



CITY OF BILLINGS
COMPREHENSIVE PARKS AND RECREATION MASTER PLAN
KEY FINDINGS PRESENTATION - JANUARY 2017

Nationally Recognized, Uniquely Local



Presentation Agenda

- ❑ Demographics
- ❑ Local Market Potential
- ❑ Qualitative Input Summary
- ❑ Statistically Valid Survey Results
- ❑ Preliminary Needs Prioritization
- ❑ Next Steps
- ❑ Questions



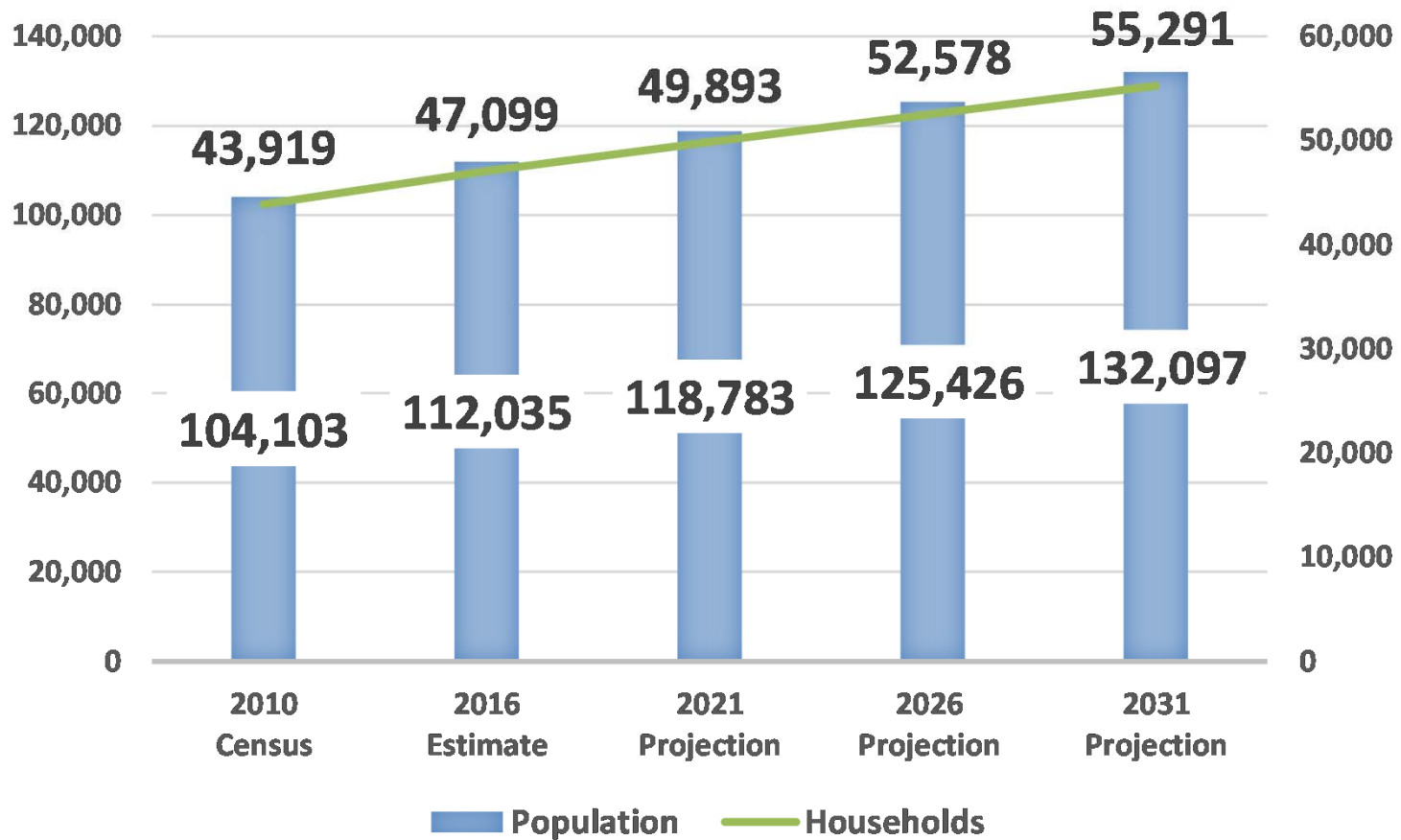
Demographics



Population



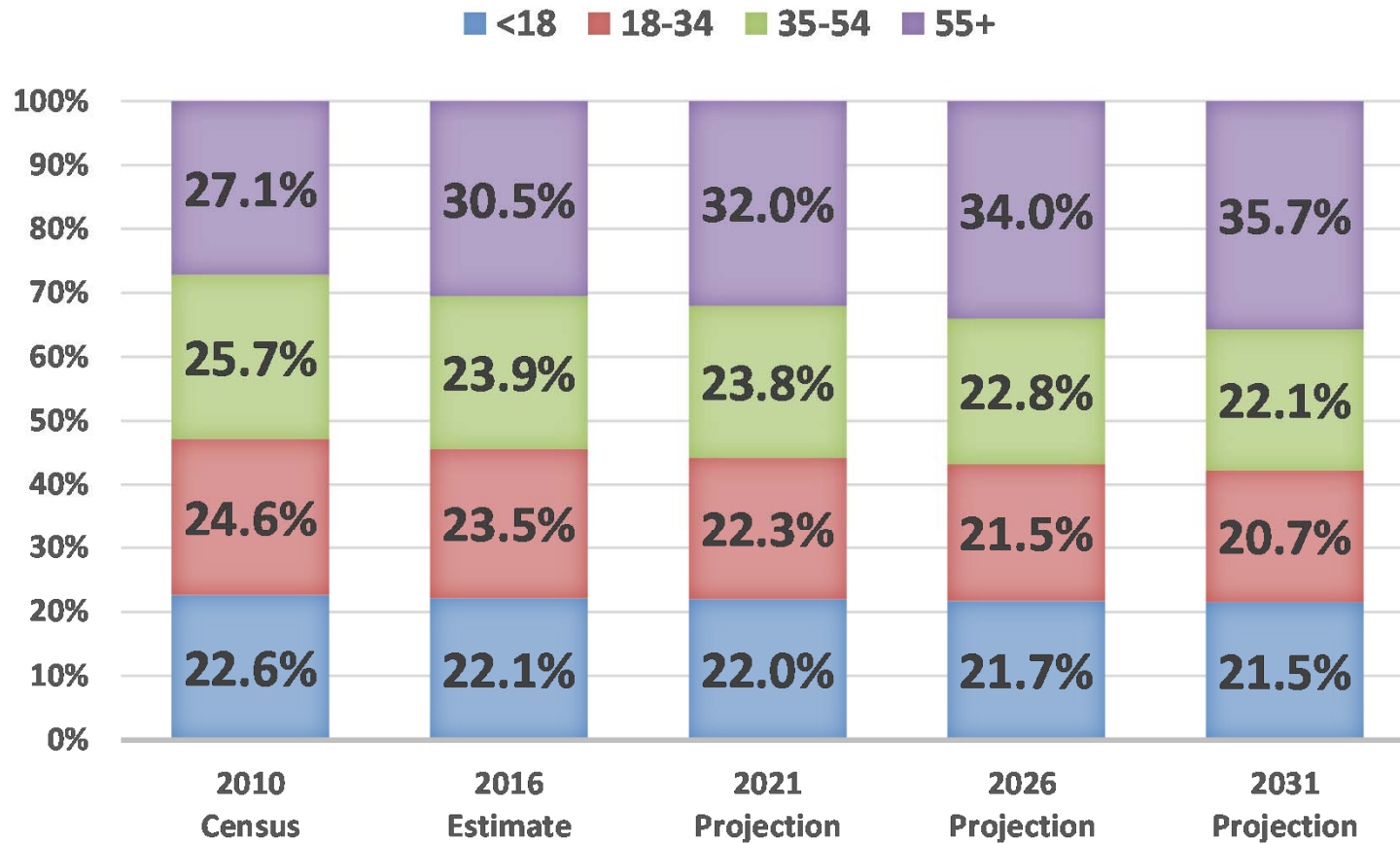
POPULATION AND HOUSEHOLDS



Age Segmentation



POPULATION BY AGE SEGMENT

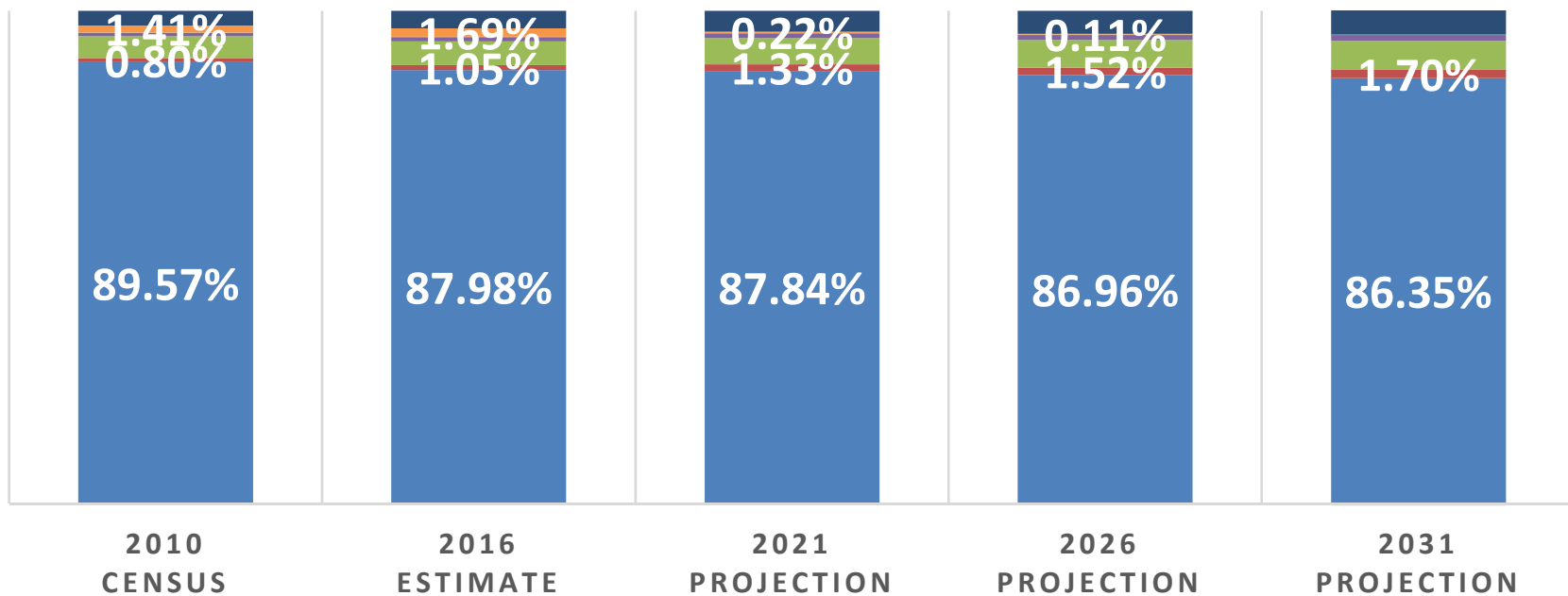


Ethnicity



POPULATION BY RACE

- White Alone
- Black Alone
- American Indian
- Asian
- Pacific Islander
- Some Other Race
- Two or More Races

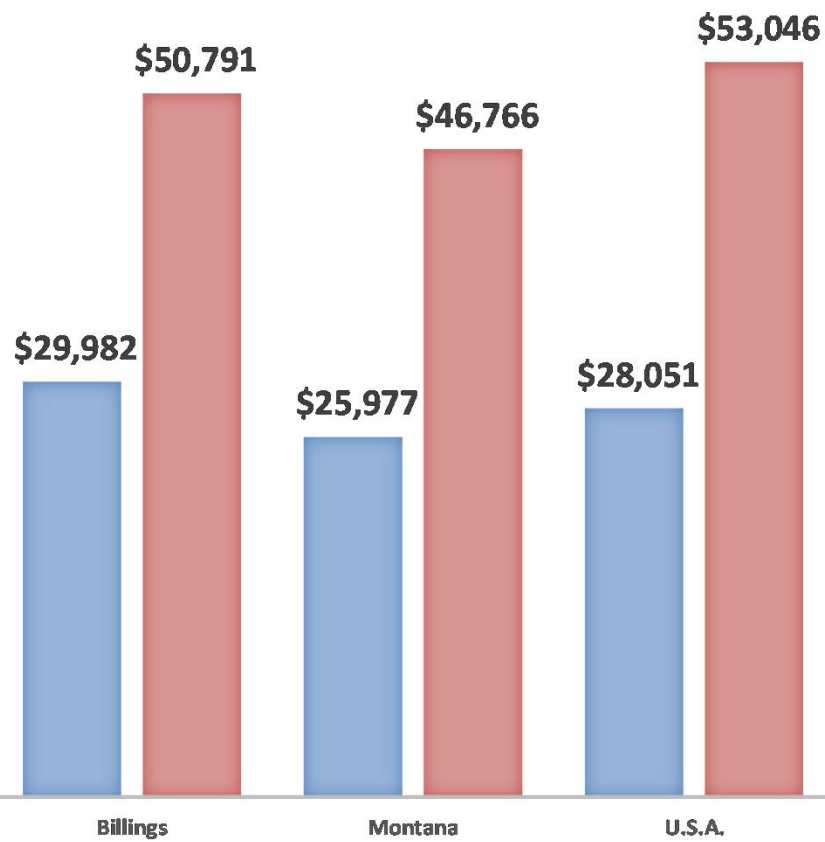


Income



COMPARATIVE INCOME CHARACTERISTICS

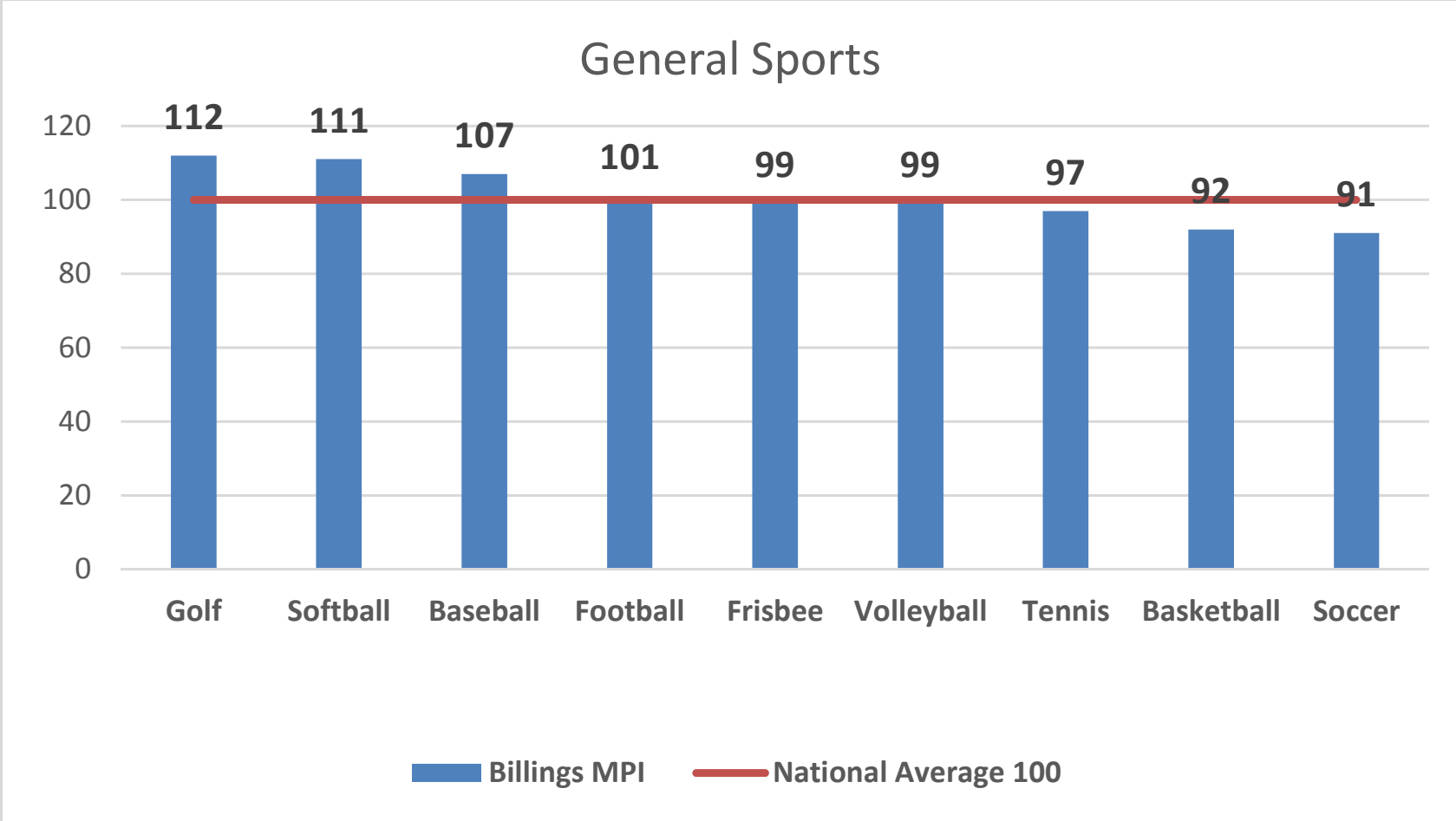
■ Per Capita Income ■ Median Household Income



