

# CITY OF BARTLESVILLE

## PARKS AND RECREATION DEVELOPMENT PLAN



PREPARED BY:



OCTOBER 2009



**Acknowledgements**  
**Parks and Recreation Development Plan**  
**2009**

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## CHAPTER ONE - EXECUTIVE SUMMARY

### 1.1 INTRODUCTION

The City of Bartlesville hired PROS Consulting, LLC to develop a Park and Recreation Development Plan. The process included extensive community input, a statistically valid household survey, and a series of technical reports and assessments, based on site visits and meetings with staff. The previous parks and recreation plan, the 2004 Park, Recreation and Open Space Needs Assessment, was reviewed as well, and elements of the initial plan were built into this updated version.

The purpose of the Plan is to establish a 10 year road map for the City of Bartlesville Parks and Recreation Department. The Plan provides direction and strategies for parks, land, recreation programming, and recreation facilities. In addition, the Plan positions Parks and Recreation as significantly contributing to the overall quality of life and creating life-long recreation opportunities for the residents of Bartlesville. Opportunities for the Department abound as a result of land acreage owned, popularity of parks used by residents, and the desire and need for the Department to take a leading role in collaborating and overseeing the multitude of recreation service providers. Many residents expressed an interest in contributing their time toward helping to strengthen and further build the Department.

Currently, the Department is staffed with ten full-time park maintenance employees, a parks superintendent, and a parks and recreation planner. In addition, there is an interim director of the Department, who also oversees the Community Development Department.



### 1.2 DEVELOPMENT PLAN PROCESS

The following outlines the list of tasks and sequence of work for the Plan's development and completion. The steps in the Development Plan process included:

#### Community and Stakeholder Input

- Focus groups, key leader interviews, and public meetings
- Community survey
- Demographics and trend report

#### Park and Facilities Assessment Plan

- Park assessment
- Facility assessment
- Facility standards
- Equity mapping/service area analysis

- Facility priority needs assessment

#### Recreation Program Assessment

- Similar provider analysis
- Programming priority needs assessment

#### Park and Facility Development Plan

- Development plan
- Capital improvement plan

#### Master Plan Development

- Develop mission
- Master Plan themes, initiatives and goals

### 1.3 TECHNICAL REPORT SUMMARY

The following section outlines general findings of all of the technical reports that comprise the Plan and serves as an overall report summary.

#### 1.3.1 COMMUNITY AND STAKEHOLDER INPUT

Approximately 60 residents participated in a series of focus groups, key leader meetings, and a public meeting. Residents were asked about general strengths and opportunities for improvement with the parks and recreation system, and more specific questions about parks, facilities, and programs. As for strengths, many residents commented about the significant amount of park acreage and good visitation at Johnstone, Sooner, and Jo Allyn Lowe Parks. Pathfinder Parkway is another greatly appreciated asset. As for improvements, many residents mentioned the need for improved maintenance and on-going replacement of park amenities, such as playgrounds. In addition, many individuals noted the number of various agencies that offer recreation services. Currently, there is no clearinghouse of information and there is also a lack of awareness of recreation opportunities.

In addition to community meetings, Leisure Vision of ETC Institute completed a statistically valid household survey to determine levels of satisfaction and household needs for park and recreation services. 264 households responded to the survey. 89% of households visited parks within the last year, which is a significant visitation rate. The most frequently mentioned preferred park amenities included restrooms, drinking fountains, picnic tables, and picnic shelters. If resident households could allocate \$100 toward parks and recreation, they would allocate \$30 to maintaining and improving existing parks, facilities and amenities, \$22 toward new indoor recreation space, and \$15 toward biking and hiking trails.

The Plan also includes a demographics and trend report. This report shows population projections and changes in demographics over the next 15 years including age, household income, and ethnicity. The most noteworthy result is the aging of the population and a lack of population growth.

### 1.3.2 PARK AND FACILITIES ASSESSMENT PLAN

The Park and Facilities Assessment included a thorough review and visit of all of the City of Bartlesville parks and facilities. The parks assessment includes general information regarding the need for improved maintenance of parks. Also noted is the need for additional staff in order to adequately maintain parks. Park amenities such as playgrounds are in need of replacement, and a long term replacement schedule needs to be developed.

Facility standards include a listing of park types and park amenities such as basketball courts, playgrounds, picnic shelters, and aquatics facilities. The standards are based on national standards established for parks and recreation services, as well as reference to the importance of amenities mentioned during the community input process. The standards are also based on PROS Consulting database of comparisons to like communities. The facility standards show a need for more neighborhood park land, greenway park land, an additional adult baseball field and youth soccer field, additional trails, an off leash area, and indoor recreation space. It is worth noting that, in some cases such as playgrounds, the City has a sufficient number of playgrounds, but the quality of the play areas need significant updating. Therefore, while the standards may reflect adequate number of amenities, capital investment is still needed as a result of poor conditions of some amenities.



Based on the standards, the next step in the park and facility assessment included mapping of all of the amenities. The mapping process shows gaps in coverage, as well as areas in which there is duplication of service. The maps take population density into account. One of the significant findings was the need for more neighborhood park acreage. However, there is a surplus of community park acreage. So, there is opportunity to change the use of parks in order to achieve the neighborhood park standard.

The last part of the assessment included a facility priority needs assessment. This is simply a listing of the top 25 park/facility/amenity needed by the community. The results of this prioritization are based on results from the community input process, the household community survey, and the consultant's interpretation of facility needs. The five most needed features include: walking/biking trails, nature trails, neighborhood parks, indoor running/walking track, and indoor fitness.

### 1.3.3 RECREATION PROGRAM ASSESSMENT

The recreation program assessment included two elements, a similar provider review and a recreation program priority needs assessment. The similar provider process included meetings with various non-profit and volunteer agencies in Bartlesville that offer recreation services. According to the feedback, the groups would appreciate the City taking the lead in becoming a clearinghouse and collaborator of recreation services. Community members are not sure where to turn to find out about recreation opportunities.



The assessment also included a priority ranking of recreation program needs. Most needed programs by households included: adult fitness and wellness, special events, adult education, senior fitness and wellness, and youth sports. It is interesting to note the number of adult oriented programs that showed a need for services.

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#### 1.3.4 DEVELOPMENT PLAN

The Development Plan includes a listing of strategic initiatives to be accomplished over the next 10 years. They are categorized according to organizational, parks/land, recreation programs, and recreation facilities. Along with the strategic initiatives are timeframes for completion of the initiatives and a measurement system to monitor the Plan's success. This section also includes strategy maps and an implementation guide for the Plan.

### 1.4 FINDINGS

This section of the Executive Summary includes a listing of findings generated from all of the data. The findings are organized according to overall, parks/land, recreation programs, and recreation facilities.

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#### 1.4.1 OVERALL

- 66% of residents would like the City to offer recreation, fitness, and cultural programs paid either through taxes and fees (41%) or entirely through fees (25%)
- Households would spend \$30 of \$100 dollars on improvements/maintenance to existing parks and recreation facilities. They would spend \$22 on development of new indoor programming space and \$15 on development of walking and biking trails
- 61% of households are satisfied or very satisfied with the overall value received from Bartlesville Parks and Recreation. Twenty three percent are either somewhat dissatisfied or very dissatisfied with overall value
- There was limited population growth from 2000 to 2008 as the population over that time period grew by .5%
- The Parks and Recreation Department currently has no Recreation Manager. This was frequently mentioned during the community input process as being a need
- The population estimate for 2008 was 34,931 and the estimate for 2023 is 35,536
- The 55+ population in 2000 was 28.3% of Bartlesville's population. This percentage is projected to grow to 36% by 2023
- Currently, 82.09% of the population is classified as white only. That percentage will reduce slightly to 73.9% by 2023
- The five age segments with the greatest percentage increase over the next 15 years are the 85+ age segment, ages 55-59, ages 60-64, ages 50-54, and ages 80-84
- The average per capita income of Bartlesville is higher than state and national averages



- Parks and recreation services suffer from a lack of general awareness of what's offered
- Parks and recreation has low brand awareness and image
- During the community input process many residents mentioned Bartlesville lagging behind other neighboring communities in having a variety of high quality recreation facilities such as a recreation center, athletic field complex, and outdoor aquatics park
- Many residents expressed their need for additional recreation and park facilities, but were very concerned about the City's ability to pay for improvements
- City politics was mentioned as a detriment in the ability of the Department to experience success

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#### 1.4.2 PARKS/LAND

- Parks and facilities used most frequently include: Sooner Park, Jo Allyn Lowe Park, Pathfinder Parkway, and Johnstone Park
- A lack of accessibility exists at parks
- There is a lack of consistent signage throughout the parks
- Additions households would like most at parks include: restrooms, drinking fountains, picnic tables/benches, picnic shelters, and park security lighting
- No lighting exists throughout the parks, which makes some residents feel unsafe
- Residents greatly appreciate the number and variety of parks
- Kiddie Park is an important and unique offering for Bartlesville residents
- There is an abundance of park land, but some of the land is not well utilized and should be considered for removal from park land acreage
- Many park amenities are past their useful life and need to be replaced, including playgrounds, park benches and tables, water fountains, bathrooms, and parking lots
- Eleven employees are dedicated to maintaining 355.40 acres of parkland
- According to the household survey, the quality of park maintenance was frequently noted throughout the survey, and residents desire to improve park maintenance
- In comparing the 2008 survey results with the previous survey completed in 2002, the lack of quality of park maintenance was mentioned as an issue in both surveys

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#### 1.4.3 RECREATION PROGRAMS

- The Parks and Recreation Department does not offer recreation programs, aside from swimming activities and lessons in the summer
- There are no Parks and Recreation staff devoted toward recreation programming, aside from aquatics

- 42% of households use churches for recreation offerings, which is the highest percentage of any other provider, with 36% of households using City of Bartlesville offerings
- The most substantial program needs include adult oriented programs: adult fitness and wellness, special events (for families as well as adults), adult education, senior fitness and wellness, and senior education
- While the older population age segments are the fastest growing, there is also more of a need for adult program activities than any other program category. This includes both adult and senior programs
- The 2004 survey results also reflected the need for a collaborative effort in overseeing all of the recreation provider organizations in Bartlesville, as was found in the 2008 community input process
- There is an interest in nature/environmental types of programming

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#### 1.4.4 RECREATION FACILITIES

- The indoor recreation space households would use most include walking/jogging track, weight and cardiovascular areas, aerobics and fitness space, indoor leisure pool, and rock climbing
- There is an interest in the City partnering with other agencies to develop an indoor recreation center
- There is economic benefit to having a high quality and well maintained athletic field complex

## CHAPTER TWO - COMMUNITY INPUT PROCESS AND PROFILE

One of the most important elements of the Development Plan process is providing residents and stakeholders an opportunity to give input into the Plan. During the months of June and July 2008, PROS Consulting, LLC facilitated a series of public meetings, focus groups, and key leader interviews.

The following represents a summary of the information provided. Each question is listed with a summary of the responses.

### 2.1 KEY LEADER AND FOCUS GROUP INTERVIEWS

#### 2.1.1 HOW DO YOU USE PARK AND RECREATION SERVICES?

Residents mentioned several different ways in which they use the parks and recreation services. The Pathfinder Parkway was noted as a great place to walk, run, and bike. The Kiddie Park seems to be a nice addition to the park's services and the Sooner Pool and Frontier Pool are well liked. Citizens mentioned that Price Fields are the place to go to play softball and baseball, and soccer and tennis were stated to be other popular sports in the area. It was also pointed out that Civitan Park is utilized for their ADA accessibility.

#### 2.1.2 WHAT ARE THE STRENGTHS OF THE PARKS AND RECREATION SYSTEM THAT WE NEED TO BUILD ON FOR THIS PLAN?

The Kiddie Park is really valued in the community. People are also proud of the Pathfinder although residents mentioned they would like to see it have more connections, especially on the west side. Safety and security of parks was noted as being pretty good. It seems that some parks have excellent maintenance, but across the board it is inconsistent. This is an area of parks and recreation that has a lot of potential for growth. Further, Johnstone Park was mentioned as having a lot of special events that the community members enjoy.

#### 2.1.3 ARE THERE ANY IDEAS FOR IMPROVING THE PARKS AND RECREATION SYSTEM?

Many good ideas were suggested from community members. People would like to see picnic areas be improved throughout the parks especially at Jo Allyn Lowe. Residents would like to bring more soccer tournaments to the area but in order to do so better soccer fields and complexes need to be established. Also, several suggested working with the YMCA and the Boys and Girls Club for joint use of facilities. The Department needs to address vandalism in certain areas such as Pathfinder. They would like to see the City have more involvement in youth sports and provide money for these programs. Also, it would be beneficial to incorporate utilization studies for the parks and facilities. Overall, the Parks and Recreation Department needs to have better communication with the public about events. The word gets out about the big events but not the small events.

**2.1.4 ARE THERE ANY RECREATION PROGRAMMING OPPORTUNITIES THAT YOU WOULD LIKE TO SEE ADDRESSED IN THE PLAN?**

There needs to be more coordination between all the groups that provide recreational services. Also, there are other organizations that provide similar programs in which the City doesn't need to duplicate. More senior programs and multi-generational programs were suggested as well as family focused events, teen programming and more affordable arts and crafts programs.

Residents would also like to see a summer concert series and more soccer tournaments once the parks department has adequate facilities. People surveyed agreed that the City of Bartlesville would greatly benefit from having a parks director.

**2.1.5 ARE THERE ANY IMPROVEMENT IDEAS FOR EXISTING PARKS OR NEW PARKS?**

Citizens would like to see the Pathfinder have more connections, as well as more access points along the river for boating, fishing and kayaking. The addition of canoe rentals is desired. Residents would enjoy having a dog park available, more shaded areas and improved maintenance of existing parks. Some feel that the City has too many parks and needs to downsize in order to provide better quality parks while some feel that the City could benefit from having additional parks.

**2.1.6 ARE THERE ANY RECREATION FACILITIES THAT YOU WOULD LIKE TO HAVE THAT DON'T CURRENTLY EXIST?**

Community members would like to see the following facilities offered: a skate board park, a tennis complex, a dog park, a teen center, and more indoor recreation facilities for swimming, tennis, basketball, and volleyball, to name a few. A waterpark would also be something the community would enjoy. Lastly, residents would like to see a partnership between the City and the Schools for joint use of facilities as well as more handicapped accessible facilities.

**2.1.7 WHAT DO PEOPLE IN BARTLESVILLE VALUE MOST ABOUT PARKS AND RECREATION SERVICES?**

The Residents of Bartlesville are very proud of the Kidde Park and the Pathfinder Parkway. Citizens also value well maintained facilities, safety, accessibility and a variety of recreation opportunities. People like to know they have a voice and are being heard by the City.

**2.1.8 CAN YOU THINK OF ANY EXAMPLES OF PARTNERSHIPS BARTLESVILLE PARKS AND RECREATION SHOULD PURSUE?**

Residents suggested partnering with the YMCA, the Boys and Girls Club, and the school district for joint use of facilities. However, there are several partnerships that are currently working well including Sooner Jr. Miniature Golf and Sunfest. These as well as others should be continued.

**2.1.9 WHAT ARE THE KEY OUTCOMES THAT YOU WOULD LIKE TO SEE COME FROM THIS PLAN?**

Residents would like to hire a full time Director of the Parks and Recreation Department and see better coordination between the existing recreation programs. Also, the City needs to establish priorities and financial goals and work to realign assets. More importantly, the community needs a strategic plan and action plan that includes ways to increase funding and a plan that will actually work. Citizens would like to see improved maintenance even if it means having fewer, but better maintained parks.

**2.1.10 ARE THERE ANY AREAS OF THE SYSTEM THAT NEED MORE FUNDING? LESS FUNDING?**

Across the board additional funding is needed. More specifically, more funding is needed for maintenance, operating costs, and more money is needed in order to hire more staff. Also, there are inconsistencies in the way contracted groups are charged, which needs to be examined.

**2.1.11 ARE THERE ANY ADDITIONAL ITEMS THAT NEED TO BE DOCUMENTED IN THE PLAN?**

There is some concern over how this plan is going to be funded. Also, the safety and security of parks needs to be a top priority by implementing more lighting and police presence in the parks. Another suggestion was to talk to different age groups such as kids and seniors for their perspectives on the recreational offerings provided.



## 2.2 COMMUNITY SURVEY RESULTS

The City of Bartlesville conducted a Parks and Recreation Needs Assessment Survey during October and November of 2008 to help establish priorities for the future development of parks, trails, recreation and cultural facilities and services within the community. The survey was designed to obtain statistically valid results from households throughout the City of Bartlesville. The survey was administered by a combination of phone and mail.

Leisure Vision worked extensively with City of Bartlesville officials, as well as members of the PROS Consulting project team in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In October, surveys were mailed to a random sample of 1,250 households throughout the City of Bartlesville. Approximately three days after the surveys were mailed, each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 250 completed surveys from City of Bartlesville residents. This goal was accomplished, with a total of 264 surveys having been completed. The results of the random sample of 264 households have a 95% level of confidence with a precision of at least +/-6.0%. **It must be noted that all numbers have been rounded up to the nearest 2 digit percentages.**

### 2.2.1 CITY PARKS AND FACILITIES USED DURING THE PAST YEAR

Eighty-nine percent (89%) of households have used City parks and facilities during the past 12 months. The City parks and facilities used by the highest percentage of households during the past year include: Sooner Park (66%), Johnstone Park (59%), Jo Allyn Lowe Park (56%), Pathfinder Pathway (50%), and Kiddie Park (48%) (Figure 1).

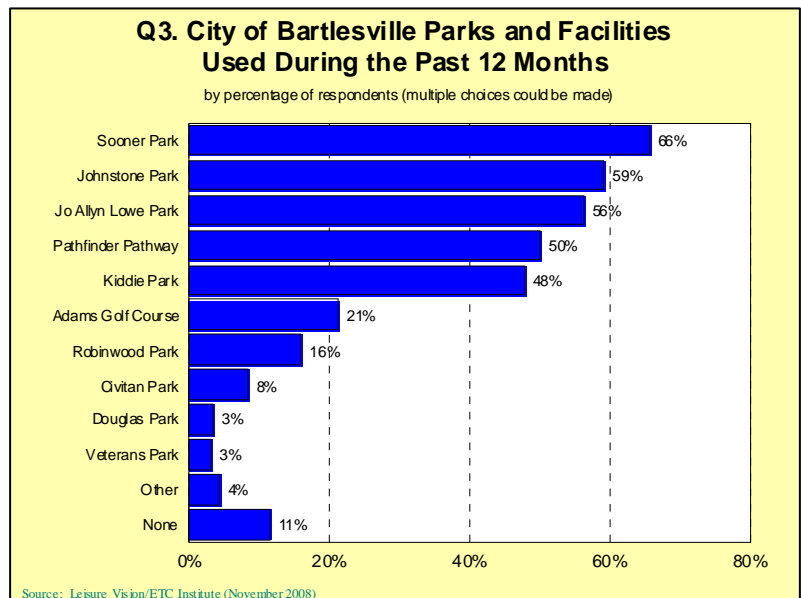


Figure 1 - City of Bartlesville Parks and Facilities Used During the Past Year

### 2.2.2 CITY PARKS AND FACILITIES USED MOST OFTEN DURING THE PAST YEAR

Based on the sum of their top three choices, the parks and facilities that respondent households used most often during the past year are: Sooner Park (59%), Jo Allyn Lowe Park (44%), Pathfinder Pathway (44%), Johnstone Park (42%), and Kiddie Park (39%) (**Figure 2**).

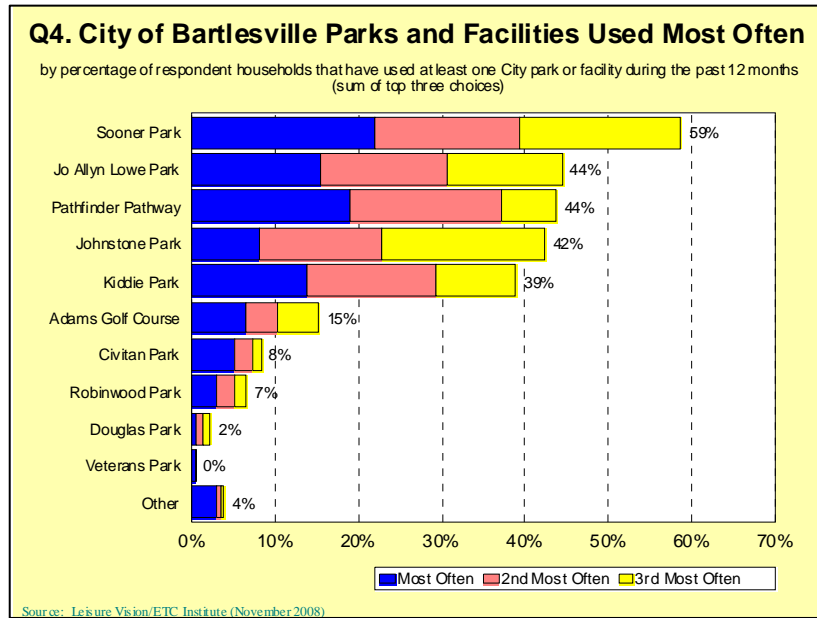


Figure 2 - Parks and Facilities Used Most Often

### 2.2.3 PHYSICAL CONDITION OF CITY PARKS AND FACILITIES

Of the 89% of households that have visited City parks and facilities during the past year, 67% rated the physical condition of the parks and facilities as either excellent (12%) or good (55%). Twenty-nine percent (29%) of households rated the parks and facilities as fair, and only 3% rated them as poor (**Figure 3**).

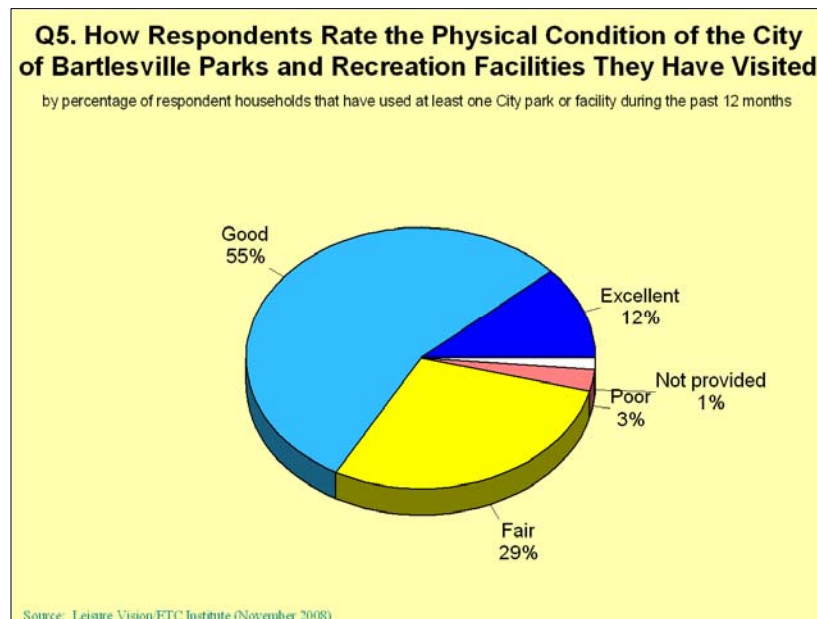
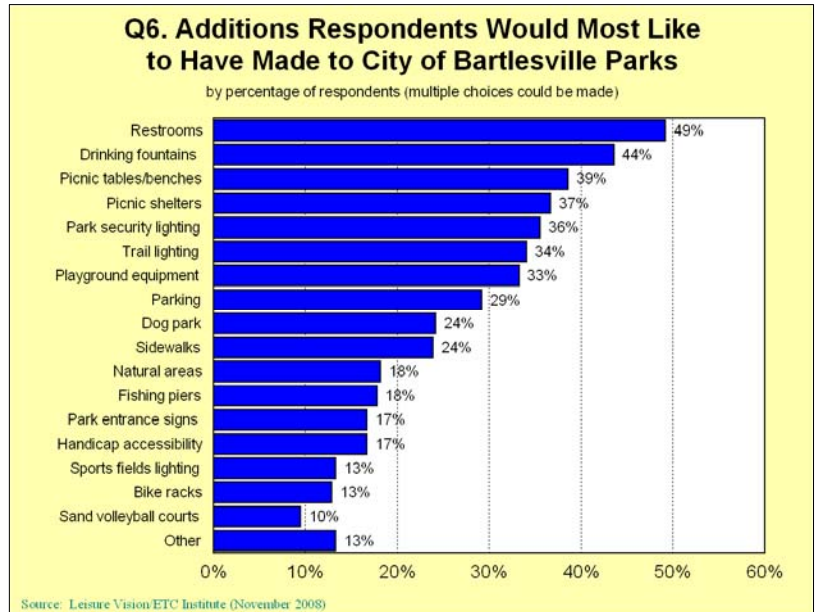


Figure 3 - Physical Condition of City Parks and Facilities



#### 2.2.4 POTENTIAL ADDITIONS TO CITY PARKS

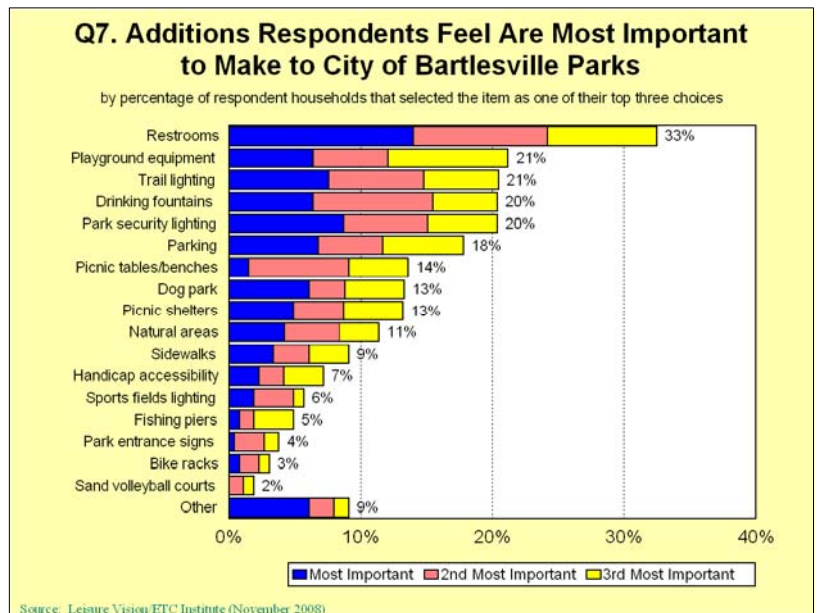
The additions that households would most like to have made to City parks include: restrooms (49%), drinking fountains (44%), picnic tables/benches (39%), picnic shelters (37%), and park security lighting (36%) (**Figure 4**).



**Figure 4 - Potential Additions to City Parks**

#### 2.2.5 MOST IMPORTANT POTENTIAL ADDITIONS TO CITY PARKS

Based on the sum of their top three choices, the potential additions that respondents feel are most important to make to City parks are: restrooms (33%), playground equipment (21%), trail lighting (21%), drinking fountains (20%), and park security lighting (20%) (**Figure 5**).



**Figure 5 - Most Important Potential Additions to City Parks**

### 2.2.6 ORGANIZATIONS USED FOR PARKS, RECREATION AND SPORTS DURING THE PAST YEAR

The organizations used by the highest percentage of households for parks, recreation and sports during the past year include: churches (42%), City of Bartlesville (36%), public schools (28%), and State parks (27%) (Figure 6).

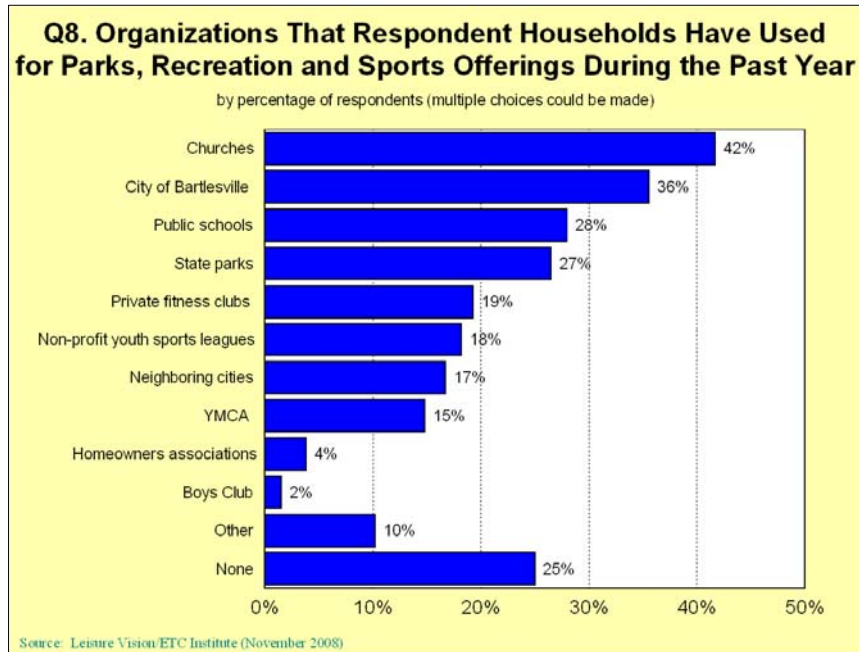


Figure 6 - Organizations Used for Parks, Recreation and Sports During the Past Year

### 2.2.7 ORGANIZATIONS THAT HOUSEHOLD MEMBERS AGES 17 AND UNDER USE THE MOST

Based on the sum of their top two choices, the organizations that household members ages 17 and under use the most for parks and recreation services are: public schools (13%), non-profit youth sports leagues (11%), churches (10%), and City of Bartlesville (9%) (Figure 7).

