



IMAGINE LAS VEGAS PARKS

PARKS SYSTEM PLAN OF THE CITY OF LAS VEGAS 2050 MASTER PLAN

NRS 278.160 (f)



Approved: Planning Commission - 05/09/2023, 23-0092-GPA1
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ACKNOWLEDGEMENTS

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01. EXECUTIVE SUMMARY

I.A

INTRODUCTION

CONTEXT

This Parks & Recreation Strategic Master Plan (“Plan”) element of the Las Vegas 2050 Master Plan (“Master Plan”) establishes standards, guidelines, objectives, policies and priorities for parks in Las Vegas and satisfies the “Recreation and Open Space Element” in NRS 278.160 (1)(f). The city of Las Vegas initiated this effort following completion of the city-wide 2050 Master Plan to align goals and reinforce a parks system which reinforces the guiding principles of the 2050 plan, contributing to an overall healthy community. Set within the unique natural settings of the Las Vegas valley, the city has a strong commitment to provide high-quality parks and recreation facilities and programs for the community. Building upon the Department of Parks, Recreation, and Cultural Affairs (“Department”) success, the Plan will provide direction for the next ten (10) years on the City’s park system, trails, recreation facilities and program development. This plan meets and exceeds accreditation standards for the Commission for the Accreditation of Parks and Recreation Agencies (“CAPRA”).

At its core, the 2050 Master Plan and this Plan are resilience strategies focused on smart and proactive planning around population health and key resources, beginning with water. Water is central to any consideration of public health and quality of life in Las Vegas. Thanks to impactful regional collaboration over the past twenty years, Las Vegas has emerged as a recognized leader in sustainable infrastructure and best practices. Like the 2050 Plan, this Plan emphasizes improved health outcomes, reduced water demand and heat island impacts, and improve quality of life for all Las Vegas residents today and in the future.

KEY PLAN OUTCOMES:

1. Continue community and neighborhood outreach and engagement started in the 2050 Master Plan to ensure more focused voices related to Parks and Recreation via diverse stakeholders in Las Vegas are heard and can help shape the future of the City’s parks and recreation system;
2. Integrate learnings from CAPRA accredited agencies nation-wide to ensure the City’s accreditation requirements are met and its standards of excellence are upheld;
3. Increase diverse recreational opportunities and align with equitable access and overall park space quantity goals embedded in the 2050 Master Plan;
4. Shape financial sustainability through “next” practices for the city to achieve the strategic objectives, identify revenue opportunities and ensure future operational and maintenance needs are addressed;
5. Develop a dynamic and realistic strategic action plan in order to establish, goals, policies, guidelines, and strategies for the City’s parks and recreation services to support the community and many businesses that call Las Vegas home.



CONNECTION TO 2050 MASTER PLAN

2050 VISION: *The city of Las Vegas will be a leader in resilient, healthy cities – leveraging the pioneering innovative spirit of its residents to provide equitable access to services, education, and jobs in the new economy.*

2050 PARK GOALS:

- Strengthen recreation and cultural opportunities for residents and visitors across the city.
- Improve access and connectivity of open spaces for ecological, social, health, and quality of life benefits.






Parks and recreation assets are one of the greatest contributors to environment and quality of life in the city of Las Vegas. As part of the 2050 Master Plan, residents ranked parks and recreation as the most affordable and highest quality amenity across all wards. The Department of Parks, Recreation, and

Cultural Affairs provides access to facilities, connections to nature and preservation of the Mojave Desert while offering beautiful parks, sports fields, reservable areas, pools, sports leagues, classes and activities for all ages and skill levels for the benefit of the city’s residents. Key to the department’s mission and success are:

- Maintaining and programming over 100 parks and facilities within the city limits, offering amenities for all individual and all levels
- Programming classes, sports, activities, campus, aquatics, events and rental facilities
- Providing pop-up parks to connect underserved areas with free activities, crafts, games, sports and fun

The 2050 Master Plan sets outcomes and implementation strategies to increase the quantity of open spaces and recreation elements in the city to 7 acres per 1,000 residents within a ¼ mile walk. The Plan’s parks and recreation component focuses on infill strategies as part of its best practices and tools.

2050 MASTER PLAN GUIDING PRINCIPLES FOR PARKS & RECREATION

EQUITABLE 	RESILIENT 	HEALTHY 	LIVABLE 	INNOVATIVE 
Increase the overall quantity and connectivity of parks and open space throughout the city to ensure all residents have access to parks nearby their homes	Utilize drought tolerant, water efficient parks and open space landscapes that address other environmental outcomes while also meeting the needs of the community.	Provide aesthetically pleasing, comfortable, and safe opportunities for residents of all ages to connect with nature.	Provide high quality, enjoyable recreation and leisure spaces of all types that emphasize placemaking space, arts, and culture.	Develop unique greenways, right-of-way spaces, rooftops, and spaces above parking structures for plazas, mini-parks, or park spaces if a traditional park cannot be built.



PURPOSE & BACKGROUND

PAST PLANS

Beyond city-focused and recreation efforts, other federal, state, and local efforts have contributed to conserving, creating, and maintaining local area parks that should influence city parks and recreation strategies, despite not all facilities being located within city limits.

- **2050 City of Las Vegas Master Plan.** Identified sixteen areas of the city encompassing neighborhoods, districts, and nodes in various parts of the City. For each area, identified metrics and goals for physical and policy-focused improvements. Adopted by the Las Vegas City Council in July 2021.
- **(S) Southern Nevada Strong.** Adopted in 2015, the Southern Nevada Strong Regional Plan (SNS) is the comprehensive regional policy plan administered by the RTC. SNS envisions how Southern Nevada and its jurisdictions can develop for long-term economic success by integrating education, transportation, the environment, economic competitiveness, health care, and housing. This master plan conforms with the goals, objectives, and strategies established by SNS and is intended to align with overarching regional efforts for balanced economic, social, physical, environmental, and fiscal growth and development.
- **(S) Southern Nevada Water Resources Plan.** SNWA's Water Resource Plan provides an overview and outline of the region's water resources and conservation efforts. Given future population forecasts and the water resource portfolio and supplies for Southern Nevada, the plan describes SNWA's efforts to meet demands of its member

entities, including the LVVWD that serves much of the City. It also provides important considerations and scenarios for climate change that may impact the availability of its most important resource, the Colorado River.

- **(F) The Red Rock Canyon National Conservation Area Establishment Act and Red Rock Canyon National Conservation Area Resource Plan** ensure the provision of unique recreational opportunities to residents and visitors and greatly enhances the portfolio of parks and leisure facilities provided by the city.
- **(F) The Southern Nevada Public Lands Management Act (SNPLMA)** allows the Bureau of Land Management (BLM) to dispose of public land, with a portion of land sales proceeds that may be used for conservation and the development of parks, trails and natural areas by local and federal agencies. The city accesses these funds through a competitive application process.
- **(S) The Nevada Division of State Parks (NDSP)** serves as a liaison to the National Parks Service and is responsible for creating a Statewide Comprehensive Outdoor Recreation Plan (SCORP).
- **(L) Mobility Master Plan:** the Mobility Master Plan was developed to inform the city of specific street, transit, bicycle, and pedestrian projects throughout the City. This sub-plan helps inventory and explain the needs for transportation improvement projects.



SEE ALSO:

[*Nevada State Comprehensive Outdoor Recreation Plan*](#)

PLANNING PROCESS AND CONNECTION TO CAPRA

This Strategic Master Plan helps fulfill the required standards for Chapter 2.4 and Chapter 2.5 for accreditation by the Commission for the Accreditation of Parks and Recreation Agencies (“CAPRA”). This plan is a community-input driven process that is influenced by demographic projections and recreation trends and connected to the City’s 2050 Master Plan. CAPRA Accreditation is an identified outcome of the City of Las Vegas 2050 Master Plan. The city recently submitted the NRPA Gold Medal Award application to kickoff accreditation efforts. The city will continue the CAPRA accreditation process at the end of 2023/beginning of 2024.

CAPRA accreditation includes five (5) steps:

- Submission of application with fee (initial applicants only) or payment of annual fee or review fee if agency is reaccrediting
- Training of agency staff on the accreditation process
- Development of the agency self-assessment report
- Host group of CAPRA visitors for onsite visitation
- Commission review and decision at annual hearing

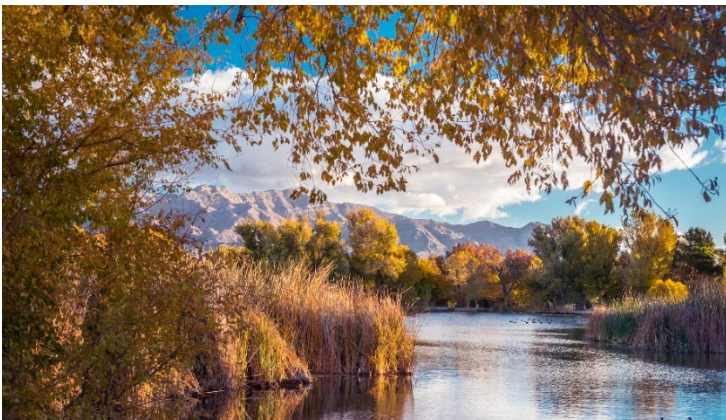
02. WHO WE ARE

INTRODUCTION

A key component of ImagineLV Parks is a Demographic & Recreation Trends Analysis. The purpose of this analysis is to provide the Department of Parks, Recreation, and Cultural Affairs insight into the general makeup of the population they serve and identify market trends in recreation. It also helps quantify the market in and around the city of Las Vegas and assists in providing a better understanding of the types of parks, facilities, and programs/services that are most appropriate to satisfy the needs of residents.

This analysis is two-fold – it aims to answer the who and the what. First, it assesses the demographic characteristics and population projections of city residents to understand who the Department serves. Secondly, recreational trends are examined on a national and local level to understand what the population served wants to do. Findings from this analysis establish a fundamental understanding that provides a basis for prioritizing the community's need for parks, trails, facilities, and recreation programming.

 <p>PARKS AND RECREATION VISION</p> <p><i>"TO BE AN ICONIC LEADER"</i></p>	 <p>PARKS AND RECREATION MISSION</p> <p><i>"TO CREATE A COMMUNITY WHERE EVERYONE BELONGS"</i></p>	 <p>CORE VALUES/GUIDING PRINCIPLES</p> <ul style="list-style-type: none">• Kind• Committed• Smart• Sustainable• Iconic• Service Values
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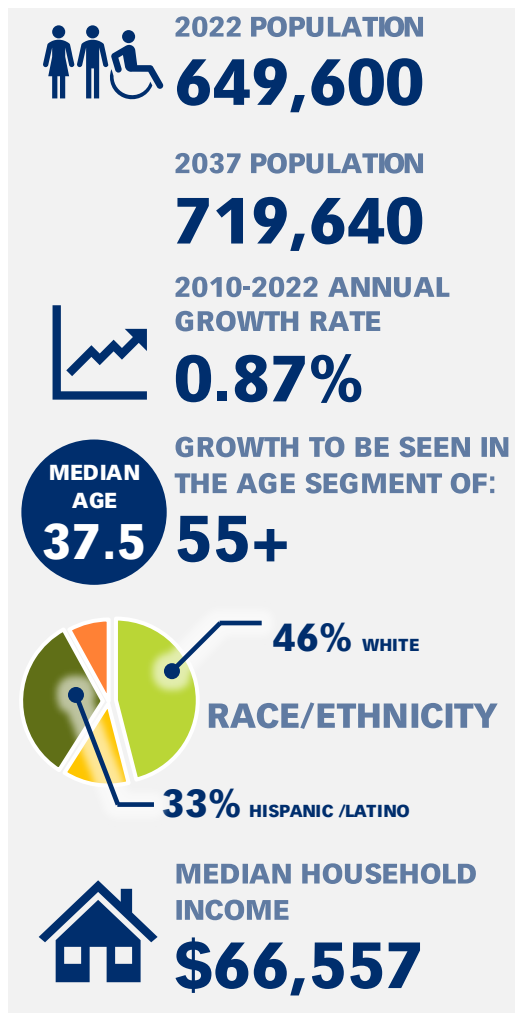


DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population within the city based on estimates of the 2022 population. This assessment is reflective of the City's total population and its key characteristics such as age segments, race, ethnicity, and income levels. It is important to note that future projections are based on historical patterns and unforeseen circumstances during and/or after the time of the analysis could have a significant bearing on the validity of the projected figures.

Demographic data used for the analysis was obtained from U.S. Census Bureau and 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.

DEMOGRAPHIC OVERVIEW



ANALYSIS BOUNDARY

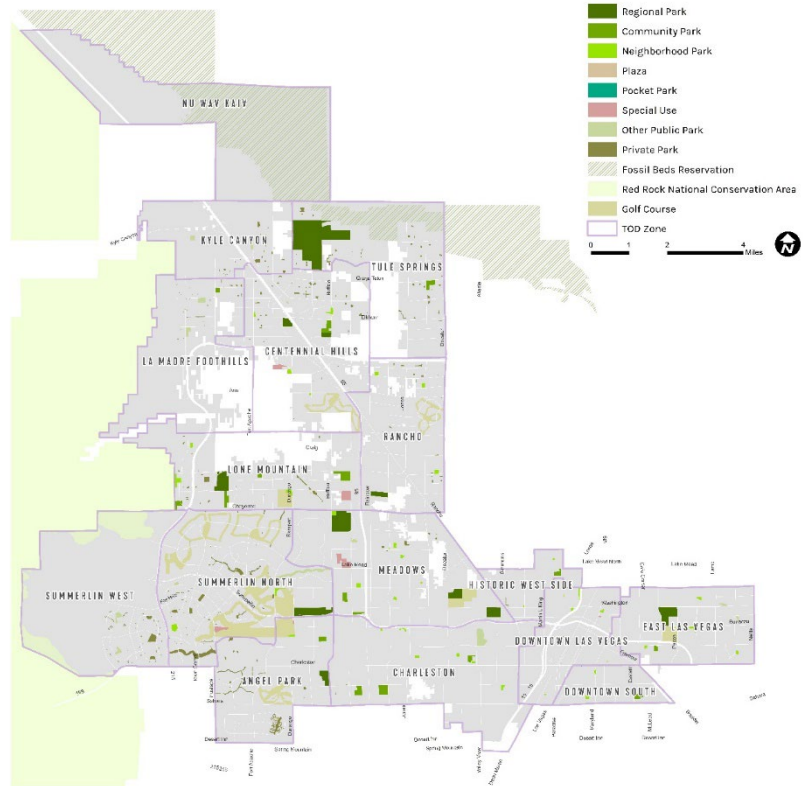


Figure 1: Analysis Boundary





DEMOGRAPHIC SUMMARY

- The City's recent **population annual growth** rate since the 2010 Census (.87%) is higher than the U.S.'s (0.74%) annual growth rate over that period.
- When assessing **age segments**, the City currently exhibits a younger population than the national average, however, the population is expected to age consistently over the next 15 years.
- The City's **racial distribution** has undergone rapid diversification since the 2010 Census, with increased representation amongst all defined racial groups expected over the next 15 years.
- Las Vegas's percentage of **Hispanic/Latino population** (33.4%) is well above the national average (18.9%).
- The City's **per capita income** (\$36,109) and **median house income** (\$66,557) are both higher than state (\$32,629 & \$62,043) and national (\$35,384 & \$64,994) averages.

DEMOGRAPHIC IMPLICATIONS

While it is important not to generalize recreation needs and priorities based solely on demographics, the analysis suggests some potential implications for the city.

- The population has grown at a rate above the National average over the last 12 years, and projections show continued growth moving forward. The Department must continue to monitor population growth to ensure that programs, facilities, and amenities are keeping up with community growth.
- The City's young population indicates a need to focus on young adults and young families, however, projections show the population will age over the next 15 years with one in three residents being 55 and older by 2037. This also indicates the importance to create multigenerational programming to balance the needs of this growing, active aging population.
- The local populace has diversified since the 2010 Census and there is a continued increase in race and ethnicity composition projected over the next 15 years. The Department should utilize this expanding cultural variation to ensure staffing, programming, events and facility offerings are representative of the community.
- Household income and individual income are marginally higher than both the state and national averages. This emphasizes the importance of high-quality offerings and experiences to meet the community's expectations which ensuring good value for the experience

RECREATION TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, regional, and local recreational trends as well recreational interest by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association’s (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

LOCAL SPORT AND LEISURE MARKET POTENTIAL

The following charts show sport and leisure market potential data for Las Vegas residents, as provided by ESRI. Market Potential Index (MPI) measures the probable demand for a product or service within the defined service areas. The MPI shows the likelihood that an adult resident will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in four (4) categories – general sports, fitness, outdoor activity, and commercial recreation.

It should be noted that MPI metrics are only one data point used to help determine community trends; thus, programmatic decisions should not be based solely on MPI metrics.

The following charts compare MPI scores for all 46 sport and leisure activities that are prevalent for residents within the City. The activities are categorized by activity type and listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater likelihood that residents within the service areas will actively participate in those offerings provided by the Department. Conversely, below-average MPI scores signal lower levels of participation for a given activity and may suggest where there is a need for certain recreational spaces, amenities, and/or programs.

GENERAL SPORTS MARKET POTENTIAL

The General Sports category shows all activities besides Softball (96) and Golf (96) scoring above the national average. The top four general sports regarding MPI were Soccer (122), Volleyball (110), Basketball (109), and Football (105). It is important to note that Pickleball is not currently tracked for MPI metrics yet, however, pickleball is currently one of the fastest growing sports in the country.

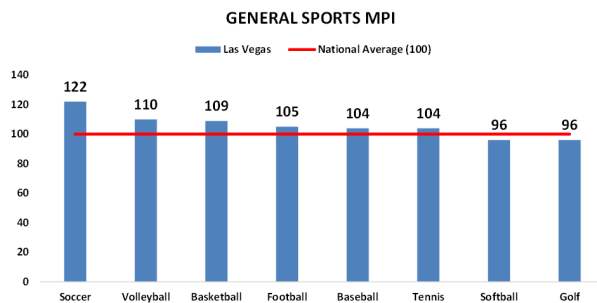


Figure 2: General Sports Market Potential

FITNESS MARKET POTENTIAL

Assessing MPI scores for the Fitness Activity category reveals that Zumba (119) is the only activity with an MPI above 100 with Weightlifting (100) right at the national average.

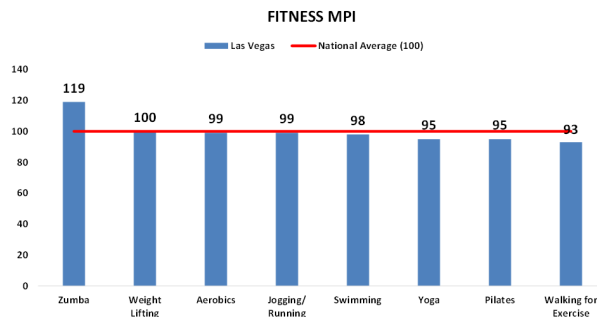


Figure 3: Fitness Market Potential

OUTDOOR ACTIVITY MARKET POTENTIAL

MPI for outdoor activities had four of the ten listed activities at or above the national levels. Those activities were Rock Climbing (112), Saltwater Fishing, and Backpacking (both 100).

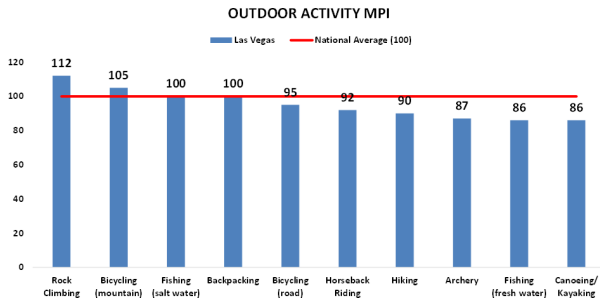


Figure 4: Outdoor Activity Market Potential

COMMERCIAL RECREATION MARKET POTENTIAL

The Commercial Recreation category shows notable MPI scores that pertain to potential parks and recreation programs and/or facilities. This includes Played portable video/electronic game (108), Played console video/electronic game (107), Visited a zoo (102), Attended adult education course (102), and Participated in a book club (101).

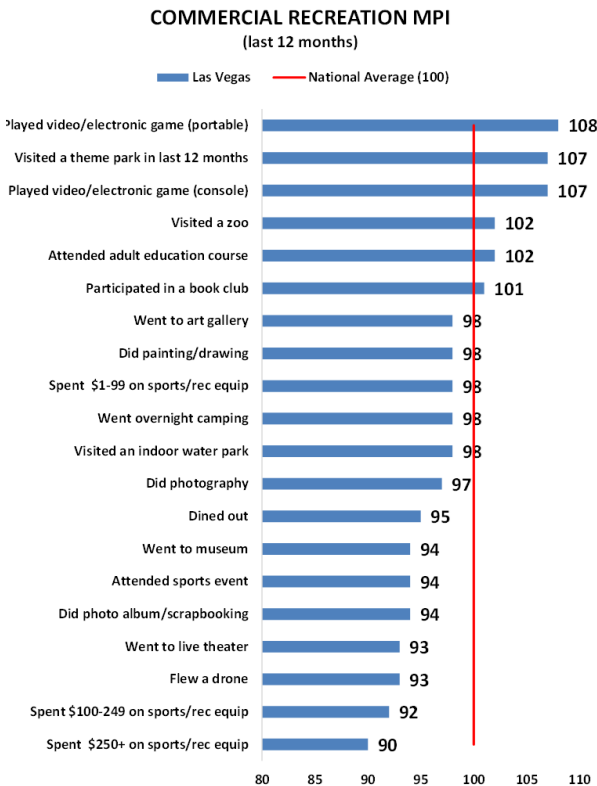


Figure 5: Commercial Recreation MPI

NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association’s (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2022* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 118 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on the frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than 50-times per year, while for sports, the threshold for core participation is typically 13-times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants. For more detailed information on **Core vs. Casual Participation**, see the **Appendix**.

IMPACT OF COVID-19

Approximately 232.6 million people ages 6 and over reported being active in 2021, which is a 1.3% increase from 2020 and the greatest number of active Americans in the last 5 years. There were more things to do as outdoor activities thrived, fitness at home became more popular, and team sports started back up after the COVID-19 hiatus.

Americans continued to practice yoga, attend Pilates training, and workout with kettlebells. They were drawn to the ease of pickleball and the competitiveness of tennis. Many started at indoor climbing, while others took to the hiking trail. The waterways traffic had an increase of stand-up paddlers, kayaks, and jet skis. Gymnastics, swimming on a team, court volleyball, and fast-pitch softball benefited from the participation boom created by the Olympics.

Water sports had the largest gain in participation rates. Activities such as kayaking, stand-up paddling, and boardsailing/windsurfing all contributed to the 2.0 percent increase. Outdoor sports continued to grow with 53.9 percent of the U.S. population participating. This rate remains higher than pre-pandemic levels, having 6.2 percent gain over 50.7 percent participation rate in 2019. The largest contributor to this gain was trail running having increased 5.6 percent in one year and 13.9 percent from 2019.

Generationally, fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z generation participated in one type of outdoor activity. Team sports were heavily dominated by generation Gen Z.

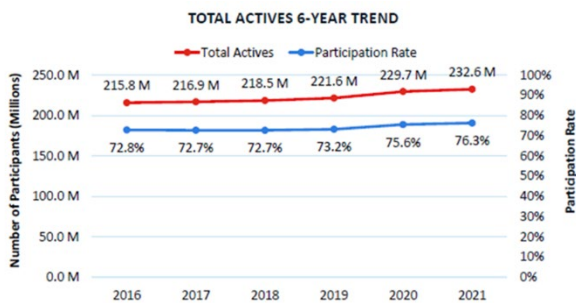


Figure 6: Total Actives 6-Year Trend

NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball’s overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a driveway pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or Golf Entertainment Venues have increased drastically (72.3%) as a 5-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.

HIGHEST NATIONAL PARTICIPATION LEVELS (2021)

- 01 Basketball
- 02 Golf
- 03 Tennis

TRENDS

One-year trends share various similarities with five-year trends, most notably in participation increases for Pickleball.

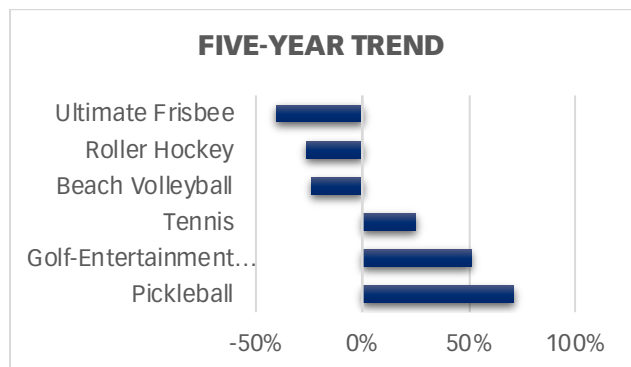


Figure 7: Five-Year Trend

HIGHEST NATIONAL PARTICIPATION LEVELS (2021)

- 01 Fitness Walking
- 02 Treadmill
- 03 Free Weights



NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2021 also were those that could be done at home or in a virtual class environment.

TRENDS

In the last year, activities with the largest gains in participation were those that can be done alone at home or socially distanced outdoors. The one-year trends saw similarities with five-year trends, experiencing a decrease in triathlons and kickboxing, and an increase in toga and trail running.

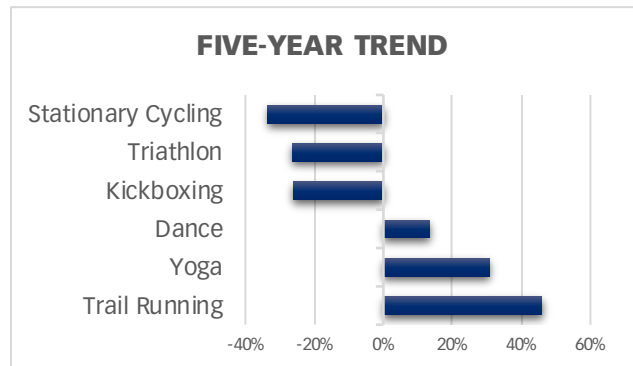
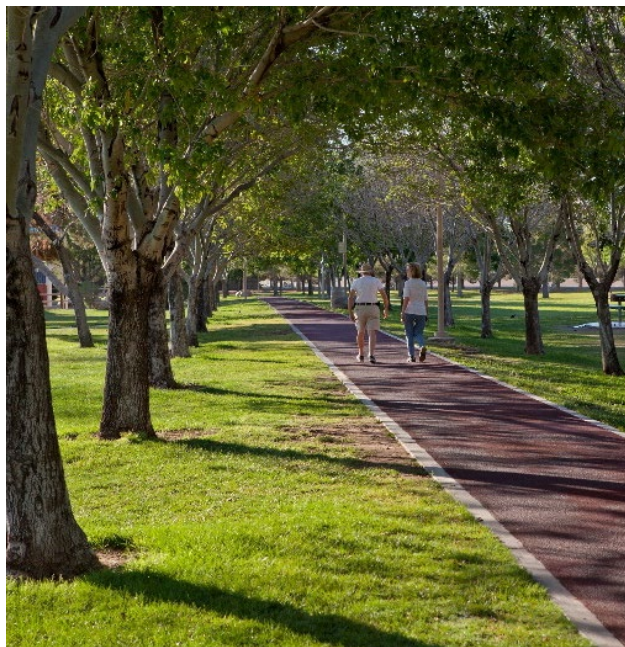


Figure 8: Five-Year Trend



NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. These include canoeing / kayaking, hiking, bicycling (road and mountain, rock climbing, backpacking, archery, fishing and horseback riding. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints.

HIGHEST NATIONAL PARTICIPATION LEVELS (2021)

- 01 Day Hiking
- 02 Road Bicycling
- 03 Freshwater Fishing

TRENDS

The one-year trend shows almost all activities declining in participation from the previous year. However, day hiking continues to grow in participation.

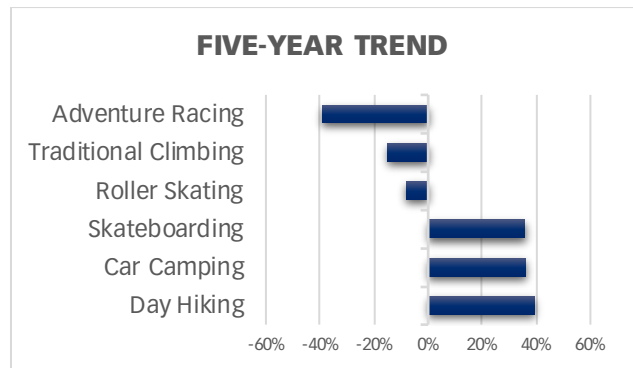


Figure 9: Five-Year Trend



NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2021, Fitness Swimming remained the overall leader in participation (25.6 million) amongst aquatic activities, despite the fact that most, if not all, aquatic facilities were forced to close at some point due to the COVID-19 pandemic.

HIGHEST NATIONAL PARTICIPATION LEVELS (2021)

- 01 Fitness Swimming

TRENDS

Assessing the one-year and five-year trend, no activity has experienced an increase from 2016-2021, most likely due to the accessibility of facilities during Covid-19.



03. WHAT WAS HEARD

PUBLIC INPUT

To establish a better understanding of the City's current state and to help determine the needs and priorities for the future, the planning process incorporated a variety of input from city residents.

This included a series of key stakeholder interviews and focus group discussions, as well as three virtual public meetings, a statistically valid survey, an online survey, community pop-up outreach, and online comments through the crowd-sourcing project website www.imaginelvparks.com. The following sections summarize and highlight the key findings from each stage of the extensive public input process.



These mediums helped engage nearly 2,000 participants representing a variety of groups in the city and included representatives from:

- Bureau of Reclamation
- City of North Las Vegas
- Las Vegas City Council
- Las Vegas High School
- Las Vegas High School
- Las Vegas Metro Police
- Log Cabin Master HOA
- Nevada Department of Wildlife
- Play It Safe Playgrounds
- Red Rock Canyon National Conservation Area
- USTA Nevada
- City of Las Vegas Volunteers
- Downtown Las Vegas Soccer Club
- Las Vegas Department of Development Services
- Las Vegas Horse Carriage
- Las Vegas Softball Association
- LVBarStarzz
- Parks and Recreation Advisory Commission
- Police Athletic League of Southern Nevada
- Regional Open Space & Trails Committee
- YMCA of Southern Nevada

KEY STAKEHOLDER AND FOCUS GROUPS SUMMARY

During the 2050 Master Plan engagement process, Applied Analysis conducted multiple statistically significant surveys at a city-wide and ward-specific level. Community responses pertaining to Parks and Recreation heavily impacted plan goals and strategies for the 2050 Master Plan and set the stage for this Parks and Recreation Plan update. The consulting team and staff also launched a website presence www.ImagineLVParks.com to engage the community, share plan updates and provide opportunities for ongoing input.

In January 2021, the project team convened with various groups to assess the community's needs across the City. The purpose of these meetings was to gain insight into the current strengths, opportunities, and priorities for the park system, and to better understand future parks, recreation and cultural services needs of the Department while ensuring a connection to the City's 2050 Master Plan.

STRENGTHS

Based on feedback from key stakeholder interviews, common themes arose in many conversations. These themes included the variety of Department offerings (parks/amenities/natural resources/programs), the quality of staff, maintenance/cleanliness of facilities and parks, overall planning of the city and department, and overall value provided by the system to the community.

The top priorities for the Department in order of support based on comments from participants in the key stakeholder and focus group meetings, as well as their specific comments were as follows:

01. Accessibility & Inclusion
02. Trails/Connectivity
03. Recreation
04. Community Outreach
05. Safety

OPPORTUNITIES

Stakeholders were asked for opportunities to bolster the Department's offerings. The common themes that arose included improving access, connectivity through adding/expanding the trail system, sustainability, increasing awareness of the system, and better safety measures. There were also a number of suggestions for new offerings that the Department could consider.

TOP PRIORITIES

This initial phase of the master plan process helps to begin identifying the needs of the community and the desire to work collaboratively to create a world-class park and recreation system.

PUBLIC INPUT MEETINGS

In tandem with the stakeholder and focus group interviews, the consulting team also hosted three hybrid public input meetings to engage city residents. These were held over three days and shared with the attendees the project process and initial demographic findings while soliciting their feedback on the parks system through live polling.

Attendees (in-person and virtually) were able to respond to these questions and view responses in real-time using "Mentimeter" to answer a series of questions related to usage and need for parks, trails, facilities, and programs. Upwards of 150 participants, representing a variety of interests participated in the public forums. The below infographic shows key data from this polling.



ELECTRONIC SURVEY

METHODOLOGY

The Consulting team conducted an online survey (powered by SurveyMonkey) to gain a better understanding of the characteristics, preferences, and satisfaction levels of the Department users. The survey was open for just over five weeks, from May 31st through August 2nd, 2021, and received a total of 963 responses (906 in English, 57 in Spanish).

This online survey mirrored the statistically valid survey conducted back by ETC Institute. This allowed residents who may have not been randomly selected to participate in the statistically valid surveys an opportunity to be part of the community input process.

SURVEY COMPARISON

 Statistically Valid Survey	 SurveyMonkey Online Survey
<ul style="list-style-type: none"> • 647 households (Goal of 600) • Precision rate of at least +/- 3.8% at the 95% level of confidence • Residents were able to return the survey by mail, by phone or completing it online • Only scientific & defensible method to understand community needs • Translation services available in multiple languages including Spanish 	<ul style="list-style-type: none"> • 963 responses • No precision rate or level of confidence due to there being no selection criteria for respondents • Asked same questions as the Statistically Valid Survey • Provides further insight on community expectations • Available in English and Spanish



Overall, the findings from the Online Community Survey are fairly similar to the Statistically Valid Survey results. In many instances, the results mirror each other.

FINDINGS & LIMITATIONS

After analyzing the data collected from both surveys there are several key findings that rose to the surface:

- The higher percentages of usage/participation shown in the Online Survey can be attributed to the fact that the Online Survey is generally taken by current, engaged users of the park/facility/system, etc., while the random selection of the statistically-valid survey means a higher likelihood of non-users giving their feedback and is a better representation of the community as a whole.
- The Online Survey showed a substantial overrepresentation of White/Caucasian participants between the ages of 25-44 compared to the Statistically Valid Survey.
- Online Surveys tend to have younger respondents compared to statistically valid survey respondents who are older.
- “I don’t know what is offered” was the top barrier to participation in both surveys by a large margin, indicating a need for increased and/or better marketing practices.
- Both surveys indicate strong community interest in Food Events (farmers market, food tastings, beer/wine).
- The under-representation Black/African American respondents on the Online Community Survey should be noted as it could indicate an opportunity to better reach these growing and historically underserved demographics.



SEE ALSO:

Chapter 03. Needs Assessment for more information on the Statistically Valid Survey

NEEDS ASSESSMENT

STATISTICALLY VALID-NEEDS ASSESSMENT INTRODUCTION

SETTING THE STAGE: 2050 MASTER PLAN

The use of park resources is reinforced by the statistically significant ward-based resident survey where 67% of residents find parks above average quality, 73% of residents feel at least moderately safe in city parks, and over 60% of residents use amenities like open spaces and walking trails at parks.

73% of residents also noted that there are park amenities that are missing or could be improved, thus, embedded in the 2050 Master Plan recommendations is a desire to increase the quantity of parks and access to parks in the city as growth continues.

OVERVIEW

ETC Institute administered a Parks and Recreation Needs Assessment on behalf of the city of Las Vegas. The purpose of the assessment was to analyze residents’ opinions about various topics regarding the community’s parks, trails, recreation facilities, programs, and services. The analysis will establish priorities for the future improvement of Parks and Recreation services and aid city leaders in making decisions that best reflect the needs of the community.

METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in the City. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Households who received the survey were given the option of returning the survey by mail or completing it online at www.LasVegasSurvey.org. To encourage participation, approximately ten days after the surveys were mailed, ETC Institute sent e-mails/text messages to the households that received the survey. The e-mail/text contained a link to the online version of the assessment to make it simple for residents to complete.

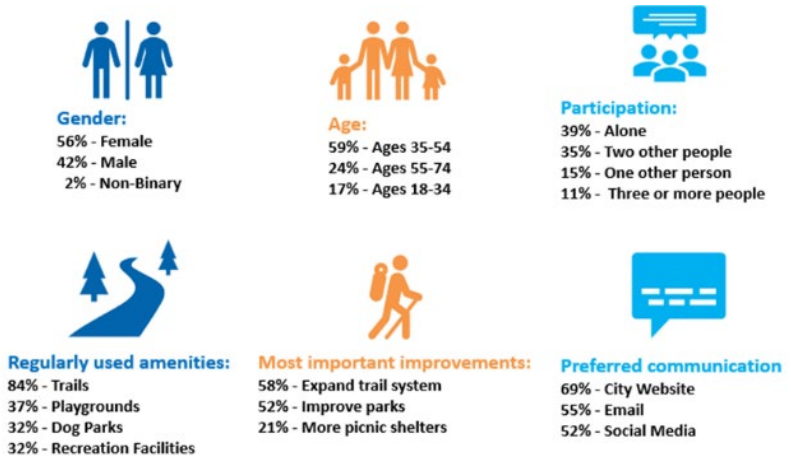


Figure 10: Needs Assessment Summary

- The goal was to obtain 600 completed surveys from city residents. A total of 647 surveys were collected. The sample collected is representative of the city demographics, thus providing statistical-validity.
- The overall results for a sample survey of 647 surveys have a precision of at least +/- 3.8% at the 95% level of confidence.

KEY FINDINGS

VISITATION

81.2% of households, 6.3% above the National Average, visited city parks, trails, recreation facilities, and open spaces during the past year.

- 55.0% of these households visited at least once a week
- 44.9% visited at least once a month

ORGANIZATIONS USED

Over half of households indicated that in the past year they have used Clark County parks/facilities (52.6%) and the Department of Parks, Recreation, and Cultural Affairs (52.4%) for recreation and/or sports activities.

PARTICIPATION

During the past two years, 35.0% of households have participated in programs/events offered by the Department.

- Of these households, 78.6% participated in 1 to 3 programs/events
- 21.5% participated in 4 or more programs/events

QUALITY

- 87.5% rated the quality of city Parks and Recreation programs/events as excellent or good (8.8% above the National Average), 10.3% gave a fair rating, and 2.2% gave a poor rating
- 77.4% rated the physical condition of all city parks, trails, facilities, and open spaces as excellent or good, 20.1% gave a fair rating, and 2.5% gave a poor rating.

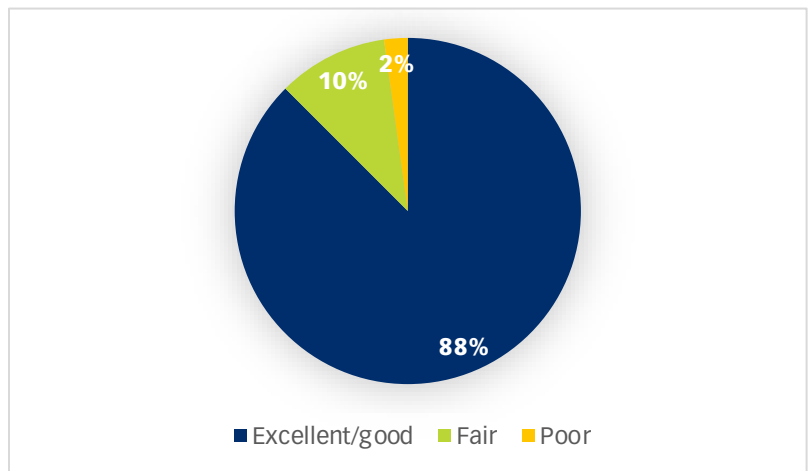


Figure 11: Quality of City Parks and Recreation Programs/Events

PERCEPTION OF VALUE

Since the recent COVID-19 Pandemic, household perception of the value of parks, trails, and recreation has largely increased.

COMMUNICATION

Households were asked what three methods of communication they most prefer the city to use to communicate about parks and recreation programs and events.

Based on households' top three choices, over one-third of households prefer the city website, social media, and an email newsletter.

TRAVEL

- The majority of households (56.6%) feel there are sufficient parks and open-space areas within a ten-minute walk from their residence.
- Most households (77.4%) drive and 50.5% walk to parks, trails, recreation facilities, and open spaces

EVENT INTEREST

Households would be the most interested in food events, performing arts events, holiday celebrations, and cultural celebrations.

LEVEL OF SUPPORT

Households are most supportive of developing new and improving connectivity/accessibility of existing trails, adding/improving restrooms in parks, and improving existing picnic shelters/pavilions.

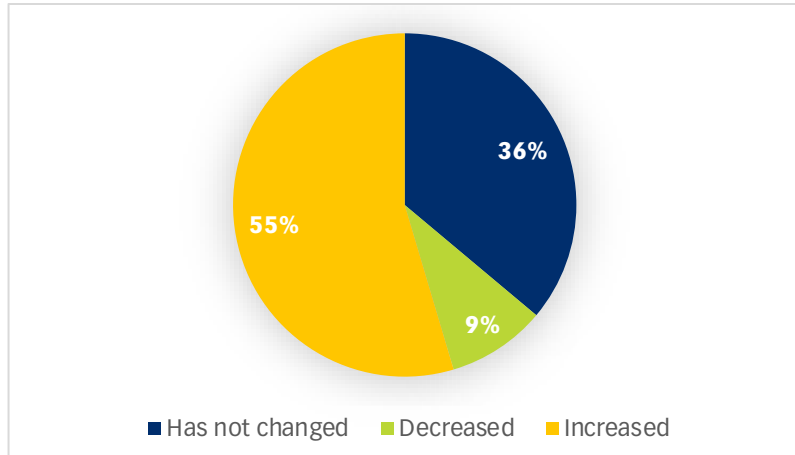


Figure 12: Perception of Value

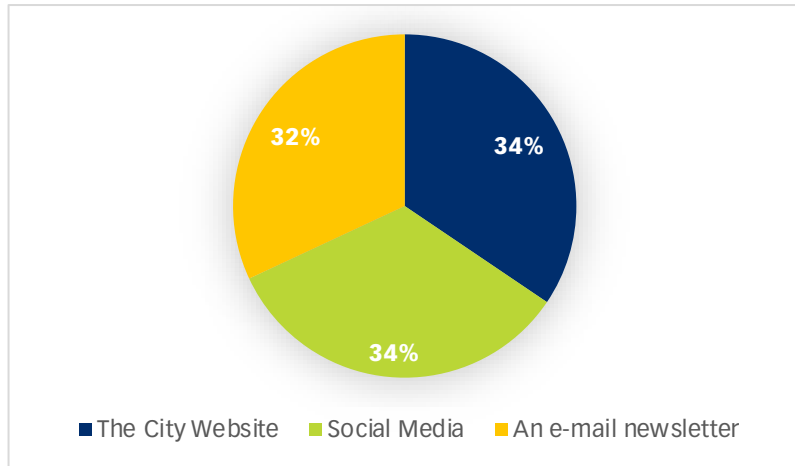


Figure 13: Communication



AMENITY, FACILITY, AND PARK NEEDS AND PRIORITIES

FACILITY/AMENITY NEEDS

Respondent households were asked to identify if they had a need for 38 facilities/amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities and amenities. The top four facilities/amenities with the highest percentage of households whose needs are currently being partly and not met are listed below.

- Shade structures – 81,499 households (31.4%)
- Trees – 78,580 households (30.3%)
- Nature education parks, centers, native habitat gardens – 69,766 households (26.9%)
- Walking trails – 66,546 households (25.6%)

IMPORTANCE OF PARKS AND RECREATION FACILITIES/AMENITIES

The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments.

The Priority Investment Rating (PIR) equally weighs (1) the importance that households place on each facility/amenity/program and (2) how many households have unmet needs for the facility/amenity/program.

Based on the sum of households’ top four choices, the most important Parks and Recreation facility/amenity to households are walking trails (51.6%). The list below shows the top five facilities/amenities most important to households.

- Walking trails (51.6%)
- Biking/multi-use paved trails (22.3%)
- Trees (22.3%)
- Off-leash dog parks (21.0%)
- Shade structures (20.7%)

Top Priorities for Investment for Recreation Facilities & Amenities

Based on the Priority Investment Rating (PIR)

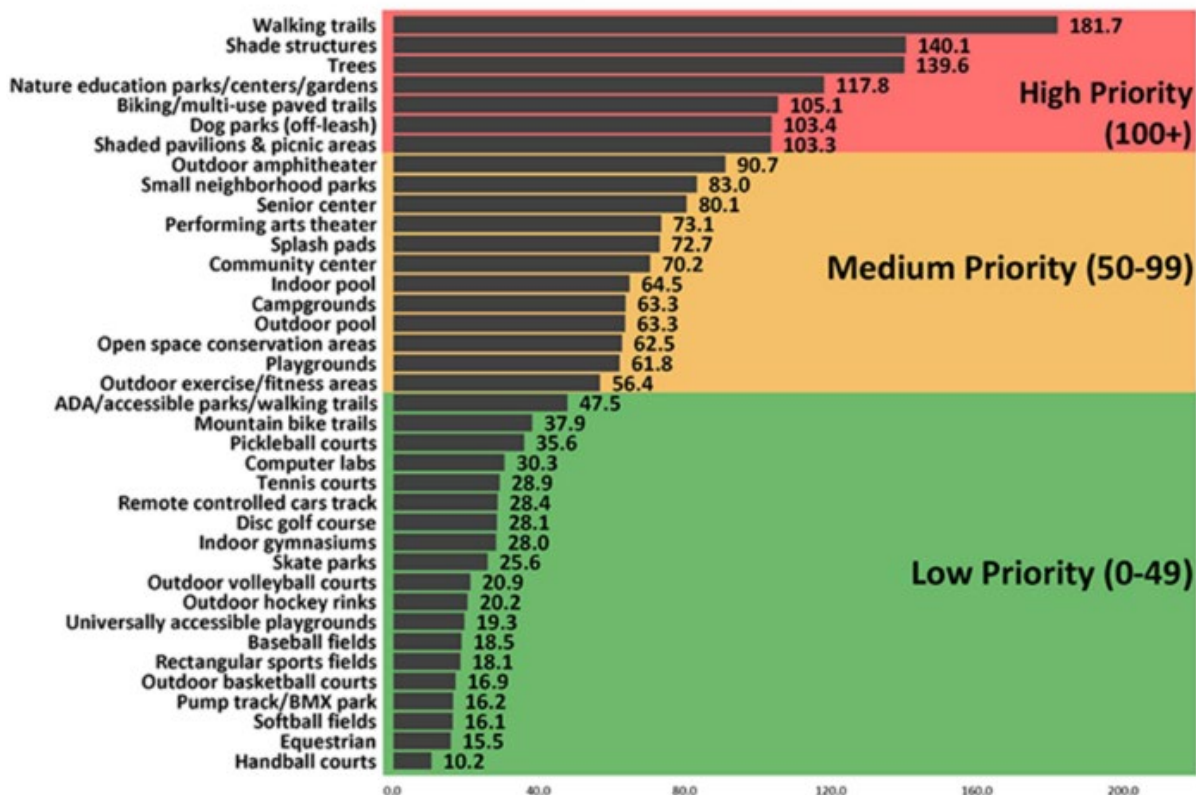


Figure 14: Top Priorities for Investment – Recreation Facilities & Amenities

RECREATIONAL PROGRAM NEEDS

Households were asked to identify if they had a need for 34 recreational programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for each of the programs. The estimated number of households with an unmet need for adult fitness and exercise classes (85,325 households) was significantly higher than the estimated number of households with unmet needs for other programs. The three programs with the highest percentage of estimated households whose needs are currently being partly and not met are listed below.

- Adult fitness and exercise classes – 85,325 households (32.9%)
- Senior programs – 57,217 households (22.1%)
- Adult arts/crafts programs – 53,320 households (20.6%)

IMPORTANCE OF RECREATIONAL PROGRAMS

In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each one. Based on the sum of households’ top four choices, the program that is important to the highest number of respondents is Adult fitness and exercise classes (34.2%).

The percentage of residents who selected each recreational program as one of their top four choices is depicted below.