Local Market Potential



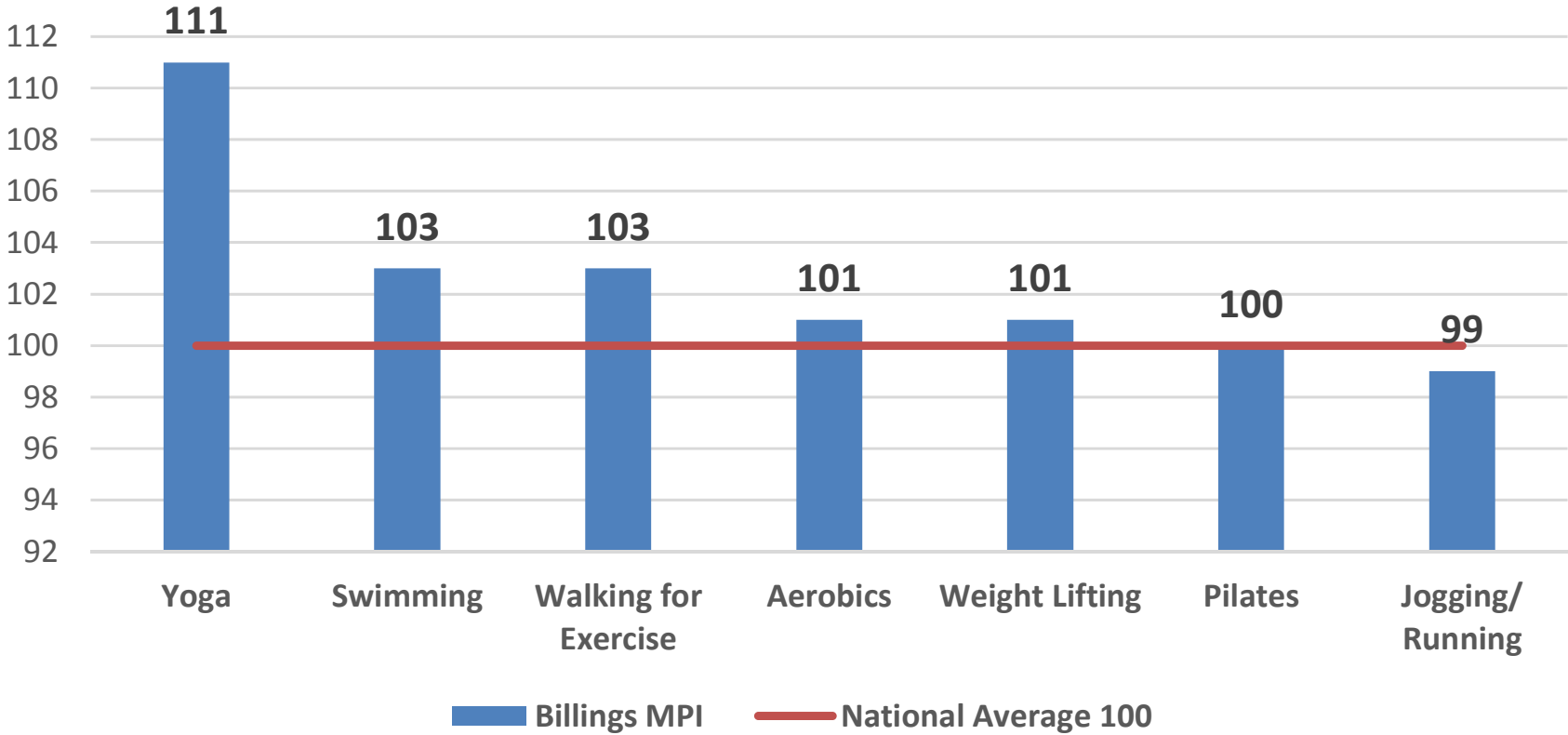
General Sports



Fitness



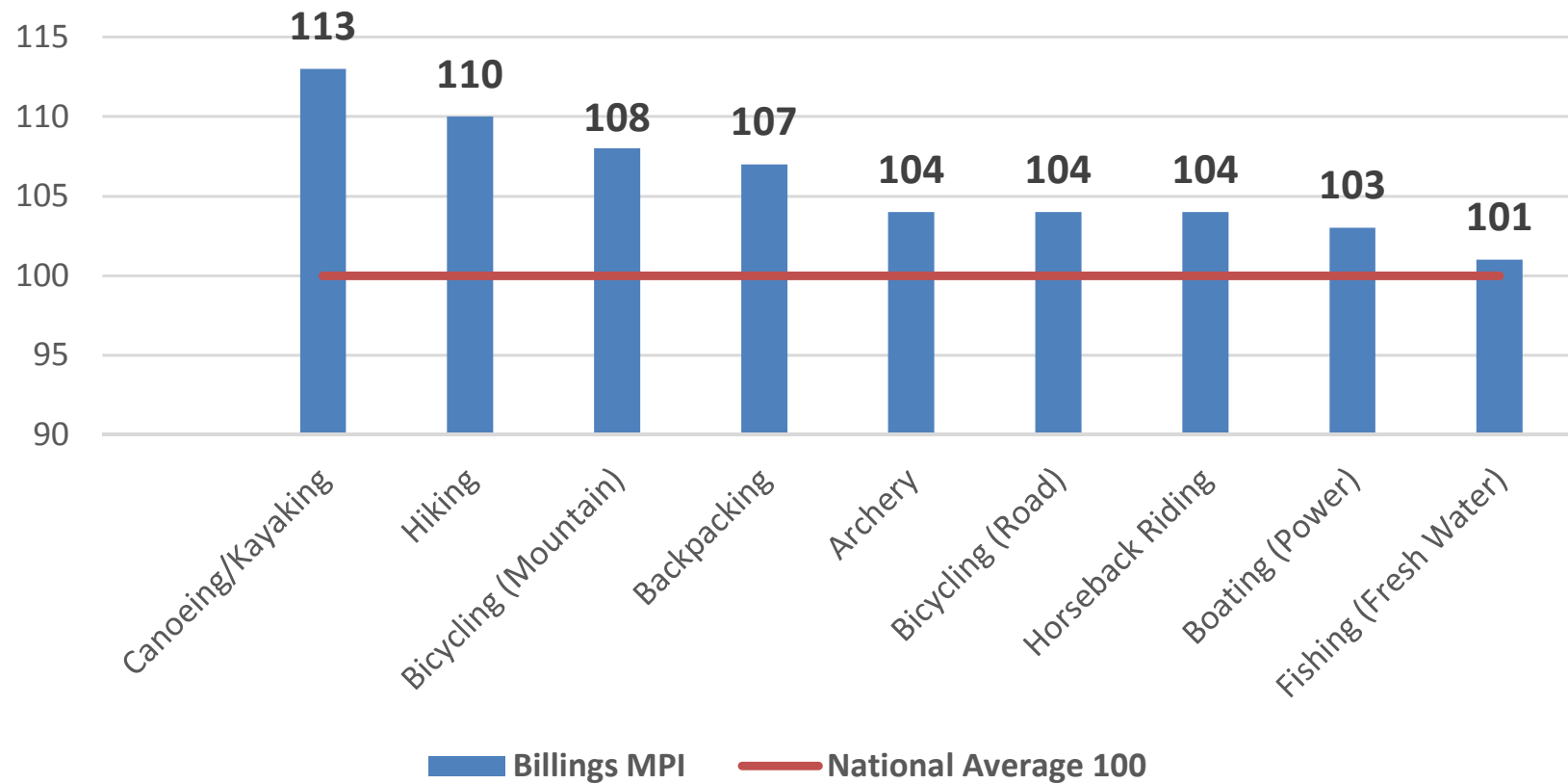
Fitness



Outdoor Recreation



Outdoor Activity



Qualitative Input



Rating of the System



- Ranked the quality of the system as a 3 or a 2.
- Generally acknowledge the limited staff available to the Department.
- Knowledgeable about the abundance of undeveloped park lands.
 - Frustration surrounding the length of time it takes to bring these lands into developed and useful status.
- Appreciated the recent investments in the legacy parks.
 - This targeted investment also concentrates use, which increases maintenance requirements.
 - Vacant park lands never become a priority because all resources are focused on concentrated use areas.



Rating of the System



- **The level of maintenance effectiveness was varied.**
 - PMD was a good thing to help with maintenance.
 - Lack of attention to vacant lands seemed to skew people's perceptions of maintenance down
- **The limited number of developed parks leads to a lack of options for organized team practice and game locations.**
 - Baseball fields in particular were questioned.
- **Positive experiences with the Department's recreation programs.**
 - Mixed opinions on the effectiveness of marketing those recreational programs.



Rating of the System



- Participants cited their awareness of a lack of funding as a factor in the themes previously described.



Most Important Function



- To Provide the Facilities
 - Participants felt that the most important role was to provide ***SAFE***, diverse, quality spaces for people to recreate
 - Participants valued the diversity of the facilities, which allows for multiple activities without duplication, which keeps them coming back.
- To Encourage Active Citizens
 - By providing diverse parks and facilities, this encourages people to be active.
 - The ability to connect with nature was important
 - Participants valued access to green spaces
- Focus on Existing Parks
 - Prioritized making existing lands better over the acquisition of new lands



Underserved Segments of Community



- **Neighborhoods**
 - The South Side Neighborhood was the most frequently mentioned area along with the West End.
- **Types of Facilities and Programs**
 - Indoor facilities, soccer fields in the Heights and skate parks and disc golf on the West End
- **New Development**
 - Participants cited many times that they felt that newly developed neighborhoods were being short-changed. Desire to see parks developed up-front with new subdivisions
 - Others cited a shortfall in being visionary with identifying locations for new legacy parks
 - Access to the Yellowstone River



Increasing Awareness



- **Increased Communication/Marketing**
- **Strengthen Partnerships**
 - Partnerships with local organizations, recreation groups, the private sector and in the faith-based community
- **The Program Guide/Brochure**
 - Positive Feedback but many had never seen it before, so increased distribution is requested



Role in Economic Development



- **HUGE!!**
 - The role of parks in business attraction and the livability/quality of life attributes that communities need
 - Missed opportunities associated with Yellowstone River
- **Reflection of Community Values**
 - Affirmative investment in parks will reflect a community's value set and attitudes towards the investment in the community itself
 - Other like cities cited including: Missoula (riverfront and soccer complex); Gillette (recreation center); Great Falls (riverfront); Bozeman (regional park); Boise (sports tourism); and Cody (aquatics)
- **Destination Parks and Facilities**



Most Important Issues



- **Funding**
 - Funding to keep up with maintenance and the ability to have enough staff to execute a plan.
 - People felt that the current user fee (i.e. field rental) structure is not logical.
- **Quantity and Quality of Parks and Facilities**
 - Current quality and quantity of existing parks and facilities is underserved
- **Leveraging Community Support**
 - Better relationship with outside partners could increase the awareness of the Department's needs
 - Many cited appreciation for this planning process



Most Important Issues



- **Changing Demographics**
 - Concerned that the reactive planning only focuses on the demographics of the now versus the demographics of the future
 - People also noted a greater need to address several safety concerns in the parks as several people noted instances with transients that made them uncomfortable
- **Better Communication**
 - People again discussed the need for improved communication between the Department and the community



Most Important Funding Issues



- **User Fees**
 - current user fee schedule (for sports fields, particularly), is not logical and the fees are too low
- **Taxes**
 - The most strongly supported tax mechanism is the local option sales tax, with a portion dedicated to park projects.
 - However, they had mixed opinions on the effectiveness of property-tax based funding options
- **Private Donations**
 - Greater utilization of the Billings Parks and Recreation Foundation
- **Development-Related Funds**
 - the use of impact fees, system development fees and the requirement to make developers pay for parks as a part of the initial subdivision development



Statistically Valid Survey Results



Methodology

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❑ Survey Description

- ❑ The survey was 7 pages long
- ❑ Each survey took 10-15 minutes to complete

❑ Method of Administration

- ❑ Could be completed by mail.

❑ Goal was to complete 350 surveys

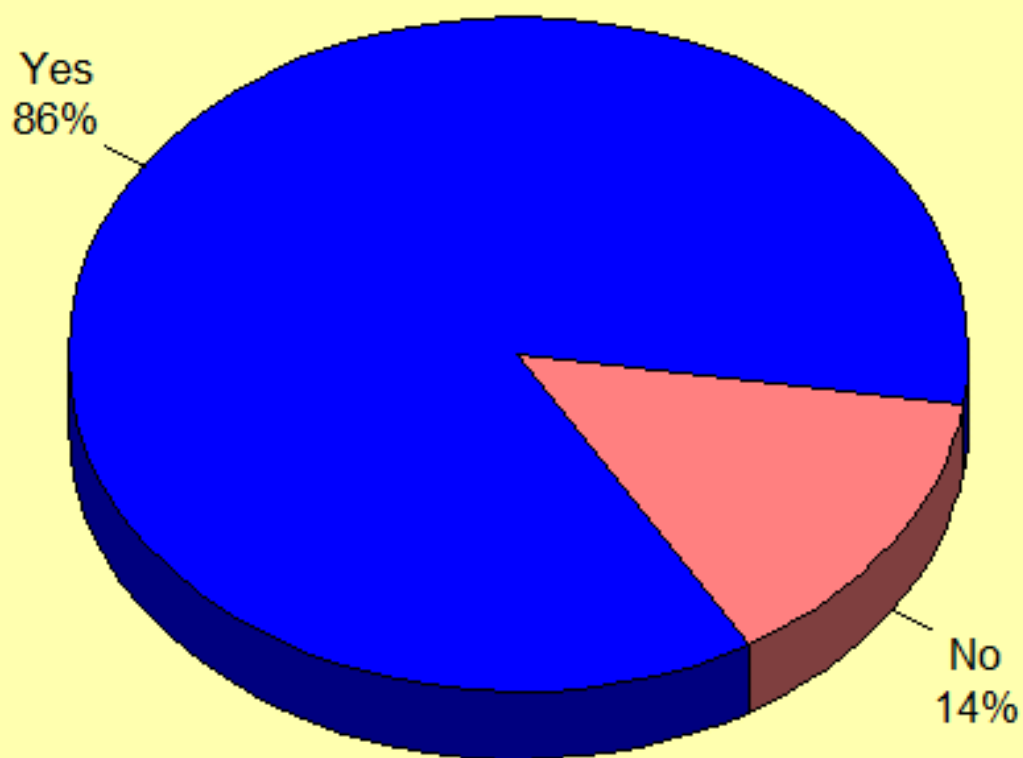
❑ A total of residents actually completed the survey: 505

❑ Confidence level: 95%, Margin of error: +/- 4.1%



Q1. Has Your Household Used Any Parks Operated by the City of Billings Parks During the Past 12 Months?

