



Comprehensive Parks and Recreation Master Plan Findings Presentation



August 2/3 , 2017

Agenda

- ❑ **Process**
- ❑ **Demographics**
- ❑ **Trends**
- ❑ **Survey Results**
- ❑ **Level of Service**
- ❑ **Key Issues**
- ❑ **Recurring Themes**
- ❑ **Preliminary Recommendations**
- ❑ **Q & A**



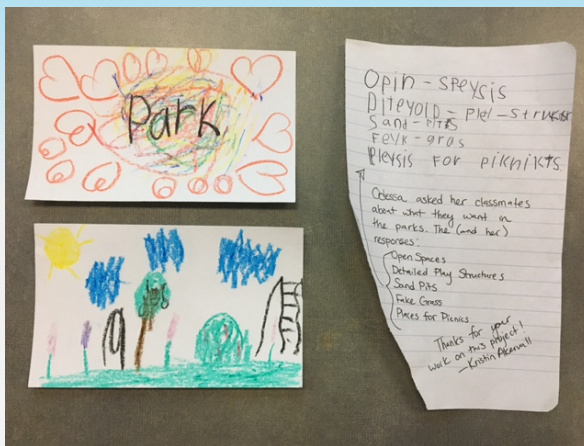
Process

- ❑ Start-up
- ❑ Community Input
 - ❑ Focus Groups
 - ❑ Stakeholder Meeting
 - ❑ Survey
- ❑ Demographics
- ❑ Trends
- ❑ Level of Service Analysis
- ❑ Findings Presentation
- ❑ Visioning Workshop
- ❑ Draft Plan & Presentation
- ❑ Final Plan & Presentation



Focus Group and Stakeholder Summary

- 42 participants
- 6 Focus Groups
- 13 Stakeholder Meetings

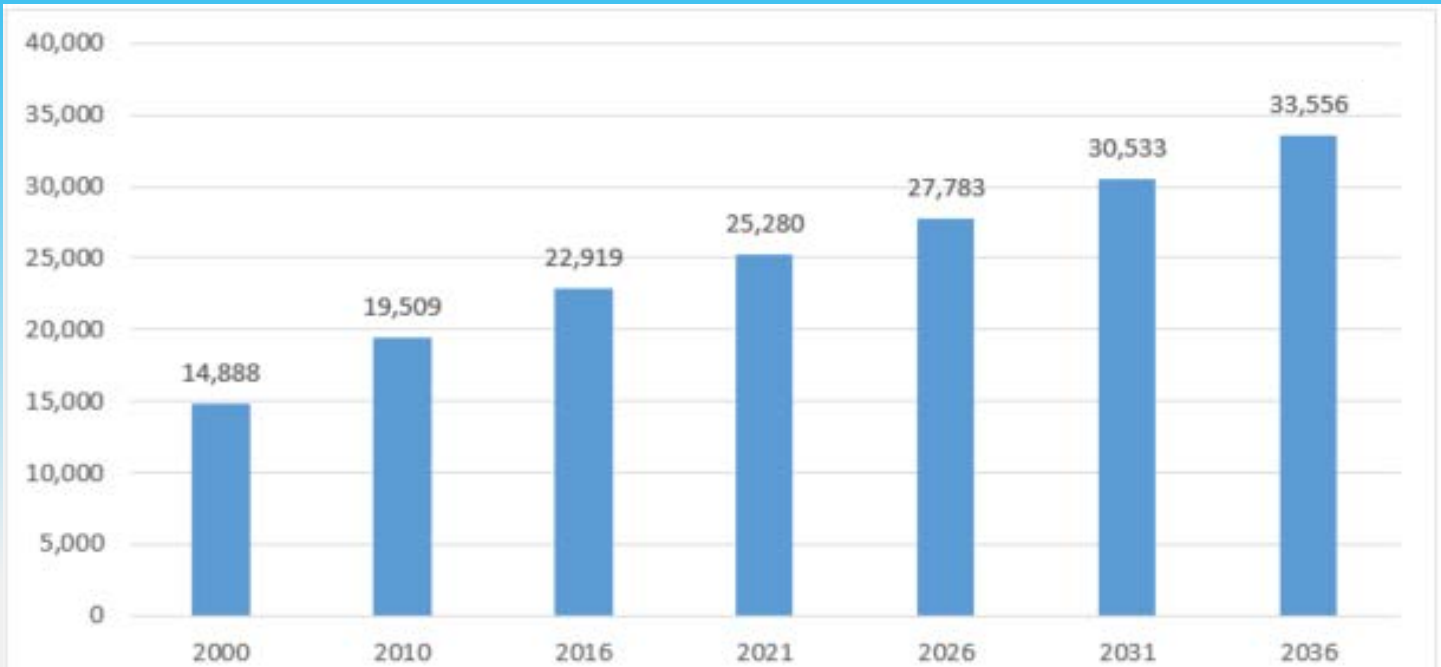


2016 Demographics Snapshot

Population	22,919
Median Age	37
Average Household Size	2.32
Households	9,305
Median Household Income	\$56,181

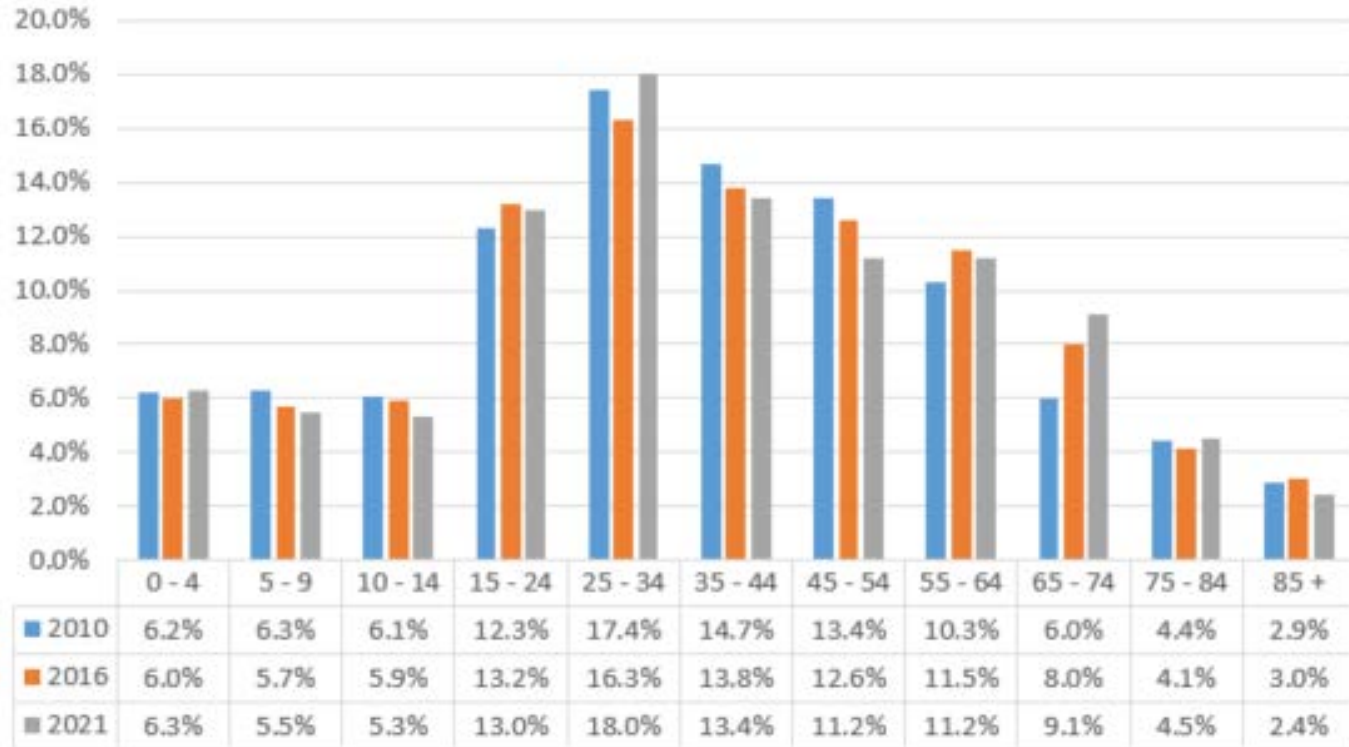
Source: U.S. Census Bureau

Population Projection



Source: U.S. Census Bureau, future populations projected using 2016 – 2021 annual growth rate (1.89%)

