



Park Planning in a New Era of Recreational Trends and Challenges

MSA Webinar
March 23, 2021

MEET THE TEAM



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Park and Recreation
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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**



IT'S MORE THAN A PROJECT,
IT'S A COMMITMENT.



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

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.**
- **2022–2023: Substantial budget cuts.**
- **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:

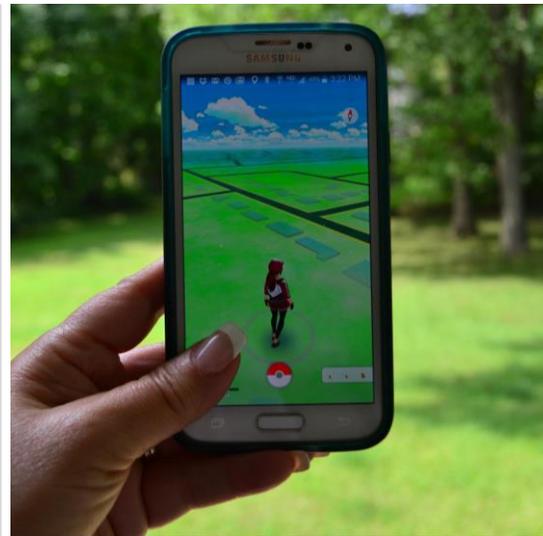
- Systemic social inequities, racial injustice and environmental inequalities in park and recreation services will be acknowledged by at least 10 agencies.
- This trend needs to be reversed by positive action.



2021 National Trends

Technology

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



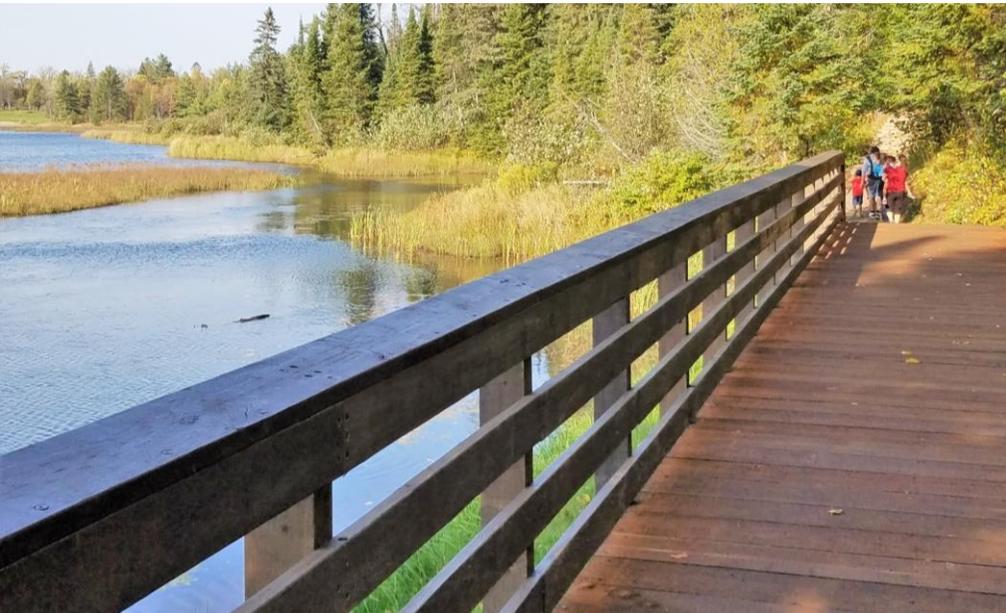
NRPA Prediction:

- 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)



