



Developing equitable & transparent investment action plan for
Louisville Metro Area Parks System

Parks & Sustainability Committee **October 20, 2022**



LOUISVILLE
PARKS
AND RECREATION



MISSION

Parks For All will collect new data, listen to new voices, share new information, and create a roadmap for equitable and transparent investment in our public parks.

LOCAL PROJECT TEAM

Local Team Leading and Guiding Project

- Abdi Farhan, Somali Community of Louisville
- Jecorey Arthur, Metro Councilman
- Deborah Bilitski, Waterfront Park
- Margaret Brosko, Louisville Parks & Rec
- Freddie Brown, YMCA
- BJ Bunton, JCPS
- Emilie Dyer, Americana Community Center
- Cindi Fowler, Metro Councilwoman
- Layla George, Olmsted Parks Conservancy
- Steve Haag, Louisville Metro Council
- Mark Hohmann, Goodwill Industries of KY
- Amos Izerimana, Louisville Metro
- Scott Kiefer, Parks Alliance of Louisville
- Michael Meeks, Louisville Metro
- Harrison Kirby, Greater Louisville Project
- Brooke Pardue, Parks Alliance of Louisville
- Lynn Rippy, Wilderness Louisville/Youth Build
- Ricky Santiago, Louisville Metro
- Dr. Ted Smith, Envirome Institute/UofL
- Cindi Sullivan, TreesLouisville

THE PARKS FOR ALL APPROACH

PARKS + REC SITES

What We've Got

- Proximity + Access
- Recreation Value
- Conditions + Needs



COMMUNITY CONTEXT

Who We Are

- The People
- Built Environment
- Health Implications

PUBLIC INPUT

What We Want

The public's priorities for investment

DEEP DIVE INTO DATA

PARKS + REC

SITES



161
**PARKS &
REC SITES**

ARE IN THE LOUISVILLE PARKS AND REC SYSTEM

6,048 acres in parks, parkways, and greenways
plus **6,596 acres** within Jefferson Memorial Forest



81 NEIGHBORHOOD
PARKS



29 COMMUNITY
PARKS



14 COMMUNITY
CENTERS



10 MAJOR URBAN
PARKS



10 GOLF
COURSES



6 PARKWAYS



4 GREENWAYS



3 OUTDOOR
POOLS



2 HISTORIC
HOMES



1 REGIONAL PARK
JEFFERSON MEMORIAL
FOREST



1 AQUATIC
CENTER

HOW LOUISVILLE COMPARES

The Metro Area has **invested significantly less in its public park system** for decades.

According to a comparison with 17 comparably-sized peer cities

(using data from the Trust for Public Land (TPL)):

- **Public spending** on Lou Parks & Rec is **37%** of the peer-city average (\$40 vs \$107 per resident)
- **Total spending** (public and private) is **36%** of the peer-city average (\$43 vs \$118 per resident)
- **Full time staffing** at Lou Parks & Rec is **58%** of the peer-city average (280 vs 480); total staffing (full time and part time) is **53%** (383 vs 720)
- Lou Parks & Rec's **operating budget** is **48%** of the peer-city average (\$24.6M vs \$50.8M)
- Louisville's **5-year average capital spending** on parks is **41%** of the peer-city average (\$36.4M vs \$66.4M)
- The **5-year average total spending** (operations & capital) is **45%** of the peer-city average (\$30.6M vs \$68M)

And yet, **Louisville's park system is significantly larger**, with more acres and assets per person.

This means **Louisville spends less on parks but has more to maintain**, even excluding Jefferson Memorial Forest.

According to the National Recreation & Parks Association (NRPA):

- Louisville has **13% more public parkland** per 1,000 residents than the average of all park & rec agencies in the US
- **Spending per acre** in Louisville is **47%** (\$1,949 vs \$4,169) compared to all park systems in the US

TPL Benchmarks

18 US Cities with Populations
600,000–999,000

Albuquerque, NM

Austin, TX

Baltimore, MD

Boston, MA

Columbus, OH

Denver, CO

Detroit, MI

El Paso, TX

Fort Worth, TX

Jacksonville, FL

Las Vegas, NV

Louisville, KY

Memphis, TN

Nashville/Davidson, TN

Oklahoma City, OK

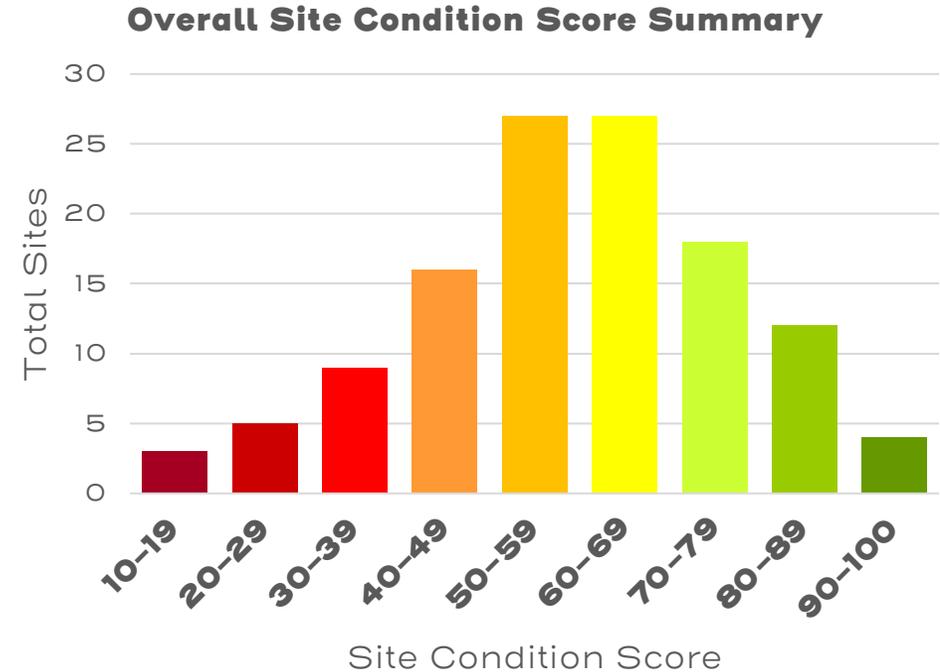
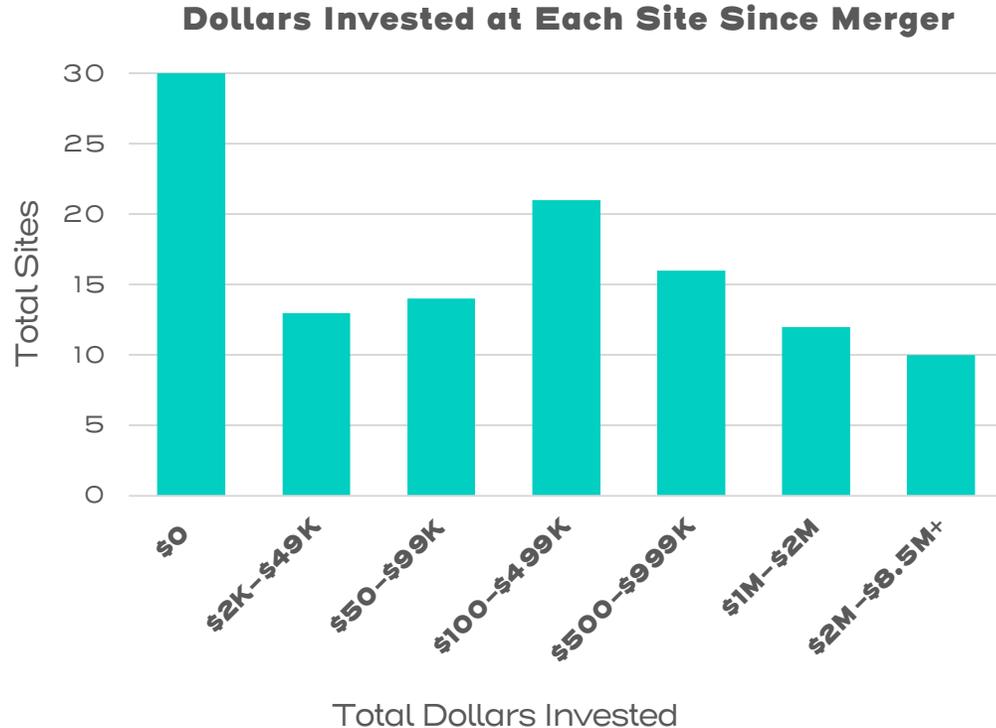
Portland, OR

San Francisco, CA

Washington, DC

OVER TIME, LACK OF RESOURCES TAKES A TOLL..

