## RUTH POND

Parks and Recreation Master Plan Findings Presentation OF VALDEZ WELCOMES

CITOPROPERT

NO ALCOHO

**GLACIER VIEW PARK** 

PICNIC AND VIEWING AREA

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



#### Strategic Kick-Off

- Critical Success Factors
- Key focus areas
- Meeting schedule
- Identification of Key Stakeholders
- GatheringofAllRelevant
   Documents
- Briefing with Decision Makers



**GREENPLAY** 

Context

Demographics

Trends



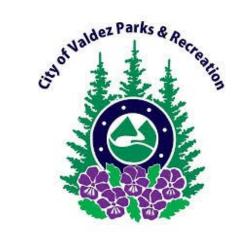
Typically our Strategic/Master Plans include a 5-year focus on operations, 10-year focus on capital, and

## Valdez Parks and Recreation Master Plan Survey Final Report

RRC

ASSOCIATES

April 2020



## Introduction

The purpose of this study was to gather community feedback on the Valdez's facilities, trails, amenities, programs, future planning, communication, and more.

This survey research effort and subsequent analysis were designed to assist Valdez Parks and Recreation in developing a plan to reflect the community's desires, needs, and priorities for the future. The goal was to ensure all residents had a chance to voice their opinion in this process.



#### VALDEZ, AK PARKS AND RECREATION MASTER PLAN SURVEY

Name Address City, ST, ZIP

Dear Valdez Resident,

WHAT'S THIS ABOUT? The City of Valdez works to enrich the lives of residents through quality parks, facilities, recreation programs and other services. This survey is part of the Valdez Parks and Recreation Master Planning process which helps us better understand our residents' usage and need for Parks and Recreation amenities. Your input is critical in shaping a department that reflects Valdez wants and needs.

**HOW YOU CAN HELP:** You can support this effort by taking a few minutes to complete the enclosed survey.

MAIL, DROP OFF OR ONLINE: Complete the survey with multiple options on how to return: on paper mail it back within 10 days in the enclosed self-addressed envelope; drop it off at the Civic Center, Rec Center or at the front desk at City Hall, or go online using the website below and password provided:

www.valdezparks.org and enter the password

WHAT IF I DON'T USE VALDEZ'S PARKS AND RECREATION SERVICES?

Even if you are not a current user, we would like to hear from you so we can better serve everyone.

Sincerely,

Nicholas Farline

City of Valdez Parks, Recreation & Cultural Services Director

We appreciate your feedback and thank you for your time!

CITY OF VALDEZ PARKS AND RECREATION MASTER PLAN SURVEY PRIZE ENTRY
To enter the prize drawing, detach and enclose this entry form:
Name\_\_\_\_\_\_\_\_\_OR

Daytime Phone\_\_\_\_\_

Return with your survey or separately to: RRC Associates, 4770 Baseline Road, Suite 360, Boulder, CO 80303





Five winners will be randomly selected to each receive a \$50 Visa gift card.

To enter the drawing, simply follow the directions at the bottom of the page. Or, if you respond online, you will have the opportunity to enter the drawing after completing the survey.

Winners of the random drawing will be contacted by phone and/ or email.

## Methodology

#### **Primary methods:**

1 = Statistically Valid (Invitation Survey) Mailed survey with an option to complete online

2 = Open Link Survey Online survey available to all residents

## 1,815 Mailings Sent to Valdez Residents



The Invite Survey represents the randomly sampled representative of Valdez residents. A sample size of 219 completed invite surveys leads to a margin of error of +/- 6.2%. The Open Link Survey allows for all other residents to share their opinion and are compared throughout the report. Despite a lower sample size for the Open Link survey, results are presented separately and should be interpreted with caution.



Surveys



## **Top Findings**



# Satisfaction is currently high among respondents.

Most aspects of Valdez's parks and recreation system received high satisfaction. There are still areas to improve over time but this is a positive finding.



## Summer trails and trail variety may need improvement.

Out of all statements on trails, summer trail maintenance and an increased variety of trails are the two most needed trail improvements.

# An indoor multi-use facility is important to most respondents.

Both invite and open link respondents identified a need to build a new indoor multi-use facility in Valdez. However, there was slightly lower importance given to this item as a primary purpose of the Parks and Recreation Department.



## Preferred communication methods are diverse.

From social media to flyers to emails, respondents seek a diversity of online and traditional promotional materials.





## **Top Findings**



#### Most support around sponsorships and

#### bonds for funding.

Invite respondents are most likely to support sponsorships and naming rights for facilities. Bond referendums received support too.



## Shoup Bay Trail and Special Events may be priorities to improve.

Both of these amenities/services received a lower than average needs-met rating while having a higher than

average importance to invite households.



## Additional bike paths and trail connectivity important for the future.

In addition to the indoor facility, bike paths and trail connectivity are important to respondents. This is a common theme seen in other areas of the country too.



## Mineral Creek Trail and Dock Point Trail receive most use.

Over 80% of invite respondents used these two trails over the past 12 months. The swimming pool also is frequently used by residents in Valdez.



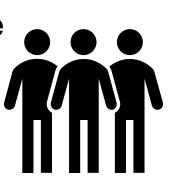


## Demographics



## **Demographic Profile**

**57%** of respondents are under 45 years old. Responses were well-distributed across age ranges in Valdez.



households earn under \$100k per year.

51% of respondents'

**43%** of respondents' households have children at home.



**6%** require ADAaccessible facilities and services in Valdez.

**39%** have lived in Valdez less than 10 years.

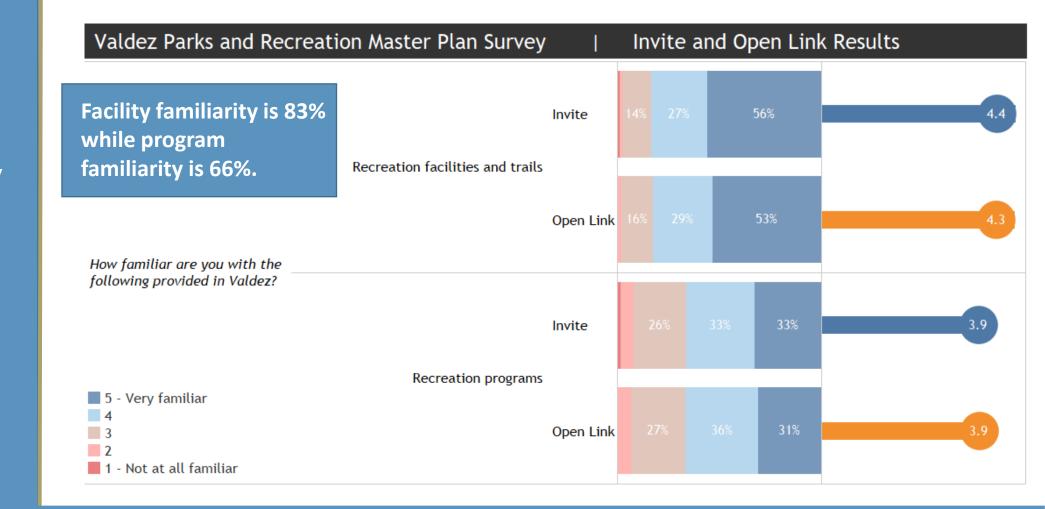




## **Current Usage and Satisfaction**



Invite and open link respondents are equally familiar with Valdez's recreation facilities, trails, and programs. Respondents have a familiarity of 4.4 out of 5.0 for facilities and trails and 3.9 out of 5.0 for programs. Program familiarity is typically lower as participation rates are lower. However, overall familiarity is relatively high in the community.



#### **Familiarity**



When asked which facilities/amenities they have used in the past 12 months, all facilities and amenities listed had at least 25% usage by respondents. Dock Point Trail was used by 83% of invite respondents followed by the Mineral Creek Trail (82%), special events and festivals (76%), and winter trail systems (70%).

Valdez Parks and Recrea	ation Master Plan Survey	Invite	and Open Lin	K Results
		Overall	Invite	Open Link
	Mineral Creek Trail	83%	82%	93
	Dock Point Trail	82%	83%	78%
	Special events and festivals	76%	76%	78%
	Valdez Winter Trail Systems	70%	70%	67%
	Valdez swimming pool	63%	64%	62%
Which Valdez	Overlook Trail	61%	65%	42%
parks/recreation	Shoup Bay Trail	58%	58%	62%
facilities/amenities have been used by you and your	Keystone Canyon Pack Trail	43%	43%	42%
household in the past 12	Valdez Recreation Center	44%	42%	51%
months? (CHECK ALL THAT	Goat Trail	40%	40%	38%
APPLY)	Rock Wall	37%	33%	56%
	Adult recreation programs	36%	37%	31%
	John Hunter Memorial Trail	37%	39%	24%
	Salmonberry Ski Hill	32%	28%	53%
	Youth recreation programs	30%	30%	31%
	None of the above	2%	3%	

## Current Usage



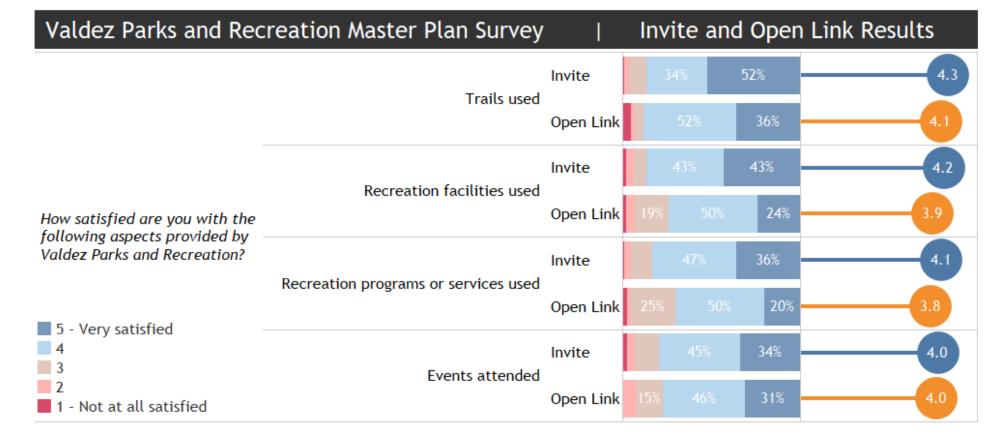
When forced to choose only three most used facilities/amenities, the most frequently used facility is the Valdez swimming pool (50%), the Mineral Creek Trail (40%), and the Valdez Winter Trail Systems (40%). The Dock Point Trail (32%), special events and festivals (29%), and Shoup Bay Trail (24%) followed in usage.

