



# Olathe Parks and Recreation Master Plan



CONFLUENCE

# Master Plan Desired Outcomes

- **Maximize community engagement in an inclusive and innovative manner** through innovative public input to determine *needs and vision*;
- **Utilize a wide variety of data sources and best practices** to predict trends and patterns of use and how to address unmet needs in the City;
- **Determine Unique Level of Service Standards** to develop appropriate actions regarding parks, recreation programs, facilities, and trails;
- **Shape financial and organizational preparedness** through innovative and “next” practices; and
- **Develop a dynamic and realistic strategic action plan** that creates a road map to ensure long-term, sustainable success for Olathe parks and recreation services and amenities.

# Major Achievements from 2014 Plan

## Signature Parks (redevelopments)

- Lone Elm
- Lake Olathe

## New Parks

- Indian Creek
- Woodland Hills
- Pellett Park
- Civic Center
- Santa Marta

## New Facilities

- Olathe Community Center

## Refreshed Parks

- Fairview
- Arbor Landing
- Raven Ridge
- Mill Creek
- Calamity Line
- Frisco
- Cory Circle
- Heatherstone
- Haven

## New Trails

- Meadow Lane Trail
- Cedar Creek Trail

## Where Are We Today?

- Site and facility review
- Benchmark analysis
- Recreation/ sports programs and services assessments
- Levels of services standards
- GIS mapping

## Where Are We Going Tomorrow?

- Community engagement needs analysis
- Statistically-valid survey
- Demographics & recreation trends analysis review
- Staffing and maintenance review
- Needs prioritization

## How Do We Get There?

- Capital development planning
- High level concepts
- Financial planning
- Funding and revenue planning
- Strategic action plan implementation

# Project Process and Timeline

## Project Milestones / Timeline

### Phase 1: May – August 2022

✦  
**Step 1**  
*Project Management & Data Review*  
May 2022

✦  
**Step 2**  
*Community Profile & Public Engagement*  
May – August 2022

✦  
**Step 3**  
*Parks, Facilities and Program Analysis*  
June – August 2022

## Project Milestones / Timeline

### Phase 2: September 2022 – February 2023

✦  
**Step 1**  
*Operational and Financial Plan*  
September 2022

✦  
**Step 2**  
*Action Plan and Master Plan  
Development*  
October - December 2022

✦  
**Step 3**  
*Present Recommendations and  
Implementation Plan*  
December 2022 – January 2023

✦  
**Step 4**  
*Present Final Plan for Adoption*  
February 2023

# Project Progress

- ✓ Stakeholder interviews and focus groups
- ✓ Public forum #1
- ✓ City Council Worksession
- ✓ Community profile
- ✓ Parks/facilities inventory and assessment
- ✓ Community survey (scientific)
- ✓ Community survey (online)
- ✓ Recreation Program Analysis
- ✓ Benchmarking Analysis (in-progress)



# Community and Stakeholder Input

# Community Engagement – The Heart of the Plan

## Key Values for Engagement

- Multiple interactive engagement activities
- Ease of use and access for residents

## Opportunities for Engagement

- Public Forums
- Stakeholder Interview and Focus Groups
- Interactive Project Website
- Community Survey



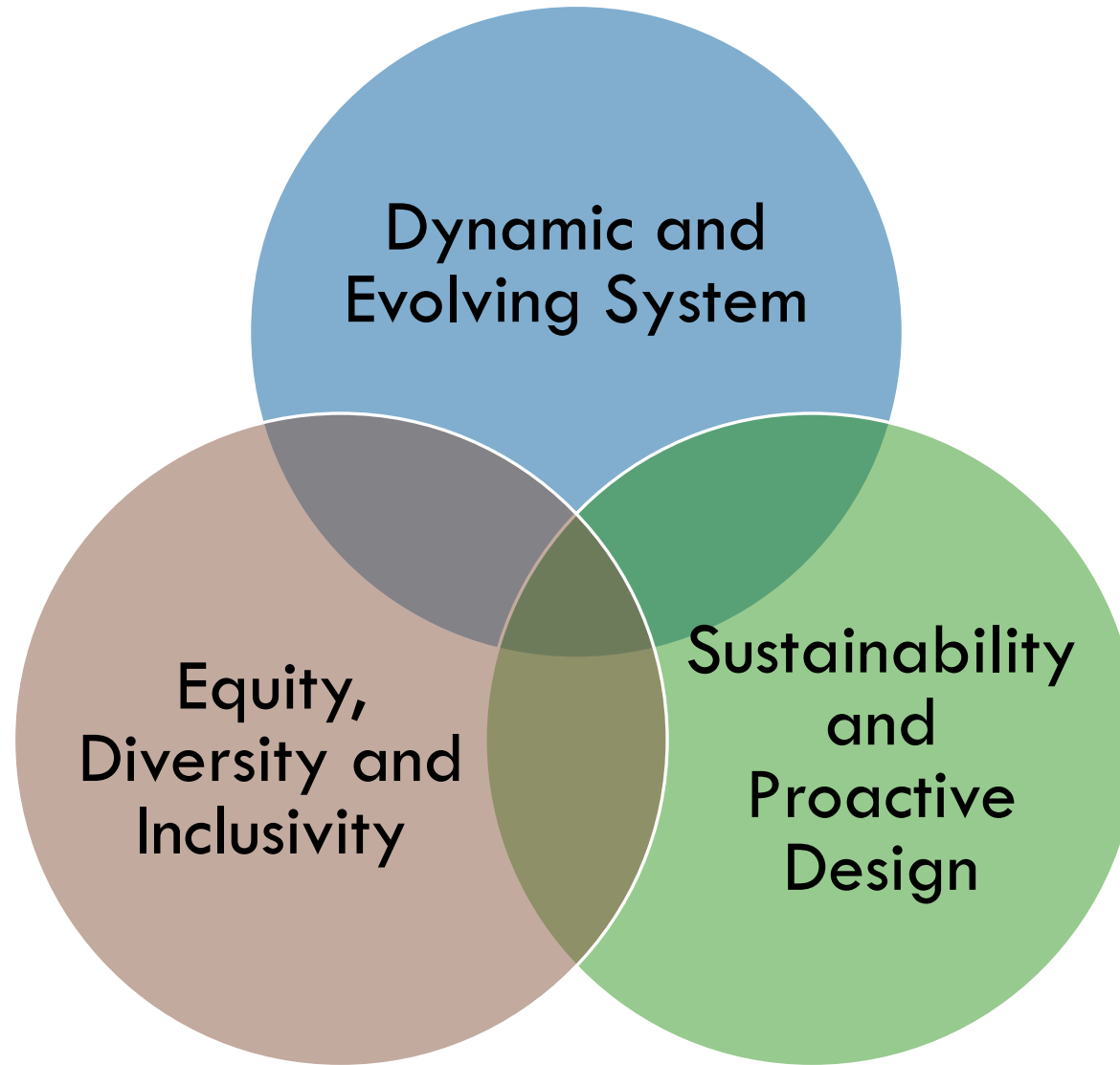


# Key Learnings So Far

- ❖ Parks and recreational facilities are highly valued in the community
- ❖ Users represent broad segments of the community – very active community
- ❖ Recently developed sites and facilities are best-in-class
- ❖ Need to focus on revitalization of current parks
- ❖ Trails and connectivity are a major priority
- ❖ Some community parks need updating
- ❖ Current and emerging interests need to be addressed
  - New recreational activities/sports
  - Access to natural areas and trails
  - Farmers' Market



# Big Picture Values



# Survey Results

Response goal = 400 responses  
Actual response = 480  
+/- 4.5 @ 95% confidence

## Headlines

- ❖ Parks are heavily used, with the most being Lake Olathe Park (58%), Black Bob Park (49%) and Olathe Community Center (46%).
- ❖ Parks are considered to be in good condition and well maintained.
- ❖ There is strong participation in community events.
- ❖ Relatively high level of use of city libraries.
- ❖ The top five most important amenities and programs to households:

### Amenities

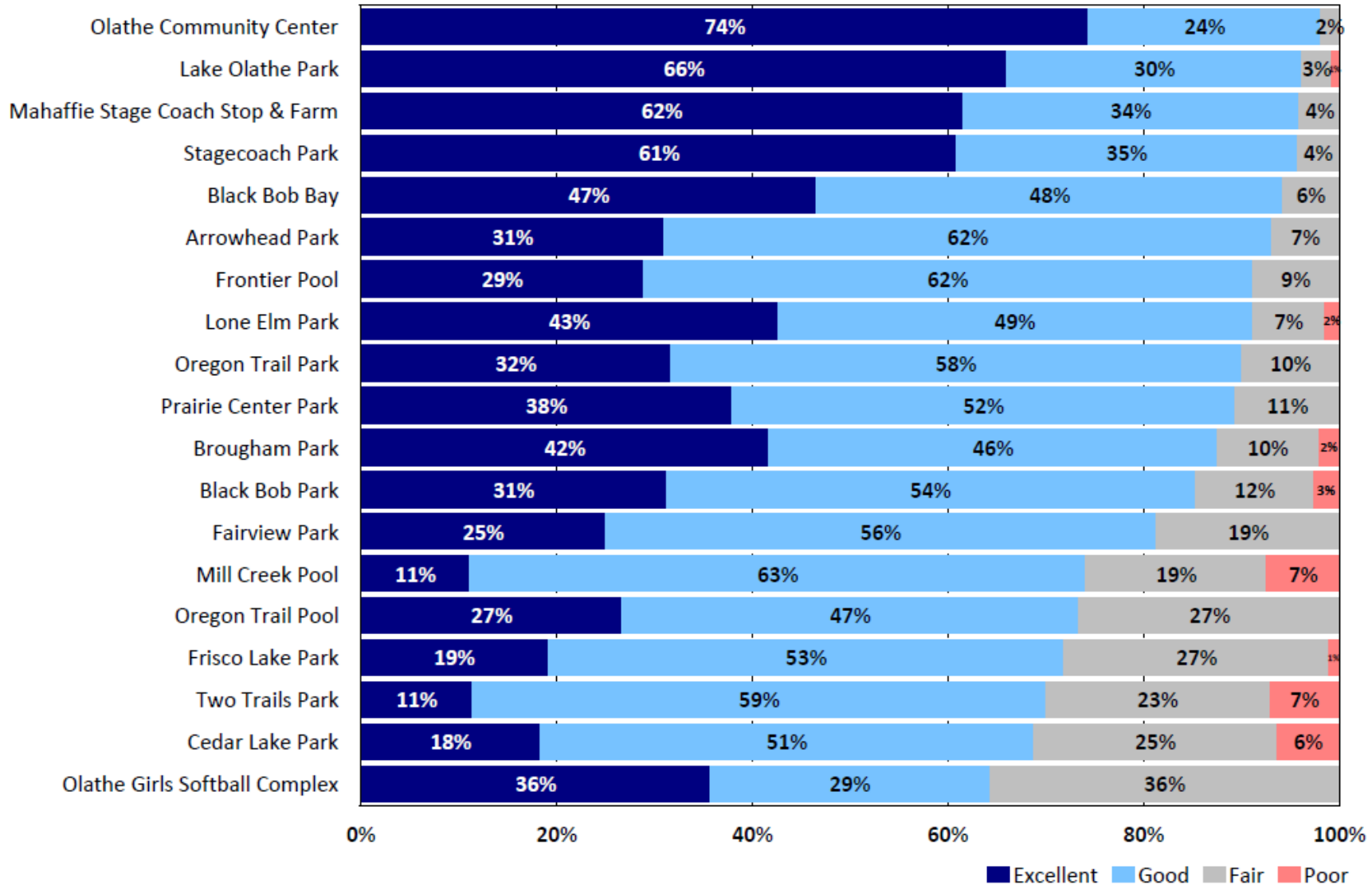
1. Multi-use Paved Trails
2. Farmer's Market
3. Restrooms
4. Dog Park
5. Multi-use Unpaved Trails

