

CERTIFICATION

STATE OF MISSOURI

COUNTY OF JACKSON

I, Kim Drury, City Clerk of City of Oak Grove, Missouri, certify that the attached is a true and accurate copy of the 2025 Park Master Plan Resolution No. 25-01 adopted by the City of Oak Grove, and it has been in full force and effect at all times from and after March 3, 2025.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of Oak Grove at my office this 4th day of March, 2025.



City Clerk, Kim Drury

SEAL

RESOLUTION NO. 25-01

A RESOLUTION APPROVING THE 2025 CITY OF OAK GROVE PARKS AND RECREATION MASTER PLAN.

WHEREAS, the City of Oak Grove recognized the need to establish a Parks and Recreation Master Plan to provide for the planning and development of the Oak Grove Parks and Recreation system; and

WHEREAS, the City of Oak Grove has undertaken the development of a Parks and Recreation Master Plan and commissioned Landworks Studio to prepare the 2025 City of Oak Grove Parks and Recreation Master Plan which includes reports, maps, charts, drawings, action plans, and descriptive and explanatory matters; and

WHEREAS, the Plan seeks to guide the coordination and development of the Park and Recreation system which will, in accordance with existing and future community needs, promote the efficient and effective development of the Park and Recreation systems; and

WHEREAS, having received public input, reviewed, and discussed the Plan the Board of Aldermen desires to formally adopt the 2025 City of Oak Grove Parks and Recreation Master Plan.

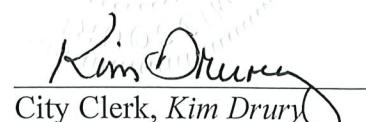
NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF OAK GROVE, MISSOURI, as follows:

SECTION 1. That the 2025 City of Oak Grove Parks and Recreation Master Plan, is hereby approved and adopted as the Parks and Recreation Master Plan.

SECTION 2. That this Resolution shall be in full force and effect as of the date of its approval and adoption by the Board of Aldermen.

PASSED AND ADOPTED by the Board of Aldermen for the City of Oak Grove, Missouri, this 3rd day of March, 2025.

ATTEST:



City Clerk, Kim Drury



Mayor, Dana Webb

EXHIBIT A

2025 City of Oak Grove Parks and Recreation Master Plan



OAK GROVE

PARKS & RECREATION MASTER PLAN



ACKNOWLEDGMENTS

Submitted to the Oak Grove Board of Alderwomen for adoption: February 3, 2025

OAK GROVE ELECTED OFFICIALS:

Dana Webb	Mayor
Cierra McMichael	Alderman Ward I
Rachel Kilmer	Alderwoman Ward I
Pam Pope	Alderwoman Ward II
Kelly Nadeau	Alderwoman Ward II
Melissa Johnson	Alderwoman Ward III
Tracey Newcomer	Alderwoman Ward III

CITY OF OAK GROVE PARKS STAFF:

Scott Matson	Director of Parks and Recreation
Jim Armstrong	Parks Superintendent
Dana Conyers	Recreation Coordinator
Lyndsay Swafford	Recreation Coordinator
Easton Hammon	Recreation Coordinator
Camilla Driver	Senior Center
Lacy Mcclain	Senior Center

PARKS & RECREATION BOARD MEMBERS:

Eric Mitchell	President
Tina May	Secretary
Terry Griffith	Board Member
TJ Connors	Board Member
Shelby Fletchall	Board Member
Meghann Wood	Board Member
Tracey Newcomer	Liaison

PARKS & RECREATION MASTER PLAN TECHNICAL STEERING COMMITTEE:

TJ Connors	Kelly Nadeau
Terry Griffith	Tracey Newcomer
Scott Matson	Matthew Randall
Eric Mitchell	Dana Webb

THANK YOU TO ALL PARTICIPANTS
IN COMMUNITY ENGAGEMENT
OUTREACH, THE OAK GROVE
HISTORICAL SOCIETY, AND THE
OAK GROVE SCHOOL BOARD



EXECUTIVE SUMMARY

Background:

Oak Grove, once known as Lickskillet, is located primarily in Jackson County with a portion in Lafayette County, Missouri, covering 6.19 square miles and supporting a population of 8,157 as per the 2020 Census. This Master Plan focuses on enhancing nine key properties including Caraway Lake Park, the Farmer's Market, Frick Park, Webb Park, Davis Senior Center, the Skate Park, and Bent Oak Park (home to the Aquatic Center and the Fieldhouse), aiming to boost the city's recreational, cultural, and community services.

Master Planning Process:

The planning process was systematically broken down into several key phases:

1. Initiation: Defined the plan's purpose, scope, and objectives, setting the stage for subsequent detailed planning.
2. Discovery: Conducted thorough demographic and market analysis, enhanced by community surveys and public engagement, to understand community needs.
3. Visioning: Used insights from the Discovery phase to set realistic goals aligned with community aspirations and practical urban planning.
4. Marketing : Developed strategies to enhance public awareness and improve perceptions and access to Oak Grove's services.
5. Implementation: Detailed the enhancements for each property, integrating them with the city's broader comprehensive plan, including cost and funding strategies.
6. Trails: Addressed the demand for better trail connectivity with a trail network map prioritizing new paths to enhance recreational infrastructure.
7. Appendix: Compiled all related documents, reports, and feedback for reference.

Key Recommendations:

The Master Plan proposes strategies to revitalize Oak Grove's park system:

- **Enhance Usability and Accessibility:** Upgrade paths and trails for better access.
- **Strengthen Connectivity:** Expand the trail network to link



parks with community hubs.

- **Invest in Amenities:** Modernize facilities and add new amenities as detailed in the Priority Action Plan.
- **Funding Solutions:** Develop flexible funding strategies for park and trail developments.
- **Financial Planning:** Balance feasibility, aesthetics, and budget in improvements.
- **Preserve Community Character:** Maintain the rural aesthetic with sustainable design practices like native prairie restoration.
- **Boost Community Engagement:** Promote facilities and events to enhance community support and volunteer involvement.
- **Future Park Development:** Use the Level of Service analysis for future park planning.
- **Align with City Goals:** Ensure park developments support broader city development goals.

Next Steps:

As the Master Plan is implemented, it will require ongoing adjustments:

Continuous Adaptation: Regularly update the plan based on community feedback and changing needs.

Active Community Engagement: Maintain continuous dialogue with the community to refine the plan.

Documentation and Transparency: Keep detailed records of the planning process and outcomes for transparency.

Conclusion:

The Oak Grove Parks and Recreation Master Plan is a comprehensive and adaptive framework designed to enhance the quality of life for its residents, promote sustainable development, and maintain Oak Grove's unique identity. By implementing this plan, Oak Grove will strengthen community bonds and ensure it remains a vibrant, attractive place for current and future generations.

KEY RECOMMENDATIONS

1. **Enhance Usability and Accessibility:** Improve park access by upgrading sidewalks and trails for universal accessibility.
2. **Strengthen Connectivity:** Develop a trail network linking parks with key community destinations, as outlined in the Priority Action Plan, to promote cohesion and better access.
3. **Invest in Amenities:** Modernize and expand park facilities to meet community needs, as detailed in the Priority Action Plan and Site Plans.
4. **Craft Economically Viable Funding Solutions:** Implement adaptable trail strategies to meet demand and respond to economic changes.
5. **Develop Realistic Financial Outlays:** Balance feasibility, aesthetics, and resource allocation based on Priority Action Plan recommendations, ensuring fiscal responsibility.
6. **Maintain Rural Character:** Preserve open spaces and use sustainable practices like native prairie restoration to maintain Oak Grove's rural character, lower maintenance costs, and enhance the landscape.
7. **Enhance Community Engagement:** Boost marketing and outreach to increase facility usage, volunteer support, and community involvement.
8. **Develop a Template for Future Neighborhood Parks:** Use the Level of Service analysis to guide park development in growing neighborhoods to meet residents' needs.
9. **Align with Broader City Goals:** Ensure park and recreational developments align with Oak Grove's 2023 Comprehensive Plan to support the city's growth and objectives.

These recommendations outline a strategic direction for the Master Plan, translating community input and detailed analysis into actionable strategies. This high-level overview sets the path for the specific improvements and initiatives that will enhance Oak Grove's parks and recreation facilities, with more details to follow in the comprehensive plan.



TABLE OF CONTENTS

1. INITIATION

1-8

Purpose & Background	3
Public Engagement Strategy	4
Communication Goals	5
Kickoff Meeting	6
Stakeholder Identification	7

2. DISCOVERY & ANALYSIS

9-44

Comprehensive Plan	11
Demographic + Market Analysis	12
Existing conditions Analysis	15
Pop-Up Engagement Event	16
Statistical Survey	17
Lickskillet Days	18
Strategic Planning Retreat	19
Priority Action Plan Review	20
Social Pinpoint	21
Benchmarking	23
Overview of Analysis	26
Level of Service Analysis	27
Needs Assessment	29
Future Projections	30
Analysis of Public Input + Surveys	31
Park + Facility Assessments	32
Operations Overview	41
Maintenance Program	42
Operational Analysis	43

3. VISIONING

45-50

Vision + Goals	47
Concept Development	48
Scenario Planning	49
Turning Visioning into Strategic Framework	50

4. OUTREACH

51-70

Marketing Recommendations	53
The Three Audiences	55

Intergovernmental Audiences	56
Non-Local Audiences	58
Designate a Marketing Manager	59
Advocacy	60
Consistent Graphics	61
Use Visioning Data	63
Measuring Success	64
Regularly Assess Parks & Recreation	65
Go Beyond the Single Experience	66
Connecting Community Assets	67
Tourism Campaign Partnership	68
Preserving Rural Character & History	69
Advocate for Other Efforts	70

5. IMPLEMENTATION

71-94

The Comprehensive Plan as a Guide	73
Comp Plan Initiatives	74
Strategic Action Plan	75
Strategic Priorities	76
Key Recommendations	77
Strategic Action Plan Recommendations + Site Plans	78
Bent Oak Park	79
Caraway Lake Park	81
Davis Senior Center	83
Farmer's Market	85
Field house +Aquatic Center	87
Frick Park	89
Skate Park	91
Webb Park	93

6. TRAILS

97-106

Introduction to Trail Development	99
Trail Inventory + Utilization	100
Community Goals	101
Gaps in Sidewalk Access	102
Most Dense Census Blocks	104
Proposed Trail Network	105

7. APPENDIX

105-178



OAK GROVE CITY PARKS AND RECREATION FACILITIES AND FARMER'S MARKET, 2025

- 1 - Caraway Lake Park**
- 2 - Farmer's Market**
- 3 - Frick Park**
- 4 - Webb Park**
- 5 - Davis Senior Center**
- 6 - Skate Park**
- 7 - Bent Oak Park**
- 8 - Aquatic Center**
- 9 - Field house**





1 - INITIATION

1

INITIATION

The initiation phase of the Oak Grove Parks and Recreation Master Plan establishes the foundation for the planning process. These are the blueprints used to build a solid foundation for the future planning stages.

This phase includes the project kickoff, where the purpose, scope, and objectives of the plan were defined, and essential goals were set.

Stakeholder identification was also a priority, ensuring that key local entities such as the Historical Society and Chamber of Commerce were engaged early on.

A public engagement strategy was developed to involve residents through various methods, including public meetings, surveys, and the Social Pinpoint platform.

Additionally, a communication plan was created to ensure transparency and continuous updates throughout the process.

The initiation phase serves as a critical starting point, ensuring that all stakeholders and community members are actively involved in shaping the future of Oak Grove's parks and recreation system.

PURPOSE & BACKGROUND

Plan Purpose:

As Oak Grove grows, it places greater demands on goods and services in the community, including parks and recreation facilities. This master plan outlines strategies to revitalize our park infrastructure, ensuring it meets current and future community needs. It underscores the vital role of parks in enhancing public health, boosting economic growth, meeting community expectations for services, and offering inclusive recreational opportunities. In addition, this plan fosters a sense of community and belonging, as parks serve as spaces for gathering, socializing, and celebrating cultural events. Recognizing the deep connection between residents and these public spaces, the plan aims to ensure that parks are accessible, safe, and inviting to all, regardless of age, ability, or background. By enhancing the park system, Oak Grove will not only be improving the quality of life for its residents but also attracting visitors, supporting tourism, and contributing to the overall vitality of the city.

Standards for Excellence:

The Standards for Excellence for our Parks and Recreation Master Plan are directly derived from the community's vision and expectations, closely reflecting the desires of park users, city officials, and members of the steering committee appointed due to their vested interest in

the parks system. These standards are pivotal in guiding park spaces and facilities, ensuring they meet the collective aspirations of our community:

- **Practicality:** This standard is central to our plan, emphasizing usable and enjoyable parks and facilities. Continued use of existing facilities was a key theme distilled from numerous interactions with park users and officials, reflecting a deep understanding that the parks system, at some level, is fundamentally sound.
- **Consistency:** While each park and facility may have its unique features, it is essential that they all contribute to the cohesive identity of Oak Grove. This standard ensures consistency with high standards of quality across the board, creating memorable and distinctive experiences that still feel integrally part of the city.
- **Resiliency:** Ensuring our parks and recreation services can withstand the challenges of tomorrow is crucial. This standard emphasizes the need for future plans for facilities and programs to be adaptable and durable, capable of enduring social, environmental, and economic changes. Our focus on resiliency means investing in sustainable practices that support long-term operational health, and adapt seamlessly to the community's evolving needs.



PUBLIC ENGAGEMENT STRATEGY



Planning Process:

The development of this master plan involved extensive community engagement, incorporating feedback from a wide range of stakeholders, including residents, local government bodies, and various community groups. This engagement helped shape a plan that truly reflects the community's needs and aspirations.

Through a series of public consultations, we gathered insights that have been critical in forming a strategic vision for our parks and recreation system. This plan is not just a policy document but a dynamic road map intended to guide the growth and enhancement of our community's green spaces and recreational facilities.

Methods and Plans for Involving the Community:

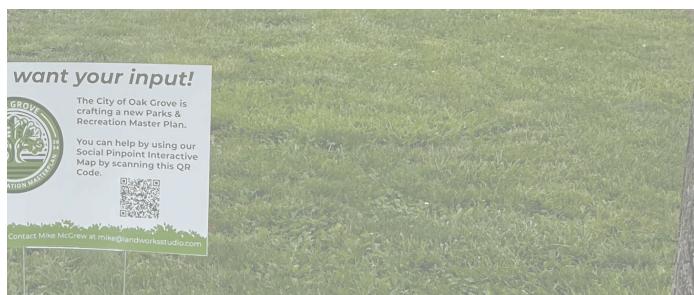
The Public Engagement Strategy has played a crucial role in involving the community throughout the Oak Grove Parks and Recreation Master Plan process. Various engagement methods, including public meetings, surveys, focus groups, and digital platforms like Social Pinpoint, were utilized to ensure that residents had multiple opportunities to share their input and shape the future of their parks. These efforts have helped foster a strong sense of community ownership and support for the project.

In late July, a pop-up engagement event was held in front of the Aquatic Center, offering a spontaneous opportunity for community members to provide feedback. Without prior notice, the event captured candid and immediate reactions from residents, offering valuable insights into what they want to see in Oak Grove's parks system. The feedback gathered here helped set the tone for subsequent planning discussions.

To further extend our outreach, we launched the Social Pinpoint website, providing an accessible, virtual platform for residents to engage with the master planning process. This tool allowed users to offer feedback at any time, making it convenient for those who couldn't attend in-person events. The platform facilitated discussions on park improvements, specific site suggestions, and overall community needs, ensuring that input was gathered equitably throughout the project.

During the "Lickskillet Days" festival, we set up a booth to engage directly with the community. Residents who attended the festival had the opportunity to learn about the master plan's progress and provide additional input on key aspects of the parks and recreation system. The event proved to be an excellent venue for engaging a wide array of residents and gathering final public feedback before moving forward with the recommendations.

Throughout the process, we held several meetings with key community stakeholders to gather more focused input. These stakeholder meetings reinforced the collaborative nature of the project and informed critical elements of the master plan.





COMMUNICATION GOALS

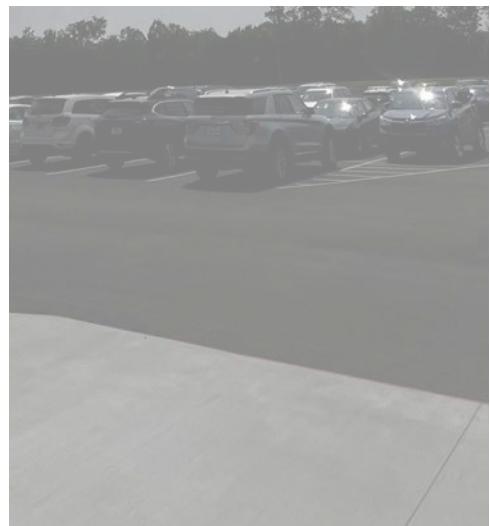
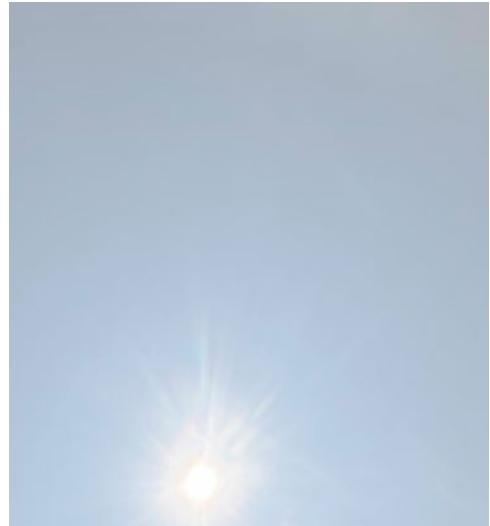
Strategies for Keeping Stakeholders Informed:

A robust Communication Plan is essential for keeping all stakeholders informed and engaged throughout the master planning process. This plan details the communication channels, frequency, and content to be shared, ensuring transparency and consistent updates. Effective communication helps build trust, manage expectations, and facilitate ongoing dialogue among stakeholders.

The public engagement website, Social Pinpoint's home tab, served as a hub for community input, allowing users to view and interact with comments and feedback left by other citizens. This fosters an open dialogue and ensures that all voices are visible in shaping the master plan.

To maintain clear and inclusive communication with the steering committee, we implemented a multi-faceted approach. Events were scheduled using a polling system to accommodate as many participants as possible, ensuring broad involvement. Additionally, all materials and insights from in-person meetings are shared digitally. For those unable to attend in person, virtual meetings were provided as well as e-mail and phone conversations were made available to all stakeholders. This approach ensures that everyone has access to the same information and can engage with the process, regardless of their ability to attend events in real-time.

By leveraging these strategies, the Communication Plan not only kept stakeholders informed but also fosters a culture of collaboration, ensuring the master planning process reflects the collective vision of the Oak Grove community.





KICKOFF MEETING



Overview and Objectives of the Master Plan Project:

The kickoff meeting officially launched the Oak Grove Parks and Recreation Master Plan, outlining the project's purpose, scope, and key milestones. This initial phase set the foundation for enhancing Oak Grove's Parks and Recreation system over a period of years, with goals focused on aligning the plan with community needs. The meeting brought together Park Board Members, the Mayor and members of the Board of Alderwomen, city staff, Parks and Recreation representatives, and the Landworks Studio consulting team. This diverse group signaled a collaborative effort from the start, ensuring a wide range of perspectives were included in the process.

The consulting team clarified the phases of the Master Plan and laid out key deliverables, such as park assessments and community engagement. Throughout the meeting, there was an emphasis on setting realistic goals and ensuring the recommendations reflected Oak Grove's future growth and development needs.

The consulting team posed several key questions to attendees, including whether the Aquatic Center and Fieldhouse should be assessed separately from Bent Oak Park. The group agreed that the Aquatic Center and Fieldhouse, are unique assets, and should be evaluated apart from the park in which they reside to best serve their purpose within the

community. Attendees also contributed suggestions for the community survey, emphasizing priorities such as improved park accessibility, establishing trails, and the preservation of green spaces. Specific areas like Caraway Lake and Gillespie Road were highlighted, with Caraway Lake seen as having potential for development and Gillespie Road to the north of Oak Grove noted for its flooding issues. These insights helped shape future interpretations and community input efforts.

Initial feedback from a questionnaire distributed at the meeting revealed key priorities, including improved connectivity between parks, infrastructure upgrades, and expanded recreational programming. These themes guided the next steps of the Master Plan, which include conducting detailed park assessments and continuing community engagement efforts.

The kickoff meeting set the tone for a transparent and collaborative process, aimed at creating a long-term plan that reflects the diverse needs of Oak Grove's residents to ensure a vibrant parks and recreation system for the future.



STAKEHOLDER IDENTIFICATION

PRIMARY + EARLY CHILDHOOD CENTER

Identifying stakeholders is a critical early step in the master planning process, ensuring that all relevant parties are engaged and their roles are clearly defined. This includes government officials, community leaders, park users, local organizations, and residents. By mapping out stakeholder involvement, the plan ensures a collaborative approach where diverse perspectives and expertise contribute to the project's success.

One of the key stakeholders we had the pleasure of working with was the Oak Grove Historical Society. They graciously welcomed us with a tour, sharing the rich history that makes Oak Grove unique. Their insights provide valuable context, ensuring that the master plan respects and integrates the city's cultural heritage.

Additional stakeholders include the Oak Grove Chamber of Commerce, which plays a vital role in local business development, and the Community Service League, an organization dedicated to creating meaningful change through stability in housing, financial well-being, employment, and wellness. Other important entities identified from the city's resources are the local library, the school district, Focus City Guide (a community resource pro-

viding local news and information), and the yard waste disposal company, which contributes to the city's environmental sustainability efforts. By involving these key groups, we aim to create a comprehensive plan that reflects the needs and values of Oak Grove's diverse community.

A particularly noteworthy partnership exists with Oak Grove Schools, one of which is adjacent to Webb Park. This proximity creates a natural synergy, as many students frequently use the park and its facilities, including the baseball fields. This high level of student engagement underscores the importance of fostering and sustaining a mutually beneficial relationship between the school district and the parks department. By leveraging this partnership, the city can continue to enhance recreational programming, improve maintenance strategies, and ensure that the park remains a vibrant and functional space that meets the needs of both students and the broader community. This collaboration serves as a model for how shared resources can promote greater community cohesion and maximize the impact of public assets.

Oak Grove Historical Society - New Beginnings







2

DISCOVERY

The Discovery Phase serves as the foundation for the master plan by gathering critical data and insights. Key components include:

Existing Conditions Analysis: Evaluating the current state of Oak Grove's parks, facilities, and programs.

Demographic and Market Analysis: Examining broad population trends and recreational preferences.

Public Input: Incorporating community feedback from events like the pop-up event and Lickskillet Day.

Benchmarking: Comparing Oak Grove's offerings to similar communities.

This comprehensive analysis provides a thorough understanding of the community's needs and opportunities, ensuring that the resulting plan is both data-driven and aligned with resident aspirations.

STRONG ROOTS. **COMPREHENSIVE PLAN**

As Oak Grove evolves, ensuring that new developments align with established planning documents is critical for sustained growth and community well-being. The "2023 Comprehensive Plan: Strong Roots, Bright Future," approved on March 3rd, 2023, sets a forward-thinking foundation for the town's development, focusing on economic growth, livability, community connectivity, and environmental harmony. This recent comprehensive plan serves as a pivotal reference for our parks and recreation master plan, guiding our efforts to enhance public spaces and recreational facilities in a way that complements and enhances the broader goals of Oak Grove. By considering our document through the lens crafted by the comprehensive plan, we ensure that our proposed enhancements in parks and recreation not only meet current community needs but also integrate seamlessly with the long-term vision for the town, fostering a cohesive planning landscape that supports a vibrant, connected, and thriving community.

The Oak Grove Parks and Recreation Master Plan is meticulously crafted to dovetail with the strategic directives of the "2023 Comprehensive Plan: Strong Roots, Bright Future." This integration ensures that our efforts in developing parks and recreational facilities not only serve immediate community needs but also propel the broader objectives of economic vitality, enhanced livability, strengthened community bonds, and environmental stewardship as outlined in the comprehensive plan.

Key initiatives from the parks and recreation master plan such as developing interconnected greenways, enhancing park amenities, and promoting environmental education programs are directly influenced by the comprehensive plan's focus on connected neighborhoods and environmental harmony. By aligning our parks' development with these strategic themes, we reinforce the town's commitment to fostering an inclusive community atmosphere and promoting sustainable growth.

Furthermore, our plan incorporates community feedback and current trends in urban park usage to ensure that the development of recreational spaces actively contributes to the town's livability and economic appeal. This approach not only supports Oak Grove's vision for growth but also ensures that our natural and communal resources evolve in harmony with the town's changing dynamics, creating a seamless narrative that links every facet of city planning.



Oak Grove is a **welcoming** and **safe** place where people and businesses plant roots and grow together – leading to an **economically sound** and **vibrant** community.

DEMOGRAPHIC + MARKET ANALYSIS

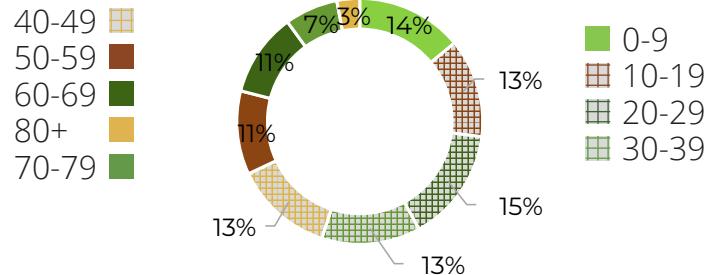
Understanding Community Demographics and Park Usage Trends:

Creating a master plan that meets the needs of all residents requires a thorough understanding of Oak Grove's demographics and park usage trends. The Demographic and Market Analysis examines population growth, age distribution, income levels, educational attainment, and racial composition. This data ensures that parks and recreation offerings are aligned with the evolving interests and needs of the community.

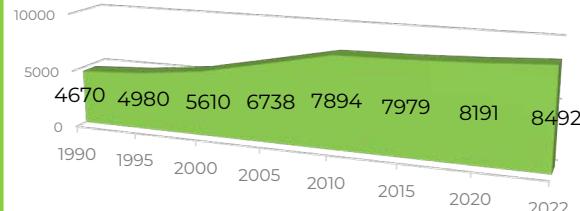
Age Breakdown:

The population is evenly distributed across most age groups, with the largest segment aged 20-29 (15%), followed by 0-9 years (14%). Residents aged 50 and above make up 32% of the population, emphasizing the need for facilities that cater to both younger families and older adults. This balance calls for youth and family-friendly amenities alongside programs for active aging and wellness.

Age Breakdown:



Population Growth



Population Growth:

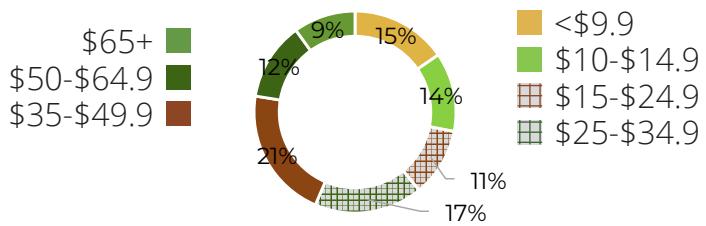
Oak Grove has seen steady growth, increasing from 4,670 residents in 1990 to 8,492 in 2022. This trend highlights a stable, expanding community driven by factors such as local economic opportunities and a family-friendly environment. Notably, a population surge from 2000 to 2010 marked a period of significant development. Understanding this growth is critical to ensuring parks and recreation facilities keep pace with demand.

DEMOGRAPHIC + MARKET ANALYSIS

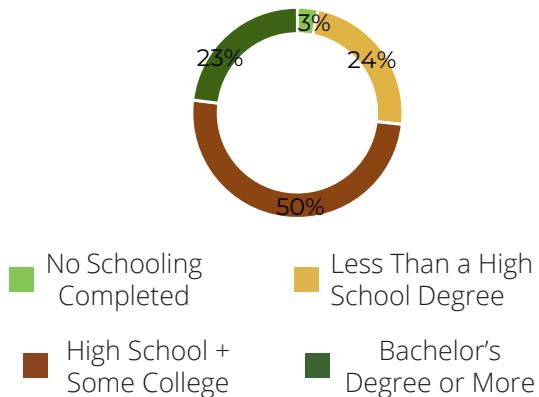
Income Break-down:

Oak Grove's economic diversity includes a portion of residents (29%) earning \$14,999 or less, while 21% fall in the \$35,000-\$49,999 range. Approximately 9% of residents belong to the highest income bracket (\$65,000+). This variety underscores the importance of offering affordable recreational options while also providing higher-end facilities to meet diverse economic needs.

Income Breakdown in Thousands



Educational Attainment:



Educational Attainment:

A strong educational foundation characterizes Oak Grove, with 73% of residents having completed high school or some college and 23% holding a bachelor's degree or higher. This suggests a demand for programs that emphasize learning, nature engagement, and family-oriented activities.

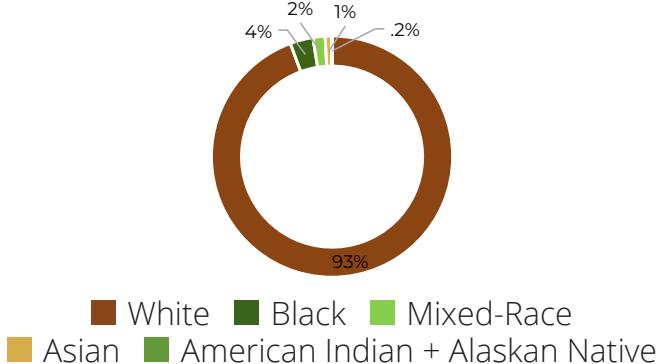
DEMOGRAPHIC + MARKET ANALYSIS



Racial Break-down:

Oak Grove's population is 92.7% identified as white, with small percentages of Black, Asian, and mixed-race residents. While the city's diversity is limited, inclusive parks and programming should reflect the needs of all backgrounds, fostering a welcoming community environment.

Racial Breakdown



	Households	Average Household Size
USA	131,430,000	2.5
Missouri	2,556,271	2.4
Oak Grove	2,947	2.5

Households:

Oak Grove has 2,947 households with an average size of 2.5, slightly higher than Missouri's 2.4 across 2,556,271 households. This demographic data guides the tailored development of local parks and recreation facilities to meet community needs.



EXISTING CONDITIONS ANALYSIS

The Existing Conditions Analysis provides a detailed evaluation of Oak Grove's parks and recreation facilities, focusing on their physical condition, functionality, and current usage. This assessment serves as a critical step in identifying opportunities for improvement and guiding future investments. Each park was analyzed through a standardized framework that evaluates key categories: Accessibility, Connectivity, Comfort and Character, Usability, and Amenities. These factors were quantified using a four-point scale: Excellent, Good, Fair, or Poor.

Based on this assessment, all parks scored either Fair or Good, with no parks rated as Excellent or Poor. While individual scores varied widely across different categories, the overall averages revealed a relatively balanced system. For instance, some of the highest scores were attributed to the Farmer's Market's Accessibility and Connectivity, the Fieldhouse/Aquatic Center's Amenities, and Frick Park's Usability. Conversely, the lowest scores were seen in Bent Oak Park's Accessibility, the Farmer's Market's Comfort and Character, and the Skate Park's Usability.

Facilities like the Davis Senior Center and the Fieldhouse/Aquatic Center showcase efficient utilization and serve as key community resources, providing amenities such as concessions and event spaces. Parks like Frick Park and Webb Park are integral to the city's recreational offerings, featuring sports fields, playgrounds, and event structures, while also presenting opportunities for enhancements to meet evolving community needs.

A composite scoring system was applied to evaluate park performance across the five categories. This methodology highlights both strengths and areas for improvement within the park system, offering a clear road map for enhancing Oak Grove's parks and recreation facilities. By addressing the gaps identified in this analysis, the city can ensure its parks meet community needs and priorities while improving the overall quality of the system.





POP-UP ENGAGEMENT EVENT



At the end of July, the first public engagement event for the Oak Grove Parks and Recreation Master Plan was held near the Fieldhouse, just outside the Aquatic Center. The consulting team arrived without prior notice, providing a unique opportunity to capture spontaneous and candid feedback from the community. This engagement was designed to gather input from a diverse range of residents on key park improvements through two interactive exercises: a dot exercise and an investing exercise.

Dot Exercise:

In this exercise, participants were presented with boards displaying proposed improvements for the Aquatic Center and Fieldhouse. Over 40 residents placed dots next to the amenities they prioritized most. Slides received the highest number of votes (39), followed by Shade and Loungers, each earning 18 votes. Other amenities like Splash Pad (10 votes) and Deck Paint (9 votes) also saw notable support.

Amenity	Slide	Shade	Loungers	Splash Pad	Deck Paint	Sand V-ball	Smaller Spaces	Concrete Deck	B-ball Court	Indoor V-ball
Votes	39	18	18	10	9	6	6	5	5	3

Investing Exercise:

In the investing exercise, participants were given \$100 in "Oak Grove Green" fake bills and asked to allocate funds to various proposed amenities. Trails emerged as the top investment, receiving \$320 (21.3% of total funds), followed by Playgrounds (\$190, 12.7%) and Boating/Kayaking (\$180, 12%).

Conclusion:

The pop-up event offered valuable community input through both exercises, helping to identify key park improvements. The results will guide the next steps in the master planning process, ensuring that the final recommendations align with residents' priorities.

Results

Category	Improvement	Money Allocated	Percentage
Nature	Trails	\$320	21.3%
	Native Prairie	\$100	6.7%
	Orchard	\$80	5.3%
Sports	Soccer	\$30	2%
	Baseball/Softball	\$40	2.7%
	Tennis/Pickleball	\$20	1.3%
	Cycling/BMX	\$70	4.7%
Amenities	Boating/Kayaking	\$180	12%
	Fishing	\$100	6.7%
	Playgrounds	\$190	12.7%
	Event Structures	\$170	11.3%
Golf	Traditional Golf	\$140	9.3%
	Disc Golf	\$60	4%
	Foot Golf	\$0	0%





STATISTICAL SURVEY

Statistically Valid Survey Administered by ETC Institute:

In early 2024, the City of Oak Grove conducted a statistically valid needs assessment survey to guide the development of the Parks and Recreation Master Plan. Administered by ETC Institute, the survey used a combination of mailed packets and on-line submissions, ensuring a random sample of households participated. With 327 completed responses, the survey achieved a precision level of +/- 5.31% at a 95% confidence level, surpassing the minimum target for statistical reliability.

This survey method ensured an inclusive robust foundation for understanding community priorities. The results informed the development of our recommendations, highlighting areas of greatest need and importance to residents. For example, walking and biking trails, restrooms, and an outdoor swimming pool emerged as high-priority investments, reflecting both unmet needs and strong resident interest.

As valuable as this tool is, it is critical to understand its role within a broader decision-making framework. The survey provides a statistically valid snapshot of community needs and preferences, but it is not the sole determinant of the final recommendations. Anecdotal evidence and real-world realities within Oak Grove often provide necessary context that can validate

or, in some cases, challenge survey findings. For instance, some priorities highlighted in the survey may not fully align with on-the-ground realities or specific nuances of the community.

This survey is one of several tools used in a comprehensive process to assess the city's needs. Each tool, whether quantitative like this survey or qualitative through stakeholder interviews and community feedback, plays a complementary role in painting a complete picture. The final master plan considers all tools collectively, ensuring no single input is treated as absolute. By synthesizing data from multiple sources, we can deliver a plan that is both analytically robust and authentically grounded in the realities of Oak Grove's community.

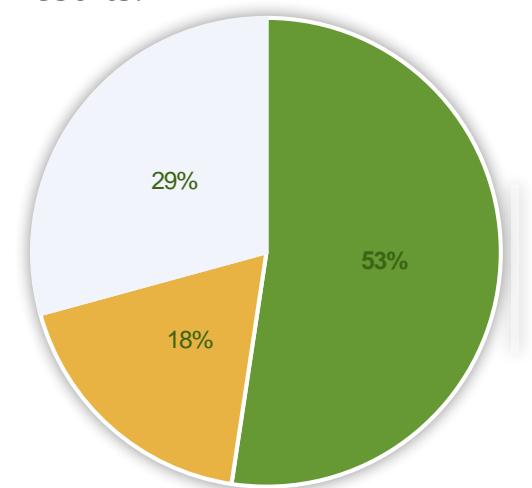
The survey can be reviewed in the appendix of this document.

LICKSKILLET DAYS

History:

Lickskillet Days, named after Oak Grove's original town name, offered a lively opportunity for the consulting team to gather community input during the city's annual festival. Amid the event's food, retail, and craft booths along Broadway, the team set up an engagement station with four boards to share progress and gather feedback on key parks and recreation topics.

Results:



- Looped Trail System (53%)
- Additional Adult Programming (18%)
- 3D Model Farmer's Market (29%)

Category:	Votes:
Adult Programming	27
Farmer's Market	43
Trails	77

Information on Boards:

The first board provided background information, presenting survey data that highlighted the need for focused improvements in parks and recreation. The second board explored the community's strong desire for park programming, highlighting the need for expanded offerings, particularly for adults, validated by both on-line and in-person engagement. The third board addressed a permanent event structure at the Farmers Market and a more robust market program. The final board focused on the critical gap in trail infrastructure, as Oak Grove currently lacks dedicated trails, making it a top priority.

Collecting Input:

To help prioritize tasks for the consulting team, each board included an option for citizens to vote on actionable focus areas tied to specific improvements. For trails, residents voted on the development of a looped trail system, the idea of generating a 3D model to visualize a permanent Farmer's Market structure, and additional adult oriented programming. These votes illustrated the community's priorities, allowing the consulting team to align the master plan with the needs and preferences of Oak Grove residents.





STRATEGIC PLANNING RETREAT

Overview:

The Strategic Planning Retreat, initially held on October 23, 2024, was designed to enable the steering committee members to thoroughly review and discuss statistical survey data and other relevant information gathered up to that point. The objective was to refine our understanding and draw actionable insights to guide the comprehensive plan.

Format and Participation:

The retreat was structured around an all-day, open session format, allowing members to join at their convenience and contribute throughout the day. Each participant was provided with a fillable booklet, which contained critical information and spaces for responses, aimed at facilitating thoughtful engagement and record-keeping.

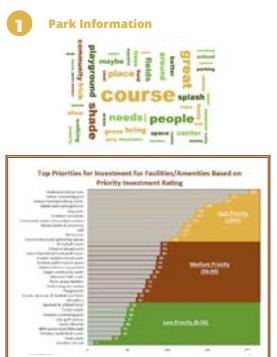
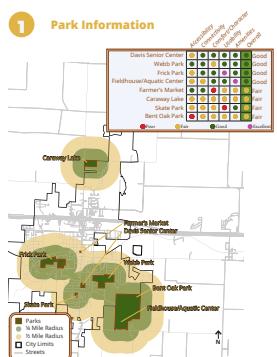
Unfortunately, attendance at the first retreat was significantly lower than expected, with only 5 participants present. Despite the advanced notices and flexible schedule, the expected number of participants did not materialize, which significantly impacted the depth of discussions and decision-making capabilities.

Adjustments and Second Retreat:

Given the low turnout and the inability to reach comprehensive conclusions during the first retreat, a decision was made to conduct a second retreat. This session was held virtually on November 5, 2024, after normal working hours at 6 PM, to accommodate more members and maximize participation. The second retreat mirrored the first in terms of content but was condensed to fit the on-line format and the time constraints of an evening meeting. The focus was on presenting the same critical data and gathering as much feedback as possible through a streamlined process. This session saw improved attendance and interactive participation, contributing to a more fruitful discussion and comprehensive understanding of the data. Concluding this session all information was distributed digitally giving all the same opportunity to be informed by our data as well as give feedback.

Conclusion:

The strategic planning retreats, despite the initial challenges with attendance, ultimately provided valuable insights and feedback necessary for advancing our strategic goals. The experiences from these sessions highlighted the need for flexible scheduling and the potential benefits of hybrid meeting formats to engage a broader spectrum of participants effectively. Moving forward, the insights garnered will play a crucial role in shaping the comprehensive strategic plan.



PRIORITY ACTION PLAN REVIEW



Priority Action Plan

The Oak Grove Priority Action Plan meeting took place virtually on December 4, 2024, from 7:00 PM to 8:00 PM via Microsoft Teams. This meeting brought together members of the Oak Grove Technical Steering Committee Team, to critically examine and refine a draft Priority Action Plan for each park and the system as a whole.

The primary focus of the meeting was a comprehensive review and discussion of each Priority Action Item outlined in the Strategic Action Plan Discussion document. This included a thorough evaluation of general recommendations and specific proposals for improvements at various park locations.

During the meeting, attendees were actively encouraged to provide valuable feedback on the proposed plan. The framework for this feedback emphasized four key areas:

- Identifying any missing elements or crucial additions that were not yet included in the plan.

- Determining if any proposed actions were deemed unnecessary and should be removed.
- Evaluating the priorities of different projects and suggesting any necessary adjustments.
- Assessing the overall budget expectations for the plan to ensure their reasonableness and feasibility.

The meeting facilitated a dynamic exchange of ideas and allowed for in-depth discussions among participants. For those unable to attend, alternative channels for providing input were made available to ensure all voices were considered. These recommendations, which are included in the appendix, were added to the final Priority Action Plan.

Finally, the meeting served as an important step in preparing for the upcoming Combined Board/Park Meeting, where the refined Strategic Action Plan would be presented for further consideration and approval.



SOCIAL PINPOINT

GET STARTED



The consultant team utilized Social Pinpoint, a digital platform designed to enhance community engagement, as part of the Oak Grove Parks and Recreation Master Plan process. This innovative tool allowed residents to interact with an on-line map, sharing their views on parks, trails, and facilities by placing pins and providing comments on specific locations. Users could also engage with others by agreeing or disagreeing with existing comments, fostering a sense of shared vision and consensus. This approach enabled more inclusive communication and provided valuable data to refine recommendations and guide planning efforts.

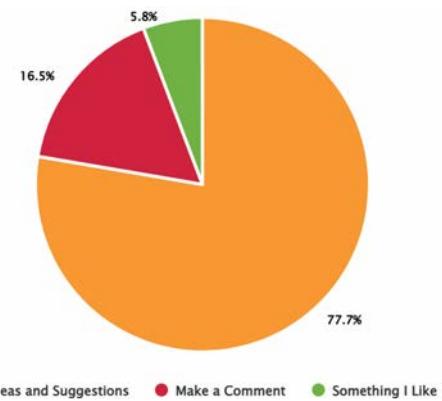
Outreach Methods:

Promotion for the platform included features on the City's website, QR code-enabled signs in parks, and digital outreach through newsletters and local media. This resulted in about 8.5% of Oak Grove's total population our Social Pinpoint platform. By integrating this tool into the engagement process, the consulting team gained actionable insights that directly informed the master plan's recommendations, ensuring they reflect the community's needs and aspirations.

Results:

The Social Pinpoint platform for Oak Grove garnered significant participation, with 1,767 total visits, 757 unique users, and 139 comments submitted. Among these comments:

- 77.7% were ideas and suggestions for improvement,
- 16.5% were critiques or concerns, and
- 5.8% highlighted aspects users enjoyed.



We want

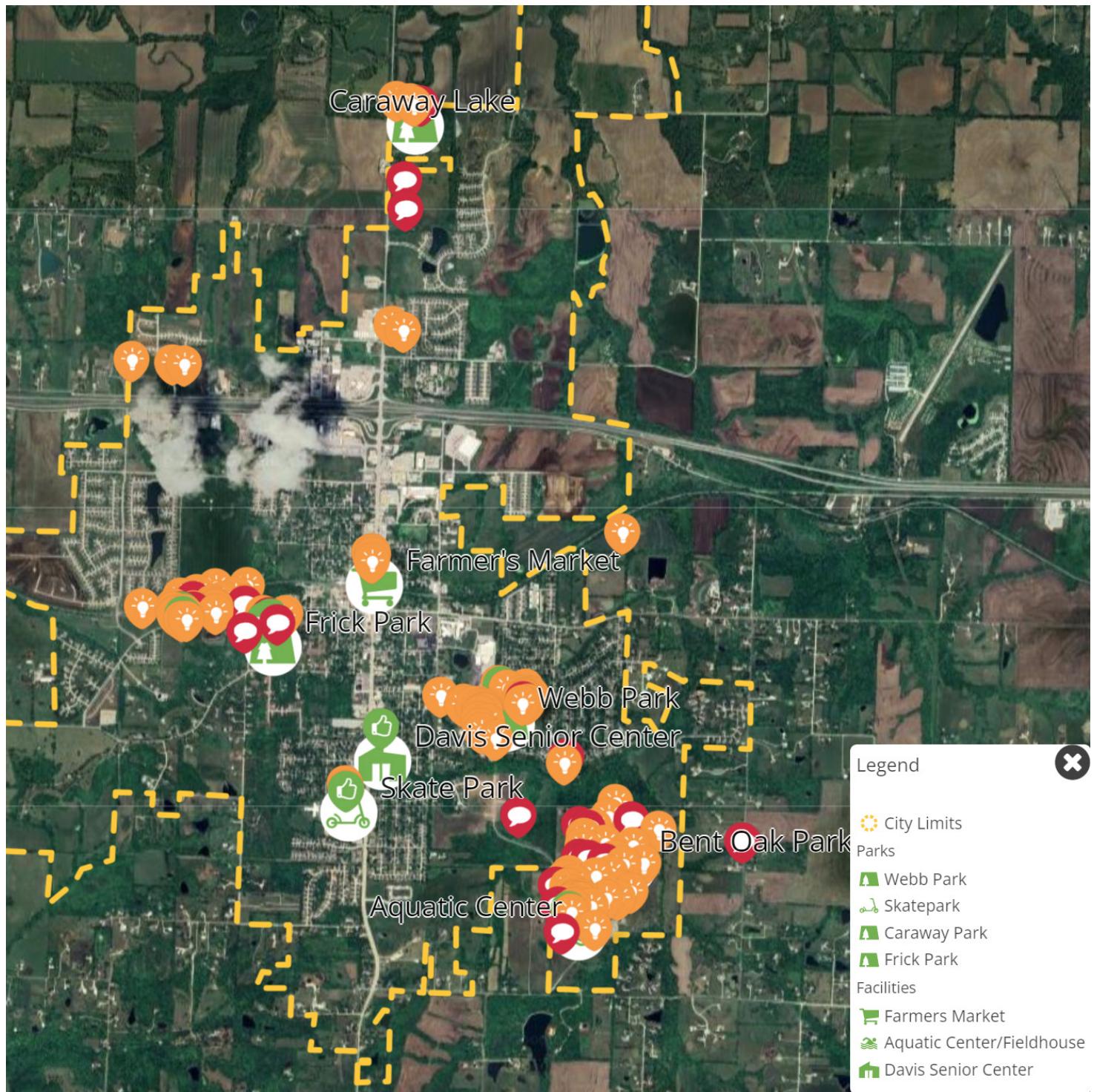
SOCIAL PINPOINT INPUT



The City of
Oak Grove is
conducting a new
Parks & Recreation
Master Plan.



You can help by using our Social
Pinpoint Interactive Map at the link
below or scanning this QR Code.





BENCHMARKING

Comparative Analysis:

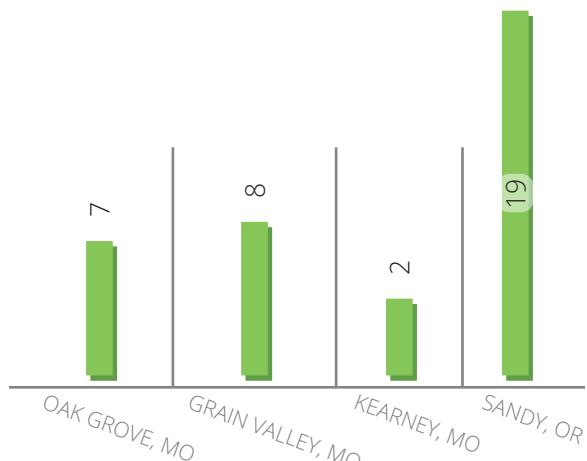
Benchmarking analysis is a valuable tool in park and recreation master planning, offering a straightforward method to compare Oak Grove's park system with those of similar communities. This exercise identifies areas of excellence and opportunities for improvement, drawing on best practices from peer cities to guide future planning efforts. For this study, the consultant team collaborated with City staff to select three peer cities with relevant parallels to Oak Grove: Sandy, OR, Kearney, MO, and Grain Valley, MO. These cities were chosen based on factors such as population size, demographics, and the scope of their parks and recreation systems. The team collected comparable data for each city, focusing on key metrics like park acreage per capita, offerings, programming, and budget allocations.

This analysis provides a framework for understanding how Oak Grove's park system performs in relation to its peers and highlights actionable insights to inform the master plan. By identifying gaps and opportunities, the benchmarking exercise ensures Oak Grove remains competitive while addressing the unique needs of its community.

To provide a clearer understanding of how Oak Grove's park system compares to those of similar cities, we first examine two key metrics: total population and the number of parks. These figures offer insight into the relative size and availability of park space within the city and its peers.

Population:

The first graph shows the total population of Oak Grove compared to Sandy, OR; Kearney, MO; and Grain Valley, MO. Oak Grove has the smallest population, though the difference is minimal. This highlights Oak Grove's potential for future growth, which will impact demand for parks and recreational amenities. As the population grows, planning for additional park spaces will be crucial.

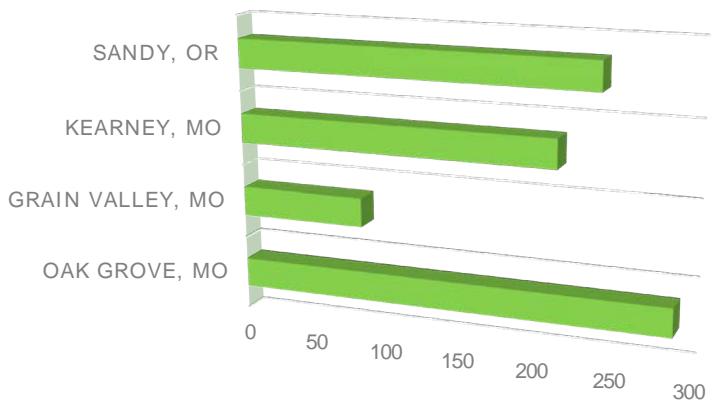


Number of Parks:

This graph compares the total number of parks in each city. Oak Grove, despite having the smallest population, has more parks than Kearney, MO, which has one fewer than Grain Valley. Oak Grove's higher number of parks suggests a commitment to providing recreational spaces, though further analysis of park distribution may reveal areas for improvement.

Park Acreage:

The third graph shows the total park acreage in each city, with Oak Grove leading, followed closely by Sandy, OR. Grain Valley has the least acreage. Oak Grove's large acreage is largely due to Bent Oak Park, a large site, though much of it is undeveloped, offering significant future development potential.

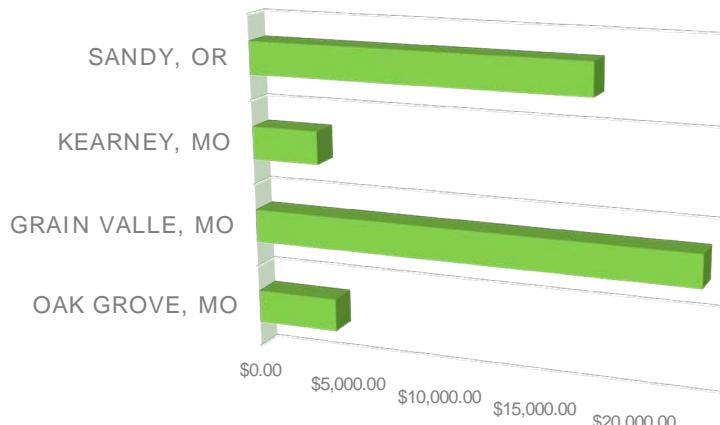


Park Acreage:

In this graph, Oak Grove has the most park acreage per person, far exceeding its peers. Kearney, MO follows in second, with Sandy, OR close behind, and Grain Valley significantly lower. The undeveloped Bent Oak Park represents an opportunity to convert land into usable recreational space.

Budget Expenditures:

This graph compares the total expenditure budgets across the cities. Oak Grove has a relatively low budget, impacting its ability to fund park maintenance and development. Sandy and Grain Valley allocate more, which allows for greater financial flexibility to maintain their parks and systems.

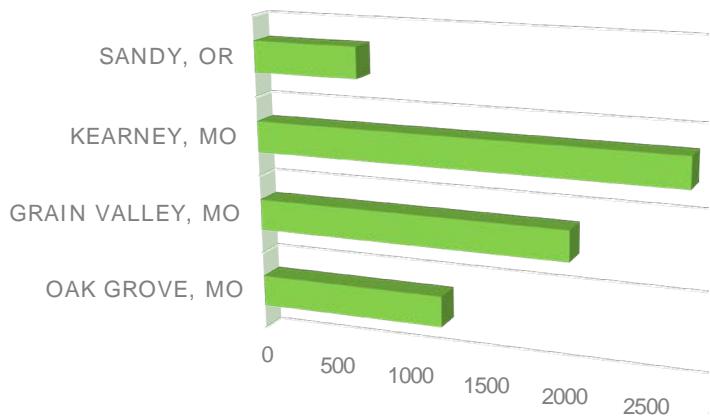


Budget Per Park Acre:

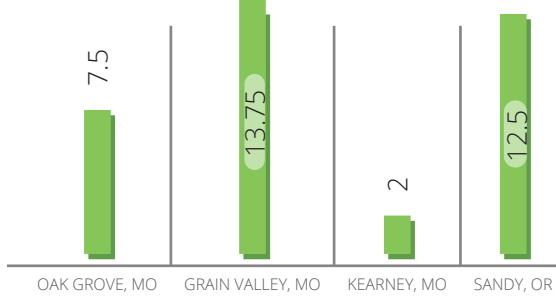
Oak Grove ranks second to last in budget per park acre, tied with Kearney, MO. Sandy and Grain Valley allocate significantly more, reflecting their higher budgets and smaller park systems. Oak Grove's lower budget per acre, combined with its large park acreage, suggests a need for increased funding to maintain and develop its parks.

People Per Park:

This graph compares the number of people served by each park. Sandy, OR has the lowest number of people per park, followed by Oak Grove, MO. Grain Valley, MO ranks next, with Kearney, MO having the highest number of people per park. A lower number is better, as it indicates more ownership and enhanced user experience at each park. Fewer people per park allows for a greater sense of community engagement and more personalized use of the space.



TOTAL FTE EMPLOYEES



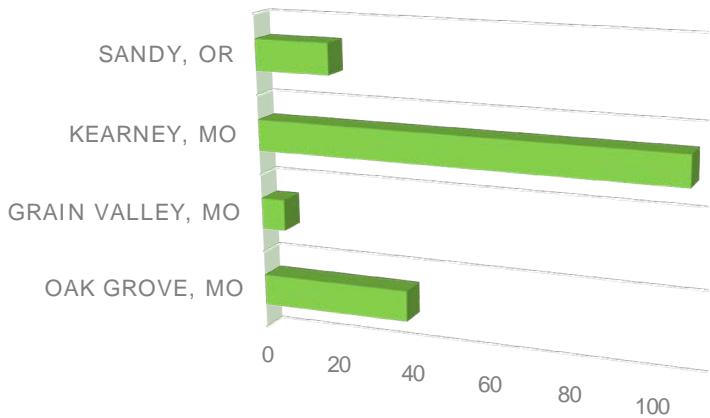
Total FTE Employees:

This graph compares the total full-time equivalent (FTE) employees across the cities. FTE refers to the sum of full-time employees and part-time employees, adjusted to reflect the equivalent number of full-time positions based on weekly hours worked. Oak Grove has 7.5 FTE employees, while Grain Valley has 13.75, Kearney has 2, and Sandy, OR has 12.5. Oak Grove's relatively low number of FTE employees may affect its capacity to maintain its larger park system effectively. The disparity in staffing levels underscores the need for Oak Grove to consider additional resources or personnel as its park system continues to grow.

