



Park Master Park Plan
City of Umatilla,
Oregon



City of
UMATILLA

PARKS AND
RECREATION

City of Umatilla Master Park Plan Findings Presentation October 28, 2020

Please email any questions or comments to :
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GREENPLAY LLC

*The Leading Edge In Parks, Recreation,
And Open Space Consulting*

Your Team



Tom Diehl, Principal
Project Manager
GreenPlay, LLC



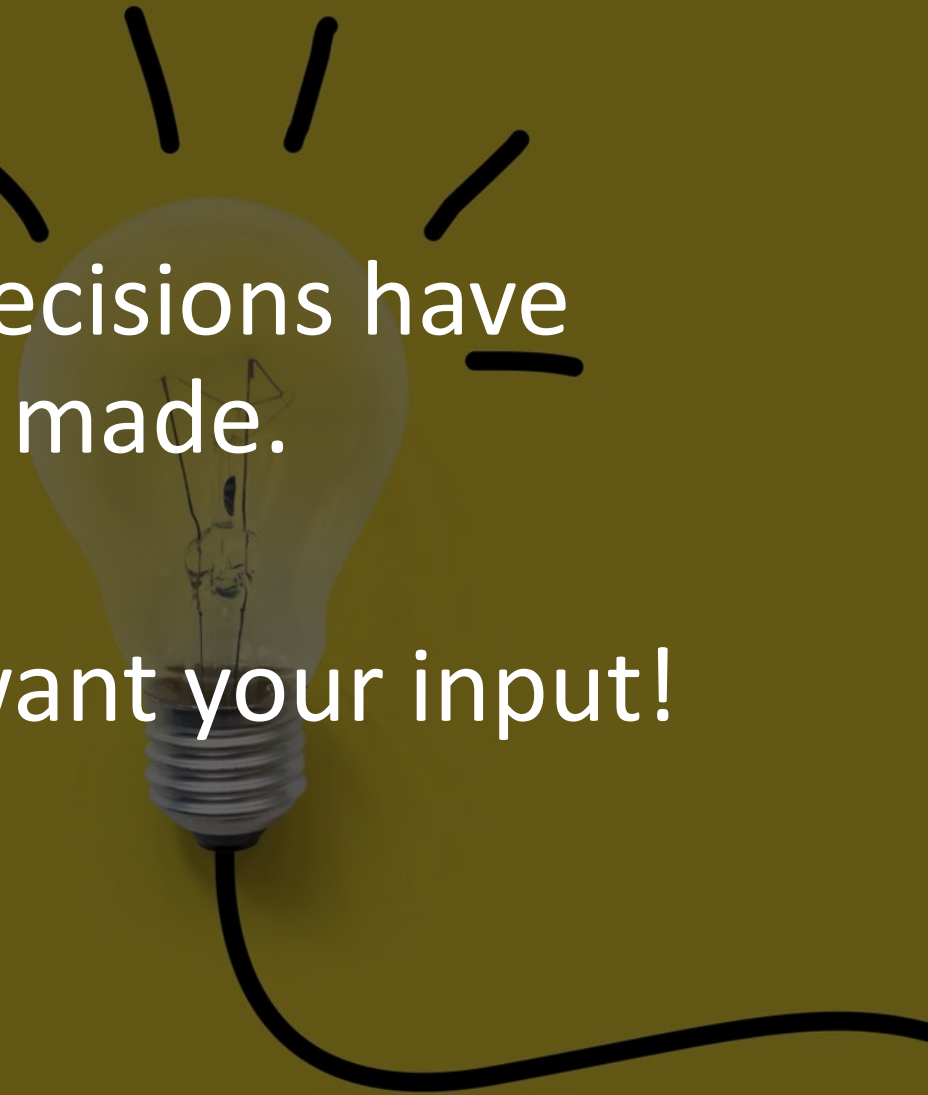
Jeff Milkes,
Project Consultant,
GreenPlay, LLC





No Decisions have
been made.

We want your input!



The 2020 Master Park Plan will:

- Be the **guiding document for planning, maintenance, and capital planning and financing** for City parks and recreation facilities
- Quantify and qualify how the 12 city-owned parks and the 4 Army Corps of Engineers owned park facilities, along with the Old Town Site, **provide park and outdoor spaces for public enjoyment**

4 Stages of Public Engagement



Strategic Kick-Off

- Critical Success Factors
- Key focus areas
- Meeting schedule
- Identification of Key Stakeholders
- Gathering of All Relevant Documents
- Briefing with Decision Makers



1 Information Gathering

- **Needs Assessment**
 - Staff
 - Stakeholders
 - Public Meetings
 - Focus groups
 - Interviews
 - Surveys
 - Online engagement
- **Inventory**
 - All Assets
 - All Program Locations
 - Other Providers
- **Level of Service Analysis**
 - GIS component-based mapping
 - Quality, Quantity, Functionality
- **Community Profile**
 - Historical & Planning Context
 - Demographics
- **Trends**



2 Findings & Visioning

- **Presentation/Feedback Sessions**
 - Staff
 - Stakeholders
 - Decision Makers
- **What We Have Discovered**
- **Key Issues Matrix**
- **Key Ideas and Themes for Improvement**
- **Analysis**
 - Programming
 - Operations
 - Maintenance
 - Marketing & Communications
 - Financial Resources



3 Draft Recommendations

- **Summary Findings**
- **Strategies**
 - Long-Term Vision
 - Short-Term Action
- **Implications**
 - Financial
 - Operational
 - Maintenance
- **Recommendations**
- **Action Plan**
 - Tasks
 - Timing
 - Costs
- **Review & Revisions**



4 Final Plan

- **Review**
 - Staff
 - Public
 - Decision Maker
- **Distribute/Post**



Implementation

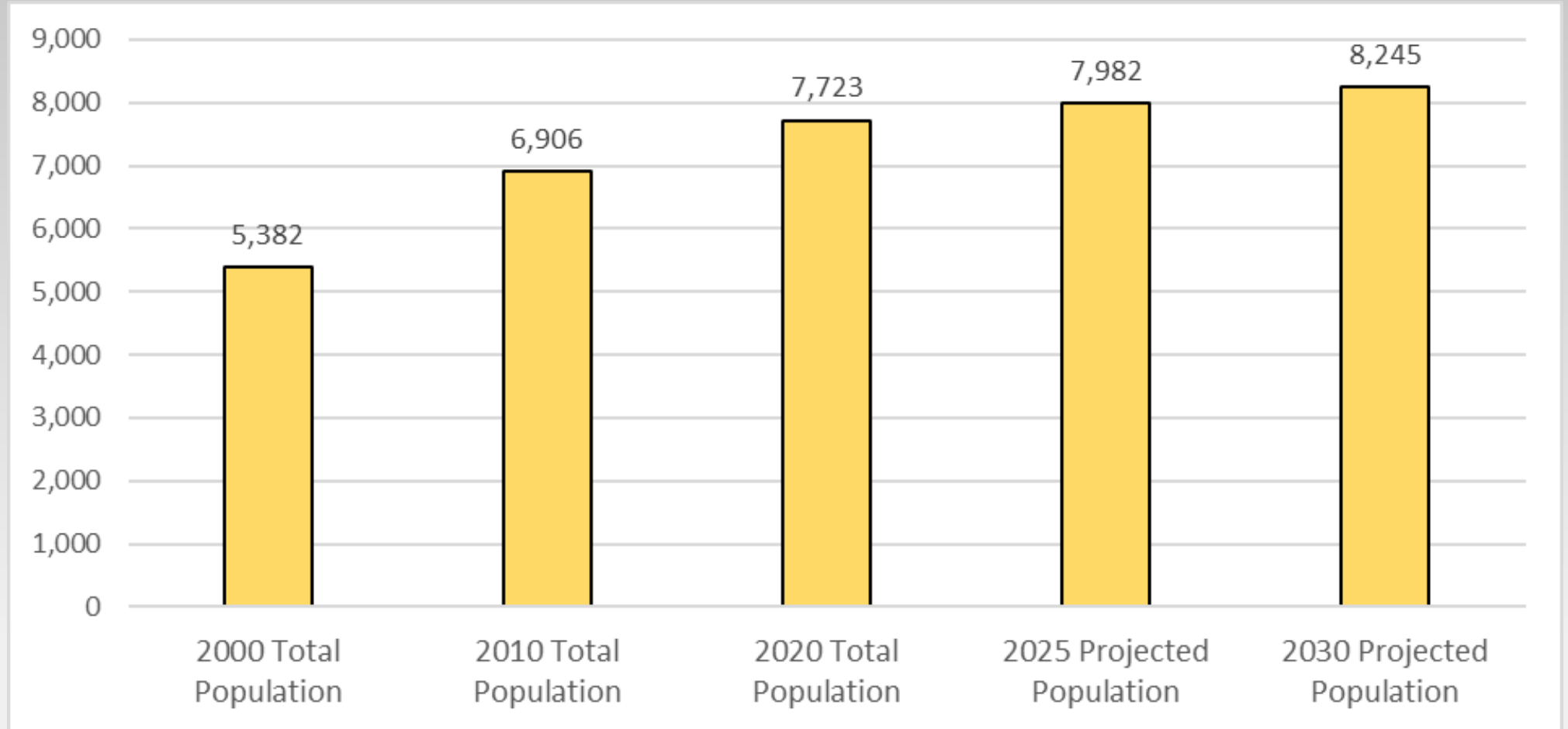
- **Action Plan**
- **Annual Review**



Umatilla Population

7,723
Population

Source: Esri Business Analyst, 2020



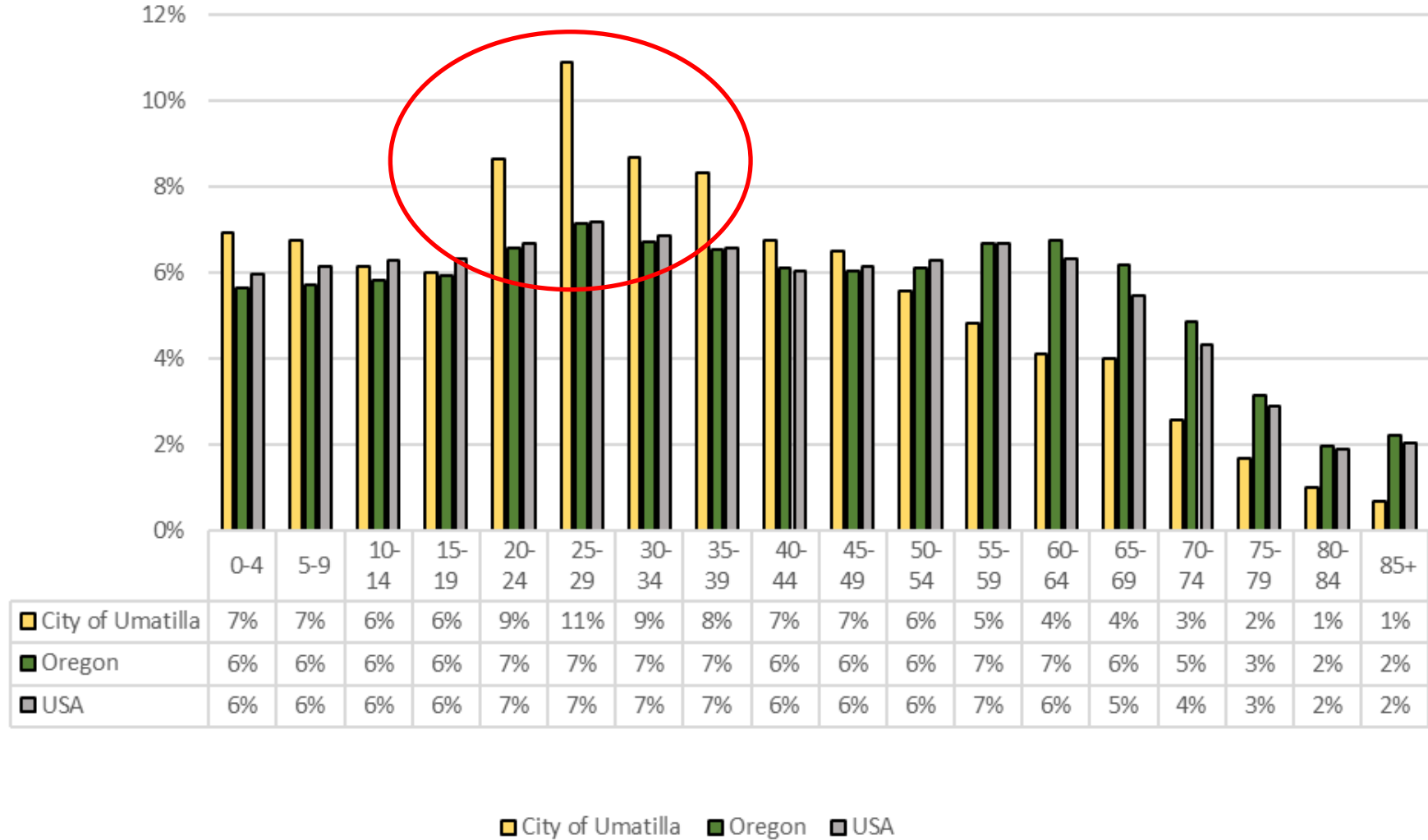
Source: 2020 Esri Business Analyst; Projected Population based on Esri annual growth rate (2020 – 2025) of 0.66%.

