



# Parks & Recreation Comprehensive Master Plan

Columbus Parks and Recreation



# Protocol Guidelines

## General Guidelines:

- This meeting is being recorded. A video recording of the meeting will be available through a YouTube link on the project website. Please visit: ***ImagineYourColumbusParks.com*** for the link.
- The meeting will begin with a brief project overview, followed by public input.
- Please be patient. There may be slight audio and video delays.
- Please be respectful of everyone's time and each other.
- If you have any questions during the presentation, please use the Q & A feature. Use the chat feature for any comments you may have. Our team will respond as soon as possible.

# Team Introductions



National, full-service management consulting and planning firm specializing in government and not-for-profit agencies

Helped agencies in 45 states and 7 foreign countries through 1000+ projects

Based in Indianapolis

## Full-service Consulting Practice

- Planning
- Assessments
- Customer Service Training
- Web and App Development



[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)



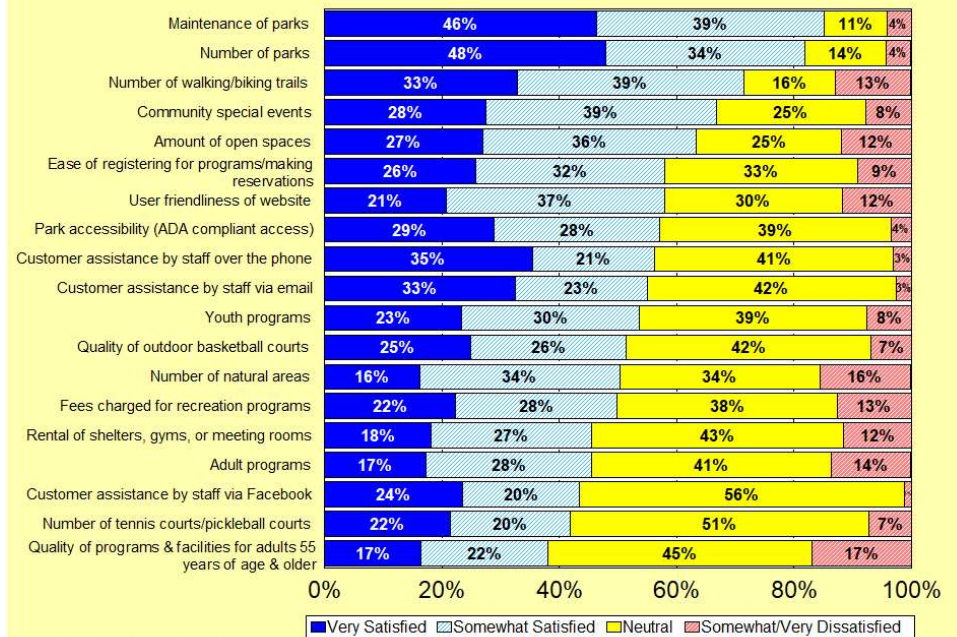
# Team Introductions



## Background & Ability of Personnel

- Full service market research firm of nearly 100 people
  - ✓ Expertise in parks and recreation surveys nationwide
- 1000+ parks and recreation surveys nationwide
- Benchmarking research

**Q13. Satisfaction With Various Parks & Recreation Services**  
by percentage of respondents



# Our Team = Local, Regional and National Insights...



CITY OF BLOOMINGTON  
Parks and Recreation

Carmel • Clay  
Parks & Recreation  
NATIONAL GOLD MEDAL WINNER



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# PLANNING PROCESS

[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)



# Key Steps in Planning Process



Where Are We  
**TODAY?**

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Where Are We Going  
**TOMORROW?**

---



How Do We Get  
**THERE?**

---

# Where are we in the Process?

1. Site visits (Completed)
2. Focus Group and One-on-One Meetings (Completed)
3. Public Workshop (Tonight)
4. Opportunities for Additional Input:
  - Statistically-Valid Public Opinion Survey
  - Online Survey
  - ImagineYourColumbusParks.com - Online Comments
5. Final Recommendations to Park Board in early 2022





# Multi-Lingual Crowdsourcing Website



[About](#) [Technical Reports](#) [Key Events](#) [Contact Us](#)



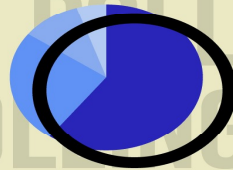
YOUR INPUT  
NEEDED TO

#ImagineYourColumbusParks

ABOUT COLUMBUS PARKS & RECREATION DEPARTMENT

[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)





# POLL #1: AUDIENCE PROFILE

[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

# Poll 1: What is your Gender?

- A. Female
- B. Male
- C. Non-Binary
- D. Prefer not to answer

# Poll 1: What age segment are you in?

- A. Ages 0-17
- B. Ages 18-34
- C. Ages 35-54
- D. Ages 55-74
- E. Ages 75+

# Poll 1: What Zip Code do you live in?

- A. 47201
- B. 47202
- C. 47203
- D. Other (Please enter in chat box)

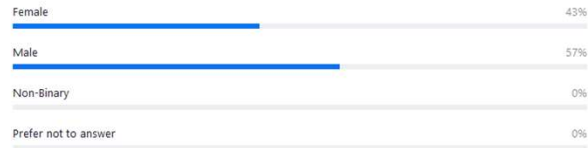
# Poll 1: If attending virtually, how many people are participating with you in this meeting?

- A. Just myself
- B. One other person
- C. Two other people
- D. Three or more people

You are viewing the poll results (shared by host)