PRIORITIES FOR RECREATIONAL PROGRAM INVESTMENTS

Based on the Priority Investment Rating (PIR), the five recreational programs were rated as high priorities for investment are as follows:

- Adult fitness & exercise classes (200.0)
- Senior programs (124.4)
- Community special events (109.1)
- Weight/cardio rooms (103.4)
- Gardening beds (102.3)

Top Priorities for Investment for Recreation Programs

Based on the Priority Investment Rating (PIR)

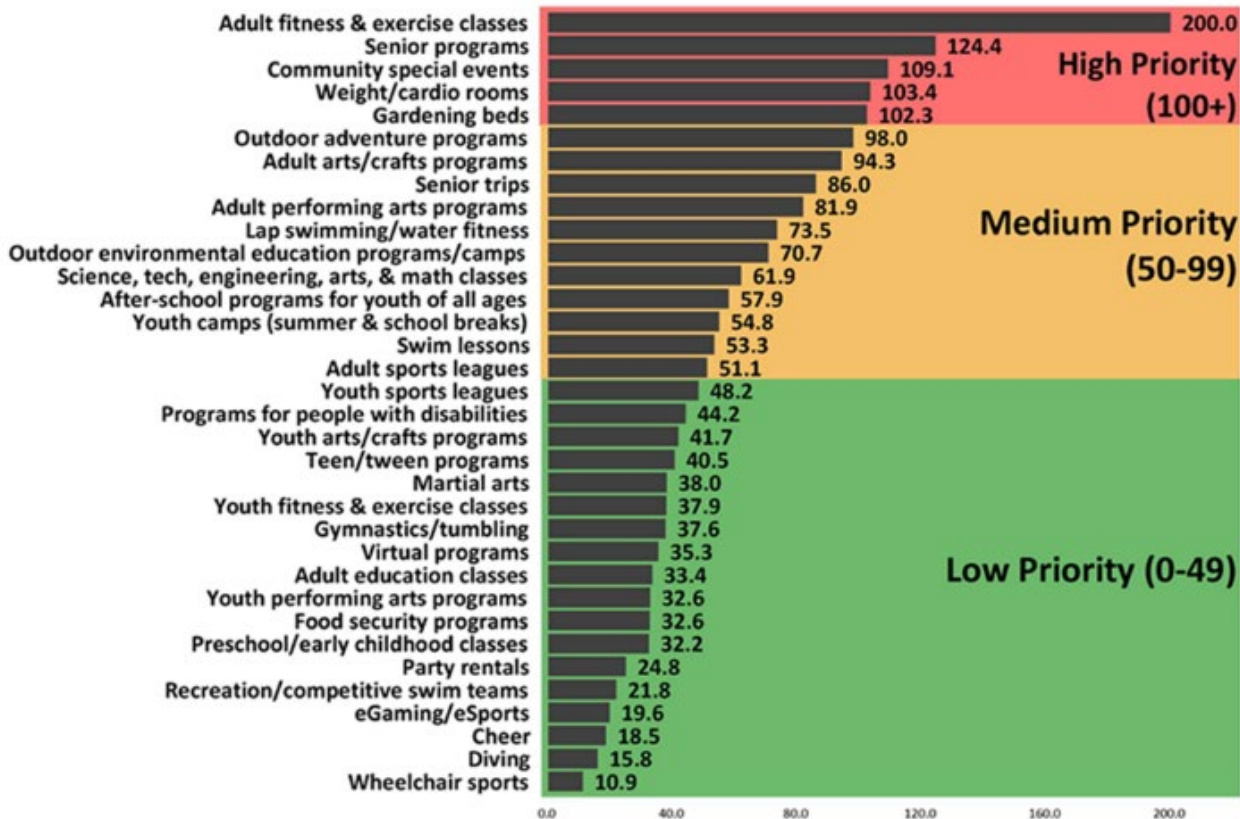


Figure 15: Top Priorities for Investment – Recreation Programs

CONCLUSIONS

To ensure that the city continues to meet the needs and expectations of the community, ETC Institute recommends that the Department sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The ratings for Parks and Recreation facilities, amenities, and recreational programs are listed below.

Parks and Recreation Facilities/Amenities Rated as High Priority Items:

1. Walking trails
2. Shade structures
3. Trees
4. Nature education parks/centers/garden
5. Biking/multi-use paved trails
6. Dog parks (off-leash)
7. Shaded pavilions & picnic area

Recreation Programs Rated as High Priority Items:

1. Adult fitness & exercise classes
2. Senior programs
3. Community special events
4. Weight/cardio rooms
5. Gardening beds



04. WHAT WAS OBSERVED

PARK, PROGRAMS & PEOPLE

The following sections outline the observations and analysis of data provided by staff and its impact on programs, park amenities and the community in general. In addition, it shares key findings and information from the operations and staffing assessment and key park classifications based on types and nature of anticipated use for the parks.

CURRENT ADMINISTRATION

DEPARTMENT OF PARKS, RECREATION & CULTURAL AFFAIRS

Parks and recreation service has been provided by the city of Las Vegas for over 60 years, beginning in 1949 with the administration of leisure services by the Department of Parks and Leisure Activities. Over time, the administration of the park system has changed as the city has grown and the local government has expanded to meet the needs of residents.

The Department's goals are to help improve economic health; reduce crime; contribute to the conservation of natural resources; provide educational, recreational, and cultural activities for youth and adults of all ages; create a strong sense of community; potentially increase the value of property; promote an increase in fitness and a reduction in obesity; contribute to the

preservation of aesthetic values; and support overall quality of life.

The Department is responsible for programming and staffing of leisure service centers and programming parks. However, the Department does not own, manage, or operate any municipal golf courses within the City. Parks, Recreation & Cultural Affairs oversees the Parks and Recreation Advisory Commission. Eleven commission members are appointed by the City Council and serve for a three-year term. The Commission's duties are:

- To make recommendations, in cooperation with the Director of the Department of Parks, Recreation & Cultural Affairs, to the City Council on matters pertaining to public parks and public recreation and to cooperate with other governmental agencies and civic groups to facilitate sound park and recreation planning;
- To aid in coordinating the parks and recreation services with other governmental agencies and other voluntary organizations;
- To assist in the functions of the Department of Parks, Recreation & Cultural Affairs which involve or affect the public; and
- To make recommendations to the City Council on

matters pertaining to municipal golf courses, including, but not limited to capital improvements and green fees or any other charges to the public for use of the facilities. The City Council may adopt in accordance with LVMC

[13.36.050](#)



DEPARTMENT OF PUBLIC WORKS

The City's Department of Public Works is responsible for coordinating land resources with the Bureau of Land Management (BLM) and maintenance of park facilities. One critical component of the park system under the purview of the Department of Operations and Maintenance is management of Recreation and Public Purpose (R&PP) leases between the BLM and the city of Las Vegas. Many city parks are located on land the city leases from the BLM.

Finding land that can be developed as park space is critical in addressing the recreational needs of the City. To accomplish this task, the city examines where growth is expected and, with approval from City Council, the Real Estate division of the Department of Public Works applies for Recreation and Public Purpose Act (R&PP) leases. The Recreation and Public Purposes Act (68 Statute 173; 43 United States Code 869 et. seq.), was enacted by Congress in 1954 and the law is administered by the BLM.

The Act authorizes the sale or lease of public lands for recreational or public purposes to state and local governments and to qualified non-profit organizations. Examples of typical uses under the Act are historic monument sites, campgrounds, schools, fire houses, law enforcement facilities, municipal facilities, landfills, hospitals, parks, and fairgrounds. The Act applies to all public lands, except lands within national forests, national parks and monuments, national wildlife refuges, Indian lands, and acquired lands. The amount of land an applicant can purchase is set by law.

Whether the land is to be purchased or leased, the BLM will classify, for purposes of the Act, only the amount of land required for efficient operation of the projects described in an applicant's development plan. Applicants must limit the land requested to a reasonable amount. Applicants are required to first accept a lease, or lease with option to purchase, to assure approved development takes place before a sale is made and a patent (government

deed) is issued. Projects that may include the disposal, placement, or release of hazardous materials (i.e., sanitary landfills) may go directly to patent.

Counties, cities, or other political subdivisions of a State and non-profit organizations may purchase up to 640 acres a year for recreation purposes, and an additional 640 acres for other public purposes. These lands must be within the political boundaries of the agency or within the area of jurisdiction of the organization or, in the case of cities, they must lie within convenient access to the municipality and within the same state. The Act sets no limitation on the amount of land that may be leased. Some lease applications have been in place for 20 years and still have not processed because the need to develop in those areas has not presented itself.

DEPARTMENT OF PUBLIC SAFETY

The Department of Public Safety provides law enforcement services to Las Vegas residents, businesses and visitors so they can enjoy a safe community. The deputy city marshals are responsible for patrolling property owned, leased, or otherwise under the control of the city of Las Vegas, including city parks, recreation facilities and government buildings. Deputy Marshals work closely with Parks, Recreation & Cultural Affairs to manage programs and special events on city property. Animal Control also plays a key role by monitoring activities within the various dog parks throughout the city to ensure the safety of those utilizing these special facilities.

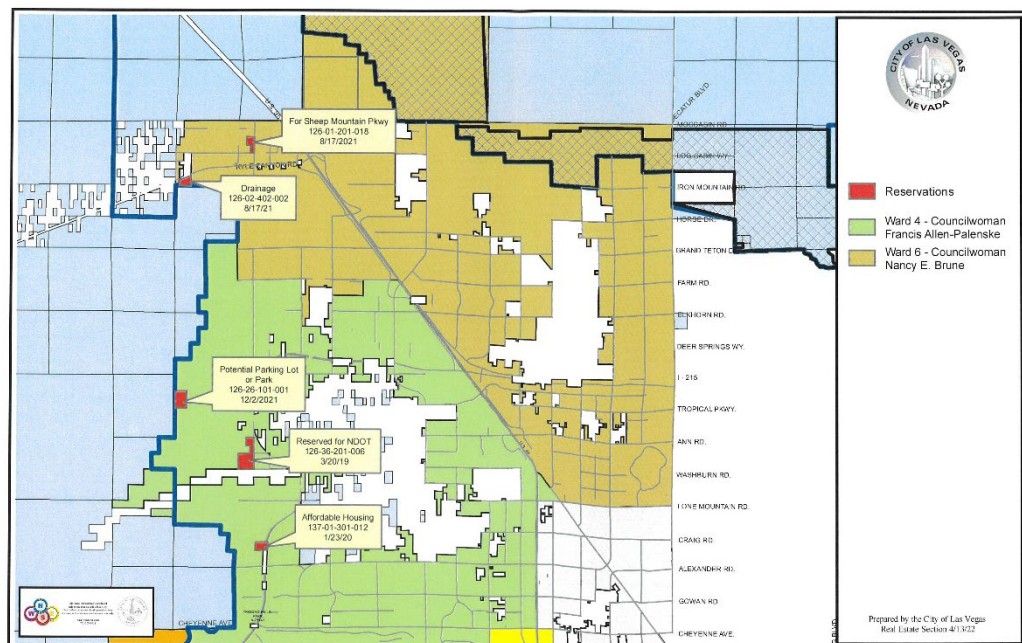


Figure 16: BLM Land Reservations, Ward 4 & 6

DEPARTMENT OF COMMUNITY DEVELOPMENT

The Department of Community Development prepares plans for future park needs through the Parks & Recreation Element of the Master Plan. The plans documented existing conditions and set park policy for the City. Maps included in the plans are particularly useful for gauging the growth of the city's park system through the decades. Past policies are also significant as they indicate the City's priorities and perspective on park issues and shed light on how those have changed/evolved over time.

With over 60 percent of the adult population overweight and rising rates of diabetes and heart disease, urban planning professionals are exploring the link between community design and health. Most believe that even moderate physical activity can improve overall health. Studies are now examining the environmental reasons why an increasing number of people are not getting the recommended amount of activity.

A growing body of research has produced preliminary findings that the design of our cities creates barriers to physical activity. A study by the Saint Louis University School of Public Health published in the American Journal of Preventative Medicine has identified the top factors that influence individual's activity levels. They are as follows:

- Land use – a mix of uses increase a person's desire to be active. Hiking and biking trails and crosswalks promote walking and bike use.
- Transportation – mass transit encourages healthy life-styles because people are forced to walk to and from stops.
- Aesthetics – people are more inclined to walk when there is a well-maintained environment with interesting things to see (historic monuments, attractions, etc.)
- Institutional and organizational policies – encouraging physical activity in parks, recreational systems, schools and the workplace promote an active lifestyle.
- Promotions – media campaigns build awareness of the importance of physical activity and can increase movement.
- Public policies – policies, such as appropriating funds for construction of bike lanes, walking trails, parks and recreational amenities, promote activity-friendly infrastructure.

- Travel patterns – people are more likely to walk or bike to work if they see others doing the same thing.

PARTNERSHIPS

FEDERAL EFFORTS

Beyond the efforts of the National Parks Service and City Parks Alliance, other federal efforts have contributed to conserving, creating, and maintaining local area parks. In 1990, Congress passed the Red Rock Canyon National Conservation Area Establishment Act. The Act designated Red Rock Canyon as a National Conservation Area. The legislation required the development of a management plan. The primary purpose of the management plan is to conserve and protect the natural resources in Red Rock National Conservation Area, while giving the public opportunities to recreate and enjoy and appreciate nature. The 2011 edition of the Red Rock Canyon National Conservation Area Resource Plan addresses and updates management policy for the present and future needs of Red Rock Canyon. By virtue of its proximity to Las Vegas, this natural reservation area provides unique recreational opportunities to residents and visitors and greatly enhances the portfolio of parks and leisure facilities provided by the city.

Congress also enacted the Southern Nevada Public Lands Management Act (SNPLMA) in 1998. The Act authorized the Bureau of Land Management (BLM) to dispose of public land. A portion of land sales proceeds may be used for conservation and the development of parks, trails and natural areas by local and federal agencies. The city accesses these funds through a competitive application process. The city is currently working with BLM Southern Nevada field office to partner on outdoor recreation opportunities and protect public lands along the northern and western edges of the city.

STATE EFFORTS

The state of Nevada also plays an important role in the development and maintenance of local parks. The State of Nevada Division of Outdoor Recreation is committed to:

- Enhancing sustainable outdoor recreation opportunities
- Promoting a healthy and sustainable outdoor recreation economy
- Attracting new outdoor recreation-oriented businesses
- Educating and engaging Nevada's youth in outdoor recreation activities
- Engaging underserved populations, ensuring all Nevadans have access to outdoor recreation

In addition, the Nevada Division of State Parks serves as a liaison to the National Parks Service in administering the funding program here in Nevada. The NDSP is responsible for creating a Statewide Comprehensive Outdoor Recreation Plan (SCORP). The plan identifies critical outdoor recreation issues facing the State of Nevada and recommends actions to address each. The actions serve as the mechanism for evaluating the disbursement of federal funds from the National Parks Service. Any state seeking federal funding must have an updated SCORP document. The top three issues identified in the 2010 SCORP, regarding outdoor recreation in Nevada are:

- Ensure proper maintenance of existing outdoor recreation facilities and manage impacts from increased usage.
- Provide an appropriate level of service at recreation sites.
- Ensure of sufficient funding for existing and future recreation sites.

The Assessment and Policy Plan found that there is a high rate of outdoor activity participation among Nevadans. In addition, the 2010 plan observed an increase in usage since the last SCORP was completed in 2003. It is to be expected that facilities are under pressure to expand their services and properly maintain existing services. There is also strong support in Nevada for conservation of natural and wilderness areas, historic sites and cultural resources. The SCORP plan can assist in identifying areas for open space, parks and trails planning in the Las Vegas area.

LOCAL EFFORTS

The Southern Nevada Regional Planning Coalition is comprised of the city of Las Vegas, city of North Las Vegas, city of Henderson, Boulder City and Clark County. The coalition has formed a Regional Open Space and Trails Working Group in order to coordinate funding, programming and project implementation.

The Southern Nevada Strong Regional Plan was adopted in 2015, as well as a plan addressing Open Space and Trails. In 2002, the city of Las Vegas entered into an Interlocal Agreement with Clark County that established joint policies including but not limited to park and trail planning intended to create a seamless network of parks and trails dedicated to residents living in or close to unincorporated areas. The agreement created a new set of plans for parks and recreational trails and for the creation of a joint recreational trails map. The agreement also states specific coordinated roadway designs that provide ample shoulder space for future non-motorized uses.

The Northwest Open Space Plan recommended an equestrian park be located in Centennial Hills. The city of Las Vegas has also created a master plan for Floyd Lamb Park. Previously owned and managed by the State of Nevada, the park was transferred to the city of Las Vegas in 2007. The park currently supports passive recreational activities such as fishing, hiking, picnicking, and equestrian facilities.

When ample space is available, large parks like the afore-mentioned Floyd Lamb Park and Northwest Equestrian Park are ideal. However, the luxury of space isn't always available. The city addresses the integration of parks within the built urban environment. In highly urbanized areas, particularly downtown, small open spaces are the only option with limited available land, which are discussed as part of the Vision 2045 Downtown Las Vegas Master Plan and the supplementary Downtown Civic Space and Trails Plan. Trails serve as an important greenway in connecting the Las Vegas park system. The connectivity elements of the Las Vegas 2050 Master Plan, establish standards, guidelines, and priorities for the location, development, and maintenance of the trail systems. The intent of the plan is to link open spaces, parks, and natural areas, as well as delineate opportunities to extend trail systems during the next 20 years. Please refer to the 2050 Plan for further details.

PUBLIC/PRIVATE PARTNERSHIPS

Cities across the country are experimenting with private public partnerships, for some of their park and recreation operations. These arrangements are most successful with specialized, revenue generating facilities, such as golf courses, stadiums, and restaurants. In those instances, it is often more economical for a local government to contract with an outside operator than to run the facility itself. It has been embraced at varying levels by city governments around the country.

In addition to partnerships with the private sector, there are also opportunities for mutually beneficial relationships between a local government and a non-profit organization. The city's partnership with the Trust for Public Land has catalyzed improvements in access to parks and open space in Las Vegas. The Trust for Public Land has identified four factors that must be in place for these partnerships to succeed:

- There must be an open process and contracts must be bid properly;
- To compete with private interest, facilities must be as good as or better than competitors;
- Fee structure must be appropriate for the location, service and competition; and
- Agency oversight is essential.

The Angel Park Golf Course is operated by a for-profit company, although the land is leased by the city of Las Vegas from the Bureau of Land Management. While not appropriate in all situations, private/public partnerships are an important alternative for the provision of parks and leisure services. The city may choose to enter into an agreement for various reasons, including the generation of revenue by charging a fee for the use of a city-owned facility. Increasing budgets and decreasing revenues were some of the factors identified when the City Council made the decision to partner with a private, non-profit corporation for the management of the Durango Hills and Centennial Hills Community Centers. The city utilized a Request for Proposal (RFP) process to advertise to eligible organizations and implemented panels consisting of subject matter experts to ensure the most appropriate organization was chosen.

The Young Men's Christian Association (YMCA) applied and was chosen to manage the Durango Hills Community Center and has been successful in operating this facility. With the construction of the Centennial Hills Community Center, the city once again published an RFP for qualified, eligible organizations. The YMCA successfully bid for the management opportunity and is now managing both the Durango Hills and Centennial Hills Community Centers.

The successful partnership allows the city to commit resources to other essential government services while the YMCA is able to enhance the community by

providing health, recreational, arts and cultural activities ranging from swimming lessons and summer camps to organized sports and arts and crafts. Contracts with the YMCA ensure the city has an active role in managing the success of both community centers and the partnership is beneficial for the city, the YMCA, and the residents in the Las Vegas valley.



OVERVIEW

The primary purpose of the Recreation Program Plan (“Plan”) is to provide an overview of community needs and an analysis of how the Department of Parks, Recreation and Cultural Affairs (“Department”) can meet these needs through programming. This plan is to help guide the orderly development of recreation programs and services across the Department to help guide the orderly development of recreation programs and services across the Department and be a component of the Department’s CAPRA Accreditation. This Program Plan is intended to comply with Chapter Six of the Commission for Accreditation of Park and Recreation Agencies National Accreditation Standards.



In order to help achieve its goals, the Department provides a broad range of recreation and leisure programming, with more than 130 programs for all ages. **These program offerings are supported with dedicated spaces which include 85+ total parks: (70+) neighborhood/community parks, (11) dog parks, (4) sport complexes, (6) swimming pools, (9) recreation centers, (4) active adult centers, and several trails.**

All programs and events are required to relate to, support, or directly align with the Department’s priorities and goals for the future, identified in the Master Plan. The goals, objectives, and general directions set forth in the Master Plan and other fundamental Department documents are brought into action through the *Recreation Program Plan*.



EXISTING CORE PROGRAM AREAS

In addition to the facilities it provides, the Department of Parks, Recreation, and Cultural Affairs offers a wide range of programming and classes. City staff organize and provide a number of classes for community participation, enrichment, and recreation at its parks and community centers, including:

- Active adult classes
- Adaptive and therapeutic recreation
- Swimming and aquatics

- Gym and fitness classes
- Arts, crafts, cooking, and performing arts
- Sport leagues, tournaments, and an annual Corporate Challenge

These activities are a hallmark of any world-class parks and recreation department’s programming. Continued funding and expansion of these options for residents will further improve the livability and health of residents. In consultation with the Department staff, the consulting team identified the following Core Program Areas currently being offered.



Figure 17: Core Program Areas

SUMMARY

PROGRAM PLAN STRATEGIES

Program Strategies are identified that will be updated and utilized by staff to implement and track progress on this Plan’s recommendations. This was based on the key Strategic Areas identified during the Visioning Workshop. These were then organized based on Short-term (0 – 3 years), Mid-term (3-5 years), Long-term (Beyond 5 years) and On-going. The categories and strategies are shown below:

RECREATION PROGRAMS & SERVICES ACTIONS
Short-Term Strategies
Develop new programs that residents have identified as a need within Fitness, Active Adults 50+, and Special Events. Specific program areas noted as “High Priority” in the Statistically Valid Survey include; Adult fitness & exercise classes, Senior programs, Community special events, Weight/cardio rooms and Gardening beds
Offer additional Core Program Areas to assist in fulfilling any existing unmet needs in outdoor adventure-based programs and outdoor environmental education programs/camps. Nationwide popular programs include Nature hikes, Scavenger hunts, Bird watching, Fishing, Rock climbing, Rope courses, Adventure races.
Develop a program that follows a decision matrix to assess new opportunities incorporating (at a minimum) local trends, community interest/need, cost recovery goals, and age segment and population segment served by location among other Key Performance Indicators (KPIs).
Further develop the gap mapping for programs and locations to include overlaying similar provider locations onto program maps for a more detailed perspective
Begin to address gaps in programming identified within the program mapping.
Long-Term Strategies
The Department should evaluate Core Program Areas and individual programs, ideally on an annual basis, to ensure offerings are relevant to evolving demographics and trends in the local community.
Staff should continue to monitor the effectiveness of the various pricing strategies they employ and adjust as necessary. It is also important to regularly monitor for local competitors and other similar service providers as an increase in competition may alter program pricing.
Continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It would be best practice to establish a plan including what age segment to target, establish messaging, identify which marketing method(s) to utilize, create a social media campaign, and determine what to measure for success before allocating resources towards a particular effort.
Complete a Program Lifecycle Analysis on an annual basis and ensure that the percentage distribution closely aligns with desired performance. Include annual performance measures for each Core Program Area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.

 **SEE ALSO:**
Full Recreation Program Plan in Appendix

OPERATIONAL ASSESSMENT

The detailed operational assessment and key performance indicators is provided in the Appendix.

OPERATIONAL ASSESSMENT & RECOMMENDATIONS

OPERATIONAL MANAGEMENT STRATEGIES

Short-Term Strategies

Enhance job postings to include the benefits of parks and recreation employment for all classifications, identifying the lifelong skills they will develop, professional development opportunities, the culture of service and opportunities for promotion

A formalized organization of policies and procedures or guidelines that relate to the Department’s operations are needed to help easily locate and share information with staff during onboarding and for reference.

Review existing policies to ensure they support the outcomes of this Plan and incorporate new policies (i.e., program development and evaluation policy, earned income policy including pricing philosophy and cost recovery, and partnerships including small to large within city requirements.

Partnerships will continue to be necessary in service delivery and a policy should include recommended practices, at a minimum.

Develop a parks and recreation marketing plan to increase awareness. Identify brand guidelines, develop strategies to reinforce the brand with staff living the mission, and an annual content calendar. Launch the department’s dedicated social media accounts to promote the parks and recreation department’s offerings.

Long-Term Strategies

Work with Human Resources to diversify staff and ensure they more proportionately represent the racial and ethnic communities living in the city.

Recreation programming needs and trends should drive facility design and future improvements/renovations to ensure appropriate spaces to support new programming.

Investing in technology and staff growth/development in key areas of operation will help to build capacity in the organization to better serve the community.

Develop program customer service standards for enhanced customer experience

Address storage needs with a long-term plan. Facility storage is in short supply for the variety of programming and uses facilities are experiencing. Underutilized dedicated spaces may be a potential to formally store recreational equipment.

OVERVIEW

Within this plan, citywide statistics and analysis use the 2020/2022 city of Las Vegas population estimate and the acreage of existing city owned/maintained parks and guide the future park development.

A level of service standard is a critical component of park planning. The National Recreation and Park Association (NRPA) provides recommended guidelines and standards, but also suggests that local communities develop level of service standards that reflect their own unique characteristics. **Based on these standards, the city of Las Vegas aims for a national benchmark of 5.0 to 10.0 acres of park space per 1,000 residents.**

In this analysis, a planned park appears within the city of Las Vegas' Capital Improvements Plan (CIP), but has not yet been built. The CIP represents the best available data on new city construction. The acreage for each planned park is shown to correspond to the year the project appears on the CIP. It should be noted that although the CIP is at least a five-year plan, a capital budget is prepared annually. Projects may be added, removed or revised during the preparation of the annual budget provided that locations are identified within the city's adopted master plan.



CITY-WIDE ACCESS TO PARKS

Overall, the city has been steadily increasing its park availability and accessibility, largely due to SNPLMA funding. However, new funding, in addition to city capital funding, such as a park bond, will likely be required for future needs. Although standards and service levels are intended to measure the city's progress in serving the recreational needs of its citizens, in order to create a complete picture of the city's park system, other types of park space that add to and complement the city's system should also be addressed, including linear parks (trails and greenways) and quasi-public open spaces like public golf courses.

Throughout public outreach, residents ranked parks and recreation as the most affordable and highest quality amenity. Most that visit use them for exercise activities or places to take children with walking trails, open spaces, and picnic areas being the most commonly used amenity.

Use of other amenities varied depending on location and availability; aside from use of sport fields, residents also make use of dog parks, playgrounds and splash pads; use of sport courts vary by demographics - basketball courts and skate parks have higher rates of use in urban areas of the city by younger residents, while tennis, volleyball, horseshoe, bocce, and shuffleboard are used more in suburban areas, often by families and seniors. Approximately three quarters of residents also reported that the quality of parks were excellent or good. About one-third of residents felt amenities were missing from parks, while forty percent believed parks could be generally improved with bathrooms, improved cleanliness, shade, and playgrounds. While most residents reported feeling safe while visiting parks, they also desired more security.

<p>01. PARKS & RECREATION Ranked "most affordable and highest quality amenity"</p>	<p> Parks commonly used for:</p> <ul style="list-style-type: none">• EXERCISE• WALKING TRAILS• OPEN SPACES• PICNIC AREAS	<p> 3/4 Residents reported that the quality of parks were "excellent or good"</p>
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UNDERSTANDING GAPS

Access to parks and open space is important for the quality of life of residents. While overall quantity of open space is important, the proximity and quantity within short, walking distances of residences is most essential.

The parks and open space access metrics look at publicly owned and/or maintained open space and considers two key data points: (1) how many acres of park space, per 1,000 residents, are within a 1/4 mile walk distance on average; and (2) given the projected population of the district, how many total acres of park space are needed to achieve a target of 7.0 acres per 1,000 persons.

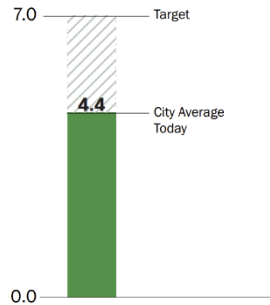
Park access and proximity is convenient in areas with new subdivisions, where planning standards have required amenities, whether public or private. Distance to parks, open space, and green space as a place of refuge and respite is lacking in the areas surrounding Downtown Las Vegas.

City-wide averages are shown for comparison purposes. The city of Las Vegas owns and operates 1,700 acres of park space. Given the City's population of approximately 675,000, this yields a service level of approximately 4.4 acres per 1,000 persons, which falls short of national benchmarks of 5.0 to 10.0 acres per 1,000 residents.

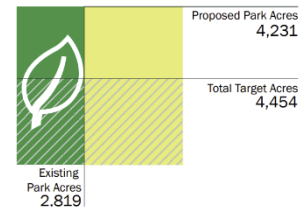


PARK ACCESS

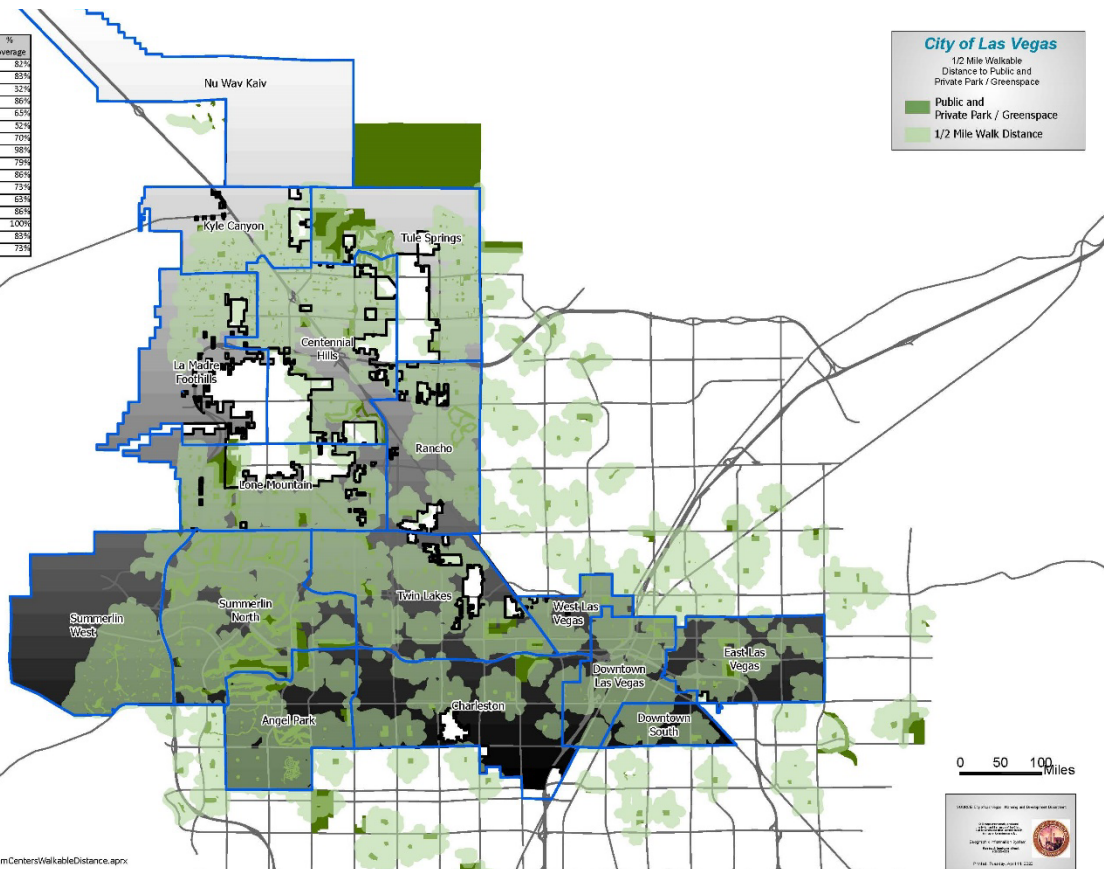
Acres of accessible park space per 1,000 residents within 1/4 mile of the City



PARK ACRES NEEDED TO ACHIEVE TARGET



Master Plan Planning Area	Dwelling Units Within 1/2 Mile	Total Dwelling Units	% Coverage
Angel Park	18,975	23,214	81%
Centennial Hills	20,829	25,186	83%
Charleston	9,446	29,175	32%
Downtown Las Vegas	12,204	14,470	86%
Downtown South	4,107	9,314	43%
East Las Vegas	11,969	22,966	52%
Historic West Side	4,622	6,981	70%
Kyle Canyon	6,155	6,307	98%
La Madre Foothills	9,133	11,518	79%
Lone Mountain	18,043	20,947	86%
Twin Lakes	27,953	38,255	73%
Rancho	10,512	16,673	63%
Summerlin North	33,774	27,620	86%
Summerlin West	9,325	9,325	100%
Tule Springs	8,024	9,714	83%
Total	195,983	248,675	79%



City of Las Vegas
 1/2 Mile Walkable Distance to Public and Private Park / Greenspace
 Public and Private Park / Greenspace
 1/2 Mile Walk Distance

0 50 100 Miles



Path: T:\advplan\projects\projects\GIS\Parks\ParksAndCommCenters\WalkableDistance.aprx

PARK CLASSIFICATION

Building upon the parks classifications established as part of the previous Master Plan, this section aligns park typologies with current zoning transects and includes character descriptions, size, amenities, use and place type applicability for all park types. The classification system utilized by the city of Las Vegas is based on the guidelines established by the National Recreation and Park Association (NRPA) and local factors and will be expanded upon as part of subsequent studies. Park typologies include:

MINI-PARK/POCKET PARK	
DESCRIPTION/CHARACTER	A compact green space for a wide range of informal or formal activities in close proximity to neighborhood residences, featuring trees and vegetation.
SIZE	Max. 0.50 acres
AMENITIES/USES	Passive/active (unstructured) open space, civic uses, including picnic shelters, casual seating, trails and paths, community gardens and public art.
APPLICABLE PLACE TYPES	Regional Center, Mixed-Use Center, Neighborhood Center Mixed-Use, Mixed Residential, Traditional Neighborhood, New Subdivision, Subdivision Retrofit
URBAN PLAZA/POCKET PLAZA	
DESCRIPTION/CHARACTER	A formal space for commercial and civic activities, surrounded on three sides by buildings, located at the intersection important streets. While primarily hardscape, urban plazas and pocket plazas feature trees, vegetation, and greenery that contrast with the surrounding built environment.
SIZE	0.25-2 acres (pocket plazas are smaller)
AMENITIES/USES	Seating, play equipment, sport courts, passive/active (unstructured) open space, civic uses, including outdoor pavilions, open-air shelters, outdoor assembly, outdoor seating, public restrooms, commercial uses, including a farmer's market and outdoor dining, playgrounds, public art.
APPLICABLE PLACE TYPES	Regional Center, Mixed-Use Center, Neighborhood Center Mixed-Use
SQUARE	
DESCRIPTION/CHARACTER	A formal space for unstructured recreation and civic purposes, spatially defined by buildings, tree-lined streets, walkways and planting at all edges. Squares are frequently located at the intersection of important thoroughfares, featuring abundant seating opportunities in the midst of hardscape or landscaped surroundings.
SIZE	0.50 -5 acres
AMENITIES/USES	Passive (unstructured) recreation, no organized sports, civic uses including outdoor pavilions, open-air shelters, community gathering, outdoor seating, commercial uses, including the farmer's market and outdoor dining, paths, community gardens, playgrounds, public art/creative space.
APPLICABLE PLACE TYPES	Regional Center, Mixed-Use Center, Neighborhood Center Mixed-Use
URBAN PARK/NEIGHBORHOOD PARK	
DESCRIPTION/CHARACTER	A formal and/or natural park that serves as the recreational and social focus of a neighborhood and serves those residents within one-half mile. Paths, lawns, planted walkways, and formally arranged trees are present, occasionally around a civic element located at a prominent location.
SIZE	Min. 0.50 acres
AMENITIES/USES	Passive/active (unstructured) open space, civic uses, including outdoor pavilions, open-air shelters, community gathering, outdoor seating and public restrooms. Trails for bicycles and pedestrians, community gardens, playgrounds, and public art.

APPLICABLE PLACE TYPES	Regional Center, Mixed-Use Center, Neighborhood Center Mixed-Use, Corridor Mixed-Use, Mixed Residential, Traditional Neighborhood, New Subdivision, Subdivision Retrofit
COMMUNITY PARK	
DESCRIPTION/CHARACTER	A park that serves a broader purpose than neighborhood parks and serves those residents within three miles.
SIZE	10-50 acres
AMENITIES/USES	The same uses as neighborhood parks, as well as sports fields, sports courts, skateboarding areas
APPLICABLE PLACE TYPES	Subdivision Retrofit, New Subdivision, Rural Preservation
SCHOOL PARK	
DESCRIPTION/CHARACTER	A school playground and sports field that may be open for public use during times that the school is closed. For purposes of this plan, the service area for School Parks will be the same as that for Neighborhood Parks, or one-half mile. Requires CCSD joint use of facilities agreements
SIZE	Varies based on the type of school; ES: 3-4 acres; MS: 5-6 acres; HS: 10-15 acres
AMENITIES/USES	Play equipment, sport courts, sport fields
APPLICABLE PLACE TYPES	Mixed-Use Center, Neighborhood Center Mixed-Use, Mixed Residential, Traditional Neighborhood, New Subdivision, Subdivision Retrofit
REGIONAL PARK	
DESCRIPTION/CHARACTER	A large park containing a diverse array of uses and facility types including playgrounds, sport courts and fields, dog parks, places of historic interest, preserved open space, or other unique and defining characteristics. They may be utilized for special events, large gatherings, games and tournaments, and other significant purposes. These facilities typically serve the entire community, including city residents and residents from the across the region.
SIZE	Typically greater than 50 acres
AMENITIES/USES	Regionally significant park and recreational destinations that includes a diverse array of amenities, including but not limited to open space, sport fields, sport courts, and other uses found in neighborhood and community parks.
APPLICABLE PLACE TYPES	Traditional Neighborhood, Subdivision Retrofit, New Subdivision, Rural Preservation
SPECIAL USE	
A park or facility with a very specific use which is generally oriented for a specific purpose. Examples include, but are not limited to: equestrian parks, extreme sports parks, dog parks, motocross tracks, and competitive tennis facilities. The standard amenities vary depending upon the specific type of park/facility. Recreation trends identified by ongoing public needs assessments may also indicate demand for new special use parks/facilities. These facilities serve the entire community and do not have size or service area requirements of their own.	
GREENWAY	
Greenways are linear parks most applicable along corridors and through neighborhoods. Read more about these connectors in section E.	

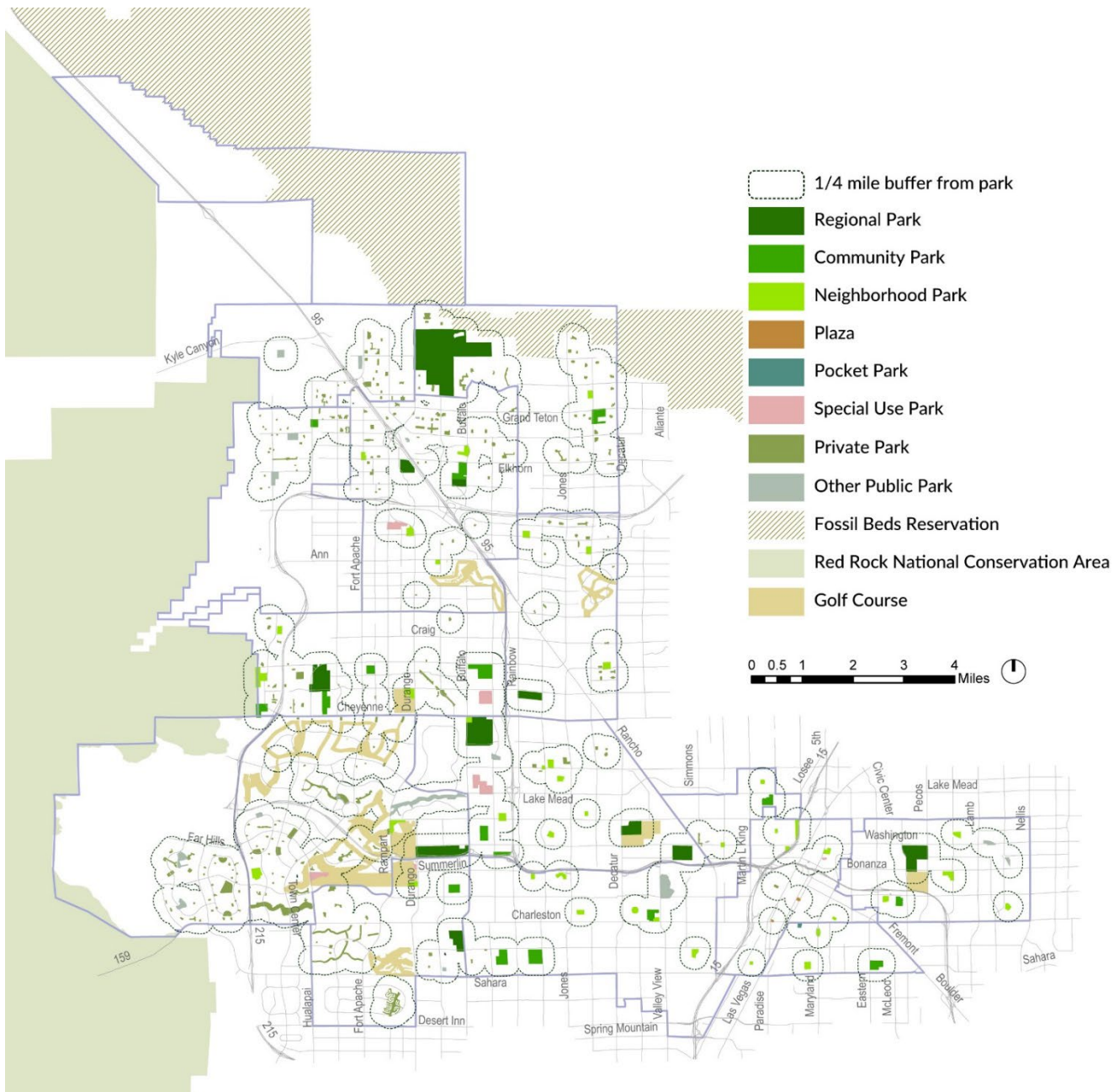


Figure 19: Park Classification

PARK TYPE	NUMBER	ACREAGE
Community	16	249.1
Neighborhood	42	197.4
Plaza	2	1.1
Pocket Park	3	0.5
Regional	11	1,120.5
Special Use	6	133.4



PARK ASSET INVENTORY

PARK NAME	PARK TYPE	PLANNING AREA	ADDRESS	YEAR BUILT	SIZE (ACRES)	DOG PARK	BASEBALL FIELD	SOFTBALL FIELD	MULTIUSE FIELD	FOOTBALL FIELD	SOCCER FIELD	LACROSSE FIELD	BASKETBALL COURT	TENNIS COURT	PICKLEBALL COURT	BOCCE	SHUFFLEBOARD	SKATEPARK	VOLLEYBALL	HORSESHOE PIT	PLAYGROUND	WALK/JOG COURSE	RESERVABLE PICNIC AREA	SPLASH PAD/WATER AREA	EQUESTRIAN	OTHER AMENITIES
All American Park	Regional	Angel Park	1551 S. Buffalo	2001	45	1		1	7				4								4	1	1			
Aloha Shores Park	Neighborhood	Twin Lakes	7550 Sauer Drive	1997	6									2	2	1			1	2	1	1	1			
Alyn Beck Memorial Park	Neighborhood	Kyle Canyon	8811 N. Sky Canyon Park Drive	2019	10						2	1									2			1		
Angel Park	Neighborhood	Angel Park	241 S. Durango Drive	1987	6									2							1	1	1			
Angel Park Trailhead	Neighborhood	Angel Park	149 N. Durango Drive	2010	2																2	1				Trailhead
AnSan Sister City Park	Community	Angel Park	7801 Ducharme Avenue	1992	14														2		2	1				
Baker Park	Neighborhood	Downtown South	1010 E. St. Louis Avenue	1963	6					3											3			1		
Barkin Basin	Special Use	Lone Mountain	3949 N. Tenaya Way	2006	8	3																				
Bearden	Pocket	Downtown Las Vegas	1550 Wellness Way	2018	0																					
Becker Family Tech and Rec Park	Neighborhood	Twin Lakes	2221 Maverick Street	1978	4																					
Bettye Wilson Soccer Complex	Special Use	Twin Lakes	7353 Eugene Avenue	2000	57			1	1	15											3	1				
Bill Briare Family Park	Community	Twin Lakes	650 N. Tenaya Way	2006	10									4							2	1	3	1		Fitness Court
Bob Baskin Park	Neighborhood	Charleston	2801 W. Oakey	1979	6									4							2	1		1		Handball courts
Boulder Park Plaza	Square	Downtown Las Vegas	1051 N. Main Street	2010	0																					
Bradley Bridle Park	Neighborhood	Tule Springs	8225 Bradley Road	2006	5																	1		1		Equestrian Arenas, Riding Rings
Bruce Trent Park	Neighborhood	Summerlin North	8851 Vegas Drive	1992	9									2							2	1	6	1		
Buckskin Basin Park	Community	Lone Mountain	7350 Buckskin Avenue	1999	23			4	4												2	1	1			

PARK NAME	PARK TYPE	PLANNING AREA	ADDRESS	YEAR BUILT	SIZE (ACRES)	DOG PARK	BASEBALL FIELD	SOFTBALL FIELD	MULTIUSE FIELD	FOOTBALL FIELD	SOCCER FIELD	LACROSSE FIELD	BASKETBALL COURT	TENNIS COURT	PICKLEBALL COURT	BOCCE	SHUFFLEBOARD	SKATEPARK	VOLLEYBALL	HORSESHOE PIT	PLAYGROUND	WALK/JOG COURSE	RESERVABLE PICNIC AREA	SPLASH PAD/WATER AREA	EQUESTRIAN	OTHER AMENITIES
Buckskin/Cliff Shadows Park	Community	Lone Mountain	3355 Cliff Shadows Parkway	2008	20																				1	
Cameron Community Park	Neighborhood	Twin Lakes	6410 Smoke Ranch Road	2003	1																1					
Centennial Hills Park	Regional	Centennial Hills	7101 N. Buffalo Drive	2003	55	2			1	2								11	3	4	1	12	1			At-grade Amphitheater
Centennial Plaza	Plaza	Downtown Las Vegas	400 S. 4th Street	2005	1																					
Charleston Neighborhood Preservation	Neighborhood	Charleston	6508 Hyde Avenue	1979	2																2	1				
Childrens Memorial Park	Regional	Rancho	6601 W. Gowan Road	1992	35	2	1	5					1	2	2			3	1	5	1	2				Roller hockey rink
Cimarron Rose Park	Neighborhood	Centennial Hills	5591 N. Cimmaron Road	2000	2								1		2				2	1	1	1				
Clarence Ray Memorial Park	Neighborhood	West Las Vegas	951 N. Tonopah Drive	1995	2																2					
Coleman Park	Neighborhood	Twin Lakes	6336 Carmen Blvd	1987	4																1	1				
Cragin Park	Neighborhood	Charleston	984 Hinson Street	1958	11			2		1																
Doc Romeo Park	Regional	Twin Lakes	7400 Peak Drive	2002	38		6	2										3			2					
Douglas A. Selby Park & Trailhead	Neighborhood	East Las Vegas	1295 N. Sandhill Road	2011	8	2				1	1										4	1	1			Las Vegas Wash Trailhead
Durango Hills Park	Community	Lone Mountain	3521 N. Durango Drive	2002	10								1	7			1				2	1	4			
East Las Vegas Family Park	Neighborhood	East Las Vegas	4480 E Washington	2017	7	1							1								2	1	1			Las Vegas Wash Trailhead
Ed Fountain Park	Regional	Twin Lakes	1400 N. Decatur	1970	32					2	5	4									2					BMX Track

