

IMAGINE YOUR PARKS

PARKS WITH PURPOSE



IYP3 PROJECT

UPDATE

CAC Meeting
February 26, 2024

Agency
Landscape + Planning

CPEX
ETC Institute

HR&A Advisors
Octagon Media

Spackman Mossop Michaels





TODAY'S MEETING



1. Schedule and Phase Summary

2. Data and Input

3. Project Scale

4. Phase 2 Survey

5. Phase 3 Public Meetings and Input



SCHEDULE AND PHASE REVIEW

May 2023 Jun Jul Aug Sep Oct Nov Dec 2023 Jan Feb Mar Apr May Jun Jul Aug 2024

1

UNDERSTANDING & ANALYSIS

- COMMUNITY NEEDS SURVEY
- OPEN-ENDED SURVEYS
- CANVASSING
- POP-UP EVENTS
- STAFF ENGAGEMENTS

SUMMER 2023



2

NEEDS & GAPS

- STAKEHOLDER FOCUS GROUPS
- PH 2 COMMUNITY WORKSHOPS

FALL 2023



3

VISION & OPPORTUNITIES

- PH 3 COMMUNITY WORKSHOPS

WINTER 2024



4

MARKET RESEARCH & BUSINESS PLANNING

SPRING 2024



5

IMPLEMENTATION STRATEGY & FINAL PLAN

- PHASE 4 & 5 ENGAGEMENT DRAFT PLAN REVIEW

SUMMER 2024



→ We are wrapping up Phase 2 which identifies key needs, and beginning Phase 3 which explores new opportunities.

DEFINING EQUITY



“Equity” encompasses the intention to make parks and recreation more accessible, welcoming, and inclusive especially for community members who may have historically or currently face barriers to access.



Improving equitable access has many layers:

- Quality
- Access (physical, financial, etc.)
- Resilience
- History + Inclusive Narratives
- Safety + Security
- Operations + Maintenance
- Community Voice



**How have we been
understanding and
analyzing needs?**



NEEDS ASSESSMENT INPUTS

LISTENING

Phase 1-2 Input



STATISTICALLY VALID SURVEY



PARKS INVENTORY



RESEARCH & ANALYSIS





LISTENING & ENGAGEMENT

IYP3's Engagement So Far

The Imagine Your Park's 3 vision and goals developed through a holistic analysis combining community, staff, and stakeholder input, with parish and regional data to determine future recommendations for the system. Community engagement has taken various forms, including:

IN
TOTAL
TO
DATE...



POP UP
EVENTS



752
ONLINE
SURVEYS



7,000+
DOORS
KNOCKED



100+
STAFF
ENGAGED



909
MAILED
SURVEYS



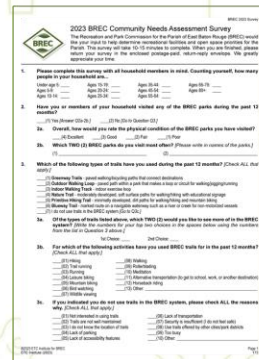
4
PUBLIC
WORKSHOPS



- Elected Officials
- EBRP Mayors
- BREC Commissioners
- City Brooks Stakeholders
- Environmental Advocates
- Biking + Running Advocates
- Non-Profits
- Local Police
- Private Companies
- School Boards
- Parish Residents



15 CAC
MEMBERS





KEY TAKEAWAYS FROM ENGAGEMENT TO DATE

1 Residents repeatedly stated their desire for **increased connectivity (walk, bike, bus, greenways and trails)** to reach parks.

2 all BREC facilities should be **designed with heat relief considerations** due to rising summer temperatures.

3 Residents desire **high quality facilities with regular routine maintenance and improvements especially in under invested regions** of the parish; while also recognizing that **this might lead to fewer parks and/or facilities.**

4 Residents believe BREC holds a **vital role in environmental conservation, education, and resilience** and desire more programming and facilities in line with this goal.

5 Residents desire for BREC to **keep up with changing national and regional needs and trends** (athletics, ADA/universal design, multi-language programs, cultural and art programs, affordable venues and programming).



WHAT IS EQUITY?

What is Equity?

