



# Parks and Recreation Master Plan

Town of Whitestown Parks and Recreation





# What is a Parks and Recreation Master Plan?

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# Desired Outcomes?

- 1. Engage the community**
- 2. Utilize a wide variety of data sources and best practices**
- 3. Determine unique Level of Service Standards**
- 4. Shape financial and operative preparedness**
- 5. Develop a dynamic and realistic strategic action plan**

# Our Team

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- National, full-service management consulting and planning firm specializing in government and not-for-profit agencies
- Helped agencies in 45 states and 7 foreign countries through 1000+ projects
- Working all over the US including specifically in Indiana for the last 27 years
- Over 400 master plans successfully implemented and driven **over \$5 billion worth of capital investment**

### Full-service Consulting Practice

- Planning
- Assessments
- Customer Service Training
- Web and App Development





40%+ Nationally

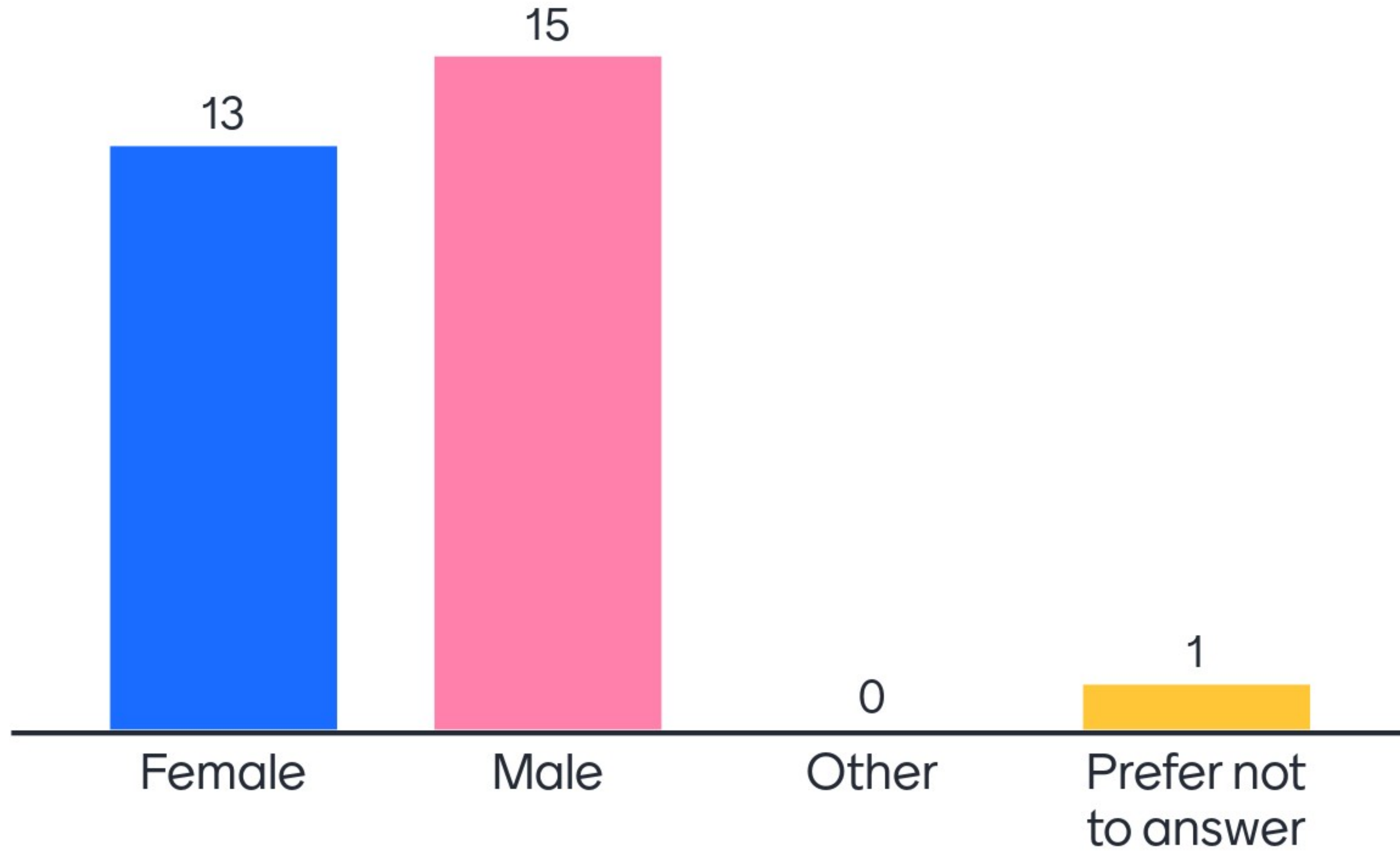


50%+ Nationally

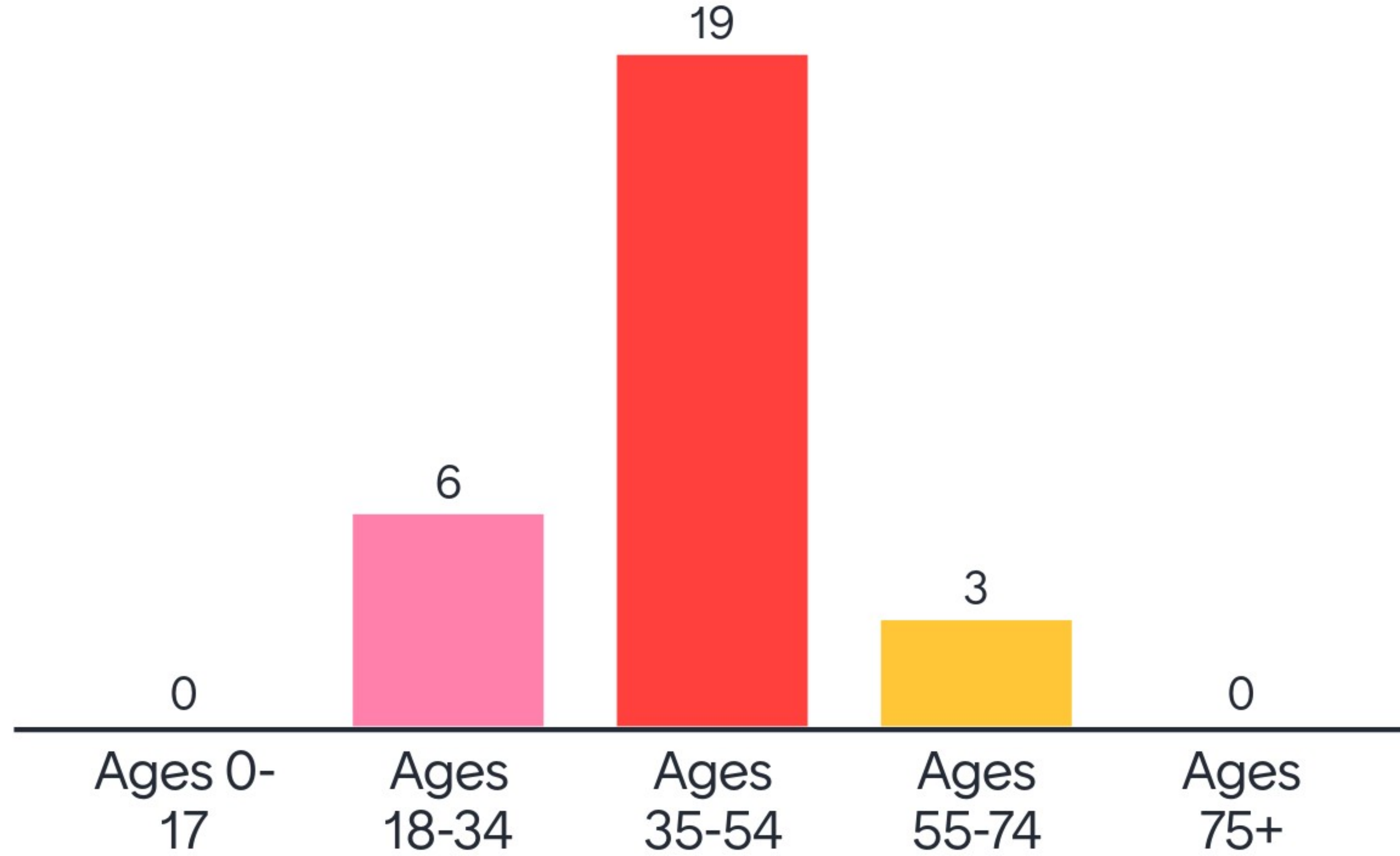
# Audience Profile



# What is your Gender?



# What age segment are you in?



# What is your favorite part of living in Whitestown?



# The Proposed Process

# The Parks & Recreation Master Plan Process





We Must Go Where  
The People Are

**- Our Fundamental Community Input Philosophy**



## PARKS MASTER PLAN

The Town of Whitestown has a strong commitment to provide high-quality parks and recreation amenities and parks to the community. As such, the Town of Whitestown has partnered with PROS Consulting to complete a Parks and Recreation Master Plan.

355

Statistically Valid  
Survey Participants

144

Online Survey  
Participants

9

Key Stakeholder  
Meetings

6

Focus Groups



English

ABOUT / NEWS / CALENDAR / CONTACT

WHITESTOWN  
INDIANA

Mentimeter  
GOVERNMENT / BUSINESS / COMMUNITY / HOW DO I...

PARKS MASTER PLAN

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[whitestown.in.gov/parks-master-plan](http://whitestown.in.gov/parks-master-plan)

