2018 Parks and Recreation Master Plan

WILSONVILLE
PARKS & RECREATION

Table of Contents

EXECUTIVE SUMMARY 1
Introduction 1
Planning Process Summary 2
Key Issues and Recurring Themes Summary 2
Recommendations 3

I. INTRODUCTION AND BACKGROUND 5

A. Purpose of this Plan 5
B. Parks and Recreation Policies 5
C. Implementation Measures 5
D. Parks and Recreation Department Overview 6
E. Methodology of this Planning Process 11
F. City of Wilsonville Demographic Profile 12

II. COMMUNITY AND STAKEHOLDER INPUT 19

A. Community Survey Summary 20

III. PARKS AND RECREATION INFLUENCING TRENDS 29

A. Estimated Household Participation Rates and Spending 29
B. Estimated Participation 29
C. National Demographic Trends in Recreation 32
D. Programming 35
E. Healthy Lifestyle Trends and Active Living 36
F. Economic and Health Benefits of Parks 37
G. Trends in Adult and Youth Recreation 38
H. Outdoor Recreation 38
I. Management and Operational Trends 39

IV. PARKS AND FACILITIES INVENTORY AND ASSESSMENT 41

A. Assessment Summary 41
B. Inventory Overview 45
C. Level of Service Analysis 55
D. Other Types of Analysis 77
E. Level of Service Recommendations 84

V. STATUS OF CAPITAL PROJECT LIST FROM 2007 MASTER PLAN 105

VI. ORGANIZATIONAL AND MARKETING ANALYSIS 109

A. Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis 109
B. Recreation Programming and Maintenance Analysis 111

VII. KEY ISSUES 115

A. Visioning Workshop Findings 115

VIII. RECOMMENDATIONS AND ACTION PLANS 119

A. RECOMMENDATIONS 119
B. ACTION PLAN AND PRIORITIZATION 119

APPENDIX A: CITY OF WILSONVILLE DEMOGRAPHIC PROFILE 137

APPENDIX B: RECREATION TRENDS AND PARTICIPATION ESTIMATES 151

APPENDIX C: INVENTORY REPORTS 183

APPENDIX D: SCHOOL FACILITY MAPS 255

APPENDIX E: GRASP® MAPS 263

APPENDIX F: FINAL SURVEY REPORT 297

List of Tables

Table 1: Current Parks and Recreation Acreage 7
Table 2: 2016 City of Wilsonville General Demographic Profile 13
Table 3: City of Wilsonville Housing Inventory 16
Table 4: Top 10 National Fitness Trends – 2007 and 2017 35
Table 5: Cycling and Trail Recreation Participation by Activity (Ages 6+) 39
Table 6: Park Component Inventory Matrix 45
Table 7: Park Comfort and Convenience Matrix 46
Table 8: Park Ranking Table 47
Table 9: Future Park Component Inventory Matrix 48
Table 10: Indoor Facility Component Inventory Matrix 49
Table 11: School Facility Inventory (supplied by Wilsonville staff) 50
Table 12: Map Statistics 62
Table 13: GRASP® Comparative Data 63
Table 14: Statistics for *Map 5* 71
Table 15: Wilsonville Capacity Table 78
Table 16: Outdoor Park and Recreation Facilities – Median Population Served per Facility 79
Table 17: Properties Included in GIS Mapping 80
Table 18: Acres of Park Land per 1,000 Residents 81
Table 19: GRASP® Community Component Index 83
Table 20: Demographics of Possible Gap Areas 86
Table 21: School System Facility Inventory Matrix 101
Table 22: 2016 City of Wilsonville General Demographic Profile 137
Table 23: City of Wilsonville Housing Inventory 143
Table 24: 2005-2014 History of Sports Participation (in millions) 163
Table 25: Top 10 National Fitness Trends for 2015 Compared to 2007 165
Table 26: Cycling and Trail Recreation Participation by Activity (Ages 6+) 175
Table 27: Water Recreation Participation by Activity (in thousands) (6 years of age or older) 176
Table 28: 2015 Participation in Winter Sports 178

List of Figures

Figure 1: City of Wilsonville, Oregon, Population Growth Trend 14
Figure 2: Population Age Distribution in City of Wilsonville, 2010 to 2021....15
Figure 3: City of Wilsonville Racial and Ethnic Character 2010, 2016, and 2021....16
Figure 4: 2016 Median Household Income Comparison 17
Figure 5: Distribution of Median Household Income in City of Wilsonville (2016) 17
Figure 6: Estimated Household Participation in Fitness Activities (Wilsonville, 2016)....30
Figure 7: Estimated Household Participation in Outdoor Recreation Activities (Wilsonville, 2016) 31
Figure 8: Estimated Household Participation in Team and Individual Sports (Wilsonville, 2016)....32
Figure 9: City of Wilsonville, Oregon Population Growth Trend 138
Figure 10: Population Age Distribution in City of Wilsonville, 2010 to 2021....139
Figure 11: 2016 Estimated Population Breakdown by Age Cohort 139
Figure 12: City of Wilsonville Racial and Ethnic Character 2010, 2016, and 2021....140
Figure 13: City of Wilsonville Population Racial and Ethnic Character 2016....141
Figure 14: Racial/Ethnic Character Comparison 2016 – City (Wilsonville), State (Oregon) and United States 142
Figure 15: Educational Attainment of Adults (ages 25+) – City, State, and United States (2016)....143
Figure 16: 2016 Median Household Income Comparison 144
Figure 17: Distribution of Median Household Income in City of Wilsonville (2016) 144
Figure 18: Employment of City Residents Ages 16+ (2015)....145
Figure 19: Employment by Industry in City of Wilsonville (2016)....146
Figure 20: Employment by Occupation of City of Wilsonville Residents (2016)....147
Figure 21: County Health Rankings for Health Factors, Oregon (2017)....148
Figure 22: Estimated Household Participation in Fitness Activities (Wilsonville, 2016)....152
Figure 23: Estimated Household Participation in Outdoor Recreation Activities (Wilsonville, 2016)....152
Figure 24: Estimated Household Participation in Team and Individual Sports (Wilsonville, 2016)....153
Figure 25: Household Participation in Leisure Activities (Wilsonville, 2016) 154
Figure 26: Sports Participation Rates by Generation 2014....155
Figure 27: Millennials (red) Vs. Non-Millennials (grey) on Health and Fitness....158
Figure 28: Changes in Sport Activity Participation 2013 to 2014 162
Figure 29: Most Popular Outdoor Activities by Rate of Participation 168
Figure 30: Favorite Outdoor Activities by Frequency of Participation among Youths and Young Adults (Ages 6 to 24) 168
Figure 31: Favorite Outdoor Activities by Frequency of Participation among Adults (Age 25+)....169

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Executive Summary

Introduction

The City of Wilsonville's 2018 Parks and Recreation Master Plan provides a vision for the future of parks, recreation, open space, and trails in the city, as well as recommendations for providing a high level of service in a time of potential rapid growth. Park development, recreation services, current deficiencies, the need for future indoor facilities, trails, and open space preservation are all addressed. The City of Wilsonville's 2007 Parks and Recreation Master Plan is being updated to provide an assessment of its parks and recreation system, and to plan for future growth in the community for the next decade. The City's population is expected to grow by 10.3 percent between 2016 and 2021, by 21.2 percent between 2016 and 2026, and 46.41 percent between 2016 and 2036. This plan is designed to provide an understanding of the community's needs, attitudes, interests, and priorities, and the results will aid Wilsonville in planning for policy making and management decision making. Areas of strengths and areas needing improvement have been identified to advance the delivery of parks and recreation programs, facilities, and services.

Wilsonville City Council Mission Statement

"To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage."

City of Wilsonville Parks and Recreation Mission

"Recognizing community history, enriching the quality of life, and fostering a safe environment, the Wilsonville Parks and Recreation Department shall provide, preserve, maintain, improve, and enhance recreational opportunities, social services, natural resources, and parkland for current and future generations."

This plan will allow the City to maintain its high quality of life by developing recommendations for the parks and trails system to flourish and to be environmentally and fiscally sustainable for many years to come. The City's goals for this project include:

- Identify and serve current and future parks and recreational needs through an integrated park system that provides adequate open space, recreational services and facilities, trails, and the stewardship of natural and cultural resources
- Provide an accessible and diverse offering of parks and recreation facilities and programs to all residents of Wilsonville
- Develop an action plan and strategy for prioritizing, phasing, funding, and accomplishing the identified needs

This information, along with significant feedback from stakeholders and the public, served as the basis for the development of goals and recommendations for guiding parks, facilities, and recreational services for the future of Wilsonville's residents.

Planning Process Summary

The Wilsonville project team which included the Parks and Recreation Director, the Parks Supervisor, the Program Manager, the Recreation Coordinator, and the Administrative Assistant II, helped guide this project. This team provided input to the consultant team throughout the planning process, resulting in a collaborative effort to create a plan that blends the consultant's expertise with community input and history. The plan includes a comprehensive public input process encompassing public meetings, focus groups, and a statistically-valid survey. Analysis of all collected data provides an understanding of how well the Parks and Recreation Department is currently meeting the community's expectations along with recommendations to maintain, improve, and enhance the level of services, facilities, and programs provided.

It is important to utilize various methods for gathering input and assessing community needs while developing a master plan. Each piece is vital to the process and should be looked at collectively. Communities that gather input via open forums and stakeholder meeting, statistically-valid surveys, and national standards tend to get a more accurate depiction of needs.

The project consisted of the following tasks:

- Review and incorporation of other Wilsonville documents
- Public and Stakeholder Engagement
- Market Assessment
- Programs and Services Gaps Analysis
- Operational Analysis
- Inventory and Level of Service Analysis
- Funding Analysis
- Final Plan with Recommendations and Actions

The following highlights the key demographics and trends for the future of Wilsonville:

Between 2010 and 2021 the following changes are anticipated to the Wilsonville population:

- Population ages 45 to 54: decrease by 2 percent by 2021
- Median age is expected to decrease to 36.4 by 2021
- Population ages 65 to 74: 3.1 percent increase
- Wilsonville's population is predicted to increase 46.4 percent, from 22,919 to 33,556 **by 2036.**

Please note that projections for more than five years are subject to change.

Key Issues and Recurring Themes Summary

Generally, findings from the public input process consistently identified an appreciation of existing parks, programs, and services being offered by the City of Wilsonville Parks and Recreation Department. A lack of indoor recreation and aquatic facilities and a desire for river access for activities such as kayaking, canoeing, stand-up paddle boarding, etc., were identified as key needs and desires by the Wilsonville community.

This plan is mainly comprised from citizen input; however, the following key issues were identified for focus by the department staff:

- Need additional facilities and amenities
- Enhance and expand programming
- Review organizational structure
- Develop financial sustainability practices

The findings of the survey indicated that top facility priorities for the community were*:

- Trail and Pathway Connectivity
- Open Space and Land Acquisition Preservation
- River access – Willamette River
- Sports Fields and Indoor Recreation

The findings of the survey indicated the following top three amenities and services for which the community reported a desire to add or expand:

- Farmers Market
- Music and Arts in the Parks
- Water Equipment Rentals

**Please see Section III Community Survey Summary*

Recommendations

After analyzing the findings that resulted from this process, including the Key Issues Matrix, a summary of all research, qualitative and quantitative data, inventory, LOS analysis, public input sessions, and input collected for this study, a variety of recommendations have emerged to provide guidance in consideration of how to improve parks and recreation facilities, programs, and services in the City of Wilsonville. Recommendations describe ways to enhance the level of service and the quality of life through improved facilities and amenities, dedication to affordability of services and programs, improved programming and service delivery, organizational efficiencies, and increased financial opportunities**.**

RECOMMENDATIONS SUMMARY

Facilities and Amenities

- Explore opportunities to expand and increase connectivity – pathways
- Development of synthetic fields to meet demand
- Address low scoring amenities from parks inventory and existing conditions evaluation
- Work with the Tourism Promotion Committee to explore the feasibility of an indoor sports complex
- Explore opportunities to increase facilities based on demand – Community Recreation Center including aquatic component (revisited after 2023)
- Explore opportunities to repurpose or enhance existing parks/open space for more efficient use or meet new programming demand
- Update joint use agreements with school district, seek increased access to school facilities, specifically gymnasiums
- Look for opportunities to increase accessible playgrounds as development occurs
- Create access to the Willamette River – Memorial Park (non-motorized water equipment) and Boones Ferry Park (water equipment rentals)
- Explore opportunities to improve distribution of off-leash dog parks
- Implement Memorial Park and Boones Ferry Park Master Plans

Programs

- Implement recreation opportunities for Millennials – social sports (kickball, dodgeball, etc.)
- Increase opportunities for events (Farmers Market, Music, and Arts in the Parks)
- Explore opportunities to expand recreation programming based on trends and demand
- Implement new or expanded outdoor events

Organizational

- Adequately staff to meet current and future park needs based on demand and trends
- Create partnerships to assist with funding, volunteering, and marketing
- Increase awareness of program offerings to residents of Wilsonville
- Work with other departments to increase safety and security
- Work with SMART to increase access to facilities and usage of parks and facilities
- Request full time occupancy at existing maintenance facility for Parks Maintenance

Finance

- Review traditional and alternative funding opportunities
- Review and make recommendations for Park System Development Charge funding
- Explore opportunities to increase capital funding
- Explore dedicated funding source(s) for maintenance
- Pursue national, regional, and state grants
- Review current cost recovery policy and sports field allocations
- Explore Public/Private Partnerships for fields with youth sports organizations

I. Introduction and Background

A. Purpose of this Plan

The purpose of this plan is to provide the City of Wilsonville with a Parks and Recreation Master Plan which builds on and updates the master plan that was created in 2007. The Parks and Recreation Policies and Implementation Measures below are carried over from the 2007 Master Plan and the City of Wilsonville Comprehensive Plan (updated 2013). This plan will also build on the accomplishments from the 2007 Parks and Recreation Master Plan, while providing a vision for the future of parks, recreation, open space, and trails in the city, as well as recommendations for providing a high level of service in a time of potential rapid growth. Park development, recreation services, trails and open space preservation, current deficiencies, and the need for future indoor facilities will all be addressed.

This plan will allow the City to maintain its high quality of life by developing recommendations for the parks and trails system to flourish and to be environmentally and fiscally sustainable for many years to come. The City's goals for this project include:

- Identify and serve current and future parks and recreational needs through an integrated park system that provides adequate open space, recreational services and facilities, trails, and stewardship of natural and cultural resources.
- Provide an accessible and diverse offering of parks and recreation facilities and programs to all residents of Wilsonville.
- Develop an action plan and strategy for prioritizing, phasing, funding, and accomplishing the identified needs.

B. Parks and Recreation Policies

The City of Wilsonville shall:

- Continue to provide and maintain a comprehensive system of parks, open space, natural areas, and trails to support the passive and active recreational needs of the community.
- Ensure that the developing areas of the City continue to provide accessible, nearby opportunities for residents or employees to engage in recreational activities.
- Promote the provision of indoor and outdoor spaces for recreational, natural, and cultural activities as an essential element in the development of a high-quality community.
- Continue to engage in managing creative partnerships, funding sources, and cooperative ventures in order to get the most value for the public dollar.

C. Implementation Measures

- Identify and encourage conservation of natural, scenic, and historic areas within the City.
- Provide an adequate diversity and quantity of passive and active recreational opportunities that are conveniently located for the people of Wilsonville.
- Protect the Willamette River greenway from incompatible uses or developments.
- Continue the acquisition, improvement, and maintenance of open space.
- Require small neighborhood parks (public or private) in residential areas and encourage maintenance of these parks by homeowner associations.
- Maintain and develop the current park system for centralized community-wide park facilities but emphasize the future acquisition of small parks in localized areas.

- Require developments to contribute to open space, where appropriate.
- Protect residents from bearing the cost of an elaborate park system, excessive landscape maintenance, and unnecessary public facility costs.
- Develop limited access natural areas connected where possible by natural corridors for wildlife habitat and watershed and soil/terrain protection. Give priority to preservation of contiguous parts of that network which will serve as natural corridors throughout the city for the protection of watersheds and wildlife.
- Identify areas of natural and scenic importance and where appropriate, extend public access to (and knowledge of) such areas to encourage public involvement in their preservation.
- Protect the river-connected wildlife habitat.
- Encourage the interconnection and integration of open spaces within the city and carefully manage development of the Willamette River Greenway.
- Provide for legal public access to the river only through and within the city parks, right-of-ways, easements, or other public property.
- Develop park classifications and standards to guide a program for acquisition and development of a park and open space system to ensure an adequate supply of usable open space and recreational facilities directly related to the specific needs of the local residents.
- Develop individual park and recreational sites, as defined by the parks and open space standards and classification system according to priorities established in the 2000 Comprehensive Plan and applied in the development of the neighborhood demographics.
- Require new developments to be responsible for providing specified amounts of usable on-site open space depending on the density characteristics and location of the development. Where possible, recreational areas should be coordinated with and complement Willamette River Greenway and other open space areas identified as environmentally sensitive or hazardous areas for development.
- Require all development within the Willamette River Greenway to be controlled through the conditional use permit process and shall be subject to Design Review approval.
- Continue to work on cooperative arrangements with the school districts to encourage provision of adequate year-round recreational programs and facilities, and to eliminate unnecessary overlap of facilities. Joint ventures in providing facilities and programs should be carefully considered in order to maximize the use of public funds in meeting local needs.
- Require facilities constructed to implement the Bicycle and Pedestrian Master Plan to be designed to ensure safe and convenient pedestrian, bike, and equestrian access (where appropriate) from residential areas to park, recreational, and school facilities throughout the city and to complement the methods and design of the Parks and Recreation Master Plan.

D. Parks and Recreation Department Overview

The City of Wilsonville is located in the South Portland Metropolitan area. The City has experienced rapid growth, and in 2017, its population was approximately 22,919 residents. As of March 2018, the population has expanded to 24,315. The increased population along with a desire for healthier lifestyles has resulted in an increased demand for recreation services and facilities. The City recently consolidated services that were previously provided by the Public Works Department and the Community Services Department into its current Parks and Recreation Department. The City's diverse economy and beautiful setting make it a desirable place to live and work, and the parks and recreation system also contributes to this quality.

Current parks and recreation acreage that serves Wilsonville residents consists of:

Table 1: Current Parks and Recreation Acreage

INVENTORY	2016 ACREAGE
Wilsonville	256
Wilsonville (Future Parks)	26
Schools	61
Schools (Future)	27
Golf Courses (Privately Owned)	294
Other Providers (Metro, HOAs, etc.)	367
Other Open Space/Landscape Area (meadows, wetlands, etc.)	487
Total	**1,518**

Wilsonville offers the following facilities and amenities:

- Community Center
- Murase Plaza with an amphitheater and interactive water features
- Tauchman House
- Stein-Boozier Barn
- 4 reservable shelters
- 15 parks (approximately 256 total acres) including:
  - Neighborhood Parks
    - Courtside Park
    - Engelman Park
    - Hathaway Park
    - Park at Merryfield
    - Palermo Park
    - Piccadilly Park
    - River Fox Park
    - Sofia Park
    - Trocadero Park
    - Willow Creek and Landover Park
  - Community Parks
    - Boones Ferry Park
    - Canyon Creek Park
    - Regional Parks
    - Memorial Park
    - Villebois Regional Park System
    - Urban Parks
    - Murase Plaza
    - Town Center Park
  - Special Use Areas
  - Willamette River Water Treatment Plant Park

- Natural Areas
  - Graham Oaks Nature Park is owned/maintained by Metro. The property lies just west of the city but provides many recreation opportunities for residents and visitors. It is 250 acres.
- Greenway/Greenbelt
  - Tranquil Park
- Trail Corridors

  Throughout Wilsonville, trails occur either within existing parks or as standalone corridors. Three trail corridors are identified as parcels:
  - Boeckman Creek Crossing Trail
  - Memorial to Boones Ferry Trail
  - Ice Age Tonquin Trail

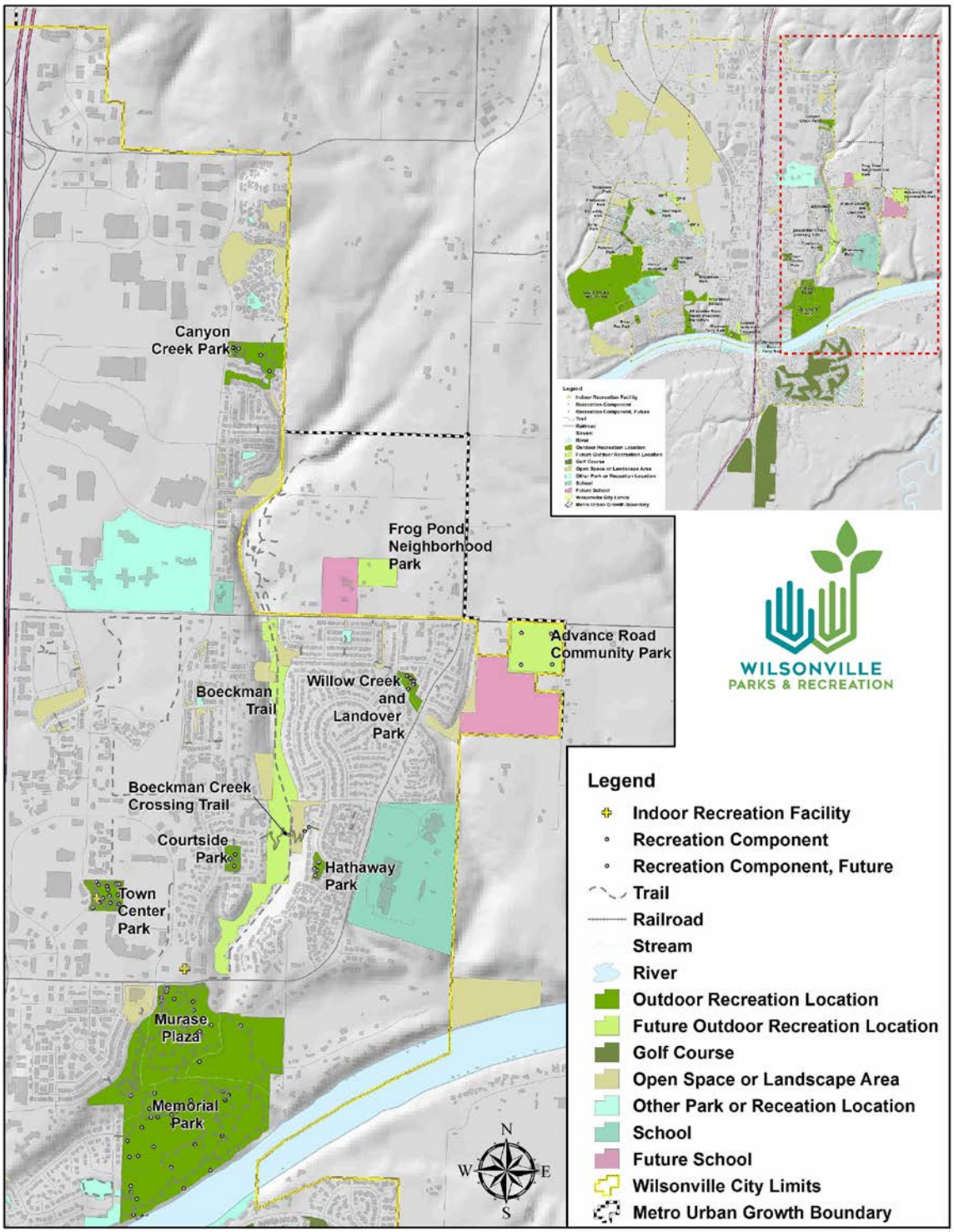
Wilsonville parks contain various amenities such as:

- Sports fields
- Tennis courts
- Basketball courts
- Playgrounds
- Picnic areas
- Shelters
- Restrooms
- Walking trails
- Open spaces
- Disc golf course
- Pickleball courts
- Dog park
- Interactive water features

Specific programs and services are offered for youth and families, adults, and active adults 55+:

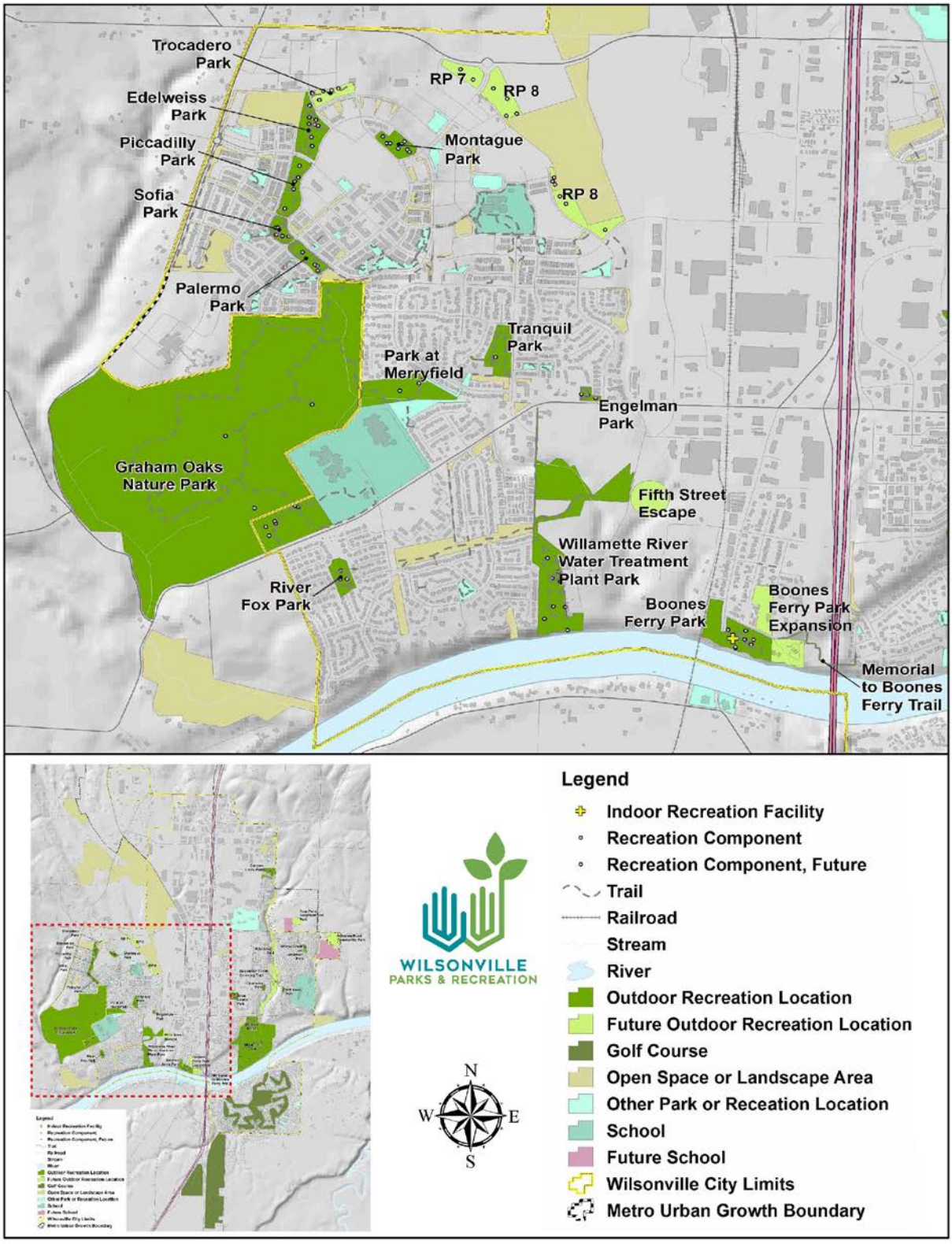
- Arts and crafting
- Health and fitness programs
- Wellness programs
- Outdoor adventure programs
- Sports activities
- Family activities
- A wide range of life skills classes
- Facility and field rentals
- Year-round special events
- Partnership with the library to offer youth, teens, and adult programs
- Social Services including:
  - Assistance to seniors and adults with disabilities
  - Assistance with affordable housing and assisted living facilities
  - Senior Nutrition Program

Map 1: City of Wilsonville Parks and Recreation System Map
Map (Note: some alternative provider parks, golf courses, open spaces and other parcels displayed on this map may fall outside the Wilsonville city boundary, but adjacency may still be important to residents and users.)



Larger maps are located in the appendix.

Map 1.2: Inset Detail



E. Methodology of this Planning Process

The plan included a comprehensive public input process encompassing public meetings, focus groups, and a statistically-valid survey. Analysis of all collected data provides an understanding of how well the Parks and Recreation Department is currently meeting the community's expectations and recommendations to maintain, improve, and enhance the level of services, facilities, and programs provided. It is important to utilize various methods for gathering input and assessing community needs while developing a master plan. Each piece is vital to the process and should be looked at collectively. Communities that gather input via open forums and stakeholder meetings, statistically-valid surveys, and national standards tend to get a more accurate depiction of needs.

The project consisted of the following tasks:

- Review and incorporation of other Wilsonville documents to facilitate the comprehensive coordination of direction and recommendations:
  - 2007 Parks and Recreation Master Plan
  - 2014 Community Survey
  - 2006 Bicycle and Pedestrian Master Plan
  - 2013 Comprehensive Plan
  - Individual park master plans
  - Inventory maps
  - Budgets
  - Work plans
  - Funding plans
  - Maintenance and facility documents
  - Activity Guides
  - Other planning documents utilized by the City and the Department

- Public and Stakeholder Engagement – A variety of methods for community participation resulted in extensive data collection for analysis. The following methods were used:
  - Staff interviews
  - Focus groups
  - Stakeholder meetings
  - Community-wide public meetings
  - Statistically-valid community needs assessment survey
  - Open link community needs assessment survey

- Market Assessment
  - Demographic projections
  - Trends analysis

- Programs and Services Gaps Analysis
  - Park and facility tours
  - Review recreation programs
  - Review customer service programs
  - Review sports programs
  - Review policies and practices

- Operational Analysis
  - SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis
  - Staff interviews
  - Review organizational structure

- Inventory and Level of Service Analysis
  - Inventory of parks, facilities, and amenities
    - Component-Based Methodology (CBM)
    - GRASP® Methodology (Geo-Referenced Amenities Standards Process)
  - Analysis of walkability and bikeability
  - Analysis of access to recreational opportunities
  - Analysis of other service providers

- Funding Analysis
  - Examples of funding mechanisms for a new community recreation center gathered by the GreenPlay consulting team provided as staff document
  - Examples of funding mechanisms to build parks gathered by the GreenPlay consulting team provided as staff document
  - Parks and Recreation Department revenue analysis

- Final Plan with Recommendations and Actions
  - Goals, objectives, and an action plan for implementation
  - Action plan for facilities improvements
    - Operational impacts
    - Timeframe for implementation

Major tasks are summarized in detail in the sections of the master plan below.

F. City of Wilsonville Demographic Profile

To engage the community, the consultant team facilitated six (6) focus groups, thirteen (13) stakeholder meetings, and one (1) public forum open to residents, many of whom frequently use recreation and park facilities and/or programs provided by the City of Wilsonville Parks and Recreation Department. The information gathered is very important to determine public feedback on city parks and recreation facilities, services, and programs. These public input sessions and subsequent analyses were designed to assist the City and the project team in gathering information to update the 2007 Parks and Recreation Master Plan. The full results of the public input have been provided as a staff resource document. The resulting information will enable the City to effectively plan for the future of Wilsonville's parks and recreation facilities.

Population and Demographic Trends

Gaining a clear understanding of the existing and projected demographic character of the City is an important component of the planning process. By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of public parks, recreation amenities, and open spaces. For example, if the population of young children was steadily on the rise and existing public recreation facilities for young children, such as playgrounds, were barely meeting existing user demand, then the City may want to consider targeting investments to meet the increasing needs of this growing segment of the population.

Key areas were analyzed to identify current demographic statistics and trends that can impact the planning and provision of public parks and recreation services in the City of Wilsonville. Community characteristics analyzed and discussed consisted of:

- Existing and projected total population
- Age distribution
- Ethnic/Racial diversity
- Household information
- Educational attainment
- Employment
- State and County Health Ranking

This demographic profile was completed using the most updated information available (as of May 2017) from the U.S. Census Bureau's 2015 American Community Survey and the U.S. Census Data. In several categories studied, the most current data available is from 2016. A summary of demographic highlights is noted in ***Table 2*** below, followed by a more detailed demographic analysis.

Table 2: 2016 City of Wilsonville General Demographic Profile

Population	22,919
Median Age	37
Average Household Size	2.32
Households	9,305
Median Household Income	$56,181

Source: U.S. Census Bureau

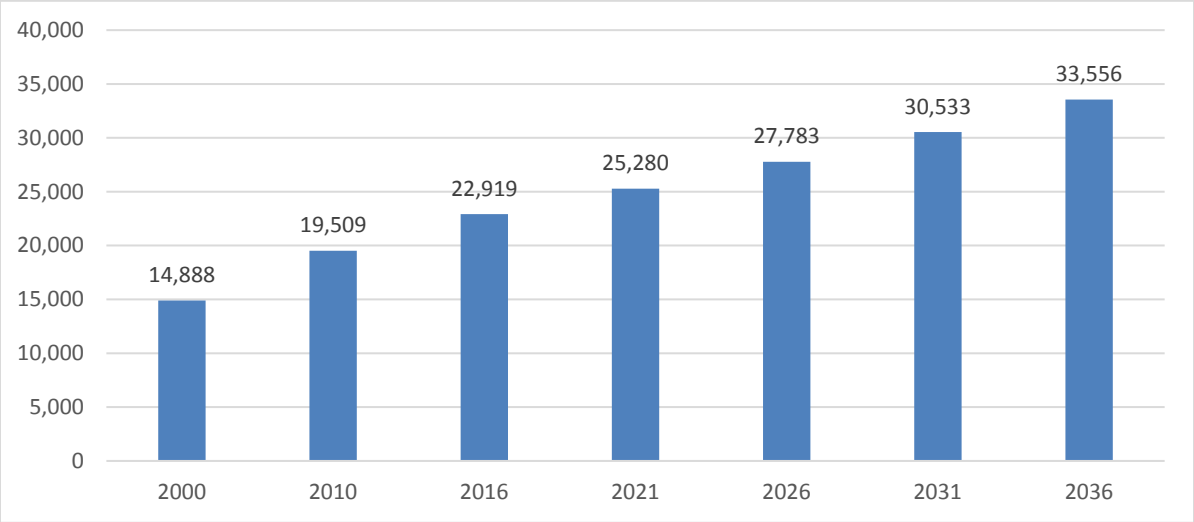
Key general demographic comparisons – Local, State, and National:

- The median age of City of Wilsonville residents was 37 years, lower than the median age for Oregon (39.4) and the United States (38).
- The median household income for City of Wilsonville residents in 2016 was estimated to be $56,181. This was higher than the statewide ($52,196) and the national ($54,149) median household incomes.
- The City of Wilsonville's population was almost evenly split between male (47.2%) and female (52.8%) residents. The populations of Oregon and the United States are also roughly evenly divided between the genders.

Population Projections

Although future population growth cannot be predicted with certainty, it is helpful to make growth projections for planning purposes. The State of Oregon was predicted to grow by a rate of 0.9 percent from 2016 to 2021. The United States was projected to grow at a slightly lower rate (0.8%). ***Figure 1*** contains actual population figures based on the 2000 and 2010 U.S. Census for City of Wilsonville. Data from the U.S. Census concludes that the population of the city was expected to increase at a rate of 10.3 percent between 2016 and 2021 and by 21.2 percent between 2016 and 2026. ***Figure 1*** projects population growth until 2036, although this growth rate could differ. Chronologically, the following population growth rates have been projected for the city, except for the period between 2000 and 2010, for which the growth rate has been recorded.

Figure 1: City of Wilsonville, Oregon, Population Growth Trend



Source: U.S. Census Bureau, future populations projected using 2016 – 2021 annual growth rate (1.89%)

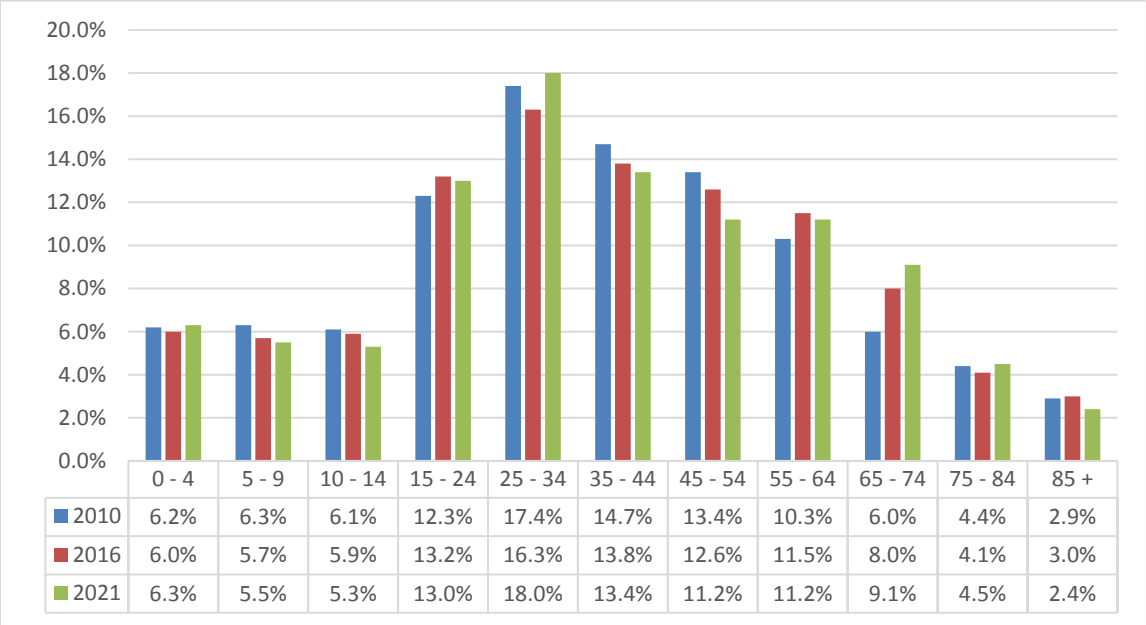
Population Age Distribution

The existing and projected population of different age groups within the City of Wilsonville is illustrated in the following series of figures. ***Figure 2*** illustrates the 2010 Census recorded population, the 2016 estimated population, and the 2021 projected populations.

Several key age characteristics of the existing and projected City of Wilsonville population include:

- The median age of city residents appears to be slowly increasing.
- According to data from the U.S. Census Bureau, the median age rose slightly from 36.2 in 2010 to 37 in 2016. However, the median age is expected to decrease to 36.4 in 2021.
- Projections suggest that the age group expected to see the most growth is the 65 to 74-year-olds in the City of Wilsonville, which is likely to rise 3.1 percent between 2010 and 2021.
- The age group of 45 to 54 is anticipated to decrease between 2010 and 2021 by 2.2 percent.
- The 25 to 34 age group decreased by about 1 percent from 2010 to 2016, but is expected to increase by almost 2 percent in 2021.

Figure 2: Population Age Distribution in City of Wilsonville, 2010 to 2021



	0 - 4	5 - 9	10 - 14	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85 +
2010	6.2%	6.3%	6.1%	12.3%	17.4%	14.7%	13.4%	10.3%	6.0%	4.4%	2.9%
2016	6.0%	5.7%	5.9%	13.2%	16.3%	13.8%	12.6%	11.5%	8.0%	4.1%	3.0%
2021	6.3%	5.5%	5.3%	13.0%	18.0%	13.4%	11.2%	11.2%	9.1%	4.5%	2.4%

Source: U.S. Census Bureau

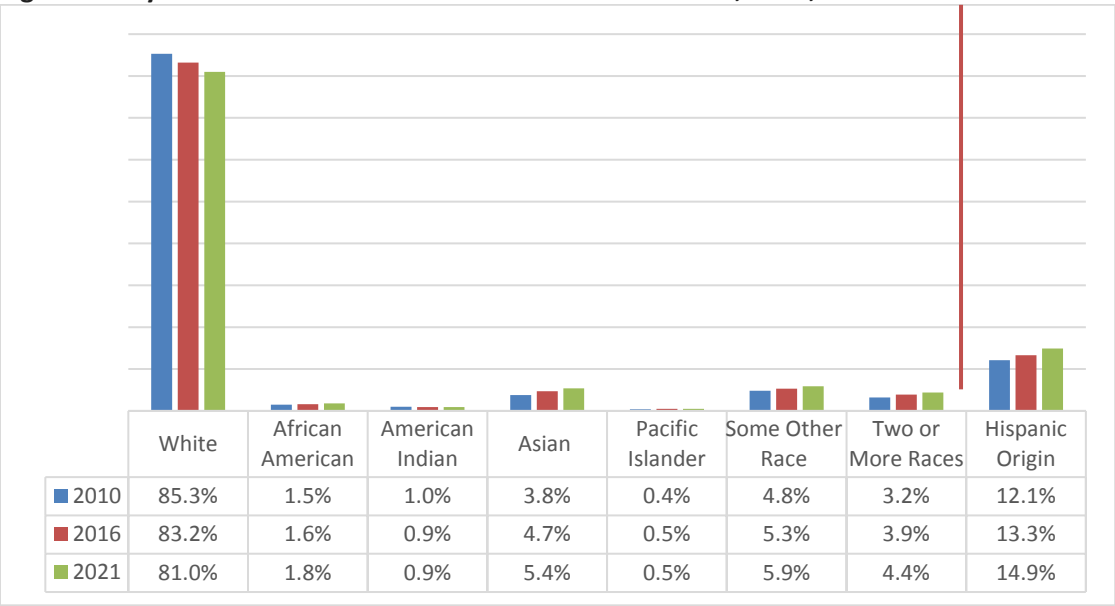
As shown in ***Figure 2***, in 2016, the most populous age groups were 25 to 34 years old (16%), 35 to 44 years old (14%), and those between 45 to 54 years old and 15 to 24 years old (both 13%).

Race/Ethnicity

Prior to reviewing demographic data pertaining to a population's racial and ethnic character, it is important to note how the U.S. Census classifies and counts individuals who identify as Hispanic. The Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arrival in the United States. In the U.S. Census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. All race categories add up to 100 percent of the population, the indication of Hispanic origin is a different view of the population and is not considered a race.

Figure 3 reflects the approximate racial/ethnic population distribution for the City of Wilsonville based on the 2010 U.S. Census and 2015 American Community Survey.

Figure 3: City of Wilsonville Racial and Ethnic Character 2010, 2016, and 2021



	White	African American	American Indian	Asian	Pacific Islander	Some Other Race	Two or More Races	Hispanic Origin
2010	85.3%	1.5%	1.0%	3.8%	0.4%	4.8%	3.2%	12.1%
2016	83.2%	1.6%	0.9%	4.7%	0.5%	5.3%	3.9%	13.3%
2021	81.0%	1.8%	0.9%	5.4%	0.5%	5.9%	4.4%	14.9%

Source: U.S. Census Bureau

Household Information

As reflected in ***Table 3***, the total number of housing units in the City increased by 1,497 units between 2010 and 2016. The overall number of owner-occupied households was expected to decrease about 1.4 percent from 2010 to 2016, while the percentage of vacant housing units was expected to decrease by 0.6 percent. The number of renter-occupied households is anticipated to have increased 2 percent from 2010 to 2016.

Table 3: City of Wilsonville Housing Inventory

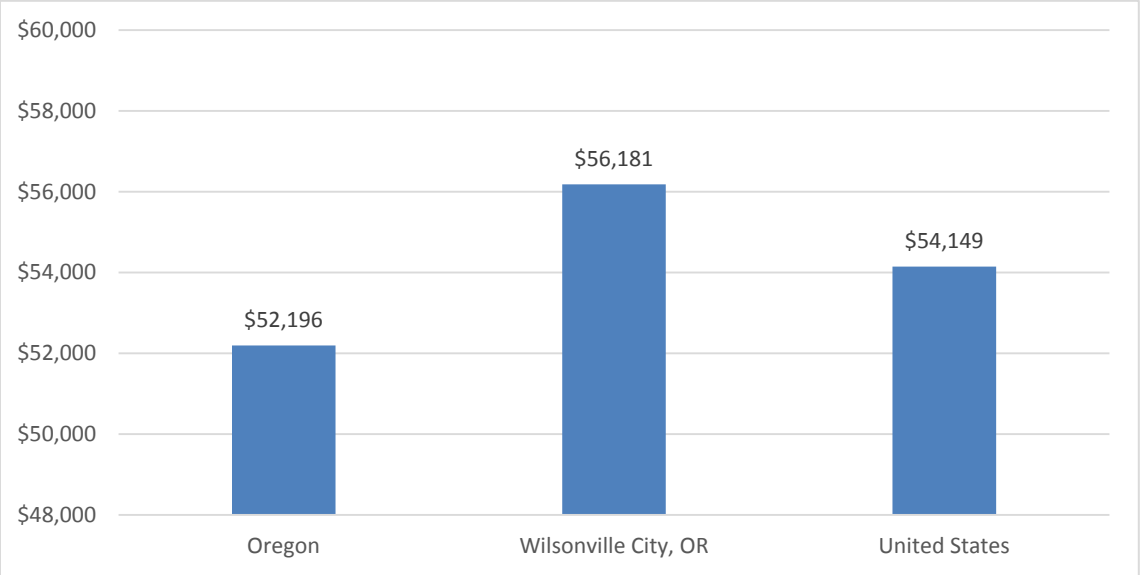
	2010	2016
Total housing units	8,487	9,984
Owner Occupied units	42.8%	41.4%
Renter Occupied Units	49.8%	51.8%
Vacant housing units	7.4%	6.8%

Source: U.S. Census Bureau

Household Income

The most current data (2016) from the U.S. Census Bureau and the American Community Survey, illustrated in ***Figure 4***, indicates that the median household income in the City of Wilsonville was higher than that of the average household in Oregon and the United States. The median household income in Wilsonville averaged $56,181, while Oregon averaged $52,196, and the United States averaged $54,149.

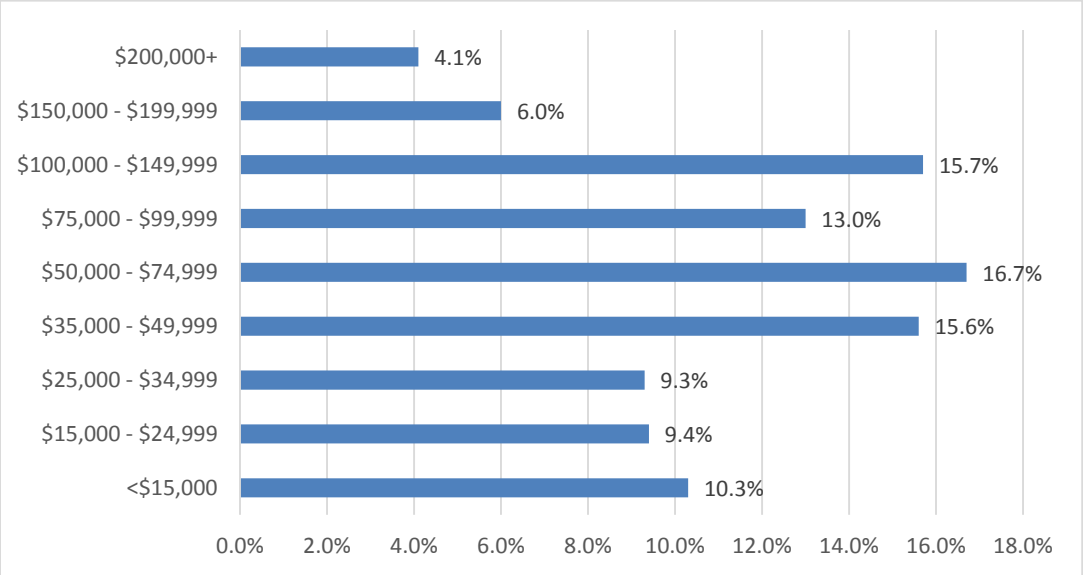
Figure 4: 2016 Median Household Income Comparison



Source: U.S. Census Bureau

Figure 5 illustrates the distribution of household median earnings in the City of Wilsonville in 2016. Nearly 17 percent of residents earn between $50,000 and $74,999. Almost 29 percent of households earn less than $34,999. About 26 percent of households earn $100,000 or more.

Figure 5: Distribution of Median Household Income in City of Wilsonville (2016)



Source: U.S. Census Bureau

Health Ranking

Specific health ranking data for the City of Wilsonville is not readily available. However, the 2017 County Health Rankings for Clackamas County and Washington County do provide a comparison of each county to others in Oregon. Washington County ranked 1 out of the 36 counties; Clackamas County ranked 2 out of the 36 counties in Oregon in terms of health outcomes, a measure that weighs the length and quality of life of residents. Washington County ranked 2nd for health factors, while Clackamas County ranked 4th for health factors. Health factors is a measure that considers the population's health behaviors, clinical care, social and economic factors, and physical environment.

The following graphic summarizes the key demographic information for the City of Wilsonville.

U.S. Census Bureau, ESRI Business Analyst, May 2017

II. Community and Stakeholder Input

Six focus groups and 13 stakeholder meetings were conducted comprising a total of 42 participants, along with one public forum open to residents, many of whom frequently use the recreation and park facilities and/or programs located in the City of Wilsonville. While these activities were just one of the tools used to determine community input, the information gathered is very important to identify the parks and recreation needs of the community. The following is a summary of the focus groups, stakeholder meetings, and public forum input.

Focus group participants were asked a series of questions. Select questions and their top responses are indicated below, listed in order of highest response rate.

Strengths of the current City of Wilsonville Parks and Recreation Department:

- Parks and Recreation staff is professional
- Wilsonville parks are enjoyable
- Water features are extremely popular
- Parks and Recreation look at the whole community
- Maintenance very responsive
- Flexible, small group, work directly with constituents
- City knows importance of community involvement
- Summer Concerts
- Korean War Memorial

Weaknesses and areas of improvement that need to be addressed:

- Communication
- Connectivity
- Field maintenance, drainage on the fields, more fields needed
- No launch points for river
- Roads are not walkable or safe for running
- No bike lanes/people cycle out of town because unsafe
- Relationship with volunteers, field maintenance, risk management
- Need a paved parking lot by the river shelter; forest shelter may not need to be paved
- No police presence in the parks, security in parks, conflicts with park users
- Enforcement of leash laws

Additional programs or activities desired:

- More outdoor concerts
- Food truck events
- More cultural events with the Korean population
- Equestrian outreach
- Outdoor recreation/nature programs
- Aquatics
- Indoor Pickleball
- Embrace the river for paddle sports – Boones Ferry

New amenities desired:

- River access/overlooks/walking trails
- Motorized and non-motorized boat launches
- Athletic fields at the new middle school/synthetic turf fields
- Bike/walking connections with existing trails/north
- Lighting/concessions/storage at ballfields
- Recreation center
- Outdoor amphitheater at Memorial Park
- Outdoor venues with seating overlooking the park/parklets in the Town Center
- Swimming pool year-round
- Paved parking at River Shelter

New services desired:

- Better collaboration
- Apps for parks
- In-house programming/summer camps
- Boat rentals at Boones Ferry
- Cultural activities and events to bring the community together

Key issues and values:

- Low-maintenance parks – develop without need for watering
- Need an identity – branding
- Develop better collaboration
- WERK Day – come help your community make your parks better
- Get the community to help where they can – "You can help by"
- Balance of development – need a downtown
- Balance cost of maintenance with cost of developments
- Balance with environment
- Conflicts between development and livability

Top parks and recreation priorities:

- Access to the river
- Connectivity
- Parking lot at River Shelter
- Synthetic turf fields
- Boones Ferry Park development
- Collaborations with stakeholders, City Departments, School District, and others
- Address pedestrian and bike safety

A. Community Survey Summary

Introduction & Methodology

The purpose of this needs assessment survey was to gather public feedback on City of Wilsonville parks and recreation facilities, services, and programs. This survey research effort and subsequent analysis were designed to assist the City of Wilsonville's Parks and Recreation Department in updating the City's 2007 Parks and Recreation Master Plan for future enhancements to existing and new facilities and services.

The survey was conducted using three primary methods: 1) a mail-back survey, 2) an online, invitation-only web survey to further encourage response from those residents already within the defined invitation sample, and 3) an open-link online survey for members of the public who were not part of the invitation sample.

A total of 3,500 surveys were mailed to a random sample of City of Wilsonville residents. The final sample size for this statistically-valid survey was 663, resulting in a margin of error of approximately +/- 3.8 percentage points calculated for questions at 50 percent response. The open link survey received an additional 318 responses.

Summary of Selected Findings

Parks Highly Used and Valued by Residents

- Ninety-three percent (93%) of invitation sample respondents used a Wilsonville park in the past year.
- Ninety-six percent (96%) of invitation respondents are satisfied with parks their households have used in the past two years.
- Open-ended comments reinforce that residents are proud of the adequacy of Wilsonville parks.

Safety and Maintenance are Important Factors in Choosing a Park and Increasing Usage

- About 9 in 10 invitation respondents rated "safety and security" and "well-maintained" as important qualities in choosing the park they use most often.
- Visitors of Murase Plaza and Sofia Parks were particularly likely to rate these items as important in selecting those parks.
- A notable share of invitation respondents indicated that condition/maintenance of parks or facilities (42%) and safety and security (38%) are important areas for the City of Wilsonville to address in order to increase their utilization of parks and recreation facilities.
- Almost half of all invitation respondents (47%) reported that making improvements and/or renovating existing amenities at parks are important to address over the next 5 to 10 years.

Trail and Pathway Connectivity is a High Priority

- Most respondents drive or walk to their most-used parks; biking is much less common.
- When asked to indicate their top three priorities for Wilsonville to address over the next 5 to 10 years, 54 percent of invitation respondents selected "increase number and connectivity of trails and pathways," making it the most-prioritized item.
- When asked the factors that, if addressed by the City of Wilsonville, would increase their utilization of Wilsonville facilities, 45 percent of invitation respondents selected "safe and easy access to parks (sidewalks, trails, street crossings)," making it the most-selected item.
- Ninety percent (90%) of invitation respondents said trails and pathways are important to their household.

Preservation of Open Space/Land Acquisition is a Top Priority

- Seventy-three percent (73%) of invitation respondents rated preserving open space/land acquisition as important.
- Fifty percent (50%) of invitation respondents chose preservation/land acquisition as one of their top three priorities over the next 5 to 10 years, making it the second most-selected priority item.

Expansion of the Farmers Market Desired

- Seventy percent (70%) of invitation respondents expressed interest in the addition or expansion of the farmers market, and 46 percent selected it as one of their top three priorities, making it the most-selected item.
- Open-ended comments suggest that there are parking/accessibility issues with the current farmers market in Sofia Park.

Priorities Vary By Presence of Children in the Home

- Households with children present are more likely to rate quality equipment/amenities and water features as important when choosing a park.
- Adding indoor and outdoor athletic courts are higher priorities for households with kids at home than those without kids at home.
- Households with kids are much more likely to prioritize water equipment rentals, water features/splash pads, and preschool programs as specific items for addition/expansion.

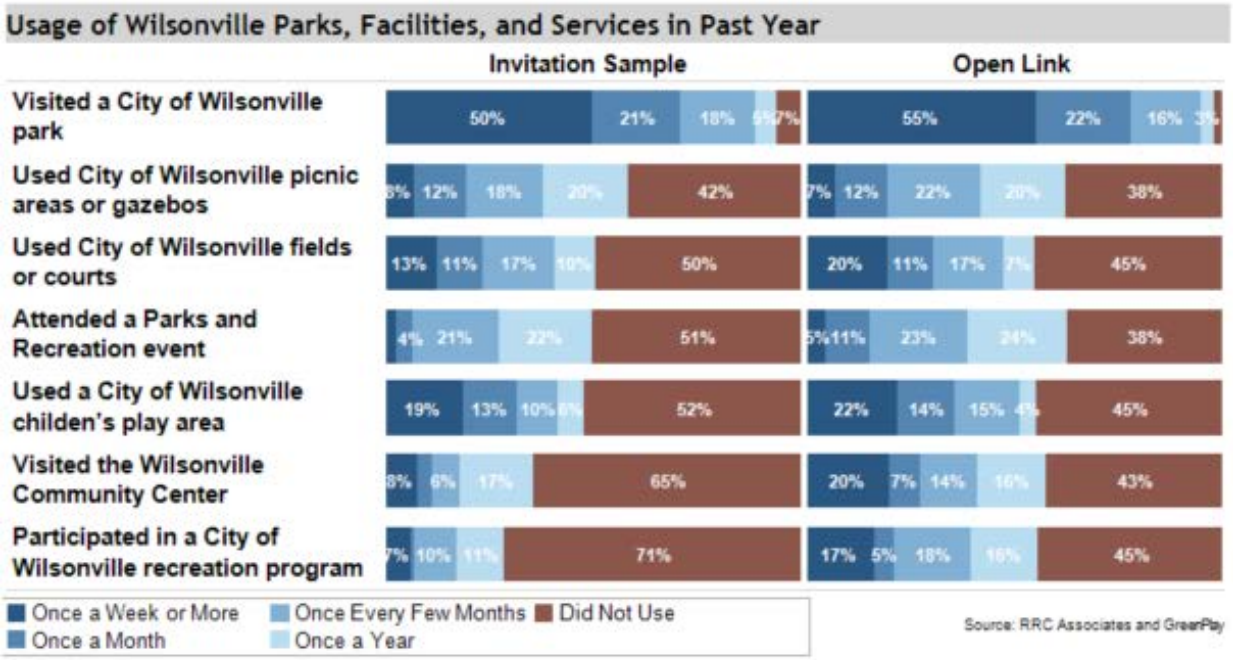
Open Link Sample Respondents are More Engaged in Parks and Recreation Programs and More Likely to Desire Program Improvements

- Fifty-five percent (55%) of open link respondents participated in a Wilsonville recreation program/class in the previous year (vs. 29% of invitation sample respondents).
- Open link respondents were notably more likely to rate recreation programs/classes as more important than invitation respondents, who were more likely to prioritize the expansion of programs and activities as a need over the next 5 to 10 years, and would be more likely to utilize facilities if there were more recreation programs and community events available.

In addition to the findings above, other relevant information and findings were gathered during the survey. The following sections summarizes additional significant findings.

Usage of Parks/Facilities in Past Year

A notable 93 percent of invitation respondents visited a City of Wilsonville park in the past year, while all other items were used less frequently. Open link respondents more frequently used all of the parks/facilities last year than invitation respondents did. In particular, they were more likely to participate in a recreation program or visit the Wilsonville Community Center.

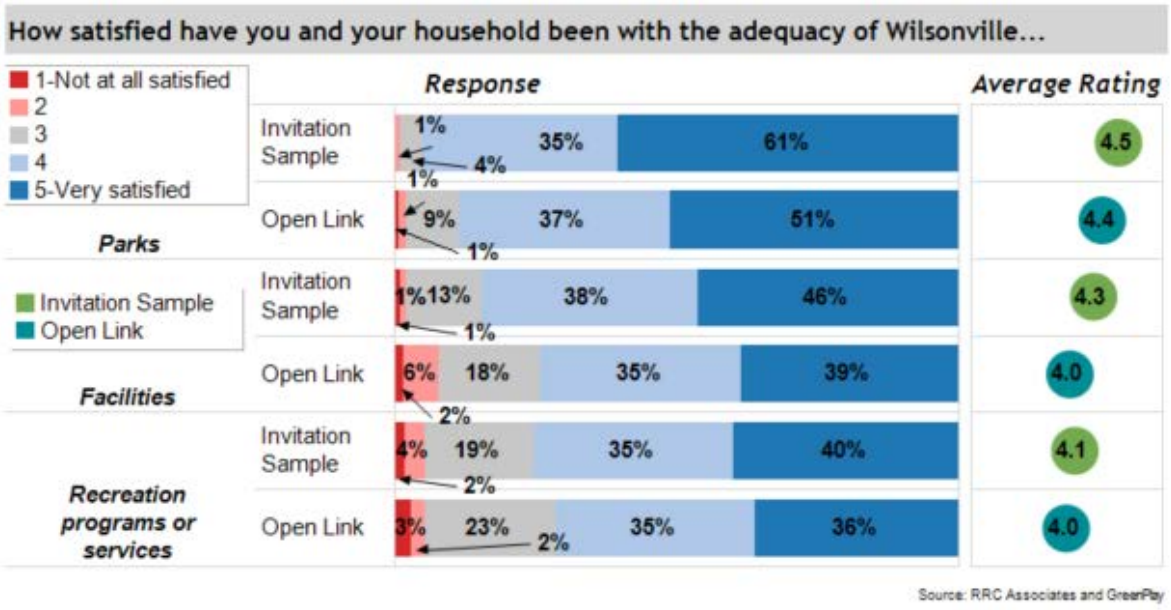


Comments on Influential Factors

Respondents were offered an opportunity to expand upon the factors that influence the park where they go most often. Residents take into account a variety of factors, including dog parks, kid-friendly features, trails, proximity to retail, and events, among other items. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix.

Satisfaction with Parks & Recreation

Most respondents were very or mostly satisfied with regards to the adequacy of Wilsonville parks and facilities. Nearly all invitation respondents are satisfied with parks (with 96% of respondents providing a rating of 4 or 5). Overall, invitation respondents are more satisfied than open link respondents.



Importance vs. Needs Met Matrix – Current Facilities

The level of importance for current facilities and the degree to which community needs are being met as reported in the needs assessment are illustrated in the following figure. The upper right quadrant depicts facilities that have high importance to households in Wilsonville and are also adequately meeting community needs. As these facilities are important to most respondents, they should be monitored and maintained in coming years, but are less of a priority for immediate improvements, as needs are currently being met:

- Trails and pathways
- Community and neighborhood parks
- Picnic tables and shelters
- Children play areas
- Athletic courts (basketball, pickleball, etc.)
- Water features/splash pad

Facilities located in the upper left quadrant have a high level of importance but a relatively lower level of needs being met, indicating that these are potential areas for enhancements. Improving these facilities would likely positively affect the degree to which community needs are met overall:

- Willamette River Access

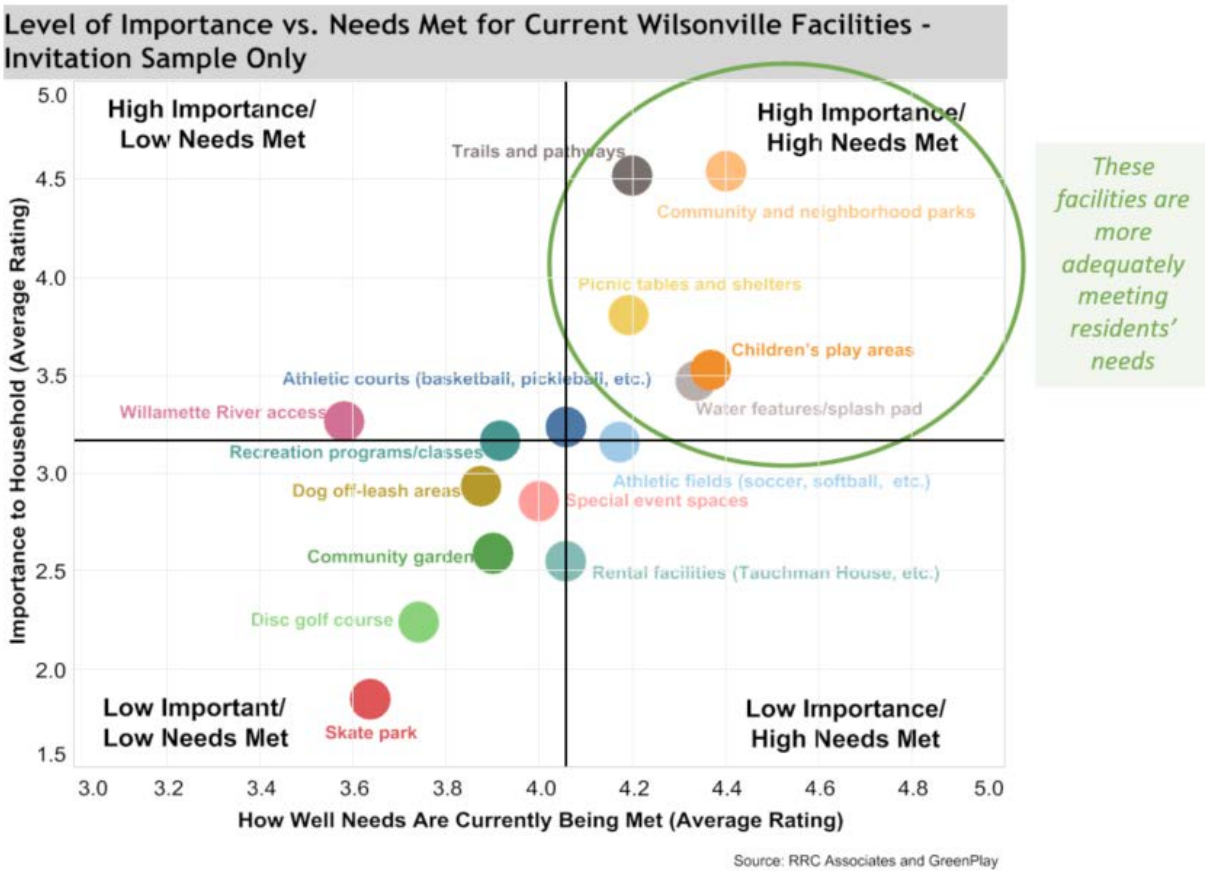
Shown in the lower right quadrant are facilities that are less important to most households, yet are meeting the needs of the community well. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive:

- Athletic fields (soccer, softball, etc.)
- Rental facilities (Tauchman House, etc.) (on the cusp of low needs met)

Finally, facilities found in the lower left quadrant do not meet community needs well and are also important to a smaller portion of the community. Deemed "niche" facilities, these amenities typically have a smaller but passionate following, so measurements of participation in discussions around future continuation or improvements may prove to be valuable:

- Recreation program classrooms (on the cusp of high importance)
- Dog off-leash areas
- Community garden
- Disc golf course
- Skate park

IMPORTANCE-PERFORMANCE MATRIX

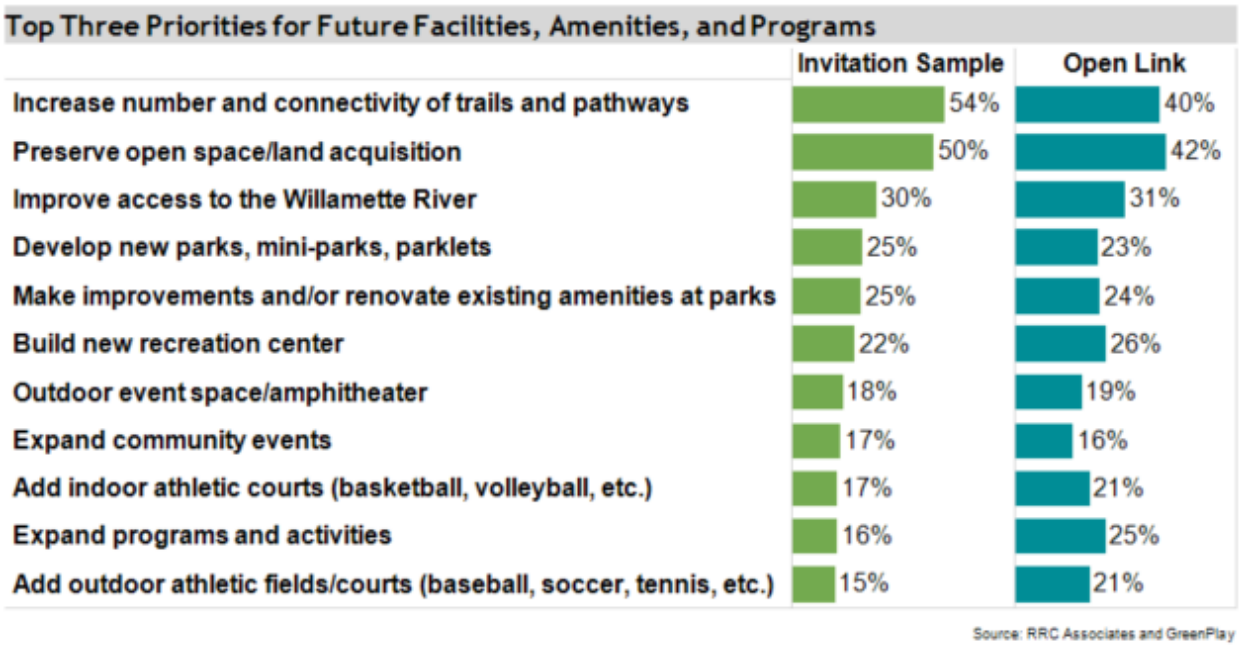


These facilities are more adequately meeting residents' needs

Source: RRC Associates and GreenPlay

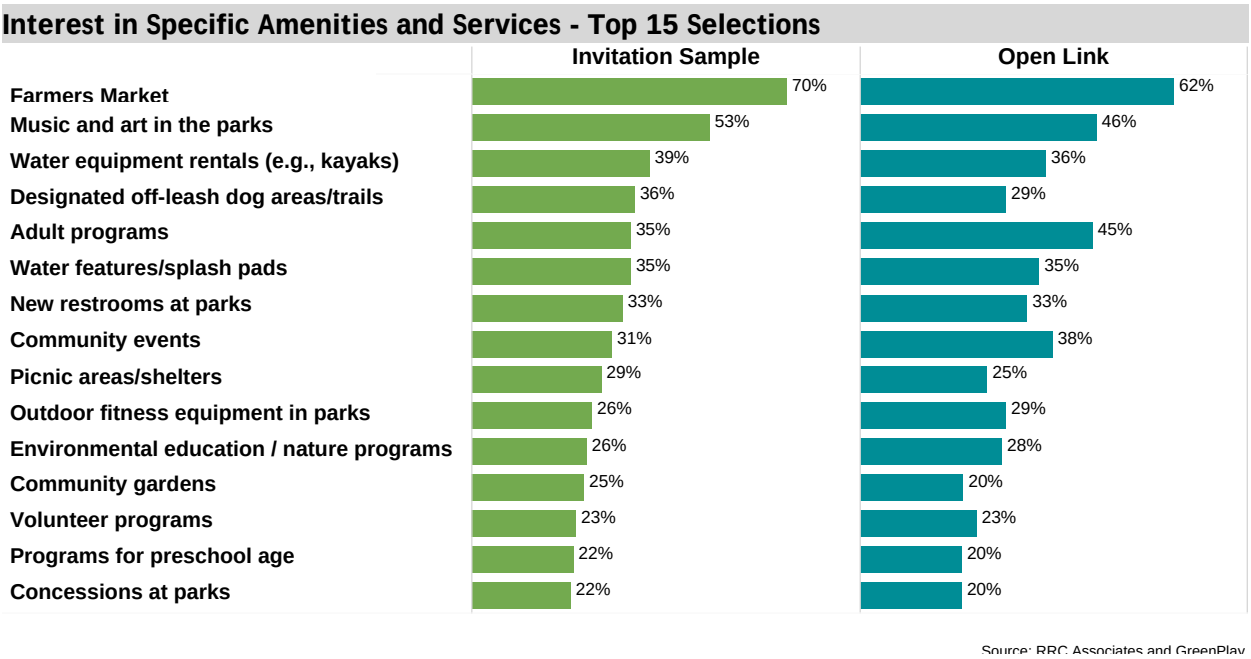
Top Three Future Facility Priorities

Fifty-four percent (54%) of invitation respondents and forty percent (40%) of open link respondents indicated that increasing the number of trails and pathways, and improving their connectivity is one of their top three priorities for the future (20% also selected it as their number one priority). A near equal share of respondents prioritized the preservation of open space/land acquisition (50% as one of their top three and 19% as their number one priority).



Specific Amenities and Services

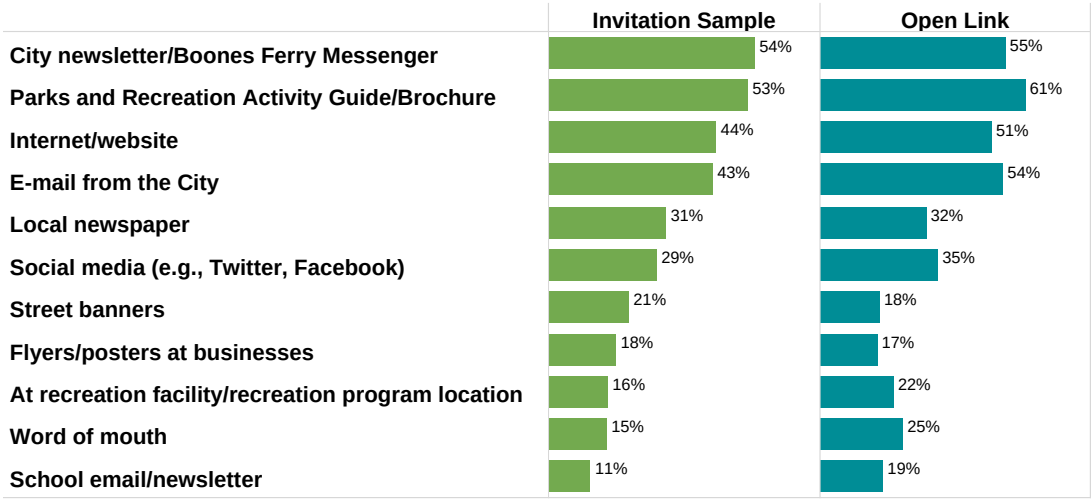
Respondents reported a desire for the addition or expansion of a number of facilities/amenities and programs/services, with invitation respondents reporting an average of 7.2 items from the list. The most often selected amenities include the farmers market (70%) and music and art in the parks (53%). Open link respondents had a greater interest in adult programs and community events than invitation respondents.



Best Way to Receive Information

The best way to reach invitation respondents is in the City newsletter/Boones Ferry Messenger (54%), the Parks and Recreation Activity Guide/Brochure (53%), through the internet/website (44%), or an email from the city (43%). Open link respondents were somewhat more likely to select the activity guide (61%), email from the city (54%), internet/website (51%), social media (35%), and word of mouth (25%).

Best Way to Receive Information on Parks and Recreation Facilities, Services, and Programs



Source: RRC Associates and GreenPlay

Additional Comments/Suggestions

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for City of Wilsonville Parks and Recreation. Themes that came up frequently through the survey were again prominent in this comment field, including a desire for additional programs and events, upgrades to existing facilities, increased trail and pathway connectivity, and enhanced river access. Many invitation respondents also took the opportunity to praise the efforts of the department. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix.

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III. Parks and Recreation Influencing Trends

The provision of public parks and recreation services can be influenced by a wide variety of trends, including the desires of different age groups within the population, community values, and popularity of a variety of recreational activities and amenities. Within this section of the plan, a number of local and national trends are reviewed that should be considered by the City when determining where to allocate resources toward the provision of parks, recreational facilities, and recreational programming to its residents and visitors.

This section of the report is generally organized into two sections:

1. Review of estimated Wilsonville household participation in, and spending on, a variety of recreational, sports, fitness, and leisure activities. Opportunities for participation in many of the activities analyzed are provided through city facilities and programs.
2. Overview of key national recreation trends pertinent to the provision of parks, recreation facilities, and open spaces relevant to the population of the City of Wilsonville.

The following are the major highlights, the full report is in the appendix.

Local trends reviewed are based on analysis of Esri Business Analyst models compiled in May 2017 for the City of Wilsonville. These models combined demographic, lifestyle, and spending estimates that provide insight into the general participation habits of city residents in recreation, fitness, and leisure activities. The models also estimate the city-wide economic impact of spending by city households on various recreation, fitness, and leisure activities.

National trends reviewed draw upon information from a variety of relevant and recent industry reports, studies, and publications. Topics discussed provide insight on current trends influencing the provision of public parks and recreation services nationwide, but are applicable in the provision of these public services locally.

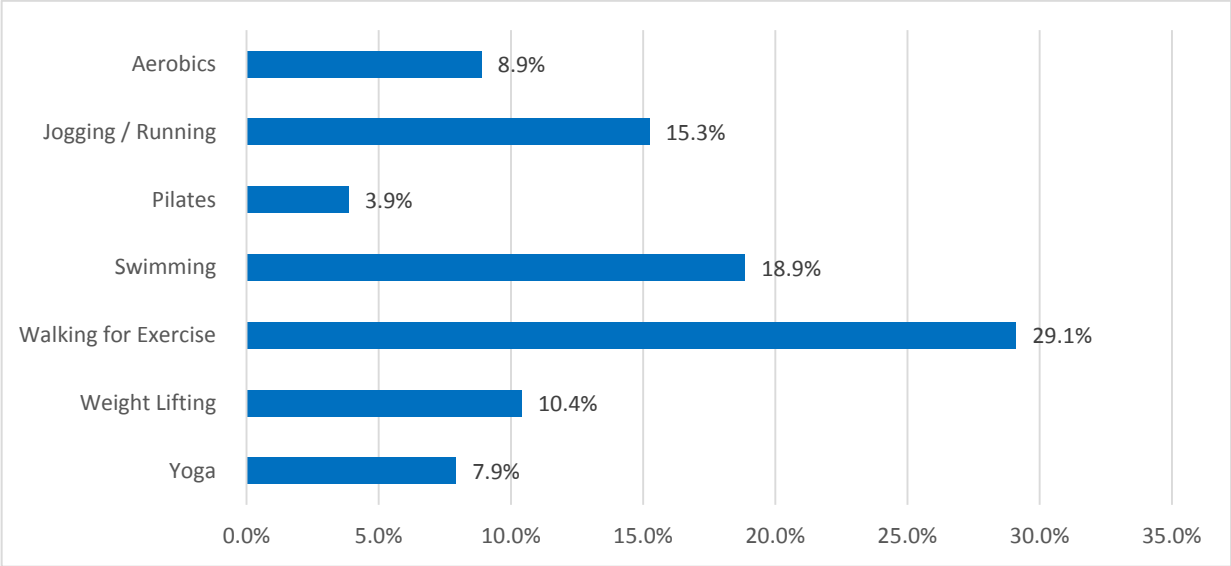
A. Estimated Household Participation Rates and Spending

Through Esri Business Analyst, a combination of information (from the U.S. Census Bureau, Bureau of Labor Statistics, and other data sources that gauge national tendencies to participate and spend on various recreation, fitness, and leisure activities) is weighed against current Esri local demographic characteristics (including population, age, and household income) to yield an estimate (May 2017) of household participation in recreation, fitness, and leisure activities in Wilsonville and the household spending on fees, equipment, and other typical costs associated with participation.

B. Estimated Participation

Esri models and resulting data indicate that Wilsonville households included members that participated in a number of recreation, sports, fitness, and leisure activities in the past year. The activities reviewed are representative of those that are often offered through parks and recreation facilities and programs throughout the country. ***Figures 6*** *is* a review of estimated participation rates of the City's households in outdoor recreation activities, team and individual sports and fitness activities, and leisure activities.

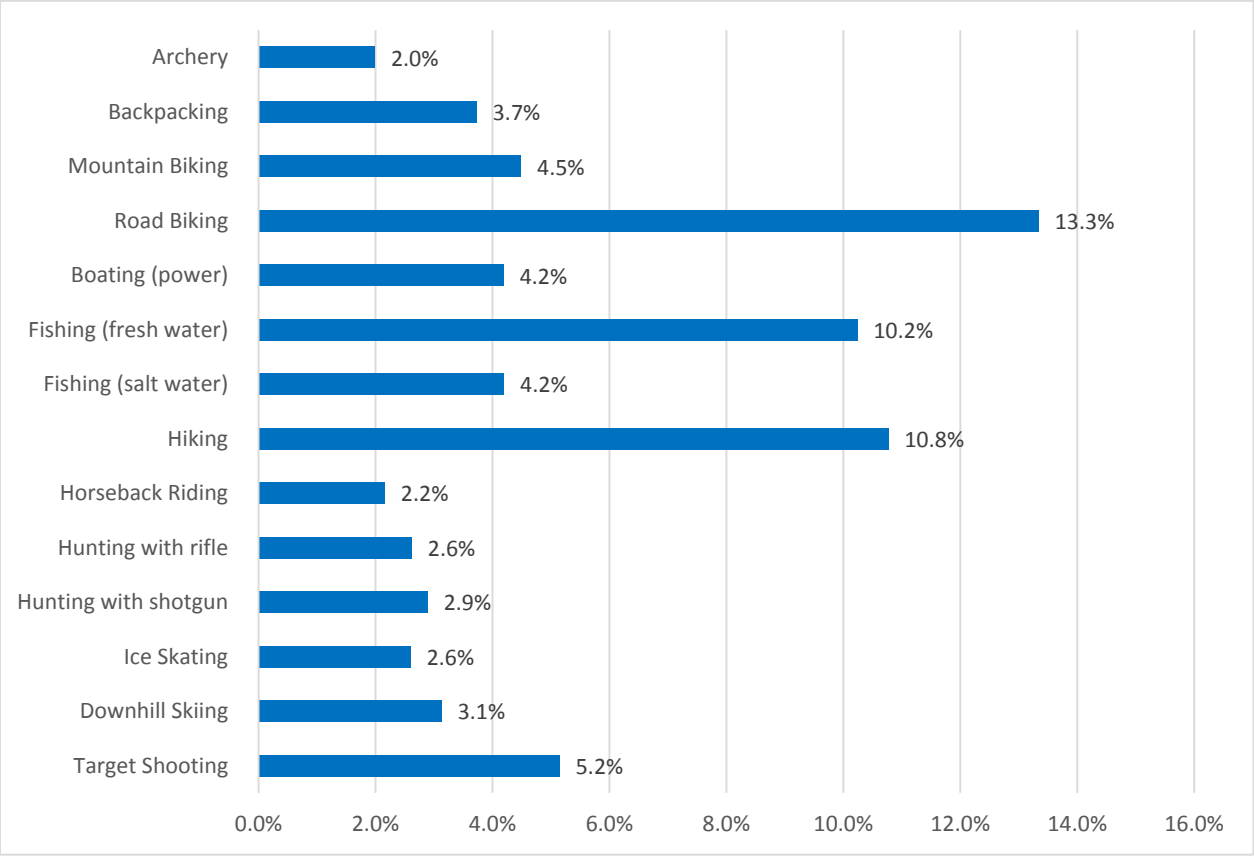
Figure 6: Estimated Household Participation in Fitness Activities (Wilsonville, 2016)



Source: Esri Business Analyst, Sports, and Leisure Market Potential

Participation in fitness activities is generally known to positively impact individual well-being and public health. Walking, the top fitness activity among City of Wilsonville households, is also one of the most popular recreation, leisure, and fitness activities nationally, because it has few barriers to participation and has positive individual health benefits. Over 29 percent of city households were estimated to have walked for fitness in the past year. Swimming was also a popular activity, with almost 19 percent participating in this fitness activity. The provision of amenities and opportunities for people to walk, swim, run, or participate in activities that promote personal and public health should remain important in City of Wilsonville.

Figure 7: Estimated Household Participation in Outdoor Recreation Activities (Wilsonville, 2016)

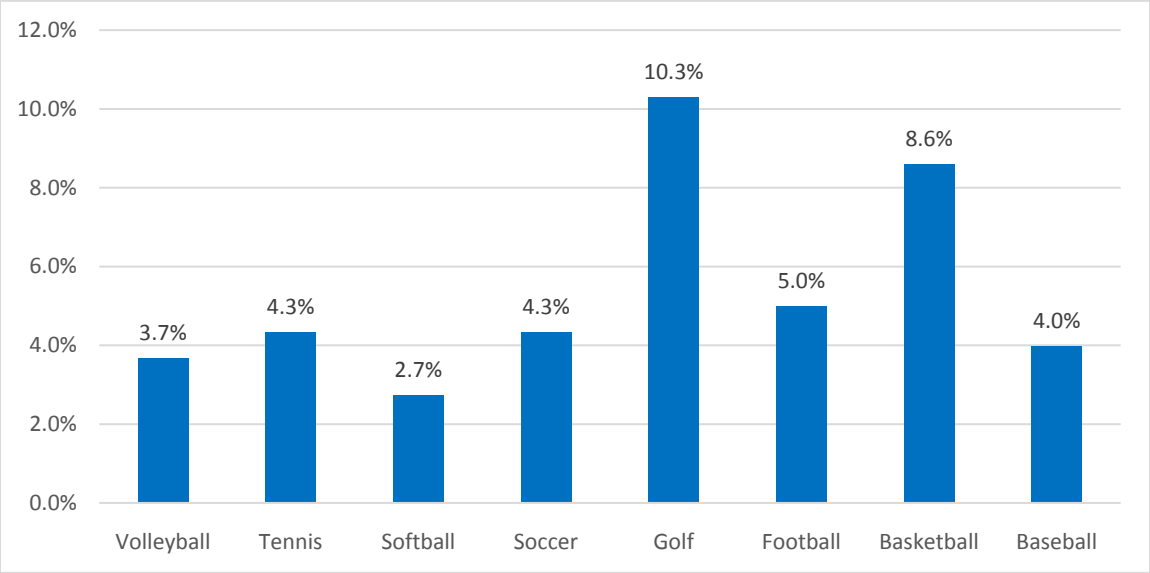


Source: Esri Business Analyst, Sports, and Leisure Market Potential

Participation in outdoor activities in a natural environment help people develop a stronger appreciation of nature, can help educate future stewards of the environment, and is known to have positive effects on individual well-being. Esri estimated that in the past year, just over 13 percent of Wilsonville residents went road biking, about 11 percent went hiking, and 10 percent fished (fresh water).

Of note in ***Figure 6*** are the relatively high levels of estimated participation in walking, jogging/running, hiking, and cycling. Participation in these activities, which are all known to have positive health and wellness benefits, can often be increased through the provision of safe, accessible public trails and pathways. Increasing opportunities for these and other trail-based activities should be a priority of the City.

Figure 8: Estimated Household Participation in Team and Individual Sports (Wilsonville, 2016)



Source: Esri Business Analyst, Sports, and Leisure Market Potential

Of the sports reviewed by Esri, Wilsonville residents were most likely to have participated in golf and basketball in the last year. About 10 percent of households included members participated in golfing, and 8.6 percent of households participated in basketball. The city and local sports leagues have reported relatively high levels of participation among residents participating in football, baseball, soccer, and/or tennis. While not currently reported by Esri, lacrosse and pickleball are two of the faster growing sports seen nationally by the consultant team.

C. National Demographic Trends in Recreation

Three major age groups, the Baby Boomers, Millennials, and Generation Z, are having significant impacts in the planning and provision of parks and recreation services nationwide. Baby Boomers are defined as individuals born between 1946 and 1964, as stated in "Leisure Programming for Baby Boomers."[1] They are a generation that consists of nearly 76 million Americans, and comprised 20 percent of Wilsonville's population in 2016. The Millennial Generation is generally considered those born between about 1980 and 1999, and in April 2016, the Pew Research Center reported that this generation had surpassed the Baby Boomers as the nation's most populous age group.[2] With regard to Generation Y, this age group under age 18 forms about a quarter of the U.S. population, according to the U.S. Census.

In 2016, approximately 74 percent of Wilsonville residents fell into one of these age groupings. Roughly 23 percent of the population were members of Generation Z, 31 percent were Millennials, and 20 percent were Baby Boomers.

According to Esri, projections suggest that age group expected to see the most growth is the 65 to 74-year-olds in the City of Wilsonville, which is likely to rise 3.1 percent between 2010 and 2021. The age of 45 to 54 is anticipated to decrease between 2010 and 2021 by 2.2 percent.

[1] Linda Cochran, Anne Roshschadl, and Jodi Rudick, "Leisure Programming For Baby Boomers," *Human Kinetics*, 2009.
[2] Richard Fry, "Millennials overtake Baby Boomers as America's Largest Generation," *Pew Research Center Fact Tank,* April 25,2 016, http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/, accessed May 2015

Adults – Baby Boomers

Baby Boomers are defined as individuals born between 1946 and 1964, as stated in "Leisure Programming for Baby Boomers."[3] They are a generation that consists of nearly 76 million Americans, and comprised 20 percent of Wilsonville's population in 2016. Boomers were not the largest age group in Wilsonville, trailing two percent behind Generation Z and 11 percent behind Millennials.

- *Boomers will look to parks and recreation professionals to provide opportunities to enjoy many life-long hobbies and sports.* When programming for this age group, a customized experience to cater to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that Boomers associate with senior citizens. Ziegler suggests that activities such as bingo, bridge, and shuffleboard will likely be avoided, because Boomers relate these activities with old age.

Adult – The Millennial Generation

The Millennial Generation is generally considered those born between about 1980 and 1999 and in April 2016, the Pew Research Center reported that this generation had surpassed the Baby Boomers as the nation's most populous age group.[4] Millennials comprised approximately 31 percent of Wilsonville's 2016 total population, the largest of any of Wilsonville generations.

As Millennials tend to be a more tech-savvy, socially conscious, achievement-driven age group with more flexible ideas about balancing wealth, work, and play, they generally prefer different park amenities and recreational programs, than their counterparts in the Baby Boomer generation. In an April 2015 posting to the National Parks and Recreation Association's official blog, *Open Space*, Scott Hornick, CEO of Adventure Solutions suggests the following seven considerations to make your parks Millennial friendly:[5]

1. Group activities are appealing.
2. Wireless internet/Wi-Fi access is a must – being connected digitally is a Millennial status-quo, and sharing experiences in real time is something Millennials enjoying doing.
3. Having many different experiences is important – Millennials tend to participate in a broad range of activities.
4. Convenience and comfort are sought out.
5. Competition is important, and Millennials enjoy winning, recognition, and earning rewards.
6. Facilities that promote physical activity, such as trails and sports fields, and activities like adventure races are appealing.
7. Many Millennials own dogs, and want places in which they can recreate with them.

Youth – Generation Z

In the July 2012 issue of *Parks and Recreation* Magazine, Emilyn Sheffield contributed an article titled "Five Trends Shaping Tomorrow Today." In it, she identified that the proportion of youth is smaller than in the past, but still essential to our future. As of the 2010 Census, the age group under age 18 forms about a quarter of the U.S. population. Nationwide, nearly half of the youth population is ethnically diverse, and 25 percent is Hispanic. In Wilsonville, roughly 24 percent of the population was under the age of 19 in 2016.

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[3] Linda Cochran, Anne Roshschadl, and Jodi Rudick, "Leisure Programming For Baby Boomers," *Human Kinetics*, 2009.
[4] Richard Fry, "Millennials overtake Baby Boomers as America's Largest Generation," *Pew Research Center Fact Tank,* April 25,2016, http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/, accessed May 2015
[5] Scott Hornick, "7 Ways to Make Your Park More Millennial Friendly," *Parks and Recreation Open Space Blog*, August 19, 2015, http://www.nrpa.org/blog/7-ways-to-make-your-parks-millennial-friendly, accessed May 2016

Characteristics cited for Generation Z, the youth of today, include:[6]

- The most obvious characteristic for Generation Z is the pervasive use of technology.
- Generation Z members live their lives online, and they love sharing both the intimate and mundane details of life.
- They tend to be acutely aware that they live in a pluralistic society and tend to embrace diversity.
- Generation Z tend to be independent. They do not wait for their parents to teach them things or tell them how to make decisions.

Facilities

According to *Recreation Management's* magazine's "2015 State of the Industry Report,"[7] national trends show an increased user-base of recreation facilities (private and public). To meet the growing demand for recreational facilities, a majority of the parks and recreation providers who responded to the *Recreation Management* survey (72.6%) reported that they plan to build new facilities or renovate and/or expand existing facilities over the next three years. The report further indicated that the top 10 park features planned for construction in the near future were likely to include:

1. Splash play areas
2. Playgrounds
3. Dog parks
4. Fitness trails and outdoor fitness equipment
5. Hiking and walking trails
6. Bike trails
7. Park restroom structures
8. Park structures such as shelters and gazebos
9. Synthetic turf sports fields
10. Wi-Fi services

An additional national trend of note is toward the construction of "one-stop" indoor recreation facilities to serve all age groups. These facilities are typically large, multipurpose regional centers that have been observed to help increase operational cost recovery, promote user retention, and encourage cross-use. These large recreation centers tend to attract young families, teens, and adults by providing a variety of amenities, programs, and self-directed activities, services, and flexible use spaces that appeal to all ages.

National Trends in Participation, Facilities and Programs

Dog Parks

Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities. Dog parks can be as simple as a gated area, or more elaborate with "designed-for-dogs" amenities like water fountains, agility equipment and pet wash stations, to name a few. Dog parks are also places for people to meet new friends and enjoy the outdoors.

[6] Alexandra Levit, "Make Way for Generation Z," *New York Times*, March 28, 2015, http://www.nytimes.com/2015/03/29/jobs/make-way-for-generation-z.html, accessed May 2016

[7] Emily Tipping, "2015 State of the Industry Report, State of the Managed Recreation Industry," *Recreation Management*, June 2015.

D. Programming

Current National Trends in Public Parks and Recreational Programming

Fitness Programming

Fitness programming and popularity of various activities has significantly evolved over the past 15 years. The American College of Sports Medicine (ACSM) *Health and Fitness Journal* has conducted annual surveys since 2007 to gauge trends that would help inform the creation of standards for health and fitness programming. The survey focuses on trends in the commercial, corporate, clinical, and community health and fitness industry. ***Table 4*** compares the results of ACSM's original 2007 survey, and findings from its survey conducted for 2017. Preferences in fitness programming change over time. Some trends first identified in 2007 have remained popular, while other activities and associated programs were widely popular for short durations.

Table 4: Top 10 National Fitness Trends – 2007 and 2017

2007 Trends	2017 Trends
1. Children and obesity	1. Wearable technology
2. Fitness programs for older adults	2. Body weight training
3. Educated and experienced fitness professionals	3. High-intensity interval training
4. Functional fitness	4. Educated and experienced fitness professionals
5. Core training	5. Strength training
6. Strength training	6. Group training
7. Personal training	7. Exercise is Medicine
8. Mind/body exercise	8. Yoga
9. Exercise and weight loss	9. Personal training
10. Outcome measurements	10. Exercise and weight loss

Source: American College of Sports Medicine Health and Fitness Journal

Older Adults and Senior Programming

Many older adults and seniors are choosing to maintain active lifestyles and recognize the health benefits of regular physical activities. With the large number of adults in these age groups, many communities have found a need to offer more programming, activities, and facilities that support the active lifestyle this generation desires.

Festivals and Special Events

Festivals and other special events are often popular activities in communities that not only entertain, generate economic activity, and serve to celebrate community identity, they are also fantastic means of introducing people the community's public parks and recreation system. Public parks and recreation agencies play a major role in planning, managing, and hosting festivals and other community programs that often serve to draw new users into their facilities. Attendants to events hosted in parks or recreation centers who enjoy their experience may want to return for another event or program, or simply to enjoy the park or recreation facility. Participants in these special programs can become interested in visiting other parks and recreation facilities or participating in programs.

E. Healthy Lifestyle Trends and Active Living

Active Transportation – Bicycling and Walking

In many surveys and studies on participation in recreational activities, walking, running, jogging, and cycling are nearly universally rated as the most popular activities among youth and adults. Walking, jogging, and running are often the most highly participated in recreational activity, and cycling often ranks as the second or third most popular activity. These activities are attractive, as they require little equipment or financial investment to get started, and they are open to participation to nearly all segments of the population. For these reasons, participation in these activities are often promoted as a means of spurring physical activity and increasing public health.

Trails and Health

Trails can provide a wide variety of opportunities for being physically active, such as walking/running/hiking, wheelchair recreation, bicycling, and horseback riding. Trails and community pathways are a significant recreational and alternative transportation infrastructure, but are most effective in increasing public health when they are part of a system.

The health benefits are equally as high for trails in urban neighborhoods as for those in state or national parks. A trail in the neighborhood, creating a "linear park," makes it easier for people to incorporate exercise into their daily routines, whether for recreation or non-motorized transportation. Urban trails need to connect people to places they want to go, such as schools, transit centers, businesses, and neighborhoods.[8]

Shade Structures – Solar Relief

Communities around the country are considering adding shade structures as well as shade trees to their parks, playgrounds, and pools, as "a weapon against cancer and against childhood obesity,"[9] both to reduce future cancer risk and promote exercise among children. A 2005 study found that melanoma rates in people under 20 rose three percent a year between 1973 and 2001, possibly due to a thinning of the ozone layer in the atmosphere. It is recommended that children seek shade between 10 a.m. and 4 p.m., but with so little shade available, kids have nowhere to go. Additionally, without adequate shade, many play areas are simply too hot to be inviting to children. On sunny days, the playground equipment is hot enough to scald the hands of would-be users.