Valdez Parks and Re	ecreation Master Plan Survey   I	nvite an	d Ope	n Link F	Results		
		Over	all	Inv	rite	Ор	en Link
	Valdez Swimming Pool	32%	50%	31%	50%	36%	9% 52%
	Mineral Creek Trail	<mark>15%</mark> 16%	41%	<mark>14%</mark> 17% <mark>9</mark>	% <mark>40</mark> %	24%	14% 47%
	Valdez Winter Trail Systems	<mark>14%</mark> 15%	40%	<mark>15%</mark> 14	% <mark>40</mark> %	13% 1	9% 39%
	Dock Point Trail	13% 29	%	<mark>9%</mark> 14%	32%	14%	5
	Special events and festivals	13% 29	%	9% <mark>13% 2</mark>	<b>9</b> %	18%	32%
	Shoup Bay Trail	<mark>9%</mark> 23%		24	%	13% <mark>2</mark> (	0%
	Adult recreation programs	15%		14%		169	%
Top 3 Most Used	Salmonberry Ski Hill	12%		12%		9% 14%	S
	Youth recreation programs	12%		12%		<b>9</b> %	
	Valdez Recreation Center (Ike Woody Woodman)	10%		10%		<b>9</b> %	
	Rock Wall	11%		9%		<mark>9%</mark> 13%	25%
	Keystone Canyon Pack Trail	8%		8%		7%	
	Overlook Trail	7%		8%		59 <b>5%</b>	
First Rank	John Hunter Memorial Trail	6%		6%		5%	
<ul><li>Second Rank</li><li>Third Rank</li></ul>	Goat Trail	6%		5%		9%	

Current Usage -Top 3



Respondents rated how satisfied they were with a variety of aspects in Valdez. As shown, invite respondents are slightly more satisfied on every aspect except for events. However, all aspects received positive ratings by both groups. Trails (4.3) was the highest rated aspect followed by recreation facilities (4.2), programs and services (4.1), and events attended (4.0).

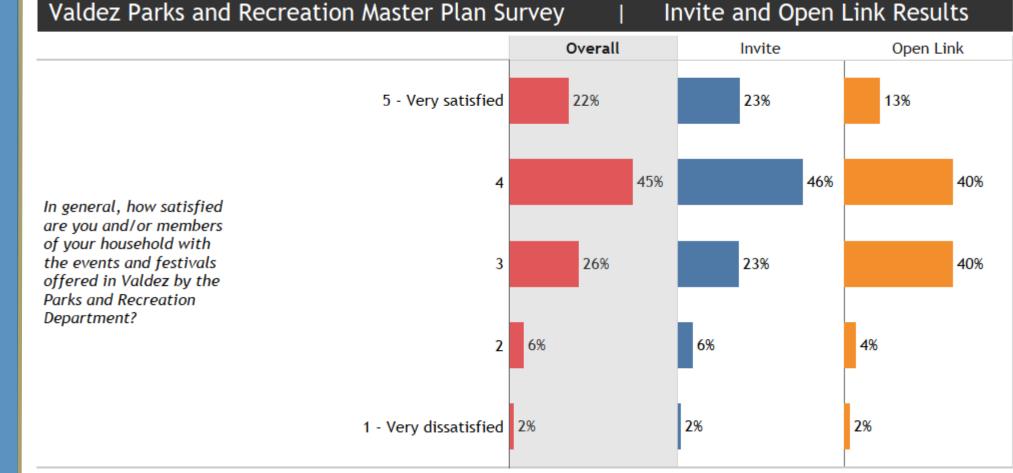


Trails and Recreation Facilities rated the highest, both with 86% either satisfied or very satisfied. Recreation Programs were a close second with an 83% either satisfied or very satisfied.



#### **Satisfaction**

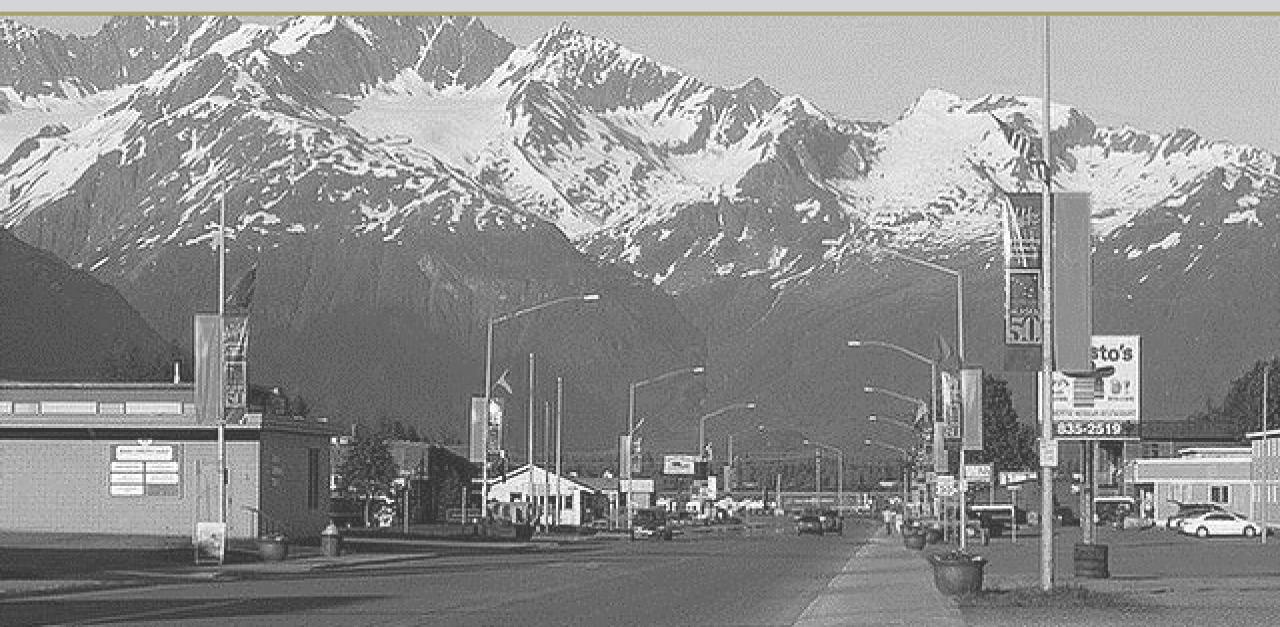
Events have become a popular addition by many Parks and Recreation departments across the country. Both invite and open link respondents are mostly satisfied with the events offered in Valdez. There may be areas to improve at points. More invite respondents provided a 4 out of 5 rating (46%) than a 5 out of 5 rating (23%). Furthermore, 31% rated either 3 or lower. While the rating is still positive, events may have some room to improve in the future.



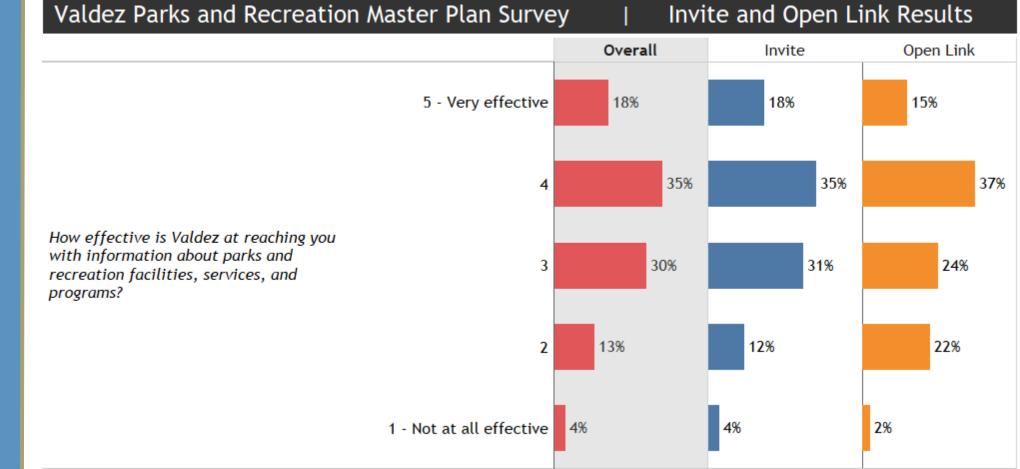
#### **Event** Satisfaction



# Communication



Valdez's communication effectiveness is moderate-to-mostly effective among both invite and open link respondents. Approximately 43% of invite respondents rated the City's communication effectiveness either a 4 or 5 out of 5. An additional 31% rated it slightly lower at 3/5. Only 16% rated the effectiveness either 1 or 2, a positive finding. There may be room to generate more awareness among those who are in the middle of the scale.



#### Communication Effectiveness

## Top Communication Methods (Invite)



Social Media

Flyers at Local Businesses

City Website

Email

47%

67%

53%



Word of Mouth

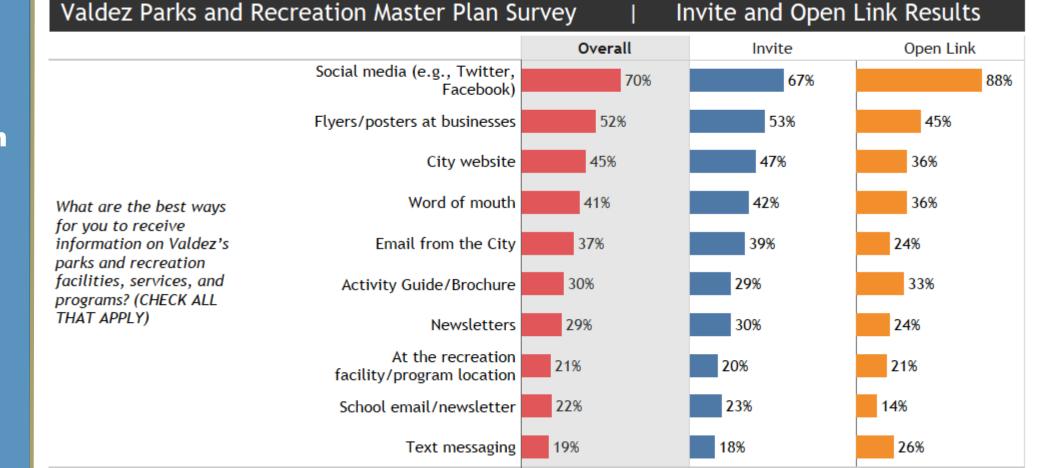
**42%** 

39%





The best ways to receive communication is a mix of online and traditional promotional material. Social media (67%) is the best way for most respondents. Following are flyers/posters at businesses (53%), the City website (47%), word of mouth (42%), and emails (39%). Overall, it's clear that a mixed approach to communication is preferred for many respondents.