Umatilla Age of Residents

32.7

Median Age

Source: 2020 Esri Business Analyst



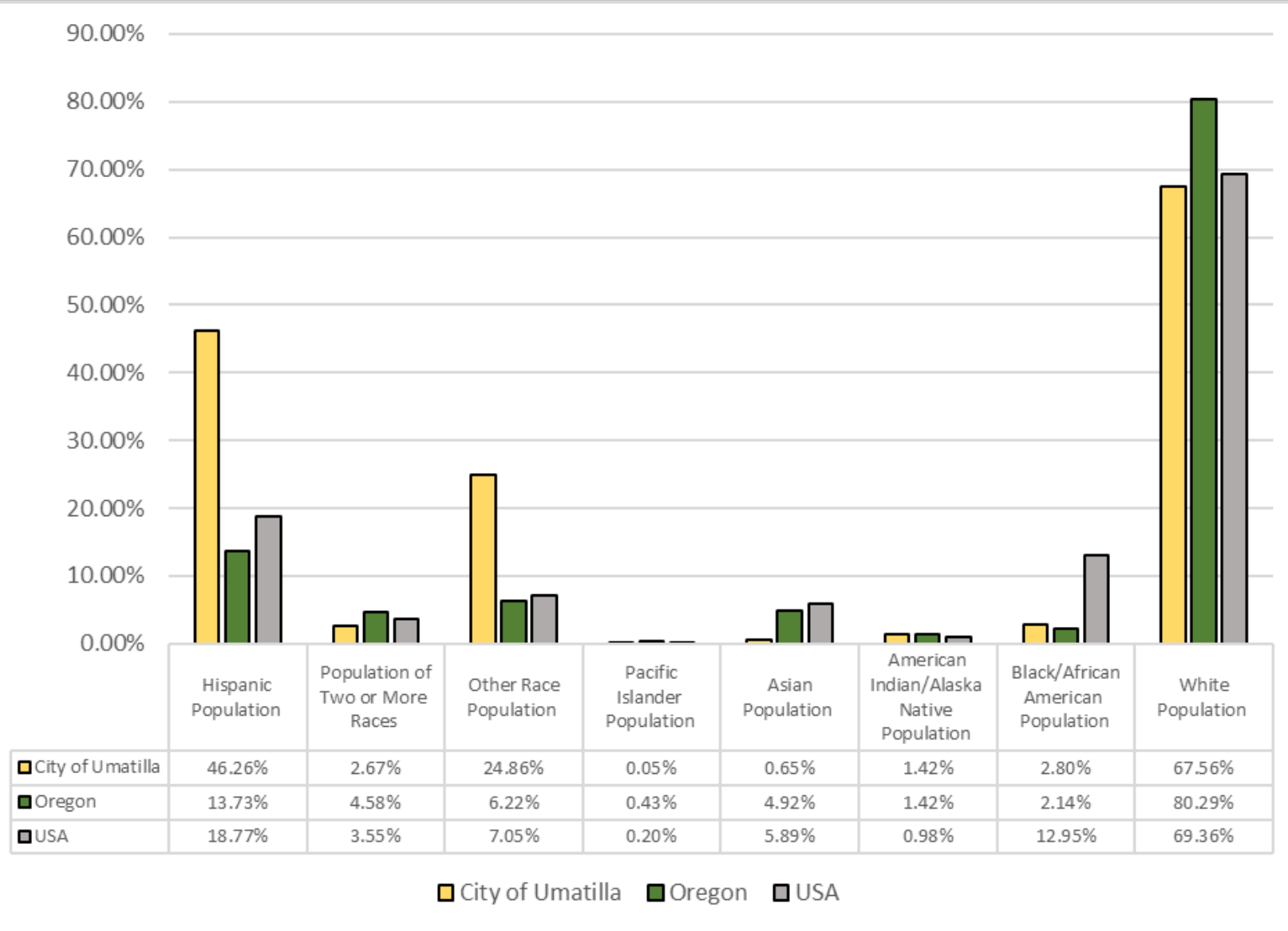
Source: 2020 Esri Business Analyst

Umatilla Race/Ethnic Character

46.26%

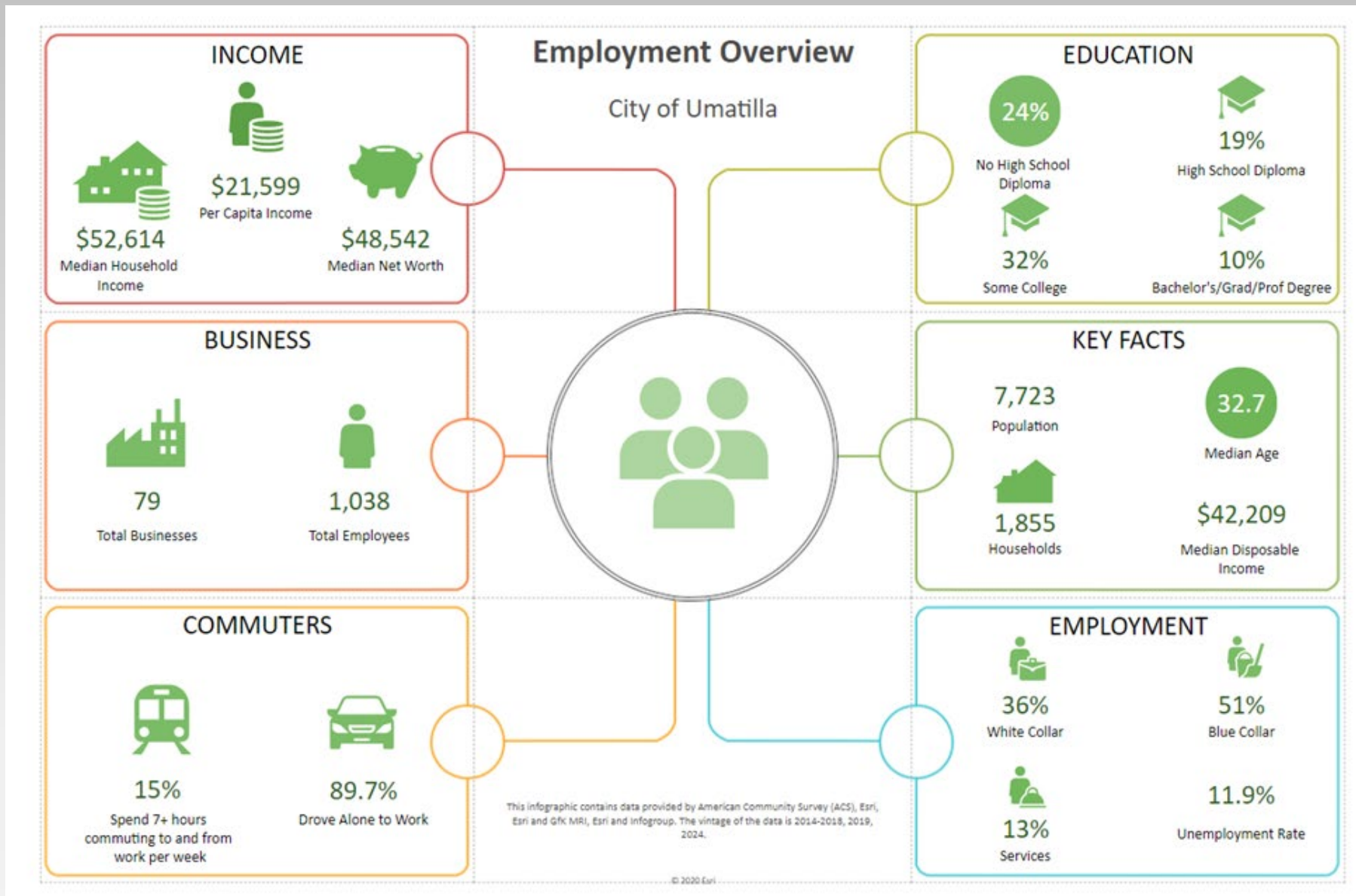
Hispanic Origin

Source: 2020 Esri Business Analyst



Source: 2020 Esri Business Analyst

Umatilla Employment Overview



Source: 2020 Esri Business Analyst

29.30%

Live with a Disability

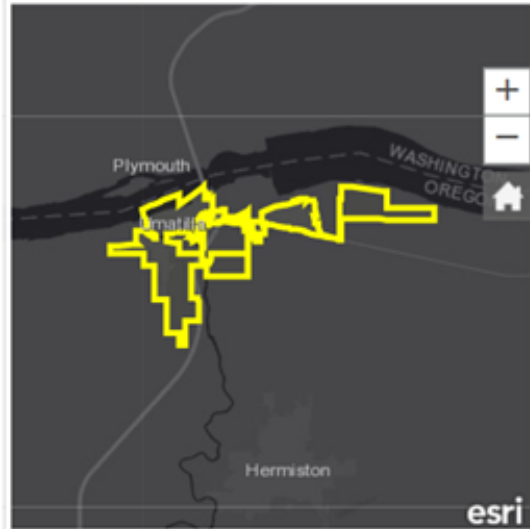
Source: 2020 Esri Business Analyst

Umatilla County ranked 23rd out of 35 Oregon Counties for Health Outcomes. The health ranking gauged the public health of the population based on “how long people live and how healthy people feel while alive,” coupled with ranking factors including healthy behaviors, clinical care, social and economic, and physical environment factors.



CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

City of Umatilla

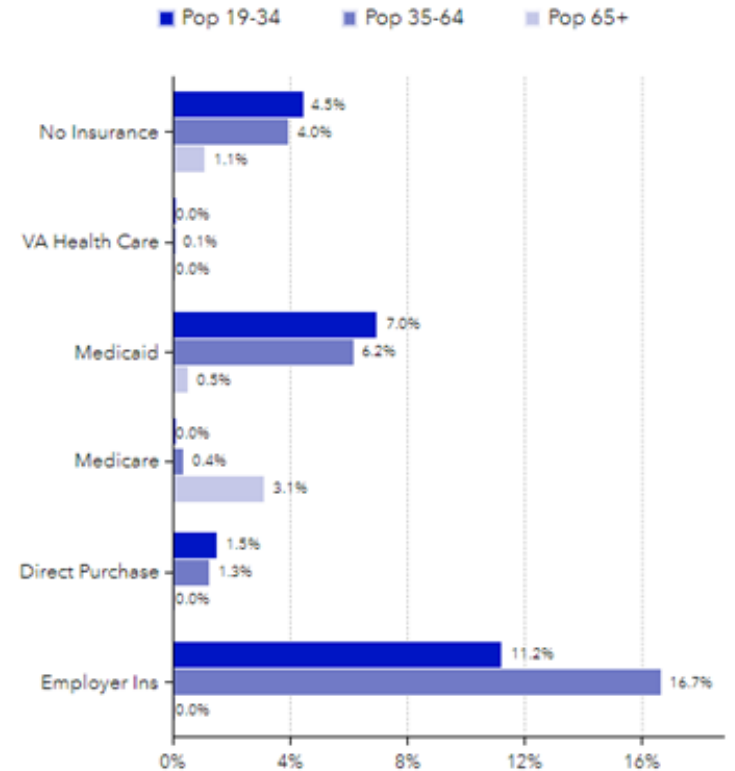


7,723	3.23	1,855	32.7	\$52,614	\$166,071	186	86%
Population	Avg Size Household	Households	Median Age	Median Household Income	Median Home Value	Housing Affordability	Internet at Home

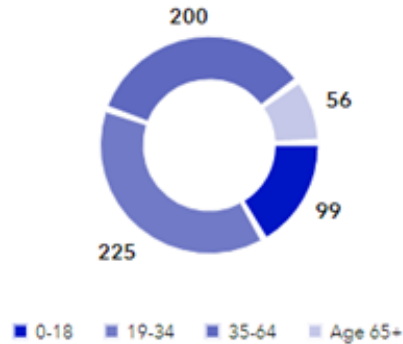
POPULATION AND BUSINESSES



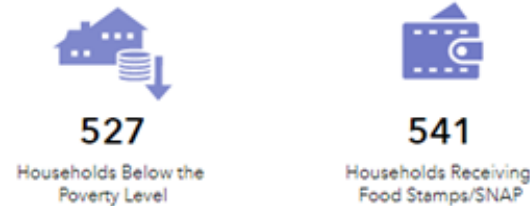
HEALTH INSURANCE COVERAGE (ACS)



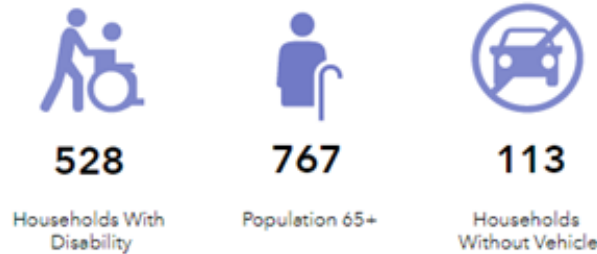
POPULATION NO HEALTH INSURANCE (ACS)



POVERTY

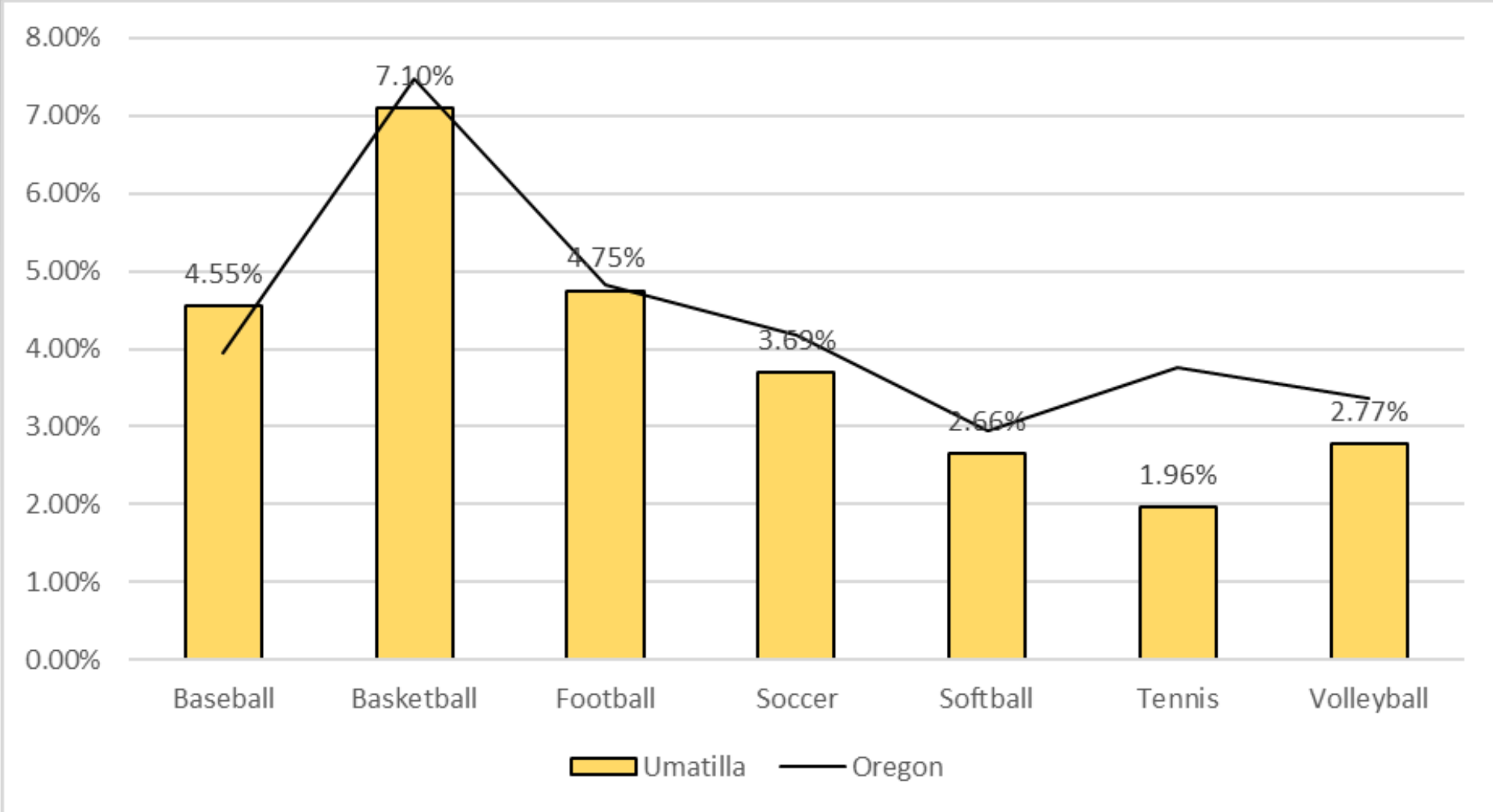


AT RISK POPULATION



Trends Relevant to Umatilla

Team Sport Household Participation



Source: 2020 Esri Business Analyst

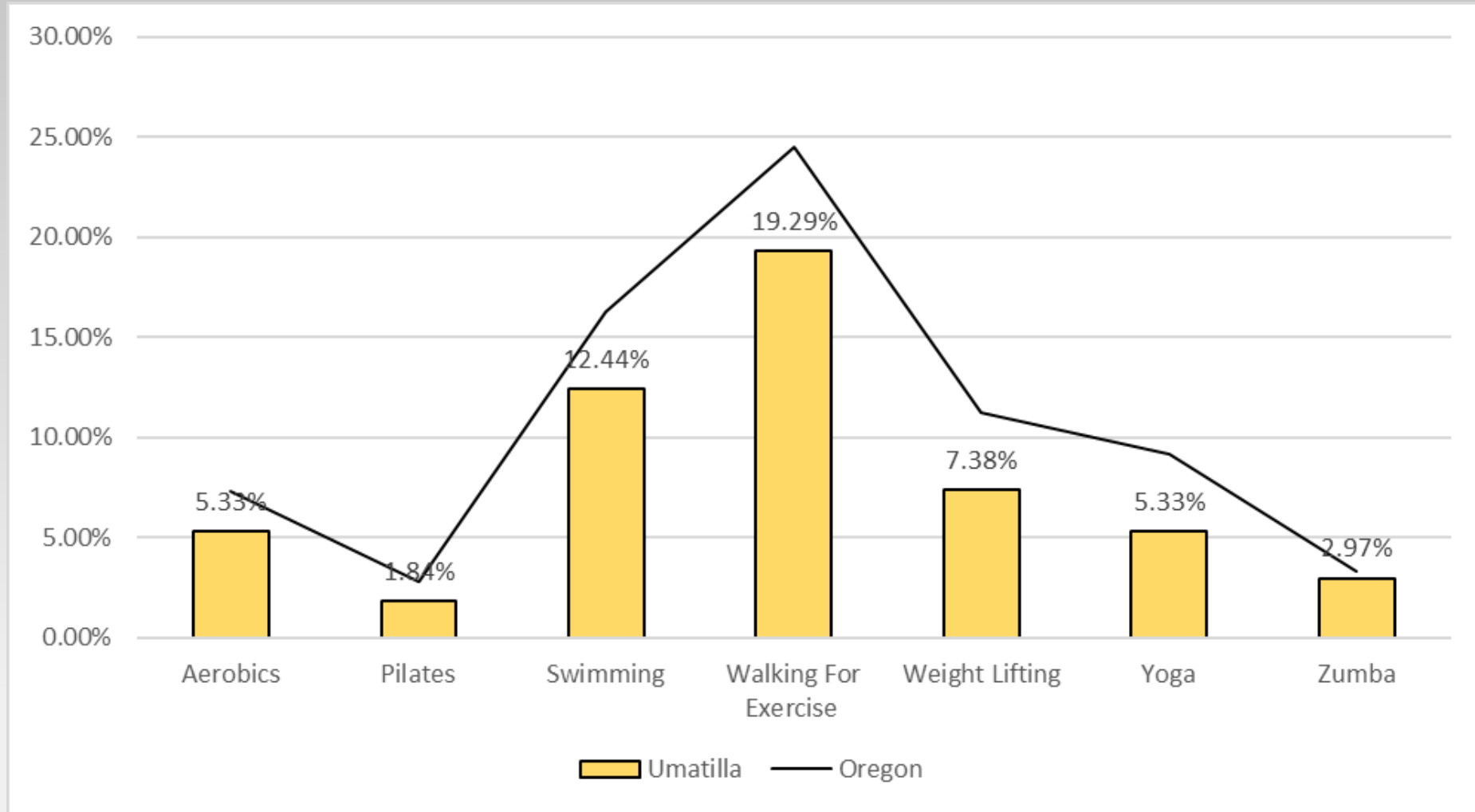
National Health & Fitness 2020 Trends

For the past 14 years, the American College of Sports Medicine (ACSM) Health and Fitness Journal has released its fitness trends survey, which collects survey data from 3,000 health and fitness professionals. The following items made up the top ten fitness trends from the study for 2020:

1. Wearable Technology
2. High Intensity Interval Training (HIIT)
3. Group Training
4. Training with Free Weights
5. Personal Training
6. Exercise is Medicine
7. Body Weight Training
8. Fitness Programs for Older Adults
9. Health/Wellness coaching
10. Employing Certified Fitness Professionals