### Poll #1: Audience Profile

1. What is your Gender? (Single Choice) \*



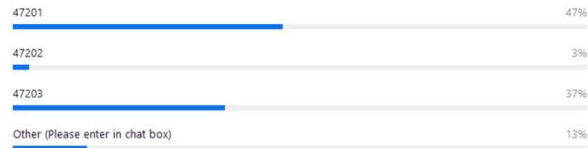
You did not answer this question

2. What age segment are you in? (Single Choice) \*



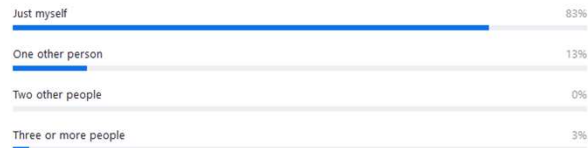
You did not answer this question

3. What Zip Code do you live in? (Single Choice) \*



You did not answer this question

4. If attending virtually, how many people are participating with you in this meeting? (Single Choice) \*



You did not answer this question



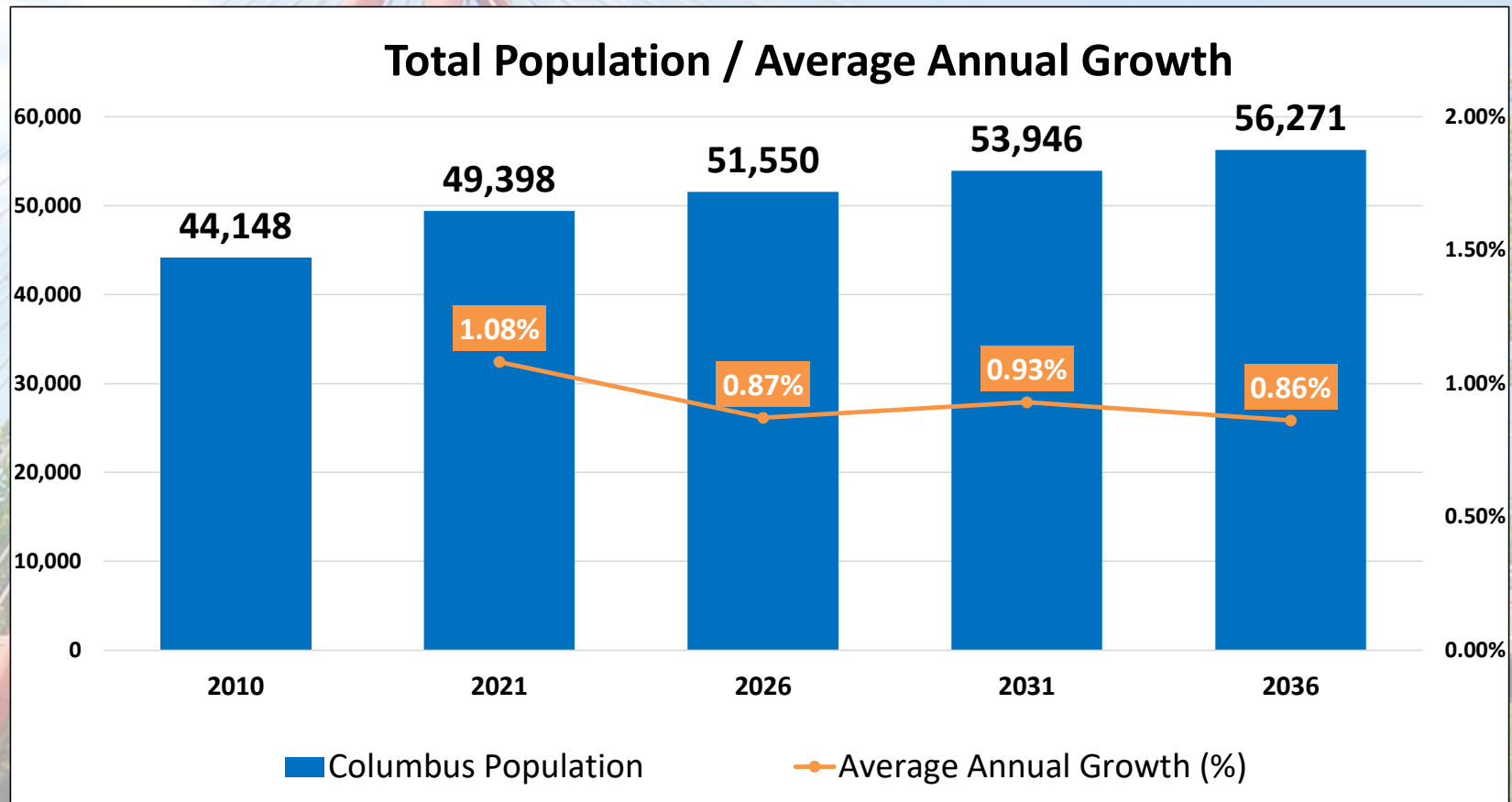
# DEMOGRAPHICS & TRENDS



[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

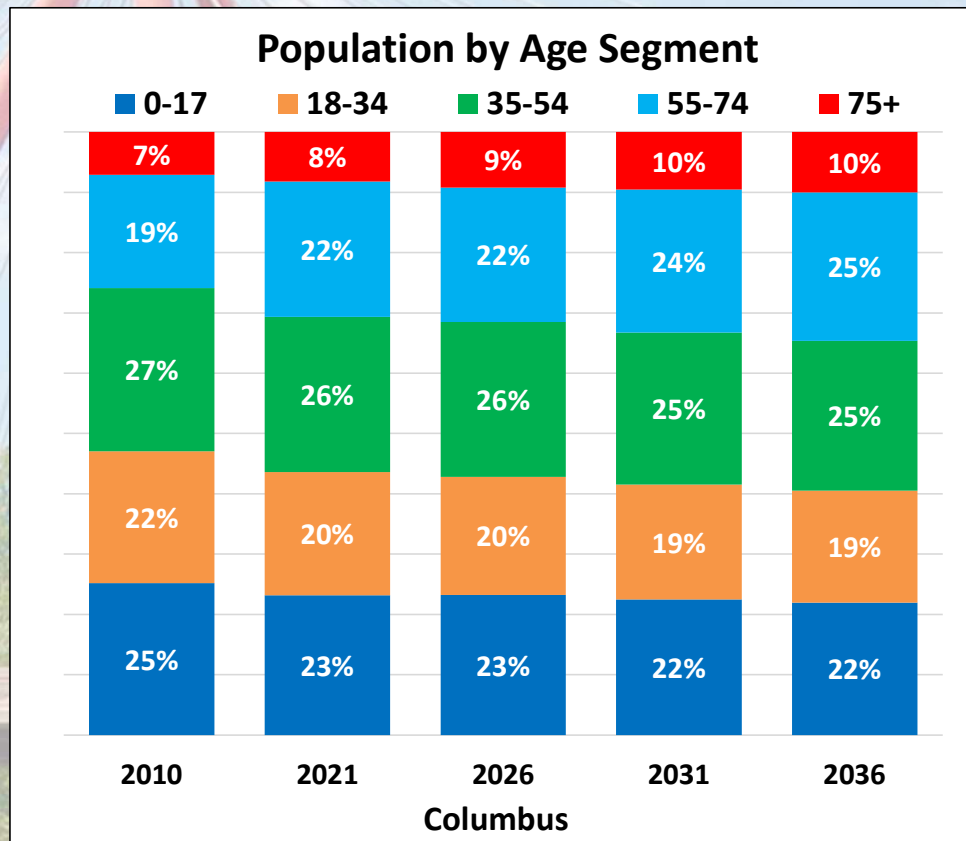


# Exponential growth



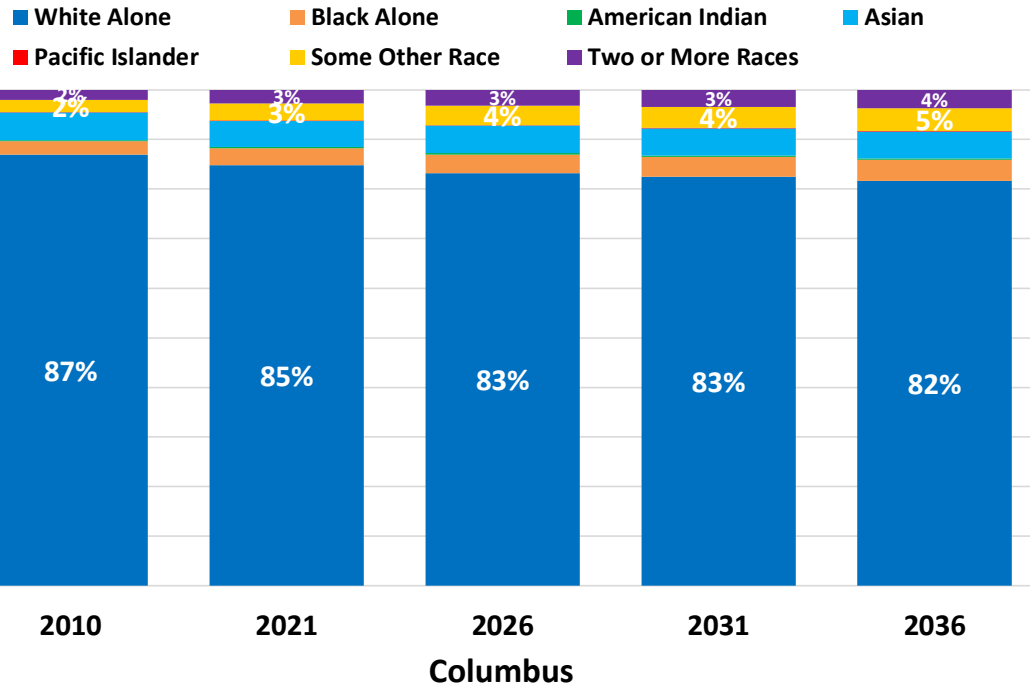
[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