Population Age Projection



Source: U.S. Census Bureau

Demographics Summary

Wilsonville City, OR

GREENPLAY LLC

The Leading Edge in Parks, Recreation
And Open Space Consulting

EMPLOYMENT



73%

White Collar



14%

Blue Collar



13%

Services



5.0%
Unemployment
Rate

BUSINESS



1,171

Total Businesses



18,099

Total Employees



KEY FACTS

22,919

Population

37.0

Median Age



2.3
Average
Household Size

\$56,181

Median Household
Income

Age Pyramid



20% 10 0 10 20%

The largest group:
2016 Females Age
25-29

The smallest group:
2016 Males Age
80-84

Dots show comparison to
Clackamas County

ANNUAL LIFESTYLE SPENDING



\$1,815

Travel



\$51

Theatre/Operas/
Concerts



\$71

Movies/Museums/
Parks



\$52

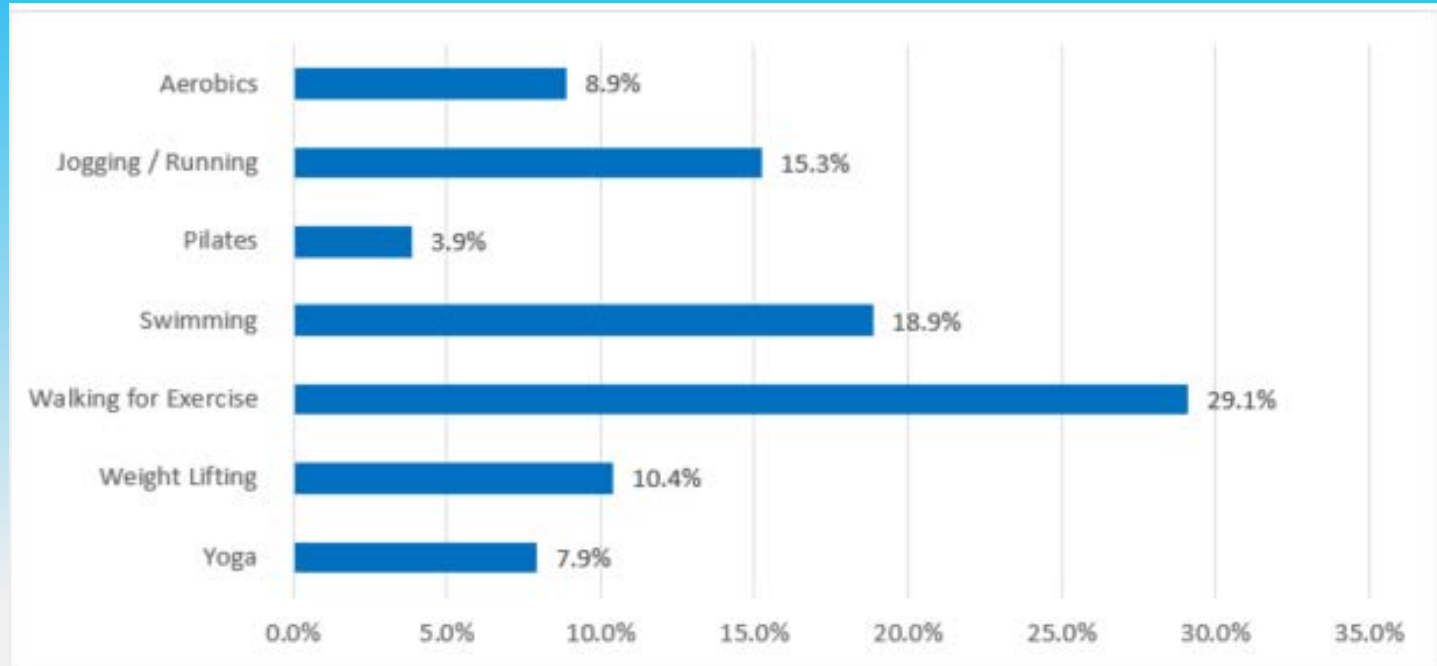
Sports Events



\$3

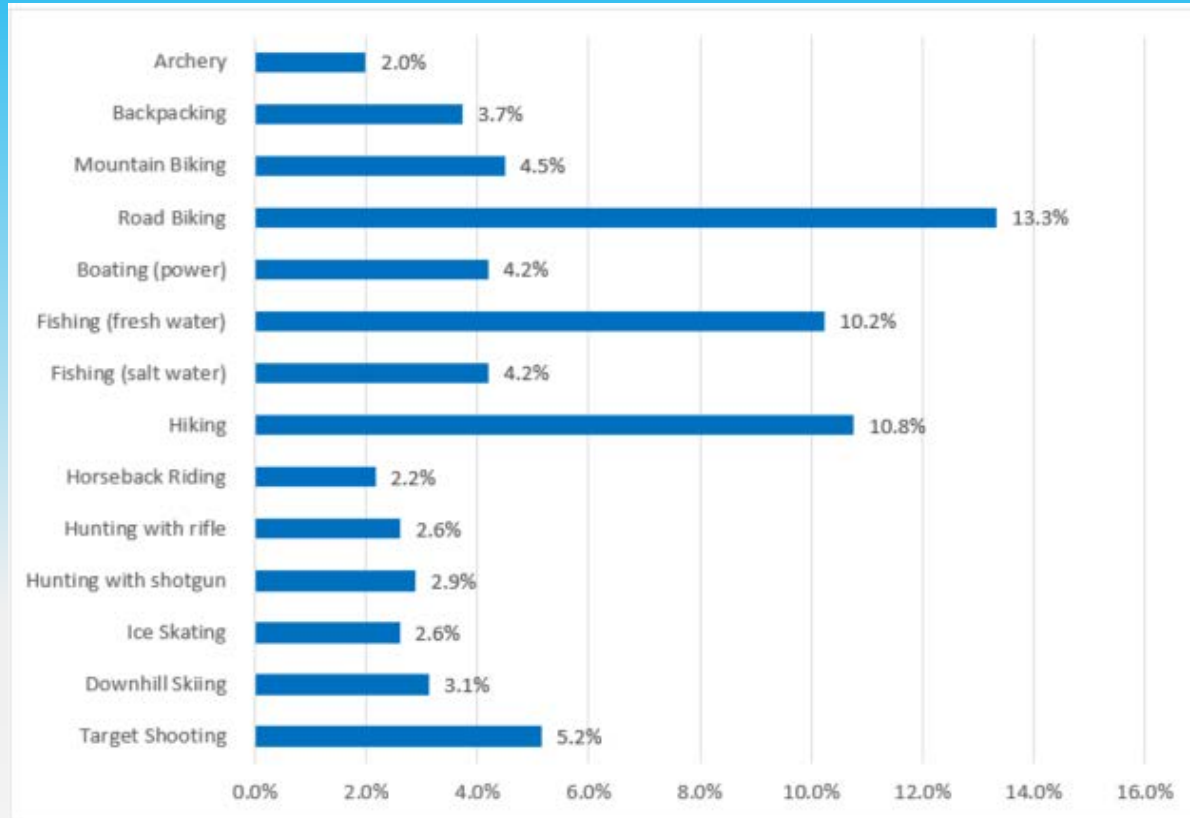
Online Games

Fitness Participation Rates for Wilsonville



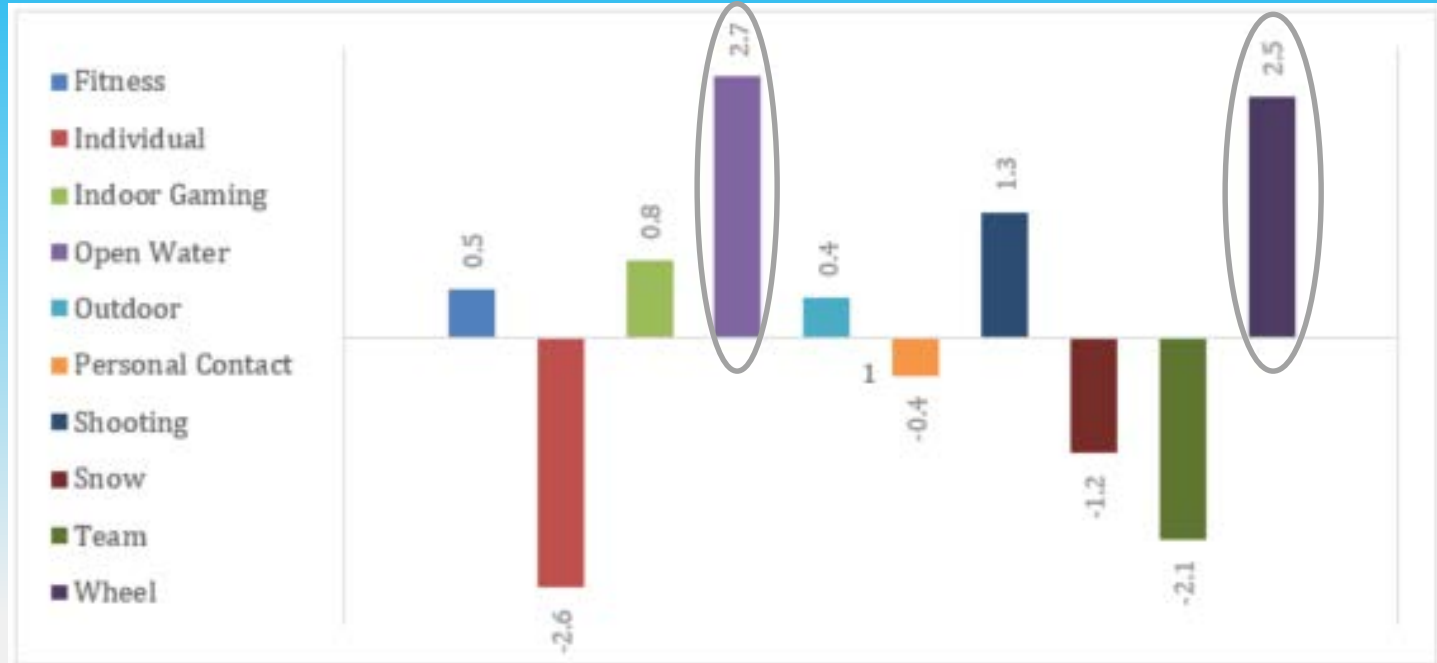
Source: Esri Business Analyst, Sports and Leisure Market Potential

Outdoor Participation Rates for Wilsonville



Source: Esri Business Analyst, Sports and Leisure Market Potential

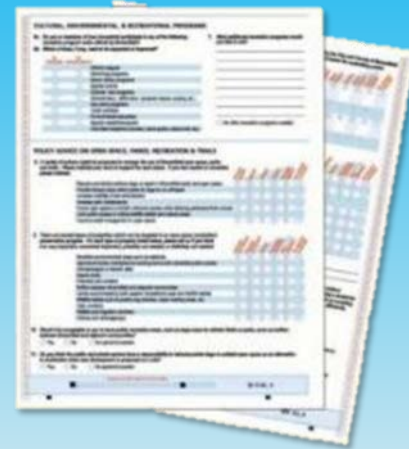
Changes in Sports Activity Participation



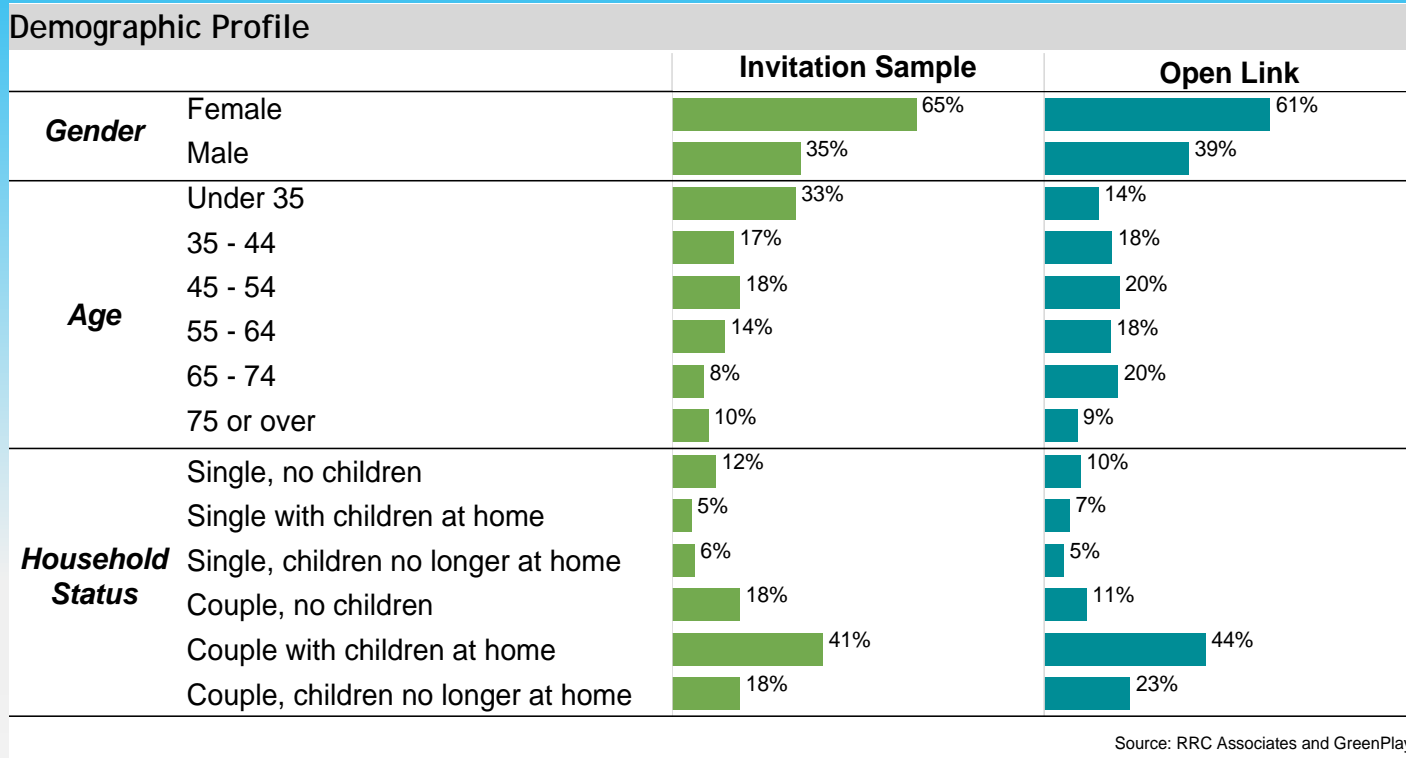
Source: National Sporting Goods Association, Sports participation in the United States 2015

Survey Results

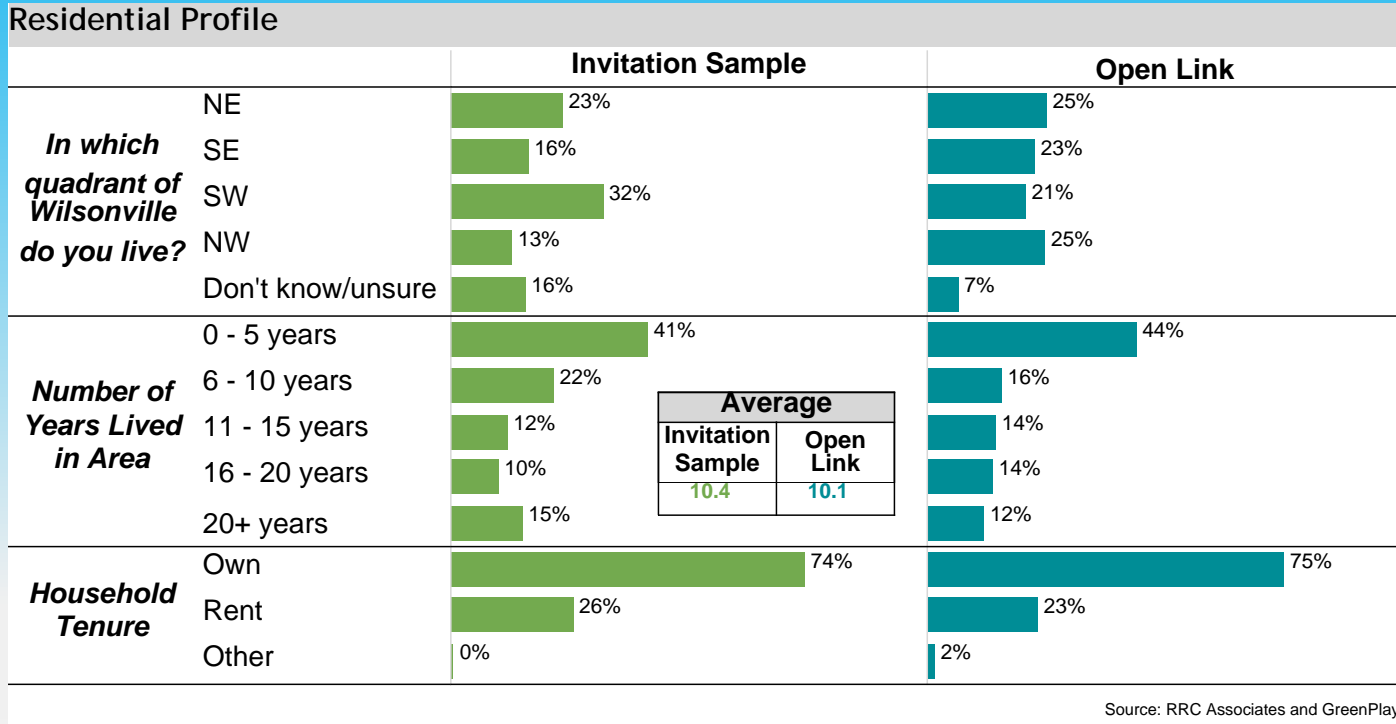
- 3,500 Random mailed Surveys June 2017
- Invitation survey responses 663
- 3.8% +/- Confidence rate
- Open Link survey responses 318
- Total responses 981