Residents were asked what they envision as vital elements of an equitable park system, their top answers included:

Equal
geographic
spread

Environmental
resilience

Multi-modal
connectivity

Multi-language
access

Recognizing
historical
importance

Universal
design/ADA

Accessible
hours

Rectifying lack
of investment
in communities

Affordable
amenities

**Where should we
prioritize improvements
if we look with an
equity focus?**

MAPPING PRIORITY EQUITY AREAS



We have been mapping many factors that relate to equity and park need.

Community Demographics

- Youth
- Older Adults
- Single Parent Households
- Population Density
- Low Income
- Population with Disabilities
- Lack of High School Diploma
- Limited English Proficiency Households
- No Own Vehicle Access

Environmental + Health

- Obesity
- Asthma
- Low Life Expectancy
- Legacy + Current Pollution
- Travel Barriers and Hazards
- Lack of Green Space
- Climate Risk (Flood and Heat Island)

Current Park Acreage + Investment

- Park Acres Per Capita
- IYP2 Park Investment Per Capita

EQUITY IN ERBP



IYP3's Equity Index

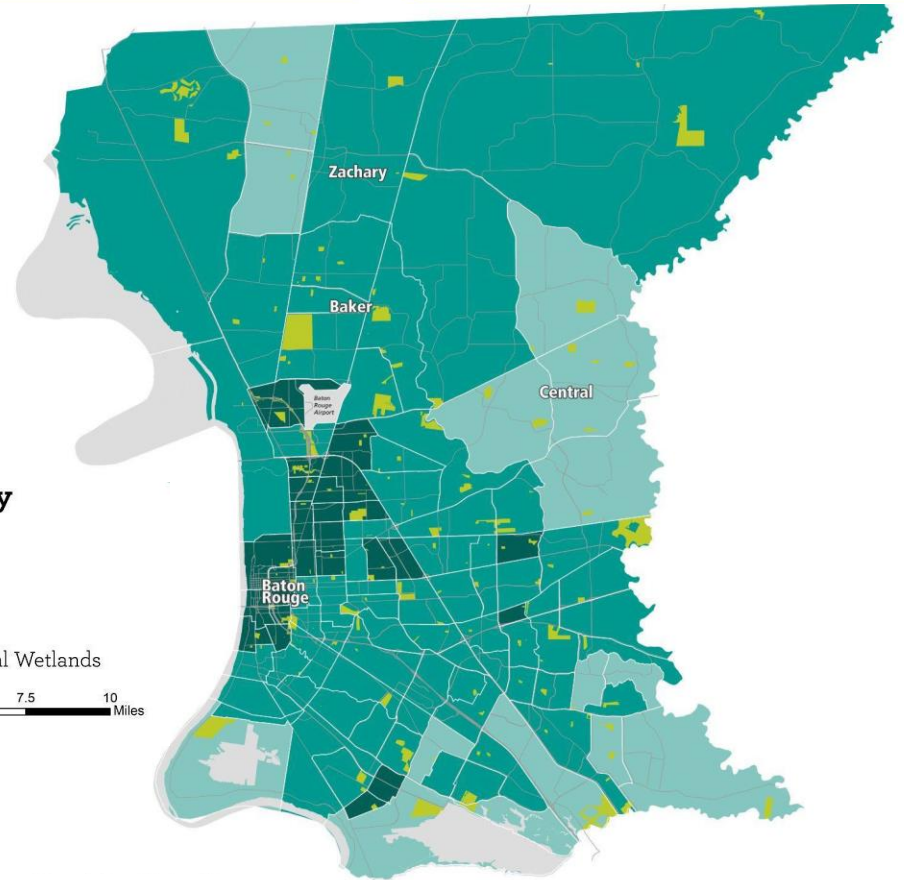
Access to parks and open spaces dramatically affects the standard of living inside of a neighborhood. Centering a plan around equity prioritizes communities that will receive the largest benefit and ensure equal access across the parish.

The Equity Index provides a framework to support equity-based decision-making by combining factors about community demographics, environmental indicators, and park access to identify priority communities for future investments

Combined Equity Legend

- High
- Medium
- Low
- Unoccupied Natural Wetlands

0 1.25 2.5 5 7.5 10 Miles





Where are we heading?

WHAT WILL THE FINAL PLAN INCLUDE?



