

**City of Richmond, Kentucky**  
**Richmond Parks and Recreation**  
**2020 Master Plan**

**A Report to:**  
**Mayor Robert Blythe**  
**City Manager Rob Minerich**  
**City Commissioners**  
**Mike Brewer, Jacob Grant, Ed McDaniel, Jason Morgan**  
**Richmond Parks and Recreation Board**

**Dr. Jon McChesney**  
**Dr. Michael Bradley**  
**Eastern Kentucky University**  
**Department of Recreation and Park Administration**  
**Richmond, Kentucky**



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

*Parks and recreational opportunities are such an important part of any city. When industries look for places to locate, one of the first things they look at is the local parks system because of the quality of life that offers for their employees. Look at any of the cities around the state or even around the country that are growing and one of the things they all have in common is quality parks and lots of them. Dan McBride*

## ACKNOWLEDGEMENTS

Dr. Jon McChesney, Department Chair and Professor in the Department of Recreation and Park Administration at Eastern Kentucky University, expresses his sincere appreciation to all those that participated in the Master Plan process including:

Mayor Robert Blythe

City Manager Rob Minerich

City Commissioners

Jason Morgan

Ed McDaniel

Jacob Grant

Mike Brewer

Parks Board Members

Jon McChesney, Chair

Dan McBride, Vice Chair

Gary Ford

Emmitt Igo

Kathy Holmes

Kathy Palmer

Rita Smart

Richmond Parks and Recreation Staff

Erin Moore, Director

Brittany Pixley, Elizabeth Eversole, Jamie Moore, Mason Chamblee, Wayne Winkler

Dr. Michael Bradley, Associate Professor Department of Parks, Recreation and Hospitality, Arkansas Tech University

Dr. Tamala North, Assistant Professor Department of Applied Sciences, Eastern Kentucky University

## TABLE OF CONTENTS

	Page
Acknowledgements .....	2
Executive Summary .....	4
Deficiencies in Parks and Recreation.....	6
Vision and Future Direction of Parks and Recreation .....	7
Top 10 Priorities for Enhancing Richmond Parks and Recreation .....	11
Fiscal Year Parks and Recreation Plan .....	11
Master Plan Introduction.....	14
Why Parks are Important.....	18
Standard Park and Recreation Classifications .....	20
Assessment of Parks and Recreation Needs by Park Type .....	22
Programming and Facilities Inventory.....	24
Facility Needs Analysis Based Upon Accepted Standards .....	29
Richmond Parks and Recreation Partnerships.....	30
Benchmark Analysis .....	31
National Health Trends .....	33
Healthy People 2020 .....	34
National Recreation Trends.....	37
2019 Sports, Fitness and Leisure Activities Topline Report.....	38
Summary of the Needs from Discussions with Specific Recreation Groups.....	43
Reporting of Focus Group & Parks Board .....	44
Master Plan Methodology .....	48
Master Plan Survey Results.....	49
Master Plan Summary .....	73
Master Plan Recommendations .....	77
APPENDIX A – Facility Recommendations.....	83
APPENDIX B – Innovative Programming.....	100
APPENDIX C – Innovative Adult Education .....	103
APPENDIX C – Additional Funding Sources.....	104
APPENDIX D – Master Plan Survey.....	108

## 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, recreation managers can balance public input with the wise use of limited resources.

From March 1 through April 30, 2020, a study was conducted of Richmond citizens by surveying the public and inviting them to complete a questionnaire. A total of 1,396 residents of Richmond completed the survey (1,012 in 2014). It is critical to note that this report is citizen driven void of the influence of political leaders and the most outspoken in a community (i.e. developers and special interests). Those special interest groups fall into the realm of "reaction plan" advanced by Tillman (1974) where the influential or most outspoken in the community drive new recreation development. Kraus (1985) termed this the "sociopolitical" approach noting the pressure from special interest groups on program and services development. Danford and Shirley (1964) suggested the "expressed desires" approach meaning what is heard from the constituency in an area is what should drive program development. Thus, this **master plan** is a data-driven document that identifies what stakeholders want in their parks and recreation services across the socio-economic and stakeholder spectrum (Hurd and Anderson, 2011; Sawyer, 2019).

High-quality parks and recreation facilities are very important given 92.1% of respondents indicating such agreement. Further, when asked if funding for parks and recreation is a good investment for the City of Richmond, 91.2% indicated they support this type of growth.

Community members were mostly happy with the quality of the parks and support the inclusion of more facilities into the system. One comment that substantiates patron satisfaction is as follows: *I think the parks for a city this size are wonderful! To have a facility like Lake Reba in Richmond is wonderful! I grew up in Lexington with so many wonderful parks so I was spoiled when I moved here, but I am certainly not disappointed because the parks are such a bonus to the community! I think the City of Richmond has done an excellent job offering the community enjoyable outdoor space! I support expansion in outdoor or indoor space.*

Richmond continues to have a significant park acreage deficit based on national standards. The park acreage deficit reported in the 2014 Richmond Parks and Recreation Master Plan was 48.52; this deficit has increased to 194.1 acres per metric adjustments made by the National Recreation and Park Association (NRPA). This deficit is projected to increase to 226.7 acres in 2025 and 241.7 acres in 2030 based on population estimations for Richmond. According to the Trust for Public Land, the national median is 15% of city land to be used for parks and recreation; Richmond is currently at 2% of city land with such designation. The vast majority of survey respondents (93.4%) indicated support for the acquisition of more land in the Richmond area for parks and open space preservation. In addition, 94.5% think Richmond should invest more money in parks and recreation. The most need for a new park was identified as the northern end of Richmond by I-75 exit 90 (28.3%), followed by the south end in the Duncannon area (28%), and the west end by I-75 exit 87 (14.3%).

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, spending time at Paradise Cove, enjoying nature, and attending special events. The most popular special event is the Christmas Parade with 38.1% attending annually followed by the 4<sup>th</sup> of July Extravaganza with 27.7% attending every year. Lake Reba is the most utilized park in the system, with the others getting limited and sporadic use.

A very strong percentage (89.9%) of respondents indicated support for an indoor recreation center. Facilities that received the most support include indoor walking and running track (96.2%), basketball courts (94.4%), indoor playground (90%), and volleyball courts (87.2%). National park metrics indicate there should be one indoor recreation center for every 30,470 residents.

Recreation facilities and programs are important to Richmond. Programs and facilities most needed according to the respondents are as follows:

- Indoor Recreation Center (89.9%)
- Passive Parks (78.7%)
- Nature Trails (75%)
- Walking Trails (71.4%)
- Bike Trails (66.9%)
- Greenway Corridors (66.8%)
- Playgrounds (65.9%)
- Picnic Shelters (64.2%)
- Paddleboat Rentals (61.3%)

The majority of respondents (65.11%) are in favor of parks being 100% tobacco free. This percentage increased from the 2014 Master Plan that reported 62.62% in favor of parks being 100% tobacco free.

A majority of the respondents do not think parks and recreation programs are marketed enough. The most noted barrier to participation in parks and recreation programs was unaware of program offerings identified by 72 individuals. The marketing budget is \$5,500 out of a budget of \$2,004,165 representing 0.003%. The U.S. Small Business Administration recommends a budget of 7 to 8 percent, whereas the recommended budget for nonprofits is at least 5 percent. A targeted budget of 1 percent is recommended for this master plan cycle.

Question 26 asked if the individual lives within a 10-minute walk of a city park, and 22.82% indicated such proximity. This finding is consistent with The Trust for Public Land's data indicating that 23% of Richmond residents live within a 10-minute walk of a park. This statistic is significant given the national campaign to promote access to safe, quality parks and green spaces titled 10 Minute Walk, led by The Trust for Public Land (TPL), in partnership with the National Recreation and Park Association and the Urban Land Institute. 10 Minute Walk is working to create a world where everyone in the U.S. has safe, convenient access to a park within a 10-minute walk of home by 2050. A recent national survey in the U.S. conducted by PSB Research on behalf of 10 Minute Walk reveals just how crucial these spaces are for maintaining physical and mental health, and how much of a role they play as the country navigates the Covid-19 pandemic recovery. The survey found:

- 81% of respondents agreed that increasing access to local parks and green spaces would help them enjoy the outdoors safely as states reopen.
- Around two-thirds of people agree that local parks and green spaces are important in maintaining physical (68%) and mental health (65%) during COVID-19.

- Around two-thirds (66%) also agree that access to local parks has become increasingly important during the crisis.
- Two-thirds of Americans agree that their quality of life would improve with better access to a park or green space within a 10-minute walk from their homes (66%).

As we look to Covid-19 recovery and elected leaders make difficult decisions around key services and infrastructure, it is important to remember that parks and green spaces are a critical community resource that should be maintained, improved, and expanded. Such spaces are integral for creating healthier and stronger places to live, certainly now, and for many years to come.

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

- ❖ Richmond continues to have a significant park acreage deficit based on national standards. The park acreage deficit reported in the 2014 Richmond Parks and Recreation Master Plan was 48.52; this deficit has increased to 194.1 acres per metric adjustments made by NRPA. According to the Trust for Public Land, the national median is 15% of city land to be used for parks and recreation; Richmond is currently at 2% of city land with such designation. Richmond has less parks and park acreage than all benchmarks (see page 31). The mean park acreage of benchmarks is 595, representing 446 more park acres than Richmond.
- ❖ The City lacks indoor gym space thus significantly curtailing the recreation programming that is delivered. This lack of public indoor gym space severely limits year-round recreation and leisure activity for multiple cohorts.
- ❖ Several facility deficiencies based on national standards for the population the size of Richmond include: playgrounds (-9); tennis courts (-18); skatepark (-2); indoor basketball (-7 courts); outdoor basketball (-13.5 courts); volleyball (-12 courts); youth softball (-4 fields); unpaved trails (-7 miles); paved trails (-1.6 miles); and picnic shelters (-3).
- ❖ 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 (CTRS) should be hired to further enhance this program. This staff position should also work with staff at the Senior Citizens Center to aid their recreation programming. A direct benefit to the Department would be potentially adding therapeutic recreation interns fall, spring and summer. These interns are required to complete 560 hours and must be supervised by a CTRS.
- ❖ Environmental Education is noted as a programming deficiency area. Camp Catalpa Park should be developed to focus on self-guided environmental education as well as programmed environmental education programs and classes. The Department is commended for the improvements made to this park since the 2014 Master Plan. Partnering with 4H, Eastern Kentucky University, and Kentucky Department of Fish and Wildlife in program delivery will maximize efficiency and cost effectiveness.
- ❖ Department and recreation program marketing needs considerably more dedicated funding. A targeted budget of 1 percent is recommended for this master plan cycle.

- ❖ Compared to the mean number of staff of benchmarks (7), Richmond should add at least one full time position.

## **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: Passive Parks (79%); Nature Trails (75%); Walking Trails (71%); Lazy River (70%); Bike Trails (67%); Greenway Corridors (67%); Playgrounds (66%); Indoor Rental Space (66%); Picnic Shelters (64%); Nature/Environmental Education Center (62%); Spraygrounds/Spraypads (62%); Paddleboat Rentals (61%). This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 2, Objective 9 and Goal 6, Objective 1, 2 & 3).
- ❖ Add pickleball and tennis courts. Cardio-tennis has experienced 9.3% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the highest participation increase of any recreation activity. The popularity of Pickleball is also significant at 7.1% growth.
- ❖ Add Outdoor Fitness Equipment. Game Time can install an 11 element Fit Station including Poured-in-Place surfacing to maximize wheelchair accessibility for \$93,363. This type of facility would have been enormously popular during the Coronavirus epidemic allowing people to complete fitness and weight training in the outdoors.
- ❖ Develop a Girl's Softball field complex at Lake Reba with four fields in a cloverleaf design. Moving Girl's Softball to Lake Reba will require a new multi-purpose restroom/concessions/storage building.
- ❖ Expanding parks in neighborhoods and underserved areas of the City (pocket parks). 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. Cooperate with subdivision developers to place parks or green space in these developments. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 6, Objective 1 & 2). Richmond currently has a deficit of 194.1 acres of parks per national standards, projected to increase to 226.7 acres in 2025. Richmond has a significant shortage of parks compared to benchmarks (-9). Create a new pocket park at 649 North Street.
- ❖ A system of greenways and hiking/bike paths developed to link the parks, schools, neighborhoods and green spaces throughout the City. Benchmarks have on average 12 miles of trails compared to 4 miles in Richmond. Hiking has experienced 6.6% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the third-highest participation increase of any recreation activity. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 2, Objective 5 & 8; Goal 5 and Goal 6, Objective 3).
- ❖ The Master Plan survey results are consistent with a future multi-use path system with walking trails (71.4%), bike trails (66.9%), and nature trails (75%) identified as top needs in the

Richmond community. Connecting such multi-use systems with greenway corridors also received strong support (66.8%). The City of Richmond's 2017 Comprehensive Plan, page 32, states, "A system of multi-use paths can reinforce a pedestrian environment and provide outdoor recreation for residents. Through input gathered from the 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 as indicated in the Access Management and Roadway Manual on various streets throughout Richmond. Where there are limited rights-of-way, such as downtown, the path width could be reduced. In addition, the careful planning of safe pedestrian crossing would improve safety for users." See City of Richmond's 2017 Comprehensive Plan, goal 6, objective 3.

- ❖ Develop a Youth Sports Park in cooperation with Eastern Kentucky University. Moving youth sports Football and Soccer from Lake Reba would make it easier for parents and operations such as field maintenance for Parks and Recreation. Further, such centralization creates significant opportunities to economically enhance the City of Richmond. This recommendation would create significant greenspace at Lake Reba and Irvine McDowell Parks and is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 1, Objective 5 & 6; Goal 6, Objective 1 & 2).
- ❖ Add a Shelter at Irvine McDowell Park (beside house) that would have multipurpose usage to potentially include farmer's market covered space, hosting concerts and plays, and usage as a picnic shelter. Include spray feature (fountains); concrete surface to maximize accessibility.
- ❖ Add beautification projects. 64% of respondents agree that this is a good investment for the City of Richmond, and should include additional landscaping or water features (i.e. fountains). Funding for such landscaping projects could be in the form of a Family Tree Program (see Additional Funding Sources, page 85). This recommendation is consistent with the City of Richmond's 2017 Comprehensive Plan, Goal 7, Objective 6).
- ❖ Add an indoor recreation facility. The majority of respondents (89.9%) were in favor of an indoor recreation facility (percentage increased from 75%, 2014 Master Plan). Facilities desired include walking and running track (96.2%), basketball courts (94.4%), playground (90%), volleyball courts (87.2%), fitness center (85.8%), climbing wall (85.5%), large party room accommodating up to 200 people (84.2%), aerobics and dance room (83.5%), mat room for cheerleading and martial arts (81.8%), meeting rooms (80.3%), turf soccer fields (75.9%), batting cages (74.3%), and game room (71.2%). See facility deficiencies page 29.
- ❖ Build a large-scale park (25-50+ acres per national standard) to rectify serious facility deficiencies including: youth sports practice fields, pickleball/tennis courts, basketball courts, shelters, trail running and playground. Trail-running has experienced 7.9% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the second-highest participation increase of any recreation activity. Long-range add a skatepark and BMX track at this park to create an adventure activity area. 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.

- ❖ Add adventure park elements such as a BMX Track. This type of facility has significant economic impact potential for the City of Richmond. Rock Hill, South Carolina hosted the 2017 UCI BMX World Championships, and officials estimated that hosting this event generated \$19.2 million for the area. This international event held in South Carolina attracted nearly 20,000 people with 3,700 riders from 48 different countries. There are currently only three BMX tracks in Kentucky: two in Louisville and one in Florence. BMX has experienced 9.3% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the highest participation increase of any recreation activity. For additional information visit [www.usabmx.com](http://www.usabmx.com)

## 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 could 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. See City of Richmond's 2017 Comprehensive Plan, goal 3, objective 6 and Appendix C.
- ❖ 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. See City of Richmond's 2017 Comprehensive Plan, goal 4, objective 4.
- ❖ Recreation on the Move Program - bring recreation programming to neighborhoods. Consider the following comment from a 2014 master plan respondent: "I remember the Parks and Rec Department 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." Louisville Metro Parks created a Let's Play Mobile Recreation Unit to bring recreation to locations outside traditional venues. The van was initially equipped with items such as oversize Jenga, Connect4, and checkers plus arts and crafts supplies, and materials for games including balls. According to the Department, "The activities are inclusive and there are activities for all abilities and ages." This type programming is innovative and responsive to transportation barriers and/or time barriers, which is consistently the top barrier to recreation participation in research. Further, such a unit would be ideal for internship students to manage and lead activities in neighborhoods during the summer.

- ❖ Expand recreation opportunities for individuals with disabilities and senior citizens to include hiring a Certified Therapeutic Recreation Specialist. A CTRS would enable students in therapeutic recreation to complete their 560-hour internship giving additional skilled staff fall, spring and summer. In Kentucky, 34.6% of adults have some type of disability compared with the national average of 25.6%.
- ❖ Become a clearing house of adult education programming. Agencies delivering adult education programs include Eastern Kentucky University, Madison County Extension Office, Madison County Library, Telford YMCA, and area churches. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 4, Objective 4).

## Staffing

- ❖ The Department currently operates with a staff shortage in comparison to benchmark agencies. Additional full-time staff positions that should be added during this master plan cycle include a Certified Therapeutic Recreation Specialist (CTRS) for the special needs program, and an assistant programming director. The CTRS position would allow ECU students to complete their 560-hour therapeutic recreation internship during the fall, spring and summer semesters. The National Council for Therapeutic Recreation mandates that internship students can only be supervised by a CTRS.
- ❖ 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.
- ❖ 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. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 3, Objective 5). The Department is to be applauded for their usage of Web 2.0 tools including email, Facebook, Twitter, and Instagram.

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

1. Indoor Gym Space
2. Park Acreage/Number of Parks (shortage in comparison to benchmark data, page 31); Lack of Greenspace; Trails (walking/biking)
3. Outdoor Fitness Station
4. Spraygrounds/Spraypads
5. Increase Operating Budget-Marketing and add a certified Therapeutic Recreation Specialist (CTRS)
6. Pickleball Courts
7. Lack of Youth Sports Field Space
8. Replace Playgrounds (Irvine McDowell Park and Dillingham Park)
9. Recreation on the Move Program
10. Move Girl's Softball to Lake Reba and revise Irvine McDowell Park into a more passive park consistent with the historical nature of the property

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

It is recognized that the vast majority of master plan respondents were in favor of additional investment in parks and recreation. Two survey questions underscore this support:

- (1) High quality parks and recreation facilities and programs are important to Richmond – 91.2% agreed with this statement.
- (2) Funding for parks and recreation programs and facilities is a good investment for Richmond – 91.2% agreed with this statement.