WHITESTOWN



PARKS + RECREATION



# Statistically-Reliable Survey

Only scientific and defensible method to understand community needs

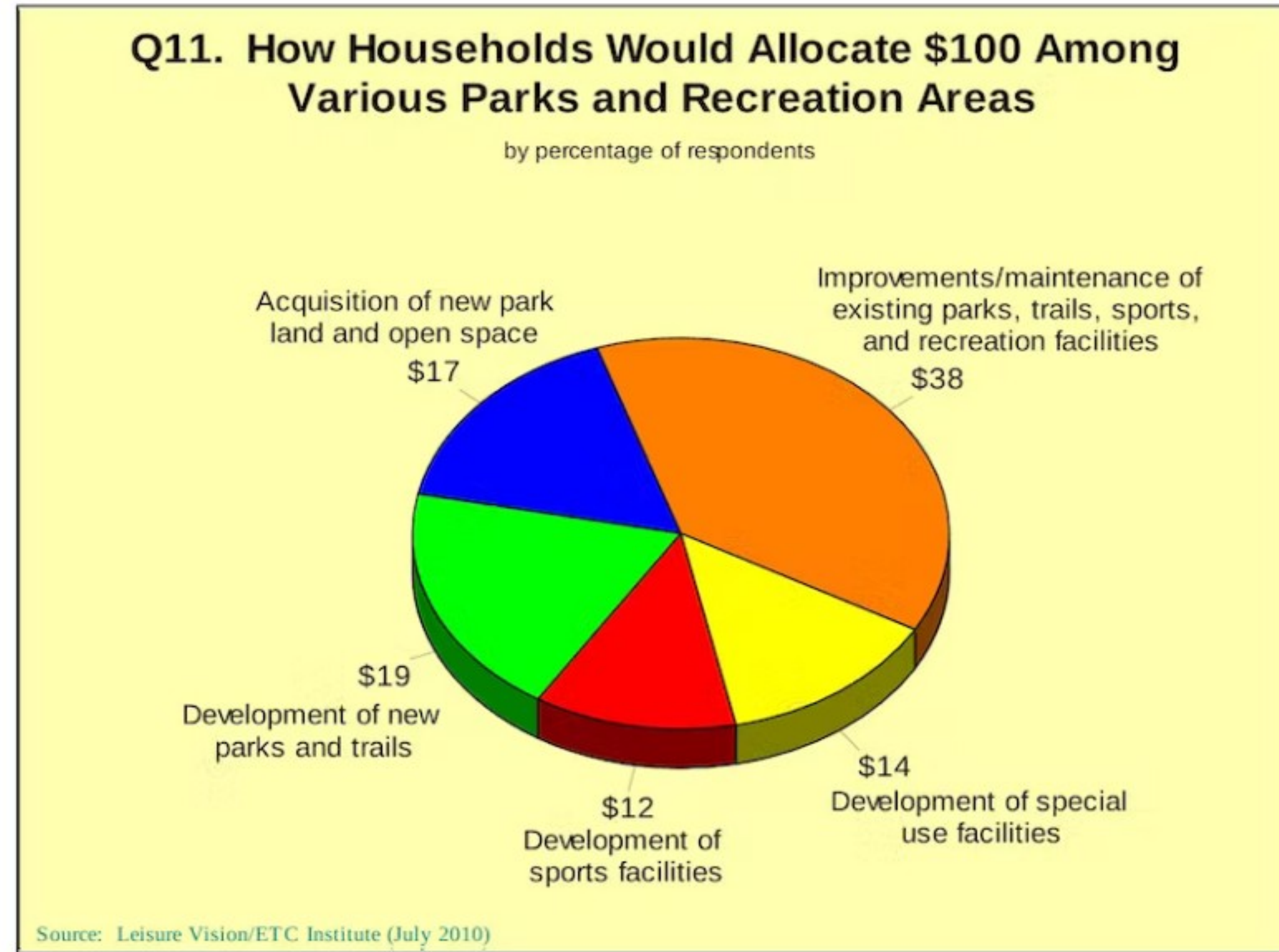
Administered by mail/phone/web

Developed in partnership with the staff

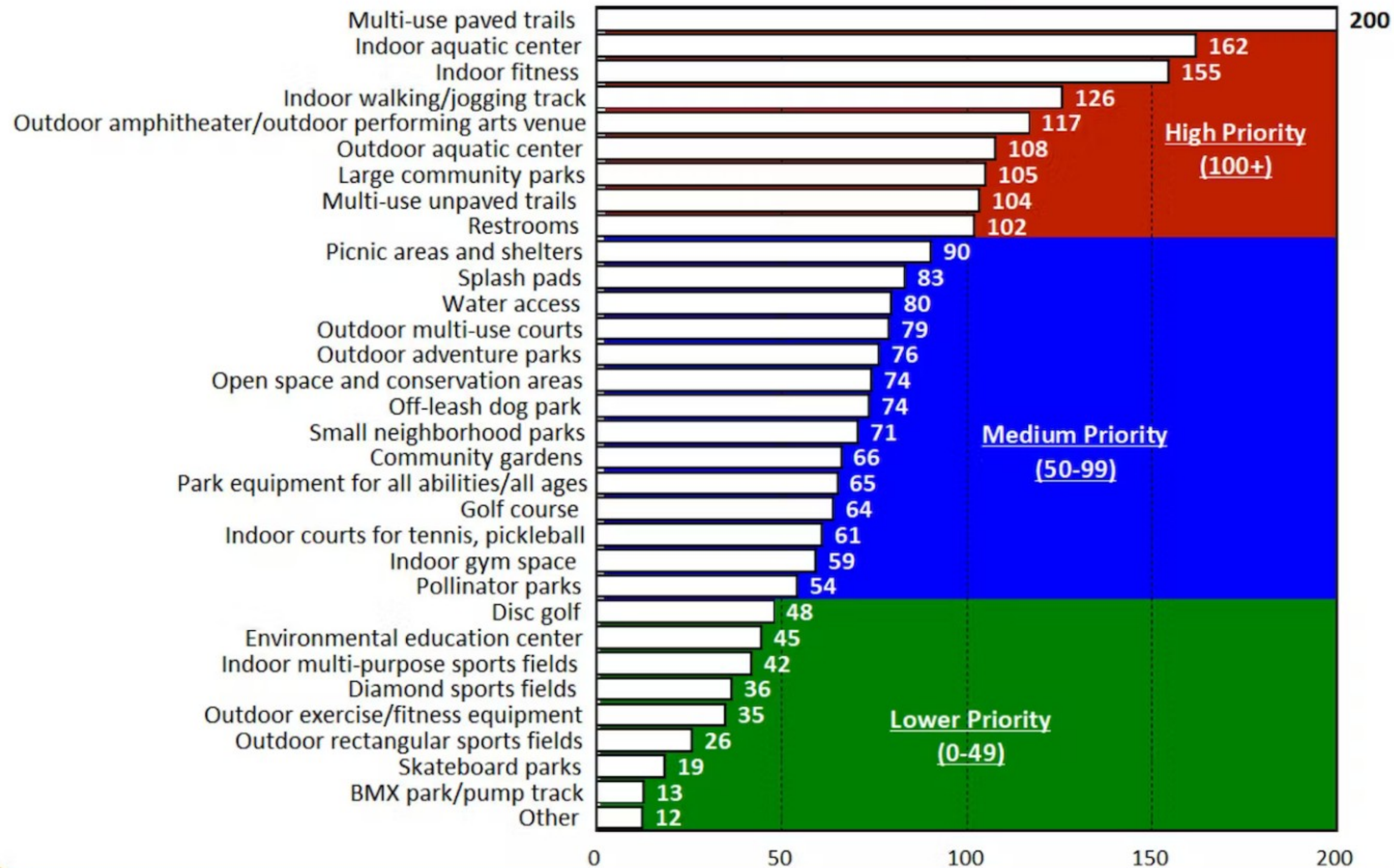
Methodology allows high return rate (25%-35%)

Total of 375 completed surveys, 95% level of confidence with a margin of error of +/- 5%

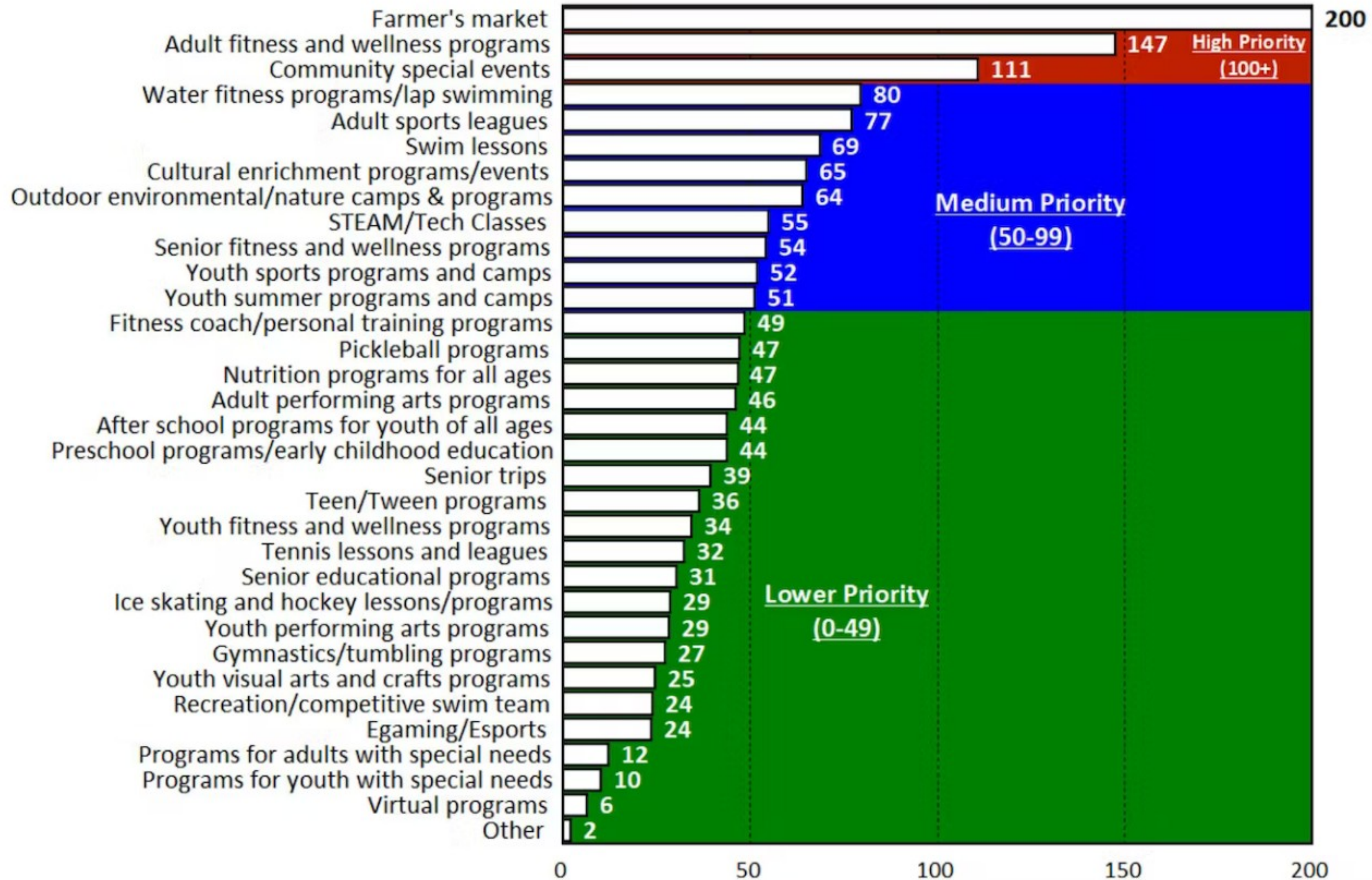
English and Spanish language survey instrument