- Vision and Goals
- Equity-based Framework for Decision-making
- Implementation Strategies
 - Operation and maintenance
 - Funding
- Priority capital projects (park renovations, new facilities, etc.)
- More details for first 3 years

Game Plan at a Glance

Connecting principles to implementation strategies

Guiding Principles	Goals	Strategies	Implementation
Every Drop Aspirations describing how we desire the system to be	The desired result in support of this principle	ADAPT TO THE CHANGING CLIMATE AND LIMITED RESOURCES. Strategies address: • Water Use • Stormwater and Waterway Health • Urban Trees and Mountain Forests • Energy and Resource Use	Recommendations Provide implementation guidance and directions for the Action Plan. Action Plan The priority action steps, summarized in the 3 Year Action Plan. □ Action 1 Each action identifies □ Action 2 • Lead □ Action 3 • Department □ Action 4 • Supporting □ Action 5 • Department □ Action 6 • Partners □ Action 6 • 3 Year □ Action 6 Milestone
Every Person Aspirations describing how we desire the system to be	The desired result in support of this principle	DIVERSIFY PARKS AND RECREATION SERVICES. Strategies address: • Parks and Recreation Programming • Engagement, Outreach, and Communications GROW THE PARK SYSTEM AND RECREATION ACCESS. Strategies address: • Park, Facility, and Program Expansion • Mobility and Access	Metrics Measurements that are monitored over time to track improvements in the health of our parks, recreation, and urban forest. ■ Metric 1 ■ Metric 2 ■ Metric 3 ■ Metric 4 ■ Metric 5 ■ Metric 6
Every Dollar Aspirations describing how we desire the system to be	The desired result in support of this principle	MAXIMIZE THE BUREAU'S PARKS AND RECREATION RESOURCES. Strategies address: • Parks and Recreation Programming • Engagement, Outreach, and Communications • Mobility and Access	Chapter Executive Summary 17

Recommendations

16 Denver

COLLABORATORS

DPR-Planning
Community Planning and Development

POLICY DIRECTION

Ten Minute Walk Access for All
Acquisition Policies

RECOMMENDATION 1

Complete a park and recreation road assessment. Quantify future needs based on level-of-service targets, proximity standards, and projected growth.

- Quantify cyclical demand as well as demand by neighborhood (or neighborhood planning area).
- Address deficits with new parks or recreation facilities, as well as partnership opportunities to meet needs.
- Integrate the identification of necessary action steps and their implementation with ongoing planning, including, for example, the NTP (see Strategy 3.5 for more details).

RECOMMENDATION 2

Develop an acquisition policy, which sets out evaluation criteria and a process for identifying and prioritizing land acquisition for future parks and open space.

- For example, priorities should include (1) land located within or adjacent to high-need neighborhoods and (or 2) with significant environmental value and/or along waterways.
- In the policy, set minimum requirements for consideration, including a minimum site threshold to ensure meaningful value and promote efficient maintenance, and accessibility and visibility considerations to ensure safety and park activation.

RECOMMENDATION 3

Identify areas lacking walkable park access and prioritize high-need neighborhoods for improvements.

- See the maps on the following pages for areas that currently lack park access within a ten minute walk.
- These maps highlight which of these areas should be prioritized for new parks, based on demographic characteristics. "High need" neighborhoods with higher percentages of lower income households and less access to personal vehicles should be the highest priority for addressing existing deficits.



Phase 2 Survey



PHASE 2 SURVEY



Phase 2 Survey Concerns:

- Too long, many link visitors did not complete the survey
- Hard to understand/translate
- Demographics are out of line with the community
- Need to simplify

Plan to Address Concerns:

- Get feedback from CAC to reduce length or complexity of the survey
- Door to door canvassing to balance the demographics



PHASE 2 SURVEY QUESTIONS



What aspects of equity are the highest priorities to improve in your area?

Select up to 5

- ☐ Quantity and Park size
- ☐ Quality of park and Recreation Amenities (ex. playgrounds, sports fields, etc.)
- ☐ Diversity of Park Experiences
- ☐ Access to Basic Amenities (benches, water fountains, shade, etc.)
- ☐ Welcoming Park Design (design that centers comfort of users with diverse identities)
- ☐ Quality of Programs
- ☐ Quality of Recreation Center
- ☐ Availability of Historically and Culturally Relevant Programs
- ☐ Water Safety and Access (learn to swim, pools, etc)
- ☐ Availability of Inclusive Programs / Specialized Recreation (Programming for all)
- ☐ Safer Walks to Parks
- ☐ Transit Access (Public bus stop, Bike rental)
- ☐ ADA Access / Universal Design Strategies for parks and facilities (including language interpretation)
- ☐ Environmental Equity (tree canopy, shade, stormwater management, flood reduction through natural systems and habitat,)
- ☐ Workforce development opportunities for all
- ☐ Quality of park and facility Maintenance
- ☐ Engagement of underrepresented communities [KS3]
- ☐ Availability of affordable programs and facilities
- ☐ Access to signage and information in different languages
- ☐ Provide recreational access to new Affordable Housing developments



