



IMAGINE YOUR PARKS²

Better Parks – Better Living



Agenda



- **Strategic Planning: The purpose of this meeting/presentation**
- **Review of Imagine Your Parks₁**
- **Overview of the **Imagine Your Parks₂** 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.....

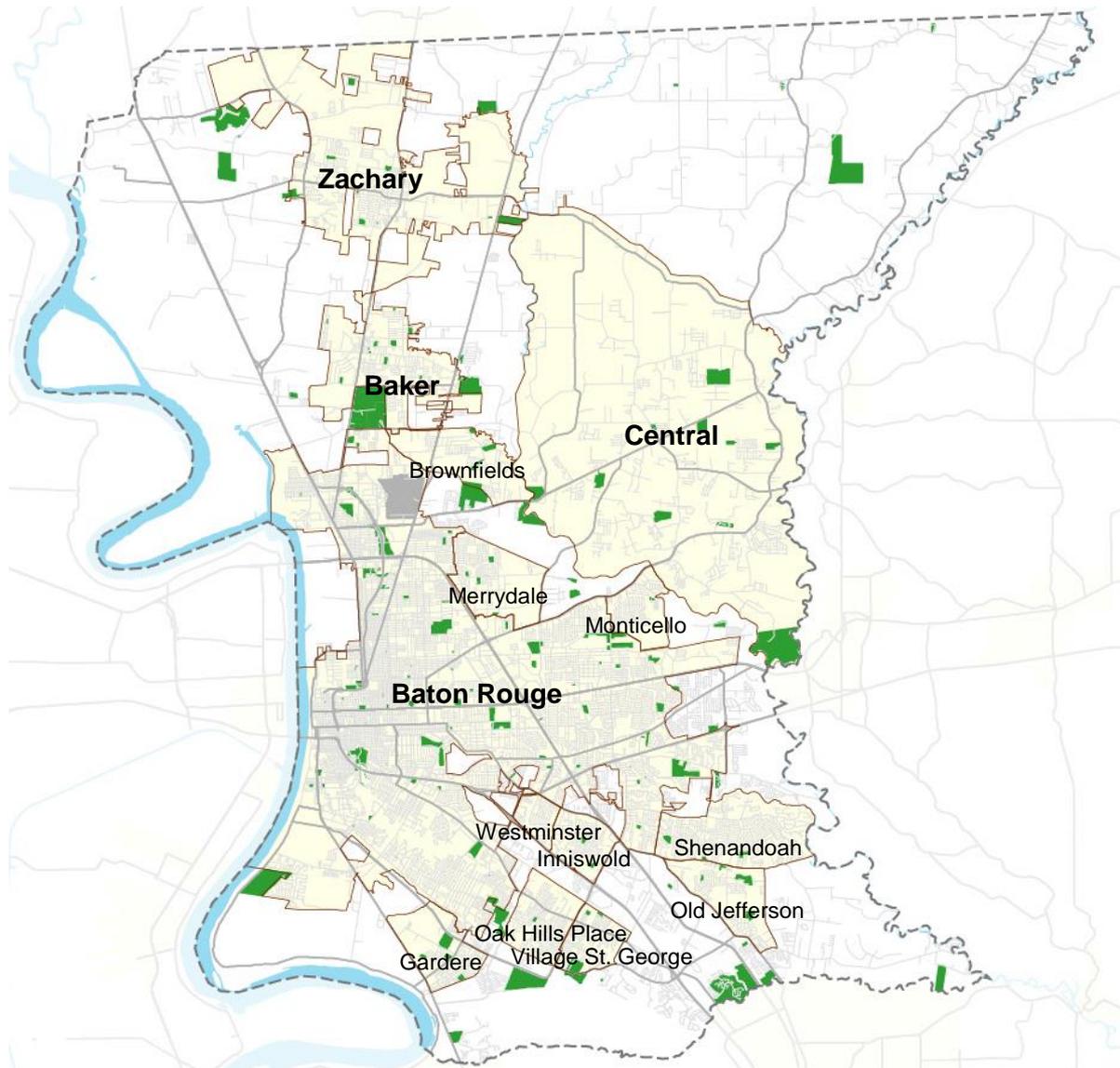


Imagine
your

Parks 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**

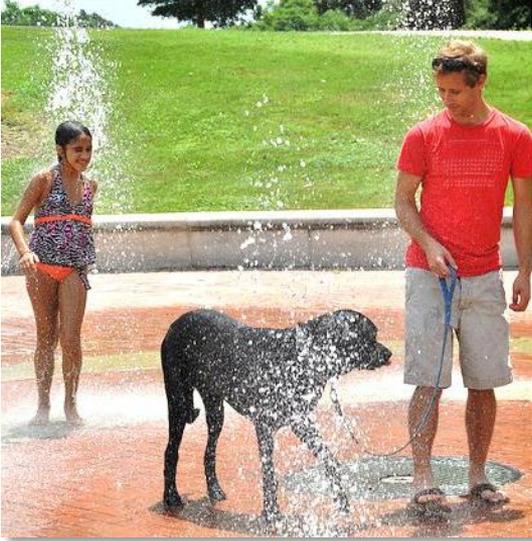
The Existing Park System



- **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**



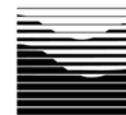
- 12 new community parks
- 5 dog parks
- Liberty Lagoon Water Park
- Skateboard parks
- Fishing ponds
- A new conservation area in Central
- Improved playgrounds
- A growing trails system,
- Improvements to our neighborhood parks
- Improvements to our special use facilities



Liberty Lagoon Family Aquatic Center



City - Brooks Community Park



AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

Louisiana Chapter



Great Places in Louisiana
AWARDS PROGRAM



Swamp Stompers & Swamp Counselors in Training



First Racket Tennis Programs at City Park





Flannery Road Park – KaBOOM! Build Day



Anna T. Jordan Community Park





Achievements: 2004 - Present



Baton Rouge Zoo "Geaux Wild"