30 sites have received \$0 capital or rehab dollars since merger, resulting in varied conditions across the park system.



Capital funding over the past 20 years:

- **26%** of parks received **\$0**
- **50%** of parks received less than **\$100K**
- **67%** of parks received less than **\$500K**

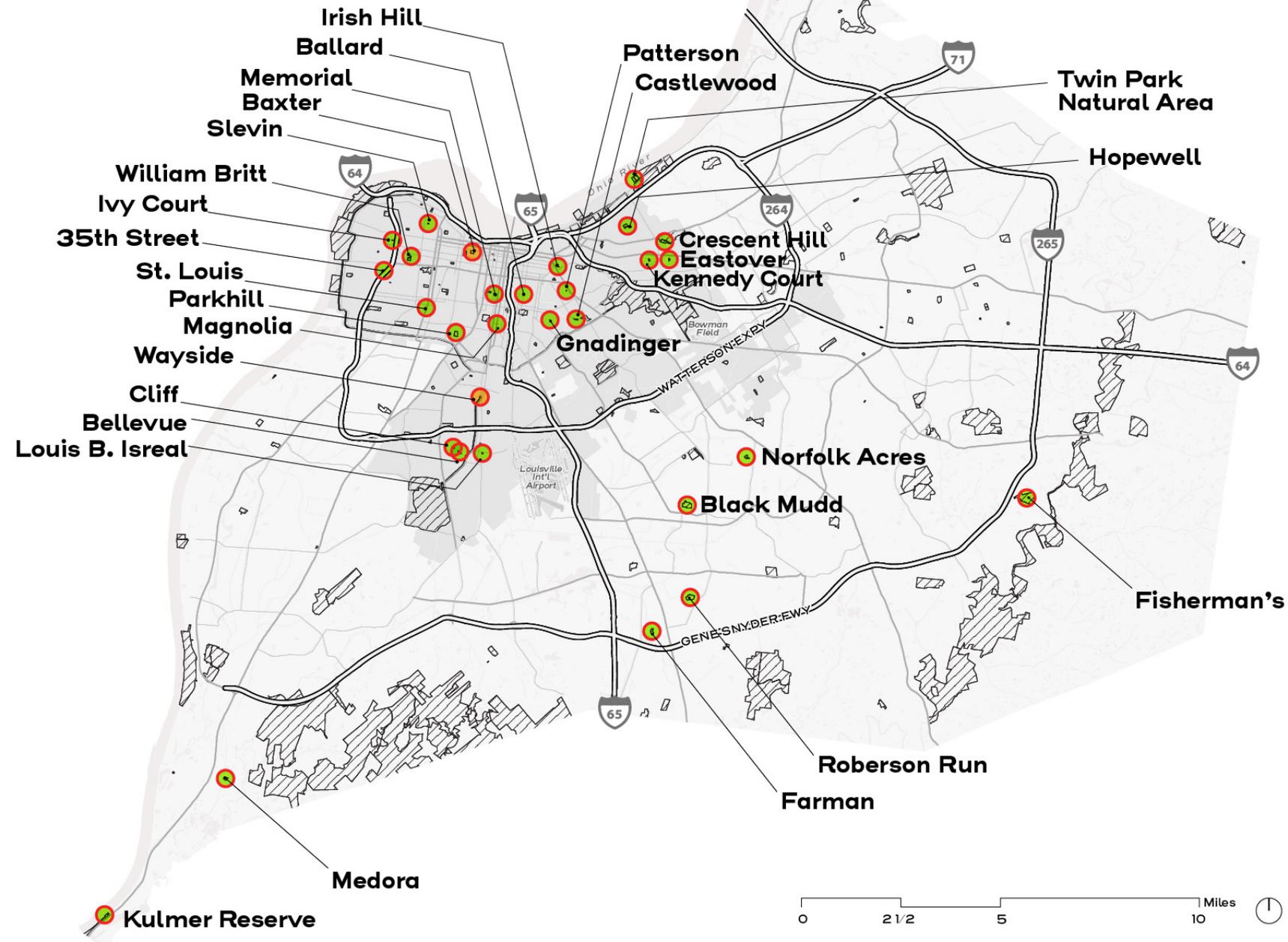
Park Condition Scoring:

- **27%** (33) score **"F"** (<50)
- **72%** (87) score **"D-F"** (<70)

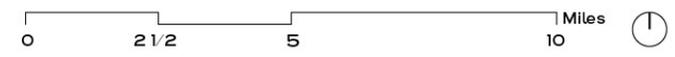
SITES WITH NO CAPITAL IMPROVEMENT ALLOCATIONS FROM METRO BUDGET, METRO COUNCIL OR PHILANTHROPIC PARTNERS