### Programs

1. Farmer's Market
2. Adult Fitness and Wellness
3. Senior Fitness and Wellness
4. Public Music, Arts and Theater
5. Arts & Cultural Programming

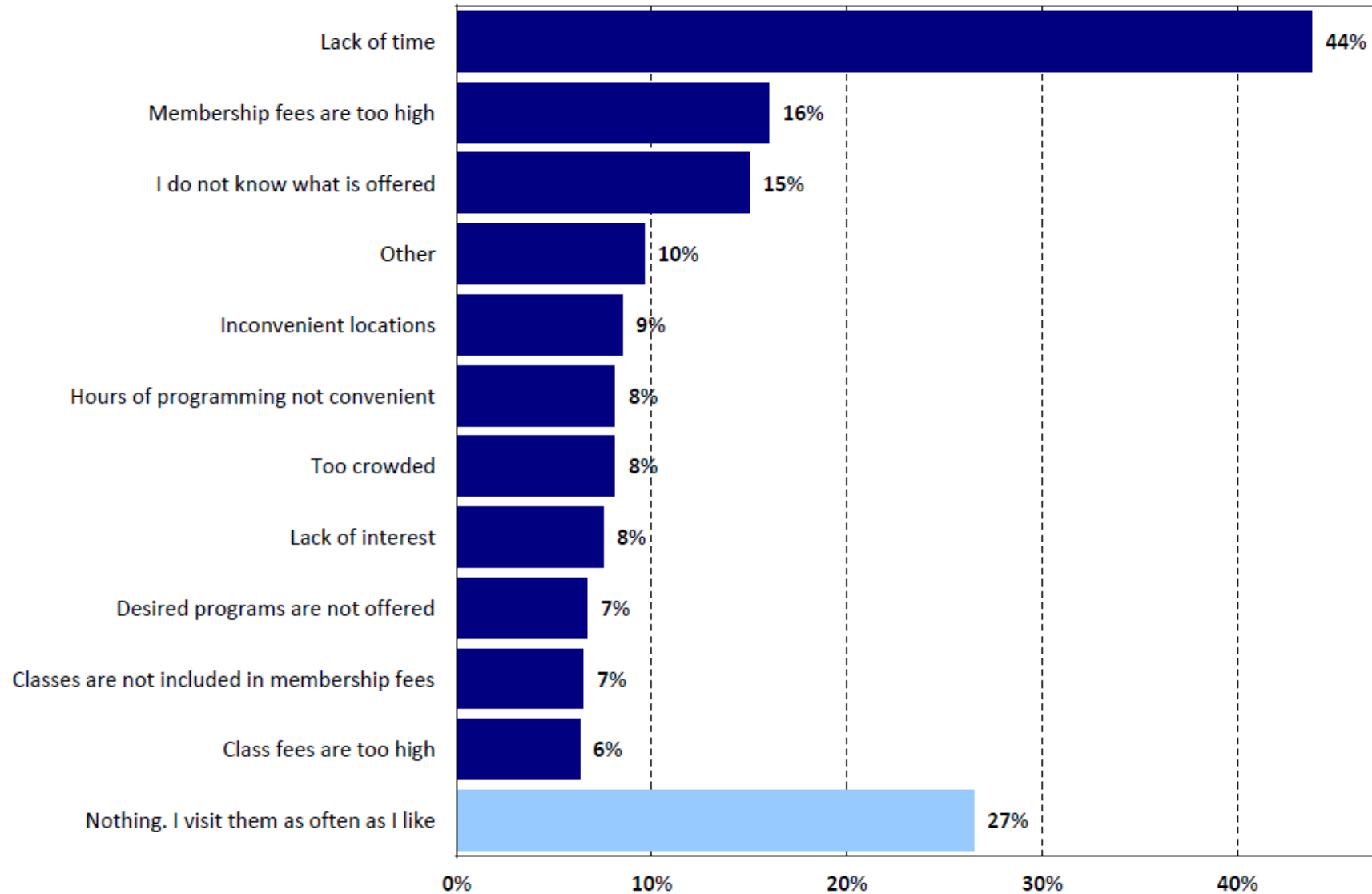
# Q1a. Please rate the condition of the parks/facilities

by percentage of respondents that have visited parks/facilities in past 12 months



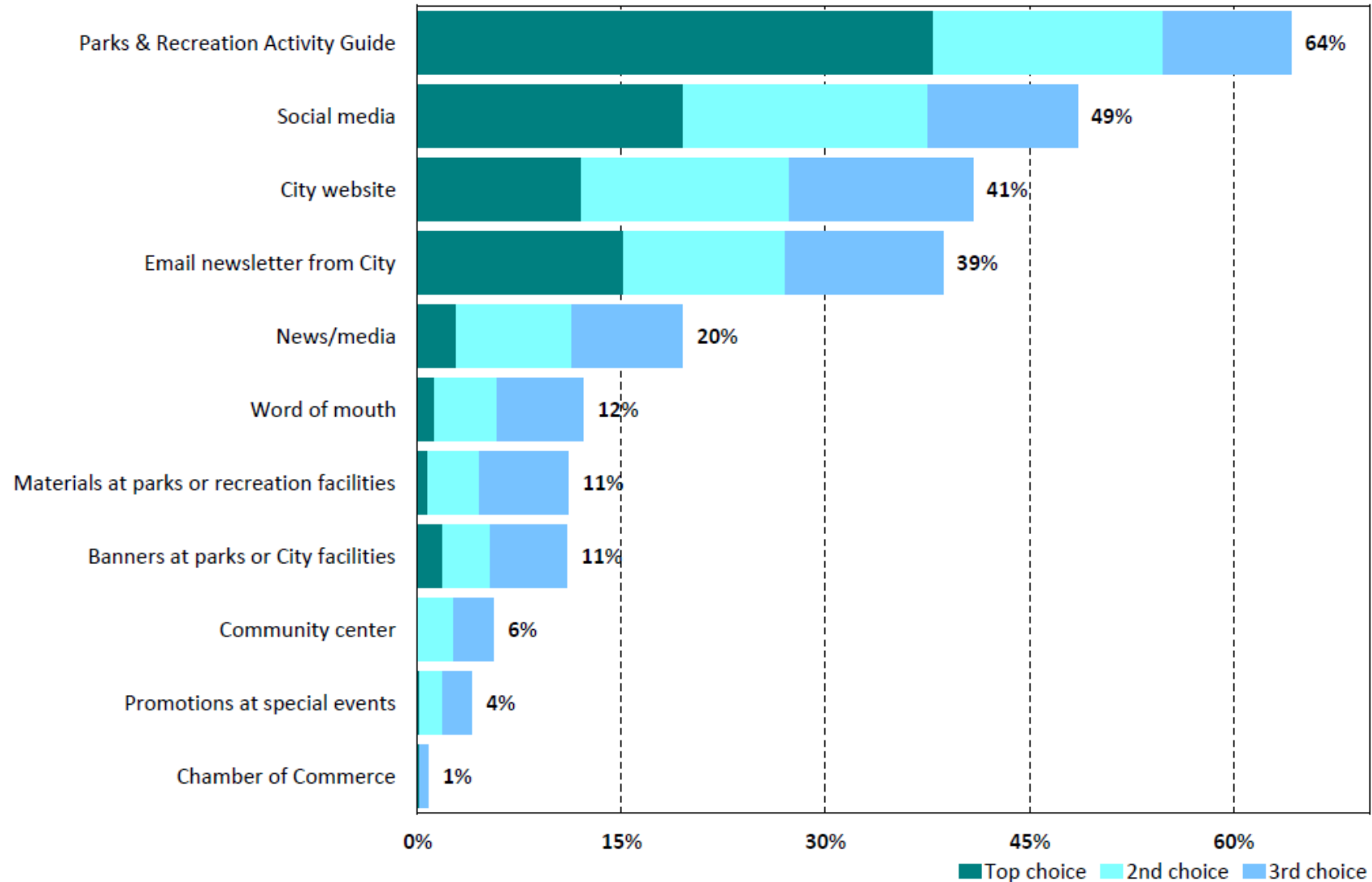
## Q2. Barriers to Olathe parks or recreation facilities use in the past year

by percentage of respondents (multiple selections could be made)



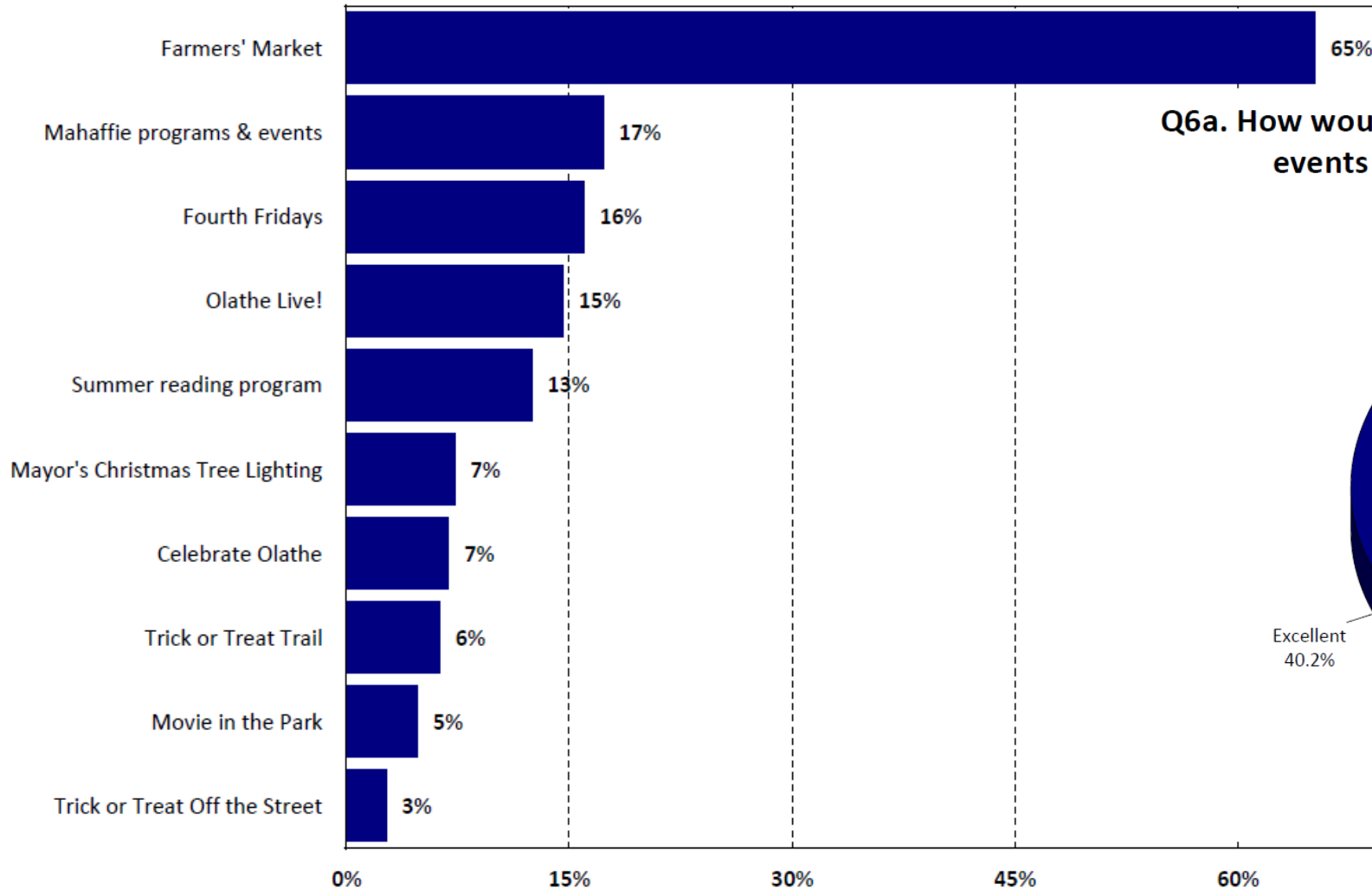
## Q5. Which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, programs and events?