PARK NAME	PARK TYPE	PLANNING AREA	ADDRESS	YEAR BUILT	SIZE (ACRES)	DOG PARK	BASEBALL FIELD	SOFTBALL FIELD	MULTIUSE FIELD	FOOTBALL FIELD	SOCCER FIELD	LACROSSE FIELD	BASKETBALL COURT	TENNIS COURT	PICKLEBALL COURT	BOCCE	SHUFFLEBOARD	SKATEPARK	VOLLEYBALL	HORSESHOE PIT	PLAYGROUND	WALK/JOG COURSE	RESERVABLE PICNIC AREA	SPLASH PAD/WATER AREA	EQUESTRIAN	OTHER AMENITIES
Estelle Neal Park	Neighborhood	Rancho	6075 Rebecca Road	2001	5																2	1	1			
Ethel Pearson Park	Neighborhood	Downtown Las Vegas	451 W. Washington Ave	1974	3								2								1					Roller hockey rink
Fire Station #45 Pocket Park	Neighborhood	Lone Mountain	3821 N. Fort Apache	2007	2	0															1					
Firefighters Memorial Park	Community	Charleston	6401 W. Oakey Blvd.	2002	17																2	1				
Fitzgerald Tot Lot Park	Neighborhood	Downtown Las Vegas	710 Monroe Avenue	1973	1								1								3					
Floyd Lamb Park	Regional	Tule Springs	9200 Tule Springs Road	1964	698														1	8		1	8	1		Fishing ponds, BMX Track, reservable indoor venue
Garehime Heights Park	Community	Lone Mountain	3901 N. Campbell Road	2002	10								2	2			1				2	1	2			
Gary Dexter Park	Neighborhood	Charleston	800 Upland	1963	4	2	1						2								2	1	1			
Gary Reese Freedom Park	Regional	East Las Vegas	850 N. Mojave Road	1972	51		6	2	2				4				1				2	1	3			Disc Golf Course/ Wheelchair Sports Park
Gilcrease Brothers Park	Neighborhood	La Madre Foothills	10011 Gilcrease Avenue	2006	9				3							2	2		2		4	1	1			
Hadland Park	Neighborhood	East Las Vegas	2600 Stewart Avenue	1964	4	1																				Batting Cages
Healing Garden	Pocket	Downtown Las Vegas	1015 S. Casino Center Blvd.	2017	1																					
Heers Park	Neighborhood	Twin Lakes	6320 Plaza Verde Place	1972	7						2										1	1				
Heritage Park	Neighborhood	Downtown Las Vegas	908 N. Las Vegas Blvd.	2000	4																1	1				Las Vegas History Museum
Hualapai Canyon Trailhead	Special Use	Summerlin North	10018 Alta Drive	2010	22																	1				Trailhead

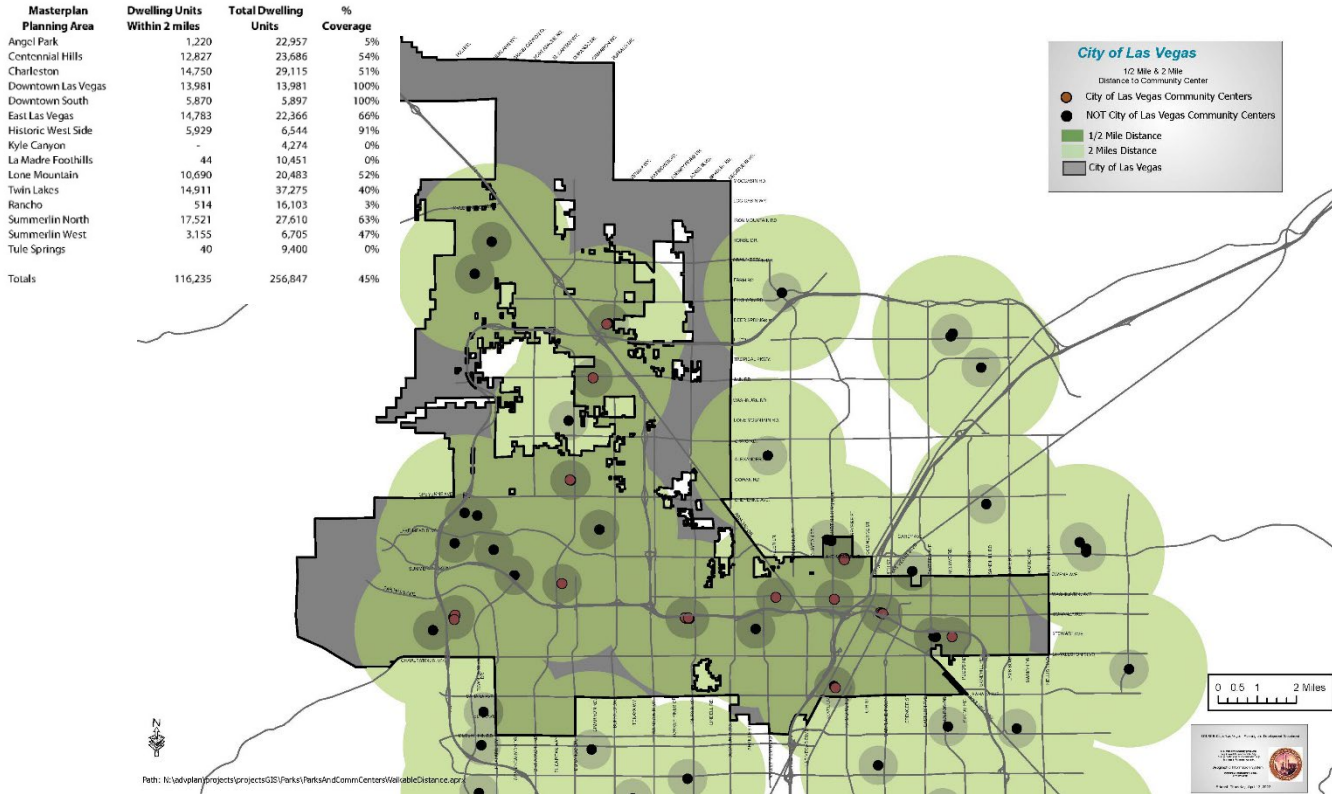
PARK NAME	PARK TYPE	PLANNING AREA	ADDRESS	YEAR BUILT	SIZE (ACRES)	DOG PARK	BASEBALL FIELD	SOFTBALL FIELD	MULTIUSE FIELD	FOOTBALL FIELD	SOCCER FIELD	LACROSSE FIELD	BASKETBALL COURT	TENNIS COURT	PICKLEBALL COURT	BOCCE	SHUFFLEBOARD	SKATEPARK	VOLLEYBALL	HORSESHOE PIT	PLAYGROUND	WALK/JOG COURSE	RESERVABLE PICNIC AREA	SPLASH PAD/WATER AREA	EQUESTRIAN	OTHER AMENITIES
Huntridge Circle Park	Neighborhood	Downtown South	1251 S. Maryland Parkway	1957	3																2	1				
James Gay III Park	Neighborhood	Downtown Las Vegas	197 Harrison Avenue	1974	5								2				1				2	1				
Justice Myron E. Leavitt & Jaycee Cmty	Community	Downtown South	2100 E. St Louis Avenue	1966	19	2	1			1						10	16	1		9	4	1	3	1		
Kellogg-Zaher Sports Complex	Regional	Twin Lakes	7901 W. Washington	2005	97	3				11											6	1				
Kianga Isoke Palacio Park at Doolittle	Community	West Las Vegas	951 W. Lake Mead Blvd.	1965	14		1	1	1				2							2	3	1	2	1		
Legacy Park - Historic Westside	Neighborhood	West Las Vegas	1600 Mount Moriah Dr.	2022	1																1	1				
Lorenzi Park	Regional	Twin Lakes	3333 W. Washington Ave.	1921	57		2			2			3	10							4	1	7	1		Fishing ponds, Garden club, Stage
Lubertha Johnson Park	Neighborhood	West Las Vegas	2201 Concord Street	1959	2																2					
Majestic Park	Regional	Lone Mountain	9902 W. Gowan Road	2007	57			12													4					
Mary Dutton Park	Pocket	Downtown South	750 E. Charleston Blvd.	1954	0																					
Mayfair Park	Neighborhood	Downtown Las Vegas	417 S 15th Street	2017	1								1								1	1				
Mike Morgan Family Park	Neighborhood	East Las Vegas	3951 E. Bonanza Road	2003	9			2	1	1																
Mirabelli Park	Neighborhood	Charleston	6200 Elton Avenue	1968	2																2					
Mountain Ridge Park	Regional	Centennial Hills	7151 Oso Blanca Road	1999	31		5	2					2				2				1	1				
Neon Boneyard	Pocket	Downtown Las Vegas	770 North Las Vegas Blvd	2011	1																					
Patriot Community Park	Neighborhood	Rancho	4050 Thom	2003	8								1	1		4					2	1		1		

PARK NAME	PARK TYPE	PLANNING AREA	ADDRESS	YEAR BUILT	SIZE (ACRES)	DOG PARK	BASEBALL FIELD	SOFTBALL FIELD	MULTIUSE FIELD	FOOTBALL FIELD	SOCCER FIELD	LACROSSE FIELD	BASKETBALL COURT	TENNIS COURT	PICKLEBALL COURT	BOCCE	SHUFFLEBOARD	SKATEPARK	VOLLEYBALL	HORSESHOE PIT	PLAYGROUND	WALK/JOG COURSE	RESERVABLE PICNIC AREA	SPLASH PAD/WATER AREA	EQUESTRIAN	OTHER AMENITIES
Pioneer Park	Community	Twin Lakes	7449 Braswell Drive	2002	17								1		2					3	2	1	2			
Pocket Park	Pocket	Downtown Las Vegas	Clark Ave. and Casino Center Blvd.	2016	0						0															
Police Memorial Park	Community	Lone Mountain	3250 Metro Academy Way	2001	25	3							1	2	4			1			2	1	9			
Polly Gonzalez Memorial Park	Neighborhood	Rancho	5425 Corbett Street	2006	5																2	1	2	1		
Pop Squires	Neighborhood	Centennial Hills	8480 Orly Ave.	2008	2				1												2	1				
Rafael Rivera Park	Neighborhood	East Las Vegas	2850 Stewart Avenue	1993	9		1			1			2								2		1			
Rainbow Family Park	Community	Charleston	7151 W. Oakey Blvd.	1964	25		4	1													1	1	1	1		
Rotary Park	Neighborhood	Charleston	901 Hinson Street	2011	8																1	1		1		
Sky Ridge Park	Neighborhood	Lone Mountain	10500 Stange Avenue	1952	3																1	1	2	1		
Stewart Place Park	Neighborhood	East Las Vegas	4700 Chantilly Avenue	2003	5																1	1				
Stupak Park	Neighborhood	Downtown Las Vegas	300 W. Boston	1982	3																1	1				
Sunny Springs Park	Neighborhood	Centennial Hills	7620 Golden Talon Avenue	1954	1					1											2			1		
Teton Trails Park	Neighborhood	Tule Springs	7850 N. Bradley	2002	10								1	2				1		1	2	1	1	1		
Thunderbird Sports Complex-Viper	Special Use	Centennial Hills	6105 North Durango	2004	15				2		2										2	1		1		
Thunderbird-Raptor Play Park	Community	Centennial Hills	6075 N. Durango	2009	13						2										2		1			
Trigono Hills Park	Community	Lone Mountain	10765 W. Alexander Road	2007	23				1												2	1		1	1	Trailhead
Veterans Memorial Fields	Community	Summerlin North	101 N. Pavilion Center Dr	2000	12			2											1		1					

PARK NAME	PARK TYPE	PLANNING AREA	ADDRESS	YEAR BUILT	SIZE (ACRES)	DOG PARK	BASEBALL FIELD	SOFTBALL FIELD	MULTIUSE FIELD	FOOTBALL FIELD	SOCCER FIELD	LACROSSE FIELD	BASKETBALL COURT	TENNIS COURT	PICKLEBALL COURT	BOCCE	SHUFFLEBOARD	SKATEPARK	VOLLEYBALL	HORSESHOE PIT	PLAYGROUND	WALK/JOG COURSE	RESERVABLE PICNIC AREA	SPLASH PAD/WATER AREA	EQUESTRIAN	OTHER AMENITIES
Wayne Bunker Family Park	Community	Lone Mountain	7351 W. Alexander Road	1990	19								2		2			1	1	6	3	1	4			Skate Park
West Charleston Lions/Essex Park	Neighborhood	Charleston	600 Essex Circle	1973	5														1		1			1		
Wildwood Park	Neighborhood	Twin Lakes	1800 Wildwood	1975	1								1	1							1					
Winding Trails Park	Neighborhood	Centennial Hills	7250 N. Ft. Apache	2007	3	2															2			1		
Woofter Family Park	Neighborhood	Twin Lakes	1600 Rock Springs Drive	1993	8	2															1			1		
Total					1798	25	27	34	18	9	50	6	34	40	17	25	18	13	21	39	143	51	79	28	4	

CITY-WIDE ACCESS TO PUBLIC FACILITIES

Ease of access to daily needs is essential for residents and is an indicator of areas that are well-served, as well as an indicator of areas that have higher rates of auto-dependency. Unfortunately, much of Las Vegas’s services are designed for, and accessible to, the car. Because the city doesn’t have many community centers, each serve a wider population that’s accessible by walking, biking, or a short drive. The lack of these places indicates a need for more publicly facing neighborhood facilities.



56%
of total units are within a ½ mile walk from **PARKS**

31%
of total units are within a ½ mile walk from **SCHOOLS**

19%
of total units are within a ½ mile walk from **GROCERY AND RETAIL SERVICES**

45%
of total units are within a 2-mile drive from **COMMUNITY CENTERS**



2050 PLAN OUTCOMES

- To provide equitable access to all public buildings, facilities, and services, ensure that by 2050, 75% of residents live within 2 miles of a recreation or community center, library, or cultural center.



RECREATION FACILITY TYPES AND FUNCTION

The following table illustrates facility needs based on the city's population in 2022 (649,600)

RECREATION AMENITIES

AMENITY	SERVICE STANDARD	EXISTING FACILITIES	SURPLUS/DEFICIENCY
Basketball Court	1:12,000 Residents	56	2
Tennis Court	1:8,000 Residents	66	-15
Volleyball Court	1:60,000 Residents	24	13
Rectangular Multipurpose Field	1:15,000 Residents	57	14
Baseball/Softball Field	1:50,000 Residents	48	35
Swimming Pool	1:50,000 Residents	9	-3

Service standards were derived from an analysis of NRPA national averages, and the Demographics and Trends findings located within Chapter 2 of this plan. While NRPA numbers show a national median, the updated service standards account for Vegas' rapid population growth and participation trends.



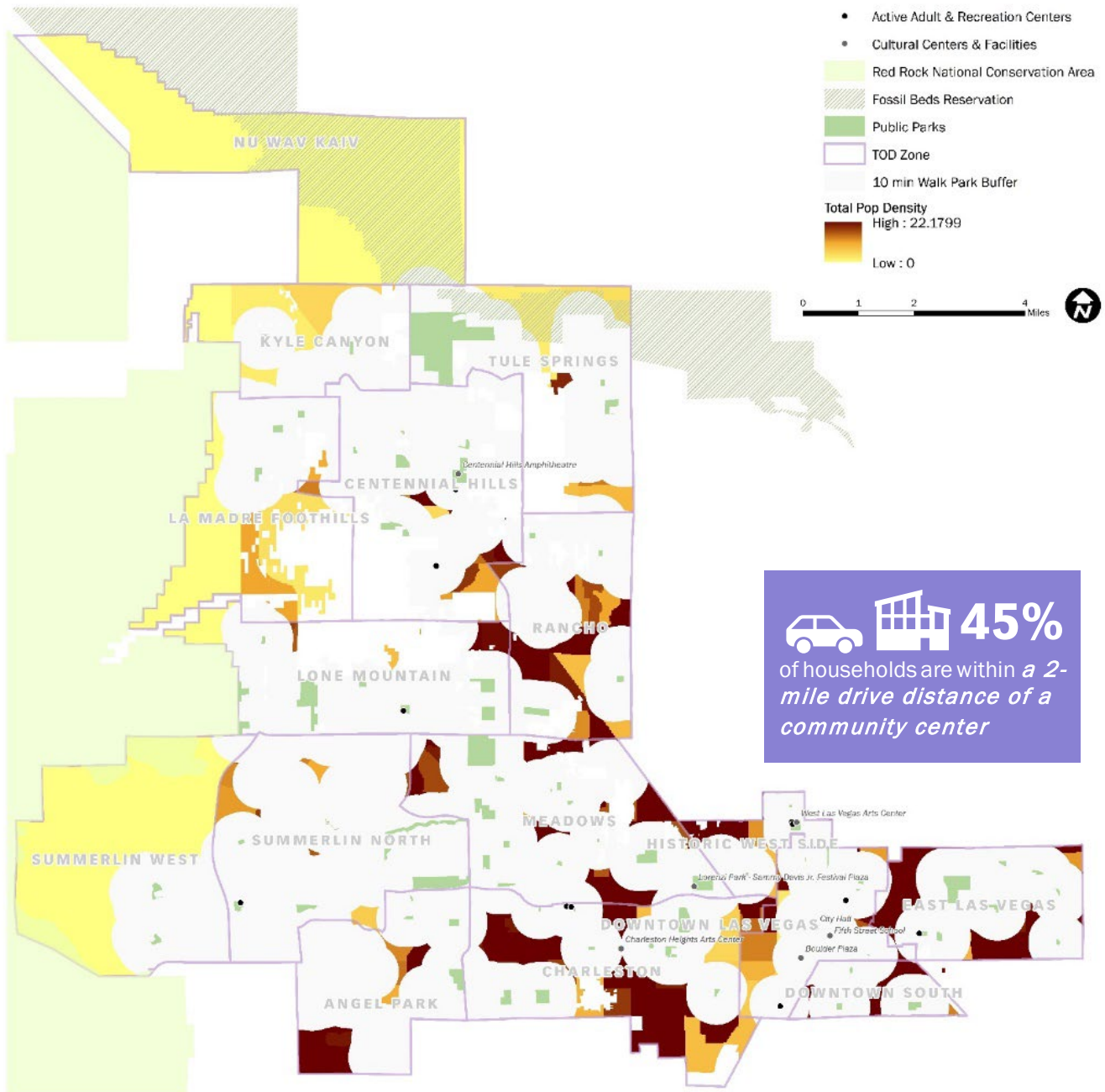


Figure 20: Population Density & Park Access

FACILITY TYPE	NUMBER	AREA (SF)	DEFICIENCY (SF)
Neighborhood	12	122,009	852,391-1,177,191
Community	8	281,127	693,273-1,018,073
Regional	3	273,058	701,342-1,026,142
Total	30	669,861	304,509-629,309

A service standard of **1.5-2 SF:1 resident** is applied for all facilities. Deficiencies are based on the 2022 population of **649,600**

For purposes of this plan, population density was used to evaluate whether existing facilities are overburdened due to the number of people they must accommodate, and to point to the locations where the need is greatest for future facilities. This should guide decisions on citing future neighborhood hubs with the goal of equitable distribution.

SPATIAL ANALYSIS BY NEIGHBORHOOD

Residents and stakeholders identified a lack of community cohesion and pride as an obstacle to a strong quality of life during the planning process. The 2050 Master Plan built a framework for future neighborhood identity and subarea planning by dividing city of Las Vegas into 16 “Areas.” This Plan is similarly organized so the city can help harness the energy and enthusiasm of neighbors and translate that into meaningful, equitable implementation across the city.

The Plan recognizes that land supply will greatly reduce over the next thirty years as population grows. As existing development agreements and new subdivisions are completed in the western and northwestern part of the City, this plan recognizes the need to shift to a strategy of infill and redevelopment, and subsequently think more intentionally about trail connectors, infill and multi-use parks and facilities amongst limited land resources.

The 2050 Master Plan analyzed demographics for each planning area and identified gaps in access for multiple indicators, including parks and open space. The following pages look in detail at each planning area in order to further understand where additional park and recreation elements should be located, and what elements should be provided to best serve the unique needs of each neighborhood.

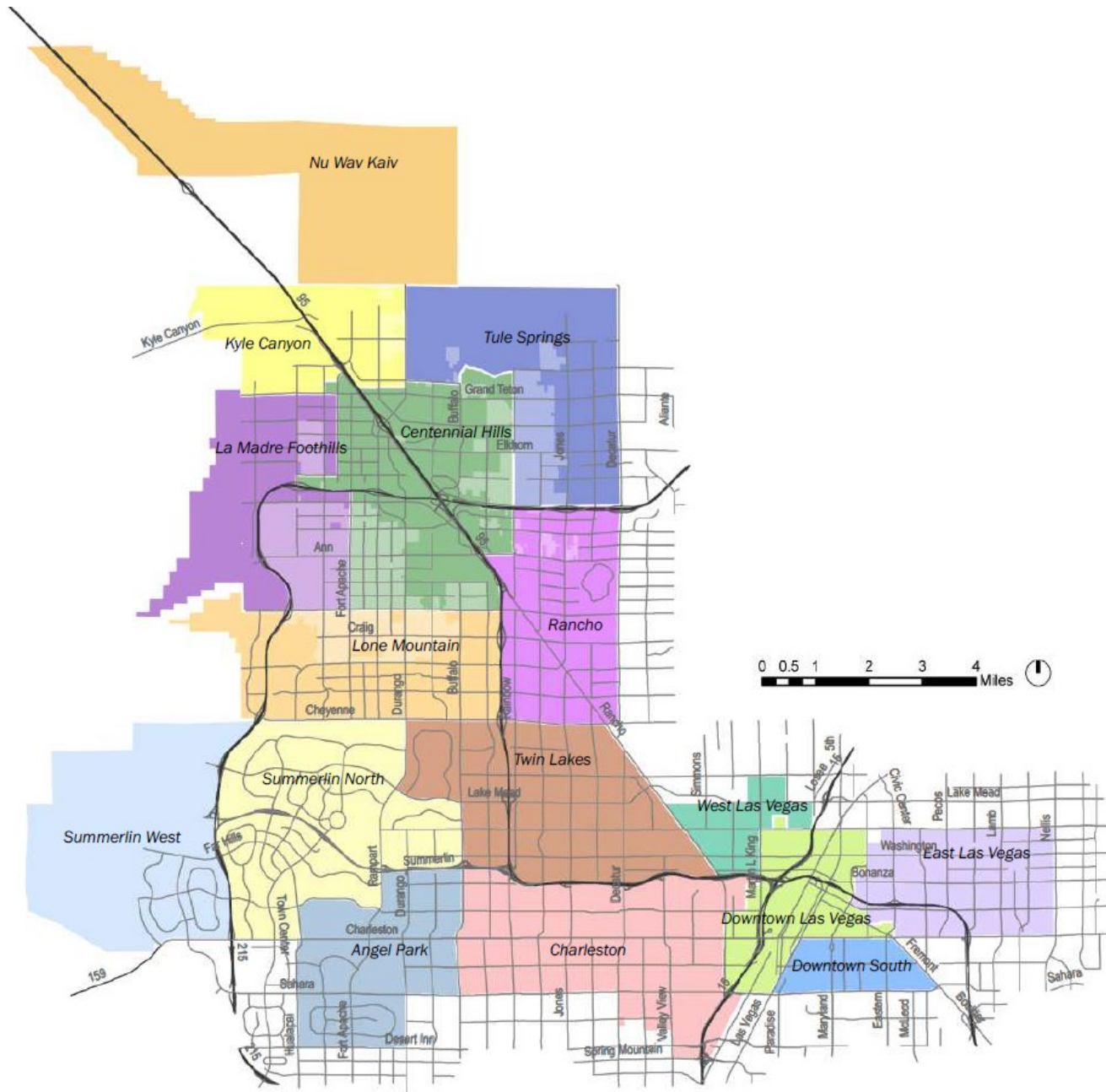


Figure 21: Planning Areas, City of Las Vegas 2050 Master Plan

DOWNTOWN LAS VEGAS

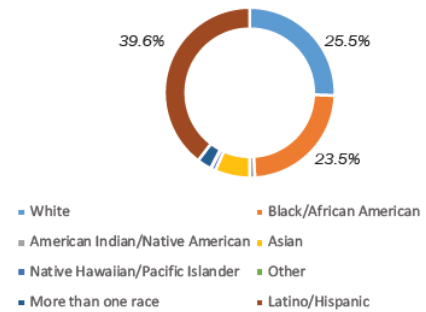


DEMOGRAPHICS

- Current population: 28,115 ▼
- Largest Age Group: 25 - 34 years (4,600) ▼
- Persons per household: 2.28 ▼
- Single Family Dwellings: 1,755 ▼
- Multi-Family Dwellings: 12,226 ▲
- Median Household income: \$22,471 ▼
- Median rent / mortgage: \$746 / \$1,219 ▼▼
- Housing tenure: 84.8% rent / 15.2% own ▲▼
- Attained High School Diploma: 71.6% ▼
- Attained Bachelor's Degree: 11.7% ▼
- Unemployment rate: 15.3% ▲
- Housing Density: 6.56 dwelling units / acre ▲
- Population Density: 8,439 residents / square mile ▲

▲ ▼ Above / Below citywide average

Race & Ethnicity



Downtown Las Vegas is the City's civic, commercial, and cultural hub. Located in the center of the Las Vegas Valley, encompassing the original 1905 Clark's townsite, it functions as a primary regional center of Southern Nevada together with the Las Vegas Strip. Centered along Fremont Street, Downtown is the original home to local gaming and tourism. It continues to attract visitors looking for a historic and authentic Las Vegas experience. The Downtown of tomorrow is envisioned as a vibrant and livable urban environment and will continue to "Reinvent the Legend" through complete implementation of the Vision 2045 Downtown Las Vegas Masterplan.

Parks and Open Space

Downtown has several notable and memorable places, including the Fremont Street Experience, Container Park, Symphony Park, and 3rd Street, but is notably lacking traditional parks, civic, and green spaces. In the past decade, Downtown witnessed the birth of a variety of museums and cultural amenities, including the Mob Museum, Neon Museum, and Smith Center for the Performing Arts. The Downtown Parks and Civic Spaces sub-plan provides an implementation framework for increased public and private parks, plazas, and other civic spaces, including a Civic Plaza and central park. The Title 19.09 form-based zoning code also similarly requires open space and specifies civic space standards.

PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	Downtown	City
Parks	66%	56%
Schools	50%	31%
Grocery and retail services	47%	19%

Percentage of total units within 2 mile drive:

Community Centers	100%	45%
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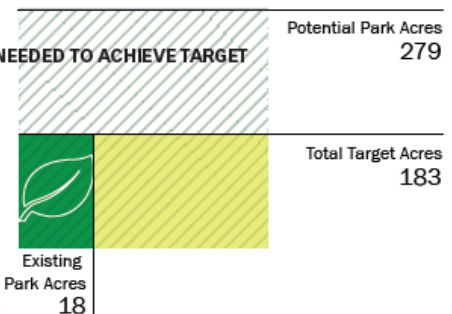
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile



PARK ACRES NEEDED TO ACHIEVE TARGET

Downtown has more than enough vacant land in the future place type model to convert to parks or open space to meet the target.



EAST LAS VEGAS



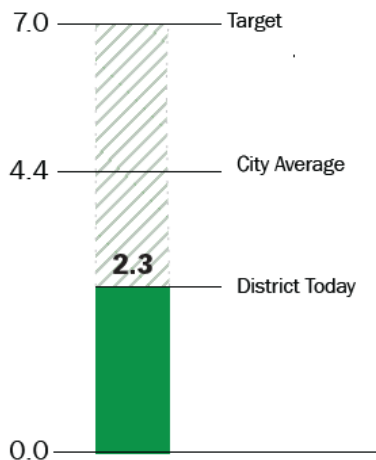
East Las Vegas is comprised of a network of higher density traditional neighborhoods, a thriving and growing Latinx community, and a well-connected street system; it does, however, face a number of challenges, including high poverty rates, higher rates of crime, and an overall lack of investment or under-investment in infrastructure and services to accommodate a rapidly changing population. The addition of high-capacity transit along the edges and a “Grand Paseo” complete street transformation will enable East Las Vegas to transform itself into a diverse and cohesive sector of Las Vegas.

Parks and Open Space

Several large traditional parks have historically anchored East Las Vegas, including Freedom Park. A few new parks are under construction, including smaller neighborhood parks that will help provide green space to underserved areas, but more will still be needed, and of different types and varieties. Desert Pines Golf Course is also located within this area; while a major asset, it could be repurposed to another use while still incorporating much needed civic green space. User safety of parks, trails, and open space within the area has been noted as well.

PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile



DEMOGRAPHICS

- Current population: 75,146 ▲
 - Largest Age Group: 25 - 34 years (11,177) ▼
 - Persons per household: 3.40 ▲
 - Single Family Dwellings: 9,428 ▼
 - Multi-Family Dwellings: 12,938 ▲
 - Median Household Income: \$32,224 ▼
 - Median rent / mortgage: \$828 / \$1,039 ▼
 - Housing tenure: 63.2% rent / 36.8% own ▼
 - Attained High School Diploma: 57.6% ▼
 - Attained Bachelor's Degree: 4.8% ▼
 - Unemployment rate: 10.3% ▲
 - Housing Density: 7.95 dwelling units / acre ▲
 - Population Density: 16,095 residents / square mile ▲
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

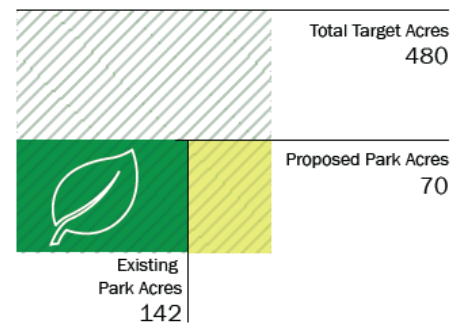
Service	East Las Vegas	City
Parks	27%	56%
Schools	63%	31%
Grocery and retail services	31%	19%

Percentage of total units within 2 mile drive:

Community Centers	66%	45%
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PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, East Las Vegas still falls short of the target.



WEST LAS VEGAS



DEMOGRAPHICS

- Current population: 17,343 ▼
- Largest Age Group: 25 - 34 years (2,794) ▼
- Persons per household: 2.93 ▲
- Single Family Dwellings: 3,698 ▼
- Multi-Family Dwellings: 2,846 ▼
- Median Household income: \$32,937 ▼
- Median rent / mortgage: \$867 / \$1,174 ▼
- Housing tenure: 67.2% rent / 32.8% own ▲
- Attained High School Diploma: 71.2% ▼
- Attained Bachelor's Degree: 7.6% ▼
- Unemployment rate: 11.3% ▲
- Housing Density: 6.60 dwelling units / acre ▲
- Population Density: 11,190 residents / square mile ▲

▲ ▼ Above / Below citywide average

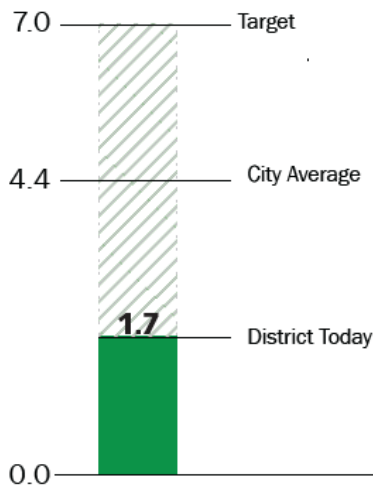
West Las Vegas is comprised of the neighborhoods immediately surrounding the Historic Westside district of Downtown Las Vegas, a culturally significant and diverse area including the Berkley Square Neighborhood, Bonanza Village, Vegas Heights, and Eastland Village neighborhoods. For many decades, West Las Vegas and its residents, predominantly African American, were physically and economically segregated from the rest of the community. West Las Vegas is comparatively poorer, homogeneous, and faces greater socio-economic challenges than other districts. By 2050, this area will gain new life and development that preserves the community's identity and heritage.

Parks and Open Space

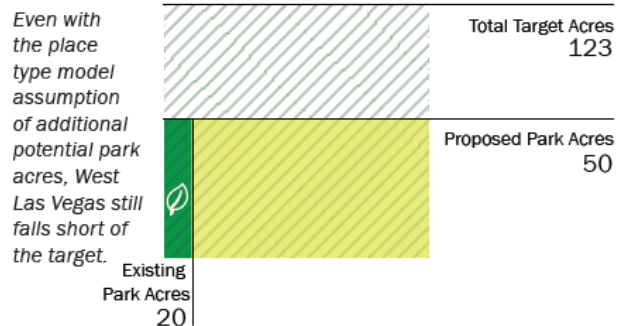
There is a significant lack of parks and open space in West Las Vegas; Existing facilities are limited to a scattering of small neighborhood and pocket parks exist and a major park (Kianga Isoke Palacio Park) at the Doolittle Community Center. An additional major park or open space should be constructed with quality amenities that will be safe and well utilized.

PARK ACCESS

Acreage of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	City	District
Parks	41%	56%
Schools	78%	31%
Grocery and retail services	17%	19%

Percentage of total units within 2 mile drive:

Service	City	District
Community Centers	91%	45%

DOWNTOWN SOUTH



DEMOGRAPHICS

- Current population: 18,883 ▼
 - Largest Age Group: 25 - 34 years (2,345) ▼
 - Persons per household: 3.06 ▲
 - Single Family Dwellings: 4,083 ▼
 - Multi Family Dwellings: 1,814 ▼
 - Median Household Income: \$38,561 ▼
 - Median rent / mortgage: \$936 / \$1,189 ▲ ▲
 - Housing tenure: 50.7% rent / 49.3% own ▲ ▲
 - Attained High School Diploma: 70.4% ▼
 - Attained Bachelor's Degree: 16.2% ▼
 - Unemployment rate: 10.5% ▲
 - Housing Density: 5.70 dwelling units / acre ▲ ▲
 - Population Density: 10,451 residents / square mile ▲ ▲
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	District	City
Parks	46%	56%
Schools	60%	31%
Grocery and retail services	24%	19%

Percentage of total units within 2 mile drive:

Community Centers	100%	45%
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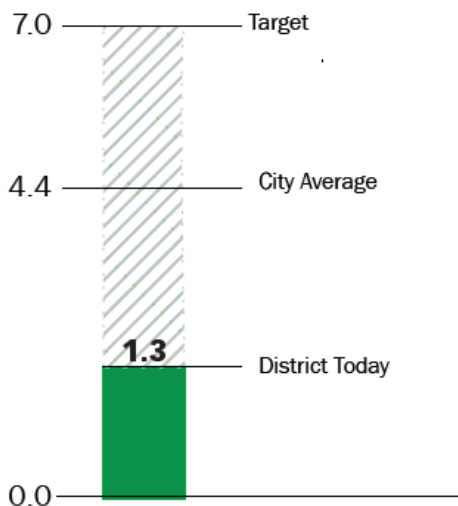
Downtown South is comprised of the City's earliest inner-ring traditional neighborhoods, including John S. Park, Huntridge, Beverly Green, Southridge, Mayfair, Hillside Heights, and Crestwood. Given its close proximity to Downtown Las Vegas and several major transportation corridors on its periphery, including Charleston Blvd, Maryland Pkwy, Sahara Ave, and Las Vegas Blvd, these historic areas are in flux and must be carefully balanced with preservation efforts with the increasing pressure and demand for transit-oriented development.

Parks and Open Space

Downtown South has several historic parks with mature trees and denser tree canopy, but more open space amenities are needed throughout the area. Several parks, including Leavitt Park and Baker Park are small, but well-used neighborhood parks that have recently been upgraded. An opportunity for a unique civic space exists at Huntridge Circle Park, as well as constructing a multi-use trail along the Spencer Greenway.

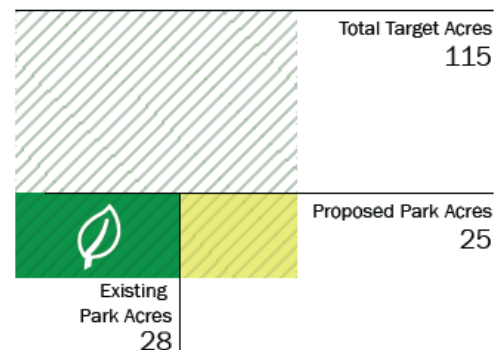
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, Downtown South still falls short of the target.



CHARLESTON



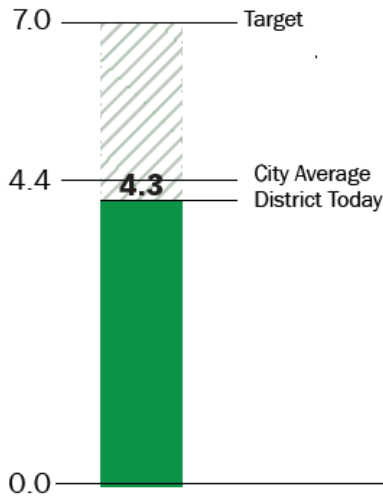
The Charleston Blvd corridor is the City's major east-west link and commercial corridor between Downtown Las Vegas and its western suburbs. Comprised of both the City's earliest inner-ring suburbs and new suburban neighborhoods, this area has high potential for transit-oriented development and new place types along multiple corridors with the introduction of high-capacity transit over the next thirty years.

Parks and Open Space

The Charleston area's most notable open space asset is the Las Vegas Springs Preserve, a central park signifying the historical development of resilience of this Mojave Desert metropolis. Several large traditional parks have been constructed, including Rainbow Family Park and Firefighters Memorial Park. While other smaller neighborhood parks have been recently upgraded, more civic and green spaces are needed throughout the area.

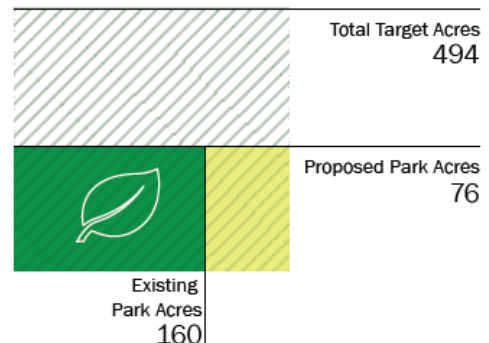
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

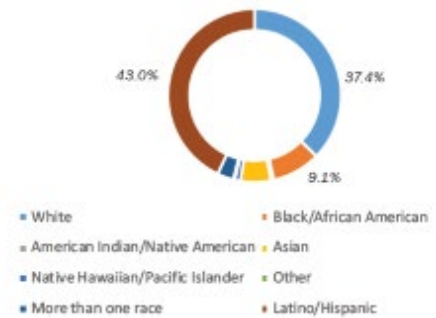
Even with the place type model assumption of additional potential park acres, Charleston still falls short of the target.



DEMOGRAPHICS

- Current population: 75,146 ▲
 - Largest Age Group: 25 - 34 years (10,326) ▼
 - Persons per household: 2.74 ▼
 - Single Family Dwellings: 14,693 ▼
 - Multi-Family Dwellings: 14,422 ▲
 - Median Household Income: \$41,172 ▼
 - Median rent / mortgage: \$864 / \$1,298 ▼
 - Housing tenure: 59.7% rent / 40.3% own ▼
 - Attained High School Diploma: 78.7% ▼
 - Attained Bachelor's Degree: 16.8% ▼
 - Unemployment rate: 9.0% ▲
 - Housing Density: 5.65 dwelling units / acre ▲
 - Population Density: 9,340 residents / square mile ▲
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	City	District
Parks	20%	56%
Schools	36%	31%
Grocery and retail services	23%	19%

Percentage of total units within 2 mile drive:

Service	City	District
Community Centers	51%	45%

TWIN LAKES



DEMOGRAPHICS

- Current population: 105,220 ▲
 - Largest Age Group: 25 - 34 years (16,254) ▼
 - Persons per household: 2.93 ▲
 - Single Family Dwellings: 19,932 ▲
 - Multi-Family Dwellings: 17,343 ▲
 - Median Household Income: \$46,152 ▲
 - Median rent / mortgage: \$957 / \$1,241 ▼
 - Housing tenure: 57.1% rent / 42.9% own ▲
 - Attained High School Diploma: 80.8% ▼
 - Attained Bachelor's Degree: 16.7% ▼
 - Unemployment rate: 10.4% ▲
 - Housing Density: 7.59 dwelling units / acre ▲
 - Population Density: 13,712 residents / square mile: ▲
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	Twin Lakes	City
Parks	44%	56%
Schools	33%	31%
Grocery and retail services	26%	19%

Percentage of total units within 2 mile drive:

Community Centers	40%	45%
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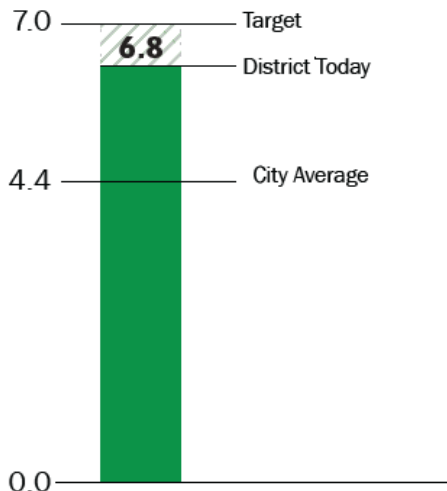
Twin Lakes contains a collection of inner-ring traditional suburban neighborhoods, including Golf Ridge, Charleston Heights, and Pittman, as well as some small and large traditional planned communities, like Desert Shores. So named for the springs of Lorenzi Park and waters at Desert Shores, the Las Vegas Tech Center serves as a regional employment center with medical offices and business park. The Decatur Blvd corridor will serve as a new spine for redevelopment and affordable housing choices.

Parks and Open Space

Several major regional parks are in Twin Lakes including Lorenzi Park, Kellogg Zaher Park, Ed Fountain Park, and Doc Romeo Park; these are connected by the Lone Mountain and Bonanza Trails. Las Vegas Municipal Golf Course, the City's first golf course, can also be found within the. While there are several smaller neighborhood parks, a few notable areas lack an accessible park or green space.

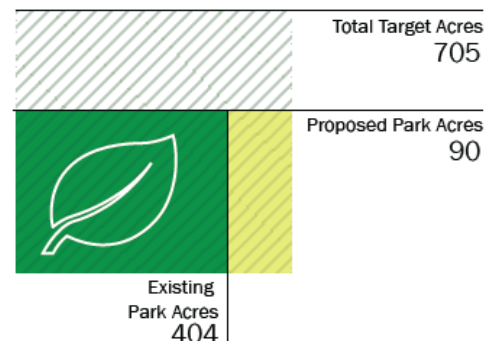
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, Twin Lakes still falls short of the target.



ANGEL PARK



Located along the West Charleston Blvd corridor, the Angel Park neighborhoods serve as a transition from the older established areas to the east to the gateway of Summerlin development and Red Rock Canyon. With a mix of large lot homes, new residential and commercial subdivisions, and master planned communities, including Canyon Gate, The Lakes, Peccole Ranch, and Queensridge, the Angel Park area serves both existing residences with new development occurring to the west.

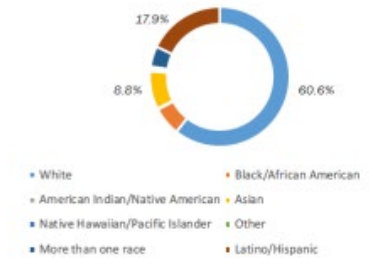
Parks and Open Space

Angel Park’s most notable open spaces include the park and golf course for which the district is named. Other parks and open spaces, including those within the master planned communities, are well connected by trails and greenbelts. The area is served by several large parks, including All American Park and the Badlands development, a defunct golf course, provides an opportunity for new open space.

DEMOGRAPHICS

- Current population: 53,320 ▲
 - Largest Age Group: 35 - 44 years (7,469) ▲
 - Persons per household: 2.41 ▼
 - Single Family Dwellings: 12,772 ▲
 - Multi-Family Dwellings: 10,185 ▼
 - Median Household income: \$59,029 ▼
 - Median rent / mortgage: \$1,184 / \$1,481 ▲
 - Housing tenure: 48.2% rent / 51.8% own ▼
 - Attained High School Diploma: 91.6% ▲
 - Attained Bachelor's Degree: 30.9% ▲
 - Unemployment rate: 6.2% ▲
 - Housing Density: 6.85 dwelling units / acre ▲
 - Population Density: 10,187 residents / square mile ▲
- ▲ Above / ▼ Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

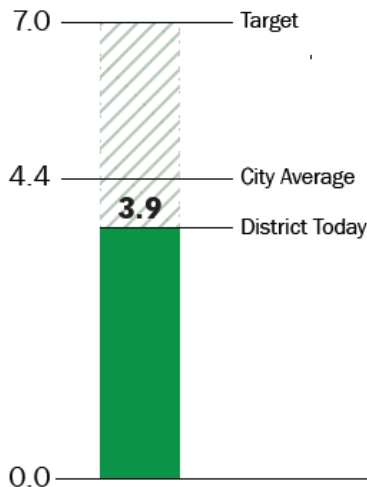
Service	Angel Park	City
Parks	69%	56%
Schools	23%	31%
Grocery and retail services	12%	19%

Percentage of total units within 2 mile drive:

Community Centers	5%	45%
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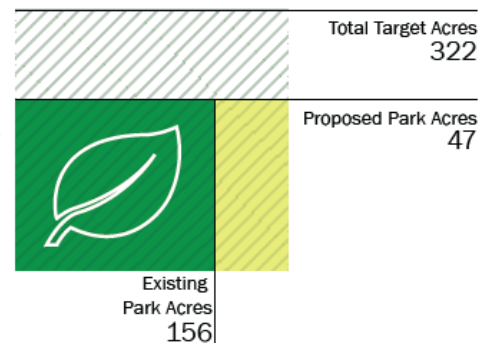
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, Angel Park still falls short of the target.



SUMMERLIN NORTH

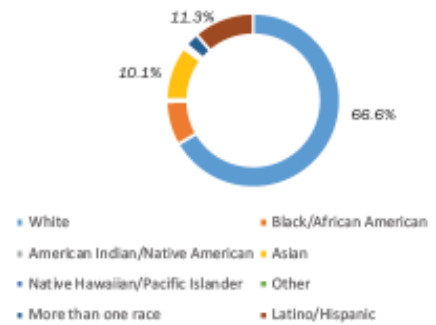


DEMOGRAPHICS

- Current population: 60,748 ▲
 - Largest Age Group: 65 - 74 years (9,276) ▲
 - Persons per household: 2.27 ▼
 - Single Family Dwellings: 18,873 ▲
 - Multi-Family Dwellings: 8,737 ▲
 - Median Household income: \$68,329 ▲
 - Median rent / mortgage: \$1,360 / \$1,558 ▲▲
 - Housing tenure: 31.8% rent / 68.2% own ▼▲
 - Attained High School Diploma: 94.2% ▲
 - Attained Bachelor's Degree: 40.3% ▲
 - Unemployment rate: 8.6% ▼
 - Housing Density: 5.79 dwelling units / acre ▲
 - Population Density: 8,148 residents / square mile ▲
- ▲▲ ▼▲ Above / Below citywide average

Originally intended for aerospace development, the development of the 25,000-acre master planned community of Summerlin began in the 1990s through a Planned Community development agreement. The first developments began in Summerlin North and included an age-restricted Sun City Summerlin. Today, Summerlin Corporation retains control of the area's open space and residential land through a master community association, divided into individual villages with additional HOAs. This northern portion of the community is now fully developed and mature with numerous neighborhood and village parks, more than 150 miles of trails, nine golf courses, shopping centers, medical and cultural facilities, Red Rock Resort, the Suncoast, and JW Marriott hotels-casinos, business parks and more than 30 public and private schools.