The Department should also add trails (walking/hiking/bicycle) as opportunities and grants are presented, which is consistent with the City of Richmond's Comprehensive Plan. Further, as optimal land becomes available, purchasing towards park development should be an overarching focus given the current park acreage deficit of 194.1 acres, projected to increase to 226.7 acres in 2025. It is important to note the last large-scale park development was Anne L. Durham Lake Reba Recreational Complex developed in 1992 when the Richmond population was around 22,000.

#### **2022 Fiscal Year:**

- Add a Certified Therapeutic Recreation Specialist (CTRS) to the Parks Department staff
- Increase the marketing budget
- Add Adult Outdoor Recreation Area to include Outdoor Fitness Equipment & Pickleball Courts
- Explore creating a Friends of the Parks program to aid with advocacy and potentially fundraising
- Expand walking trails to include bicycle paths

#### **2023 Fiscal Year:**

- Add a Shelter at Irvine McDowell Park (beside house) that would have multipurpose usage to potentially include farmer's market covered space, hosting concerts and plays, and usage as a picnic shelter.

- Add a spray feature (fountains) to Irvine McDowell Park; concrete surface to maximize accessibility. An example:  
<https://www.theparklands.org/Parks/Beckley-Creek-Park/2/Marshall-Playground-&-Sprayground>
- Create a steering committee for a Park RX program

### **2024 Fiscal Year:**

- Create a new pocket park at 649 North Street: Park space to include a small playground, shelter area and maximum Greenspace. Recommendation is consistent with the master plan data indicating 79% favoring passive parks and 76% signifying the City needs more parks.
- Partner with Eastern Kentucky University to build a sports park. Moving youth sports Football and Soccer from Lake Reba would centralize growth sports making it easier for parents and operations such as field maintenance for Parks and Recreation. Further, such centralization creates significant opportunities to economically enhance the City of Richmond by conducting youth sports tournaments and special events.

**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 and practice areas for all youth sports; (3) A youth sports complex has significant economic impact potential.

### **2025 Fiscal Year:**

- Complete sports park project in concert with Eastern Kentucky University.
- Create a new Girl's Softball complex at Lake Reba to include building housing restrooms, concessions, and storage. The ideal is a cloverleaf design providing 4 fields with concessions and restrooms in the middle of the complex for maximum efficiency. 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 baseball and softball 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 79% in favor of passive parks.

### **2026 Fiscal Year and Beyond**

- Secure Indoor Gym Space; add indoor recreation facility.
- Develop a Recreation on the Move program.
- Add a full-time assistant programming director to better align with benchmarks and to assist with the increased special event programming the Department has been assigned.
- Expand Dillingham Park and replace the playground (over 20 years old).
- Add a sprayground to Betty Miller Park.
- Revamp Irvine McDowell Park and replace the playground (over 20 years old).

- Begin development of a new community park (25-50+ acres by national standard). Potential locations include Eastern Bypass, Exit 90 or the Duncannon area to include volleyball courts, tennis courts, basketball courts, shelters, playground, dog park, walking/biking trails, sprayground and restrooms. In addition, an adventure element should be considered including a BMX area and skatepark given the potential economic impact of such adventure areas.
- Add paddleboats at Lake Reba requiring erecting a building for rental transactions and boat storage.
- Explore adding a Lazy River to Paradise Cove (70% indicated need).

### **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 County 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 Richmond and 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. 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 professor in the Department of Recreation and Park Administration at Eastern Kentucky University and Dr. Bradley, associate professor in the Department of Parks, Recreation and Hospitality at Arkansas Tech 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, the Mayor and City Manager 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:

- News Releases sent to the Richmond Register
- Emails sent via Richmond Parks and Recreation listserv
- Facebook and other social media posts to Richmond Parks and Recreation followers
- EKV Today, an online newsletter for all faculty and staff at Eastern Kentucky University (three announcements)
- 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
- Crossroads Christian Church
- Eastside Community Church
- Vineyard Community Church

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

- Adult sports
- Teen Center
- Little League
- Youth Football
- Girl's Softball
- Youth Soccer

## Overview of Richmond and Madison County

The City of Richmond is a growing community within growing Madison County. The 2020 population of the City of Richmond from the United States Census Bureau is 36,157; Madison County population is 92,987. The inclusion of Eastern Kentucky University also adds a dimension for the delivery of parks and recreation services and the 15,000 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	36,157
2025	37,217
2030	38,739

*Source: Kentucky Data Center, University of Louisville*

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

<b><u>Age</u></b>	<b>Population Percentage</b>
Under 5	5.98%
5-17 years	11.67%
18-64 years	72.76 %
65+	9.59%

### **Ethnicity**

Caucasian	87.5 %
African American	7.6 %
American Indian and Alaska Native	0.1 %
Asian	1.4 %
Hispanic	2.1 %

### **Income and Poverty**

Median Household Income = \$34,532

Poverty Rate = 30.5%

<https://data.census.gov/cedsci/all?q=40475>

<http://censusviewer.com/city/KY/Richmond>

## Why Parks are Important

Public parks and recreation offer 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 (Pocket 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 generally include a play area for young children, picnic areas, and frequently highlight aesthetic features such as a community garden or water fountains. A trend is mini-soccer courts using a current concrete or asphalt surface (5,000-7,200 square feet) for organized and pick-up games; these spaces also maximize accessibility for wheelchair games to be played. These parks are often created opportunistically out of vacant lots or otherwise forgotten spaces.

**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, Play Lot or Pocket Park	+/- 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 (Pocket Parks):**

- Dillingham Heights Park (.38 acre)
- Betty Miller Park (2.22 acres)
- Millstone Park (.25 acres)

**Neighborhood Parks:**

- E.C. Million Park (6.54 acres)

**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 34,652, the total park acreage should be 350 acres. Total developed park acreage in the Richmond, Kentucky park system is 149.30, thus a deficiency of 194.1 acres according to national standards. The City of Richmond is projected to continue to grow, thus a continued acreage deficiency is projected by 2025.

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

<b>Year</b>	<b>Population Projection</b>	<b>National Park Acreage Standards</b>	<b>Surplus/Deficit</b>
<b>2014 Master Plan</b>	<b>32,550</b>	<b>199</b>	<b>-48.52 acres</b>
<b>2020</b>	<b>34,652</b>	<b>350</b>	<b>-194.1 acres</b>
<b>2025</b>	<b>37,217</b>	<b>376</b>	<b>-226.7 acres</b>
<b>2030</b>	<b>38,739</b>	<b>391</b>	<b>-241.7 acres</b>

*Go to [www.nrpa.org/metrics](http://www.nrpa.org/metrics)*

*One park for every 2,181 residents & 10.1 acres for every 1,000 residents (2019 NRPA)*

*One playground for every 3,706 residents; one indoor rec center for every 30,470 residents*

*Population projections – Kentucky State Data Center*

## **Programming and Facilities Inventory**

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

- Kid's Fishing Derby
- July 4<sup>th</sup> Concert and Fireworks
- Summer Day Camp
- Easter Eggstravaganza
- KidsFest
- Halloween Hoedown
- Holiday Happening Craft Show
- Christmas Parade
- Santa Express
- Santa Hotline
- Santa Letter
- Nature Day at Camp Catalpa
- Camp Catalpa Story Walk
- Movies in the Park
- Dive in Movies at Paradise Cove
- Camp Catalpa Nature Walk
- National Kids to Parks Day
- Children's Champion Activities
- Adult Softball
- Irvinton House Museum Tours
- Millstone Festival
- Yoga in the Park

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

- SOKY Basketball
- SOKY Cheerleading
- SOKY Track and Field
- SOKY Softball
- SOKY Flag Football
- SOKY Weight Lifting (In planning stages)
- SOKY Bowling
- SOKY Swimming
- SOKY Young Athlete program with ECU RPA
- Art in the Park
- Spring Dance
- Summer Day Camp
- Valentine Dance
- Halloween Party
- Christmas Party
- Movie Night
- Pool Party

- Sports Banquet
- Chili Supper
- Participation in State Games
- Christmas Caroling & Crafts at Madison Manor
- Annual Day Camp for Adults with Developmental Disabilities with ECU RPA

**Teen Center Programs Include:**

- 4H Programs
- Back to School Bash
- Thanksgiving Dinner
- 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
- Tutoring
- Table Etiquette
- Cooking Classes
- Black History Month

**Department assists with the following programs:**

- All A Classic
- Little League Baseball
- Youth Soccer
- Girl's Softball
- Youth Football
- Youth Cheerleading
- Madison County Horseshoe Association
- Telford YMCA Healthy Kids Day
- Pops at the Park
- Special Olympics

## 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:

- 3 lighted softball fields
- 7 Little League fields
- Senior League baseball field
- 1 football field
- 8 soccer fields; 1 lighted field; 2 practice fields
- 7 picnic shelters
- 1.5 basketball courts
- 75 acre fishing lake
- Fish cleaning station, boat ramp, and fishing pier
- Herb Vescio Horseshoe Pits (12 lighted)
- 1.25 mile paved walking path
- Playground (ages 5 and under)
- Universal Playground (ages 6-12)
- Inclusive Playground for individuals with disabilities
- 2 concession stands
- 5 restroom facilities
- Adventure Falls miniature golf course (10 holes ADA accessible)
- Party room
- Batting cages; 1 ADA accessible batting cage
- 3 shuffleboard courts
- 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 \$75; 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. Camp Catalpa was renovated between 2015-2017. A new shelter was built in 2016, the restrooms were renovated, and the small shelter roof was replaced. In 2017, invasive species were removed from the back 20 acres of the park and many dead trees were removed. During the renovation, a new 2.0 mile crushed limestone trail, a new 18-hole disc golf course, and a new playground were installed.

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

Facilities include:

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

Note: Large shelter (8 picnic tables) can be reserved for \$75; 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 – Irvinton House Museum

Note: Gazebo (4 picnic tables) and large Shelter (6 picnic tables) can be reserved for \$50; This park is used for Movies in the Park and KidsFest.

## **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 paved Walking Trail
- 3 Soccer Fields
- Restrooms
- 1 large shelter
- 1 small shelter
- Dog Park
- Playground (ages 5 and under)
- Playground (ages 6-12)

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. Millstone Park(.25 acre)**

Site Location – West Main Street

Facilities Include:

- Benches
- Historic Stones and Markers

### **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)
- Gaga Ball Pit

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

<b>Facility</b>	<b>Population Goal (1 per)</b>	<b>Richmond Existing Supply</b>	<b>2020 Required</b>	<b>2020 Surplus (+) Deficit (-)</b>
Picnic Shelter	2,000	15	18	-3
Playground	2,000	9	18	-9
Paved Trails (miles)	10,000	2 miles	3.6 miles	-1.6
Unpaved Trails (miles)	4,000	2 miles	9 miles	-7
Skatepark	15,000	0	2	-2
Tennis Courts	2,000	0	18	-18
Volleyball Courts	3,000	0	12	-12
Indoor Basketball Courts	5,000	0	7	-7
Basketball (outdoor)	2,000	4.5	18	-13.5
Baseball (youth)	6,000	8	6	+2
Softball (youth)	5,000	3	7	-4
Softball (adult)	3,000	3	12	-9
Football Fields	10,000	1	3	-2
Soccer Fields	4,000	11	9	+2
Swimming Pool	10,000	1	3	-2
Dog Park	15,000	3	2	+1

Source: National Recreation and Park Association

## **Richmond Parks and Recreation Partnerships**

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

## Benchmark Analysis Synopsis

A benchmark analysis indicates that Richmond has generally fewer parks and park acreage:

**Richmond, Kentucky: 7 parks; 149.13 park acres (35,894 population)**

Frankfort, Kentucky: 9 parks; 900 park acres (27,855 population)

Elizabethtown, Kentucky: 11 parks; 795 park acres (29,906 population)

Georgetown, Kentucky: 15 parks; 528 park acres (33,440 population)

Hopkinsville, Kentucky: 20 parks; 226 park acres (31,811 population)

Paducah, Kentucky: 29 parks; 530 park acres (25,145 population)

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

**Richmond, Kentucky: 6 staff**

Frankfort, Kentucky: 5 staff

Elizabethtown, Kentucky: 7 staff

Georgetown, Kentucky: 9 staff

Hopkinsville, Kentucky: 6 staff

Paducah, Kentucky: 9 staff

**Table 4: Benchmark Comparison**

City	Paducah Kentucky	Georgetown Kentucky	Frankfort Kentucky	Elizabethtown Kentucky	Hopkinsville Kentucky	<b>Richmond Kentucky</b>
Population	25,145	33,440	27,885	29,906	31,811	<b>35,894</b>
Total Parks Acreage	530	528	900	795	226	<b>149</b>
Full Time Staff	26	18	9	23	11	
Full Time Staff (Non-Maintenance)	9	9	5	7	6	<b>6</b>
Total Operating Budget	\$3.2 million	\$3.2 million	\$3.4 million	\$4.1 million	\$2 million	<b>\$2 million</b>
Average Capital Budget	\$250,000	\$75,000	Varies	Typically \$2 million	\$50,000	<b>\$250,000</b>

Total Number of Parks	29	15	9	11	20	7
Miles of Trails	6.5	6.59	15	25	6.5	4
Softball Fields	5	15	9	11	5	6
Baseball Fields	6	17	7	17	5	8
Soccer Fields	2	20	3	24	4	11
Football Fields	0	3	1	2	1	1
Outdoor Pools	1	2	1	1	1 (water park)	1
Sprayground Areas	3	0	2	1	1	0
Playgrounds	7	5	5	10	13	9
Park Shelters	32	8	9	10	10	15
Skate Parks	1	1	0	0	1	0
Dog Parks	1	2 (not operated by Parks)	1	2	1	2
Outdoor Basketball Courts	11	2	2	3	7	4.5
Tennis Courts	6	10	4	20	12	0
Pickleball Courts	0	0	3	3	1 outdoor 3 indoor	0
Nature Center	1	0	0	0	0	0
Community/Rec Centers	1	2	0	1	2	0
Indoor walking Tracks	0	1	0	0	1	0
Indoor Pools	0	2 (one facility)	0	0	0	0
Indoor Basketball Courts	1	2	0	2	7	0

## **United States Physical Health**

48% of adult Americans have some kind of cardiovascular disease.

45.6% of adult Americans have been diagnosed with hypertension.

14% of adult Americans have Type 2 Diabetes; another 37.6% have pre-Diabetes.

Depression and anxiety affects 264 million Americans. Physical activity reduces depression (26% decrease in odds for each major increase physical activity) (Choi, Chen & Stein, JAMA Psychiatry, 2019).

## **Kentucky Physical Health**

13% have been diagnosed with Diabetes

39% have been diagnosed with hypertension

38% of children ages 10 to 17 are obese

16% have been diagnosed with Asthma

5 physically unhealthy days per month

23% less than good health

Worst state for cancer deaths

Worst state for lower respiratory disease

2<sup>nd</sup> worst state for septicemia

3<sup>rd</sup> worst state for accidents

5<sup>th</sup> worst state for diabetes

5<sup>th</sup> worst state for kidney disease

9<sup>th</sup> worst state for heart disease

9<sup>th</sup> worst state for drug overdose mortality

## **Madison County Physical Health**

8% have been diagnosed with Diabetes

33% have been diagnosed with hypertension

17% have been diagnosed with Asthma

6 physically unhealthy days per month

24% less than good health

## Unique Benefits of Outdoor Fitness

Physical	Mental	Nature	Social
Disease Prevention Health Improvement Increased Energy Higher Levels of Physical Activity Weight Loss Weight Maintenance Improve Health	Improved Mental Well-Being Greater Feelings of Revitalization Decreases in Tension, Confusion, Anger Lowered Risk of Depression Make Exercise Fun	Access to Vitamin D through Sunshine Fresh Air Eco-friendly Brings People Outdoors Coronavirus Friendly	Improved Adherence to Regular Exercise Longer Workout Sessions Social Connections Higher Levels of Enjoyment & Satisfaction Available to All Increase Social Engagement & Promote Friendships Encourages Group Exercise

*Akers, Barton et.al. Environmental Science Technology*

## 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 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.
- 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.
- 28.0% of Americans, or 80.2 million people, aged six and older are physically inactive.

- Nearly one-third of high school students play video or computer games for 3 or more hours on an average school day.

## **Obesity**

- 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.
- 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.

## **Kentucky Obesity Statistics**

- 3<sup>rd</sup> Worst in the Nation: Percentage of Obese Youth Ages 10-17 (18%)
- 5<sup>th</sup> Worst in Nation: Adult Obesity 33.2%

## **National Recreation Trends**

The 10 most commonly planned park additions according to a 2019 national study completed by Recreation Management include:

1. Splash play areas
2. Outdoor fitness equipment
3. Fitness trails
4. Synthetic turf sports fields
5. Dog parks
6. Park shelters
7. Walking and hiking trails
8. Park restrooms
9. Bleachers and seating
10. Fitness centers

The 10 most commonly planned program additions according to a 2019 national study completed by Recreation Management include:

1. Group exercise programs
2. Fitness programs
3. Educational programs
4. Active older adult programming
5. Mind-body/balance programs, such as Yoga, Pilates and martial arts
6. Teen programming
7. Day camps and summer camps
8. Holiday events and other special events

9. Environmental education
10. Special needs programs

The 10 most commonly delivered initiatives by agencies to promote a sense of community according to a 2019 national study completed by Recreation Management include:

1. Wellness initiatives
2. Inclusion initiatives for those with physical disabilities
3. Outreach to economically disadvantaged populations
4. Outreach to underserved populations
5. Inclusion initiatives for those with developmental disabilities
6. Outreach to minority populations
7. Resource conservation and green initiatives
8. Initiatives to connect people with nature
9. Initiatives to reduce hunger and improve nutrition
10. Disaster recovery assistance

### **2019 Sports, Fitness & Leisure Activities Topline Report Report from the Sports and Fitness Industry Association**

Data collected January and February 2019 included a national sample of 18,000 online interviews including a statistical confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level translating to plus or minus four percent of participants. A weighting technique was used to balance the data to reflect the total U.S. population ages six and older. The total population figure used was 302,756,603 people age six and older.

The total number of active Americans has improved since 2014, indicating positive movement toward an increasingly active America. But while many recreation activities had great strides in the past six years – trail running, cardio tennis, BMX biking, and day hiking – there remained hesitation to celebrate total activity participation success. Fitness sports continue to be the activities most participated in for the 5<sup>th</sup> consecutive year, increasing 2 percent from 2018. Pickleball and cardio tennis have been on the rise in popularity for the last five years. BMX biking gained 10 percent in casual participation in 2019, followed by skateboarding at a 7 percent participation increase.

Team sports increased for the first time since 2016. This can be attributed to a significant increase in basketball (the #1 most played team sport) and outdoor soccer (#3 most played team sport). Team sports continue to maintain 29 million youth participants, the main drive of the team sport market.