by percentage of respondents who selected the items as one of their top three choices



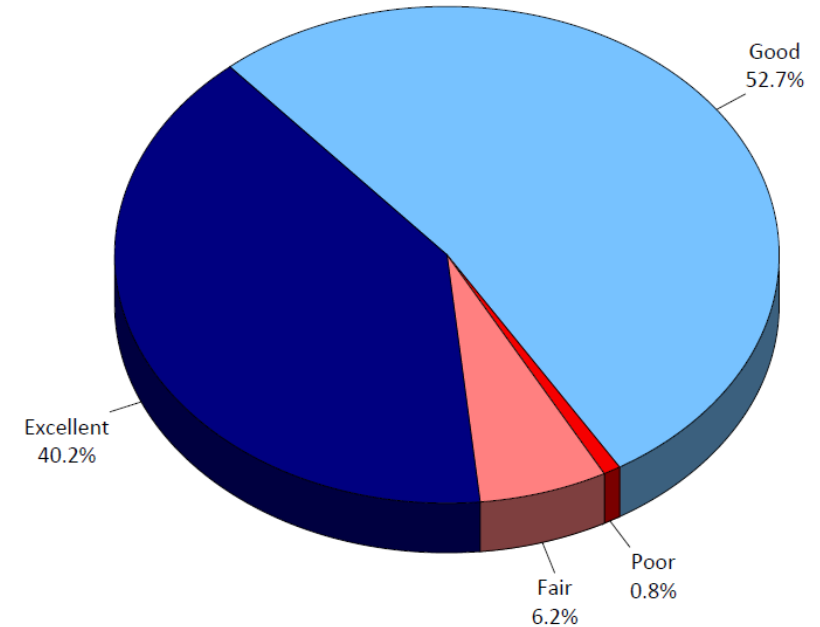
## Q6. Please CHECK ALL of the following types of events your household has attended in the past two years.

by percentage of respondents (multiple selections could be made) (excluding "none")



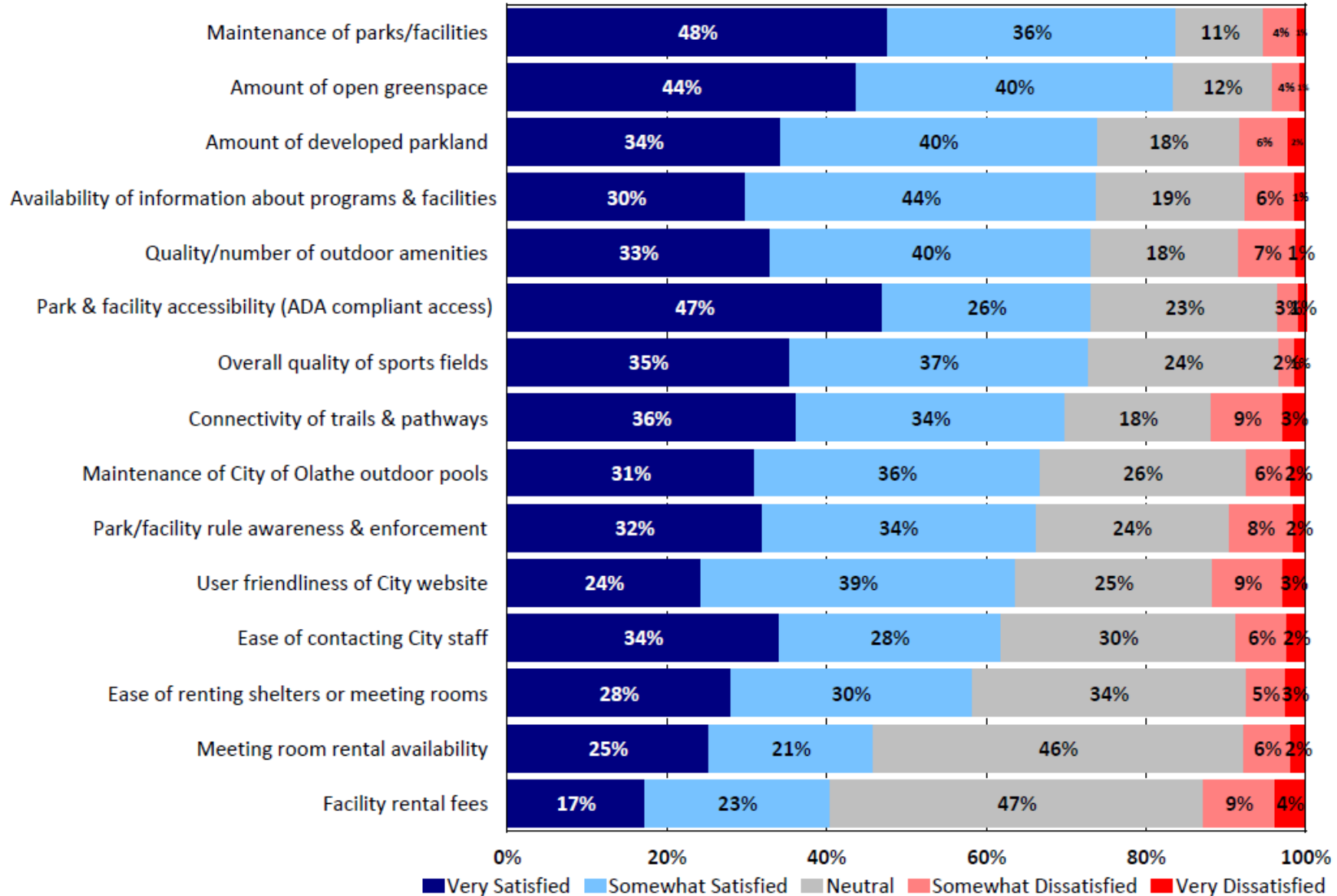
## Q6a. How would you rate the overall quality of the City of Olathe events in which your household has participated?

by percentage of respondents (excluding "not provided")



# Q7. Level of Satisfaction with Aspects of Parks and Facilities

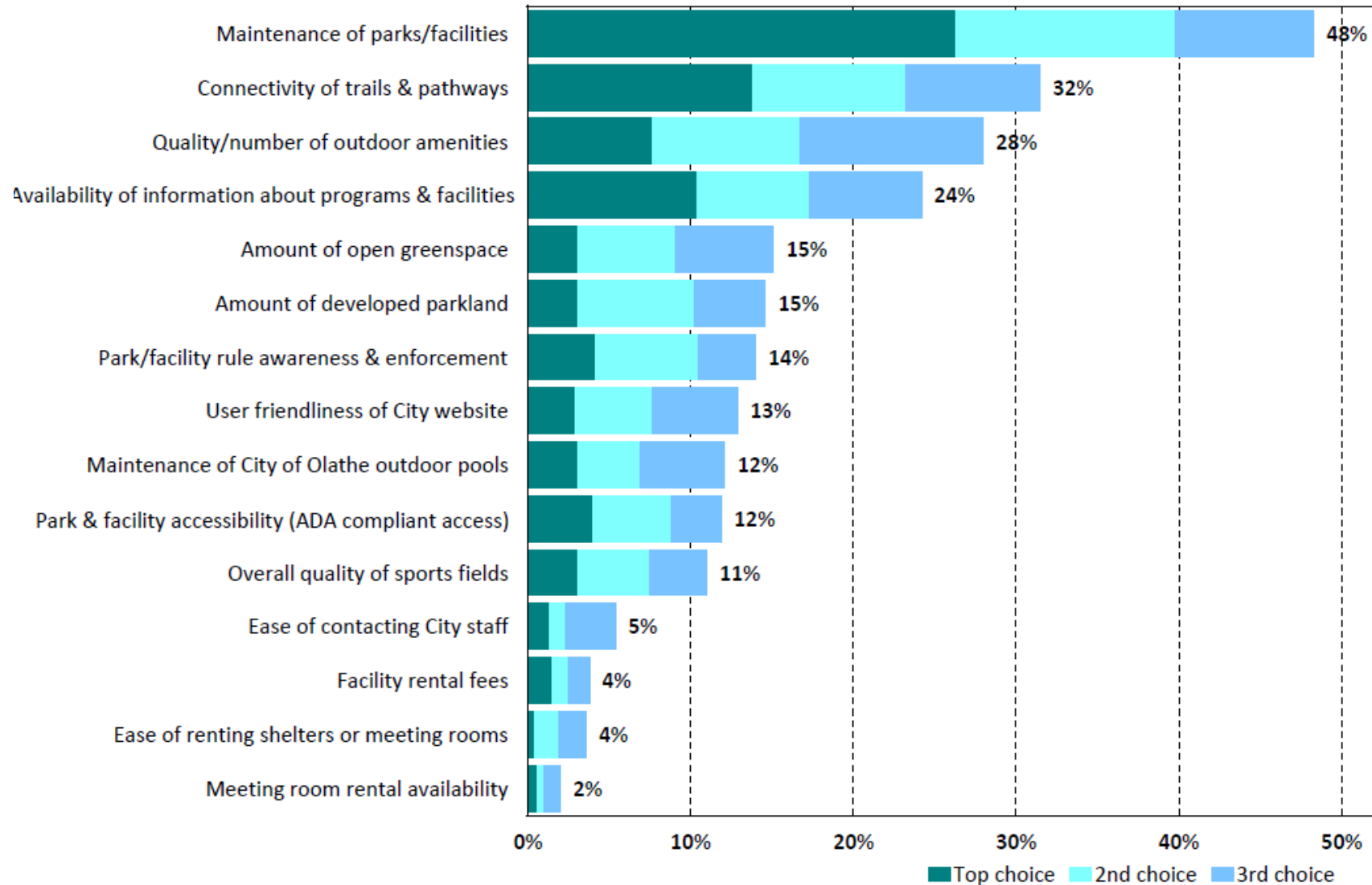
by percentage of respondents (excluding "dont know")