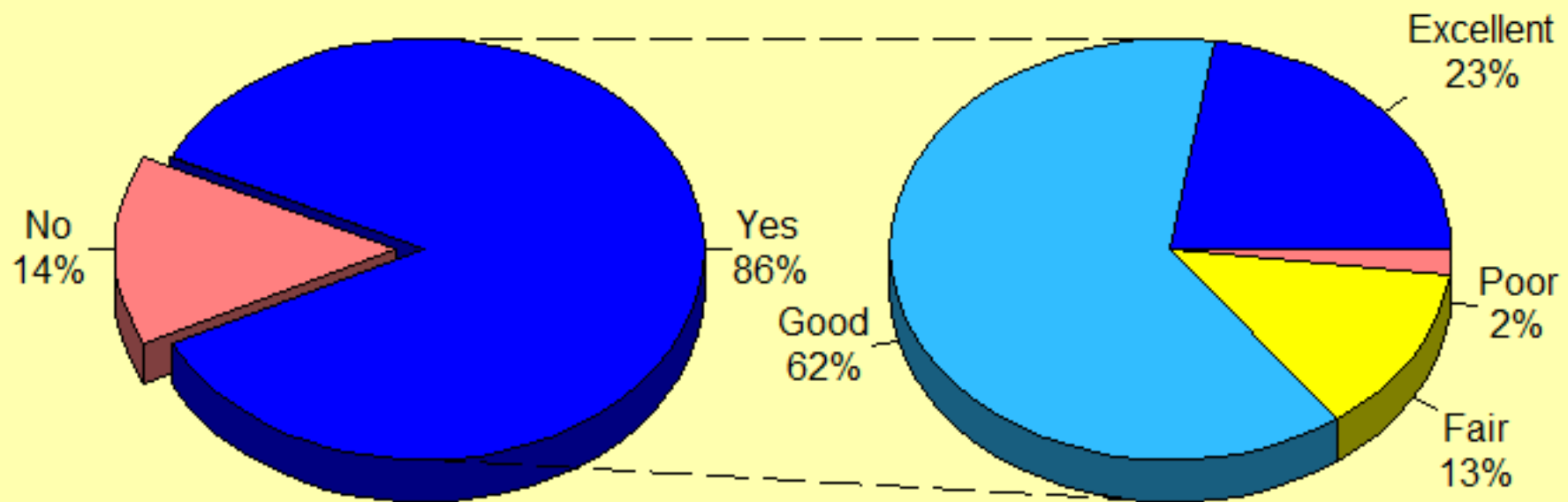
by percentage of respondents



Q1. Has Your Household Used Any Parks Operated by the City of Billings During the Past 12 Months?

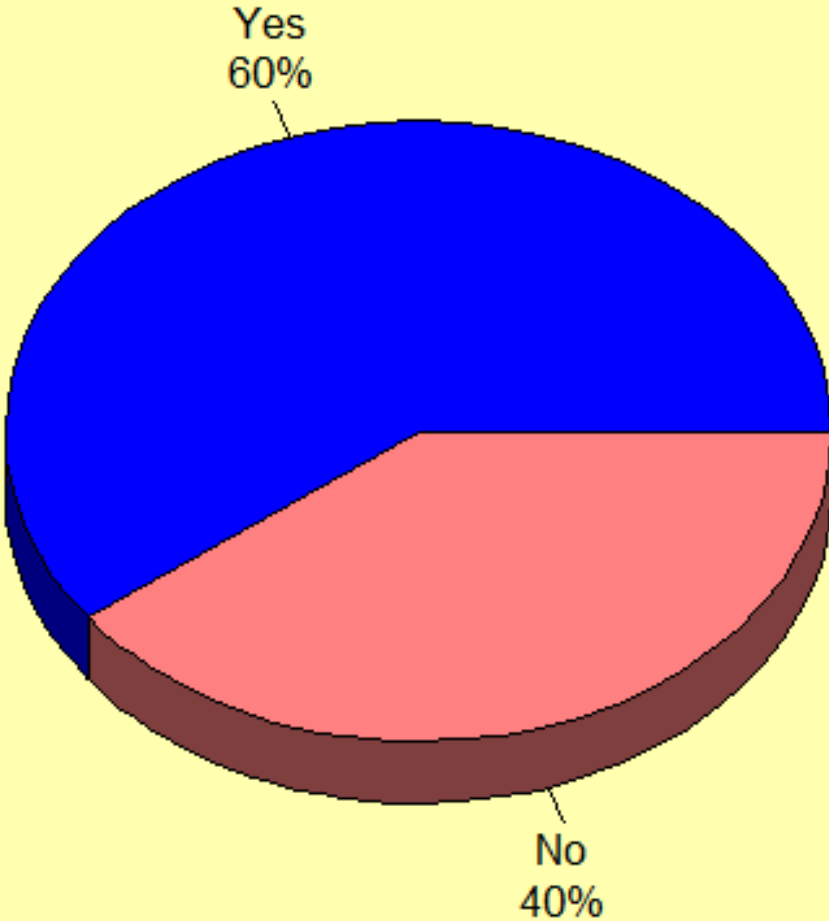
by percentage of respondents

Q1a. How Would You Rate the Overall Condition of the City of Billings Parks You and Your Household Have Used During the Past 12 Months?



Q2. Has Your Household Used Any Trails Operated by the City of Billings During the Past 12 Months?

by percentage of respondents

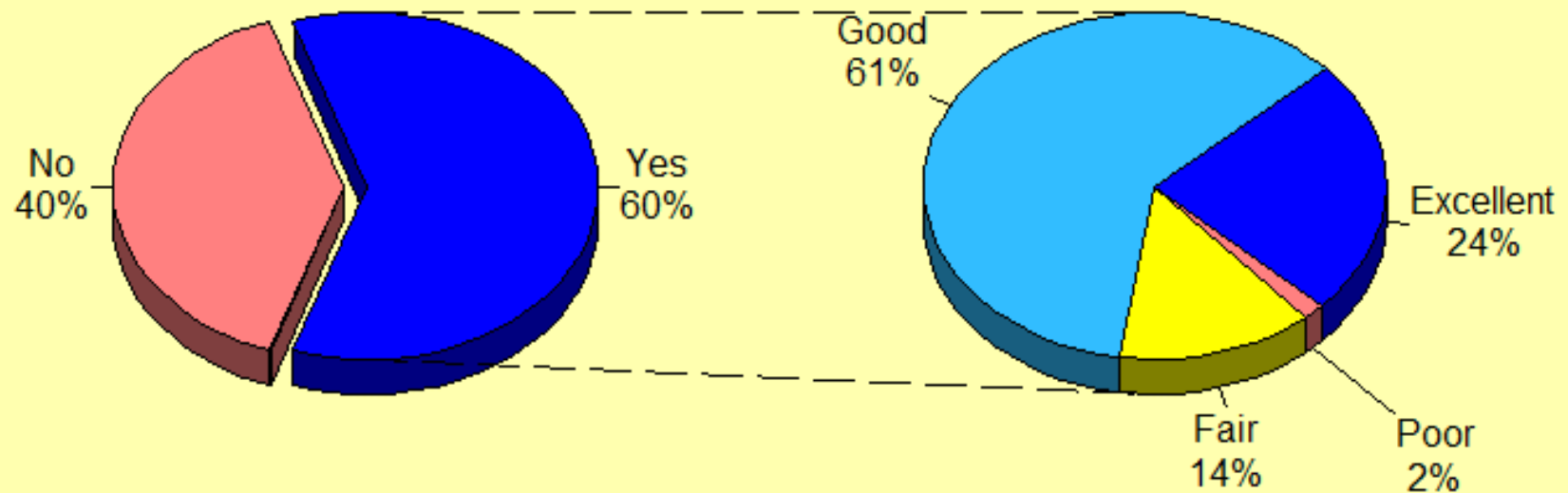


Source: ETC Institute (2016)

Q2. Has Your Household Used Any Trails Operated by the City of Billings During the Past 12 Months?

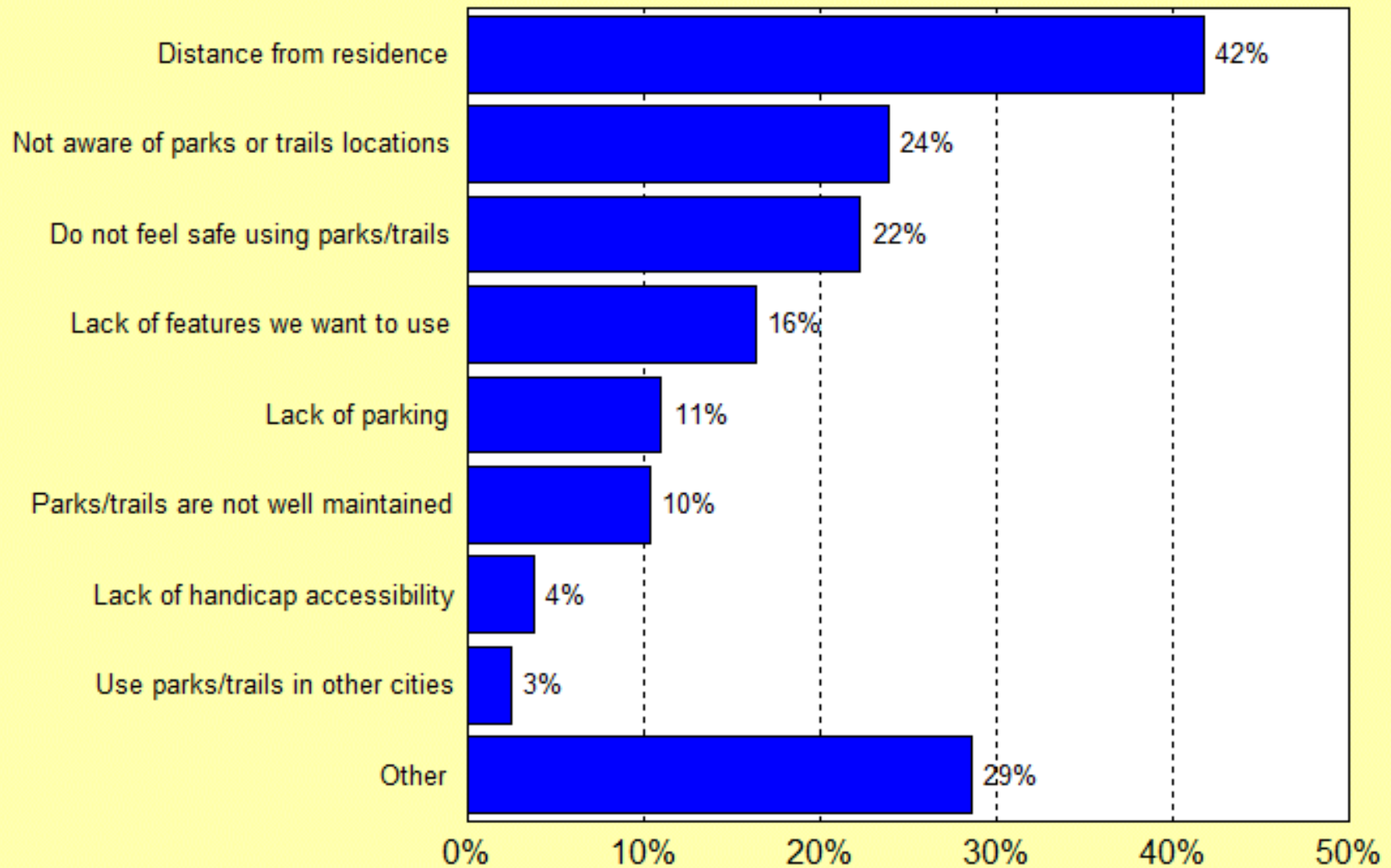
by percentage of respondents

Q2a. How Would You Rate the Overall Condition of the City of Billings Trails You and Your Household Have Used During the Past 12 Months?



Q3. Reasons Keeping Households From Visiting City Parks and Trails More Often

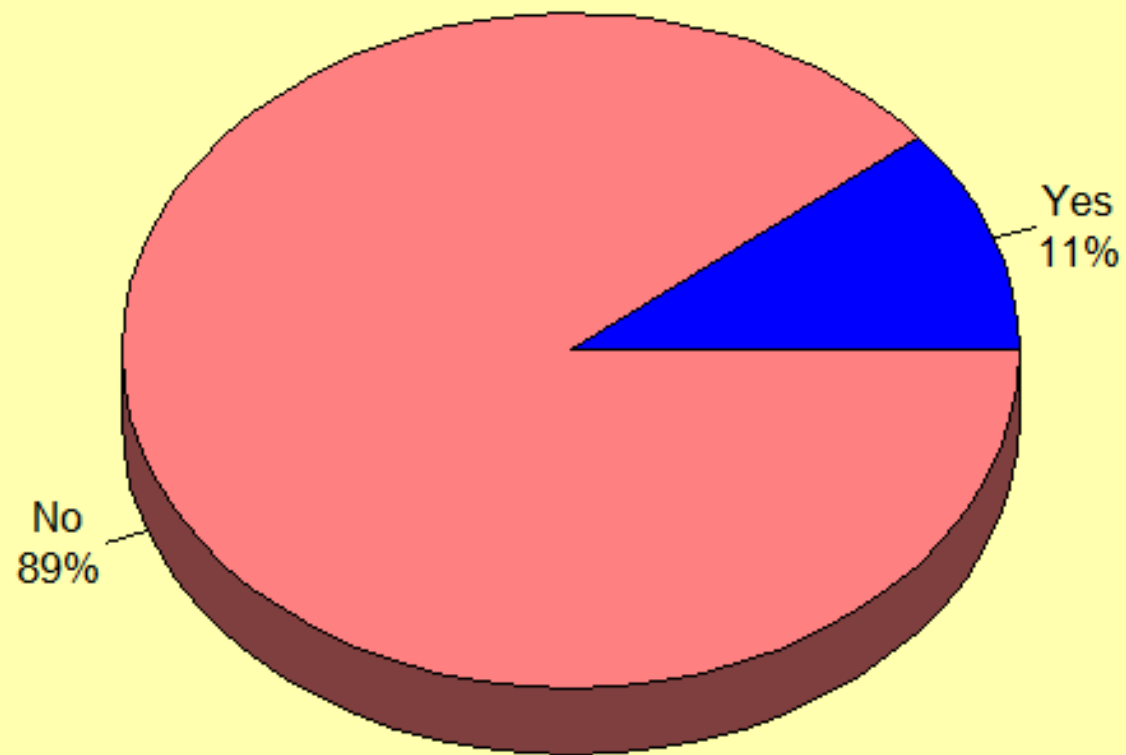
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

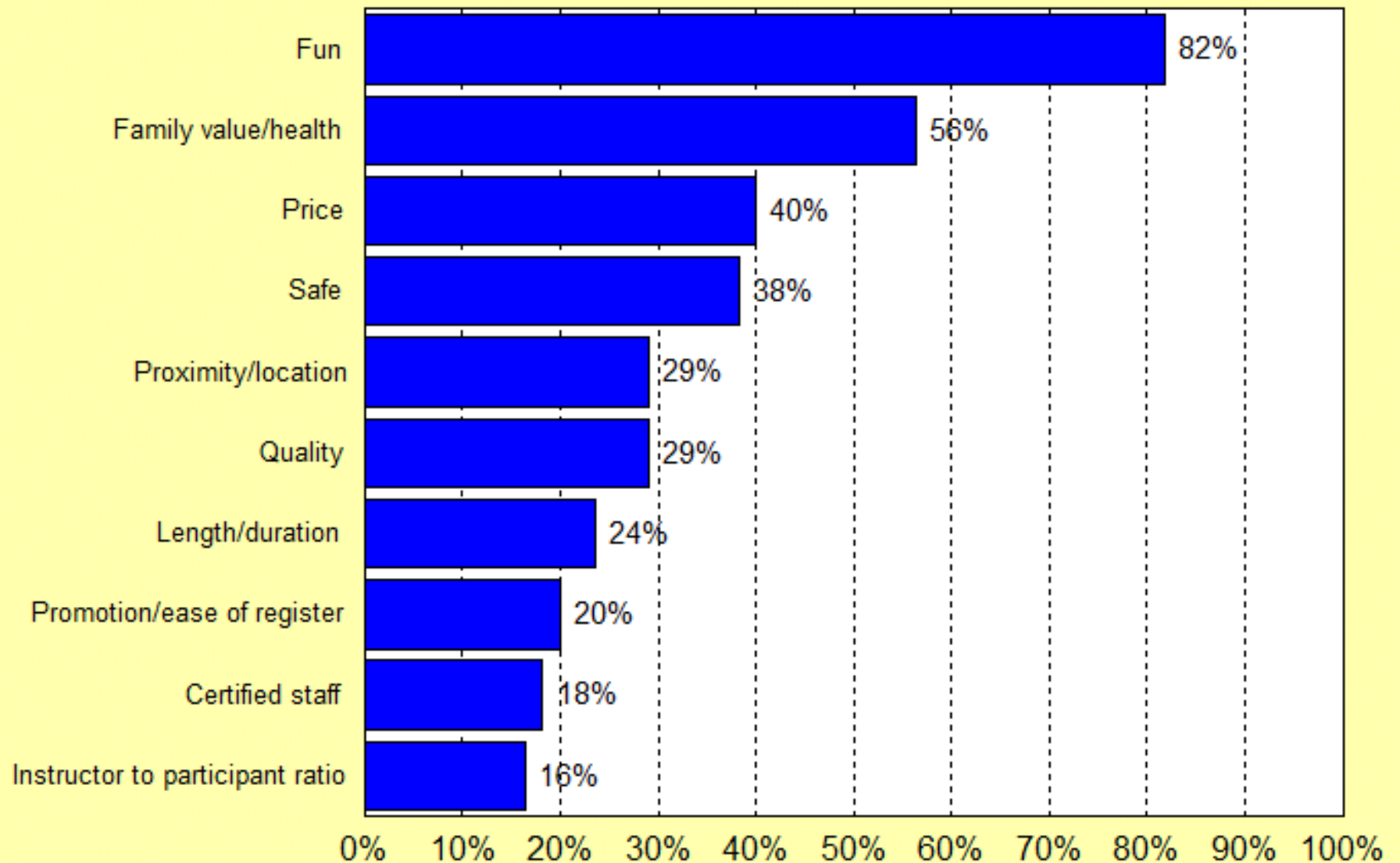
Q4. Has Your Household Participated in any Recreation Programs Offered by the City of Billings During the Past 12 Months?