PHASE 2 SURVEY QUESTIONS

- **Equity:** What would creating a more inclusive and equitable system look like to you? (thinking about the full system: parks, greenways, facilities, and programs)
- **Resilience:** How can BREC's facilities contribute to a more resilient community, especially considering flooding and extreme heat?
- **Park Activation:** How can BREC increase park use and safety, while balancing against overcrowding?
- **Healthy Operations:** How can BREC increase facility quality and access, without placing further strain on maintenance staff and within available funding levels?



PHASE 2 SURVEY QUESTIONS



What are priority needs and opportunities for: ***Neighborhood Parks***

What are priority needs and opportunities for: ***Community Parks***

What are priority needs and opportunities for: ***Greenways***

What are priority needs and opportunities for: ***Recreation Centers***?

What are priority needs and opportunities for: ***Special Facilities***?

What are priority needs and opportunities for: ***Programs /Events***?

What are priority needs and opportunities for: ***Conservation Areas***?

What are priority needs and opportunities for: ***Nature Reserves***?

Would it help to have choices for these questions?



BREC Park Types



1. Community Park
2. Neighborhood Park
3. Special Use Park
4. Conservation Area
5. Nature Reserve
6. Greenway



COMMUNITY PARK



What is a Community Park?

A Community Park is the larger category of BREC parks meant to serve a larger geographic area than the surrounding neighborhood. These parks are designed to engage families and visitors for an entire day with multiple and diverse activities and amenities throughout. They serve a broader purpose than neighborhood parks and focus on meeting a wide variety of community-based recreation needs.

The following is a list of all BREC Community Parks:

- Anna T. Jordan Community Park
- City-Brooks Community Park
- Forest Community Park
- Greenwood Community Park
- Highland Road Community Park
- Howell Community Park
- Independence Community Park
- Jackson Community Park
- North Sherwood Forest Community Park
- Perkins Road Community Park
- Sandy Creek Community Park
- Zachary Community Park



NEIGHBORHOOD PARK



What is a Neighborhood Park?

A Neighborhood Park is the smaller type of BREC parks meant to serve the citizens living within walking distance of the park. Neighborhood Parks remain as the core facility of the BREC park system and serve as the recreational and social focus of neighborhoods throughout all of East Baton Rouge Parish. The concentration in Neighborhood Parks is on informal activity, programmed activity, passive recreation, and community cohesion.

The following is a list of a few of the 100+ BREC Neighborhood Parks:

- Baringer Park
- Cadillac Street Park
- Cedar Ridge Park
- Church Street Park
- College Town Park
- Expressway Park
- Flanacher Park
- Goodwood Park
- Gus Young Park
- Jefferson Highway Park
- Parkview Park
- Spanish Town Park





SPECIAL USE PARK



What is a Special Use Parks

Special use parks include parks that serve a single, specialized purpose.

The following are some examples of BREC Special Use Facilities:

- Burbank Park
- Cohn Arboretum
- Farr Park Equestrian Center,
- Magnolia Mound Historic Site
- Magnolia Cemetery
- Memorial Park



CONSERVATION AREA



What is a Conservation Area

Conservation Areas are areas that are sometimes stand alone, but are sometimes an area within a park that is managed for conservation and often has nature trails or primitive hiking trails. Refer to each park's page for specific information about each park. Rules and Regulations vary from park to park.

The following is a list of the BREC Conservation Areas:

- Blackwater Conservation Area
- Bluebonnet Swamp Conservation Area
- Comite River Conservation Area
- Frenchtown Conservation Area
- Kendalwood Conservation Area



NATURE RESERVE

What is a Nature Reserve

These areas are completely undeveloped and are set aside for the protection of habitat and wildlife. There are no developed trails and should not be visited unless permission received through the conservation department. Areas like these are important for local ecosystems and provide habitat corridors for the connection of greenways, native plant growth and wildlife breeding.