Race & Ethnicity

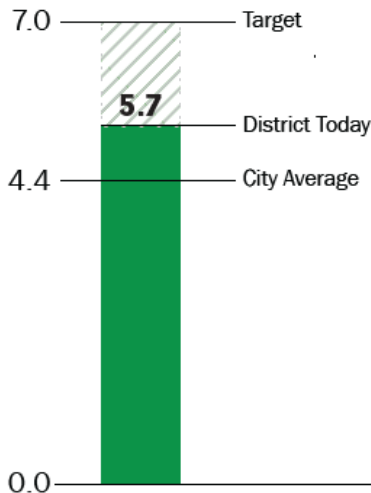


Parks and Open Space

The area contains abundant parks, open spaces, and well-preserved washes and arroyos. Several public and private golf courses and county clubs, including Angel Park, TPC Summerlin, TPC Canyons, Palm Valley, Highland Falls, and Eagle Crest courses wind through Summerlin North and are well utilized amenities of the area.

PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

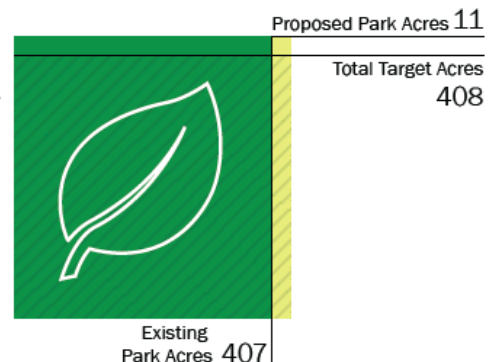
Service	Summerlin North	City
Parks	73%	56%
Schools	17%	31%
Grocery and retail services	10%	19%

Percentage of total units within 2 mile drive:

Community Centers	63%	45%
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PARK ACRES NEEDED TO ACHIEVE TARGET

Summerlin North meets the target acreage at full build out.



SUMMERLIN WEST



As a part of the Summerlin master planned community, Summerlin West is the gateway to Red Rock Canyon and will be home to approximately one third of Summerlin’s 250,000 residents upon full build-out. As a part of the master development agreement, development will gradually progress west as more neighborhoods and villages are built out. The addition of a new neighborhood mixed use village center and new resorts will bring new commercial activities that are currently lacking in the area.

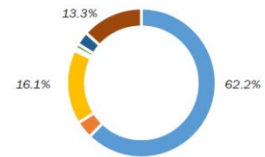
Parks and Open Space

Red Rock Canyon’s natural beauty and proximity to Summerlin West provide excellent opportunities for additional open spaces. The district contains abundant open spaces, and well-preserved washes and arroyos; adjacent foothills and Little Red Rock will continue to be protected. While up to 90 holes of golf are permitted, such courses may only be developed if conditions allow for their construction.

DEMOGRAPHICS

- Current population: 18,748 ▼
 - Largest Age Group: 35 - 44 years (3,587) ▲
 - Persons per household: 2.88 ▲
 - Single Family Dwellings: 6,167 ▼
 - Multi-Family Dwellings: 538 ▼
 - Median Household Income: \$112,605 ▲
 - Median rent / mortgage: \$1,754 / \$2,295 ▲▲
 - Housing tenure: 33.6% rent / 66.4% own ▼▲
 - Attained High School Diploma: 97.3% ▲
 - Attained Bachelor’s Degree: 55.8% ▲
 - Unemployment rate: 5.7% ▼
 - Housing Density: 0.83 dwelling units / acre ▼
 - Population Density: 1,490 residents / square mile ▼
- ▲▲ Above / Below citywide average

Race & Ethnicity



- White
- Black/African American
- American Indian/Native American
- Asian
- Native Hawaiian/Pacific Islander
- Other
- More than one race
- Latino/Hispanic

PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

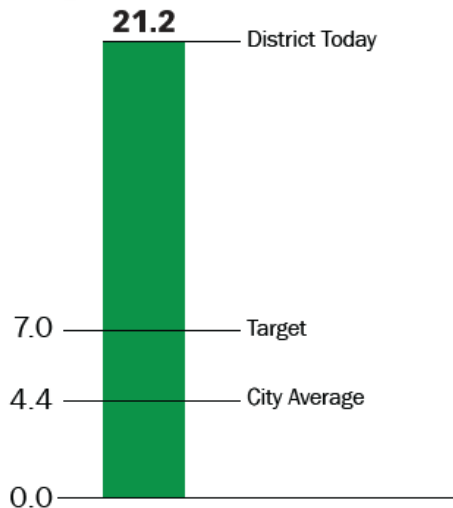
Service	District	City
Parks	95%	56%
Schools	18%	31%
Grocery and retail services	4%	19%

Percentage of total units within 2 mile drive:

Community Centers	47%	45%
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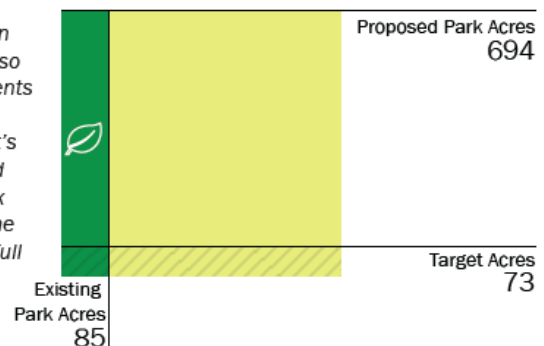
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Because Summerlin West has so few residents today, it’s meeting its target and is on track to meet the target at full buildout.



LONE MOUNTAIN



Lone Mountain, so named for the isolated mountain standing apart from the La Madre Mountains at the district's western edge, represents a transitional area between established and new suburban neighborhoods to lower-density areas. Due to its lower densities and array of neighborhood types, most of Lone Mountain has potential for subdivision retrofits and preservation of ranch-style neighborhoods.

Parks and Open Space

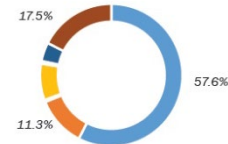
Lone Mountain has several large regional open spaces and parks, including Lone Mountain Regional Park, Majestic Park, Durango Hills Park and Community Center and parks and sports fields built within detention basins near the eastern edge of the district. The area would benefit from smaller neighborhood park along the Cheyenne corridor. Existing trails and bike lanes, including the Lone Mountain Trail, Beltway Trail, and the Alexander Rd corridor provide connections to other areas. The adjacent mountains and foothills provide additional opportunities for new open spaces but require increased connectivity between urban trails and natural areas.

DEMOGRAPHICS

- Current population: 56,848 ▲
- Largest Age Group: 25 - 34 years (7,071) ▲
- Persons per household: 2.86 ▲
- Single Family Dwellings: 15,924 ▲
- Multi-Family Dwellings: 4,559 ▼
- Median Household Income: \$68,989 ▲
- Median rent / mortgage: \$1,264 / \$1,465 ▲
- Housing tenure: 35.7% rent / 64.3% own ▲
- Attained High School Diploma: 92.7% ▲
- Attained Bachelor's Degree: 29.5% ▲
- Unemployment rate: 6.4% ▼
- Housing Density: 6.01 dwelling units / acre ▲
- Population Density: 10,682 residents / square mile ▲

▲ Above / ▼ Below citywide average

Race & Ethnicity



- White
- Black/African American
- American Indian/Native American
- Asian
- Native Hawaiian/Pacific Islander
- Other
- More than one race
- Latino/Hispanic

PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

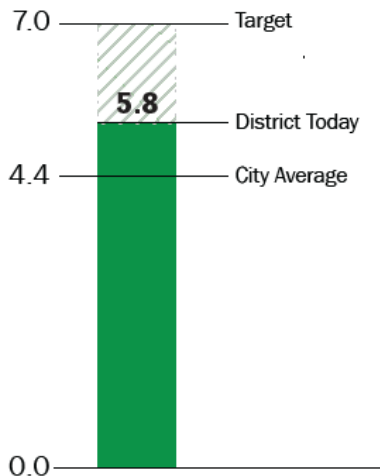
Service	District	City
Parks	77%	56%
Schools	21%	31%
Grocery and retail services	13%	19%

Percentage of total units within 2 mile drive:

Service	District	City
Community Centers	52%	45%

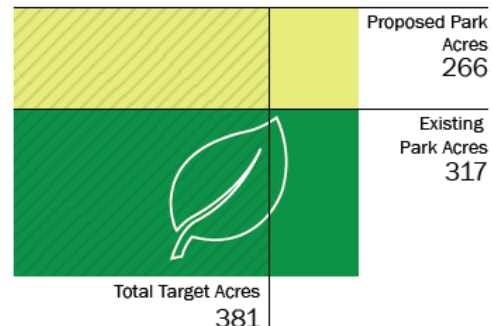
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Should Lone Mountain develop as planned, it will exceed the target park acres.



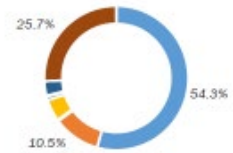
RANCHO



DEMOGRAPHICS

- Current population: 44,362 ▼
 - Largest Age Group: 45 - 54 years (6,469) ▲
 - Persons per household: 2.85 ▲
 - Single Family Dwellings: 12,868 ▲
 - Multi-Family Dwellings: 3,235 ▼
 - Median Household income: \$63,766 ▲
 - Median rent / mortgage: \$1,183 / \$1,374 ▲
 - Housing tenure: 31.1% rent / 68.9% own ▲
 - Attained High School Diploma: 88.9% ▼
 - Attained Bachelor's Degree: 20.2% ▼
 - Unemployment rate: 9.4% ▲
 - Housing Density: 4.63 dwelling units / acre ▼
 - Population Density: 8,155 residents / square mile ▲
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



- White
- Black/African American
- American Indian/Native American
- Asian
- Native Hawaiian/Pacific Islander
- Other
- More than one race
- Latino/Hispanic

PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	District	City
Parks	48%	56%
Schools	17%	31%
Grocery and retail services	20%	19%

Percentage of total units within 2 mile drive:

Community Centers	3%	45%
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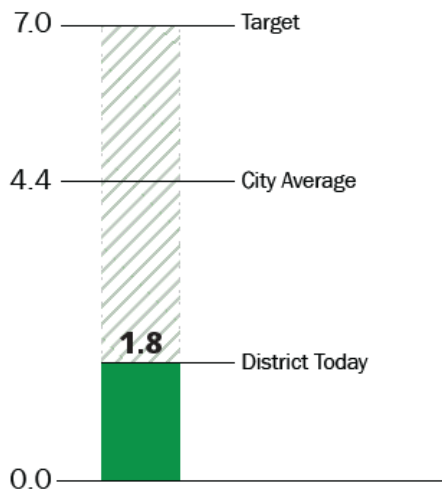
The suburbs and neighborhoods along the Rancho Dr corridor transition from older inner-ring suburbs to new subdivisions and “ranchos” moving northwest toward Centennial Hills. The area currently lacks cohesion, largely because of the lack of major city and community services. However, with a reimagining of Rancho Dr, and the addition of high-capacity transit routes along it, Decatur Blvd, and Craig Rd, the area can develop a new identity that balances transit-oriented mixed-use and existing developments.

Parks and Open Space

The Rancho area lacks significant amounts of parks and open space; while some neighborhood parks, such as Children’s Memorial Park and a few smaller parks can be found, there are noticeable voids and parks that are not easily accessible. Los Prados Golf Course can also be found within the northern edge of the district.

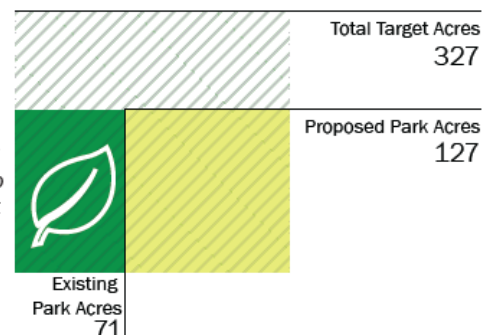
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, Rancho still falls short of the target.



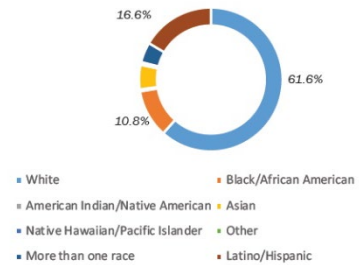
CENTENNIAL HILLS



DEMOGRAPHICS

- Current population: 62,126 ▼
 - Largest Age Group: 25 - 34 years (9,246) ▲
 - Persons per household: 2.77 ▼
 - Single Family Dwellings: 18,903 ▲
 - Multi-Family Dwellings: 4,783 ▼
 - Median Household Income: \$71,074 ▲
 - Median rent / mortgage: \$1,257 / \$1,528 ▲
 - Housing tenure: 36.6% rent / 63.4% own ▼
 - Attained High School Diploma: 93.0% ▲
 - Attained Bachelor's Degree: 27.9% ▲
 - Unemployment rate: 7.6% ▼
 - Housing Density: 6.21 dwelling units / acre ▲
 - Population Density: 10,422 residents / square mile ▲
- ▲▲ ▼▼ Above / Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

Service	District	City
Parks	69%	56%
Schools	21%	31%
Grocery and retail services	11%	19%

Percentage of total units within 2 mile drive:

Community Centers	54%	45%
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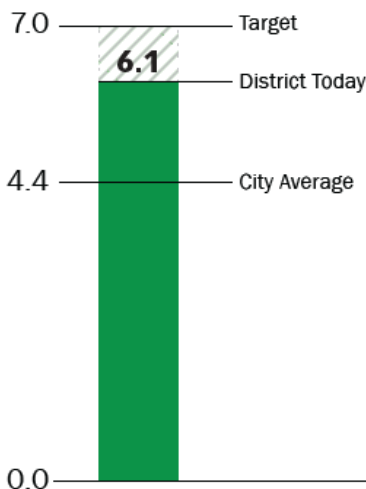
Centennial Hills is the major regional center for northwest Las Vegas. Centered at the Centennial Spaghetti Bowl (the intersection of the US-95 (future I-11) and I-215 Beltway), brings together northwestern neighborhoods. Previously envisioned as a northwestern "Town Center," it has developed a commercial core, but largely as conventional suburban-style development, with some unique higher density neighborhoods and urban form. Because Centennial Hills has previously been identified as a location for more intense uses, this planning area will re-establish itself as a true regional center that's adapted to existing development, while transforming key areas around its core.

Parks and Open Space

Centennial Hills has a wide variety of new parks, equestrian space, and other open spaces, much in the form of private or HOA pocket and neighborhood parks. Several major parks are located within the district including Thunderbird Park and the Centennial Hills Park complex, which also has a YMCA community center, senior center, pools, and library; a smaller community center, Cimmaron Rose, provides some recreational space. Desert Rose Golf course is located at the southern edge of the district

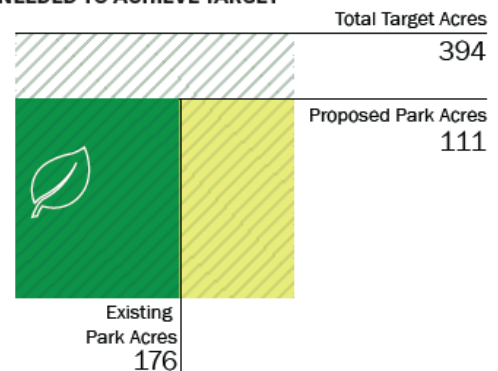
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, Centennial Hills still falls short of the target.



LA MADRE FOOTHILLS



Along the northwestern edge of the valley is La Madre Foothills, an area comprised of a unique mix of master-planned communities, large-lot residential estates, and traditional suburban single-family development. Potential opportunities exist to develop further along the foothills and create new recreational opportunities along Box Canyon. Given its adjacency to Centennial Hills Town Center, rapid growth, and opportunity for future development, by 2050, La Madre Foothills will emerge as a cohesive suburban community.

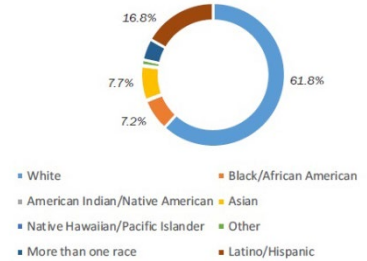
Parks and Open Space

Several turnkey parks have been constructed in conjunction with the development of Providence, including the Promenade and Huckleberry, Knickerbocker, and Gilcrease Brothers parks. A wide variety of new parks, equestrian space, and other open space could be developed in new subdivisions west of the beltway, with connections to Lone Mountain Regional Park and other parks along foothills.

DEMOGRAPHICS

- Current population: 25,401 ▼
 - Largest Age Group: 25 - 34 years (4,901) ▲
 - Persons per household: 2.77 ▼
 - Single Family Dwellings: 8,967 ▼
 - Multi-Family Dwellings: 1,484 ▼
 - Median Household income: \$78,359 ▲
 - Median rent / mortgage: \$1,259 / \$1,646 ▲
 - Housing tenure: 37.8% rent / 62.2% own ▲
 - Attained High School Diploma: 94.6% ▲
 - Attained Bachelor's Degree: 33.9% ▲
 - Unemployment rate: 4.7% ▼
 - Housing Density: 3.96 dwelling units / acre ▼
 - Population Density: 6,541 residents / square mile ▼
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

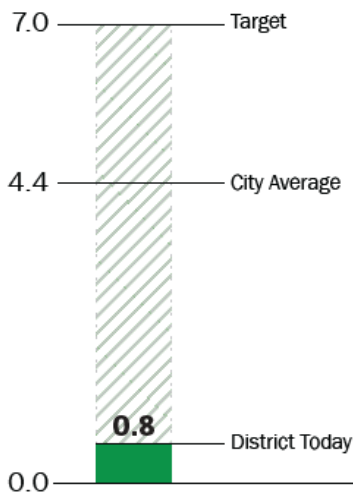
Service	District	City
Parks	75%	56%
Schools	18%	31%
Grocery and retail services	2%	19%

Percentage of total units within 2 mile drive:

Community Centers	0%	45%
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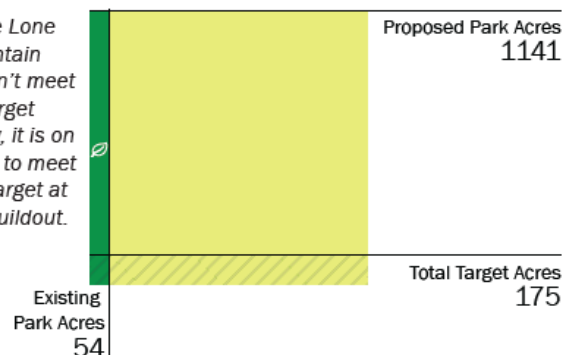
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

While Lone Mountain doesn't meet its target today, it is on track to meet the target at full buildout.



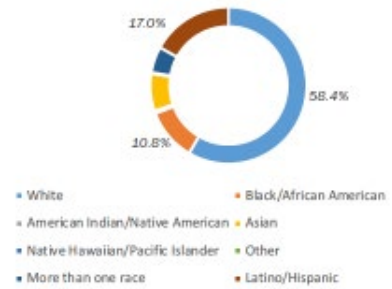
KYLE CANYON



DEMOGRAPHICS

- Current population: 13,291 ▼
 - Largest Age Group: 35 - 44 years (2,420) ▲
 - Persons per household: 3.33 ▲
 - Single Family Dwellings: 3,894 ▼
 - Multi-Family Dwellings: 380 ▼
 - Median Household Income: \$82,137 ▲
 - Median rent / mortgage: \$1,368 / \$1,648 ▲
 - Housing tenure: 29.3% rent / 70.7% own ▲
 - Attained High School Diploma: 95.7% ▲
 - Attained Bachelor's Degree: 29.1% ▲
 - Unemployment rate: 7.5% ▼
 - Housing Density: 1.24 dwelling units / acre ▼
 - Population Density: 2,471 residents / square mile ▼
- ▲ ▼ Above / Below citywide average

Race & Ethnicity



US-95 (future I-11) and Kyle Canyon Rd (NV-157) create major rural-urban transition point within the Kyle Canyon district. This is an area that is both the current northwestern gateway to the Las Vegas Valley from Northern Nevada and the Spring Mountains and is the home the city's newest subdivisions. The district character is predominantly detached single-family residential and has several areas under development agreements, open desert, and large-lot estates.

Parks and Open Space

Despite being still mostly undeveloped, Kyle Canyon has a variety of mostly new parks and open spaces, including Skye Canyon Park; much of the park space is in the form of private or HOA pocket and neighborhood parks, but new parks, including Igor Soldo Park and a new regional park will be constructed near-term. As Skye Canyon and Sunstone develop, new parks, arroyo trails, and linear open spaces will be constructed as required by the respective agreements.

PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

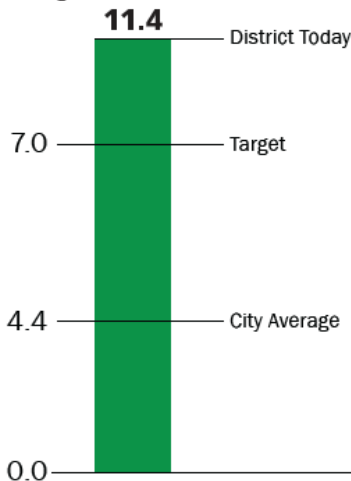
Service	Kyle Canyon	City
Parks	99%	56%
Schools	5%	31%
Grocery and retail services	6%	19%

Percentage of total units within 2 mile drive:

Community Centers	0%	45%
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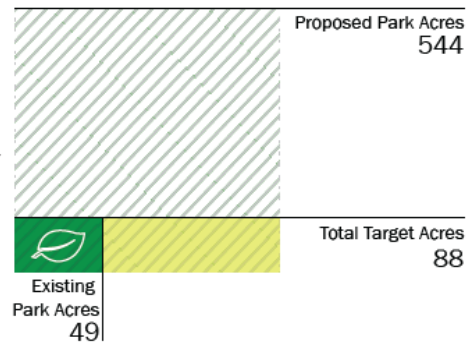
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Even with the place type model assumption of additional potential park acres, Kyle Canyon still falls short of the target.



TULE SPRINGS



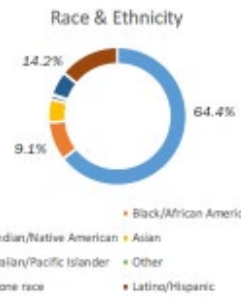
Tule Springs is bounded by the National Monument to the north and the I-215 beltway to the south, while county islands and scattered parcels make up the remaining edges. The City of North Las Vegas on the east at Decatur Blvd is the eastern boundary. North of the 215 Beltway is Tule Springs, an area bordering the Monument and with a mix of traditional and suburban single-family development and large-lot residential estates, many containing ranch or small agricultural functions. Tule Springs continues to develop, but it lacks major commercial and retail services, despite the accessibility to impressive open space and recreational amenities.

Parks and Open Space

Despite being still mostly undeveloped, Kyle Canyon has a variety of mostly new parks and open spaces, including Skye Canyon Park; much of the park space is in the form of private or HOA pocket and neighborhood parks, but new parks, including Igor Soldo Park and a new regional park will be constructed near-term. As Skye Canyon and Sunstone develop, new parks, arroyo trails, and linear open spaces will be constructed as required by the respective agreements.

DEMOGRAPHICS

- Current population: 27,672 ▼
 - Largest Age Group: 35 - 44 years (3,587) ▲
 - Persons per household: 3.03 ▲
 - Single Family Dwellings: 8,908 ▼
 - Multi-Family Dwellings: 492 ▼
 - Median Household Income: \$95,954 ▲
 - Median rent / mortgage: \$1,565 / \$1,858 ▲
 - Housing tenure: 20.9% rent / 79.1% own ▲
 - Attained High School Diploma: 94.2% ▲
 - Attained Bachelor's Degree: 32.1% ▲
 - Unemployment rate: 6.4% ▼
 - Housing density: 3.24 dwelling units / acre ▼
 - Population density: 6,110 residents / sq. mile ▼
- ▲ ▼ Above / Below citywide average



PROXIMITY OF DWELLING UNITS TO SERVICES

Percentage of total units within 1/2 mile walk:

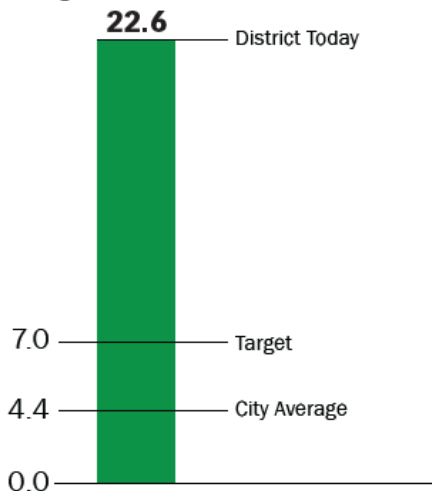
Service	Tule Springs	City
Parks	73%	56%
Schools	17%	31%
Grocery and retail services	3%	19%

Percentage of total units within 2 mile drive:

Community Centers	0%	45%
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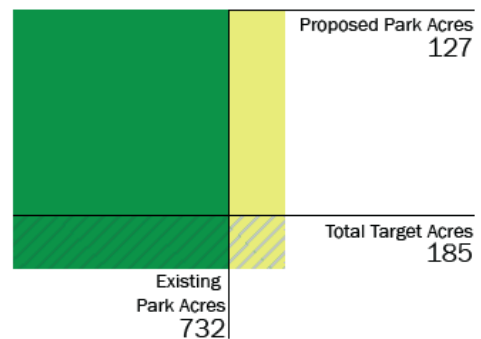
PARK ACCESS

Acres of accessible park space per 1,000 residents within 1/4 mile of the planning district



PARK ACRES NEEDED TO ACHIEVE TARGET

Tule Springs exceeds its target park areas, thanks to Floyd Lamb Park and the National Monument



SNOW MOUNTAIN – NU WAV KAIIV



The northern gateway to the City of Las Vegas spanning the future I-11 corridor is Nu Wav Kaiiv, (“New Way a Ky”), a Southern Paiute name meaning “Snow Mountain” and reference to the snowcapped Mount Charleston (Nivaganti) in the Spring Mountains to the west. This area is currently undeveloped and characterized by several major features: the Upper Las Vegas Wash, which flows through this portion of the Upper Las Vegas Valley (Tsoariuwav); the Tule Springs National Monument (Titsivasi), a vast linear open space extending 15 miles northwest-southeast from Corn Creek (Pakonapant); mountains, foothills, and alluvial fans of the Spring Mountains, Sheep Range (Tuhuti), Gass Peak (Kaiwiyiv), Kyle Canyon (Kunabi), Lee Canyon (Tinainab) and Mount Charleston; and finally, the Snow Mountain Reservation, a unique tribal area of the Las Vegas Paiute Tribe. Because of these attributes, place names and locations within this gateway area will reflect the Southern Paiute tongue and heritage.

INTRODUCTION

The consulting team with assistance from ETC institute identified metrics to benchmark the Department of Parks, Recreation, and Cultural Affairs (“Department”) against other large city agencies as well as National averages. The benchmark is organized based on responses to specific questions from each system’s community that lend an encompassing view of park and recreation usage, needs, and quality of each of the benchmarked agencies.

Information used in this analysis was obtained during the Statistically Valid survey process as administered by ETC Institute. In some instances, specific questions were not asked of all agencies. In those cases, those agencies were left out of the benchmark.

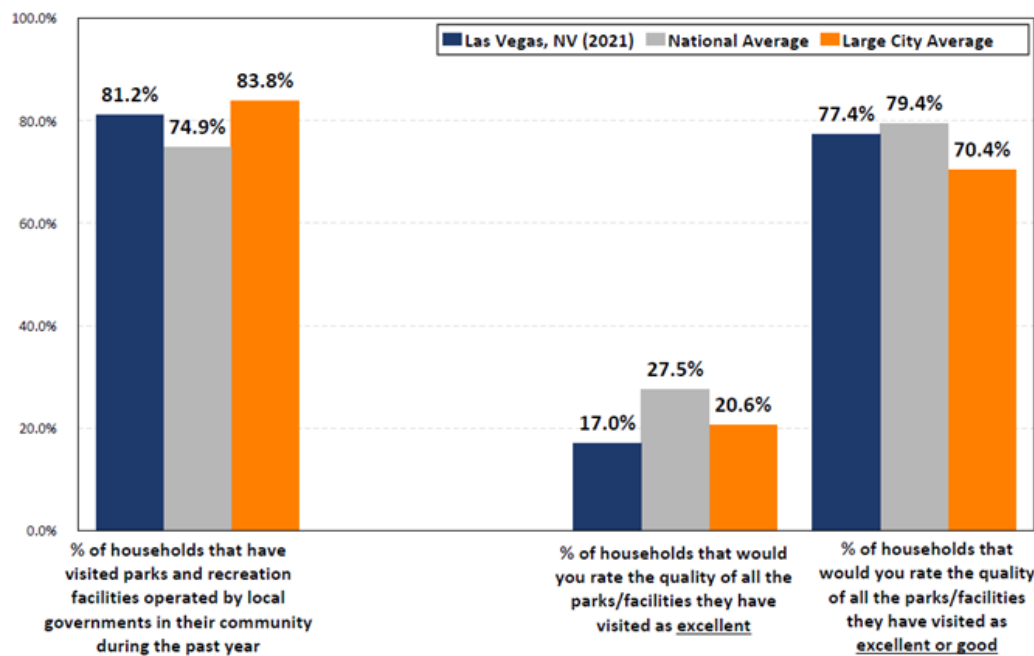
The agencies included in the Large City Average are:

- Austin Parks and Recreation Department
- City of Atlanta Department of Parks and Recreation
- City of Miami Parks and Recreation Department
- Louisville Parks and Recreation
- Mecklenburg County Park and Recreation Department
- San Diego Department of Parks and Recreation

BENCHMARKS

Benchmark: Percent of Households That Have Used Facilities During the Past Year and Gave an Excellent and Good Rating

City of Las Vegas Results (2021) vs. National Average vs. Large City Average
by percentage of households

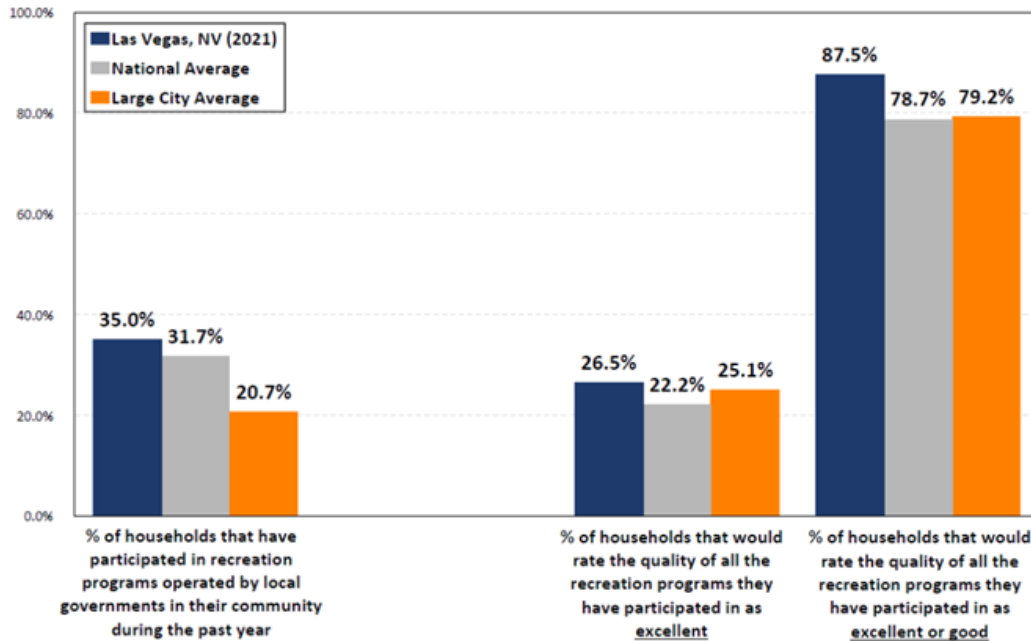


Las Vegas households visited city parks and recreation facilities over 6% more than the national average, but slightly less than the Large City Average. In terms of rating the quality of all visited parks/facilities as excellent or good, The city was just below the National average but over 7% above the Large City Average.

Benchmark: Percent of Households That Have Participated in Recreation Programs During the Past Year and Gave an Excellent and Good Rating

City of Las Vegas Results (2021) vs. National Average vs. Large City Average

by percentage of households

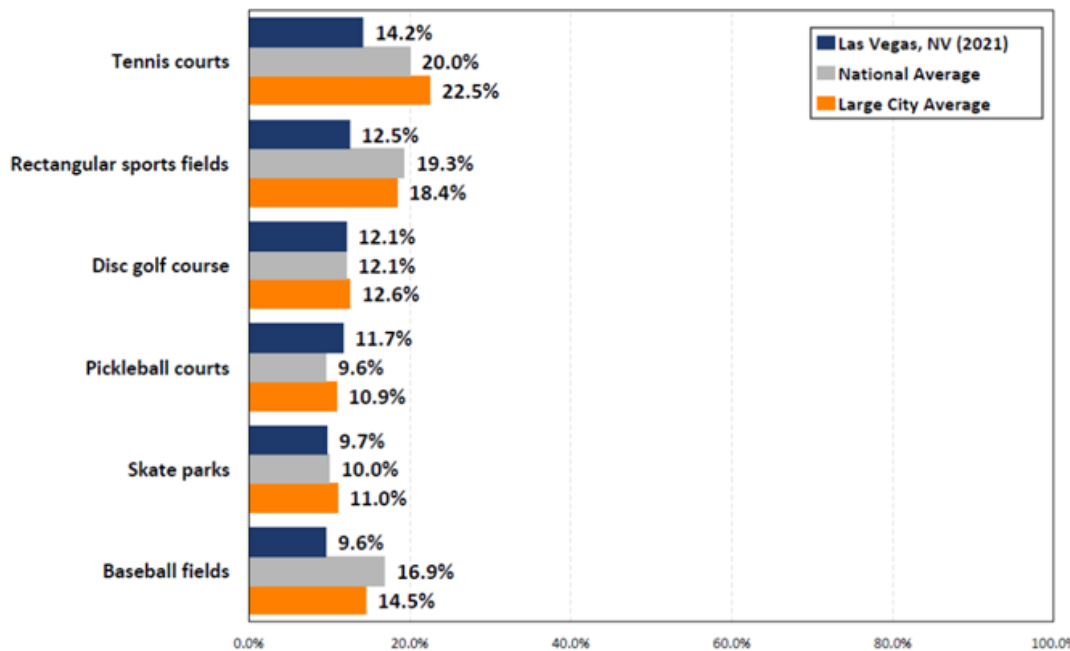


Las Vegas households participated in recreation programming at a higher rate than both National and Large City averages, while also rating the quality of those programs as excellent or good more often than the included benchmarks.

Benchmark: Percent of Households That Have Needs for Sports Facilities

City of Las Vegas Results (2021) vs. National Average vs. Large City Average

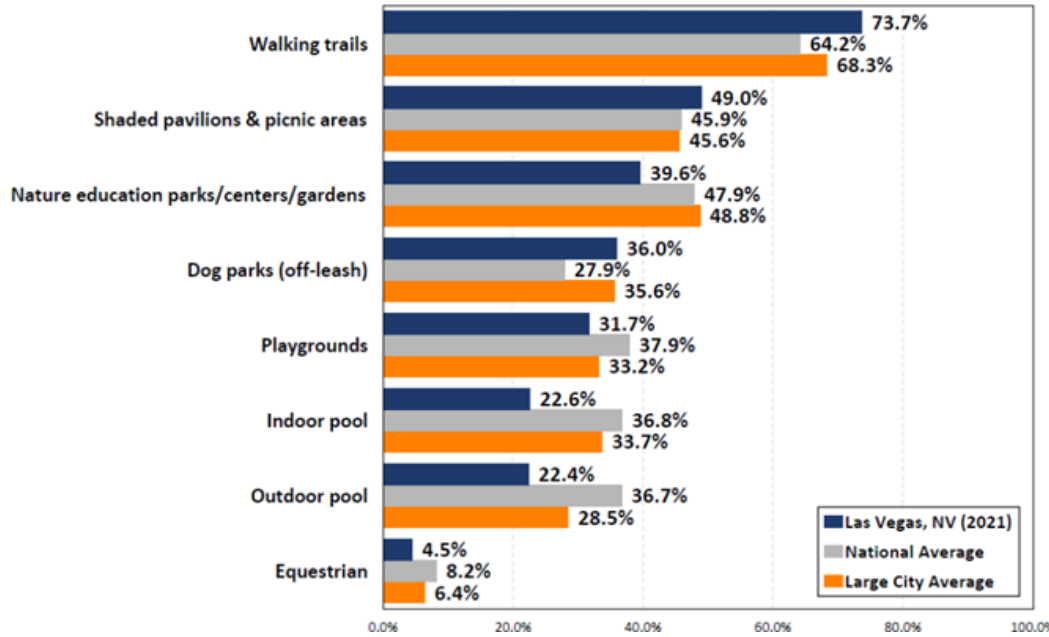
by percentage of households



In looking at the Percent of Households That Have Needs for Sports Facilities, only Pickleball Courts are higher than both National and Large City Averages. While Tennis Courts had the highest percentage of households with a need for the listed facilities at 14.2%, this was substantially below both the National (20.0%) and Large City (22.5%) averages.

Benchmark: Percent of Households That Have Needs for Recreation Facilities

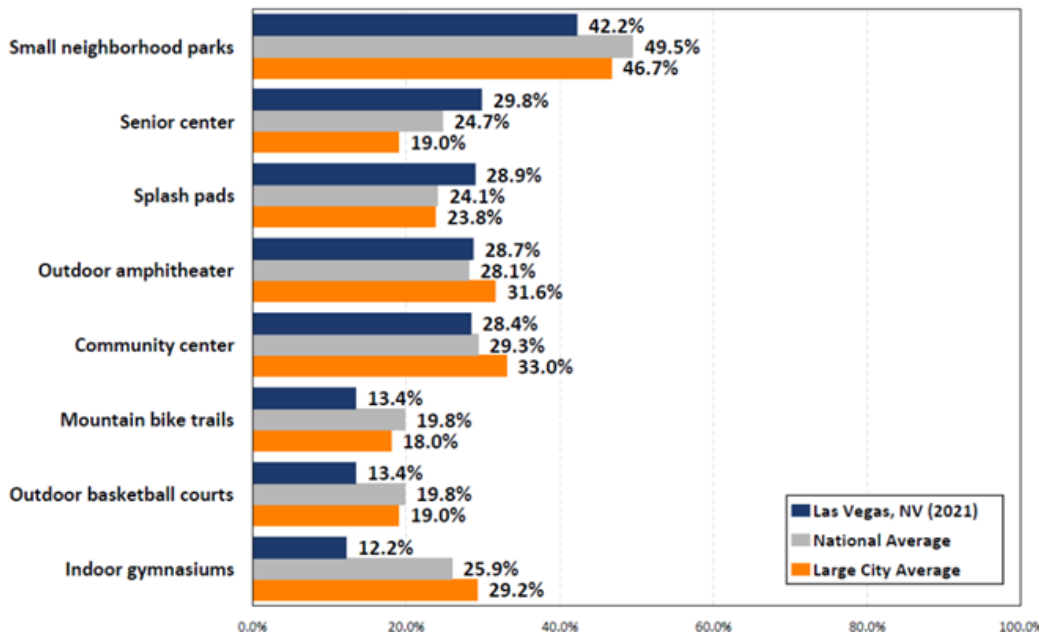
City of Las Vegas Results (2021) vs. National Average vs. Large City Average
by percentage of households



Nearly three out of four households had a need for Walking trails which was above both National (64.2%) and Large City (68.3%) averages. Shaded pavilions & picnic areas, and Off-leash dog parks were also higher than the listed benchmarks.

Benchmark: Percent of Households That Have Needs for Other Recreation Facilities

City of Las Vegas Results (2021) vs. National Average vs. Large City Average
by percentage of households

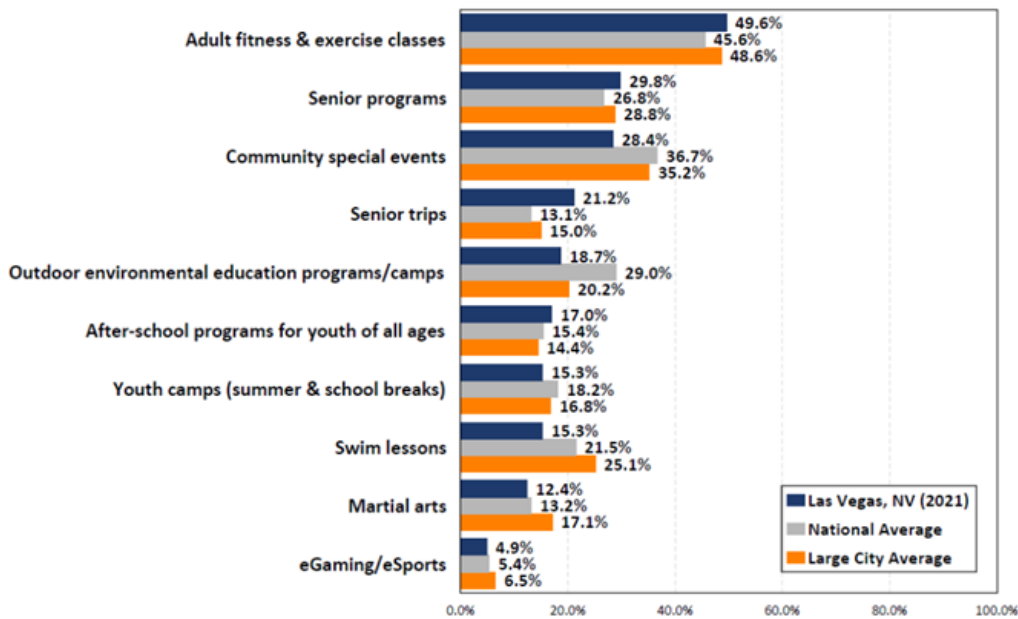


More Las Vegas Households have a need for Senior centers (29.8%) and Splashpads (28.9%) than the National and Large City averages.

Benchmark: Percent of Households That Have Needs for Recreation Programs

City of Las Vegas Results (2021) vs. National Average vs. Large City Average

by percentage of households

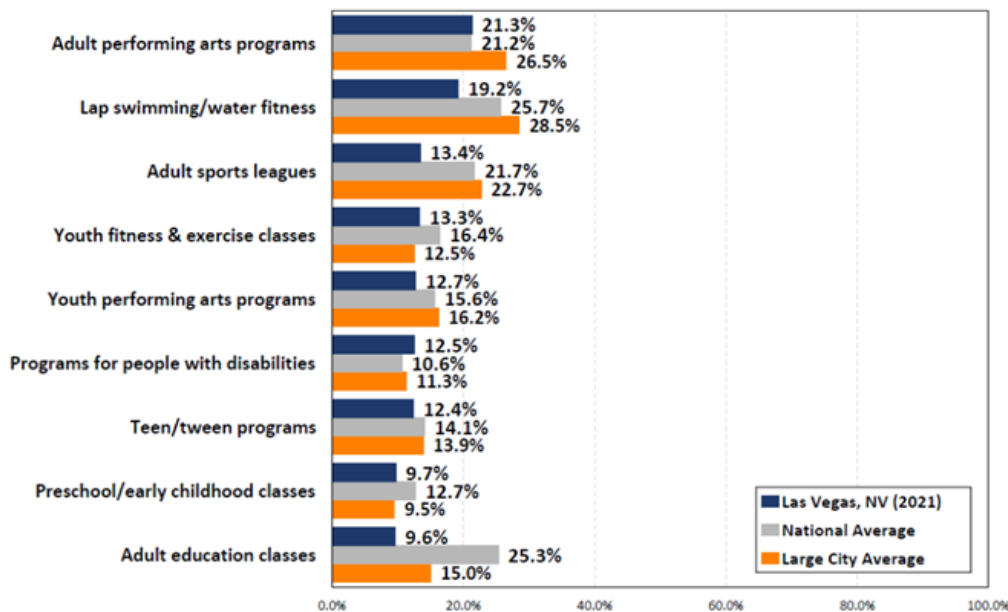


The benchmark shows Las Vegas Households have a higher need for Adult fitness & exercise classes (49.6%), Senior programs (29.8%), and After-school programs for youth of all ages (17.0%) when compared to National and Large City averages.

Benchmark: Percent of Households That Have Needs for Other Recreation Programs

City of Las Vegas Results (2021) vs. National Average vs. Large City Average

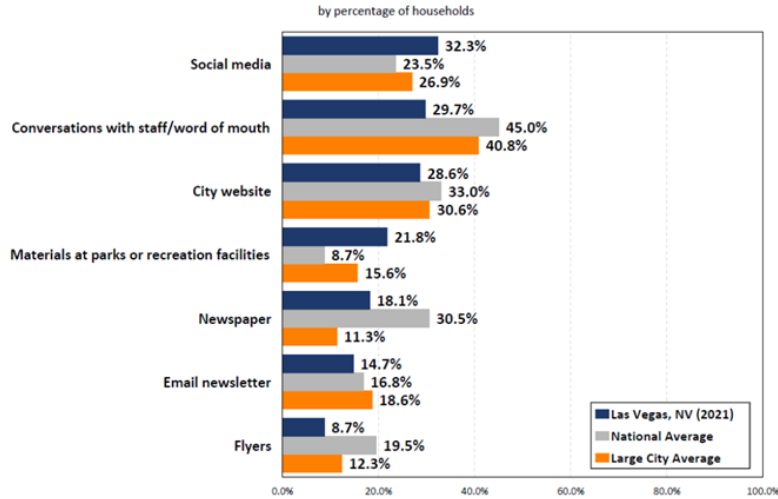
by percentage of households



More Las Vegas households have a need for Programs for people with disabilities (12.5%) compared to National and Large City averages. While Adult education classes are considered a need by more than one in four households nationwide, only 9.6% of Las Vegas households listed them as such.

Benchmark: Sources of Information That Households Use to Learn About Parks and Recreation Programs and Activities

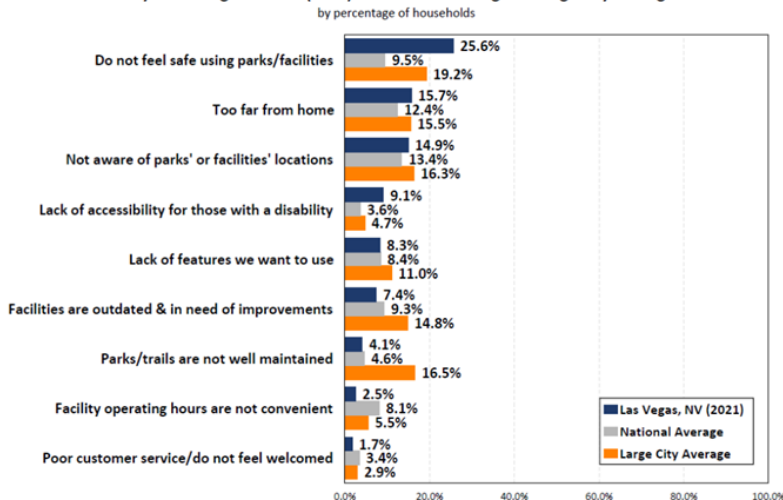
City of Las Vegas Results (2021) vs. National Average vs. Large City Average



In regard to how they learn about Parks and Recreation Programs and Activities, Las Vegas Households are more likely to learn via Social media and Materials at parks or recreation facilities, while being less likely to learn from an Email newsletter compared to National and Large City averages.

Benchmark: Reasons Preventing Households From Using Parks and Recreation Facilities/Amenities

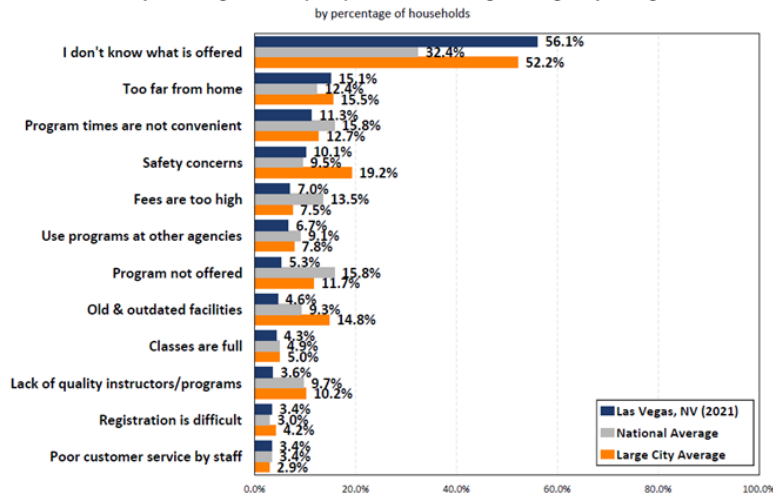
City of Las Vegas Results (2021) vs. National Average vs. Large City Average



Over one in four Las Vegas households listed “Do not feel safe using parks/facilities” as a reason preventing them from using Parks and Recreation Facilities/Amenities, well above the National (9.5%) and Large City (19.2%) average.