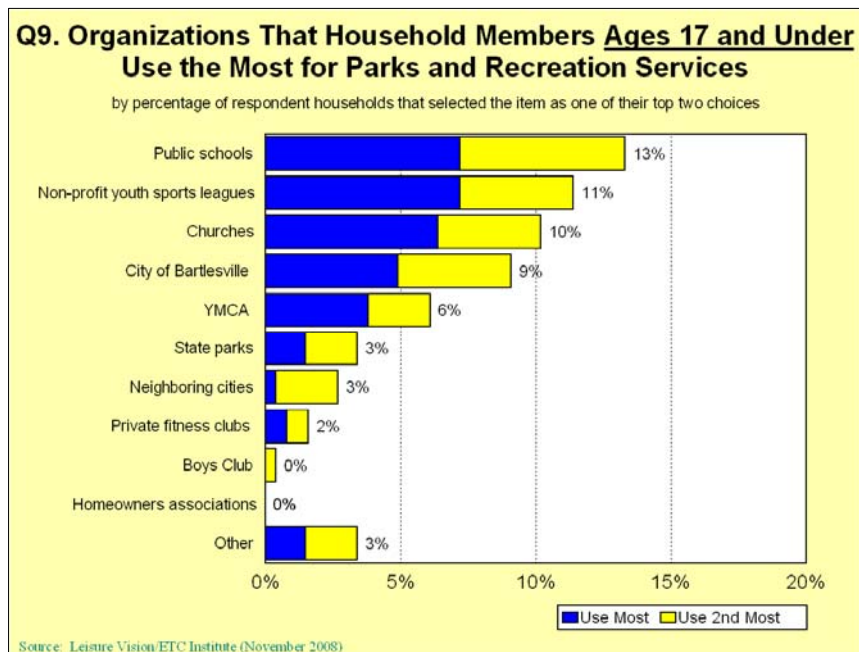


Figure 7 - Organizations that Household Members Ages 17 and Under Use the Most

## 2.2.8 ORGANIZATIONS THAT HOUSEHOLD MEMBERS AGES 18 AND OLDER USE THE MOST

Based on the sum of their top two choices, the organizations that household members ages 18 and older use the most for parks and recreation services are: churches (25%), City of Bartlesville (22%), private fitness clubs (12%), and state parks (11%) (Figure 8).

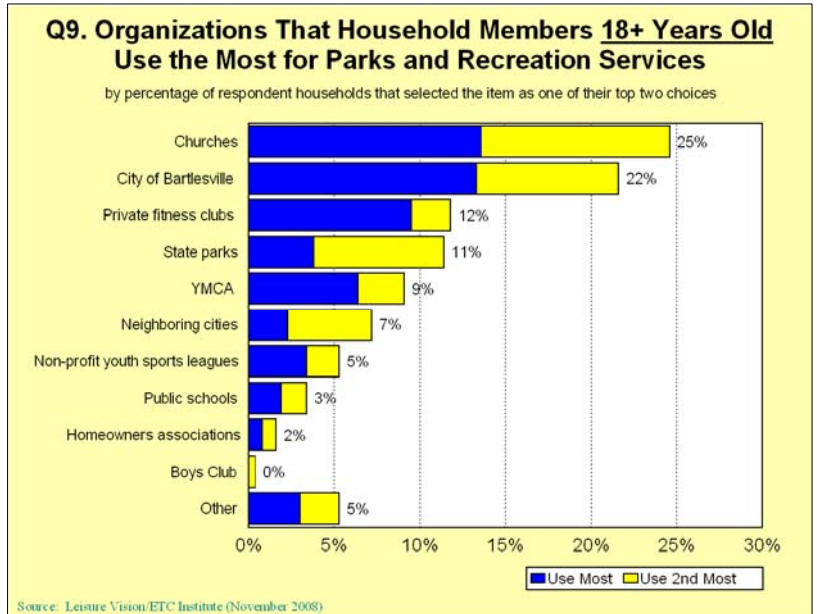


Figure 8 - Organizations that Household Members Ages 18 and Older Use the Most

## 2.2.9 POTENTIAL BENEFITS PROVIDED BY PARKS AND RECREATION SERVICES

There are two benefits that over 40% of respondents strongly agree are provided by parks and recreation services: improve physical health and fitness (48%) and present the City as a more desirable place to live/work (43%) (Figure 9).

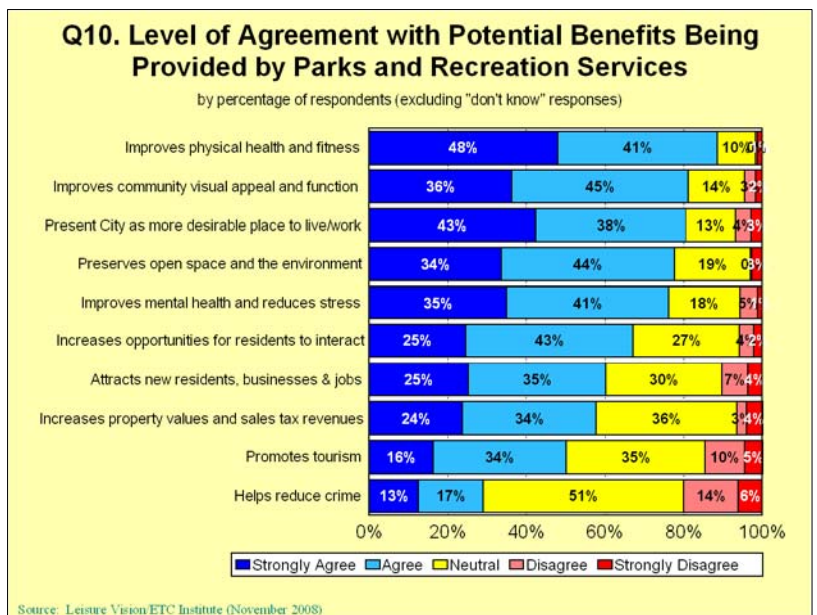


Figure 9 - Potential Benefits Provided by Parks and Recreation Services

### 2.2.10 MOST IMPORTANT BENEFITS PROVIDED BY PARKS AND RECREATION SERVICES

Based on the sum of their top three choices, the benefits of parks and recreation services that are most important to households include: improves physical health and fitness (64%), presents the City of Bartlesville as a more desirable place to live and work (49%), and improves mental health and reduces stress (30%) (**Figure10**).

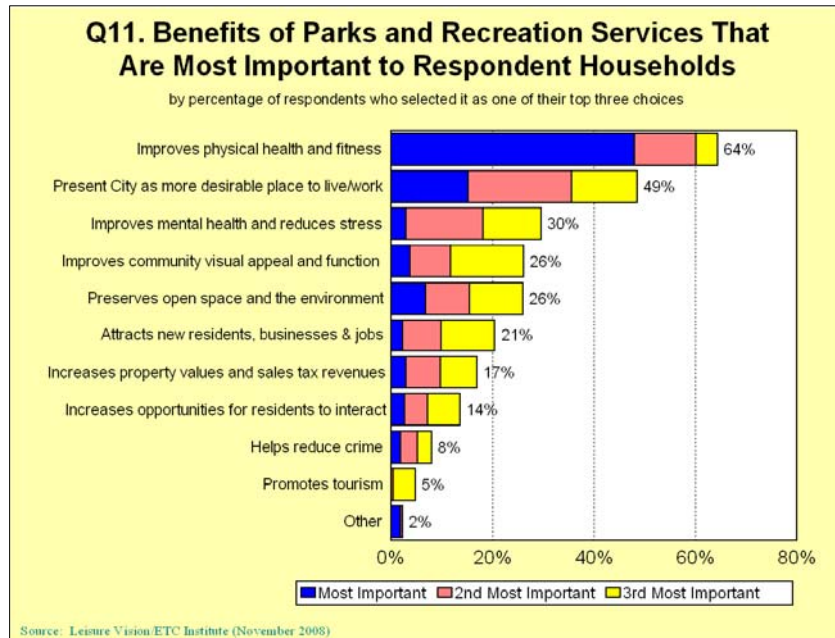


Figure 10 - Benefits of Parks and Recreation Services that are Most Important to Respondent Households

### 2.2.11 NEED FOR PARKS AND RECREATION FACILITIES

There are six parks and recreation facilities that over 50% of households have a need for: walking/biking trails (74%), nature trails (64%), large community parks (62%), small neighborhood parks (59%), shelter houses/picnic areas (56%), and an indoor fitness center (53%).

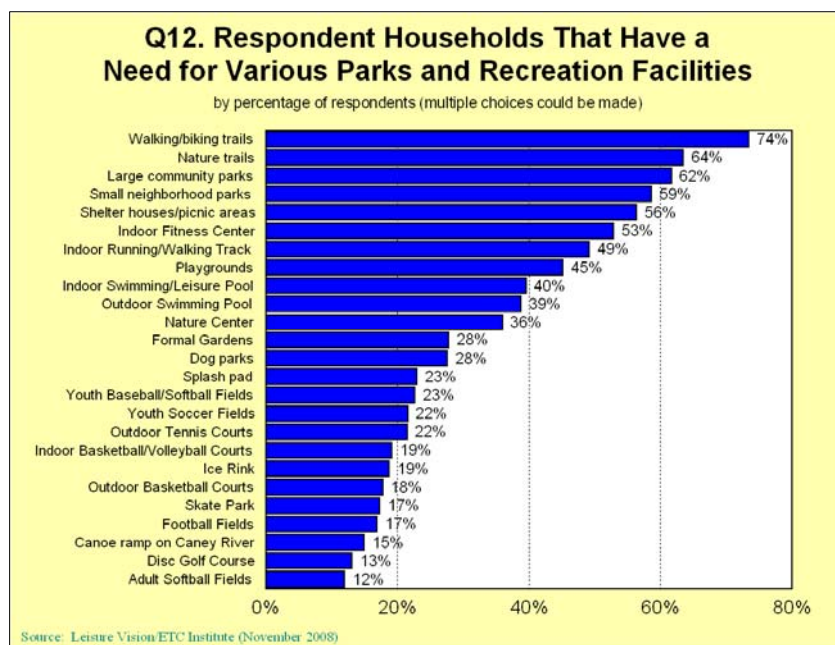


Figure 11 - Need for Parks and Recreation Facilities



### 2.2.12 NEED FOR PARKS AND RECREATION FACILITIES

From the list of 25 parks and recreation facilities, respondents were asked to indicate which ones their household has a need for. **Figure 12** shows the estimated number of households in the City of Bartlesville that have a need for various parks and recreation facilities, based on 14,565 households in the City.

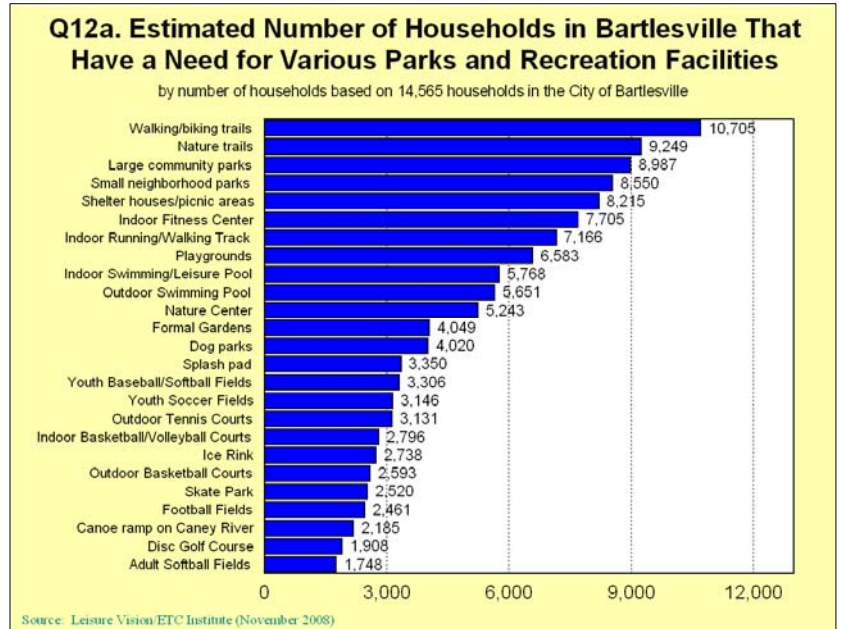


Figure 12 - Need for Parks and Recreation Facilities

### 2.2.13 HOW WELL PARKS AND RECREATION FACILITIES MEET NEEDS

From the list of 25 parks and recreation facilities, respondent households that have a need for parks/facilities were asked to indicate how well these types of parks/facilities in the City of Bartlesville meet their needs. All 25 parks and recreation facilities had less than 40% of respondents indicate that the park/facility completely meets the needs of their household (**Figure 13**).

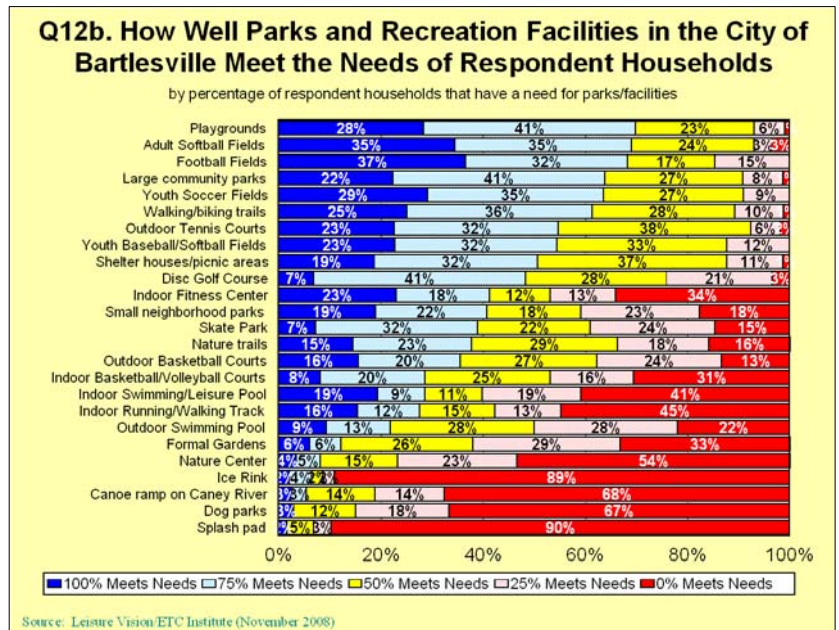


Figure 13 - How Well Parks and Recreation Facilities Meet Needs

#### 2.2.14 BARTLESVILLE HOUSEHOLDS WITH THEIR FACILITY NEEDS BEING 50% MET OR LESS

From the list of 25 parks and recreation facilities, respondent households that have a need for parks/facilities were asked to indicate how well these types of parks/facilities in the City of Bartlesville meet their needs. **Figure 14** shows the estimated number of households in the City of Bartlesville whose needs for parks/facilities are only being 50% met or less, based on 14,565 households in the City.

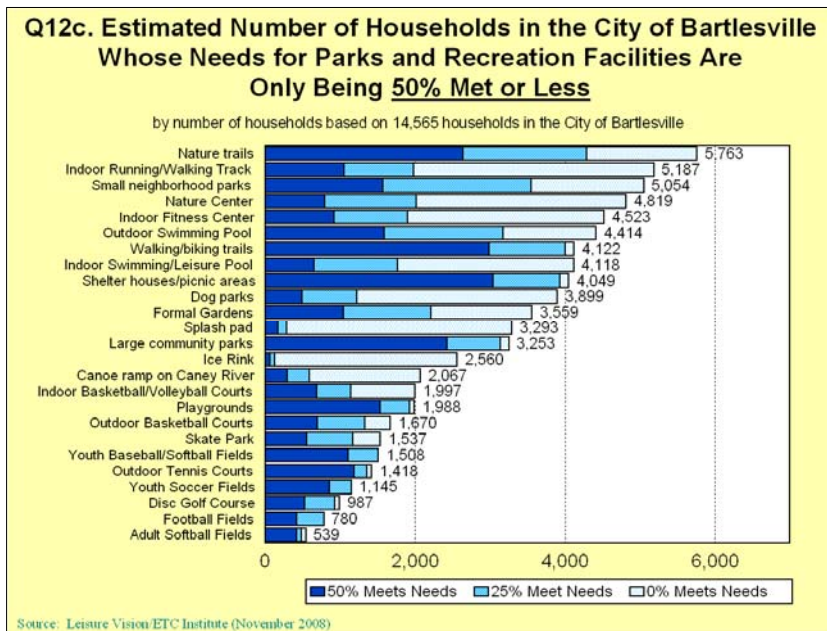


Figure 14 - Households with Their Facility Needs Being 50% Met or Less

#### 2.2.15 MOST IMPORTANT PARKS AND RECREATION FACILITIES

Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important include: walking/biking trails (44%), playgrounds (27%), small neighborhood parks (24%), nature trails (22%), large community parks (21%), and indoor fitness center (21%). It should also be noted that playgrounds and walking and biking trails had the highest percentage of respondents select it as their first choice as the most important park/facility (**Figure 15**).

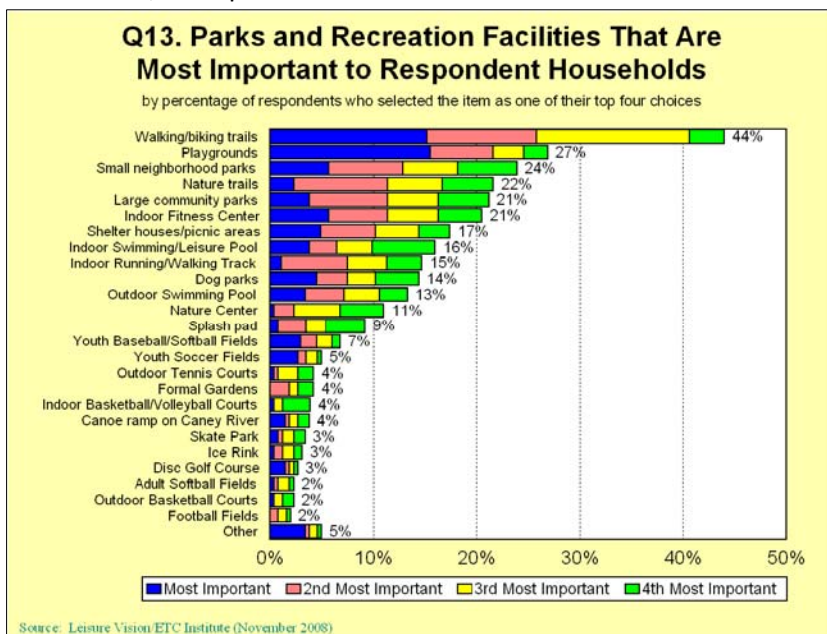


Figure 15 - Most Important Parks and Recreation Facilities

## 2.2.16 RESPONDENT HOUSEHOLDS THAT HAVE A NEED FOR RECREATION PROGRAMS

There are four recreation programs that at least 40% of households have a need for: adult fitness and wellness programs (65%), special events (55%), adult educational programs (40%), and senior wellness and fitness (40%) (**Figure 16**).

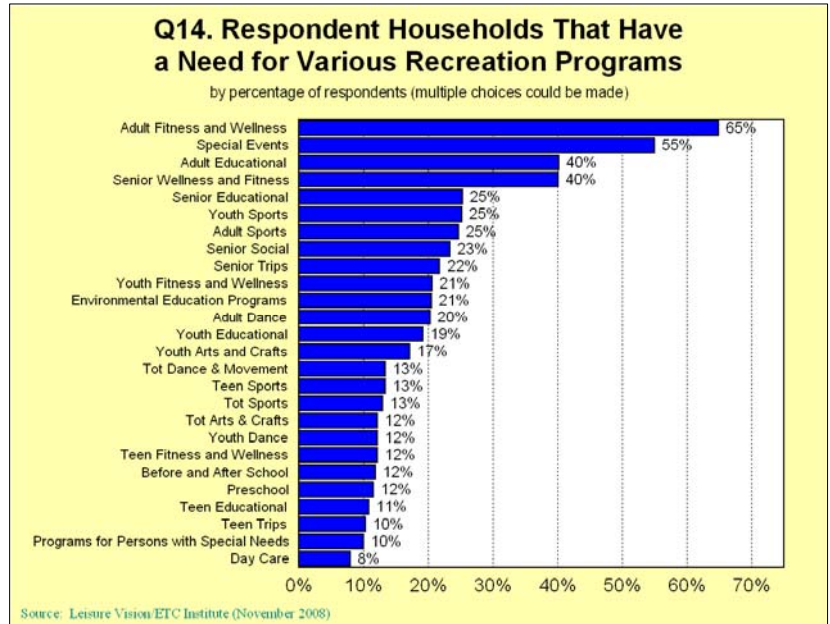


Figure 16 - Need for Recreation Programs

## 2.2.17 ESTIMATE NUMBER OF HOUSEHOLDS THAT HAVE A NEED FOR VARIOUS RECREATION PROGRAMS

From the list of 26 recreation programs, respondents were asked to indicate which ones they and members of their household have a need for. **Figure 17** shows the estimated number of households in the City of Bartlesville that have a need for recreation programs, based on 14,565 households in the City.

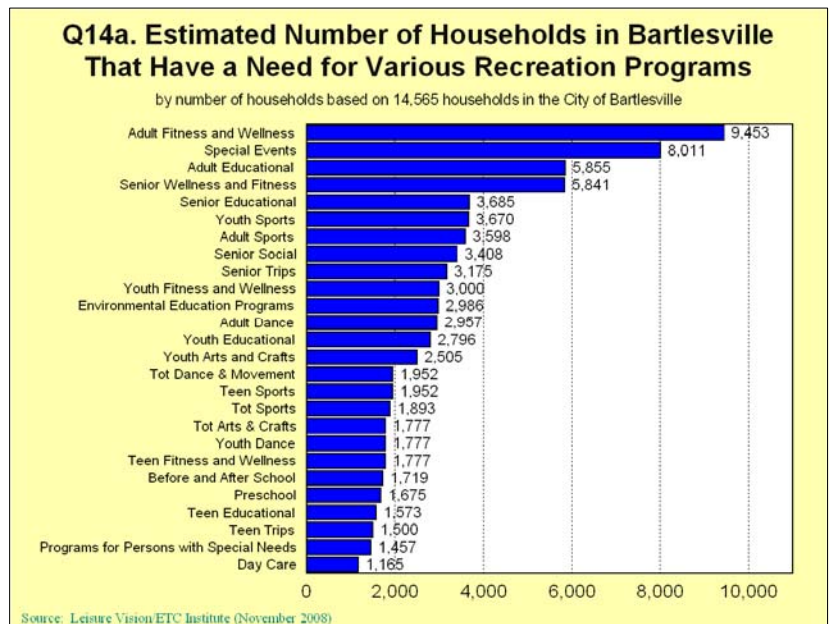


Figure 17 - Need for Recreation Programs



### 2.2.18 HOW WELL RECREATION PROGRAMS MEET NEEDS

From the list of 26 recreation programs, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. All 26 recreation programs had less than 35% of respondents indicate that the program completely meets the needs of their household (Figure 18).

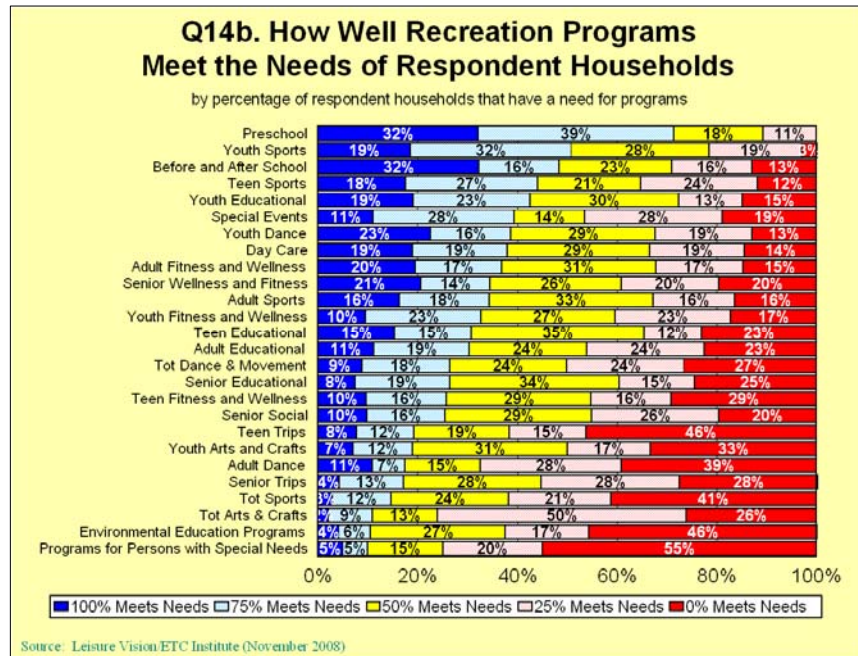


Figure 18 - How Well Recreation Programs Meet Needs

### 2.2.19 HOUSEHOLDS WITH THEIR PROGRAM NEEDS BEING 50% MET OR LESS

From the list of 26 recreation programs, respondent households that have a need for programs were asked to indicate how well those programs meet their needs. Figure 19 shows the estimated number of households in the City of Bartlesville whose needs for programs are only being 50% met or less, based on 14,565 households in the City.

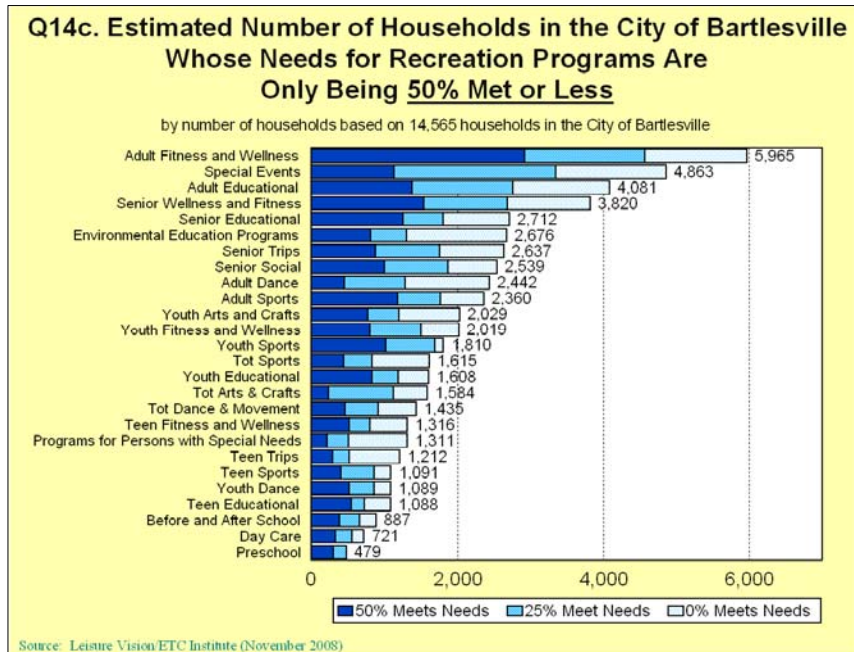


Figure 19 - Households with Their Program Needs Being 50% Met or Less

### 2.2.20 MOST IMPORTANT RECREATION PROGRAMS

Based on the sum of their top four choices, the recreation programs that households rated as the most important include: adult fitness and wellness programs (42%), senior wellness and fitness (32%), and special events (28%). It should also be noted that the adult fitness and wellness programs had the highest percentage of respondents select it as their first choice as the most important program (Figure 20).

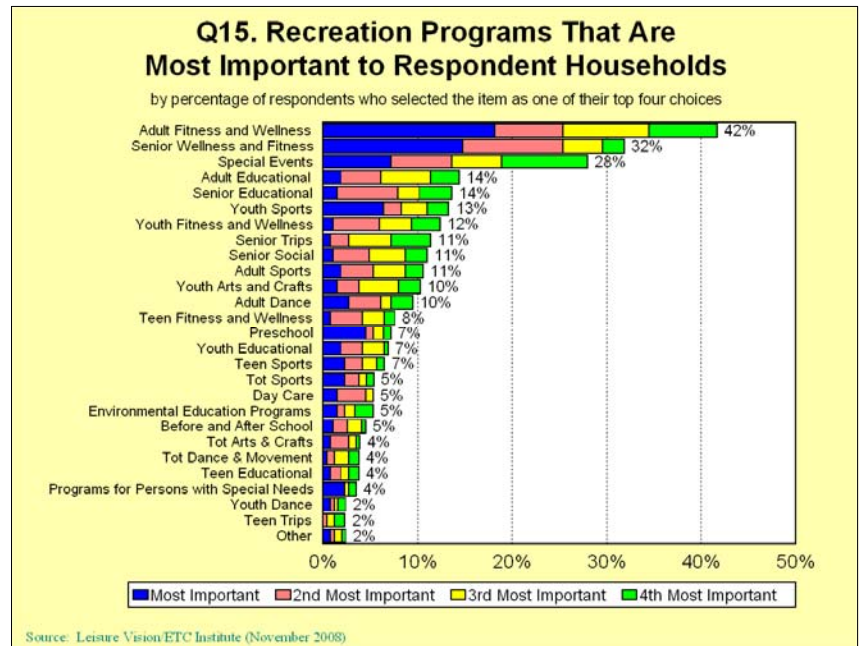


Figure 20 - Recreation Programs that Are Most Important to Respondent Households

### 2.2.21 USE OF POTENTIAL INDOOR PROGRAMMING SPACES

The potential indoor programming spaces that the highest percentage of households would use include: walking/jogging track (56%), weight/cardiovascular room (42%), aerobic/fitness space (35%), and indoor leisure pool (33%) (Figure 21).

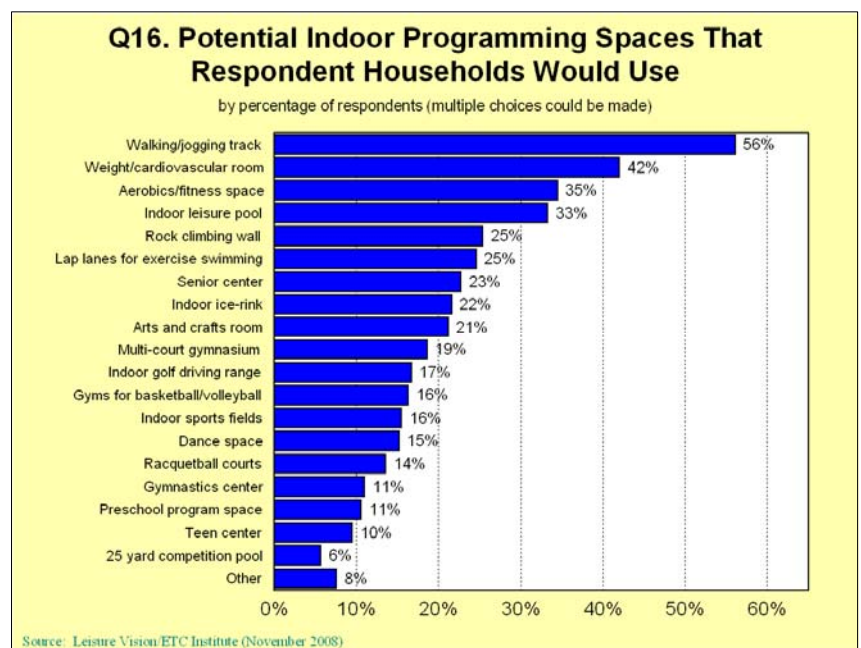


Figure 21 - Use of Potential Indoor Programming Spaces

## 2.2.22 INDOOR PROGRAM SPACES RESPONDENT HOUSEHOLDS WOULD USE MOST OFTEN

Based on the sum of their top four choices, the indoor programming spaces that respondent households would use most often are: walking and jogging track (44%), weight room/cardiovascular equipment room (30%), indoor leisure pool (24%), and aerobic/fitness space (22%) (**Figure 22**).