FY04-FY23

LOUISVILLE METRO GOVERNMENT, PARKS ALLIANCE, OLMSTED PARKS CONSERVANCY, INTERFACE STUDIO



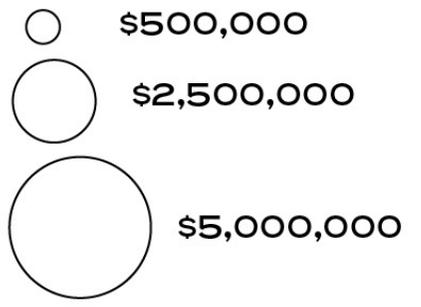
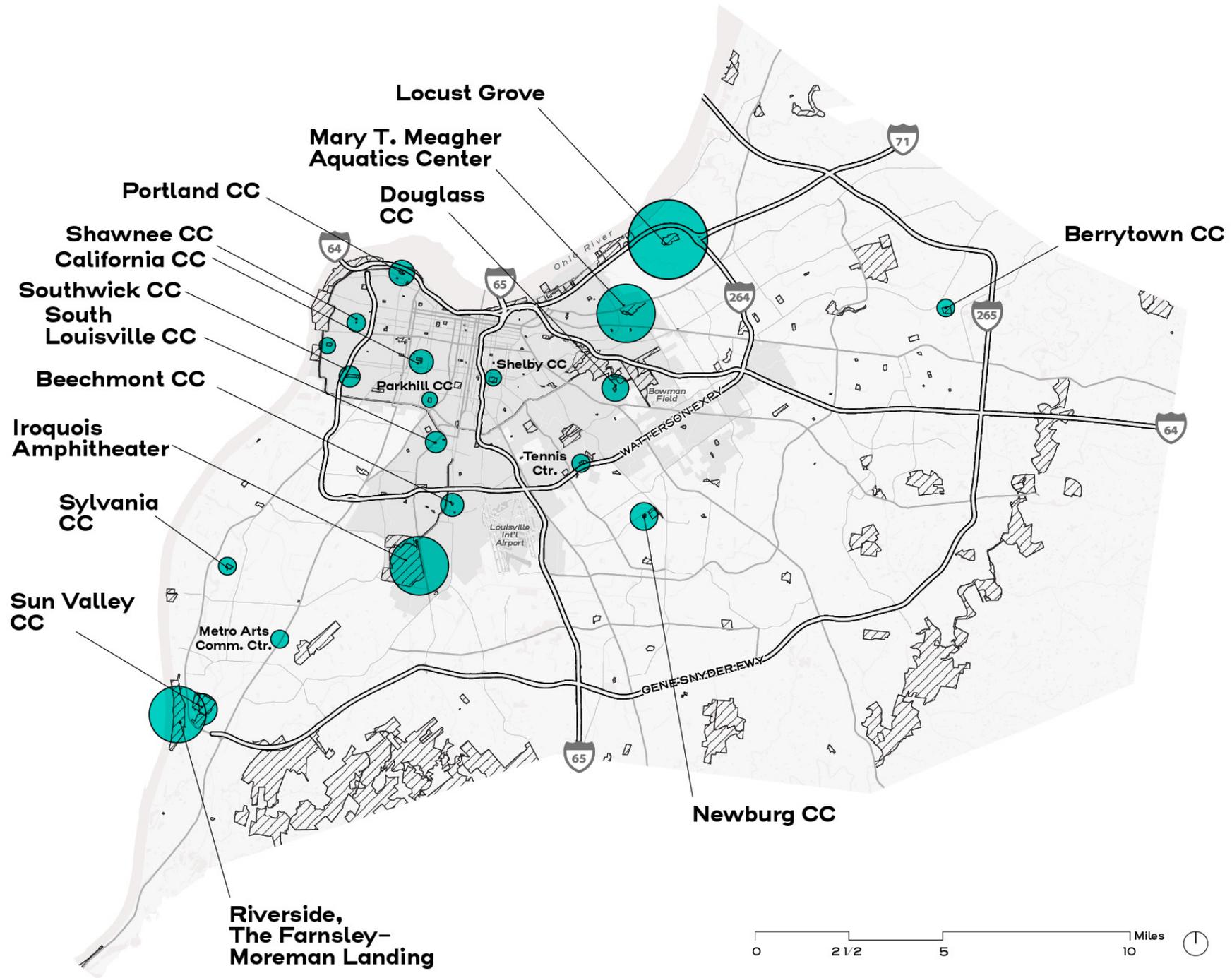
- Olmsted Parks
- Non-Olmsted Parks managed by Louisville Parks and Recreation
- Parks managed by Louisville Parks and Recreation that have received no capital allocations



**CAPITAL IMPROVEMENT ALLOCATIONS
FROM METRO BUDGET, METRO
COUNCIL'S NDF & CIF FUNDS &
PHILANTHROPIC PARTNERS
FOR FACILITIES**

FY04-FY23

LOUISVILLE METRO GOVERNMENT, PARKS ALLIANCE,
INTERFACE STUDIO



CAPITAL IMPROVEMENT ALLOCATIONS FROM METRO BUDGET, METRO COUNCIL'S NDF & CIF FUNDS & PHILANTHROPIC PARTNERS

FY04-FY23

LOUISVILLE METRO GOVERNMENT, PARKS ALLIANCE, OLMSTED PARKS CONSERVANCY, INTERFACE STUDIO

○ < \$100,000

○ \$500,000

○ \$5,000,000

● Olmsted Parks

● Olmsted Golf Courses

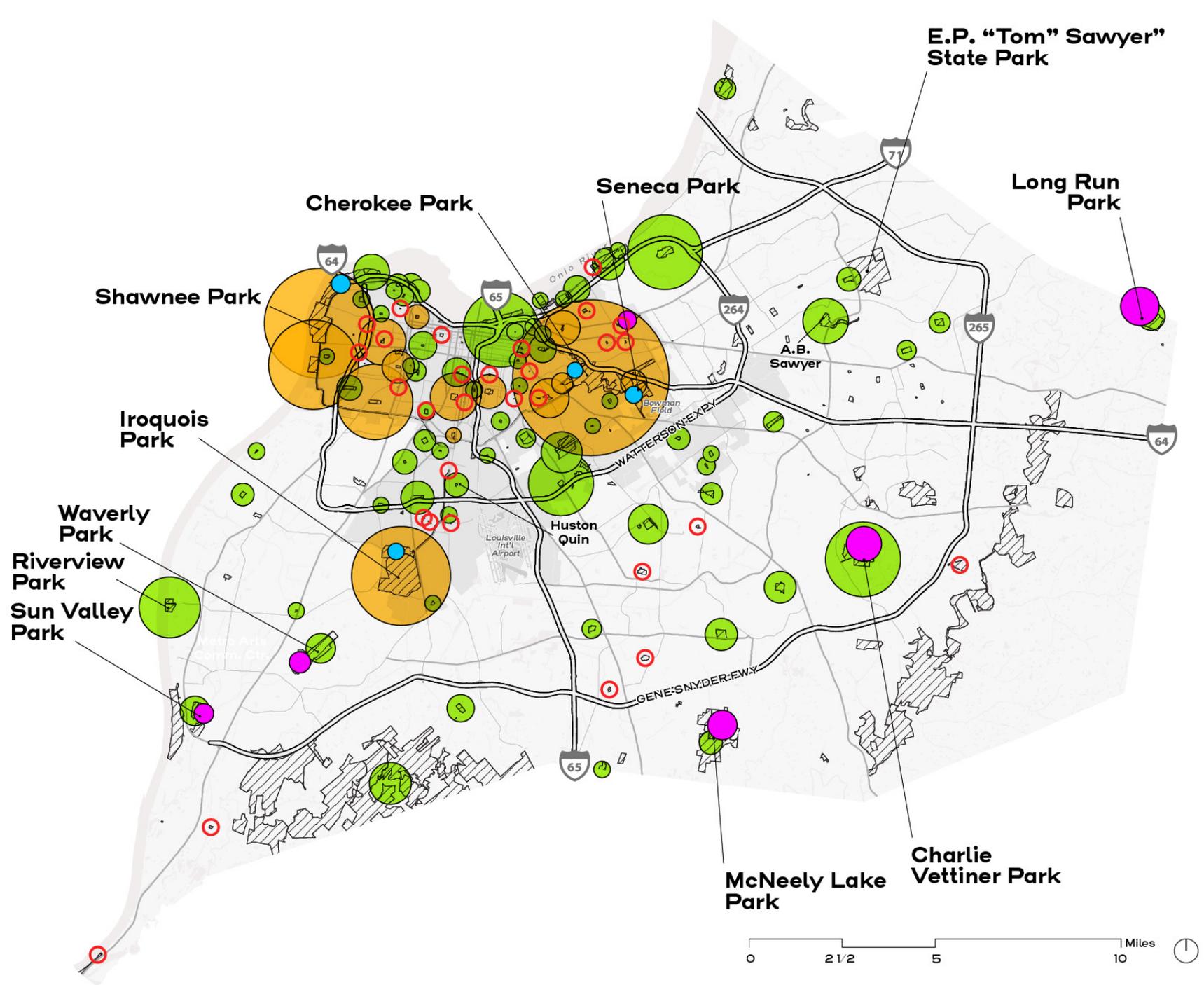
● Non-Olmsted Parks managed by Louisville Parks and Recreation

● Non-Olmsted Golf Courses managed by Louisville Parks and Recreation

○ Parks managed by Louisville Parks and Recreation that have received no capital allocations

Capital funding over the past 20 years:

- \$108.8M TOTAL
- 61% Metro Gov Capital Budgets
- 19% Philanthropic Partners
- 13% Other Public Sources (Fed, State, MSD)
- 6% Metro Council allocations (CIF, NDF)
- 1% Other