Park Acreage Per FTE:

This graph shows the amount of park acreage managed per full-time equivalent (FTE) employee. Kearney, MO has the highest park acreage per FTE, which is not ideal, as it suggests that each employee has more park land to manage, increasing their workload. Oak Grove ranks second to last, followed by Sandy, OR, and Grain Valley, MO, which has the least acreage per FTE. A higher acreage per FTE indicates that staff may be stretched thin, and it may be necessary to increase staffing levels or resources to ensure effective park maintenance and management.

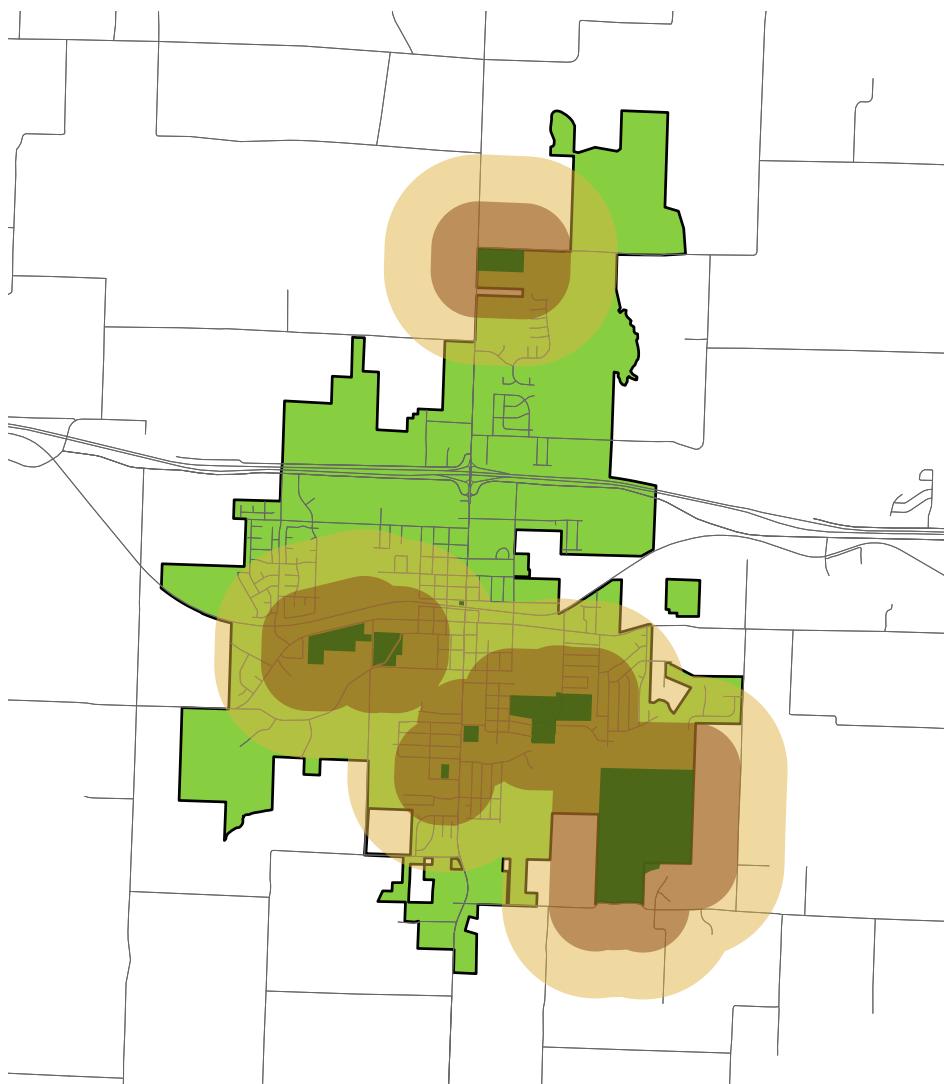
PARK ACREAGE PER FTE





OVERVIEW OF ANALYSIS

During the Analysis phase, the information gathered in the Discovery phase is scrutinized to identify key insights and directions for the master plan. A needs assessment highlights gaps and unmet needs within the current parks system, guiding priorities for future developments. Analyzing opportunities and constraints helps to understand potential advantages and limitations, shaping realistic and effective strategies. Program and facility assessments evaluate the effectiveness and usage of existing programs and facilities, providing a basis for improvements. Additionally, an operational analysis reviews current operations, staffing, and budget, identifying areas for increased efficiency and better resource allocation.



LEVEL OF SERVICE ANALYSIS

Population Growth

Projection:

This chart displays Oak Grove's population estimates over the next 18 years, highlighting the current, 8-year, and 18-year projections. This data aids in planning park developments to accommodate the anticipated community growth, ensuring our parks meet future demands.

Current Estimated Population	8,492
8-Year Projected Population	9,046
18-Year Projected Population	9,790

Level of Service (LOS) Analysis:

The LOS analysis evaluates the availability of park amenities against population needs using NRPA guidelines. For example, while NRPA recommends one shade structure per 5,000 people, Oak Grove provides one per 1,698 residents, demonstrating our strong performance in this area.

Park Types and Quantity in Oak Grove:

This chart categorizes Oak Grove's parks into neighborhood, community, and regional parks, detailing both developed and undeveloped acreages. Additionally, it includes the square footage of indoor recreational facilities, specifically focusing on the Fieldhouse property and the Davis Senior Center. It first inventories these areas, then aligns them with the NRPA's recommended service levels to illustrate the current service provided. This comprehensive overview allows stakeholders to assess how well Oak Grove meets these standards, highlighting the adequacy of both outdoor and indoor recreational facilities and pinpointing opportunities for development and improvement.

Inventory	Service Level Needed (Based on NRPA Standards)	Current Service Levels for Oak Grove
Park Type:		
Neighborhood Park	3.6 Acres	.5 Acres per 1,000 pop.
Community Park	77.6 Acres	9.14 Acres per 1,000 pop.
Regional Park	130.8 Acres	
Developed Park Acreage	212 Acres	25 Acres per 1,000 pop.
Undeveloped Park Acreage	177 Acres	35.9 Acres per 1,000 pop.
Total Park Acres	389.6 Acres	60.9 Acres per 1,000 pop.
Indoor Recreation:		
Indoor Recreation (Sq. Ft)	30,000	3.5 SF per pop.
Indoor Special Use Space (Sq. Ft)	43,000	5 SF per pop.

Amenities in Oak Grove:

This chart provides a detailed inventory of all park amenities in Oak Grove, presenting the total quantity available. It compares these figures with the NRPA's required service levels, then displays the current service levels being provided. This analysis allows stakeholders to clearly see where Oak Grove's park amenities align with national standards and where there are gaps that need attention to ensure that facilities meet the community's recreational needs effectively.

	Inventory	Service Level Needed (Based on NRPA Standards)	Current Service Levels for Oak Grove
Park Amenities:			
Shade Structures	5	1 Item per 5,000 pop.	1 Item per 1,698
Picnic Shelters	4	1 Item per 7,000 pop.	1 Item per 2,123
Youth Baseball Diamonds	2	1 Item per 8,000 pop.	1 Item per 4,246
Adult Baseball Diamonds	5	1 Item per 15,000 pop.	1 Item per 1,698
Softball Diamonds	2	1 Item per 15,000 pop.	1 Item per 4,246
Rectangular Fields	2	1 Item per 7,000 pop.	1 Item per 4,246
Basketball Courts	1	1 Item per 8,000 pop.	1 Item per 8,492
Tennis Courts	2	1 Item per 7,000 pop.	1 Item per 4,246
Pickleball Courts	1	1 Item per 10,000 pop.	1 Item per 8,492
Playgrounds	5	1 Item per 3,000 pop.	1 Item per 1,698
Sand Volleyball Courts	2	1 Item per 15,000 pop.	1 Item per 4,246
Dog Parks	-	1 Item per 50,000 pop.	0 per 8,492
Skate Parks	1	1 Item per 60,000 pop.	1 Item per 8,492 pop.
Splash Pads	-	1 Item per 40,000 pop.	0 per 8,492
Outdoor Pools	1	1 Item per 40,000 pop.	1 Item per 8,492 pop.

Level of Service Needed:

This chart outlines the current and projected needs for park amenities and acreage in Oak Grove, providing a clear reference for immediate and future planning priorities.

	Current Population Demand	8-Year Projected Population Demand	18-Year Projected Population Demand
Neighborhood Parks	21 Acres Needed	23 Acres Needed	25 Acres Needed
Community Parks	24 Acres Needed	31 Acres Needed	39 Acres Needed
Basketball Courts	Partial Demand for 1 Court	Partial Demand for 1 Court	Partial Demand for 1 Court
Dog Parks	Partial Demand for a Dog Park	Partial Demand for a Dog Park	Partial Demand for a Dog Park
Splash Pad	Partial Demand for a Splash Pad	Partial Demand for a Splash Pad	Partial Demand for a Splash Pad



FUTURE PROJECTIONS

Population Projections and Park Planning:

Oak Grove's current population of 8,492 is projected to grow to approximately 9,790 over the next 18 years, based on an exponential growth model. This anticipated growth underpins our strategic focus on expanding park acreage, particularly for neighborhood and community parks, which are crucial for meeting the recreational needs of our expanding community.

- **Neighborhood Parks:** These smaller parks are vital for providing accessible recreational options within walking distance of residents. Currently, there is a pressing need to increase the acreage of neighborhood parks.
- **Community Parks:** Our findings also indicate a necessity to enhance community park acreage. These parks serve larger sections of the population and often include amenities that attract residents from across the city. The analysis suggests a potential strategy shift towards developing parks that specialize in specific amenities to better meet needs, rather than a wide range of uses, leading to broad but underutilized amenities.

Specific Amenities in Demand:

The analysis has identified partial demands for certain facilities within our park system, including basketball courts, a dog park, and a splash pad. These amenities do not currently meet the NRPA's recommended service levels based on our population:

- **Basketball Courts:** With an NRPA service level of one court per 8,000 people, our single basketball court serves the current population but falls short by 492 residents. While this does not represent an immediate crisis, it underscores the need for proactive planning to address this gap as the population grows.
- **Dog Parks and Splash Pads:** Similarly, while the demand for these amenities exceeds the total population threshold set by NRPA standards.

Conclusion:

This Needs Assessment highlights the need for strategic, data-driven development in Oak Grove's parks. By tailoring our parks to current and future demographics and focusing on specialized community parks, we ensure sustainable and beneficial growth. Continuously monitoring and updating our LOS analysis is essential to keep pace with the city's growth and changing community needs.



ANALYSIS OF PUBLIC INPUT + SURVEYS



Public engagement has been a cornerstone of the Parks and Recreation Master Plan development, we have gathered comprehensive community input to ensure the plan reflects the priorities and needs of the residents. Below is a list of the engagement events:

- Social Pinpoint Online Engagement
- Statistically Valid Survey by ETC Institute
- Pop-Up Engagement at Fieldhouse
- Lickskillet Days booth
- Strategic Planning Retreat

Recurring Themes From Public Engagement:

- 1. Enhanced Trails and Connectivity:** Trails were the most discussed topic across all engagement platforms, reflecting a widespread community desire for improved and expanded trail systems. The emphasis is on creating interconnected trails that not only link different parks and recreational areas but also facilitate safer and more accessible routes for both recreational and commuter purposes, accommodating growth and promoting a healthy lifestyle!
- 2. Expanded and Diverse Amenities:** Feedback emphasized the need to future-proof park amenities by considering not just current needs but anticipating how Oak Grove might develop. This involves integrating new and diverse amenities that complement existing facilities while also aligning with potential demographic and cultural shifts within the community. Strategic planning should focus on introducing versatile recreational options that can adapt to changing preferences and needs.
- 3. Focus on Usability and Accessibility:** Despite the presence of undeveloped acreage, the community stressed the importance of optimizing space usage due to the potential for future development constraints. The goal is to make the most of available spaces by creating multi-functional areas that can serve various purposes and appeal to a broad user base. This approach encourages the efficient use of land, ensuring that each park area delivers maximum value and functionality.
- 4. Community and Event Spaces:** A significant overlap exists between the need for usable spaces and the desire for community and event spaces. There is a strong push for creating flexible areas within parks that can host community groups and events, fostering social interactions and community cohesion. These spaces should be designed to be inviting and versatile, accommodating everything from small gatherings to large community events. Successful implementation will make these areas popular destinations, encouraging frequent use and enhancing community engagement in park activities.

These themes have been instrumental in shaping the master plan, ensuring that it aligns with the community's vision and expectations for future development and enhancements in Oak Grove's parks and recreation spaces.

PARK + FACILITY ASSESSMENTS



Evaluation of Existing Programs and Facilities:

This section details the assessment process for Oak Grove's parks and facilities, developed with approval from the park board and the steering committee from our initial kickoff meeting. This process ensures each park's evaluation aligns with community standards and expectations.

Contextual Analysis:

We begin by analyzing the surroundings of each park, considering nearby land uses and demographic data

Amenity Inventory:

An inventory of all park amenities establishes a baseline of existing features, from playgrounds to sports facilities. This inventory identifies what each park offers and highlights areas for enhancement.

Categorical Evaluation:

Parks are evaluated across five categories:

- 1. Accessibility:** Includes ease of access for users, with ADA considerations.
- 2. Connectivity:** Examines integration with the community via pathways and public transit.
- 3. Comfort and Character:** Assesses aesthetic appeal and maintenance standards.
- 4. Usability:** Evaluates how well facilities serve community needs.
- 5. Amenities:** Looks at the quality and variety of park features.

Each category consists of four indicators rated on a 1 to 5 scale, leading to a maximum of 100 points for a complete evaluation.

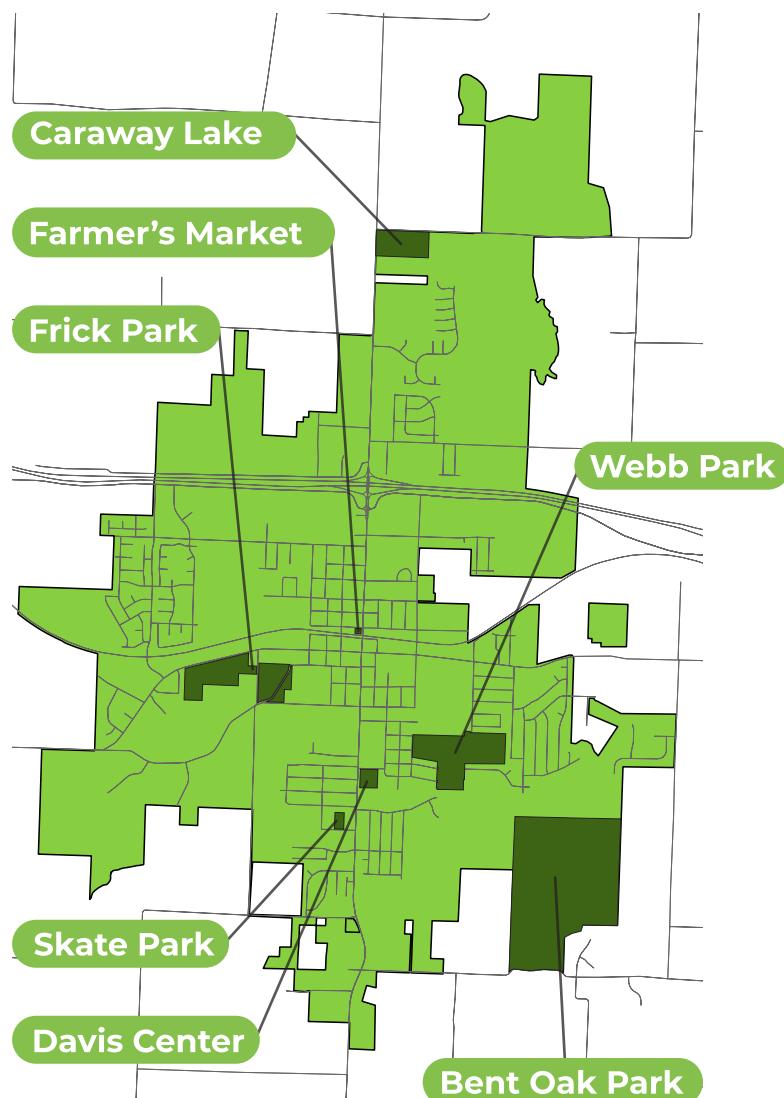
Scoring Criteria:

Each indicator has specific criteria to ensure objective assessments. For example, the "Ease in Walking to Park or Facility" indicator in the

Accessibility category scores from 1 (poor access due to no sidewalks or street crossings) to 5 (excellent access with ADA-compliant features and multiple entry points). Scores are normalized to allow fair comparisons, adjusting for park size, location, and other factors.

Strategic Insights:

The assessment results, combined with historical input, detail each park's strengths and areas for improvement. This data informs our strategic planning, helping prioritize developments that maximize community benefits.



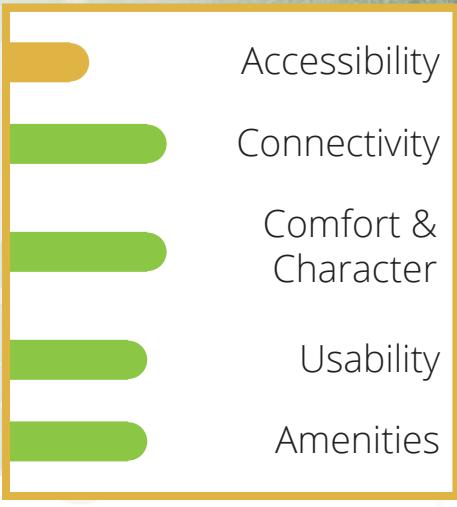
Bent Oak Park

Size: 200+ Acres, Site Location: 1300 SE 30th St.



FAIR

Excellent ● Good ●
Fair ● Poor ●



Accessibility
Connectivity
Comfort & Character
Usability
Amenities

Description:

Established in 2016, Bent Oak Park is the largest park in the system, spanning 200+ acres on the former Bent Oak Golf Course site. It is home to the Oak Grove Fieldhouse and Aquatic Center and features pedestrian walkways repurposed from old golf cart paths. The park provides a connection to nature, opportunities for passive recreation, and several ponds for catch-and-release fishing.

Strengths:

- Expansive total park area with 125 acres of developed space.
- Designated as a regional park serving a wide community.
- Strong connection to nature with ample fishing access across multiple ponds.

Opportunities:

- Develop a trail network to connect with the city's broader trail system.
- Construct a new amphitheater for events and community gatherings.
- Add rectangular fields to support sports and recreational activities on-site.

Caraway Lake Park

Size: 31.2 Acres, Site Location: 38801 E Gillespie Rd.



Description:

Caraway Lake Park features a scenic 3-acre lake popular for catch-and-release fishing, with a small gravel parking lot located along a busy highway. The park's eastern area offers substantial space for potential future development and enhancements.

FAIR

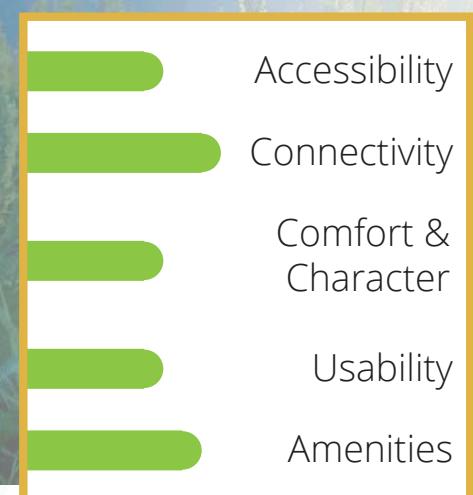
Strengths:

- Popular fishing spot with a well-stocked lake.
- Gateway and regulatory signs provide clear guidance and visibility.
- Complements nearby single-family homes and agricultural surroundings.

Opportunities:

- Improve multi-modal access.
- Expand flexible use of the park's eastern space for comfort and usability.
- Construct an ADA accessible path around the lake.
- Increase park visibility from the highway to better attract visitors and highlight its presence.

Excellent ● Good ●
Fair ● Poor ●



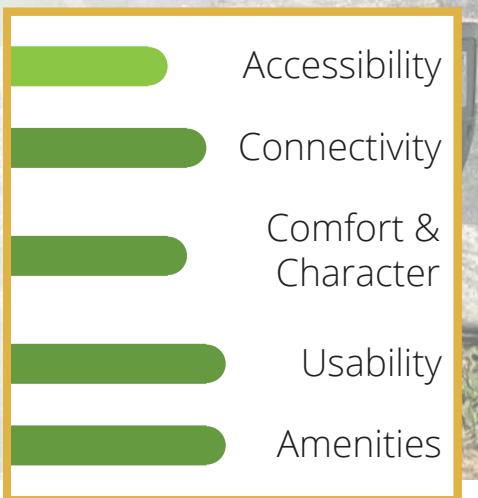
Davis Senior Center

Size: 7.3 Acres, Site Location: 1901 S Broadway



GOOD

Excellent ● Good ●
Fair ● Poor ●



Description:

Located at the corner of SE 19th St. and S. Broadway, the Davis Senior Center shares a building with the Christian Masonic Lodge #392. Positioned in a residential area near civic institutions, it serves as an accessible hub for local residents, particularly seniors. The center offers a range of amenities including workout equipment, and various social activities like bingo and classes. It also provides weekday meals, hosts a small "flea market," and offers volunteer opportunities. While rated 'Good,' there is potential for further enhancement to better meet community needs.

Strengths:

- A variety of indoor and outdoor amenities, including a loop trail, shelter, and horseshoe area.
- ADA-compliant parking and an elevator, enhancing access.
- Well-located with robust safety measures, promoting frequent local engagement.

Opportunities:

- Enhance health-focused activities to better support senior well-being.
- Maintain the Center's viability with accessibility upgrades.
- Expand recreational options adding to usability.
- Repurpose underutilized horseshoe pits through a community-led project for a more popular amenity.

Farmer's Market

Size: .6 Acres, Site Location 1100 S Broadway



Description:

Located in the bustling heart of downtown Oak Grove at the intersection of SW 10th St. and S. Broadway, the farmers market is flanked by a diverse mix of neighbors including a church, single-family residences, commercial entities, and nearby railroad tracks. The property currently features a basic gravel pathway and a prominently displayed large sign. While the site remains largely undeveloped, its boundary lines are gradually being encroached upon by neighboring properties.

FAIR

Strengths:

- Central downtown location with easy access for visitors.
- Prominent signage that enhances market visibility.
- High exposure due to position along major streets, attracting both local and passing traffic.

Opportunities:

- Upgrade the gravel pathway to a paved road, enhancing accessibility and aesthetics.
- Implement regular maintenance schedules to improve landscaping and site presentation.
- Add a large shade structure with formalized parking to better accommodate vendors and visitors.

Excellent ● Good ●
Fair ● Poor ●

Accessibility

Connectivity

Comfort & Character

Usability

Amenities

Fieldhouse/Aquatic Center

Size: 2.7 Acres, Site Location: 1300 SE White Rd.

GOOD

Excellent ● Good ●
Fair ● Poor ●

Accessibility

Connectivity

Comfort &
Character

Usability

Amenities

Description:

The Fieldhouse and Aquatic Center are located within Bent Oak Park. The fieldhouse is a large event space available for rent at reasonable rates and hosts a wide variety of events each year. The Aquatic Center features a kids' water playground, diving boards, lazy river, water basketball area, and a concession stand with ample seating and shaded areas. This amenity attracts many users, and during our consulting team's assessment, there was a swimming practice in progress with a significant number of attendees.

Strengths:

- Significant revenue potential, and consistent use with strong community ties.
- Modern new facilities that appeal to visitors and users and create a draw for people to use these facilities.

Opportunities:

- Enhance site walkability and improve signage to increase building visibility.
- Build a comprehensive shade structure and add a new slide at the Aquatic Center.
- Finish the Fieldhouse to be used as a venue rental location.

Frick Park

Size: 66.1 Acres, Site Location: 801 W. 12th St.



Description:

Frick Park is strategically positioned between residential and industrial areas, making it a versatile recreational hub. Known for its unique horse rodeo field with surrounding bleachers, the park also offers multiple rectangular fields and a new disc golf course. Despite scoring highly in usability, lighting, and safety, further enhancements could elevate the overall visitor experience. Rated as 'Good,' Frick Park is a community favorite with room for improvement.

Strengths:

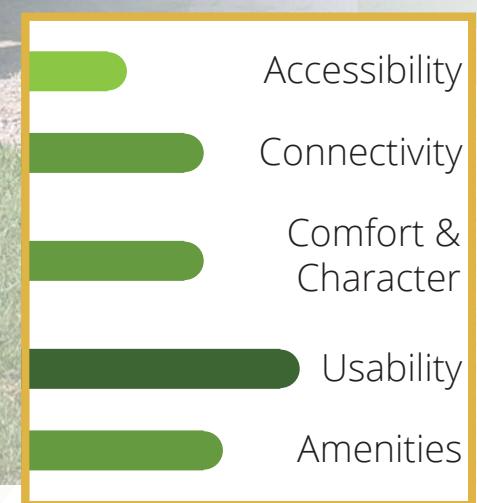
- Unique rodeo arena that attracts local events.
- Diverse outdoor activities with good safety and lighting features.
- High usability that draws steady visitor traffic.

Opportunities:

- There is very little outdoor ADA accessibility, and a need to repave areas of the park to make more accessible
- This park is difficult to walk to, making vehicular access the primary means of entry.
- Consistent community events to increase use.

GOOD

Excellent ● Good ●
Fair ● Poor ●



Skate Park

Size: 3.3 Acres, Site Location: 2110 S Broadway

FAIR

Excellent ● Good ●
Fair ● Poor ●

Accessibility
Connectivity
Comfort & Character
Usability
Amenities

Description:

Nestled directly behind Oak Grove City Hall at the intersection of S Broadway and SW 22nd St., this skate park is a hub for adventure recreation. It is equipped with a variety of skateboarding ramps, rails, and stairs, alongside a single picnic table for seating. Its location makes it readily accessible to nearby residential areas on foot.

Strengths:

- Excellent visibility from SW 22nd St. and adjacent to City Hall, with clear sight lines throughout the park.
- Concrete surfaces are well-maintained and in good condition.

Opportunities:

- Enhance signage to clearly indicate the skate park's location behind City Hall.
- Improve accessibility for handicapped users.
- Add a loop trail.
- Conduct maintenance on skate ramps to ensure safety and performance.
- Increase landscaping and provide more shade.

Webb Park

Size: 77.6 Acres, Site Location: 1800 SE Oak Ridge Dr.



Description:

Webb Park is a prominent recreational hub located next to a school and near residential areas, making it a community focal point and a regional draw for sports enthusiasts. The park is renowned for its baseball diamonds and regular tournaments, attracting teams and spectators from various locations. Beyond sports, it offers playgrounds, picnic shelters, and well-lit parking, with potential for future partnerships due to its proximity to the neighboring school. Rated 'Good,' Webb Park is well-positioned for further development to enhance visitor experiences.

Strengths:

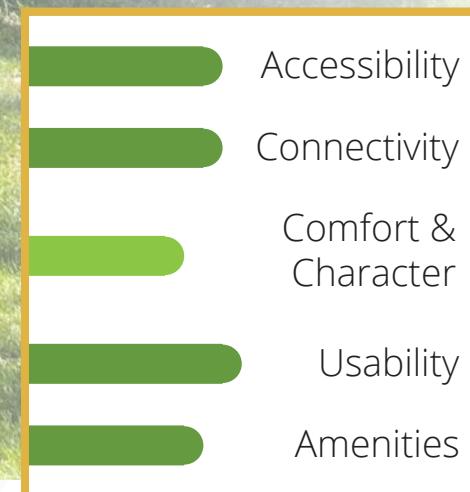
- Features abundant sports-related amenities, with supporting infrastructure.
- Attracts both local families and regional visitors, bolstered by frequent baseball tournaments.
- Ensures accessibility for visitors with safety features and ADA-compliant facilities.

Opportunities:

- More shade structures and seating would improve comfort for spectators.
- Regular upgrades to sports equipment and facilities are essential to maintain high standards.
- Pursue partnerships with the school to enhance park's usage.



Excellent ● Good ●
Fair ● Poor ●



OPERATIONS OVERVIEW



OPERATIONS OVERVIEW

Number of Full-time employees	7
Number of Part-time employees	3
Number of Seasonal employees	75
Number of Volunteers	68+
Context	Fully staffed but keeping staff is a challenge and several other entities are increasing pay, which is causing staff to continue to leave

Staff Responsibilities:

Operations/Maintenance

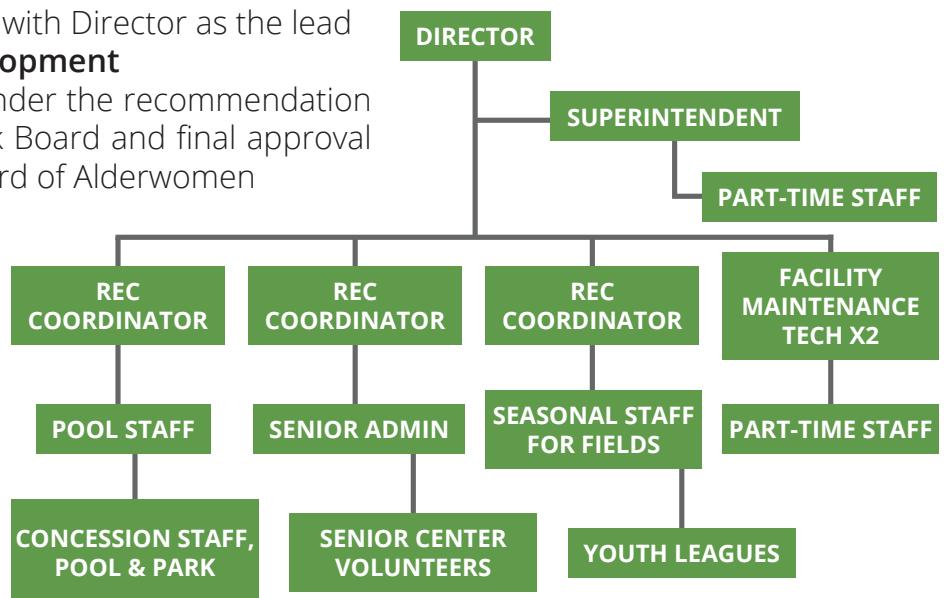
- Park Superintendent Programmers
- Rec. Coordinators each with a focus in particular area (such as aquatics)

Administration

- Coordinated in a team effort amongst Superintendent and Recreation Coordinators with Director as the lead

Capital Development

- Director under the recommendation of the Park Board and final approval by the Board of Alderwomen



MAINTENANCE PROGRAM



Day-to-Day Park Maintenance Program:

Mowing (weather a major factor in frequency)

- Twice per week at 3 inches cut for all sport fields
- Once per week at 3 and 1/2 inches cut for all buildings, parks and around Aquatics Facility
- Every two weeks 4 inches cut at Caraway Lake and Bent Oak Park
- Once per month access road and pond banks

Trimming

- Once per week around sport fields and pavilions
- Every two weeks around buildings and certain areas of parks
- Once per month ditches, creeks, hillsides and high hazard areas
- Bike trail bridge and surrounding areas as needed
- Aeration
- Depending on use and availability

Irrigation

- When weather conditions are dry and moisture levels are low for sport fields (two ballfields and Frick Park athletic fields)

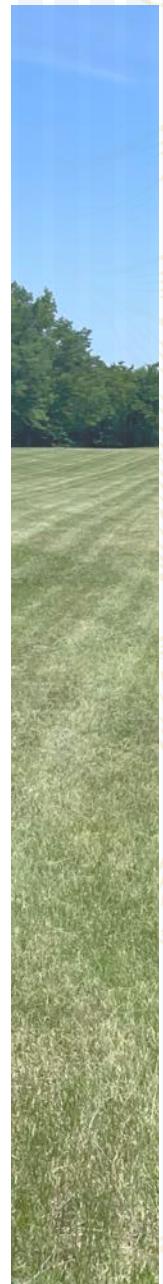
Other

- As needed and when staff has available time to dedicate and resources to complete

Funding

Dedicated funding through the Parks Budget. Capital Outlay Requests files annually, with a regular request for a \$35,000 equipment lease to replace mowers and associated maintenance equipment.

	Sport Fields	Buildings	Parks	Caraway Lake	Bent Oak	Ponds & Access
Frequency						
1	■					
2		■				
3			■			
4				■		
5					■	
6						■
7	■					
8		■				
9			■			
10				■		
11					■	
12						■
13	■					
14		■				
15			■			
16				■		
17					■	
18						■
19	■					
20		■				
21			■			
22				■		
23					■	
24						■



Mow Frequency. Note: chart is representative of an ideal timeline for mowing. Mowing locations and times are highly dependent on labor, equipment, acreage and weather conditions involved.



OPERATIONAL ANALYSIS

Key Findings

This analysis assesses the current operations of the Parks Department, identifying key strengths, weaknesses, and areas for improvement. It focuses on staffing, maintenance programs, capital improvements, and organizational structure.

Staffing Challenges

- High turnover due to competitive salaries in other sectors.
- Reliance on seasonal employees creates operational fluctuations and potential for inconsistency in service delivery.
- Volunteer engagement may not be sufficient to address all maintenance needs.
- Maintenance Program:
 - Weather-dependent mowing schedule can lead to inconsistent park appearance.
 - Limited resources may restrict the frequency and scope of maintenance activities.
 - Lack of defined protocols for addressing unforeseen maintenance issues.

Capital Improvements

- List of requested improvements may not accurately reflect current needs due to concerns of budget overreach.
- Limited budget may hinder the implementation of necessary upgrades.

Organizational Structure

- Potential for unclear lines of responsibility and communication, particularly regarding volunteer roles and expectations.
- Limited capacity for proactive planning and

long-term strategic development due to day-to-day operation of department.

Recommendations

Competitive Compensation

Conduct a market analysis to determine competitive salaries and adjust compensation accordingly to retain and attract qualified staff.

Develop Career Paths

Implement a system for employee development and advancement within the department to increase job satisfaction and retention.

Enhance Volunteer Program

Develop a more structured volunteer program with clear roles, responsibilities, and incentives to increase participation and effectiveness.

Explore Alternative Staffing Models

Consider utilizing part-time, flexible, or on-call staff to address seasonal needs and fill gaps in full-time positions.

Improve Communication with a Marketing Manager

Enhance communication channels between departments, staff members, the community, and stakeholders. Refer to the Marketing section of this document for more information.



OPERATIONAL ANALYSIS

Maintenance Program:

Develop Standardized Procedures

Create clear, documented procedures for all maintenance tasks, including frequency, methods, and quality standards.

Develop a Trails Team

Develop a standard plan to slowly develop aggregate paths through the parks system to grade, drain, and construct trails when there is available capacity.

Implement a Preventative Maintenance Program

Establish a proactive maintenance schedule to address potential issues before they become major problems and convey this information to the Parks Board.

Implement the Native Prairie Restoration Recommendations from the Master Plan

The long-term maintenance of hundreds of acres of park property regularly mowed every two weeks could be cut to twice per season after implementation.

Utilize Technology

Explore the use of technology such as GPS tracking, automated irrigation systems, and data-driven decision-making tools to improve efficiency and effectiveness.

Capital Improvements

Conduct a Needs Assessment

Conduct an annual comprehensive needs assessment to identify and prioritize critical capital improvement projects.

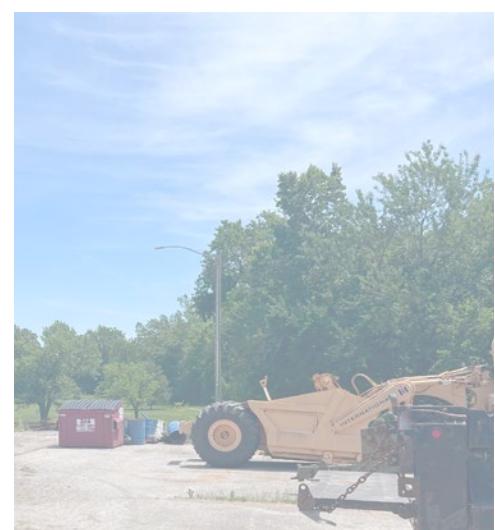
Seek Alternative Funding Sources

Explore grant opportunities, public-private partnerships, and other funding mechanisms to support capital improvements.

Organizational Structure

Foster a Culture of Continuous Improvement: Encourage a culture of innovation and continuous improvement within the department.

By addressing the identified challenges and implementing the recommended strategies, the Parks Department can improve its operational efficiency, enhance the quality of park services, and better serve the needs of the community







3

VISIONING

The Visioning phase is where the master plan's strategic direction takes shape. This phase involves defining a clear vision, mission, and set of goals that will guide the future development of the parks and recreation system. Concept development focuses on creating preliminary plans and ideas that illustrate potential improvements and innovations. Scenario planning explores various future scenarios and their potential impacts, ensuring that the master plan is flexible and resilient. The strategic framework outlines key initiatives and actions needed to achieve the vision and goals, providing a structured approach to implementation.

VISION + GOALS

Community Aspirations and Values:

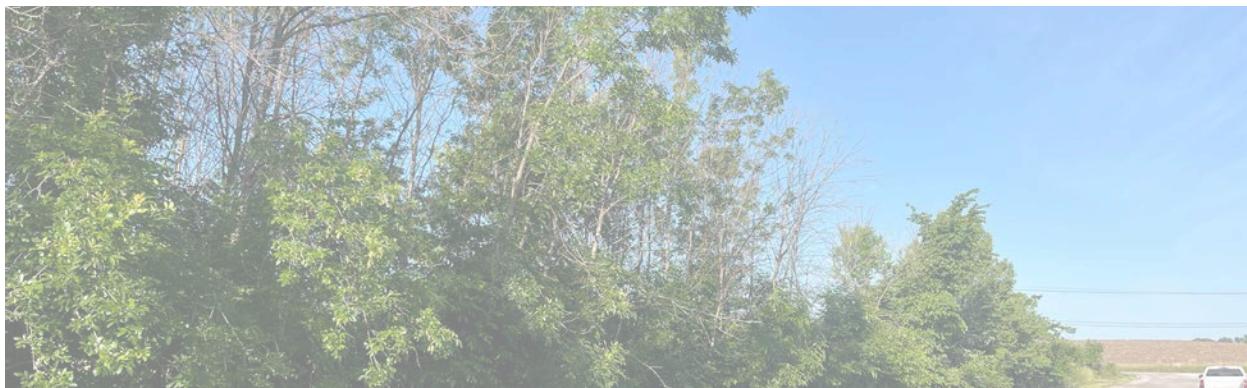
The planned enhancements for Oak Grove's parks and recreation facilities are a reflection of the community's deeply held values and aspirations for a connected, accessible, and vibrant living environment. The strategic placement of shade trees and durable seating, along with the development of comprehensive trail systems, aims to foster greater connectivity and encourage an active lifestyle among residents. These improvements, along with ADA-compliant pathways and safety enhancements like speed tables and better lighting, underscore a commitment to safety for all park visitors. Community engagement initiatives, such as collaborating with local users reflect a desire to make parks central point to community life and accessible to a diverse array of users. Environmental sustainability is also a key focus, with initiatives like the native prairie restoration area and additional greenery around key water features aiming to enhance the ecological value of communal spaces. Collectively, these improvements are designed to not only meet the current needs of Oak Grove's residents but to anticipate future growth and changes, ensuring that the parks system evolves in harmony with the community it serves.

Alignment with City-wide Objectives:

The enhancements planned for Oak Grove's parks and recreation facilities have been meticulously shaped through the lens of the comprehensive plan. This approach ensures that every strategic upgrade and initiative not only addresses the current needs of the community but also aligns with the long-term visions established through extensive public engagement. These improvements echo the key aspirations identified during the planning process, effectively complementing and reinforcing the goals outlined in the comprehensive plan, demonstrating a cohesive strategy for sustainable community development.

Sustainability and Long-Term Planning:

The objectives for Oak Grove's park enhancements promote sustainability by enriching biodiversity through initiatives like native prairie restoration, boosting economic vitality with improved amenities that attract visitors, and ensuring demographic adaptability with accessible, flexible facilities to meet the evolving needs of the community.



CONCEPT DEVELOPMENT



The concept development phase serves as the critical bridge between the visioning process and the final strategic action plan recommendations for Oak Grove's parks and recreation facilities. This section details how the broad goals and community aspirations identified during the visioning were refined into actionable, tangible recommendations that can be implemented effectively to enhance the community's parks system.

From Vision to Action:

Through a methodical process, the visions and goals derived from extensive community input and engagement were distilled into concrete strategic actions. Each recommendation in the strategic action plan reflects a focused intent to realize the overarching goals of connectivity, inclusiveness, sustainability, and economic vitality, as laid out in the comprehensive plan. By analyzing community feedback, assessing current park conditions, and considering future growth projections, the plan's recommendations are designed to not only address immediate needs but also anticipate long-term community developments.

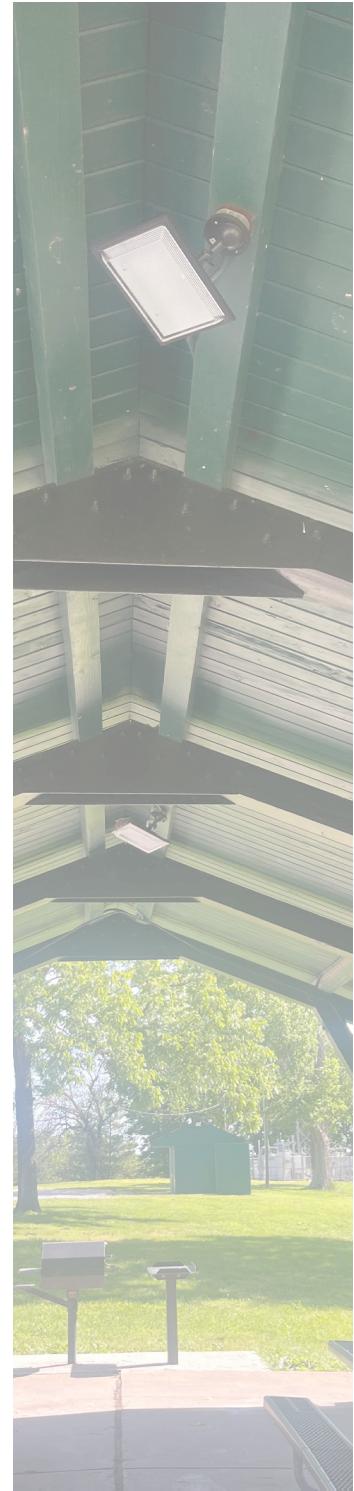
The translation of these visions into practice involved several steps:

- **Identifying Key Themes:** Early

in the process, recurring themes from community input were identified as priorities, such as the need for more trails, better park amenities, and enhanced accessibility.

- **Aligning with Comprehensive Plan Goals:** Each action recommendation was checked against the comprehensive plan to ensure alignment with the broader city objectives, reinforcing the commitment to a cohesive urban development strategy.
- **Developing Realistic Actions:** Recommendations were then shaped to be realistic and feasible, considering Oak Grove's economic landscape, demographic trends, and environmental stewardship goals. This involved detailed planning for resource allocation, timelines for implementation, and potential partnerships.

By carefully refining the visions articulated during the initial engagement phases into detailed, actionable strategies, the concept development phase ensures that the strategic action plan is both visionary and practical. This approach guarantees that the park enhancements not only meet today's needs but are also resilient and adaptable, ready to serve Oak Grove's evolving population for years to come.



SCENARIO PLANNING



Oak Grove's Parks and Recreation Master Plan is crafted to be adaptive and resilient, ensuring it can evolve in response to the city's changing demographic, environmental, and economic landscapes. This flexibility is crucial for maintaining the plan's relevance and effectiveness over time.

The Master Plan incorporates scenario planning to prepare for various potential futures. This method ensures that facilities and programs remain resilient and relevant, regardless of how community needs shift.

Dynamic Framework:

The plan is treated as a living document, subject to regular updates based on community feedback and new information. This ongoing evolution keeps the plan aligned with Oak Grove's current and future needs.

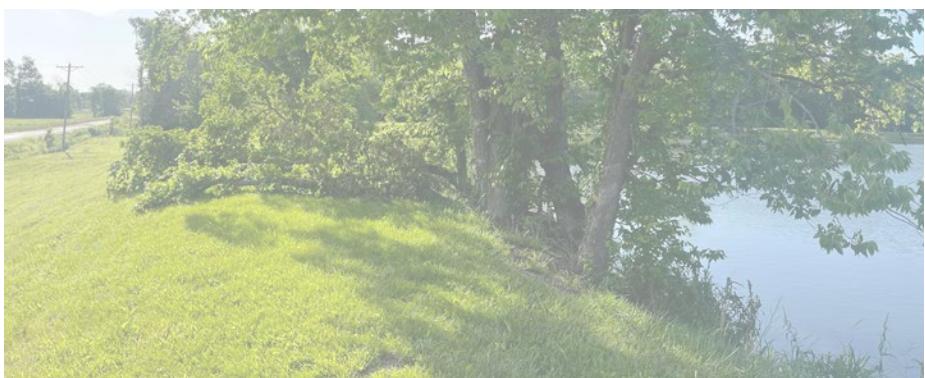
Responsive Strategy:

Regular assessments and responsive updates allow the plan to adapt swiftly to new developments or shifts in community preferences. This approach ensures that parks and recreation services continually meet the demands of all community members.

Focus on Sustainability and Inclusiveness:

Adaptive planning emphasizes long-term sustainability and inclusiveness, ensuring that parks and facilities are accessible and beneficial to the entire community.

Overall, the adaptive nature of the Master Plan ensures it serves as a proactive, flexible guide for the development of Oak Grove's recreational and park facilities, enhancing quality of life across the community.





TURNING VISIONING INTO STRATEGIC FRAMEWORK

This section outlines the strategic framework guiding the content and structure of the Oak Grove Parks and Recreation Master Plan from here, detailing what stakeholders can expect as the document unfolds:

Marketing and Outreach Plan

This section will outline strategies for communicating and promoting park initiatives to maximize community engagement and ensure widespread support and participation.

Implementation Overview

This chapter will focus on funding strategies, including potential grants and financing options, and detail how to prioritize, monitor, and track the progress of initiatives to ensure they align with community needs and resources.

Strategic Action Plan

The main body of the document will walk through general park initiatives and detailed plans for individual parks, outlining specific improvements and enhancements tailored to each location's unique needs.

Comprehensive Plan as Guide

The plan will then present the Guiding Vision, linking the broad goals of Oak Grove's comprehensive plan with the specific initiatives proposed in this Master Plan, demonstrating how city-wide planning efforts are integrated into actionable steps.

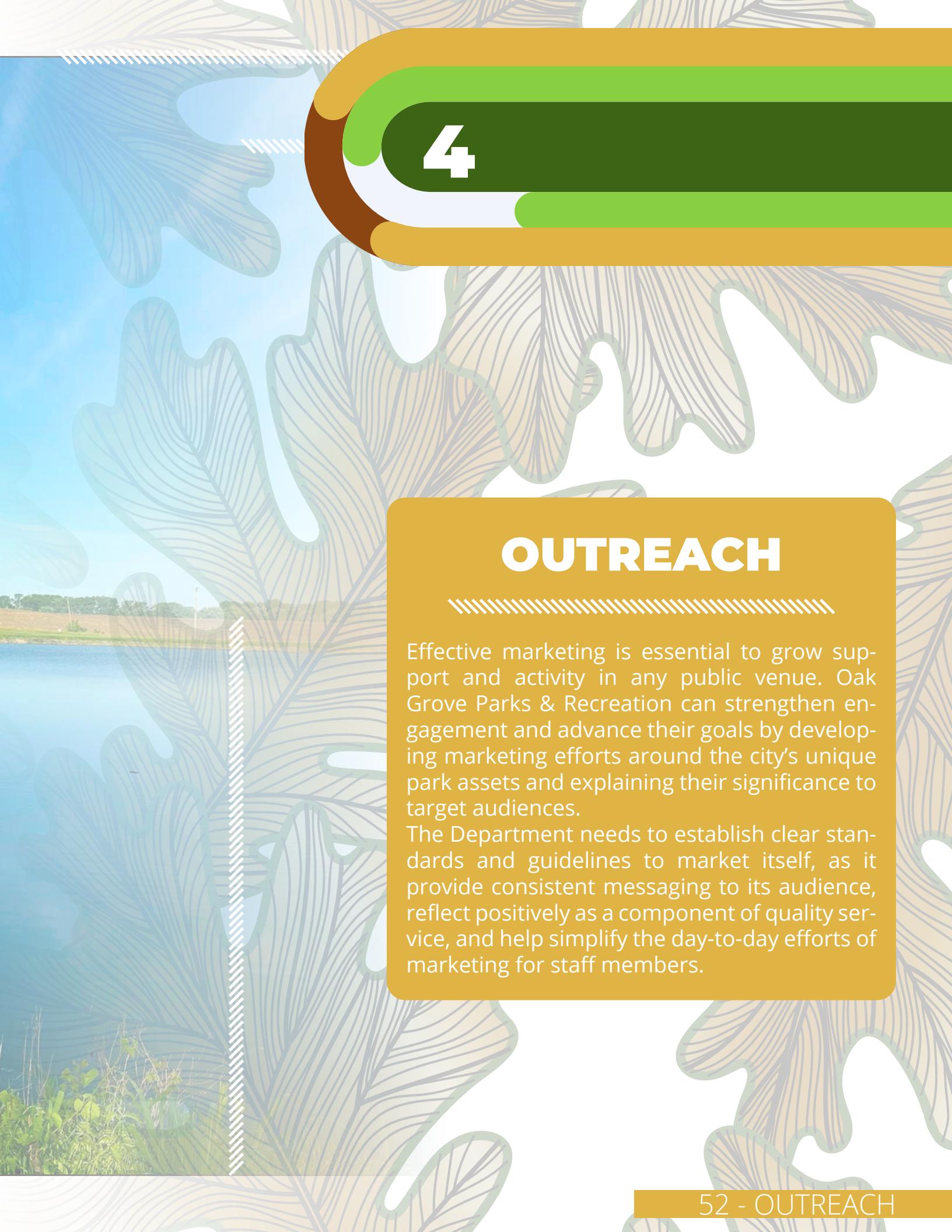
Trail Implementation Plan

Finally, the plan will detail the expansion and enhancement of Oak Grove's trail systems, essential for improving connectivity and promoting an active lifestyle across the community.

This structured approach ensures that the Master Plan serves as a dynamic tool for transforming Oak Grove's parks and recreational facilities, providing a comprehensive road-map for development that is both actionable and adaptive to evolving community needs.







4

OUTREACH

Effective marketing is essential to grow support and activity in any public venue. Oak Grove Parks & Recreation can strengthen engagement and advance their goals by developing marketing efforts around the city's unique park assets and explaining their significance to target audiences.

The Department needs to establish clear standards and guidelines to market itself, as it provide consistent messaging to its audience, reflect positively as a component of quality service, and help simplify the day-to-day efforts of marketing for staff members.

MARKETING RECOMMENDATIONS



Effective marketing requires selecting the right tools and developing strategies that strengthen the Parks Department, foster partnerships, optimize resources, and achieve measurable results.

Build Relationships and Engagement

Effective marketing goes beyond informing people about upcoming events. It's about building relationships and inspiring engagement. By highlighting the unique character of Oak Grove and explaining how offerings contribute to its identity, marketing can foster stronger community involvement, attract business engagement, and create a more vibrant and desirable place to live.

The Three Audiences

There are three audiences any marketing must speak to: intergovernmental, local, and non-local. Effective intergovernmental marketing is crucial, yet often overlooked. This includes communication within the Parks & Recreation Department, with other city departments, and with key stakeholders. Clear and consistent communication reinforces the department's core purpose, goals, and initiatives. By keeping all relevant parties informed, we empower them to effectively communicate the department's message and potentially offer valuable suggestions for improvement.

Local audiences, including residents, businesses, and community organizations, play a vital role in the success of the Parks & Recreation Department.

Engaging with these audiences through effective marketing fosters community support, attracts funding and volunteers, and contributes to the overall vibrancy of Oak Grove.

Marketing to non-local audiences requires a tailored approach based on the specific demographics, geography, and resources of the community. While the importance of this may vary depending on the department's goals, attracting visitors can generate revenue, enhance the community's reputation, and contribute to the overall economic vitality of the region.

Build on Existing Strengths

Oak Grove Parks & Recreation can leverage insights gained from the Master Plan to develop a robust marketing strategy. By analyzing community priorities, identifying target audiences, and focusing on existing media channels, the department can effectively communicate its offerings, build community engagement, and achieve its marketing goals. This includes leveraging the Visioning document to inform marketing strategies, prioritize efforts based on community needs, and utilize the Oak Grove Parks & Recreation brand to ensure consistent and impactful communication across all channels.

Regularly Assess Parks and Programming

Oak Grove Parks & Recreation developed and implemented a Parks Assessment prior to the planning process to



MARKETING RECOMMENDATIONS

“What Is Marketing?”

Simply described by Allan Dib in his book, “The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd”. He described it this way:

*“Here’s what marketing is all about: If the circus is coming to town and you paint a sign saying ‘Circus Coming to the Showground Saturday,’ that’s **advertising**. If you put the sign on the back of an elephant and walk it into town, that’s **promotion**. If the elephant walks through the mayor’s flower bed and the local newspaper writes a story about it, that’s **publicity**. And if you get the mayor to laugh about it, that’s **public relations**. If the town’s citizens go to the circus, you show them the many entertainment booths, explain how much fun they’ll have spending money at the booths, answer their questions and, ultimately, they spend a lot at the circus, that’s **sales**. And if you planned the whole thing, that’s marketing. Yup, it’s as simple as that—**marketing is the strategy you use for getting your ideal target market to know you**, like you and trust you enough to become a customer. All the stuff you usually associate with marketing are tactics.”*

identify sites and attractions as they relate to a user experience. This detailed information on the types, categories, and quality of park-related facilities and services that contribute to OGP&R visitor experiences must be considered regularly to assess the quantity and quality of facilities available.

Partner with Others on Tourism Campaigns

Oak Grove Parks & Recreation could collaborate with the City or Chamber of Commerce to develop a comprehensive tourism marketing plan. This collaborative effort would create a unified approach for promoting Oak Grove as a destination, attracting visitors to parks and recreational facilities.

Go Beyond the Single Activity Experience

Every parks visitor can be considered as engaging in a trip inventory. We typically consider these as isolated individual events. Oak Grove Parks & Recreation could focus on extending their stay to enhance a visitor’s experience.

Preserve Rural Character

Rural areas have distinct challenges when developing and managing public spaces. Unlike artificial attractions and mass-marketed destination events, Parks & Recreation departments must prioritize preserving the area’s authentic character.

Advocate for Infrastructure Improvements

Advocating for infrastructure improvements, such as gateway centers, roads, signage, sidewalks, and trails, is crucial for Parks & Recreation departments. These enhancements can attract visitors, complement existing attractions, and educate the public about the area.

Connect to Historical Events

Oak Grove Historical Society showcases previous events hosted by the Parks Department. There are opportunities to link to cultural themes from Oak Grove’s past.

THE THREE AUDIENCES



Effective marketing goes beyond informing people about upcoming events. It's about building relationships and inspiring engagement. By highlighting the unique character of Oak Grove and explaining how offerings contribute to its identity, marketing can foster stronger community involvement, attract business engagement, and create a more vibrant and desirable place to live.