Trends Relevant to Umatilla

Fitness and Wellness Participation



Source: 2020 Esri Business Analyst

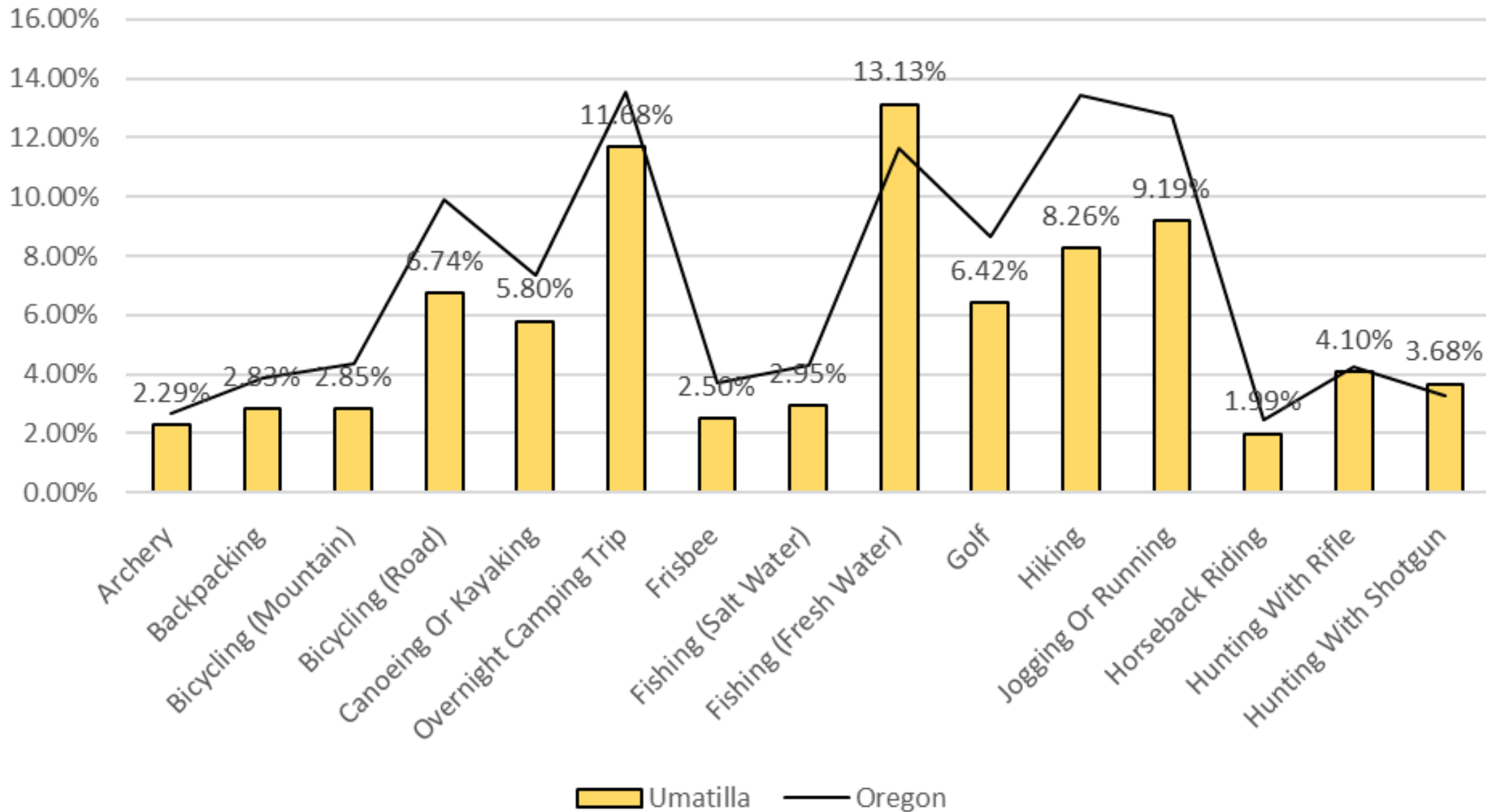
Outdoor Recreation

Outdoor recreation has become a thriving economic driver, creating 7.6 million jobs in 2018 and generating \$65.3 billion in federal tax revenue on a national level. Close to half of the US population six and older participated in at least one outdoor activity in 2017. The most popular activity nationwide was running – which included both jogging and trail running.¹

According to the Outdoor Industry Report, in the State of Oregon, the outdoor recreation economy generated:

- 172,000 direct jobs
- \$16.4 billion in consumer spending
- \$5.1 billion in wages and salaries
- \$749 million in state and local tax revenue

Umatilla Outdoor Recreation Participation



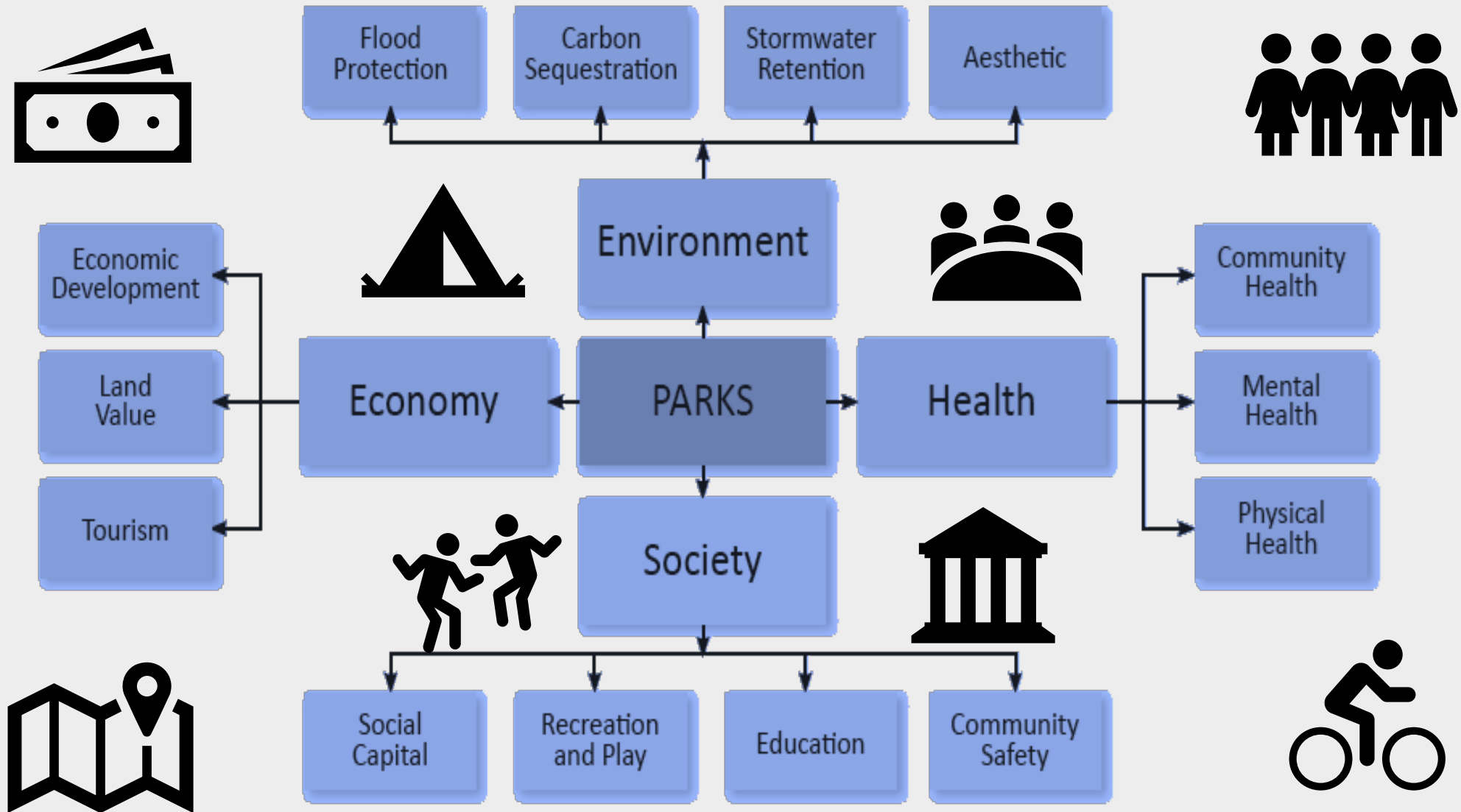
Source:
2020 Esri
Business
Analyst

Trends From Public Engagement Relevant to Umatilla (alphabetical order)

- Adventure Programming
- Aquatics and Water Recreation
- Community Events and Festivals
- Cycling – mountain, road, tourism, transportation
- Dog Parks
- Generational Preferences
- Nature Play
- Outdoor Fitness Trails
- Signage and Wayfinding
- Winter Recreation



Park System Benefits provided to People



Public Engagement

- Parks & Recreation Committee Members
- City Council
- Umatilla School District
- Business Community
- Parks and Recreation Staff

- Residents of the City of Umatilla
- Umatilla Parks & Recreation Committee
- Oregon State Marine Board
- Umatilla Chamber of Commerce
- City of Umatilla Leadership & Staff
- Business Community
- US Army Corps of Engineers

253+ Participants

3 Focus Groups

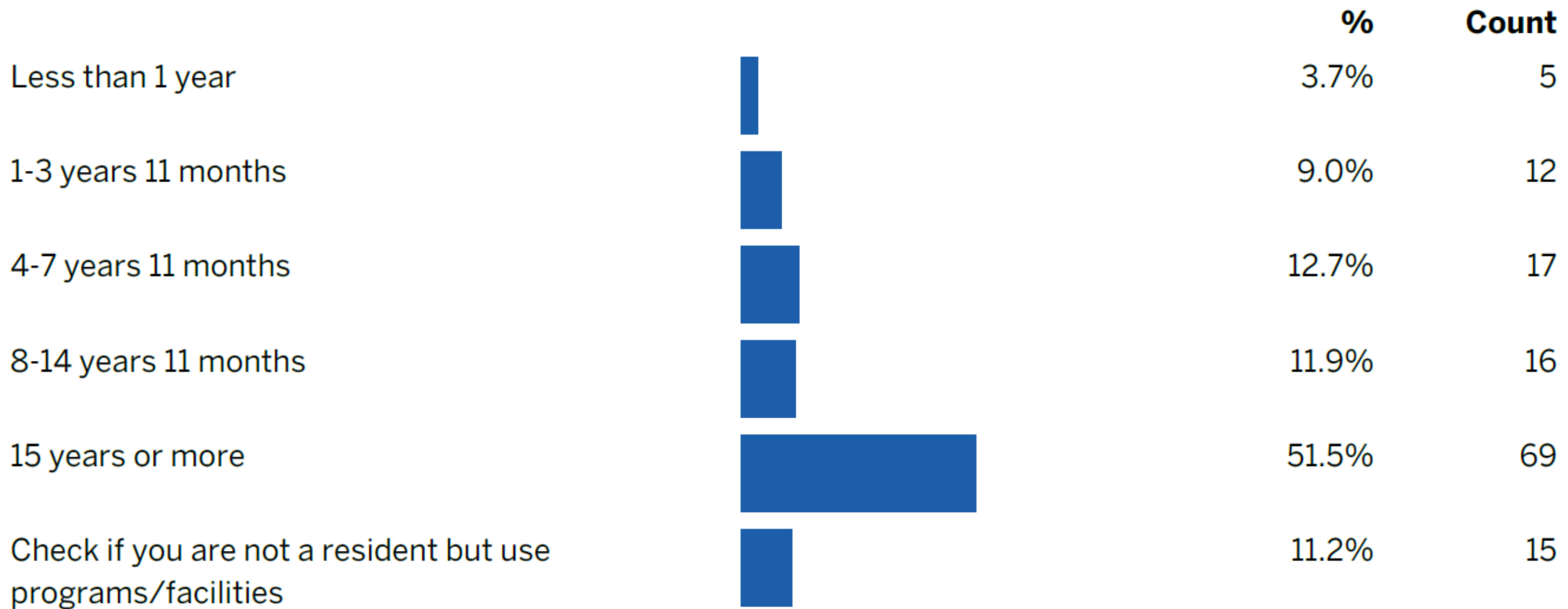
14 Stakeholder Interviews

1 Public Zoom Webinar

134 OpenGov Survey Responses

Survey Respondents Years of Residency

How long have you lived in the City of Umatilla?