# Getting a little older...

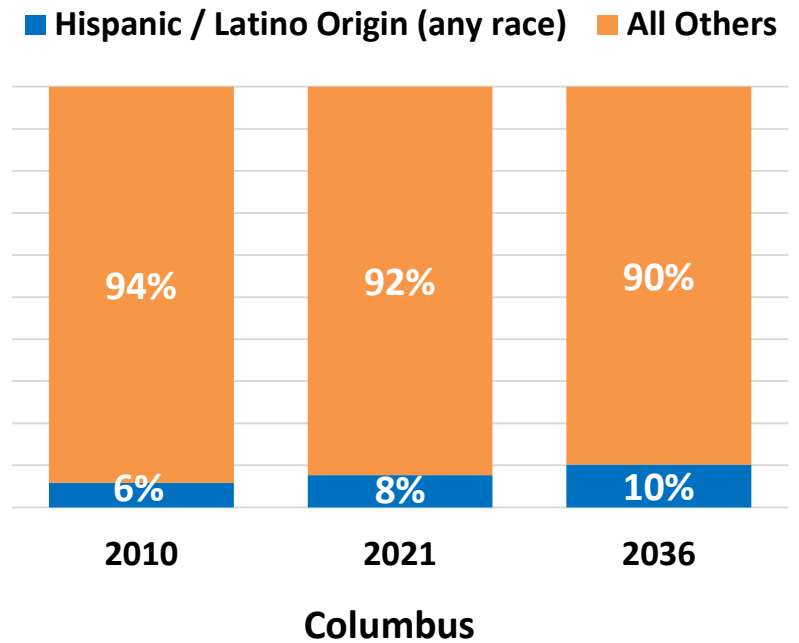


# ...and more diverse

## Population by Race



## Hispanic / Latino Population



## Where Is America Diversifying the Fastest? Small Midwestern Towns.

Columbus, Ind., hometown of Cummins and Mike Pence, embodies a new kind of immigrant melting pot far from the big city; 'a snowball effect'

By [John McCormick](#) and [Paul Overberg](#) / Photographs by Maxine Wallace  
for *The Wall Street Journal*

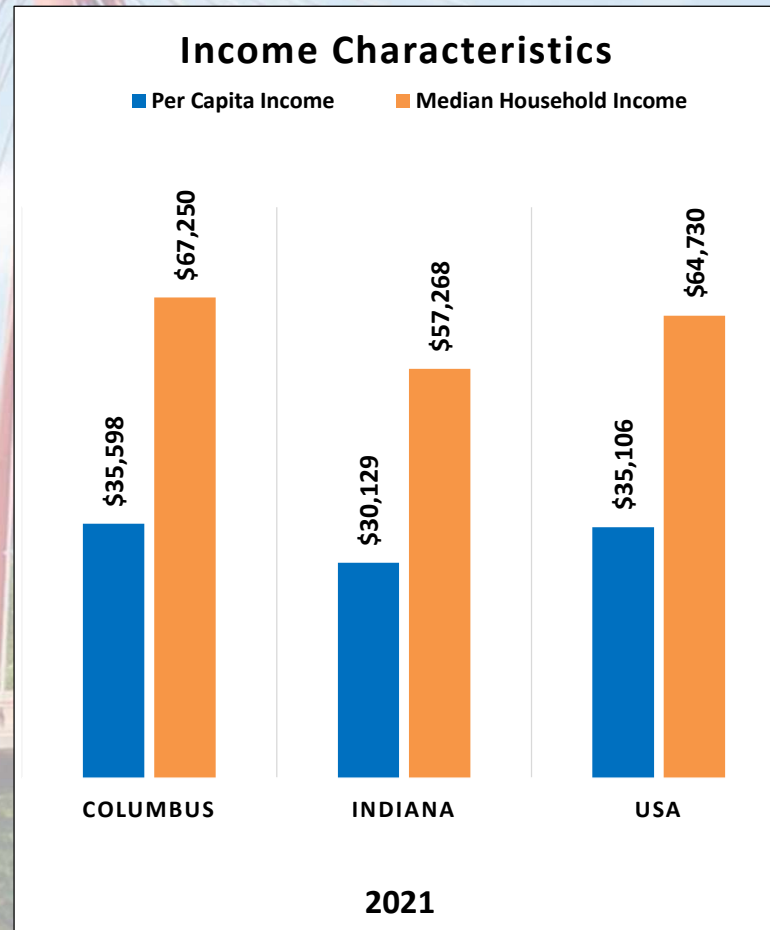
Aug. 13, 2021 9:09 am ET

One in seven residents in Columbus, Ind., a city of about 50,000, was born outside the United States. Public school students collectively speak more than 50 languages and dialects at home. Roughly three dozen foreign companies operate in the area.