By establishing clear criteria, we can ensure that our places and events accurately reflect the spirit of Oak Grove.

The first step is understanding the three main audiences for your parks: intergovernmental audience, local audiences and non-local audiences.

Intergovernmental Audience

Internal communication, including correspondence between administrative staff in the Parks & Recreation department, other aligned city departments, and any closely-related individuals with extensive knowledge of Parks & Recreation practices such as experienced volunteers or Board of Alderwomen liaisons. This can be in the form of face-to-face conversation, internal memos, emails, regular internal meetings, and staff training seminars.

Intergovernmental Audience marketing should clearly reinforce the Parks Department's core purpose, goals, and initiatives. It should regularly articulate fundamental questions: "What is the Oak Grove Parks & Recreation (OGP&R) Department today? What do we do? What are our plans? And what do we hope to achieve?"

This is a commonly forgotten audience in a Parks & Recreation marketing plan, however all effective communication is structured on the base of an informed group of individuals.

In a smaller Parks & Recreation Department, a single individual may be the only person with the skills and time to regularly perform website management, social media management, print materials, etc. While a single individual may lead marketing efforts within the





INTERGOVERNMENTAL AUDIENCES

Parks & Recreation Department, it should never be the case that a single individual understands the marketing efforts of the Parks & Recreation Department.

Effective intergovernmental marketing equips individuals with a deep understanding of the Department's goals, initiatives, and calendar of activities. This empowers individuals to effectively communicate the Department's message, and potentially offer suggestions to improve marketing efforts.

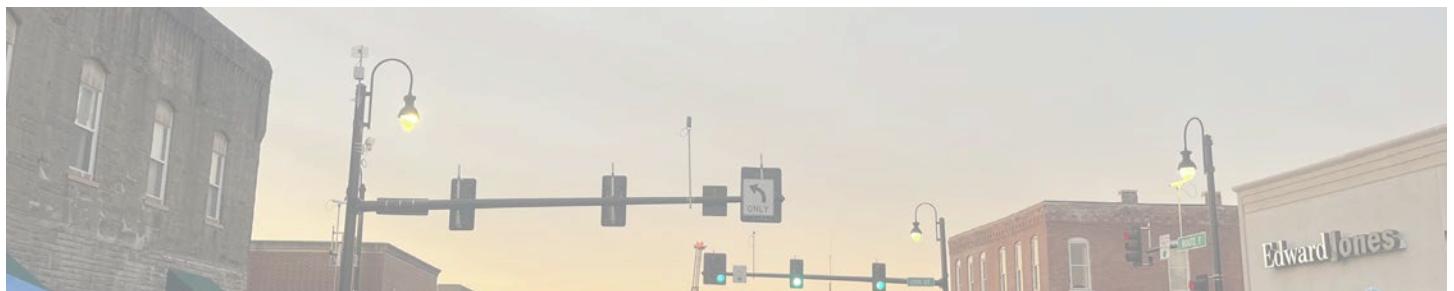
The day-to-day realities of a Parks & Recreation Department rarely offer a time for reflection of strategic goals. An overnight storm, a single phone call, or an unexpected budget challenge can lead to a pattern of crisis management that derails well-intentioned annual goals.

Marketing plays a crucial role in reminding and aligning the department's daily efforts with its overarching vision and objectives, rather than being solely reactive.

Codes of Conduct:

While not strictly a form of marketing, establishing strong codes of conduct for staff and volunteers are as much a representation of the Department in the field and a reflection of its values. Staff conduct directly impacts how the public perceives the department. A well-crafted code of conduct can highlight the department's commitment to excellence, customer service, and community well-being. Consistent staff behavior helps reinforce the department's brand and reputation, and help mitigate the risk of negative incidents and damage to the Department's reputation.

By establishing and enforcing a code of conduct, Parks & Recreation departments can create a positive and professional image, build trust with the community, and ultimately achieve their marketing goals.



Key Reasons Why a Parks & Recreation Department Markets to a Local Audience

Community Engagement: Marketing helps build relationships with residents, businesses, and civic organizations, fostering a sense of ownership and support for the department's initiatives.

Funding and Volunteer Efforts: Marketing can attract funding, donations, and volunteers to support park projects and programs.

Program Promotion: Marketing helps increase awareness of the department's offerings, such as recreational activities, events, and educational programs.

Economic Development: Parks and recreation facilities can attract businesses and visitors, contributing to the local economy.

Quality of Life: Well-maintained parks and recreation facilities enhance the quality of life for residents and can attract new residents to the community.

Public Safety: Parks and recreation spaces can contribute to public safety by providing safe and enjoyable outdoor activities.

Local Audiences

Local audiences include local residents, neighborhood associations, businesses, clubs and leagues that use park facilities, civic organizations, interest groups, and the Oak Grove School District.

It also includes other City Departments and elected officials that do not typically interact with the Parks & Recreation Department, and the local audience includes Parks staff that do not typically engage in administrative decision-making such as maintenance workers, program coordinators, and seasonal staff.

Local audiences have the power to endorse, celebrate, fund, and champion specific activities or policies. Outreach will pay dividends for OGP&R and contribute to a fairly common goal: keeping Oak Grove a vibrant, authentic community.

Local Audience marketing for smaller Park & Recreation Departments are a reflection of several interrelated factors:

- The Department understanding its own goals and vision.
- Level of experience, knowledge, and comfort of Parks Administration with various forms of outreach (face-to-face relationships, social media, print media, etc.)
- Budget

NON-LOCAL AUDIENCES

Non-Local Audiences

Non-local audiences are those individuals, clubs, business, and organizations outside the limits of the City of Oak Grove. This broad category could be further separated into regional, state, national, and even international audiences.

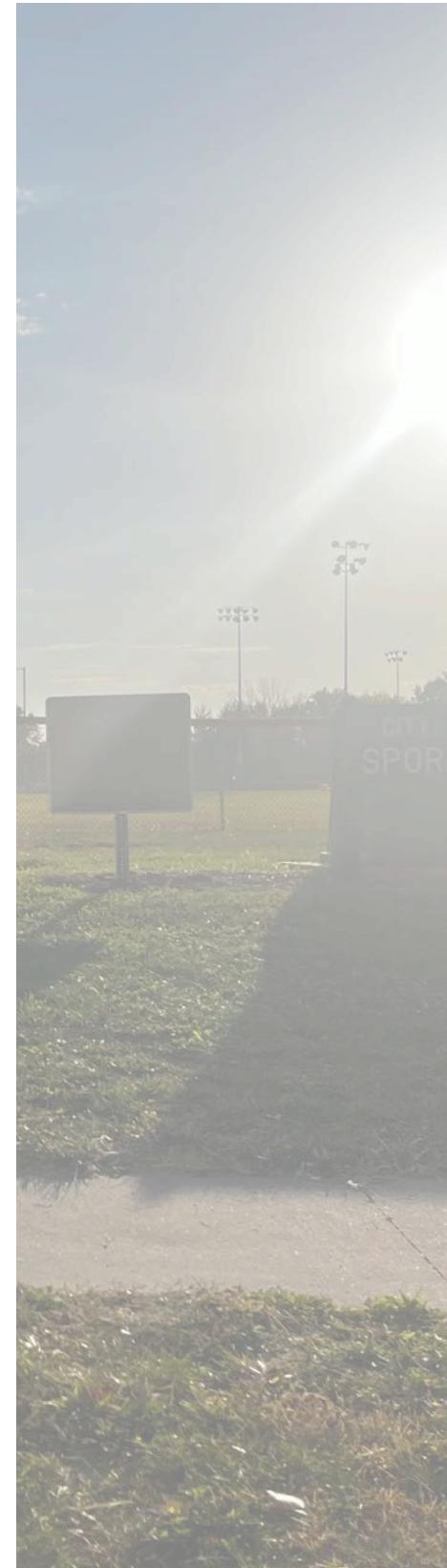
While marketing to an intergovernmental and local audience is fairly straightforward, the direction for marketing to a non-local audience can vary widely according to a Parks Department's community demographics, geography, existing facilities, and administrative capacity. The degree of importance of marketing to a non-local audience can vary for a smaller Parks and Recreation Department, from a primary driver of the Parks Department's mission (see inset) to a limited importance since demographics have determined that the Department's facilities and program can be sustained by a local audience.

Few Departments rely solely on local or non-local audiences, most fall somewhere in between. The Oak Grove Aquatics Center exemplifies this. While it's vital to serve local residents, attracting visitors from outside the city can also contribute to its success, activating the facility and mitigating costs. Non-local marketing efforts should focus on strategies that align with the department's overall goals.

These goals can be targeted to specific facilities and their capacity to host recreational activities, to help support those facilities and recreational programs that would not otherwise be effectively supported by Oak Grove residents.

One of the best starting points for establishing non-local marketing can be associated with NRPA Level of Service Catchment Areas. Staff can review the ETC survey to gather more detailed information and options to discover non-local marketing opportunities for the community.

By effectively marketing to a non-local audience, Parks & Recreation departments can expand their reach, generate additional revenue for future goals, and contribute to the overall economic vitality of the region.



ESTABLISH MARKETING PLAN

A cohesive marketing plan for the Parks & Recreation department is essential to ensure consistent messaging and alignment with the department's goals. The marketing strategy should be developed and regularly updated to foster community engagement and effectively promote park programs and events.

Key Responsibilities:

1. Marketing Plan Leadership: Develop and implement a comprehensive marketing strategy that supports department goals.
2. Brand Consistency: Ensure all marketing materials and communications reflect a unified brand identity.
3. Community Outreach: Engage residents, businesses, and organizations to build support and raise awareness of park offerings.
4. Public Relations: Manage media relations and distribute press materials to keep the community informed.
5. Social Media & Content Creation: Maintain an active and engaging social media presence and create content for various platforms.
6. Event Promotion: Promote department events through multiple channels to drive participation and community involvement.
7. Collaboration with Leadership: Coordinate with the Director of Parks & Recreation to align marketing efforts with strategic planning and goals.
8. Oversight for Consistency: Ensure marketing materials, whether developed centrally or by individual staff, maintain consistent messaging and align with the department's brand.



ADVOCACY

Advocacy is a crucial component of Oak Grove Parks & Recreation's role. By advocating for specific policies and procedures, the Department can directly or indirectly secure funding, promote programs and initiatives, and build a strong reputation within the community.

These efforts must be effectively communicated to local audiences, including businesses, elected officials, and other stakeholders, to foster support and collaboration.

Examples include:

- Produce a simple annual report of accomplishments to showcase OGP&R and its measurable results, and include elected officials on the mailing list for distribution of this report.
- Write and distribute a regular e-blast update, and companion printed newsletter, to share highlights of OGP&R activities with staff, elected officials and the general public.
- Develop a speakers' bureau (using local ambassadors) to increase awareness of OGP&R at area civic club events, conferences and programs.
- Coordinate annual promotions to increase the recognition of OGP&R to local audiences: examples include Parks & Recreation Month in July and Lickskillet Days.

Marketing can increase awareness and support by local constituents, including elected officials, to promote and advocate for Parks and Recreation goals.



CONSISTENT GRAPHICS

Graphics are the imagery of the Parks Department. The graphics package, including our logo and tagline, represents the visual identity of OGP&R. It's used across our website, marketing materials, merchandise, banners, and potentially licensed items.

The Parks & Recreation Department Marketing Manager oversees the distribution and usage of all imagery, working with partners to ensure compliance with guidelines. This approach helps maintain the integrity and professionalism of the brand.

The current logo provides a solid foundation for branding efforts. While a comprehensive branding campaign would be ideal, the existing logo is a good starting point for visual identity.

The collage illustrates the use of consistent branding across various marketing materials. The top-left image is a flyer for the 'ANNUAL EASTER BUNNY TRAIL' on Sunday, March 26, from 1:00 - 3:00 PM. It features a blue background with cartoon bunnies, a yellow winding path, and text about farm animals, games, snacks, crafts, and an Easter Bunny. The top-right image is a photo of a park with a wooden kiosk, a paved path, and a playground. The bottom-left image is a flyer for the 'INDEPENDENCE DAY CELEBRATION' on Saturday, July 6, from 4-11 PM. It features an American flag background, the Statue of Liberty, and text about food trucks, vendors, fireworks, and live music by Leighanna & Company. The bottom-right image is a flyer for 'EN PLEIN AIR PAINTING IN THE PARKS' on 08/11 at 2PM. It features the Parks & Recreation logo and the Hazleton Art League logo, along with text about the event and a photo of people painting outdoors.

Inconsistent Graphics



To enhance the Parks & Recreation Department's visual identity, the Marketing Manager can develop a comprehensive graphics package that includes brochures, press kits, labels, signs, merchandise, and other marketing materials. This will ensure a consistent and professional look across all our communications.

Here' we see two approaches to graphics from a Parks & Recreation department. The graphics on the left, while vibrant, has a variety of formats and information is not consistently branded and identified.

The graphics panel on the right labels each piece of graphic with the logo on the top left corner, has consistent information located on the bottom of the image detailing date, time, location of the event, and notifies people to look at social media for more information.

Annual EASTER BUNNY TRAIL
SPECIAL GUEST: THE EASTER BUNNY!
DATE: MARCH 24
CITY VIEW PARK, 700 S. POPLAR ST., HAZLETON
SUNDAY, MARCH 24, 2024 - 1 P.M. TO 3 P.M.
CITY VIEW PARK - 700 S. POPLAR STREET, HAZLETON

INDEPENDENCE DAY CELEBRATION
FOOD TRUCKS! VENDORS! FIREWORKS!
LIVE MUSIC BY Leighanne & Company
SATURDAY, JULY 6, 2024 - 4 P.M. TO 11 P.M.
CITY VIEW PARK - 700 S. POPLAR STREET, HAZLETON

EN PLEIN AIR PAINTING IN THE PARKS
Natura's Palette. Join us for outdoor painting fun!
Unleash your creativity in the open air. Join us this weekend!
MUST BE A MEMBER OF THE HAZLETON ART LEAGUE TO PARTICIPATE.
FACILITATING ARTIST: JO ADANG
SUNDAY, AUGUST 11, 2024 - 2 P.M.
ALTMILLER PARK - E. 14TH STREET, HAZLETON

TRAIL OF TREATS
SUNDAY, OCTOBER 27 - 1 P.M. TO 3 P.M.
CITY VIEW PARK - 700 S. POPLAR STREET, HAZLETON

5-in-1 bounce house
obstacle course
photo booth
free hot dogs!
hot chocolate & dodge ball

Consistent Graphics

USE VISIONING DATA

The Oak Grove Parks & Recreation Department can build on a Foundation for Marketing the Using Existing Practices and Visioning Data from this Master Plan

Oak Grove Parks & Recreation department doesn't need to start from scratch to craft a formal Marketing Plan. It can combine existing marketing practices with data gathered from the Visioning section of this Master Plan to set a solid foundation for building a comprehensive and effective marketing plan.

Understanding Community Priorities: The surveys and public input sessions that revealed residents' priorities and preferences for park amenities and services. This information can be invaluable for tailoring marketing efforts to address specific community needs.

Identifying Target Audiences: By analyzing the data from this Master Plan document, the department can identify specific target audiences within the community. This will help tailor marketing messages and channels to reach the most relevant groups.

Prioritizing Marketing Efforts: Based on the community's priorities and the department's goals, marketing efforts can be focused on promoting the most relevant programs, facilities, and initiatives.

Focus on Existing Media Methods: The effectiveness of marketing efforts is closely tied to the marketing manager's knowledge and comfort with different media platforms. While additional education and assistance can enhance marketing efforts, it is prudent to start with distribution methods people are familiar with, and build from there.

Examples of How to Use Visioning Data in Marketing

Create targeted marketing campaigns: If the Visioning document reveals a strong desire for more youth sports programs, the department can focus marketing efforts on promoting those programs.

Develop new programs or services: Based on community feedback, the department can identify gaps in its offerings and develop new programs or services to meet unmet needs.

Prioritize facility improvements: If the document highlights a need for improved accessibility or amenities at specific parks, the department can allocate resources accordingly and market the improvements to the community, including business leaders, media, and government officials, and in grant-writing efforts.

By combining existing marketing practices with insights from a Visioning document, Parks & Recreation departments can create more effective and targeted marketing campaigns that truly resonate with their community.

MEASURING SUCCESS

Key Ways for Oak Grove Parks and Recreation to Measure Success in Marketing

- Website hits, unique visits, user metrics
- Increased attendance at sites, attractions and services providers
- Recognition by local media of the importance of the Oak Grove Parks & Recreation
- Visible increases in the volunteer base
- Positive feedback in comment boxes or on-line response forms
- Employees at all locations are well informed about the parks and recreation activities,

Measuring Success: The Visioning document can provide benchmarks against which to measure the success of marketing campaigns. By tracking changes in public opinion and usage patterns, the department can assess the effectiveness of its marketing efforts.

Use the OGP&R brand to ensure appropriate development, designation, marketing and delivery of quality, authentic Parks and Recreation experiences at all facilities.

Communication is essential to provide information to audiences about upcoming recreational events and the opening, closing, and maintenance of park facilities.

A strong brand relies on clear and accessible communication tools. By providing valuable information in user-friendly formats, Oak Grove Parks & Recreation can stimulate local interest and educate target audiences. The website should serve as a central hub, offering downloadable maps, information, calendars, and other resources. Additionally, OGP&R should enable clubs to directly communicate information about the Parks system with players, parents, and residents, fostering a deeper connection and promoting Department programs and facilities.



REGULARLY ASSESS PARKS & RECREATION



OGP&R developed and implemented a Parks Assessment prior to the planning process to identify sites and attractions as they relate to a user experience. This detailed information on the types, categories, and quality of park-related facilities and services that contribute to OGP&R visitor experiences must be considered regularly to assess the quantity and quality of facilities available.

Focus on the experience. People tend to remember 10% of what they hear, 30% of what they read, 50% of what they see, and 90% of what they do. By prioritizing hands-on experiences and offering high-quality activities, Oak Grove Parks & Recreation can be truly unforgettable.

Inviting visitor feedback is crucial for understanding your audience and improving your offerings. By asking for feedback, you can refine your target audience, evaluate marketing effectiveness, assess if people understand your programs, and gather insights into what visitors like and dislike. This information will help you tailor your offerings and ensure a positive experience for everyone.



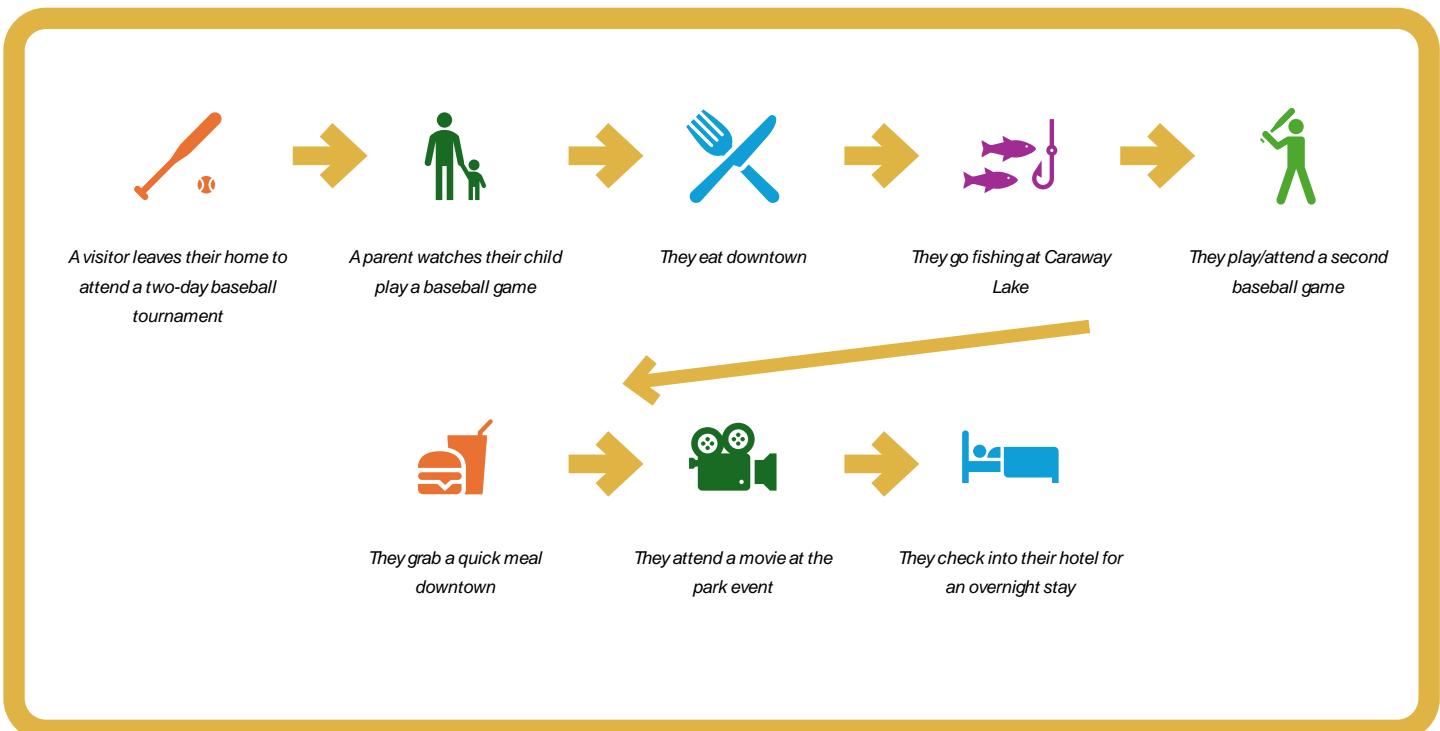
GO BEYOND THE SINGLE EXPERIENCE

Every parks visitor can be considered as engaging in a trip inventory. We typically consider these as isolated individual events:

*A parent and child leaves their home ->
A parent watches their child play a baseball game ->
The parent and child return to their home.*

Oak Grove Parks & Recreation could focus on extending their stay to enhance a visitor's experience. By promoting connections between park activities and other community events, Oak Grove can encourage visitors to explore more and stay longer.

Consider this option:



Stakeholders can think creatively about options to make people engage with the community rather than a space. Are there convenient options for visitors to shop, eat, and stay near parks? Could the Farmer's Market be expanded to include more opportunities for local artisans and craftspeople to sell their products? Are sites open and accessible to the public? Are bicycling and hiking trails available that can connect key attractions or help visitors further appreciate the city's natural assets?

CONNECTING COMMUNITY ASSETS

Additional Ideas to Promoting Parks and Recreation in the Community

- Does a site or event sell or highlight locally-made products (such as food, craft, artwork, or other types of merchandise) outside of the Farmer's Market location?
- Are local businesses (hotel, restaurant, retail shop) interpreting the City through photographs, artwork, artifact displays or other visuals portraying the history of Parks & Recreation in the community?
- Are there spaces for local artists to exhibit sculpture or artwork on park property. If so, is the work exhibited locally or for sale at a local gallery?
- Does a business sell products that are made locally? If so, do they relate to one of the OGP&R programs (for example: quilts made at the Senior Center, art from an art class at the Fieldhouse that is co-sponsored by the School District, a bar of soap that regularly sells at the Farmer's Market)? Does it also inform customers and direct them to Parks & Recreation activities related to these products?

Are events scheduled that can employ musicians and performers? Are there opportunities before these events to promote future parks activities or suggest downtown business activities occurring after the live music?

Are restaurants and other dining establishments purchasing locally-grown foods and specialty goods from the Farmer's Market? By highlighting locally grown, locally made, and locally owned, OGP&R can foster an entrepreneurial ethic that benefits residents throughout the city and will attract visitors for the unique products and experiences.

By supporting local artists, food, and crafts, the Parks & Recreation Department can strengthen the city's identity and create a lasting sense of place for residents and future generations. In today's globalized world, highlighting Oak Grove's unique offerings can set the city apart and foster a strong sense of community.

TOURISM CAMPAIGN PARTNERSHIP

Oak Grove Parks & Recreation could collaborate with the City or Chamber of Commerce to develop a comprehensive tourism marketing plan. This collaborative effort would create a unified approach for promoting Oak Grove as a destination, attracting visitors to parks and recreational facilities.

A tourism board could be established to coordinate marketing efforts and connect individual businesses, attractions, and events to the overall city marketing program. This would ensure a cohesive and effective message that promotes Oak Grove as a vibrant and welcoming community.

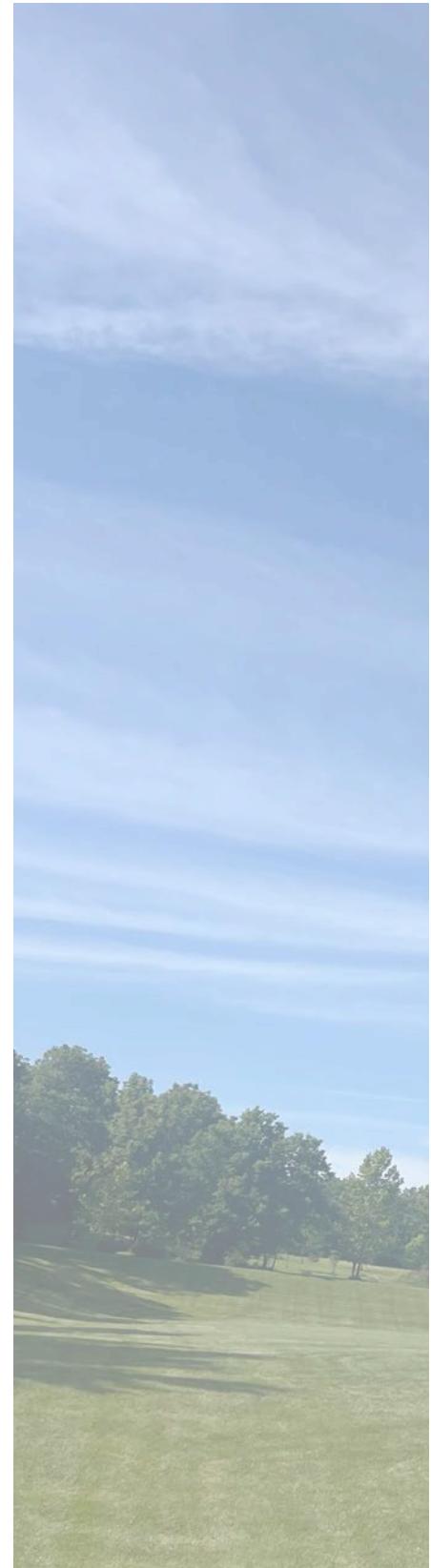
OGP&R could, for instance, develop a calendar of local trade shows that provide an opportunity for the Parks Department to showcase its available facilities such as the Fieldhouse for events or promote events such as the Annual Tractor Pull or weekly Farmer's Market.

Given the limited resources and role of Parks & Recreation in the community, Oak Grove Parks should not spearhead the efforts of a Tourism and Marketing Campaign, but should see how its facilities and programming can facilitate investments in tourism. The scope defined by a Tourism Board could be as follows:

Define Oak Grove's regional role in tourism and marketing - as to development, marketing name, key areas of responsibilities, how it works with other tourism and marketing entities in the region, and priorities for implementation and coordination.

Oak Grove Parks & Recreation should explore partnerships with other Parks & Recreation Departments and Tourism entities that have on-going efforts, larger marketing budgets, staff and resources to help jump-start and leverage regional activities. OGP&R can identify existing programs that meet larger regional marketing goals and objectives.

Take advantage of upcoming major regional events. For example, Visit KC is anticipating 650,000 international visitors making 2,100,000 combined "visit days" for the 2026 World Cup. How can Oak Grove, a community 25 minutes from the World Cup host stadium, capture 21,000 of those visit days? How can they direct tourists to visit local business, eat a local restaurants, and potentially attend World Cup-themed events hosted on Parks & Recreation property?





PRESERVING RURAL CHARACTER & HISTORY

Rural areas have distinct challenges when developing and managing public spaces. Unlike artificial attractions and mass-marketed destination events, Parks & Recreation departments must prioritize preserving the area's authentic character. Neglecting conservation efforts of Oak Grove's rural character can jeopardize the unique qualities that attract visitors and residents alike.

Oak Grove Historical Society showcased previous events hosted by the Parks Department, linking to cultural themes from Oak Grove's past: horses in particular.

OGP&R should consider the value of many ordinary settings for the local "sense of place" and for visitors seeking some kind of authentic "non-big city experience". These local places - such as the Farmer's Market, protecting open parkland, screening flashy or conspicuous uses in eyesight of a park, may have great long-term value in supporting the visitor experience as they become more rare in larger metropolitan regions.

Connect to Historical Events

Oak Grove Historical Society showcases previous events hosted by the Parks Department. There are opportunities to link to cultural themes from Oak Grove's past.





ADVOCATE FOR OTHER EFFORTS



Advocating for infrastructure improvements, such as gateway centers, roads, signage, sidewalks, and trails, is crucial for Parks & Recreation departments. These enhancements can attract visitors, complement existing attractions, and educate the public about the area. By strategically advocating for these improvements, OGP&R can secure necessary investments and align its efforts with the goals of other city departments.

Conclusion

In conclusion, successful marketing for a small Parks & Recreation department requires a multi-faceted approach. By designating a Marketing Manager, utilizing consistent graphics, building on existing practices and community feedback, and focusing on clear communication and community engagement, the department can effectively promote its programs, facilities, and services to residents and visitors. Collaborating with other city departments, supporting local businesses, and preserving the unique rural character of Oak Grove will further enhance the visitor experience and foster a strong sense of community.



5

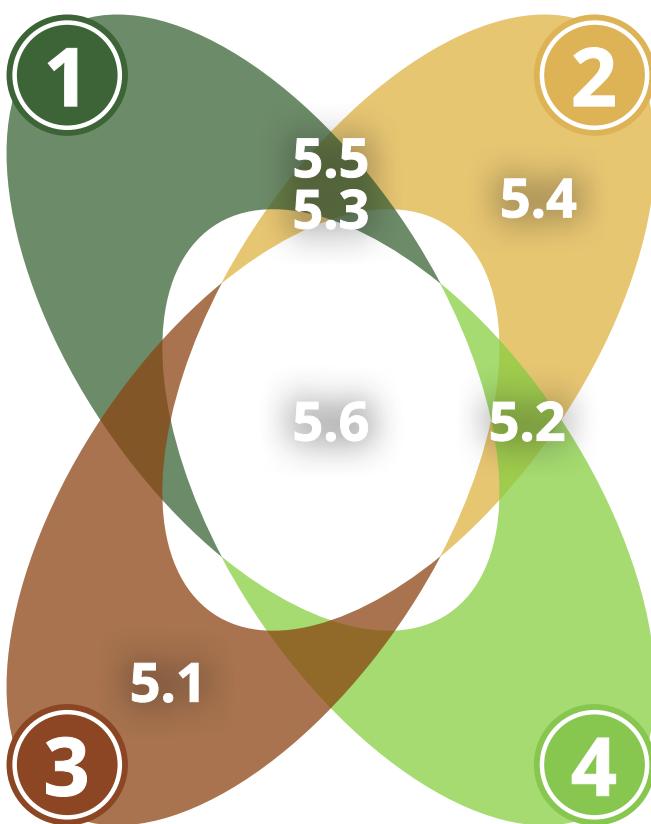
IMPLEMENTATION

The Implementation phase translates the strategic framework into actionable steps. This phase includes a detailed action plan that outlines specific projects, timelines, and responsibilities. Identifying funding sources and financial strategies is crucial to ensure the availability of resources needed for implementation. A phasing plan breaks down the implementation process into manageable phases, prioritizing projects based on urgency, impact, and resource availability. Monitoring and evaluation methods are established to track progress and measure success, ensuring that the master plan remains on track and achieves its desired outcomes.

THE COMPREHENSIVE PLAN AS GUIDE

The Parks and Recreation Master Plan is rooted in the four guiding vision elements outlined in the 2023 Comprehensive Plan. These elements form the foundation for aligning parks and recreation initiatives with the broader goals of the community.

The six parks and recreation-specific goals from the comprehensive plan are designed to align with the guiding vision elements, ensuring a cohesive approach to planning and development. The diagram below visually represents how the six parks and recreation-specific goals and policies align with the four guiding vision elements of the comprehensive plan. Each goal is positioned within the overlapping sections of the diagram, illustrating its contribution to one or more visioning goals. This graphic demonstrates the interconnected nature of the plan, ensuring that all recommendations work toward a unified vision for Oak Grove's future.



COMPREHENSIVE PLAN PARKS AND RECREATION GOALS + POLICIES		GUIDING VISION ELEMENT
5.1	Expand and Connect Pathways/Trails to Parks and Recreational Facilities	3
5.2	Promote and Establish Additional Green Space and Parks Throughout the City	2,4
5.3	Increase Community Events, Festivals, and Programming to Engage Residents and Attract Visitors	1,2
5.4	Update current Park Equipment and Diversify and Add New Amenities	2
5.5	Determine a Designated Community Gathering Place and Provide Year-Round Activities	1,2
5.6	Establish a Parks and Recreation Master Plan and Identify Mechanisms for Continuity of Park Space	1,2,3,4

COMP PLAN INITIATIVES

POLICY NUMBER	COMPREHENSIVE PLAN PARKS AND RECREATION GOALS + POLICIES	STRATEGIC ACTION PLAN CORRESPONDING INITIATIVE
5.1	Expand and Connect Pathways/Trails to Parks and Recreational Facilities	1-11, 1-12, 2-4, 3-7, 4-1, 4-4, 5-4, 7-4, 7-15, 8-2, 9-1, 9-2, 9-10
5.2	Promote and Establish Additional Green Space and Parks Throughout the City	2-1, 5-3, 7-1, 7-3, 7-7
5.3	Increase Community Events, Festivals, and Programming to Engage Residents and Attract Visitors	1-2, 1-3, 1-6, 1-10, 2-2, 2-3, 3-2, 3-3, 3-4, 3-5, 3-8, 4-2, 5-7
5.4	Update current Park Equipment and Diversify and Add New Amenities	1-8, 1-9, 1-13, 2-6, 3-1, 3-6, 3-9, 4-3, 4-5, 5-2, 5-5, 5-6, ((6-2) - (6-7)), 7-5, 7-6, 7-8, ((7-10) - (7-14)), 8-3, ((9-3) - (9-9)), ((9-11) - (9-15))
5.5	Determine a Designated Community Gathering Place and Provide Year-Round Activities	1-4, 2-5, 5-1, 8-1
5.6	Establish a Parks and Recreation Master Plan and Identify Mechanisms for Continuity of Park Space	1-1, 1-5, 1-7, 6-1, 7-9



STRATEGIC ACTION PLAN



The Strategic Action Plan serves as a critical road-map for implementing the Oak Grove Parks and Recreation Master Plan. It organizes initiatives into three tiers based on priority, scale, and community feedback, as well as operational and site assessments.

Each initiative is aligned with the Master Plan's foundational goals, reflecting the department's commitment to improving the quality of life for residents and ensuring the sustainability of the parks and recreation system. The plan details priority levels, estimated costs, and potential funding sources, including departmental budgets, grants, and partnerships.

The Strategic Action Plan is designed to be **a living document**, adaptable to changing conditions and community needs, ensuring that Oak Grove's parks and recreation system evolves in alignment with residents' aspirations and the city's growth

All initiatives should be monitored and evaluated to see if progress is being made on the initiatives, the success of the master plan's implementation, and if tier priorities should be shifted as new impacts affect the community.

Evaluation methods include setting performance indicators, conducting regular reviews, and adjusting strategies as needed. Effective monitoring and evaluation ensure that the master plan remains viable, on track and achieves its desired outcomes.

The Key Recommendations from the Executive Summary have been provided again as a cross-reference with Strategic Action Plan recommendations.

STRATEGIC PRIORITIES

Breaking Down Implementation into Manageable Phases:

The Phasing Plan breaks down the implementation process into manageable phases, prioritizing projects based on urgency, impact, and resource availability. This phased approach allows for systematic progress and helps manage the scope and complexity of the master plan. It ensures that key initiatives are completed efficiently and effectively.

1

Tier 1 Initiatives:

These are high-priority actions targeted for immediate implementation. They address the most urgent needs and lay the foundational improvements in areas such as accessibility, facility upgrades, and community engagement. These initiatives are crucial for rapid impact and are to be considered first.

2

Tier 2 Initiatives:

Tier 2 includes longer-term projects that require significant, ongoing investments. These initiatives focus on expanding the parks system, enhancing programs, and improving amenities. Their implementation may depend on the progress and outcomes of Tier 1 initiatives.

3

Tier 3 Initiatives:

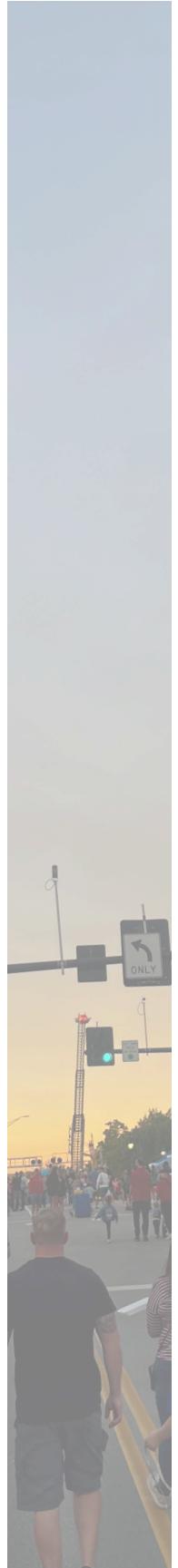
These are projects intended for consideration over the extended planning horizon. Tier 3 includes ongoing investments that may continue beyond the initial time-frame or new projects that should be reconsidered after evaluating the needs and successes of earlier efforts.



KEY RECOMMENDATIONS

1. **Enhance Usability and Accessibility:** Improve park access by upgrading sidewalks and trails for universal accessibility.
2. **Strengthen Connectivity:** Develop a trail network linking parks with key community destinations, as outlined in the Priority Action Plan, to promote cohesion and better access.
3. **Invest in Amenities:** Modernize and expand park facilities to meet community needs, as detailed in the Priority Action Plan and Site Plans.
4. **Craft Economically Viable Funding Solutions:** Implement adaptable trail strategies to meet demand and respond to economic changes.
5. **Develop Realistic Financial Outlays:** Balance feasibility, aesthetics, and resource allocation based on Priority Action Plan recommendations, ensuring fiscal responsibility.
6. **Maintain Rural Character:** Preserve open spaces and use sustainable practices like native prairie restoration to maintain Oak Grove's rural character, lower maintenance costs, and enhance the landscape.
7. **Enhance Community Engagement:** Boost marketing and outreach to increase facility usage, volunteer support, and community involvement.
8. **Develop a Template for Future Neighborhood Parks:** Use the Level of Service analysis to guide park development in growing neighborhoods to meet residents' needs.
9. **Align with Broader City Goals:** Ensure park and recreational developments align with Oak Grove's 2023 Comprehensive Plan to support the city's growth and objectives.

These recommendations outline a strategic direction for the Master Plan, translating community input and detailed analysis into actionable strategies. This high-level overview sets the path for the specific improvements and initiatives that will enhance Oak Grove's parks and recreation facilities, with more details to follow in the comprehensive plan.



STRATEGIC ACTION PLAN: GENERAL RECOMMENDATIONS

INITIATIVE NUMBER	INITIATIVE TIER	GENERAL RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
1-1	1	Develop a standard for neighborhood parks for future development, crafted from experienced, locally-tested municipal codes.	5.6	\$ -	\$7,500
1-3	1	The Parks Department should take over the organization of Little League and potentially other recreational leagues.	5.3	\$ -	\$5,000
1-4	2	Prioritize the creation of condensed core activity centers in existing parks to foster a neighborhood park feel for residents.	5.5	\$ -	\$ -
1-5	2	Develop cross-training and internship programs.	5.6	\$ -	\$5,000
1-6	2	Expand partnerships and fundraising efforts, focusing on leveraging area partners.	5.3	\$ -	\$5,000
1-7	1 + 2	Develop a Tree Planting Initiative providing matching funds with individual homeowners or through Public Works.	5.6	\$10,000	\$50,000
1-8	1 + 2	Continue to invest in inclusive (ADA-compliant) features in all parks.	5.4	\$25,000	\$90,000
1-9	3	Expand outdoor adventure opportunities and nature programming.	5.4	\$5,000	\$75,000
1-10	3	Expand and embrace Oak Grove's history through interpretive signage and outreach initiatives.	5.3	\$35,000	\$65,000
1-11	1 + 2 + 3	Expand the citywide system of trails and sidewalks, prioritizing connections to existing dense areas, bridging gaps, and enhancing trail experiences within the parks.	5.1	Allocated From Remaining Parks & Recreation Budget	
1-12	1 + 2 + 3	Improve trail signage, wayfinding, and mapping.	5.1	\$15,000	\$50,000
1-13	1 + 2 + 3	Increase investment in maintaining parks and the trail network, including equipment such as mowers and tractors.	5.4	\$35,000	\$150,000



STRATEGIC ACTION PLAN: BENT OAK PARK

INITIATIVE NUMBER	INITIATIVE TIER	BENT OAK PARK RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
2-1	1	Prioritize the creation of a native prairie restoration area.	5.2	40,000	\$76,000
2-2	1	Create a designated area for Scouts and enhance the facilities.	5.3	\$ -	\$15,000
2-3	1	Construct an ADA-accessible sidewalk leading to the lake.	5.3	\$15,000	\$30,000
2-4	1 + 2	Develop a trail system incorporating both Type 'A' and Type 'B' pathways.	5.1	Remaining Budget	
2-5	2	Designate an area for a future amphitheater.	5.5	\$15,000	\$30,000
2-6	3	Designate a future parking access and pull-off area at the west center of the park.	5.4	\$ -	\$30,000



PROPOSED SITE PLAN: BENT OAK PARK



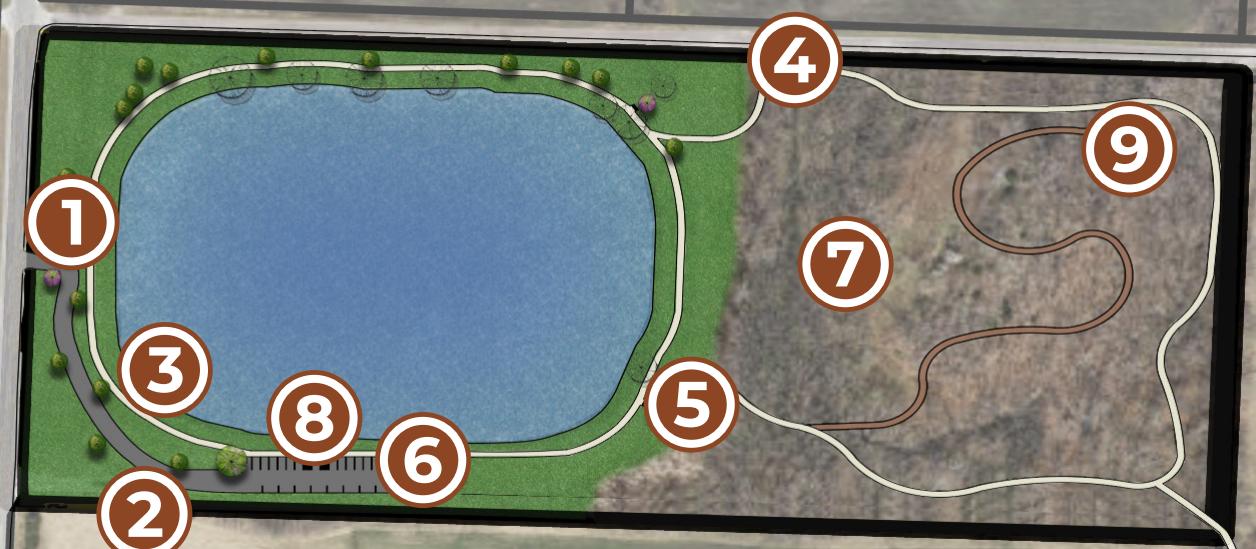
STRATEGIC ACTION PLAN: CARAWAY LAKE



INITIATIVE NUMBER	INITIATIVE TIER	CARAWAY LAKE RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
3-1	1	Improve entry lighting and consider adding a gate.	5.4	\$5,200	\$75,000
3-2	1	Improve the line of sight at the entry.	5.3	\$ -	\$3,500
3-3	1	Construct an ADA-accessible sidewalk to the lake.	5.3	\$4,500	\$13,500
3-4	1	Plant larger trees around the lake to enhance shade coverage.	5.3	\$10,000	\$48,000
3-5	2	Construct a restroom facility.	5.3	\$185,000	\$360,000
3-6	2	Provide an asphalt parking lot complete with curbs and gutters.	5.4	\$125,000	\$200,000
3-7	2	Develop a trail system through the woods with connections to nearby neighborhoods.	5.1	\$60,000	\$100,000
3-8	3	Consider constructing a dock and installing a kayak "vending machine" for users.	5.3	\$18,000	\$30,000
3-9	3	Consider a long-term option for a playground.	5.4	\$250,000	\$500,000



PROPOSED SITE PLAN: CARAWAY LAKE



STRATEGIC ACTION PLAN: DAVIS CENTER



INITIATIVE NUMBER	INITIATIVE TIER	DAVIS CENTER RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
4-1	1	Construct a sidewalk path leading to the street.	5.1	\$3,000	\$7,000
4-2	1	Collaborate with volunteer organizations and survey users to gauge interest in additional facilities, such as raised garden beds, recreational activities, and landscaping.	5.3	\$1,500	\$15,000
4-3	1	Plant shade trees along the existing walkway.	5.4	\$11,000	\$15,000
4-4	1	Install a speed table across the parking lot entry drive to enhance the pedestrian crossing experience.	5.1	\$5,500	\$20,000
4-5	3	Develop an outdoor fitness area.	5.4	\$120,000	\$125,000



PROPOSED SITE PLAN: DAVIS CENTER



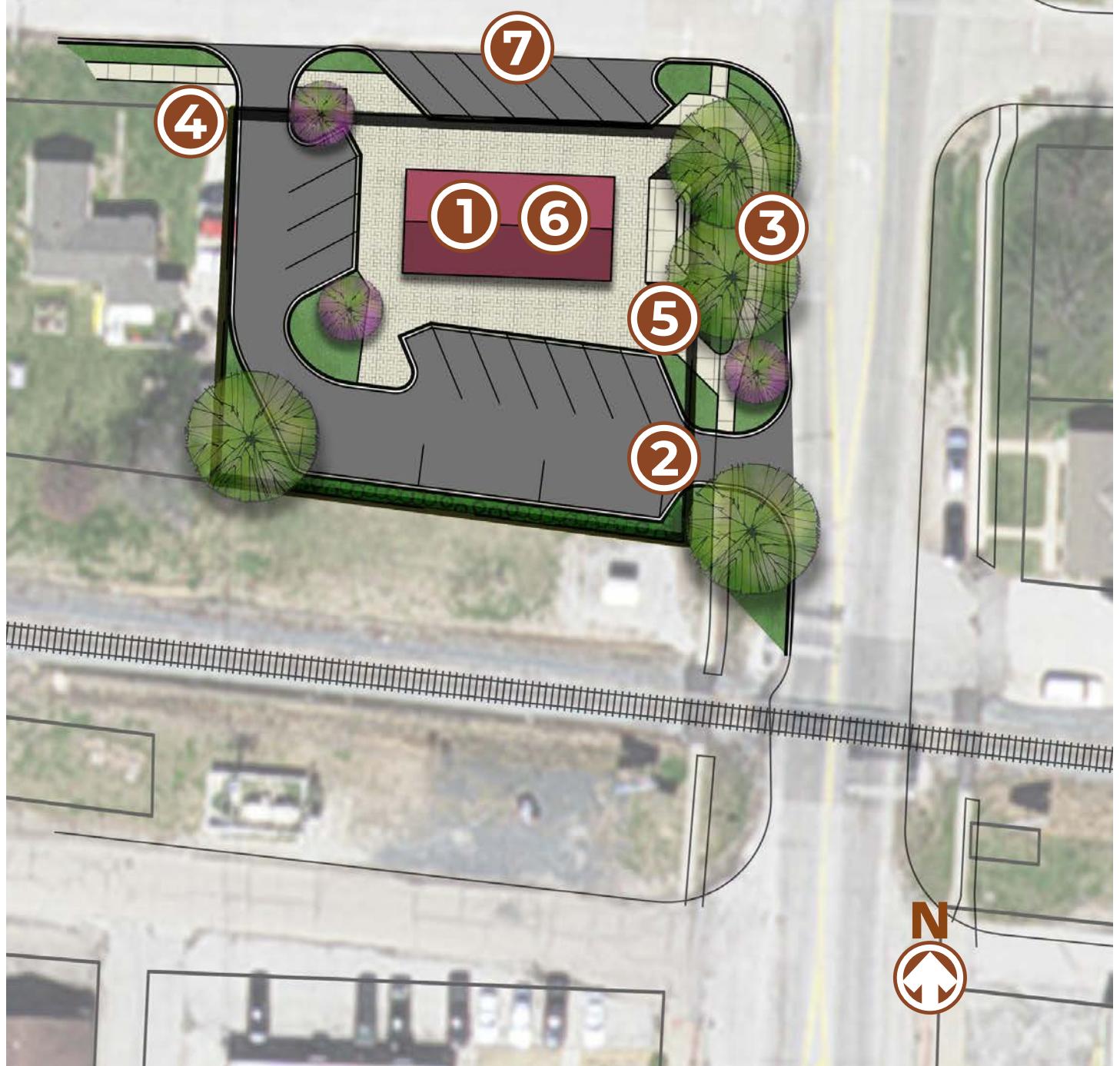
STRATEGIC ACTION PLAN: FARMER'S MARKET



INITIATIVE NUMBER	INITIATIVE TIER	FARMER'S MARKET RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
5-1	1	Establish a 'center' for downtown at this location.	5.5	\$ -	\$5,000
5-2	1	Construct an asphalt parking lot complete with curbs and gutters, designed to provide appropriate staging areas for vendors and a suitable walking surface for customers.	5.4	\$245,000	\$290,000
5-3	1	Enhance the landscaping.	5.2	\$17,500	\$42,500
5-4	1	Improve sidewalk connections.	5.1	\$10,500	\$26,500
5-5	1	Install a gazebo here instead of the previously discussed City Hall/Skate Park location.	5.4	\$27,500	\$75,000
5-6	1 + 2	Construct a shade structure for farmers' market vendors and customers.	5.4	\$25,000	\$375,000
5-7	1 + 2	Construct diagonal parking along the streets.	5.3	\$ -	\$65,000



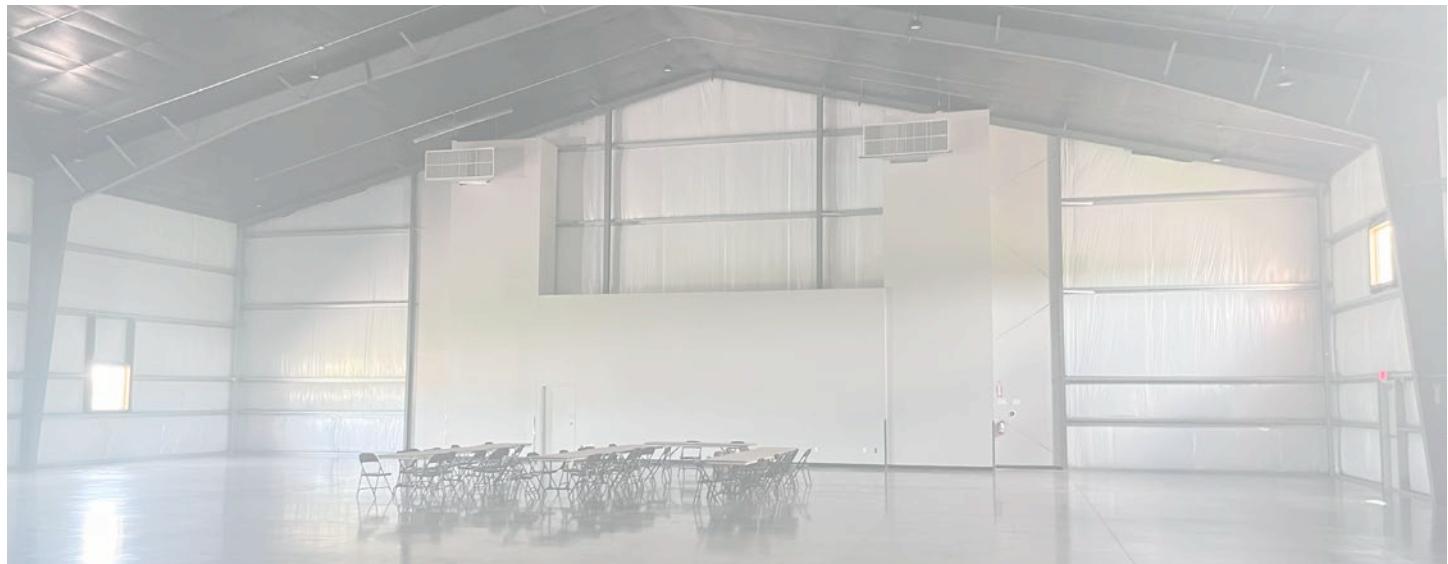
PROPOSED SITE PLAN: FARMER'S MARKET



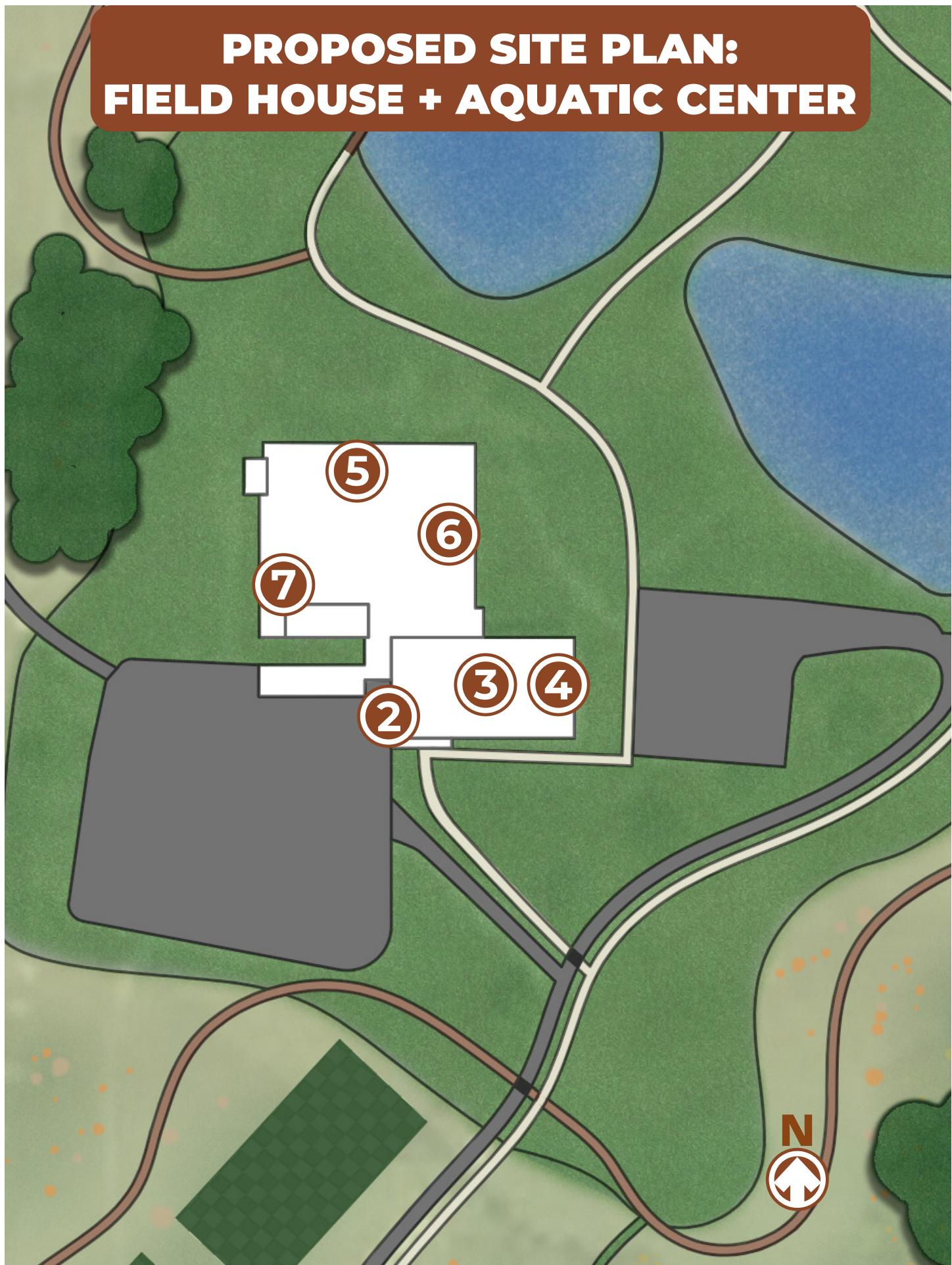
STRATEGIC ACTION PLAN: FIELD HOUSE + AQUATIC CENTER



INITIATIVE NUMBER	INITIATIVE TIER	FILED HOUSE + AQUATIC CENTER RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
6-1	1	Revise the fee structure to accommodate expanded party rentals and similar events.	5.6	\$ -	\$ -
6-2	1	Add a dedicated rental venue and equipment within the building for ball sport rental options.	5.4	\$35,000	\$105,000
6-3	1	Install indoor basketball goals.	5.4	\$25,000	\$28,000
6-4	1	Finish the inside of the Fieldhouse to facilitate building rentals.	5.4	\$95,000	\$105,000
6-5	1	Construct shade structures on the pool deck area.	5.4	\$25,000	\$75,000
6-6	1	Install a slide as part of Phase 1 improvements.	5.4	\$250,000	\$250,000
6-7	1 + 2	Enhance the aquatic center deck with improvements.	5.4	\$45,000	\$75,000