The following is a list of the BREC Nature Reserves:

- Cohn Nature Preserve
- Jones Creek Nature Reserve
- South Harrell's Ferry Nature Reserve
- Burbank Nature Reserve
- Quarterhorse Nature Reserve
- Kinchloe Lloyd Baker Nature Reserve
- Jacob Kornmeyer Nature Reserve
- Wray Nature Reserve



GREENWAY



What is a Greenway

A greenway is a trail or road along a strip of undeveloped land, often near an urban area, set aside for recreational use or environmental protection. They are 10' – 16' accessible multi-use (bicycle/pedestrian) trails that have minimal interaction with vehicular roadways and connect people to parks, businesses, workplaces, and essential amenities. Typical amenities include benches, waste receptacles, water fountains, exercise stations, trailheads, and bike repair stations. Greenways may or may not be located on BREC property but the Greenway itself is considered public right of way.

The following is a list of the BREC Greenways:

- Downtown Greenway
- Greenwood Greenway
- Scotlandville Parkway
- Ward Creek Greenway
- Dawson Creek Greenway
- City Park Greenway



Phase 3 Feedback

- Requesting feedback on draft goals and ideas for strategies.
- Budgeting activity to understand priorities.
- Goal is to keep the activities simpler than the last survey.

IMAGINE YOUR PARKS

PARKS WITH PURPOSE



Join us for *Phase 3 Community Workshop* to share your input on how to improve BREC's parks, facilities, programs, and greenways.

MARCH 19
[5:30-7 PM]

**JACKSON
COMMUNITY PARK**
12250 Sullivan Rd, Baton Rouge

MARCH 21
[5:30-7 PM]

GUS YOUNG PARK
4200 Gus Young Ave, Baton Rouge

MARCH 27
[5:30-7 PM]

**HIGHLAND ROAD
COMMUNITY PARK**
14024 Highland Rd, Baton Rouge

All sessions will be open house format to enable participants to come and go at any time. Sessions will have identical content.



More info, visit the project website:



BREC.ORG/IMAGINEYOURPARKS3



SHARING PRIOR FEEDBACK



The meeting will summarize common themes of feedback so far and make connections to the draft goals and strategies shared at the workshop.

Example of key takeaway from previous feedback/input

Key Takeaways

Residents believe BREC holds a vital role in environmental conservation, education, and resilience and desire more programming and facilities in line with this goal.

Greenways and trails

was one of the most common ways residents engage with nature.
-Phase 1 Open Ended Survey

74% of surveyed residents say it is "very important" for BREC to reduce the risk of flooding and improve water and air by protecting green spaces from future development.
-Statistically Valid Survey

Environmental Equity (tree canopy, stormwater, green infrastructure)

is a top resident priority (#4 of top 5) for IYP3.
-Public Meetings

Green spaces

is considered a top reason why residents love BREC.
-Phase 1 Open Ended Survey

Approximately half of survey residents desire more passive nature recreation.



HIKING TRAILS



NATURAL PLAY AREAS



EDUCATIONAL SIGNAGE

-Statistically Valid Survey

"I love having so many green spaces near where I live. They are well maintained and get a lot of use."

"would love to see bird watching groups in areas that are considered conservation areas allowing the public to learn about migrating birds and local species."

"More focus on swamps and marshes. You can go to generic green lawn parks anywhere in the USA. Maybe focus on our more unique ecologies."

DRAFT VISION & GOALS



Overarching vision: **Connected Together: Parks with Purpose**

Themes / Principles	Equity	Community	Environment / Resilience	Connectivity	Sustainable Portfolio
Principles	<i>Welcoming everyone</i>	<i>Connected people</i>	<i>Connected environment</i>	<i>Connected places</i>	<i>Moving forward sustainably</i>
Draft Goals	<ul style="list-style-type: none"> • Quality • Accessible, Welcoming Design • Participation • Equitable Access • Engagement • Positive Impact 	<ul style="list-style-type: none"> • Inclusive Narratives • Community Health • Community Anchors • Expanded Programming • Safety & Security • Partnerships 	<ul style="list-style-type: none"> • Water Management • Heat Resilience • Environmental Quality • Sustainable Facilities • Environmental Engagement • Open Space Preservation 	<ul style="list-style-type: none"> • Access • Greenways • Regional Connections • Internal Paths • Blueways 	<ul style="list-style-type: none"> • Collaborative Workplace • Financial Sustainability • Balanced Growth and Reinvestment • Technology • Diverse Funding • Communications

DRAFT VISION & GOALS



Connected Together: Parks with Purpose

IYP3's Vision

While the EBRP varies greatly across the Parish, shared values and principles connect the region towards a vision of a high quality, equitable, and vibrant park system. The IYP3 vision “Connected Together: Parks with Purpose” will focus on 5 key principles.