**Table 5: Activity Category Segmented by Generation**

<b>Cohort Generation</b>	<b>Fitness Sports</b>	<b>Individual Sports</b>	<b>Outdoor Sports</b>	<b>Racquet Sports</b>	<b>Team Sports</b>
<b>Boomers (1945~1964)</b>	<b>59.8%</b>	<b>23.1%</b>	<b>39.4%</b>	<b>5.5%</b>	<b>4.3%</b>
<b>Gen X (1965~1979)</b>	<b>65.1%</b>	<b>29.9%</b>	<b>50.4%</b>	<b>10.1%</b>	<b>12%</b>
<b>Millennials (1980~1999)</b>	<b>68.3%</b>	<b>39.8%</b>	<b>57.5%</b>	<b>17.6%</b>	<b>27.2%</b>
<b>Gen Z (2000+)</b>	<b>53.5%</b>	<b>42%</b>	<b>59.1%</b>	<b>18.1%</b>	<b>56.3%</b>

**Fitness Activities:** Aquatic Exercise, Barre, Bodyweight Exercise & Bodyweight Accessory-Assisted Training, Boot Camp Style Training, Cardio Kickboxing, Cross-Training Style Workouts, Dance, Step, and Other Choreographed Exercise to Music, Elliptical Motion/Cross-Trainer, Barbells, Dumbbells/Hand Weights, High Impact/Intensity Training, Kettlebells, Pilates Training, Rowing Machine, Running/Jogging, Stair-Climbing Machine, Stationary Cycling (Group/Recumbent or Upright), Swimming for Fitness, Tai Chi, Treadmill, Walking for Fitness, Weight/Resistance Machines, and Yoga.

**Individual Sports:** Adventure Racing, Archery, Bowling, Boxing for Competition, Boxing for Fitness, Golf on a 9 or 18-hole Golf Course, Horseback Riding, Hunting (Bow, Handgun, Rifle, Shotgun), Ice Skating, Martial Arts, MMA for Competition, MMA for Fitness, Roller Skating (2x2 Wheels, Inline Wheels), Shooting (Sport Clays, Trap/Skeet), Skateboarding, Target Shooting (Handgun, Rifle), Triathlon (non-Traditional/Off Road, Traditional/Road).

**Outdoor Sports:** Adventure Racing, Archery, Backpacking Overnight, Bicycling (Road/Paved Surface, Mountain/Non-Paved Surface, BMX), Birdwatching (excursion more than . mile from home/vehicle), Boardsailing/Windsurfing, Camping (RV), Camping (within . mile from home/vehicle), Canoeing, Climbing (Indoor, Sport/Boulder, Traditional/Ice/Mountaineering), Fishing (Fly, Saltwater, Freshwater/Other), Hiking (Day), Hunting (Bow, Handgun, Rifle, Shotgun), Kayaking (White Water, Sea/Touring, Recreational), Rafting, Running/Jogging, Sailing, Scuba Diving, Shooting (Sport Clays, Trap/Skeet), Skateboarding, Skiing (Alpine/Downhill, Freestyle, Cross-Country), Snorkeling, Snowboarding, Snowshoeing, Stand-Up Paddling, Surfing, Trail Running, Triathlon (Non-Traditional/Off-Road, Traditional/Road), Wakeboarding, Wakesurfing, Wildlife Viewing, and Winter Fat Biking.

**Racquet Sports:** Badminton, Cardio Tennis, Pickleball, Pop Tennis, Racquetball, Squash, Table Tennis, and Tennis.

**Team Sports:** Baseball, Basketball, Cheerleading, Field Hockey, Football (Flag, Tackle, Touch), Gymnastics, Ice Hockey, Lacrosse, Paintball, Roller Hockey, Rugby, Soccer (Indoor, Outdoor), Softball (Fast-Pitch, Slow-Pitch), Street/Dek/Ball/Floor Hockey, Swimming on a Team, Track and Field, Ultimate Frisbee, Volleyball (Beach/Sand, Court, Grass), Water Polo, and Wrestling.

**Table 6: Recreation Participation Report (in 000's)**

<b>Activity</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>5 year average</b>
Bicycling (BMX)	2,690	3,104	3,413	3,439	3,648	+9.3%
Bicycling (road, paved surface)	38,280	38,365	38,886	39,041	39,388	-0.2%
Birdwatching (more than 1.4 mile from home/vehicle)	13,093	11,589	12,296	12,344	12,817	-0.4%
Wildlife Viewing (more than 1.4 mile from home/vehicle)	20,718	20,746	20,351	20,556	20,040	-1.0%
Canoeing	10,236	10,046	9,220	9,129	8,995	-2.1%
Kayaking (recreational)	9,499	10,017	10,533	11,017	11,382	+5.2%
Stand Up Paddling	3,020	3,220	3,325	3,453	3,562	+5.3%
Fishing	37,682	38,121	38,346	38,998	39,185	+0.7%
Hiking (day)	37,232	42,128	44,900	47,860	49,697	+6.6%
Weight Training	25,381	26,473	27,444	27,834	28,379	+2.1%
Walking for Fitness	109,829	107,895	110,805	111,001	111,439	-0.2%
Running/Jogging	48,496	47,384	50,770	49,459	50,052	-0.3%
Skateboarding	6,436	6,442	6,382	6,500	6,610	-0.1%
Trail Running	8,139	8,582	9,149	10,010	10,997	+7.9%
Archery	8,378	7,903	7,769	7,654	7,449	-2.4%
Tennis	17,963	18,079	17,683	17,841	17,684	-0.2%
Pickleball	2,506	2,815	3,132	3,301	3,460	+7.1%
Cardio Tennis	1,821	2,125	2,223	2,499	2,501	+9.3%
Racquetball	3,883	3,579	3,526	3,480	3,453	-0.7%
Swimming for Fitness	26,319	26,601	27,135	27,575	28,219	+2.2%
Yoga	25,289	26,268	27,354	28,745	30,456	+3.8%

**Table 7: Sports Participation Report (in 000's)**

<b>Activity</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>5 year average</b>
Baseball	13,711	14,760	15,642	15,877	15,804	+3.8%
Basketball	23,410	22,343	23,401	24,225	24,917	+1.6%
Football (flag)	6,487	5,686	5,629	5,517	5,171	-4.6%
Football (tackle)	6,222	5,481	5,224	5,157	5,107	-3.0%
Soccer (indoor)	4,813	5,117	5,399	5,233	5,336	+3.4%
Soccer (outdoor)	12,646	11,932	11,924	11,405	11,913	-1.0%
Softball (slow pitch)	7,114	7,690	7,283	7,386	7,071	+0.1%
Softball (fast pitch)	2,460	2,467	2,309	2,303	2,242	-1.5%
Volleyball (court)	6,423	6,216	6,317	6,317	6,487	+0.6%
Volleyball (sand)	4,785	5,489	4,947	4,770	4,400	-0.7%
Lacrosse	2,094	2,090	2,171	2,098	2,115	+1.1%

**Table 8: Aspirational Sports Interest Report: Which Sports Interest Non-Participants  
Sports & Fitness Industry Association 2019 Report**

<b>Ages 6-12</b>	<b>Ages 13-17</b>	<b>Ages 18-24</b>
Fishing	Fishing	Kayaking
Camping	Camping	Camping
Basketball	Basketball	Canoeing
Martial Arts	Working out with weights	Martial Arts
Volleyball	Volleyball	Volleyball
Swimming for fitness	Swimming for fitness	Swimming for fitness
Bicycling	Working out using machines	Bicycling
Soccer	Shooting sports	Shooting sports
Swimming on a team	Hiking	Hiking
Running/Jogging	Running/Jogging	

**Table 9: Aspirational Sports Interest Report: Which Sports Interest Non-Participants  
Sports & Fitness Industry Association 2019 Report**

<b>Ages 25-34</b>	<b>Ages 35-44</b>	<b>Ages 45-54</b>
Swimming for Fitness	Swimming for Fitness	Swimming for Fitness
Working out with Weights	Working out with Weights	Working out with Weights
Camping	Camping	Camping
Hiking	Hiking	Hiking
Bicycling	Bicycling	Bicycling
Fishing	Fishing	Fishing
Volleyball	Volleyball	Running/Jogging
Backpacking	Backpacking	Backpacking
Kayaking	Martial Arts	Canoeing
Canoeing	Working out using Machines	Working out using Machines

**Table 10: Aspirational Sports Interest Report: Which Sports Interest Non-Participants  
Sports & Fitness Industry Association 2019 Report**

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

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

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

### **Teen Center:**

I have been blessed to be partnering with Richmond Parks and Rec for almost 13 years. What started out as just a collaboration has turned into an absolute friendship. When I need feedback about my own professional career I will typically send Erin a text for advice. I think they have done extremely well in meeting the needs of our community. It's fun to see what all they have going on and planned. I would like to see more help hired for the Richmond Teen Center. Georgia constantly has her hands full and it would be nice for her to have assistance. I would also like to see a newer bigger building with an indoor gymnasium. I am always appreciative of the efforts of the Parks staff and collaborations.

**Scott Darst, 4H Youth Development Agent and Teen Center Board Member**

### **Richmond Girls Softball**

Continuous stated need for a fourth field and a cloverleaf design; prefer a move to Lake Reba.

### **Madison County Youth Football League**

*Multiple contacts but no reply*

### **Richmond Little League**

Since Jr Winkler has been given his current responsibility, the relationship with Richmond Parks and Recreation has improved. He is always professional and tries to follow up on needs, if possible. A problem we have encountered is the sprinkler systems on the ballfields and not mowing and dragging correctly. Several times over the last five years, money has been spent to upgrade the infields, but without the sprinkler system being used properly to maintain what has been done, the fields end up the same way as they were before anything was done. Mowing incorrectly causes clippings to go inside the dugouts and under the bleachers which causes another maintenance problem. It takes more work to clean it up, and in some cases gets packed under the bleachers and just builds up over time. Dragging incorrectly causes the infields to be uneven to the point of causing tripping hazards. This is a maintenance issue that cannot be easily resolved because of the time it takes to correct it.

The future needs of Little League would be to upgrade the fields that we have. About 10 or 12 years ago, there was a plan that we worked on together to improve one field each year. Little League paid for a field one year and the city paid for another field the following year. These improvements unfortunately have been lost primarily because of the non-working sprinkler system and poor maintenance. Some members of our Board have also suggested that a 50/70 field be considered if the space were available. In addition, we would like a sidewalk to be placed where the bridge was removed going to Adams Field. Rain water has no place to go except to the third base dugout on Dover Field. This has been caused by the asphalt drive, which is wonderful, was put in. Work will probably need to be done on that dugout in the future because of water damage to the base of the dugout. It may be good to have representatives from the youth sports leagues to present information to the Parks Board or City Commission. There are many volunteers in these groups and some may not realize the work that is being done, voluntarily, for the children and their parents. I think communication is important. Maintenance meetings to review work and programs are helpful to everyone.

**Phillis Adams, Little League of Richmond Board**

### **Youth Soccer**

The Parks and Rec Department does attempt to meet the needs of the MUSA soccer organization; they are professional in their interactions. The only issues we have encountered has been the maintenance of the soccer fields in the past, but this seems to have become much better. However, MUSA is growing every year and the sport continues to gain popularity in the community. We, as a Board, are in unanimous favor of a sports complex to cater to the needs of soccer and other sports alike. Lake Reba is great, but as the community grows we are starting to outgrow Lake Reba. We enjoy working with the Parks and Rec Department and look forward to many years of this great working relationship.

**Matt Cecil, MUSA Board President**

## **Reporting of Focus Groups**

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

**Lake Reba:** Unanimous agreement that this park is excellent aside from the condition of the soccer fields. Group felt that this park is at maximum capacity and would not recommend any further development.

“This park and the trails are phenomenal.”

“The inclusive playground was a good addition.”

“I am impressed with this park and the cleanliness. The kayaks are cool, and the pool (Paradise Cove) is great.”

“Youth soccer fields are in a condition where liability could be an issue because of rocks in the field. Richmond needs practice fields so that the fields at Lake Reba are only used for games.”

“Elizabethtown’s Sports Park is amazing. My family was there for a tournament, it poured rain, but the fields were fine because they are well constructed and taken care of.”

“In the summer getting through this park takes a lot of time because there is so many people. Nothing else should go in this park.”

**Irvine McDowell Park:** General consensus to add an amphitheater, replace the playground, create a safer border around the playground to minimize tripping, and add a splash pad area.

“Using EKU’s Ravine may sound good, but there’s a cost to use and parking is not good.”

“Hosting an event at EKU limits people coming thinking it is not open to the public.”

“I have tripped over the edging at the playground and sprained my ankle.”

**Million Park:** Consensus is that finding this park is difficult and there are too many rules limiting people.

**Camp Catalpa:** Focus group indicated that they like this park generally just the way it is; the natural features and aesthetics were recognized.

“The frisbee golf is incredible, you can tell that a lot of work has been done on this park. I would like to see more environmental education. We need to be doing all we can to get kids outdoors.”

“The playground features are nice and they are different than other City playgrounds. I would like to see more playground features added.”

When asked about adding a bridge connecting Lake Reba and Camp Catalpa, the focus group while surprised to hear of such an idea, voiced their support.

“There needs to be some way to connect those parks.”

**Teen Center:** General consensus is there are safety perceptions with the location of this park.

“Safety is an issue, it’s not in a good area, there are drug problems in the area adjacent to the park, and I would not advise going there after dark.”

**Indoor Recreation Center:** Significant support voiced by the focus group participants. Such a facility was deemed the most important issue for the Parks Department. Further, the group thinks Richmond Mall would be an ideal place for parks and recreation programs.

“Something like KidsPlace in Lexington would be great.”

“The Easter Eggstravaganza was rained out in 2019; if there was an indoor facility the program could have been moved.”

**Richmond Mall:** 100% agreement that this space would be ideal given parking, location, accessibility, and space for:

- ❖ Outdoor Basketball
- ❖ Indoor archery
- ❖ Space for Classes
- ❖ Space for parties and meetings
- ❖ Laser Tag & Arcade Games
- ❖ Indoor Playground
- ❖ Craft Room

**Balance of Parks:** The group was surprised that Richmond had the fewest parks compared to Kentucky Benchmarks (Elizabethtown, Frankfort, Paducah, Georgetown). Adding a park off Exit 87 and Duncannon was mentioned.

**Tennis Courts:** Group questioned popularity of tennis and if needed.

**Pickleball:** Group was only semi familiar with this sport but voiced support.

**Programming:** The group applauded the special events the Department delivers as well as programs for individuals with disabilities and teens. Group agreed that programming efforts need to change especially for those in their 20's and 30's. Less league play and more short burst events (i.e. half day tournaments) were mentioned.

“I’m too busy to play in a league X nights a week. I just can’t commit my time each week like that.”

“There’s not enough programming for my age (late 20’s).”

**Marketing:** Adding a Rec Week was mentioned as a way to promote involvement (much like Burger Weeks in the area). The group thought Madison Schools spring break would be an optimal time.

### **Additional Comments:**

“Richmond should have two CTRS staff; one for youth and Special Olympics and one at the new Senior Center.”

“Richmond needs to pay close attention to Title IX issues making sure girls have equal opportunities.”

“I appreciate how involved Erin is with RPA (Department of Recreation and Park Administration at ECU) and helping to prepare students.”

“We need more greenspace in downtown Richmond.”

“I think a Dirt Bowl League in Richmond would be very popular.”

“A good park location is the greenspace by the new senior center.”

“Richmond needs more greenspace, a garden area, something beautiful to look at and walk through.”

“There are too few sidewalks in Richmond and that curtails my running.” Not having a sidewalk through to Wal Mart on the Bypass from ECU was mentioned as very problematic and a significant safety issue.

“I would like to see a park that could be used for primitive camping, for teaching Leave No Trace principles and environmental education. We need to do all we can to get children outdoors.”

## Reporting of Parks Board

**Vice Chair Dan McBride:** “I still think we need an indoor space and would like to see this be a priority moving forward. I am also still an advocate for moving Girl’s Softball from Irvine McDowell to Lake Reba. Girls Softball is the first to admit that Irvine McDowell isn’t big enough to accommodate them and doesn’t have ample parking. I would like to see us move them to Lake Reba permanently giving them better parking and more space and putting Little League and Girl’s Softball all in one central location. This also gives us the opportunity to make Irvine McDowell more of a passive park with greenspace and possibly add a splash park. I would like to see us add a soccer only complex either at exit 83 near Duncanan Lane or down Lancaster Road on ECU property. Working with ECU to obtain property on Lancaster would be a nice town and gown collaboration. Move soccer from Lake Reba giving the space for Girl’s Softball to move there, and because soccer is the fastest growing of the local youth sports. I think we need a new park on the north side of town. I would like to see us add pickle ball courts perhaps at a newly imagined Irvine McDowell once softball moves out. I still think it would be nice to collaborate at ECU on the Elmwood property for a walking trail. We need more bike trails and bike lanes on the roads.”

**Rita Smart:** “I do think we need a community rec center. I still think the old armory should be considered. My areas of interest on the board are senior activities and Irvine McDowell. I have suggested croquet and pickle ball in past years. There are several groups interested in theater activities in the park, both outdoors and inside. I would also suggest establishing an Irvinton House committee of citizens interested in historical events to help with tours, special events, etc. Also, the Master Gardeners for landscape, gardens of period to the house.”

**Gary Ford:** “I think setting aside parkland for future generations is the greatest legacy we could leave and this is by far my biggest wish. Every beautiful and thriving city I have had the opportunity to visit around the country and world has abundant and thriving parks and public spaces. The investment will pay dividends in increased property values and improved mental, physical, and spiritual health. We are in dire need for indoor recreation space. I think the idea of repurposing the Richmond Mall for a variety of fitness activities is a great one. It would take a dying property and make it a center of community activity. If that is not a viable option, an indoor facility must be found or created. While I know it is quite expensive, an indoor swimming pool as badly needed as well. I am in favor of keeping Girl’s Softball at Irvine McDowell. I also think a spray park would be a wonderful addition for families with young children, as well as landscaping along Lancaster. I am still in favor of the North Street park. Richmond has a very long way to go to become bike and pedestrian friendly. Any bike paths that could possibly be added would be high on my list. I know soccer fields are badly needed.”

**Kathy Palmer:** “Finding quality indoor gym/activity space is one of our greatest needs! The building of an adventure park would be a wonderful addition for residents and visitors. I support (hugely) facilities like spray grounds and pickleball courts where possible at our existing parks. Chattanooga is a perfect example of what areas like this add to a town. I support keeping Girls’ Softball at Irvine McDowell, adding an amphitheater, and I think extra time and treasure should be allotted in its landscaping. This park really embodies our perfect college-centered theme in Richmond. Great emphasis should be placed on the expansion of our current park system to include active and passive activities for all age groups and the beautification and maintenance of all landscaping.”