#### Communication Methods



# **Current Facilities and Programs**



When asked how important facilities/amenities were to their household, the Mineral Creek Trail (4.4), winter trail system (4.3), Dock Point Trail (4.2), swimming pool (4.0), and Shoup Bay Trail (4.0) were most important. The Overlook Trail (3.9) and Keystone Canyon Pack Trail (3.8) are also important to respondents.

Valdez Parks and Recreation Master Plan Survey | Invite and Open Link Results

57% Invite Mineral Creek Trail 71% Open Link Invite Valdez winter trail system Open Link 71% 49% Invite Dock Point Trail Open Link 54% Invite Valdez swimming pool 54% Open Link Invite Shoup Bay Trail A) How important are the 45% Open Link following facilities and Invite programs to your household? **Overlook Trail** 29% Open Link 37% Invite Keystone Canyon Pack Trail Open Link Invite 5 - Very important Goat Trail/Wagon Road Open Link 4 3 Invite John Hunter Memorial Trail 2 Open Link - Not at all important 22% Invite Special events 37% Open Link



21% 34% 37%



Towards the middle-to-bottom of the list, programs fell further into this category. This is normal as programs are generally lower in importance. Most programs are only important to those who use them which is smaller than those who use facilities.

Facility / Program Importance – Bottom of the list

Valdez Parks and Rec	creation Master Plan Survey		Invite and Open Link Results
	Aquatic programs	Invite Open Link	16%         19%         20%         35%         3.6           22%         32%         29%         3.6
	Cultural/educational programs	Invite Open Link	34%         29%         23%         3.5           24%         29%         32%         3.8
	Youth programs	Invite Open Link	22%         16%         16%         37%         3.4           17%         17%         49%         3.7
	Adult programs	Invite Open Link	26%         25%         23%         3.3           20%         38%         25%         3.6
<ul> <li>A) How important are the following facilities and programs to your household?</li> <li>5 - Very important</li> <li>4</li> <li>3</li> <li>2</li> <li>1 - Not at all important</li> </ul>	Athletic courts (e.g., basketball, volleyball)		16%         25%         19%         27%         3.3           18%         18%         20%         38%         3.6
	Rock Wall	Invite Open Link	21%         19%         21%         26%         3.2         3.2           19%         27%         38%         3.8         3.8
	Salmonberry Ski Area	Invite Open Link	19%         16%         21%         15%         30%         3.2           27%         41%         3.8
	Athletic fields (e.g., soccer, baseball)	Invite Open Link	17%         17%         25%         18%         23%         3.1           23%         20%         40%         3.8
	Recreation center	Invite Open Link	19%         16%         25%         19%         20%         3.1         3.1         3.1         3.1         3.4
	Teen programs	Invite Open Link	33%         16%         25%         2.8           28%         18%         31%         3.1
	Senior programs	Invite Open Link	43%         14%         18%         2.5           49%         15%         18%         2.2



Further, respondents were asked how well these facilities/programs meet the needs of Valdez. The winter trail system (4.4), Dock Point Trail (4.4), Mineral Creek Trail (4.4), and swimming pool (4.4) meet the needs of the community the best. This is positive as these same facilities/trails are of highest importance to respondents too.

Valdez Parks and Rec	reation Master Plan Survey	I	Invite ar	nd Oper	n Link Results
	Valdez winter trail system	Invite	36%	53%	
	vadez miler trait system	Open Link	31%	62%	
	Dock Point Trail Overlook Trail	Invite	32%	57%	
-		Open Link	16% 29%	55%	4
		Invite	31%	55%	4
-		Open Link	32%	50%	4
	Mineral Creek Trail Valdez swimming pool	Invite	30%	54%	4
B) How well are these facilities and programs meeting the		Open Link	39%	52%	
		Invite Open Link	30%	55% 36%	
	John Hunter Memorial Trail	Open Link Invite	16% 30%	52%	4
		Open Link	21% 38%	42%	
needs of the community?	Rock Wall	Invite	38%	46%	4
		Open Link	18% 29%	39%	39
-	Keystone Canyon Pack Trail	Invite	19% 36%	41%	4.
		Open Link	18% 39%	36%	4.0
5 - Completely 4 3 2 1 - Not at all		Invite		40%	4.
	Goat Trail/Wagon Road	Open Link	21% 29%	43%	4.
	Athletic fields (e.g., soccer, baseball)	Invite	16% 40%	35%	4.0
		Open Link	38% 24	% 33%	
	Athletic courts (e.g., basketball,	Invite	18% 42%	33%	4.0
	volleyball)	Open Link	22% 39%	30%	3.8

Facility / Program Needs Met – Top of the list



The following slide contains facilities/programs that are more moderately meeting the needs of the community. Although programs received low importance, they are still bottom of the list for needs met too. The Recreation Center (4.0) is also lower than most other facilities. However, respondents are generally more neutral on these facilities than they are negative. They may just be lower importance to most households.

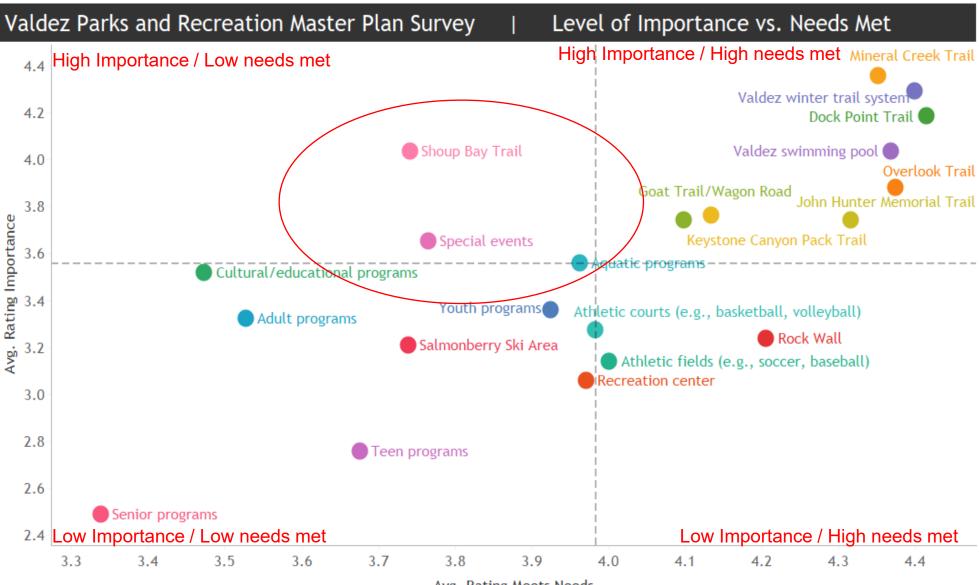
Valdez Parks and Recreation Master Plan Survey Invite and Open Link Results Invite Aquatic programs Open Link 32% Invite Recreation center Open Link 32% Invite Youth programs 20% Open Link 22% Invite Special events Open Link Invite Salmonberry Ski Area B) How well are these facilities 24% Open Link and programs meeting the Invite 37% needs of the community? Shoup Bay Trail 27% Open Link 26% Invite Teen programs Open Link Invite 5 - Completely Adult programs Open Link 4 19% 3 Invite Cultural/educational programs 2 Open Link 1 - Not at all 24% Invite Senior programs

Open Link

Facility / Program Needs Met – Bottom of the list



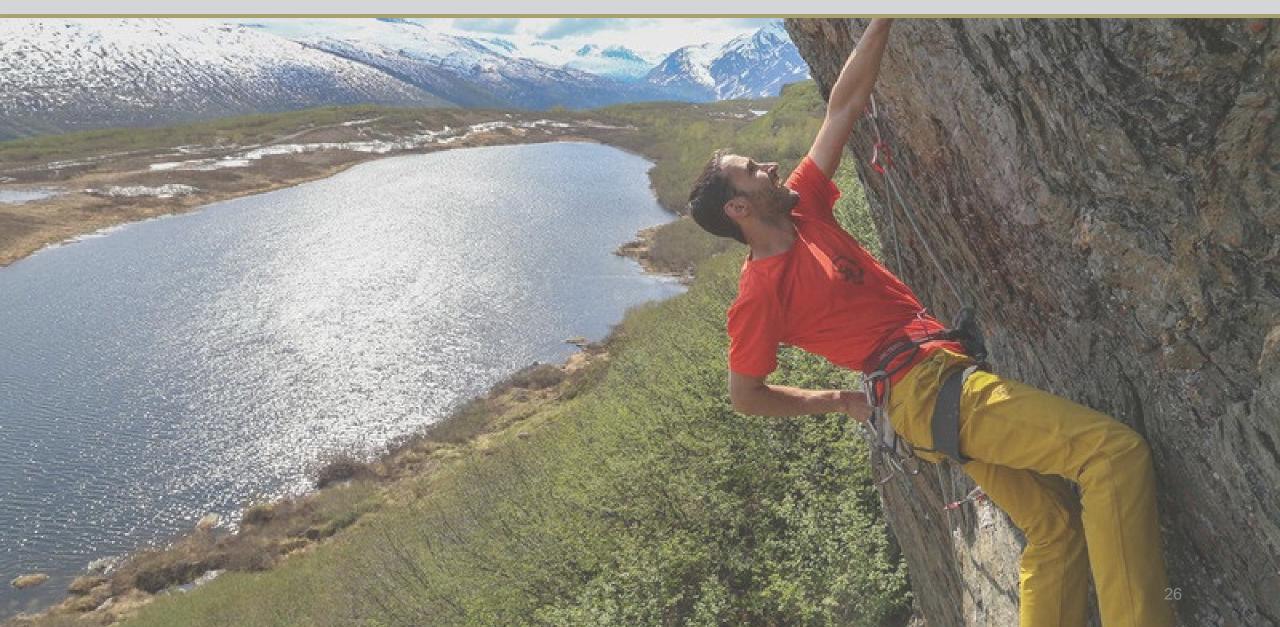
Facility / Program Importance / Performance Matrix – Invite



Avg. Rating Meets Needs



# **Future Needs and Priorities**



When asked to rate the future priorities of Valdez, invite and open link respondents generally agree on the overall rankings. The top of the list includes additional/improved bike paths (3.8 invite), local trail connectivity (3.8), indoor multi-use recreation facility (3.8), improved summer trail quality (3.6), and regional trail connectivity (3.6). A second tier of importance includes cross-country ski trail system (3.4) and improved winter trail quality (3.4).

