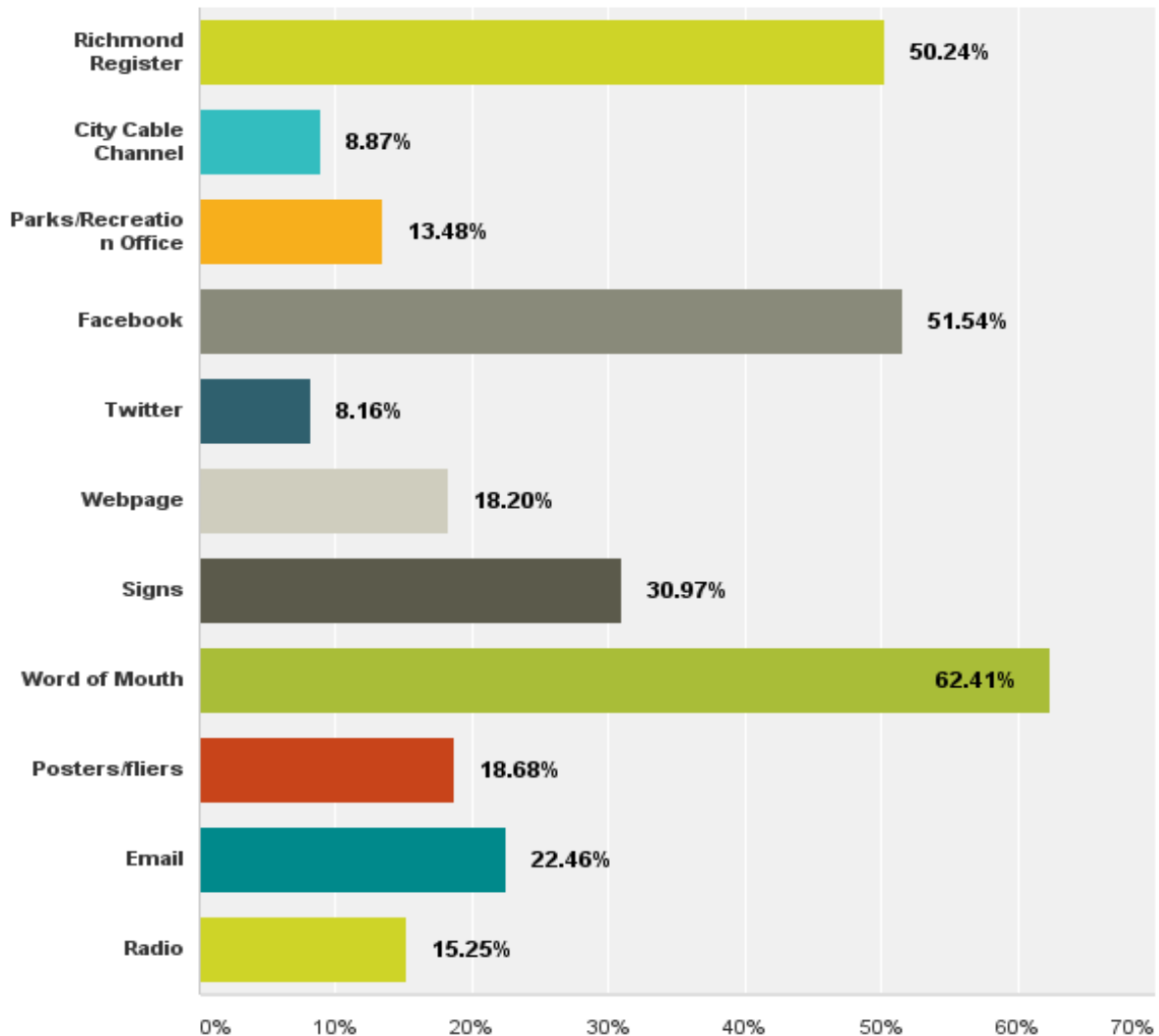
Answered: 647 Skipped: 374



**Question 21 and 22** - The respondents identified three main ways they were made aware of recreational activities in Richmond: word of mouth (62%), Facebook (52%), and the Richmond Register (50%). In addition, people were asked if parks and recreation programs were advertised enough, with most saying “no” (69%), and another 15% being “unsure.” Other suggestions (n=40) are listed in Appendix M at the end of this report.

**Q21 Identify which of the following sources from which you get information about recreational activities in Richmond (check all that apply):**

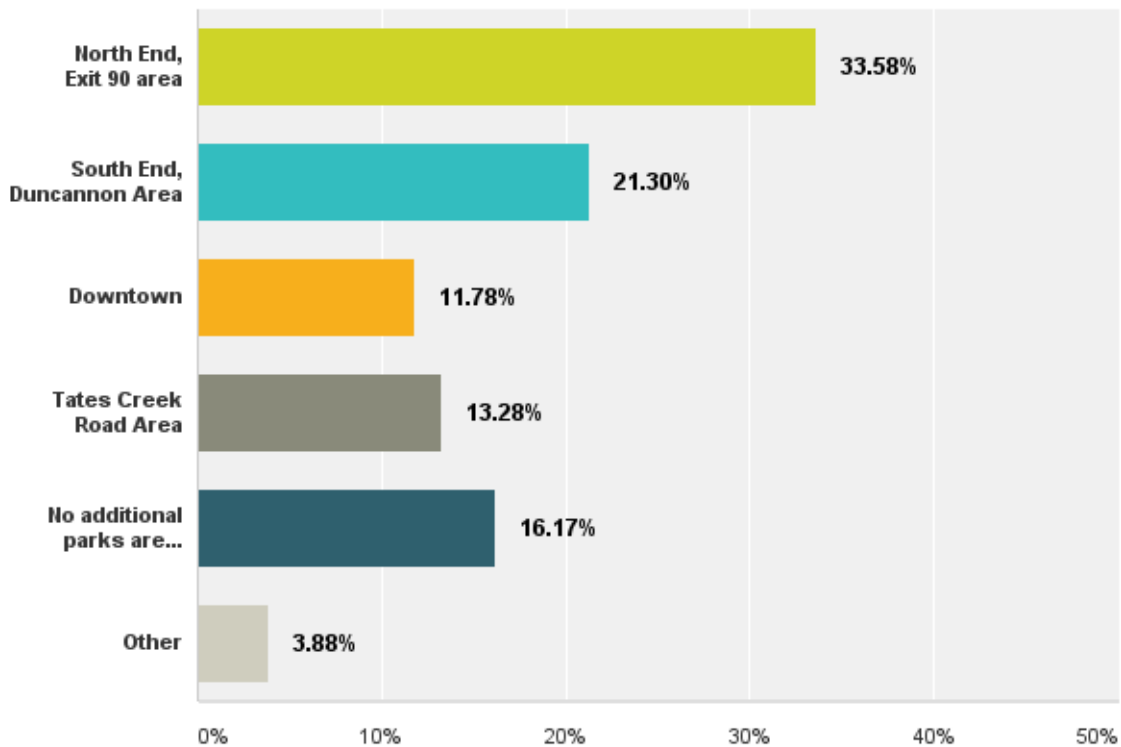
Answered: 846 Skipped: 175



**Question 23** – One-third of the respondents stated that there was the most need for a new park on the north end/exit 90 area (34%). Few people felt there was a need for more parks downtown (12%), and 16% felt there was no need for additional parks anywhere. Other suggestions (n=83) are listed in Appendix N at the end of this report.