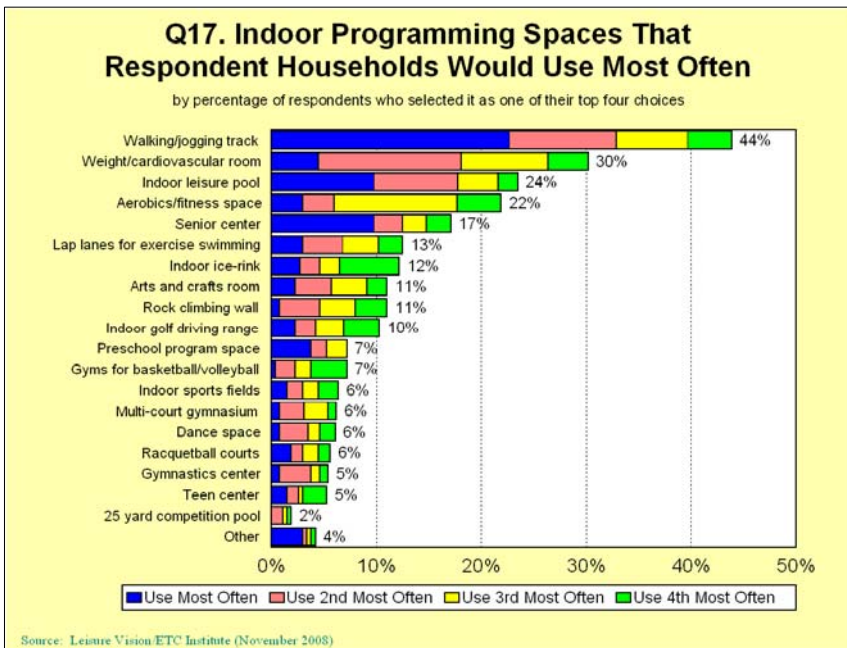


Figure 22 - Indoor Programming Spaces Respondent Households Would Use Most Often

## 2.2.23 OPTIONS FOR OFFERING RECREATION, FITNESS AND CULTURAL PROGRAMS

Forty-one percent (41%) of respondents feel the City should offer recreation, fitness, and cultural programs funded by both fees and taxes. Twenty-five percent (25%) feel the City should offer recreation, fitness, and cultural programs only if they are funded by fees from participants. Fourteen percent (14%) feel the City should not offer recreation, fitness, and cultural programs (**Figure 23**).

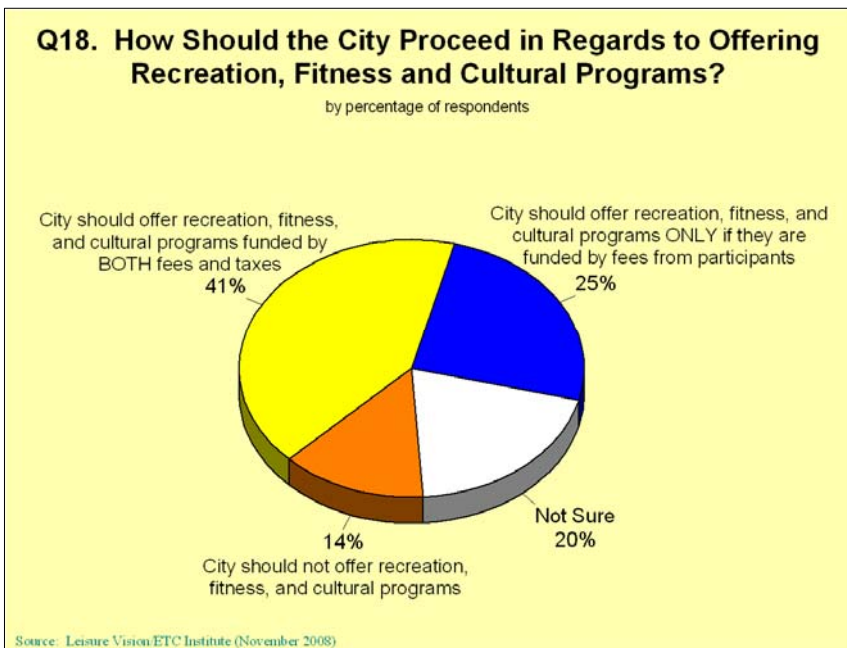


Figure 23 - Options for Offering Recreation, Fitness, and Cultural Programs



## 2.2.24 REASONS PREVENTING THE USE OF PARKS AND RECREATION FACILITIES MORE OFTEN

The most frequently mentioned reasons preventing households from using parks, recreation, swimming and sports facilities more often include: “program or facility not offered” (30%), “facilities are not well maintained” (25%), “lack of programs” (21%), and “I do not know what is being offered” (21%) (Figure 24).

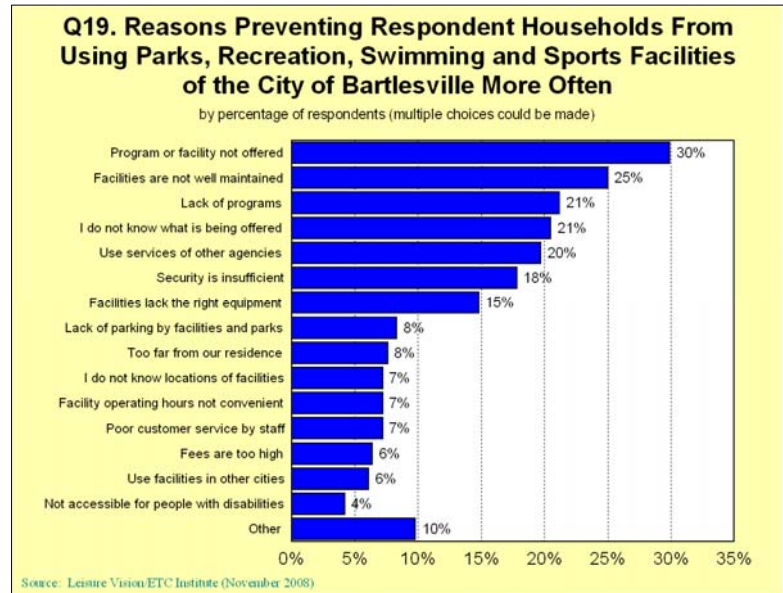


Figure 24 - Reasons Preventing the Use of Parks and Recreation Facilities More Often

## 2.2.25 HOW RESPONDENTS WOULD ALLOCATE \$100 AMONG VARIOUS CITY FACILITIES

Respondents would allocate \$30 out of every \$100 to the improvements/maintenance of existing parks and recreation facilities. The remaining \$70 were allocated as follows: development of new indoor programming spaces (\$22), development of walking and biking trails (\$15), improvements to outdoor swimming pools (\$13), improvements to the public golf course (\$5), construction of new sports fields (\$9), and “other” (\$6) (Figure 25).

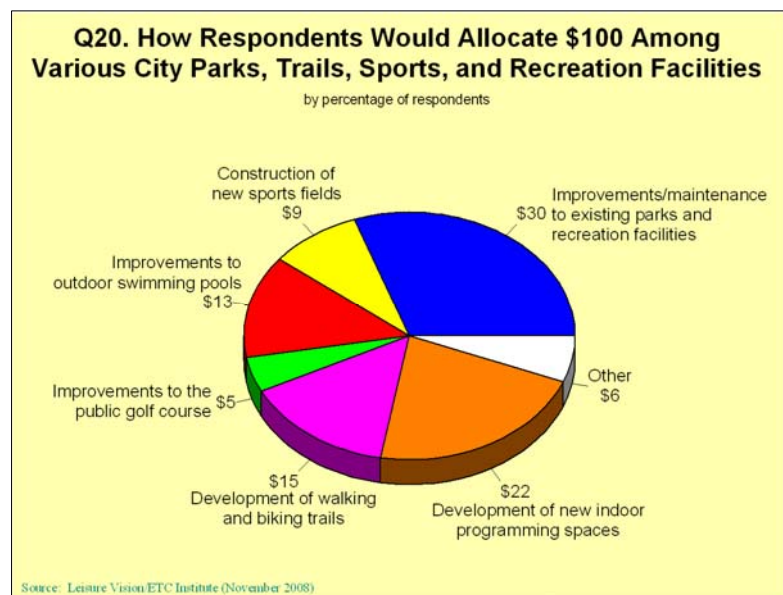


Figure 25 - Allocation of \$100 Among Various City Facilities

### 2.2.26 VOLUNTARY DONATION FOR PARK IMPROVEMENTS, PROJECTS OR PROGRAMS

Forty-percent (40%) of respondents would participate in making a voluntary donation for public park improvements, projects, and programs. Fifty-six percent (56%) of respondents would not participate, and 4% indicated “don’t know” (Figure 26).

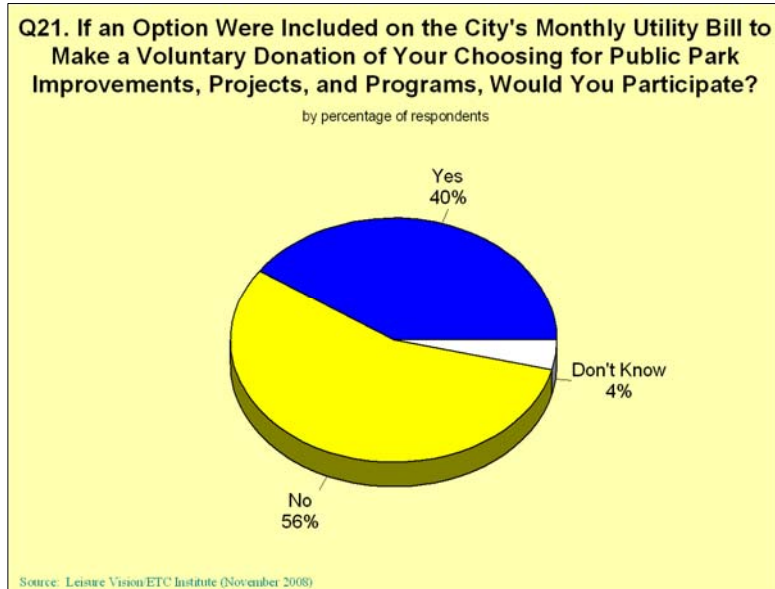


Figure 26 - Voluntary Donation for Park Improvements, Projects or Programs

### 2.2.27 SATISFACTION WITH THE OVERALL VALUE RECEIVED FROM THE CITY OF BARTLESVILLE PARKS AND RECREATION DEPARTMENT

Forty-one percent (41%) of those surveyed are either very satisfied (9%) or somewhat satisfied (32%) with the overall value their household receives from the City of Bartlesville Parks and Recreation Department. Twenty-three percent (23%) of households are either very dissatisfied (8%) or somewhat dissatisfied (15%) with the value received from the Parks and Recreation Department and 36% indicated “neutral” or “don’t know” (Figure 27).

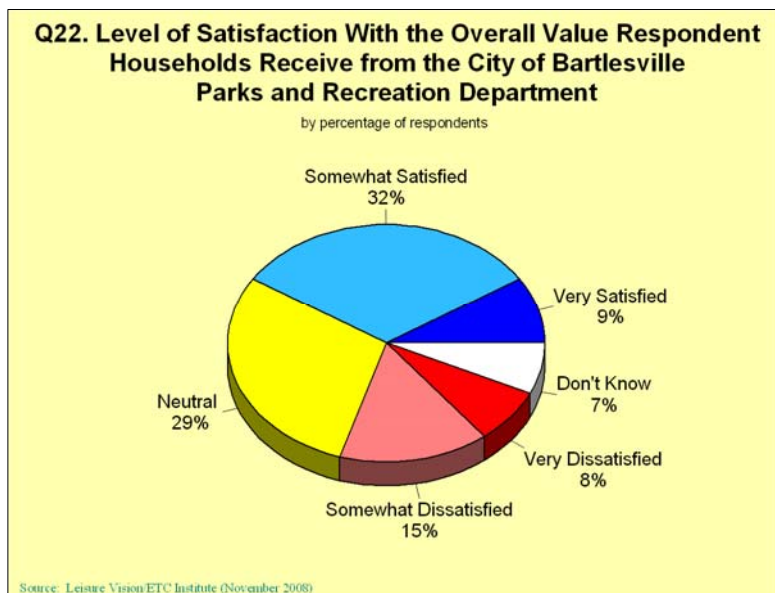


Figure 27 - Satisfaction with Parks and Recreation Department

## 2.3 DEMOGRAPHICS AND TRENDS ANALYSIS

The Demographic Analysis provides an understanding of the population of the City of Bartlesville. This analysis demonstrates the overall size by total population by specific age segment, race and ethnicity, and the overall economic status and spending power of the residents through household income statistics.

### 2.3.1 SUMMARY

Bartlesville, Oklahoma, a town built on oil, offers a unique mix of offerings that blend the contemporary with the rural. Roaming herds of exotic animals on an oil baron's vast ranch, Frank Lloyd Wright's only skyscraper, and the art, culture and history of the American West all co-exist in this City.

Bartlesville boasts of many attractions, including museums, art collections, dramatic architecture, scenic prairie views and world-renowned events. There is a sense of pleasant surprise when one witnesses the diversity of culture and wide variety of entertainment that Bartlesville offers including the Bartlesville Symphony Orchestra, Civic Ballet, Choral Society, Community Concert Association and Bartlesville Theater.

Architecture in Bartlesville draws national and international attention as it is home to Frank Lloyd Wright's only built skyscraper, the Price Tower, which adorns the city skyline creating a unique attraction. The Frank Lloyd Wright Foundation community center is a valuable asset to the Bartlesville community. Another one of Bartlesville's most well known attractions is Woolaroc Ranch, Museum and Wildlife Preserve, the former country retreat of oilman Frank Phillips. The museum is home to one of the finest collections of western art in the mid-west.

The City of Bartlesville service area has limited population growth over the last 8 years from 2000 – 2008. From 2000 to 2008, the service area population has grown by 0.5%. Projecting ahead, the City's growth rate is expected to remain relatively non-existent from 2008 all the way to 2023 when the population is expected to be 35,536.

The City of Bartlesville is experiencing an aging trend. In 2000 the 55+ population comprised 28.3% of the population and is projected to make up 36% of the population by 2023. The next highest segment in the population is the 35-54 age group which comprises 26.8% of the population (22,141 persons).

The City of Bartlesville service area is primarily homogeneous with a small minority of American Indian and Black only population. In 2000, over eighty percent (82.09%) of the

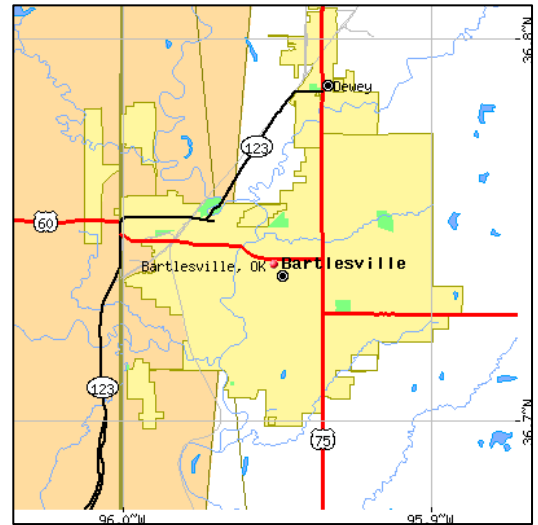


Figure 28 - Demographic Analysis Boundary

service area is classified as white only, accounting for approximately 28,524 total persons. The next largest single race is American Indian (7.18%; 2,496 persons).

The gender composition is marginally in favor of females (52.6%) and this trend is projected to remain constant over the years. Additionally, as the population gets older, the percentage of females to males in the total population is also expected to increase.

Currently, there are an estimated 14,892 households in the City of Bartlesville service area with an average household size of 2.31 persons. The income characteristics do exhibit above average trends when compared to the state and national averages and are projected to grow positively in the upcoming years. The service area's median household income is currently at \$36,820 and is projected to increase significantly to \$69,389 by 2023. This represents a 100% increase from the 2000 median income (\$35,787). The per capita income too is projected to increase by 50% from \$20,985 in 2000 to \$30,009 by 2023.

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### 2.3.2 METHODOLOGY

Demographic data used for the analysis was obtained from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in August 2008, and reflects actual numbers as reported in the 2000 Census and demographic projections for 2008 and 2013 as estimated by ESRI; straight line linear regression was utilized for projected 2018 and 2023 demographics. The City of Bartlesville service area was utilized as the demographic analysis boundary (**Figure 28**). There are population projection numbers provided by the Oklahoma Department of Commerce which are higher than those obtained from ESRI. Since these numbers are only projections where the margin of difference is less than 0.4% and the Oklahoma Department of Commerce does not provide additional detail including age segment, race and household income characteristics, PROS decided to go with the projections provided by ESRI.



### 2.3.2.1 POPULATION

The City of Bartlesville service area has grown at a slow pace over the last several years. From 2000 to 2008, the service area population has grown by 0.5%. This translates into practically flat population growth. Projecting ahead, the City's growth rate is expected to remain relatively non-existent from 2008 all the way to 2023 when the population is expected to be 35,536 (**Figure 29**). Based on the projections through 2023, City is expected to have approximately 15,515 households.

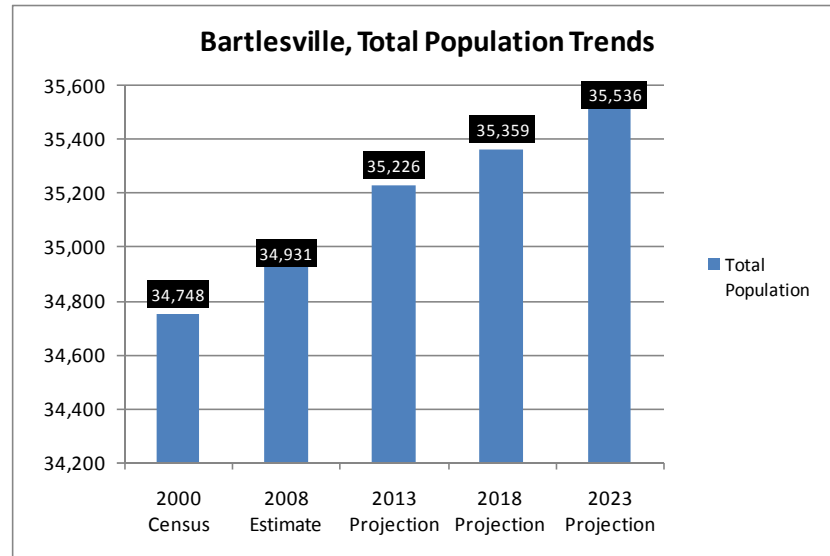


Figure 29 - City of Bartlesville, Total Population Trends

### 2.3.3 AGE SEGMENT

The City of Bartlesville population by major age segment demonstrates an aging population (**Figure 30**). This is similar to nationwide trends that point to a growth pattern in the 55+ age group as a result of increased life expectancies and the baby boomer population entering that age group.

As the demographics projections demonstrate, in 2000 the 55+ population comprised 28.3% of the population and is projected to make up 36% of the population by 2023. The next highest segment in the population is the 35-54 age group which comprises 26.8% of the population (22,141 persons). Overall, the 35+ population is projected to comprise almost 60% of the entire population by 2023.

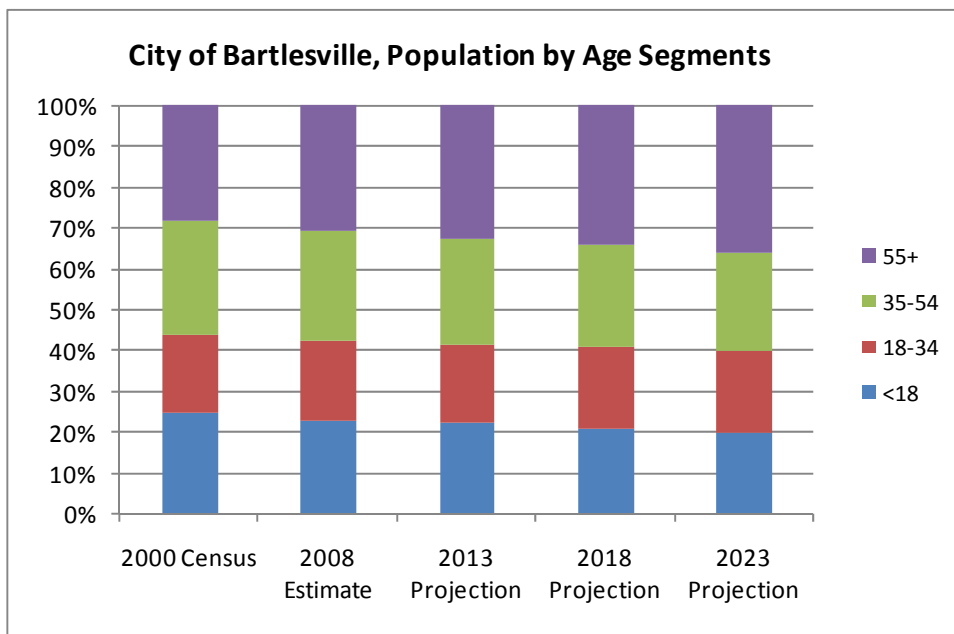


Figure 30 - Population by Major Age Segment

This population composition would require the City to provide a wide variety of recreational, health and wellness, educational and entertainment options focused on family activities as well as active adult programming. These could include programs that will place a heavy emphasis on community wide special events, performing arts, therapeutic recreation programs, life skill programs, family activities such as biking, walking, and swimming, and general entertainment and leisure activities.

The five age segments with the largest percentage growth from 2008 to 2013 are:

1. 85+ years of age; 35.7% five year increase
2. 55 – 59 years of age; 33.2% five year increase
3. 60 – 64 years of age; 18.3% five year increase
4. 50 – 54 years of age; 17% five year increase
5. 80 – 84 years of age; 15.3% five year increase

Four of the top five ranked age segments in terms of percent growth from 2008 to 2013 (60-64, 65-69, 55-59 and 85+) contribute to the 55+ age segment.

#### 2.3.4 GENDER

The gender distribution for the City of Bartlesville is slightly skewed towards the female population which accounts for approximately 52.6% of the population in 2000 (**Figure 31**). This distribution is projected to remain constant throughout the next five, ten, and fifteen year study periods.

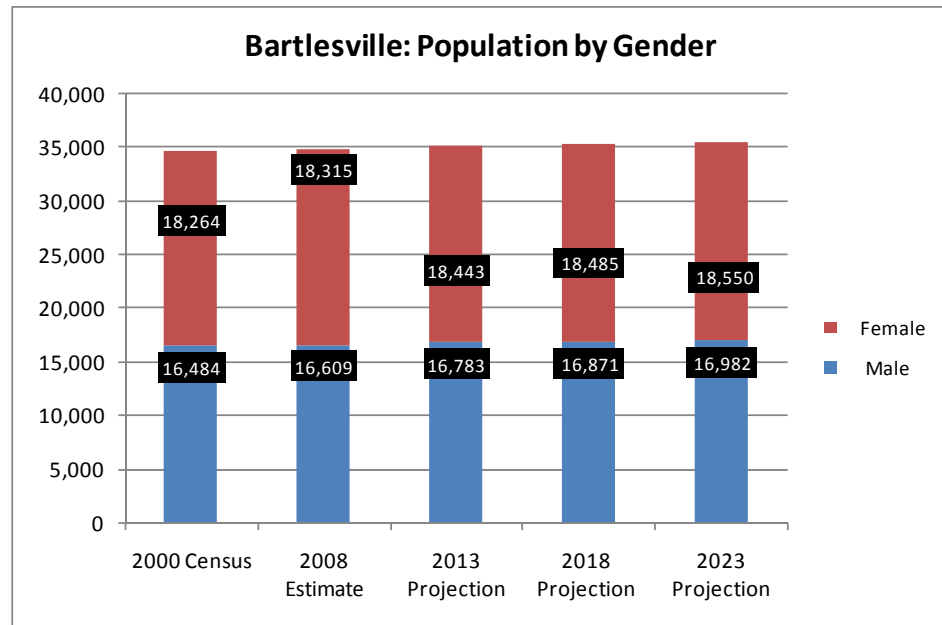


Figure 31 - Population by Gender

Analyzing the population by gender reveals that as the population increases in age the female share of the population also increases greatly. For 2008, the under-25 population has a slight female majority which is comprised of 51.47% female and 48.53% male. As the population ages, the male composition decreases significantly further, resulting in a higher female majority. Males comprise only 43.65% of the 50+ population (females make up 56.35% of the 50+ population); the gender disparity widens even more when analyzing those aged 65+ – the gap widens to – 40.41% male to 59.59% female. Similar trends are anticipated in the future. One of the key reasons for this gender imbalance could be attributed to the longer average lifespan that females have in comparison to males. This projection also puts emphasis on the City to offer active life skill and recreation opportunities focused towards that population.

Current recreational trends indicate that Americans participate in a sport or recreational activity of some kind at a relatively high rate (65%). Women participation rates, however, are slightly lower than their male counterparts – 61% of women participate at least once per year in a sport or recreational activity compared to a 69% participation rate of men. According to recreational trends research performed in the industry over the past twenty years, the top ten recreational activities for women are currently:

1. Walking
2. Aerobics

3. General exercising
4. Biking
5. Jogging
6. Basketball
7. Lifting weights
8. Golf
9. Swimming
10. Tennis

The top ten recreational activities for men are:

1. Golf
2. Basketball
3. Walking
4. Jogging
5. Biking
6. Lifting weights
7. Football
8. Hiking
9. Fishing
10. Hunting



While men and women share a desire for six of the top ten recreational activities listed above, men claim to participate in their favorite activities more often than women in any 90-day span. With more women not only comprising a larger portion of the general populace during the mature stages of the lifecycle, but also participating in recreational activities further into adulthood, a relatively new market has appeared over the last two decades.

This mature female demographic is opting for less team oriented activities which dominate the female youth recreational environment, instead shifting more towards a diverse selection of individual participant activities, as evident in the top ten recreational activities mentioned above.

### 2.3.5 RACE AND ETHNICITY

The City of Bartlesville service area is primarily homogeneous with a small minority of American Indian and Black only population. In 2000, over eighty percent (82.09%) of the service area is classified as white only, accounting for approximately 28,524 total persons. The next largest single race is American Indian (7.18%; 2,496 persons), as shown in **Figure 32**.

Projecting ahead, the service area is expected to see some increase in diversity. The White alone population is projected to decrease to 73.9% by 2023 while the Two or More Races segment is expected to double from 5.5% in 2000 to 10.7% in 2023. The American Indian population and the Black alone population segments along with the other races are projected to remain relatively constant over the next 15 years.

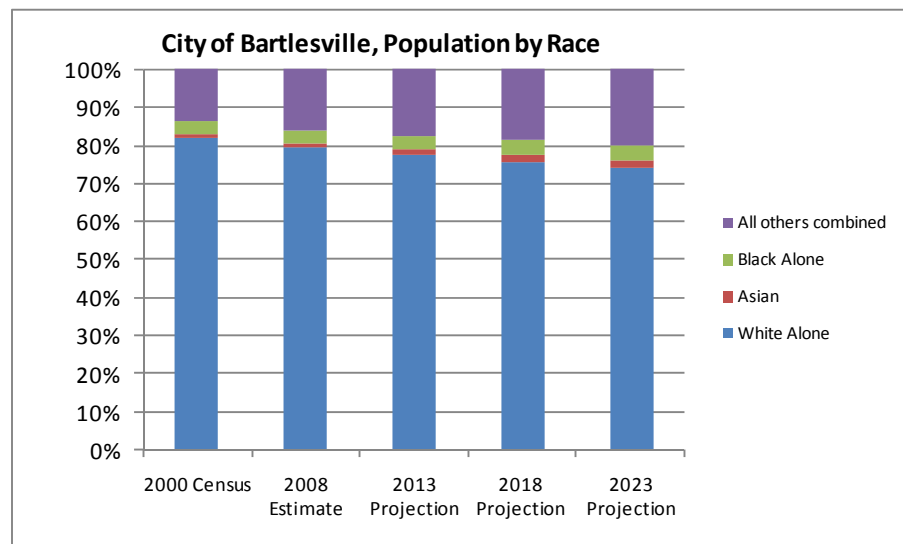


Figure 32 - Population by Race/Ethnicity

Persons of any race in combination and classified as being of Hispanic or Latino origin accounted for about three percent of the population (3.02%) and they are projected to double to 6.05% by 2023.

The White population as a whole participates in a wide range of activities, including both team and individual sports of a land and water based variety; however, the White populace has an affinity for outdoor non-traditional sports.

Ethnic minority groups in the United States are strongly regionalized and urbanized, with the exception of Native Americans, and these trends are projected to continue. Different ethnic groups have different needs when it comes to recreational activities. Ethnic minority groups, along with Generations X and Y, are coming in ever-greater contact with White middle-class baby-boomers with different recreational habits and preferences. This can be a sensitive subject since many baby-boomers are the last demographic to have graduated high school in segregated environments, and the generational gap magnifies numerous ideals and values differences which many baby-boomers are accustomed to. This trend is

projected to increase as more baby-boomers begin to retire and both the minority and youth populations continue to increase.

Hispanic and Latino Americans have strong cultural and community traditions with an emphasis placed on the extended family, many times gathering in large recreational groups where multiple activities geared towards all age segments of the group may participate. Large group pavilions with picnicking amenities and multi-purpose fields are integral in the communal pastime shared by many Hispanics.

The Black population has historically been an ethnic group that participates in active team sports, most notably football, basketball, and baseball. The Black populace exhibits a strong sense of neighborhood and local community through large special events and gathering with extended family and friends including family reunions. Outdoor and water based activities, such as, hiking, water skiing, rafting, and mountain biking, are not much of a factor in the participatory recreational activities.