by percentage of respondents



Q4a. Reasons Households Have Participated in City of Billings Recreation Programs During the Past 12 Months

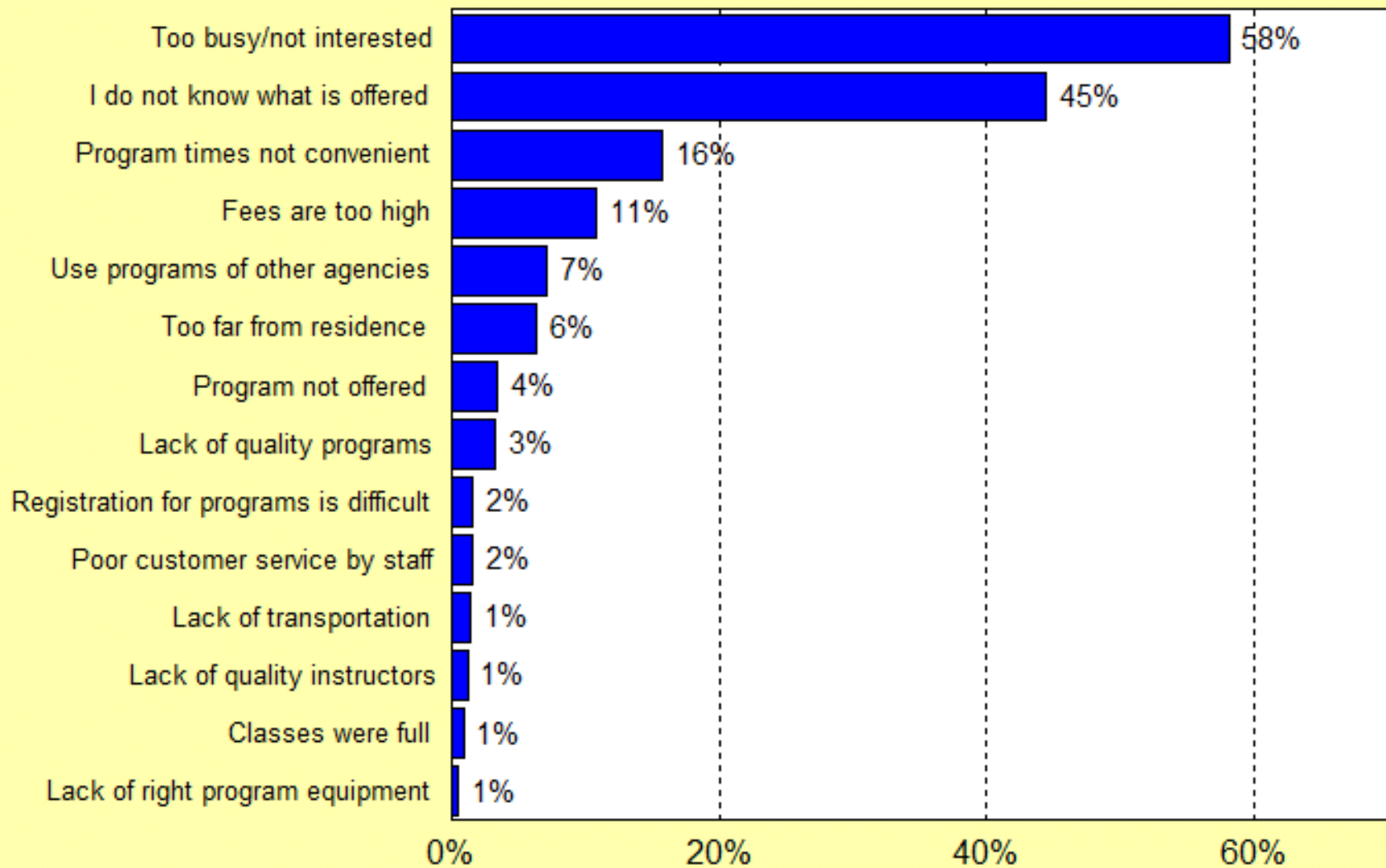
by percentage of respondents who have participated (multiple choices could be made)



Source: ETC Institute (2016)

Q4b. Reasons Households Have Not Participated in City of Billings Recreation Programs During the Past 12 Months

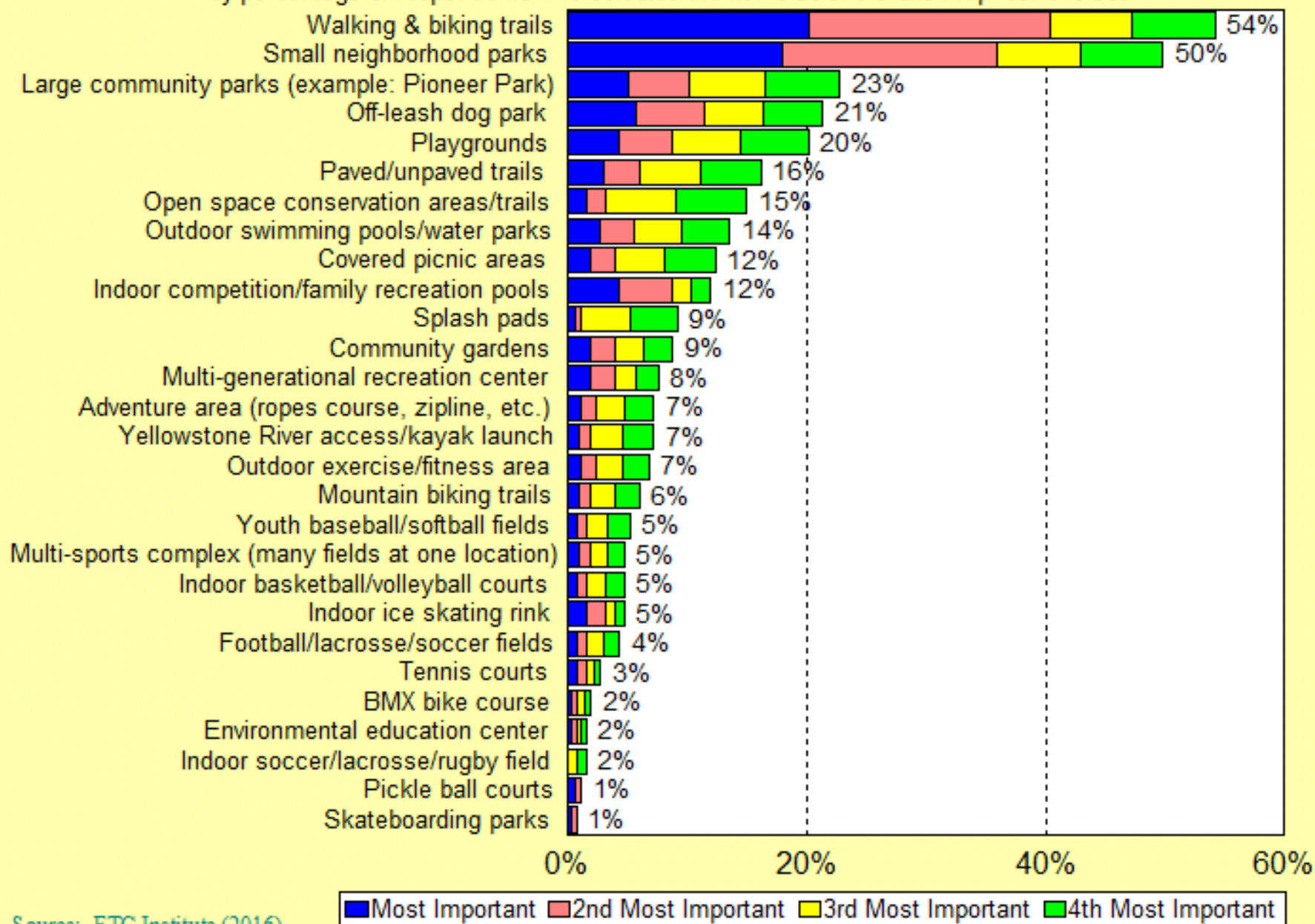
by percentage of respondents who have not participated (multiple choices could be made)



Source: ETC Institute (2016)

Q6. Facilities That Are Most Important to Households

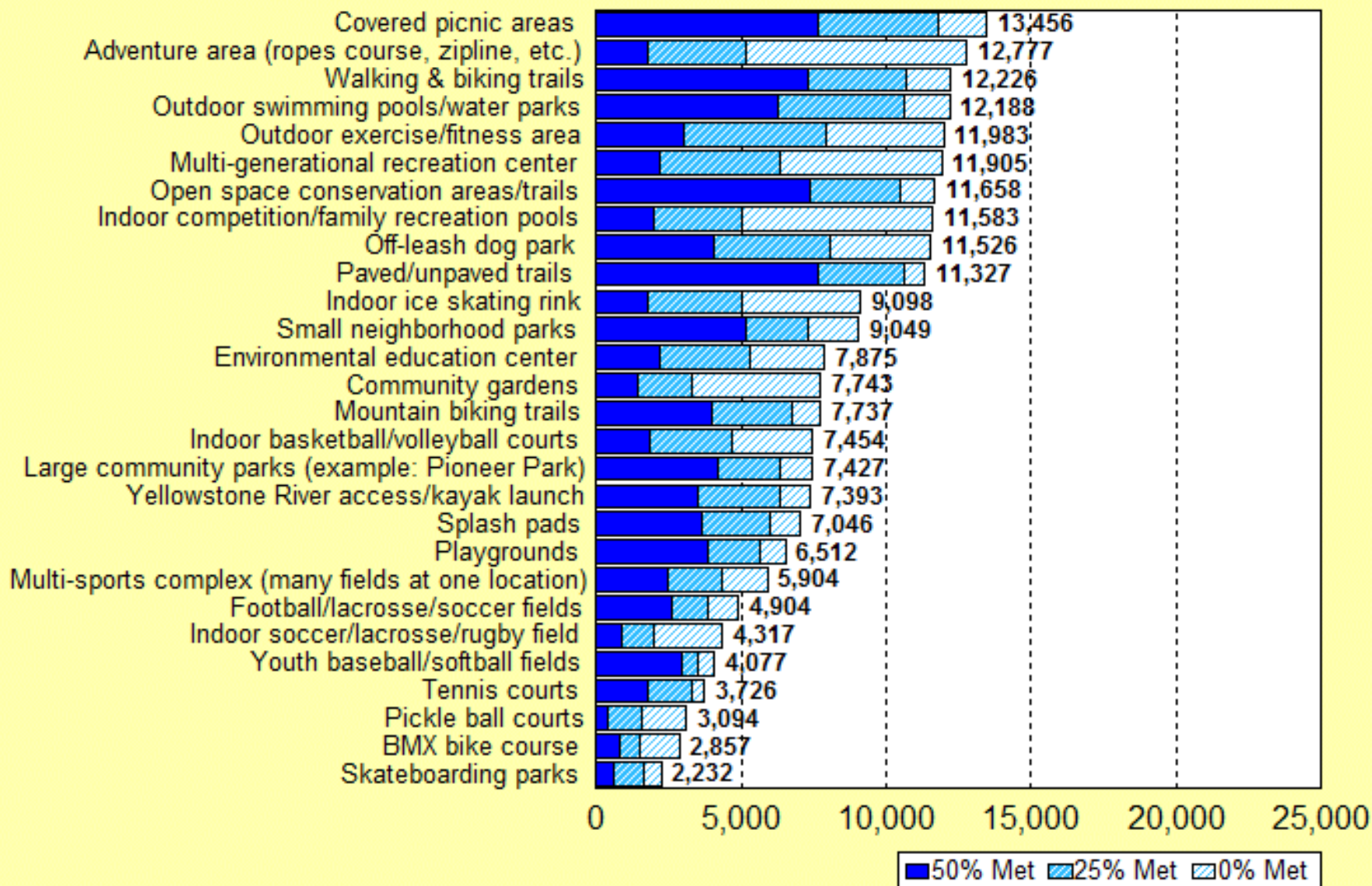
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q5-3. Estimated Number of Households in the City of Billings Whose Needs for Facilities Are Being Met 50% or Less

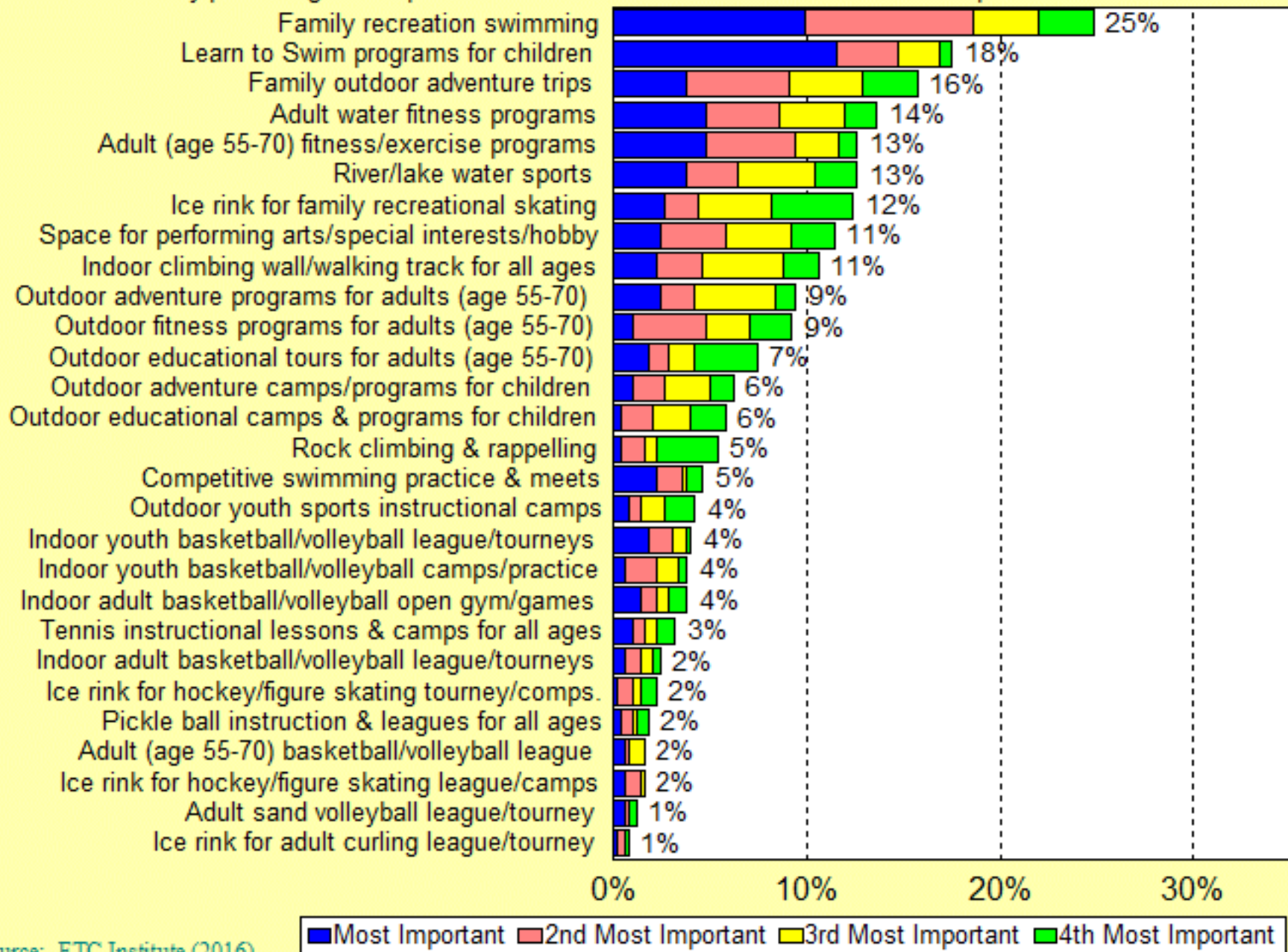
by number of households based on 46,674 households in the City of Billings



Source: ETC Institute (2016)