LEARNING ABOUT LOUISVILLE METRO'S

COMMUNITY

CONTEXT

UNDERSTANDING DIVERSITY & DISCREPANCIES
ACROSS THE METRO AREA

Datasets informing **EQUITABLE INVESTMENT STRATEGY**

POPULATION DENSITY

Residents/Sq Mi

Population density
for all locations
in the Metro Area

(ESRI 2021)

HISTORICAL INEQUITY

Race & Ethnicity

Density of residents who
identify as a **racial or
ethnic minority**

(ESRI 2021)

ENVIRONMENTAL JUSTICE

Air Quality/Pollution

The Environmental
Protection Agency's
**Air Toxics Respiratory
Hazard Index**

(EPA 2019)

HEALTH & WELLNESS

Crime

Density of
UCR Part I crime reports
(serious violent and
property crime)

(LMPD 2020)

Poverty

Density of families
who are
**living below the
poverty line**

(ESRI 2021)

Heat Risk

**Difference from the
Metrowide average
summer temperature** for
all locations in the Metro

(TPL 2021)

Poor Physical Health

Self-reported **chronic
physical health issues**,
including diabetes,
obesity, and heart disease

((CDC BRFSS 2019)

Foreign Born

Density of residents
who were
**born outside the
United State**

(US Census ACS 2020)

Proximity to Green

**Normalized Difference
Vegetation Index (NDVI)**
indicating "greenness" for
all locations in the Metro

(ESRI 2020)

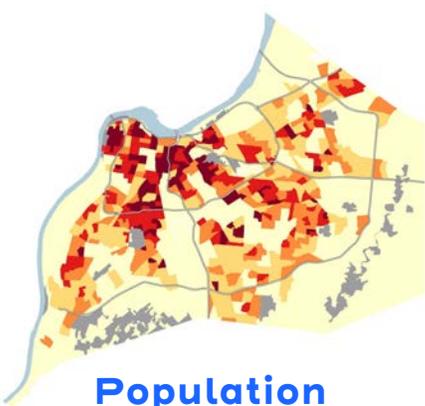
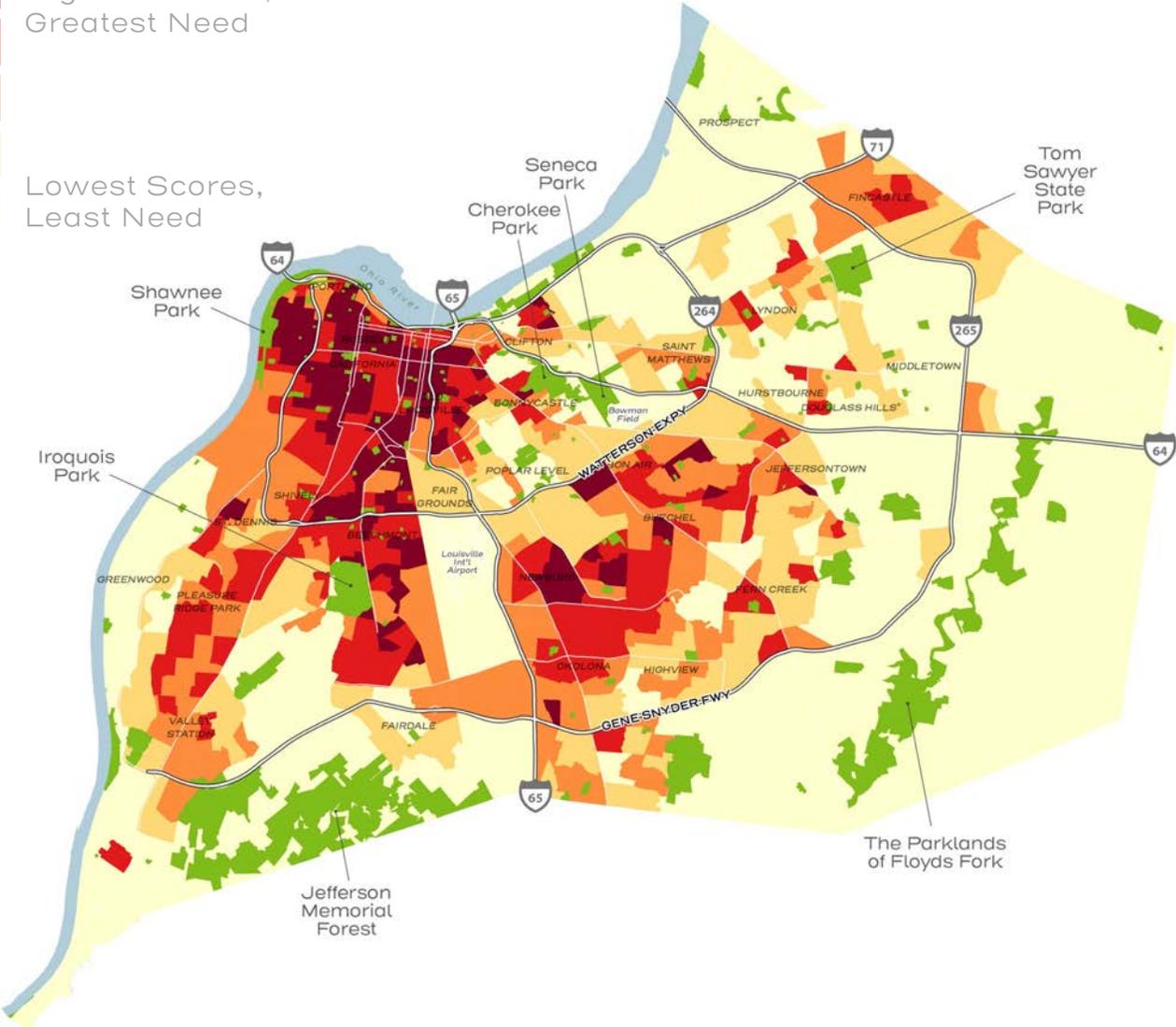
Poor Mental Health

Self-reported
poor mental health
for more than 14 days in
the past month

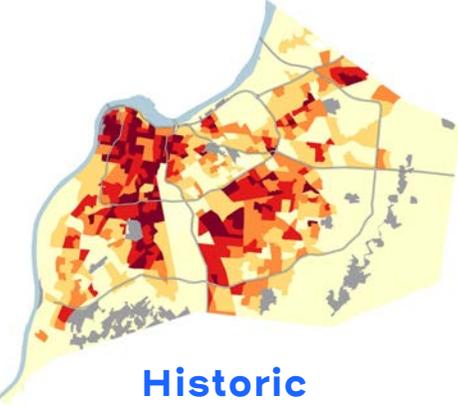
(CDC BRFSS 2019)

Combined, these datasets create a **COMMUNITY NEED SCORE**, identifying areas where investments in parks can make the greatest impact.