# Valdez Parks and Recreation Master Plan Survey Invite and Open Link Results Additional/improved bike paths Invite 22% 27% 36% 1.8 Open Link 23% 43% 3.9 Local trail connectivity (e.g., between local neighborhoods and other local trails) Invite 21% 28% 37% 1.8 Indoor multi-use recreation facility Invite 23% 27% 35% 3.7 3.8 Indoor multi-use recreation facility Invite 23% 27% 35% 3.7 Indoor multi-use recreation facility Invite 23% 26% 32% 3.6 Open Link 19% 50% 3.9 Improved summer trail quality Invite 26% 26% 26% 26% 3.6 Open Link 19% 26% 26% 26% 26% 3.6 3.6 Open Link 19% 26% 26% 26% 26% 3.6 3.6 Open Link 19% 26% 26% 26% 26% 3.6 3.6 Open Link 19% 26% 26% 26% 26% 26% 3.6 3.6 Open Link 19% 26% 26% 26% 26% 26% 3.6 3.6 Improved summer trail quality Invite 26% 26% 26% 26% 26% 3.6 Open Link 19% 26% 26% 26% 26% 26% 3.6 3.6

	Indoor multi-use recreation facility	Open Link	19% 50%	
	Improved summer trail quality	Invite	28% 26% 32%	3.6
	improved summer trait quarty	Open Link	31% 41% 19%	
What are the most	Regional trail connectivity (e.g., connecting	Invite	26% 25% 31%	3.6
important needs on parks, recreation faciliites, and	trails on a broader scale)	Open Link	<b>19% 26% 26% 26%</b>	3.5
programs in Valdez in the	Cross-country ski trail system	Invite	30% 21% 28%	3.4
next 5 to 10 years?		Open Link	23% 29% 19% 19%	3.2
	Improved winter trail quality	Invite	32% 30% 20%	3.4
	improved winter trait quarty	Open Link	41% 22% 22%	3.4
5 - Very important	Additional youth and teen programs	Invite	37% 20% 23%	3.3
4	Additional youth and teen programs	Open Link	34% <b>19%</b> 25%	3.4
3	Additional (improved special events	Invite	32% 30% 16%	3.3
2	Additional/improved special events	Open Link	25% 22% 28% 25%	
1 - Not at all important	Improved amenities (e.g., picnic shelters, etc.)	Invite	27% 32% 18%	3.3
I		Open Link	31% 38%	3.5

### Future Needs – Top of List



The least important needs for the future include a pump track (2.4), disc golf course (2.7), dog parks (2.9), and an outdoor climbing/bouldering area (2.9). While these do have much lower importance compared to other needs, they likely have a smaller userbase. Furthermore, more niche facilities do still have passionate users, but it may not appeal to as wide of a demographic.

#### Valdez Parks and Recreation Master Plan Survey | Invite and Open Link Results

		Invite	38% 25% 19% 3.3
	Additional adult/senior programs	Open Link	<b>25%</b> 31% 16% 19%
	Indoor athletic fields and courts	Invite	14% 14% 29% 20% 22%
	indoor athletic fields and courts	Open Link	<b>19% 19% 16% 38%</b>
	Indoor walking track	Invite	18% 15% 19% 19% 29% 3.2
		Open Link	<b>( 19% ) 22% 19% 28% </b>
	Build an ice rink	Invite	22% 21% 16% 29% 3.2
		Open Link	<b>16%</b> 25% 41% <b>3.6</b>
What are the most important	Larger diversity of program offerings	Invite	16% 38% 21% 15% 3.1
needs on parks, recreation faciliites, and programs in		Open Link	<b>23%</b> 26% 26% 16% <b>3.2</b>
Valdez in the next 5 to 10	Indoor Playground	Invite	19% 18% 24% 14% 25%3.1
years?		Open Link	<b>28%</b> 25% 16% 19% 3.0
	Outdoor climbing/bouldering area	Invite	18%         17%         33%         16%         15%         2.9
		Open Link	<b>22% 22% 25%</b>
5 - Very important	Dog parks	Invite	<u>19% 19% 27% 19% 15%</u>
5 - Very important 4 3 2	Dog parks	Open Link	<b>19% 31% 22% 16%</b>
	Disc golf course	Invite	26% 22% 24% 14% 2.7
	Disc goti course	Open Link	< 41% 16% 22%2.4
1 - Not at all important	Pump Track	Invite	35% 34% 2.4
		Open Link	32% 19% 26% 2.5

Future Needs – Bottom of List



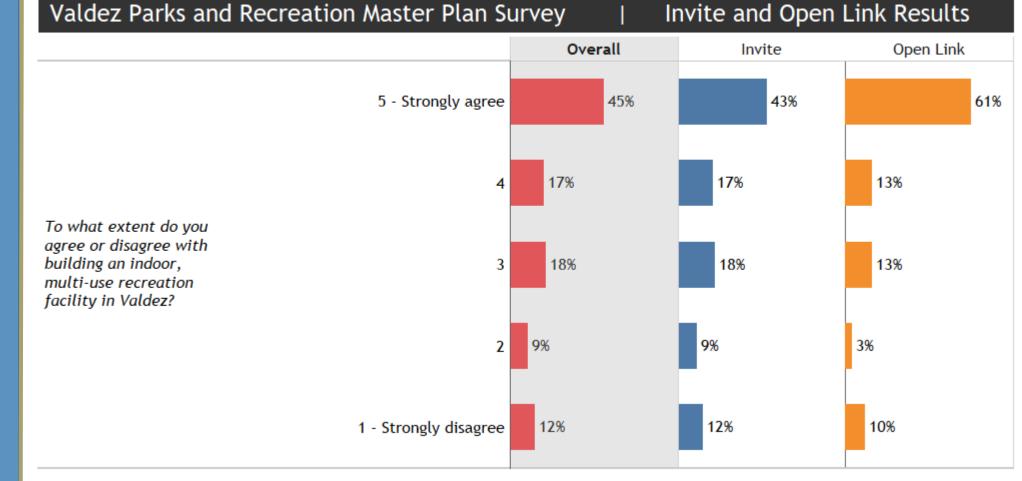
When prioritized to the top two needs, an indoor multi-use recreation facility (21%) and improved summer trail quality (21%) are the top two priorities for invite respondents. Furthermore, building an ice rink (18%), local trail connectivity (17%), and an indoor walking track (17%) followed in priority.

Valdez Parks and	d Recreation Master Plan Survey	Invite and (	Open Link Result	S
		Overall	Invite	Open Link
	Indoor multi-use recreation facility	11% 12% 23%	10% 11% 21%	19% 17% 36
	Improved summer trail quality	11% 7% 18%	13% 8% 21%	
	Build an ice rink	10% 10% 20%	<mark>8%</mark> 9% 18%	26% 10% 36
	Local trail connectivity	<mark>7%</mark> 9% 16%	<b>8%</b> 9% 17%	13% 13%
	Indoor walking track	<mark>10% 6%</mark> 16%	<mark>11%</mark> 6% 17%	<mark>6%</mark> 7% 13%
	Other	<mark>9% 6%</mark> 14%	8% 7% 15%	<b>13% 13%</b>
	Indoor Playground	<mark>7% 6%</mark> 13%	<b>8% 6% 14%</b>	7% 10%
	Regional trail connectivity	<mark>7% 5%</mark> 13%	<mark>7%</mark> 12%	13% 7% 20%
	Additional/improved bike paths	<mark>5%</mark> 11%	10%	10% 7% 16%
	Improved amenities (e.g., picnic shelters, etc.)	8%	10%	
Top 2 Priorities	Indoor athletic fields and courts	7%	7%	7%
	Cross-country ski trail system	7%	8%	
	Additional adult/senior programs	5%	6%	
	Additional youth and teen programs	5%	5%	7%
	Disc golf course	5%	5%	<mark>3%</mark> 3%
	Improved winter trail quality	5%	5%	
	Dog parks	5%	5%	
	Additional/improved special events	2%	1%	7% 7%
First Dool	Larger diversity of program offerings	2%	2%	3 <mark>9</mark> 3%
First Rank Second Rank	Outdoor climbing/bouldering area	2%	1%	10% 10%
	Pump Track	2%	111%	7%

#### Balancing for the Future



Respondents were asked about the need to build an indoor, multi-use facility in Valdez. Invite respondents were quite favorable with 43% saying they "strongly agreed" and an additional 17% rating it as 4 out of 5. Only 21% of invite respondents did not agree about building a facility. Thus, there appears to be support for an indoor facility among many in Valdez.



#### Indoor Facility Importance



Several statements were developed based on trails in Valdez and were rated on agreement by respondents. As displayed, most respondents feel comfortable participating on trails in Valdez (4.4), feel winter trails are well maintained (4.3), and believe cross-country ski trails are needed. A more mixed opinion was found on two statements related to summer trail maintenance and variety of trails (3.6 each).

#### Valdez Parks and Recreation Master Plan Survey Invite and Open Link Results Invite 57% I feel comfortable participating in my favorite activity on trails in Valdez 64% Open Link Invite Winter trails in Valdez are well-maintained Open Link Invite To what extent do you agree or Cross-country skiing trails are needed disagree with the following in Valdez statements? Open Link Invite Summer trails in Valdez are well-maintained 5 - Strongly agree Open Link 215 3 - Neutral There is enough variety of trails in Invite 2 Valdez for my households' recreation 1 - Strongly disagree needs Open Link 14% 34%

#### Trail Statements



## **Suggestions about Trails In Valdez**

Below is a word cloud and examples of suggestions on trail improvements found through open-ended comments in Valdez. Shoup Bay Trail received a variety of comments about needing improvement along with comments referencing summer trail maintenance. These comments align with several of the quantitative ratings too. A full listing of comments are provided in the appendix document.

