

1. Agenda And Draft Strategic Master Plan October 18, 2017- Item 1

Documents:

[PARKS AND RECREATION ADVISORY COMMITTEE AGENDA OCTOBER 18, 2017 - ITEM 1 \(PDF\).PDF](#)

[DRAFT STRATEGIC MASTER PLAN OCTOBER 18, 2017 - ITEM 2 \(PDF\).PDF](#)

NOTICE OF PUBLIC MEETING

City of Marshalltown

Parks and Recreation Advisory Committee

Wednesday, October 18, 2017

4:15 p.m.

****Meeting Location: Council Chambers****

CALL TO ORDER:

Jeffrey Sogge	(1/1/19)
Matt Tullis	(1/1/19)
Tim Bell	(1/1/18)
Anel Garza	(1/1/19)
Kim Barnes	(1/1/19)

BUSINESS

1. Approve minutes from August 17, 2017 meeting
2. Presentation on Park and Recreation Master Plan – Bolton and Menk Consultants
3. Board discussion of Master Plan and recommendation for Council
4. Meeting adjourned

ADJOURNMENT – Next meeting December 20, 2017

*Public meeting notifications made October 10, 2017, to the following:
Posted at City Hall
Media*

2018-2028 STRATEGIC MASTER PLAN



MARSHALLTOWN PARKS & REC

DRAFT

CITY OF MARSHALLTOWN, IA
2018-2028 STRATEGIC MASTER PLAN
Parks and Recreation Department

Submitted by:



**BOLTON
& MENK**

Real People. Real Solutions.

ACKNOWLEDGEMENTS

IN COLLABORATION WITH:

The City of Marshalltown's Parks and Recreation Department

WITH SPECIAL THANKS TO:

Public participants who provided feedback to help define the final recommendations for this document

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Brad Weuve - Park Superintendent
Kelly Smith - Maintenance Worker II

City Council

James Lowrance - Mayor
Bill Martin - City Council
Leon Lamer - City Council
Bethany Wirin - City Council
Dan Kester - City Council
Joel Greer - City Council
Mike Gowdy - City Council
Al Hoop - City Council

Parks & Recreation Advisory Committee

Jeffrey Sogge - Committee Member
Matt Tullis - Committee Member
Tim Bell - Committee Member
Anel Garza - Committee Member
Kim Barnes - Committee Member



DRAFT

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01

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

INTRODUCTION

Parks, trails, open space and recreation programs provide communities with many benefits. Having these resources available to the community can promote public health, has been proven to reduce crime, and contribute to creating socially active communities. The purpose of the 2018-2028 Strategic Master Plan is to guide the City of Marshalltown in maintaining its existing park and recreation resources and also plan for future amenities and facilities. This report establishes a baseline for existing facilities, analyzes the current condition and public perception of parks and recreation amenities, and describes recommendations to use in development of future parks, trails, open space and recreation programs.

The information contained in this report directly represents the results of an extensive, interactive and engaging public outreach process with Marshalltown community members. The recommendations described herein were directed by the community and a reflection of what Marshalltown residents value and look for as the City moves forward with improving parks and recreation resources for its community.

THE PROCESS

In collaboration with the City of Marshalltown, the design team executed a comprehensive planning process centered on understanding what the community wants and their needs as pertains to park and recreation amenities. The entire master plan process covered a span of 6 months from project kick-off through City Council adoption.



Task 1: Mission, Culture and Community Alignment

- Team Kick-off Meeting
- Project Kick-off Event
- Project Branding
- Community Assessment



Task 2: Inventory and Analysis

- Park Inventory, Data Collection, and Research
- Natural Resource Evaluation
- Demographic and Trend Analysis
- Park Tour and Open House Event



Task 3: Anticipating Needs of Future Generations and Vision Plan

- Needs Assessment
- Inclusive Play and Accessibility Study
- Asset Management, Capital Investment, & Growth Plan
- Placemaking and Identity Building



Task 4: Recommendation and Action Plan

- Implementation and Phasing Plan
- Natural Resource Management & Maintenance Plan
- Oktoberfest Event
- Draft Master Plan Report
- Final Report Preparation

The project process was designed around four principles:

ENGAGE. Involve community members, stakeholders and City staff in a collaborative outreach process that listens to the community.

INFORM. Provide the appropriate levels of education, as needed, for project participants to make informed decisions. Share information at specific intervals throughout the project, document feedback, and refine potential outcomes as the project progresses.

RECOMMEND. Analyze community input, determine community values, and make recommendations consistent with the values of the community.

IMPLEMENT. Provide a framework for prioritizing improvement recommendations. Accompany proposed improvements with a description of how they will better the community and provide the City with the necessary tools for developing an action plan for implementation.

HOW TO USE THIS DOCUMENT

The contents of this master plan report includes park inventory data, community input results, analysis of all collected data, recommendations and implementation suggestions for parks, open space, trails and recreation program improvements. Also included are descriptions of why the recommendations found herein are relevant to the growth of Marshalltown's parks and recreation amenities are included. Appendices to this document include park inventories, complete community input survey results, and park and trail maps produced during the planning process.

The City of Marshalltown should use this document to evaluate resource allocation, capital improvement spending, and implementation of park, open space, trail and recreation improvements. The sections that follow are meant to serve as a guide and will provide a starting point for implementing projects. Additional planning will likely be required.

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02

VISION, GOALS, & OBJECTIVES



VISION, GOALS, & OBJECTIVES

VISION

Prior to this strategic master planning effort, the City of Marshalltown had never had a comprehensive Parks and Recreation Master Plan. While forecasting future growth and a focus on sustainable and fiscally responsible planning, the City identified a need to reinvigorate its parks and recreation offerings for current and future residents. The City's vision is to offer quality, accessible, and amenity-rich parks, trails, open space and recreation opportunities for its citizens. Diversifying recreation amenities, improving the community image and perception of its parks, creating inviting and attractive spaces and putting more emphasis on ecologically sound practices were all identified as part of the City's expectations. Marshalltown understands the importance of investing in long-term solutions and doing what's right for the community. The 2018-2028 Strategic Master Plan is designed to serve as a guide for executing the City's vision to encourage informed decision making, enabling long-term investments in its Parks and Recreation Department and to better serve Marshalltown residents.

PROJECT OBJECTIVE



Develop a comprehensive, usable document which outlines the future growth of the Parks and Rec department, to better cater to the growing and evolving recreational needs of the community.

Critically important to successful implementation of the master plan is that the recommendations are attainable, and align with the capacity of the Parks and Recreation Department, but first and foremost, represent the voice of the community. This is to be a collaborative process involving city staff, stakeholders, and community members.

PROJECT GOALS

Prior to inventory and data collection, the project team met with city staff and the Project Advisory Team to establish goals and critical success factors for the project. What is the anticipated outcome? Who needs to be included in the process? What will determine the success of this process? What is the city hoping to achieve by completing the strategic master plan? These questions, and others, were discussed in detail to ensure the project started on the right path. The following project goals were used to guide the project and to evaluate the relevancy of project outcomes.



Provide opportunities to broaden the diversity of park users, including age, ethnicity, social class and/or ability.



Promote and improve inclusive play and accessibility to and within Marshalltown recreation amenities.



Identify strategies for improving day to day operations within the Parks and Recreation Department while reducing long-term park maintenance.



Provide a framework for short, mid, and long-term improvements and growth opportunities for existing and future parks, open space and trails.



Improve ecosystem diversity and enhance the ecological resources within park and recreation areas.

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03

DATA COLLECTION & INPUT



DATA COLLECTION & COMMUNITY INPUT

3.1 EXISTING PARKS, OPEN SPACE, & TRAILS

INTRODUCTION

Planning at any level must begin with a realistic inventory of available resources and amenities to be matched against the needs and goals of the community. In determining what each park, trail, or open space area should look like in the future, it is essential to have a solid understanding of existing conditions and needs presently are. A complete inventory of all parks and recreation amenities was performed to ensure a comprehensive understanding of existing conditions at each park.

PARK SYSTEM INVENTORY

The park system inventory provides a foundation for examining how well the current park system fulfills the needs of the community. As part of the inventory process, the project team visited, documented, and photographed each of the parks, trails, and recreation areas, as well as their associated amenities. To make certain that all park elements were counted, the following items were evaluated, identified, and noted for each recreation area:



In addition to the items shown above, additional notable site features were recorded for each park. An example of the inventory spreadsheet can be found on the following page.

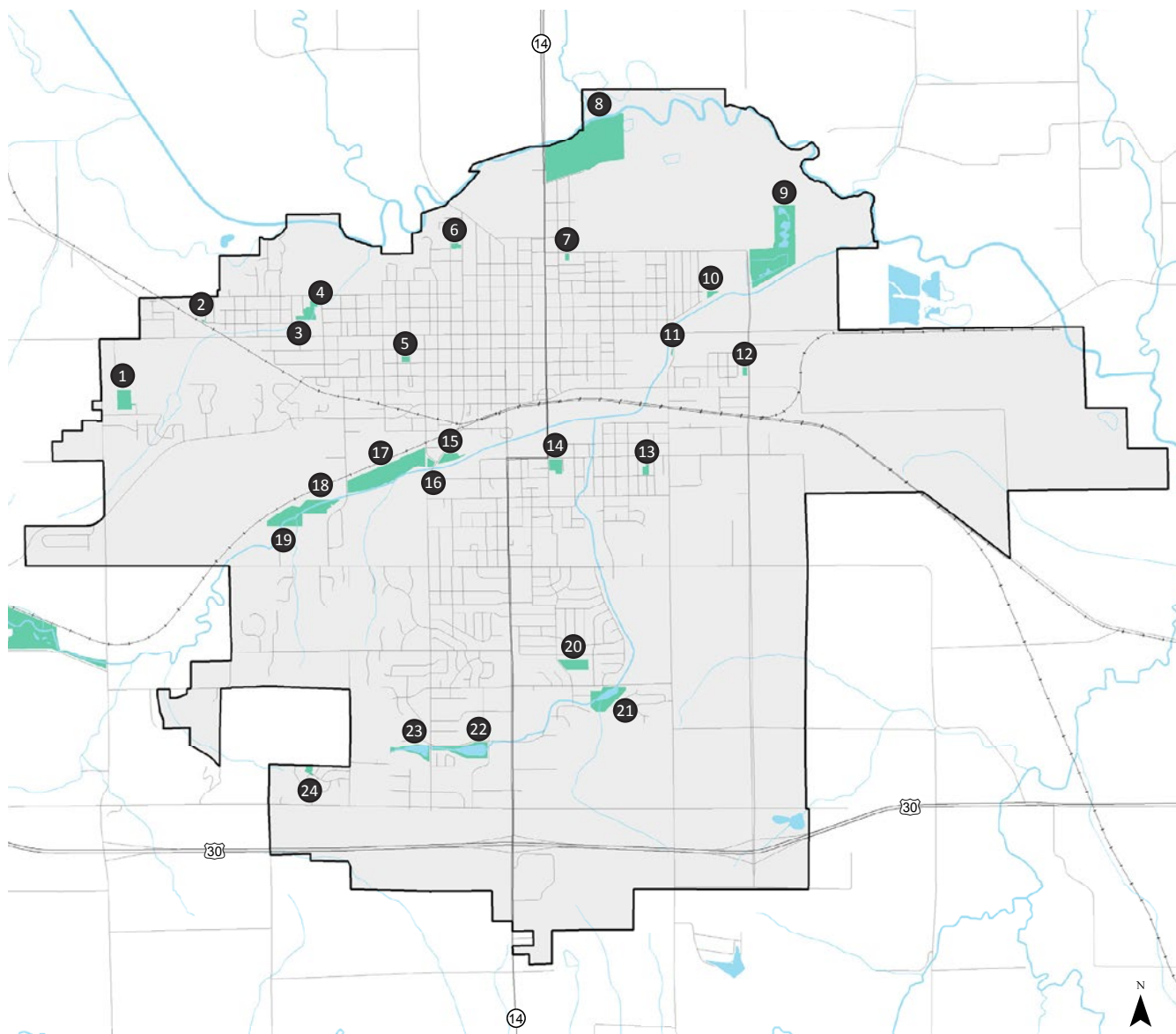
PARK INVENTORY SPREADSHEET EXAMPLE

RIVERVIEW PARK 402 Woodland Street Overall Size = 153.8 AC		
<u>PARK AMENITIES</u>	YES/NO	DESCRIPTION
Playgrounds	YES	Multiple playgrounds and play areas.
Play Equipment	YES	Three playground areas. Play structure #1(age range 5-12), Adult swings (4), infant swings (2), additional amenities: 2 picnic tables, 3 benches, and security light. Play structure #2 (age range 3-10), infant swings (2), 3 picnic tables, 3 benches, bouncers, diggers, security light, parking and sidewalk access. Play structure #3 (Ages 5-13) newer, more modern appearance.
Ball Fields	NO	N/A.
Courts	YES	Tennis court (1) with pickle ball striping (newer/good condition), Basketball court, volleyball court. Bike racks near tennis/basketball courts.
Athletic Fields	NO	N/A.
Shelter	YES	Three enclosed shelters. #1 Community building (122 capacity)- largest, most popular near campground. Parking available, warming kitchen, heat and ac, restrooms, hosts groups (children's art). Enclosed shelter #2 Reunion hall (104 capacity) - parking and sidewalk access, restrooms, fridge, projection screen, 3 picnic tables and grill. #3 log cabin - volleyball court, 6 picnic tables, grill, restrooms nearby. Three additional open-air shelters with grill, trash receptacle, and picnic tables.
Restroom Facilities	YES	In the community building, reunion hall, outside the log cabin (poor condition), and near dog park/roadway (water fountain available).
Drinking Fountain	YES	Drinking fountain near dog park/road way, access to water (but not drinking fountain) near log cabin.
On-Site Parking	YES	Multiple parking areas. On-site parking available near the community building, the reunion building and adjacent park, the tennis courts, and the dog park.
<u>NOTABLE SITE FEATURES</u>		
3 enclosed shelters, 3 playground areas, tennis courts with pickleball striping, basketball courts, volleyball court, dog park (small and large dog runs), annual planting beds, JCB statues, Bell tower, camping site, disc golf, trail network, river through the park, and bridge.		
<u>PROGRAMMING</u>		
Children/group activities offered in the Community building and Reunion building.		
<u>ADDITIONAL NOTES</u>		
Disc golf course - popular and spans across both sides of the road. Opportunity to beautify the portion of the park along Highway 14 as part of the corridor improvement project. Potential to cut down on moving and preserve "naturalized areas" (would need to revise ordinance in relation to weed maintenance.)		

The **complete inventory** for each of the parks and recreation areas can be found in **Appendix A** at the end of this document.

MARSHALLTOWN PARKS

The City of Marshalltown owns and maintains over 20 parks, totaling **289 acres**. The following map indicates the location of existing parks that were inventoried as part of the data collection process.