Benchmark: Reasons Preventing Households From Participating in Recreation Programs

City of Las Vegas Results (2021) vs. National Average vs. Large City Average



“I don't know what is offered” (56.1%) was the top reason preventing Las Vegas Households From Participating in Recreation Programs, above Large City (52.2%) and substantially above National averages (32.4%).

05. WHERE WE'RE GOING

ENVISIONING OUR FUTURE

GUIDING PRINCIPLES

The city is anticipated to grow by 300,000 residents by 2050, requiring an additional 9,500 acres of new park spaces to meet desired metrics. This Plan builds upon the vision of the 2050 Plan, the city of Las Vegas will be a leader in resilient, healthy cities - leveraging the pioneering innovative spirit of its residents to provide equitable access to services, education, and jobs in the new economy. Similarly, this Plan targets key guiding principles of the 2050 Plan, including:



RESILIENT. To ensure a quality of life well into the future, experts acknowledge that Las Vegas will need to better prepare for health crises. The city will need to continue to reduce water consumption. The city will need new transportation solutions to support higher densities. It will benefit, too, from acknowledging how urbanized so much of its environment has become. Las Vegas has always needed sound planning for drought, earthquakes, and flooding. Today, planners must look to the impacts of a changing climate as well.



HEALTHY. Beyond access to clean air and water, the people of Las Vegas envision a city that improves physical and mental health outcomes, improves safety, sustains their families, and encourages healthy choices. They see opportunities to make more communities walkable and responsive through mixed use developments together with ample parks, open spaces, and recreational opportunities.



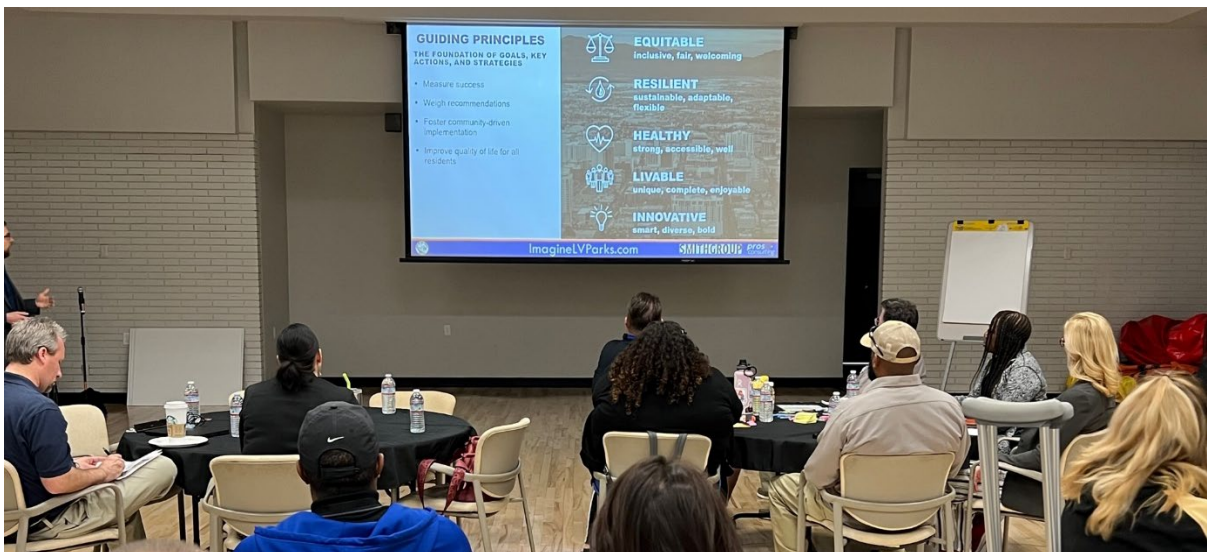
EQUITY. An equitable Las Vegas that provides clean air, water, and opportunity for all. They see a city that provides access to education, healthcare, resources, and jobs no matter where in the city they happen to live—all while acknowledging that each neighborhood has its own distinctive character. Las Vegas is recognized by experts as a leader in diversity, equity, and inclusion. A dynamic city that values all individuals and creates opportunities for everyone.



LIVABLE. For all the change the future will bring, the people of Las Vegas want to maintain strong ties to qualities of the city that make it distinctive and meaningful. The city wants to hold on to cherished icons of its past while acknowledging its diverse cultural traditions and it wants to reaffirm its deep ties to the desert and the West.



INNOVATIVE. An Innovative Las Vegas will meet new demands of residents while continuing to attract the boldest and brightest by pioneering smart city technologies that drive new markets and diversify the economy.



BIG IDEAS

01. PARK QUANTITY AND ACCESSIBILITY

1.1 ADD PARKS AND IMPROVE ACCESS AND CONNECTIVITY OF OPEN SPACES

Access to parks and open space was repeatedly identified as a top priority throughout the 2050 Master Plan planning process. Residents highlighted the region's natural features and recreation opportunities as key amenities. As the city of Las Vegas continues to grow rapidly, some parts of the city lack sufficient walkable and bikeable access to parks and open space. As the city prioritizes locations for new parks, safe, convenient access to those parks is paramount to help motivate residents to choose a healthier alternative to driving. Walkable and bikeable access is especially important in areas where personal automobile ownership is lower. While the City's Transportation plans and the City's Layered Complete Street Network addresses non-motorized connections more explicitly, this plan recommends design improvements to consider these connectors as an extension of the park system. Improving access to parks and open space meets the guiding principles to improve equitable neighborhood vitality and health.



In addition, prioritizing the addition of shade structures and tree canopy covers is important. Shade structures and trees were the second and third highest priority for investment based on the community input in the Statistically Valid survey in III.B Needs Assessment section.

1.2 IMPROVE HUMAN SCALE QUALITY OF CONNECTIONS

One of residents' primary concerns was the lack of public access to private open space amenities. In areas lacking public parks, these private open spaces should be prioritized for public-private partnerships to encourage walks from neighbors. Traditional subdivision design has limited points of vehicular entry that typically dissuades pedestrians and bicyclists from accessing nearby amenities. Access to open space or neighborhood commercial may be walkable but the perimeter wall typical of subdivisions makes the walk out of reach. Future neighborhoods should be planned with friendlier buffers along corridors to make it more appealing for pedestrians and bicyclists to utilize greenway and trail amenities. To improve walkable access between sites and the street network, buffers such as walls and fences along roadways and neighborhoods should be deemphasized as the buffer treatment of choice. More permeable buffer solutions involving vegetation and more frequent access points will help contribute to walkable access.

02. PROGRAMMING

2.1 DEVELOP SPECIAL PROGRAMMING AND FACILITIES FOR LEISURE ACTIVITIES

In addition to the facilities it provides, the Department of Parks, Recreation, and Cultural Affairs offers a wide range of programming and classes. City staff organize and provide classes for community participation, enrichment, and recreation at its parks and community centers, including:

- Active adult classes
- Adaptive and therapeutic recreation
- Swimming and aquatics
- Gym and fitness classes
- Arts, crafts, cooking, and performing arts
- Sport leagues, youth tournaments, and an annual Corporate Challenge

These activities are a hallmark of any world-class parks and recreation department's programming. Continued funding and expansion of these options for residents will further improve the livability and health of residents.



03. STAFFING AND OPERATIONS

3.1 DEVELOP COMMUNITY WELLNESS AND RECREATION HUBS (CWRH) AS ANCHORS TO NEIGHBORHOODS

A community wellness and recreation hub (“CWRH”) is a public space that brings recreation related agencies and neighborhood groups together to offer a range of activities, programs and services. They are created to make better use of public spaces by offering multiple services under one roof that meet the recreation needs of a specific community or neighborhood.

CWRH can accomplish these goals by:

- Serve as gathering places and promote belonging
- Engage residents in co-creating spaces (design and / or activation)
- Provide community services in an inclusive and accessible manner
- Promote partnerships among community businesses and organizations
- Prioritize neighborhood culture and underserved populations

When considering potential future growth in population, the city needs to consider adding approximately 9,500 park acres between now and 2050 to meet city defined goals of 7 acres of park space per 1,000 residents within a 10-minute walk. When mapping park, recreation, and cultural locations in relation to population density with a focus on 10-minute walk radii to these various facilities, there are a few key gaps in coverage today, and potential future gaps as the city continues to grow via infill and to the north and west. The City’s community and senior centers are the flagship locations for the public to gather for recreation, group and leisure activities, social support, public information, and other purposes. As described in Section II of this Chapter, the city has relatively few of these facilities, which serve a wider population. Still, less than half of the City’s residents are within a two-mile drive of a community center, and even fewer are within a short walk or bike ride. The lack of these places indicates a need for more of them, especially because they are

What do Community Wellness and Recreation Hubs provide?

- Culture
- Education (Afterschool/Environmental)
- Recreation
- Health and Wellness



CITY-WIDE PARK SPACE GOAL:

7 ACRES OF PARK SPACE

PER 1,000 RESIDENTS

WITHIN A 10-MINUTE WALK



publicly facing and provide the opportunity for residents to directly interact with the City. Large community centers and other regional facilities are designed to serve a broad cross-section of the community.

Given that these locations are important places for residents to interact and serve as anchors for neighborhoods and entire areas of the City, they should be thought of and leveraged in different ways. While many of these community centers already offer a wide range of recreational and leisure programming, these places should be thought of in the context of other goals in this plan, specifically for education and workforce development. Offering these spaces for rent, for specific special purpose classes, continuing education, or for partnerships with UNLV, CSN, or other workforce development programs. Such multi-use, multi-purpose community centers are not a new concept; specific centers could be piloted for this type of use to determine how they would work beyond just a place for the community to recreate.

There is a potential to plan for and add new integrated community wellness and recreation hubs as the city continues to grow to the north and west. In the near term there is a potential to add hubs to existing recreation centers that align with park coverage gaps, transit access, population density, and 2050 Master Plan growth areas, including: Centennial Hills, Stupak and East Las Vegas.

A FRAMEWORK FOR CHANGE

To improve and evolve as the city grows, Parks, Recreation, and Cultural Affairs must focus on improving human and environmental outcomes through new facility types that bring people together and improve access to parks, open space and recreation facilities.

73% of residents also noted that there are park amenities that are missing or could be improved, thus, embedded in the Master Plan recommendations is a desire to increase the quantity of parks and access to parks in the city as growth continues. This plan sets targets and strategies to increase the quantity of open spaces and recreation elements in the city to 7 acres per 1,000 residents within a ¼ mile walk. This represents a significant increase over the current quantity of parks per resident. This element emphasizes constant updating and measuring success as decisions are made, visualizing city-wide and neighborhood planning-area scale opportunities for as low as 5 acres per 1,000 residents and up to 10 acres per 1,000 residents. The Master Plan allows for flexibility in future planning and design of specific elements that meet the unique demographic demands of each community in conjunction with infill and redevelopment opportunities.

2050 PLAN OUTCOMES

Important outcomes identified in the 2050 Plan that parks and recreation can directly impact include the following. *For more information on outcomes, see Section 5.C.*

- Improve health outcomes
- Adapt to climate change
- Mitigate urban heat island effects
- Reduce water use
- Improve educational outcomes
- Improve civic engagement
- Improve community identity

The 2050 Master Plan generally emphasizes infill and adaptive reuse as the city grows “up and not out”. The parks and recreation component similarly focuses on infill strategies as part of the best practices and tools. As Las Vegas continues to grow, key resources such as water, natural lands, open space, and transportation infrastructure face stresses that can affect health, quality of life, and economic vitality. These are all overlapping elements where Las Vegas Parks and Recreation can lead the way with holistic solutions. This Plan provides a strategic framework for the city to proactively adapt and grow critical parks and recreation resources while improving equity and quality of life for all residents.

WHAT WE HEARD:

Through the statistically significant ward-based resident survey



67% find parks above average quality



73% feel moderately safe in city parks



60% use amenities like open spaces and walking trails in parks

COMMUNITY CENTERS AS NEIGHBORHOOD ANCHORS

Improve access to community centers.

The City's community and senior centers are the flagship locations for the public to gather for recreation, group and leisure activities, social support, public information, and other purposes. The City has relatively few of these facilities, which serve a wider population. **Still, less than half of the City's residents are within a two-mile drive of a community center, and even fewer are within a short walk or bike ride.** The lack of these places indicates a need for more of them, especially because they are publicly facing and provide the opportunity for residents to directly interact with the City.

Large community centers and other regional facilities are designed to serve a broad cross-section of the community. Each offer a wide variety of recreational, social, performing and visual arts and educational needs for adults, seniors, and youth. These centers are typically co-located or are adjacent to a community park, and feature indoor or outdoor swimming pools, gyms and athletic rooms, classrooms, and game rooms. Two of these facilities, Durango Hills and Centennial Hills Community Centers, are operated through a public-private partnership with the YMCA. Smaller neighborhood community and senior centers offer smaller scale programming space that can be used for a variety of general recreational, social, performing, and visual arts activities. Because there are fewer of these types of facilities, such as Cimarron Rose Community Center, these would be an ideal model to add more facility space that not only increases community accessibility to a center, but also helps expand the City's recreational programming it already offers. Specific centers could be piloted for continuing education or other workforce development programs to determine how they would work beyond just a place for the community to recreate.

EXISTING FACILITIES

Given that these locations are important places for residents to interact and serve as anchors for neighborhoods and entire areas of the City, they should be thought of and leveraged in different

ways. While many of these community centers already offer a wide range of recreational and leisure programming, these places should be thought of in the context of other goals in this plan, specifically for education, workforce development, and entertainment. Offering these spaces for rent, for specific special purpose classes, pop-up or permanent retail and entertainment, continuing education, or for partnerships with UNLV, CSN, or other workforce development programs. Such multi-use, multi-purpose community centers are not a new concept; specific centers could be piloted for this type of use to determine how they would work beyond just a place for the community to recreate.

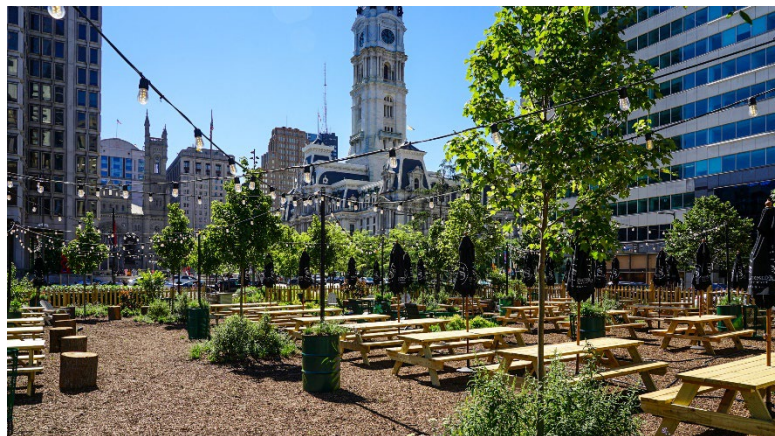


Figure 22: Precedents in Henderson's Solista Park (top) and Philadelphia's The Lawn at Loveluck (bottom) model private uses in partnership with public spaces (Source: Montesa Photography & Metro Philadelphia)

INFILL & NEW FACILITIES

The City should set itself apart in the region by constructing additional facilities or developing special programming that is unique to Las Vegas and may not be found in great supply anywhere else in the region. The City has previously constructed and expanded unique leisure amenities, such as bocce, pickleball, and roller hockey; offering other unique, one-of-a-kind facilities such as a velodrome, a model railroad park, fields for rugby, field hockey, lacrosse, or cricket. Pickleball continues to be one of the fastest growing sports nationwide as seen in the recreation trends. Additionally, Nature education parks / centers / gardens and Dog parks are also high priorities for investment based on community input in the focus groups and statistically valid surveys. The City should consider making an investment in an open-air or partially enclosed outdoor amphitheater venue for year-round large-scale ticketed performing arts events, another fairly high priority in the survey.

It's important to note that many parts of the city are densely developed, without room for additional park space. In order to prioritize park infill within the urban fabric, public open spaces like parks and plazas should be integrated as a requirement within development approvals.

SITE SELECTION FACTORS

To determine new locations for constructing leisure services centers, the city should utilize demographic information, including median age and household income. To meet future needs, the city should focus first on areas shown on the gap analysis maps as underserved. Prior to establishing an additional facility, communications should be had with private/non-profit recreation partners who are also serving each planning area. City services should not be redundant to these private services; however, affordability is a concern for

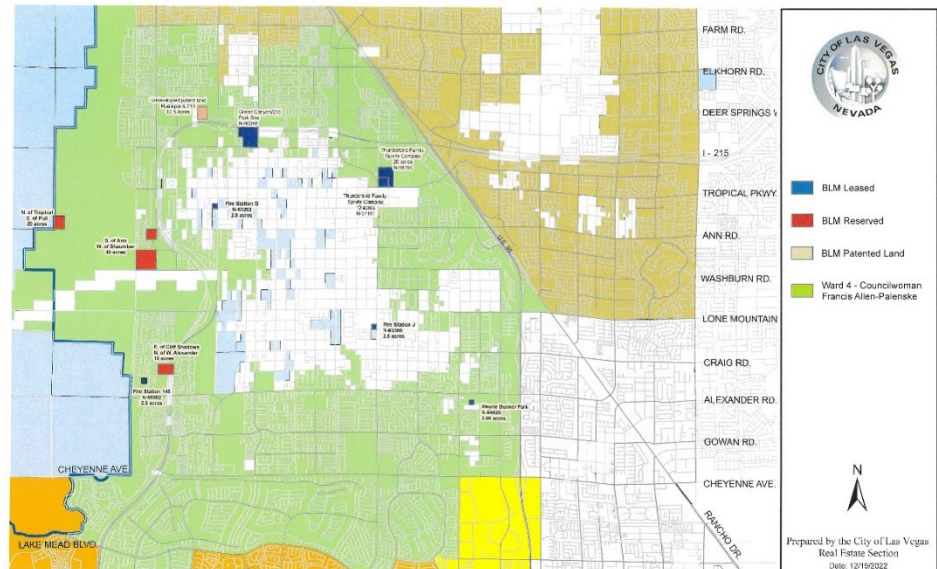


Figure 23: BLM Land, Ward 4

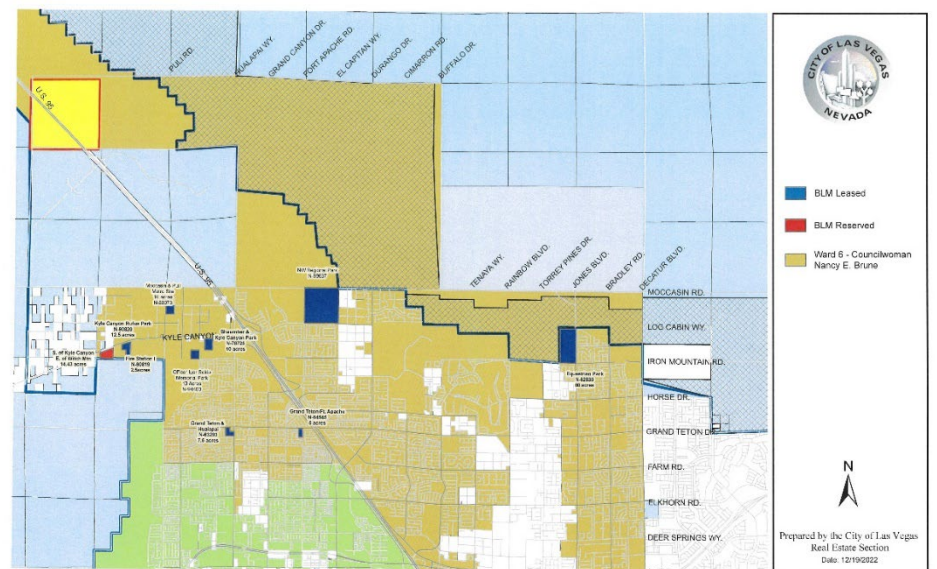


Figure 24: BLM Land, Ward 6

city residents and the city should consider this in its programming and site selection for new facilities.

In addition to information provided by the spatial analysis, other factors to consider when prioritizing construction of new leisure services facilities include: land constraints, city tax revenues, R&PP leases on land, community partnership opportunities, such as those with the YMCA and school district, identified service level standards, and citizen feedback from the Community Needs Assessment Program surveys and other types of public feedback regarding leisure services demand.

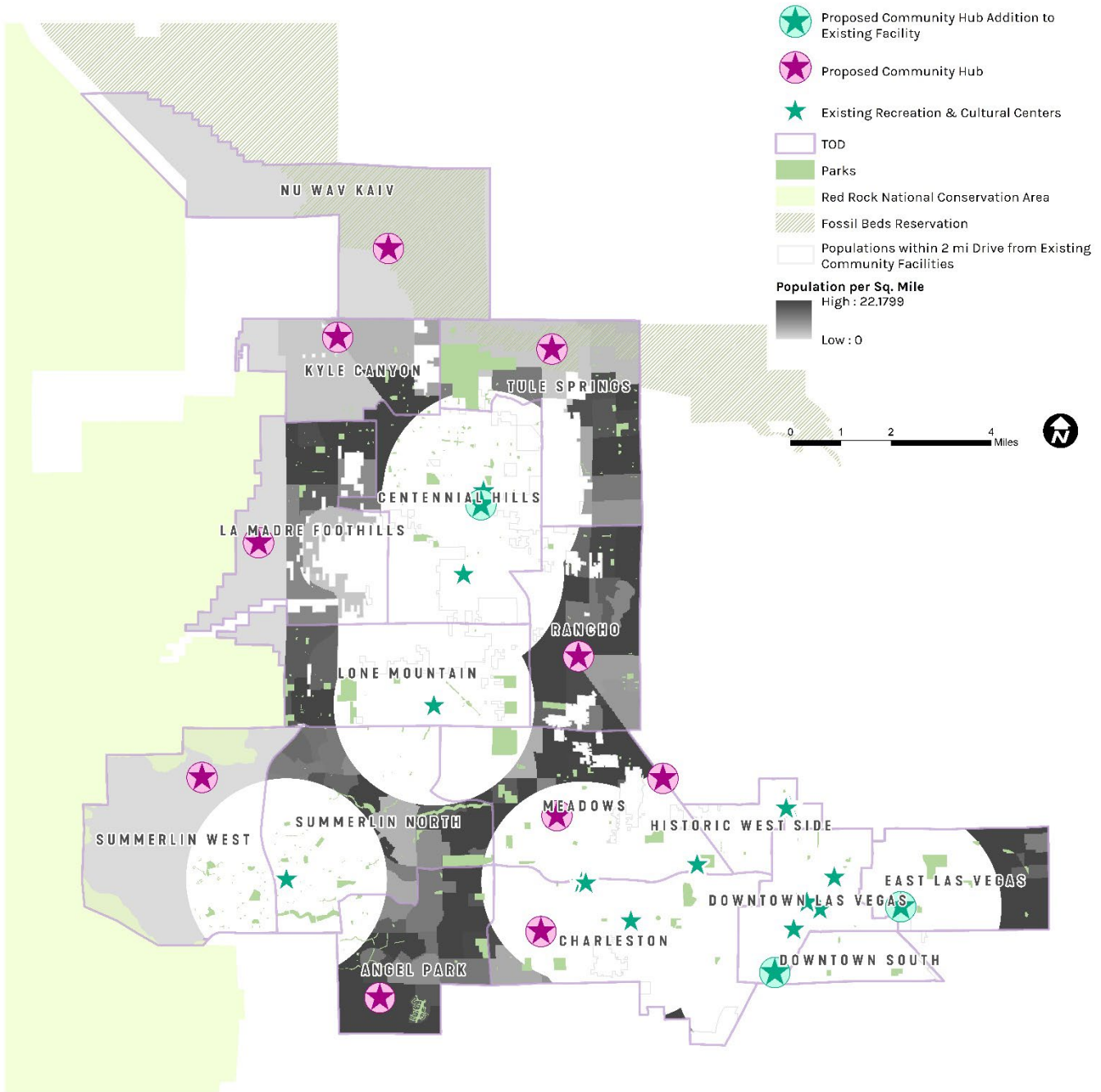


Figure 25: Gaps in Access to Community Hubs, Priority Areas & Proposed Improvements

High density populations more than a 2-mile drive from a community center are shown in areas like the east side of East Las Vegas, the south and east side of Angel Park, and large portions of the Rancho area. These areas should be specifically prioritized for proposed community hubs as shown on the map. Centrally located facilities within a largely populated, under-served area have the opportunity to expand their existing recreation and cultural centers to feature amenities unique to a Community Hub. These locations are identified in East Las Vegas, Downtown South, and Centennial Hills.

MAKING CONNECTIONS

Provide a variety of improved multi-modal connections between parks.



GREENWAYS

Greenways, as either Regional or Shared Use Trails effectively connect park system components together to form a continuous park environment. Long, linear, dedicated open spaces that include a mixture of natural land areas, open spaces and typically include trails. Trails can take a number of forms, from paved shared-use or all-purpose trails for use by pedestrians and cyclists, to dirt trails or bridle trails. Typically, greenways are separated from streets and other public rights-of-way.



PARK TRAILS

Multi-purpose trails located within greenways, parks and natural resource areas. Focus is on recreational value and harmony with natural environment.

- Type I: Separate/single-purpose hard-surfaced trails for pedestrians or bicyclists/in-line skaters.
- Type II: Multipurpose hard-surfaced trails for pedestrians and bicyclists/in-line skaters.
- Type III: nature trails for pedestrians. May be hard- or soft-surfaced.



SHARED USE PATHS

Multipurpose trails, as Shared Use Trails that emphasize safe travel for pedestrians to and from parks and around the community. Focus is as much on transportation as it is on recreation. Connector Trails are typically paved, all-purpose trails situated within more built up and developed areas and may have less greenspace or natural area associated with the trail. Connector Trails can take on several forms, from off street paths (i.e., wide sidewalks next to roadways) to separated and/or protected bicycle lanes, or to off-street pathways that connect through public or private property.

- Type I: Separate/single-purpose hard-surfaced trails for pedestrians or bicyclists/in-line skaters located in independent row (i.e., old railroad right-of way).
- Type II: Separate/single-purpose hard-surfaced trails for pedestrians or bicyclists/in-line skaters located in road right-of-way.

While the preference is always for separated trails and off-street greenways, where there is not sufficient right-of-way space or property access more conventional “Bike Streets” may be required in a limited context to provide important network connections:



SEPARATED BIKE LANES AND CYCLE TRACKS

Opportunities include:

- Paved segments of roadways that serve as a means to safely separate bicyclists from vehicular traffic.
- Buffered Bike Lanes: Designated portions of the roadway for the preferential or exclusive use of bicyclists.
- Bike Lane: Shared portions of the roadways that provide separation between motor vehicles and bicyclists, such as paved shoulders.

Different greenway and trail types are appropriate for different locations throughout the city. Increasing the safety and usability of greenways will encourage more users who are less comfortable with riding or walking in close proximity to vehicles.



Figure 26: Connectivity Framework



INNOVATIVE PARKS & FACILITIES

Designing innovative facilities and public spaces with maintenance and safety in mind.

Maintenance of parks and recreational facilities is an important aspect of every parks system. Without proper maintenance it is difficult to keep the parks system at a level that does not regress to a dilapidated state. When this occurs, it is generally more costly to make the necessary improvements to bring the parks system back to the appropriate level. Unfortunately, when funds are scarce, it is often maintenance of the parks system that assumes a lower priority than other aspects of the system.

To reduce maintenance costs, the City needs to continually search for cost effective ways to design and develop parks. The use of hardscapes, xeriscapes, and desert tolerant landscaping may be more expensive to install initially but are easier and less costly to maintain over the long term. When possible, turf should be discouraged to reduce the long-term costs associated with irrigation and ongoing maintenance.

GROWING A SENSE OF OWNERSHIP

Crime Prevention Through Environmental Design (CPTED) is the process of designing the built environment to reduce the opportunity for, and fear of, stranger-to-stranger predatory crime. It is implemented electronically, using mechanical or technological products or techniques, through site layout and architecture, and organizationally with physical presence. CPTED's main concepts are:

- **Defensible space:** a range of mechanisms and design features that bring the environment under the control of its residents.

- **Natural access control:** decreasing opportunities for crime by denying access to crime targets and creating a perception of risk in offenders.
- **Natural surveillance:** features that maximize visibility of people, parking areas, and building entrances to make intruders easily observable.
- **Territorial reinforcement:** promoting features that define property lines and distinguish private spaces from public spaces.
- **Management and maintenance:** operational and management concepts that maintain buildings and facilities in good working order.
- **Legitimate activity support:** use of natural surveillance, lighting, and design that clearly defines the purpose of the structure or space.

While CPTED principles are designed to help discourage crime, in practice this strategy can reinforce social, racial and cultural divides in our cities, in part by fostering behavior that anyone suspicious is made to feel uncomfortable. Consider reframing less about implementing defensible space and instead commit to asking critical questions and engaging diverse groups to understand safety concerns and design implications.

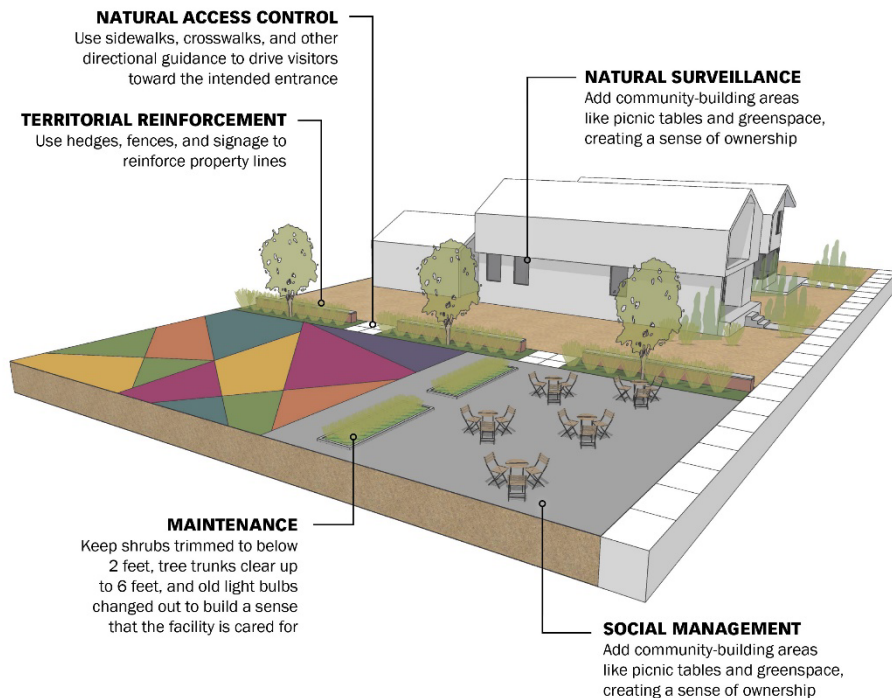


Figure 27: CPTED Principles

PRESERVING THE DESERT EDGE & OUTDOOR RECREATION

Outdoor recreation areas within the City of Las Vegas and Southern Nevada region provide numerous important economic, social, and environmental benefits, including cleaner air, access to low-impact travel, enhanced public health, and increased property values. Southern Nevada’s natural environment and the Mojave Desert contains sensitive native plant species including Joshua Trees, Creosote, Mojave Yucca, and native animal species such as the Mohave Desert Tortoise, Mount Charleston Blue Butterfly, Yellow-billed Cuckoo, and Southwestern Willow Flycatcher and others that are protected under the Clark County Multi Species Habitat Conservation Plan.

The City of Las Vegas 2050 Master Plan establishes short and long term goals to protect native endangered or threatened species and their habitats; restore and protect natural areas and arroyos along the “desert edge,” where the built and natural environment transition; preserve and maintain existing open space; and partner with outside organizations, agencies, and businesses on open space, outdoor recreation and parks matters.

The City has constructed a number of parks and trails using SNPLMA and other funding sources for locations along the desert edge, including Trigono Hills Park and Buckskin Cliff Shadows Park, and plans to develop parks and open spaces at identified parcels in the City’s northwestern areas, including those that connect to Red Rock Canyon National Conservation Area and Tule Springs Fossil Beds National Monument. The City Council finds it desirable to continue developing partnerships with the Bureau of Land Management, the Nevada Division of Outdoor Recreation, the National Parks Service, the Las Vegas Paiute Tribe and other federal and state regulatory agencies and regional and local bodies to preserve and maintain sensitive natural desert areas, while providing high quality and accessible park

KEY OUTCOMES

- The number of threatened species identified by the Clark County MSHCP is reduced
- The number of endangered species identified by the Clark County MSHCP is reduced
- No net loss of identified habitat areas of threatened or endangered species
- No net loss of identified wetlands or desert areas
- Identified natural areas and arroyos have been restored
- Existing and new identified invasive species have been eradicated or contained to prevent population growth and expansion

space and outdoor recreation opportunities to residents and visitors. The City will work to reserve acreage along the city limits parcels for parks, open space and outdoor recreational opportunities.



GOALS & RECOMMENDATIONS

Through the 2050 Plan engagement process, the following goals and objectives were formulated for the next five years of parks and recreation. The goals and objectives are broad enough to encompass the needs expressed by residents, community stakeholders, City Officials, and staff. They also address observed deficiencies in the recreation resources in the area, demographic trends, current growth and forecasted development, the area’s natural and cultural resources, and recreation trends. The mission is to determine what the community needs, and work towards providing those facilities, amenities, and programs that will enhance quality of life in the city of Las Vegas.

These goals and objectives formulated by the community are viewed as the cornerstone of the recreation planning process, in theory they form the framework for public and private decision making. The primary goals were developed based on the responses of residents that took part in the public engagement process and the statistically-valid needs assessment survey.



GOALS

- **Land Acquisition, Development & Improvements.** Provide equitable access to facilities and services that help meet residents’ health and wellness needs and enhance community wellbeing
- **Park and Facility Maintenance & Operations.** Streamline maintenance and upkeep procedures for parks and facilities to deliver high quality amenities that adequately meet the needs of the community
- **Administration & Management.** Develop systems, policies, and procedures that improve efficiency within the Department of Parks, Recreation, and Cultural Affairs.
- **Programs and Services.** Strengthen relevant and diverse programming and cultural opportunities for residents and visitors across the City.
- **Financial & Budgetary Capacity Development.** Establish financial support through traditional and alternative funding streams and plan for future improvements.
- **Policies and Practices.** Initiate a set of standard best practices and policies that move Las Vegas Parks and Recreation towards the 2050 vision.

The preceding chapters of this Master Plan describe existing conditions, establish outcomes for the future, and identify key actions and strategies that will aid the City in achieving outcomes over the next thirty years. To accomplish this, the plan must be executed in a thoughtful and deliberate way using a variety of tools, linking the plan to policy, making careful and transparent budget decisions, and incorporating partners internally and across the Southern Nevada region.

This chapter synthesizes the many recommendations within this plan and identifies the actions and timing needed to transform the plan's vision into reality. Furthermore, the plan also describes a method for evaluating its progress and to determine how successful efforts have been over the course of time.

PARTNERS

While the City can coordinate many of the plan's implementation tasks, responsibility should not solely rest on the government. Instead, the vast array of stakeholders having key roles in either the City or region should all participate. Partnerships with the public and private sector, including CCSD, Clark County, Mayor's Fund for Las Vegas Life, pro/semi-pro sports teams, Chamber of Commerce, SNWA, RTC, regional recreation and tourism organizations, neighboring municipalities, local businesses, and large land owners will also lead to success implementing the plan's initiatives. Partnerships may range from sharing information to funding and shared promotions or services. The spirit of cooperation through alliances and partnerships will be sustained to benefit everyone in the region. There are several groups of important departments that can naturally facilitate plan implementation:

- **City Departments & Organizations:** Community Development, Parks, Recreation and Cultural Affairs, Public Works, Neighborhood Services, Public Safety, Economic and Urban Development
- **Regional Organizations:** Clark County, SNHD, RTC, State of Nevada, CCSD, BLM
- **Private Organizations:** Business community, homebuilders, developers, professional and semi-professional sports teams
- **General Public**

COSTS

The costs of providing leisure services include the costs necessary to maintain the park system and for programmed activities and events. Maintenance costs include those costs necessary for the equipment and personnel to keep parks and facilities in good condition, while programming costs are those costs incurred in sponsoring activities and events. The Department of Operations and Maintenance Department is primarily responsible for maintenance costs while the Department of Parks and Leisure Activities are responsible for park programming activities.

The following costs give estimates to what proposed facilities may cost based on market trends in 2022:

- Community recreation facility cost per SF (\$800-\$1,000)
- Parks cost per AC (\$1M)
- Cost per LF off street trail (\$125-\$175) or per mile (\$650k-900k)
- Cost per LF on street trail (\$275-\$325) or per mile (\$1.5M-1.75M)

FUNDING & INVESTMENT IN PARKS

FUNDING STRATEGIES

The City's funds planning resource, the capital improvements program, contains funding for new parks, based on

a five-year horizon, which is updated annually. The items approved through this process represent the approved priority list for spending capital funds. It is recommended that recreational developments requiring capital expenditure be closely coordinated through the capital improvements program so that budgeting and parks planning priorities are linked logically and efficiently.

The City derives funds for parks and recreational purposes, including the acquisition, development, and operations of parks, recreational facilities, and programs from a number of sources. The major existing revenue sources along with a detailed explanation of each are listed below:

- **General Tax Revenue.** This revenue source is one of the largest sources of funding for parks and recreational purposes. The revenue is derived from the imposition of primarily sales taxes and property taxes.
- **Residential Construction Tax.** The Residential Construction Tax (RCT) is derived from new residential development according to a formula that is equivalent to one percent of the construction value of a residential structure. The RCT is collected in funds, as land or as parks in lieu of funds or land.
- **General Revenue Budget.** Some funds are made available for recreational purposes from moneys collected via general fund augmentation. These funds are City revenues generated from a variety of sources that have not been used for other purposes. It should be noted that these funds are variable and do not constitute a guaranteed annual amount.

POTENTIAL FUNDING SOURCES

To adequately serve the recreational needs of the community's residents, alternative revenue sources to the City's general fund need to be pursued. Potential revenue sources are detailed below. The most logical source of revenue for parks/open space acquisition and development and park renovation and to enable a citywide disbursement of funds based on actual need would be a voter approved bonding measure. A recently passed medium term bond resulted in the funding of 11 parks projects, including new parks development and improvements in all sectors of the City. It is anticipated that a larger, longer-term bond would address additional park deficiencies (spatial, demographic, and functional) identified in this plan and give community residents a greater variety of recreational opportunities to enhance their quality of life.

- **General Obligation Bonds.** General Obligation Bonds must be approved by the voters. Such funds are not geographically limited and, therefore, are an important source in addressing the recreational needs in existing neighborhoods.
- **Park District Fees.** Some communities have initiated a fee for entrance to parks. The park district fees are established so non-residents are charged for using local parks while residents are admitted free of charge. In areas where one jurisdiction provides a park system more desirable than the surrounding areas, the demand for use by non-resident users can be significant. Consequently, the community responsible for the park carries the financial burden of developing, maintaining and operating the park for non-residents.
- **Park Entrance Fees.** Park Entrance Fees operate similar to Park District Fees except that all users are charged for entrance to the park. These fees are primarily established for regional parks and are used to finance the operation of regional parks. When such fees are applied to local parks, low income residents may be deprived of their use.
- **Grants.** The federal government offers grants in the form of Community Development Block Grants. These funds may be available for the development of parks, but they are usually of a limited amount and have qualifying constraints that limit their applicability. Other grants are available but are limited in use specifically for trail development or pedestrian improvements. One such grant is the TEA-21 grant administered by the Regional Transportation Commission.

- **SNPLMA.** With the Southern Nevada Public Lands Management Act (SNPLMA), which was passed in 1998, an important option has entered the funding equation. Each year, Southern Nevada entities submit proposals to the Bureau of Land Management (BLM) which allocates funds received from large federal land auctions to those projects which score sufficiently high in the ranking system. While available funding through the SNPLMA program has been reduced significantly in recent years, it is still a source of funding for park renovation, parkland acquisition, and the construction of new parks.
- **Recreation and Public Purpose Act (R&PP) Conveyances.** The Southern Nevada Public Land Management Act of 1998 (Act) permits the BLM to lease land at nominal cost to the City for “recreation and public act conveyances.” This is the prevalent method the City uses to obtain land from the BLM for parks and recreational facilities. The use of property under an R&PP may at some time in the future be abandoned, as the Secretary of the Interior has the right to terminate a conveyance until such time as a “patent” is issued. A patent is a legal instrument the Federal government uses to convey land to others by quit claim deed. There is no record of the Secretary terminating a conveyance to land used for parks and recreational purposes, but it is recommended the City procure patents from the BLM so lands are preserved in perpetuity for parks. If the City acquires land under an R&PP in an area that is later determined to be in a poor location for a park, the City may exchange the land with a property owner who has land in a more optimal location. According to the Act, a “Transfer of Reversionary Interest” or TRI permits the interest in land that is secured under an R&PP to be transferred to non-federal lands. If the non-Federal land to which the transfer is made is of less value, an amount equal to the difference in fair market value of the lands must be paid to the Secretary. While the Transfer of Reversionary Interest was intended to allow shifts or adjustments in the location of lands for public purposes to sites within a relatively short distance of say a thousand feet, the process may be used to a great advantage for obtaining land for parks in older areas of the community. For example, land owned by the BLM in the Centennial Hills sector could be secured for parks and recreational purposes and that interest transferred to a site of equal value in the southeast sector where a park is direfully needed. The land in

the Centennial Hills would then be made available for private development. In this manner, an R&PP is another method for acquiring land without identifying a source of funds to purchase the land.

- **Acquisition at Reduced or Nominal Cost.** On occasion, parcels of land are disposed of by the County when the property owners fall delinquent in paying the property taxes owed on the parcels. At that time, there may be an opportunity for the City to acquire land at reduced or nominal cost, often for the amount of the back taxes. This method of park land acquisition can be very beneficial in older parts of the community where there is a need for parks and avoids having to locate a source of funding to purchase them. Quite often, however, parcels being disposed of will not meet the criteria of this plan document, as they are either not in the right location or not large enough for neighborhood parks.
- **Public/Private Partnerships.** Public/private arrangements can be very beneficial. Monetary or in-kind contributions, however, must ensure access to parks and recreational facilities by the general public.
 - **Gifts.** Gifts of land or money designated for parks purposes have provided a source of funding, but such gifts are unfettered and unrestricted and the application of names to a park or facility recognizing a benefactor or family must follow approved City policy.
 - **Fund Raisers.** Fund raising has been done for a very limited number of minor projects. Such funds are generally directed toward facility development rather than for land acquisition.
 - **Transfer of Development Rights (TDR).** TDR is a concept devised long ago to give a property owner the right to develop property in a certain way in exchange for the dedication or granting of land to the City that the property owner has in another part of the community. This method is an in-kind way of obtaining park land without having to identify a funding source to purchase it. This same concept could be very beneficial in the establishment of park sites, particularly in older developed areas where there is a need for parks. In exchange, the property owner, whose land is granted to the City, would be given the right to develop other property at, for example, at a higher density or for a different land use.

CURRENT CIP

A Capital Improvement Plan (CIP) is an important component of a 5-year recreation plan. This fund is used to account for the costs of constructing new or improved existing parks, recreation centers, and senior citizen facilities. Financing is provided by transfers from the General Fund, the Las Vegas Convention and Visitors Authority Special Revenue Fund, bond proceeds, grants, and park impact fees.