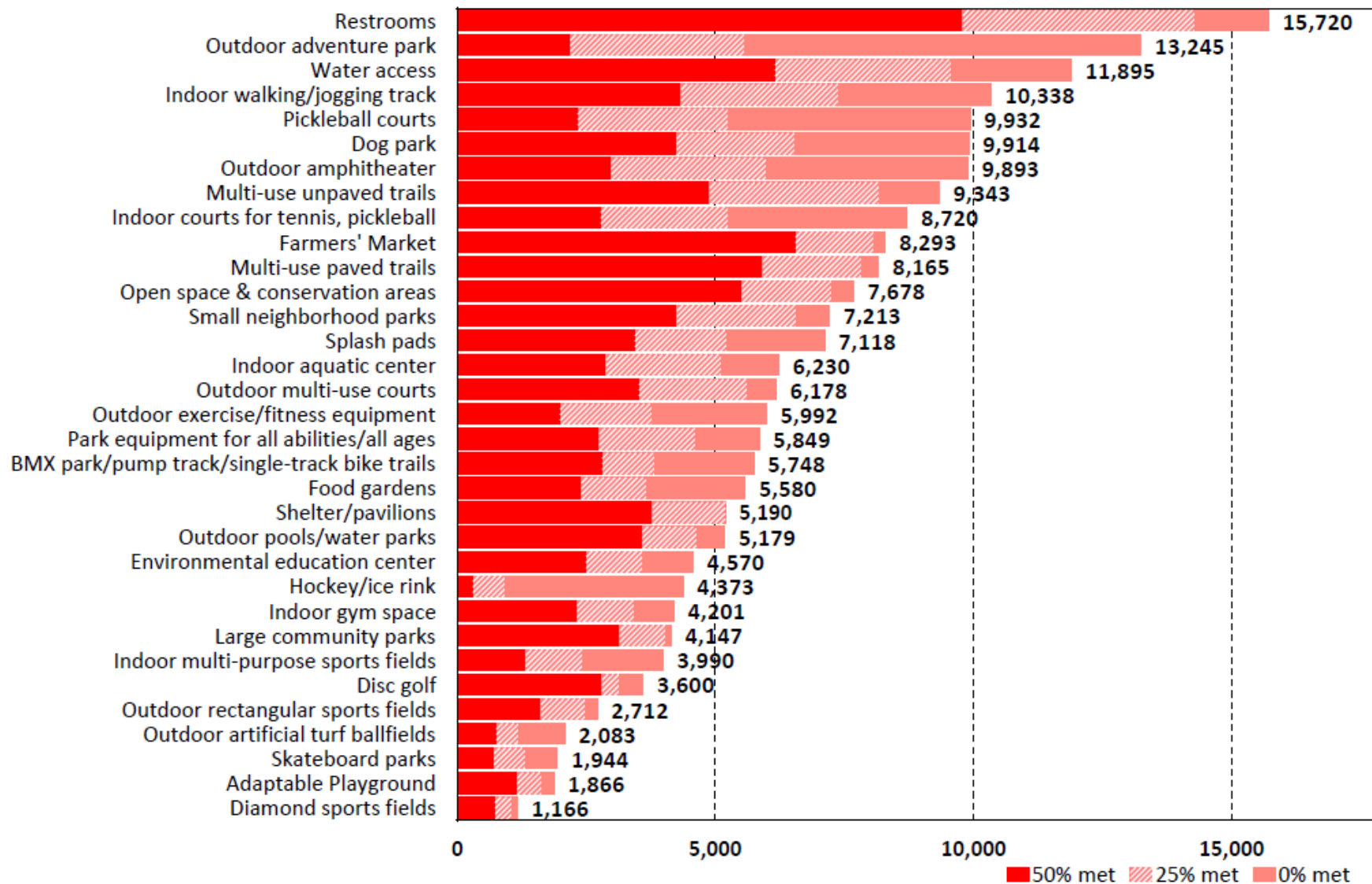
## Q8. Which THREE Parks and Recreation services do you think should receive the MOST ATTENTION from the City of Olathe over the next FIVE years?

by percentage of respondents who selected the items as one of their top three choices



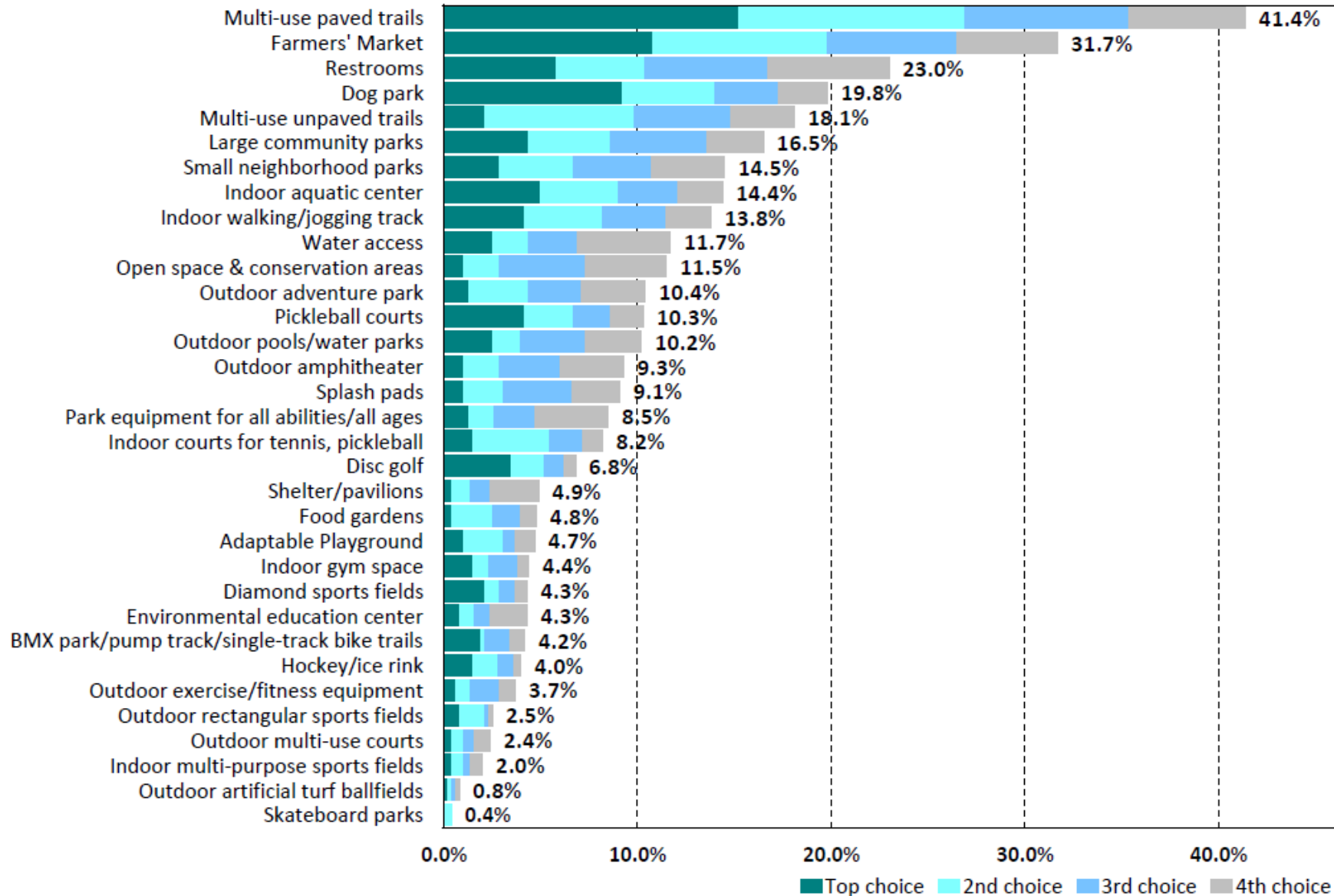
# Q9c. Estimated Number of Households Whose Facility/ Amenity Need Is Met 50% or Less

by number of households with need based on an estimated 48,919 households in Olathe



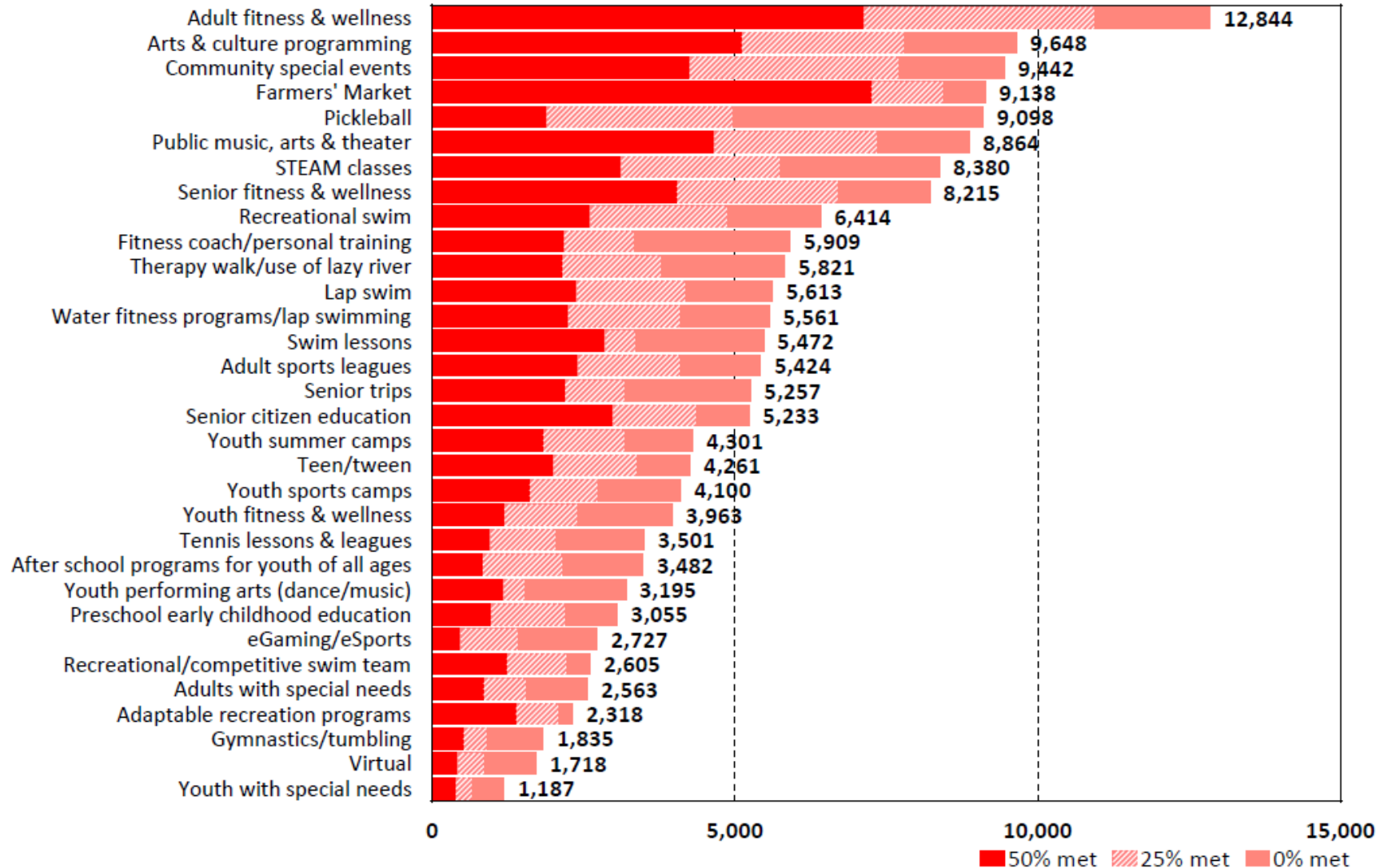
# Q10. Most Important Facility/Amenity to Households

by percentage of respondents who selected the items as one of their top four choices