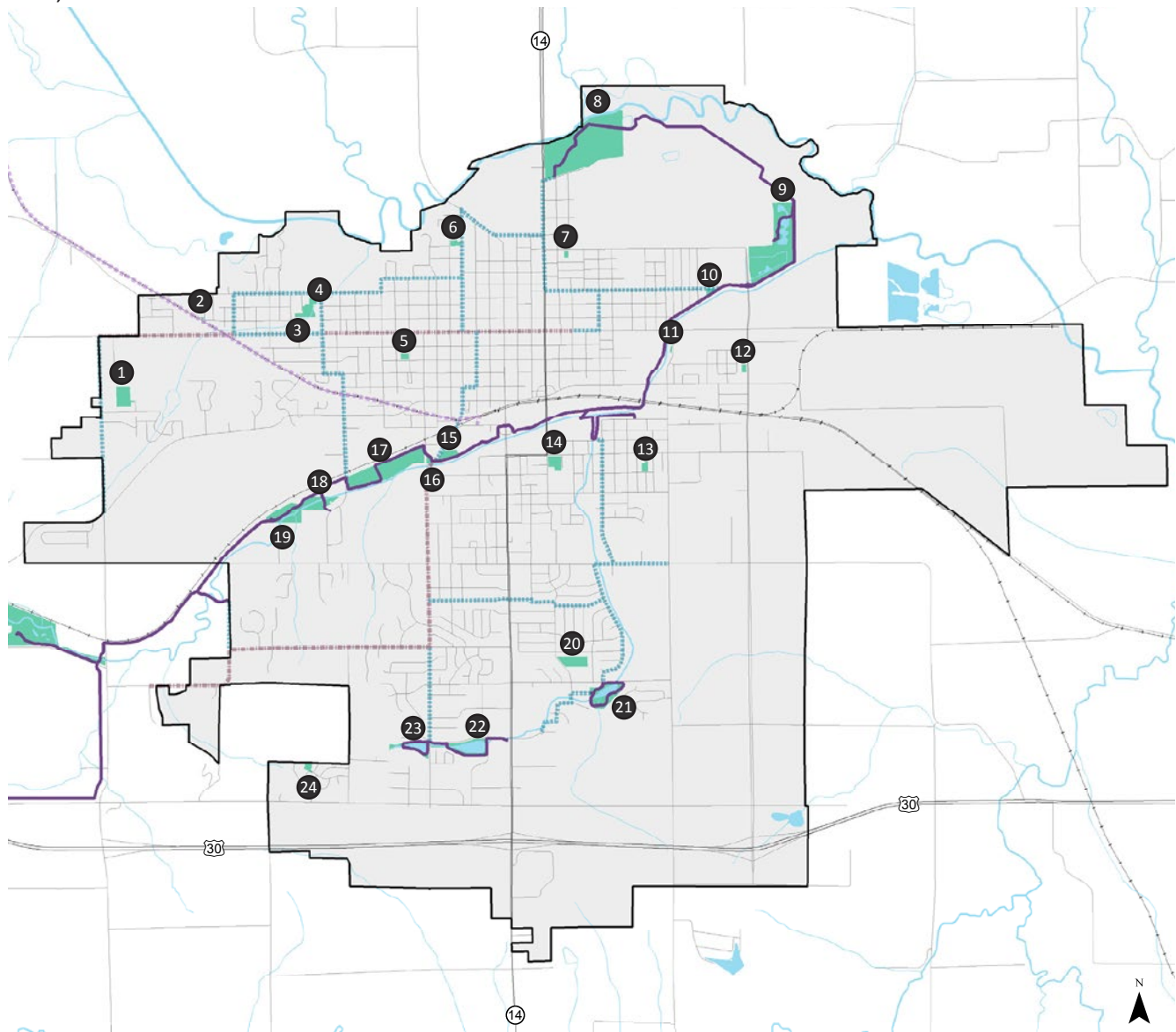


City Limits
 Parks
 Rivers/Streams/Lakes
 Parcels
 Roads

- | | | | |
|---------------------|---------------------------|----------------------------|----------------------|
| 1 BiCentennial Park | 7 BPW Park | 13 Assistance League Park | 19 Morris Park |
| 2 Lawrence Park | 8 Riverview Park | 14 Anson Park | 20 Kiwanis Park |
| 3 West End Park | 9 Nicholson-Ford OHV Park | 15 MEGA 10 Park | 21 Timber Creek Park |
| 4 Tankersley Park | 10 Peterson Park | 16 Marshalltown Skate Park | 22 Goldfinch Park |
| 5 Arnold's Park | 11 Lennox Park | 17 MFL & Softball Complex | 23 Glenwood Park |
| 6 Elk's Park | 12 Optimist Park | 18 Judge Park | 24 Jaycees Park |

MARSHALLTOWN TRAILS

The Linn Creek Recreational Trail provides Marshalltown with **9.6 miles** of paved trails throughout the community. The following map highlights this multi-use trail, as well as bike lanes, designated bike routes, and the Iowa River Trail.



City Limits Parks Rivers/Streams/Lakes Parcels Roads

Multi-use Trail (Linn Creek) Bike Lane Designated Bike Route Iowa River Trail

- | | | | |
|---------------------|---------------------------|----------------------------|----------------------|
| 1 BiCentennial Park | 7 BPW Park | 13 Assistance League Park | 19 Morris Park |
| 2 Lawrence Park | 8 Riverview Park | 14 Anson Park | 20 Kiwanis Park |
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MARSHALLTOWN PARKS OVERVIEW

To provide a brief summary of inventory findings, the tables below illustrate the total number of acres and amenities that are associated with each of the Marshalltown parks.

		Acres	Basketball court	Tennis courts	Backstop/softball/baseball	Open field/football/soccer	Enclosed rental shelter	Open air shelters	Toilet facilities -24/7	Toilets with shelter rental	Playground Equipment/Areas	Bike/walk Trail	Volleyball court
City Parks & Playgrounds													
Anson Park	301 East Anson	8.8			1	1	1	4	1		2		
Arnolds Park	107 S 7th Street	1.3	1								2		
Assistance League Park	1008 East High Street	1.4				1		1			1		
Bicentennial Park	507 Grandview Drive	8.2	1			1		1		1	1		
BPW Park	407 Marion Street	0.8				1					1		
Elk's Park	516 N Third Street	1.2	1					1			1		
Glenwood Park	2601 S 6th Street	7.5										X	
Goldfinch Park	310 W Merle Hibbs Blvd.	14.8										X	
Jaycees Park	1401 Rolling Meadows Road	1.2						1			1		
Judge Park & surrounding prairie area	1203 South 12th Street	4.1						1				X	
Kiwanis Park	2206 S 3rd Avenue	6.5	1			1	1	1		1	2		
Lawrence Park	102 N 22nd Street	0.2	1								1		
MEGA 10 Park	902 South 6th Street	4.9				1		4	1		3	X	
Morris Park	On trail west of 12th Street	11.9										X	
Optimist Park	305 S 18th Avenue	1.2				1		1			1		
Peterson Park & trail area	1503 Woodbury Street	2.2				1					1	X	
Riverview Park	402 Woodland Street	153.8	1	1		1	3	6	4		3	X	1
Sixth Street Complex/MFL/Little League area	800 South 6th Street	30.8			8			6			2	X	
Timber Creek Park	609 E Southridge	15.8						2	1		1	X	
West End/Tankersly Park	220 N 13th Street	4.9		4	1			1	1		3		
West Southridge (Undeveloped)		7.5											
Total		289	6	5	10	9	5	30	8	2	26	9	1
(Not to be included in Acreages)													
Nicholson-Ford Park	East end of Marion St.	367										X	
Linn Creek Recreational Trail + 3 ponds	2101 Highland Acres Road	9.6 Miles											
Farmers' Market	106 N Second Ave	N/A						X					
Public Parks & Playgrounds													
		Acres	Basketball court	Tennis courts	Backstop/softball/baseball	Open field/football/soccer	Ice Skating	Enclosed rental shelter	Open air shelters	Swimming Pool	Indoor Pool	Playground Equipment/Areas	Walk/Track gym
Public Parks & Playgrounds													
Anson School	1016 S Third Ave	1.5	X			X						X	X
Fisher School	2001 S Fourth St	3.5	X		X	X						X	X
Franklin School	1315 W Main	2.6	X			X						X	X
Hoglan School	2306 South Third Ave	7.2	X									X	X
Rogers School	406 Summit	0.84	X			X						X	X
Woodbury	8 N Seventh Ave	2.5	X			X						X	X
Miller Middle School	125 S 11th St	2.1			X	X							X
Marshalltown High School	1602 S 2nd Ave.	29.1		X	X	X					X	X	X
Lenihan	121 W Ingledue	2.2	X			X						X	X
Legion Park	1301 S 6th St.	0.5							X			X	
Little League Park	1000 S 12th St	15.32			X								
Marshalltown Football League	901 S 6th St	3.5				X							
Marshalltown Girls Softball	3700 S Center	10			X								
Marshalltown Area Soccer	1617 S 17th Ave	20.26				X							
Bicentennial		6				X							
Total		107.12	7	8	5	11			1		1	8	3
(Not to be included in Acreages)													
Community Y (quasi-public)	South Center & Washington St.										X		X

OVERARCHING THEMES

Throughout the inventory process it became evident that specific themes were emerging among the majority of Marshalltown parks and recreation areas. These included maintenance needs, limited accessibility/connectivity, insufficient lighting, a lack of diversity in park amenities, minimal amenities available to all ages and abilities, and opportunities for CIP improvements. By understanding the impact these themes have on park usage, public safety, park access and public participation, it was clear that these areas are among improvement priorities.

MAINTENANCE



ACCESSIBILITY



LIGHTING



PARK DIVERSITY



PEOPLE/COMMUNITY



CIP CONSIDERATIONS



PARK SYSTEM ANALYSIS

A SWOT analysis was performed to expand upon the trends and themes that emerged during the inventory process. A SWOT analysis is a structured planning method that evaluates Strengths, Weaknesses, Opportunities, and Threats. This information can provide a framework for mitigating weaknesses and threats, and can also build upon identified strengths and opportunities.

Strengths

- Children's Discovery Garden at MEGA 10 Park
- Community involvement
- Recent park updates/upgrades
- Prairie restoration
- Addressing stormwater runoff
- Spaces for community events/gatherings/activities
- Active use of existing parks and trails

Weaknesses

- Maintenance needs
- Limited staff and budget
- Condition of existing facilities
- Outdated play equipment
- Sediment loading in Timber Creek Park
- Organization of campground and shelter rental
- Missed opportunities with annual planting beds

Opportunities

- Riparian restoration
- Unique theme or identity for each park
- Sidewalk access
- Wayfinding
- Repurpose or enhance existing amenities
- Build upon the proximity to the 13th street district
- Build upon the proximity to the Veterans Home
- Naturalization/no-mow areas and prairie restoration
- Park beautification and aesthetic improvements
- Additional trail connections
- Nature based play spaces and programs

Threats

- Lack of lighting
- Graffiti
- Potentially threatening elements in the parks
- Upkeep of parks
- Erosion/safety issues

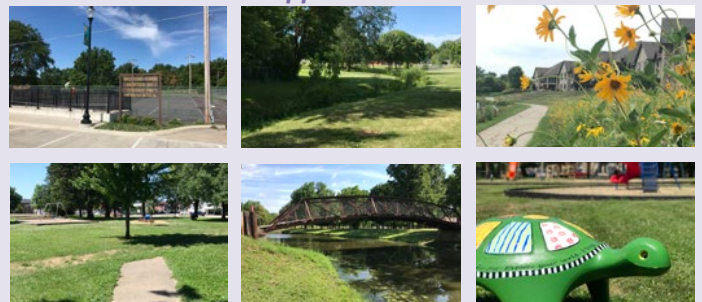
Strengths



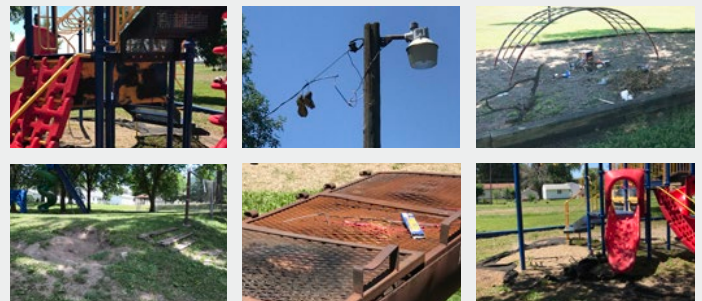
Weaknesses



Opportunities



Threats





3.2 OUTREACH PLAN

INCORPORATING MULTIPLE AVENUES FOR PUBLIC INPUT AND PARTICIPATION

Parks master plans are performed so cities can better serve the recreation and social needs of their community. Public engagement was a critical component of this planning process. Commitment to inclusive, innovative, and engaging public outreach was a key element to the success of this project. The project team incorporated several opportunities for engaging Marshalltown community members, with flexible options for providing input. We understand that not everyone has the time to attend city meetings or is comfortable voicing their opinion in a public setting. Providing multiple tools and strategies for gaining input allows under-represented community members to become actively involved and engaged in the planning discussion.

PROJECT KICK-OFF EVENT

A project kick-off event and Open House was held on Thursday, June 29th in the Marshalltown Coliseum. This event was coupled with the City's reveal of recent MEGA 10 park upgrades. As a result, it was highly attended and provided a great opportunity to learn about the project, fill out a comment card or survey, and begin a rapport with the project team.

This event provided an opportunity to raise awareness of the project, explain the overall objective of the plan, identify initial project goals, and determine next steps in the process. This included an overview of the multiple public input opportunities associated with the plan, activities for residents and community members to begin providing feedback, precedent imagery to show the type of elements this plan would address, and create an opportunity to address any initial questions or comments about the project.



Figure x.x:

Press release for advertising open house events

COMMENT CARDS

Comment cards were created in order to receive as much feedback as possible. These comment cards were available at each of the open house events, and were also distributed to the community within major parks and alongside trails. Comment cards provided a quick and easy way for members of the community to express their thoughts on how they would like to see Marshalltown's parks and trails improved.

2018-2028 STRATEGIC MASTER PLAN

MARSHALLTOWN PARKS & REC

COMPLETE
OUR SURVEY!

In order for the City of Marshalltown to continue to provide quality parks, trails, recreation amenities and maintenance of these facilities for you and our community, we must first evaluate the needs of our community and the perception of parks and recreation amenities in Marshalltown. As part of the planning process for the 2018-2028 Strategic Master Plan, we encourage you to fill out the comment card below.

(Optional Contact Information)

Name: _____

Address: _____

Telephone: _____

Email: _____

How would you like to see Marshalltown's parks and trails improved?

Comments / Questions:

To provide more feedback, please take our survey or visit our Facebook page!

Figure x.x: Comment card for community members to provide feedback

COMMENT BOXES

Along with comment cards; comment boxes were available 24/7 at major parks and trail locations. As comment cards were completed, there was always a quick, convenient, and secure place for them to be collected. Hundreds of comment cards were gathered and reviewed.

Comment boxes were strategically placed throughout the community, and could be found in the following locations: Riverview Park, Anson Park, the MFL Little League area, and at a trail head for the Linn Creek Recreational Trail. Comments from each of the comment boxes were gathered and reviewed to ensure that the community's voice was heard, and that their suggestions and concerns were being addressed as recommendations were formulated.

COMMUNITY INPUT SURVEY

A community-wide survey was made available in both English and Spanish to gain a comprehensive understanding of what Marshalltown residents would like this Master Plan to accomplish. A youth survey was also developed as preliminary results from the community-wide survey illustrated a need to seek additional input from the Marshalltown youth. Hard copies of the survey were also made available and were entered into the Online format as they were received. Between all of these options, **over 1,000 surveys** were completed.

Visual preference questions were also integrated with surveys to gain a better understanding of what the community would like to see most as parks and trails continue to grow and evolve.



Figure x.x: Comment Box at Riverview Park Trail Head

WHAT WORDS WOULD YOU USE TO DESCRIBE RECREATION?