### Q23 Where do you think is the most need for a new park?

Answered: 798 Skipped: 223



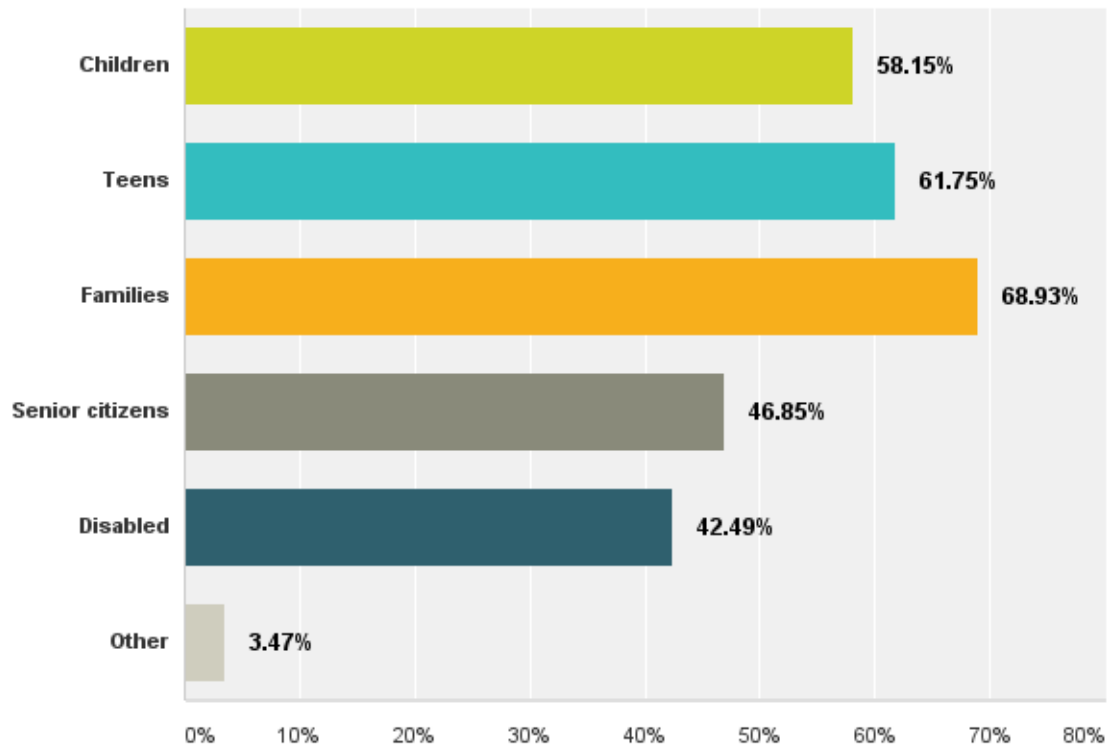
Several comments (15, representing 18.1% of all comments) related to this question indicate that patrons preference is to not expand parks but rather invest in enhancements for current park areas. However, 51.8% of comments were for increasing park areas.

A comment related to a downtown park is as follows: “A small park in the open space next to the Post Office is begging for a skate park or passive greenspace, managed, not just a vacant lot that is mowed occasionally (Q23, #18).

**Question 24** - Expanded opportunities were favored by the majority of the respondents for families (69%), teens (62%), and children (58%). Less support was shown for senior citizens (47%), and the disabled (42%). Other suggestions (n=60) are listed in Appendix O at the end of this report.

**Q24 Do you think recreation opportunities should be expanded for any of the following groups in Richmond? Check all that apply.**