The Asian population is a very different yet distinct ethnic group compared with the three main groups in the U.S. – white, black, and Hispanic. The Asian population has some similarities to the Hispanic population, but many seem to shy away from traditional team sports and outdoor and water based activities.

Utilizing the Ethnicity Study performed by American Sports Data, Inc., a national leader in sports and fitness trends, participation rates among recreational and sporting activities were analyzed and applied to each race/ethnic group.

A participation index was also reviewed. An index is a gauge of likelihood that a specific ethnic group will participate in an activity as compared to the U.S. population as a whole. An index of 100 signifies that participation is on par with the general population; an index less than 100 means that the segment is less likely to participate, more than 100 signifies the group is more likely than the general public to participate.

The most popular activities for those classified as white alone in terms of total participation percentage, the percentage by which you can multiply the entire population by to arrive at activity participation of at least once in the past twelve months, are:

1. Recreational Swimming – 38.9% participation rate (38.9% of the population has participated at least once in the last year);
2. Recreational Walking – 37.0% participation rate;
3. Recreational Bicycling – 20.6% participation rate;
4. Bowling – 20.4% participation rate;
5. Treadmill Exercise – 19.1% participation rate;

High participation percentages in freshwater fishing (17.3% participation rate), hiking (17.2% participation rate), and tent camping (17.2% participation rate) demonstrate the high value that the white population places on outdoor activities. Sailing (Index of 124), kayaking (Index of 121), and golf (Index of 120) are three activities that the white population is more likely to participate in than the general public.

The top five recreational activities for the Asian populace in regards to participation percentages are:

1. Recreational Walking – 33.3% participation rate;
2. Recreational Swimming – 31.9% participation rate;
3. Running/Jogging – 21.6% participation rate;
4. Bowling – 20.5% participation rate;
5. Treadmill Exercise – 20.3% participation rate;

The Asian populace participates in multiple recreational activities at greater rate than the general population with lacrosse being the activity boasting the greatest index of 615. squash (Index Of 414), mountain/rock climbing (Index of 262), yoga/tai chi (Index 229), martial arts (227), artificial wall climbing (224), badminton (222), and rowing machine exercise (206) each represent an activity that Asian's are more than twice as likely to participate in than the general public.

The five most popular and most participated in activities for those of Hispanic descent are:

1. Recreational Swimming – 33.2% participation rate;
2. Recreational Walking – 31.2% participation rate;
3. Recreational Bicycling – 19.7% participation rate;
4. Bowling – 18.5% participation rate;
5. Running/Jogging – 18.0% participation rate;

In terms of participation index, the Hispanic populace is more than twice as likely as the general population to participate in boxing (Index of 264), very likely to participate in soccer (Index of 177), and more likely to participate in paintball (Index of 155) than any other ethnic group. For comparison reasons, although Hispanics are nearly twice as likely to participate in soccer as any other race, only 9.0% of the Hispanic population participated in the sport at least once in the last year.

Analyzing the top five activities that the black populace participates in at the greatest rate results in:

1. Recreational Walking – 26.7% participation rate;
2. Recreational Swimming – 20.2% participation rate;
3. Basketball – 19.8% participation rate;
4. Bowling – 17.5% participation rate;
5. Running/Jogging – 14.3% participation rate;

The Black population, like the Hispanic population, is more than twice as likely to participate in boxing (Index of 208). Football (Index of 199) and basketball (Index of 160) are also among the higher participated in activities among the Black populace, however, BMX bicycling surprisingly has a higher index than basketball – 172 to 160.



### 2.3.6 HOUSEHOLDS AND INCOME

Currently, there is an estimated 14,892 households in the City of Bartlesville service area with an average household size of 2.31 persons.

The service area’s median household income is currently at \$36,820 and is projected to increase significantly to \$69,389 by 2023. This represents a 100% increase from the 2000 median income (\$35,787). The median household income represents the earnings of all persons age 16 years or older living together in a housing unit. The per capita income too is projected to increase by 50% from \$20,985 in 2000 to \$30,009 by 2023 (**Figure 33**).

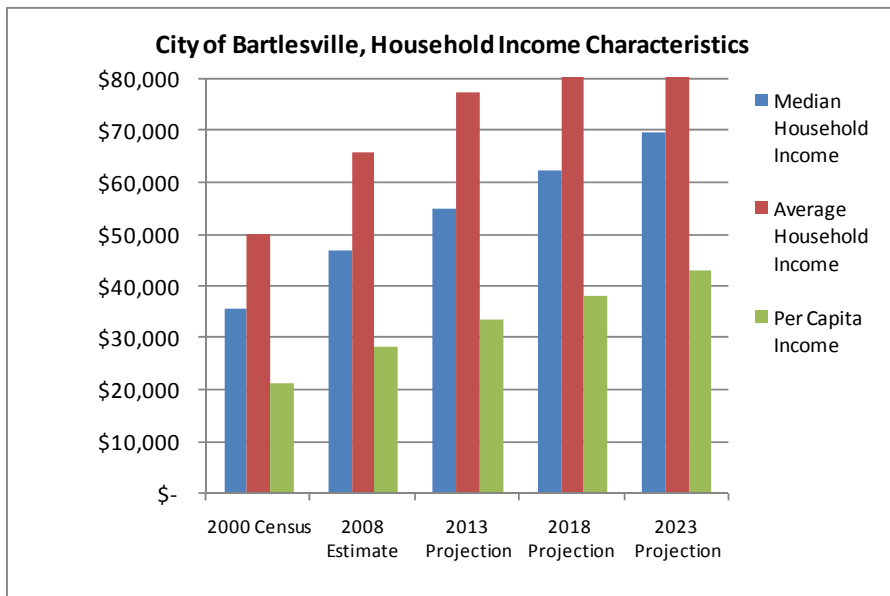
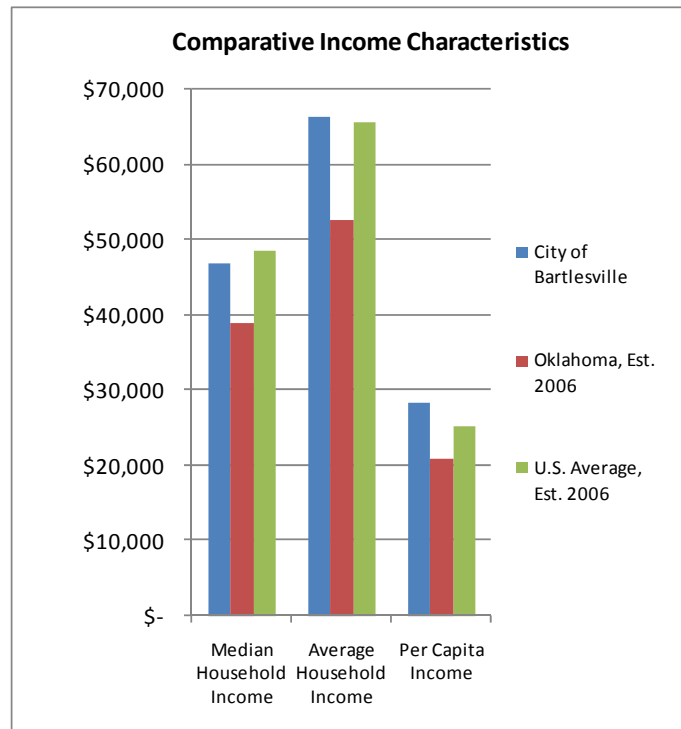


Figure 33 – City of Bartlesville Service Area Income Characteristics

Additionally, as **Figure 34** shows, the median household income is lower than national averages while average and per capita income in the City of Bartlesville are higher than state and national averages. This disparity between the median and the average / per capita incomes could possibly be explained by the presence of a smaller percentage of relatively higher income families that would skew the average income positively. This possibly points to a greater income disparity in Bartlesville with a split between the haves and the haves not in the community.

This puts a greater emphasis on the City to ensure a variety of programming that caters to this diverse population while creating effective pricing policies to ensure sustainability.



**Figure 34 – City of Bartlesville Comparative Income Characteristics**

## CHAPTER THREE - RECREATION PROGRAM PLAN

### 3.1 SIMILAR PROVIDER ANALYSIS

PROS conducted a similar provider's analysis utilizing information gauged from meetings with select local service providers as identified by the Department. Given below are the questions and summarized responses as obtained from the various services providers.

#### 3.1.1 PLEASE DESCRIBE YOUR ORGANIZATION AND THE SERVICES IT PROVIDES?

##### 3.1.1.1 GIRL SCOUTS

- Some sports and community service offerings
- Some outdoor adventure programming
  - Biking
  - Rock climbing
  - Rappelling
- Majorly involved in teenage pregnancies

##### 3.1.1.2 BICYCLE CLUB

- Road biking
- Mountain biking
- Promoting safety

##### 3.1.1.3 BASEBALL (13 AND OLDER) (BAAYB)

- To give every boy in that age group a chance to play baseball
- Help with character building
- There is another board that governs T-ball, non-competitive softball etc. for kids up to age 12 (WCYBS)

##### 3.1.1.4 YMCA

- It has been around over 90 years
- In the currently facility over 30 years
- Offer programs for mind body and soul
- Full service facility
- They have scholarships
  - 10% from United Way and rest from fees and memberships
- \$ 10/hr to use but waived quite often

##### 3.1.1.5 UNITED WAY

- Gives 30% and the rest is grants and donations

##### 3.1.1.6 WASHINGTON COUNTY YOUTH BASEBALL AND SOFTBALL

- Baseball 5-12, softball 5-18

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#### 3.1.1.7 BLAZER SPORTS

- Girls softball fast-pitch 8-18

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#### 3.1.1.8 AMERICAN LEGION

Overall, there are several organizations in the Bartlesville area, primarily social and athletic. In aspects of social, the predominant organization mentioned at the meetings was the Girl Scouts of America. That organization does have some sports offerings included in it, including outdoor activities, but they are also service oriented. Another social organization with athletic offerings is the YMCA, which has been present in Bartlesville for over 90 years.

As for athletic organizations, there are clubs and groups for bicycling, baseball, softball and more. The age ranges include all children from 5 to 18 so that everyone can participate.

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#### 3.1.2 WHAT IS YOUR SERVICE AREA?

- Road biking is the most popular and 40-50 mile biking with the mixed terrain
- Mountain biking used for Osage Hills
- All over the County
- Washington, Osage and all the towns
- Primarily Bartlesville
- WCYBS

The service area for the different respondents in general covers the entirety of the two counties that Bartlesville is in: Washington and Osage. The towns in the counties are included in the coverage areas.

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#### 3.1.3 WHAT FACILITIES DO YOU USE?

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##### 3.1.3.1 GIRL SCOUTS

- Central Middle School
- Churches etc.
- Large camp outside of town

---

##### 3.1.3.2 BIKING

- Johnstone Park
- Jo Allyn Lowe to kick off trips

---

##### 3.1.3.3 BASEBALL

- Price Fields which are leased from the County
- Pathfinder is used less than envisioned due to foot traffic

---

##### 3.1.3.4 WASHINGTON COUNTY SOCCER CLUB

- School grounds
- Robinwood Park
- MJ Lee Lake

- Wesleyan
- Blazer sports complex

Several facilities are used for the social and athletic organizations in Bartlesville. Schools and parks are the predominant facilities utilized, but churches and the Blazer Sports Complex are also used.

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#### 3.1.4 WHO ARE YOUR PARTICIPANTS/CUSTOMERS? (AGE, GENDER, RESIDENT)

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##### 3.1.4.1 GIRL SCOUTS

- 2000 girls; Grades K-12
- 2008 had 5 teams locally

---

##### 3.1.4.2 SOCCER

- 1000 youth / season for soccer and they range from 4-19 years
- Adult soccer club in town uses their facilities

---

##### 3.1.4.3 YMCA

- - 200 kids per year from 1<sup>st</sup> grade to 7<sup>th</sup> grade participate

---

##### 3.1.4.4 BASEBALL / SOFTBALL

- 650 participants

The participants for the various organizations are all ages. For Girl Scouts, there are 2000 girls from Kindergarten through 12<sup>th</sup> grade. As for soccer, there are 1000 youth and the age range is from 4 to 19. The YMCA has 200 participants from 1<sup>st</sup> through 7<sup>th</sup> grades and there are 650 baseball/softball participants.

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#### 3.1.5 WHAT ARE YOUR CORE PROGRAM OFFERINGS?

- Football/basketball
- Senior Aquatics program
- Soccer programs are the feeder for high schools
- Football programs at the YMCA are the feeder programs for high schools
- Triple Play – Mind, Body and Soul learning

The core programs offered by organizations in Bartlesville are predominantly athletic, with football and soccer feeder programs for the high schools and a Senior Aquatics program. There is also a program called Triple Play that is described as Mind, Body and Soul learning.

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#### 3.1.6 WHAT ARE YOUR FUTURE PLANS FOR SERVICES AND PROGRAMS?

- YMCA just received the 'Safe Routes for Schools' grants
- Create awareness about issues on the Pathfinder Trail
- Indoor soccer is an option but problem is looking at facilities
  - An indoor facility for practice before kids can go to Tulsa to play would be useful



- We have been a recreational only but we are now looking at open leagues
- We will have two divisions in baseball and softball
- American Legion is going to expand tournaments and may be the American Legion home

The future of sports in Bartlesville is gearing towards expanding the sports offerings, adding open leagues and tournaments, adding an indoor soccer facility and creating awareness about the issues in regards to the Pathfinder Trail. The YMCA has just received the “Safe Routes for Schools” grant and is planning on taking advantage of that.

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**3.1.7 IN YOUR OPINION, ARE THERE ANY GAPS IN RECREATION PROGRAM OFFERINGS IN THE CITY?**

- Not enough awareness of offerings. Most people go just for sports and there must be a stronger emphasis throughout all the age groups particularly arts, senior programs, travel groups.
- Youth obesity related programs

There are two primary gaps in the recreation programming in the City: programs related to youth obesity and awareness of the available programs. The majority of citizens simply know about sports and are unaware of the variety of programming available to all ages.

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**3.1.8 WHAT CAN THE CITY OF BARTLESVILLE PARKS AND RECREATION DO TO HELP YOU WITH YOUR SERVICES?**

- Sports - As kids get older and enter competitive and travel leagues, they cannot afford these programs
- Bike - City has taken a decentralized approach to offer programs
- There are unmet needs to add to character and livability of the town which could include water parks or beautification of M. J. Lee Lake
- Create a forum or a process for people to provide ideas and thoughts for improvement
- There has been discussion of a coordinator to get all the sports and recreation organizations together to share information
- Always getting calls about other organizations – need a central site that lists all the programs
- Baseball - Would like to see one coordinated youth sports athletic association
  - Kids can register for everything
  - More coordination among all the sports

The way the City of Bartlesville can help the current organizations is with scholarships for when the participants get old enough to enter the competitive and travel leagues, creation of a forum or a process for community input of ideas, and creation of a central site listing available programming. There has been a \$1 million approval for improvement of Price Fields as Phase 1 of the process. After that has been completed, the hope is to gain support for donations. Currently, the plan is on hold while an agreed to plan is completed.

### 3.1.9 ARE THERE ANY OPPORTUNITIES FOR YOUR ORGANIZATION TO PARTNER WITH BARTLESVILLE PARKS AND RECREATION?

- We do all of our own maintenance while the City does partner with American Legion as they use the stadium
- There is talk in the future
- Girl Scouts – Lots of opportunities for non-sports programming
- Baseball – City has never invested any money in our organization. Do leaders care about the health of the community? Bicycling should be strongly promoted in town
- Create a single list or source of information for new entrants or current participants to identify various providers
- Similar to Tulsa’s model – City put in portion of construction money and only pool in the City is the YMCA pool. City gave land and money and changed to build an indoor pool
- There have been several conversations over possible partnerships
- Soccer club does all the mowing and marking the fields. Part of the outlying areas are now turned over to the club too
- Lots of vandalism and damage to the fields

There are several opportunities for partnerships between Bartlesville Parks and Recreation and the organizations, mostly financially. There is talk of future partnerships with a few of the organizations. Specific areas include maintenance of fields and stadiums and the addition of another community pool. There is also vandalism and damage to the fields that need to be addressed, perhaps through some kind of partnership with the City.

### 3.1.10 WHAT RECREATION PROGRAMS CAN CITY OFFER?

- Full size lighted soccer fields for regulation soccer club
- The City right now does not have the wherewithal to support the soccer program that is happening
- Glenpool is a neighboring system that is creating a community based board with each individual program having a representative on the board. It has been working well so far
- There is no central way to find out who is offering what
- Focus on some emphasis on parks and recreation. Pathfinder Parkway is great for adults, but not for kids. We need more for kids to do
- We need to come up with a plan for our facilities
- We need to have a few really good fields, rather than the extent of fields we have
- 16 of the fields at Price are useless - everyone else has new facilities
- There are many people who don’t want to change
- Occupancy tax goes toward the community center and not toward parks

The role of Bartlesville Parks and Recreation in offering programs as seen by the respondents is to create better management of the current programs and development of better facilities for the current programs. The respondents would like to see full sized lighted soccer fields in the future. They would also like to see a central listing of all the programs offered. The possibility of more updated parks and fields was also mentioned as well as needing more for youth to participate in.

### 3.1.11 NEED FOR PARKS AND RECREATION DEPARTMENT TO OVERSEE RECREATION OFFERINGS

- There needs to be someone who can lead and direct
- Where do you get the most people to be the most active for the least amount of spending
- Never been in a community that did not have a director
- You do not need a director if there is nothing to direct. Need a plan and a budget to make things happen.
- COMMUNITY HEALTH IS PARAMOUNT
- It would be a good idea to have representatives on the board to have each group represented
- Ideally it would be the best to have all the programs under one roof and sign up in a common location
- Bringing in tournaments really help with sales tax revenue. There is no recognition of economic impact of these activities. Make mention of economic impact of the tournaments.

The respondents were very favorable towards creating a plan and a budget for the Department. They also would like to see a Parks and Recreation director to oversee the existing groups. Having a director would help with figuring out where residents can get the most recreation use for their money. They would like to see a director bring in tournaments than can help with local sales tax revenue. The director would possibly need to do an impact study to see how that would affect the local community, but the respondents are sure that tournaments would help the local economy.

### 3.2 PROGRAM NEEDS ASSESSMENT

The purpose of the program needs assessment is to provide a prioritized list of program needs for the residents of the City of Bartlesville. The needs assessment evaluates both quantitative and qualitative data. Quantitative data includes the statistically valid community survey, which asked 264 City of Bartlesville residents to list unmet needs and rank the importance. Qualitative data includes resident feedback obtained in focus group meetings, key leader interviews, and public forums.

A weighted scoring system was used to determine the priorities for park and recreation programs. This scoring system considers the following:

- Community Survey
  - Unmet needs for programs – A factor from the total number of households mentioning their need for recreation programs. Survey participants were asked to identify the need for 26 recreation programs. Weighted value of 4.
  - Importance ranking for programs – Normalized factor, converted from the percent (%) ranking of programs to a base number. Survey participants were asked to identify the top four program needs. Weighted value of 3.
- Consultant Evaluation
  - Factor derived from the consultant's evaluation of program importance based on demographics, trends and community input. Weighted value of 3.

These weighted scores were then summed to provide an overall score and priority ranking for the system as a whole. The results of the priority ranking were tabulated into three categories: High Priority (1), Medium Priority (2), and Low Priority (3).

The combined total of the weighted scores for community unmet needs, community priority and consultant evaluation is the total score based on which the program priority is determined.

**Figure 35** identifies Adult Fitness and Wellness Programs, Senior Wellness and Fitness and Special Events as the three core program areas that merited the highest priority.

City of Bartlesville Program Needs Assessment	
	Overall Ranking
Adult fitness & wellness	1
Senior wellness & fitness	2
Special events	3
Adult educational	4
Senior educational	5
Youth sports	6
Senior social	7
Youth fitness & wellness	8
Adult dance	9
Adult sports	10
Senior trips	11
Youth arts & crafts	13
Environmental education programs	12
Youth educational	14
Tot sports	15
Teen fitness & wellness	16
Teen sports	17
Preschool	18
Tot arts & crafts	19
Programs for persons with special need	20
Tot dance & movement	21
Day care	22
Before & after school	23
Teen educational	24
Youth dance	25
Teen trips	26

Figure 35 - Program Needs Assessment

## CHAPTER FOUR - PARKS AND FACILITY PLAN

### 4.1 PARKS AND FACILITY ASSESSMENT

#### 4.1.1 INTRODUCTION

The Bartlesville Parks and Recreation system was assessed to identify current conditions of the parks system and proactively plan ahead to meet future needs. This also helps determine gaps and opportunities that must be considered as a part of the future planning efforts. The outcome of this task forms the foundation for determining facility needs within the Capital Improvement Plan.

During the assessment, data was collected and existing information was reviewed. A tour of the park system was also completed with Department staff. During this tour, some of the general observations of the park facilities included:

- General state and condition
- Compatibility with neighborhoods
- Aesthetics/Design
- Safety/Security
- Public access
- Connectivity to the surrounding neighborhoods
- Program capacity and compatibility with users
- Potential partnership and revenue generation opportunities

The overarching theme visible throughout was that of a tired parks system that was managed to the best possible extent with limited available resources.

Lifecycles used throughout the assessment are based on a three tier system:

1. Lifecycle 1 – an asset which appears to be in the early stages of use; appearance gives perception of an asset aged less than 5-7 years (depending on asset type and construction, lifespan may differ); structural integrity, surfaces, paint, decals, etc. all appear in “like-new” condition
2. Lifecycle 2 – an asset which appears to be in the “prime” or middle of the perceived lifespan; appearance gives perception of an asset aged between 8-12 years (depending on asset type and construction, lifespan may differ); structural integrity remains true, however, surfaces, paint, decals, etc. may be slightly faded, peeling, or illegible
3. Lifecycle 3 – an asset which appears to be in the final stages of the perceived lifespan; appearance gives perception of an asset aged more than 10-15 years (depending on asset type and construction, lifespan may differ); structural integrity may be in question, as well as surfaces, paint, decals, etc. may be significantly faded, peeling, or illegible



#### 4.1.2 SUMMARY OF SYSTEM TOUR

Each park was assessed to gather a general understanding of the physical features and attributes of the system. The highlights of the system tour as well as the key issues include:

- The overall park maintenance is average in most cases and good in some
  - Limited staffing resources available to ensure adequate maintenance
  - In most cases mowing schedules are based on a two week schedule which is too infrequent
  - Parking lots in some parks are in poor condition (**See picture**)
- ADA accessibility is limited throughout the system
  - Civitan Park is an example of a good ADA accessible park and must be used as a benchmark for more parks in the system
- Some parks have good pedestrian circulation and flow
- The majority of sport courts and fields (tennis/basketball/ baseball/softball/soccer/football) surfaces are in fair, and in some cases, in poor condition
- There is need to initiate routine maintenance schedules for repainting/touchup of all metal/aluminum/steel anchor/support/frame/sport posts in the system to address paint chipping/potential rust/uniformity
- There is a lack of a consistent standard throughout the park system for trash can/receptacles, benches, and general park lighting
- There is also a lack of consistent signage throughout the parks (**See pictures**)
- Maintenance standards to dictate the level of upkeep based on usage of each park are not existent
- Minimal number of ecologically friendly park amenities including playground equipment and trash cans
  - This would also help build an image for the system as an environmentally conscious and 'green' system



- Occasional signs of vandalism (including broken glass and graffiti) at some parks

The City parks and facilities used by the highest percentage of households during the past 12 months include: Sooner Park (66%), Johnstone Park (59%), and Jo Allyn Lowe Park (56%).

Based on the survey, the parks visitation (89%) is higher than national average visitation (72%) and that is a good indicator of the extent of use the parks and facilities get. However, residents did refer to the poor quality of park maintenance. In the survey, 67% of residents rated the physical condition of parks and facilities as excellent or good. Thus, 1 out of 3 respondents felt that the park maintenance was not up to the mark and that certainly indicates that there is room for improvement.

This is further corroborated in reasons that prevent households from using parks, recreation, swimming and sports facilities more often. "Facilities are not well maintained" (25%) was next only to "Program not being offered" as a reason that prevented participation.

To drive home the point, residents were asked about their preferences in Allocating \$100 Among Various Parks and Recreation Facilities. The highest allocation of \$30 out of every \$100 was chosen to be made towards improvements/maintenance of existing parks and recreation facilities.

However, based on a staffing standpoint, the Maintenance Staff has only 11 fulltime employees which translate into 0.31 FTEs / 1000 and this is much lesser than comparative systems as shown below.

- Current Bartlesville FTE ratio: 0.31 FTE / 1000 pop.
- Comparable systems: 0.4 FTEs / 1000 pop.
- Best practice systems: close to 1 FTE / 1000 pop.
- Recommended level for Bartlesville: 0.4 FTEs / 1000

Thus to meet the level of 0.4 FTEs / 1000, the City of Bartlesville would need 3 - 4 additional Maintenance FTEs. From all these above mentioned findings, it is clear that the Maintenance Department is inadequately equipped to ensure the quality upkeep and proactive maintenance of the parks, fields and facilities. Since park maintenance and upkeep has been identified as one of the most important community priorities, it would be beneficial for the Department to pursue the following recommendations:

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#### 4.1.3 INDIVIDUAL PARK ASSESSMENTS

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##### 4.1.3.1 JOHNSTONE PARK

###### Key Points and Opportunities

- Johnstone Park is the oldest Park in the community
- The historical significance of Johnstone Park must be leveraged to create a destination park
- Outdated bathroom needs to be updated

- Volunteer group exists for this park
- Johnstone Park is located in a flood plain
- Pathfinder Parkway runs around it
- Houses in the area have been demolished and they are planning to create a new entryway corridor for the park in their place
- It takes two days to mow the entire area
- There is a 12-14 day turnaround although it is recommended weekly
- Currently the park maintenance is at a level 2 or 3. There is no trimming
- Mowers are provided from CIP money
- There is a need for a maintenance replacement plan and tractors
- Discovery Park is located inside Johnstone Park

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#### 4.1.3.2 KIDDIE PARK

##### Key Points and Opportunities

- The park is open on weekends and when school is not in session
- Gravel, road parking needs to be updated.
- Availability of rides / restroom facility in the park
- No signage
- The Department needs to add a link to the City website



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#### 4.1.3.3 SKATE PARK

##### Key Points and Opportunities

- Relatively new, but has been vandalized and has graffiti on signs
- This is a heavily used park
- Has fencing all around the park
- There is limited signage
- Availability of timed lights is a good practice
- Located in the open space next to Johnstone Park

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#### 4.1.3.4 RV PARK

##### Key Points and Opportunities

- Limited maintenance and is in fair to poor condition
- Located along the Caney River

- Some fishing areas
- Has a bathhouse

#### 4.1.3.5 TED AND MELODY LYON PARK

##### Key Points and Opportunities

- It is poorly maintained. The money for maintenance comes from donations from the Lions Club
- The weeds are overgrown
- The equipment is new
- The park needs to be evaluated on whether or not it is worth keeping. It would be possible to move the equipment to another park
- Older parks have wooden benches, newer parks have metal benches. There is no color scheme: arbitrary design present
- Poor lighting in park



#### 4.1.3.6 ARTUNOFF FIELDS

##### Key Points and Opportunities

- Leased to Softball Association. They also maintain it
- Three softball fields are present
- The condition of the fields are fair
- There is no signage
- The lighting is adequate
- The park contains gravel parking
- Some bleachers are available



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#### 4.1.3.7 VETERAN'S PARK

##### Key Points and Opportunities

- There is one Football Field
- Contains some signage but is inconsistent
- \$2million dollars went toward updating the pool
- The basketball courts are completely run down (**See picture**)



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#### 4.1.3.8 PRICE FIELDS

##### Key Points and Opportunities

- This facility is very run down
- It is owned by the County and leased to third party users
- They need \$10 million to redo fields. Currently they have \$1 million from Bond issue
- The design and actual number of fields that would be developed must be evaluated based on the Needs Assessment and Facility Standards

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#### 4.1.3.9 ROBINWOOD PARK

##### Key Points and Opportunities

- The playground equipment is outdated
- There is a Pathfinder Parkway Map available
- They are currently removing the road and using dirt to raise the fields
- Soccer fields get a lot of use
- Restroom not open all the time nor is it available to the public; it is kept locked by soccer club
- Access is an issue since one must drive through neighborhoods to get here

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#### 4.1.3.10 SOONER PARK

##### Key Points and Opportunities

- The park spreads across 178 acres of land
- It is a good park
- There is new playground equipment
- There is a horseshoe pit although the lights are currently not working
- Contains a miniature golf course
- Many special events take place in this park



- There are restrooms and a pavilion
- There has been a lot of vandalism in this park
- Park mowing cycle is every two weeks which is too infrequent

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#### 4.1.3.11 JO ALLYN LOWE PARK

##### Key Points and Opportunities

- Set in a very pretty area
- The park has good access and signage
- There is an Arboretum on site
- Graffiti is present on the bathrooms

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#### 4.1.3.12 CIVITAN PARK

##### Key Points and Opportunities

- This park gets a lot of use and must be used as a benchmark to develop other parks in the system
- It is ADA accessible with new equipment and amenities
- Contains new, state of the art equipment including a rubberized surface
- Steep road access
- There is an opportunity to expand the park out further

---

#### 4.1.3.13 KANE PARK

##### Key Points and Opportunities

- Spans across 16 acres of land
- There is potential for setting up canoeing services
- The area is fully undeveloped
- This could also be a potential dog park with a pond

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#### 4.1.3.14 HUDSON LAKE

##### Key Points and Opportunities

- This lake is very similar to Lake Pleasant (Maricopa County, AZ)
- Lodging facilities might be a possibility
- All the boats are on annual permits

## 4.2 FACILITY STANDARDS

Facility Standards are guidelines that define service areas based on population that support investment decisions related to facilities and amenities. Facility Standards can and will change over time as the program lifecycles change and demographics of a community change.

PROS evaluated park facility standards using a combination of resources. These resources included: National Recreation and Park Association (NRPA) guidelines, recreation activity participation rates reported by American Sports Data as it applies to activities that occur in the United States and the Bartlesville area, community and stakeholder input, findings from the prioritized needs assessment report and general observations by PROS. This information allowed standards to be customized to the City of Bartlesville (**Figure 36**).