## **Master Plan Methodology**

### **Sampling Design**

From March 1 through April 30, 2020, a study was conducted of Richmond residents 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 Qualtrics.

The survey participants were over the age of 18 years. Potential participants were asked if they were willing to participate in a survey; if they agreed, participants were then asked to complete the survey. This methodology was adapted from procedures outlined by Dillman (2007). A total of 1,396 adult Richmond residents began the survey with response rates per question varying (participants for the online survey could skip questions if they desired). This study utilized a convenience sampling method. To reach as many residents as possible, the survey link was advertised on several government websites, via email, social media accounts, and in the Richmond Register.

### **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 population. After confirming appropriate measurement qualities, the researchers calculated descriptive statistics (frequencies and distributions) .

### **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

Are you at least 18 years of age and agree to take this survey?

Answer	%	Count
Yes	99.71%	1396
No	0.29%	4
<b>Total</b>	<b>100%</b>	<b>1400</b>

**Q1: Check below how frequently you visit the following Richmond Parks. Please fill in the circle that BEST describes your answer.**

	Never	1-6 Times Per Year	Once Per Month	Once Per Week	Many Times Per Week	Total
<b>Lake Reba Park</b>	2.69%	37.05%	23.90%	19.68%	16.68%	1301
<b>Camp Catalpa Park</b>	42.55%	42.47%	9.32%	3.73%	1.94%	1288
<b>Irvine McDowell Park</b>	30.95%	47.79%	11.25%	5.51%	4.50%	1289
<b>E.C. Million Park</b>	42.07%	39.83%	9.36%	5.88%	2.86%	1293
<b>Betty Miller Park</b>	89.49%	8.33%	1.25%	0.55%	0.39%	1284
<b>Dillingham Park</b>	91.50%	6.31%	1.09%	0.62%	0.47%	1283
<b>Millstone Park</b>	85.75%	10.49%	2.35%	0.94%	0.47%	1277

**Q2: How satisfied are you with the quality of our parks?**

<b>Park</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Lake Reba	1.00	5.00	3.85
Camp Catalpa	1.00	5.00	3.49
Irvine McDowell	1.00	5.00	3.43
E.C. Million (Stratford Drive)	1.00	5.00	3.45
Betty Miller / Teen Center	1.00	5.00	3.05
Dillingham	1.00	5.00	3.02
Millstone	1.00	5.00	3.15
Irvinton House Museum	1.00	5.00	3.18
Paradise Cover Aquatic Center	1.00	5.00	3.53
Adventure Falls Mini Golf / Batting Cages	1.00	5.00	3.48

<b>Park</b>	<b>Very Dissatisfied</b>	<b>Dissatisfied</b>	<b>No Opinion</b>	<b>Satisfied</b>	<b>Very Satisfied</b>
<b>Lake Reba</b>	2.82%	12.11%	4.15%	58.62%	22.31%
<b>Camp Catalpa</b>	2.38%	5.95%	43.08%	37.13%	11.47%
<b>Irvine McDowell</b>	2.45%	11.55%	33.47%	45.19%	7.34%
<b>E.C. Million (Stratford Drive)</b>	1.69%	7.37%	45.30%	35.48%	10.16%
<b>Betty Miller / Teen Center</b>	1.12%	2.15%	89.06%	5.86%	1.81%
<b>Dillingham</b>	1.55%	2.23%	90.12%	4.90%	1.20%
<b>Millstone</b>	1.12%	1.64%	83.10%	9.40%	4.74%
<b>Irvinton House Museum</b>	0.94%	1.54%	79.90%	13.69%	3.93%
<b>Paradise Cover Aquatic Center</b>	2.46%	10.51%	31.02%	43.73%	12.29%
<b>Adventure Falls Mini Golf / Batting Cages</b>	2.04%	8.23%	38.51%	42.32%	8.91%

**Q3: What do you typically do in the parks? Check all that apply.**

Answer	%	Count	Answer	%	Count
Playgrounds	11.16%	809	Relaxing	7.94%	575
Walk/Jog	10.83%	785	Bird Watching	1.92%	139
Fishing	4.11%	298	Enjoy Nature	7.44%	539
Disc Golf	1.02%	74	Tennis	0.44%	32
Dog Park	4.31%	312	Batting Cages	3.31%	240
Picnic	6.90%	500	Golf	1.96%	142
Use Sports Fields	3.82%	277	Softball	1.53%	111
Watch Youth Sports	5.87%	425	Miniature Golf	5.15%	373
Attend Special Event	7.04%	510	Horseshoes	0.26%	19
Basketball	1.82%	132	Soccer	4.76%	345
Shuffleboard	0.14%	10	Swimming	7.52%	545
Other:	0.75%	54			
<b>Total</b>	<b>100%</b>	<b>7246</b>			

**Q4: What types of recreation facilities are needed in Richmond?**

<b>Field</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Count</b>
Bike Trails	1.00	5.00	3.52	1060
Walking Trails	1.00	5.00	3.93	1059
Nature Trails	1.00	5.00	3.94	1060
Mountain Bike Trails/BMX	1.00	5.00	2.62	1043
Outdoor Fitness Station (Weight Lifting & Fitness)	1.00	5.00	2.84	1040
Bird Watching	1.00	5.00	2.49	1041
Kayak Rental at Lake Reba	1.00	5.00	3.24	1048
Paddle Boat Rental at Lake Reba	1.00	5.00	3.44	1050
Croquet & Lawn Bowling	1.00	5.00	2.35	1035
Archery	1.00	5.00	2.63	1040
Community Garden	1.00	5.00	3.19	1051
Nature/Environmental Education Center	1.00	5.00	3.38	1048
Greenway Corridors	1.00	5.00	3.55	1045
Greenspace	1.00	5.00	3.32	1044
Passive Parks	1.00	5.00	3.99	1052
Outdoor Basketball Courts	1.00	5.00	3.19	1042
Volleyball Courts	1.00	5.00	2.98	1035
Soccer Fields	1.00	5.00	3.14	1042
Girl's Softball Fields	1.00	5.00	2.85	1030
Youth Football Fields	1.00	5.00	2.79	1031
Adult Softball	1.00	5.00	2.51	1031
Lacrosse Fields	1.00	5.00	2.16	1027
Pickleball Courts	1.00	5.00	1.99	1022
Tennis Courts	1.00	5.00	2.67	1024
Practice Sports Fields	1.00	5.00	2.99	1022
Playgrounds	1.00	5.00	3.79	1026

Shuffleboard	1.00	5.00	2.07	1015
Indoor Rental Space	1.00	5.00	3.49	1034
Indoor Basketball/Volleyball Courts	1.00	5.00	3.18	1021
Swimming Pool	1.00	5.00	3.66	1031
Spraygrounds / Spraypads	1.00	5.00	3.43	1023
Lazy River	1.00	5.00	3.71	1033
Skate Park	1.00	5.00	3.00	1019
Disc Golf	1.00	5.00	2.39	1015
Teen Center	1.00	5.00	3.08	1017
Dog Park	1.00	5.00	3.21	1021
Picnic Shelters	1.00	5.00	3.70	1029
Other	1.00	5.00	1.73	778

<b>Question</b>	<b>No Opinion</b>	<b>No Need</b>	<b>Current Facilities are Sufficient</b>	<b>Some Need</b>	<b>Strong Need</b>	<b>Total Need%</b>
Bike Trails	21.42%	3.02%	8.68%	35.94%	30.94%	<b>66.8%</b>
Walking Trails	7.37%	0.85%	20.40%	34.09%	37.30%	<b>71.4%</b>
Nature Trails	9.06%	1.42%	14.62%	36.13%	38.77%	<b>74.9%</b>
Mountain Bike Trails/BMX	36.91%	16.78%	6.90%	26.37%	13.04%	<b>39.%</b>
Outdoor Fitness Station	27.98%	20.19%	7.31%	28.75%	15.77%	<b>44.5%</b>
Bird Watching	35.35%	14.41%	24.02%	18.83%	7.40%	<b>26.2%</b>
Kayak Rental at Lake Reba	21.47%	3.34%	23.57%	32.54%	19.08%	<b>51.6%</b>
Paddle Boat Rental at Lake Reba	18.48%	4.10%	16.10%	37.62%	23.71%	<b>61.3%</b>
Croquet & Lawn Bowling Courts	41.16%	19.13%	9.47%	24.15%	6.09%	<b>30.2%</b>
Archery	37.98%	14.13%	6.35%	29.62%	11.92%	<b>41.5%</b>
Community Garden	26.74%	11.13%	5.90%	29.02%	27.21%	<b>56.2%</b>
Nature/Environmental Education Center	21.09%	9.73%	7.44%	33.21%	28.53%	<b>61.7%</b>
Greenway Corridors	19.81%	7.66%	5.74%	31.29%	35.50%	<b>66.8%</b>
Greenspace	22.89%	7.95%	11.69%	29.02%	28.45%	<b>57.8%</b>

Passive Parks	8.27%	4.66%	8.37%	37.45%	41.25%	<b>78.7%</b>
Outdoor Basketball Courts	21.98%	4.89%	23.70%	31.00%	18.43%	<b>49.4%</b>
Volleyball Courts	30.14%	7.54%	11.69%	35.75%	14.88%	<b>50.6%</b>
Soccer Fields	22.55%	6.43%	28.41%	19.67%	22.94%	<b>42.6%</b>
Girl's Softball Fields	32.72%	5.83%	23.59%	19.51%	18.35%	<b>37.9%</b>
Youth Football Fields	34.43%	5.82%	22.31%	21.34%	16.10%	<b>37.4%</b>
Adult Softball	37.73%	8.15%	28.32%	16.97%	8.83%	<b>25.8%</b>
Lacrosse Fields	48.10%	15.97%	13.24%	17.14%	5.55%	<b>22.7%</b>
Pickleball Courts	54.40%	16.44%	10.08%	13.99%	5.09%	<b>19.1%</b>
Tennis Courts	38.77%	8.59%	12.99%	26.37%	13.28%	<b>39.6%</b>
Practice Sports Fields	31.80%	5.58%	16.93%	23.19%	22.50%	<b>45.7%</b>
Playgrounds	8.97%	2.34%	22.81%	32.85%	33.04%	<b>65.9%</b>
Shuffleboard	49.56%	16.26%	15.37%	15.57%	3.25%	<b>18.8%</b>
Indoor Rental Space	21.76%	5.32%	6.58%	34.43%	31.91%	<b>66.3%</b>
Indoor Basketball/Volleyball Courts	29.38%	6.86%	7.25%	29.77%	26.74%	<b>56.5%</b>
Swimming Pool	11.64%	3.59%	27.64%	21.82%	35.31%	<b>57.1%</b>
Spraygrounds / Spraypads	24.63%	5.77%	8.02%	25.51%	36.07%	<b>61.6%</b>
Lazy River	16.36%	8.23%	5.42%	27.69%	42.30%	<b>70%</b>
Skate Park	29.54%	10.60%	9.03%	32.19%	18.65%	<b>50.8%</b>
Disc Golf	41.38%	12.12%	20.79%	18.03%	7.68%	<b>25.7%</b>
Teen Center	32.25%	5.70%	11.11%	23.40%	27.53%	<b>50.9%</b>
Dog Park	20.57%	6.86%	27.23%	22.04%	23.31%	<b>45.4%</b>
Picnic Shelters	10.79%	2.43%	22.55%	34.40%	29.83%	<b>64.2%</b>

**Q5: Would you support the development of an indoor recreation facility in Richmond?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Yes	89.93%	964
No	10.07%	108
Total	100%	1072

**Q6: Please check all of the facilities that you would like to have in an indoor recreation facility and indicate the level of need.**

<b>Question</b>	<b>No Need</b>	<b>Some Need</b>	<b>Strong Need</b>
Basketball Courts	5.58%	44.65%	49.77%
Volleyball Courts	12.79%	52.91%	34.30%
Pickelball Courts	56.53%	33.29%	10.18%
Racquetball Courts	33.85%	49.11%	17.04%
Turf Soccer Fields	24.09%	38.31%	37.60%
Batting Cages	25.71%	44.58%	29.72%
Fitness Center	14.19%	34.67%	51.14%
Meeting Rooms	19.68%	48.45%	31.88%
Large Party Room (200 People)	15.77%	42.23%	42.00%
Mat Room for Cheerleading / Self Defense	18.19%	52.23%	29.58%
Aerobics and Dancing Room	16.47%	51.51%	32.02%
Indoor Walking & Running Track	3.85%	31.45%	64.71%
Climbing Wall	14.48%	48.78%	36.73%
Indoor Playground	10.01%	34.52%	55.47%
Craft Room	30.85%	43.19%	25.96%
Game Room	28.44%	41.95%	29.61%

**Q7: Please rate your satisfaction with existing recreation activities and facilities provided by the Richmond Parks and Recreation Department.**

	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Count</b>
Please rate your satisfaction with existing recreation activities and facilities provided by the Richmond Parks and Recreation Department.	1.00	5.00	3.47	956

**Q8: How often do you or a family member attend the following annual programs and/or events?**

<b>Program/Event</b>	<b>Every Year</b>	<b>Attended 3-5 Times</b>	<b>Attended 1-3 Times</b>	<b>Never Attended But Interested</b>	<b>Never Attended, Not Interested</b>	<b>Total</b>
Jan - All A Classic Basketball Tournament	6.95%	6.21%	16.00%	22.74%	48.11%	950
April - Easter Eggstravaganza	15.51%	12.87%	24.68%	23.95%	23.00%	948
June - Free Kids Fishing Derby	5.61%	4.55%	10.79%	44.76%	34.29%	945
June - Special Olympics Summer Games at ECU	7.29%	4.97%	15.01%	43.34%	29.39%	946
July - 4th of July Extravaganza	27.69%	19.02%	25.60%	17.66%	10.03%	957
Aug - Irvinton Bi-Centennial Celebration	2.77%	1.49%	6.17%	44.36%	45.21%	940
Sept - Kids Fest at Irvine McDowell Park	15.89%	14.63%	23.89%	25.26%	20.32%	950
Oct - Halloween Hoe-Down	19.56%	13.25%	23.97%	23.76%	19.45%	951
Oct - Millstone Festival	1.91%	0.85%	2.45%	56.60%	38.19%	940
Nov - Special Olympics Chili Supper	2.46%	1.18%	3.53%	45.13%	47.70%	935
Dec - Richmond Christmas Parade	38.07%	19.45%	21.87%	13.46%	7.15%	951
Dec - Holiday Happening Craft Show	6.70%	6.81%	8.72%	45.53%	32.23%	940
Dec - Santa Letters	4.51%	3.87%	5.69%	38.35%	47.58%	931
Dec - Santa Express	4.39%	2.89%	6.22%	44.27%	42.23%	933

**Q9: How often do you or a family member attend the following ongoing/multiple times per year programs and/or events?**

<b>Program/Event</b>	<b>10+ Times Per Year</b>	<b>5-10 Times Per Year</b>	<b>1-5 Times Per Year</b>	<b>Never Attended But Interested</b>	<b>Never Attended, Not Interested</b>	<b>Total</b>
Adventure Falls: Mini Golf	3.60%	8.51%	54.85%	21.59%	11.45%	917
Adventure Falls: Batting Cages	5.01%	7.73%	35.51%	23.31%	28.43%	918
Adventure Falls: Shuffleboard	0.33%	0.66%	4.84%	34.10%	60.07%	909
Yoga In The Park	0.55%	0.77%	2.52%	50.93%	45.23%	911
Paradise Cove: Swimming	24.21%	17.34%	34.57%	12.76%	11.12%	917
Paradise Cove: Swim Lessons	0.98%	2.73%	14.75%	34.43%	47.10%	915
Paradise Cove: Aqua Boot Camp	0.22%	0.55%	1.31%	43.26%	54.65%	913
Paradise Cove: Dive In Movies	0.66%	1.53%	11.50%	53.56%	32.75%	913
Movies in the Park	1.20%	1.64%	18.95%	63.31%	14.90%	913
Summer Day Camp (Ages 6-11)	2.42%	0.55%	5.17%	37.40%	54.46%	909
Police Summer Camp (Ages 11-14)	0.44%	0.22%	2.42%	38.66%	58.26%	908
Irvinton House Museum Tour	0.33%	0.55%	11.55%	43.56%	44.00%	909
Richmond Teen Center (Grades 6-12)	0.55%	0.66%	3.09%	36.20%	59.49%	906
Richmond Active Living Center/Senior Center	0.99%	0.33%	3.53%	33.74%	61.41%	907

**Q10: Do you or a family member participate in organized sports? Please check all that apply.**

<b>Sport</b>	<b>Spring</b>	<b>Summer</b>	<b>Fall</b>	<b>Winter</b>	<b>Do Not Participate</b>	<b>Total</b>
Outdoor Youth Sports (Little League, Softball, Soccer, Football)	28.12%	14.98%	25.31%	7.27%	24.33%	1636
Travel Youth Sports (Travel Baseball, softball, Select Soccer, Select Football, Other)	18.52%	11.95%	17.32%	8.84%	43.37%	837
Other Youth Sports League(s)	14.41%	9.75%	14.12%	12.52%	49.20%	687
Adult Softball Leagues	6.67%	5.33%	7.24%	1.14%	79.62%	525
Other Adult League(s)	3.75%	4.79%	3.75%	1.88%	85.83%	480
Madison County Special Olympics (Basketball, Softball, Track, Bowling, Football)	3.62%	4.26%	2.56%	2.35%	87.21%	469

**Q11: Please identify which of the following sources from which you get information about recreational activities in Richmond. Please check all that apply.**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Richmond Register	8.73%	322
Online Video Advertising	5.26%	194
Parks/Recreation Website	8.75%	323
Parks & Recreation Email	7.34%	271
Facebook	18.54%	684
Twitter	2.28%	84
Instagram	1.87%	69
Signs	11.84%	437
Word of Mouth	15.26%	563
Flyers to/from Schools	9.46%	349
Radio	4.04%	149
WBON-TV	6.21%	229
Other:	0.43%	16
<b>Total</b>	<b>100%</b>	<b>3690</b>

**Q12: Do you think the parks and recreation programs are publicized enough?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Yes	19.87%	181
No	56.75%	517
Unsure	23.38%	213
<b>Total</b>	<b>100%</b>	<b>911</b>

**Comments regarding Department marketing:**

More staff for Rec Department

Please work on an idea to social distance this year to still have July 4th firework display. Maybe drive up in parking lots, etc.

Keep doing good work.

As a newcomer to Richmond 5 years ago, I found it difficult to find out about the parks and what sports were offered. I often talk to other people who have just moved to the area, and they too don't know about all the facilities offered at the parks (for example the youth sports, Paradise Cove, batting cages etc.).