Legend



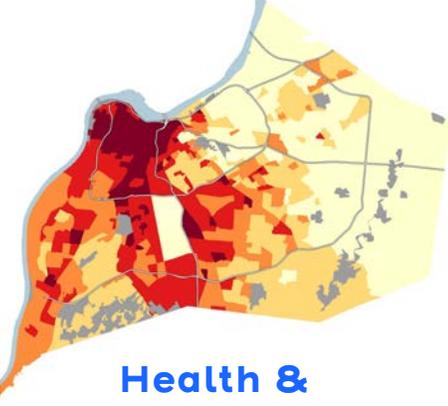
Population Density



Historic Inequities



Environmental Injustices



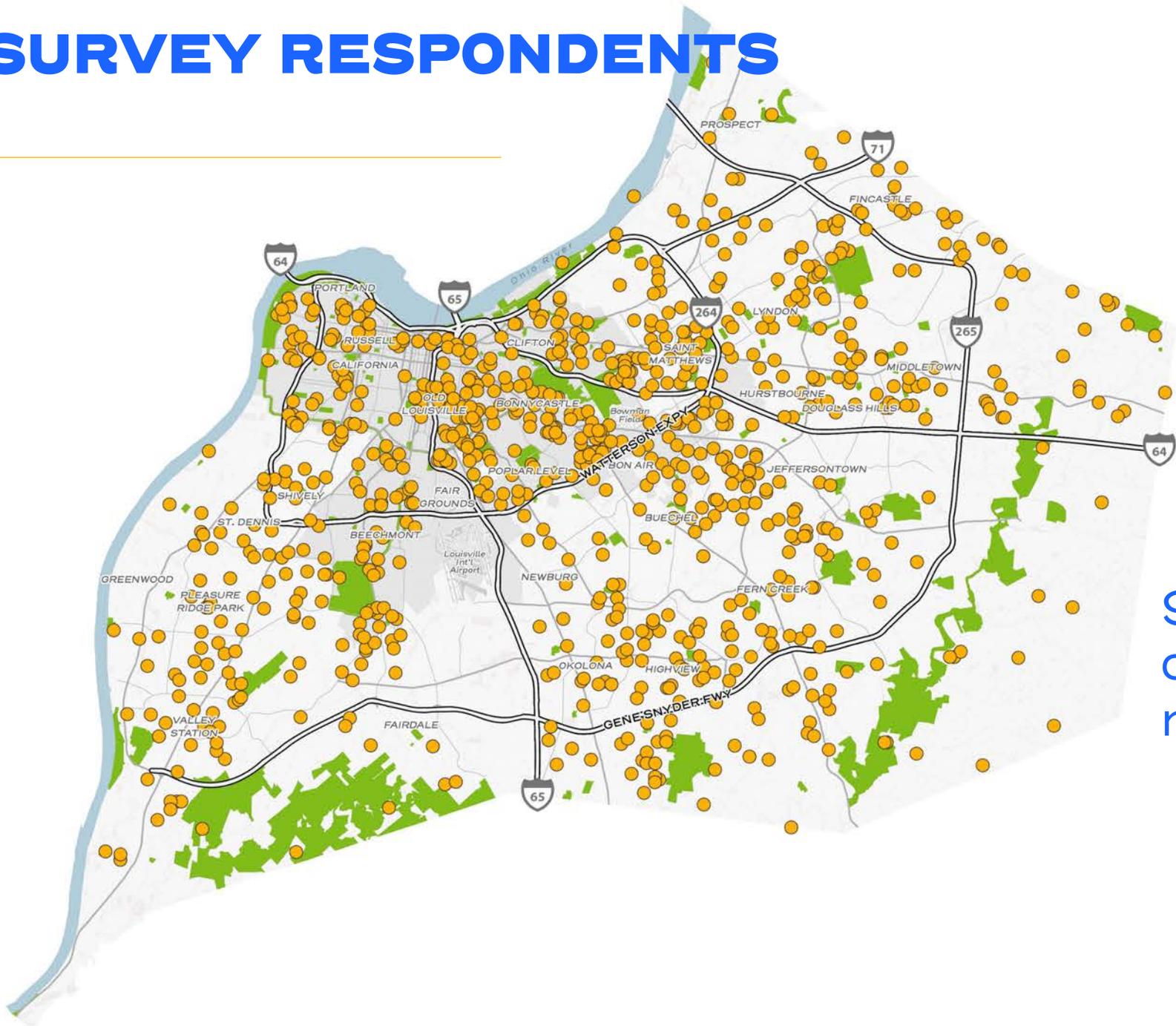
Health & Wellness

A CLOSER LOOK



AT THE
**COMMUNITY
SURVEY DATA**

SURVEY RESPONDENTS



900+ surveys received on statistically-valid mail-in survey

LOCATIONS OF COMPLETED PARK SURVEYS

ETC INSTITUTE

-  Publicly Accessible Parks
-  Location of completed survey to the nearest U.S. Census block

1) West Louisville

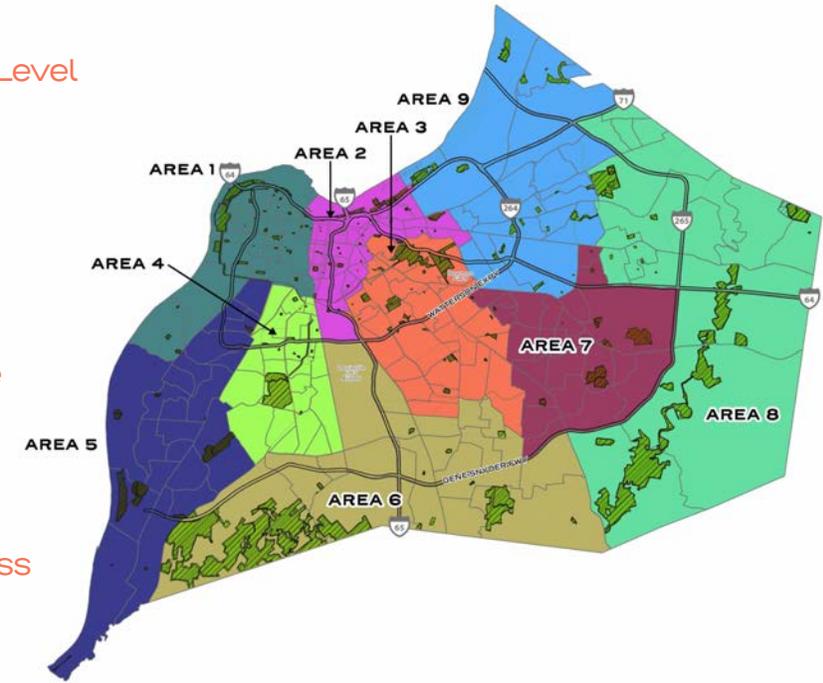
- California
- Chickasaw
- Park DuValle
- Park Hill – Algonquin
- Parkland
- Portland
- Rubbertown
- Russell
- Shawnee

2) Downtown & surrounding

- Central Business District
- Clifton Heights–Zorn
- Clifton–Irish Hill
- Crescent Hill
- Germantown Paristown
- Highlands
- Merriwether–St. Joe–Fairgrounds
- Old Louisville–Limerick
- Phoenix Hill–Butchertown
- Schnitzelburg
- Shelby Park
- Smoketown
- SoBro
- University

3) East Central

- Audubon–Poplar Level
- Bashford Manor
- Belknap
- Bon Air
- Bonnycastle
- Buechel
- Camp Taylor
- Cherokee Seneca
- Cherokee Triangle
- Deer Park
- Hawthorne
- Hayfield Dundee–Gardiner Lane
- Highlands Douglass
- Newburg
- Strathmore
- Tyler Park



4) South Central

- Auburndale
- Beechmont
- Cloverleaf
- Hazelwood
- Iroquois
- Jacobs
- Kenwood Hill
- Oakdale
- South Louisville
- Southland Park
- Southside
- Taylor Berry
- Wilder Park

5) South West

- Pleasure Ridge Park
- Riverport
- St. Andrews
- Shively
- Southwest Dixie
- Valley Station

6) Airport/South

- Airport
- Blue Lick
- Edgewood
- Fairdale
- Highview
- McNeeley Lake
- Okolona

7) South East Central

- Avondale Melbourne Heights
- Fern Creek
- J–Town
- Klondike
- Six Mile

8) South East

- Chamberlain–Ford
- Eastwood–Long Run
- Fisherville
- Lake Forest
- Middletown–Anchorage

9) North East

- Glenview–Prospect
- Goose Creek
- Hikes Point
- Indian Hills
- Lyndon
- Oxmoor
- St. Matthews
- Wolf Pen Branch–Norton Commons

PARKS ARE PART OF PEOPLE'S LIVES.