1 in 4

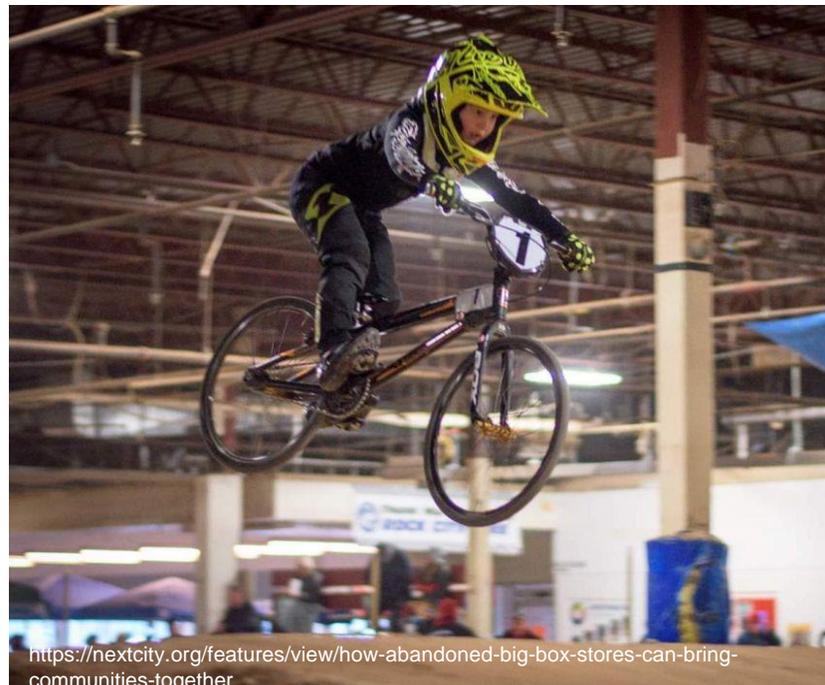
Americans
with a
disability



Trends in Community Centers

Repurposing Community Centers

- Pandemic Impact
- Virtual Learning



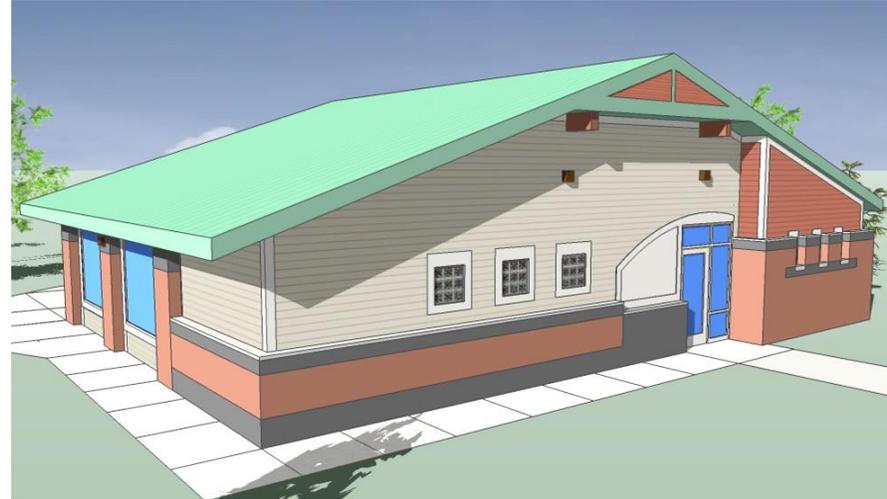
<https://nextcity.org/features/view/how-abandoned-big-box-stores-can-bring-communities-together>