Demographic Profile

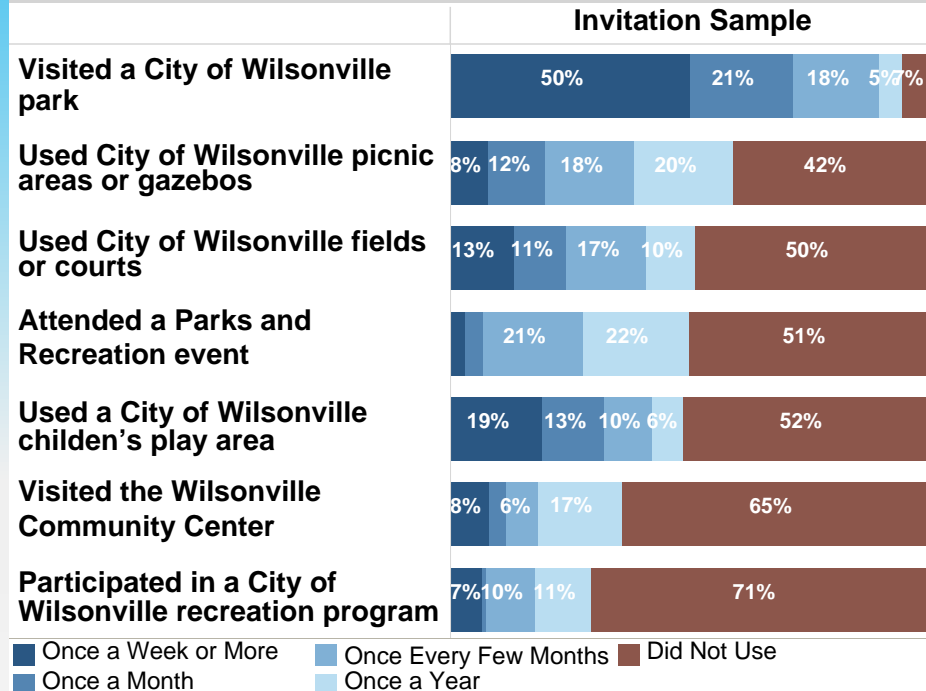


Residential Profile



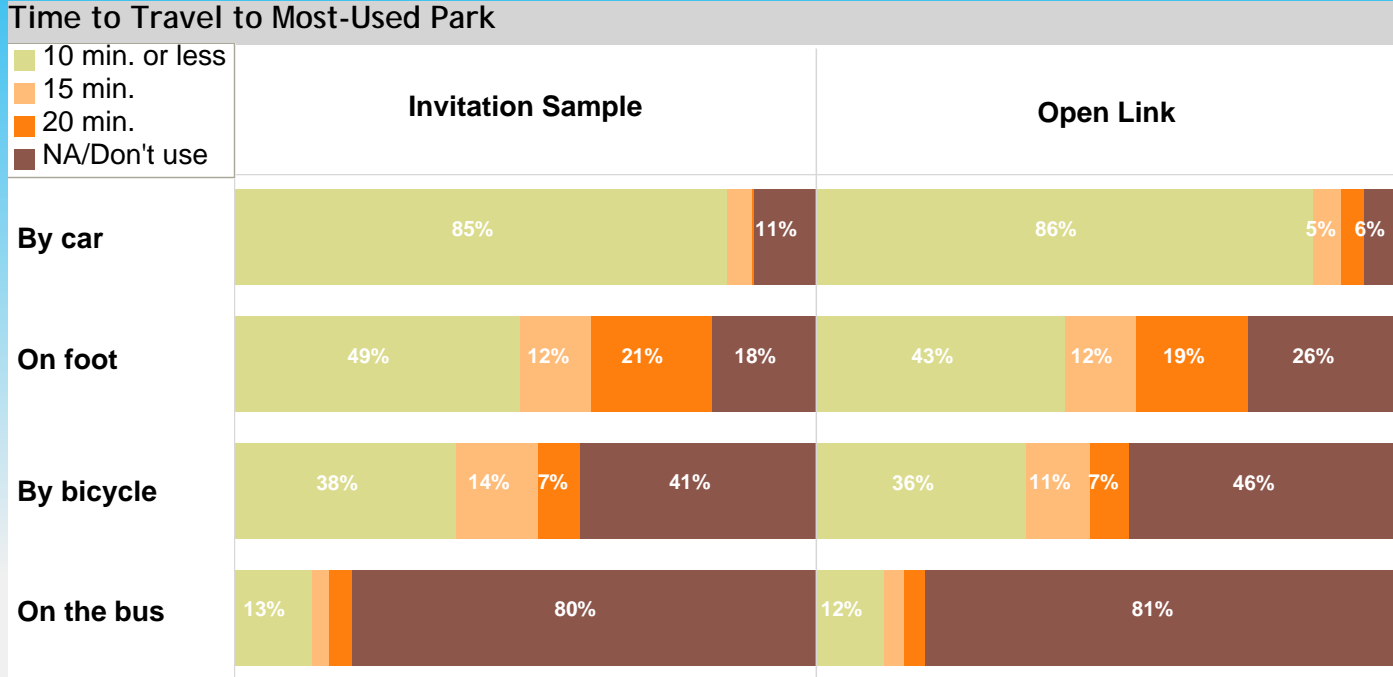
Usage of Parks/Facilities in Past Year

Usage of Wilsonville Parks, Facilities, and Services in Past Year





Travel Time

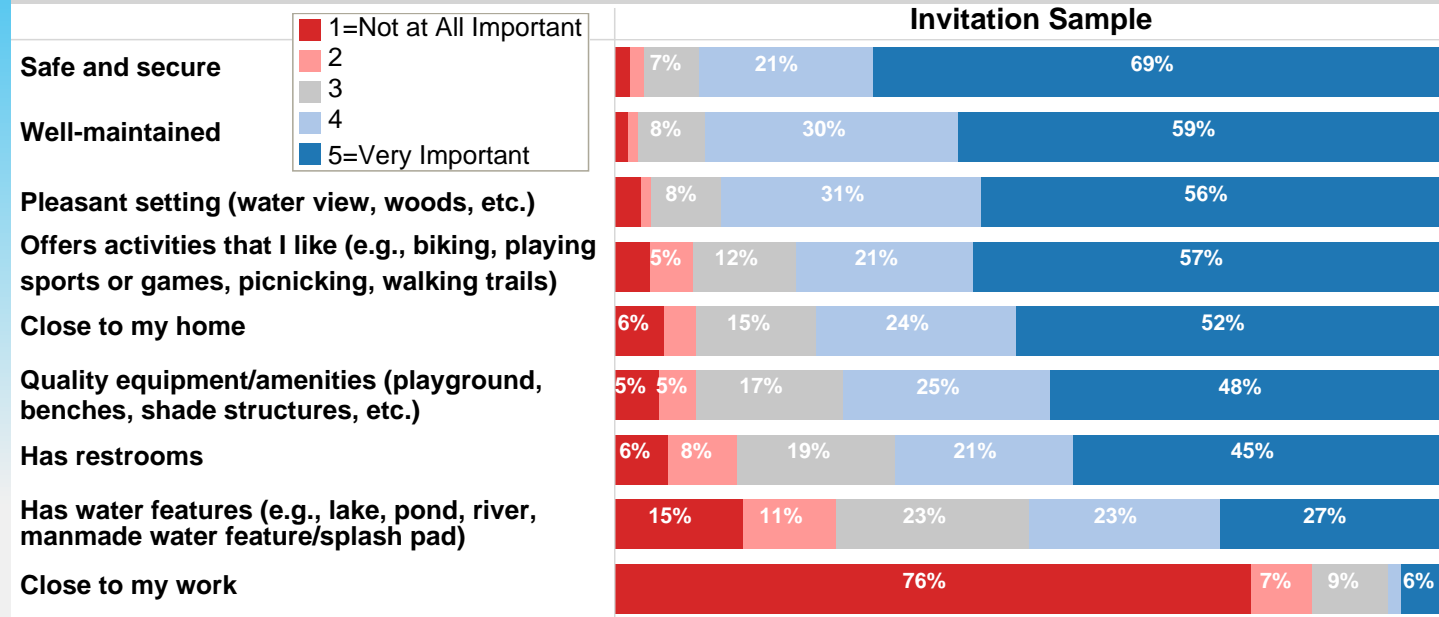


Source: RRC Associates and GreenPlay



Factors for Using a Park

Importance of Various Factors in Explaining Selection of Most-Used Park
Sorted by Average Rating

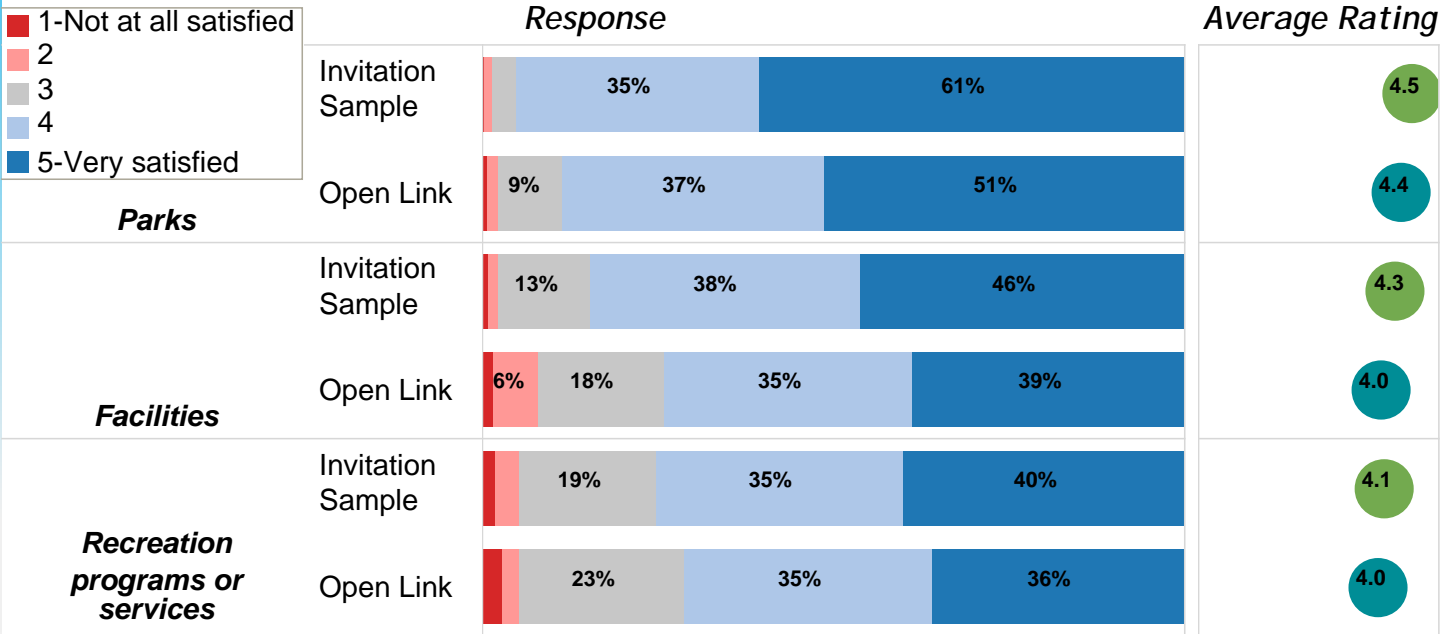
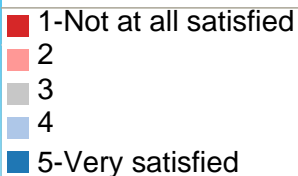


Source: RRC Associates and GreenPlay



Satisfaction with Parks & Recreation

How satisfied have you and your household been with the adequacy of Wilsonville...

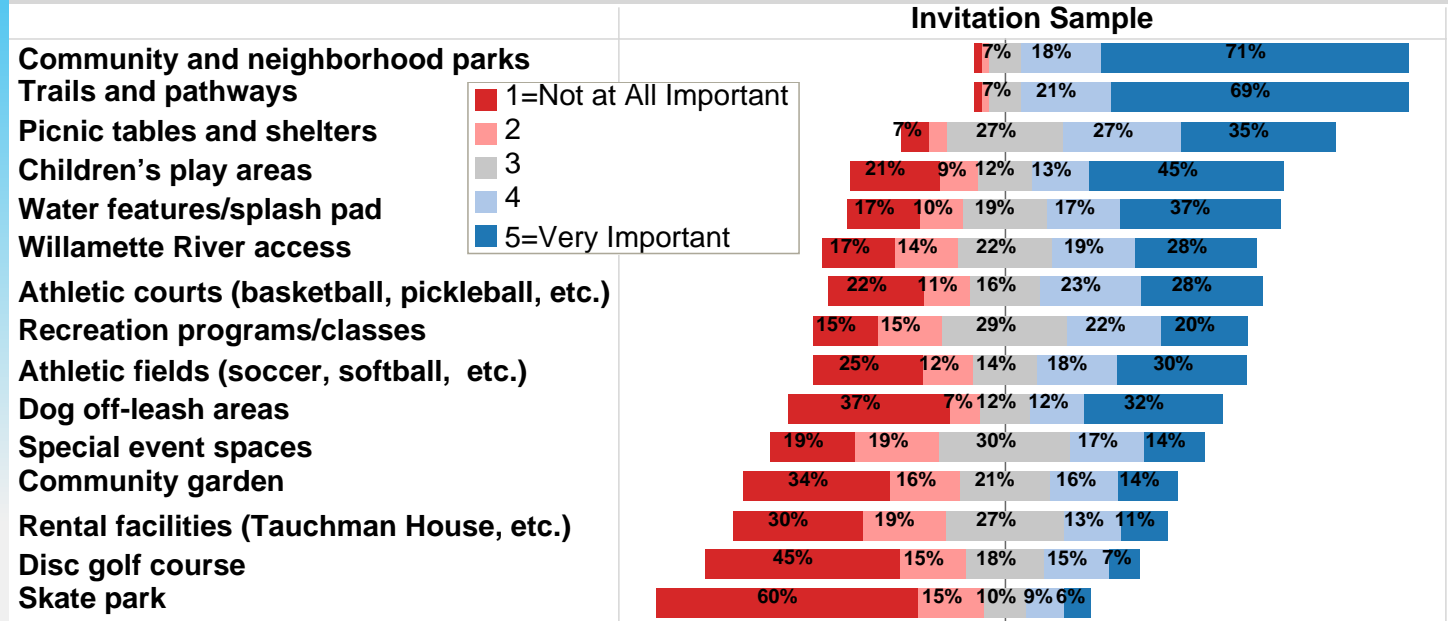


Source: RRC Associates and GreenPlay



Importance of Existing Facilities

Importance of Current Wilsonville Facilities to Household *Sorted by Average Rating*

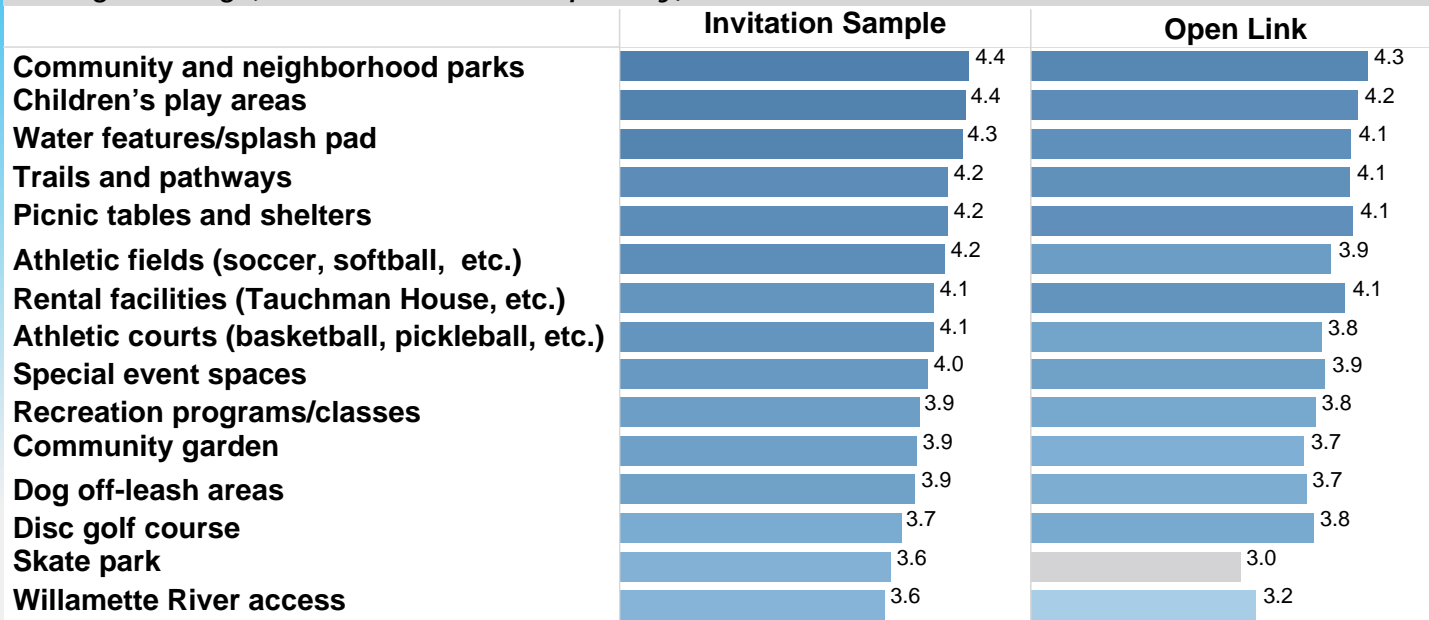


Source: RRC Associates and GreenPlay



Degree to Which Facilities Meet Needs

Degree to Which Current Facilities Meet the Needs of the City of Wilsonville
Average Rating (1=Not At All, 5=Completely)



Source: RRC Associates and GreenPlay



IMPORTANCE-PERFORMANCE MATRIX

High Importance/ Low Needs Met

These are key areas for potential improvements. Improving these facilities would likely positively affect the degree to which community needs are met overall.