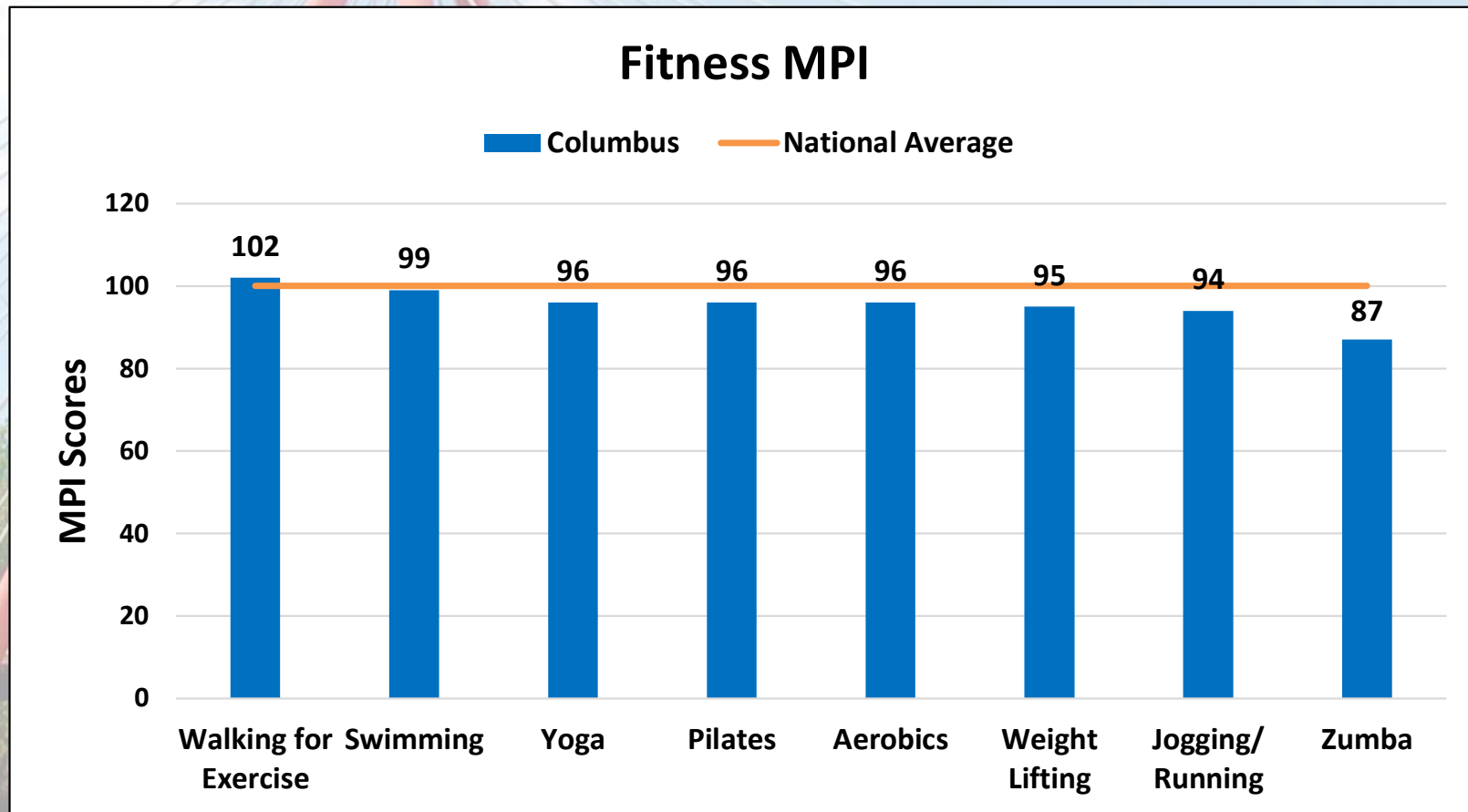
[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

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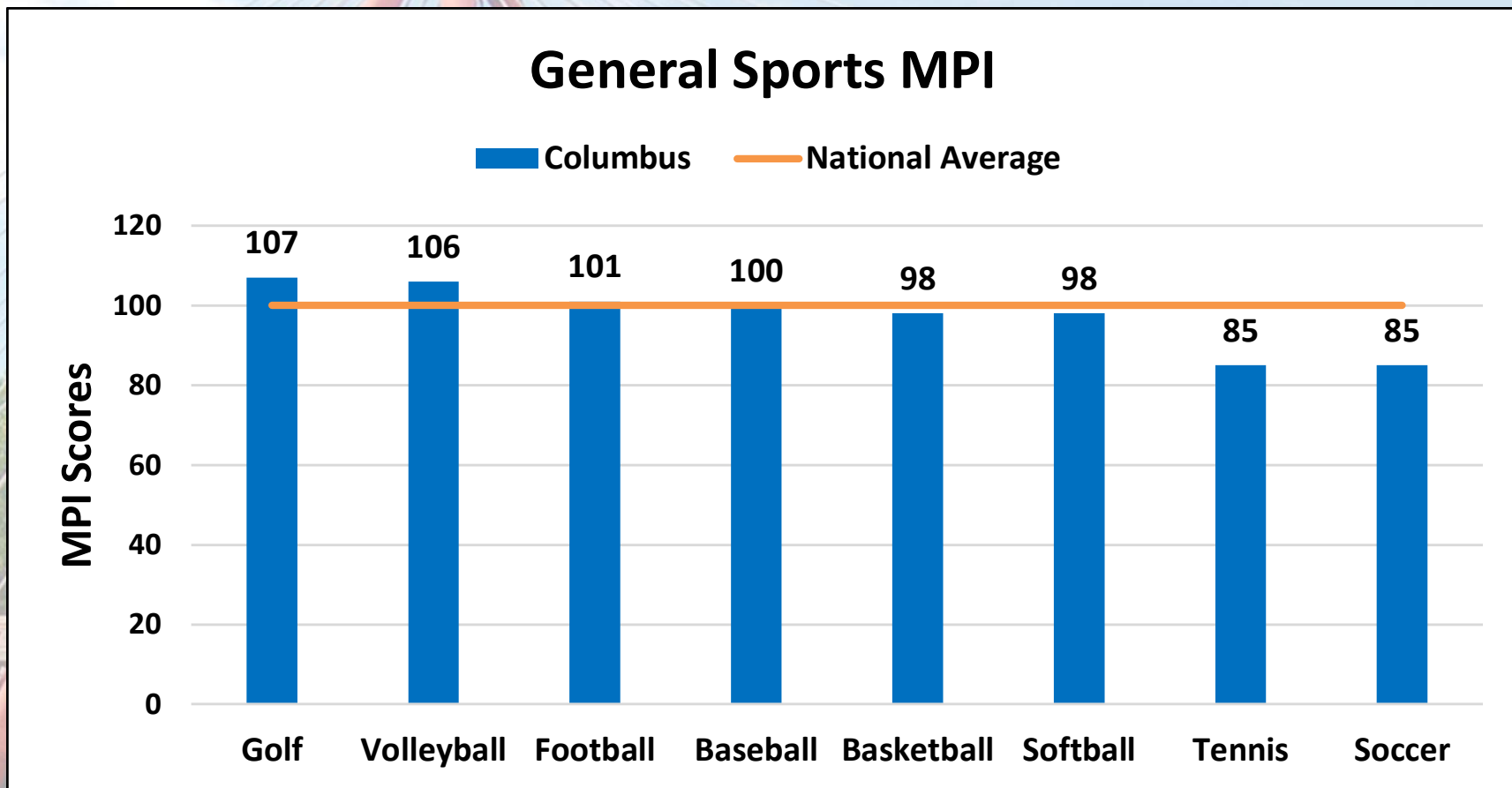
# Above average income