PROPOSED SITE PLAN: FIELD HOUSE + AQUATIC CENTER

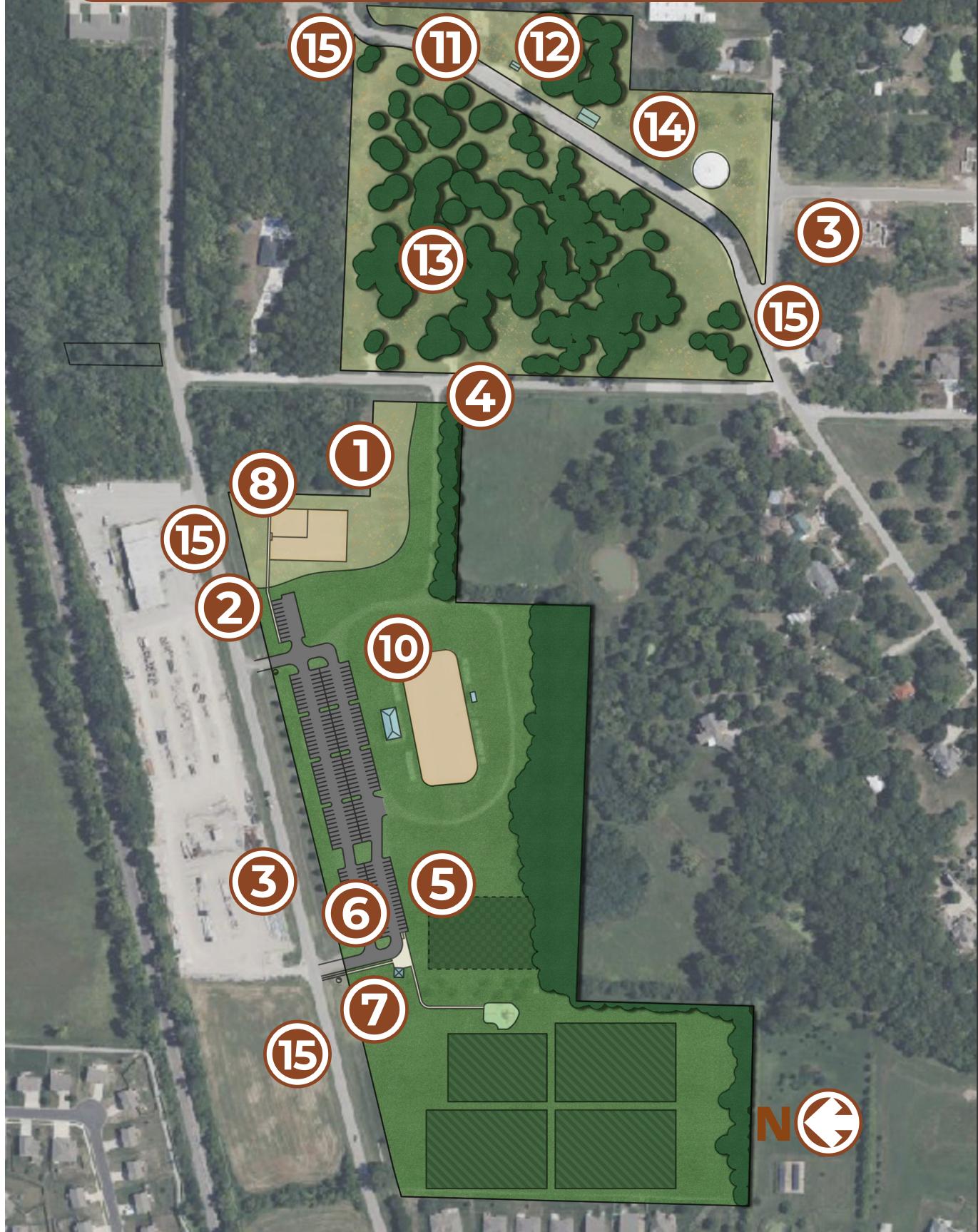


STRATEGIC ACTION PLAN: FRICK PARK

INITIATIVE NUMBER	INITIATIVE TIER	FRICK PARK RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
7-1	1	Provide native prairie within park.	5.2	\$10,000	\$28,000
7-2	1	Create trail connections to allow access to/from the street.	5.1	\$22,500	\$35,000
7-3	1 + 2	Create a core activity center on each side of the park (West and East).	5.2	\$ -	\$ -
7-4	1 + 2	Provide unique trails connecting the West side and the East side.	5.1	Remaining Budget	
West Side					
7-5	1	Improve sidewalks and signage from lot to playground and soccer fields.	5.4	\$10,000	\$13,500
7-6	1	Provide ADA accessible parking spaces	5.4	\$12,500	\$47,500
7-7	2	Construct Restroom Facility on west Side	5.4	\$185,000	\$360,000
Rodeo/Tractor Pull Area					
7-8	1	Construct Dog Park	5.2	\$115,000	\$180,000
7-9	1	Review fee structure.	5.6	\$ -	\$ -
7-10	2	Repair bleachers.	5.4	\$10,000	\$32,000
East Side					
7-11	1	Improve street and parking.	5.4	\$ -	\$27,000
7-12	1 + 2	Renovate the existing shelter structure.	5.4	\$ -	\$150,000
7-13	1 + 2	Work with the disc golf community to explore expanded course options	5.4	\$65,000	\$110,000
7-14	3	Construct a splash pad.	5.4	1,200,000	\$1,600,000
7-15	3	Utilize consistent signage through the park.	5.1	\$17,500	\$25,000



PROPOSED SITE PLAN: FRICK PARK



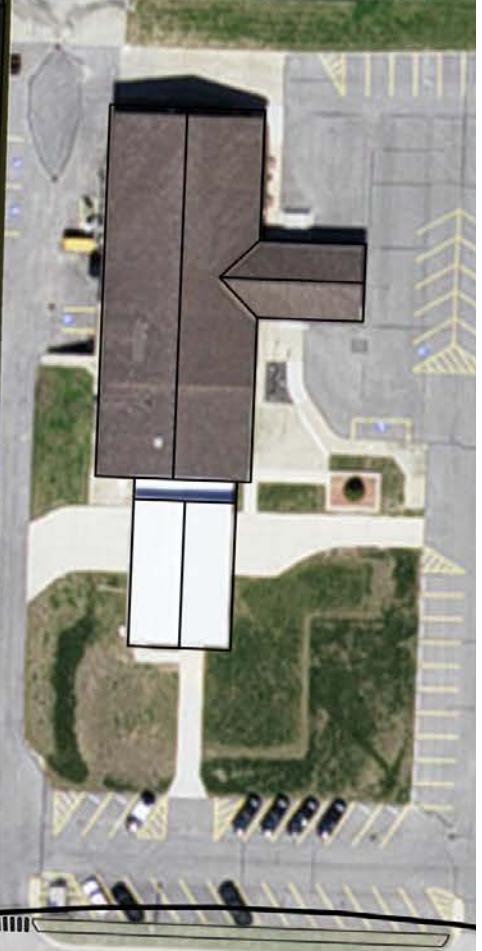


STRATEGIC ACTION PLAN: SKATE PARK

INITIATIVE NUMBER	INITIATIVE TIER	SKATE PARK RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
8-1	1	Plant shade trees and install durable seating on the east side of the park to reduce leaf litter on equipment and enhance the facility experience.	5.5	\$8,900	\$13,800
8-2	1	Create a trail connection to the Skate Park.	5.1	\$22,500	\$35,000
8-3	1 + 2	Rehabilitate/Replace equipment according to need. Current equipment is over 20 years old so new parts are limited, some equipment needs to be completely replaced.	5.4	\$40,000	\$95,000



PROPOSED SITE PLAN: SKATE PARK



M0911

STRATEGIC ACTION PLAN: WEBB PARK

INITIATIVE NUMBER	INITIATIVE TIER	WEBB PARK RECOMMENDATIONS	GUIDING VISION	ESTIMATED COST	
				LOW	HIGH
9-1	1	Sidewalk connection to basketball court. Long-term plan for additional court next to existing court.	5.1	\$6,000	\$8,000
9-2	1	Trail connections through the park.	5.1	\$60,000	\$82,000
9-3	1	Shade structures in the BB/SB complex.	5.4	\$120,000	\$365,000
9-4	1	Sam's Stand Improvements	5.4	\$45,000	\$75,000
9-5	1	Batter's eye landscape/berm improvements to SW facing fields.	5.4	\$6,800	\$9,800
9-6	1	Field 4 & 5 Backstop Upgrades	5.4	\$85,600	\$108,000
9-7	1	Field 5 Dugout Upgrade	5.4	\$10,000	\$10,000
9-8	1 + 2	Field 3 & 6 Lighting Improvements	5.4	\$110,000	\$220,000
9-9	2	Sidewalk and concourse improvements in the east ball-field diamond	5.4	\$157,000	\$200,000
9-10	2	Better signage and wayfinding.	5.1	\$10,000	\$30,000
9-11	2	Remove one playground facility.	5.4	\$9,000	\$19,000
9-12	2	Expand and renovate one existing playground facility.	5.4	\$112,000	\$195,000
9-13	2	Add restroom facility near basketball court.	5.4	\$165,000	\$325,000
9-14	3	Field 3 & 6 synthetic turf backstop & infields to maximize play for BB/SB. Option for synth. Warning Track.	5.4	\$965,000	\$2,000,000
9-15	3	Long term plan for additional tennis court.	5.4	-	\$10,000

PROPOSED SITE PLAN: WEBB PARK

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FUNDING + FINANCIAL STRATEGIES

Land and Water Conservation Fund (LWCF): Administered by the National Park Service, the LWCF provides funds to develop and maintain outdoor recreation areas. Since 1965, Missouri has received over \$87 million, allowing Oak Grove to undertake projects like developing playgrounds and parks with a required 50% matching contribution. These grants ensure that facilities are maintained for public use for at least 25 years, supporting long-term recreational goals.

Outdoor Recreation Legacy Partnership Program (ORLP): This competitive grant program targets under-served metropolitan areas to provide matching funds for the development or enhancement of urban parks. With grant amounts ranging from \$300,000 to \$15 million, Oak Grove could significantly enhance access to outdoor spaces. Strategic planning and robust application submissions are required to meet the annual deadlines of March 25 and August 19.

Conservation Land Acquisition and Easement Assistance Programs: Supporting the acquisition of land and conservation easements, these programs enhance public access and protect ecosystems. The Land Acquisition Program aids direct land purchases, while the Easement Assistance Program focuses on securing conservation easements for high-value lands. Applications are accepted on a rolling basis, offering flexible integration into ongoing projects.

EPA Multipurpose Grants: Although not available in FY25, these grants provide up to \$1 million for assessments, cleanups, and revitalization of **brownfield** sites, focusing on comprehensive community impacts. Oak Grove should stay informed about future grant availability and prepare for opportunities like developing a farmers market on a reclaimed site.

Recreational Trails Program (RTP): Currently open for the 2025 cycle, this program offers \$1 million to \$1.5 million annually for trail-re-

lated projects. Eligible entities such as local and state governments, nonprofits, and school districts can receive up to \$250,000, requiring a 20% match. Applications must be completed electronically and submitted by March 3, 2025.

Parkland Dedication Ordinance: Many municipalities, including Kansas City, employ a Parkland Dedication ordinance as a funding mechanism for parks and recreation facilities.

The City of Kansas City, Missouri, has implemented a Parkland Dedication Fee to ensure the development of public green spaces within new residential communities. This ordinance requires developers to either dedicate a portion of their land for park use or pay a fee in lieu of land dedication. The amount of land or the fee is calculated based on the number and type of residential units within the development.

Developers can choose between these options, but all decisions must be approved by relevant city departments, including Parks and Recreation and Planning and Development. Dedicated land must meet specific criteria regarding size, accessibility, and suitability for park use. The city may also allow developers to count the construction of certain trails towards the parkland dedication requirement. The Parkland Dedication Fee aims to address the growing need for green spaces in growing areas. By requiring developers to contribute to the creation of parks, the city encourages the development of more livable and sustainable communities. This ordinance helps ensure that residents of new developments have access to recreational areas and contributes to the overall quality of life within the city. As Oak Grove grows, a similar mechanism may be used to correct imbalances in level of service through the City.

For detailed information and specific requirements, refer to the full text of the ordinance (88-408) in Kansas City's municipal code.





6

TRAILS

This chapter delves into the comprehensive planning and strategic development of Oak Grove's trail network, designed to enhance urban connectivity, safety, and mobility across the community. It begins with an exploration of the existing trail infrastructure and the significant benefits trails offer to urban environments, emphasizing the need for expanded and improved pathways. Detailed discussions include an analysis of current trail utilization, active transportation options, and strategic priorities for infrastructure upgrades. We also outline the community goals that frame our planning principles, focusing on enhancing safety, mobility, and connectivity. These considerations inform our final trail recommendations, illustrated through a series of detailed maps and narratives that explain the proposed network improvements. This holistic approach ensures that each proposed development is aligned with Oak Grove's long-term urban planning goals, providing a clear, actionable path forward for creating a more connected and accessible city.



INTRODUCTION TO TRAIL DEVELOPMENT

Trails offer a multitude of benefits to communities, extending far beyond simple recreation. In Oak Grove, the development of a comprehensive trail network promises to significantly enhance public health by providing residents with ample opportunities for physical activity, such as walking, biking, and jogging. These activities combat lifestyle-related diseases and improve mental health. Socially, trails foster a sense of community cohesion, becoming natural gathering spaces that facilitate interactions and organized events. Importantly, as critical mobility corridors, trails enhance connectivity across the city, providing essential links to key destinations for individuals without cars or those preferring alternative transportation modes. This improved access can make daily commutes more feasible and environmentally friendly, contributing significantly to reducing traffic congestion and pollution. The integration of trails into Oak Grove's urban fabric is crucial for creating a more inclusive and accessible environment for all residents.

Current Trail Landscape:

The city's existing infrastructure includes a network of sidewalks that provides basic connectivity but falls short of comprehensive accessibility and usability. Modern, multi-use, ADA-accessible trails, which typically require width of 10 feet to accommodate various users and ensure accessibility, are absent. The Davis Senior Center features a looped trail of 6-foot wide sidewalks that, while functional, do not support the broader vision of inclusive and versatile urban pathways. Additionally, Bent Oak Park contains remnants of trails originally designed as golf cart paths. These paths are in a state of disrepair, with

crumbling surfaces and deteriorating bridges that pose potential safety hazards, do not meet ADA standards, and diminish the park's functionality. This scenario shows the pressing need for a strategic overhaul of the trail system to enhance safety, accessibility, and connectivity throughout Oak Grove.

A Call for Trails:

The community's demand for improved trail infrastructure has been consistently highlighted as a priority. From the outset, trails were identified as a critical component during our kickoff meeting for the master plan. This sentiment was further reinforced during the Pop-up community engagement event and Lick Skillet Days, where the idea of a comprehensive trail network received the highest number of votes, underscoring its popularity among residents. The need for trails was strongly supported by data from a statistically valid survey, which identified trails as one of the most desired yet lacking features in the city.

On the Social Pinpoint platform, the necessity of trails was a frequent topic, reflecting the community's sentiment. During our strategic planning retreat, significant time was devoted to discussing the integration of trails, with participants actively mapping out potential locations, illustrating the community's engaged and proactive stance. Additionally, our level of service analysis confirmed a substantial gap in trail provision, further validating the community's call for enhanced trail development. These multiple indicators make it clear that Oak Grove's residents are not just requesting, but insisting on a well-planned, accessible trail system as a key feature of their city's landscape.

TRAIL INVENTORY + UTILIZATION

Active Transportation Options:

Oak Grove is planning a diverse trail network to cater to varying community needs consisting of:

- Multi-Use Paths - Engineered asphalt or concrete paths wide enough to accommodate multiple users simultaneously, enhancing connectivity and mobility.
- Standard Sidewalks - Basic 6-foot concrete sidewalks that provide essential but limited pedestrian access.
- Gravel Paths - Cost-effective and less formal, these paths increase trail mileage without meeting ADA standards, suited for lower-traffic areas.
- Nature Trails - Simple, low-cost mown or mulch paths that offer a close-to-nature experience, enriching local ecology connections without ADA accessibility.

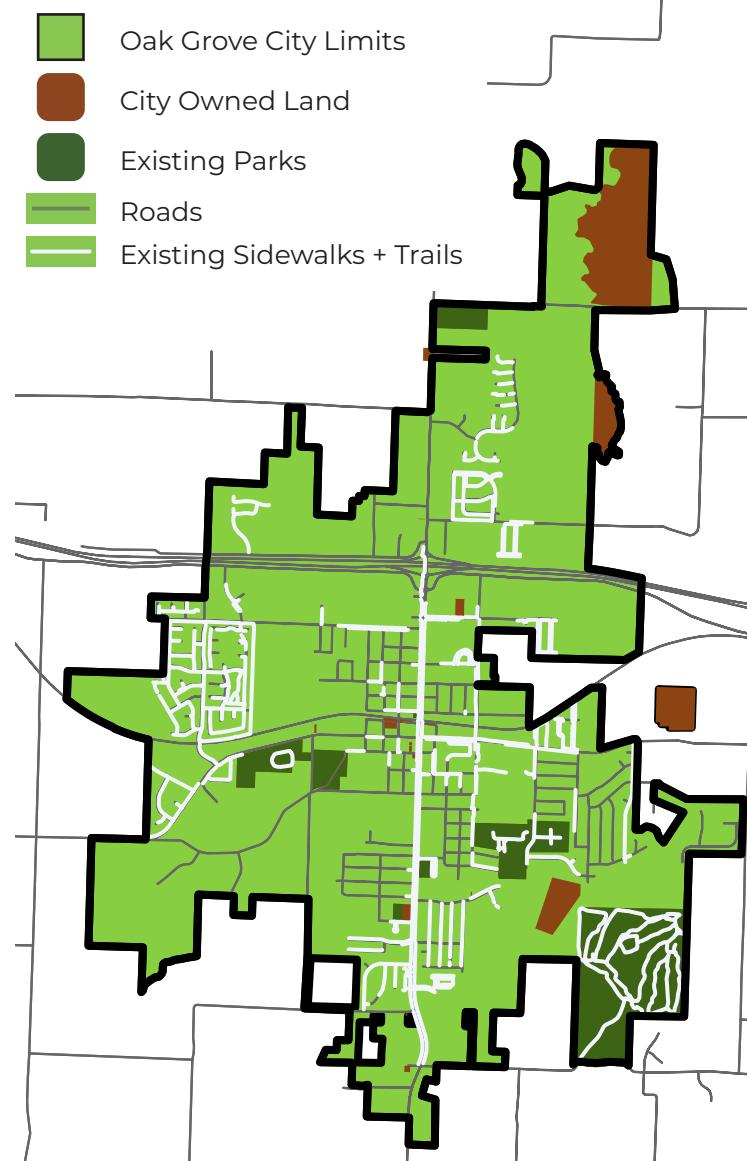
Each trail type is designed to balance functionality with cost, offering solutions from high-traffic urban mobility to casual, scenic routes.

Prioritizing Infrastructure Upgrades:

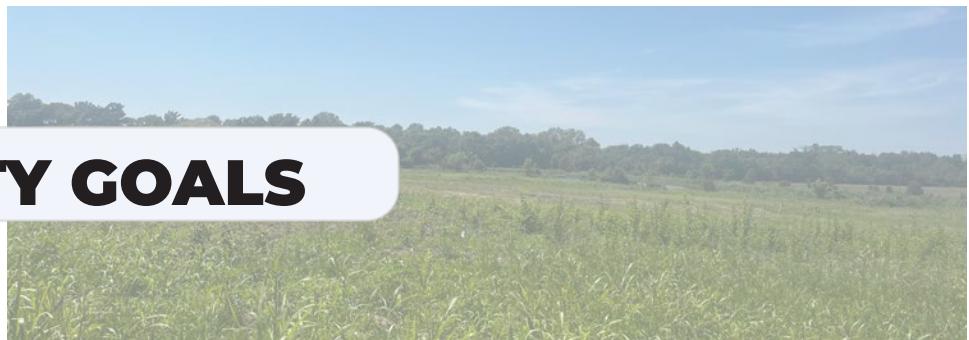
In Oak Grove, upgrading the trail network involves careful planning to balance immediate needs with long-term enhancements. Instead of broadly replacing sidewalks with multi-use paths, decisions are made case-by-case, focusing on areas where upgrades can significantly enhance connectivity and mobility over time. At Bent Oak Park, the deteriorated paths, once

golf cart tracks, require immediate replacement due to safety hazards and accessibility issues. These upgrades prioritize user safety and trail accessibility, with the understanding that investing in quality infrastructure supports community well-being more effectively than minimal cost-saving measures. This strategy ensures that enhancements are both strategic and necessary, improving the overall utility and safety of the city's trails.

Current Sidewalk Inventory:



COMMUNITY GOALS



- 1. Safety:** Safety is the foremost priority in trail design and development. New trails must incorporate proven safety features and design principles that minimize risks to users. This includes proper lighting, visible and easy-to-navigate paths, and materials that are durable and maintain their integrity under heavy use.
- 2. Mobility:** Enhancing mobility through the trail network is a critical goal. By providing accessible paths, the city aims to ensure that residents can reach essential services, recreational areas, and community spaces efficiently. This supports a broader mobility network that facilitates easier and safer travel for all, particularly for those without vehicular access.
- 3. Connectivity:** The final pillar of the city's trail strategy focuses on connectivity, ensuring that the trails make sense in the context of each other and the city as a whole. A cohesive network improves the logical flow of movement and integrates various parts of the city, making it easier for residents to navigate between different areas and utilize the trails for multiple purposes.

Trail Recommendation Map

Foundational Data:

To strategically enhance Oak Grove's trail network, a meticulous mapping strategy was employed, focusing on identifying areas where new or improved trail connections could have the most impact.

The process began by pinpointing regions within the city that currently lack sidewalk access. This initial mapping highlighted areas of the community that are under-served by existing infrastructure, revealing gaps in pedestrian accessibility.

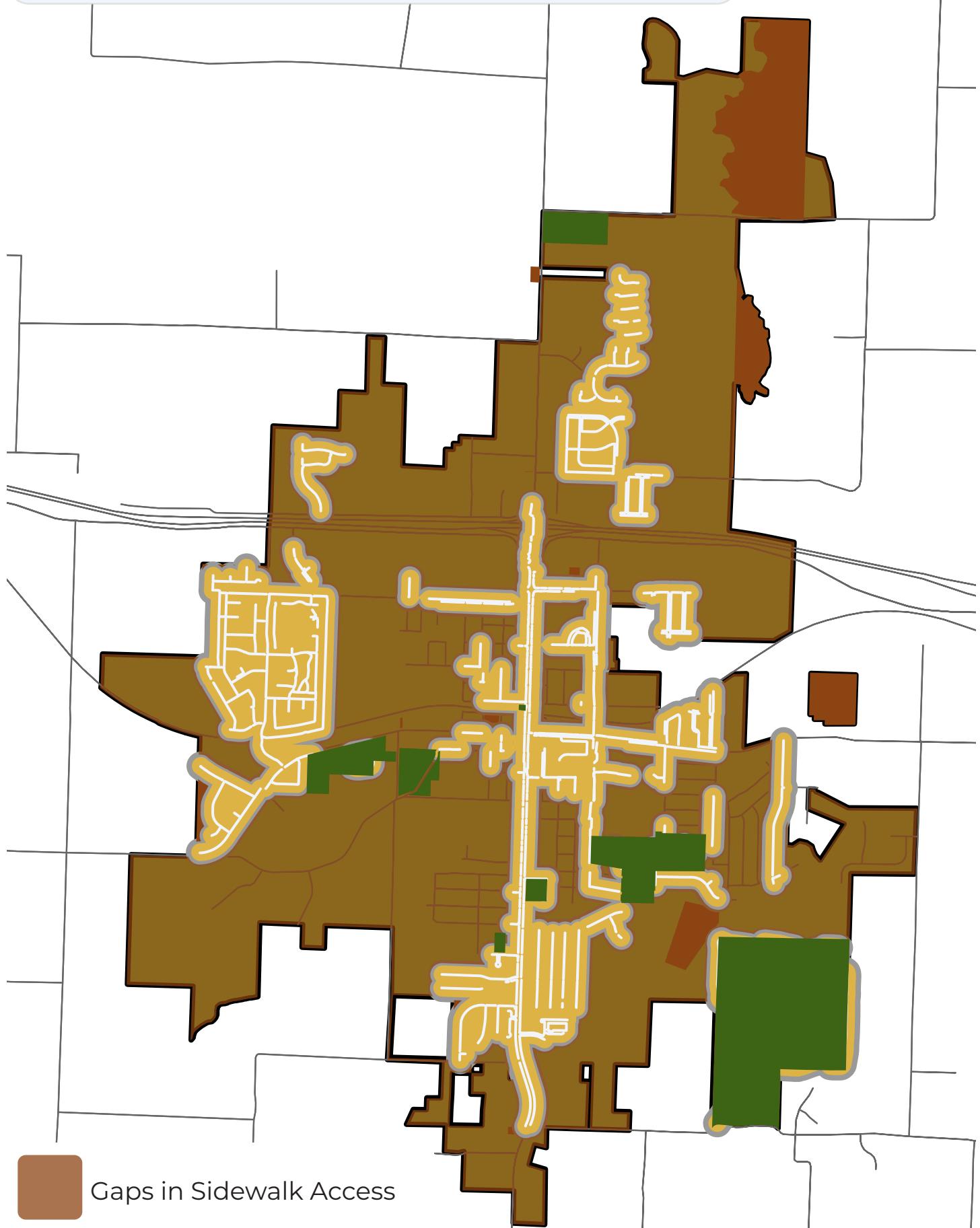
Subsequently, a detailed map was created to display census blocks with population densities above the city's median. This map serves as a crucial tool for understanding demographic distributions and identifying where higher concentrations of residents might benefit most from improved trail access.

These findings were then cross-referenced, overlaying the map of areas lacking sidewalks with the map of high-density census blocks. The resulting composite map identifies overlapping areas, or 'hotspots', which represent critical locations where new trails would provide significant benefits in terms of mobility and access. These hotspots are the focal points for the proposed trail recommendations, ensuring that the developments not only enhance connectivity but also directly address the areas with the greatest need.

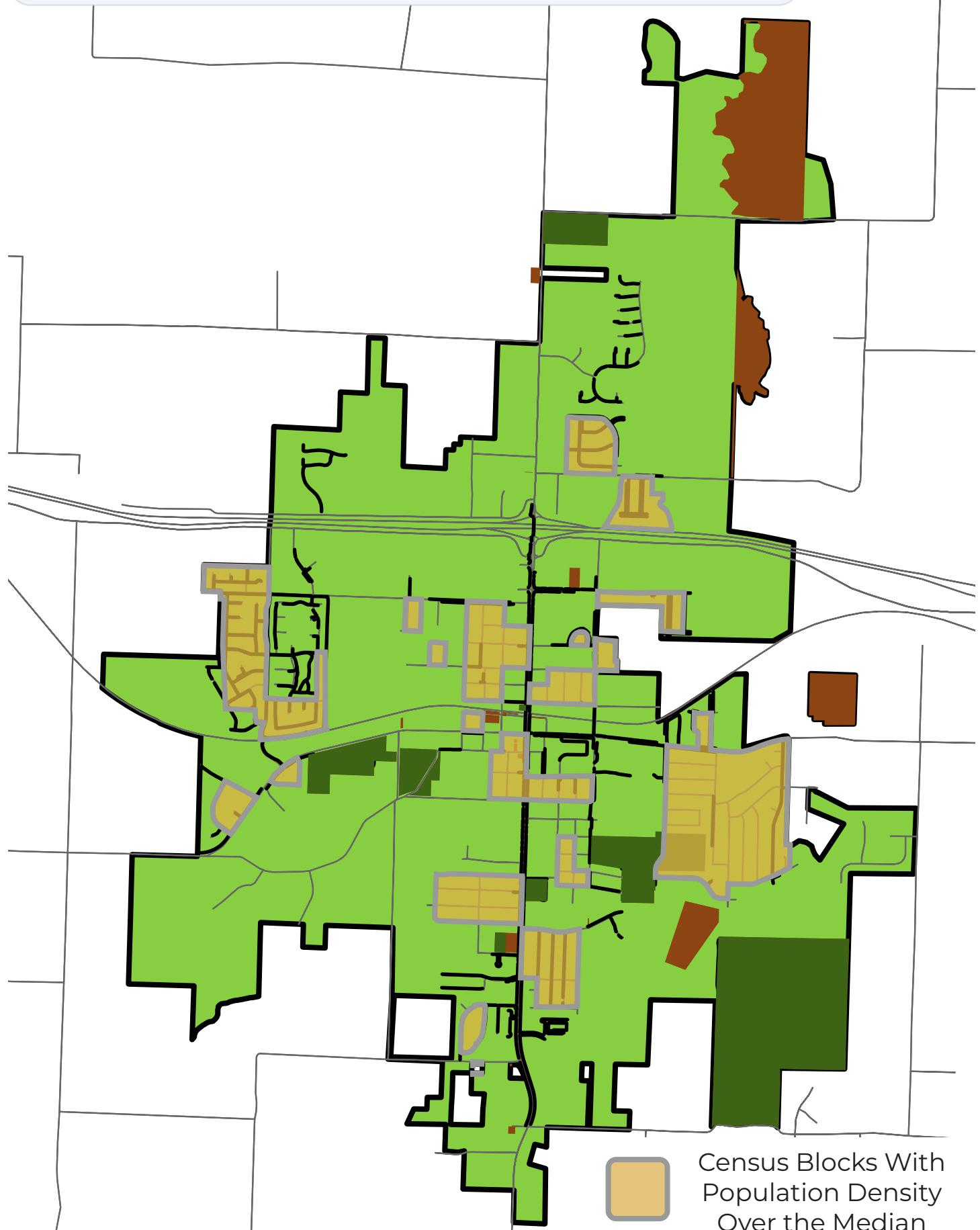
This data-driven approach guarantees that the trail expansion efforts are both efficient and equitable, targeting enhancements that align with community needs and planning objectives.



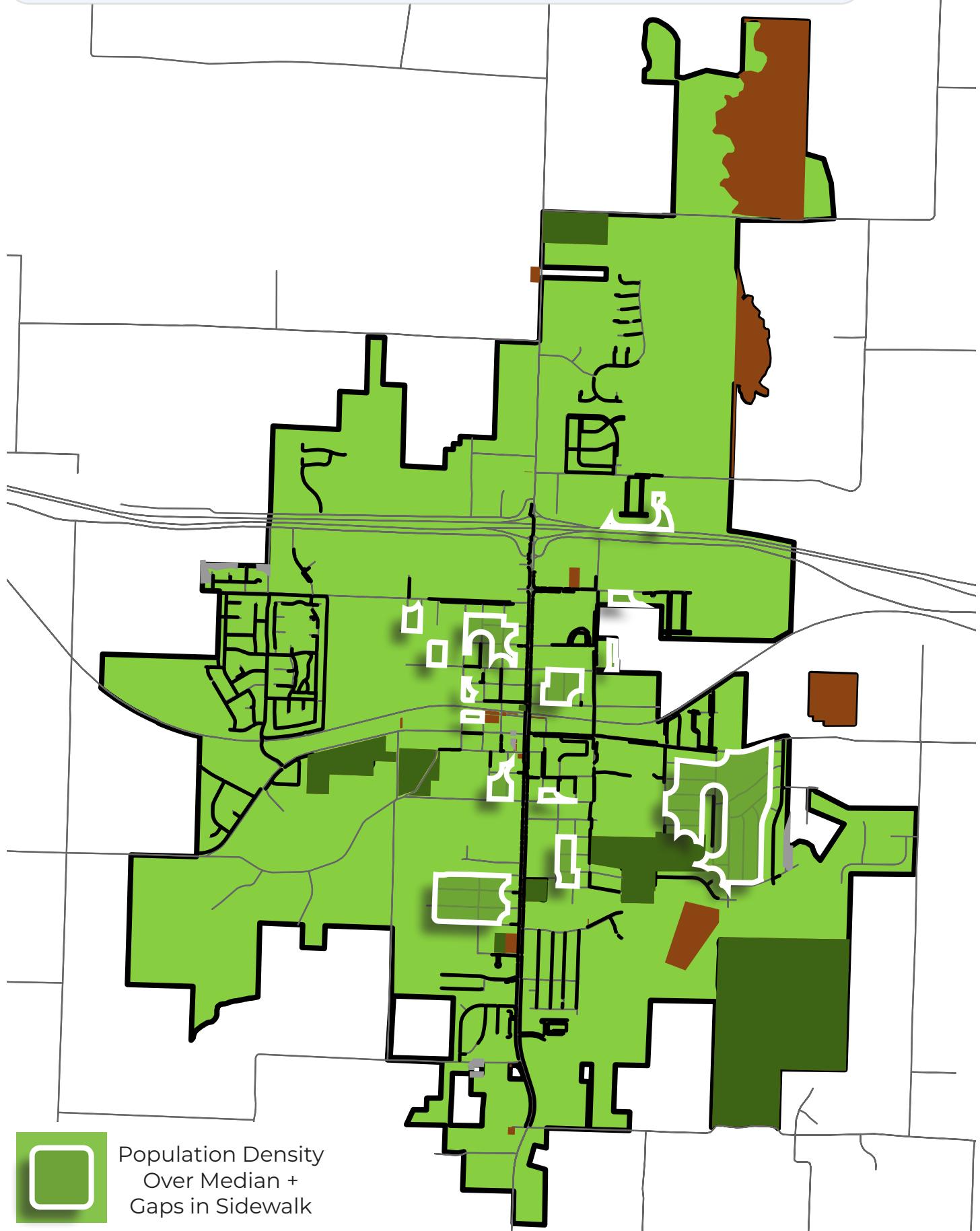
GAPS IN SIDEWALK ACCESS



MOST DENSE CENSUS BLOCKS



'HOTSPOTS' FOR TRAIL MOBILITY



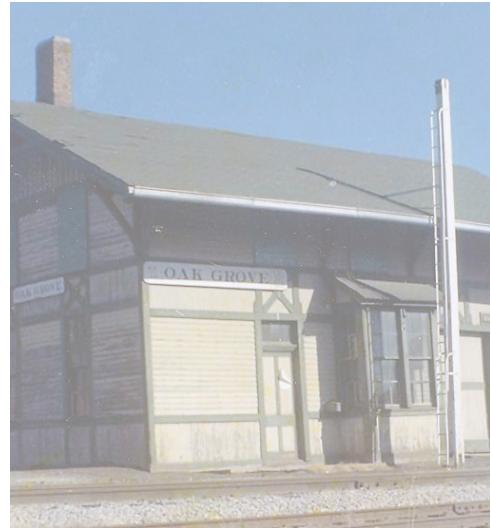


PROPOSED TRAIL NETWORK

The proposed trail network map for Oak Grove is an integral component of our comprehensive plan, designed to visually represent the strategic integration of trails within the city's fabric. The legend of the map uses distinct color-coded lines to differentiate between types of trails, each categorized based on their impact on mobility, connectivity, and recreational value.

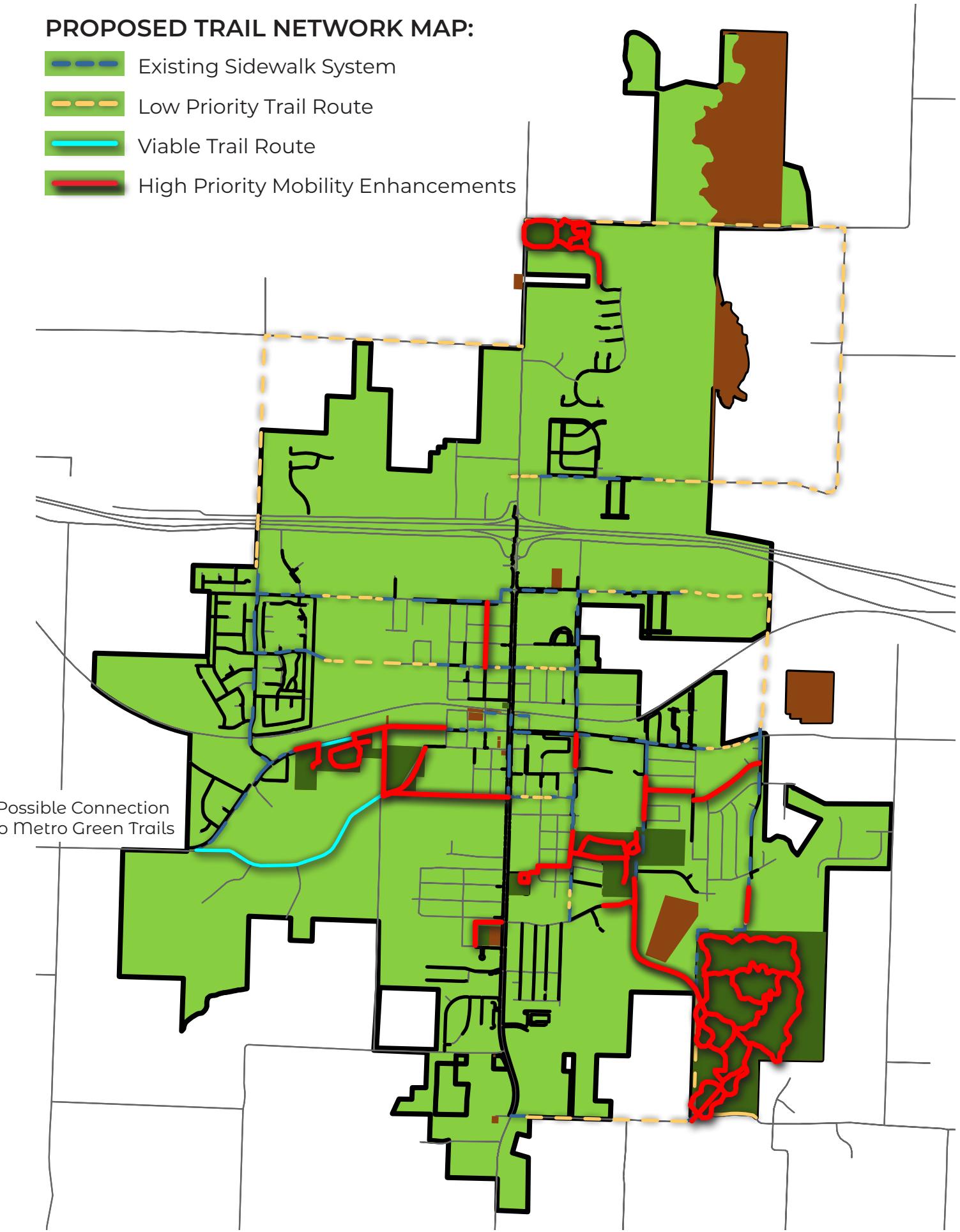
- Existing Sidewalk System (Dark Blue Dotted Line):** These represent existing sidewalks that coincide with trails proposed in the comprehensive plan. Marked in dark blue, these lines suggest maintaining the current infrastructure, as it would be inefficient to replace these with wider paths. This approach conserves resources for more critical upgrades.
- Low Priority Trail Route (Yellow Dotted Line):** Shown in yellow, these routes are identified in the comprehensive plan but do not significantly enhance mobility or connectivity. These trails are considered non-essential and are low on the development agenda, serving more as optional enhancements if resources allow.
- Viable Trail Route (Cyan Line):** The cyan lines depict a potential looped trail more focused on recreational use than on essential connectivity or mobility. These paths are viable and could provide leisure benefits to the community but should be developed following critical infrastructure projects.
- High Priority Mobility Enhancements (Bright Red Line):** The most critical routes are highlighted in bright red, indicating trails that significantly improve mobility and connectivity. These include new proposals not previously considered in the comprehensive plan, specifically targeting areas with high population densities lacking sidewalks, or enhancing access within park properties. Developing these trails should be prioritized as they will have an immediate and substantial impact on the city's overall mobility and trail network.

By following the guidelines depicted in the map's legend, Oak Grove can effectively allocate resources and prioritize trail developments to maximize benefits across safety, utility, and recreational use.



PROPOSED TRAIL NETWORK MAP:

- Existing Sidewalk System
- Low Priority Trail Route
- Viable Trail Route
- High Priority Mobility Enhancements







7

APPENDIX

The Appendix serves as a repository of supporting information that underpins the master plan. It includes detailed data, charts, and analysis that provide deeper insights into the research and findings. Documentation of public input, including records of meetings, surveys, and feedback, demonstrates the community's involvement and influence on the master plan. Technical reports and studies referenced in the master plan offer comprehensive analyses and expert opinions on various aspects of the parks and recreation system. The glossary and acronyms section ensures clarity and understanding by defining specific terminology used throughout the document, making it accessible to all readers.



Kickoff Resources

Introduction Questions:



What do you like most about parks?

What do your family/loved ones like most about parks?

What are you most looking forward to seeing in this Masterplan?

LANDSCAPE ARCHITECTURE + PLANNING

102 S. Cherry St. | 2nd Floor
Olathe, KS 66061 t. 913.780.6707
landworksstudio.com f. 913.780.2407



Distilling Goals:

In your opinion what are the top 3 priorities this masterplan should address?

LANDSCAPE ARCHITECTURE + PLANNING

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Olathe, KS 66061 **f.** 913.780.2407

landworksstudio.com





Park Assessments:



Description:

The Oak Grove Parks & Recreation system is about to get a checkup! Our team of consultants will be conducting a comprehensive inventory of all Oak Grove's parks.

Every Park, Reviewed:

Landworks Studio will be visiting each park in the system to get a detailed picture of its features and how it fits into the surrounding neighborhood.

This will include a full record of everything the park has to offer, an evaluation of **20 key factors** that fit into four overall "bucket" categories (accessibility, connectivity, comfort/character, and usability).

After crunching the numbers, each park will receive a score out of 100. This score will be a valuable tool for identifying areas where Oak Grove's parks shine and where there's room for improvement.

By taking a close look at your entire park system, we can set the groundwork to make sure our parks are meeting the needs of our community!

Please review the "Parks & Facility Assessment Tool" in the packet and let Landworks Studio know if there are other key factors, themes, or features they should review.

Question:

What, if anything, should Landworks Studio also assess when looking at your parks?

LANDSCAPE ARCHITECTURE + PLANNING

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Olathe, KS 66061 f. 913.780.2407

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Graphic Standards:

Color Palette: Option 1 _____ Option 2 _____ Option 3 _____ Other _____

Logo Style: Option 1 _____ Option 2 _____ Option 3 _____ Other _____

Font Options: Option 1 _____ Option 2 _____ Option 3 _____ Other _____

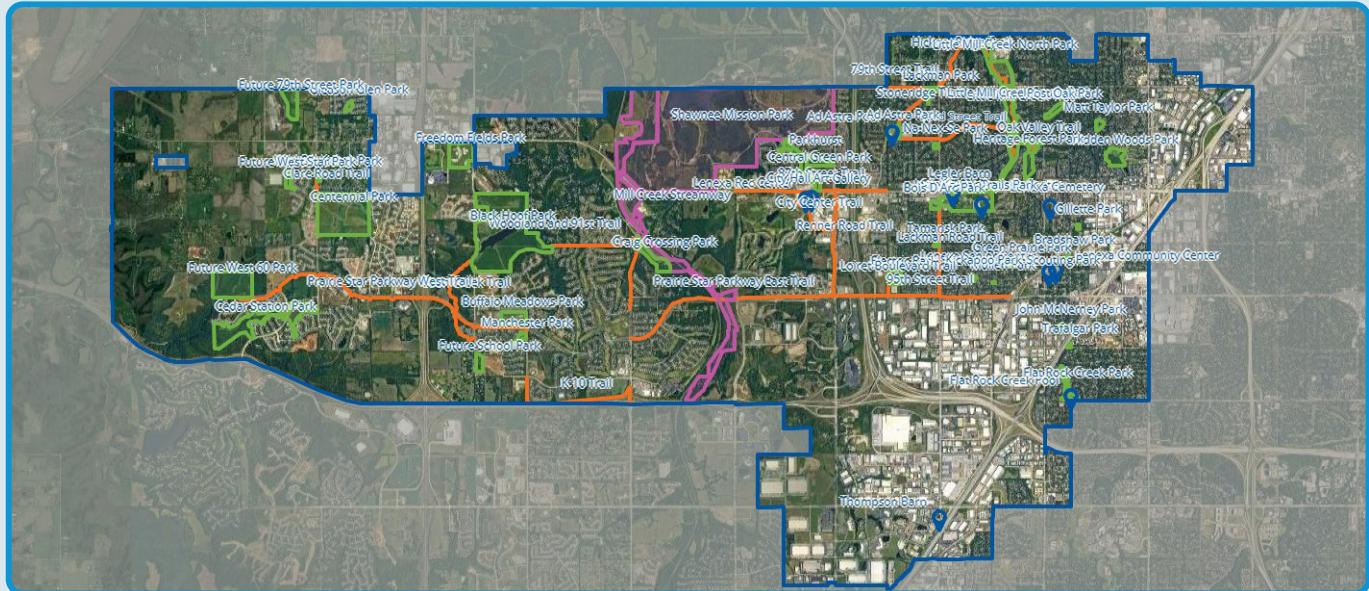
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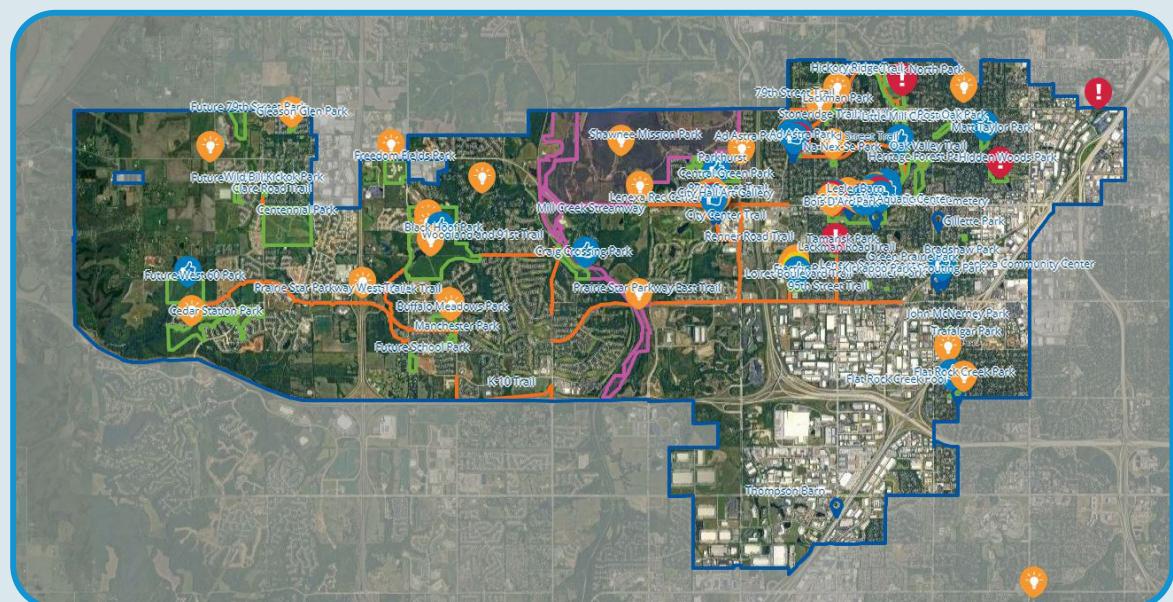
SOCIAL PINPOINT OVERVIEW



OAK GROVE PARKS & RECREATION MASTERPLAN



Users leave comments



OAK GROVE PARKS & RECREATION MASTERPLAN



Examples of Comments

Date & Time	Comment Type	Comment	Up Votes	Down Votes	Park, Trail, or Facility
4/25/2023 9:32	Things You Like	I liked when you brought in goats to clear the brush	9	0	Sar-Ko-Par Trails Park
4/25/2023 16:03	Things You Like	Best Pickleball complex in the area. Attractive design and some of the most friendly people.	7	0	Bois D'Arc Park
4/25/2023 16:33	Causes for Concerns	League play has taken a number of courts that aren't available when the courts are heavily used.	4	2	Bois D'Arc Park
4/25/2023 16:36	Causes for Concerns	The mulch is messy and often there are puddles at the bottom of the slides. My grandson found these soon enough. The playground is in a great area and a lot of fun for toddlers.	0	0	Tamarisk Park
4/25/2023 16:37	Things You Like	Awesome walking trails. Looking forward to the pool improvements.	2	0	Sar-Ko-Par Trails Park
4/25/2023 16:38	Things You Like	This is a great park for toddlers and also older kids. The walking trails are used a lot.	2	0	Electric Park
4/25/2023 16:41	Ideas for Improvements	It would be awesome to add pickleball courts in addition to those at Bois D'Arc (BDA). Often there is waiting at the BDA courts and Lenexa needs additional courts somewhere in the Lenexa area.	3	8	Sar-Ko-Par Trails Park
4/25/2023 16:42	Things You Like	Adding the tunnel under 87th is a great addition. We have used this a number of times.	9	0	Little Mill Creek Trail
4/25/2023 16:44	Things You Like	I have used the Rec Center a number of times and have also been to Hilltop and others in the area. Lenexa has one of the nicest facilities I have used. Awesome!	0	0	Lenexa Rec Center
4/25/2023 23:44	Things You Like	Well-maintained courts with a attacking system that allows for all levels of play. This is a wonderful resource for the Lenexa community and the Kansas City pickleball community.	1	0	Bois D'Arc Park
4/26/2023 7:42	Things You Like	Best public courts in the KC area. There is actually need for additional courts. With the city now running leagues and Meadowbrook park as well, the demand for court time will be very high.	3	5	Bois D'Arc Park
4/26/2023 7:47	Things You Like	Great walking trials and great use of playground equipment for kids. This park gets a lot of use and is an attraction to the area.	6	0	Sar-Ko-Par Trails Park
4/27/2023 9:29	Things You Like	The addition of the Disc Golf course was a nice touch to Black Hoof Park. My husband and son enjoyed going there to play.	3	0	Black Hoof Park
4/27/2023 9:33	Ideas for Improvements	So much untapped potential at SMP. Can we make SMP like the Gathering Place in Tulsa, OK? My friend told me abt it and we made a pit stop otw to TX. My kids loved it!! Even my teenage daughter. Gathering Place is a 66.5-acre park along the Arkansas River in Tulsa, Oklahoma. Created by the George Kaiser Family Foundation, Gathering Place is a natural space with programming designed to provide inclusive and engaging experiences for all Tulsans to come together to explore, learn, and play.	1	0	Shawnee Mission Park
4/27/2023 10:04	Ideas for Improvements	It would be amazing if there could be some shade added to the playground at Buffalo Meadows. I've seen playgrounds that have shades added which greatly helps children to enjoy the playground even with the scorching sun beating down on it. This playground gets too hot to enjoy, whereas shades would greatly increase the ability to enjoy this playground more.	9	0	Buffalo Meadows Park

OAK GROVE PARKS & RECREATION MASTERPLAN



Analysis of Comments

884

Total Visits 0

326

Unique Users 8

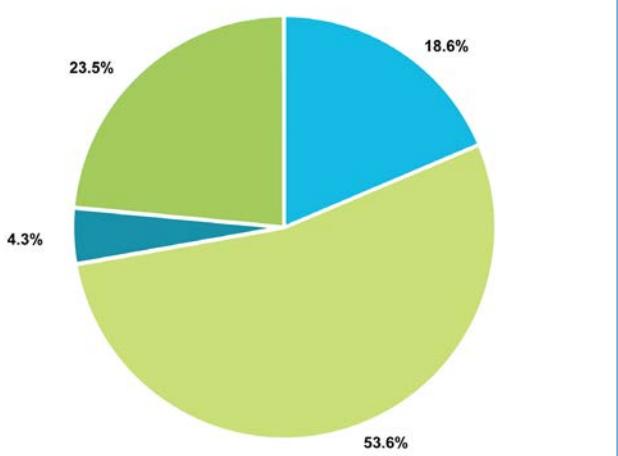
2:06

Avg Time (min)

33

88

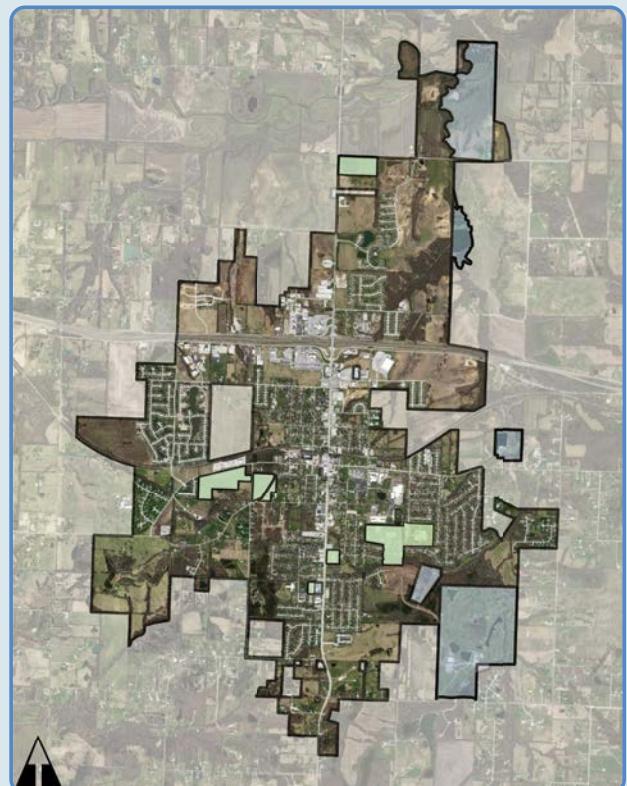
Comments



OAK GROVE PARKS & RECREATION MASTERPLAN



Parks & Open Space



OAK GROVE PARKS & RECREATION MASTERPLAN



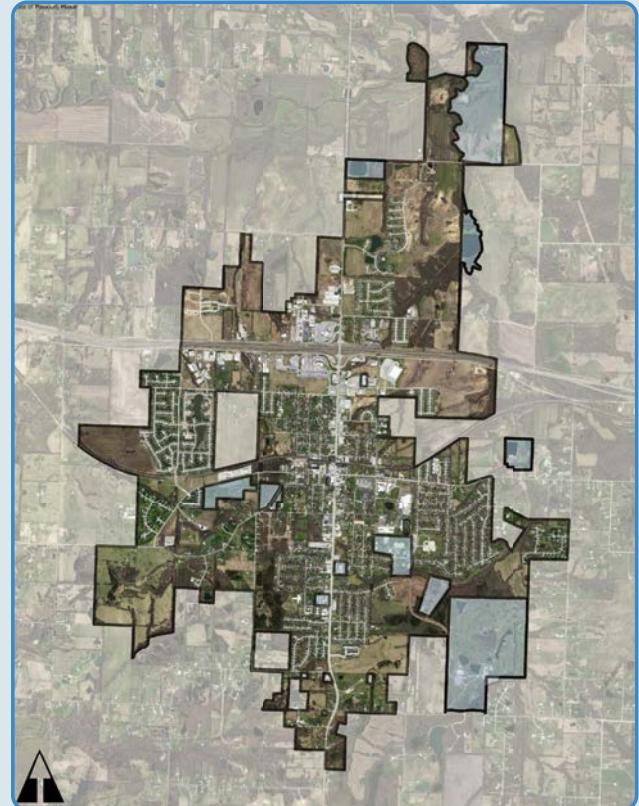
Existing Parks & Facilities



OAK GROVE PARKS & RECREATION MASTERPLAN



City Owned Parcels



OAK GROVE PARKS & RECREATION MASTERPLAN



City Owned Parcels for Potential Development



OAK GROVE PARKS & RECREATION MASTERPLAN



Pop-Up Resources

BENT OAK

Aquatic Center

Instructions:

To help us plan the best parks for your town, please put a dot next to the things that are most important to you. Your ideas will help us make great parks!