High Importance/ High Needs Met

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

These “niche” facilities have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

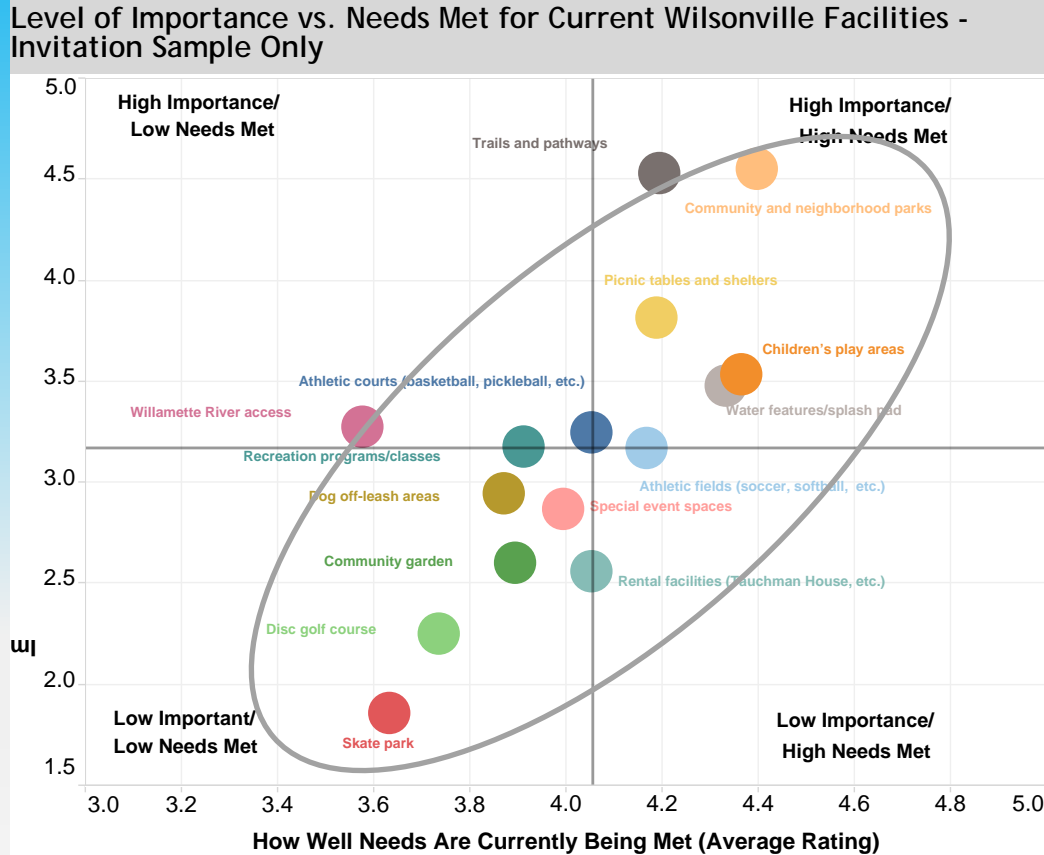
Low Importance/ Low Needs Met

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive.

Low Importance/ High Needs Met



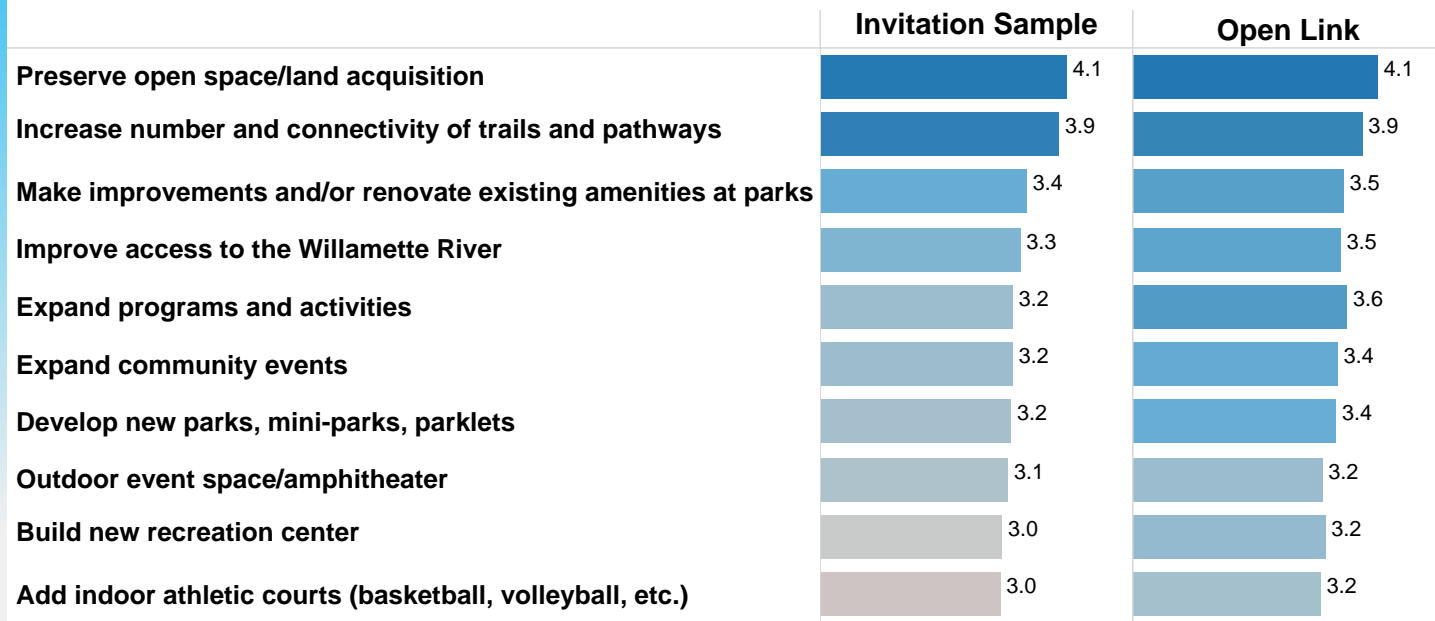
Importance-Performance Matrix





Importance of Future Facilities

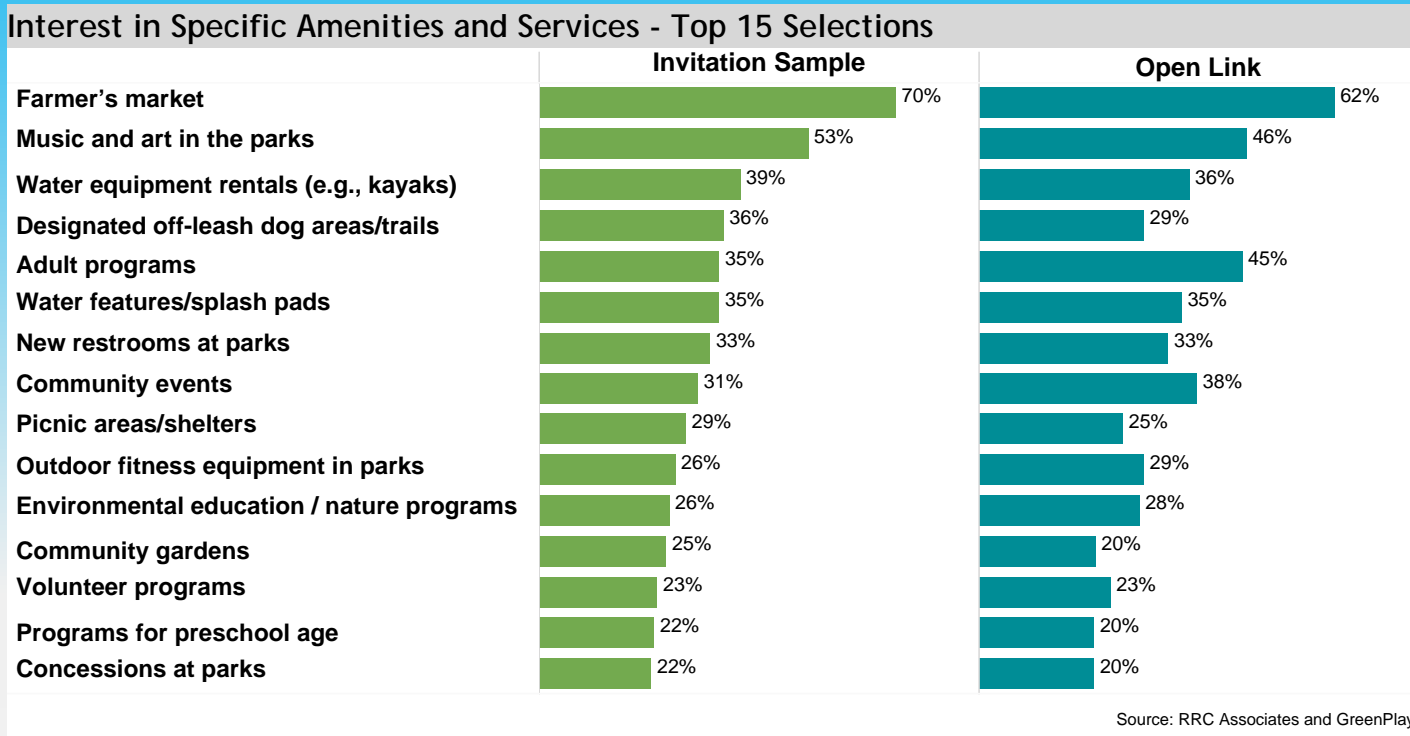
Most Important Needs for City of Wilsonville to Address Over Next 5 to 10 Years
Average Rating (1=Not At All Important, 5=Very Important)