More summer trail maintenance! This would provide some part time jobs to locals as well for trail maintenance! It is much needed on the Shoup Bay Trail and goat/pack trails!

More multi-use trails, specifically loop trails. Trails that offer scenic view points and or scenic ends (lake, rivers, peak summits, etc.) Bear proof trash bins and restrooms at trail heads.

Better summer maintenance of Shoup Bay Trail (all others are great!). Is Shoup Bay City run or maintained by another organization? Longer/more bike paths

Connect trails, open longer trails. Everything in Valdez takes about an hour to walk. Better signage for winter trails explaining multi use and trail etiquette for example do not snowshoe or walk over freshly made ski track and many more.





## **Financial Choices and Vision**



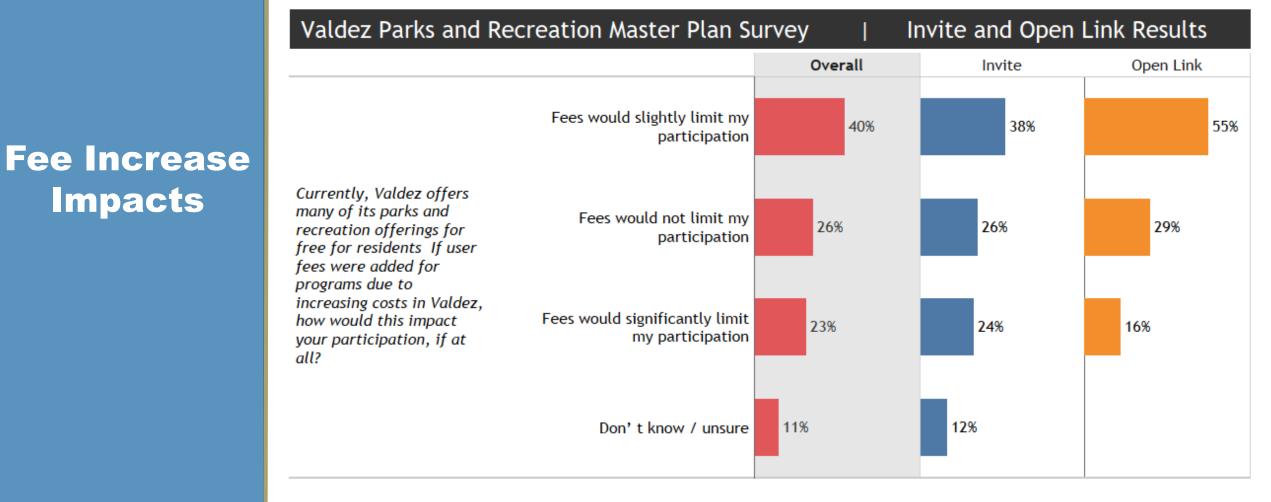
Funding is an essential topic to improve parks and recreation services. Respondents were most supportive of park and facility sponsorships/naming rights (75% probably or definitely support), but most respondents would possibly support a bond referendum too (64% probably or definitely support). New user fees do have over 50% support, but responses are more negative than the other two mechanisms.

#### Valdez Parks and Recreation Master Plan Survey Invite and Open Link Results Invite Park and facility sponsorships, naming rights Open Link Invite Would you support any of the following funding mechanisms Bond referendum (to support the cost to help pay for operations and of a project) maintenance of parks and recreation facilities? Open Link 5 - Definitely support 19% 30% 23% Invite 4 - Probably Support 3 - Neutral New user fees 2 - Probably not support 1 - Definitely not support Open Link

### Funding Mechanisms



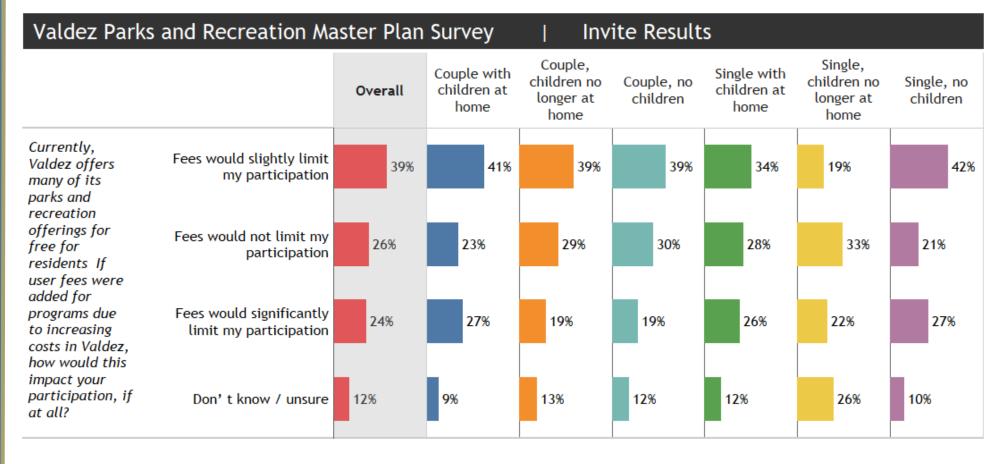
If fees were added to programs due to increasing costs, approximately 62% of respondents would have their participation either slightly or significantly limited. Only 26% of invite respondents said that it would not limit their participation. About 12% of invite respondents are unsure how it would impact their participation right now.



#### 35 🔗 **RRC**

By household status, couples with children at home would see the most impact on their participation (68% would be impacted). Most household types would be impacted more than they would not be impacted. The lower group in terms of impact are those who are single with grown children. It's important to consider which groups would be most impacted when changing fee structures among activities/specific facilities.

Fee Increase Impacts – By Household Status (Invite)





The primary purposes respondents see currently revolve around maintaining existing facilities/trails in Valdez (4.5) and continuing to promote healthy active lifestyles (4.4). These are the two most important purposes that parks and recreation can serve for the near future. Connecting people with nature (3.9) is third on the list. Surprisingly, identifying means to build an indoor recreation facility received more mixed responses on this list.

Valdez Parks and Red	creation Master Plan Survey		Invite a	and Open	Link Results
	Focus on maintaining existing facilities/trails in Valdez	Invite	25%	64%	
		Open Link Invite	39% 15%	45% 68%	4.3
	Promote healthy active lifestyles	Open Link	23%	68%	
	Connecting people with nature	Invite	20% 21%	45%	3.9
		Open Link	23% 20%	6 <b>4</b> 3%	3.8
Please rate how important the	Focus on developing new facilities/trails in Valdez	Invite	28%	24% 31%	3.6
following purposes of parks and		Open Link	23% 2	7% 33%	
recreation are to you and your household.	Strengthen sense of community through programming and community events	Invite	23%	25% 30%	3.5
		Open Link	20% 40%	33%	4.0
	Focus on providing more winter-related	Invite	30%	25% 27%	3.5
5 - Very important	activities	Open Link	23% 3	30% 30%	3.7
4 3 2	FIGNICE a whiter range of activities for	Invite	31%	25% 27%	3.5
	all ages	Open Link	<b>17%</b> 30%	30% 20%	3.5
1 - Not at all important	identify means to build an indoor	Invite	18% <mark>15%</mark> 18%	17% 33%	3.3
	recreation facility in Valdez	Open Link	17% 17% <mark>2</mark>	0% 37%	3.6

# Visions for the Future



# **Community Comments**



#### **Additional Comments**

Additional comments provided by respondents give praise to Valdez, highlight needs for improvement, and reference an indoor facility, among more topics. Below is a sample of a few comments with a full listing in the appendix document.

I really appreciate the winter trail maintenance. Skiing during my lunch break is part of such an incredible quality of life in Valdez. Can't wait for Meals Hill improvements

We absolutely NEED an indoor place for small children to run around/expend energy in, The 1-6 year age range (especially 1-3) is very limited.

We love Valdez and all of the programs/events that are offered here. It really is a special town.

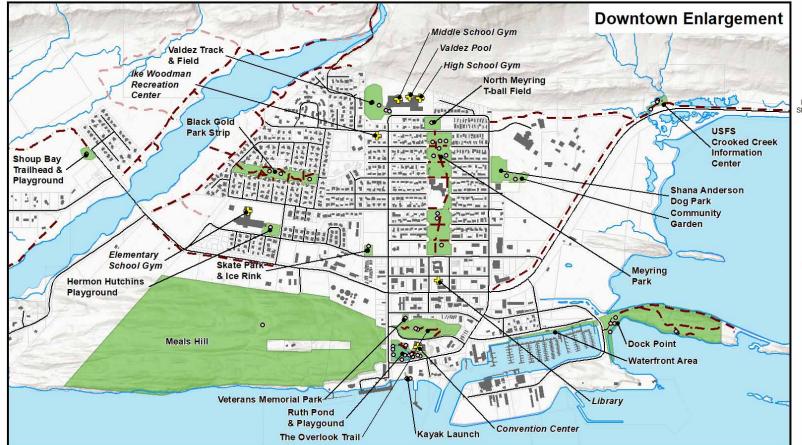
Multi-use facility and ice rink have been fought for all 25 years I've lived here. Good luck!

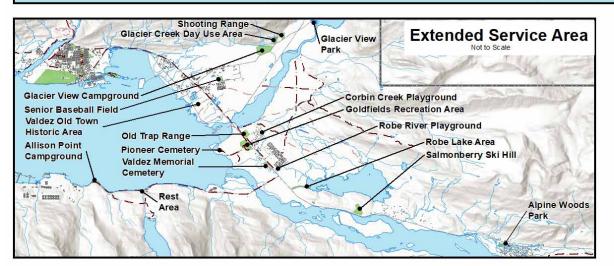
As sports and activities change with the times, the more versatile the new buildings and programs can be the better.