Trees would help provide protection, as tree leaves absorb about 95 percent of ultraviolet radiation, but they take a decade or more to grow large enough to make a difference. As such, many communities are building shade structures instead. The non-profit Shade Foundation of American is a good resource for information about shade and shade structures, www.shadefoundation.org.

[8] National Trails Training Partnership, "Health Community: What you should know about trail building," http://www.americantrails.org/resources/health/healthcombuild.html, accessed May 2016
[9] Liz Szabo, "Shade: A weapon against skin cancer, childhood obesity," *USA Today*, June 30, 2011, www.usatoday.30.usatoday.com/news/health/wellness/story/2011/06/Shade-serves-as-a –weapon-against-skin-cancer-childhood-obesity/48965070/1, accessed May 2015

Natural Environments and Open Space

Conservation

Parks and public lands are critical to the quality of life for all Americans and that quality, for everyone, in any community, is improved by clean, green, and accessible parks and open space. Parks and open spaces serve an essential role in preserving natural resources and wildlife habitat, protecting clean water and clean air, and providing open space for current and future generations. Parks also offer an essential connection for Americans of all ages and abilities to the life-enhancing benefits of nature and the outdoors.[10]

F. Economic and Health Benefits of Parks

"The Benefits of Parks: Why America Needs More City Parks and Open Space," a report from the Trust for Public Land, makes the following observations about the health, economic, environmental, and social benefits of parks and open space:[11]

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and psychological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Researchers have long touted the benefits of outdoor exercise. Many parks and recreation departments have begun installing "outdoor gyms." Equipment that can be found in these outdoor gyms is comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc. Outdoor fitness equipment provides a new opportunity for parks and recreation departments to increase the health of their communities, while offering them the opportunity to exercise outdoors. Such equipment can increase the usage of parks, trails, and other outdoor amenities while helping to fight the obesity epidemic and increase the community's interaction with nature.

[10] National Parks and Recreation Association, "Role of Parks and Recreation in Conservation," http://www.nrpa.org/About-NRPA/Position-Statements/Role-of-Parks-and-Recreation-in-Conservation, accessed May 2016

[11] Paul M. Sherer, *"*The Benefits of Parks: Why America Needs More City Parks and Open Space*,"* The Trust for Public Land, San Francisco, CA, 2006

G. Trends in Adult and Youth Recreation

Adult Recreation: Pickleball

No adult recreational sport is taking off faster than pickleball.[12] Pickleball is a racquet sport played on a badminton court with a lowered net, perforated plastic ball, and wood paddles. While it originated in the Pacific Northwest in the 1960s, it has grown exponentially since 2000. The USA Pickleball Association (USAPA) estimates that there were about 500 pickleball players in 2000, with that number growing to 125,000 in 2013. It is especially popular with the 50+ crowd, because it is low impact but gets the heart rate pumping.[13] Pickle ball is an attractive programming option for recreation managers, because it is adaptable to a variety of existing facilities – four pickleball courts fit in one tennis court.

H. Outdoor Recreation

The Outdoor Foundation releases a "Participation in Outdoor Recreation Topline Report" annually. According to the 2016 "Topline Report,"[14] nearly half (48.4%) of Americans participated in outdoor recreation activities in 2015. Increased participation in outdoor recreation activities was strong in paddle sports, with stand up paddle boarding remaining the top outdoor activity for growth growing by 26 percent in participation from 2014 to 2015.

Additional key findings from the 2016 "Topline Report" include:

Participation in Outdoor Recreation

- In 2015, 48.4 percent of Americans ages 6 and older participated in at least one outdoor activity. This equated to 142.4 million Americans who went on a collective 11.7 billion outdoor recreation outings.
- The top five outdoor activities with increased participation in the past three years were stand up paddle boarding, triathlon (traditional/road), kayak fishing, triathlon (non-traditional/off-road), and trail running.
- Participation among youth ages 6 to 12 was at 63 percent, ages 13 to 17 was at 59 percent, and ages 18 to 24 was at 57 percent.
- Participation among adults ages 25 to 44 was at 56 percent, and 37 percent among adults ages 45 and older.

Trail Recreation and Cycling Trends

For trail-related recreation activities such as hiking (which included walking), bicycling, and running, the 2016 "Topline Report" indicates a positive three-year trend for trail running, running/jogging, hiking, mountain biking, and BMX biking, as shown in ***Table 5***. Additionally, participation in trail running and BMX biking is up significantly over the recent three-year period.

[12] Chris Gelbach, "Never Stop Playing: Trends in Adult Recreational Sports" *Recreation Management*, September 2013, http://recmanagement.com/feature_print.php?fid=201309fe02, accessed January 2015

[13] David Crumpler, "Pickleball a fast-growing sport, especially for the 50 and older crowd," *Florida Times Union*, January 26, 2015, http://jacksonville.com/prime-time/2015-01-26/story/pickleball-fast-growing-sport-especially-50-and-older-crowd, accessed January 2015

[14] *Outdoor Recreation Participation Topline Report 2016*

Table 5: Cycling and Trail Recreation Participation by Activity (Ages 6+)

	2013	2014	2015	3 Year Average Change
BMX Bicycling	2,168	2,350	2,690	7.5%
Bicycling (Mountain/Non Paved Surface)	8,542	8,044	8,316	2.8%
Bicycling (Road/Paved Surface)	40,888	39,725	38,280	-0.8%
Hiking (Day)	34,378	36,222	37,232	2.6%
Running/Jogging	51,127	49,408	48,496	-2.3%
Trail Running	6,792	7,531	8,139	10.7%

Source: 2016 Outdoor Recreation Participation Topline Report

I. Management and Operational Trends

Americans with Disabilities Act (ADA) Compliance

On September 14, 2010 the U.S. Department of Justice (DOJ) issued an amended regulation implementing the Americans with Disabilities Act (ADA 2010 Standards),[15] and for the first time, the regulations were expanded to include recreation environment design requirements. Covered entities were to be compliant with design and construction requirements and the development of three-year transition plan by March 15, 2012. The deadline for implementation of the three-year transition plan was March 15, 2015.

Funding

According to *Recreation Management* magazine's 2015 "State of the Industry Report," survey respondents from parks and recreation departments/districts reporting about their revenues from 2012 through 2014 indicated a continued recovery from the impact of the recession of 2008. From 2013 to 2014, 44.1 percent of respondents reported that their revenues had increased, and another 44.1 percent reported revenues staying steady. About 48.7 percent of respondents said they expected revenues to continue to increase in 2015, while 44 percent expected no change.

Trends in Marketing by Parks and Recreation Providers

Active Network offers expertise in activity and participation management. The organization's mission is to make the world a more active place. In its blog, the following marketing mix ideas were offered, which came out of a meeting with parks and recreational professionals in the Chicago area.[16]

- Updated booths and community event presence—Utilization of a tablet or laptop to show programs you offer and provide event participants the opportunity to register on the spot.
- Facebook redirect app—This application redirects people automatically to the link you provide. Add it to your Facebook page.
- Instagram challenge—Think about how you can use mobile and social tools at your next event. It could be an Instagram contest during an event set up as a scavenger hunt with participants taking pictures of clues and posting them on Instagram.
- Social media coupons—Research indicates that the top reason people follow an organization on a social network is to receive discounts or coupons. Consider posting an event discount on your social networks redeemable by accessing on phone or printing out.

[15] U.S. Department of Justice, Americans with Disabilities Act, ADA Home Page, http://www.ada.gov/, accessed November 15, 2012.
[16] Active Network, http://www.activenetwork.com, accessed May 2014

Mobile marketing is a growing trend. Social websites and apps are among the most used features on mobile phones. Popular social media marketing tools include Facebook, Twitter, YouTube, Snapchat, Instagram, and LinkedIn. Private messaging apps such as Snapchat and WhatsApp are being used more and more for live media coverage.[17]

Ninety-one percent (91%) of Americans own a cell phone, and most use the devices for much more than phone calls. Young adults engage in mobile data applications at much higher rates than adults ages 30 and older. Usage rates trends indicate that Millennials tend to get information most frequently using mobile devices such as smartphones. For example, 97% of cell phone owners ages 18–29 send and receive text messages, compared to 94% of ages 30–49, 75% of ages 50–64, and 35% of those 65 and older. In 2016, the vast majority of the population in the United States has access to a smartphone, computer, or other device, and is nearly always "connected."

[17] Jacqueline Woerner, "The 7 Social Media Trends Dominating 2015," Emarsys Blog, http://www.emarsys.com/en/resources/blog/the-7-social-media-trends-dominating-2015/, accessed February 26, 2015.

IV. Parks and Facilities Inventory and Assessment

An inventory of parks and facilities owned and/or maintained by the City of Wilsonville was conducted in April 2017 and approved by staff on May 30, 2017. Each site was evaluated using a proprietary methodology called Geo-Referenced Amenities Standards Process (GRASP®) to assess existing park and recreation systems. Findings from the analysis process identify gaps and make recommendations for future parks, recreation, and open space needs. The team utilized the GRASP®-IT audit tool, an instrument developed for assessing the quality and other characteristics of parks, trails, and other public lands and facilities. The GRASP®-IT tool has been used to conduct inventories of more than 100 park systems nationwide over the past 16 years and has been tested for reliability and validity.

To conduct the inventory, a trained observer from the planning team visited each site or location and assessed the features within it. Features were classified into one of two categories: ***components*** and ***modifiers***. A ***component*** is a feature that people go to a park or facility to use, such as a tennis court, playground, or open lawn area. Each component was evaluated on its functionality—its suitability for its intended purpose. ***Modifiers*** are amenities such as shade, drinking fountains, restrooms, etc. that enhance the comfort and convenience of visiting the site and thereby modify the experience of using its components.

A formula was applied that combines the assessments of a site's components and modifiers to generate a score or value for each component and for the entire site. The resulting values can be used to compare sites to each other and to analyze the overall performance of the park system.

A. Assessment Summary

Based on visits to each park and/or facility, the following general assessments were concluded:

- Parks are generally well maintained and free of trash, graffiti, or other negative elements.
- Current parks vary greatly in number of amenities and overall size.
- Most of the parks have good street visibility and frontage. They offer adequate public access.
- While improvements have been made, ensuring ADA accessibility to parks and park amenities, continued implementation of the ADA Transition Plan including additional improvements or accommodations are needed throughout the system (City of Wilsonville, Oregon, Public Right-of-Way & City Parks Facilities, ADA Title II Transition Plan, Final Plan, May 12, 2015).
- Several playgrounds and playground structures need upgrades or renovation.
- While centrally located, all sports fields (diamonds and rectangles) are located at Memorial Park.
- There are no standalone rectangle fields. All rectangle fields currently overlay diamond fields, and therefore, there is limited use or availability of both field types.
- Several national trends have been incorporated into the park system including pickleball courts, aquatic spray grounds, disc golf, and nature-based playgrounds.
- Water access (particularly Willamette River access) is limited.

Summary of Inventory Locations

Wilsonville has a variety of recreation locations that serve the community at-large in many ways. The 2007 Parks and Recreation Master Plan classified parks into the following categories (NRPA does not define park classification. The following classifications were reviewed with Wilsonville staff and deemed appropriate):

- **Neighborhood Parks**: Generally small in size, neighborhood parks are a combination of a playground and a park designed primarily for spontaneous, non-organized recreation activities.
- **Community Parks**: Generally, community parks are larger parks that support organized activities and often have sports fields or other special facilities as their central focus. These parks can accommodate larger numbers of people and provide restrooms and parking.
- **Regional Parks**: At more than 50 acres, regional parks provide a wide variety of specialized facilities, such as sports fields, indoor recreation facilities, or large picnic areas, to serve the entire community and beyond. Natural areas or unique recreation opportunities are usually a component of regional parks.
- **Urban Parks**: Urban parks are located in busy, higher density, commercial areas, or mixed-use centers. Examples of urban parks include public squares, promenades, and urban plazas.
- **Special Use Areas**: Special use areas are single purpose sites or areas occupied by specialized facilities, such as stand-alone recreation centers, performing arts facilities, skate areas, swimming pools, or community gardens.
- **Natural Areas**: Natural areas are lands managed in a natural state. Recreation in natural areas usually involves passive, low-impact activities, such as walking, biking, and watching wildlife.
- **Greenways/Greenbelts**: Greenways or greenbelts are linear parks that link together points-of-interest within a community or provide green buffers between neighborhoods. These parks are nature oriented, and recreation is typically related to trail use.

Additional classifications which are important to Wilsonville's system:

- **Private Parks**: These privately owned and maintained sites include parks owned by subdivision homeowners associations (HOAs), park amenities provided on corporate campuses, private golf courses, and privately-owned sports field complexes.
- **Beautification Areas**: These maintained, landscaped areas primarily provide a visual amenity typically with no recreational use. Sites may include landscaped rights of way, gateways, seating areas, or street medians and islands.
- **Waysides**: A stopping place, carved out of land adjacent to a trail or pathway that provides minor amenities for rest or exercise that is out of the way of foot or bicycle traffic. These small spaces provide a bench, small table, or an exercise station. These spaces are often found along walking trails, water trails, exercise circuit trails, or boardwalks.
- **Pocket Parks**: A small park, large enough for a tot lot, looped walking trail or sheltered picnic table, or a public sculpture or fountain. A pocket park provides a minimal amenity for an apartment complex or area of opportunity in a development.
- **Trail Corridor**: A stand-alone corridor or parcel that contains a trail.

Park locations range in size from Engleman Park with just under an acre to Memorial Park and Murase Plaza at a combined 126 acres. Parks offer both active and passive recreation opportunities from playgrounds and ballfields to walking paths and natural areas. Smaller parks may only have a few amenities while larger parks offer up to 35 components. Several of the parks (indicated in the following list by an *) are part of the Villebois Greenway Regional Park or are neighborhood parks within the Villebois planned community. These parks are in various states of transfer to City ownership and maintenance.

Existing properties that fall into the "Park" category include the following and account for approximately 256 total acres:

- **Neighborhood Parks**
  - Courtside Park
  - Engelman Park
  - Hathaway Park
  - Park at Merryfield
  - River Fox Park
  - Willow Creek and Landover Park
- **Community Parks**
  - Boones Ferry Park
  - Canyon Creek Park
  - Regional Parks
  - Memorial Park
  - Villebois Regional Park System – Sofia Park*, Palermo Park*, Edelweiss Park*, Piccadilly Park*, Trocadero Park*, Regional Park 7/8* (2018 estimated completion)
- **Urban Parks**
  - Murase Plaza
  - Town Center Park
  - Special Use Areas
  - Willamette River Water Treatment Plant Park
- **Natural Areas**
  - Graham Oaks Nature Park is operated by METRO. The property lies just west of the city but provides many recreation opportunities for residents and visitors. The property is 250 acres.
  - Greenway/Greenbelt
  - Tranquil Park
- **Trail Corridors**
  - Throughout Wilsonville, trails occur either within existing parks or as standalone corridors. Three trail corridors are identified as parcels:
    - Boeckman Creek Crossing Trail
    - Memorial to Boones Ferry Trail
    - Ice Age Tonquin Trail

The remaining trails were identified through GIS data provided by the City of Wilsonville and evaluated using aerial photography. On-street paths and lanes were not included in this inventory. While often important to a multi-modal transportation system, they were not considered recreation components for the purposes of this study.

Example of GIS inventory map and data sheet. A complete Inventory Atlas is provided as a supplemental document to the Parks and Recreation Comprehensive Master Plan.

GRASP® Atlas

Initial Inventory Date: April 2017

Courtside Park

24	Total Neighborhood GRASP® Score	24	Total Community GRASP® Score

Approximate Park Acreage: 2

Owner: City of Wilsonville

Drinking Fountains	0	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	**2**
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

General Comments

Small neighborhood park. ADA access issues. Does have good street frontage on one side.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L042	PARCEL	1		2	2	
C115	Playground, Local	1		2	2	
C114	Picnic Ground	1		2	2	Need to add an ADA table and a shelter would be nice
C113	Open Turf	1		2	2	
C112	Loop Walk	1		2	2	

B. Inventory Overview

The following table summarizes the component-based inventory in a common park matrix style format:

Table 6: Park Component Inventory Matrix

LOCATION	Aquatics, Spray Pad	Basketball Court	Basketball, Practice	Diamond Field	Diamond Field, Complex	Disc Golf	Dog Park	Educational Experience	Event Space	Game Court	Garden, Community	Garden, Display	Horseshoe Court	Loop Walk	Natural Area	Open Turf	Pickleball Court	Playground	Public Art	Rectangular Field, Large	Shelter, Large	Shelter, Small	Skate Park	Tennis Court	Volleyball Court	Water Access, Developed	Water Access, General	Water Feature	Water, Open	*Total Number of Components in Park*
Memorial Park		1		5	1	1	1	1	3		1		1		2	2	2	2		3	3	2	1	2	1	1	1		1	**38**
Town Center Park	1		1					1	1			1		1		1		1	4		1							1		**14**
Murase Plaza	1							1	1			1		1	1	1		1			4							1		**13**
Willamette River Water Treatment Plant Park								1						1	1	2					2						1	1	1	**10**
Villebois Regional Park 7/8			1					1	1							1		2	1		1									**8**
Edelweiss Park		1										1				2	1	1			1									**7**
Boones Ferry Park			1					1								1		1				1					1		1	**7**
Trocadero Park																1		1	1		1		1					1		**6**
Willow Creek and Landover Park		1													1	1		2				1								**6**
Hathaway Park			1											1		1		2												**5**
Sofia Park	1															1		1			1							1		**5**
Graham Oaks Nature Park (not City of Wilsonville owned)								1							1				1		1									**4**
Canyon Creek Park														1	2	1														**4**
Engelman Park														1		1		2												**4**
Piccadilly Park													1			1		1							1					**4**
Courtside Park														1		1		1												**3**
Palermo Park			1							1						1														**3**
Boeckman Creek Crossing Trail								1							1														1	**3**
Park at Merryfield								1							1			1												**3**
River Fox Park														1		1		1												**3**
Tranquil Park															1															**1**
Memorial to Boones Ferry Trail																														**0**
Total number of components in system:	**3**	**3**	**5**	**5**	**1**	**1**	**1**	**9**	**6**	**1**	**1**	**3**	**2**	**8**	**11**	**20**	**3**	**20**	**7**	**3**	**15**	**4**	**2**	**2**	**2**	**1**	**3**	**5**	**4**	

*Note: List has been sorted by total number of components within each park. Parks with greater number of components listed first. Cell number indicates quantity of each component. Quantity based on approved inventory May 30,2017. Components for Villebois Regional Park 7/8 and Trocadero Park are subject to final park development.

Table 7: Park Comfort and Convenience Matrix

LOCATION	Drinking Fountains	Seating	Dog Waste Station	Pathway Lighting	Bike Parking	Restrooms	Shade Trees or Structures	Parking Lot	Picnic Tables
Boeckman Creek Crossing Trail	N	Y	Y	N	Y	N	Y	N	N
Boones Ferry Park	Y	Y	Y	N	N	Y	Y	Y	Y
Canyon Creek Park	Y	Y	Y	N	N	Y	Y	Y	Y
Courtside Park	N	Y	Y	N	N	N	Y	N	Y
Edelweiss Park	N	Y	Y	Y	Y	N	N	N	Y
Engelman Park	Y	Y	Y	N	Y	N	Y	N	Y
Graham Oaks Nature Park (Metro-owned)	Y	Y	Y	Y	Y	Y	Y	Y	Y
Hathaway Park	Y	Y	Y	N	Y	N	Y	N	Y
Memorial Park	Y	Y	Y	N	Y	Y	Y	Y	Y
Memorial to Boones Ferry Trail	N	Y	Y	N	N	N	Y	N	N
Murase Plaza	Y	Y	Y	Y	Y	Y	Y	Y	Y
Palermo Park	Y	Y	Y	Y	Y	N	Y	N	Y
Park at Merryfield	N	Y	Y	N	N	N	Y	N	Y
Piccadilly Park	N	Y	Y	Y	Y	N	Y	N	Y
River Fox Park	Y	Y	Y	N	Y	N	Y	Y	Y
Sofia Park	Y	Y	Y	Y	Y	Y	Y	N	Y
Town Center Park	Y	Y	Y	Y	Y	Y	Y	Y	Y
Tranquil Park	N	Y	Y	N	N	N	Y	N	N
Trocadero Park	Y	Y	Y	Y	Y	Y	Y	N	Y
Villebois Regional Park 7/8	Y	Y	Y	Y	Y	Y	Y	Y	Y
Willamette River Water Treatment Plant Park	Y	Y	Y	Y	Y	Y	Y	Y	Y
Willow Creek and Landover Park	N	Y	Y	N	Y	N	Y	N	Y

Note: Modifiers for RP 7/8 and Trocadero Park are subject to final park development.

In addition to locating components, the functional quality of each element was assessed during the site visits. The following table displays the ranking of each park in the current system based on an overall score for its components and modifiers. In general, parks at the top of the list offer more and better recreation opportunities than those ranked lower in ***Table 8*** below. The length of the bar for each park reflects its overall score in proportion to that of the highest-ranking park (Memorial Park).

Table 8: Park Ranking Table

LOCATION	Park Rank	GRASP®Scale
Memorial Park	1	
Town Center Park	2	
Murase Plaza	3	
Willamette River Water Treatment Plant Park	4	
Edelweiss Park	5	
Graham Oaks Nature Park (Metro owned park)	6	
Sofia Park	7	
Piccadilly Park	8	
Palermo Park	9	
Boones Ferry Park	10	
Willow Creek and Landover Park	11	
Boeckman Creek Crossing Trail	11	
Courtside Park	13	
Hathaway Park	14	
Engelman Park	15	
Canyon Creek Park	16	
River Fox Park	17	
Park at Merryfield	18	
Tranquil Park	18	
Memorial to Boones Ferry Trail	20	

GRASP® Scale for Villebois Regional Park 7/8 and Trocadero Park have not been calculated.

Future Parks

There are several properties that are in the process of being developed and added to the Wilsonville park system. Villebois Regional Park 6 (indicated in the following list by an *) is part of the Villebois Regional Park. Existing properties that fall into the "future park" category include the following and account for approximately 70 total acres:

- Advance Road Community Park
- Boeckman Trail
- Boones Ferry Park expansion
- Fifth Street Escape Trail Corridor
- Frog Pond Neighborhood Park
- Villebois Regional Park 6*

The following components, in ***Table 9***, have been identified by current master planning efforts outside of this master planning project or provided by city staff to be included in the future parks.

Table 9: Future Park Component Inventory Matrix

LOCATION	Diamond Field	Dog Park	Playground	Rectangular Field, Large	Tennis Court	Water Feature	*Total Number of Components in Park*
Advance Road Community Park	2		1	2			**5**
Boeckman Trail							**TBD**
Boones Ferry Park Expansion							**TBD**
Fifth Street Escape							**TBD**
Frog Pond Neighborhood Park							**TBD**
Villebois Regional Park 6		1	1		1	1	**4**
Total number of components in system:	**2**	**1**	**2**	**2**	**1**	**1**	

Note: Final park components may vary pending final park development.

Indoor Facilities

Indoor facilities can also be cataloged by their unique components. Existing properties that fall into this type include the following:

- Wilsonville Community Center
- Tauchman House
- Wilsonville Parks and Recreation Administrative Building

Table 10: Indoor Facility Component Inventory Matrix

LOCATION	Gallery/Exhibits	Kitchen - Commercial	Kitchen - Kitchenette	Lobby/Entryway	Multi-Purpose Room	Patio/Outdoor Seating	Weight/Cardio Equipment	*Total Number of Components in Park*
Community Center	1	1		1	6	1	1	**11**
Parks and Recreation Admin. Building				1	2			**3**
Tauchman House			1		2	1		**4**
Total number of components in system:	**1**	**1**	**1**	**2**	**10**	**2**	**1**	

Other Providers

Other Park or Recreation Location

Using GIS data and aerial photography, over 45 additional parks or outdoor recreation facilities belonging to providers other than the City of Wilsonville were identified. These properties offer a variety of components ranging from open turf to playgrounds to aquatic facilities. Individual site visits to parks provided by Home Owner Associations (HOAs) were not part of the scope for this project, but because they are considered a key alternative provider, these parks were included in the mapping, level of service analysis and recommendations described later in this document. These properties account for approximately 367 additional park acres.

Open Space or Landscape Areas

An additional 147 properties were identified in the GIS data. Based on an aerial photography survey, these properties offer minimal to no recreation opportunities. Many of these are landscape areas within subdivisions, while others offer potential trail corridors or nature-based opportunities. These parcels also include large METRO owned areas such as Coffee Lake Natural Area and Corral Creek Natural Area. At 487 acres, these properties offer "green" infrastructure and relief from development to residents of Wilsonville.

Schools and Future Schools

Four existing school properties and two future schools are identified in the available GIS data. Schools often provide important neighborhood recreation opportunities but often have limited public access. Perimeter fencing, school day restrictions, and scholastic sports team use are several of the most significant limiting factors in public use of school facilities. With the proper inter-governmental agreements (IGAs), schools can provide valuable supplemental recreation facilities, especially in terms of diamond and rectangle fields as well as playground facilities. But because Wilsonville's school system is comprised of larger campus type settings that limit the number of school properties distributed throughout the city, walkable access to its facilities may be for residents may be lower than what is typically seen in other communities.

Table 11: School Facility Inventory (supplied by Wilsonville staff)

Location	Basketball Court	Basketball, Practice	Diamond Field	Diamond Field, Practice	Indoor Gymnasium	Open Turf	Playground	Rectangular Field, Large	Synthetic Field	Tennis Court	Track/Field
Boeckman Primary School					1	1	4				
Boones Ferry Primary School	2	3	2		2		2	1			
Lowrie Primary School	1	3		2	1		3	1			
Meridian Creek Middle School	1				2		1	1			1
Wilsonville High School			4		2			4	4	6	1
Wood Middle School	2		3		2		1	2	1		1
Total number of components in system:	6	6	9	2	10	1	11	9	5	6	3

Golf Courses

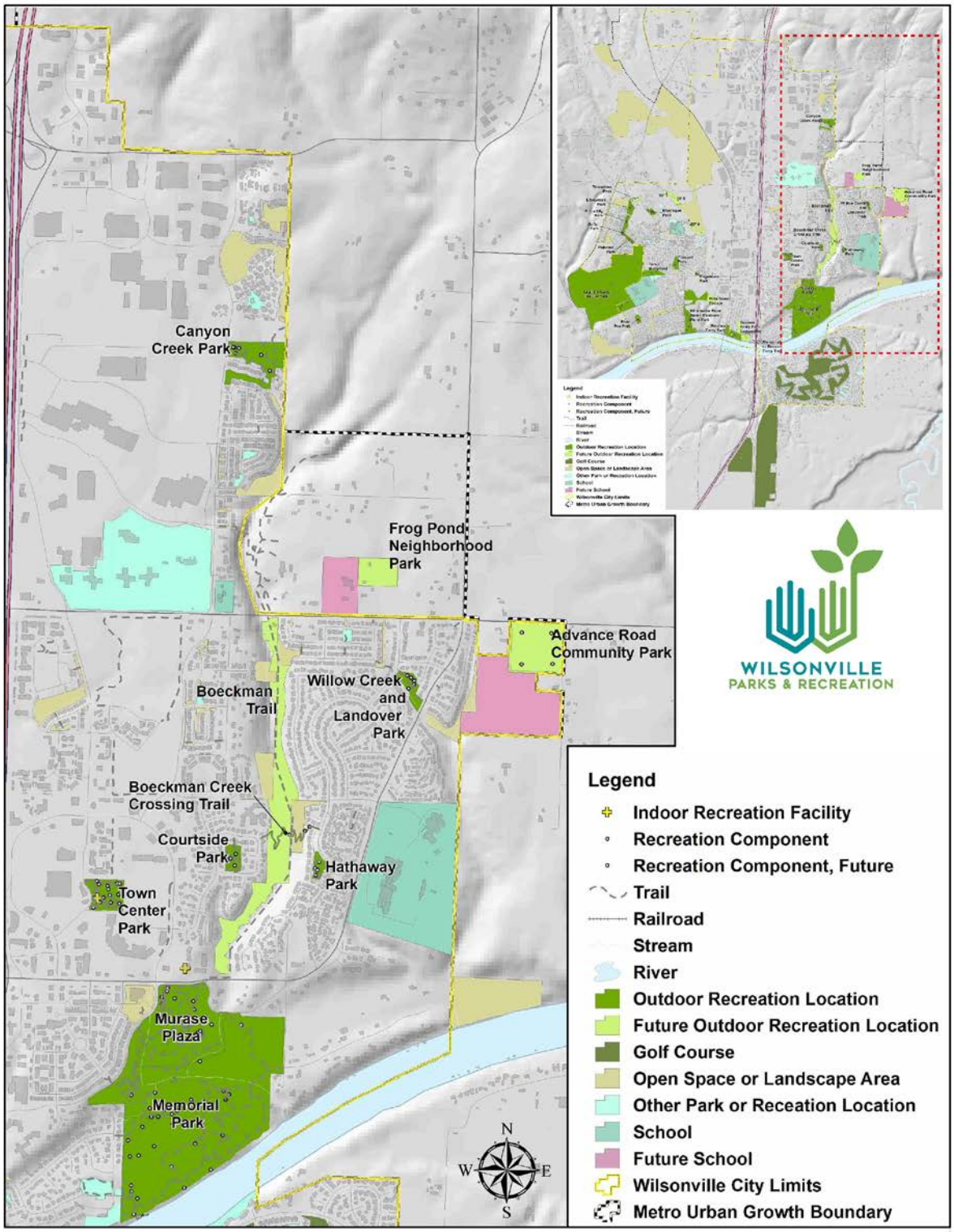
In southern Wilsonville, golf course property dominates the green infrastructure. While golf courses provide significant green space, they typically are a fee based, singular recreation opportunity with limited appeal to the general community. However, golf course communities also typically offer Home Owner Association amenities such as neighborhood parks, trails, and aquatic facilities.

Map 2 shows the City of Wilsonville's Parks and Recreation System. It covers all the City of Wilsonville providing parks, facilities, programs, and services to the residents of Wilsonville.

Map 2: City of Wilsonville Parks and Recreation System Map

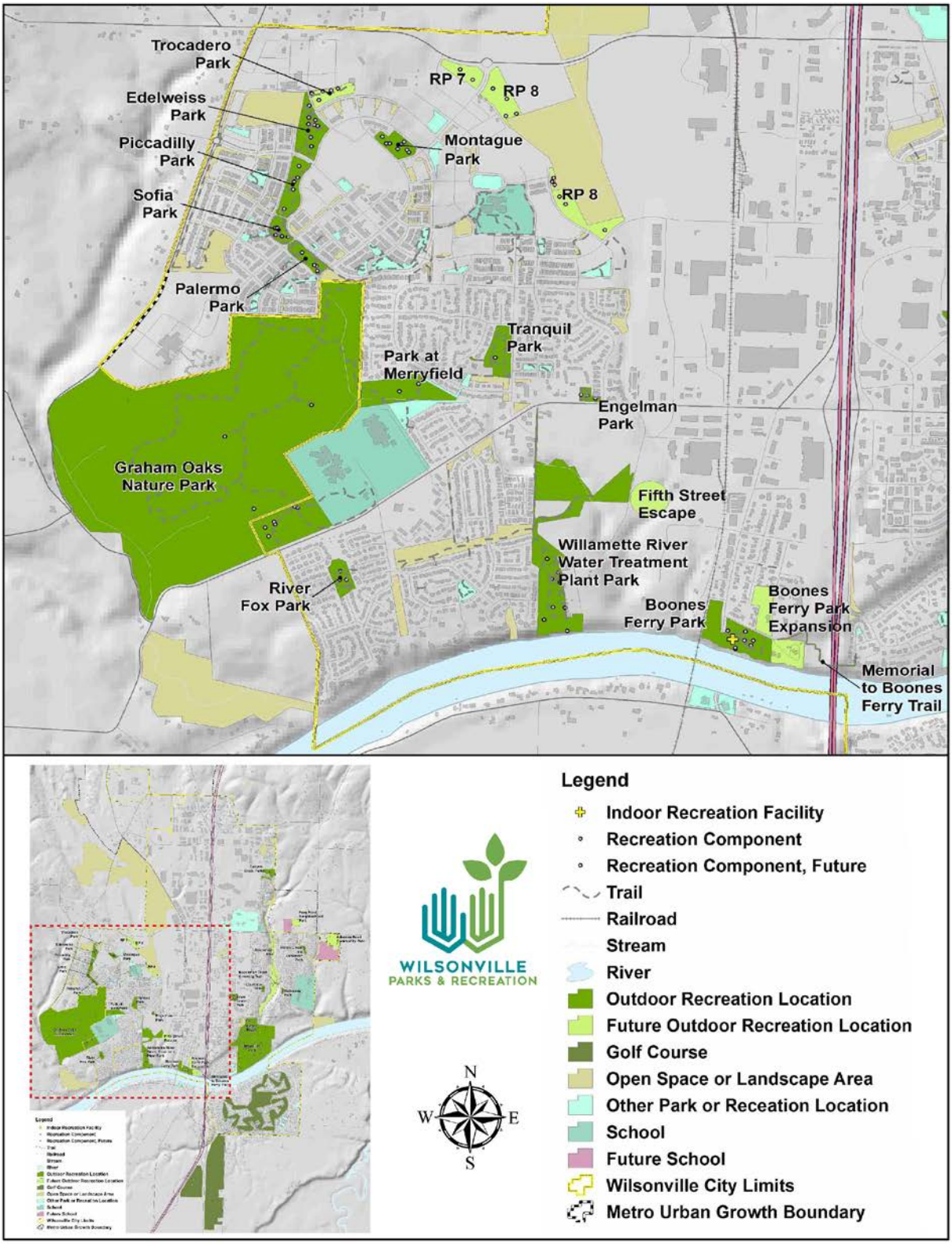
(Note: some alternative provider parks, golf courses, open spaces and other parcels displayed on this map may fall outside the Wilsonville city boundary, but adjacency may still be important to residents and users. All mapping based on approved inventory, May 30, 2017. Additions or changes to the system after that date may not be reflected in all mapping.)

Map 2.1: Wilsonville Boundaries



Larger maps are located in the appendix.

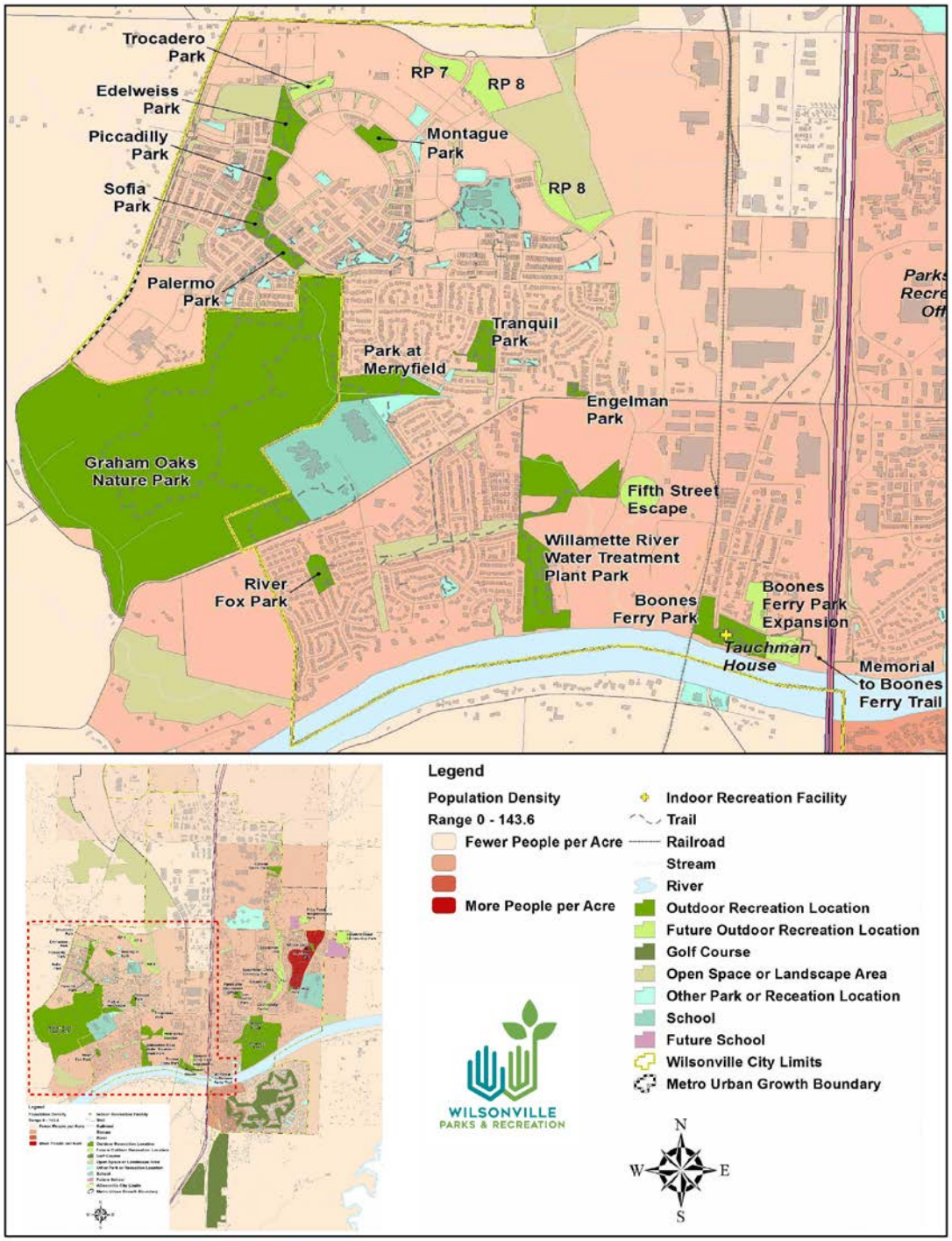
Map 2.2: Inset Detail



Population Distribution and Density

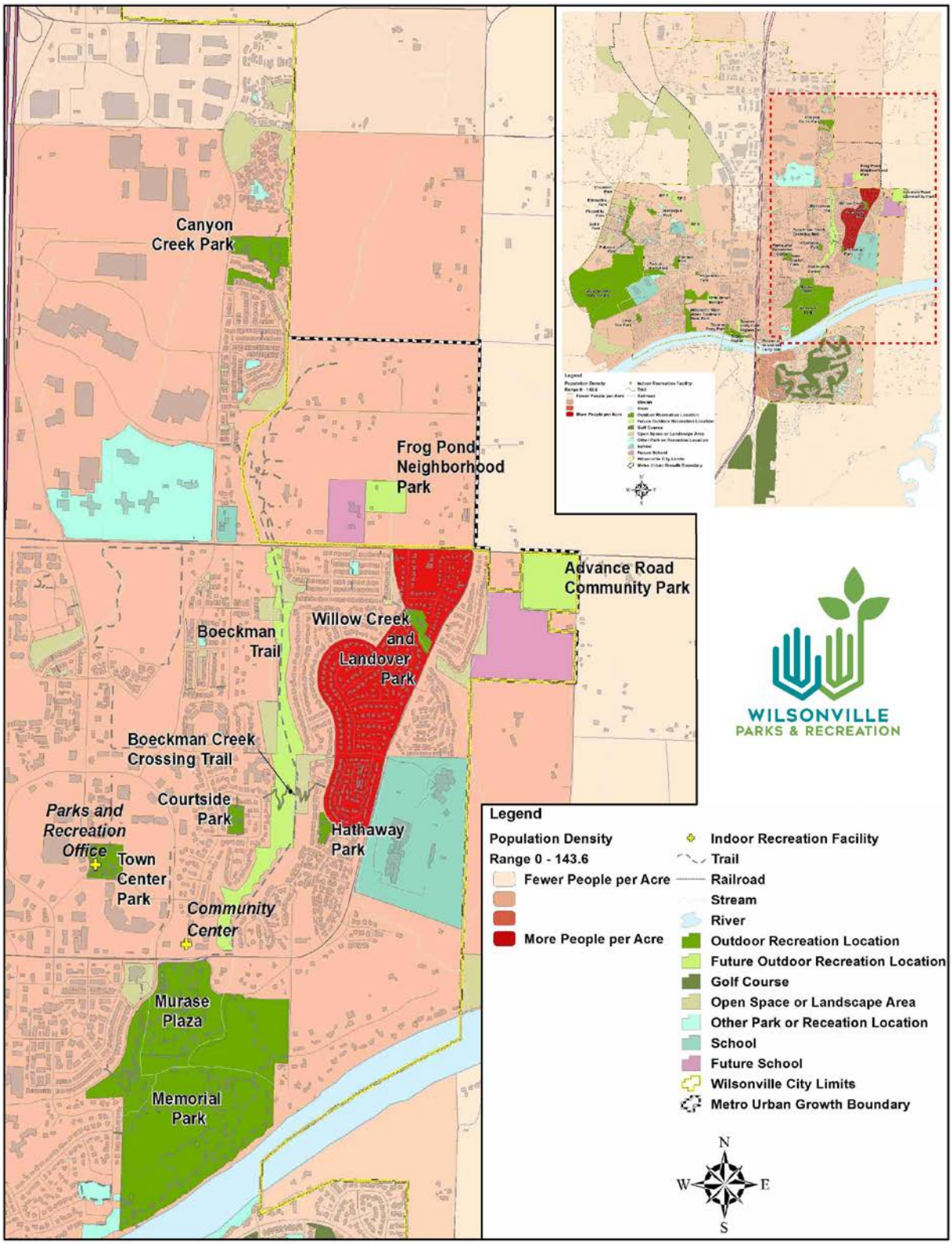
When discussing access to recreation, it is helpful to understand the population distribution and density in Wilsonville. In ***Map 3***, areas of higher population density are shown in darker red while areas that are less densely populated are lighter in color.

Map 3.1: Wilsonville 2016 Population Density based on US Census Block Groups



Larger maps are located in the appendix.

Map 3.2: Inset Detail



Level of Service (LOS) measurements evaluate how parks, open spaces, trails, and facilities in Wilsonville serve the community. They may be used to benchmark current conditions and to direct future planning efforts.

C. Level of Service Analysis

Why Level of Service?

Level of Service may be defined as the extent to which a recreation system provides access to recreational assets and amenities to residents. It indicates the ability of people to connect with nature and pursue active lifestyles. It can have implications for health and wellness, the local economy, and quality of life. Further, LOS for a park and recreation system tends to reflect community values. It is often emblematic of the manner and extent to which people are connected to their communities and lifestyles focused on outdoor recreation and healthy living.

An analytical technique known as **GRASP® (Geo-Referenced Amenities Standard Process)** was used to analyze Level of Service provided by assets in Wilsonville. This proprietary process, used exclusively by Design Concepts and GreenPlay, yields analytical maps and data that may be used to examine access to recreation across a study area.

GRASP® Analysis

GRASP® (Geo-referenced Amenities Standards Process) is the proprietary name for an approach that has been utilized in more than 100 communities across the country to evaluate LOS for park and recreation systems. With GRASP®, information from the inventory and assessment was used to produce analytic maps and data that show the status of park and recreation services across the community.

Perspectives

Maps and data quantifications produced using the GRASP® methodology are known as ***perspectives***. Each perspective is a model of how service is being provided across the study area. The model can be further analyzed to derive statistical information about service in a variety of ways. Maps are utilized along with tables and charts to provide benchmarks or insights a community may use to determine its success in providing services. Perspective maps and charts were produced by applying the GRASP® process to the Wilsonville inventory. Further discussion on Perspectives and other GRASP® terminology can be found in the following sections.

Types of Perspectives

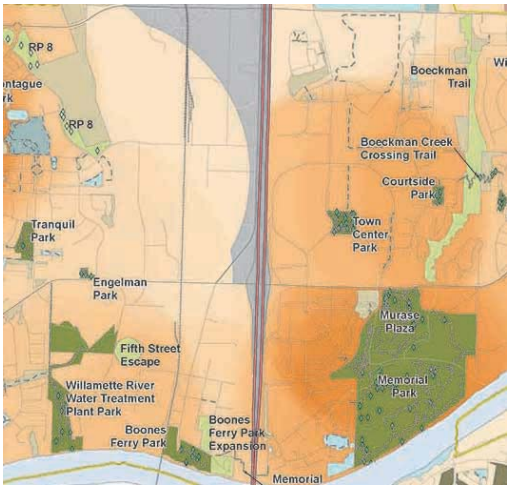
The LOS offered by a park or other feature is a function of two main variables: what is available there and how easy it is for a user to get to it. The inventory performed with the GRASP®-IT tool provided a detailed accounting of what is available at any given location, and GIS was used to measure its accessibility to residents across the community. People use a variety of transit modes to reach a recreation destination: on foot, on a bike, in a car, via public transportation, or some combination of these or other alternatives. Different travel modes have varying travel distances and times associated with them. In GRASP® Perspectives, this variability is accounted for by analyzing multiple travel distances (referred to as *catchment areas*) from which a given feature might be reached. Two different travel distances were used to produce two distinct types of Perspectives for examining the park system:

1. Neighborhood Access
2. Walkable Access

A ***Neighborhood Access*** perspective uses a travel distance of one mile to the inventory. This is assumed to be a suitable distance for a bike ride or short drive in a car, or perhaps a longer walk. This catchment is intended to capture users travelling from home or elsewhere to a park or facility by way of bike, bus, or automobile.

A ***Walkable Access*** perspective uses a shorter catchment distance intended to capture users within a fifteen-minute walk. This distance can range from as short as a quarter-mile to as far as a half-mile depending on the study area. For Wilsonville a half-mile walkability catchment area was used. Further discussion on walkability standards is detailed in the following sections.

For each perspective, the defined catchment area is plotted with GIS around each feature and assigned a value using information from the inventory. When catchment areas for a set of features is combined into one overlay map, a shaded map results, with the shade at any given location representing the cumulative value of all features considered accessible from that location.



GRASP® Level of Service perspectives use overlapping catchment areas to yield a "heat map" that provides a measurement of LOS for any location within a study area. Orange shades represent the variation in LOS values across the map.

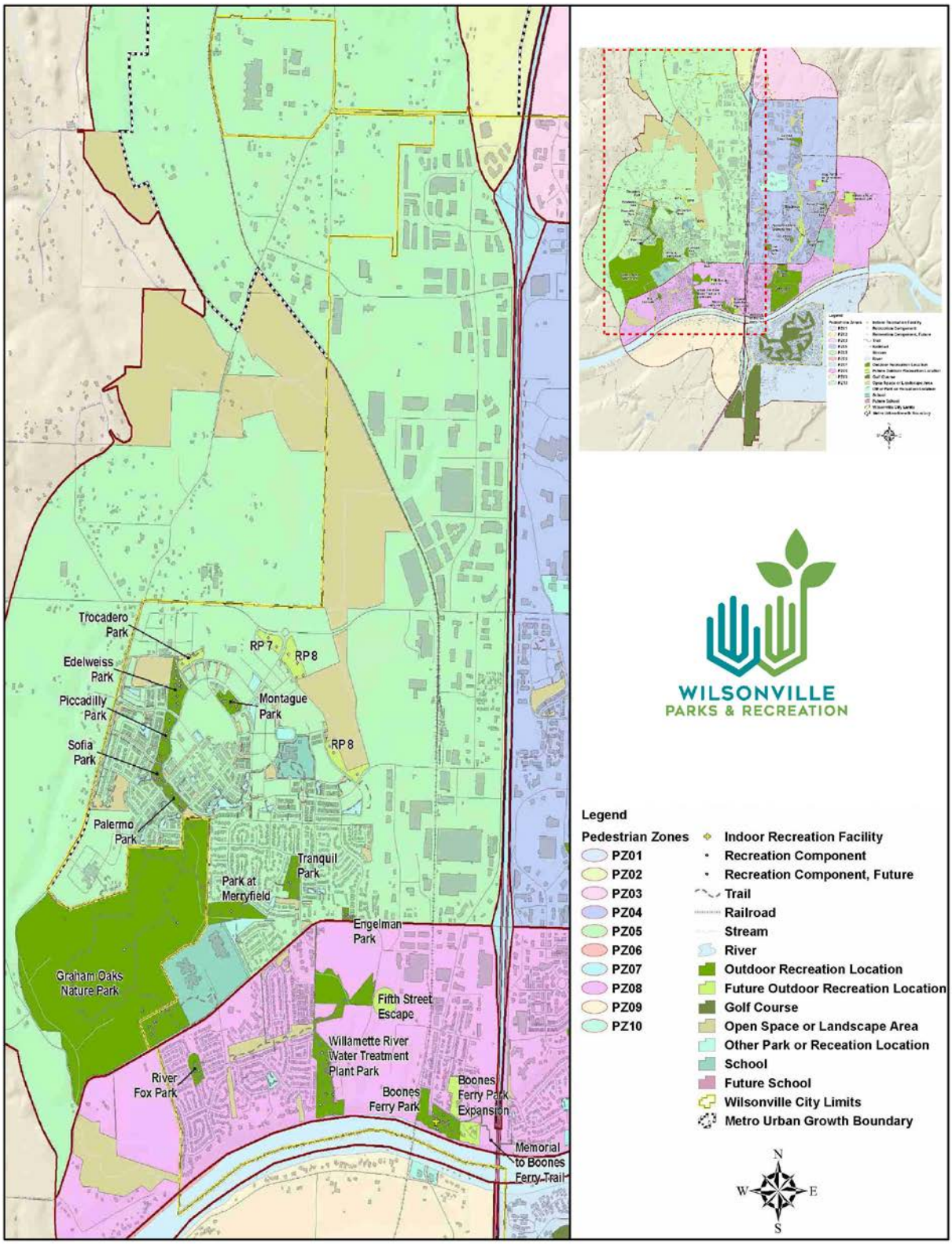
Assumptions

1. Proximity relates to access. A feature within a specified distance of a given location is considered to be "accessible" from that location." "Access" in this analysis does not refer to access as defined in the Americans with Disabilities Act (ADA).
2. Neighborhood Access relates to proximity of one-mile, a reasonable distance for a drive in a car or by bicycle.
3. Walkable Access relates to proximity of half-mile, a reasonable distance attainable by walking 15 minutes.
4. Walkable access to recreation is affected by barriers – obstacles to free and easy travel on foot.
5. The LOS at any given point on the map has a value that is the cumulative value of all features that are considered accessible from that location.
6. "Future Parks" and components identified during the inventory discussion earlier and in the Future Park Component Inventory Matrix have been included in the analysis, as these are projected to be built during the lifespan of this master plan.

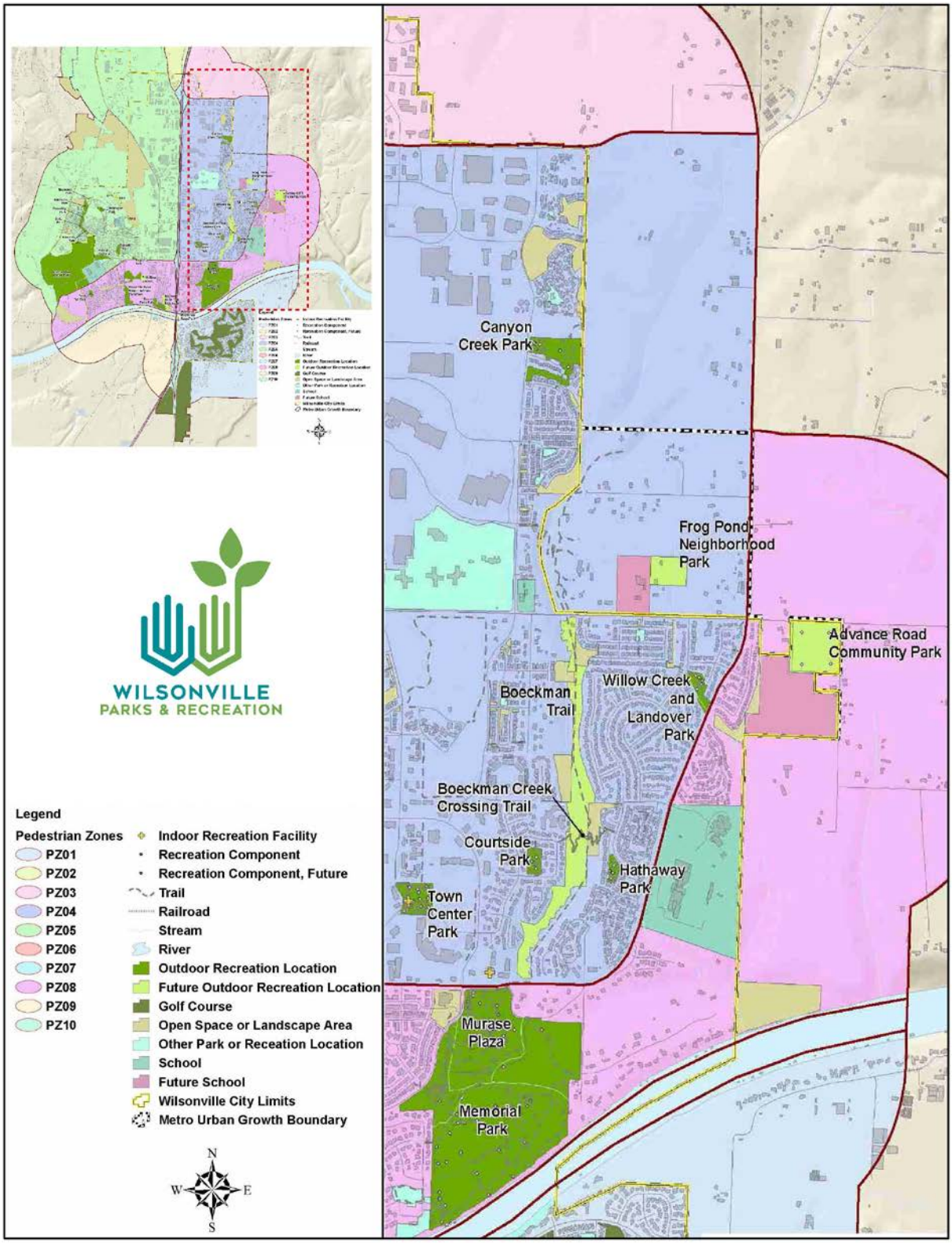
Pedestrian Barriers

Walkability can be limited by environmental barriers. Several such disruptions to walkable access are created by freeways, highways, major roads, and the river within Wilsonville. To account for this, walkability service areas in the Level of Service analysis have been "cut-off" by identified barriers where applicable. Zones created by identified barriers, displayed as distinct colors in the image below, serve as discrete areas of Wilsonville within which any facilities are accessible without crossing a major street or other barrier. Various shades of green parcels represent existing parks, and open space while pink parcels are school locations.

Map 4: Pedestrian Barriers



Larger maps are located in the appendix.

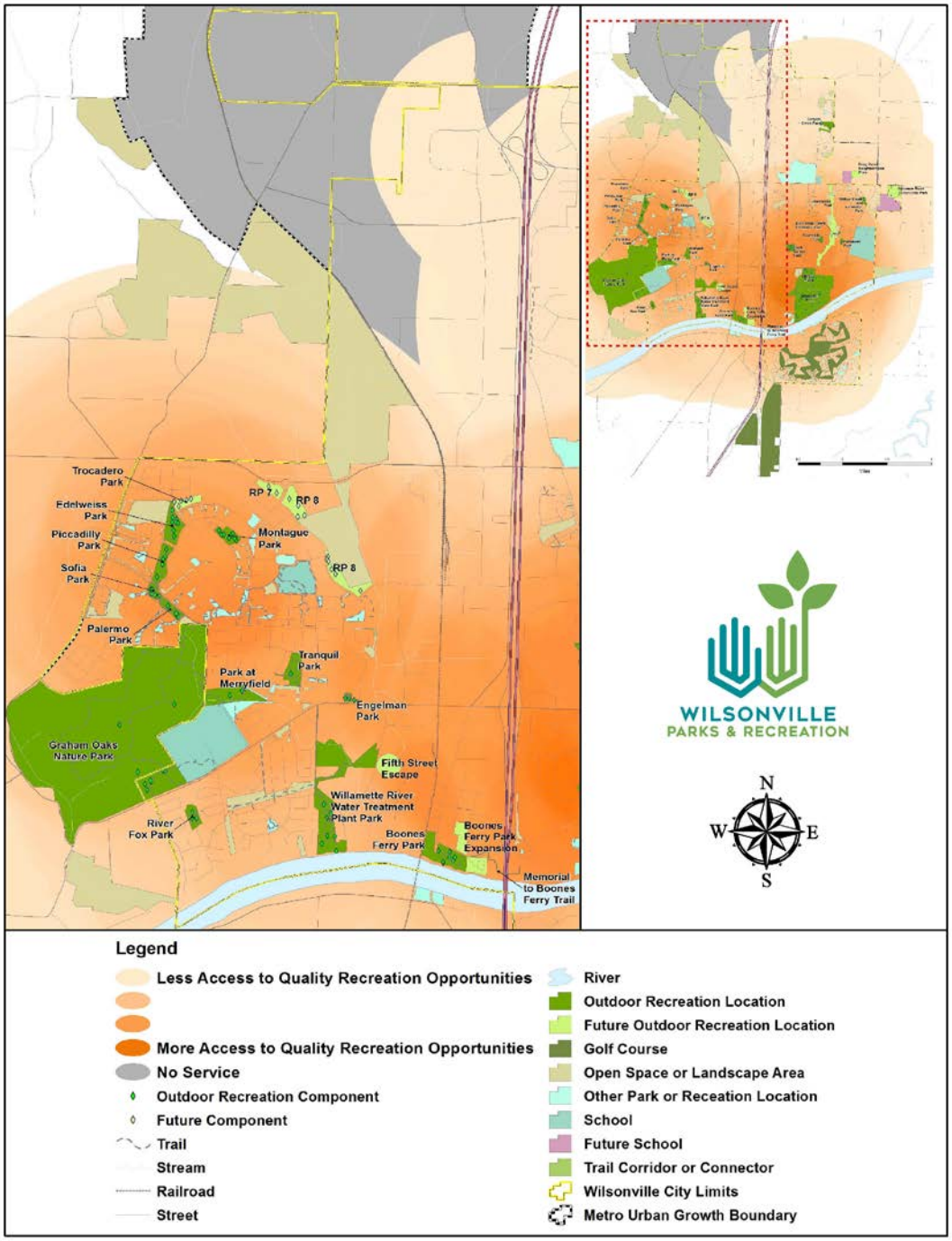


Walkability barriers were used to "cut-off" service areas where applicable.

Neighborhood Access to Outdoor Recreation

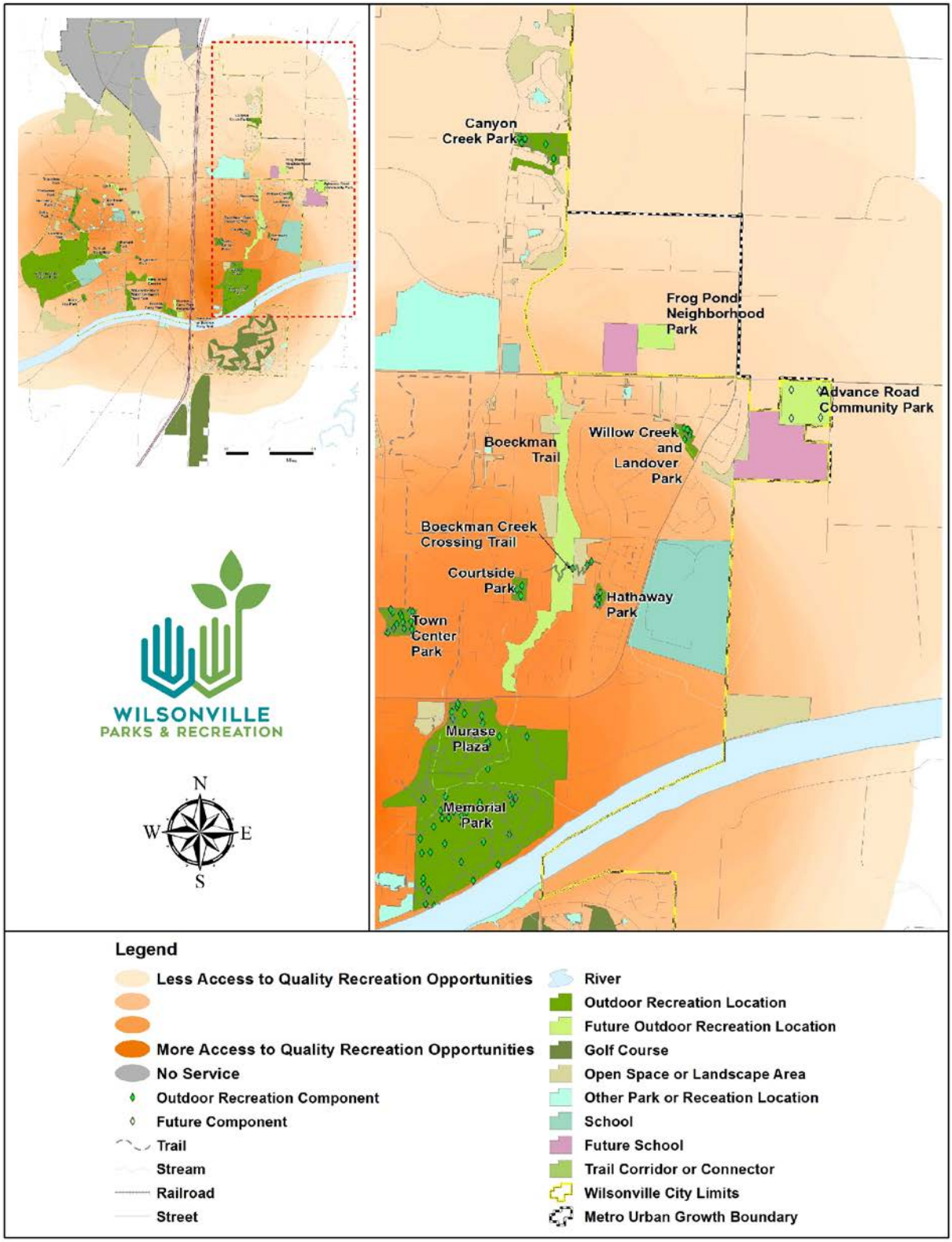
A "heat map" was created to examine Neighborhood Access to Recreation. This map shows where there are more or fewer recreation assets available based on a one-mile service area. In general, this map also shows that Wilsonville has good distribution of parks and outdoor facilities. Access to recreation is more limited at the edges of Wilsonville.

Map 5: Neighborhood Access to Outdoor Recreation



Larger maps are located in the appendix.

Map 5.2: Inset Detail



Areas of higher concentration are notable in the northwest part of Wilsonville and near Memorial Park. For example, the highest GRASP® value area (940.7) is located just west of Memorial Park and Murase Plaza. From this location, a resident has access to 96 outdoor recreation components in 10 different parks, 15 other park or recreation locations (alternative providers), one golf course, one school, 48 other open space or landscape areas, and many of the available trails.

Further analysis of this perspective indicates that essentially all (95%) of Wilsonville is within one mile of a recreation opportunity. Additional statistics can be found in the following table:

Table 12: Map Statistics

	A	B	C	D	E
	Percent of Total City with LOS	**GRASP® Value Range**	**Average LOS per Acre Served**	**Avg. LOS Per Acre/ Population per acre**	**GRASP® Index**
Wilsonville	95%	0 to 940	388	82	48

Column A: Shows the percentage of the city that has at least some service (LOS >0). Coverage of 100% is rarely seen in GRASP® analysis.

Column B: For any location on the map there is a numerical value that corresponds to the shade of orange shown. This is called the GRASP® value and results from the overlay or summation of the scores of all components accessible from that particular location. Values for different locations on the map can be compared to one another, so a person in a location with a high value (darker orange) has greater access to quality recreation opportunities than a person in a lower value (lighter orange) area. Wilsonville GRASP® values range from a low of zero to a high of 940.1.

Column C: Shows a value of 388 as the average GRASP® value for the total area. This is above the average of 260.3 for similar cities that have completed GRASP® analysis.

Column D: Shows the results of dividing the number from Column C by the population density of the area. Compared to communities of similar total population for which GRASP® data is available, Wilsonville's population density is relatively high. Wilsonville's score of 82 ranks in the bottom half in the list of similar communities. This would indicate that while in general the LOS is high, there are potentially greater numbers of people using the parks and facilities and therefore a need for this higher LOS.

Column E: The GRASP® Index, essentially the GRASP® value per capita, involves dividing the total value of all the components in the system by the population of Wilsonville. These last two numbers (column C & D) differ in two ways. First, the GRASP® Index does not factor in population density. Second, the GRASP® Index is derived only using components within the city limits and does not account for parks residents may access outside those limits.

GRASP® Comparative Data

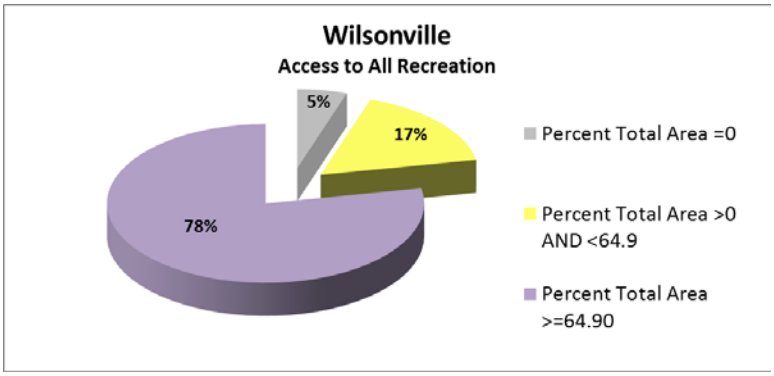
Table 13 below provides comparative data from other communities of similar population to Wilsonville across the country. Because every community is unique, there are no standards or "correct" numbers for these; however, there are several interesting similarities and differences when making these comparisons. It is useful to note that several of the study areas were significantly larger than the Wilsonville study area, while the others were similar in size. At 4,858 acres, Wilsonville is the smallest in the list. Wilsonville ranks below the average in total number of components and in the total number of parks or facilities in the system. One interesting comparison may be in the average number of components per site and average score per site. Wilsonville is very similar to Post Falls, Idaho; Windsor, Colorado; and Golden, Colorado. These upper range numbers would indicate a system that tends to have a good mix of "Community Parks" and "Neighborhood Parks" but perhaps tends toward larger park development as opposed to concentrating on small neighborhood parks. The 95 percent area coverage would indicate that parks are well distributed throughout the Wilsonville.

Table 13: GRASP® Comparative Data

State	City	Year	Population	Study Area Size (Acres)	# of Sites (Parks, Facilties, etc.)	Total # of Components	Avg. # Components per Site	Total GRASP® Value (Entire System)	GRASP® Index	Avg. Score/Site	% of Total Area w/LOS >0	Avg. LOS per Acre Served	Number of Components per Population (in 1,000's)	Average LOS/POP Den per Acre	Population Density (per acre)	% of Population with Threshold Access	% of Population with Walkable Threshold Access	People per Park	Park per 1k People
CO	Louisville	2011	19,656	5,089	145	453	3.1	3229	164	22.3	100%	903.0	23	234	3.9	NA	NA	136	7.4
CO	Golden	2016	*20,201*	*6,221*	25	183	7.3	778.4	39	31.1	NA	NA	9	NA	3.2	99%	70%	808	1.2
CO	Erie	2016	21,353	12,237	118	396	3.4	2177	102.0	18.5	97%	362	19	207	1.7	99%	94%	181	5.5
CO	Windsor	2015	22,038	16,373	30	213	7.1	1234	56	41.1	82%	184	10	137	1.3	92%	53%	735	1.4
CO	Evergreen PRD	2011	22,736	48,154	28	170	6.1	902	40	32.2	100%	*539.7*	7	1143	0.5	NA	NA	812	1.2
OR	**Wilsonville**	**2017**	**22,919**	**4,858**	**21**	**155**	**7.4**	**1092**	**48**	**52.0**	**95%**	**388**	**7**	**82**	**4.7**	**NA**	**67%**	**1,091**	**0.9**
NH	Keene	2011	*23,409*	*23,868*	42	193	4.6	1000	43	23.8	89%	125	8	127	1.0	NA	NA	557	1.8
OR	Woodburn	2007	23,952	5,066	24	110	4.6	257	11	10.7	100%	127	5	27	4.7	NA	NA	998	1.0
CO	Lafayette	2012	24,453	5,979	74	201	2.7	1300	53	17.6	83%	*175*	8	43	4.1	NA	NA	330	3.0
MO	Grandview	2007	25,285	12,709	13	196	15.1	NA	NA	NA	99%	95	8	48	2.0	NA	NA	1,945	0.5
VT	Essex	2011	28,858	*25,230*	47	153	3.3	895	31	19.0	72%	11	5	10	1.1	NA	NA	614	1.6
ID	Post Falls	2011	29,062	*24,928*	35	271	7.7	1005	35	28.7	100%	169.0	9	145	1.2	NA	NA	830	1.2
OR	Oregon City	2006	29,540	5944	51	215	4.2	NA	NA	NA	100%	45.0	7	9	5.0	NA	NA	579	1.7

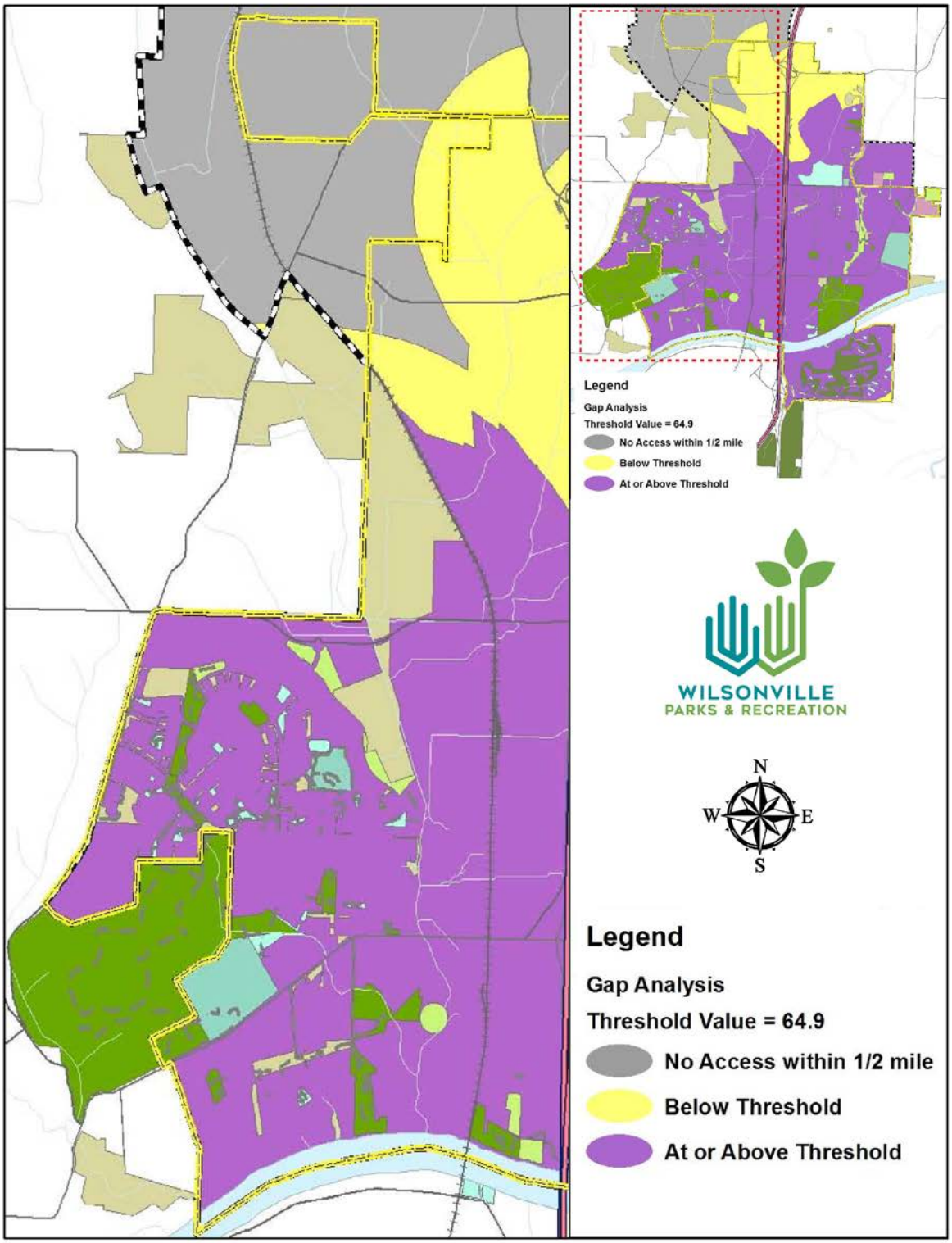
The orange shading on **Map 5** allows for a quick understanding of how LOS is distributed across the city. It is not intended to show where LOS is adequate or inadequate, but that information can be derived from the map using GIS. First, we must determine what constitutes an adequate level of service for Wilsonville residents. This was done by computing the combined value for an average neighborhood park and a trail, which totaled a value of 64.9. This is known as the ***threshold*** score for Wilsonville. GIS was used to show where LOS is above or below the threshold value. On ***Figure 9***, areas shown in purple have LOS that exceeds the threshold value of 64.9. Seventy-eight percent (78%) of Wilsonville's land area falls above the threshold and only 17 percent of the City fall below it. Only five percent of Wilsonville has no service within one mile.

A minimum standard for service, also called a ***threshold***, relates to a "typical" neighborhood park. A score of 64.9 was used to determine this threshold value. This relates to an average value of a neighborhood park in Wilsonville and access to an off-street trail. The parks used to calculate this average included Willow Creek and Landover Park, Courtside Park, Hathaway Park, Engelman Park, Canyon Creek Park, River Fox Park, and Park at Merryfield.



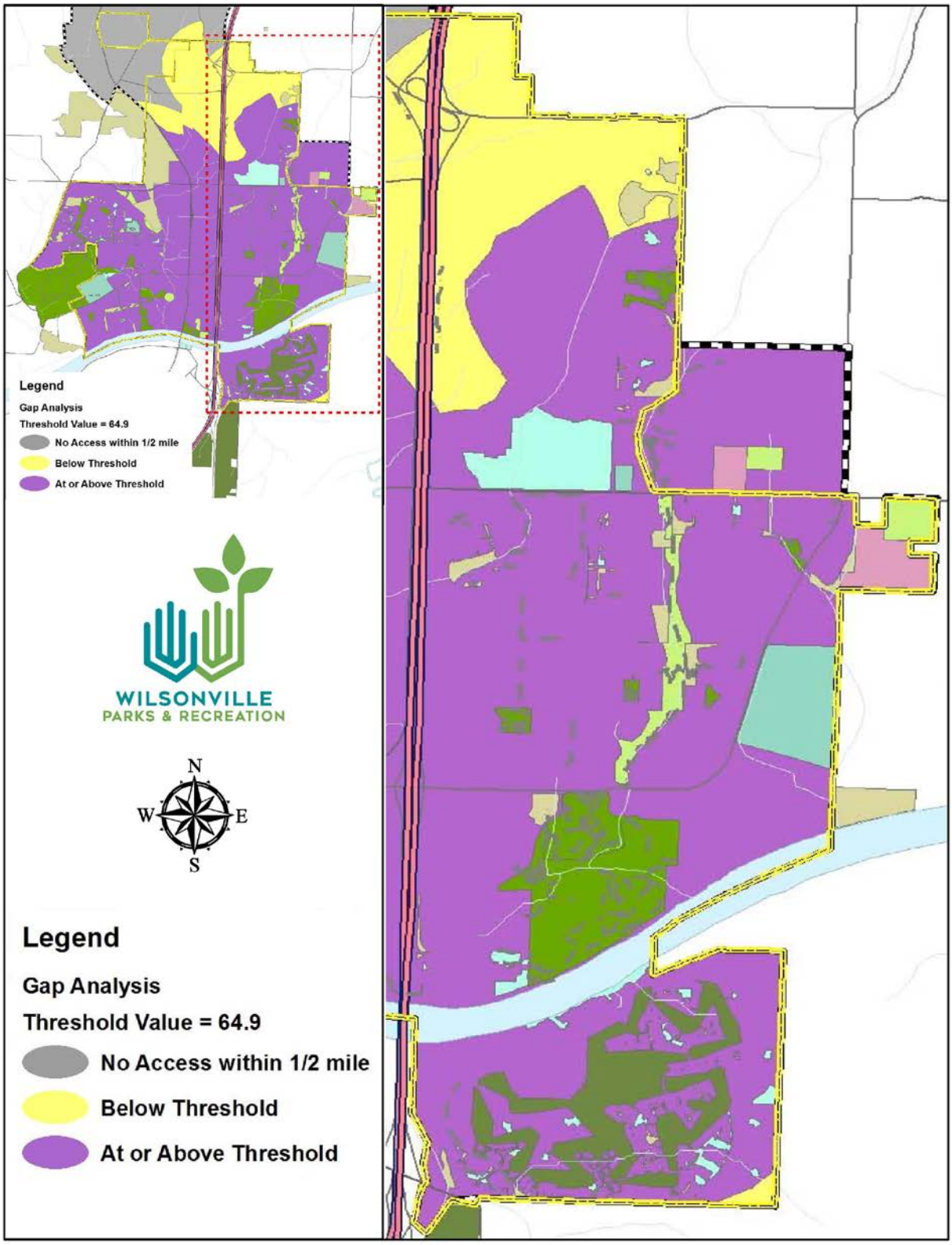
Neighborhood access to assets based on the percentage of land within the city boundary that scores above threshold (purple) or below threshold (yellow) respectively.

Map 6: Projected Access Gap Identification



Larger maps are located in the appendix.

Map 6.2: Inset Detail



The gap analysis indicates that residents have good one-mile access to recreation opportunities, as most developed residential areas of Wilsonville meet or exceed the threshold value. The analysis in this map also includes future park assets as identified in the inventory and assessment section. For example, neighborhood park and trail development in the Frog Pond Neighborhood is expected to provide threshold level of service for new residents in that neighborhood. There are some developed areas towards north edge of Wilsonville that fall below the threshold. Service is this area is limited to trail access and residents must travel beyond the one-mile distance for additional recreation opportunities.

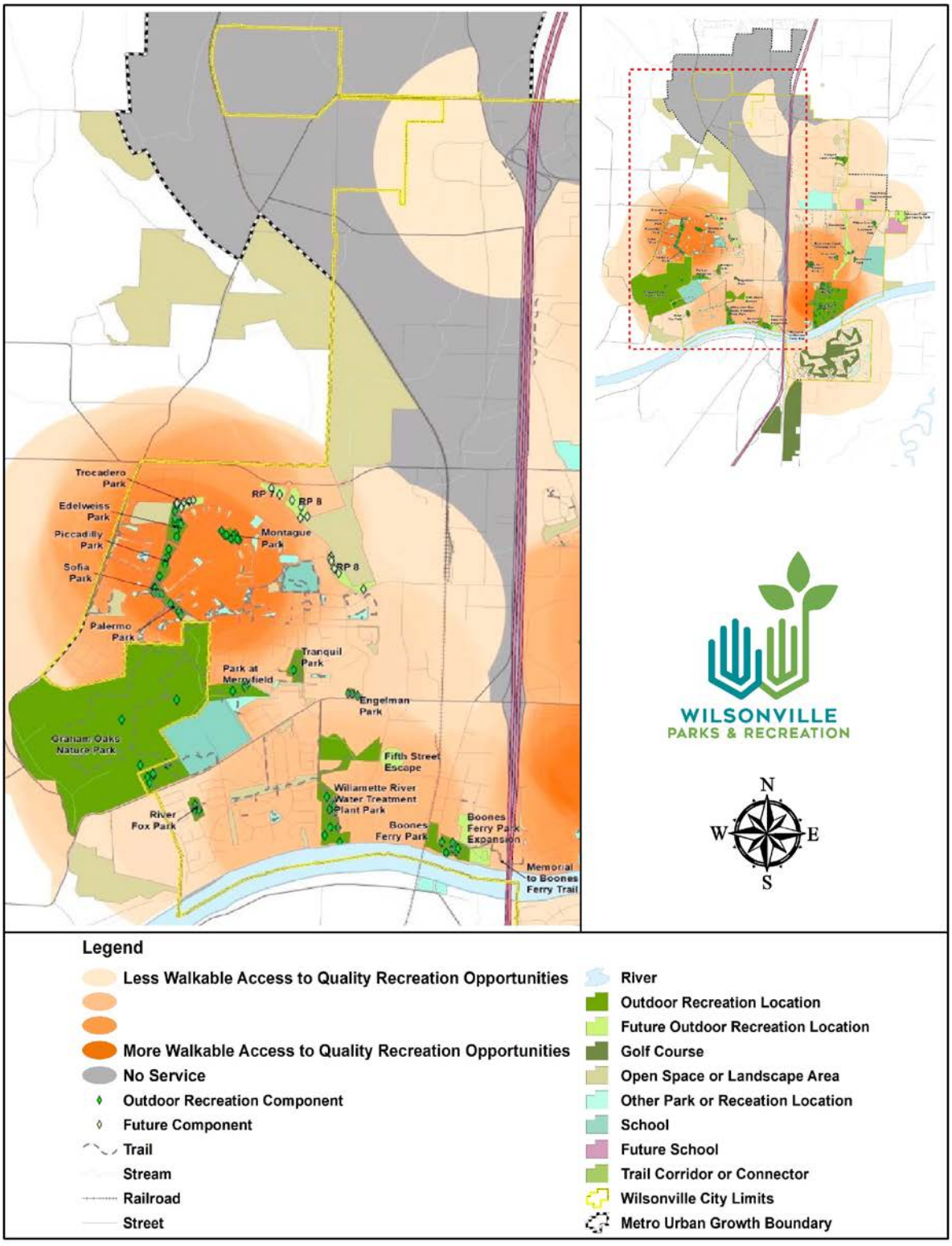
Walkable Access To Recreation

For the walkable level of service analysis, ***pedestrian barriers*** such as major streets, highways and the Willamette River were factored into the analysis.

The following maps measure access to recreation components by walking. One-half mile catchment radii have been placed around each component and shaded according to the component's GRASP® score. Scores are doubled within this catchment to reflect the added value of walkable proximity, allowing direct comparisons to be made between neighborhood access and walkable access.

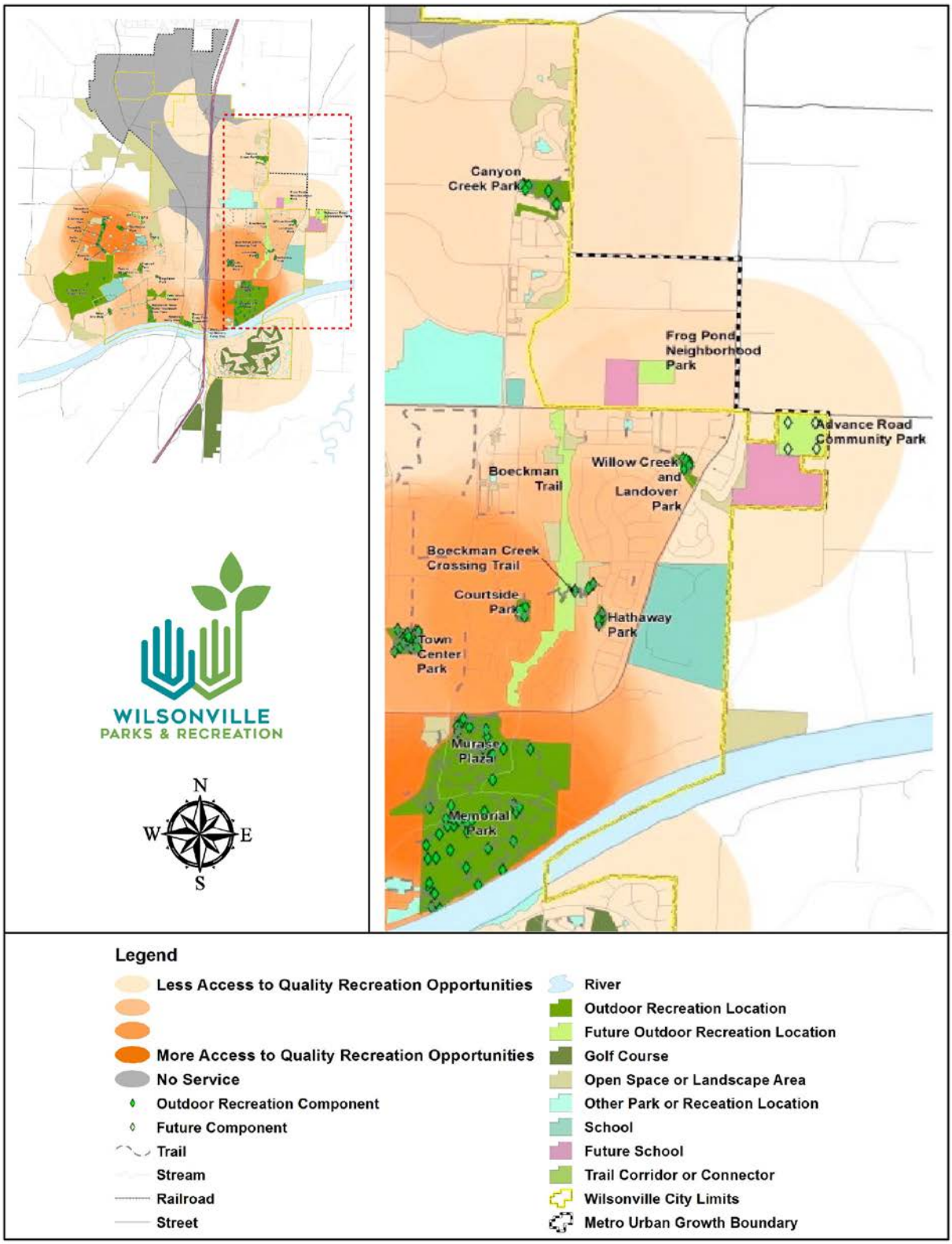
Walkability is a measure of how user-friendly an area is to people travelling on foot. A walkable environment benefits a community in many ways related to public health, social equity, and the local economy. Many factors influence walkability and include the presence or absence and quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, and public safety considerations among others. Walkability is an important aspect of ***recreational connectivity***, the extent to which recreation opportunities in a community are physically linked to allow for easy and enjoyable travel between them.

Map 7: Walkable Access to Outdoor Recreation



Larger maps are located in the appendix.

Map 7.2: Inset Detail



The analysis is intended to show the LOS available across Wilsonville if walking is used to reach assets. This map indicates that the greatest concentration of access to recreation assets are in the northwest part of the city and near Memorial Park. As this walkability analysis accounts for pedestrian barriers, levels of service are notably truncated in many areas such as along I-5 or the Willamette River.

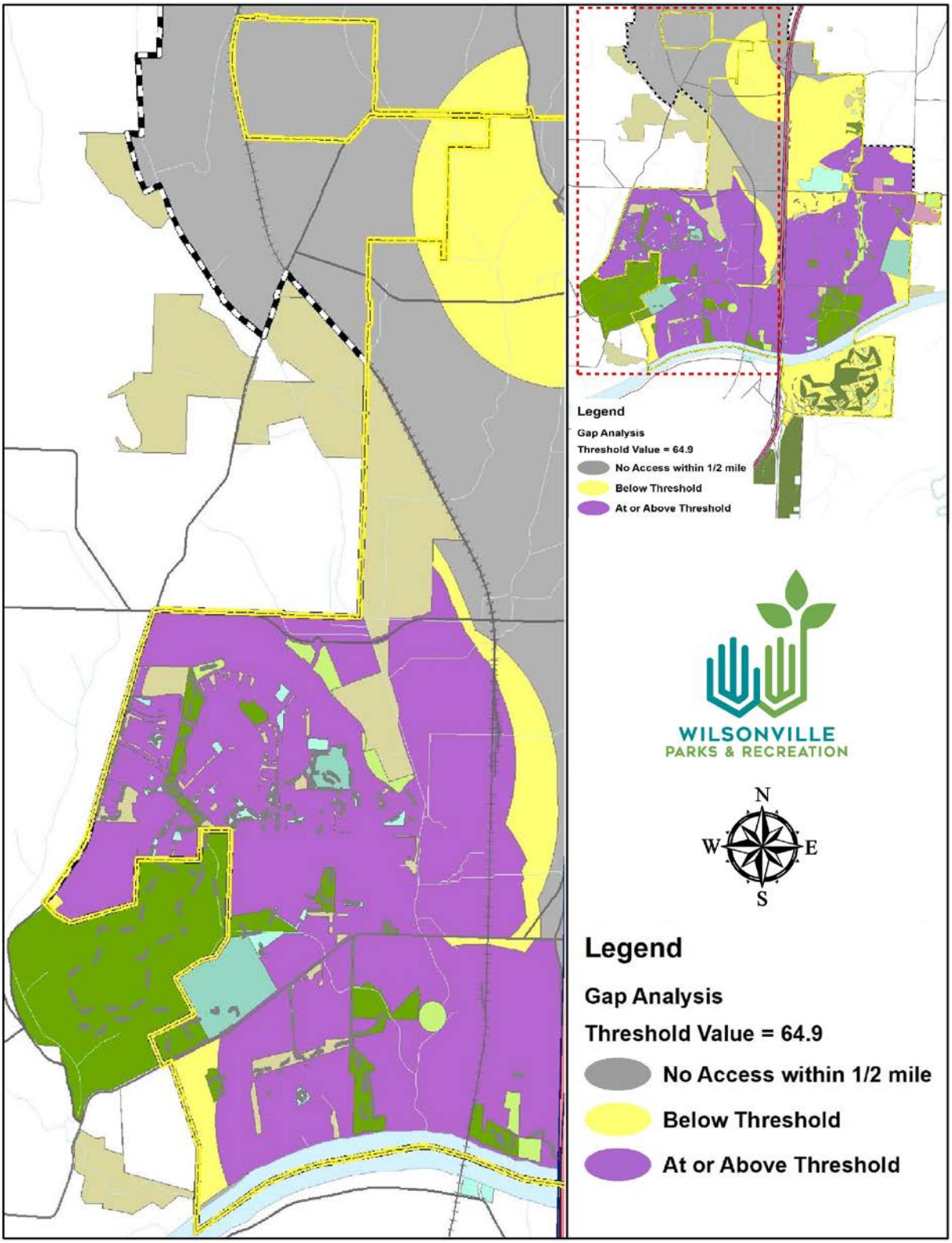
Table 14 shows the statistical information derived from perspective ***Walkable Access to Recreation*** analysis.

Table 14: Statistics for *Map 5*

	A	B	C	D
	Percent of Total with LOS	**GRASP® Value Range**	**Average LOS per Acre Served**	**Avg. LOS Per Acre / Population per acre**
Wilsonville	81%	0 to 646	183	39

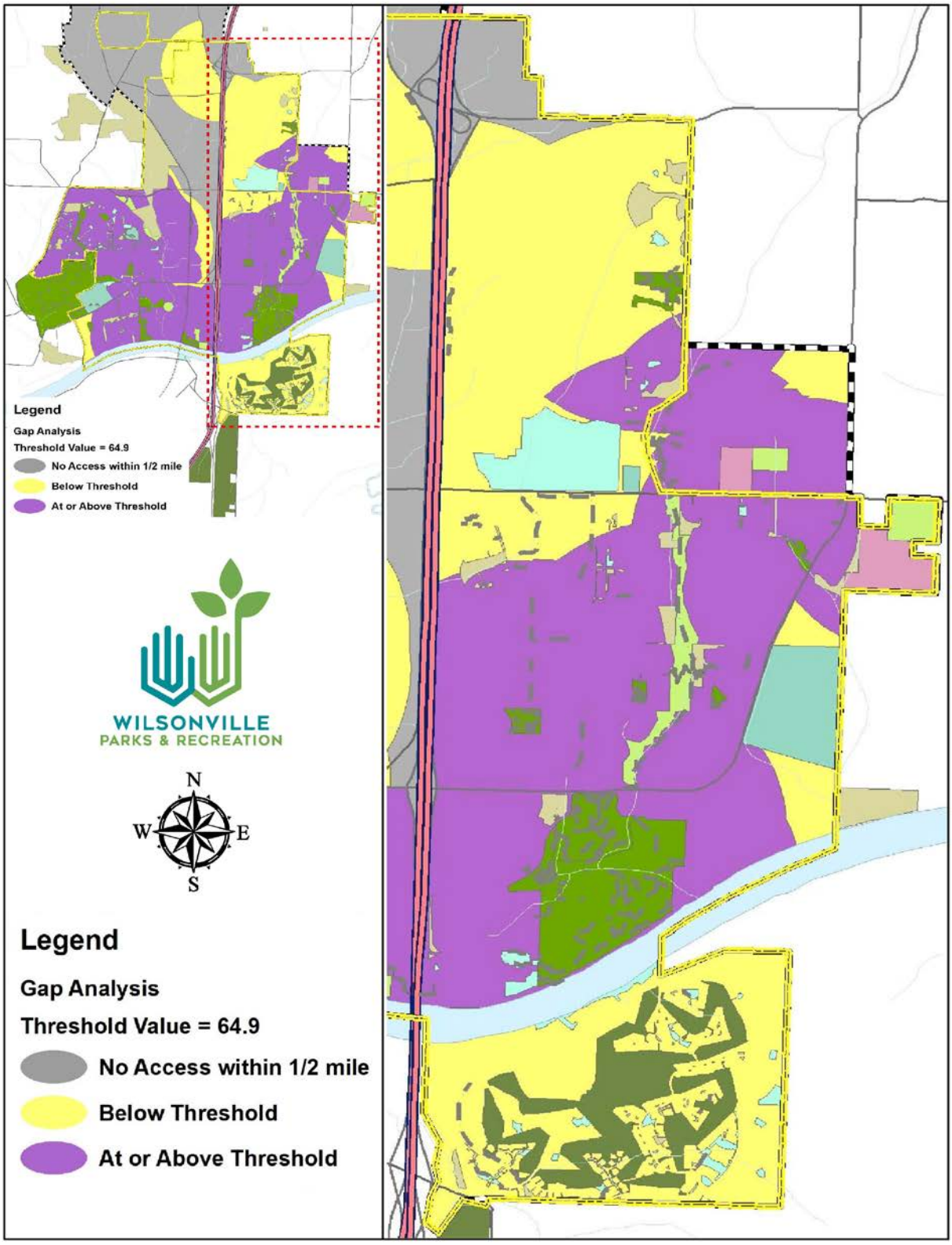
The numbers in each column are derived as described in the explanation for the neighborhood access. The GRASP® Index is not applicable to walkability analysis. LOS value for a person who must walk to assets is about half of that for someone who can drive. The GRASP® value range of 0 to 646 indicates that there are portions of Wilsonville with a very high level of service compared to other portions. The highest value is found just west of Memorial Park. A resident in this area can walk to 52 different components in four parks, as well as three alternative provider parks and three open space or landscape areas. Users can also access Memorial Park and Boones Ferry Park trails from this location.