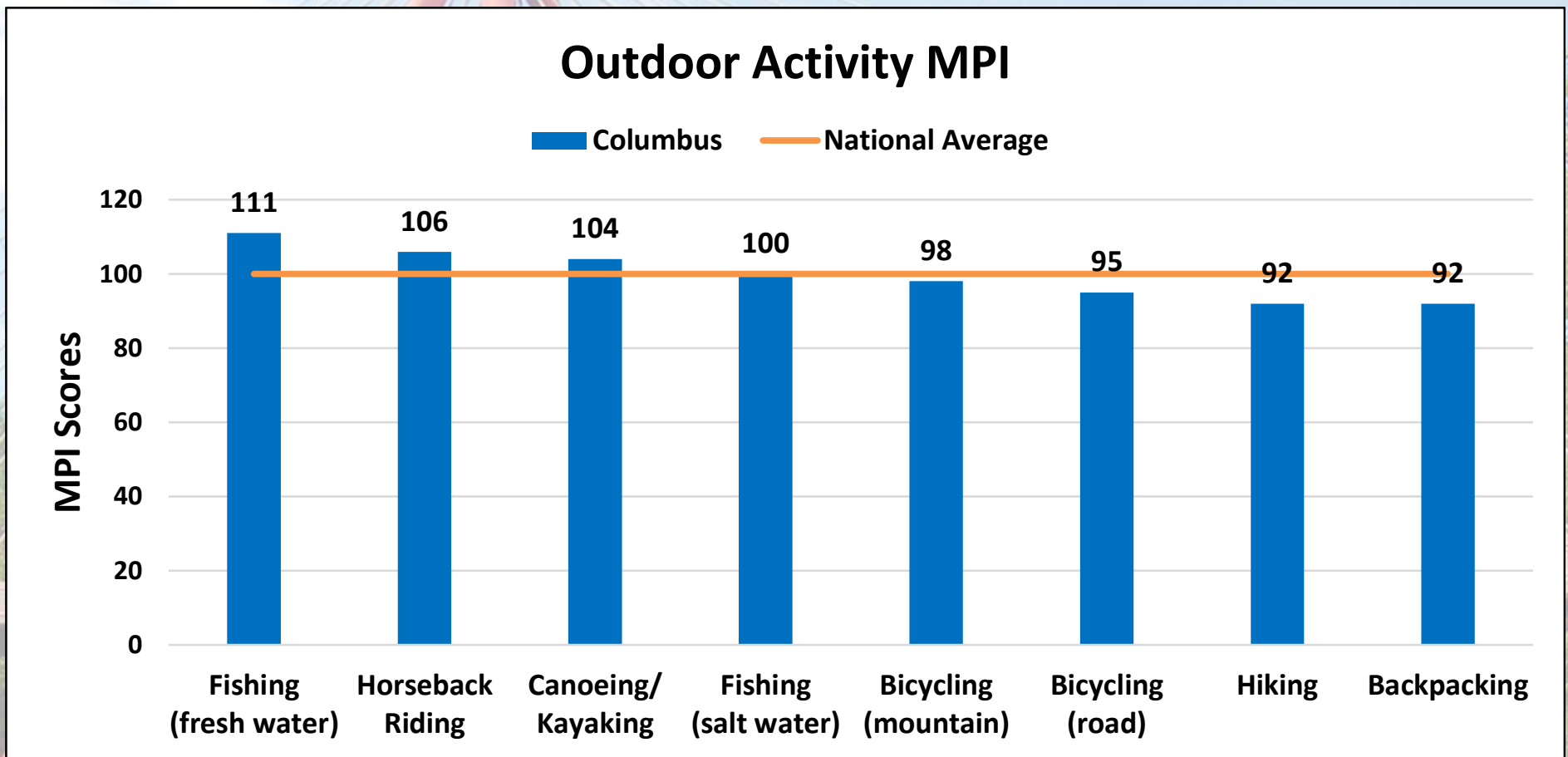
# Let's go for a walk



# At / Slightly above average sporting interest



# Outdoor Friendly



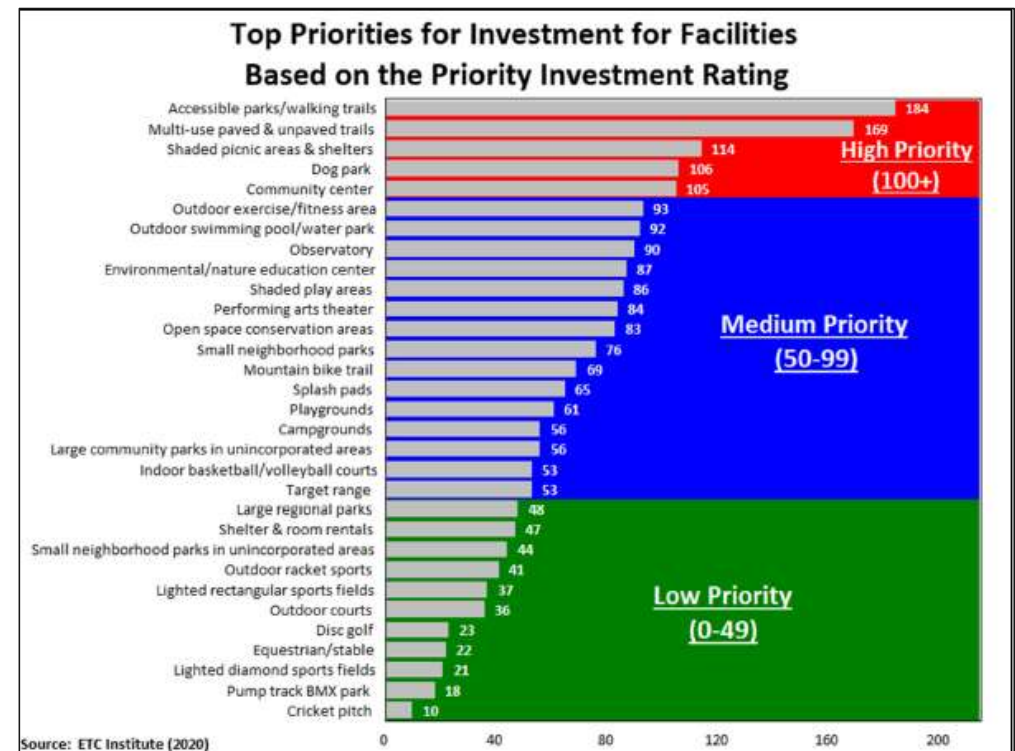




# COMMUNITY ENGAGEMENT

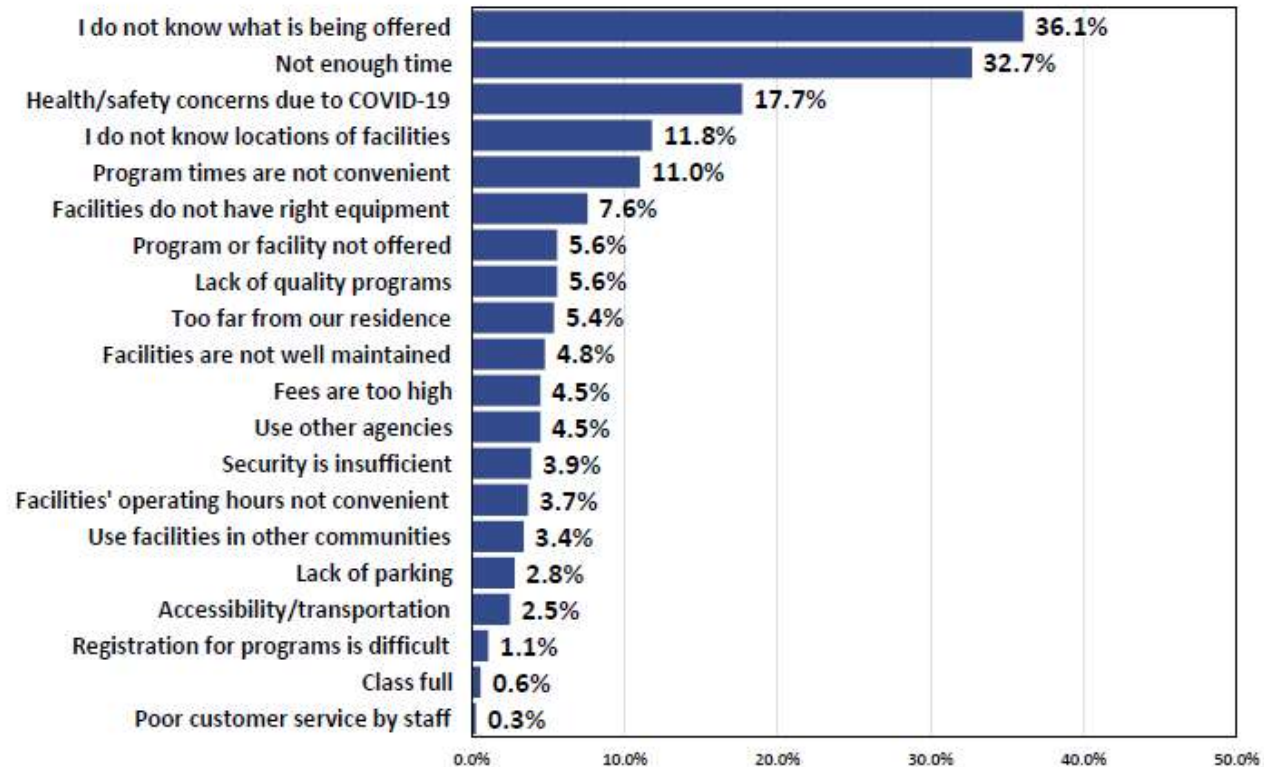
# Statistically-Valid Survey

- Only scientific & defensible method to understand community needs
- Administered by mail/phone/web