Welcoming Everyone

BREC will strive to make all parks and facilities accessible to the broader community by removing barriers to participation.



Connected People

BREC will create culturally relevant spaces which serve as hearts for the communities they serve.



Connected Environment

BREC will strive to protect native ecosystems in the region and teach the broader benefits they provide.



Connected Places

BREC will partner with local entities to create safe connections to parks and greenways.



Moving Forward Sustainably

BREC will balance sustainable growth with routine maintenance to offer high quality recreation opportunities.

PRINCIPLE 1:

Welcoming Everyone

DRAFT GOALS

	Quality Increase the quality baseline that all facilities must meet for consistent quality across the region.
	Accessible, Welcoming Design Implement park design strategies that improve accessibility and increase a sense of belonging for community members who may have historically or currently face barriers to access.
	Participation Continue to identify and reduce barriers to participation for underrepresented community members.
	Equitable Access Provide an equitable distribution of programming and park experiences, providing access to core BREC experiences across communities, while also adapting to unique neighborhood needs.
	Engagement Expand avenues for community engagement and sharing to foster continued transparency in future BREC investments and decisions.
	Positive Impact Identify opportunities for BREC to contribute to more equitable communities in the parish.
	Equitable Operations Support access to opportunity through equitable hiring and operations.

WHAT ARE THE NEEDS TODAY?

Many of BREC's older special facilities are in need of renovation to replace aging roofs, outdated building systems, and other deferred maintenance projects. Pairing building maintenance with ADA / universal design improvements, will make BREC parks accessible to all.



CASE STUDIES

Ris ariam incium, quide

Parum illorei usapiscium re labor acestia sitaeperat as ducimus, cupate occulle ndaerae perum alis dolupta tusdandani cus plibus adi occum verum rectume

Harum quaturibus, que velli quas ut

Voluptas derum dolum remquistant earum re voloreratate nos culla pe sum ide nus quo omnis sinuscit, vendis sequi doluptatia statatur, qui odit volento

Share your thoughts!

Place a sticker on the thermometer or share feedback on a sticky note to tell us what you think of this principle!



BUDGETING ACTIVITY



How would you spend 100 BREC Bucks?

- Community members will all receive the same amount of “money” and will then have to decide how to spend their money best across various initiatives.
- Information will be provided about how BREC funding works – where it comes from and how it is spent.