# Top Priorities for Investment for Facilities Based on the Priority Investment Rating



# Top Priorities for Investment for Programs Based on the Priority Investment Rating

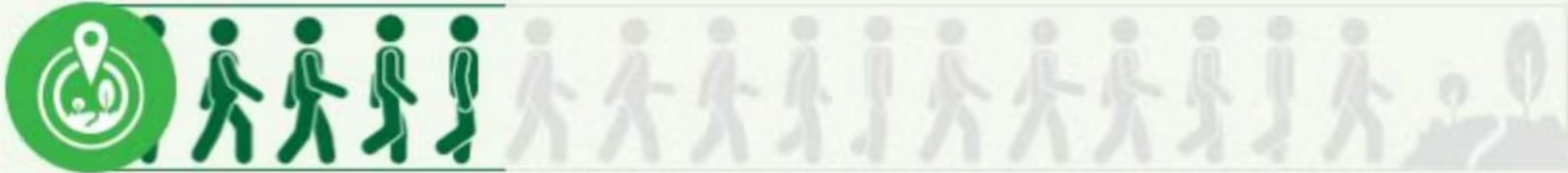


# Demographics and Trends

# Whitestown, IN

28% of Whitestown residents live within a 10-minute walk of a park

**28%** of residents live within a 10 minute walk of a park.



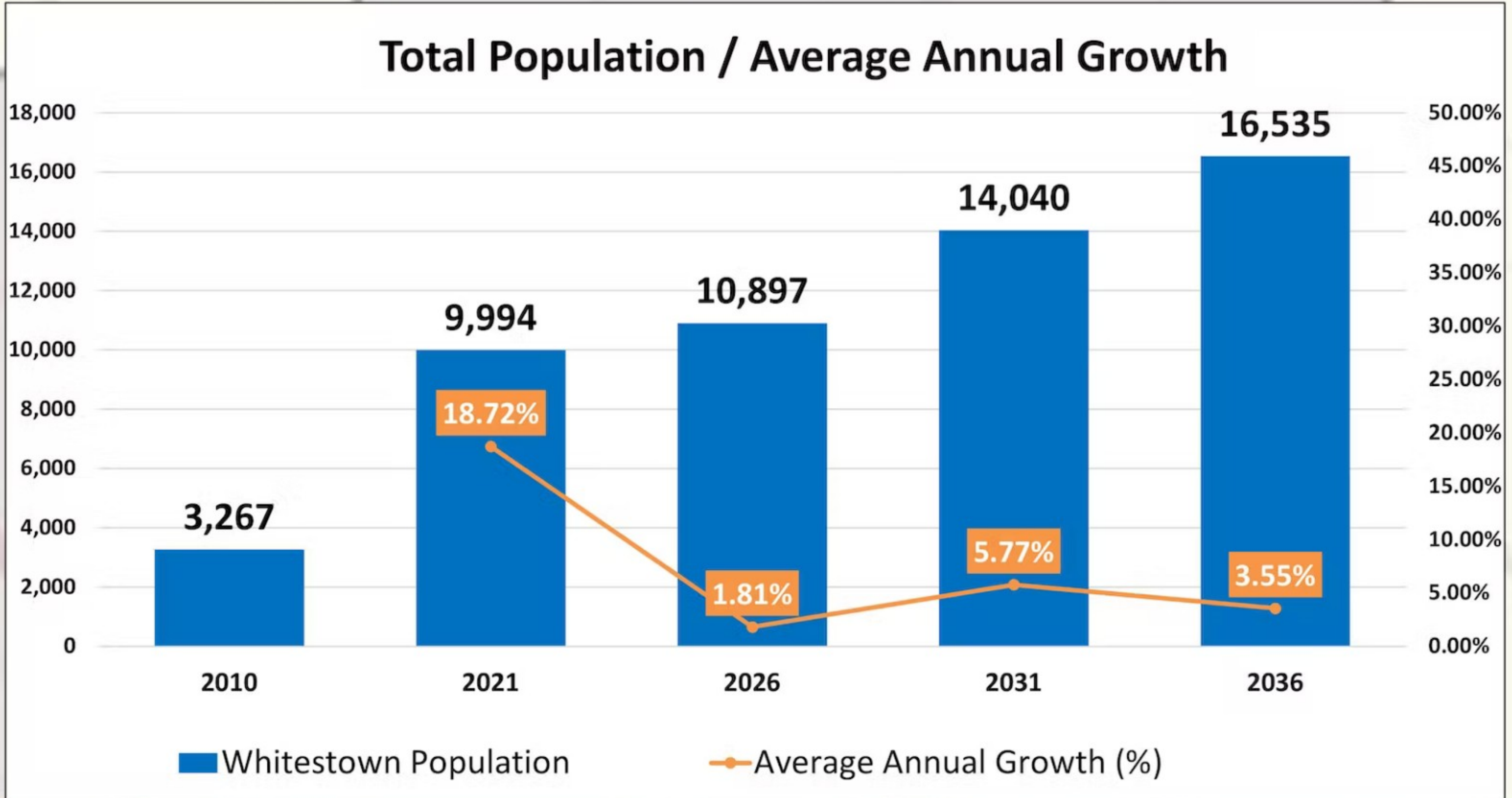
Median for the 100 ParkScore<sup>®</sup> cities: **75%**  
Median for the 14,000 cities and towns in our ParkServe<sup>®</sup> database: **55%**

**1%** of Whitestown's city land is used for parks and recreation.

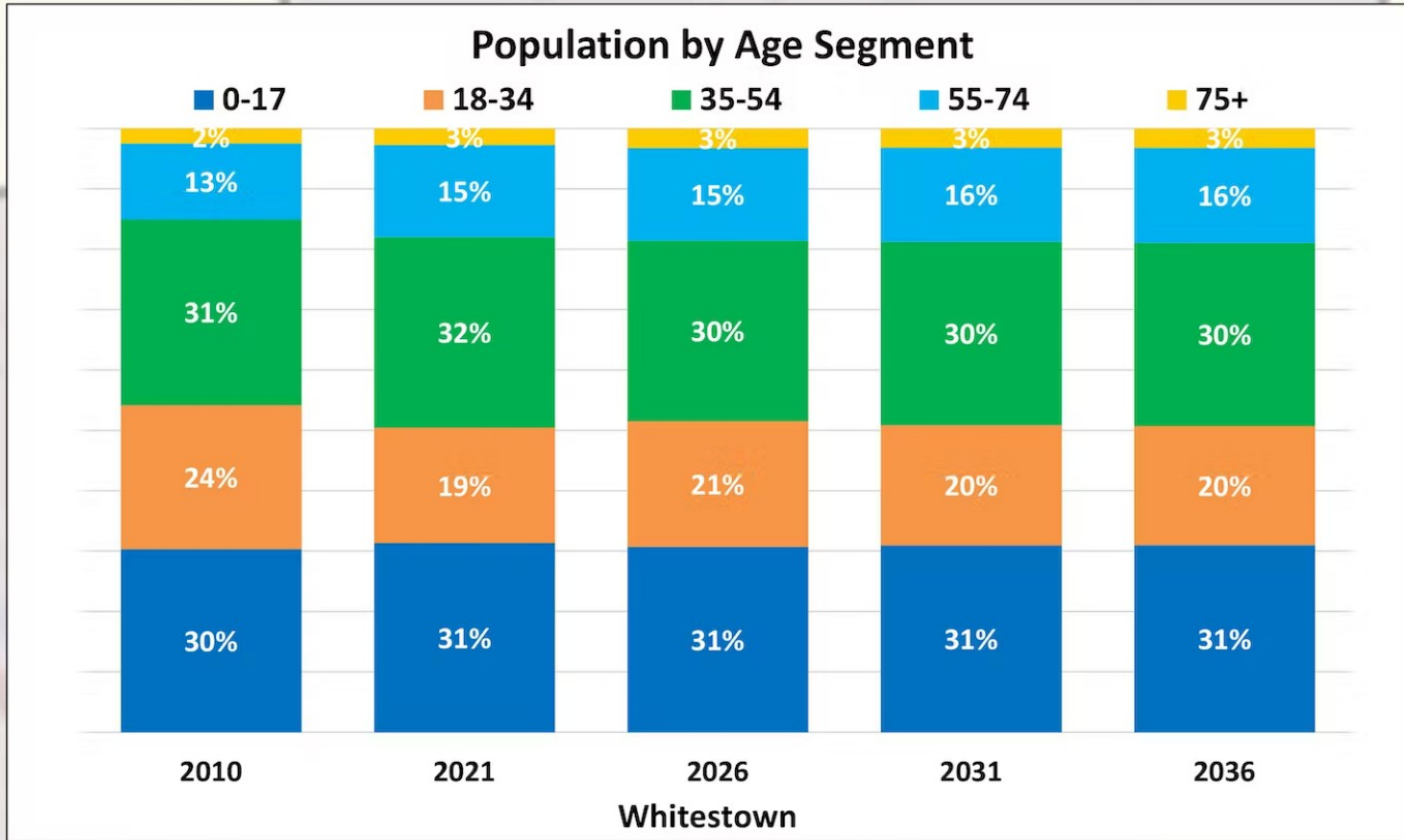


Median for 100 ParkScore<sup>®</sup> cities: **19%**  
Median for all 14,000 cities and towns in our ParkServe<sup>®</sup> database: **15%**