- Developed in partnership with the staff
- Methodology allows high return rate (25%-35%)
- 325 surveys mailed
- 95% level of confidence with a margin of error of +/- 4.9%



## Q5. Potential Reasons That Prevent Residents From Using Parks, Recreation Facilities, and Programs of the City of Auburn More Often

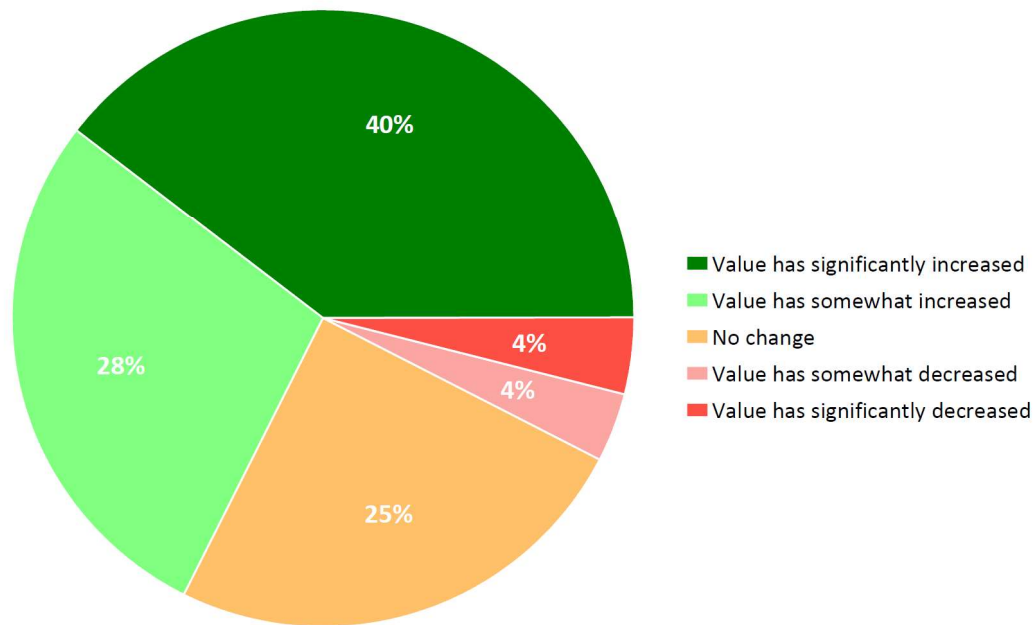
by percentage of respondents (multiple choices could be selected)