Local Trend – 4-season Park Shelters



New Shelter with Meeting Room Overlooking Park



Rendering of New Shelter with Meeting Room Overlooking Park



Existing Park Shelter Prior to Renovation



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

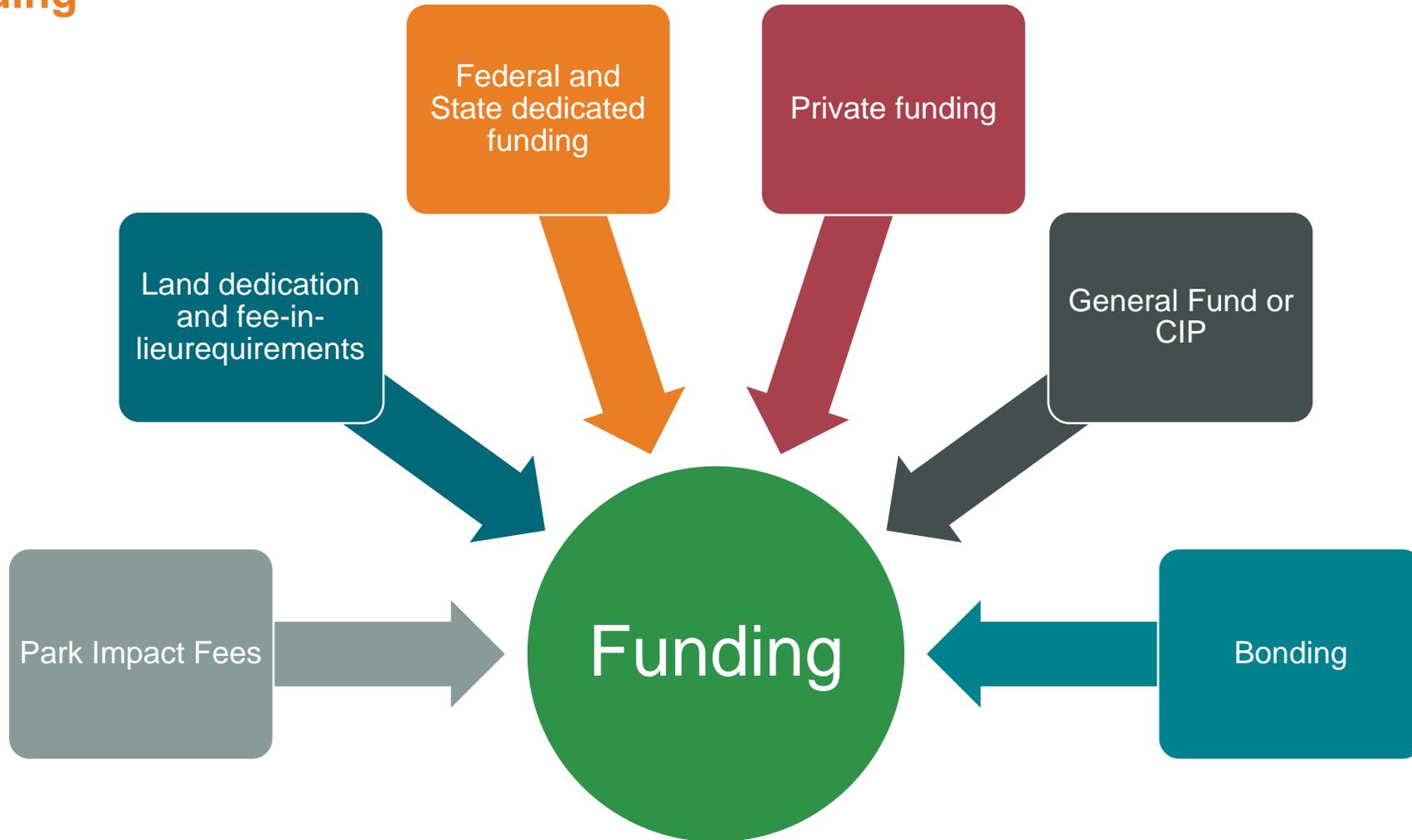


Local Trend – Maximize Use of Space

- Pocket Parks
- Pop-Up Parks
- Stormwater Management Areas
- High Inclusion Parks