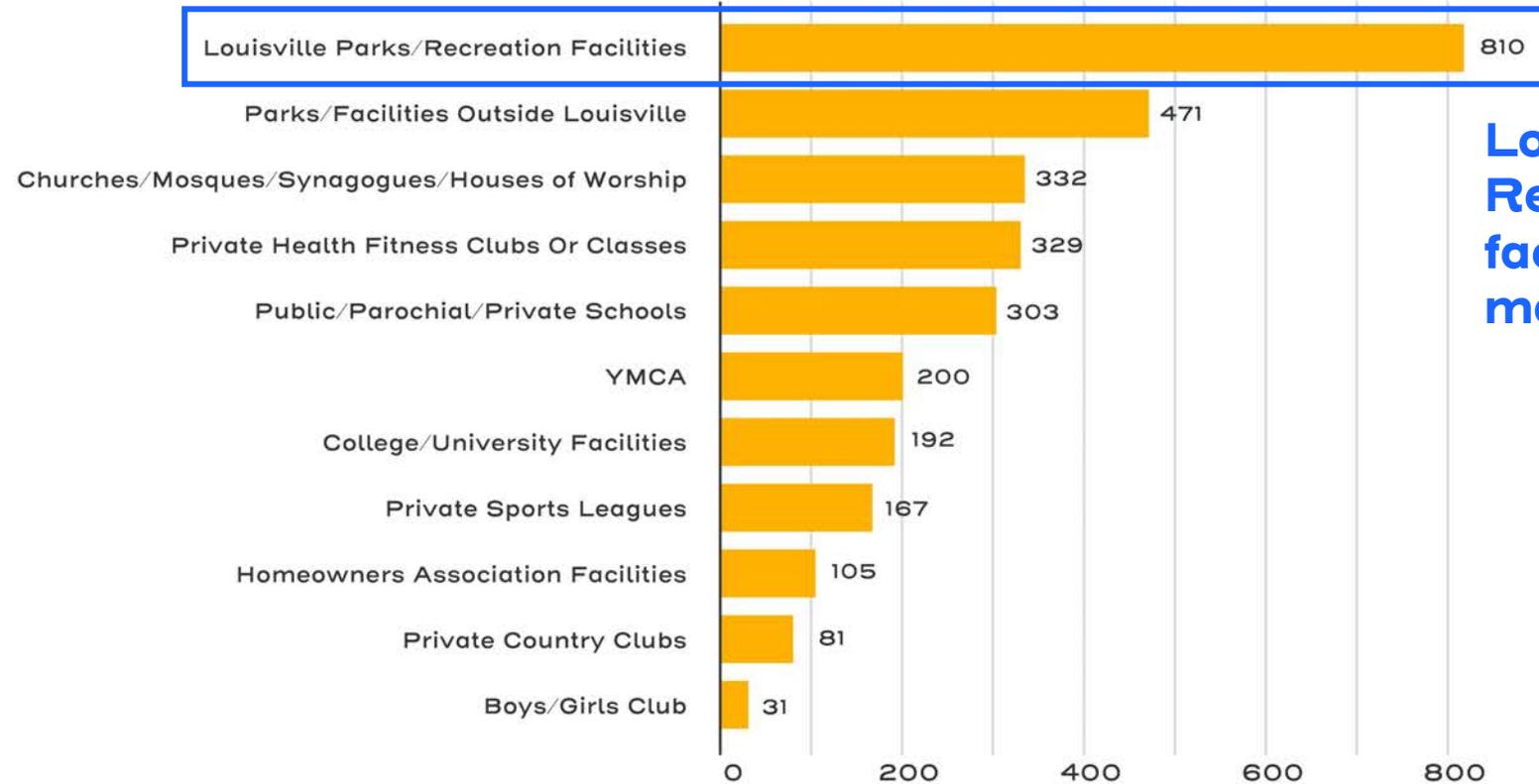
95%

of households have visited parks in Louisville within the last year.

METRO

Q2. Think about any indoor and/or outdoor recreation that you and members of your household engage in. Which of the following do you and members of your household use for indoor and/or outdoor recreation?

by number of households (multiple choices could be selected)



Lou Parks & Recreation facilities are the most visited.

SOURCE: Public Survey by ETC Institute

PARKS MATTER TO PEOPLE.

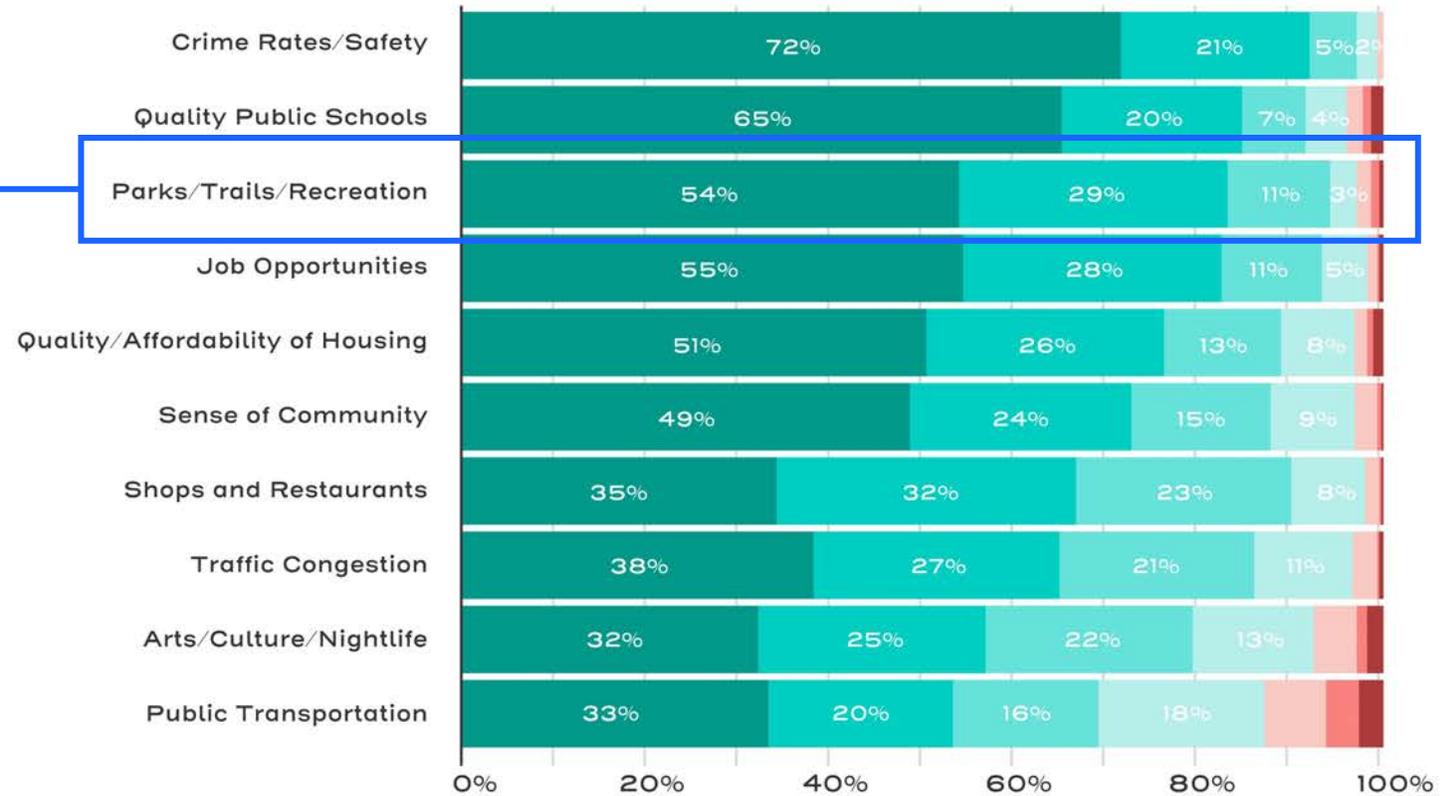
Parks, trails & recreation are among the **top three** factors that make a neighborhood a great place to live.