Map 8: Projected Walkable Access to Recreation Gap Identification



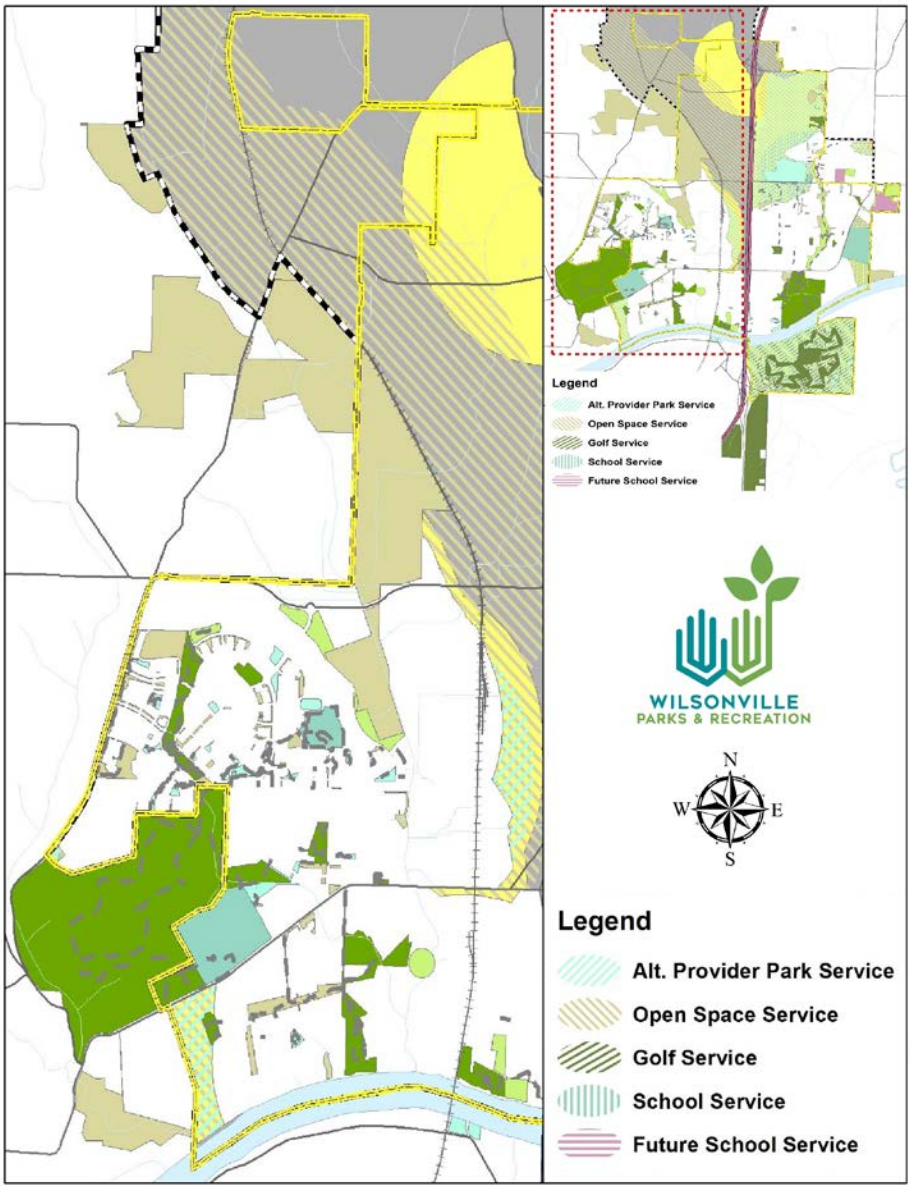
Larger maps are located in the appendix.

Map 8.2: Inset Detail



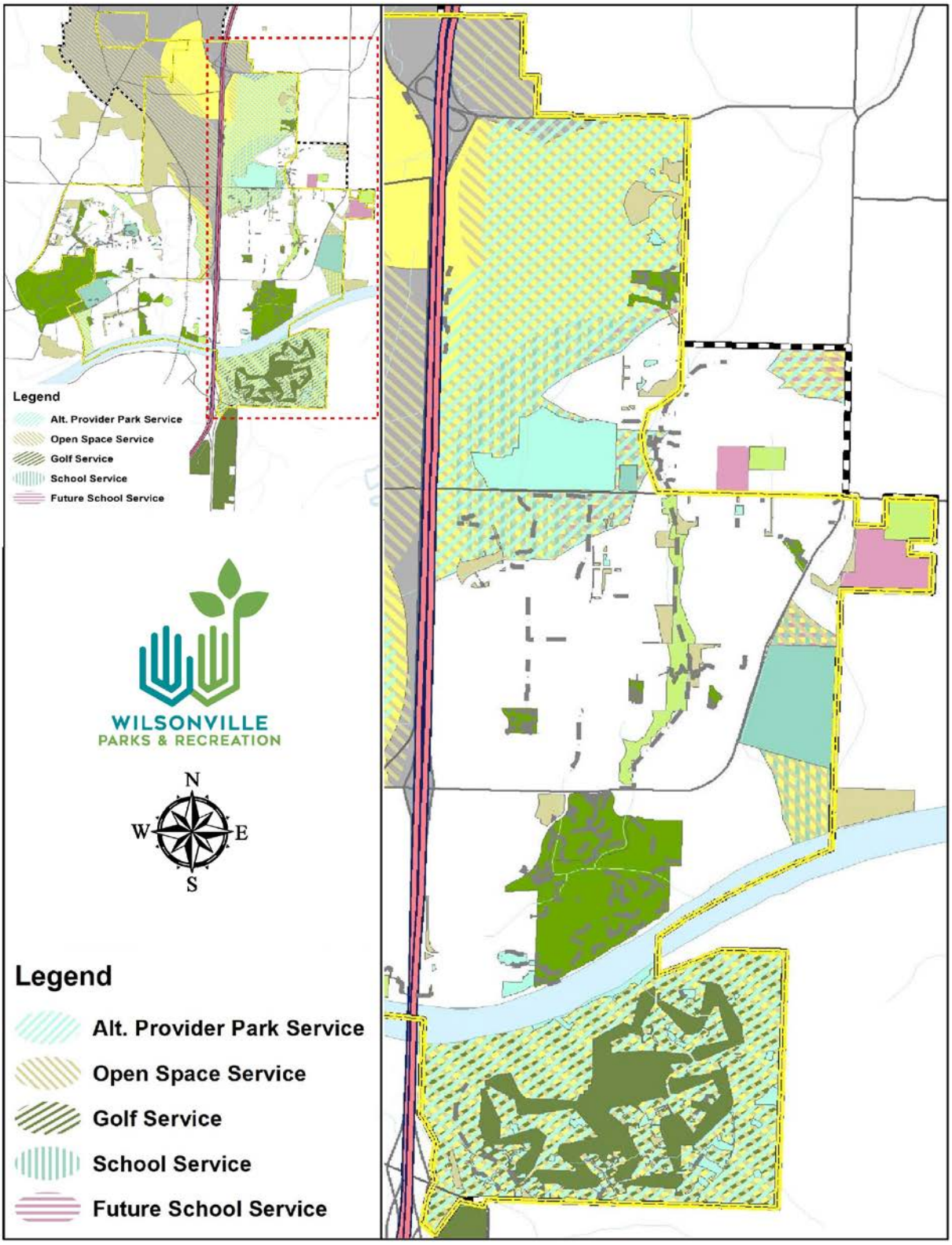
The threshold analysis for walkability uses the same threshold value that was used for the Neighborhood analysis. Purple areas indicate where walkable LOS meets or exceeds the threshold. Areas shown in yellow on the map can be considered areas of opportunity. These are areas where land and assets are currently available but do not provide the threshold value. It may be possible to improve the LOS value in such areas by improving the quantity and quality of features in existing parks without the need to acquire new lands or develop new parks. Another option might be to address pedestrian barriers in the immediate area. Alternative providers may also serve some of these identified gap areas, as shown in the following map. In this map, areas that currently have met threshold have been removed, and only areas below threshold or with no service are shown with their applicable alternative providers' services.

Map 9: Walkable Access to Recreation Gap Analysis and Alternative Provider Coverage



Larger maps are located in the appendix.

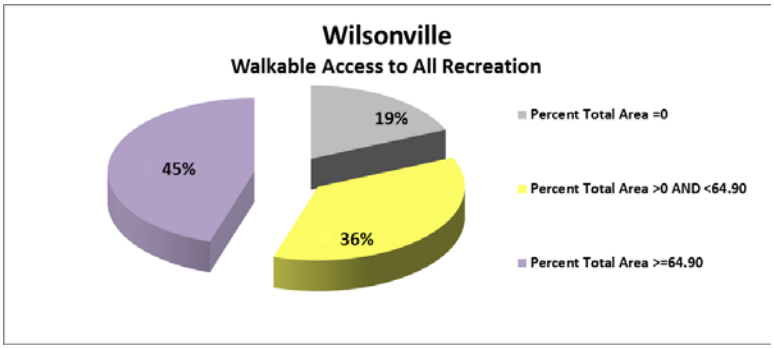
Map 9.2: Inset Detail



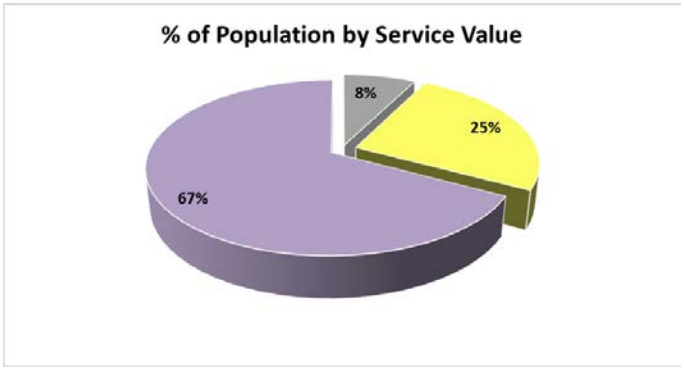
The following charts compare walkable level of service coverage based on:

a) Percentage of the land within the City boundary
b) The percentage of the City's total population

A comparison of the two pie charts shows that while 46 percent of all land within the City boundary meets or exceeds the threshold, 63 percent of the City's population has walkable service at or above the threshold. This may be due to areas with high walkable LOS in the city tend to be those with higher populations. In the ideal situation assets would be located where the most people can benefit from them.



Walkable access to assets based on the percentage of land within the city boundary that scores above threshold (purple) or below threshold (yellow) respectively.



Walkable access to assets based on population. This chart displays level of service based on where people actually live. It was produced using the walkable level of service data shown in Projected Walkable Access to Recreation Gap Identification, overlaid on census data.

More on Utilizing GRASP® Perspectives

GRASP® perspectives are used to evaluate Level of Service throughout a community from various points of view. Their purpose is to reveal Level of Service gaps and provide a metric to use in understanding a recreation system. However, it is not necessarily beneficial for all parts of the community to score equally in the analyses. Desired level of service for a particular location should depend on the type of service being analyzed, the characteristics of the particular location, and other factors such as community need, population growth forecasts, and land use issues.

Commercial, institutional, and industrial areas might reasonably be expected to have lower levels of service for parks and recreation opportunities than residential areas. Levels of service in high density or low density areas may also vary appropriately.

Used in conjunction with other assessment tools such as community needs surveys and a public input process, perspectives can be used to determine if current levels of service are appropriate in a given location. Plans can then be developed that provide similar levels of service to new, developing neighborhoods. Or it may be determined that different Levels of Service are adequate or suitable and therefore a new set of criteria may be utilized that differs from existing community patterns to reflect these distinctions.

GRASP® Level of Service analysis perspectives are intended to focus attention on gap areas for further scrutiny but must be considered with other such factors in mind.

D. Other Types of Analysis

Traditional analyses used to evaluate recreational Level of Service are also valuable. A few of these are discussed.

Capacities Analysis

One of the traditional tools for evaluating service for parks and recreation is the capacity analysis, which compares the quantity of assets to population. ***Table 15*** shows the current capacities for selected components in Wilsonville. This table can be used in conjunction with other information, such as input from focus groups, staff, and the public, to determine if the current capacities are adequate or not for specific components. For example, there was some indication from the focus groups and survey that there was a need for additional active recreation components. This could indicate that the current per capita ratio of court and athletic fields is not adequate.

Table 15: Wilsonville Capacity Table

		Aquatics, Spray Pad	Basketball Court	Basketball, Practice	Diamond Field	Diamond Field, Practice	Loop Walk	Natural Area	Open Turf	Pickleball Court	Playgrounds	Public Art	Rectangular Field, Large	Shelter	Skate Park	Tennis Court	Volleyball Court
INVENTORY																	
Wilsonville Parks		3	1	5	5	1	7	11	20	3	20	7	3	19	2	2	2
CURRENT RATIO PER POPULATION																	
CURRENT POPULATION 2016	22,919																
Current Ratio per 1000 Population		0.13	0.04	0.22	0.22	0.04	0.31	0.48	0.87	0.13	0.87	0.31	0.13	0.83	0.09	0.09	0.09
Population per acre or component		7,640	22,919	4,584	4,584	22,919	3,274	2,084	1,146	7,640	1,146	3,274	7,640	1,206	11,460	11,460	11,460
PROJECTED POPULATION - 2021	25,280																
Total # needed to maintain current ratio of all existing facilities at projected population		3	1	6	6	1	8	12	22	3	22	8	3	21	2	2	2
Number that should be added by all providers to achieve current ratio at projected population		*0*	*0*	*1*	*1*	*0*	*1*	*1*	*2*	*0*	*2*	*1*	*0*	*2*	*0*	*0*	*0*

The capacity table can also be used to project future facility needs based on population growth, if:

a) The future population's interests and behaviors are the same as today's, and
b) That today's capacities are in line with today's needs.

The capacities table is based on the quantity of assets without regard to distribution, quality, or functionality. Higher LOS is achieved only by adding assets, regardless of the location, condition, or quality of those assets. In theory, the LOS provided by assets should be based on their location and quality as well as their quantity, which is why this table should be used with discretion, and only in combination with the other analyses presented here.

Table 16: Outdoor Park and Recreation Facilities – Median Population Served per Facility

Outdoor Park and Recreation Facilities

Outdoor Facility	Agencies Offering this Facility	Median Number of Residents per Facility
Playgrounds	90.0%	3,633
Basketball courts	82.4%	7,080
Tennis courts (outdoor only)	71.5%	4,375
Diamond fields: baseball - youth	68.4%	6,453
Diamond fields: softball fields - adult	64.9%	12,468
Rectangular fields: multi-purpose	64.9%	12,468
Diamond fields: softball fields - youth	60.1%	8,500
Swimming pools (outdoor only)	52.7%	33,040
Dog park	52.1%	42,500
Diamond fields: baseball - adult	49.2%	19,226
Totlots	46.4%	12,195
Community gardens	44.8%	31,000
Rectangular fields: soccer field - youth	44.8%	6,199
Rectangular fields: soccer field - adult	41.0%	12,226
Rectangular fields: football field	37.0%	26,250
Diamond fields: tee-ball	34.5%	15,439
Multiuse courts -basketball, volleyball	32.5%	15,250
Ice rink (outdoor only)	17.1%	16,572
Multipurpose synthetic field	10.9%	34,242
Rectangular fields: lacrosse field	10.3%	27,332
Rectangular fields: cricket field	8.5%	147,500
Overlay field	5.1%	10,820
Rectangular fields: field hockey field	3.7%	20,340

Wilsonville's service can also be compared to recent national statistics published by the National Recreation and Park Association in its "2017 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks."

A comparison of like components from the capacity table and the National Recreation and Park Association (NRPA) report shows the following.

- Wilsonville exceeds the median population to component ratio for playgrounds and diamond fields.
- Wilsonville falls short of the median ratio in basketball courts, and tennis courts.
- All rectangular fields in Wilsonville are considered overlay fields. The current ratio exceeds the NRPA median, but there are no standalone rectangles to compare to the other rectangular fields median ratios.

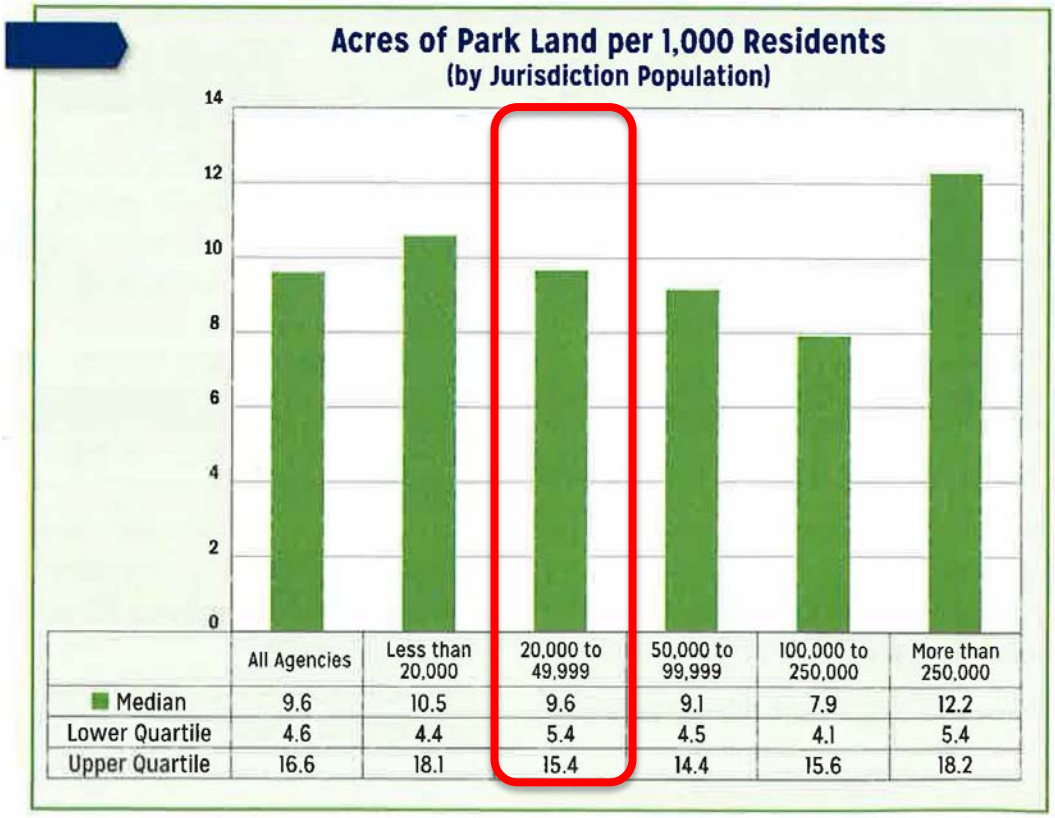
Similar calculations can also be made based on acres of land. The following table includes all the properties included in the GIS mapping. Only current Wilsonville park acreage is included in the projected need calculation. Based on this calculation Wilsonville will need 26 new park acres to provide similar LOS based on population projects. Wilsonville currently has approximately 26 acres of future parkland planned that would qualify as meeting this future park land need.

Table 17: Properties Included in GIS Mapping

		2016 GIS Acres #
INVENTORY		
Wilsonville		**256**
Wilsonville (Future Parks)		**26**
Schools		**61**
Schools (Future)		**27**
Golf Courses		**294**
Other Providers (Parks)		**367**
Other Open Space/Landscape Area		**487**
Total		**1518**
CURRENT RATIO PER POPULATION		
CURRENT POPULATION 2016	**22,919**	
Current Ratio per 1000 Population		**11.17**
Population per acre or component		**15**
PROJECTED POPULATION - 2021	**25,280**	
Total # needed to maintain current ratio of all existing facilities at projected population		**282**
Number that should be added by all providers to achieve current ratio at projected population		***26***

current acres LOS and projected acres LOS based only on current Wilsonville park lands. Does not factor in other providers.

Table 18: Acres of Park Land per 1,000 Residents



	All Agencies	Less than 20,000	20,000 to 49,999	50,000 to 99,999	100,000 to 250,000	More than 250,000
Median	9.6	10.5	9.6	9.1	7.9	12.2
Lower Quartile	4.6	4.4	5.4	4.5	4.1	5.4
Upper Quartile	16.6	18.1	15.4	14.4	15.6	18.2

The capacity table also indicates that Wilsonville provides approximately 11.2 acres per 1,000 people or 15 people per acre of "park." This does not include other provider parks, golf courses, school lands, or future park properties. If compared to a recent publication by NRPA in the "2017 NRPA Agency Performance Review: Park and Recreation Agency Performance Benchmarks," Wilsonville is near the median in acres of park land per 1,000 residents, when comparing to other similar sized cities.

GRASP® Index

Table 19 shows the GRASP® Indices for various components based on the 2016 population.

While the capacities table is based purely on the quantity of assets without regard to quality or functionality, the GRASP® Index bases community access on component quality as well as quantity.

Playgrounds, for example, currently have a cumulative score of 90.4 GRASP® points and have a GRASP® Index or per capita value of 13.9. Using this ratio and population projections, by the year 2021, Wilsonville would need to provide an additional 9.3 worth of GRASP scoring through playgrounds to maintain the current level of service per capita. This might simply be replacing or upgrading one low scoring playground identified during the inventory and assessment from "1's" to "2's" such as the playground at Boones Ferry Park. It should be noted that an increase in GRASP® score can occur through upgrades to current components, addition of new components, or a combination of upgrades and additions.

The authors of this report have developed a tool that incorporates both quantity and quality for any given set of assets into a single indicator called the GRASP® Index. This index is a per capita ratio of the functional score per population in thousands.

The GRASP® Index can move up or down over time as either quantity or quality changes. For example, if all of the playgrounds in a community are allowed to deteriorate over time, but none are added or taken away, the LOS provided by the playgrounds is decreasing.

Similarly, if all of the playgrounds are replaced with new and better ones, but no additional playgrounds are added, the LOS increases even though the per-capita quantity of playgrounds did not change.

This is especially useful in communities where the sustainability of the parks and recreation system over time is important. In the past, the focus was on maintaining adequate capacity as population growth occurred. Today, many communities are reaching build-out, while others have seen population growth slow. The focus in such communities has shifted to maintaining current levels of service as components age or become obsolete, or as needs change. The GRASP® Index can be used to track LOS under such conditions over time. Again, this type of analysis only addresses current and future needs based on the assumption that the current provision is adequate. Focus groups, stakeholders, survey and staff input as well as comparative data may be useful in making this determination.

Table 19 shows the GRASP® Indices for the various components based on the 2016 population.

Table 19: GRASP® Community Component Index

Projected Community Components GRASP® Index 2021					
	Current Population 2016	**22,919**		**Projected Population 2021**	**25,280**
	Total GRASP® Community Score per component type	GRASP® score per 1000 population (GRASP® Index)		Total GRASP® score needed at projected population	Additional GRASP® score needed
Aquatics, Spray Pad	27.3	1.2		30.1	2.8
Basketball Court	14.4	0.6		37.7	3.5
Basketball, Practice	34.2	1.5		37.7	3.5
Diamond Field	31.2	1.4		34.4	3.2
Educational Experience	53.5	2.3		59.0	5.5
Event Space	22.8	1.0		25.1	2.3
Horseshoe Court	13.2	0.6		14.6	1.4
Loop Walks	41.4	1.8		45.7	4.3
Open Turf	108.6	4.7		119.8	11.2
Pickleball Court	36.0	1.6		39.7	3.7
Playground	90.4	3.9		99.7	9.3
Public Art	36.0	1.6		39.7	3.7
Rectangle Field	9.6	0.4		10.6	1.0
Shelter	135.6	5.9		149.6	14.0
Tennis Court	14.4	0.6		15.9	1.5
Volleyball Court	13.2	0.6		14.6	1.4
Water Access	16.8	0.7		18.5	1.7

More on Utilizing the GRASP® Perspectives

As needs and conditions evolve over the lifespan of this master plan, perspectives can be updated, and new, specialized perspectives can be generated to determine levels of service throughout the community from a variety of views. This allows this plan to be a living, flexible document. These perspectives can show a specific set of components, depict estimated travel time to services, highlight a geographic area, or display facilities that accommodate specific programming. Used in conjunction with other needs assessment tools (such as needs surveys and a public process), perspectives can be used to determine if current levels of service are appropriate in each location. If so, plans can then be developed that provide similar levels of service to new neighborhoods. Conversely, if it is determined that different levels of service are desired, new planning can differ from the existing community patterns to provide the desired standard.

Key Conclusions

Proximity, availability of transportation, and pedestrian barriers are relevant factors affecting Wilsonville's levels of service. The provision of assets is reasonably equitable across Wilsonville, especially given resident access to motorized transportation. Analysis would indicate that Wilsonville is currently providing its recreation opportunities in the form of a good variety of different types of parks. Pedestrian barriers do hinder walkable access based on current parks and recreation assets.

The most obvious way to increase overall LOS is to add assets in any area with lower service or acquire land or develop partnerships in areas lacking current service. However, as fewer people tend to live in many of these low-service and no-service areas, a more effective approach is to increase service in areas where localized population is greater, but service is low.

Additional analysis and a review of the information received from surveys, focus groups, and other sources including staff knowledge will be needed in context to further identify the best locations for future improvements.

E. Level of Service Recommendations

Findings of the GRASP® LOS analyses provide guidance for improving parks and recreation in Wilsonville. This section describes ways to enhance level of service through improvement of existing sites, future development of new facilities, and potential partnerships.

Note: Any reference to level of service scoring throughout this recommendation discussion refers to the walkable level of service analysis. Level of service scoring from a driving standpoint was high, so no recommendation for improving it are being made. While walkable coverage is generally good, areas were identified where improvements are recommended.

Level of Service Improvements

Addressing Lower and No Service Areas

One way of using the GRASP® Perspectives is to consider prioritization of identified gap areas. For example, the Walkability Analysis illustrates several areas with low or no service. In the following image, gap areas have been identified and labeled. Prioritization of improvements to these areas should consider multiple factors. Prioritization could be based on providing maximum impact to the greatest number of residents. Social equity considerations would base priorities on average household income of gap area. ***Table 20*** shows prioritization based on current level of service, potential access to additional parks provided by alternative providers, total population, and average household income of the identified areas. Areas are labeled on the map based on corresponding letters from the table. Three areas that rise to the top using these criteria have been identified on the map with red and orange asterisks. Many of the gap areas identified on the map have no residents and thus are a low priority in providing current parks and recreation access.

Map 10: Walkable Access Prioritization

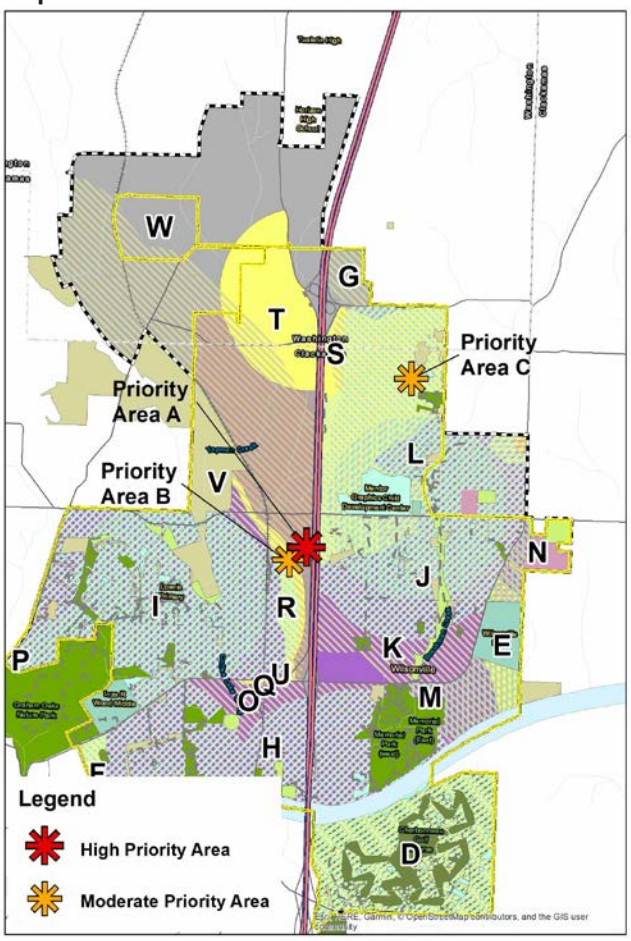


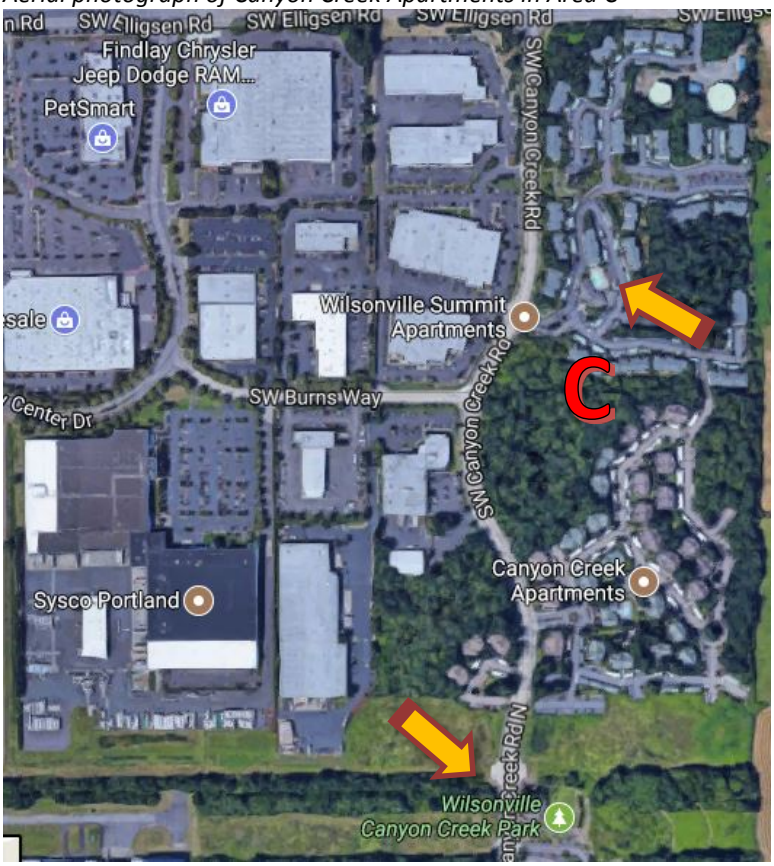
Table 20: Demographics of Possible Gap Areas

Priority Area Label	Initial Priority Level	2016 Population	2021 Population	Service Level	Alternative Provider Park Service
Priority Area A	H	142	157	No Service	No
Priority Area B	M	40	44	Low Service	No
Priority Area C	M	1,763	1,841	Low Service	Yes
D	L	2,559	2,634	Low Service	Yes
E	L	1,167	1,332	Low Service	No
F	L	278	303	Low Service	Yes
G	L	8	8	No Service	No
H	L	4,734	5,255	Threshold Service	Yes
I	L	4,519	5,392	Threshold Service	Yes
J	L	4,306	4,756	Threshold Service	Yes
K	L	1,341	1,454	Threshold Service	No
L	L	256	272	Threshold Service	Yes
M	L	124	141	Threshold Service	No
N	L	118	135	Threshold Service	No
O	L	6	7	Threshold Service	No
P	L	0	0	Low Service	Yes
Q	L	0	0	Low Service	No
R	L	0	0	Low Service	Yes
S	L	0	0	Low Service	No
T	L	0	0	Low Service	No
U	L	0	0	Threshold Service	No
V	L	0	0	Threshold Service	No
W	L	1,572	1,565	No Service	No

As discussed previously, a closer look should be taken at each of the identified areas.
Aerial photography of Priority Areas A and B reveals that a significant portion of these areas are commercial/industrial development and therefore a lower priority for park and recreation access. The letters “A” and “B” on the following image indicates the location of the Walnut Mobile Park, which is where approximately 182 (142 from gap area A and 40 from gap area B) people reside. Undeveloped green spaces appear on the aerial as indicated by the arrows, but no park or recreation type facilities are found nearby or within Walnut Mobile Park.

Aerial photograph of Walnut Mobile Park in Area A and B:

Aerial photograph of Canyon Creek Apartments in Area C



The aerial photograph above shows that Canyon Creek Apartments are just north of Canyon Creek Park. It is evident from the aerial photography that Canyon Creek Apartments provide some recreation opportunities to residents, such as a swimming pool. Wilsonville should consider adding other recreational components that are identified by residents through a public process to Canyon Creek Park to provide a higher level of service in this gap area.

These are just a few examples of ways to use the GRASP® analyses as a basis for making further decisions in the need for improvement of access to recreation opportunities.

Component Inventory and Assessment

Maintaining and improving existing facilities ranked very high in the public input. Existing features that fall short of expectations should be improved to address this concern. Features have been assessed based on condition and functionality in the inventory phase of this plan. Those with low scores can be identified and addressed as explained below. The assessment should be updated on a regular basis to assure that components are upgraded and improved as they affected by wear and tear over time.

Addressing Low-Scoring Components

Components whose functionality ranks below expectations were identified and scored with a "one." A list of low scoring components was extracted from the inventory dataset. When the score of a component is raised through improvement or replacement, the Level of Service is raised as well. A strategy for addressing the repair/refurbishment/replacement or re-purposing of low-functioning components is outlined below. This should be done for each individual component that is not functioning up to expectations.

1. Determine why the component is functioning below expectations.
    - Was it poorly conceived in the first place? For example, the concrete pad at Town Center Park is meant to serve as an event space but fails to provide adequate infrastructure for its current needs as an event space.
    - Is it something that was not needed to begin with?
    - Is it the wrong size, type, or configuration? For example, the skate park at Memorial Park lacks the size and amenities for a park of its size and nature.
    - Is it poorly placed, or located in a way that conflicts with other uses or detracts from its use?
    - Have the needs changed in a way that the component is now outdated, obsolete, or no longer needed?
    - Has it been damaged?
    - Has the maintenance of the component simply been deferred or neglected to the point where it no longer functions as intended? For example, the gazebo at Boones Ferry Park needs maintenance, upgrades, or replacement.

      Another possibility is that the component was scored low because it is not available to the public in a way that meets expectations. For example, a facility might be rated low because it is leased to a private group and access by the public is limited. This may be a perfectly acceptable situation and appropriately scored – the service is at a lower value because of the limited access.

      Another example would be when a component is old, outdated, or otherwise dysfunctional, but has historic or sentimental value. An example would be an old structure in a park such as a stone barbecue grill, or other artifact that cannot be restored to its original purpose, but which has historic value.

2. Depending on the answers from the first step, a strategy can be selected for addressing the low-functioning component:
    - If the need for that type of component in its current location still exists, then the component should be repaired or replaced to match its original condition as much as possible.
        - Examples of this would be playgrounds with old, damaged, or outdated equipment, or courts with poor surfacing or missing nets. The horseshoe courts at Memorial Park may fall into this category.
    - If the need for that type of component has changed to the point where the original one is no longer suitable, then it should be replaced with a new one that fits the current needs.

    - For example, if a picnic shelter is too small for its current demand, it may be replaced with a new, larger one.
- If a component is poorly located, or was poorly designed to start with, consideration should be given to relocating, redesigning, or otherwise modifying it.
    - An example of this may be the display garden at Murase Plaza. While a nicely defined area, a new planting design could freshen the area and make it more attractive.
- If a component is no longer needed because of changing demands, it should be removed unless it can be maintained in good condition without excessive expense or has historic or sentimental value.

In scoring inventory locations, basic site amenities, called ***modifiers,*** were evaluated***.*** Modifiers are things that support users during their visit such as design and ambience, drinking fountains, seating, security lighting, bike racks, restrooms, shade, access, and parking among others. These elements help inform overall GRASP® scoring. Modifiers that do not meet expectations are given lower scores. Because adding or improving park access ranked high in the survey results, parks with low modifier scores, such as Engelman Park, Park at Merryfield, and Willamette River Water Treatment Plant Park, should be targeted for general improvements.

Booster Components

Another way to enhance level of service is through the addition of ***booster components*** at specific park sites or recreation facilities. These are most effective in low-service areas where parks exist that have space for additional components. Based on the earlier discussion, this adding booster components at Canyon Creek Park may be a reasonable solution to increasing level of service in the surrounding neighborhood.

High Demand Components

The statistically-valid survey asked respondents to rank facilities by importance based on those they felt the city needed to add or improve. These ***high demand components*** should be considered when new components are added to the system.

As an example, survey respondents identified the following components or amenities to be improved, expanded, or added:

- Continue to address trail connectivity and trail access
- Explore opportunities to increase access to the Willamette River at existing parks
- Explore opportunities to add or improve skate parks
- Consider event spaces (amphitheater) for additional community event programming
- Consider demand for athletic fields and develop synthetic turf fields at Advance Road and Memorial Park
- Consider existing and future demand for dog parks and dog off leash areas
- Working with the Tourism Promotion Committee to explore the feasibility of an indoor sports complex
- Implementation of the phase 2 and 3 of the Memorial Park Master Plan

Many of these needs may be addressed by upgrading facilities, retrofitting lesser used assets, and by establishing or strengthening partnerships:

- Connectivity between trails and pathways was indicated as an important consideration. Although the City currently has an extensive trail and bike route network, there are ways to enhance existing assets and implement best practices for future development. Further discussion and solutions are found in the following section on Recreational Connectivity.

Trends in Parks and Recreation

Trends to consider when deciding what to do with low-functioning facilities, or improving existing parks to serve the needs of residents, include:

- Dog parks continue to grow in popularity. This may have something to do with an aging demographic in America, with more "empty-nesters" transferring the attention they once gave to their children, who are now grown, to their pets. It is also an important form of socializing for people who may have once socialized with other parents in their child's soccer league, and now that the kids are grown, they are enjoying the company of other dog owners at the dog park. For singles, a dog park is a good place to meet people. Wilsonville is a very dog friendly community and meet-ups appear popular in neighborhood parks among dog owners.
    - Currently, Wilsonville has one developed dog park at Memorial Park, and another is planned for RP 6 in Villebois. The City should continue seeking opportunities to provide dog off leash areas throughout the city.
- Skateboarding and other wheel sports continue to grow in popularity. Making neighborhood parks skateable and distributing skating features throughout the community provides greater access to this activity for younger people who cannot drive to a larger centralized skate park.
    - Memorial Park has a limited amenity and dated skate park facility but is scheduled to be updated in phase 2 of the Memorial Park Master Plan. A new skate park recently opened in Trocadero Park. A community-scale stake park has been sited on Courtside Drive.
- A desire for locally-grown food and concerns about health, sustainability, and other issues is leading to the development of community food gardens in parks and other public spaces.
    - The City may look to expand the opportunity for farmers markets, community gardens, and community orchards in new locations across Wilsonville.
- Events in parks, from a neighborhood "movie in the park" to large festivals in regional parks, are growing in popularity to build a sense of community and generate revenues. Providing spaces for these could become a trend.
- Community events ranked very high in survey and public input.
- Spraygrounds are growing rapidly in popularity, even in cooler climates. A wide and growing selection of products for these is raising the bar on expectations and offering new possibilities for creative facilities. Aquatics opportunities also ranked high in public input.
    - Spraygrounds may be a lower cost alternative that provides aquatic access to residents.
- New types of playgrounds are emerging, including discovery play, nature play, adventure play, and even inter-generational play. Some of these rely upon movable parts, supervised play areas, and other variations that are different from the standard fixed "post and platform" playgrounds found in the typical park across America. These types of nature-based opportunities help connect children and families to the outdoors.
- Integrating nature into parks by creating natural areas is a trend for many reasons. These include a desire to make parks more sustainable and introduce people of all ages to the natural environment.

- An educational aspect is an important part of these areas. The recent survey indicated a need for nature/environmental programming. Interpretative signage and educational experiences development within existing parks can provide the infrastructure needed to establish and expand programming.
- Villebois Regional Parks 7 and 8 have been designed to incorporate nature/environmental programming.

Recreational Connectivity

The definition of recreation has evolved in recent years to include aspects of the built environment that are more important today than they were in the past. People are more inclined these days to integrate recreational opportunities within their daily lives. The infrastructure available to get people to and from destinations is of greater importance than ever before as people have increasingly started to prefer a leisurely walk or bike ride to a trip in the car. People expect that parks, recreation centers, and other community resources be easy destinations to access for a variety of users employing different modes of travel to include walking and bicycling. This concept of may be referred to as ***recreational connectivity***.

Recreational connectivity may be defined as the extent to which community recreational resources are transitionally linked to allow for easy and enjoyable travel between them. In addition to recreational trails, this may also include city sidewalks, bicycle paths, bicycle routes, and public transit infrastructure. Of course, the scope of creating and maintaining such a network is a substantial undertaking that involves many players. Along with a community expectation for this type of user-friendly network infrastructure comes the expectation that stakeholders work together in the interest of the public good. At the municipal level this might include public works, law enforcement, private land-owners, public transit operators, and user groups as well as the local parks and recreation department.

This concept of recreational connectivity is important within the scope of parks and recreation planning but also has deeper implications for public health, the local economy, and public safety among other considerations. As more and more people look for non-automotive alternatives to get to and from local destinations, a complete network of various transportation options is in greater demand than ever to include walking trails, bicycle paths, bicycle routes, and public transit. Other elements of this infrastructure might include street/railroad crossings, sidewalk landscaping, lighting, drainage, and even bike-share and car-share availability.

The Trail System

Recreational connectivity in most American cities usually starts with trails. A trail may be defined as any off-street or on-street connection dedicated to pedestrian or bicycle users. Recreational trails, as distinguished from transportation trails, typically pass through park lands or natural areas and can be soft or hard surface. Recreational trails are the only elements of an alternative transit network that traditionally fall to parks and recreation professionals. They are intended mostly for leisure and enjoyment of resources. Transportation trails, the sidewalks or paved trails found in street rights-of-way in most municipalities, are often more utility based as in getting from one place to another. Yet these two types of city infrastructure must work together to create a well-connected community. The resulting trail system includes all trails that serve pedestrian and bicycle users in a community for purposes of both recreation and transportation.

As a trail system matures, the need emerges to address barriers such as roadways, rivers, and railroad crossings that separate distinct trail networks in order to create a truly connected trail system. A trail network is a part of a trail system within which major barrier crossings have been addressed and all trails are connected. Trail networks within a trail system are typically separated from each other by barriers or by missing connections. Crosswalks, pedestrian underpasses, and bridges can be used to help users navigate barriers. New trails may be added to merge networks and improve overall connectivity. Most cities have several trail networks that connect users to common destinations such as schools, shops, restaurants, and civic and religious institutions in addition to parks and recreation facilities. The more integrated these networks, the more connected a city or town.

Building a trail system involves many considerations beyond the control of park and recreation managers. Vacant lands, utility easements, street rights-of-way, and existing social trails may be worth investigating for trail feasibility and to determine how trail development in these areas might impact overall connectivity. However, other departments and agencies will need to be consulted, and collaboration needs to occur to address issues such as land acquisition, street crossings, and utility maintenance. To complicate matters, the distinction between a recreational trail and a transportation trail can be hazy. Further, on-street connections via usable, comfortable bicycle lanes and routes are also critical to establishing good recreational connectivity. Though these connections can be invaluable to a city's infrastructure, as they supplement a trail system, they introduce another set of stakeholders and complications. The types of collaboration necessary to build a trail system are not without their challenges yet can yield lasting partnerships that benefit the community. The sooner the discussion is started, the better.

Potential partners can include school districts, public works departments, county offices, state entities, federal agencies, and/or private land owners among others. Cooperation with stakeholders is critical to the public good, and it can be helpful to remind them of the economic boost that often results from investment in recreational infrastructure like a trail system. Of course, not all players stand to gain from trail development. It is essential that land managers and planners be aware of all possible implications inherent in their efforts.

The Department should implement the strategies outlined in the 2016 Update to the Transportation System Plan (TSP).

Wilsonville has an outstanding trail system. Here are a few general strategies to use in planning efforts as this system is established:

- Work with a variety of departments, offices, and agencies to obtain assistance and access in creating trail links.
- Look for ways to relieve cost burdens for property maintenance presently borne by other utilities by adapting these properties to create recreation opportunities.
- Create connections that blend recreation opportunities with restaurants and retail opportunities for greater economic impact.
- Create connections that allow safe, comfortable routes between homes, schools, and civic and religious institutions for user convenience.
- Look at existing utility areas such as power line easements, drainages, and detention ponds for options to improve connectivity.
- Use wide, under-utilized, or non-used street corridors for best pedestrian and bike routes within developed parts of the city.

Where to Start

Even the most well-planned, extensive trail system must start somewhere. Unless a city is already highly urbanized, good opportunities usually exist with which to begin building a trail system. Existing parks and open space area are the first place to plan new trails, with this idea of recreational connectivity in mind. Such interior trail assets, once established, provide a good point of departure to look outside park boundaries.

It is helpful to recognize that trails may be developed at a variety of scales. Many trails serve park users only, while others are of citywide or regional extent. Also, people with a destination in mind tend to take the most direct route, while recreationists tend to enjoy loop or circuit trails more than linear trails. An exemplary trail system will provide multiple opportunities for users to utilize trail segments to access different parts of the city directly or enjoy recreational circuits of various size. By employing park trails, city trails, and regional trails users should ideally be able to select from several options to reach a destination or spend time recreating.

Regional Trails

In the City of Wilsonville, the process of building a trail system is established. Two primary north-south trail corridors have been identified and are in various stages of planning and implementation. The Boeckman Trail Corridor will eventually connect the many trails at Memorial Park, running adjacent to the Boeckman Creek up to the new Frog Pond Neighborhood and continuing north to Canyon Creek Park. West of I-5, there is significant planning for the Ice Age Tonquin Trail. Within Wilsonville, this trail would essentially connect the large open space lands at Coffee Lake Wetlands to Graham Oaks Nature Park and then east to Boones Ferry Park. In addition, 2 main East-West trail corridors (Waterfront Trail and Wiedeman Road Trail) have also been identified. Please refer to the 2016 TSP update for specific projects, mapping and priorities.

Park Trails

Many users regularly enjoy existing trails and loop walks within parks. Memorial Park, Willamette River Water Treatment Plant Park, and Graham Oaks Nature Park are excellent examples of parks with extensive trails within their boundaries. A few enhancements could make these heavily used pathways even better:

- As many users seem focused on exercise the addition of mileage markers along loop walks and internal park trails would be useful. Users could track their distances, which might also encourage them to try out other trail opportunities of similar length. As users tend to be intent on getting a workout rather than a leisurely stroll, it might also be worthwhile to consider adding cardio fitness stations at points along the loop or trail as well.
- New measured loop walks could also be developed at several parks to better serve a variety of nearby residents. Location enhancements such as mileage markers and cardio fitness stations could be included to provide additional functionality and fitness needs. The natural area trails at some of the more passive areas such as Tranquil Park could benefit from interpretive signage or passive seating areas.

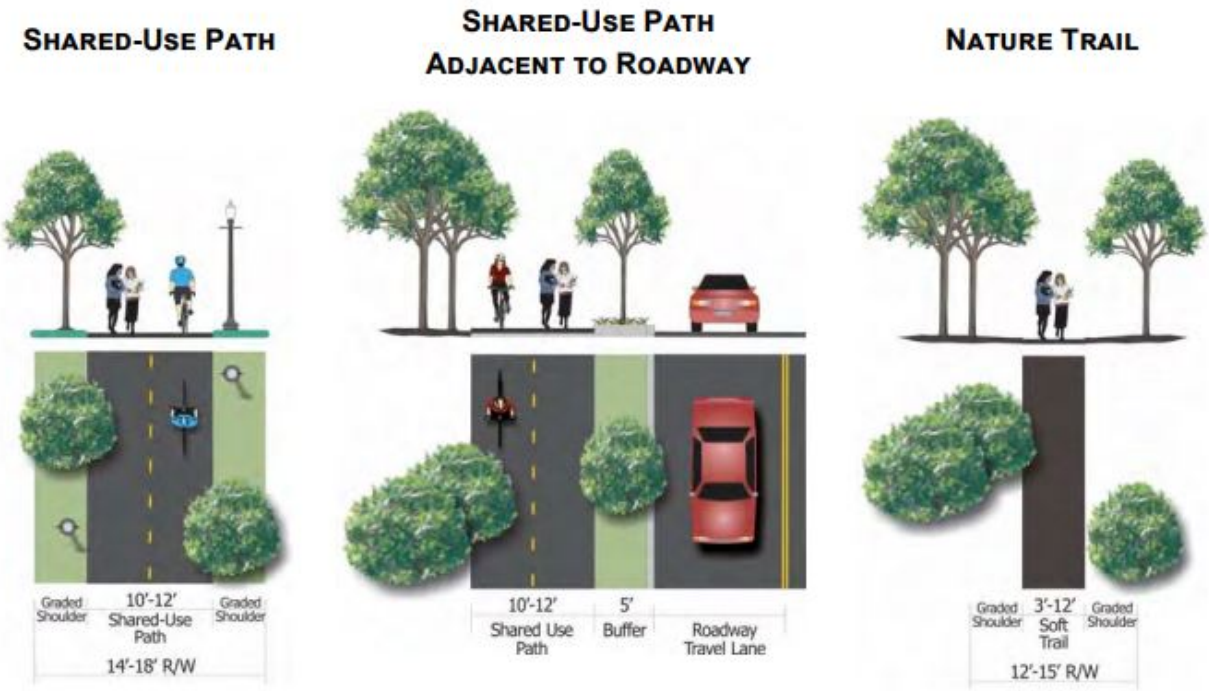
City Trails

With internal park trails established, the next step is to focus on connecting these park assets to each other and to various places within the city. An update to the 2006 "Bicycle and Pedestrian Master Plan" should involve capitalizing on existing opportunities to create strategic off-street and on-street pedestrian and bicycle links between popular recreation locations. Strategies to retrofit developed areas to meet the need for safe routes through town may be based on recommendations in this plan as well as other "complete streets" resources. Priority should be given to developing connections between existing parks, schools, and other community resources.

Trail Typology

In addition to the park, city, regional trail hierarchy already discussed it is useful to employ a trails typology. A new "trail" may consist of several infrastructural improvements. The Wilsonville Transportation System Plan (amended 2016) and the Bicycle and Pedestrian Master Plan (2006) highlights three different shared-use path and trail cross sections that are most applicable to parks and recreation use. These are recommended for use in the City of Wilsonville:

- Shared-use Path
- Shared-use Path Adjacent to Roadway
- Nature Trail



Each trail type refers to a strategy for connecting one place to another. The primary consideration is how to accommodate pedestrian and bicycle users travelling along the same route. In more developed areas, this might involve a buffer between users and roadways. The traditional shared use path provides users with an off-street connection, typically through open space areas or parks. Nature trails are less likely to handle the intensity and use of multiple types of users and may have limited use.

Connecting People to Trails

As the Wilsonville trail system continues to develop additional resources will be desirable to support users. It may be worthwhile to consider signage and wayfinding strategies, trailheads and access points, public trail maps, and smartphone applications as strategies to connect people to trails and affect a positive user experience.

Signage and Wayfinding

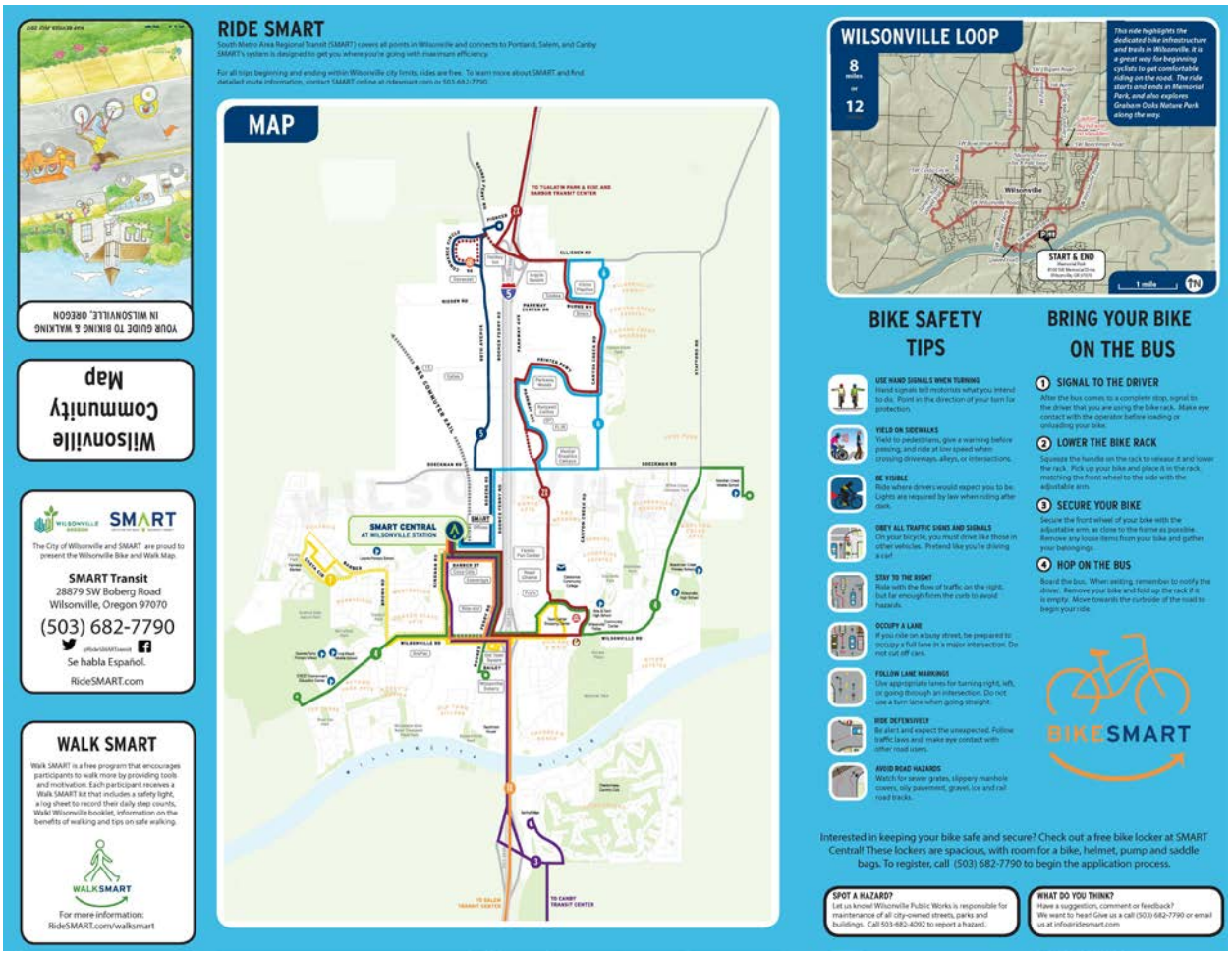
A Sign Design and Wayfinding Signage Plan is currently underway as of February 2018. Signage and wayfinding strategies should be employed to enhance the Wilsonville trail system by promoting ease of use and improved access to recreational resources. An important aspect of effective signage and wayfinding markers is branding. An easily identifiable hierarchy of signage for different types of users assists residents and visitors as they navigate between recreation destinations. Further, a strong brand can imply investment and commitment to alternative transit and which can positively impact city identity and open economic opportunities.

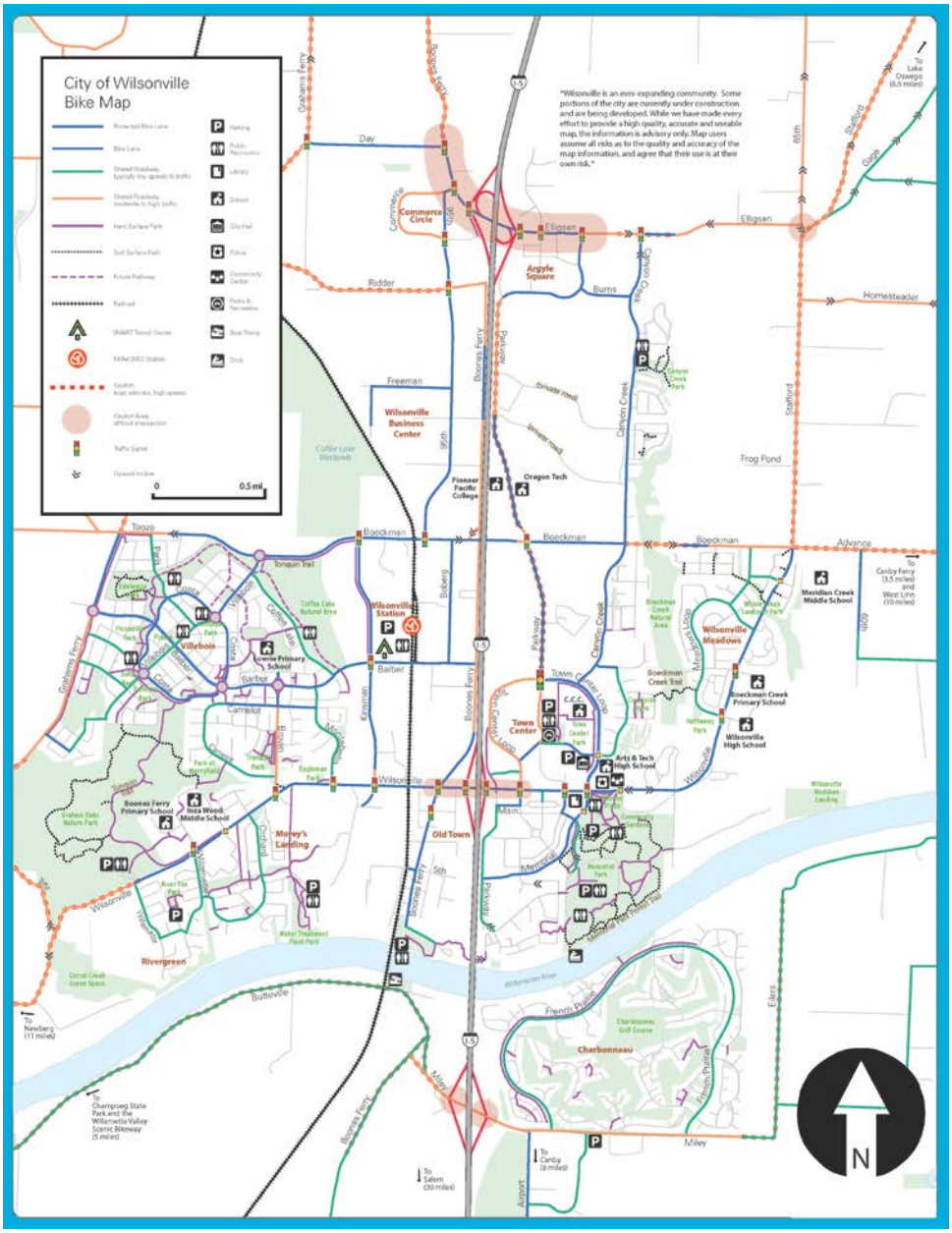
Trailheads & Access Points

It is also important to provide users access to trails. There are two ways to approach this. First, formal trailheads may be developed to include parking, bike racks, signage, restrooms, drinking water, a trail map, and other amenities. A trailhead is most appropriate to provide access to trails that serve a higher volume of users at destinations reached by automobile. The second approach involves simply providing a trail access point, usually without the extensive amenities found at a trailhead. Trail access points such as this are more appropriate in residential or commercial areas where users are more likely to walk or ride a bicycle to reach the trail. Trailhead and access point should be primary points of interest on any trails mapping.

Map & App Resources

By making trail maps available, users may enjoy Wilsonville trails with greater confidence and with a better understanding of distances, access points, amenities, and the system, as a whole. The following map is available for download from http://www.ridesmart.com/152/Wilsonville-Bike-Walk-Map. Maps are also available for free at Wilsonville City Hall, Wilsonville Community Center, Wilsonville Public Library, and Parks & Recreation Administration Building.


YOUR GUIDE TO BIKING & WALKING IN WILSONVILLE, OREGON
Wilsonville Community Map
SMART
The City of Wilsonville and SMART are proud to present the Wilsonville Bike and Walk Map.
SMART Transit
28879 SW Boberg Road
Wilsonville, Oregon 97070
(503) 682-7790
Se habla Español.
RideSMART.com
WALK SMART
Walk SMART is a free program that encourages participants to walk more by providing tools and motivation. Each participant receives a Walk SMART kit that includes a safety light, a log sheet to record their daily step counts, Walk Wilsonville booklet, information on the benefits of walking and tips on safe walking.
WALKSMART
For more information:
RideSMART.com/walksmart
RIDE SMART
South Metro Area Regional Transit (SMART) covers all points in Wilsonville and connects to Portland, Salem, and Canby. SMART's system is designed to get you where you're going with maximum efficiency.
For all trips beginning and ending within Wilsonville city limits, rides are free. To learn more about SMART and find detailed route information, contact SMART online at ridesmart.com or 503-682-7790.
MAP
SMART CENTRAL AT WILSONVILLE STATION
WILSONVILLE LOOP
8 miles or 12
This ride highlights the dedicated bike infrastructure and trails in Wilsonville. It is a great way for beginning cyclists to get comfortable riding on the road. The ride starts and ends in Memorial Park, and also explores Graham Oaks Nature Park along the way.
START & END
BIKE SAFETY TIPS
USE HAND SIGNALS WHEN TURNING
Hand signals tell motorists what you intend to do. Point in the direction of your turn for protection.
YIELD ON SIDEWALKS
Yield to pedestrians, give a warning before passing, and ride at low speed when crossing driveways, alleys, or intersections.
BE VISIBLE
Ride where drivers would expect you to be. Lights are required by law when riding after dark.
OBEY ALL TRAFFIC SIGNS AND SIGNALS
On your bicycle, you must drive like those in other vehicles. Pretend like you're driving a car.
STAY TO THE RIGHT
Ride with the flow of traffic on the right, but far enough from the curb to avoid hazards.
OCCUPY A LANE
If you ride on a busy street, be prepared to occupy a full lane in a major intersection. Do not cut off cars.
FOLLOW LANE MARKINGS
Use appropriate lanes for turning right, left, or going through an intersection. Do not use a turn lane when going straight.
RIDE DEFENSIVELY
Be alert and expect the unexpected. Follow traffic laws and make eye contact with other road users.
AVOID ROAD HAZARDS
Watch for sewer grates, slippery manhole covers, oily pavement, gravel, ice and rail road tracks.
BRING YOUR BIKE ON THE BUS
1 SIGNAL TO THE DRIVER
After the bus comes to a complete stop, signal to the driver that you are using the bike rack. Make eye contact with the operator before loading or unloading your bike.
2 LOWER THE BIKE RACK
Squeeze the handle on the rack to release it and lower the rack. Pick up your bike and place it in the rack, matching the front wheel to the side with the adjustable arm.
3 SECURE YOUR BIKE
Secure the front wheel of your bike with the adjustable arm, as close to the frame as possible. Remove any loose items from your bike and gather your belongings.
4 HOP ON THE BUS
Board the bus. When exiting, remember to notify the driver. Remove your bike and fold up the rack if it is empty. Move towards the curbside of the road to begin your ride.
BIKESMART
Interested in keeping your bike safe and secure? Check out a free bike locker at SMART Central! These lockers are spacious, with room for a bike, helmet, pump and saddle bags. To register, call (503) 682-7790 to begin the application process.
SPOT A HAZARD?
Let us know! Wilsonville Public Works is responsible for maintenance of all city-owned streets, parks and buildings. Call 503-682-4092 to report a hazard.
WHAT DO YOU THINK?
Have a suggestion, comment or feedback? We want to hear! Give us a call (503) 682-7790 or email us at info@ridesmart.com



Another way to provide a trail map to users is through web-based smartphone technologies. Maps made available on this type of platform are more dynamic for users, always on hand, and can be easily updated. Upfront investment needed for this type of resource may be cost prohibitive now. However, it is likely that as technologies advance, these costs will become more manageable in the future. It may be worth considering development of web-based maps in long term planning decisions.

Public Transportation

A final consideration regarding recreational connectivity is public transportation. Based on information presented on the SMART website, "SMART is dedicated to providing mobility for those who do not drive and to creating a viable, attractive transportation option for those who do." "Operated by the City of Wilsonville, SMART maintains a fleet of over 35 vehicles ranging from 40 foot buses to minivans and a trolley-bus. SMART also operates Dial-a-Ride, which provides door-to-door service within Wilsonville and medical transport services to Portland and other nearby cities for the elderly and disabled. SMART services are free within Wilsonville, but intercity services charge a fee. Funding for SMART is provided primarily by local businesses and grants."

Though this falls outside the realm of parks and recreation, the vision is for "Wilsonville residents to be able to easily and safely access a variety of parks and natural areas from neighborhoods. Residents should be able to walk or bicycle to parks, schools, commercial areas, employment centers, and transit stops where they can take transit to other Wilsonville destinations and neighboring communities." SMART, South Metro Area Regional Transit, serves the City of Wilsonville with many bus routes and schedules. http://www.ridesmart.com/35/Routes

Parks and Recreation should work with SMART to increase usage of parks and recreation facilities. Staff should work to increase marketing and awareness of the SMART Routes through use of social media and other outlets.

School Partnerships

City staff should review and update the current Joint Use Agreement with the West Linn-Wilsonville School District. Currently, the Department needs to secure gymnasium space for the Mini-Hoopers program, with the possibility of outdoor athletic facilities for future events. The understanding under the current Joint Use Agreement is that school activities and events take top priority with City activities and events being next in priority.

Maximizing potential should be a key goal of any agreement. As discussed earlier, the campus approach to schools in Wilsonville has some impact on recreation and access. One way to address this issue is to increase partnerships with schools to promote use of school facilities through on-site community programming and environmental cues to make them easier to use and more inviting. School partnerships can be valuable throughout the Wilsonville community. Existing partnerships should be strengthened, because as school assets improve, the level of service provided to city residents is also improved. Schools could prove to be important in the development of a city wide aquatic facility, sports fields, and court.

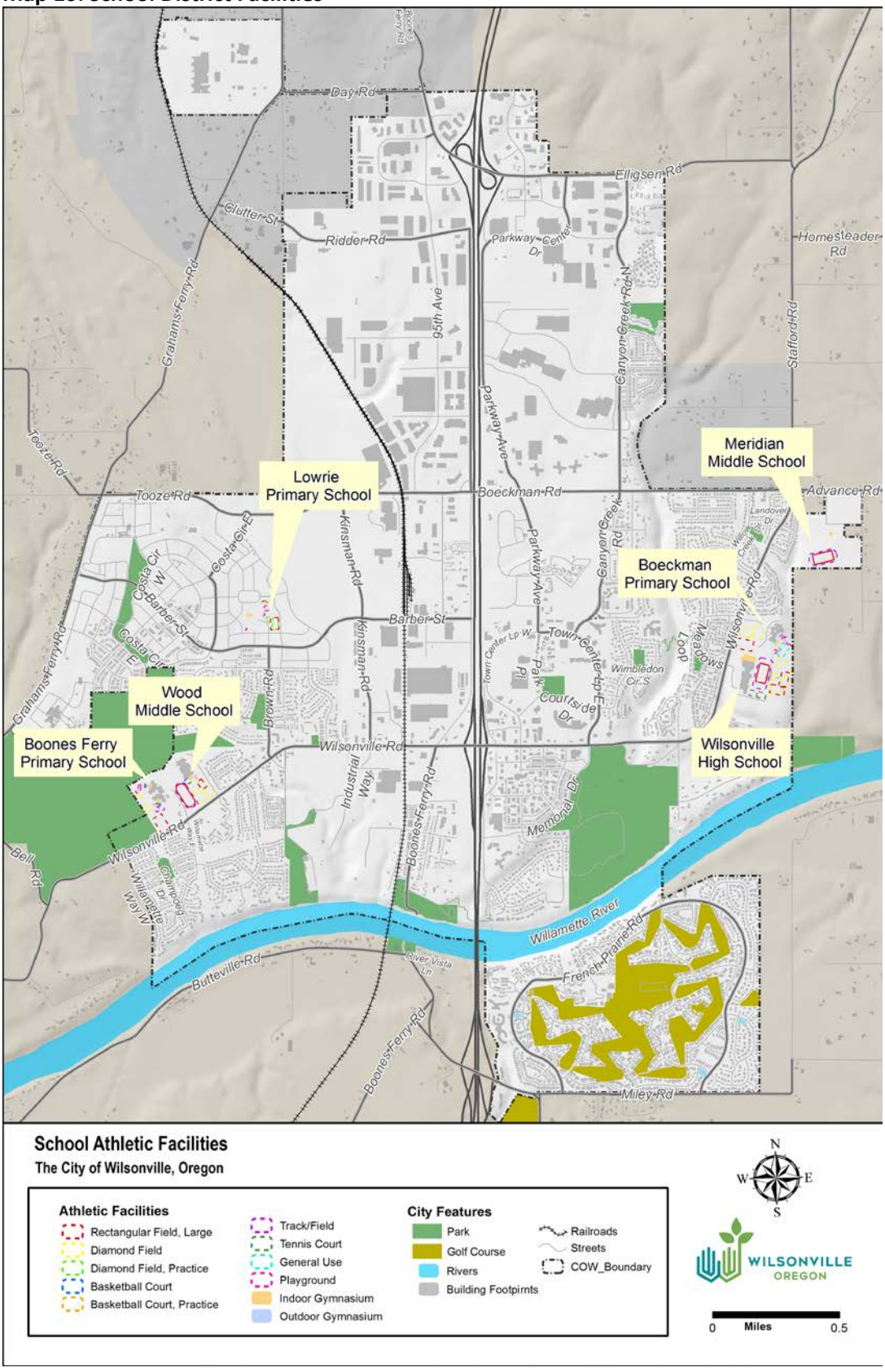
The following table summarizes the inventory of the school system:

Table 21: School System Facility Inventory Matrix

Location	Basketball Court	Basketball, Practice	Diamond Field	Diamond Field, Practice	Indoor Gymnasium	Open Turf	Playground	Rectangular Field, Large	Synthetic Field	Tennis Court	Track/Field
Boeckman Primary School					1	1	4				
Boones Ferry Primary School	2	3	2		2		2	1			
Lowrie Primary School	1	3		2	1		3	1			
Meridian Creek Middle School	1				2		1	1			1
Wilsonville High School			4		2			4	4	6	1
Wood Middle School	2		3		2		1	2	1		1
Total number of components in system:	6	6	9	2	10	1	11	9	5	6	3

The following is a map of school district facilities that would be part of this agreement.

Map 10: School District Facilities



ADA Transition Plan and Compliance

According to the ADA.gov website, "Access to civic life by people with disabilities is a fundamental goal of the Americans with Disabilities Act (ADA). To ensure that this goal is met, Title II of the ADA requires State and local governments to make their programs and services accessible to persons with disabilities… One important way to ensure that Title II's requirements are being met in cities of all sizes is through self-evaluation, which is required by the ADA regulations. Self-evaluation enables local governments to pinpoint the facilities, programs, and services that must be modified or relocated to ensure that local governments are complying with the ADA." Transition plans are also required to implement needed changes identified during the self-evaluation process. In 2015, the City of Wilsonville completed the "Public Right-of-Way & City Parks Facilities ADA Title II Transition Plan."

Ongoing self-evaluation and implementation of a comprehensive transition plan must be a high priority of the Parks and Recreation Department, especially in terms of access to park amenities and paths or routes to get to those amenities and components.

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V. Status of Capital Project List from 2007 Master Plan

Pricing reflective of 2007 costs as provided by Wilsonville staff. Estimated 2017 estimated costs can be found in Section VIII: Recommendations and Action Plans.

20 Year Capital Projects List			
Site/Project	**Project Description**	**Project Cost**	**Project Status**
Graham Oaks Natural Area (not owned/maintained by city. It is owned/maintained by Metro) Master Plan Implementation	Wilsonville's contribution of approximately 30% of GONA Master Plan implementation.	$1,100,000	Complete
Montebello Community Park/Acquisition, design, and construction	Site acquired of .68 acres in September 2006 ($415,000). Design and construct a community park in the .68 acre area.	$845,000	Complete
Villebois Park System/Master Plan Implementation	50% contribution for completion of planned Villebois park and trail system (SDC total of $5,950,000).	$2,975,000	In Progress[1]
Villebois School Community Park/Acquisition, design, and construction – school fields	Purchase of school property in north Villebois neighborhood. Design and construction of primary age sport fields on 3 acres of site. (Purchase in August 2006 - $4,500,000)	$6,160,000	Complete
Industrial Area Waysides/Waysides Design and Construction	Allowance for design and implementation of 3 wayside areas along two planned regional trails and community trail in this area. Allowance based on average cost of $200,000 per wayside, not including trail construction. Allowance for future design and development of 3 wayside areas along community connector trails.	$600,000	Not Started
Frog Pond Community Park/Design and Construct	Design and construction of community park (including, but not limited to, sports fields, inclusive playgrounds, etc.) to serve Frog Pond and surrounding area.	$10,600,000	In Progress
Frog Pond Neighborhood Park/Design and Construct	Design and construction of neighborhood park to serve Frog Pond development, including connection to community trail.	$2,400,000	Will be built by developers
Frog Pond Neighborhood Park (Frog Pond West Trailhead Park)/Design and Construct	Design and construction of neighborhood park to serve Frog Pond development, including connection to community trail.	$2,650,000	In Progress[2]
Advance Road School Community Park (Meridian Creek Middle School Design and Construct)	Design and Development of a site plan for a shared use facility including sports fields.	$3,410,000	Complete[3]

Site/Project	Project Description	Project Cost	Project Status
Multi-purpose Rec/Aquatic Center/Recreation and Aquatic Center Feasibility Study and Construction	Updated feasibility study for a multi-purpose recreation and aquatic center. Feasibility study will identify a program for the center that meets the City's operating budget goals. Design and construct accordingly.	$20,080,000	Complete[4]
Multiple Sites, Skate Facilities/Skate Spot Implementation	Construction of skate spot to 2-4 selected areas in the City.	$35,000	Not Started[5]
Community-scale Skate Park/Plaza	Improvement of the Memorial Park Skate Park and/or design/build of a new skate park.	$575,000	In Progress[6]
School Fields/Field improvements at school sites	Allowance for miscellaneous field improvements at existing school sites.	$3,000,000	N/A
Multiple sites, natural resource restoration and management/Natural Resource Restoration and Management	$10,000 per year to fund native plant restoration at sites throughout Wilsonville to complement volunteer efforts.	$200,000	In Progress
New Park Sites/Park and Trail Acquisition and Easements	Budget allowance for "opportunity fund" for acquisition of park sites or trials or purchase of easements for trails.	$1,000,000	Not Started
Riverfront Sites/Riverfront Easements and Acquisitions	Budget allowance for "opportunity fund" for purchase of easements or outright acquisition of riverfront property if opportunities arise. Includes potential purchase of Willamette Meridian Park.	$1,000,000	In Progress[7]
	New Parks and Facilities Subtotal	**$56,630,000**	
Boones Ferry Park/Boones Ferry Park Master Plan	Development of a master plan for the entire site, including the parcel west of Boones Ferry Road and the planned regional trail, and the proposed water trail and a pedestrian bridge over the Willamette River. Includes a Feasibility Study on future uses for Tauchman House.	$5,400,000	In Progress
Canyon Creek Park/Canyon Creek Park Trailhead Improvements	Allowance for design and installation of trail system signage to support the planned regional and community trails.	$25,000	Not Started
Courtside Park/Courtside Park Improvements	Design and implantation of minor improvements.	$100,000	Not Started
Memorial Park/Memorial Park Master Plan Updating	Update of the Memorial Park Master Plan, including a parking master plan and signage program. Project list for Memorial Park should be updated as part of the project.	$1,035,000	Completed[8]

Site/Project	Project Description	Project Cost	Project Status
Park and Merryfield/Park at Merryfield Improvements	Widen and improve path throughout park, implementation of minor improvements.	$100,000	In Progress
River Fox Park/River Fox Park Improvements	Allowance for design and implementation of minor improvements.	$200,000	Not Started
Town Center Park/Town Center Park Improvements	Allowance for additional amenities and implementation recommendations from Maintenance Plan.	$195,000	In Progress
Tranquil Park/Tranquil Park	Provision or trail system signage.	$15,000	In Progress
Willamette River Water Treatment Plant Park/Water Treatment Plant Amenities	Design and implementation of additional trailside and overlook amenities and connection to regional trail network.	$25,000	In Progress
Willow Creek/Landover Park/Willow Creek/Landover Park Improvements	Allowance for design and implementation of minor improvements.	$100,000	In Progress
Wilsonville Community Center/Community Center Improvements	Design and implementation of improvements to the Community Center to upgrade restrooms and enhance activity and storage space.	$250,000	Complete
	Existing Parks and Facilities Subtotal	**$7,445,000**	
Systemwide/Natural Area Management Plan	Develop a resource management plan for natural areas in Wilsonville's park system, including a pest management plan.	$100,000	In Progress
Systemwide/ADA Transition Plan	Develop an ADA Transition Plan for Wilsonville's parks and recreation facilities.	$50,000	Complete
Systemwide/Signage Program	Develop and implement a systemwide signage program (trail signs, park identification signs, etc.).	$100,000	In Progress
Systemwide/Online Registration Software	Implement online registration option for recreation programs (December 2006).	$12,000	Complete
	Other Projects Subtotal	**$262,000**	
	Total All Projects	**$64,337,000**	

[1] The majority is complete, Regional Parks 7/8 construction will begin in 2018, and Regional Park 6 will be completed within 3-5 years.

[2] Conceptual plan to be completed in 2018

[3] Meridian Creek School was completed in 2017

[4] Failed Bond Measure in November 2016

[5] Skate amenities and efforts to be focused on Community-scale Skate Park

[6] Site approved on Courtside Drive and design completed.

[7] Acquired 3.5 acres in May 2015, east of Boones Ferry Park

[8] Master Plan Completed in May 2015, Phase 1 (of 3) implementation ongoing

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VI. Organizational and Marketing Analysis

A. Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

A SWOT Analysis was conducted with the Wilsonville staff. The following charts show the information learned during this analysis.

STRENGTHS ANALYSIS – City of Wilsonville Parks and Recreation Department

Strengths	PERFORMANCE			IMPORTANCE		
	Major Strength	Minor Strength	Neutral	High	Med	Low
Community appreciates Parks and Recreation	X			X		
Parks has always scored 90+% on Community Survey	X			X		
Parks are an asset	X			X		
Maintenance of Parks	X			X		
Parks maintenance equipment and replacement schedule	X			X		
Stein Boozier Barn	X			X		
Outsourcing of programming 70/30 split of revenue		X			X	

Staff identified the community's love for parks and recreation, their parks, the maintenance of the parks including the available equipment and maintenance schedules as major strengths with high importance for the department. Outsourcing of programs resulting in a 70/30 revenue split was identified as a minor strength with medium importance.

WEAKNESSES/AREAS TO IMPROVE ANALYSIS – City of Wilsonville Parks and Recreation Department

Weaknesses	PERFORMANCE			IMPORTANCE		
	Major Weakness	Minor Weakness	Neutral	High	Med	Low
Lack of maintenance facility	X			X		
Majority of Recreation Facilities – old, dated		X		X		
Stein Boozier Barn – lacking amenities		X				X
Lack parks maintenance staff (full time and seasonal)	X			X		
Lack of large multi-purpose programming space	X			X		
Lack of field complex that can house tournaments (synthetic turf)	X			X		
Lack of Recreation and Aquatic Center	X			X		
Lack of city owned access to the river	X			X		
Lack of delineation of ownerships of parks		X			X	

The staff identified the lack of maintenance facilities, outdated facilities, facilities that lack amenities, lack of multipurpose indoor and outdoor facilities (lack of synthetic fields), lack of parks maintenance staff, lack of a recreation and aquatic center, and lack of City-owned access to the river as major weaknesses with high importance for the department.

OPPORTUNITY RATING SCALE – City of Wilsonville Parks and Recreation Department

OPPORTUNITIES	ATTRACTIVENESS		SUCCESS PROBABILITY	
	High	Low	High	Low
Adult sport leagues and programming	X		X	
Indoor multi-purpose space	X		X	
Multi-sport complex	X		X	
More special events	X		X	
River Access	X		X	
Community Partnerships	X		X	
Improve sponsorship relationships and marketing		X		X

The staff identified adding adult sports leagues and programming, indoor multi-purpose space, multi-sport complex, addition of special events, and access to the river as opportunities with high attractiveness and high probability of success if these areas were addressed.

THREATS ANALYSIS – City of Wilsonville Parks and Recreation Department

During the SWOT analysis process the staff did not identify any current threats.

B. Recreation Programming and Maintenance Analysis

Program Development

The basis of determining essential services should come from a vision and mission developed by the city and what brings the greatest community benefit in balance with the skills and abilities of the department, current trends, the market, and the responses from the 2017 Community Survey. A past vision referenced in a Wilsonville document was, "creating community through people, parks, and programs." A Mission, Vision, and Values work session was conducted with the Wilsonville staff to develop a new Mission Statement and Vision for the Department.

City of Wilsonville Parks and Recreation Mission

"Recognizing community history, enriching the quality of life and fostering a safe environment, the Wilsonville Parks and Recreation Department shall provide, preserve, maintain, improve, and enhance recreational opportunities, social services, natural resources, and parkland for current and future generations."

The Department should pursue program development around the priorities identified by community feedback. Survey respondents and focus group participants indicated the types of new and enhanced programming desired include:

- Access to the Willamette River
- Increased quantity of recreation programs/classes
- Explore recreation opportunities for Millennials: social sports
- Explore opportunities to expand recreation programming based on trends and demand
- Events
- Series programming
- Nature/Environmental programming
- Wellness and Fitness
- Develop synthetic turf athletic fields

Concern was expressed by residents over the access to the river and lack of adequate indoor facilities. Parks and Recreation staff needs to work diligently to continue to explore options for access to the river and the addition of new indoor facilities to continue to meet the needs and desires of the City of Wilsonville community.

New recreation trends may indicate the need for changing the current program offerings. Changing program offerings requires careful consideration, planning, and proper communication with the community. Programs need to be continually assessed for viability. Decisions regarding changes, expansions, enhancements, and/or program eliminations need to be made carefully and with proper data. Starting new programs, based on community demand and/or trends, need to be well researched, planned, and advertised to provide the best possibility of their success. If new program interest seems sufficient based on a survey or community input, then the new programs should be developed, advertised, and implemented. Available facilities and funding need to be considered when adding new or expanded programs. Program enhancements and changes need to be properly communicated to the community.

Using past participation statistics and program evaluations/participant/staff feedback to determine program popularity can be helpful in deciding if programs should be continued, altered, or eliminated. In addition, utilizing community surveys and participant feedback, and researching trends in parks and recreational programming are useful tools in determining future programming needs and desires. Sources for trends information include:

- State Parks and Recreation Associations and Conferences
- National Recreation and Parks Association
- International Health, Racquet, and Sports Association
- Parks and Recreation Trade Publications
- Outdoor Recreation Publications

Program Evaluation

Industry best standards indicate that all current programs should be evaluated at the completion of their session (at a minimum evaluation should be conducted annually) to determine if they should be continued, changed (market segment focus, time/day offered, etc.), or discontinued. A few simple questions should be asked of participants and staff about each program that includes:

- Is participation increasing or decreasing? If participation is increasing, then it could clearly mean that the program should be continued. If participation is decreasing, are there any steps to take to increase interest through marketing efforts, change the time/day of the program is offered and change the format or instructor? If not, it may be time to discontinue the program.
- Is there information contained in the participation/staff feedback that can be used to improve the program?
- Are cost recovery goals being met? If not, can costs be reduced or can fees be realistically increased?
- Is there another provider of the program that is more suitable to offer it? If yes, the Department could provide referrals for its clients for the program it does not offer or is not willing or able to offer.
- Is this program taking up facility space that could be used for expansion of more popular programs or new programs in demand by the community?

Funding Resources & Cost Recovery

Parks and Recreation facilities, programs, and services are essential to maintaining Wilsonville's energetic and desirable community. However, not all facilities, programs, and services are equal. In general, the more a facility, program, or service provides a community benefit to its citizens as a whole, the more that element should be paid for by all citizens as part of the City's General Fund. The more a facility, program, or service provides individual benefits, the more that element should be paid for by user fees. This funding and cost recovery philosophy acknowledges the tremendous public benefits of parks and recreation to the community. Parks & Recreation Departments also promote and support a community's economic development, crime prevention, and community health. The City should seek to leverage partnerships wherever possible to help fund the needed facilities, programs, and services that it provides to the community.

Maintenance

A review of parks and facilities have shown that the small but dedicated staff have done an excellent job maintaining the parks and facilities with the limited resources available to them. The City of Wilsonville is committed to the Bee City USA designation, which sustains pollinators, responsible for the reproduction of 90 percent of the world's wild plant species, by providing them with healthy habitat rich in a variety of native plants and minimizing the use of pesticides.

The Department has an excellent Parks Maintenance Standard Operations Guide which addresses the following:

"Integrated Plant Management"
Park Landscaping
Pedestrian Turf Areas
Native/Rough Areas
Irrigation
Fertilization
Athletic Fields
Sports Courts
Playground
Skate Parks
Reservation Preparation and Follow-up
Restrooms
Portable Toilets
Drinking Fountains and Water Bottle Filling Stations
Water Feature Operation and Maintenance
Park Entrance Points
Hardscape Maintenance
Snow Removal
Inspection of Lighting
Sign Maintenance
Trash Receptacles
Graffiti/Vandalism
Parks Tree Care
Park Site Lines
Natural Areas Maintenance
Boardwalks
Stream Debris Removal
Trails, Pathways, and Sidewalks
The Oregon Korean War Veterans Memorial
Job Duties and Equipment Operation
Seasonal Maintenance
Safety
Routine Tasks

Financial Analysis

A review of the last three years budget showed:

- Revenues trended towards being closer to budget projections.
- Total expenses for Parks Maintenance and Senior Services were relatively consistent over the last three years.
- Expenses for Parks and Recreation General Services varied substantially over the last three years mainly because of unfilled positions.
- The Department appears to do a great job allocating the limited resources available.
- To expand and enhance programs, facilities, and services, additional funding will be required.

VII. Key Issues

A. Visioning Workshop Findings

A visioning workshop followed the Findings Presentation to discuss "How do we prioritize"? The following are the key issues discussed during the visioning workshop that were considered when developing the goals, objectives, and action plans for this master plan.

Facilities and Amenities

- Explore opportunities to expand and increase connectivity: pathways
- Development of synthetic fields to meet demand
- Advance Road (2-3)
- Memorial Park (2)
- Address low scoring amenities from parks inventory and existing conditions evaluation
- Work with the Tourism Promotion Committee to explore the feasibility of an indoor sports complex
- Explore opportunities to increase facilities based on demand
- Skate Park
- Outdoor event space – Amphitheater
- Community Center
- Explore opportunities to repurpose or enhance existing park/open space for more efficient use or meet new programming demand
- Town Center Park enhance event space
- Dog Parks (off leash)
- Look for opportunities to increase accessible playgrounds, as development occurs
- Increase marketing and awareness of the SMART Routes (free bus system)
- Increase river access: Willamette River
- Implement Phase 2 and 3 of the Memorial Park Master Plan
- Explore opportunities to improve distribution off-leash dog parks
- Explore opportunities to increase passive use and connectivity at parks – Canyon Creek Park

Programs

- Explore recreation opportunities for Millennials: social sports
- Increase opportunities for events
- Explore opportunities to expand recreation programming based on trends and demand
- Events (Food Truck Rodeo, Arts in the Park)
- Series programming (Movies in the Park, Fall Farmers Markets)
- Nature/Environmental programming (Bird Watching, Nature Hikes, Master Gardeners)
- Wellness and Fitness (Yoga, Mind and Body, Tai Chi, Group Runs)

Organizational

- Increase staff to meet current and future park needs and future growth based on demand and trends
- Evaluate the current Park SDC funding (developer impact fees) and how they can be used to assure the maximum benefit is being achieved

- Review current park classification system (review from current master plan) also review requirements, i.e. access to parks
- Review park development procedures and defining maintenance agreements for current and future parks and properties
- Review current Joint Use Agreements with school system and how it is benefitting the Parks And Recreation Department – maximize potential
- Review organizational structure for efficiencies – Recreation Division
- Increase partnerships to assist with funding, volunteering, and marketing
- Increase awareness of program and services offerings
- Increase safety and security by continuing to work with other departments
- Work with SMART to increases usage

Finance

- Review traditional and alternative opportunities
- Review and make recommendations for Park SDC funding
- Explore opportunity for capital funding: bond referendum (Advance Road Sports Complex), Land and Water Conservation Funding) LWCF, Transportation Funds
- Explore dedicated funding source(s) for maintenance
- Implement the Memorial Park Master Plan – how funded
- Address implications of the Boones Ferry Master Plan, how implemented
- Review current cost recovery policy and sports field allocations for potential revenue

Community Priorities

The findings of the survey indicated the following top three amenities and services that the community reported a desire for the addition or expansion of:

- Trail and Pathway Connectivity
- Preserve Open Space and Land Acquisition
- River access: Willamette River

The findings of the survey indicated the following top three amenities and services for which the community reported a desire to add or expand:

- Farmers Market
- Music and Arts in the Parks
- Water Equipment Rentals

The findings from the Level of Service Analysis were:

- Address lower and no service areas
- Maintain and improve existing facilities and amenities
- Improve recreational connectivity – trails and pathways
- Strengthen and improve Joint Operating Agreements with the schools
- Continue to address the ADA Transition Plan

Generally, findings from the public input process consistently identified an appreciation of existing facilities, programs, and services being offered by the City of Wilsonville's Parks and Recreation Department.

Key issues were identified using a number of tools including review of existing plans and documents, site tours, staff interviews, focus groups, stakeholder meetings, a community survey, inventory, and level of service analysis. The information gathered from these sources was evaluated, and the recommendations were developed that address these key issues:

- Explore improving/adding trail and pathway connectivity, open space/natural area preservation
- Explore additional land acquisition for new parks
- Enhance Willamette River Access
- Ensure continuation of the high-quality maintenance of facilities, parks, trails, and open spaces
- Enhance special event programming
- Explore the addition of indoor facilities such as a community recreation center and aquatic center
- Monitor the participation and usage of the programs, facilities, and services and make appropriate adjustments based on collected data

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VIII. Recommendations and Action Plans

Based on the entirety of the study, the following recommendations and action plans have been developed. A detailed review of the process of this study follows this section.

Residents and community leaders are increasingly recognizing that parks and recreation facilities, programs, and services are essential to creating and maintaining communities where people want to live, work, play, socialize, recreate, learn, and visit. These amenities should be investments in the long-term vitality and economic sustainability of any active and desirable community. The City of Wilsonville Parks and Recreation Department is committed to providing comprehensive, high quality parks, programs, facilities, and services to the community.

A. Recommendations

The following recommendations are made based on the entirety of the master plan update which was inclusive of members of the community, and the public was given many opportunities to participate through focus groups, stakeholder meetings, public meetings, an invitation survey, and an open link survey. A Level of Service (LOS) analysis and funding analysis were also conducted.

This section describes ways to enhance the level of service and the quality of life with improvement through improved parks, services, facilities, programs, and amenities, a dedication to customer service, improved programming and service delivery, organizational efficiencies, and increased financial opportunities.

The following key Issues were identified for focus by Department staff:

- Facilities and Amenities
- Program Enhancement and Expansion
- Organizational Structure
- Financial Sustainability

B. Action Plan and Prioritization

The following Goals, Objectives, and Action Items for the recommendations are drawn from the public input, inventory, level of service analysis, findings feedback, and all of the information gathered during the master planning process. The primary focus is maintaining, sustaining, and improving the City of Wilsonville's parks, facilities, programs, and services. Funding availability, staff buy-in, and political and community support will play significant roles in future planning efforts. All cost estimates are in 2017 figures where applicable. Most costs are dependent on the extent of the enhancements and improvements determined.

Timeframe to complete is designated as:

- Short-term (up to 5 years)
- Mid-term (6 - 10 years)
- Long-term (10+ years)
- Ongoing (occurs on a continuous basis)

Goal 1: Improve Access Facilities and Amenities

Objective 1.1

Maintain and improve existing facilities and amenities.