# Extreme Growth



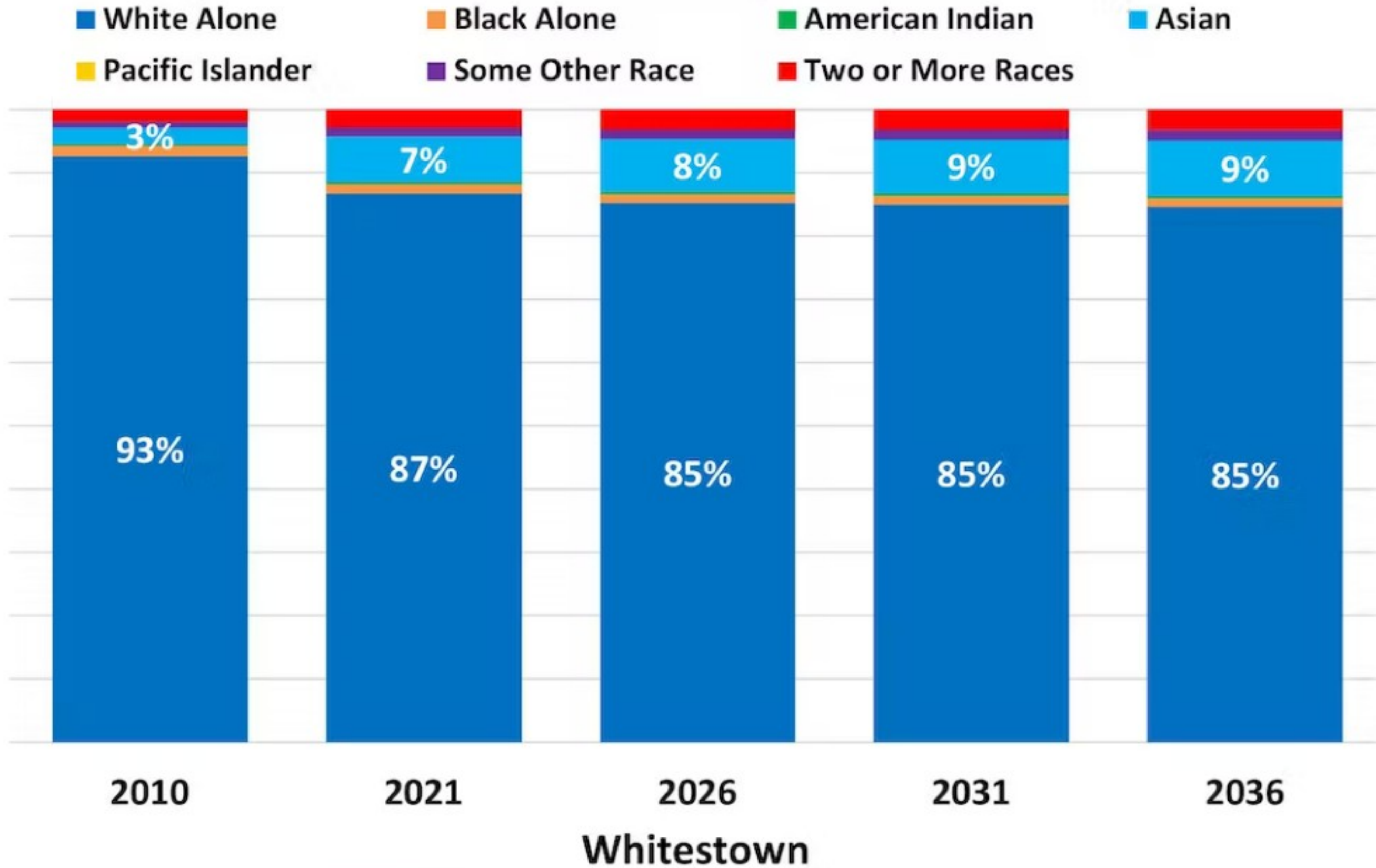
# Young Family Community



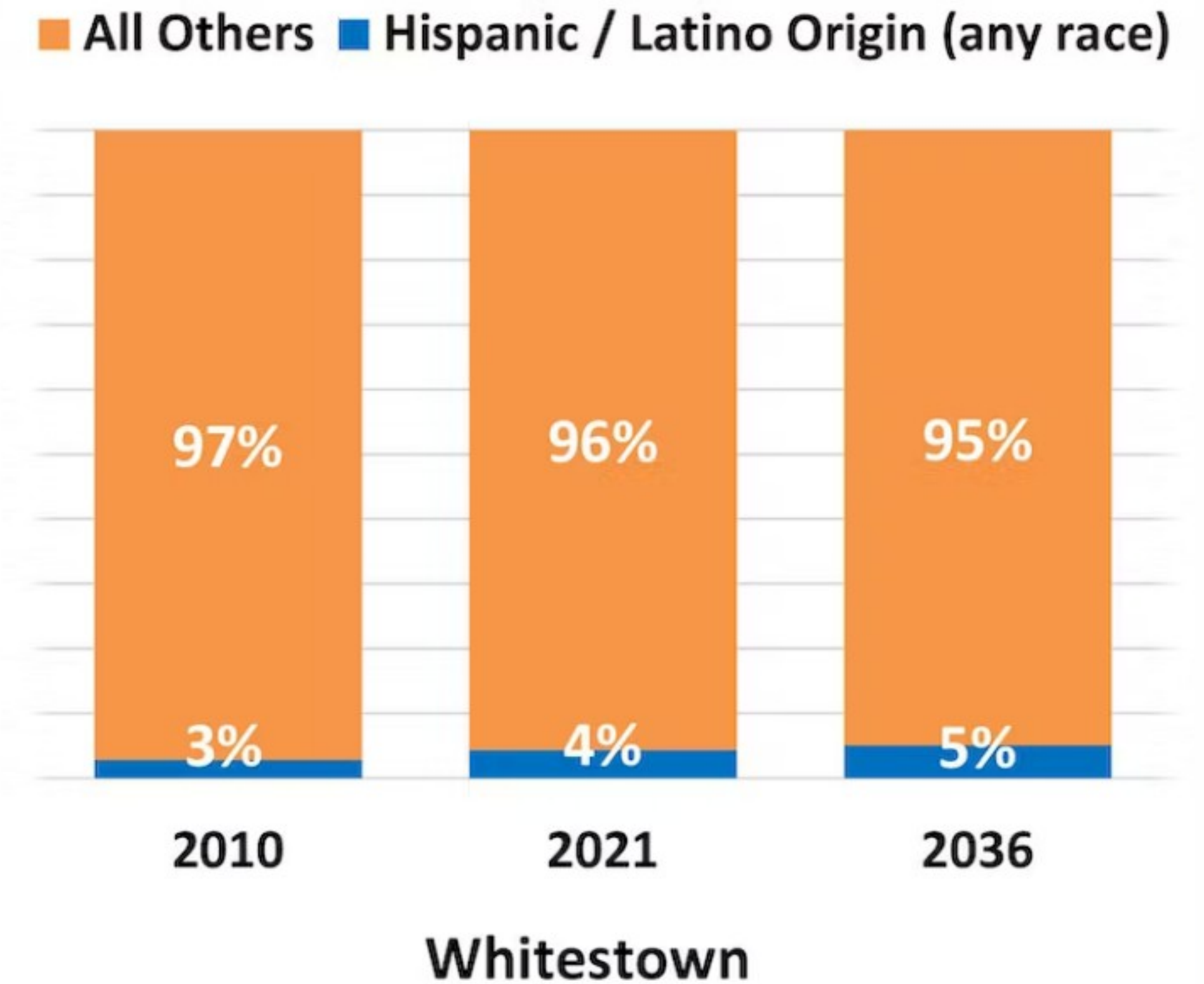


# Recent Diversification

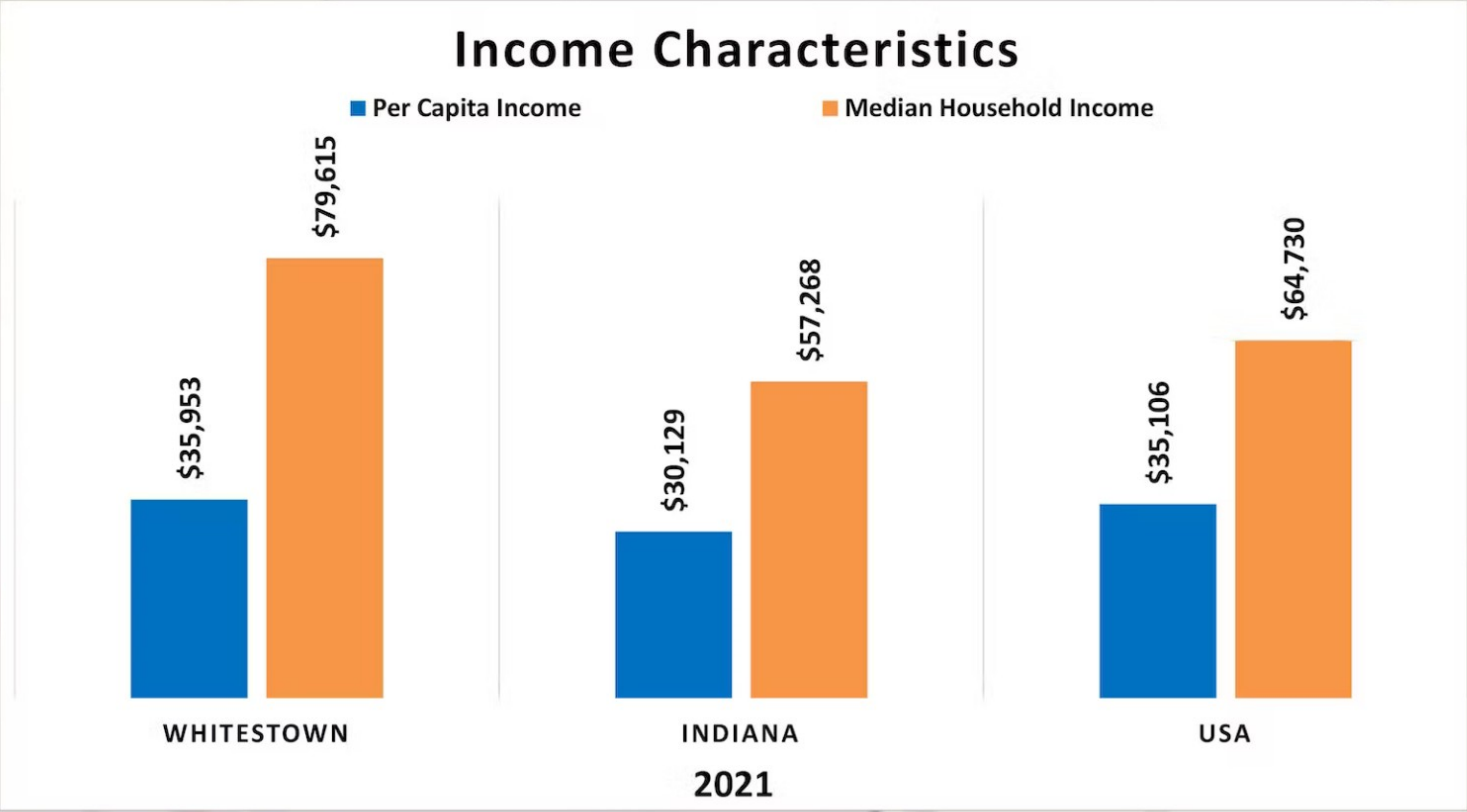