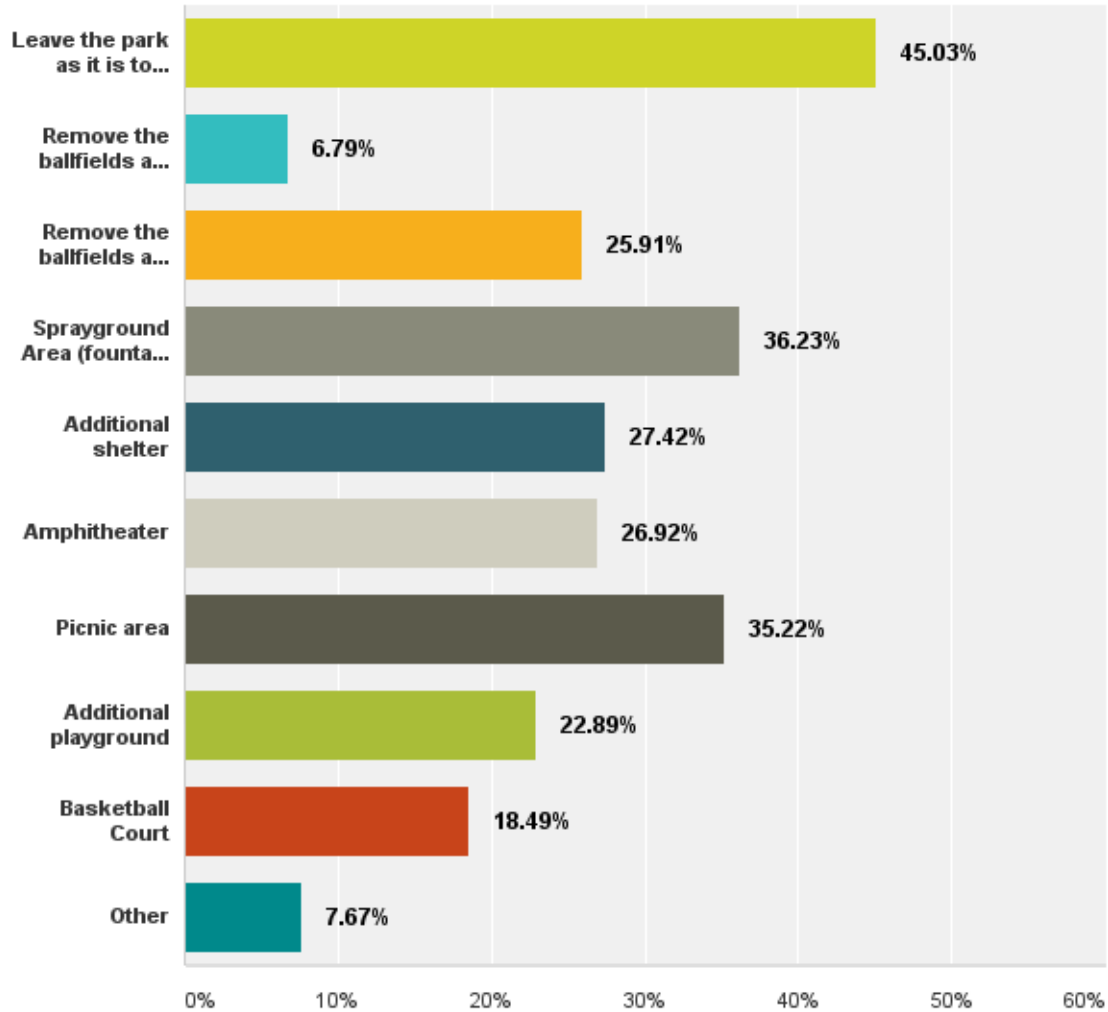
Answered: 779 Skipped: 242



**Question 25** - Nearly half of the respondents (45%) stated that they would like to leave Irvine McDowell park the way it is (including ball fields for girls softball); however, one-third stated that a spray ground (36%), and/or a picnic area (35%) would be a good use of the park. It was clear that people did not want to remove the ball field in favor a green space (7%). Other comments (n=153) are listed in Appendix P at the end of this report.

### Q25 What would you like to see for Irvine McDowell Park?

Answered: 795 Skipped: 226

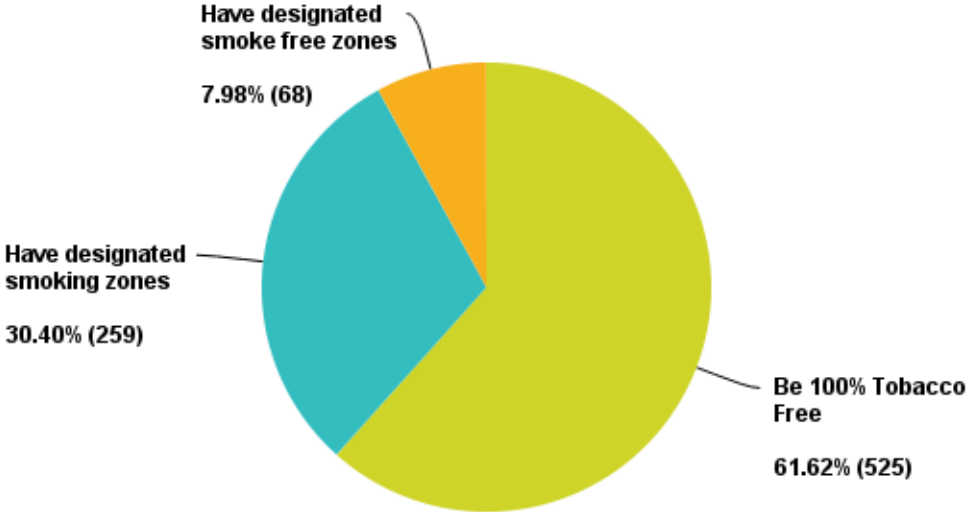


Comments associated with this question are indicative of a hot-button issue with 80 direct remarks associated with the ballfields and girls softball, representing 52% of all such feedback. Some comments are in the realm of the following: I indicated to remove the girls softball fields, but that would ONLY be if the city were to give them nicer fields at Lake Reba...like the baseball teams have. And it would be nice to have them in the same park to make it easier on families who have both genders playing ball” (Q25, #34).