Personally, I think the parks for a city this size are wonderful! To have a facility like Lake Reba in Richmond is wonderful! I grew up in Lexington with so many wonderful parks so I was spoiled when I moved here, but I am certainly not disappointed because the parks are such a bonus to the community! I think the city of Richmond has done an excellent job offering the community enjoyable outdoor space! I support expansion in outdoor space or indoor space.

I have not heard of many of the events listed. Many of the ones I have attended were way too packed.

I love the parks they are much needed.

I usually find out about things afterwards through newspapers or online posts.

I just started following the instagram city parks page. I need to follow more but I just hadn't thought of it. I've been living in the city limits for a couple years now. Used to live two miles out into the county and have had ECU be my source for activities previously. Looking to become more involved with Richmond community.

I think calendars should be pushed out through employers, schools, hung on public bulletin boards, put in the Richmond advertiser

More time and money need to go into activities for our youth.

Provide indoor mini golf, replace outdoor greens.

I didn't know about 1/3 of these were available in Richmond.

I don't know about what is happening, but am unsure if it due to my lack of social media activity or if there isn't enough information out there. I spend a lot of time at the YMCA, but don't know if that is "competition" for the Parks Department or not.

Easy and low cost, develop lake reba waterfall

All the parks come in handy. Thanks for making sure they are always clean and accomodating!

I don't have any trouble finding what I want and the level of advertising isn't intrusive.

Don't do much social media. Wish there was more word of mouth.

Richmond Parks & Rec is great, and I think can only be more amazing after listening to community feedback!

I have to look up events to go to since our child is not yet school aged. I would love a newsletter that gives a monthly happenings calendar for the county.

Better social media presence would be vital

I think it can be really tough to find out what's happening in Berea/Richmond, because we don't have a comprehensive community calendar where all local events are published. I live in Berea so sometimes am not as tuned in to Richmond events, but am so impressed with steps Richmond is taking lately like developing Millstone Park and the new festival! This makes me want to come to Richmond more often and participate in events, etc.

I think Parks and Rec events are NOT publicized enough nor are the things I do see put out with enough advance notice for people to be able to actually plan to attend.

In the paper and on WBON I usually only see things after they have been. Need more advance advertising!!! Also wish the paper would cover more local and youth parks & school activities. Not just baseball, basketball, & football.

Need more advertising about events going on. Also more weekday events.

I wanted to play softball, but you only have women's softball when it is too hot outside.

I think advertising to new ECU students would help a lot.

Please do more for the children that have no money to participate in activities, it's one of the few ways to keep them out of our jails.

I would like to see more of the events listed on social media, like facebook.

I almost never know when events are happening if there is no sign posted. We have 5 kids of all different ages and interests. Sports groups cost too much for the kids to be involved. With the increase in obesity the city could do its part to provide facilities to the low income families for exercise.

More advertising of community events would be nice.

I mostly see things through facebook, maybe advertise more through that channel.

Richmond as a whole government and parks and rec and other agencies need to better develop their Website and social media presence that is where I go to first and often outdated info is on these, also are you even on SnapChat again enemic web and social media present and needs to change the University students would probably come to many of these events if they knew about them but again you do not have an active and engaging social media or webpresences. This needs to be a priority and needs to be updated daily or by the hour to effectively engage community about events. Also any actual flyers have QR codes to quick scan to add info to my phone or flyer if you are doing old school methods so can have it and not take the flyer or need it.

We would highly support a yearly Richmond Recreation Awareness initiative to help families discover more of what Richmond offers.

Well marketed.

The parks and rec website is difficult to navigate and not very informative. We seldom get fliers from school or other advanced warning of events. usually the event is over when we find out about it. More advanced promotion is needed for all events. An updated website with better layout and navigation and more information is going to be important for you in terms of engagement. Word of mouth isn't enough anymore.

I strongly feel that the available programs need to be advertised better.

I have learned about programs just by taking this survey. Admittedly I dont seek out the info, but I didn't know it either

Never enough advertising.

I've never heard of several of the programs.

I didn't even know Richmond had more than 2 parks, Lake Reba and Irvine McDowell and I've lived here my entire life 40 years.

Utilize free ECU Arts public calendar on the radio.

Park staff is incredible!

**Q13: Do you think recreation opportunities should be expanded for any of the following groups in Richmond? Please select all that apply.**

Answer	%
Children	16.70%
Teens	15.85%
Young Adults	12.34%
Families	18.19%
Middle Age Adults	13.90%
Senior Citizens	11.91%
Disabled	10.32%
Other:	0.78%
<b>Total</b>	<b>100%</b>

**Other: Working adults (2), single parents (2), veterans (1).**

**Q14: The City of Richmond has a multitude of recreation opportunities for citizens to enjoy. Where do you go for recreation, leisure, and community engagement? Please select all that apply.**

<b>Place for Recreation</b>	<b>%</b>	<b>Count</b>
City of Richmond Parks & Facilities	21.90%	656
Private Health Club/Gym/Classes	7.44%	223
Corporate Facilities	0.97%	29
Church	11.78%	353
Library	11.62%	348
Senior Citizen Center/Richmond Active Living Center	0.50%	15
Madison County Parks	16.15%	484
YMCA	6.21%	186
Madison County Extension Office (4H)	4.27%	128
Travel Sports Leagues	4.47%	134
School/University	13.02%	390
Do Not Use Recreation Facilities/Parks	0.63%	19
Other:	1.03%	31
<b>Total</b>	<b>100%</b>	<b>2996</b>

**Other:**

Karate/Martial Arts - 1

---

Dance/Gymnastics - 3

---

Berea Parks - 4

---

Lexington Parks - 8

---

State/National Parks - 2

---

Farmers Market -1

**Q15: Is there anything that prevents or restricts your use of parks?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Yes	18.58%	157
No	81.42%	688
<b>Total</b>	<b>100%</b>	<b>845</b>

**Q16: What barriers keep you from using Richmond Parks and Recreation programs? Please select all that apply.**

<b>Answer</b>	<b>%</b>
City doesn't offer programs I want	10.22%
Lack of transportation	2.17%
Parks too far away	6.74%
Facilities not well-maintained	14.78%
No childcare	4.57%
Don't feel safe	10.22%
Not handicapped accessible	4.13%
Costs too much	4.57%
Unaware of program offerings	15.65%
Prefer other agencies (YMCA, Private Club, Etc.)	2.17%
Registration process too difficult	0.43%
No time/Too Busy	6.30%
Not interested	1.09%
Lack of people to participate with	6.30%
Other	10.65%
<b>Total</b>	<b>100%</b> <b>N=460</b>

**Q16 Other**

Need Lights for Evening/Dark/Night - 3

---

Crowding - 21

---

Old Age/Physical Ability - 1

---

Lack of Bathroom Accessibility - 7

---

Childcare - 1

---

Lack of Day Programming - 1

---

Smoking/Smokers in the Area - 2

---

Poor Quality of Park - 1

---

Safety - 1

**Q17: Do you live within a 10-minute walk of a city park?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Yes	22.82%	199
No	77.18%	673
<b>Total</b>	<b>100%</b>	<b>872</b>

**Q18: Please let us know how you feel about land acquisition and investing more in parks and recreation.**

Field	Minimum	Maximum	Mean
I support the acquisition of more land in the Richmond area for parks and open space preservation	1.00	5.00	4.18
I would like Richmond to invest more money in parks and recreation.	1.00	5.00	4.20

Question	Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly Agree	Total % Agree
<b>I support the acquisition of more land in the Richmond area for parks and open space preservation</b>	5.01%	1.63%	15.37%	26.66%	51.34%	78%
<b>I would like Richmond to invest more money in parks and recreation.</b>	3.77%	1.77%	15.31%	28.50%	50.65%	79.2%

**Q19: Where do you think is the most need for a new park?**

Answer	%	Count
North End (Exit 90 Area)	28.33%	230
South End (Duncannon Area)	27.96%	227
Downtown	9.36%	76
Tates Creek Area	7.02%	57
No additional parks are needed	4.68%	38
Other:	8.37%	68
West End (Exit 87 Area)	14.29%	116
Total	100%	812

**Q19 Other:**

Invest in Current Parks - 19

Exit 95 - 5

East Side - 2

Four Mile Road General Area - 8

Fairgrounds - 1

Bike Paths All Around - 4

Red House Road - 1

**Q20: Parks in Richmond should:**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Be 100% Tobacco Free	65.11%	558
Have designated smoking zones	23.57%	202
Have designated smoke free zones	4.43%	38
No opinion	6.88%	59
<b>Total</b>	<b>100%</b>	<b>857</b>

**Q21: Using the scale below, please indicate your level of agreement with the following statements:**

<b>Statement</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Count</b>
I get all the information I need about programs, events and activities from Richmond Parks and Recreation	1.00	5.00	2.95	836
Programs offered by Richmond Parks and Recreation meet my family's needs	1.00	5.00	3.22	833
High quality parks and recreation facilities and programs are important to Richmond	1.00	5.00	4.38	838
Parks facilities (like restrooms, playgrounds and shelters) are well maintained	1.00	5.00	2.91	838
I think the city needs more parks	1.00	5.00	4.00	833
Recreation facilities are safe	1.00	5.00	3.59	836
Richmond Parks and Recreation has a good image in the community	1.00	5.00	3.63	835
Richmond needs an indoor recreation facility to meet the needs of the city	1.00	5.00	4.13	835
The kind of recreation and park facility that I use the most is not conveniently located near my home	1.00	5.00	3.44	832
Recreation programs and activities are reasonably priced	1.00	5.00	3.60	829
Funding for parks and recreation programs and facilities is a good investment for Richmond	1.00	5.00	4.38	832
A bridge should be built across Lake Reba to connect Camp Catalpa Park	1.00	5.00	3.33	834
Beautification projects in parks such as adding fountains and additional landscaping is needed	1.00	5.00	3.67	834
Parks are evenly disbursed throughout Richmond	1.00	5.00	2.84	829

Richmond needs to add tennis courts	1.00	5.00	3.27	830
The youth sports season is too long in Richmond	1.00	5.00	2.57	835

Question	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	Total % Agree
I get all the information I need about programs, events and activities from Richmond Parks and Recreation	7.89%	35.17%	17.11%	33.25%	6.58%	<b>39.8%</b>
Programs offered by Richmond Parks and Recreation meet my family's needs	3.36%	23.65%	25.45%	43.10%	4.44%	<b>47.5%</b>
High quality parks and recreation facilities and programs are important to Richmond	2.15%	2.74%	3.94%	37.35%	53.82%	<b>91.2%</b>
Parks facilities (like restrooms, playgrounds and shelters) are well maintained	10.86%	34.01%	14.44%	34.84%	5.85%	<b>40.7%</b>
I think the city needs more parks	1.80%	6.24%	16.33%	41.54%	34.09%	<b>75.6%</b>
Recreation facilities are safe	2.03%	11.72%	20.81%	56.22%	9.21%	<b>65.4%</b>
Richmond Parks and Recreation has a good image in the community	2.28%	11.86%	19.52%	53.41%	12.93%	<b>66.3%</b>
Richmond needs an indoor recreation facility to meet the needs of the city	2.87%	5.39%	12.57%	34.61%	44.55%	<b>79.2%</b>
The kind of recreation and park facility that I use the most is not conveniently located near my home	4.93%	21.39%	19.83%	32.21%	21.63%	<b>53.8%</b>
Recreation programs and activities are reasonably priced	2.29%	9.65%	24.13%	53.20%	10.74%	<b>64%</b>
Funding for parks and recreation programs and facilities is a good investment for Richmond	1.20%	0.84%	6.73%	41.71%	49.52%	<b>91.2%</b>
A bridge should be built across Lake Reba to connect Camp Catalpa Park	11.27%	14.51%	24.70%	28.78%	20.74%	<b>49.5%</b>

Beautification projects in parks such as adding fountains and additional landscaping is needed	3.72%	12.23%	20.26%	40.65%	23.14%	<b>63.8%</b>
Parks are evenly disbursed throughout Richmond	6.63%	35.46%	28.83%	25.81%	3.26%	<b>29.1%</b>
Richmond needs to add tennis courts	5.54%	13.25%	40.72%	29.64%	10.84%	<b>40.5%</b>
The youth sports season is too long in Richmond	12.34%	30.54%	47.54%	7.07%	2.51%	<b>9.6%</b>

**Q22: What is your age?**

Answer	%	Count
19-25	7.19%	60
26-35	21.56%	180
36-45	38.56%	322
46-55	15.93%	133
55-65	9.10%	76
65+	7.66%	64
<b>Total</b>	<b>100%</b>	<b>835</b>

**Q23: What is your sex?**

Answer	%	Count
Female	72.79%	602
Male	24.91%	206
Other	0.00%	0
Prefer Not to Answer	2.30%	19
<b>Total</b>	<b>100%</b>	<b>827</b>

**Q24: What is your race/ethnicity?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
White/Caucasian	93.87%	766
African-American	1.84%	15
Hispanic/Latino	0.74%	6
Asian-American	0.98%	8
Prefer Not To Answer	0.73%	6
Other:	1.83%	15
<b>Total</b>	<b>100%</b>	<b>816</b>

**Q24 Other: Bi Racial (1), Native American (1)**

**Q25: How long have you lived in Richmond?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Less than 1 year	2.70%	22
1-3 years	10.67%	87
4-7 years	11.04%	90
8-12 years	14.72%	120
13-20 years	21.23%	173
20+ years	39.63%	323
<b>Total</b>	<b>100%</b>	<b>815</b>

**Q26: How many people live in your household?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
1	6.15%	51
2	19.78%	164
3	20.99%	174
4	31.72%	263
5	13.39%	111
6	4.83%	40
7	2.05%	17
8	0.36%	3
9	0.36%	3
10 or more	0.36%	3
<b>Total</b>	<b>100%</b>	<b>829</b>

**Q27: Do you live within the city limits of Richmond?**

<b>Answer</b>	<b>%</b>	<b>Count</b>
Yes	50.3%	418
No, but inside Madison County	49.70%	413
<b>Total</b>	<b>100%</b>	<b>831</b>

**Q28: What is your highest level of education attained?**

	<b>%</b>	<b>Count</b>
Less than High School	0.00%	0
High school graduate	7.14%	59
Some college	17.19%	142
2 year degree	7.75%	64
4 year degree	31.11%	257
Professional degree	29.18%	241
Doctorate	7.63%	63
<b>Total</b>	<b>100%</b>	<b>826</b>

**Q29: Your home address is districted to what elementary school? This may be different than the school your child attends or did attend.**

<b>Elementary School District</b>	<b>%</b>	<b>Count</b>
Daniel Boone	12.55%	101
Glenn Marshall	8.94%	72
Kit Carson	17.52%	141
Shannon Johnson	3.23%	26
White Hall	10.31%	83
Boonesboro	5.34%	43
Kingston	7.20%	58
Kirksville	9.57%	77
Silver Creek	2.98%	24
Waco	5.47%	44
Unknown	11.93%	96
I do not live in Madison County	2.73%	22
Berea Independent	2.24%	18
<b>Total</b>	<b>100%</b>	<b>805</b>

## **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 (KRPS) conference; the Outstanding Program Award for the Easter Eggstravaganza Helicopter Egg Drop in 2014 from KRPS; the KRPS Outstanding Department Class II Award in 2019; Facility Award in 2020 for Millstone Park. 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 of the Department 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. She serves as an effective ambassador of Richmond in her Board of Directors role with the Kentucky Recreation and Park Society. Erin is well respected throughout the state with recreation professionals. She has also been diligent in ensuring adequate funding for staff professional development; Kentucky professionals have noted the commitment Richmond Parks and Recreation has made to conference attendance. She received the 2015 Presidential Citation of excellence for KRPS.

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

The number of recreation programs planned and delivered given less staff than benchmarks 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. Since the 2014 Master Plan, the Department has added programming at Camp Catalpa, enhanced Special Olympics programs, added wellness activities such as yoga, and has increased special event offerings.

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

The Department's efficiency is recognized. This operation facet is linked to (1) Professional Staff; (2) Level of Recreation Programming; (3) Grant writing. 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. The Department has been judicious in applying for grants to supplement budget and operations. Since the 2014 Master Plan, the Department has submitted 22 grants, with \$90,665 received. Further, four grants at the time of this report are still under review totaling \$125,000.

#### **(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. The multitude of free events such as KidsFest, Easter Eggstravaganza, and movie nights are recognized and extoled.

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

The Department has been resourceful in establishing and nurturing many partnerships in the community that aids program and service efficiency. The Department is to be applauded for their efforts in forging these alliances. These partnerships including:

1. Kentucky Recreation and Park Society
2. American Red Cross
3. Berea Parks and Recreation
4. Big Brothers & Big Sisters
5. Bluegrass State Games
6. Bluegrass Domestic Violence
7. Children's Champions of Madison County
8. Downtown Richmond Association
9. Myelin Matters, MS Support Group
10. ECU Department of Recreation and Park Administration
11. ECU Student Life
12. ECU Housing
13. ECU Natural Areas
14. God's Outreach
15. Kentucky Department of Fish and Wildlife
16. Kentucky River Foothills
17. Leadership Madison County
18. Madison County 4H
19. Madison County Extension Office
20. Madison County Fire Department
21. Madison County Health Department
22. Madison County Schools
23. Madison United Soccer Association
24. National Recreation and Park Association
25. National Wildlife Federation
26. Pedestrian Master Plan Committee
27. Richmond Chamber of Commerce
28. Richmond Fire Department
29. Richmond Girls Softball
30. Richmond Police Department
31. Richmond Teen Center Board
32. Richmond Tourism
33. Richmond Youth Football

34. Richmond Urban Development Committee
35. Salato Wildlife Reserve
36. Special Olympics Kentucky
37. Telford YMCA
38. United States Olympic Committee
39. Veteran's Association
40. Vineyard Community Church
41. Kentuckians for the Commonwealth

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

The Department is commended for developing and building a second universal playground at the Lake Reba Recreational Complex to maximize inclusive recreation for all Richmond residents including individuals with disabilities. Special Needs activities and programs provide an outstanding service to these individuals and their families. Further, the growth of Special Olympic activities is laudable.

The variety of recreation programming for this population is excellent and demonstrates a City committed to all residents. Such programming is consistent with the National Recreation and Park Association Parks for Inclusion initiative. The goal of Parks for Inclusion is to ensure that everyone has access to the benefits of parks and recreation, especially historically marginalized groups, including those with physical and cognitive disabilities, racial and ethnic minorities, the LGBTQ+ community, and refugees and immigrants or New Americans. These historically marginalized groups face significant health, economic and environmental disparities in relation to the social determinants of health, including diminished access to good jobs, quality housing, education, healthy food, and physical activity opportunities. Park and recreation agencies have the power and the responsibility to address these disparities by creating welcoming and inclusive spaces that promote positive health outcomes physically, socially and mentally for our most vulnerable populations and community members.