Source: RRC Associates and GreenPlay



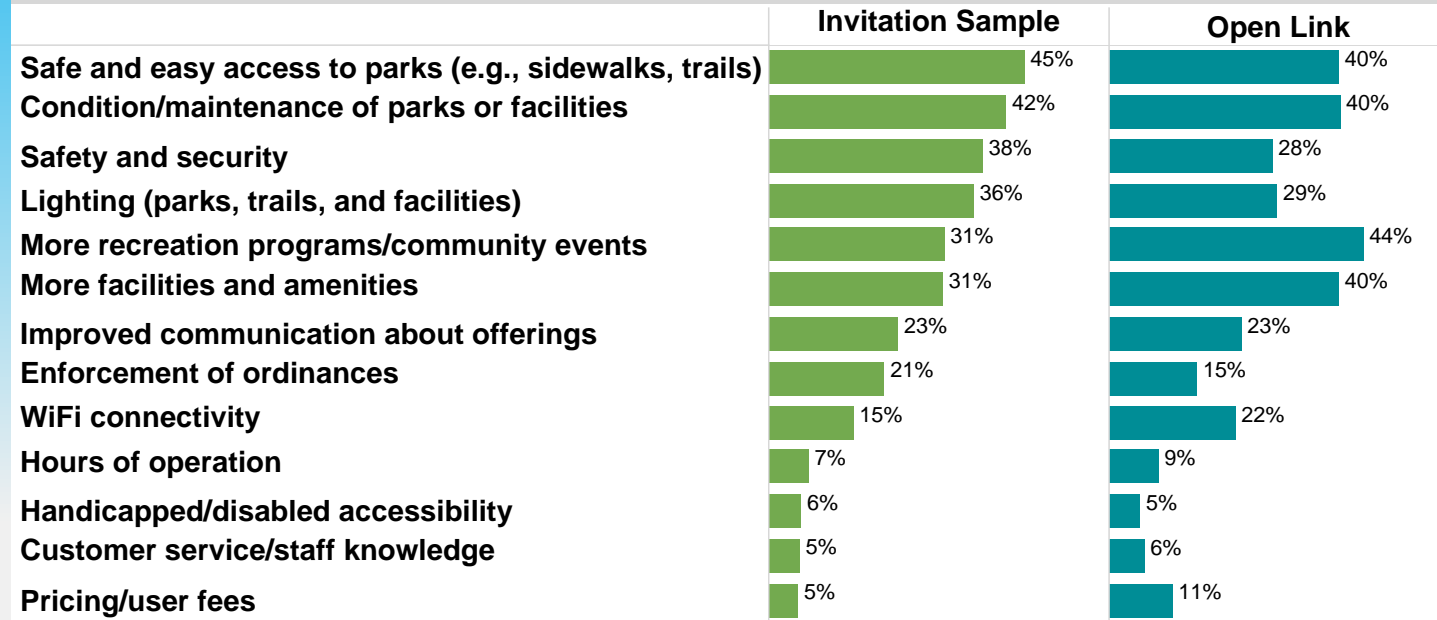
Expansions or Additions





Factors That Would Increase Usage

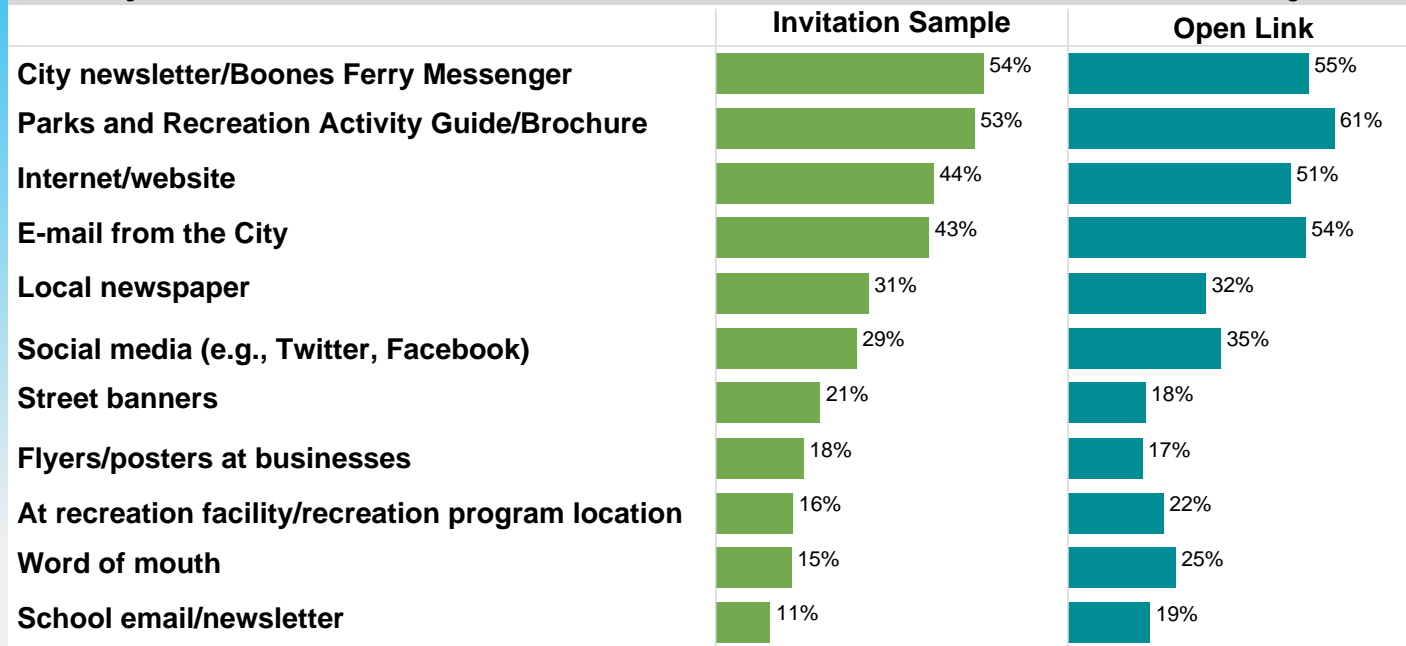
Most Important Areas That, If Addressed by the City of Wilsonville, Would Increase Utilization of Parks and Recreation Facilities



Source: RRC Associates and GreenPlay

📞 Best Way to Receive Information

Best Way to Receive Information on Parks and Recreation Facilities, Services, and Programs



Source: RRC Associates and GreenPlay

Summary of Selected Findings

- **Parks Highly Used and Valued**
- **Safety and Maintenance are Important**
- **Trail and Pathway Connectivity High Priority**
- **Willamette River Access**
- **Programs/Activities and Athletic Courts**
- **Preservation of Open Space/Land Acquisition a Top Priority**

Summary of Selected Findings

- **Increase Farmer's Market Opportunities**
- **Keep Up the Good Work**
- **Priorities Vary by Location of Residence**
- **Priorities Vary By Presence of Children in the Home**

Inventory & Assessment

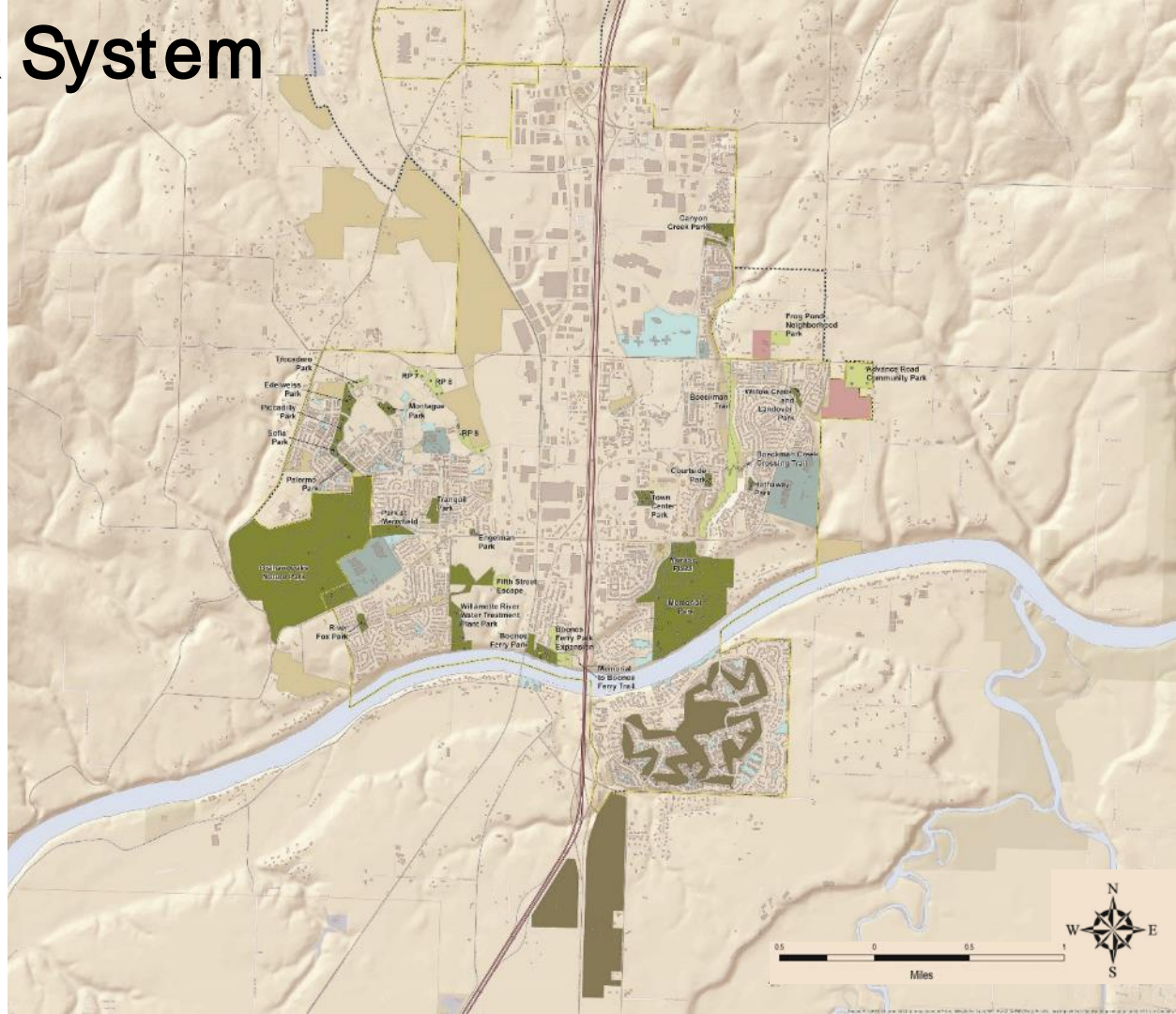
- **What parks and features do you have now?**
 - What are they?
 - Where are they located?
 - How good are they?
- **How easily can residents get to them?**
 - By walking vs driving, etc.
- **Are they where they are needed?**
 - Are there gaps?

Wilsonville's Park System

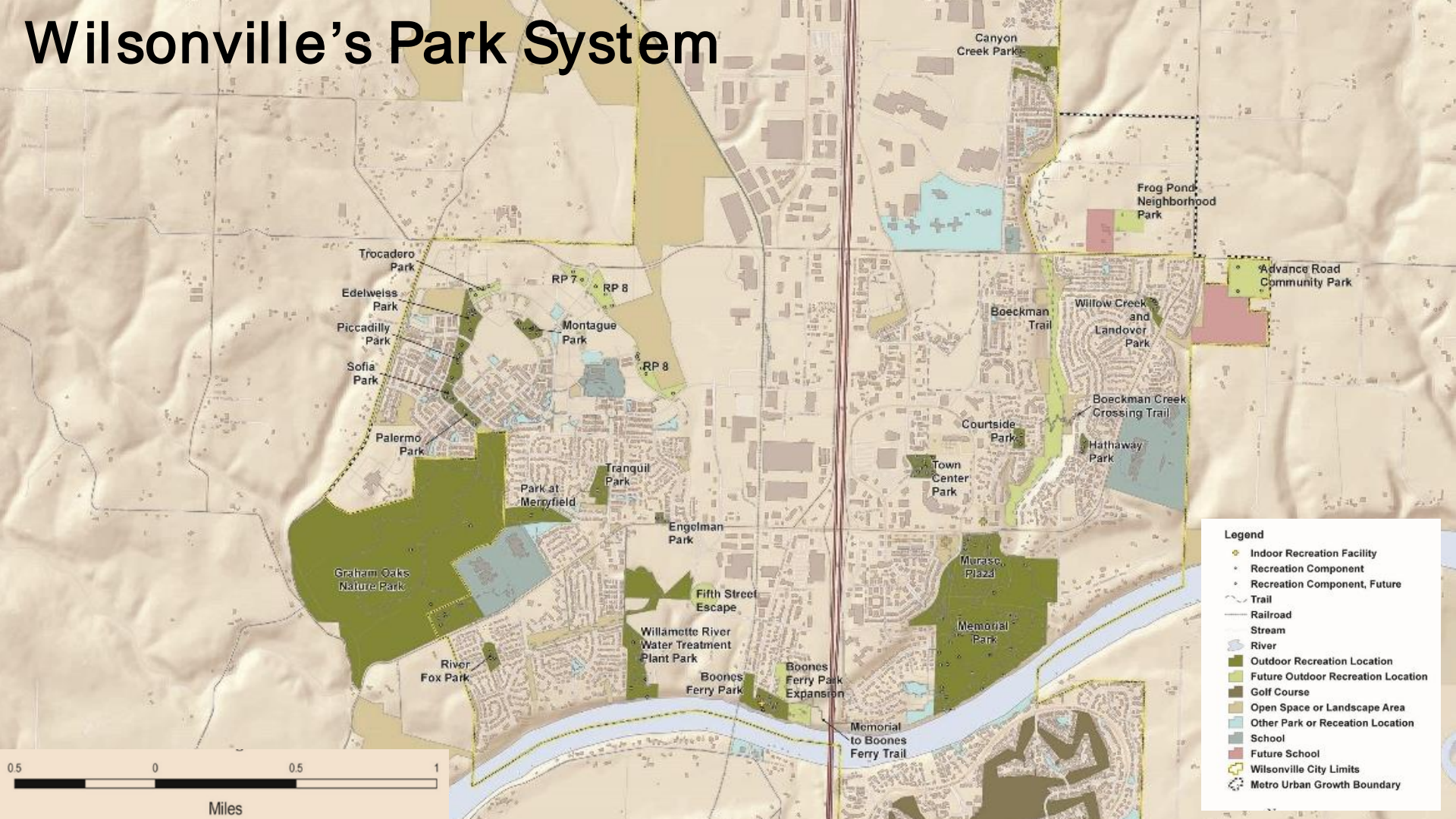
- 21 Outdoor Sites
- 3 Indoor Facilities
- 27+ miles of Trails

Legend

- ⊕ Indoor Recreation Facility
- Recreation Component
- Recreation Component, Future
- Trail
- Railroad
- Stream
- River
- Outdoor Recreation Location
- Future Outdoor Recreation Location
- Golf Course
- Open Space or Landscape Area
- Other Park or Recreation Location
- School
- Future School
- ⊕ Wilsonville City Limits
- ⊙ Metro Urban Growth Boundary



Wilsonville's Park System



Inventory of Parks and Facilities



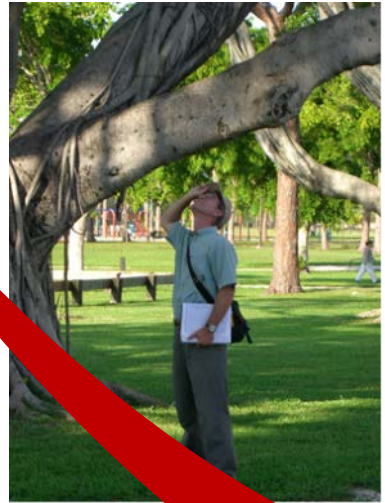
GIS Dataset Includes:

- 8 Future Parks/ Sites
- 2 Golf Courses
- 47 'Other' Parks
- 4 Schools
- 2 Future Schools
- 149 Open Space or Landscape Areas



Inventory of Parks and Facilities

Visit site



Assess site and its features



A collage of documents and maps related to a GIS dataset for Palermo Park. The central map shows an aerial view of the park with various features highlighted in green and yellow. Surrounding the map are several document pages, including a 'GRASPO Atlas' for Palermo Park, an 'Inventory Data' table, and a 'Community Center' section. The documents contain text, tables, and legends. A large red arrow points from the 'Visit site' and 'Assess site' sections towards the GIS data compilation section.