**Question 26** - The majority of respondents (62%) felt that parks in Richmond should be smoke free.

**Q26 Parks in Richmond should:**

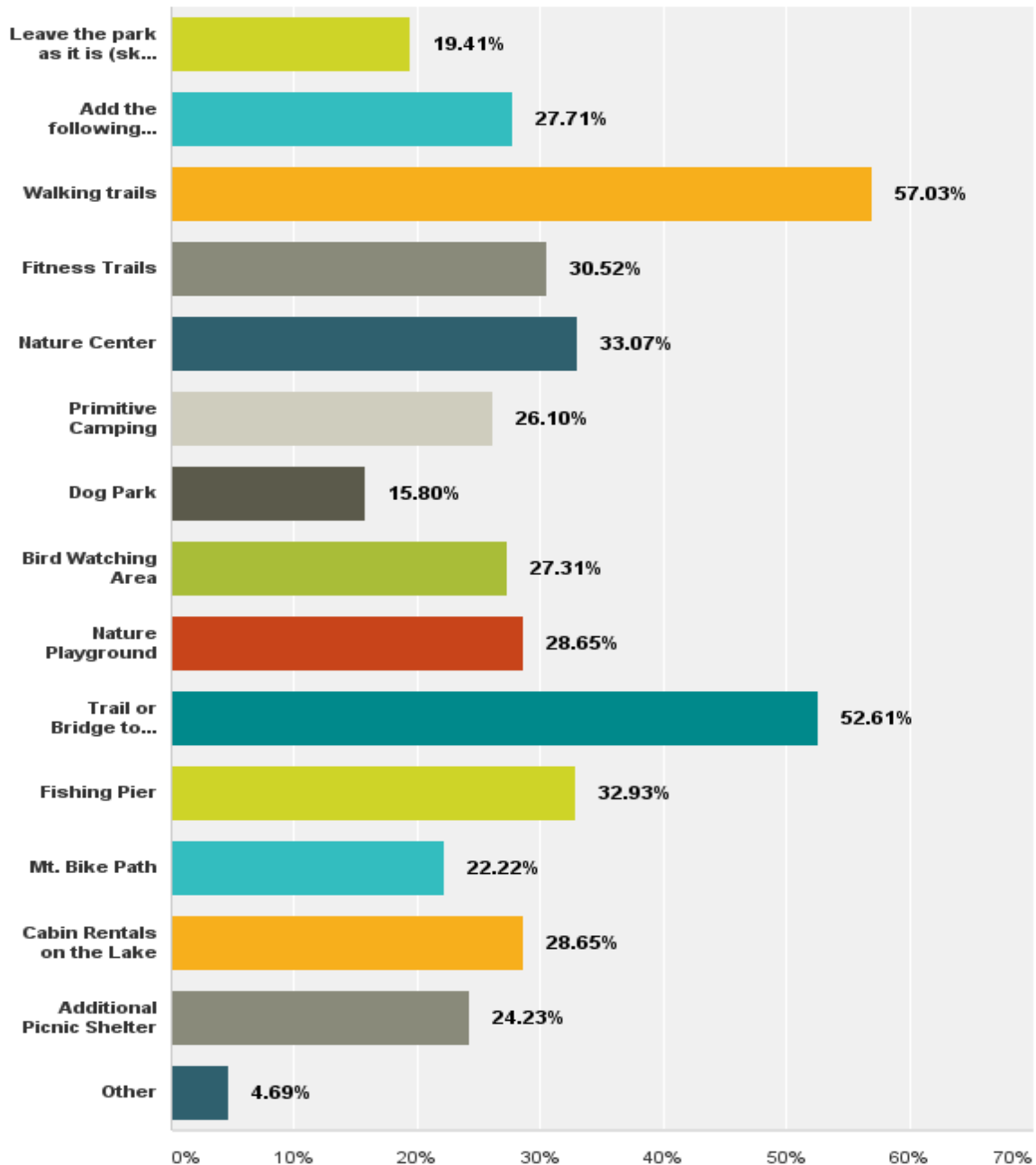
Answered: 852 Skipped: 169



**Question 27** - Over half of the respondents felt that Camp Catalpa should have walking trails (57%), and a trail or bridge connecting it to Lake Reba (53%). Only 19% felt that the park should be left as it is. Other suggestions (n=72) are listed in Appendix Q at the end of this report.

### Q27 What would you like to see at Camp Catalpa?

Answered: 747 Skipped: 274



Comments concerning Camp Catalpa indicate that many in the area are not familiar with this park with 22 direct comments representing 30% of all comments simply indicating they did not know this park

exists. An additional theme from the comments section pertain to barriers for usage including poison ivy, lack of maintenance, and perceptions of a lack of safety. One such comment was, “This park is scary. How about some security?”

Additional comments regarding Camp Catalpa are as follows:

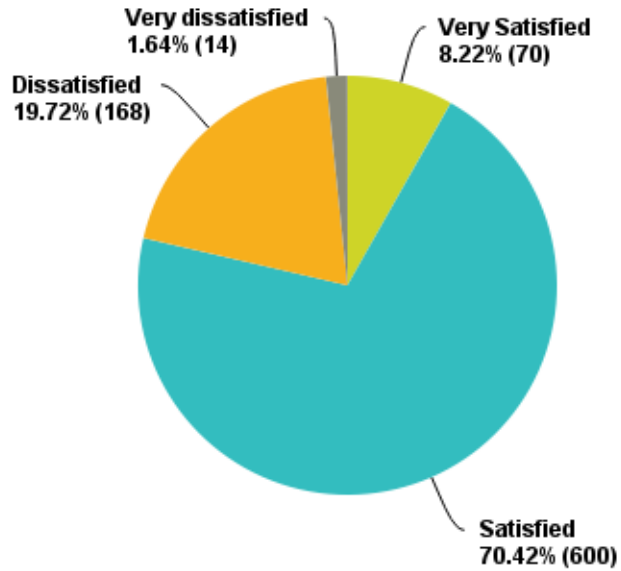
Camp Catalpa used to be a beautiful park, but many years ago it fell victim to people using the park for illicit activities. It could be restored easily by providing security. During hot weather, Lake Reba doesn't have nearly enough shade trees available for families; even if you plant more trees it will be years before they provide sufficient shade. So why not use Camp Catalpa and the beautiful trees there? Women do not feel safe when taking their children to Camp Catalpa. Make Camp Catalpa safe. (Q38, #120)

Camp Catalpa is a natural treasure with a variety of birds, trees, and an abundance of wildlife. More and more we need places where nature has not been rearranged by man. (Q27, #43)

**Question 28** - The majority of people surveyed felt “very satisfied” or “satisfied” (78%) with current recreation activities and facilities.

**Q28 Please rate your satisfaction with existing recreation activities and facilities provided by the Richmond Parks and Recreation Department.**

Answered: 852 Skipped: 169



**Question 29** - Most people were in clear agreement that funding for parks and recreation programs and facilities is a good investment for Richmond with close to 90% agreeing or strongly agreeing with this statement. Most people also agreed or strongly agreed (89%) that high quality parks and recreation facilities and programs are important to Richmond. Close to half the respondents (48%) disagreed or strongly disagreed that they get all the information they need about programs and events from RPR. Also, 48% disagreed or strongly disagreed that Lake Reba should not be developed any further.

### Indicate Your Level of Agreement with the Following Statements



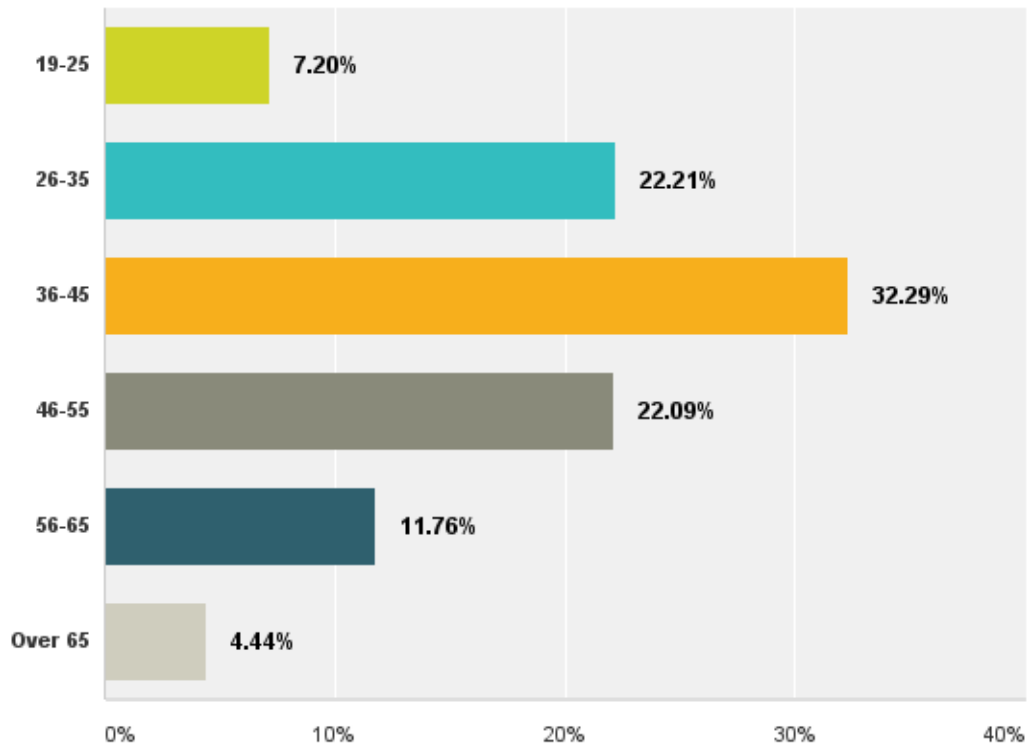
**Question 30** - If you could change three things about RPR what would it be? Responses (n=450) ranged from “more parks” in general to “more dog parks” specifically. Many people mentioned the need for more and better parking at RPR facilities. There was also a large call for more fields, particular softball fields. Similar to question 19, respondents also would like to see more trails (walking, biking, nature, etc.). A wide variety of answers (n=450) were given for this question and a full list of responses are provided in Appendix R at the end of this report.

