



Meeting Summary

On February 13th the project consulting team held an official project kick off meeting with the Richmond Parks Master Planning Team. The meeting was held at the Parks Department offices in Glen Miller Park from 2:00pm-3:30pm. The attached sign in sheet (attached) serves as a record of meeting attendance, although the entire Parks Master Plan Team received meeting materials prior to, and following the meeting.

The meeting agenda included the following topics:

1. Introductions

The meeting began with an informal introduction of the consulting team. Members of the consulting team included Katie Clark and Maria Wainscott of Taylor Siefker Williams Design Group and Hailey Woods of American Structurepoint.

The Parks Master Planning Team members were also asked to introduce themselves and share with everyone what they were hoping to achieve as a part of the planning process. Responses included:

- Hoping to gain an understanding of what the Richmond community wants from the Parks and Recreation Department;
- Hopes to put a new focus on differentiating *QUANTITY* of parks and programs vs. *QUALITY* of parks and programs;
- Hope to increase the impact of parks and programming on the greater community;
- Hoping to take Richmond's parks and recreational programs to "the next level";
- Hope to analyze local and national trends and discover how those elements impact the parks and the park system;
- Hope to gain a better and more thorough understanding of maintenance needs and use this planning process to strategically plan for long range equipment needs;
- Hope to develop a process to gauge long range needs against available budgets; and
- Hope to educate the public on the City's parks and recreational offerings.

2. Overview and Process

In an effort to orient the Master Planning Team to the planning process and general schedule the consultant outlined that the planning process will take place within five key phases of work. Below outlines a high-level understanding of each work phase, a list of key meetings/ deliverables and an overall schedule for each activity.

- a. **Programming** which consists primarily of project organization and orientation tasks.
 - i. The 'Programming' Phase, which runs from December 2019 to February 2020, focuses on the development of project communication tools, system and park

MEETING SUMMARY DOCUMENT

specific base mapping, and the launch of a community-wide survey which focuses on community perceptions and needs. This phase of work includes one meeting of the Parks Master Planning Team.

- b. **Research and Analysis** which seeks to answer the question of “Where have we been?” as a department and park system.
 - i. The ‘Research and Analysis’ Phase, which runs from January 2020 to March 2020, focuses conducting a complete field inventory of the park system and compiling a community profile which features applicable data on demographics, and both man-made and natural features. This phase of work includes one meeting of the Parks Master Planning Team.
- c. **Park Facilities** which seeks to understand what the Parks Department has to offer and how the Department and system is perceived by the general public.
 - i. The ‘Park Facilities’ Phase, which runs from February 2020 to April 2020, focuses on understanding the specific facilities within the City and the level of use by local residents. This phase of work will include a series of stakeholder interviews as well as a public workshop to better gauge the community needs.
- d. **Planning Strategies** will utilize the information from the first three phases of work to outline appropriate strategies for the future focusing on park and programming recommendations.
 - i. The ‘Planning Strategies’ Phase, which runs from March 2020 to May 2020, focuses on the development of a future system vision statement, supporting goals and recommendations for the City’s parks, programs, and operations. This phase of work includes one meeting of the Parks Master Planning Team.
- e. **Plan Adoption** will work to identify who can assist with plan recommendations, and how things can and should be funded.
 - i. The ‘Plan Adoption’ Phase will provide a final planning document for review which will be made available to the Park Master Planning Team, the Park Board and the Indiana Department of Natural Resources (IDNR). Based on comments, a final plan will be developed and adopted by the Parks Board. This phase of work includes one public workshop to review the findings of the draft plan.

The consulting team is working towards a final completion data of June 2020, however coordination with IDNR could push the end date out to better align with their review period.

3. Work to Date

While this February 13th meeting is the first-time meeting with the Master Planning Team, the consulting team outlined that work had begun in December 2019. Work done or completed to date is as follows:

MEETING SUMMARY DOCUMENT

- a. **Project website:** The consulting team has worked to repurpose the Richmond Rising Comprehensive Plan website to be the online platform for this Parks planning effort. This was done primarily to take advantage of the momentum gained over the last year and to provide a cohesive communication process/ platform.