The Department should continue to monitor the condition of existing community and neighborhood parks, trails and pathways, and park shelters, as these facilities have been identified by residents as being of high importance. Standardized evaluation methods and instruments to measure and track the level of quality of maintenance of these areas are already in place and should be continued to be used on a regular basis. Providing additional staff and resources to ensure continuous maintenance of these areas should be considered. Maintenance staffing should be monitored and adjusted as needed to meet current demand for services, and a staffing plan for future growth should be developed. Regular inspections of all facilities, parks, trails, and open spaces should continue. Maintenance projects and annual maintenance needs should be funded on a regular schedule to minimize backlog of maintenance. Priorities for future maintenance projects for these areas should continue to be developed and reviewed regularly. Capital improvement plans, costs, and phasing recommendations and implementation plans should continue to be developed to prioritize items/projects. Appropriate funding should be provided to address the capital improvement plans.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.1.a Implement the Master Plan for Memorial Park	Varies	TBD	Short-Term
1.1.b The Department should replace play structure equipment on a regular schedule. Develop a regular schedule to replace all play structures prior to the structures reaching the manufacturers recommended life expectancy. Conduct monthly inspections of play structures and address any identified repair issues.	Will vary based on scope of project and future amenities added	Staff Time	Ongoing
1.1.c ***Courtside Park*** Address ADA access issues. No other immediate deficiencies were found at this location. Continue to monitor components and amenities. Repair and improve as needed.	$120,000	Staff Time	Ongoing
1.1.d ***Willow Creek/Landover Park*** Work with HOA to ensure regular maintenance and periodic replacement of playground equipment. Address ADA issues.	$120,000	Staff Time	Ongoing

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.1.e ***Hathaway Park (HOA Park)*** As a City-owned parcel, recommend staff explore opportunities to assume maintenance responsibilities, including replacement of playground equipment. Address ADA access issues. Repair and improve as needed.	$120,000	Staff Time	Short-Term
1.1.f ***Palermo Park, Piccadilly Park, Sofia Park, Tranquil Park, Trocadero Park, Engleman Park, and Edelweiss Park*** No immediate deficiencies were found at these locations. Continue to monitor components and amenities. Repair and Improve as needed.	TBD	Staff Time	Ongoing
1.1.g ***River Fox Park*** Address ADA access issues. Improve access and entrance gateway to park. Consider other improvement that enhance park ambiance such as design features, picnic tables, seating, shade, etc. Repair and improve as needed.	$120,000	TBD	Mid-Term
1.1.h ***Park at Merryfield*** Address ADA access issues. Improve access and entrance gateway to park. Consider other improvements that enhance park ambiance such as design features, picnic tables, seating, shade, etc. Repair and improve as needed.	$120,000	TBD	Mid-Term
1.1.i ***Water Treatment Plant Park/Arrowhead Park*** Consider improving views by removing or pruning trees at river overlook. No other immediate deficiencies were found at this location. Continue to monitor components and amenities. Repair and improve as needed. Explore possible river access.	TBD	TBD	Mid-Term
1.1.j ***Town Center Master Plan Implementation*** Design and implement plan.	TBD	TBD	Short-Term
1.1.k ***Town Center Park*** Design, fund, and develop new performance area.	$500,000	TBD	Short-Term

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.1.l Address low scoring components and amenities from the Master Plan inventory by upgrading, replacing, or repurposing components or amenities where appropriate.	Will vary based on projects	TBD	Short-Term
1.1.m Develop a staffing plan for future growth, providing additional staff and resources to ensure continuous maintenance of these areas.	$0	Staff time, potential costs for additional FTEs, PTEs and/ or seasonal staff	Ongoing
1.1.n Implement the Master Plan for Boones Ferry Park.	TBD	TBD	Short-Term
Objective 1.2: *Develop and maintain a priority list for improving and adding trails and pathways* The Department should develop and maintain a priority list for improving and adding trails and pathways.			
Actions	**Capital Cost Estimate**	**Operational Budget Impact**	**Timeframe to Complete**
1.2.a Complete French Prairie Bridge Design.	$363,000	TBD	Short-Term
1.2.b Complete French Prairie Bridge Construction.	TBD	TBD	Long-Term
1.2.c ***Complete Memorial to Boones Ferry Trail*** Complete phase 2 of ADA access improvements. Work with neighbors to clean up and maintain east trail entrance. Continue to monitor components and amenities. Repair and improve as needed.	$202,000	Staff Time	Short-Term
1.2.e ***Complete Ice Age Tonguin Trail*** Design and construct.	TBD	TBD	Ongoing
1.2.f Complete Boeckman Trail and Trailhead.	$2,000,000	Staff Time	Ongoing
1.2.g ***Boeckman Creek Crossing Trail*** Replace failing sections of trail. Address ADA access issues. Repair and improve as needed.	$100,000	Staff Time	Ongoing
1.2.h ***I-5 Bike and Pedestrian Overpass*** Work with other City departments to design and develop new bicycle and pedestrian bridge over Interstate 5.	TBD	TBD	Short-Term

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.2.i Continue working with other City Departments such as Public Works and Planning and Development to develop and expand trails and pathways to connect communities, neighborhoods, and parks.	Will vary based on material and construction	$0	Ongoing
1.2.j ***Canyon Creek Park*** Continue to implement the Wilsonville Bike and Pedestrian Plan. Research possibility of purchasing additional acreage. Repair and improve as needed.	TBD	Staff Time	Ongoing
Objective 1.3: *Explore adding open spaces and improving natural area preservations* The Department should look for opportunities to add open spaces and work to preserve natural areas.			
Actions	**Capital Cost Estimate**	**Operational Budget Impact**	**Timeframe to Complete**
1.3.a Identify and explore opportunities to acquire existing open space to provide level of service in low or no services areas identified in the master plan.	Will vary based on projects	Additional staff time	Short-Term

Objective 1.4:
Explore additional land acquisition for new parks
The Department should follow the recommendations detailed in the Level of Service Analysis which identified potential gaps in service within the community. The Department should continue to assess available land for future park development. Opportunities to increase open space and passive recreation through the development of new parks should be considered. Priorities for future development of new parks, conceptual plans, and financial projections for construction, O&M budget projections, and pro-forma for each park should also be completed.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.4.a Identify and explore opportunities to acquire additional land for new parks to address level of service.	Will vary based on location and future amenities added	Will vary based on location and future amenities added	Mid-Term/Long-Term
1.4.b ***Implement Wayside Design and Construction*** Design and implementation of three wayside areas along two planned regional trails and community trail.	$720,000	TBD	Mid-Term
1.4.c ***Riverfront Easements and Acquisitions*** Purchase of easements or outright acquisition on riverfront property if opportunities arise. Includes potential purchase of Willamette Meridian Park.	TBD	TBD	Ongoing

Objective 1.5:
Continue to improve ADA accessibility at all facilities
The Department should continue to work to make its programs and services accessible to people with disabilities. Ongoing self-evaluation and continued implementation of the 2015 Transition Plan must be a high priority for the Department, especially in terms of access.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.5.a Continue to implement the 2015 ADA Accessibility Transition Plan.	Will vary based on projects	TBD	Ongoing

Objective 1.6:
Upgrade convenience and customer service amenities to existing facilities
As identified by focus groups and survey respondents, making upgrades to and improving existing parks and facilities should be a priority. The Department should explore opportunities to add security lighting and other amenities appropriately at existing parks and facilities as identified in the facilities assessment.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.6.a Explore opportunities to add restrooms, drinking fountains/water filling stations, shade, storage, seating, etc. appropriately at existing facilities.	Will vary based on location and future amenities added	TBD	Short-Term
1.6.b ***Implement Sign Design and Wayfinding Signage Plan*** Sign parks and trails with interpretive, directional, informative signs as needed.	$100,000	TBD	Short-Term
1.6.c Explore opportunities to feature public art at various park locations.	Will vary based on projects	Ongoing	Ongoing
Objective 1.7: *Develop additional recreation facilities and amenities*			
Actions	**Capital Cost Estimate**	**Operational Budget Impact**	**Timeframe to Complete**
1.7.a Construct Community Scale Skate Park.	$800,000	Staff time	Short-Term
1.7.b ***Indoor Sports Facility Feasibility Study*** Conduct a Feasibility/Conceptual Study to determine the feasibility and best method to gain community support for an indoor sports facility. Develop priorities for an indoor sports facility along with conceptual plans, financial projections for construction, O&M budget projections, and a pro-forma for operations. Funding and obtaining community support should be a focus of this study. Based on outcome Feasibility/Conceptual Study, move forward with design and construction of an indoor sports facility.	$100,000	TBD	Short-Term

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.7.c ***Recreation and Aquatic Center Feasibility Study*** Although bond measure failed in 2016, recommend staff revisit after 2023 and conduct a Feasibility/Conceptual Study to determine the feasibility and best method to gain community support for a community recreation center with an aquatic component. Develop priorities for a community recreation center along with conceptual plans, financial projections for construction, O&M budget projections, and a pro-forma for operations. Funding and obtaining community support should be a focus of this study. Based on outcome Feasibility/Conceptual Study, move forward with design and construction a community recreation center with an aquatic component.	$100,000	TBD	Mid-Term
1.7.d ***Development Frog Pond West Trailhead Park*** Design and construction of neighborhood park including connection to community trail.	$1,000,000	Staff Time	Short-Term
1.7.e ***Villebois Regional Parks 7 & 8*** Design plans are complete and construction should begin in 2019.	$2,975,000	Staff Time	Short-Term
1.7.f ***Villebois Regional Parks 6*** Design and construction is scheduled to occur in the next five years.	$2,000,000	Staff Time	Short-Term
1.7.g ***Frog Pond Community Park*** Design and construction of community park (including but not limited to sports fields, inclusive playground, etc.) to serve Frog Pond and surrounding area.	$12,500,000	Staff Time	Short-Term

1.7.h ***Future Development*** • Design and construction of parks and recreation facilities as part of future Basalt Creek Planning area. • Ensure adequate parks and recreation facilities are provided in all future planning areas, including areas added to the UGB and annexed into the City. • Work closely with City Departments and private developers early and throughout the planning process to make sure the parks and recreational needs of the community are being met. • Work with Oregon Parks and Recreation for public access to, and development of, 15 acre Willamette Meridian Landing site.	Will vary based on location and future amenities added	TBD	Ongoing

Objective 1.8:
Consider Development of Synthetic Turf Fields
The Department should consider development of synthetic turf fields in an effort to meet the demand of the community for year-round play. Staff should explore synthetic surfaces that best meet the needs of the community.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
1.8.a Develop priorities for installation of synthetic turf fields analyzing financial projections for construction and replacement, O&M budget projections, safety and environmental concerns and a pro-forma for operations.	TBD	Staff Time	Mid-Term

Goal 2: Continue to Improve Programs, Service Delivery and Affordability

Objective 2.1 *Monitor the participation and usage of the programs, facilities, and services and make appropriate adjustments based on collected data*
The Department should continue to conduct regular facility and participation counts for programs, facilities, and services to determine usage and feasibility of continuing current programs or changing the program offerings to better utilize available resources. Program evaluations should also be conducted at the end of each program session to determine participants' level of satisfaction and direct appropriate programming changes or adjustments.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.1.a Conduct regular facility and participation counts for programs, facilities, and services to determine usage. Develop a method to conduct and record daily facility and participation counts.	N/A	Staff Time	Ongoing

2.1.b Based on trends and demand, look to partner with other providers to expand and enhance programming: YMCA, Boys and Girls Club, Local Sport Organizations, Master Gardeners.	N/A	Staff Time	Ongoing

Objective 2.2

Enhance special event programming

As identified by focus groups and survey respondents, expanding opportunities and enhancing special event programming was identified as a priority. The Department should explore new special events, possibly themed by the community or season of the year. The Department should continue to look for opportunities to expand community events and activities based on community demand and trends. The community would like to see more opportunities for farmers markets and more arts and cultural events in the parks. As new events are developed, continue to monitor trends to stay current with programming and demand. Look to add new events that will attract all members of the Wilsonville community.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.2.a Based on trends and demand, look for opportunities to expand and enhance special event programming. Look for new special events, possibly community, or seasonally themed. Expand community events and activities: • Expand farmers markets • Expand arts and cultural events in the parks Look to add new events that will attract all members of the Wilsonville community.	N/A	Staff Time Varies based on events and event management	Ongoing

Objective 2.3

Explore opportunities to increase recreational opportunities based on demand and trends

Continue to evaluate the current relationship with contract providers, looking for increased access to additional facilities. Expand program opportunities for fitness/wellness, environmental education, and adult non-sport programs. As new programs and services are developed and implemented, continue to create a balance between passive and active recreation.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.3.a Expand program opportunities for fitness/wellness, environmental education, and adult non-sport programs.	N/A	Varies based on programs and contracted services	Short-Term
2.3.b As new programs and services are developed and implemented, continue to create a balance between passive and active recreation.	N/A	Staff Time	Ongoing

Objective 2.4:
Continue to work with other service providers to develop programs and services

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.4.a As popularity of program offerings and activities increases, continue to look for opportunities to expand programs while working with other service providers within the community, and formalize these agreements in writing.	N/A	Varies based on events and event management	Ongoing

Objective 2.5
Continue to monitor affordability of programs and services
Monitoring of resource allocation, spending, and cost recovery associated with programs and services will be essential to ensuring continued affordability for the community. Performing a detailed study of the costs associated with each program and service annually will also assist with maintaining the appropriate level of affordability.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
2.5.a Monitor resource allocation, spending, and cost recovery associated with program and services. Annually perform a detailed study of the costs associated with each program and service.	N/A	Staff Time	Ongoing

Goal 3: Continue to Improve Organizational Efficiencies

Objective 3.1
Implement new Mission Statement
The Mission statement developed through this master planning process should be used to guide the development and delivery of parks and recreation services in future years.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.1.a Implement and publicize the new Mission statement developed as part of this Master Plan.	N/A	Staff Time	Short-Term

Objective 3.2
Ensure the Organizational Structure of the Department remains efficient
The Department should regularly review its organizational structure and performance to ensure that the maximum level of staff efficiency and greatest usage of available resources are being used to provide the best facilities, programs, and services to the Wilsonville community.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.2.a Perform regular reviews of the organizational structure and performance to ensure the maximum level of staff efficiency and greatest usage of available resources.	N/A	Staff Time	Short-Term

Objective 3.3
Enhance and improve external communication regarding Department activities, programs, and services
The Department utilizes a number of effective marketing tools and strategies actively promoting parks and recreation services in the community. These tools include, but are not limited to, the City Newsletter/Boones Ferry Messenger, the Parks & Recreation Activity Guide, the website, and email.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.3.a Develop a Marketing Plan for the Department that includes, but is not limited to: • Branding of the department • Use of social media • Use and development of the Department's website • Partnership opportunities	N/A	Staff Time	Short-Term
3.3.b Review Marketing Plan annually. Update every five years.	N/A	Staff Time	Ongoing

Objective 3.4:
Staff appropriately to meet current demand and maintain established quality of service
As parks and facility upgrades are implemented, it is important to ensure that staffing levels are adequate to maintain current performance standards. The intensity of maintenance practices required for upgraded facilities and amenities requires additional manpower be focused in this area. This would indicate the need for additional resources and most likely new maintenance positions within the Department. It is important to evaluate staffing levels to maintain current and desired performance standards.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.4.a As parks and facility upgrades are implemented Ensure that staffing levels are adequate to maintain current performance standards. This may require new positions in the Department. It is important to evaluate staffing levels to maintain current and desired performance standards.	N/A	Additional FT or PT or seasonal staff	Ongoing
3.4.b Assess the advantages and disadvantages of using contractual services for part time, instructional, and seasonal staff.	N/A	TBD	Ongoing
3.4.c Review current volunteer program and look for additional volunteer opportunities.	N/A	Staff Time	Short-Term

Objective 3.5
Review current Joint Use Agreement (JUA) with the school system and how it is benefitting the Parks and Recreation Department – maximize potential
The Department should look to maximize potential usage of school facilities as a key goal of any joint operating agreement. As discussed earlier, the campus approach to schools in Wilsonville has some impact on recreation and access. One way to address this issue is to increase partnerships with schools to promote use of school facilities through on-site community programming and environmental cues to make them easier to use and more inviting. School partnerships can be valuable throughout the Wilsonville community. Existing partnerships should be strengthened, because as school assets improve, the level of service provided to city residents also improves. Schools could prove to be important in the development of city wide aquatic facility, sports fields, and court access.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.5.a Review current Joint Use Agreement with schools to maximize potential.	N/A	Staff Time	Short-Term
3.5.b Ensure that all existing and future partnerships are accurately portrayed in a signed agreement.	N/A	Staff Time	Short-Term

Objective 3.6
Explore additional partnerships to assist with funding, volunteering, and marketing
The Department should look to develop relationships with local business, service agencies, clubs, and organizations to seek funding, gifts-of-kind, volunteers, and marketing support to expand programming and enhance facilities.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.6.a Explore additional partnership opportunities to assist with funding programs, facilities, and events.	N/A	Staff Time	Ongoing
3.6.b Explore additional partnership opportunities to assist with volunteering for programs, facilities, and events.	N/A	Staff Time	Ongoing

Objective 3.7
Work with other departments to increase safety and security
The Department should work with the Police, Public Works and Public Safety, and Community Development, which includes Planning, to develop strategies improve safety and security in the parks. Improved lighting and increased police and security presence should be explored.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.7.a Work with the Police, Public Works, Public Safety, Community Development, and Planning Departments to improve safety and security in the parks.	TBD	TBD	Short-Term

Objective 3.8
Enhance collaboration with SMART

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.8.a Work to increase marketing and awareness of SMART Routes to parks and recreational facilities through use of multiple social media strategies.	N/A	TBD	Short-Term

Objective 3.9
Integrated Pest Management (IPM) Plan
The Department should work with other City Departments for creation and implementation of a City-wide IPM Plan.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.9.a Select optimal integrated pest management strategies that balance social, environmental, and economic factors. The goals for selecting treatment principles and developing pest management strategies include: • Preservation of the natural system, including pollinator health • Emphasize practices to minimize risk to human health • Reduce and eliminate, where possible, chemical pest control treatments • Ensure cost-effectiveness in the short and long term • Evaluate the efficacy of the integrated pest management	TBD	TBD	Short-Term
Objective 3.10 *Maintain and Improve Wilsonville's Natural Resources; including Tree City and Bee City USA Designations*			
Actions	**Capital Cost Estimate**	**Operational Budget Impact**	**Timeframe to Complete**
3.10.a Provide appropriate care of Natural Resources paying attention to bio diversity, pesticide management, and eco-friendly practices while following the City's IPM Plan.	TBD	TBD	Ongoing
3.10.b The City of Wilsonville is committed to the Tree City and Bee City USA designations. The Bee City designation sustains pollinators, responsible for the reproduction of 90 percent of the world's wild plant species, by providing them with healthy habitat rich in a variety of native plants and minimizing the use of pesticides.	TBD	TBD	Ongoing
3.10.c Department should work with other City Departments for creation and implementation of a City-wide Urban Forestry Management Plan.	TBD	TBD	Ongoing
Objective 3.11 *Parks Maintenance assume full time occupancy at existing maintenance facility when Department of Public Works moves to a new facility* Parks Maintenance requires appropriate facilities.			

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
3.11.a Provide the Parks Maintenance staff with appropriate facilities for storage of equipment and supplies.	TBD	TBD	Short-Term

Goal 4: Increase Financial Opportunities

Objective 4.1
Explore additional funding options
The Department should continue to explore additional funding sources and develop strategies to seek alternative funding sources that include donations, grants, and sponsorships. Communication with current sponsors and donors should be conducted on a regular basis to ensure their continued positive relationships with the Department.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.1.a Continue to seek alternative funding sources that includes donations, grants, and others.	$0	Staff Time	Short-Term
4.1.b Explore additional sponsorship opportunities and build on existing sponsorships. Create a sponsorship packet	$0	Staff Time TBD Potential increased revenue or decreased expenses	Ongoing
4.1.c Continue to pursue grant opportunities and philanthropic donations.	$0	Staff Time	Short-Term Mid-Term
4.1.d Consider contracting with a dedicated grant writer to research, submit, and track federal, regional, state, and local grants.	Potential Matching Funds TBD	% of successful grants TBD	Short-Term

Objective 4.2:
Review current Park System Development Charges (SDC)
The Department should conduct a study to determine if the current SDC levels are appropriate or if they should be adjusted.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.2.a Conduct a study of current SDC levels to determine if they are appropriate or should be increased.	$35,000	Staff Time	Short-Term

Objective 4.3:
Pursue alternative funding opportunities
The Department should explore new and alternative funding sources. Conversations with other City Departments and the Economic Development Director, Community Development Department, and the Urban Development Department to explore partnerships and alternate funding sources.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.3.a The Department should explore new and alternative funding sources with the Economic Development Department, Community Development Department to explore partnerships and alternate funding sources.	Will vary based on funding source and requirements	Staff Time	Short-Term

Objective 4.4:
Explore capital funding opportunities
The Department should explore the possibility of bond referendum to develop new facilities such as the Advance Road Sports Complex and a Community Recreation Center. Additional opportunities that should be explored are Land and Water Conservation Funds, and Transportation Funds available from Federal and/or State governments.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.4.a The Department should explore the possibility of bond referendum to develop new facilities such as the Advance Road Sports Fields, a Community Recreation Center, and implementation of the Memorial Park and Boones Ferry Park Master Plans.	Will vary based on scope of project and future amenities added	TBD	Short-Term
4.4.b Additional opportunities that should be explored are Land and Water Conservation Funds, and Transportation Funds available from Federal and/or State governments.	Will vary based on scope of project and future amenities added	TBD	Short-Term

Objective 4.5:
Explore capital funding sources for parks maintenance
The Department should explore the possibility of partnering with local businesses to sponsor the park maintenance for specific parks in exchange for specific event advertising opportunities.

Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe to Complete
4.5.a The Department should explore the possibility of partnering with local businesses to sponsor the park maintenance for specific parks in exchange for specific event advertising opportunities.	TBD	Staff Time	Short-Term
Objective 4.6: *Review Cost Recovery Policies* The Department should explore conducting a Cost Recovery study to look at the Department's expenses and revenues to determine if an appropriate cost recovery goal and strategies to accomplish said goal.			
Actions	**Capital Cost Estimate**	**Operational Budget Impact**	**Timeframe to Complete**
4.6.a Conduct a Cost Recovery study to look at the Department's expenses and revenues to determine if an appropriate cost recovery goal and strategies to accomplish said goal.	$35,000 – $45,000	Staff Time	Short-Term
Objective 4.7: *Public/Private Partnerships* The Department should explore field partnerships with youth sports organizations.			
4.7.a Explore field partnerships with youth sports organizations to develop and maintain fields.	TBD	Staff Time	Short-Term

Appendix A: City of Wilsonville Demographic Profile

Gaining a clear understanding of the existing and projected demographic character of the City is an important component of the planning process. By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of public parks, recreation amenities and open spaces.

Key areas were analyzed to identify current demographic statistics and trends that can impact the planning and provision of public parks and recreation services in City of Wilsonville. Community characteristics analyzed and discussed consist of:

- Existing and projected total population
- Age distribution
- Ethnic/Racial diversity
- Household information
- Educational attainment
- Employment
- State and City Health Ranking

This demographic profile was completed using the most updated information available (as of May 2017) from the U.S. Census Bureau's 2015 American Community Survey and the U.S. Census Data. In several categories studied the most current data available is from 2016. A summary of demographic highlights is noted in ***Table 22*** below, followed by a more detailed demographic analysis.

Table 22: 2016 City of Wilsonville General Demographic Profile

Population	22,919
Median Age	37
Average Household Size	2.32
Households	9,305
Median Household Income	$56,181

Source: U.S. Census Bureau

Key general demographic comparisons – Local, State, and National:

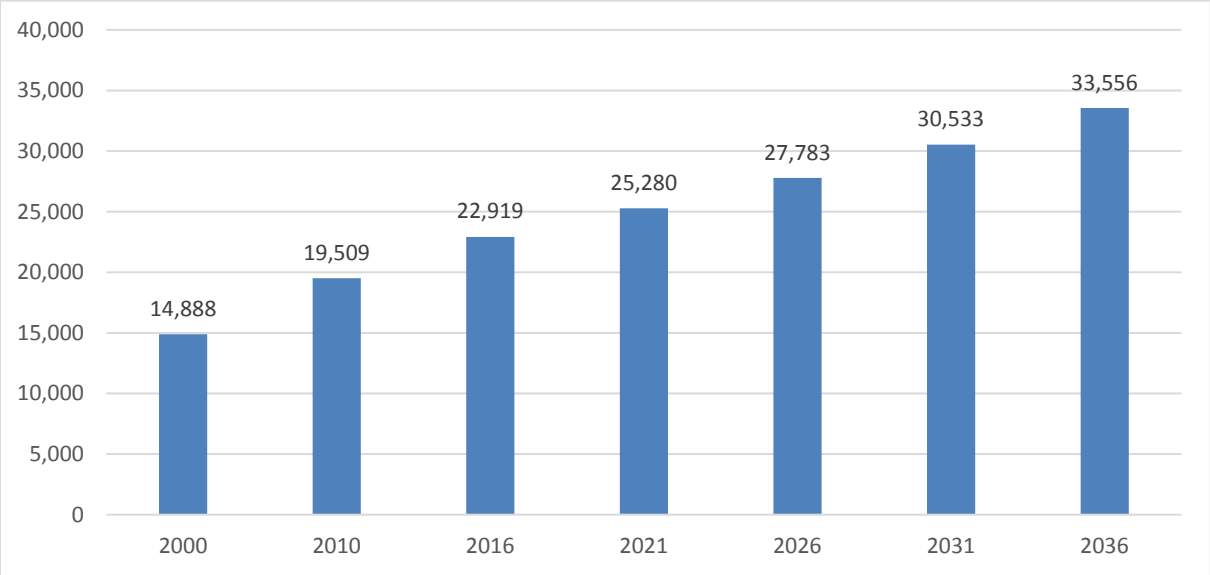
- The median age of City of Wilsonville residents was 37 years, lower than the median age for Oregon (39.4) and higher than the United States (38).
- The median household income for City of Wilsonville residents in 2016 was estimated to be $56,181. This was higher than the statewide ($52,196) and the national ($54,149) median household incomes.
- City of Wilsonville's population was almost evenly split between male (47.2%) and female (52.8%) residents. The populations of Oregon, and the United States, are also roughly evenly divided between the sexes.

City of Wilsonville Population and Demographic Trends

Population Projections

Although future population growth cannot be predicted with certainty, it is helpful to make growth projections for planning purposes. The state of Oregon was predicted to grow by a rate of 0.92 percent from 2016 to 2021; the United States was projected to grow at a much higher rate (0.84%). ***Figure 9*** contains actual population figures based on the 2000 and 2010 U.S. Census for City of Wilsonville. Data from the U.S. Census conclude that the population of the city was expected to increase at a rate of 1.89 percent between 2016 and 2021. This rate of 1.89 percent was used in ***Figure 9*** to project population growth until 2036, although this growth rate could differ. Chronologically, the following population growth rates have been projected for the City, except for the period between 2000 and 2010, for which the growth rate has been recorded:

Figure 9: City of Wilsonville, Oregon Population Growth Trend



Source: U.S. Census Bureau, future populations projected using 2016 – 2021 annual growth rate (1.89%)

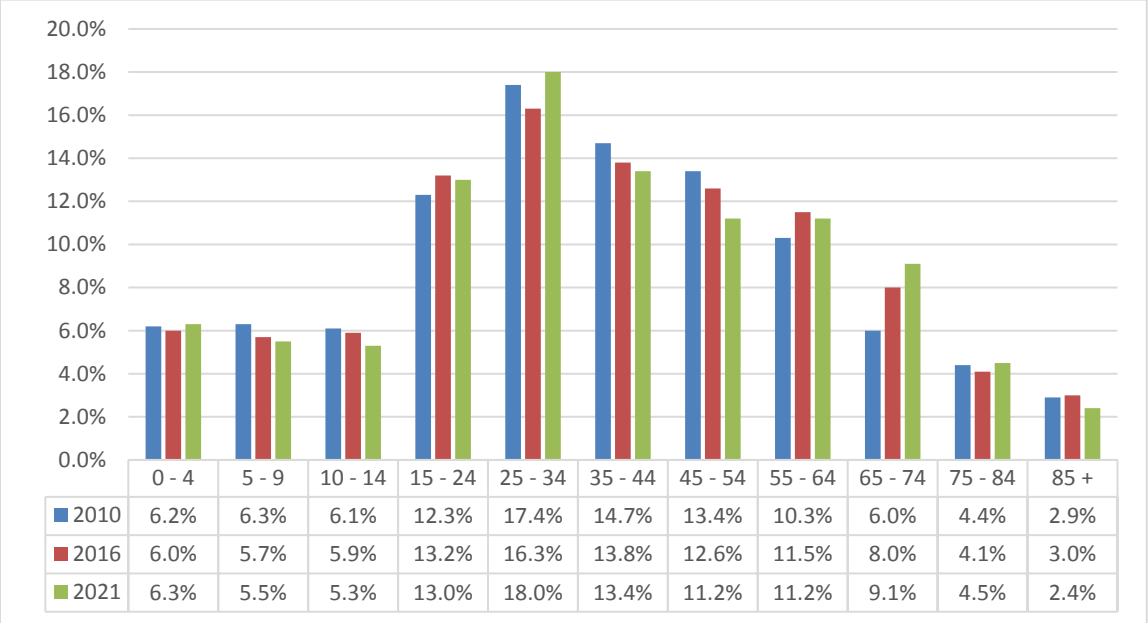
Population Age Distribution

The existing and projected population of different age groups, or cohorts, within the City of Wilsonville is illustrated in the following series of figures. ***Figure 10*** illustrates the 2010 Census recorded population, 2016 estimated population and 2021 projected populations***. Figure 11*** provides an estimated breakdown of the 2016 population by age cohort.

Several key age characteristics of the existing and projected City of Wilsonville population include:

- The median age of city residents appears to be slowly increasing.
- According to data from the U.S. Census Bureau, the median age rose slightly from 36.2 in 2010 to 37 in 2016. However, the median age is expected to decrease to 36.4 in 2021.
- Projections suggest that the age cohort expected to see the most growth is the 65-to-74-year-olds in the City of Wilsonville, which is likely to rise 3.1 percent between 2010 and 2021. The age cohort of 45 to 54 is anticipated to decrease between 2010 and 2021 by 2.2 percent.
- The 25-to-34 age cohort decreased by about 1 percent from 2010 to 2016, but is expected to increase by almost 2 percent in 2021.

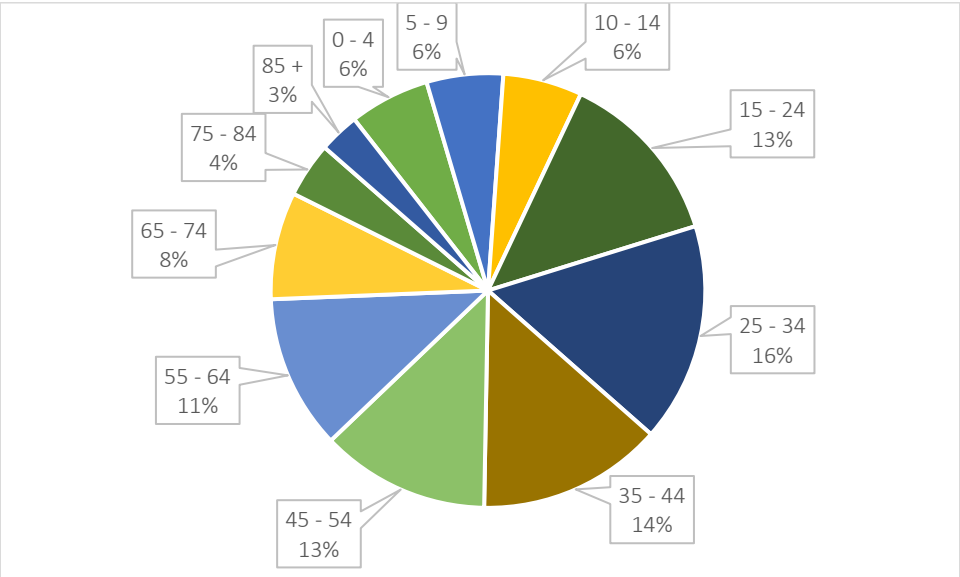
Figure 10: Population Age Distribution in City of Wilsonville, 2010 to 2021



	0 - 4	5 - 9	10 - 14	15 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85 +
2010	6.2%	6.3%	6.1%	12.3%	17.4%	14.7%	13.4%	10.3%	6.0%	4.4%	2.9%
2016	6.0%	5.7%	5.9%	13.2%	16.3%	13.8%	12.6%	11.5%	8.0%	4.1%	3.0%
2021	6.3%	5.5%	5.3%	13.0%	18.0%	13.4%	11.2%	11.2%	9.1%	4.5%	2.4%

Source: U.S. Census Bureau

Figure 11: 2016 Estimated Population Breakdown by Age Cohort



Source: U.S. Census Bureau

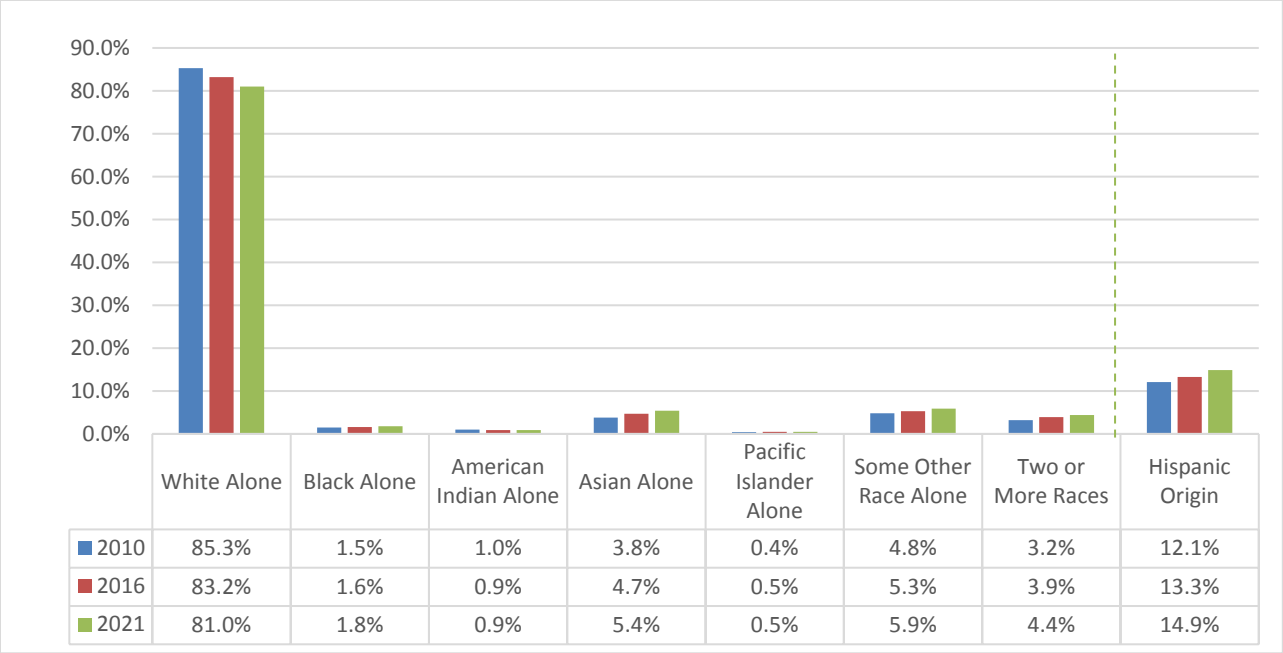
As seen in ***Figure 11***, in 2016, the most populous age cohorts were 25 to 34 years old (16%), 35 to 44 years old (14%), and those between 45 to 54 years old and 15 to 24 years old (both 13%).

Race/Ethnicity

Prior to reviewing demographic data pertaining to a population's racial and ethnic character, it is important to note how the U.S. Census classifies and counts individuals who identify as of Hispanic. The Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arrival in the United States. In the U.S. Census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. All race categories add up to 100 percent of the population, the indication of Hispanic origin is a different view of the population and is not considered a race.

Figure 12 reflects the approximate racial/ethnic population distribution for the City of Wilsonville based on the 2010 U.S. Census and 2015 American Community Survey. ***Figure 13*** provides a breakdown of the by racial/ethnic group as a percentage of the 2016 population.

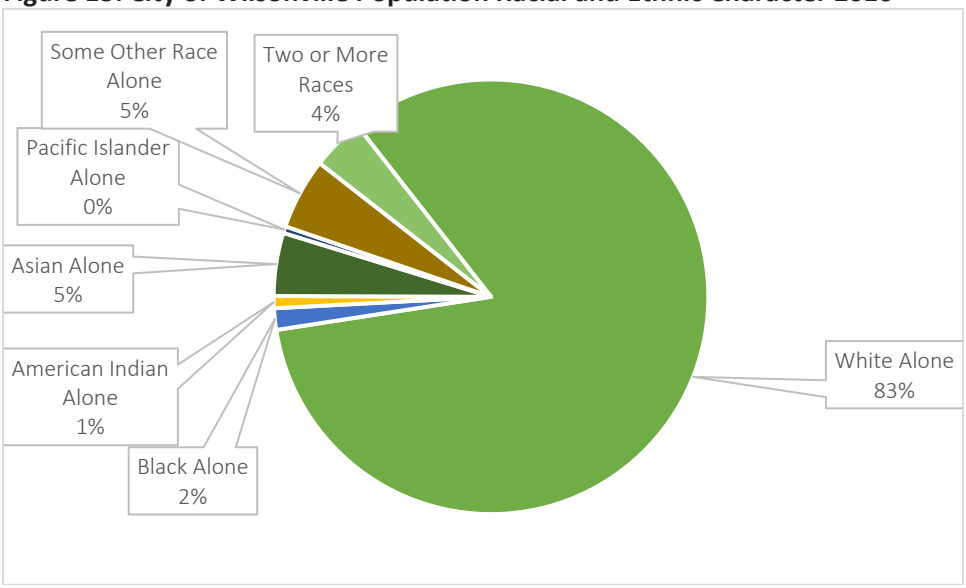
Figure 12: City of Wilsonville Racial and Ethnic Character 2010, 2016, and 2021



	White Alone	Black Alone	American Indian Alone	Asian Alone	Pacific Islander Alone	Some Other Race Alone	Two or More Races	Hispanic Origin
2010	85.3%	1.5%	1.0%	3.8%	0.4%	4.8%	3.2%	12.1%
2016	83.2%	1.6%	0.9%	4.7%	0.5%	5.3%	3.9%	13.3%
2021	81.0%	1.8%	0.9%	5.4%	0.5%	5.9%	4.4%	14.9%

Source: U.S. Census Bureau

Figure 13: City of Wilsonville Population Racial and Ethnic Character 2016

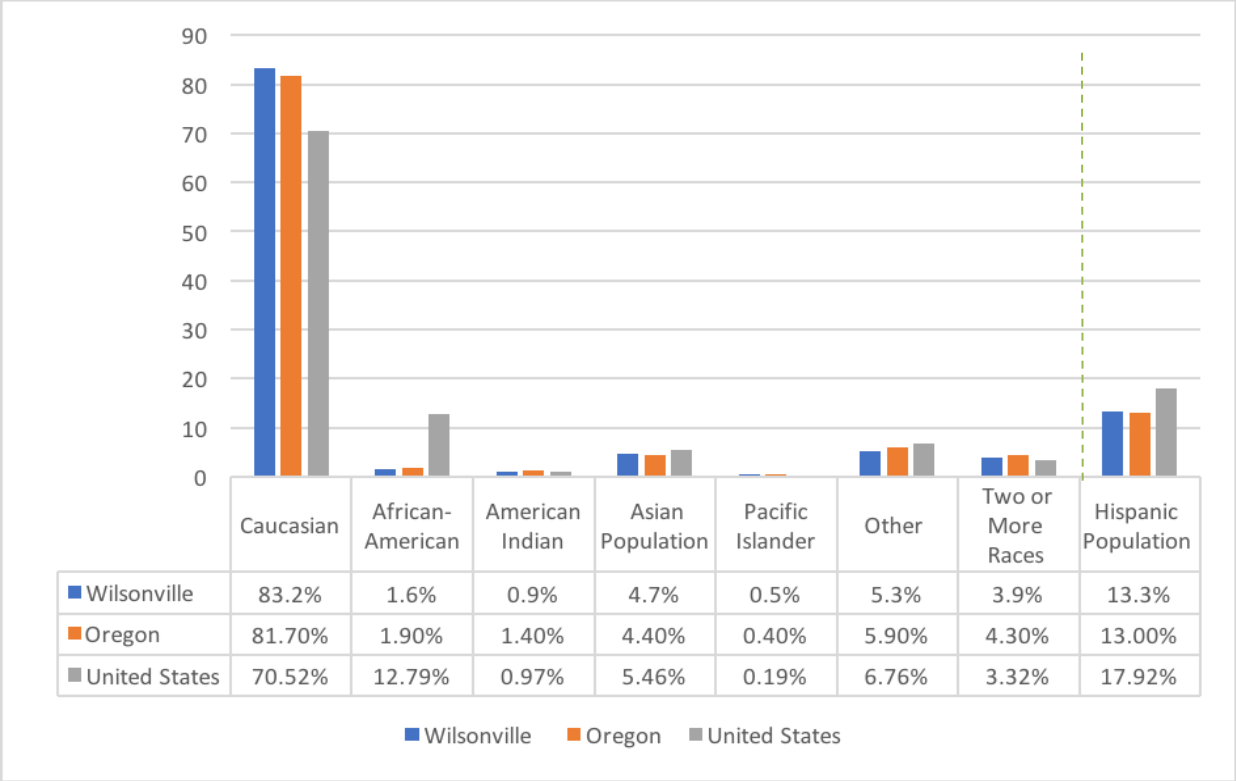


Source: U.S. Census Bureau

Although the ethnic and racial composition of the city did not drastically change between 2010 and 2016, several issues of note include:

- Caucasians were the majority group in the city by a wide margin. Nearly 83 percent of the population in 2016 identified as Caucasian, as projected by the U.S. Census Bureau.
- The city was projected to see a three percent increase in individuals who consider themselves of Hispanic origin within the 11-year time span (from 12.1% in 2010 to 14.9% in 2021).
- Overall, the city population was slightly less racially/ethnically diverse than the statewide population. In 2016, the statewide population of Oregon was approximately 81.7 percent Caucasian, 1.9 percent African American, 13 percent of Hispanic origin, and the remainder a mix of other racial and ethnic backgrounds as illustrated in ***Figure 14***.

Figure 14: Racial/Ethnic Character Comparison 2016 – City (Wilsonville), State (Oregon) and United States



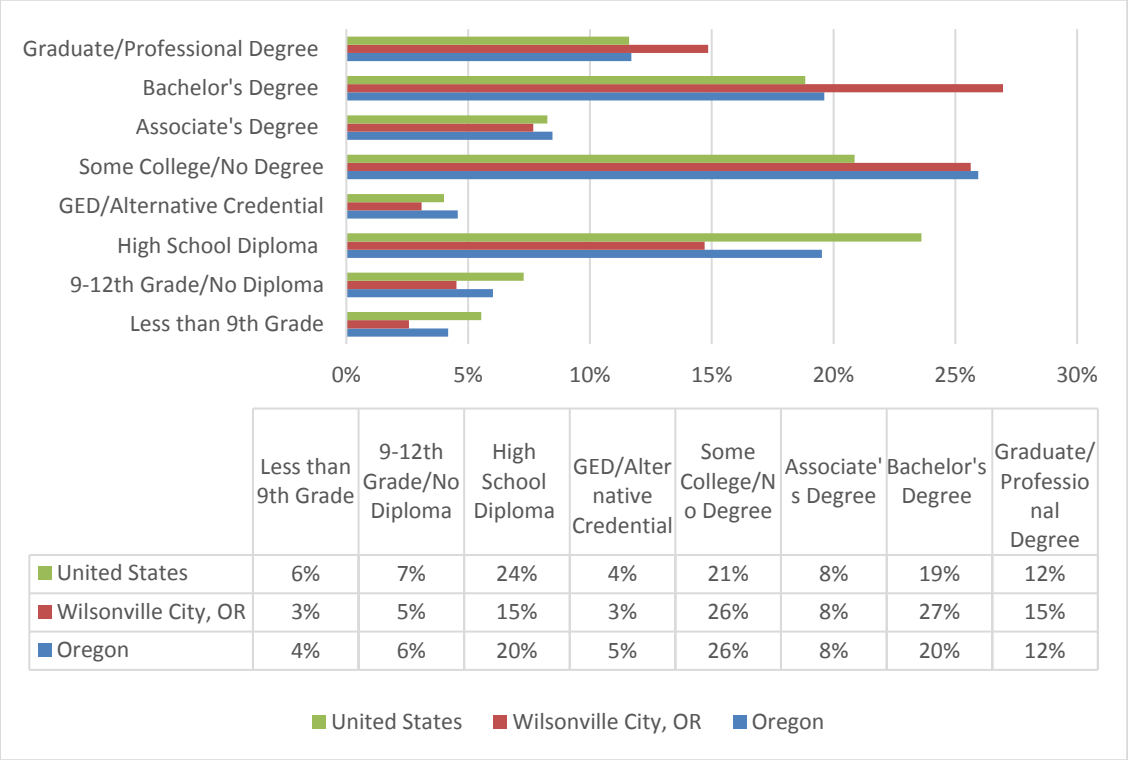
	Caucasian	African-American	American Indian	Asian Population	Pacific Islander	Other	Two or More Races	Hispanic Population
Wilsonville	83.2%	1.6%	0.9%	4.7%	0.5%	5.3%	3.9%	13.3%
Oregon	81.70%	1.90%	1.40%	4.40%	0.40%	5.90%	4.30%	13.00%
United States	70.52%	12.79%	0.97%	5.46%	0.19%	6.76%	3.32%	17.92%

Source: U.S. Census Bureau

Educational Attainment

According to the U.S. Census Bureau's latest American Community Survey (2015) on educational attainment, adult (ages 25+) residents of the city had higher attainment levels of Bachelor's and Master's degree programs than Oregon and the United States. Nearly 15 percent of adult residents obtained a Graduate/Professional degree, and 27 percent of adults had completed a Bachelor's degree. Illustrated in ***Figure 15***, when compared to their peers at the statewide level, residents of the city had higher levels of education.

Figure 15: Educational Attainment of Adults (ages 25+) – City, State, and United States (2016)



	Less than 9th Grade	9-12th Grade/No Diploma	High School Diploma	GED/Alternative Credential	Some College/No Degree	Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree
United States	6%	7%	24%	4%	21%	8%	19%	12%
Wilsonville City, OR	3%	5%	15%	3%	26%	8%	27%	15%
Oregon	4%	6%	20%	5%	26%	8%	20%	12%

Source: U.S. Census Bureau

According to a Census study, education levels had more effect on earnings over a 40-year span in the workforce than any other demographic factor, such as gender, race, and ethnic origin.[18] Nearly 50 percent of Wilsonville's population is projected to receive a college degree in 2016. Almost 15 percent of adults had completed a graduate/professional level degree and 27 percent of adults graduated with a Bachelor's degree in 2016.

Household Information

As reflected in ***Table 23,*** the total number of housing units in the City increased by 1,497 units between 2010 and 2016. The overall number occupied households are expected to decrease about 1.4 percent from 2010 to 2016, while the percentage of vacant housing units is expected to decrease by 0.6 percent. The number of renter occupied households is anticipated to increase 2 percent from 2010 to 2016.

Table 23: City of Wilsonville Housing Inventory

	2010	2016
Total housing units	8,487	9,984
Owner Occupied units	42.8%	41.4%
Renter Occupied Units	49.8%	51.8%
Vacant housing units	7.4%	6.8%

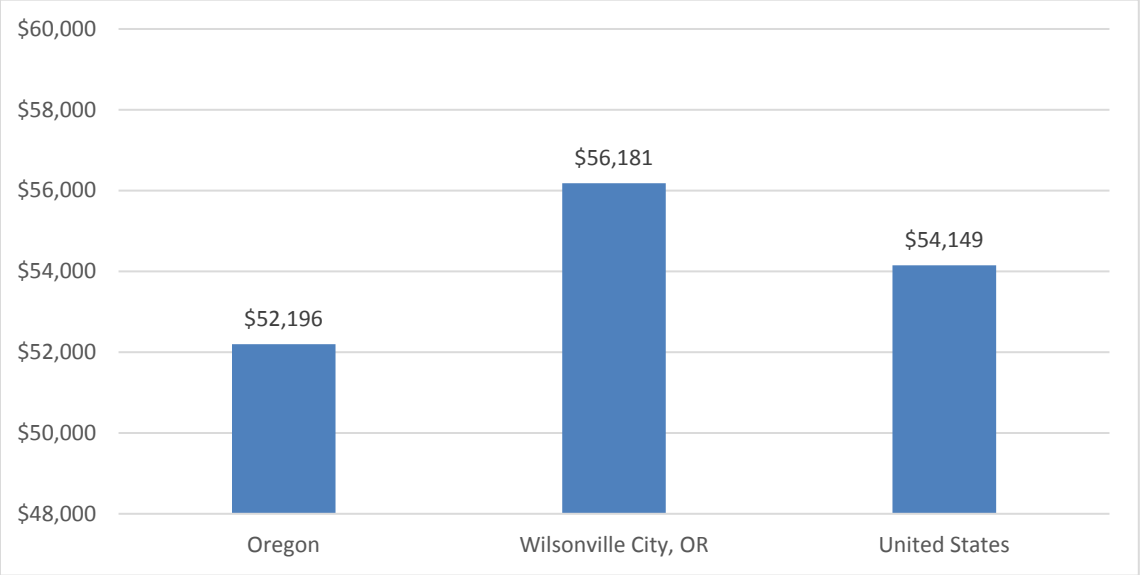
Source: U.S. Census Bureau

[18] Tiffany Julian and Robert Kominski, "Education and Synthetic Work-Life Earnings Estimates" American Community Survey Reports, US Census Bureau, http://www.Census.gov/prosd/2011pubs/acs-14.pdf, September 2011.

Household Income

The most current data (2016) from the U.S. Census Bureau and the American Community Survey, illustrated in ***Figure 16,*** indicates that the median household income in the City of Wilsonville was higher than that of the average household in Oregon and the United States. The median household income in Wilsonville averaged $56,181, while Oregon averaged $52,196, and the United States averaged $54,149.

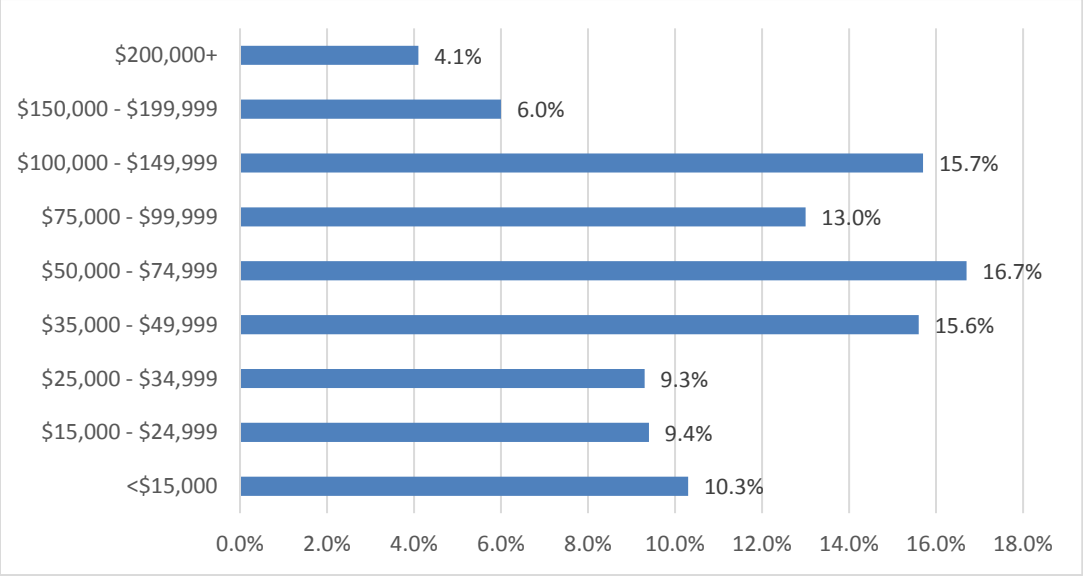
Figure 16: 2016 Median Household Income Comparison



Source: U.S. Census Bureau

Figure 17 illustrates the distribution of household median earnings in the City of Wilsonville in 2016. Nearly 17 percent of residents earn between $50,000 and $74,999. Almost 29 percent of households earn less than $34,999. About 26 percent of households earn $100,000 or more.

Figure 17: Distribution of Median Household Income in City of Wilsonville (2016)

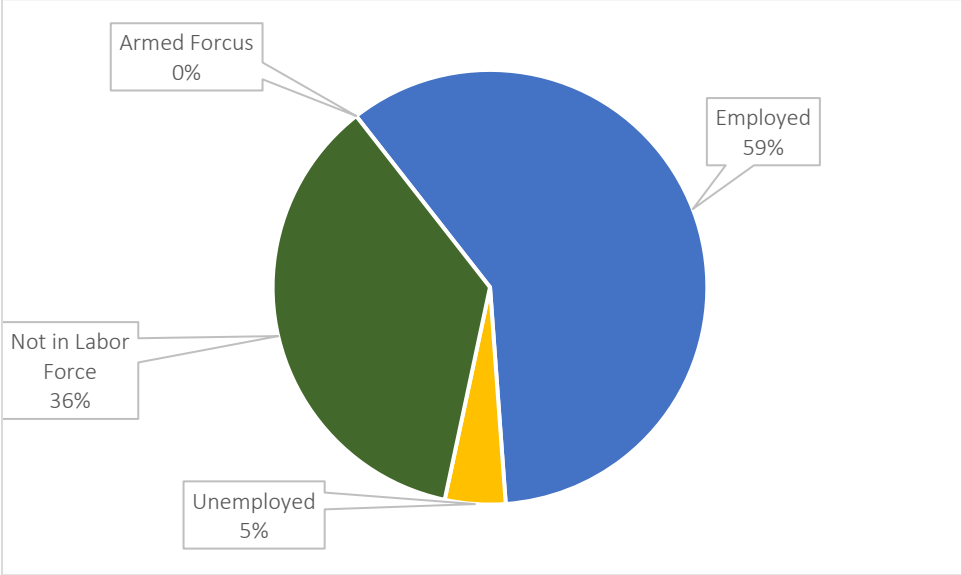


Source: U.S. Census Bureau

Employment

The U.S. Census Bureau's American Community Survey (2015) estimated that the eligible working population of City of Wilsonville residents (those ages 16+) to be 16,890. Of these potential workers, 10,794 (63.9%) were in the labor force, all within the civilian labor force, with zero percent estimated to be employed in military careers. Nearly 36 percent of residents over the age of 16 were not in the labor force and 4.5 percent of city residents were unemployed. ***Figure 18*** represents the distribution of employed individuals in the city.

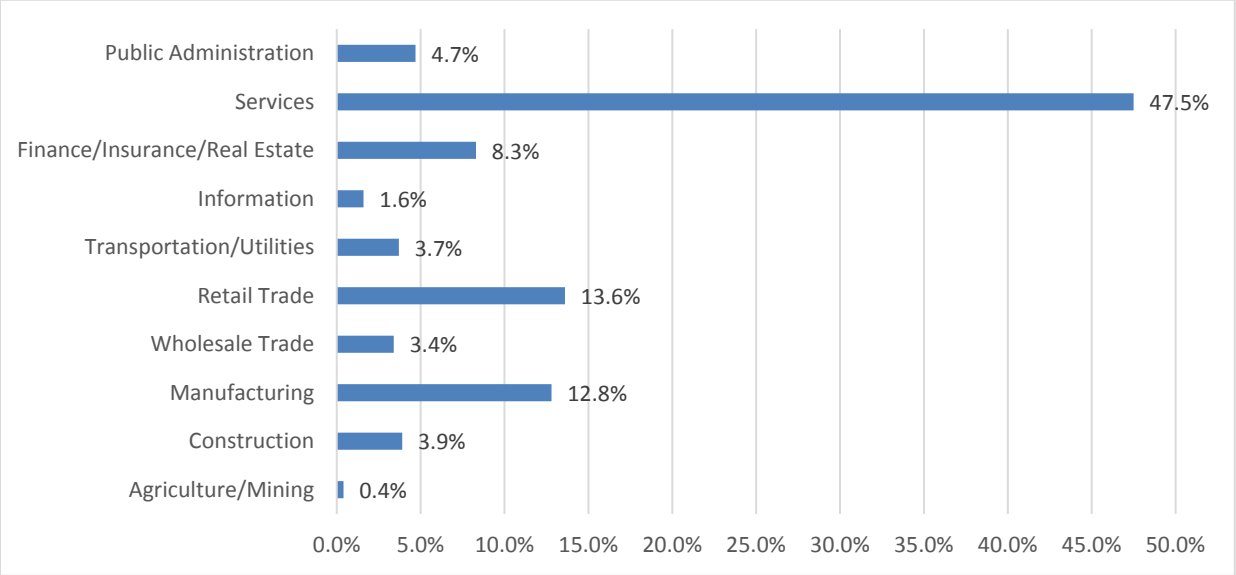
Figure 18: Employment of City Residents Ages 16+ (2015)



Source: 2015 American Community Survey

In 2016, the majority of working residents (age 16+) in City of Wilsonville were overwhelmingly employed in the services industries (47.5%). The retail trade industry employed roughly 14 percent of working residents, while the manufacturing industry employed about 13 percent. Less than 1 percent of adults were employed by the agriculture/mining industry.

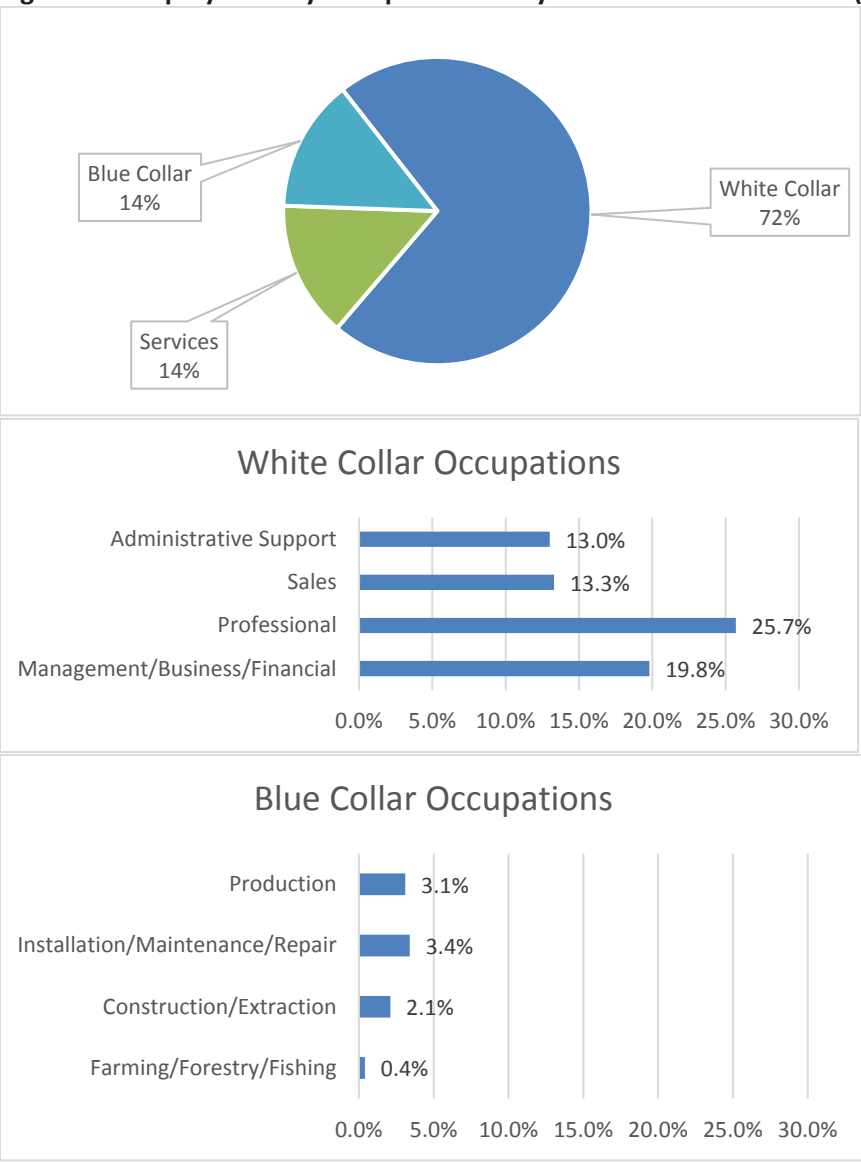
Figure 19: Employment by Industry in City of Wilsonville (2016)



Source: U.S. Census Bureau

Employment by occupation in 2016 of working residents of the city is illustrated in ***Figure 20***. At the time, the majority (72%) of working residents were in white collar occupations, while 14 percent of the residents worked in blue collar occupations. An additional 14 percent were employed in the service industry. Based on these findings, it can be assumed that many of the city's working residents were employed in managerial, business, scientific, or artistic occupations in the education, health care and social services industries, public administration, scientific, managerial, administrative, and waste services industries.

Figure 20: Employment by Occupation of City of Wilsonville Residents (2016)

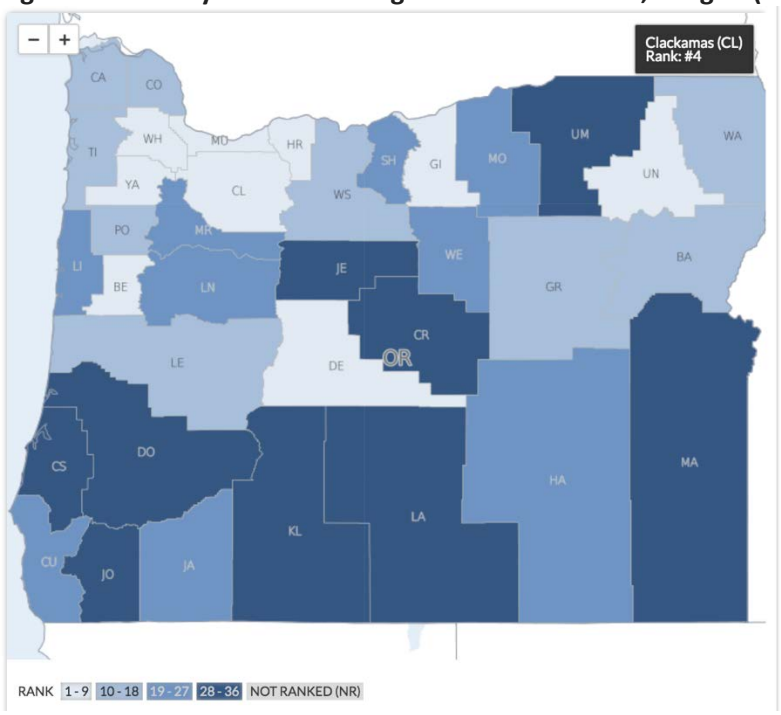


Source: U.S. Census Bureau

Health Ranking

Specific health ranking data for the City of Wilsonville is not readily available. However, the 2017 County Health Rankings for Clackamas County, Oregon, do provide a comparison of each county to others in Oregon. As seen in ***Figure 21***, Clackamas County ranked 2 out of the 36 counties in Oregon in terms of health outcomes, a measure that weighs the length and quality of life of residents, and 4th for health factors, a measure that considers the population's health behaviors, clinical care, social and economic factors, and physical environment.

Figure 21: County Health Rankings for Health Factors, Oregon (2017)



U.S. County Health Rankings

The United Health Foundation's America's Health Rankings and Robert Wood Johnson Foundation's City Health Rankings provide annual data on the general health of national, state, and City populations. The health rankings generally represent how healthy the population of a defined area is perceived to be based on "how long people live and how healthy people feel while alive," coupled with ranking factors including healthy behaviors, clinical care, social and economic, and physical environment factors.[19]

In 2016, the United Health Foundation's America's Health Rankings ranked Oregon as the 21st healthiest state nationally. According to the Foundation, Oregon's health ranking strengths include low prevalence of physical inactivity, low prevalence of low birthweight, and low rate of cardiovascular deaths. Health challenges faced by the State include a high prevalence of low percentage of high school graduation, low immunization coverage among children, and high prevalence of frequent mental distress.

Other highlights from America's Health Rankings for Oregon include:

- In the past year, obesity increased from 27.9 percent to 30.1 percent in adults, up 8 percent.
- In the past five years, the percentage of the population without health insurance decreased 50 percent from 16.8 percent to 8.4 percent.
- In the past year, diabetes increased 19 percent from 9.0 percent to 10.7 percent of adults.

[19] University of Wisconsin Population Health Institute & Robert Wood Johnson Foundation, *City Health Rankings 2016, http://www.Cityhealthrankings.org*

Demographics Summary

Wilsonville City, OR

GREENPLAY LLC
The Leading Edge In Parks, Recreation And Open Space Consulting

EMPLOYMENT

73% White Collar

14% Blue Collar

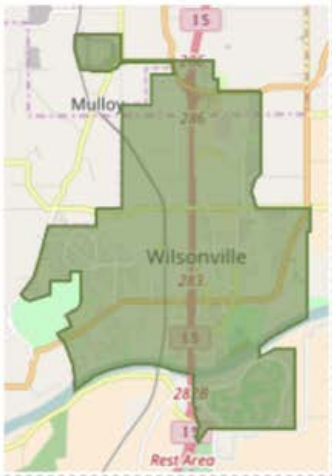
13% Services

5.0% Unemployment Rate

BUSINESS

1,171 Total Businesses

18,099 Total Employees



KEY FACTS

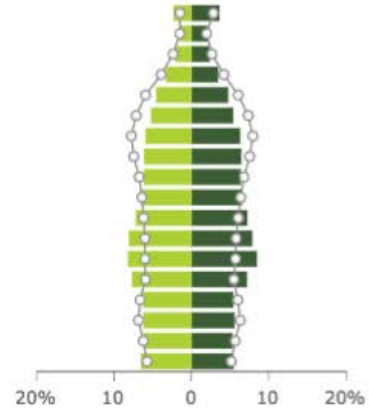
22,919 Population

37.0 Median Age

2.3 Average Household Size

$56,181 Median Household Income

Age Pyramid



The largest group:
2016 Females Age 25-29

The smallest group:
2016 Males Age 80-84

Dots show comparison to Clackamas County

ANNUAL LIFESTYLE SPENDING

$1,815 Travel

$51 Theatre/Operas/ Concerts

$71 Movies/Museums/ Parks

$52 Sports Events

$3 Online Games

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Appendix B: Recreation Trends and Participation Estimates

The provision of public parks and recreation services can be influenced by social and demographic preferences, and market trends in fitness, recreation, and leisure activities. This section of the plan reviews both local and national trends that may influence a city's provision of parks and recreation services.

Local trends reviewed are based on analysis of Esri Business Analyst models compiled in May 2017 for the City of Wilsonville. These models combined demographic, lifestyle, and spending estimates that provide insight into the general participation habits of city residents in recreation, fitness, and leisure activities. The models also estimate the city-wide economic impact of spending by city households on various recreation, fitness, and leisure activities. Data used in the analysis was the most currently available from Esri as of May 2017.

Esri's 2016 population estimate for the City of Wilsonville was used as a base measure in models presented in this report. Although current population estimates from the U.S. Census Bureau American Community Survey (2015) and Esri (2016) differ slightly, they appear in-line with one another. Although these differences exist, for the purposes of modeling current participation in various recreation, fitness, and leisure activities, as well as the associated local spending on such, they are minor and had no measurable impact on the estimates derived from the models.

Current Population Estimates:

- Esri (2016): 22,919
- U.S. Census Bureau American Community Survey (2015): 20,837

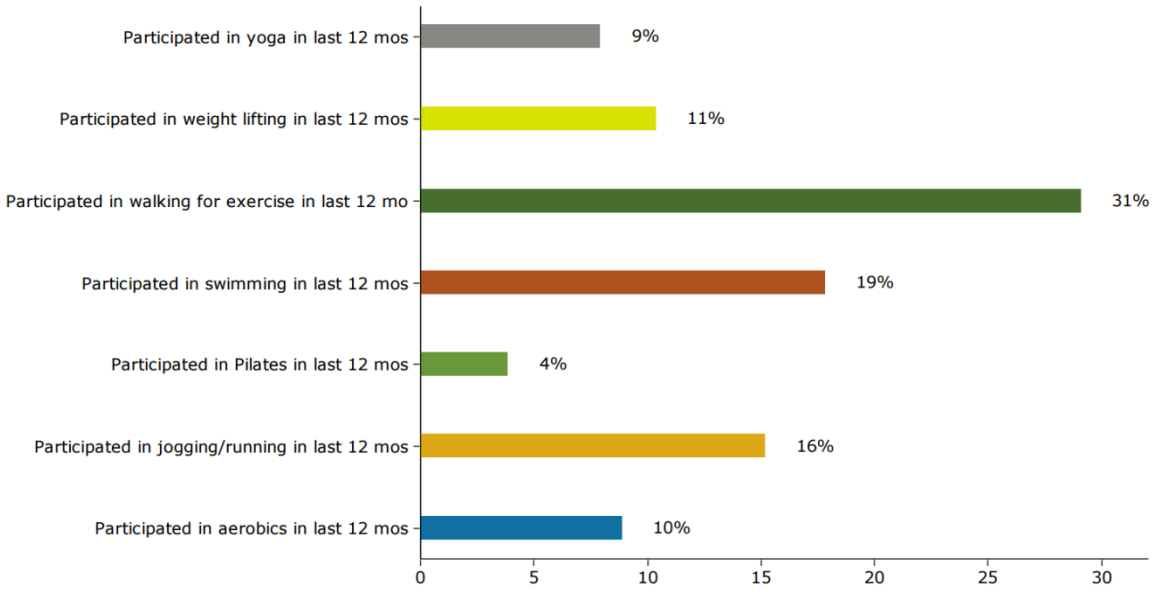
National trends reviewed draw upon information from a variety of relevant, and recent, industry reports, studies, and publications. Topics discussed provide insight on current trends influencing the provision of public parks and recreation services nationwide, but are applicable in the provision of these public services locally.

Local Participation in Recreation and Fitness Activities

According to Esri Business Analyst, the residents of the City of Wilsonville participated in a diversity of fitness activities, team and individual sports, outdoor recreation activities, and other leisure activities. Esri models measured national propensities to participate in, and spend on, recreation, fitness, and leisure activities, and applied data on those tendencies to City of Wilsonville's local demographic composition. The local estimated economic contribution of City household spending on parks, recreation, and leisure activities also utilized data from Consumer Expenditure Surveys prepared by the Bureau of Labor Statistics.

The following series of figures highlights the estimated participation rate of City residents in a variety of outdoor recreation activities, fitness activities, individual and team sports, as well as leisure activities generally provided by public parks and recreation agencies nationally.

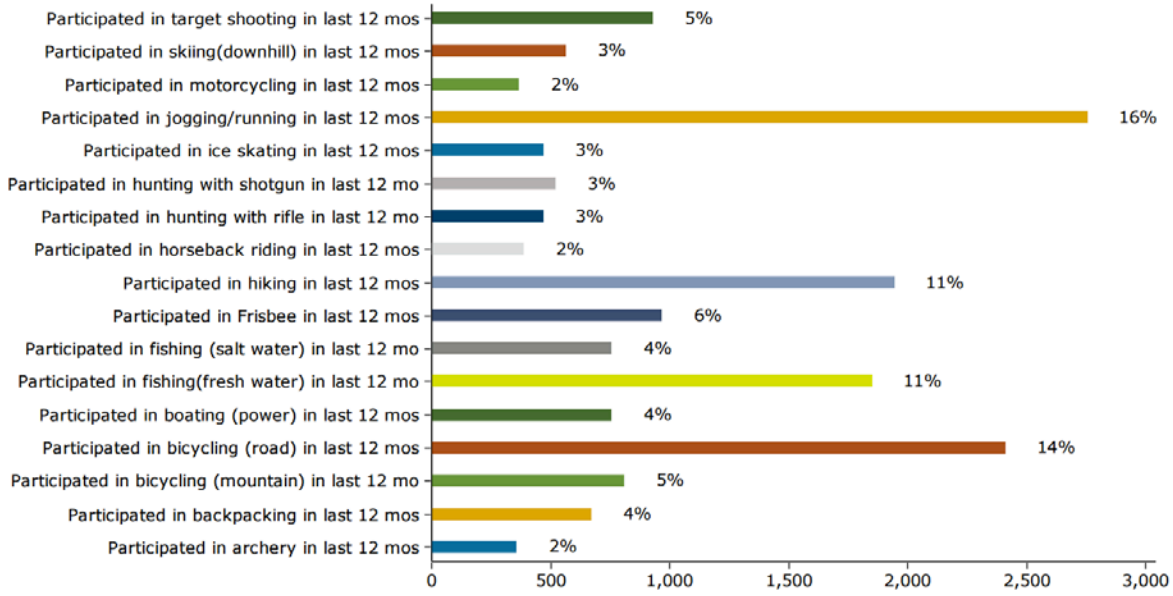
Figure 22: Estimated Household Participation in Fitness Activities (Wilsonville, 2016)



Source: Esri Business Analyst, Sports, and Leisure Market Potential

Participation in fitness activities is known to positively impact individual well-being, and public health generally. Walking, the top fitness activity among City of Wilsonville households, is also one of the most popular recreation, leisure, and fitness activities nationally because it has few barriers to participation, and has positive individual health benefits. Over 31 percent of City households were estimated to have walked for fitness in the past year. The provision of amenities and opportunities for people to walk, swim, run, or participate in activities that promote personal, and public health, should remain important in City of Wilsonville.

Figure 23: Estimated Household Participation in Outdoor Recreation Activities (Wilsonville, 2016)

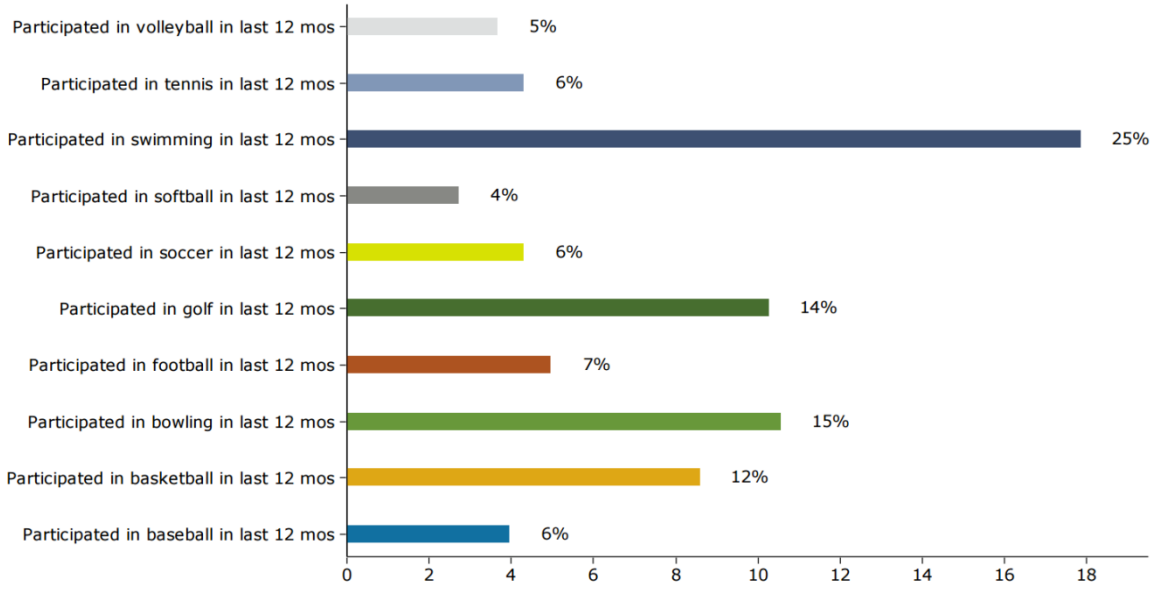


Source: Esri Business Analyst, Sports and Leisure Market Potential

Participation in outdoor activities in a natural environment helps people develop a stronger appreciation of nature, can help educate future stewards of the environment, and is known to have positive effects on individual well-being. Esri estimated that in the past year, just over 16 percent of Wilsonville residents went jogging/running, 11 percent went hiking, and 14 percent road biked. Another 11 percent went fresh water fishing.

Of note in ***Figure 24*** and ***Figure 25*** are the relatively high levels of estimated participation in walking, jogging/running, hiking, and cycling. Participation in these activities, which are all known to have positive health and wellness benefits, can often be increased through the provision of safe, accessible public trails and pathways. Increasing opportunities for these and other trail-based activities should be a priority of the City.

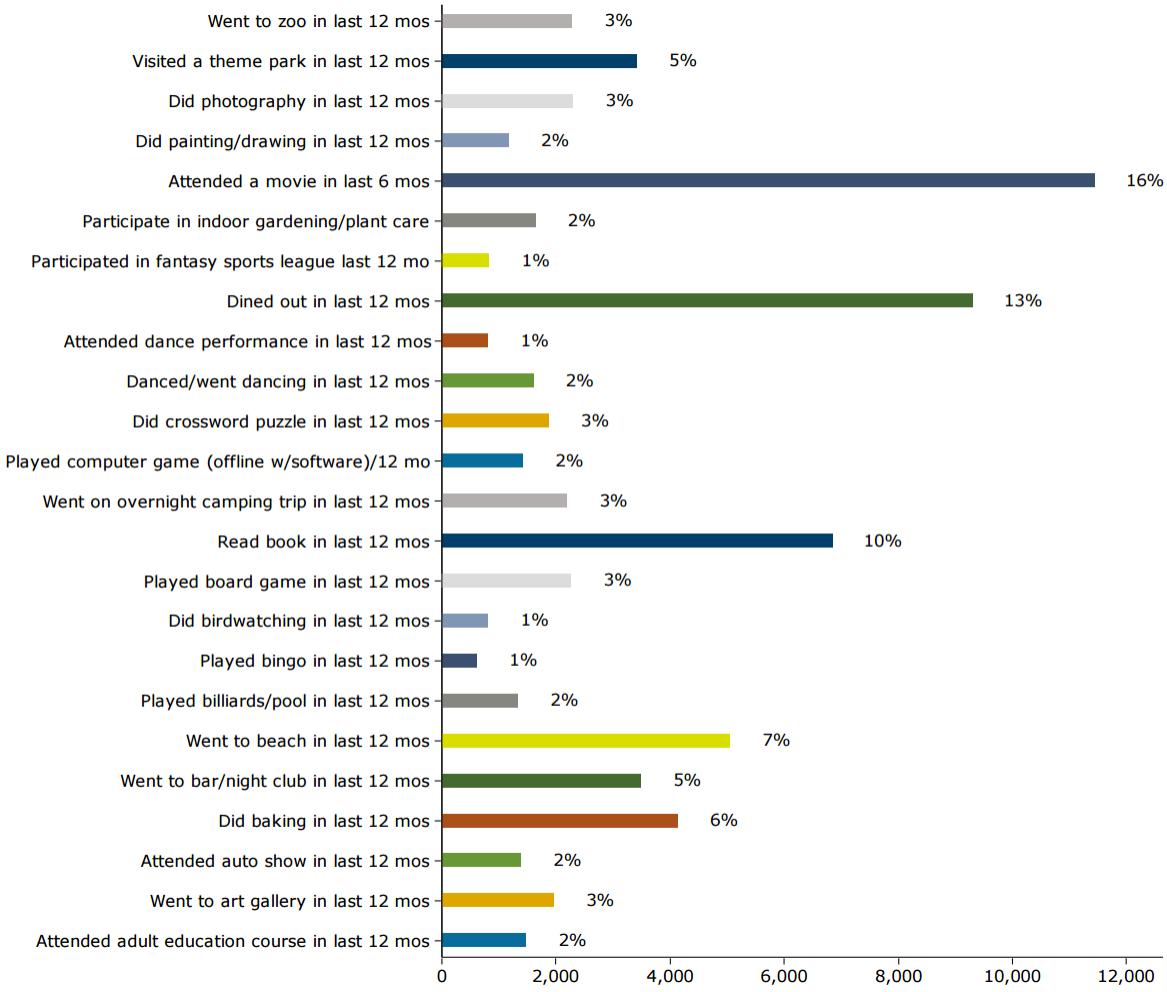
Figure 24: Estimated Household Participation in Team and Individual Sports (Wilsonville, 2016)



Source: Esri Business Analyst, Sports and Leisure Market Potential

Of the sports reviewed by Esri, Wilsonville residents were most likely to have participated in swimming (25%) or bowling (15%) in the last year. About 14 percent of households included members participated in golfing, and nearly 12 percent of households participated in basketball. The City and local sports leagues have reported relatively high levels participation among residents participating in football, baseball, soccer, and/or tennis.

Figure 25: Household Participation in Leisure Activities (Wilsonville, 2016)



Source: Esri Business Analyst, Sports, and Leisure Market Potential

Wilsonville residents were estimated to have participated in a wide range of leisure activities over the past year. Esri estimated that members from most City households were likely to have attended a movie (16 percent), dined out (13 percent), and/or read a book (10 percent) in the last 12 months. Visiting the beach, baking, going to a bar/night club, and visiting theme parks were estimated to have been popular and well attended by City residents in the past year.

National Demographic Trends in Recreation

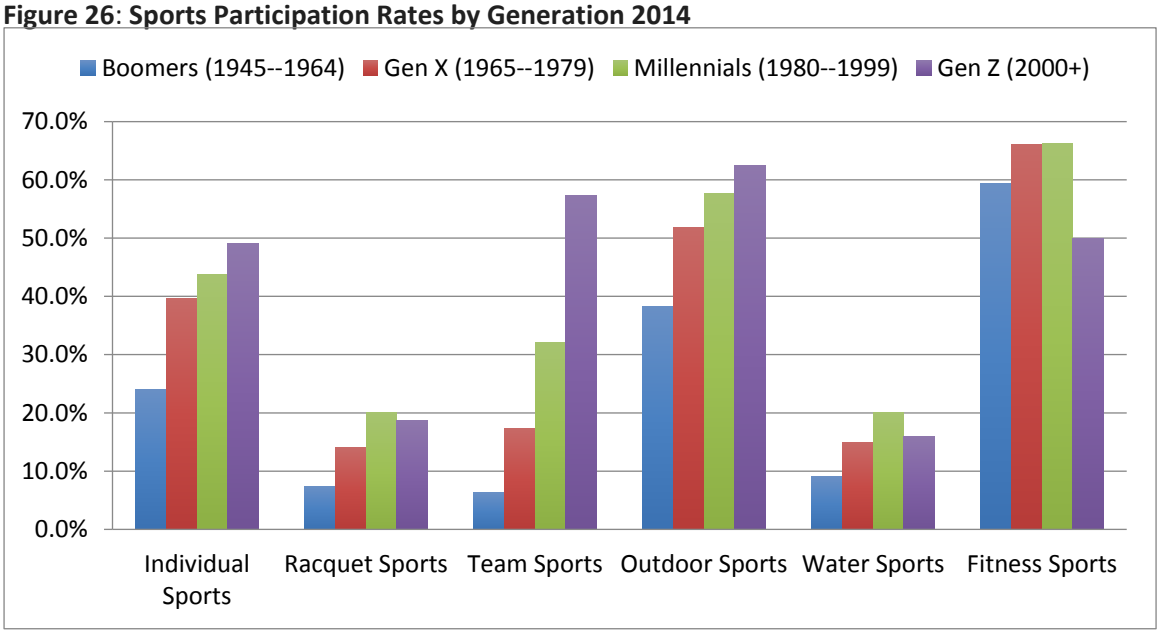
Generational Participation and Preferences

Three major age groups, the Baby Boomers, Millennial Generation, and Generation Z, are having significant impacts on the planning and provision of parks and recreation services nationwide. Although there are some similarities in the recreational preferences of these generational groups, they each tend to have their own unique tastes as illustrated in ***Figure 26***.

According to the 2016 ESRI population estimate, the City of Wilsonville is comprised of:

- 7% - Silent Generation (1925 – 1944)
- 20% - Baby Boomers (1945 – 1964)
- 19% - Generation X (1965 – 1979)
- 31% - Millennials (1980 – 1999)
- 23% - Generation Z (2000 +)

Figure 26: Sports Participation Rates by Generation 2014



Source: 2015 Participation Report, Physical Activity Council

Adults – Baby Boomers

Baby Boomers are defined as individuals born between 1946 and 1964, as stated in "Leisure Programming for Baby Boomers."[20] They are a generation that consists of nearly 76 million Americans. Boomers comprised 24 percent of the City's estimated population in 2015. In 2011, this influential population began its transition out of the workforce. In the July 2012 issue of *Parks and Recreation* magazine, Emilyn Sheffield contributed an article titled "Five Trends Shaping Tomorrow Today." In it, she indicated that Baby Boomers are driving the aging of America, with Boomers and seniors over 65 composing about 39 percent of the nation's population.[21] As Baby Boomers are entering retirement, they are be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles. With their varied life experiences, values, and expectations, Baby Boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults.

[20] Linda Cochran, Anne Roshschadl, and Jodi Rudick, "Leisure Programming For Baby Boomers," *Human Kinetics*, 2009.
[21] Emilyn Sheffield, "Five Trends Shaping Tomorrow Today," *Parks and Recreation*, July 2012, p. 16-17.

In the leisure profession, this generation's devotion to exercise and fitness is an example of its influence on society. When Boomers entered elementary school, President Kennedy initiated the President's Council on Physical Fitness, making physical education a key component of public education. As Boomers matured and moved into the workplace, they took their desire for exercise and fitness with them. Now as the oldest Boomers are nearing 70, parks and recreation professionals are faced with new approaches to provide both passive and active programming for older adults. Boomers are second only to Gen Y/Millennials (born between 1980 and 1999) in participation in fitness and outdoor sports.[22]

Jeffrey Ziegler, a past president of the Arizona Parks and Recreation Association identified "Boomer Basics" in his article, "Recreating Retirement: How Will Baby Boomers Reshape Leisure in their 60s?"[23] Highlights are summarized below.

- *Boomers are known to work hard, play hard, and spend hard.* They have always been fixated with all things youthful. Boomers typically respond that they feel 10 years younger than their actual age. Their nostalgic mindset keeps Boomers returning to the sights and sounds of their 1960s youth culture. Swimming pools have become less of a social setting and much more of an extension of Boomers' health and wellness program. Because Boomers in general have a high education level, they will likely continue to pursue education as adults and into retirement.

- *Boomers will look to parks and recreation professionals to provide opportunities to enjoy many life-long hobbies and sports.* When programming for this age group, a customized experience to cater to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that Boomers associate with senior citizens. Ziegler suggests that activities such as bingo, bridge, and shuffleboard will likely be avoided because Boomers relate these activities with old age.

- *Boomers will reinvent what being a 65-year-old means.* Parks and recreation agencies that do not plan for Boomers carrying on in retirement with the same hectic pace they have lived during their years in employment will be left behind. Things to consider when planning for the demographic shift:
    - Boomer characteristics
    - What drives Boomers?
    - Marketing to Boomers
    - Arts and entertainment
    - Passive and active fitness trends
    - Outdoor recreation/adventure programs
    - Travel programs

[22]Physical Activity Council, 2012 Participation Report, 2012.
[23] Jeffry Ziegler, "Recreating Retirement: How Will Baby Boomers Reshape Leisure in Their 60s?" *Parks and Recreation*, October 2002.

Adult – The Millennial Generation

The Millennial Generation are generally considered those born between about 1980 and 1999, and in April 2016, the Pew Research Center reported that this generation had surpassed the Baby Boomers as the nation's most populous age group.[24] Approximately 26 percent of the population of City of Wilsonville were members of the Millennial generation. Understanding some of their general characteristics can help guide decision making in the provision of parks and recreation services to this significant segment of the local population.

In their book, Millennials Rising, the Next Great Generation, authors William Strauss and Neil Howe identify the following seven characteristics of the Millennials:[25]

1. Special: Used to receiving rewards just for participating, Millennials are raised to feel special.
2. Sheltered: Millennials lead structured lives filled with rules and regulations. Less accustomed to unstructured play than previous generations and apprehensive of the outdoors, they spend most of their time indoors, leaving home primarily to socialize with friends and families.
3. Team Oriented: This group has a "powerful instinct for community" and "places a high value on teamwork and belonging."
4. Technologically savvy: Upbeat and with a can-do attitude, this generation is "more optimistic and tech-savvy than their elders."
5. Pressured: Millennials feel "pressured to achieve and pressured to behave." They have been "pushed to study hard and avoid personal risk."
6. Achieving: This generation is expected to do great things, and they may be the next "great" generation.
7. Conventional (and diverse): Millennials are respectful of authority and civic minded. Respectful of cultural differences because they are ethnically diverse, they also value good conduct and tend to have a "standardized appearance."

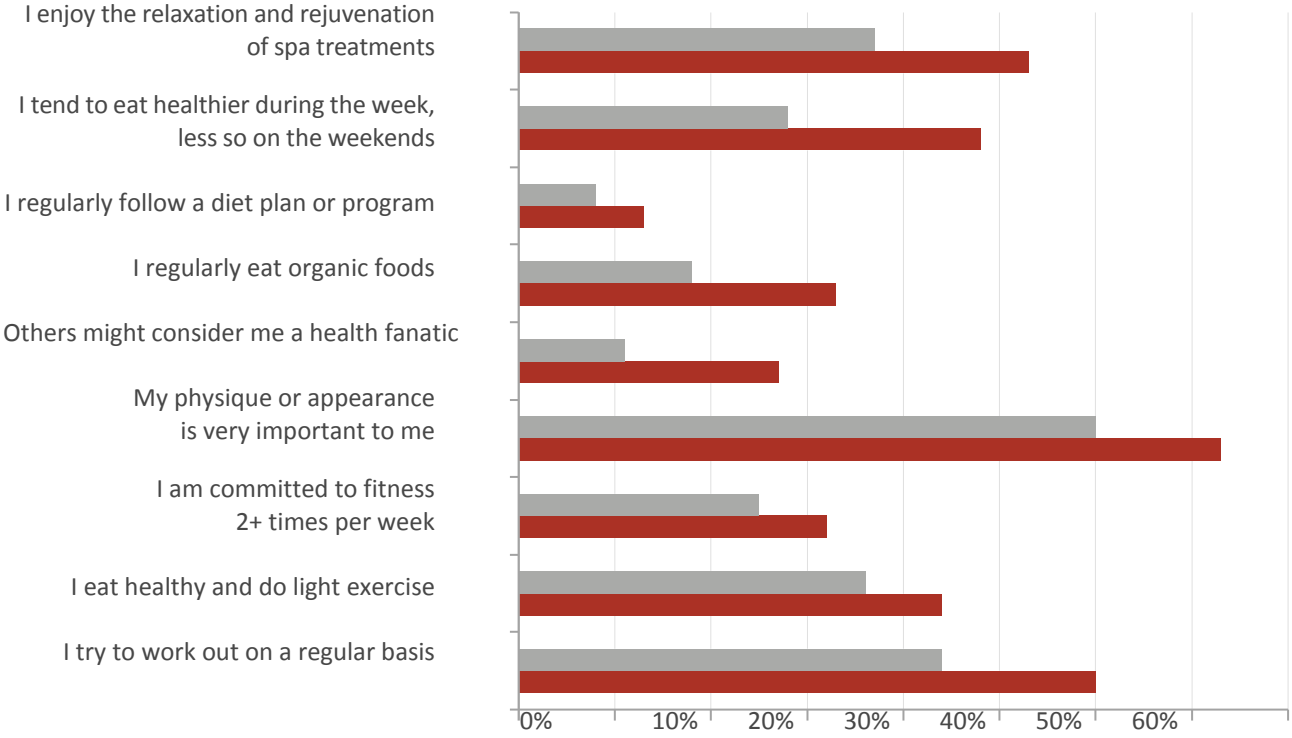
In a 2011 study of the Millennial Generation,[26] Barkley Advertising Agency made the following observations about Millennials and health/fitness:

- Sixty percent (60%) of Millennials say they try to work out on a regular basis. Twenty-six percent (26%) consider themselves health fanatics.
- Much of this focus on health is really due to vanity and/or the desire to impress others — 73 percent exercise to enhance their physical appearance.
- Millennials are also fans of relaxation and rejuvenation, as 54 percent regularly treat themselves to spa services.
- Despite their commitment to health, Millennials stray from their healthy diets on weekends. There is a noticeable difference between their intent to work out regularly and the amount of exercise that they actually accomplish.

Figure 27 illustrates contrasts between Millennials and Non-Millennials regarding a number of health and fitness topics.[27]

[24] Richard Fry, "Millennials overtake Baby Boomers as America's Largest Generation," *Pew Research Center Fact Tank,* April 25,2016, http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomersBoomers/, accessed May 2015
[25] William Strauss and Neil Howe, Millennials Rising, the Next Great Generation, Vintage: New York, New York, 2000.
[26] American Millennials: Deciphering the Enigma Generation, https://www.barkleyus.com/AmericanMillennials.pdf, accessed May 2015
[27] American Millennials: Deciphering the Enigma Generation, https://www.barkleyus.com/AmericanMillennials.pdf, accessed May 2015

Figure 27: Millennials (red) Vs. Non-Millennials (grey) on Health and Fitness



Source: American Millennials: Deciphering the Enigma Generation

As Millennials tend to be more tech-savvy, socially conscious, achievement-driven age group with more flexible ideas about balancing wealth, work, and play. They generally prefer different park amenities and recreational programs than their counterparts in the Baby Boomer generation. Engagement with this generation should be considered in parks and recreation planning. An April 2015 posting to the National Parks and Recreation Association's official blog, *Open Space*, offered the following seven considerations to make your parks Millennial friendly:[28]

1. Group activities are appealing, and should be offered.
2. Providing wireless internet/Wi-Fi access is a necessity – having a constant digital connection and smartphone is status-quo, and sharing experiences in real time is something Millennials enjoying doing. Service providers are generally expected to provide free wireless internet access at their facilities.
3. Offering a variety of experiences is important – Millennials tend to participate in a broad range of activities.
4. Convenience and comfort are sought out.
5. Competition is important, and Millennials enjoy winning, recognition, and earning rewards.
6. Facilities that promote physical activity, such as trails and sports fields, and activities like adventure races are appealing.
7. Many Millennials own dogs, and seek out places in which they can recreate with their canine companions.

[28] Scott Hornick, "7 Ways to Make Your Park More Millennial Friendly," *Parks and Recreation Open Space Blog*, August 19, 2015, http://www.nrpa.org/blog/7-ways-to-make-your-parks-millennial-friendly, accessed May 2016

In addition to being health conscious, Millennials often look for local and relatively inexpensive ways to stay fit and experience the outdoors close to home on trails, bike paths, and in community parks.[29] They, along with the Baby Boomer generation, highly value walkability, and in a 2014 study by the American Planning Association, two-thirds of Boomers and Millennials noted that believed improving walkability in a community was directly related to strengthening the local economy. This study also noted that 46 percent of Millennials and Baby Boomers place a high priority on having sidewalks, hiking trails, bike paths, and fitness choices available to them in their community. In fact, these community features were viewed by study respondents to be of higher preference than a great school system, vibrant centers of entertainment and culture, and affordable and convenient transportation choices.[30]

Youth – Generation Z

In her 2012 *Parks and Recreation* magazine article, Emilyn Sheffield also noted that the proportion of youth now is smaller than in the past, but still essential to our future. As of the 2010 Census, the age group under age 18 formed about a quarter of the U.S. population. Nationwide, nearly half of the youth population is ethnically diverse and 25 percent is Hispanic. 28 percent of City of Wilsonville population were members of Generation Z, making this age group the most populous in City of Wilsonville. Characteristics cited for Generation Z, the youth of today, include:[31]

- The most obvious characteristic for Generation Z is the pervasive use of technology.
- Generation Z members live their lives online and they love sharing both the intimate and mundane details of life.
- They tend to be acutely aware that they live in a pluralistic society and tend to embrace diversity.
- Generation Z'ers tend to be independent. They don't wait for their parents to teach them things or tell them how to make decisions.

With regard to physical activity, a 2013 article published by academics at Georgia Southern University noted that the prevalence of obesity in Generation Z (which they describe as individuals born since the year 2000) is triple that of Generation Xers (born between 1965 and 1979). It suggests that due to increased use of technology, Generation Z spends more time indoors, is less physically active, and more obese compared to previous generations. The researchers noted that Generation Z seeks social support from peers more so than any previous generation. This is the most competent generation from a technological standpoint, but Generation Z'ers tend to fear, and often struggle with, some basic physical activities.

[29] "Sneakernomics: How The 'Outdoor' Industry Became The 'Outside' Industry," *Forbes,* September 21, 2015, http://www.forbes.com/sites/mattpowell/2015/09/21/sneakernomics-how-the-outdoor-industry-became-the-outside-industry/2/#50958385e34d, accessed May 2016

[30] American Planning Association, "Investing in Place: Two generation's view on the future of communities: millennials, Boomers, and new directions for planning and economic development," https://www.planning.org/policy/polls/investing, accessed May 2015

[31] Alexandra Levit, "Make Way for Generation Z," *New York Times*, March 28, 2015, http://www.nytimes.com/2015/03/29/jobs/make-way-for-generation-z.html, accessed May 2016

Multiculturalism
Our country is becoming increasingly racially and ethnically diverse. In May 2012, the U.S. Census Bureau announced that non-white babies now account for the majority of births in the United States. "This is an important tipping point," said William H. Frey,[32] the senior demographer at the Brookings Institution, describing the shift as a "transformation from a mostly white Baby Boomer culture to the more globalized, multi-ethnic country that we are becoming." Cultural and ethnic diversity adds a unique flavor to communities expressed through distinct neighborhoods, multicultural learning environments, restaurants, places of worship, museums, and nightlife. [33]

As the recreation field continues to function within a more diverse society, race and ethnicity will become increasingly important in every aspect of the profession. More than ever, recreation professionals will be expected to work with, and have significant knowledge and understanding of, individuals from many cultural, racial, and ethnic backgrounds.

- **Outdoor participation varies by ethnicity**: Participation in outdoor activities is higher among Caucasians than any other ethnicity and lowest among African Americans in nearly all age groups.
- **Lack of interest reason for not participating:** When asked why they did not participate in outdoor activities more often, the number one reason given by people of all ethnicities and races was because they were not interested.
- **Most popular outdoor activities:** Biking, running, fishing, and camping were the most popular outdoor activities for all Americans, with each ethnic/racial group participating in each in varying degrees.

Recreational Preferences among Ethnic/Racial Groups (Self-Identifying):

Nationwide participation in outdoor sports in 2013 was highest among Caucasians in all age groups and lowest among African Americans, according to the 2014 "Outdoor Recreation Participation Report"[34] The biggest difference in participation rates was between Caucasian and African American adolescents, with 65 percent of Caucasians ages 13 to 17 participating and only 42 percent of African Americans in this age range participating.

Asian Americans
Research about outdoor recreation among Asian Americans in the San Francisco Bay Area (Chinese, Japanese, Korean, and Filipino)[35] found significant differences among the four groups concerning the degree of linguistic acculturation (preferred language spoken in various communication media). The research suggests that communications related to recreation and natural resource management should appear in ethnic media, but the results also suggest that Asian Americans should not be viewed as homogeneous with regard to recreation-related issues.

[32] Adam Serwer, "The End of White America," *Mother Jones,* http://www.motherjones.com/kevin-drum/2012/05/end-white-america, May 17, 2012.
[33] Baldwin Ellis, "The Effects of Culture & Diversity on America," http://www.ehow.com/facts_5512569_effects-culture-diversity-america.html, accessed on Sept. 20, 2012.
[34] *Outdoor Recreation Participation Report 2014*, Outdoor Foundation, 2014.
[35] P.L. Winter, W.C. Jeong, G.C. Godbey, "Outdoor Recreation among Asian Americans: A Case Study of San Francisco Bay Area Residents," *Journal of Park and Recreation Administration*, 2004.

Another study[36] found that technology use for finding outdoor recreation opportunities is highest among Asian/Pacific Islander populations. Over 60 percent of these populations use stationary or mobile technology in making decisions regarding outdoor recreation.

According to the 2014 "Outdoor Recreation Participation Report," the most popular outdoor activities among Asian/Pacific Islanders are running/jogging and trail running (24%); hiking (15%); road, mountain, and BMX biking (14%); camping (car, backyard, backpacking, and RV) (11%); and fishing (freshwater, saltwater, and fly) (10%).

Caucasians
According to the 2014 "Outdoor Recreation Participation Report," the most popular outdoor activities among Caucasians are running/jogging and trail running (19%); fishing (freshwater, saltwater, and fly) (18%); road, mountain, and BMX biking (17%); camping (car, backyard, backpacking, and RV) (16%); and hiking (14%).

Hispanic Trends
The population of Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person's parents or ancestors before arriving in the United States. In the U.S. census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. In the United States, the Hispanic population increased by 43 percent over the last decade, compared to five percent for the non-Hispanic population, and accounted for more than half of all the population growth. According to Emilyn Sheffield, the growing racial and ethnic diversity is particularly important to recreation and leisure service providers, as family and individual recreation patterns and preferences are strongly shaped by cultural influences.[37]

Participation in outdoor sports among youth and young adults (ages 6-24) who identify as Hispanic was at 10 percent nationwide in 2014, according to the 2014 "Outdoor Recreation Participation Report."[38] Those who do get outdoors, however, participate more frequently than other outdoor participants, with an average of 47 outings per year. Hispanic youth between ages 13 and 17 are the most likely age group to participate in outdoor recreation, in the Hispanic demographic, followed closely by those in the 25-44 age range. The most popular outdoor activities among Hispanics are running and jogging (24%); road, mountain, and BMX biking (15%); fishing (freshwater, saltwater, and fly) (14%); camping (car, backyard, and RV) (13%); and hiking (9%).

Multiculturalism and Marketing
Today the marketplace for consumers has dramatically evolved in the United States from a largely Anglo demographic, to the reality that the United States has shifted to a large minority consumer base known as "new majority."

[36] Harry Zinne and Alan Graefe, "Emerging Adults and the Future of Wild Nature," *International Journal of Wildness*, December 2007.
[37] Emilyn Sheffield, "Five Trends Shaping Tomorrow Today," *Parks and Recreation*, July 2012, p. 16-17.
[38] Outdoor Recreation Participation Report 2014

The San Jose Group, a consortium of marketing communications companies specializing in reaching Hispanic and non-Hispanic markets of the United States, suggests that today's multicultural population of the United States, or the "new majority," is 107.6 million, which translates to about 35.1 percent of the country's total population. The United States' multicultural population alone could essentially be the twelfth largest country in the world.[39] Parks and recreation trends in marketing leisure services continue to emerge and should be taken into consideration in all planning efforts, as different cultures respond differently to marketing techniques.

