Park Planning in a New Era of Recreational Trends and Challenges

MSA Webinar
March 23, 2021
Presentation Outline

Introduction to MSA
Park and Recreation Trends
Stimulus Update
Park Planning
Your Full-service Parks and Recreation Partner

- Park and Landscape Planning and Design
- Funding and Fundraising
- Aquatics
- Athletic Facilities
- Park Shelters
- Lighting and Security
- ATV Trails and Campgrounds

- Waterfront Development
- Multi-use Trails
- Public Engagement
- Playgrounds
- Community and Recreation Centers
- Asset Management
- Aerial Solutions
OUR SERVICES

**Mobility**
- Urban/Rural Roadway Design
- Real Estate
- Traffic & Roundabouts
- Bridge/Structural Engineering
- Construction Services
- Aviation

**Land**
- Agriculture
- Environmental
- GIS
- Landscape Architecture
- Parks and Recreation
- Planning
- Surveying
- Waterfronts

**Water**
- Electrical Systems
- Potable Water
- Wastewater
- Water Resources
- Wetlands

**Public Works**
- Construction-Related Services
- Engineer of Record
- Funding
- Housing
- Industrial Parks
- Infrastructure

**Buildings**
- Architecture
- Electrical
- Mechanical
- Plumbing
- Structural

IT’S MORE THAN A PROJECT, IT’S A COMMITMENT.
2021 National Trends

Budgets and Funding

- Decline in local and state income taxes and sales tax
- Federal government may be limited
- Increase costs responding to pandemic

NRPA Prediction:

- 2021–2022: 1/3 of P&R budgets face 25% cuts or more.
- Budget cuts likely will exceed those from the Great Recession of 2007–2009.

2021 National Trends

Equity and Inclusion

• Social and Racial Equity
• Coordination with Public Health Departments

NRPA Prediction:

• Systemic social inequities, racial injustice and environmental inequalities in park and recreation services will be acknowledged by at least 10 agencies.
• This trend needs to be reversed by positive action.

2021 National Trends

Technology

- Smart Parks
- Big Data
- Augmented Reality
- Security
- Data Privacy

NRPA Prediction:

- Patrons’ movement and location will be tracked through apps on cellphones.
- One or more park and recreation agencies will be compromised in a ransomware attack or other data breach incident.
2021 National Trends

Climate Change
- Increase in Indoor Activities
- Negative Impact to Natural Resources
- Resilient Designs

NRPA Prediction:
- Environment and social resilient designs will protect against flooding, clean and filter stormwater, produce shade and prevent heat island effects.
- Empty mall garages and big-box stores will be converted to park and recreation uses in 2021.
- Parks are going underground.

2021 National Trends

Virtual Events

• Fishing Tournaments
• Esports
• Inclusion Opportunities

NRPA Prediction:

• In 2021, dozens of park and recreation agencies will begin to stream live youth sports events.

2021 National Trends

Transportation

- Micro-mobility
- Share programs
- Streetscape Changes
Trends in Playscape Design

• Nature-based and Nature-themed Play
• Playable Landforms and Hillside Play
Trends in Playscape Design

• Inclusive Play (and ADA)
Trends in Community Centers

Repurposing Community Centers

- Pandemic Impact
- Virtual Learning
Local Trend – 4-season Park Shelters

New Shelter with Meeting Room Overlooking Park

Existing Park Shelter Prior to Renovation

Rendering of New Shelter with Meeting Room Overlooking Park

Rendering of Renovated Park Shelter

Renovated Park Shelter with Fireplace and Overhead Door
Local Trends

- Connecting Community Assets
- Passive and Individual Sports
- All Season Recreation Opportunities
- Resiliency Considerations
- Partnerships
Local Trend – Maximize Use of Space

- Pocket Parks
- Pop-Up Parks
- Stormwater Management Areas
- High Inclusion Parks
Lack of Funding

- Federal and State dedicated funding
- Private funding
- General Fund or CIP
- Bonding
- Land dedication and fee-in-lieu requirements
- Park Impact Fees
What We’re Watching

- American Rescue Act
- Municipal Recovery Fund
- Includes Water, Sewer and Broadband
Park Planning in a New Era of Recreational Trends and Challenges

How Do We Respond

Long-range strategic park plan
Park Planning in a New Era of Recreational Trends and Challenges

Public Engagement

Crowdsourcing Mapping  Pop-up Events  Online & Hybrid Meetings
A New Era of Public Engagement
Park Planning in a New Era of Recreational Trends and Challenges

Why Plan Now?

- **Increased** interest in parks and recreation
- **Broader** impacts
- **Communication** mechanism
- **Budget** for your vision
- Planning makes you eligible for **funding**
- Partner for **success**
Q&A

Breakout Sessions

You’ll be placed into breakout sessions based on the state in which you’re located after Q&A.

Shannon Gapp
IA Breakout
sgapp@msa-ps.com

Chris Janson
IL Breakout
cjanson@msa-ps.com

Lucas Jones
MN Breakout
ljones@msa-ps.com

Becky Binz
WI Breakout
bbinz@msa-ps.com

May 18th
12:00 p.m.
Public Works Roundtable