Programming



Greenways



**New
Investment**



Conservation



**Daily
Maintenance**



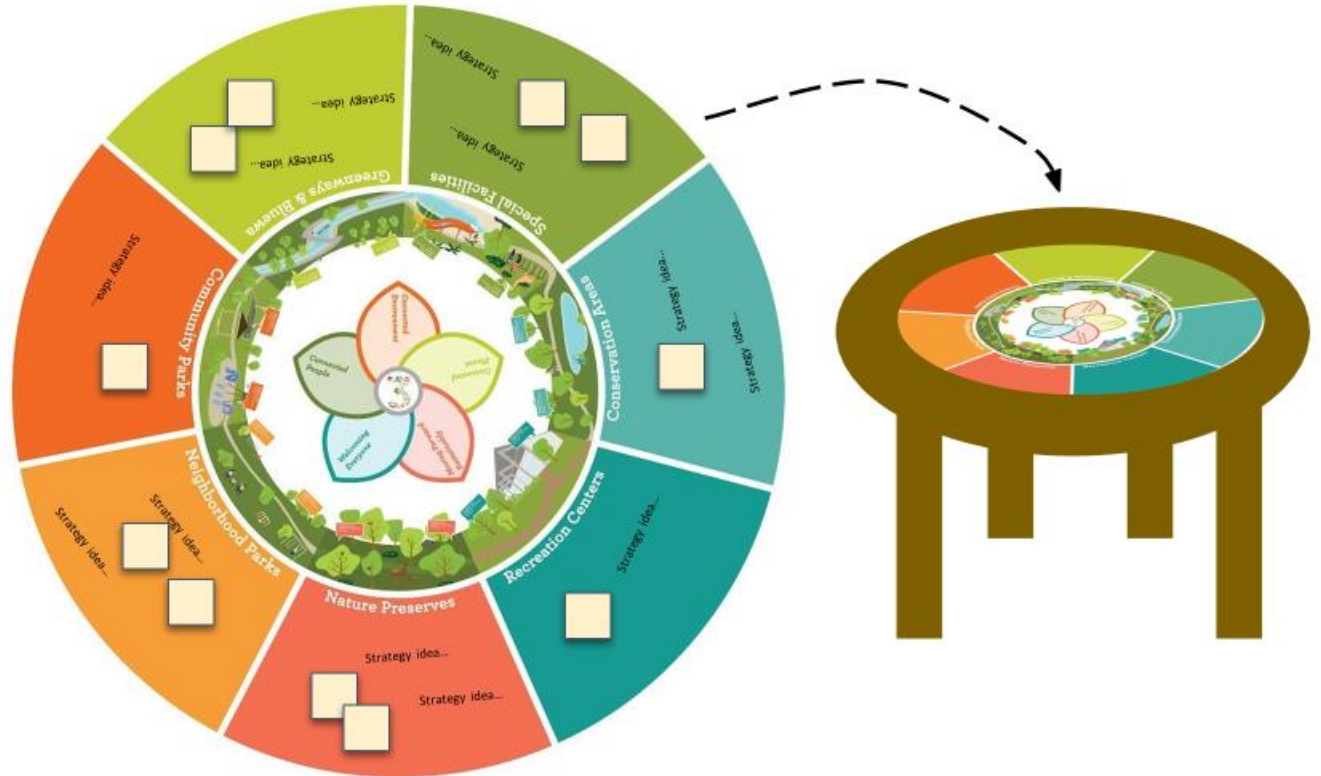
**Facility
Renovations**

STRATEGY IDEAS INPUT & FEEDBACK



Strategy Ideas Roundtable

- A large collage centerpiece for strategy ideas will be placed on a table.
- The collage will show different types of BREC facilities – from neighborhood parks to greenways to facilities.
- Example strategy ideas will be listed.
- Community members can give feedback on the listed strategies and add new ones.



OUTSIDE OF THE WORKSHOP



Activities are designed to work as an engagement toolkit.

- The activities could be taken to other events to hear community ideas and priorities.
- Designed to prompt conversations and be easy to participate in.
- Online survey with same questions will also be set-up to increase flexibility for participation.
- Would a paper survey / handout version also be helpful?

Engagement Toolkit that can travel to other events



DOOR TO DOOR CANVASSING



Additional methods include potential door to door canvassing.

- Canvassing efforts would target regions of the parish that have had limited engagement.
- Questions would be easy to ask and similar to those we hope to ask at the public meeting.

If you had to split BREC funds between new investments, existing renovations, park programs, daily maintenance, and conservation how would you rank the spending from most to least important?

On a scale from 1-5 with 5 being the highest score, how well do you like principle 1 "Welcoming Everyone"? This principles states that "BREC will strive to make all parks and facilities accessible to the broader community by removing barriers to participation. (*Repeated for other plan principles*)

Which principle do you think will have the greatest positive impact on your local community in the next 10 years?

THOUGHTS?

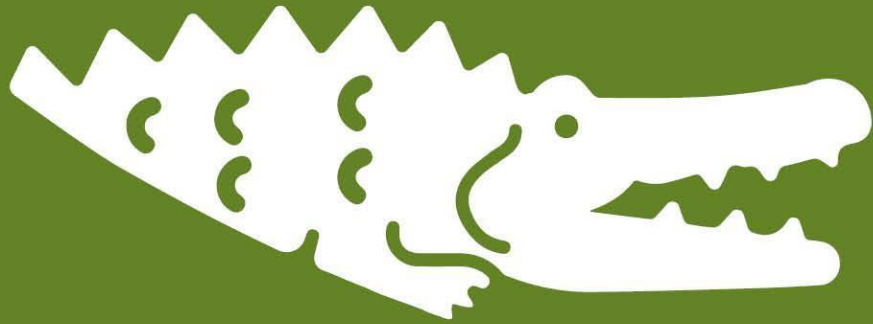


What do you think about these proposed activities?

Will they be easy to understand and participate in?

Other suggestions?





Questions?