## Results – Demographics

**Question 31** - There was a wide distribution of ages reported by respondents. Most people fell into the 36-45 year old category (32%).

### Q31 What is your age?

Answered: 836 Skipped: 185

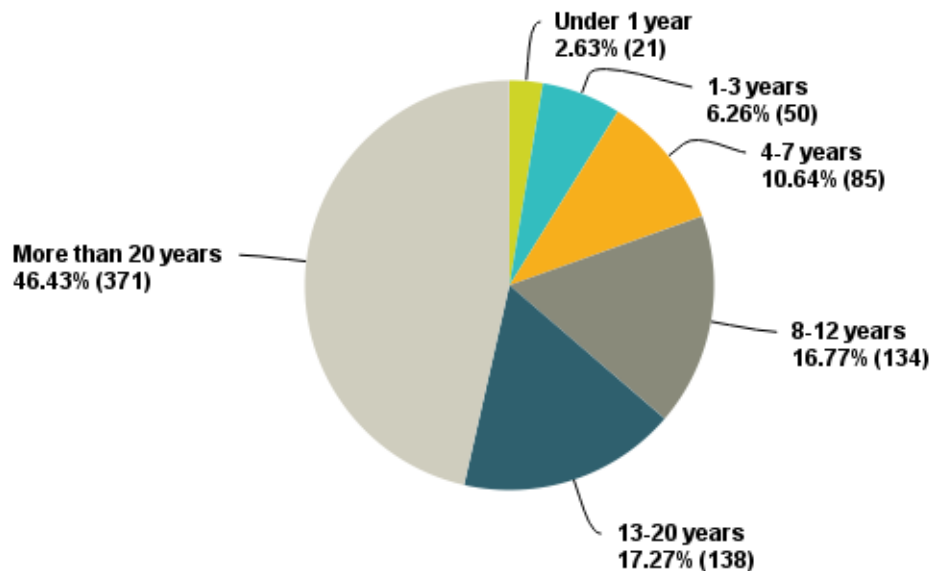


**Question 32** - How many people are in your household? Of the 830 people who responded to this question the range was 1-9 people per household. The average household had 3.28 people, with 76% of respondents having between 2 and 4 people.

**Question 33 and 34** - 55% said they lived within Richmond city limits, with the remaining 45% saying they did not live within the city limits. The majority of those surveyed stated they have lived in Richmond for more than 20 years (46%).

### Q34 How long have you lived in Richmond?

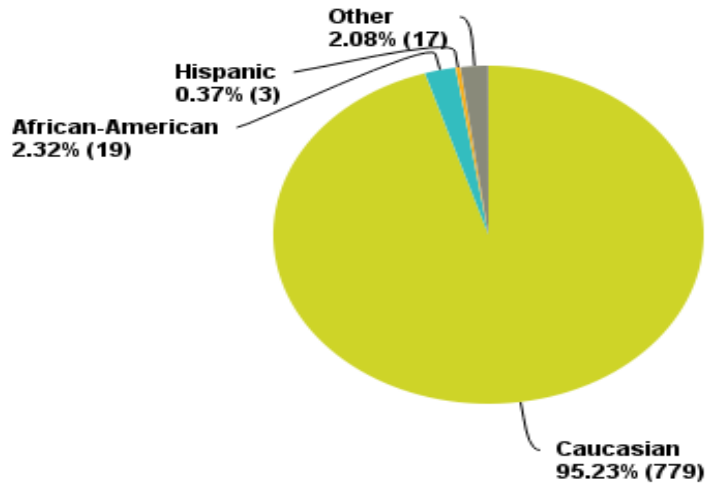
Answered: 799 Skipped: 222



**Question 35, 36 and 37** - The majority of respondents were Caucasian (95%), female (66%) and reported having a college or graduate degree (87%).

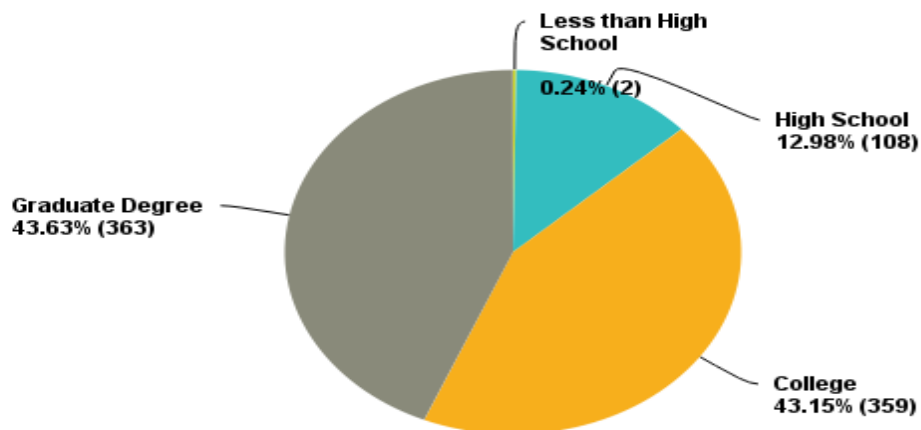
### Q35 Race

Answered: 818 Skipped: 203



### Q37 Years of School Completed:

Answered: 832 Skipped: 189



## Results – Comments

**Question 38** - A wide variety of answers (n=136) were given for this question and a full list of responses are provided in the Master Plan Appendices (separate document). Consideration should be given to these comments such as:

Richmond Parks and Recreation is doing a good job, but there are some definite maintenance issues that need to be addressed. Better communication of events and activities would also be helpful. I would like to see additional parks built and recreational activities developed, but not at the cost of cannibalizing the support/audiences of non-profit recreational facilities such as the private Million Park and the YMCA.

We love using the parks and we LOVED the free concerts at Irvine McDowell. We have always attended the Easter/Pottery festival/etc events. They are always well attended and there are plenty of activities at them.