#### **(7) Teen Center Operations**

The Department is commended for operating a robust Teen Center with innovative programming. Teen Center Director Georgia Parks demonstrates a strong commitment to providing excellent programs and services to participants. She is to be extolled for receiving the 2019 Richmond Chamber of Commerce Ambassador of the Year Award.

#### **(8) Parks in Richmond**

The Department and Richmond leadership are commended for creating a new park in the downtown area. Millstone Park is a pocket park celebrating the history of the grist mill industry in the community. Future programming involving this park will be a Millstone Festival; this event was unfortunately postponed due to Covid-19 in fall 2020.

### **(9) Benchmark Synopsis**

Compared to the five Kentucky benchmarks, Richmond has less parks, and has significantly less park acreage. The mean park acreage of benchmarks is 595, representing 446 more park acres than Richmond. It is important to note that Richmond is the largest city compared to benchmarks. All but one of the benchmarks has at least one indoor recreation center, with Georgetown and Hopkinsville each having two indoor centers. Richmond should add at least one full-time staff position to better align with benchmark communities. Other significant deficiencies in comparison include miles of trails, sprayground areas, tennis courts, and pickleball courts.

### **(10) Park Acreage**

Richmond has a significant park acreage deficit compared to benchmarks and national standards. The park acreage deficit reported in the 2014 Richmond Parks and Recreation Master Plan was 48.52; this deficit has increased to 194.1 acres per metric adjustments made by the National Recreation and Park Association (NRPA). This deficit is projected to increase to 226.7 acres in 2025 and 241.7 acres in 2030 based on population estimations for Richmond.

## Master Plan Recommendations

1. Add an indoor recreation facility. The majority of respondents (89.9%) were in favor of an indoor recreation facility (percentage increased from 75%, 2014 Master Plan). Facilities desired include walking and running track (96.2%), basketball courts (94.4%), playground (90%), volleyball courts (87.2%), fitness center (85.8%), climbing wall (85.5%), large party room accommodating up to 200 people (84.2%), aerobics and dance room (83.5%), mat room for cheerleading and martial arts (81.8%), meeting rooms (80.3%), turf soccer fields (75.9%), batting cages (74.3%), and game room (71.2%). The most need for a park identified by 28.3% is the north end/exit 90 area.

**Table 11: Municipal Indoor Recreation Centers in Kentucky**

Municipality	Georgetown	Woodford County
Square Footage	55,000	72,000
Facilities	Fitness center, aerobics room, gymnasium with 2 full sized basketball courts, elevated walking track, 8-lane indoor pool, indoor leisure pool with 108 foot slide, conference room, child care area, multi-purpose room with kitchen, locker room and outdoor patio	3 basketball courts, elevated track, fitness center with aerobics and spinning rooms, 8-lane indoor swimming pool, therapy pool and outdoor splash pool, KidZone childcare room, 300 seat performing arts theater with dressing rooms, scene shop and green room
Programs	Senior game night, Zumba, Tai Chi, water aerobics, personal training, swimming lessons, lifeguard lessons, self-defense, mentoring programs, and tutoring	Group fitness classes, adult volleyball, tennis club, indoor soccer, youth and adult basketball, cheerleading, Taekwondo for kids, volleyball, fencing, swim lessons, dance classes, camps, fencing
Number of Staff	11 full-time employees plus seasonal part-time employees	9 full-time employees and seasonal part-time employees

2. Expand the Parks system given significant acreage deficit compared to benchmarks and national standards. The mean park acreage of benchmarks is 595, representing 446 more park acres than Richmond. The park acreage deficit reported in the 2014 Richmond Parks and Recreation Master Plan was 48.52; this deficit has increased to 194.1 acres per metric adjustments made by the National Recreation and Park Association (NRPA). This deficit is projected to increase to 226.7 acres in 2025 and 241.7 acres in 2030 based on population estimations for Richmond.

3. Add Pickleball Courts. Pickleball is quickly rising in popularity with 3.3 million players in the United States; this is the fastest growing sport among Americans aged 50 or older. This sport is cost effective requiring only paddles, which can be purchased for \$50-\$150 and balls from \$3 each. An 8-

court complex with fencing will cost around \$120,000. Cardio-tennis has experienced 9.3% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the highest participation increase of any recreation activity. The popularity of Pickleball is also significant at 7.1% growth.

4. Add Outdoor Fitness Equipment. Game Time can install an 11 element Fit Station including Poured-in-Place surfacing to maximize wheelchair accessibility for \$93,363. This type of facility would be enormously popular during the Coronavirus epidemic allowing people to complete fitness and weight training in the outdoors.

5. Add a Certified Therapeutic Recreation Specialist (CTRS) to the Department staff. The Department of Recreation and Park Administration at Eastern Kentucky University has the only recreation therapy program in Kentucky, thus the Parks Department is uniquely positioned to capitalize on these students trained in the delivery of recreation programs and services for individuals with disabilities. These students must complete a 560-hour internship, with the caveat they must be supervised by a CTRS. Employing a CTRS would generally result in one or more interns fall, spring and summer that can work with the Special Olympics programs, the new Senior Citizens Center, veterans and other community members. This target market is significant including: (1) In Kentucky, 34.6% of adults have some type of disability compared with the national average of 25.6%. (2) There are 1,864 veterans in Richmond; (3) 20.1% of the Richmond population are aged 55 or older. Student interns would bring energy and innovation to programs and services for these underserved individuals.

6. Move Girl's Softball to Lake Reba and revise Irvine McDowell Park into a more passive park consistent with the historical nature of the property. According to Girl's Softball Board members, logistical issues impede participation at times that are most acute with single parents having to decide whether to allow participation in Little League or Girl's Softball. Parks Board Vice Chair Dan McBride said, "I am an advocate for moving Girls Softball from Irvine McDowell to Lake Reba. Girl's Softball is the first to admit that Irvine McDowell isn't big enough to accommodate them and doesn't have ample parking. I would like to see us move them to Lake Reba permanently giving them better parking and more space and putting Little League and Girl's Softball all in one central location. This also gives us the opportunity to make Irvine McDowell more of a passive park with greenspace and possibly add a splash park."

7. Add a Shelter at Irvine McDowell Park (beside house) that would have multipurpose usage to potentially include farmer's market covered space, hosting concerts and plays, and usage as a picnic shelter. Include spray feature (fountains); concrete surface to maximize accessibility.

<https://www.poligon.com/>

8. Increase the marketing budget. Only 19.9% of respondents think parks and recreation programs are publicized enough. While social media has cost effectively enhanced marketing efforts, these tools are not the panacea for marketing but rather an element of a balanced strategy. A targeted budget of 1 percent is recommended for this master plan cycle.

9. Enhance the webpage. Robust webpages consistent with the marketing concept will include a welcome statement, mission statement, volunteer information and recognition, staff recognition, pictures, testimonials, a loyalty program, contact information for Parks Board members, and a link to the master plan. A webpage that is enticing will have (1) “Meet the Staff” blurbs and pictures. Add some fun and include a picture of staff in their Halloween costume, and then make a consumer game of identifying everyone. If patrons correctly identify all staff members they would be entered to win something that introduces the patron to a feature of the parks department such as tickets to Adventure Falls. (2) Any patron picture on the webpage should be copied, framed, and given to the individual; invite them to a city commission meeting to present it - that takes the picture into the relationship realm because you are **doing something special** for the tax payer. (3) Include testimonials to accompany a picture...that too is in the relationship and advocacy realm. (4) Picture contests to be considered for the webpage.

10. Ban smoking in parks. According to the National Recreation and Park Association (NRPA), 76% of parks and recreation agencies ban the use of tobacco products at parks and facilities. The share of cancer deaths in Kentucky caused by smoking is 34%. Kentucky leads the nation in the share of cancer deaths caused by cigarettes. According to NRPA, “Local park and recreation agencies provide crucial health and wellness opportunities for all populations in communities across the country. As America continues to face serious health issues, including rising rates of chronic disease, an increased prevalence of sedentary lifestyles and poor nutrition habits, parks and recreation offer an affordable and accessible solution. Our areas of focus include ensuring that all people have safe access to quality park and recreation facilities and programming; promoting healthy eating and physical activity standards; expanding access to evidence-based health prevention programs; connecting parks and the health community, and supporting programs and policies that eliminate health disparities.” Richmond Parks and Recreation should be the primary champion for health and wellness in the community.

11. Develop a Park RX program. Park Prescription (RX) is gaining in popularity throughout the nation and helping to increase physical activity via park participation. These programs encourage physicians to literally *prescribe* physical activity in parks to their patients. Such a program helps the marketing and usage of parks by creating awareness and an emotional mandate for physical activity to improve the health and well-being of patients. Research conducted on Health Care Provider (HCP’s) indicates that park prescriptions can increase patient’s physical activity. For more information including a Park Prescription Toolkit, visit <https://www.parkrx.org> and <https://parkrxamerica.org>

12. Develop a *Recreation on the Move* program to take recreation programming directly to neighborhoods. This recommendation includes the purchase of a van or school bus painted to not only entice patrons, but also to signal this is an official City of Richmond experience. The programs that could be offered are basic games like 4-Square, icebreakers, and team building exercises that use low maintenance equipment like balls, sports balls, hula-hoops, water balloons, and rope. Staffing should be by Eastern Kentucky University students completing fieldwork and internships in Recreation and Park Administration thus making the program cost effective. Such a program represents a paradigm shift in the operation of a parks and recreation department and is (1) consumer focused, (2) time crunch sensitive, (3) enhances youth physical activity, and (4) may help connect neighborhood residents via safe play experiences. Consider the following comment from a 2014 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."

Sponsorship should be solicited with such sponsors listed on the bus. An example of such an initiative from Louisville can be found at the following link:

<http://www.themunicipal.com/2017/10/mobile-playground-brings-the-fun-to-louisvilles-children/>

<https://www.nrpa.org/parks-recreation-magazine/2020/july/mobile-recreation-for-fun-health-and-wellness/>

13. Become a clearing house of adult education programming, meaning maintaining a listing of recreation programs on the Department's webpage with a link to the agency delivering the program. Agencies delivering adult education programs include Eastern Kentucky University, Madison County Extension Office, Madison County Library, Telford YMCA, and area churches. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 4, Objective 4).

14. Develop a Youth Sports Park in cooperation with Eastern Kentucky University. Moving youth sports Football and Soccer from Lake Reba would make it easier for parents and operations such as field maintenance for Parks and Recreation. Further, such centralization creates significant opportunities to economically enhance the City of Richmond. This recommendation would create significant greenspace at Lake Reba and Irvine McDowell Parks and is consistent with the City of Richmond's 2017 Comprehensive Plan (Goal 1, Objective 5 & 6; Goal 6, Objective 1 & 2). There is also consistency with such a park with the Eastern Kentucky University Strategic Plan including: Our Values-Sense of Community and Stewardship of Place; Strategic Goal 1/1.2, Strategic Goal 3/3.2, Strategic Goal 4/4.2, Strategic Goal 6/6.3/6.4.

15. The Master Plan survey results are consistent with a future multi-use path system with walking trails (71.4%), bike trails (66.9%), and nature trails (75%) identified as top needs in the Richmond community. Connecting such multi-use systems with greenway corridors also received strong support (66.8%). The City of Richmond's 2017 Comprehensive Plan, page 32, states, "A system of multi-use paths can reinforce a pedestrian environment and provide outdoor recreation for residents. Through input gathered from the 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 as indicated in the Access Management and Roadway Manual on various streets throughout Richmond. Where there is limited rights-of-way, such as downtown, the path width could be reduced. In addition, the careful planning of safe pedestrian crossing would improve safety for users." See City of Richmond's 2017 Comprehensive Plan, goal 6, objective 3.

16. A system of greenways and hiking/bike paths developed to link the parks, schools, neighborhoods and green spaces throughout the City. Benchmarks have on average 12 miles of trails compared to 4 miles in Richmond. Hiking has experienced 6.6% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the third-highest participation increase of any recreation activity. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 2, Objective 5 & 8; Goal 5 and Goal 6, Objective 3).

17. Expanding parks in neighborhoods and underserved areas of the City (pocket parks). 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. Cooperate with subdivision developers to place parks or green space in these developments. This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 6, Objective 1 & 2). Richmond currently has a deficit of 194.1 acres of parks per national standards, projected to increase to 226.7 acres in 2025. Richmond has a significant shortage of parks compared to benchmarks (-9). Create a new pocket park at 649 North Street.

18. Focused attention to the types of recreation facilities most in demand based on this master plan data: Passive Parks (79%); Nature Trails (75%); Walking Trails (71%); Lazy River (70%); Bike Trails (67%); Greenway Corridors (67%); Playgrounds (66%); Indoor Rental Space (66%); Picnic Shelters (64%); Nature/Environmental Education Center (62%); Spraygrounds/Spraypads (62%); Paddleboat Rentals (61%). This recommendation is consistent with City of Richmond's 2017 Comprehensive Plan (Goal 2, Objective 9 and Goal 6, Objective 1, 2 & 3).

19. Build a large-scale park (25-50+ acres per national standard) to rectify serious facility deficiencies including: youth sports practice fields, pickleball/tennis courts, basketball courts, shelters, trail running and playgrounds. Trail-running has experienced 7.9% growth from 2015-2019 according to the Sports and Fitness Industry Association, which represents the second-highest participation increase of any recreation activity. Long-range add a skatepark and BMX track at this park to create an adventure activity area. 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.

20. Adopt more of a facilitator role. Empowering community members to develop recreation programs can be a winning formula, given the tradition of limited resources in parks and recreation agencies. Changing the paradigm of operation from direct-services provider to facilitator role is resource-savvy and can lead to a more robust menu of recreation program offerings.

21. A formalized volunteer program should be initiated.

22. Replace the playgrounds at Irvine McDowell Park and Dillingham Park. These playgrounds are over 20 years old and represent a potential liability for the City.

23. Add a sprayground at Betty Miller Park.

24. Explore the creation of a Friends of the Parks program to aid advocacy and fundraising.

## APPENDIX A

### Facility Information

**The Rec Center of the Future** (Steinbach, 2019 Athletic Business): RDG Planning & Design's Nathan Harris predicts the recreation center of the future will not only a "a one-stop shop for all things wellness," it will become "the nucleus of major wellness developments within communities that will include hospitals, healthy restaurants, farmers markets, skate parks, amphitheaters, community gardens, water features, splash pads, ninja courses, etc." Rec centers will address wellness through facilities and programming. Harris adds, "Spaces like teaching kitchens for nutritional education, classrooms for financial education classes and massage rooms for relaxation. Programs like trauma yoga to help victims of traumatic events connect with others and find comfort in knowing others are going through similar situations, nature therapy to connect participants with the outdoors, and sound therapy to relieve stress or anxiety." Says Sasaki's Emily Parris, "In response to an increasing need for mindfulness and stress management, I anticipate we will see a focus on environmental wellness. Programming for activities and spaces that allow people to interact with nature in sustainable ways such as organic gardening, composting programs, and maybe even beekeeping can relieve individual stress and contribute positively to our communities."

**Pickleball:** The number of places to play pickleball in the United States has more than doubled since 2010, and the Sport and Fitness Industry Association 2019 Topline report indicated that there are 3.46 million players in the country. Pickleball is one of the most popular sports in the United States with a strong 7.1% increase in participation the past five years. This game can be played on tennis courts, basketball courts, volleyball courts and even parking lot spaces. Mentor, Ohio initially converted two tennis courts to six pickleball courts in 2012; this city currently has 15 outdoor courts due to the popularity of the sport. At a minimum, eight courts should be developed in order to run leagues, clinics and tournaments. Currently, 70% of players are over 55 years of age. Yet, all generations can enjoy this sport and playing together. Recreation Management, February 2020

**Splash Pads:** The cost will include construction, maintenance, staff, water source, and expansion. Overall costs range from \$65,000 to \$500,000 according to size and water source. Having a recirculating water source initially costs more to construct but saves money in maintenance and is better for the environment. According to the location and capacity, splash pads can range from 500 to 5,000 square feet. Flat land is needed to insure reflow of water to the system. Location is a major factor in cost due to leveling ground. Restrooms will need to be near and drinking fountains should be close by as well.

Other recommendations and best practices include:

- Signage clearly posting rules.
- Trash bins.
- Supervision of children required.
- Self-activating features.
- Areas for different age groups.
- Warn of water born illnesses.

- Building on to an existing facility to lower cost.
- If using recycled water, it should be sanitized/treated much like swimming pool water.
- The area beneath should have good drainage and no standing water.
- The bottom should be made of non-slip material.
- The age of the users should determine the strength of the sprays (misting for toddlers).
- Consider installing hydraulophones. These “instruments” enable pressing on jets to create different sounds. Some science centers have these.
- To save on run time, motion-activated sensors can be installed to spurt water when activated.

Application of safety surfacing from companies like Aquaseal can not only improve slip resistance, and fall height rating, but can reduce surface temperatures for comfort on bare feet. The National Recreation and Park Association offers safety courses and a professional splash pad certificate program that covers planning, design, operations, maintenance & repair of splash pads. Overall splash pads are a great alternative to swimming pools. The cost is far less, and they encourage high energy play.

**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 may 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 resulting in a quality, customized playground.

**BMX Facilities:** *The most important factor* in the design of a BMX track and the venue around it is the amount of space available. The amount of space needed to build the BMX track design included in this guide is an area **120m long by 70m wide**. A basic BMX track normally takes between 2 and 3 months to complete

Most BMX tracks are intended to be competition venues. BMX venues adapt to their layout and the land available. However, at minimum, the total venue area for a beginner BMX track is about twice the space needed for the track itself. Most of this space is needed behind the start hill, and along the longer edges of the track. As the track develops and the sport grows, more space than this will probably be needed, especially for the rider area, parking and spectators. It is very important to choose a flat area on which to build the track.

The most successful BMX venues are normally those that:

- Are located close to a population and are visible to the public eye
- Can be easily reached, ideally by bicycle or public transport
- Have at least some space for car parking
- Have at least a few basic facilities for the people who will use it, such as shelter, water and toilets

Cost: The total cost consists of **four** components: ***Initial construction, program equipment, maintenance, and staff.***

***Initial Construction:*** The two components of building a track are design and construction. The cost of a build it yourself track will depend on its complexity. Approximately **27 cubic yards of material are required for a 40' x 30' program area.** Specifications can be found inexpensively, but developers will likely need a civil engineer to tie standard specifications to site conditions. A simple, prefabricated track can cost **\$20,000 to \$30,000.** Supplemental costs include utilities, signage, access (trails, roads, parking) and landscaping. Other recommended amenities include an instruction area, maintenance storage, and bike storage.

***Program Equipment:*** The size of your bike fleet should be determined by the number of participants you expect to serve and by the available storage space to keep the equipment in good working condition. Entry level bikes can retail anywhere from \$150-\$400. Intermediate and advanced level bikes (bikes designed and built with components that require less maintenance and have a longer lifespan) easily range from \$300-\$1000 and up. The investment related to operating a fleet of 20 BMX bikes (not including infrastructure/facilities/maintenance) can cost **\$5K-10K** for an entry level program fleet.