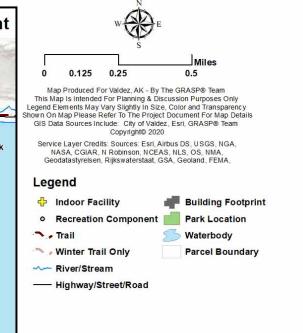




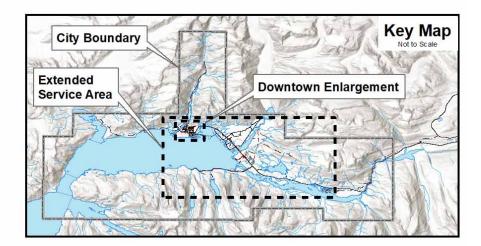
## Inventory & Level of Service







### The Valdez System





### Inventory Site Visits

- Diversity of park types, sizes from a large regional camping facility to small neighborhood parks
- Well maintained parks
- Limited indoor facilities
- Playgrounds, open turf, shelters, courts, sports fields, educational experiences and passive nodes
- Trails & trailheads, open water & water access, camping





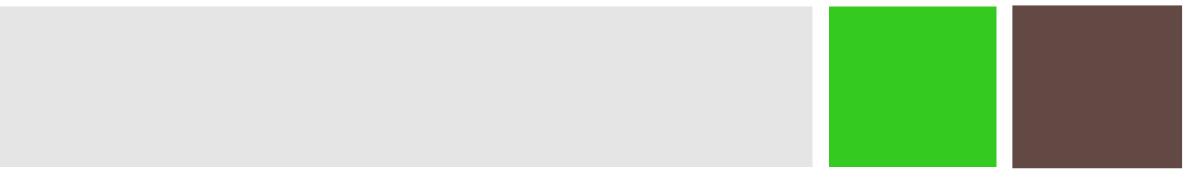


### Mapping Location and Quality of Components



				ALPINE WOODS PARK
Initial Inventory Da 30.8 GRASP3 Score		/17/2019 total Community Approximate Pa SRASP® Score Owner	ark Acreage:	11.0 Valdez
Drinking Fountains	0	Shade	2	Design and Ambiance
Seating	2	Trail Connection	0	Design and Ambiance
Seating BBQ Grills	2 0	Trail Connection Park Access	0 2	Design and Ambiance
	-			Design and Ambiance 2
BBQ Grills	0	Park Access	2	Design and Ambiance
BBQ Grills Dog Pick-Up Station	0	Park Access Parking	2	Design and Ambiance

Components with S						
MAPID	Component	Quantity Li	ights Neighborhood Score	Community Score	Comments	
L44	PARCEL	1	2	2		
C118	Trailhead	1	2	2	Trailhead is actually just beyond the park entrance off of the map view. Provides riverbed access	
C064	Volleyball Court	1	2	2		
C063	Tennis Court	1	2	2		
C062	Basketball Court	1	2	2		
C061	Playground, Local	1	2	2	Recently replaced	
C060	Shelter, Large	1	2	2		



# Sort for things such as basketball courts, high or low scoring components



		GRASP <sup>®</sup>				
Park or Location	Component	GIS ID	Quantity	Score	Comments	
ALPINE WOODS PARK	Basketball Court	C062	1	2		
MEYRING PARK	Basketball Court	C087	2	3	Nice surface	
VALDEZ TRACK AND FIELD	Basketball Court	C109	1	2		
ROBE RIVER PLAYGROUND	Basketball, Practice	C129	1	1	Surface worn and needs paint	
SENIOR BASEBALL FIELD	Basketball, Practice	C134	1	2	Surface is in decent shape	

## Park/Facility Rank



	GRASP®		GRASP®
LOCATION	Score/Rank	LOCATION	Score/Rank
GLACIER VIEW CAMPGROUND	486.2	SENIOR BASEBALL FIELD	11
ALLISON POINT CAMPGROUND	81.4	COMMUNITY GARDEN	8.8
MEYRING PARK	69.6	CORBIN CREEK PLAYGROUND	8.8
DOCK POINT	64.8	GLACIER CREEK DAY USE AREA	8.8
RUTH POND AND PLAYGROUND	55.2	PIONEER CEMETERY	8.8
GOLDFIELDS RECREATION AREA	48	SALMONBERRY SKI HILL	8.8
HIGHWAY ACCESS	37.4	SHANA ANDERSON DOG PARK	8.8
ALPINE WOODS PARK	30.8	VALDEZ MEMORIAL CEMETERY	8.8
THE OVERLOOK TRAIL	23.1	VALDEZ OLD TOWN HISTORIC AREA	8.8
USFS CROOKED CREEK INFORMATION CENTER	19.2	ALLISON POINT CAMPGROUND 37-40	7.7
REST AREA	17.6	BLACK GOLD PARK STRIP	6.6
GLACIER VIEW PARK	15.4	HERMON HUTCHINS PLAYGROUND	6
ROBE RIVER PLAYGROUND	14.4	MEALS HILL	5.5
KAYAK LAUNCH	13.2	WATERFRONT AREA	4.8
ROBE LAKE AREA	13.2	VETERANS MEMORIAL PARK	4.4
SHOUP BAY TRAILHEAD AND PLAYGROUND	13.2	SKATE PARK AND ICE RINK	3.3
ALLISON POINT CAMPGROUND 30-36	12.1	NORTH MEYRING T-BALL FIELD	3.3
ALLISON POINT CAMPGROUND 41-49	12.1	SHOOTING RANGE	3.3
VALDEZ TRACK AND FIELD	12.1	OLD TRAP RANGE	2.2





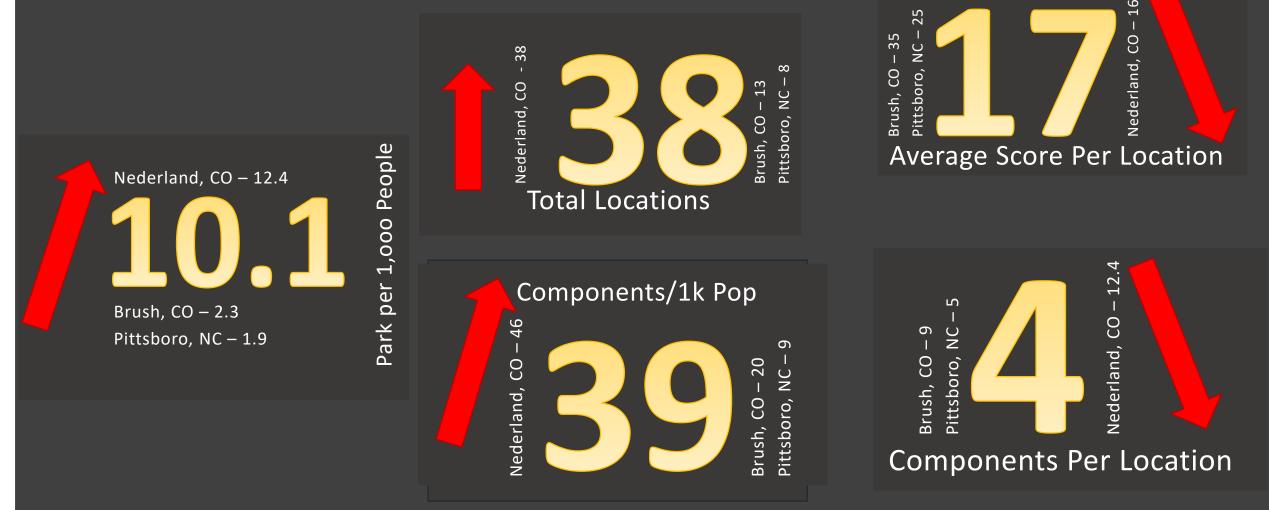
#### Components, Agencies, Parks

Top 10 of all park scores

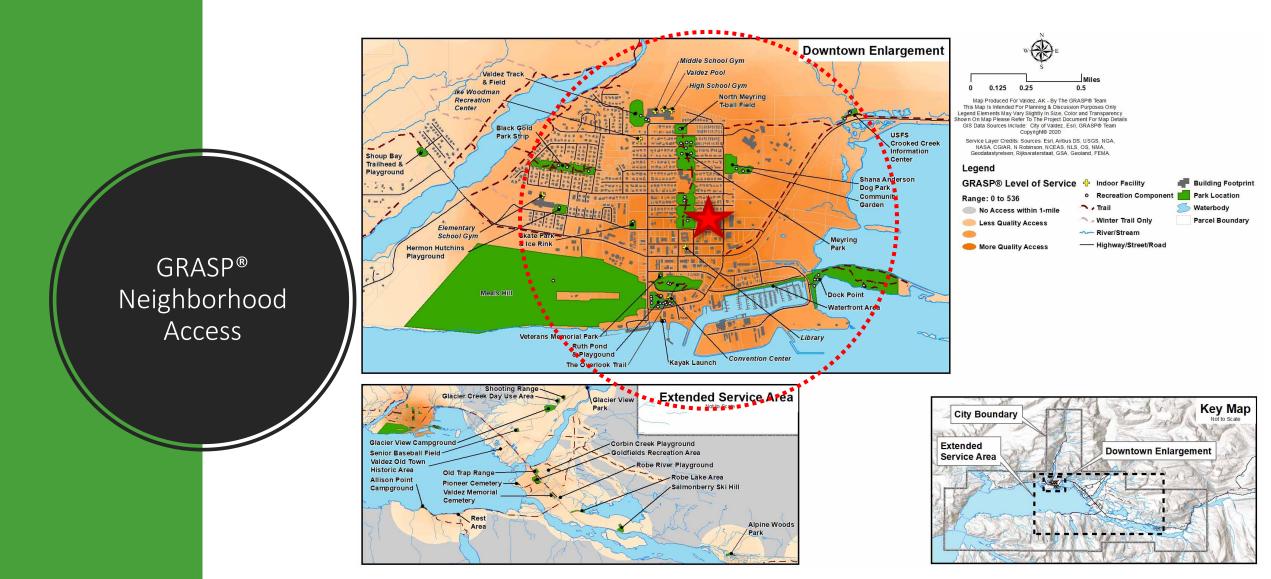
# Comparisons (National Dataset)

# GRASP<sup>®</sup> Benchmarking

(With comparable Population 3,074 to 5,699)