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PARKS: Current 2008 Inventory - Developed Facilities											2008 Facility Standards			2018 Facility Standards		
Park Type	Bartlesville Inventory	Schools	Other Provider's Inventory	Total Combined Inventory	Current Service Level based upon population			Recommended Service Levels			Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed		Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	
Mini-Parks	2.50	-	-	2.50	0.07	acres per	1,000	0.07	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Neighborhood Parks	28.40	-	-	28.40	0.81	acres per	1,000	2.50	acres per	1,000	Need Exists	59	Acre(s)	Need Exists	60	Acre(s)
Community Parks	295.50	-	-	295.50	8.46	acres per	1,000	6.00	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
Linear Parks / Greenways	29.00	-	-	29.00	0.83	acres per	1,000	1.50	acres per	1,000	Need Exists	23	Acre(s)	Need Exists	24	Acre(s)
<b>Total Park Acres</b>	<b>355.40</b>			<b>355.40</b>	<b>10.17</b>	<b>acres per</b>	<b>1,000</b>	<b>10.07</b>	<b>acres per</b>	<b>1,000</b>	<b>Meets Standard</b>	<b>-</b>	<b>Acre(s)</b>	<b>Need Exists</b>	<b>1</b>	<b>Acre(s)</b>
Special Use Areas	1,686.30	-	-	1,686.30	48.28	acres per	1,000	6.00	acres per	1,000	Meets Standard	-	Acre(s)	Meets Standard	-	Acre(s)
<b>OUTDOOR AMENITIES:</b>																
Playgrounds	14	6		20	1.00	structure per	1,747	1.00	structure per	4,000	Meets Standard	-	Structures(s)	Meets Standard	-	Structures(s)
Pavilion/ Shelter (100-199)	11	-		11	1.00	structure per	3,176	1.00	structure per	4,000	Meets Standard	-	Structures(s)	Meets Standard	-	Structures(s)
Youth Baseball Fields	-	-	15.00	15	1.00	field per	2,329	1.00	field per	15,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Adult Baseball Fields	1	-		1	1.00	field per	34,931	1.00	field per	20,000	Need Exists	1	Field(s)	Need Exists	1	Field(s)
Youth Softball Fields	-	-	3.00	3	1.00	field per	11,644	1.00	field per	20,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Adult Softball Fields	3	-		3	1.00	field per	11,644	1.00	field per	15,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Youth Soccer Fields	12	1		13	1.00	field per	2,794	1.00	field per	10,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Regulation Soccer Fields	2	0		2	1.00	field per	15,187	1.00	field per	10,000	Need Exists	1	Field(s)	Need Exists	1	Field(s)
Football / Flag Football / Multipurpose Fields	4	1		5	1.00	field per	7,129	1.00	field per	10,000	Meets Standard	-	Field(s)	Meets Standard	-	Field(s)
Outdoor Pools	2	-		2	1.00	pool per	17,466	1.00	pool per	20,000	Meets Standard	-	Pool(s)	Meets Standard	-	Pool(s)
Basketball Courts	11	1		12	1.00	court per	2,828	1.00	court per	10,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Tennis Courts	10	1		11	1.00	court per	3,327	1.00	court per	7,000	Meets Standard	-	Court(s)	Meets Standard	-	Court(s)
Trails (all surface miles)	12	-		12	0.34	miles per	1,000	0.45	miles per	1,000	Need Exists	3.72	Mile(s)	Need Exists	4	Mile(s)
Skate Park	1	-		1	1.00	site per	34,931	1.00	site per	40,000	Meets Standard	-	Site(s)	Meets Standard	-	Site(s)
Off-Leash Area	-	-		-	1.00	site per	n/a	1.00	site per	40,000	Need Exists	1	Site(s)	Need Exists	1	Site(s)
Aquatic Center/Indoor Pool (Sq. Feet)		-	-	-	-	SF per	person	0.50	SF per	person	Need Exists	17,466	Square Feet	Need Exists	17,680	Square Feet
Recreation/Fitness Center Space (Sq. Feet)	-	-	28,904	28,904	0.83	SF per	person	1.50	SF per	person	Need Exists	23,493	Square Feet	Need Exists	24,135	Square Feet
Estimated Population - 2008	34,931															
Estimated Population - 2018	35,359															

Notes :

1. The spreadsheet reflects pure inventory and not the true quality of the inventory
2. School sports are used on a case by case basis and thus discounted for 10% of actual inventory

Figure 36 - Facility Standards



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### 4.3 SERVICE AREA ANALYSIS

Service area maps and standards assist management staff and key leadership in assessing where services are offered, how equitable the service distribution and delivery is across the City of Bartlesville's territory and how effective the service is as it compares to the demographic densities. In addition, looking at guidelines with reference to population enables the City to assess gaps in services, where facilities are needed, or where an area is over saturated. This allows the City management to make appropriate capital improvement decisions based upon need for a system as a whole and the ramifications that may have on a specific area.

**Figures 37-58** show the service area maps that were developed for each of the following major assets:

- Mini-Parks
- Neighborhood Parks
- Community Parks
- Linear Parks (Greenways)
- Special Use Areas
- Playgrounds
- Pavilion / Shelter (100-199)
- Youth Baseball Fields
- Adult Baseball Fields
- Youth Softball Fields
- Adult Softball Fields
- Youth Soccer Fields
- Regulation Soccer Fields
- Football / Flag Football / Multi-purpose Fields
- Outdoor Pools
- Basketball Courts
- Tennis Courts
- Trails (all surface miles)
- Skate Parks
- Off-Leash Area
- Aquatic Center/Indoor Pool (Square Feet)
- Recreation/Fitness Center Space (Square Feet)

The source for the population used for standard development is the estimated 2008 population and projected 2018 populations as reported by Environmental Systems Research Institute, Inc. (ESRI). Estimated population for 2008 is 34,931; 2018 population is projected at 35,359. Projected 2018 service areas were compared for each asset mapped. The shaded areas in the Equity Maps indicate the service level i.e. the population being served by that park type/amenity as outlined in the Facility/Amenity standards in **Section 4.2**.

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#### 4.3.1 MINI PARKS SERVICE AREA

**Figure 37** demonstrates the locations of the mini-parks in the Bartlesville service area and the associated population densities. Bartlesville has 2.50 acres of mini-parks. This correlates to a current service level of 0.07 acres per 1,000 people. This map shows the recommended service level of 0.07 acres per 1,000 people. The City meets the recommended standard. Currently there is a need for service in the northern and eastern regions of the City with an overlap of service in the southern region of the City. Mini-parks are typically the most expensive parks / per acre to maintain and it would help the City to evaluate the existing mini-parks, especially in areas with overlaps, to see which ones could potentially be divested.

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#### 4.3.2 NEIGHBORHOOD PARKS SERVICE AREA

**Figure 38** demonstrates the locations of the neighborhood parks in the Bartlesville service area and the associated population densities. Bartlesville has a total of 28.40 acres of neighborhood parks. This correlates to a current service level of 0.81 acres per 1,000 people. This map shows the recommended service level of 2.50 acres per 1,000 people. The City does not meet the recommended standard. To meet the 2008 recommended standard, the City will need to add 59.00 acres of neighborhood parks and one (1) additional acre to serve the projected 2018 population, for a cumulative total of 60.00 additional acres. Currently there is a need for service in the north, south and east regions of the City with an overlap of service in the northwest region of the City.

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#### 4.3.3 COMMUNITY PARKS SERVICE AREA

**Figure 39** demonstrates the locations of the community parks in the Bartlesville service area and the associated population densities. Bartlesville has 295.50 acres of community parks. This correlates to a current service level of 8.46 acres per 1,000 people. This map shows the recommended service level of 6.00 acres per 1,000 people. The City meets the recommended standard. Currently there is a minimal need for service on the perimeter of each region of the City with an overlap of service in the south and north central regions of the City.

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#### 4.3.4 LINEAR PARKS (GREENWAYS) SERVICE AREA

**Figure 40** demonstrates the locations of the linear parks/greenways in the Bartlesville service area and the associated population densities. The City has 29.00 acres of linear parks/greenways areas. This correlates to a current service level of 0.83 acre per 1,000 people. This map shows the recommended service level of 1.50 acres per 1,000 people. The City does not meet the recommended standard. To meet the 2008 recommended standard, the City will need to add 23.00 acres of linear parks/greenways and one (1) additional acre to serve the projected 2018 population, for a cumulative total of 24.00 additional acres. Currently there is a need for service in the western and eastern regions of the City.

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#### 4.3.5 SPECIAL USE AREAS

**Figure 41** demonstrates the locations of the special use areas in the Bartlesville service area and the associated population densities. The City has 1686.3 acres of special use areas. This

correlates to a current service level of 48.28 acres per 1,000 people. The City meets the recommended standard.

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#### 4.3.6 PLAYGROUND SERVICE AREA

**Figure 42** demonstrates the location of playgrounds in the Bartlesville service area and the associated population densities. The City has 14 playground structures with the Bartlesville Public School District contributing 6 structures for a total of 20 playgrounds. This correlates to a current service level for playgrounds of 1 structure per 1,747 people. This map shows the recommended service level of 1 structure per 4,000 people. The City meets the recommended standard. Currently there is some need in the southwest region with an overlap of service in the northwest and northeast areas of the City. However, it must be noted that despite the service levels being met in specific areas of the City, the quality of the playgrounds is not at an adequate level. Thus, it is important to ensure that quantity of existing assets / amenities is not equated with quality. Thus, while the City seeks to evaluate options to divest playgrounds in areas with significant overlaps, it must also look into maintaining and updating the existing ones.

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#### 4.3.7 PAVILION / SHELTER (100-199) SERVICE AREA

**Figure 43** demonstrates the location of pavilion/shelters in the Bartlesville service area and the associated population densities. Bartlesville has 11 pavilion/shelter structures. This correlates to a current service level for pavilion/shelters of 1 structure per 3,176 people. This map shows the recommended service level of 1 structure per 4,000 people. The City meets the recommended standard. Currently there is a need for additional service in the far northwest, and portions of the southwest, east and central regions with an overlap of service in the northwest portion of the City.

---

#### 4.3.8 YOUTH BASEBALL FIELDS SERVICE AREA

**Figure 44** demonstrates the location of youth baseball fields in the Bartlesville service area and the associated population densities. The City does not have any youth baseball fields, with other service providers contributing 15 fields for a total of 15 fields. This correlates to a current service level for youth baseball fields of 1 field per 2,329 people. This map shows the recommended service level of 1 field per 15,000 people. The City meets the recommended standard in terms of the number of fields available, but as mentioned earlier too, the quality of the fields is not up to the adequate mark. The fields need to be overhauled and upgraded in order to ensure a safe and enjoyable experience for all users in the City.

---

#### 4.3.9 ADULT BASEBALL FIELDS SERVICE AREA

**Figure 45** demonstrates the location of adult baseball fields in the Bartlesville service area and the associated population densities. The City has 1 adult baseball field. This correlates to a current service level for adult baseball fields of 1 field per 34,931 people. This map shows the recommended service level of 1 field per 20,000 people. The City does not meet the recommended standard. To meet the 2008 recommended standard and to serve the projected 2018 population, the City will need to add one (1) adult baseball field. Currently there is a need for additional service in the southern and eastern regions.

---

#### 4.3.10 YOUTH SOFTBALL FIELDS SERVICE AREA

**Figure 46** demonstrates the location of youth softball fields in the Bartlesville service area and the associated population densities. The City does not have any youth softball fields, with other service providers contributing 3 fields for a total of 3 fields. This correlates to a current service level for youth softball fields of 1 field per 11,644 people. This map shows the recommended service level of 1 field per 20,000 people. The City meets the recommended standard, but the fields are in need of some repair.

---

#### 4.3.11 ADULT SOFTBALL FIELDS SERVICE AREA

**Figure 47** demonstrates the location of adult softball fields in the Bartlesville service area and the associated population densities. The City has 3 adult softball fields. This correlates to a current service level for adult softball fields of 1 field per 11,644 people. This map shows the recommended service level of 1 field per 15,000 people. The City meets the recommended standard. However, it must be noted that despite the service levels being met in specific areas of the City, the quality of the fields is not at an adequate level. Thus, it is important to ensure that quantity of existing fields is not equated with quality and the City must focus on maintaining and updating the existing ones to ensure high quality offerings.

---

#### 4.3.12 YOUTH SOCCER FIELDS SERVICE AREA

**Figure 48** demonstrates the location of youth soccer fields in the Bartlesville service area and the associated population densities. The City has 12 youth soccer fields, with the Bartlesville Public School District contributing 1 field for a total of 13 fields. This correlates to a current service level for youth soccer fields of 1 field per 2,794 people. This map shows the recommended service level of 1 field per 10,000 people. The City meets the recommended standard.

---

#### 4.3.13 REGULATION SOCCER FIELDS SERVICE AREA

**Figure 49** demonstrates the location of regulation soccer fields in the Bartlesville service area and the associated population densities. The City has 2 regulation soccer fields. This correlates to a current service level for regulation soccer fields of 1 field per 15,187 people. This map shows the recommended service level of 1 field per 10,000 people. The City does not meet the recommended standard. To meet the 2008 recommended standard and to serve the projected 2018 population, the City will need to add one (1) regulation soccer field. Currently there is a need for additional service in the western region with an overlap of service in the north area of the City.

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#### 4.3.14 FOOTBALL / FLAG FOOTBALL / MULTI-PURPOSE FIELDS SERVICE AREA

**Figure 50** demonstrates the location of football/flag football/multi-purpose fields in the Bartlesville service area and the associated population densities. The City has 4 football/flag football/multi-purpose fields with the Bartlesville Public School District contributing 1 field for a total of 5 fields. This correlates to a current service level for football/flag football/multi-purpose fields of 1 field per 7,129 people. This map shows the recommended service level of 1 field per 10,000 people. The City meets the recommended standard. Currently there is a minimal need for additional service in the southeast regions with an overlap of service in the northwest and northeast regions of the City.

---

#### 4.3.15 OUTDOOR POOLS SERVICE AREA

**Figure 51** demonstrates the location of outdoor pools in the Bartlesville service area and the associated population densities. The City has 2 outdoor pool structures. This correlates to a current service level for outdoor pools of 1 pool per 17,466 people. This map shows the recommended service level of 1 pool per 20,000 people. The City meets the recommended standard. Currently there is a need for service in the southern region with an overlap of service in the central region of the City.

---

#### 4.3.16 BASKETBALL COURTS SERVICE AREA

**Figure 52** demonstrates the location of basketball courts in the Bartlesville service area and the associated population densities. The City has 11 basketball courts with the Bartlesville Public School District contributing 1 court for a total of 12 courts. This correlates to a current service level for basketball courts of 1 court per 2,828 people. This map shows the recommended service level of 1 court per 10,000 people. The City meets the recommended standard.

---

#### 4.3.17 TENNIS COURTS SERVICE AREA

**Figure 53** demonstrates the location of tennis courts in the Bartlesville service area and the associated population densities. The City has 10 tennis courts with the Bartlesville Public School District contributing 1 court for a total of 11 courts. This correlates to a current service level for tennis courts of 1 court per 3,327 people. This map shows the recommended service level of 1 court per 7,000 people. The City meets the recommended standard.

---

#### 4.3.18 TRAILS (ALL SURFACE MILES) SERVICE AREA

**Figure 54** demonstrates the location of trails in the Bartlesville service area and the associated population densities. The City has 12.00 miles of trails. This correlates to a current service level for trails of 0.34 miles per 1,000 people. This map shows the recommended service level of 0.45 miles per 1,000 people for trails. The City does not meet the recommended standard. To meet the 2008 recommended standard, the City will need to add 3.72 miles and an additional 0.28 miles to serve the projected 2018 population, for a cumulative total of 4 additional miles. Currently there is a need for additional service in the western and eastern regions.

---

#### 4.3.19 SKATE PARKS SERVICE AREA

**Figure 55** demonstrates the location of skate parks in the Bartlesville service area and the associated population densities. The City has 1 skate park site. This correlates to a current service level for skate parks of 1 site per 34,931 people. This map shows the recommended service level of 1 site per 40,000 people. The City meets the recommended standard.

---

#### 4.3.20 OFF-LEASH SERVICE AREA

**Figure 56** demonstrates the location of off-leash areas in the Bartlesville service area and the associated population densities. The City does not have any off-leash sites. This correlates to a current service level for off-leash areas of (0) site(s) per 34,931 people. This map shows the recommended service level of 1 site per 40,000 people. The City does not meet the recommended standard. To meet the 2008 and 2018 recommended standard, the City will need to add one (1) off-leash site.

---

#### 4.3.21 AQUATIC CENTER/INDOOR POOL (SQUARE FEET) SERVICE AREA

**Figure 57** demonstrates the location of aquatic center/indoor pools in the Bartlesville service area and the associated population densities. The City does not have any square feet of aquatic center/indoor pool square feet. This correlates to a current service level for Aquatic Centers of (0.00) square feet per person. This map shows the recommended service level of 0.50 square feet per person. The City does not meet the recommended standard. To meet the 2008 recommended standard, the City will need to add 17,466 square feet and an additional 214 square feet to serve the projected 2018 population, for a cumulative total of 17,680 additional square feet. Currently there is a need for service in all regions of the City.

---

#### 4.3.22 RECREATION/FITNESS CENTER SPACE (SQUARE FEET) SERVICE AREA

**Figure 58** demonstrates the location of recreation/fitness center space in the Bartlesville service area and the associated population densities. The City has (0) square feet of recreation center/fitness center space with other service providers contributing 28,904 square feet for a total of 28,904 square feet. This correlates to a current service level for recreation/fitness center space of 0.83 square feet per person. This map shows the recommended service level of 1.50 square feet per person. The City does not meet the recommended standard.

To meet the 2008 recommended standard, the City will need to add 23,493 square feet and an additional 642 square feet to serve the projected 2018 population, for a cumulative total of 24,135 additional square feet to be added by 2018. Currently there is a need for service in the southern, central, northwest and northeast regions with an overlap of service in the north central portion of the City.