Fun Safe Bike Outside Running Health Community
Nature Accessible Exercise Necessary
Family Important Activity Fun Leisure
Outdoors Physical Healthy Camping Relaxing

Figure x.x: Word Cloud of Survey Responses

ONLINE / SOCIAL MEDIA OUTREACH

A project Facebook page was developed as a means for the public to remain informed, engaged, and involved. This enabled the project team to provide regular project updates, meeting dates and locations, and post project resources. The Facebook page and other targeted media outlets allowed invitations for each Open House to reach multiple audiences and invite as many people to events as possible.

For quick and easy access to both the Online survey and Facebook page, QR codes were included on the comment cards and project boards. The QR codes could be used on various mobile device operating systems, directing them straight to the associated URL/website.

PARK TOUR AND OPEN HOUSE EVENT

A park tour and community open house event held in August enabled community members to see first-hand what some of the opportunities for the City parks entailed. It provided residents with an opportunity to get residents outside, and engage in Marshalltown's existing parks with on-site discussions about what improvements are needed. This was followed by a short presentation at the Council Chambers with an overview of project boards and preliminary survey findings.



Figure x.x: The project team presenting at the Park Tour and Open House Event

OKTEMBERFEST OUTREACH EVENT

Oktemberfest is Marshalltown's largest and most highly-attended community event. The design team seized the opportunity to piggy back on this event and have information on display in the coliseum.

At this event the project team shared the final survey results, discussed the initial short, mid, and long-term recommendations, addressed long attractions, and revealed priority parks. All of these items reflected public input received. To conclude the Open House, attendees were invited to attend the draft report presentation to the Park and Recreation Advisory Board.

PARK AND RECREATION ADVISORY BOARD PRESENTATION

A draft report was developed using information from public input. The project team presented the initial draft of the Strategic Master Plan report to the Parks and Recreation Advisory Board and community on October 18th. Feedback provided at this event enabled the report to be refined and finalized for adoption by City Council.

CITY COUNCIL FINAL REPORT PRESENTATION

The final step for the 2018-2028 Strategic Master Plan included receiving approval from the City Council to adopt the plan. At this meeting the project team presented the Strategic Master Plan report, outlining the recommendations for improving and growing park, open space, and recreation amenities in Marshalltown. With Council adoption, the Master Plan now serves as a guiding document for the Park and Recreation Department.

3.3 COMMUNITY INPUT SURVEY SUMMARY

OVERVIEW

The overall results and findings gathered from this survey provided a solid framework for how, and where, parks and recreation amenities should be improved to align with community needs, interests, and values. This input directly guided recommendations that were established to ensure that the plan clearly addresses needs identified by the community.

SURVEY TRENDS

Analysis of the survey results allowed the project team to identify themes and trends which then shaped the short, mid, and long-term goals/recommendations. Each of these trends are outlined below:

- **Maintenance of existing parks and recreation facilities**

Across the board, maintaining the existing parks was a top priority within the community. Community members of all ages acknowledged the importance of improving, maintaining, and focusing on enhancing existing parks before adding new attractions.

- **Accessibility/connectivity**

A lack of connectivity and accessibility to and within the parks was another trend highlighted by the survey. Safety concerns, proximity to their house, and a lack of connectivity were the top three items discouraging residents from using the City's trails.

- **Safety and lighting**

Safety concerns arose as a key priority relating to many survey questions. In addition to improved maintenance and accessibility, increased lighting and visibility were among the most important issues community members wanted to see this plan address.

- **Improved amenities and facilities**

Investing in the existing parks not only includes increased maintenance, but also improving or replacing amenities and facilities that are in poor condition. Restrooms, were near the top of the list of items the community would like the City to focus on over the next five to ten years.

- **Identification of under-served community groups**

The following groups were identified as the most under-represented as relates to park and recreational opportunities:

- Teenagers
- Senior citizens
- Those with special needs.

To more closely cater to these groups, a teen survey was administered, using a list of amenities/recreation programs that may best serve these individuals.

WHICH OF THE ITEMS BELOW DO YOU FEEL IS A PRIORITY FOR THE CITY TO INVEST IN OVER THE NEXT FIVE YEARS?

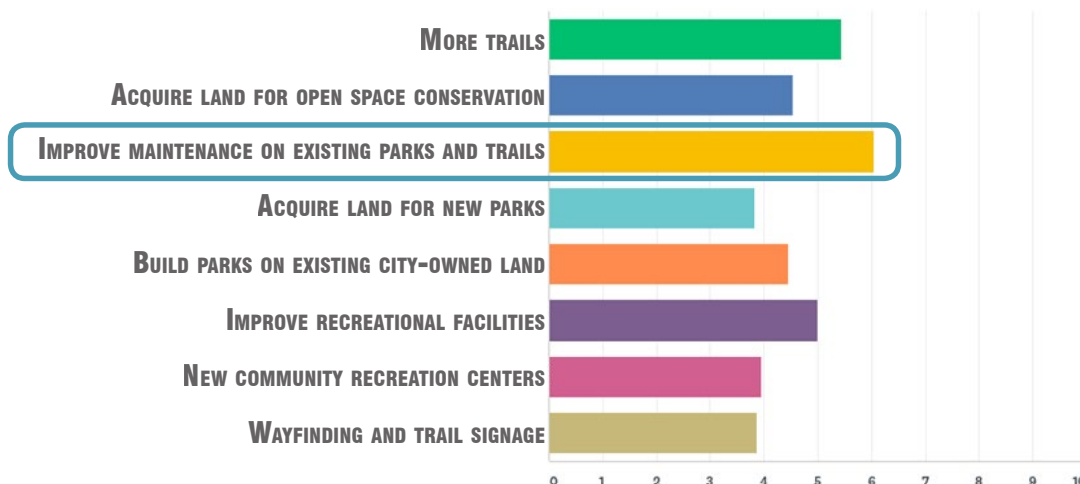
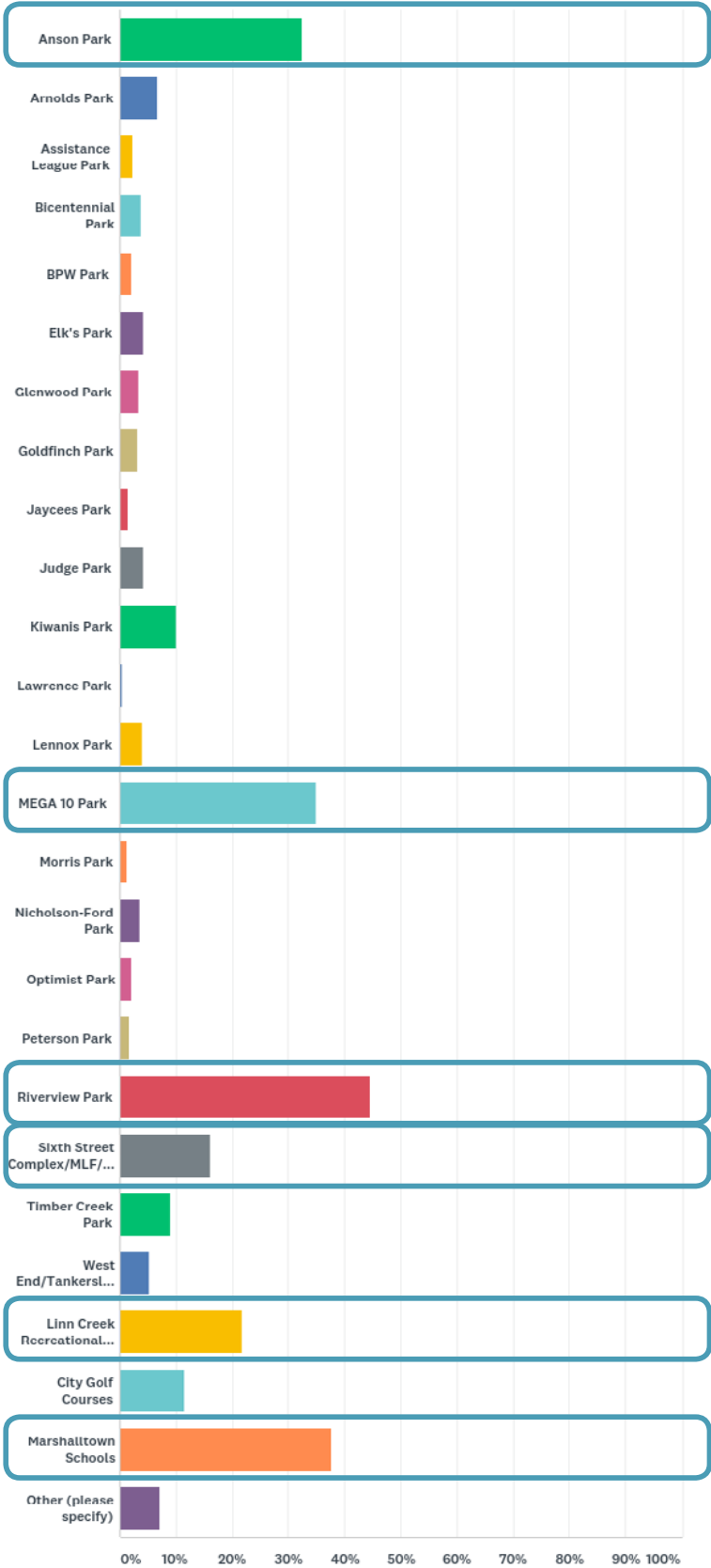


Figure x.x: Example of Survey Results (Full Survey Results can be found in Appendix B)

COMMUNITY SURVEY FINDINGS

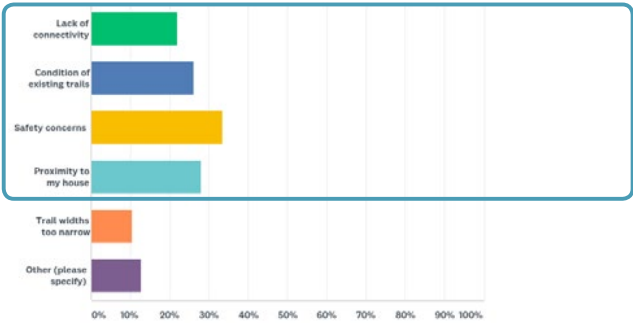
WHICH PARKS OR RECREATION AREAS DO YOU USE MOST?



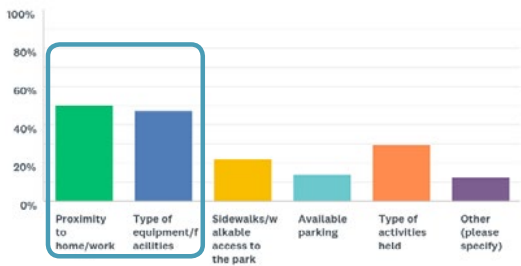
WHICH IMAGE DO YOU PREFER IN RELATION TO TRAILS?



WHAT DISCOURAGES YOU MOST FROM USING THE TRAILS?



WHY DO YOU VISIT CERTAIN PARKS MORE THAN OTHERS?



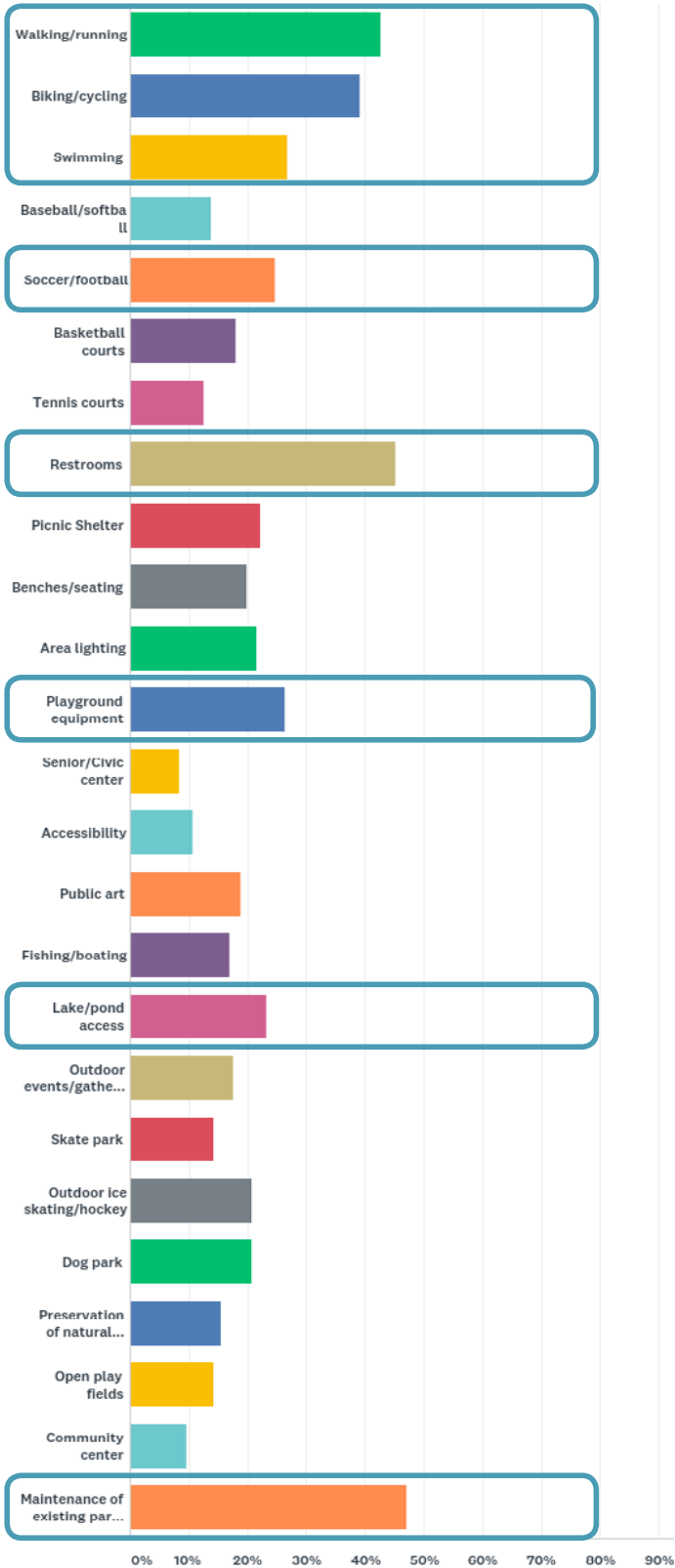
WHICH IMAGE DO YOU PREFER FOR EVENTS?



Figure x.x: Example of Survey Results (Full Survey Results can be found in Appendix B)

COMMUNITY SURVEY FINDINGS (CONTINUED)

WHAT ACTIVITIES/AMENITIES DO YOU FEEL MARSHALLTOWN SHOULD FOCUS ON OVER THE NEXT FIVE TO TEN YEARS?



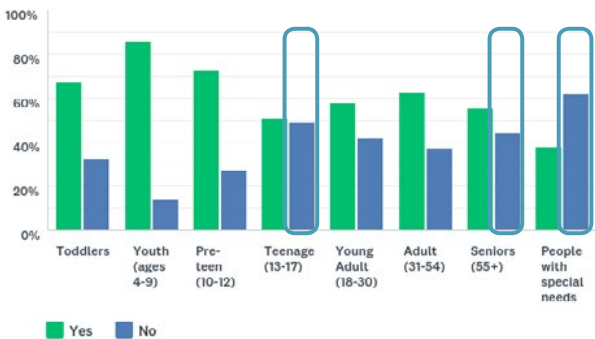
IN ADDRESSING STORMWATER, WHICH DO YOU PREFER?



WHAT IS YOUR FAVORITE OUTDOOR RECREATION ACTIVITY?