Q9. Programs That Are Most Important to Households

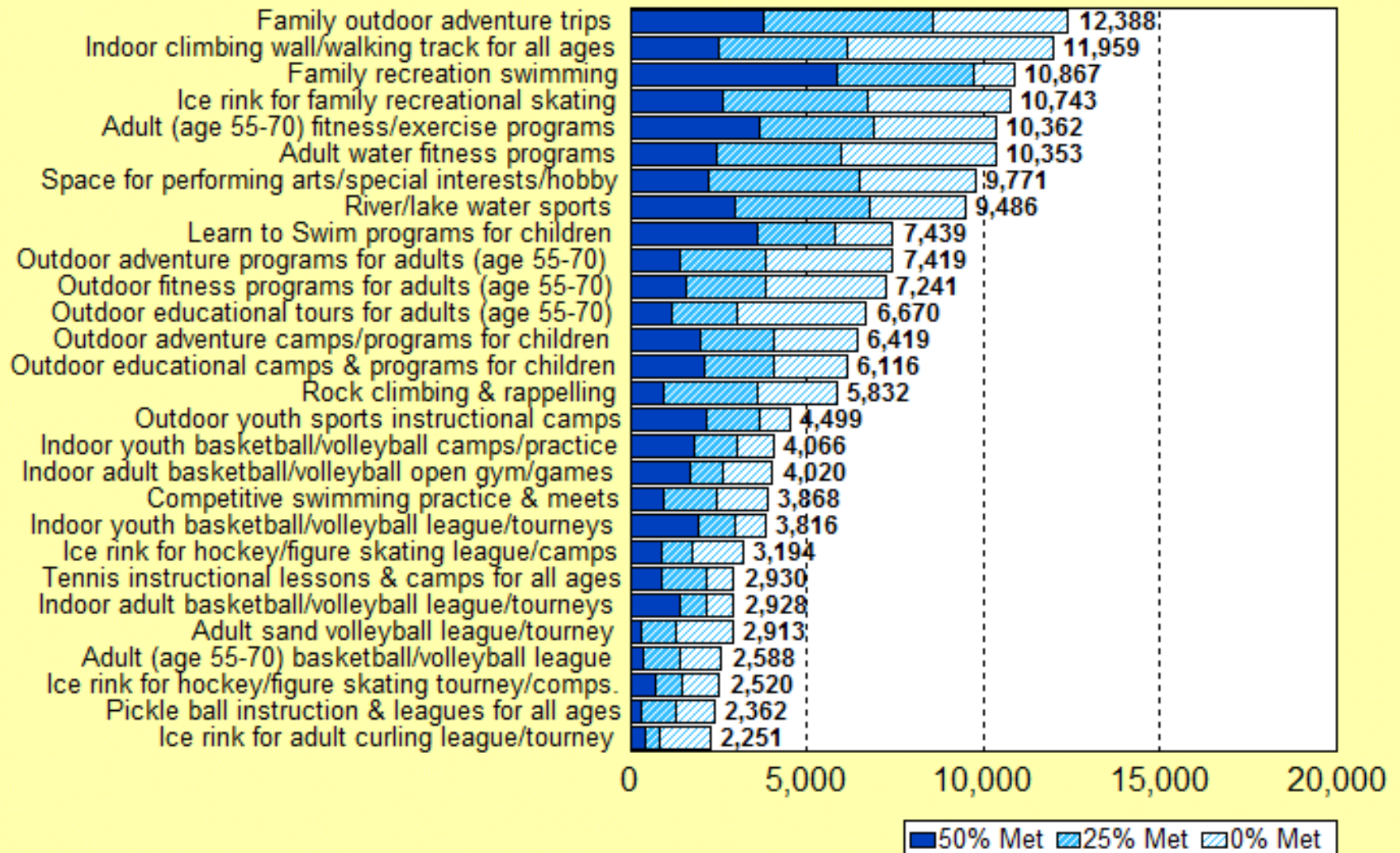
by percentage of respondents who selected the items as one of their top four choices



Source: ETC Institute (2016)

Q8-3. Estimated Number of Households in the City of Billings Whose Needs for Programs Are Being Met 50% or Less

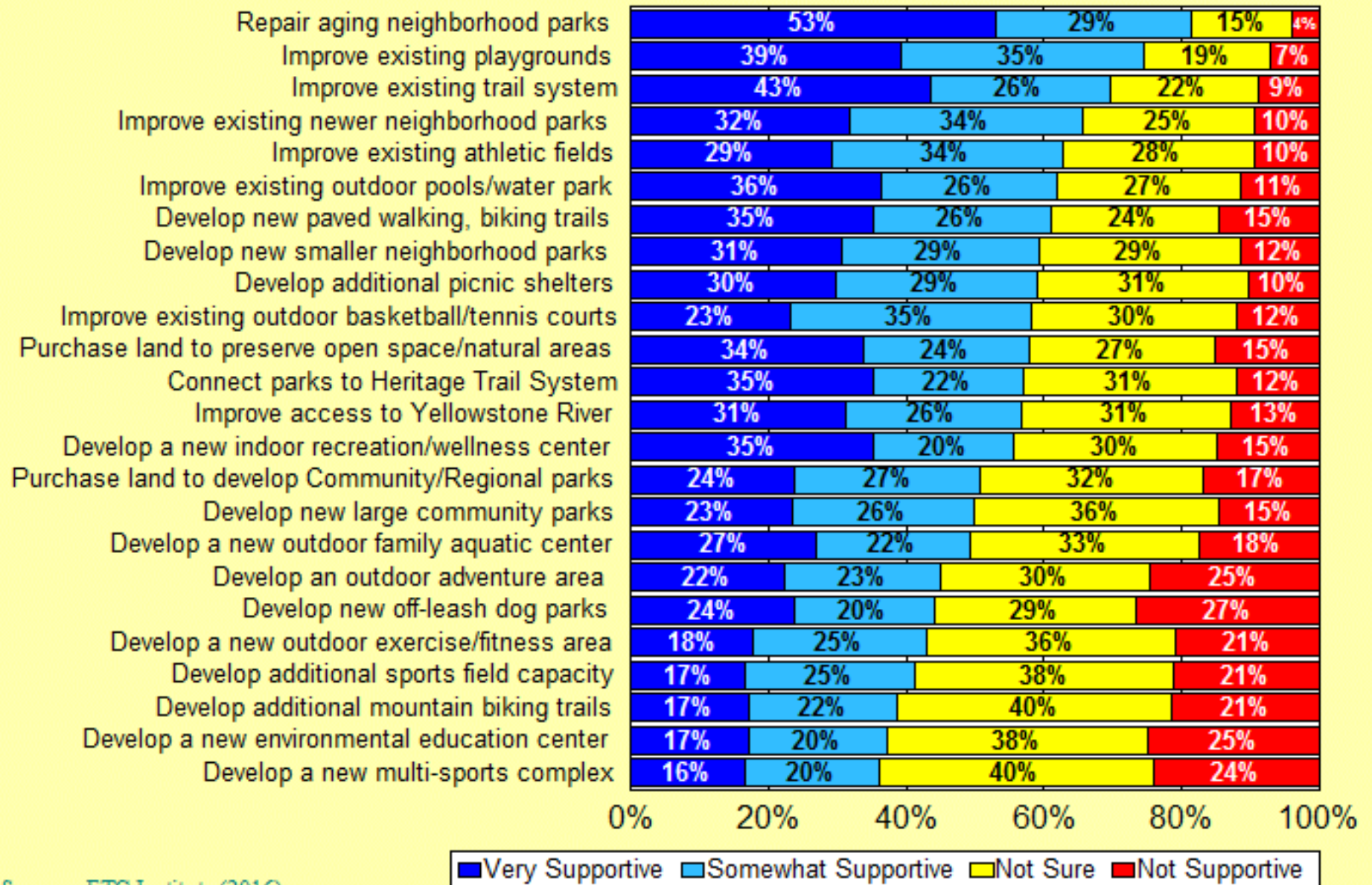
by number of households based on 46,674 households in the City of Billings



Source: ETC Institute (2016)

Q11. Support of Various Actions the City of Billings Could Take to Improve the Parks, Trails and Recreation System

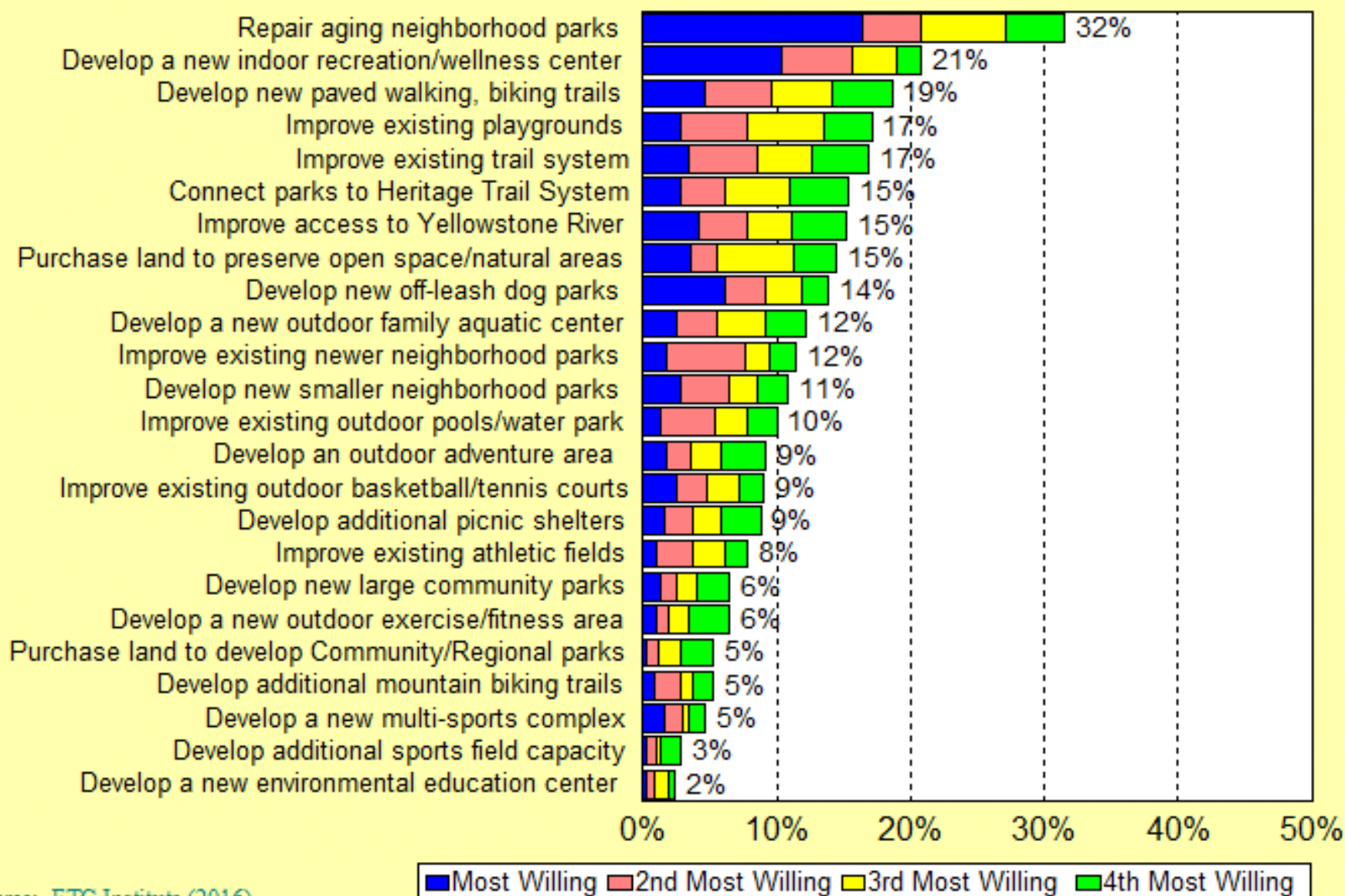
by percentage of respondents



Source: ETC Institute (2016)

Q12. Potential Actions Respondents Would be Most Willing to Fund

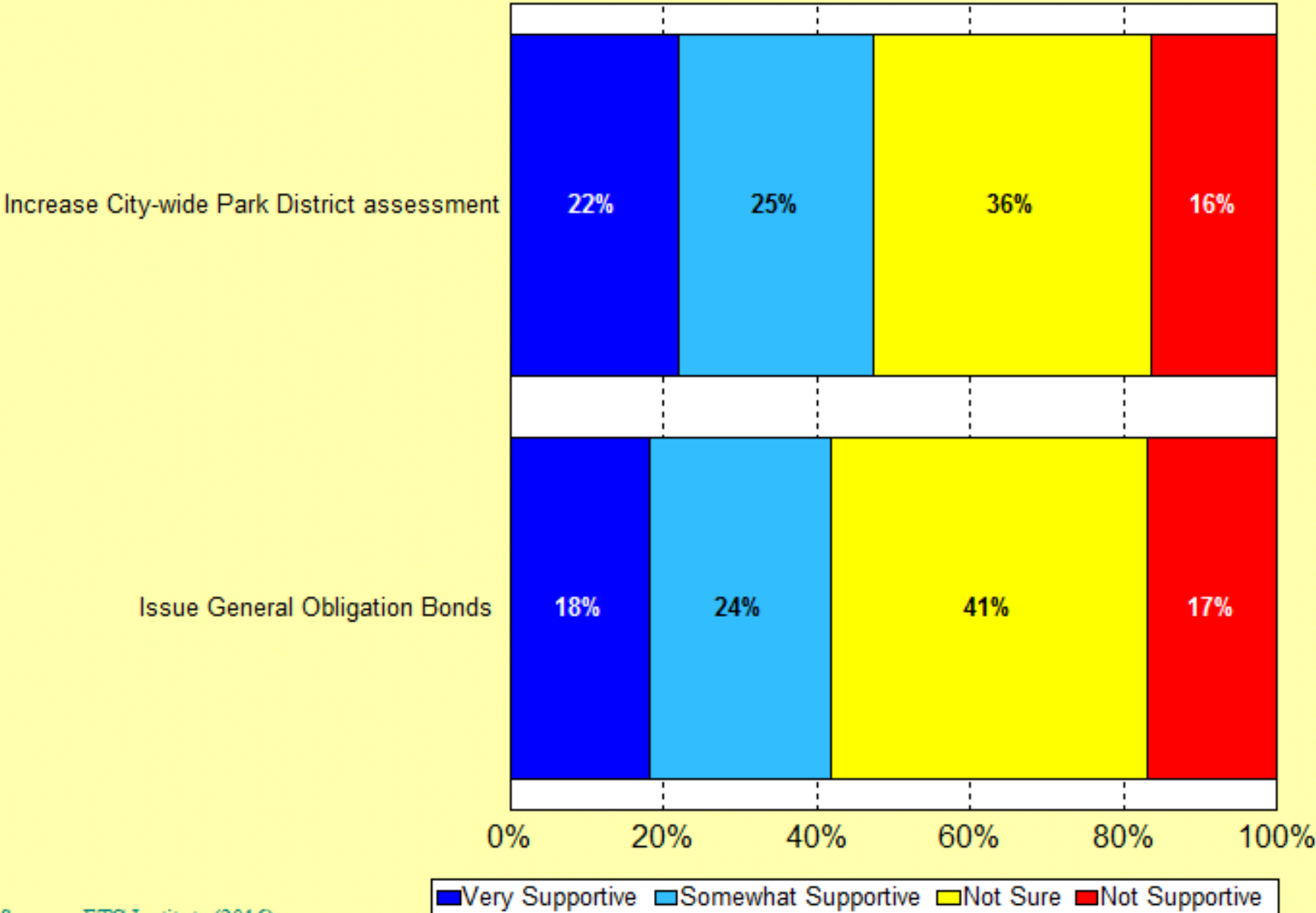
by percentage of respondent households that selected the item as one of their top four choices



Source: ETC Institute (2016)