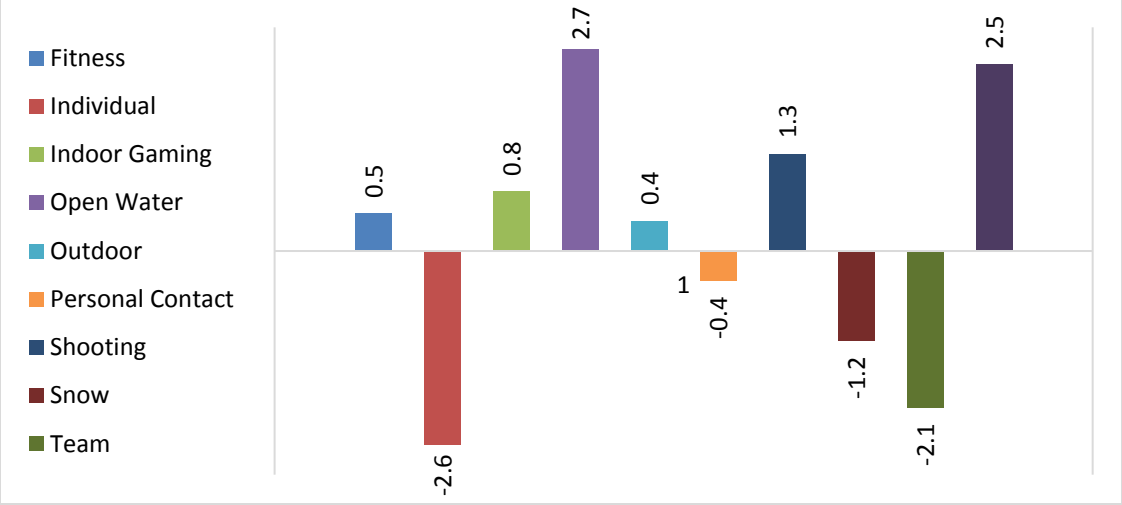
National Trends in Participation, Facilities and Programs

General Sports and Recreation Participation Trends

The National Sporting Goods Association (NSGA) statistical survey on sports participation in the United States 2015 edition tracked participation in 54 different sports and activities for 2014. A summary of the survey results are noted in ***Figure 28,*** with several highlights noted below:[40]

- Participation increased in 33 sports and activities in 2014 over the previous year. In 2013 roughly half that number (17) of sports and activities saw increased participation.
- Open water sports saw the highest percentage increase (2.7%) in terms of number of participants. The increase was attributed to growth in popularity of boating (motor/power boat), canoeing, and kayaking.
- Individual sports and activities experienced the highest decrease in participation, falling 2.6 percent in 2014 compared to the previous year. The decrease was attributed to a decline in participation in bowling, golf, and tennis.

Figure 28: Changes in Sport Activity Participation 2013 to 2014



Source: National Sporting Goods Association, Sports participation in the United States 2015

[39] "SJG Multicultural Facts & Trends," San Jose Group, http://blog.thesanjosegroup.com/?p=275, posted October 25, 2010.
[40] National Sporting Goods Association, "2015 Sport/Recreation Activity Participation Report," http://www.nsga.org, accessed May 2016

Longer term data from National Sporting Goods Association show that despite minor downturns in participation in some activities over past year, over the past decade participation in individual sports increased, especially in aerobic exercising, exercise walking, exercising with equipment, hiking, kayaking, running/jogging, and yoga. ***Table 24*** illustrates the change in participation for selected activities between 2005 and 2014.[41]

Table 24: 2005-2014 History of Sports Participation (in millions)

Sport	2005	2007	2009	2011	2013	2014
Aerobic Exercising	33.7	34.8	33.2	42.0	44.1	44.2
Backpack/Wilderness Camping	13.3	13.0	12.3	11.6	12.2	12.0
Basketball	29.9	24.1	24.4	26.1	25.5	23.7
Bicycle Riding	43.1	37.4	38.1	39.1	35.6	35.6
Camping (Vacation/Overnight)	46.0	47.5	50.9	42.8	39.3	39.5
Canoeing	N/A	N/A	N/A	N/A	6.7	7.3
Exercise Walking	86.0	89.8	93.4	97.1	96.3	104.3
Exercising with Equipment	54.2	52.9	57.2	55.5	53.1	55.1
Hiking	29.8	28.6	34.0	39.1	39.4	41.1
Kayaking	N/A	5.9	4.9	7.1	8.1	9.0
Mountain Biking (off road)	9.2	9.3	8.4	6.0	5.2	5.4
Running/Jogging	29.2	30.4	32.2	38.7	42.0	43.0
Swimming	58.0	52.3	50.2	46.0	45.5	45.9
Yoga	N/A	10.7	15.7	21.6	25.9	29.2

Source: National Sporting Goods Association

The Sports & Fitness Industry Association (SFIA) reports annually on sports, fitness, and leisure activities in the United States. The following findings were highlighted in the 2016 report:[42]

- An estimated 28 percent of American were inactive, but slightly more were active to a healthy level.
- Overall participation in sports, fitness, and related physical activities fluctuated in recent years with increased team, winter, water, and fitness sports participation. Racquet and outdoor sports participation remained flat in 2015, while individual sports declined slightly.
- Participation in team sports increased the most in 2015, including at least a four percent increase in baseball, cheerleading, ice hockey, lacrosse, rugby, indoor soccer, team swimming, and flag and tackle football. Correspondingly, 43 percent of parents reported an increase in spending on team sports at school in 2015.

Aquatics/Water Recreation Trends

According to the National Sporting Goods Association (NSGA), swimming ranked third nationwide in terms of participation in 2014.[43] Nationally, there is an increasing trend toward indoor leisure and therapeutic pools. Swimming for fitness is the top aspirational activity for "inactives" in all age groups, according to the Sports & Fitness Industry Association (SFIA) 2016 "Sports, Fitness and Leisure Activities Topline Participation Report," representing a significant opportunity to engage inactive populations.

[41] National Sporting Goods Association, "Historical Sports Participation 2015 Report," https://www.nsga.org/research/nsga-research-offerings/sports-participation-historical-file-2015, accessed April 2016
[42] Sports and Fitness Industry Association, *2016 Sports, Fitness and Leisure Activities Topline Participation Report*
[43] "2014 Participation – Ranked by Total," National Sporting Goods Association, 2015.

Additional indoor and outdoor amenities like interactive water features are becoming increasingly popular as well. In some cities and counties spray pools are popular in the summer months and turn into ice rinks in the winter months. In this maturing market, communities are looking for atmosphere, an extension of surroundings either natural or built. Communities are also concerned about water quality and well as conservation. Interactive fountains are a popular alternative, as they are ADA-compliant and low maintenance. Trends in architectural design for splash parks can be found in *Recreation Management* magazine articles in 2014 and 2015.[44]

The Outdoor Foundation's 2015 "Outdoor Recreation Participation Topline Report" provided nationwide trends for various outdoor activities, including the following water recreation activities: board sailing/windsurfing, canoeing, fishing, kayaking, rafting, sailing, stand-up paddle boarding, and wakeboarding (***Table 24***). Among water recreation activities, stand-up paddle boarding had the largest increase in participation from 2012 to 2014 (30.5% increase) followed by several varieties of the kayaking experience: kayak fishing (20.1% increase) and whitewater kayaking (15.1% increase). Fly fishing participation went up, while other fishing activities went down in the same time period. Sailing participation increased somewhat, while rafting and wakeboarding participation went down.[45]

Dog Parks

Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities over the past three years. There was a 34 percent increase in dog parks between 2005 and 2010 in the 10 largest U.S. Cities. They help build a sense of community and can draw potential new community members and tourists traveling with pets.[46]

In 2014, a new association was formed dedicated to providing informational resources for starting and maintaining dog parks, the National Dog Park Association. *Recreation Management* magazine[47] suggests that dog parks can represent a relatively low-cost way to provide an oft-visited a popular community amenity. Dog parks can be as simple as a gated area, or more elaborate with "designed-for-dogs" amenities like water fountains, agility equipment, and pet wash stations, to name a few. Even interactive water features are being designed just for dogs. Dog parks are also places for people to meet new friends and enjoy the outdoors.

The best dog parks cater to people with design features for their comfort and pleasure, but also with creative programming.[48] Amenities in an ideal dog park might include the following:

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

[44] Dawn Klingensmith "Make a splash: Spraygrounds Get (Even More) Creative," *Recreation Management*, April 2014 (and April 2015 updates). (http://recmanagement.com/feature_print.php?fid=201404fe01).
[45] *Outdoor Recreation Participation Topline Report 2015*, Outdoor Foundation, 2015.
[46] Joe Bush, "Tour-Legged-Friendly Parks, *Recreation Management*, February 2, 2016.
[47] Emily Tipping, "2014 State of the Industry Report, Trends in Parks and Recreation," *Recreation Management*, June 2014.
[48] Dawn Klingensmith "Gone to the Dogs: Design and Manage an Effective Off-Leash Area," *Recreation Management*, March 2014. (http://recmanagement.com/feature_print.php?fid=201403fe02).

Fitness Programming

Fitness programming and popularity of various activities has significantly evolved over the past 15 years. The American College of Sports Medicine (ACSM) *Health and Fitness Journal* has conducted annual surveys since 2007 to gauge trends that would help inform the creation of standards for health and fitness programming. ***Table 25*** illustrates survey results that focus on trends in the commercial, corporate, clinical, and community health and fitness industry in 2015. Some trends first identified in 2007 have remained popular year after year while other activities and associated programs were widely popular for short durations. For example, Zumba was a top 10 fitness trend/activity in 2012 but quickly declined in popularity. Two years later, in 2014, it failed to register in the top 20 fitness trends/activities. Body weight training appeared and high-intensity interval training are currently highly popular. Fitness programs for older adults have remained highly desirable activities for nearly a decade.[49]

Table 25: Top 10 National Fitness Trends for 2015 Compared to 2007

2007	Trends for 2015
1. Children and obesity	1. Body weight training
2. Fitness programs for older adults	2. High-intensity interval training
3. Educated and experienced fitness professionals	3. Educated and experienced fitness professionals
4. Functional fitness	4. Strength training
5. Core training	5. Personal training
6. Strength training	6. Exercise and weight loss
7. Personal training	7. Yoga
8. Mind/body exercise	8. Fitness programs for older adults
9. Exercise and weight loss	9. Functional fitness
10. Outcome measurements	10. Group personal training

Source: American College of Sports Medicine

Older Adults and Senior Programming

Many older adults and seniors are choosing to maintain active lifestyles and recognize the health benefits of regular physical activities. With the large number of adults in these age cohorts, many communities have found a need to offer more programming, activities, and facilities that support the active lifestyle this generation desire. Public parks and recreation agencies are increasingly expected to be significant providers of such services and facilities. The American Academy of Sports Medicine issues a yearly survey of the top 20 fitness trends.[50] It ranks senior fitness programs eighth among most popular fitness trends for 2015. Programs including Silver Sneakers, a freestyle low-impact cardio class, and water aerobics are becoming increasingly popular as more Americans are realizing the many benefits of staying active throughout life. According to the National Sporting Goods Association, popular senior programming trends include hiking, birding, and swimming.

[49] Walter R. Thompson, "Worldwide Survey of Fitness Trends for 2012," Health & Fitness Journal, American College of Sports Medicine, 2011.
[50] American College of Sports Medicine, "Survey Predicts Top 20 Fitness Trends for 2015," http://www.acsm.org/about-acsm/media-room/news-releases/2014/10/24/survey-predicts-top-20-fitness-trends-for-2015, accessed January 2015.

Festivals and Events

In the context of urban development, from the early 1980s, there has been a process that can be characterized as "festivalization," which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of "cultural experience."

The success rate for festivals should not be evaluated simplistically solely on the basis of profit (sales), prestige (media profile), or size (numbers of events). Research by the European Festival Research Project (EFRP)[51] indicates there is evidence of local and city government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives, often defined very narrowly (sales, jobs, tourists, etc.). There is also a growing number of smaller, more local, community-based festivals and events in communities, most often supported by local councils that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers. These community-based festivals often will re-claim cultural ground based on their social, educational, and participative value. For more information on the values of festivals and events, see the CRC Sustainable Tourism research guide[52] on this topic.

In 2014, festivals grew in popularity as economic drivers and urban brand builders. Chad Kaydo describes the phenomenon in the January 2014 issue of *Governing* magazine: "Municipal officials and entrepreneurs see the power of cultural festivals, innovation-focused business conferences and the like as a way to spur short-term tourism while shaping an image of the host city as a cool, dynamic location where companies and citizens in modern, creative industries can thrive."[53] Examples of successful festivals include:

- South by Southwest (SXSW) – This annual music, film, and digital conference and festival in Austin, Texas, is a leading example. Launched in 1987, the festival's economic impact has grown steadily over recent years. In 2007, it netted $95 million for Austin's economy. In 2013, the event topped $218 million.
- Coachella Valley Music and Arts Festival in California – This two-week cultural event draws big-name bands, music fans, and marketers, attracting 80,000 people per day.
- First City Festival in Monterey, California – Private producer, Goldenvoice, launched this smaller music event in August 2013 with marketing support from the Monterey County Convention and Visitors Bureau, drawing on the city's history as host of the Monterey Jazz Festival. Adding carnival rides and local art, furniture and clothing vendors to the live music performances, the event drew 11,000 attendees each of its two days.

[51] EFRP is an international consortium seeking to understand the current explosion of festivals and its implications and perspective. http://www.efa-aef.eu/en/activities/efrp/, accessed October 2012.
[52] Ben Janeczko, Trevor Mules, Brent Ritchie, "Estimating the Economic Impacts of Festivals and Events: A Research Guide," Cooperative Research Centre for Sustainable Tourism, 2002, http://www.sustainabletourismonline.com/1005/events/estimating-the-economic-impacts-of-festivals-and-events-a-research-guide, accessed October 2012.
[53] Chad Kaydo, "Cities Create Music, Cultural Festivals to Make Money," *Governing*, January 2014, http://www.governing.com/topics/finance/gov-cities-create-mucis-festivals.html.

There is much to be learned about trends and expectations each year in order to make the most of each event. FestivalsandFairs.Net,[54] an online festival resource, listed the following 2011 trends:

- How the Economy Affects You – No matter what, the economy is always a factor. In 2012, people hoped to find gifts for themselves or loved ones at prices they could easily afford, suggesting that finding ways to making crafts cost a bit less can help pass the savings on to customers.
- "'Tis the Season" – people prefer to put their money toward things that have a definite purpose, such as Christmas decorations or display items that can be used throughout the entire autumn season.
- Keep it Simple and Professional – keeping displays simple and well organized is appealing to customers.
- Arts – A variety of art offerings such as music, cultural arts, scrapbooking, jewelry, and digital art, are trends to watch.

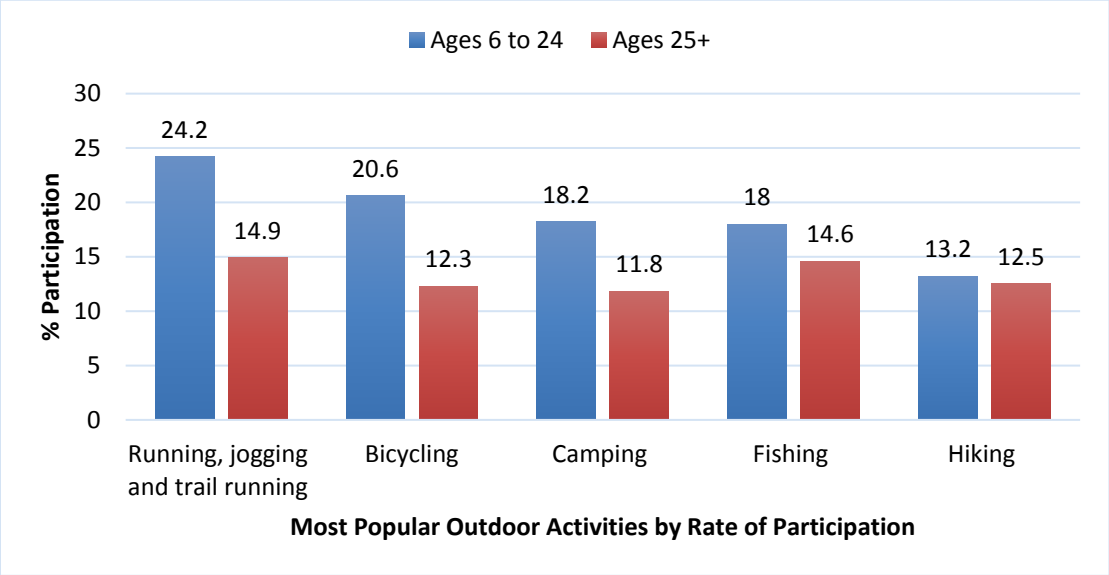
Outdoor Recreation Participation Trends

- In 2015, 48.4 percent of Americans ages 6 and older participated in at least one outdoor activity. This equated to 142. 4 million Americans who went on a collective 11.7 billion outdoor recreation outings.
- Between 2012 and 2015, the outdoor activities that saw the greatest percentage increase in participants were stand up paddle boarding, triathlon (traditional/road), kayak fishing, triathlon (non-traditional/off-road), and trail running.
- Youth and young adult participation in outdoor recreation in 2015 was estimated to be:
    - 63 percent – ages 6 to 12
    - 59 percent – ages 13 to 17
    - 57 percent – ages 18 to 24
- Adult participation in outdoor recreation in 2015 was estimated to be:
    - 56 percent – ages 25 to 44
    - 37 percent – ages 45 and over

Figures 29, 30, and 31 summarize findings of the 2016 "Outdoor Recreation Participation Topline Report" for the most popular (by participation rate) and favorite (by frequency of participation) outdoor activities for youth and young adults ages 6-24, and adults over the age of 25 nationwide in 2015.

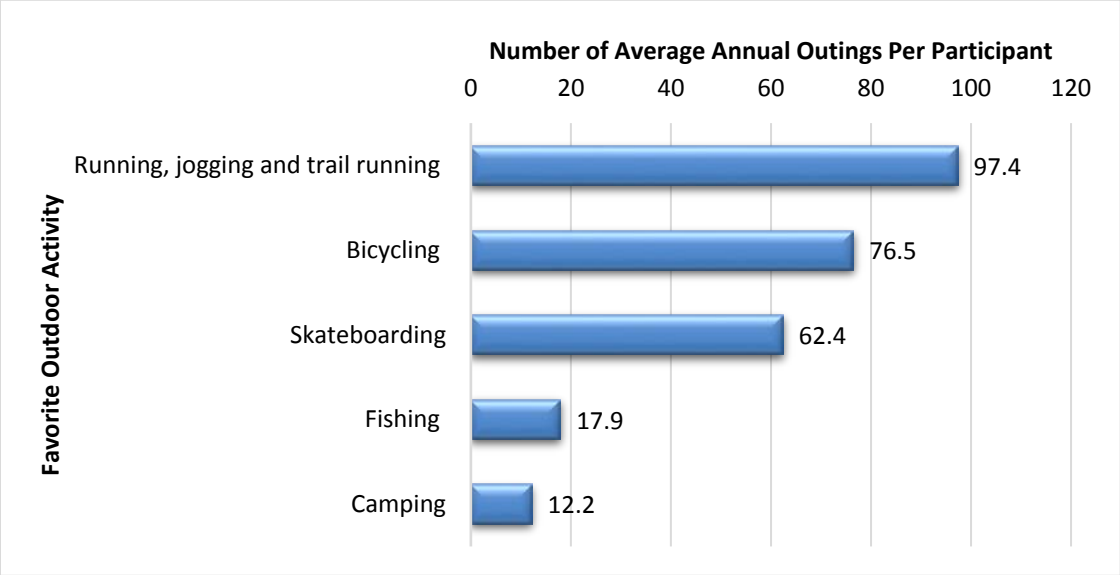
[54] "2011 Fairs and Festival Trends," <http://www.fairsandfestivals.net, February 2011>, accessed August 28, 2012.

Figure 29: Most Popular Outdoor Activities by Rate of Participation



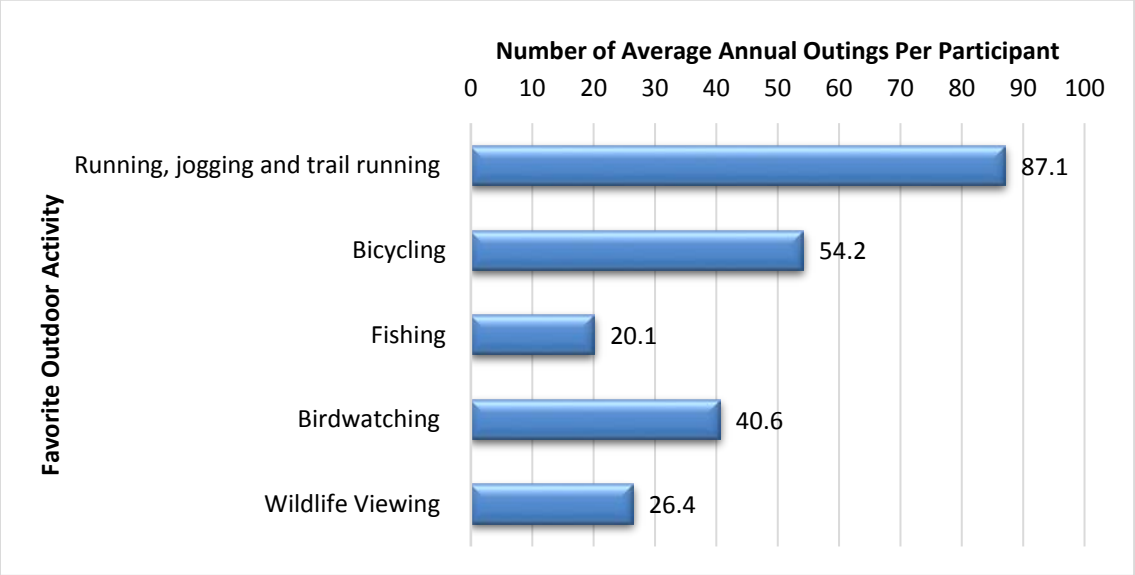
Source: 2016 Outdoor Recreation Participation Topline Report

Figure 30: Favorite Outdoor Activities by Frequency of Participation among Youths and Young Adults (Ages 6 to 24)



Source: 2016 Outdoor Recreation Participation Topline Report

Figure 31: Favorite Outdoor Activities by Frequency of Participation among Adults (Age 25+)



Source: 2016 Outdoor Recreation Participation Topline Report

Public Recreation Facilities Trends

According to *Recreation Management* magazine's 2015 "State of the Industry Report,"[55] national trends show an increased user-base of recreation facilities (private and public). Additionally, parks and recreation providers indicated that the average age of their community recreation facilities is 26.4 years. To meet the growing demand for recreational facilities, a majority of the parks and recreation providers who responded to the survey (72.6%) reported that they plan to build new facilities or renovate and/or expand existing facilities over the next three years. Additionally, the 2015 "State of the Industry Report" notes that the average planned capital improvement budget for parks and recreation departments increased slightly from an average of $3,795,000 in 2014 to an average of $3,880,000 in 2015. The Report further indicated that the top 10 park features planned for construction in the near future were likely to include:

- Splash play areas
- Playgrounds
- Dog parks
- Fitness trails and outdoor fitness equipment
- Hiking and walking trails
- Bike trails
- Park restroom structures
- Park structures such as shelters and gazebos
- Synthetic turf sports fields
- Wi-Fi services

[55] Emily Tipping, "2015 State of the Industry Report, State of the Managed Recreation Industry," *Recreation Management*, June 2015.

An additional national trend is toward the construction of "one-stop" indoor recreation facilities to serve all age groups. These facilities are typically large, multipurpose regional centers that have been observed to help increase operational cost recovery, promote user retention, and encourage cross-use. Parks and recreation agencies across the United States are generally working toward increasing revenue production and cost recovery. Providing multiuse space and flexibility in facilities versus single, specialized spaces is a trend, offering programming opportunities as well as free-play opportunities. "One-stop" facilities often attract young families, teens, and adults of all ages.

Parks and Recreational Programming Trends

According to *Recreation Management* magazine's 2015 "State of the Industry Report,"[56] the most common programs offered by parks and recreation survey respondents included: holiday events and other special events (79.6%); youth sports teams (68.9%); day camps and summer camps (64.2%); educational programs (63.8%); adult sports teams (63.4%); arts and crafts (61.6%); programs for active older adults (56.2%); fitness programs (55%); sports tournaments and races (55%); and sports training such as golf or tennis instruction (53.8%).

About one-third (35.7%) of parks and recreation respondents indicated that they are planning to add programs at their facilities over the next three years. Per *Recreation Management* magazine's 2015 "State of the Industry Report," the 10 most common types of additional programming planned for 2015/2016 included:

- Environmental education programs
- Mind-body/balance programs such as yoga and tai chi
- Fitness programs
- Educational programs
- Programs for active older adults
- Teen programming
- Holidays and special events
- Day camps and summer camps
- Adult sports teams
- Water sports such as canoeing and kayaking

Healthy Lifestyle Trends

Active Transportation – Bicycling and Walking

In many surveys and studies on participation in recreational activities, walking, running, jogging, and cycling are nearly universally rated as the most popular activities among youth and adults. Walking, jogging, and running are often the most highly participated in recreational activity, and cycling often ranks as the second or third most popular activity. These activities are attractive, as they require little equipment, or financial investment, to get started and are open to participation to nearly all segments of the population. For these reasons, participation in these activities are often promoted as a means of spurring physical activity, and increasing public health.

[56] Emily Tipping, "2015 State of the Industry Report, Trends in Parks and Recreation," *Recreation Management*, June 2015.

The design of a community's infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety, and higher levels of physical activity. Increasing bicycling and walking in a community can have a major impact on improving public health and life expectancy. The following trends as well as health and economic indicators are pulled from the Alliance for Biking and Walking's 2012 and 2014 Benchmarking Reports:

- Public health trends related to bicycling and walking include:
  - Quantified health benefits of active transportation can outweigh any risks associated with the activities by as much as 77 to 1, and add more years to our lives than are lost from inhaled air pollution and traffic injuries.
  - Between 1966 and 2009, the number of children who bicycled or walked to school fell 75 percent, while the percentage of obese children rose 276 percent.
  - Bicycling to work significantly reduces absenteeism due to illness. Regular bicyclists took 7.4 sick days per year, while non-bicyclists took 8.7 sick days per year.

- Economic benefits of bicycling and walking include:
  - Bicycling and walking projects create 8–12 jobs per $1 million spent, compared to just 7 jobs created per $1 million spent on highway projects.
  - Cost benefit analyses show that up to $11.80 in benefits can be gained for every $1 invested in bicycling and walking.

- National bicycling trends:
  - There has been a gradual trend of increasing bicycling and walking to work since 2005.
  - Infrastructure to support biking communities is becoming more commonly funded in communities.
  - Bike share systems, making bicycles available to the public for low-cost, short-term use, have been sweeping the nation since 2010. Twenty of the most populous U.S. cities have a functional bike share system.
  - Bicycle-friendly communities have been emerging over the last 10 years. In addition to being a popular recreational activity, cycling has become a desirable, regular mode of transportation as people consider the costs and challenges of commuting by car or public transportation, their desire for better health, and concern for the environment.
  - The Alliance for Biking and Walking published its "Bicycling and Walking in the United States: 2014 Benchmarking Report,"57 updating its 2012 Benchmarking Report. The Report shows that increasing bicycling and walking are goals that are clearly in the public interest. Where bicycling and walking levels are higher, obesity, high blood pressure, and diabetes levels are lower.

[57] Alliance for Biking and Walking, 2014 "Benchmarking Report," http://www.bikewalkalliance.org/download-the-2014-benchmarking-report, accessed January 2015

The Institute for Transportation & Development Policy published an updated "Standard for Transportation Oriented Design" in March 2014, with accessible performance objectives and metrics, to help municipalities, developers, and local residents design land use and built environment "to support, facilitate, and prioritize not only the use of public transport, but the most basic modes of transport, walking and cycling." The TOD Standard, along with its performance objectives and scoring metrics, can be found at https://www.itdp.org/tod-standard/.[58]

Health and Obesity

According to the Center for Disease Control and Prevention (CDC), obesity continues to be a serious issue in America, growing at an epidemic rate—almost tripling since 1990. Overall, more than one-third (35.7%) of adults and 17 percent of children in the United States are obese.[59] These statistics illustrate the importance of intervention and curbing of the epidemic in youth. As obesity in the United States continues to be a topic of interest for legislators and our government, there continues to be research suggesting that activity levels are stagnant among all age groups. For example, the CDC has reported that:

- Only 25 percent of adults and 27 percent of youth (grades 9-12) engage in recommended levels of physical activity.
- Fifty-nine percent (59%) of American adults are sedentary.
- Children nationally spend 4.5 – 8 hours daily (30-56 hours per week) in front of a screen (television, computer, or other electronic device).

Trails and Health

Trails can provide a wide variety of opportunities for being physically active, such as walking/running/hiking, rollerblading, wheelchair recreation, bicycling, cross-country skiing and snowshoeing, fishing, hunting, and horseback riding. Trails and community pathways are a significant recreational and alternative transportation infrastructure, but are most effective in increasing public health when they are part of a system. In fact, the Centers for Disease Control and Prevention's Trails for Health Initiative[60] concluded that a connected system of trails increases the level of physical activity in a community. Several groups, including American Trails have created resources explaining the many benefits of trails: http://www.americantrails.org/resources/benefits.

The health benefits are equally as high for trails in urban neighborhoods as for those in state or national parks. A trail in the neighborhood, creating a "linear park," makes it easier for people to incorporate exercise into their daily routines, whether for recreation or non-motorized transportation. Urban trails need to connect people to places they want to go, such as schools, transit centers, businesses, and neighborhoods.[61]

[58]Institute for Transportation & Development Policy, "TOD Standard, Version 2.1," March 2014, https://www.itdp.org/tod-standard/

[59] Center for Disease Control and Prevention, "Obesity and Overweight – Facts," http://www.cdc.gov/obesity/data/facts.html, accessed on October 3, 2012.

[60] Centers for Disease Control and Prevention, "Guide to Community Preventive Services," http://www.thecommunityguide.org/index.html

[61] National Trails Training Partnership, "Health Community: What you should know about trail building," http://www.americantrails.org/resources/health/healthcombuild.html, accessed May 2016

Walk with a Doc

Also popping up in parks around the country are "Walk with a Doc" programs. These programs encourage people to join others in a public park to learn about an important health topic, get a health assessment, e.g. blood pressure and to take a healthy walk along a scenic trail, led by a physician, cardiologist, or pediatrician. This is a great way to make the important connection between people, parks, and physical and mental health. Cardiologist Dr. David Sabgir created this doctor-patient interactive program in 2004. With physicians "walking the talk," the programs are getting people out in the parks, engaging in healthy physical activity, and reversing the consequences of a sedentary lifestyle "in order to improve the health and well-being of the country."[62]

Shade Structures – Solar Relief

Communities around the country are considering adding shade structures as well as shade trees to their parks, playgrounds, and pools, as "a weapon against cancer and against childhood obesity,"[63] both to reduce future cancer risk and promote exercise among children. A 2005 study found that melanoma rates in people under 20 rose three percent a year between 1973 and 2001, possibly due to a thinning of the ozone layer in the atmosphere. It is recommended that children seek shade between 10 a.m. and 4 p.m., but with so little shade available, kids have nowhere to go. Additionally, without adequate shade, many play areas are simply too hot to be inviting to children. On sunny days, the playground equipment is hot enough to scald the hands of would-be users.

Trees would help provide protection, as tree leaves absorb about 95 percent of ultraviolet radiation, but they take a decade or more to grow large enough to make a difference. As such, many communities are building shade structures instead. The non-profit Shade Foundation of American is a good resource for information about shade and shade structures, www.shadefoundation.org.

Natural Environments and Open Space - Economic & Health Benefits of Parks

There are numerous economic and health benefits of parks, including the following:

- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- Research from the University of Illinois shows that trees, parks, and green spaces have a profound impact on people's health and mental outlook.[64]
- US Forest Service research indicates that when the economic benefits produced by trees are assessed, the total value can be two to six times the cost for tree planting and care.[65]
- Fifty percent (50%) of Americans regard outdoor activities as their main source of exercise.[66]

[62] "Does your Doctor Walk the Walk," http://flowalking.com/2012/01/does-your-doctor-walk-the-walk/; http://www.walkwithadoc.org/who-we-are/walk-information/, accessed September 13, 2012.
[63] Liz Szabo, "Shade: A weapon against skin cancer, childhood obesity," *USA Today*, June 30, 2011, www.usatoday.30.usatoday.com/news/health/wellness/story/2011/06/Shade-serves-as-a –weapon-against-skin-cancer-childhood-obesity/48965070/1, accessed May 2015
[64] F.E. Kuo, "Environment and Crime in the Inner City: Does Vegetation Reduce Crime?" *Environment and Behavior*, Volume 33, pp 343-367.
[65] Nowak, David J., "Benefits of Community Trees," (Brooklyn Trees, USDA Forest Service General Technical Report, in review).
[66] "Outdoor Recreation Participation Report 2010," Outdoor Foundation, 2010.

The Trust for Public Land has published a report titled: "The Benefits of Parks: Why America Needs More City Parks and Open Space." The report makes the following observations about the health, economic, environmental, and social benefits of parks and open space:[67]

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and psychological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Researchers have long touted the benefits of outdoor exercise. According to a study published in the *Journal of Environmental Science and Technology* by the University of Essex in the United Kingdom, "as little as five minutes of green exercise improves both mood and self-esteem."[68] A new trend started in China as they prepared to host the 2008 Summer Olympics. Their aim was to promote a society that promotes physical fitness and reaps the benefits of outdoor exercise by working out on outdoor fitness equipment.

The United States is now catching up on this trend, as parks and recreation departments have begun installing "outdoor gyms." Equipment that can be found in these outdoor gyms is comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc. With no additional equipment such as weights and resistance bands, the equipment is fairly easy to install. Outdoor fitness equipment provides a new opportunity for parks and recreation departments to increase the health of their communities, while offering them the opportunity to exercise outdoors. Such equipment can increase the usage of parks, trails, and other outdoor amenities while helping to fight the obesity epidemic and increase the community's interaction with nature.

Selected Sports and Recreation Trends

Trail Recreation and Cycling Trends

The 2016 "Outdoor Recreation Participation Topline Report" indicates a positive three-year trend for trail activities and BMX biking, as shown on ***Table 26.*** Additionally, participation in trail running and BMX biking is up significantly over the recent three-year period. On-road bicycling and running/jogging experienced slight declines in participation from 2013 through 2015.

[67] Paul M. Sherer, "The Benefits of Parks: Why America Needs More City Parks and Open Space," The Trust for Public Land, San Francisco, CA, 2006.
[68] Cited in: Sally Russell, "Nature Break: Five Minutes of Green Nurture," Green Nurture Blog, http://blog.greennurture.com/tag/journal-of-environmental-science-and-technology, Accessed on November 14, 2012.

Table 26: Cycling and Trail Recreation Participation by Activity (Ages 6+)

	2010	2011	2012	2013	2014	2015	3 Year Average Change
BMX Bicycling	2,369	1,547	2,175	2,168	2,350	2,690	7.5%
Bicycling (Mountain/Non-Paved Surface)	7,161	6,816	7,714	8,542	8,044	8,316	2.8%
Bicycling (Road/Paved Surface)	39,320	40,349	39,232	40,888	39,725	38,280	-0.8%
Hiking (Day)	32,496	34,491	34,545	34,378	36,222	37,232	2.6%
Running/Jogging	50,713	52,187	54,188	51,127	49,408	48,496	-2.3%
Trail Running	5,136	5,610	6,003	6,792	7,531	8,139	10.7%

Source: 2016 Outdoor Recreation Participation Topline Report

Other Cycling Trends

- Bicycle touring is becoming a fast-growing trend around the world, including the United States and Canada. "Travelers are seeking out bike tours to stay active, minimize environmental impact, and experience diverse landscapes and City-scapes at a closer level."[69]
- Urban bike tours, popular in cycle-friendly cities in Europe, are taking hold in the United States as well. Bikes and Hikes LA, an eco-friendly bike and hike sightseeing company offers visitors the opportunity to "see LA City's great outdoors while getting a good workout." In New York, a hotel and a bike store are partnered to offer guests bicycles to explore the local area.[70]
- One of the newest trends in adventure cycling is riding "fat bikes," with tires up to five inches wide run that allow users to ride on surfaces not suitable for ordinary bicycles. Most fat bikes are used to ride on loose surface material such as snow, or sand, but they also work well on most rough terrain or just riding through the woods. This new style of bike offers unique opportunities to experience nature in ways that would not be possible otherwise.[71]

Water Recreation Facility Trends

According to the National Sporting Goods Association (NSGA), swimming ranked third nationwide among recreational activities in terms of participation in 2014.[72] Nationally, there is an increasing trend toward indoor leisure and therapeutic pools. Swimming for fitness is the top aspirational activity for inactive individuals in all age groups, according to the Sports & Fitness Industry Association (SFIA) 2016 "Sports, Fitness and Leisure Activities Topline Participation Report," it is an activity that could provide significant opportunity for engaging existing interested, but inactive, populations.

[69] Hope Nardini, "Bike Tourism a Rising Trend," *Ethic Traveler*, http://www.ethicaltraveler.org/2012/08/bike-tourism-a-rising-trend/, accessed March 2014
[70] Michelle Baran, "New Trend: Urban Bike Tours in Los Angeles and New York," *Budget Travel Blog*, http://www.budgettravel.com/blog/new-trend-urban-bike-tours-in-los-angeles-and-new-york,11772/, accessed March 2014
[71] Steven Pease, "Fat Bikes, How to Get the Most Out of Winter Cycling," *Minnesota Cycling Examiner*, http://www.examiner.com/article/fat-bikes-the-latest-trend-adventure-cycling, February 1, 2014.
[72] National Sporting Goods Association, "2014 Participation – Ranked by Total,"

Aquatic amenities such as interactive water features, shallow spray pools, and interactive fountains are becoming increasingly popular attractions in the summer months, and if designed for such, can be converted into ice rinks for the winter months. These features can also be designed to be ADA-compliant and are often cheaper alternatives to build and maintain when compared with the capital and maintenance costs of community swimming pools. Designs for these water features vary widely. More information on recent trends in the architectural design for splash parks can be found in *Recreation Management* magazine articles in 2014 and 2015.[73]

The Outdoor Industry Association's 2016 "Outdoor Recreation Participation Topline Report" included trends in a number of water-based, outdoor recreation activities, which are noted below in ***Table 27***. Among these recreation activities, stand-up paddle boarding had the largest increase in participation (25.7 percent) during the three year period between 2013 and 2015. During this time frame several varieties of the kayaking activities grew in popularity including kayak fishing (17.4 percent increase), and whitewater kayaking (10.3 percent increase). Fly fishing participation went up while other fishing activities went down in the same time period. Sailing participation increased somewhat, while rafting and wakeboarding participation went down.[74]

Table 27: Water Recreation Participation by Activity (in thousands) (6 years of age or older)

	2011	2012	2013	2014	2015	3 Year Average Change
Boardsailing/windsurfing	1,151	1,593	1,324	1,562	1,766	4.7 %
Canoeing	9,787	9,839	10,153	10,044	10,236	1.3%
Fishing (fly)	5,683	6,012	5,878	5,842	6,089	0.5%
Fishing (freshwater/ other)	38,868	39,135	37,796	37,821	37,682	-1.2%
Kayak fishing	1,201	1,409	1,798	2,074	2,265	17.4%
Kayaking (recreational)	8,229	8,144	8,716	8,855	9,499	5.3%
Kayaking (white water)	1,546	1,878	2,146	2,351	2,518	10.3%
Rafting	3,821	3,690	3,836	3,781	3,883	1.7%
Sailing	3,725	3,958	3,915	3,924	4,099	1.2%
Stand up Paddle Boarding	1,242	1,542	1,993	2,751	3,020	25.7%
Surfing	2,195	2,895	2,658	2,721	2,701	-2.2%
Wakeboarding	3,389	3,348	3,316	3,125	3,226	-1.2%

Source: Outdoor Foundation 2016 Outdoor Recreation Participation Topline Report

Youth Sports

The Sports & Fitness Industry Association (SFIA) produces a yearly report on sports, fitness, and leisure activities in the United States. The following findings regarding youth and sports were highlighted in the 2016 report:[75] In 2015 youth aged 6-16 (Generation Z) participation was highest for outdoor (62%), team (59%), and fitness sports (51%). Camping was a top interest for youth across the age spectrum, age 6-24.

[73] Dawn Klingensmith "Make a splash: Spraygrounds Get (Even More) Creative," *Recreation Management*, April 2014 (and April 2015 updates), http://recmanagement.com/feature_print.php?fid=201404fe01
[74] Outdoor Recreation Participation Topline Report 2016
[75] Sports and Fitness Industry Association, *2016 Sports, Fitness and Leisure Activities Topline Participation Report*, http://www.sfia.org/reports/all/.

In 2009, an article in *The Wall Street Journal* observed that at the end of the previous decade, lacrosse had become one of the country's fastest growing team sports. Participation in high-school lacrosse has almost doubled in the first decade of the century. An estimated 1.2 million Americans over age 7 played lacrosse in 2009.[76] A 2011 report, U.S. Trends in Team Sports, found that lacrosse and other niche team sports and volleyball are continuing to experience strong growth for youth and adults.[77]

Adult Sport Teams In and After the Work Place

Adult sports teams of all sorts, from competitive volleyball to local flag football teams to casual kickball, are becoming increasingly popular around the country, especially among Millennials (young adults from around 18 to early 30s) who grew up with a full extra-curricular schedule of team sports. While adult team sport participation is not limited to the Millennial generation by any means, a recent survey conducted on behalf of the Sports Fitness Industry Association (SFIA) found that Millennials are twice as likely as Generation Xers (born between 1965 and 1979) to participate in team sports as adults.[78] Adult team sports are attractive as ways to be social, get exercise, or just for something to do after work. Instead of the bar scene, this provides a more comfortable form of interaction for many.[79]

Sports teams in the work place are also a growing trend in the United States as companies look for new ways to keep their employees healthy and happy. The United States Tennis Association (USTA) promotes tennis in the work place, citing the following benefits:

- Developing team-building
- Creating leadership opportunities
- Increasing employee morale and overall health

A recent story on National Public Radio examined sports participation among adults in Finland.[80] Finland consistently makes the top-five list of "most physically active European countries" according to European Commission studies. There is a strong tradition of employers encouraging sports participation among their employees, which started about a century ago with the forest industry. These days, about 90 percent of employers provide some kind of support for their employee's physical activity. Finns say it is understood that healthy employees do better work.

[76] Evans and Trachtenberg, "Lacrosse Muscles Its Way West," *The Wall Street Journal*, May, 2009.
[77] SMGA, "2011 Preview: U.S. Trends in Team Sports," Fall 2011,"
[78] Sarah M. Wojcik, "Millennials Fuel Rise of For-profit Recreation Leagues," *The Morning Call*, http://www.mcall.com/news/local/mc-millennials-adult-sports-leagues-20190727-story.html, July 27, 2015, accessed July, 2015
[79] Liz Butterfield, "Adult Sport Leagues: The New After Work Social Scene," *RVA News*, http://rvanews.com/sports/adult-sport-leagues-the-new-after-work-social-scene/100639, August 8, 2013, accessed July, 2015
[80] Rae Ellen Bichell, "How Finns Make Sports Part of Everyday Life," *National Public Radio Morning Addition*, July 28, 2015, http://www.npr.org/sections/healthshots/2015/07/28/426748088

Pickleball

No adult recreational sport is taking off faster than pickleball.[81] In March 2016 the American Sports Builders Association reported that there are currently an estimated two million pickleball players in the United States, and anticipate that figure to increase to eight million by 2018. The Association also reports that since 2010 there has been an astounding 385 percent increase in the number of facilities that can accommodate pickleball play.[82] As described by the USA Pickleball Association, pickleball is "a paddle sport that combines elements of tennis, badminton, and ping-pong, that is played on a badminton-sized court with a slightly modified tennis net."[83] While it originated in the Pacific Northwest in the 1960s, it has grown exponentially since 2000. The USA Pickle ball Association (USAPA) estimates that there were about 500 pickleball players in 2000, with that number growing to 125,000 in 2013. It is especially popular with the 50+ crowd, because it is low impact but gets the heart rate pumping.[84] Pickleball is an attractive programming option for recreation managers because it is adaptable to a variety of existing indoor, and outdoor courts and facilities. As in other parts of the country, pickleball is growing in popularity in the City of Wilsonville.

Winter Recreation Trends

According to the Physical Activity Council's 2016 "Participation Report," approximately 7.4 percent of Americans over the age of six participated in winter recreation and sports activities in 2015. Participation rates in winter sports was highest among youth and young adults and decline as the age of participants rise.

The Outdoor Industry Association's 2016 "Outdoor Recreation Participation Topline Report" measured nationwide rates of participation in several popular snow sports as illustrated in ***Table 28.***

Table 28: 2015 Participation in Winter Sports

Activity	# of Participants	3 Year Change in Participation
Skiing (downhill)	9,378,000	-1.9%
Skiing (cross-county)	4,146,000	5.7%
Skiing (freestyle)	4,465,000	1.5%
Snowboarding	7,676,000	0.5%
Snowshoeing	3,885,000	-1.6%

Source: Outdoor Industry Association 2016 Outdoor Recreation Participation Topline Report

[81] Chris Gelbach, "Never Stop Playing: Trends in Adult Recreational Sports" *Recreation Management*, September 2013, http://recmanagement.com/feature_print.php?fid=201309fe02, accessed January 2015
[82]American Sports Builders Association, "Pickleball by the Numbers: Growing Across the US," https://sportsbuilders.wordpress.com/2016/03/28/pickleball-by-the-numbers-growing-across-the-u-s/
[83] USAPA, "What is Pickleball?," http://www.usapa.org/what-is-pickleball/, accessed September 2016
[84] David Crumpler, "Pickleball a fast-growing sport, especially for the 50 and older crowd," *Florida Times Union*, January 26, 2015, http://jacksonville.com/prime-time/2015-01-26/story/pickleball-fast-growing-sport-especially-50-and-older-crowd, accessed January 2015

In a 2012 report, Snow Sports Industries America (SIA) uncovered the following snow sports participation habits:

- Alpine skiers (44%) and snowboarders (31%) make-up three-fourths of all participants.
- Fifty-six percent (56%) of the alpine skiers are concentrated in the following ten states: CA, TX, NY, CO, PA, MI, IL, NJ, WA, and MA.
- Sixty percent (60%) of snowboarders are concentrated in the following ten states: CA, NY, IL, PA, NJ, WA, MI, CO, WI, and VA.
- High-income earners account for large segments of participants with 50 percent of alpine skiers and 37 percent of snowboarders respectively having annual incomes of $100,000 or more.
- Snow sports are becoming more diverse; minority ethnic groups make up over 25 percent of all participants. [85]

Therapeutic Recreation

The Americans with Disabilities Act of 1990 (ADA) established that persons with disabilities have the right to the same access to parks and recreation facilities and programming as those without disabilities. In 2004, The National Council on Disability (NCD) issued a comprehensive report, "Livable Communities for Adults with Disabilities."[86] This report identified six elements for improving the quality of life for all citizens, including children, youth, and adults with disabilities. The six elements are:

- Provide affordable, appropriate, accessible housing
- Ensure accessible, affordable, reliable, safe transportation
- Adjust the physical environment for inclusiveness and accessibility
- Provide work, volunteer, and education opportunities
- Ensure access to key health and support services
- Encourage participation in civic, cultural, social, and recreational activities

Therapeutic Services bring two forms of services for persons with disabilities into play, specific programming, and inclusion services. Individuals with disabilities need not only functional skills but to have physical and social environments in the community that are receptive to them and accommodating individual needs. Inclusion allows individuals to determine their own interests and follow them.

Many parks and recreation departments around the country are offering specific programming for people with disabilities, but not as many offer inclusion services. In "Play for All–Therapeutic Recreation Embraces All Abilities," an article in *Recreation Management* magazine,[87] Dana Carman described resources for communities looking to expand their therapeutic recreation services.

[85]Sports Industries America, " SIA Releases 2012 Participation Report," http://www.snowsports.org/SuppliersServiceProviders/Resources/PressReleases/SIAPressReleases/PressReleaseDetail/contentid/2029/, accessed on August 12, 2012.

[86] National Council on Disability, *Livable Communities for Adults with Disabilities*, December 2004, http://www.ncd.gov/publications/2004/12022004.

[87] Dana Carmen, "Play for All," *Recreation Management*, February 2007, http://recmanagement.com/200710fe03.php, accessed May 2016

Therapeutic recreation includes a renewed focus on serving people with the social/emotional challenges associated with "invisible disabilities" such as ADHD, bipolar disorders, spectrum disorders and sensory integration disorders. A growing number of parks and recreation departments are making services for those with invisible disabilities a successful part of their programming as well. When well done, these same strategies improve the recreation experience for everyone.[88]

Role and Responsibility of Local Government

Collectively, these trends have created profound implications for the way local governments conduct business. Some local governments are now accepting the role of providing preventative health care through parks and recreation services. The following concepts are from the International City/City Management Association.[89]

- Parks and recreation departments should take the lead in developing communities conducive to active living.
- There is growing support for recreation programs that encourage active living within their community.
- One of the highest priorities is a cohesive system of parks and trails and accessible neighborhood parks.

In summary, the United States, its states, and its communities share the enormous task of reducing the health and economic burden of obesity. While numerous programs, policies, and products have been designed to address the problem, there is no magic bullet to make it go away. The role of public parks and recreation as a health promotion and prevention agency has come of age. What matters is refocusing efforts to insure the health, well-being, and economic prosperity of communities and citizens.

Administrative Trends for Recreation and Parks

Municipal parks and recreation structures and delivery systems have changed, and more alternative methods of delivering services are emerging. Certain services are being contracted out, and cooperative agreements with non-profit groups and other public institutions are being developed. Newer partners include the health system, social services, the justice system, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies and the increased willingness of other sectors to work together to address community issues. The relationship with health agencies is vital in promoting wellness.

The traditional relationship with education and the sharing of facilities through joint-use agreements is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

[88] Kelli Anderson, "A Welcome Inclusion," *Recreation Management*, October 2010, http://recmanagement.com/201010fe03.php, accessed February 2015
[89] International City Management Association, www.ICMA.org, accessed June 2012.

Listed below are additional administrative national trends:

- Level of subsidy for programs is lessening, and more "enterprise" activities are being developed, thereby allowing subsidy to be used where deemed appropriate.
- Information technology allows for better tracking and reporting.
- Pricing is often determined by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.

Funding

According to *Recreation Management* magazine's 2015 "State of the Industry Report," survey respondents from parks and recreation departments/districts reporting about their revenues from 2012 through 2014 indicated a continued recovery from the impact of the recession of 2008. From 2013 to 2014, 44.1 percent of respondents reported that their revenues had either had increased and another 44.1 percent reported revenues staying steady. About 48.7 percent of respondents said they expected revenues to continue to increase in 2015, while 44 percent expected no change.

Trends in Marketing by Parks and Recreation Providers

Active Network offers expertise in activity and participation management. The organization's mission is to make the world a more active place. In its blog, the following marketing mix ideas were offered, which came out of a meeting with parks and recreational professionals in the Chicago area.[90]

- Updated booths and community event presence—Utilization of a tablet or laptop to show programs you offer and provide event participants the opportunity to register on the spot.
- Facebook redirect app—This application redirects people automatically to the link you provide. Add it to your Facebook page.
- Instagram challenge—Think about how you can use mobile and social tools at your next event. It could be an Instagram contest during an event set up as a scavenger hunt with participants taking pictures of clues and posting them on Instagram.
- Social media coupons—Research indicates that the top reason people follow an organization on a social network is to receive discounts or coupons. Consider posting an event discount on your social networks redeemable by accessing on phone or printing out.

Mobile marketing is a growing trend. Social websites and apps are among the most used features on mobile phones. Popular social media marketing tools include Facebook, Twitter, YouTube, Snapchat, Instagram, and LinkedIn. Private messaging apps such as Snapchat and WhatsApp are being used more and more for live media coverage.[91]

Ninety-one percent (91%) of Americans own a cell phone and most use the devices for much more than phone calls. Young adults engage in mobile data applications at much higher rates than adults ages 30 and older. Usage rates trends indicate that Millennials tend to get information most frequently using mobile devices such as smartphones. For example, 97 percent of cell phone owners ages 18–29 send and receive text messages, compared to 94 percent of ages 30–49, 75 percent of ages 50–64, and 35 percent of those 65 and older. In 2016, the vast majority of the population in the United States has access to a smartphone, computer, or other device, and is nearly always "connected."

[90] Active Network, http://www.activenetwork.com, accessed May 2014
[91] Jacqueline Woerner, "The 7 Social Media Trends Dominating 2015," Emarsys Blog, http://www.emarsys.com/en/resources/blog/the-7-social-media-trends-dominating-2015/, accessed February 26, 2015.

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Appendix C: Inventory Reports

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Wilsonville, Oregon

GRASP®
DESIGN CONCEPTS GREENPLAY

Inventory Atlas
June 2017

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Inventory Process and Scoring Information

This inventory was completed in a series of steps. The planning team first prepared a preliminary list of existing components using information provided by the client as well as aerial photography and the client Geographic Information System (GIS) data. All components identified were given GIS points and names.

Next, field visits were conducted by the consulting team to confirm the preliminary data and collect additional information.

During the field visits and evaluations, missing components were added to the data set, and each component was evaluated as to how well it met expectations for its intended function. During the site visits the following information was collected:

- Component type
- Component location
- Evaluation of component condition - record of comfort and convenience features
- Evaluation of comfort and convenience features
- Evaluation of park design and ambience
- Site photos
- General comments

The inventory team used the following three-tier rating system to evaluate each component:

1 = Below Expectations
2 = Meets Expectations
3 = Exceeds Expectations

Scores were based on such things as the condition of the component, its size, or capacity relative to the need at that location, and its overall quality.

Components were evaluated from two perspectives: first, the value of the component in serving the immediate neighborhood, and second, its value to the entire community.

The setting for a component and the conditions around it affect how well it functions, so in addition to scoring the components, each park site was given a set of scores to rate its comfort, convenience, and ambient qualities. This includes such things as the availability of restrooms, drinking water, shade, scenery, etc.

Information collected during the site visit was then compiled and corrections and comparisons made to GIS.

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Wilsonville, Oregon

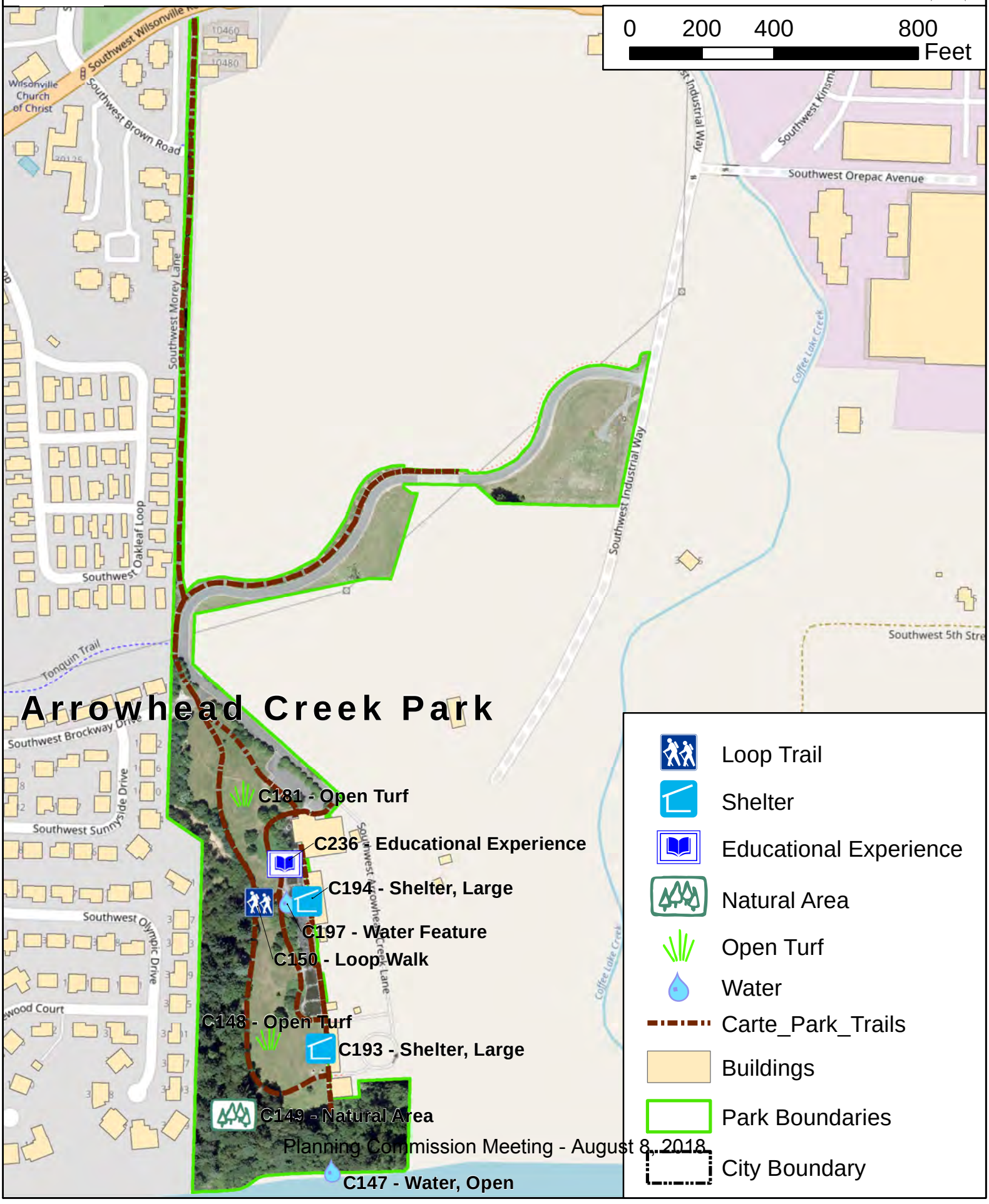
Inventory Atlas
June 2017

Parks Inventory

GRASP® DESIGN CONCEPTS GREENPLAY

ATTACHMENT A

Arrowhead Creek Park



GRASP® Atlas

Initial Inventory Date: April 2017

Arrowhead Creek Park

79.2 Total Neighborhood GRASP® Score

79.2 Total Community GRASP® Score

Approximate Park Acreage: 18

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	***3***
BBQ Grills	0	Park Access	1	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Arrowhead Creek Park. A hidden gem.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L045	PARCEL	1		2	2	
C236	Educational Experience	1		3	3	Unexpected but great use of building and landscape to tell a story
C197	Water Feature	1		3	3	
C194	Shelter, Large	1		2	2	
C193	Shelter, Large	1		2	2	
C181	Open Turf	1		2	2	
C150	Loop Walk	1		2	2	
C149	Natural Area	1		2	2	
C148	Open Turf	1		2	2	
C147	Water, Open	1		2	2	Obstructed views

Boeckman Creek Crossing Trail ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

GRASP® Atlas

Initial Inventory Date: April 2017

Boeckman Creek Crossing Trail

26.4 Total Neighborhood GRASP® Score

26.4 Total Community GRASP® Score

Approximate Park Acreage: 1

Owner: City of Wilsonville

Drinking Fountains	0	Shade	3	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	0	
Restrooms	0	Picnic Tables	0	

General Comments

Trail corridor connecting two neighborhoods across a natural area.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L053	PARCEL	1		2	2	
C226	Water, Open	1		2	2	
C225	Natural Area	1		2	2	
C224	Educational Experience	1		2	2	

ATTACHMENT A

Boones Ferry Park

GRASP® Atlas

Initial Inventory Date: April 2017

Boones Ferry Park

31.2 Total Neighborhood GRASP® Score

31.2 Total Community GRASP® Score

Approximate Park Acreage: 8

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	3	
Restrooms	2	Picnic Tables	1	

General Comments

Park seems a bit segmented and fails to take real advantage to river proximity. Many of the components are in need of update

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L047	PARCEL	1		2	2	
C235	Water Access, General	1		1	1	Could be enhanced
C234	Educational Experience	1		2	2	History of park and ferry crossing
C162	Water, Open	1		2	2	Access and Views could be improved
C161	Open Turf	1		2	2	
C156	Shelter, Small	1		1	1	Gazebo in need of repair
C155	Basketball, Practice	1		2	2	
C154	Playground, Local	1		1	1	Dated and poor drainage

ATTACHMENT A

Canyon Creek Park

Planning Commission Meeting - August 8, 2018

GRASP® Atlas

Initial Inventory Date: April 2017

Canyon Creek Park

16.8 Total Neighborhood GRASP® Score

16.8 Total Community GRASP® Score

Approximate Park Acreage: 8

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	***1***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

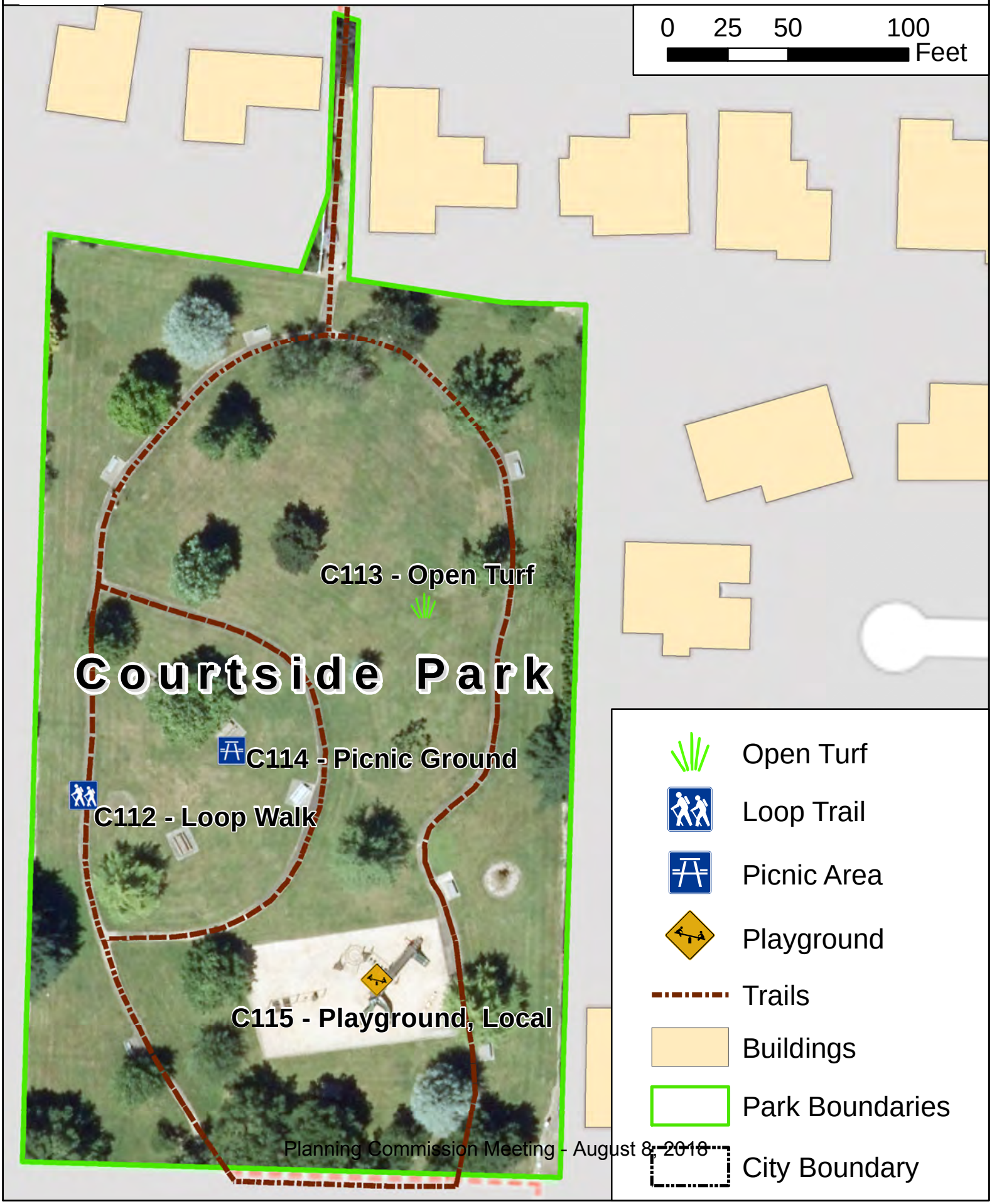
Nice little park under high voltage lines. It has a nice passive Woodland area. Ambiance impacted by power line noise

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L041	PARCEL	1		2	2	
C195	Natural Area	1		3	3	Nice woodland area with small stream
C111	Loop Walk	1		2	2	
C110	Natural Area	1		1	1	Area is kind of overgrown and under the power lines
C109	Open Turf	1		2	2	
C108	Passive Node	1		2	2	Nice area but close to busy street
C107	Picnic Ground	1		2	2	

ATTACHMENT A

Courtside Park



GRASP® Atlas

Initial Inventory Date: April 2017

Courtside Park

24	Total Neighborhood GRASP® Score

24	Total Community GRASP® Score

Approximate Park Acreage: 2

Owner: City of Wilsonville

Drinking Fountains	0	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

General Comments

Small neighborhood park. ADA access issues. Does have good street frontage on one side.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L042	PARCEL	1		2	2	
C115	Playground, Local	1		2	2	
C114	Picnic Ground	1		2	2	Need to add an ADA table and a shelter would be nice
C113	Open Turf	1		2	2	
C112	Loop Walk	1		2	2	

ATTACHMENT A

Edelweiss Park

GRASP® Atlas

Initial Inventory Date: April 2017

Edelweiss Park

64.8 Total Neighborhood GRASP® Score

64.8 Total Community GRASP® Score

Approximate Park Acreage: 5

Owner: Tonquin Woods At Villebois HOA

Drinking Fountains	0	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	3	
Restrooms	0	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L055	PARCEL	1		2	2	
C246	Open Turf	1		2	2	
C245	Passive Node	1		2	2	Plaza
C205	Open Turf	1		1	1	Poor turf quality
C204	Basketball Court	1		2	2	Quality court missing net
C203	Garden, Display	1		2	2	
C202	Shelter, Large	1		2	2	
C201	Pickleball Court	1		3	3	
C200	Playground, Local	1		2	2	

ATTACHMENT A

Engelman Park

Playground
Loop Trail
Open Turf
Trails
Buildings
Park Boundaries
City Boundary

0 12.5 25 50
Feet

Planning Commission Meeting - August 8, 2018

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GRASP® Atlas

Initial Inventory Date: April 2017

Engelman Park

19.2 Total Neighborhood GRASP® Score

24 Total Community GRASP® Score

Approximate Park Acreage: 1

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	0	***2***
BBQ Grills	0	Park Access	1	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

General Comments

Interesting park with nature play elements. Access is limited to poor with fencing on three sides and no parking. Poor neighborhood access.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L039	PARCEL	1		2	2	
C252	Loop Walk	1		2	2	short loop
C182	Open Turf	1		2	2	
C173	Playground, Local	2		2	2	With natural play features

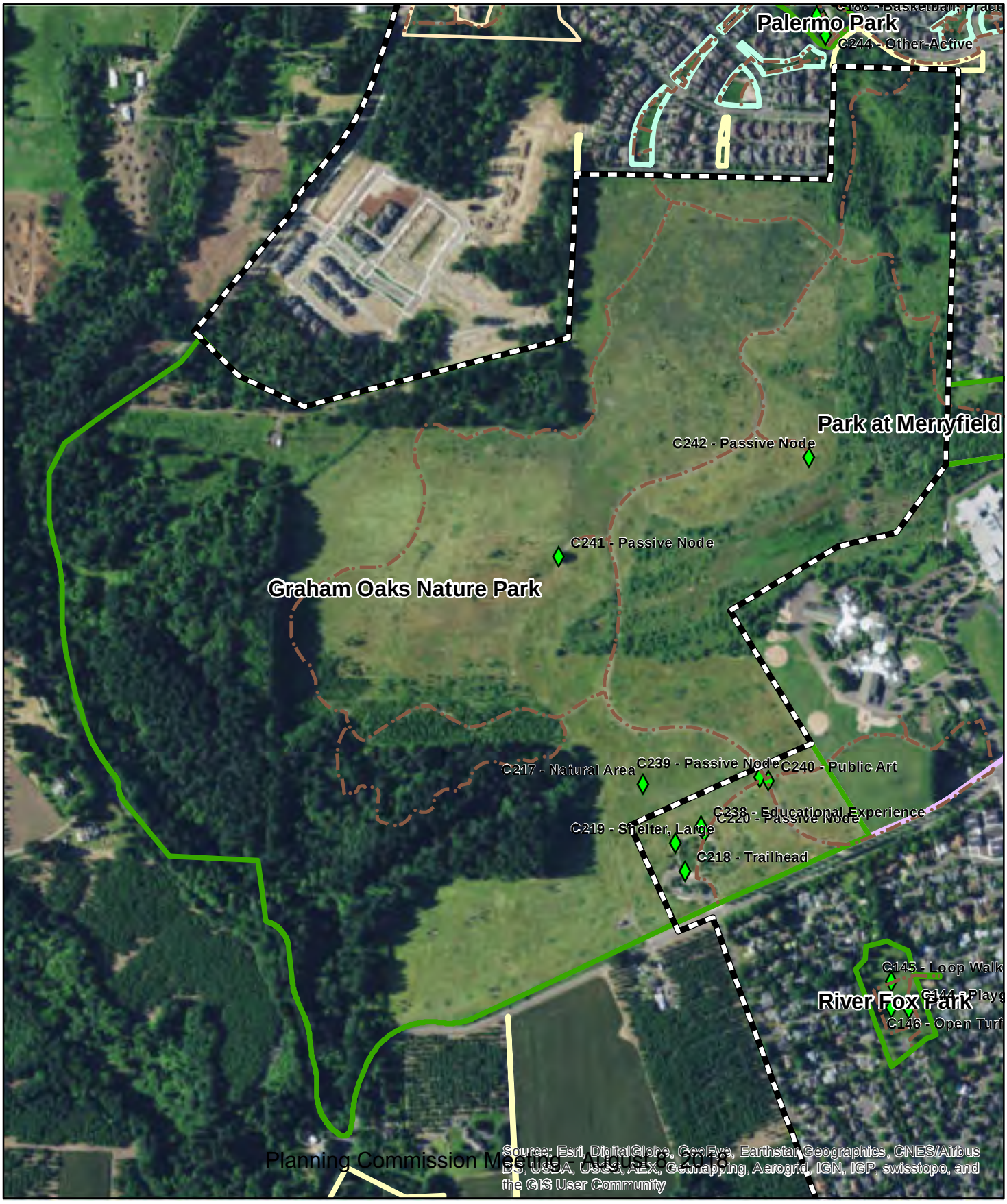
Graham Oaks Nature Park

ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector



GRASP® Atlas

Initial Inventory Date: April 2017

Graham Oaks Nature Park

55.2	Total Neighborhood GRASP® Score	**55.2**	Total Community GRASP® Score

Approximate Park Acreage: 246

Owner: Metro

Drinking Fountains	2	Shade	1	**Design and Ambiance**
Seating	2	Trail Connection	3	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	2	
Security Lighting	1	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Relatively new developed nature park

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L036	PARCEL	1		2	2	
C242	Passive Node	1		2	2	Wetland overlook
C241	Passive Node	1		2	2	Elder oak plaza
C240	Public Art	1		2	2	
C239	Passive Node	1		2	2	
C238	Educational Experience	1		2	2	
C220	Passive Node	1		2	2	
C219	Shelter, Large	1		3	3	Green roof shelter
C218	Trailhead	1		3	3	
C217	Natural Area	1		3	3	

ATTACHMENT A

Hathaway Park

GRASP® Atlas

Initial Inventory Date: April 2017

Hathaway Park

21.6 Total Neighborhood GRASP® Score

24 Total Community GRASP® Score

Approximate Park Acreage: 1

Owner: City of Wilsonville HOA maintained

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	1	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

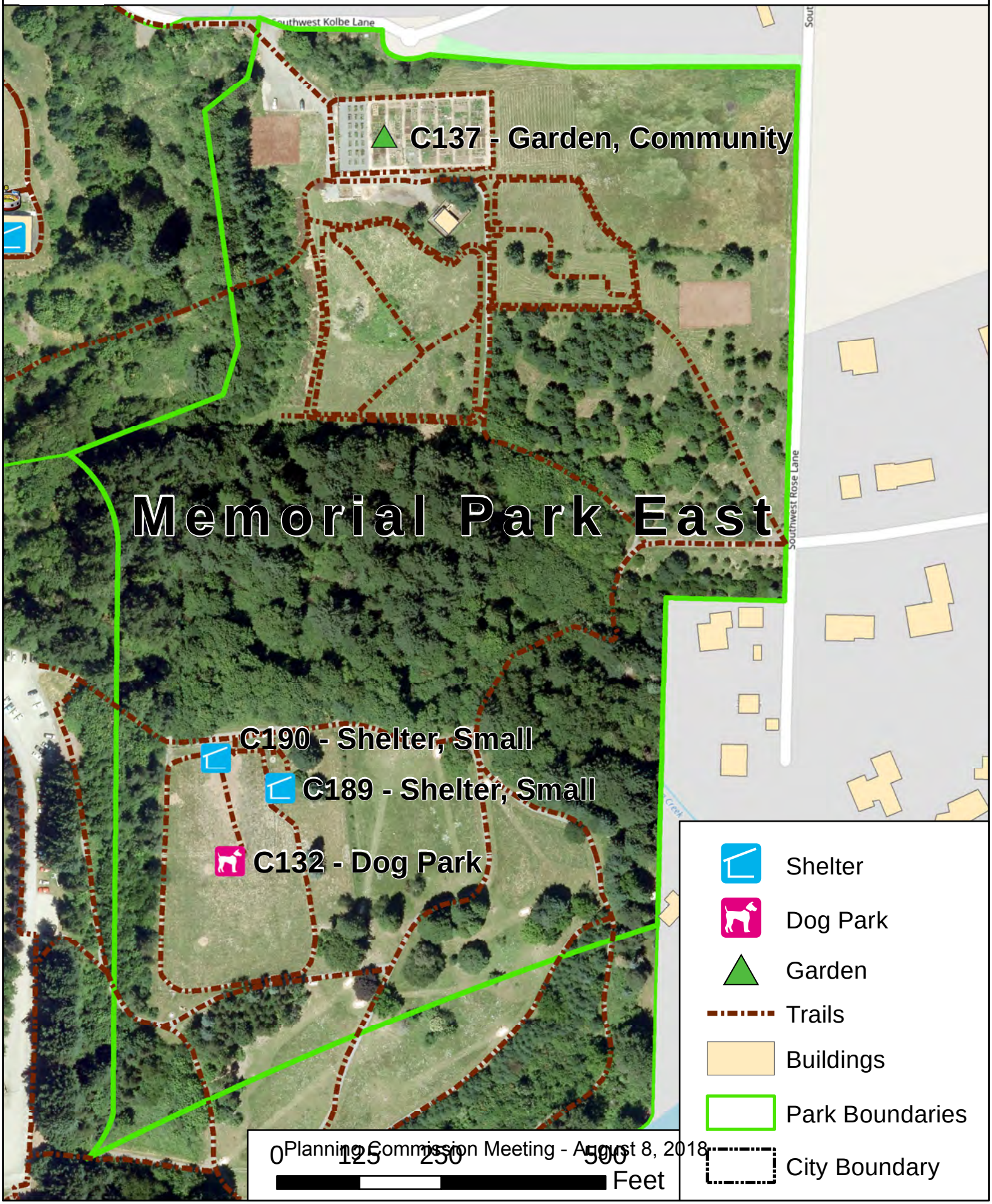
General Comments

Small park in more densely populated neighborhood. Very little is ADA accessible in this park

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L046	PARCEL	1		2	2	
C223	Loop Walk	1		2	2	
C172	Basketball, Practice	1		2	2	
C171	Open Turf	1		2	2	
C170	Playground, Local	2		1	1	Neither playground is ADA accessible

Memorial Park East

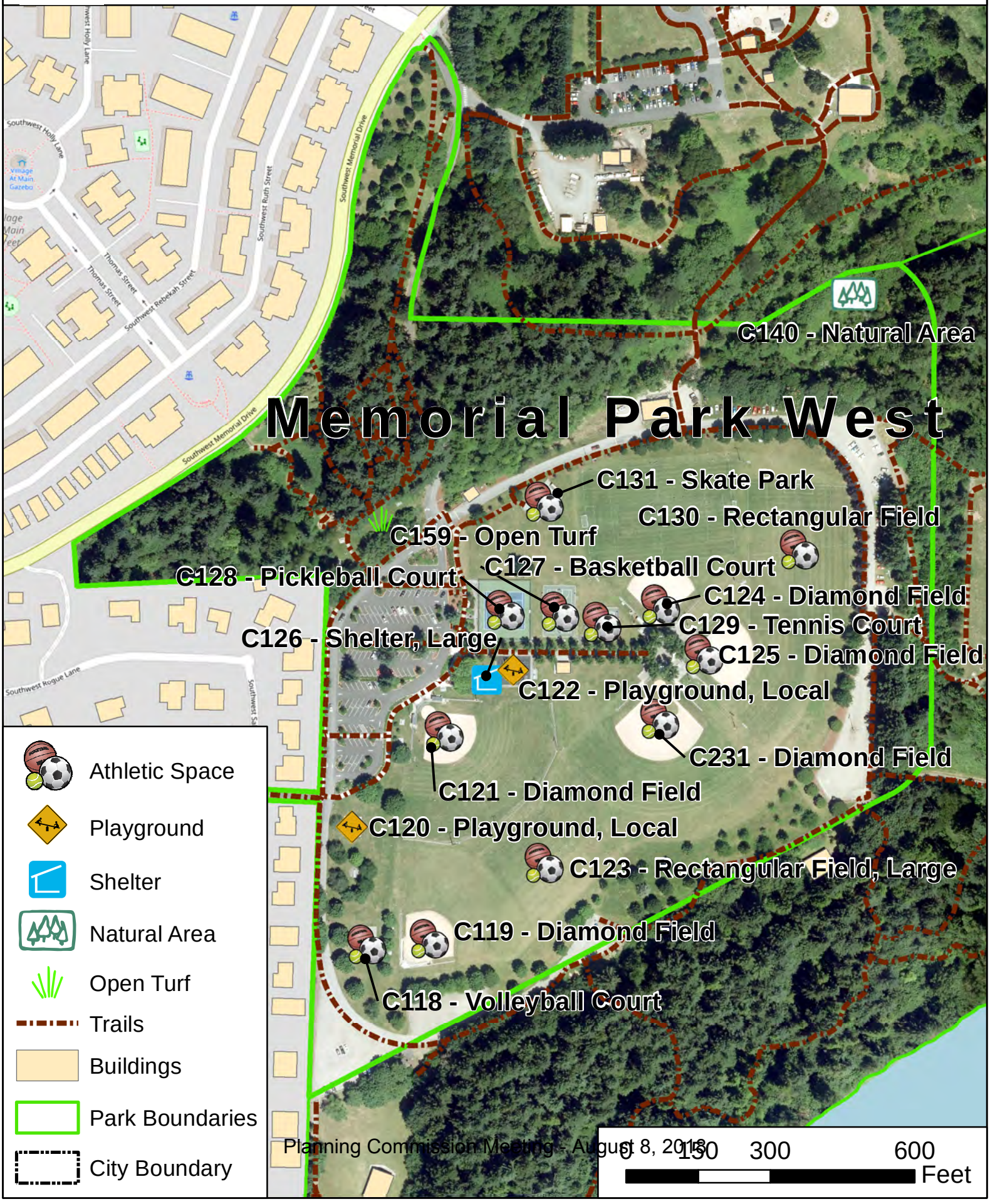


ATTACHMENT A

Memorial Park Riverfront

ATTACHMENT A

Memorial Park West



GRASP® Atlas

Initial Inventory Date: April 2017

Memorial Park

170	Total Neighborhood GRASP® Score

196	Total Community GRASP® Score

Approximate Park Acreage: 100

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	3	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	1	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Overall a nice mix of active and passive. A great park but feeling aged compared to murase

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
C123	Rectangular Field, Large	1		1	1	Overlay
C116	Shelter, Large	1	Y	3	3	River shelter with fireplace
C129	Tennis Court	2	Y	2	2	New paint but some surface cracking. Also lined for pickle ball
C128	Pickleball Court	2	Y	2	2	
C127	Basketball Court	1	Y	2	2	
C126	Shelter, Large	1		2	2	
C131	Skate Park	1		1	1	Lacks size and amenities features for a park this size
C124	Diamond Field	2	Y	2	2	
C132	Dog Park	1		2	2	Moving to new location
C122	Playground, Local	1		2	2	Surfacing tiles
C121	Diamond Field	1	Y	2	2	
C120	Playground, Local	1		1	1	Swings only
C119	Diamond Field	1		2	2	ADA bleacher but no accessible route
C118	Volleyball Court	1		1	1	This could probably stand an upgrade
C117	Water Access, Developed	1		3	3	
C125	Diamond Field, Complex	1		2	2	
C157	Horseshoe Court	1		1	1	In need of repair
C233	Disk Golf	1		2	2	New
C232	Educational Experience	1		2	2	
C231	Diamond Field	1		2	2	

C190	Shelter, Small	1		2	2	At dog park
C189	Shelter, Small	1		2	2	At dog park
C130	Rectangular Field, Large	2	Y	1	1	Overlays
C159	Open Turf	1		2	2	
L037	PARCEL	1		2	2	
C140	Natural Area	1		3	3	
C137	Garden, Community	1		2	2	
C136	Natural Area	1		3	3	
C135	Water, Open	1		3	3	
C134	Water Access, General	1		3	3	
C133	Shelter, Large	1		2	2	Forest Shelter
C160	Open Turf	1		2	2	

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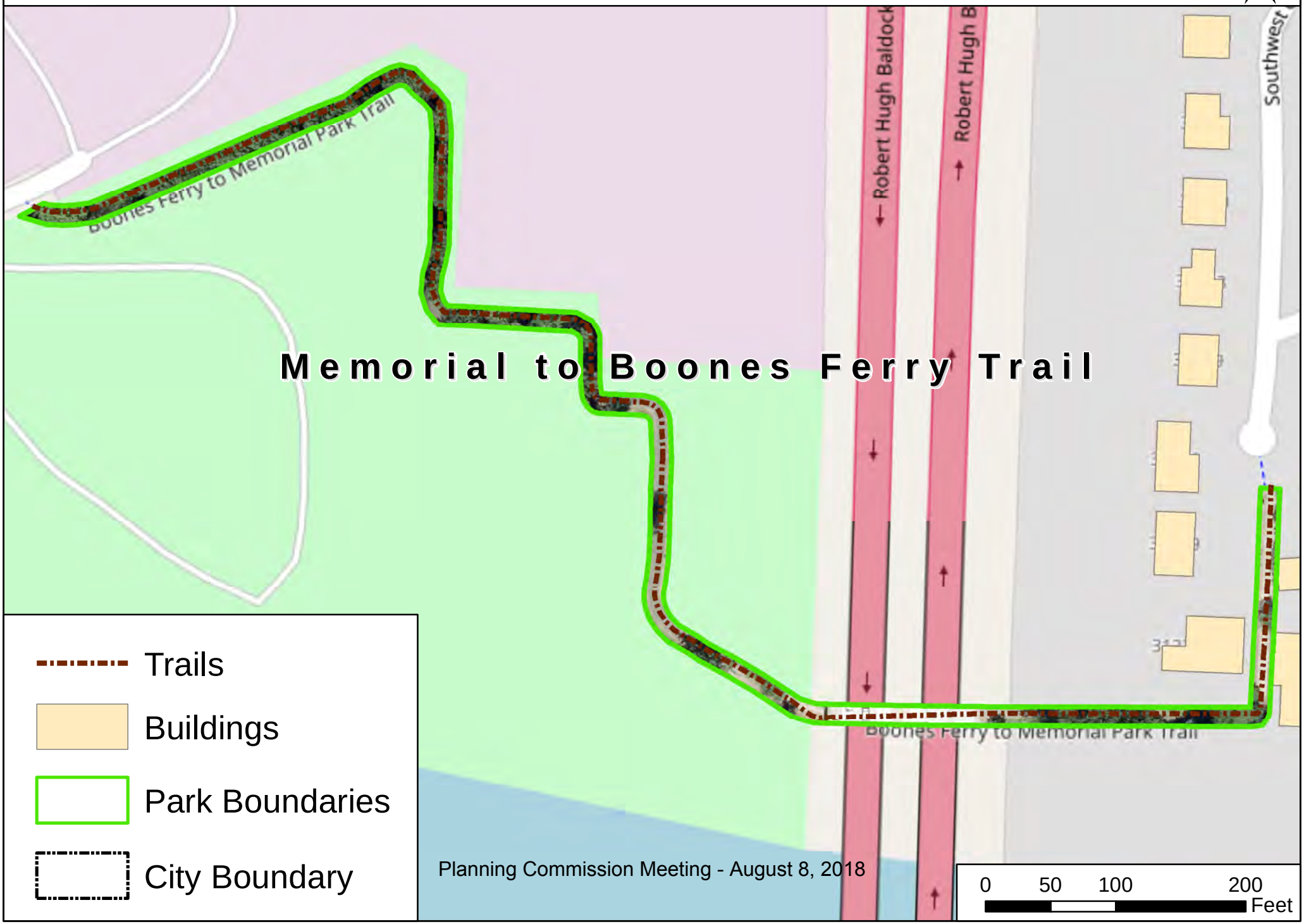
ATTACHMENT A

Memorial to Boones Ferry Trail



GRASP® Atlas

Initial Inventory Date: April 2017

Memorial to Boones Ferry Trail

2.2	Total Neighborhood GRASP® Score

2.2	Total Community GRASP® Score

Approximate Park Acreage: 1

Owner: City of Wilsonville

Drinking Fountains	0	Shade	0	**Design and Ambiance**
Seating	0	Trail Connection	2	***1***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	0	
Restrooms	0	Picnic Tables	0	

General Comments

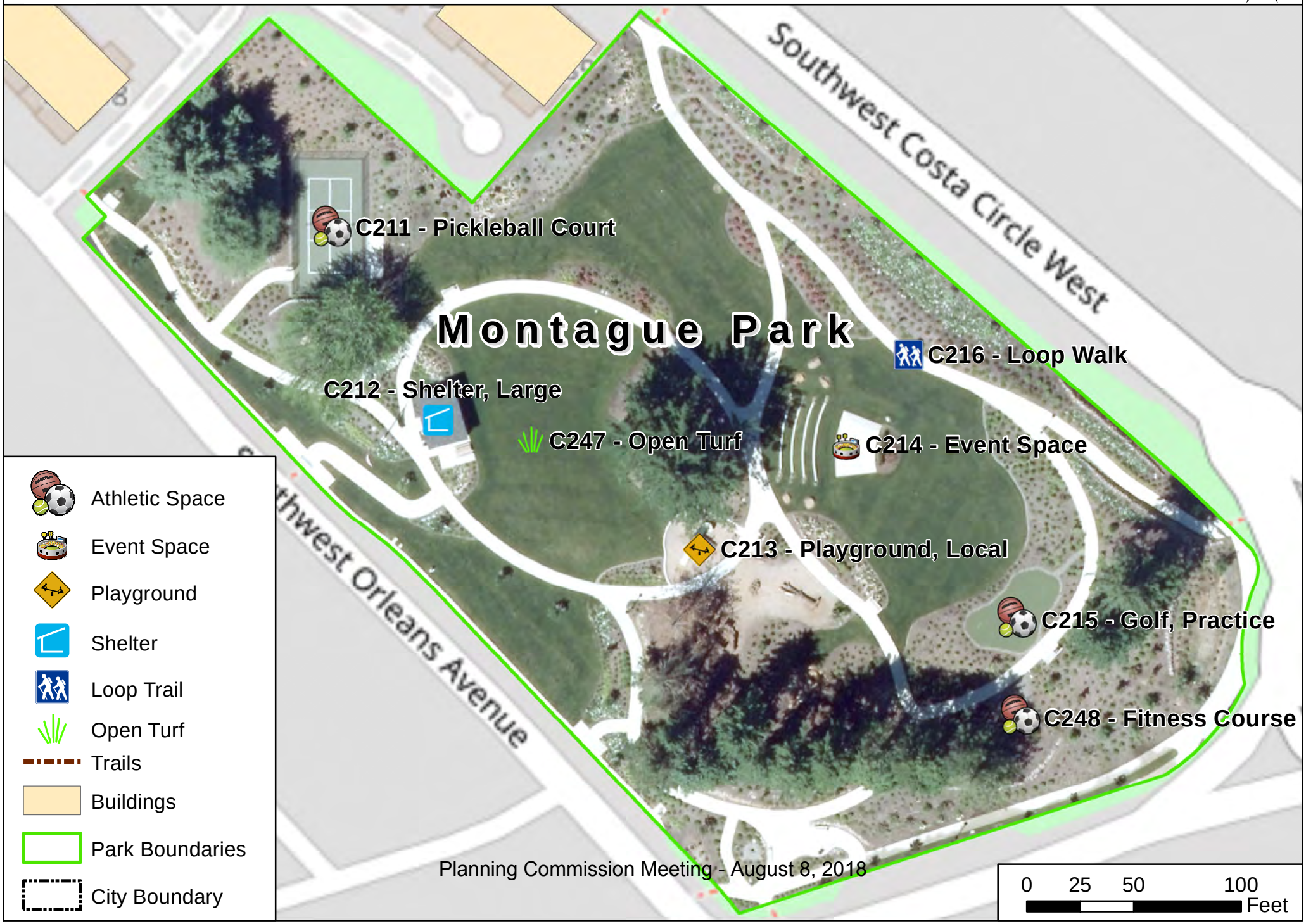
Trail is very loud. Connection at culdasac neighborhood feels a bit unsafe with resident clutter

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L051	PARCEL	1		2	2	

ATTACHMENT A

Montague Park



Planning Commission Meeting - August 8, 2018

GRASP® Atlas

Initial Inventory Date: April 2017

Montague Park

68.4 Total Neighborhood GRASP® Score

75.6 Total Community GRASP® Score

Approximate Park Acreage: 3

Owner: Montague Park

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	1	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	3	
Restrooms	0	Picnic Tables	2	

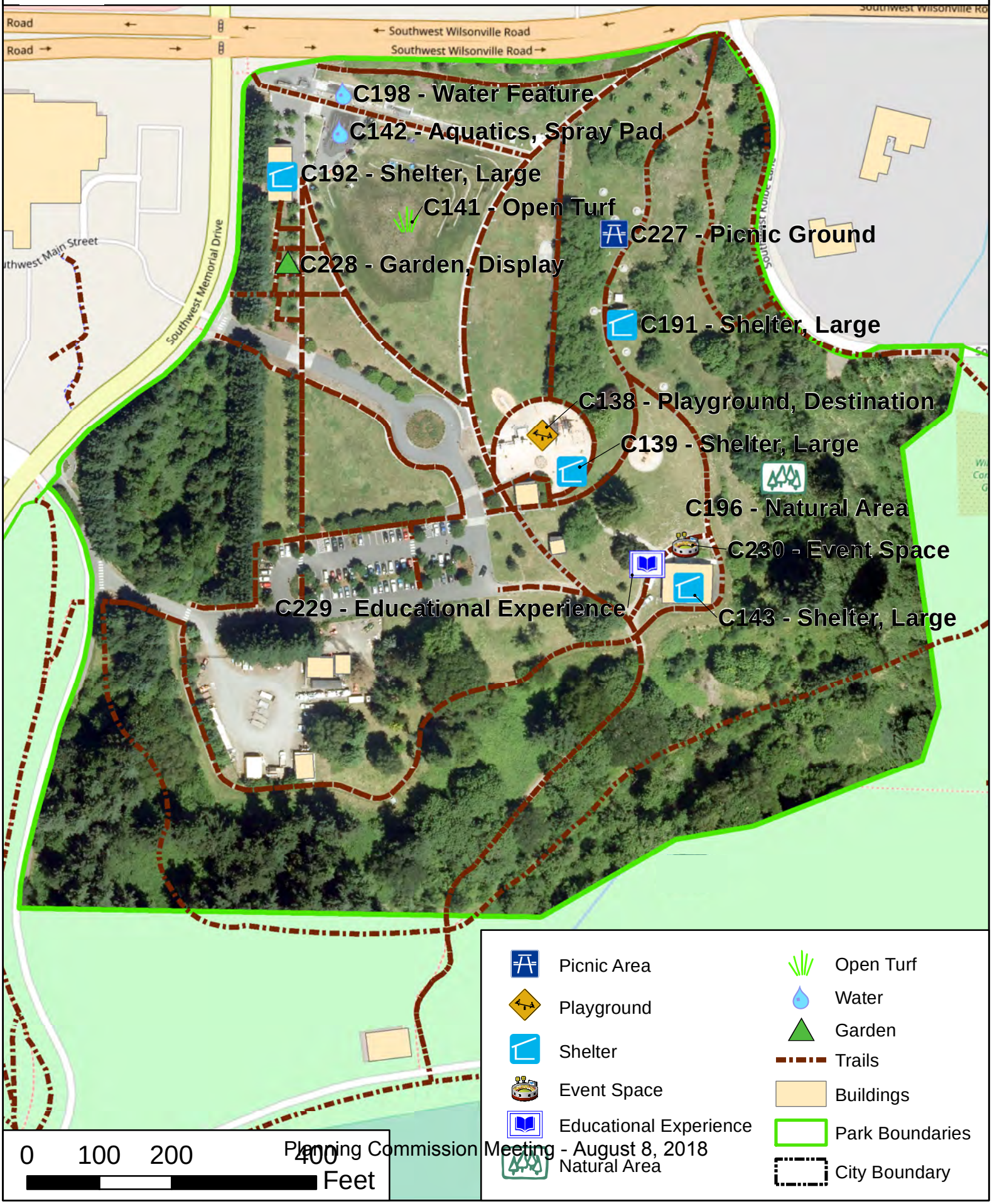
General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L056	PARCEL	1		2	2	
C214	Event Space	1		2	2	Small amphitheater area
C247	Open Turf	1		2	2	
C212	Shelter, Large	1		2	2	
C215	Golf, Practice	1		2	2	Putting green
C248	Fitness Course	1		2	2	
C213	Playground, Local	2		2	2	Small play structure and natural play area
C216	Loop Walk	1		2	2	
C211	Pickleball Court	1		3	3	

ATTACHMENT A

Murase Plaza



GRASP® Atlas

Initial Inventory Date: April 2017

Murase Plaza

117 Total Neighborhood GRASP® Score	**129** Total Community GRASP® Score
Approximate Park Acreage:	27
Owner:	City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	3	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	2	Seasonal Plantings	1	
Bike Parking	2	Ornamental Planting	3	
Restrooms	3	Picnic Tables	2	

General Comments

Functions as gateway to Memorial Park

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L052	PARCEL	1		2	2	
C230	Event Space	1		3	3	Plaza seating area adjacent to barn
C229	Educational Experience	1		2	2	Barn history
C228	Garden, Display	1		1	1	Nice area but seems a bit under-maintained or under-planted
C227	Picnic Ground	1		2	2	
C198	Water Feature	1		3	3	And water play
C196	Natural Area	1		3	3	
C192	Shelter, Large	1		3	3	With restroom at water play
C191	Shelter, Large	1		2	2	
C143	Shelter, Large	1		0	3	Much more of a shelter than indoor space. Typically locked but available for rental
C142	Aquatics, Spray Pad	1		3	3	And water feature
C141	Open Turf	1		2	2	Large landform
C139	Shelter, Large	1		2	2	At playground
C138	Playground, Destination	1		2	2	Nice playground with some unusual VE design

ATTACHMENT A

Palermo Park

GRASP® Atlas

Initial Inventory Date: April 2017

Palermo Park

32.4 Total Neighborhood GRASP® Score

32.4 Total Community GRASP® Score

Approximate Park Acreage: 2

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	3	
Restrooms	0	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L050	PARCEL	1		2	2	
C244	Other-Active	1		2	2	Tetherball
C243	Game Court	1		1	1	Overlay on basketball
C188	Basketball, Practice	1		2	2	
C183	Open Turf	1		2	2	

ATTACHMENT A

Park at Merryfield

Planning Commission Meeting - August 8, 2018

GRASP® Atlas

Initial Inventory Date: April 2017

Park at Merryfield

8.8	Total Neighborhood GRASP® Score

8.8	Total Community GRASP® Score

Approximate Park Acreage: 8

Owner: City of Wilsonville

Drinking Fountains	0	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	2	***1***
BBQ Grills	0	Park Access	1	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	0	
Restrooms	0	Picnic Tables	1	

General Comments

Park is virtually hidden behind houses. Does connect to a school and nature park.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L038	PARCEL	1		2	2	
C237	Educational Experience	1		2	2	
C164	Natural Area	1		2	2	
C163	Playground, Local	1		2	2	Poor drainage

ATTACHMENT A

Piccadilly Park

GRASP® Atlas

Initial Inventory Date: April 2017

Piccadilly Park

43.2 Total Neighborhood GRASP® Score

43.2 Total Community GRASP® Score

Approximate Park Acreage: 4

Owner: Tonquin Woods At Villebois HOA

Drinking Fountains	0	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	3	
Restrooms	0	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L054	PARCEL	1		2	2	
C210	Aquatics, Lap Pool	1		0	0	HOA with restricted access
C209	Playground, Local	1		2	2	
C208	Open Turf	1		2	2	
C207	Horseshoe Court	1		3	3	
C206	Volleyball Court	1		3	3	

ATTACHMENT A

River Fox Park

GRASP® Atlas

Initial Inventory Date: April 2017

River Fox Park

9.6	Total Neighborhood GRASP® Score

9.6	Total Community GRASP® Score

Approximate Park Acreage: 3

Owner: City of Wilsonville

Drinking Fountains	1	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	***1***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

General Comments

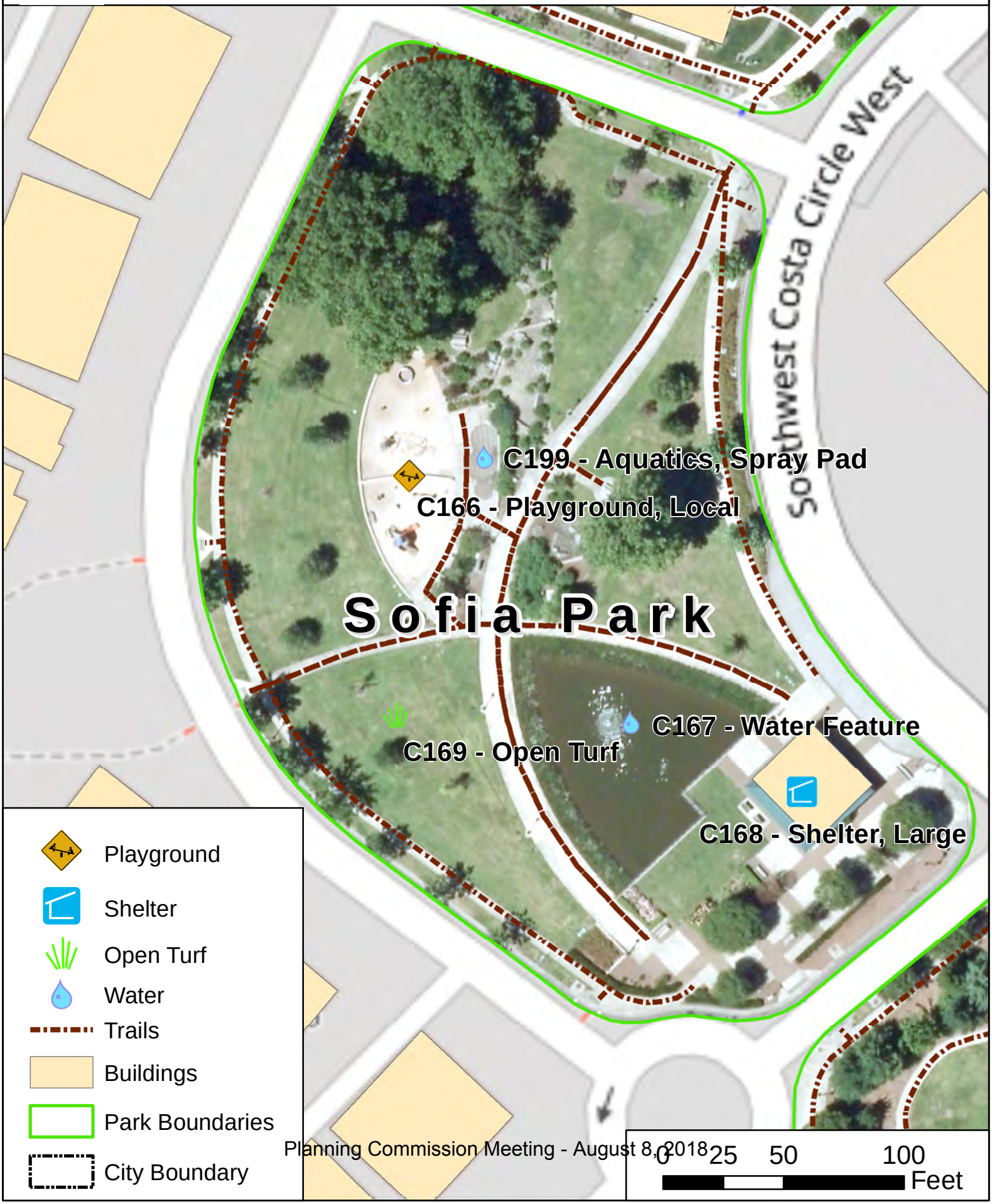
Limited access and many houses backing to park creates isolated vibe. Limited amenities Does have small parking area

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L040	PARCEL	1		2	2	
C146	Open Turf	1		2	2	
C145	Loop Walk	1		2	2	
C144	Playground, Local	1		2	2	

ATTACHMENT A

Sofia Park



GRASP® Atlas

Initial Inventory Date: April 2017

Sofia Park

46.8 Total Neighborhood GRASP® Score

46.8 Total Community GRASP® Score

Approximate Park Acreage: 2

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	2	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	3	
Restrooms	2	Picnic Tables	2	

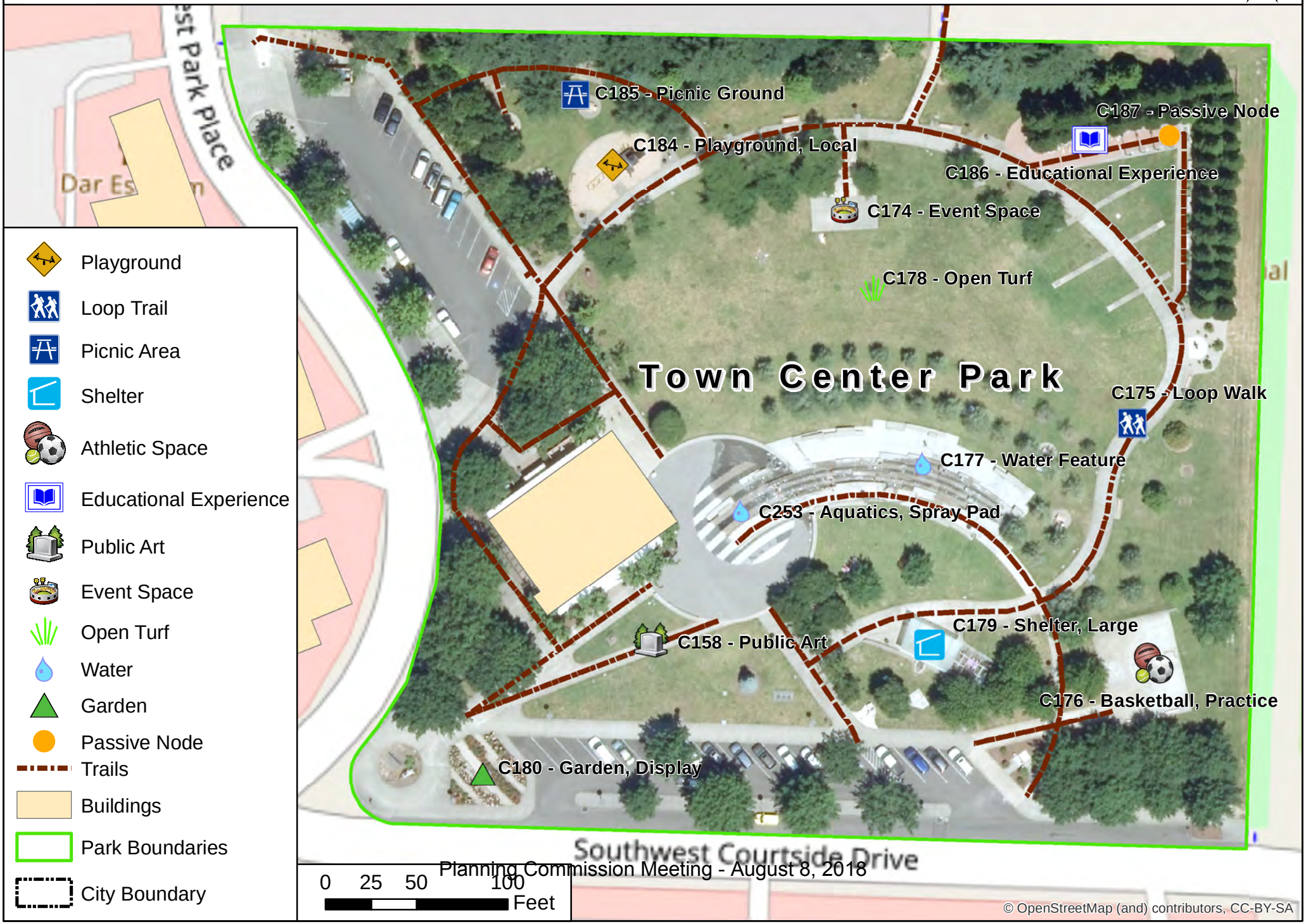
General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L049	PARCEL	1		2	2	
C199	Aquatics, Spray Pad	1		1	1	Limited compared to other spray areas in town
C169	Open Turf	1		2	2	
C168	Shelter, Large	1		3	3	Home of farmers market. BBQ grills, sink and restrooms
C167	Water Feature	1		2	2	Water jet at pond
C166	Playground, Local	1		2	2	Very popular

ATTACHMENT A

Town Center Park



Planning Commission Meeting - August 8, 2018

GRASP® Atlas

Initial Inventory Date: April 2017

Town Center Park

121	Total Neighborhood GRASP® Score

144	Total Community GRASP® Score

Approximate Park Acreage: 5

Owner: City of Wilsonville

Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	3	Trail Connection	2	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	3	Picnic Tables	2	

General Comments

Very nice signature park

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L043	PARCEL	1		2	2	
C253	Aquatics, Spray Pad	1		3	3	
C187	Passive Node	1		2	2	
C186	Educational Experience	1		3	3	Korean War Memorial
C185	Picnic Ground	1		2	2	
C184	Playground, Local	1		2	2	
C180	Garden, Display	1		2	2	
C179	Shelter, Large	1		3	3	Upgraded over other park shelters
C178	Open Turf	1		2	2	
C177	Water Feature	1		3	3	
C176	Basketball, Practice	1		2	2	
C175	Loop Walk	1		2	2	
C174	Event Space	1		1	1	Pretty much just a concrete pad
C158	Public Art	4		2	2	Various art pieces

ATTACHMENT A

Tranquil Park

Planning Commission Meeting - August 8, 2018

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GRASP® Atlas

Initial Inventory Date: April 2017

Tranquil Park

8.8 Total Neighborhood GRASP® Score

8.8 Total Community GRASP® Score

Approximate Park Acreage: 5

Owner: City of Wilsonville

Drinking Fountains	0	Shade	3	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	0	
Restrooms	0	Picnic Tables	0	

General Comments

This passive park has good street frontage.