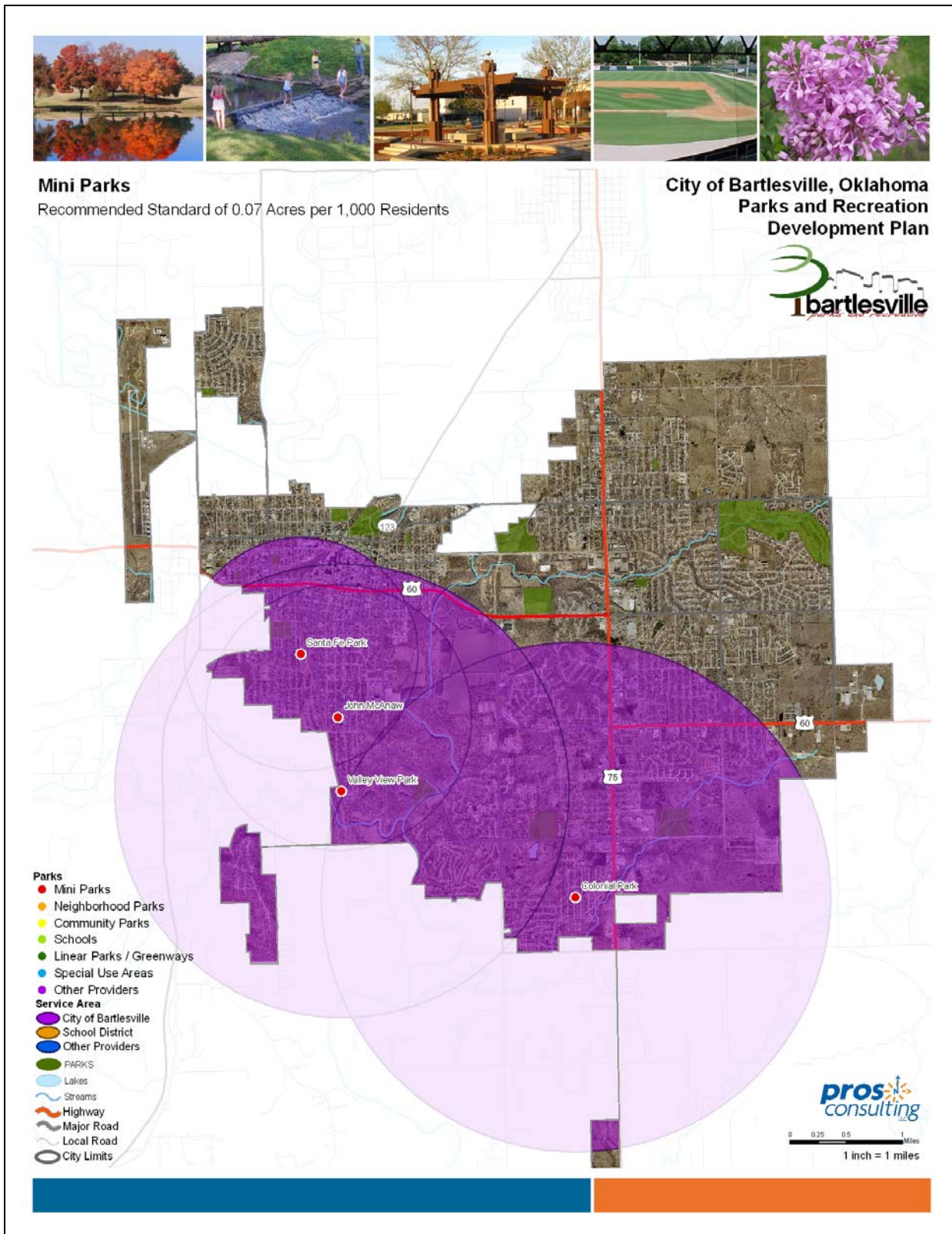


Figure 37 - Mini Parks Service Area

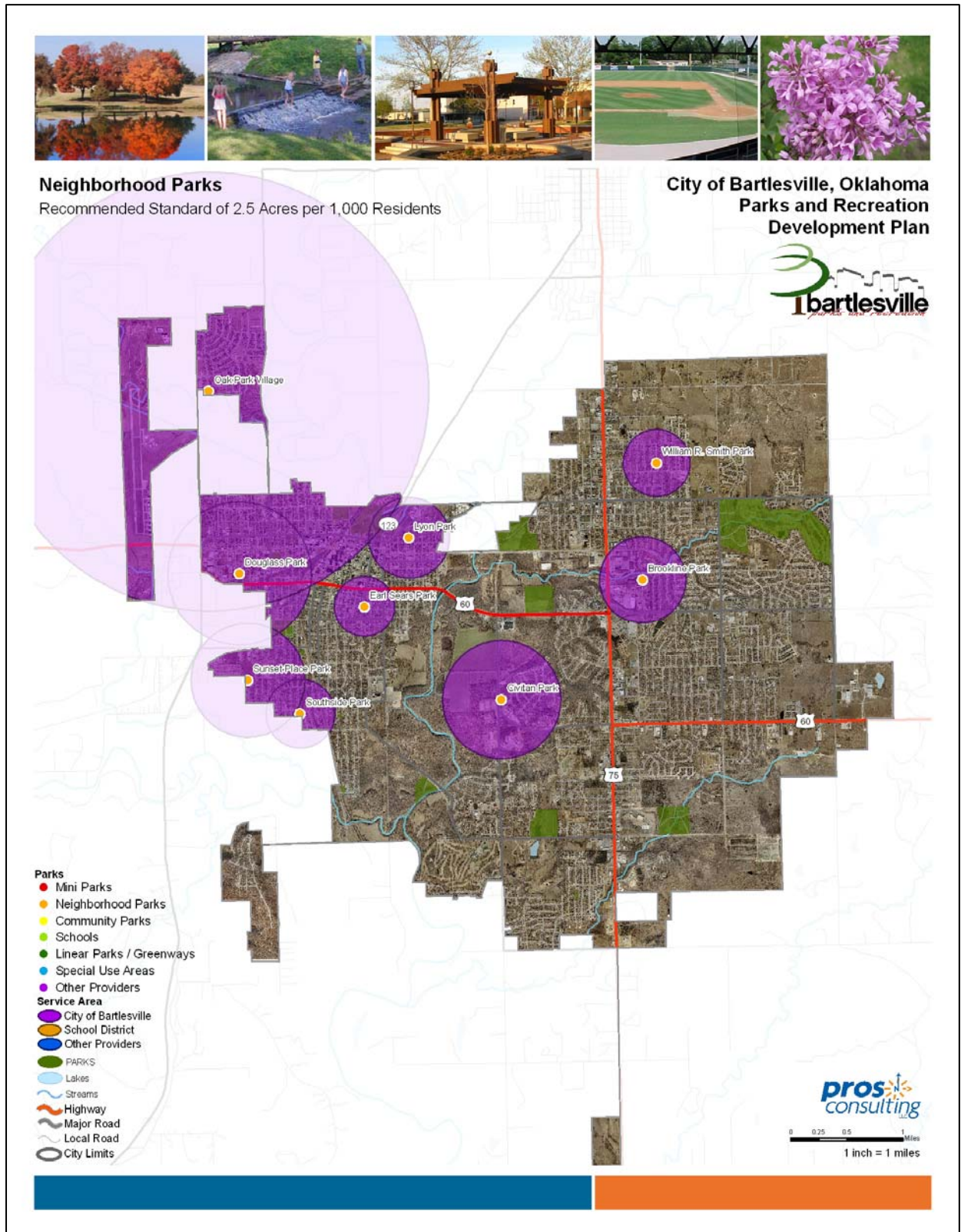


Figure 38 - Neighborhood Parks Service Area



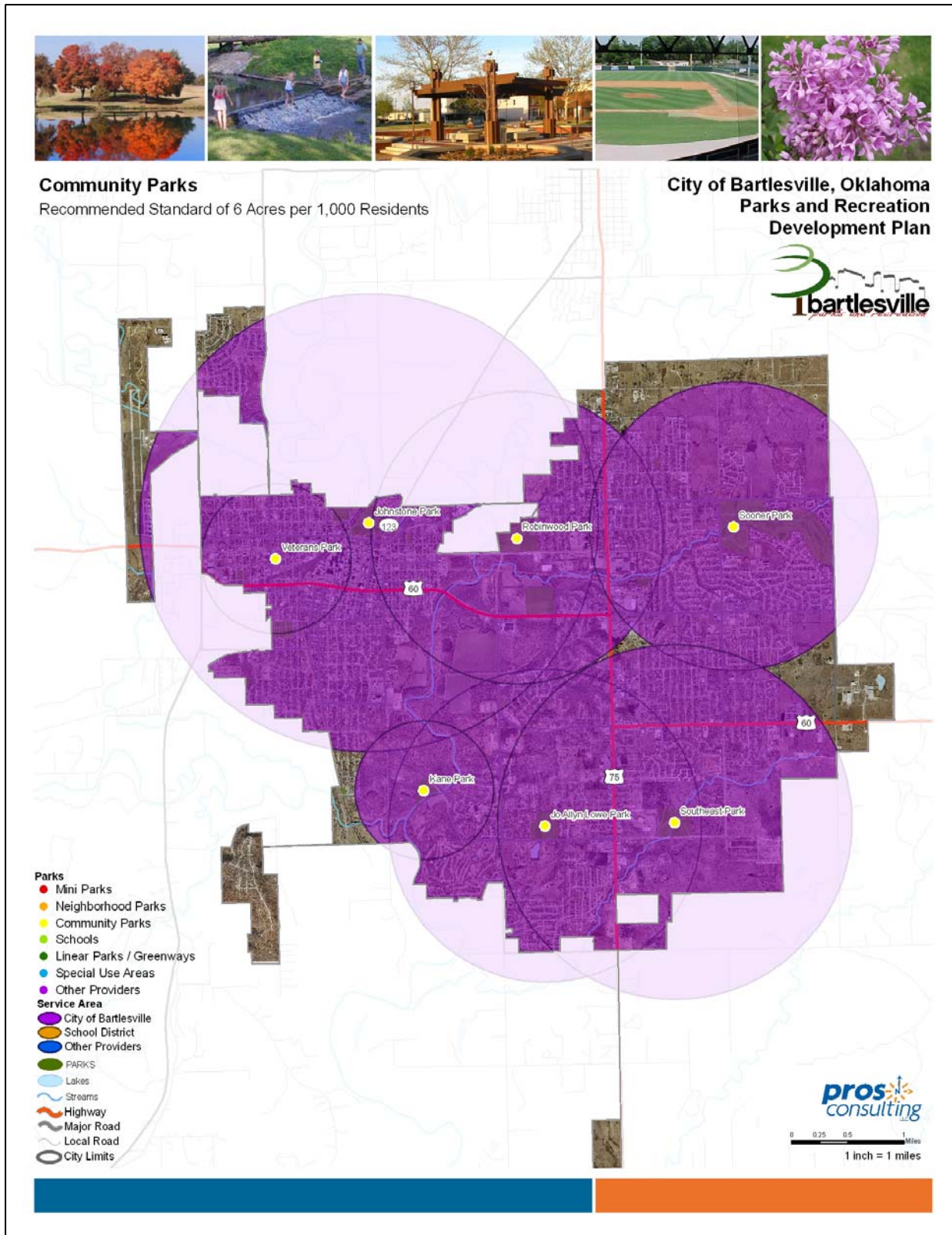


Figure 39 - Community Parks Service Area

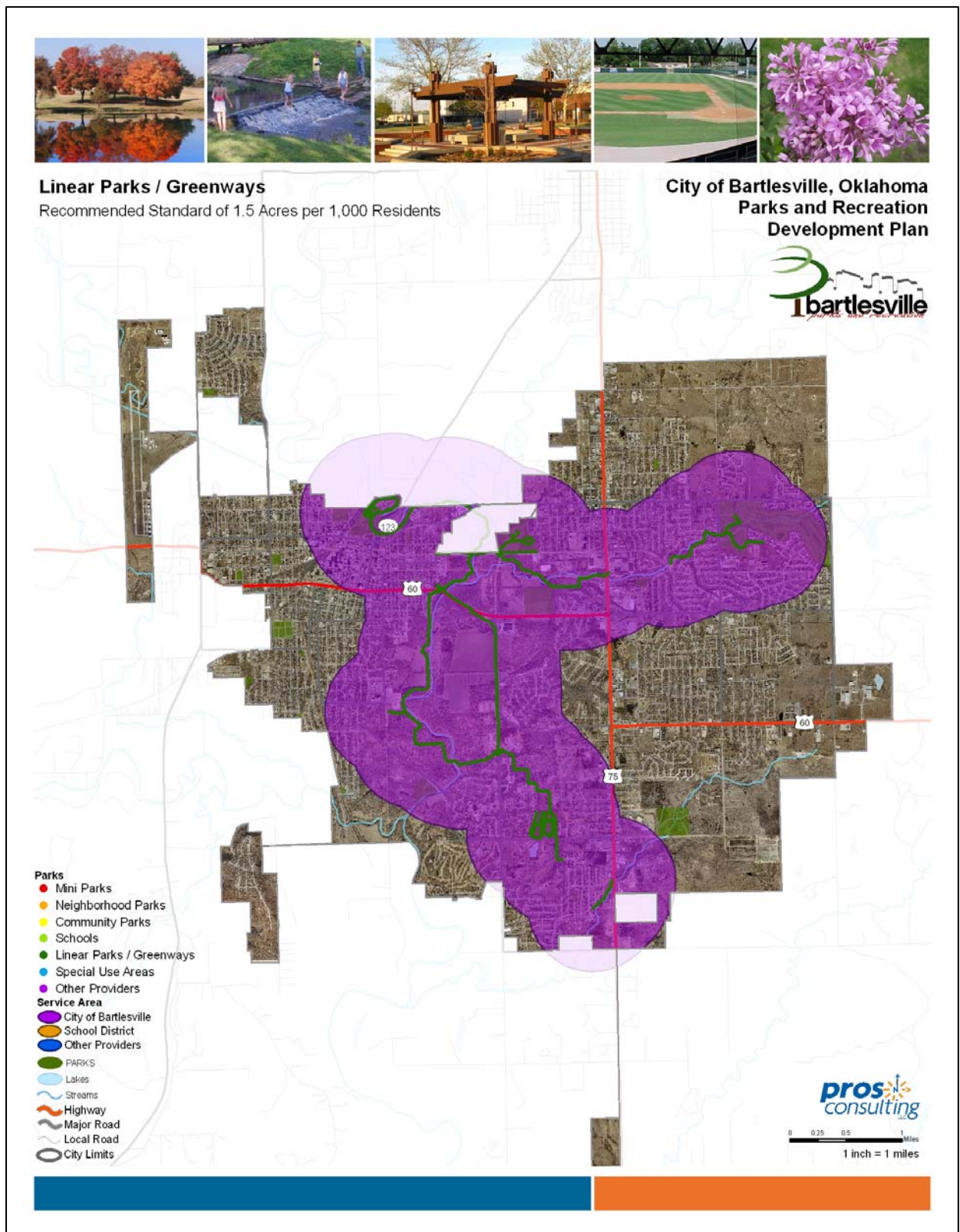


Figure 40 - Linear Parks / Greenways Service Area



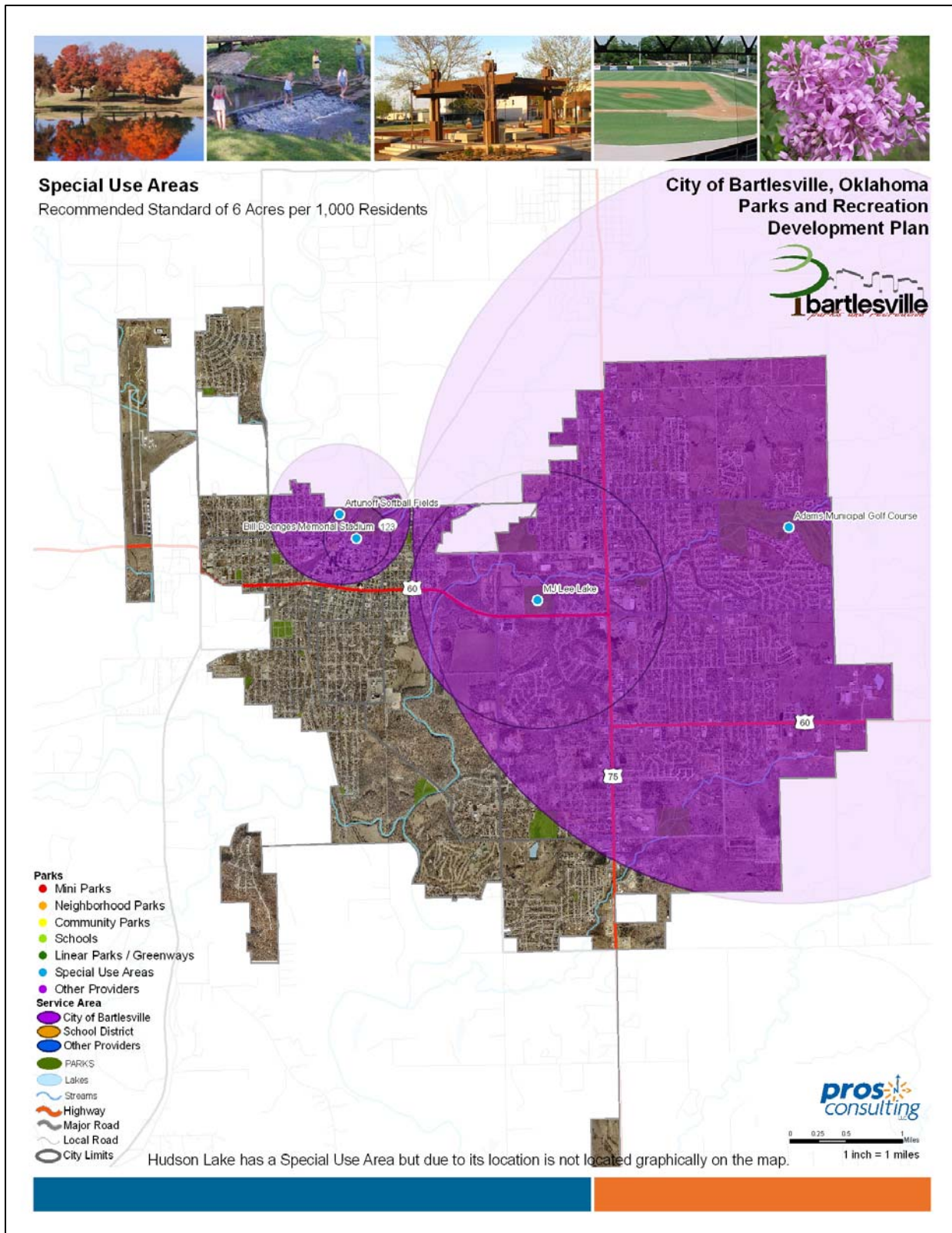


Figure 41 - Special Use Areas Service Area

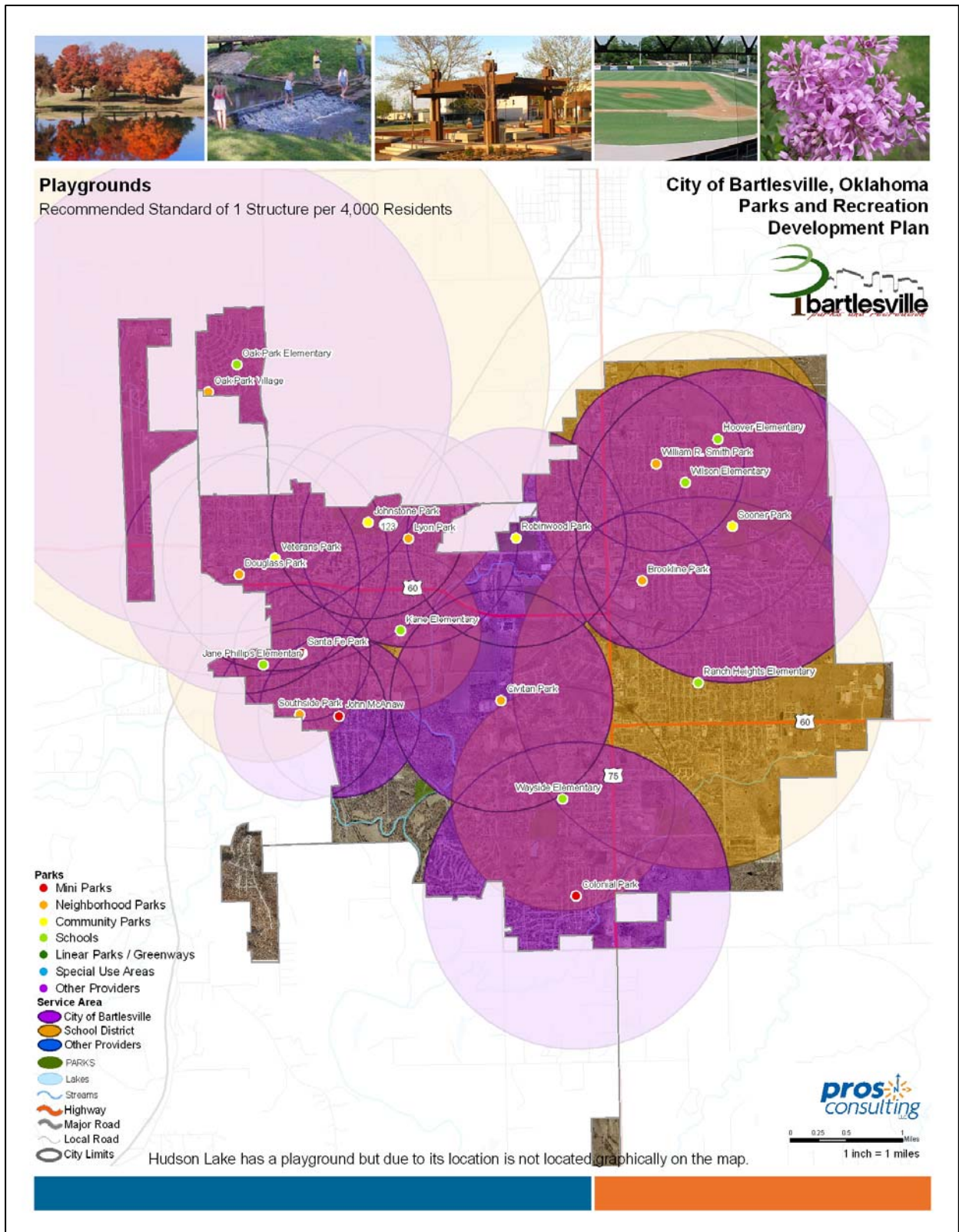


Figure 42 - Playgrounds Service Area





### Pavilion / Shelter (100-199)

Recommended Standard of 1 Structure per 4,000 Residents

### City of Bartlesville, Oklahoma Parks and Recreation Development Plan

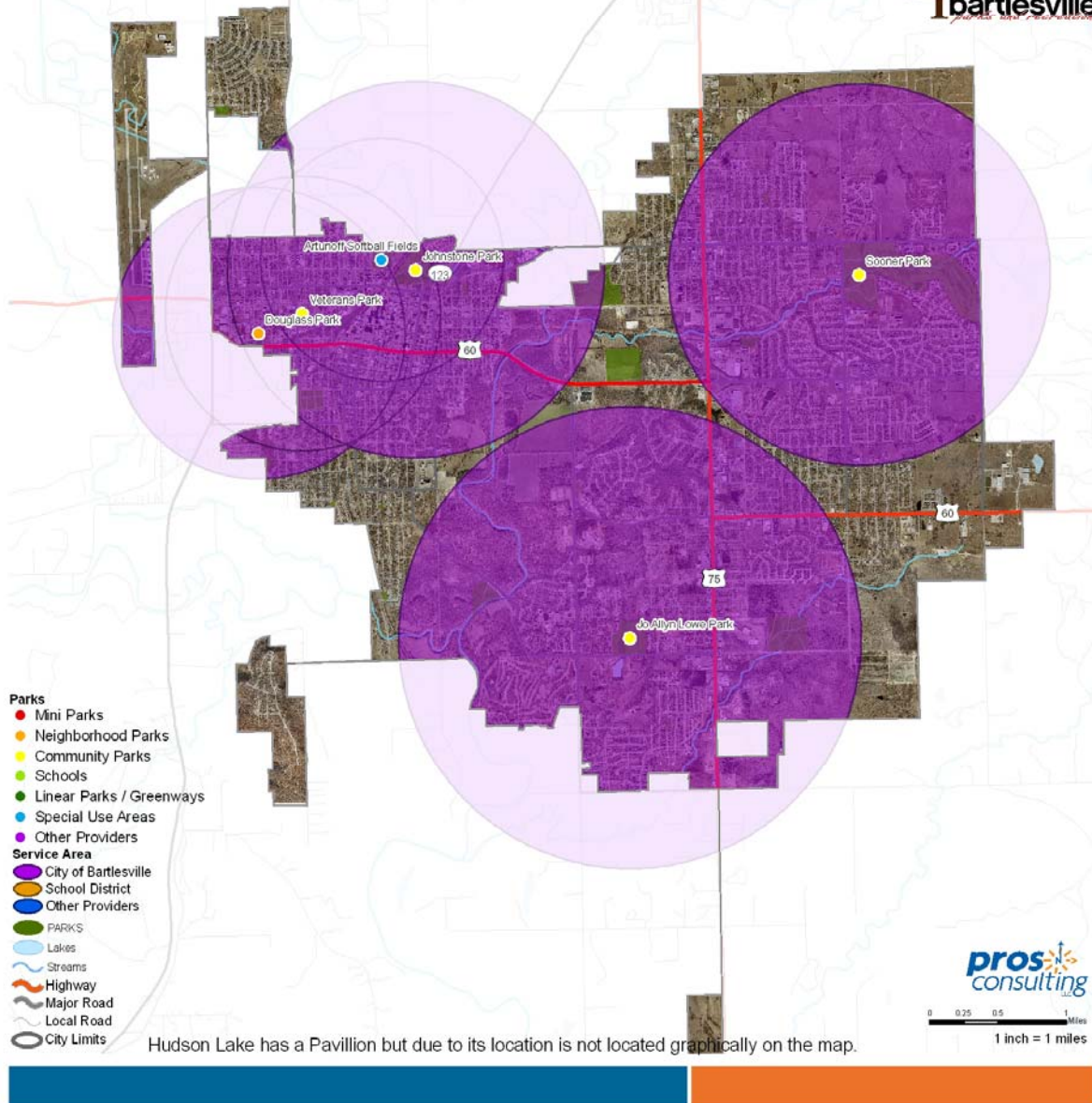


Figure 43 - Pavilion /Shelter Service Area

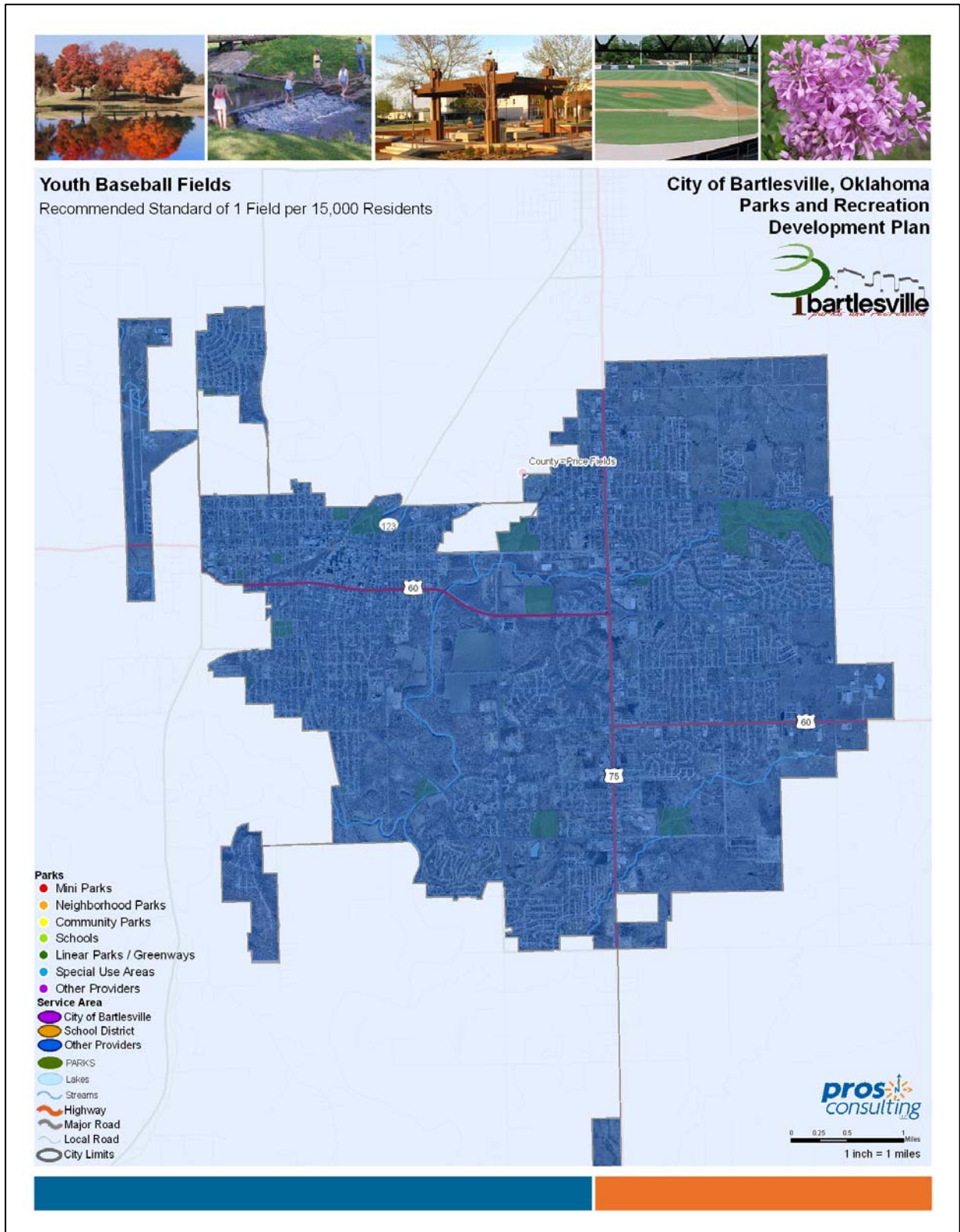


Figure 44 - Youth Baseball Fields Service Area



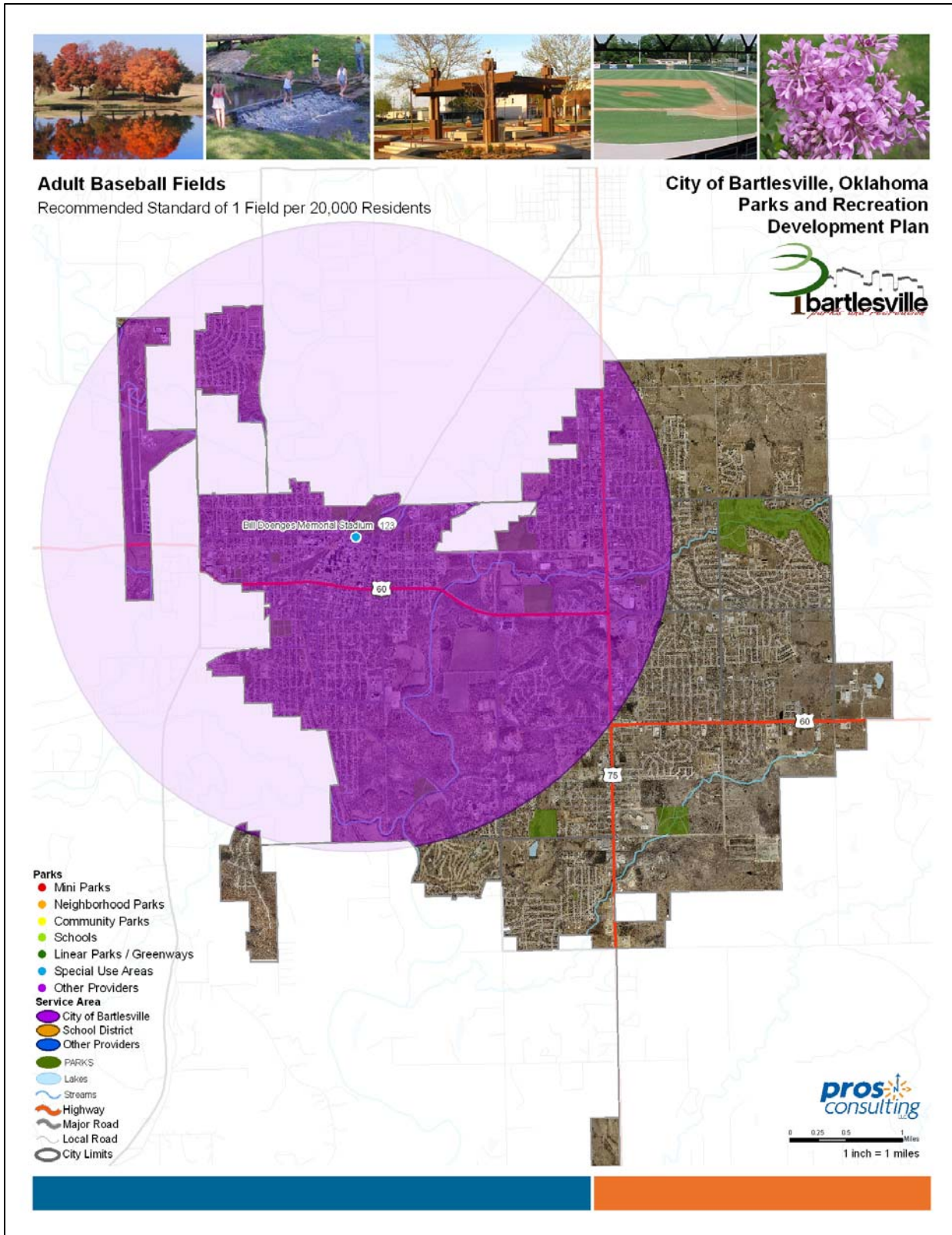


Figure 45 - Adult Baseball Fields Service Area

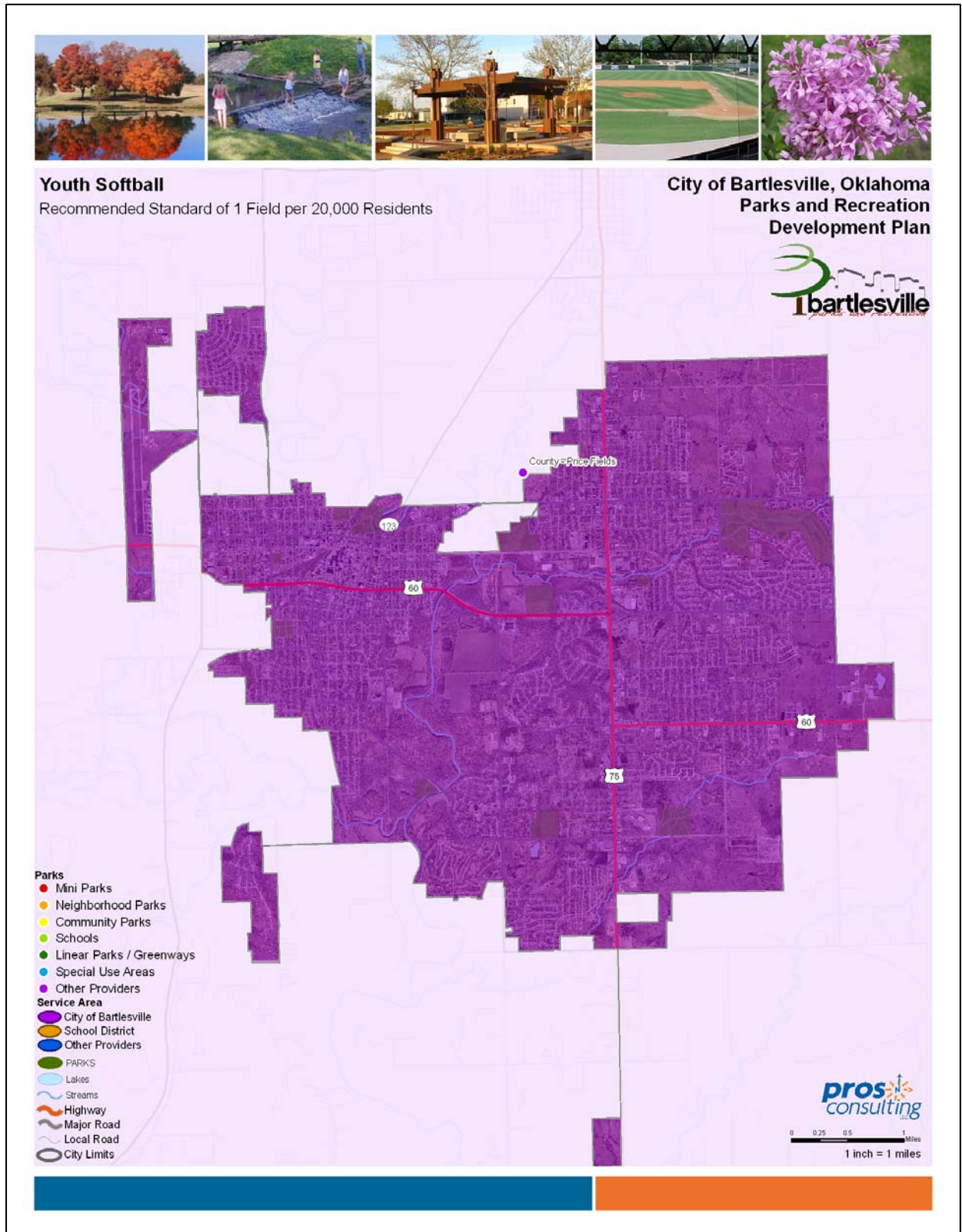


Figure 46 - Youth Softball Fields Service Area



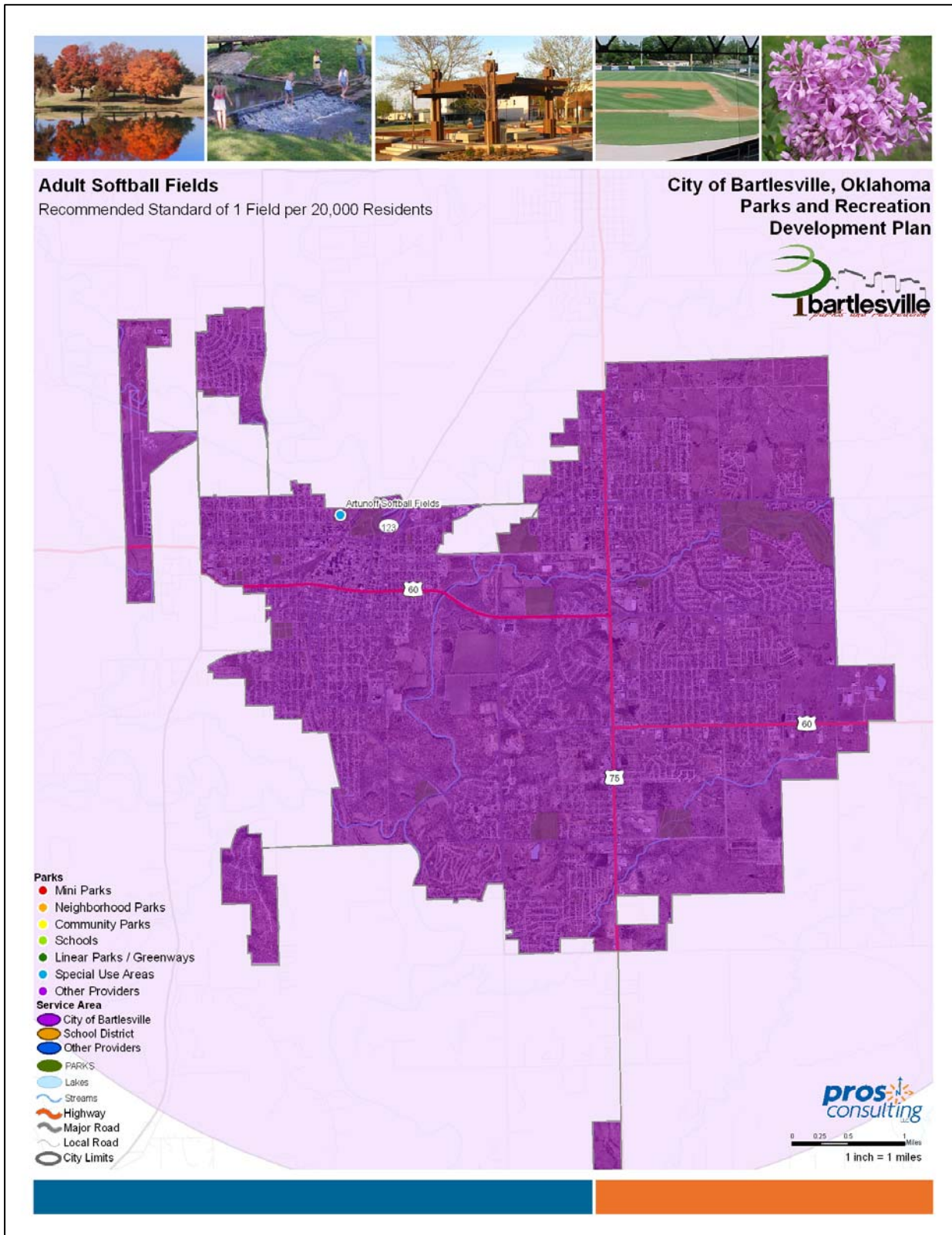


Figure 47 - Adult Softball Fields Service Area



### Youth Soccer Fields

Recommended Standard of 1 Field per 10,000 Residents

### City of Bartlesville, Oklahoma Parks and Recreation Development Plan

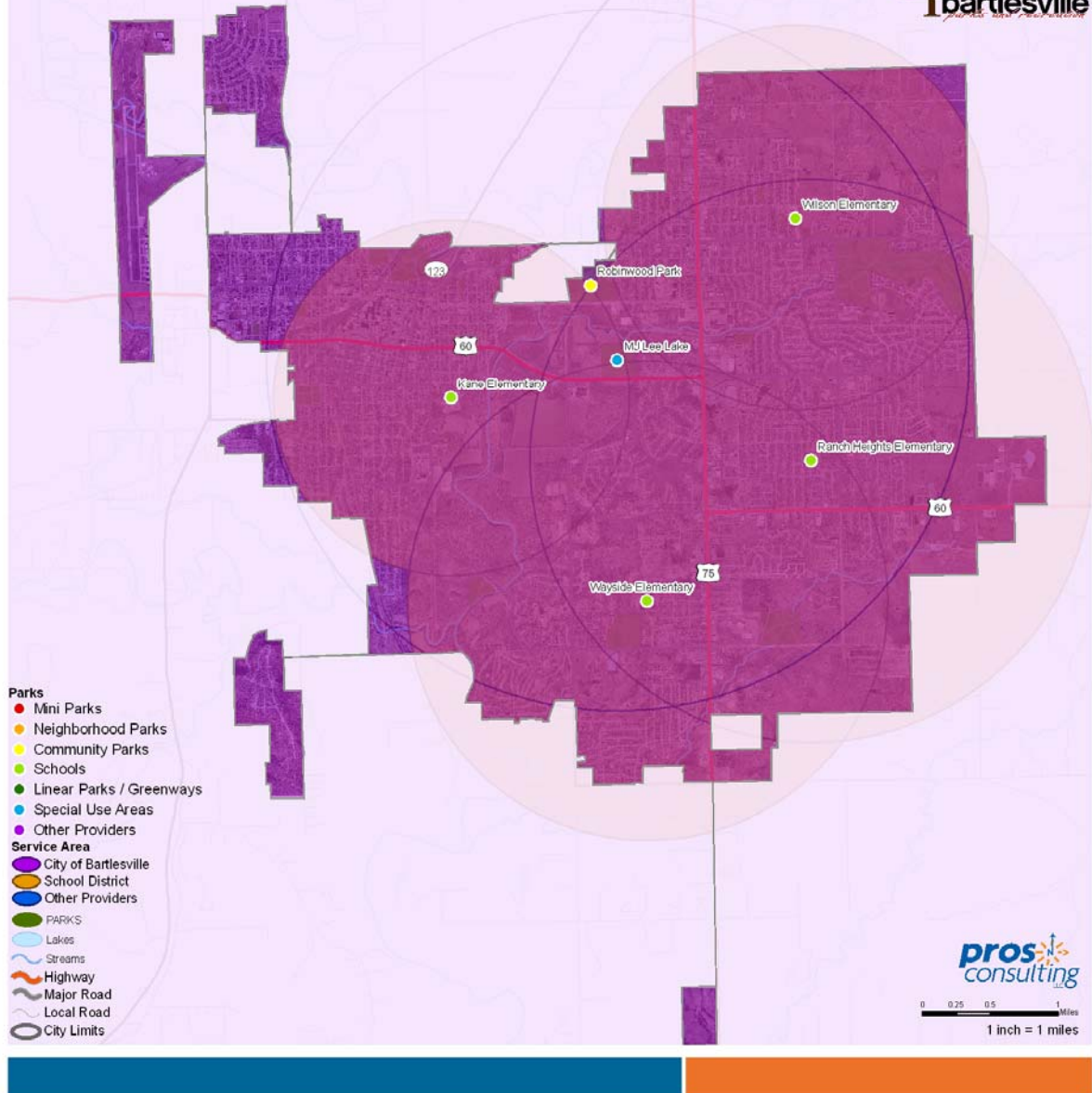


Figure 48 - Youth Soccer Fields



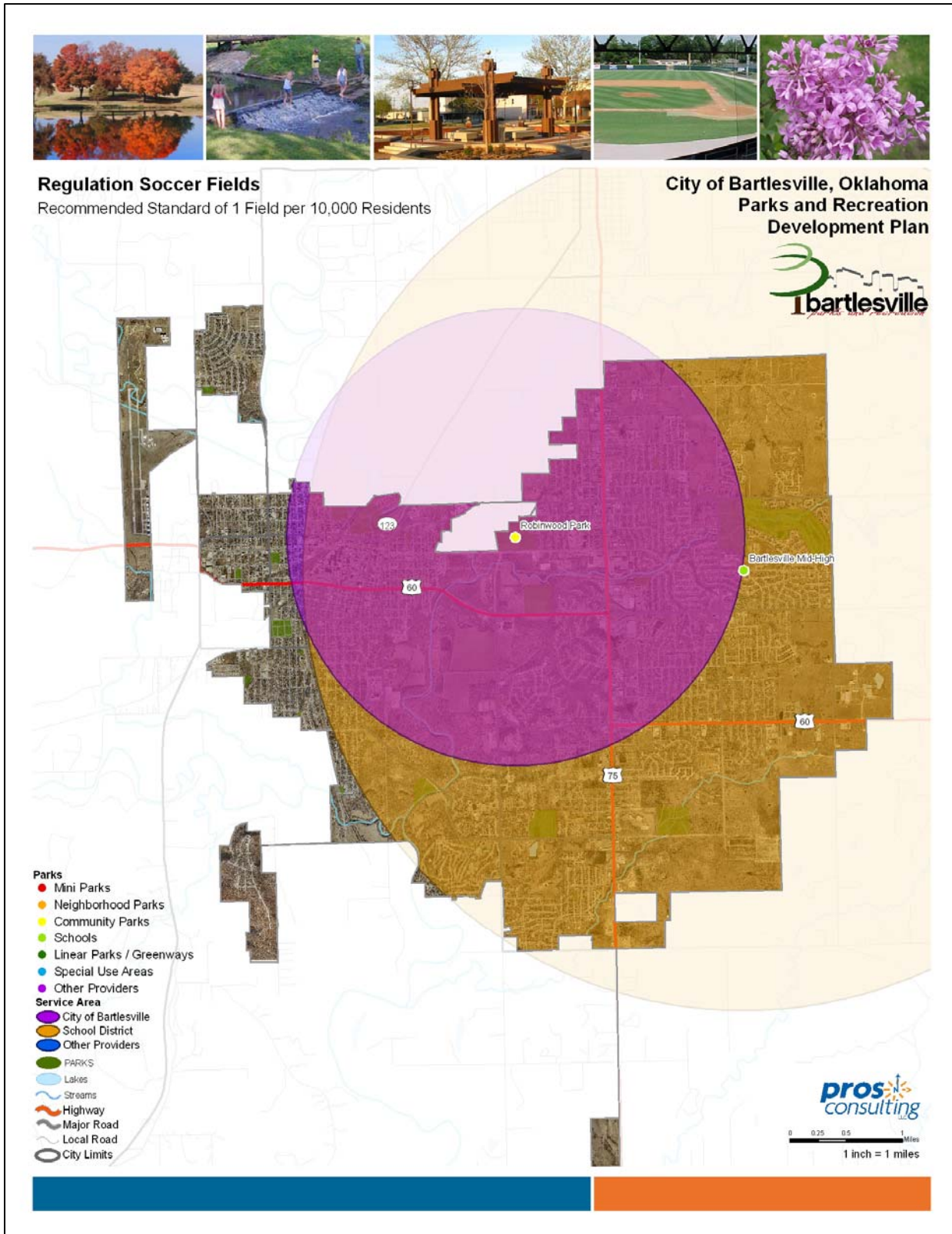


Figure 49 - Regulation Soccer Fields

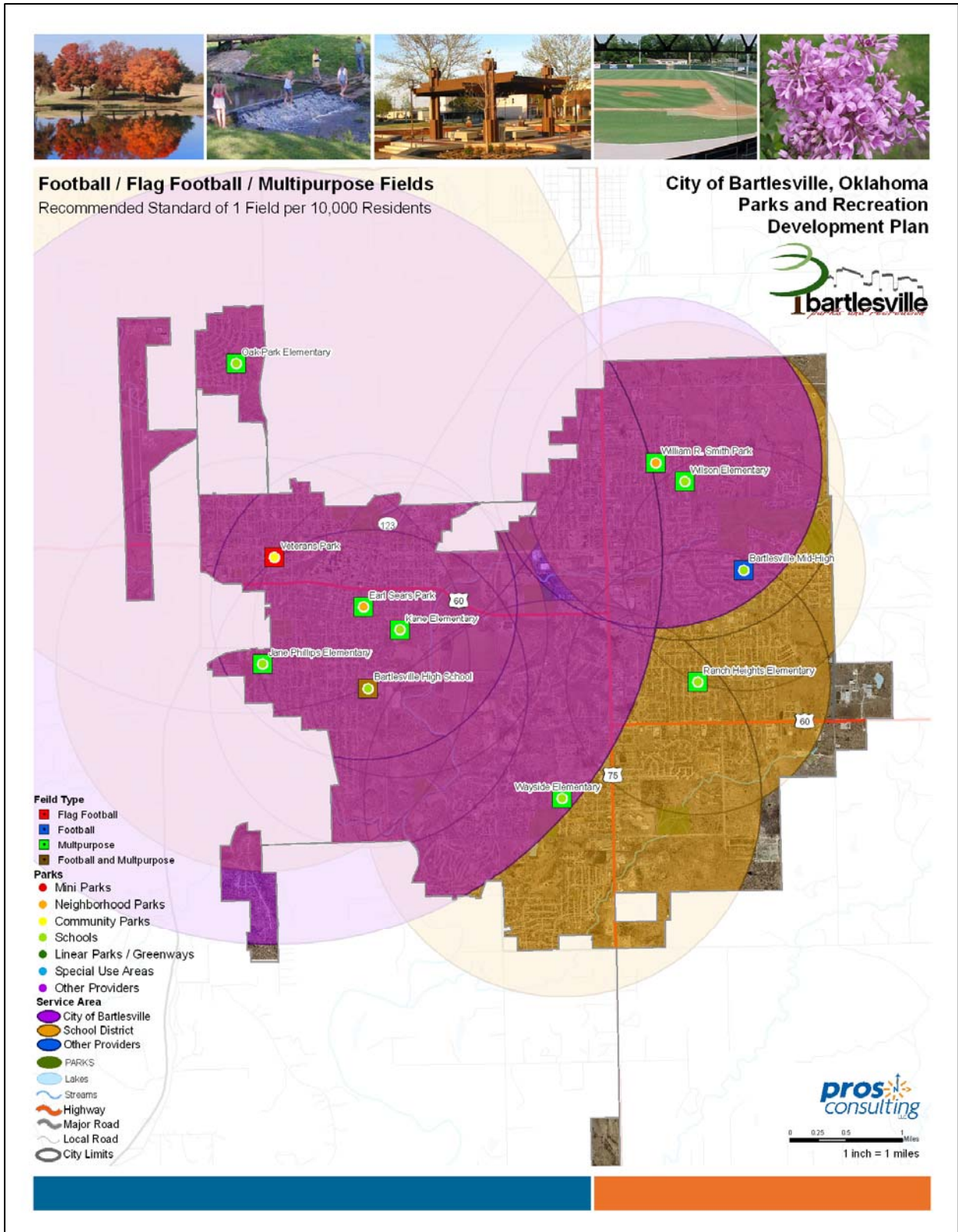


Figure 50 - Football/Flag Football/Multipurpose Fields Service Area



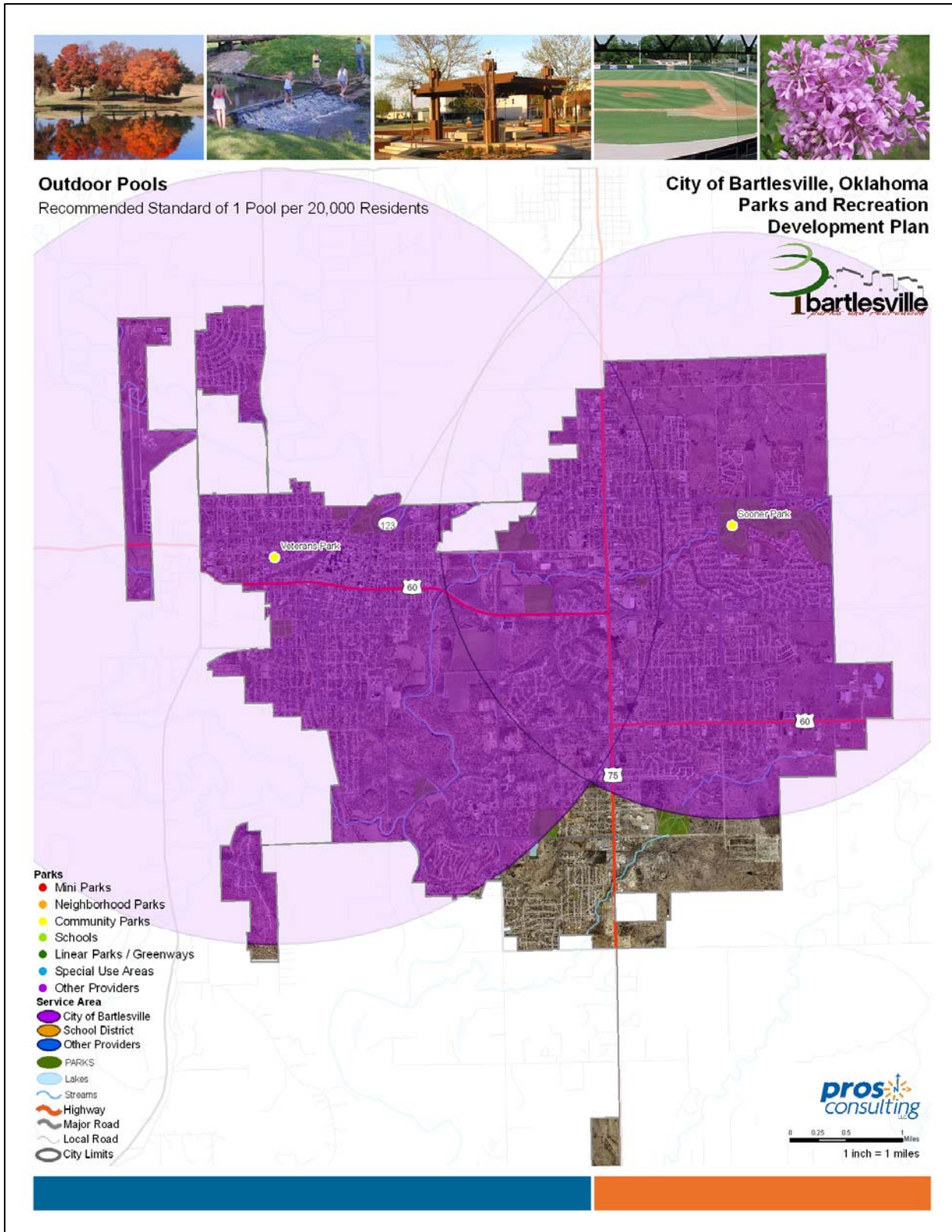


Figure 51 - Outdoor Pools Service Area



## Basketball Courts

Recommended Standard of 1 Court per 10,000 Residents

## City of Bartlesville, Oklahoma Parks and Recreation Development Plan

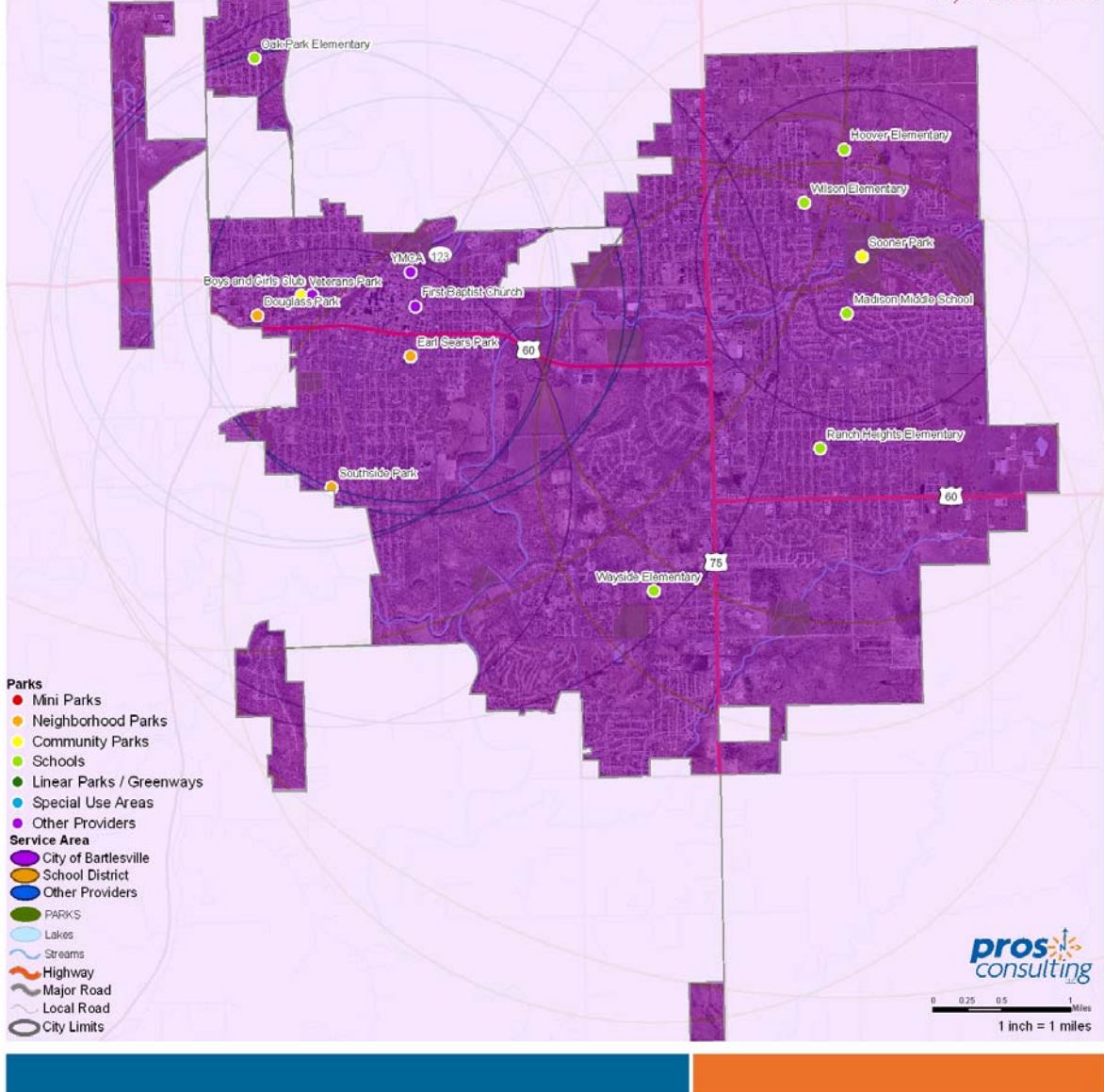


Figure 52 - Basketball Courts Service Area



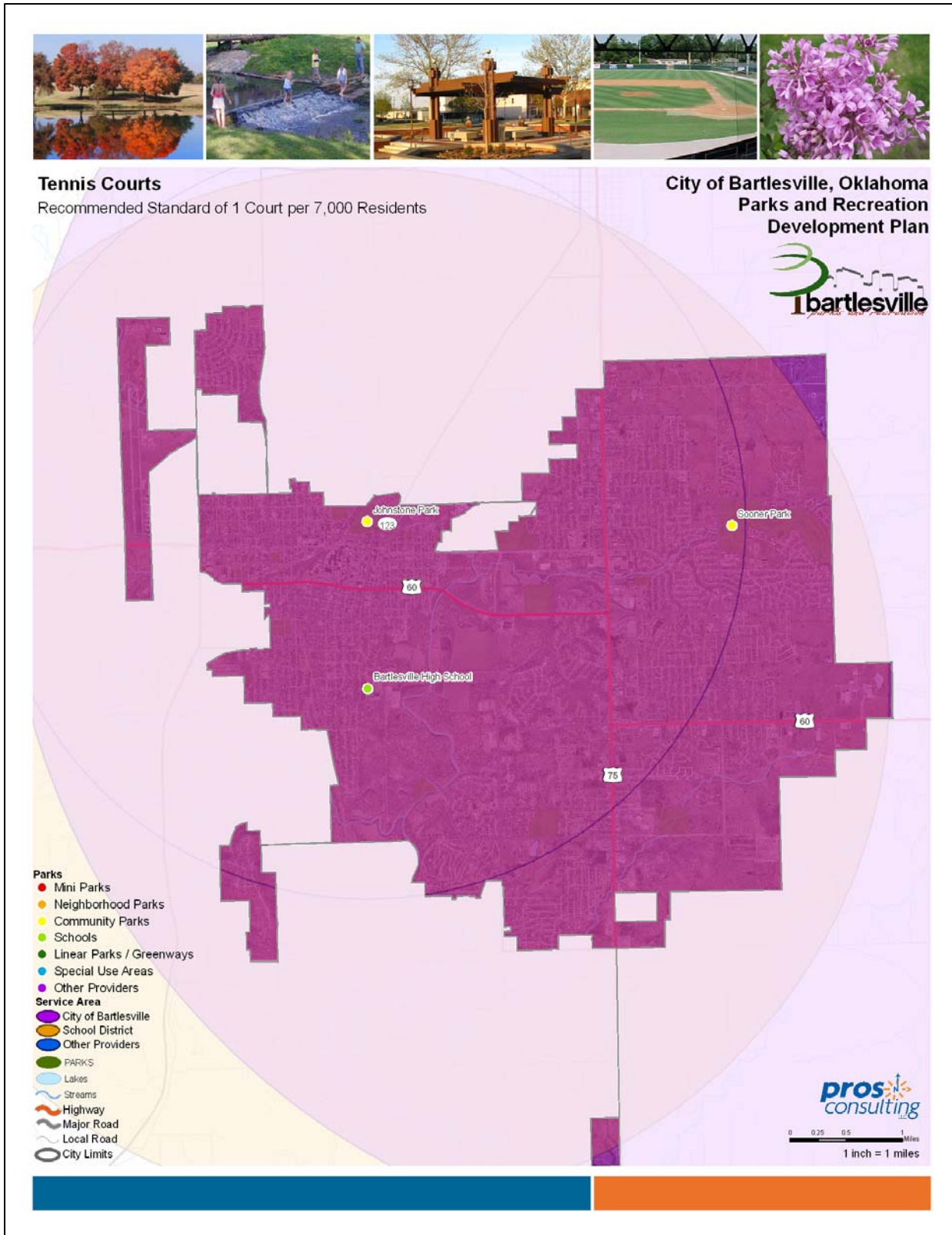


Figure 53 - Tennis Courts Service Area

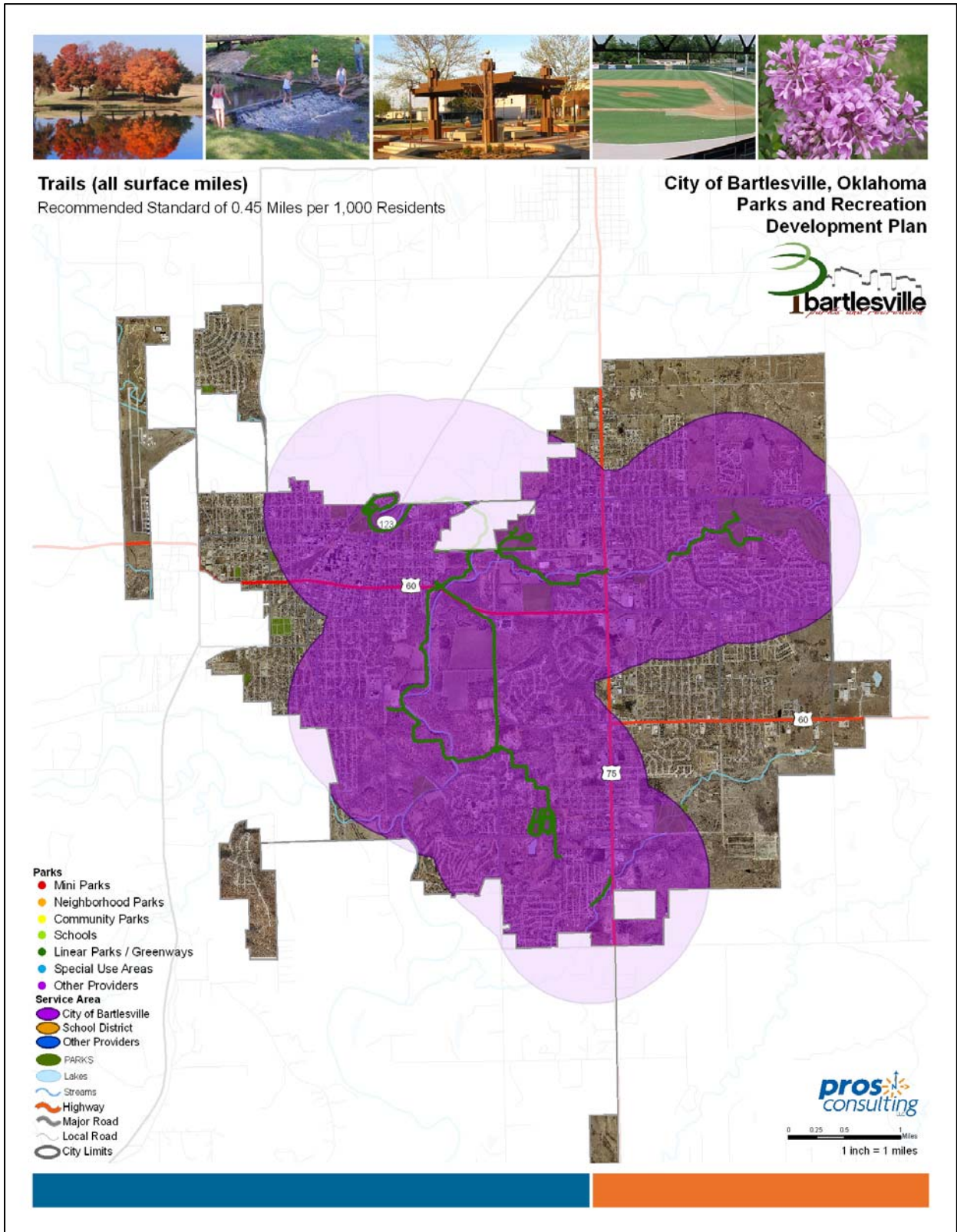


Figure 54 - Trails (All Surface Miles) Service Area



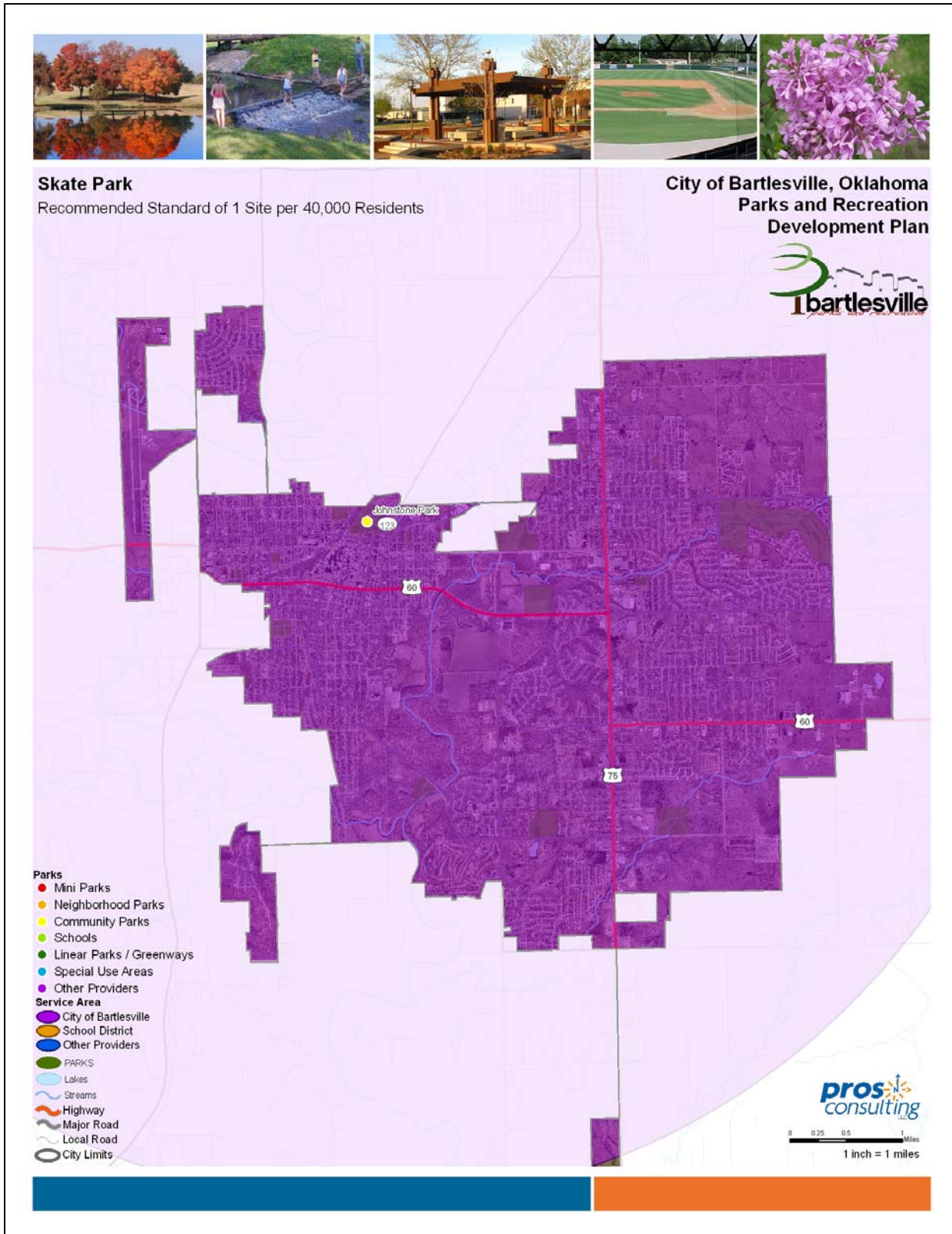


Figure 55 - Skate Park Service Area

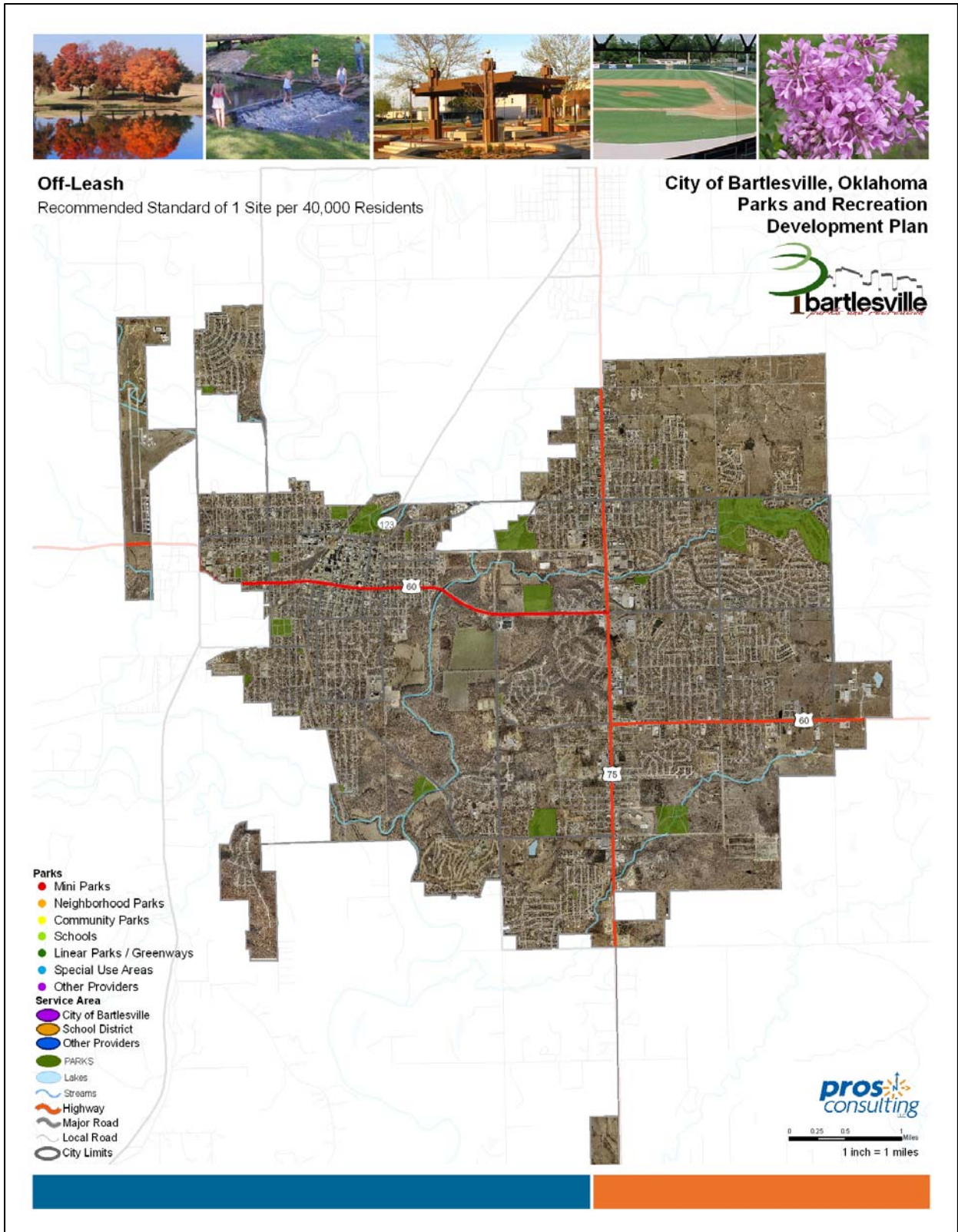


Figure 56 - Off-Leash Service Area



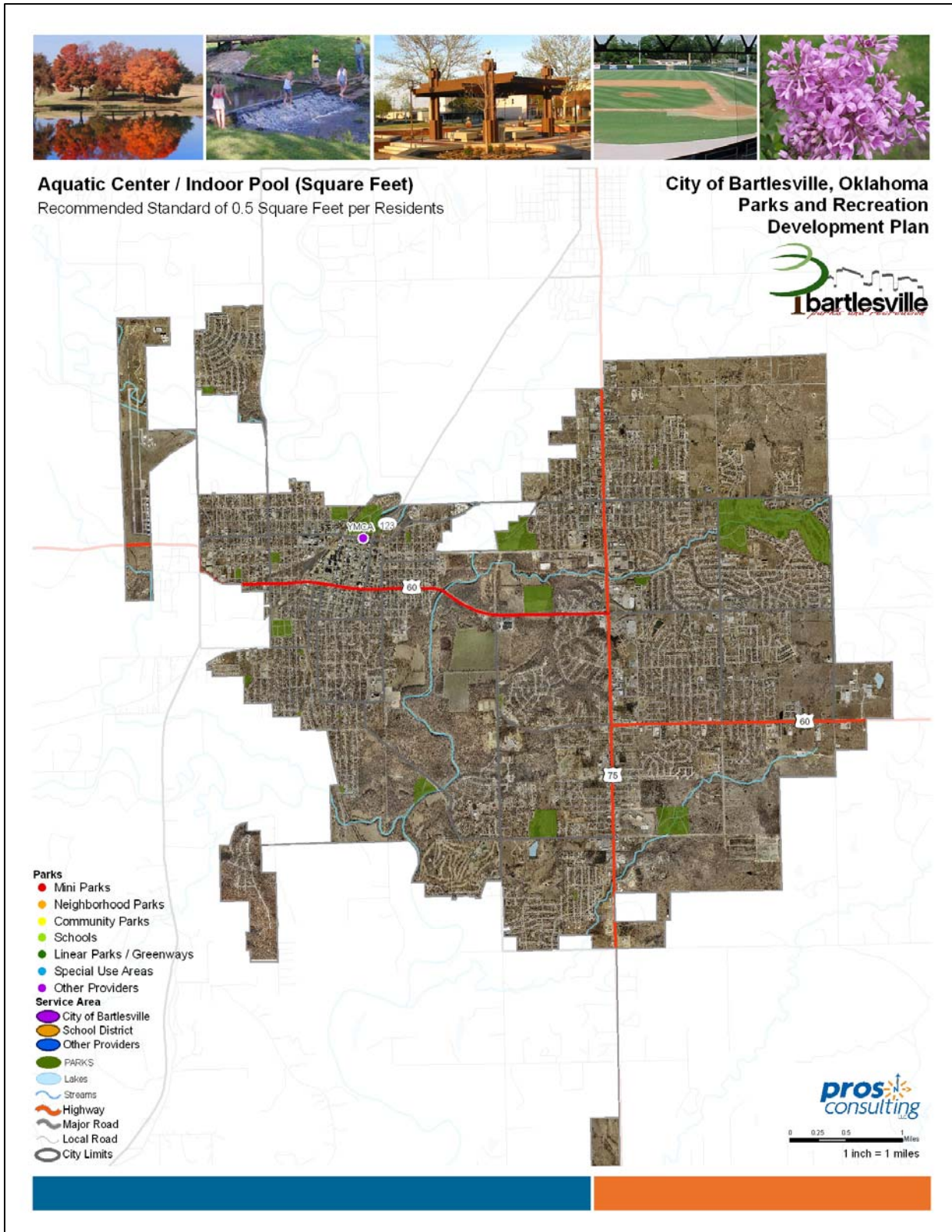


Figure 57 - Aquatic Center/Indoor Pool Service Area

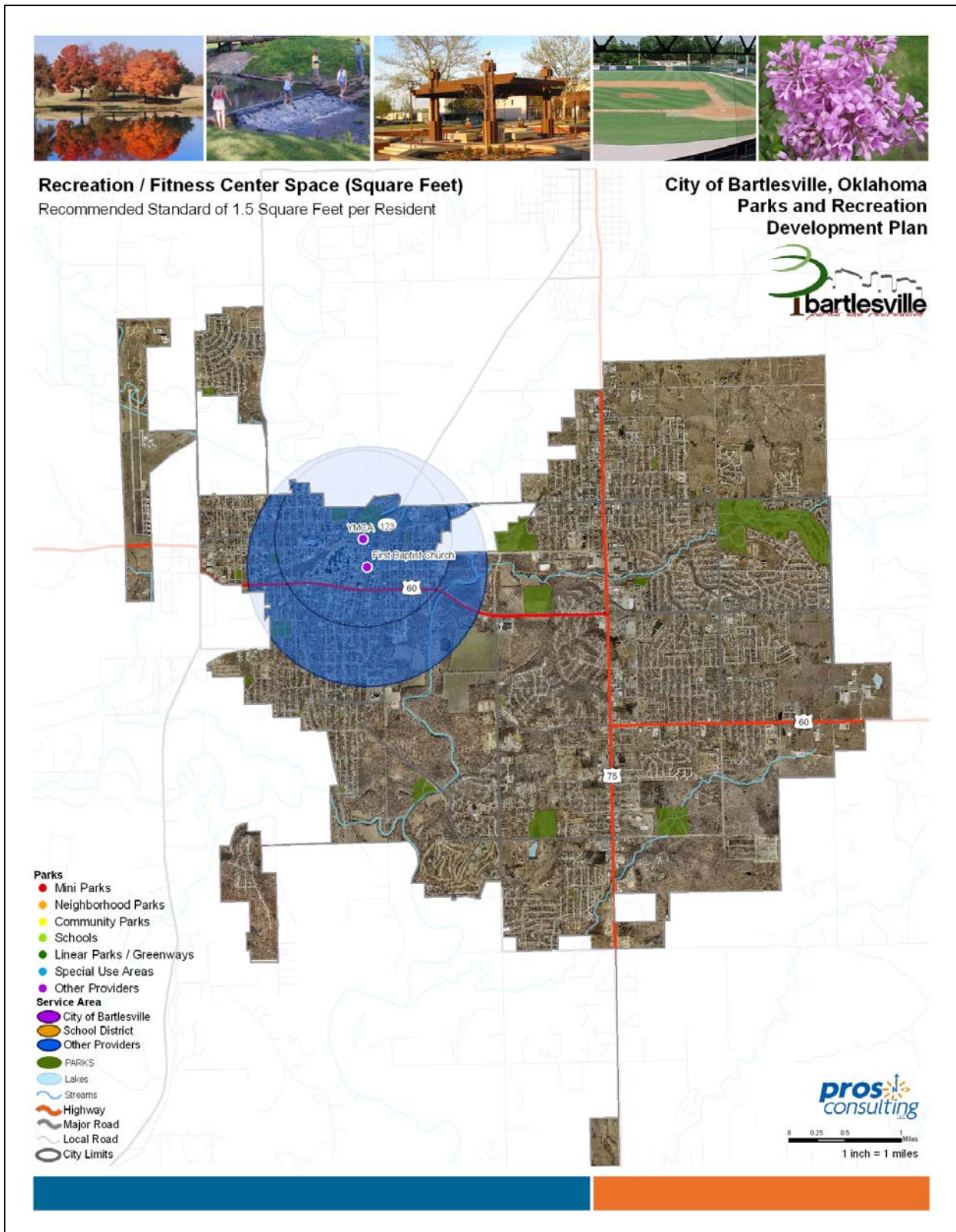


Figure 58 - Recreation/Fitness Center Space Service Area

#### 4.4 FACILITY NEEDS ASSESSMENT

The purpose of the Facility Needs Assessment is to provide a prioritized list of facility/amenity needs for the residents of the City of Bartlesville. The needs assessment evaluates both quantitative and qualitative data. Quantitative data includes the statistically valid community survey, which asked 264 City of Bartlesville residents to list unmet needs and rank the importance. Qualitative data includes resident feedback obtained in focus group meetings, key leader interviews, and public forums.

A weighted scoring system was used to determine the priorities for park and recreation facilities/amenities. This scoring system considers the following:

- Community Survey
  - Unmet needs for facilities – A factor from the total number of households mentioning their need for facilities. Survey participants were asked to identify the need for 25 different facilities. Weighted value of 4.
  - Importance ranking for facilities – Normalized factor, converted from the percent (%) ranking of facilities to a base number. Survey participants were asked to identify the top four facility needs. Weighted value of 3.
- Consultant Evaluation
  - Factor derived from the consultant’s evaluation of facility importance based on demographics, trends and community input. Weighted value of 3.

These weighted scores were then summed to provide an overall score and priority ranking for the system as a whole. The results of the priority ranking were tabulated into three categories: High Priority (1), Medium Priority (2), and Low Priority (3).

The combined total of the weighted scores for community unmet needs, community priority and consultant evaluation is the total score based on which the facility/amenity priority is determined.



Figure 59 shows that Walking and Biking Trails, Nature Trails and Small Neighborhood Parks were the top three facilities/amenities. These were followed by Indoor Running/Walking Track, Indoor Fitness Center and Shelter Houses/Picnic Areas as the other high priority facility/amenity needs.

City of Bartlesville Facility / Amenity Needs Assessment	
	Overall Ranking
Walking/biking trails	1
Nature trails	2
Small neighborhood parks	3
Indoor running/walking track	4
Indoor fitness center	5
Shelter houses/picnic areas	6
Indoor swimming/leisure pool	7
Dog parks	8
Nature center	9
Outdoor swimming pool	10
Large community parks	11
Playgrounds	12
Splash pad	13
Formal gardens	14
Ice rink	15
Canoe ramp on Caney River	16
Indoor basketball/volleyball courts	17
Youth baseball/softball fields	18
Outdoor basketball courts	19
Skate park	20
Outdoor tennis courts	21
Youth soccer fields	22
Disc golf course	23
Football fields	24
Adult softball fields	25

Figure 59 - Facility/Amenity Priority Needs Assessment



## CHAPTER FIVE - PARKS AND RECREATION DEVELOPMENT PLAN

### 5.1 CAPITAL IMPROVEMENT PLAN

Based on the findings from the technical reports (facility amenity standards, facility priority needs assessment) and the priorities established by the community, the following are the key elements of the Capital Improvement Plan.

City of Bartlesville CIP Items		
1	Atleast 4 miles of Trails developed over 10 years @ \$500,000 a mile	\$ 2,000,000
2	Pathfinder Trail Renovation (d)	\$ 500,000
3	Acquire 82 acres of neighborhood and linear park spaces @ an average of 50,000 an acre	\$ 4,100,000
4	Upgrade 1 neighborhood park annually at \$100,000 each (b)	\$ 100,000
5	(1) new Multi-generational Recreation Centers @ 24,000 square feet X \$275 dollars a sq. foot	\$ 6,600,000
6	Develop (1) Indoor Pool	\$ 7,000,000
7	Develop one (1) Off-Leash Area @ 100,000 each (e)	\$ 100,000
8	Upgrade (1) existing pools @ \$500,000 each	(use numbers from Sooner Pool)
9	Update one (1) Community Park every two years at \$500,000 each	\$ 500,000
10	Update two (2) Playgrounds every year at \$100,000 each	\$ 200,000
11	(1) Regulation Soccer Field	\$ 175,000
12	(1) Lighted Adult Baseball Field	\$ 225,000
13	Update two (2) parking lots every year at @150,000 each	\$ 300,000
14	Create a system-wide signage development program (e)	\$250,000
TOTAL CIP COST		\$ 34,350,000
List of Sales Tax Funded Projects (over 5 years)		
a	Price Fields (Phase 1)	\$ 1,000,000
b	Civitan Park Expansion	\$ 350,000
c	MJ Lee Lake Improvements	\$ 250,000
d	Pathfinder Trail Renovation with Leisure Facilities	\$ 500,000
e	Miscellaneous Park Improvements over 5 years	\$ 500,000

Figure 60 - Bartlesville CIP

It must be noted that these are at best estimates and the values can and will change over time. Also, the community needs and desires would evolve over the years and the Department must constantly be factoring those in and planning ahead as it seeks to provide a high level and balanced park, trail and recreation facility offering.

## 5.2 IMPLEMENTATION PLAN

The following section details recommendations based on the review of all of the data relating to the Parks and Recreation Development Plan. The mission of Bartlesville Parks and Recreation is: *The Bartlesville Parks and Recreation Department provides life-long, accessible recreation experiences. The Department strives to be a good steward of resources, while emphasizing quality experiences that provide community health and inclusiveness for all.*

The following section details strategic themes, strategic objectives, strategic initiatives and measures. Strategic themes are a series of macro-descriptions of major areas included in the recommendations. The themes include:

- **Organizational Theme—Build the Department**
- **Parks/Land Theme—Improve Parks and Land Quality**
- **Recreation Program Theme—Provide Needed Services**
- **Recreation Facility Theme—Develop Recreation Spaces**

Each theme is then supported by three strategic objectives. The following Strategy Map lists the four themes and the strategic objectives supporting each of the themes, represented within the 12 bubbles, as follows:

### Bartlesville Parks and Recreation Strategy Map

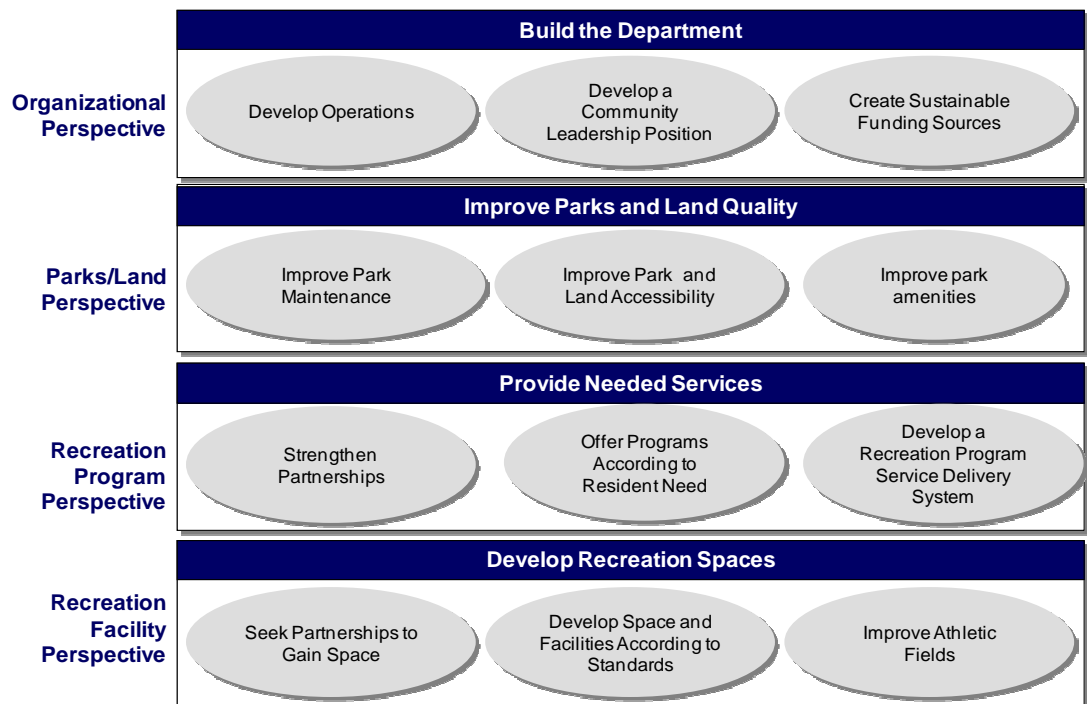


Figure 61 – Strategy Map

**Figure 62** reflects Bartlesville Parks and Recreation Balanced Scorecard, once again reflecting the strategic themes, and the strategic objectives. In addition, strategic measures are included as well. Measures designated with (q) or (a) relate to frequency of the measures, either quarterly or annually.

The target column is completed after the collection of a year's measurement data.

## Bartlesville Parks and Recreation Balanced Scorecard

	Strategic Themes	Strategic Objectives	Strategic Measures	Targets
<b>Organizational</b>	Build the Department	<ul style="list-style-type: none"> <li>Develop operations</li> <li>Develop a leadership position in the community for recreation services</li> <li>Create sustainable funding sources</li> </ul>	<ul style="list-style-type: none"> <li>Resident satisfaction</li> <li>Alternative revenue amount</li> <li>Partner satisfaction</li> <li>Percent of initiatives completed per year</li> </ul>	To be developed at a future date
<b>Parks/Land</b>	Improve the Quality of Parks And Land	<ul style="list-style-type: none"> <li>Improve park maintenance</li> <li>Improve park accessibility</li> <li>Improve park amenities</li> </ul>	<ul style="list-style-type: none"> <li>Ratio of staff to acres</li> <li>Maintenance costs per acre</li> <li>Acres of land acquired</li> <li>Park acres divested</li> </ul>	
<b>Rec Programs</b>	Provide Needed Services	<ul style="list-style-type: none"> <li>Strengthen partnerships</li> <li>Offer programs according to resident need</li> <li>Develop a recreation program service delivery system</li> </ul>	<ul style="list-style-type: none"> <li>Number of programs offered</li> <li>Resident satisfaction with programs</li> </ul>	
<b>Facilities</b>	Develop Recreation Spaces	<ul style="list-style-type: none"> <li>Seek partnerships to gain space</li> <li>Develop space and facilities according to standards</li> <li>Improve athletic fields</li> </ul>	<ul style="list-style-type: none"> <li>Number of athletic fields improved</li> <li>Number of facilities renovated per year</li> <li>Percent of standards' needs met</li> </ul>	

**Figure 62 - Balanced Scorecard**

The following section repeats the Strategic Themes and Strategic Objectives. In addition, Strategic Initiatives are listed. Some of the Initiatives are currently in progress. These are noted as such. Other Initiatives are listed as either short-term, mid-term, long-term or ongoing. The following time sequence is used to designate completion of Initiatives:

- Short-term Initiatives are scheduled for completion within the time period, July, 2009 to June 2012.
- Mid-term Initiatives are scheduled for completion within the time period July 2012 to June 2015.
- Long-term Initiatives are scheduled for completion within the time period July 2015 to June 2019.

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#### 5.2.1 ORGANIZATIONAL THEME—BUILD THE DEPARTMENT

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##### 5.2.1.1 OBJECTIVE: DEVELOP OPERATIONS

1. Develop Partnership Policies and Agreements, and complete a partner review with all organizations working with the City of Bartlesville Parks and Recreation Department (Short Term)
2. Have full-time staff's time dedicated to overseeing recreation programs (Short Term)
3. Add to existing park maintenance staff to move the current FTE ratio from .33 to .40 FTE/1,000 population, which results in an additional four full-time park maintenance employees, or comparable part-time employees, allowing for seasonal adjustments (Short Term)
4. Develop a program for use of sustainable practices, including recycling and reuse practices, green park maintenance practices, energy conservation, etc. (Mid Term)
5. Develop a performance measurement system for key park and recreation results (Mid Term)
6. Develop an ADA audit and plan for improvements (Mid Term)
7. Develop a 5-10 year plan for capital improvements (Short Term)

---

##### 5.2.1.2 OBJECTIVE: DEVELOP A LEADERSHIP POSITION IN THE COMMUNITY FOR RECREATION SERVICES

1. Develop an approach to building grass roots advocacy through resident touch points. This can include regular Web site updates, a City e-newsletter about parks and recreation services, creation of community advocacy groups, and public speaking to service organizations (In Progress)
2. Develop a community education process about the benefits of parks and recreation, such as quality of life factors, health and wellness contributions, socialization and the creation of community (In Progress)
3. Create a marketing and communications plan to identify approaches to information dissemination and cross promotions in the most cost effective manner, including an online events calendar (Mid Term)
4. Develop a contact point and clearinghouse for City recreation service providers through the City web site (In Progress)
5. Develop volunteerism as a core program function and create a volunteer database (In Progress)
6. Strengthen the position of leadership of the Parks and Recreation Board and its role of advocacy for the Department through presentations (In Progress)

---

##### 5.2.1.3 OBJECTIVE: CREATE SUSTAINABLE FUNDING SOURCES

1. Develop a plan for alternative revenues, including grants, sponsorships, and corporate event generating capabilities (Mid Term)
2. Develop a dedicated funding source, such as a portion of the hotel occupancy tax, sales tax, or parks and recreation fee assessed on utility bill (Short Term)
3. Develop fees for park shelter reservations and use fees to improve sites (Short Term)

4. Develop a fees and charges policy (Mid Term)
5. Develop cost of services for elements of service delivery, including programs, park maintenance, and rentals/reservations (Long Term)
6. Develop a parks foundation (Long Term)
7. Research the possibility of increasing developer impact fees (Short Term)
8. Develop a gift catalog for park improvements (Short Term)

---

#### 5.2.2 PARKS/LAND THEME—IMPROVE THE QUALITY OF PARKS AND LAND

---

##### 5.2.2.1 OBJECTIVE: IMPROVE PARK MAINTENANCE

1. Develop a process to divest unnecessary and underutilized park land (Short Term)
2. Develop maintenance user fees for athletic users and dedicate those funds to improve athletic field maintenance (Mid Term)
3. Identify areas to perform contract maintenance, such as median maintenance (Mid Term)
4. Develop park maintenance standards and provide adequate funding to support the adherence to standards (Mid Term)

---

##### 5.2.2.2 OBJECTIVE: IMPROVE PARK AND LAND ACCESSIBILITY

1. Create a security plan including park lighting, security cameras, call boxes, among other measures (Short Term)
2. Develop a pedestrian and trails plan for greater connectivity among parks and City facilities (Mid Term)
3. Develop four additional miles of trails, either through existing trail extensions, connections among parks, or adding trails to existing or new parks (Long Term)
4. Create Park Master Plans for key parks and renovate a park every three years, starting with Johnstone Park (Ongoing for the next 10 years)
5. Develop a plan to install consistent park signage throughout all parks (Short Term)
6. Acquire or re-allocate community park land toward 59 additional acres for neighborhood parks and 23 acres for linear/greenways acreage (Long Term)