***Maintenance:*** Annual maintenance costs will consist of the track, facility and equipment maintenance. Track maintenance will be labor intensive (cost of labor + employees), but there is also replacement material (clay, gravel) and tools to consider. Prefabricated tracks will have considerably less track maintenance costs. Facility maintenance can be budgeted at approximately 6% - 9% of the initial costs of the facilities and will include painting and repairs of the supporting facilities. Equipment maintenance will arise as the bikes are used. A 5-year rotation of 20 bikes will yield some income from the sale of used bikes, but replacement of the bikes as well as parts and safety equipment needs to be factored in.

***Staff:*** Different staff with different roles are needed to run and operate a BMX track.

**Economic Impact of BMX Racing:** Rock Hill, South Carolina hosted the 2017 UCI BMX World Championships and the Rock Hill officials estimated that hosting this event generated \$19.2 million for the area. The city's parks and recreation tourism director said that the estimated \$19.2 million inflates to \$29 million when accounting for domestic and international airfare in and out of the Charlotte area. This international event attracted nearly 20,000 people with 3,700 riders from 48 different countries. This event went on to break records in BMX history and was the first time the event had been held in the United States since 2001 when it was held in Louisville. Not only did this event bring in people and money for the area, this sport continues to do so with BMX summer camps.

In 2019, the National BMX Championship brought more than 15,000 people and \$11 million dollars of economic impact to the city of Tulsa. A BMX park in Knoxville, which opened in 2018, is projected to have a yearly economic impact between \$500,000 - \$1 million. High Springs, A 2020 Florida BMX competition had an estimated economic impact for the weekend event of \$546,000.

**BMX tracks in Kentucky: (1)** Derby City BMX - Louisville (only official BMX track in the state); **(2)** Ollie's Skatepark – Florence (indoor skatepark with BMX events/tournaments and open for BMX training)

**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. Skateboarding provides teens with an active recreation pursuit for individuals who typically do not participate in other organized sports and activities. 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.

### **Natural Playgrounds:**

## **CDF 406/544 Natural Playground Design Research**

**Submitted by Dr. Tamala North on behalf of CDF 406/544 students**  
**EKU Department of Applied Human Sciences**  
**Child and Family Studies**



*Current Irvine McDowell Playground*

### **Introduction**

This report collates and summarizes the data that CDF 406/544 students collected for a potential natural playground project at the current site of the Irvine McDowell City Park in Richmond. Each student signed up for one of three committees related to the project. The committees were – Research/Design, Outreach, and Data Collection/Budget. Key data from each committee report is included throughout this report.

### **Research Purpose and Review of Literature**

The purpose of this research was to examine the benefits and feasibility of updating the Irvine McDowell playground, and specifically consider the potential of converting the current playground structure into a natural playground area for children and families in the Richmond community.

The most common features of city parks in the United States are playgrounds for children and families (Cohen et al., 2016). Though playgrounds offer a wide variety of activities that children need, such as running, climbing, and balancing, communities often underutilize these amenities (Cohen et al., 2020). Several issues have been identified that contribute to the underuse of city playgrounds. Those issues range from safety concerns to competition with electronic media/gaming activities, to the playgrounds not being interesting (Copeland et al., 2012). Traditionally, these playgrounds include set structures (swings, monkey bars, slides, etc.) and some include tracks/trails, and open spaces. Although these elements are appealing to many children, innovative modifications that include the addition of natural elements can be beneficial and attractive to even more consumers, including the parents/guardians who accompany the children to the playgrounds (Coe, et al., 2014).

The natural playground movement has been growing in popularity since Richard Louv wrote, *Last Child in the Woods* (2005). At that time it was the early childhood education community that initiated a period of rethinking what outside or, “nature,” play should look like. Fast-forward one decade and Louv’s ideas about “nature deficit” have caught the attention of park and recreational leaders around the world. Louv’s ideas are responsible for many early childhood education programs renovating their playgrounds to provide a closer encounter with nature, and more recently city parks have joined in on this type of redesign. These renovations often consist of replacing the metal equipment with trees, stumps, logs, boulders, ropes, gardens, and adding innovative activities such as mud kitchens. There are a number of strategies that can be used to incorporate nature-based elements into a variety of outdoor play options. Keeler (2008) believes that creating a natural outdoor play space not only provides children (and adults) with a space to run, climb, dig, and hide, but also provides a place to tickle the imagination and inspire the senses. He contends that these spaces correct the nature deficit in children and allow them to discover themselves and the world around them. A Torkar and Rejc (2017) study confirmed that natural playgrounds hold important qualities that provide children with a wider range of playing and learning opportunities as compared to the opportunities on traditional playgrounds. They also found that children engaged in a natural playground environment are more physically active than children engaged in a traditional playground environment. Cohen, et al. (2020) concluded that natural playground designs have the potential to contribute more to the health and well-being of participants, and there are endless possibilities to designing these natural settings that encourage physical activity engagement for all ages. They also contend that public playgrounds are community assets and play a critical role in reducing and preventing chronic diseases related to sedentary lifestyles.

Beery (2020) found that natural play holds important roles in the development of resilience in early childhood and is an element of urban sustainability. He states that beyond the obvious interest of supporting the cognitive and physical well-being of children, natural play spaces in parks meet numerous sustainability needs. However, Beery feels that what natural playgrounds do most of all is – support the human relationship with nature.

### **Research/Design Recommendations**

The Research/Design Committee found that planning a public natural playground required thinking outside the box and considering unique needs not typically associated with a natural playground for private early childhood, or after school, child care programs. Those needs generated questions such as – will the playground have a manager or someone to attend to emerging issues that certain components of a natural playground can produce? Would it be possible to offer activities that include consumables such as sand, flowers, or water, as part of a

public park natural playground design? Those questions, along with other considerations such as traffic volume and exact dimensions of the space available, make this report a fluid estimate of the cost and type of design possible in the Irvine McDowell City Park space.

In addition to considering developmentally appropriate equipment, materials, and activities to contribute to young children's development across all learning domains (gross motor, fine motor, language/literacy, social, creative/art, science, math, dramatic play, and others), features exclusively associated with a public playground must be considered. Those unique features include things such as curb appeal – a visual marketing piece that attracts the consumer (children and families) to the area. Additionally, and as mentioned previously, designing a public playground must include equipment and activities that can hold up to unattended use, potential misuse, and should include a plan for any consumables involved. It is highly recommended that sand, water, and flower/garden play be integrated into any natural playground design, but a special consideration is that those consumables require routine upkeep. Though this is a recommendation, it must be acknowledged that this requirement adds a layer of ongoing support and labor that may not be achievable within a city's park/recreation budget. Another unique feature of a public natural playground area is that the consumer age span is wider. Natural playgrounds in private programs are usually delineated by age group, something that is not economical (or necessary) for a public park natural playground. For the purpose of this report, the design will attempt to accommodate children from the toddler age to 12 years old.

The first and most important component of any natural playground design is the moving and placement of the earthen materials. The excavation process – placement of hills, slopes, mounds, tunnels, waterways, and paths, advances the blueprint for all other equipment, materials, and activities. Quotes for this service were provided by two excavating contractors. The first, who wished to remain anonymous, quoted an hourly rate of \$200 and estimated that moving the earth around for an average size natural playground would take around 12 hours based on a brief conversation of ideas. The total cost for this contractor would range in the area of \$2,400. Jade, out of Berea, quoted a small front loader cost of \$75/hour, and a backhoe cost of \$250/hour. Jade was reluctant to provide a total cost estimate without firm blueprints or a firm design to consult.

The next most important step in the design is the placement of the plants, trees, and garden area/s. In this particular design, a large hill is recommended for two slides (one long and one short for the younger toddlers). Stone steps to reach the top of the slides can be imbedded in the hill next to each slide (as shown in the photograph below). A sandbox space of approximately 8 by 8 feet should be dedicated to sand play. This size allows 2-4 children to play together and avoids allowing a large crowd to assemble in one area of play. Several merchants offer natural themed sandbox frames, from Home Depot at \$85, to real log borders from Nature's Instruments averaging \$500 (various sizes available).

Trees should be planted in ways that create quiet spaces, and/or “corridors” and walkways to explore. Arborvitae are moderate growers, attract birds, and create intriguing corridors and walkways that are fun for young children to discover and explore. Five feet tall arborvitae can be purchased in the range of \$75 each. If current park maintenance employees cannot plant the trees, the cost will of course be higher. A minimum of 12 arborvitae would create a 35 to 40 feet corridor for exploration. The cost would be \$900 for the trees and if labor is required to plant them an additional \$900 should be budgeted. Other trees to consider are ornamental and

climbing trees – those with color and sturdy branches that grow low to the ground are appealing to young children. An additional \$2,500 should be allocated for these trees and/or shrubs. If a flower garden is desirable, Nature’s Instruments offers a two-tier log garden box system that would stand the test of time at an average cost of \$1,057.

Though not an exclusive list, equipment and activities to add to the landscape of a natural playground might include the following:

- Waterfalls (or troughs) – available through several companies for an average cost of \$300 each (at least two recommended)
- Wheelchair accessible swing – around \$2,000
- Bird feeding station – approximately \$200
- Mud kitchen - \$500
- Log tunnel - \$7,000
- Log stumps/hurdles - \$400
- Log climber - \$350
- Log stepper – \$400
- Log benches - \$860
- Climbing wall made from large tree base - \$1,000
- Boulders for climbing - \$2,000
- Musical fences – \$950
- Sanitation area - \$300

The design committee felt strongly that though natural playgrounds are preferred in the field of early childhood education, there are components of typical playgrounds that are important to integrate – most specifically, slides and swings. Both components can be easily adapted and integrated seamlessly into a natural playground design. For slides, it can be as easy as removing the steps/stairs option and building the slide into an earthen mound. For swings, several options work well when designing a natural environment. A popular material to use when integrating typical components is wood. Swings can be custom made from wood products, or be repurposed from items such as old skateboards. Skateboards hold up well and are lightweight but sturdy enough for young children. Though sisal type rope is a popular accessory to wooden swings, equipment to assemble swings for public/commercial may need to be more a more durable nylon material if chain is not desirable.

There may be situations or preferences such as accommodating children with special needs, or children not old enough to hold themselves in a swing, that call for a more traditional rubber or plastic swing base. If that is the case, a purchased unit can be constructed to blend into the natural environment by adding components such as a canopy. A slide budget for a natural playground can be expected to run between \$2,500 and \$3,000 dollars, including the stonework for the steps. Swing sets can range from \$2,000 to \$15,000. The last recommended item would be a large centerpiece to attract consumers and create curb appeal – anywhere from \$10,000 to \$50,000. Treehouses, climbing webs, bridge mazes, and XXX are all options of this type of focal point and attraction.

In this link, a video highlighting a design with very similar components to those listed in this briefing can be viewed:

<https://www.earthscapeplay.com/project/wanuskewin-heritage-park-interpretive-playground/>

Shown below are several photos of the natural playground components and options mentioned in this briefing, and following is a list of resources related to playground design.



*Toddler Slide – Photo Credit: Mummy Musings and Mayhem*



*Toddler Slide – Photo Credit: Outdoor Play at WalMart*



*All Ages Hill Slide - Photo Credit: Natural Playground Company*



*Tree Swings - Photo Credit: GameTime*



*Natural Swing Design - Photo Credit: KOMPAN Co.*



*Water Fall/Trough - Photo Credit: Natural Playground Store*



*Tree Stump Climbing Wall - Photo Credit: National Wildlife Federation*



*Add a custom design to the playground center for curb appeal – Photo Credit: Nature's Instruments*

The following photos were taken of a local natural playground at The Pasture, in Garrard County, KY:







For more specific recommendations the exact dimensions of the allocated space, the budget, and other preferences are needed. This project could continue with the next CDF 406/544 class if there is additional interest. This student group estimated the total design and construction cost of the ideas related to this natural playground design to be between \$60,000 and \$80,000 – depending on space, preferences and the availability of volunteers or staff who could be dedicated to the project. The students also had an idea that the materials could be purchased and the construction could make a good Eagle Scout project for an interested individual.

### **Web Resources for Natural Playground Research:**

<https://www.naturalplaygrounds.com/gallery>  
<https://naturalplaygroundstore.com/index.php>  
<https://natureplayandlearningplaces.org/>  
<https://www.kompan.us/play/nature-play/robinia-swings/double-swing-combination-with-bird-s-nest> <https://www.naturesinstruments.com/>  
<https://www.gametime.com/>  
<https://www.earthscapeplay.com/project/natural-playground-design-award/> <https://groundsforplay.com/>  
<https://www.wheelchairswings.com/>

### **References**

- Beery, T. (2020). Exploring access to nature play in urban parks: Resilience, sustainability, and early childhood. *Sustainability*, 1-17.
- Coe, D., Flynn, J., Wolff, D., Scott, S., & Durham, S. (2014). Children's physical activity levels and utilization of a traditional versus natural playground. *Children, Youth, and Environments*, 1-15.
- Cohen, D., Han, B., Williamson, S., Nagel, C., McKenzie, T., Evenson, K., & Harnik, P. (2020). Playground features and physical activity in U.S. neighborhood parks. *Preventative Medicine*, 1-7.
- Cohen, D., Han, D., Nagel, C., et al. (2016). The first national study of neighborhood parks: Implications for physical activity. *American Journal of Preventative Medicine*, 419-426.
- Copeland, K., Sherman, S., Kendeigh, C., Kalkwarf, H., & Saelens, B. (2012). Societal Values and Policies May Curtail Preschool. *Pediatrics*, 265-274.
- Keeler, R. (2008). *Natural playscapes: Creating outdoor play environments for the soul*. Redmond, WA: Exchange Press.
- Louv, R. (2008). *Last child in the woods*. New York: Algonquin Books.
- Torkar, G., & Rejc, A. (2017). Children's play and physical activity in traditional and forest (natural) playgrounds. *International Journal of Educational Methodology*, 25-30.

## APPENDIX B

### Innovative Programming

Innovation is critical in recreation services. Recreation is highly competitive; it is dynamic, filled with trends in programming and facilities, plus changing consumer preferences means recreation is never static (think parkour, geocaching, pool battleship-in canoes, airsoft, paintball etc.). Innovation can be cost effective, ensures an exciting workplace, helps create great memories, and is enticing to external consumers. Further, old activities can be thoroughly enjoyed once again because of the nostalgia for older cohorts and is something new for children all too consumer with technology. The REC 280 class at Eastern Kentucky University delivers an annual 4-Square tournament every year. The cost is less than \$50 and is enjoyed by upwards of 100 people. Other innovative programs include:

- Geocaching
- Flashlight Caches
- Cycling Caches
- Fitness Caches
- Cartoon Drawing
- Checkmate Chess
- Volleyball Couples
- Holiday Flower Arranging
- 4 vs 4 Mini Soccer (Northern Kentucky University)
- Gooma Adventure Race (Highlands Parks and Rec, Illinois)
- Mommy and Me Tea (Cookeville, Tennessee Parks and Rec)
- Introduction to Mural Painting (Cookeville, Tennessee Parks and Rec)
- Leprechaun Hunt (Paducah Parks and Rec)
- Arthritis Exercise Program (Westerville, OH Parks and Rec)
- Piloxing (Westerville, OH Parks and Rec)
- Family Tae Kwon Do (Westerville, OH Parks and Rec)
- Prenatal Yoga (Westerville, OH Parks and Rec)
- Leaping Lollipops (Westerville, OH Parks and Rec)
- Introduction to Fencing (Westerville, OH Parks and Rec)
- Delay the Disease (Westerville, OH Parks and Rec)
- Resistance Bands Express (Westerville, OH Parks and Rec)
- WABI (Westerville, OH Parks and Rec)
- Super Soaker SEAL Training (Westerville, OH Parks and Rec)
- Swim with Santa (Westerville, OH Parks and Rec)
- Candy Cane Hunt (Paducah Parks and Rec)
- Trangleball
- Rec the Ravine (EKU Campus Rec)
- Cooking with Food Grown (Rochester Parks and Rec)
- BIZ Kids Camp (Rochester Parks and Rec)
- ECO Outpost (Bloomington, IN Parks and Rec)
- Harvesting Wild Nuts (Bloomington, IN Parks and Rec)
- Tracks, Scat and Animal Signs (Bloomington, IN Parks and Rec)
- Night Paddle (Bloomington, IN Parks and Rec)
- Canoe Scavenger Hunt (Bloomington, IN Parks and Rec)
- Birding for Beginners (Bloomington, IN Parks and Rec)
- Survival Guide for the Zombie Apocalypse (Bloomington, IN Parks and Rec)
- Old Fashioned Games-Spud, Kickball, Foursquare, Dodge Ball (University of Montana Campus Rec)

- Frisbee Games-Folf, Frisbee Bocce, Ultimate Frisbee (University of Montana Campus Rec)
- Running Games-Capture the Flag, Sharks and Minnows, Sea Shore to Sea Shore (University of Montana Campus Rec)
- Jump Rope Games-Jump Rope Relays, Rapid Fire, Jump Rope Tag (University of Montana Campus Rec)
- Water Games-Fireman Relay, Water Balloons, Wet Whiffle Ball (University of Montana Campus Rec)
- Fair Haven, New Jersey Camp Out
- Family Fun Night-Capture the Flag, Ghosts in the Graveyard (Palisade, CA Parks and Rec)
- Kids Kitchen (Georgetown Parks and Rec)
- Extreme Dodgeball
- Soapbox Speaker Series (Fair Haven, NJ Parks and Rec)
- Epic Quest: Magic, Skills and Adventure (Hawk Circle Camp, Cherry Valley, NY)
- Tribe: Natural Leadership and Wild Adventure (Hawk Circle Camp, Cherry Valley, NY)
- KRONUM
- Hurling: The skills of Lacrosse, baseball and hockey...the fastest game on grass!
- Y-Cap (Chattanooga YMCA)
- Underwater Hockey
- Haunted Swamp and Bone Hunt (Georgetown Parks and Rec)
- Teen Fusion (Berea Parks and Rec)
- Zombie Survival Camp (Portland, OR Parks and Rec)
- Wizards and Warriors Camp
- Hollywood Stunt Camp
- Secret Agent Camp
- Rock Star Camp
- Great Outdoor Weekend (Kenton County Parks and Rec)
- Annual Ongoing Donations Collection (Kenton County Parks and Rec)
- Urban Gangster Gardens
- Skateboard: Beginner to Basic (Fairfax, VA Parks and Rec)
- One Day Dog Workshops (Oak Park, IL Park District)
- Wacky Olympics
- Turn off the TV Week (EKU Recreation and Park Administration)
- Teqball
- Ghost Walk (White Hall State Historic Site)
- Zombie Paintball Hayride
- Duct Tape (Redmond, WA Teen Center)
- Awesome Sports (Redmond, WA Teen Center)
- Quidditch World Cup (Redmond, WA Teen Center)
- Babysitters Clinic (Oak Brook, IL Park District)
- Travel Club (Oak Brook, IL Park District)
- Curiosity Club (St. George, Utah Parks & Rec)
- iPhone Photography/Videos
- Fairytale Engineering Camp (Plano, TX Parks & Rec)
- Minecraft Mod Deign (Plano, TX Parks & Rec)
- Paddle Board Fitness (Plano, TX Parks & Rec)
- Paddle Board Yoga (Plano, TX Parks & Rec)
- Holiday Drop & Shop (Plano, TX Parks & Rec)
- Rec Idol (San Francisco Recreation & Parks)
- Zentangle

- Christmas iPad Art for Kids (Mobile, AL Parks & Rec)
- Furniture Magic (Mobile, AL Parks & Rec)
- Meteors & S'mores (Michigan DNR)
- Hula Hoop Fitness (Lansing, MI Parks & Rec)
- Sitting Volleyball (Northern Arizona University)
- Nature Stewards (Bowling Green Parks & Rec)
- Recreational Tree Climbing (EKU Campus Rec)

## **APPENDIX C**

### **Innovative Adult Education**

St. Cloud, Minnesota population 68,000 has a robust adult education program. Programs include:

**Wellness:** Pickleball, Pilates, Chair Yoga, Yoga Sculpt, Ball Yoga, Step, Totally Toned, Vinyasa Flow Yoga, Hatha Yoga, Aikido, Fencing, Cardio Kickboxing, Tai Chi, Chi Gong, Plyometrics, Rock Steady Boxing for Seniors, Safety and Self Defense for Women, Kettleballs, Healthy Lifestyles, 7 Seconds of Dementia, Acupressure for Pain Relief, Introduction to shoulder and Foot Massage, Eating for Energy, Women, Weight and Hormones, Scuba, Gemstones and Oils, Meditation.