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L044	PARCEL	1		2	2	
C165	Natural Area	1		2	2	

ATTACHMENT A

Willow Creek/Landover Park

GRASP® Atlas

Initial Inventory Date: April 2017

Willow Creek and Landover Park

26.4 Total Neighborhood GRASP® Score

33.6 Total Community GRASP® Score

Approximate Park Acreage: 2

Owner: Not City of Wilsonville

Drinking Fountains	0	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

General Comments

Street or neighborhood parking

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L048	PARCEL	1		2	2	
C222	Shelter, Small	1		2	2	
C221	Open Turf	1		2	2	
C153	Natural Area	1		2	2	
C152	Basketball, Practice	2		2	2	This is more like two practice courts than one full-court
C151	Playground, Local	2		1	1	Limited play structures and not ADA accessible

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Wilsonville, Oregon

Inventory Atlas
June 2017

Future Parks

GRASP®
DESIGN CONCEPTS GREENPLAY

Advance Road Community Park ATTACHMENT A

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

N

GRASP® Atlas

Initial Inventory Date: Future

Advance Road Community Park

33.6 Total Neighborhood GRASP® Score

33.6 Total Community GRASP® Score

Approximate Park Acreage: 13

Owner:

Drinking Fountains	2	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP02	PARCEL	1		2	2	
F22	Diamond Field	1		3	3	Future synthetic field
F21	Diamond Field	1		3	3	Future synthetic field
F20	Rectangular Field, Large	1		3	3	Future synthetic field
F19	Rectangular Field, Large	1		3	3	Future synthetic field

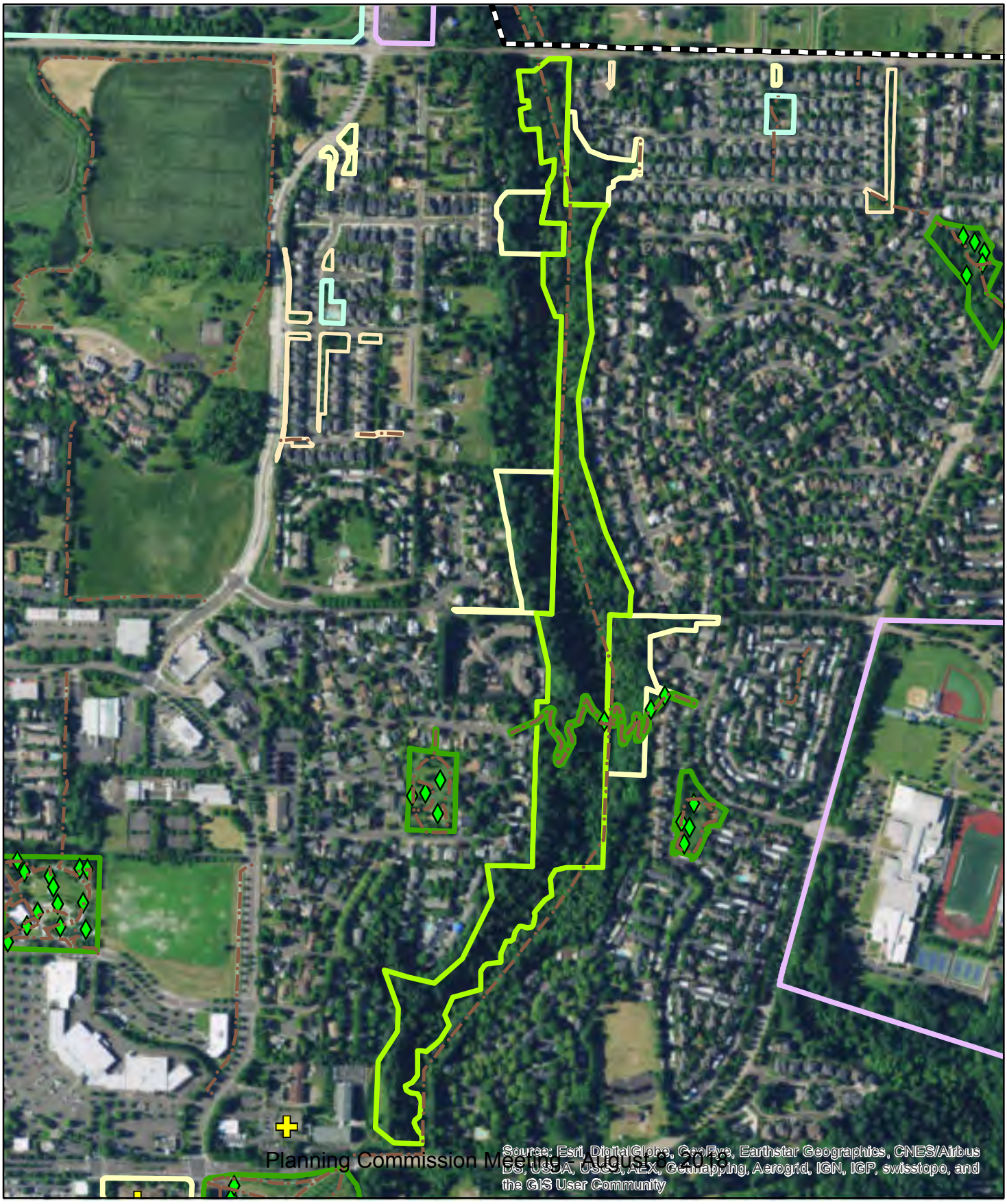
Boeckman Trail

ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

GRASP® Atlas

Initial Inventory Date: Future

Boeckman Trail

7.2	Total Neighborhood GRASP® Score

7.2	Total Community GRASP® Score

Approximate Park Acreage: 26

Owner:

Drinking Fountains	0	Shade	3	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	0	
Restrooms	0	Picnic Tables	0	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP07	PARCEL	1		2	2	

Boones Ferry Park Expansion

ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

GRASP® Atlas

Initial Inventory Date: Future

Boones Ferry Park Expansion

4.8	Total Neighborhood GRASP® Score

4.8	Total Community GRASP® Score

Approximate Park Acreage: 7

Owner:

Drinking Fountains	2	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	2	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP01	PARCEL	1		2	2	

Fifth Street Escape

ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

GRASP® Atlas

Initial Inventory Date: Future

Fifth Street Escape

4.4	Total Neighborhood GRASP® Score

4.4	Total Community GRASP® Score

Approximate Park Acreage: 5

Owner:

Drinking Fountains	0	Shade	0	**Design and Ambiance**
Seating	0	Trail Connection	3	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	0	
Restrooms	0	Picnic Tables	0	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP08	PARCEL	1		2	2	

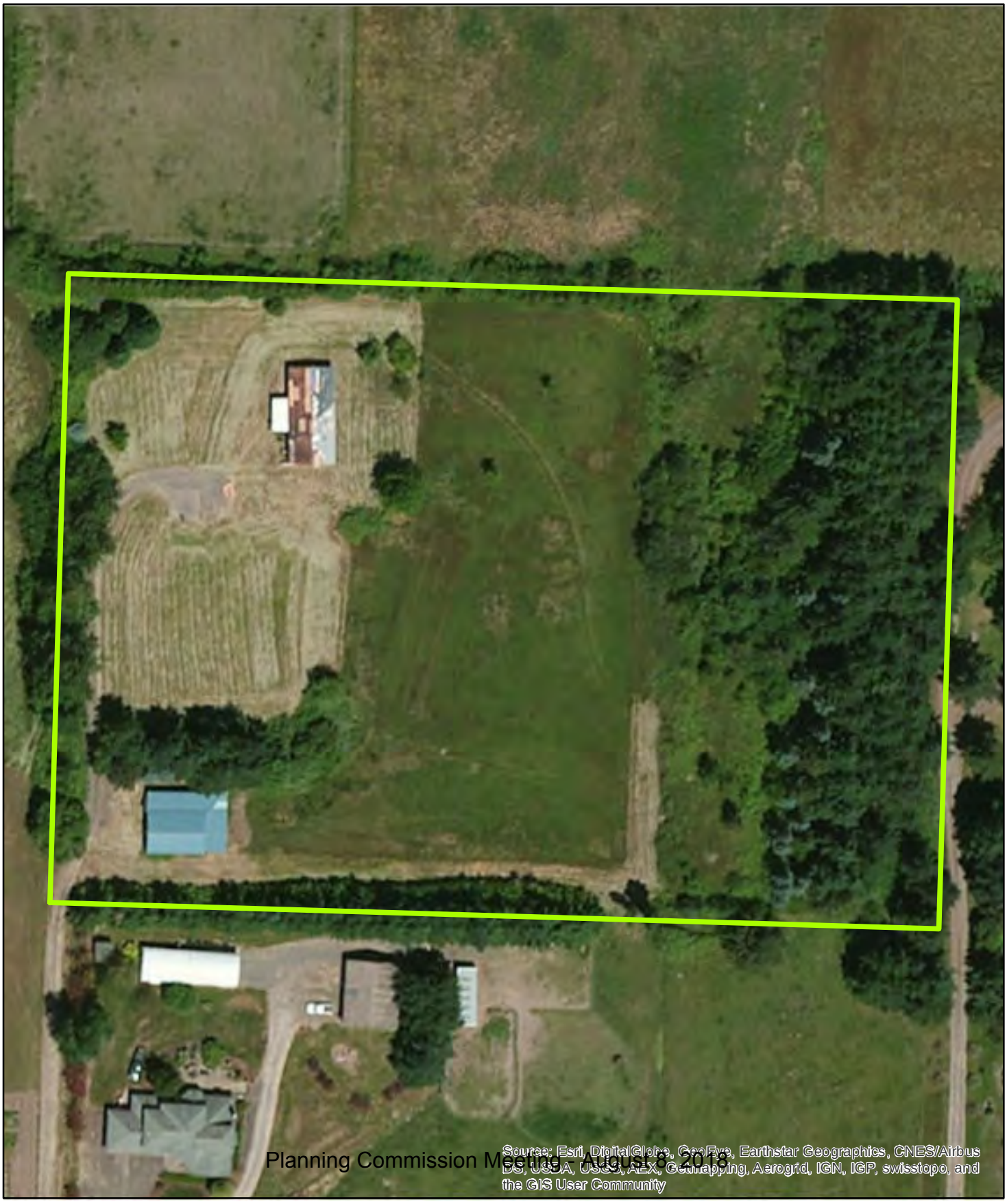
Frog Pond Neighborhood Park

ATTACHMENT A

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

N



GRASP® Atlas

Initial Inventory Date: Future

Frog Pond Neighborhood Park

4.8	Total Neighborhood GRASP® Score

4.8	Total Community GRASP® Score

Approximate Park Acreage: 5

Owner:

Drinking Fountains	2	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	2	***2***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	0	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP03	PARCEL	1		2	2	

RP 7

ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

GRASP® Atlas

Initial Inventory Date: Future

RP 7

21.6	Total Neighborhood GRASP® Score

21.6	Total Community GRASP® Score

Approximate Park Acreage: 3

Owner:

Drinking Fountains	2	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	0	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP06	PARCEL	1		2	2	
F08	Open Turf	1		2	2	
F07	Shelter, Large	1		2	2	

RP 8

ATTACHMENT A

GRASP® Atlas

Initial Inventory Date: Future

RP 8

79.2	Total Neighborhood GRASP® Score	**79.2**	Total Community GRASP® Score

Approximate Park Acreage: 10

Owner:

Drinking Fountains	2	Shade	0	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	0	Park Access	2	
Dog Pick-Up Station	0	Parking	0	
Security Lighting	0	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

General Comments

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP05	PARCEL	1		2	2	
F18	Basketball Court	1		2	2	
F17	Open Turf	1		2	2	
F16	Playground, Local	1		2	2	
F15	Passive Node	1		2	2	
F14	Passive Node	1		2	2	
F13	Shelter, Large	1		2	2	
F12	Passive Node	1		2	2	
F11	Playground, Local	1		2	2	
F10	Passive Node	1		2	2	
F09	Rectangular Field, Small	1		2	2	

Trocadero Park

ATTACHMENT A

N

Legend

- Component
- Future Park Component
- Indoor Facility
- Trail
- Water Trail
- Park or Facility
- Future Park or Facility
- Open Space or Landscape Area
- Other Park or Rec Location
- School
- Trail Corridor or Connector

GRASP® Atlas

Initial Inventory Date: Future

Villebois Trocadero Park

58.5 Total Neighborhood GRASP® Score

58.5 Total Community GRASP® Score

Approximate Park Acreage: 2

Owner:

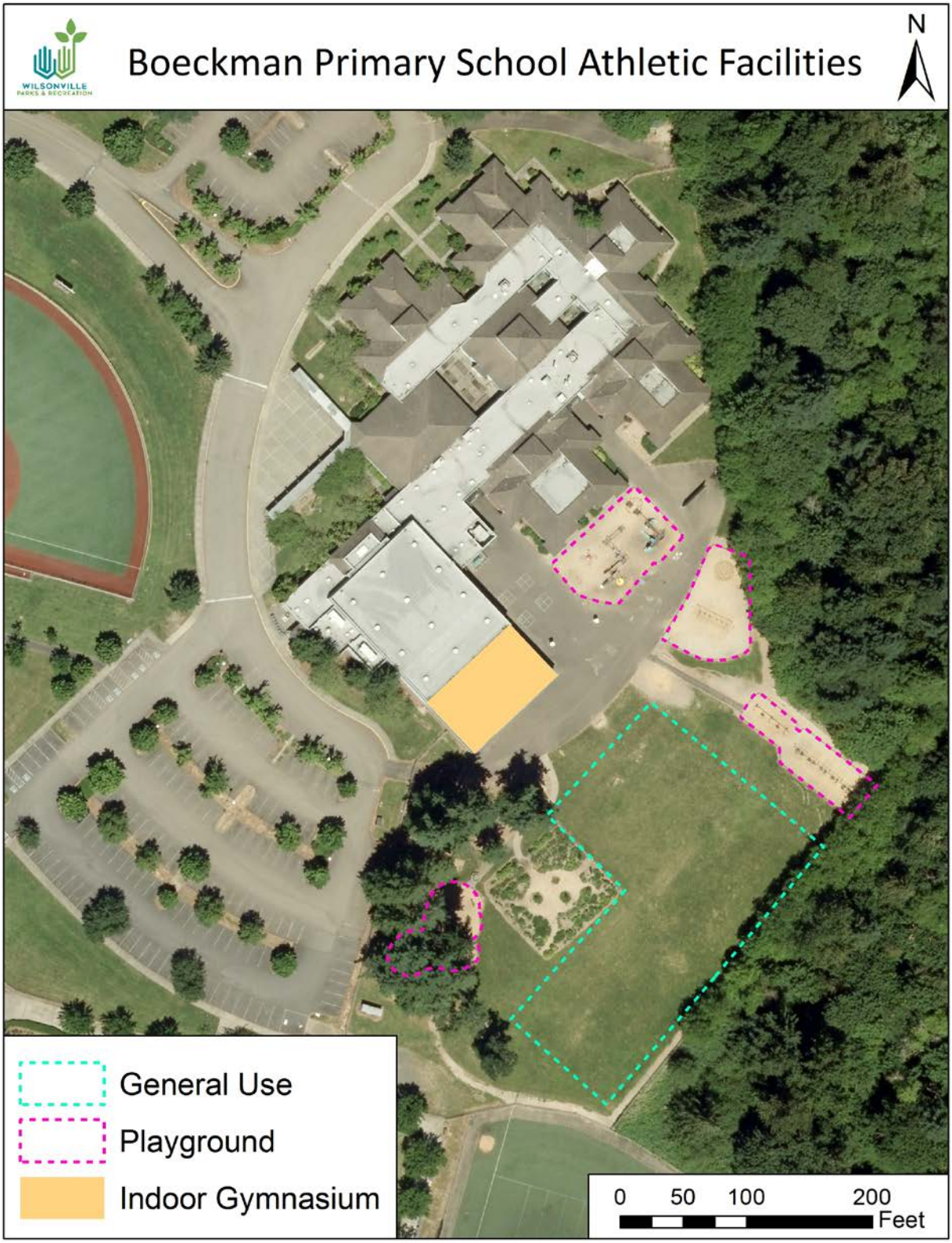
Drinking Fountains	2	Shade	2	**Design and Ambiance**
Seating	2	Trail Connection	3	***3***
BBQ Grills	2	Park Access	2	
Dog Pick-Up Station	2	Parking	0	
Security Lighting	2	Seasonal Plantings	0	
Bike Parking	2	Ornamental Planting	2	
Restrooms	2	Picnic Tables	2	

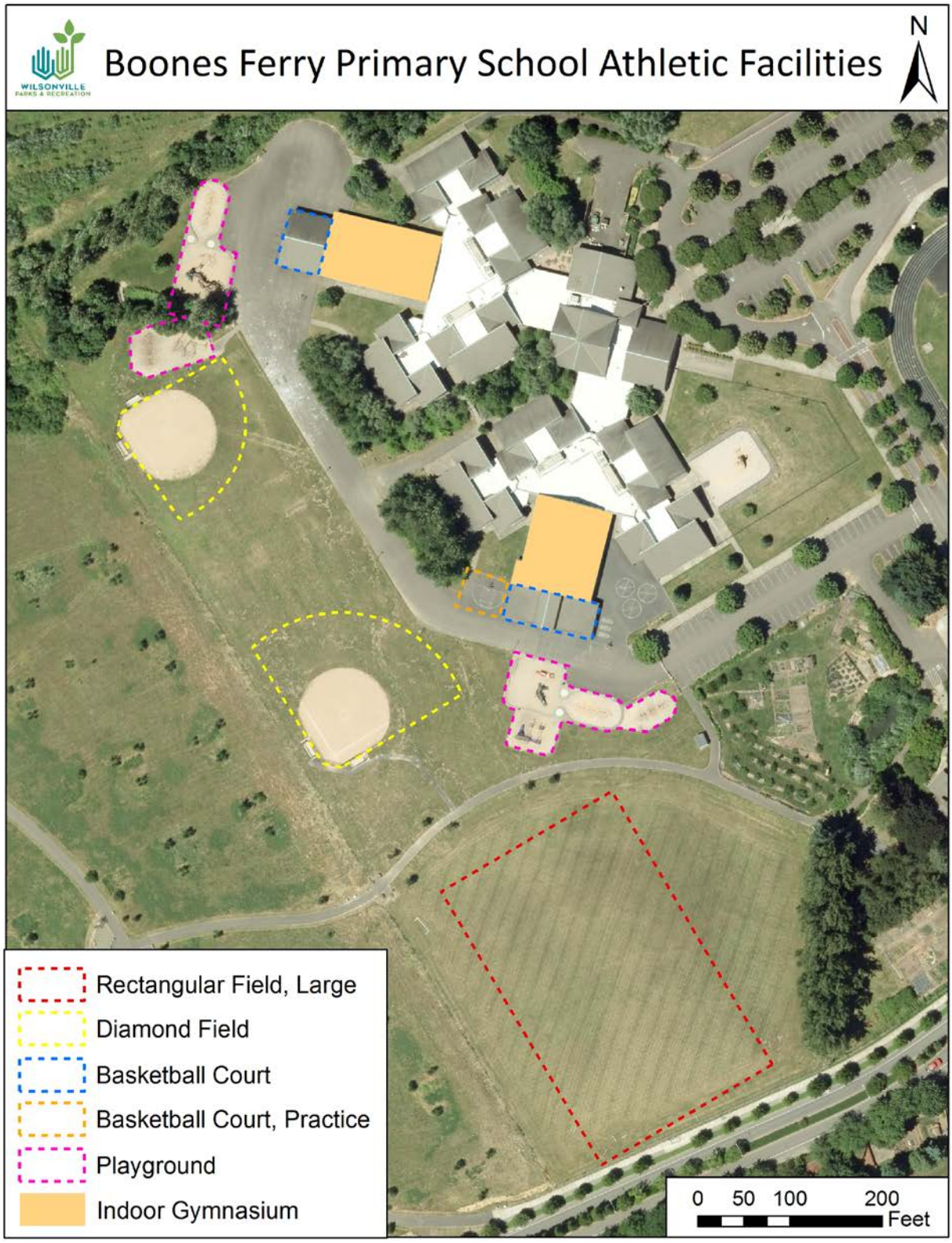
General Comments

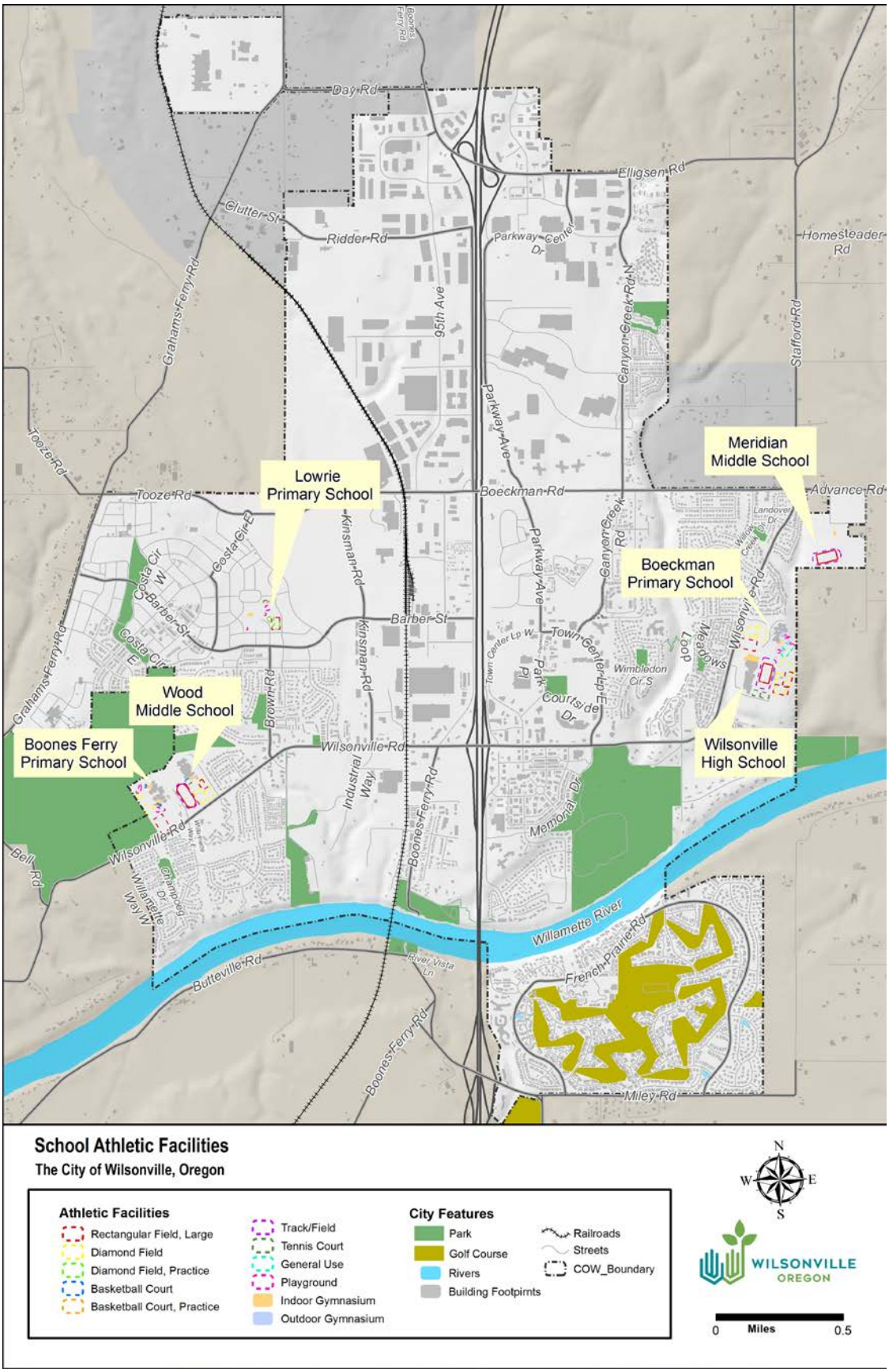
Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
FP04	PARCEL	1		2	2	
F06	Shelter, Large	1		2	2	
F05	Playground, Local	1		2	2	
F04	Skate Park	1		3	3	
F03	Open Turf	1		2	2	
F02	Water Feature	1		2	2	water feature
F01	Passive Node	1		2	2	entry plaza

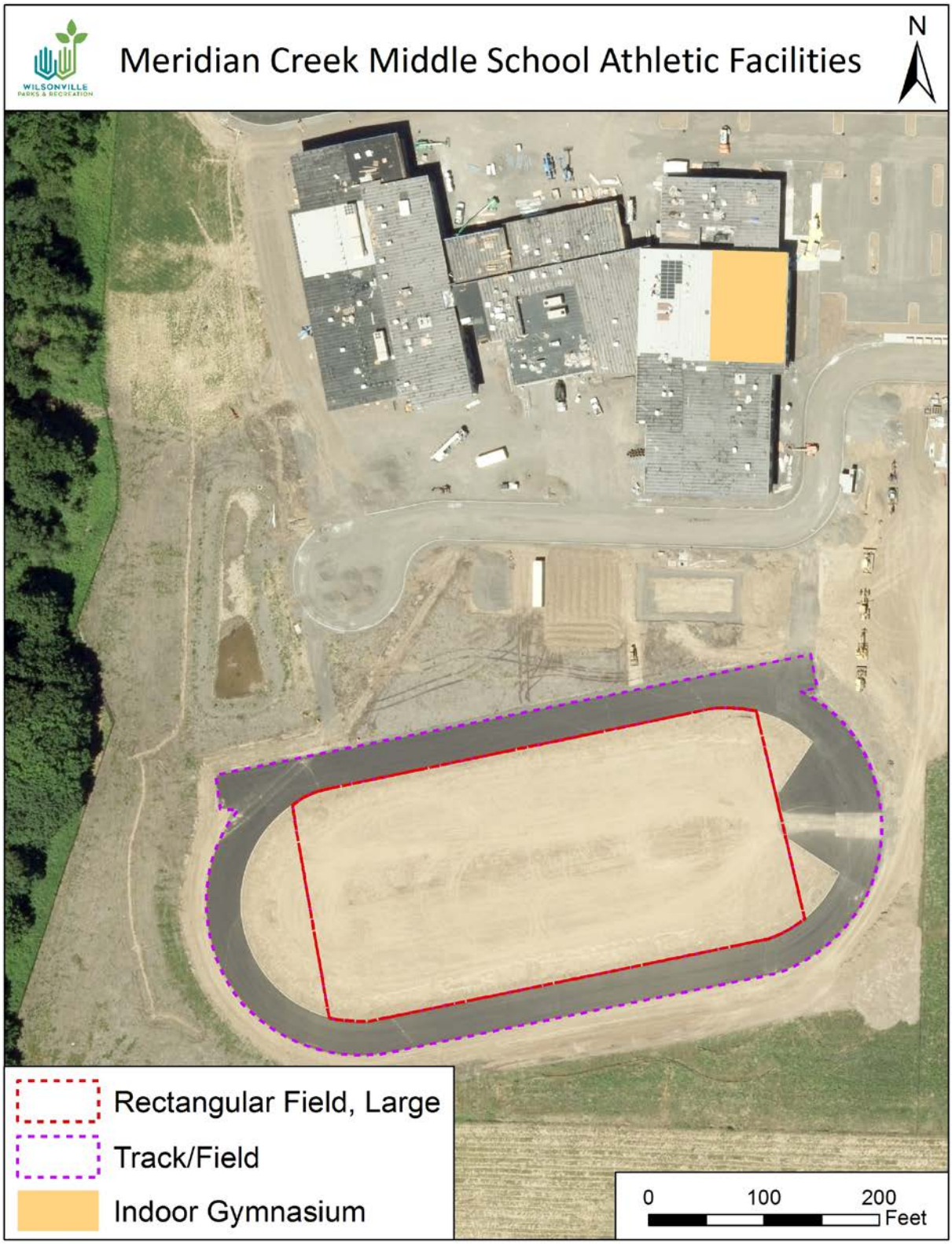
Appendix D: School Facility Maps

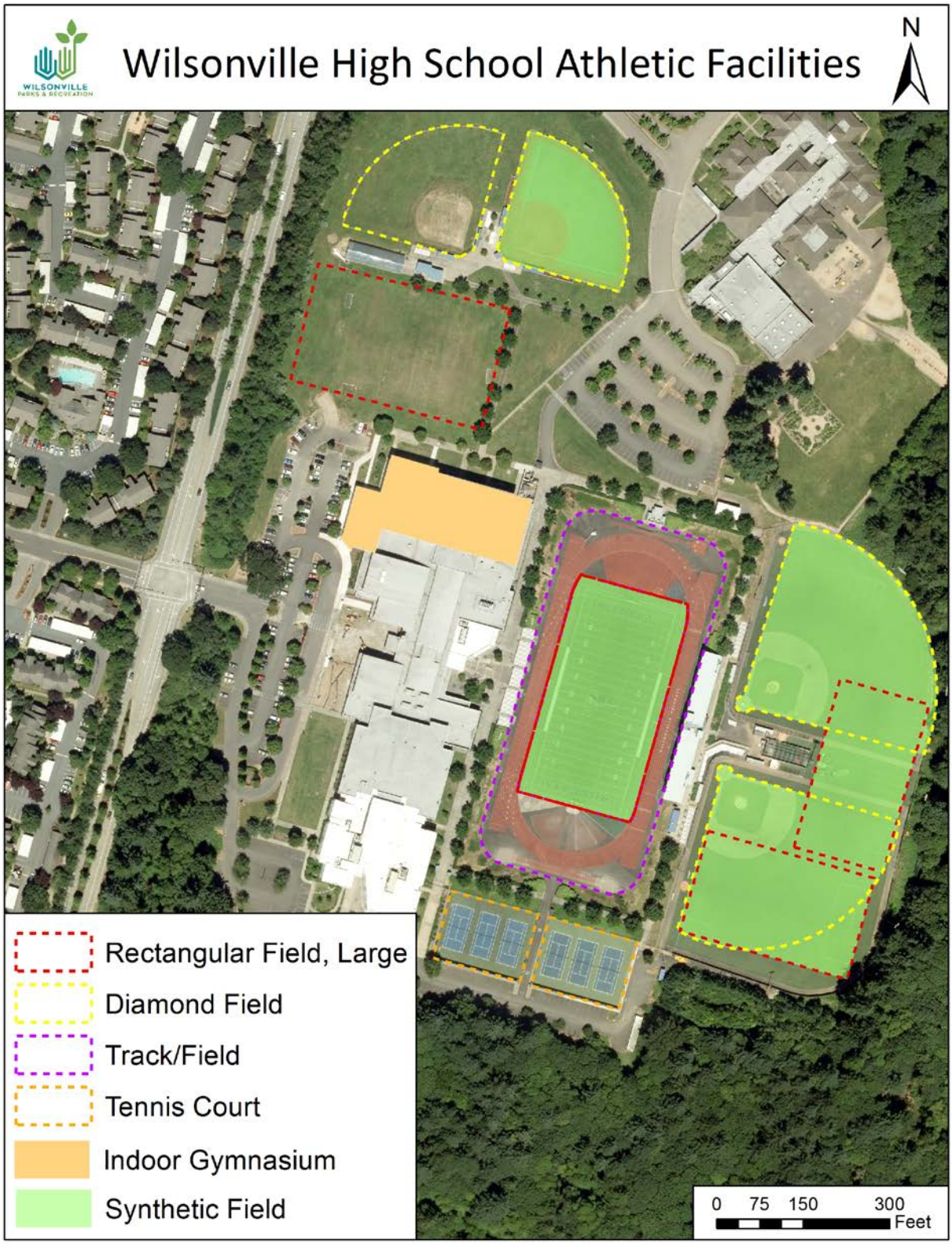


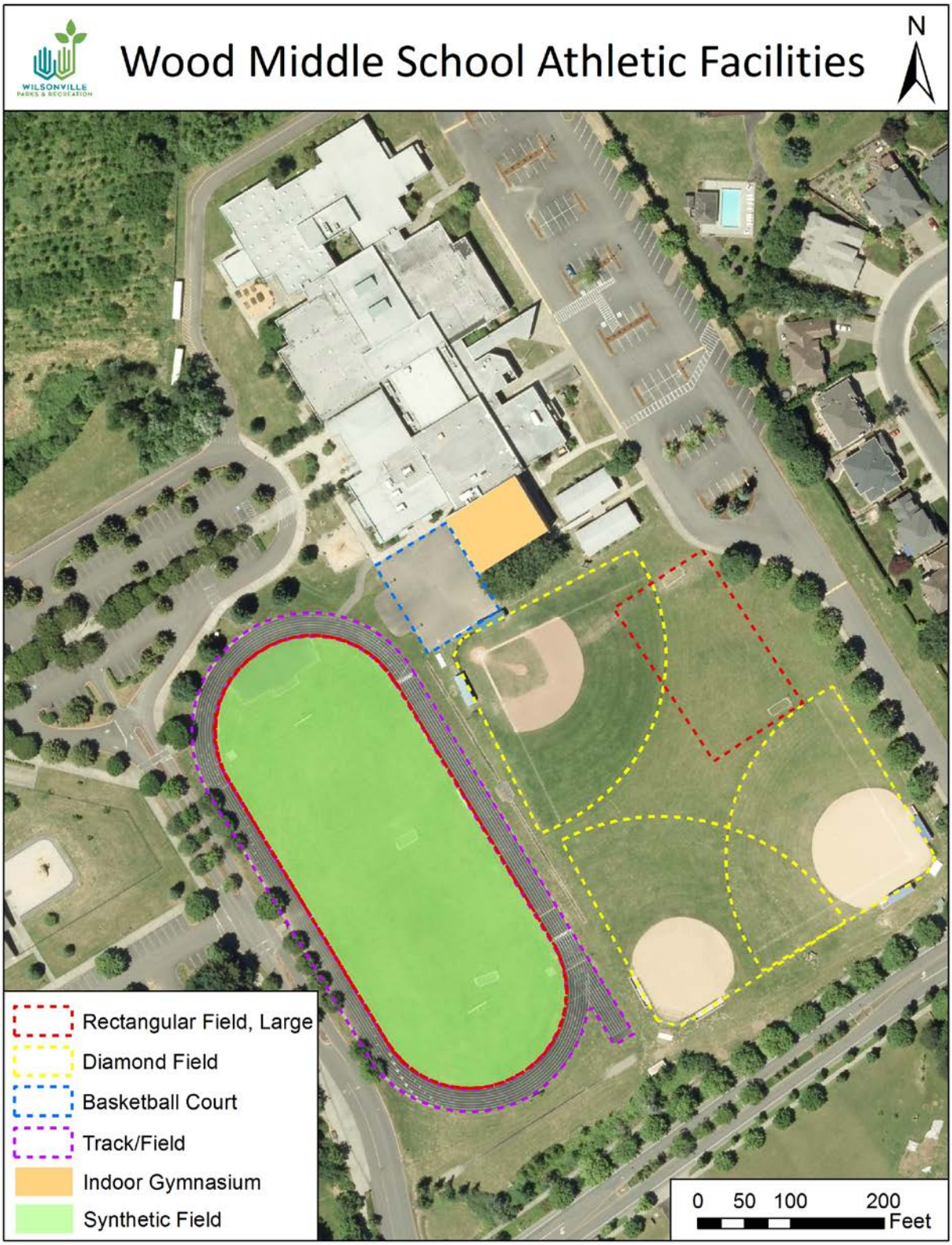

Boones Ferry Primary School Athletic Facilities
N
WILSONVILLE
PARKS & RECREATION
Rectangular Field, Large
Diamond Field
Basketball Court
Basketball Court, Practice
Playground
Indoor Gymnasium
0 50 100 200
Feet


Meridian Middle School
Lowrie Primary School
Boeckman Primary School
Wood Middle School
Boones Ferry Primary School
Wilsonville High School
Day Rd
Elligsen Rd
Ridder Rd
Glutter St
Grahams Ferry Rd
95th Ave
Parkway Ave
Canyon Creek Rd N
Stafford Rd
Homesteader Rd
Tooze Rd
Boeckman Rd
Advance Rd
Kinsman Rd
Barber St
Costa Cir E
Costa Cir W
Brown Rd
Wilsonville Rd
Industrial Way
Boones Ferry Rd
Memorial Dr
Willamette River
French Prairie Rd
Butteville Rd
Miley Rd
Bell Rd
Willamette Way W
Champoeg Dr
River Vista Ln
Town Center Lp W
Town Center Lp E
Park Place
Courtside Dr
Wimbledon Cir S
Loop
Meadows
Landover Dr
Willow Creek
School Athletic Facilities
The City of Wilsonville, Oregon
Athletic Facilities
Rectangular Field, Large
Diamond Field
Diamond Field, Practice
Basketball Court
Basketball Court, Practice
Track/Field
Tennis Court
General Use
Playground
Indoor Gymnasium
Outdoor Gymnasium
City Features
Park
Golf Course
Rivers
Building Footpirnts
Railroads
Streets
COW_Boundary
N
W
E
S
WILSONVILLE
OREGON
0
Miles
0.5

Lowrie Primary School Athletic Facilties
N
Rectangular Field, Large
Diamond Field, Practice
Basketball Court
Basketball Court, Practice
Playground
Indoor Gymnasium
0 50 100 200
Feet


Meridian Creek Middle School Athletic Facilities
N
Rectangular Field, Large
Track/Field
Indoor Gymnasium
0
100
200
Feet


Wilsonville High School Athletic Facilities
N
Rectangular Field, Large
Diamond Field
Track/Field
Tennis Court
Indoor Gymnasium
Synthetic Field
0 75 150 300
Feet


Wood Middle School Athletic Facilities
N
Rectangular Field, Large
Diamond Field
Basketball Court
Track/Field
Indoor Gymnasium
Synthetic Field
0 50 100 200
Feet

Appendix E: GRASP® Maps

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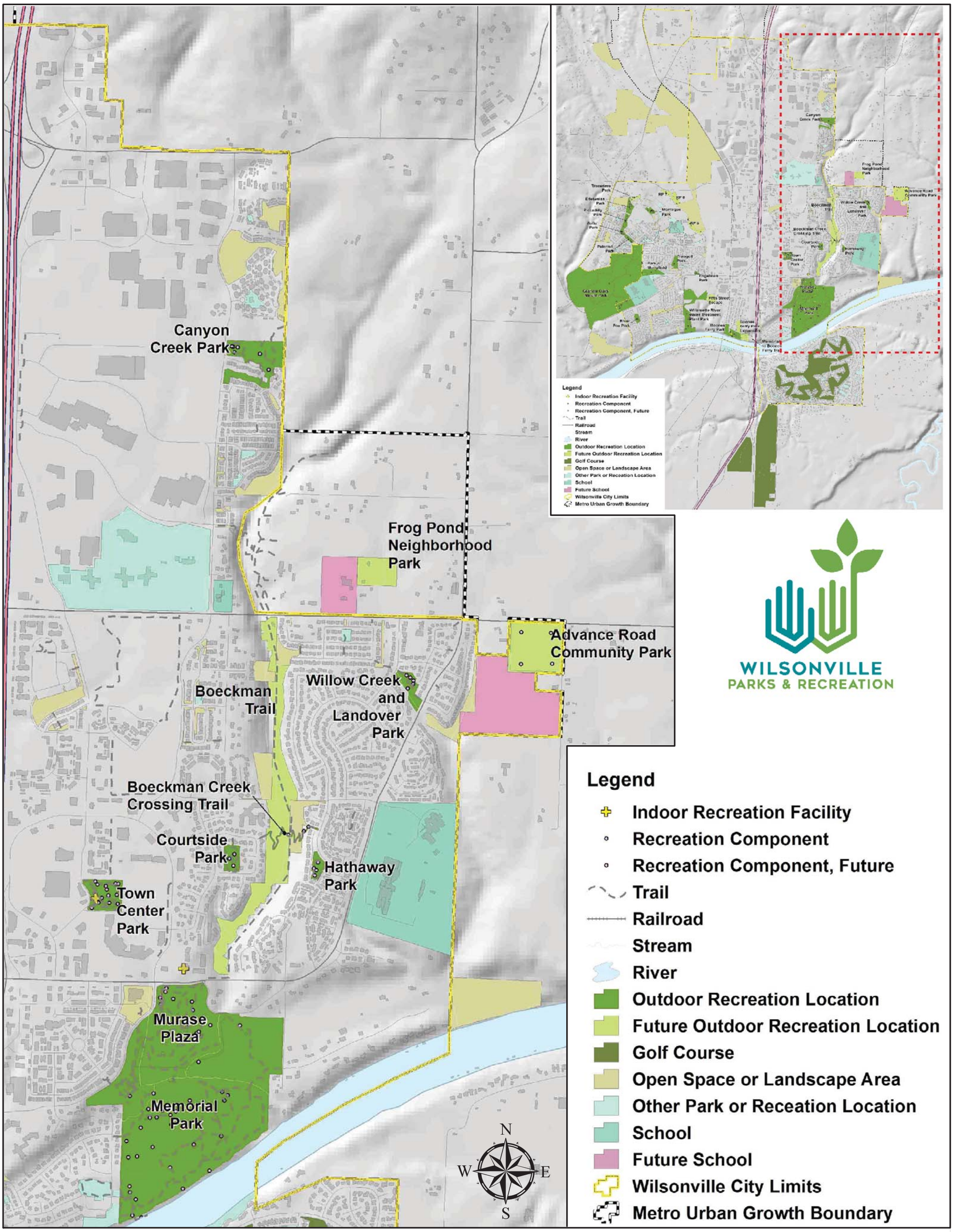
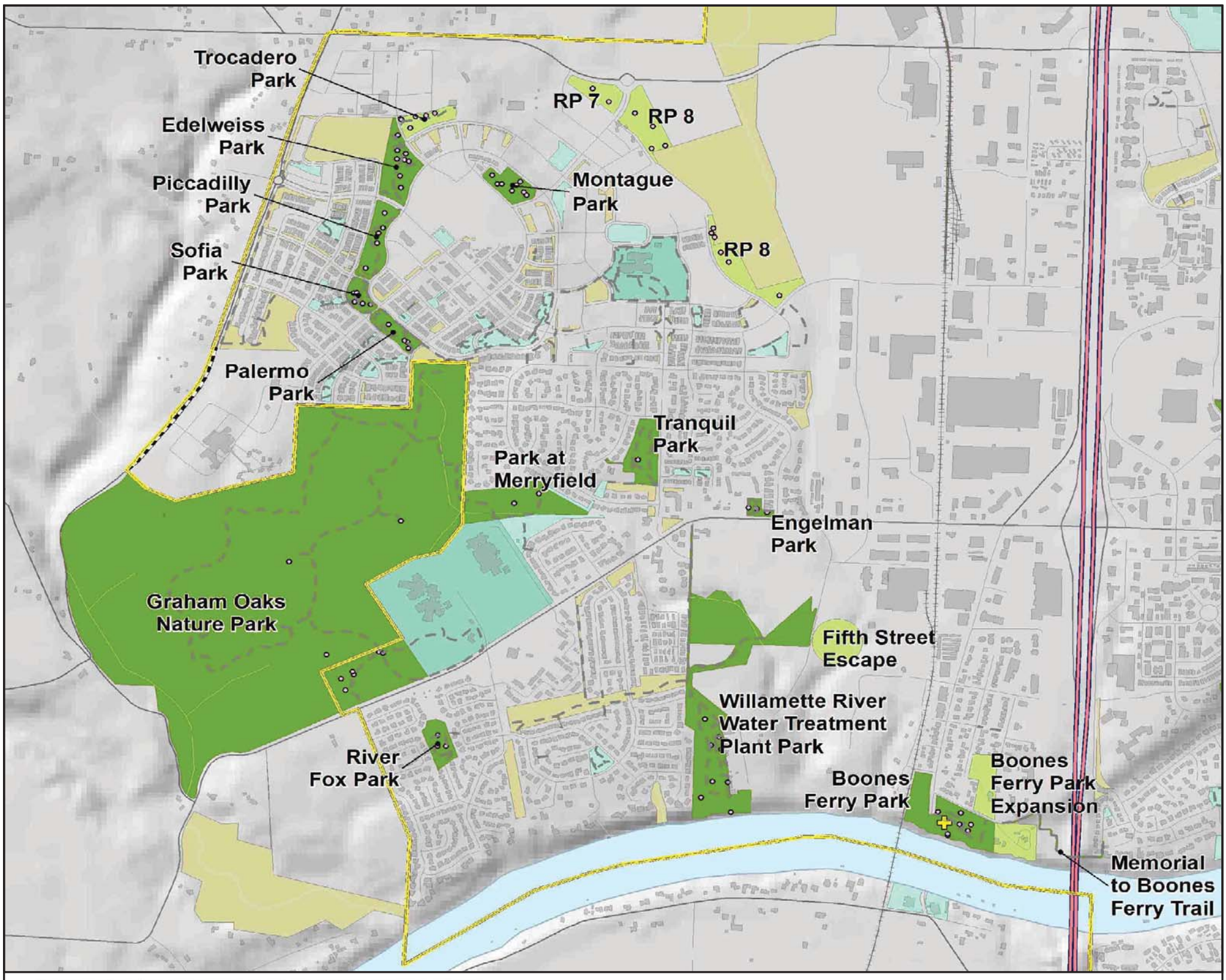
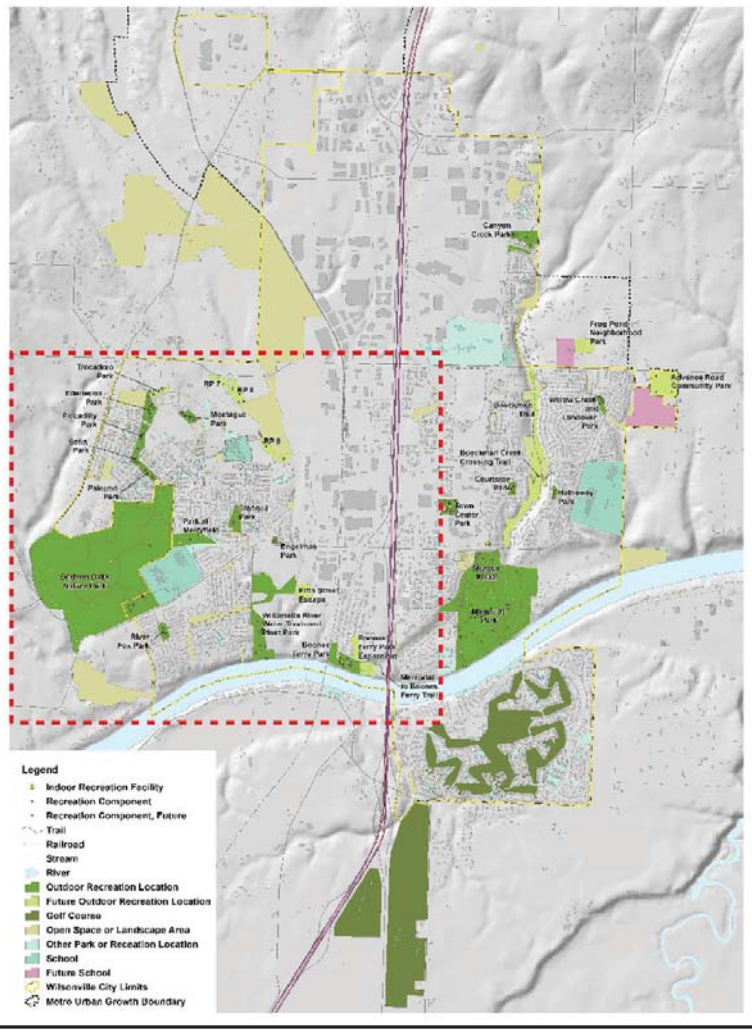

Canyon Creek Park
Frog Pond Neighborhood Park
Advance Road Community Park
Boeckman Trail
Willow Creek and Landover Park
Boeckman Creek Crossing Trail
Courtside Park
Hathaway Park
Town Center Park
Murase Plaza
Memorial Park
N
W
E
S
Legend
Indoor Recreation Facility
Recreation Component
Recreation Component, Future
Trail
Railroad
Stream
River
Outdoor Recreation Location
Future Outdoor Recreation Location
Golf Course
Open Space or Landscape Area
Other Park or Receation Location
School
Future School
Wilsonville City Limits
Metro Urban Growth Boundary



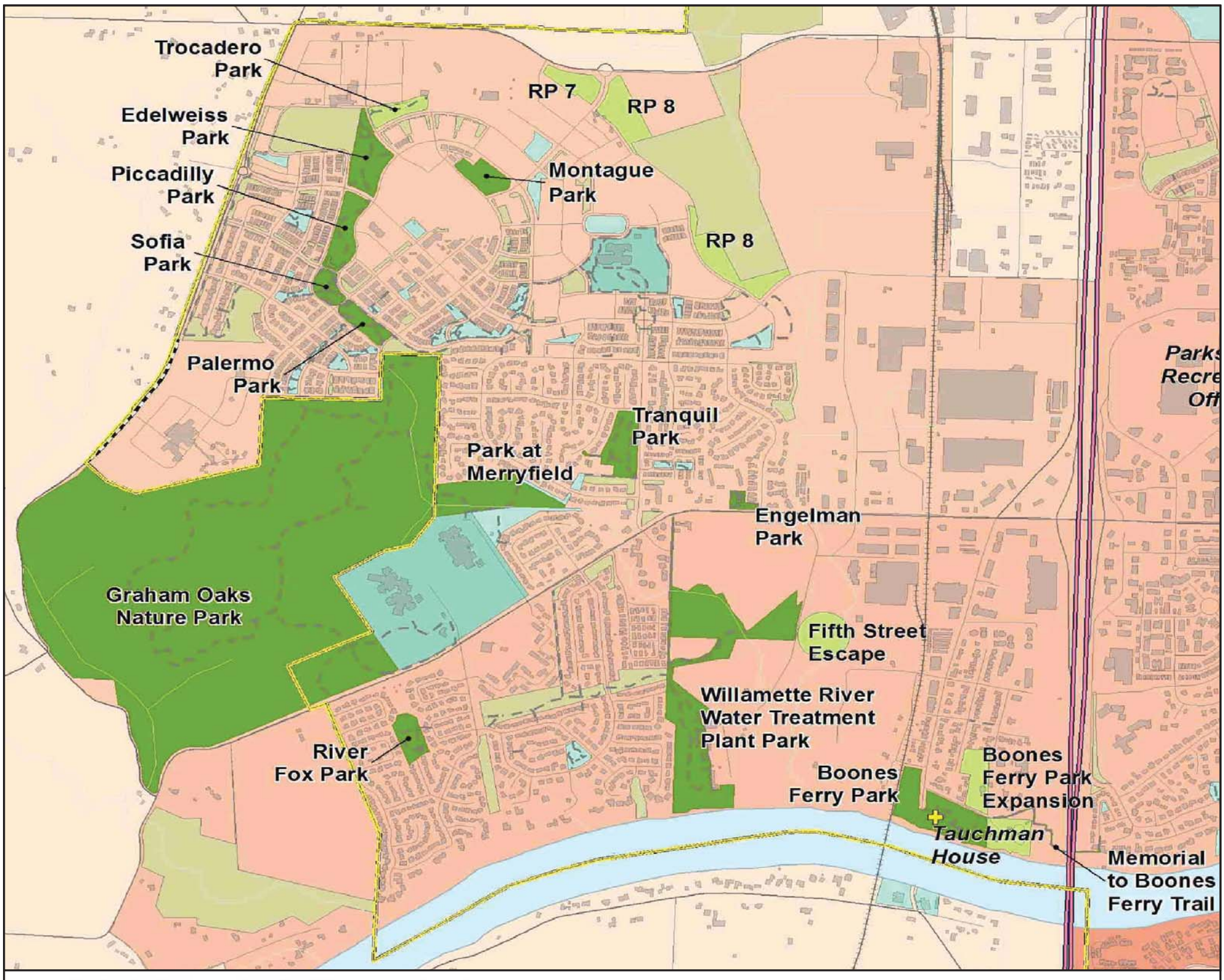


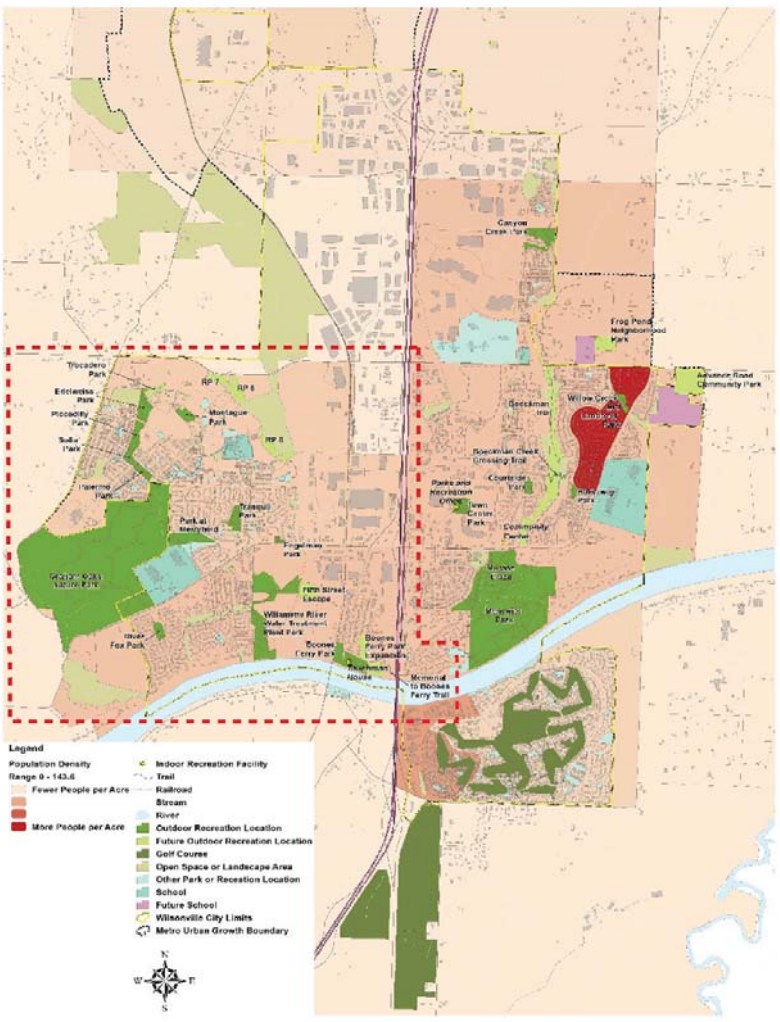
WILSONVILLE
PARKS & RECREATION

N
W E
S

Legend

- Indoor Recreation Facility
- Recreation Component
- Recreation Component, Future
- Trail
- Railroad
- Stream
- River
- Outdoor Recreation Location
- Future Outdoor Recreation Location
- Golf Course
- Open Space or Landscape Area
- Other Park or Receation Location
- School
- Future School
- Wilsonville City Limits
- Metro Urban Growth Boundary





Legend

Population Density
Range 0 - 143.6
Fewer People per Acre
More People per Acre

Indoor Recreation Facility
Trail
Railroad
Stream
River
Outdoor Recreation Location
Future Outdoor Recreation Location
Golf Course
Open Space or Landscape Area
Other Park or Receation Location
School
Future School
Wilsonville City Limits
Metro Urban Growth Boundary

WILSONVILLE
PARKS & RECREATION

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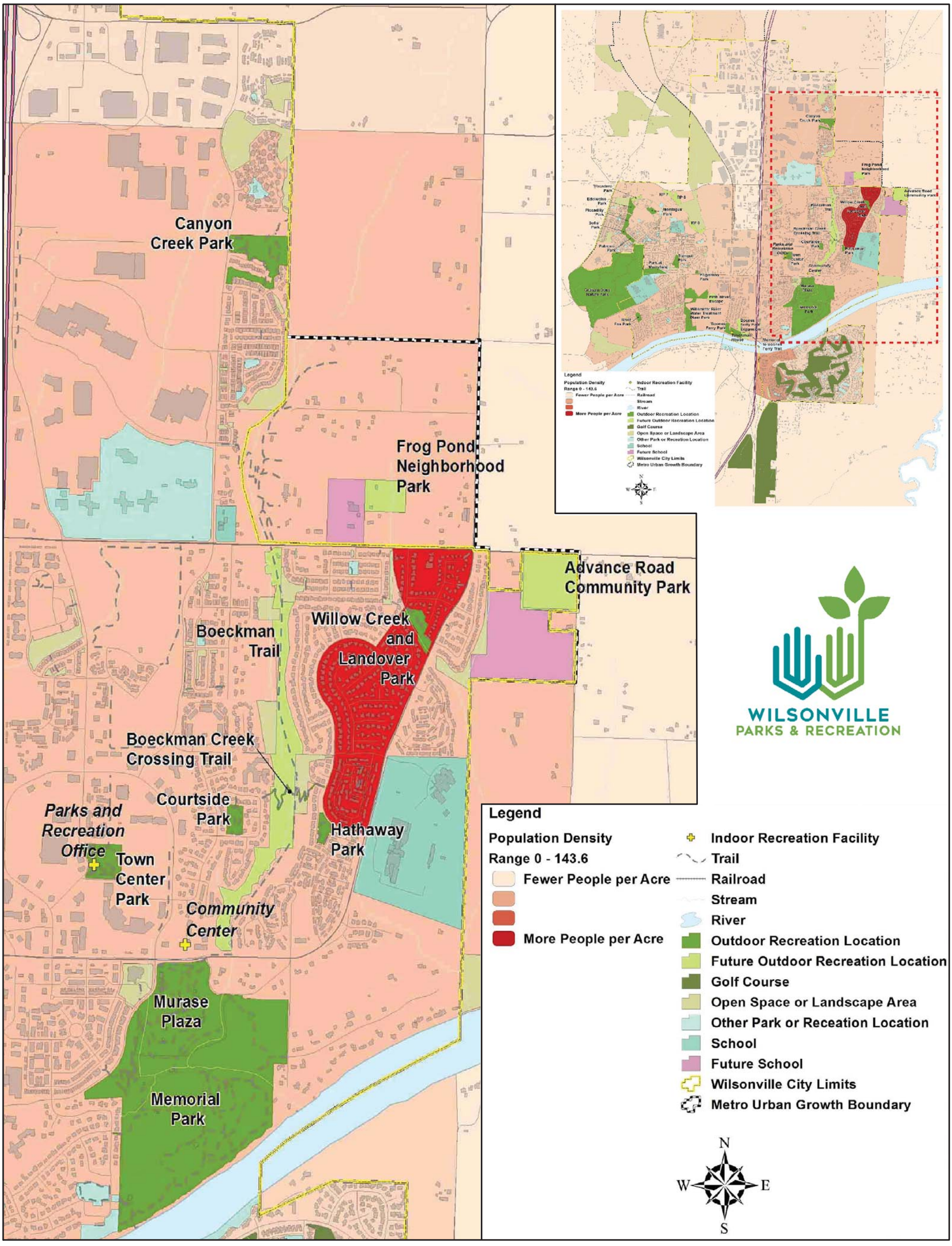
Canyon Creek Park
Frog Pond Neighborhood Park
Advance Road Community Park
Willow Creek and Landover Park
Boeckman Trail
Boeckman Creek Crossing Trail
Courtside Park
Parks and Recreation Office
Town Center Park
Community Center
Hathaway Park
Murase Plaza
Memorial Park
WILSONVILLE PARKS & RECREATION
Legend
Population Density
Range 0 - 143.6
Fewer People per Acre
More People per Acre
Indoor Recreation Facility
Trail
Railroad
Stream
River
Outdoor Recreation Location
Future Outdoor Recreation Location
Golf Course
Open Space or Landscape Area
Other Park or Receation Location
School
Future School
Wilsonville City Limits
Metro Urban Growth Boundary
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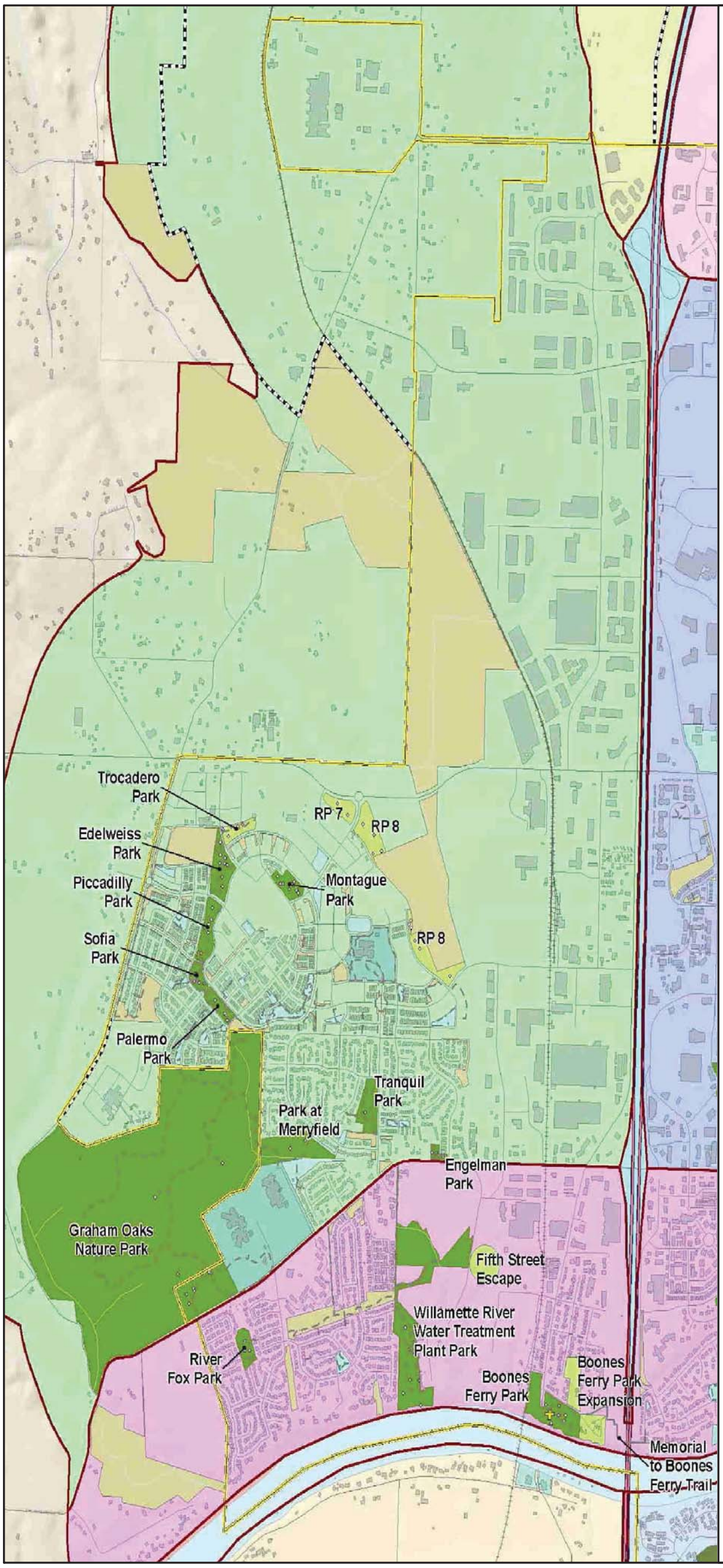

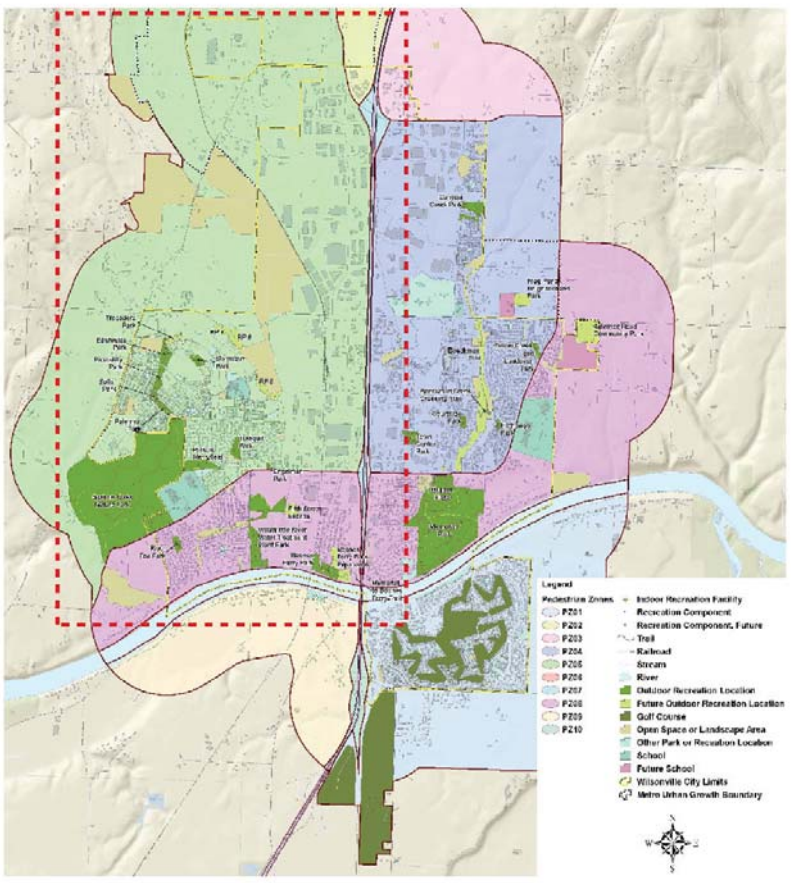

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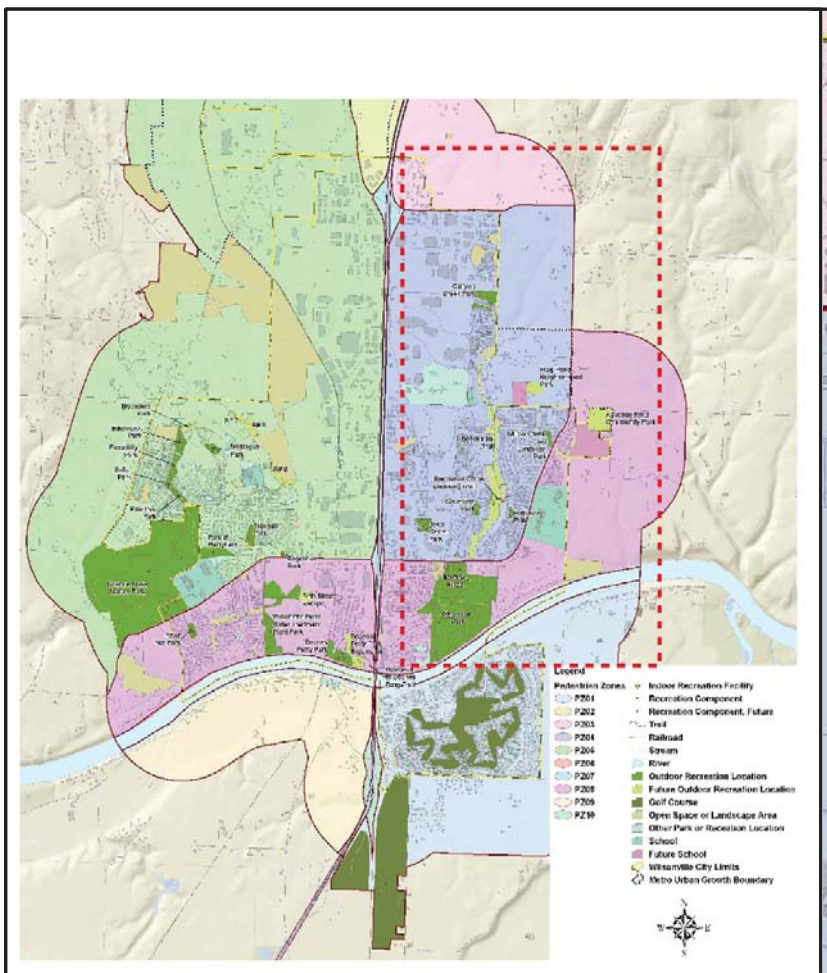
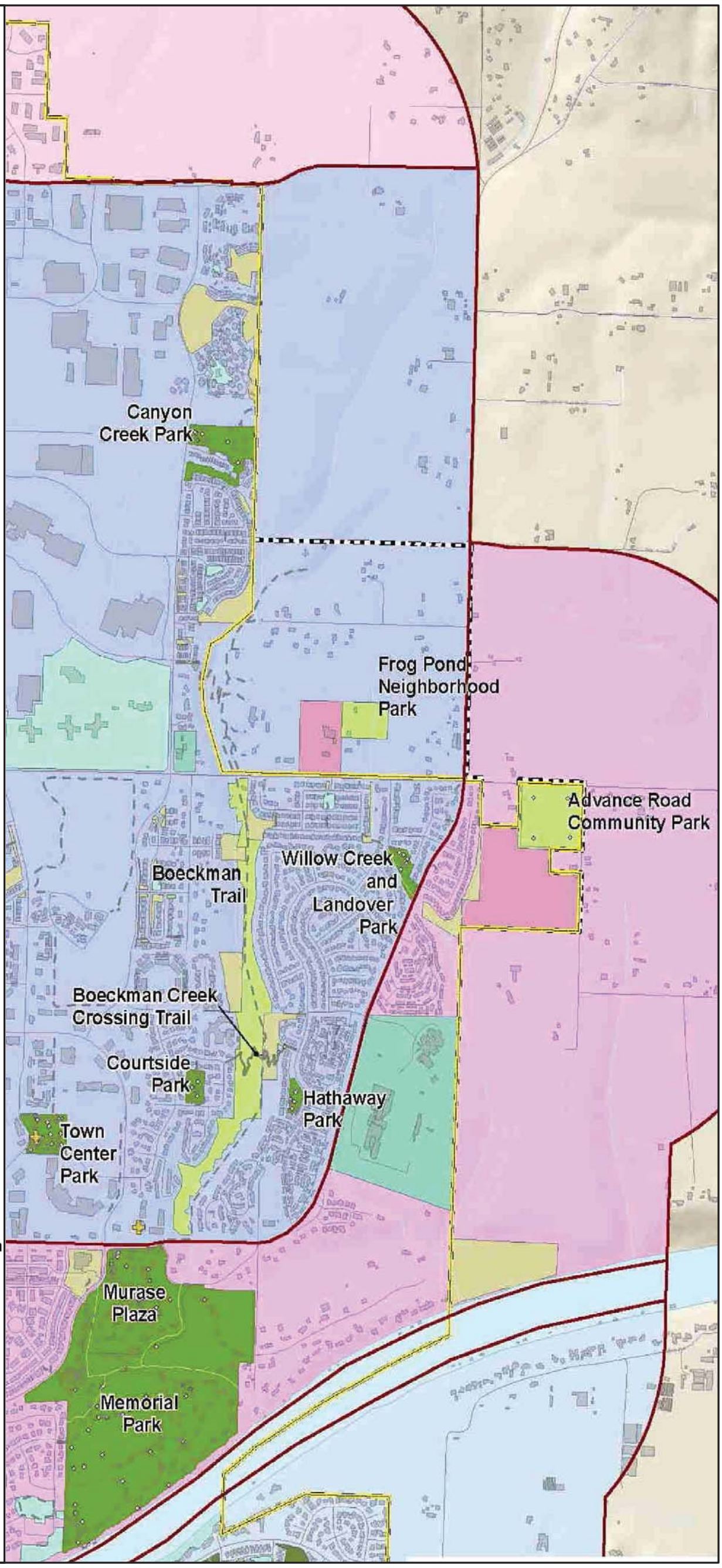
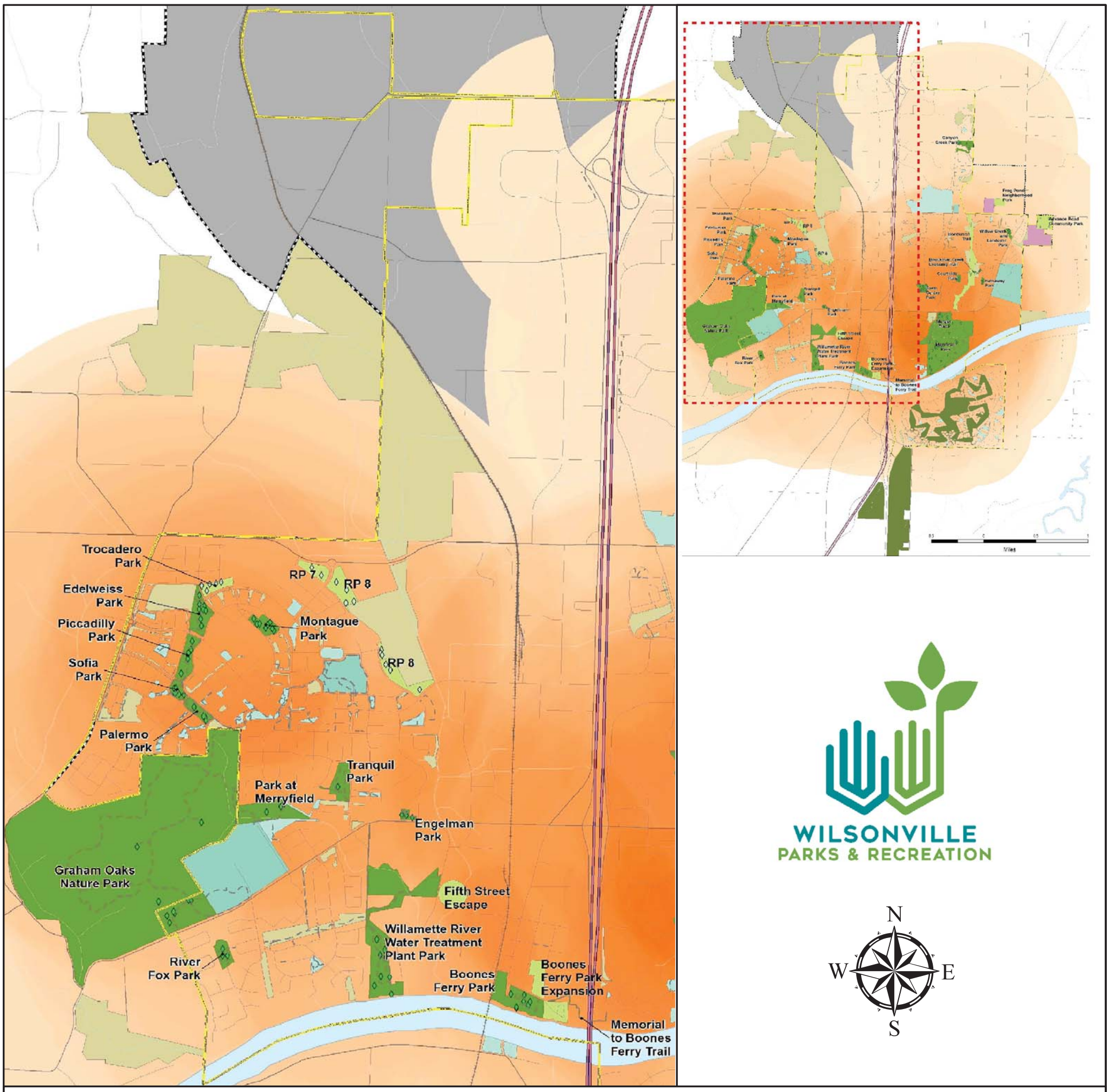
PARKS & RECREATION



WILSONVILLE
PARKS & RECREATION




Trocadero Park
Edelweiss Park
Piccadilly Park
Sofia Park
Palermo Park
RP 7
RP 8
Montague Park
RP 8
Tranquil Park
Park at Merryfield
Engelman Park
Graham Oaks Nature Park
Fifth Street Escape
Willamette River Water Treatment Plant Park
River Fox Park
Boones Ferry Park
Boones Ferry Park Expansion
Memorial to Boones Ferry Trail
WILSONVILLE
PARKS & RECREATION
N
W
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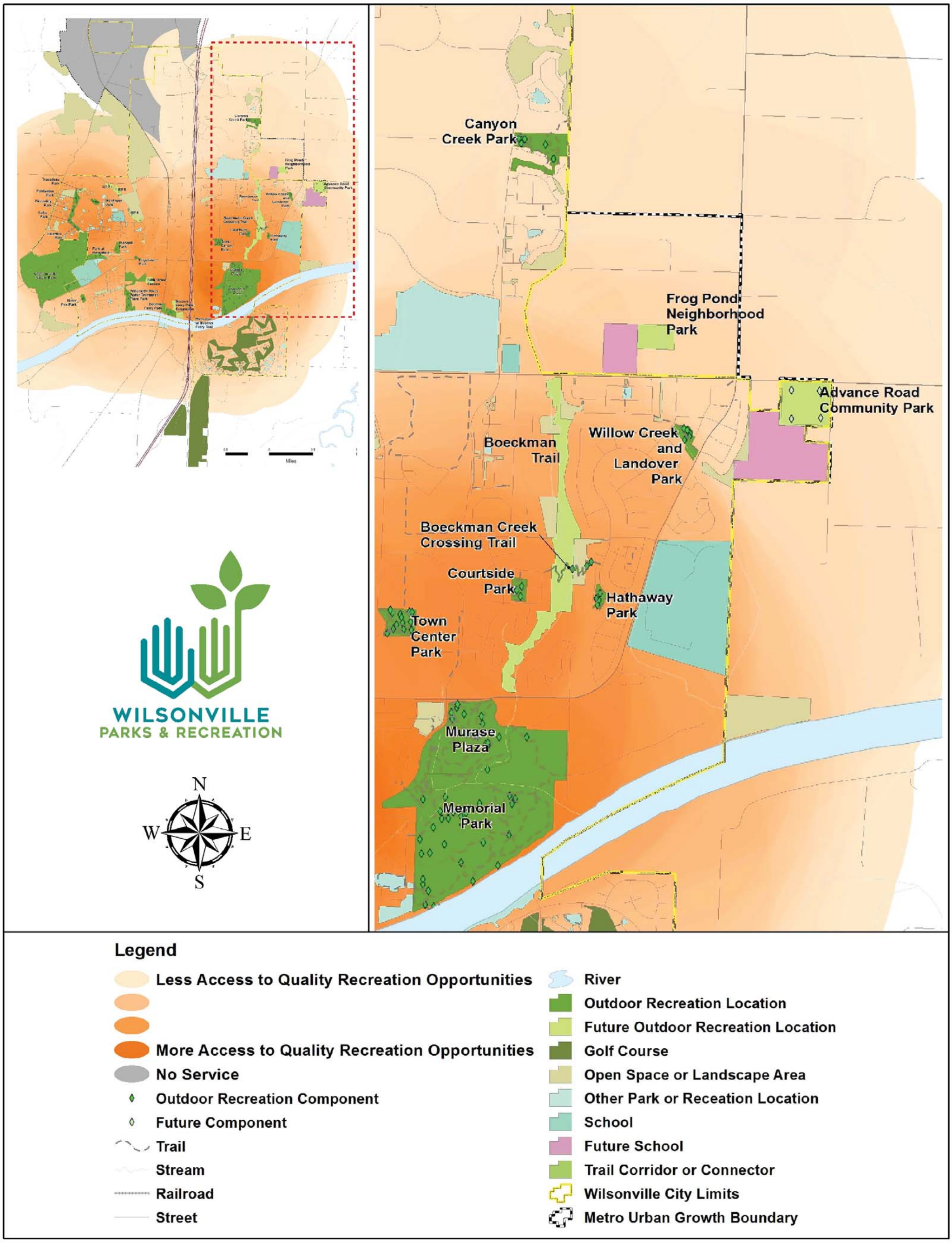
Legend
Less Access to Quality Recreation Opportunities
More Access to Quality Recreation Opportunities
No Service
Outdoor Recreation Component
Future Component
Trail
Stream
Railroad
Street
River
Outdoor Recreation Location
Future Outdoor Recreation Location
Golf Course
Open Space or Landscape Area
Other Park or Receation Location
School
Future School
Trail Corridor or Connector
Wilsonville City Limits
Metro Urban Growth Boundary