---

##### 5.2.2.3 OBJECTIVE: IMPROVE PARK AMENITIES

1. Create a playground replacement schedule and develop a funding source for continued improvements (Short Term)
2. Develop lifecycle replacement schedule for park amenities, such as trails, benches, picnic shelters, parking lots, etc. (Short Term)
3. Develop a vehicle and equipment replacement program (Short Term)

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#### 5.2.3 RECREATION PROGRAM THEME—PROVIDE NEEDED SERVICES

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##### 5.2.3.1 OBJECTIVE: STRENGTHEN PARTNERSHIPS

1. Create a round table discussion process for similar providers to ensure appropriate mix of program offerings, which can be done on an annual basis (Mid Term)
2. Develop an inventory of programs currently offered by all service providers (In Progress)



3. Develop a task force for all affiliate athletic associations and serve as the liaison to the group (Mid Term)

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#### 5.2.3.2 OBJECTIVE: OFFER PROGRAMS ACCORDING TO RESIDENT NEED

1. Develop a plan to offer recreation programs, including an emphasis on programs for adults, active adults, and seniors, and nature programs (Short Term)
2. Develop recreation and community events, including bicycling, running, triathlon, and kids' triathlon events (Mid Term)
3. Develop a branded campaign for a Healthy Bartlesville (Mid Term)
4. Develop a program with other similar providers in the prevention of childhood obesity (Mid Term)

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#### 5.2.3.3 OBJECTIVE: DEVELOP A RECREATION PROGRAM SERVICE DELIVERY SYSTEM

1. Develop a seasonal recreation program guide (Short Term)
2. Establish a registration process for programs and services (In Progress)
3. Develop on-line registration capabilities (In Progress)
4. Improve the Web site to include recreation activity opportunities (In Progress)
5. Develop a customer satisfaction measurement system and program evaluation process (In Progress)

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### 5.2.4 RECREATION FACILITY THEME—DEVELOP RECREATION SPACES

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#### 5.2.4.1 OBJECTIVE: SEEK PARTNERSHIPS TO GAIN SPACE

1. Seek partner (s) to develop an indoor recreation center, with square footage of approximately 25,000 sq ft and 17, 680 additional square feet for indoor aquatics space (Short Term)
2. Develop an inventory of possible recreation space throughout the community, such as partnerships with churches, and develop plans to utilize space for recreation programs (Short Term)

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#### 5.2.4.2 OBJECTIVE: DEVELOP SPACE AND FACILITIES ACCORDING TO STANDARDS

1. Develop playgrounds for various age groups: preschool, elementary age students, teens, and seniors (Long Term)
2. Re-locate existing playgrounds to improve overall access and geographical equity to playground locations throughout the City in conjunction with the selling of underutilized park land (Short Term)
3. Develop an off leash area (Short Term)

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#### 5.2.4.3 OBJECTIVE: IMPROVE ATHLETIC FIELDS

1. Determine the economic benefits associated with existing sports tournaments (Long Term)
2. Continue plans to improve Price Fields (In Progress)
3. Seek partnership agreements for shared use of facilities such as the Bill Doenges Memorial Park Stadium and Oklahoma Wesleyan University (Short Term)
4. Develop one adult baseball field, according to the standards (Long Term)

5. Develop a soccer field, according to the standards (Long Term)

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5.2.5 IMPLEMENTATION GUIDELINES

In order to successfully deploy the Strategic Plan, the following steps should occur:

- All employees and park and recreation board members should receive a copy of the plan or electronic access to the plan.
- Regular reporting of the plan's progress should be completed. Break the plan into separate fiscal years and report one year at a time. At the beginning of each year, assign a staff member or a staff team to be responsible for regularly updating each initiative. Each initiative for the year should include a list of tactics that support the goal's completion. It is the project leader's responsibility to report on his/her goal, included in a monthly or quarterly report. A suggestion is to input each year's data on a spreadsheet that lists the themes, objectives and initiatives, the start date and completion date and which staff person is responsible for the initiative's completion.
- At the end of the year, each initiative should have an annual update, included in an annual report.
- Update major stakeholders on the plan's implementation and results on an annual basis.
- Have staff meetings on a quarterly or semi-annual basis to review the plan's progress and results.
- Report the Plan's progress to the board at least quarterly.
- The performance appraisal process should reflect the completion of master plan goals as an evaluation criterion.
- Track the measurement system on a quarterly basis. Some of the measures will be measured annually. Provide an annual narrative about the results. Review the inventory of measures on an annual basis and make adjustments, as necessary, to ensure the measures continuously add value to decision making.
- After completion of the first year of the Park and Recreation Development Plan, targets should be developed for the measurement system, after a baseline of information is developed
- There should be an annual just-in-time review of the next year's initiatives to determine if priorities have changed. This can be included in an annual retreat in which successive years' initiatives are discussed as part of the annual budget process. Initiatives should tie into the budget process
- It is good practice to have visual evidence of the progress being made in the strategic initiatives. Post a chart of each year's initiatives on office walls in administrative areas with a check-off column, designating completion
- For good government transparency, the Plan should be posted on the web site and regular discussion included in board meetings

- After each year of the Plan, the staff and board should review the Plan process and re-tool any parts of the process that need improvement
- Throughout the year, staff should develop a parking lot for new ideas and priorities that are generated and need to be incorporated in successive years

### 5.3 CONCLUSION

Bartlesville Parks and Recreation is at the beginning stages of establishing a sense of direction for parks and recreation services for community residents. Staff is currently working on many of the initiatives outlined in the final section of the plan and recognizes the areas of strength to grow upon and areas to concentrate on toward improvement opportunities.

The intent of the Park and Recreation Development Plan is to provide a framework for the successful accomplishment of the mission of establishing life-long, accessible recreation experiences. Community residents highly value the parks and facilities currently in place for public use. Moving forward, strategic initiatives will listen to the voice of the resident in future planning efforts. Efforts will be made to improve the ongoing quality of maintenance, divest parks that are underutilized, offer needed recreation programs, and take a leadership role in collaborating and cooperating with other community providers of recreation services. All of this will yield a greater quality of life and a contribution to the overall health and wellness of its residents, all with the intent of Bartlesville Parks and Recreation playing a vital role in the provision of City services.