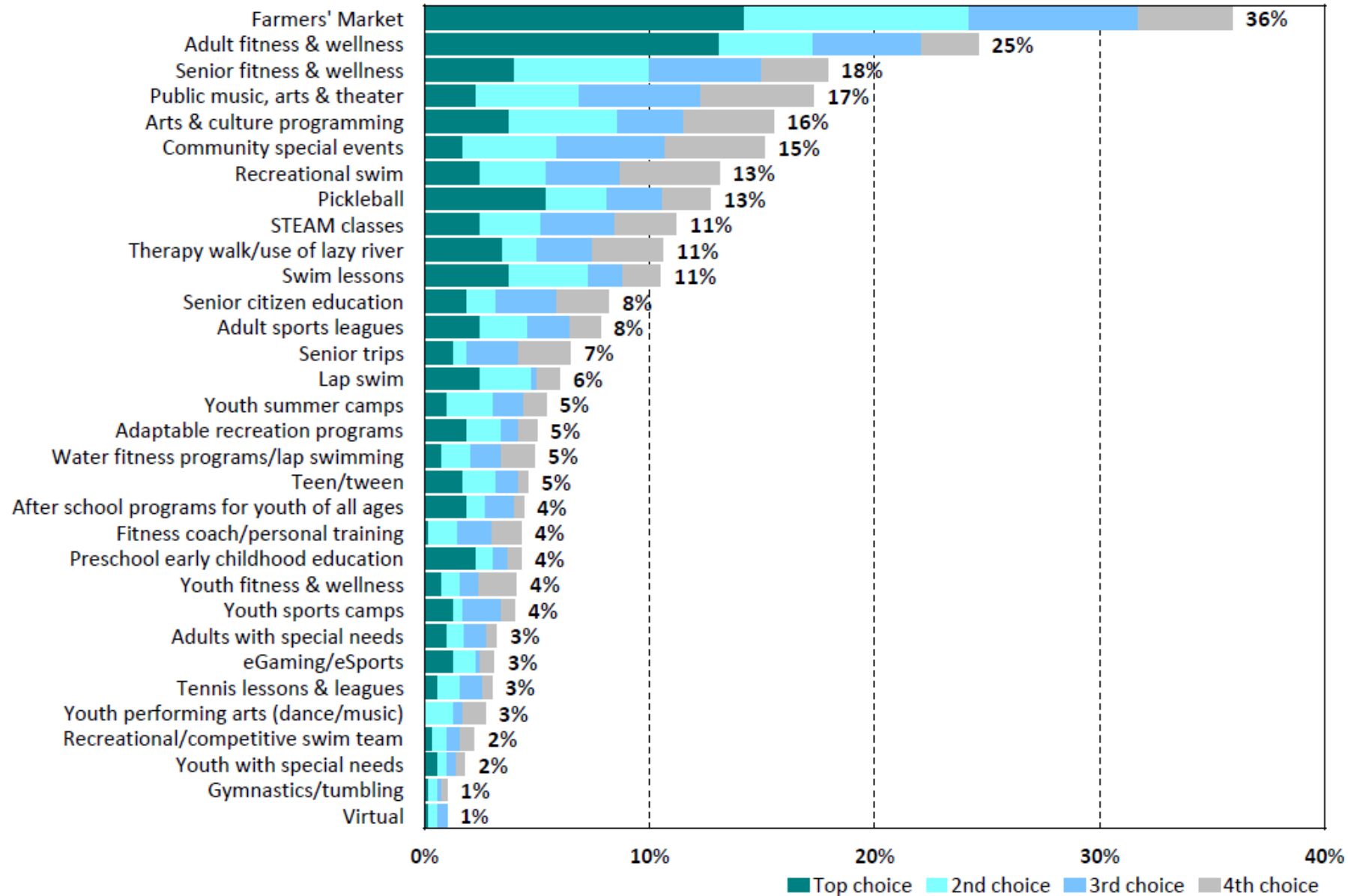
# Q11c. Estimated Number of Households in Olathe Whose Recreation Program Needs Are Met 50% or Less

by number of households with need based on an estimated 48,919 households



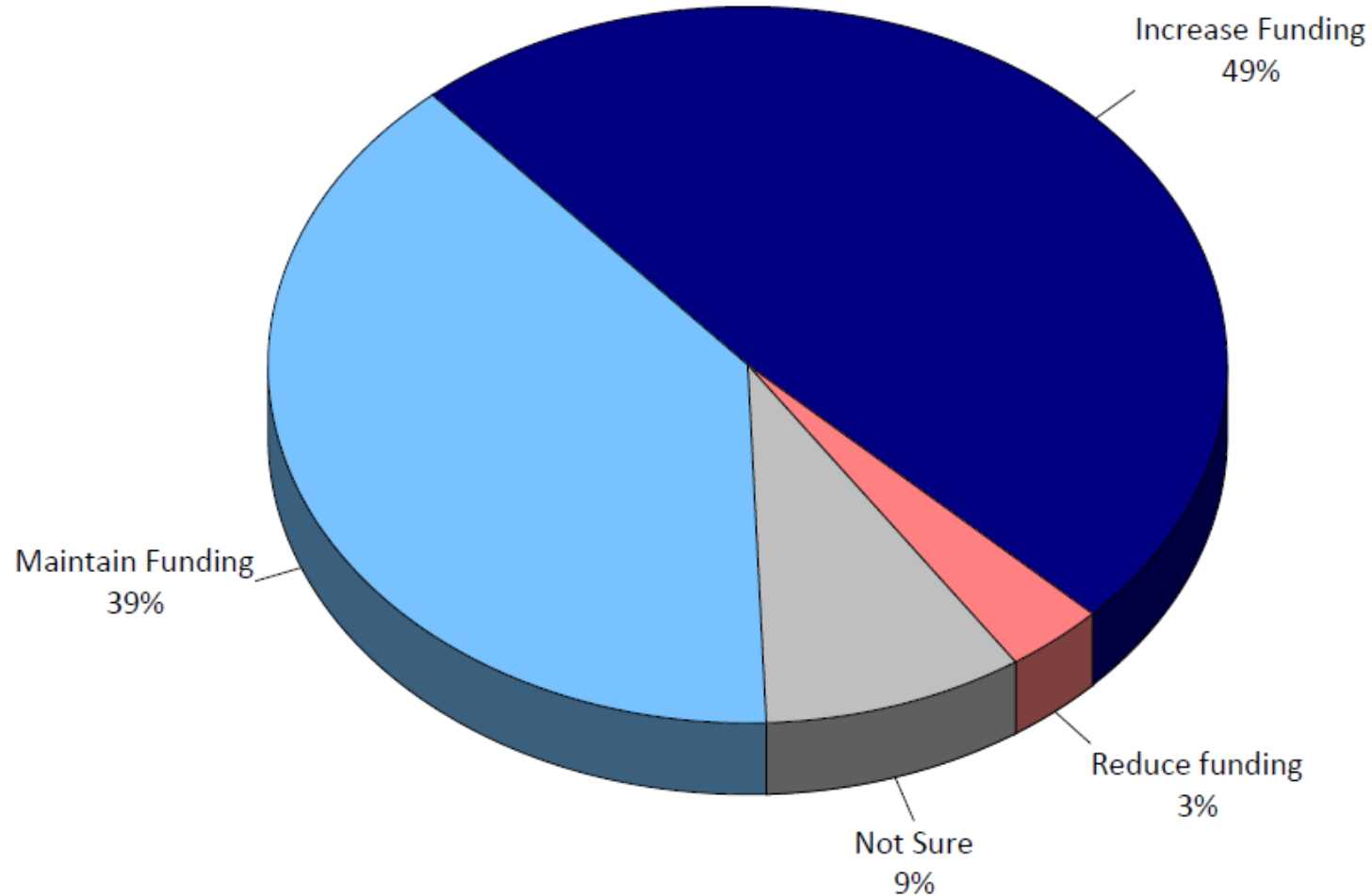
# Q12. Most Important Recreation Programs to Households

by percentage of respondents who selected the items as one of their top four choices



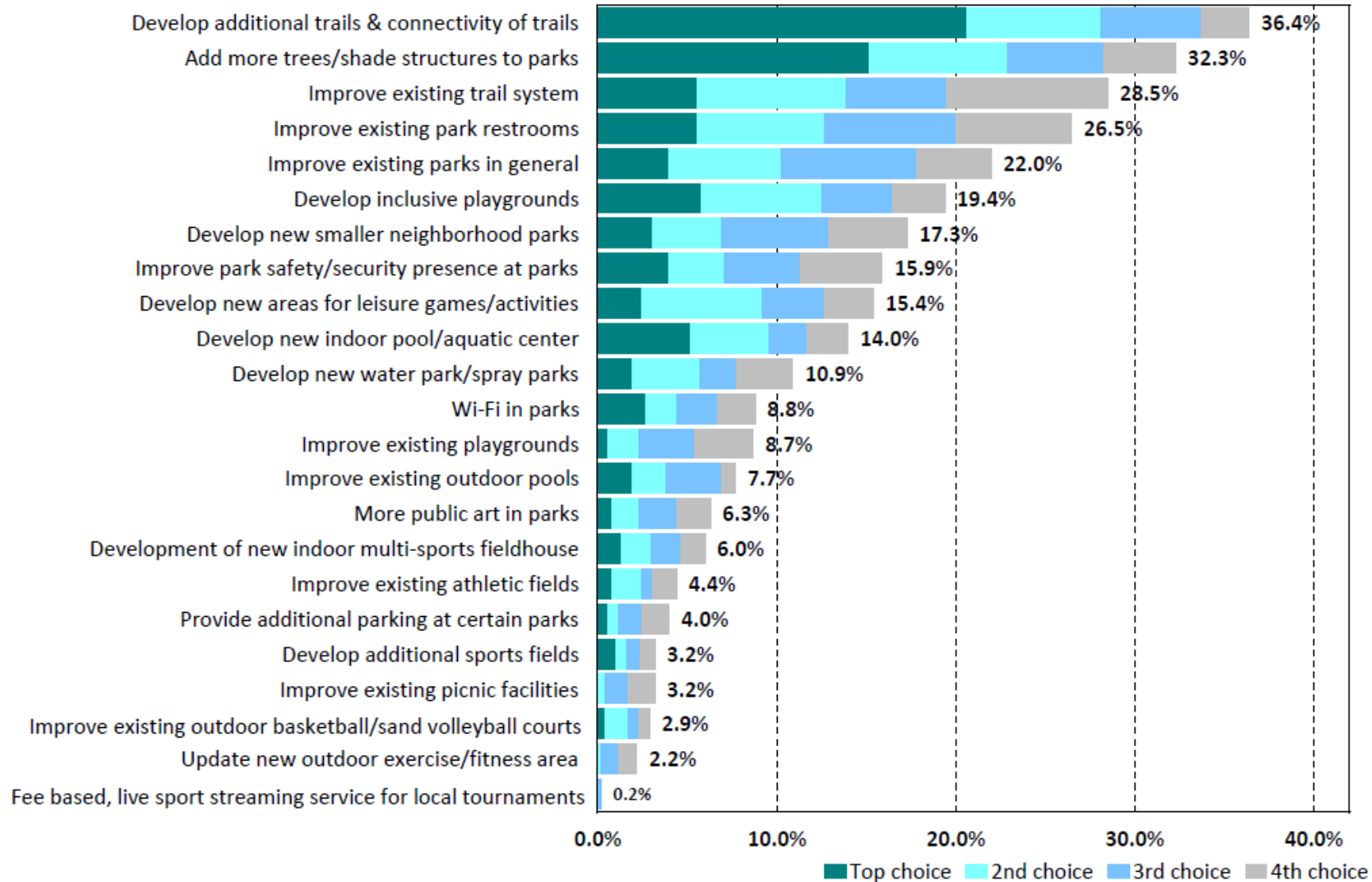
# Q14. Based on your perception of value, how would you want Olathe to fund future parks, recreation, trails, and open space needs?

by percentage of respondents (excluding "not provided")



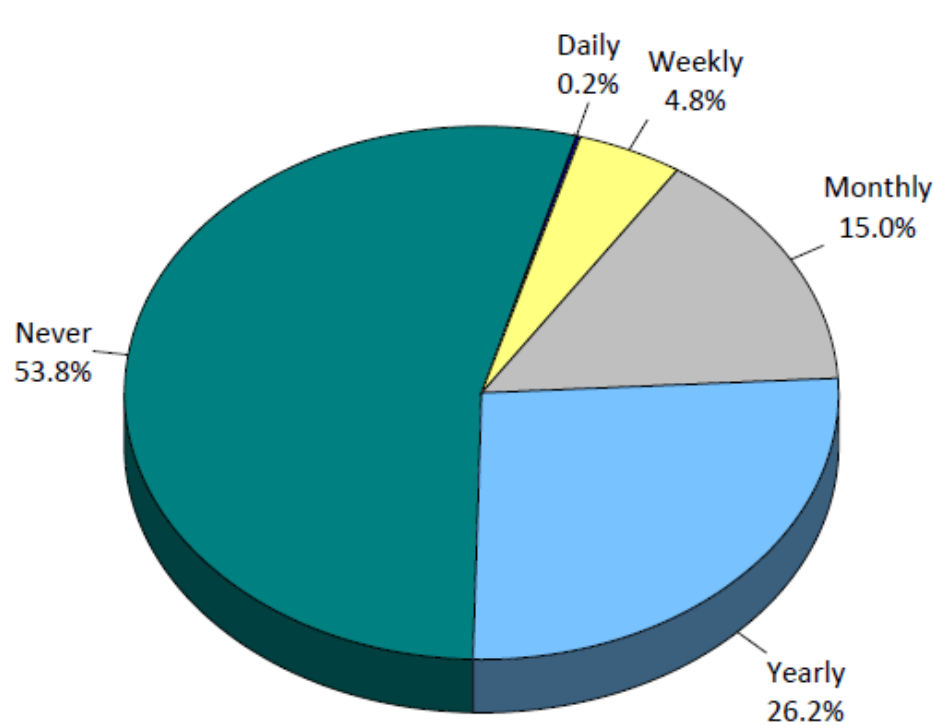
# Q17. Actions to improve the parks and recreation system that households are most willing to fund

by percentage of respondents who selected the items as one of their top four choices