## Population by Race



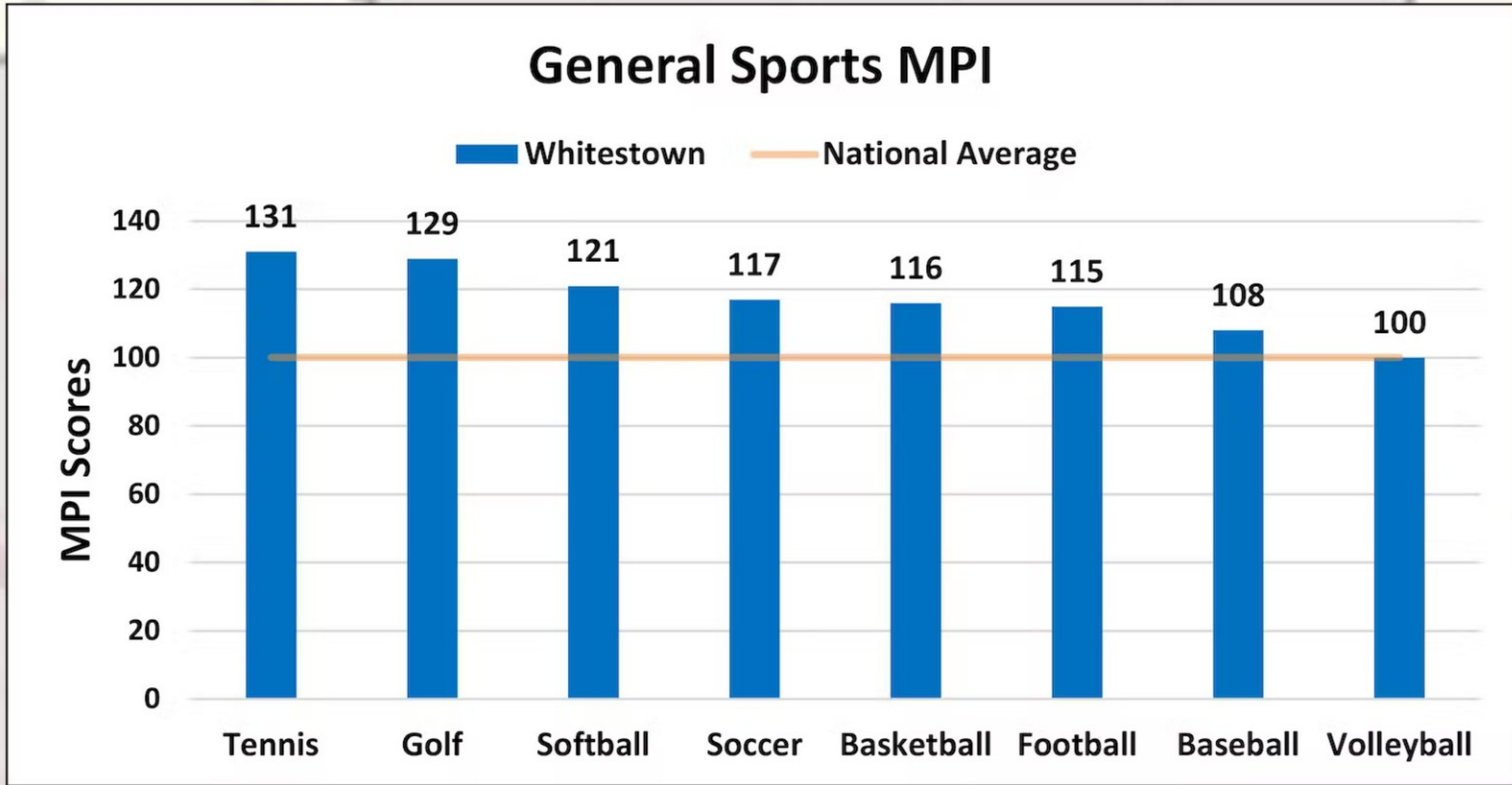
## Hispanic / Latino Population



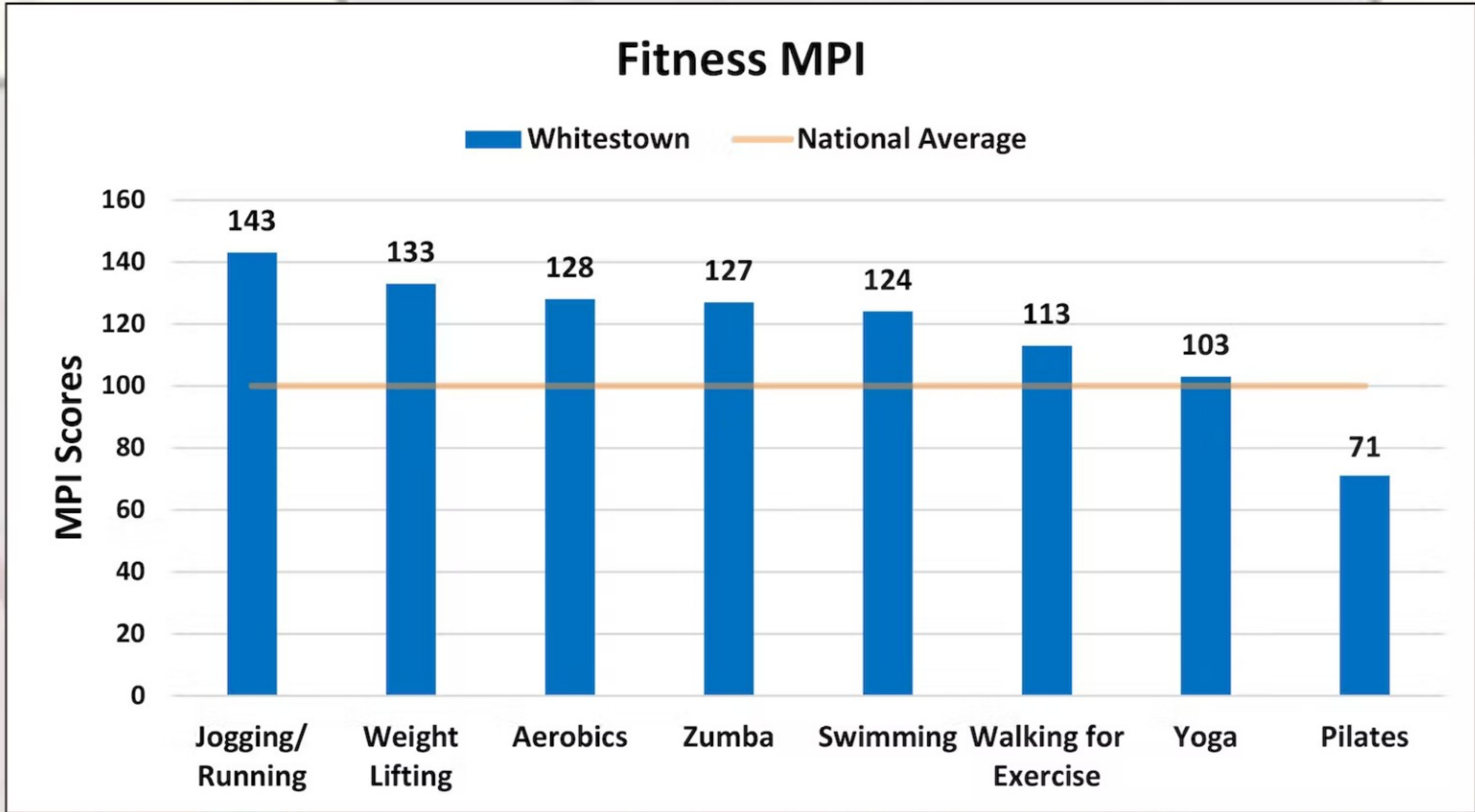
# Above Average Income



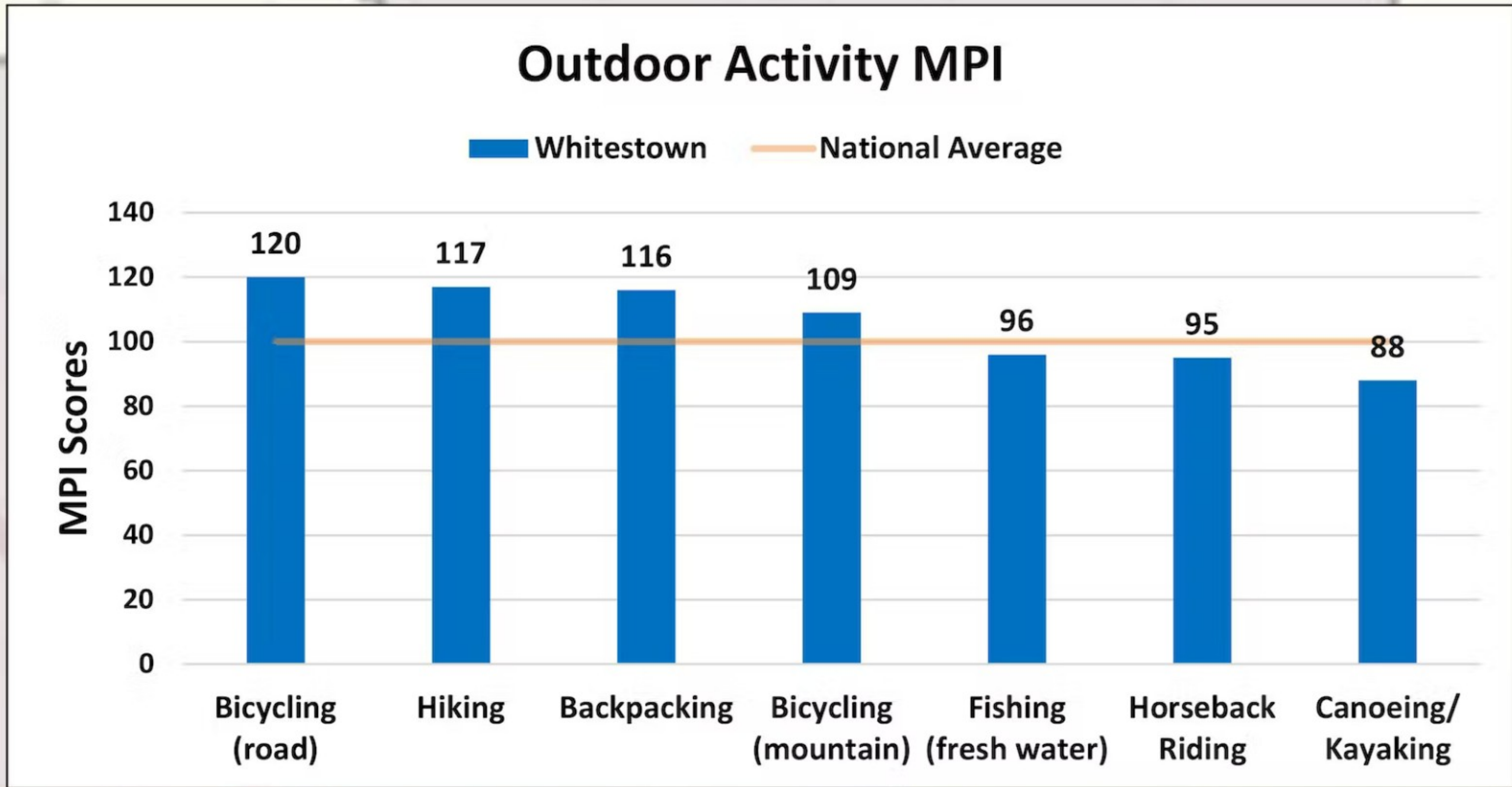
# Enjoy Sports...