DO YOU FEEL THERE ARE ENOUGH PARKS, TRAILS, AND OPEN SPACE OPPORTUNITIES FOR THE FOLLOWING GROUPS?



WHICH AMENITIES OR PROGRAMS DO YOU USE MOST?

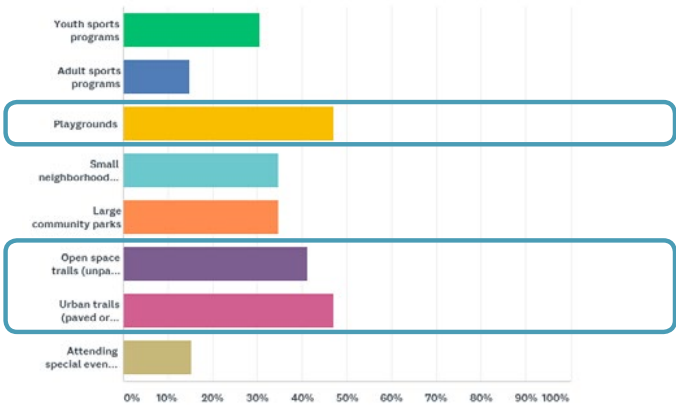
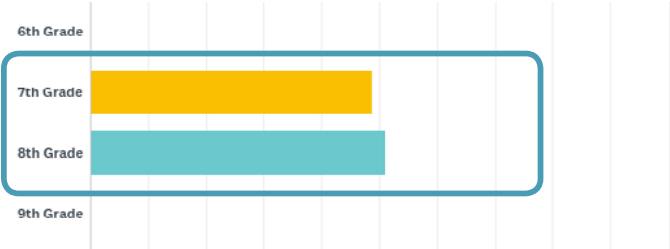


Figure x.x: Example of Survey Results (Full Survey Results can be found in Appendix B)

TEEN/YOUTH SURVEY FINDINGS

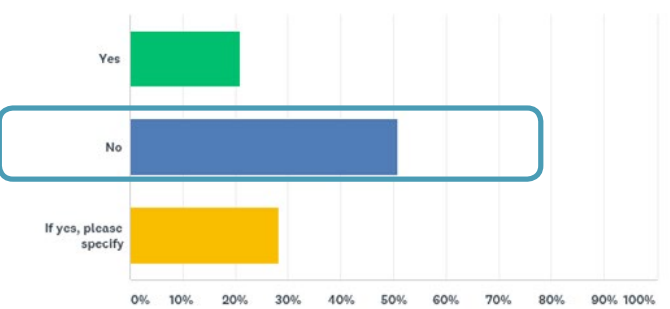
WHAT GRADE ARE YOU CURRENTLY IN?



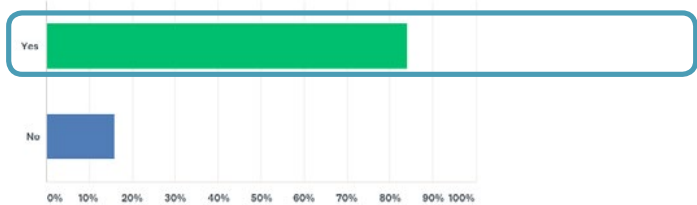
WHAT IS YOUR FAVORITE OUTDOOR ACTIVITY?



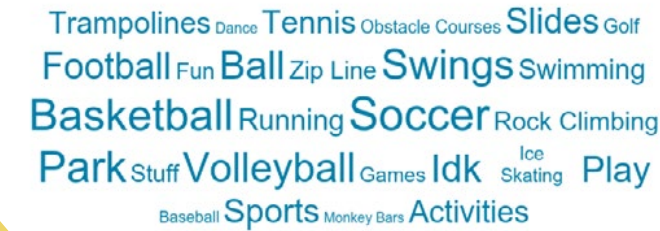
DO YOU PARTICIPATE IN ANY RECREATION PROGRAMS?



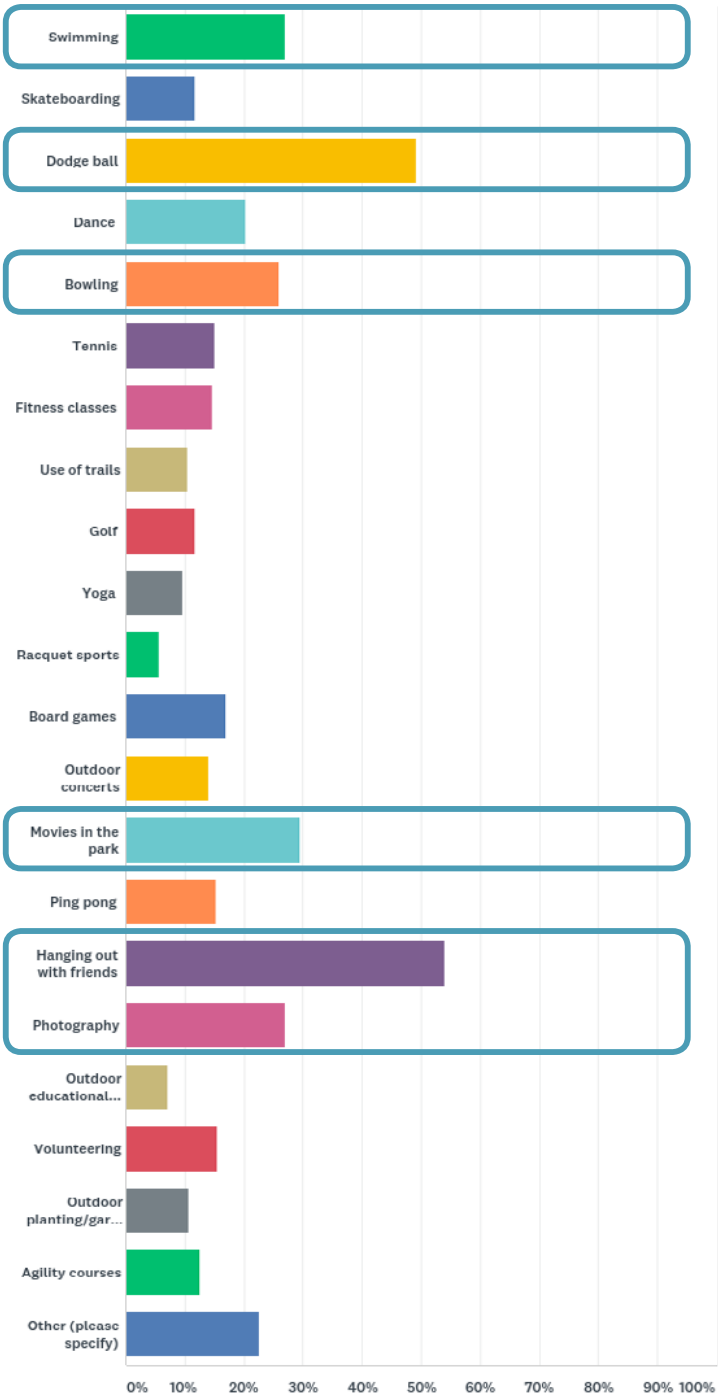
WOULD YOU VISIT PARKS MORE OFTEN IF THERE WERE MORE FEATURES DESIGNED FOR TEENS?



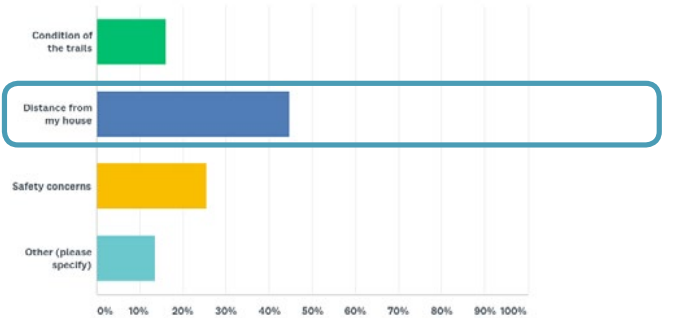
WHAT ACTIVITIES WOULD YOU LIKE TO SEE?



WHAT TYPE OF ACTIVITIES WOULD YOU BE INTERESTED IN?



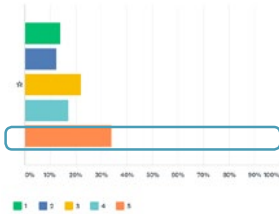
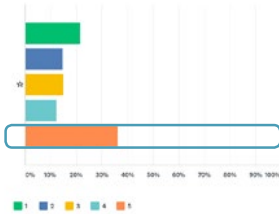
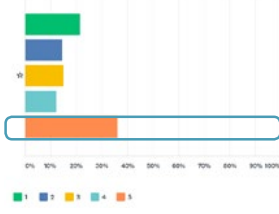
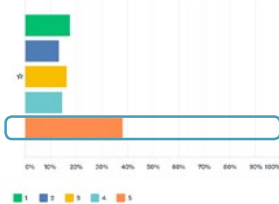
WHAT DISCOURAGES YOU FROM USING THE CITY'S TRAILS?



TEEN/YOUTH SURVEY FINDINGS (CONTINUED)

ON A SCALE OF 1-5, HOW MUCH DO THE FOLLOWING ACTIVITIES/IDEAS INTEREST YOU? (5 BEING THE HIGHEST RATING)

HIGHER LEVEL OF INTEREST



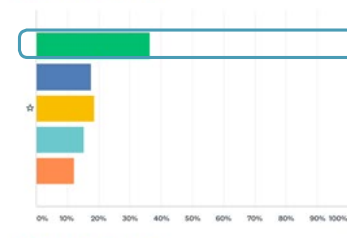
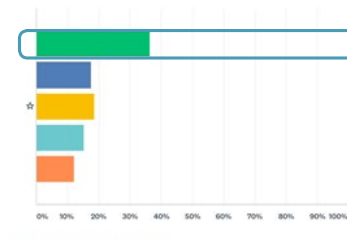
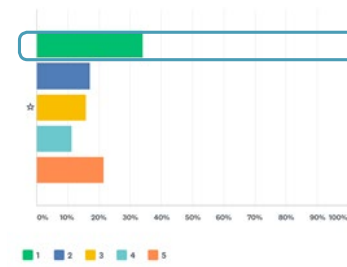
TEEN/YOUTH SURVEY

Through careful review of preliminary survey findings it became evident that teen and youth populations were currently being underrepresented in community polling. As a result, a survey tailored to that demographic was administered in the schools.

Through this technique the “under 20” group rapidly shifted from the lowest response group to the group with the most prevalent survey responses. Although this provided a mechanism allowing younger generation’s voices to be heard, it was determined that a survey tailored more closely to that age group would better reflect their thoughts and interests. This revised survey honed in on the activities/amenities this age group would like to see, and obstacles currently preventing them from using the parks and trails more often. The tailored visual preferencing component particularly helped with identifying future activities this age group would like to see in Marshalltown.

Interestingly enough, their opinions and desires aligned very closely with the trends identified in the original community input survey, with maintaining the existing parks as a top priority.

LOWER LEVEL OF INTEREST



3.4 NEEDS ASSESSMENT

OVERVIEW

Information gathered from surveys and other engagement strategies were used to determine the current and future needs of Marshalltown's parks, trails and open space areas. Through an evaluation of the identified themes and trends, a series of goals were established to meet the needs that the community values most. These values included: maintenance, accessibility, safety and visibility, park diversity, people/community groups, and items to consider incorporating into the City's Capital Improvements Plan (CIP). Goals for identified community needs are listed below:

Maintenance

- Provide safe, clean, and accessible parks and recreation amenities to the public as effectively as resources allow.
- Identify areas for best use of full-time, part-time, and contracted staff based on community needs in a cost-effective manner to provide a desired level of maintenance.
- Implement a maintenance system that is capable of growing with the department as it applies the acquisition of future parks, recreation amenities, and staff.

Accessibility

- Promote and improve accessibility to and within all Marshalltown parks and recreation areas.
- Provide inclusive recreation opportunities for all ages and abilities that encourage healthy, active lifestyles and life-time learning.
- Identify gaps within the existing trail network and develop a future trails plan to improve local and regional connectivity.

Safety and Visibility

- Incorporate additional lighting throughout Marshalltown's parks, trails, and open space areas for increased safety.
- Identify key locations for security lighting, and encourage neighborhood watch programs within identified areas of concern.
- Promote higher visibility of parks through added trails, pathway lighting, and community events.

Park Diversity

- Increase the diversity of park amenities, recreation opportunities, programs, and events within Marshalltown.
- Promote greater plant species and wildlife diversity through the preservation and enhancement of natural resources.
- Identify strategies to improve environmentally sensitive areas and enhance ecosystem diversity within parks/recreation areas.

People/Community

- Increase the amount of recreational opportunities for under-served community members.
- Identify and prioritize activities geared toward teens, seniors, and those with special needs as indicated within the community input survey.
- Promote improvement strategies that align with the community's needs and overall vision for the future of Marshalltown's parks.

CIP Considerations

- Identify items to be considered for the City's Capital Improvements Plan (CIP).
- Determine priority projects, equipment purchasing needs, and general planning schedule of parks and recreation.
- Establish short, mid, and long-term goals with associated costs in mind.

3.5 DEPARTMENT EVALUATION

NATIONAL RECREATION AND PARK ASSOCIATION (NRPA) EVALUATION

The “NRPA Park Metrics is the most comprehensive source of data standards and insights for park and recreation agencies.” (National Recreation and Parks Association). As part of the strategic master planning process, the project team evaluated the department’s current operations. Using these metrics, this evaluation compares Marshalltown to other benchmark communities and helps inform the recommendations provided to the City. This evaluation analyzes revenue, operating expenditures, and FTE’s ((Full Time Equivalents/ Employees) with participating communities of similar size.