Canyon Creek Park
Frog Pond Neighborhood Park
Advance Road Community Park
Boeckman Trail
Willow Creek and Landover Park
Boeckman Creek Crossing Trail
Courtside Park
Hathaway Park
Town Center Park
Murase Plaza
Memorial Park
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PARKS & RECREATION
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More Access to Quality Recreation Opportunities
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Outdoor Recreation Location
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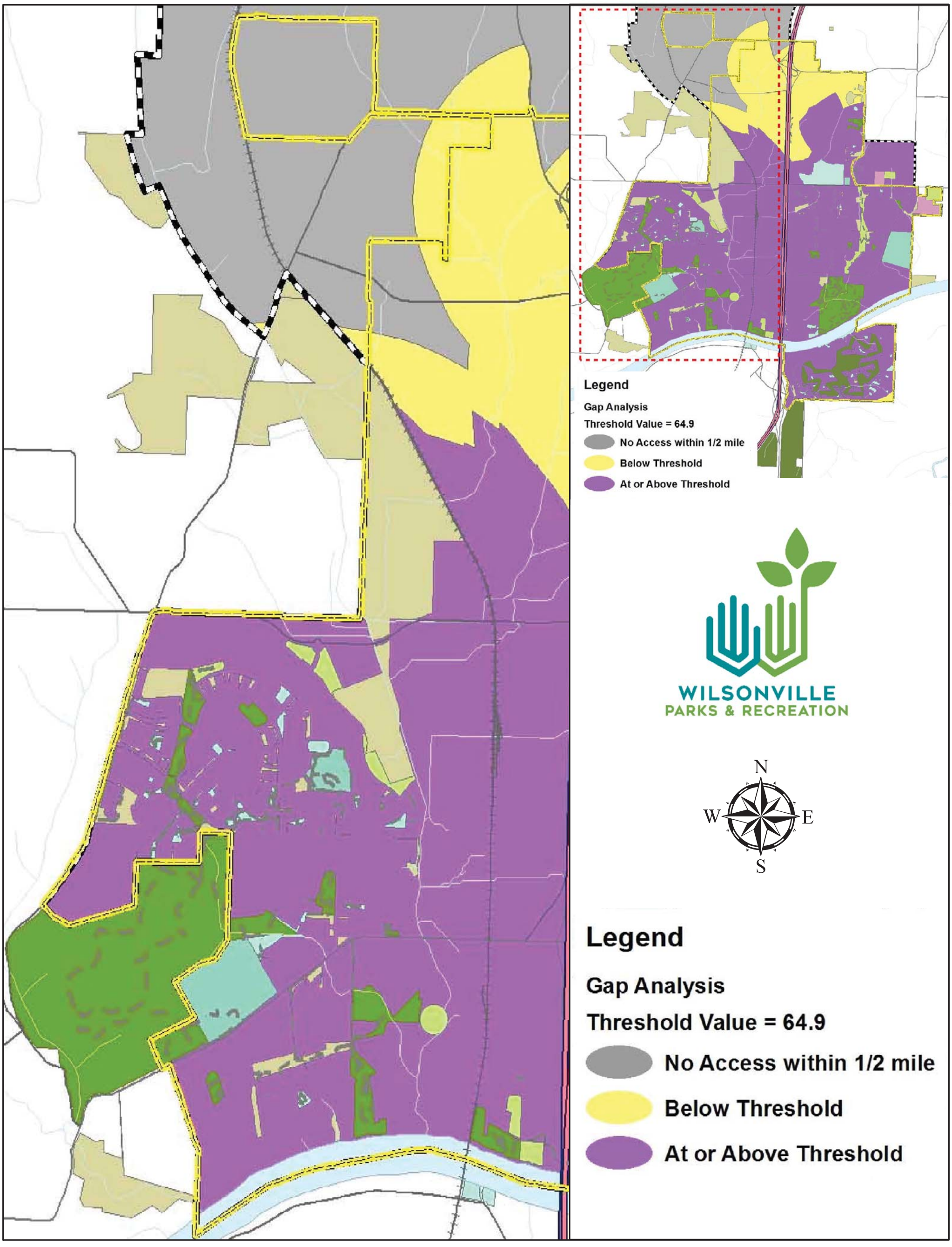
Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold
WILSONVILLE
PARKS & RECREATION
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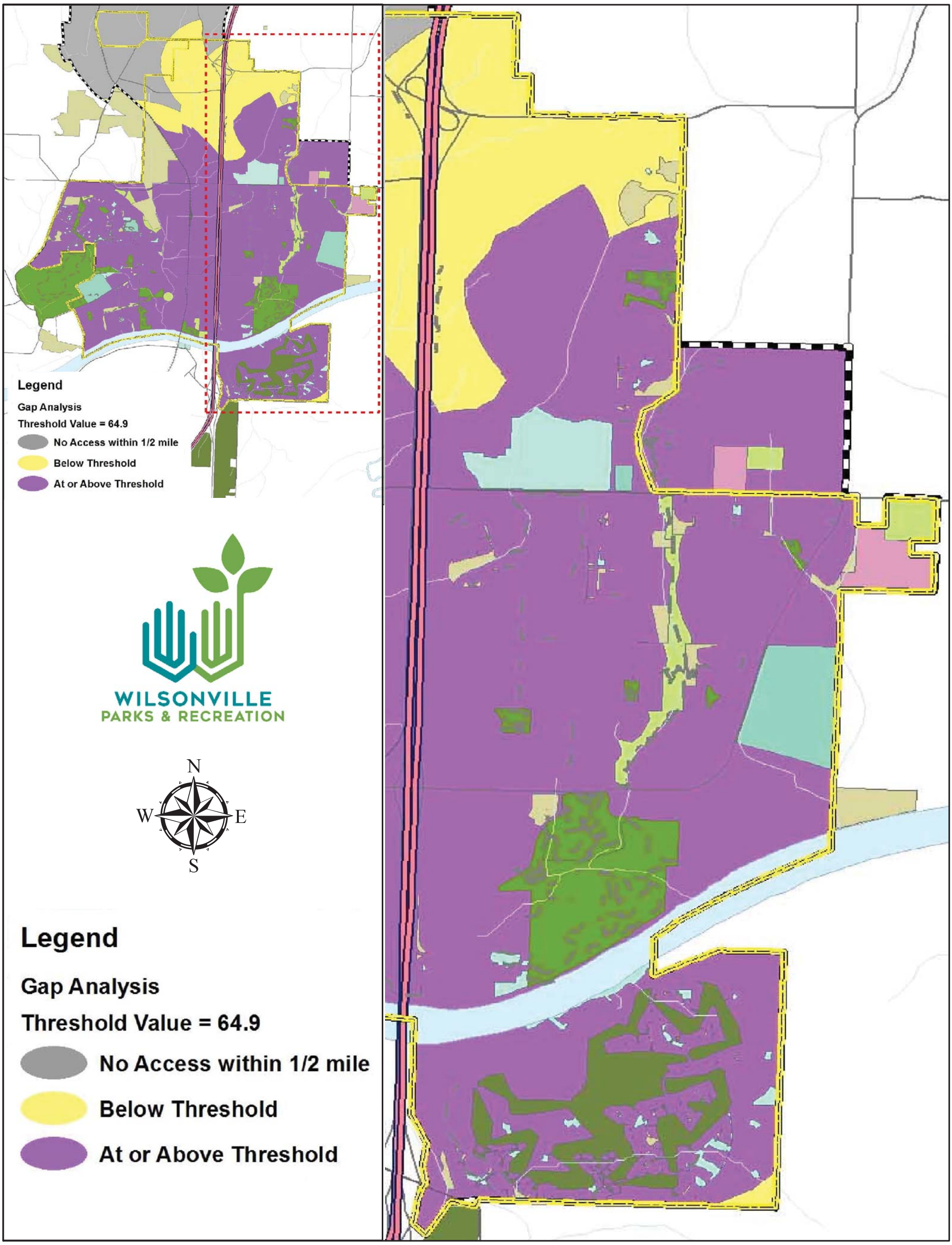
Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold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Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold
WILSONVILLE
PARKS & RECREATION
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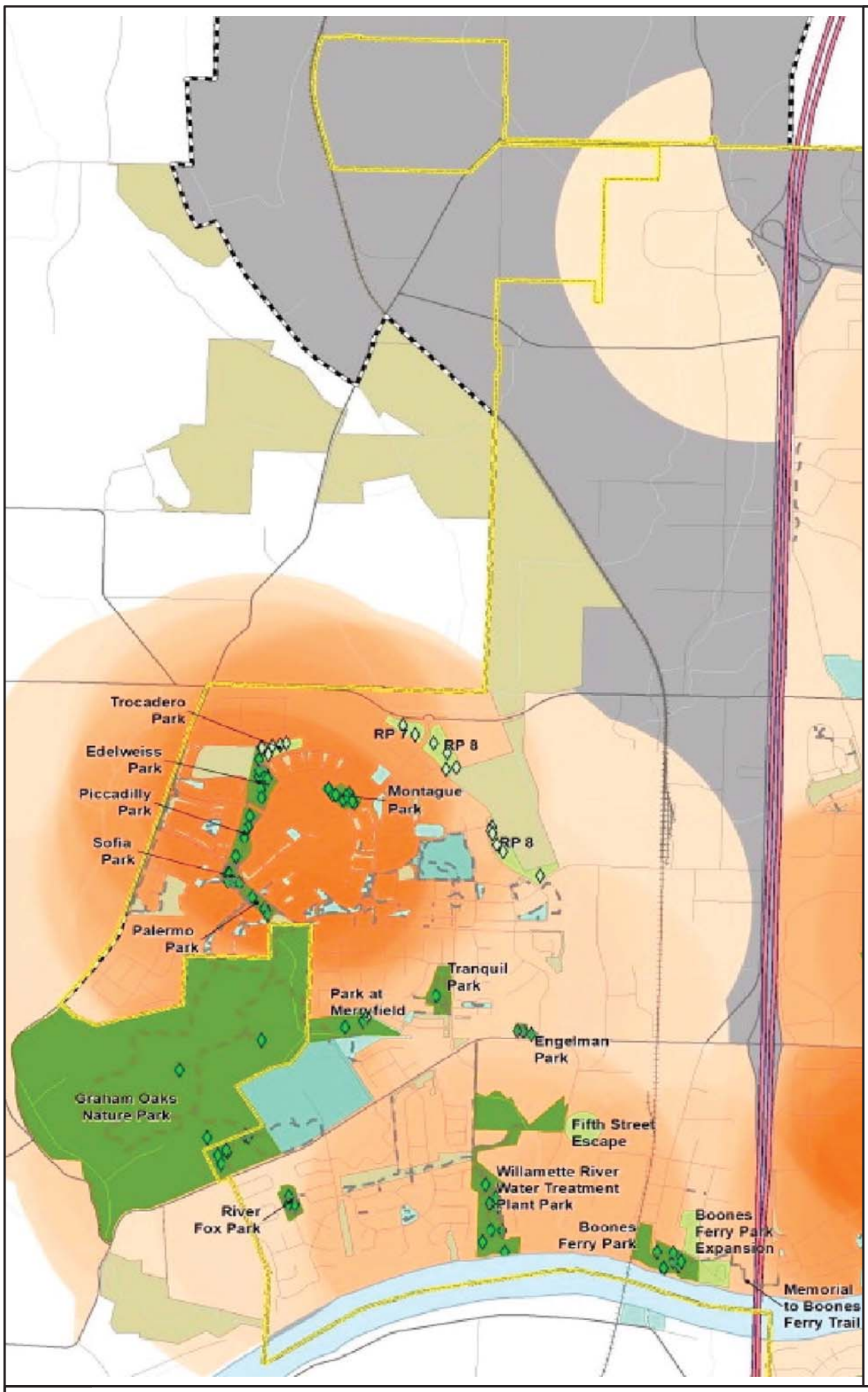
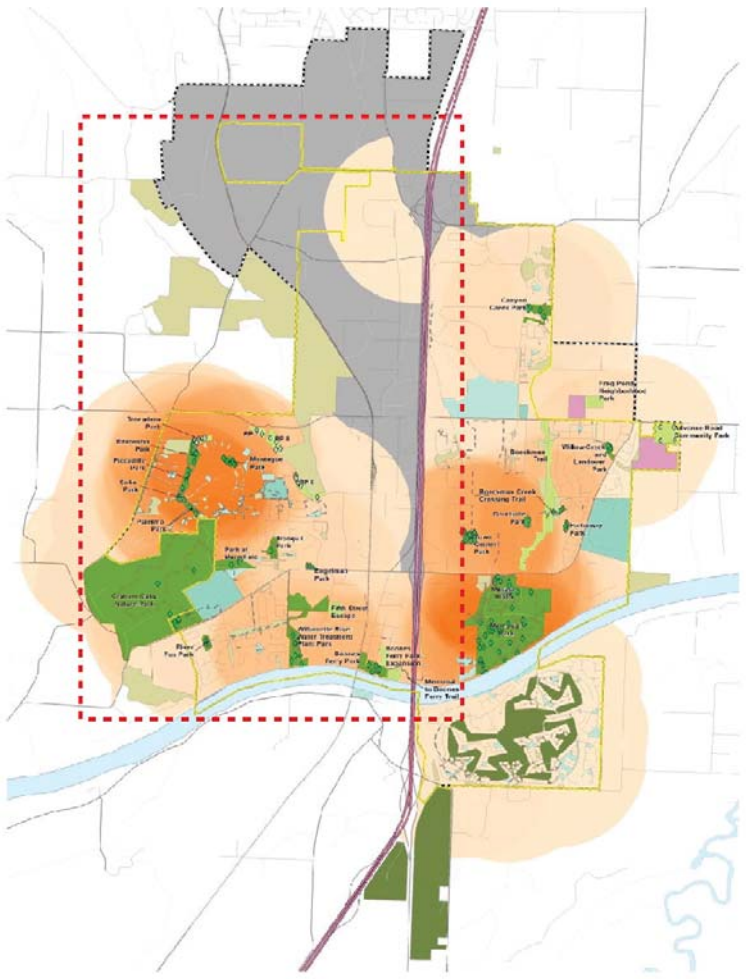
Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold





WILSONVILLE
PARKS & RECREATION

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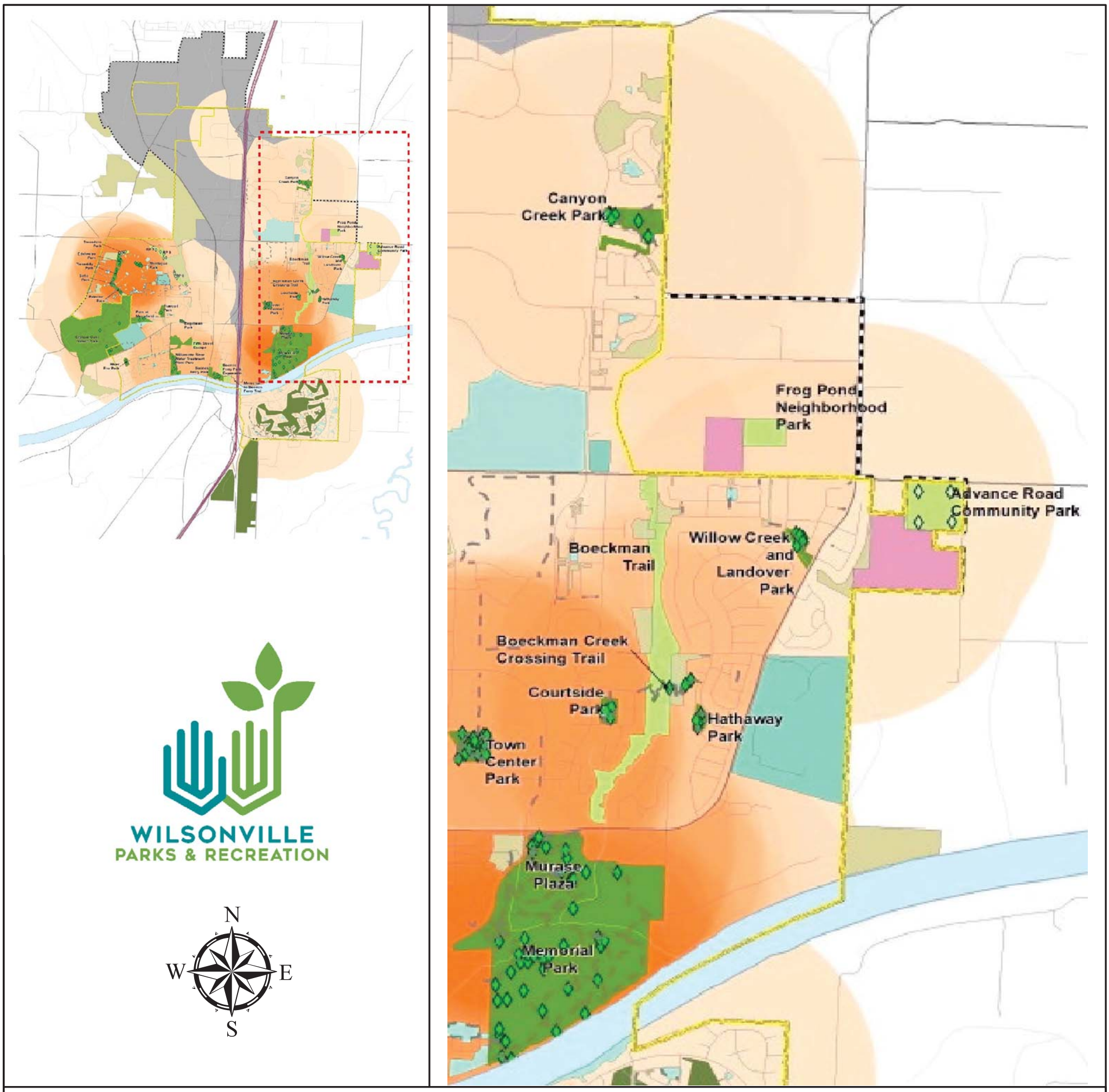
Legend

- Less Walkable Access to Quality Recreation Opportunities
- More Walkable Access to Quality Recreation Opportunities
- No Service
- Outdoor Recreation Component
- Future Component
- Trail
- Stream
- Railroad
- Street
- River
- Outdoor Recreation Location
- Future Outdoor Recreation Location
- Golf Course
- Open Space or Landscape Area
- Other Park or Receation Location
- School
- Future School
- Trail Corridor or Connector
- Wilsonville City Limits
- Metro Urban Growth Boundary


Canyon Creek Park
Frog Pond Neighborhood Park
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Boeckman Creek Crossing Trail
Courtside Park
Hathaway Park
Town Center Park
Murase Plaza
Memorial Park
WILSONVILLE
PARKS & RECREATION
N
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Legend
Less Access to Quality Recreation Opportunities
More Access to Quality Recreation Opportunities
No Service
Outdoor Recreation Component
Future Component
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Stream
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River
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Future Outdoor Recreation Location
Golf Course
Open Space or Landscape Area
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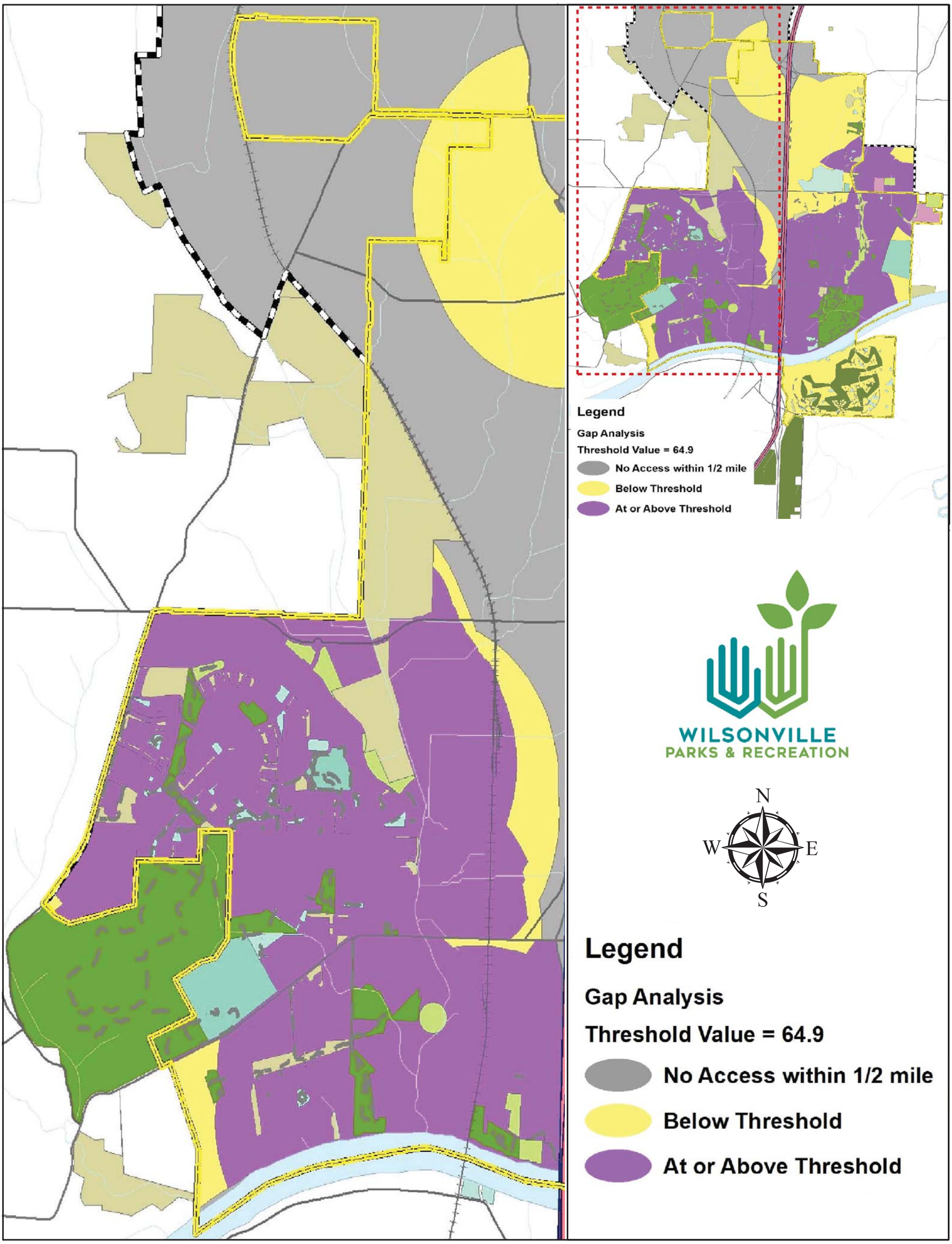
School
Future School
Trail Corridor or Connector
Wilsonville City Limits
Metro Urban Growth Boundary


Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold
WILSONVILLE
PARKS & RECREATION
N
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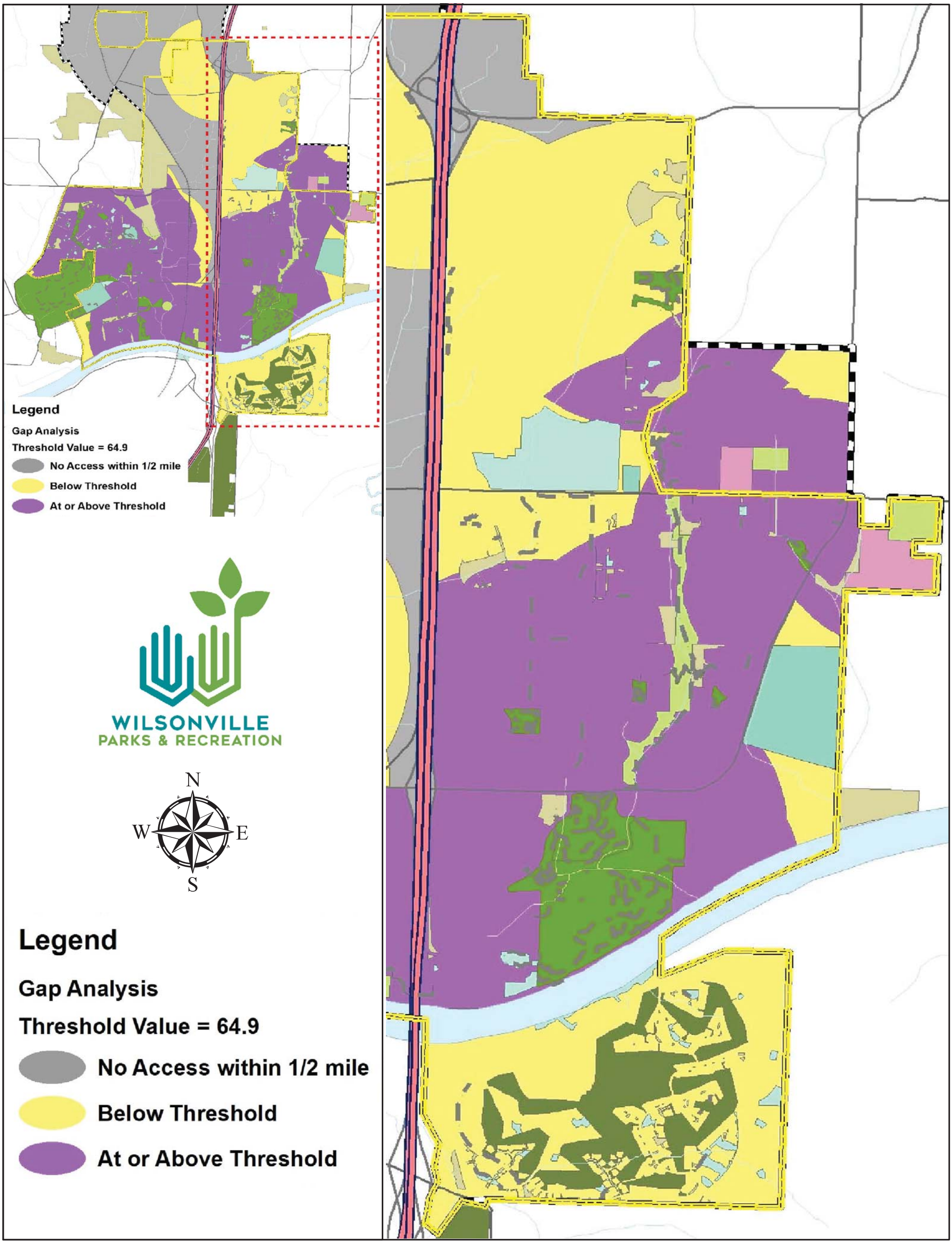
Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold


Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold
WILSONVILLE
PARKS & RECREATION
N
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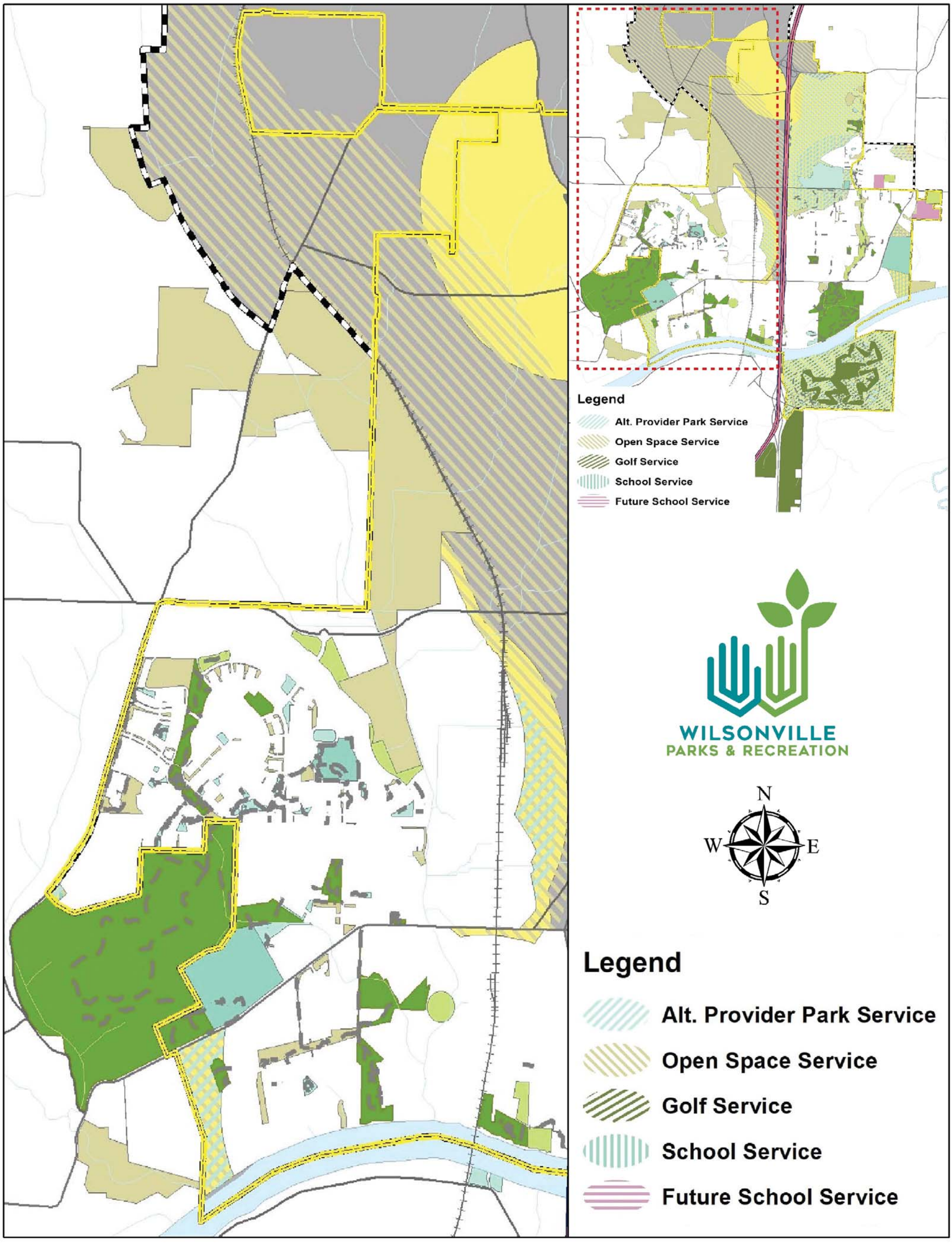
Legend
Gap Analysis
Threshold Value = 64.9
No Access within 1/2 mile
Below Threshold
At or Above Threshold


Legend
Alt. Provider Park Service
Open Space Service
Golf Service
School Service
Future School Service
WILSONVILLE
PARKS & RECREATION
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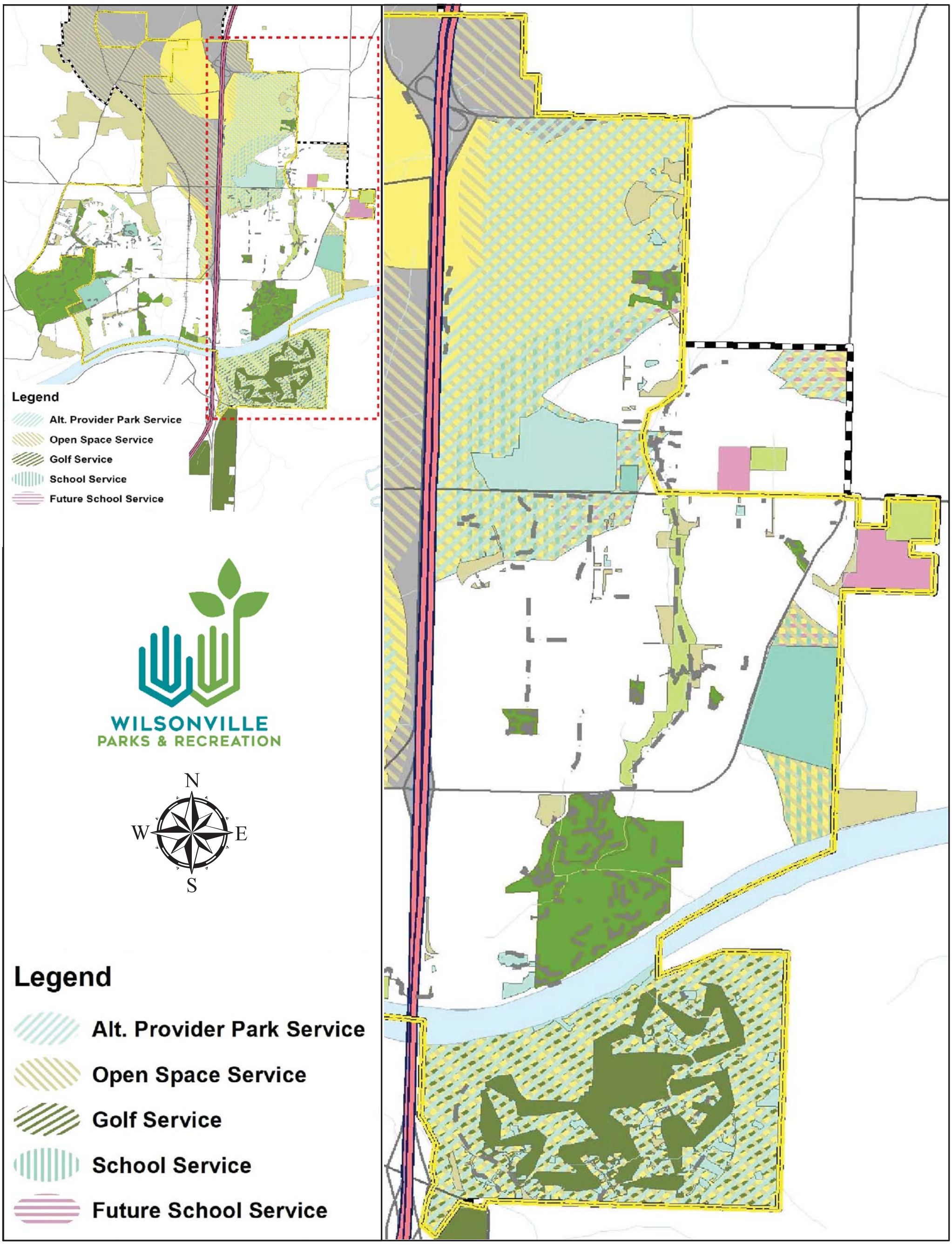
Legend
Alt. Provider Park Service
Open Space Service
Golf Service
School Service
Future School Service


Legend
Alt. Provider Park Service
Open Space Service
Golf Service
School Service
Future School Service
WILSONVILLE
PARKS & RECREATION
N
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Legend
Alt. Provider Park Service
Open Space Service
Golf Service
School Service
Future School Service

Appendix F: Final Survey Report

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ATTACHMENT A

CITY OF WILSONVILLE
PARKS & RECREATION MASTER PLAN
FINAL SURVEY RESULTS
JULY 2017

Planning Commission Meeting - August 8, 2018

WILSONVILLE PARKS & RECREATION

RRC ASSOCIATES

Table of Contents

Methodology & Selected Findings

Demographics

Current Usage

Facilities, Amenities, & Services

Communication

Suggestions

INTRODUCTION

The purpose of this study was to gather public feedback on City of Wilsonville parks and recreation facilities, services, and programs. This survey research effort and subsequent analysis were designed to assist City of Wilsonville in updating their master plan regarding existing and potential future facilities and services.

METHODOLOGY

The survey was conducted using three primary methods: 1) a mail-back survey, 2) an online, invitation-only web survey to further encourage response from those residents already within the defined invitation sample, and 3) an open-link survey for members of the public who were not part of the invitation sample. The analysis herein primarily focuses on responses from the statistically-valid invitation sample.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data with emphasis on U.S., Canadian, and international address and phone verification as well as postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.

METHODOLOGY

ATTACHMENT A

A total of 3,500 surveys were mailed to a random sample of City of Wilsonville residents in June 2017. The final sample size for this statistically valid survey was 663, resulting in a margin of error of approximately +/- 3.8 percentage points calculated for questions at 50% response. The open link survey received an additional 318 responses.

The analysis herein primarily focuses on responses from the statistically-valid invitation sample. However, invitation sample results are compared to those from the open link sample throughout the report. Furthermore, results were segmented and analyzed by presence of children in the household and quadrant of the city in which the respondent lived (invitation sample only). Those results are presented in cases where meaningful differences were observed.

For the total invitation sample size of 663, margin of error is +/- 3.8 percent calculated for questions at 50% response (if the response for a particular question is "50%"—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

WEIGHTING THE DATA

The underlying data were weighted by age to ensure appropriate representation of City of Wilsonville residents across different demographic cohorts in the sample. Using the U.S. Census Bureau 2015 American Community Survey five-year estimates, the age distribution within the invitation sample was adjusted to more closely match the 2015 demographic profile of City of Wilsonville.

Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the population.

SUMMARY OF SELECTED FINDINGS

- **Parks Highly Used and Valued by Residents**
  - 93% of invitation sample respondents used a Wilsonville park in the past year
  - 96% of invitation respondents are satisfied with parks their households have used in the past two years
  - Open-ended comments reinforce that residents are proud of the adequacy of Wilsonville parks
- **Safety and Maintenance are Important Factors in Choosing a Park and Increasing Usage**
  - About 9 in 10 invitation respondents rated “safety and security” and “well-maintained” as important qualities in choosing the park they use most often
  - Visitors of Murase Plaza and Sofia Parks were particularly likely to rate these items as important in selecting those parks
  - A notable share of invitation respondents indicated that condition/maintenance of parks or facilities (42%) and safety and security (38%) are important areas for the City of Wilsonville to address in order to increase their utilization of parks and recreation facilities
  - Almost half of all invitation respondents (47%) reported that making improvements and/or renovating existing amenities at parks are important to address over the next 5 - 10 years

Summary of Selected Findings

- **Trail and Pathway Connectivity is a High Priority**
  - Most respondents drive or walk to their most-used parks, with biking much less common
  - When asked to indicate their top three priorities for Wilsonville to address over the next 5 - 10 years, 54% of invitation respondents selected “increase number and connectivity of trails and pathways,” making it the most-prioritized item
  - When asked the factors that, if addressed by the City of Wilsonville, would increase their utilization of Wilsonville facilities, 45% of invitation respondents selected “safe and easy access to parks (sidewalks, trails, street crossings),” making it the most-selected item
  - 90% of invitation respondents said that trails and pathways are important to their household
- **Areas of Concentration Include Willamette River Access and, to a Lesser Extent, Programs/Activities and Athletic Courts**
  - Willamette River access received high average importance ratings among invitation respondents but lower average needs-met ratings; these results suggest that this is an “area of concentration” moving forward – improving access would likely positively affect the degree to which community needs are met overall
  - Recreation programs/classes and athletic courts (e.g., basketball, tennis, pickleball) are on the cusp of falling into this “areas of concentration” category, and should be monitored moving forward

Summary of Selected Findings

- **Preservation of Open Space/Land Acquisition is Also a Top Priority**
  - 73% of invitation respondents rated preserving open space/land acquisition as important
  - 50% of invitation respondents chose preservation/land acquisition as one of their top three priorities over the next 5 to 10 years, making it the second most-selected priority item
- **Expansion of the Farmer's Market Desired**
  - 70% of invitation respondents expressed interest in the addition or expansion of the Farmer's Market and 46% selected as one of their top three priorities, making it the most-selected item
  - Open-ended comments suggest that there are parking/accessibility issues with the current Farmer's Market in Sofia Park
- **Keep Up the Good Work**
  - Respondents are highly satisfied with parks, facilities, and recreation programs they have used in the past two years
  - Respondents provided high average needs-met ratings for nearly all facilities
  - Communication effectiveness is a relatively strong areas for the City of Wilsonville, with 67% of invitation respondents providing a rating of 4 or 5 ("effective")
  - Many open-ended comments highlight that residents are satisfied with the quality of Wilsonville parks and recreation amenities and that they approve of the work the City has been doing

Summary of Selected Findings

- **Priorities Vary Somewhat by Location of Residence**
  - Keeping in mind that respondent demographics vary slightly for each of city quadrants (for example, a high share of households with kids in the NW and high share of older residents in the SE), priorities vary somewhat by area of residence
  - All respondents, regardless of where they live, were most likely to prioritize trails and pathways and preservation of open space as future priorities. However, respondents in the NE were more likely to prioritize expanding programs and activities than respondents who live in other quadrants; in the SE: improving access to the Willamette River; in the SW: outdoor event space/amphitheater; in the NW: developing new parks and adding indoor and outdoor athletic fields/courts
- **Priorities Also Vary By Presence of Children in the Home**
  - Households with children present are more likely to rate quality equipment/amenities and water features as important when choosing a park
  - Adding indoor and outdoor athletic courts are higher priorities for households with kids at home than those without kids at home
  - Households with kids are much more likely to prioritize water equipment rentals, water features//splash pads, and preschool programs as specific items for addition/expansion

SUMMARY OF SELECTED FINDINGS

- **Open Link Sample Respondents are More Engaged in Parks and Recreation Programs and More Likely to Desire Program Improvements**
  - 55% of open link respondents participated in a Wilsonville recreation program/class in the previous year (vs. 29% of invitation sample respondents)
  - Open link respondents were notably more likely to rate recreation programs/classes as important than invitation respondents, more likely to prioritize the expansion of programs and activities as a need over the next 5 to 10 years, and would be more likely to utilize facilities if there were more recreation programs and community events available

DEMOGRAPHIC PROFILE

The invitation sample skews female (65%). Fifty percent of invitation respondents are under age 45. Approximately half of invitation sample respondents (46%) live with children at home, and an additional 24% are empty nesters. Open link respondents have a similar profile but skew somewhat older.

Demographic Profile

		Invitation Sample	Open Link
Gender	Female	65%	61%
	Male	35%	39%
Age	Under 35	33%	14%
	35 - 44	17%	18%
	45 - 54	18%	20%
	55 - 64	14%	18%
	65 - 74	8%	20%
	75 or over	10%	9%
Household Status	Single, no children	12%	10%
	Single with children at home	5%	7%
	Single, children no longer at home	6%	5%
	Couple, no children	18%	11%
	Couple with children at home	41%	44%
	Couple, children no longer at home	18%	23%

Source: RRC Associates and GreenPlay

DEMOGRAPHIC PROFILE

The invitation and open samples have a similar income profile, with roughly half of households earning under $100,000 and half over $100,000 annually. Eight percent of invitation respondents are Asian, Asian Indian or Pacific Islander; 6 percent identify themselves as being of Hispanic/Latino origin.

Demographic Profile

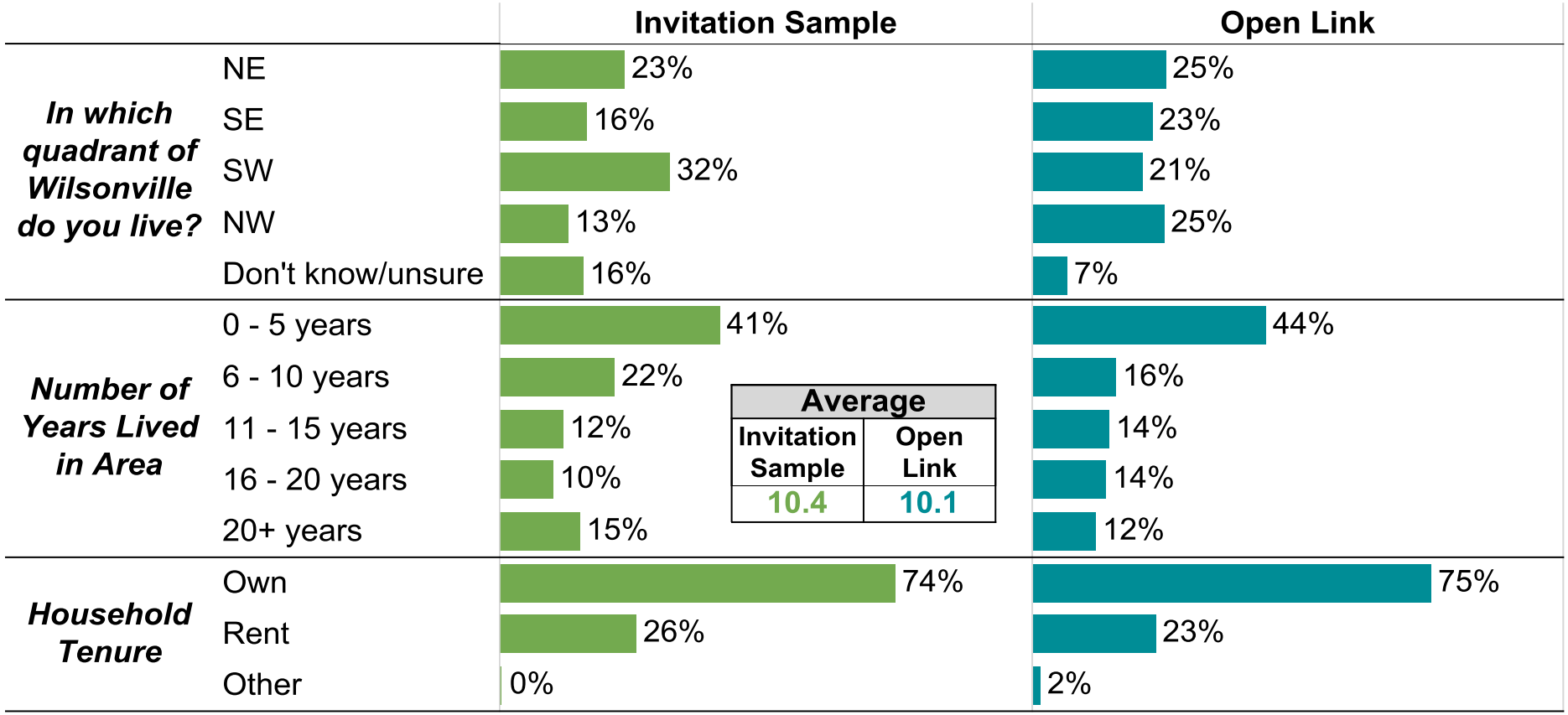
		Invitation Sample	Open Link
Annual Household Income	Under $25,000	4%	4%
	$25,000 - $49,999	12%	10%
	$50,000 - $74,999	14%	18%
	$75,000 - $99,999	18%	20%
	$100,000 - $149,999	30%	26%
	$150,000 - $199,999	14%	12%
	$200,000 - $249,999	4%	4%
	$250,000 or more	5%	5%
Race/ Ethnicity	White	91%	95%
	Asian, Asian Indian or Pacific Islander	8%	4%
	Hispanic, Latino or Spanish origin	6%	5%
	Black or African American	1%	
	Native American	1%	0%
	Middle Eastern	0%	1%
	Other	1%	1%

Source: RRC Associates and GreenPlay

RESIDENTIAL PROFILE

The Southwest and Northeast quadrants of the city are most strongly represented among invitation respondents (32% and 23%, respectively). Meanwhile, open link respondents are more evenly distributed throughout the city (21-25%). Both samples average around 10 years of living in the area, with a notable share of respondents living in the area 5 years or less (41-44%). About three-quarters of respondents in each sample own their homes.

Residential Profile



Source: RRC Associates and GreenPlay

QUADRANT PROFILE

NE respondents skew younger and a high share have children present. SE respondents are more likely to be empty-nesters, older, and have lived in the area for longer, on average. SW respondents earn comparatively lower household incomes. Compared to respondents from the other quadrants, NW respondents are the most affluent, youngest, and have lived in the area the least amount of time. They are also more likely to have kids at home.

Demographic Profile - Invitation Sample Only

		NE	SE	SW	NW
Household Status	Single, no children	7%	8%	16%	15%
	Single with children at home	8%	5%	3%	6%
	Single, children no longer at home	6%	11%	5%	3%
	Couple, no children	23%	19%	19%	13%
	Couple with children at home	45%	26%	40%	52%
	Couple, children no longer at home	11%	31%	18%	10%
Annual Household Income	Under $100,000	45%	47%	52%	32%
	$100,000 - $149,999	36%	25%	29%	29%
	$150,000 or more	19%	28%	19%	39%
Household Tenure	Own	66%	82%	66%	94%
	Rent	34%	17%	34%	6%

Average Age

NE	SE	SW	NW
43.9	55.2	46.7	43.4

Average Time in Area

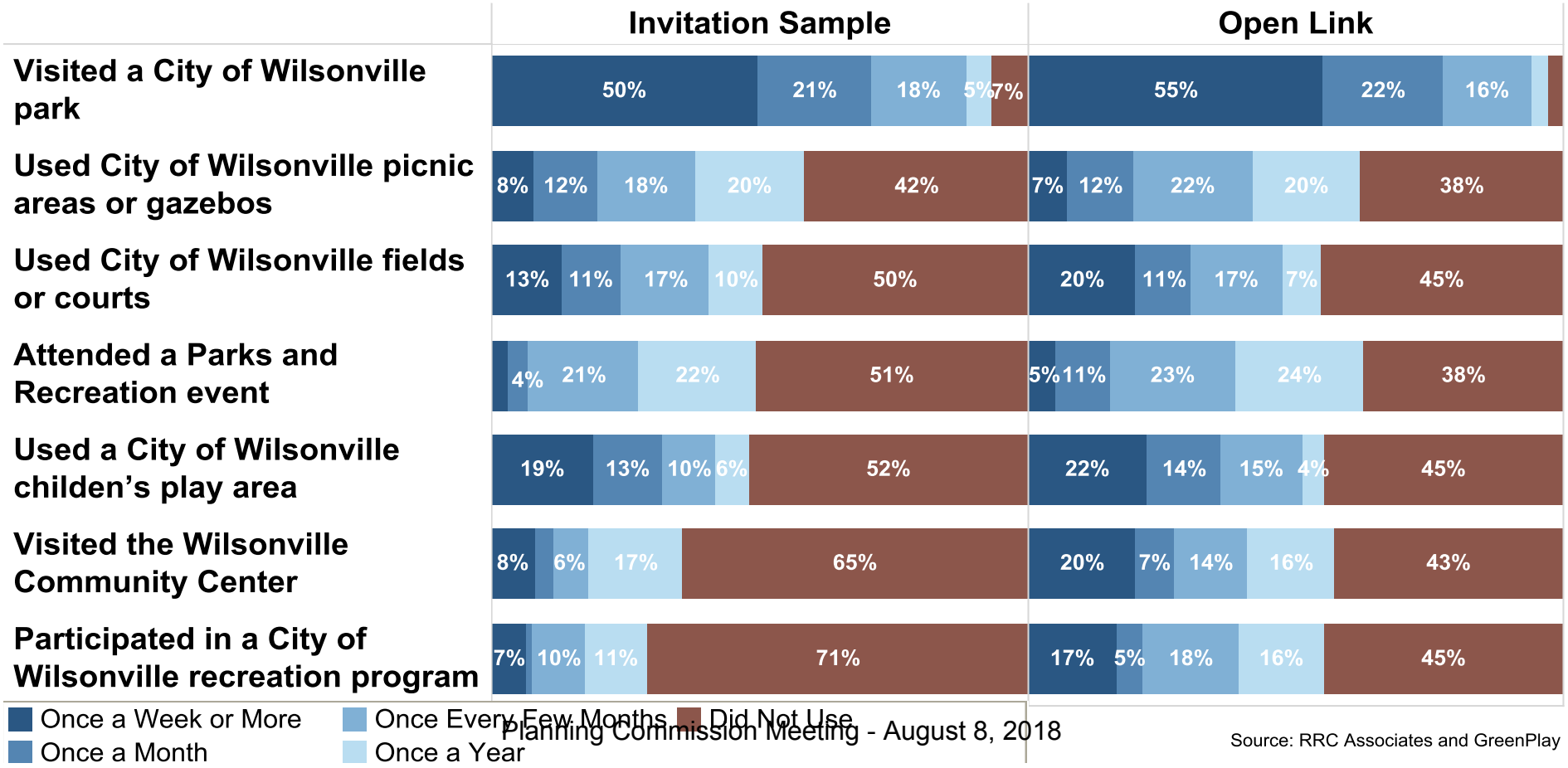
NE	SE	SW	NW
9.3	12.5	10.9	7.1

Source: RRC Associates and GreenPlay

USAGE OF PARKS/FACILITIES IN PAST YEAR

A notable 93% of invitation respondents visited a City of Wilsonville park in the past year, while all other items were used less frequently. Open link respondents more frequently used all of the parks/facilities last year than invitation respondents did. In particular, they were more likely to participate in a recreation program or visit the Wilsonville Community Center.

Usage of Wilsonville Parks, Facilities, and Services in Past Year



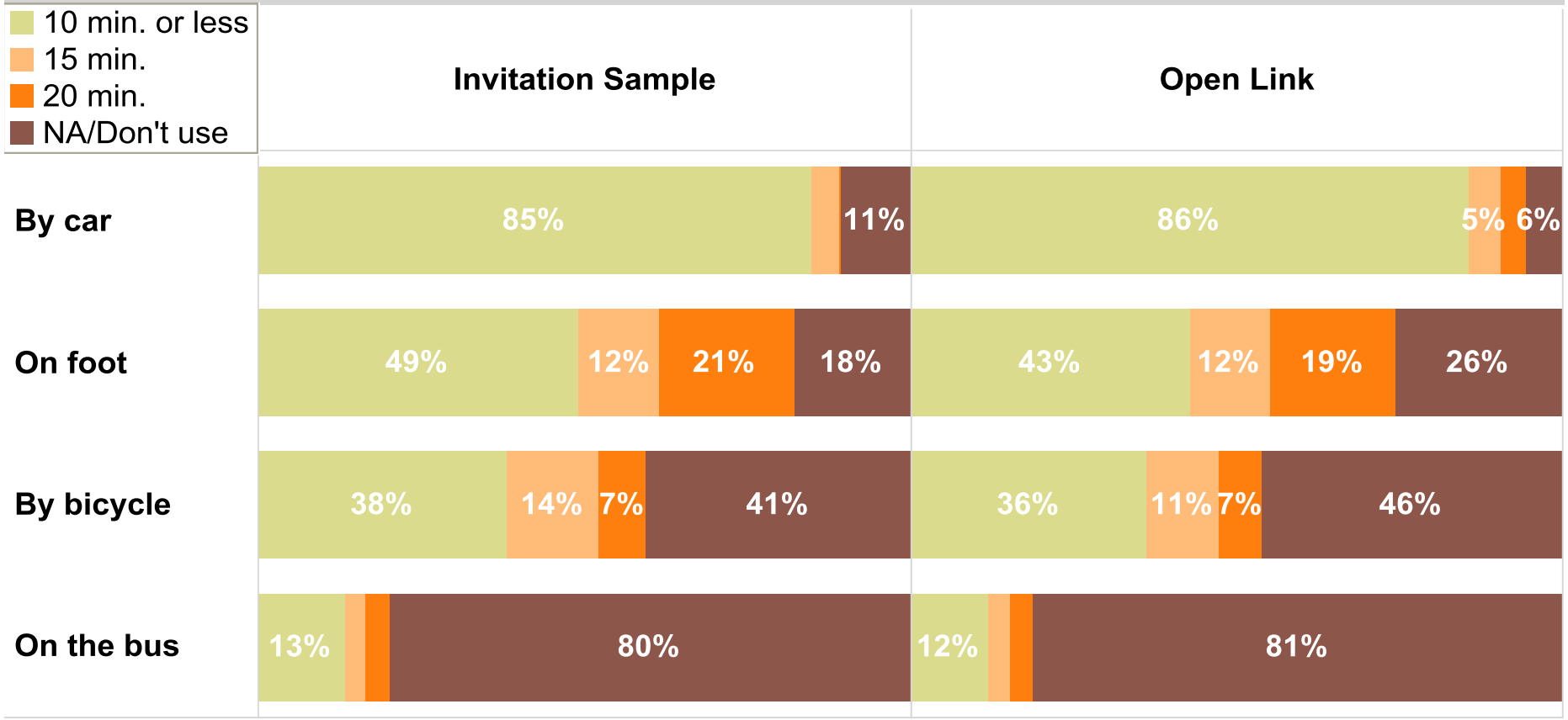
Source: RRC Associates and GreenPlay

Travel Time

ATTACHMENT A

Respondents who visited a park in the prior year were asked the park they use most and how long it takes to travel to that park. Most respondents travel to their most-used park by car or on foot. By car, most respondents can get to their most-used park in 10 minutes or less. By foot, the travel times are higher on average.

Time to Travel to Most-Used Park



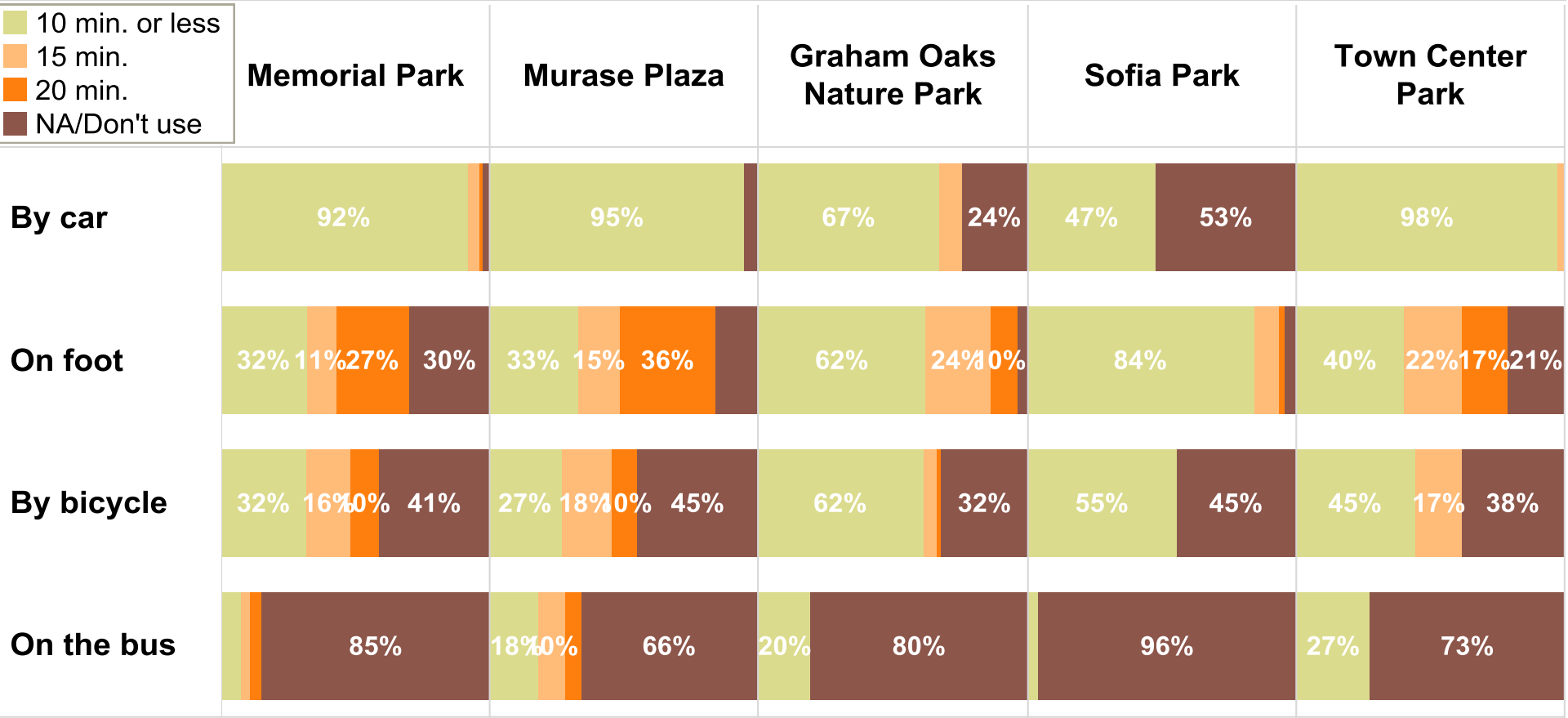
Source: RRC Associates and GreenPlay

Travel Time

ATTACHMENT A

When assessed by the most commonly used parks, results show that most all respondents can get to Memorial, Murase Plaza and Town Center Parks by car in 10 minutes or less. Users of Graham Oaks Nature and Sofia Parks are more likely to travel by foot.

Time to Travel to Most-Used Park - All Respondents



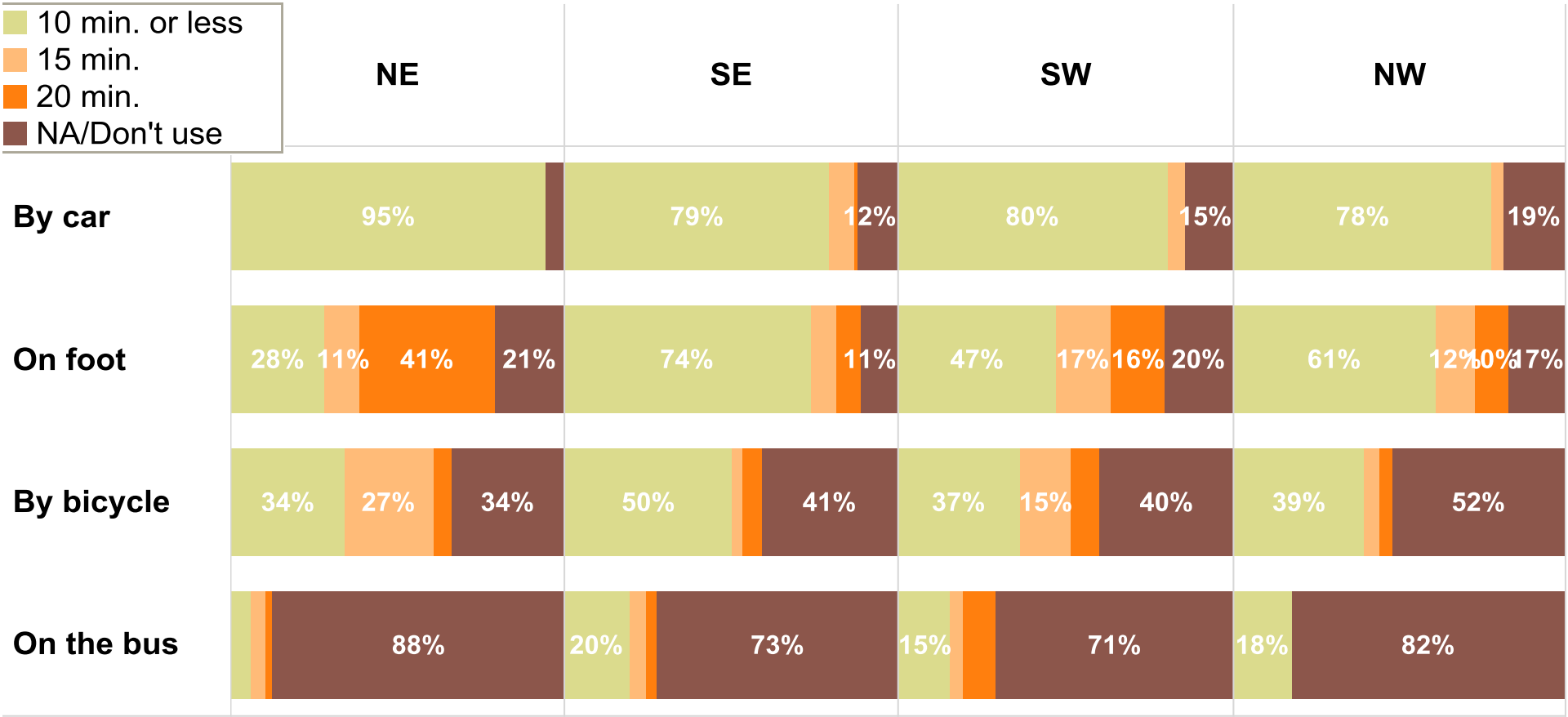
Source: RRC Associates and GreenPlay

Travel Time

ATTACHMENT A

Respondents who live in the NE quadrant are most likely to be within short driving distance of their most-used park but within the longest walking distance. SE respondents are most likely to be within short walking or biking distance of their most-used park.

Time to Travel to Most-Used Park - Invitation Sample Only



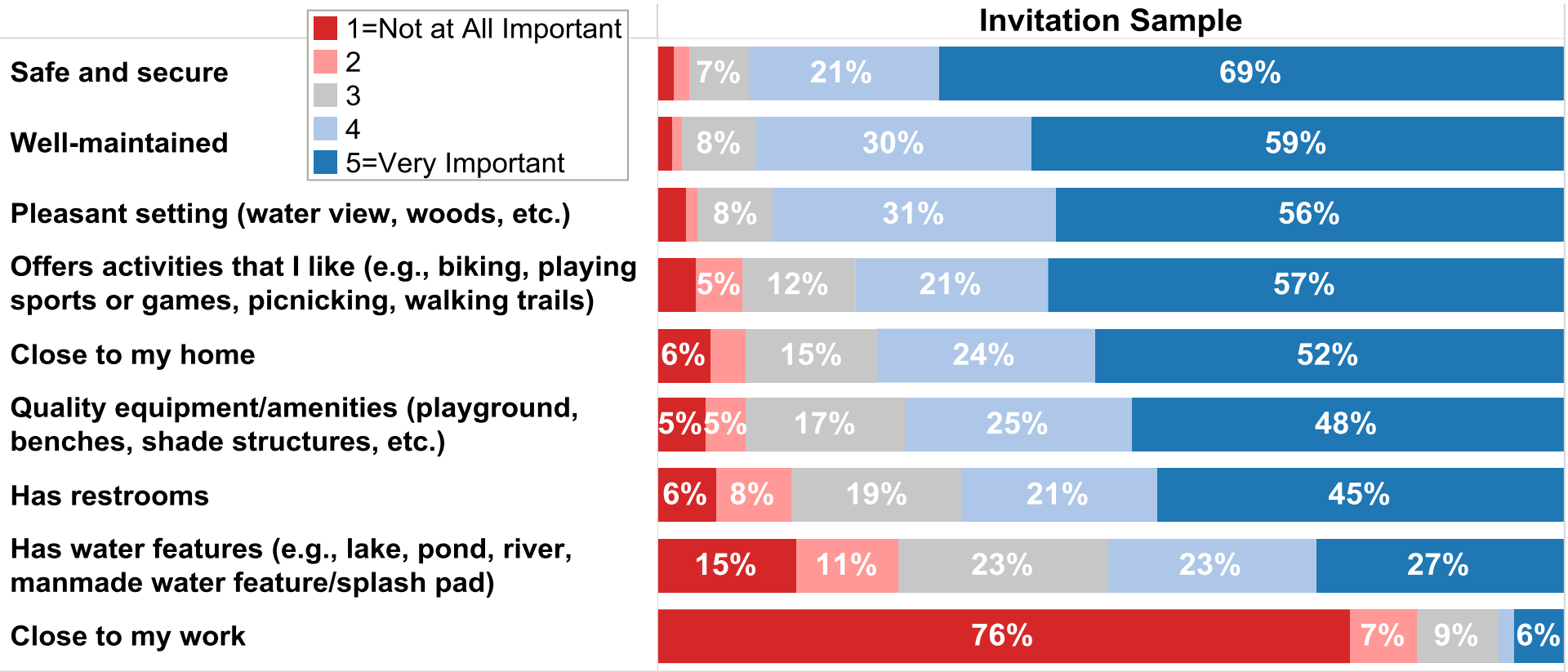
Source: RRC Associates and GreenPlay

Choosing Most-Used Park

"Safety and security", "well-maintained", and "pleasant setting" are the most important factors in explaining why respondents use their most-used park more than any other park (with roughly 9 in 10 respondents indicating that these are "important"). Meanwhile, proximity to work has little to no bearing on park selection.

Importance of Various Factors in Explaining Selection of Most-Used Park

Sorted by Average Rating



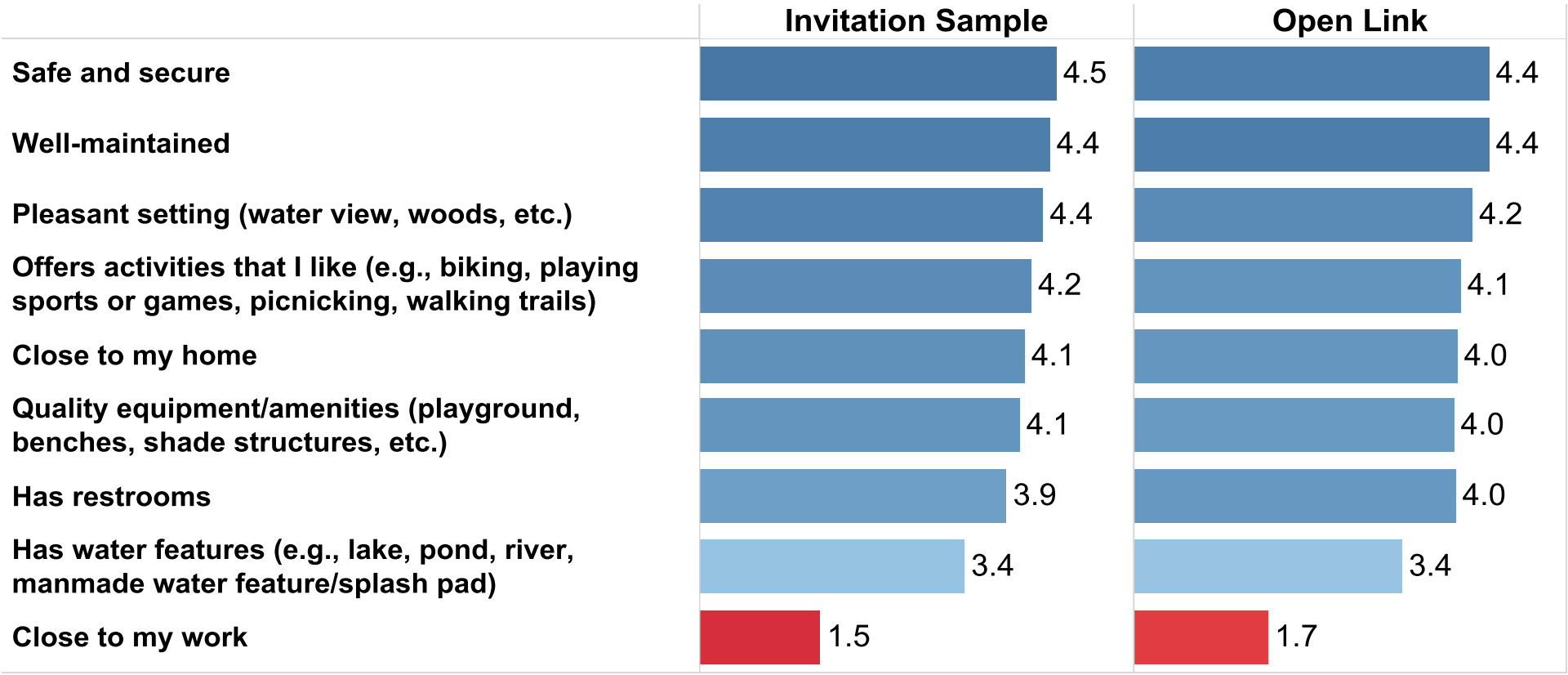
Source: RRC Associates and GreenPlay

Choosing Most-Used Park

Results are very similar among invitation and open link respondents. However, invitation respondents are slightly more likely to value a pleasant setting.

Importance of Various Factors in Explaining Selection of Most-Used Park

Sorted by Average Rating (1=Not At All Important, 5=Very Important)

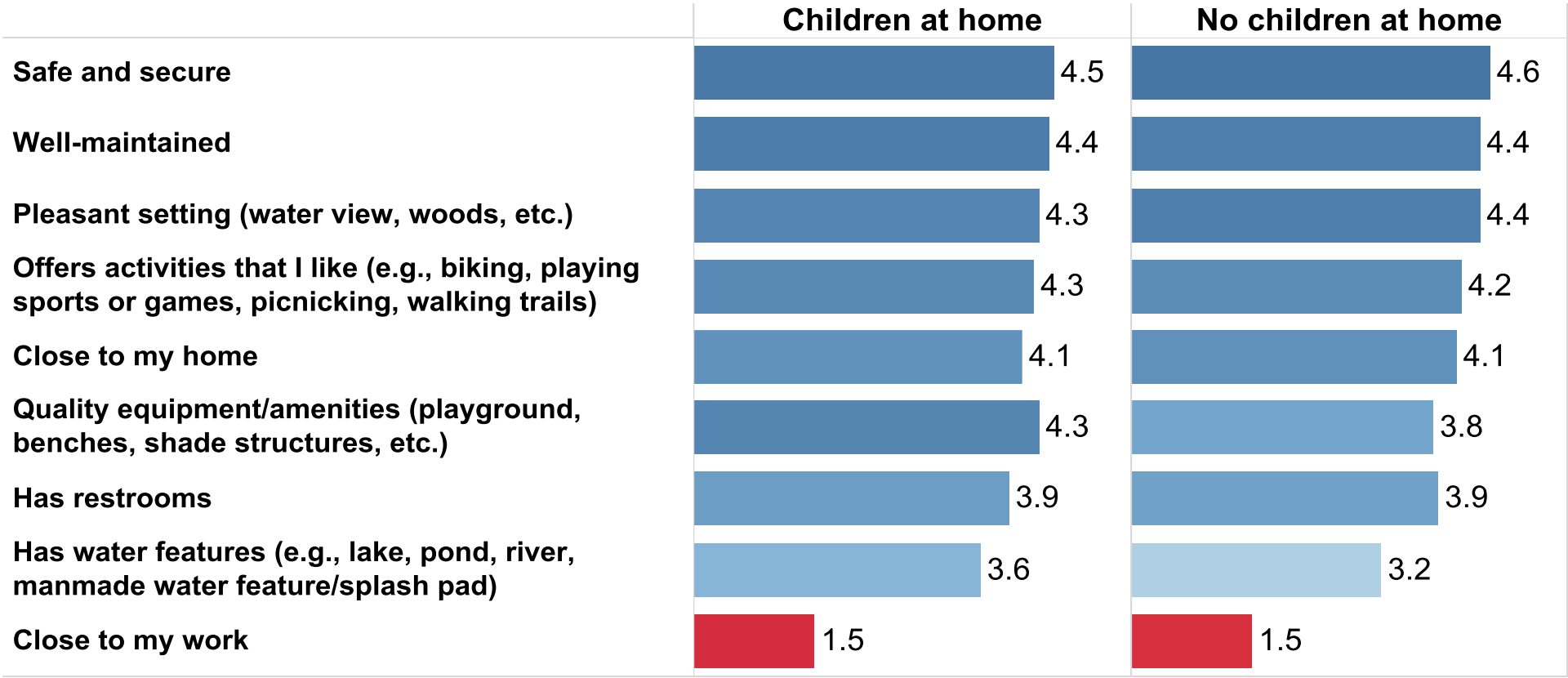


Source: RRC Associates and GreenPlay

Choosing Most-Used Park

When investigated by presence of children in the home, results show that households with kids are more likely to rate quality equipment/amenities and water features as important park features.

Importance of Various Factors in Explaining Selection of Most-Used Park - Invitation Sample Only
Sorted by Average Rating (1=Not At All Important, 5=Very Important)

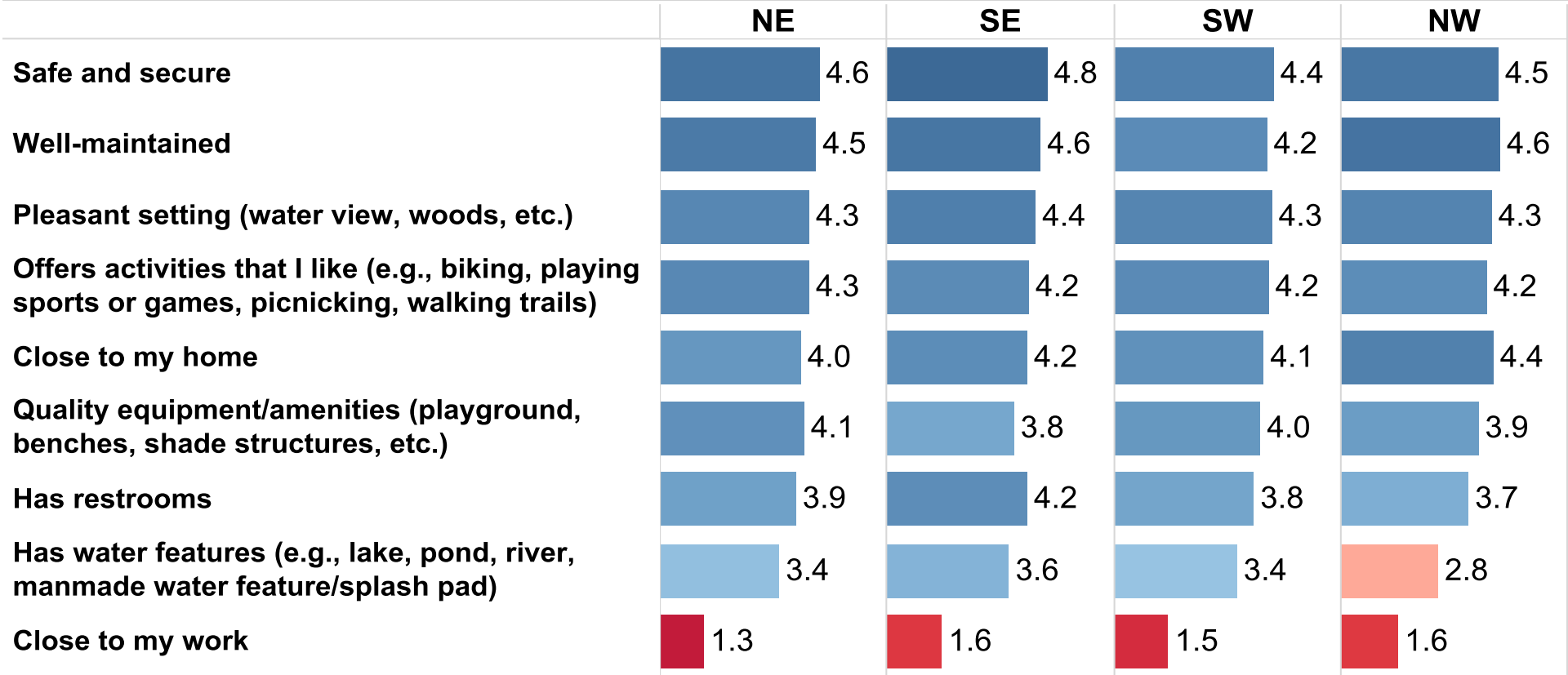


Source: RRC Associates and GreenPlay

Choosing Most-Used Park

NE respondents are more likely to value quality equipment/amenities than respondents from other quadrants. SE respondents are more likely to place importance on safety and security, pleasant setting, restrooms, and water features than other respondents. NW respondents are more likely to rate proximity to home as important.

Importance of Various Factors in Explaining Selection of Most-Used Park - Invitation Sample Only
Sorted by Average Rating (1=Not At All Important, 5=Very Important)



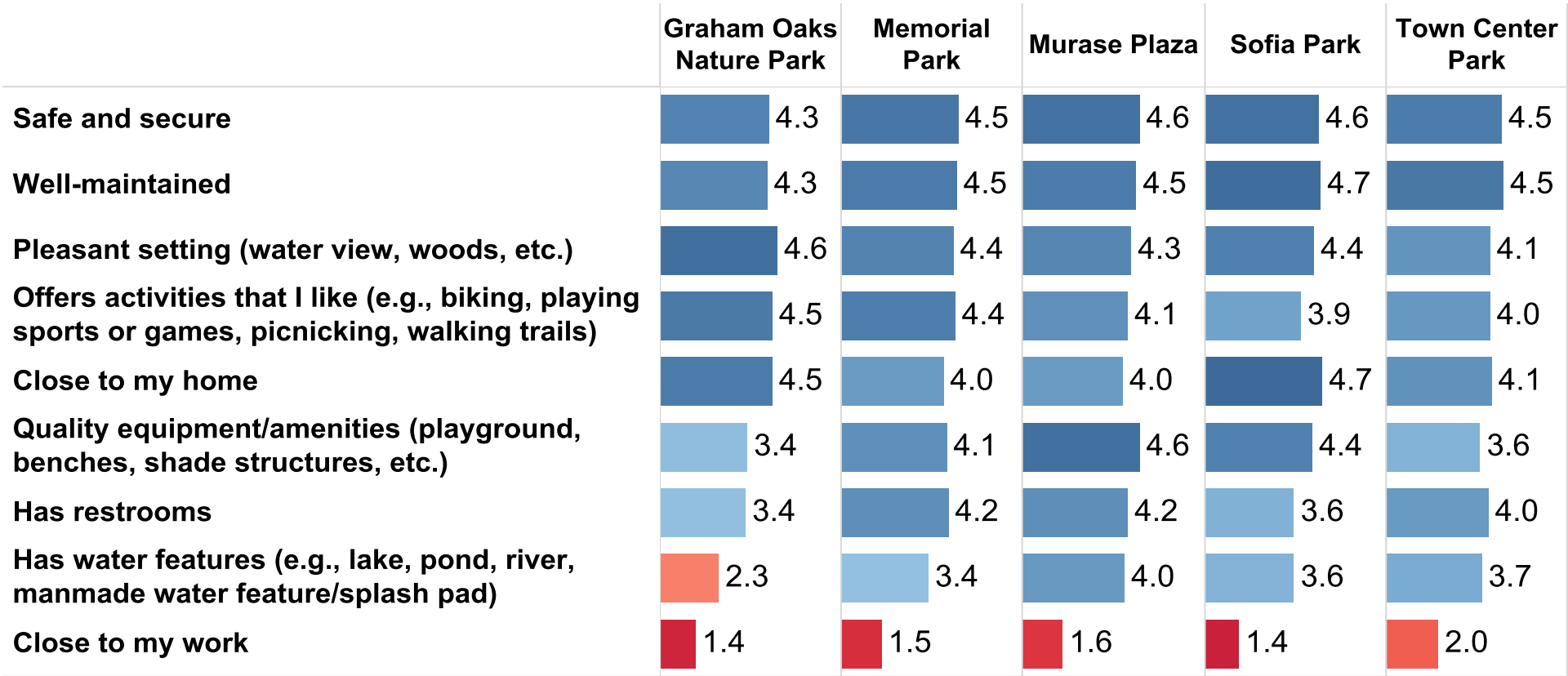
Source: RRC Associates and GreenPlay

Choosing Most-Used Park

Visitors of Graham Oaks Nature Park rate pleasant setting as most important. Users of both Memorial Park and Town Center Park most value safe and secure and well-maintained parks. Murase Plaza park users place importance on both safety and security and quality equipment/amenities. Visitors of Sofia Park report that proximity to home and well-maintained parks are important.

Importance of Various Factors in Explaining Selection of Most-Used Park - All Respondents

Sorted by Average Rating (1=Not At All Important, 5=Very Important)



Source: RRC Associates and GreenPlay

Comments on Influential Factors

Respondents were offered an opportunity to expand upon the factors that influence the park where they go most often. Residents take into account a variety of factors, including dog parks, kid-friendly features, trails, proximity to retail, and events, among other items. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix.

Graham Oaks Nature Park

Running trails!! Good place to walk my dog.

It's really nice for biking around, but I'd like it if more of the paths were open to bikes - right now it's basically only the main one through the center

The info centers along the way are outstanding. Love the art work. Our favorite park.

Memorial Park

Can walk there; shade, restrooms if needed, close to stores, restaurants on way home

I've heard that benches will be installed by the river which is a very good thing. When we moved here I couldn't believe there is no where to just sit and watch the river go by.

Murase Plaza

Away from busy streets, easy access to restrooms and shaded areas. Great areas for parents to sit/leave belongings. The one big downfall to this park is that the water feature is extremely close to a very busy intersection with little dividers to deter children from the street.

Sofia Park

Close to home with play equipment and beautiful setting

Farmer's Market is a draw

Dog bags provided

Town Center Park

A short drive. Close to stores I might visit - Safeway, Dollar Tree, GoodWill, Post Office.

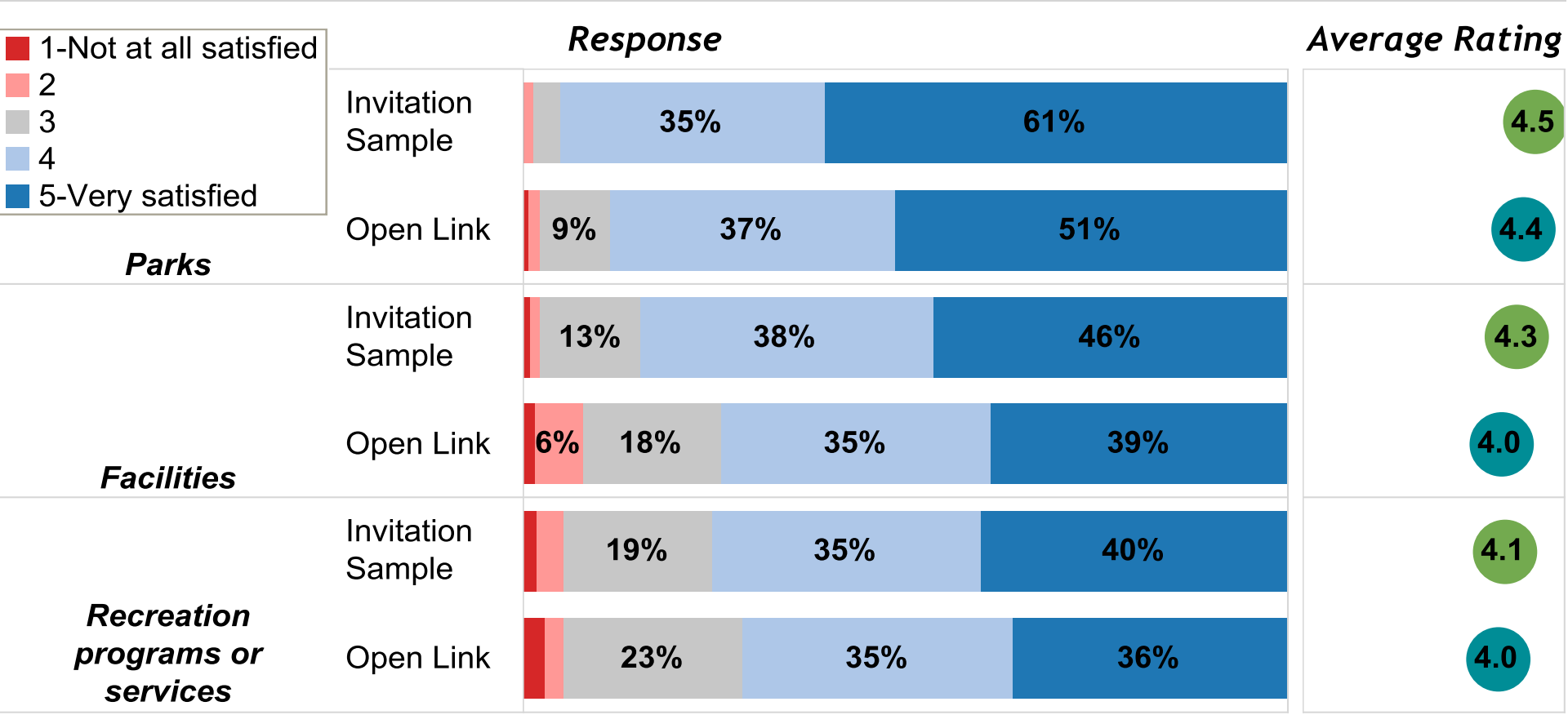
Easy walk and has frequent events/festivals to attend

Availability for break during workday

SATISFACTION WITH PARKS & RECREATION

Most respondents were very or mostly satisfied with regards to the adequacy of Wilsonville parks and facilities. Nearly all invitation respondents are satisfied with parks (with 96% of providing a rating of 4 or 5). Overall, invitation respondents are more satisfied with Wilsonville parks, facilities, and services than open link.

How satisfied have you and your household been with the adequacy of Wilsonville...

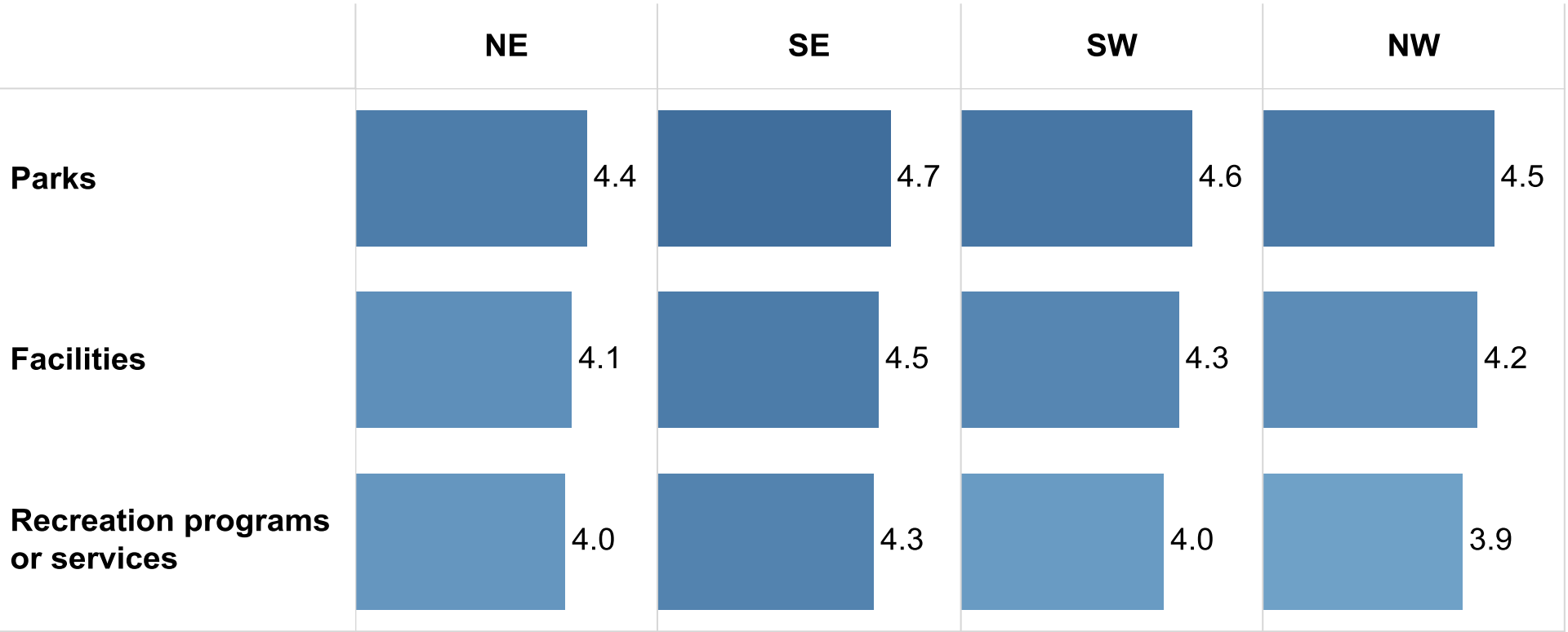


Source: RRC Associates and GreenPlay

SATISFACTION WITH PARKS & RECREATION

When assessed by area of the community in which the respondent lives, results show that SE households are comparatively more satisfied with parks, facilities, and services than residents of other quadrants. Conversely, NE respondents are less satisfied with parks and facilities and NW respondents are less satisfied with recreation programs or services. However, overall, all respondents reported high average satisfaction ratings.

How satisfied have you and your household been with the adequacy of Wilsonville...
- Invitation Sample Only
Sorted by Average Rating (1=Not At All Satisfied, 5=Very Satisfied)



Source: RRC Associates and GreenPlay

COMMENTS ON SATISFACTION RATINGS

Respondents had an opportunity to further comment on their level of satisfaction with the adequacy (e.g., quality, condition, quantity, distribution) of Wilsonville parks, recreation programs/services, and facilities. Improvements were frequently suggested, but many respondents also used the space to compliment parks and recreation services. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix and should be reviewed to fully understand the breadth and depth of respondents' input.

Suggestions for Improvement

We are extremely disappointed the community voted down the large community/aquatic center. It is badly needed. The athletic facilities are awful.

I'm 53 years old. I can't sign up for kid's sports or 55 and over activities- leaves nothing for me. Classes are during the day- I work 8-5.

Very unhappy regarding increase in cost of classes such as tai chi

Too many people walk dogs off the leash in Memorial Park. I feel it creates a very dangerous situation for runners and walkers.

The larger, more common parks and facilities in 'city' areas that represent and develop a direct impression of the 'face' of Wilsonville are well-maintained and up-to-date, however, some of the smaller parks in more residential areas could be updated and better suited for families to utilize in more rural 'home' areas to better distribute the availability of parks and recreation to more residents on foot and bike.

Positive Feedback

Really enjoy and appreciate how well the city takes care of parks in Wilsonville.

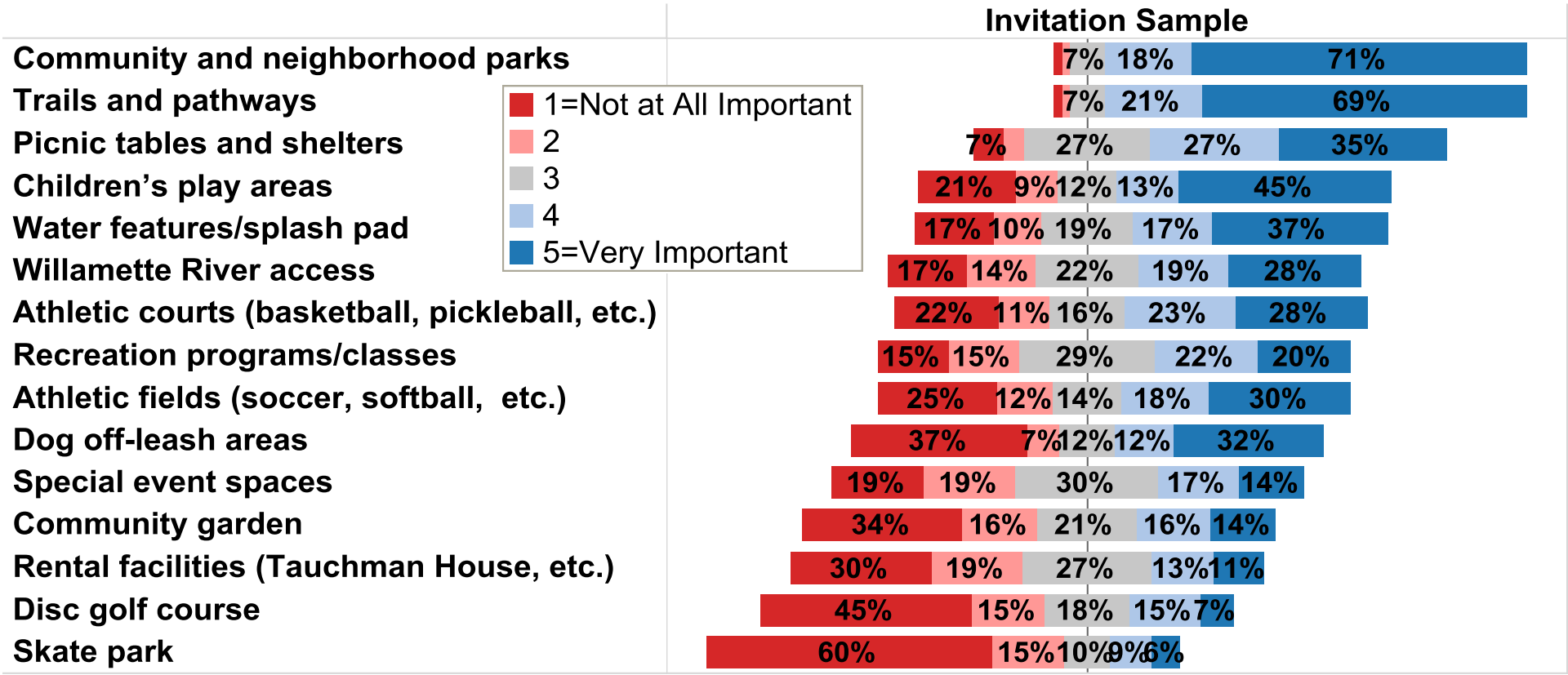
Wilsonville has great parks to choose from and we use many of them often

I see our tax dollars at work and SO appreciate our wonderful parks and all that they offer

IMPORTANCE OF EXISTING FACILITIES

Community and neighborhood parks (89% rated as important) and trails and pathways (90%) were rated as most important among invitation respondents.

Importance of Current Wilsonville Facilities to Household
Sorted by Average Rating



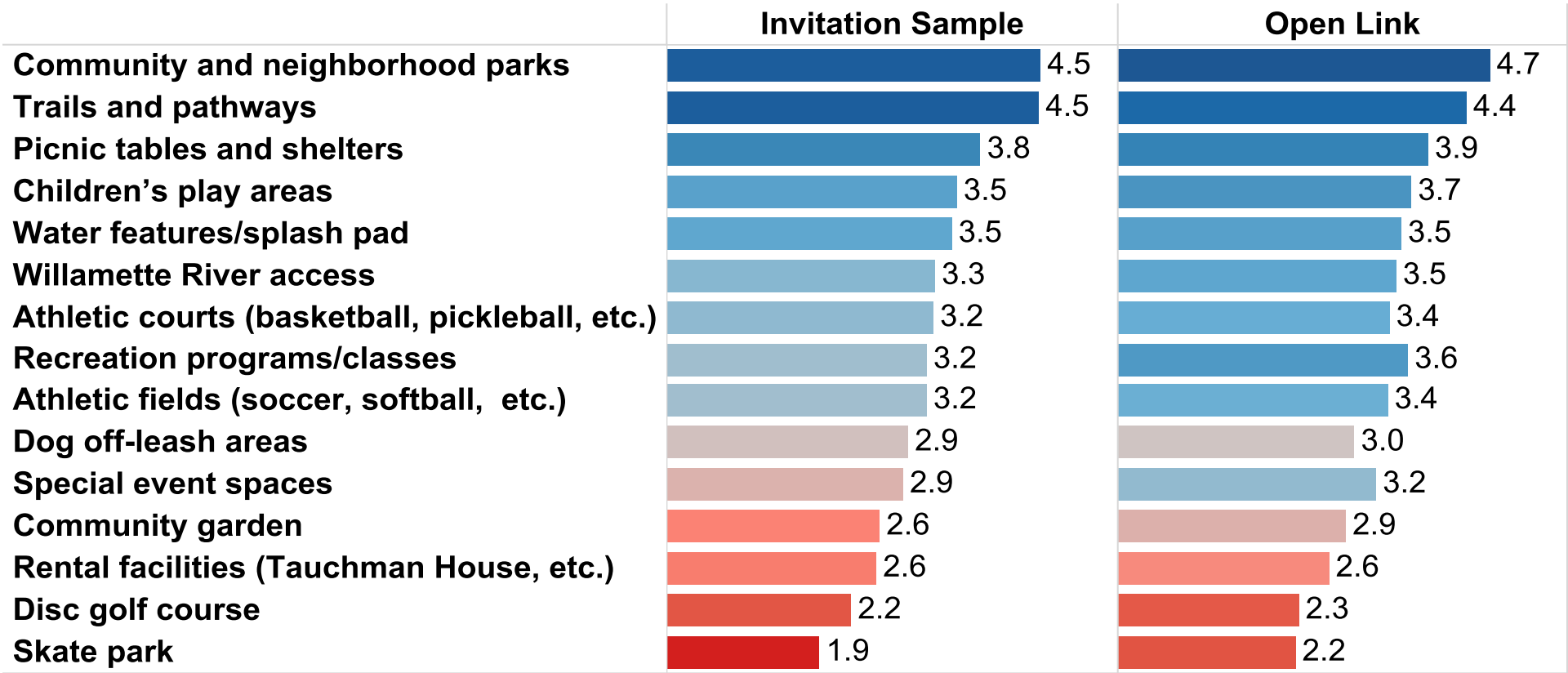
Source: RRC Associates and GreenPlay

IMPORTANCE OF EXISTING FACILITIES

Open link respondents provided higher average importance ratings for almost all of the facilities listed. They were notably more likely to rate recreation programs/classes as important. While community and neighborhood parks and trails and pathways are the most important facilities to both groups of respondents, invitation sample respondents provided a slightly higher average importance rating for trails and pathways.