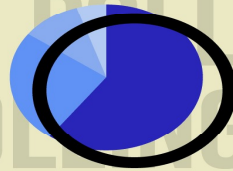
©2021 ETC Institute

## Q20. Given the recent COVID-19/Coronavirus crisis, how has your and your household's perception of the value of parks, trails, open spaces and recreation changed?

by percentage of respondents (without "not provided")



Source: ETC Institute (2020)



# POLL #2: USAGE, QUALITY, & ACCESS

[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

## Poll 2: How often do you use any Columbus parks, trails, or facilities?

- A. At least weekly
- B. At least monthly
- C. At least six times per year
- D. At least two to five times per year
- E. Once per year or less
- F. I do not use them

## Poll 2: Which Columbus park amenities and/or facilities do you use regularly?

- A. Aquatics center
- B. Columbus Gymnastics Center
- C. Event Venues (ex. The Commons, Donner Center)
- D. Golf course(s)
- E. Hamilton Community Center and Ice Arena
- F. People Trails
- G. Playgrounds
- H. Sports Courts (basketball, tennis, pickleball, etc.)
- I. Sports Fields (ex. baseball, soccer, rugby, etc.)
- J. Other\_\_\_\_\_

## Poll 2: How would you rate the overall quality of the Columbus parks, facilities and trails system?

- A. Excellent
- B. Good
- C. Fair
- D. Poor
- E. N/A – I do not use them



## Poll 2: Do you live within a 10-minute walk to a park or trail?

- A. Yes
- B. No
- C. Not sure

## Poll 2: How do you travel to your nearest local park?

- A. I walk
- B. I bike
- C. I drive
- D. I ride with friend
- E. I teleport
- F. N/A – I do not visit parks

You are viewing the poll results (shared by host)

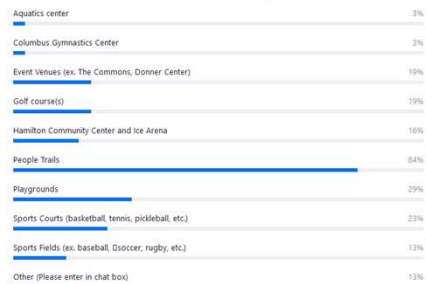
### Poll #2: Usage, Quality, & Access

1. How often do you use any Columbus parks, trails, or facilities? (Single Choice) \*



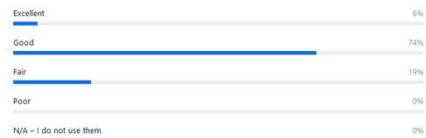
You did not answer this question

2. Which Columbus park amenities and/or facilities do you use regularly? (Multiple Choice) \*



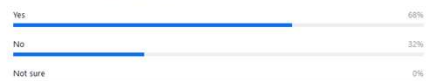
You did not answer this question

3. How would you rate the overall quality of the Columbus parks, facilities and trails system? (Single Choice) \*



You did not answer this question

4. Do you live within a 10-minute walk to a park or trail? (Single Choice) \*



You did not answer this question

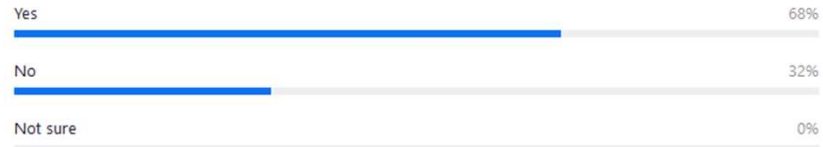
5. How do you travel to your nearest local park? (Multiple Choice) \*





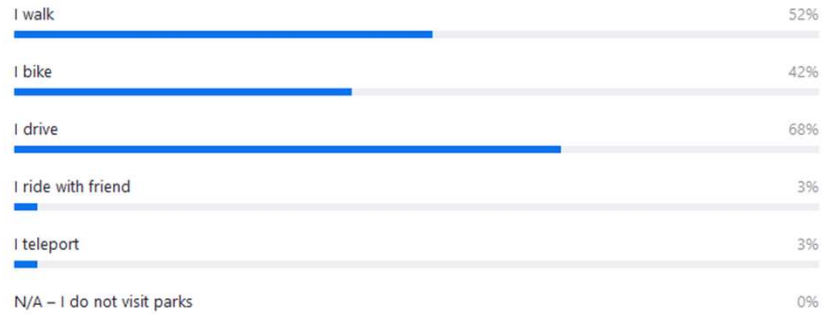
*You did not answer this question*

4. Do you live within a 10-minute walk to a park or trail? (Single Choice) \*



*You did not answer this question*

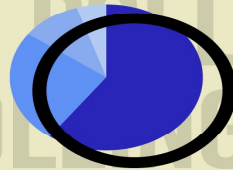
5. How do you travel to your nearest local park? (Multiple Choice) \*



*You did not answer this question*

Close





## **POLL #3: COMMUNICATION & BARRIERS**

[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

# Poll 3: What are the THREE MOST PREFERRED ways to learn about Columbus parks, programs, facilities or trails?

- A. Community Calendars & Events  
(ex. Fair, expos, etc.)
- B. Email
- C. Fun Guide
- D. Newsletters
- E. Newspaper
- F. Radio
- G. Social Media
- H. Website
- I. Word of Mouth
- J. Other \_\_\_\_\_

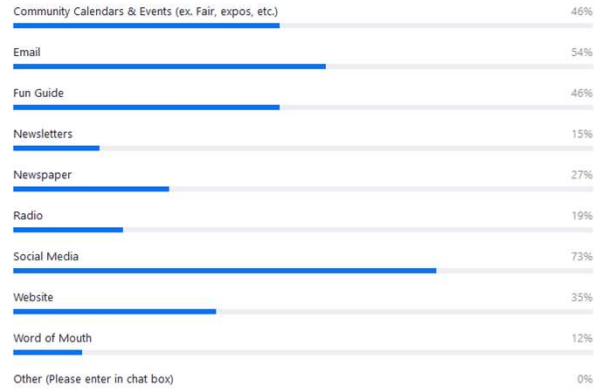
## Poll 3: What are the **THREE LARGEST BARRIERS** that prevent you from using Columbus parks, programs facilities and trails more often?