Greenwood Community Park



Louisiana Chapter



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

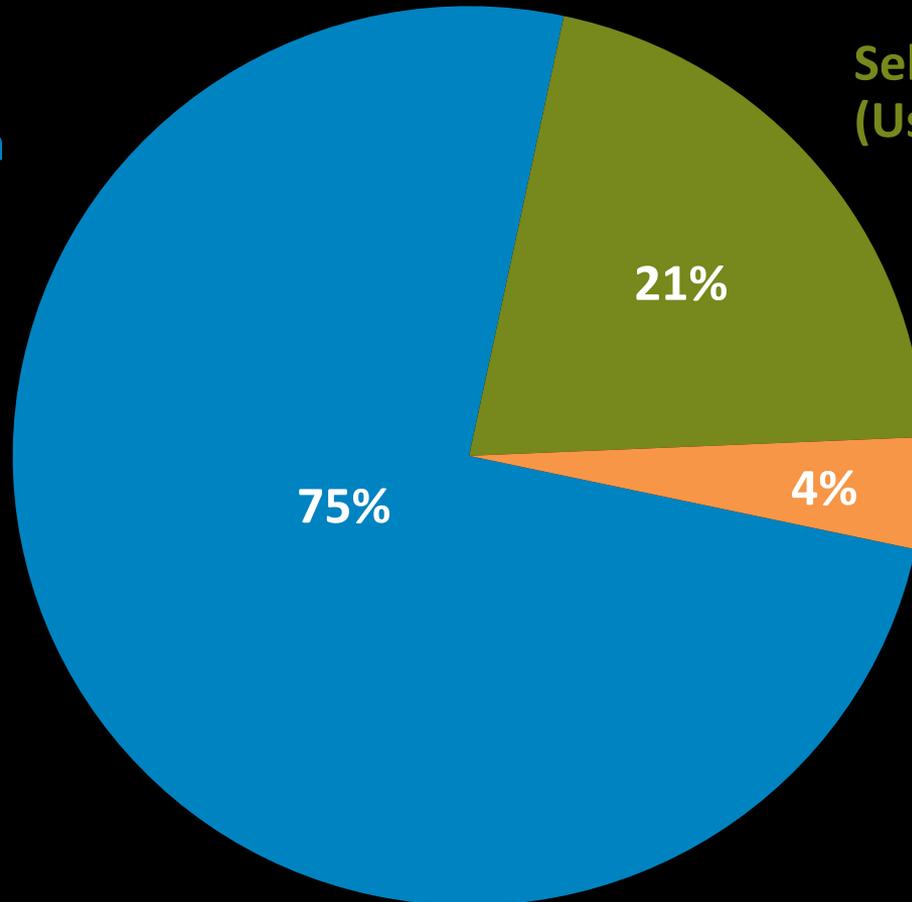


Central Community Park Sports Complex

BREC's 2013 Budget Revenue



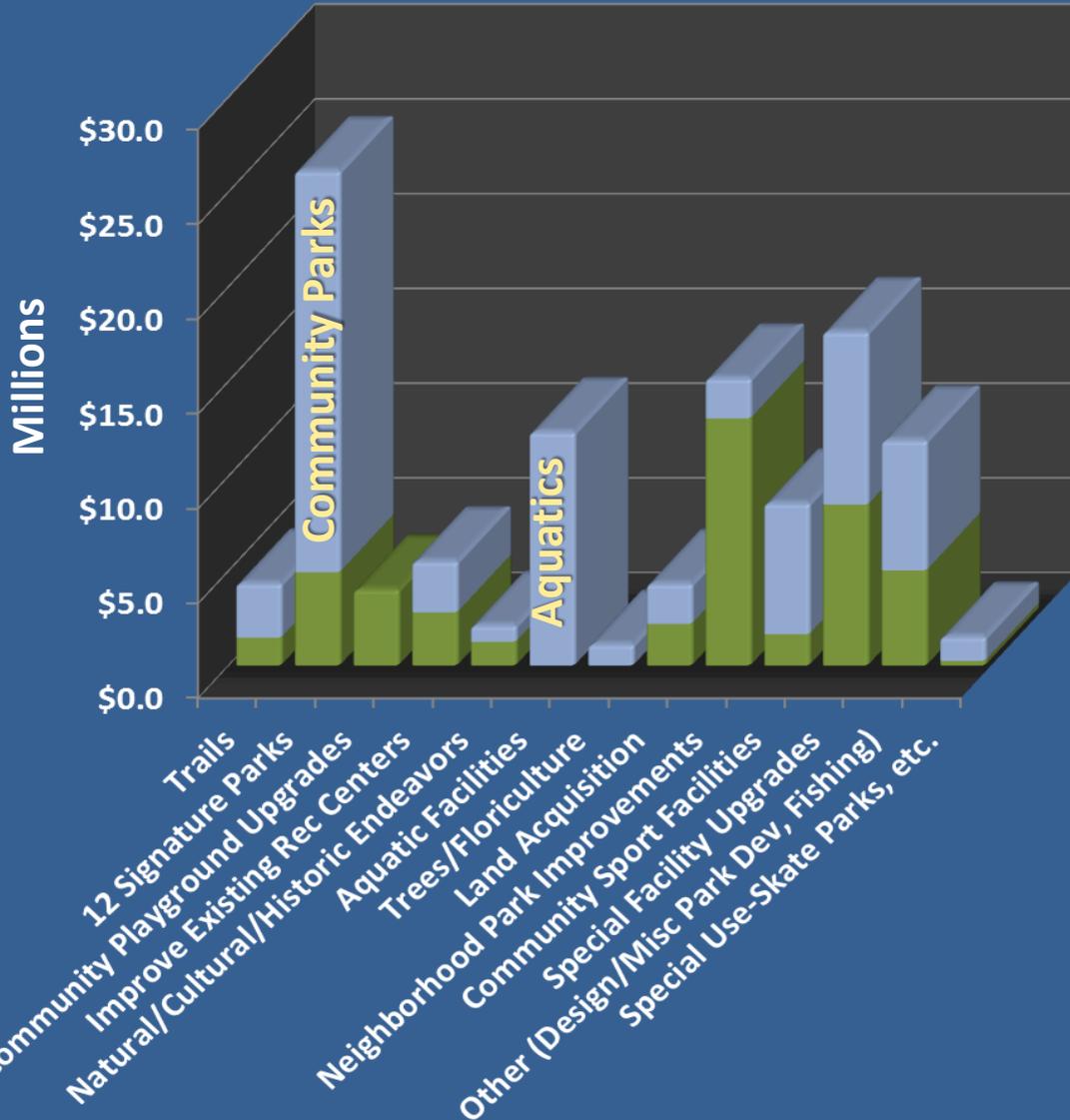
Ad Valorem
(Property)
Taxes



Self-Generating
(User Fees)

Grants, Donations,
State and Federal
Governments

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

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?

