Agenda

- Strategic Planning: The purpose of this meeting/presentation
- Review of Imagine Your Parks
- Overview of the Imagine Your Parks process
- Recent trends in recreation
- Response questions throughout
Our Purpose Tonight: Strategic Planning

- **Strategic Plan – what is it?**
  - A planning effort that produces fundamental decisions and actions to guide the next 10 years of BREC and the Parish it serves.

- **Why do we need a Strategic Plan?**
  - To set priorities, focus energy, and limited resources.
  - Ensure we are all working toward the community’s common goals.
  - “Better Parks — Better Living” The quality of our parks is directly related to the quality of life we enjoy in the Parish.
Our Purpose Tonight: Program Comparison

- **2004-2014**
  Program ends Dec. 31, 2014

- **2015-2024**
  Program begins Jan. 1, 2015

It's time to **re-imagine** the system again. Help us understand how we can improve the quality of our parks and quality of life.

**We need your input!**
Program Comparison

1946 to 2003......

Program:

2004 to ?......
The Existing Park System

- Over 6,000 Acres
- 181 Parks
  - Community Parks
  - Neighborhood Parks
  - Special Use Facilities
  - Nature Parks
  - Historic Sites
- 37 Miles of Trails
The Existing Park System

- 221 Athletic Fields
- 161 Tennis Courts
- 158 Basketball/Multi-use Courts
- 136 Playgrounds
- 3 Skate Parks
- 1 BMX Track
- 1 Archery Range
The Existing Park System

- **4 Swimming Pools**
  (Howell, Brooks, Anna T. Jordan, Gus Young)

- **3 Splash Pads Built**
  (City, Forest, Greenwood)

- **1 Family Aquatic Facility**
  (Liberty Lagoon)

- **Trails** (Walking/Jogging/Nature/Water)
The Existing Park System

- 60 Recreation Centers
- 3 Senior Centers
  (Sr. Programs at 17 Centers)
- 149 Picnic Areas
- 7 Golf Courses
- 5 Dog Parks
- 1 Zoo, 1000 animals
Achievements: 2004 - Present

- 12 new community parks
- 5 dog parks
- Liberty Lagoon Water Park
- Skateboard parks
- Fishing ponds
- A new conservation area in Central
- Improved playgrounds
- A growing trails system,
- Improvements to our neighborhood parks
- Improvements to our special use facilities
Achievements: 2004 - Present

Liberty Lagoon Family Aquatic Center

City – Brooks Community Park
Achievements: 2004 - Present

Swamp Stompers & Swamp Counselors in Training

First Racket Tennis Programs at City Park
Achievements: 2004 - Present

Flannery Road Park – KaBOOM! Build Day

Anna T. Jordan Community Park
Achievements: 2004 - Present

Baton Rouge Zoo
“Geaux Wild”

Greenwood Community Park

Convention Street Park
Projects in Progress

Turner Visitors Center at Magnolia Mound

Knock Knock Children’s Museum

Capital Area Pathways Project

Expressway Park
Projects in Progress

Bluebonnet Swamp Education Center

Sandy Creek Trail Construction

Independence Park Cyber Café & Teaching Garden

Central Community Park Sports Complex
BREC’s 2013 Budget Revenue

Ad Valorem (Property) Taxes: 75%
Self-Generating (User Fees): 21%
Grants, Donations, State and Federal Governments: 4%
2004 Funding Review

- Nov 2004 Additional Funding - IYP
- Apr 2004 Base Funding - Operating & CIP
**IYP² Planning Process**

### 1. Public Input
- 2 Parish-Wide Workshops
- **33 Area Meetings**
- Focus Groups
- Community Surveys
- MindMixer – Online Virtual Town Hall

### 2. Analysis & Synthesis
- Analysis of Your Input
- Recreation Programs & Facilities Analysis
- Economic Impact & Demographic Studies
- Visioning
- Prioritizing Needs & Resources

### 3. Plan Development
- Implementation Plan
- Draft Strategic Plan
- Final Plan Presentation

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**Public Input Throughout**
We Want Your Input!

- The next set of slides include questions that are asked during live presentations to receive instant feedback.

- If you would like to answer these questions please login to http://iyp2.mindmixer.com

- Or email your comments to planning@brec.org
We Want Your Input!

What is your gender?