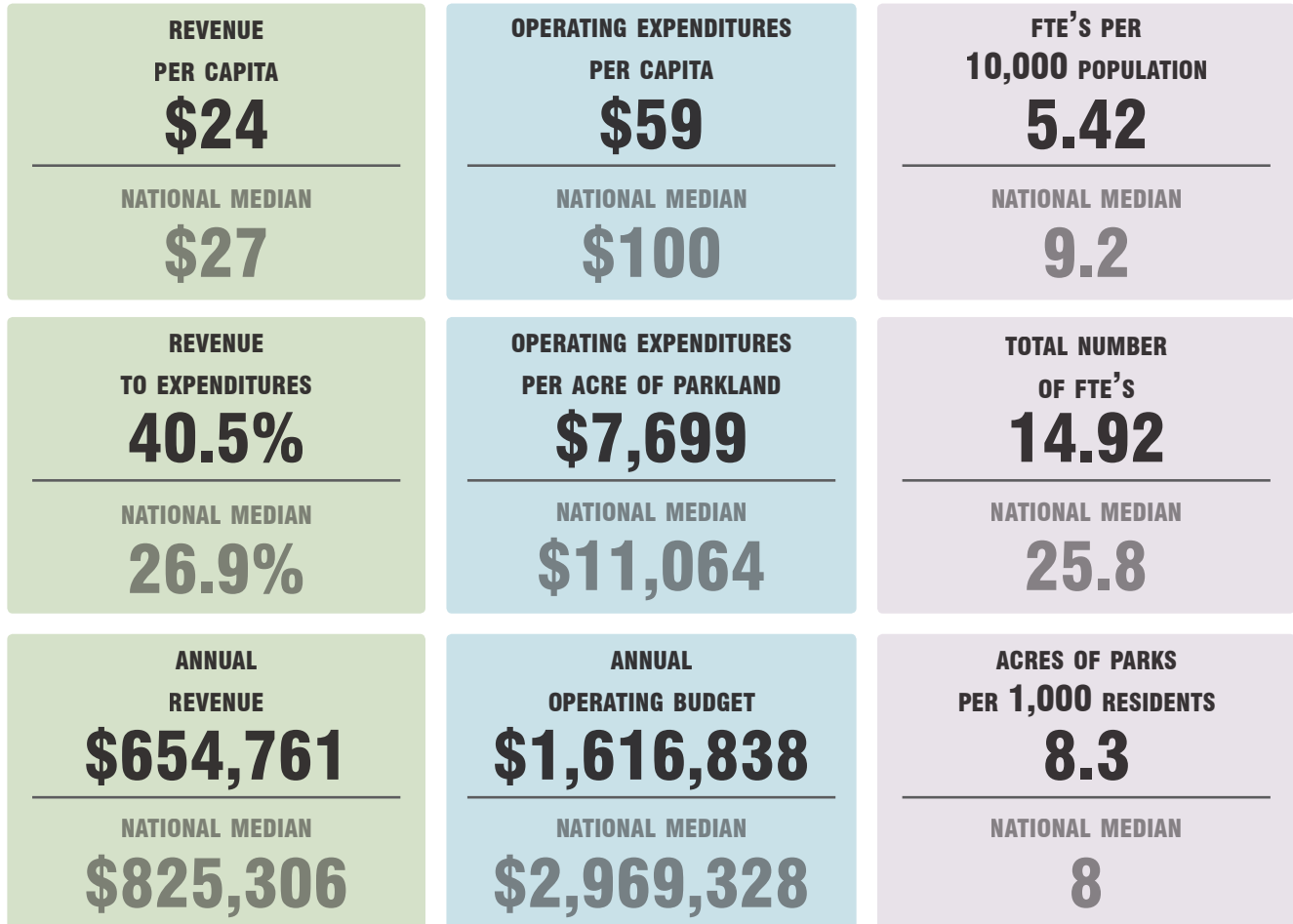


Figure x.x: Key findings from the NRPA department evaluation

DEPARTMENT EVALUATION SUMMARY

The following conclusions have been established as a summary of the Parks and Recreation Department evaluation:

- According to the National Recreation and Park Association (NRPA), the Marshalltown Parks and Rec Department budget is below the national median.
- Marshalltown operates as many acres of parks as the national median, but with fewer FTE's (Full Time Equivalents/Employees) and less resources.
- Residents are frequently visiting Marshalltown Parks and Trails.
- Residents want to see existing equipment and facilities updated before adding new attractions.
- Accessibility to and within parks is lacking.
- Diversity of amenities and activities is a priority.
- The Parks Department is already starting to take the right steps.

COMMUNITY COMPARISONS

In order to further analyze the City of Marshalltown's Park and Recreation Department, the project team also collected Parks Department information from other comparable communities in Iowa. This included: population, acres of parks, acres of parks per 1,000 residents, annual operating expenses, annual revenue, cost recovery, number of FTE's. Number of FTE's per 10,000 residents, and operating expenditures per capita. These findings are illustrated in the following charts.

	Population	Acres of Parks (Owned and Maintained)	Acres of Parks Per 1,000 Residents	Annual Operating Expenses	Annual Revenue	Cost Recovery	Number of FTE's	Number of FTE's Per 10,000 Residents	Operating Expenditures Per Capita
Community Comparisons									
Marshalltown	27,552	289	10.5	\$1,616,838	\$654,761	40.50%	14.92	5.42	\$59
Mason City	28,079	806	28.8	\$1,415,600	\$484,200	34.20%	21.85	7.81	\$50
Marion	34,768	620	17.9	\$2,379,595	\$475,919	20%	32.9	9.67	\$68
Clinton	26,885	500	19.2	\$1,300,000	\$321,000	24%	N/A	N/A	\$48
Ottumwa	25,023	1,100	43.9	\$2,100,000	\$650,000	30.95%	22.3	8.92	\$84

Figure x.x: Park's Department Community Comparisons Chart

Additionally, the project team obtained median household income and median home values in relation to the population size to determine how Marshalltown compares with communities of similar size and location.

	Population	Median Household Income	Median Home Value
Community Comparisons			
Marshalltown	27,552	\$48,750	\$83,250
Mason City	28,079	\$42,009	\$102,000
Marion	34,768	\$62,081	\$150,500
Clinton	26,885	\$41,848	\$73,100
Ottumwa	25,023	\$38,095	\$68,000

Figure x.x: Supplementary Community Comparisons Chart

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04

MASTER PLAN RECOMMENDATIONS



MASTER PLAN RECOMMENDATIONS

4.1 PARK AND TRAIL IMPROVEMENTS

INTRODUCTION

An abundance of parks, trails, and natural resources are vital to the well-being of our communities, the prosperity of our economy, and the health of our regional ecological systems. This section of the Master Plan outlines the goals, objectives, and strategies for preserving, protecting, restoring, and enhancing park and recreation resources within the City of Marshalltown. Because all systems are interconnected, these goals often build upon one another to collectively improve Marshalltown's recreational and outdoor opportunities.

PRIORITY PARK IDENTIFICATION

Through an evaluation of the park inventory and community input, parks within the community were identified as priority parks. These parks were deemed a priority by being either highly used, visible, of high value to the community, or conversely, being underutilized and in need of improvement. Furthermore, top priorities within the priority parks were established through a list of recommendations indicating short, mid, or long-range goals, the type of recommendation, how it relates to community values, a brief description, and an associated cost estimate.

SHORT, MID, AND LONG-TERM RECOMMENDATIONS

For each of the additional parks; a list of short, mid, and long-term recommendations have also been established. These recommendations were developed in a manner that not only aligns with the community's needs, but also allows the Parks and Recreation Department to easily understand, use, implement, and track progress. These recommendations are meant to serve as a guide and are flexible to changing conditions.

LONG-RANGE / NON-SITE SPECIFIC ITEMS

The community has also identified certain features or amenities that they would like to see within Marshalltown's parks in the future. Many of these are non-site specific and could be established in any park as the opportunity arises. These include, but are not limited to: an amphitheater, splash pad, natural playscape, parkour/obstacle course, chalk wall, community garden, climbing wall, all-inclusive park, and enabling/healing gardens. The time-frame for these items remains to be determined.



INFORMED DECISIONS

The values that were identified by the community effectively guided all of the recommendations that were developed as a part of this strategic master planning process. The graphic below highlights the community values and goals that are described in the Data Collection and Community Input section of this plan.

2018-2028 STRATEGIC MASTER PLAN



MARSHALLTOWN PARKS & REC

COMMUNITY VALUES

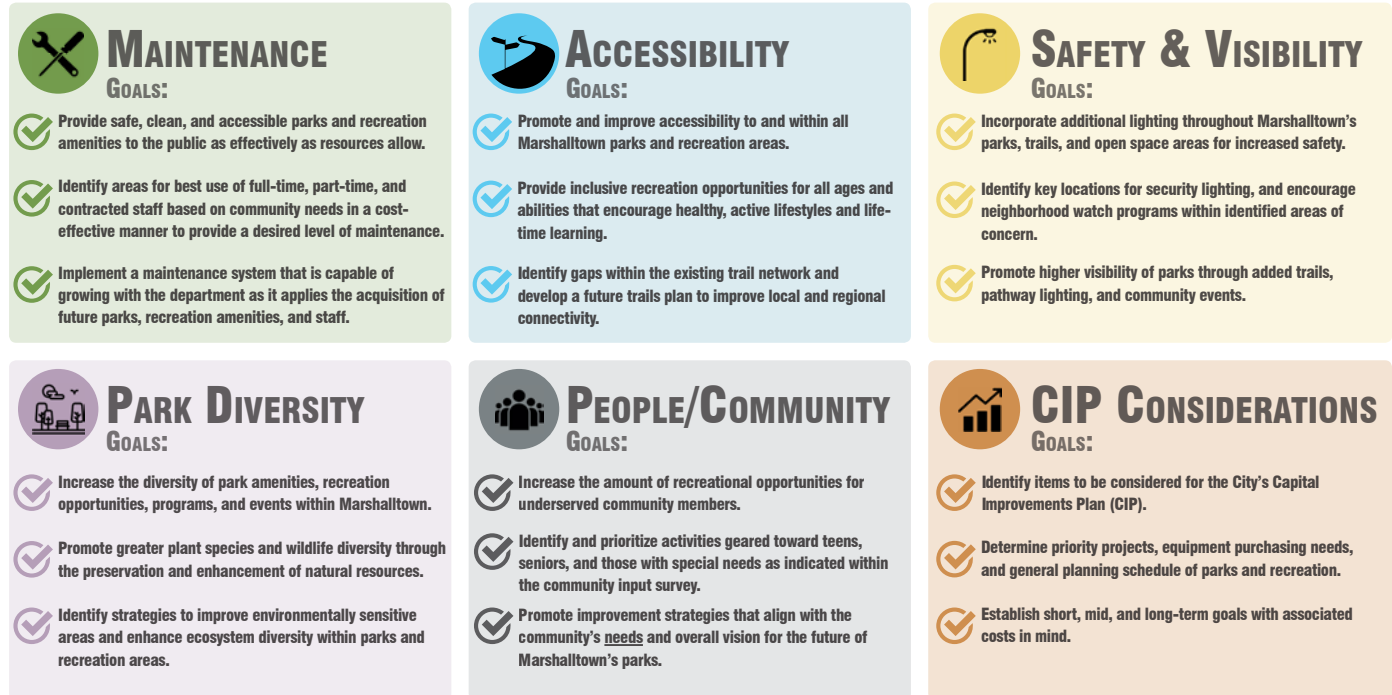


Figure x.x: Community Values and Associated Goals

RECOMMENDATIONS

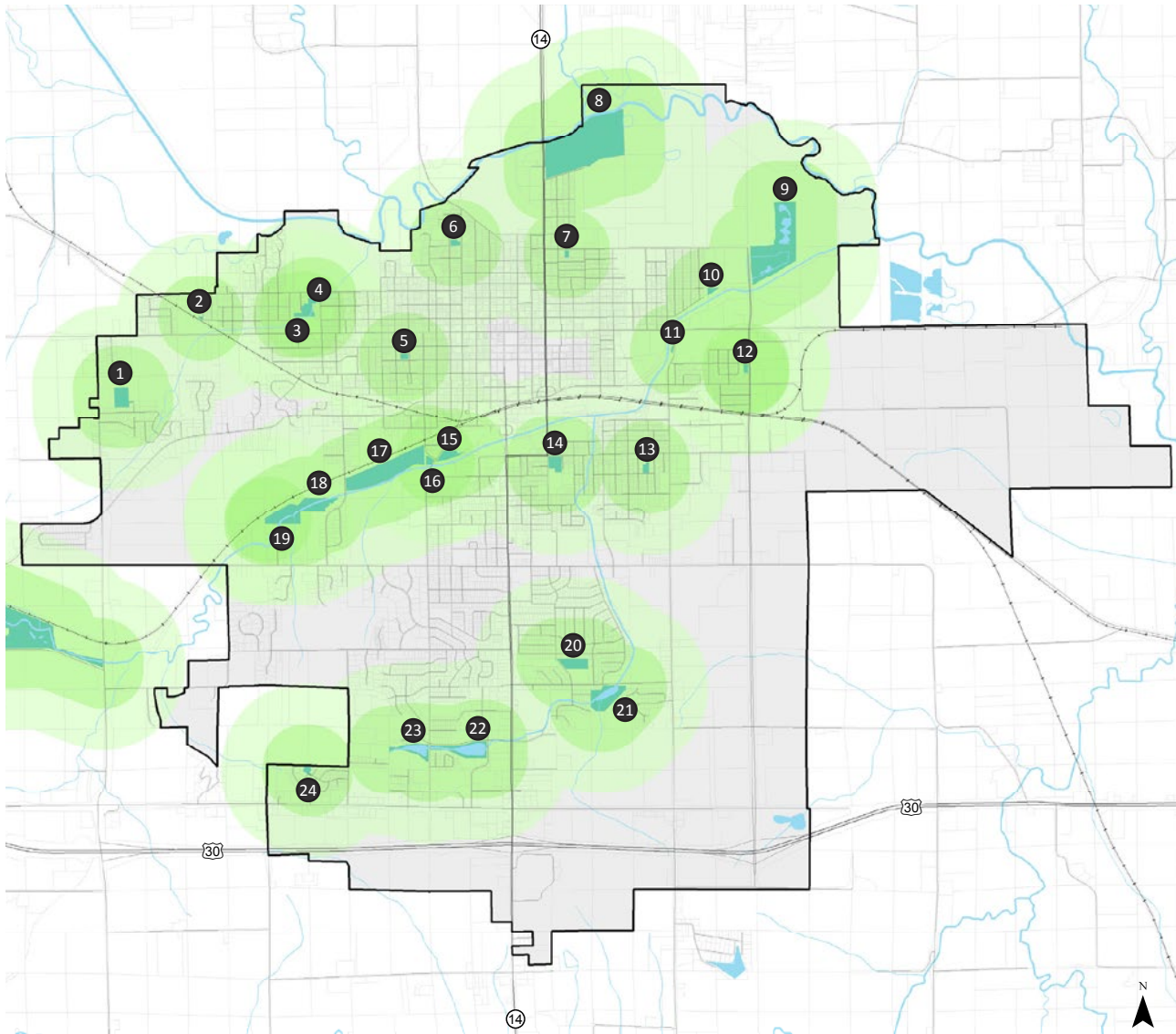
Each recommendation corresponds to specific community values, each is prioritized as either short, mid or long term improvements and easily evaluated by its order of magnitude costs. As the design and details for each is unknown at a Master Plan level, the costs were weighted as being lower, moderate or higher costs in comparison to the list of improvements. The example to the right illustrates the format in which the recommendations relate to the Community Values.

ANSON PARK 301 EAST ANSON		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Sidewalks/Paths	Develop accessible connections to park amenities	\$\$
	Area Lighting	Incorporate additional lighting throughout the park for added safety and visibility	\$
	Replace Restrooms	Replace restroom building with new facility and drinking fountain	\$\$
	Parking	Provide on-street parking and/or off-street parking with accessible parking spaces and sidewalk connections to park amenities	\$\$\$
Mid (4-6 yrs)	Park Shelter	Update existing park shelter to improve functionality and appearance	\$\$
	Ball Field	Improve the overall condition of the softball field (Clearly define infield vs outfield, striping, and bases)	\$
Long (7-10 yrs)	Park Beautification	Improve the overall appearance of park amenities and planting areas	\$
	Connection to Parks	Identify and create connections to the Linn Creek trail and nearby parks	\$\$\$

Figure x.x: Example of Park Recommendations (All recommendations listed in Appendix D)

MARSHALLTOWN PARKS AND SERVICE AREAS

Each City park has its own unique needs, users, and opportunities. Therefore, each park has its own set of recommendations, timeline for improvements, and associated costs. The full list of recommendations for each park can be found in Appendix D. The map below highlights the location of each of the parks, as well as the 1/4 mile and 1/2 mile service areas for each. Generally, a 1/4 mile service area indicates an approximate 5 minute walk, and a 1/2 mile equating to a +/- 10 minute walk. A recommended goal for the City of Marshalltown is to ensure that all residents have a park that is within walking distance of their home.