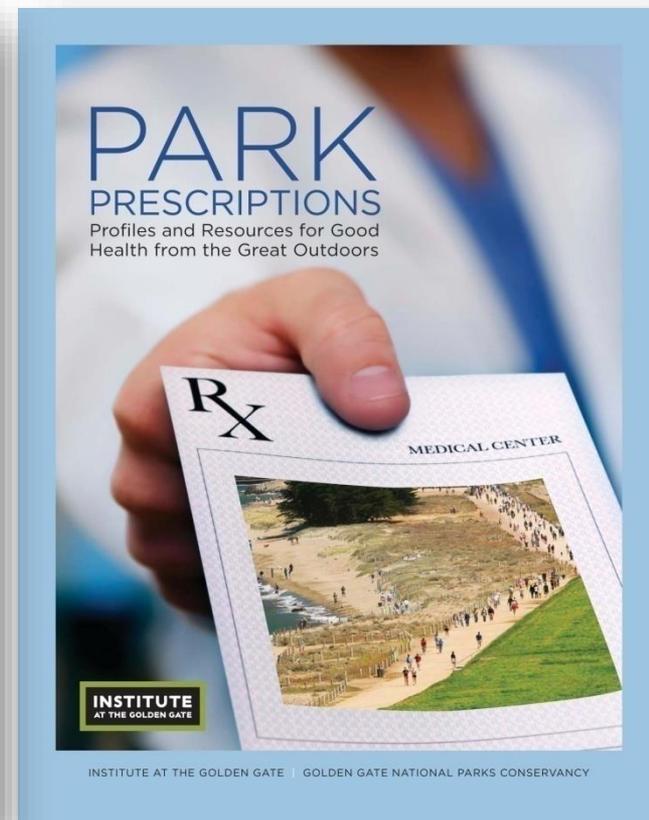
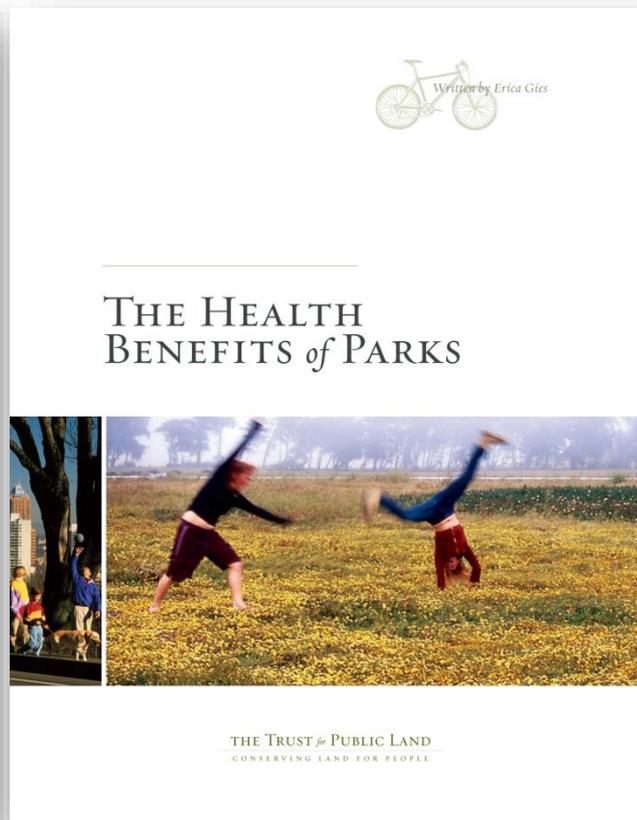
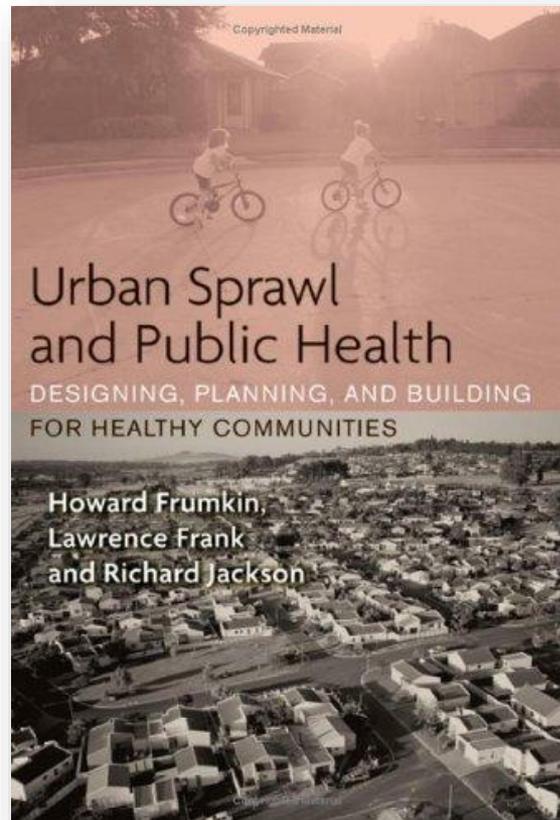
- A. Under 12
- B. 12 to 17
- C. 18 to 24
- D. 25 to 34
- E. 35 to 44
- F. 45 to 64
- G. 65 and above