# (Most) Fitness...

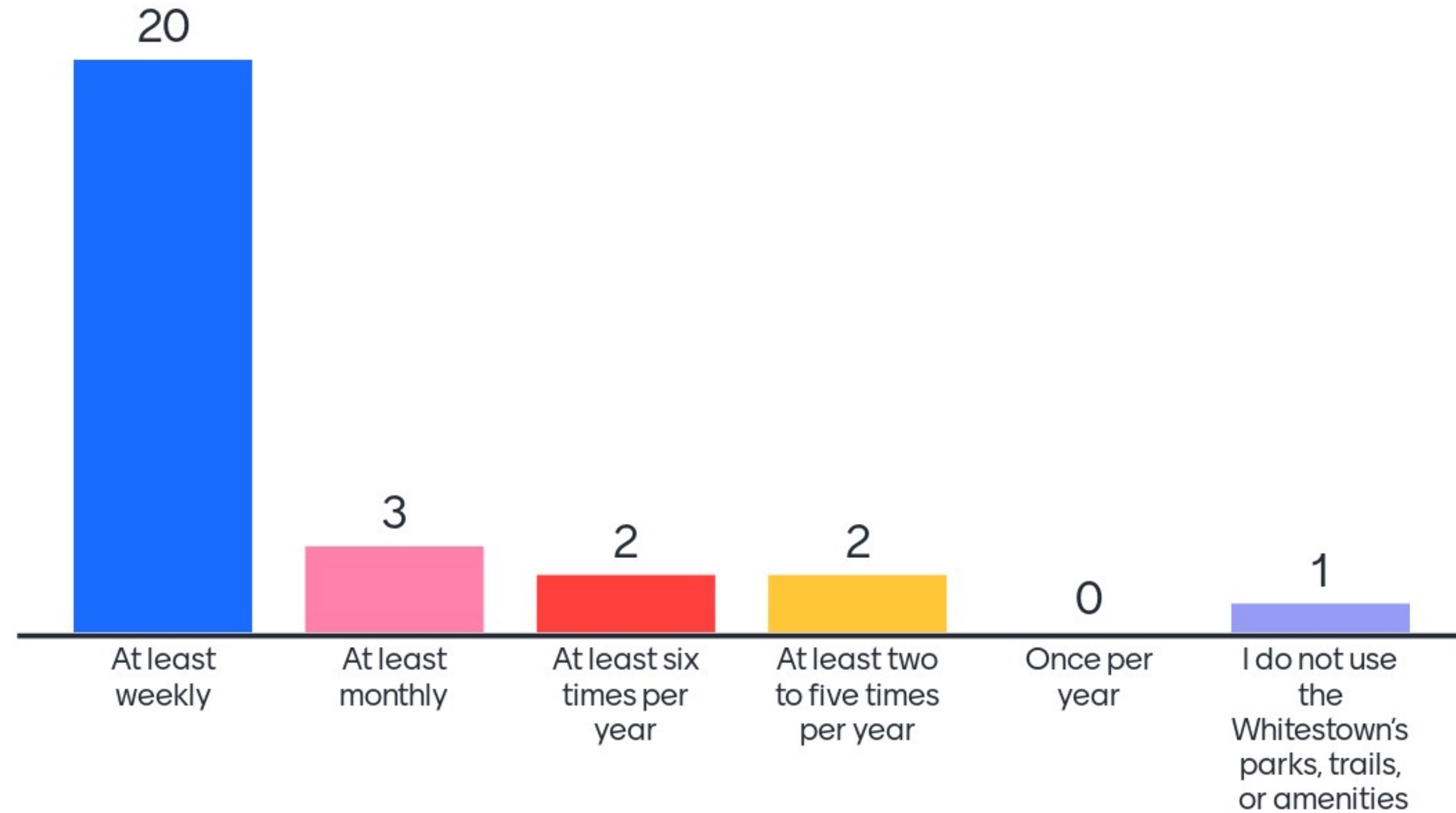


# ...and Biking, Hiking, & Backpacking

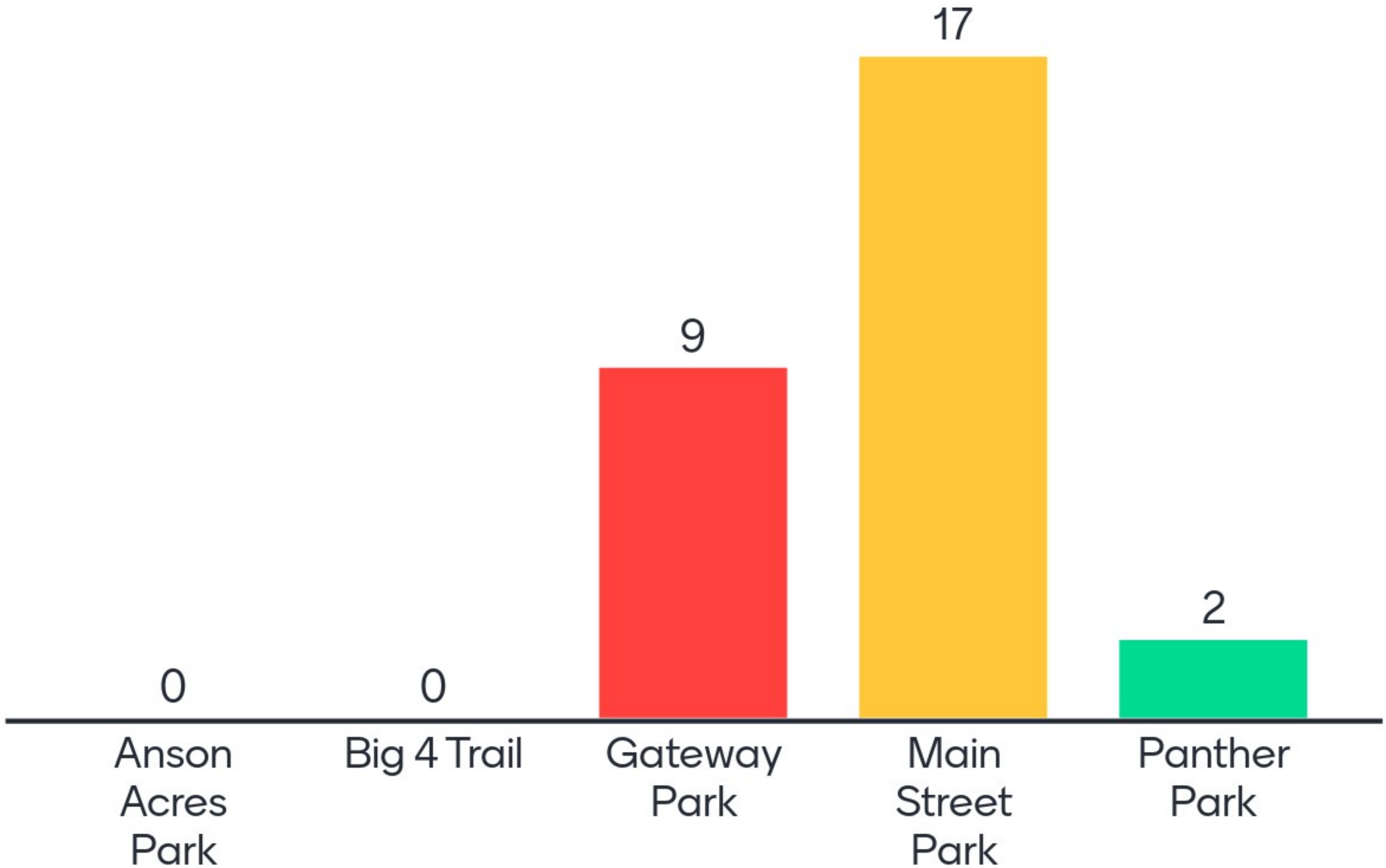


# Usage & Quality

# How often annually do you use any Whitestown's parks, trails, or amenities?

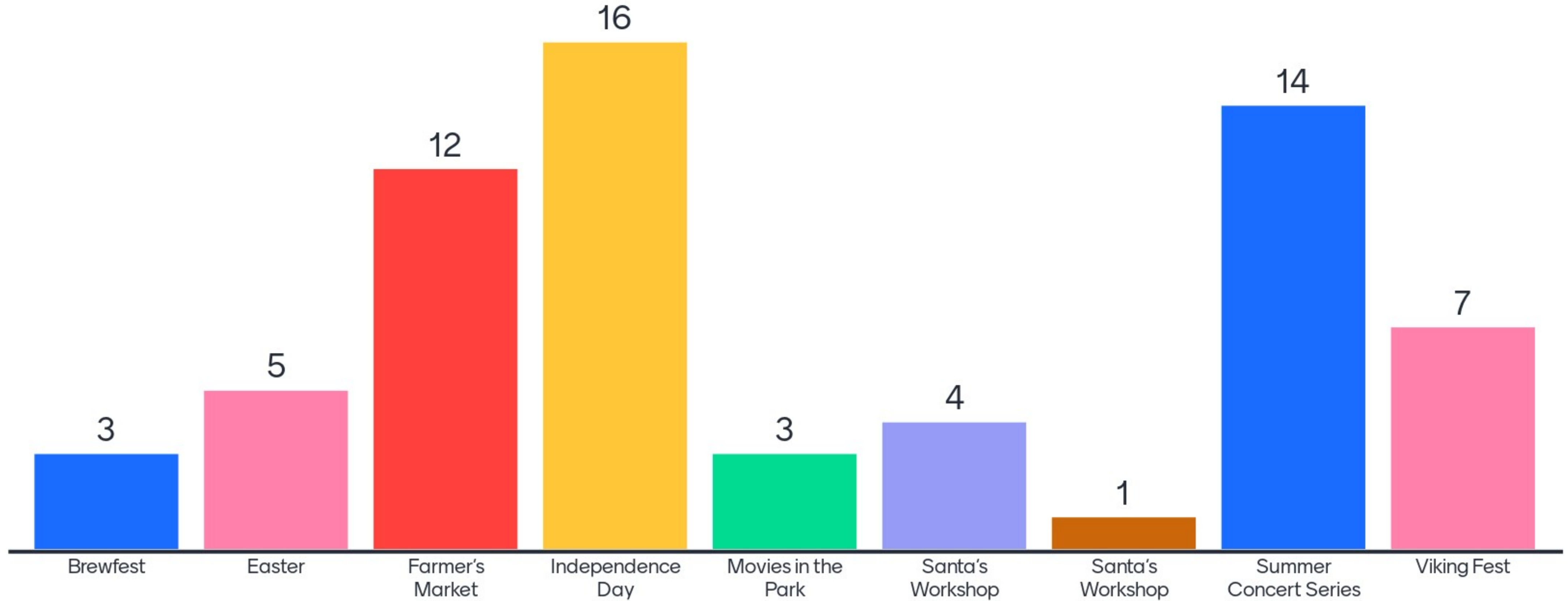


# Which parks/amenities do you use regularly?

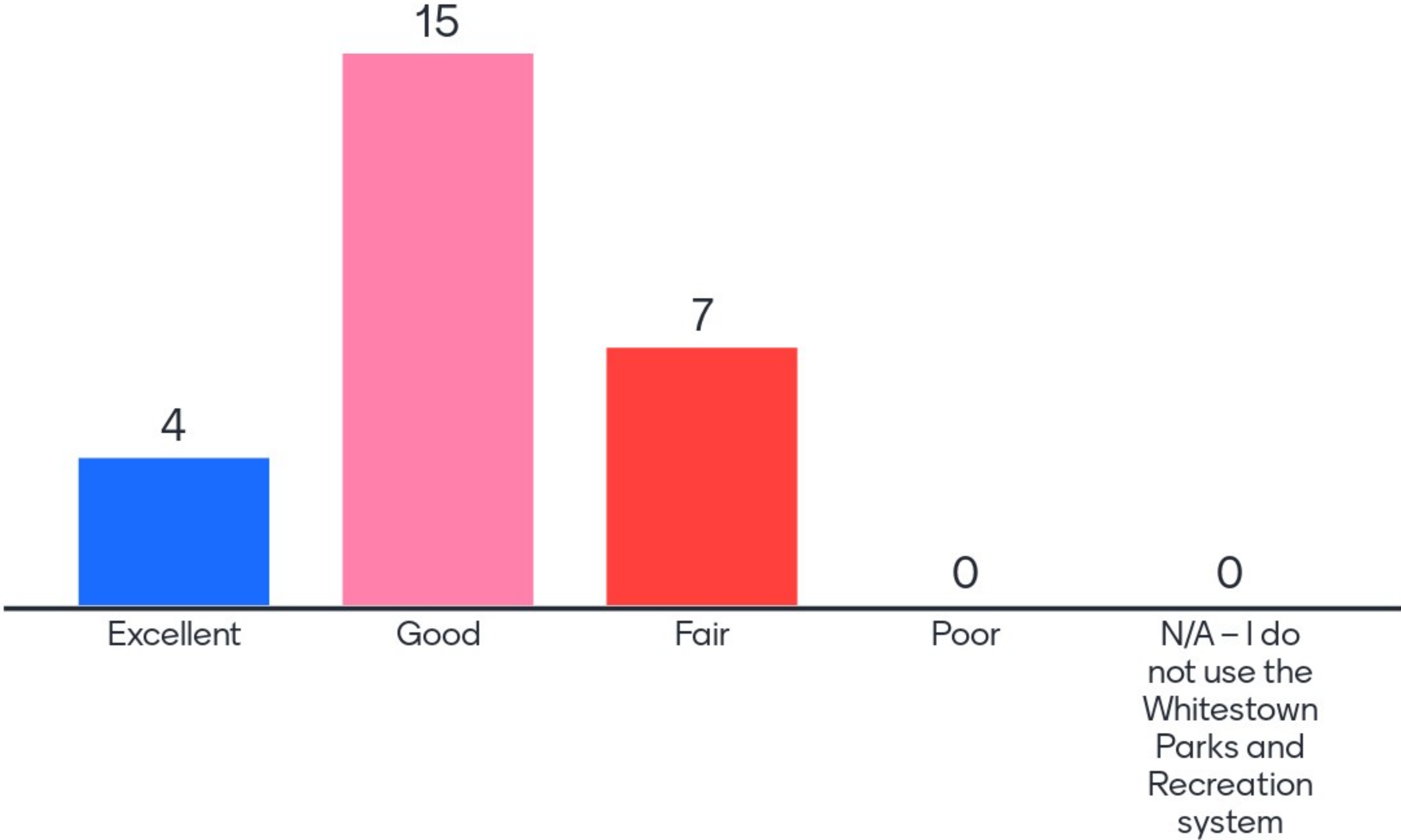