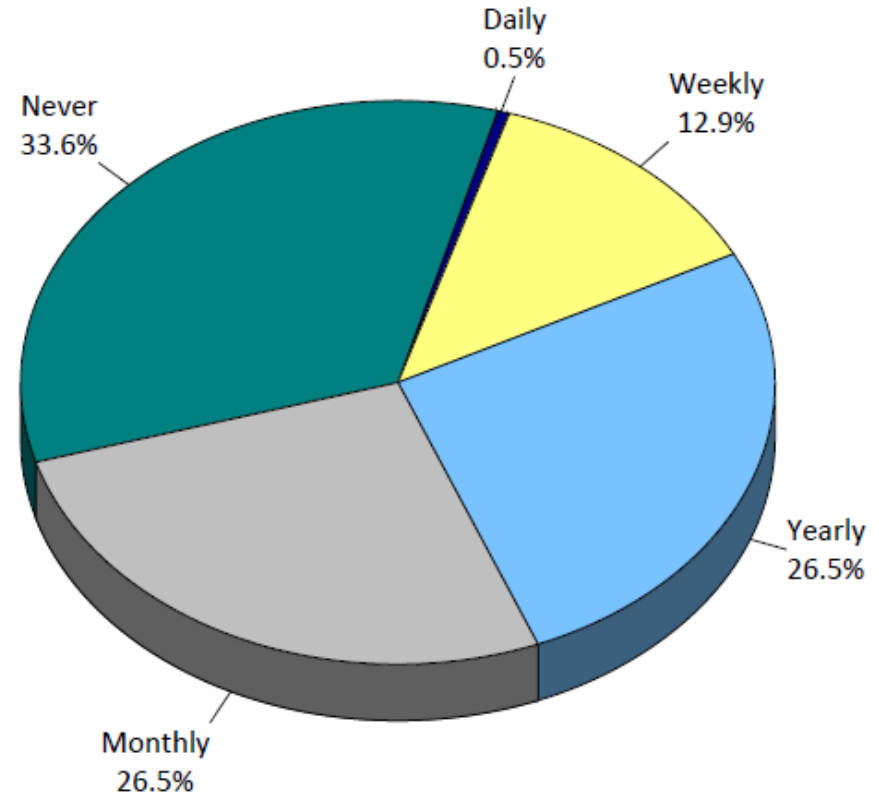


# Q18. Please indicate how often you have visited each of the following City libraries in the past year

by percentage of respondents (excluding "not provided")



**Downtown Library (1078 W. Santa Fe)**

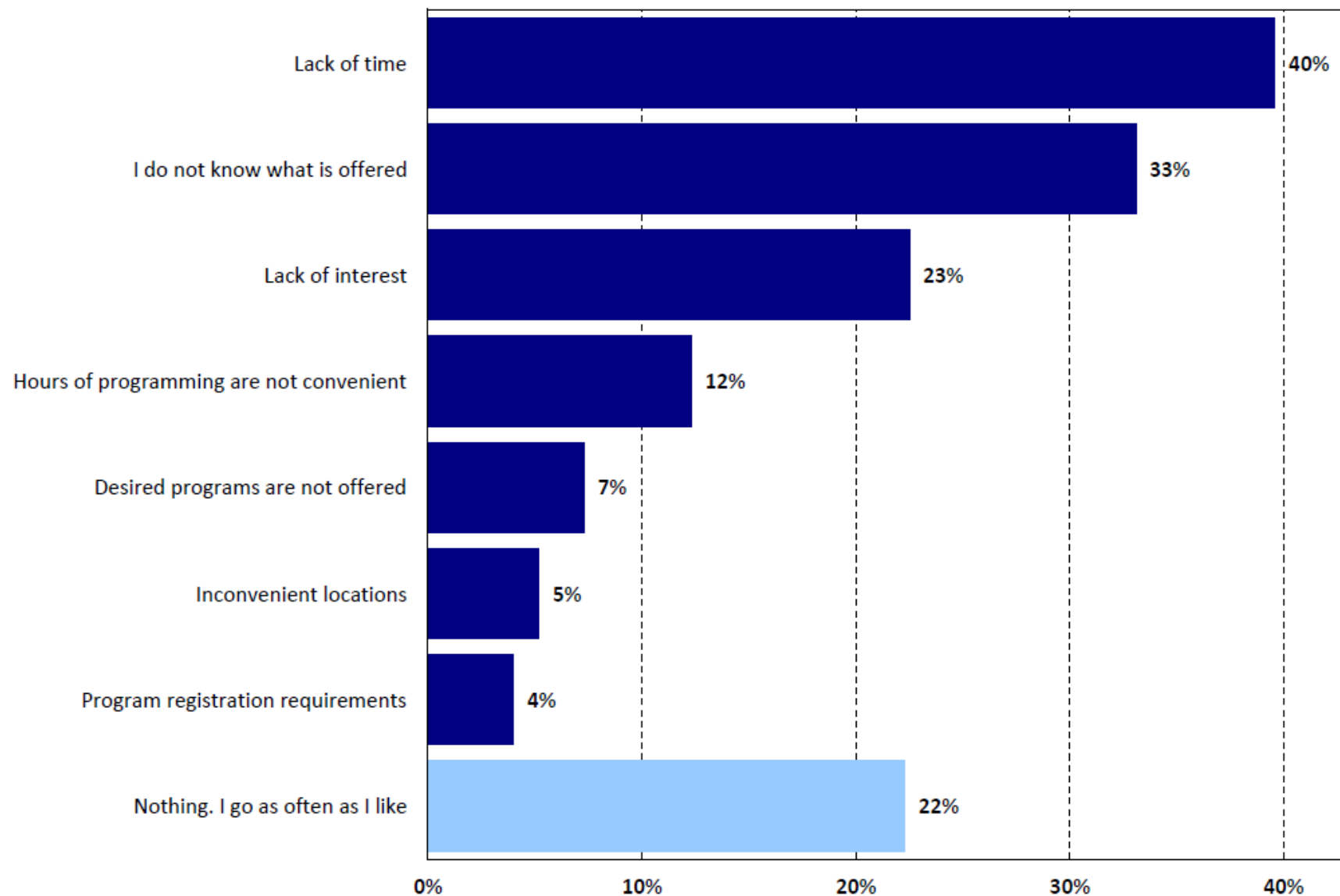


**Indian Creek Library (16100 W. 135th St.)**



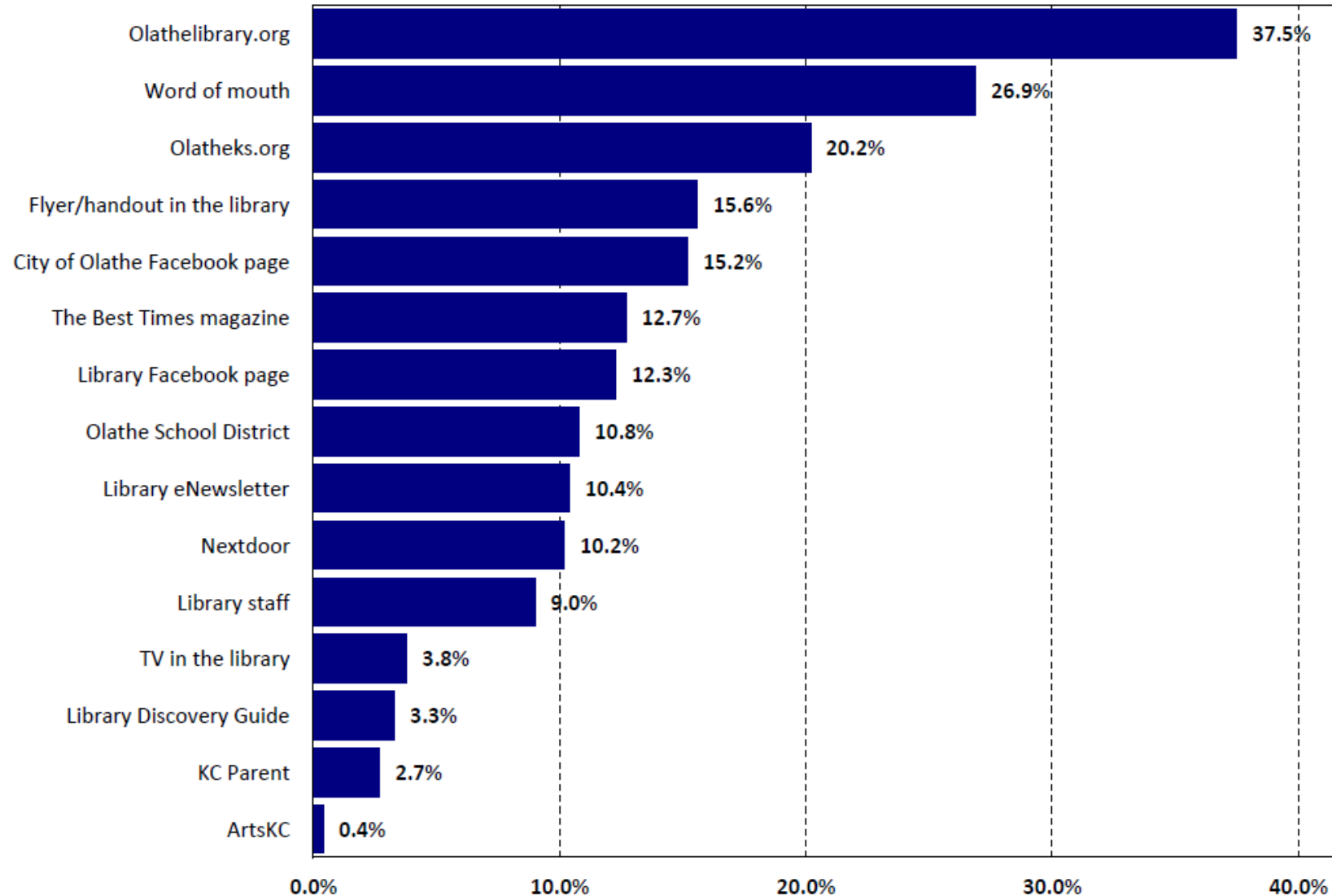
## Q22. Barriers to library programs use in the past year

by percentage of respondents (multiple selections could be made)