City Limits
 Parks
 1/4 Mile
 1/2 Mile
 Rivers/Streams/Lakes
 Parcels
 Roads

- | | | | |
|---------------------|---------------------------|----------------------------|----------------------|
| 1 BiCentennial Park | 7 BPW Park | 13 Assistance League Park | 19 Morris Park |
| 2 Lawrence Park | 8 Riverview Park | 14 Anson Park | 20 Kiwanis Park |
| 3 West End Park | 9 Nicholson-Ford OHV Park | 15 MEGA 10 Park | 21 Timber Creek Park |
| 4 Tankersley Park | 10 Peterson Park | 16 Marshalltown Skate Park | 22 Goldfinch Park |
| 5 Arnold's Park | 11 Lennox Park | 17 MFL & Softball Complex | 23 Glenwood Park |
| 6 Elk's Park | 12 Optimist Park | 18 Judge Park | 24 Jaycees Park |

PRIORITY PARKS

Nine priority parks were identified through community input. These parks were identified as either having the highest usage, greatest need for improvement, or having the lowest usage. These include: Anson Park, BPW Park, Elks Park, Kiwanis Park, Lawrence Park, the Marshalltown Skate Park, Peterson Park, Riverview Park, and West End/ Tankersley Park. The location of these parks are highlighted in the map below.

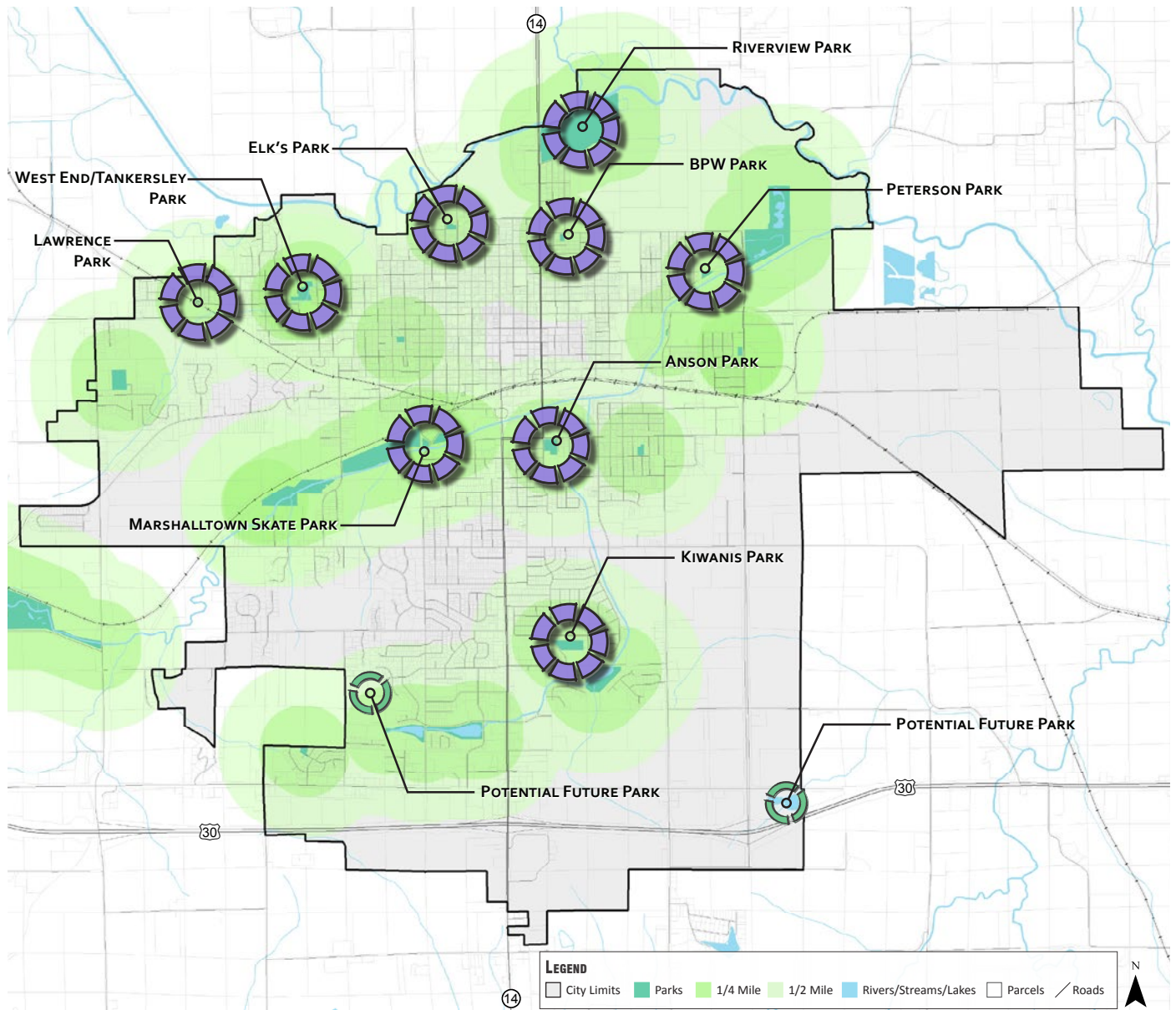


Figure x.x: Priority Parks and Potential Future Parks Map

POTENTIAL FUTURE PARKS

The map above also identifies two areas to be considered for future parkland. The first location includes a parcel at the western edge of W. Southridge Road. This area would expand upon the recent and future development of the area and provide new and more diverse recreational opportunities. The second potential park location would be the first park to serve the southeast portion of the community and is located just north of Highway 30. With an existing lake on the property, this park could provide access to water and serve as a more “naturalized” park for the community.

PRIORITY PARK RECOMMENDATIONS

As seen below, a series of short, mid, and long-range recommendations have been developed for each priority park. These were developed in a manner that is easy to read, understand, and implement. Priority park recommendations that were developed as a part of this strategic master planning process are included below and on the following pages.

ANSON PARK 301 EAST ANSON		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Sidewalks/Paths 	Develop accessible connections to park amenities	\$\$
	Area Lighting 	Incorporate additional lighting throughout the park for added safety and visibility	\$
	Replace Restrooms 	Replace restroom building with new facility and drinking fountain	\$\$
	Parking 	Provide on-street parking and/or off-street parking with accessible parking spaces and sidewalk connections to park amenities	\$\$\$
Mid (4-6 yrs)	Park Shelter 	Update existing park shelter to improve functionality and appearance	\$\$
	Ball Field 	Improve the overall condition of the softball field (Clearly define infield vs outfield, striping, and bases)	\$
Long (7-10 yrs)	Park Beautification 	Improve the overall appearance of park amenities and planting areas	\$
	Connection to Parks 	Identify and create connections to the Linn Creek trail and nearby parks	\$\$\$

BPW PARK 407 MARION STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Area Lighting 	Add lighting to improve park visibility and safety	\$
	Safety 	Identify and eliminate any items of concern	\$
	Amenities 	Diversify park amenities – Consider adding an element unique to the area. Incorporate more benches, trash receptacles, and consider the addition of a park shelter	\$\$
	Sidewalks/Paths 	Establish sidewalk connections to play equipment and amenities	\$
Mid	Activate the Space 	Enhance the underutilized open space for additional amenities	\$
Long	Entryway 	Ensure the park entrance is well-lit, well-maintained, and welcoming (Perhaps new signage and planting area)	\$

PRIORITY PARK RECOMMENDATIONS (CONTINUED)

ELK'S PARK 516 N THIRD STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Safety & Aesthetics  	Replace the retaining wall along the edge of the park, resolve erosion issues and unsafe grading issues	\$\$
	Sidewalks/Paths    	Establish sidewalk connections to play equipment and shelter	\$\$
Mid	Update equipment   	Replace aging play equipment with more diverse amenities	\$\$
Long (7-10 yrs)	Maintenance 	Repair basketball court and the shelter's concrete pad, reduce the number of weeds in the play areas and lawn	\$
	Entryway Enhancements  	Enhance park entryways with well-maintained planting areas and improved signage	\$

PETERSON PARK 1503 WOODBURY STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short	Safety/Lighting  	Add security lighting and replace play structure (aging infrastructure, graffiti)	\$
Mid	Trail Connection   	Enhance trail connection and provide trail head with parking	\$\$
Long	Update Equipment  	Replace aging play equipment with more diverse amenities	\$\$

WEST END / TANKERSLEY PARK 220 N 13TH STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Updated Facilities  	Replace restroom facility	\$\$
	13th Street District  	Promote and encourage community events, activities, and gatherings	\$
	Safety and Awareness  	Incorporate more lighting in key locations throughout the park to increase safety and visibility	\$
Mid	Diversify Amenities  	Build upon the close proximity to the Veterans Home. Incorporate opportunities for seniors and those with disabilities such as enabling/healing gardens, walking trails, etc.	\$
Long	Improved Drainage   	Enhance appearance and function of drainage way through riparian restoration and reduce the amount of turf/grass to be mown	\$\$

PRIORITY PARK RECOMMENDATIONS (CONTINUED)

KIWANIS PARK 2206 S 3RD AVENUE		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Improved Connectivity  	Repair and replace sidewalk as needed, and incorporate sidewalks to connect park features	\$\$
	Open-air Shelter    	Replace existing open-air shelter	\$\$
	Soccer Fields  	Improve, maintain, and promote soccer fields. Provide new soccer goals	\$
Mid (4-6 yrs)	Enclosed Shelter    	Update façade, improve appearance of enclosed shelter	\$\$
	Basketball Courts    	Replace the basketball court pavement and install two new basketball hoops	\$\$
	Area Lighting  	Provide additional lighting within the park for added safety and visibility	\$
Long	Site Furnishings  	Provide trash receptacle(s) in/nearby the open-air shelter and benches	\$

LAWRENCE PARK 102 N 22ND STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short	Trail Head    	Create trail-head and connection to the Iowa River Trail	\$\$
Mid	Activate the Space  	Include trailside amenities including: Fix-it station, drinking fountain, and site furnishings.	\$
Long	Updated Features   	Replace out-dated park features (bouncer, swings, basketball hoop) with new equipment/amenities	\$\$

MARSHALLTOWN SKATE PARK 901 SOUTH 6TH STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	New Elements/Obstacles   	Incorporate 2 additional skate park features that tie into existing elements	\$\$
	Area Lighting   	Add more security lighting for added safety and visibility	\$
Mid	Expand Park + Features   	Incorporate more teen-inspired activities (chalk wall, obstacle course, climbing wall, etc.)	\$\$\$

PRIORITY PARK RECOMMENDATIONS (CONTINUED)

RIVERVIEW PARK 402 WOODLAND STREET		PRIORITY PARK	
	RECOMMENDATION	DESCRIPTION	COST
Short (0-3 yrs)	Entryway 	Enhance the west side of the park alongside Highway 14 as a way to highlight the main entrance into the City	\$\$\$
	Drainage/Pond 	Enhance the appearance, improve the water quality, and reduce the area mown along the water's edge, and incorporate native plantings and riparian restoration	\$\$
	Campground 	Develop and promote electronic campground reservation system	\$
	Naturalize Areas 	Identify areas to be naturalized to improve the park's appearance and biodiversity, as well as reduce continuous maintenance (Revise city ordinance in relation to city parks)	\$
	Programming 	Establish and promote community events, youth programs, educational opportunities, exercise activities to be held in the park	\$
	Landscaping 	Reduce quantity of annual planting beds and convert 50% to perennial/pollinator gardens	\$
	Wayfinding 	Install park kiosk with maps to local amenities and other recreation opportunities	\$
Mid	Update Shelters 	Update appearance and functionality of enclosed shelter	\$\$
Long	Amenities 	Update site amenities, including new restroom facilities by the log cabin, drinking fountains, and site furnishings (benches, grills, trash receptacles, etc.)	\$\$

TRAILS		PRIORITY	
	RECOMMENDATION	DESCRIPTION	COST
Short	Improve Existing Trails 	Identify cracks, potholes, or unsafe areas along the trail system and improve trail conditions	\$\$
	Trail Management Plan 	Establish a trail management plan for planning trail improvements, connections, and maintenance	\$
Mid	Improve wayfinding 	Establish wayfinding / directional signage and distance markers alongside the trail system	\$
Long	Connectivity 	Identify gaps within the trail system and develop a future/proposed trails plan	\$

TRAIL RECOMMENDATIONS

As the City continues to grow, a trail maintenance plan shall be put in place for existing trails, with identification and prioritization of future trail connection locations. A primary goal is to eventually have all existing parks become accessible by trail, and to have all new parks be integrated within the trail network.

TRAIL IMPROVEMENT AREAS

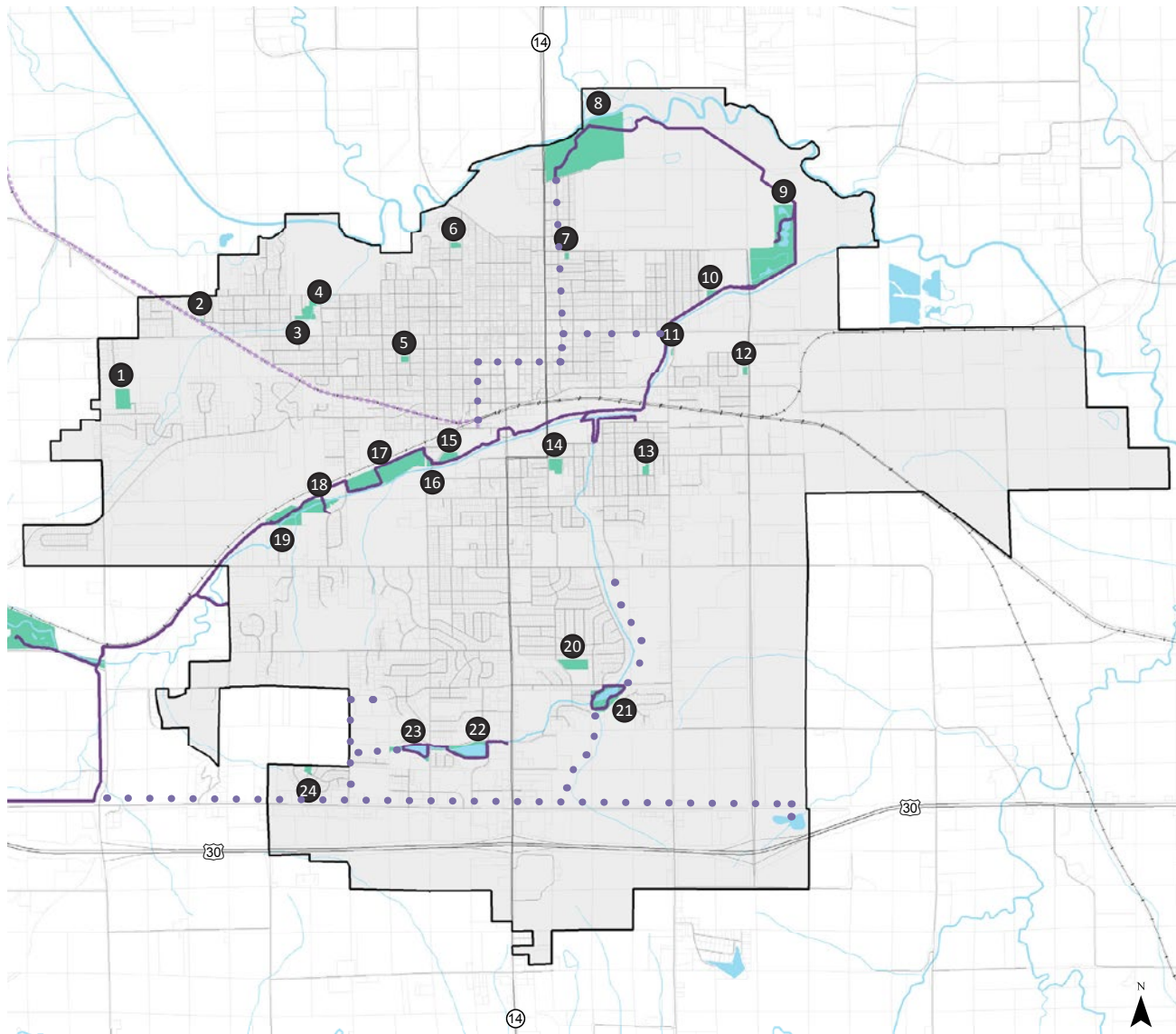
Existing conditions of the trails was also one of the top concerns among survey respondents. This Master Plan begins to address key areas of focus.