Q13. Level of Support of Various Sources of Funding

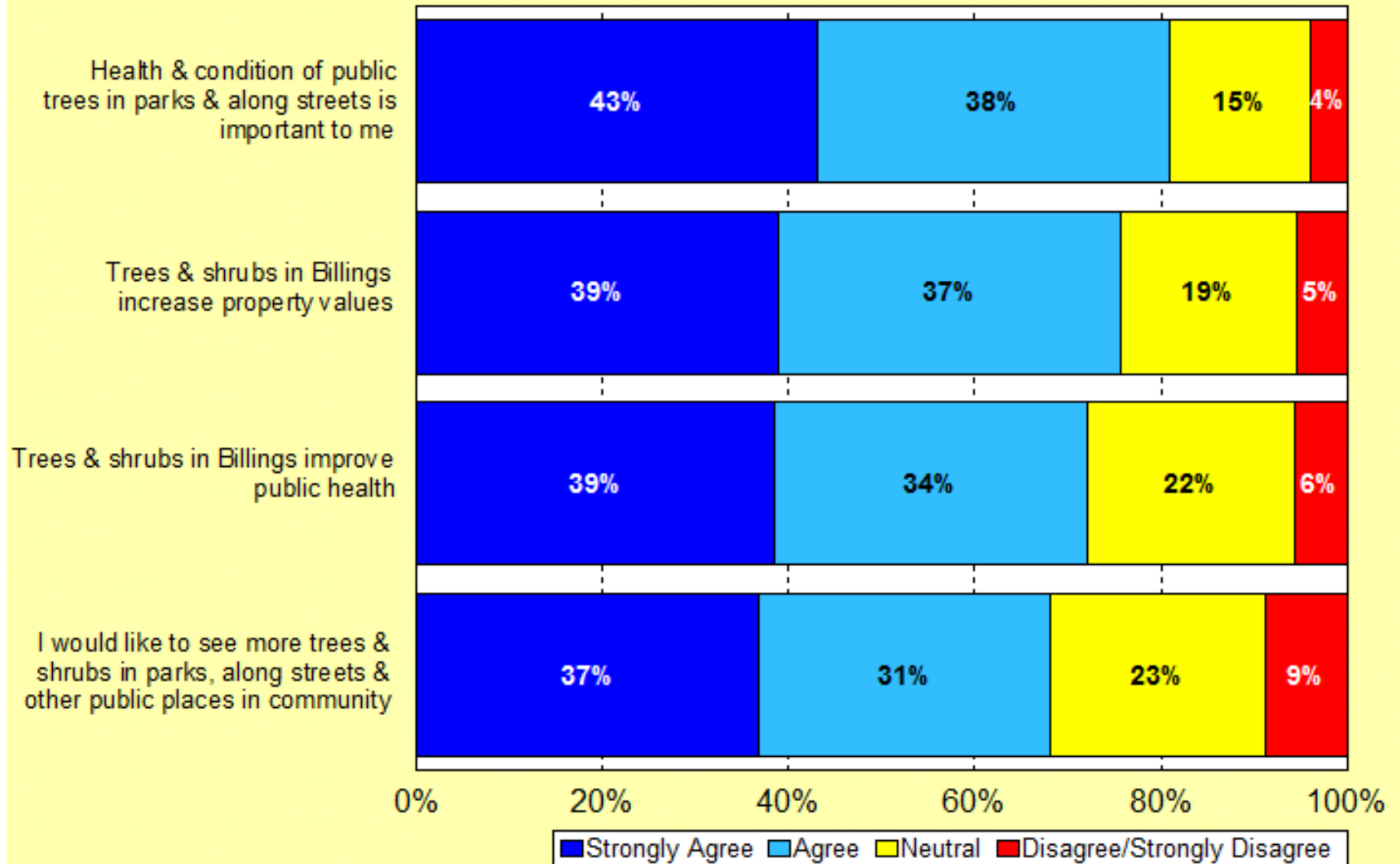
by percentage of respondents



Source: ETC Institute (2016)

Q14. Level of Agreement With Statements About Trees in Billings

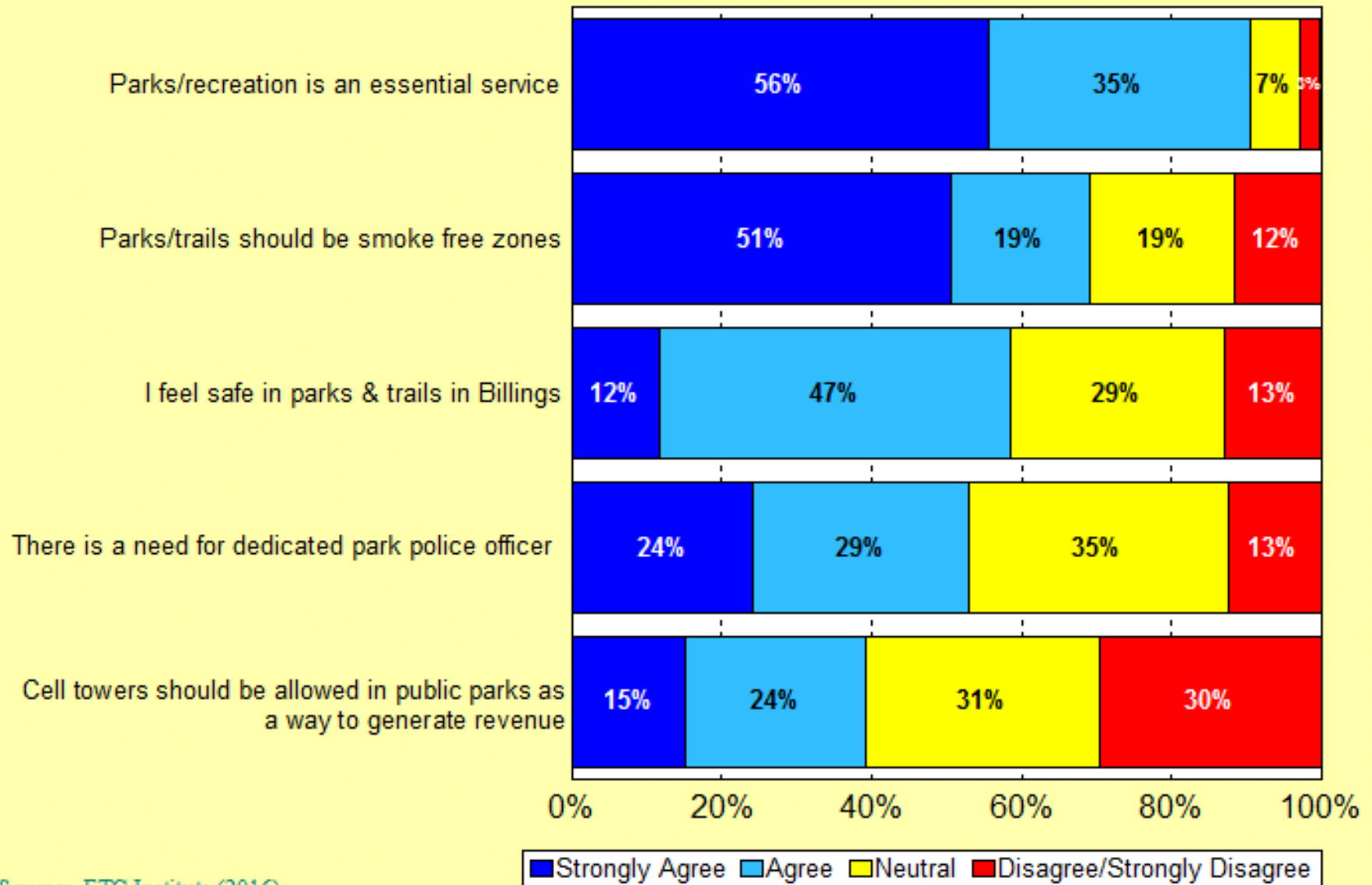
by percentage of respondents



Source: ETC Institute (2016)

Q15. Level of Agreement With Various Statements About Issues in Billings

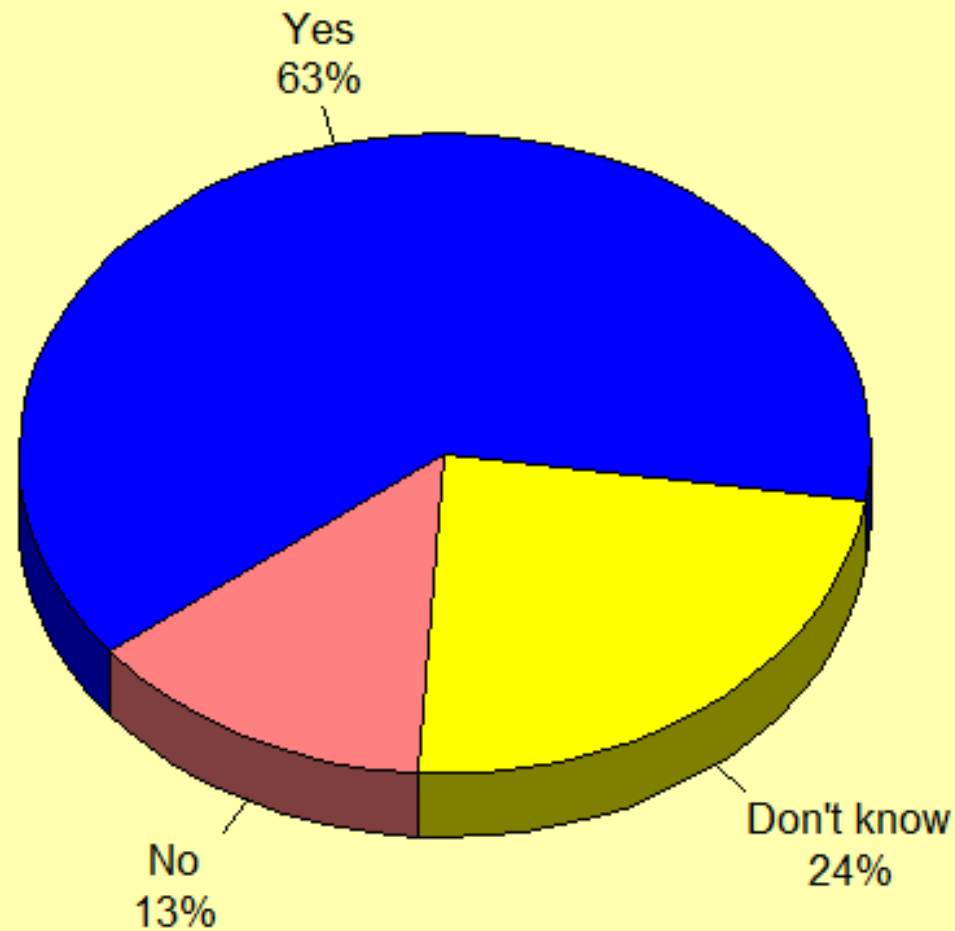
by percentage of respondents



Source: ETC Institute (2016)

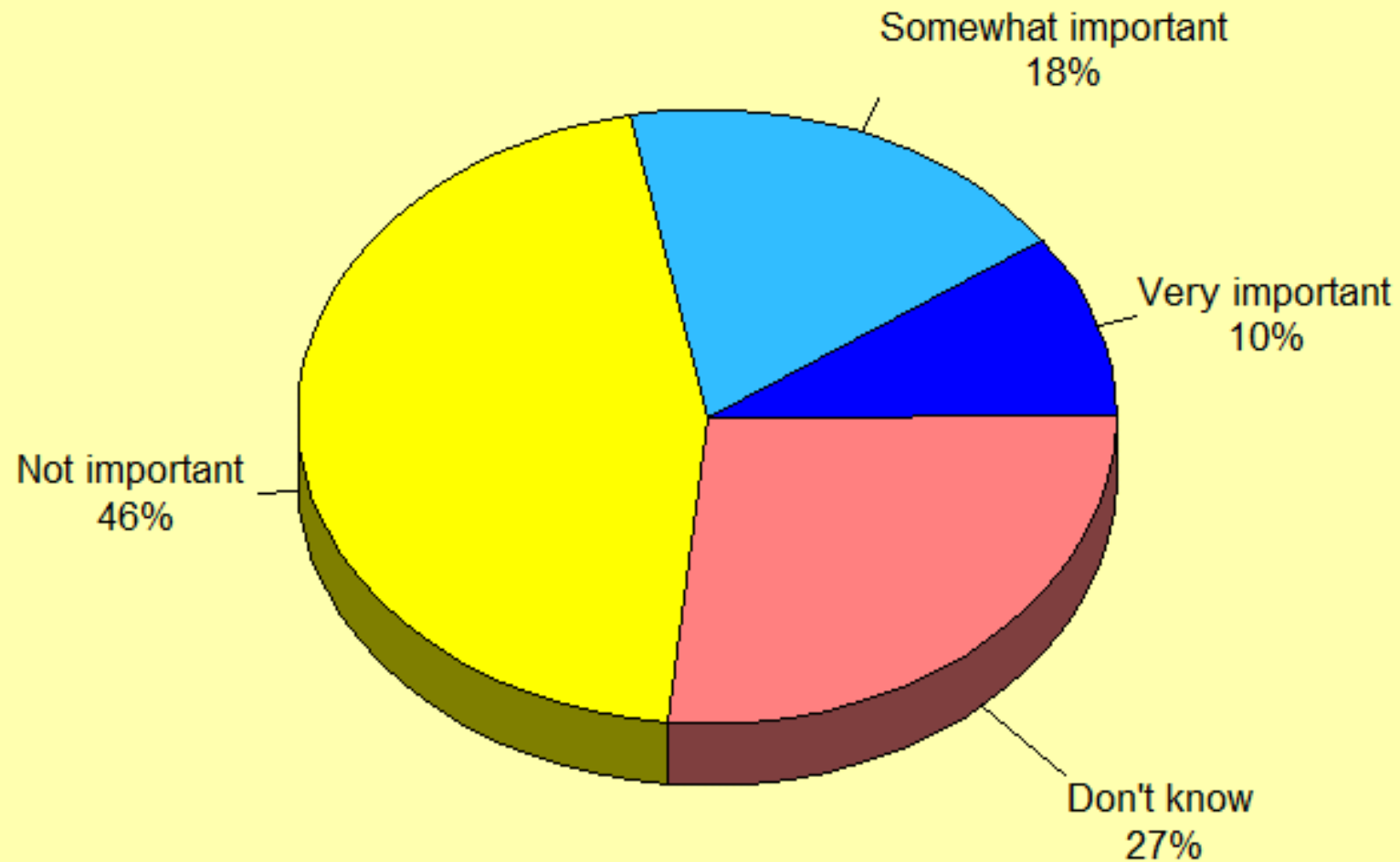
Q16. Should Developers Also be Required to Improve the Parkland to a Minimum Standard

by percentage of respondents



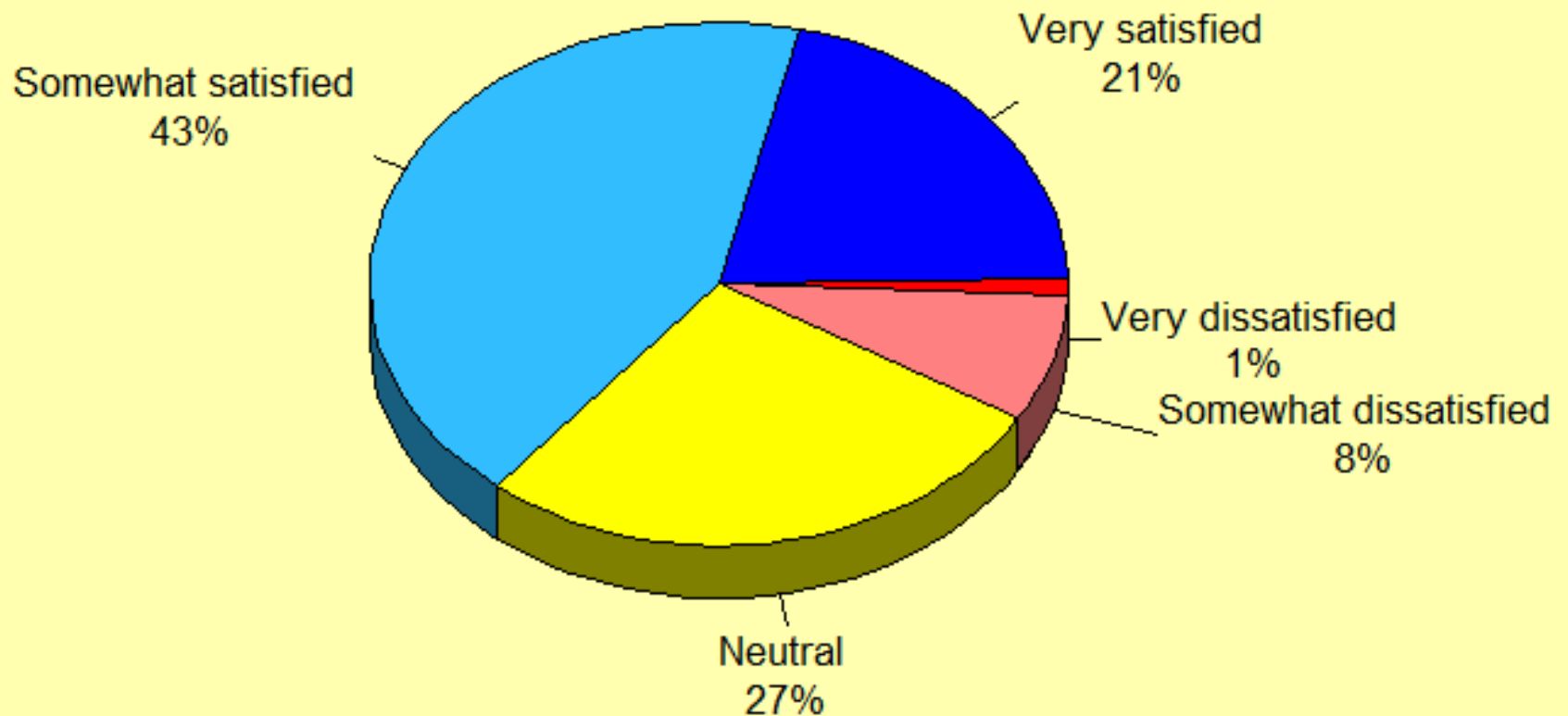
Q17. How Important is it to be Able to Visit Mountview Cemetery and/or Your Family's Graves