REVENUE SUMMARY

FISCAL YEAR	RECREATION	PARKS	TOTAL
2022	\$8,199,326	\$37,057,760	\$45,257,086
2023	\$2,670,726	\$7,292,607	\$9,963,333
2024	\$3,070,725	\$138,006	\$3,208,731
2025	\$500,000	-	\$500,000
2026	-	-	-
TOTAL	\$14,440,777	\$44,488,373	\$58,929,150

PROJECT SUMMARY

PROJECT TITLE	YEAR	AMOUNT
Chuck Minker Condition Assessment and Alternative Development	2022	\$400,000
Cimarron Rose Room Addition	2022	\$200,000
Community Centers Portable Generators	2022	\$600,000
Doolittle Pool Condition Assessment and Rehab	2022	\$750,000
East Las Vegas Community Center Improvements	2022	\$1,700,000
Historic Westside Museum and Performing Arts Center	2022	\$400,000
LED Field Lighting Upgrades (FY22-24)	2024	\$4,712,177
Modern Museum	2025	\$2,000,000
Office of Cultural Affairs Facility Lighting Upgrades	2022	\$326,000
Park Area Lighting LED Improvements (FY22-24)	2024	\$1,500,000
Park Lighting Time Clock Replacement	2022	\$250,000
Regional Adaptive Community Center at Ed Fountain	2022	\$302,600
Regional Aquatic Center at Pavilion Pool	2023	\$300,000
Veterans Memorial Community Center - Restroom/Lockers	2022	\$1,000,000

PROJECT TITLE	YEAR	AMOUNT
Arterial Median Island Improvements (O&M)	2022	\$185,901
CC-215 Trail - Alexander Road to Decatur Boulevard	2022	\$1,670,221
Centennial Hills Park BMX Bike Park and Parking Lot Mods	2022	\$150,000
Charleston Heights Community Center and Park Renovation	2022	\$6,880,565
Citywide Park ADA Improvements	2022	\$425,000
Cragin Park Soccer Field	2022	\$600,000
Darling Tennis Center - 4 Court Expansion	2022	\$200,000
Downtown Pocket Parks	2022	\$96,666
Durango Hills Park ADA Accessibility Improvements	2022	\$64,225
East Las Vegas Family Park Dog Park Addition	2022	\$1,935,700
Floyd Lamb Haybarn - Restroom Building	2022	\$1,600,000
Floyd Lamb Park - Pump Track - Restroom/Shade Structure	2022	\$300,000
Floyd Lamb Park Haybarn Building	2022	\$200,000
Floyd Lamb Park Rehabilitation	2022	\$61,850
Floyd Lamb Park Well Replacement	2022	\$192,871
Floyd Lamb Shooting Range Remediation	2022	\$365,000
Garehime Heights Park Fitness Court	2022	\$112,000
Harris - Marion Park and Trailhead	2023	\$6,100,000
Las Vegas Healing Garden North	2022	\$10,497
Medical District Park	2022	\$1,574,185
Medical District Roadway & Streetscape Improvements	2022	\$106,259
Neighborhood Park Improvement	2023	\$3,384,252
Neighborhood Revitalization Median /Entry Signs	2022	\$300,000
Northwest Regional Park	2022	\$244,000
Oakey/Rancho Dog Park Construction	2022	\$1,550,000
Ogden Underpass Artistic Enhancements	2022	\$180,729
Park Amenities in Ward 1 - Various Locations	2022	\$71,583
Park Entry Sign Modernization	2022	\$300,000

PROJECT TITLE	YEAR	AMOUNT
Park Facility Capital Asset Rehabilitation & Replacement (FY22-24)	2023	\$4,493,000
Parks Amenity Replacements	2022	\$394,556
Parks and Open Space Downtown Program	2023	\$2,154,987
Police Memorial Park	2022	\$2,200,000
Regional Pickleball Complex at Bunker Park	2022	\$670,000
Rotary Park ADA Accessibility Upgrades	2022	\$45,610
Summerlin Parkway Trail - Rampart to CC-215	2024	\$1,668,716
Turf Replacement at Kellogg-Zaher Sports Complex	2022	\$1,000,000
Vertical Gardening @ James Gay Park	2022	\$1,000,000
Westside Legacy Park (Historic Leaders)	2022	\$2,000,000

PROPOSED CAPITAL IMPROVEMENTS

Through the 2050 Plan recommendations, suggested capital improvement items were identified, specific to each planning area and plan topic. Items pertaining to parks and recreation are listed below:

ENVIRONMENT, PARKS - RECOMMENDED CAPITAL IMPROVEMENTS FROM 2050 PLAN	
PROJECT	AREA
Urban Forestry tree plantings and green infrastructure (60,000 trees)	Citywide
Parks System Plan - Additional identified parks (Imagine LV Parks)	Citywide
Brownfield remediation	Downtown Las Vegas
Environmental Justice projects - improve conditions to highly impacted areas	Citywide
Civic Plaza	Downtown Las Vegas
Downtown Central Park	Downtown Las Vegas
James Gay Park upgrades and urban agriculture	Downtown Las Vegas
Cashman Community Park	Downtown Las Vegas
Gateway Neighborhood Park	Downtown Las Vegas
Fremont Neighborhood Park	Downtown Las Vegas
I-515 Cover Park	Downtown Las Vegas
East Las Vegas Infill Parks (70 acres)	East Las Vegas
West Las Vegas Infill Parks (50 acres)	West Las Vegas
Downtown South Infill Parks (25 acres)	Downtown South
Charleston Infill Parks (76 acres)	Charleston

ENVIRONMENT, PARKS - RECOMMENDED CAPITAL IMPROVEMENTS FROM 2050 PLAN

PROJECT	AREA
Twin Lakes Infill Parks (90 acres)	Twin Lakes
Angel Park Infill Parks (47 acres)	Angel Park
Summerlin West Parks and Open Space (694 acres)	Summerlin West
Lone Mountain Parks and Open Space (266 acres)	Lone Mountain
Rancho Infill Parks (127 acres)	Rancho
Centennial Hills Infill Parks (111 acres)	Centennial Hills
La Madre Foothills Parks and Open Space (1,141 acres)	La Madre Foothills
Box Canyon Park and Open Space	La Madre Foothills
Kyle Canyon Parks and Open Space (544 acres)	Kyle Canyon
Tule Springs Parks and Open Space (127 acres)	Tule Springs
Floyd Lamb Park improvements and expansion	Tule Springs
Mirabelli Community Center Improvements	Charleston
East Las Vegas Community Center Improvements	East Las Vegas
Doolittle Community Center Improvements	West Las Vegas
Neighborhood community centers	Citywide
Chuck Minker Sports Complex replacement	East Las Vegas
Pickleball complex - Wayne Bunker Park	Lone Mountain
Regional aquatics complex - Pavilion Pool	Summerlin North
Regional community sports complex -	Summerlin West
Grand Park (Summerlin West)	Summerlin West
Little Red Rocks Park and Open Space preservation*	Summerlin West
Summerlin West arroyos*	Summerlin West
Children's exploration park	Future
Regional amphitheater	Future
Demonstration / botanical garden	Future

In addition, park acreage reservations should be considered for the following:

- Northwest Regional Park
- Las Vegas and Tonopah railroad bed
- Iron Mountain / Jones
- Box Canyon
- La Madre Foothills- Tropical / west of Shaumber
- La Madre Foothills – 11291 W Washburn
- Kyle Canyon / Rufus
- Kyle Canyon / Shaumber
- **Proposed Infill Parks:**
 - Charleston (South)
 - Charleston (West)
 - East Las Vegas
 - Rancho (North)
 - Rancho (South)
 - Twin Lakes
 - West Las Vegas

Community Hubs are proposed in the following locations:

- Kyle Canyon
- Nu wav Kaiv
- Tule Springs
- La Madre Foothills
- Rancho
- Summerlin West
- Meadows
- Angel Park
- Charleston

Community hub additions should be considered at the following existing facilities:

- City of Las Vegas Centennial Hills Community Center
- Stupak Community Center
- East Las Vegas Community Center/Rafael Rivera Community Center

PUBLIC FACILITIES - RECOMMENDED CAPITAL IMPROVEMENTS FROM 2050 PLAN

PROJECT	BICYCLE	PEDESTRIAN	MOBILITY	TIMING
CC-215 Beltway Trail - Tenaya to Centennial Pkwy	x	x		SHORT
CC-215 Beltway Trail Bridges (Lake Mead, Grand Canyon, Torrey Pines)	x	x		MID
Cheyenne Trail - CC-215 to Ronemus	x	x		MID

TRANSPORTATION - RECOMMENDED CAPITAL IMPROVEMENTS FROM 2050 PLAN

PROJECT	STREET REHAB	BICYCLE	PEDESTRIAN	TRANSIT	MOBILITY	TIMING
Alexander Rd - Hualapai to Cimarron Street Rehab and Buffered Bike Lanes / Trail	x	x	x			MID
Alexander Rd - Hualapai to Cliff Shadows Street Rehab and Buffered Bike Lanes / Trail	x	x	x			SHORT
Alta Dr - Desert Foothills to Durango Street Rehab and Enhanced Bike Lanes / Trail	x	x	x			MID
Bonanza Rd - "Grand Paseo" Complete Street - Maryland to Nellis	x	x	x	x		SHORT
Buffalo Rd - Lake Mead to Cheyenne Street Rehab and Bike Lane Retrofit	x	x				SHORT
Buffalo Rd - Sahara to Charleston Street Rehab, Buffered Bike Lanes, and Enhanced Median	x	x	x			SHORT
California Ave - Commerce to 3rd Complete Street	x		x			SHORT
CC-215 Beltway Trail - Tenaya to Centennial Pkwy		x	x			SHORT
CC-215 Beltway Trail Bridges (Lake Mead, Grand Canyon, Torrey Pines)		x	x			MID
Centennial Center - Ann to Grand Montecito Traffic Calming / Trail		x	x		x	SHORT
Centennial Hills Sawtooth Infill / Trail improvements (Various Locations)					x	SHORT
Charleston / US 95 Interchange Safety and Capacity Improvements					x	SHORT
Cheyenne Trail - CC-215 to Ronemus		x	x			MID

TRANSPORTATION - RECOMMENDED CAPITAL IMPROVEMENTS FROM 2050 PLAN

PROJECT	STREET REHAB	BICYCLE	PEDESTRIAN	TRANSIT	MOBILITY	TIMING
Cheyenne Trail - CC-215 to Ronemus		x	x			LONG
Lone Mountain Trail extension and area connecting trails		x	x			
Peak Trail - Tenaya to Rancho with Ped / Bike Bridge over US 95		x	x			MID
Peak Trail - Tenaya to Rancho with Ped / Bike Bridge over US 95		x	x			LONG
Pioneer Trail extension		x	x			SHORT
Sheep Mountain Pkwy - Grand Teton to US 95 including multi-use trail		x	x		x	LONG
Spencer Greenway- Charleston to Sahara		x	x			SHORT
Summerlin Pkwy Trail - Rampart to CC-215		x	x			SHORT

FY23 CIP

PROJECT	AREA
Ansan Park Upgrade	Ward 4
Centennial Hills Park BMX Bike Park & Parking Lot Mods	Ward 6
Charleston Heights Arts Center - Various Upgrades	Ward 1
Chuck Minker Master Plan - Phase 1 Schematic Design	Ward 3
Doolittle Campus Master Plan	Ward 5
Durango Hills Golf Course Fence	Ward 6
Floyd Lamb Park Irrigation Well Replacement	Ward 6
Floyd Lamb Park Shooting Range Remediation	Ward 6
Heers Park Upgrade	Ward 5
Huntridge Circle Park	Ward 3
James Gay Park Master Plan	Ward 5
Lorenzi Park Court Expansion & Prefab Building Replacement (Design)	Ward 5
Lorenzi Potable Water Well Replacement	Ward 5
Majestic Park Field (14) Rehab	Ward 4
Martinez & Hall Pool Lifeguard Building (Freedom Pool)	Ward 3
Mirabelli and Lieburn Centers Perimeter Wall and Park Upgrades	Ward 1

FY23 CIP	
PROJECT	AREA
Northwest Regional Park Phase 1 SNPLMA Design	Ward 6
Park Facility Capital Asset Rehabilitation & Replacement	-
Regional Aquatic Center at Pavilion Pool	Ward 2
Regional Pickleball Complex	-
Synthetic Turf Replacement	-
W1 RCT Park Funds	Ward 1
W2 RCT Park Funds	Ward 2
W3 RCT Park Funds	Ward 3
W4 RCT Park Funds	Ward 4
W5 RCT Park Funds	Ward 5
W6 RCT Park Funds	Ward 6
West LVs Arts Center Upgrade - Recording Studio & Visual Art Classroom	Ward 5

Approved Parks Projects (04/2023)

- Arroyo Vista and Igor Soldo Parks under construction
- Northwest Regional Park,
- Regional Pickleball Complex
- Regional Aquatic Complex
- Improvements to Cragin Park and Lorenzi Tennis courts using SNPLMA funding will commence late 2022-23.
- Viper Lacrosse Field expansion (design)
- Durango Hill Active Adult Center (feasibility)
- East Las Vegas Legacy Park (design)
- Darling Tennis center expansion (design)
- Centennial Hills Active Adult Center expansion (design)

SNPLMA PROJECTS - 2023

PROJECT	AREA
Northwest Regional Park	Ward 6
Teton Trails Park Build-Out	Ward 6
Bradley Bridle Build-Out	Ward 6
Viper Lacrosse Field Build-Out	Ward 4
New Park at Centennial/Grand Canyon	Ward 4
New Mountain Bike Trailhead at Tropical	Ward 4
New Central Park on Durango	Ward 2
Darling Tennis Center Expansion	Ward 2
Land Acquisition/Ed Fountain Park Expansion	Ward 5

BLM LEASES AND RESERVATIONS – 2023

PROJECT	ADDRESS
All American Park (Partial)	1551 S. Buffalo Dr
Aloha Shores Park	7550 Sauer St
Angel Park Ancillary Parcel	APN 138-31-101-004
Angel Park Detention Basin	APN 138-31-101-005
Angel Park Golf Course	100 S. Rampart Blvd
Angel Park South	241 S. Durango Dr
Ansan Sister Park	7801 Ducharme Ave
Bettye Wilson Annex	APN 138-22-201-005
Bettye Wilson Soccer Complex	7353 Eugene Ave
Bill Briare Family Park	650 North Tenaya
Bradley Bridle Park	8225 North Bradley
Bruce Trent Park (Angel Park)	8851 Vegas Dr
Buckskin Cliff Shadows Park	3355 Cliff Shadows Pkwy
Buckskin Park Aka Gowan Basin	7350 Buckskin Park
Centennial Hills Community Ctr	6601 N. Buffalo Dr
Centennial Hills Park	6851 N Buffalo Dr
Cimarron Rose Community Center	5591 N Cimarron Rd
Cimarron Rose Park	5591 N Cimarron Rd
Doc Romero Park	7400 Peak Dr
Durango Hills Golf Course	3501 N Durango Rd
Durango Hills Park (Water Rec.).	3271 N Durango
Equestrian Park	APN 125-02-000-003
Fire Station 41	6989 N Buffalo Dr
Fire Station 42	7331 W Cheyenne
Fire Station 44	7701 W. Washington Ave
Fire Station 45	3821 N Fort Apache
Fire Station 48	9133 Elkhorn Rd
Firefighters Park	6401 W. Oakey Blvd
Garehime Park	3901 N Campbell Rd
Gilcrease Brothers Park	10011 Gilcrease Ave
Hickam/Cliff Shadows Park	APN 137-01-401-023

BLM LEASES AND RESERVATIONS – 2023

PROJECT	ADDRESS
Hualapai Trails Park	10018 Alta Dr
Huckleberry Park	10325 Farm Rd
Igor Soldo Memorial Park	APN 126-01-401-013
Kellogg Zaher Sports Complex	7901 West Washington
Knickerbocker Park	APN 126-24-201-020
Las Vegas Sportsark	1400 N Rampart Blvd
Majestic Park	9955 W. Alexander Rd
Metro Academy	3230 Metro Academy Way
Mountain Ridge Park	7151 Oso Blanca Rd
Oakey Detention Basin	APN 163-02-302-001
Officer Alyn Beck Memorial	9220 Brent Ln
Park And Ride	APN 138-29-801-002
Pioneer Park	7449 Braswell Dr
Police Memorial Park	3250 Metro Academy Way
Rainbow Family Park	7151 W Oakey Blvd
Sky Ridge Park	10500 Stange Ave
Teton Trails Park	7850 N. Bradley
Thunderbird Family Sports Comp	125-28-201-005
Trigono Hills Park	3801 W Cliff Shadows Pkwy
W. Wayne Bunker Family Park	7351 W. Alexander
Water Resource Ctr	DURANGO-APN 138-08-701-013
West City Service Center	7551 Sauer Dr
Winding Trails Park	7250 N. Ft Apache Rd
Woofter Family Park	1600 Rock Springs
Ymca (Centennial Hills)	6601 N Buffalo
Ymca (Durango Hills Park)	3521 N. Durango Dr

FY24 TENTATIVE CIP

PROJECT	AREA
5th Street School Auditorium Upgrade	Ward 3
Angel Park Improvements	Ward 2
Bettye Wilson Entry and West Expansion (SD Design)	Ward 1
Centennial Hills AAC Addition (Full Design)	Ward 6
Centennial Hills Indoor/Outdoor Pool Improvements	Ward 6
Children's Memorial Park Splash Pad	Ward 5
City Facility Non-Functional Turf Reduction	-
Citywide Inclusive Playground Equipment	-
Citywide Park ADA/Safety Improvements	-
Cragin Park Upgrades	Ward 1
Darling Tennis Center Addition (SD Design)	Ward 2
Durango Hills Pool Improvement	Ward 6
Durango Hills Senior Center Addition Feasibility Study	Ward 6
East Las Vegas Legacy Park Feasibility Study	Ward 3
Ed Fountain Park Satellite Yard Conversion to Extra Pkg	Ward 5
Floyd Lamb Park Soil Remediation	Ward 6
Freedom Park Restroom Replacement (Full Design)	Ward 3
HWS - Walkway to James Gay Park	Ward 5
Lorenzi Park Tennis Addition (RD19 SNPLMA AWARD)	Ward 5
NW Regional Park Phase 1A (RD19 SNPLMA AWARD)	Ward 6
NW Regional Pickleball Complex Centennial (SD Design)	Ward 6
Park Facility / Rec Center Asset Rehab & Replacement	-
Regional Aquatic Center at Pavilion Pool	Ward 2
Viper Park Lacrosse Upgrades (Full Design)	Ward 4

OUTCOMES & PLAN EVALUATION

Contained within the 2050 Master Plan are “Fifty by ‘50” – the most important outcomes within the plan that the City looks to measure. These outcomes are largely the basis for determining achievement of the plan’s goals. For transparent communication of the plan’s outcomes and performance, the City will publish a prepared annual report submitted jointly to the Planning Commission and City Council, pursuant to NRS 278.190. This report, jointly developed by the City Manager’s Office / Strategic Services and Community Development Department, with input from other Departments, will be reviewed by Citizens Advisory Committee to evaluate and discuss annual progress

and implementation of the plan, progress of the “Fifty by ‘50” outcomes and others highlighted for each goal, recommendations for plan improvement, CIP requests, and overall progress on goal achievement. The annual report will also be made available for public review on the City’s website and will be an initial step in a coordinated process of developing City Council priorities, a two-year Strategic Action Plan (when needed), the Mayor’s State of the City address, the annual budget, and the CIP.

The following outcomes from the 2050 Master Plan pertain specifically to natural features, urban forestry, parks and connectivity, food and agriculture, and environmental justice, and should be used in tandem with the action plan to measure progress within the parks and recreation system.



NATURAL FEATURES

A complete inventory of the City’s Mojave Desert environment was conducted, noting issues related to ecosystems, plant and animal species, climate, topography, hydrology, and geology. SNPLMA and the Clark County MSHCP are tools that protect and enhance the environment and provide funding for parks and open spaces, while resulting in no net loss of species or landforms. The City must ensure:

- The number of endangered species identified by the Clark County MSHCP is reduced
- No net loss of identified habitat areas of threatened or endangered species
- No net loss of identified wetlands or desert areas
- Identified natural areas and arroyos have been restored
- Existing and new identified invasive species have been eradicated or contained to prevent population growth and expansion

URBAN FORESTRY

Due to notable increases in the urban heat island effect, steps must be taken to reduce heat hazards with appropriate green infrastructure, including:

- LVMC and zoning amendments for trees
- At least 100,000 public and private high quality, native and adaptive trees that increase the canopy are planted to increase the canopy to 20%
- The City's tree canopy increases to 20% by 2035 and 25% by 2050 utilizing native and adaptive drought tolerant tree species.
- 85% of the City's population lives within a 1/3 mile from green infrastructure features that provide localized cooling through park space, tree canopy cover, or vegetative surfaces.
- Plant and maintain 60,000 diverse and high quality native and adaptive trees on public and private property by 2050

PARKS & CONNECTIVITY

Park facilities, amenities, connections, and safety were frequently noted throughout public outreach. As a result, the City will:

- Increase park acreage to 7 acres per 1,000 residents, specifically in noted areas of need by 2050
- 85% of housing units are within ½ mile of public parks (by 2050)
- 90% of housing units are within 3 miles of trail (by 2050)
- To provide equitable access to all public buildings, facilities, and services, ensure that by 2050, 75% of residents live within 2 miles of a recreation or community center, library, or cultural center.

FOOD & URBAN AGRICULTURE

Given the lack of regional agriculture, it is necessary to ensure supply chain security and redundancy. To supplement these efforts, the City must ensure:

- No food deserts exist in the City by 2050.
- The percentage of residents within ¼ mile of a food hub, healthy food retail outlet, or grocery store increases over time
- At least one City-owned, operated, or leased community garden or urban agricultural site within each planning area by 2030
- The percentage of residents that are food insecure and utilizing SNAP decreases over time
- The percentage of children, seniors, and other identified vulnerable population that are food insecure decreases over time

ENVIRONMENTAL JUSTICE

Reducing exposure and risk to low-income and minority communities must be prioritized, especially for new transportation and infrastructure projects. The City must:

- The annual number of days in which the Air Quality Index (AQI) exceeds 100 decreases over time
- By 2050, no brownfields are found within the City.
- Improve stormwater pollution prevention efforts
- Engage residents of all races, ethnicities, abilities and means in the planning and transportation decision-making process
- Achieve attainment or maintenance status for all measured criteria pollutants
- For any non-attainment pollutants, a decrease in the annual concentration
- For each identified planning area, priority environmental justice conditions, risks, and exposure are reduced

ACTION PLAN

The challenge for any long-range, municipal master plan is to remain relevant and useful throughout its lifecycle. A master plan outlines a vision for the future to be implemented incrementally over time. This Parks & Recreation Element is intended to execute the master plan by guiding individual decisions on the location and funding of city parks. One of the main implementation tools for the master plan is the Capital Improvement Plan (CIP). The CIP is a fiscal and management tool used by the City to allocate its resources. This element should be regarded as a resource for the City to use during the CIP process to help inform capital programming decisions. The recommendations below were developed from the multiple levels of analysis detailed in the previous sections and are intended to be comprehensive, taking into account the park needs of residents, current conditions, future park expenditures and future population growth.

TIMEFRAME

- **Ongoing:** annually
- **Short-Term:** 1-5 years
- **Mid-Term:** 1-10 years
- **Long-Term:** 10-30 years

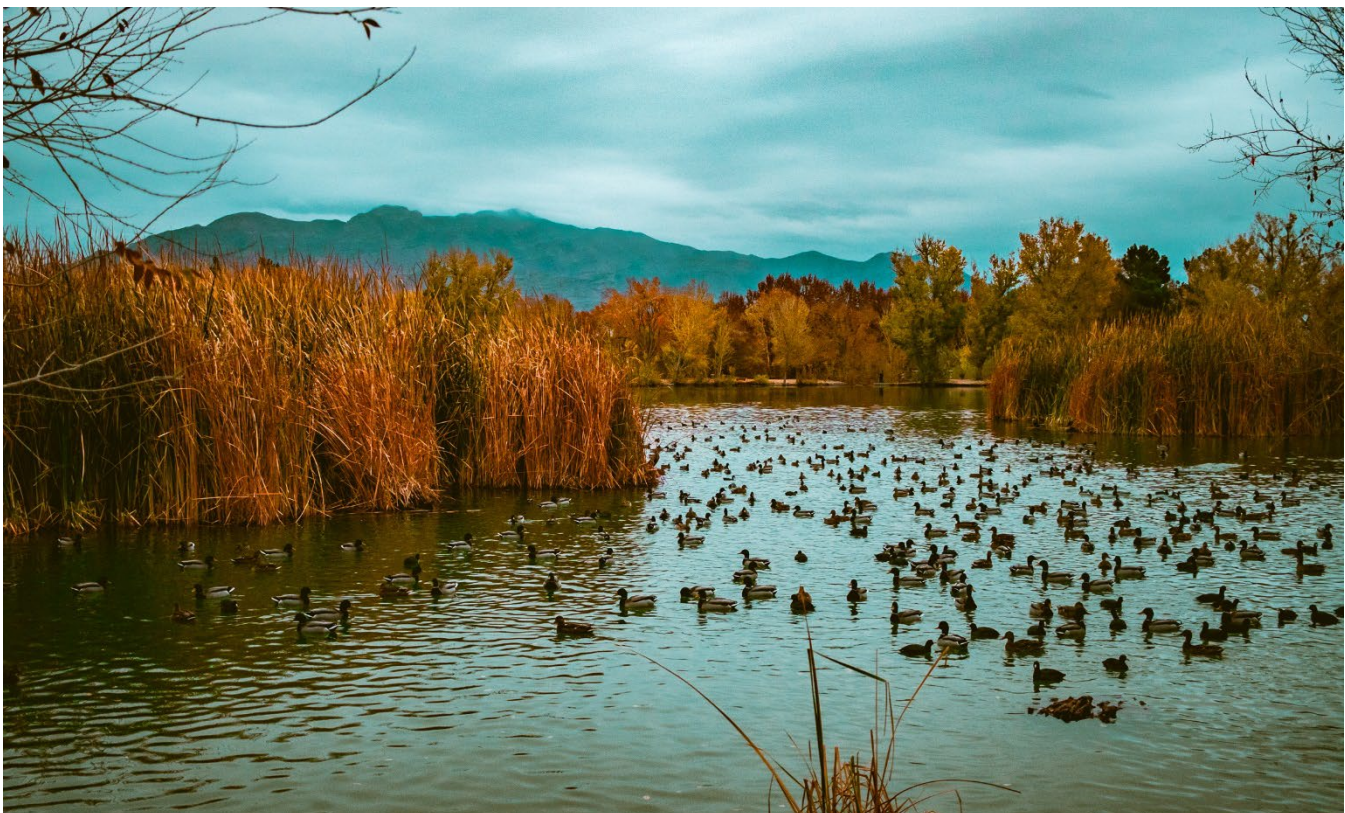
RESPONSIBLE PARTY

- PLAN: Community Development
- EUD: Economic and Urban Development
- NS: Neighborhood Services
- PR: Parks, Recreation and Cultural Affairs

- PS: Public Safety
- PW: Public Works

PARTNERS

- BLM: Bureau of Land Management
- CC: Clark County
- PRIVATE: Developers, Non-profits
- NPS: National Park Service
- RTC: Regional Transportation Commission of Southern Nevada
- SNHD: Southern Nevada Health District
- SHPO: Nevada State Historic Preservation Office
- CCSD: Clark County School District



LAND ACQUISITION, DEVELOPMENT & IMPROVEMENTS

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
1.0	Increase the amount of park and open space acreage to adequately serve an increasing population				
1.1	Convert vacant land to parks and open space, looking at access gaps on the east side.	Healthy	Mid	PW	Private
1.2	Utilize space above parking lots and parking structures for park spaces	Innovative	Ongoing	Plan	Private
1.3	Utilize roof spaces for plazas and mini-parks	Innovative	Ongoing	Plan	Private
1.4	Construct an additional major park or open space within the Charleston planning area. Refer to the park access gap map within Chapter 4 to identify areas of high population density and low access to parks within the Charleston community, specifically within the southeast portion of the Charleston planning area	Healthy	Mid	PW	Private
1.5	Design an additional major park or open space with quality amenities that will be safe and well utilized within West Las Vegas. Refer to the park access gap map within Chapter 4 to identify areas of high population density and low access to parks within the Historic West Side community, specifically within the northwest portion of the Historic West Side planning area	Equitable	Mid	PW	Private
1.6	Locate smaller neighborhood parks within Twin Lake neighborhoods that don't have access to parks or green space. Refer to the park access gap map within Chapter 4.	Equitable	Mid	PW	Private
1.7	Implement a smaller neighborhood park along the Cheyenne corridor within Lone Mountain. Refer to the park access gap map within Chapter 4.	Healthy	Mid	PW	Private
1.8	Locate parks and open space within vacant or publicly held land in Rancho area. Refer to the park access gap map within Chapter 4.	Healthy	Ongoing	PW	Private
1.9	Implement a wide variety of parks and equestrian space in new subdivisions west of the beltway in La Madre Foothills. Ensure connections to Lone Mountain Regional park and other parks along the foothills.	Healthy	Ongoing	PW	Private
1.10	Utilize left over and underutilized right-of-way spaces for mini-parks, urban plazas and/or linear parks in all planning areas (i.e. 3rd and Coolidge in downtown Las Vegas)	Innovative	Ongoing	Plan	Private
1.11	Leverage SNPLMA or City funding to partner with the NPS to construct a Visitors Center and other facilities and amenities at the Tule Springs National Monument	Resilient	Ongoing	PR	NPS
2.0	Prioritize facility amenities and furnishings based on community input, demographics, and community need				

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
2.1	Develop a large scale, regional open-air or partially enclosed outdoor amphitheater	Livable	Long	PW	Private
2.2	In East Las Vegas, locate a community hub within the underserved northeast portion of the community. Refer to the public facility access gap map within Chapter 4.	Equitable	Mid	PW	Private
2.3	Construct new parks and facilities that offer unique and specialized designs and amenities not typically found in the region like a velodrome, a children's "exploration park", demonstration or botanical gardens, miniature railroad park, mini golf/pitch-and-putt, mazes, archery range, cricket oval, field for rugby, field hockey, and lacrosse.	Innovative	Ongoing	PW	Private
2.4	Provide sports fields that use both natural and artificial turf as a means to save and conserve water	Resilient	Ongoing	PW	Private
2.5	While additional facility space isn't immediately required, during future CIP planning, strategically identify priority service needs and resources, whether provided by City, County, regional, state, or Federal providers, including the needs of priority populations and priority planning areas for evaluation to ensure adequate and equitable access to public resources.	Equitable	Long	PW	Private
2.6	In keeping with Tree City USA and urban forestry commitments, plant 60,000 high quality trees composed of a diverse list of native and adaptive species on public and private property that are tolerant of heat, cold, and wind; water efficient; low maintenance; non-invasive, and pest and disease resistant.	Equitable	Ongoing	PR	Private
2.7	Construct a unique civic space at Huntridge Circle Park in Downtown South	Livable	Mid	PW	Private
2.8	Develop additional smaller, neighborhood-oriented community and senior centers for each area of the City	Equitable	Ongoing	PW	Private
3.0	Prioritize multi-modal connectivity between park spaces, natural areas, commercial nodes and residential neighborhoods in the City				
3.1	Within Lone Mountain area, prioritize the adjacent mountains and foothills for additional opportunities for open space, ensuring consistent trail connectivity and accessibility. Refer to the Connectivity Framework Map in Chapter 5 to establish additional non-motorized routes to open space destinations.	Healthy	Mid	PR	RTC
3.2	Work with appropriate agencies and stakeholders to implement the region's non-motorized loop.	Healthy	Short	PR	RTC

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
3.3	Continue to improve bicycle and pedestrian access along major roads and increase safety of alternative transportation.	Healthy	Ongoing	PW	RTC
3.4	Revise residential zoning to require a greenway along corridors and limit the use of walls	Healthy	Short	PLAN	Private
3.5	Establish additional non-motorized routes within the Rancho area. Refer to the Connectivity Framework Map in Chapter 5.	Livable	Ongoing	PW	RTC
3.6	Provide or require connections and accessibility along boundaries with the Tule Springs National Monument and Red Rock Canyon NCA	Livable	Short	PLAN	
3.7	Construct a multi-use trail along the Spencer Greenway in Downtown South	Healthy	Mid	PR	RTC

PARK AND FACILITY MAINTENANCE & OPERATIONS

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
4.0	Maintain equitable, resilient, and innovative public facilities and parks				
4.1	Recreation programming needs and trends should drive facility design and future improvements/renovations to ensure appropriate spaces to support new programming.	Innovative	Long	Plan	Private
4.2	Use native plants to meet environmental objectives and reduce maintenance requirements; use native plants to reduce watering and maintenance.	Resilient	Ongoing	Plan	Private
4.3	Reduce non-functional turf at parks and facilities	Resilient	Ongoing	Plan	Private
4.4	Within the Summerlin West, Lone Mountain, La Madre Foothills, Tule Springs, Centennial Hills, Kyle Canyon, and Nu Wav Kaiv planning areas (especially those within identified LIMA and MUMA areas pursuant to the MSHCP), assess each area to identify plant and wildlife species and habitat areas (including those that are threatened or endangered), connections between habitats, and invasive species	Resilient	Ongoing	PR	
4.5	Preserve slopes and hillsides, as defined under the Hillside Overlay ordinance, especially for identified sensitive slopes and ridgelines	Resilient	Ongoing	PR	
4.6	Address storage needs with a long-term plan. Facility storage is in short supply for the variety of programming and uses facilities are experiencing. Underutilized dedicated spaces may be a potential to formally store recreational equipment.	Innovative	Long	PW	Private

ADMINISTRATION & MANAGEMENT

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
5.0	Emphasize a park management system and culture that emphasizes community and employee engagement, accountability, and innovation				
5.1	Enhance job postings to include the benefits of parks and recreation employment for all classifications, identifying the lifelong skills they will develop, professional development opportunities, the culture of service and opportunities for promotion	Innovative	Short	PR	
5.2	A formalized organization of policies and procedures or guidelines that relate to the Department's operations are needed to help easily locate and share information with staff during onboarding and for reference.	Innovative	Short	PR	
5.3	Review existing policies to ensure they support the outcomes of this Plan and incorporate new policies (i.e., program development and evaluation policy, earned income policy including pricing philosophy and cost recovery, and partnerships including small to large within City requirements.	Innovative	Short	PR	
5.4	Develop a parks and recreation marketing plan to increase awareness. Identify brand guidelines, develop strategies to reinforce the brand with staff living the mission, and an annual content calendar.	Innovative	Short	PR	
5.5	Work with Human Resources to diversify staff better representing the racial and ethnic communities living in the city.	Equitable	Long	PR	
5.6	Investing in technology and staff growth/development in key areas of operation will help to build capacity in the organization to better serve the community.	Innovative	Long	PR	
5.7	Develop program customer service standards for enhanced customer experience	Livable	Long	PR	
6.0	Continue to partner with agencies, organizations, and businesses to enhance natural resource access and management				
6.1	Coordinate location of parks with Clark County and the city of North Las Vegas where feasible	Innovative	Ongoing	PR	CCSD
6.2	Work with Clark County Regional Flood Control District to selectively restore and enhance the Las Vegas Wash and its tributaries	Resilient	Short	PLAN	CC
6.3	Vegas Wash and its tributaries Work with Clark County Regional Flood Control District to identify, conserve, and protect other arroyos and washes as recreational amenities, while ensuring the ability to protect the public and property from flash flooding	Resilient	Short	PLAN	CC

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
6.4	Coordinate with Clark County School District to develop or expand park facilities in conjunction with existing and future school sites.	Innovative	Ongoing	PR	CCSD
6.5	Preserve and protect areas of important environmental/ecological consideration, and incorporate such areas into the park and recreation system, as a balance to man-made development	Resilient	Long	PLAN	BLM
6.6	Reclaim areas of environmental/ecological deterioration using available resources from the public, quasi-public and private sectors.	Resilient	Ongoing	PLAN	BLM
6.7	Explore public-private partnerships to formalize public access to privately held open spaces. Consider privately-owned business, retail, and entertainment opportunities adjacent to or within public community space.	Innovative	Ongoing	PR	Private

PROGRAM & SERVICES

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
7.0	Continue to integrate education, arts, and culture into community centers and parks				
7.1	Pilot different multi-use, multi-purpose activities at community centers to attract new users.	Livable	Ongoing	PR	
7.2	Emphasize placemaking through arts and culture	Livable	Ongoing	PR	
7.3	Meet the community where they are and engage a variety of age groups via design, elements, access, and programming	Equitable	Ongoing	PR	
7.4	Increase outreach and education on trees and landscaping	Livable	Ongoing	Plan	SNHD
7.5	Provide at least one accessible community garden for urban agriculture activity in each planning area.	Livable	Short	Plan	SNHD
7.6	Develop new programs that residents have identified as a need within Fitness, Active Adults 50+, and Special Events. Specific program areas noted as “High Priority” in the Statistically-Valid Survey include; Adult fitness & exercise classes, Senior programs, Community special events, Weight/cardio rooms and Gardening beds	Healthy	Short	PR	SNHD
7.7	Offer additional Core Program Areas to assist in fulfilling any existing unmet needs in outdoor adventure-based programs and outdoor environmental education programs/camps. Nationwide popular programs include; Nature hikes, Scavenger hunts, Bird watching, Fishing, Rock climbing, Rope courses, Adventure races.	Healthy	Short	PR	Private
7.8	Develop a program that follows a decision matrix to assess new opportunities incorporating (at a minimum) local trends, community interest/need, cost recovery goals, and age segment and population segment served by location among other Key Performance Indicators (KPIs).	Innovative	Short	PR	SNHD
7.9	Further develop the gap mapping for programs and locations to include overlaying similar provider locations onto program maps for a more detailed perspective	Livable	Short	PR	CC
7.10	Begin to address gaps in programming identified within the program mapping.	Healthy	Short	PR	Private
7.11	The Department should evaluate Core Program Areas and individual programs, ideally on an annual basis, to ensure offerings are relevant to evolving demographics and trends in the local community.	Equitable	Long	PR	Private

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
7.12	Continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It would be best practice to establish a plan including what age segment to target, establish messaging, identify which marketing method(s) to utilize, create a social media campaign, and determine what to measure for success before allocating resources towards a particular effort.	Equitable	Long	PR	Private
7.13	Complete a Program Lifecycle Analysis on an annual basis and ensure that the percentage distribution closely aligns with desired performance. Include annual performance measures for each Core Program Area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.	Innovative	Long	PR	CC
7.14	Develop public education campaigns and coordinate with volunteer organizations to inform residents about endangered, threatened, and invasive species	Resilient	Short	PR	Private
7.15	In East Las Vegas, collaborate with "Listos y Seguros" to focus on user safety of parks, trails and open space within the area.	Livable	Short	NS	CC

FINANCIAL & BUDGETARY CAPACITY DEVELOPMENT

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
8.0	Support the city's ability to deliver the appropriate level of service at high quality				
8.1	Staff should continue to monitor the effectiveness of the various pricing strategies they employ and adjust as necessary.	Innovative	Long	EUD	
8.2	Monitor and revise parks/facilities fees to be aligned with other jurisdictions and an affordable amenity	Innovative	Short	PR	
8.3	Expand cost recovery management as services and programs grow and change	Innovative	Ongoing	EUD	
8.4	Prioritize use of SNPLMA, a new parks bond, and other applicable funding for new targeted parks, trails, and community centers, or for the upgrade, maintenance, or renovation of existing ones	Innovative	Ongoing	PW	BLM
8.5	Leverage SNPLMA funds to build infill and adaptive reuse park spaces at specified locations	Innovative	Short	PW	BLM
8.6	Work with the Bureau of Land Management's Southern Nevada Field Office, Get Outdoors NV, SNMBA, the Nevada Division of Outdoor Recreation and other public/private partners to identify and apply for funding sources to protect the desert edge and provide city residents and visitors opportunities for outdoor recreation, including to Red Rock Canyon National Conservation Area and Tule Springs National Monument.	Innovative	Short	Plan	BLM
8.7	Explore strategies to facilitate additional park space in the downtown area by exploring alternate methods of park development, including but not limited to, private/public partnerships, land exchanges, land purchases, land donations and utilization of Redevelopment Agency funds.	Innovative	Ongoing	Plan	Private

POLICIES & PRACTICES

	ACTION	GUIDING PRINCIPLE	TIME FRAME	TASK LEADER	PARTNERS
9.0	Institute resilient best management urban design practices to ensure high quality public facilities and parks				
9.1	When new City parks cannot be built in areas of the City lacking sufficient space, require open space provisions for private development	Livable	Short	Plan	Private
9.2	Design parks with CPTED principles	Livable	Ongoing	Plan	Private
9.3	Protect historical sites by the inclusion of them into an open space park system	Resilient	Mid	Plan	SHPO
9.4	Further expand allowable agricultural uses and activities within the community.	Livable	Short	Plan	Private
9.5	Develop innovative park typologies as part of redevelopment	Innovative	Short	Plan	Private
9.6	Adopt a policy to further enable the use of conservation easements and the transfer of development rights program pursuant to NRS 111 for open space and sensitive lands that warrant protection	Resilient	Short	PLAN	Private
9.7	Develop a long-term, citywide SNPLMA parcel and property nomination plan, consistent with SNPLMA's Strategic Plan, for future land development purchases, parks, trails and recreation projects, and reserving locations for additional public facilities	Resilient	Short	PLAN	BLM
9.8	Carefully collaborate with other jurisdictions and Nevada's Congressional delegation on changes or amendments to SNPLMA or other public lands bills to ensure the intent and purpose of this plan is not undermined	Resilient	Short	PLAN	BLM
9.9	Protect adjacent lands from urban encroachment through zoning buffers along boundaries with the Tule Springs National Monument and Red Rock Canyon NCA	Resilient	Short	PLAN	NPS
9.10	Enact additional policies to identify, contain, and eradicate invasive species, noxious weeds, diseased or infected trees, insects, rodents, pursuant to the Las Vegas City Charter, LVMC Title 9, and Title 13.48, utilizing best-management practices	Resilient	Ongoing	PLAN	NPS
9.11	Coordinate with Clark County on additional measures or policies that implement the MSHCP	Resilient	Ongoing	PLAN	CC
9.12	When new City parks cannot be built in areas of the City lacking sufficient space, require open space provisions for private development	Livable	Short	Plan	Private
9.13	Design parks with CPTED principles	Livable	Ongoing	Plan	Private

07. APPENDIX

VII.A

RECREATION TREND ANALYSIS

METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2022* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends

The study is based on findings from surveys carried out in 2021 by the Physical Activity Council (PAC), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 304,745,039 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 118 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were Basketball (27.1 million), Golf (25.1 million), and Tennis (22.6 million) which have participation figures well in excess of the other activities within the general sports category. Baseball (15.5 million), and Outdoor Soccer (12.5 million) round out the top five.

The popularity of Basketball, Golf, and Tennis can be attributed to the ability to compete with relatively small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or Golf Entertainment Venues have increased drastically (72.3%) as a 5-year trend, using Golf Entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



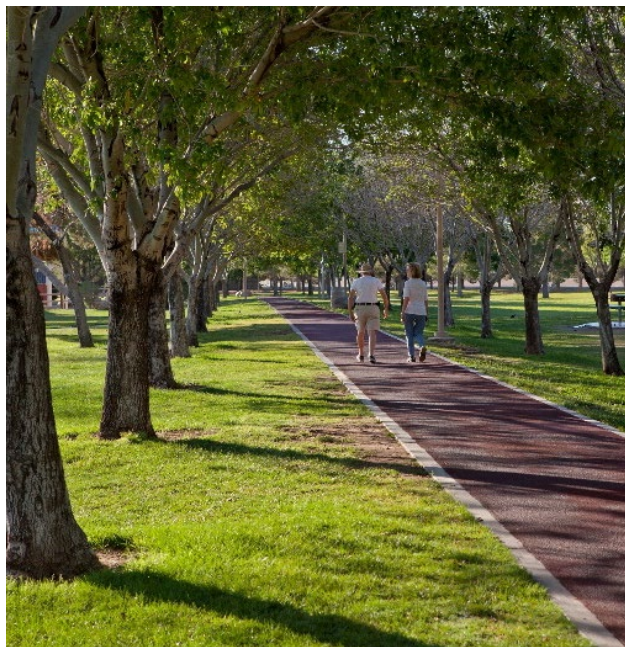
FIVE-YEAR TREND

Since 2016, Pickleball (71.2%), Golf- Entertainment Venues (51.3%), and Tennis (25.1%) have shown the largest increase in participation. Similarly, Boxing for Fitness (21.4%) and Boxing for Competition (20.7%) have also experienced significant growth. Based on the five-year trend from 2016-2021, the sports that are most rapidly declining in participation include Ultimate Frisbee (-40.4%), Roller Hockey (-26.1%), Volleyball (Sand/Beach) (-23.8%), Squash (-23.5%), Slow Pitch Softball (-21.9%), and Gymnastics (-20.7%).

ONE-YEAR TREND

The most recent year shares some similarities with the five-year trends; with Pickleball (14.8%) and Boxing for Competition (7.3%) experiencing some of the greatest increases in participation this past year. The greatest one-year increases also include Fast Pitch Softball (15.3%), Gymnastics (10.9%), and Court Volleyball (8.1%). Basketball (-2.2%), Flag Football (-1.6%), Indoor Soccer (-0.6%) and Baseball (-0.5%) have shown a five-year trend increase, but a one-year trend decreases. This is likely a direct result of coming out of the COVID-19 pandemic. Similarly, other team sports such as Ultimate Frisbee (-5.8%), Slow Pitch Softball (-5.4%), Roller Hockey (-5%), Racquetball (-4.8%) and Beach/Sand Volleyball (-3.1%), also had significant decreases in participation over the last year.





NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2021 also were those that could be done at home or in a virtual class environment. The activities with the most participation were Fitness Walking (115.8 million), Treadmill (53.6 million), Free Weights (52.6 million), Running/Jogging (48.9 million), and Yoga (34.3 million).



FIVE-YEAR TREND

Over the last five years (2016-2021), the activities growing at the highest rate are Trail Running (45.9%), Yoga (30.8%), Dance, Step & Choreographed Exercise (13.3%), and Pilates Training (9.6%). Over the same time frame, the activities that have undergone the biggest decline include: Group Stationary Cycling (-33.5%), Traditional Triathlon (26.4%), Cardio Kickboxing (-26.1%), Cross-Training Style Workout (-24.4%) and Non-Traditional Triathlons (-23.5%).

ONE-YEAR TREND

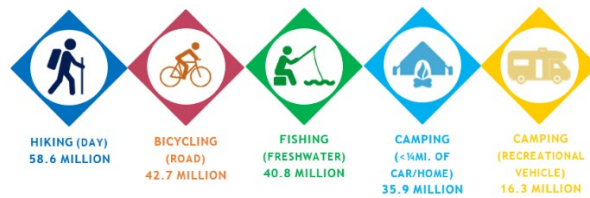
In the last year, activities with the largest gains in participation were those that can be done alone at home or socially distanced outdoors. The top increases were in Treadmill (7.6%), Cross-Training Style Workouts (6.4%) Trail Running (5.6%), Yoga (4.7%), and Stair Climbing (4.7%). In the same span, the activities that had the largest decline in participation were those that would generally take more time and investment. The greatest drops were seen in Traditional Triathlon (-5.3%), Aerobics (-5.1%), Non-Traditional Triathlons (-4.3%), and Cardio Kickboxing (-3.7%).



NATIONAL TRENDS IN OUTDOOR RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate strong growth in participation regarding outdoor/adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or with proper social distancing in a group, and are not as limited by time constraints. In 2021, the most popular activities, in terms of total participants, from the outdoor/adventure recreation category include: Day Hiking (58.6 million), Road Bicycling (42.7 million), Freshwater Fishing (40.8 million), Camping within ¼ mile of Vehicle/Home (35.9 million).



FIVE-YEAR TREND

From 2016-2021, Day Hiking (39.3%), Camping within ¼ mile of Vehicle/Home (36.0%), Skateboarding (35.8%), Birdwatching (27.8%), BMX Bicycling (24.4%), and Fly Fishing (15.5%) have undergone the largest increases in participation. The five-year trend also shows activities such as Adventure Racing (-39.1%), Traditional Climbing (-14.9%), In-Line Roller Skating (-8.2%), Archery (-7.1%), and to be the only activities with decreases in participation.

ONE-YEAR TREND

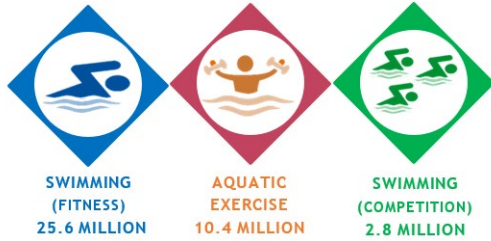
The one-year trend shows almost all activities declining in participation from the previous year. The growing activities being Indoor Climbing (2.7%), Day Hiking (1.5%), Archery (1.3%), In-Line Roller Skating (1.0%), Boulder Climbing (0.5%), and over the last year, the activities that underwent the biggest decreases in participation were Recreational Vehicle Camping (-8.2%) and Adventure Racing (-7.1%).



NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed as a lifetime activity, which is most likely why it continues to have such strong participation. In 2021, Fitness Swimming remained the overall leader in participation (25.6 million) amongst aquatic activities, despite the fact that most, if not all, aquatic facilities were forced to close at some point due to the COVID-19 pandemic.



FIVE-YEAR TREND

Assessing the five-year trend, no activity has experienced an increase from 2016-2021, most likely due to the accessibility of facilities during Covid-19. While Fitness Swimming and Aquatic Exercise underwent a slight decline, dropping -3.7% and -1.7% respectively, Competitive Swimming suffered a -16.2% decline in participation.

ONE-YEAR TREND

The impact of the COVID-19 pandemic is seen here as most aquatic facilities were forced to shut down for some part of the year. This caused decreases to Aquatic Exercise (-5.1%) having the largest decline, followed by Fitness Swimming (-0.2%). Participation in Competitive swimming increased by 8%.

PARTICIPATION TRENDS

GENERAL SPORTS

National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Basketball	22,343	27,753	27,135	21.4%	-2.2%
Golf (9 or 18-Hole Course)	23,815	24,804	25,111	5.4%	1.2%
Tennis	18,079	21,642	22,617	25.1%	4.5%
Baseball	14,760	15,731	15,587	5.6%	-0.9%
Soccer (Outdoor)	11,932	12,444	12,556	5.2%	0.9%
Golf (Entertainment Venue)	8,173	12,057	12,362	51.3%	2.5%
Softball (Slow Pitch)	7,690	6,349	6,008	-21.9%	-5.4%
Football (Flag)	6,173	7,001	6,889	11.6%	-1.6%
Volleyball (Court)	6,216	5,410	5,849	-5.9%	8.1%
Badminton	7,354	5,862	6,061	-17.6%	3.4%
Soccer (Indoor)	5,117	5,440	5,408	5.7%	-0.6%
Football (Touch)	5,686	4,846	4,884	-14.1%	0.8%
Football (Tackle)	5,481	5,054	5,228	-4.6%	3.4%
Gymnastics	5,381	3,848	4,268	-20.7%	10.9%
Volleyball (Sand/Beach)	5,489	4,320	4,184	-23.8%	-3.1%
Track and Field	4,116	3,636	3,587	-12.9%	-1.3%
Cheerleading	4,029	3,308	3,465	-14.0%	4.7%
Pickleball	2,815	4,199	4,819	71.2%	14.8%
Racquetball	3,579	3,426	3,260	-8.9%	-4.8%
Ice Hockey	2,697	2,270	2,306	-14.5%	1.6%
Ultimate Frisbee	3,673	2,325	2,190	-40.4%	-5.8%
Softball (Fast Pitch)	2,467	1,811	2,088	-15.4%	15.3%
Lacrosse	2,090	1,884	1,892	-9.5%	0.4%
Wrestling	1,922	1,931	1,937	0.8%	0.3%
Roller Hockey	1,929	1,500	1,425	-26.1%	-5.0%
Boxing for Competition	1,210	1,361	1,460	20.7%	7.3%
Rugby	1,550	1,242	1,238	-20.1%	-0.3%
Squash	1,549	1,163	1,185	-23.5%	1.9%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
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CORE VS. CASUAL TRENDS IN GENERAL SPORTS

Highly participated in sports, such as Basketball, Baseball, and Slow Pitch Softball generally have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). Due to the COVID-19 Pandemic, most activities showed a decrease in their percentage of core participants. However, there were significant increases in the percentage of casual participation for Court Volleyball, Pickleball, Fast Pitch Softball, Gymnastics and Lacrosse in the past year. Please see the *Appendix* for full Core vs. Casual Participation breakdown.