The images above illustrate areas that have been identified as needing repair. In addition to improving trail conditions in these areas, it is recommended that Marshalltown establish a trail management plan that will continually address trail improvements, connections, and maintenance needs.

PROPOSED TRAILS

Trails play an important role beyond recreation. Trails also serve as a means of transportation and access allowing residents to navigate their community. The Linn Creek recreation trail is a prized amenity for the City of Marshalltown, however limited access points prevent its use as a community-wide trail. Future trails that are proposed as part of this Master Plan must work to create more connections throughout the community for accessing the Linn Creek Trail, and providing connections to each of the City Parks.



City Limits
 Parks
 Rivers/Streams/Lakes
 Parcels
 Roads

Multi-use Trail (Linn Creek)
 Iowa River Trail
 Proposed Multi-use Trail

- | | | | |
|---------------------|---------------------------|---------------------------|---------------------|
| ① BiCentennial Park | ⑦ BPW Park | ⑬ Assistance League Park | ⑲ Morris Park |
| ② Lawrence Park | ⑧ Riverview Park | ⑭ Anson Park | ⑳ Kiwanis Park |
| ③ West End Park | ⑨ Nicholson-Ford OHV Park | ⑮ MEGA 10 Park | ㉑ Timber Creek Park |
| ④ Tankersley Park | ⑩ Peterson Park | ⑯ Marshalltown Skate Park | ㉒ Goldfinch Park |
| ⑤ Arnold's Park | ⑪ Lennox Park | ⑰ MFL & Softball Complex | ㉓ Glenwood Park |
| ⑥ Elk's Park | ⑫ Optimist Park | ⑱ Judge Park | ㉔ Jaycees Park |

4.2 RECREATION PROGRAMMING

MARSHALLTOWN RECREATION PROGRAMS

The City of Marshalltown provides many recreation programs for residents to participate in and enjoy. Recreation programs are an immense asset to Marshalltown and work to engage more residents in various recreational opportunities. Marshalltown continually seeks to provide numerous all-inclusive recreation opportunities, and has established recreational programs in a manner that allows the programs to adaptable for all ages and abilities.

ANNUAL PARTICIPATION RATES

The chart below highlights participation rates of available recreation programs between 2014 and 2017. To further analyze this data, programs have been categorized by targeted age groups.

Program	Ages Group	2017	2016	2015	2014
Tot Town	2-5	865	1025	1080	1385
Live Wires	3-5	27	34	48	36
Start Smart	3-5	0	7	9	12
Blastball	4&5	14	27	20	25
Tiny Tot Sports Camps	4-6	0	11	48	46
Tiny Tot Craft Camps	4-6	0	25	21	11
Sparks	6-8	12	23	23	12
Camp Marshalltown*	5-21	28	25	34	30
Track Meet	7-14	85	75	48	51
Youth Golf lessons	5-13	18	30	29	93
Youth Tennis lessons	5-18	21	n/a	28	100
Youth Volleyball	3rd-6th grade	34	40	51	53
1st&2nd Grade Volleyball	1st & 2nd Grade	11	21	16	22
Splash Dance	5th-8th grade	305	493	438	644
Tumbling	3-18	10	27	23	38
Art (summer)	1st-8th grade	24	38	40	67
Summer Blast	1st-6th grade	846	539	412	265
Daddy-Daughter Dance	Under 16	79	68	50	66
Indoor soccer	K-6th	127	150	118	64
Halloween Extravaganza	All Ages	100	100	100	
Mother-Son Bowling	Under 16	88	84	New in 2016	
Zumba Kids	1st-6th grade	9	17	20	11
Special Olympics Bowling*	8 & up	18	23	19	41
Special Olympics Skiing*	8 & up	13	24	22	22
Special Olympics Basketball*	8 & up	10	12	14	14
Special Olympics Swimming*	8 & up	22	31	25	24
Special Olympics Cycling*	8 & up	10	25	30	26
Movies in the Park	All Ages	30	250	200	n/a
Taekwondo	5 & Up	112	140	n/a	n/a
Pickleball	All Ages	n/a	n/a	n/a	n/a
Swimming Lessons	All Ages	338	237	244	n/a
Adult Softball	18 & Older	n/a	923	982	1170
Adult Volleyball	18 & Older	287	323	391	399
Adult Basketball	18 & Older	0	0	63	39
Adult Flag Football	18 & Older	51	41	61	40
Adult Kickball	18 & Older	na	230	229	204
Marshalltown Tennis Assoc.	18 & Older	n/a	/na	4	21
Zumba	18 & Older	3303	2986	3135	n/a
Water Walk/Water Fitness	13 & Older	5666	5153	3627	3797

Figure x.x: Annual Participation Rates

TARGETED AGE RANGE

- Pre-school
- Elementary
- Teen
- Mixed
- Adult

* Special Needs

PROGRAMS NO LONGER OFFERED

No Longer Offered	Ages
High School Volleyball	13-18
Golf	All Ages
Golf Tournament	5-18
Drive Chip	n/a
Girls Basketball	3rd-6th grade
Sunday Drop In	All Ages
Basketball Clinics	3rd-6th grade
Tennis Tournament	8-18
Tennis Family Clinic	All Ages
Team Tennis	8-18
Spring Break	1st-6th grade
High School Basketball	13-18
High School Dodgeball	13-18
Be Lingual	n/a
Track Club	9-14
Spot Shot	n/a
Music for infants/toddlers	0-3
Turkey Shoot	All Ages
Before/After School Prog.	5th & 6th Grade
Pee Wee Basketball	1st & 2nd Grade
Pumpkin Carving	All Ages
Mother-Son Dance	Under 16
1st&2nd Grade Basketball	1st & 2nd Grade
3-6 grade Basketball Clinic	3rd-6th grade
Adult Tennis Lessons	18 & Older
Granny Basketball	55 & Older
Fitness	18 & Older

Figure x.x: No longer offered programs

DISCOUNTED PROGRAMS

Marshalltown offers reduced rates that allows children to receive half off selected programs if they are currently receiving financial assistance. In order for these events to be better attended and to raise awareness of the programs, it is recommended that a marketing plan be put in place to better advertise these opportunities.

RECREATION PROGRAM ASSESSMENT

Although the community offers a wide range of recreation programs and activities, many of them are targeted toward children ages 12 and under, or adults. The community input survey identified teens, seniors, and those with special needs as currently being under-served. Through evaluation of the offered recreation programs, it is evident that survey results do align with currently available programs. Marshalltown offers many programs for those with disabilities, and works to accommodate special needs for any of the recreation programs offered.

In order to better represent, and accommodate teens, seniors, and those with special needs, it is recommended that the City look into activities that tailor to the interests of these individuals. To begin this process, the project team developed a survey that was specifically tailored to teenagers and administered it in within the school district. The response rate was not only overwhelmingly high, but also identified what activities they would be more interested in participating in, and what currently prevents them from using the parks and trails more often.

In hopes of creating more opportunities for these identified groups, the project team has developed a list of potential activities or programs to consider that may be of interest to each of these groups. These include but are not limited to:

SENIORS

- Enabling/healing gardens
- Outdoor shows/concerts
- Shuffle board
- Horseshoes
- Community gardening
- Dance classes
- Cooking classes
- Arts and crafts
- Scenic trails/group walks
- Designated spaces for activities: checkers, chess, bingo, puzzles, reading, coloring, talking, writing, etc.

TEENAGERS

- BMX/bike trails/courses
- Parkour/obstacle course
- Kayaking
- Hiking/camping
- Field day activities
- Mini golf
- Teen nights (dog park, aquatic center, a specific park, etc.)

SPECIAL NEEDS

- Musical playground
- Sensory gardens
- Enabling gardens
- Nature play

4.3 PLACEMAKING AND WAYFINDING

COMMUNITY CHARACTER

Parks, trails, and open spaces often create opportunities to enhance community character. There are several ways to further develop the character of a community through public art, wayfinding signage, monuments and gateway elements, or by establishing a cohesive message. The combination of these elements provide memorable experiences when visiting a location.

MEMORABLE EXPERIENCES

In order to increase park usage it is important to develop the parks in a manner that allows them to serve as a destination, as opposed to mere play equipment that could be found at any community park. One way to achieve this is to incorporate elements that are unique to Marshalltown's history, values, and interests. Interpretive and educational signage can be used to tell a story or add an educational component to parks and open spaces. These could be monuments or art pieces that relate to Marshalltown's history or culture. Interpretive signage that works to educate the public on elements unique to that park such as the prairie restoration at Glenwood Park, are also memorable. These memorable nuances encourage people to come back, and make them more likely to share their experience with others.

IDENTITY

Establishing a unique identity or theme for each park is another means of building community character. One example of this would be to build upon the theme that is already present at Assistance League Park. Many community members associate this park with the community art piece that has allowed residents to create a deeper connection with the park and even refer to it as "Turtle Park".

This provides an opportunity to not only further embrace its established identity, but also for community members to become involved in establishing an identity for their own neighborhood park. Establishing a sense of ownership not only enables community members to develop a deeper connection to their parks, but also inspires them to actively maintain and take pride in their parks.

WAYFINDING

Developing cohesive wayfinding elements also helps establish community character and raises awareness of the park and recreation amenities that exist within Marshalltown. Wayfinding elements should be incorporated at key points along Marshalltown's trail system. Locations to consider include intersections along the trail that would direct users from the trail to the parks, community amenities, schools, the downtown, etc.

PUBLIC ART

Incorporating public art within the parks or along trails adds an additional level of interest, something unique to that specific location, and opportunities for engagement. The possibilities associated with art integration are endless. There are opportunities to have local artists become involved, to do a larger-scale call-for-artists, to develop art walks, scavenger hunts, history lessons and more.



EDUCATIONAL/INTERPRETIVE SIGNAGE

Quality parks, open space, and trails not only provide excellent opportunities for recreation, they also work to improve, enhance, and preserve our natural resources. Interpretive signage can help shed light on the educational opportunities that are associated with amenities. Several opportunities for educational or interpretive signage presently exist within the Marshalltown parks system. These include raising awareness of the benefits of prairies, prairie restoration, and native plants at Glenwood Park, explaining the benefits of stormwater management at Goldfinch or Timber Creek Park, and shedding light on how and why riparian restoration could greatly benefit West End/Tankersley Park and Riverview Park. Future amenities and parks can also spur opportunities for signage.

SENSE OF PLACE

The culmination of the placemaking strategies identified above will help Marshalltown develop a deeper and stronger sense of place. With a series of cohesive and memorable wayfinding elements, residents and visitors alike will recognize that these elements represent, signify, and are unique to Marshalltown. Residents are more likely to take pride in their community if there is an established and strong sense of place.



Figure x.x: Recently Created Children's Discovery Garden at MEGA 10 Park

4.4 ACCESSIBILITY & CONNECTIONS

SIDEWALK CONNECTIONS

Sidewalk connections and accessibility is a primary concern of Marshalltown residents and park users. Currently, the majority of parks lack sidewalks and/or connections to and from adjacent sidewalks or parking areas. Not only does this prevent these parks from being ADA accessible, it also makes the parks and their associated amenities less accessible to all residents. Small children, parents pushing strollers and those with disabilities are unable to easily access park amenities, a concern that was heard repeatedly during public outreach. As a priority need, the City should evaluate where sidewalk connections can be made and develop a plan for establishing effective connections to park amenities, sidewalks and parking areas. The current lack of accessibility is of key concern and should be a top priority among all parks.

GAP ANALYSIS

A concern that was repeatedly communicated on comment cards, surveys, and at outreach events was that the trails within the community are not easy to access. Safe connections to parks and trails was identified as a community need. Currently several gaps or missing connections are apparent within the trail system. Future trails that are proposed were developed to address these concerns. The proposed trails connections will provide more points of access to the Linn Creek recreational trail as well as parks within the community.

ACCESSIBILITY

Improving accessibility for all is a primary project goal and community value, as identified through this master planning process. In addition to improved sidewalk and trail connections, specific improvements are also aimed at providing ADA access to park and recreation amenities. Specific recommendations include: providing pedestrian ramps properly designed with detectable warning panels and appropriate cross slopes, accessible site furnishings, and areas of universal design.



Figure x.x: Image highlighting the need for improved accessibility within the Marshalltown parks

4.5 INCLUSIVE PLAY & PROGRAMMING

ALL AGES, ALL ABILITIES

This plan works to align with Marshalltown's 2030 Comprehensive Plan and the NRPA. Each of these documents contain the common goal to make outdoor recreation a resource for all ages and abilities. Making parks more accessible and promoting inclusive play can be achieved through thoughtful design and broadening the diversity of park amenities. By doing so, parks will engage a larger mix of age groups and ability levels. Play structures that require more than one operator or encourage group play, creates opportunities for users to play with others and teaches valuable social skills.

Marshalltown currently has several of the same park features at each of its parks. There is a need for more inclusive elements or establishing one park dedicated as an inclusive park. The City should seek to provide park amenities for all users. Each person within the community should be able to have safe, fun and affordable recreation opportunities. Diversifying park features, recreation programs, and events, all cater to promoting more inclusive recreation amenities, regardless of age, ability, social class, and ethnicity.. Examples of opportunities that meet the needs of all ages and abilities include enabling/healing gardens, musical playgrounds, inclusive or universal playgrounds and more.

4.6 NATURAL RESOURCES

PROTECTING, PRESERVING, AND ENHANCING ECOLOGICAL RESOURCES

Parks and recreation facilities have a significant impact on the natural resources found within communities. A goal of this Master Plan is to not only protect and preserve these resources, but also to enhance and raise awareness of their significance. Parks and open space are often located adjacent to rivers and streams, and become habitat for birds, pollinators and other wildlife. These are locations for learning more about native plant species, abundant insects, and other prevalent wildlife species. By promoting and enhancing ecological resources in parks, strategies for preserving and improving them throughout the City will become a more acceptable practice. Alternative solutions for infiltrating stormwater runoff, reducing mown turf, and increasing plant and wildlife diversity are all opportunities that can be achieved with careful planning and maintenance within parks and open space. These practices add value to the user experience and create additional amenities while being ecologically responsible..

LANDSCAPE DIVERSITY

The number of pollinators such as bees, butterflies, and other insects will increase as plant species diversity is increased. These species, as well as some birds and bats, play a crucial role in pollinating 75% of all flowering plants and crops. Research suggests that the number of pollinators is declining. By increasing the amount of native plants, establishing butterfly gardens, providing nesting sites, and limiting pesticide use, Marshalltown and its residents can encourage pollinator diversity to rebound.