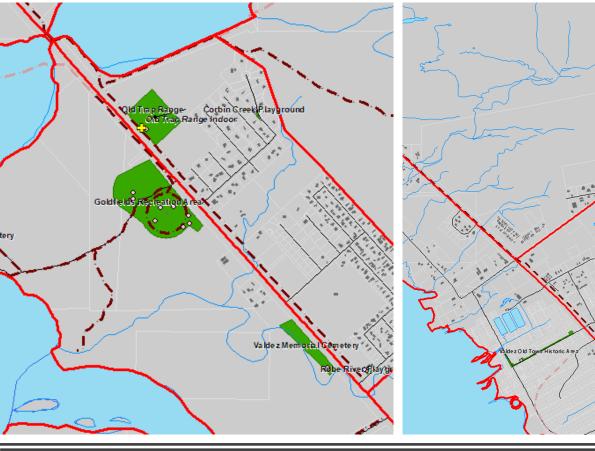
Valdez is near the top in total locations, parks per capita and component per capita but tending low in average score per location and components per location



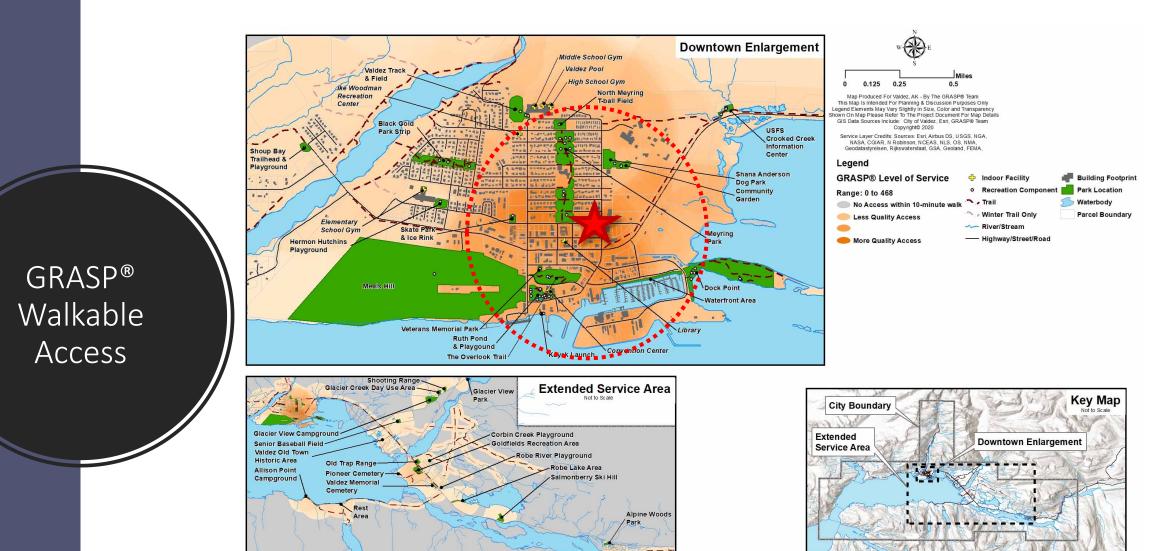


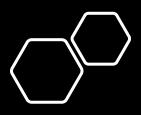






#### Populated Areas & Walking Barriers

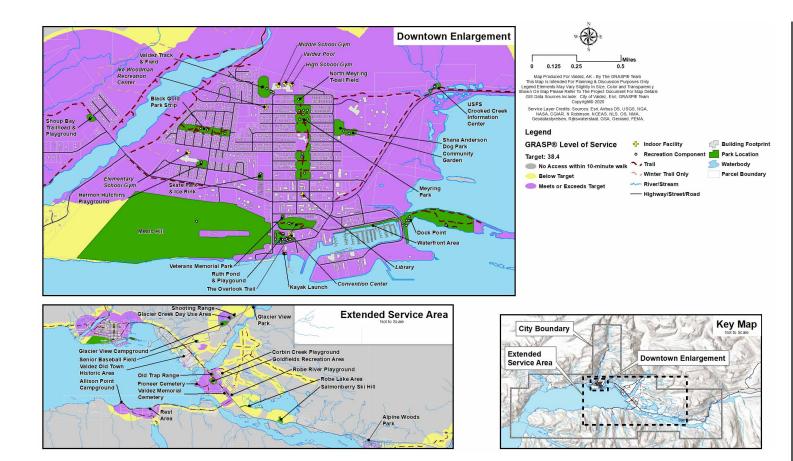




# GRASP® Walkability

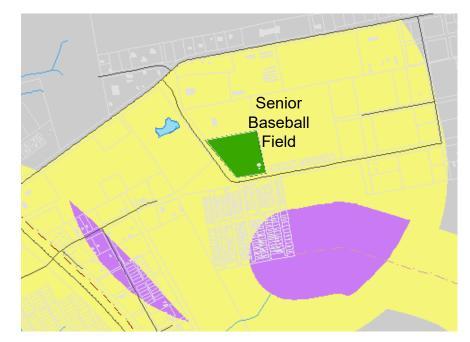
- Target score = 3 unique components
- Example: A playground, shelter, and basketball

Park or Location	Basketball, Practice	Multi-Use Pad	Open Turf	Picnic Ground	Playground, Local	Shelter, All Sizes	Water Access, Developed	Water, Open	Total Components per Park	Unique Components per Park
BLACK GOLD PARK STRIP		1	1		1				3	3
GLACIER VIEW PARK				1			1	1	3	3
ROBE RIVER PLAYGROUND	1				1	1			3	3
Totals:	1	1	1	1	2	1	1	1		
Percent of Locations with Component	33%	33%	33%	33%	67%	33%	33%	33%		

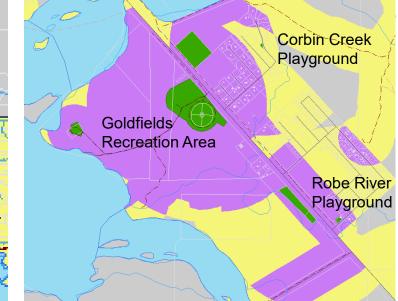


### GRASP<sup>®</sup> Walkability

- Target score = 3 unique components
- Example: A playground, shelter, basketball





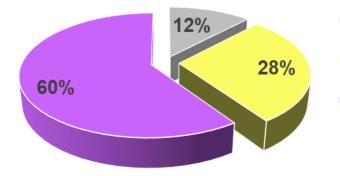




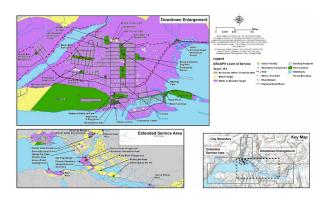
## Walkable Areas

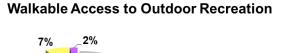
# GRASP® Walkable Access

### % of Population with Walkable Access to Outdoor Recreation



- = Percent Total Area =0
- Percent Total Area >0 AND <56.6
- Percent Total Area >=56.6

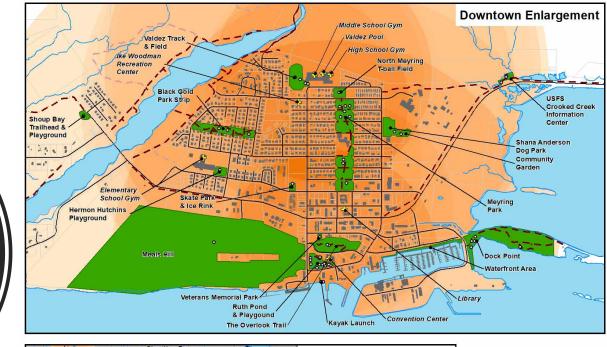


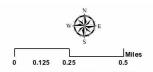




LOCATION	GRASP <sup>®</sup> Indoor Score/Rank
CONVENTION CENTER	24
VALDEZ POOL	21.6
IKE WOODMAN RECREATION CENTER	14.4
LIBRARY	14.4
MIDDLE SCHOOL GYM	7.2
ELEMENTARY SCHOOL GYM	6.6
HIGH SCHOOL GYM	3.6
OLD TRAP RANGE INDOOR	NA

GRASP<sup>®</sup> Indoor Facility Rank





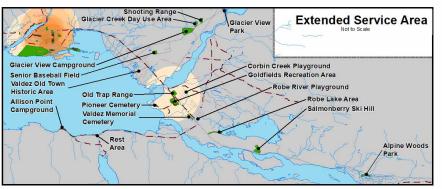
Map Produced For Valdez, AK - By The GRASPB Team This Map is intended For Planning & Discussion Purposes Only Legend Elements May Vary Slightly in Size, Color and Transparency hown On Map Please Refer To The Project Document For Map Details GIS Data Sources Include: Chy of Valdez, Esn, GRASP® Team Copyrightle 2020

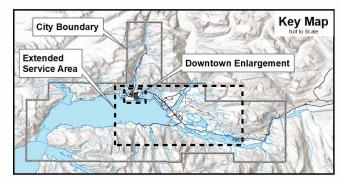
Service Layer Credits: Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA,