# Which events do you attend regularly

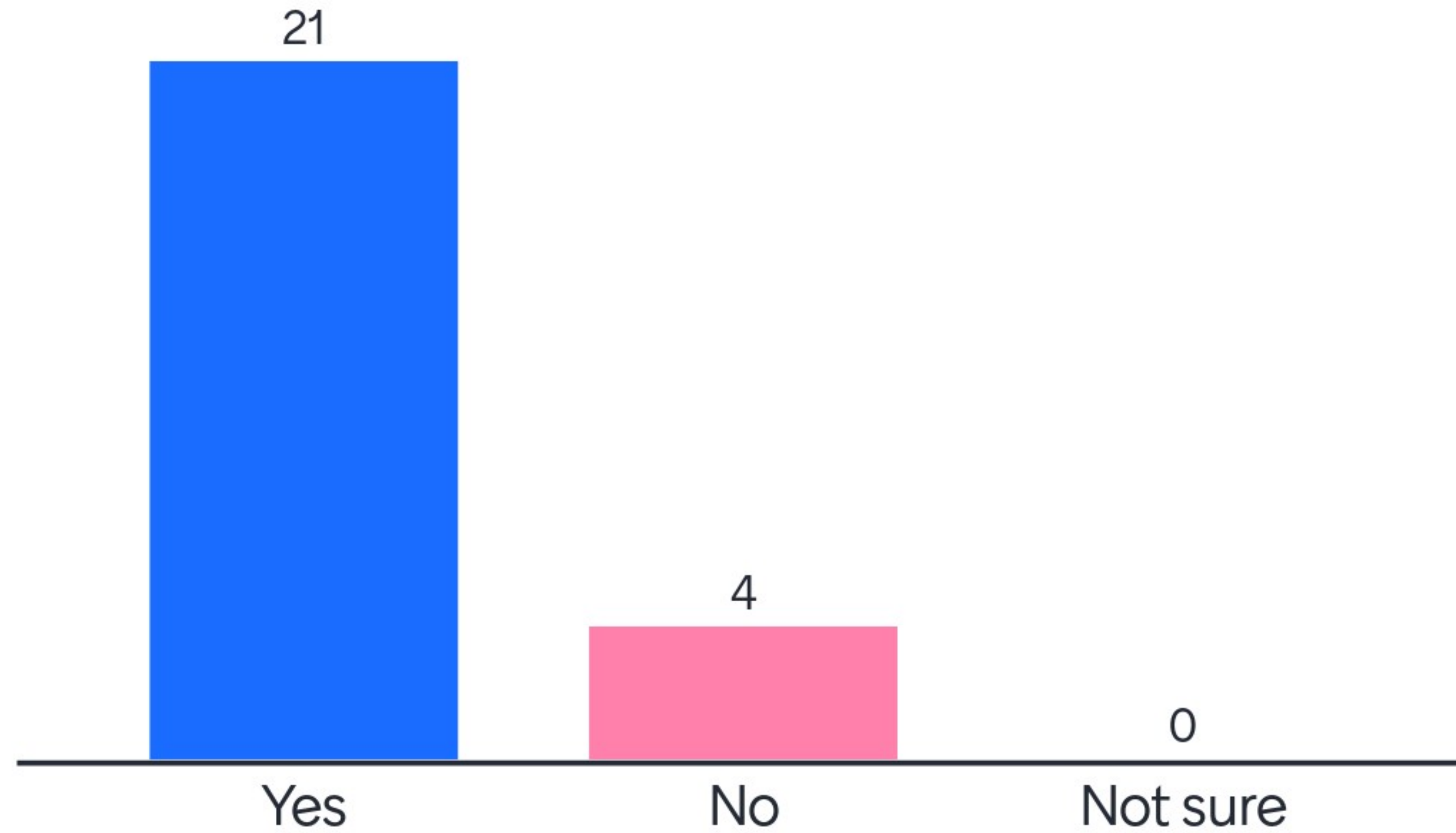


# How would you rate the overall quality of the Whitestown Parks and Recreation system?

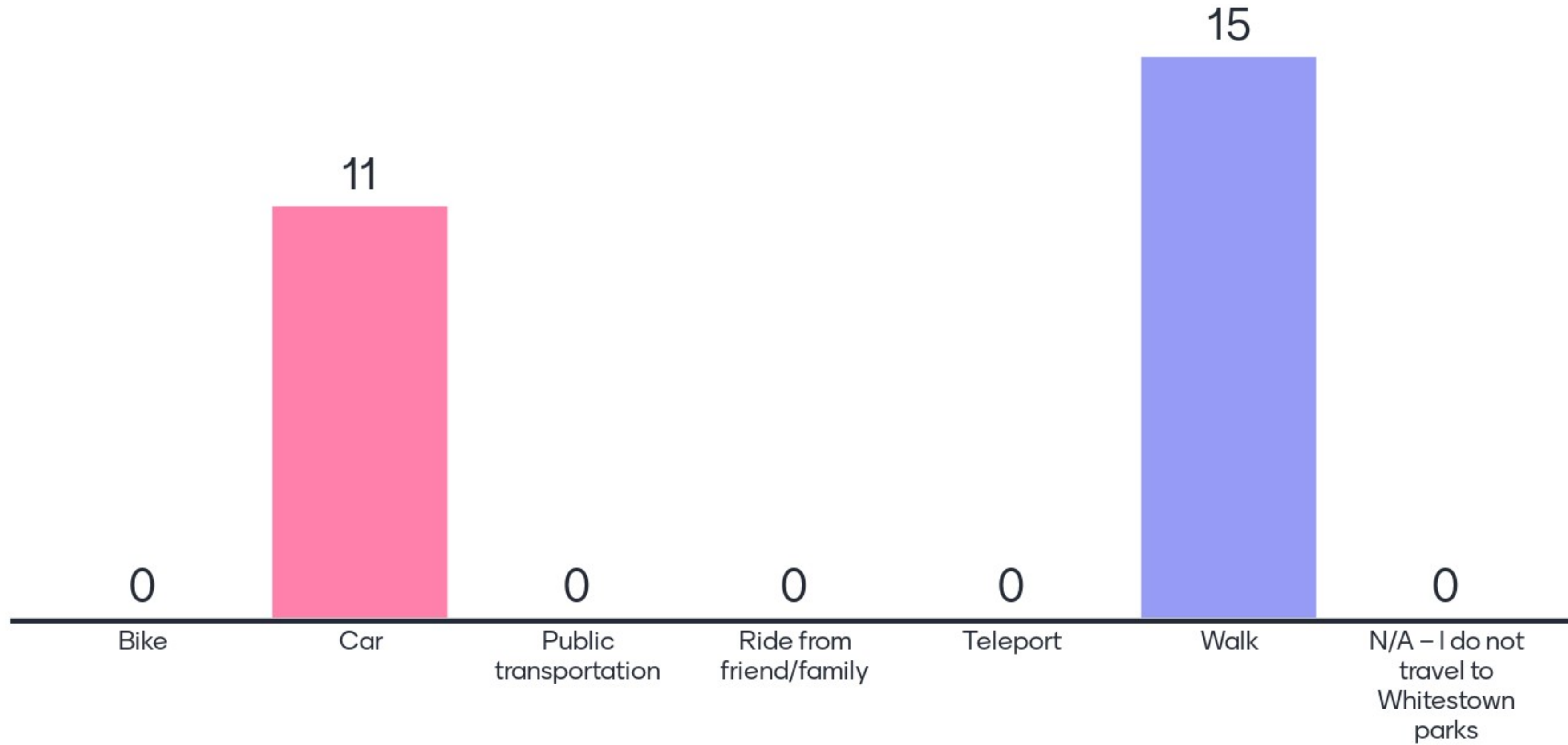


# Access & Travel

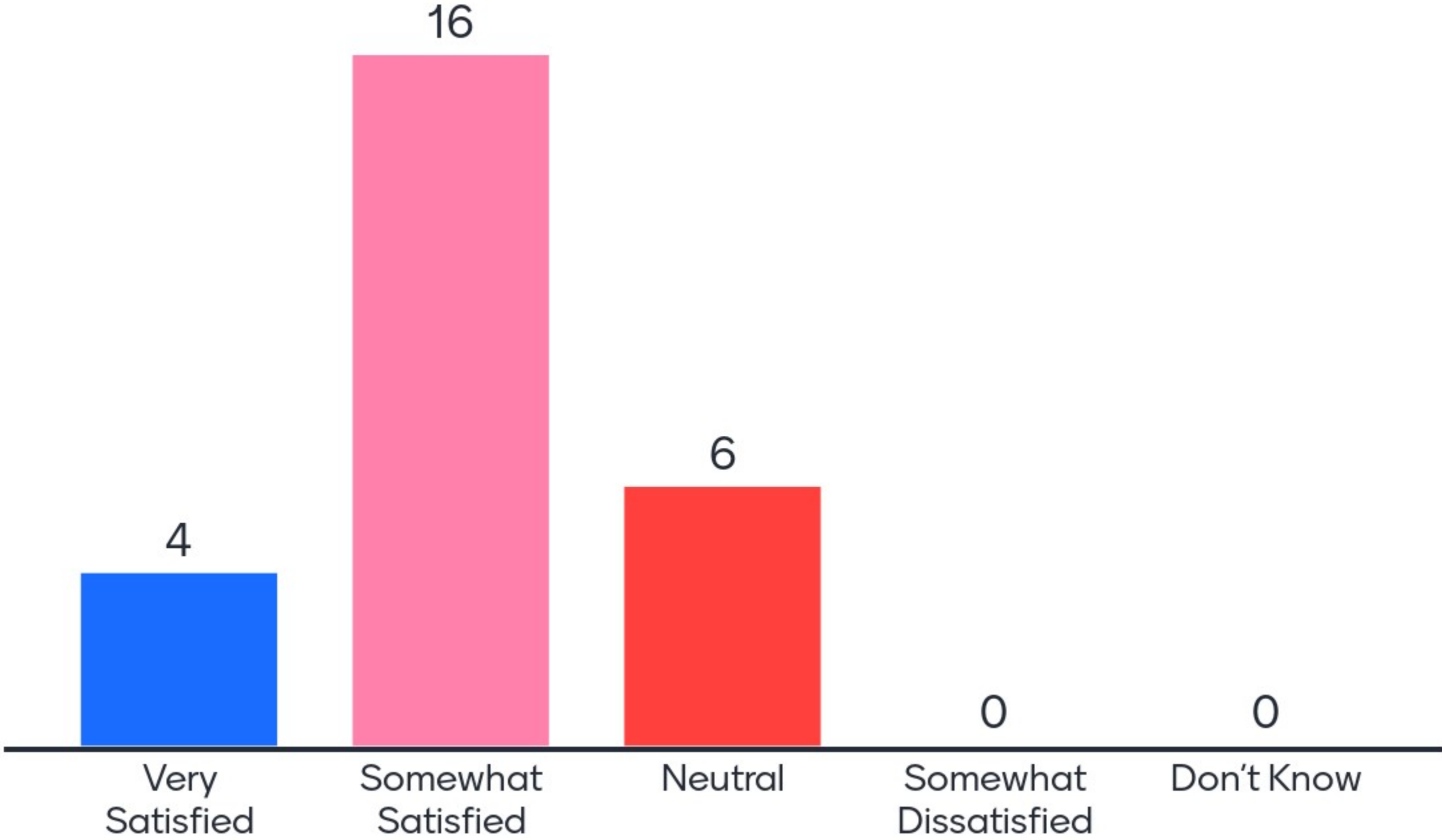
# Do you live within a 10-minute walk to a park or trail?