The updated website (www.richmondrising.com) has an updated summary of the Comprehensive Planning process, which clearly outlines the park planning strategies in addition to the other 10 action items developed during the process. The website also features a status update section, a tab for all project documents and a contact form.

- b. **Community Survey:** As an initial input tool, the consulting team as developed a community-wide survey to gauge information on the general perception of the Parks and Recreation Department/ System and the needs of future amenities. The survey is broken down into five topics: Background information, Perceptions, Facilities, Programming and Interest and Involvement. In total the survey is 32 questions long, but efforts have been made to use multiple choice answers to allow for an easier/ quicker response time.

The survey is available in both English and Spanish and residents can access the survey by either using the digital link or a hardcopy version. Hard copies will be made available at local events and tabulated with the digital results at the end of the survey window.

- c. **Stakeholder Meetings:** To gain a more thorough understanding of the existing park system, the consulting team will be meeting with groups of stakeholders over the next month. Stakeholders are individuals that have a wide array of interests and knowledge. The first series of stakeholder meetings will take place on March 11th and will include individuals from the Golf Team, Senior Center Team, Maintenance, Janitorial and Mechanic Team, Recreational and Office Team, Floral Tea, and City Team. Additional meetings will be scheduled as well to account for community partner organizations and special interest groups.

- d. **Facility Inventory:** The consulting team has also begun work to inventory the Richmond Park System. A full day of field work was conducted and a draft set of base maps, field inventory sheets and ADA accessibility sheets have been compiled. Two sets of the preliminary data were provided to Parks Staff for review.

The initial inventory was mapped and overlaid with walking distances (0.50 miles, 0.75 miles and 1 miles) to gain an initial understanding of availability and overall level of service. Level of Service will be a topic of future analysis and discussion.

4. SWOT Analysis

The primary activity for the kick off meeting focused around the facilitation of a SWOT Analysis. A SWOT Analysis focuses on identifying the Strengths, Weaknesses, Opportunities and Threats of a department, system or specific facility. SWOT can further be defined as:

MEETING SUMMARY DOCUMENT

- **Strengths-** Strengths are internal, positive attributes of your department and/or system. These are things that are within your control.
- **Weaknesses-** Weaknesses are negative factors that detract from your strengths. These are things that you might need to improve on to be competitive.
- **Opportunities-** Opportunities are external factors in your environment that are likely to contribute to your success.
- **Threats-** Threats are external factors that you have no control over. You may want to consider putting in place contingency plans for dealing with them as/ if they occur.

The group's SWOT discussion included three key areas of focus: Facility and Capital Improvements, Recreational Programming and Operations and Maintenance. The group noted the following Strengths, Weaknesses, Opportunities and Threats.

Facility and Capital Improvements			
STRENGTHS	WEAKENSSES	OPPORTUNITIES	THREATS
Many quality venues for a smaller City.	Large facilities such as the pool, basketball courts, tennis courts etc. require big \$\$ for maintenance. Are they self-sustaining?	Decide which facilities make the most sense for the budget.	Prioritize to match available money or we will be spread too thin- quality will continue to suffer.
Number of parks and upgrades	Number of parks vs. available budget	Increase rental services- Cost for Gannett Building is amazingly affordable	Age of some infrastructure/ amenities
Jack Elstro Plaza	Land and Water Funds have been used in two City Parks (Glen Miller and Springwood) could limit options in the future	Modernization of amenities to attract young adults and teens	Budget- Can we keep all the parks in good condition?
Water front area	Traffic flow through Glen Miller- could pose safety concerns	Opportunity to figure out what the department wants to do with park facilities/ amenities	There is a perception that the Department "Can do it all"- people need to understand that there are trade offs
Starr Gannett Building	Aging equipment and facilities	The past couple of years we have been playing catch up- now we are ready to start thinking about the future	Park expenses have strained the budget
Available rental opportunities		Turning PARK PIRDE into PARK PASSION	No operational funds for maintenance of new facilities (National Road Heritage Trail, Loop Phase 2 etc.)
Improvements to golf course (fairways, bunkers etc.)		Waterfront District- Adventure Hub	Continued population decline; lower incomes