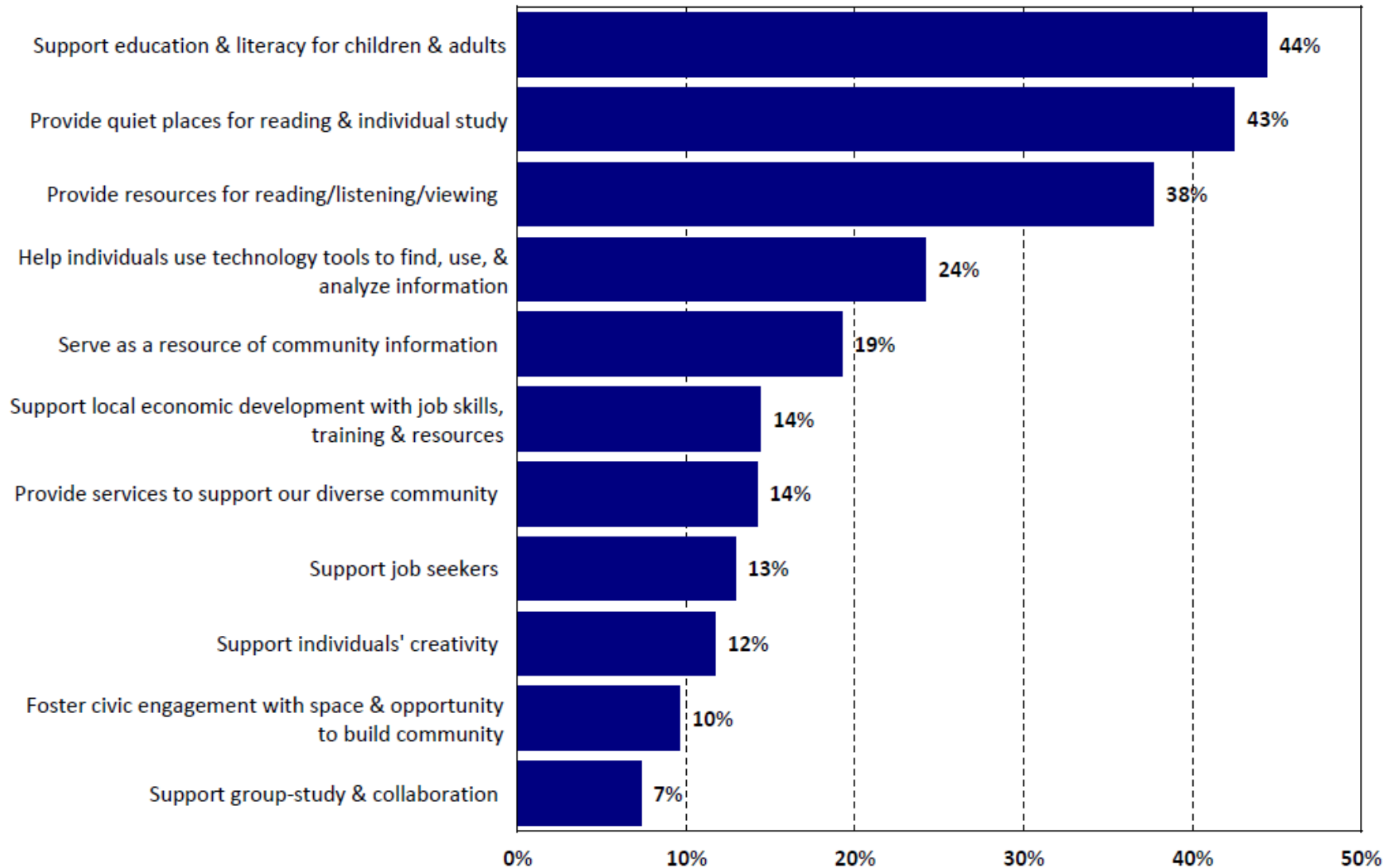
## Q19. Ways households learn about library events and programs

by percentage of respondents (multiple selections could be made)



## Q21. Which THREE of the following roles and services of the library are MOST IMPORTANT to you and members of your household?

by sum percentage of top three choices



# Current Inventory and System Assessment

# System Inventory and Assessment

## 5 Highest Rated Parks/Facilities

1. Olathe Community Center (97 out of 100)
2. Indian Creek Library (95)
3. Stagecoach Park (94)
4. Lake Olathe Park (94)
5. Hampton Park (93)

## 5 Lowest Rated Parks/Facilities

1. Arapaho Park (36 out of 100)
2. Pellet Park (41)
3. North Walnut Park (46)
4. Cedar Lake (46)
5. Hoff Park (49)

## Highest Average Criterion Scores

1. Attractiveness (4.2 out of 5)
2. Safety/Maintenance (4.1)
3. Ownership (4.0)
4. Structures/Equipment/Visibility (3.9)

## Lowest Average Criterion Scores

1. Sustainability/Signage (2.7 out of 5)
2. Lighting (3.0)
3. Things to Do/Level of Activity (3.2)

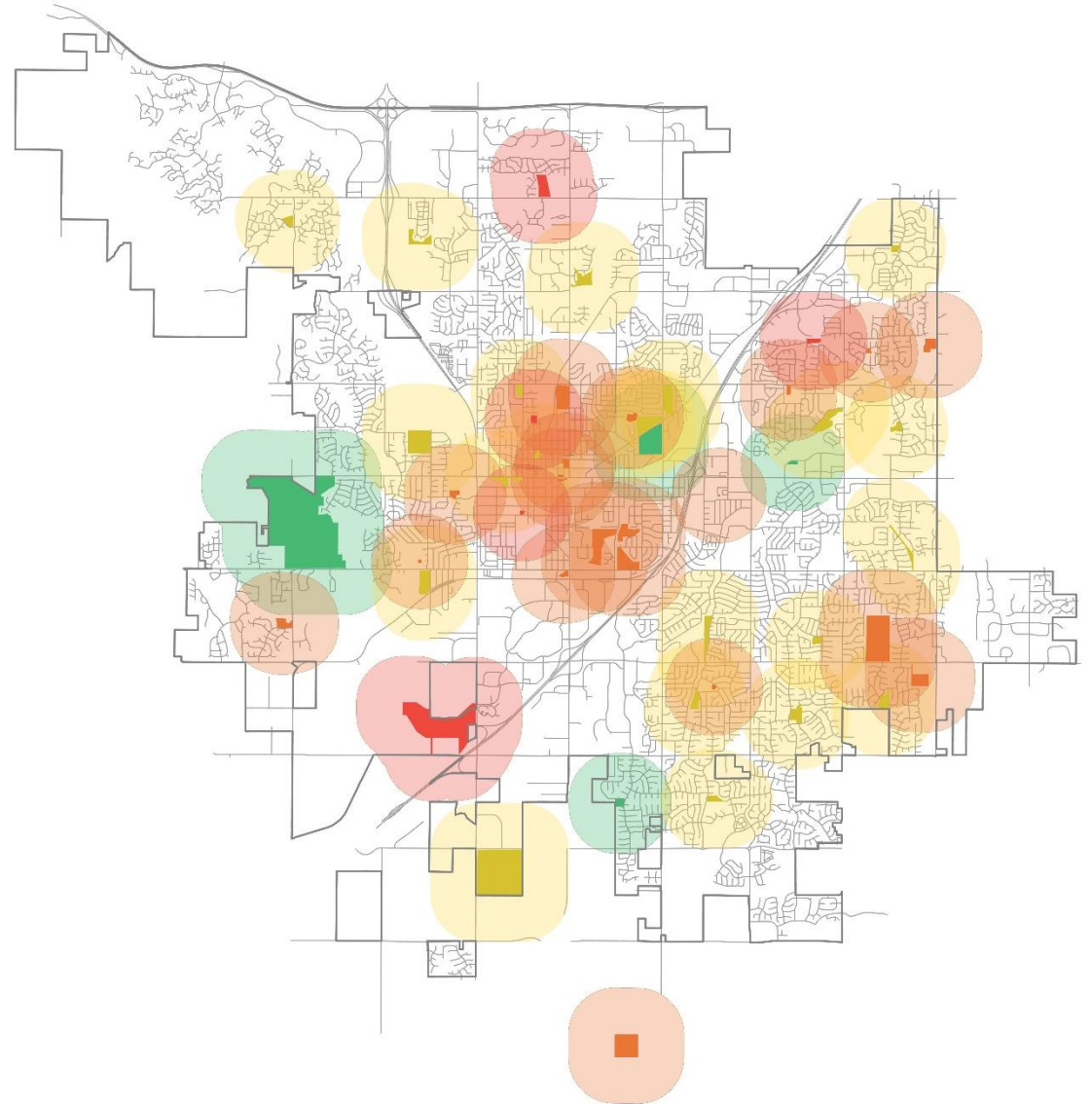


# System Inventory and Assessment

## Park and Facility Assessment Map

- Excellent (85-100)
- Good (70-84)
- Fair (50-69)
- Poor (0-49)

- All parks shown with a ½-mile (a.k.a. 10-minute walk) service radius



# Recreation Program Assessment



# Recreation Program Assessment

## Summary of Analysis

- Olathe is an agency with a strong program portfolio
- Over 83 different program and service offerings across multiple core program areas

- Core Program Areas

- Aquatics
- Athletics
- Library and Enrichment
- Special Events

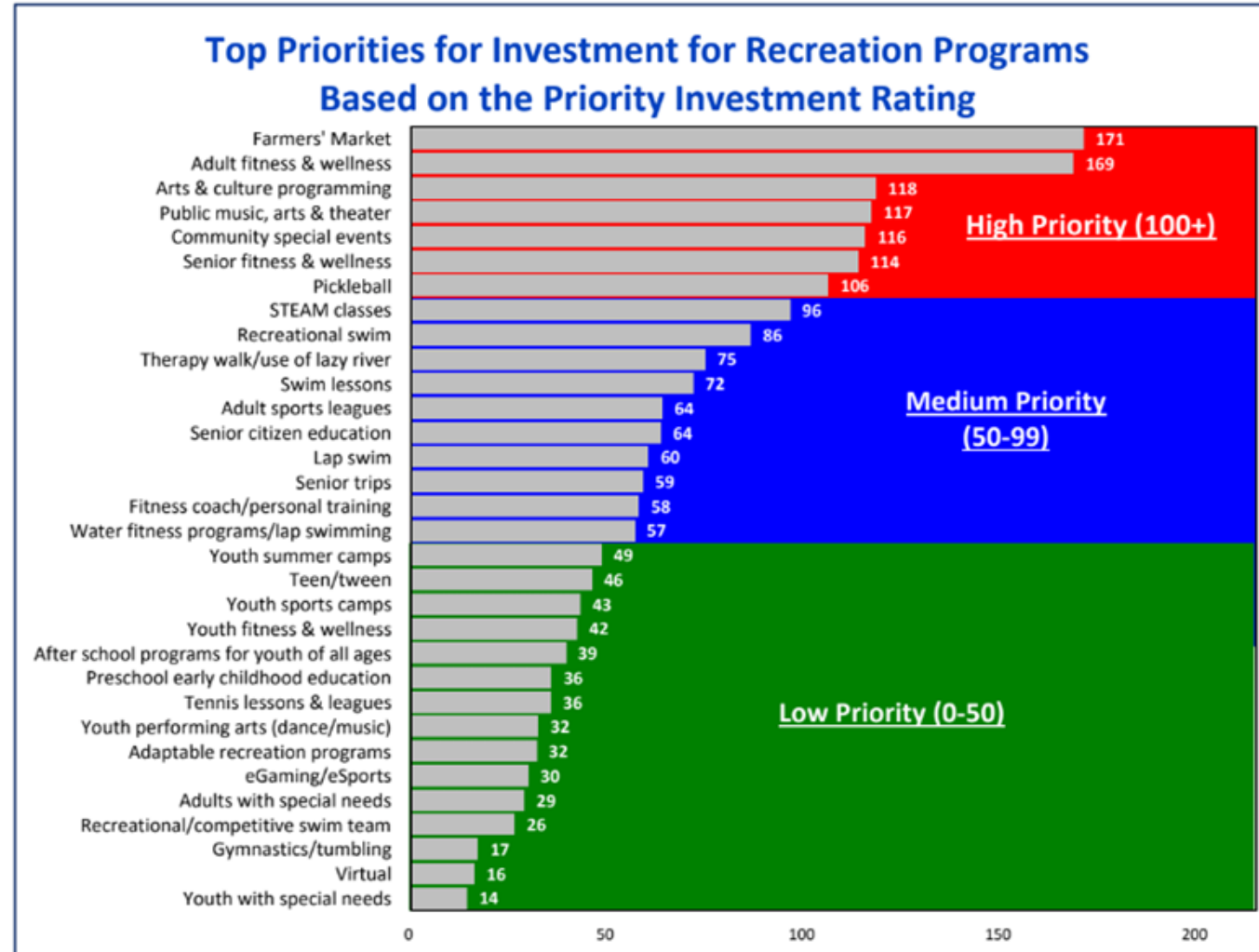
Core Program Area	Description	Example Programs
Aquatics	Seasonal and year-round offerings focused on safety, fun, and use of quality facilities	<ul style="list-style-type: none"><li>• Swim Lessons</li><li>• Fitness Swim</li><li>• Facility Rentals</li></ul>
Athletics	Youth and adult athletic opportunities representing many popular sports, including leagues, instructional, and adaptive programs.	<ul style="list-style-type: none"><li>• Youth Basketball</li><li>• Adult Coed Volleyball</li><li>• Miracle League (Baseball)</li></ul>
Library & Enrichment	Programs that promote literacy, learning, and wellness as well as offerings that provide entertainment opportunities.	<ul style="list-style-type: none"><li>• Youth After School Programs</li><li>• Beginner Fencing</li><li>• Trivia Night</li></ul>
Special Events	Community special events occurring in parks or facilities	<ul style="list-style-type: none"><li>• Olathe Live! In the Park</li><li>• Fishing Derby</li><li>• Movies in the Park</li></ul>

# Recreation Program Assessment

## Community Survey Results

### Highest priorities for programs:

- Farmers' Market
- Adult fitness and wellness
- Arts and culture programming
- Public music, arts and theater
- Community special events
- Senior fitness and wellness
- Pickleball



# Recreation Program Assessment

## Age Segmentation

There is broad age segment appeal to programs and services in Olathe.