**Technology:** Computers, DSLR Photography, Digital Photography, Guide to Starting a Blog, Guide to Getting Published.

**Life:** Building a Home 101, Home Buying, Driver Improvement; Estate Planning, Long Term Care; Spanish; Tracing your Family Tree, Medicare Basics.

**Creative/Nature:** Guitar, Beekeeping, Composting and Mulches, Growing Vegetables Indoors and Out, Planting a Pollinator Garden, Spring Lawn Prep, Native Plants, Travel Tips, Do it Yourself Elderberry Syrup, Backyard Habitat.

<https://isd742.ce.elevo.com/courses/category/69/courses-adult>

## **APPENDIX D**

### **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 Cycling:** 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.

## Master Plan Survey

[https://ekusseme.co1.qualtrics.com/jfe/form/SV\\_1z7SwptEEh58Vp3](https://ekusseme.co1.qualtrics.com/jfe/form/SV_1z7SwptEEh58Vp3)

### 2020 Richmond, Kentucky Parks & Recreation Master Plan Survey

Your input is needed! Mayor Robert Blythe, the Board of Commissioners, City Manager Rob Minerich, and the Parks and Recreation Board are in agreement that a Parks and Recreation Master Plan is needed for the City of Richmond to improve parks, recreation and leisure services for all citizens. The following survey will only take approximately 15 minutes to complete, and your responses **will be confidential and anonymous**. Thank you for taking the time to support the City of Richmond Parks & Recreation Department.

**1. How frequently you visit the following Richmond Parks:**

Please fill in the circle that BEST describes your answer.

	NEVER	1-6 Times/Year	Once/Month	Once/Week	Multiple Times/Week
Lake Reba Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camp Catalpa Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irvine McDowell Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E.C. Million Park (Stratford Dr.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betty Miller Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dillingham Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Millstone Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**2. How Satisfied are you with the quality of Richmond’s parks and facilities?**

	Very Satisfied	Satisfied	No Opinion	Dissatisfied	Very Dissatisfied
Lake Reba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camp Catalpa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irvine McDowell	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E.C. Million-(Stratford Dr.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betty Miller Park/ Teen Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dillingham	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Millstone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irvinton House Museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paradise Cove Aquatic Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adventure Falls Mini Golf/Batting Cages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

---

**3. When you visit a park- what do you typically do? (check all that apply)**

<ul style="list-style-type: none"> <li><input type="radio"/> Playgrounds</li> <li><input type="radio"/> Walk/jog</li> <li><input type="radio"/> Fishing</li> <li><input type="radio"/> Disc Golf</li> <li><input type="radio"/> Relaxing</li> <li><input type="radio"/> Dog Park</li> <li><input type="radio"/> Bird Watching</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> Picnic</li> <li><input type="radio"/> Use sports fields</li> <li><input type="radio"/> Watch youth sports</li> <li><input type="radio"/> Enjoy Nature</li> <li><input type="radio"/> Tennis</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> Attend special events</li> <li><input type="radio"/> Basketball</li> <li><input type="radio"/> Softball</li> <li><input type="radio"/> Miniature Golf</li> <li><input type="radio"/> Batting Cages</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> Horseshoes</li> <li><input type="radio"/> Soccer</li> <li><input type="radio"/> Swimming</li> <li><input type="radio"/> Shuffleboard</li> <li><input type="radio"/> Golf</li> <li><input type="radio"/> Other</li> </ul>
--	---	--	---

Other, please explain:

---

4. What types of recreation facilities do you think are needed in Richmond? Please note: the Richmond Parks Department offers some, not all, of the items listed below in our parks. Please check what you think is the level of need for each of the facilities listed below.

Facility	Strong Need	Some Need	Current Facilities are sufficient	No Need	No Opinion
Bike Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walking Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature Trails	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mountain Bike Trails/BMX	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Fitness Station (Weight Lifting & Fitness)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bird Watching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Canoe/ Kayak Rentals at Lake Reba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paddle Boat Rental at Lake Reba	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Croquet & Lawn Bowling Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Archery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Garden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature/Environmental Education Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenway Corridors (land that connects parks, schools, and neighborhood- like trails)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Greenspace (undeveloped park land)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Passive Parks (places to sit, eat lunch, listen to a water fountain such as Triangle Park in Lexington)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickleball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Basketball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soccer Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Girl's Softball Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth Football Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth Baseball Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult Softball Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lacrosse Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Tennis Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practice Sports Fields	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shuffleboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Rental Space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Basketball/Volleyball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spraygrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lazy River	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skate Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disc Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dog Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playgrounds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Picnic Shelters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other. Please explain:

5. Would

you support the development of an indoor recreation facility in Richmond?

- Yes
- No **If no, skip to question 6**

5A. Please indicate the level of need for the following amenities within an indoor recreation facility.

(Check all that apply)

Indoor Facility	Strong Need	Some Need	No Need	No Opinion
Basketball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volleyball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pickleball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racquetball Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Turf Soccer Field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Batting Cages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness Center	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting Rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Large Party Room (200 People)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mat Room for Cheerleading and Self-Defense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aerobics & Dance Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Swimming Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Walking/Running Track	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climbing Wall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Playground	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craft Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Game Room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other. Please explain:

---

6. What do you think are the top three needs in Richmond for parks and recreation?

Most Important Need	Second Most Important Need	Third Most Important Need

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

- Very Satisfied       Satisfied       Dissatisfied       Very Dissatisfied       No  
Opinion

## SECTION 2 of 4- EVENTS, PROGRAMS, AND RECREATION

*The Richmond Parks and Recreation Department plans various activities, programs and events and partners with multiple organizations to facilitate these events throughout the year.*

### 8. How often do you or a family member attend the following programs and/or events?

<u>YEARLY EVENTS</u>	Every Year	Attended 3-5 times	Attended 1-3 times	Never attended but interested	Never Attended not interested
Jan- All A Classic Basketball Tournament	0	0	0	0	0
Mar- Nature Day @ Camp Catalpa	0	0	0	0	0
April- Easter Eggstravaganza	0	0	0	0	0
June- Free Kids Fishing Derby	0	0	0	0	0
June-Special Olympics Summer Games @ ECU	0	0	0	0	0
July- 4th of July Extravaganza	0	0	0	0	0
Aug- Irvinton Bi-Centennial Celebration	0	0	0	0	0
Sept- Kids Fest @ Irvine McDowell Park	0	0	0	0	0
October- Halloween Hoe-Down	0	0	0	0	0
October- Millstone Festival	0	0	0	0	0
Nov- Special Olympics Chili Supper	0	0	0	0	0
Dec- Richmond Christmas Parade	0	0	0	0	0
Dec- Holiday Happening Craft Show	0	0	0	0	0
Dec- Santa Letters	0	0	0	0	0
Dec- Santa Express	0	0	0	0	0

### 9. How often do you or a family member attend the following programs and/or events? *(Check all that apply)*

<u>Ongoing Events/Multiple times per year</u>	10+ times per year	5-10 times per year	1-5 times per year	Never attended but interested	Never Attended not interested
Adventure Falls: Mini Golf	0	0	0	0	0
Adventure Falls: Batting Cages	0	0	0	0	0
Adventure Falls: Shuffleboard	0	0	0	0	0
Yoga in the Park	0	0	0	0	0
Paradise Cove: Swimming	0	0	0	0	0
Paradise Cove: Swim Lessons	0	0	0	0	0
Paradise Cove: Aqua Boot Camp	0	0	0	0	0
Paradise Cove: Dive In Movies	0	0	0	0	0
Movies in the Park	0	0	0	0	0
Summer Day Camp (ages 6-11)	0	0	0	0	0
Police Summer Camp (ages 11-14)	0	0	0	0	0
Irvinton House Museum Tour	0	0	0	0	0
Richmond Teen Center (6th-12th grades)	0	0	0	0	0
Richmond Active Living Center/Senior Center	0	0	0	0	0

### 10. Do you or a family member participate in organized sports *(Check all that apply)*

	Spring	Summer	Fall	Winter	Do not participate in organized sports
Outdoor Youth Sports - Little League, Softball, Soccer, Football	0	0	0	0	0
Travel Youth Sports- Travel baseball, Softball, Select Soccer, Select Football, Other	0	0	0	0	0

Other Youth Sports League(s)	0	0	0	0	0
Adult Softball Leagues	0	0	0	0	0
Other Adult league(s)	0	0	0	0	0
Madison County Special Olympics (Basketball/Softball/Track/Bowling/Football)	0	0	0	0	0
11. Please list any additional organized sports leagues you participate in, not listed above.					
12. How many people in your family participate in an organized sport					
13. Are there any programs you would like to see offered through the Parks & Recreation Department? Please list no more than 3.					

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

- Richmond Register
- Online Video Advertising
- Parks/Recreation Website
- Parks & Recreation Email
- Facebook
- Twitter
- Instagram
- Signs
- Word of Mouth
- Flyers to Schools
- Radio
- WBON-TV
- Other. Please explain:

\_\_\_\_\_

15. Do you think the parks and recreation programs are publicized enough?

- Yes
- No
- Unsure

Comments: \_\_\_\_\_

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

- Children
- Teens
- Young Adults
- Families
- Middle Age Adults
- Senior Citizens
- Disabled
- Other

Other. Please explain: \_\_\_\_\_

17. The City of Richmond has a multitude of Recreation opportunities for citizens to enjoy. Where do you go for recreation, leisure and community engagement? Check all that apply.

<input type="radio"/> City of Richmond Parks & Facilities	<input type="radio"/> Madison County Parks
<input type="radio"/> Private Health Club/Gym/Classes	<input type="radio"/> YMCA
<input type="radio"/> Corporate Facilities	<input type="radio"/> Madison County Extension Office(4H)
<input type="radio"/> Church	<input type="radio"/> Travel Sports Leagues
<input type="radio"/> Library	<input type="radio"/> School/University
<input type="radio"/> Senior Citizen Center/Richmond Active Living Center	<input type="radio"/> Do not use recreation facilities/parks

Other. Please explain:

---

**SECTION 3 of 3- CITIZEN FEEDBACK & SUGGESTIONS**

18. Is there anything that prevents or restricts your use of parks?

- Yes- (If yes, please complete question 18A)
- No

18A. What barriers keep you from using Richmond Parks and Recreation programs (check all that apply)?

<input type="radio"/> City doesn't offer programs I want	<input type="radio"/> Don't feel safe	<input type="radio"/> Registration process too difficult
<input type="radio"/> Lack of transportation	<input type="radio"/> Not handicapped accessible	<input type="radio"/> No time/too busy
<input type="radio"/> Parks too far away	<input type="radio"/> Costs too much	<input type="radio"/> Not interested
<input type="radio"/> Facilities not well-maintained	<input type="radio"/> Unaware of program offerings	<input type="radio"/> Lack of people to participate with
<input type="radio"/> No childcare	<input type="radio"/> Prefer other agencies (YMCA, private club etc)	

Other. Please explain:

---

19. Do you live within a 10-minute walk of a city park?

- Yes
- No (*if no, please explain*)

Comments:

---

20. I support the acquisition of more land in the Richmond area for parks and open space preservation.

- Strongly Agree    Agree    Somewhat Agree    Disagree    Strongly Disagree

21. I would like Richmond to invest more money in parks and recreation?

- Strongly Agree    Agree    Somewhat Agree    Disagree    Strongly Disagree

22. Where do you think is the most need for a new park?

- North End, Exit 90 Area
- West End, Exit 87 Area
- South End, Duncannon Area
- Downtown
- Tates Creek Road Area
- No additional parks are needed
- Other

Other. Please explain: \_\_\_\_\_

23. Parks in Richmond should:

- Be 100% Tobacco Free
- Have designated smoking zones
- Have designated smoke free zones
- No Opinion

24. Using the scale below, please indicate your level of agreement with the following statements:

<b>Strongly</b>					<b>Strongly</b>
<b>Agree</b>	<b>Agree</b>	<b>No Opinion</b>	<b>Disagree</b>		<b>Disagree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>		<b>5</b>

- I get all the information I need about programs, events and activities from Richmond Parks and Recreation \_\_\_\_\_
- Programs offered by Richmond Parks and Recreation meet my family’s needs \_\_\_\_\_
- High quality parks and recreation facilities and programs are important to Richmond \_\_\_\_\_
- Parks facilities – like restrooms, playgrounds and shelters – are well maintained \_\_\_\_\_
- I think the city needs more parks \_\_\_\_\_
- Recreation facilities are safe \_\_\_\_\_
- Richmond Parks and Recreation has a good image in the community \_\_\_\_\_
- Richmond needs an indoor recreation facility to meet the needs of the city \_\_\_\_\_
- The kind of recreation and park facility that I use the most is not conveniently located near my home \_\_\_\_\_
- Recreation programs and activities are reasonably priced \_\_\_\_\_
- Funding for parks and recreation programs and facilities is a good investment for Richmond \_\_\_\_\_
- A bridge should be built across Lake Reba to connect Camp Catalpa Park \_\_\_\_\_
- Beautification projects in parks such as adding fountains and additional landscaping is needed \_\_\_\_\_
- Parks are evenly disbursed throughout Richmond \_\_\_\_\_
- Richmond needs to add pickleball courts \_\_\_\_\_
- The youth sports season is too long in Richmond \_\_\_\_\_

25. If you could change three things about Richmond Parks and Recreation what would it be?

#1 \_\_\_\_\_

#2 \_\_\_\_\_

#3 \_\_\_\_\_

**Additional Comments-** Please use this form to add any comments or suggestions you may have.

Question #

---



---



---



---

Question #

---



---



---



---

Additional Comments

---



---



---



---

**Section 4 of 4- Demographics (optional)**

*This section will help us understand the populations that utilize our parks, facilities, and programs. We greatly appreciate you taking the time to complete this survey.*

<p>What is your age?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Under 18</li> <li><input type="radio"/> 19-25</li> <li><input type="radio"/> 26-35</li> <li><input type="radio"/> 36-45</li> <li><input type="radio"/> 46-55</li> <li><input type="radio"/> 56-65</li> <li><input type="radio"/> Over 65</li> </ul>	<p>Gender:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Male</li> <li><input type="radio"/> Female</li> <li><input type="radio"/> Other</li> <li><input type="radio"/> Prefer to not answer</li> </ul>
<p>Race:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Caucasian</li> <li><input type="radio"/> Black or African-American</li> <li><input type="radio"/> Hispanic</li> <li><input type="radio"/> Asian</li> <li><input type="radio"/> Two or more races</li> <li><input type="radio"/> Prefer not to answer</li> <li><input type="radio"/> Other _____</li> </ul>	<p>How long have you lived in Richmond?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Under 1 year</li> <li><input type="radio"/> 1-3 years</li> <li><input type="radio"/> 4-7 years</li> <li><input type="radio"/> 8-12 years</li> <li><input type="radio"/> 13-20 years</li> <li><input type="radio"/> More than 20 years</li> </ul>

<p>How many people are in your household?</p> <p>_____</p>	<p>Do you live within the Richmond city limits?</p> <ul style="list-style-type: none"> <li><input type="radio"/> Yes</li> <li><input type="radio"/> No</li> </ul>
<p>Years of School Completed:</p> <ul style="list-style-type: none"> <li><input type="radio"/> Less than High School</li> <li><input type="radio"/> High School</li> <li><input type="radio"/> Some College</li> <li><input type="radio"/> 2 Year College Degree</li> <li><input type="radio"/> 4 Year College Degree</li> <li><input type="radio"/> Graduate Degree</li> </ul>	<p>Your home address is districted to what elementary school? <i>This may be different than the school your child attends or did attend.</i></p> <ul style="list-style-type: none"> <li><input type="radio"/> Daniel Boone</li> <li><input type="radio"/> Glenn Marshall</li> <li><input type="radio"/> Kit Carson</li> <li><input type="radio"/> Shannon Johnson</li> <li><input type="radio"/> White Hall</li> <li><input type="radio"/> Boonesboro</li> <li><input type="radio"/> Kingston</li> <li><input type="radio"/> Kirksville</li> <li><input type="radio"/> Silver Creek</li> <li><input type="radio"/> Waco</li> <li><input type="radio"/> Berea Independent</li> <li><input type="radio"/> Unknown</li> <li><input type="radio"/> I do not live in Madison County</li> </ul>

***Thank you very much for taking the time to complete this survey!***

**If you would like additional information about the Richmond Parks & Recreation Department, upcoming events, access to calendars of events, or to be added to our email list, please visit [www.parks.richmond.ky.us](http://www.parks.richmond.ky.us)**

**Find us on Facebook/Twitter/Instagram @ richmondkyparks**

#### REFERENCES

Dillman, D. A. (2007). *Mail and internet surveys: The tailored design method*. Hoboken: John Wiley & Son, Inc.

Vaske, J.J. (2008). *Survey research and analysis: Applications in parks, recreation, and human dimensions*. State College, PA.