SHADE



MORE CONCRETE DECK SPACE



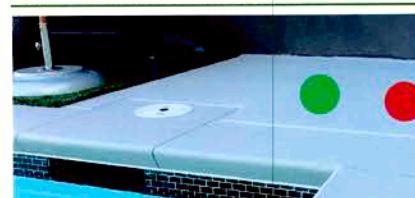
SLIDES



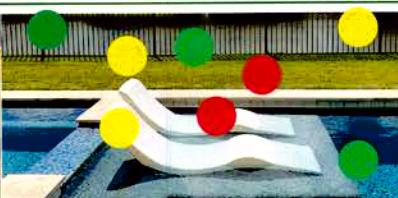
SPLASH PAD



DECK SURFACE PAINT TO REDUCE HEAT



MORE LOUNGERS



BENT OAK POP-UP ENGAGEMENT

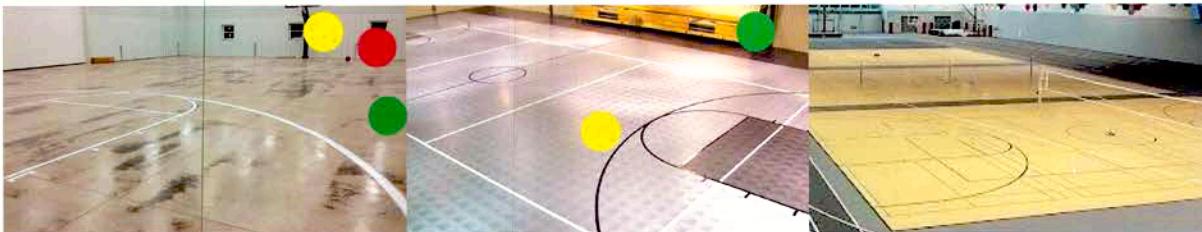
Fieldhouse

Instructions:

To help us plan the best facilities for your town, please put a dot next to the things that are most important to you. Your ideas will help us make great places!



BASKETBALL COURT



UPGRADED FLOORING



SAND VOLLEYBALL (OUTSIDE FIELDHOUSE)



INDOOR VOLLEYBALL



BREAK UP INTO SMALLER SPACES





Oak Grove, Missouri 2024 Parks and Recreation Needs Assessment Survey

Findings Report

Presented to City of Oak Grove
September 2024



Contents

Section 1: Executive Summary.....	1
Section 2: Charts and Graphs.....	9
Section 3: Benchmarks.....	43
Section 4: Priority Investment Ratings (PIR)	49
Section 5: I-S Analysis	57
Section 6: Tabular Data.....	61
Section 7: Survey Instrument.....	89

City of Oak Grove Parks and Recreation Needs Assessment Survey

City of Oak Grove Parks and Recreation Needs Assessment Survey

Oak Grove, Missouri Parks and Recreation Needs Assessment Survey Executive Summary

Overview

ETC Institute administered a needs assessment survey for the City of Oak Grove, Missouri during the early months of 2024. The purpose of the survey was to help determine parks and recreation priorities for the community.

Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Oak Grove. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Oak Grove from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The survey aimed to collect a minimum of 300 completed responses from residents, and this target was surpassed with 327 completed surveys collected. The overall results for the sample of 327 residents have a precision of at least +/- 5.31% at the 95% level of confidence.

This report contains the following:

- Executive Summary with major findings (Section 1)
- Charts showing the overall results of the survey (Section 2)
- Benchmarks (Section 3)
- Priority Investment Ratings (PIR) (Section 4)
- Importance-Satisfaction Analysis (Section 5)
- Tabular data showing the overall results for all questions on the survey (Section 6)
- A copy of the cover letter and survey instrument (Section 7)

The major findings of the survey are summarized in the following pages.

Parks/Facilities/Programs Use

Parks/Facilities Use: Respondents were asked if they lived within a 10-minute walk from a park. Fifty-seven percent (57%) responded "yes." Then, they were asked how long it would take for them to walk to the nearest park to their home. 10% selected 11-15 minutes, 24% selected 16-20 minutes, 18% selected 21-25 minutes, and 48% selected 26+ minutes.

Pedestrian Route Use: Respondents were asked if they have a pedestrian route (trails, sidewalks) to safely access the closest park to their home. 25% responded "yes."

Programs/Events Use: Twenty-nine percent (29%) responded that they have participated in a program in the past year. They also selected the amount of programs they have participated in in the past two years. 84% selected 1 to 3 programs, 15% selected 4 to 6 programs, and 1% selected 7 to 9 programs. Then, they gave ratings to the programs they participated in. 20% rated excellent, 58% rated good, 20% rated fair, and 3% rated poor.

Barriers: Respondents selected all the reasons that kept them from using any park and recreation services more often. The common reasons were: I don't know what is offered (30%), desired amenity or facility type not offered (28%), and not well maintained/lacking quality (18%).

Outside Organization

Respondents selected the organizations that they used for recreation programs and facilities. The common used organizations were: neighboring cities (62%), City of Oak Grove (59%), and churches or other religious organizations (39%).

Communication

Respondents selected all the ways they learn about the City's parks, recreation facilities, programs, and events. The common used resources were: recreation activity brochure (60%), word of mouth (57%), and city website (52%). Based on the sum of top three choices, the most common used resources were: recreation activity brochure (49%), emails (40%), and social media (40%).

Benefits, Importance, and Improvements to Parks and Recreation

Agreement: Respondents rated their level of agreement with the following statements concerning some potential benefits of the City's parks and recreation services. The most agreed statements were: improve my (my household's) physical health & fitness (75%), preserve open space & protect the environment (73%), and make Oak Grove a more desirable place to live (72%).

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3

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4

Importance: Respondents rated how important it is for the City to provide high quality parks and recreation programs and facilities. 70% felt it was very important, 24% felt it was somewhat important, 5% were neutral, 0% felt it was not important, and 1% felt it was not at all important.

Additional Findings

Satisfaction: Respondents rated their level of satisfaction with the overall value your household receives from the City's parks and recreation department. 12% rated very satisfied, 35% rated somewhat satisfied, 31% rated neutral, 15% rated somewhat dissatisfied, and 7% rated very dissatisfied.

Recreation Facilities/Amenities Needs and Priorities

Facility Needs: Respondents were asked to identify if their household had a need for 33 recreation facilities and amenities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

The three facilities with the highest percentage of households that have an unmet need:

1. Walking & biking trails
2. Restrooms
3. Outdoor swimming pool

Facility Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

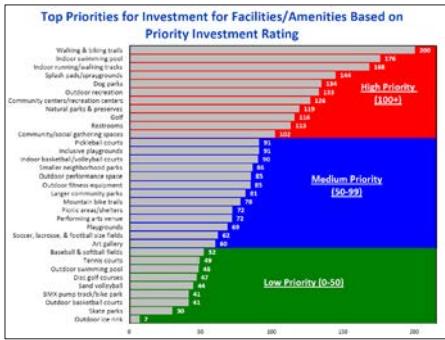
1. Walking & biking trails
2. Indoor swimming pool
3. Dog parks
4. Indoor running/walking tracks

Priorities for Facility Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facilities. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based on the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Walking & biking trails (PIR=200)
- Indoor swimming pool (PIR=176)
- Indoor running/walking tracks (PIR=168)
- Splash pads/spraygrounds (PIR=144)
- Dog parks (PIR=134)
- Outdoor recreation (PIR=133)

The chart below shows the Priority Investment Rating for each of the 33 facilities assessed in the survey.



Recreation Programs Needs and Priorities

Programs Needs: Respondents were asked to identify if their household had a need for 20 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

The three programs with the highest percentage of households that have an unmet need:

1. Farmers market
2. Adult fitness & wellness
3. Outdoor adventure/nature programs

Program Importance: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four facilities that ranked most important to residents:

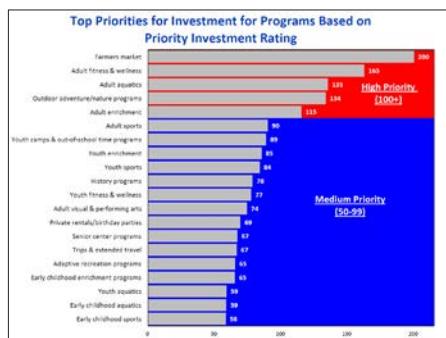
1. Farmers market
2. Adult fitness & wellness
3. Adult aquatics
4. Outdoor adventure/nature programs

Priorities for Program Investments: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the programs. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based on the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Farmers market (PIR=200)
- Adult fitness & wellness (PIR=163)
- Adult aquatics (PIR=135)
- Outdoor adventure/nature programs (PIR=134)
- Adult enrichment (PIR=115)

The chart on the next page shows the Priority Investment Rating for each of the 20 programs assessed in the survey.



Investment Priorities

Recommended Priorities. In order to help the City identify investment priorities, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each park and facility and the level of satisfaction with each park and facility. By identifying services of high importance and low satisfaction, the analysis identified which parks and facilities will have the most impact on overall satisfaction with the parks and recreation parks and facilities in the future. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in parks and facilities with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 5 of this report.

Overall Priorities for the Parks/Facilities by Major Category. This analysis reviewed the importance of and satisfaction with the parks and facilities. This analysis was conducted to help set the overall priorities for the parks and facilities. Based on the results of this analysis, the facilities that are recommended as the top priorities in order to raise the parks and facilities' overall satisfaction rating are listed below:

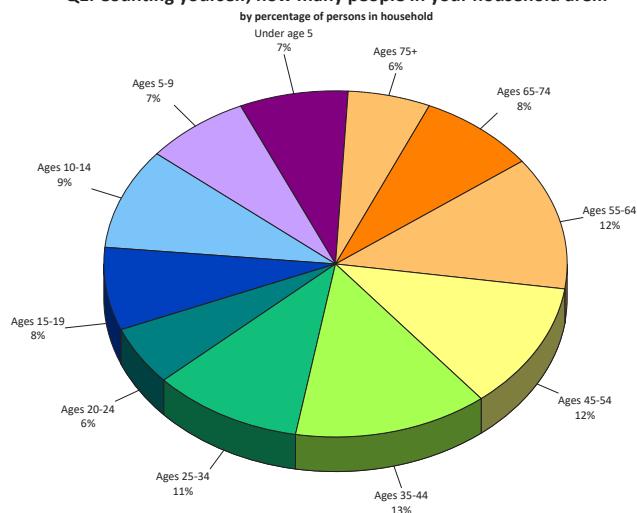
- Webb Park (I-S = 0.19)
- Frick Park (I-S = 0.16)
- Caraway Park (I-S = 0.14)

The table below shows the Importance-Satisfaction rating for the seven major categories of parks and recreation parks/facilities that were rated.

Category of Service	2024 Importance-Satisfaction Rating					
	Most Important %	Most Important Rank	Satisfaction %			
High Priority (10-20)						
Webb Park	50%	1	67%	3	0.28	1
Frick Park	50%	2	72%	4	0.34	2
Caraway Park	50%	3	67%	2	0.34	3
Low Priority (0-10)						
Other Recreational Facility	40%	3	76%	2	0.22	4
Other Recreational Facility	20%	6	76%	3	0.06	5
Other Recreational Facility	20%	4	67%	1	0.06	6
Other Recreational Facility	20%	7	67%	4	0.06	7

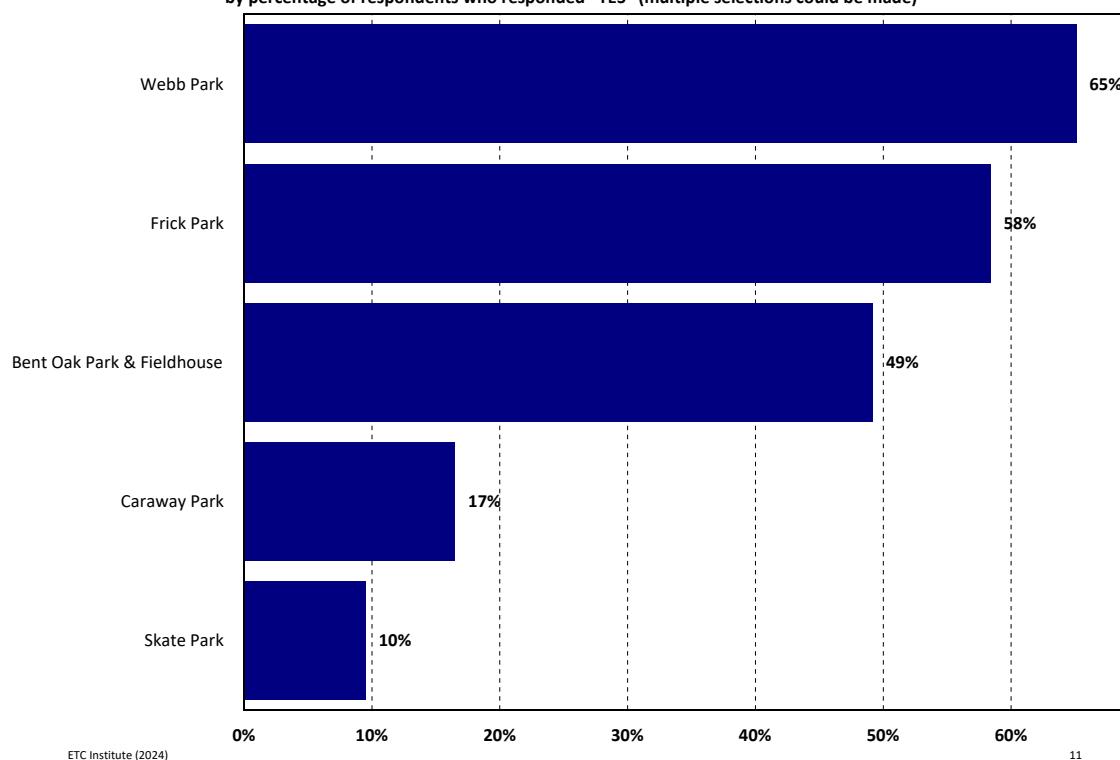
2 Charts and Graphs

Q1. Counting yourself, how many people in your household are...



Q2(1-5). Parks: Please indicate if you/your household used the following parks and facilities provided by the City of Oak Grove during the past 2 years.

by percentage of respondents who responded "YES" (multiple selections could be made)

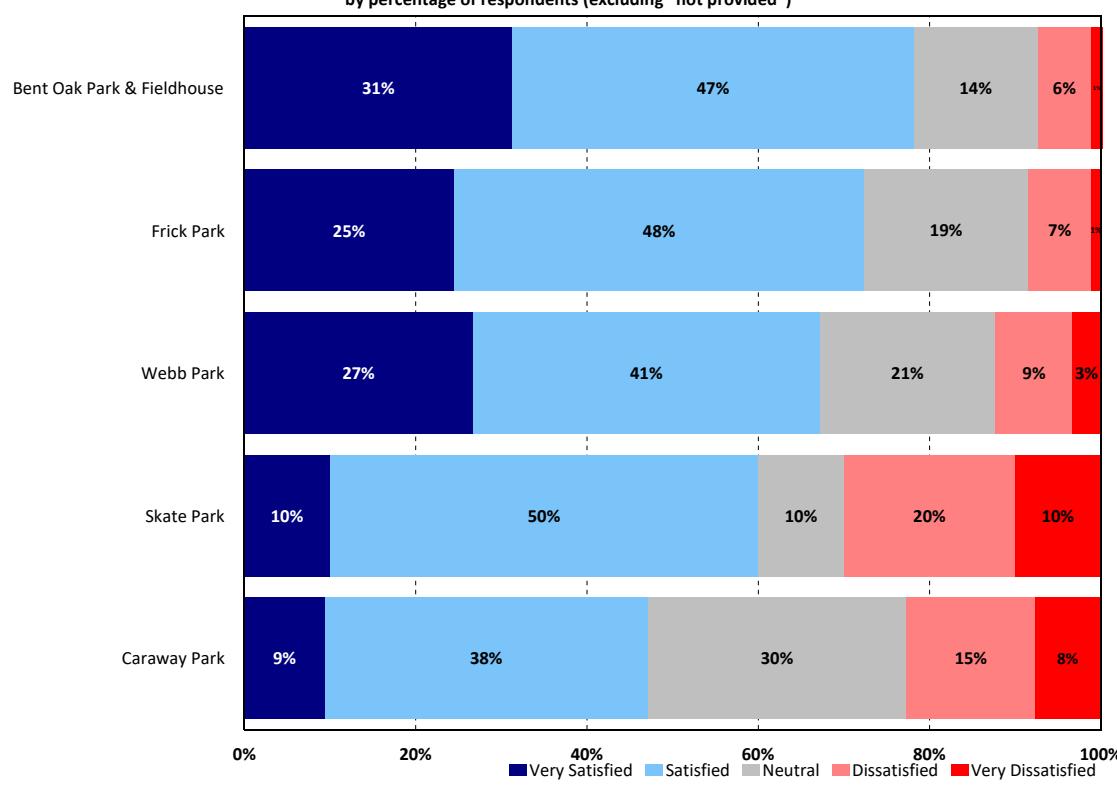


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11

Q2(1-5). Parks: If you do use the park, please rate your overall satisfaction.

by percentage of respondents (excluding "not provided")

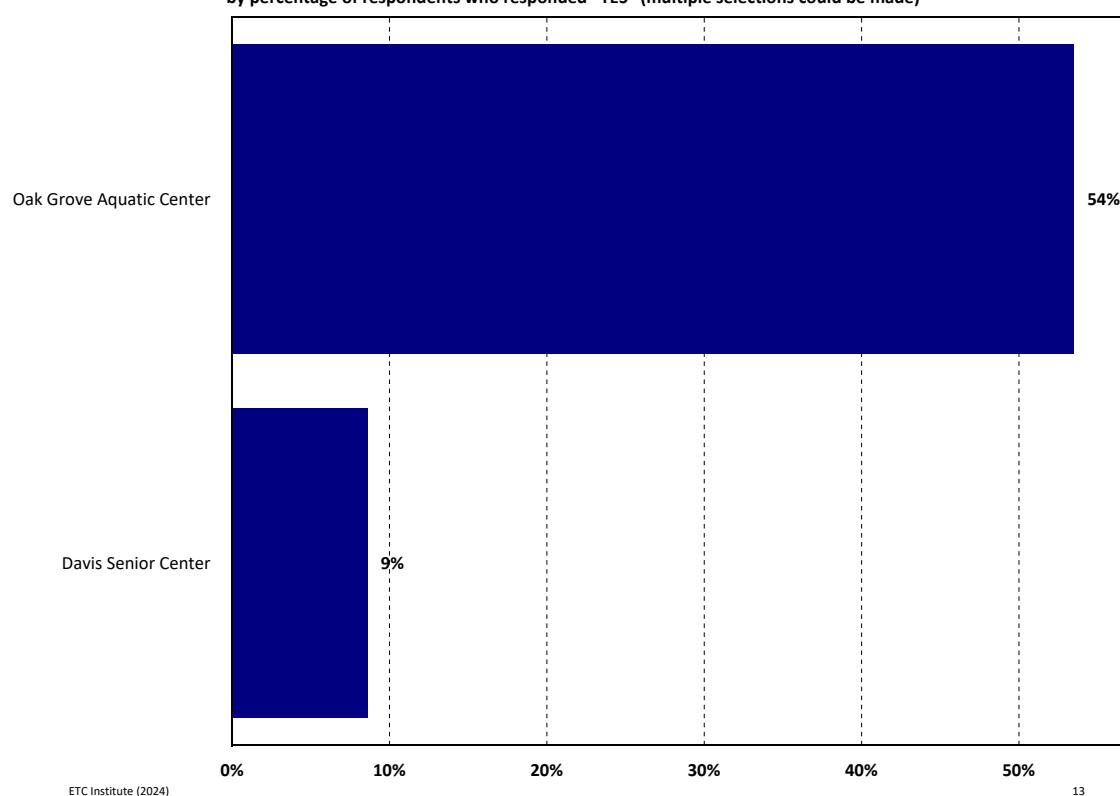


ETC Institute (2024)

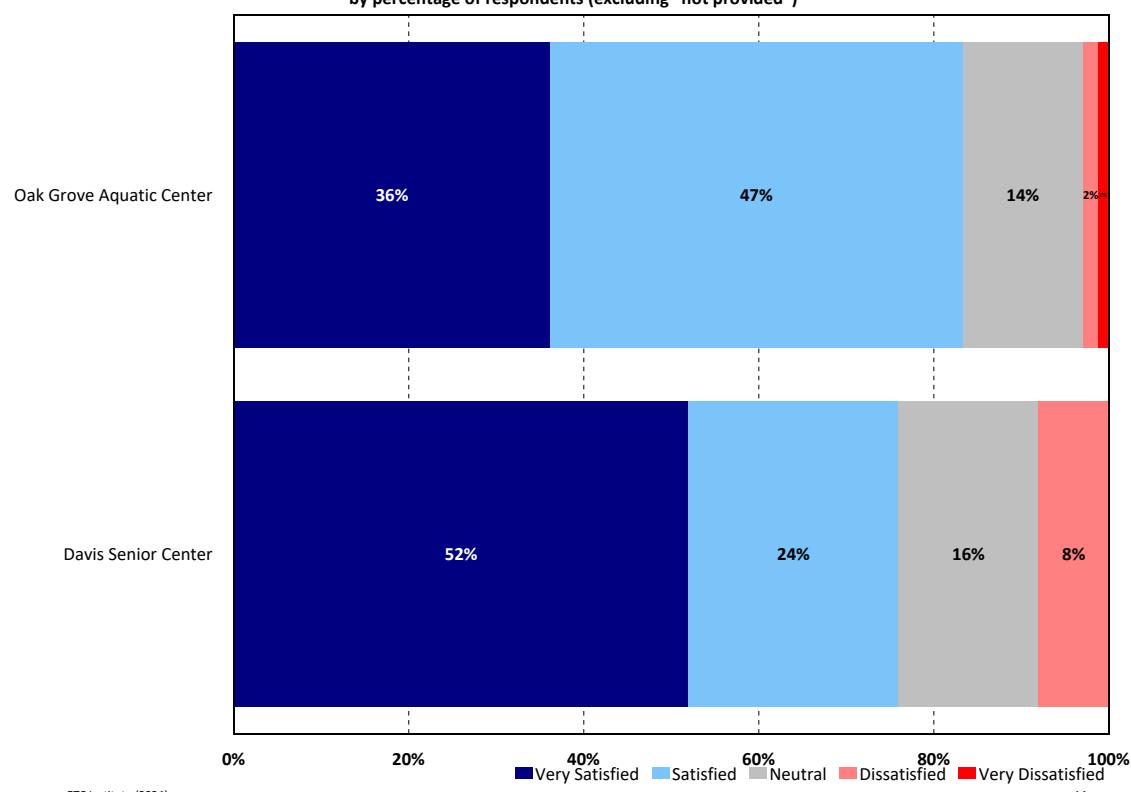
12

Q2(6-7). Facilities: Please indicate if you/your household used the following facilities.

by percentage of respondents who responded "YES" (multiple selections could be made)

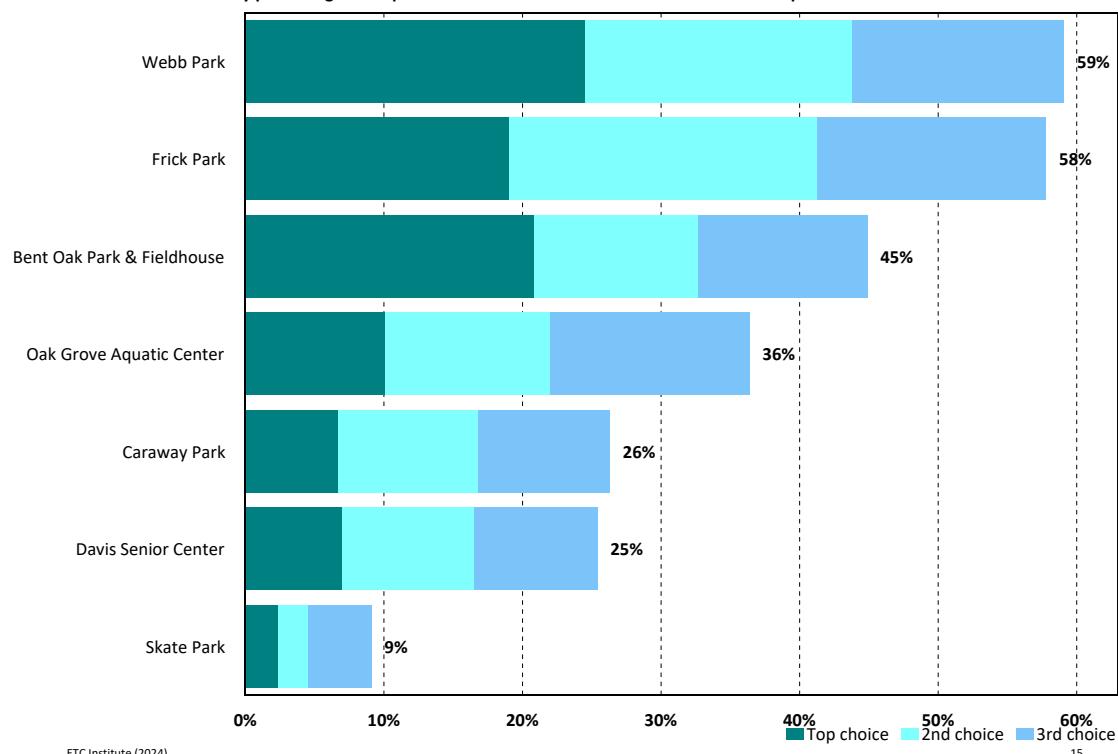
**Q2(6-7). Facilities: If you do use the facility, please rate your overall satisfaction.**

by percentage of respondents (excluding "not provided")



Q3. Which three of these parks/facilities should the City of Oak Grove place the greatest emphasis on over the next two years?

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

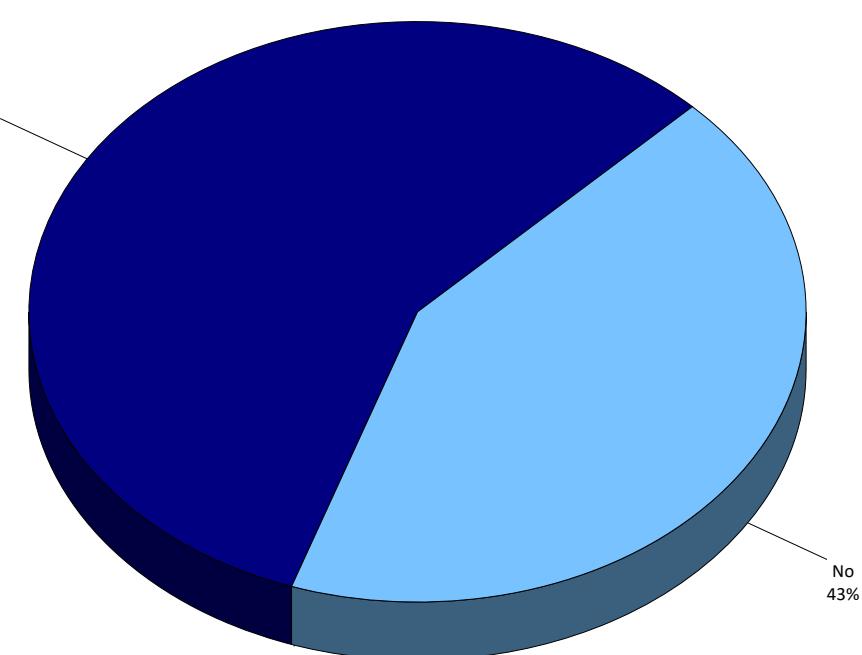


ETC Institute (2024)

15

Q4. Do you live within a 10-minute walk from a park?

by percentage of respondents (excluding "not provided")

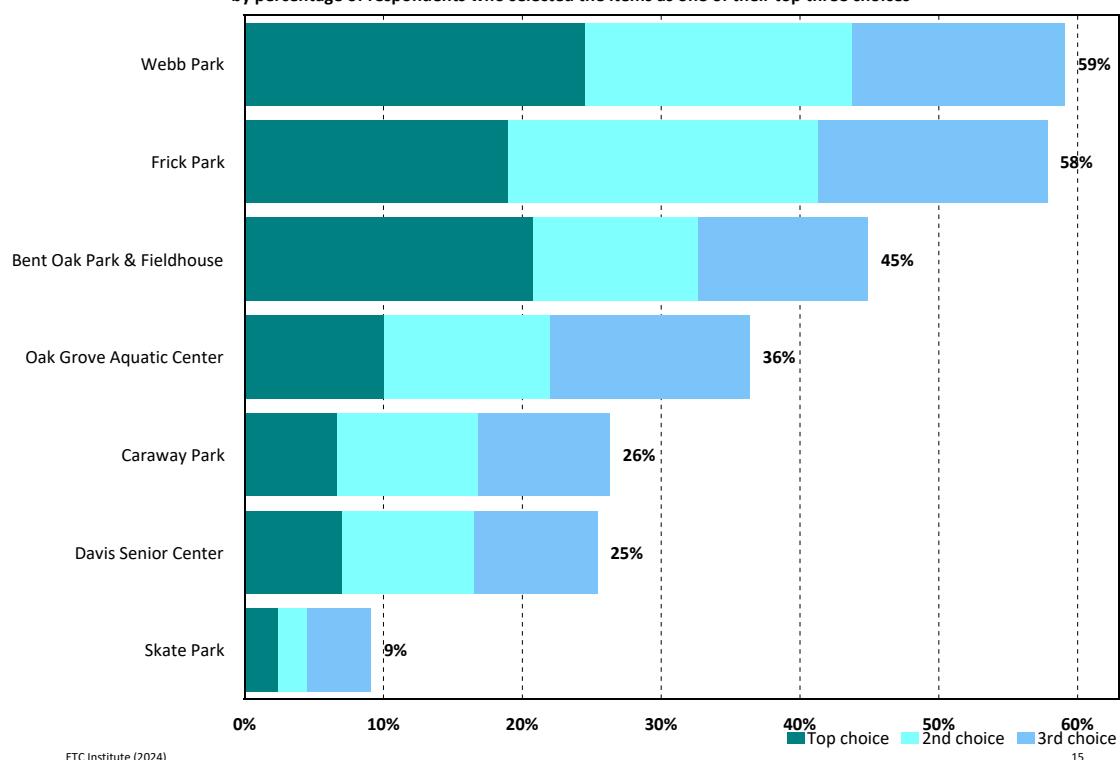


ETC Institute (2024)

16

Q3. Which three of these parks/facilities should the City of Oak Grove place the greatest emphasis on over the next two years?

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

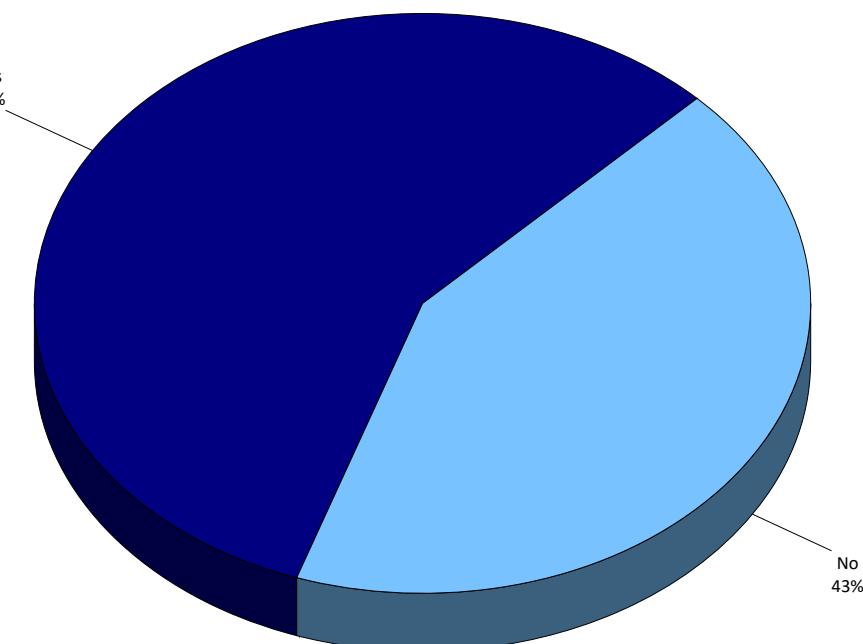


ETC Institute (2024)

15

Q4. Do you live within a 10-minute walk from a park?

by percentage of respondents (excluding "not provided")

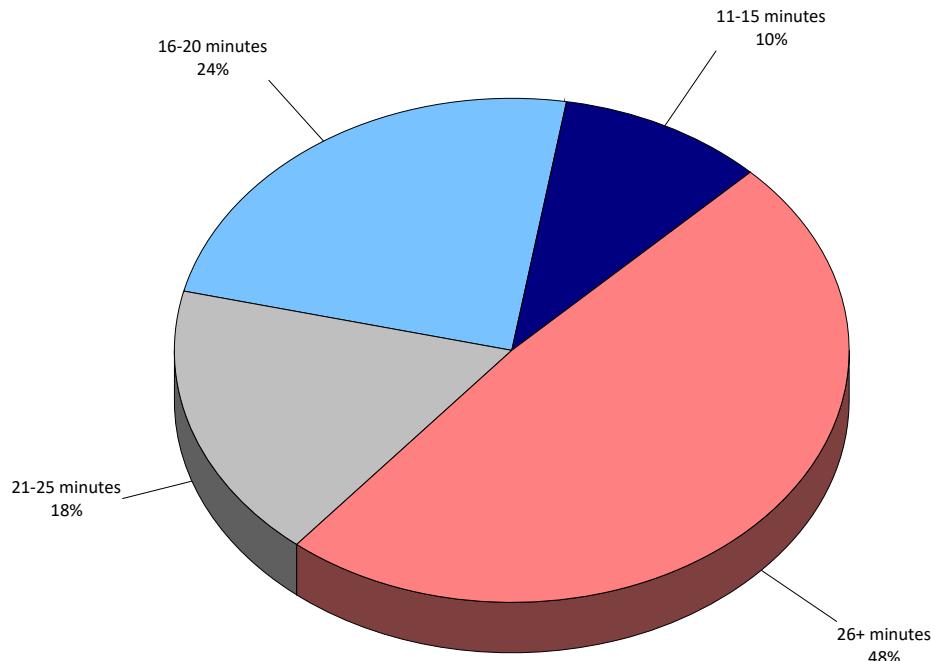


ETC Institute (2024)

16

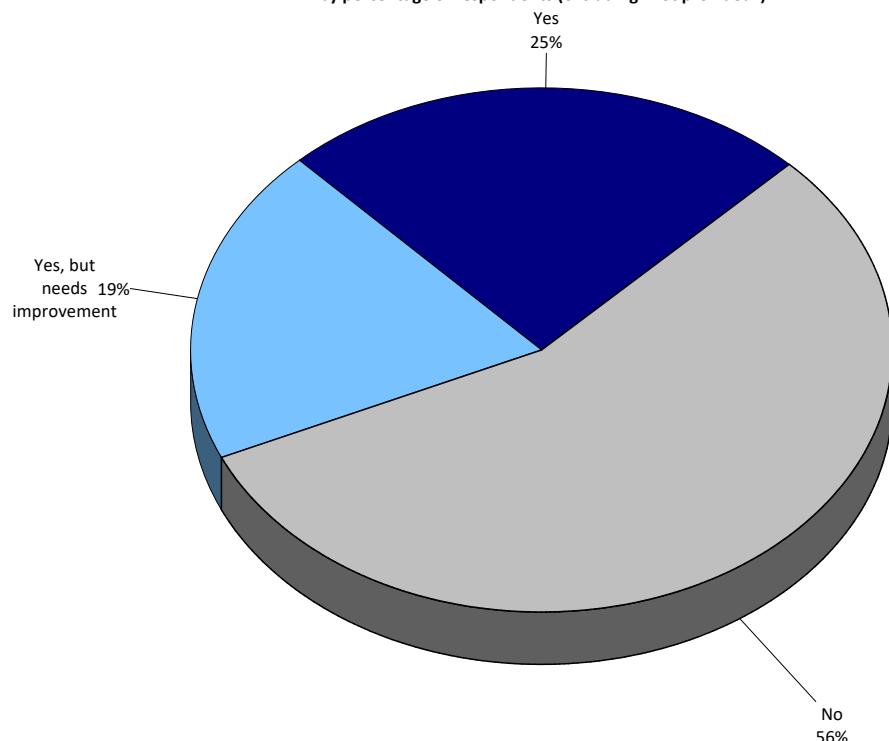
Q4b. Approximately how long would it take for you to walk to the nearest park to your home?

by percentage of respondents (excluding "not provided")



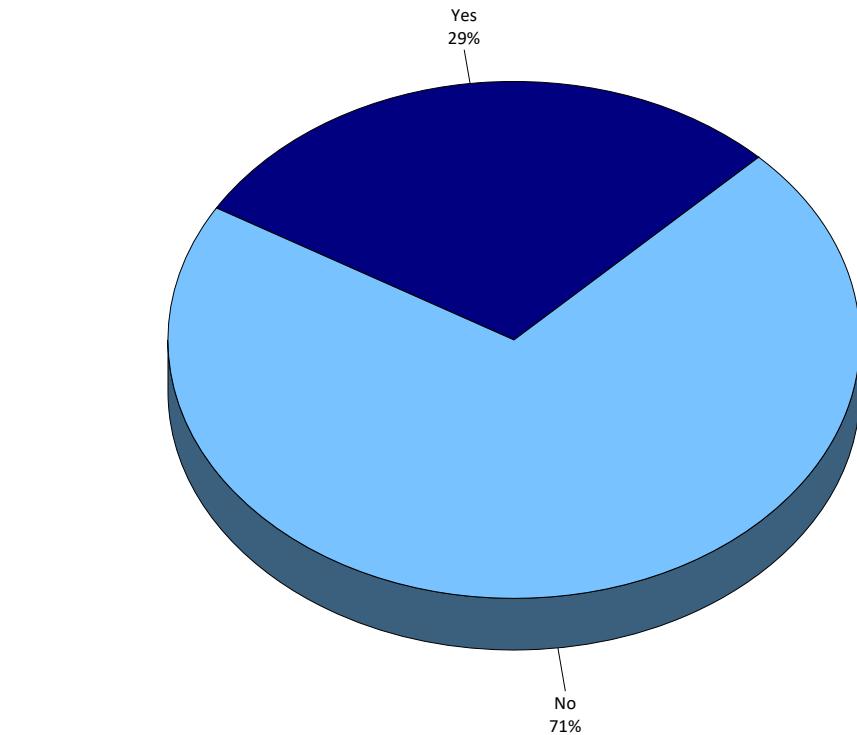
Q5. Do you have a pedestrian route (trails, sidewalks) to safely access the closest park to your home?

by percentage of respondents (excluding "not provided")



Q6. Have you/your household participated in any recreation programs offered by the City of Oak Grove during the past 2 years?

by percentage of respondents

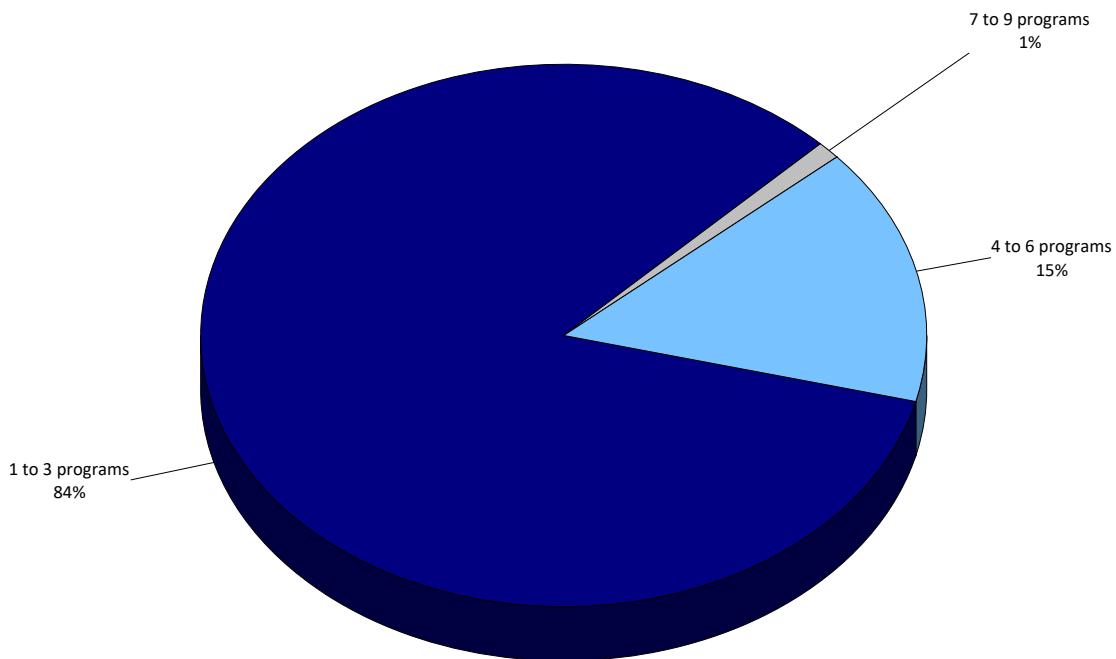


ETC Institute (2024)

19

Q6a. Approximately how many different recreation programs offered by the City of Oak Grove have you/your household participated in over the past 2 years?

by percentage of respondents (excluding "not provided")

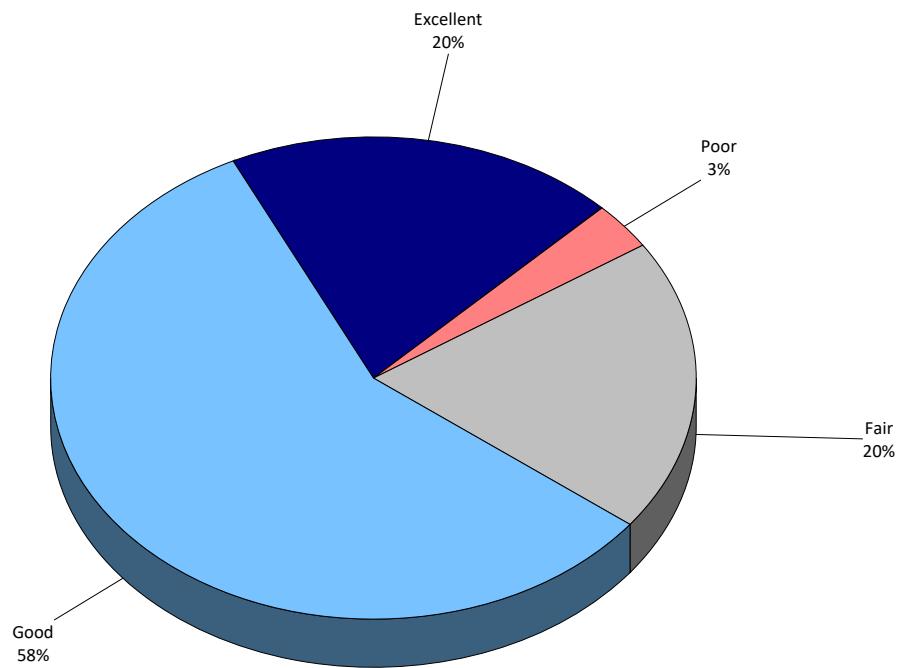


ETC Institute (2024)

20

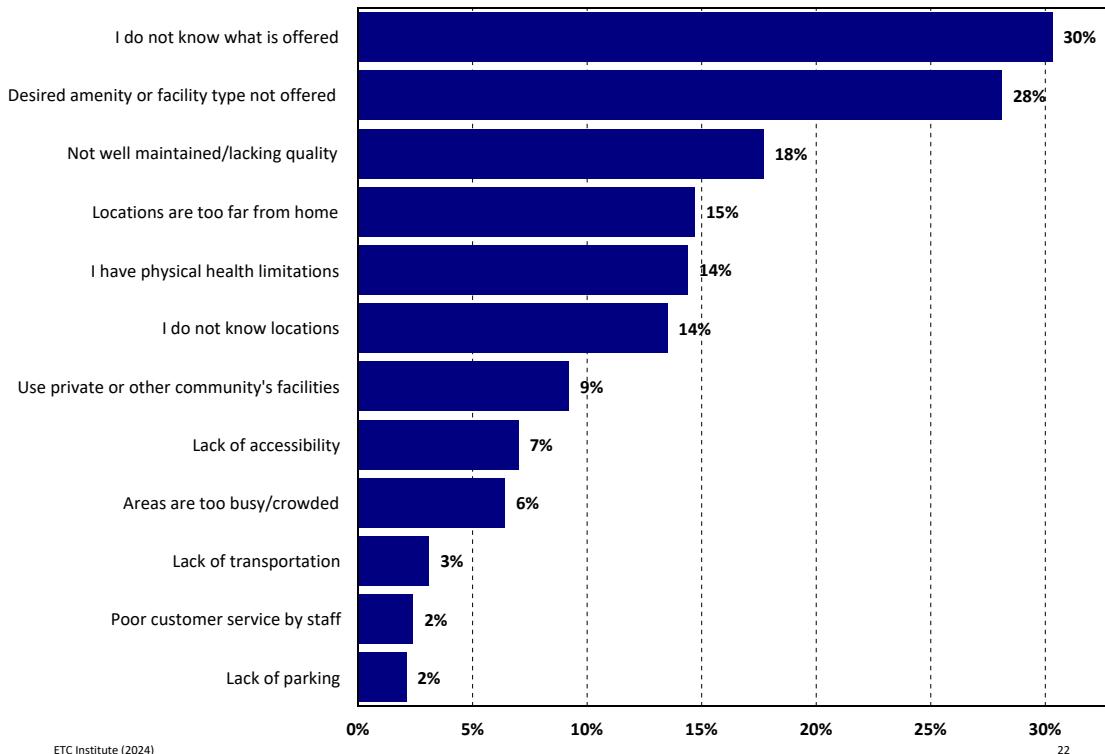
Q6b. Overall, how would you rate the quality of programs in which you/your household have participated?

by percentage of respondents (excluding "not provided")



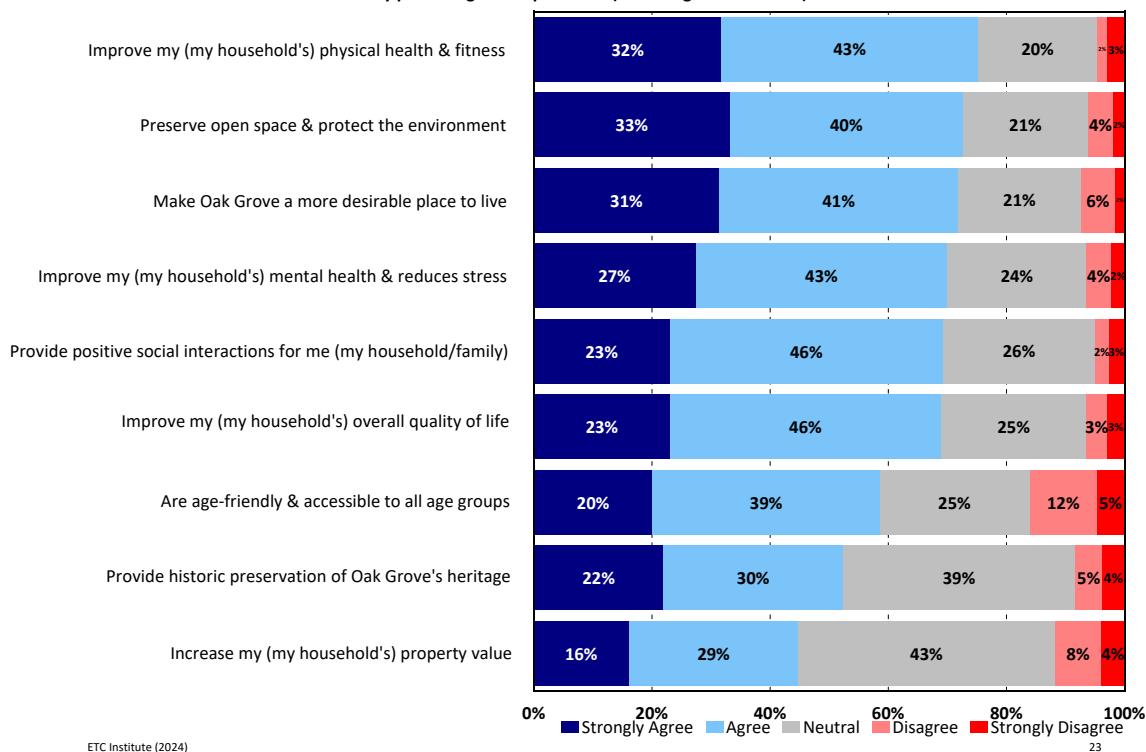
Q7. Please check all the reasons that prevent you/your household from using parks, trails, recreation facilities, or programs in the City of Oak Grove more often.

by percentage of respondents (multiple selections could be made)



Q8. Please rate your level of agreement with the following statements about some potential benefits of Oak Grove's Parks and Recreation services.

by percentage of respondents (excluding "don't know")

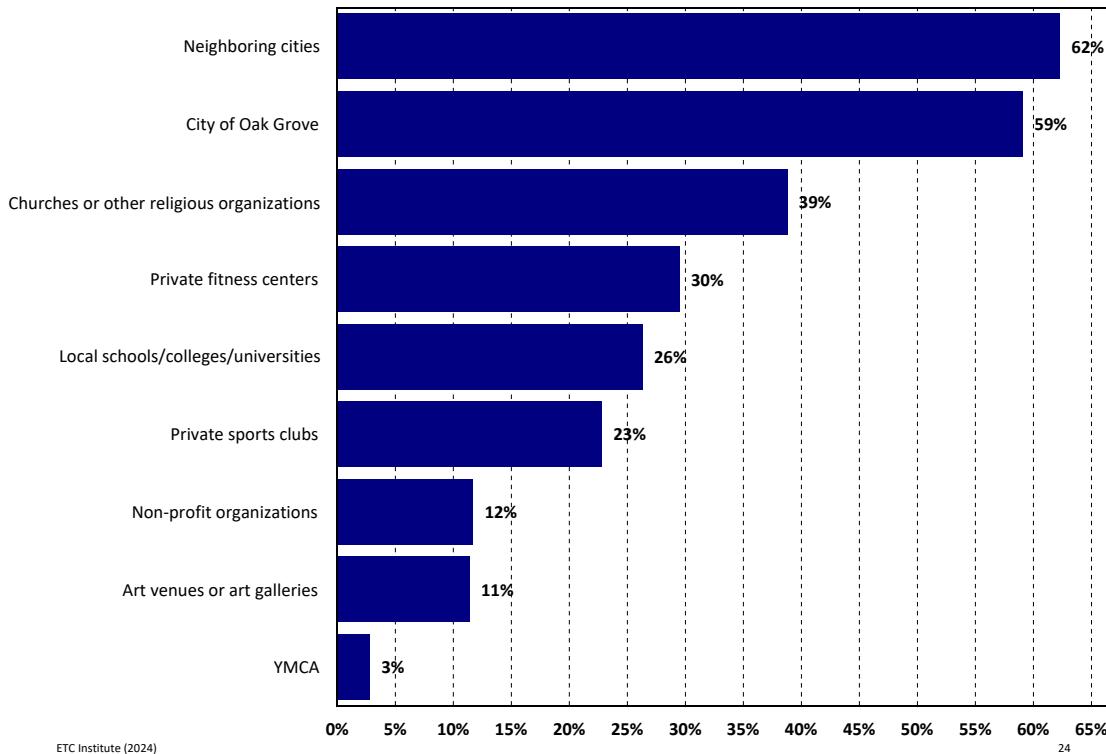


ETC Institute (2024)

23

Q9. Please check all the organizations you/your household use for recreation programs and facilities.

by percentage of respondents (multiple selections could be made; excluding "none of these")

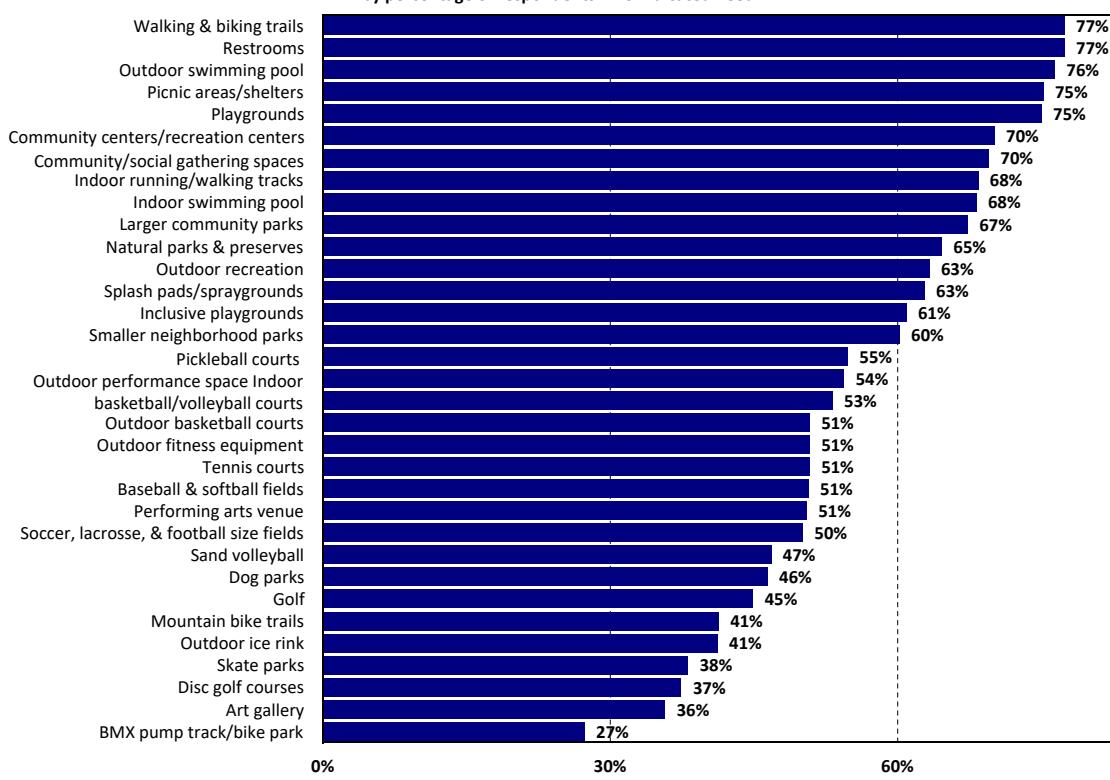


ETC Institute (2024)