I am fairly sure it was the park and rec program that I remember coming to my neighborhood when I was young. It was a summer program. People came to the park area in Robinson Terrace and we played games, had crafts, made stone soup and fun stuff like that. That was the best thing ever because we didn't have money or a car so we weren't able to do things like summer camps. I would love to have something like that for my children. It's hard because on paper we make too much money to qualify for income based programs, but in reality I can't afford most activities my children are interested in doing. It would be great to have something reasonably priced for them to get involved in. It would also be great if they were later in the evening or weekends for us 8-5 working parents.

I have coached for several years in Little League, girl's softball, youth football, as well as holding a season pass at Paradise Cove. The maintenance and upkeep of all our parks is impeccable. I have a travel baseball team and I can assure you that after travelling all over central Kentucky and northern east Tennessee our parks are second to none.

Additional data themes center around two issues: (1) Girls softball and adequate field space (13 comments) and (2) Development of a skatepark (6 comments).



## Master Plan Summary

The Richmond Parks and Recreation Department is to be commended for a continued commitment to excellence. The Department received an Outstanding Facility Award for the Lake Reba Universal Playground at the 2013 Kentucky Recreation and Park Society conference. In addition, the Department is to be commended for the development of Lake Reba Recreational Complex, a signature park and one of the finest in the Commonwealth of Kentucky. In addition, the Department is to be commended for the following:

### **(1) Professional Staff:**

Current staff are excellent ambassadors of the City of Richmond. They cooperate exceptionally well with one another, demonstrate resourcefulness and a commitment to continuous improvement, and have forged effective relationships with other agencies and recreation providers. Focus group panelists praised the staff for their professionalism and organization. The efficiency given the staff reductions the Department has experienced is also recognized and applauded. The leadership and professionalism of Director Erin Moore is recognized; the City is fortunate to have this individual employed in this position.

### **(2) Number and Diversity of Recreation Programming:**

The number of recreation programs planned and delivered given a significant staff shortage is impressive. All staff including the director are involved directly in the planning and delivery of recreation programs, which is very unusual. This direct, hands-on management approach is significant and noteworthy. The Department is to be praised for the diversity of recreation activities delivered. Focus Group participants noted the activity variety including movie nights, summer camps, programs for inner city children and teens, Special Olympics, sports, and special holiday events considering the budget and staff limitations.

### **(3) Efficiency:**

This Department's efficiency is recognized. This operation facet is linked to (1) Professional Staff and (2) Level of Recreation Programming. The continued usage and support of fieldwork and internship students from Eastern Kentucky University represents an efficient partnership and one that should continue to be forged. In addition, the Department has been deliberate in returning budgeted funds back to the City (see Table 10, page 98).

**Table 10: Parks and Recreation: Budget Funds Returned**

<b>Fiscal Year</b>	<b>Parks &amp; Rec Funds Returned</b>	<b>Building &amp; Grounds Funds Returned</b>
2013-2014	\$158,162	\$138,230
2012-2013	\$96,184	\$91,281
2011-2012	\$395,930	Combined with Parks & Rec Funds
2010-2011	\$268,860	Combined with Parks & Rec Funds
<b>Sub-Total</b>	<b>\$919,136</b>	<b>\$229,511</b>
<b>Grand Total</b>	<b>\$1,148,647</b>	

The **marketing budget** is significantly underfunded, yet the Department continues to utilize cost-effective tools to promote their programs. However, moving forward, it is imperative that the budget for program marketing be increased as per needs assessment data (69% believed parks and recreation programs were not advertised enough).

#### **(4) Recreation Program Costs:**

The Department offers most all recreation programs at no cost or minimal cost to patrons. The City of Richmond and the Parks and Recreation Department are to be commended for the social equity demonstrated in such pricing strategy. Social equity, meaning universal access to parks and recreation as a right and not just a privilege, represents a commitment to the populace via direct tax benefit. Focus Group panelists indicated their satisfaction with the City of Richmond and Parks and Recreation Department underwriting the cost of activities and events. The multitude of free events such as KidsFest, Easter Eggstravaganza, summer concerts and movie nights were recognized and extoled.

#### **(5) Established Partnerships (37)**

The Department has been resourceful in establishing and nurturing many partnerships in the community including:

- American Red Cross
- Berea Parks and Recreation
- Big Brothers & Big Sisters
- Bluegrass State Games
- Bluegrass Domestic Violence
- Children's Champions of Madison County
- Downtown Richmond Association

- ECU Housing
- ECU Department of Recreation and Park Administration
- ECU Student Life
- God's Outreach
- Kentucky Department of Fish and Wildlife
- Kentucky River Foothills
- Leadership Madison County
- Madison County 4H
- Madison County Extension Office
- Madison County Fire Department
- Madison County Health Department
- Madison County Schools
- Madison United Soccer Association
- National Recreation and Park Association
- National Wildlife Federation
- Pedestrian Master Plan Committee
- Richmond Chamber of Commerce
- Richmond Fire Department
- Richmond Girls Softball
- Richmond Police Department
- Richmond Teen Center Board
- Richmond Tourism
- Richmond Youth Football
- Richmond Urban Development Committee
- Salato Wildlife Reserve
- Special Olympics Kentucky
- Telford YMCA
- United States Olympic Committee
- Veteran's Association
- Vineyard Community Church

#### **(6) Recreation Programming for Individuals with Disabilities**

The Department is commended for developing and building a universal playground at the Lake Reba Recreational Complex to maximize inclusive recreation for all Richmond residents including individuals with disabilities. This playground represents a creative and cost effective design, and is another example of effective partnerships given the local organizations involved in fundraising the project. In addition, the City of Richmond is commended for financially supporting a Therapeutic Recreation graduate assistant position (2013-2015) that has resulted in significant recreation programming for individuals with disabilities. The variety of recreation programming for this population is excellent and demonstrates a City committed to all residents.

## Conclusion

The Department enjoys a productive relationship with other City departments, which is laudable and assistive in the efficient operation of the Department. Staff is to be commended for their hands-on approach in the delivery of recreation programs and special events. It is a rarity that senior level administrators are involved in program delivery such as what occurs in Richmond with programs like Kidsfest and the Easter Eggstravaganza.

The Park and Recreation staff in conjunction with the Parks Board, City Manager Jimmy Howard, Mayor Jim Barnes and other elected officials should consider the action plan put forward in this document as well as data gathered in the needs assessment from the constituency as they move forward. The action plan should identify the time frame for implementation, projected costs, funding sources, and any stakeholder groups to involve in design and operation. The Department is strongly encouraged to formulate partnerships with other agencies that promote physical activity and wellness.