# How do you travel to your nearest local park?

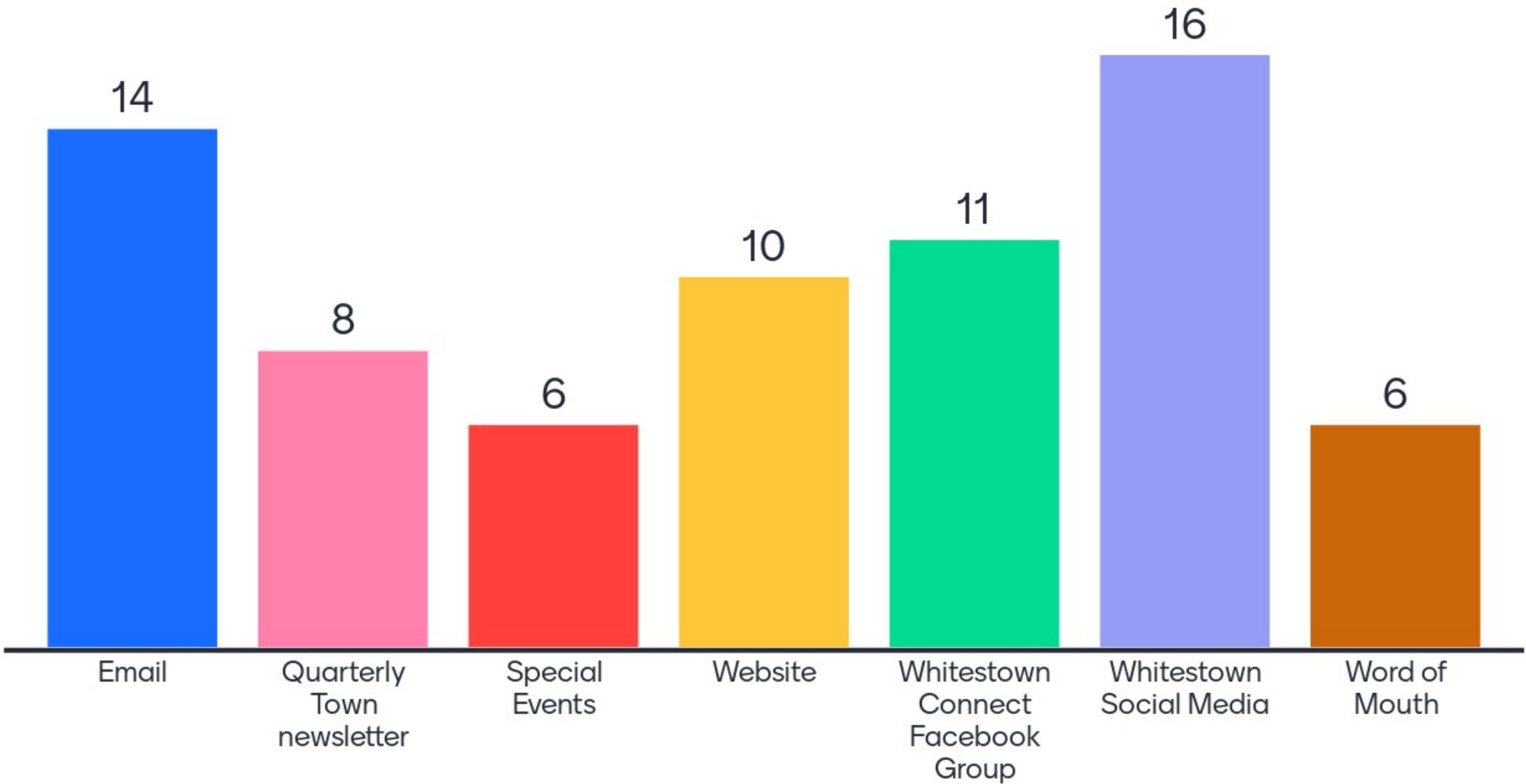


# Please rate your satisfaction with the overall quality you receive from Whitestown Parks and Recreation?



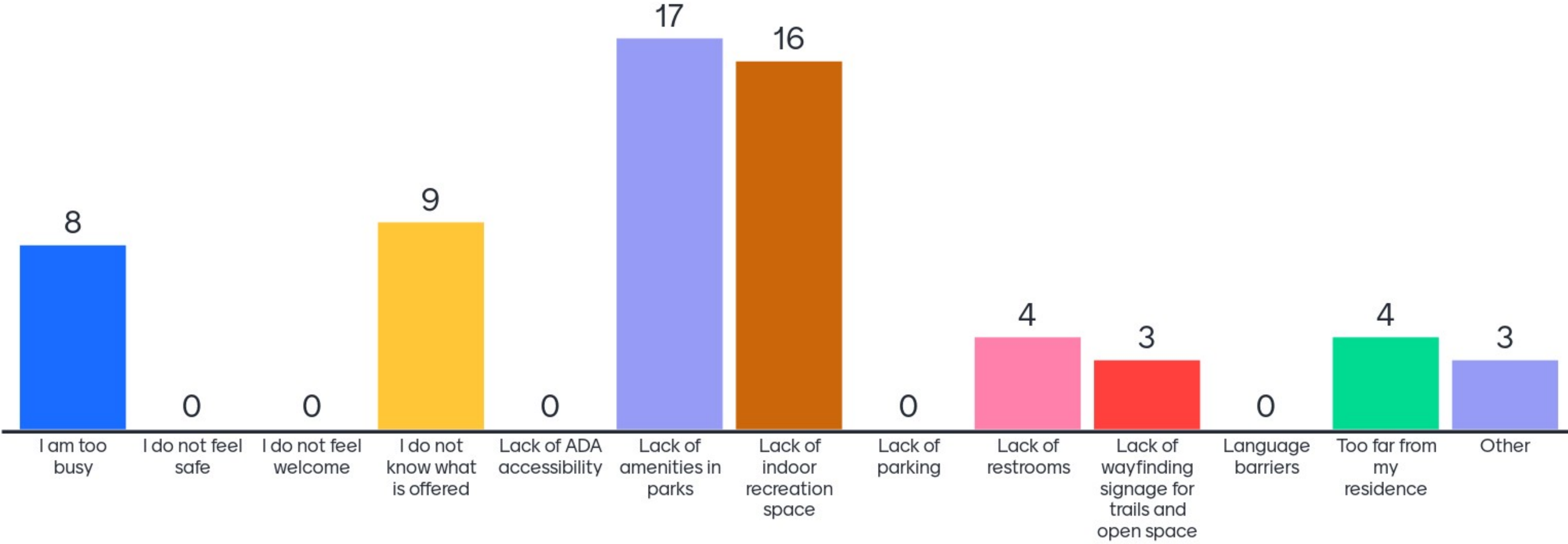
# Communication & Barriers

# What are the **THREE MOST PREFERRED** ways to learn about *Whitestown's* parks, recreation facilities or trails?



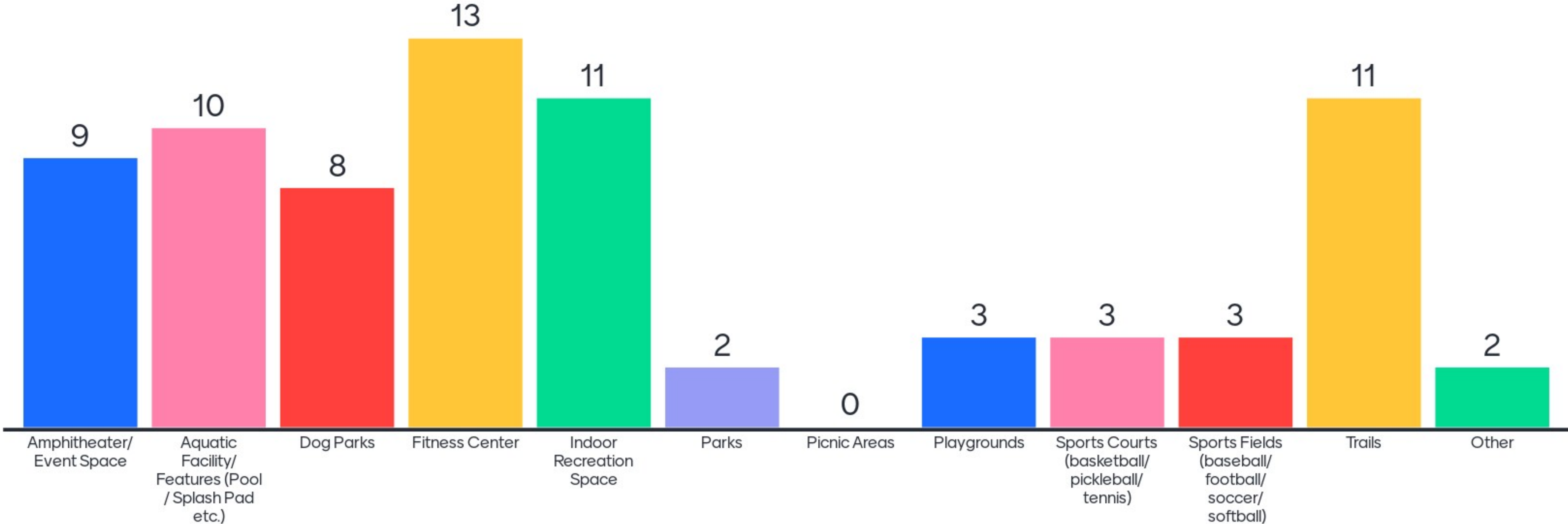


# What are the THREE LARGEST BARRIERS that prevent you from using Whitestown's parks, recreation facilities and trails more often?

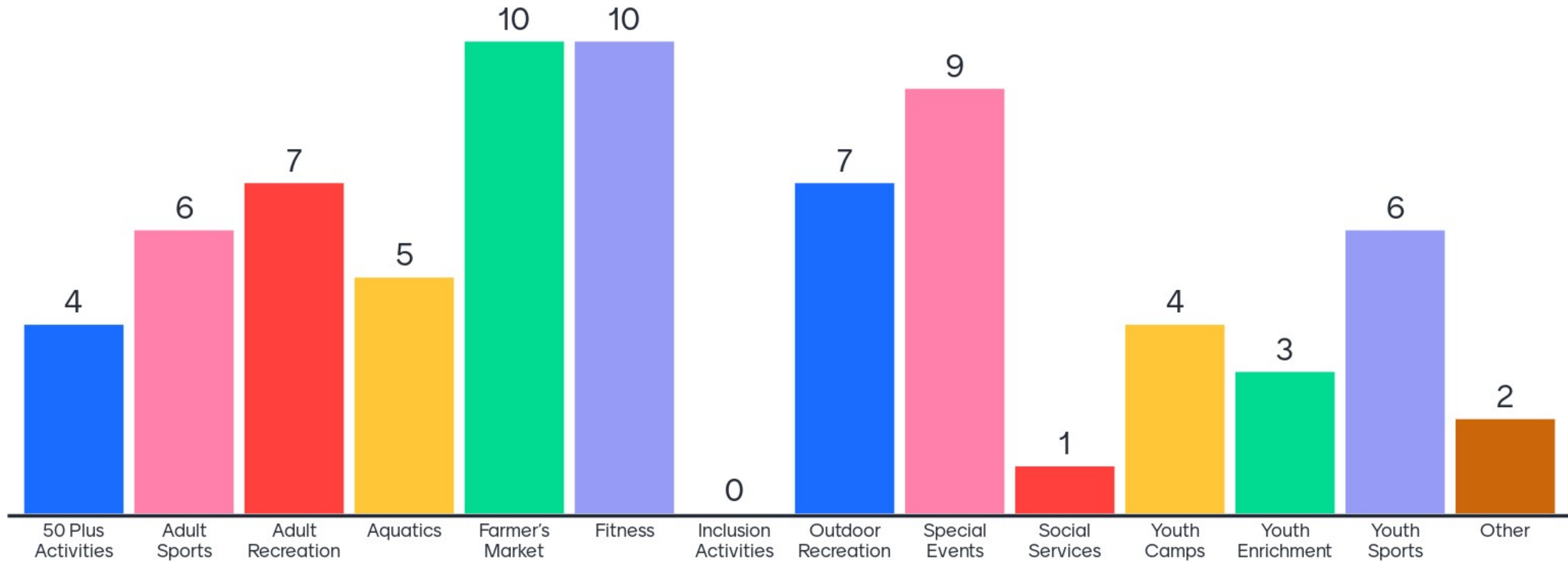


# Future Needs

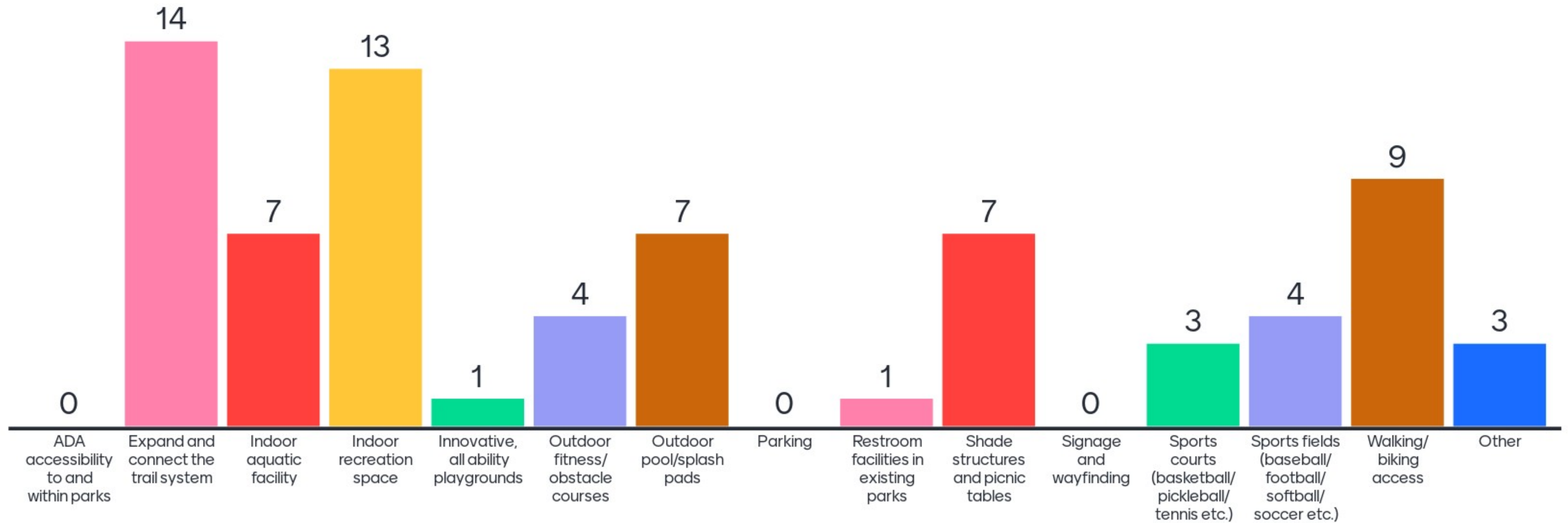
# Which THREE facilities / amenities are you and/or members of your household most interested in?



# Select the TOP THREE TYPES of programs you and/or members of your household would be most interested to participating in?



# What are the THREE MOST IMPORTANT improvements you are interested in over the next ten years?



# Next Steps

1. Program Assessment
2. Needs Assessment Findings Presentation for the public
3. Capital Improvement Plan
4. Funding & Revenue Strategies
5. Action Plan
6. Ongoing updates to [whitestown.in.gov/parks-master-plan](https://whitestown.in.gov/parks-master-plan)

**QUESTIONS?**

# THANK YOU



## Parks and Recreation Master Plan

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