by percentage of respondents



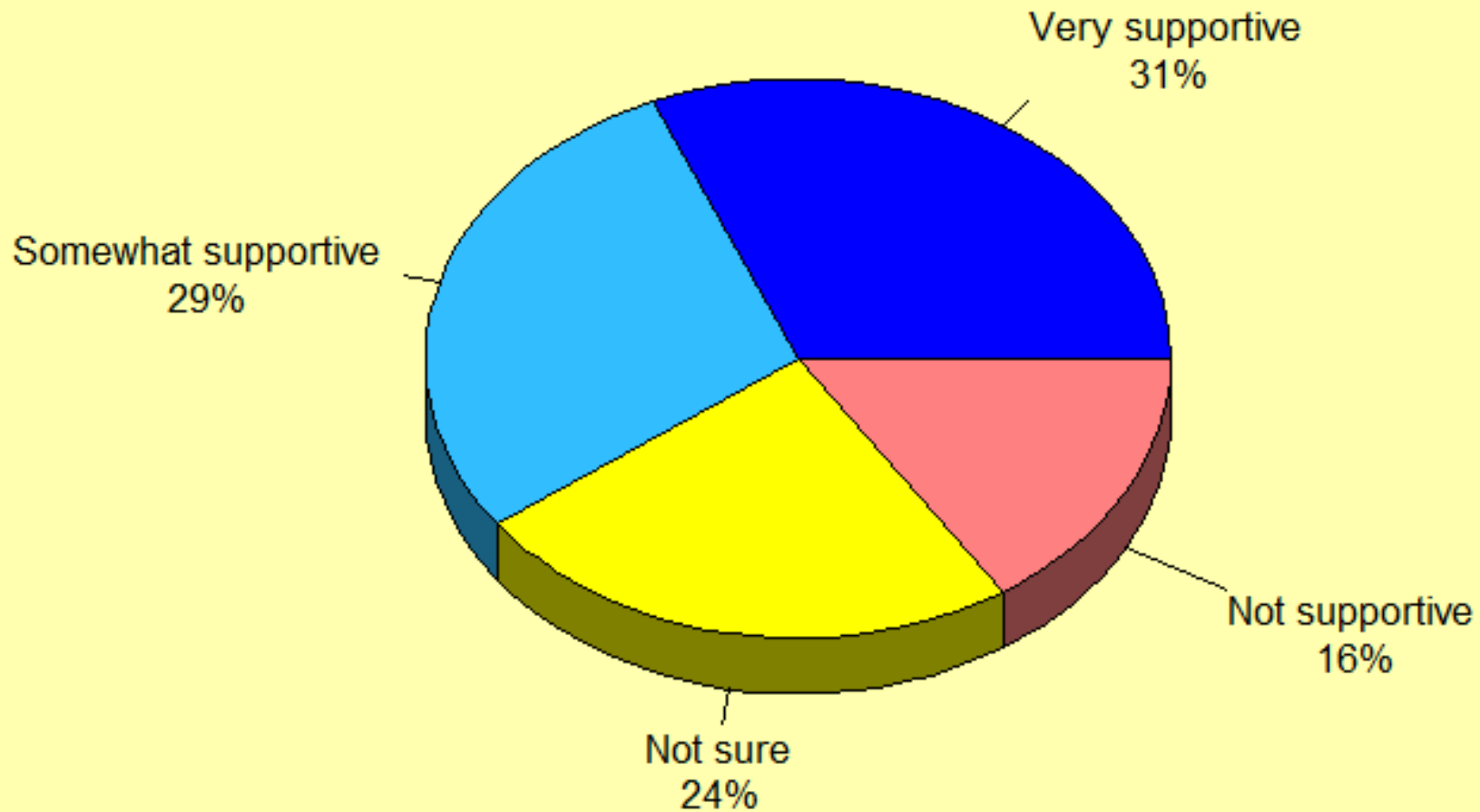
Q18. Level of Satisfaction with the Overall Value Households Receive From the City of Billings Parks & Recreation Department

by percentage of respondents



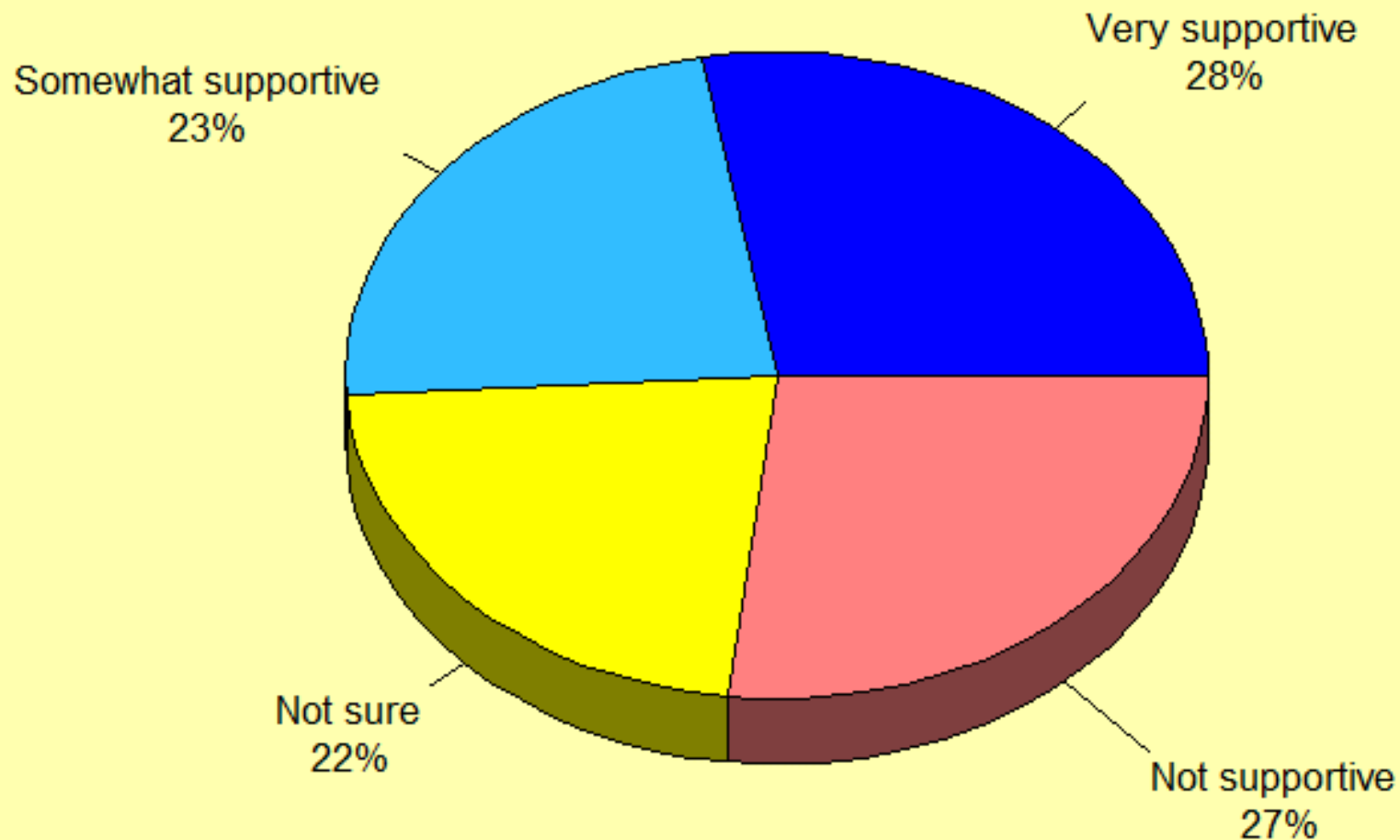
Q19. Support of Using City-wide Park District 1 Funds to Develop Community/Regional Parks

by percentage of respondents



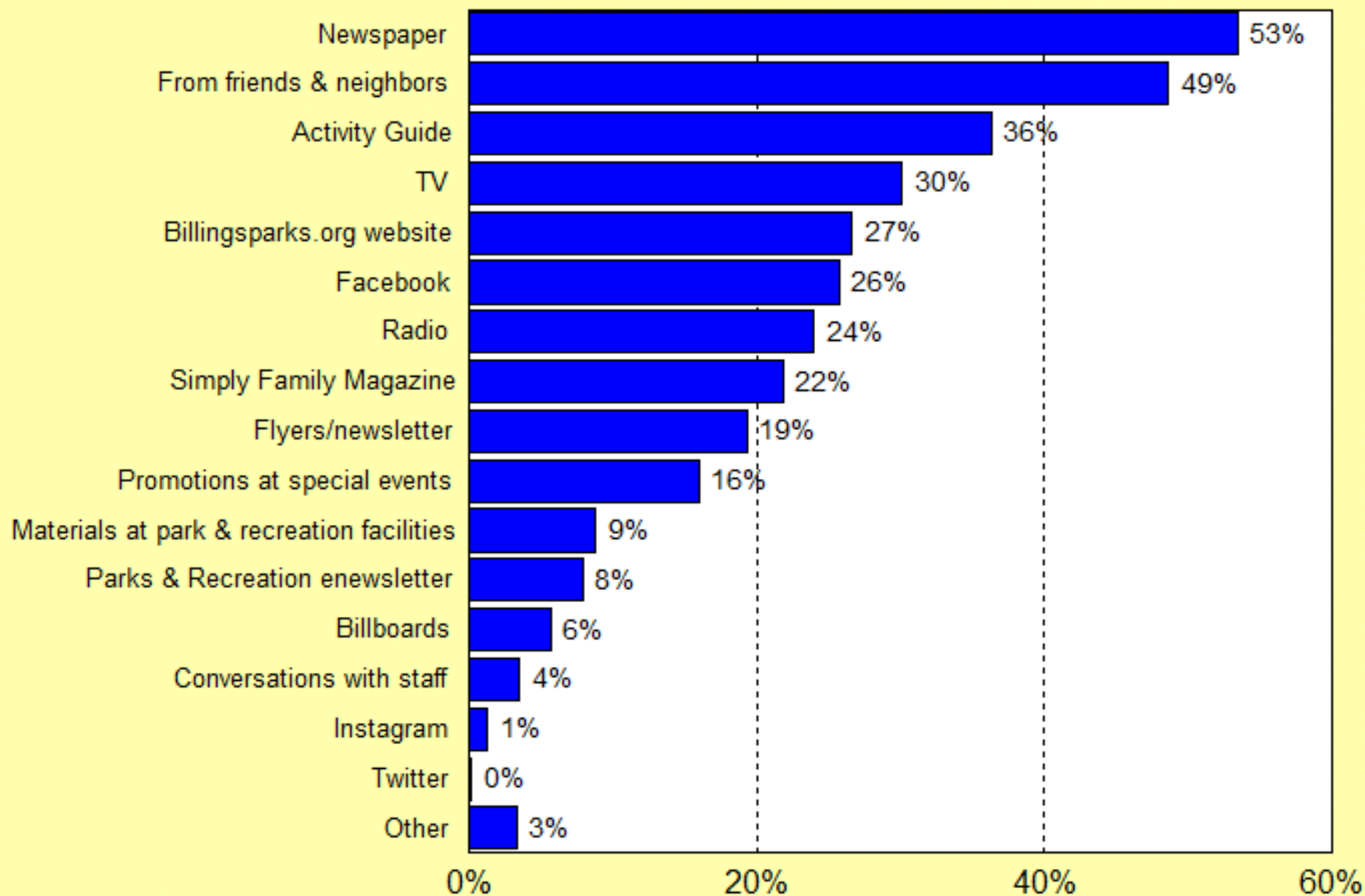
Q20. Support of Dedicating a Certain Percentage of the Sales Tax to Fund Park Improvements

by percentage of respondents



Q21. How Respondent Households Learn About Recreation Programs & Activities

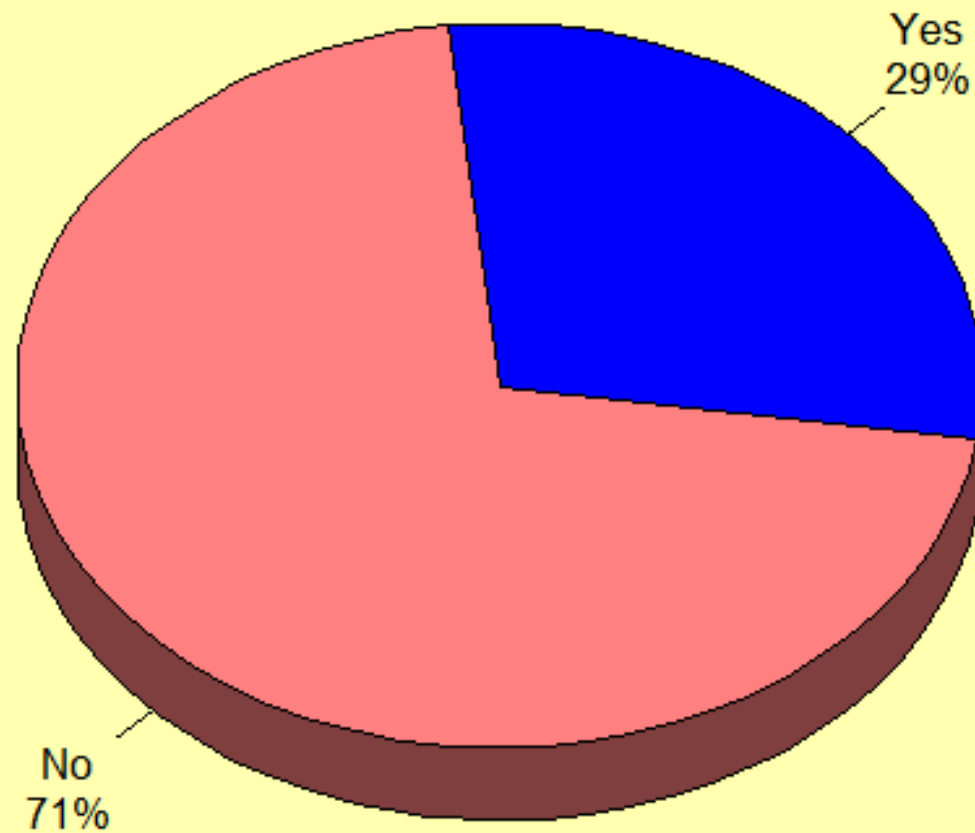
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

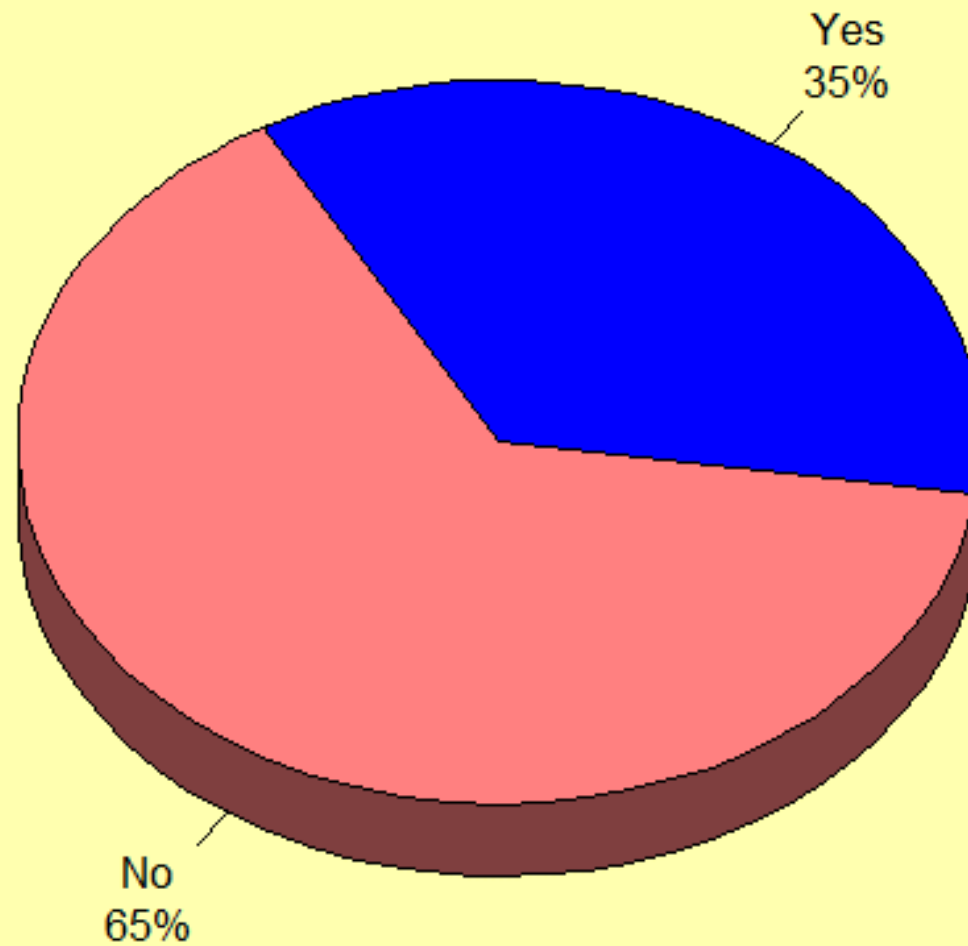
Q22. Were You Aware the Billings Parks & Recreation Has a Volunteer Program?