Compile GIS dataset

Component Based Evaluations

155 components and **21** locations were scored on *condition*, *functionality*, and *quality* using the **GRASP®** measuring system



Components (Outdoor)

LOCATION	Aquatics, Spray Pad	Basketball Court	Basketball, Practice	Diamond Field	Diamond Field, Complex	Disk Golf	Dog Park	Educational Experience	Event Space	Fitness Course	Game Court	Garden, Community	Garden, Display	Golf, Practice	Horseshoe Court	Loop Walk	Natural Area	Open Turf	Other-Active	Passive Node	Pickleball Court	Picnic Ground	Playground, Destination	Playground, Local	Public Art	Rectangular Field, Large	Shelter, Large	Shelter, Small	Skate Park	Tennis Court	Trailhead	Volleyball Court	Water Access, Developed	Water Access, General	Water Feature	Water, Open	Total Number of Components in Park	
Memorial Park		1		5	1	1	1	1				1			1	2	2				2		2		3	3	2	1	2		1	1	1		1	35		
Town Center Park	1		1					1	1				1			1		1	1		1		1	4		1								1		16		
Murase Plaza	1							1	1				1				1	1			1	1				4								1		13		
Graham Oaks Nature Park								1									1			4				1		1			1								9	
Montague Park									1	1				1		1		1			1		2				1										9	
Willamette River Water Treatment Plant Park								1								1	1	2								2								1	1		9	
Edelweiss Park		1											1					2		1	1		1			1											8	
Boones Ferry Park			1					1										1					1					1						1		1		7
Willow Creek and Landover Park			2														1	1					2				1											7
Canyon Creek Park																1	2	1		1		1															6	
Hathaway Park			1													1		1					2															5
Sofia Park	1																	1					1			1								1			5	
Courtside Park																1		1				1																4
Engelman Park																1		1					2															4
Palermo Park			1								1							1	1																			4
Piccadilly Park															1			1					1							1								4
Boeckman Creek Crossing Trail								1									1																		1			3
Park at Merryfield								1									1						1															3
River Fox Park																1		1					1															3
Tranquil Park																1																						1
Memorial to Boones Ferry Trail																																						0
Total number of components in system:	3	2	6	5	1	1	1	8	3	1	1	1	3	1	2	8	11	19	1	7	4	4	1	18	5	3	14	4	1	2	1	2	1	2	4	4		

General Assessment



Current Parks:

- Generally well maintained
- Vary greatly in number of amenities and overall size
- Most have good street visibility and frontage and offer adequate public access
- Include pickleball courts, aquatic spray grounds, disc golf and nature-based playgrounds (popular national trends)

Issues to consider:

- Insuring ADA accessibility to parks and park amenities--continued implementation of the ADA Transition Plan
- Playground upgrades and drainage
- All sports fields are located at Memorial Park
- No standalone rectangle fields.
- River access is limited

General Assessment



Sample of
low-scoring
components










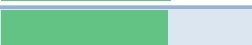
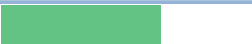






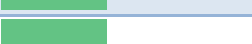
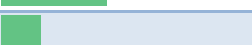



Map ID	Location	Component	Quantity	Neighborhood Score	Community Score	Lights	Comments
C154	Boones Ferry Park	Playground, Local	1	1	1		Dated and poor drainage
C156	Boones Ferry Park	Shelter, Small	1	1	1		Gazebo in need of repair
C235	Boones Ferry Park	Water Access, General	1	1	1		Could be enhanced
C110	Canyon Creek Park	Natural Area	1	1	1		Area is kind of overgrown and under the power lines
C205	Edelweiss Park	Open Turf	1	1	1		Poor turf quality
C170	Hathaway Park	Playground, Local	2	1	1		Neither playground is ADA accessible
C157	Memorial Park	Horseshoe Court	1	1	1		In need of repair
C120	Memorial Park	Playground, Local	1	1	1		Swings only
C123	Memorial Park	Rectangular Field, Large	1	1	1		Overlay
C130	Memorial Park	Rectangular Field, Large	2	1	1	Y	Overlays
C131	Memorial Park	Skate Park	1	1	1		Lacks size and amenities features for a park this size
C118	Memorial Park	Volleyball Court	1	1	1		This could probably stand an upgrade
C228	Murase Plaza	Garden, Display	1	1	1		Nice area but seems a bit under-maintained or under-planted
C243	Palermo Park	Game Court	1	1	1		Overlay on basketball
C199	Sofia Park	Aquatics, Spray Pad	1	1	1		Limited compared to other spray areas in town
C174	Town Center Park	Event Space	1	1	1		Pretty much just a concrete pad
C151	Willow Creek and Landrover Park	Playground, Local	2	1	1		Limited play structures and not ADA accessible

Level of Service: Park Rankings

- Parks can be compared to others within the Wilsonville system
- 7 of the 21 parks assessed in Wilsonville are in the **top 10%** of *almost 3900* parks assessed nationwide

This compares the LOS provided by each park . . .

Park Rank	LOCATION	GRASP® Scale
1	Memorial Park	
2	Town Center Park	
3	Murase Plaza	
4	Willamette River Water Treatment Plant Park	
5	Montague Park	
6	Edelweiss Park	
7	Graham Oaks Nature Park	
8	Sofia Park	
9	Piccadilly Park	
10	Palermo Park	
11	Boones Ferry Park	
12	Willow Creek and Landover Park	
12	Boeckman Creek Crossing Trail	
14	Courtside Park	
15	Hathaway Park	
16	Engelman Park	
17	Canyon Creek Park	
18	River Fox Park	
19	Park at Merryfield	
19	Tranquil Park	
21	Memorial to Boones Ferry Trail	

Level of Service: Access

True LOS is a blend of what you have available and how easy it is to get to. We measured it two different ways:

Neighborhood Access (Drive, Skate, Whatever)

- One mile service areas
- Premium within 15 minute walk

VS

Walkable Access (Walking Only)

- 15 minute walk service areas
- Barriers (highways, major roads, river) limit walkable access

Both include outdoor sites, indoor facilities, and trails

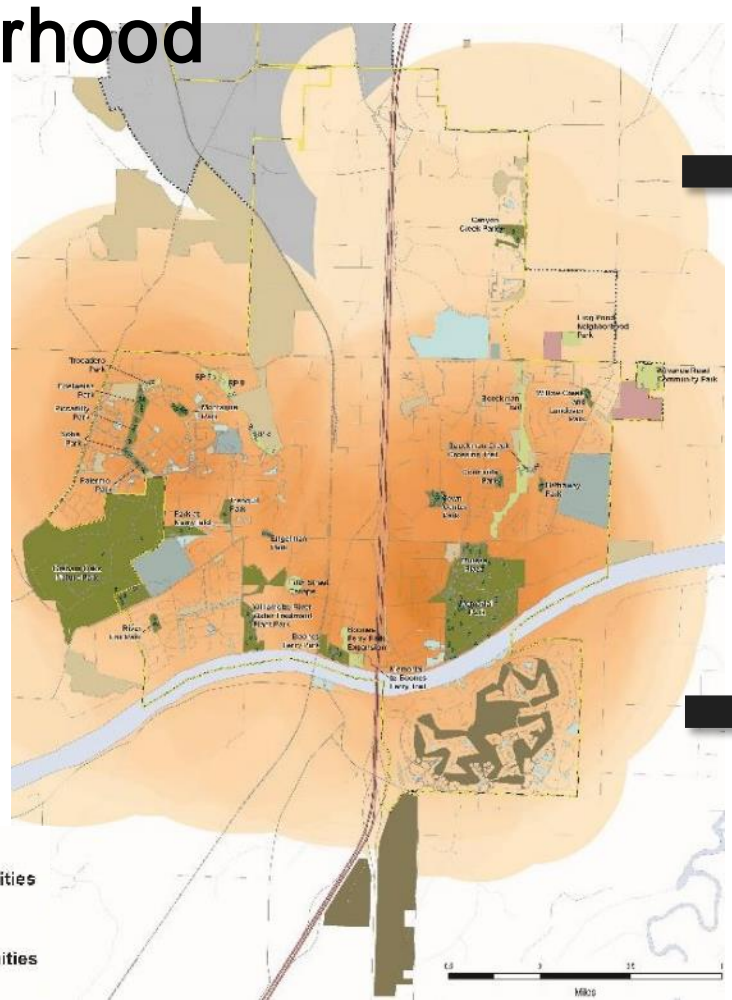
LOS: Neighborhood Access

(One Mile Proximity)

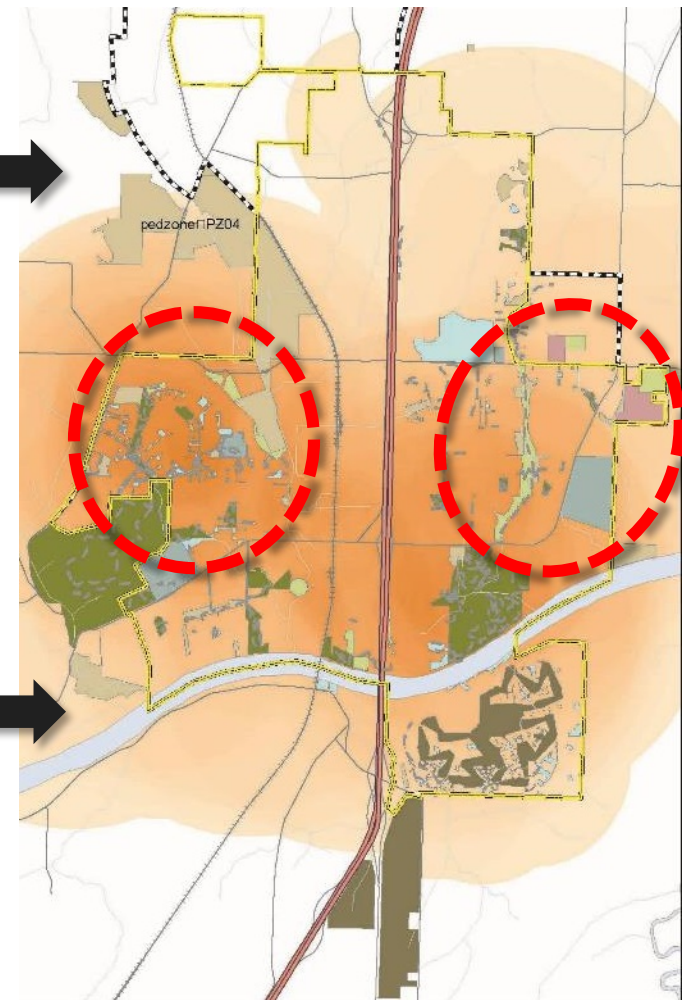
- A couple pockets of service concentration
- Good distribution of park lands in residential portions of Wilsonville
- Subtle changes in circled areas

Legend

- Less Access to Quality Recreation Opportunities
- More Access to Quality Recreation Opportunities
- No Service



Current System

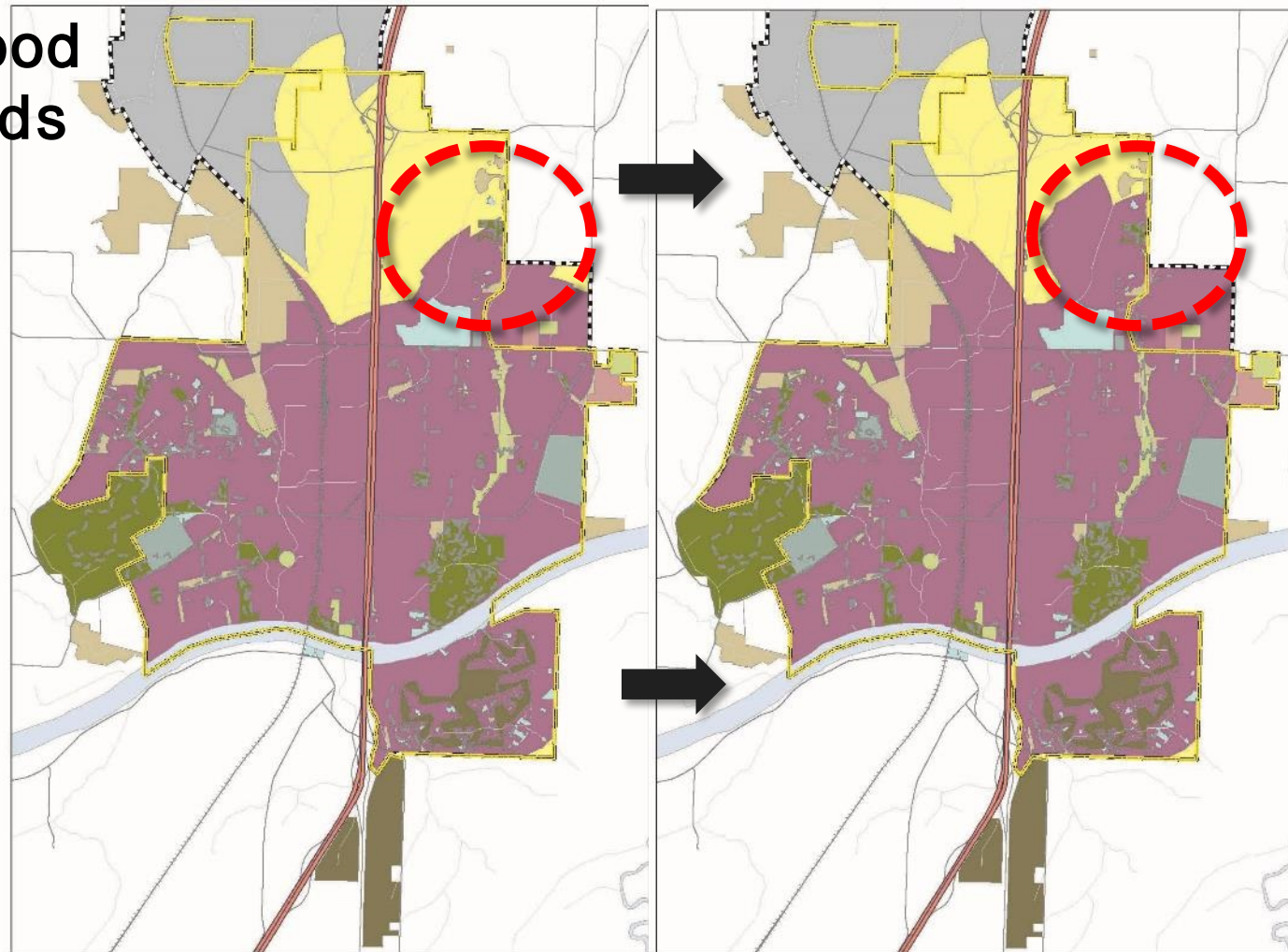


W/Future Parks

LOS: Neighborhood Access Thresholds

(One Mile Proximity)