Trends Shaping 21st Century Parks



A. Parks and Public Health

Enhancing access to parks plays a critical role in combatting obesity, diabetes and other health issues



Trends Shaping 21st Century Parks

B. Parks Without Borders

Leveraging parks' contribution to land values, economic development, and community character



City-Brooks Community Park
Baton Rouge, LA



Central Park
New York, NY

Trends Shaping 21st Century Parks



C. Parks Providing Environmental Benefits

Preserving, restoring, re-vegetating and re-creating natural landscapes



Utilizing parks to manage storm water and mitigate climatic and air quality problems

Trends Shaping 21st Century Parks

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

Trends Shaping 21st Century Parks



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

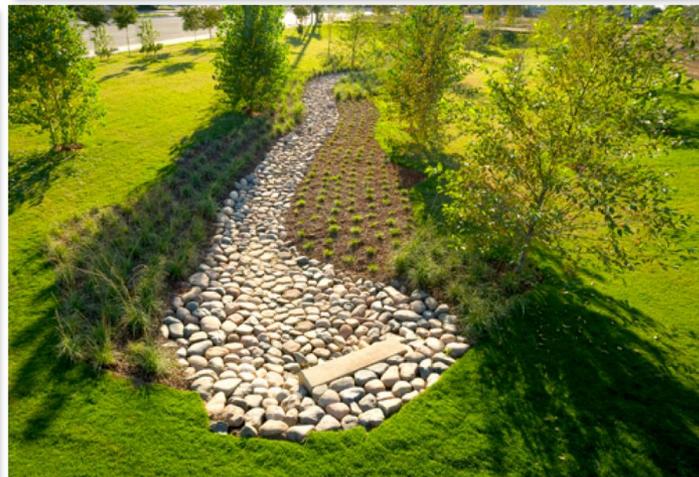
Stimulate kids imagination; enhances interaction with objects and materials that create new discoveries each time they visit.



Aesthetics and Design

E. Natural storm water management

Environmental benefits; enchants and enhances the park experience



Aesthetics and Design

F. Innovative park and facility design Inspiring, place-making, new and improved



Aesthetics and Design



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**

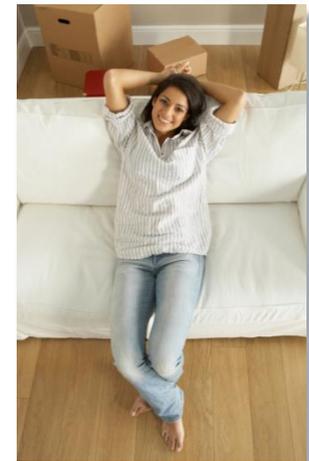
By 2030, 1-in-5 Americans will be over age 65

- **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 Parks₁ were Guiding Principles