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Basketball	22,343	100%	27,753	100%	27,135	100%	21.4%	-2.2%
<i>Casual (1-12 times)</i>	7,486	34%	11,962	43%	11,019	41%	47.2%	-7.9%
<i>Core(13+ times)</i>	14,857	66%	15,791	57%	16,019	59%	7.8%	1.4%
Golf (9 or 18-Hole Course)	23,815	100%	24,804	100%	25,111	100%	5.4%	1.2%
Tennis	18,079	100%	21,642	100%	22,617	100%	25.1%	4.5%
Baseball	14,760	100%	15,731	100%	15,587	100%	5.6%	-0.9%
<i>Casual (1-12 times)</i>	5,673	38%	8,089	51%	7,392	47%	30.3%	-8.6%
<i>Core (13+ times)</i>	9,087	62%	7,643	49%	8,195	53%	-9.8%	7.2%
Soccer (Outdoor)	11,932	100%	12,444	100%	12,556	100%	5.2%	0.9%
<i>Casual (1-25 times)</i>	6,342	53%	8,360	67%	7,586	60%	19.6%	-9.3%
<i>Core (26+ times)</i>	5,590	47%	4,084	33%	4,970	40%	-11.1%	21.7%
Softball (Slow Pitch)	7,690	100%	6,349	100%	6,008	100%	-21.9%	-5.4%
<i>Casual (1-12 times)</i>	3,377	44%	2,753	43%	2,729	45%	-19.2%	-0.9%
<i>Core(13+ times)</i>	4,314	56%	3,596	57%	3,279	55%	-24.0%	-8.8%
Football (Flag)	6,173	123%	7,001	121%	6,889	123%	11.6%	-1.6%
<i>Casual (1-12 times)</i>	3,249	53%	4,287	61%	4,137	60%	27.3%	-3.5%
<i>Core(13+ times)</i>	2,924	47%	2,714	39%	2,752	40%	-5.9%	1.4%
<i>Core Age 6 to 17 (13+ times)</i>	1,401	23%	1,446	21%	1,574	23%	12.3%	8.9%
Volleyball (Court)	6,216	100%	5,410	100%	5,849	100%	-5.9%	8.1%
<i>Casual (1-12 times)</i>	2,852	46%	2,204	41%	2,465	42%	-13.6%	11.8%
<i>Core(13+ times)</i>	3,364	54%	3,206	59%	3,384	58%	0.6%	5.6%
Badminton	7,354	100%	5,862	100%	6,061	100%	-17.6%	3.4%
<i>Casual (1-12 times)</i>	5,285	72%	4,129	70%	4,251	70%	-19.6%	3.0%
<i>Core(13+ times)</i>	2,069	28%	1,733	30%	1,810	30%	-12.5%	4.4%
Football (Touch)	5,686	100%	4,846	100%	4,884	100%	-14.1%	0.8%
<i>Casual (1-12 times)</i>	3,304	58%	2,990	62%	3,171	65%	-4.0%	6.1%
<i>Core(13+ times)</i>	2,383	42%	1,856	38%	1,713	35%	-28.1%	-7.7%
Soccer (Indoor)	5,117	100%	5,440	100%	5,408	100%	5.7%	-0.6%
<i>Casual (1-12 times)</i>	2,347	46%	3,377	62%	3,054	56%	30.1%	-9.6%
<i>Core(13+ times)</i>	2,770	54%	2,063	38%	2,354	44%	-15.0%	14.1%
Football (Tackle)	5,481	146%	5,054	144%	5,228	140%	-4.6%	3.4%
<i>Casual (1-25 times)</i>	2,242	41%	2,390	47%	2,642	51%	17.8%	10.5%
<i>Core(26+ times)</i>	3,240	59%	2,665	53%	2,586	49%	-20.2%	-3.0%
<i>Core Age 6 to 17 (26+ times)</i>	2,543	46%	2,226	44%	2,110	40%	-17.0%	-5.2%
Gymnastics	5,381	100%	3,848	100%	4,268	100%	-20.7%	10.9%
<i>Casual (1-49 times)</i>	3,580	67%	2,438	63%	2,787	65%	-22.2%	14.3%
<i>Core(50+ times)</i>	1,800	33%	1,410	37%	1,482	35%	-17.7%	5.1%
Volleyball (Sand/Beach)	5,489	100%	4,320	100%	4,184	100%	-23.8%	-3.1%
<i>Casual (1-12 times)</i>	3,989	73%	3,105	72%	2,918	70%	-26.8%	-6.0%
<i>Core(13+ times)</i>	1,500	27%	1,215	28%	1,265	30%	-15.7%	4.1%
Track and Field	4,116	100%	3,636	100%	3,587	100%	-12.9%	-1.3%
<i>Casual (1-25 times)</i>	1,961	48%	1,589	44%	1,712	48%	-12.7%	7.7%
<i>Core(26+ times)</i>	2,155	52%	2,046	56%	1,875	52%	-13.0%	-8.4%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Cheerleading	4,029	100%	3,308	100%	3,465	100%	-14.0%	4.7%
<i>Casual (1-25 times)</i>	2,365	59%	1,931	58%	2,030	59%	-14.2%	5.1%
<i>Core(26+ times)</i>	1,664	41%	1,377	42%	1,435	41%	-13.8%	4.2%
Pickleball	2,815	100%	4,199	100%	4,819	100%	71.2%	14.8%
<i>Casual (1-12 times)</i>	1,710	61%	2,835	68%	3,454	72%	102.0%	21.8%
<i>Core(13+ times)</i>	1,106	39%	1,364	32%	1,365	28%	23.4%	0.1%
Racquetball	3,579	100%	3,426	100%	3,260	100%	-8.9%	-4.8%
<i>Casual (1-12 times)</i>	2,488	70%	2,476	72%	2,270	70%	-8.8%	-8.3%
<i>Core(13+ times)</i>	1,092	31%	950	28%	990	30%	-9.3%	4.2%
Ice Hockey	2,697	100%	2,270	100%	2,306	100%	-14.5%	1.6%
<i>Casual (1-12 times)</i>	1,353	50%	1,165	51%	1,206	52%	-10.9%	3.5%
<i>Core(13+ times)</i>	1,344	50%	1,105	49%	1,101	48%	-18.1%	-0.4%
Ultimate Frisbee	3,673	100%	2,325	100%	2,190	100%	-40.4%	-5.8%
<i>Casual (1-12 times)</i>	2,746	75%	1,476	63%	1,441	66%	-47.5%	-2.4%
<i>Core(13+ times)</i>	927	25%	849	37%	749	34%	-19.2%	-11.8%
Softball (Fast Pitch)	2,467	100%	1,811	100%	2,088	100%	-15.4%	15.3%
<i>Casual (1-25 times)</i>	1,198	49%	650	36%	934	45%	-22.0%	43.7%
<i>Core(26+ times)</i>	1,269	51%	1,162	64%	1,154	55%	-9.1%	-0.7%
Lacrosse	2,090	100%	1,884	100%	1,892	100%	-9.5%	0.4%
<i>Casual (1-12 times)</i>	1,153	55%	902	48%	1,009	53%	-12.5%	11.9%
<i>Core(13+ times)</i>	938	45%	982	52%	883	47%	-5.9%	-10.1%
Wrestling	1,922	100%	1,931	100%	1,937	100%	0.8%	0.3%
<i>Casual (1-25 times)</i>	1,139	59%	1,239	64%	1,290	67%	13.3%	4.1%
<i>Core(26+ times)</i>	782	41%	692	36%	647	33%	-17.3%	-6.5%
Roller Hockey	1,929	100%	1,500	100%	1,425	100%	-26.1%	-5.0%
<i>Casual (1-12 times)</i>	1,438	75%	1,129	75%	1,088	76%	-24.3%	-3.6%
<i>Core(13+ times)</i>	491	25%	371	25%	337	24%	-31.4%	-9.2%
Boxing for Competition	1,210	100%	1,361	100%	1,460	100%	20.7%	7.3%
<i>Casual (1-12 times)</i>	1,035	86%	1,214	89%	1,262	86%	21.9%	4.0%
<i>Core(13+ times)</i>	176	15%	147	11%	199	14%	13.1%	35.4%
Rugby	1,550	100%	1,242	100%	1,238	100%	-20.1%	-0.3%
<i>Casual (1-7 times)</i>	1,090	70%	807	65%	778	63%	-28.6%	-3.6%
<i>Core(8+ times)</i>	460	30%	435	35%	460	37%	0.0%	5.7%
Squash	1,549	100%	1,163	100%	1,185	100%	-23.5%	1.9%
<i>Casual (1-7 times)</i>	1,111	72%	669	58%	720	61%	-35.2%	7.6%
<i>Core(8+ times)</i>	437	28%	495	43%	466	39%	6.6%	-5.9%
Golf (Entertainment Venue)	8,173	100%	12,057	100%	12,362	100%	51.3%	2.5%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

GENERAL FITNESS

National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Fitness Walking	107,895	114,044	115,814	7.3%	1.6%
Treadmill	51,872	49,832	53,627	3.4%	7.6%
Free Weights (Dumbbells/Hand Weights)	51,513	53,256	52,636	2.2%	-1.2%
Running/Jogging	47,384	50,652	48,977	3.4%	-3.3%
Stationary Cycling (Recumbent/Upright)	36,118	31,287	32,453	-10.1%	3.7%
Weight/Resistant Machines	35,768	30,651	30,577	-14.5%	-0.2%
Elliptical Motion Trainer	32,218	27,920	27,618	-14.3%	-1.1%
Yoga	26,268	32,808	34,347	30.8%	4.7%
Free Weights (Barbells)	26,473	28,790	28,243	6.7%	-1.9%
Dance, Step, & Choreographed Exercise	21,839	25,160	24,752	13.3%	-1.6%
Bodyweight Exercise	25,110	22,845	22,629	-9.9%	-0.9%
Aerobics (High Impact/Intensity Training HIIT)	10,575	10,954	10,400	-1.7%	-5.1%
Stair Climbing Machine	15,079	11,261	11,786	-21.8%	4.7%
Cross-Training Style Workout	12,914	9,179	9,764	-24.4%	6.4%
Trail Running	8,582	11,854	12,520	45.9%	5.6%
Stationary Cycling (Group)	8,937	6,054	5,939	-33.5%	-1.9%
Pilates Training	8,893	9,905	9,745	9.6%	-1.6%
Cardio Kickboxing	6,899	5,295	5,099	-26.1%	-3.7%
Boot Camp Style Cross-Training	6,583	4,969	5,169	-21.5%	4.0%
Martial Arts	5,745	6,064	6,186	7.7%	2.0%
Boxing for Fitness	5,175	5,230	5,237	1.2%	0.1%
Tai Chi	3,706	3,300	3,393	-8.4%	2.8%
Barre	3,329	3,579	3,659	9.9%	2.2%
Triathlon (Traditional/Road)	2,374	1,846	1,748	-26.4%	-5.3%
Triathlon (Non-Traditional/Off Road)	1,705	1,363	1,304	-23.5%	-4.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

The most participated in fitness activities all had increases in their casual users' base (participating 1-49 times per year) over the last year. These fitness activities include: Fitness Walking, Free Weights, Running/Jogging, Treadmills, Yoga, and Recumbent/Upright Stationary Cycling. Please see the **Appendix** for full Core vs. Casual Participation breakdown.

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Fitness Walking	107,895	100%	114,044	100%	115,814	100%	7.3%	1.6%
<i>Casual (1-49 times)</i>	34,535	32%	34,742	30%	39,036	34%	13.0%	12.4%
<i>Core(50+ times)</i>	73,359	68%	79,302	70%	76,778	66%	4.7%	-3.2%
Treadmill	51,872	100%	49,832	100%	53,627	100%	3.4%	7.6%
<i>Casual (1-49 times)</i>	23,490	45%	19,549	39%	25,353	47%	7.9%	29.7%
<i>Core(50+ times)</i>	28,381	55%	30,283	61%	28,276	53%	-0.4%	-6.6%
Free Weights (Dumbbells/Hand Weights)	51,513	100%	53,256	100%	52,636	100%	2.2%	-1.2%
<i>Casual (1-49 times)</i>	18,245	35%	20,070	38%	21,560	41%	18.2%	7.4%
<i>Core(50+ times)</i>	33,268	65%	33,186	62%	31,076	59%	-6.6%	-6.4%
Running/Jogging	47,384	100%	50,652	100%	48,977	100%	3.4%	-3.3%
<i>Casual (1-49 times)</i>	21,764	46%	24,438	48%	23,441	48%	7.7%	-4.1%
<i>Core(50+ times)</i>	25,621	54%	26,214	52%	25,537	52%	-0.3%	-2.6%
Stationary Cycling (Recumbent/Upright)	36,118	100%	31,287	100%	32,453	100%	-10.1%	3.7%
<i>Casual (1-49 times)</i>	18,240	51%	13,249	42%	15,124	47%	-17.1%	14.2%
<i>Core(50+ times)</i>	17,878	49%	18,038	58%	17,330	53%	-3.1%	-3.9%
Weight/Resistant Machines	35,768	100%	30,651	100%	30,577	100%	-14.5%	-0.2%
<i>Casual (1-49 times)</i>	14,346	40%	10,940	36%	11,954	39%	-16.7%	9.3%
<i>Core(50+ times)</i>	21,422	60%	19,711	64%	18,624	61%	-13.1%	-5.5%
Elliptical Motion/Cross Trainer	32,218	100%	27,920	100%	27,618	100%	-14.3%	-1.1%
<i>Casual (1-49 times)</i>	15,687	49%	14,403	52%	14,156	51%	-9.8%	-1.7%
<i>Core(50+ times)</i>	16,532	51%	13,517	48%	13,461	49%	-18.6%	-0.4%
Yoga	26,268	100%	32,808	102%	34,347	100%	30.8%	4.7%
<i>Casual (1-49 times)</i>	15,486	59%	19,953	61%	20,110	59%	29.9%	0.8%
<i>Core(50+ times)</i>	10,782	41%	13,471	41%	14,237	41%	32.0%	5.7%
Free Weights (Barbells)	26,473	100%	28,790	100%	28,243	100%	6.7%	-1.9%
<i>Casual (1-49 times)</i>	10,344	39%	13,428	47%	12,649	45%	22.3%	-5.8%
<i>Core(50+ times)</i>	16,129	61%	15,363	53%	15,595	55%	-3.3%	1.5%
Dance, Step, Choreographed Exercise	21,839	100%	25,160	100%	24,752	100%	13.3%	-1.6%
<i>Casual (1-49 times)</i>	14,158	65%	16,652	66%	16,622	67%	17.4%	-0.2%
<i>Core(50+ times)</i>	7,681	35%	8,507	34%	8,130	33%	5.8%	-4.4%
Bodyweight Exercise	25,110	100%	22,845	100%	22,629	100%	-9.9%	-0.9%
<i>Casual (1-49 times)</i>	9,763	39%	9,581	42%	9,915	44%	1.6%	3.5%
<i>Core(50+ times)</i>	15,347	61%	13,264	58%	12,714	56%	-17.2%	-4.1%
Aerobics (High Impact/ Intensity Training)	10,575	100%	10,954	100%	10,400	100%	-1.7%	-5.1%
<i>Casual (1-49 times)</i>	7,135	67%	8,331	76%	8,347	80%	17.0%	0.2%
<i>Core(50+ times)</i>	3,440	33%	2,623	24%	2,053	20%	-40.3%	-21.7%
Stair Climbing Machine	15,079	100%	11,261	100%	11,786	100%	-21.8%	4.7%
<i>Casual (1-49 times)</i>	9,332	62%	6,339	56%	7,332	62%	-21.4%	15.7%
<i>Core(50+ times)</i>	5,747	38%	4,922	44%	4,453	38%	-22.5%	-9.5%
Cross-Training Style Workout	12,914	100%	9,179	100%	9,764	100%	-24.4%	6.4%
<i>Casual (1-49 times)</i>	6,430	50%	3,476	38%	4,179	43%	-35.0%	20.2%
<i>Core(50+ times)</i>	6,483	50%	5,704	62%	5,585	57%	-13.9%	-2.1%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

National Core vs Casual Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Trail Running	8,582	100%	11,854	100%	12,520	100%	45.9%	5.6%
Stationary Cycling (Group)	8,937	100%	6,054	100%	5,939	100%	-33.5%	-1.9%
<i>Casual (1-49 times)</i>	5,751	64%	3,134	52%	3,134	53%	-45.5%	0.0%
<i>Core (50+ times)</i>	3,186	36%	2,920	48%	2,805	47%	-12.0%	-3.9%
Pilates Training	8,893	100%	9,905	100%	9,745	100%	9.6%	-1.6%
<i>Casual (1-49 times)</i>	5,525	62%	6,668	67%	6,611	68%	19.7%	-0.9%
<i>Core (50+ times)</i>	3,367	38%	3,237	33%	3,133	32%	-6.9%	-3.2%
Cardio Kickboxing	6,899	100%	5,295	100%	5,099	100%	-26.1%	-3.7%
<i>Casual (1-49 times)</i>	4,760	69%	3,438	65%	3,328	65%	-30.1%	-3.2%
<i>Core (50+ times)</i>	2,139	31%	1,857	35%	1,771	35%	-17.2%	-4.6%
Boot Camp Style Training	6,583	100%	4,969	100%	5,169	100%	-21.5%	4.0%
<i>Casual (1-49 times)</i>	4,484	68%	3,204	64%	3,461	67%	-22.8%	8.0%
<i>Core (50+ times)</i>	2,099	32%	1,765	36%	1,709	33%	-18.6%	-3.2%
Martial Arts	5,745	100%	6,064	100%	6,186	100%	7.7%	2.0%
<i>Casual (1-12 times)</i>	1,964	34%	2,679	44%	2,728	44%	38.9%	1.8%
<i>Core (13+ times)</i>	3,780	66%	3,385	56%	3,458	56%	-8.5%	2.2%
Boxing for Fitness	5,175	100%	5,230	100%	5,237	100%	1.2%	0.1%
<i>Casual (1-12 times)</i>	2,678	52%	2,962	57%	2,985	57%	11.5%	0.8%
<i>Core (13+ times)</i>	2,496	48%	2,268	43%	2,252	43%	-9.8%	-0.7%
Tai Chi	3,706	100%	3,300	100%	3,393	100%	-8.4%	2.8%
<i>Casual (1-49 times)</i>	2,245	61%	1,858	56%	2,001	59%	-10.9%	7.7%
<i>Core (50+ times)</i>	1,461	39%	1,442	44%	1,393	41%	-4.7%	-3.4%
Barre	3,329	100%	3,579	100%	3,659	100%	9.9%	2.2%
<i>Casual (1-49 times)</i>	2,636	79%	2,721	76%	2,822	77%	7.1%	3.7%
<i>Core (50+ times)</i>	693	21%	858	24%	837	23%	20.8%	-2.4%
Triathlon (Traditional/Road)	2,374	100%	1,846	100%	1,748	100%	-26.4%	-5.3%
Triathlon (Non-Traditional/Off Road)	1,705	100%	1,363	100%	1,304	100%	-23.5%	-4.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%) Mostly Casual Participants (greater than 75%)	

OUTDOOR/ADVENTURE RECREATION

National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Hiking (Day)	42,128	57,808	58,697	39.3%	1.5%
Bicycling (Road)	38,365	44,471	42,775	11.5%	-3.8%
Fishing (Freshwater)	38,121	42,556	40,853	7.2%	-4.0%
Camping (< 1/4 Mile of Vehicle/Home)	26,467	36,082	35,985	36.0%	-0.3%
Camping (Recreational Vehicle)	15,855	17,825	16,371	3.3%	-8.2%
Fishing (Saltwater)	12,266	14,527	13,790	12.4%	-5.1%
Birdwatching (>1/4 mile of Vehicle/Home)	11,589	15,228	14,815	27.8%	-2.7%
Backpacking Overnight	10,151	10,746	10,306	1.5%	-4.1%
Bicycling (Mountain)	8,615	8,998	8,693	0.9%	-3.4%
Archery	7,903	7,249	7,342	-7.1%	1.3%
Fishing (Fly)	6,456	7,753	7,458	15.5%	-3.8%
Skateboarding	6,442	8,872	8,747	35.8%	-1.4%
Climbing (Indoor)	-	5,535	5,684	N/A	2.7%
Roller Skating, In-Line	5,381	4,892	4,940	-8.2%	1.0%
Bicycling (BMX)	3,104	3,880	3,861	24.4%	-0.5%
Climbing (Traditional/Ice/Mountaineering)	2,790	2,456	2,374	-14.9%	-3.3%
Climbing (Sport/Boulder)	-	2,290	2,301	N/A	0.5%
Adventure Racing	2,999	1,966	1,826	-39.1%	-7.1%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION

A majority of outdoor activities have experienced participation growth in the last five- years. Although this a positive trend, it should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users. Please see the *Appendix* for full Core vs. Casual Participation breakdown.

National Core vs Casual Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	42,128	100%	57,808	100%	58,697	100%	39.3%	1.5%
Bicycling (Road)	38,365	100%	44,471	100%	42,775	100%	11.5%	-3.8%
<i>Casual (1-25 times)</i>	19,244	50%	23,720	53%	22,280	52%	15.8%	-6.1%
<i>Core(26+ times)</i>	19,121	50%	20,751	47%	20,495	48%	7.2%	-1.2%
Fishing (Freshwater)	38,121	100%	42,556	100%	40,853	100%	7.2%	-4.0%
<i>Casual (1-7 times)</i>	20,308	53%	24,309	57%	22,451	55%	10.6%	-7.6%
<i>Core(8+ times)</i>	17,813	47%	18,247	43%	18,403	45%	3.3%	0.9%
Camping (< 1/4 Mile of Vehicle/Home)	26,467	100%	36,082	100%	35,985	100%	36.0%	-0.3%
Camping (Recreational Vehicle)	15,855	100%	17,825	100%	16,371	100%	3.3%	-8.2%
<i>Casual (1-7 times)</i>	8,719	55%	11,281	63%	9,688	59%	11.1%	-14.1%
<i>Core(8+ times)</i>	7,136	45%	6,544	37%	6,683	41%	-6.3%	2.1%
Fishing (Saltwater)	12,266	100%	14,527	100%	13,790	100%	12.4%	-5.1%
<i>Casual (1-7 times)</i>	7,198	59%	9,109	63%	8,543	62%	18.7%	-6.2%
<i>Core(8+ times)</i>	5,068	41%	5,418	37%	5,246	38%	3.5%	-3.2%
Birdwatching (>1/4 mile of Vehicle/Home)	11,589	100%	15,228	100%	14,815	100%	27.8%	-2.7%
Backpacking Overnight	10,151	100%	10,746	100%	10,306	100%	1.5%	-4.1%
Bicycling (Mountain)	8,615	100%	8,998	100%	8,693	100%	0.9%	-3.4%
<i>Casual (1-12 times)</i>	4,273	50%	4,803	53%	4,517	52%	5.7%	-6.0%
<i>Core(13+ times)</i>	4,342	50%	4,194	47%	4,176	48%	-3.8%	-0.4%
Archery	7,903	100%	7,249	100%	7,342	100%	-7.1%	1.3%
<i>Casual (1-25 times)</i>	6,650	84%	6,102	84%	6,054	82%	-9.0%	-0.8%
<i>Core(26+ times)</i>	1,253	16%	1,147	16%	1,288	18%	2.8%	12.3%
Fishing (Fly)	6,456	100%	7,753	100%	7,458	100%	15.5%	-3.8%
<i>Casual (1-7 times)</i>	4,183	65%	5,020	65%	4,762	64%	13.8%	-5.1%
<i>Core(8+ times)</i>	2,273	35%	2,733	35%	2,696	36%	18.6%	-1.4%
Skateboarding	6,442	100%	8,872	100%	8,747	100%	35.8%	-1.4%
<i>Casual (1-25 times)</i>	3,955	61%	6,315	71%	6,181	71%	56.3%	-2.1%
<i>Core(26+ times)</i>	2,487	39%	2,557	29%	2,566	29%	3.2%	0.4%
Climbing (Indoor)	-	n/a	5,535	100%	5,684	100%	n/a	2.7%
Roller Skating (In-Line)	5,381	100%	4,892	100%	4,940	100%	-8.2%	1.0%
<i>Casual (1-12 times)</i>	3,861	72%	3,466	71%	3,525	71%	-8.7%	1.7%
<i>Core(13+ times)</i>	1,520	28%	1,425	29%	1,415	29%	-6.9%	-0.7%
Bicycling (BMX)	3,104	100%	3,880	100%	3,861	100%	24.4%	-0.5%
<i>Casual (1-12 times)</i>	1,760	57%	2,532	65%	2,466	64%	40.1%	-2.6%
<i>Core(13+ times)</i>	1,344	43%	1,348	35%	1,396	36%	3.9%	3.6%
Climbing (Traditional/Ice/ Mountaineering)	2,790	100%	2,456	100%	2,374	100%	-14.9%	-3.3%
Climbing (Sport/Boulder)	-	n/a	2,290	100%	2,301	100%	n/a	0.5%
Adventure Racing	2,999	100%	1,966	100%	1,826	100%	-39.1%	-7.1%
<i>Casual (1 times)</i>	1,081	36%	328	17%	312	17%	-71.1%	-4.9%
<i>Core(2+ times)</i>	1,918	64%	1,638	83%	1,514	83%	-21.1%	-7.6%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)	More Core Participants (56-74%)	Evenly Divided (45-55% Core and Casual)	More Casual Participants (56-74%)	Mostly Casual Participants (greater than 75%)

AQUATICS

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Swimming (Fitness)	26,601	25,666	25,620	-3.7%	-0.2%
Aquatic Exercise	10,575	10,954	10,400	-1.7%	-5.1%
Swimming (Competition)	3,369	2,615	2,824	-16.2%	8.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

CORE VS. CASUAL TRENDS IN AQUATICS

Only Aquatic Exercise has undergone an increase in casual participation (1-49 times per year) over the last participation (50+ times per year) in the same time frame. This was happening before the COVID-19 pandemic, and the large decreases in all participation over the last year have furthered this trend. Please see the *Appendix* for full Core vs. Casual Participation breakdown.

National Core vs Casual Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	26,601	100%	25,666	100%	25,620	100%	-3.7%	-0.2%
<i>Casual (1-49 times)</i>	17,781	67%	17,987	70%	17,598	69%	-1.0%	-2.2%
<i>Core(50+ times)</i>	8,820	33%	7,680	30%	8,022	31%	-9.0%	4.5%
Aquatic Exercise	10,575	100%	10,954	100%	10,400	100%	-1.7%	-5.1%
<i>Casual (1-49 times)</i>	7,135	67%	8,331	76%	8,347	80%	17.0%	0.2%
<i>Core(50+ times)</i>	3,440	33%	2,623	24%	2,053	20%	-40.3%	-21.7%
Swimming (Competition)	3,369	100%	2,615	100%	2,824	100%	-16.2%	8.0%
<i>Casual (1-49 times)</i>	1,881	56%	1,524	58%	1,708	60%	-9.2%	12.1%
<i>Core(50+ times)</i>	1,488	44%	1,091	42%	1,116	40%	-25.0%	2.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

WATER SPORTS/ACTIVITIES

National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2016	2020	2021	5-Year Trend	1-Year Trend
Kayaking (Recreational)	10,017	13,002	13,351	33.3%	2.7%
Canoeing	10,046	9,595	9,199	-8.4%	-4.1%
Snorkeling	8,717	7,729	7,316	-16.1%	-5.3%
Jet Skiing	5,783	4,900	5,062	-12.5%	3.3%
Sailing	4,095	3,486	3,463	-15.4%	-0.7%
Stand-Up Paddling	3,220	3,675	3,739	16.1%	1.7%
Rafting	3,428	3,474	3,383	-1.3%	-2.6%
Water Skiing	3,700	3,050	3,058	-17.4%	0.3%
Surfing	2,793	3,800	3,463	24.0%	-8.9%
Wakeboarding	2,912	2,754	2,674	-8.2%	-2.9%
Scuba Diving	3,111	2,588	2,476	-20.4%	-4.3%
Kayaking (Sea/Touring)	3,124	2,508	2,587	-17.2%	3.1%
Kayaking (White Water)	2,552	2,605	2,587	1.4%	-0.7%
Boardsailing/Windsurfing	1,737	1,268	1,297	-25.3%	2.3%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Legend:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors. These high casual user numbers are likely why a majority of water sports/activities have experienced decreases in participation in recent years. Please see the *Appendix* for full Core vs. Casual Participation breakdown.

National Core vs Casual Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2016		2020		2021		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	10,017	100%	13,002	100%	13,351	100%	33.3%	2.7%
Canoeing	10,046	100%	9,595	100%	9,199	100%	-8.4%	-4.1%
Snorkeling	8,717	100%	7,729	100%	7,316	100%	-16.1%	-5.3%
<i>Casual (1-7 times)</i>	6,945	80%	6,374	82%	5,989	82%	-13.8%	-6.0%
<i>Core(8+ times)</i>	1,773	20%	1,355	18%	1,326	18%	-25.2%	-2.1%
Jet Skiing	5,783	100%	4,900	100%	5,062	100%	-12.5%	3.3%
<i>Casual (1-7 times)</i>	4,143	72%	3,783	77%	3,780	75%	-8.8%	-0.1%
<i>Core(8+ times)</i>	1,640	28%	1,116	23%	1,281	25%	-21.9%	14.8%
Sailing	4,095	100%	3,486	100%	3,463	100%	-15.4%	-0.7%
<i>Casual (1-7 times)</i>	2,833	69%	2,395	69%	2,418	70%	-14.6%	1.0%
<i>Core(8+ times)</i>	1,262	31%	1,091	31%	1,045	30%	-17.2%	-4.2%
Stand-Up Paddling	3,220	100%	3,675	100%	3,739	100%	16.1%	1.7%
Rafting	3,428	100%	3,474	100%	3,383	100%	-1.3%	-2.6%
Water Skiing	3,700	100%	3,050	100%	3,058	100%	-17.4%	0.3%
<i>Casual (1-7 times)</i>	2,667	72%	2,189	72%	2,209	72%	-17.2%	0.9%
<i>Core(8+ times)</i>	1,033	28%	861	28%	849	28%	-17.8%	-1.4%
Surfing	2,793	100%	3,800	100%	3,463	100%	24.0%	-8.9%
<i>Casual (1-7 times)</i>	1,768	63%	2,507	66%	2,158	62%	22.1%	-13.9%
<i>Core(8+ times)</i>	1,024	37%	1,293	34%	1,305	38%	27.4%	0.9%
Wakeboarding	2,912	100%	2,754	100%	2,674	100%	-8.2%	-2.9%
<i>Casual (1-7 times)</i>	2,017	69%	2,007	73%	1,902	71%	-5.7%	-5.2%
<i>Core(8+ times)</i>	895	31%	747	27%	772	29%	-13.7%	3.3%
Scuba Diving	3,111	100%	2,588	100%	2,476	100%	-20.4%	-4.3%
<i>Casual (1-7 times)</i>	2,292	74%	1,880	73%	1,795	72%	-21.7%	-4.5%
<i>Core(8+ times)</i>	819	26%	708	27%	680	27%	-17.0%	-4.0%
Kayaking (Sea/Touring)	3,124	100%	2,508	100%	2,587	100%	-17.2%	3.1%
Kayaking (White Water)	2,552	100%	2,605	100%	2,587	100%	1.4%	-0.7%
Boardsailing/Windsurfing	1,737	100%	1,268	100%	1,297	100%	-25.3%	2.3%
<i>Casual (1-7 times)</i>	1,449	83%	1,015	80%	1,002	77%	-30.8%	-1.3%
<i>Core(8+ times)</i>	288	17%	253	20%	295	23%	2.4%	16.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution	Mostly Core Participants (greater than 75%)		More Core Participants (56-74%)		Evenly Divided (45-55% Core and Casual)		More Casual Participants (56-74%)	
							Mostly Casual Participants (greater than 75%)	

NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2020 were Recreational Kayaking (13.3 million), Canoeing (9.2 million), and Snorkeling (7.3 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can greatly influence water activity participation.



FIVE-YEAR TREND

Over the last five years, Recreational Kayaking (33.3%), Surfing (24%), and Stand-Up Paddling (16.1%) were the fastest growing water activities. White Water Kayaking (1.4%) was the only other activity with an increase in participation. From 2016-2021, activities declining in participation most rapidly were Boardsailing/Windsurfing (-25.3%), Scuba Diving (-20.4%), Water Skiing (-17.4%), Sea Kayaking (-17.2%) Snorkeling (-16.1%), and Sailing (-15.4%).

ONE-YEAR TREND

Recreational Kayaking (2.7%) and Stand-Up Paddling (1.7%) were the activities to grow both over 5 years and in the last one year. Activities which experienced the largest decreases in participation in the most recent year include Surfing (-8.9%), Snorkeling (-5.3%), Scuba Diving (-4.3%), and Canoeing (-4.1%).

DEMOGRAPHIC TRENDS

RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2020 data on race are not directly comparable with data from the 2010 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2020) definitions and nomenclature are used within this analysis.

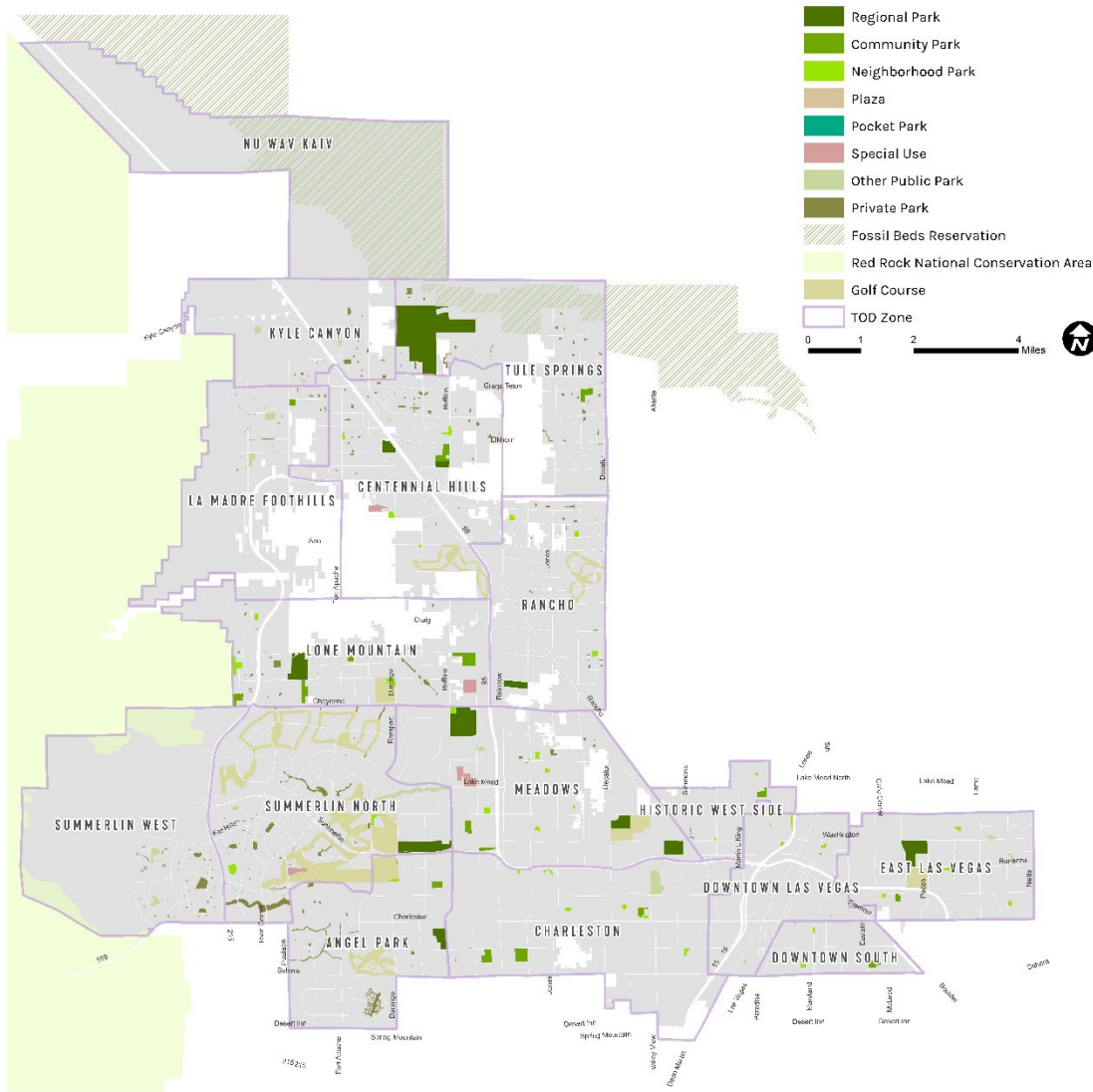
- **American Indian or Alaska Native:** A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- **Asian:** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- **Black or African American:** A person having origins in any of the black racial groups of Africa.
- **Hispanic or Latino:** A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- **Native Hawaiian or Other Pacific Islander:** A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- **White:** A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Census states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups.”

Please Note: The Census Bureau states that the race and ethnicity categories generally reflect social definitions in the U.S. and are not an attempt to define race and ethnicity biologically, anthropologically, or genetically. We recognize that the race and ethnicity categories include racial, ethnic, and national origins and sociocultural groups. They define Race as a person’s self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. Ethnicity is defined as whether a person is of Hispanic / Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis

METHODOLOGY

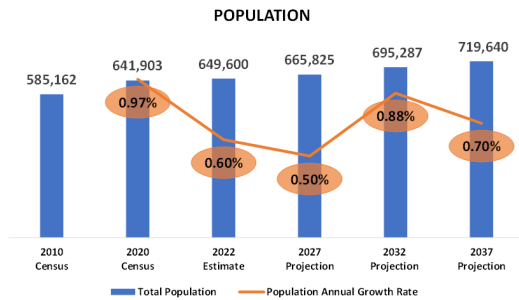
Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in July 2022 and reflects actual numbers as reported in the 2020 Census. ESRI then estimates the current population (2022) as well as a 5-year projection (2027). The consulting team then utilized straight-line linear regression to forecast demographic characteristics for 10 and 15-year projections (2032 and 2037)



CITY POPULACE

POPULATION

The City's population grew by nearly 10% between 2010 and 2020 Census, well above the National average of 7.09% for that timeframe. Rapid growth has slowed in the years since, with a yearly growth rate since 2020 (.60%) dipping below the national average (.74%). Like the population, the total number of households also experienced a large increase growing 14.57% since the 2010 Census, which is 1.21% annually (national average = 0.76% annual growth). Currently, the population is estimated at 649,600 individuals living within 240,787 households. The projections show continued growth for the foreseeable future. By 2037, the City's population is projected to be 719,640 residents living within 279,515 households.

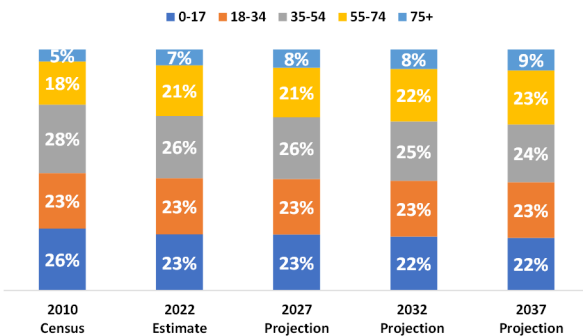


AGE SEGMENTATION

Evaluating the City's age segmentation, the City's median age has jumped from 35.9 in the 2010 Census to a current estimate of 37.5. While this shows the city is aging, this median age is still below the U.S. median age (38.8 years old). The population is expected to continue to age, with nearly one out of three residents being 55 years of age or older by 2037, which is still much younger than national averages nearing 40.



POPULATION BY AGE SEGMENTS

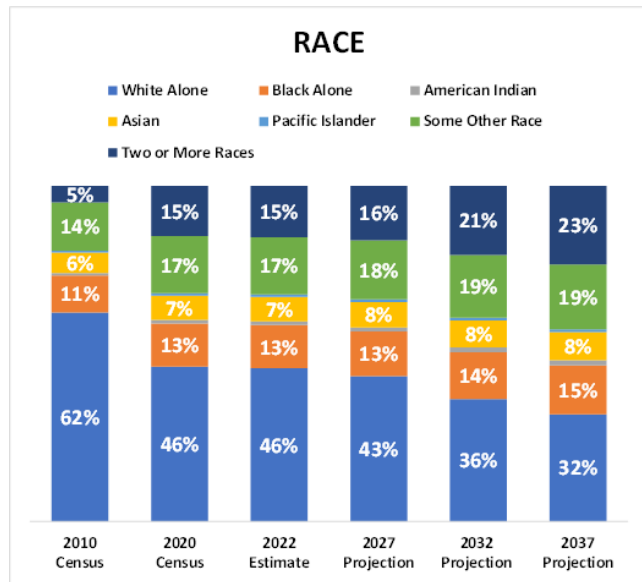
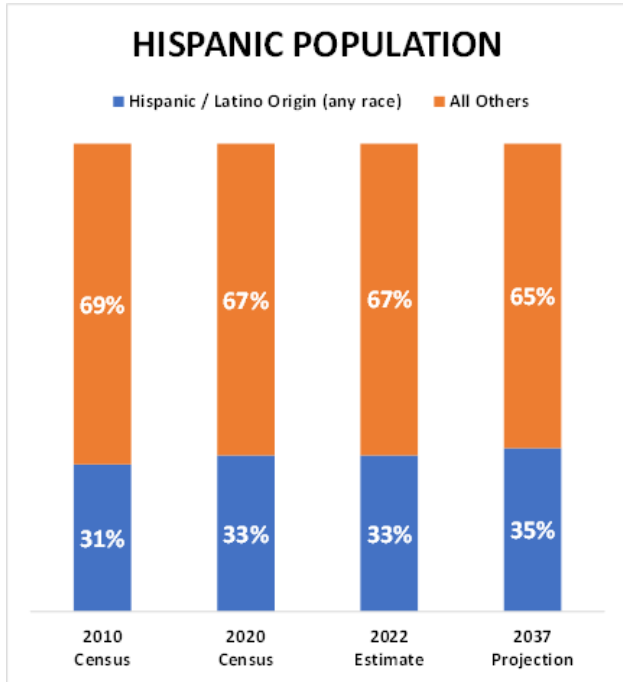


RACE AND ETHNICITY

The City's current population has undergone rapid racial diversification in the last 12 years, with the White Alone population dropping from 62% in the 2010 Census to 46% currently, and it is projected to get as low as 32% by 2037. Two or More Races (15%) and Black Alone (13%) represent the City's largest minority groups, with both groups projected to grow in the next 15 years, with Two or more races making up nearly one in four city residents. It should also be noted that currently, 17% of the city population identifies as Some Other Race.

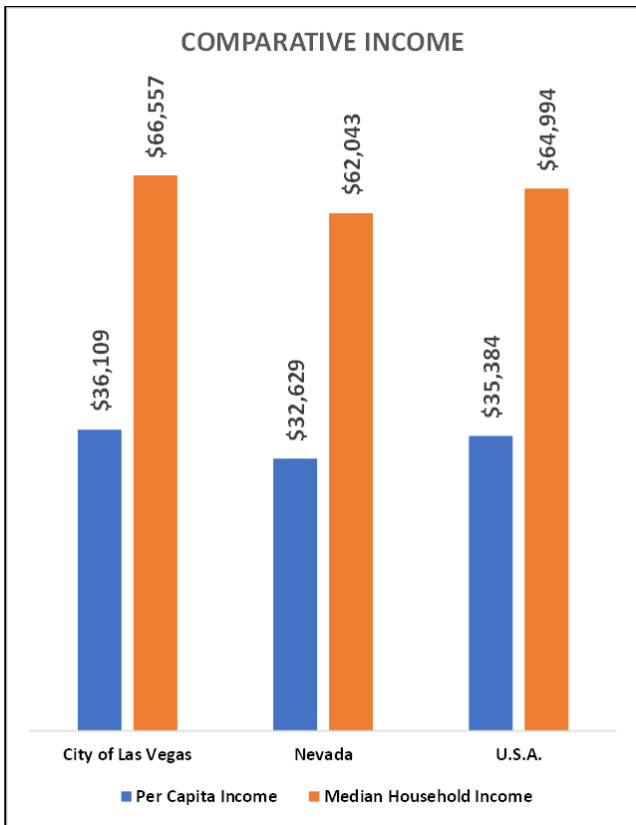
The City's population was also assessed based on Hispanic/Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic/Latin in ethnicity can also identify with any racial categories identified above.

Based on the current 2022 estimate, people of Hispanic/ Latin origin represent approximately one-third of the City's population, which is substantially above the national average (19% Hispanic/Latino).



HOUSEHOLD INCOME

As seen below, the City's per capita income (\$36,109) and median household income (\$66,557) are both higher than the state and national averages. The per capita income is that earned by an individual while the median household income is based on the total income of everyone over the age of 16 living under the same roof.



ENGAGEMENT SUMMARY

KEY STAKEHOLDER AND FOCUS GROUPS SUMMARY

In January 2021, the consulting team convened with various groups to assess the community's needs across the City. The purpose of these meetings was to gain insight into the current strengths, opportunities, and priorities for the park system, and to better understand future parks, recreation and cultural services needs of the Department while ensuring a connection to the City's 2050 Master Plan.

STRENGTHS

Based on feedback from key stakeholder interviews, common themes arose in many conversations. These themes included the variety of Department offerings (parks/amenities/natural resources/programs), the quality of staff, maintenance/cleanliness of facilities and parks, overall planning of the city and Department, and overall value provided by the system to the community.

Variety of Offerings

Many stakeholders mentioned the vast number of offerings available to them from the Department as a key strength. This included parks, facilities, amenities, and programming. These assets provided an abundance of both passive and active recreational activities for the community. Some specific stakeholder comments included:

- City has done a good job to provide a variety of tennis facilities for the public at large
- Diversity and variety of parks is a great strength
- Diversity of activities provided in the city is very impressive
- Good infrastructure and very good programming
- Great balance and diversity of active and passive offerings
- Great range of park sizes and experiences
- Local opportunities for outdoor recreation for hiking, fishing etc.
- Lots of adaptive sports programs and offerings in the Valley

- Many parks within walking distance and the access is very helpful
 - Most people don't realize how large the system is and all that they offer
 - Multiple offerings for people to participate in various activities
 - New parks being added and being refreshed
 - Size and variety of offerings is a great strength
 - Socialization opportunities for seniors
 - Substantial public art in the parks
 - The amount of space and park land has been great – people are able to spread out and have family gatherings etc.
 - The more urban canopy the better
 - There are opportunities within parks everywhere
 - There is something for everybody in the city
 - Variety and number of parks
 - Variety of program offerings for all ages and interests
 - Variety of sports programming and offerings that are helped by the clusters of fields to host and run tournament as well
 - Wide variety of offerings for all

Staff

Stakeholders noted that staff knowledge and expertise contribute greatly to an exceptional guest experience. The Department's staff was praised for their willingness to listen to and partner with groups across the city to ensure the best possible outcomes for the community. Others noted the passion and enthusiasm of Department employees. Sentiments shared regarding the strengths of Department staff include:

- Committed and passionate
- Competent and very responsible staff

- Creative and conscientious
- Customer service is exceptional, and they are extremely passionate and knowledgeable about their job
- Extremely helpful and accessible and are great partners
- Friendly and accessible and do a great job partnering with various entities and non-profits
- Good about incorporating ideas from the community and listening to the community
- Good partnership with various groups across the city
- Leadership is amazing and they are very welcoming and friendly
- Partners very well with various community groups
- Responsive, cutting-edge group of staff in the city
- Staff focuses on a great guest culture and customer experience and makes things happen for the users

Planning

Stakeholders showed appreciation for the overall planning of the city regarding parks, recreation, and open space. Respondents credited both the city and the Department for being strategic in their approach and being intentional in their thought process when planning the future of the parks and recreation system. Some of the comments and themes expressed by stakeholders included:

- Active parks and recreation advisory commission
- City has done a good job leading business planning
- Done a good job strategically placing parks across the City
- Focus on conservation efforts
- Good job building out the aquatics component
- Intentional presence of parks within walking distance
- Nice blend of open and public parks and partnerships with various entities
- Prioritizing developing trails where possible

Maintenance

Stakeholders appreciated the condition, care, and cleanliness of the City's parks and facilities. The

responsiveness of the Department to address repairs is appreciated by the community and is another indication of the high level of service provided by staff. The following comments were collected regarding the maintenance of Las Vegas parks and facilities.