Top Activities – Focus Groups

- Adult sports leagues, specifically softball & soccer
- Water safety, water activities using the river
- Local programs/youth sports programs
- Instructional programs for fishing
- New activities, variety of different, low cost activities,
- Instructional horseback riding opportunities
- Learn to swim programs/safe places to swim with lifeguards
- Multigenerational & senior programming
- Concerts/movies in the parks and other special events
- Fitness opportunities that promote a sense of health and wellbeing like indoor soccer, lacrosse, hiking, soccer activities
- Wilderness camp, outdoor school/outdoor education
- Non-traditional sports like pickleball, disc golf
- Educational programs

Top Amenities – Focus Groups

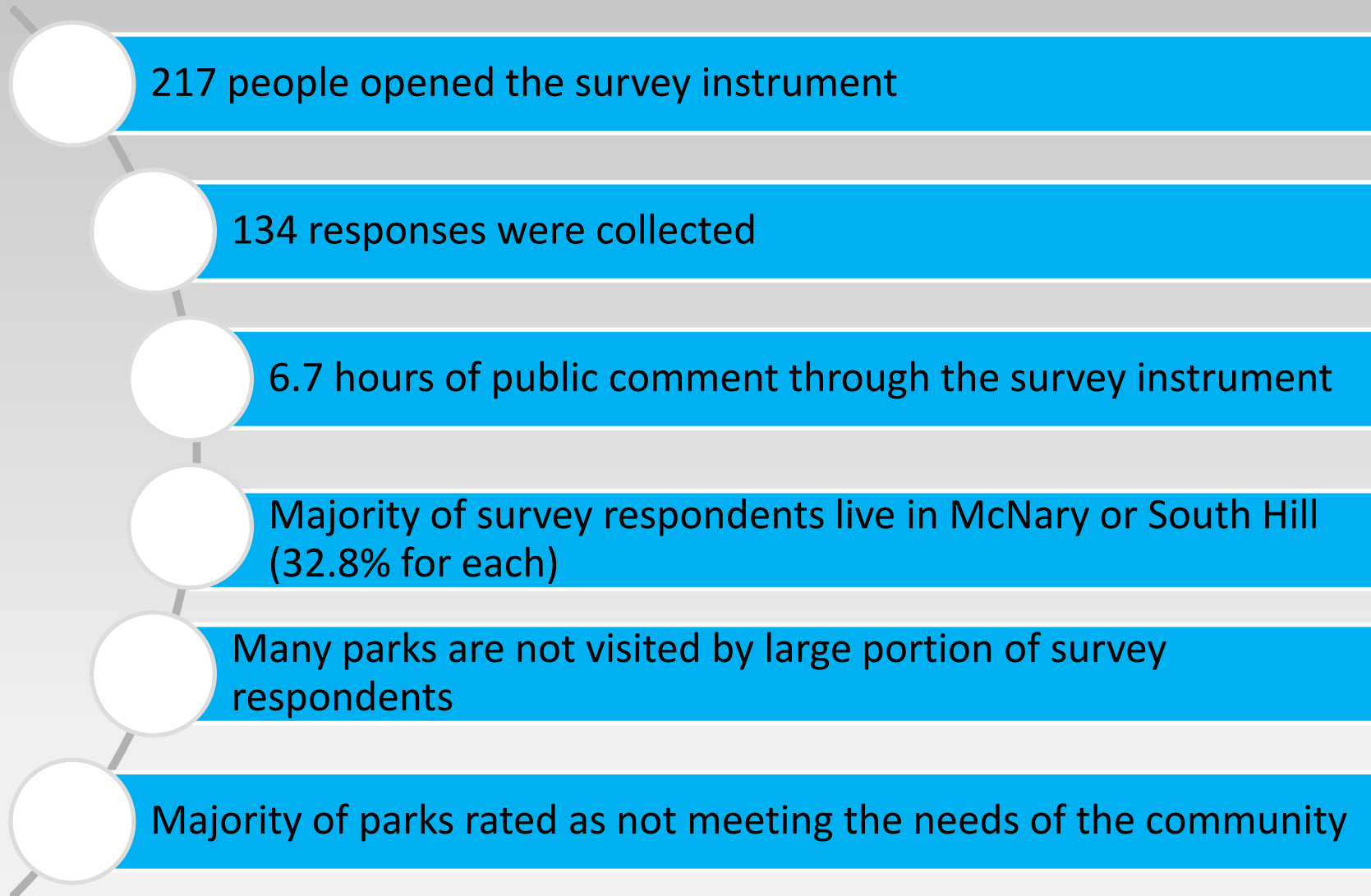
- Benches, shade, water fountains restrooms and parking, updated playgrounds
- Community gathering space like a recreation center
- New sports fields. Some with lights
- New wayfinding and interpretive signage
- New access areas on the rivers
- Complete trail system (connectivity for both transportation and recreation)
- A playground by the marina and RV park
- Skate spot or skate park
- Additional parks, dog parks
- More spaces that can be used for family events and sports
- ADA accessible parks, all-inclusive parks
- Improvements to the marina - A water park, playground
- Splash pad, water features

Top Priorities – Focus Groups

- Take care of what we have, improve existing amenities
- Focus on safe spaces for children, sports fields, organized youth sports
- Greater access and improvements made to the Marina Park area
- Make improvements and add amenities in South Hill, safety, trail connectivity
- Create additional walking trails (connectivity)
- Greater equitable disbursement of parks in the community (McNary and Downtown have beautiful parks)
- Continue to collaborate with the Corps of Engineers
- “All in one” recreation center
- Improve parks signage across the city – wayfinding, trail signage in English and Spanish
- Provide water and river access
- Involve the Confederated Tribes of the Umatilla Indian Reservation



SURVEY
RESULTS



Familiarity with Parks

How familiar are you or your household with the parks provided by the City of Umatilla



Familiarity with Programs

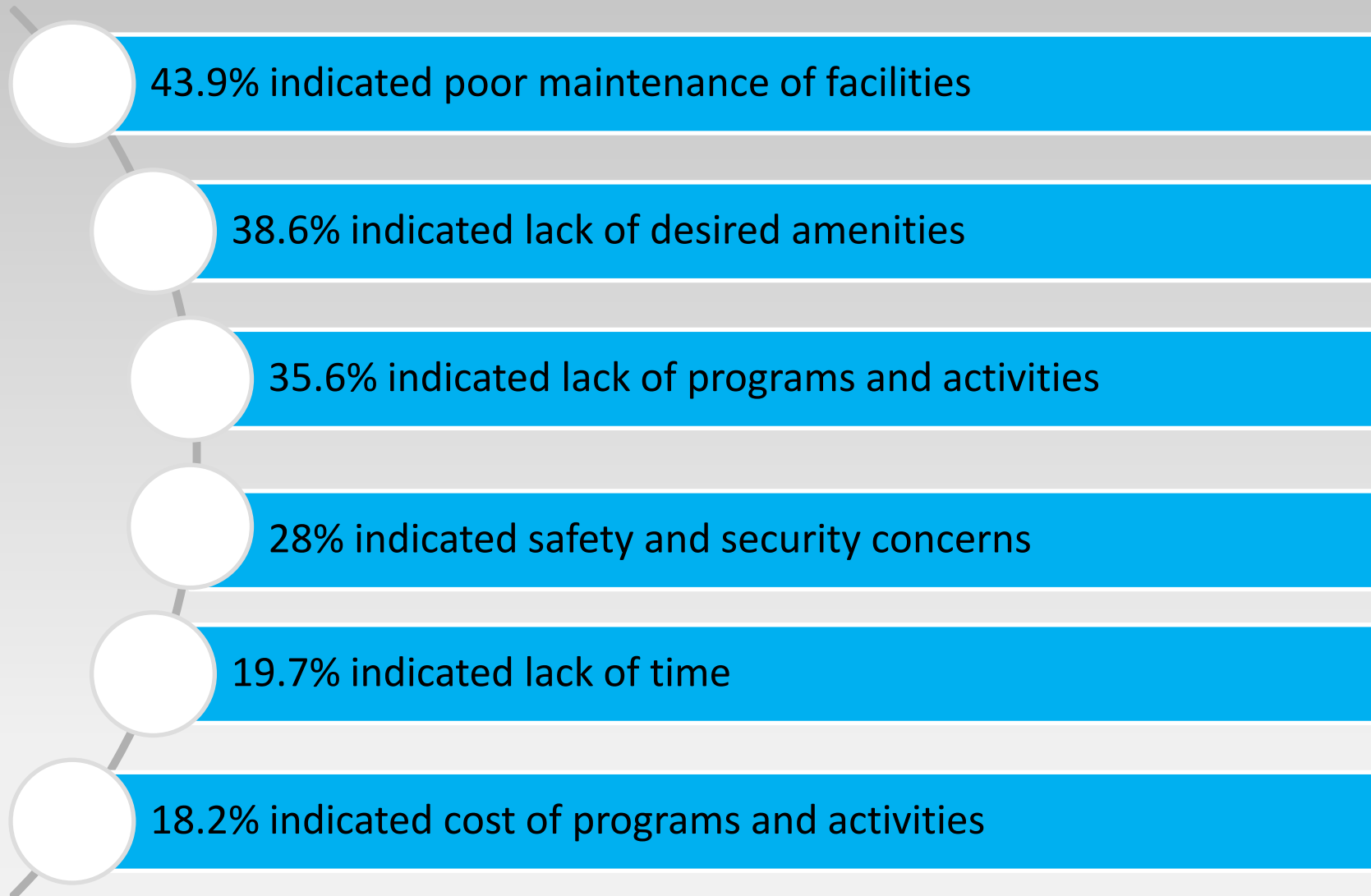
How familiar are you or your household members with the recreation programs offered by the City of Umatilla?



What influences you and/or any members of your household to use parks and recreation facilities or programs (select top 3)?

		%	Count
Location		63.2%	84
Available amenities		45.9%	61
Connectivity to trails		36.1%	48
Time programs are offered		18.8%	25
Available parking		15.8%	21
Safety and security		39.8%	53
Cost of programs and activities		18.0%	24
Quality of coaches and instructors		15.0%	20
Other		6.8%	9

Barriers to Participation



43.9% indicated poor maintenance of facilities

38.6% indicated lack of desired amenities

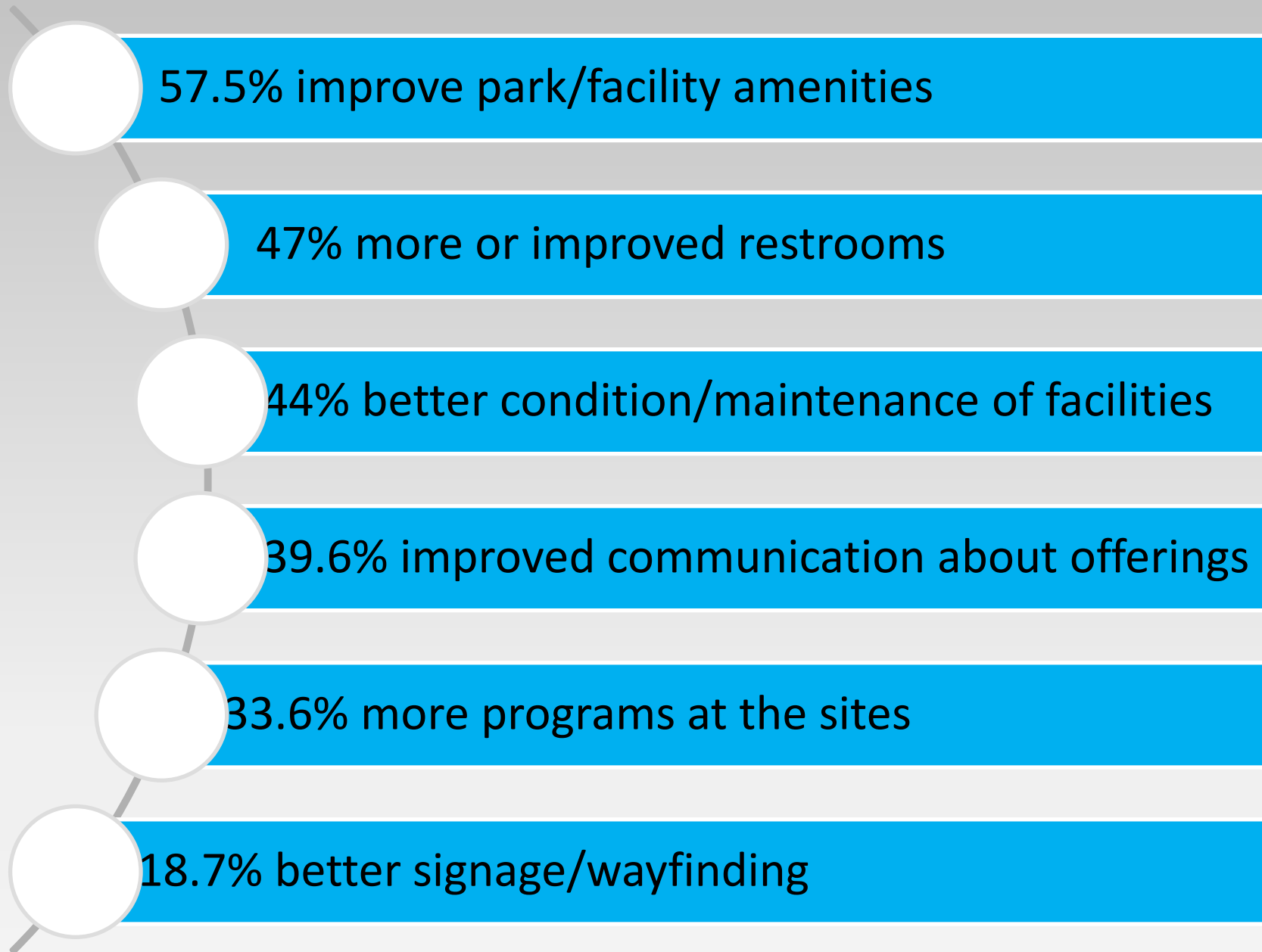
35.6% indicated lack of programs and activities