A. Male
B. Female
We Want Your Input!

What is your age?

A. Under 12
B. 12 to 17
C. 18 to 24
D. 25 to 34
E. 35 to 44
F. 45 to 64
G. 65 and above
A. Parks and Public Health

Enhancing access to parks plays a critical role in combatting obesity, diabetes, and other health issues.
Trends Shaping 21\textsuperscript{st} Century Parks

B. Parks Without Borders

Leveraging parks’ contribution to land values, economic development, and community character
Preserving, restoring, re-vegetating and re-creating natural landscapes

C. Parks Providing Environmental Benefits

Utilizing parks to manage storm water and mitigate climatic and air quality problems
D. Parks as Learning Environments

Expanding knowledge and stewardship with hands-on, in-the-field experience

Magnolia Mound Plantation

Bluebonnet Swamp
Trends Shaping 21st Century Parks

E. Public Art in Parks
Introducing public art that activates and enchants

Tanghe River Park
Qinhuangdao, China

Convention Street Park
Trends Shaping 21st Century Parks

F. Partnerships & Enterprise
Generating revenue to support recreation, while enhancing the visitor experience

Jay Pritzker Pavilion, Millenium Park
Chicago, IL

Central Park
New York, NY
Which trend is most important to you: (Choose 2)

A. Parks and Public Health
B. Parks Without Borders
C. Parks Providing Environmental Benefits
D. Parks as Learning Environments
E. Public Art in Parks
F. Partnerships & Enterprise
G. Other
Aesthetics and Design

A. “No-Mow” Zones”
Places where grass is mowed less frequently, conserving maintenance costs and providing a natural aesthetic.
Aesthetics and Design

B. Public Art in Parks
Public Art creates attachment to one’s Park - Inspiring, place-making and enriching.
Aesthetics and Design

C. Sculpting the ground plane (open green space)
Smooth undulations of the ground plane help define spaces and create visual interest.
Aesthetics and Design

D. Re-imagining playgrounds
Stimulate kids imagination; enhances interaction with objects and materials that create new discoveries each time they visit.
Aesthetics and Design

E. Natural storm water management

Environmental benefits; enchants and enhances the park experience
F. Innovative park and facility design

Inspiring, place-making, new and improved
Choose up to 3 design innovations you would like to see in your park system:

A. “No-Mow” zones
B. Public art in parks
C. Sculpting the landscape
D. Re-imagining playgrounds
E. Natural storm water management (rain gardens, etc.)
F. Innovative park and facility design
Demographic Context—National

- **Getting Older**
  By 2030, 1-in-5 Americans will be over age 65

- **More Diverse**
  By 2050, there will be no majority race (i.e., more than 50% of population)

- **More Single-person Households**
  By mid-2020’s, it will be the predominant household type
We Want Your Input!

Common Desires of the Community Heard During Imagine Your Parks were Guiding Principles

- More quality
- Natural areas
- Work with Partners
- Equity in programs and facilities
- Special Use Facilities!
- Facilities where we can be active
- Better maintenance
- Involve us in planning!
- Better information about what is available
We Want Your Input!

What Common Desires are most important to you? *(Choose 3)*

A. More quality  
B. Involve us more in planning  
C. Better information about what is available  
D. Better Maintenance  
E. Facilities where we can be active  
F. More and/or improved Special Use Facilities  
G. Equity in programs and facilities  
H. Work with Partners  
I. Natural areas  
J. Other
Types of Parks

- Community Park
- Special Use Facility
- Neighborhood Park
Types of Parks

What is a Community Park?

Community Parks

• Serve a large geographic area.
• Are designed to engage families and visitors for an entire day.
• Focus on a wide variety of recreation needs,
• Have a higher level of care.
Types of Parks

BREC Community Parks
Types of Parks

What is a Special Use Facility?

*Special Use Facilities*

- cover a broad range of recreational amenities oriented toward mostly single-purpose uses.
Types of Parks

BREC’s Special Use Facilities

- Golf Courses
- Baton Rouge Zoo
- Bluebonnet Swamp
- Magnolia Mound
- Farr Equestrian Park
- Liberty Lagoon
- Sports Parks
- Highland Rd. Observatory
- Baton Rouge Gallery
- Botanic Gardens & Arboretum
Types of Parks

What is a Neighborhood Park?