by percentage of respondents



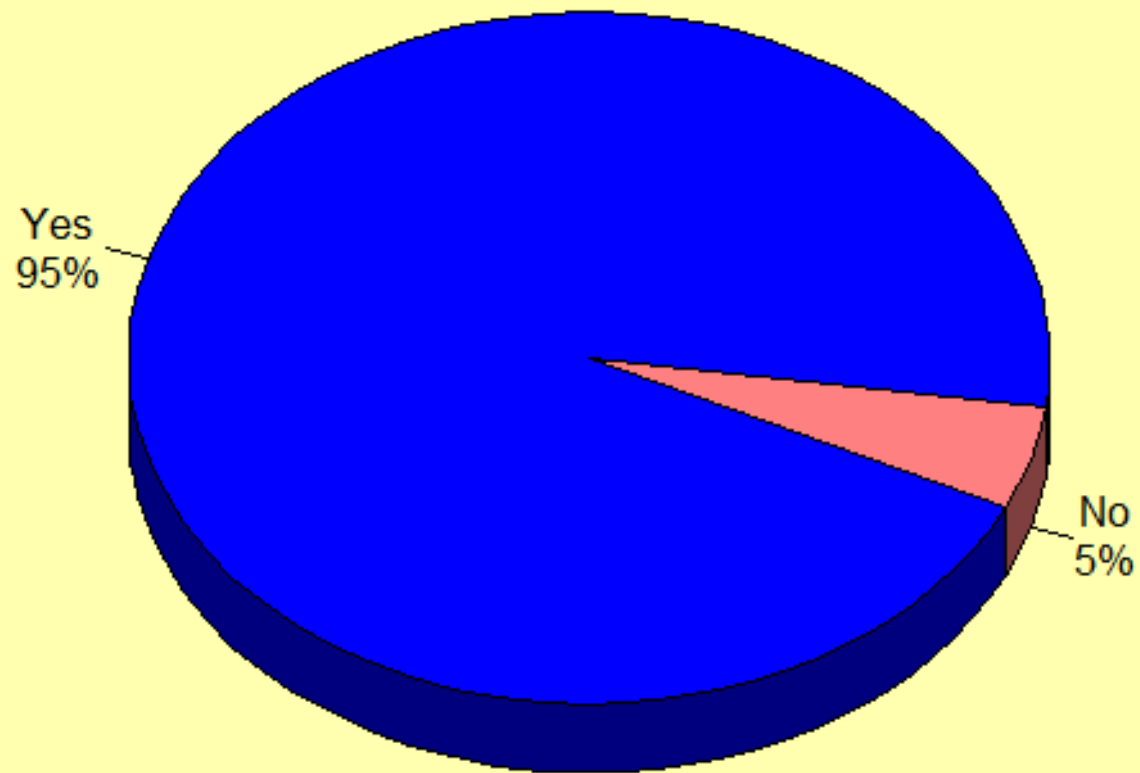
Q23. Would You Consider Volunteering for Billings Parks & Recreation?

by percentage of respondents



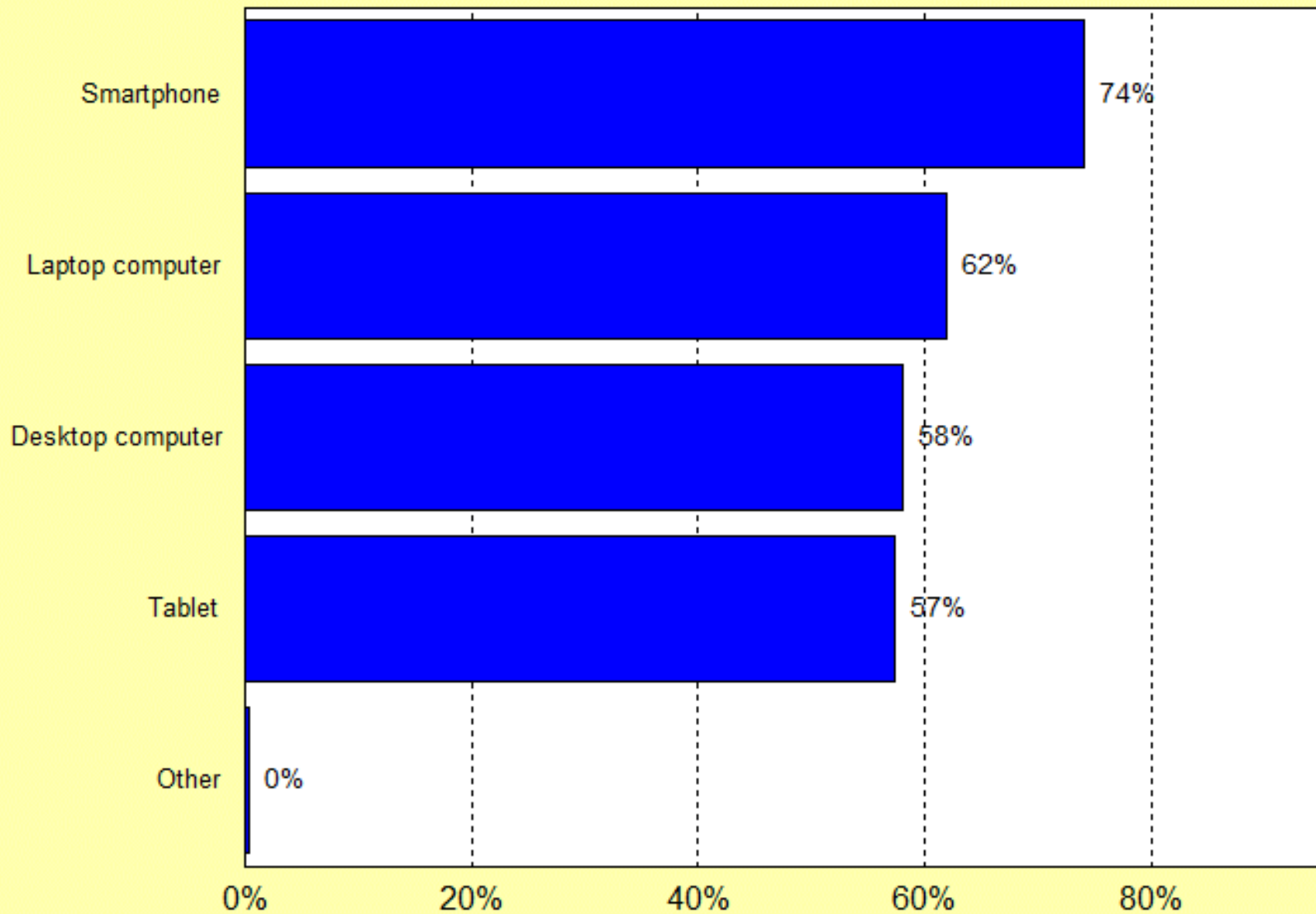
Q29. Demographics: Do you have access to the Internet?

by percentage of respondents



Q29a. Demographics: How do you access the internet?

by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2016)

Preliminary Needs Analysis



Methodology



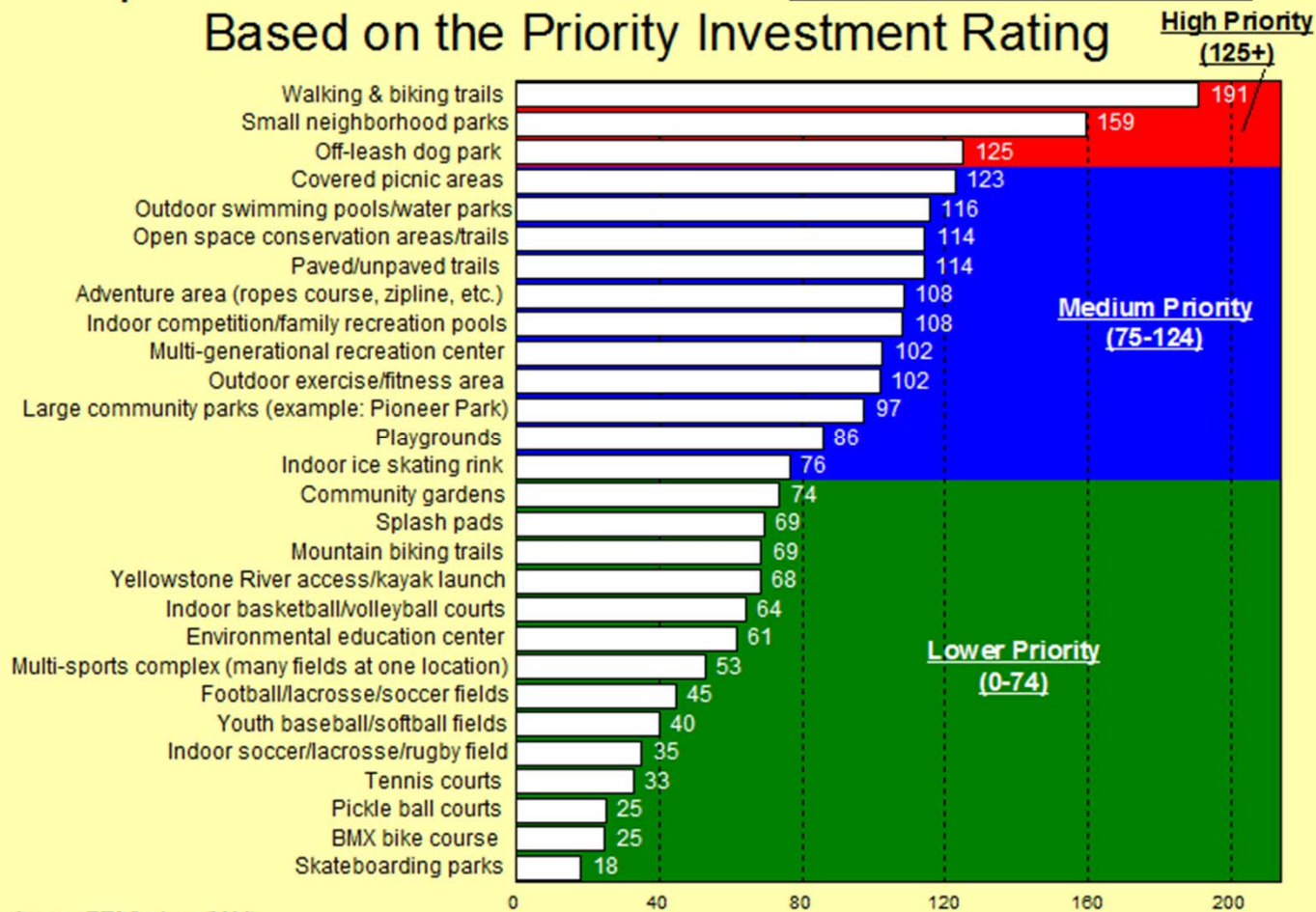
- ❑ Prioritizing needs provides a tool for evaluating the priority for parks and recreation investments.
- ❑ Priority needs reflects the importance and the unmet needs for each facility/program
- ❑ The priority needs rating weights each of these components equally
- ❑ A quantitative value is calculated for each facility and program.
- ❑ Values are then classified as high medium or low



Priority Investment Rating - Facilities

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Top Priorities for Investment for Recreation Facilities Based on the Priority Investment Rating



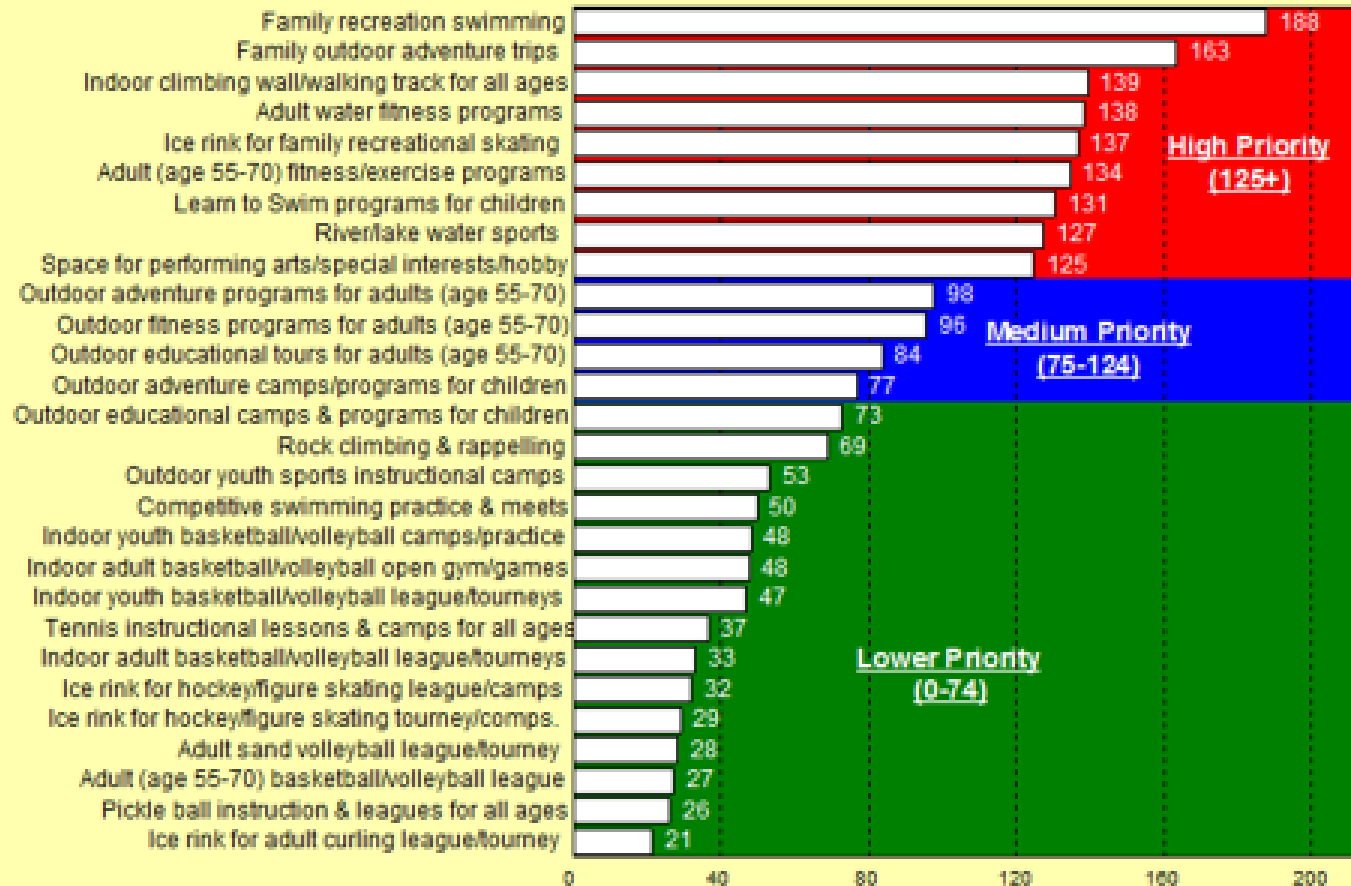
Source: ETC Institute (2016)



Priority Investment Rating Programs

55

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)



Next Steps



Next Steps



- **Key Findings Presentations**
 - Public - January 18
 - Planning Board – January 24
- **Facility Assessment Workshop – January 18**
- **Levels of Service & Equity Mapping – January 24**



Questions