Importance of Current Wilsonville Facilities to Household

Average Rating (1=Not At All Important, 5=Very Important)



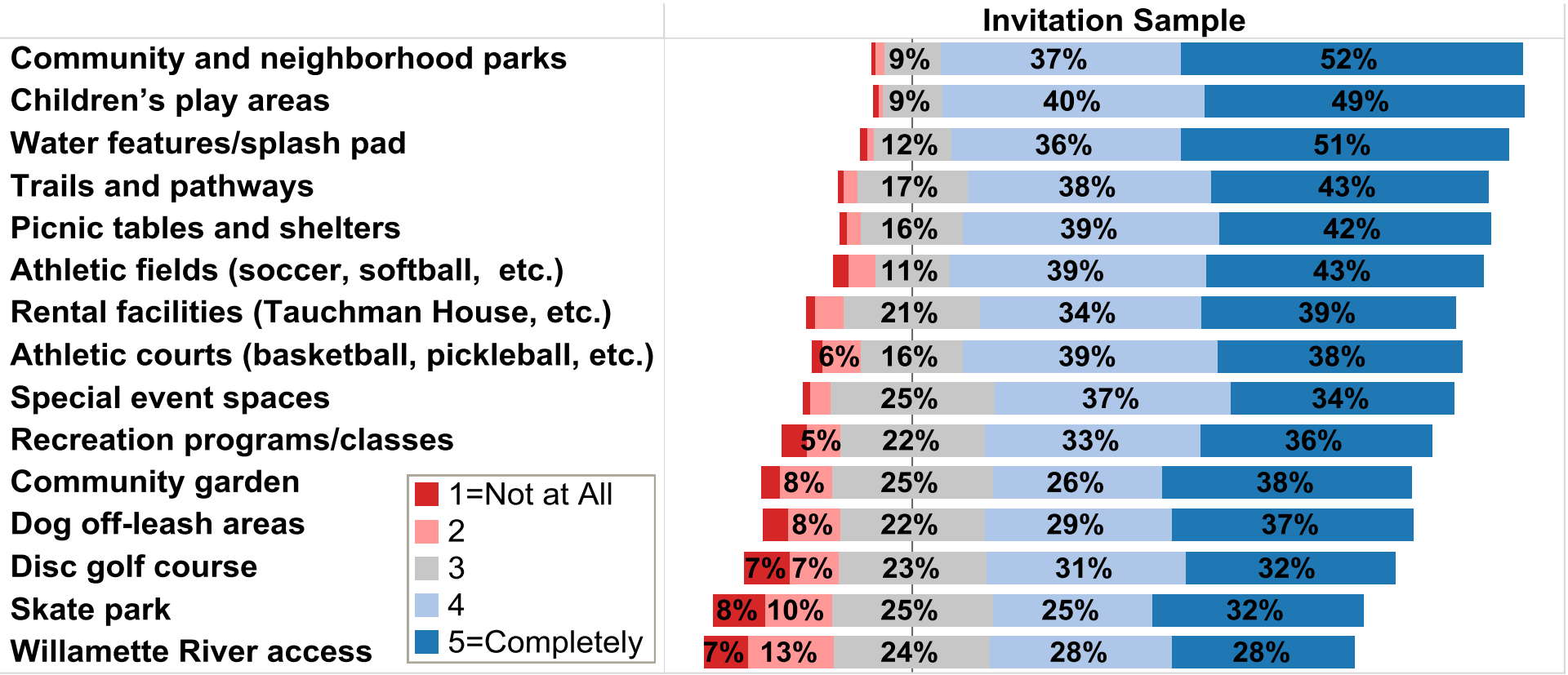
Source: RRC Associates and GreenPlay

Degree to Which Facilities Meet Needs

Invitation respondents indicated that most facilities meet needs to a large extent, particularly community and neighborhood parks (89% said needs are being met), children's play areas (89%), and water features/splash pads (87%). Willamette River access is least likely to be meeting needs, as compared to other facilities, with 20% of invitation respondents indicating their needs aren't being met.

Degree to Which Current Facilities Meet the Needs of the City of Wilsonville

Sorted by Average Rating

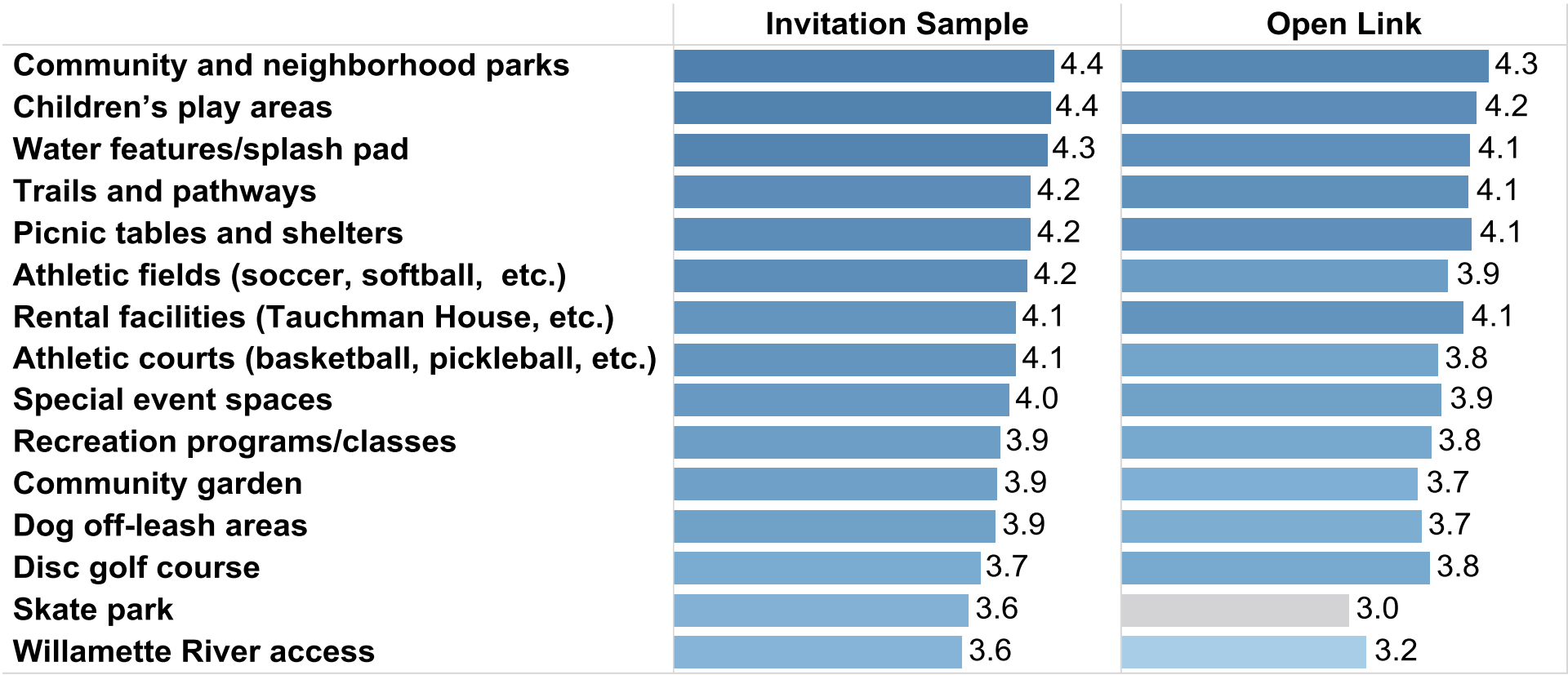


Source: RRC Associates and GreenPlay

Degree to Which Facilities Meet Needs

Open link respondents provided lower needs-met ratings for nearly all of the facilities, most notably for the skate park, Willamette River access, athletic fields, and athletic courts.

Degree to Which Current Facilities Meet the Needs of the City of Wilsonville
Average Rating (1=Not At All, 5=Completely)



Source: RRC Associates and GreenPlay

IMPORTANCE-PERFORMANCE MATRIX

High Importance/ Low Needs Met

These are key areas for potential improvements. Improving these facilities would likely positively affect the degree to which community needs are met overall.

High Importance/ High Needs Met

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

Low Importance/ Low Needs Met

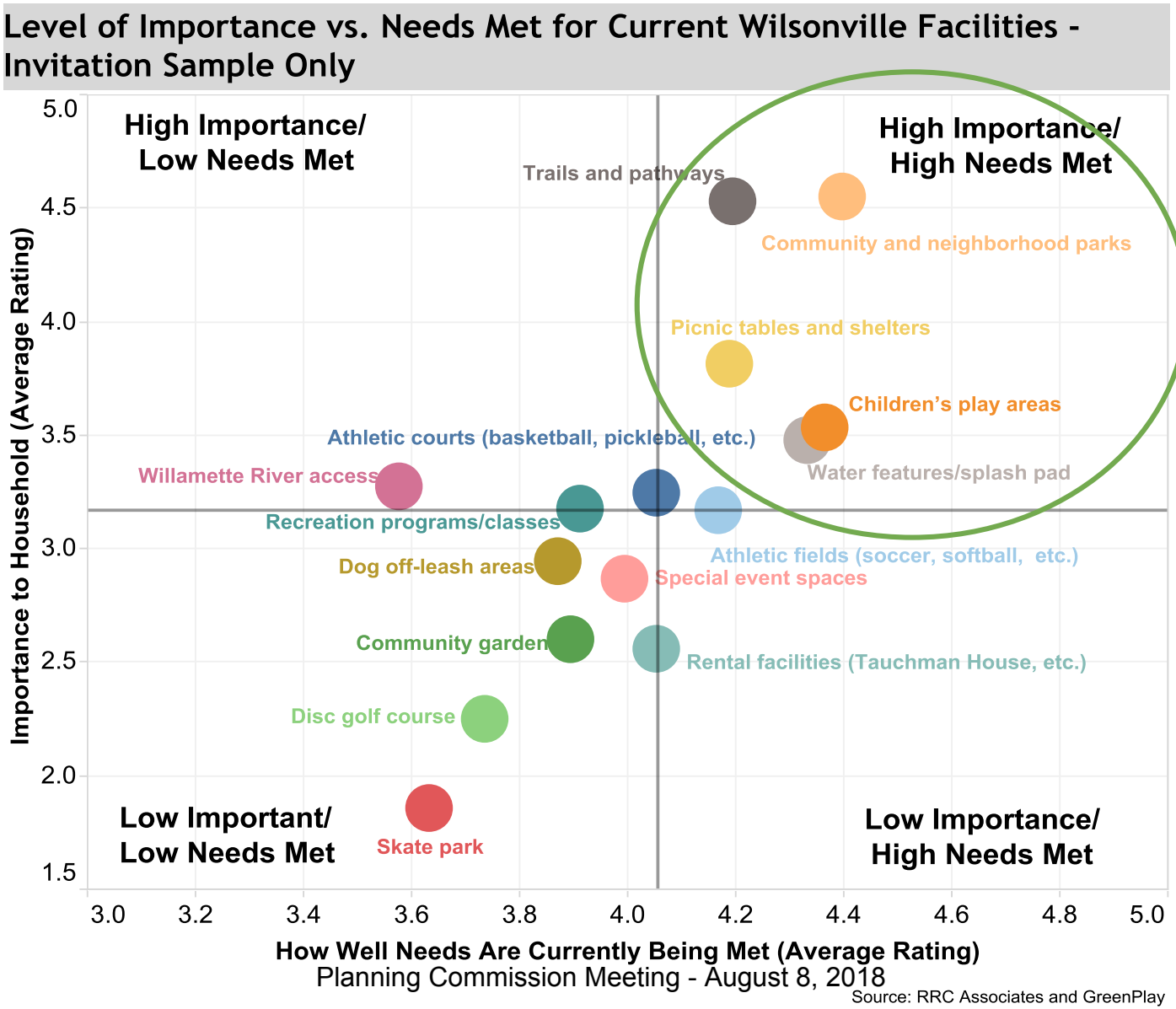
These "niche" facilities have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

Low Importance/ High Needs Met

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive.

ATTACHMENT A

IMPORTANCE-PERFORMANCE MATRIX



These facilities are more adequately meeting residents' needs

Planning Commission Meeting - August 8, 2018

Source: RRC Associates and GreenPlay

COMMENTS ON CURRENT FACILITY RATINGS

Respondents had a chance to provide comments/suggestions for how the parks, facilities, or recreation programs in Wilsonville could be improved to better meet the needs of their households/the community. Respondents addressed a wide variety of topics. A selection of verbatim invitation responses is shown below. The full set of responses is provided in the appendix.

Suggestions for Improvement

Don't build any parks & rec facilities!!! Use tax revenues to maintain what we already have, which seem sufficient for a community of our size.

It seems like every town has a city swimming pool, Wilsonville is out of the loop.

Have better selection of Parks and Rec classes for people between 18-55. Have dog park lights for winter months. Have restrooms at dog park.

Add an off-leash dog park west of I-5, preferably in or near Villebois

Better playground equipment- bigger play structures, more swings, more shade on/near playgrounds

More nature, less overbuilding

Better access to the Willamette River. Like how Cook Park in Tigard is to the Tualatin River.

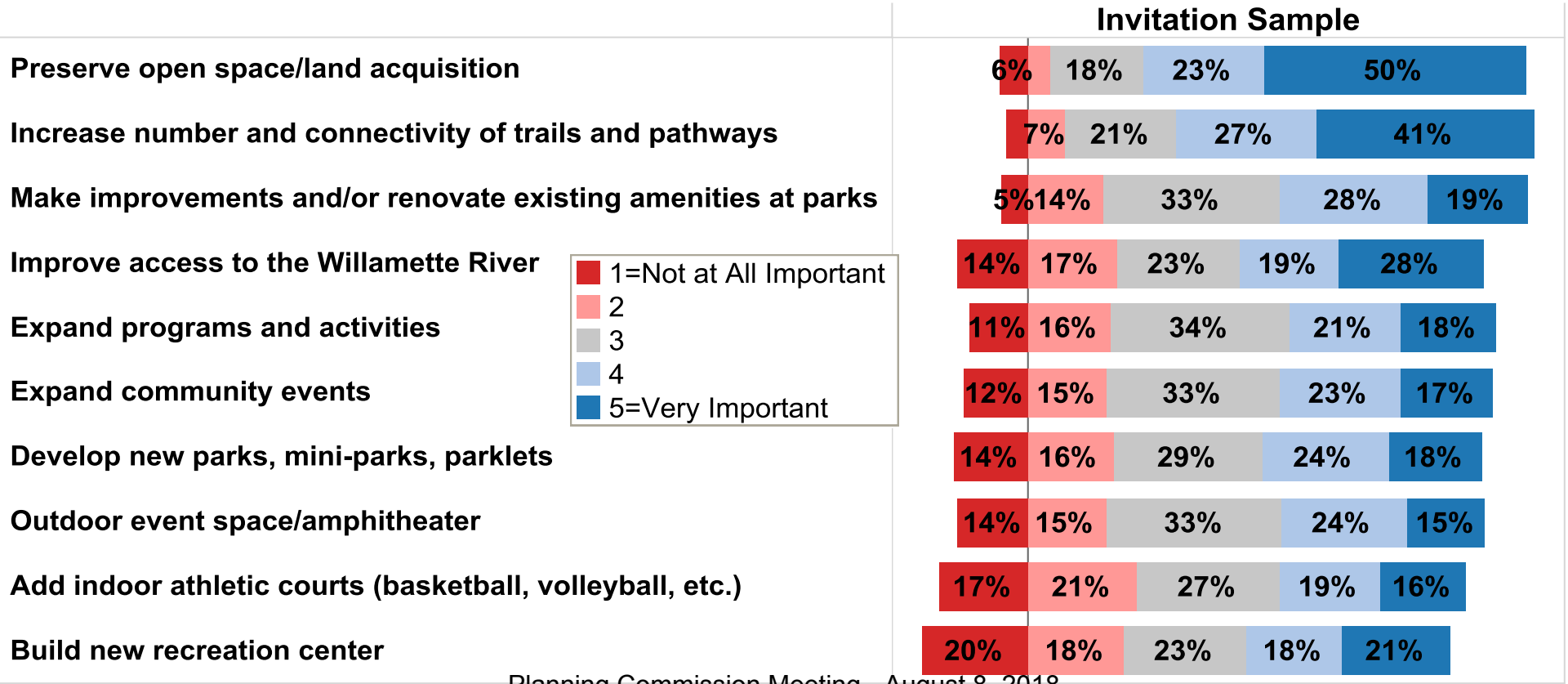
Not enough tennis courts. With the increase in popularity of pickle ball that has encroached into the tennis courts. Pickle ball playing taking up space on tennis courts.

*…*More basketball courts/hoops (please consider Courtside Park!) *Please put down chunky wood chips instead of the finer bark dust currently used in city parks (reduces slivers) *even if you just use (well-maintained) portapotties, it would be super nice to have restrooms near/at all city parks * these are my thoughtful ideas and requests, but please know that I love what you do and am proud of our city's parks and rec department! Thanks!*

IMPORTANCE OF FUTURE FACILITIES

Preserving open space/land acquisition (73% rated as important) and increasing number and connectivity of trails and pathways (68%) were rated as the most important future needs by invitation respondents. In a second tier of responses, making improvements and/or renovating existing amenities at parks and improving access to the Willamette River were also considered important (47%, respectively).

Most Important Needs for City of Wilsonville to Address Over Next 5 to 10 Years
Sorted by Average Rating



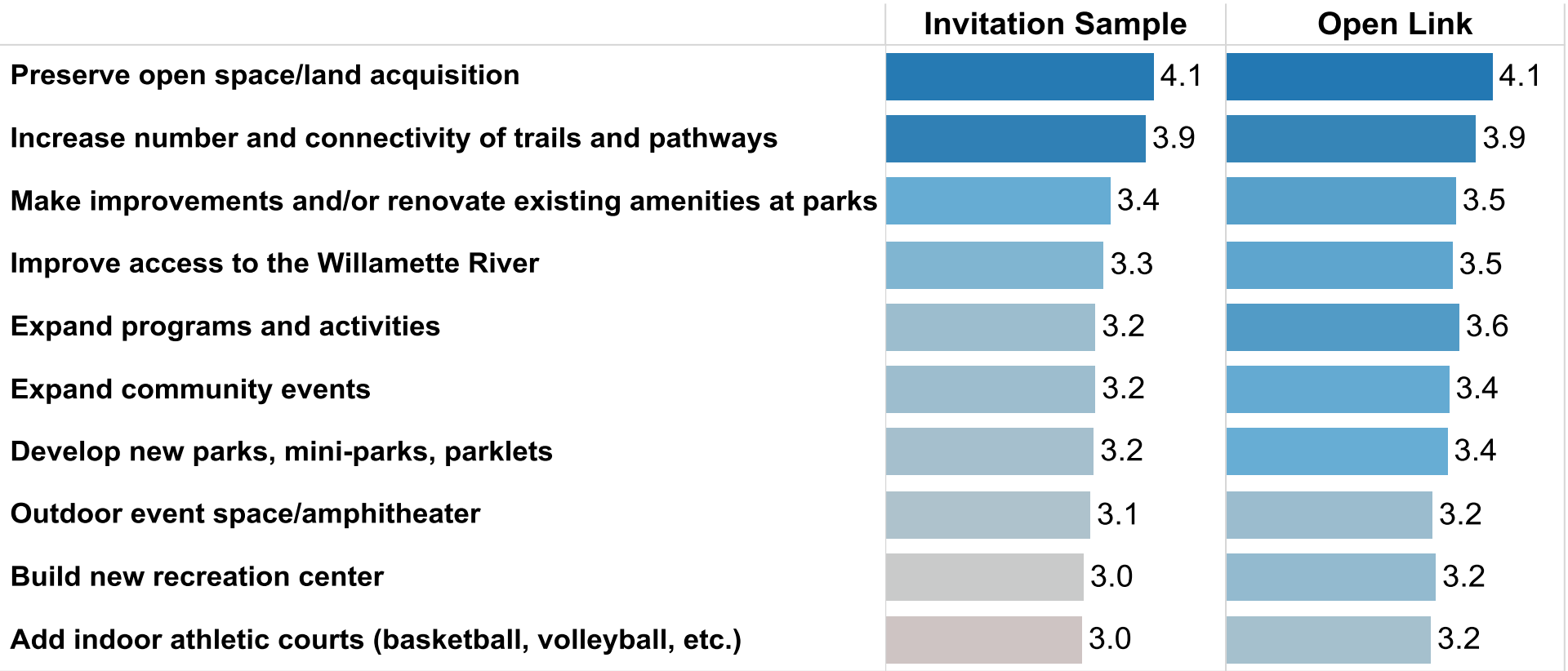
Source: RRC Associates and GreenPlay

IMPORTANCE OF FUTURE FACILITIES

Open link respondents were again more likely to rate nearly every future facility as more important than invitation sample respondents, and were particularly likely to rate expanding programs and activities as more important. However, both samples were most and equally likely to place importance on preserving open space/land acquisition and increasing number and connectivity of trails and pathways.

Most Important Needs for City of Wilsonville to Address Over Next 5 to 10 Years

Average Rating (1=Not At All Important, 5=Very Important)

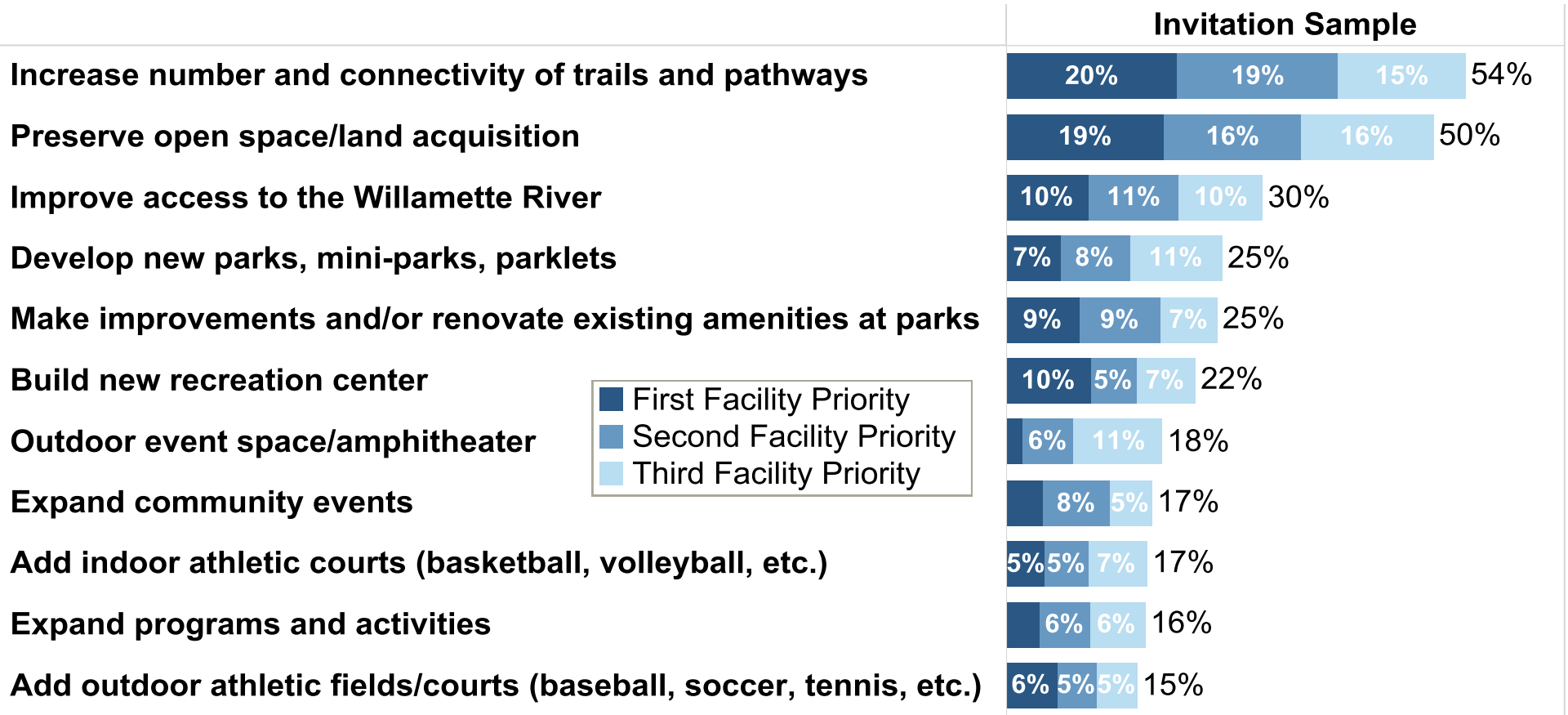


Source: RRC Associates and GreenPlay

Top Three Future Facility Priorities

Fifty-four percent of invitation respondents indicated that increasing number and connectivity of trails and pathways is one of their top three priorities for the future (20% also selected it as their number one priority). A near equal share of respondents prioritized the preservation of open space/land acquisition (50% as one of their top three and 19% as their number one priority).

Top Three Priorities for Future Facilities, Amenities, and Programs

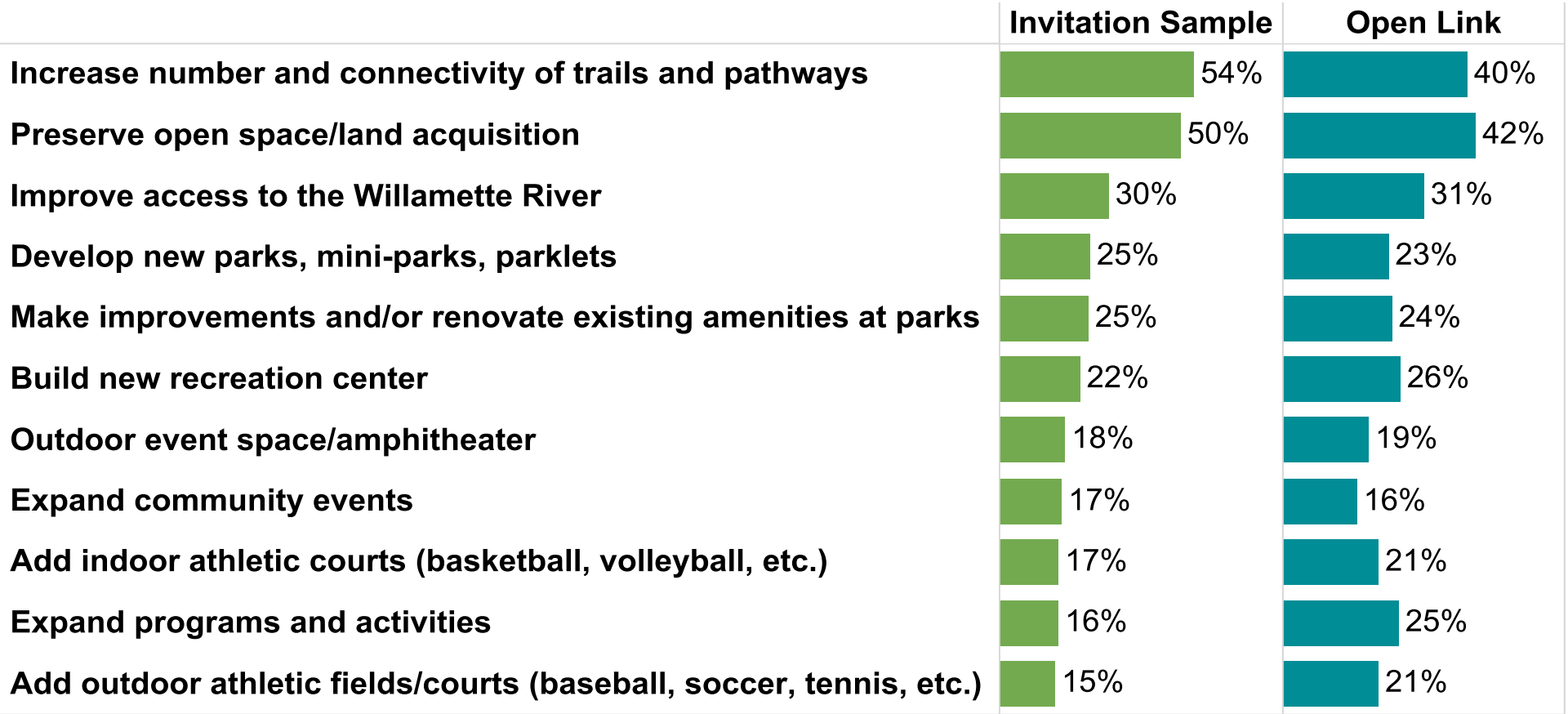


Source: RRC Associates and GreenPlay

Top Three Future Facility Priorities

While both samples of respondents most frequently chose increasing number and connectivity of trails and pathways and preservation of open space/land acquisition as one of their top three priorities, open link respondents were also more likely to prioritize expanding programs and activities, adding outdoor athletic fields/courts, and building a new recreation center.

Top Three Priorities for Future Facilities, Amenities, and Programs

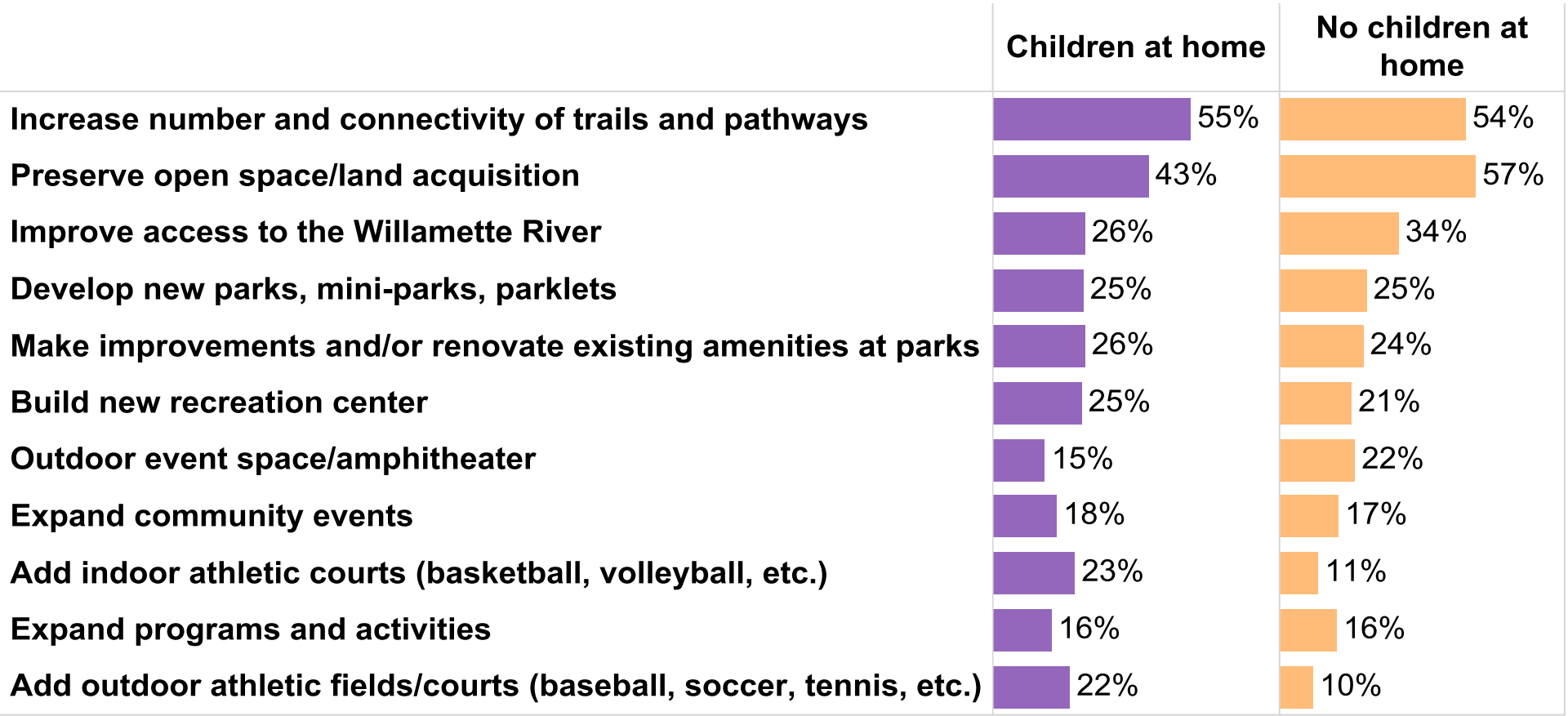


Source: RRC Associates and GreenPlay

Top Three Future Facility Priorities

Respondents with kids at home more frequently chose adding indoor and outdoor athletic court as top priorities than those without kids at home. Meanwhile, respondents without kids at home were more likely to prioritize preserving open space/land acquisition, improving access to the Willamette River, and an outdoor event space/amphitheater.

Top Three Priorities for Future Facilities, Amenities, and Programs - Invitation Samply Only

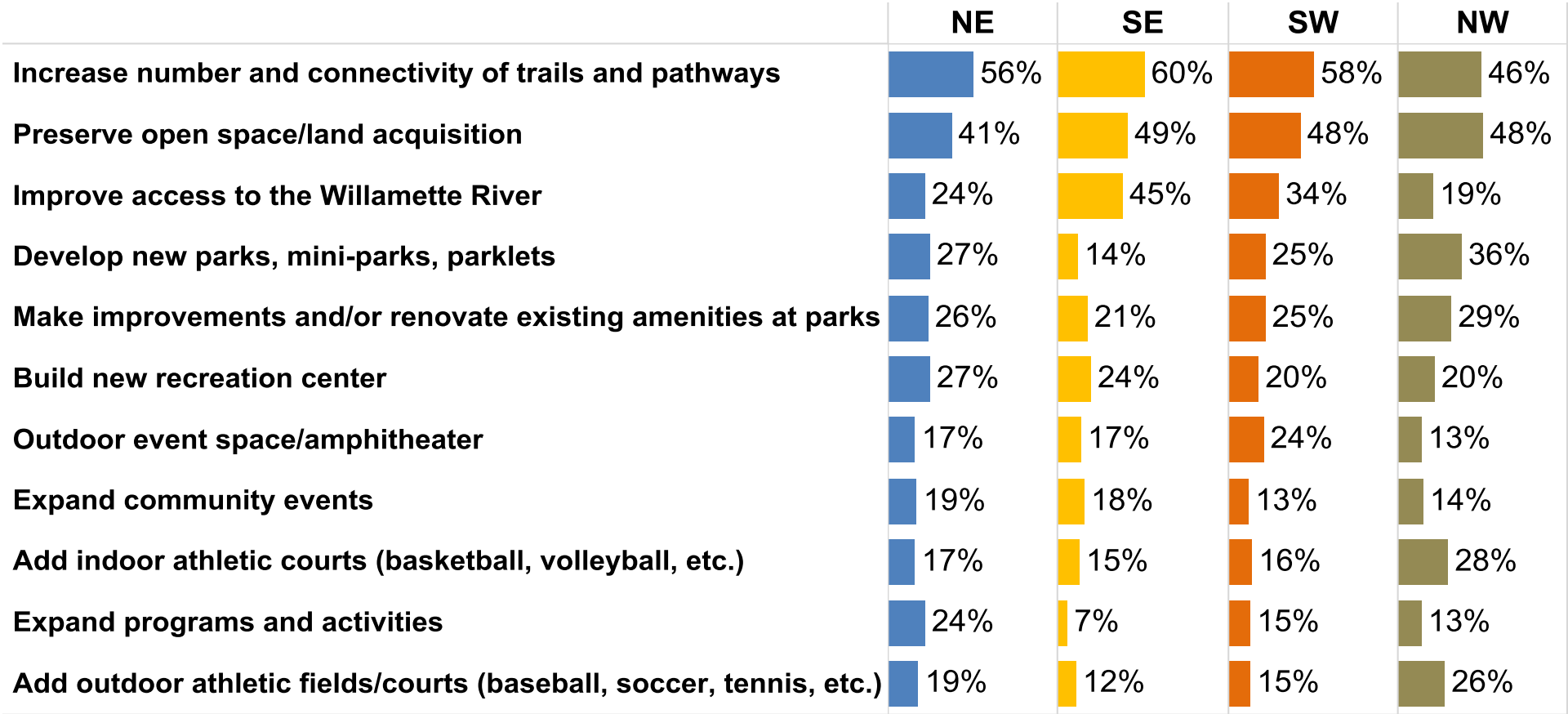


Source: RRC Associates and GreenPlay

Top Three Future Facility Priorities

All respondents, regardless of where they live, were most likely to prioritize trails and pathways and preservation of open space. However, respondents in the NE were more likely to prioritize expanding programs and activities; in the SE: improving access to the Willamette River; in the SW: outdoor event space/amphitheater; in the NW: developing new parks and adding indoor and outdoor athletic fields/courts.

Top Three Priorities for Future Facilities, Amenities, and Programs - Invitation Sample Only

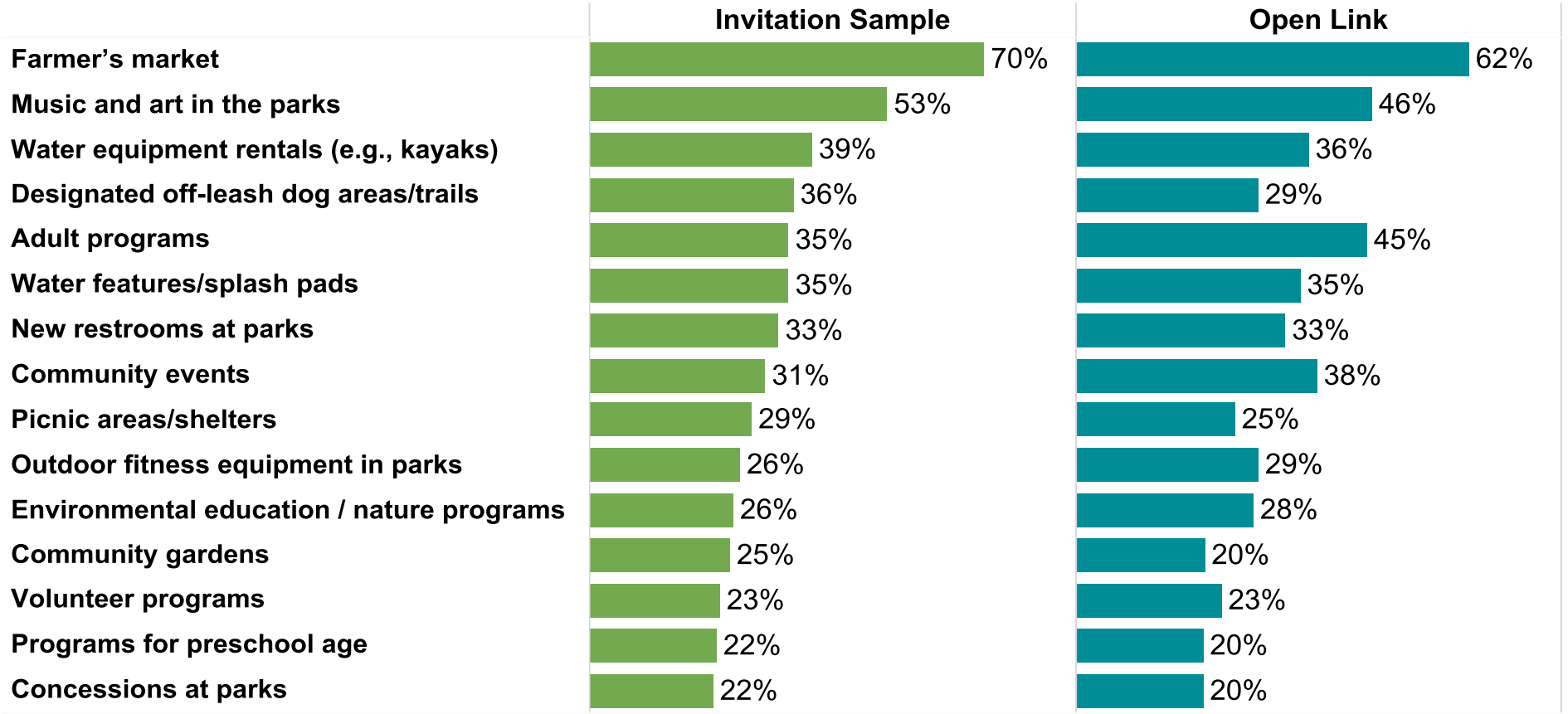


Source: RRC Associates and GreenPlay

Specific Amenities and Services

Respondents reported a desire for the addition or expansion of a number of facilities/amenities and programs/services, with invitation respondents reporting an average of 7.2 items from the list. Most selected amenities include farmer's market (70%) and music and art in the parks (53%). Open link respondents had a greater interest in adult programs and community events than invitation respondents.

Interest in Specific Amenities and Services - Top 15 Selections

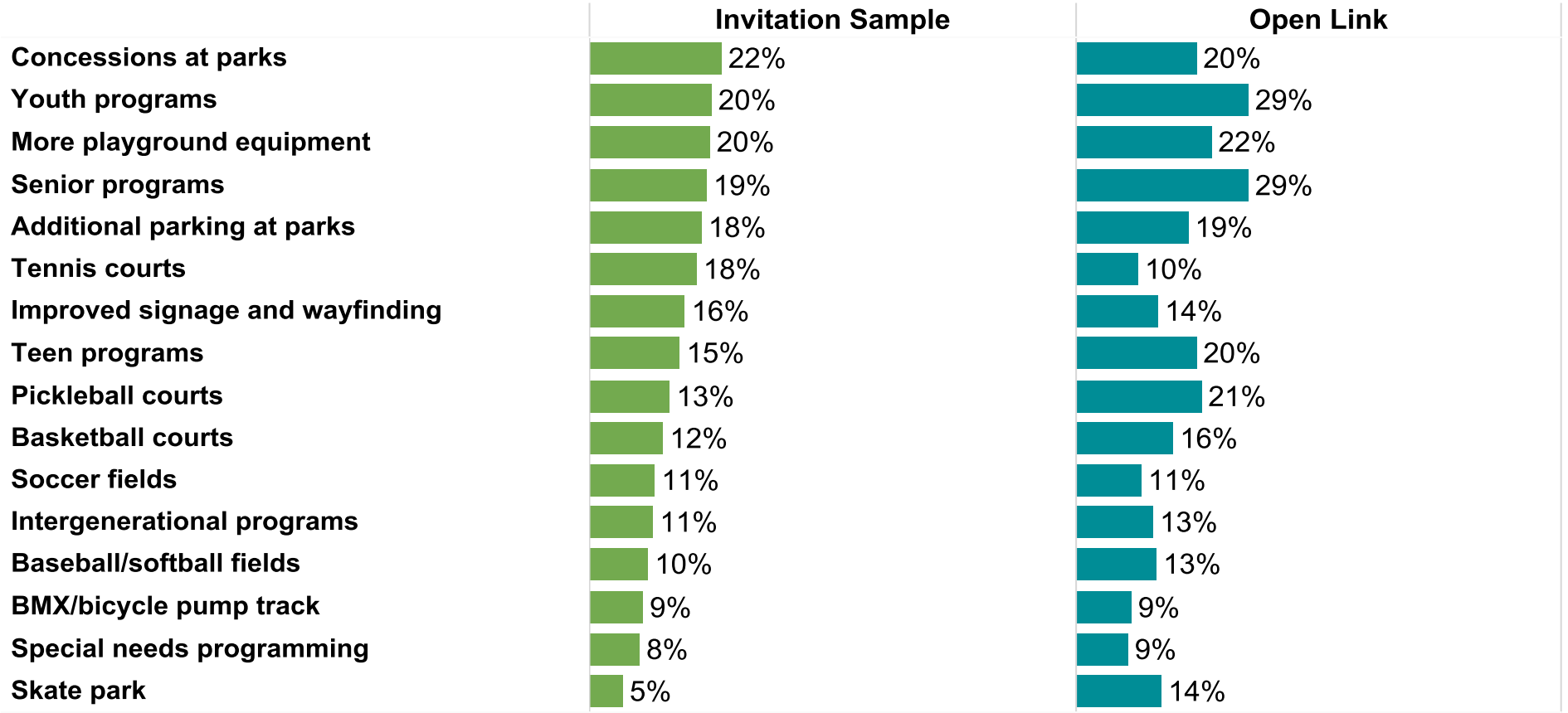


Source: RRC Associates and GreenPlay

Specific Amenities and Services

Open link respondents had a comparatively greater interest in youth programs, senior programs, pickleball courts, and skate parks than invitation respondents.

Interest in Specific Amenities and Services - Bottom 15 Selections

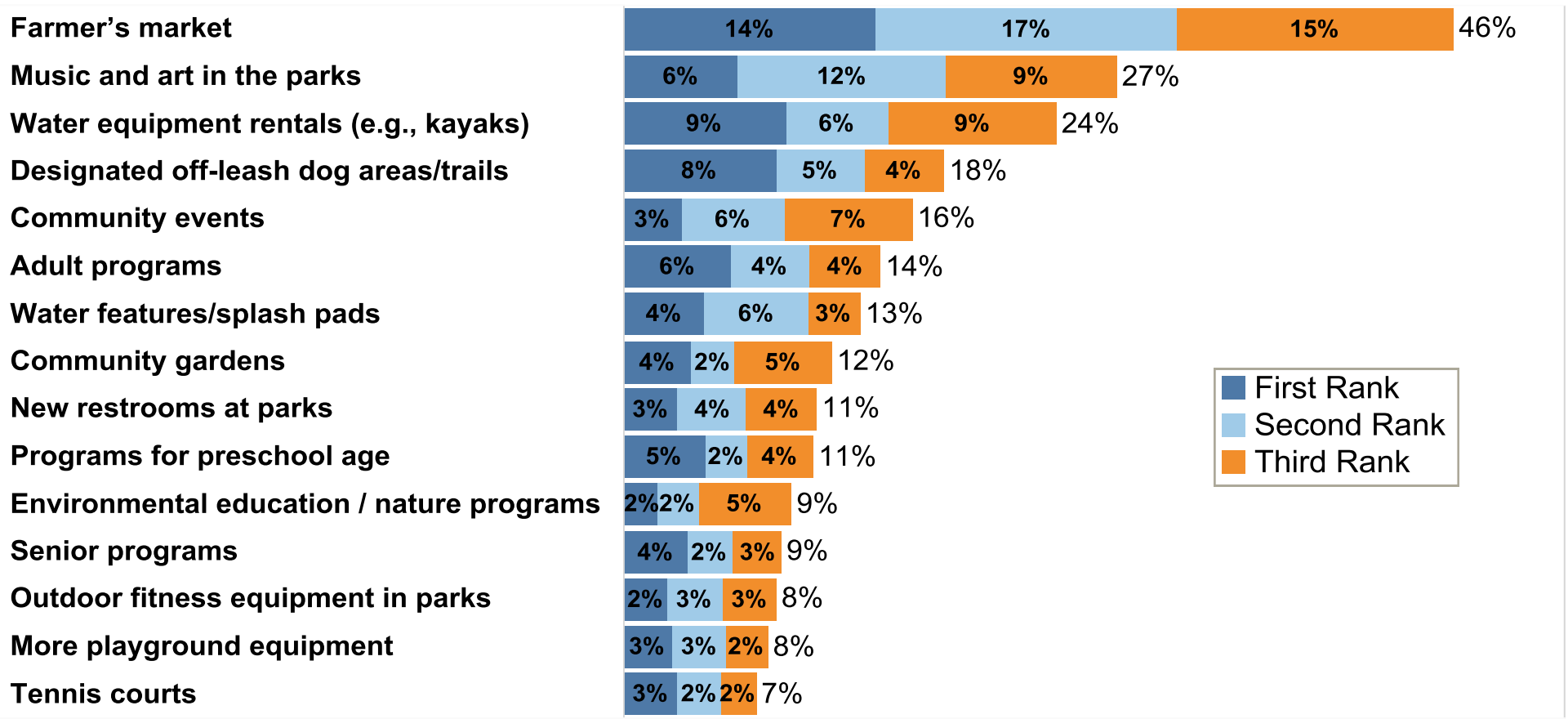


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

When asked to select their top three priorities for addition, expansion, or improvement, farmer's market (46% of invitation sample respondents selecting it as a top three priority), music and arts in the park (27%), and water equipment rentals (24%) emerge as the top three areas of focus.

Top 3 Priorities for Specific Amenities and Services - Top 15 Selections - Invitation Sample Only

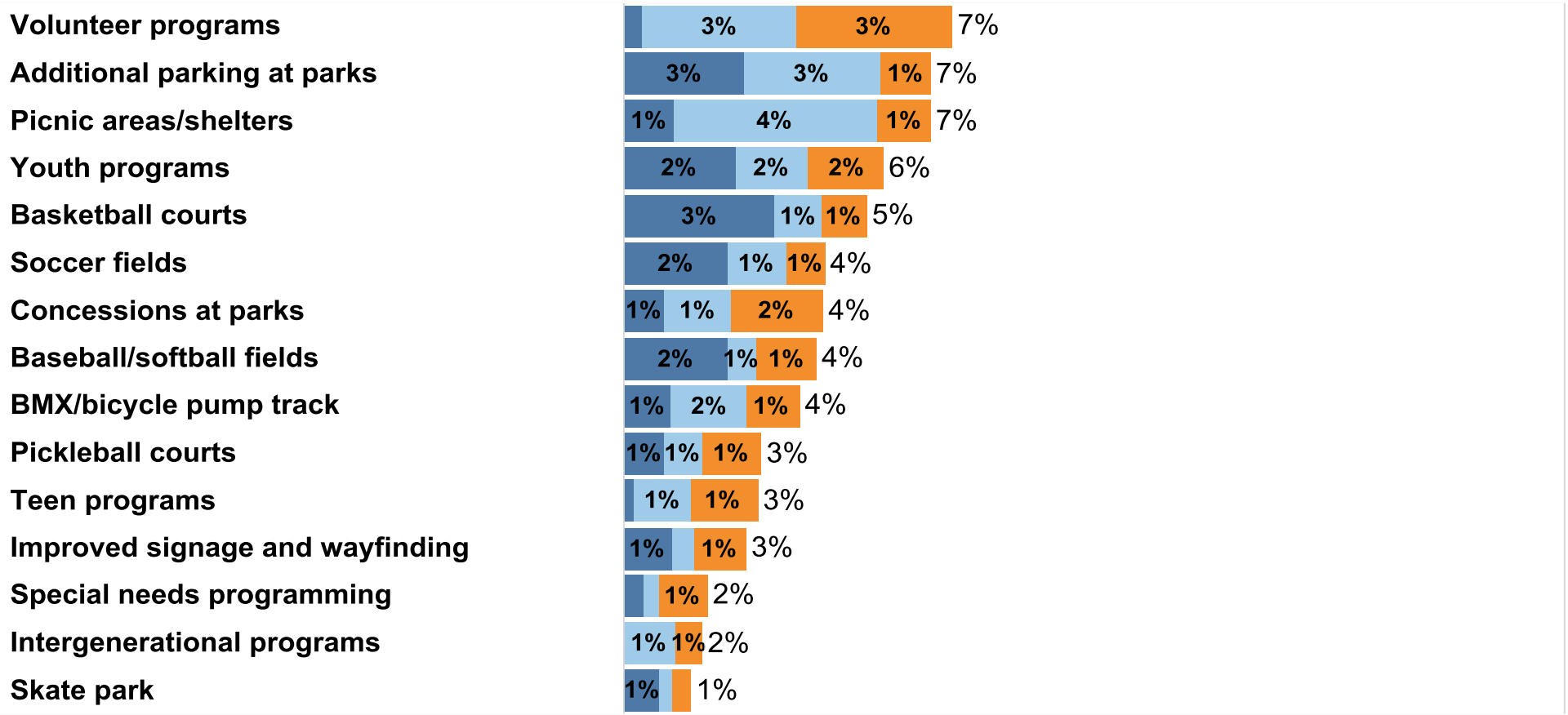


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

Several specific amenities and services received very few respondents indicating they were first, second, or third priorities.

Top 3 Priorities for Specific Amenities and Services - Bottom 15 Selections - Invitation Sample Only

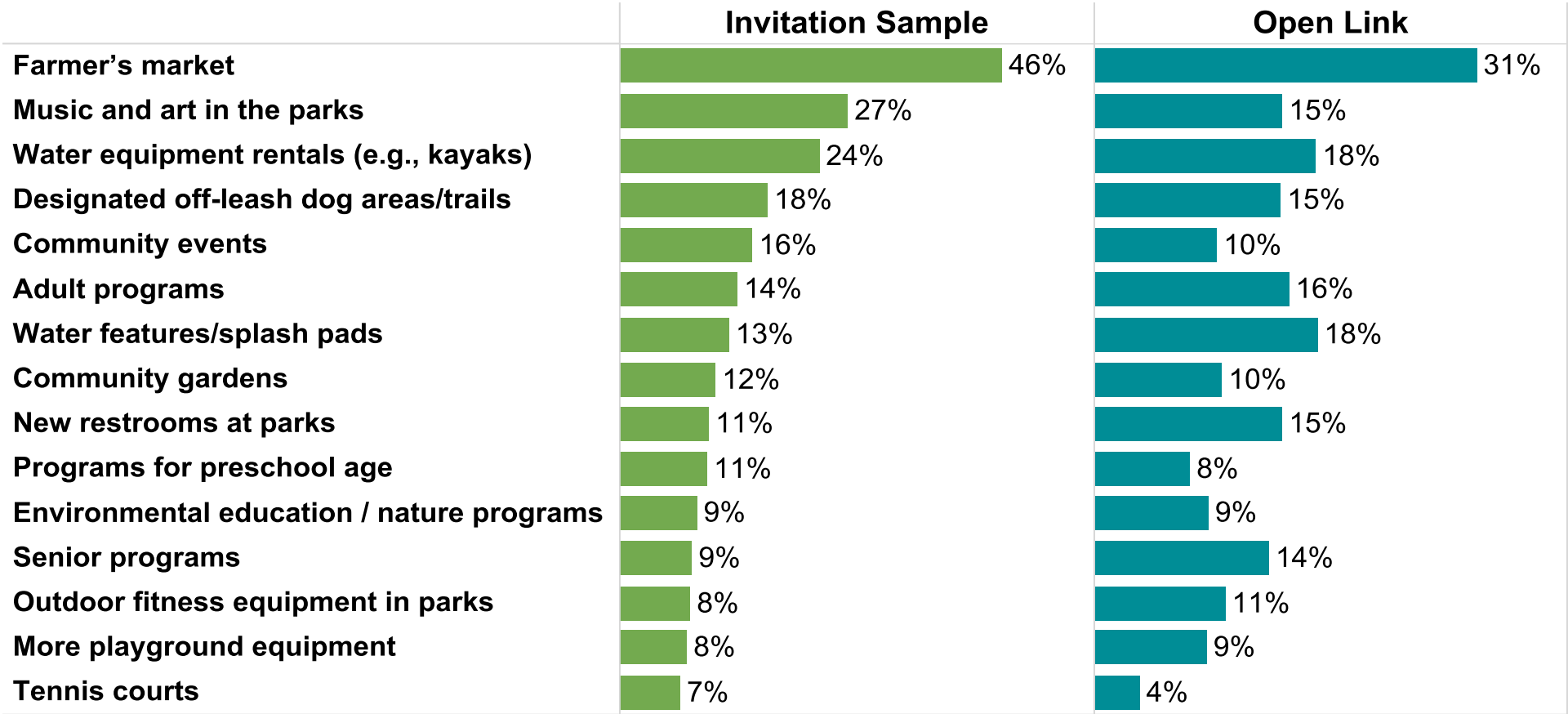


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

Meanwhile, open link respondents have a slightly different set of priorities for specific amenities and services. Although also most likely to select farmer's market as a top-three priority, they were notably more likely to prioritize water features/splash pads and senior programs than invitation sample respondents.

Top 3 Priorities for Specific Amenities and Services Combined - Top 15 Selections

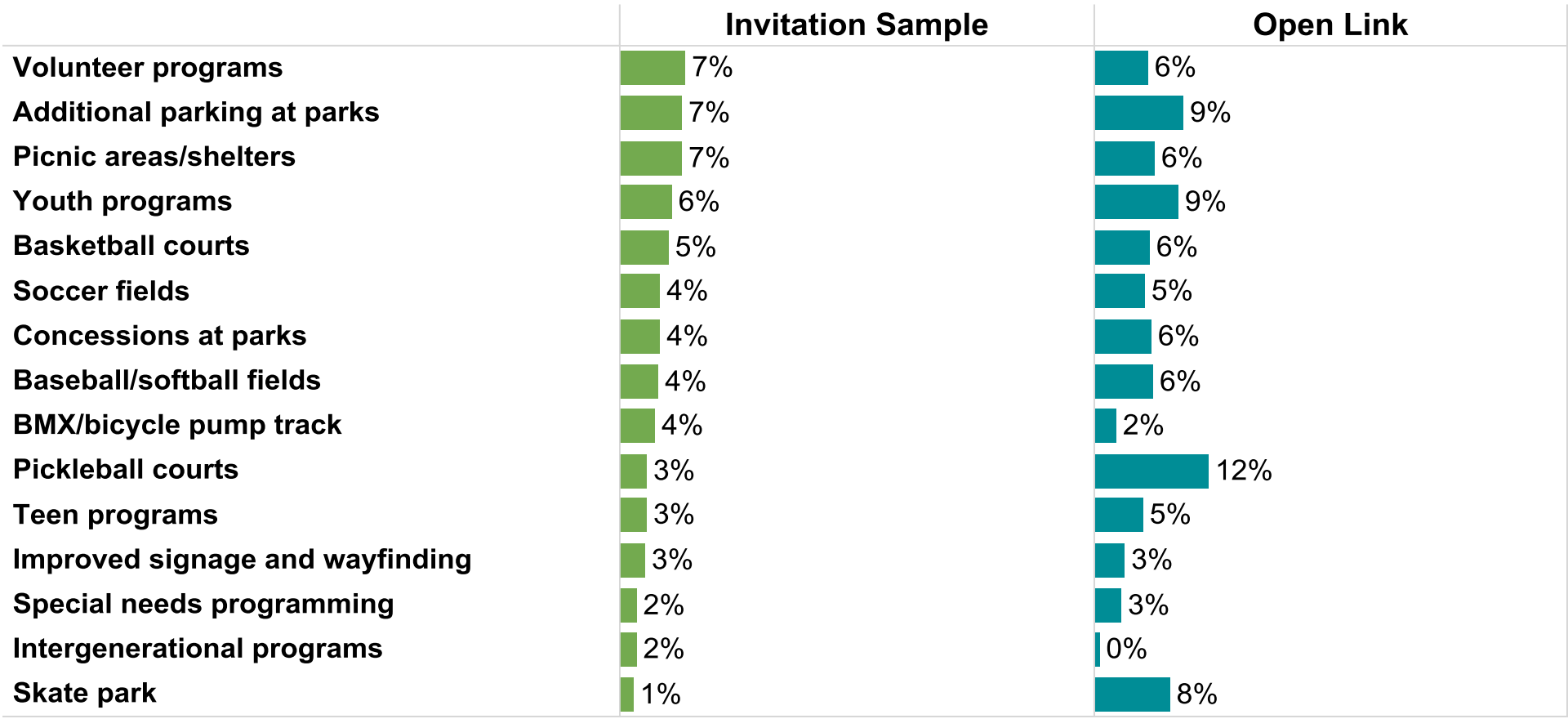


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

Open link respondents were more likely to prioritize pickleball courts and skate parks than invitation sample respondents.

Top 3 Priorities for Specific Amenities and Services Combined - Bottom 15 Selections

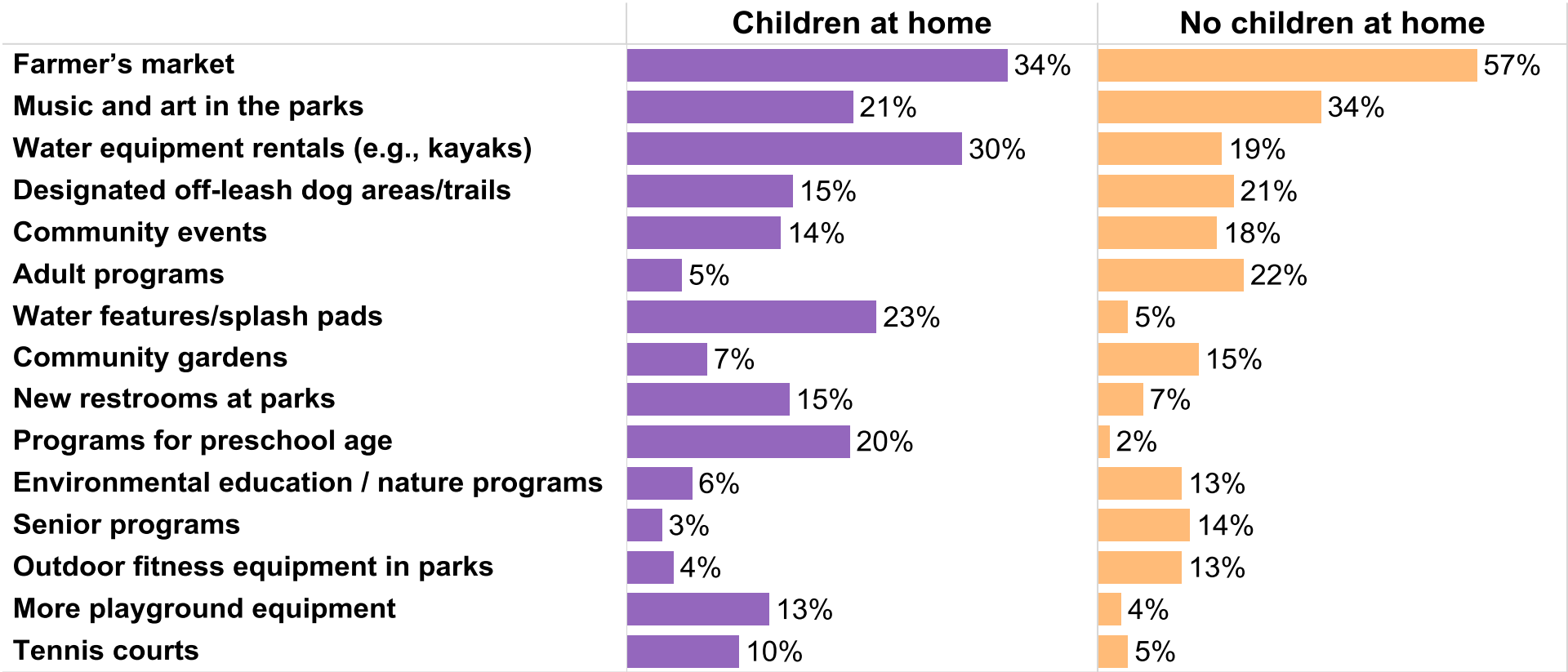


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

The top priorities for respondents with kids at home: farmer's market (34%), water equipment rentals (30%), water features/splash pads (23%), music and art in the parks (21%), programs for preschool age (20%); for respondents without kids at home: farmer's market (57%), music and art in the parks (34%), adult programs (22%), designated off-leash areas/trails (21%), water equipment rentals (19%), and community events (18%).

Top 3 Priorities for Specific Amenities and Services Combined - Top 15 Selections - Invitation Sample Only

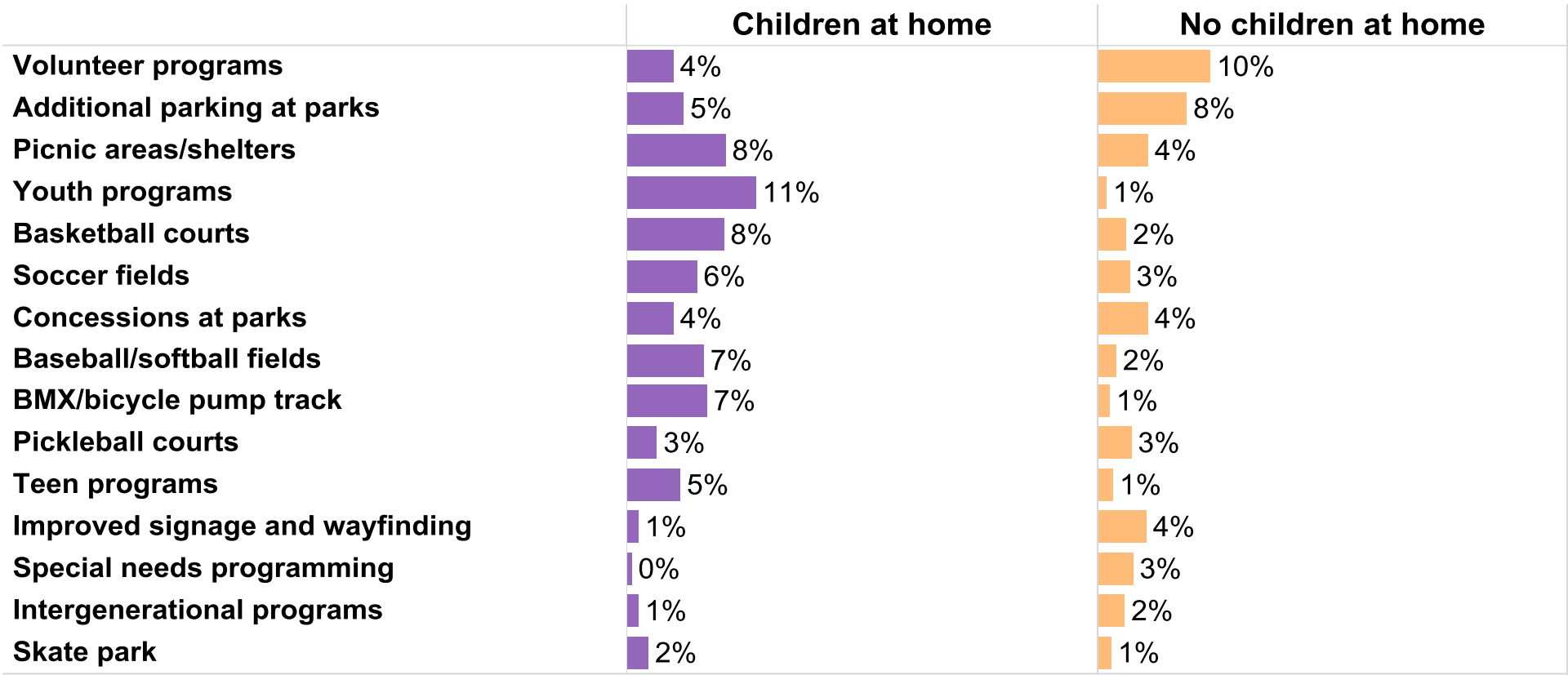


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

The following items weren't top selections for invitation households, but it's interesting to see where priorities differ between those with and without kids at home. For example, households with children are more likely to place importance on youth programs, baseball/softball fields, and BMX/bicycle pump track.

Top 3 Priorities for Specific Amenities and Services Combined - Bottom 15 Selections - Invitation Sample Only

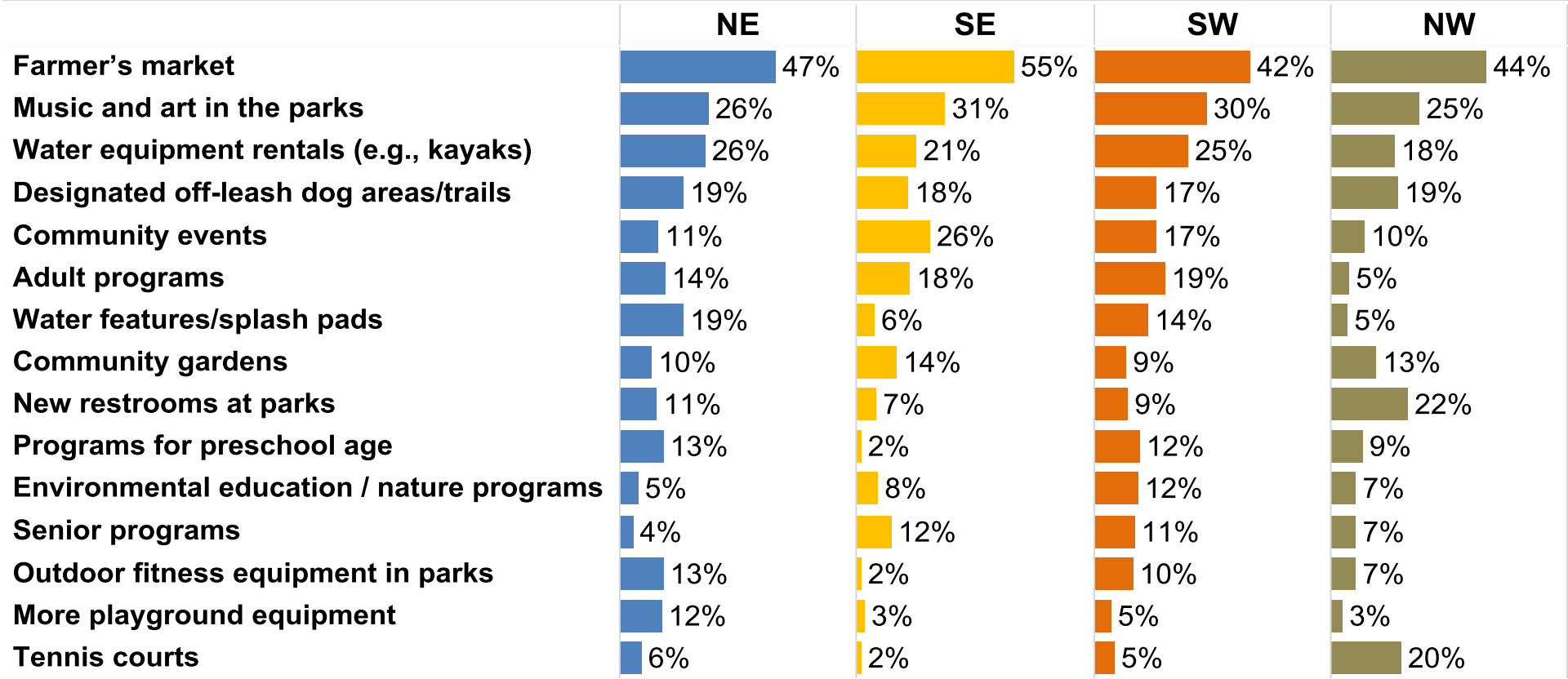


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

All respondents, regardless of where they live, were most likely to prioritize a farmer's market. However, respondents in the NE were more likely to prioritize water features/splash pads and more playground equipment than respondents in other quadrants; in the SE: farmer's market and community events; in the NW: new restrooms at parks and tennis courts.

Top 3 Priorities for Specific Amenities and Services Combined - Top 15 Selections - Invitation Sample Only

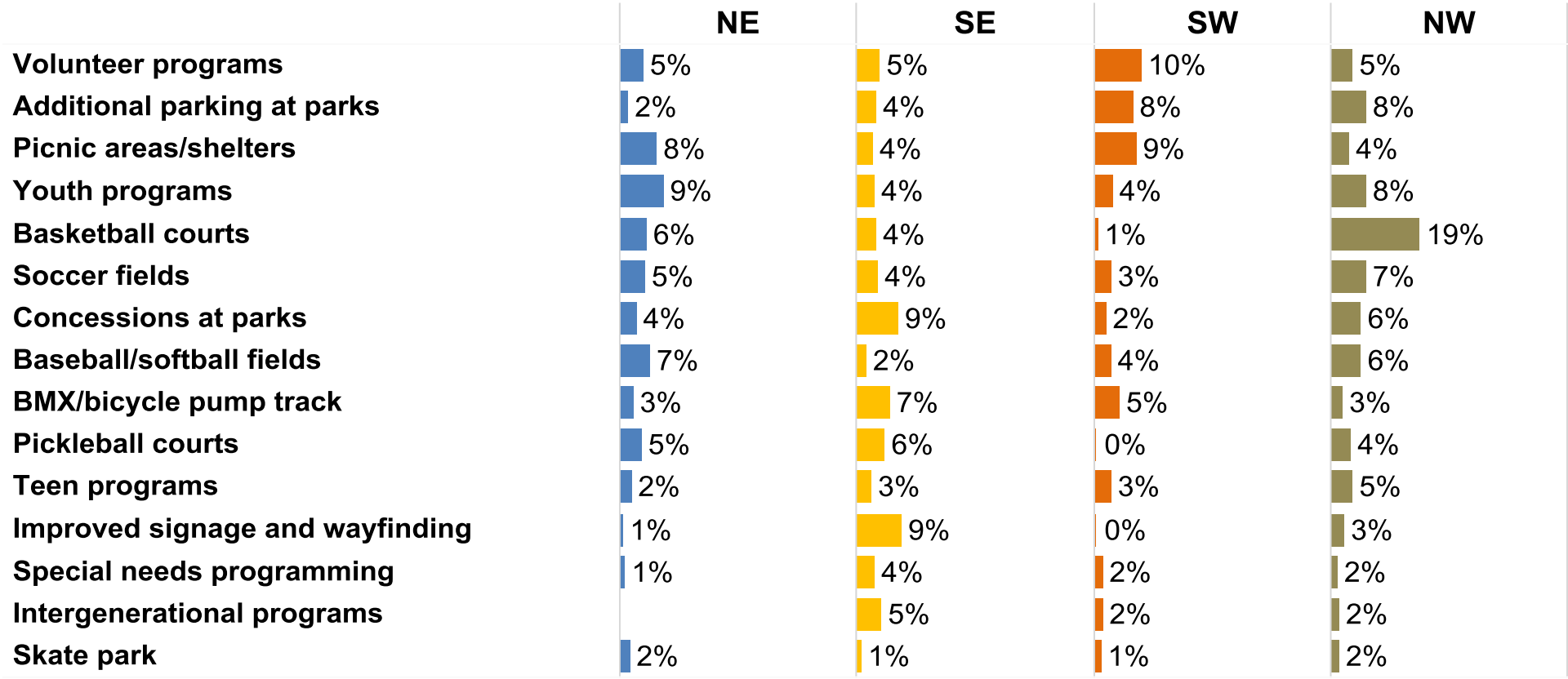


Source: RRC Associates and GreenPlay

Top Three Amenities and Services

Respondents in the SW were more likely to prioritize volunteer programs than respondents living in other quadrants; in the NW: basketball courts.

Top 3 Priorities for Specific Amenities and Services Combined - Bottom 15 Selections - Invitation Sample Only

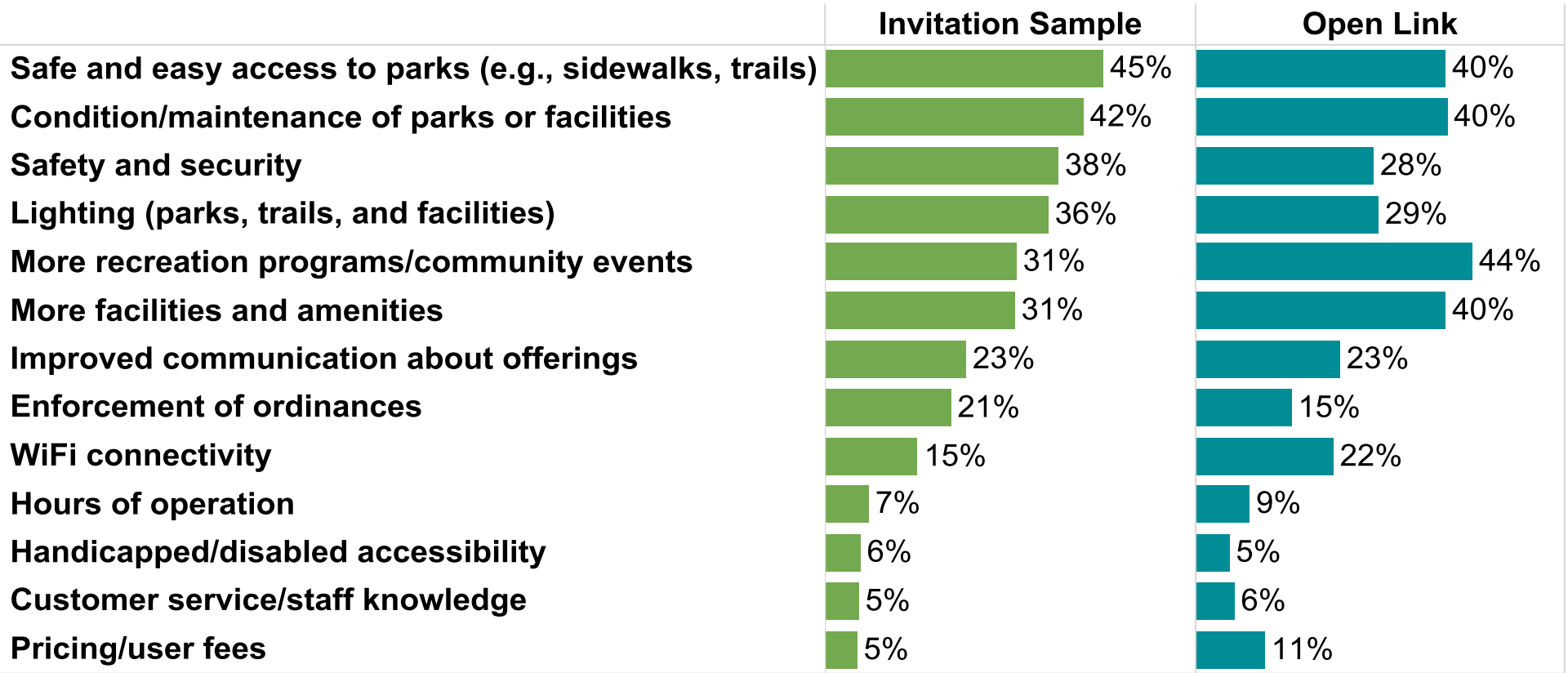


Source: RRC Associates and GreenPlay

FACTORS THAT WOULD INCREASE USAGE

When asked what would increase their usage of Wilsonville facilities, invitation sample respondents were most likely to report safe and easy access to parks (45%). Open link respondents, on the other hand, were most likely to cite more recreation programs/community events (44%). Condition/maintenance of parks or facilities was also a top factor for both samples (42% and 40%, respectively).

Most Important Areas That, If Addressed by the City of Wilsonville, Would Increase Utilization of Parks and Recreation Facilities

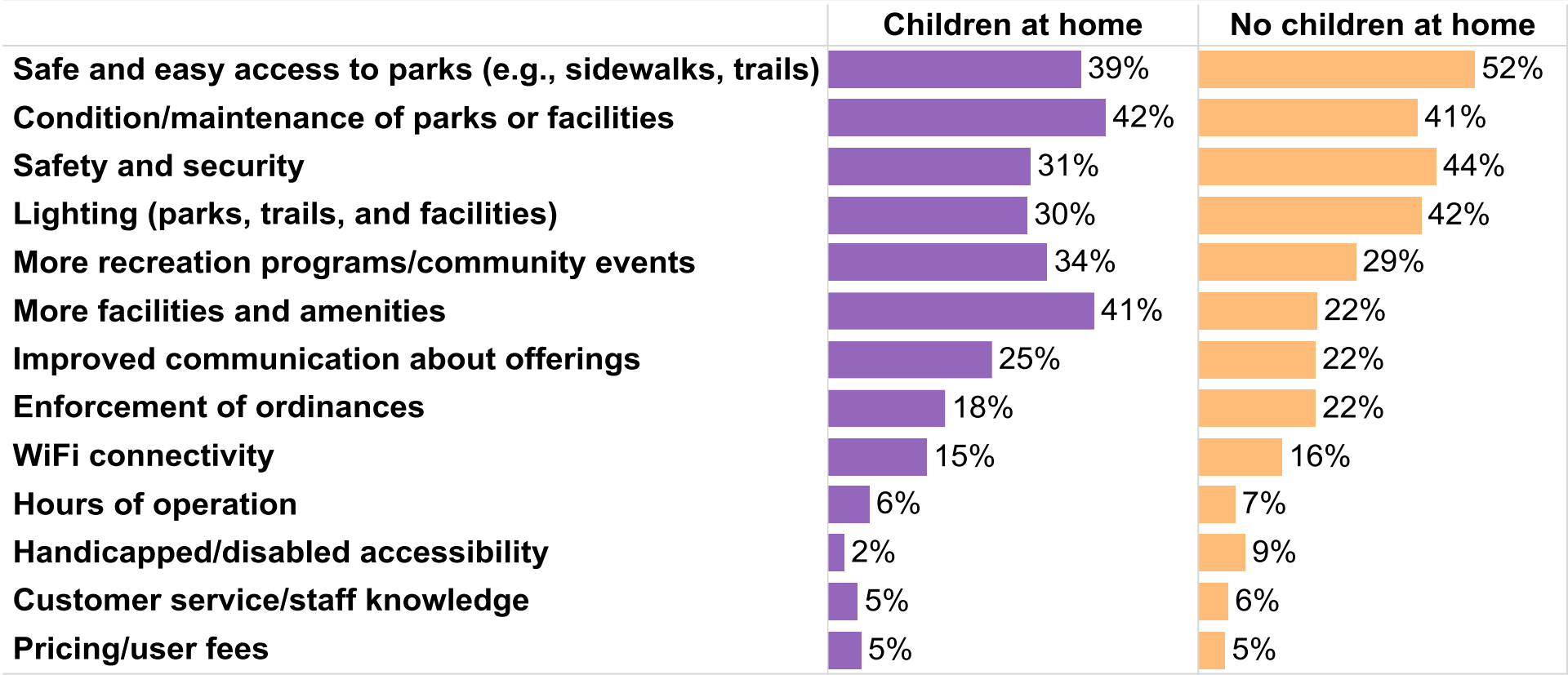


Source: RRC Associates and GreenPlay

FACTORS THAT WOULD INCREASE USAGE

While respondents with kids at home more frequently chose more facilities and amenities and more recreation programs/community events as factors that would increase their usage, respondents without kids at home were more likely to cite safe and easy access to parks, safety and security, and lighting.

Most Important Areas That, If Addressed by the City of Wilsonville, Would Increase Utilization of Parks and Recreation Facilities - Invitation Sample Only

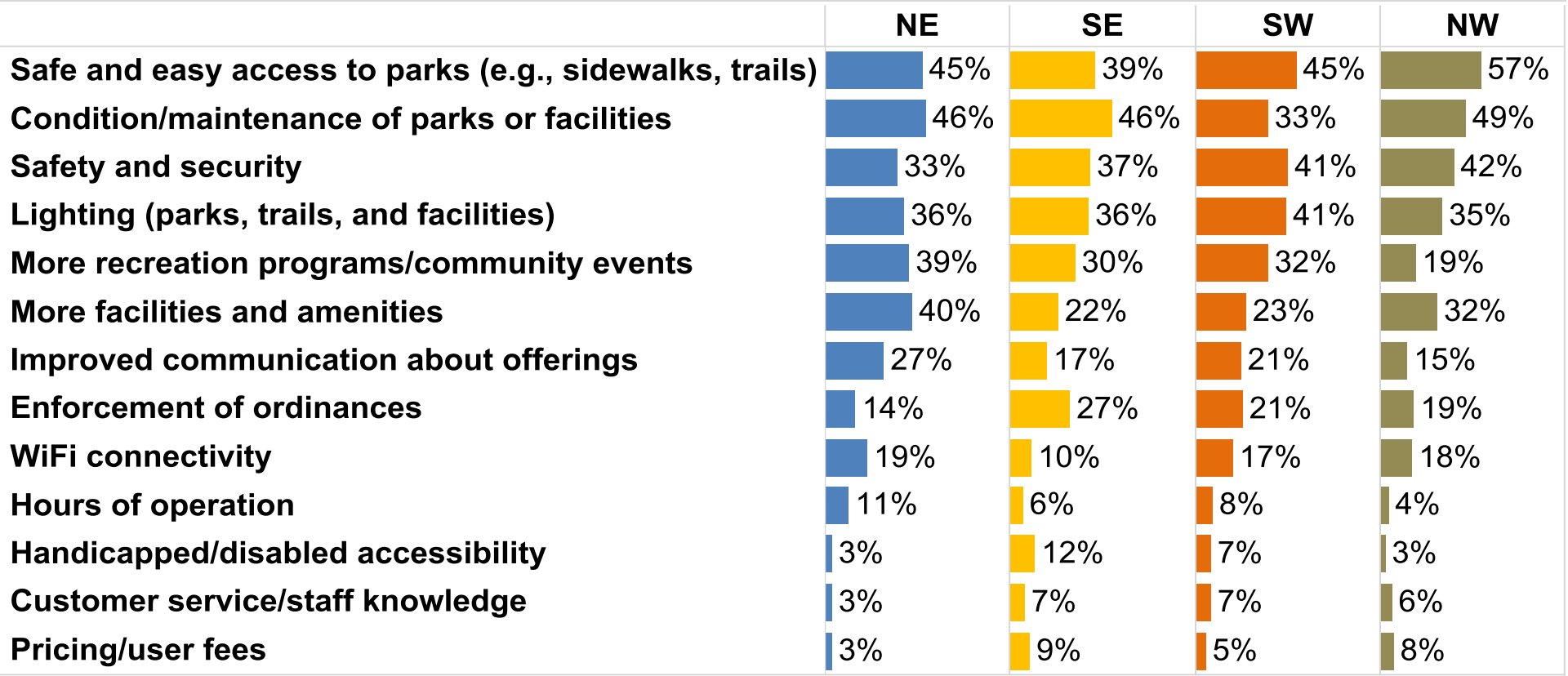


Source: RRC Associates and GreenPlay

Factors That Would Increase Usage

Respondents in the NE were more likely to select more facilities and amenities and more recreation programs/community events as factors that would increase their usage than respondents in other quadrants; in the SE: enforcement of ordinances; in the SW: lighting; in the NW: safe and easy access to parks.

Most Important Areas That, If Addressed by the City of Wilsonville, Would Increase Utilization of Parks and Recreation Facilities - Invitation Sample Only

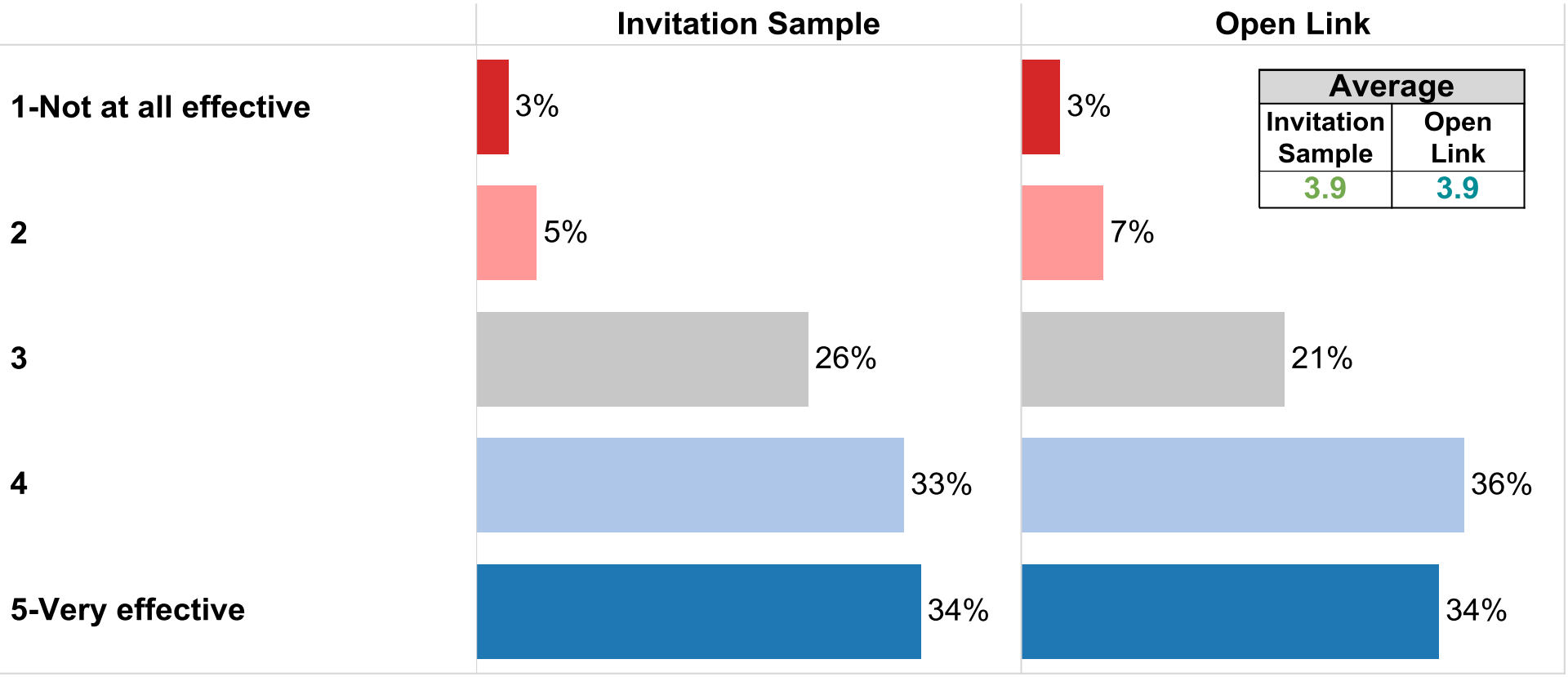


Source: RRC Associates and GreenPlay

COMMUNICATION EFFECTIVENESS

Communication effectiveness is a relatively strong area for the City of Wilsonville, with 67% of invitation respondents providing a rating of 4 or 5 ("effective").

How effective is the City of Wilsonville at reaching with you information on parks and recreation facilities, services, and programs?

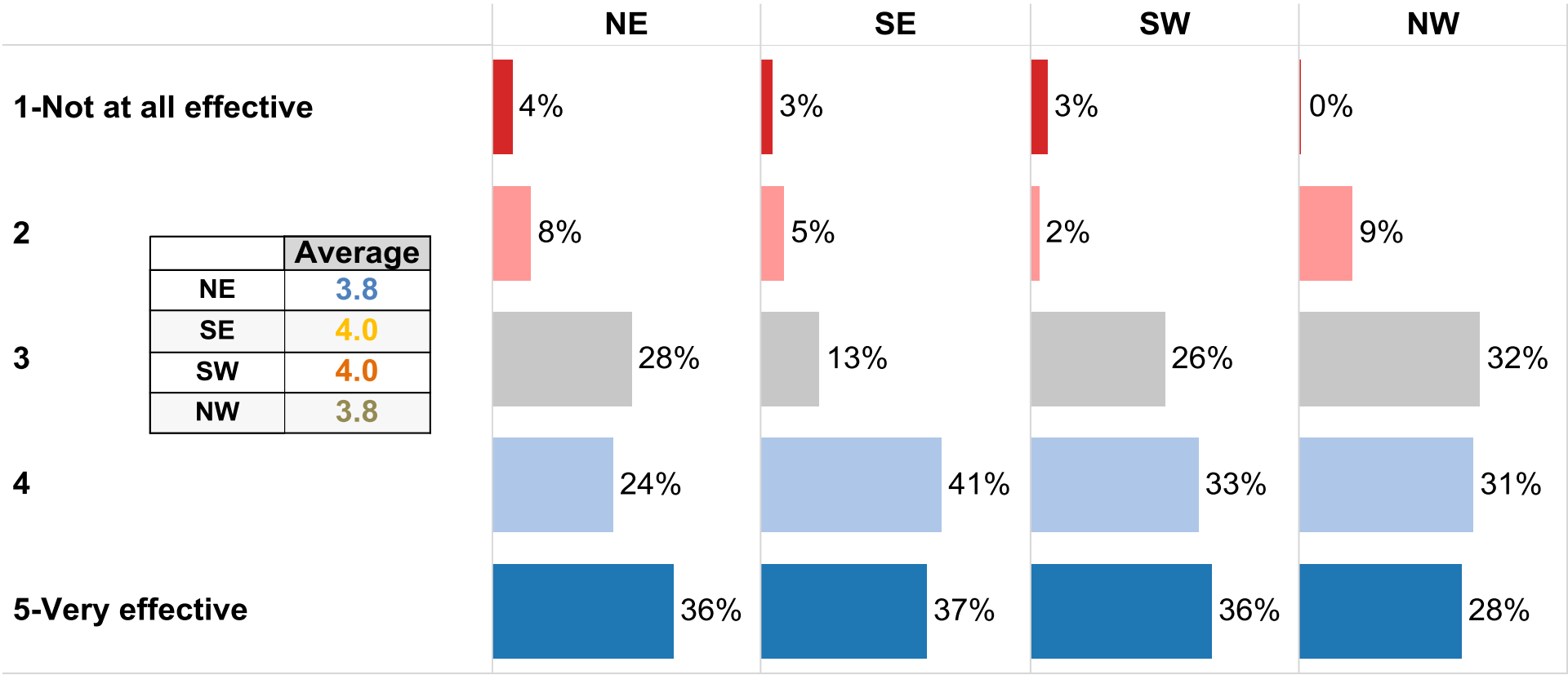


Source: RRC Associates and GreenPlay

COMMUNICATION EFFECTIVENESS

Respondents in the SE and SW quadrants of the city provided slightly higher effectiveness ratings than did respondents in the NE and NW quadrants.

How effective is the City of Wilsonville at reaching with you information on parks and recreation facilities, services, and programs? - Invitation Sample Only



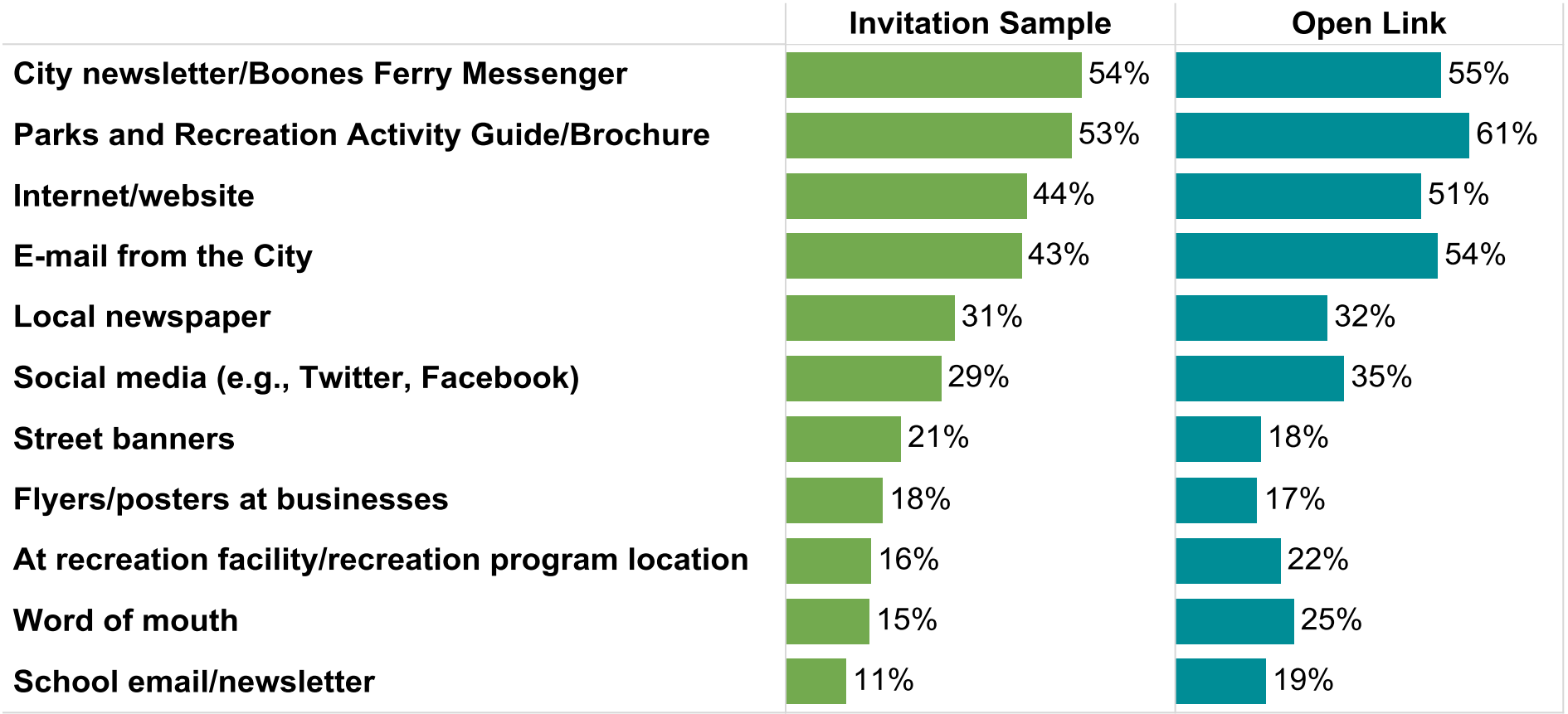
	Average
NE	3.8
SE	4.0
SW	4.0
NW	3.8

Source: RRC Associates and GreenPlay

Best Way to Receive Information

The best way to reach invitation respondents is in the City newsletter/Boones Ferry Messenger (54%), the Parks and Recreation Activity Guide/Brochure (53%), through the Internet/website (44%), or an email from the city (43%). Open link respondents were somewhat more likely to select the activity guide (61%), email from the city (54%), Internet/website (51%), social media (35%), and word of mouth (25%).

Best Way to Receive Information on Parks and Recreation Facilities, Services, and Programs



Source: RRC Associates and GreenPlay

ADDITIONAL COMMENTS / SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for City of Wilsonville Parks and Recreation. Themes that came up frequently through the survey were again prominent in this comment field, including a desire for additional programs and events, upgrades to existing facilities, increased trail and pathway connectivity, and enhanced river access. Many invitation respondents also took the opportunity to praise the efforts of the department. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix.

Our parks are wonderful. But considering the weather in our area, more indoor facilities needed. Also more indoor theater/performance pace- there is none now.

Please note that while we LOVE Farmers Markets, we don't ever attend the one in Wilsonville because the location is HORRIBLE for traffic and parking. Absolute nightmare!

Overall, we have a great park system! I would like an overall improvement in cleanliness (bathrooms and overflowing garbage cans) above ALL ELSE.

Need more bike lanes! The city has done a GREAT job with parks. We used them a lot more when "kids" were still here. Still run thru/around Memorial Park and the parks will be even more precious as Wilsonville population grows. Thank you!

The best feature of Wilsonville are the parks. More trails would be great. More river access areas needed.

We think the city is doing an amazing job already! We love living in Wilsonville because of all the things for young children to do. The only thing I'd love is more recreation opportunities during the summer like Tualatin Recreation has.