- A. I am too busy
- B. I do not feel safe
- C. I do not feel welcome
- D. Lack of ADA accessibility
- E. Lack of park identification signage
- F. Lack of parking
- G. Lack of restrooms
- H. Too expensive
- I. Too far from my residence
- J. Other\_\_\_\_\_

You are viewing the poll results (shared by host)

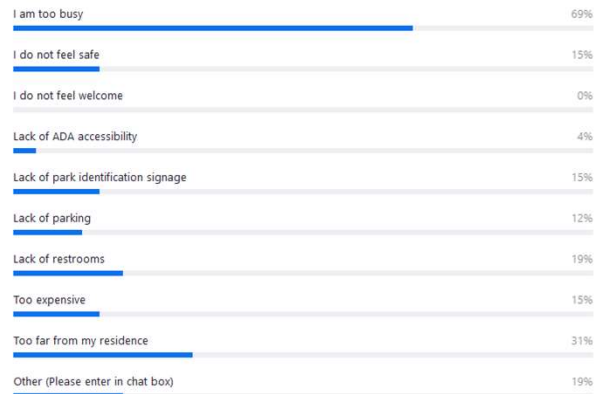
### Poll #3: Communication & Barriers

1. What are the THREE MOST PREFERRED ways to learn about Columbus parks, programs, facilities or trails?  
(Multiple Choice) \*



You did not answer this question

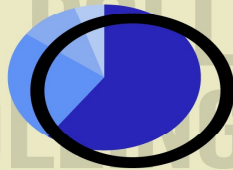
2. What are the THREE BIGGEST BARRIERS that prevent you from using Columbus parks, programs facilities and trails more often? (Multiple Choice) \*



You did not answer this question







# **POLL #4: IMPROVEMENTS & NEW DEVELOPMENT**

[www.ImagineYourColumbusParks.com](http://www.ImagineYourColumbusParks.com)

## Poll 4: Which THREE facilities / amenities are you and members of your household most interested in?

- A. Aquatics (pool, splashpad)
- B. Camping & water access (boating, canoeing, fishing, kayaking)
- C. Dog-friendly areas (no-leash)
- D. Gyms & indoor recreation space
- E. Open space & trails / natural resource protection
- F. Picnic areas & pavilions
- G. Playgrounds
- H. Sports courts (basketball, pickleball, tennis)
- I. Sports fields (baseball, football, soccer, softball)
- J. Other \_\_\_\_\_

## Poll 4: Select the TOP THREE TYPES of programs you would be most interested to participate in?

- A. Adult recreation
- B. Adult sports
- C. Age 50+ activities
- D. Group fitness
- E. Inclusion activities
- F. Outdoor adventure / recreation
- G. Water based activities
- H. Youth enrichment
- I. Youth sports
- J. Other\_\_\_\_\_

# Poll 4: What are the THREE MOST IMPORTANT improvements you are interested in adding over the next ten years?

- A. Add aquatics facilities
- B. Add innovative, all ability playgrounds
- C. All-season indoor recreation opportunities
- D. Expand & connect the trail system
- E. Improve & expand restroom facilities in existing parks
- F. More shade structures & picnic tables
- G. New/upgrade sports courts (basketball, pickleball, tennis)
- H. New/upgrade sports fields (baseball, football, softball, soccer)
- I. Outdoor fitness & obstacle courses
- J. Other: \_\_\_\_\_

# Poll 4: Please rate your satisfaction with the overall quality you receive from Columbus Parks and Recreation?

- A. Very Satisfied
- B. Somewhat Satisfied
- C. Neutral
- D. Somewhat Dissatisfied
- E. Very Dissatisfied
- F. I Don't Know

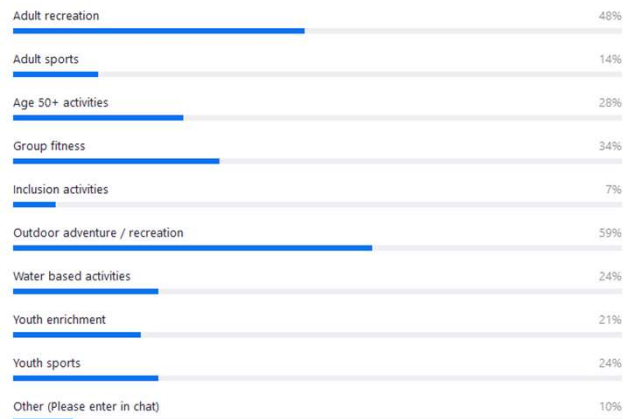
## Poll # 4: Improvements & New Developments

1. Which THREE facilities / amenities are you and members of your household most interested in? (Multiple Choice)



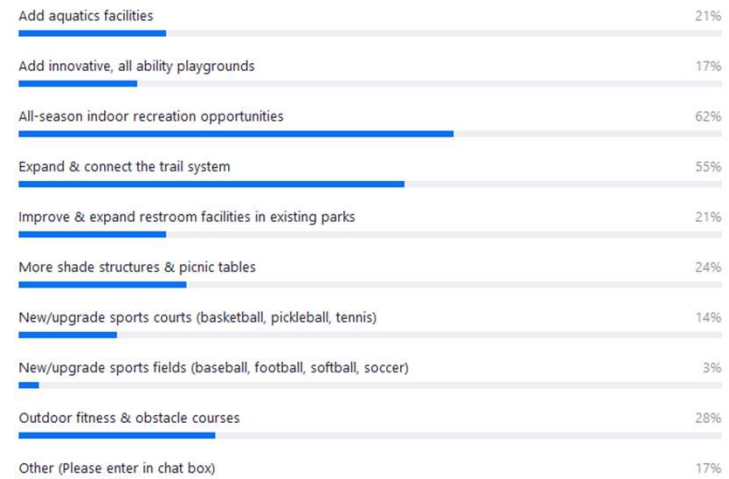
*You did not answer this question*

2. Select the TOP THREE TYPES of programs you would be most interested to participate in? (Multiple Choice) \*



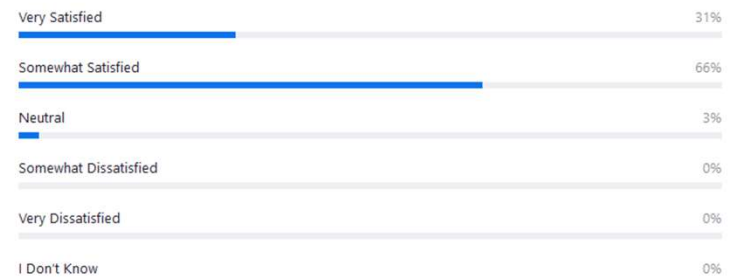
*You did not answer this question*

3. What are the THREE MOST IMPORTANT improvements you are interested in adding over the next ten years? (Multiple Choice) \*



*You did not answer this question*

4. Please rate your satisfaction with the overall quality you receive from Columbus Parks and Recreation? (Single Choice) \*



*You did not answer this question*

Close

## What We've Learned:

- The community loves the park system and staff
- Shrinking Resources and doing more with less
- Funding gaps to address aging infrastructure including Donner Pool
- Nexus Park has transformative potential for year round community recreation and sports tourism



**QUESTIONS?**





THANK YOU!



Parks & Recreation Comprehensive  
Master Plan

Columbus Parks and Recreation