24

Q10. Need for facilities/amenities.

by percentage of respondents who indicated need

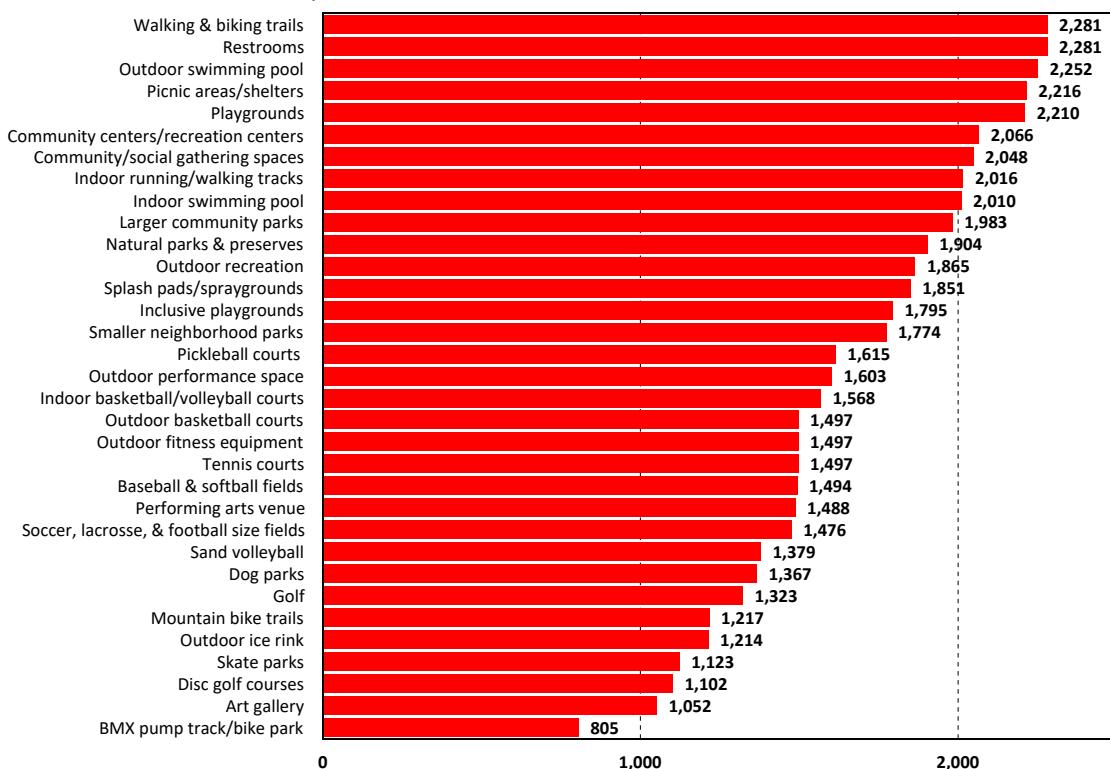


ETC Institute (2024)

25

Q10. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 2,947 households

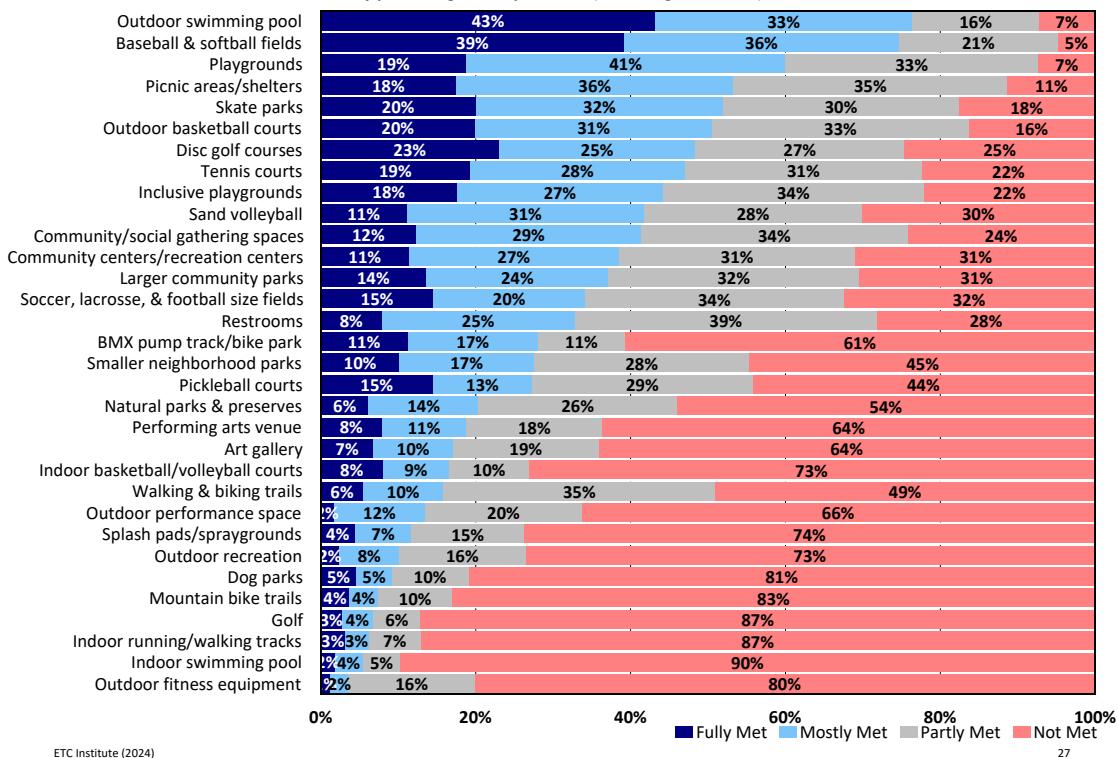


ETC Institute (2024)

26

Q10. Please indicate how well your needs are being met for each of the facilities/amenities.

by percentage of respondents (excluding "no need")

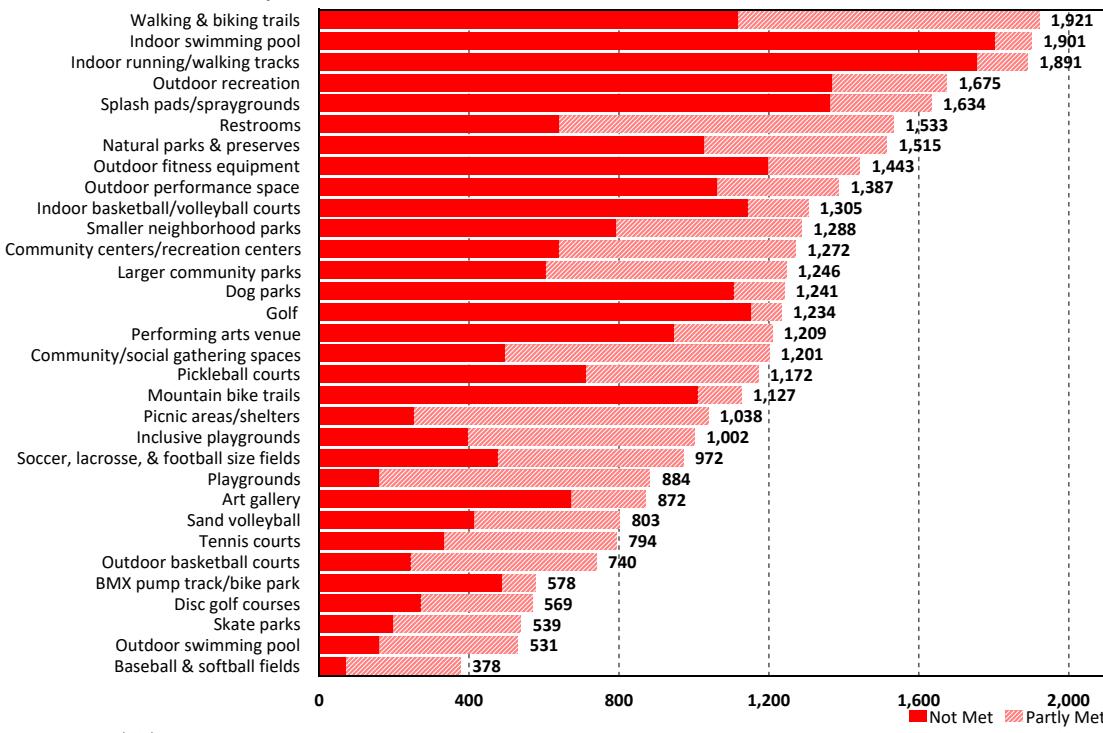


ETC Institute (2024)

27

Q10c. Estimated number of households whose facility/amenity needs are only "partly met" or "not met"

by number of households with need based on an estimated 2,947 households

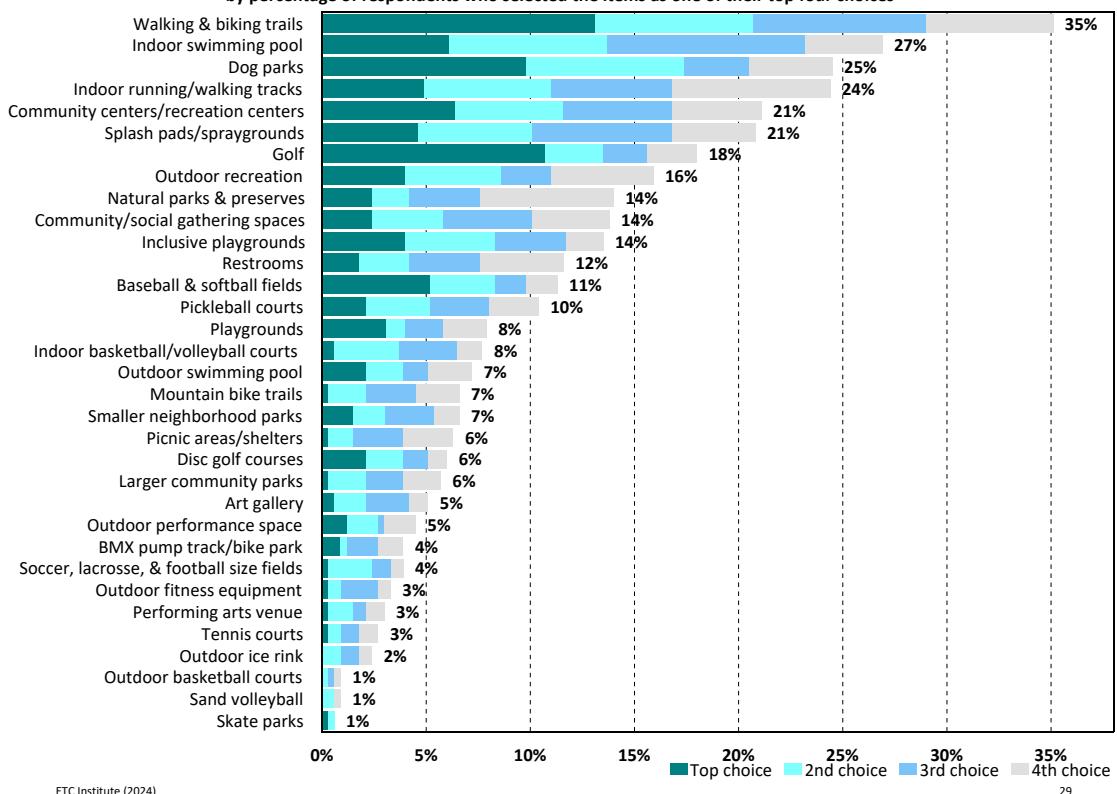


ETC Institute (2024)

28

Q11. Which four facilities/amenities are most important to your household?

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

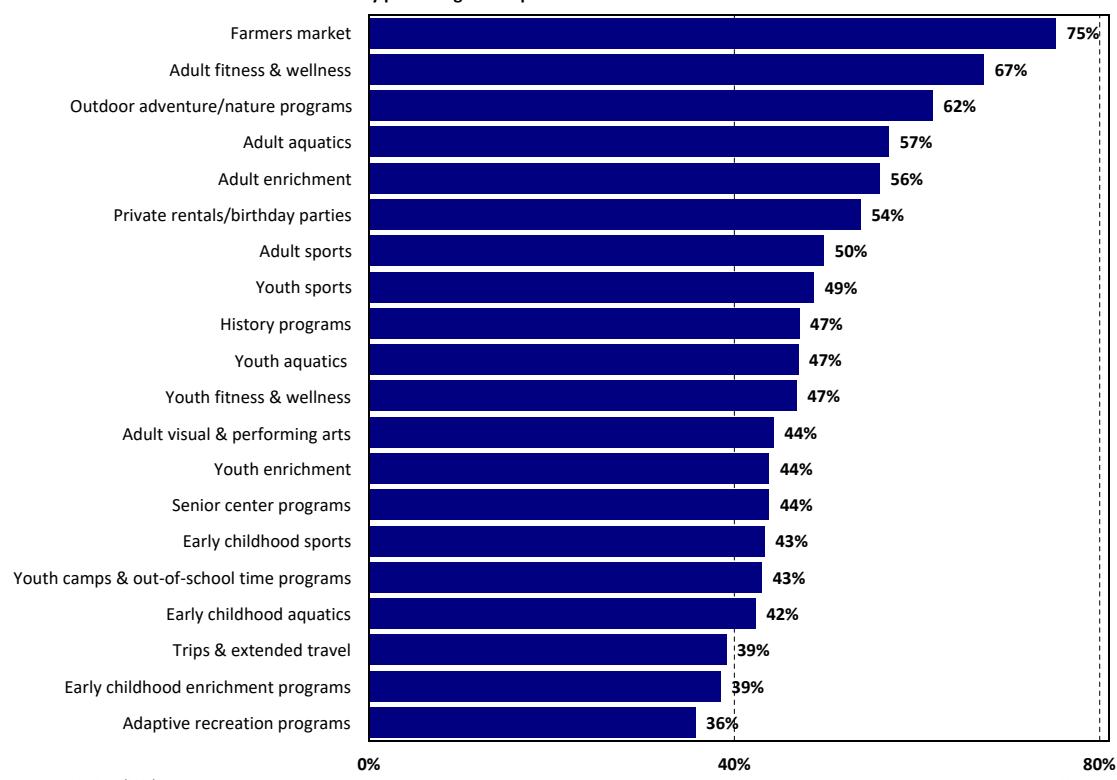


ETC Institute (2024)

29

Q12. Need for programs.

by percentage of respondents who indicated need

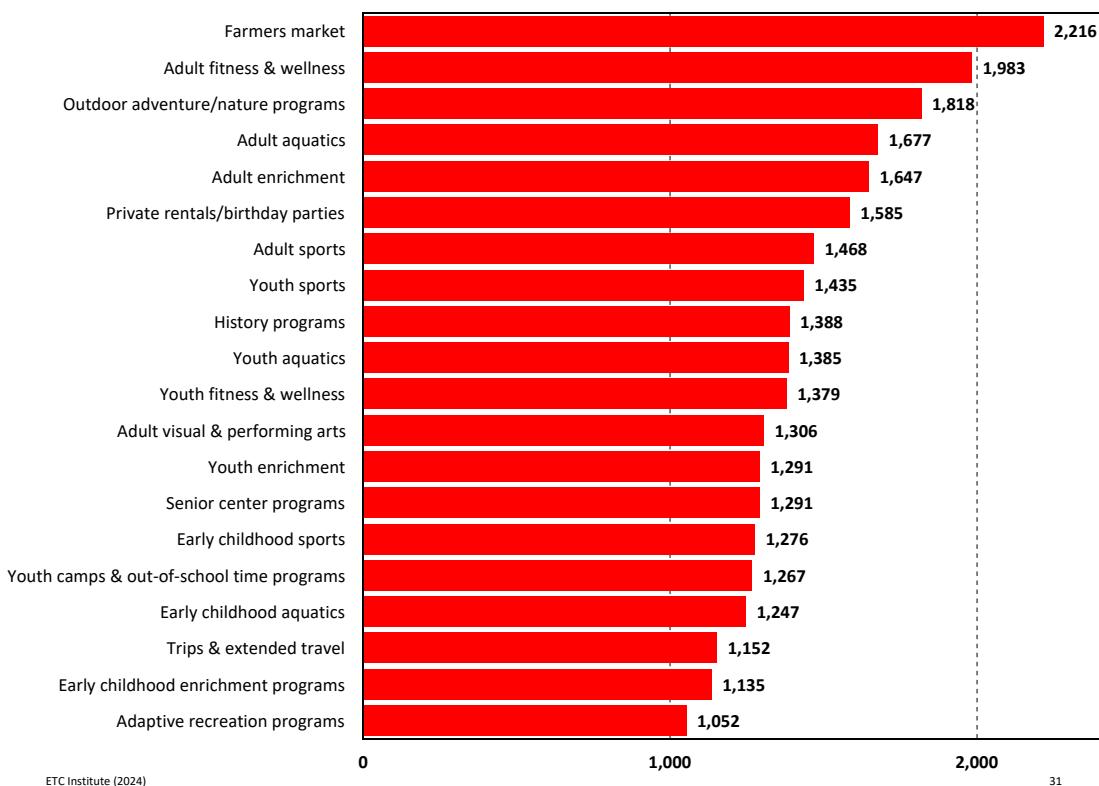


ETC Institute (2024)

30

Q12. Estimated number of households who have a need for programs

by number of households based on an estimated 2,947 households

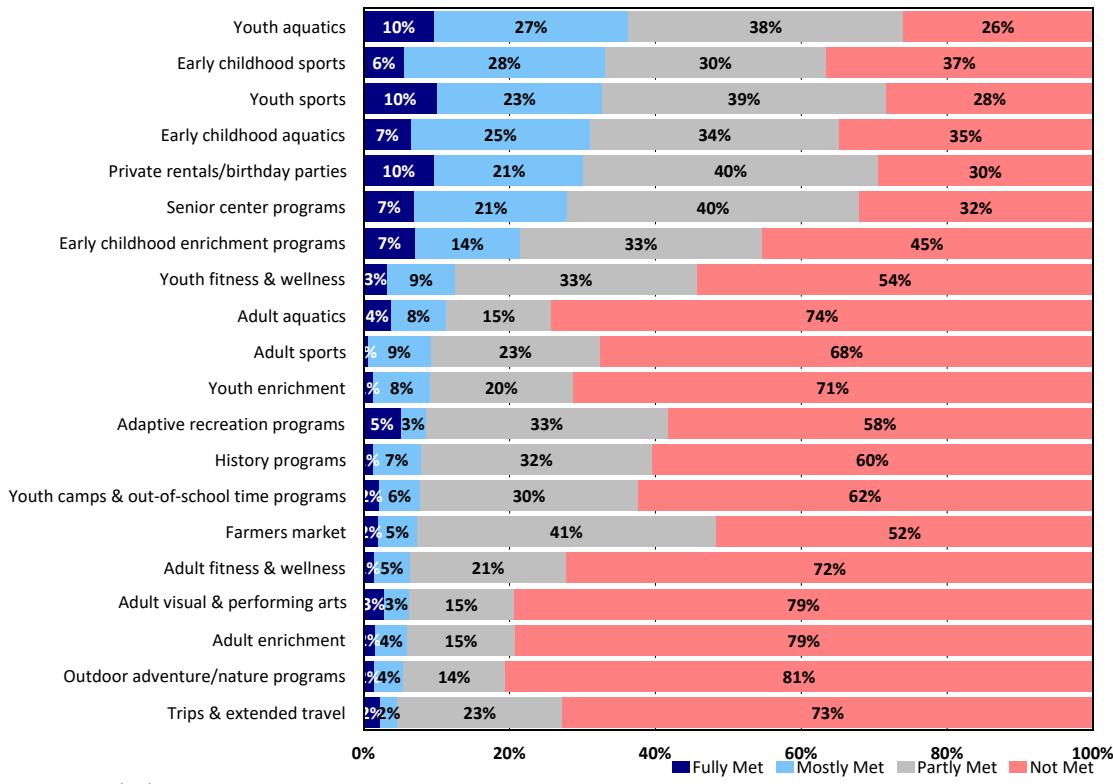


ETC Institute (2024)

31

Q12. Please indicate how well your needs are being met for each of the programs.

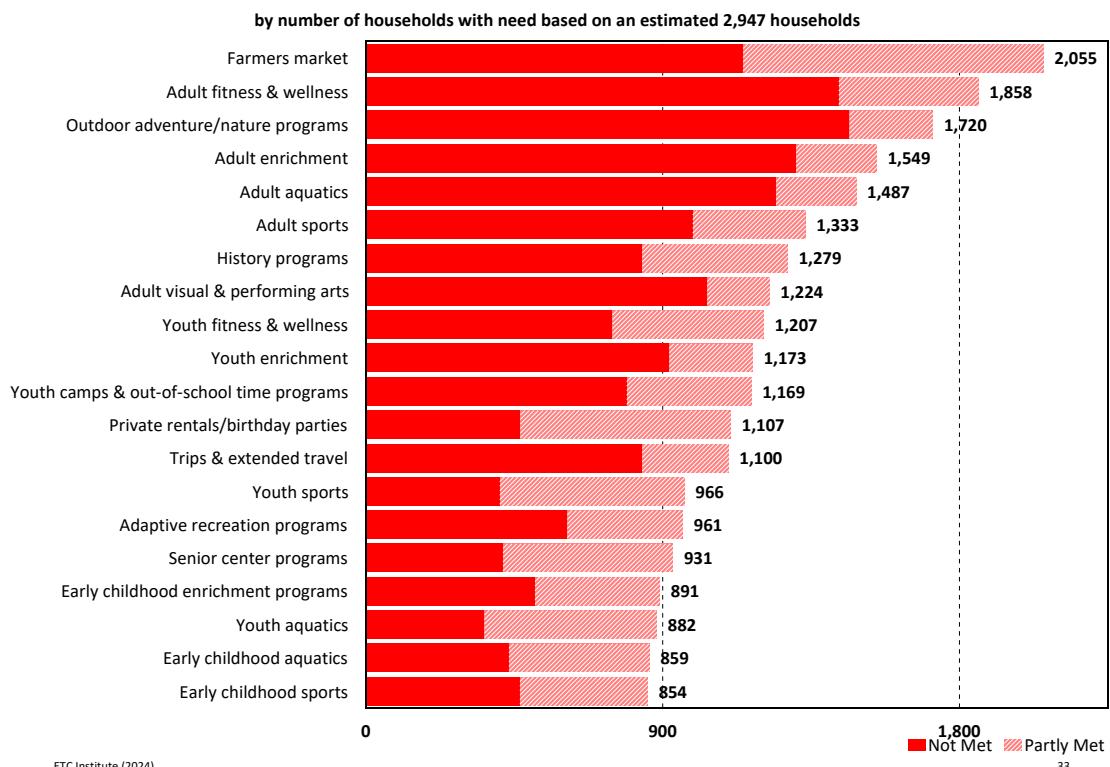
by percentage of respondents (excluding "no need")



ETC Institute (2024)

32

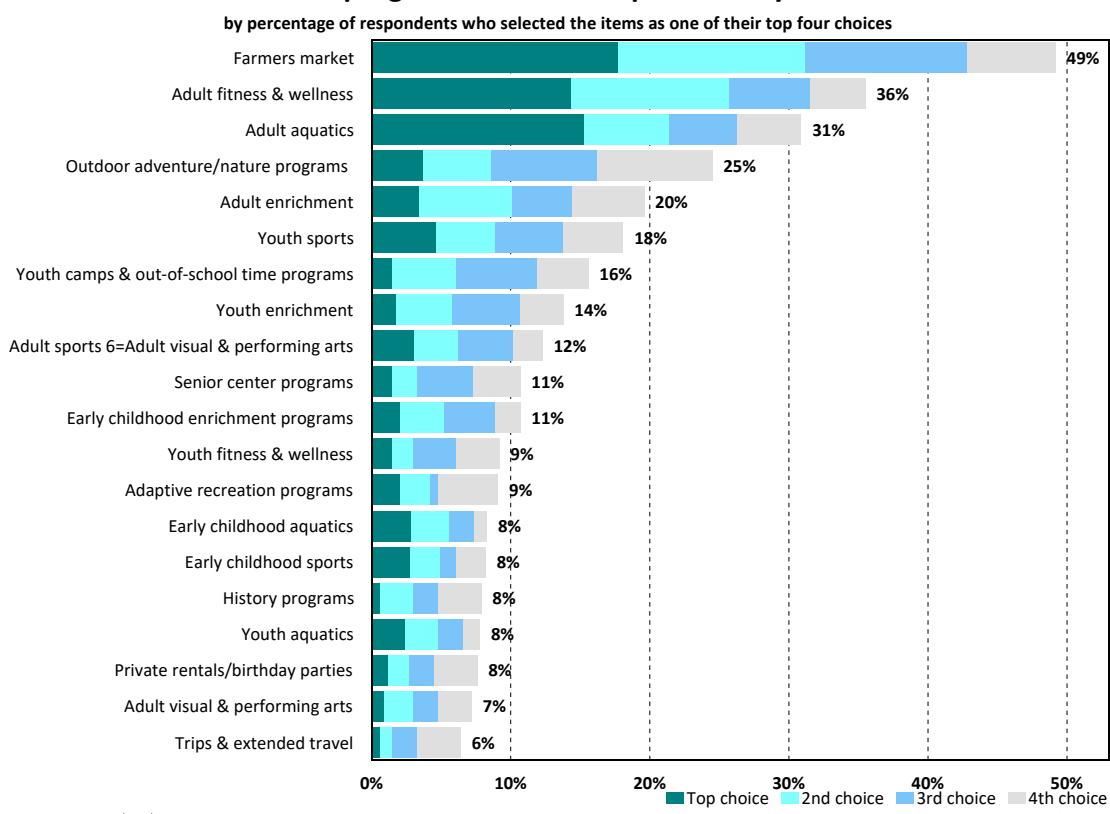
Q12c. Estimated number of households whose program needs are only “partly met” or “not met”



ETC Institute (2024)

33

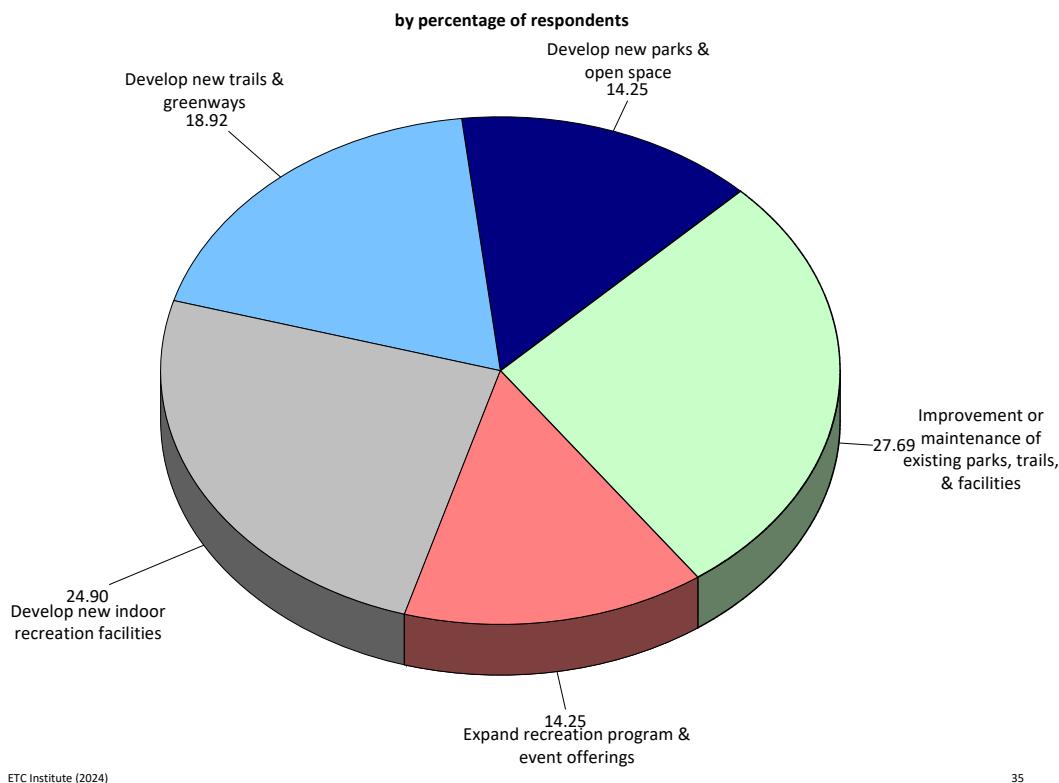
Q13. Which four programs are most important to your household?



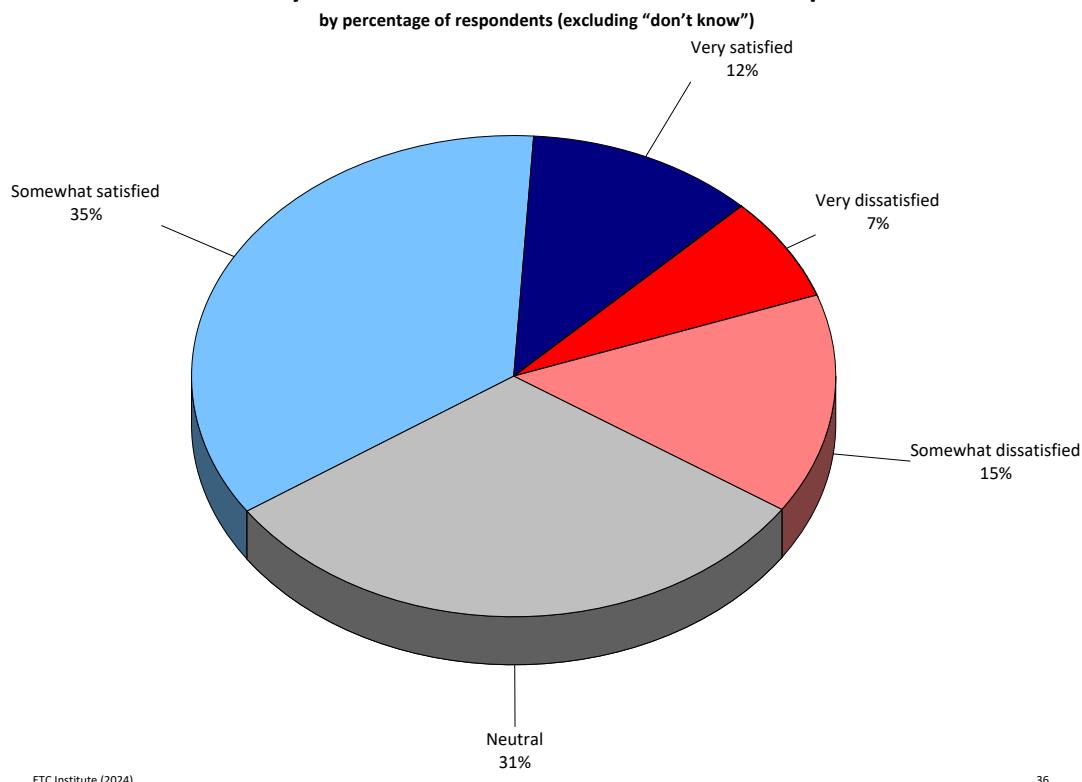
ETC Institute (2024)

34

Q14. If you had an additional \$100, how would you allocate the funds among the parks and recreation categories listed below?

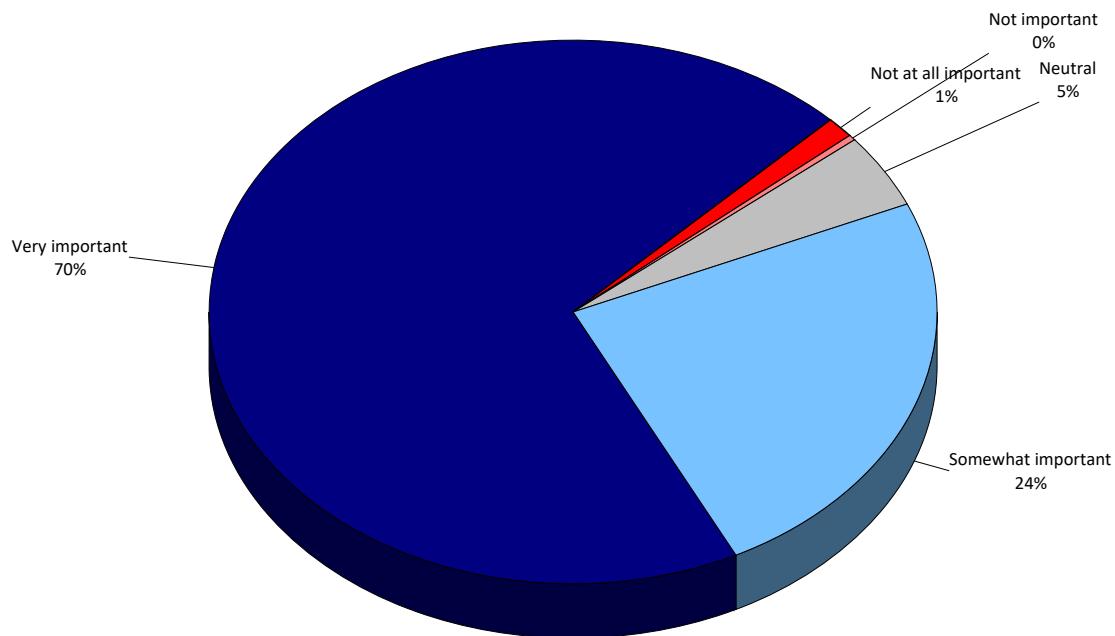


Q15. Please rate your satisfaction with the overall value your household receives from the City of Oak Grove Parks and Recreation Department.



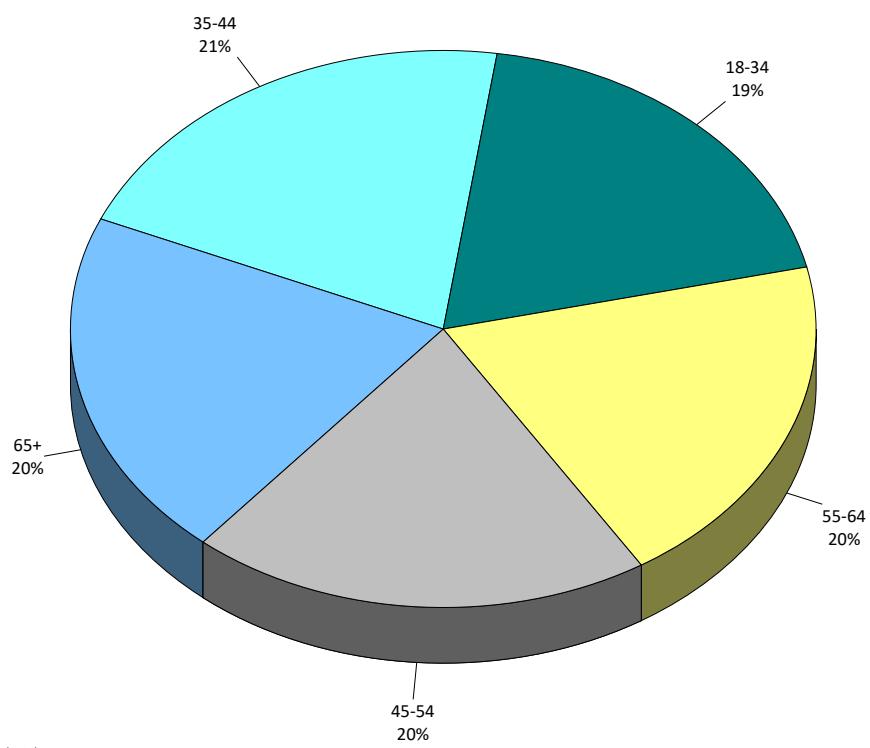
Q16. How important do you believe it is for the City of Oak Grove to provide high quality parks and recreation programs and facilities?

by percentage of respondents (excluding "don't know")

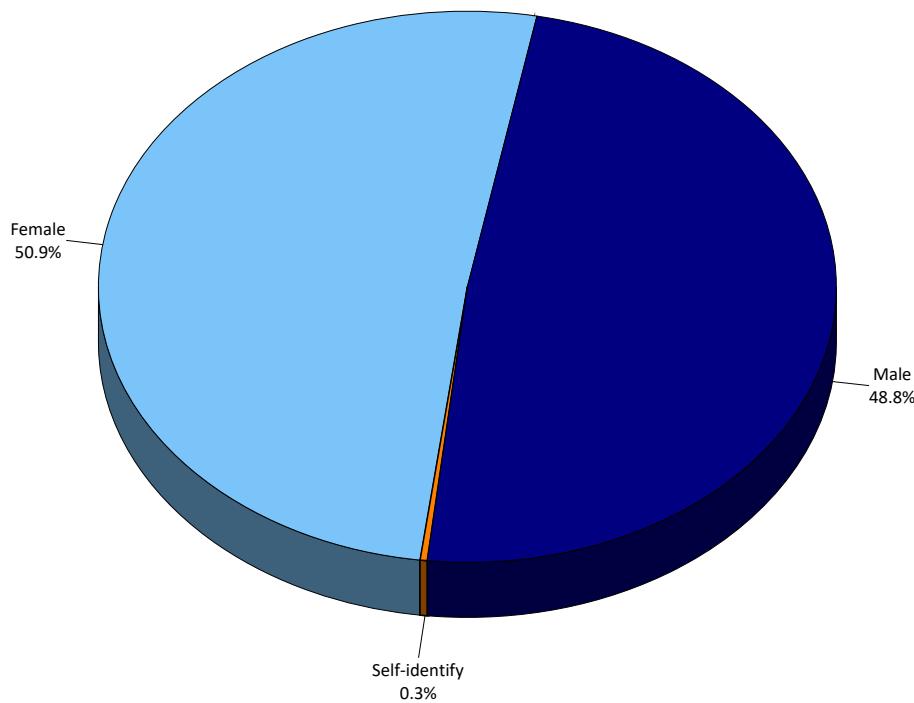


Q17. What is your age?

by percentage of respondents (excluding "not provided")



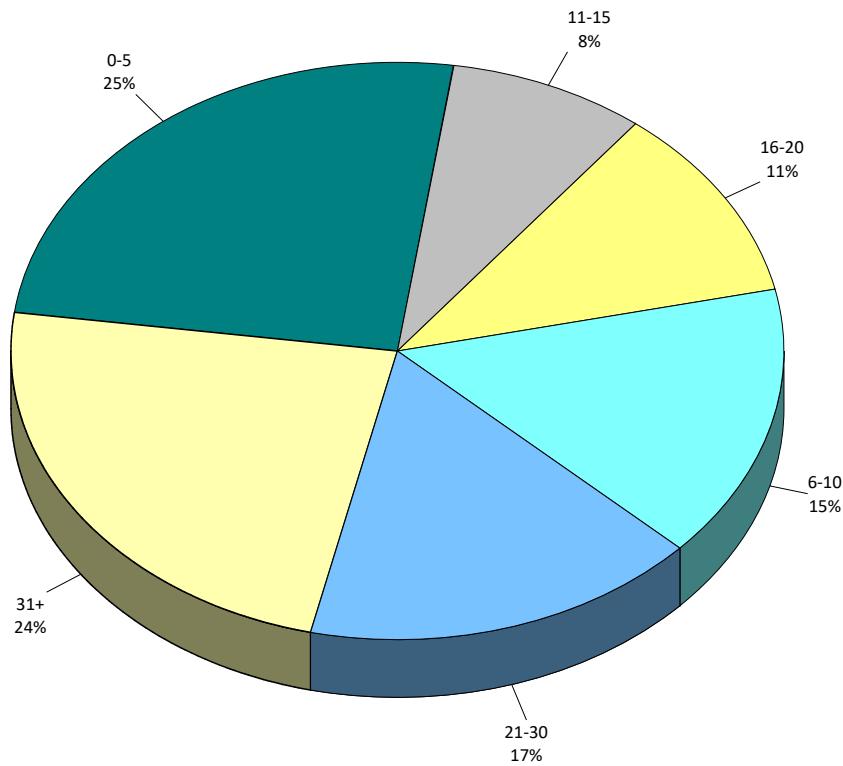
Q18. Your gender:
by percentage of respondents (excluding "not provided")



ETC Institute (2024)

39

Q19. How many years have you lived in the City of Oak Grove?
by percentage of respondents (excluding "not provided")

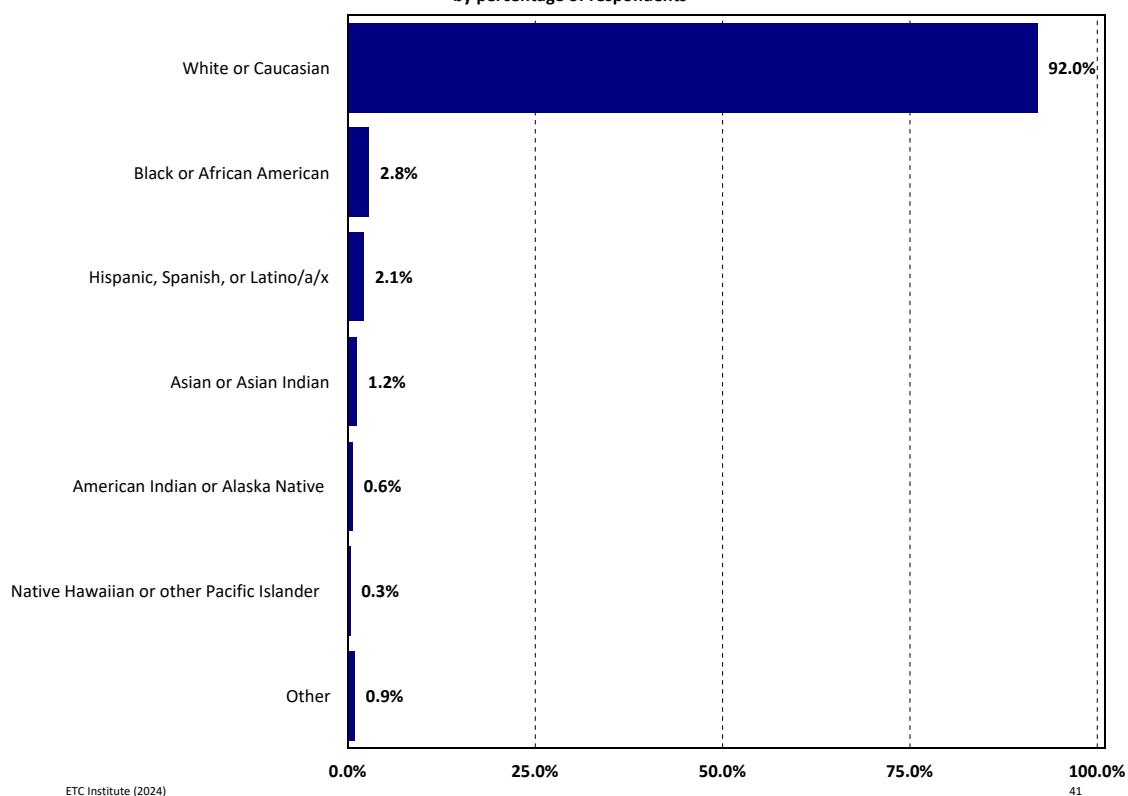


ETC Institute (2024)

40

Q20. Which of the following best describes your race/ethnicity?

by percentage of respondents

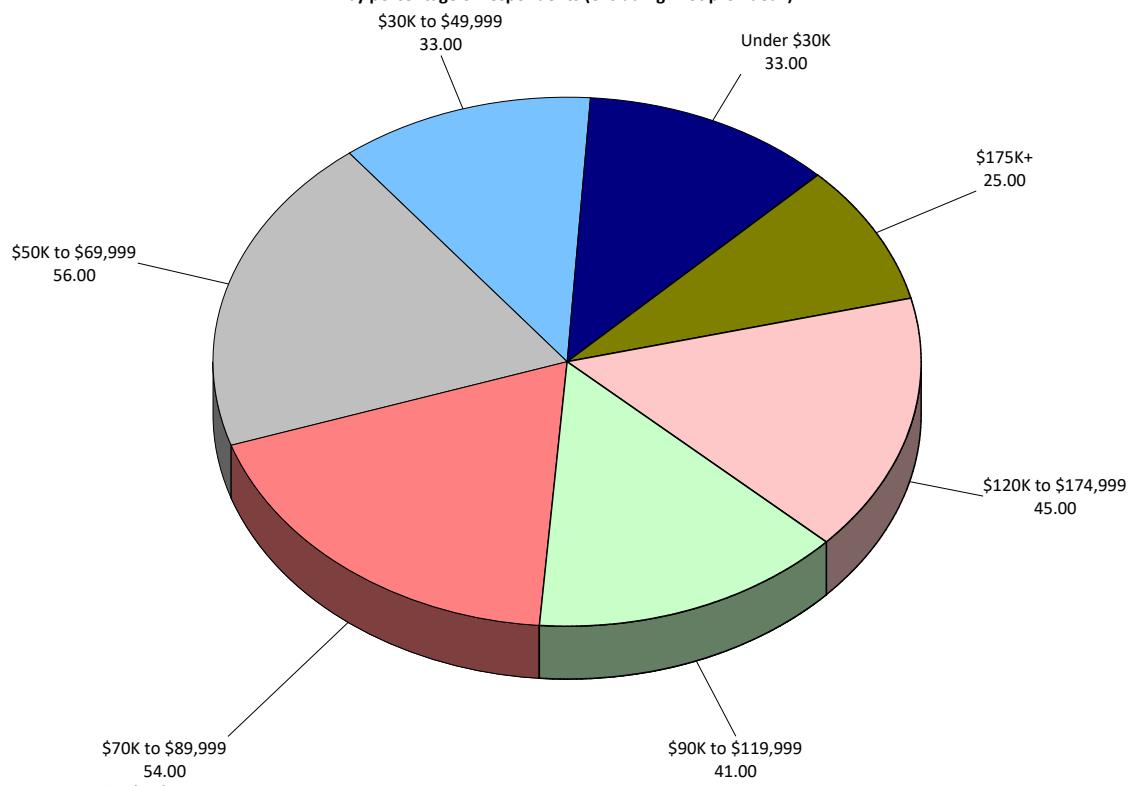


ETC Institute (2024)

41

Q21. Would you say your total annual household income is...

by percentage of respondents (excluding "not provided")



ETC Institute (2024)

42

3

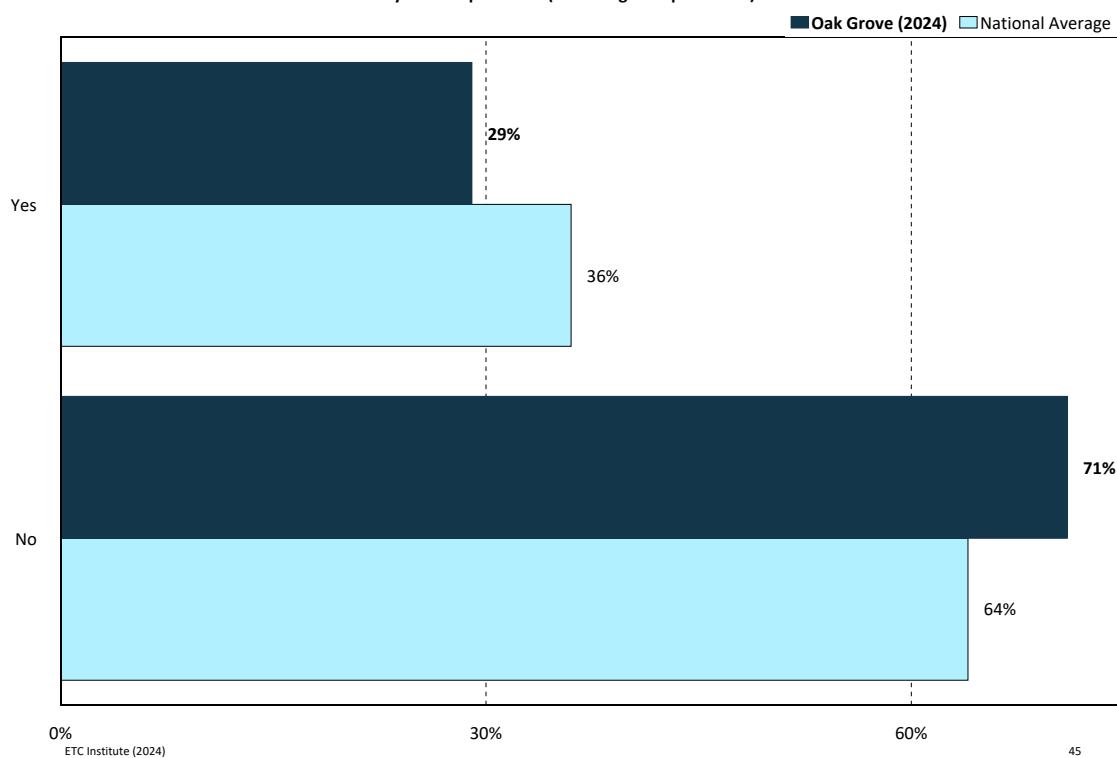
Benchmarks

National Benchmarks

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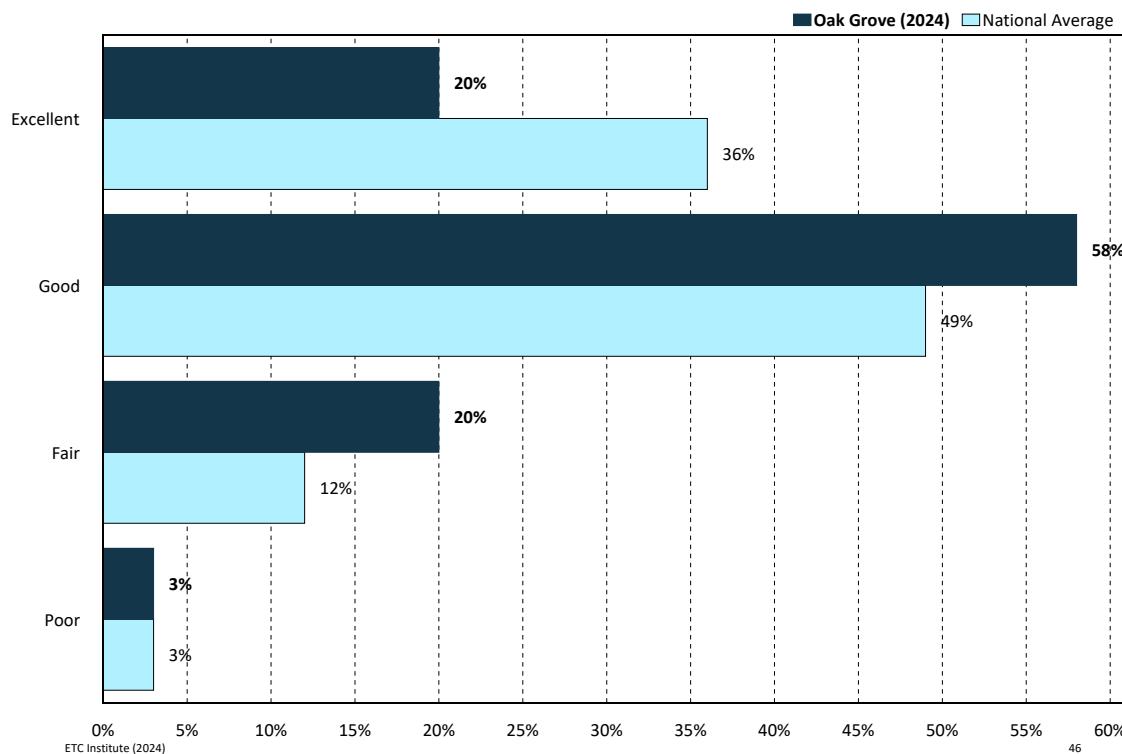
Have you/your household participated in any recreation programs offered in your community during the past year?

by % of respondents (excluding "not provided")



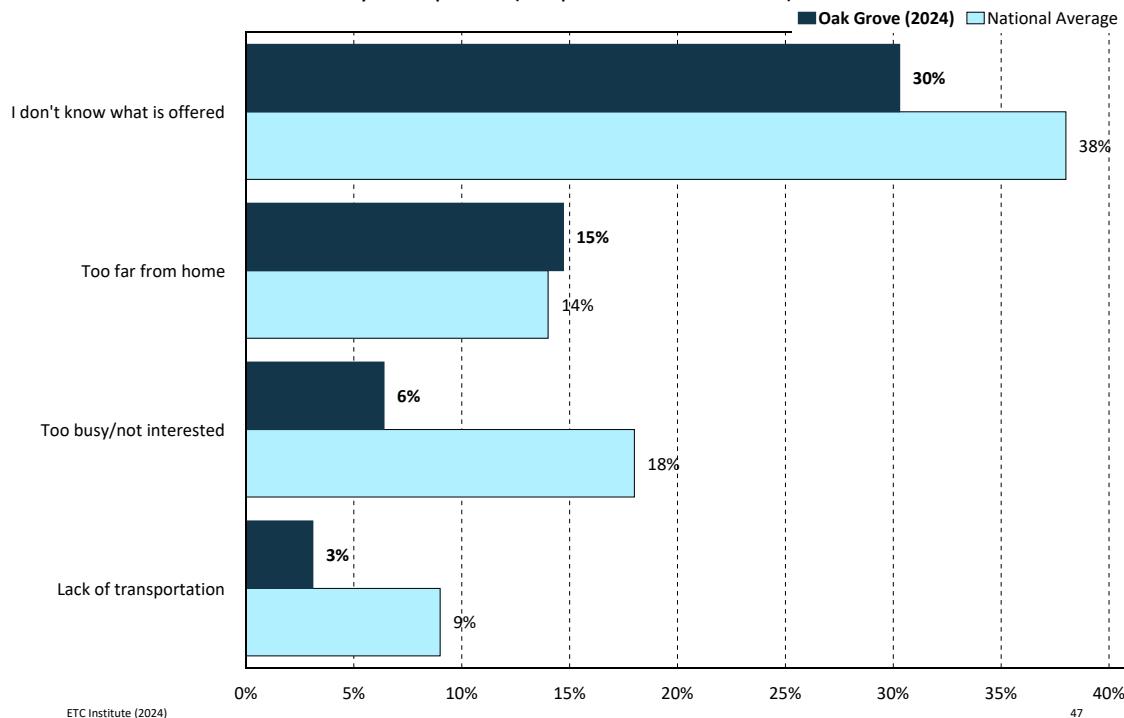
Please rate the overall condition of all the recreation programs you/your households have visited over the past year.

by % of respondents (excluding "not provided")



If your household has not participated in any recreation programs in your community during the past year, please check all of the reasons that prevent you from participating.