METRO

Q1. When you think about what makes a community a “great place to live,” how important are each of the following things?

by percentage of households using a 7-point scale, where 7 means extremely important and 1 means not at all important

EXTREMELY IMPORTANT / 6 / 5 / SOMEWHAT IMPORTANT / 3 / 2 / NOT IMPORTANT AT ALL



SOURCE: Public Survey by ETC Institute

Maintenance Priorities

(Importance
Most Important

vs.

Satisfaction)

Satisfaction

RANK	VERY HIGH PRIORITY	%	RANK	%	RANK
1	Restroom Maintenance	41.3%	1	23.4%	19
2	Graffiti Removal/Vandalism Repair	31.8%	4	32.4%	16
3	Path/Sidewalk (paved) Maintenance	39.7%	2	46.3%	8
HIGH PRIORITY					
4	Mowing	36.3%	3	48.5%	6
5	Waste Pickup	30.0%	5	44.9%	9
6	Landscape Care	25.5%	6	51.0%	4
7	Trail (non-paved) Maintenance	23.4%	7	55.4%	2
8	Playground Safety & Maintenance	21.5%	8	53.5%	3
MEDIUM PRIORITY					
9	Pavilion/Picnic Area Maintenance	15.6%	9	44.4%	10
10	Tree Care	12.7%	11	38.0%	14
11	Dog Park (off-leash) Maintenance & Care	10.0%	14	30.7%	18
12	Athletic Court Maintenance	11.1%	12	38.5%	13
13	Golf Course Maintenance	13.5%	10	55.6%	1
14	Community/Senior Center Maintenance	10.2%	13	48.1%	7
15	Pool/Spraypad/Sprayground Maintenance	9.9%	15	49.1%	5
16	Athletic Field Maintenance	6.5%	17	37.7%	15
17	Waterways/Lakes	6.7%	16	42.6%	12
18	Boat Ramp Maintenance	4.3%	18	31.7	17
19	Specialized Facility Maintenance	3.8%	19	44.4%	11

SOURCE: ETC Institute (Ranked by multiplying Most Important % by (1-Satisfaction %))

Which four **MAINTENANCE ACTIVITIES** are most important to your household?

Based on the sum of the top 4 choices

	All responses	Black	White	Hispanic	Other	Households with children under age 10	Households with children ages 10-19	Households with no children	Households with no children, 55+
#1	RESTROOMS 41%	RESTROOMS	RESTROOMS	RESTROOMS	RESTROOMS	PLAYGROUND SAFETY 53%	RESTROOMS	RESTROOMS	PATHS & SIDEWALKS
#2	PATHS & SIDEWALKS 40%	MOWING	PATHS & SIDEWALKS	LANDSCAPE CARE 40%	GRAFFITI REMOVAL	RESTROOMS	MOWING	PATHS & SIDEWALKS	MOWING
#3	MOWING 36%	PATHS & SIDEWALKS	MOWING	MOWING	MOWING	PATHS & SIDEWALKS	GRAFFITI REMOVAL	MOWING	RESTROOMS
#4	GRAFFITI REMOVAL 32%	LANDSCAPE CARE 30%	GRAFFITI REMOVAL	GRAFFITI REMOVAL	PATHS & SIDEWALKS	POOL & SPRAY FEATURES 35%	PATHS & SIDEWALKS	WASTE PICKUP 36%	GRAFFITI REMOVAL

Race/Ethnicity & Age

	Under \$35k	\$35-\$74.9k	\$75-\$99k	\$100-\$149k	\$150-199k	\$200k+	Prefer not to answer
	PATHS & SIDEWALKS	RESTROOMS	RESTROOMS	RESTROOMS	PATHS & SIDEWALKS	PATHS & SIDEWALKS	PATHS & SIDEWALKS
	MOWING	PATHS & SIDEWALKS	PATHS & SIDEWALKS	MOWING	RESTROOMS	GRAFFITI REMOVAL	RESTROOMS
	RESTROOMS	MOWING	MOWING	GRAFFITI REMOVAL	LANDSCAPE CARE 35%	RESTROOMS	GRAFFITI REMOVAL
	LANDSCAPE CARE 30%	WASTE PICKUP 35%	WASTE PICKUP 32%	PATHS & SIDEWALKS	GRAFFITI REMOVAL	MOWING	MOWING

Income

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
	RESTROOMS	RESTROOMS	RESTROOMS	RESTROOMS	PATHS & SIDEWALKS	RESTROOMS	PATHS & SIDEWALKS	PATHS & SIDEWALKS	PATHS & SIDEWALKS
	MOWING	MOWING	MOWING	PATHS & SIDEWALKS	MOWING	MOWING	RESTROOMS	RESTROOMS	RESTROOMS
	PATHS & SIDEWALKS	LANDSCAPE CARE 38%	PATHS & SIDEWALKS	GRAFFITI REMOVAL	RESTROOMS	PATHS & SIDEWALKS	GRAFFITI REMOVAL	MOWING	WASTE PICKUP 33%
	GRAFFITI REMOVAL	GRAFFITI REMOVAL	GRAFFITI REMOVAL	MOWING	GRAFFITI REMOVAL	WASTE PICKUP 28%	MOWING	GRAFFITI REMOVAL	MOWING

Geographic Area



Top Priorities for Investment in Recreation Facilities & Amenities

(Unmet Need + Importance)

VERY HIGH PRIORITY		score of 100+	RANK	RANK
Multi-use Paved & Unpaved Trails (hiking, biking)		150.6	4	1
Outdoor Restrooms (permanent, port-a-john)		149.3	2	3
Water Fountains/Bottle Filling Stations		144.8	1	4
Outdoor/Indoor Swimming Pools		105.1	3	9
HIGH PRIORITY		score of 50-99		
Open Space Conservation & Forested Areas		98.4	9	2
Pavilions and picnic areas (indoor/outdoor)		79.0	7	6
Dog Parks (off-leash)		76.3	6	8
Outdoor Exercise/Fitness Areas		66.7	5	13
Community/Senior Centers		66.3	8	11
Amphitheater		65.9	11	7
Playgrounds		61.8	16	5
Spraypads/Spraygrounds		51.9	13	12
MEDIUM PRIORITY		score of 0-49		
Indoor Basketball/Volleyball Courts (indoor gyms)		43.8	10	18
Golf Courses (course, clubhouse, driving range)		39.3	20	10
Outdoor Courts (volleyball, basketball)		39.0	14	16
Lighted Diamond & Rectangular Sports Fields		38.6	15	14
Indoor Racket Sports Courts (tennis, pickleball)		36.9	12	20
Outdoor Racket Sports Courts (tennis, pickleball)		34.7	17	15
Disc Golf Courses		26.0	19	17
Computer Labs in Community Centers		26.0	18	19
Equestrian Stable		16.8	21	21
Cricket Pitch		3.0	22	22

SOURCE: ETC Institute (Ranked by adding Unmet Need score to Importance score)

Which four **RECREATION FACILITIES/AMENITIES** are most important to your household?