**Neighborhood Parks**

- Remain the basic facility of the BREC park system
- The recreational and social focus of neighborhoods in EBR Parish.
- Focus on informal, programmed and passive activity.
- Strengthen community cohesion.
We Want Your Input!

Which **TYPE** of park is most important to you? (Choose One)

A. Community Park
B. Special Use Facility
C. Neighborhood Park
We Want Your Input!

Which of BREC’s SPECIAL USE FACILITIES are most important to you: (choose up to 3)

A. Farr Park Equestrian Center
B. Bluebonnet Swamp Nature Center
C. The Baton Rouge Zoo
D. Magnolia Mound Plantation
E. Golf Courses
F. Liberty Lagoon
G. Sports Parks
H. Highland Rd. Observatory
I. The Baton Rouge Gallery
J. Botanic Gardens & Arboretum
We Want Your Input!

Which **OUTDOOR SPACES AND AMENITIES** are most important to you: *(choose up to 3)*

A. Walking/biking trails  
B. Playgrounds  
C. Cultural/historical  
D. Splash pads  
E. Lakes/fishing areas  
F. Athletic fields  
G. Outdoor gathering/picnics  
H. Open green space  
I. Conservation areas  
J. Community gardens
The Changing Face of Recreation

Adapting recreational offerings to address changing demographics
The Changing Face of Recreation

New recreational facilities that engage the natural environment in new ways

Silverstar Bike Park
British Columbia, Canada

Zip Line Eco Tour
Catalina Island, CA

Extreme Sports
We Want Your Input!

Which **RECENT TRENDS** in recreation interest you: *(choose up to 3)*

A. Adventure Racing  
B. Zip Lining  
C. Canoeing/Kayaking  
D. Climbing  
E. Hiking  
F. Board Paddling  
G. Yoga/Tai Chi  
H. Lacrosse  
I. Archery  
J. Fitness Trails
We Want Your Input!

Which **SPORTS AND ACTIVE PROGRAMS** are most important to you: (choose up to 3)

A. Swimming  
B. Tennis  
C. Disc golf  
D. Extreme sports  
E. Basketball  
F. Air cond. gyms  
G. Athletic fields  
H. Trails  
I. BMX tracks  
J. Lakes for paddling/fishing
We Want Your Input!

Which **GENERAL SPORT RECREATION** activities interest you? (choose up to 3)

A. Lacrosse
B. Disc Golf
C. Ultimate Frisbee
D. Rugby
E. Volleyball
F. Basketball
G. Softball/Baseball
H. Soccer
I. Tennis
J. Golf
We Want Your Input!

Which **GENERAL FITNESS RECREATION** activities interest you? 
*(choose up to 3)*

A. Aerobics  
B. Stationary Bike  
C. Yoga  
D. Run/Jog  
E. Free Weights  
F. Fitness Walking  
G. Treadmill  
H. Tai-Chi  
I. Pilates  
J. Cross Training
We Want Your Input!

How would you **ALLOCATE FUNDING** for parks and recreation improvements or acquisitions? (choose up to 3)

A. Acquisition of land for preservation and open space.
B. Acquisition and development of greenways for connectivity across EBR Parish.
C. Acquisition and development of new parkland.
D. Improvements to recreation and senior centers.
E. Improvements to sports fields.
F. Improvements to Community Parks.
G. Improvements to Neighborhood Parks.
H. Improvements to Special Use Facilities.
I. Other
How do you learn about services that are offered by BREC (choose up to 4)?:

A. Newspaper
B. BREC website
C. E-mail blasts
D. Program fliers and guides
E. From friends and neighbors
F. Social media (Facebook, Twitter, etc.)
G. Cable TV
H. Neighborhood/civic newsletters
I. Recreation center bulletins
J. Schools
We Want Your Input!

Have you or members of your family participated in BREC programs during the last 12 months?

A. Yes
B. No
We Want Your Input!

Choose up to 3 of the following BREC program TYPES that you participated in during the last 12 months:

A. Adults & Seniors
B. Children & Families
C. Sports & Athletics
D. Arts & Culture
E. Nature & Outdoors
F. None
Imagine Your Parks

Better Parks – Better Living

Mindmischer

http://iyp2.mindmischer.com

Or email your comments to planning@brec.org