WILDLIFE HABITAT

Protecting, preserving, and enhancing ecological resources can improve the overall ecosystem within a community. Parks and open space areas provide a wide variety of important natural resource functions that support wildlife habitat. The three requirements for a healthy wildlife habitat include: food, water, and cover. With each wildlife species having unique needs and preferences to be considered in developing and promoting habitat, the opportunity arises to add an educational component within the parks while providing wildlife habitat. The City is already pursuing opportunities for adding wildlife areas into its park system. With careful planning, these habitats can become a unique amenity for park users.

OUTDOOR EDUCATION

Ecological functions serve as an opportunity to educate children, as well as the general public on the importance of our natural resources. Options to consider include educational/interpretive signage, outdoor recreation and education programs, and outdoor classrooms or learning centers.

In addition to providing information on what the City is doing in relation to the preservation of natural resources, this also develops opportunities to show residents what they can be doing in their own neighborhood to make a positive impact.

4.7 MAINTENANCE & OPERATIONS

MAINTENANCE SYSTEMS

Maintenance systems steer the process for implementing maintenance procedures associated with maintaining grounds and buildings. These systems require an understanding of city standards, records, work orders, budget and the maintenance staff.

TYPES OF MAINTENANCE

Scheduled Maintenance - Maintenance procedures that are planned in advance as part of the maintenance schedule.

Routine Maintenance - daily or weekly activities that improve or preserve the piece of equipment, a park asset or a trail component.

Preventative Maintenance- provided to prevent equipment or a park/trail amenity from breaking down and causing safety concerns and issues.

Cyclical Maintenance - Involves a series of scheduled tasks to completing the full cycle of the activity. For example, maintaining green space within a park. The process contains numerous steps (soil preparation, seeding, fertilizing, watering, mowing and aerating) that are repeated on a scheduled cycle.

Unscheduled Maintenance - Maintenance procedures that are not regularly scheduled.

Unforeseen Maintenance - This is a responsive procedure that is preformed due to a failure of an area or piece of equipment.

Maintenance Projects - This activity usually involves a larger scale maintenance activity and the area requiring the maintenance is typically closed to the public while the maintenance is being performed. Users are notified in advance and the project requires planning.

Evaluate existing maintenance practices at least every 2 years to determine if they need to be adjusted to meet the changing needs of the community and maintenance budgeting. Determine if there are ways to reduce maintenance costs, such as engaging public/private partnerships, enlisting and training volunteers, or focusing resources based on community needs and use patterns.

Prioritize maintenance needs for the parks, open spaces and trails in the existing system. First, determine a base maintenance standard for the existing system. Following establishment of minimal maintenance needs, prioritize the additional system needs and desires and develop an appropriate action plan given available resources and effort.

4.8 OPERATION & POLICY GUIDELINES

OVERVIEW

Maintenance systems provide the process for implementing maintenance procedures associated with maintaining grounds and buildings. These systems require an understanding of city standards, records, work orders, budget and the maintenance staff.

Creation of a master plan goes beyond buildings, facilities, and programming, but also must encompass operations and life-cycle costs of each park resource. This discussion includes policies which help the City of Marshalltown manage its resources and make critical decisions concerning its parks, trails, and open space system. The following provides a general outline for policy considerations pertaining to Administration and Operations, Collaboration, Volunteers, and Communications.

ADMINISTRATION AND OPERATIONS

Developing effective administrative techniques will guide Marshalltown's Park and Recreation Department in efficient operation and will assist in keeping it in-line with the interests of the community. Policies are interconnected with administrative duties and are established to guide organization and to reference when major operational decisions are required. Policies are typically set by a governing board, likely the City of Marshalltown or Parks and Recreation Advisory Board when concerning the Parks and Recreation Department.

- Develop consistent approaches to all public procedures and services so the public becomes familiar with a well-known process
- Staff should continue to participate in community projects and civic organizations to develop working relationships throughout the community
- Encourage staff participation in the development of departmental capital improvement recommendations
- Include departmental staff in decisions affecting their departments
- Periodically assess the structure of the staff and Parks and Recreation Advisory Board to ensure that Marshalltown operates in an efficient and effective manner to continue meeting the needs of the community

COLLABORATION

Developing strong relationships and good rapport among other Parks and Recreation staff, City officials, other agencies, and the public is an important key to the overall future success of Marshalltown's park, trails and open space system.

- Maintaining open communication, and understanding the common goals and interests of various groups allows the community to work in a collaborative manner when providing services and facilities
- Commit to collaborating with other community groups, staff, and leadership on mutually beneficial projects
- Attend and participate in quarterly meetings with library, school district, police department, fire department, etc.
- Encourage participation by intergovernmental agencies to establish common interests
- Coordinate program offerings with the Marshalltown School District, YMCA/YWCA and other private organizations to broaden recreation, education, and fitness opportunities
- Focus on relationship building with community groups for joint marketing efforts

VOLUNTEERS

Volunteers are a major factor in current park system maintenance practices and project implementation and will continue to be a critical element to the success of the parks system and programming efforts in Marshalltown. Though coordination of volunteers does require staff time, the rewards can quickly outnumber this commitment.

- Recruit young volunteers through school and youth organizations
- Increase the visibility of volunteer opportunities (i.e. announcements via the website, Twitter, Facebook, etc...) To give the volunteer program a greater presence and appeal
- Provide volunteer training in order to maintain a high level of quality
- Maximize the use of volunteers with special events, general park, trail and open space maintenance activities, and when engaging other organizations (schools, churches, etc..) To assist in annual clean-up events and tasks
- Develop a Park/Open Space Ambassador Program to encourage increased participation by volunteers with increased responsibility
- Engage neighborhood groups or seek to establish neighborhood advisory groups to participate and promote neighborhood park improvement projects, improve awareness of parks and amenities and encourage neighborhood pride/buy-in

COMMUNICATIONS

Good communication can provide heightened interest in the variety of facilities and programs available and create a better understanding of funding and operations. Effective communication is the most important marketing tool used by parks and recreation agencies. It helps promote community support while removing misconceptions about parks and recreation operations.

- Broaden the use of social networking programs (i.e. Facebook, twitter, etc...) To inform residents of news and events, and to encourage participation in recreation programs

- Design the Parks and Recreation portion of the Marshalltown city website to be more interactive and include volunteer opportunities and features that may market the Department while keeping the public informed
- Use all existing publications in Marshalltown to post articles on operations, volunteer initiatives and activities and events/programs
- Feature a park or facility and a program each month (using methods above) to increase the visibility of each facility; information such as history, amenities, events, future and recent improvements and any other relevant information
- Develop a regional marketing effort to surrounding communities regarding programs that may be unique to Marshalltown
- Develop an annual advertising budget and adopt at least a basic plan for how, when and where to expend this money
- Set up suggestion/complaint boxes (such as those used during the planning outreach process) in highly visible places such as City Hall, the Library, parks, trailheads, etc... To gather input for needs and/or testimonials and endorsements to include in future planning efforts, as well as to continue the input process started during the Strategic Master Plan process

05

IMPLEMENTATION PLANNING



IMPLEMENTATION PLANNING

3.1 IMPROVEMENT PLANNING

IMPLEMENTATION

One of the most important aspects of the Master Plan is the discussion on implementation. This section explores potential funding opportunities, discusses the value of establishing priorities, and suggests recommended monitoring methods. This plan also makes an appeal to public partners and citizen groups to provide oversight and to be actively involved in implementation. Residents, local government, the school district, law enforcement, healthcare, local businesses, developers, and other agencies will need to work together for Marshalltown's vision for its parks, trails, and open space system to be successful.

As previously described, the community has indicated that fixing what Marshalltown already has before investing in new attractions, is a primary goal. To achieve that goal, the City should begin by approaching improvement recommendations for priority parks. As these recommendations were determined at a master plan level, each project will require additional study, planning and design. Some of these projects will be within the capabilities of City staff, both on the design and implementation stages. However, more complex projects will likely require involvement from outside consultants.

The City is encouraged to start planning recommendations into the capital improvement budget. Selecting lower cost projects for immediate implementation will illustrate the City's willingness to put this master plan into action. It will demonstrate commitment to its objectives for completing this project and will set a positive course for fulfilling the goals defined by the community.

INCORPORATING LONG-RANGE ATTRACTIONS

As the City begins narrowing the list of short and mid-term recommendations for its priority parks, consideration should be made for implementing improvements defined as long-range attractions. These are likely more costly amenities, but will not only serve Marshalltown residents but likely draw regional visitors. A list of possible long-range projects is provided on the following page.

BUDGET	ANNUAL OPERATING	CITY'S SHARE	STATISTICS & EMERGING THEMES
PROJECTS: \$24	PER YEAR: \$59	10,000 POPULATION	
ANNUAL BUDGET: \$27	ANNUAL BUDGET: \$100	ANNUAL BUDGET: 5.42	
ANNUAL BUDGET: 40.5%	ANNUAL BUDGET: \$7,699	ANNUAL BUDGET: 9.2	
ANNUAL BUDGET: 26.9%	ANNUAL BUDGET: \$11,064	ANNUAL BUDGET: 14.92	
ANNUAL BUDGET: \$654,761	ANNUAL BUDGET: \$1,616,838	ANNUAL BUDGET: 25.8	
ANNUAL BUDGET: \$825,306	ANNUAL BUDGET: \$2,969,328	ANNUAL BUDGET: 7.62	
		ANNUAL BUDGET: 8	

Non Site-Specific Items

	RECOMMENDATION	DESCRIPTION	COST
Time-frame To Be Determined	Amphitheater/Event Space 	Determine a location/space to host community events	\$\$\$
	Splash Pad 	Consider adding a splash pad within one of the parks	\$\$\$
	Natural Playscape 	Incorporate a natural playscape/playground area within the community	\$\$
	Parkour/Obstacle Course 	Develop a parkour/obstacle course to provide additional opportunities for teens	\$\$\$
	Chalk/Graffiti Wall 	Create a chalk or graffiti wall to diversify park amenities	\$
	Community Garden 	Establish and promote neighborhood involvement with a community garden	\$
	Climbing Wall 	Diversity park amenities with the addition of a climbing wall	\$\$
	All-Inclusive Park 	Determine a location for an all-inclusive playground/park that serves all ages and abilities	\$\$\$
	Enabling/Healing Garden 	Develop enabling or healing gardens to serve all ages and abilities	\$

FUNDING STRATEGIES (FEDERAL, STATE, LOCAL, OTHER)

As previously discussed, the Marshalltown Parks and Recreation department is below the national median for department funding. This means that the City should consider and is encouraged to seek out additional funding sources to contribute to improving its park and recreation resources. Utilizing volunteer help, seeking private donors, and fundraising are all useful strategies for procuring additional funds for implementing projects.

Many parks, open space and trail projects are planned and implemented using outside funding assistance. Multiple programs are available to assist local governments with the development of parks and trail facilities. The programs differ in the amount of funding offered, local government and administrative procedures, purpose funding may be used for, and time line funding must be spent. Funding can be provided in a variety of combinations, such as state legacy funds, federal grant funds, TIF districts, special service areas or other community financing districts, gas tax, and transportation sales tax. Priority should be given to projects that do fit grant funding parameters, as they may require less capital investment from the City and rely more on other funding sources. The following funding strategies represent commonly used funding sources, but may not include all available funding sources.

FEDERAL FUNDING

The Inter-modal Surface Transportation Efficiency Act of 1991 (ISTEA) and its successor, the Transportation Equity Act for the 21st Century (TEA-21), provide eligibility for pedestrian and bicycle transportation facilities, including trails.

The Federal-Aid Highway Program. This source provides financial assistance to the states to construct and improve the National Highway System, other major roads, bridges, bicycle and pedestrian facilities and trails. Trail projects have to compete for funding with other eligible transportation projects.

The Surface Transportation Program (STP) provides funding for all types of transportation projects, including pedestrian and bicycle facilities. Projects selected through the Transportation Improvement Program (TIP) for projects within the metropolitan planning boundary. Outside the planning boundary, projects are selected through the State Highway Improvement Program. Within STP funding, there are several unique funding programs:

Safety: 10% of STP funds are available only for safety programs, such as railway-highway crossing projects and hazard elimination.

Transportation Enhancements: 10% of STP funds are available for projects that include pedestrian and bicycle facilities, educational programs, landscaping and historic preservation, among other factors. Transportation Enhancement funds flow through the Minnesota Department of Transportation (MnDOT) and the designated regional planning agency. This grant is a competitive program that requires a full project submittal and there is typically a fund matching component.

The Recreational Trails Program (RTP) provides funds to the states to develop and maintain recreational trails for motorized and non-motorized trails and trail-related projects.

The Public Lands Highways Discretionary Program (PLH) provides assistance to improve access to, and within federal lands.

The National Scenic Byways Program provides funding for state scenic byways programs and improvements.

The Community Development Block Grant (CDBG) Program, through the Department of Housing and Urban Development, offers grants for neighborhood revitalization, economic development and improvements to community facilities and services, and can include trails.

The Land and Water Conservation Fund (LWCF) Grants are used by federal agencies to acquire additions to national parks, forests, and wildlife refuges. They are also available to communities.

STATE FUNDING

Insert state funding opportunities

LOCAL FUNDING

Park dedication fees represent an important source of park and trail revenue. The dedication of either land or cash, or combination thereof at the time that residential property is subdivided. The fee should be reviewed on an annual basis and updated as necessary to adjust for the cost of living.

It is recommended that the City of Marshalltown consider incorporating park redevelopment infrastructure planning as part of the five-year Capital Improvements Plan.

Private Donations. Marshalltown should establish a list of potential park and trail improvements that could be funded through charitable institutions. The list of improvements should identify the park or trail need and the process the public can use to donate revenue or equipment.

A Referendum (Voter Approved Bonds) is another potential local funding source. The Community may place a referendum on voter ballots for consideration by the public to support park and trail improvements. If approved the service levies are spread on the market value of property.

Other potential local funding sources that should be explored include: Property Taxes, Charitable Community Groups, Grass Roots Fund-raising, In-kind Donations, Local Business Support and Partnerships.

Local General Fund is another source for financing municipal improvements. Cities identify local improvement needs as part of the annual budgeting process and may assign a percentage of the general city tax levy to fund ongoing improvements.

Special Assessments are a real property tax proportionately levied on homeowners and landowners to cover the costs of improvements that will benefit those on which it is imposed. Special assessments are a common mechanism used by cities to help pay for sidewalk and sewer improvements.

Sidewalk Improvement Districts. A city may establish, by ordinance, a sidewalk improvement district to pay all or a portion of the cost of sidewalk construction and repair by apportioning the cost throughout the property in the district on a “direct or indirect benefit basis.” The City Council may establish districts in order to provide all areas with safe pedestrian walkways to and from schools, school bus stops, public transportation facilities and other neighborhood and community services. An indirect benefit assessment may involve all property in the district without regard to location of sidewalks. A direct benefit may be assess to abutting property for the additional cost of an extra sidewalk width. Assessments may be spread over a five-year period, but there is no provision in the statute for issuing obligations initially, to finance the cost, nor is any procedure prescribed for making the assessments.

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RESOURCES & APPENDIX



RESOURCES & APPENDIX

RESOURCES & APPENDIX

This section of the plan is comprised of the full park system inventory, community input survey results, youth input survey results, and overall park recommendations. The location for each of these elements is provided below:

- A.1 APPENDIX A **PARK SYSTEM INVENTORY**
- B.1 APPENDIX B **COMMUNITY INPUT SURVEY RESULTS**
- C.1 APPENDIX C **YOUTH INPUT SURVEY RESULTS**
- D.1 APPENDIX D **OVERALL PARK IMPROVEMENT RECOMMENDATIONS**

2018-2028 STRATEGIC MASTER PLAN



MARSHALLTOWN PARKS & REC