by % of respondents (multiple selections could be made)

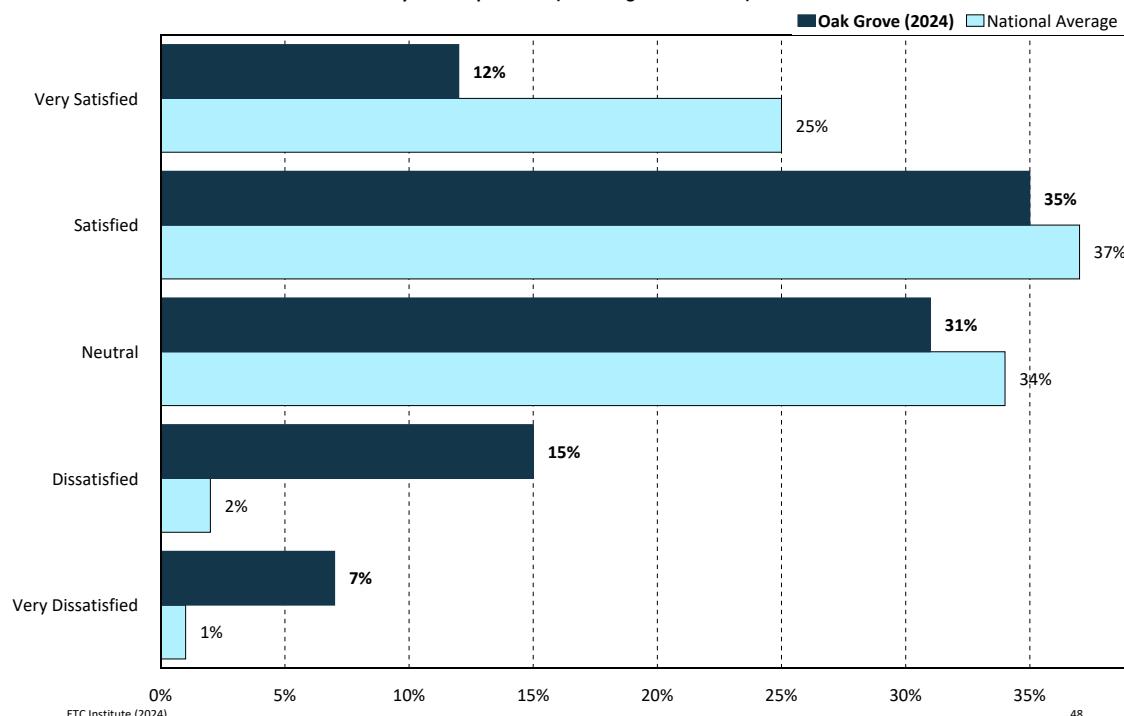


ETC Institute (2024)

47

Please rate your overall level of satisfaction with the value your household receives from the parks and recreation programs, activities, and events offered in your community.

by % of respondents (excluding "don't know")



ETC Institute (2024)

48



Priority Investment Rating (PIR)



Overview

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities/programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

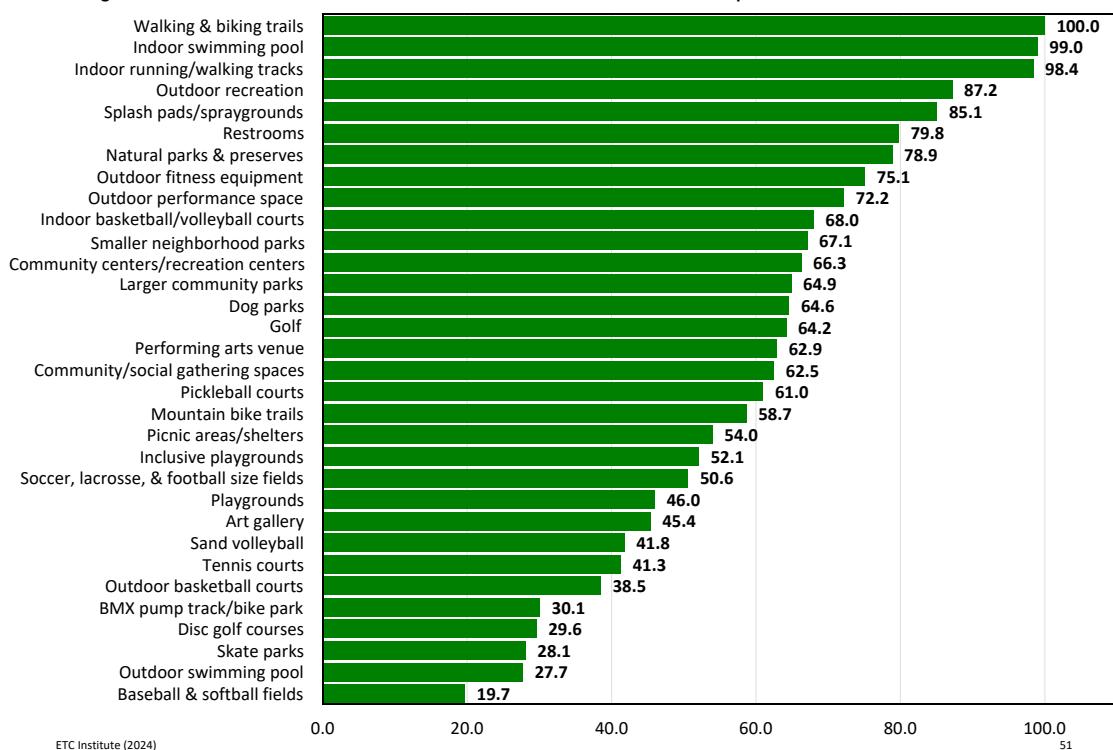
- High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- Medium Priority Areas are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- Low Priority Areas are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

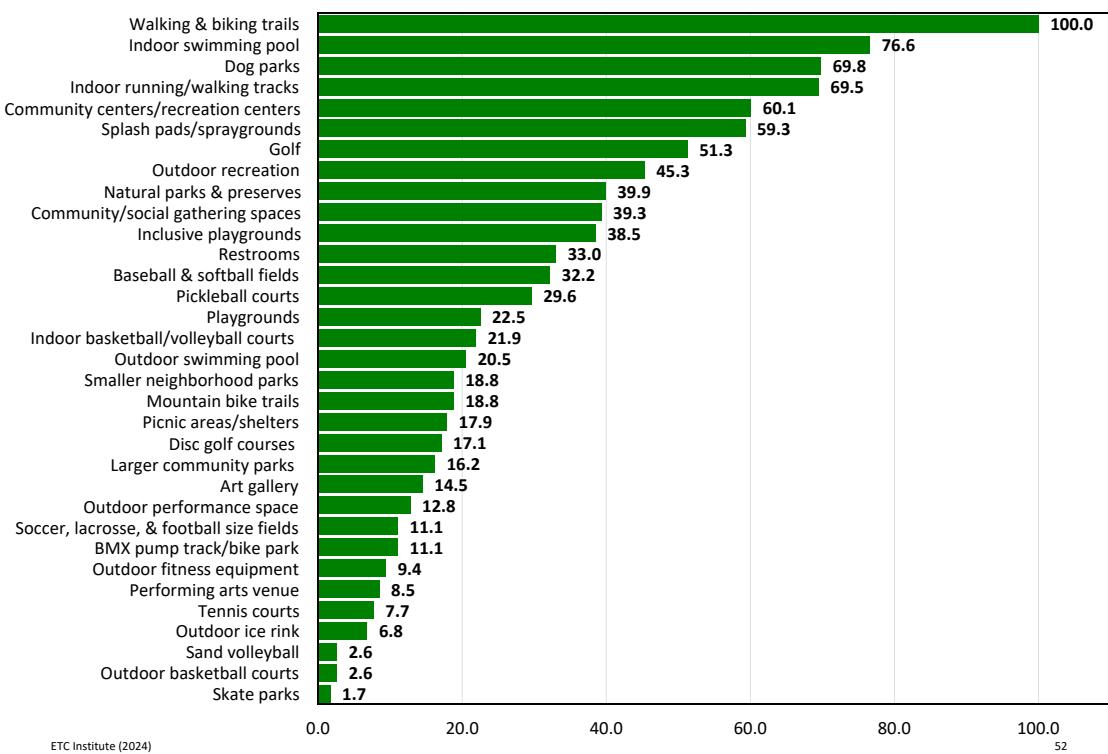


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Importance Rating for Facilities/Amenities

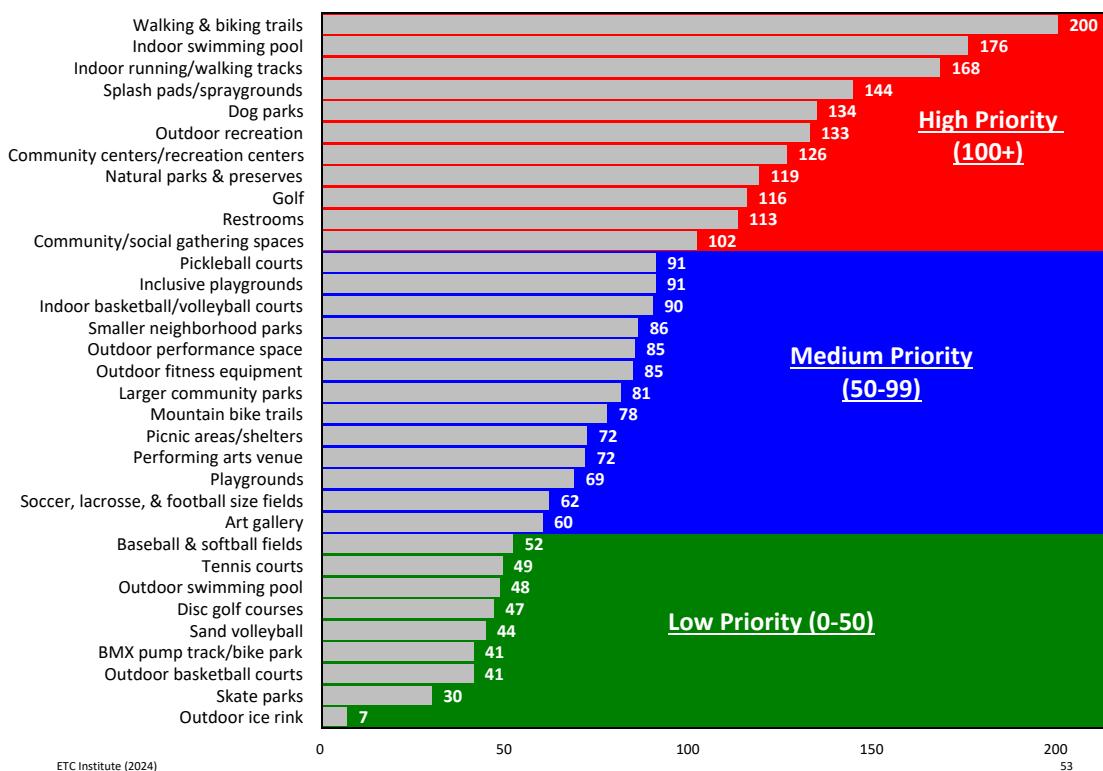
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



ETC Institute (2024)

Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating

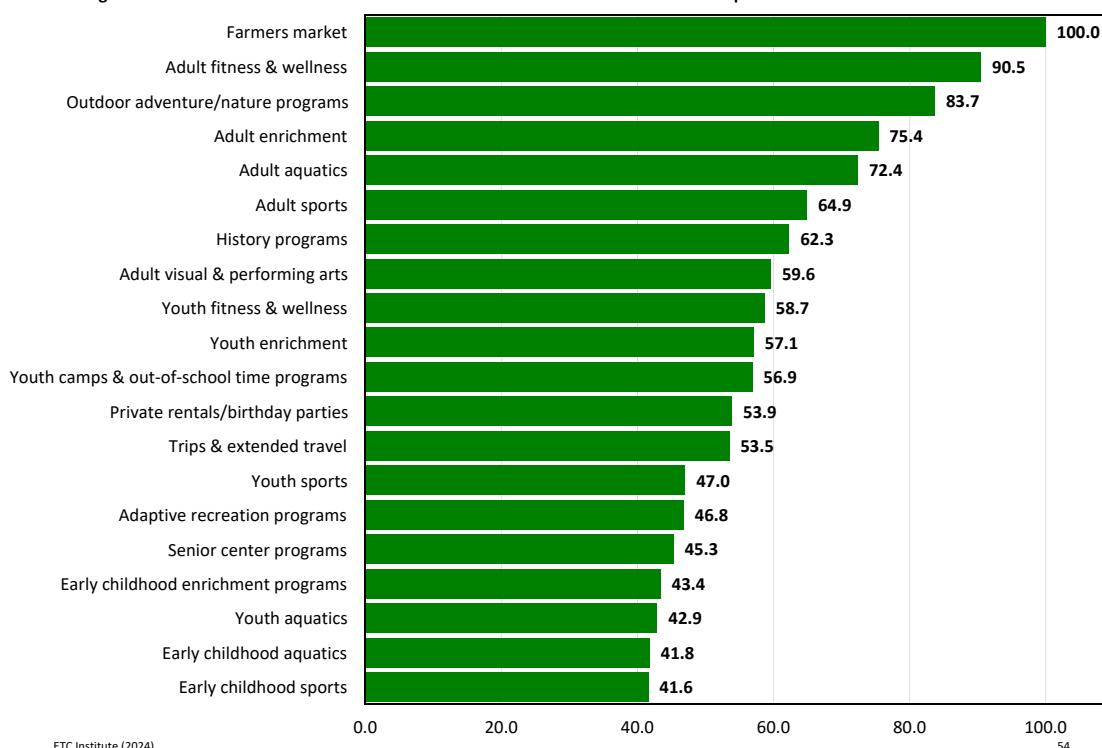


ETC Institute (2024)

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

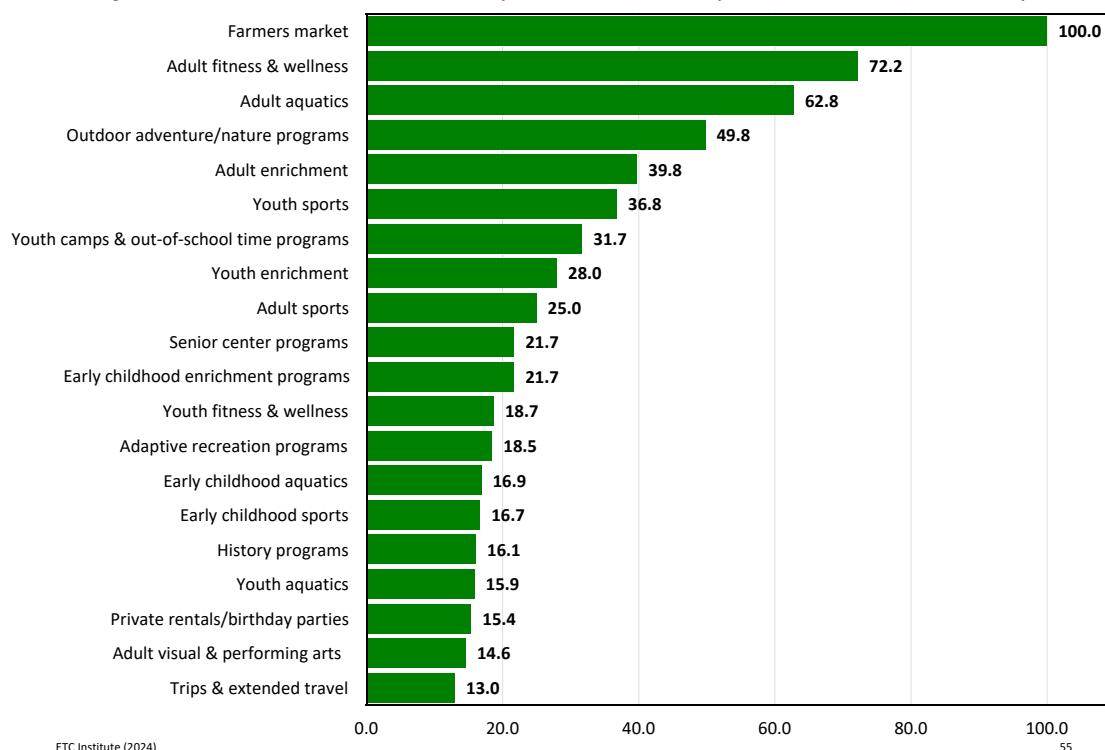


ETC Institute (2024)

Importance Rating for Programs

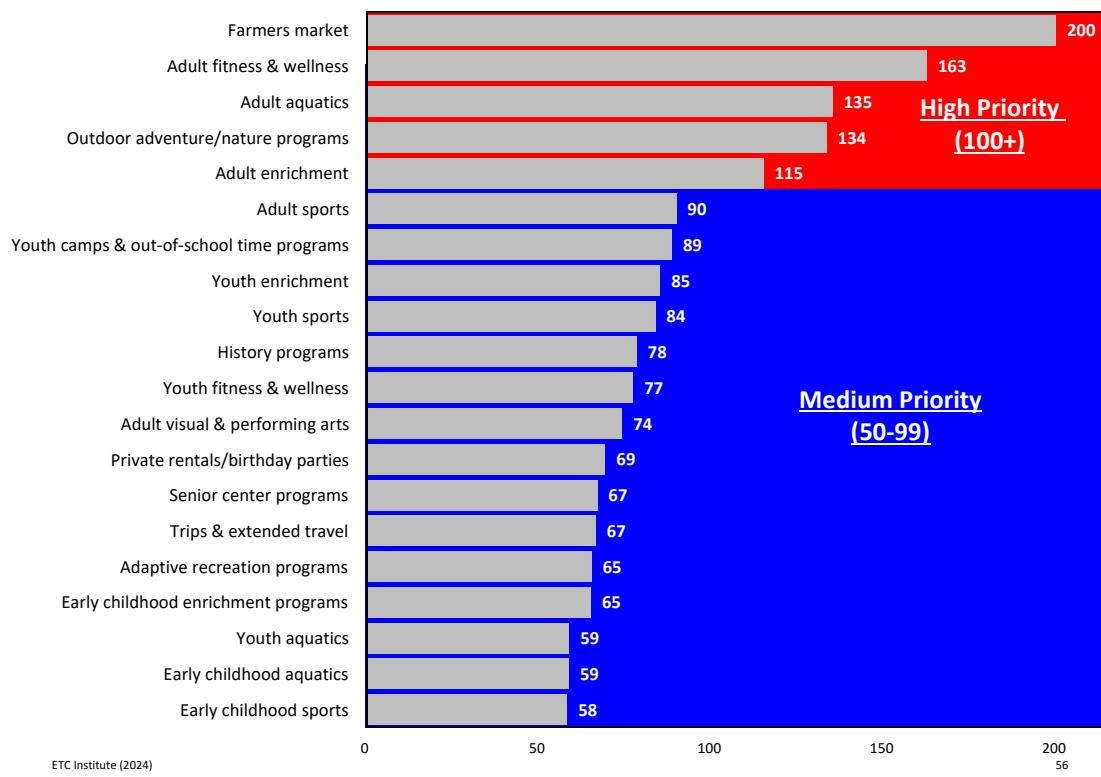
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



ETC Institute (2024)

Top Priorities for Investment for Programs Based on Priority Investment Rating



ETC Institute (2024)

56



Overview

Today, officials have limited resources which need to be targeted to parks and facilities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those parks and facilities where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision-making criteria for each of the parks and facilities they are providing. The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low, and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize. The sum is then multiplied by 1 minus the percentage of respondents who indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "Don't Know" responses). "Don't Know" responses are excluded from the calculation to ensure the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation: Respondents were asked to identify the parks and facilities they think should receive the most emphasis from the City. Fifty-nine percent (59.1%) of respondents selected **Webb Park** as one of the most important park and facility for the City to emphasize.

With regard to satisfaction, 67.2% of respondents surveyed rated the City's overall performance in the **Webb Park**, as a "4" or "5" on a 5-point scale (where "5" means "Very Satisfied") excluding "Don't Know" responses. The I-S rating for **Webb Park**, was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example 59.1% was multiplied by 67.2% (1-0.672). This calculation yielded an I-S rating of 0.19 which ranked first out of seven parks and recreation parks and facilities categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate they are positively satisfied with the delivery of the park and facility.

The lowest rating is 0.00 and could be achieved under either of the following two situations:

- If 100% of the respondents were positively satisfied with the delivery of the service
- If none (0%) of the respondents selected the service as one for the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from 0.10 to 0.20 identify service areas that should receive increased emphasis. Ratings less than 0.10 should continue to receive the current level of emphasis.

- Definitely Increase Emphasis (IS>=0.20)
- Increase Current Emphasis (0.10<=IS<0.20)
- Maintain Current Emphasis (IS<0.10)

The results for Oak Grove, Missouri are provided on the following pages.

2024 Importance-Satisfaction Rating Oak Grove, Missouri Parks and Recreation Parks/Facilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Webb Park	59%	1	67%	5	0.19	1
Frick Park	58%	2	72%	4	0.16	2
Caraway Park	26%	5	47%	7	0.14	3
Bent Oak Park & Fieldhouse	45%	3	78%	2	0.10	4
Medium Priority (IS <.10)						
Davis Senior Center	25%	6	76%	3	0.06	5
Oak Grove Aquatic Center	36%	4	83%	1	0.06	6
Skate Park	9%	7	60%	6	0.04	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should be the City's top priorities.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "5" and "4" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 5 to 1 with "5" being Very Satisfied and "1" being Very Dissatisfied.

6

Tabular Data



Q1. Counting yourself, how many people in your household are...

	Mean	Sum
number	3.2	1034
Under age 5	0.2	77
Ages 5-9	0.2	77
Ages 10-14	0.3	98
Ages 15-19	0.2	78
Ages 20-24	0.2	58
Ages 25-34	0.3	110
Ages 35-44	0.4	139
Ages 45-54	0.4	124
Ages 55-64	0.4	127
Ages 65-74	0.3	87
Ages 75+	0.2	59

Q2(1-5). Parks: Please indicate if you or any members of your household used the following parks provided by the City of Oak Grove during the past 2 years.

(N=327)

	Yes	No
Q2-1. Bent Oak Park & Fieldhouse	49.2%	50.8%
Q2-2. Caraway Park	16.5%	83.5%
Q2-3. Frick Park	58.4%	41.6%
Q2-4. Skate Park	9.5%	90.5%
Q2-5. Webb Park	65.1%	34.9%

Q2(1-5). Parks: If you do use the park, please rate your overall satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=267)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q2-1. Bent Oak Park & Fieldhouse	31.1%	46.6%	14.3%	6.2%	1.2%	0.6%
Q2-2. Caraway Park	9.3%	37.0%	29.6%	14.8%	7.4%	1.9%
Q2-3. Frick Park	24.1%	47.1%	18.8%	7.3%	1.0%	1.6%
Q2-4. Skate Park	9.7%	48.4%	9.7%	19.4%	9.7%	3.2%
Q2-5. Webb Park	26.3%	39.9%	20.2%	8.9%	3.3%	1.4%

WITHOUT NOT PROVIDED

Q2(1-5). Parks: If you do use the park, please rate your overall satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "not provided")

(N=267)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-1. Bent Oak Park & Fieldhouse	31.3%	46.9%	14.4%	6.3%	1.3%
Q2-2. Caraway Park	9.4%	37.7%	30.2%	15.1%	7.5%
Q2-3. Frick Park	24.5%	47.9%	19.1%	7.4%	1.1%
Q2-4. Skate Park	10.0%	50.0%	10.0%	20.0%	10.0%
Q2-5. Webb Park	26.7%	40.5%	20.5%	9.0%	3.3%

Q2(6-7). Facilities: Please indicate if you or any members of your household used the following facilities provided by the City of Oak Grove during the past 2 years.

(N=327)

	Yes	No
Q2-6. Davis Senior Center	8.6%	91.4%
Q2-7. Oak Grove Aquatic Center	53.5%	46.5%

Q2(6-7). Facilities: If you do use the facility, please rate your overall satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=185)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not provided
Q2-6. Davis Senior Center	46.4%	21.4%	14.3%	7.1%	0.0%	10.7%
Q2-7. Oak Grove Aquatic Center	36.0%	46.9%	13.7%	1.7%	1.1%	0.6%

WITHOUT NOT PROVIDED

Q2(6-7). Facilities: If you do use the facility, please rate your overall satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "not provided")

(N=185)

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Q2-6. Davis Senior Center	52.0%	24.0%	16.0%	8.0%	0.0%
Q2-7. Oak Grove Aquatic Center	36.2%	47.1%	13.8%	1.7%	1.1%

Q3. Which THREE of these parks/facilities listed in Question 2 should the City of Oak Grove place the greatest emphasis on over the next TWO years?

Q3. Which THREE of these parks/facilities listed in Question 2 should the City of Oak Grove place the greatest emphasis on over the next TWO years?

Q3. Top choice	Number	Percent
Bent Oak Park & Fieldhouse	68	20.8 %
Caraway Park	22	6.7 %
Frick Park	62	19.0 %
Skate Park	8	2.4 %
Webb Park	80	24.5 %
Davis Senior Center	23	7.0 %
Oak Grove Aquatic Center	33	10.1 %
None chosen	31	9.5 %
Total	327	100.0 %

Q3. Which THREE of these parks/facilities listed in Question 2 should the City of Oak Grove place the greatest emphasis on over the next TWO years?

Q3. 2nd choice	Number	Percent
Bent Oak Park & Fieldhouse	39	11.9 %
Caraway Park	33	10.1 %
Frick Park	73	22.3 %
Skate Park	7	2.1 %
Webb Park	63	19.3 %
Davis Senior Center	31	9.5 %
Oak Grove Aquatic Center	39	11.9 %
None chosen	42	12.8 %
Total	327	100.0 %

Q3. Which THREE of these parks/facilities listed in Question 2 should the City of Oak Grove place the greatest emphasis on over the next TWO years?

Q3. 3rd choice	Number	Percent
Bent Oak Park & Fieldhouse	40	12.2 %
Caraway Park	31	9.5 %
Frick Park	54	16.5 %
Skate Park	15	4.6 %
Webb Park	50	15.3 %
Davis Senior Center	29	8.9 %
Oak Grove Aquatic Center	47	14.4 %
None chosen	61	18.7 %
Total	327	100.0 %

SUM OF TOP THREE CHOICES

Q3. Which THREE of these parks/facilities listed in Question 2 should the City of Oak Grove place the greatest emphasis on over the next TWO years? (top 3)

Q3. Top choice	Number	Percent
Bent Oak Park & Fieldhouse	147	45.0 %
Caraway Park	86	26.3 %
Frick Park	189	57.8 %
Skate Park	30	9.2 %
Webb Park	193	59.0 %
Davis Senior Center	83	25.4 %
Oak Grove Aquatic Center	119	36.4 %
None chosen	31	9.5 %
Total	878	

Q4. Do you live within a 10-minute walk from a park?

Q4. Do you live within a 10-minute walk from a park	Number	Percent
Yes	183	56.0 %
No	136	41.6 %
Not provided	8	2.4 %
Total	327	100.0 %

WITHOUT NOT PROVIDED**Q4. Do you live within a 10-minute walk from a park? (without "not provided")**

Q4. Do you live within a 10-minute walk from a park	Number	Percent
Yes	183	57.4 %
No	136	42.6 %
Total	319	100.0 %

Q4b. Approximately how long would it take for you to walk to the nearest park to your home?

Q4b. How long would it take for you to walk to nearest park to your home	Number	Percent
11-15 minutes	13	9.6 %
16-20 minutes	31	22.8 %
21-25 minutes	23	16.9 %
26+ minutes	63	46.3 %
Not provided	6	4.4 %
Total	136	100.0 %

WITHOUT NOT PROVIDED**Q4b. Approximately how long would it take for you to walk to the nearest park to your home? (without "not provided")**

Q4b. How long would it take for you to walk to nearest park to your home	Number	Percent
11-15 minutes	13	10.0 %
16-20 minutes	31	23.8 %
21-25 minutes	23	17.7 %
26+ minutes	63	48.5 %
Total	130	100.0 %

Q5. Do you have a pedestrian route (trails, sidewalks) to safely access the closest park to your home?

Q5. Do you have a pedestrian route to safely access closest park to your home	Number	Percent
Yes	77	23.5 %
Yes, but needs improvement	61	18.7 %
No	175	53.5 %
Not provided	14	4.3 %
Total	327	100.0 %

WITHOUT NOT PROVIDED**Q5. Do you have a pedestrian route (trails, sidewalks) to safely access the closest park to your home? (without "not provided")**

Q5. Do you have a pedestrian route to safely access closest park to your home	Number	Percent
Yes	77	24.6 %
Yes, but needs improvement	61	19.5 %
No	175	55.9 %
Total	313	100.0 %

Q6. Have you or other members of your household participated in any recreation programs (sports, wellness, aquatics, art/performance, etc.) offered by the City of Oak Grove during the past 2 years?

Q6. Have you participated in any recreation programs offered by City during past 2 years	Number	Percent
Yes	95	29.1 %
No	232	70.9 %
Total	327	100.0 %

Q6a. Approximately how many different recreation programs offered by the City of Oak Grove have you or members of your household participated in over the past 2 years?

Q6a. How many different recreation programs have you participated in over past 2 years	Number	Percent
1 to 3 programs	77	81.1 %
4 to 6 programs	14	14.7 %
7 to 9 programs	1	1.1 %
Not provided	3	3.2 %
Total	95	100.0 %

WITHOUT NOT PROVIDED**Q6a. Approximately how many different recreation programs offered by the City of Oak Grove have you or members of your household participated in over the past 2 years? (without "not provided")**

Q6a. How many different recreation programs have you participated in over past 2 years	Number	Percent
1 to 3 programs	77	83.7 %
4 to 6 programs	14	15.2 %
7 to 9 programs	1	1.1 %
Total	92	100.0 %

Q6b. Overall, how would you rate the quality of programs in which you and members of your household have participated?

Q6b. How would you rate quality of programs in which you have participated	Number	Percent
Excellent	18	18.9 %
Good	53	55.8 %
Fair	18	18.9 %
Poor	3	3.2 %
Not provided	3	3.2 %
Total	95	100.0 %

WITHOUT NOT PROVIDED**Q6b. Overall, how would you rate the quality of programs in which you and members of your household have participated? (without "not provided")**

Q6b. How would you rate quality of programs in which you have participated	Number	Percent
Excellent	18	19.6 %
Good	53	57.6 %
Fair	18	19.6 %
Poor	3	3.3 %
Total	92	100.0 %

Q7. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, trails, recreation facilities, or programs in the City of Oak Grove more often.

Q7. Reasons that prevent your household from using parks, trails, recreation facilities, or programs more often	Number	Percent
I do not know location	44	13.5 %
Not well maintained/lacking quality	58	17.7 %
Desired amenity or facility type not offered	92	28.1 %
Lack of transportation	10	3.1 %
Locations are too far from home	48	14.7 %
Areas are too busy/crowded	21	6.4 %
Lack of accessibility	23	7.0 %
I have physical health limitations	47	14.4 %
Poor customer service by staff	8	2.4 %
I do not know what is offered	99	30.3 %
Use private or other community's facilities	30	9.2 %
Lack of parking	7	2.1 %
Other	39	11.9 %
Total	526	

Q8. Please rate your level of agreement with the following statements about some potential benefits of Oak Grove's Parks and Recreation services.

(N=327)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q8-1. Improve my (my household's) mental health & reduces stress	24.8%	38.5%	21.4%	3.7%	2.1%	9.5%
Q8-2. Improve my (my household's) physical health & fitness	29.4%	40.1%	18.7%	1.5%	2.8%	7.6%
Q8-3. Increase my (my household's) property value	13.8%	24.5%	37.0%	6.7%	3.4%	14.7%
Q8-4. Improve my (my household's) overall quality of life	20.8%	41.3%	22.3%	3.1%	2.8%	9.8%
Q8-5. Are age-friendly & accessible to all age groups	17.7%	33.9%	22.3%	10.1%	4.0%	11.9%
Q8-6. Make Oak Grove a more desirable place to live	29.7%	38.2%	19.6%	5.5%	1.5%	5.5%
Q8-7. Preserve open space & protect the environment	30.9%	36.7%	19.6%	4.0%	1.8%	7.0%
Q8-8. Provide positive social interactions for me (my household/family)	21.1%	42.5%	23.5%	2.1%	2.4%	8.3%
Q8-9. Provide historic preservation of Oak Grove's heritage	19.3%	26.6%	34.6%	4.0%	3.4%	12.2%
Q8-10. Other	1.5%	0.3%	0.3%	0.6%	0.0%	97.2%

WITHOUT DON'T KNOW**Q8. Please rate your level of agreement with the following statements about some potential benefits of Oak Grove's Parks and Recreation services. (without "don't know")**

(N=327)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q8-1. Improve my (my household's) mental health & reduces stress	27.4%	42.6%	23.6%	4.1%	2.4%
Q8-2. Improve my (my household's) physical health & fitness	31.8%	43.4%	20.2%	1.7%	3.0%
Q8-3. Increase my (my household's) property value	16.1%	28.7%	43.4%	7.9%	3.9%
Q8-4. Improve my (my household's) overall quality of life	23.1%	45.8%	24.7%	3.4%	3.1%
Q8-5. Are age-friendly & accessible to all age groups	20.1%	38.5%	25.3%	11.5%	4.5%
Q8-6. Make Oak Grove a more desirable place to live	31.4%	40.5%	20.7%	5.8%	1.6%
Q8-7. Preserve open space & protect the environment	33.2%	39.5%	21.1%	4.3%	2.0%
Q8-8. Provide positive social interactions for me (my household/family)	23.0%	46.3%	25.7%	2.3%	2.7%
Q8-9. Provide historic preservation of Oak Grove's heritage	22.0%	30.3%	39.4%	4.5%	3.8%
Q8-10. Other	55.6%	11.1%	11.1%	22.2%	0.0%

Q9. Please CHECK ALL of the organizations you or members of your household use for recreation programs and facilities.**Q9. Organizations you use for recreation programs & facilities**

	Number	Percent
City of Oak Grove	166	50.8 %
Neighboring cities	175	53.5 %
Private sports clubs	64	19.6 %
Private fitness centers	83	25.4 %
Local schools/colleges/universities	74	22.6 %
YMCA	8	2.4 %
Churches or other religious organizations	109	33.3 %
Non-profit organizations	33	10.1 %
Art venues or art galleries	32	9.8 %
Other	19	5.8 %
None of these	46	14.1 %
Total	809	

WITHOUT NONE OF THESE**Q9. Please CHECK ALL of the organizations you or members of your household use for recreation programs and facilities. (without "none of these")****Q9. Organizations you use for recreation programs & facilities**

	Number	Percent
Neighboring cities	175	62.3 %
City of Oak Grove	166	59.1 %
Churches or other religious organizations	109	38.8 %
Private fitness centers	83	29.5 %
Local schools/colleges/universities	74	26.3 %
Private sports clubs	64	22.8 %
Non-profit organizations	33	11.7 %
Art venues or art galleries	32	11.4 %
Other	19	6.8 %
YMCA	8	2.8 %
Total	763	

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=327)

	Fully met	Mostly met	Partly met	Not met	No need
Q10-1. Art gallery	2.4%	3.7%	6.7%	22.9%	64.2%
Q10-2. Baseball & softball fields	19.9%	18.0%	10.4%	2.4%	49.2%
Q10-3. BMX pump track/bike park	3.1%	4.6%	3.1%	16.5%	72.8%
Q10-4. Community centers/recreation centers	8.0%	19.0%	21.4%	21.7%	30.0%
Q10-5. Community/social gathering spaces	8.6%	20.2%	23.9%	16.8%	30.6%
Q10-6. Disc golf courses	8.6%	9.5%	10.1%	9.2%	62.7%
Q10-7. Dog parks (off-leash)	2.1%	2.1%	4.6%	37.6%	53.5%
Q10-8. Golf	1.2%	1.8%	2.8%	39.1%	55.0%
Q10-9. Inclusive playgrounds (playground equipment for children of all abilities)	10.7%	16.2%	20.5%	13.5%	39.1%
Q10-10. Indoor basketball/volleyball courts (indoor gyms)	4.3%	4.6%	5.5%	38.8%	46.8%
Q10-11. Indoor running/walking tracks	2.1%	2.1%	4.6%	59.6%	31.5%
Q10-12. Indoor swimming pool	1.2%	2.4%	3.4%	61.2%	31.8%
Q10-13. Larger community parks	9.2%	15.9%	21.7%	20.5%	32.7%
Q10-14. Mountain bike trails	1.5%	1.5%	4.0%	34.3%	58.7%
Q10-15. Natural parks & preserves	4.0%	9.2%	16.5%	34.9%	35.5%
Q10-16. Outdoor performance space	0.9%	6.4%	11.0%	36.1%	45.6%
Q10-17. Outdoor basketball courts	10.1%	15.6%	16.8%	8.3%	49.2%
Q10-18. Outdoor fitness equipment	0.6%	1.2%	8.3%	40.7%	49.2%
Q10-19. Outdoor ice rink	0.3%	0.3%	1.2%	39.4%	58.7%
Q10-20. Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	1.5%	4.9%	10.4%	46.5%	36.7%
Q10-21. Outdoor swimming pool	33.0%	25.4%	12.5%	5.5%	23.5%
Q10-22. Performing arts venue	4.0%	5.5%	8.9%	32.1%	49.5%

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

	Fully met	Mostly met	Partly met	Not met	No need
Q10-23. Pickleball courts	8.0%	7.0%	15.6%	24.2%	45.3%
Q10-24. Picnic areas/shelters	13.1%	26.9%	26.6%	8.6%	24.8%
Q10-25. Playgrounds	14.1%	30.9%	24.5%	5.5%	25.1%
Q10-26. Restrooms	6.1%	19.3%	30.3%	21.7%	22.6%
Q10-27. Sand volleyball	5.2%	14.4%	13.1%	14.1%	53.2%
Q10-28. Skate parks	7.6%	12.2%	11.6%	6.7%	61.8%
Q10-29. Smaller neighborhood parks	6.1%	10.4%	16.8%	26.9%	39.8%
Q10-30. Soccer, lacrosse, & football size fields	7.3%	9.8%	16.8%	16.2%	49.8%
Q10-31. Splash pads/spraygrounds	2.8%	4.6%	9.2%	46.2%	37.3%
Q10-32. Tennis courts	9.8%	14.1%	15.6%	11.3%	49.2%
Q10-33. Walking & biking trails	4.3%	8.0%	27.2%	37.9%	22.6%
Q10-34. Other	0.3%	0.0%	0.3%	3.1%	96.3%

WITHOUT NO NEED

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=327)

	Fully met	Mostly met	Partly met	Not met
Q10-1. Art gallery	6.8%	10.3%	18.8%	64.1%
Q10-2. Baseball & softball fields	39.2%	35.5%	20.5%	4.8%
Q10-3. BMX pump track/bike park	11.2%	16.9%	11.2%	60.7%
Q10-4. Community centers/recreation centers	11.4%	27.1%	30.6%	31.0%
Q10-5. Community/social gathering spaces	12.3%	29.1%	34.4%	24.2%
Q10-6. Disc golf courses	23.0%	25.4%	27.0%	24.6%
Q10-7. Dog parks (off-leash)	4.6%	4.6%	9.9%	80.9%
Q10-8. Golf	2.7%	4.1%	6.1%	87.1%
Q10-9. Inclusive playgrounds (playground equipment for children of all abilities)	17.6%	26.6%	33.7%	22.1%
Q10-10. Indoor basketball/volleyball courts (indoor gyms)	8.0%	8.6%	10.3%	73.0%
Q10-11. Indoor running/walking tracks	3.1%	3.1%	6.7%	87.1%
Q10-12. Indoor swimming pool	1.8%	3.6%	4.9%	89.7%
Q10-13. Larger community parks	13.6%	23.6%	32.3%	30.5%
Q10-14. Mountain bike trails	3.7%	3.7%	9.6%	83.0%
Q10-15. Natural parks & preserves	6.2%	14.2%	25.6%	54.0%
Q10-16. Outdoor performance space	1.7%	11.8%	20.2%	66.3%
Q10-17. Outdoor basketball courts	19.9%	30.7%	33.1%	16.3%
Q10-18. Outdoor fitness equipment	1.2%	2.4%	16.3%	80.1%
Q10-19. Outdoor ice rink	0.7%	0.7%	3.0%	95.6%
Q10-20. Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	2.4%	7.7%	16.4%	73.4%
Q10-21. Outdoor swimming pool	43.2%	33.2%	16.4%	7.2%
Q10-22. Performing arts venue	7.9%	10.9%	17.6%	63.6%

WITHOUT NO NEED

Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

	Fully met	Mostly met	Partly met	Not met
Q10-23. Pickleball courts	14.5%	12.8%	28.5%	44.1%
Q10-24. Picnic areas/shelters	17.5%	35.8%	35.4%	11.4%
Q10-25. Playgrounds	18.8%	41.2%	32.7%	7.3%
Q10-26. Restrooms	7.9%	24.9%	39.1%	28.1%
Q10-27. Sand volleyball	11.1%	30.7%	28.1%	30.1%
Q10-28. Skate parks	20.0%	32.0%	30.4%	17.6%
Q10-29. Smaller neighborhood parks	10.2%	17.3%	27.9%	44.7%
Q10-30. Soccer, lacrosse, & football size fields	14.6%	19.5%	33.5%	32.3%
Q10-31. Splash pads/spraygrounds	4.4%	7.3%	14.6%	73.7%
Q10-32. Tennis courts	19.3%	27.7%	30.7%	22.3%
Q10-33. Walking & biking trails	5.5%	10.3%	35.2%	49.0%
Q10-34. Other	8.3%	0.0%	8.3%	83.3%

Q11. Which FOUR of the amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?

Q11. Which FOUR of the amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?

Q11. 1st choice	Number	Percent
Art gallery	5	1.5 %
Baseball & softball fields	10	3.1 %
BMX pump track/bike park	1	0.3 %
Community centers/recreation centers	17	5.2 %
Community/social gathering spaces	11	3.4 %
Disc golf courses	6	1.8 %
Dog parks (off-leash)	25	7.6 %
Golf	9	2.8 %
Inclusive playgrounds (playground equipment for children of all abilities)	14	4.3 %
Indoor basketball/volleyball courts (indoor gyms)	10	3.1 %
Indoor running/walking tracks	20	6.1 %
Indoor swimming pool	25	7.6 %
Larger community parks	6	1.8 %
Mountain bike trails	6	1.8 %
Natural parks & preserves	6	1.8 %
Outdoor performance space	5	1.5 %
Outdoor basketball courts	1	0.3 %
Outdoor fitness equipment	2	0.6 %
Outdoor ice rink	3	0.9 %
Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	15	4.6 %
Outdoor swimming pool	6	1.8 %
Performing arts venue	4	1.2 %
Pickleball courts	10	3.1 %
Picnic areas/shelters	4	1.2 %
Playgrounds	3	0.9 %
Restrooms	8	2.4 %
Skate parks	2	0.6 %
Smaller neighborhood parks	1	0.3 %
Soccer, lacrosse, & football size fields	5	1.5 %
Splash pads/spraygrounds	7	2.1 %
Tennis courts	18	5.5 %
Walking & biking trails	2	0.6 %
None chosen	25	7.6 %
Total	327	100.0 %

Q11. Which FOUR of the amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?

Q11. 3rd choice	Number	Percent
Art gallery	7	2.1 %
Baseball & softball fields	5	1.5 %
BMX pump track/bike park	5	1.5 %
Community centers/recreation centers	17	5.2 %
Community/social gathering spaces	14	4.3 %
Disc golf courses	4	1.2 %
Dog parks (off-leash)	10	3.1 %
Golf	7	2.1 %
Inclusive playgrounds (playground equipment for children of all abilities)	11	3.4 %
Indoor basketball/volleyball courts (indoor gyms)	9	2.8 %
Indoor running/walking tracks	19	5.8 %
Indoor swimming pool	31	9.5 %
Larger community parks	6	1.8 %
Mountain bike trails	8	2.4 %
Natural parks & preserves	11	3.4 %
Outdoor performance space	1	0.3 %
Outdoor basketball courts	1	0.3 %
Outdoor fitness equipment	6	1.8 %
Outdoor ice rink	3	0.9 %
Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	8	2.4 %
Outdoor swimming pool	4	1.2 %
Performing arts venue	2	0.6 %
Pickleball courts	9	2.8 %
Picnic areas/shelters	8	2.4 %
Playgrounds	6	1.8 %
Restrooms	11	3.4 %
Smaller neighborhood parks	8	2.4 %
Soccer, lacrosse, & football size fields	3	0.9 %
Splash pads/spraygrounds	22	6.7 %
Tennis courts	3	0.9 %
Walking & biking trails	27	8.3 %
None chosen	41	12.5 %
Total	327	100.0 %

Q11. Which FOUR of the amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household?

Q11. 4th choice	Number	Percent
Art gallery	3	0.9 %
Baseball & softball fields	5	1.5 %
BMX pump track/bike park	4	1.2 %
Community centers/recreation centers	14	4.3 %
Community/social gathering spaces	12	3.7 %
Disc golf courses	3	0.9 %
Dog parks (off-leash)	13	4.0 %
Golf	8	2.4 %
Inclusive playgrounds (playground equipment for children of all abilities)	6	1.8 %
Indoor basketball/volleyball courts (indoor gyms)	4	1.2 %
Indoor running/walking tracks	25	7.6 %
Indoor swimming pool	12	3.7 %
Larger community parks	6	1.8 %
Mountain bike trails	7	2.1 %
Natural parks & preserves	21	6.4 %
Outdoor performance space	5	1.5 %
Outdoor basketball courts	1	0.3 %
Outdoor fitness equipment	2	0.6 %
Outdoor ice rink	2	0.6 %
Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	16	4.9 %
Outdoor swimming pool	7	2.1 %
Performing arts venue	3	0.9 %
Pickleball courts	8	2.4 %
Picnic areas/shelters	8	2.4 %
Playgrounds	7	2.1 %
Restrooms	13	4.0 %
Sand volleyball	1	0.3 %
Smaller neighborhood parks	4	1.2 %
Soccer, lacrosse, & football size fields	2	0.6 %
Splash pads/spraygrounds	13	4.0 %
Tennis courts	3	0.9 %
Walking & biking trails	20	6.1 %
None chosen	69	21.1 %
Total	327	100.0 %

SUM OF TOP 4 CHOICES
Q11. Which FOUR of the amenities listed in Question 10 do you think are MOST IMPORTANT to you and the members of your household? (top 4)

Q11. Top choice	Number	Percent
Art gallery	17	5.2 %
Baseball & softball fields	37	11.3 %
BMX pump track/bike park	13	4.0 %
Community centers/recreation centers	69	21.1 %
Community/social gathering spaces	45	13.8 %
Disc golf courses	20	6.1 %
Dog parks (off-leash)	80	24.5 %
Golf	59	18.0 %
Inclusive playgrounds (playground equipment for children of all abilities)	44	13.5 %
Indoor basketball/volleyball courts (indoor gyms)	25	7.6 %
Indoor running/walking tracks	80	24.5 %
Indoor swimming pool	88	26.9 %
Larger community parks	19	5.8 %
Mountain bike trails	22	6.7 %
Natural parks & preserves	46	14.1 %
Outdoor performance space	15	4.6 %
Outdoor basketball courts	3	0.9 %
Outdoor fitness equipment	11	3.4 %
Outdoor ice rink	8	2.4 %
Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	52	15.9 %
Outdoor swimming pool	24	7.3 %
Performing arts venue	10	3.1 %
Pickleball courts	34	10.4 %
Picnic areas/shelters	21	6.4 %
Playgrounds	26	8.0 %
Restrooms	38	11.6 %
Sand volleyball	3	0.9 %
Skate parks	2	0.6 %
Smaller neighborhood parks	22	6.7 %
Soccer, lacrosse, & football size fields	13	4.0 %
Splash pads/spraygrounds	68	20.8 %
Tennis courts	9	2.8 %
Walking & biking trails	115	35.2 %
None chosen	25	7.6 %
Total	1163	

Q12. Please indicate how well your needs are being met for each of the programs listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.

(N=327)

	Fully met	Mostly met	Partly met	Not met	No need
Q12-1. Adaptive recreation programs	1.8%	1.2%	11.9%	20.8%	64.2%
Q12-2. Adult aquatics	2.1%	4.3%	8.3%	42.2%	43.1%
Q12-3. Adult enrichment (art classes, educational classes)	0.9%	2.4%	8.3%	44.3%	44.0%
Q12-4. Adult fitness & wellness	0.9%	3.4%	14.4%	48.6%	32.7%
Q12-5. Adult sports	0.3%	4.3%	11.6%	33.6%	50.2%
Q12-6. Adult visual & performing arts	1.2%	1.5%	6.4%	35.2%	55.7%
Q12-7. Early childhood aquatics	2.8%	10.4%	14.4%	14.7%	57.8%
Q12-8. Early childhood enrichment programs	2.8%	5.5%	12.8%	17.4%	61.5%
Q12-9. Early childhood sports	2.4%	11.9%	13.1%	15.9%	56.6%
Q12-10. Farmers market	1.5%	4.0%	30.9%	38.8%	24.8%
Q12-11. History programs	0.6%	3.1%	15.0%	28.4%	52.9%
Q12-12. Outdoor adventure/nature programs	0.9%	2.4%	8.6%	49.8%	38.2%
Q12-13. Private rentals/birthday parties	5.2%	11.0%	21.7%	15.9%	46.2%
Q12-14. Senior center programs	3.1%	9.2%	17.4%	14.1%	56.3%
Q12-15. Trips & extended travel	0.9%	0.9%	8.9%	28.4%	60.9%
Q12-16. Youth aquatics	4.6%	12.5%	17.7%	12.2%	52.9%
Q12-17. Youth camps & out-of-school time programs	0.9%	2.4%	12.8%	26.9%	56.9%
Q12-18. Youth fitness & wellness	1.5%	4.3%	15.6%	25.4%	53.2%
Q12-19. Youth enrichment (art, STEM, educational classes)	0.6%	3.4%	8.6%	31.2%	56.3%
Q12-20. Youth sports	4.9%	11.0%	19.0%	13.8%	51.4%
Q12-21. Other	0.3%	0.0%	0.0%	1.5%	98.2%

WITHOUT NO NEED

Q12. Please indicate how well your needs are being met for each of the programs listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")

(N=327)

	Fully met	Mostly met	Partly met	Not met
Q12-1. Adaptive recreation programs	5.1%	3.4%	33.3%	58.1%
Q12-2. Adult aquatics	3.8%	7.5%	14.5%	74.2%
Q12-3. Adult enrichment (art classes, educational classes)	1.6%	4.4%	14.8%	79.2%
Q12-4. Adult fitness & wellness	1.4%	5.0%	21.4%	72.3%
Q12-5. Adult sports	0.6%	8.6%	23.3%	67.5%
Q12-6. Adult visual & performing arts	2.8%	3.4%	14.5%	79.3%
Q12-7. Early childhood aquatics	6.5%	24.6%	34.1%	34.8%
Q12-8. Early childhood enrichment programs	7.1%	14.3%	33.3%	45.2%
Q12-9. Early childhood sports	5.6%	27.5%	30.3%	36.6%
Q12-10. Farmers market	2.0%	5.3%	41.1%	51.6%
Q12-11. History programs	1.3%	6.5%	31.8%	60.4%
Q12-12. Outdoor adventure/nature programs	1.5%	4.0%	13.9%	80.7%
Q12-13. Private rentals/birthday parties	9.7%	20.5%	40.3%	29.5%
Q12-14. Senior center programs	7.0%	21.0%	39.9%	32.2%
Q12-15. Trips & extended travel	2.3%	2.3%	22.7%	72.7%
Q12-16. Youth aquatics	9.7%	26.6%	37.7%	26.0%
Q12-17. Youth camps & out-of-school time programs	2.1%	5.7%	29.8%	62.4%
Q12-18. Youth fitness & wellness	3.3%	9.2%	33.3%	54.2%
Q12-19. Youth enrichment (art, STEM, educational classes)	1.4%	7.7%	19.6%	71.3%
Q12-20. Youth sports	10.1%	22.6%	39.0%	28.3%
Q12-21. Other	16.7%	0.0%	0.0%	83.3%

Q13. Which FOUR programs listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?

Q13. Top choice	Number	Percent
Adaptive recreation programs	7	2.1%
Adult aquatics	50	15.3%
Adult enrichment (art classes, educational classes)	11	3.4%
Adult fitness & wellness	47	14.4%
Adult sports 6-Adult visual & performing arts	10	3.1%
Adult visual & performing arts	3	0.9%
Early childhood aquatics	9	2.8%
Early childhood enrichment programs	7	2.1%
Early childhood sports	9	2.8%
Farmers market	58	17.7%
History programs	2	0.6%
Outdoor adventure/nature programs	12	3.7%
Private rentals/birthday parties	4	1.2%
Senior center programs	5	1.5%
Trips & extended travel	2	0.6%
Youth aquatics	8	2.4%
Youth camps & out-of-school time programs	5	1.5%
Youth fitness & wellness	5	1.5%
Youth enrichment (art, STEM, educational classes)	6	1.8%
Youth sports	15	4.6%
None chosen	52	15.9%
Total	327	100.0%

Q13. Which FOUR programs listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?

Q13. 2nd choice	Number	Percent
Adaptive recreation programs	7	2.1%
Adult aquatics	20	6.1%
Adult enrichment (art classes, educational classes)	22	6.7%
Adult fitness & wellness	37	11.3%
Adult sports 6-Adult visual & performing arts	10	3.1%
Adult visual & performing arts	7	2.1%
Early childhood aquatics	9	2.8%
Early childhood enrichment programs	10	3.1%
Early childhood sports	7	2.1%
Farmers market	44	13.5%
History programs	8	2.4%
Outdoor adventure/nature programs	16	4.9%
Private rentals/birthday parties	5	1.5%
Senior center programs	6	1.8%
Trips & extended travel	3	0.9%
Youth aquatics	8	2.4%
Youth camps & out-of-school time programs	15	4.6%
Youth fitness & wellness	5	1.5%
Youth enrichment (art, STEM, educational classes)	13	4.0%
Youth sports	14	4.3%
None chosen	61	18.7%
Total	327	100.0%

Q13. Which FOUR programs listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?

Q13. 3rd choice	Number	Percent
Adaptive recreation programs	2	0.6%
Adult aquatics	16	4.9%
Adult enrichment (art classes, educational classes)	14	4.3%
Adult fitness & wellness	19	5.8%
Adult sports 6-Adult visual & performing arts	13	4.0%
Adult visual & performing arts	6	1.8%
Early childhood aquatics	6	1.8%
Early childhood enrichment programs	12	3.7%
Early childhood sports	4	1.2%
Farmers market	38	11.6%
History programs	6	1.8%
Outdoor adventure/nature programs	25	7.6%
Private rentals/birthday parties	6	1.8%
Senior center programs	13	4.0%
Trips & extended travel	6	1.8%
Youth aquatics	6	1.8%
Youth camps & out-of-school time programs	19	5.8%
Youth fitness & wellness	10	3.1%
Youth enrichment (art, STEM, educational classes)	16	4.9%
Youth sports	16	4.9%
None chosen	74	22.6%
Total	327	100.0%

Q13. Which FOUR programs listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household?