28% indicated safety and security concerns

19.7% indicated lack of time

18.2% indicated cost of programs and activities

Most Important Areas to Address to Increase Participation



Most Used Parks

32.1% McNary Beach Park*

31.3% Spillway Park*

29.8% Marina and RV Park

22.1% West Park*

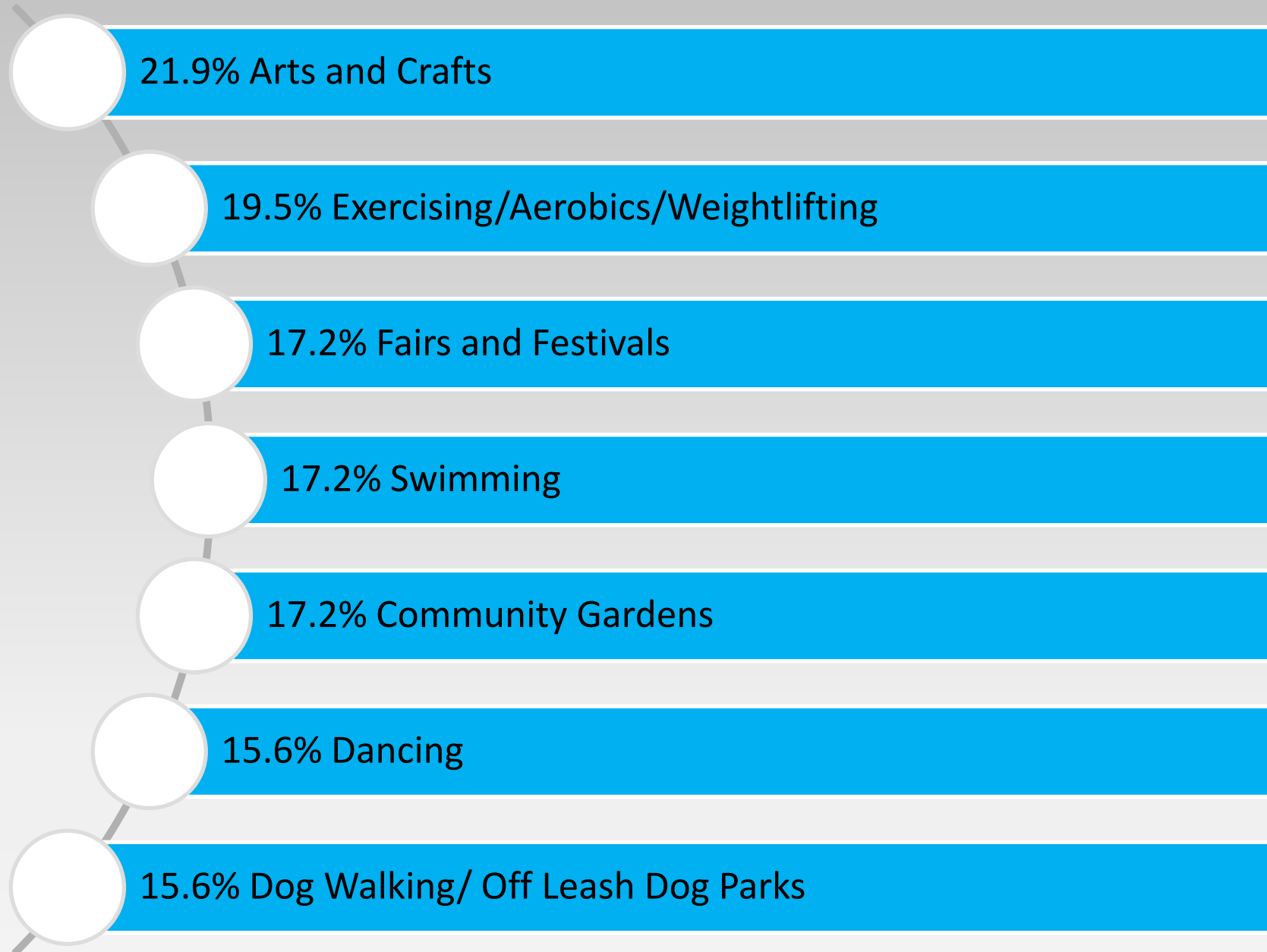
16% Boat Ramp*

11.5% Umatilla Landing Park

9.9% River Park and Nugent Park

* Indicates park owned/operated by the Army Corps of Engineers.