Based on the sum of the top 4 choices

	All responses	Black	White	Hispanic	Other	Households with children under age 10	Households with children ages 10-19	Households with no children	Households with no children, 55+
#1	MULTI-USE PATHS & TRAILS 64%	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	PLAYGROUNDS 67%	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS
#2	OPEN SPACE 39%	OUTDOOR RESTROOMS	OPEN SPACE	OUTDOOR RESTROOMS	OPEN SPACE	MULTI-USE PATHS & TRAILS	OPEN SPACE	OPEN SPACE	OUTDOOR RESTROOMS
#3	OUTDOOR RESTROOMS 37%	OPEN SPACE	OUTDOOR RESTROOMS	PAVILIONS & PICNIC AREAS 44%	OUTDOOR RESTROOMS	SPRAYGROUNDS & SPRAYPADS 48%	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OPEN SPACE
#4	BOTTLE FILLING STATIONS 29%	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	OPEN SPACE	BOTTLE FILLING STATIONS	OUTDOOR RESTROOMS	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	COMMUNITY/SENIOR CENTERS 24%

Race/Ethnicity & Age

	Under \$35k	\$35-\$74.9k	\$75-\$99k	\$100-\$149k	\$150-199k	\$200k+	Prefer not to answer
	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS				
	OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE	OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE	OPEN SPACE
	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS
	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	PAVILIONS & PICNIC AREAS 37%	BOTTLE FILLING STATIONS	PLAYGROUNDS 23%

Income

	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
	MULTI-USE PATHS & TRAILS	MULTI-USE PATHS & TRAILS							
	OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS	OPEN SPACE	OPEN SPACE
	OPEN SPACE	OUTDOOR RESTROOMS	BOTTLE FILLING STATIONS	OUTDOOR RESTROOMS	OPEN SPACE	PLAYGROUNDS 30%	OPEN SPACE	OUTDOOR RESTROOMS	OUTDOOR RESTROOMS
	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	OUTDOOR RESTROOMS	AMPHITHEATER 32%	BOTTLE FILLING STATIONS	BOTTLE FILLING STATIONS	DOG PARKS 21%	PAVILIONS & PICNIC AREAS 28%	BOTTLE FILLING STATIONS

Geographic Area



Top Priorities for Investment in Recreation Programs & Activities

(Unmet Need + Importance)

VERY HIGH PRIORITY		score of 100+	RANK	RANK
Adult Fitness Programs (Including Water)		174.6	1	2
Special Events/Festivals		173.5	2	1
Family Programs		102.2	3	3
HIGH PRIORITY		score of 50-99		
Senior Programs		91.2	4	5
Adult Adapted Recreation Programs		90.7	5	4
Adult Swim Programs		75.8	6	8
Adult Sports Leagues		71.8	7	6
Support Services (Family, Youth, Adult)		54.2	14	9
Teen/Young Adult Workforce Development Programs		51.9	8	12
Races (Running, Triathlon, Bicycling)		50.7	22	7
MEDIUM PRIORITY		score of 0-49		
Teen Programs		49.3	12	11
Youth Summer Programs and Camps		48.8	11	13
Youth Camp Programs		45.9	10	18
Youth Art, Dance, and Performing Arts Programs		45.5	13	16
Youth Environmental Education Programs and Camps		44.9	15	14
Youth Swim Programs		44.6	9	20
Preschool Programs		44.0	18	10
Teen/Young Adult (At-Risk) Programs		37.0	20	15
Youth Before/After School Programs		36.8	17	19
Youth Fitness Programs (Including Water)		36.0	16	23
Youth Sports Leagues		35.8	19	17
Youth Adapted Recreation Programs		30.8	21	21
Youth Meal Programs		24.0	23	22

SOURCE: ETC Institute (Ranked by adding Unmet Need score to Importance score)

Which four **RECREATION PROGRAMS/ACTIVITIES** are most important to your household?

Based on the sum of the top 4 choices

#1
#2
#3
#4

All responses	Black	White	Hispanic	Other	Households with children under age 10	Households with children ages 10-19	Households with no children	Households with no children, 55+
SPECIAL EVENTS 47%	SPECIAL EVENTS	SPECIAL EVENTS	FAMILY PROGRAMS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
FITNESS PROGRAMS 35%	FITNESS PROGRAMS	FITNESS PROGRAMS	SPECIAL EVENTS	FITNESS PROGRAMS	FAMILY PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS
FAMILY PROGRAMS 23%	FAMILY PROGRAMS	FAMILY PROGRAMS	SENIOR PROGRAMS 24%	RECREATION PROGRAMS	PRESCHOOL PROGRAMS 28%	FAMILY PROGRAMS	RECREATION PROGRAMS	SENIOR PROGRAMS 40%
RECREATION PROGRAMS 20%	RECREATION PROGRAMS	RECREATION PROGRAMS	SUPPORT SERVICES 20%	ADULT SPORTS LEAGUES 24%	FITNESS PROGRAMS	Y. WORKFORCE DEV. PROGRAMS 24%	ADULT SPORTS LEAGUES 22%	RECREATION PROGRAMS

Race/Ethnicity & Age

Under \$35k	\$35-\$74.9k	\$75-\$99k	\$100-\$149k	\$150-199k	\$200k+	Prefer not to answer
SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS
FAMILY PROGRAMS	FAMILY PROGRAMS	FAMILY PROGRAMS	RACES 25%	RECREATION PROGRAMS	RECREATION PROGRAMS	FAMILY PROGRAMS
ADULT SWIM PROGRAMS 23%	SENIOR PROGRAMS 20%	ADULT SPORTS LEAGUES 19%	ADULT SPORTS LEAGUES 22%	RACES 22%	FAMILY PROGRAMS	SENIOR PROGRAMS 24%

Income

Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Area 9
SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS	SPECIAL EVENTS
FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FAMILY PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS	FITNESS PROGRAMS
FAMILY PROGRAMS	RECREATION PROGRAMS	FAMILY PROGRAMS	RECREATION PROGRAMS	FITNESS PROGRAMS	FAMILY PROGRAMS	FAMILY PROGRAMS	SENIOR PROGRAMS 25%	RACES 23%
RECREATION PROGRAMS	ADULT SPORTS LEAGUES 21%	RECREATION PROGRAMS	FAMILY PROGRAMS	SENIOR PROGRAMS 19%	RECREATION PROGRAMS	SENIOR PROGRAMS 22%	RECREATION PROGRAMS	FAMILY PROGRAMS

Geographic Area



How does Parks For All approach **TOTALLY NEW AMENITIES & DESIGNS** (capital)?





PARKS FOR ALL ROADMAP

How the pieces fit together

FOUR KEY STRATEGY AREAS

Equitable allocation of resources



MAINTENANCE day-to-day

Regular upkeep tasks including waste pickup; path, sidewalk, and trail maintenance; playground maintenance; tree care; and other tasks



REHABILITATION of existing assets

Regularly-scheduled investments to repair or restore existing amenities, in order to extend their life, improve safety, and increase functionality



PROGRAMMING & SERVICES

Enriching youth, adult and family friendly programs, activities and events that cater to local interests and needs



CAPITAL INVESTMENT

Major investments to transform a site through master planning and/or replacement of existing amenities

THREE SUPPORTING STRATEGY AREAS



POLICY

Metro Government and/or Parks and Rec policies that support the equitable investment initiative and its implementation, reflect industry best practices, protect against neighborhood displacement, and provide for improved operational efficiencies



INTERNAL OPERATIONS

Parks and Rec internal operations for improved alignment and coordination of department activities, operational efficiencies, implementation of the equitable investment initiative, and adoption of industry best practices



FINANCING & FUNDRAISING

Financial management policies and practices, revenue generation strategies that reflect industry best practices, partnership recommendations for relationships with non-profit partners and philanthropic community, and reporting strategies for transparency and accountability

NEXT STEPS

LOCAL PROJECT TEAM:

- **OCT 26:** Meeting #9 (park, recreation and community data; Parks for All draft investment strategy & supporting policy, internal operations & financing recommendations)

PUBLIC ROLL-OUT:

- **NOVEMBER:**
 - Phase II of Community Engagement: sharing recommendations, building support
- **JANUARY 25:**
 - Community-wide event presenting recommendations

**QUESTIONS?
COMMENTS?**

THANK YOU!



Photo Credit: Lou Parks & Rec