Lack of Funding



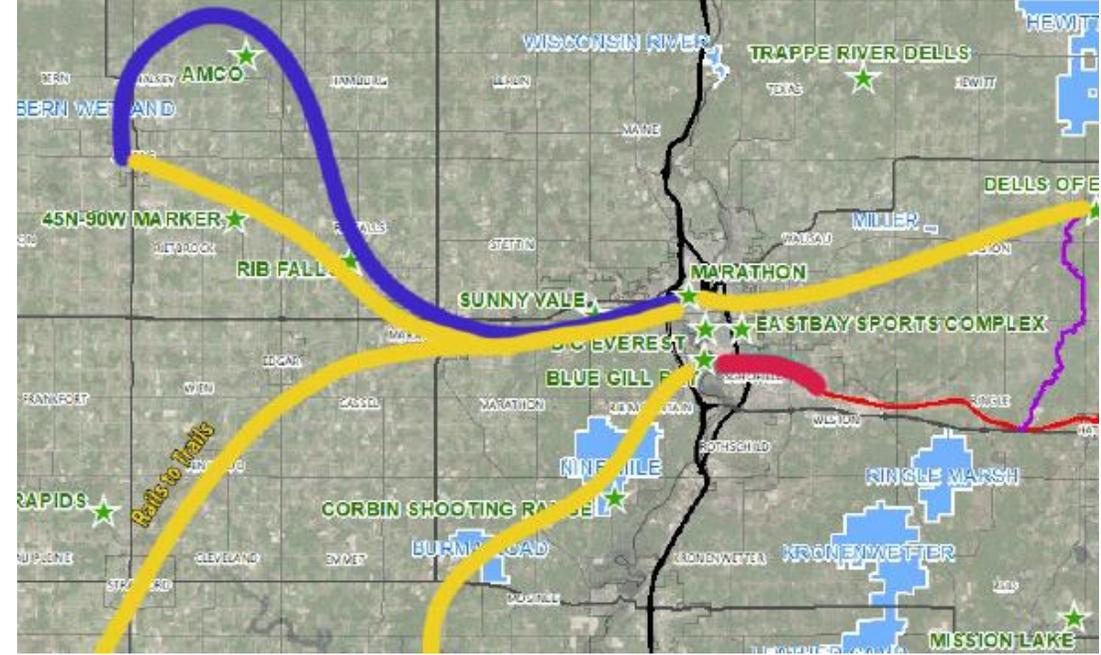
What We're Watching

- American Rescue Act
- Municipal Recovery Fund
- Includes Water, Sewer and Broadband



How Do We Respond

Long-range strategic park plan



Public Engagement



Crowdsource Mapping

Pop-up Events

Online & Hybrid Meetings

A New Era of Public Engagement

The screenshot shows a Miro collaborative workspace titled "Water and Solid Waste". The workspace is divided into three columns: "1. Vision", "2. Barriers", and "3. Actions".

- 1. Vision:** Contains sticky notes for "Clean drinking water", "allow for gray water system development", "Strong awareness and high buy-in for clean runoff practices", "Less salt usage", "Clean Lakes", and "Less/limited smart fertilizer use".
- 2. Barriers:** Contains a sticky note for "low buy-in for keeping runoff clean" and several empty yellow sticky notes.
- 3. Actions:** Contains several empty yellow sticky notes.

Other elements include a "Guest Developer" label, a "Guest Architect" label, a "Guest Artist" label, and a video conference overlay on the right side showing several participants. A green box on the right contains the text: "Questions: 1. In an ideal water/solid w 2. Why doesn't barriers/road **Repeat qu".

The screenshot shows a Facebook event page for "Public Input Meeting - Vilas Park". The event is public and hosted by MSA Professional Services, Inc. and Madison Parks. The event details include:

- Date: JUN 22
- Time: Monday, June 22, 2020 at 6:30 PM - 8 PM
- Location: Vilas Park

Statistics for the event:

- 12.2K People Reached (+2 last 7 days)
- 186 Responses (+8 last 7 days)
- 11 Ticket Clicks (+8 last 7 days)
- Women 25-34: 25% of total responses

A testimonial quote is displayed at the bottom:

"Wow, I got a lot out of that meeting. I love the chat [feature and] how they would ask questions and other attendees would answer..We even heard from people I bet we would never hear from "the old face to face" way."
- Parks Planning and Design

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.



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