Desired Programs and Activities Not Readily Offered



Special Events Desired

67.9%
Saturday/Farmer's
Markets

63.4%
Concerts/Festivals

50.7% Movies in the
Parks

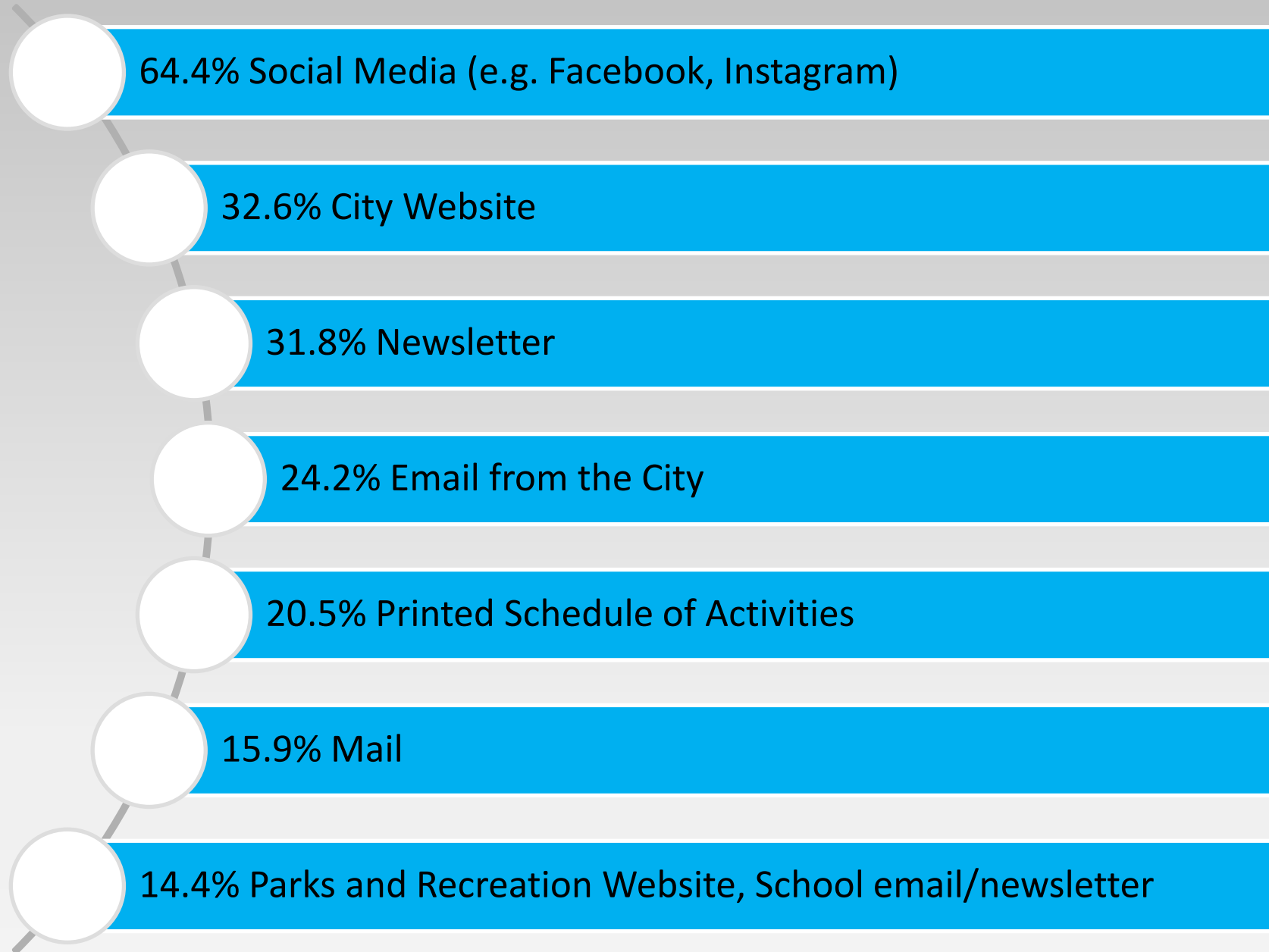
49.6% Holiday/Cultural
Celebrations

47.3% Youth Focused
Events

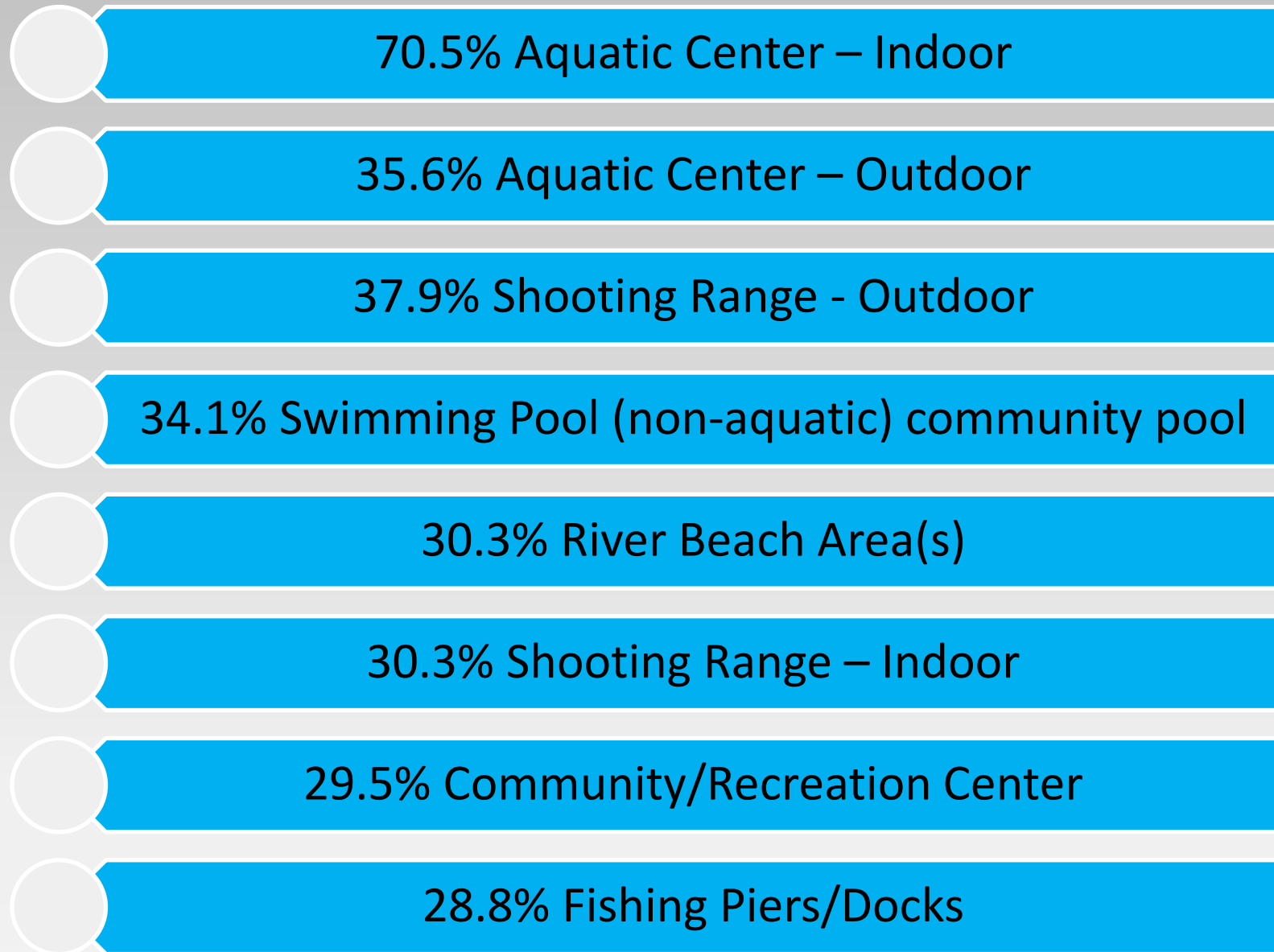
40.5% Fishing
Tournaments

40.5% Teen Focused
Events

Preferred Communication



Desired New Park Amenities



Desired New Park Amenities



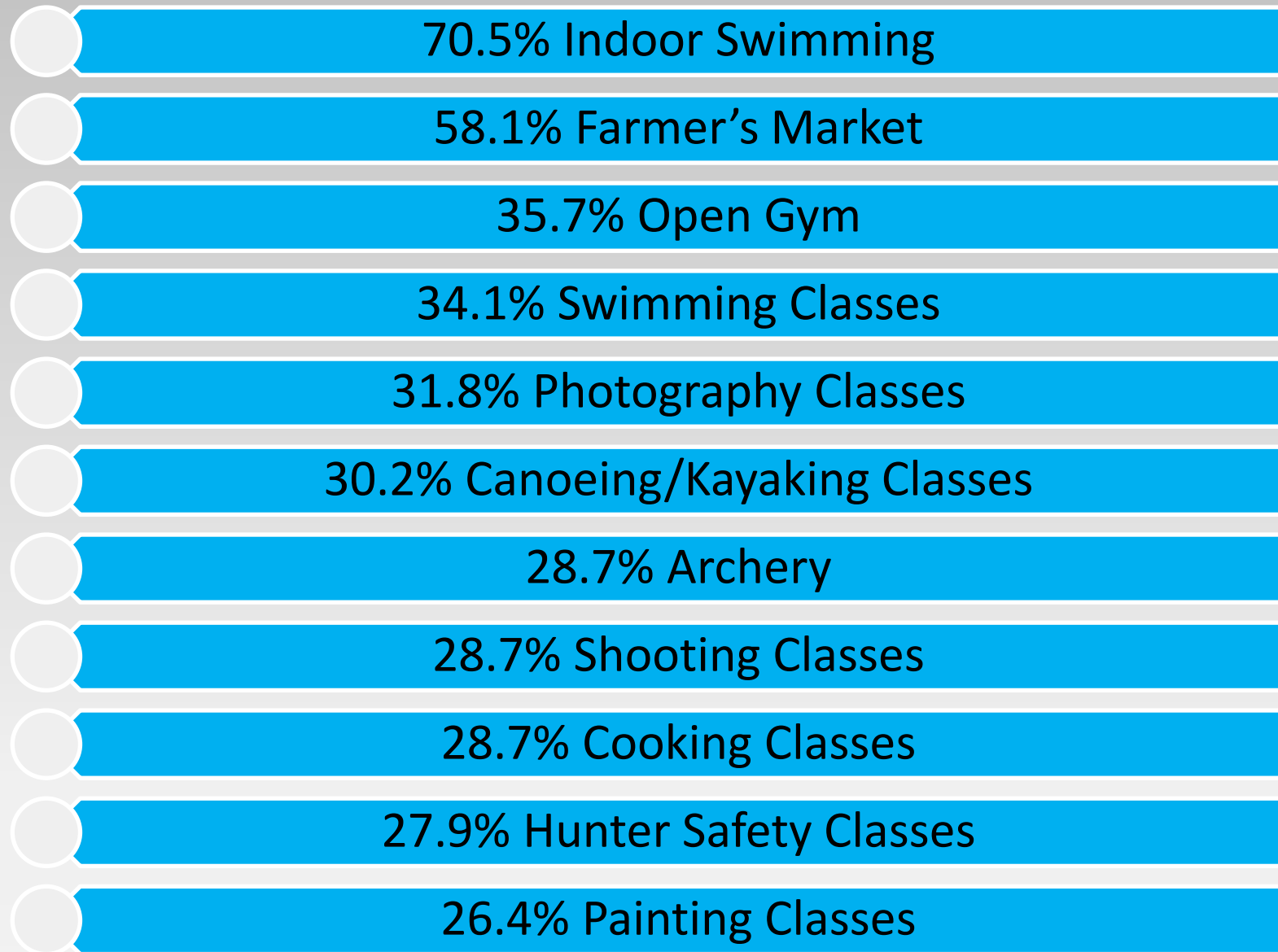
Local Option Levy Tax

How likely would you be to support a Local Option Levy tax to generate funding that may be required to create any of the new recreational amenities as required by the Master Parks Plan?

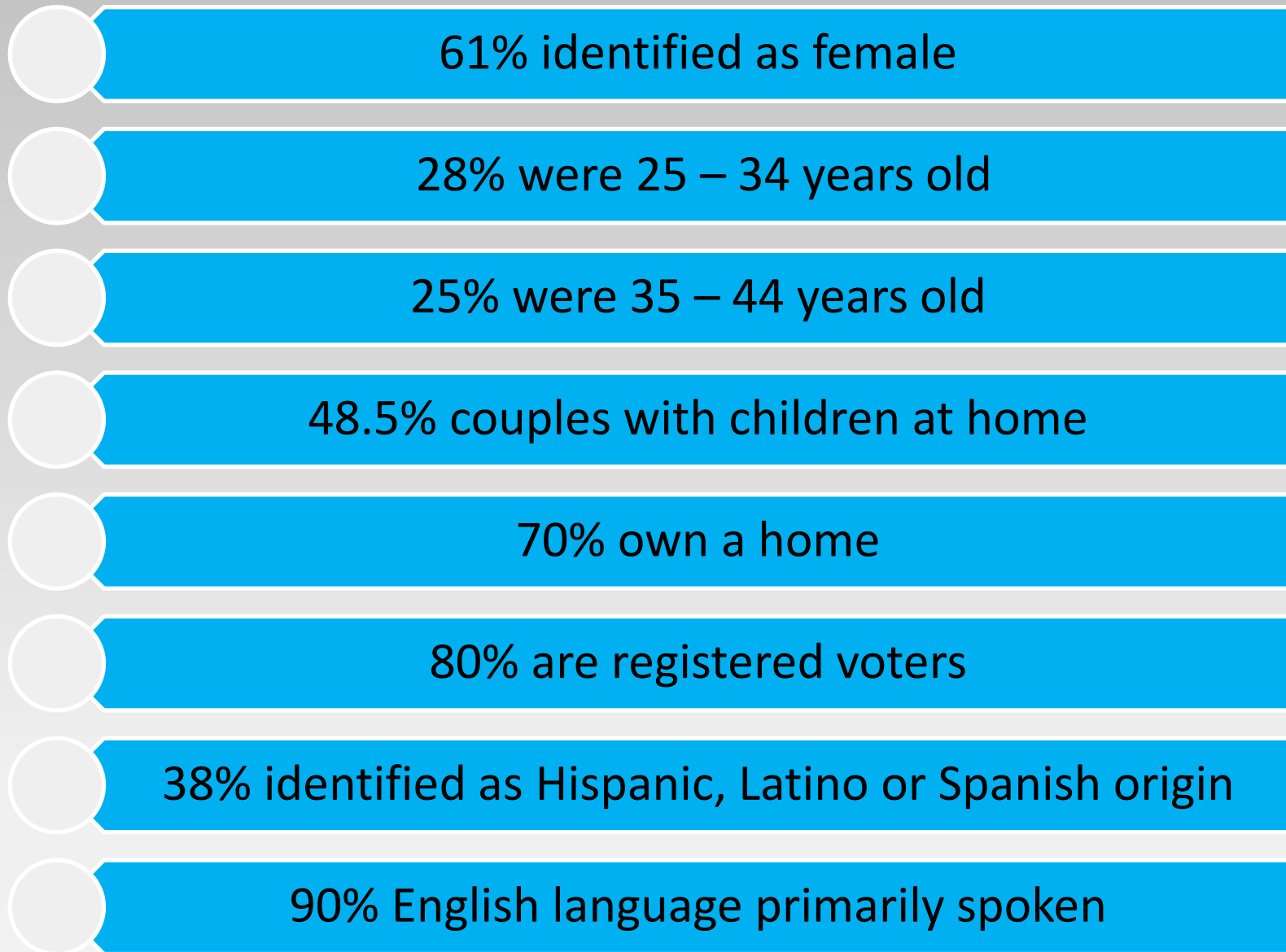
*



Desired New Recreation Programs



Survey Demographics





Inventory & Level of Service



The Umatilla System



Existing and Proposed Trails

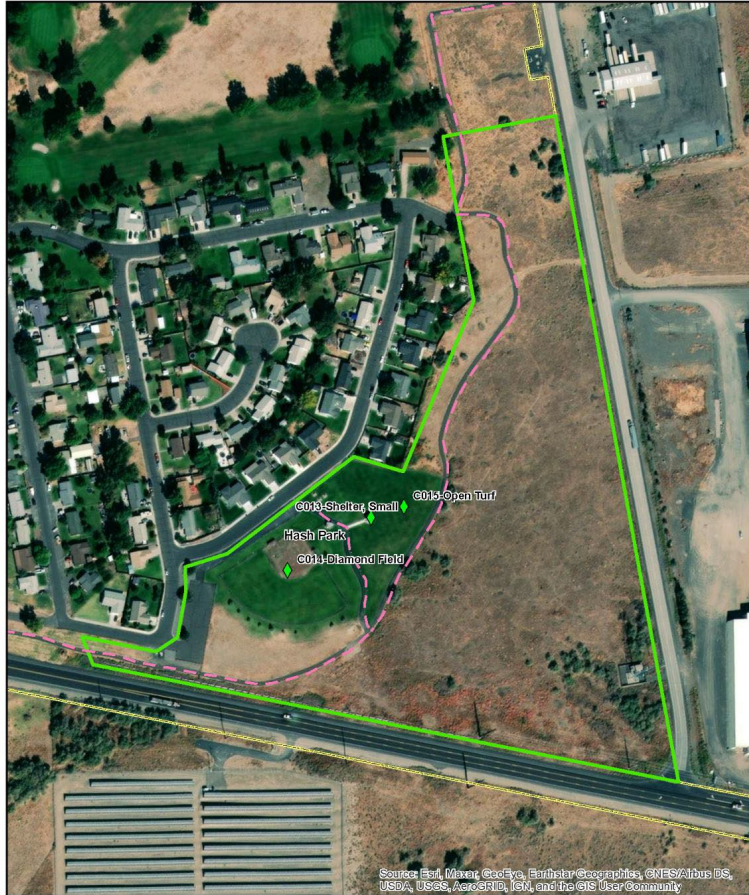
Inventory Site Visit

- **Celebrate the water** and opportunities to increase views and access
- Good **street visibility and frontage**
- Most parks are well maintained but some need updates (deferred maintenance)
 - Establish **standards and replacement plan** for site furnishings and components
- **Certified playground safety inspection**
- Establish a **Park ID signage standard**
- Opportunities **to increase ADA access** throughout the system
- Create a **typical model** for neighborhood park components
- Existing trails are of high quality, but there are considerable **missing connections**
- US Army Corps of Engineers parks are great and fulfill the need for more passive parks like picnic areas.
 - Consider this when redeveloping or updating City parks to be more active parks. Pocket parks can be an additional supplement to the level of service
- **Access to school properties and amenities is limited** due to locked gates and layout. Consider **pursuing IGA** that would allow other uses, including access to gymnasiums.
- Establish **park development fees**, especially as it pertains to smaller developments (under 1000 people), for example, fees in-lieu.