- Threshold analysis serves to reveal potential gaps based on minimum standard threshold

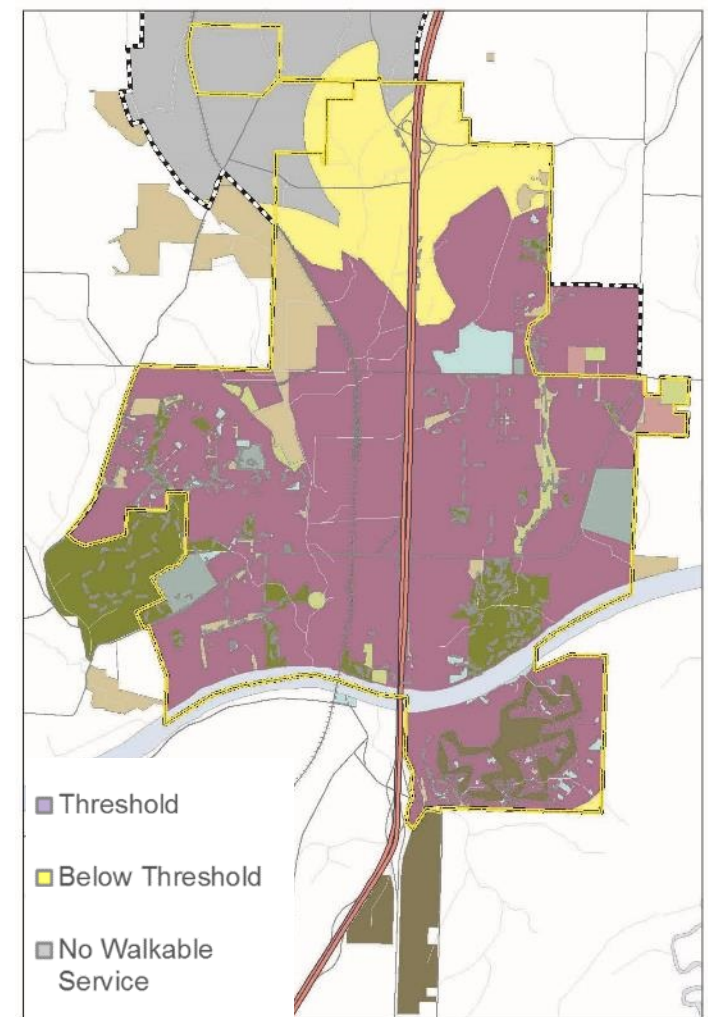
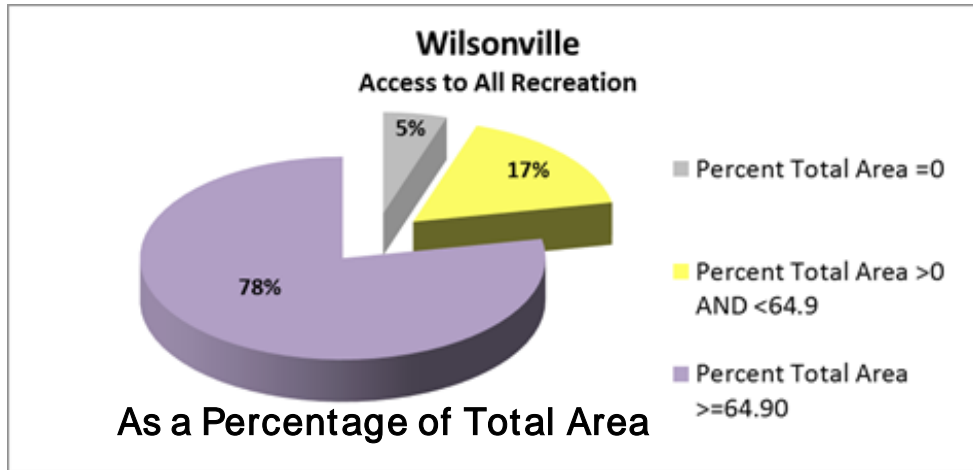


Current System

W/Future Parks

LOS: Neighborhood Access Thresholds

(One Mile Proximity)

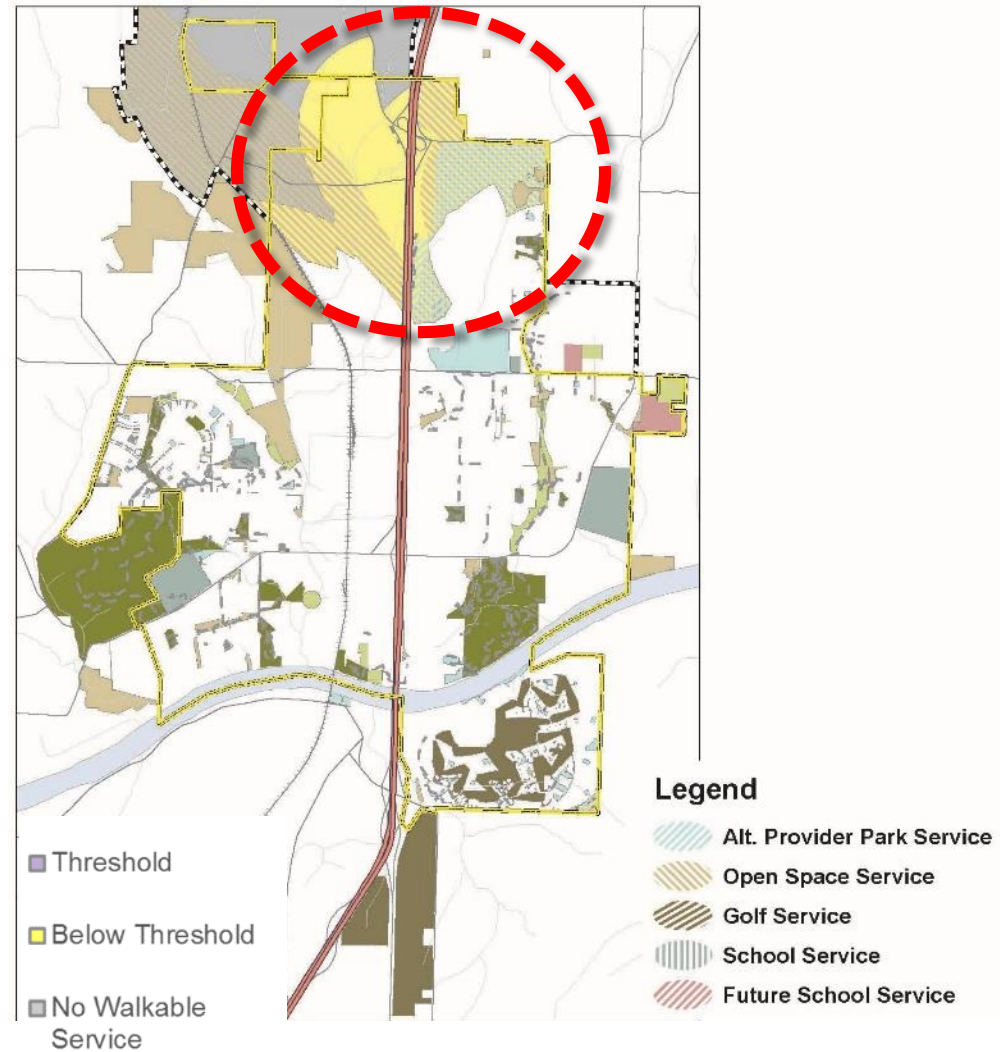


W/Future Parks

Neighborhood Access

(One Mile Proximity - w/ Future Parks)

- Some of the low service area has alternative provider parks



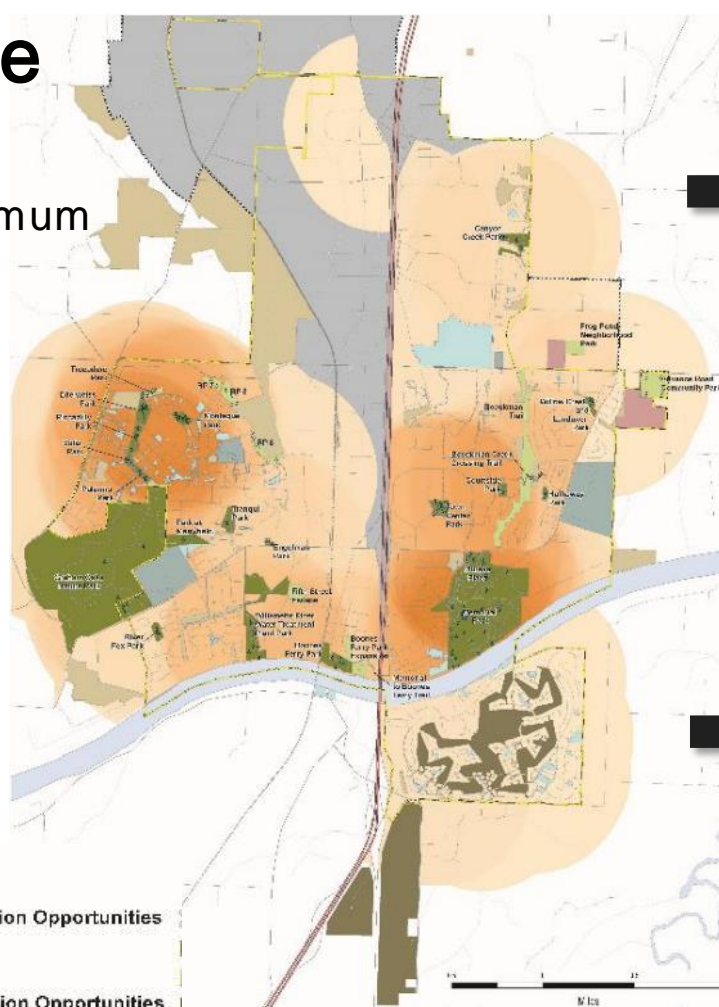
LOS: Walkable Access

(Approx. 15-minute Maximum Walk)

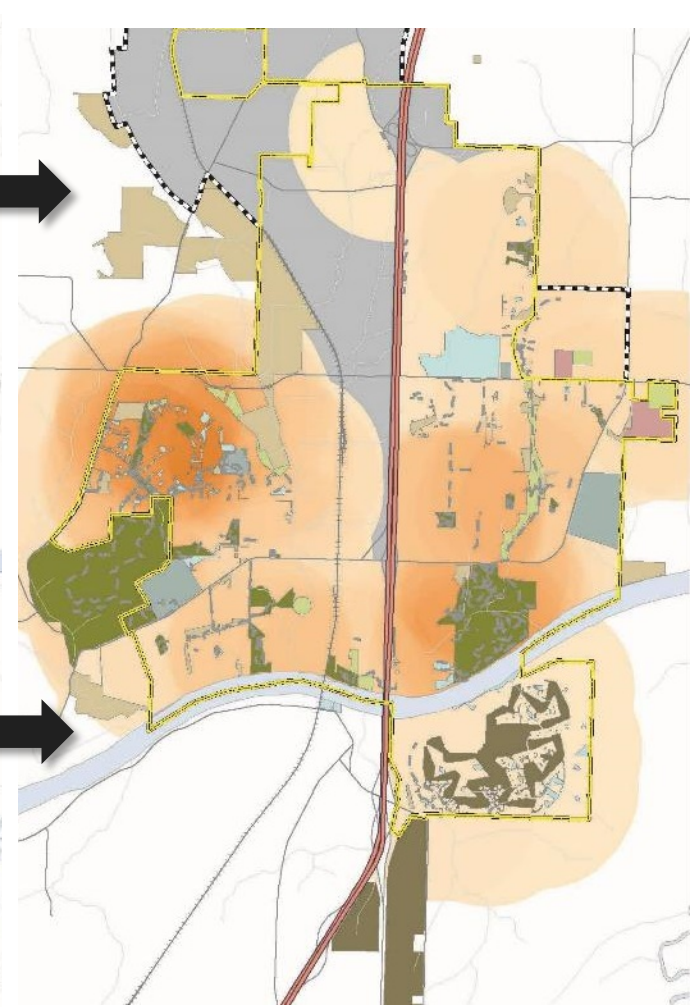
- A couple pockets of service concentration
- Good distribution of park lands in residential areas

Legend

- Less Walkable Access to Quality Recreation Opportunities
- More Walkable Access to Quality Recreation Opportunities
- No Service