Age Segment Analysis						
Core Program Area	Preschool (5 & under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Aquatics	P	P	P	P	P	P
Athletics	S	P	P	P	P	
Library & Enrichment	P	P	P	P	P	P
Special Events	P	P	P	P	P	P

# Recreation Program Assessment

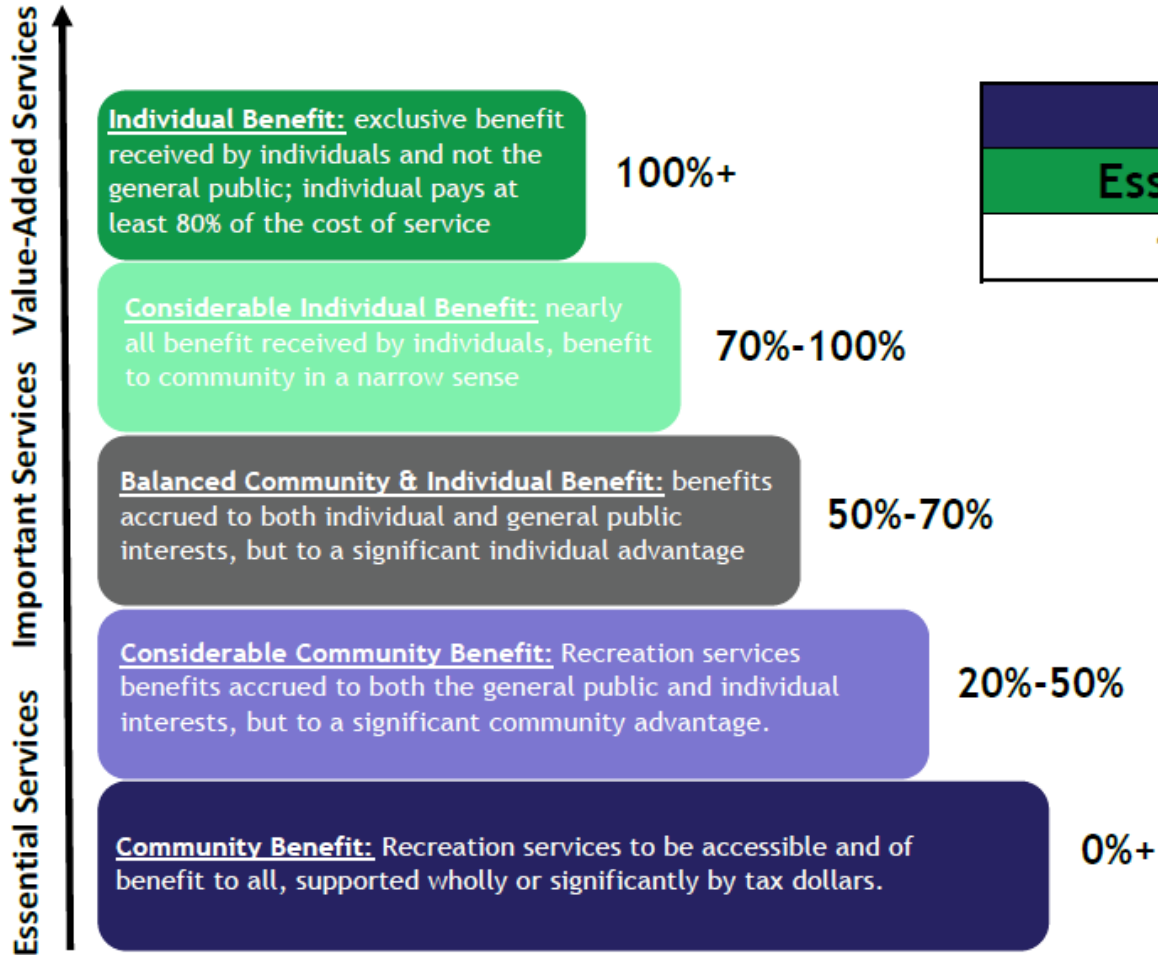
## Lifecycle Analysis

The Lifecycle Analysis is skewed to new and tak-off programs.

Lifecycle	Description	Actual Programs Distribution		Recommended Distribution
Introduction	New Programs; modest participation	40%	77%	50%-60% Total
Take-Off	Rapid participation growth	17%		
Growth	Moderate, but consistent participation growth	20%		
Mature	Slow participation growth	14%	14%	40%
Saturation	Minimal to no participation growth; extreme competition	2%	9%	0-10% Total
Decline	Declining participation	7%		

# Recreation Program Assessment

## Program Classification



Olathe Program Classification Distribution		
Essential	Important	Value-Added
18%	64%	18%

# Recreation Program Assessment

## Pricing Strategies

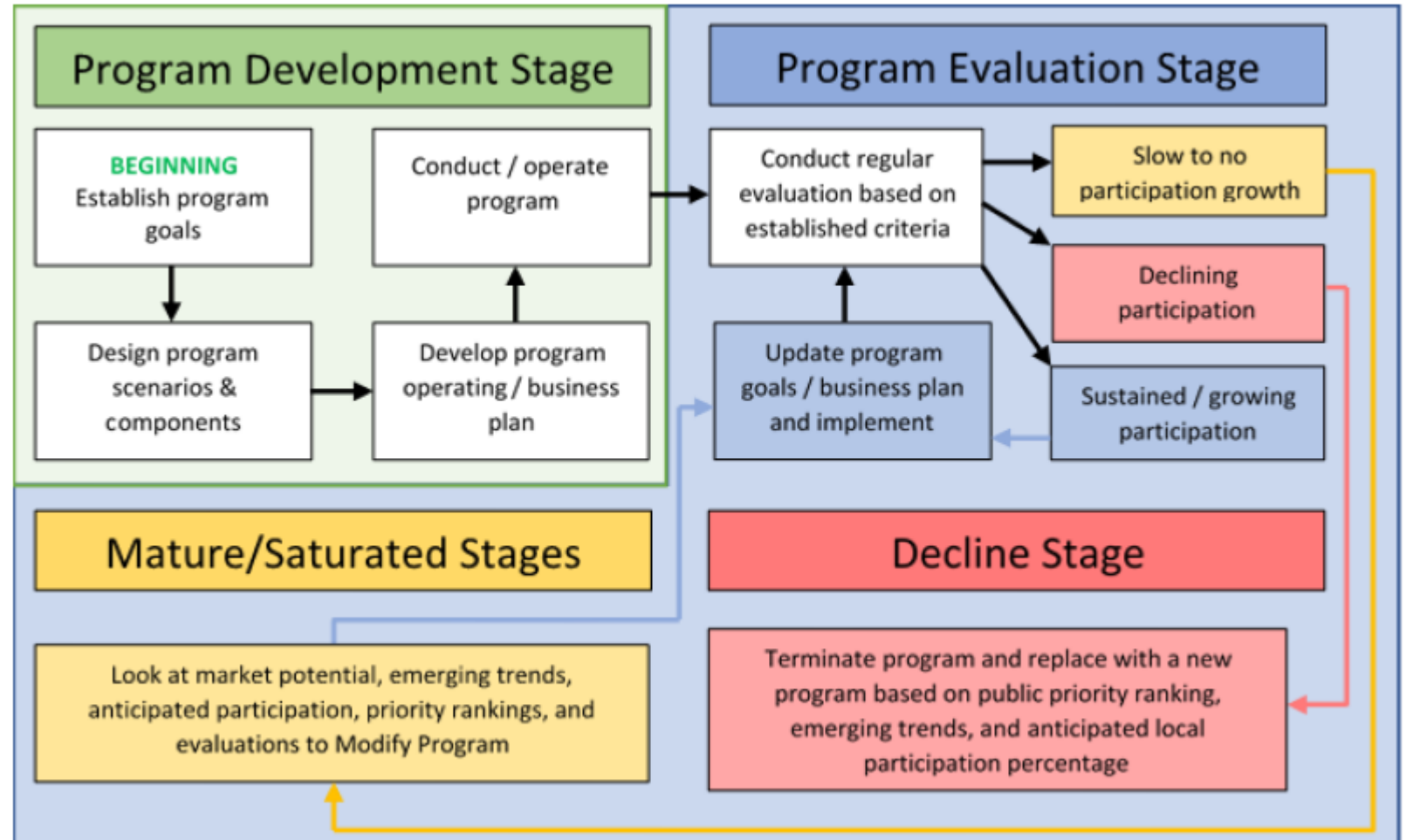
There is diverse usage of pricing strategies in the delivery of programs.

Pricing Strategies									
Age Segment	Family/ Household Status	Residency	Weekday/ Weekend	Prime / Non- Prime Time	Group Discounts	By Location	By Competition (Market Rate)	By Cost Recovery Goals	By Customer's Ability to Pay
X	X	X	X		X	X	X	X	X

# Recreation Program Assessment

## Additional Recommendations

- Mini Business Plans by Core Program Area
- Program Development and Decision-Making Matrix
- Program Evaluation Cycle



# Emerging Themes and Priorities



# Emerging Themes and Priorities

- Strongest community need/priority is to take care of what we already have and update existing parks/facilities.
- Trails, trails, trails! Connectivity and improved/expanded trails are consistently among the highest priorities for action.
- As far as facilities that need to be addressed, Cedar Lake Park has been on the radar and continues to be a focus for improvements to the dam and the amenities within the park as a top priority.
- The City currently has two locations for the farmers market that are utilized, however neither of them have a formal covering or structure which would be a good addition to their facilities.
- Shade, Pickleball, Restrooms, Public Art, Multi-generational Playgrounds and Inclusive Playgrounds all rounded out the top amenities desired from the public input meeting and community surveys.
- Strong support (88% of survey respondents) for maintaining and/or increasing funding for parks, trails and open space among residents. Biggest areas of priority for investment (top 5):
  1. Develop additional trails and connectivity
  2. Add more trees/shade structures to parks
  3. Improve existing trail system
  4. Improve existing park restrooms
  5. Improve existing parks in general

# What's Next

- Park Classifications and Level of Service Analysis
- Vision / Mission Work Session
- Prioritization Analysis / CIP
- Financial Analysis / Funding and Revenue Strategies
- Operations and Management Strategies
- Public Forum #3
- Final report development and presentations



# Discussion