Q13. 4th choice	Number	Percent
Adaptive recreation programs	14	4.3%
Adult aquatics	15	4.6%
Adult enrichment (art classes, educational classes)	17	5.2%
Adult fitness & wellness	13	4.0%
Adult sports 6-Adult visual & performing arts	7	2.1%
Adult visual & performing arts	8	2.4%
Early childhood aquatics	3	0.9%
Early childhood enrichment programs	6	1.8%
Early childhood sports	7	2.1%
Farmers market	21	6.4%
History programs	10	3.1%
Outdoor adventure/nature programs	27	8.3%
Private rentals/birthday parties	10	3.1%
Senior center programs	11	3.4%
Trips & extended travel	10	3.1%
Youth aquatics	4	1.2%
Youth camps & out-of-school time programs	12	3.7%
Youth fitness & wellness	10	3.1%
Youth enrichment (art, STEM, educational classes)	10	3.1%
Youth sports	14	4.3%
None chosen	98	30.0%
Total	327	100.0%

Q13. Which FOUR programs listed in Question 12 do you think are MOST IMPORTANT to you and the members of your household? (top 4)

Q13. Top choice	Number	Percent
Adaptive recreation programs	30	9.2%
Adult aquatics	101	30.9%
Adult enrichment (art classes, educational classes)	64	19.6%
Adult fitness & wellness	116	35.5%
Adult sports 6-Adult visual & performing arts	40	12.2%
Adult visual & performing arts	24	7.3%
Early childhood aquatics	27	8.3%
Early childhood enrichment programs	35	10.7%
Early childhood sports	27	8.3%
Farmers market	161	49.2%
History programs	26	8.0%
Outdoor adventure/nature programs	80	24.5%
Private rentals/birthday parties	25	7.6%
Senior center programs	35	10.7%
Trips & extended travel	21	6.4%
Youth aquatics	26	8.0%
Youth camps & out-of-school time programs	51	15.6%
Youth fitness & wellness	30	9.2%
Youth enrichment (art, STEM, educational classes)	45	13.8%
Youth sports	59	18.0%
None chosen	52	15.9%
Total	1075	

Q14. If you had an additional \$100, how would you allocate the funds among the parks and recreation categories listed below?

	Mean
Develop new parks & open space	14.25
Develop new trails & greenways	18.92
Develop new indoor recreation facilities	24.90
Expand recreation program & event offerings	14.25
Improvement or maintenance of existing parks, trails, & facilities	27.69

Q15. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the City of Oak Grove Parks and Recreation Department.

Q15. Your satisfaction with overall value your household receives from City Parks & Recreation Department	Number	Percent
Very satisfied	34	10.4%
Somewhat satisfied	104	31.8%
Neutral	92	28.1%
Somewhat dissatisfied	43	13.1%
Very dissatisfied	21	6.4%
Don't know	33	10.1%
Total	327	100.0%

WITHOUT DON'T KNOW

Q15. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the City of Oak Grove Parks and Recreation Department. (without "don't know")

Q15. Your satisfaction with overall value your household receives from City Parks & Recreation Department		
	Number	Percent
Very satisfied	34	11.6 %
Somewhat satisfied	104	35.4 %
Neutral	92	31.3 %
Somewhat dissatisfied	43	14.6 %
Very dissatisfied	21	7.1 %
Total	294	100.0 %

Q16. How important do you believe it is for the City of Oak Grove to provide high quality parks and recreation programs and facilities?

Q16. How important is it for City to provide high quality parks & recreation programs & facilities		
	Number	Percent
Very important	217	66.4 %
Somewhat important	75	22.9 %
Neutral	14	4.3 %
Not important	1	0.3 %
Not at all important	4	1.2 %
Don't know	16	4.9 %
Total	327	100.0 %

WITHOUT DON'T KNOW

Q16. How important do you believe it is for the City of Oak Grove to provide high quality parks and recreation programs and facilities? (without "don't know")

Q16. How important is it for City to provide high quality parks & recreation programs & facilities		
	Number	Percent
Very important	217	69.8 %
Somewhat important	75	24.1 %
Neutral	14	4.5 %
Not important	1	0.3 %
Not at all important	4	1.3 %
Total	311	100.0 %

Q17. What is your age?

Q17. Your age		
	Number	Percent
18-34	62	19.0 %
35-44	67	20.5 %
45-54	64	19.6 %
55-64	63	19.3 %
65+	65	19.9 %
Not provided	6	1.8 %
Total	327	100.0 %

WITHOUT NOT PROVIDED

Q17. What is your age? (without "not provided")

Q17. Your age	Number	Percent
18-34	62	19.3 %
35-44	67	20.9 %
45-54	64	19.9 %
55-64	63	19.6 %
65+	65	20.2 %
Total	321	100.0 %

Q18. Your gender:

Q18. Your gender	Number	Percent
Male	156	47.7 %
Female	163	49.8 %
I prefer to self-identify	1	0.3 %
Not provided	7	2.1 %
Total	327	100.0 %

WITHOUT NOT PROVIDED

Q18. Your gender: (without "not provided")

Q18. Your gender	Number	Percent
Male	156	48.8 %
Female	163	50.9 %
I prefer to self-identify	1	0.3 %
Total	320	100.0 %

Q18-3. Self-describe your gender:

Q18-3. Self-describe your gender	Number	Percent
Non-binary	1	100.0 %
Total	1	100.0 %

Q19. How many years have you lived in the City of Oak Grove?

Q19. How many years have you lived in City of Oak Grove	Number	Percent
0-5	79	24.2 %
6-10	48	14.7 %
11-15	26	8.0 %
16-20	35	10.7 %
21-30	52	15.9 %
31+	74	22.6 %
Not provided	13	4.0 %
Total	327	100.0 %

WITHOUT NOT PROVIDED

Q19. How many years have you lived in the City of Oak Grove? (without "not provided")

Q19. How many years have you lived in City of Oak Grove	Number	Percent
0-5	79	25.2 %
6-10	48	15.3 %
11-15	26	8.3 %
16-20	35	11.1 %
21-30	52	16.6 %
31+	74	23.6 %
Total	314	100.0 %

Q20. Which of the following best describes your race/ethnicity?

Q20. Your race/ethnicity	Number	Percent
Asian or Asian Indian	4	1.2 %
Black or African American	9	2.8 %
American Indian or Alaska Native	2	0.6 %
White or Caucasian	301	92.0 %
Native Hawaiian or other Pacific Islander	1	0.3 %
Hispanic, Spanish, or Latino/a/x	7	2.1 %
Other	3	0.9 %
Total	327	100.0 %

Q20-7. Self-describe your race/ethnicity:

Q20-7. Self-describe your race/ethnicity	Number	Percent
Northern European	1	33.3 %
Multiple races	1	33.3 %
Mixed	1	33.3 %
Total	3	100.0 %

Q21. Would you say your total annual household income is...

Q21. Your total annual household income	Number	Percent
Under \$30K	33	10.1 %
\$30K to \$49,999	33	10.1 %
\$50K to \$69,999	56	17.1 %
\$70K to \$89,999	54	16.5 %
\$90K to \$119,999	41	12.5 %
\$120K to \$174,999	45	13.8 %
\$175K+	25	7.6 %
Not provided	40	12.2 %
Total	327	100.0 %

2110 South Broadway St.
Oak Grove, MO 64075Phone (816) 690-3773
www.CityOfOakGrove.com

June 2024,

Dear Oak Grove Neighbor,

The City of Oak Grove is excited to create a new Parks and Recreation Master Plan! This plan will guide our parks and recreation system for the next decade, ensuring we prioritize resources in ways that best serve our community.

Your input is crucial. As Oak Grove has grown, so have our park needs. This new master plan will combine public feedback with best practices to shape the development and operation of parks, programs, and events for the next ten years.

Here's how you can make a difference:

- **Complete the enclosed survey:** Your confidential responses will help us understand your needs and priorities.
- **Return the survey:** Once complete, please return your survey in the enclosed envelope, with pre-paid postage, addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If you prefer, you may also complete the survey online at OakGroveSurvey.org.

We want the Oak Grove Parks and Recreation system to be a source of pride for everyone. By participating, you'll help us create a "Playbook" that reflects the desires and dreams of our community.

We appreciate and value your responses. Again, your responses will remain confidential. Hearing your needs and opinions is vital, as our goal is for the Oak Grove Parks and Recreation Master Plan to be community-developed and community-supported and ensure a Parks and Recreation system we are all proud of.

Thank you for your help in shaping the Oak Grove Parks and Recreation Master Plan!

Sincerely,

Dana R. Webb
Mayor
City of Oak Grove
2110 S. Broadway
Oak Grove, MO 64075

**Survey Instrument**

**2024 City of Oak Grove Parks and Recreation
Needs Assessment**



The City of Oak Grove would like your input to help determine park and recreation priorities for our community. This survey will take 10-15 minutes to complete. If you would like to complete this survey online, please go to oakgrovessurvey.org. We appreciate your time.

1. Counting yourself, how many people in your household are...

Under age 5: _____ Ages 15-19: _____ Ages 35-44: _____ Ages 65-74: _____
Ages 5-9: _____ Ages 20-24: _____ Ages 45-54: _____ Ages 75+: _____
Ages 10-14: _____ Ages 25-34: _____ Ages 55-64: _____

2. Please indicate if you or any member of your household used the following parks and facilities provided by the City of Oak Grove during the past 2 years by circling either "Yes" or "No" next to each. If you do use the park/facility, please rate your overall satisfaction using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

Parks/Facilities	Have you used this park or facility?	If "Yes," how satisfied are you with this park or facility?				
		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1. Bent Oak Park & Fieldhouse	Yes	No	5	4	3	2
2. Caraway Park	Yes	No	5	4	3	2
3. Frick Park	Yes	No	5	4	3	2
4. Skate Park	Yes	No	5	4	3	2
5. Webb Park	Yes	No	5	4	3	2
Parks						
6. Davis Senior Center	Yes	No	5	4	3	2
7. Oak Grove Aquatic Center	Yes	No	5	4	3	2
Facilities						

3. Which THREE of these parks/facilities should the City of Oak Grove place the greatest emphasis on over the next TWO years? [Write in your answers below using the numbers from the list in Question 2.]

1st: _____ 2nd: _____ 3rd: _____

4. Do you live within a 10-minute walk from a park?

_____(1) Yes [Answer Q4a.] _____(2) No [Answer Q4b.]

4a. What is the name (or nearest cross streets) of the closest park that is within a 10-minute walk of your home?**4b. Approximately how long would it take for you to walk to the nearest park to your home?**

_____(1) 11-15 minutes _____(2) 16-20 minutes _____(3) 21-25 minutes _____(4) 26 minutes or more

5. Do you have a pedestrian route (trails, sidewalks) to safely access the closest park to your home?

_____(1) Yes _____(2) Yes, but needs improvement _____(3) No

6. Have you or other members of your household participated in any recreation programs (sports, wellness, aquatics, art/performance, etc.) offered by the City of Oak Grove during the past 2 years?

_____(1) Yes [Answer Q6a-b.] _____(2) No [Skip to Q7.]

6a. Approximately how many different recreation programs offered by the City of Oak Grove have you or members of your household participated in over the past 2 years?

_____(1) 1 to 3 programs _____(2) 4 to 6 programs _____(3) 7 to 9 programs _____(4) 10 or more programs

6b. Overall, how would you rate the quality of programs in which you and members of your household have participated?

_____(4) Excellent _____(3) Good _____(2) Fair _____(1) Poor

7. Please CHECK ALL the reasons that prevent you or other members of your household from using parks, trails, recreation facilities, or programs in the City of Oak Grove more often.

- _____(1) I do not know locations
- _____(2) Not well maintained/lacking quality
- _____(3) Desired amenity or facility type not offered
- _____(4) Lack of transportation
- _____(5) Locations are too far from home
- _____(6) Areas are too busy/crowded
- _____(7) Lack of accessibility
- _____(8) I have physical health limitations
- _____(9) Poor customer service by staff
- _____(10) I do not know what is offered
- _____(11) Use private or other community's facilities
- _____(12) Lack of parking
- _____(13) Other: _____

8. Please rate your level of agreement with the following statements about some potential benefits of Oak Grove's Parks and Recreation services.

Parks and recreation services in Oak Grove...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01 Improve my (my household's) mental health and reduces stress	5	4	3	2	1	9
02 Improve my (my household's) physical health and fitness	5	4	3	2	1	9
03 Increase my (my household's) property value	5	4	3	2	1	9
04 Improve my (my household's) overall quality of life	5	4	3	2	1	9
05 Are age-friendly and accessible to all age groups	5	4	3	2	1	9
06 Make Oak Grove a more desirable place to live	5	4	3	2	1	9
07 Preserve open space and protect the environment	5	4	3	2	1	9
08 Provide positive social interactions for me (my household/family)	5	4	3	2	1	9
09 Provide historic preservation of Oak Grove's heritage	5	4	3	2	1	9
10 Other: _____	5	4	3	2	1	9

9. Please CHECK ALL of the organizations you or members of your household use for recreation programs and facilities.

- _____(1) City of Oak Grove
- _____(2) Neighboring cities
- _____(3) Private sports clubs
- _____(4) Private fitness centers
- _____(5) Local schools/colleges/universities
- _____(6) YMCA
- _____(7) Churches or other religious organizations
- _____(8) Non-profit organizations
- _____(9) Art venues or art galleries
- _____(10) Other: _____
- _____(11) None of these

10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

Type of Facility/Amenity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01 Art galleries	4	3	2	1	9
02 Baseball and softball fields	4	3	2	1	9
03 BMX pump track/bike park	4	3	2	1	9
04 Community centers/recreation centers	4	3	2	1	9
05 Community/Social gathering spaces	4	3	2	1	9
06 Disc golf courses	4	3	2	1	9
07 Dog parks (off-leash)	4	3	2	1	9
08 Golf	4	3	2	1	9
09 Inclusive playgrounds (playground equipment for children of all abilities)	4	3	2	1	9
10 Indoor basketball/volleyball courts (indoor gyms)	4	3	2	1	9
11 Indoor running/walking tracks	4	3	2	1	9
12 Indoor swimming pool	4	3	2	1	9
13 Larger community parks	4	3	2	1	9
14 Mountain bike trails	4	3	2	1	9
15 Natural parks and preserves	4	3	2	1	9
16 Outdoor performance space	4	3	2	1	9
17 Outdoor basketball courts	4	3	2	1	9
18 Outdoor fitness equipment	4	3	2	1	9
19 Outdoor ice rink	4	3	2	1	9
20 Outdoor recreation (camping, fishing, archery, kayaking, stand up surfing)	4	3	2	1	9
21 Outdoor swimming pool	4	3	2	1	9
22 Performing arts venue	4	3	2	1	9
23 Pickleball courts	4	3	2	1	9
24 Picnic areas/shelters	4	3	2	1	9
25 Playgrounds	4	3	2	1	9
26 Restrooms	4	3	2	1	9
27 Sand volleyball	4	3	2	1	9
28 Skate parks	4	3	2	1	9
29 Smaller neighborhood parks	4	3	2	1	9
30 Soccer, lacrosse, and football size fields	4	3	2	1	9
31 Splash pads/playgrounds	4	3	2	1	9
32 Tennis courts	4	3	2	1	9
33 Walking and biking trails	4	3	2	1	9
34 Other:	4	3	2	1	9

11. Which FOUR of the amenities listed above do you think are MOST IMPORTANT to you and the members of your household? [Write in your answers below using the numbers from the list in Question 10.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

12. Please indicate how well your needs are being met for each of the programs listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle "9" for "No Need."

Type of Program	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01 Adaptive recreation programs	4	3	2	1	9
02 Adult aquatics	4	3	2	1	9
03 Adult enrichment (art classes, educational classes)	4	3	2	1	9
04 Adult fitness and wellness	4	3	2	1	9
05 Adult sports	4	3	2	1	9
06 Adult visual and performing arts	4	3	2	1	9
07 Early childhood aquatics	4	3	2	1	9
08 Early childhood enrichment programs	4	3	2	1	9
09 Early childhood sports	4	3	2	1	9
10 Farmers market	4	3	2	1	9
11 History programs	4	3	2	1	9
12 Outdoor adventure/nature programs	4	3	2	1	9
13 Private rentals/birthday parties	4	3	2	1	9
14 Senior center programs	4	3	2	1	9
15 Trips and extended travel	4	3	2	1	9
16 Youth aquatics	4	3	2	1	9
17 Youth camps and out-of-school time programs	4	3	2	1	9
18 Youth fitness and wellness	4	3	2	1	9
19 Youth enrichment (art, STEM, educational classes)	4	3	2	1	9
20 Youth sports	4	3	2	1	9
21 Other:	4	3	2	1	9

13. Which FOUR programs listed above do you think are MOST IMPORTANT to you and the members of your household? [Write in your answers below using the numbers from the list in Question 12.]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

14. If you had an additional \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

\$_____ Develop new parks and open space
 \$_____ Develop new trails and greenways
 \$_____ Develop new indoor recreation facilities
 \$_____ Expand recreation program and event offerings
 \$_____ Improvement or maintenance of existing parks, trails, and facilities
 \$100 total

15. Please rate your satisfaction using a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," with the overall value your household receives from the City of Oak Grove Parks and Recreation Department.

(5) Very satisfied (3) Neutral (1) Very dissatisfied
 (4) Somewhat satisfied (2) Somewhat dissatisfied (9) Don't know

16. How important do you believe it is for the City of Oak Grove to provide high quality parks and recreation programs and facilities?

(5) Very important (3) Neutral (1) Not at all important
 (4) Somewhat important (2) Not important (9) Don't know

Demographics Our final questions are about you and the members of your household. Your individual responses will remain anonymous.

17. What is your age? _____ years

18. Your gender: _____ (1) Male (2) Female (3) I prefer to self-identify: _____

19. How many years have you lived in the City of Oak Grove? _____ years

20. Which of the following best describes your race/ethnicity? [Check all that apply.]
 (01) Asian or Asian Indian (05) Native Hawaiian or other Pacific Islander
 (02) Black or African American (06) Hispanic, Spanish, or Latino/a/x
 (03) American Indian or Alaska Native (09) Other: _____
 (04) White or Caucasian

21. Would you say your total annual household income is...
 (1) Under \$30,000 (4) \$70,000 to \$89,999 (7) \$175,000 or more
 (2) \$30,000 to \$49,999 (5) \$90,000 to \$119,999
 (3) \$50,000 to \$69,999 (6) \$120,000 to \$174,999

22. Would you be willing to participate in future surveys sponsored by the City of Oak Grove?
 (1) Yes [Answer Q22a.] (2) No

22a. Please provide your contact information.
 Mobile Phone Number: _____
 Email Address: _____

This concludes the survey. Thank you for your time!
 Please return your completed survey in the enclosed return-reply envelope addressed to:

ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

August 22nd Steering Committee Meeting

Technical Steering Committee Sign-in Sheet

22-Aug-24

NAME	FAVORITE EVENT HELD AT AN OAK GROVE PARK
Tracey Newcomer	Stars + Stripes
Eric Mitchell	TRACTOR PULL
Kim Drury	SPARKS + STRIPES - 4 th of July
Dana Webb	Sparks + Stripes 4 th of July
Kelly MacLean	Sparks + Stripes - 4 th of July
Jeffrey Griffith	Sparks + Stripes
Matt Randal	"
Scott Matson	SPARKS + STRIPES



SIGN-IN SHEET



PARKS AND RECREATION MASTER PLAN

EVENT: TECHNICAL STEERING COMMITTEE MEETING
DATE: 8/22/24
TIME: 6:30-8:30
LOCATION: OAK GROVE CITY HALL (2110 S BROADWAY, OAK GROVE, MO)

ANTICIPATED ATTENDEES:

Technical Steering Committee

Eric Mitchell
Terry Griffith
T.J. Connors
Kelly Nadeau
Tracey Newcomer (BOA Liaison)
Matthew Randall

Scott Matson
Dana Webb
Michael McGrew

MEETING CONTEXT:

Review in-progress development of the Oak Grove Parks & Recreation Master Plan, discuss approaches to the park system, review a skeleton framework of the Master Plan.

1. [Quick Review of August Update](#)
2. [Review of Work in Progress](#)
3. [Emerging Considerations \(discussion\)](#)
4. [Review of Framework Master Plan](#)
5. [Master Plan Branding \(discussion\)](#)
6. [Additional Open Discussion](#)

LANDSCAPE ARCHITECTURE

Lickskillet Day Resources

OAK GROVE PARKS & RECREATION MASTERPLAN

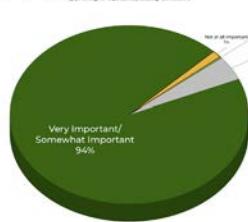


Moving Forward: Parks & Recreation Masterplan Update

Oak Grove is completing a Parks & Recreation Masterplan to help decide the future for your Park's system! nearing completion of the public engagement section of our master plan. Here's a snapshot of our progress:

- **Kickoff Meeting:** Initial meeting with city officials to outline goals and objectives.
- **Park Assessments:** Evaluated all parks, assigning point values to identify strengths and weaknesses.
- **Community Engagement:** Implemented a robust plan to gather feedback from users, including:
 - + A pop-up event for direct input from park users.
 - + An active online input map ([Social Pinpoint](#)) for inclusive feedback.
- **Statistical Survey:** Collaborated with ETC Institute to conduct a statistically valid survey to understand Oak Grove's opinions and preferences in your parks system.

How important do you believe it is for the City of Oak Grove to provide high quality parks and recreation programs and facilities?
By percentage of respondents (n=1000)



Farmer's Market

Summary of Information:

On-Line Survey Data

- There is more support for upgrades and expansion to the Farmer's Market.
- Community members have desire for spaces that facilitate social interaction, access to fresh and local food, and activities that connect them to nature and their neighbors.
- This aligns with broader trends observed, where participants often emphasize the importance of local, community-driven amenities that contribute to the town's quality of life.

In-Person Community Engagement

- At the pop-up engagement "Event Structures" was the one of the highest ranked amenities.
- Many people present also mentioned a desire to upgrade the existing Farmer's Market.

Benefits of A Farmer's Market

A robust Farmer's Market boosts the local economy by supporting small businesses and reducing transportation costs through local sourcing. It also serves as a community hub, fostering social interaction and offering access to fresh, healthy food. Renovating Oak Grove's market will enhance both community connections and economic vitality.





Trails

Summary of Information:

On-Line Survey Data

- Residents indicated a strong interest in trails.
- Many comments highlighted the need for improved trail connections between neighborhoods, parks, and local destinations.
- Residents also voiced concerns about safety, calling for better lighting and signage along trails.
- Multi-use trails that could support walking, running, and cycling.

In-Person Community Engagement

- Residents frequently cited trails as a top priority for improving Oak Grove's parks and recreation system.
- Local participants emphasized the need for trail expansions and improvements.
- People emphasized enhancements in access to local parks and green spaces.
- Several people indicated they wanted trail upgrades during in-person exercises.

Benefits of Trails

Trails improve health by promoting outdoor activity, reduce car use for sustainability, and connect the community by linking parks and neighborhoods. Investing in trails boosts overall well-being and community cohesion.



Parks Programming

Summary of Information:

On-Line Survey Data

- In the Social Pinpoint platform, many residents called for expanded adult programming options, particularly in fitness, wellness, and lifelong learning.
- Comments referenced need for more diverse class offerings tailored specifically to adults.
- Users highlighted the importance of accessible, low-cost programming to ensure that all residents can participate.

In-Person Community Engagement

- During in-person pop-up events, participants expressed a desire for more adult-focused activities in programming.
- There was a clear interest in fitness programs, such as walking clubs or outdoor exercise classes, as well as educational workshops on topics like gardening or healthy cooking.
- Attendees consistently allocated mock budget funding towards adult programming, emphasizing their importance.

Benefits of Trails

Expanding adult programming promotes healthier lifestyles, supports lifelong learning, and fosters social connections. These programs help improve physical and mental well-being while creating opportunities for adults to engage with their community, reducing isolation and enhancing overall quality of life in Oak Grove.

SUPPORTING OLDER ADULTS THROUGH PARKS AND RECREATION



Strategic Planning Retreat Resources

Attendance of in person Meeting:

- Matthew Randall
- Dana Webb
- Scott Matson
- Dana Conyers
- Terry Griffith



PARKS AND RECREATION MASTER PLAN

PAGE 1 OF 5

EVENT: VIRTUAL STRATEGIC PLANNING RETREAT
DATE: 11/05/2024
TIME: 6:00-7:00 P.M.
LOCATION: MICROSOFT ZOOM:

ATTENDEES:

Park Board Members

- ✓ Eric Mitchell (President)
- ✓ Tina May (Secretary)
- ✓ Terry Griffith
- ✓ Shelby Fletchall
- ✓ Tracey Newcomer

City Staff Members

- ✓ Matthew Randall (City Administrator)
- ✓ Scott Matson (Parks Director)

Mayor

- ✓ Dana Webb

What this session is:

Board of Alderwomen Members

- ✓ Rachel Kilmer
- ✓ Kelly Nadeau

Master Planning Team

- ✓ Michael McGrew
- ✓ Nathan Harrell
- ✓ Erin Marshall

Other Attendees

- Pam Hather (?) (newspaper)
- Jim Armstrong (Parks Superintendent)
- Dana Conyers (Recreation Coordinator)
- Lyndsay Swafford (Recreation Coordinator)

TJ Connor

October 23, 2024

AGENDA

10:00–10:30	Session 1) Park Assessment Findings
10:30–11:00	Session 2) Programs & Partnerships
11:00–11:30	Session 3) Financial Plan
11:30–12:00	Session 4) Trail Expansion
12:00–1:00	Lunch
1:00–1:30	Session 5) Marketing Plan
1:30–2:00	Session 6) Equipment/Capital Projections
2:00–2:30	Session 7) Staffing Projections
2:30–3:00	Session 8) Goal Mind Map

IDEAS GENERATED BY:

Full Name



PARK ASSESSMENTS

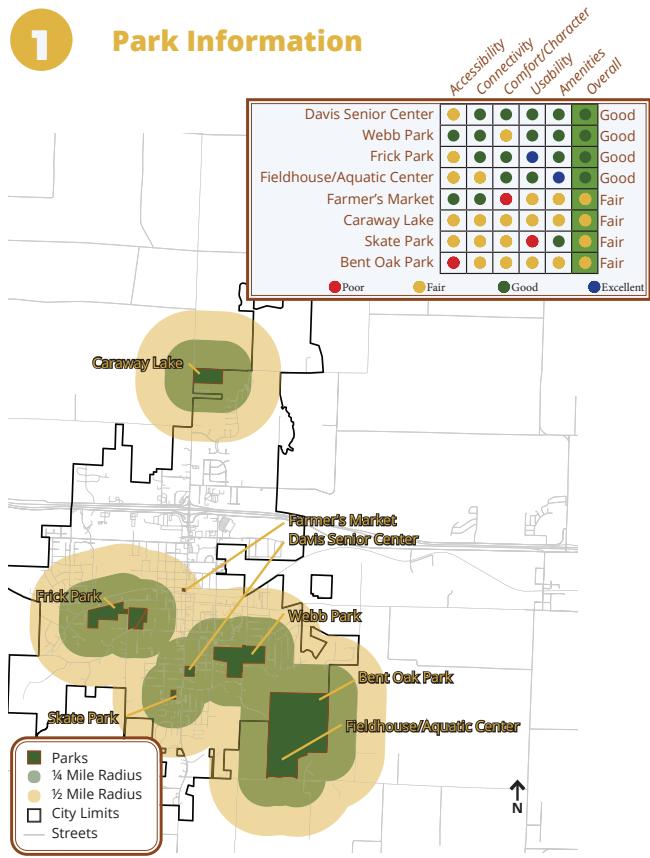
1 Park Information

2 Strategic Decisions

3 Discuss + Reflect

1

Park Information



1

Park Information

Passive Uses

Walking & biking trails
Outdoor recreation
Natural parks & preserves

Unprogrammed Uses

Mountain bike trails
Skate parks
Outdoor fitness equipment
Dog parks
Playgrounds
Inclusive playgrounds
Splash pads/spraygrounds
Restrooms

Unprogrammed & Active Uses

Community/social gathering spaces
Disc golf courses
Pickleball courts
Sand volleyball
BMX pump track/bike park
Art gallery
Outdoor basketball courts
Outdoor swimming pool
Outdoor ice rink
Indoor running/walking tracks
Indoor swimming pool

Active Uses/Recreation Programming

Community centers/recreation centers
Golf
Indoor basketball/volleyball courts
Outdoor performance space
Picnic areas/shelters
Performing arts venue
Soccer, lacrosse, & football size fields
Baseball & softball fields
Tennis courts

Property Types

Community-scale Park

Larger-scale properties with existing or potential recreational activities, structures, and programming, and passive use.

- Webb Park
- Frick Park
- Bent Oak Park

Sites within a Community-scale Park

Assets with unique recreational/programming opportunities within an existing larger park.

- Fieldhouse
- Aquatic Center

Dedicated Sites

Smaller-scale properties with one audience or user.

- Farmer's Market
Primary User: Vendors
- Skate Park
Primary Users: Recreational Skaters/Bladers
- Davis Senior Center
Primary Users: Active Seniors

Hybrid Sites

Sites that exhibit both the opportunities of a Community-scale Park but currently function like a dedicated site.

- Caraway Lake

Property Types

Community-scale Park

Larger-scale properties with existing or potential recreational activities, structures, and programming, and passive use.

- Webb Park
- Frick Park
- Bent Oak Park

Sites within a Community-scale Park

Assets with unique recreational/programming opportunities within an existing larger park.

- Fieldhouse
- Aquatic Center

Dedicated Sites

Smaller-scale properties with one audience or user.

- Farmer's Market
Primary User: Vendors
- Skate Park
Primary Users: Recreational Skaters/Bladers
- Davis Senior Center
Primary Users: Active Seniors

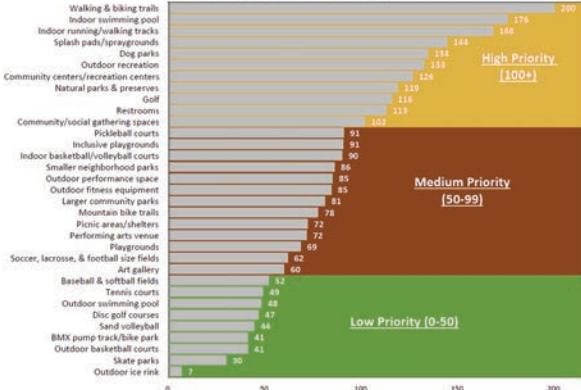
Hybrid Sites

Sites that exhibit both the opportunities of a Community-scale Park but currently function like a dedicated site.

- Caraway Lake

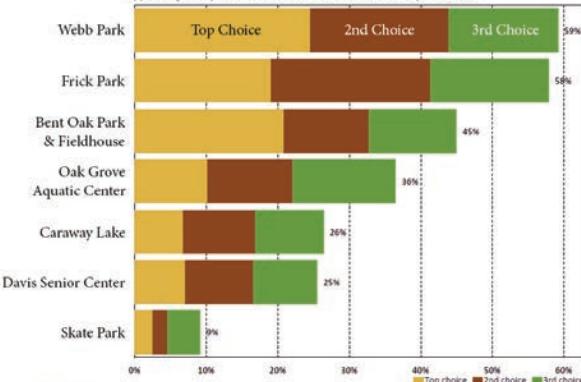
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Park Information



Q3. Which three of these parks/facilities should the City of Oak Grove place the greatest emphasis on over the next two years?

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



2

Strategic Decisions

Over the next 10 years, which improvement do you consider most appropriate for the following?

Circle one per park

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

Caraway Lake:

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

Davis Senior Center:

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Handicapped Playground/Carving

e.) Upgrade

ick Park:
a.) Accessible Loop Path
b.) Shade Structure
c.) New Picnic Tables
d.) Site Furnishings
e.) Upgraded Playground/Surfacing

c.) Drinking

- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

Skate Park:

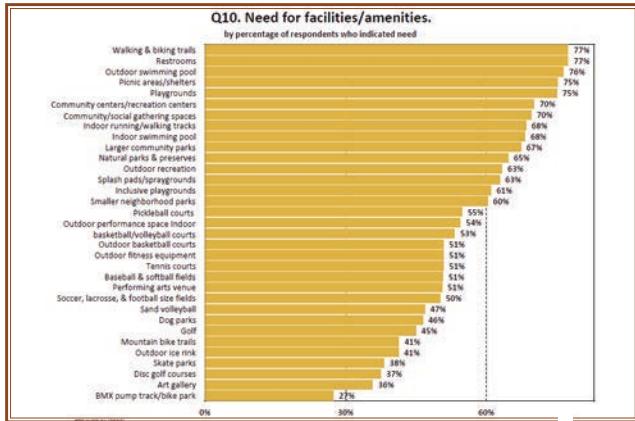
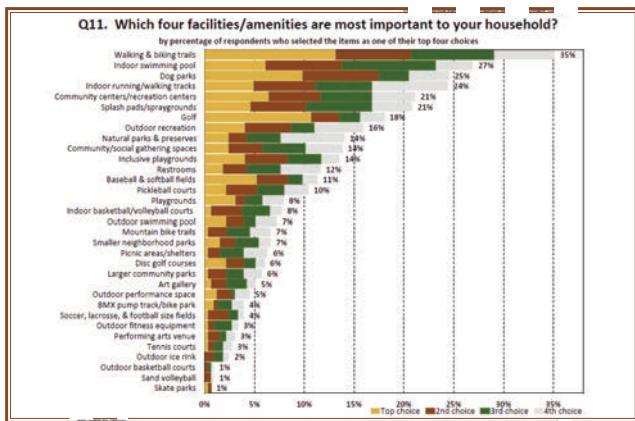
- a.) Accessible Loop Path
- b.) Shade Structure

c.) Drinking

- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

3

Discuss + Reflect



Future Trail Map from Strong Roots Bright Future Oak Grove Comprehensive Plan adopted 2023

FIGURE 5.1 PARKS AND RECREATION FRAMEWORK PLAN

0 1,000 2,000 4,000 5,600
1 inch NORTH

Data Sources: City of Oak Grove and the Olson Studio

- Jackson County / Lafayette County Line
- Recommended Railroad Crossing Improvement / Addition
- Existing Park
- Potential Future Park
- Recommended Multimodal Corridor
- Recommended Streetscape Enhancement



2 Strategic Decisions

Over the next 10 years, which improvement do you consider most appropriate for Bent Oak Park? Circle one per park

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

How about Caraway Lake Park?

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

How about Frick Park?

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

How about Skate Park?

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

How about Skate Park?

- a.) Accessible Loop Path
- b.) Shade Structure
- c.) Drinking Fountain
- d.) Site Furnishings
- e.) Upgraded Playground/Surfacing

3 Discuss + Reflect

PROGRAMMING



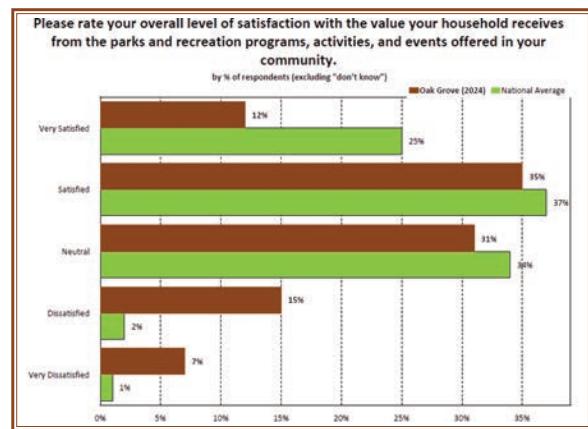
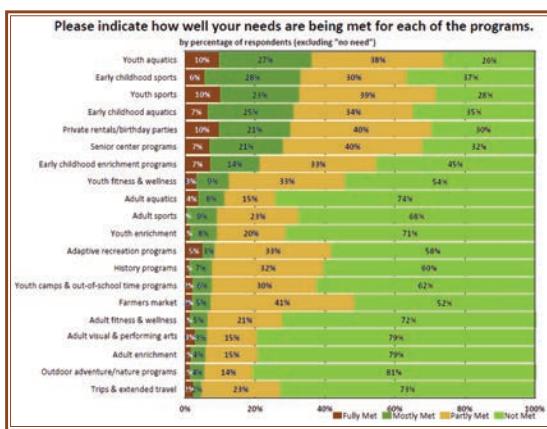
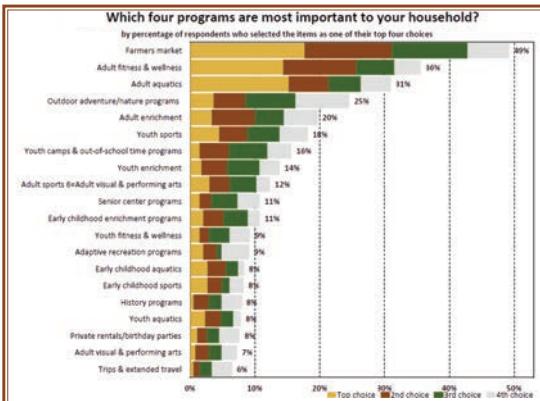
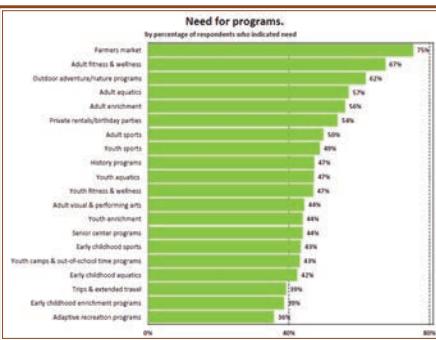
THE FARMERS MARKET LOT IS ONLY OPEN FROM:
1st Weekend in April thru 1st Weekend in November
Wednesday 3PM-7PM • Saturday and Sunday 7AM-2PM
APPROVED VENDORS ONLY

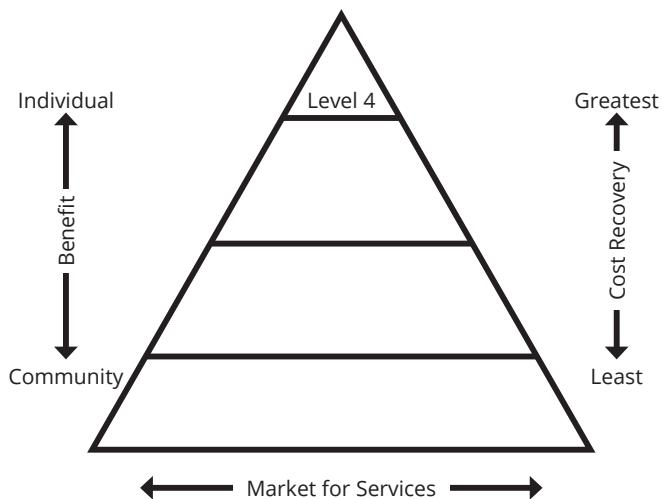
1 Program Information

2 Strategic Decisions

3 Discuss + Reflect

1 Program Information





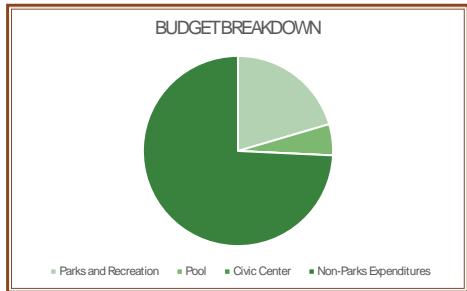
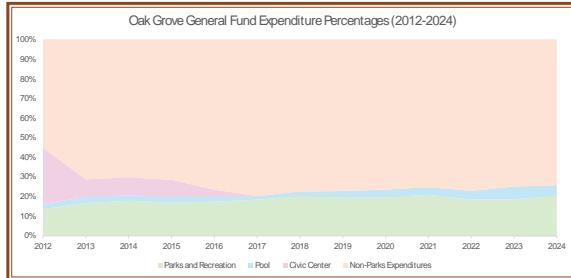
1. Fill out the Program Pyramid with the programs you'd like to see added in Andover

2. What programs are currently offered by another institution that you would like to be provided publicly? *comment below*

3. What partnerships would you like to create that would help the city? *comment below*

3 Discuss + Reflect

1 Finance Information

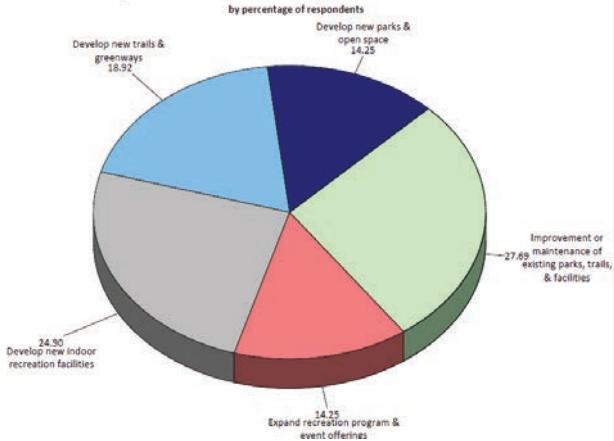


City of Oak Grove General Fund Expenditures Overview (2012-2024)

Department	Actual					
	2012	2013	2014	2015	2016	2017
Parks and Recreation	\$ 593,980	\$ 561,977	\$ 599,333	\$ 589,711	\$ 655,424	\$ 881,625
Pool	\$ 112,024	\$ 106,699	\$ 91,765	\$ 106,549	\$ 101,046	\$ 85,040
Civic Center	\$ 1,246,353	\$ 299,149	\$ 308,542	\$ 299,310	\$ 131,301	\$ -
Non-Parks Expenditures	\$ 2,391,096	\$ 2,387,233	\$ 2,349,478	\$ 2,485,958	\$ 2,874,592	\$ 3,796,510

Source: City of Oak Grove Administration Website, 2024

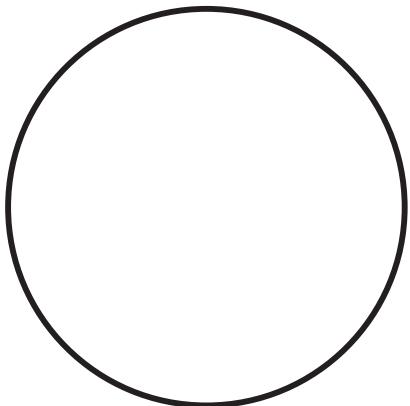
If you had an additional \$100, how would you allocate the funds among the parks and recreation categories listed below?



City of Oak Grove General Fund Expenditures Overview (2012-2024)

Year	Actual				Projected	Budget
	2018	2019	2020	2021	2022	2023
\$ 1,503,618	\$ 1,039,655	\$ 864,213	\$ 1,006,541	\$ 1,074,344	\$ 1,077,256	\$ 1,245,050
\$ 178,359	\$ 180,280	\$ 178,578	\$ 186,411	\$ 257,553	\$ 374,763	\$ 322,500
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ 5,733,669	\$ 4,117,759	\$ 3,373,763	\$ 3,613,555	\$ 4,456,766	\$ 4,311,673	\$ 4,521,905

2 Strategic Decisions



- % Maintenance
- % Programs
- % Park Improvements
- % Staffing
- % Special Events

1. Create your own pie chart to show how the annual budget should be allocated. *see above*

2. In what areas would you like the cities to increase their revenues?

3 Discuss + Reflect

CAPITAL PROJECTIONS

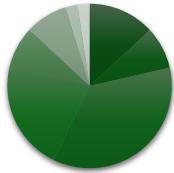
1 Capital Information

2 Strategic Decisions

3 Discuss + Reflect

1 Capital Information

CIP Allocation



- Bent Oak Entrance Drive
- Truck
- Park Improvements
- Aquatic Center Parking Lot
- Webb Park/Primary Parking Lot
- Sickle Mower
- Automated Vacuum
- Replacement Board

Total Park Capital Projects Based on Capital Outlay Request 2021-2025

Park	Mentions
All Parks	1
Aquatic Center	1
Bent Oak	3
Bent Oak & Broadway	1
Caraway Lake	1
Davis Center	4
Fieldhouse	6
Fieldhouse/pool	2
Frick Park	2
Grounds	4
Phased approach to all	1
Pool	4
TBD	1
Webb Park	11

Park Funding Based on Capital Outlay Request 2021-2025

Park	Investment Amount
Webb Park	\$665,000
Pool	\$475,000
Davis Center	\$265,000
Fieldhouse	\$257,500
Frick Park	\$150,000
Grounds	\$135,000
Bent Oak	\$120,000
Fieldhouse/Pool	\$40,000
Aquatic Center	\$35,000
Caraway Lake	\$35,000
All Parks	\$35,000
Bent Oak	\$20,000

2 Strategic Decisions

1. Prioritize (1-10) the types of Capital Improvements that are the most beneficial to Oak Grove

- Recreation
- Maintenance
- Structures
- Infrastructure
- Playgrounds
- Aesthetics/Com
- Dog Park
- Parking
- Lighting
- Site Furnishings

3 **Discuss + Reflect**

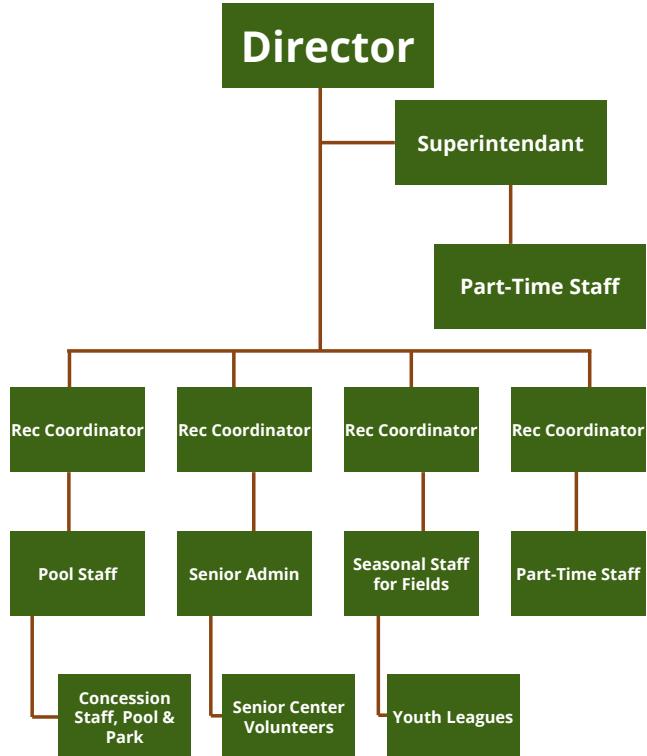
STAFFING PROJECTIONS

1 Staffing Information

2 Strategic Decisions

3 Discuss + Reflect

2 Strategic Decisions



3 Discuss + Reflect

1. If you could add another staff member, what would be their title?

2. What position(s) does Oak Grove need more of?

3. If it was up to you to create a new position to help you do your job better, that position would be what?

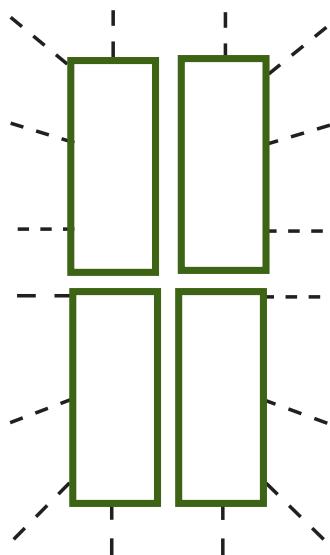
4. If you get the chance to reorganize the org chart, what would it look like?

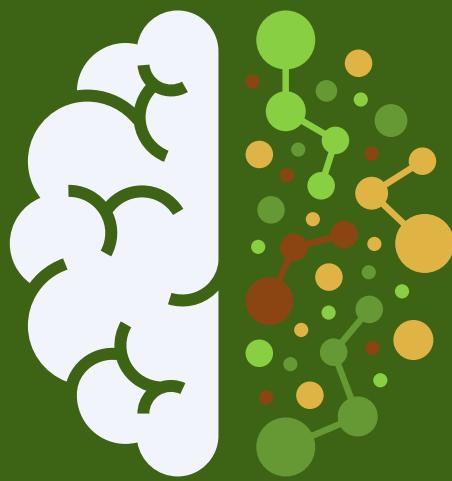
MIND MAP

Step 1. In the 4 boxes on the next page write your main take aways from the Strategic Planning Retreat.

Step 2. For those 4 things take time to think of up to 4 ways these could become accomplished/addressed connect them to the main 4 boxes.

Step 3. Finally think of how this plan can address these concerns or any other general notes about what you want to see in this plan and put them on the outskirts of the page.





THANK YOU!



Social Pinpoint Information



Oak Grove Social Pinpoint Community Feedback Types

Activity	Tag Totals
Team sports	18
Events & Programming	17
Walking	14
ATVs	6
Fishing	4
Passive (unprogrammed spaces)	4
Cycling	2
Watercraft	2

Location	Tag Totals
Bent Oak Park	51
Frick Park	31
Webb Park	30
Aquatic Center	18
Farmers Market	6
Fieldhouse	6
Caraway Lake	4
Skate Park	3
Senior Center	1

Construction	Tag Totals
Buildings, Shelters, Bleachers, etc.	33
Paving	19
Playground	17
Site Furnishings (benches, tables, etc.)	16
Animals (Dog Park, Rodeo, etc.)	13
Golf Course	12
Splash Pad	10
Disc Golf	9
Trees	6
Fencing	3
Play Courts	3

General Concern	Tag Totals
Accessibility (sidewalks, ADA, etc)	25
Shade	22
Aesthetics/Beauty	18
Economic Development	14
Funding	12
Lighting	2





Social Pinpoint: Oak Grove Feedback Responses Word Frequency Comparison



OAK GROVE		(City in Kansas)		(City in Missouri)		(City in Missouri)		(City in Kansas)		(Area in Missouri)	
CATEGORY	OCCURRENCES	CATEGORY	OCCURRENCES	CATEGORY	OCCURRENCES	CATEGORY	OCCURRENCES	CATEGORY	OCCURRENCES	CATEGORY	OCCURRENCES
1 COURSE	31	TRAIL(S)	75	TRAIL(S)	217	TRAIL(S)	22	TRAIL(S)	100	TRAIL(S)	94
2 SHADE/COVER	23	GREAT	40	WATER	70	GREAT	20	COURTS	44	PARKING	17
3 FIELD(S)	21	(CITY NAME)	37	GREAT	68	ALONG	16	GREAT	44	CREEK	16
4 GREAT	21	COURTS	31	PARKS	64	EQUIPMENT	12	SIDEWALK	41	GREAT	16
5 PEOPLE	19	COMMUNITY	25	NEEDS	55	SPACE	12	ALONG	33	HODGE	11
6 NEEDS	16	PEOPLE	22	COMMUNITY	54	NEEDS	12	SPACE	30	NEEDS	10
7 PLAYGROUND	14	ALONG	21	PEOPLE	53	AROUND	11	PLAYGROUND	29	USERS	7
8 PLACE	14	PLEASE	19	ALONG	53	FORMER	10	(CITY NAME)	29	FUTURE	7
9 SPLASH	12	WALKING	19	POWER	52	COURTS	10	STREET	29	(STREET NAME)	6
10 BRING	12	NEEDS	19	RIVER	46	MAYBE	9	PARKING	28	(AREA NAME 1)	6
11 AROUND	12	PICKLEBALL	16	PLAYGROUND	45	PARKS	8	PLEASE	26	SYSTEM	6
12 FRICK	11	PARKING	16	ACCESS	45	OUTDOOR	8	PEOPLE	25	TRAILHEAD	6
13 MAYBE	11	PARKING	16	CREEK	42	(CITY NAME)	8	WALKING	24	OPTIONS	6
14 COMMUNITY	11	AROUND	15	STREET	42	COURSE	7	PICKLEBALL	23	CONNECT	5
15 CENTER	11	PARKS	14	PARKING	39	WALKING	7	WATER	21	WOODS	5
16 BETTER	10	SIDEWALK	14	PLEASE	38	SWIMMING	7	ADDED	17	PROJECT	5
17 (OAK) GROVE	10	STREET	13	SPACE	37	ADDITION	6	SPLASH	17	NORTH	5
18 WALKING	9	ACCESS	13	NEIGHBORHOOD	36	HIKEBIKE	6	NORTH	16	SECTION	5
19 SPACE	9	LITTLE	12	AREAS	35	LITTLE	6	ADDITION	15	(AREA NAME 2)	4
20 TREES	9	EQUIPMENT	12	AROUND	34	WATER	6	PLACE	15	1000S	4
21 ALLOW	9	PERFECT	12	CREATE	32	PEOPLE	6	ACROSS	15	PAVED	4
22 FAMILY	8	PLACE	12	WALKING	31	PLAYGROUND	6	MAYBE	15	DEVELOPMENT	4
23 SCHOOL	8	YEARS	12	NATIVE	31	SEATING	5	NEEDS	14	AROUND	4
24 BLEACHERS	7	CONNECT	12	PLACE	31	BIKING	5	PEDESTRIAN	14	BUILT	4
25 AREAS	7	CENTER	11	COURTS	31	GOING	5	GREEN	14	MAINTAINED	4
26 ENJOY	7	BETTER	11	REALLY	30	COURT	5	AROUND	13	MOUNTAIN	4
27 AQUATIC	7	OFTEN	11	TRASH	28	SCHOOL	5	ACCESS	13	ALONG	4
28 PARKING	7	CROSS	11	TRAFFIC	27	ROTARY	5	CONNECT	13	ACCESS	4
29 EQUIPMENT	6	GOING	11	FIELD	27	TREES	5	(STREET NAME 1)	13	DEFINED	4
30 TRAIL	6	SPACE	11	CONNECT	26	PLACE	5	COMMUNITY	12	WATER	4
31 CHILDREN	6	PEDESTRIANS	11	DANGEROUS	25	REALLY	5	CREEK	12	OUTDOOR	4
32 ARENA	6	OUTDOOR	11	SIDEWALK	25	LANES	5	LIGHTS	12	PLEASE	3
33 SMALL	6	DANGEROUS	10	PLANTS	25	THINK	5	CONSIDER	12	(AREA NAME 3)	3
34 WATER	6	FAMILIES	10	STORAGE	24	SMALLER	5	LITTLE	12	ESPECIALLY	3
35 COURTS	6	FIELD	10	PILLARS	24	ADDITIONAL	4	CROSSING	12	STREET	3
36 REALLY	6	SIDEWALKS	10	TREES	23	PARKING	4	(STREET NAME 2)	12	CONNECTION	3
37 EVENTS	6	REALLY	9	CENTER	23	ADDED	4	SOUTH	12	(AREA NAME 4)	3
38 GOING	6	RIGHT	9	PROVIDE	23	SAFETY	4	TRAFFIC	12	(AREA NAME 5)	3
39 PROPERTY	6	PARKWAY	9	ALLOW	23	DESTINATION	4	CENTER	11	ENJOY	3
40 UPDATED	5	TREES	9	CHILDREN	22	NORTH	4	REALLY	11	SINGLETRACK	3
41 BENCHES	5	AREAS	9	PUBLIC	21	SOCcer	4	BETTER	11	VOLUNTEER	3
42 SHELTERS	5	LARGE	9	BETTER	20	FIELDS	4	ESPECIALLY	11	BIKING	3
43 SOMETHING	5	TRAFFIC	9	THINK	20	AREAS	4	PARKS	11	RUNNING	3
44 AGREE	5	LIGHTING	8	LIGHTS	20	POSSIBLE	4	PARKWAY	11	FEATURES	3
45 SOCCER	5	ACROSS	8	NATURE	19	SIDEWALKS	4	ADDITIONAL	10	DEVELOP	3
46 LOCAL	5	EXERCISE	8	SWOPE	19	YEARS	4	COURT	10	EXISTING	3
47 UPDATE	5	SOUTH	8	BEAUTIFUL	19	ACTIVITIES	4	AREAS	10	SIDEWALKS	3
48 ALONG	5	DOWNTOWN	8	REGION	19	SENIOR	4	LIGHT	10	PRIORITY	3
49 SEATING	5	BUILD	8	CITIZENS	4	CITIZENS	4	CROSSWALK	10	SIGNIFICANT	3

Date: August 1, 2024