It is important to note that Richmond and Madison County has been growing and growth is projected to continue for the next 10 years. As a result, the Department will need to evolve and expand to meet the ever-changing leisure and recreation interests of a diverse population. The Department currently operates with a **staff shortage**. A comparison with the 2008 Master Plan indicates a loss of 3 full-time non-maintenance staff including an assistant director, an assistant program coordinator, and an athletic director. **Park expansion** is consistent with the 2011 City of Richmond Comprehensive Plan as well as the purported needs and desires of residents. It is important to note that funding for parks and recreation programs and facilities is a good investment for Richmond with close to 90% agreeing or strongly agreeing with this statement. Most people also agreed or strongly agreed (89%) that high quality parks and recreation facilities and programs are important to Richmond. A significant majority (86%) of survey respondents said that there should be an increased financial investment in recreation and parks.

## Facility Recommendations

**Dog Park:** A dog park is a place where dogs can play and get exercise in a fenced, safe environment. It is also a great community building space as dog owners meet. As urban areas become more developed and people become more isolated, it is important for cities to nurture a sense of community. Many dog owners use public parks to exercise their dogs. Present ordinances in most cities limit dogs in parks, and leash laws, although difficult to enforce because they have a low priority for law enforcement agents, prohibit dogs from running off-leash. Dogs, however, need a clean and safe place to play and socialize without endangering or annoying people and property. Well-exercised dogs create less of a nuisance and make better neighbors, and dog parks help keep dogs and people active by bringing them out into the parks. For some dog owners, specifically the elderly and disabled, a dog park would allow the only opportunity for them and their dogs to play and socialize with other people and other dogs. Dog parks reach beyond social and economic barriers and are a valid use of public parkland. The establishment of dog parks promotes responsible dog ownership, prevents infringement on the rights of other park users, promotes public health and safety, makes it easier to enforce leash laws, allows dog owners a place to meet people with common interests, and fosters a sense of community.

Site Characteristics The following characteristics describe an ideal dog park site:

- At least 2 acres
- 4-6 foot high fence with 6 inch buried boundary
- Perimeter marking
- Double-gated entry
- Adequate parking/disabled access
- Signage
- Restrooms
- Shade
- Adequate drainage
- Drinking water for dogs and humans
- Benches/tables
- Pooper scooper stations
- Covered garbage cans/trash removal

**Playgrounds:** Playgrounds are typically developed at nearly every mini-park, neighborhood, community or county park. The playground should be designed for the age specific group for which they are intended. At larger community parks, areas should be designated for pre-school and school aged children. It is recommended that a variety of experiences be provided at each playground. We recommend the use of safe and durable materials such as plastic components; plastic coated steel decks, steel posts and similar materials. The overall design of the playground in each facility should meet the Consumer Product Safety Commission Guidelines. Proper safety surfacing should be provided under all equipment. Handicap accessibility is a major issue, which must be considered in the design of each playground.

At community and county parks, it is recommended that large destination playgrounds be developed since these parks typically have the infrastructure to handle larger groups of people and will draw from a longer distance. One option is to develop a “Community Built” playground. These projects involve

the community in the fund raising, planning and construction of a playground. The process builds community ownership of the park. The earlier community built parks used wood construction, which results in several concerns over long term maintenance and safety. Now many of the playground manufacturers can work with the community to manage the process and result in a quality, customized playground.

**Skateparks:** Skate parks are very commonly mentioned and rated very highly among teens as a facility with the greatest need. Currently skaters are going to facilities in Berea and Lexington at some distance from Richmond for these activities. This Consultant recommends that a skate park facility be developed somewhere in the urban area to serve Richmond.

This activity provides teens with an active recreation pursuit for individuals who typically do not participate in other organized sports and activities. Ownership of rollerblades and skateboards is very common among teenagers. We recommend that a facility be located so that a maximum number of people can reach it relatively simply and a location within the downtown area would be most ideal. The design of the facility should be developed in conjunction with the community's youth. Involvement of the youth in the planning, design, promotion and operation of the facility will help to ensure the success of this facility. A typical skate park will include approximately 12,000 to 20,000 square feet of surface area which would include a series of bowls, half pipes, ramps, rails, curbs and other streetscape type facilities.

**Recreation/Community Center:** The public input indicated a very strong need for a recreation/community center. This recommendation is supported by the 2008 Richmond Parks and Recreation Master Plan, where 79% of survey participants support building an indoor recreation center. This Plan recommends the development of a recreation/community center that would provide opportunities for a wide variety of functions and programs. Specific facilities that should be included in the recreation/community center would be;

- At least two high school size basketball courts;
- Community meeting rooms with kitchen facilities;
- Indoor aquatic facilities such as a competition/lap pool and leisure pool;
- Exercise and fitness activity rooms including cardiovascular and strength training facilities;
- Concessions and snack bar;
- Walking track;
- Children's activity rooms;
- Locker rooms;
- Restrooms;
- Administrative office space.

## **Additional Funding Sources**

The following funding sources could easily be used by the City of Richmond Parks and Recreation Department to create the necessary budgets for capital and operational expenditures. These are purposefully not prioritized for consideration.

### **Land and Water Conservation Fund**

These funds are awarded for acquisition and development of parks, recreation, and supporting facilities through the National Park Service and State Park System. **The Richmond Parks and Recreation Department is to be commended for receiving LWCF funds for the completion of the Lake Reba Universal Playground.**

**Community Development Block Grant (CDBG) Program:** The CDBG program is available to city and county governments for a variety of projects. The minimum grants are \$5,000 and maximum grant requests are \$100,000. Application deadlines typically occur in February. The CDBG program areas and descriptions are listed below. For more information, visit <http://www.dlg.ky.gov/grants/federal/cdbg.htm>. Community Projects – Housing and Communities Branch: Funds may be used to address human service needs such as senior centers, crisis centers and facilities that provide services to low-income persons. Funds may also be used to revitalize downtown areas within Richmond’s designated Renaissance on Main Street district. The maximum program request is \$500,000.

**Safe Routes to School (SRTS) Program:** Safe Routes to School is a program that aims to enable and encourage children to walk and bicycle to school, to make it safer and more appealing as a transportation alternative. It is intended to facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption and air pollution near schools. It is a federal-aid program of the Federal Highway Administration (FHWA) and is administered by the Kentucky Transportation Cabinet (KYTC). Application funding cycles typically begin in January with awards in April. Maximum grants are \$250,000. For more information, visit <http://saferoutes.ky.gov/>.

**Recreational Trails Program (RTP):** This is run by the Federal Highway Administration and administered through the Kentucky Department of Local Government. It provides support to municipalities looking to acquire easements, develop and/or maintain recreational trails and trailhead facilities, and to develop or renovate trails for both motorized and non-motorized use. The minimum grant request is \$5,000 and the maximum grant is \$100,000. A local match is required. Applications for funding cycles are typically due in March. For more information, visit <http://www.dlg.ky.gov/grants/federal/rtp.htm>.