Hash Park



◆ Component
 ~ Existing Trails
 Locations
 City Limits



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Hash Park

Initial Inventory Date: 6/16/2020 Approximate Park Acreage: 22.7
17.6 Total Neighborhood GRASP® Score **17.6** Total Community GRASP® Score Owner: City of Umatilla

Component	Quantity	Score	Category
Drinking Fountains	0	1	Design and Ambiance
Seating	1	2	
BBQ Grills	0	2	2
Dog Pick-Up Station	0	1	
Security Lighting	0	0	General Comments
Bike Parking	0	1	
Restrooms	2	1	

General Comments
Newer park with potential for growth

Components with Score

MAPID	Component	Quantity	Lights	Neighborhood Score	Community Score	Comments
L01	PARCEL	1		2	2	
C015	Open Turf	1		2	2	
C014	Diamond Field	1		2	2	Covered dugouts.
C013	Shelter, Small	1		2	2	

Mapping Location and Quality of Components



Sort for things such as low scoring components

Map ID	Component	Location	Quantity	GRASP® Score	Comments
C071	Event Space	Village Square Park	1	1	Refurbishment planned as part of the Umatilla Business Center design and layout
C022	Playground, Local	McNary Beach Park	1	1	Showing age
C026	Tennis Court	McNary Tennis Courts	2	1	Courts and fencing are in poor condition. Only one of the courts has a net
C027	Playground, Local	McNary Tennis Courts	1	1	Minimal equipment
C031	Playground, Local	Nugent Park	1	1	Old equipment on pea gravel
C034	Playground, Local	River Park	1	1	Old and minimal on pea gravel
C041	Basketball Court	Sunset Basketball Court	1	1	Surfacing in disrepair
C043	Passive Node	Umatilla Landing Park	1	1	Minimal
C045	Diamond Field	West Park	1	1	Infield turf is weedy



Park/Facility Rank

Location	GRASP® Score/Rank	Agency
Marina and RV Park	242.4	Umatilla Park
McNary Wildlife Nature Area	108	Alternative Provider
Spillway Park	72	Alternative Provider
McNary Beach Park	40.8	Alternative Provider
West Park	40.8	Alternative Provider
Kiwanis Park	26.4	Umatilla Park
Nugent Park	26.4	Umatilla Park
3rd Street Soccer Field	22	Umatilla Park/USACE Land
Hash Park	17.6	Umatilla Park
Umatilla Landing Park	11	Umatilla Park
Village Square Park	11	Umatilla Park
Lake Wallula Boat Ramp	8.8	Alternative Provider
McNary Tennis Courts	7.7	Umatilla Park
River Park	5.5	Umatilla Park
Bus Stop Park	4.4	Umatilla Park
Lewis Park	4.4	Umatilla Park
Sunset Basketball Court	3.3	Umatilla Park



GRASP® Neighborhood Access

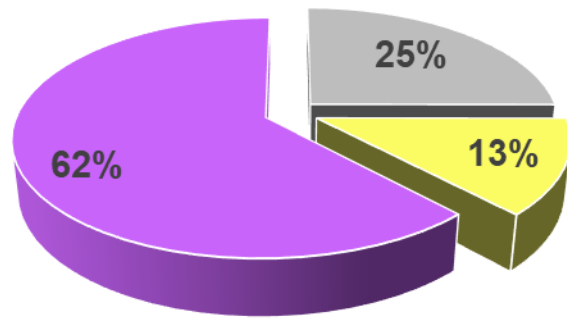


- Target score of 67.2 = a park like Hash Park or Kiwanis (3 unique components such as Basketball, Playground, and Open Turf)

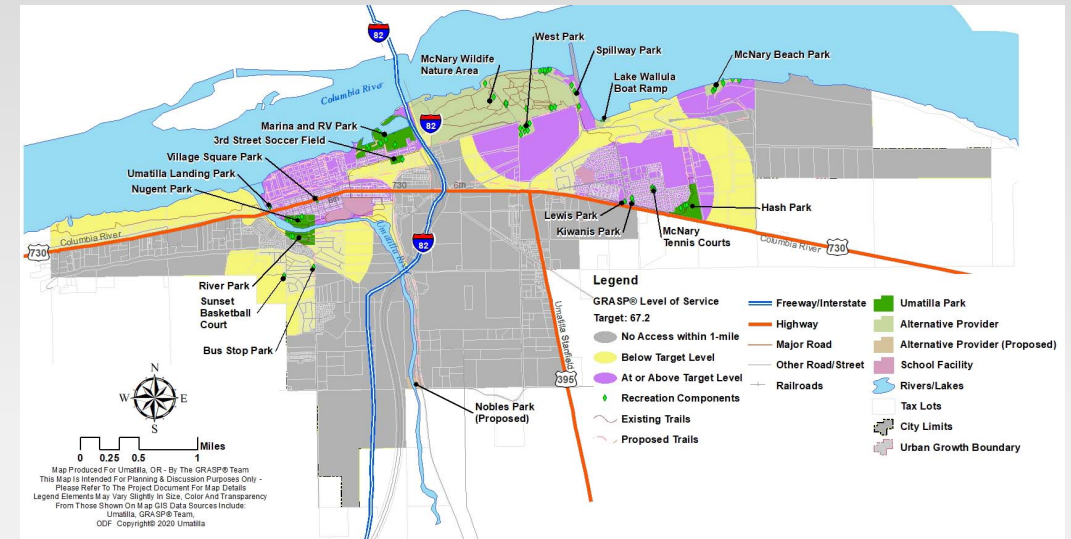
GRASP® Walkability

GRASP[®] Walkable Access

% of Population with Walkable Access to Outdoor Recreation

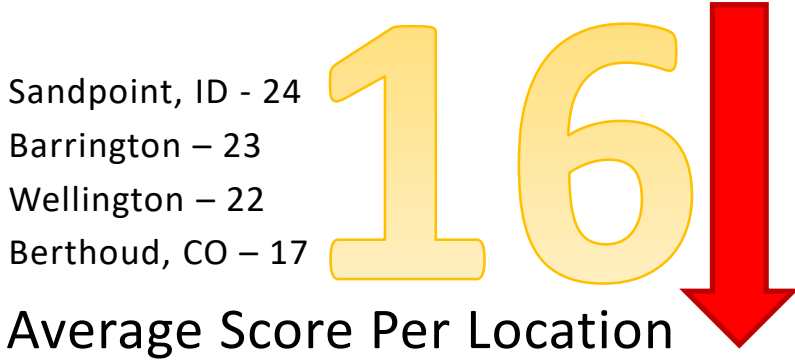
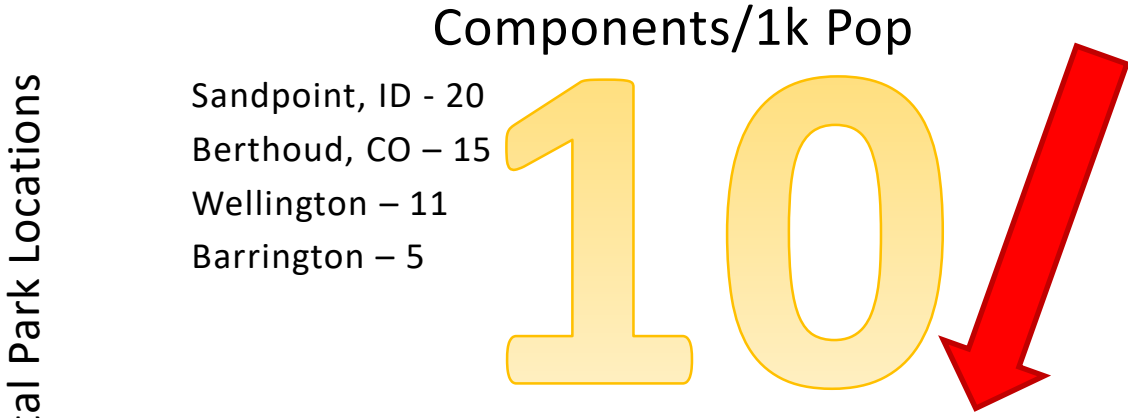
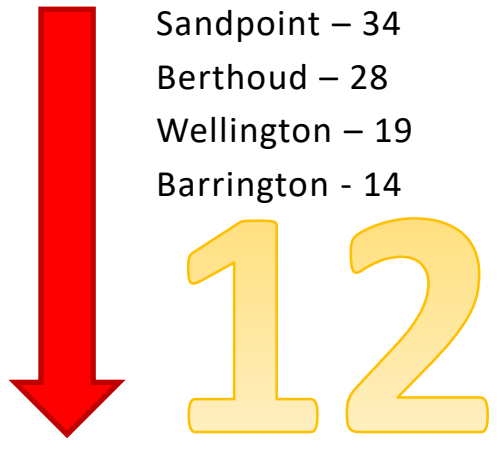
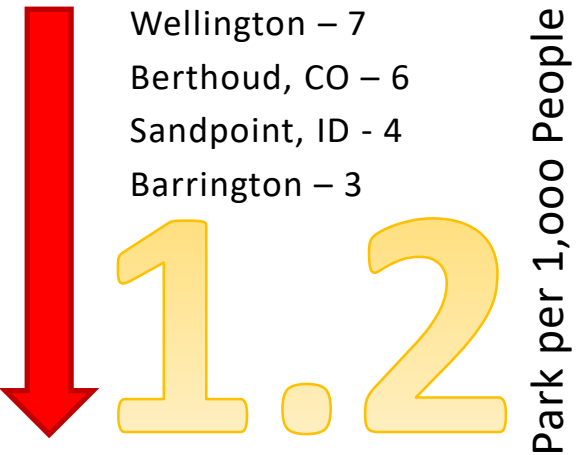


- Percent Total Area =0
- Percent Total Area >0 AND $<$ Target Score
- Percent Total Area \geq Target Score



GRASP[®] Benchmarking

(With comparable Population 5,700 – 10,000)



Umatilla has fewer parks, components per capita and score per location
(not including alternative providers)

Recurring Themes

- Trails and pathway connectivity – locally and regionally
- Expanding river access
- Building an aquatic facility / recreation center
- Maintaining what we have / maintain level of service and quality
- Branding, wayfinding, and marketing
- Maintaining and expanding partnerships
- Providing new amenities: Dog Parks, Splash Pads, Restrooms, Playgrounds
- Growing all programs: Special Events, Adventure, Camps, Youth, and Adult Social Sports
- Growing staff to continue to provide the level of service as community grows
- Dedicated funding to support operations and growth



Next Steps

4 Stages of Public Engagement



Strategic Kick-Off

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Thank You For Your Time & Consideration!

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