MEETING SUMMARY DOCUMENT

Access/ availability of parks and facilities throughout the community		This planning process provides new funding opportunities through Land and Water Conservation Funds	Navigating what is good for the City vs. what is good for Parks
Community organization support			Push back from community organizations if fees are increased
Rose Garden improvements			
Pickleball Court Usage			

Recreational Programs			
STRENGTHS	WEAKENSSES	OPPORTUNITIES	THREATS
Multi age programs at several parks/ facilities	Additional programs would need directors and funding	Opportunity to improve quality of activities	Ongoing need for additional funds to keep all programs going
Facility to provide for large assortment of programs	Program offerings may stretch staff too thin to do a complete job	Opportunity to expand topics and programming options	Need to continue to add programs to meet the needs of the community
Facilities	Number of leagues	Increase # adding new leagues	Maintaining quality & offerings with reduction of staff
Diamonds	Personnel support	Increased fees to support increased programming opportunities	Push back from community organizations
Fields			
Community organization support			

Operations and Maintenance			
STRENGTHS	WEAKENSSES	OPPORTUNITIES	THREATS
Ability to maintain entire park system	Consistent maintenance- Too many large venues to maintain	Condense park acreage and buildings as appropriate	Not enough \$\$ for equipment and employees if park system is expanded or new areas are developed
Improved overall appearance of parks	Having enough in the budget for emergency maintenance and upkeep of equipment	Create use of resources already within park system	Overextending with adding areas or responsibilities without balancing with resources
Excellent leadership	Not all staff members may be fully trained		Technology needs may be outside of staff capabilities

MEETING SUMMARY DOCUMENT

On site staff to handle most maintenance needs	Rose Garden ongoing maintenance needs		
New equipment!			

During the course of the SWOT Analysis members of the Master Planning Team were also encouraged to identify the top three needs for each category. Below is a summary of ideas shared.

1. Create a comprehensive list of all programs and include the anticipated needs and costs.
2. Determine whether programs serve enough participants to receive funding from the department's limited resources.
3. After community input, determine whether any age or area group is being ignored or underserved.
4. Taking a stand to prioritize and support most valuable assets.
5. Decide what most valuable assets are any why.
6. Make the goal quality not quantity.
7. Evaluate current workforce (number and how they fit needs)
8. Student budget numbers- do we have funds for unexpected needs, breakdowns, etc.? Prioritize needs and do not add work until current needs are definitely met.
9. Ability to develop capital funds other than bond development.
10. Long range plan to identify needs and costs.
11. Review facilities to see if all are worth keeping- do an assessment of costs to maintain vs. improve.
12. Eliminate unneeded facilities.
13. Identify which programs the City has/ doesn't have and develop future staffing needs accordingly.
14. Long range maintenance plan that accommodates people, facilities and equipment needs.
15. Gain a full understanding of costs for new projects before accepting responsibility for them.
16. Improved lighting to maintain/ improve safety.
17. Continued beautification within budget constraints
18. Maintaining infrastructure
19. Increase number and type leagues (outside of softball)
20. Advertising available leagues
21. Increase community outreach efforts/ initiatives

5. Next Steps

To provide guidance on next steps and appropriate action items the consulting team outlined that they would work to complete the following items:

- Continue to work with City staff to promote the community-wide survey;
- Begin preparing information for the workshop on March 11th;
- Conduct initial stakeholder interviews; and
- Complete a community profile that includes a system wide park inventory.

The consulting team asked the Master Planning Team for assistance on sharing the community wide survey and the notice of the public workshop. They were also asked to think about additional events within the community that could be used to gain ongoing input. The next meeting of the Master Planning Team will be March 19, 2020 from 2:30-4:00pm.



PLEASE SIGN IN!

Project: Richmond Comprehensive Parks Master Plan

Meeting Date: February 13, 2020 | 2:00-3:30pm

NAME	ORGANIZATION
Pam Denning	
Mike Foley	
Dakota Collins	Earlham College
Tiauna Washington	
Denise Retz	Richmond Parks and Recreation Dept.
Mike Devine	Rise Garden/ Plan Commission
Beth Fields	City of Richmond
Katie Clark	TSWDG
Maria Wainscott	TSWDG
Hailey Woods	American Structurepoint