**Paula Nye Memorial Educational Grant (Bike Walk Kentucky):** Bike Walk Kentucky is a Kentucky Bicycle and Bikeway Commission (KBBC) grant program that aims to inform, educate and promote awareness for all matters pertaining to bicycle and pedestrian safety. This program encourages the development of curriculum, training aids and/or educational programs or projects that directly relate to bicycle safety. The application deadline is typically in October. For more information, visit <http://www.bikewalk.ky.gov/>.

**Private Funding for Bicycling:** Multiple private funding sources are available nationally that can be used as a match for federal funding.

**Bike Belongs:** Funds up to \$10,000 for bicycle projects including bike paths. The goal of the organization is to put more people on bicycles more often by funding important and influential projects that leverage federal funding and building momentum for bicycling in communities across the US. For more information, visit <http://www.bikesbelong.org/grants>.

**Kodak American Greenway Program:** The Conservation Fund and the National Geographic Society team up each year to present the Kodak American Greenways Awards Program. One major element of the Program involves “seed” grant awards to organizations that are growing our nation’s network of greenways, blueways, trails and natural areas. For more information, visit <http://www.conservationfund.org/node/245>.

### **Inter-modal Transportation and Efficiency Act**

This funding program, commonly called TEA-21 Grants was authorized by the Federal Government in 1991. Funds are distributed through the state. There are several million dollars in enhancement revenues available for transportation related projects, including bicycle and pedestrian trails, rail depot rehabilitation, landscaping, and beautification projects.

### **Capital Improvement Fees**

These fees are on top of the set user rate for accessing facilities such as golf, recreation centers, and pools to support capital improvements that benefit the user of the facility.

### **Inter-local Agreements**

Contractual relationships entered into between two or more local units of government or between a local unit of government and a nonprofit organization for the joint usage or development of sports fields, regional parks, or other facilities.

### **Cost Avoidance**

The Department must take a position of not being everything for everyone. It must be driven by the market and stay with the Department’s core mission. By shifting its role as direct provider, the City will experience savings by deciding whether or not to provide that facility or program. This is considered cost avoidance. The estimated savings could be realized through partnering, outsourcing, or deferring to another provider for a service or facility.

### **Lighting Fees**

Some cities charge additional fees for the lighting charges as it applies to leagues, special use sites, and signature type facilities that require lighting above a recreational level. This typically includes demand charges.

### **Land Trust**

Many cities have developed land trusts to help secure and fund the cost for acquiring land that needs to be preserved and protected for greenway purposes. This could be a good source to look to for acquisition of future lands.

### **Community Gardens**

Many city agencies will permit out food plots for community gardens as a small source of income.

### **Local Option Income Tax**

Local option income tax allows cities to levy a quarter to a half cent as income taxes to support parks and recreation services, facilities, and land.

### **Security and Clean-Up Fees**

Cities will charge group and individual security and cleanup fees for special events and other types of events held in parks.

### **Room Overrides on Hotels for Sports Tournaments and Special Events**

Cities have begun to keep a percentage of hotel rooms that are booked when the city hosts a major sports tournament or special event. The overrides are usually \$5.00 to \$10.00 per room depending on what type of room. Monies collected help offset operational costs for the city in hosting the events.

### **Booth Lease Space**

In some cities, they sell booth space to sidewalk type vendors in parks or at special events for a flat rate based on volume received.

### **Special Fundraisers**

Many park and recreation agencies have special fundraisers on an annual basis to help cover specific programs and capital projects.

### **Create a Parks Foundation or Friends of the Parks Program**

This type of group can aid in fundraising efforts.

### **Family Tree Program**

Many cities have worked with local hospitals to provide cash to the parks system to buy and plant a tree in honor of every new born in the city.

### **Maintenance Endowments**

Maintenance Endowments are set up for organizations and individuals to invest in ongoing maintenance improvements and infrastructure needs. Endowments retain money from user fees, individual gifts, impact fees, development rights, partnerships, conservation easements, and for wetland mitigations.

### ***Manufacturing Product Testing and Display***

This is where the city works with specific manufacturers to test their products in parks, recreation facilities and in program services. The city tests the product under normal conditions and reports back to the manufacturer how their product is doing. Examples are in lighting, playgrounds, tires on vehicles, mowers, irrigation systems, seed and fertilizers, etc. This city gets the product for free but must pay for the costs of installation and for tracking results.

### **Dog Park Fees**

These fees are attached to kennel clubs for the right for their club to have their own dog park facilities for their exclusive use. Fees are on the dogs themselves and on people who take care of dogs. Fees can also be set for individual dog owners.

### **Irrevocable Remainder Trusts**

These trusts are set up with individuals who typically have more than one million dollars in wealth. They will leave a portion of their wealth to the city in a trust fund that allows the fund to grow over a period of time and then is available for the city to use a portion of the interest to support specific park and recreation facilities or programs that are designated by the trustee. This could be a Parks Foundation initiative.

### **Life Estates**

This source of money is available when someone wants to leave their property to the city in exchange for them to live on their property until their death. The city usually can use a portion of the property for park purposes and then all of it after the person's death. This revenue source is very popular for individuals who have a lot of wealth and their estate will be highly taxed at their death and their children would have to sell the property because of probate costs. This allows the person to receive a good tax deduction yearly on their property while leaving a life estate. It is good for the city because they do not have to pay for the land. This could be a Parks Foundation initiative.

### **Patron Cards**

This allows patrons of a specific recreational facility to purchase patron cards for a month or a year that allows them special privileges above the general public. These privileges include having rights to early tee times, registration, reservations, and special tours, shows or events.

### **Hospitality Centers**

These types of recreation facilities are developed by cities for use by the public for wedding, reunions, and special gatherings.

### **Dedication/Development Fees**

These fees are assessed for the development of residential or commercial properties with the proceeds to be used for parks and recreation purposes, such as open space acquisition, community park site development, neighborhood parks development, regional parks development, etc.

### **Establish a Designated License Plate for Parks**

This funding mechanism can be used to finance improvements or programs in the city through a designated license plate.

### **Leasebacks on Recreational Facilities Can Produce Revenue**

Many cities do not have capital dollars to build revenue producing facilities so they hire a private investor to build the facility according to the specifications they want. The investment company will finance the project and the city will lease it back from them over 20 years. This can be reversed where by the city builds the facility and leases to private management to operate it for a percentage of gross dollars to pay off the construction loans through a subordinate lease.

### **Signage Fees**

This revenue source taxes people and businesses with signage fees at key locations with high visibility for short term events.