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

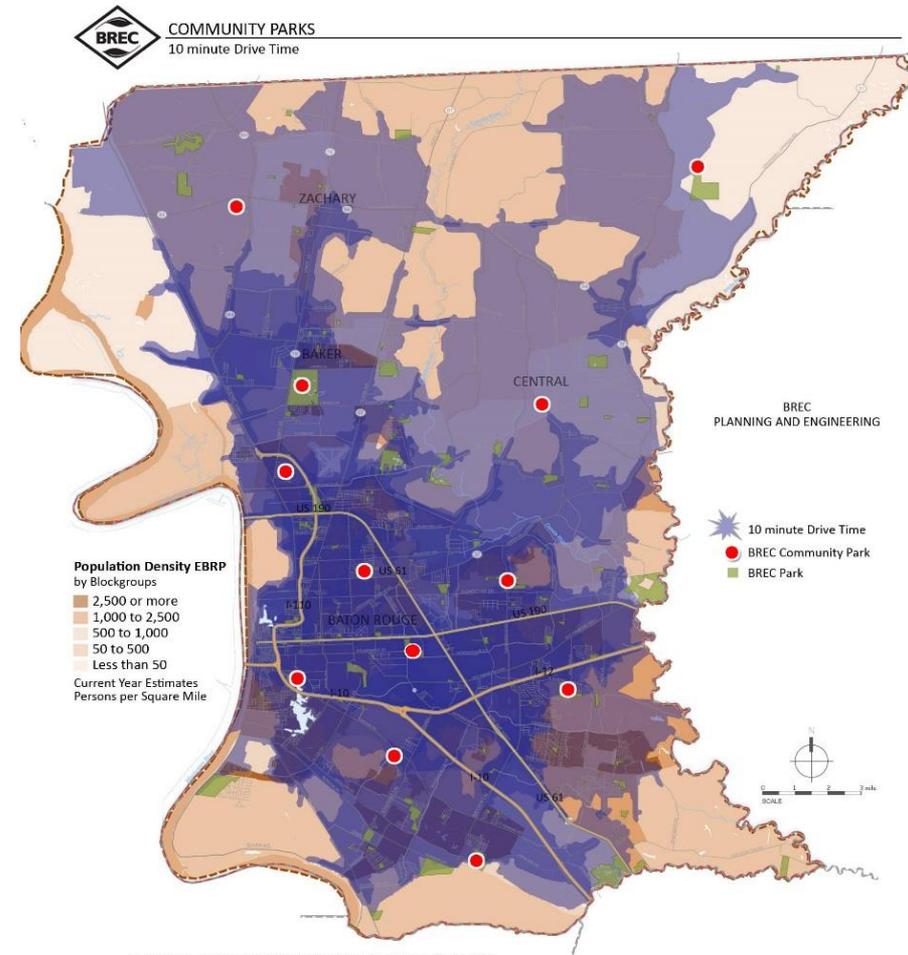


Types of Parks

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



F. Basketball



G. Softball/
Baseball



H. Soccer



E. Volleyball



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

We Want Your Input!



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**

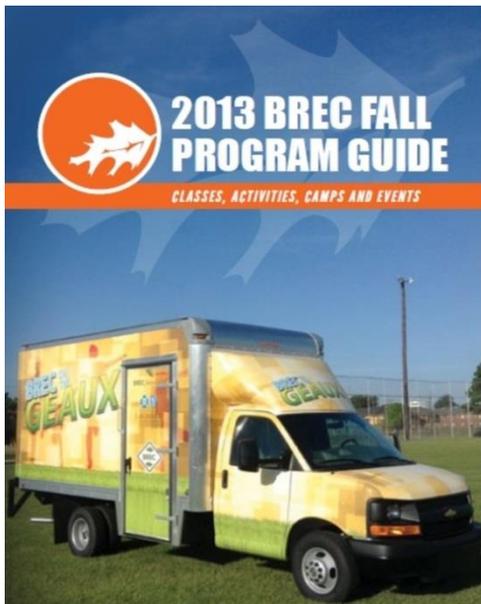
We Want Your Input!



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



Mindmixer

<http://iyp2.mindmixer.com>

Or email your comments to planning@brec.org