#### Legend



GRASP<sup>®</sup> Indoor Access

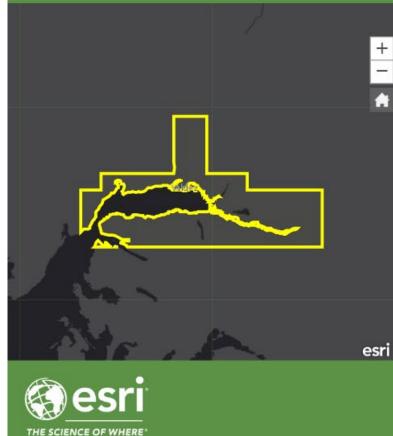


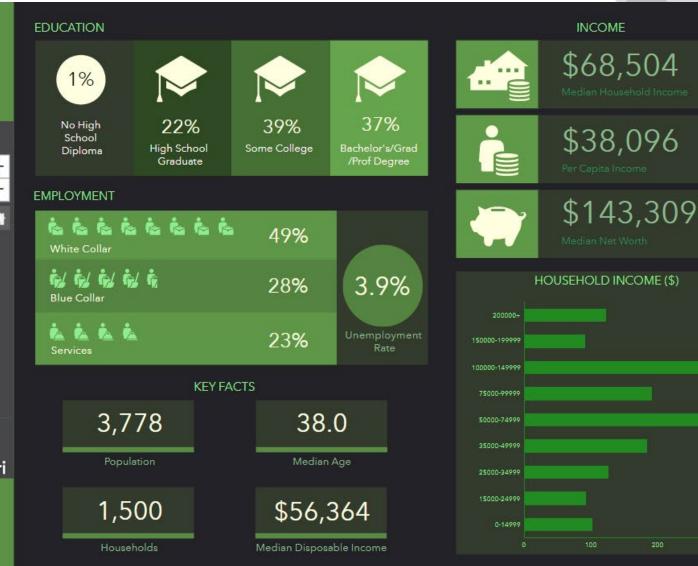


#### **DEMOGRAPHIC PROFILE**

Valdez City, AK

Geography: Place

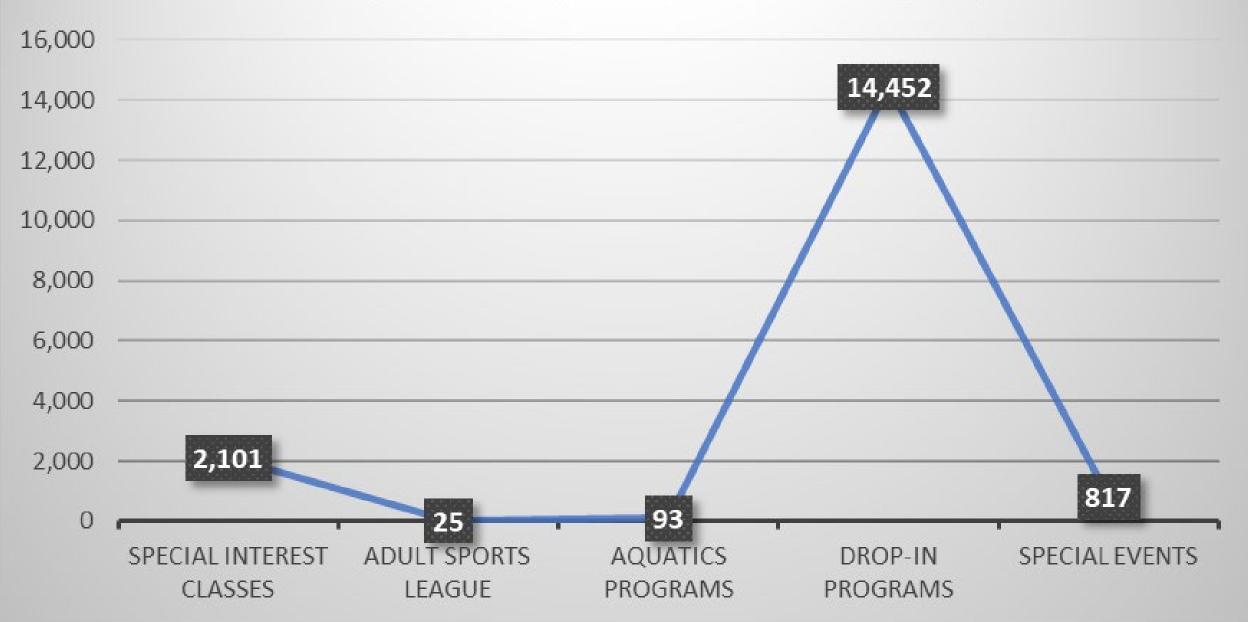




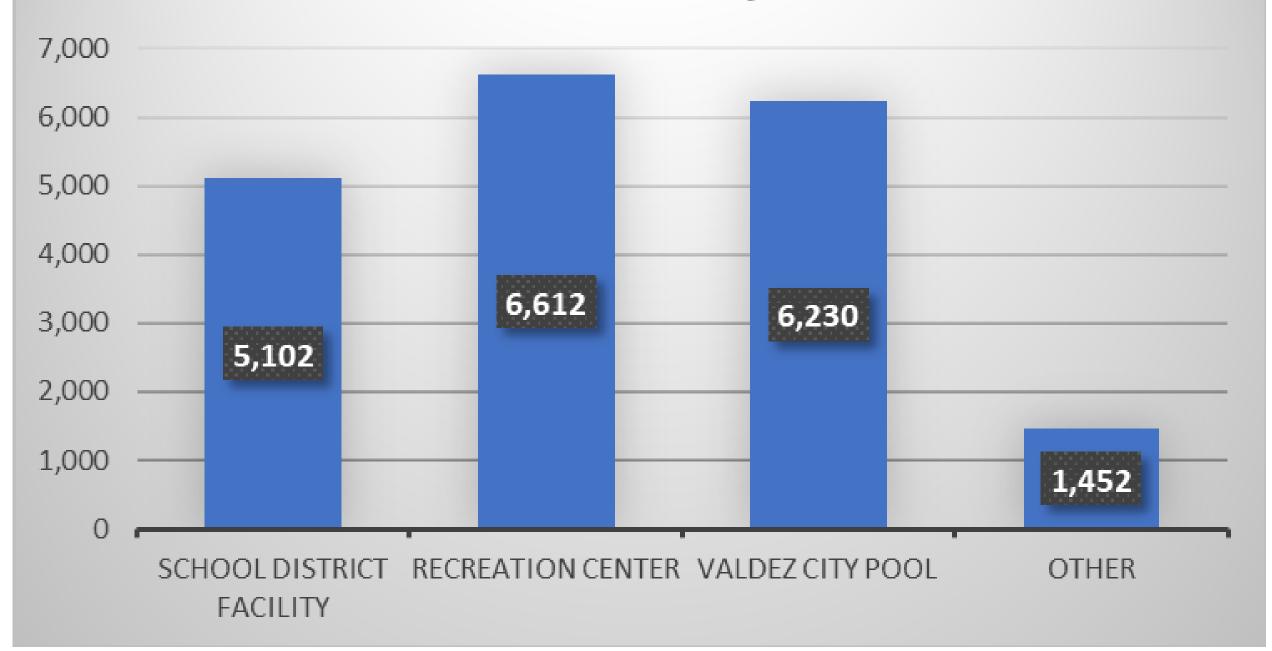
# **Program Analysis**

Program Category	Program Type	Age Group
Special Interest Classes	Bike Maintenance Clinic Beginner Fencing Understanding Photography Music	Youth Teen Adult Senior
Adult Sports League	Basketball	Adult Senior
Aquatics Programs	Swim Lessons Water Aerobics	Youth Teen Adult Senior
Drop-in Programs	Swim Basketball Volleyball	Youth Teen Adult Senior
Special Events	Halloween Carnival Christmas Tree Lighting Gold Rush Sunday Funday 4th of July Uncle Salmon 5k Beacon and Eggs	Youth Teen Adult Senior

#### **Patcipation by Program Category**



### **Number of Uses by Location**



# **Key Findings**

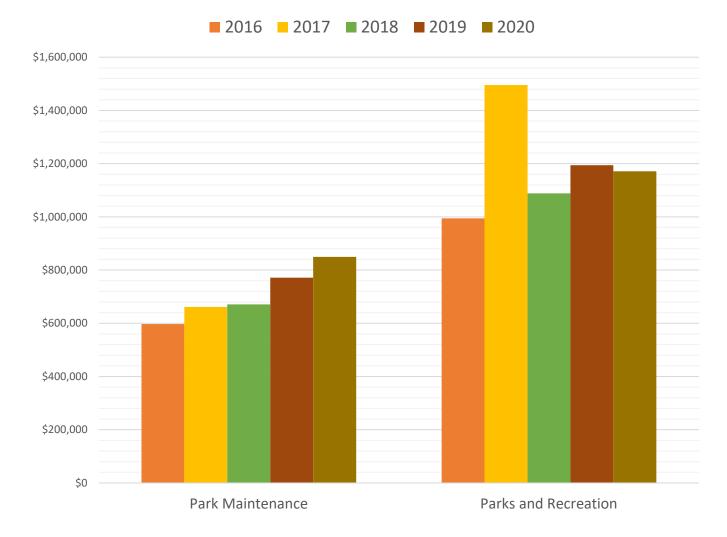
- Registration data reflects high interest and participation in Special Interest Classes and Drop-in Programs.
- Few offerings are geared toward adults or seniors. Currently only 15% of programs are designed specifically for adults or seniors.
- The lack of a dedicated gymnasium limits program offerings and reach.
- Feedback from Citizen Survey indicates strong levels of satisfaction with activities provided by the Department. People genuinely enjoy and derive value from City of Valdez recreation programs and activities.

#### **Annual Operating Budget**

Fluctuations in the Parks and Recreation Division budget have occurred the past 5 budget cycles; however, the 2020 budget has increased by 15 percent over the 2016 budget.

Since 2016, the Park Maintenance Division budget has increased by 30 percent. Most recent growth includes a 13 percent increase in 2019 and an additional 9 percent increase for 2020.

#### Year Over Year Comparison



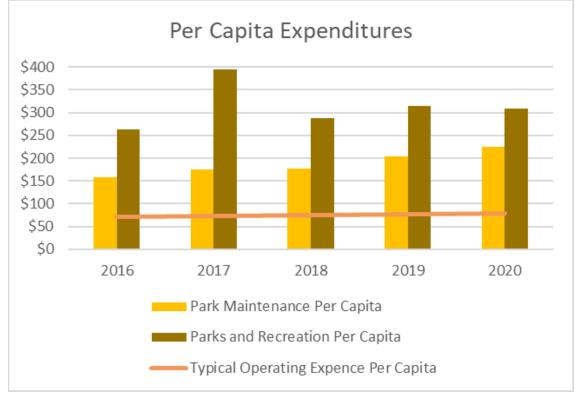
#### **Annual FTE Allocation**

Park Maintenance	2016	2017	2018	2019	2020
FTE	2.00	2.00	2.00	2.75	3.20
Parks and Recreation	2016	2017	2018	2019	2020
FTE	5.00	5.70	5.30	5.30	4.75

The typical Park and Recreation agency maintains 10 acres of parkland per 1,000 residents. The City of Valdez is maintaining over 400 acres of parks and trails for approximately 4,000 residents. Typically, an agency with 250 acres is serving 20,000 residents and has between 5 and 8 park maintenance FTE's. It is not an apples to apples comparison; however, it highlights the 3.2 FTE allocated in FY20 is likely below what is necessary to effectively maintain the Valdez park and trail system.

# **Per Capita Expenditures**





VPR, Park Maintenance Division and Parks and Recreation Division have both spent twice the national average per community member. In 2019 VPR spent \$519 for each person within their service boundary.





## NEXT STEPS

#### **Project Timeline**