- Dedication to keeping the parks clean and well maintained
- Department does a good job maintaining what exists
- Facilities are clean, well maintained and they keep the kids busy and well occupied
- Maintenance is phenomenal and it feels very safe and welcoming
- Overall maintenance is very good, and parks are well kept
- Recreation facilities are well designed and always kept clean and well-maintained
- Turf is usually well maintained, and neighborhood kids have access to organized or unstructured play

Value

The Department was praised for the affordability of its recreation programming, and the value received by participants. Stakeholders appreciated the number of affordable options and the fact that financial assistance is available to those in need. Comments regarding the value of Department program offerings include:

- Affordability is a big strength of the community
- Financial assistance is available where needed
- Most offerings are very accessible, and prices are very comparable to what others are charging
- Number of low-cost and affordable programming available
- Offerings are very affordable

OPPORTUNITIES

Stakeholders were asked for opportunities to bolster the Department's offerings. The common themes that arose included improving access, connectivity through adding/expanding the trail system, sustainability, increasing awareness of the system, and better safety measures. There were also a number of suggestions for new offerings that the Department could consider.

Accessibility and Inclusion

The most mentioned opportunity in the focus group and key stakeholder meetings was the need to improve the access and inclusiveness of the park system. This included everything from expansion of facility and park hours to better meet the need of users to being intentional in programming to ensure the participation of underserved demographics. Specific comments for improved accessibility were:

- Accommodations for seniors who are raising grandkids - many may be technologically limited and could use help at the community centers
- Add more activities on the SW part of the city – instead of new parks, adapt and expand existing parks
- All-inclusive water parks
- Be mindful of barriers such as roads when developing parks
- Build smaller parklets to provide more access
- Continue to build additional walkable access to parks across the City
- Create more all-inclusive facilities
- Ensure equity of access and a sense of safety in the parks for children and families
- Expand a couple of high-traffic facilities to better help users
- Explore converting some outdoor pools to indoor pools to allow for year-round use
- Flexible indoor sports recreation spaces to allow for seasons to be extended
- Increase park access and have more sustainable and resilient parks
- Instruction for social equality
- Make schools more accessible and open for recreational use

- More bi-lingual (Spanish) signage especially in multilingual communities
- More collaboration between city departments to provide more offerings for individuals with disabilities
- More inclusive and universally accessible playgrounds for all
- Open facilities that are currently closed on Friday / Saturday evenings and Sundays
- Shortage of downtown gathering spaces currently
- Smart investment in the community as it grows for the future
- Spread the facilities and offerings city-wide to ensure greater equity of access for all
- Would like to see urban gardens/fruit trees in the city that people can access

Awareness

Lack of community awareness regarding Department offerings was a common opportunity mentioned by stakeholders. They expressed a need to increase engagement, whether through marketing practices or intentional partnerships. There was also support for better-utilizing technology to get the word out. Comments from stakeholders regarding the need to increase community awareness include:

- Be more engaged with the community where they are: at the community and senior centers
- Beyond the Neon was a very helpful communication tool for parents
- Bring back mailers to the homes so people can find them versus getting lost on social media
- City used to send out a printed magazine
- Confusion between undefined boundaries between county and city
- Connecting technology and communications to get the word out
- Dedicated Marketing and Outreach / Social Media opportunities
- Design an App
- Identify Instagram spots in the parks
- Increase social media outreach
- Increased communication

- Keep educating people on parks in the system since new people keep moving to town
- Lack of awareness of the offerings that exist
- Lack of awareness of who uses the parks
- Need to do better with proactive outreach
- Need more information for park offerings
- Neon to Nature App is a great way to educate
- Partner with Clark County School District to get the word out to kids
- Use Drone Videos to show the parks in a different way
- Use morning shows to further showcase the parks via residents
- Use the NextDoor app
- We do a good job with passive outreach but not with non-users

Sustainability

With the hot, dry climate in Las Vegas, it is no surprise stakeholders identified sustainability as an opportunity for the City. They would like to see the Department take a larger role in community education, as well as take actions towards improved conservation with parks, facilities, and programs. Suggestions to enhance and improve the City's sustainability efforts include:

- Add more interpretive education opportunities for all
- Address long-term needs for droughts etc. and plan for drought-resistant infrastructure
- Being as sustainable as possible and planting landscaping that can be low-use for water
- Educating people on where the water comes from
- Explore new opportunities for Culture and Water Conservation
- Improve habitat for native wildlife for species and conservation
- Innovative ways to collect rainwater and hydrate the environment and create visual greenery in a sustainable way
- More nature-based parks
- More water dispensers to handle the trash and bottles outdoors

- Native plants
- Nature playgrounds
- Opportunities for outdoor recreation and conservation along Red Rock Canyon

Trails and Connectivity

Another opportunity was the need to improve and expand the City's trail system. Stakeholders would like to be able to get around Las Vegas utilizing trails to enjoy the natural beauty and landscape in the City. Recommendations and comments for improved trails and connectivity provided by stakeholders include:

- Improve running/biking trails
- Map out walking trails downtown -> make Las Vegas seem walkable and encourage people to walk
- More regional trail connectivity between Las Vegas and Henderson etc.
- More wayfinding along the trails would be helpful
- Regional connectivity for trails and connectivity within the city
- Trails are great but need more connectivity
- Walkability plan speaks to planting more street trees in the city and helping with climate change and extreme heat

Safety

- Safety was expressed as a concern by stakeholders, most notably regarding the management of the homeless population. There was a common theme that the large number of homeless populations hurts the perception of safety and makes some residents less comfortable visiting certain parks.
- There were also discussions regarding improved lighting, concerns with unleashed dogs, and potential walking hazards. Specific comments collected from the meetings included:
 - Important to ensure people feel safe in the parks
 - Mitigating safety concerns with homelessness issues
 - More signage and security / Better trash cans so birds can't get into them
 - Pay attention to park usage to ensure all ages feel safe

- Pedestrian over bridges are great but large speed bumps getting off the bridges can be hazardous e.g., Betty Wilson Park
- Some of the parks are almost homeless shelters and would be helpful to find a better solution for park users to feel safe and accessible
- Take care of the parks and ensure they are being used by the community and not overrun by the homeless population
- Walk around the park and bothered by dogs without leashes
- Would like more safety lighting at the parks

New Offerings

While many themes of opportunities arose during stakeholder meetings, there were also several suggestions for new or increased programming, facilities, and/or amenities. These include:

- A calisthenics/fitness area in each park so it is like an adult playground
- A new 10-tennis court facility (need a minimum of 9 courts for a tournament structure)
- Additional facilities like Darling Tennis Center
- Animals and giant lizard swings to let children be imaginative when they are swinging
- Community-based facilities and pools
- Cricket oval
- Dedicated skateboard parks so kids aren't using drainage channels for skateboard
- Dog parks with fenced areas and areas for running/off-leash areas
- Equestrian Center
- Gardens and structures in the parks that allow people to wander around for passive recreation
- Indoor soccer, batting cages, etc.
- Loop trails in the parks for kids to ride the bikes where parents can see their kids as well
- More art in the park/sculptures etc.
- More dog parks and dog-friendly areas
- More handball offerings
- More large-scale events in the City

- More mountain biking opportunities
- More movie nights, and opportunities for families to gather
- More multigenerational activities in the parks for families and large gatherings
- More parks and open spaces
- More pickleball opportunities
- More skateboarding opportunities
- More soap sanitizing stations outside bathrooms
- More soccer fields since natural turf needs time to rest
- More softball offerings
- More special events in the parks
- Nature Discovery Center would be a great addition to the parks
- Need a Regional Open Space Plan
- Need more weeknight and weekend offerings for teens and youth to do with their friends
- Need to create a Central Park in downtown for festivals, concerts, special events, etc.
- Need to ensure all kids should learn how to swim
- Provide more low-level competitive recreation programs that are not as cost prohibitive as the private offerings
- Provide more multigenerational offerings (e.g. parent/child swings etc.) and challenges for kids of varying and older ages (beyond age 13)
- Regional open-air amphitheater
- Splash pads would be a low-maintenance addition
- Track and field area for community use

TOP PRIORITIES

This initial phase of the master plan process helps to begin identifying the needs of the community and the desire to work collaboratively to create a world-class park and recreation system.

The top priorities for the Department in order of support based on comments from participants in the key stakeholder and focus group meetings, as well as their specific comments were as follows:

Accessibility & Inclusion

- Attainable goals and levels of service based on access (10 min walk) and not just population
- Adventure programs to bring inner-city kids to nature
- Continuing to focus on access and equity while adapting to climate change and shifting urban realities
- Do more for inner city parks
- Don't want to limit any features of the parks to any particular ability
- Ensure equity of access to all the offerings that a parks and recreation system provides
- Ensure neighborhood parks reflect the amenities and needs of their surrounding population
- Equitably address the needs of the various user groups and income levels
- Help the community diversify beyond gaming and sports, and more quality-of-life opportunities
- Inner city parks especially are cookie cutter – need to have them varied and themed parks (e.g. County Parks too)
- Keeping parks open later at night beyond 7.30 pm for kids and youth to have a safe place to be
- Look at the system in relation to transit access
- Meet the goals and outcomes of the 2050 MP in an equitable, resilience and healthy way
- More collaboration with other recreation departments for inclusion offerings
- More emphasis on urban parks
- More indoor community recreation spaces for all
- Need to grow Adaptive Sports and have a world-class Adaptive Services Facility
- Offer more proximity-based offerings and share knowledge of what's available in the area
- Repurposing open space to provide parks in areas where parks don't exist currently
- Universally Accessible offerings – playgrounds etc.
- Would like to have an Adaptive Skatepark

Trails/Connectivity

- Bike and pedestrian-friendly routes to the centers
- Better integration with other jurisdictions for trail connectivity
- Connectivity between the parks through multi-jurisdictional coordination
- Connectivity of parks and trails
- Developing a park and trail system is a priority
- Ensure 10 min walk to a quality natural area
- Expand the diversity of the tree canopy and connectivity of parks and trails
- Greater trail connectivity
- Improving access to the urban core and inner-city areas
- Regional connectivity for trails and connectivity within the City
- Trail system needs to be upgraded so people feel safe and feel inspired to use it
- Universal accessibility and trails
- Would like connectivity from neighborhood parks to the larger wilderness areas

Pickleball

- More clustered courts for tennis and pickleball tournaments including expansion at Darling Tennis Center / Lorenzi etc.
- More pickleball courts
- More pickleball opportunities for the community and not just tournaments
- Pickleball complex – planning documents and designs in progress
- Pickleball Complex in Ward 4

Community Outreach

- Community engagement program to meet residents where they are at
- Could we get a TV show that showcases the parks?
- Engagement with park users and user groups for park and site updates etc.

- Ensure signage, access and amenities clearly communicate that everyone is welcome
- More exposure and outreach to meet residents of the city about what we offer
- Seamless communication to share information and give community members access to all that is being offered

Safety

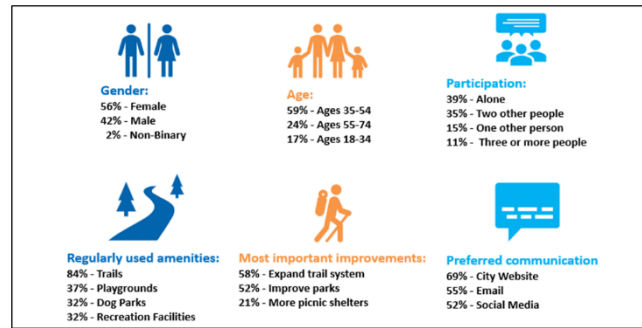
- Ensure people feel safe and welcome in our parks
- Ensure safe, secure, and inviting facilities, particularly in downtown
- Homelessness Mitigation in the Park System is a big concern and a pressing community need
- Keeping people safe in the parks
- Safety – ensure safe and updated equipment and inclusive experiences
- Security call boxes at the parks where people can use them in an emergency if there is security need

STATISTICALLY VALID SURVEY

ETC Institute administered a Parks and Recreation Needs Assessment on behalf of the city of Las Vegas (“City”). The purpose of the assessment was to analyze residents’ opinions about various topics regarding the community’s parks, trails, recreation facilities, programs, and services. The analysis will establish priorities for the future improvement of Parks and Recreation services and aid city leaders in making decisions that best reflect the needs of the community.

METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in the City. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Households who received the survey were given the option of returning the survey by mail or completing it online at www.LasVegasSurvey.org.



To encourage participation, approximately ten days after the surveys were mailed, ETC Institute sent e-mails/text messages to the households that received the survey. The e-mail/text contained a link to the online version of the assessment to make it simple for residents to complete. To prevent people who were not residents of the city from participating, everyone who completed the survey online was required to enter their home address before submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

- The goal was to obtain 600 completed surveys from city residents. A total of 647 surveys were collected.
- The overall results for a sample survey of 647 surveys have a precision of at least +/- 3.8% at the 95% level of confidence.

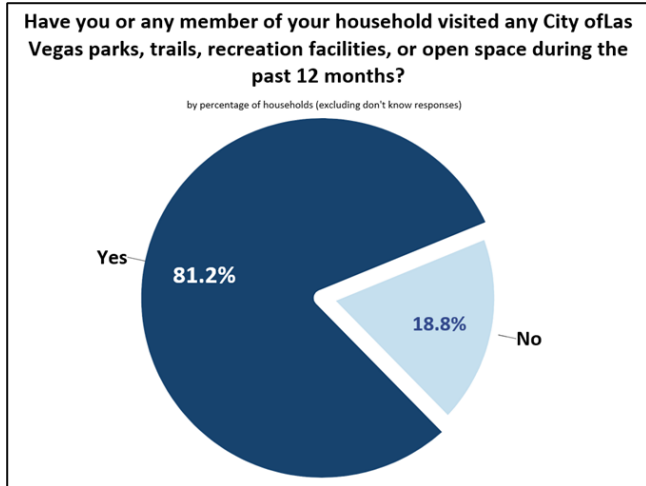
KEY FINDINGS

Visitation

81.2% of households, 6.3% above the National Average, visited city parks, trails, recreation facilities, and open spaces during the past year.

- 55.0% of these households visited at least once a week
- 44.9% visited at least once a month

77.4% rated the physical condition of all city parks, trails, facilities, and open spaces as excellent or good, 20.1% gave a fair rating, and 2.5% gave a poor rating.

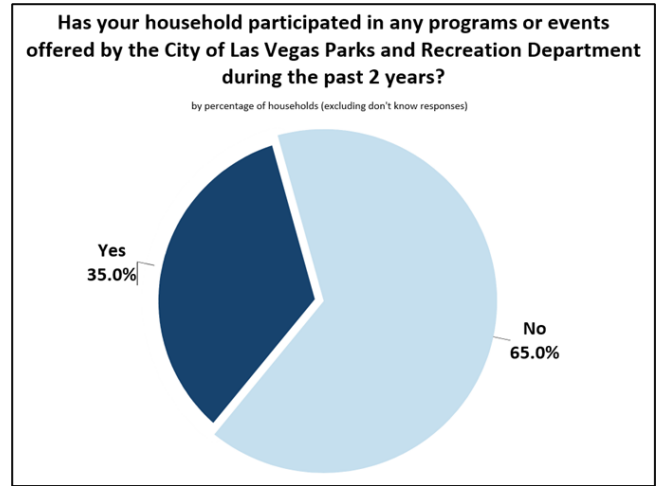


Participation

During the past two years, 35.0% of households have participated in programs/events offered by the Department.

- Of these households, 78.6% participated in 1 to 3 programs/events
- 21.5% participated in 4 or more programs/events

87.5% rated the quality of city Parks and Recreation programs/events as excellent or good (8.8% above the National Average), 10.3% gave a fair rating, and 2.2% gave a poor rating.



Organizations Used

Over half of households indicated that in the past year they have used Clark County parks/facilities (52.6%) and the Department of Parks, Recreation, and Cultural Affairs (52.4%) for recreation and/or sports activities.

Communication

Households were asked what three methods of communication they most prefer the city to use to communicate about parks and recreation programs and events. Based on households' top three choices, over one-third of households prefer the following communication methods: the city website (39.8%), social media (38.8%), and an e-mail newsletter (36.9%).

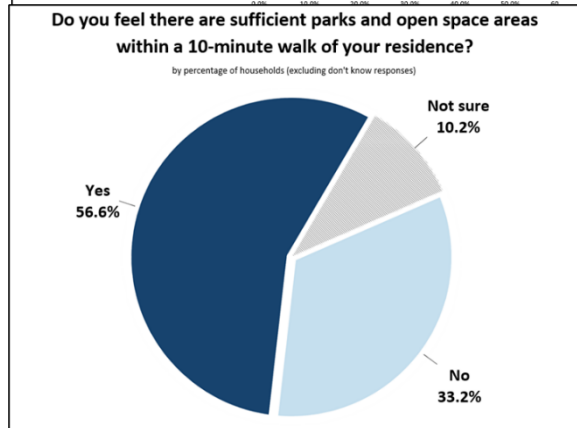
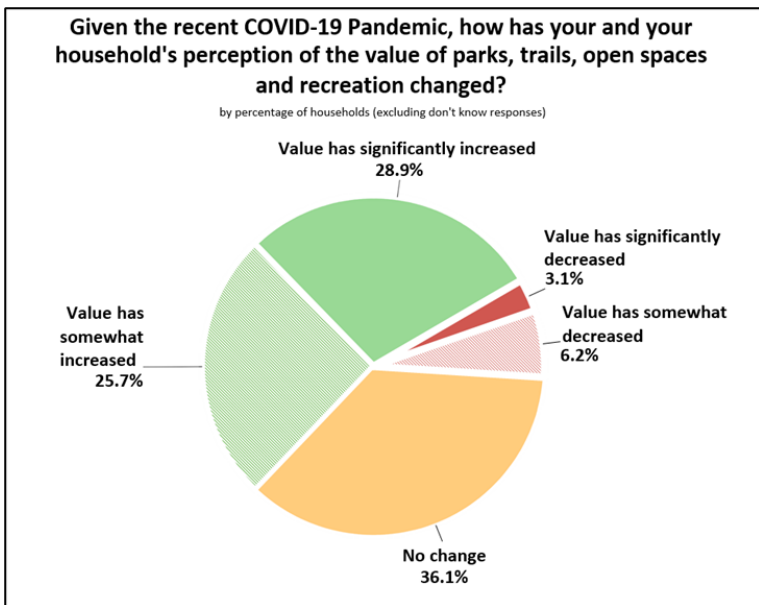
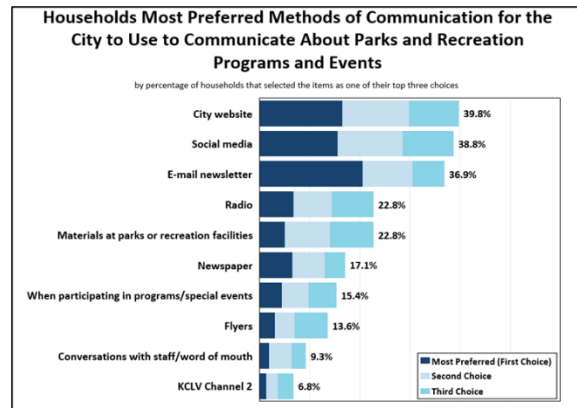
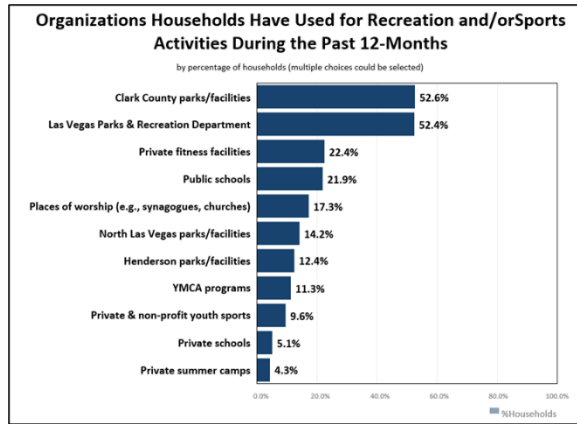
Perception of Value

Majority of households (54.6%) indicated that, since the recent COVID-19 Pandemic, their perception of the value of parks, trails, open spaces and recreation has increased; 36.1% indicated their perception of value has not changed and 9.3% indicated their perception of value has decreased.

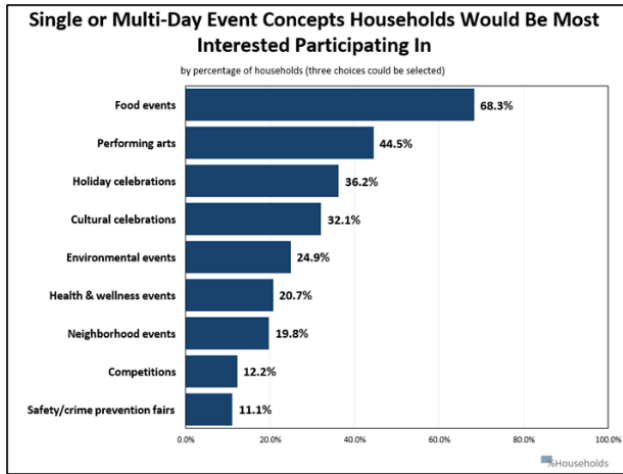
Travel

- The majority of households (56.6%) feel there are sufficient parks and open-space areas within a ten-minute walk from their residence.

Most households (77.4%) drive and 50.5% walk to parks, trails, recreation facilities, and open-spaces

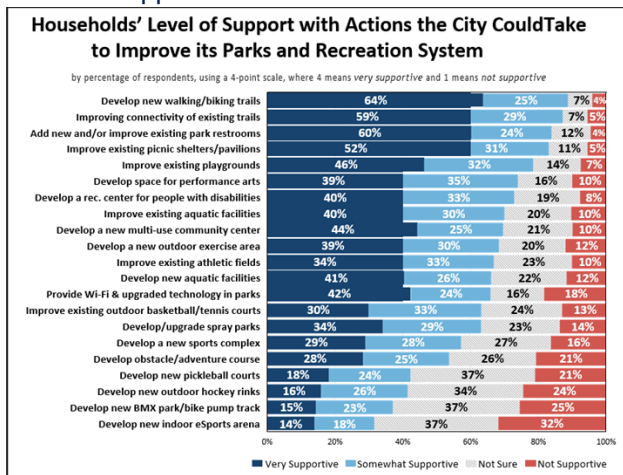


Event Interest



Households would be the most interested in food events, performing arts events, holiday celebrations, and cultural celebrations.

Level of Support



Households are most supportive of developing new and improving connectivity/accessibility of existing trails, adding/improving restrooms in parks, and improving existing picnic shelters/pavilions.

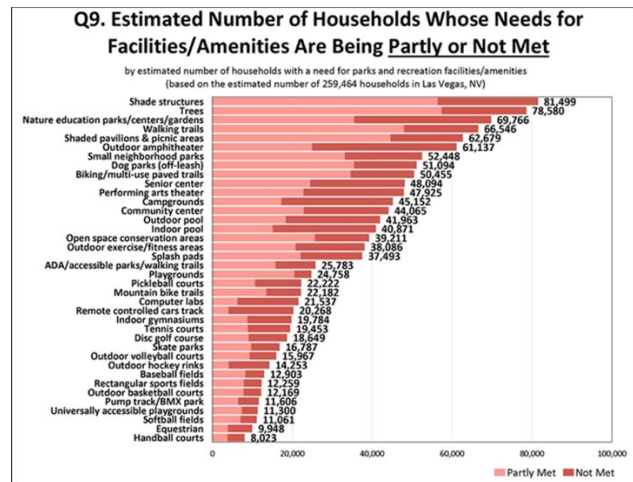
AMENITY, FACILITY, AND PARK NEEDS AND PRIORITIES

Facility/Amenity Needs

Respondent households were asked to identify if they had a need for 38 facilities/amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities and amenities. The top four facilities/amenities with the highest percentage of households whose needs are currently being partly and not met are listed below.

- Shade structures – 81,499 households (31.4%)
- Trees – 78,580 households (30.3%)
- Nature education parks, centers, native habitat gardens – 69,766 households (26.9%)
- Walking trails – 66,546 households (25.6%)

The estimated number of households that have unmet needs for each of the 38 facilities/amenities is shown here:



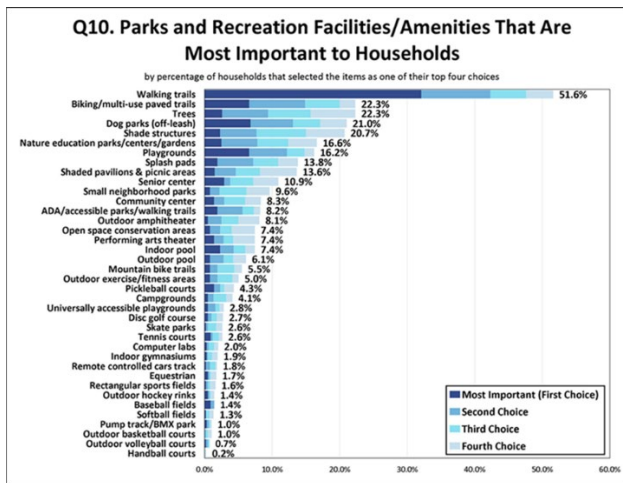
Importance of Parks and Recreation Facilities/Amenities

In addition to assessing the needs for each facility and amenity, ETC Institute also evaluated the importance that residents placed on each one. Based on the sum of households' top four choices, the most important Parks and Recreation facility/amenity to households are walking trails (51.6%). The list below shows the top five facilities/amenities most important to households.

- Walking trails (51.6%)
- Biking/multi-use paved trails (22.3%)
- Trees (22.3%)

- Off-leash dog parks (21.0%)
- Shade structures (20.7%)

The percentage of residents who selected each amenity/facility as one of their top four choices is depicted here:



The Priority Investment Ratings for each facility and amenity is shown here:

Facility/Amenity	Priority Investment Rating
1 Walking trails	181.7
2 Shade structures	140.1
3 Trees	139.6
4 Nature education parks, centers, native habitat gardens	117.8
5 Biking/multi-use paved trails	105.1
6 Off-leash dog parks	103.4
7 Shaded pavilions & picnic areas	103.3

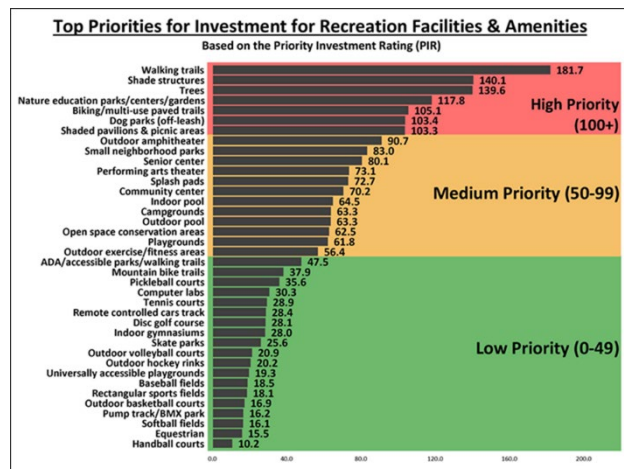
here:

Priorities for Facility and Amenity Investments

The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments.

The Priority Investment Rating (PIR) equally weighs (1) the importance that households place on each facility/amenity/program and (2) how many households have unmet needs for the facility/amenity/program.

Based on the Priority Investment Rating (PIR), the seven facilities and amenities that were rated as high priorities for investment are listed in the chart below:



Recreational Program Needs

Households were asked to identify if they had a need for 34 recreational programs and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for each of the programs. The estimated number of households with an unmet need for adult fitness and exercise classes (85,325 households) was significantly higher than the estimated number of households with unmet needs for other programs. The three programs with the highest percentage of estimated households whose needs are currently being partly and not met are listed below.

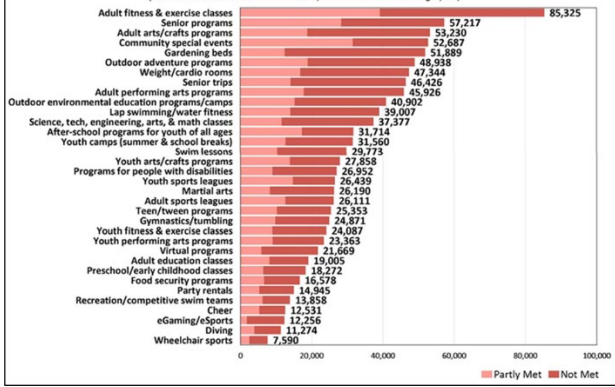
- Adult fitness and exercise classes – 85,325 households (32.9%)
- Senior programs – 57,217 households (22.1%)
- Adult arts/crafts programs – 53,320 households (20.6%)

The estimated number of households that have unmet needs for each of the 34 recreational programs analyzed is shown

Q11. Estimated Number of Households Whose Needs for Programs

Are Being Partly or Not Met

by estimated number of households with a need for parks and recreation programs
(based on the estimated number of 259,464 households in Las Vegas, NV)



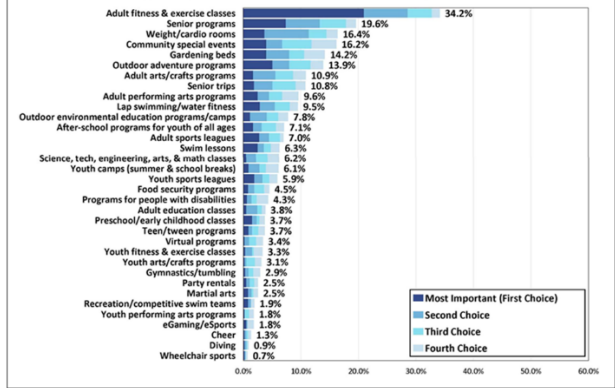
Importance of Recreational Programs

In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each one. Based on the sum of households' top four choices, the program that is important to the highest number of respondents is Adult fitness and exercise classes (34.2%).

The percentage of residents who selected each recreational program as one of their top four choices is depicted here:

Q12. Parks and Recreation Programs That Are Most Important to Households

by percentage of households that selected the items as one of their top four choices

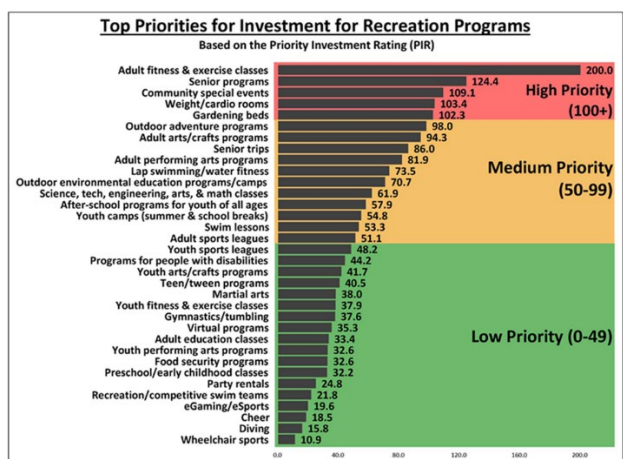


Priorities for Recreational Program Investments

Based on the Priority Investment Rating (PIR), the five recreational programs were rated as high priorities for investment are shown in the table to the right. The maximum possible score for each priority is 200.

Recreational Program	Priority Investment Rating
1 Adult fitness & exercise classes	200.0
2 Senior programs	124.4
3 Community special events	109.1
4 Weight/cardio rooms	103.4
5 Gardening beds	102.3

The figure below shows the PIR for each recreational program analyzed.



ADDITIONAL FINDINGS

- **The Top Three Reasons Households Did Not Visit Any city Parks, Trails, Recreation Facilities, Or Open-Spaces During the Past Year Was Because Of Safety, Too Far, And Not Aware of Locations.**
 - 18.8% of households indicated they had not visited any city parks, trails, facilities, and open spaces during the past year. These households were asked to give the reason(s) why they had not, besides the COVID-19 quarantine order, and the top three reasons are listed below:
 - “I do not feel safe using parks/facilities” (25.6%)
 - “They are too far from home” (15.7%)
 - “I am not aware of the parks and facilities’ locations” (14.9%)
- **Most Households Drive And Majority Walk To Parks, Trails, Recreation Facilities, And Open-Spaces And Majority Of Households Feel There Are Sufficient Parks and Open-Space Areas Within A Ten-Minute Walk From Their Residence.**
 - Households were asked what ways they travel to parks, trails, recreation facilities, and open-spaces that they use; 77.4% drive, 50.5% walk, 20.7% bike, 2.3% use other motor vehicles, and 2.0% use public transportation.

- When households were asked if they feel there are sufficient parks and open-space areas within a 10-minute walking distance from their residence; 56.6% feel there are, 33.2% feel there are not, and 10.2% are not sure.
- **The Majority of Households Indicated They Have Not Participated In the Department of Parks, Recreation, and Cultural Affairs Programs / Events Because They Do Not Know What Is Offered.**
 - 65.0% of households indicated they have not participated in city s programs/events
 - When asked to give the reason(s) why they have not: 56.1% indicated they do not know what is offered,
 - 15.1% indicated the programs are “too far from home”
 - 11.3% indicated the “program times are not convenient”
 - 10.1% have “safety concerns”
- **Households Would Be The Most Interested In Food Events, Performing Arts Events, Holiday Celebrations, And Cultural Celebrations.**
 - Households were asked to choose three single/multi-day event concepts they would be most interested in the Department of Parks, Recreation, and Cultural Affairs providing. The four event offerings with the highest percentage of households indicating they would be most interested were:
 - Food events (68.3%)
 - Performing arts (44.5%)
 - Holiday celebrations (36.2%)
 - Cultural celebrations (32.1%)
- **Households Are Most Supportive Of Developing New And Improving Connectivity/Accessability Of Existing Trails, Adding/Improving Restrooms In Parks, And Improving Existing Picnic Shelters/Pavilions.**
 - At least 8 of 10 households indicated they were supportive of the Department developing new walking/biking trails (88.9%), improving the connectivity/accessibility of existing trails (87.3%), adding new and/or improving the restrooms in city parks (84.0%), and improving existing picnic shelters/pavilions (83.2%).
 - Of the actions the Department could take to improve the parks and recreation system, at least one-third of households indicated they would be willing to fund the following actions:
 - Develop new walking/biking trails (34.5%)
 - Add new and/or improve existing restrooms in city parks (32.9%)

CONCLUSIONS

To ensure that the city continues to meet the needs and expectations of the community, ETC Institute recommends that the Department sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The ratings for Parks and Recreation facilities, amenities, and recreational programs are listed below.

Parks and Recreation Facilities/Amenities Rated as High Priority Items:

1. Walking trails (PIR=181.7)
2. Shade structures (PIR=140.1)
3. Trees (PIR=139.6)
4. Nature education parks/centers/garden (PIR=117.8)

5. Biking/multi-use paved trails (PIR=105.1)
6. Dog parks (off-leash) (PIR=103.4)
7. Shaded pavilions & picnic area (PIR=103.3)

Recreation Programs Rated as High Priority Items:

1. Adult fitness & exercise classes (PIR=200.0)
2. Senior programs (PIR=124.4)
3. Community special events (PIR=109.1)
4. Weight/cardio rooms (PIR=103.4)
5. Gardening beds (PIR=102.3)

ELECTRONIC SURVEY



METHODOLOGY

The Consulting team conducted an online survey (powered by SurveyMonkey) to gain a better understanding of the characteristics, preferences, and satisfaction levels of the Department users. The survey was open for just over five weeks, from May 31st through August 2nd, 2021, and received a total of 963 responses (906 in English, 57 in Spanish).

This online survey mirrored the statistically valid survey conducted back by ETC Institute. This allowed residents who may have not been randomly selected to participate in the statistically valid surveys an opportunity to be part of the community input process.



SURVEY COMPARISON

 Statistically Valid Survey	 SurveyMonkey® Online Survey
<ul style="list-style-type: none"> • 647 households (Goal of 600) • Precision rate of at least +/- 3.8% at the 95% level of confidence • Residents were able to return the survey by mail, by phone or completing it online • Only scientific & defensible method to understand community needs • Translation services available in multiple languages including Spanish 	<ul style="list-style-type: none"> • 963 responses • No precision rate or level of confidence due to there being no selection criteria for respondents • Asked same questions as the Statistically Valid Survey • Provides further insight on community expectations • Available in English and Spanish

Overall, the findings from the Online Community Survey are fairly similar to the Statistically Valid Survey results. In many instances, the results mirror each other. Below are some of the key takeaways from both surveys.

The following sections present a side-by-side comparison of key survey results. All areas of congruence (in terms of order or response percentage range) are shaded in each table.

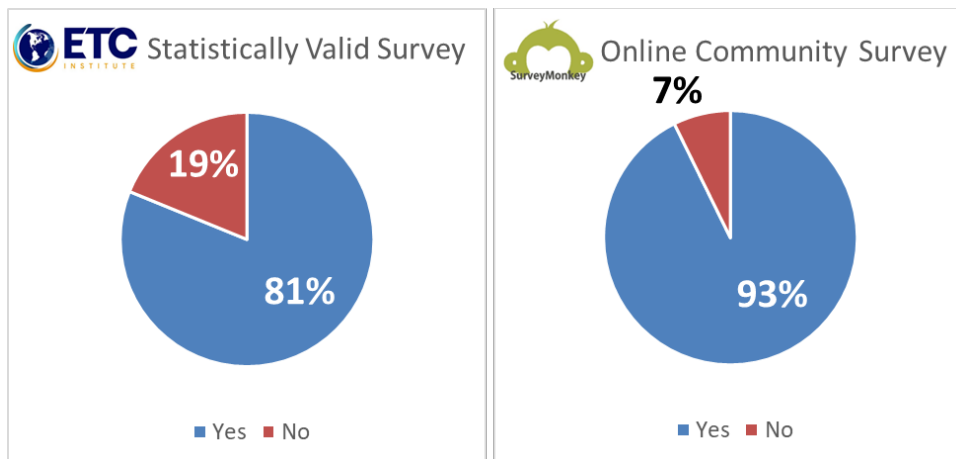
Green identifies responses 5% or higher than statistically valid survey

White indicates a score within 5% of the statistically valid survey

Orange identifies responses 5% or more below the statistically valid survey

PARKS, TRAILS, RECREATION FACILITIES, OR OPEN SPACE VISITATION (LAST 12 MONTHS)

Visitation was higher in the online community survey. This can be attributed to the Online Survey generally being taken by current, engaged users of the park system. Whereas the random selection of the statistically-valid survey means a higher likelihood of non-users giving their feedback.



PARKS, TRAILS, RECREATION FACILITIES, OR OPEN SPACE CONDITION

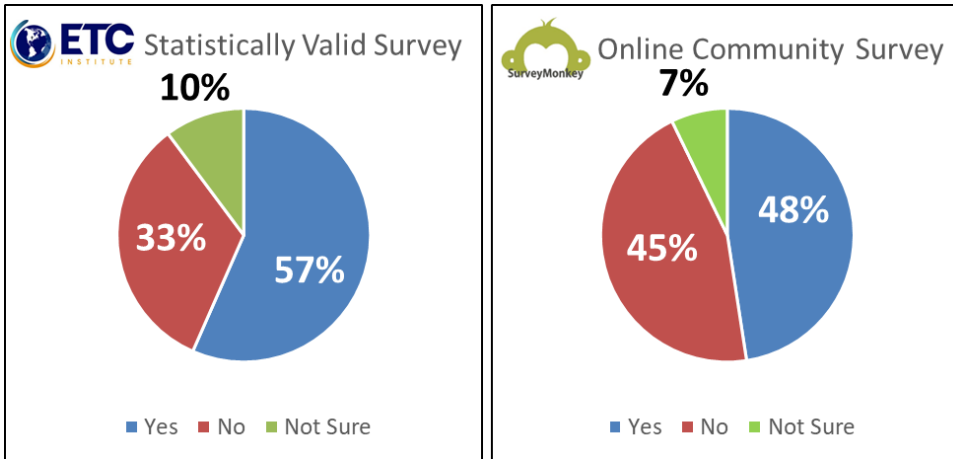
Ratings were fairly similar between the two surveys for the condition of parks, trails, recreation facilities, or open space. The largest discrepancies were in “Excellent” (17.0% Statistically Valid, 11.2% Online Community) and “Fair” (20.1% Statistically Valid, 28.3% Online Community).

	Statistically Valid Survey	Online Community Survey
Excellent	17.0%	11.2%
Good	60.4%	56.7%
Fair	20.1%	28.3%
Poor	2.5%	3.8%

10-MINUTE WALK

57% of Statistically Valid Survey respondents felt there were sufficient parks and open space areas within a 10-minute walk of their residence, compared to only 48% of Online Community Survey participants. The Trust for Public Land reports that 75% of Las Vegas residents live within a 10-minute walk of a park, so this could be an indication of a high

expectation of Las Vegas residents as to what consists of “sufficient”, a lack of awareness about what exists in the vicinity or simply poor access to the park.



MARKETING PREFERENCE

While four of the top five marketing preferences were the same in both surveys, they were selected at a much higher rate in the Online Community Survey.

Statistically Valid Survey	Online Community Survey
City website (39.9%)	Social media (70.8%)
Social media (38.8%)	City website (56.3%)
Email newsletter (36.9%)	Email newsletter (41.0%)
Radio (22.9%)	Material at parks or recreation facilities (33.3%)
Materials at parks or recreation facilities (22.7%)	When participating in programs/special events (26.9%)

PARTICIPATION BARRIERS

The top two barriers to more participation show up for both the Online Community Survey and the ETC Statistically Valid Survey with “I don’t know what is offered” being the top selection on both surveys by a vast margin.

Statistically Valid Survey	Online Community Survey
I don’t know what is offered (56.1%)	I don’t know what is offered (75.0%)
Too far from home (15.1%)	Too far from home (14.5%)
Program times are not convenient (11.3%)	Program not offered (13.7%)
Safety concerns (10.1%)	Program times are not convenient (8.1%)
Fees are too high (7.0%)	Old and outdated facilities (7.3%)

MOST INTERESTED IN PROPOSED EVENTS

The top four proposed events were the same on both surveys, with slightly more interest shown from Online Community Survey respondents. Food events (farmers market, food tastings, beer/wine) were selected by nearly 70% of respondents on both surveys, making it the most requested option by a substantial margin.

<u>Statistically Valid Survey</u>	<u>Online Community Survey</u>
1. Food events (68.3%)	2. Food events (69.7%)
3. Performing arts (44.5%)	4. Performing arts (57.0%)
5. Holiday celebrations (36.2%)	6. Holiday celebrations (42.7%)
7. Cultural celebrations (32.1%)	8. Cultural celebrations (38.2%)
9. Environmental events (24.9%)	10. Neighborhood events (36.8%)

MOST WILLING TO FUND IMPROVEMENTS

While a majority of listed potential improvements received similar support on both surveys, “develop outdoor hockey rinks” was the major outlier. It was selected by 23.2% of respondents on the online survey as one of the top 3 improvements residents would be most willing to fund, and only 3.1% on the statistically valid version. This could be an indication of high online community survey participation of a specialized user group.

<u>Statistically Valid Survey</u>	<u>Online Community Survey</u>
11. Develop new walking/biking trails (34.5%)	12. Develop new walking/biking trails (37.2%)
13. Add new and/or improve existing park restrooms (32.9%)	14. Add new and/or improve existing park restrooms (33.7%)
15. Improve connectivity of existing trails (22.1%)	16. Develop outdoor hockey rinks (23.2%)
17. Develop a new multi-use community center (19.7%)	18. Improve connectivity of existing trails (22.6%)
19. Improve existing picnic shelters/pavilions (16.5%)	20. Improve existing playgrounds (18.9%)

MAXIMUM AMOUNT OF ADDITIONAL PROPERTY TAX (PER YEAR)

When analyzing the maximum amount of additional property tax per year residents would be willing to pay, Online Community Survey participants were much more likely to pay over \$250 a year and substantially less likely to want to pay no additional taxes when compared to Statistically Valid Survey respondents. This could be due to the higher percentage of current system users in the Online Community Survey, which makes that number a less accurate representation of the tax base.

	Statistically Valid Survey	Online Community Survey
\$250 or more	7.3%	20.1%
\$180-\$249	5.6%	8.7%
\$120-\$179	9.9%	13.1%
\$60-\$119	17.6%	20.3%
\$20-\$59	24.7%	24.8%
Nothing	23.5%	13.1%

DEMOGRAPHICS - GENDER

This chart identifies similar gender representation from both surveys.

	Statistically Valid Survey	Online Community Survey
Male	49.1%	46.6%
Female	49.9%	51.1%
Non-binary	.9%	2.4%

DEMOGRAPHICS - AGE SEGMENTS WITHIN HOUSEHOLD

When compared to the Statistically Valid Survey we see a drastic over-representation of the 25-44 and 35-54 demographics, which when coupled with the larger numbers in all the children age groups indicates high participation in the online survey from young families. We also see a large under-representation in the online survey from all ages 55 and up.

	Statistically Valid Survey	Online Community Survey
Under age 5	4.0%	9.9%
Ages 5-9	4.6%	7.0%
Ages 10-14	5.8%	8.9%
Ages 15-19	6.4%	6.0%
Ages 20-24	3.4%	5.8%
Ages 25-34	7.1%	14.6%
Ages 35-44	10.8%	17.2%
Ages 45-54	14.0%	14.6%
Ages 55-64	17.4%	9.3%
Ages 65-74	17.2%	4.9%
Ages 75-84	7.1%	1.5%
Ages 85+	2.2%	.3%

DEMOGRAPHICS – RACE / ETHNICITY

The Online Community Survey showed over-representation for White/Caucasian and under-representation from Black/African American and Hispanic, Latino, or Spanish Ancestry groups when compared to the Statistically Valid Survey.

	<u>Statistically Valid Survey</u>	<u>Online Community Survey</u>
Asian/Pacific Islander	6.8%	5.5%
Black/African American	11.7%	5.7%
Native American	2.5%	3.6%
White/Caucasian	63.1%	69.0%
Hispanic, Latino, or Spanish ancestry	31.7%	24.9%
Other	10.5%	9.3%

FINDINGS

After analyzing the data collected from both surveys there are several key findings that rose to the surface:

- The higher percentages of usage/participation shown in the Online Survey can be attributed to the fact that the Online Survey is generally taken by current, engaged users of the park/facility/system, etc., while the random selection of the statistically-valid survey means a higher likelihood of non-users giving their feedback and is a better representation of the community as a whole.
- The Online Survey showed a substantial overrepresentation of White/Caucasian participants between the ages of 25-44 compared to the Statistically Valid Survey.
- Online Surveys tend to have younger respondents compared to statistically valid survey respondents who are older.
- “I don’t know what is offered” was the top barrier to participation in both surveys by a large margin, indicating a need for increased and/or better marketing practices.
- Both surveys indicate strong community interest in Food Events (farmers market, food tastings, beer/wine).
- The under-representation Black/African American and Hispanic, Latino, or Spanish ancestry respondents on the Online Community Survey should be noted as it could indicate an opportunity to better reach these growing and historically underserved demographics.