Current System

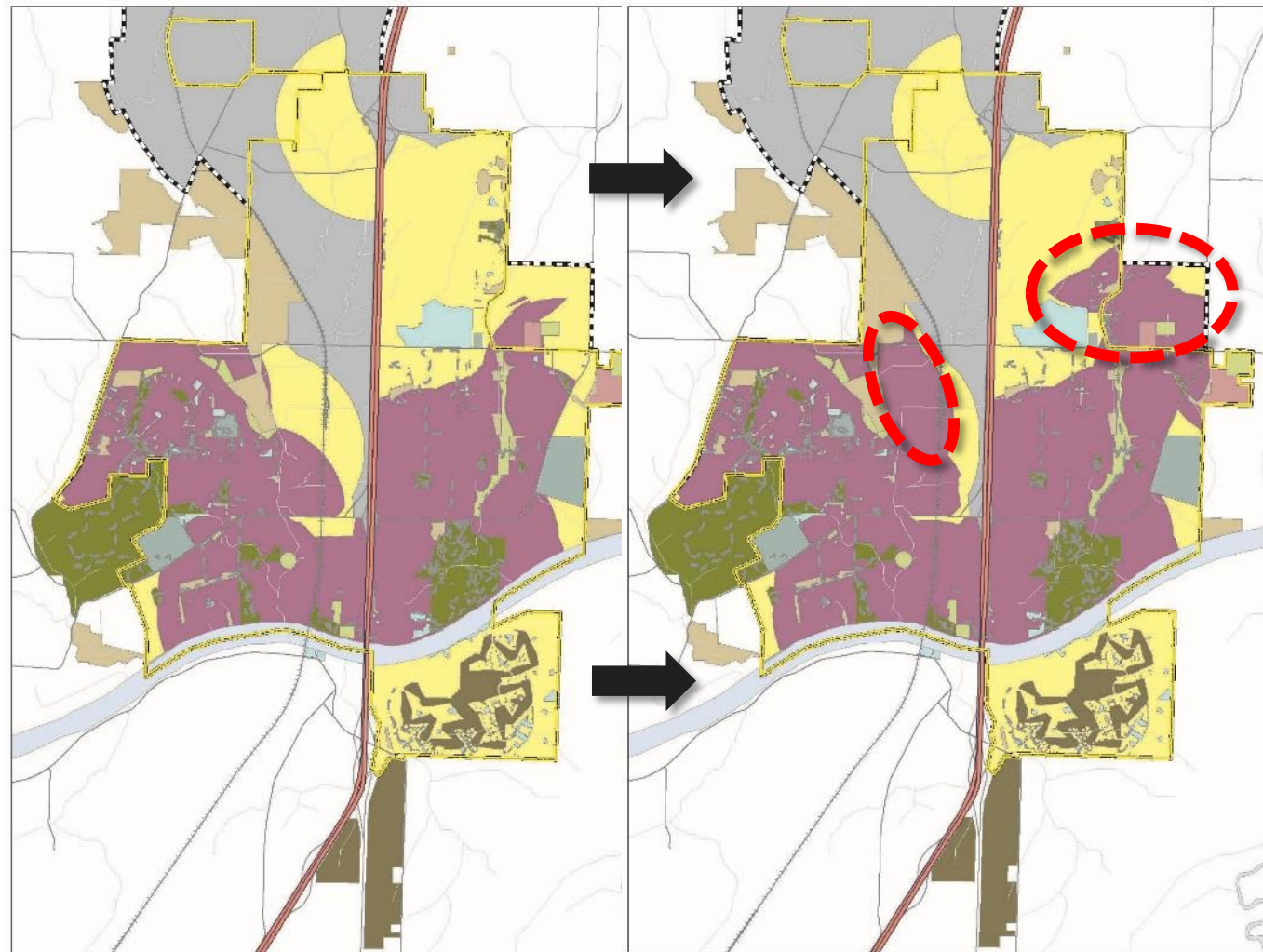
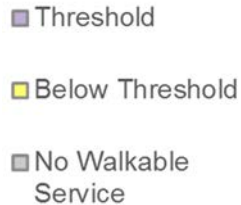


W/Future Parks

LOS: Walkable Access

(Approx. 15-minute Maximum Walk)

- Threshold analysis serves to reveal potential gaps based on minimum standard threshold
- Gained some additional threshold area

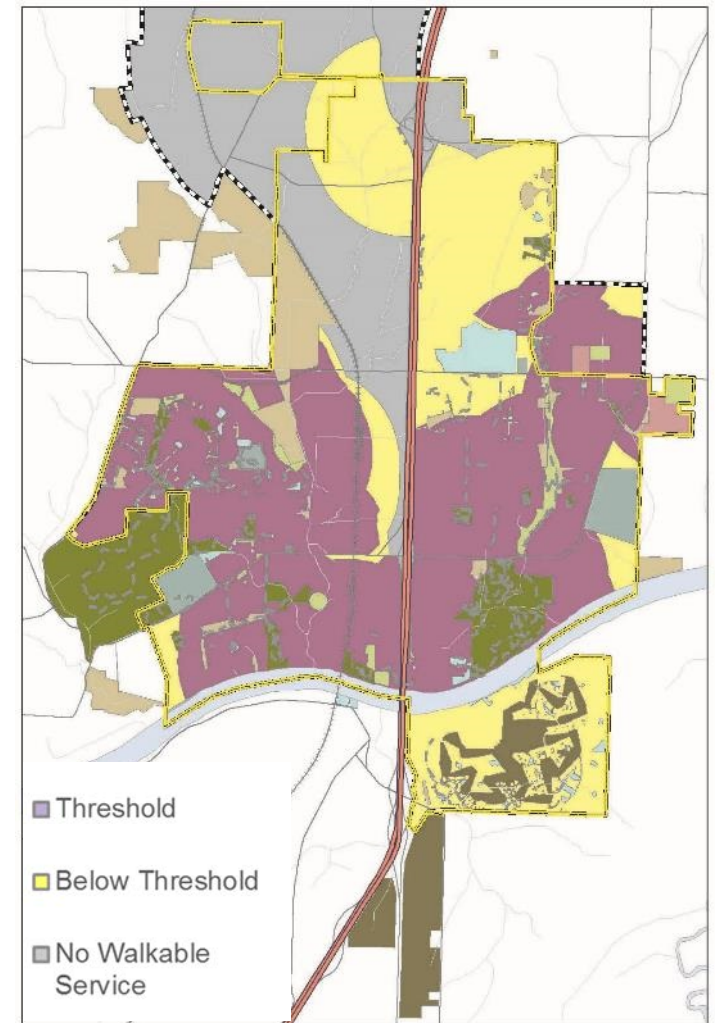
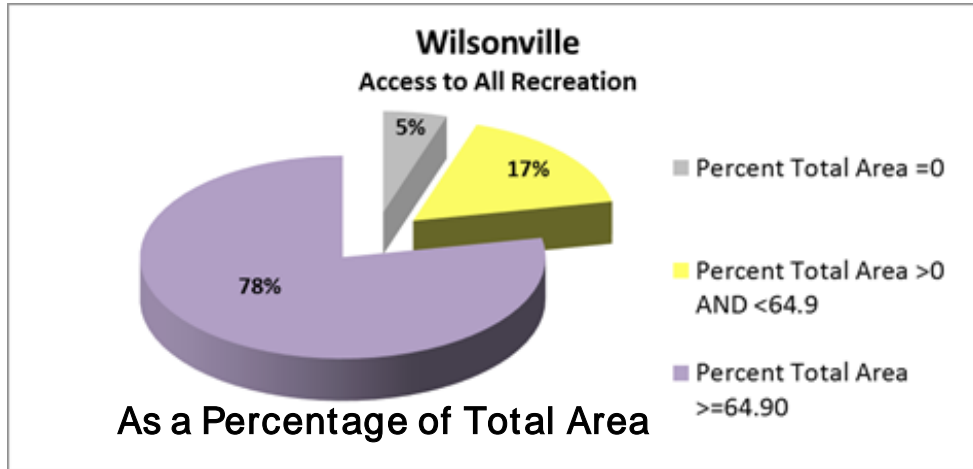


Current System

W/Future Parks

LOS: Walkable Access

(Approx. 15-minute Maximum Walk)



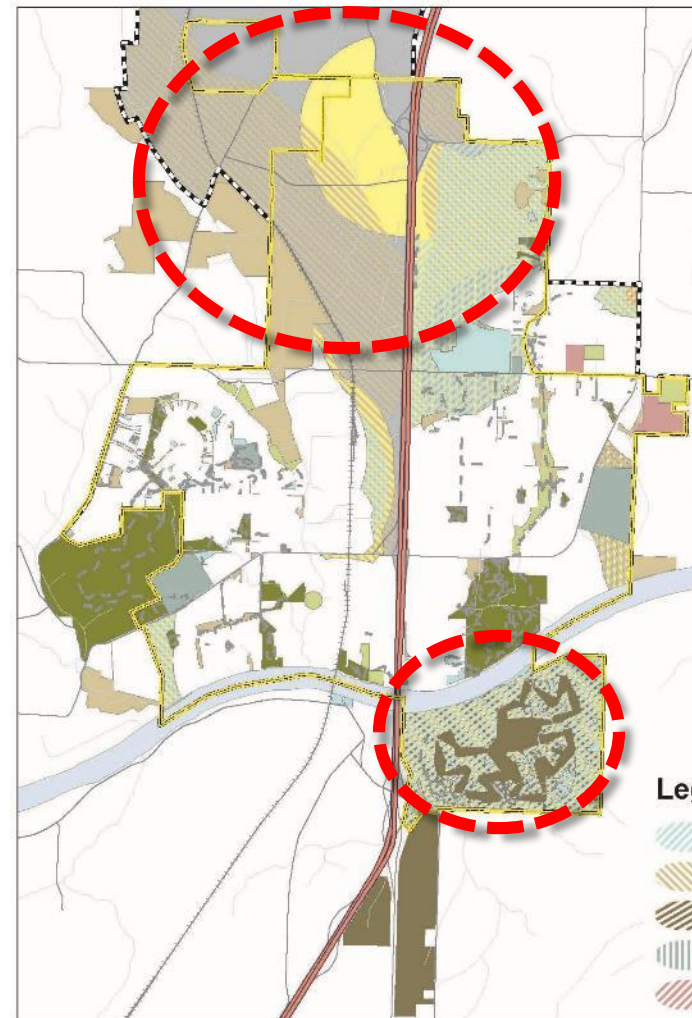
W/Future Parks

Walkable Access

(w/ Future Parks)

- Some of the low service area has alternative provider parks

- Threshold
- Below Threshold
- No Walkable Service



Legend

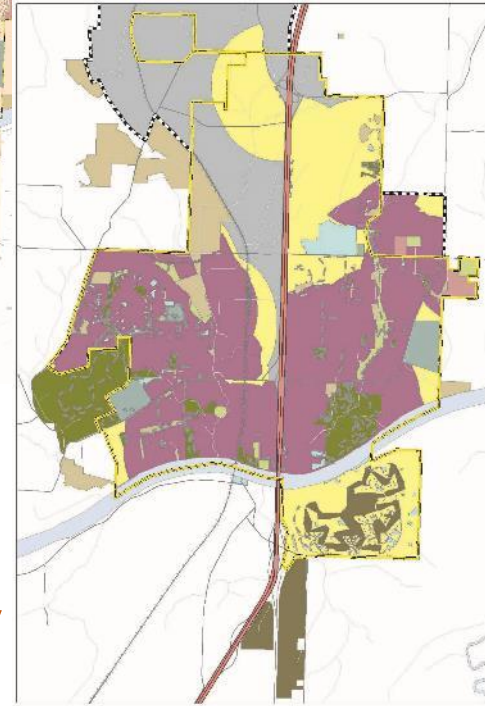
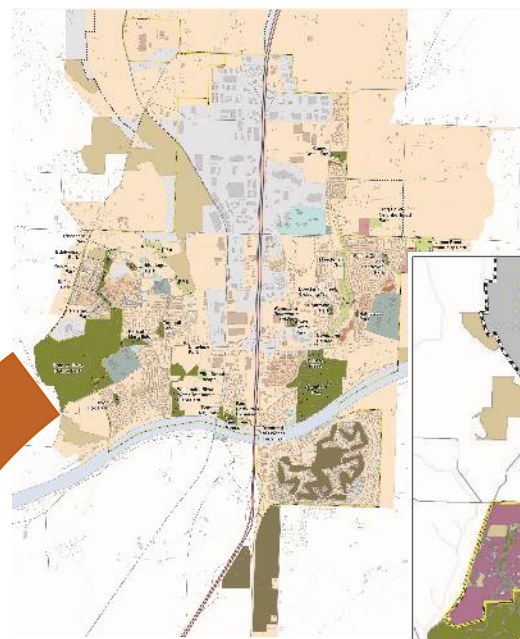
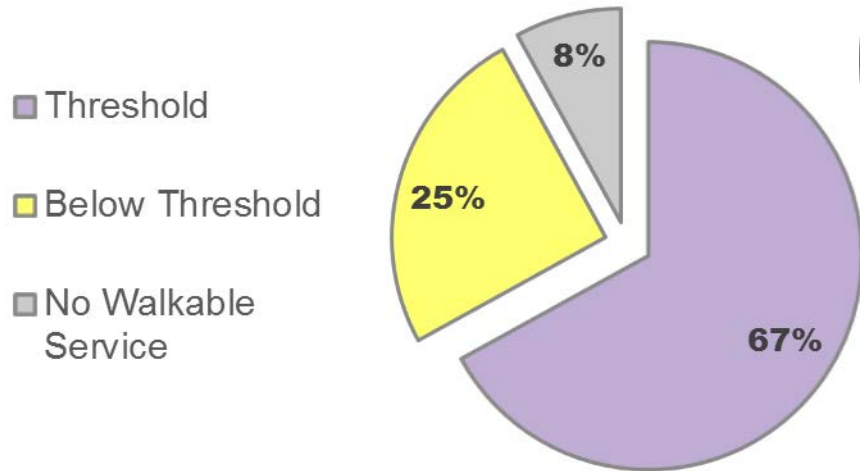
- Alt. Provider Park Service
- Open Space Service
- Golf Service
- School Service
- Future School Service

% of Population with Walkable Access

(w/ Future Parks)

- **92%** of residents will have walkable access to some type of recreation

% of Population by Service Value



**Walkability Threshold
W/Future Parks**

Help Plan the Future of Boones Ferry Park!

Tuesday, September 5th
6:00 – 7:30 PM
In the Park

A stone sign with a decorative top edge, featuring a small tree icon in a blue oval. The text "BOONES FERRY PARK" is engraved in white capital letters on a dark background.

BOONES FERRY PARK



Key Issues and Values

- **Parks Highly Valued by Residents**
- **Safety and Maintenance**
- **Trail and Pathway Connectivity**
- **Willamette River Access**
- **Programs/Activities**
- **Athletic Courts**
- **Preservation of Open Space/Land Acquisition**
- **Increase Farmer's Market Opportunities**

Recurring Themes

- **Parks Highly Valued by Residents**
- **Trail connectivity**
- **Quality and maintenance of facilities and amenities**
- **Enhance community and neighborhood parks**
- **Protect/preserve natural areas and environment**
- **Safety and security**

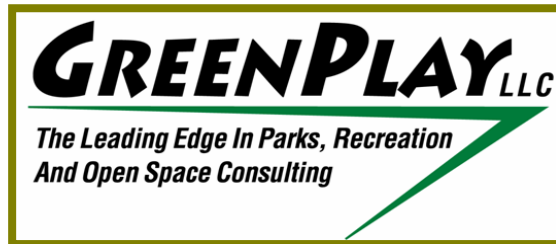
Next Steps

Key Elements of a Community Parks and Recreation Strategic/Master Plan





Thank You For Your Time & Interest



August 2/3 , 2017